



Market Profile

2204 W New Jersey Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.98338
Longitude: -102.09322

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	5,126	25,332	57,280
2010 Total Population	5,625	27,987	64,063
2021 Total Population	6,330	32,771	74,650
2021 Group Quarters	39	366	885
2026 Total Population	6,760	34,830	79,421
2021-2026 Annual Rate	1.32%	1.23%	1.25%
2021 Total Daytime Population	7,594	43,885	77,845
Workers	4,459	26,671	40,104
Residents	3,135	17,214	37,741
Household Summary			
2000 Households	1,706	8,636	20,698
2000 Average Household Size	2.99	2.88	2.73
2010 Households	1,850	9,359	22,591
2010 Average Household Size	3.02	2.95	2.79
2021 Households	2,086	10,861	26,177
2021 Average Household Size	3.02	2.98	2.82
2026 Households	2,223	11,506	27,796
2026 Average Household Size	3.02	3.00	2.83
2021-2026 Annual Rate	1.28%	1.16%	1.21%
2010 Families	1,329	6,863	16,177
2010 Average Family Size	3.58	3.48	3.34
2021 Families	1,473	7,865	18,451
2021 Average Family Size	3.61	3.54	3.39
2026 Families	1,566	8,314	19,529
2026 Average Family Size	3.62	3.56	3.41
2021-2026 Annual Rate	1.23%	1.12%	1.14%
Housing Unit Summary			
2000 Housing Units	2,011	9,925	23,061
Owner Occupied Housing Units	55.1%	62.6%	64.1%
Renter Occupied Housing Units	29.7%	24.4%	25.7%
Vacant Housing Units	15.2%	13.0%	10.2%
2010 Housing Units	2,032	10,193	24,200
Owner Occupied Housing Units	59.7%	66.6%	66.2%
Renter Occupied Housing Units	31.3%	25.2%	27.2%
Vacant Housing Units	9.0%	8.2%	6.6%
2021 Housing Units	2,233	11,565	27,513
Owner Occupied Housing Units	62.2%	68.0%	66.6%
Renter Occupied Housing Units	31.3%	25.9%	28.6%
Vacant Housing Units	6.6%	6.1%	4.9%
2026 Housing Units	2,368	12,189	29,082
Owner Occupied Housing Units	62.5%	69.2%	67.8%
Renter Occupied Housing Units	31.3%	25.2%	27.8%
Vacant Housing Units	6.1%	5.6%	4.4%
Median Household Income			
2021	\$50,239	\$61,238	\$70,071
2026	\$56,572	\$66,997	\$77,032
Median Home Value			
2021	\$152,656	\$187,475	\$208,128
2026	\$235,294	\$255,262	\$262,027
Per Capita Income			
2021	\$23,266	\$29,158	\$33,722
2026	\$25,956	\$31,761	\$36,797
Median Age			
2010	28.6	30.6	31.9
2021	30.0	32.1	33.5
2026	30.7	32.8	34.2

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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2021 Households by Income			
Household Income Base	2,086	10,861	26,177
<\$15,000	15.9%	11.4%	10.0%
\$15,000 - \$24,999	15.8%	13.0%	10.7%
\$25,000 - \$34,999	3.8%	5.0%	4.7%
\$35,000 - \$49,999	14.3%	11.1%	10.4%
\$50,000 - \$74,999	14.0%	17.5%	16.6%
\$75,000 - \$99,999	11.8%	13.4%	12.7%
\$100,000 - \$149,999	15.9%	15.3%	17.6%
\$150,000 - \$199,999	5.0%	5.5%	8.2%
\$200,000+	3.5%	7.8%	9.1%
Average Household Income	\$69,660	\$86,932	\$96,341
2026 Households by Income			
Household Income Base	2,223	11,506	27,796
<\$15,000	13.6%	9.8%	8.6%
\$15,000 - \$24,999	13.0%	11.3%	9.4%
\$25,000 - \$34,999	3.5%	4.3%	3.9%
\$35,000 - \$49,999	14.2%	10.5%	9.5%
\$50,000 - \$74,999	16.6%	18.6%	17.2%
\$75,000 - \$99,999	11.9%	14.2%	13.4%
\$100,000 - \$149,999	17.0%	16.7%	19.1%
\$150,000 - \$199,999	6.4%	6.6%	9.5%
\$200,000+	3.8%	8.0%	9.4%
Average Household Income	\$77,789	\$95,019	\$105,358
2021 Owner Occupied Housing Units by Value			
Total	1,388	7,869	18,313
<\$50,000	16.3%	10.1%	7.2%
\$50,000 - \$99,999	16.6%	9.2%	7.4%
\$100,000 - \$149,999	16.1%	16.5%	14.8%
\$150,000 - \$199,999	19.7%	18.9%	18.0%
\$200,000 - \$249,999	6.9%	14.3%	16.4%
\$250,000 - \$299,999	14.0%	13.0%	15.8%
\$300,000 - \$399,999	1.1%	7.2%	9.4%
\$400,000 - \$499,999	0.4%	3.3%	3.3%
\$500,000 - \$749,999	5.0%	5.9%	5.7%
\$750,000 - \$999,999	2.7%	1.1%	1.0%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	1.2%	0.3%	0.3%
Average Home Value	\$212,563	\$225,874	\$246,824
2026 Owner Occupied Housing Units by Value			
Total	1,481	8,434	19,708
<\$50,000	9.4%	4.8%	3.2%
\$50,000 - \$99,999	7.1%	3.1%	2.1%
\$100,000 - \$149,999	9.4%	7.8%	6.0%
\$150,000 - \$199,999	16.1%	13.2%	12.6%
\$200,000 - \$249,999	11.5%	19.0%	20.7%
\$250,000 - \$299,999	25.1%	20.6%	22.3%
\$300,000 - \$399,999	1.8%	13.0%	15.0%
\$400,000 - \$499,999	1.3%	5.5%	5.3%
\$500,000 - \$749,999	12.2%	10.8%	10.1%
\$750,000 - \$999,999	4.5%	1.8%	1.5%
\$1,000,000 - \$1,499,999	0.5%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	1.3%	0.3%	0.4%
Average Home Value	\$304,690	\$298,627	\$312,346

