



Market Profile

79706
79706, Midland, Texas
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.90990
Longitude: -102.20740

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3	567	3,387
2010 Total Population	4	776	4,978
2019 Total Population	23	900	10,996
2019 Group Quarters	0	12	108
2024 Total Population	27	1,043	13,256
2019-2024 Annual Rate	3.26%	2.99%	3.81%
2019 Total Daytime Population	2,594	13,895	24,973
Workers	2,586	13,543	20,812
Residents	8	352	4,161
Household Summary			
2000 Households	1	218	1,257
2000 Average Household Size	3.00	2.57	2.56
2010 Households	1	302	2,024
2010 Average Household Size	4.00	2.50	2.42
2019 Households	8	346	4,518
2019 Average Household Size	2.88	2.57	2.41
2024 Households	10	400	5,443
2024 Average Household Size	2.70	2.58	2.42
2019-2024 Annual Rate	4.56%	2.94%	3.80%
2010 Families	1	222	1,387
2010 Average Family Size	3.00	2.94	2.92
2019 Families	6	254	3,023
2019 Average Family Size	3.17	3.01	2.95
2024 Families	7	292	3,629
2024 Average Family Size	3.29	3.03	2.97
2019-2024 Annual Rate	3.13%	2.83%	3.72%
Housing Unit Summary			
2000 Housing Units	1	283	1,700
Owner Occupied Housing Units	100.0%	68.9%	64.7%
Renter Occupied Housing Units	0.0%	8.1%	9.2%
Vacant Housing Units	0.0%	23.0%	26.1%
2010 Housing Units	1	327	2,184
Owner Occupied Housing Units	100.0%	77.7%	71.6%
Renter Occupied Housing Units	0.0%	14.7%	21.1%
Vacant Housing Units	0.0%	7.6%	7.3%
2019 Housing Units	8	360	4,749
Owner Occupied Housing Units	75.0%	73.6%	59.3%
Renter Occupied Housing Units	25.0%	22.5%	35.8%
Vacant Housing Units	0.0%	3.9%	4.9%
2024 Housing Units	10	415	5,686
Owner Occupied Housing Units	70.0%	73.0%	59.4%
Renter Occupied Housing Units	30.0%	23.4%	36.3%
Vacant Housing Units	0.0%	3.6%	4.3%
Median Household Income			
2019	\$50,000	\$73,045	\$68,907
2024	\$60,000	\$80,575	\$75,522
Median Home Value			
2019	\$225,000	\$238,125	\$288,455
2024	\$275,000	\$237,778	\$343,369
Per Capita Income			
2019	\$30,674	\$39,653	\$39,231
2024	\$35,937	\$45,519	\$42,878
Median Age			
2010	0.0	37.9	40.1
2019	35.0	40.6	40.2
2024	37.5	42.2	41.6

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



Market Profile

79706
79706, Midland, Texas
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.90990
Longitude: -102.20740

