



Market Profile

9900 W I-20, Midland, Texas, 79706
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.91585
Longitude: -102.20787

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2	564	3,586
2010 Total Population	0	771	5,215
2019 Total Population	15	895	11,498
2019 Group Quarters	0	12	106
2024 Total Population	19	1,038	13,801
2019-2024 Annual Rate	4.84%	3.01%	3.72%
2019 Total Daytime Population	3,968	13,897	27,451
Workers	3,963	13,547	23,074
Residents	5	350	4,377
Household Summary			
2000 Households	0	216	1,316
2000 Average Household Size	0.00	2.58	2.59
2010 Households	0	299	2,091
2010 Average Household Size	0.00	2.51	2.45
2019 Households	6	343	4,660
2019 Average Household Size	2.50	2.57	2.44
2024 Households	7	397	5,597
2024 Average Household Size	2.57	2.58	2.45
2019-2024 Annual Rate	3.13%	2.97%	3.73%
2010 Families	0	220	1,440
2010 Average Family Size	0.00	2.95	2.96
2019 Families	4	251	3,136
2019 Average Family Size	3.00	3.02	2.99
2024 Families	5	289	3,752
2024 Average Family Size	3.00	3.04	3.00
2019-2024 Annual Rate	4.56%	2.86%	3.65%
Housing Unit Summary			
2000 Housing Units	0	281	1,772
Owner Occupied Housing Units	0.0%	68.7%	65.0%
Renter Occupied Housing Units	0.0%	8.2%	9.3%
Vacant Housing Units	0.0%	23.1%	25.7%
2010 Housing Units	0	324	2,262
Owner Occupied Housing Units	0.0%	77.5%	71.4%
Renter Occupied Housing Units	0.0%	14.8%	21.1%
Vacant Housing Units	0.0%	7.7%	7.6%
2019 Housing Units	6	357	4,906
Owner Occupied Housing Units	66.7%	73.4%	59.6%
Renter Occupied Housing Units	33.3%	22.7%	35.4%
Vacant Housing Units	0.0%	3.9%	5.0%
2024 Housing Units	7	411	5,855
Owner Occupied Housing Units	71.4%	73.2%	59.6%
Renter Occupied Housing Units	28.6%	23.6%	36.0%
Vacant Housing Units	0.0%	3.4%	4.4%
Median Household Income			
2019	\$41,302	\$73,043	\$69,375
2024	\$50,000	\$80,496	\$75,857
Median Home Value			
2019	\$225,000	\$236,538	\$281,811
2024	\$325,000	\$237,778	\$337,483
Per Capita Income			
2019	\$23,358	\$39,626	\$38,705
2024	\$26,378	\$45,456	\$42,410
Median Age			
2010	0.0	37.9	39.7
2019	37.5	40.6	39.8
2024	40.0	42.2	41.3

