Market Profile

3325 Caldera Blvd, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03599
Longitude: -102.13172

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,027	31,150	51,396
2010 Total Population	8,908	35,954	60,236
2020 Total Population	9,977	40,701	70,672
2020 Group Quarters	13	254	874
2025 Total Population	10,495	43,083	75,588
2020-2025 Annual Rate	1.02%	1.14%	1.35%
2020 Total Daytime Population	10,326	37,542	68,787
Workers	6,675	20,540	38,489
Residents	3,651	17,002	30,298
Household Summary			
2000 Households	3,539	12,900	21,022
2000 Average Household Size	2.27	2.40	2.42
2010 Households	4,019	15,080	24,922
2010 Average Household Size	2.21	2.37	2.38
2020 Households	4,530	17,075	29,171
2020 Average Household Size	2.20	2.37	2.39
2025 Households	4,764	18,066	31,169
2025 Average Household Size	2.20	2.37	2.40
2020-2025 Annual Rate	1.01%	1.13%	1.33%
2010 Families	2,396	9,801	16,445
2010 Average Family Size	2.86	2.94	2.94
2020 Families	2,618	10,874	18,962
2020 Average Family Size	2.89	2.97	2.98
2025 Families	2,729	11,451	20,192
2025 Average Family Size	2.90	2.98	3.00
2020-2025 Annual Rate	0.83%	1.04%	1.26%
Housing Unit Summary			
2000 Housing Units	4,013	14,687	23,427
Owner Occupied Housing Units	44.8%	51.4%	56.8%
Renter Occupied Housing Units	43.4%	36.4%	32.9%
Vacant Housing Units	11.8%	12.2%	10.3%
2010 Housing Units	4,297	16,113	26,418
Owner Occupied Housing Units	49.1%	54.2%	59.1%
Renter Occupied Housing Units	44.4%	39.4%	35.2%
Vacant Housing Units	6.5%	6.4%	5.7%
2020 Housing Units	4,798	17,993	30,530
Owner Occupied Housing Units	44.9%	50.3%	55.3%
Renter Occupied Housing Units	49.5%	44.6%	40.2%
Vacant Housing Units	5.6%	5.1%	4.5%
2025 Housing Units	5,024	18,952	32,445
Owner Occupied Housing Units	44.7%	49.7%	54.9%
Renter Occupied Housing Units	50.2%	45.7%	41.2%
Vacant Housing Units	5.2%	4.7%	3.9%
Median Household Income			
2020	$90,357	$97,047	$99,479
2025	$93,882	$101,787	$103,929
Median Home Value			
2020	$280,576	$274,987	$277,162
2025	$290,060	$287,342	$293,036
Per Capita Income			
2020	$52,667	$51,595	$53,134
2025	$56,569	$56,272	$58,104
Median Age			
2010	34.7	34.6	36.1
2020	35.9	35.8	37.1
2025	36.7	36.5	38.0

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 22, 2021

Market Profile

3325 Caldera Blvd, Midland, Texas, 79707   Dub House, MAI, CCIM
Rings: 1, 2, 3 mile radii   Latitude: 32.03599
                                                                            Longitude: -102.13172

