



Market Profile

2911 S CR-1260, Midland, Texas, 79706
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.93577
Longitude: -102.18772

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	152	995	15,479
2010 Total Population	234	1,528	18,703
2019 Total Population	249	4,565	24,801
2019 Group Quarters	4	65	96
2024 Total Population	308	5,638	27,532
2019-2024 Annual Rate	4.34%	4.31%	2.11%
2019 Total Daytime Population	1,410	14,956	37,821
Workers	1,312	13,170	27,914
Residents	98	1,786	9,907
Household Summary			
2000 Households	56	406	5,375
2000 Average Household Size	2.71	2.45	2.87
2010 Households	86	620	6,452
2010 Average Household Size	2.60	2.35	2.88
2019 Households	89	1,866	8,693
2019 Average Household Size	2.75	2.41	2.84
2024 Households	110	2,305	9,687
2024 Average Household Size	2.76	2.42	2.83
2019-2024 Annual Rate	4.33%	4.32%	2.19%
2010 Families	56	406	4,856
2010 Average Family Size	3.27	2.94	3.34
2019 Families	59	1,229	6,391
2019 Average Family Size	3.41	3.00	3.34
2024 Families	72	1,514	7,086
2024 Average Family Size	3.46	3.02	3.34
2019-2024 Annual Rate	4.06%	4.26%	2.09%
Housing Unit Summary			
2000 Housing Units	107	754	6,082
Owner Occupied Housing Units	46.7%	47.9%	67.5%
Renter Occupied Housing Units	5.6%	6.0%	20.8%
Vacant Housing Units	47.7%	46.2%	11.6%
2010 Housing Units	97	682	6,813
Owner Occupied Housing Units	72.2%	74.5%	73.6%
Renter Occupied Housing Units	16.5%	16.4%	21.1%
Vacant Housing Units	11.3%	9.1%	5.3%
2019 Housing Units	93	1,937	9,049
Owner Occupied Housing Units	67.7%	68.5%	68.7%
Renter Occupied Housing Units	28.0%	27.8%	27.4%
Vacant Housing Units	4.3%	3.7%	3.9%
2024 Housing Units	114	2,381	10,039
Owner Occupied Housing Units	67.5%	67.8%	69.0%
Renter Occupied Housing Units	28.9%	29.0%	27.5%
Vacant Housing Units	3.5%	3.2%	3.5%
Median Household Income			
2019	\$47,386	\$47,678	\$71,991
2024	\$53,785	\$54,044	\$78,402
Median Home Value			
2019	\$234,677	\$234,840	\$199,070
2024	\$250,000	\$253,767	\$220,901
Per Capita Income			
2019	\$23,357	\$23,490	\$31,440
2024	\$27,011	\$27,179	\$35,676
Median Age			
2010	32.6	32.8	31.3
2019	35.0	35.0	33.5
2024	35.7	35.9	34.4

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.

