



Market Profile

404 Veterans Airpark Ln, Midland, Texas, 79705 2
 404 Veterans Airpark Ln, Midland, Texas, 79705
 Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
 Latitude: 32.03596
 Longitude: -102.08781

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	4,030	23,321	44,716
2010 Total Population	5,097	25,718	49,607
2017 Total Population	6,678	30,765	59,579
2017 Group Quarters	206	635	881
2022 Total Population	7,522	33,795	65,296
2017-2022 Annual Rate	2.41%	1.90%	1.85%
2017 Total Daytime Population	9,733	28,755	67,407
Workers	5,699	9,910	31,638
Residents	4,034	18,845	35,769
Household Summary			
2000 Households	1,386	8,851	16,987
2000 Average Household Size	2.81	2.59	2.59
2010 Households	1,794	9,866	19,029
2010 Average Household Size	2.75	2.54	2.56
2017 Households	2,427	11,802	22,687
2017 Average Household Size	2.67	2.55	2.59
2022 Households	2,743	12,945	24,815
2022 Average Household Size	2.67	2.56	2.60
2017-2022 Annual Rate	2.48%	1.87%	1.81%
2010 Families	1,240	6,720	13,161
2010 Average Family Size	3.30	3.12	3.12
2017 Families	1,633	7,936	15,592
2017 Average Family Size	3.26	3.16	3.16
2022 Families	1,836	8,670	16,990
2022 Average Family Size	3.26	3.17	3.18
2017-2022 Annual Rate	2.37%	1.78%	1.73%
Housing Unit Summary			
2000 Housing Units	1,528	9,650	18,734
Owner Occupied Housing Units	59.8%	62.3%	63.9%
Renter Occupied Housing Units	30.9%	29.5%	26.8%
Vacant Housing Units	9.3%	8.3%	9.3%
2010 Housing Units	1,936	10,459	20,316
Owner Occupied Housing Units	57.5%	62.3%	64.3%
Renter Occupied Housing Units	35.2%	32.0%	29.3%
Vacant Housing Units	7.3%	5.7%	6.3%
2017 Housing Units	2,554	12,315	23,768
Owner Occupied Housing Units	55.2%	59.9%	62.6%
Renter Occupied Housing Units	39.7%	35.9%	32.8%
Vacant Housing Units	5.0%	4.2%	4.5%
2022 Housing Units	2,880	13,485	25,930
Owner Occupied Housing Units	55.2%	59.8%	62.6%
Renter Occupied Housing Units	40.0%	36.2%	33.1%
Vacant Housing Units	4.8%	4.0%	4.3%
Median Household Income			
2017	\$59,453	\$58,743	\$62,704
2022	\$66,490	\$65,667	\$71,007
Median Home Value			
2017	\$162,370	\$192,889	\$197,536
2022	\$197,248	\$231,761	\$236,721
Per Capita Income			
2017	\$35,987	\$36,813	\$37,648
2022	\$39,930	\$40,452	\$41,606
Median Age			
2010	34.5	35.6	35.8
2017	35.9	36.4	36.5
2022	36.8	37.6	37.6