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	8	346	4,518
<\$15,000	12.5%	6.4%	9.5%
\$15,000 - \$24,999	12.5%	9.2%	9.7%
\$25,000 - \$34,999	12.5%	6.9%	6.7%
\$35,000 - \$49,999	12.5%	7.5%	8.9%
\$50,000 - \$74,999	25.0%	21.1%	18.7%
\$75,000 - \$99,999	12.5%	14.7%	15.4%
\$100,000 - \$149,999	12.5%	16.8%	16.3%
\$150,000 - \$199,999	0.0%	3.2%	6.2%
\$200,000+	0.0%	14.2%	8.7%
Average Household Income	\$75,135	\$108,113	\$94,872
2024 Households by Income			
Household Income Base	10	400	5,443
<\$15,000	10.0%	5.5%	8.2%
\$15,000 - \$24,999	10.0%	7.8%	8.4%
\$25,000 - \$34,999	10.0%	6.0%	5.9%
\$35,000 - \$49,999	10.0%	6.8%	8.3%
\$50,000 - \$74,999	20.0%	20.0%	18.7%
\$75,000 - \$99,999	20.0%	14.8%	16.2%
\$100,000 - \$149,999	10.0%	18.5%	17.9%
\$150,000 - \$199,999	0.0%	3.8%	7.1%
\$200,000+	10.0%	17.2%	9.3%
Average Household Income	\$83,223	\$124,181	\$103,836
2019 Owner Occupied Housing Units by Value			
Total	6	265	2,818
<\$50,000	16.7%	10.6%	6.4%
\$50,000 - \$99,999	0.0%	9.8%	2.1%
\$100,000 - \$149,999	0.0%	14.0%	2.6%
\$150,000 - \$199,999	0.0%	3.8%	4.9%
\$200,000 - \$249,999	33.3%	15.1%	25.9%
\$250,000 - \$299,999	0.0%	11.7%	10.7%
\$300,000 - \$399,999	16.7%	17.4%	20.9%
\$400,000 - \$499,999	0.0%	5.7%	10.6%
\$500,000 - \$749,999	0.0%	7.9%	9.2%
\$750,000 - \$999,999	0.0%	1.5%	3.6%
\$1,000,000 - \$1,499,999	0.0%	1.1%	3.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.8%	0.1%
Average Home Value	\$206,250	\$282,414	\$353,361
2024 Owner Occupied Housing Units by Value			
Total	7	303	3,378
<\$50,000	0.0%	5.3%	2.6%
\$50,000 - \$99,999	0.0%	5.3%	1.0%
\$100,000 - \$149,999	0.0%	9.9%	1.6%
\$150,000 - \$199,999	14.3%	18.5%	5.0%
\$200,000 - \$249,999	28.6%	14.9%	22.1%
\$250,000 - \$299,999	0.0%	5.6%	8.0%
\$300,000 - \$399,999	14.3%	14.2%	22.3%
\$400,000 - \$499,999	14.3%	8.9%	16.0%
\$500,000 - \$749,999	14.3%	12.2%	12.0%
\$750,000 - \$999,999	0.0%	2.6%	5.3%
\$1,000,000 - \$1,499,999	0.0%	1.7%	4.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	1.3%	0.1%
Average Home Value	\$341,667	\$337,253	\$408,060

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.



Market Profile

79706
 79706, Midland, Texas
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.90990
 Longitude: -102.20740

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	0	773	4,977
0 - 4	0.0%	6.5%	6.4%
5 - 9	0.0%	7.2%	6.2%
10 - 14	0.0%	6.7%	6.7%
15 - 24	0.0%	12.4%	11.3%
25 - 34	0.0%	13.3%	13.0%
35 - 44	0.0%	12.9%	12.2%
45 - 54	0.0%	16.7%	16.4%
55 - 64	0.0%	12.7%	14.1%
65 - 74	0.0%	7.0%	7.4%
75 - 84	0.0%	3.5%	3.8%
85 +	0.0%	1.2%	2.6%
18 +	0.0%	75.9%	77.2%
2019 Population by Age			
Total	24	899	10,993
0 - 4	8.3%	5.7%	6.0%
5 - 9	8.3%	6.1%	6.3%
10 - 14	8.3%	6.6%	6.6%
15 - 24	8.3%	11.0%	11.1%
25 - 34	16.7%	12.7%	12.8%
35 - 44	12.5%	13.6%	13.1%
45 - 54	8.3%	12.5%	12.0%
55 - 64	16.7%	15.4%	14.4%
65 - 74	8.3%	10.5%	10.7%
75 - 84	4.2%	4.6%	4.9%
85 +	0.0%	1.6%	2.0%
18 +	70.8%	78.1%	77.6%
2024 Population by Age			
Total	30	1,044	13,256
0 - 4	6.7%	5.6%	5.9%
5 - 9	6.7%	6.0%	6.2%
10 - 14	6.7%	6.5%	6.4%
15 - 24	13.3%	10.6%	11.1%
25 - 34	13.3%	10.9%	11.4%
35 - 44	13.3%	14.4%	13.6%
45 - 54	13.3%	12.6%	12.0%
55 - 64	13.3%	13.4%	12.7%
65 - 74	10.0%	12.5%	12.4%
75 - 84	3.3%	5.7%	6.1%
85 +	0.0%	1.7%	2.1%
18 +	70.0%	78.1%	77.8%
2010 Population by Sex			
Males	2	396	2,493
Females	2	380	2,485
2019 Population by Sex			
Males	11	455	5,435
Females	12	445	5,561
2024 Population by Sex			
Males	14	526	6,534
Females	14	518	6,721

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



Market Profile

79706
79706, Midland, Texas
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.90990
Longitude: -102.20740