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.

March 01, 2022



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2010 Population by Age			
Total	5,625	27,987	64,065
0 - 4	9.7%	9.1%	8.7%
5 - 9	9.8%	8.7%	8.2%
10 - 14	7.9%	7.9%	7.6%
15 - 24	16.9%	15.5%	15.1%
25 - 34	14.5%	14.6%	14.5%
35 - 44	12.2%	12.0%	11.8%
45 - 54	13.3%	13.8%	13.4%
55 - 64	8.1%	9.3%	9.7%
65 - 74	4.1%	4.7%	5.6%
75 - 84	2.5%	3.3%	4.2%
85 +	0.9%	1.1%	1.3%
18 +	67.5%	69.2%	70.8%
2021 Population by Age			
Total	6,331	32,771	74,651
0 - 4	9.0%	8.4%	8.0%
5 - 9	8.6%	8.2%	7.9%
10 - 14	8.1%	7.7%	7.5%
15 - 24	15.3%	14.4%	13.7%
25 - 34	17.1%	15.6%	15.1%
35 - 44	12.3%	12.8%	12.8%
45 - 54	9.9%	10.2%	10.3%
55 - 64	10.3%	11.3%	11.2%
65 - 74	6.0%	7.0%	7.9%
75 - 84	2.5%	3.2%	4.0%
85 +	0.9%	1.3%	1.7%
18 +	69.4%	71.2%	72.4%
2026 Population by Age			
Total	6,761	34,832	79,422
0 - 4	9.0%	8.4%	8.0%
5 - 9	8.8%	8.2%	7.8%
10 - 14	8.2%	7.8%	7.6%
15 - 24	15.6%	14.2%	13.7%
25 - 34	15.3%	14.6%	14.0%
35 - 44	13.8%	13.5%	13.5%
45 - 54	9.8%	10.2%	10.4%
55 - 64	8.8%	9.7%	9.8%
65 - 74	7.0%	8.3%	8.8%
75 - 84	3.0%	3.9%	4.7%
85 +	0.8%	1.2%	1.7%
18 +	69.4%	71.2%	72.4%
2010 Population by Sex			
Males	2,782	13,850	31,286
Females	2,843	14,137	32,777
2021 Population by Sex			
Males	3,185	16,373	36,761
Females	3,146	16,398	37,889
2026 Population by Sex			
Males	3,423	17,502	39,333
Females	3,337	17,328	40,089