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	2,427	11,802	22,687
<\$15,000	11.5%	11.7%	10.0%
\$15,000 - \$24,999	11.3%	10.1%	9.4%
\$25,000 - \$34,999	8.0%	9.7%	9.0%
\$35,000 - \$49,999	11.2%	11.5%	11.5%
\$50,000 - \$74,999	16.9%	16.2%	16.7%
\$75,000 - \$99,999	13.0%	11.3%	11.2%
\$100,000 - \$149,999	12.9%	13.5%	14.4%
\$150,000 - \$199,999	5.2%	5.7%	6.7%
\$200,000+	10.0%	10.3%	11.0%
Average Household Income	\$92,448	\$93,919	\$97,621
2022 Households by Income			
Household Income Base	2,743	12,945	24,815
<\$15,000	11.1%	11.1%	9.5%
\$15,000 - \$24,999	10.4%	9.1%	8.5%
\$25,000 - \$34,999	6.9%	8.5%	7.9%
\$35,000 - \$49,999	10.1%	10.4%	10.3%
\$50,000 - \$74,999	15.9%	15.5%	15.6%
\$75,000 - \$99,999	14.4%	12.5%	12.3%
\$100,000 - \$149,999	15.0%	15.8%	16.7%
\$150,000 - \$199,999	5.6%	6.2%	7.4%
\$200,000+	10.8%	10.9%	11.8%
Average Household Income	\$103,019	\$103,801	\$108,402
2017 Owner Occupied Housing Units by Value			
Total	1,411	7,379	14,889
<\$50,000	12.0%	9.8%	8.9%
\$50,000 - \$99,999	14.5%	16.0%	14.9%
\$100,000 - \$149,999	20.2%	12.6%	11.9%
\$150,000 - \$199,999	13.6%	13.5%	15.1%
\$200,000 - \$249,999	6.2%	13.2%	13.4%
\$250,000 - \$299,999	5.1%	11.7%	11.5%
\$300,000 - \$399,999	8.8%	9.6%	11.5%
\$400,000 - \$499,999	8.4%	5.3%	4.2%
\$500,000 - \$749,999	7.4%	5.8%	5.4%
\$750,000 - \$999,999	2.7%	1.7%	2.1%
\$1,000,000 +	1.1%	0.8%	1.2%
Average Home Value	\$243,595	\$234,320	\$242,650
2022 Owner Occupied Housing Units by Value			
Total	1,590	8,062	16,243
<\$50,000	10.8%	8.9%	7.9%
\$50,000 - \$99,999	10.3%	12.3%	11.2%
\$100,000 - \$149,999	16.0%	9.6%	9.0%
\$150,000 - \$199,999	13.7%	11.0%	12.4%
\$200,000 - \$249,999	6.9%	12.9%	12.9%
\$250,000 - \$299,999	4.5%	12.9%	13.2%
\$300,000 - \$399,999	13.8%	13.7%	14.7%
\$400,000 - \$499,999	9.9%	7.7%	6.4%
\$500,000 - \$749,999	9.5%	7.7%	7.6%
\$750,000 - \$999,999	3.3%	2.2%	2.9%
\$1,000,000 +	1.4%	1.2%	1.8%
Average Home Value	\$280,425	\$271,505	\$284,087

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	5,097	25,719	49,605
0 - 4	8.1%	7.8%	7.6%
5 - 9	6.7%	7.0%	7.0%
10 - 14	6.4%	6.6%	6.8%
15 - 24	15.0%	14.6%	14.3%
25 - 34	14.4%	13.4%	13.5%
35 - 44	11.2%	10.7%	11.0%
45 - 54	13.3%	14.0%	14.4%
55 - 64	12.1%	11.7%	11.8%
65 - 74	7.1%	7.0%	6.7%
75 - 84	4.3%	5.5%	5.3%
85 +	1.4%	1.8%	1.7%
18 +	74.7%	74.4%	74.2%
2017 Population by Age			
Total	6,677	30,768	59,579
0 - 4	7.4%	7.3%	7.1%
5 - 9	7.3%	7.2%	7.1%
10 - 14	6.5%	6.6%	6.8%
15 - 24	13.0%	13.3%	13.0%
25 - 34	14.8%	14.0%	14.1%
35 - 44	11.6%	11.2%	11.5%
45 - 54	11.1%	11.3%	11.7%
55 - 64	12.7%	12.8%	13.1%
65 - 74	9.0%	8.7%	8.5%
75 - 84	4.8%	5.2%	4.9%
85 +	2.0%	2.4%	2.2%
18 +	75.6%	75.3%	75.2%
2022 Population by Age			
Total	7,523	33,793	65,297
0 - 4	7.1%	7.1%	7.0%
5 - 9	7.2%	7.0%	7.0%
10 - 14	7.2%	7.0%	7.0%
15 - 24	12.0%	12.3%	12.0%
25 - 34	14.2%	13.2%	13.5%
35 - 44	13.1%	12.5%	12.8%
45 - 54	10.2%	10.4%	10.7%
55 - 64	11.5%	12.1%	12.4%
65 - 74	10.0%	10.1%	10.0%
75 - 84	5.5%	5.7%	5.4%
85 +	2.2%	2.7%	2.3%
18 +	75.0%	75.3%	75.2%
2010 Population by Sex			
Males	2,424	12,259	23,950
Females	2,673	13,459	25,657
2017 Population by Sex			
Males	3,203	14,776	28,956
Females	3,474	15,989	30,623
2022 Population by Sex			
Males	3,641	16,296	31,833
Females	3,881	17,499	33,463