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	4	777	4,978
White Alone	100.0%	87.6%	86.8%
Black Alone	0.0%	1.3%	1.2%
American Indian Alone	0.0%	0.9%	1.2%
Asian Alone	0.0%	0.6%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	7.7%	6.7%
Two or More Races	0.0%	1.8%	1.4%
Hispanic Origin	25.0%	26.9%	24.4%
Diversity Index	37.5	53.3	52.4
2019 Population by Race/Ethnicity			
Total	23	901	10,997
White Alone	82.6%	82.4%	80.6%
Black Alone	0.0%	1.3%	1.6%
American Indian Alone	0.0%	1.1%	1.5%
Asian Alone	0.0%	1.4%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	13.0%	11.2%	10.0%
Two or More Races	4.3%	2.6%	2.2%
Hispanic Origin	39.1%	38.0%	36.6%
Diversity Index	64.3	64.0	65.1
2024 Population by Race/Ethnicity			
Total	26	1,042	13,254
White Alone	84.6%	80.1%	78.2%
Black Alone	0.0%	1.3%	1.6%
American Indian Alone	0.0%	1.2%	1.6%
Asian Alone	0.0%	1.6%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.5%	12.9%	11.4%
Two or More Races	3.8%	2.9%	2.5%
Hispanic Origin	48.1%	44.4%	42.6%
Diversity Index	66.8	67.5	68.6
2010 Population by Relationship and Household Type			
Total	4	776	4,978
In Households	100.0%	97.4%	98.2%
In Family Households	100.0%	85.7%	82.8%
Householder	25.0%	27.1%	27.7%
Spouse	25.0%	22.3%	22.5%
Child	25.0%	31.2%	27.9%
Other relative	0.0%	3.6%	3.2%
Nonrelative	0.0%	1.7%	1.5%
In Nonfamily Households	0.0%	11.7%	15.4%
In Group Quarters	0.0%	2.6%	1.8%
Institutionalized Population	0.0%	1.3%	1.5%
Noninstitutionalized Population	0.0%	1.2%	0.3%

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.



Market Profile

79706
 79706, Midland, Texas
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.90990
 Longitude: -102.20740

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	16	635	7,694
Less than 9th Grade	0.0%	2.2%	2.3%
9th - 12th Grade, No Diploma	12.5%	12.4%	7.3%
High School Graduate	18.8%	16.4%	16.7%
GED/Alternative Credential	6.2%	7.4%	4.6%
Some College, No Degree	25.0%	26.8%	24.7%
Associate Degree	18.8%	14.5%	12.4%
Bachelor's Degree	18.8%	16.4%	22.1%
Graduate/Professional Degree	0.0%	3.9%	9.9%
2019 Population 15+ by Marital Status			
Total	18	736	8,918
Never Married	22.2%	27.0%	25.7%
Married	61.1%	58.8%	55.2%
Widowed	0.0%	2.3%	2.9%
Divorced	16.7%	11.8%	16.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.3%	97.4%	97.7%
Civilian Unemployed (Unemployment Rate)	0.0%	2.5%	2.3%
2019 Employed Population 16+ by Industry			
Total	14	555	6,962
Agriculture/Mining	21.4%	14.4%	20.2%
Construction	14.3%	16.8%	7.7%
Manufacturing	0.0%	2.7%	3.3%
Wholesale Trade	7.1%	6.1%	5.2%
Retail Trade	7.1%	8.5%	11.9%
Transportation/Utilities	7.1%	4.3%	6.9%
Information	0.0%	1.8%	0.6%
Finance/Insurance/Real Estate	0.0%	2.9%	2.1%
Services	42.9%	40.2%	37.9%
Public Administration	0.0%	2.2%	4.2%
2019 Employed Population 16+ by Occupation			
Total	14	557	6,962
White Collar	64.3%	59.8%	65.2%
Management/Business/Financial	21.4%	19.1%	13.7%
Professional	21.4%	16.9%	25.0%
Sales	7.1%	9.2%	12.7%
Administrative Support	14.3%	14.6%	13.8%
Services	7.1%	11.5%	9.5%
Blue Collar	28.6%	29.0%	25.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	14.3%	16.2%	12.4%
Installation/Maintenance/Repair	7.1%	5.2%	5.1%
Production	0.0%	1.6%	1.5%
Transportation/Material Moving	7.1%	5.9%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	4	776	4,978
Population Inside Urbanized Area	0.0%	41.4%	79.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	58.6%	20.7%

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



Market Profile

79706
79706, Midland, Texas
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.90990
Longitude: -102.20740

