



Market Profile

2301 W Missouri Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99187
Longitude: -102.09835

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,472	33,422	69,297
2010 Total Population	9,011	36,353	76,877
2021 Total Population	10,039	41,201	89,946
2021 Group Quarters	35	520	1,121
2026 Total Population	10,473	43,371	95,613
2021-2026 Annual Rate	0.85%	1.03%	1.23%
2021 Total Daytime Population	12,409	49,794	92,583
Workers	7,592	29,000	47,667
Residents	4,817	20,794	44,916
Household Summary			
2000 Households	3,118	12,181	25,196
2000 Average Household Size	2.66	2.69	2.71
2010 Households	3,247	12,949	27,470
2010 Average Household Size	2.76	2.76	2.76
2021 Households	3,580	14,597	32,054
2021 Average Household Size	2.79	2.79	2.77
2026 Households	3,722	15,337	34,030
2026 Average Household Size	2.80	2.79	2.78
2021-2026 Annual Rate	0.78%	0.99%	1.20%
2010 Families	2,254	9,302	19,512
2010 Average Family Size	3.35	3.30	3.30
2021 Families	2,438	10,289	22,372
2021 Average Family Size	3.42	3.36	3.35
2026 Families	2,525	10,773	23,654
2026 Average Family Size	3.44	3.37	3.36
2021-2026 Annual Rate	0.70%	0.92%	1.12%
Housing Unit Summary			
2000 Housing Units	3,637	13,699	28,024
Owner Occupied Housing Units	56.9%	64.4%	62.8%
Renter Occupied Housing Units	28.8%	24.5%	27.1%
Vacant Housing Units	14.3%	11.1%	10.1%
2010 Housing Units	3,589	13,939	29,283
Owner Occupied Housing Units	62.1%	67.8%	64.9%
Renter Occupied Housing Units	28.4%	25.1%	28.9%
Vacant Housing Units	9.5%	7.1%	6.2%
2021 Housing Units	3,878	15,355	33,659
Owner Occupied Housing Units	64.0%	68.9%	64.7%
Renter Occupied Housing Units	28.3%	26.1%	30.6%
Vacant Housing Units	7.7%	4.9%	4.8%
2026 Housing Units	4,011	16,055	35,574
Owner Occupied Housing Units	65.3%	69.9%	65.7%
Renter Occupied Housing Units	27.5%	25.6%	29.9%
Vacant Housing Units	7.2%	4.5%	4.3%
Median Household Income			
2021	\$65,959	\$74,230	\$73,161
2026	\$74,235	\$80,163	\$79,538
Median Home Value			
2021	\$191,284	\$214,816	\$220,219
2026	\$271,931	\$262,143	\$267,169
Per Capita Income			
2021	\$33,502	\$36,364	\$35,543
2026	\$36,802	\$39,498	\$38,838
Median Age			
2010	31.4	32.5	32.2
2021	33.0	34.2	33.9
2026	33.5	34.9	34.6

