



Market Profile

3201 N Pecos St, Midland, Texas, 79705
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.02757
Longitude: -102.08748

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	7,008	30,395	53,676
2010 Total Population	8,272	33,254	59,100
2017 Total Population	10,055	38,813	68,767
2017 Group Quarters	408	745	1,028
2022 Total Population	11,200	42,385	74,902
2017-2022 Annual Rate	2.18%	1.78%	1.72%
2017 Total Daytime Population	12,588	37,369	76,041
Workers	6,290	13,491	34,790
Residents	6,298	23,878	41,251
Household Summary			
2000 Households	2,689	11,400	20,353
2000 Average Household Size	2.52	2.62	2.59
2010 Households	3,031	12,551	22,494
2010 Average Household Size	2.60	2.59	2.58
2017 Households	3,706	14,587	26,044
2017 Average Household Size	2.60	2.61	2.60
2022 Households	4,129	15,902	28,318
2022 Average Household Size	2.61	2.62	2.61
2017-2022 Annual Rate	2.19%	1.74%	1.69%
2010 Families	1,999	8,745	15,451
2010 Average Family Size	3.25	3.15	3.16
2017 Families	2,423	10,064	17,729
2017 Average Family Size	3.27	3.19	3.20
2022 Families	2,692	10,926	19,191
2022 Average Family Size	3.29	3.21	3.21
2017-2022 Annual Rate	2.13%	1.66%	1.60%
Housing Unit Summary			
2000 Housing Units	2,966	12,484	22,666
Owner Occupied Housing Units	58.0%	65.4%	61.6%
Renter Occupied Housing Units	32.6%	26.0%	28.2%
Vacant Housing Units	9.3%	8.7%	10.2%
2010 Housing Units	3,236	13,355	24,101
Owner Occupied Housing Units	60.0%	65.3%	62.8%
Renter Occupied Housing Units	33.7%	28.7%	30.6%
Vacant Housing Units	6.3%	6.0%	6.7%
2017 Housing Units	3,884	15,273	27,401
Owner Occupied Housing Units	58.2%	63.2%	60.7%
Renter Occupied Housing Units	37.2%	32.3%	34.4%
Vacant Housing Units	4.6%	4.5%	5.0%
2022 Housing Units	4,315	16,618	29,729
Owner Occupied Housing Units	58.2%	63.0%	60.5%
Renter Occupied Housing Units	37.5%	32.7%	34.7%
Vacant Housing Units	4.3%	4.3%	4.7%
Median Household Income			
2017	\$49,648	\$58,220	\$58,250
2022	\$54,420	\$64,538	\$65,021
Median Home Value			
2017	\$136,918	\$184,747	\$182,532
2022	\$170,159	\$226,485	\$218,430
Per Capita Income			
2017	\$29,172	\$36,142	\$34,911
2022	\$32,381	\$39,547	\$38,661
Median Age			
2010	33.9	35.8	34.7
2017	35.1	36.6	35.5
2022	36.5	37.8	36.6

