



Market Profile

4511 W Wadley Ave, Midland, Texas, 79707
 Ring Bands: 0-1, 1-2, 2-3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.01502
 Longitude: -102.14493

	0 - 1 mile	1 - 2 mile	2 - 3 mile
Population Summary			
2000 Total Population	14,573	21,470	26,918
2010 Total Population	17,020	24,980	30,476
2015 Total Population	18,020	27,711	33,094
2015 Group Quarters	360	36	254
2020 Total Population	19,278	30,304	36,095
2015-2020 Annual Rate	1.36%	1.81%	1.75%
Household Summary			
2000 Households	6,103	8,657	10,071
2000 Average Household Size	2.33	2.48	2.65
2010 Households	7,436	10,037	11,245
2010 Average Household Size	2.24	2.49	2.69
2015 Households	7,933	11,174	12,260
2015 Average Household Size	2.23	2.48	2.68
2020 Households	8,535	12,233	13,405
2020 Average Household Size	2.22	2.47	2.67
2015-2020 Annual Rate	1.47%	1.83%	1.80%
2010 Families	4,480	6,924	8,025
2010 Average Family Size	2.86	3.02	3.20
2015 Families	4,719	7,668	8,679
2015 Average Family Size	2.85	3.02	3.20
2020 Families	5,042	8,367	9,443
2020 Average Family Size	2.84	3.01	3.20
2015-2020 Annual Rate	1.33%	1.76%	1.70%
Housing Unit Summary			
2000 Housing Units	7,159	9,410	11,005
Owner Occupied Housing Units	43.7%	60.4%	65.3%
Renter Occupied Housing Units	41.5%	31.6%	26.2%
Vacant Housing Units	14.8%	8.0%	8.5%
2010 Housing Units	8,011	10,560	11,897
Owner Occupied Housing Units	46.1%	64.9%	68.3%
Renter Occupied Housing Units	46.7%	30.1%	26.2%
Vacant Housing Units	7.2%	5.0%	5.5%
2015 Housing Units	8,454	11,699	12,859
Owner Occupied Housing Units	43.4%	62.9%	66.8%
Renter Occupied Housing Units	50.4%	32.6%	28.5%
Vacant Housing Units	6.2%	4.5%	4.7%
2020 Housing Units	9,166	12,892	14,160
Owner Occupied Housing Units	42.3%	62.2%	66.2%
Renter Occupied Housing Units	50.8%	32.7%	28.5%
Vacant Housing Units	6.9%	5.1%	5.3%
Median Household Income			
2015	\$60,750	\$82,143	\$64,956
2020	\$75,809	\$93,461	\$74,631
Median Home Value			
2015	\$255,650	\$277,189	\$210,475
2020	\$274,588	\$295,198	\$237,178
Per Capita Income			
2015	\$32,876	\$40,788	\$34,503
2020	\$37,275	\$45,493	\$38,609
Median Age			
2010	33.1	35.7	33.4
2015	33.5	36.0	34.0
2020	33.6	36.6	34.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

4511 W Wadley Ave, Midland, Texas, 79707
 Ring Bands: 0-1, 1-2, 2-3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.01502
 Longitude: -102.14493