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2019 Households by Income			
Household Income Base	89	1,866	8,693
<\$15,000	14.6%	14.8%	6.3%
\$15,000 - \$24,999	14.6%	14.5%	7.7%
\$25,000 - \$34,999	10.1%	9.6%	6.8%
\$35,000 - \$49,999	12.4%	12.7%	10.6%
\$50,000 - \$74,999	20.2%	20.3%	20.3%
\$75,000 - \$99,999	15.7%	15.4%	19.8%
\$100,000 - \$149,999	9.0%	8.8%	16.3%
\$150,000 - \$199,999	2.2%	2.5%	6.0%
\$200,000+	1.1%	1.5%	6.2%
Average Household Income	\$57,944	\$58,168	\$88,447
2024 Households by Income			
Household Income Base	110	2,305	9,687
<\$15,000	12.7%	12.5%	5.4%
\$15,000 - \$24,999	12.7%	12.4%	6.4%
\$25,000 - \$34,999	8.2%	8.4%	5.8%
\$35,000 - \$49,999	11.8%	11.8%	9.2%
\$50,000 - \$74,999	20.9%	21.0%	19.5%
\$75,000 - \$99,999	17.3%	17.3%	20.1%
\$100,000 - \$149,999	10.9%	11.1%	18.5%
\$150,000 - \$199,999	3.6%	3.5%	7.7%
\$200,000+	1.8%	2.0%	7.4%
Average Household Income	\$67,079	\$67,332	\$100,050
2019 Owner Occupied Housing Units by Value			
Total	63	1,327	6,218
<\$50,000	7.9%	8.4%	5.7%
\$50,000 - \$99,999	1.6%	0.8%	6.6%
\$100,000 - \$149,999	1.6%	1.1%	17.0%
\$150,000 - \$199,999	4.8%	5.2%	21.2%
\$200,000 - \$249,999	49.2%	49.6%	22.3%
\$250,000 - \$299,999	4.8%	4.8%	6.2%
\$300,000 - \$399,999	6.3%	6.7%	8.4%
\$400,000 - \$499,999	9.5%	10.0%	4.8%
\$500,000 - \$749,999	7.9%	7.8%	5.2%
\$750,000 - \$999,999	3.2%	2.9%	1.8%
\$1,000,000 - \$1,499,999	3.2%	2.7%	0.8%
\$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	\$314,676	\$242,684
2024 Owner Occupied Housing Units by Value			
Total	77	1,614	6,927
<\$50,000	3.9%	3.3%	3.1%
\$50,000 - \$99,999	0.0%	0.4%	4.1%
\$100,000 - \$149,999	0.0%	0.6%	12.9%
\$150,000 - \$199,999	3.9%	3.3%	20.3%
\$200,000 - \$249,999	42.9%	42.1%	23.0%
\$250,000 - \$299,999	3.9%	4.5%	6.2%
\$300,000 - \$399,999	9.1%	9.0%	10.5%
\$400,000 - \$499,999	16.9%	16.9%	7.8%
\$500,000 - \$749,999	11.7%	11.1%	7.5%
\$750,000 - \$999,999	5.2%	4.9%	3.2%
\$1,000,000 - \$1,499,999	3.9%	4.0%	1.3%
\$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	\$383,916	\$288,866

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.

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2010 Population by Age			
Total	233	1,529	18,701
0 - 4	9.4%	9.2%	8.6%
5 - 9	7.7%	7.7%	8.5%
10 - 14	7.3%	7.3%	8.5%
15 - 24	12.4%	12.2%	14.1%
25 - 34	17.6%	17.5%	15.9%
35 - 44	13.3%	13.3%	13.0%
45 - 54	13.3%	13.2%	13.3%
55 - 64	10.3%	10.4%	9.8%
65 - 74	6.0%	6.1%	4.9%
75 - 84	2.1%	2.4%	2.8%
85 +	0.9%	0.7%	0.7%
18 +	73.0%	72.7%	69.8%
2019 Population by Age			
Total	250	4,564	24,801
0 - 4	8.0%	7.8%	7.9%
5 - 9	7.6%	7.6%	7.9%
10 - 14	7.2%	7.3%	7.7%
15 - 24	12.8%	12.8%	13.6%
25 - 34	14.4%	14.5%	15.1%
35 - 44	13.6%	13.5%	14.1%
45 - 54	11.6%	11.6%	11.3%
55 - 64	12.0%	11.9%	11.1%
65 - 74	8.4%	8.5%	7.4%
75 - 84	3.6%	3.5%	3.0%
85 +	0.8%	1.0%	1.0%
18 +	73.2%	73.5%	72.4%
2024 Population by Age			
Total	310	5,638	27,532
0 - 4	7.7%	7.6%	7.7%
5 - 9	7.4%	7.5%	7.8%
10 - 14	7.4%	7.4%	7.9%
15 - 24	12.9%	12.8%	13.2%
25 - 34	13.5%	13.4%	14.3%
35 - 44	13.5%	13.4%	14.6%
45 - 54	11.6%	11.7%	11.5%
55 - 64	11.3%	11.2%	10.1%
65 - 74	9.0%	9.4%	8.1%
75 - 84	4.5%	4.4%	3.7%
85 +	1.0%	1.1%	1.1%
18 +	72.9%	73.4%	72.3%
2010 Population by Sex			
Males	115	754	9,272
Females	119	774	9,431
2019 Population by Sex			
Males	122	2,245	12,365
Females	127	2,320	12,436
2024 Population by Sex			
Males	152	2,781	13,776
Females	156	2,857	13,756

