Market Profile

5415 Briarwood Ave, Midland, Texas, 79707   Dub House, MAI, CCIM
Rings: 1, 2, 3 mile radii   Latitude: 32.02589
                                                     Longitude: -102.16299

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	4,789	20,250	39,752
2010 Total Population	7,072	25,921	47,883
2018 Total Population	8,564	31,213	56,313
2018 Group Quarters	10	363	476
2023 Total Population	9,340	34,040	60,906
2018-2023 Annual Rate	1.75%	1.75%	1.58%
2018 Total Daytime Population	6,825	24,777	44,859
Workers	3,089	10,747	19,309
Residents	3,736	14,030	25,550
Household Summary			
2000 Households	2,002	8,143	16,179
2000 Average Household Size	2.39	2.44	2.43
2010 Households	2,995	10,788	19,821
2010 Average Household Size	2.36	2.37	2.39
2018 Households	3,589	12,966	23,297
2018 Average Household Size	2.38	2.38	2.40
2023 Households	3,911	14,130	25,195
2023 Average Household Size	2.39	2.38	2.40
2018-2023 Annual Rate	1.73%	1.73%	1.58%
2010 Families	1,996	7,009	12,999
2010 Average Family Size	2.88	2.95	2.96
2018 Families	2,378	8,413	15,156
2018 Average Family Size	2.94	2.98	3.00
2023 Families	2,590	9,160	16,343
2023 Average Family Size	2.95	3.00	3.01
2018-2023 Annual Rate	1.72%	1.72%	1.52%
Housing Unit Summary			
2000 Housing Units	2,404	9,405	18,156
Owner Occupied Housing Units	43.5%	49.2%	52.7%
Renter Occupied Housing Units	39.9%	37.3%	36.4%
Vacant Housing Units	16.7%	13.4%	10.9%
2010 Housing Units	3,333	11,586	21,031
Owner Occupied Housing Units	49.7%	54.3%	56.5%
Renter Occupied Housing Units	40.1%	38.8%	37.8%
Vacant Housing Units	10.1%	6.9%	5.8%
2018 Housing Units	3,869	13,634	24,311
Owner Occupied Housing Units	46.3%	50.3%	51.4%
Renter Occupied Housing Units	46.5%	44.8%	44.4%
Vacant Housing Units	7.2%	4.9%	4.2%
2023 Housing Units	4,155	14,779	26,204
Owner Occupied Housing Units	48.8%	52.0%	53.0%
Renter Occupied Housing Units	45.4%	43.6%	43.1%
Vacant Housing Units	5.9%	4.4%	3.9%
Median Household Income			
2018	$86,498	$80,467	$77,141
2023	$96,686	$88,428	$84,842
Median Home Value			
2018	$287,000	$274,905	$256,207
2023	$313,495	$295,983	$275,409
Per Capita Income			
2018	$44,863	$47,322	$45,358
2023	$49,178	$51,995	$49,972
Median Age			
2010	31.5	35.0	34.8
2018	32.8	36.1	35.8
2023	33.0	36.9	36.4

