



# Market Profile

3510 N A St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03156  
Longitude: -102.09232

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	4,848	29,454	53,852
2010 Total Population	6,060	32,027	59,772
2020 Total Population	7,941	37,383	74,066
2020 Group Quarters	375	642	969
2025 Total Population	8,700	39,791	78,721
2020-2025 Annual Rate	1.84%	1.26%	1.23%
2020 Total Daytime Population	10,611	35,455	78,644
Workers	6,732	17,995	43,893
Residents	3,879	17,460	34,751
<b>Household Summary</b>			
2000 Households	1,982	11,279	20,716
2000 Average Household Size	2.37	2.57	2.55
2010 Households	2,356	12,312	23,151
2010 Average Household Size	2.41	2.55	2.54
2020 Households	3,087	14,337	28,258
2020 Average Household Size	2.45	2.56	2.59
2025 Households	3,382	15,226	29,960
2025 Average Household Size	2.46	2.57	2.60
2020-2025 Annual Rate	1.84%	1.21%	1.18%
2010 Families	1,507	8,488	15,733
2010 Average Family Size	3.04	3.11	3.12
2020 Families	1,959	9,696	19,068
2020 Average Family Size	3.10	3.16	3.19
2025 Families	2,143	10,256	20,144
2025 Average Family Size	3.12	3.18	3.21
2020-2025 Annual Rate	1.81%	1.13%	1.10%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,181	12,321	23,059
Owner Occupied Housing Units	60.1%	64.3%	60.9%
Renter Occupied Housing Units	30.8%	27.2%	28.9%
Vacant Housing Units	9.1%	8.5%	10.2%
2010 Housing Units	2,524	13,017	24,730
Owner Occupied Housing Units	57.8%	65.2%	62.2%
Renter Occupied Housing Units	35.5%	29.4%	31.4%
Vacant Housing Units	6.7%	5.4%	6.4%
2020 Housing Units	3,233	14,967	29,779
Owner Occupied Housing Units	50.5%	60.1%	58.8%
Renter Occupied Housing Units	44.9%	35.7%	36.1%
Vacant Housing Units	4.5%	4.2%	5.1%
2025 Housing Units	3,524	15,815	31,402
Owner Occupied Housing Units	51.3%	60.3%	58.6%
Renter Occupied Housing Units	44.7%	36.0%	36.8%
Vacant Housing Units	4.0%	3.7%	4.6%
<b>Median Household Income</b>			
2020	\$97,243	\$91,368	\$86,266
2025	\$101,268	\$94,914	\$90,615
<b>Median Home Value</b>			
2020	\$251,609	\$247,833	\$240,795
2025	\$284,958	\$272,284	\$264,462
<b>Per Capita Income</b>			
2020	\$47,383	\$47,448	\$43,773
2025	\$50,255	\$50,531	\$47,138
<b>Median Age</b>			
2010	36.1	36.4	35.2
2020	36.8	37.1	36.5
2025	37.8	38.3	37.7

