



# Market Profile

305 Sunset St, Midland, Texas, 79701  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 31.99478  
Longitude: -102.10443

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	9,835	37,199	74,627
2010 Total Population	10,478	40,253	82,670
2021 Total Population	11,577	44,724	96,423
2021 Group Quarters	26	503	1,256
2026 Total Population	12,013	46,787	102,368
2021-2026 Annual Rate	0.74%	0.91%	1.20%
2021 Total Daytime Population	13,996	51,538	101,545
Workers	8,256	29,457	54,400
Residents	5,740	22,081	47,145
<b>Household Summary</b>			
2000 Households	3,637	14,093	27,616
2000 Average Household Size	2.65	2.60	2.66
2010 Households	3,785	14,869	30,273
2010 Average Household Size	2.76	2.67	2.69
2021 Households	4,137	16,455	35,231
2021 Average Household Size	2.79	2.69	2.70
2026 Households	4,280	17,200	37,371
2026 Average Household Size	2.80	2.69	2.71
2021-2026 Annual Rate	0.68%	0.89%	1.19%
2010 Families	2,669	10,475	21,005
2010 Average Family Size	3.33	3.22	3.26
2021 Families	2,863	11,369	24,018
2021 Average Family Size	3.39	3.27	3.30
2026 Families	2,949	11,830	25,364
2026 Average Family Size	3.41	3.28	3.32
2021-2026 Annual Rate	0.59%	0.80%	1.10%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,140	15,679	30,814
Owner Occupied Housing Units	61.4%	63.8%	60.7%
Renter Occupied Housing Units	26.4%	26.1%	28.9%
Vacant Housing Units	12.1%	10.1%	10.4%
2010 Housing Units	4,117	15,887	32,223
Owner Occupied Housing Units	66.7%	67.1%	62.8%
Renter Occupied Housing Units	25.3%	26.5%	31.1%
Vacant Housing Units	8.1%	6.4%	6.1%
2021 Housing Units	4,416	17,220	36,954
Owner Occupied Housing Units	68.5%	68.2%	62.5%
Renter Occupied Housing Units	25.2%	27.3%	32.9%
Vacant Housing Units	6.3%	4.4%	4.7%
2026 Housing Units	4,546	17,912	39,022
Owner Occupied Housing Units	69.9%	69.3%	63.5%
Renter Occupied Housing Units	24.3%	26.7%	32.2%
Vacant Housing Units	5.9%	4.0%	4.2%
<b>Median Household Income</b>			
2021	\$69,258	\$79,026	\$75,298
2026	\$76,801	\$86,138	\$81,436
<b>Median Home Value</b>			
2021	\$199,126	\$227,201	\$229,934
2026	\$272,470	\$268,126	\$270,598
<b>Per Capita Income</b>			
2021	\$35,141	\$39,335	\$37,068
2026	\$38,508	\$42,946	\$40,501
<b>Median Age</b>			
2010	32.0	32.9	32.6
2021	33.8	34.6	34.1
2026	34.3	35.2	34.8