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	6	343	4,660
<\$15,000	16.7%	6.4%	9.3%
\$15,000 - \$24,999	16.7%	9.0%	9.5%
\$25,000 - \$34,999	16.7%	7.0%	6.7%
\$35,000 - \$49,999	16.7%	7.6%	9.1%
\$50,000 - \$74,999	16.7%	21.3%	18.6%
\$75,000 - \$99,999	16.7%	14.6%	15.8%
\$100,000 - \$149,999	16.7%	16.9%	16.3%
\$150,000 - \$199,999	0.0%	3.2%	6.1%
\$200,000+	0.0%	14.3%	8.7%
Average Household Income	\$57,958	\$107,951	\$94,728
2024 Households by Income			
Household Income Base	7	397	5,597
<\$15,000	14.3%	5.5%	8.0%
\$15,000 - \$24,999	14.3%	7.6%	8.3%
\$25,000 - \$34,999	14.3%	6.0%	5.9%
\$35,000 - \$49,999	14.3%	6.8%	8.4%
\$50,000 - \$74,999	28.6%	19.9%	18.7%
\$75,000 - \$99,999	14.3%	14.6%	16.6%
\$100,000 - \$149,999	14.3%	18.4%	18.0%
\$150,000 - \$199,999	0.0%	3.8%	7.0%
\$200,000+	0.0%	17.1%	9.3%
Average Household Income	\$71,081	\$123,855	\$103,810
2019 Owner Occupied Housing Units by Value			
Total	4	262	2,924
<\$50,000	0.0%	10.7%	6.9%
\$50,000 - \$99,999	0.0%	9.9%	2.6%
\$100,000 - \$149,999	0.0%	14.1%	2.8%
\$150,000 - \$199,999	0.0%	3.8%	5.0%
\$200,000 - \$249,999	50.0%	14.9%	25.9%
\$250,000 - \$299,999	0.0%	11.5%	10.7%
\$300,000 - \$399,999	0.0%	17.2%	20.2%
\$400,000 - \$499,999	0.0%	5.7%	10.4%
\$500,000 - \$749,999	0.0%	7.6%	9.0%
\$750,000 - \$999,999	0.0%	1.5%	3.5%
\$1,000,000 - \$1,499,999	0.0%	1.1%	2.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.8%	0.1%
Average Home Value	\$225,000	\$281,081	\$346,870
2024 Owner Occupied Housing Units by Value			
Total	5	301	3,491
<\$50,000	0.0%	5.3%	3.0%
\$50,000 - \$99,999	0.0%	5.3%	1.3%
\$100,000 - \$149,999	0.0%	9.6%	1.9%
\$150,000 - \$199,999	0.0%	18.6%	5.2%
\$200,000 - \$249,999	40.0%	15.0%	22.3%
\$250,000 - \$299,999	0.0%	5.6%	8.2%
\$300,000 - \$399,999	0.0%	14.0%	21.6%
\$400,000 - \$499,999	20.0%	9.0%	15.7%
\$500,000 - \$749,999	20.0%	12.3%	11.7%
\$750,000 - \$999,999	0.0%	2.7%	5.1%
\$1,000,000 - \$1,499,999	0.0%	1.7%	3.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	1.3%	0.1%
Average Home Value	\$381,250	\$337,914	\$401,340

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	0	770	5,217
0 - 4	0.0%	6.5%	6.6%
5 - 9	0.0%	7.1%	6.3%
10 - 14	0.0%	6.6%	6.8%
15 - 24	0.0%	12.5%	11.5%
25 - 34	0.0%	13.4%	13.0%
35 - 44	0.0%	13.0%	12.1%
45 - 54	0.0%	16.8%	16.3%
55 - 64	0.0%	12.6%	13.9%
65 - 74	0.0%	6.9%	7.2%
75 - 84	0.0%	3.5%	3.7%
85 +	0.0%	1.2%	2.5%
18 +	0.0%	75.8%	76.7%
2019 Population by Age			
Total	15	895	11,498
0 - 4	6.7%	5.7%	6.1%
5 - 9	6.7%	6.0%	6.4%
10 - 14	6.7%	6.6%	6.7%
15 - 24	13.3%	11.1%	11.3%
25 - 34	13.3%	12.6%	12.8%
35 - 44	13.3%	13.6%	13.0%
45 - 54	13.3%	12.5%	12.0%
55 - 64	13.3%	15.3%	14.3%
65 - 74	13.3%	10.5%	10.6%
75 - 84	0.0%	4.6%	4.8%
85 +	0.0%	1.5%	1.9%
18 +	73.3%	78.0%	77.2%
2024 Population by Age			
Total	16	1,037	13,802
0 - 4	6.2%	5.6%	6.0%
5 - 9	6.2%	6.1%	6.3%
10 - 14	6.2%	6.5%	6.5%
15 - 24	12.5%	10.7%	11.2%
25 - 34	12.5%	10.9%	11.4%
35 - 44	12.5%	14.4%	13.6%
45 - 54	12.5%	12.7%	12.0%
55 - 64	12.5%	13.3%	12.6%
65 - 74	12.5%	12.3%	12.2%
75 - 84	6.2%	5.8%	6.0%
85 +	0.0%	1.7%	2.1%
18 +	87.5%	78.2%	77.4%
2010 Population by Sex			
Males	0	394	2,618
Females	0	377	2,597
2019 Population by Sex			
Males	7	452	5,701
Females	8	443	5,797
2024 Population by Sex			
Males	9	523	6,825
Females	9	515	6,976