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

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2010 Population by Race/Ethnicity			
Total	234	1,528	18,703
White Alone	88.0%	87.9%	78.8%
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%	7.4%	12.4%
Two or More Races	2.1%	2.0%	2.9%
Hispanic Origin	30.8%	30.8%	43.6%
Diversity Index	55.5	55.6	68.4
2019 Population by Race/Ethnicity			
Total	248	4,565	24,802
White Alone	83.9%	83.5%	75.6%
Black Alone	1.6%	1.7%	3.7%
American Indian Alone	1.2%	1.3%	0.9%
Asian Alone	0.0%	0.1%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.5%	10.6%	14.8%
Two or More Races	2.8%	2.7%	3.5%
Hispanic Origin	43.0%	42.9%	52.3%
Diversity Index	64.4	64.4	71.3
2024 Population by Race/Ethnicity			
Total	307	5,637	27,533
White Alone	81.8%	81.6%	74.4%
Black Alone	1.6%	1.7%	3.4%
American Indian Alone	1.3%	1.5%	0.9%
Asian Alone	0.0%	0.2%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.1%	12.0%	15.6%
Two or More Races	3.3%	3.1%	3.8%
Hispanic Origin	49.4%	49.5%	57.2%
Diversity Index	66.8	66.7	71.7
2010 Population by Relationship and Household Type			
Total	234	1,528	18,703
In Households	95.7%	95.5%	99.5%
In Family Households	80.3%	80.4%	89.2%
Householder	25.6%	25.7%	26.0%
Spouse	17.5%	17.4%	19.4%
Child	31.6%	31.4%	37.1%
Other relative	3.0%	3.8%	4.2%
Nonrelative	2.1%	2.1%	2.5%
In Nonfamily Households	15.4%	15.2%	10.3%
In Group Quarters	4.3%	4.5%	0.5%
Institutionalized Population	4.3%	4.5%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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.

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2019 Population 25+ by Educational Attainment			
Total	160	2,943	15,608
Less than 9th Grade	3.8%	3.8%	6.9%
9th - 12th Grade, No Diploma	7.5%	7.3%	9.3%
High School Graduate	18.8%	18.4%	24.9%
GED/Alternative Credential	3.8%	4.0%	5.5%
Some College, No Degree	27.5%	27.7%	25.1%
Associate Degree	18.8%	18.7%	10.3%
Bachelor's Degree	18.1%	18.3%	14.6%
Graduate/Professional Degree	1.9%	1.7%	3.4%
2019 Population 15+ by Marital Status			
Total	193	3,527	18,983
Never Married	19.2%	19.1%	27.3%
Married	56.0%	56.0%	54.7%
Widowed	1.0%	1.2%	3.4%
Divorced	23.8%	23.6%	14.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.3%	98.0%
Civilian Unemployed (Unemployment Rate)	2.5%	2.7%	2.0%
2019 Employed Population 16+ by Industry			
Total	155	2,844	15,192
Agriculture/Mining	25.2%	25.4%	15.4%
Construction	8.4%	8.6%	10.3%
Manufacturing	2.6%	2.7%	5.8%
Wholesale Trade	3.9%	3.8%	4.2%
Retail Trade	9.7%	9.8%	9.7%
Transportation/Utilities	7.7%	7.4%	8.7%
Information	0.0%	0.0%	0.5%
Finance/Insurance/Real Estate	1.3%	1.2%	3.1%
Services	35.5%	35.8%	39.5%
Public Administration	5.2%	5.2%	2.8%
2019 Employed Population 16+ by Occupation			
Total	156	2,842	15,191
White Collar	56.1%	56.2%	52.3%
Management/Business/Financial	9.7%	9.8%	11.9%
Professional	23.9%	23.7%	15.8%
Sales	9.0%	9.2%	10.4%
Administrative Support	13.5%	13.5%	14.2%
Services	12.3%	12.1%	14.7%
Blue Collar	32.3%	31.6%	33.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	13.5%	13.4%	11.5%
Installation/Maintenance/Repair	7.1%	6.8%	8.4%
Production	1.3%	1.5%	4.5%
Transportation/Material Moving	10.3%	10.0%	8.6%
2010 Population By Urban/ Rural Status			
Total Population	234	1,528	18,703
Population Inside Urbanized Area	92.3%	92.0%	92.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.7%	8.0%	8.0%