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Households by Income</b>			
Household Income Base	4,137	16,455	35,231
<\$15,000	11.7%	8.8%	9.5%
\$15,000 - \$24,999	12.4%	9.0%	9.8%
\$25,000 - \$34,999	2.9%	4.0%	4.7%
\$35,000 - \$49,999	10.2%	9.9%	9.1%
\$50,000 - \$74,999	15.5%	15.8%	16.8%
\$75,000 - \$99,999	11.2%	12.4%	12.2%
\$100,000 - \$149,999	20.6%	19.1%	19.2%
\$150,000 - \$199,999	4.6%	9.4%	9.0%
\$200,000+	10.8%	11.6%	9.8%
Average Household Income	\$98,416	\$107,798	\$100,817
<b>2026 Households by Income</b>			
Household Income Base	4,280	17,200	37,371
<\$15,000	10.0%	7.5%	8.0%
\$15,000 - \$24,999	10.5%	7.6%	8.5%
\$25,000 - \$34,999	2.6%	3.4%	3.8%
\$35,000 - \$49,999	9.7%	8.7%	8.2%
\$50,000 - \$74,999	16.1%	16.1%	17.5%
\$75,000 - \$99,999	11.5%	12.9%	12.7%
\$100,000 - \$149,999	22.6%	20.7%	20.6%
\$150,000 - \$199,999	5.5%	10.9%	10.4%
\$200,000+	11.4%	12.1%	10.3%
Average Household Income	\$108,176	\$117,845	\$110,263
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	3,026	11,749	23,078
<\$50,000	5.9%	4.1%	5.4%
\$50,000 - \$99,999	7.5%	5.3%	5.6%
\$100,000 - \$149,999	15.3%	12.5%	12.1%
\$150,000 - \$199,999	21.7%	18.5%	17.2%
\$200,000 - \$249,999	8.7%	17.5%	16.3%
\$250,000 - \$299,999	19.2%	19.0%	21.2%
\$300,000 - \$399,999	9.1%	9.6%	10.1%
\$400,000 - \$499,999	3.9%	4.1%	4.1%
\$500,000 - \$749,999	6.8%	6.8%	5.9%
\$750,000 - \$999,999	1.3%	1.4%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.7%	0.3%	0.3%
Average Home Value	\$255,443	\$269,536	\$264,213
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	3,177	12,414	24,794
<\$50,000	3.7%	2.1%	2.3%
\$50,000 - \$99,999	2.8%	1.7%	1.6%
\$100,000 - \$149,999	8.0%	5.3%	4.8%
\$150,000 - \$199,999	15.3%	11.9%	11.2%
\$200,000 - \$249,999	7.1%	19.7%	18.6%
\$250,000 - \$299,999	29.2%	25.8%	27.9%
\$300,000 - \$399,999	12.5%	13.8%	14.7%
\$400,000 - \$499,999	5.9%	6.0%	6.5%
\$500,000 - \$749,999	12.8%	10.9%	9.7%
\$750,000 - \$999,999	1.9%	1.8%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.4%
\$2,000,000 +	0.8%	0.3%	0.4%
Average Home Value	\$320,955	\$322,553	\$321,372

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	10,475	40,252	82,673
0 - 4	9.1%	8.4%	8.4%
5 - 9	8.3%	7.8%	7.7%
10 - 14	7.4%	7.3%	7.2%
15 - 24	14.6%	14.7%	15.0%
25 - 34	14.7%	14.6%	14.7%
35 - 44	12.3%	11.8%	11.5%
45 - 54	14.3%	13.8%	13.3%
55 - 64	9.6%	10.1%	10.1%
65 - 74	4.8%	5.5%	5.8%
75 - 84	3.7%	4.5%	4.6%
85 +	1.3%	1.4%	1.6%
18 +	70.4%	71.9%	72.1%
<b>2021 Population by Age</b>			
Total	11,575	44,725	96,424
0 - 4	8.1%	7.7%	7.8%
5 - 9	8.3%	7.6%	7.6%
10 - 14	7.9%	7.3%	7.2%
15 - 24	13.0%	13.3%	13.4%
25 - 34	14.4%	14.7%	15.4%
35 - 44	13.5%	13.1%	12.7%
45 - 54	10.5%	10.5%	10.1%
55 - 64	12.1%	11.7%	11.2%
65 - 74	7.2%	8.1%	8.2%
75 - 84	3.4%	4.2%	4.4%
85 +	1.5%	2.0%	2.1%
18 +	71.4%	73.4%	73.5%
<b>2026 Population by Age</b>			
Total	12,013	46,786	102,366
0 - 4	8.1%	7.7%	7.8%
5 - 9	8.2%	7.6%	7.5%
10 - 14	8.2%	7.4%	7.3%
15 - 24	13.4%	13.3%	13.5%
25 - 34	13.2%	13.7%	14.3%
35 - 44	14.1%	13.7%	13.5%
45 - 54	10.6%	10.6%	10.3%
55 - 64	10.2%	10.0%	9.7%
65 - 74	8.8%	9.2%	9.0%
75 - 84	4.0%	4.8%	5.1%
85 +	1.4%	2.0%	2.1%
18 +	71.0%	73.2%	73.4%
<b>2010 Population by Sex</b>			
Males	5,121	19,738	40,257
Females	5,357	20,515	42,413
<b>2021 Population by Sex</b>			
Males	5,676	22,063	47,310
Females	5,901	22,661	49,113
<b>2026 Population by Sex</b>			
Males	5,918	23,201	50,410
Females	6,096	23,585	51,957