	1 mile	2 miles	3 miles
2020 Households by Income			
Household Income Base	4,530	17,075	29,171
<$15,000	5.9%	6.0%	5.8%
$15,000 - $24,999	3.7%	4.2%	4.0%
$25,000 - $34,999	3.0%	5.2%	5.0%
$35,000 - $49,999	10.0%	7.1%	6.8%
$50,000 - $74,999	15.3%	13.3%	13.2%
$75,000 - $99,999	17.7%	15.7%	15.3%
$100,000 - $149,999	20.6%	23.1%	21.9%
$150,000 - $199,999	12.1%	11.0%	11.7%
$200,000+	11.7%	14.5%	16.2%
Average Household Income	$115,023	$122,963	$128,981
2025 Households by Income			
Household Income Base	4,764	18,066	31,169
<$15,000	5.2%	5.5%	5.3%
$15,000 - $24,999	3.3%	3.7%	3.5%
$25,000 - $34,999	2.7%	4.8%	4.6%
$35,000 - $49,999	9.4%	6.4%	6.2%
$50,000 - $74,999	15.1%	12.8%	12.6%
$75,000 - $99,999	17.8%	15.5%	15.1%
$100,000 - $149,999	21.3%	23.4%	22.0%
$150,000 - $199,999	13.0%	11.8%	12.4%
$200,000+	12.3%	16.1%	18.2%
Average Household Income	$123,271	$134,255	$141,238
2020 Owner Occupied Housing Units by Value			
Total	2,155	9,059	16,894
<$50,000	1.0%	0.7%	0.8%
$50,000 - $99,999	0.6%	0.8%	1.3%
$100,000 - $149,999	0.6%	2.0%	3.8%
$150,000 - $199,999	7.1%	14.5%	15.9%
$200,000 - $249,999	21.5%	21.2%	18.6%
$250,000 - $299,999	31.4%	21.7%	17.7%
$300,000 - $399,999	26.6%	22.4%	20.4%
$400,000 - $499,999	5.9%	6.9%	8.3%
$500,000 - $749,999	2.1%	6.1%	8.8%
$750,000 - $999,999	2.0%	1.9%	2.5%
$1,000,000 - $1,499,999	1.2%	1.0%	1.2%
$1,500,000 - $1,999,999	0.0%	0.7%	0.5%
$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	$313,880	$329,543	$339,663
2025 Owner Occupied Housing Units by Value			
Total	2,244	9,410	17,811
<$50,000	0.5%	0.3%	0.5%
$50,000 - $99,999	0.3%	0.5%	0.8%
$100,000 - $149,999	0.3%	1.2%	2.5%
$150,000 - $199,999	4.3%	10.8%	12.2%
$200,000 - $249,999	17.7%	19.4%	17.7%
$250,000 - $299,999	33.5%	23.6%	19.0%
$300,000 - $399,999	30.6%	25.0%	22.8%
$400,000 - $499,999	6.6%	7.6%	9.2%
$500,000 - $749,999	2.5%	7.1%	10.5%
$750,000 - $999,999	2.3%	2.1%	2.8%
$1,000,000 - $1,499,999	1.2%	1.0%	1.2%
$1,500,000 - $1,999,999	0.0%	0.8%	0.6%
$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	$328,923	$347,840	$360,049

January 22, 2021

Market Profile

3325 Caldera Blvd, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03599
Longitude: -102.13172

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	8,907	35,951	60,238
0 - 4	7.1%	7.4%	7.3%
5 - 9	5.8%	6.4%	6.3%
10 - 14	5.4%	6.3%	6.3%
15 - 24	16.0%	14.9%	14.3%
25 - 34	16.1%	15.5%	14.5%
35 - 44	10.5%	11.4%	11.3%
45 - 54	14.2%	14.5%	14.9%
55 - 64	13.2%	11.7%	11.9%
65 - 74	6.4%	5.8%	6.0%
75 - 84	4.4%	4.7%	5.2%
85 +	1.0%	1.4%	2.0%
18 +	78.2%	75.9%	76.0%
2020 Population by Age			
Total	9,975	40,697	70,671
0 - 4	6.6%	6.9%	6.7%
5 - 9	6.0%	6.4%	6.5%
10 - 14	5.7%	6.4%	6.6%
15 - 24	12.7%	13.0%	12.4%
25 - 34	18.0%	16.2%	15.0%
35 - 44	11.3%	12.1%	12.2%
45 - 54	10.9%	11.5%	11.5%
55 - 64	13.0%	12.6%	13.0%
65 - 74	9.3%	8.3%	8.6%
75 - 84	5.1%	4.7%	4.9%
85 +	1.5%	1.9%	2.6%
18 +	78.9%	76.9%	76.8%
2025 Population by Age			
Total	10,495	43,083	75,584
0 - 4	6.8%	6.9%	6.7%
5 - 9	5.8%	6.3%	6.3%
10 - 14	5.6%	6.3%	6.4%
15 - 24	13.6%	13.1%	12.6%
25 - 34	15.9%	15.3%	13.9%
35 - 44	12.3%	12.8%	13.0%
45 - 54	10.9%	11.4%	11.5%
55 - 64	11.4%	11.2%	11.2%
65 - 74	10.0%	9.3%	9.9%
75 - 84	6.2%	5.5%	5.7%
85 +	1.6%	1.9%	2.6%
18 +	78.8%	76.9%	76.8%
2010 Population by Sex			
Males	4,369	17,652	29,322
Females	4,539	18,302	30,914
2020 Population by Sex			
Males	4,893	20,066	34,499
Females	5,085	20,635	36,173
2025 Population by Sex			
Males	5,097	21,216	36,925
Females	5,398	21,867	38,663