	0 - 1 mile	1 - 2 mile	2 - 3 mile
2015 Households by Income			
Household Income Base	7,933	11,174	12,260
<\$15,000	11.7%	6.8%	7.0%
\$15,000 - \$24,999	8.7%	5.7%	8.5%
\$25,000 - \$34,999	11.6%	7.3%	9.4%
\$35,000 - \$49,999	11.4%	9.1%	10.2%
\$50,000 - \$74,999	12.8%	16.0%	21.6%
\$75,000 - \$99,999	17.5%	14.6%	13.0%
\$100,000 - \$149,999	16.5%	22.1%	15.8%
\$150,000 - \$199,999	5.7%	10.5%	6.2%
\$200,000+	4.0%	7.9%	8.3%
Average Household Income	\$76,375	\$100,521	\$92,096
2020 Households by Income			
Household Income Base	8,535	12,233	13,405
<\$15,000	10.6%	5.9%	6.3%
\$15,000 - \$24,999	6.3%	4.3%	6.3%
\$25,000 - \$34,999	10.1%	6.1%	8.4%
\$35,000 - \$49,999	10.6%	8.1%	9.6%
\$50,000 - \$74,999	11.5%	13.8%	19.6%
\$75,000 - \$99,999	18.7%	15.1%	14.2%
\$100,000 - \$149,999	20.7%	25.9%	19.0%
\$150,000 - \$199,999	6.9%	12.1%	7.5%
\$200,000+	4.6%	8.8%	9.1%
Average Household Income	\$86,440	\$111,915	\$102,910
2015 Owner Occupied Housing Units by Value			
Total	3,671	7,357	8,590
<\$50,000	0.5%	0.1%	0.5%
\$50,000 - \$99,999	3.4%	1.7%	7.0%
\$100,000 - \$149,999	5.2%	5.9%	18.5%
\$150,000 - \$199,999	14.5%	14.8%	21.4%
\$200,000 - \$249,999	23.8%	18.2%	12.5%
\$250,000 - \$299,999	22.4%	17.1%	10.3%
\$300,000 - \$399,999	16.3%	21.1%	12.7%
\$400,000 - \$499,999	5.9%	10.0%	6.9%
\$500,000 - \$749,999	5.1%	8.1%	6.6%
\$750,000 - \$999,999	0.4%	1.3%	1.4%
\$1,000,000 +	2.4%	1.8%	2.3%
Average Home Value	\$298,822	\$325,241	\$279,633
2020 Owner Occupied Housing Units by Value			
Total	3,881	8,020	9,370
<\$50,000	0.3%	0.0%	0.4%
\$50,000 - \$99,999	1.3%	0.7%	4.8%
\$100,000 - \$149,999	2.3%	2.7%	11.9%
\$150,000 - \$199,999	10.7%	11.9%	21.9%
\$200,000 - \$249,999	23.1%	18.6%	14.9%
\$250,000 - \$299,999	25.0%	17.9%	11.5%
\$300,000 - \$399,999	18.3%	21.9%	13.1%
\$400,000 - \$499,999	6.2%	9.6%	6.3%
\$500,000 - \$749,999	7.9%	10.9%	8.6%
\$750,000 - \$999,999	1.2%	3.2%	3.3%
\$1,000,000 +	3.6%	2.6%	3.4%
Average Home Value	\$340,894	\$364,685	\$321,094

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

4511 W Wadley Ave, Midland, Texas, 79707
 Ring Bands: 0-1, 1-2, 2-3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.01502
 Longitude: -102.14493

	0 - 1 mile	1 - 2 mile	2 - 3 mile
2010 Population by Age			
Total	17,017	24,978	30,479
0 - 4	8.2%	7.4%	8.1%
5 - 9	6.4%	6.8%	7.6%
10 - 14	5.9%	7.0%	7.3%
15 - 24	15.4%	13.5%	14.4%
25 - 34	16.9%	14.5%	14.8%
35 - 44	11.5%	12.0%	11.9%
45 - 54	13.1%	15.1%	13.9%
55 - 64	10.2%	11.8%	10.5%
65 - 74	4.9%	5.9%	5.5%
75 - 84	4.8%	4.7%	4.6%
85 +	2.8%	1.3%	1.4%
18 +	76.1%	74.7%	72.4%
2015 Population by Age			
Total	18,021	27,710	33,092
0 - 4	7.9%	7.0%	7.8%
5 - 9	6.9%	7.0%	7.6%
10 - 14	5.7%	6.6%	7.2%
15 - 24	14.0%	13.1%	14.3%
25 - 34	17.9%	15.0%	14.7%
35 - 44	11.7%	12.4%	12.0%
45 - 54	10.8%	12.1%	12.1%
55 - 64	11.2%	13.7%	11.9%
65 - 74	6.1%	7.0%	6.5%
75 - 84	4.7%	4.2%	4.2%
85 +	3.0%	1.7%	1.8%
18 +	76.3%	75.6%	73.4%
2020 Population by Age			
Total	19,279	30,303	36,095
0 - 4	8.1%	7.1%	7.7%
5 - 9	6.8%	6.7%	7.4%
10 - 14	6.2%	6.9%	7.5%
15 - 24	13.1%	11.9%	13.2%
25 - 34	18.1%	15.1%	14.3%
35 - 44	12.2%	13.5%	13.2%
45 - 54	9.5%	11.0%	11.3%
55 - 64	10.5%	12.7%	11.5%
65 - 74	7.7%	9.1%	7.7%
75 - 84	4.8%	4.1%	4.2%
85 +	3.0%	1.8%	2.0%
18 +	75.9%	75.8%	73.2%
2010 Population by Sex			
Males	8,318	12,243	14,789
Females	8,702	12,737	15,687
2015 Population by Sex			
Males	8,823	13,578	16,109
Females	9,197	14,133	16,985
2020 Population by Sex			
Males	9,408	14,816	17,615
Females	9,870	15,487	18,480

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

4511 W Wadley Ave, Midland, Texas, 79707
 Ring Bands: 0-1, 1-2, 2-3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.01502
 Longitude: -102.14493