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	10,478	40,253	82,671
White Alone	72.3%	75.9%	73.9%
Black Alone	5.1%	5.3%	7.6%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.5%	0.7%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	17.7%	14.5%	14.0%
Two or More Races	3.3%	2.8%	2.7%
Hispanic Origin	45.8%	41.3%	42.7%
Diversity Index	73.5	70.2	71.8
<b>2021 Population by Race/Ethnicity</b>			
Total	11,576	44,724	96,424
White Alone	65.8%	69.9%	67.9%
Black Alone	5.4%	5.6%	8.1%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	0.9%	1.4%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	22.7%	18.6%	17.9%
Two or More Races	4.2%	3.7%	3.5%
Hispanic Origin	57.1%	51.9%	53.2%
Diversity Index	77.7	75.4	76.5
<b>2026 Population by Race/Ethnicity</b>			
Total	12,013	46,787	102,367
White Alone	64.3%	68.4%	66.6%
Black Alone	5.3%	5.5%	7.9%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.9%	1.5%	1.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	23.9%	19.7%	18.9%
Two or More Races	4.6%	4.0%	3.8%
Hispanic Origin	61.7%	56.4%	57.6%
Diversity Index	78.1	76.1	77.0
<b>2010 Population by Relationship and Household Type</b>			
Total	10,478	40,253	82,670
In Households	99.7%	98.6%	98.4%
In Family Households	87.2%	86.0%	85.0%
Householder	25.5%	25.8%	25.5%
Spouse	18.2%	18.8%	18.2%
Child	36.7%	34.9%	34.9%
Other relative	4.4%	4.1%	4.1%
Nonrelative	2.5%	2.3%	2.2%
In Nonfamily Households	12.5%	12.7%	13.4%
In Group Quarters	0.3%	1.4%	1.6%
Institutionalized Population	0.1%	0.6%	0.6%
Noninstitutionalized Population	0.2%	0.7%	1.0%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Population 25+ by Educational Attainment</b>			
Total	7,262	28,712	61,748
Less than 9th Grade	5.7%	6.8%	7.4%
9th - 12th Grade, No Diploma	8.5%	8.3%	10.1%
High School Graduate	18.6%	19.3%	21.3%
GED/Alternative Credential	6.0%	6.4%	5.7%
Some College, No Degree	23.6%	23.8%	22.2%
Associate Degree	9.8%	8.9%	7.9%
Bachelor's Degree	22.6%	19.7%	18.7%
Graduate/Professional Degree	5.3%	6.7%	6.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	8,767	34,644	74,700
Never Married	32.7%	31.8%	32.1%
Married	48.1%	50.6%	49.5%
Widowed	6.0%	5.4%	5.6%
Divorced	13.3%	12.1%	12.8%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,248	23,935	52,972
Population 16+ Employed	94.1%	94.7%	93.5%
Population 16+ Unemployment rate	5.9%	5.3%	6.5%
Population 16-24 Employed	12.1%	14.3%	14.5%
Population 16-24 Unemployment rate	14.3%	10.4%	13.3%
Population 25-54 Employed	61.2%	60.4%	60.6%
Population 25-54 Unemployment rate	5.3%	4.7%	5.6%
Population 55-64 Employed	18.8%	16.8%	15.6%
Population 55-64 Unemployment rate	2.5%	3.1%	4.6%
Population 65+ Employed	7.9%	8.5%	9.3%
Population 65+ Unemployment rate	3.5%	4.3%	3.2%
<b>2021 Employed Population 16+ by Industry</b>			
Total	5,881	22,672	49,554
Agriculture/Mining	11.4%	14.3%	14.6%
Construction	10.2%	9.5%	10.0%
Manufacturing	2.9%	4.6%	4.1%
Wholesale Trade	3.3%	3.2%	3.5%
Retail Trade	12.5%	9.2%	10.2%
Transportation/Utilities	6.7%	6.3%	6.4%
Information	1.2%	0.9%	0.9%
Finance/Insurance/Real Estate	4.4%	6.0%	5.8%
Services	44.4%	43.5%	41.9%
Public Administration	3.1%	2.4%	2.6%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	5,880	22,673	49,555
White Collar	50.0%	54.2%	54.6%
Management/Business/Financial	15.2%	16.5%	15.1%
Professional	15.8%	18.2%	18.0%
Sales	9.5%	8.8%	9.5%
Administrative Support	9.5%	10.7%	12.0%
Services	15.0%	14.4%	14.7%
Blue Collar	35.0%	31.4%	30.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	10.5%	11.7%	12.1%
Installation/Maintenance/Repair	4.9%	3.9%	4.4%
Production	5.1%	4.0%	3.7%
Transportation/Material Moving	14.3%	11.6%	10.4%