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



Market Profile

2301 W Missouri Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99187
Longitude: -102.09835

	1 mile	2 miles	3 miles
2021 Households by Income			
Household Income Base	3,580	14,597	32,054
<\$15,000	12.6%	9.3%	9.9%
\$15,000 - \$24,999	14.1%	10.2%	10.4%
\$25,000 - \$34,999	3.0%	4.3%	4.5%
\$35,000 - \$49,999	10.8%	10.2%	9.5%
\$50,000 - \$74,999	13.4%	16.5%	16.5%
\$75,000 - \$99,999	10.9%	12.7%	12.5%
\$100,000 - \$149,999	20.7%	17.7%	18.4%
\$150,000 - \$199,999	4.8%	8.8%	8.5%
\$200,000+	9.7%	10.4%	9.7%
Average Household Income	\$94,402	\$102,602	\$99,221
2026 Households by Income			
Household Income Base	3,722	15,337	34,030
<\$15,000	10.8%	8.0%	8.5%
\$15,000 - \$24,999	11.7%	8.8%	9.1%
\$25,000 - \$34,999	2.7%	3.6%	3.7%
\$35,000 - \$49,999	10.6%	9.0%	8.6%
\$50,000 - \$74,999	14.5%	17.2%	17.1%
\$75,000 - \$99,999	11.1%	13.4%	13.1%
\$100,000 - \$149,999	22.5%	19.1%	19.8%
\$150,000 - \$199,999	5.8%	10.2%	9.9%
\$200,000+	10.3%	10.8%	10.2%
Average Household Income	\$104,025	\$111,688	\$108,571
2021 Owner Occupied Housing Units by Value			
Total	2,483	10,582	21,764
<\$50,000	8.3%	6.4%	6.1%
\$50,000 - \$99,999	9.9%	6.6%	6.3%
\$100,000 - \$149,999	15.8%	13.1%	13.3%
\$150,000 - \$199,999	19.3%	18.9%	18.0%
\$200,000 - \$249,999	7.2%	16.9%	15.8%
\$250,000 - \$299,999	17.7%	15.8%	19.0%
\$300,000 - \$399,999	8.1%	8.3%	9.7%
\$400,000 - \$499,999	4.0%	4.4%	3.9%
\$500,000 - \$749,999	7.0%	7.2%	5.7%
\$750,000 - \$999,999	1.7%	1.6%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.8%	0.3%	0.3%
Average Home Value	\$252,910	\$257,339	\$258,310
2026 Owner Occupied Housing Units by Value			
Total	2,619	11,229	23,387
<\$50,000	5.1%	3.1%	2.7%
\$50,000 - \$99,999	3.8%	2.1%	1.8%
\$100,000 - \$149,999	9.0%	6.0%	5.4%
\$150,000 - \$199,999	14.7%	12.6%	12.3%
\$200,000 - \$249,999	6.2%	20.9%	19.0%
\$250,000 - \$299,999	25.5%	21.8%	25.5%
\$300,000 - \$399,999	11.3%	12.7%	14.4%
\$400,000 - \$499,999	6.1%	6.4%	6.3%
\$500,000 - \$749,999	14.4%	11.7%	9.8%
\$750,000 - \$999,999	2.8%	2.0%	1.4%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	1.0%	0.3%	0.4%
Average Home Value	\$329,450	\$314,574	\$318,672

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.



Market Profile

2301 W Missouri Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99187
Longitude: -102.09835

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	9,012	36,354	76,879
0 - 4	9.1%	8.5%	8.6%
5 - 9	8.5%	8.1%	8.0%
10 - 14	7.5%	7.6%	7.4%
15 - 24	15.1%	14.9%	15.1%
25 - 34	14.7%	14.3%	14.5%
35 - 44	12.4%	11.9%	11.6%
45 - 54	14.3%	14.0%	13.3%
55 - 64	9.3%	10.0%	10.0%
65 - 74	4.6%	5.3%	5.7%
75 - 84	3.3%	4.2%	4.4%
85 +	1.2%	1.4%	1.4%
18 +	70.1%	71.0%	71.3%
2021 Population by Age			
Total	10,039	41,201	89,946
0 - 4	8.2%	7.8%	7.9%
5 - 9	8.3%	7.7%	7.8%
10 - 14	8.0%	7.4%	7.4%
15 - 24	13.4%	13.5%	13.5%
25 - 34	15.0%	14.8%	15.2%
35 - 44	13.2%	12.9%	12.7%
45 - 54	10.7%	10.5%	10.2%
55 - 64	11.9%	11.8%	11.1%
65 - 74	7.0%	7.9%	8.1%
75 - 84	3.0%	4.0%	4.3%
85 +	1.3%	1.8%	1.9%
18 +	71.1%	73.0%	72.9%
2026 Population by Age			
Total	10,474	43,371	95,614
0 - 4	8.2%	7.8%	7.9%
5 - 9	8.2%	7.7%	7.7%
10 - 14	8.2%	7.5%	7.5%
15 - 24	13.8%	13.4%	13.5%
25 - 34	13.6%	13.8%	14.0%
35 - 44	14.0%	13.6%	13.5%
45 - 54	10.5%	10.5%	10.4%
55 - 64	10.1%	10.1%	9.7%
65 - 74	8.4%	9.2%	8.9%
75 - 84	3.6%	4.7%	5.0%
85 +	1.2%	1.8%	1.9%
18 +	70.8%	72.9%	72.8%
2010 Population by Sex			
Males	4,422	17,841	37,493
Females	4,589	18,512	39,384
2021 Population by Sex			
Males	4,953	20,359	44,221
Females	5,086	20,842	45,725
2026 Population by Sex			
Males	5,191	21,541	47,226
Females	5,282	21,830	48,387