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	3,589	12,966	23,297
<$15,000	5.7%	5.5%	5.5%
$15,000 - $24,999	3.0%	5.4%	5.6%
$25,000 - $34,999	6.5%	8.9%	8.9%
$35,000 - $49,999	12.5%	10.7%	11.8%
$50,000 - $74,999	16.7%	16.4%	16.9%
$75,000 - $99,999	10.6%	11.6%	11.6%
$100,000 - $149,999	22.8%	18.5%	18.2%
$150,000 - $199,999	8.6%	8.7%	8.9%
$200,000+	13.5%	14.2%	12.6%
Average Household Income	$113,536	$113,223	$109,038
2023 Households by Income			
Household Income Base	3,911	14,130	25,195
<$15,000	4.5%	4.4%	4.4%
$15,000 - $24,999	2.4%	4.5%	4.6%
$25,000 - $34,999	5.6%	7.8%	7.8%
$35,000 - $49,999	11.6%	9.9%	11.1%
$50,000 - $74,999	16.3%	16.2%	16.7%
$75,000 - $99,999	10.7%	11.9%	11.9%
$100,000 - $149,999	25.0%	20.5%	20.3%
$150,000 - $199,999	8.9%	9.0%	9.2%
$200,000+	14.9%	15.8%	14.0%
Average Household Income	$124,738	$124,715	$120,282
2018 Owner Occupied Housing Units by Value			
Total	1,790	6,861	12,504
<$50,000	0.2%	0.4%	0.9%
$50,000 - $99,999	1.6%	1.6%	4.2%
$100,000 - $149,999	7.1%	6.5%	8.3%
$150,000 - $199,999	15.7%	17.3%	19.4%
$200,000 - $249,999	10.9%	14.8%	15.0%
$250,000 - $299,999	19.6%	19.1%	18.4%
$300,000 - $399,999	23.7%	19.9%	18.6%
$400,000 - $499,999	11.5%	7.3%	4.9%
$500,000 - $749,999	7.4%	9.7%	6.2%
$750,000 - $999,999	0.9%	2.1%	2.6%
$1,000,000 - $1,499,999	0.9%	1.1%	1.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.4%	0.1%	0.1%
Average Home Value	$327,025	$325,718	$301,845
2023 Owner Occupied Housing Units by Value			
Total	2,026	7,682	13,897
<$50,000	0.1%	0.2%	0.7%
$50,000 - $99,999	0.9%	0.9%	2.7%
$100,000 - $149,999	4.6%	4.2%	5.9%
$150,000 - $199,999	12.8%	14.8%	16.6%
$200,000 - $249,999	9.1%	13.2%	14.7%
$250,000 - $299,999	19.1%	18.1%	18.5%
$300,000 - $399,999	25.4%	22.7%	21.7%
$400,000 - $499,999	15.9%	9.9%	6.7%
$500,000 - $749,999	9.2%	12.1%	7.7%
$750,000 - $999,999	1.2%	2.5%	3.1%
$1,000,000 - $1,499,999	1.2%	1.2%	1.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.5%	0.2%	0.1%
Average Home Value	$356,278	$352,346	$326,679

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 21, 2018

Market Profile

5415 Briarwood Ave, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.02589
Longitude: -102.16299

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	7,068	25,919	47,882
0 - 4	8.7%	7.6%	7.5%
5 - 9	7.4%	6.5%	6.6%
10 - 14	7.3%	6.4%	6.5%
15 - 24	14.5%	14.2%	14.4%
25 - 34	18.1%	15.3%	15.3%
35 - 44	13.7%	11.9%	11.7%
45 - 54	15.2%	15.3%	14.8%
55 - 64	9.9%	11.6%	11.4%
65 - 74	3.1%	4.9%	5.4%
75 - 84	1.9%	4.2%	4.6%
85 +	0.3%	2.0%	1.8%
18 +	72.8%	75.7%	75.5%
2018 Population by Age			
Total	8,564	31,211	56,311
0 - 4	7.9%	6.9%	7.0%
5 - 9	7.5%	6.7%	6.7%
10 - 14	7.1%	6.5%	6.5%
15 - 24	14.3%	12.9%	13.0%
25 - 34	16.9%	15.5%	15.8%
35 - 44	14.3%	12.5%	12.4%
45 - 54	13.0%	12.3%	11.9%
55 - 64	11.2%	12.9%	12.7%
65 - 74	5.3%	7.4%	7.6%
75 - 84	2.1%	4.0%	4.3%
85 +	0.5%	2.4%	2.2%
18 +	73.8%	76.4%	76.2%
2023 Population by Age			
Total	9,340	34,041	60,907
0 - 4	8.0%	6.9%	7.1%
5 - 9	7.2%	6.5%	6.6%
10 - 14	6.9%	6.5%	6.5%
15 - 24	14.3%	12.8%	12.8%
25 - 34	16.8%	14.7%	15.2%
35 - 44	14.1%	13.1%	13.0%
45 - 54	12.7%	11.9%	11.5%
55 - 64	10.3%	11.6%	11.5%
65 - 74	6.4%	8.9%	8.8%
75 - 84	2.8%	4.6%	4.8%
85 +	0.6%	2.5%	2.2%
18 +	74.1%	76.5%	76.2%
2010 Population by Sex			
Males	3,540	12,717	23,462
Females	3,532	13,204	24,421
2018 Population by Sex			
Males	4,309	15,334	27,649
Females	4,255	15,879	28,664
2023 Population by Sex			
Males	4,707	16,743	29,907
Females	4,632	17,297	30,998