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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2010 Population by Race/Ethnicity			
Total	5,625	27,988	64,062
White Alone	64.6%	69.2%	71.2%
Black Alone	4.3%	5.5%	8.1%
American Indian Alone	0.7%	0.9%	0.8%
Asian Alone	0.3%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	26.4%	20.9%	16.4%
Two or More Races	3.7%	3.0%	2.8%
Hispanic Origin	68.4%	57.5%	48.4%
Diversity Index	76.2	75.3	74.3
2021 Population by Race/Ethnicity			
Total	6,331	32,771	74,649
White Alone	59.5%	63.8%	65.5%
Black Alone	4.0%	5.4%	8.4%
American Indian Alone	0.7%	0.9%	0.8%
Asian Alone	0.5%	0.7%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	31.1%	25.6%	20.5%
Two or More Races	4.2%	3.6%	3.5%
Hispanic Origin	77.9%	68.2%	58.9%
Diversity Index	76.6	76.8	77.5
2026 Population by Race/Ethnicity			
Total	6,761	34,831	79,421
White Alone	59.0%	62.9%	64.5%
Black Alone	3.7%	5.2%	8.2%
American Indian Alone	0.6%	0.9%	0.8%
Asian Alone	0.5%	0.7%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	31.8%	26.5%	21.5%
Two or More Races	4.4%	3.8%	3.8%
Hispanic Origin	81.2%	72.2%	63.1%
Diversity Index	75.7	76.2	77.4
2010 Population by Relationship and Household Type			
Total	5,625	27,987	64,063
In Households	99.2%	98.6%	98.5%
In Family Households	87.6%	87.8%	86.6%
Householder	23.6%	24.7%	25.2%
Spouse	15.1%	16.9%	17.6%
Child	40.0%	38.6%	36.8%
Other relative	5.8%	5.2%	4.6%
Nonrelative	3.1%	2.5%	2.4%
In Nonfamily Households	11.6%	10.8%	11.9%
In Group Quarters	0.8%	1.4%	1.5%
Institutionalized Population	0.5%	1.0%	0.7%
Noninstitutionalized Population	0.3%	0.4%	0.8%

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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2021 Population 25+ by Educational Attainment			
Total	3,738	20,100	46,951
Less than 9th Grade	14.7%	10.9%	9.0%
9th - 12th Grade, No Diploma	14.0%	14.1%	12.2%
High School Graduate	22.0%	20.5%	22.1%
GED/Alternative Credential	6.0%	6.6%	6.6%
Some College, No Degree	19.4%	22.1%	21.9%
Associate Degree	7.6%	6.6%	7.6%
Bachelor's Degree	13.4%	14.9%	15.4%
Graduate/Professional Degree	2.9%	4.4%	5.3%
2021 Population 15+ by Marital Status			
Total	4,706	24,805	57,165
Never Married	39.0%	34.1%	33.3%
Married	44.3%	48.1%	49.6%
Widowed	5.7%	5.6%	5.1%
Divorced	11.0%	12.2%	12.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,455	16,956	39,819
Population 16+ Employed	92.5%	91.7%	93.2%
Population 16+ Unemployment rate	7.5%	8.3%	6.8%
Population 16-24 Employed	15.1%	15.4%	14.7%
Population 16-24 Unemployment rate	19.9%	18.4%	16.0%
Population 25-54 Employed	63.6%	61.8%	61.4%
Population 25-54 Unemployment rate	5.1%	6.6%	5.4%
Population 55-64 Employed	15.7%	16.4%	15.8%
Population 55-64 Unemployment rate	5.8%	5.7%	4.3%
Population 65+ Employed	5.6%	6.4%	8.1%
Population 65+ Unemployment rate	0.0%	3.0%	3.5%
2021 Employed Population 16+ by Industry			
Total	3,196	15,556	37,101
Agriculture/Mining	15.8%	13.7%	13.3%
Construction	15.3%	13.4%	12.4%
Manufacturing	2.5%	4.4%	4.6%
Wholesale Trade	3.0%	3.2%	3.5%
Retail Trade	11.8%	9.3%	9.6%
Transportation/Utilities	5.9%	7.5%	6.5%
Information	0.3%	0.7%	0.9%
Finance/Insurance/Real Estate	5.8%	4.5%	4.7%
Services	37.7%	41.2%	42.4%
Public Administration	1.8%	2.2%	2.1%
2021 Employed Population 16+ by Occupation			
Total	3,195	15,556	37,100
White Collar	35.1%	43.4%	49.4%
Management/Business/Financial	8.4%	11.7%	13.8%
Professional	10.9%	13.7%	15.4%
Sales	6.8%	7.9%	9.0%
Administrative Support	9.1%	10.2%	11.2%
Services	16.3%	16.4%	16.1%
Blue Collar	48.6%	40.2%	34.5%
Farming/Forestry/Fishing	0.4%	0.3%	0.2%
Construction/Extraction	18.1%	15.2%	14.5%
Installation/Maintenance/Repair	6.8%	4.3%	4.0%
Production	6.7%	5.1%	4.0%
Transportation/Material Moving	16.5%	15.4%	11.8%