January 22, 2021

Market Profile

3325 Caldera Blvd, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03599
Longitude: -102.13172

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	8,906	35,954	60,236
White Alone	84.5%	84.0%	84.2%
Black Alone	4.7%	4.5%	4.7%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.2%	2.4%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	6.5%	6.4%
Two or More Races	2.0%	2.0%	2.1%
Hispanic Origin	20.8%	21.1%	20.9%
Diversity Index	51.9	52.8	52.4
2020 Population by Race/Ethnicity			
Total	9,978	40,700	70,672
White Alone	77.7%	77.4%	77.8%
Black Alone	5.3%	5.0%	5.2%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	4.4%	4.6%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.9%	9.2%	9.1%
Two or More Races	2.9%	2.9%	3.1%
Hispanic Origin	30.1%	29.7%	29.4%
Diversity Index	64.8	64.8	64.3
2025 Population by Race/Ethnicity			
Total	10,496	43,083	75,588
White Alone	75.2%	75.0%	75.5%
Black Alone	5.4%	5.0%	5.3%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	5.0%	5.2%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.1%	10.4%	10.2%
Two or More Races	3.4%	3.4%	3.5%
Hispanic Origin	35.1%	34.4%	34.0%
Diversity Index	68.9	68.8	68.3
2010 Population by Relationship and Household Type			
Total	8,908	35,954	60,236
In Households	99.8%	99.2%	98.5%
In Family Households	78.5%	81.6%	81.9%
Householder	27.1%	27.3%	27.2%
Spouse	21.1%	21.3%	21.7%
Child	26.4%	28.9%	29.0%
Other relative	2.4%	2.4%	2.4%
Nonrelative	1.5%	1.6%	1.5%
In Nonfamily Households	21.3%	17.6%	16.6%
In Group Quarters	0.2%	0.8%	1.5%
Institutionalized Population	0.0%	0.3%	0.3%
Noninstitutionalized Population	0.1%	0.5%	1.2%

January 22, 2021

Market Profile

3325 Caldera Blvd, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03599
Longitude: -102.13172

	1 mile	2 miles	3 miles
2020 Population 25+ by Educational Attainment			
Total	6,895	27,407	47,943
Less than 9th Grade	0.7%	2.0%	2.0%
9th - 12th Grade, No Diploma	3.9%	3.5%	3.6%
High School Graduate	20.5%	17.6%	15.9%
GED/Alternative Credential	5.8%	4.1%	4.2%
Some College, No Degree	21.2%	20.8%	21.7%
Associate Degree	5.6%	8.3%	8.6%
Bachelor's Degree	32.0%	30.6%	30.6%
Graduate/Professional Degree	10.3%	13.3%	13.5%
2020 Population 15+ by Marital Status			
Total	8,160	32,688	56,729
Never Married	30.1%	29.3%	28.3%
Married	52.0%	55.4%	56.0%
Widowed	4.2%	5.2%	5.6%
Divorced	13.6%	10.2%	10.1%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,810	25,590	43,598
Population 16+ Employed	93.5%	93.3%	93.3%
Population 16+ Unemployment rate	6.5%	6.7%	6.7%
Population 16-24 Employed	15.1%	14.1%	13.0%
Population 16-24 Unemployment rate	8.8%	10.4%	11.8%
Population 25-54 Employed	57.2%	59.5%	58.8%
Population 25-54 Unemployment rate	6.7%	6.5%	6.2%
Population 55-64 Employed	15.4%	16.2%	17.2%
Population 55-64 Unemployment rate	4.7%	5.0%	5.4%
Population 65+ Employed	12.3%	10.2%	11.0%
Population 65+ Unemployment rate	5.0%	5.1%	5.0%
2020 Employed Population 16+ by Industry			
Total	6,366	23,876	40,667
Agriculture/Mining	14.2%	17.5%	18.6%
Construction	5.4%	5.4%	5.7%
Manufacturing	4.7%	3.8%	3.9%
Wholesale Trade	3.3%	3.0%	3.2%
Retail Trade	11.9%	11.2%	9.9%
Transportation/Utilities	10.2%	7.3%	6.3%
Information	1.8%	1.4%	1.1%
Finance/Insurance/Real Estate	6.7%	7.2%	6.7%
Services	37.8%	40.6%	42.0%
Public Administration	4.0%	2.5%	2.6%
2020 Employed Population 16+ by Occupation			
Total	6,367	23,873	40,667
White Collar	66.3%	70.5%	70.3%
Management/Business/Financial	17.2%	19.7%	20.1%
Professional	22.3%	23.9%	24.8%
Sales	10.9%	10.5%	10.5%
Administrative Support	16.0%	16.3%	14.9%
Services	10.8%	8.9%	10.1%
Blue Collar	23.0%	20.7%	19.6%
Farming/Forestry/Fishing	0.3%	0.3%	0.2%
Construction/Extraction	8.6%	8.4%	8.9%
Installation/Maintenance/Repair	4.1%	4.1%	3.7%
Production	1.2%	2.6%	2.2%
Transportation/Material Moving	8.7%	5.2%	4.6%