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Rings: 1, 2, 3 mile radii   Latitude: 32.02589
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	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	7,073	25,922	47,884
White Alone	82.1%	83.7%	83.8%
Black Alone	4.1%	4.0%	4.4%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	3.2%	2.8%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.4%	6.8%	6.6%
Two or More Races	2.4%	2.1%	2.2%
Hispanic Origin	23.8%	21.6%	21.9%
Diversity Index	56.8	53.5	53.6
2018 Population by Race/Ethnicity			
Total	8,566	31,214	56,313
White Alone	76.3%	78.2%	78.4%
Black Alone	4.1%	4.1%	4.5%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	5.5%	4.9%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.8%	9.2%	9.2%
Two or More Races	3.3%	2.9%	3.0%
Hispanic Origin	31.7%	29.2%	29.9%
Diversity Index	66.7	63.9	64.1
2023 Population by Race/Ethnicity			
Total	9,340	34,039	60,905
White Alone	73.5%	75.5%	75.6%
Black Alone	4.1%	4.0%	4.4%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	6.3%	5.6%	4.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	11.2%	10.6%	10.7%
Two or More Races	3.9%	3.4%	3.6%
Hispanic Origin	37.4%	34.7%	35.6%
Diversity Index	70.9	68.6	68.8
2010 Population by Relationship and Household Type			
Total	7,072	25,921	47,883
In Households	99.9%	98.6%	99.0%
In Family Households	83.0%	81.2%	82.0%
Householder	26.8%	27.0%	27.1%
Spouse	20.9%	21.5%	21.4%
Child	31.6%	28.8%	29.5%
Other relative	2.2%	2.3%	2.5%
Nonrelative	1.7%	1.5%	1.6%
In Nonfamily Households	16.8%	17.4%	17.0%
In Group Quarters	0.1%	1.4%	1.0%
Institutionalized Population	0.0%	0.4%	0.4%
Noninstitutionalized Population	0.1%	1.0%	0.6%

December 21, 2018

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Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
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	1 mile	2 miles	3 miles
2018 Population 25+ by Educational Attainment			
Total	5,419	20,904	37,618
Less than 9th Grade	3.6%	3.8%	3.0%
9th - 12th Grade, No Diploma	1.7%	3.3%	3.5%
High School Graduate	16.1%	17.4%	17.5%
GED/Alternative Credential	1.7%	2.9%	3.3%
Some College, No Degree	28.4%	24.1%	26.3%
Associate Degree	7.7%	7.3%	7.7%
Bachelor's Degree	28.0%	29.8%	27.6%
Graduate/Professional Degree	12.9%	11.5%	11.2%
2018 Population 15+ by Marital Status			
Total	6,641	24,935	44,925
Never Married	32.8%	28.0%	29.5%
Married	56.3%	57.0%	55.8%
Widowed	4.6%	6.3%	5.5%
Divorced	6.4%	8.8%	9.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	99.1%	99.0%	98.3%
Civilian Unemployed (Unemployment Rate)	0.9%	1.0%	1.7%
2018 Employed Population 16+ by Industry			
Total	4,930	17,528	31,358
Agriculture/Mining	14.4%	14.0%	14.4%
Construction	6.2%	6.2%	6.1%
Manufacturing	5.8%	4.4%	4.5%
Wholesale Trade	2.0%	3.6%	3.1%
Retail Trade	11.4%	11.2%	11.8%
Transportation/Utilities	4.7%	6.3%	5.6%
Information	2.5%	1.6%	1.3%
Finance/Insurance/Real Estate	4.2%	6.4%	6.4%
Services	46.0%	43.1%	43.9%
Public Administration	2.7%	3.3%	3.0%
2018 Employed Population 16+ by Occupation			
Total	4,931	17,530	31,360
White Collar	74.3%	72.0%	69.7%
Management/Business/Financial	16.5%	18.3%	17.5%
Professional	29.5%	24.8%	24.4%
Sales	14.8%	13.3%	12.1%
Administrative Support	13.6%	15.5%	15.7%
Services	10.1%	9.6%	11.3%
Blue Collar	15.6%	18.4%	19.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	6.9%	8.5%	7.9%
Installation/Maintenance/Repair	1.9%	3.1%	3.4%
Production	2.9%	2.4%	2.7%
Transportation/Material Moving	4.0%	4.4%	4.6%
2010 Population By Urban/ Rural Status			
Total Population	7,072	25,921	47,883
Population Inside Urbanized Area	99.3%	98.5%	97.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	1.5%	2.8%