	0 - 1 mile	1 - 2 mile	2 - 3 mile
2010 Population by Race/Ethnicity			
Total	17,021	24,980	30,477
White Alone	80.1%	85.5%	79.1%
Black Alone	5.8%	3.6%	4.8%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	2.5%	2.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.6%	6.0%	11.5%
Two or More Races	2.3%	2.2%	2.7%
Hispanic Origin	25.6%	20.8%	35.7%
Diversity Index	60.0	50.8	66.0
2015 Population by Race/Ethnicity			
Total	18,020	27,711	33,094
White Alone	76.8%	82.7%	76.4%
Black Alone	6.0%	3.7%	4.8%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	3.0%	2.8%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.6%	7.4%	13.4%
Two or More Races	2.8%	2.8%	3.2%
Hispanic Origin	31.4%	25.7%	41.4%
Diversity Index	66.2	57.6	69.8
2020 Population by Race/Ethnicity			
Total	19,279	30,304	36,094
White Alone	74.0%	80.3%	74.5%
Black Alone	6.1%	3.7%	4.7%
American Indian Alone	0.8%	0.7%	0.9%
Asian Alone	3.6%	3.4%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	12.2%	8.6%	14.6%
Two or More Races	3.3%	3.3%	3.5%
Hispanic Origin	37.0%	30.6%	46.5%
Diversity Index	70.5	62.8	72.0
2010 Population by Relationship and Household Type			
Total	17,020	24,980	30,476
In Households	97.9%	99.9%	99.1%
In Family Households	77.4%	85.2%	86.5%
Householder	25.7%	27.8%	26.6%
Spouse	18.7%	22.5%	20.3%
Child	28.2%	30.9%	33.9%
Other relative	2.8%	2.5%	3.6%
Nonrelative	2.1%	1.4%	2.2%
In Nonfamily Households	20.5%	14.7%	12.6%
In Group Quarters	2.1%	0.1%	0.9%
Institutionalized Population	0.6%	0.0%	0.1%
Noninstitutionalized Population	1.5%	0.1%	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

4511 W Wadley Ave, Midland, Texas, 79707
 Ring Bands: 0-1, 1-2, 2-3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.01502
 Longitude: -102.14493

	0 - 1 mile	1 - 2 mile	2 - 3 mile
2015 Population 25+ by Educational Attainment			
Total	11,804	18,361	20,912
Less than 9th Grade	3.5%	2.5%	4.5%
9th - 12th Grade, No Diploma	5.7%	4.7%	7.6%
High School Graduate	16.9%	15.2%	19.3%
GED/Alternative Credential	4.3%	2.9%	5.3%
Some College, No Degree	34.2%	28.6%	27.7%
Associate Degree	8.2%	8.0%	6.5%
Bachelor's Degree	20.1%	27.2%	20.6%
Graduate/Professional Degree	7.0%	10.9%	8.5%
2015 Population 15+ by Marital Status			
Total	14,323	21,999	25,646
Never Married	34.9%	28.4%	27.2%
Married	48.0%	57.6%	55.8%
Widowed	6.3%	4.8%	5.8%
Divorced	10.8%	9.2%	11.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	98.8%	98.1%	98.2%
Civilian Unemployed	1.2%	1.9%	1.8%
2015 Employed Population 16+ by Industry			
Total	11,157	17,131	18,689
Agriculture/Mining	19.2%	20.4%	22.5%
Construction	6.5%	5.6%	5.8%
Manufacturing	4.3%	4.6%	5.6%
Wholesale Trade	4.0%	4.8%	3.1%
Retail Trade	10.7%	10.0%	11.0%
Transportation/Utilities	4.1%	3.7%	4.0%
Information	1.7%	1.5%	0.9%
Finance/Insurance/Real Estate	5.5%	5.1%	4.7%
Services	41.2%	41.0%	39.4%
Public Administration	2.8%	3.2%	3.0%
2015 Employed Population 16+ by Occupation			
Total	11,157	17,132	18,688
White Collar	65.2%	68.7%	58.4%
Management/Business/Financial	13.9%	17.6%	13.2%
Professional	19.7%	22.6%	19.6%
Sales	13.3%	13.7%	11.6%
Administrative Support	18.2%	14.8%	14.1%
Services	14.4%	12.8%	16.2%
Blue Collar	20.4%	18.5%	25.4%
Farming/Forestry/Fishing	0.4%	0.1%	0.4%
Construction/Extraction	9.9%	6.9%	9.7%
Installation/Maintenance/Repair	3.0%	4.5%	4.4%
Production	2.5%	3.4%	4.0%
Transportation/Material Moving	4.6%	3.7%	6.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

4511 W Wadley Ave, Midland, Texas, 79707
 Ring Bands: 0-1, 1-2, 2-3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.01502
 Longitude: -102.14493