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	3,706	14,587	26,044
<\$15,000	14.2%	11.8%	10.6%
\$15,000 - \$24,999	12.8%	10.3%	9.8%
\$25,000 - \$34,999	10.2%	9.0%	9.6%
\$35,000 - \$49,999	13.0%	12.2%	12.7%
\$50,000 - \$74,999	16.8%	16.2%	17.2%
\$75,000 - \$99,999	12.7%	11.0%	11.1%
\$100,000 - \$149,999	10.6%	13.2%	13.5%
\$150,000 - \$199,999	3.4%	5.8%	6.0%
\$200,000+	6.3%	10.5%	9.4%
Average Household Income	\$74,165	\$94,406	\$90,765
2022 Households by Income			
Household Income Base	4,129	15,902	28,318
<\$15,000	13.7%	11.3%	10.2%
\$15,000 - \$24,999	11.7%	9.4%	8.9%
\$25,000 - \$34,999	8.9%	8.0%	8.4%
\$35,000 - \$49,999	11.9%	11.1%	11.4%
\$50,000 - \$74,999	16.0%	15.5%	16.2%
\$75,000 - \$99,999	14.4%	12.2%	12.3%
\$100,000 - \$149,999	12.8%	15.3%	15.8%
\$150,000 - \$199,999	3.8%	6.2%	6.7%
\$200,000+	6.8%	11.1%	10.2%
Average Household Income	\$83,167	\$103,860	\$101,005
2017 Owner Occupied Housing Units by Value			
Total	2,261	9,657	16,627
<\$50,000	14.5%	10.2%	9.9%
\$50,000 - \$99,999	20.8%	17.3%	16.3%
\$100,000 - \$149,999	19.9%	12.6%	13.0%
\$150,000 - \$199,999	18.0%	14.1%	16.5%
\$200,000 - \$249,999	7.0%	12.7%	12.8%
\$250,000 - \$299,999	3.4%	10.5%	10.9%
\$300,000 - \$399,999	6.5%	10.3%	9.7%
\$400,000 - \$499,999	4.7%	4.8%	3.8%
\$500,000 - \$749,999	4.3%	5.6%	4.9%
\$750,000 - \$999,999	0.8%	1.2%	1.5%
\$1,000,000 +	0.0%	0.7%	0.7%
Average Home Value	\$178,912	\$225,106	\$222,038
2022 Owner Occupied Housing Units by Value			
Total	2,511	10,477	18,000
<\$50,000	13.2%	9.2%	8.9%
\$50,000 - \$99,999	15.9%	13.0%	12.1%
\$100,000 - \$149,999	14.8%	9.6%	10.1%
\$150,000 - \$199,999	15.0%	11.7%	14.3%
\$200,000 - \$249,999	7.7%	12.4%	12.7%
\$250,000 - \$299,999	3.9%	12.3%	12.8%
\$300,000 - \$399,999	12.5%	14.4%	13.2%
\$400,000 - \$499,999	8.8%	7.2%	5.9%
\$500,000 - \$749,999	6.9%	7.8%	7.0%
\$750,000 - \$999,999	1.2%	1.6%	2.1%
\$1,000,000 +	0.0%	1.0%	1.1%
Average Home Value	\$225,418	\$263,525	\$260,474

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	8,270	33,256	59,101
0 - 4	8.4%	7.8%	7.9%
5 - 9	7.0%	7.2%	7.2%
10 - 14	6.4%	6.9%	6.9%
15 - 24	15.9%	14.2%	14.6%
25 - 34	13.6%	13.1%	13.8%
35 - 44	10.6%	10.9%	11.1%
45 - 54	13.0%	14.1%	14.2%
55 - 64	11.3%	11.5%	11.3%
65 - 74	7.3%	6.8%	6.4%
75 - 84	5.0%	5.6%	5.0%
85 +	1.6%	1.8%	1.6%
18 +	74.2%	73.7%	73.6%
2017 Population by Age			
Total	10,055	38,814	68,767
0 - 4	7.7%	7.3%	7.4%
5 - 9	7.6%	7.3%	7.3%
10 - 14	6.7%	6.9%	6.9%
15 - 24	13.9%	13.1%	13.2%
25 - 34	14.0%	13.5%	14.5%
35 - 44	11.4%	11.3%	11.5%
45 - 54	10.5%	11.5%	11.5%
55 - 64	11.9%	12.9%	12.7%
65 - 74	9.0%	8.6%	8.2%
75 - 84	4.9%	5.2%	4.7%
85 +	2.3%	2.4%	2.1%
18 +	74.5%	74.7%	74.6%
2022 Population by Age			
Total	11,201	42,385	74,901
0 - 4	7.3%	7.1%	7.3%
5 - 9	7.3%	7.1%	7.2%
10 - 14	7.3%	7.2%	7.1%
15 - 24	13.5%	12.2%	12.4%
25 - 34	12.6%	12.8%	13.9%
35 - 44	12.5%	12.5%	12.7%
45 - 54	10.0%	10.6%	10.5%
55 - 64	11.1%	12.3%	12.0%
65 - 74	10.0%	10.0%	9.6%
75 - 84	5.8%	5.7%	5.2%
85 +	2.6%	2.6%	2.2%
18 +	74.4%	74.8%	74.6%
2010 Population by Sex			
Males	3,929	15,908	28,566
Females	4,343	17,346	30,534
2017 Population by Sex			
Males	4,815	18,691	33,382
Females	5,240	20,122	35,385
2022 Population by Sex			
Males	5,391	20,510	36,464
Females	5,809	21,875	38,438