January 22, 2021

Market Profile

3325 Caldera Blvd, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03599
Longitude: -102.13172

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	4,018	15,079	24,922
Households with 1 Person	34.1%	29.2%	28.8%
Households with 2+ People	65.9%	70.8%	71.2%
Family Households	59.6%	65.0%	66.0%
Husband-wife Families	46.4%	50.9%	52.5%
With Related Children	17.9%	21.7%	22.4%
Other Family (No Spouse Present)	13.2%	14.1%	13.4%
Other Family with Male Householder	3.7%	3.8%	3.6%
With Related Children	2.3%	2.3%	2.2%
Other Family with Female Householder	9.5%	10.3%	9.8%
With Related Children	6.9%	7.6%	7.1%
Nonfamily Households	6.3%	5.8%	5.2%
All Households with Children	27.2%	32.0%	32.1%
Multigenerational Households	2.3%	2.5%	2.6%
Unmarried Partner Households	5.5%	5.8%	5.2%
Male-female	4.9%	5.1%	4.7%
Same-sex	0.6%	0.6%	0.5%
2010 Households by Size			
Total	4,020	15,078	24,921
1 Person Household	34.1%	29.2%	28.8%
2 Person Household	36.2%	35.7%	35.4%
3 Person Household	13.9%	15.5%	15.5%
4 Person Household	9.7%	12.2%	12.5%
5 Person Household	4.3%	5.2%	5.3%
6 Person Household	1.2%	1.6%	1.7%
7 + Person Household	0.6%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,019	15,080	24,922
Owner Occupied	52.5%	57.9%	62.6%
Owned with a Mortgage/Loan	34.4%	38.5%	40.7%
Owned Free and Clear	18.2%	19.4%	21.9%
Renter Occupied	47.5%	42.1%	37.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	154	171	176
Percent of Income for Mortgage	13.0%	11.8%	11.6%
Wealth Index	128	146	163
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,297	16,113	26,418
Housing Units Inside Urbanized Area	99.9%	98.5%	98.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	1.5%	2.0%
2010 Population By Urban/ Rural Status			
Total Population	8,908	35,954	60,236
Population Inside Urbanized Area	99.5%	98.4%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.5%	1.6%	2.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 22, 2021

Market Profile

3325 Caldera Blvd, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03599
Longitude: -102.13172

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Young and Restless (11B)	In Style (5B)	In Style (5B)
2.	In Style (5B)	Young and Restless (11B)	Bright Young Professionals (8C)
3.	Bright Young Professionals (8C)	Bright Young Professionals	Young and Restless (11B)
2020 Consumer Spending			
Apparel & Services: Total $	$13,064,450	$51,282,726	$90,721,209
Average Spent	$2,883.98	$3,003.38	$3,109.98
Spending Potential Index	134	140	145
Education: Total $	$10,300,477	$42,188,341	$76,203,816
Average Spent	$2,273.84	$2,470.77	$2,612.31
Spending Potential Index	127	138	146
Entertainment/Recreation: Total $	$18,580,894	$74,411,029	$133,616,930
Average Spent	$4,101.74	$4,357.89	$4,580.47
Spending Potential Index	126	134	141
Food at Home: Total $	$31,371,818	$123,770,322	$220,006,650
Average Spent	$6,925.35	$7,248.63	$7,541.96
Spending Potential Index	130	136	141
Food Away from Home: Total $	$22,716,174	$89,569,638	$158,410,936
Average Spent	$5,014.61	$5,245.66	$5,430.43
Spending Potential Index	133	139	144
Health Care: Total $	$32,513,854	$129,888,685	$234,688,117
Average Spent	$7,177.45	$7,606.95	$8,045.25
Spending Potential Index	125	132	140
HH Furnishings & Equipment: Total $	$12,878,620	$51,175,466	$91,697,911
Average Spent	$2,842.96	$2,997.10	$3,143.46
Spending Potential Index	130	137	144
Personal Care Products & Services: Total $	$5,534,272	$21,909,056	$39,085,445
Average Spent	$1,221.69	$1,283.11	$1,339.87
Spending Potential Index	133	140	146
Shelter: Total $	$114,476,613	$458,600,782	$815,127,255
Average Spent	$25,270.78	$26,858.03	$27,943.07
Spending Potential Index	130	139	144
Support Payments/Cash Contributions/Gifts in Kind: Total $	$13,603,096	$54,280,612	$98,026,690
Average Spent	$3,002.89	$3,178.95	$3,360.42
Spending Potential Index	128	136	143
Travel: Total $	$13,506,717	$55,850,479	$101,107,412
Average Spent	$2,981.62	$3,270.89	$3,466.02
Spending Potential Index	124	136	144
Vehicle Maintenance & Repairs: Total $	$7,194,620	$27,814,166	$49,489,966
Average Spent	$1,588.22	$1,628.94	$1,696.55
Spending Potential Index	137	141	146

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 22, 2021