

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	152	1,184	18,989
2010 Total Population	234	1,763	22,790
2019 Total Population	249	5,012	29,254
2019 Group Quarters	4	65	171
2024 Total Population	308	6,123	32,286
2019-2024 Annual Rate	4.34%	4.09%	1.99%
2019 Total Daytime Population	1,410	14,185	42,940
Workers	1,312	12,204	30,943
Residents	98	1,981	11,997
Household Summary			
2000 Households	56	463	6,687
2000 Average Household Size	2.71	2.56	2.82
2010 Households	86	687	7,963
2010 Average Household Size	2.60	2.47	2.84
2019 Households	89	1,993	10,366
2019 Average Household Size	2.75	2.48	2.81
2024 Households	110	2,442	11,484
2024 Average Household Size	2.76	2.48	2.80
2019-2024 Annual Rate	4.33%	4.15%	2.07%
2010 Families	56	458	5,884
2010 Average Family Size	3.27	3.06	3.33
2019 Families	59	1,326	7,511
2019 Average Family Size	3.41	3.08	3.33
2024 Families	72	1,618	8,277
2024 Average Family Size	3.46	3.09	3.33
2019-2024 Annual Rate	4.06%	4.06%	1.96%
Housing Unit Summary			
2000 Housing Units	107	824	7,502
Owner Occupied Housing Units	46.7%	49.5%	66.9%
Renter Occupied Housing Units	5.6%	6.7%	22.2%
Vacant Housing Units	47.7%	43.8%	10.9%
2010 Housing Units	97	758	8,393
Owner Occupied Housing Units	72.2%	73.2%	72.7%
Renter Occupied Housing Units	16.5%	17.4%	22.1%
Vacant Housing Units	11.3%	9.4%	5.1%
2019 Housing Units	93	2,078	10,803
Owner Occupied Housing Units	67.7%	67.9%	67.7%
Renter Occupied Housing Units	28.0%	28.0%	28.2%
Vacant Housing Units	4.3%	4.1%	4.0%
2024 Housing Units	114	2,533	11,913
Owner Occupied Housing Units	67.5%	67.2%	68.0%
Renter Occupied Housing Units	28.9%	29.2%	28.4%
Vacant Housing Units	3.5%	3.6%	3.6%
Median Household Income			
2019	\$47,386	\$49,961	\$70,735
2024	\$53,785	\$55,378	\$77,598
Median Home Value			
2019	\$234,677	\$232,941	\$193,720
2024	\$250,000	\$248,052	\$215,072
Per Capita Income			
2019	\$23,357	\$23,770	\$31,093
2024	\$27,011	\$27,383	\$35,319
Median Age			
2010	32.6	32.5	31.7
2019	35.0	34.5	33.7
2024	35.7	35.4	34.6

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	89	1,993	10,366
<\$15,000	14.6%	14.1%	6.5%
\$15,000 - \$24,999	14.6%	13.7%	7.7%
\$25,000 - \$34,999	10.1%	9.2%	6.7%
\$35,000 - \$49,999	12.4%	13.0%	10.6%
\$50,000 - \$74,999	20.2%	20.0%	21.2%
\$75,000 - \$99,999	15.7%	16.3%	20.1%
\$100,000 - \$149,999	9.0%	9.4%	15.6%
\$150,000 - \$199,999	2.2%	2.5%	6.0%
\$200,000+	1.1%	1.8%	5.7%
Average Household Income	\$57,944	\$60,047	\$86,960
2024 Households by Income			
Household Income Base	110	2,442	11,484
<\$15,000	12.7%	12.0%	5.5%
\$15,000 - \$24,999	12.7%	11.8%	6.3%
\$25,000 - \$34,999	8.2%	8.1%	5.7%
\$35,000 - \$49,999	11.8%	12.0%	9.2%
\$50,000 - \$74,999	20.9%	20.6%	20.3%
\$75,000 - \$99,999	17.3%	18.1%	20.6%
\$100,000 - \$149,999	10.9%	11.6%	17.8%
\$150,000 - \$199,999	3.6%	3.4%	7.7%
\$200,000+	1.8%	2.3%	6.9%
Average Household Income	\$67,079	\$69,088	\$98,443
2019 Owner Occupied Housing Units by Value			
Total	63	1,411	7,317
<\$50,000	7.9%	9.4%	5.4%
\$50,000 - \$99,999	1.6%	2.0%	8.0%
\$100,000 - \$149,999	1.6%	1.5%	17.0%
\$150,000 - \$199,999	4.8%	5.4%	22.4%
\$200,000 - \$249,999	49.2%	48.2%	21.3%
\$250,000 - \$299,999	4.8%	5.3%	6.7%
\$300,000 - \$399,999	6.3%	6.3%	7.9%
\$400,000 - \$499,999	9.5%	9.4%	4.3%
\$500,000 - \$749,999	7.9%	7.3%	4.7%
\$750,000 - \$999,999	3.2%	2.8%	1.6%
\$1,000,000 - \$1,499,999	3.2%	2.6%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$319,444	\$303,842	\$233,806
2024 Owner Occupied Housing Units by Value			
Total	77	1,703	8,102
<\$50,000	3.9%	4.1%	3.0%
\$50,000 - \$99,999	0.0%	1.1%	4.6%
\$100,000 - \$149,999	0.0%	1.2%	14.1%
\$150,000 - \$199,999	3.9%	3.9%	21.6%
\$200,000 - \$249,999	42.9%	41.5%	22.4%
\$250,000 - \$299,999	3.9%	5.0%	6.5%
\$300,000 - \$399,999	9.1%	8.5%	10.0%
\$400,000 - \$499,999	16.9%	16.0%	7.0%
\$500,000 - \$749,999	11.7%	10.5%	6.8%
\$750,000 - \$999,999	5.2%	4.6%	2.9%
\$1,000,000 - \$1,499,999	3.9%	3.8%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$384,936	\$371,818	\$276,888