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	0	771	5,214
White Alone	0.0%	87.7%	86.2%
Black Alone	0.0%	1.3%	1.2%
American Indian Alone	0.0%	0.9%	1.2%
Asian Alone	0.0%	0.6%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	7.7%	7.4%
Two or More Races	0.0%	1.8%	1.5%
Hispanic Origin	0.0%	26.8%	26.2%
Diversity Index	0.0	53.3	54.4
2019 Population by Race/Ethnicity			
Total	15	895	11,498
White Alone	86.7%	82.3%	80.2%
Black Alone	0.0%	1.3%	1.6%
American Indian Alone	0.0%	1.1%	1.4%
Asian Alone	0.0%	1.5%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	13.3%	11.3%	10.7%
Two or More Races	0.0%	2.5%	2.2%
Hispanic Origin	40.0%	38.0%	38.1%
Diversity Index	60.9	64.1	65.9
2024 Population by Race/Ethnicity			
Total	18	1,037	13,803
White Alone	83.3%	80.1%	77.8%
Black Alone	0.0%	1.4%	1.6%
American Indian Alone	0.0%	1.2%	1.6%
Asian Alone	0.0%	1.6%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.1%	12.8%	12.0%
Two or More Races	5.6%	2.9%	2.5%
Hispanic Origin	47.4%	44.3%	43.9%
Diversity Index	68.8	67.5	69.1
2010 Population by Relationship and Household Type			
Total	0	771	5,215
In Households	0.0%	97.4%	98.3%
In Family Households	0.0%	85.7%	83.2%
Householder	0.0%	27.1%	27.6%
Spouse	0.0%	22.2%	22.3%
Child	0.0%	31.0%	28.6%
Other relative	0.0%	3.6%	3.3%
Nonrelative	0.0%	1.7%	1.5%
In Nonfamily Households	0.0%	11.8%	15.1%
In Group Quarters	0.0%	2.6%	1.7%
Institutionalized Population	0.0%	1.3%	1.5%
Noninstitutionalized Population	0.0%	1.2%	0.2%

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	10	633	7,991
Less than 9th Grade	0.0%	2.2%	2.6%
9th - 12th Grade, No Diploma	10.0%	12.3%	7.5%
High School Graduate	20.0%	16.4%	17.4%
GED/Alternative Credential	0.0%	7.4%	4.7%
Some College, No Degree	30.0%	26.7%	24.7%
Associate Degree	20.0%	14.5%	12.3%
Bachelor's Degree	20.0%	16.4%	21.3%
Graduate/Professional Degree	0.0%	3.9%	9.5%
2019 Population 15+ by Marital Status			
Total	11	731	9,289
Never Married	18.2%	27.1%	25.9%
Married	54.5%	59.0%	54.9%
Widowed	0.0%	2.2%	2.9%
Divorced	27.3%	11.8%	16.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	90.0%	97.4%	97.7%
Civilian Unemployed (Unemployment Rate)	0.0%	2.5%	2.3%
2019 Employed Population 16+ by Industry			
Total	9	552	7,253
Agriculture/Mining	22.2%	14.5%	19.6%
Construction	11.1%	16.7%	7.9%
Manufacturing	0.0%	2.7%	3.7%
Wholesale Trade	0.0%	6.2%	5.1%
Retail Trade	11.1%	8.5%	11.9%
Transportation/Utilities	11.1%	4.3%	7.8%
Information	0.0%	1.8%	0.6%
Finance/Insurance/Real Estate	0.0%	2.9%	2.1%
Services	22.2%	40.0%	37.2%
Public Administration	0.0%	2.2%	4.1%
2019 Employed Population 16+ by Occupation			
Total	9	553	7,253
White Collar	66.7%	59.6%	64.4%
Management/Business/Financial	11.1%	19.0%	13.8%
Professional	33.3%	17.0%	24.2%
Sales	11.1%	9.1%	12.6%
Administrative Support	11.1%	14.5%	13.7%
Services	0.0%	11.6%	9.4%
Blue Collar	33.3%	29.0%	26.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	11.1%	16.3%	12.3%
Installation/Maintenance/Repair	11.1%	5.1%	5.6%
Production	0.0%	1.6%	1.9%
Transportation/Material Moving	11.1%	6.0%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	0	771	5,215
Population Inside Urbanized Area	0.0%	41.6%	78.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	58.4%	21.5%