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	8,272	33,254	59,099
White Alone	65.1%	74.0%	74.2%
Black Alone	18.6%	11.9%	9.8%
American Indian Alone	0.7%	0.8%	0.7%
Asian Alone	0.7%	0.7%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.9%	10.2%	11.6%
Two or More Races	2.9%	2.4%	2.5%
Hispanic Origin	43.5%	37.4%	37.4%
Diversity Index	76.7	70.1	70.2
2017 Population by Race/Ethnicity			
Total	10,056	38,813	68,767
White Alone	63.0%	71.3%	70.8%
Black Alone	17.5%	11.3%	9.4%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	0.8%	1.1%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.3%	12.4%	14.3%
Two or More Races	3.5%	2.9%	3.0%
Hispanic Origin	51.6%	45.0%	45.5%
Diversity Index	78.6	73.7	74.3
2022 Population by Race/Ethnicity			
Total	11,200	42,384	74,901
White Alone	62.6%	70.2%	69.3%
Black Alone	16.3%	10.7%	9.0%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	1.0%	1.3%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.4%	13.5%	15.5%
Two or More Races	3.8%	3.3%	3.4%
Hispanic Origin	56.8%	50.1%	50.6%
Diversity Index	78.7	74.7	75.6
2010 Population by Relationship and Household Type			
Total	8,272	33,254	59,100
In Households	95.1%	97.7%	98.2%
In Family Households	80.8%	84.7%	84.4%
Householder	24.4%	26.2%	26.1%
Spouse	16.4%	19.1%	19.1%
Child	33.5%	34.0%	33.6%
Other relative	4.1%	3.5%	3.7%
Nonrelative	2.3%	1.8%	1.9%
In Nonfamily Households	14.3%	13.1%	13.8%
In Group Quarters	4.9%	2.3%	1.8%
Institutionalized Population	0.9%	0.8%	0.8%
Noninstitutionalized Population	4.0%	1.5%	1.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment			
Total	6,444	25,391	44,829
Less than 9th Grade	7.4%	7.3%	7.9%
9th - 12th Grade, No Diploma	12.4%	9.6%	9.3%
High School Graduate	16.4%	16.4%	17.5%
GED/Alternative Credential	4.5%	3.7%	3.9%
Some College, No Degree	27.5%	25.1%	24.5%
Associate Degree	7.1%	6.6%	6.7%
Bachelor's Degree	18.3%	21.9%	21.0%
Graduate/Professional Degree	6.4%	9.6%	9.2%
2017 Population 15+ by Marital Status			
Total	7,840	30,482	53,934
Never Married	34.5%	30.5%	30.9%
Married	45.9%	51.5%	52.1%
Widowed	5.5%	6.3%	5.8%
Divorced	14.1%	11.7%	11.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	93.9%	94.0%
Civilian Unemployed (Unemployment Rate)	6.2%	6.1%	6.0%
2017 Employed Population 16+ by Industry			
Total	3,828	15,169	27,802
Agriculture/Mining	16.5%	15.1%	14.4%
Construction	6.9%	8.1%	7.9%
Manufacturing	3.2%	3.0%	3.6%
Wholesale Trade	4.2%	4.5%	3.9%
Retail Trade	7.0%	9.2%	11.5%
Transportation/Utilities	6.9%	4.6%	4.7%
Information	2.1%	1.8%	1.5%
Finance/Insurance/Real Estate	5.0%	6.1%	5.8%
Services	45.2%	44.9%	43.8%
Public Administration	3.0%	2.8%	2.9%
2017 Employed Population 16+ by Occupation			
Total	3,827	15,167	27,803
White Collar	51.3%	58.5%	58.4%
Management/Business/Financial	10.0%	14.6%	13.9%
Professional	16.6%	18.4%	19.0%
Sales	9.3%	10.9%	11.2%
Administrative Support	15.4%	14.7%	14.3%
Services	17.9%	17.2%	16.2%
Blue Collar	30.7%	24.3%	25.4%
Farming/Forestry/Fishing	1.0%	0.7%	0.5%
Construction/Extraction	13.2%	9.8%	10.2%
Installation/Maintenance/Repair	3.3%	3.2%	3.8%
Production	5.0%	3.8%	4.1%
Transportation/Material Moving	8.2%	6.7%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	8,272	33,254	59,100
Population Inside Urbanized Area	100.0%	99.7%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,032	12,551	22,494
Households with 1 Person	29.8%	26.5%	26.9%
Households with 2+ People	70.2%	73.5%	73.1%
Family Households	65.9%	69.7%	68.7%
Husband-wife Families	44.3%	50.9%	50.3%
With Related Children	20.8%	23.2%	23.2%
Other Family (No Spouse Present)	21.7%	18.8%	18.4%
Other Family with Male Householder	5.3%	4.5%	4.6%
With Related Children	3.2%	2.7%	2.8%
Other Family with Female Householder	16.3%	14.3%	13.8%
With Related Children	10.7%	9.6%	9.5%
Nonfamily Households	4.3%	3.8%	4.4%
All Households with Children	35.1%	35.9%	35.8%
Multigenerational Households	6.7%	5.9%	5.5%
Unmarried Partner Households	6.3%	4.8%	5.3%
Male-female	5.9%	4.5%	4.9%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	3,030	12,552	22,493
1 Person Household	29.8%	26.5%	26.9%
2 Person Household	29.9%	32.2%	32.2%
3 Person Household	15.3%	15.9%	16.1%
4 Person Household	12.7%	13.5%	13.1%
5 Person Household	7.2%	6.9%	6.9%
6 Person Household	3.0%	2.9%	2.9%
7 + Person Household	2.1%	2.0%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	3,031	12,551	22,494
Owner Occupied	64.0%	69.5%	67.2%
Owned with a Mortgage/Loan	36.3%	39.2%	38.7%
Owned Free and Clear	27.7%	30.3%	28.5%
Renter Occupied	36.0%	30.5%	32.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,236	13,355	24,101
Housing Units Inside Urbanized Area	100.0%	99.7%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	0.7%