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

3006 S CR-1255, Midland, Texas, 79706
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.93565
Longitude: -102.17925

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	233	1,766	22,788
0 - 4	9.4%	9.2%	8.6%
5 - 9	7.7%	7.9%	8.4%
10 - 14	7.3%	7.5%	8.3%
15 - 24	12.4%	12.6%	14.0%
25 - 34	17.6%	17.0%	15.7%
35 - 44	13.3%	13.2%	12.8%
45 - 54	13.3%	13.2%	13.2%
55 - 64	10.3%	10.2%	9.8%
65 - 74	6.0%	5.8%	4.9%
75 - 84	2.1%	2.4%	3.3%
85 +	0.9%	0.6%	1.2%
18 +	73.0%	71.8%	70.1%
2019 Population by Age			
Total	250	5,013	29,256
0 - 4	8.0%	7.9%	7.9%
5 - 9	7.6%	7.8%	7.8%
10 - 14	7.2%	7.4%	7.6%
15 - 24	12.8%	13.0%	13.6%
25 - 34	14.4%	14.6%	15.1%
35 - 44	13.6%	13.4%	13.9%
45 - 54	11.6%	11.5%	11.1%
55 - 64	12.0%	11.6%	11.0%
65 - 74	8.4%	8.3%	7.4%
75 - 84	3.6%	3.4%	3.3%
85 +	0.8%	1.0%	1.5%
18 +	73.2%	73.0%	72.6%
2024 Population by Age			
Total	310	6,125	32,285
0 - 4	7.7%	7.7%	7.7%
5 - 9	7.4%	7.6%	7.7%
10 - 14	7.4%	7.5%	7.7%
15 - 24	12.9%	13.1%	13.2%
25 - 34	13.5%	13.5%	14.2%
35 - 44	13.5%	13.4%	14.4%
45 - 54	11.6%	11.6%	11.3%
55 - 64	11.3%	11.1%	10.0%
65 - 74	9.0%	9.1%	8.2%
75 - 84	4.5%	4.3%	4.0%
85 +	1.0%	1.0%	1.5%
18 +	72.9%	72.9%	72.5%
2010 Population by Sex			
Males	115	877	11,225
Females	119	886	11,565
2019 Population by Sex			
Males	122	2,481	14,509
Females	127	2,531	14,745
2024 Population by Sex			
Males	152	3,039	16,066
Females	156	3,084	16,220