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2010 Households by Type			
Total	1,849	9,359	22,591
Households with 1 Person	22.9%	22.4%	24.1%
Households with 2+ People	77.1%	77.6%	75.9%
Family Households	71.9%	73.3%	71.6%
Husband-wife Families	45.8%	50.1%	50.1%
With Related Children	27.9%	28.0%	26.0%
Other Family (No Spouse Present)	26.1%	23.2%	21.5%
Other Family with Male Householder	7.3%	6.2%	5.6%
With Related Children	5.3%	4.0%	3.6%
Other Family with Female Householder	18.8%	17.1%	15.9%
With Related Children	14.0%	12.4%	11.2%
Nonfamily Households	5.2%	4.3%	4.3%
All Households with Children	47.7%	44.8%	41.1%
Multigenerational Households	9.0%	7.9%	6.9%
Unmarried Partner Households	8.5%	6.7%	6.3%
Male-female	7.9%	6.1%	5.7%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	1,849	9,359	22,592
1 Person Household	22.9%	22.4%	24.1%
2 Person Household	23.9%	26.8%	29.0%
3 Person Household	17.8%	17.7%	16.9%
4 Person Household	15.6%	15.6%	14.9%
5 Person Household	10.6%	9.7%	8.6%
6 Person Household	4.8%	4.5%	3.8%
7 + Person Household	4.3%	3.2%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	1,850	9,359	22,591
Owner Occupied	65.6%	72.6%	70.9%
Owned with a Mortgage/Loan	33.5%	40.1%	40.6%
Owned Free and Clear	32.1%	32.4%	30.3%
Renter Occupied	34.4%	27.4%	29.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	169	168	171
Percent of Income for Mortgage	12.7%	12.8%	12.5%
Wealth Index	60	95	107
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,032	10,193	24,200
Housing Units Inside Urbanized Area	99.9%	98.6%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	1.4%	1.7%
2010 Population By Urban/ Rural Status			
Total Population	5,625	27,987	64,063
Population Inside Urbanized Area	99.8%	98.7%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	1.3%	1.7%

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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Top 3 Tapestry Segments			
1.	Forging Opportunity (7D)	Forging Opportunity (7D)	Southwestern Families (7F)
2.	Traditional Living (12B)	Southwestern Families (7F)	Forging Opportunity (7D)
3.	NeWest Residents (13C)	Rustbelt Traditions (5D)	Comfortable Empty Nesters (5A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,524,625	\$22,394,230	\$59,271,141
Average Spent	\$1,689.66	\$2,061.89	\$2,264.24
Spending Potential Index	80	97	107
Education: Total \$	\$2,375,547	\$16,063,004	\$43,753,006
Average Spent	\$1,138.80	\$1,478.96	\$1,671.43
Spending Potential Index	66	86	97
Entertainment/Recreation: Total \$	\$5,043,666	\$32,627,843	\$87,324,465
Average Spent	\$2,417.86	\$3,004.13	\$3,335.92
Spending Potential Index	75	93	103
Food at Home: Total \$	\$9,003,552	\$57,723,241	\$152,434,363
Average Spent	\$4,316.18	\$5,314.73	\$5,823.22
Spending Potential Index	79	98	107
Food Away from Home: Total \$	\$6,382,456	\$40,617,787	\$106,950,569
Average Spent	\$3,059.66	\$3,739.78	\$4,085.67
Spending Potential Index	81	99	108
Health Care: Total \$	\$10,058,099	\$65,464,879	\$174,610,273
Average Spent	\$4,821.72	\$6,027.52	\$6,670.37
Spending Potential Index	77	97	107
HH Furnishings & Equipment: Total \$	\$3,619,127	\$23,430,447	\$62,466,229
Average Spent	\$1,734.96	\$2,157.30	\$2,386.30
Spending Potential Index	77	96	106
Personal Care Products & Services: Total \$	\$1,454,212	\$9,379,624	\$25,014,374
Average Spent	\$697.13	\$863.61	\$955.59
Spending Potential Index	78	96	106
Shelter: Total \$	\$32,026,911	\$206,602,021	\$549,498,839
Average Spent	\$15,353.27	\$19,022.38	\$20,991.67
Spending Potential Index	76	94	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,701,140	\$24,476,728	\$65,967,447
Average Spent	\$1,774.28	\$2,253.63	\$2,520.05
Spending Potential Index	74	94	105
Travel: Total \$	\$3,730,960	\$24,788,210	\$67,222,436
Average Spent	\$1,788.57	\$2,282.31	\$2,568.00
Spending Potential Index	71	90	102
Vehicle Maintenance & Repairs: Total \$	\$1,874,406	\$11,900,337	\$31,477,039
Average Spent	\$898.56	\$1,095.69	\$1,202.47
Spending Potential Index	81	99	109

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.

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