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

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2010 Households by Type			
Total	86	620	6,452
Households with 1 Person	30.2%	30.6%	20.6%
Households with 2+ People	69.8%	69.4%	79.4%
Family Households	65.1%	65.5%	75.3%
Husband-wife Families	44.2%	44.4%	55.9%
With Related Children	22.1%	22.1%	29.9%
Other Family (No Spouse Present)	20.9%	21.1%	19.4%
Other Family with Male Householder	5.8%	6.1%	5.6%
With Related Children	4.7%	4.2%	3.9%
Other Family with Female Householder	15.1%	14.8%	13.7%
With Related Children	10.5%	10.6%	9.8%
Nonfamily Households	4.7%	3.9%	4.2%
All Households with Children	37.2%	36.9%	44.0%
Multigenerational Households	3.5%	3.9%	6.4%
Unmarried Partner Households	5.8%	5.6%	6.3%
Male-female	4.7%	4.8%	5.7%
Same-sex	1.2%	0.8%	0.7%
2010 Households by Size			
Total	85	621	6,452
1 Person Household	30.6%	30.6%	20.6%
2 Person Household	31.8%	31.4%	29.7%
3 Person Household	14.1%	15.0%	17.6%
4 Person Household	12.9%	13.2%	16.8%
5 Person Household	7.1%	6.9%	9.1%
6 Person Household	2.4%	2.3%	3.7%
7 + Person Household	1.2%	0.6%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	86	620	6,452
Owner Occupied	81.4%	81.9%	77.8%
Owned with a Mortgage/Loan	45.3%	44.8%	50.8%
Owned Free and Clear	37.2%	37.1%	27.0%
Renter Occupied	18.6%	18.1%	22.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	97	682	6,813
Housing Units Inside Urbanized Area	92.8%	92.2%	91.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.2%	7.8%	8.2%

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.	Down the Road (10D)	Down the Road (10D)	Down the Road (10D)
2.	Top Tier (1A)	Exurbanites (1E)	Middleburg (4C)
3.	Professional Pride (1B)	Green Acres (6A)	Barrios Urbanos (7D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$134,232	\$2,822,668	\$19,622,698
Average Spent	\$1,508.22	\$1,512.68	\$2,257.30
Spending Potential Index	70	71	105
Education: Total \$	\$79,067	\$1,664,544	\$12,854,920
Average Spent	\$888.39	\$892.04	\$1,478.77
Spending Potential Index	56	56	93
Entertainment/Recreation: Total \$	\$198,231	\$4,169,542	\$28,762,693
Average Spent	\$2,227.31	\$2,234.48	\$3,308.72
Spending Potential Index	68	68	101
Food at Home: Total \$	\$331,266	\$6,965,434	\$46,898,852
Average Spent	\$3,722.09	\$3,732.82	\$5,395.01
Spending Potential Index	72	72	104
Food Away from Home: Total \$	\$230,024	\$4,837,256	\$33,793,830
Average Spent	\$2,584.54	\$2,592.31	\$3,887.48
Spending Potential Index	70	71	106
Health Care: Total \$	\$370,186	\$7,786,139	\$52,861,748
Average Spent	\$4,159.39	\$4,172.64	\$6,080.96
Spending Potential Index	70	70	102
HH Furnishings & Equipment: Total \$	\$134,036	\$2,819,127	\$19,707,008
Average Spent	\$1,506.02	\$1,510.79	\$2,267.00
Spending Potential Index	71	71	106
Personal Care Products & Services: Total \$	\$56,768	\$1,193,901	\$8,218,076
Average Spent	\$637.84	\$639.82	\$945.37
Spending Potential Index	72	72	107
Shelter: Total \$	\$1,076,728	\$22,648,505	\$161,081,561
Average Spent	\$12,098.07	\$12,137.46	\$18,530.03
Spending Potential Index	65	66	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$151,111	\$3,178,876	\$21,776,314
Average Spent	\$1,697.88	\$1,703.58	\$2,505.04
Spending Potential Index	68	69	101
Travel: Total \$	\$128,095	\$2,695,495	\$19,367,475
Average Spent	\$1,439.27	\$1,444.53	\$2,227.94
Spending Potential Index	64	64	99
Vehicle Maintenance & Repairs: Total \$	\$72,879	\$1,532,674	\$10,412,569
Average Spent	\$818.87	\$821.37	\$1,197.81
Spending Potential Index	72	72	105

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.

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