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

3006 S CR-1255, Midland, Texas, 79706
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.93565
Longitude: -102.17925

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	234	1,762	22,789
White Alone	88.0%	85.9%	78.2%
Black Alone	1.7%	1.6%	4.2%
American Indian Alone	0.9%	1.0%	0.7%
Asian Alone	0.0%	0.1%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.3%	9.4%	13.0%
Two or More Races	2.1%	2.0%	2.8%
Hispanic Origin	30.8%	35.3%	43.6%
Diversity Index	55.5	60.0	68.8
2019 Population by Race/Ethnicity			
Total	248	5,013	29,253
White Alone	83.9%	82.0%	74.8%
Black Alone	1.6%	1.7%	3.7%
American Indian Alone	1.2%	1.3%	0.8%
Asian Alone	0.0%	0.1%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.5%	12.1%	15.5%
Two or More Races	2.8%	2.8%	3.5%
Hispanic Origin	43.0%	45.9%	52.5%
Diversity Index	64.4	66.1	71.9
2024 Population by Race/Ethnicity			
Total	307	6,123	32,285
White Alone	81.8%	80.4%	73.6%
Black Alone	1.6%	1.6%	3.5%
American Indian Alone	1.3%	1.4%	0.9%
Asian Alone	0.0%	0.1%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.1%	13.3%	16.3%
Two or More Races	3.3%	3.1%	3.8%
Hispanic Origin	49.4%	52.0%	57.2%
Diversity Index	66.8	67.6	72.2
2010 Population by Relationship and Household Type			
Total	234	1,763	22,790
In Households	95.7%	96.1%	99.2%
In Family Households	80.3%	81.7%	88.3%
Householder	25.6%	25.4%	25.8%
Spouse	17.5%	17.4%	19.1%
Child	31.6%	32.8%	36.7%
Other relative	3.0%	3.9%	4.2%
Nonrelative	2.1%	2.2%	2.5%
In Nonfamily Households	15.4%	14.4%	10.8%
In Group Quarters	4.3%	3.9%	0.8%
Institutionalized Population	4.3%	3.9%	0.3%
Noninstitutionalized Population	0.0%	0.0%	0.5%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

3006 S CR-1255, Midland, Texas, 79706
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.93565
Longitude: -102.17925

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	160	3,199	18,489
Less than 9th Grade	3.8%	4.6%	7.3%
9th - 12th Grade, No Diploma	7.5%	7.6%	9.9%
High School Graduate	18.8%	20.1%	23.6%
GED/Alternative Credential	3.8%	4.4%	6.0%
Some College, No Degree	27.5%	26.8%	24.4%
Associate Degree	18.8%	17.9%	10.6%
Bachelor's Degree	18.1%	17.1%	14.6%
Graduate/Professional Degree	1.9%	1.7%	3.5%
2019 Population 15+ by Marital Status			
Total	193	3,853	22,454
Never Married	19.2%	20.4%	28.1%
Married	56.0%	55.1%	53.8%
Widowed	1.0%	1.3%	4.1%
Divorced	23.8%	23.2%	14.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.3%	98.1%
Civilian Unemployed (Unemployment Rate)	2.5%	2.7%	1.9%
2019 Employed Population 16+ by Industry			
Total	155	3,101	17,606
Agriculture/Mining	25.2%	24.0%	15.7%
Construction	8.4%	8.6%	10.4%
Manufacturing	2.6%	3.5%	5.7%
Wholesale Trade	3.9%	3.7%	4.0%
Retail Trade	9.7%	10.3%	9.5%
Transportation/Utilities	7.7%	9.4%	8.8%
Information	0.0%	0.0%	0.5%
Finance/Insurance/Real Estate	1.3%	1.4%	3.2%
Services	35.5%	34.3%	39.6%
Public Administration	5.2%	4.9%	2.8%
2019 Employed Population 16+ by Occupation			
Total	156	3,099	17,606
White Collar	56.1%	55.2%	51.7%
Management/Business/Financial	9.7%	10.7%	11.7%
Professional	23.9%	22.1%	15.2%
Sales	9.0%	9.1%	10.3%
Administrative Support	13.5%	13.3%	14.5%
Services	12.3%	11.8%	15.3%
Blue Collar	32.3%	33.0%	33.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	13.5%	13.2%	11.7%
Installation/Maintenance/Repair	7.1%	7.5%	8.0%
Production	1.3%	2.2%	4.3%
Transportation/Material Moving	10.3%	10.1%	9.0%
2010 Population By Urban/ Rural Status			
Total Population	234	1,763	22,790
Population Inside Urbanized Area	92.3%	89.2%	92.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.7%	10.8%	7.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	86	687	7,963
Households with 1 Person	30.2%	29.4%	22.0%
Households with 2+ People	69.8%	70.6%	78.0%
Family Households	65.1%	66.7%	73.9%
Husband-wife Families	44.2%	45.6%	54.7%
With Related Children	22.1%	23.0%	29.3%
Other Family (No Spouse Present)	20.9%	21.0%	19.2%
Other Family with Male Householder	5.8%	6.1%	5.5%
With Related Children	4.7%	4.2%	3.8%
Other Family with Female Householder	15.1%	14.8%	13.7%
With Related Children	10.5%	10.8%	9.8%
Nonfamily Households	4.7%	3.9%	4.2%
All Households with Children	37.2%	38.0%	43.2%
Multigenerational Households	3.5%	4.5%	6.3%
Unmarried Partner Households	5.8%	5.7%	6.4%
Male-female	4.7%	4.9%	5.7%
Same-sex	1.2%	0.7%	0.7%
2010 Households by Size			
Total	85	687	7,962
1 Person Household	30.6%	29.4%	22.0%
2 Person Household	31.8%	30.7%	29.3%
3 Person Household	14.1%	15.0%	17.2%
4 Person Household	12.9%	13.8%	16.4%
5 Person Household	7.1%	7.4%	8.9%
6 Person Household	2.4%	2.6%	3.6%
7 + Person Household	1.2%	1.0%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	86	687	7,963
Owner Occupied	81.4%	80.8%	76.7%
Owned with a Mortgage/Loan	45.3%	42.6%	49.9%
Owned Free and Clear	37.2%	38.1%	26.7%
Renter Occupied	18.6%	19.2%	23.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	97	758	8,393
Housing Units Inside Urbanized Area	92.8%	90.1%	92.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.2%	9.9%	7.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