**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.



# Market Profile

3510 N A St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03156  
Longitude: -102.09232

	1 mile	2 miles	3 miles
<b>2020 Households by Income</b>			
Household Income Base	3,087	14,337	28,258
<\$15,000	8.1%	7.6%	8.2%
\$15,000 - \$24,999	5.9%	5.5%	5.9%
\$25,000 - \$34,999	5.9%	4.9%	4.9%
\$35,000 - \$49,999	8.7%	8.0%	9.1%
\$50,000 - \$74,999	10.5%	13.6%	14.1%
\$75,000 - \$99,999	12.0%	14.7%	15.0%
\$100,000 - \$149,999	24.0%	19.9%	20.0%
\$150,000 - \$199,999	9.9%	10.9%	9.8%
\$200,000+	15.0%	15.0%	13.0%
Average Household Income	\$122,385	\$123,114	\$114,648
<b>2025 Households by Income</b>			
Household Income Base	3,382	15,226	29,960
<\$15,000	7.5%	7.0%	7.5%
\$15,000 - \$24,999	5.3%	5.0%	5.3%
\$25,000 - \$34,999	5.5%	4.6%	4.5%
\$35,000 - \$49,999	8.2%	7.6%	8.5%
\$50,000 - \$74,999	10.5%	13.5%	13.8%
\$75,000 - \$99,999	11.9%	14.8%	15.1%
\$100,000 - \$149,999	25.1%	20.5%	20.9%
\$150,000 - \$199,999	10.8%	11.6%	10.6%
\$200,000+	15.1%	15.5%	13.8%
Average Household Income	\$129,920	\$131,410	\$123,805
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,634	8,997	17,509
<\$50,000	3.5%	3.9%	5.1%
\$50,000 - \$99,999	4.6%	6.7%	6.7%
\$100,000 - \$149,999	9.2%	7.3%	7.9%
\$150,000 - \$199,999	17.7%	14.5%	17.0%
\$200,000 - \$249,999	14.4%	18.5%	16.3%
\$250,000 - \$299,999	12.4%	15.6%	16.3%
\$300,000 - \$399,999	19.8%	18.9%	15.5%
\$400,000 - \$499,999	3.5%	6.8%	6.6%
\$500,000 - \$749,999	9.0%	5.0%	4.9%
\$750,000 - \$999,999	0.6%	1.3%	1.6%
\$1,000,000 - \$1,499,999	3.7%	1.2%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.5%
\$2,000,000 +	1.4%	0.3%	0.5%
Average Home Value	\$338,181	\$287,878	\$289,429
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	1,808	9,532	18,405
<\$50,000	2.6%	3.0%	3.9%
\$50,000 - \$99,999	3.2%	5.1%	5.4%
\$100,000 - \$149,999	6.9%	5.6%	6.1%
\$150,000 - \$199,999	13.2%	11.4%	13.7%
\$200,000 - \$249,999	15.0%	17.5%	15.7%
\$250,000 - \$299,999	13.1%	16.6%	18.0%
\$300,000 - \$399,999	22.9%	22.6%	18.6%
\$400,000 - \$499,999	4.5%	8.5%	8.3%
\$500,000 - \$749,999	11.6%	6.4%	6.0%
\$750,000 - \$999,999	0.6%	1.4%	1.8%
\$1,000,000 - \$1,499,999	4.9%	1.5%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.6%
\$2,000,000 +	1.5%	0.4%	0.6%
Average Home Value	\$378,668	\$314,600	\$317,090

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



# Market Profile

3510 N A St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03156  
Longitude: -102.09232

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	6,059	32,025	59,776
0 - 4	7.4%	7.6%	7.7%
5 - 9	5.9%	6.9%	7.0%
10 - 14	5.8%	6.6%	6.7%
15 - 24	16.7%	14.1%	14.5%
25 - 34	13.1%	13.3%	13.9%
35 - 44	10.1%	10.9%	11.1%
45 - 54	13.0%	14.1%	14.3%
55 - 64	12.3%	11.8%	11.6%
65 - 74	8.1%	7.0%	6.5%
75 - 84	5.8%	5.8%	5.1%
85 +	1.7%	1.9%	1.6%
18 +	77.1%	74.6%	74.2%
<b>2020 Population by Age</b>			
Total	7,941	37,382	74,066
0 - 4	6.8%	7.1%	7.0%
5 - 9	6.8%	7.0%	7.0%
10 - 14	6.7%	6.9%	6.9%
15 - 24	13.3%	12.4%	12.6%
25 - 34	14.1%	13.9%	14.4%
35 - 44	11.8%	11.8%	12.0%
45 - 54	9.7%	10.6%	11.2%
55 - 64	12.3%	12.9%	12.9%
65 - 74	9.9%	9.3%	9.0%
75 - 84	5.8%	5.5%	4.8%
85 +	2.9%	2.6%	2.1%
18 +	76.5%	75.4%	75.3%
<b>2025 Population by Age</b>			
Total	8,700	39,791	78,721
0 - 4	6.7%	7.0%	7.0%
5 - 9	6.7%	6.8%	6.8%
10 - 14	6.7%	6.9%	6.9%
15 - 24	13.6%	12.4%	12.6%
25 - 34	12.5%	12.6%	13.1%
35 - 44	12.9%	12.7%	12.9%
45 - 54	9.8%	10.5%	11.1%
55 - 64	10.2%	11.1%	11.4%
65 - 74	10.8%	10.8%	10.3%
75 - 84	6.7%	6.4%	5.8%
85 +	3.3%	2.7%	2.1%
18 +	76.3%	75.5%	75.3%
<b>2010 Population by Sex</b>			
Males	2,875	15,325	28,956
Females	3,185	16,702	30,816
<b>2020 Population by Sex</b>			
Males	3,786	18,031	36,172
Females	4,155	19,352	37,894
<b>2025 Population by Sex</b>			
Males	4,165	19,255	38,539
Females	4,535	20,536	40,181