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2010 Households by Type			
Total	2,996	10,789	19,820
Households with 1 Person	26.8%	29.2%	28.7%
Households with 2+ People	73.2%	70.8%	71.3%
Family Households	66.6%	65.0%	65.6%
Husband-wife Families	52.3%	51.8%	51.7%
With Related Children	26.4%	22.6%	22.7%
Other Family (No Spouse Present)	14.3%	13.2%	13.9%
Other Family with Male Householder	4.2%	3.7%	3.8%
With Related Children	2.9%	2.3%	2.4%
Other Family with Female Householder	10.0%	9.5%	10.1%
With Related Children	7.9%	7.1%	7.3%
Nonfamily Households	6.6%	5.8%	5.7%
All Households with Children	37.8%	32.5%	32.8%
Multigenerational Households	2.2%	2.2%	2.6%
Unmarried Partner Households	6.8%	6.0%	5.7%
Male-female	6.0%	5.3%	5.1%
Same-sex	0.8%	0.6%	0.6%
2010 Households by Size			
Total	2,996	10,787	19,820
1 Person Household	26.8%	29.2%	28.7%
2 Person Household	32.9%	35.0%	35.0%
3 Person Household	17.0%	15.7%	15.7%
4 Person Household	15.5%	12.8%	12.7%
5 Person Household	5.7%	5.0%	5.4%
6 Person Household	1.6%	1.6%	1.7%
7 + Person Household	0.5%	0.6%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	2,995	10,788	19,821
Owner Occupied	55.4%	58.3%	59.9%
Owned with a Mortgage/Loan	43.3%	40.7%	40.6%
Owned Free and Clear	12.1%	17.7%	19.3%
Renter Occupied	44.6%	41.7%	40.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,333	11,586	21,031
Housing Units Inside Urbanized Area	99.2%	98.7%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.8%	1.3%	2.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Enterprising Professionals	Bright Young Professionals	Bright Young Professionals
2.	Bright Young Professionals	In Style (5B)	In Style (5B)
3.	Young and Restless (11B)	Professional Pride (1B)	Young and Restless (11B)
2018 Consumer Spending			
Apparel & Services: Total $	$11,055,970	$39,069,642	$67,496,726
Average Spent	$3,080.52	$3,013.24	$2,897.23
Spending Potential Index	142	139	133
Education: Total $	$7,263,509	$26,282,695	$45,387,244
Average Spent	$2,023.83	$2,027.05	$1,948.20
Spending Potential Index	140	140	135
Entertainment/Recreation: Total $	$15,406,493	$55,700,472	$96,575,888
Average Spent	$4,292.70	$4,295.89	$4,145.42
Spending Potential Index	133	133	129
Food at Home: Total $	$24,556,328	$87,845,364	$152,097,695
Average Spent	$6,842.11	$6,775.06	$6,528.64
Spending Potential Index	136	135	130
Food Away from Home: Total $	$17,974,138	$63,440,899	$109,777,796
Average Spent	$5,008.12	$4,892.87	$4,712.10
Spending Potential Index	143	139	134
Health Care: Total $	$25,751,233	$95,545,944	$166,256,675
Average Spent	$7,175.04	$7,368.96	$7,136.40
Spending Potential Index	125	129	125
HH Furnishings & Equipment: Total $	$10,208,810	$36,726,556	$63,750,486
Average Spent	$2,844.47	$2,832.53	$2,736.42
Spending Potential Index	136	136	131
Personal Care Products & Services: Total $	$4,158,604	$14,854,818	$25,709,960
Average Spent	$1,158.71	$1,145.67	$1,103.57
Spending Potential Index	140	138	133
Shelter: Total $	$84,019,601	$300,170,169	$517,541,831
Average Spent	$23,410.31	$23,150.56	$22,214.96
Spending Potential Index	139	138	132
Support Payments/Cash Contributions/Gifts in Kind: Total $	$11,402,681	$42,283,493	$73,210,697
Average Spent	$3,177.12	$3,261.11	$3,142.49
Spending Potential Index	128	131	126
Travel: Total $	$10,402,071	$37,700,087	$65,202,518
Average Spent	$2,898.32	$2,907.61	$2,798.75
Spending Potential Index	135	135	130
Vehicle Maintenance & Repairs: Total $	$5,186,361	$18,695,564	$32,483,986
Average Spent	$1,445.07	$1,441.89	$1,394.34
Spending Potential Index	134	134	130

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