3006 S CR-1255, Midland, Texas, 79706
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.93565
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Down the Road (10D)	Down the Road (10D)	Barrios Urbanos (7D)
2.	Top Tier (1A)	Barrios Urbanos (7D)	Down the Road (10D)
3.	Professional Pride (1B)	Green Acres (6A)	Middleburg (4C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$134,232	\$3,123,422	\$23,023,085
Average Spent	\$1,508.22	\$1,567.20	\$2,221.02
Spending Potential Index	70	73	104
Education: Total \$	\$79,067	\$1,843,829	\$15,092,437
Average Spent	\$888.39	\$925.15	\$1,455.96
Spending Potential Index	56	58	91
Entertainment/Recreation: Total \$	\$198,231	\$4,589,389	\$33,728,989
Average Spent	\$2,227.31	\$2,302.75	\$3,253.81
Spending Potential Index	68	70	100
Food at Home: Total \$	\$331,266	\$7,677,724	\$55,136,715
Average Spent	\$3,722.09	\$3,852.35	\$5,319.00
Spending Potential Index	72	74	103
Food Away from Home: Total \$	\$230,024	\$5,352,824	\$39,645,579
Average Spent	\$2,584.54	\$2,685.81	\$3,824.58
Spending Potential Index	70	73	104
Health Care: Total \$	\$370,186	\$8,561,882	\$62,164,917
Average Spent	\$4,159.39	\$4,295.98	\$5,997.00
Spending Potential Index	70	72	101
HH Furnishings & Equipment: Total \$	\$134,036	\$3,119,030	\$23,083,690
Average Spent	\$1,506.02	\$1,564.99	\$2,226.87
Spending Potential Index	71	73	104
Personal Care Products & Services: Total \$	\$56,768	\$1,315,206	\$9,625,320
Average Spent	\$637.84	\$659.91	\$928.55
Spending Potential Index	72	74	105
Shelter: Total \$	\$1,076,728	\$25,007,727	\$189,462,274
Average Spent	\$12,098.07	\$12,547.78	\$18,277.28
Spending Potential Index	65	68	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$151,111	\$3,491,308	\$25,628,466
Average Spent	\$1,697.88	\$1,751.79	\$2,472.36
Spending Potential Index	68	71	100
Travel: Total \$	\$128,095	\$2,965,818	\$22,608,723
Average Spent	\$1,439.27	\$1,488.12	\$2,181.05
Spending Potential Index	64	66	97
Vehicle Maintenance & Repairs: Total \$	\$72,879	\$1,688,643	\$12,313,820
Average Spent	\$818.87	\$847.29	\$1,187.90
Spending Potential Index	72	74	104

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.