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

May 25, 2020



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2010 Households by Type			
Total	0	298	2,090
Households with 1 Person	0.0%	22.1%	25.6%
Households with 2+ People	0.0%	77.9%	74.4%
Family Households	0.0%	73.8%	68.9%
Husband-wife Families	0.0%	60.7%	55.7%
With Related Children	0.0%	25.8%	22.8%
Other Family (No Spouse Present)	0.0%	12.8%	13.3%
Other Family with Male Householder	0.0%	5.0%	4.6%
With Related Children	0.0%	3.4%	2.9%
Other Family with Female Householder	0.0%	8.1%	8.6%
With Related Children	0.0%	5.0%	5.7%
Nonfamily Households	0.0%	4.0%	5.5%
All Households with Children	0.0%	34.1%	31.6%
Multigenerational Households	0.0%	5.0%	3.7%
Unmarried Partner Households	0.0%	4.3%	4.4%
Male-female	0.0%	4.0%	3.8%
Same-sex	0.0%	0.3%	0.5%
2010 Households by Size			
Total	0	297	2,090
1 Person Household	0.0%	22.2%	25.6%
2 Person Household	0.0%	37.0%	38.5%
3 Person Household	0.0%	15.8%	14.7%
4 Person Household	0.0%	12.8%	11.8%
5 Person Household	0.0%	7.4%	6.1%
6 Person Household	0.0%	3.4%	2.4%
7 + Person Household	0.0%	1.3%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	0	299	2,091
Owner Occupied	0.0%	83.9%	77.2%
Owned with a Mortgage/Loan	0.0%	42.5%	41.5%
Owned Free and Clear	0.0%	41.5%	35.7%
Renter Occupied	0.0%	16.1%	22.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	0	324	2,262
Housing Units Inside Urbanized Area	0.0%	43.2%	78.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	56.8%	21.8%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Down the Road (10D)	Green Acres (6A)	Down the Road (10D)
2.	Top Tier (1A)	Down the Road (10D)	Exurbanites (1E)
3.	Professional Pride (1B)	Exurbanites (1E)	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$7,758	\$885,231	\$10,843,422
Average Spent	\$1,293.00	\$2,580.85	\$2,326.91
Spending Potential Index	60	120	109
Education: Total \$	\$4,570	\$658,055	\$7,642,268
Average Spent	\$761.67	\$1,918.53	\$1,639.97
Spending Potential Index	48	120	103
Entertainment/Recreation: Total \$	\$11,457	\$1,390,893	\$16,548,322
Average Spent	\$1,909.50	\$4,055.08	\$3,551.14
Spending Potential Index	58	124	109
Food at Home: Total \$	\$19,147	\$2,155,761	\$26,189,497
Average Spent	\$3,191.17	\$6,285.02	\$5,620.06
Spending Potential Index	62	121	109
Food Away from Home: Total \$	\$13,295	\$1,536,824	\$18,748,538
Average Spent	\$2,215.83	\$4,480.54	\$4,023.29
Spending Potential Index	60	122	109
Health Care: Total \$	\$21,396	\$2,593,435	\$30,416,342
Average Spent	\$3,566.00	\$7,561.03	\$6,527.11
Spending Potential Index	60	127	110
HH Furnishings & Equipment: Total \$	\$7,747	\$927,335	\$11,135,100
Average Spent	\$1,291.17	\$2,703.60	\$2,389.51
Spending Potential Index	61	127	112
Personal Care Products & Services: Total \$	\$3,281	\$385,818	\$4,663,953
Average Spent	\$546.83	\$1,124.83	\$1,000.85
Spending Potential Index	62	127	113
Shelter: Total \$	\$62,233	\$7,547,310	\$91,928,333
Average Spent	\$10,372.17	\$22,003.82	\$19,727.11
Spending Potential Index	56	119	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,734	\$1,079,533	\$12,966,662
Average Spent	\$1,455.67	\$3,147.33	\$2,782.55
Spending Potential Index	59	127	112
Travel: Total \$	\$7,404	\$969,860	\$11,585,227
Average Spent	\$1,234.00	\$2,827.58	\$2,486.10
Spending Potential Index	55	126	111
Vehicle Maintenance & Repairs: Total \$	\$4,212	\$488,792	\$5,995,101
Average Spent	\$702.00	\$1,425.05	\$1,286.50
Spending Potential Index	61	125	112

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.