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	5,097	25,718	49,608
White Alone	66.5%	73.5%	76.3%
Black Alone	19.5%	13.0%	9.6%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	1.3%	0.9%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.2%	9.5%	9.8%
Two or More Races	2.6%	2.4%	2.3%
Hispanic Origin	37.8%	36.3%	34.1%
Diversity Index	74.5	70.1	67.4
2017 Population by Race/Ethnicity			
Total	6,678	30,765	59,579
White Alone	65.2%	70.8%	73.2%
Black Alone	17.8%	12.3%	9.0%
American Indian Alone	0.7%	0.8%	0.9%
Asian Alone	1.8%	1.4%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.1%	11.7%	12.3%
Two or More Races	3.3%	2.9%	2.9%
Hispanic Origin	44.6%	43.9%	42.2%
Diversity Index	76.9	73.8	72.1
2022 Population by Race/Ethnicity			
Total	7,523	33,795	65,297
White Alone	64.7%	69.7%	71.7%
Black Alone	16.6%	11.7%	8.6%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	2.2%	1.7%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.0%	12.8%	13.5%
Two or More Races	3.7%	3.3%	3.2%
Hispanic Origin	49.7%	48.9%	47.5%
Diversity Index	77.7	75.0	73.8
2010 Population by Relationship and Household Type			
Total	5,097	25,718	49,607
In Households	96.6%	97.5%	98.2%
In Family Households	82.7%	83.5%	84.6%
Householder	25.8%	26.1%	26.5%
Spouse	17.9%	19.0%	19.8%
Child	32.7%	33.0%	33.0%
Other relative	4.0%	3.4%	3.4%
Nonrelative	2.3%	1.9%	1.8%
In Nonfamily Households	14.0%	14.0%	13.7%
In Group Quarters	3.4%	2.5%	1.8%
Institutionalized Population	1.4%	0.7%	0.7%
Noninstitutionalized Population	1.9%	1.8%	1.1%

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

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2017 Population 25+ by Educational Attainment			
Total	4,404	20,186	39,314
Less than 9th Grade	5.2%	6.6%	6.6%
9th - 12th Grade, No Diploma	10.3%	9.1%	8.2%
High School Graduate	16.4%	15.9%	17.1%
GED/Alternative Credential	4.2%	3.6%	3.9%
Some College, No Degree	28.5%	26.0%	24.3%
Associate Degree	5.7%	6.3%	6.9%
Bachelor's Degree	21.8%	22.3%	23.0%
Graduate/Professional Degree	7.9%	10.3%	10.0%
2017 Population 15+ by Marital Status			
Total	5,270	24,268	47,066
Never Married	34.4%	31.3%	30.0%
Married	48.3%	50.6%	53.0%
Widowed	5.8%	6.3%	5.9%
Divorced	11.6%	11.9%	11.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.0%	94.0%	93.9%
Civilian Unemployed (Unemployment Rate)	6.0%	6.0%	6.1%
2017 Employed Population 16+ by Industry			
Total	2,692	12,119	24,044
Agriculture/Mining	17.1%	15.5%	14.6%
Construction	7.7%	8.1%	7.3%
Manufacturing	2.7%	3.1%	3.7%
Wholesale Trade	4.1%	4.0%	4.3%
Retail Trade	8.8%	8.0%	10.7%
Transportation/Utilities	4.5%	5.0%	4.8%
Information	2.0%	1.9%	1.5%
Finance/Insurance/Real Estate	4.9%	6.4%	6.1%
Services	43.8%	45.0%	44.1%
Public Administration	4.2%	3.0%	2.9%
2017 Employed Population 16+ by Occupation			
Total	2,692	12,118	24,044
White Collar	59.8%	59.3%	60.4%
Management/Business/Financial	12.3%	16.1%	14.7%
Professional	17.6%	17.8%	20.1%
Sales	12.6%	10.1%	11.1%
Administrative Support	17.2%	15.2%	14.4%
Services	14.9%	16.3%	16.2%
Blue Collar	25.3%	24.4%	23.4%
Farming/Forestry/Fishing	1.0%	0.9%	0.6%
Construction/Extraction	11.6%	10.0%	9.3%
Installation/Maintenance/Repair	3.3%	3.2%	3.4%
Production	2.9%	3.4%	3.7%
Transportation/Material Moving	6.5%	6.8%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	5,097	25,718	49,607
Population Inside Urbanized Area	100.0%	99.5%	97.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	2.5%