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.

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Top 3 Tapestry Segments			
	1. Old and Newcomers (8F) Southwestern Families (7F) Southwestern Families (7F)		
	2. Golden Years (9B) Comfortable Empty Nesters		In Style (5B)
	3. American Dreamers (7C)	Golden Years (9B) Comfortable Empty Nesters	
2017 Consumer Spending			
Apparel & Services: Total \$	\$7,369,614	\$36,962,224	\$63,779,946
Average Spent	\$1,988.56	\$2,533.92	\$2,448.93
Spending Potential Index	92	117	113
Education: Total \$	\$4,678,796	\$24,256,145	\$41,747,748
Average Spent	\$1,262.49	\$1,662.86	\$1,602.97
Spending Potential Index	87	114	110
Entertainment/Recreation: Total \$	\$10,714,704	\$52,950,825	\$91,110,227
Average Spent	\$2,891.18	\$3,630.00	\$3,498.32
Spending Potential Index	93	116	112
Food at Home: Total \$	\$17,821,968	\$86,415,600	\$149,509,457
Average Spent	\$4,808.95	\$5,924.15	\$5,740.65
Spending Potential Index	95	118	114
Food Away from Home: Total \$	\$11,514,651	\$57,117,118	\$98,902,730
Average Spent	\$3,107.03	\$3,915.62	\$3,797.52
Spending Potential Index	93	117	114
Health Care: Total \$	\$19,634,201	\$96,123,934	\$164,109,006
Average Spent	\$5,297.95	\$6,589.70	\$6,301.22
Spending Potential Index	95	118	113
HH Furnishings & Equipment: Total \$	\$6,707,843	\$33,447,120	\$57,602,173
Average Spent	\$1,810.00	\$2,292.94	\$2,211.73
Spending Potential Index	93	118	114
Personal Care Products & Services: Total \$	\$2,716,407	\$13,566,483	\$23,346,722
Average Spent	\$732.98	\$930.04	\$896.43
Spending Potential Index	92	117	113
Shelter: Total \$	\$55,671,706	\$278,078,311	\$478,227,861
Average Spent	\$15,022.05	\$19,063.43	\$18,362.30
Spending Potential Index	93	117	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,116,041	\$40,891,999	\$69,272,971
Average Spent	\$2,189.97	\$2,803.32	\$2,659.84
Spending Potential Index	94	120	114
Travel: Total \$	\$6,813,024	\$35,168,846	\$59,879,287
Average Spent	\$1,838.38	\$2,410.97	\$2,299.16
Spending Potential Index	89	116	111
Vehicle Maintenance & Repairs: Total \$	\$3,745,646	\$18,351,537	\$31,635,140
Average Spent	\$1,010.70	\$1,258.07	\$1,214.68
Spending Potential Index	94	117	113

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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