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1	301	2,025
Households with 1 Person	0.0%	22.3%	26.0%
Households with 2+ People	100.0%	77.7%	74.0%
Family Households	100.0%	73.8%	68.5%
Husband-wife Families	100.0%	60.8%	55.5%
With Related Children	0.0%	25.9%	22.4%
Other Family (No Spouse Present)	0.0%	13.0%	13.0%
Other Family with Male Householder	0.0%	5.0%	4.6%
With Related Children	0.0%	3.3%	2.9%
Other Family with Female Householder	0.0%	8.0%	8.4%
With Related Children	0.0%	5.0%	5.6%
Nonfamily Households	0.0%	4.0%	5.5%
All Households with Children	0.0%	34.4%	31.0%
Multigenerational Households	0.0%	5.0%	3.5%
Unmarried Partner Households	0.0%	4.3%	4.3%
Male-female	0.0%	4.0%	3.8%
Same-sex	0.0%	0.3%	0.5%
2010 Households by Size			
Total	0	301	2,024
1 Person Household	0.0%	22.3%	26.0%
2 Person Household	0.0%	36.9%	38.9%
3 Person Household	0.0%	15.9%	14.7%
4 Person Household	0.0%	12.6%	11.6%
5 Person Household	0.0%	7.6%	5.9%
6 Person Household	0.0%	3.3%	2.3%
7 + Person Household	0.0%	1.3%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1	302	2,024
Owner Occupied	100.0%	84.1%	77.2%
Owned with a Mortgage/Loan	0.0%	42.4%	42.0%
Owned Free and Clear	0.0%	41.7%	35.2%
Renter Occupied	0.0%	15.9%	22.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1	327	2,184
Housing Units Inside Urbanized Area	0.0%	42.8%	78.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	57.2%	21.2%

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.



Market Profile

79706
79706, Midland, Texas
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.90990
Longitude: -102.20740

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Down the Road (10D)	Green Acres (6A)	Down the Road (10D)
2.	Green Acres (6A)	Down the Road (10D)	Exurbanites (1E)
3.	Top Tier (1A)	Exurbanites (1E)	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$15,240	\$896,713	\$10,506,782
Average Spent	\$1,905.00	\$2,591.66	\$2,325.54
Spending Potential Index	89	121	109
Education: Total \$	\$9,710	\$667,006	\$7,429,265
Average Spent	\$1,213.75	\$1,927.76	\$1,644.37
Spending Potential Index	76	121	103
Entertainment/Recreation: Total \$	\$22,976	\$1,409,233	\$16,073,005
Average Spent	\$2,872.00	\$4,072.93	\$3,557.55
Spending Potential Index	88	125	109
Food at Home: Total \$	\$37,496	\$2,183,722	\$25,393,859
Average Spent	\$4,687.00	\$6,311.34	\$5,620.60
Spending Potential Index	91	122	109
Food Away from Home: Total \$	\$26,229	\$1,556,831	\$18,168,293
Average Spent	\$3,278.62	\$4,499.51	\$4,021.31
Spending Potential Index	89	122	109
Health Care: Total \$	\$42,961	\$2,627,784	\$29,527,552
Average Spent	\$5,370.12	\$7,594.75	\$6,535.54
Spending Potential Index	90	128	110
HH Furnishings & Equipment: Total \$	\$15,458	\$939,510	\$10,793,887
Average Spent	\$1,932.25	\$2,715.35	\$2,389.09
Spending Potential Index	91	127	112
Personal Care Products & Services: Total \$	\$6,507	\$390,857	\$4,529,265
Average Spent	\$813.38	\$1,129.64	\$1,002.49
Spending Potential Index	92	127	113
Shelter: Total \$	\$124,453	\$7,646,147	\$89,286,520
Average Spent	\$15,556.62	\$22,098.69	\$19,762.40
Spending Potential Index	84	119	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,561	\$1,093,698	\$12,616,263
Average Spent	\$2,195.12	\$3,160.98	\$2,792.44
Spending Potential Index	89	127	113
Travel: Total \$	\$15,168	\$982,718	\$11,279,458
Average Spent	\$1,896.00	\$2,840.23	\$2,496.56
Spending Potential Index	84	127	111
Vehicle Maintenance & Repairs: Total \$	\$8,304	\$495,127	\$5,822,265
Average Spent	\$1,038.00	\$1,431.00	\$1,288.68
Spending Potential Index	91	125	113

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.