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



# Market Profile

3510 N A St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03156  
Longitude: -102.09232

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	6,059	32,026	59,772
White Alone	71.0%	76.9%	76.0%
Black Alone	16.2%	10.6%	9.0%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	1.0%	0.9%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.3%	8.5%	10.6%
Two or More Races	2.8%	2.3%	2.4%
Hispanic Origin	32.6%	32.5%	34.6%
Diversity Index	70.3	66.2	68.0
<b>2020 Population by Race/Ethnicity</b>			
Total	7,940	37,383	74,067
White Alone	66.2%	72.5%	71.6%
Black Alone	16.3%	10.7%	8.6%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	1.9%	1.8%	2.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	10.8%	11.1%	13.6%
Two or More Races	3.9%	3.1%	3.2%
Hispanic Origin	42.1%	41.0%	44.4%
Diversity Index	76.2	72.2	73.7
<b>2025 Population by Race/Ethnicity</b>			
Total	8,699	39,791	78,722
White Alone	65.2%	71.3%	70.1%
Black Alone	15.8%	10.4%	8.3%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	2.1%	2.0%	2.4%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	11.6%	11.9%	14.6%
Two or More Races	4.3%	3.5%	3.5%
Hispanic Origin	46.8%	45.5%	49.0%
Diversity Index	77.4	73.8	75.0
<b>2010 Population by Relationship and Household Type</b>			
Total	6,060	32,027	59,772
In Households	93.8%	97.9%	98.3%
In Family Households	77.7%	84.0%	83.9%
Householder	25.0%	26.6%	26.3%
Spouse	18.1%	20.0%	19.6%
Child	29.2%	32.5%	32.7%
Other relative	3.4%	3.2%	3.5%
Nonrelative	2.1%	1.8%	1.8%
In Nonfamily Households	16.1%	13.9%	14.4%
In Group Quarters	6.2%	2.1%	1.7%
Institutionalized Population	0.7%	0.7%	0.8%
Noninstitutionalized Population	5.5%	1.4%	0.9%

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



# Market Profile

3510 N A St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03156  
Longitude: -102.09232

	1 mile	2 miles	3 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	5,273	24,903	49,222
Less than 9th Grade	3.9%	4.9%	4.8%
9th - 12th Grade, No Diploma	7.3%	7.7%	8.3%
High School Graduate	12.0%	16.3%	18.7%
GED/Alternative Credential	5.8%	5.0%	5.5%
Some College, No Degree	27.6%	21.9%	22.7%
Associate Degree	5.0%	6.0%	7.0%
Bachelor's Degree	24.8%	26.5%	23.3%
Graduate/Professional Degree	13.6%	11.7%	9.7%
<b>2020 Population 15+ by Marital Status</b>			
Total	6,328	29,526	58,538
Never Married	32.8%	30.0%	30.0%
Married	46.8%	52.9%	53.4%
Widowed	5.7%	5.2%	4.6%
Divorced	14.6%	11.9%	12.1%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,454	21,705	42,905
Population 16+ Employed	92.0%	92.4%	92.0%
Population 16+ Unemployment rate	8.1%	7.6%	8.0%
Population 16-24 Employed	11.5%	12.5%	12.7%
Population 16-24 Unemployment rate	15.0%	12.3%	14.8%
Population 25-54 Employed	59.8%	58.2%	59.1%
Population 25-54 Unemployment rate	7.6%	7.7%	7.6%
Population 55-64 Employed	17.4%	17.6%	17.4%
Population 55-64 Unemployment rate	6.3%	5.5%	5.7%
Population 65+ Employed	11.4%	11.6%	10.8%
Population 65+ Unemployment rate	5.5%	5.2%	5.4%
<b>2020 Employed Population 16+ by Industry</b>			
Total	4,096	20,050	39,473
Agriculture/Mining	17.1%	16.8%	15.7%
Construction	6.4%	7.5%	7.9%
Manufacturing	2.3%	3.2%	3.8%
Wholesale Trade	4.6%	4.0%	3.7%
Retail Trade	6.5%	7.3%	9.1%
Transportation/Utilities	7.3%	5.5%	6.0%
Information	0.6%	1.3%	1.2%
Finance/Insurance/Real Estate	4.5%	6.8%	6.1%
Services	47.8%	44.9%	43.8%
Public Administration	2.8%	2.9%	2.7%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	4,095	20,052	39,472
White Collar	66.5%	63.5%	60.2%
Management/Business/Financial	19.4%	18.0%	15.9%
Professional	21.8%	22.5%	20.6%
Sales	13.3%	10.7%	10.3%
Administrative Support	12.0%	12.2%	13.3%
Services	15.6%	15.7%	15.8%
Blue Collar	17.8%	20.8%	24.0%
Farming/Forestry/Fishing	0.4%	0.4%	0.4%
Construction/Extraction	8.9%	9.2%	9.7%
Installation/Maintenance/Repair	3.4%	3.2%	4.0%
Production	1.9%	1.9%	3.0%
Transportation/Material Moving	3.2%	6.2%	6.9%