	0 - 1 mile	1 - 2 mile	2 - 3 mile
2010 Households by Type			
Total	7,435	10,037	11,245
Households with 1 Person	32.9%	26.2%	24.5%
Households with 2+ People	67.1%	73.8%	75.5%
Family Households	60.3%	69.0%	71.4%
Husband-wife Families	44.1%	55.8%	54.4%
With Related Children	19.3%	25.0%	26.5%
Other Family (No Spouse Present)	16.2%	13.2%	16.9%
Other Family with Male Householder	4.4%	3.6%	4.7%
With Related Children	2.7%	2.3%	3.1%
Other Family with Female Householder	11.7%	9.6%	12.2%
With Related Children	8.9%	6.7%	8.8%
Nonfamily Households	6.8%	4.8%	4.1%
All Households with Children	31.5%	34.3%	38.7%
Multigenerational Households	2.3%	3.1%	4.9%
Unmarried Partner Households	7.2%	5.0%	5.5%
Male-female	6.5%	4.4%	4.9%
Same-sex	0.7%	0.5%	0.6%
2010 Households by Size			
Total	7,436	10,038	11,244
1 Person Household	32.9%	26.2%	24.5%
2 Person Household	33.3%	35.2%	32.2%
3 Person Household	15.5%	15.9%	16.6%
4 Person Household	11.2%	13.9%	14.6%
5 Person Household	4.9%	6.1%	7.2%
6 Person Household	1.6%	1.8%	2.8%
7 + Person Household	0.6%	0.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	7,436	10,037	11,245
Owner Occupied	49.7%	68.3%	72.2%
Owned with a Mortgage/Loan	34.0%	45.9%	46.8%
Owned Free and Clear	15.7%	22.4%	25.4%
Renter Occupied	50.3%	31.7%	27.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

4511 W Wadley Ave, Midland, Texas, 79707
 Ring Bands: 0-1, 1-2, 2-3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.01502
 Longitude: -102.14493

	0 - 1 mile	1 - 2 mile	2 - 3 mile
Top 3 Tapestry Segments			
1.	In Style (5B)	Bright Young Professionals	Barrios Urbanos (7D)
2.	Bright Young Professionals	In Style (5B)	Comfortable Empty Nesters
3.	Young and Restless (11B)	Professional Pride (1B)	American Dreamers (7C)
2015 Consumer Spending			
Apparel & Services: Total \$	\$19,508,019	\$35,150,710	\$35,338,920
Average Spent	\$2,459.10	\$3,145.76	\$2,882.46
Spending Potential Index	106	136	125
Computers & Accessories: Total \$	\$2,214,451	\$4,022,365	\$3,996,691
Average Spent	\$279.14	\$359.98	\$325.99
Spending Potential Index	107	138	125
Education: Total \$	\$12,647,140	\$23,578,615	\$23,141,884
Average Spent	\$1,594.24	\$2,110.13	\$1,887.59
Spending Potential Index	105	138	124
Entertainment/Recreation: Total \$	\$26,292,229	\$49,434,246	\$49,442,891
Average Spent	\$3,314.29	\$4,424.04	\$4,032.86
Spending Potential Index	100	134	122
Food at Home: Total \$	\$42,777,003	\$76,860,482	\$78,034,049
Average Spent	\$5,392.29	\$6,878.51	\$6,364.93
Spending Potential Index	103	132	122
Food Away from Home: Total \$	\$27,492,092	\$49,959,498	\$50,153,328
Average Spent	\$3,465.54	\$4,471.05	\$4,090.81
Spending Potential Index	105	136	124
Health Care: Total \$	\$36,157,846	\$68,939,187	\$69,758,248
Average Spent	\$4,557.90	\$6,169.61	\$5,689.91
Spending Potential Index	96	130	120
HH Furnishings & Equipment: Total \$	\$15,036,036	\$27,972,140	\$28,035,314
Average Spent	\$1,895.38	\$2,503.32	\$2,286.73
Spending Potential Index	103	136	124
Investments: Total \$	\$18,844,780	\$38,161,663	\$39,049,262
Average Spent	\$2,375.49	\$3,415.22	\$3,185.09
Spending Potential Index	86	124	116
Retail Goods: Total \$	\$204,020,983	\$377,644,520	\$381,692,807
Average Spent	\$25,718.01	\$33,796.72	\$31,133.18
Spending Potential Index	101	133	122
Shelter: Total \$	\$138,696,147	\$249,963,629	\$252,148,707
Average Spent	\$17,483.44	\$22,370.11	\$20,566.78
Spending Potential Index	106	136	125
TV/Video/Audio: Total \$	\$10,753,121	\$19,352,381	\$19,610,288
Average Spent	\$1,355.49	\$1,731.91	\$1,599.53
Spending Potential Index	104	132	122
Travel: Total \$	\$15,425,918	\$30,038,408	\$29,748,404
Average Spent	\$1,944.53	\$2,688.24	\$2,426.46
Spending Potential Index	100	138	124
Vehicle Maintenance & Repairs: Total \$	\$9,076,475	\$16,781,005	\$16,914,148
Average Spent	\$1,144.14	\$1,501.79	\$1,379.62
Spending Potential Index	103	135	124

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.