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	1,793	9,865	19,029
Households with 1 Person	26.0%	27.7%	26.7%
Households with 2+ People	74.0%	72.3%	73.3%
Family Households	69.2%	68.1%	69.2%
Husband-wife Families	48.0%	49.6%	51.8%
With Related Children	22.3%	22.2%	23.2%
Other Family (No Spouse Present)	21.1%	18.5%	17.3%
Other Family with Male Householder	5.1%	4.5%	4.3%
With Related Children	3.3%	2.6%	2.6%
Other Family with Female Householder	16.1%	14.0%	13.0%
With Related Children	10.4%	9.5%	8.8%
Nonfamily Households	4.8%	4.1%	4.2%
All Households with Children	36.4%	34.7%	34.9%
Multigenerational Households	5.6%	5.6%	5.2%
Unmarried Partner Households	6.0%	5.1%	4.9%
Male-female	5.6%	4.8%	4.5%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	1,795	9,864	19,027
1 Person Household	26.0%	27.7%	26.7%
2 Person Household	32.5%	32.5%	33.3%
3 Person Household	16.8%	15.9%	15.9%
4 Person Household	13.7%	13.0%	13.1%
5 Person Household	6.6%	6.4%	6.6%
6 Person Household	2.5%	2.6%	2.7%
7 + Person Household	1.9%	1.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	1,794	9,866	19,029
Owner Occupied	62.0%	66.1%	68.7%
Owned with a Mortgage/Loan	38.6%	37.5%	39.8%
Owned Free and Clear	23.5%	28.6%	28.9%
Renter Occupied	38.0%	33.9%	31.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,936	10,459	20,316
Housing Units Inside Urbanized Area	100.0%	99.6%	97.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	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.

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Top 3 Tapestry Segments			
	1. American Dreamers (7C)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Urban Chic (2A)	Golden Years (9B)	Comfortable Empty Nesters
	3. Old and Newcomers (8F)	Old and Newcomers (8F)	In Style (5B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$5,999,313	\$29,891,769	\$59,556,516
Average Spent	\$2,471.90	\$2,532.77	\$2,625.14
Spending Potential Index	114	117	122
Education: Total \$	\$3,798,857	\$19,799,203	\$39,184,032
Average Spent	\$1,565.25	\$1,677.61	\$1,727.16
Spending Potential Index	108	115	119
Entertainment/Recreation: Total \$	\$8,752,928	\$42,610,911	\$85,346,548
Average Spent	\$3,606.48	\$3,610.48	\$3,761.91
Spending Potential Index	116	116	121
Food at Home: Total \$	\$14,113,608	\$69,777,857	\$139,137,286
Average Spent	\$5,815.25	\$5,912.38	\$6,132.91
Spending Potential Index	115	117	122
Food Away from Home: Total \$	\$9,279,705	\$46,267,898	\$92,373,918
Average Spent	\$3,823.53	\$3,920.34	\$4,071.67
Spending Potential Index	115	118	122
Health Care: Total \$	\$15,754,629	\$76,560,324	\$154,147,978
Average Spent	\$6,491.40	\$6,487.06	\$6,794.55
Spending Potential Index	116	116	121
HH Furnishings & Equipment: Total \$	\$5,458,713	\$26,868,456	\$53,900,308
Average Spent	\$2,249.16	\$2,276.60	\$2,375.82
Spending Potential Index	116	117	122
Personal Care Products & Services: Total \$	\$2,215,001	\$10,953,229	\$21,853,778
Average Spent	\$912.65	\$928.08	\$963.27
Spending Potential Index	115	117	121
Shelter: Total \$	\$45,000,582	\$225,573,551	\$445,122,999
Average Spent	\$18,541.65	\$19,113.16	\$19,620.18
Spending Potential Index	114	118	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,644,309	\$32,675,223	\$65,369,365
Average Spent	\$2,737.66	\$2,768.62	\$2,881.36
Spending Potential Index	117	118	123
Travel: Total \$	\$5,770,729	\$28,225,057	\$56,358,377
Average Spent	\$2,377.72	\$2,391.55	\$2,484.17
Spending Potential Index	115	115	120
Vehicle Maintenance & Repairs: Total \$	\$3,014,395	\$14,757,378	\$29,575,087
Average Spent	\$1,242.03	\$1,250.41	\$1,303.61
Spending Potential Index	116	117	122

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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