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



# Market Profile

3510 N A St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03156  
Longitude: -102.09232

	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	2,356	12,312	23,151
Households with 1 Person	31.3%	26.9%	27.5%
Households with 2+ People	68.7%	73.1%	72.5%
Family Households	64.0%	68.9%	68.0%
Husband-wife Families	46.4%	51.7%	50.6%
With Related Children	19.3%	22.8%	22.8%
Other Family (No Spouse Present)	17.6%	17.2%	17.4%
Other Family with Male Householder	4.4%	4.2%	4.4%
With Related Children	2.6%	2.5%	2.7%
Other Family with Female Householder	13.2%	13.0%	13.0%
With Related Children	8.6%	8.7%	8.9%
Nonfamily Households	4.7%	4.1%	4.5%
All Households with Children	31.0%	34.4%	34.7%
Multigenerational Households	4.5%	5.2%	5.0%
Unmarried Partner Households	5.7%	4.8%	5.2%
Male-female	5.3%	4.4%	4.7%
Same-sex	0.4%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	2,356	12,310	23,151
1 Person Household	31.3%	27.0%	27.5%
2 Person Household	33.1%	33.7%	33.0%
3 Person Household	14.6%	15.7%	15.9%
4 Person Household	11.7%	13.1%	12.8%
5 Person Household	5.9%	6.4%	6.5%
6 Person Household	2.0%	2.6%	2.6%
7 + Person Household	1.4%	1.6%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,356	12,312	23,151
Owner Occupied	61.9%	68.9%	66.4%
Owned with a Mortgage/Loan	35.0%	39.9%	39.0%
Owned Free and Clear	27.0%	29.0%	27.4%
Renter Occupied	38.1%	31.1%	33.6%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	197	184	178
Percent of Income for Mortgage	10.8%	11.3%	11.7%
Wealth Index	152	162	141
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,524	13,017	24,730
Housing Units Inside Urbanized Area	100.0%	99.7%	98.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,060	32,027	59,772
Population Inside Urbanized Area	100.0%	99.7%	98.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	2.0%

**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.



# Market Profile

3510 N A St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03156  
Longitude: -102.09232

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	Golden Years (9B)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Old and Newcomers (8F)	Golden Years (9B)	In Style (5B)
3.	American Dreamers (7C)	Comfortable Empty Nesters	Comfortable Empty Nesters (5A)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,963,558	\$42,488,504	\$78,313,282
Average Spent	\$2,903.65	\$2,963.56	\$2,771.37
Spending Potential Index	135	138	129
Education: Total \$	\$7,407,069	\$34,841,690	\$62,564,034
Average Spent	\$2,399.44	\$2,430.19	\$2,214.03
Spending Potential Index	134	136	124
Entertainment/Recreation: Total \$	\$13,573,319	\$62,672,735	\$116,168,764
Average Spent	\$4,396.93	\$4,371.40	\$4,111.00
Spending Potential Index	135	135	127
Food at Home: Total \$	\$22,537,825	\$104,334,997	\$192,952,548
Average Spent	\$7,300.88	\$7,277.32	\$6,828.25
Spending Potential Index	137	136	128
Food Away from Home: Total \$	\$15,872,065	\$74,559,960	\$137,460,665
Average Spent	\$5,141.58	\$5,200.53	\$4,864.49
Spending Potential Index	136	138	129
Health Care: Total \$	\$24,211,676	\$113,218,504	\$210,691,299
Average Spent	\$7,843.11	\$7,896.95	\$7,455.99
Spending Potential Index	136	137	130
HH Furnishings & Equipment: Total \$	\$9,179,344	\$43,571,088	\$80,591,280
Average Spent	\$2,973.55	\$3,039.07	\$2,851.98
Spending Potential Index	136	139	131
Personal Care Products & Services: Total \$	\$3,856,781	\$18,287,115	\$33,728,999
Average Spent	\$1,249.36	\$1,275.52	\$1,193.61
Spending Potential Index	136	139	130
Shelter: Total \$	\$81,541,089	\$380,511,320	\$691,686,217
Average Spent	\$26,414.35	\$26,540.51	\$24,477.54
Spending Potential Index	136	137	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,065,236	\$46,542,486	\$86,414,414
Average Spent	\$3,260.52	\$3,246.32	\$3,058.05
Spending Potential Index	139	139	131
Travel: Total \$	\$10,164,652	\$47,019,433	\$85,600,586
Average Spent	\$3,292.73	\$3,279.59	\$3,029.25
Spending Potential Index	137	136	126
Vehicle Maintenance & Repairs: Total \$	\$5,006,806	\$23,120,000	\$42,808,149
Average Spent	\$1,621.90	\$1,612.61	\$1,514.90
Spending Potential Index	140	139	131

**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.