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January 26, 2022



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<b>2010 Households by Type</b>			
Total	3,785	14,869	30,273
Households with 1 Person	25.2%	25.2%	25.9%
Households with 2+ People	74.8%	74.8%	74.1%
Family Households	70.5%	70.4%	69.4%
Husband-wife Families	50.2%	51.4%	49.4%
With Related Children	27.2%	25.8%	24.4%
Other Family (No Spouse Present)	20.3%	19.0%	20.0%
Other Family with Male Householder	5.6%	5.1%	5.2%
With Related Children	3.5%	3.1%	3.3%
Other Family with Female Householder	14.7%	14.0%	14.8%
With Related Children	10.6%	9.8%	10.5%
Nonfamily Households	4.3%	4.3%	4.7%
All Households with Children	41.6%	39.0%	38.6%
Multigenerational Households	6.4%	5.7%	5.9%
Unmarried Partner Households	6.2%	6.0%	6.2%
Male-female	5.8%	5.4%	5.7%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	3,787	14,870	30,272
1 Person Household	25.2%	25.2%	25.9%
2 Person Household	28.3%	30.6%	30.6%
3 Person Household	17.0%	16.5%	16.5%
4 Person Household	15.1%	14.5%	14.0%
5 Person Household	8.2%	7.9%	7.7%
6 Person Household	3.5%	3.2%	3.2%
7 + Person Household	2.7%	2.2%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,785	14,869	30,273
Owner Occupied	72.5%	71.6%	66.9%
Owned with a Mortgage/Loan	45.4%	43.6%	39.5%
Owned Free and Clear	27.1%	28.0%	27.4%
Renter Occupied	27.5%	28.4%	33.1%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	177	176	165
Percent of Income for Mortgage	12.1%	12.1%	12.8%
Wealth Index	119	129	112
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,117	15,887	32,223
Housing Units Inside Urbanized Area	100.0%	100.0%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,478	40,253	82,670
Population Inside Urbanized Area	100.0%	100.0%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.7%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Forging Opportunity (7D)	Forging Opportunity (7D)	Southwestern Families (7F)
2.	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters (5A)	Forging Opportunity (7D)
3.	Front Porches (8E)	In Style (5B)	Bright Young Professionals (8C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,446,860	\$41,283,940	\$83,430,553
Average Spent	\$2,283.50	\$2,508.90	\$2,368.10
Spending Potential Index	108	118	112
Education: Total \$	\$7,151,717	\$31,611,475	\$62,982,694
Average Spent	\$1,728.72	\$1,921.09	\$1,787.71
Spending Potential Index	100	111	104
Entertainment/Recreation: Total \$	\$14,150,562	\$61,579,794	\$122,923,661
Average Spent	\$3,420.49	\$3,742.32	\$3,489.08
Spending Potential Index	106	116	108
Food at Home: Total \$	\$24,168,892	\$105,135,569	\$213,510,942
Average Spent	\$5,842.13	\$6,389.28	\$6,060.31
Spending Potential Index	107	117	111
Food Away from Home: Total \$	\$17,008,031	\$73,927,859	\$150,257,227
Average Spent	\$4,111.20	\$4,492.73	\$4,264.92
Spending Potential Index	108	118	112
Health Care: Total \$	\$28,120,473	\$121,765,047	\$243,384,011
Average Spent	\$6,797.31	\$7,399.88	\$6,908.23
Spending Potential Index	109	119	111
HH Furnishings & Equipment: Total \$	\$10,096,885	\$43,918,000	\$87,754,615
Average Spent	\$2,440.63	\$2,668.98	\$2,490.84
Spending Potential Index	108	118	110
Personal Care Products & Services: Total \$	\$4,011,029	\$17,519,364	\$35,229,723
Average Spent	\$969.55	\$1,064.68	\$999.96
Spending Potential Index	108	119	111
Shelter: Total \$	\$88,582,022	\$386,045,623	\$777,335,566
Average Spent	\$21,412.14	\$23,460.69	\$22,063.97
Spending Potential Index	106	116	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,575,821	\$46,425,644	\$92,967,413
Average Spent	\$2,556.40	\$2,821.37	\$2,638.80
Spending Potential Index	107	118	110
Travel: Total \$	\$10,955,232	\$48,060,060	\$95,312,835
Average Spent	\$2,648.11	\$2,920.70	\$2,705.37
Spending Potential Index	105	116	107
Vehicle Maintenance & Repairs: Total \$	\$5,032,858	\$21,843,188	\$44,114,821
Average Spent	\$1,216.55	\$1,327.45	\$1,252.16
Spending Potential Index	110	120	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.