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

January 04, 2022



Market Profile

2301 W Missouri Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99187
Longitude: -102.09835

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	9,012	36,352	76,878
White Alone	69.8%	73.6%	72.2%
Black Alone	5.2%	5.4%	8.5%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.5%	0.5%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	20.0%	16.8%	14.9%
Two or More Races	3.6%	2.8%	2.7%
Hispanic Origin	50.7%	47.6%	45.2%
Diversity Index	75.5	72.7	73.3
2021 Population by Race/Ethnicity			
Total	10,040	41,201	89,947
White Alone	63.4%	68.1%	66.6%
Black Alone	5.3%	5.5%	8.8%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.8%	1.0%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	25.1%	20.9%	18.8%
Two or More Races	4.5%	3.6%	3.5%
Hispanic Origin	62.0%	57.8%	55.5%
Diversity Index	78.6	76.1	77.2
2026 Population by Race/Ethnicity			
Total	10,473	43,371	95,613
White Alone	61.9%	66.9%	65.4%
Black Alone	5.2%	5.3%	8.6%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.8%	1.0%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	26.4%	22.0%	19.7%
Two or More Races	4.8%	3.9%	3.8%
Hispanic Origin	66.4%	62.1%	59.8%
Diversity Index	78.6	76.2	77.4
2010 Population by Relationship and Household Type			
Total	9,011	36,353	76,877
In Households	99.6%	98.5%	98.5%
In Family Households	86.5%	86.7%	86.1%
Householder	24.9%	25.5%	25.5%
Spouse	17.2%	18.2%	17.9%
Child	37.1%	36.3%	36.1%
Other relative	4.7%	4.5%	4.3%
Nonrelative	2.6%	2.2%	2.3%
In Nonfamily Households	13.0%	11.8%	12.3%
In Group Quarters	0.4%	1.5%	1.5%
Institutionalized Population	0.1%	0.9%	0.7%
Noninstitutionalized Population	0.3%	0.6%	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.



Market Profile

2301 W Missouri Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99187
Longitude: -102.09835

	1 mile	2 miles	3 miles
2021 Population 25+ by Educational Attainment			
Total	6,237	26,214	57,097
Less than 9th Grade	7.7%	8.1%	8.1%
9th - 12th Grade, No Diploma	9.5%	10.5%	11.1%
High School Graduate	20.0%	19.2%	21.7%
GED/Alternative Credential	5.2%	6.6%	6.2%
Some College, No Degree	21.6%	22.6%	21.9%
Associate Degree	8.9%	8.2%	7.8%
Bachelor's Degree	22.4%	18.5%	17.3%
Graduate/Professional Degree	4.8%	6.3%	6.0%
2021 Population 15+ by Marital Status			
Total	7,583	31,788	69,207
Never Married	35.3%	32.4%	32.7%
Married	44.9%	50.0%	49.6%
Widowed	6.0%	5.6%	5.3%
Divorced	13.9%	12.0%	12.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,589	21,826	48,614
Population 16+ Employed	94.2%	93.6%	93.2%
Population 16+ Unemployment rate	5.8%	6.4%	6.8%
Population 16-24 Employed	12.3%	14.4%	14.3%
Population 16-24 Unemployment rate	15.2%	15.3%	15.0%
Population 25-54 Employed	61.9%	60.8%	61.1%
Population 25-54 Unemployment rate	5.5%	4.9%	5.8%
Population 55-64 Employed	18.5%	16.9%	15.7%
Population 55-64 Unemployment rate	1.7%	4.3%	4.2%
Population 65+ Employed	7.4%	8.0%	8.9%
Population 65+ Unemployment rate	0.0%	4.5%	3.6%
2021 Employed Population 16+ by Industry			
Total	5,267	20,429	45,292
Agriculture/Mining	11.8%	15.0%	14.2%
Construction	11.0%	10.0%	10.6%
Manufacturing	2.3%	4.5%	4.3%
Wholesale Trade	3.3%	3.3%	3.6%
Retail Trade	13.6%	9.3%	9.8%
Transportation/Utilities	6.0%	6.1%	6.5%
Information	1.0%	0.9%	0.9%
Finance/Insurance/Real Estate	4.5%	5.6%	5.3%
Services	44.0%	43.1%	42.5%
Public Administration	2.4%	2.2%	2.4%
2021 Employed Population 16+ by Occupation			
Total	5,268	20,429	45,291
White Collar	47.1%	51.1%	52.5%
Management/Business/Financial	13.6%	15.6%	14.3%
Professional	14.6%	16.8%	17.3%
Sales	9.6%	8.7%	9.4%
Administrative Support	9.2%	10.0%	11.5%
Services	14.9%	15.2%	15.3%
Blue Collar	38.1%	33.7%	32.2%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	11.8%	12.6%	12.9%
Installation/Maintenance/Repair	5.6%	3.8%	4.4%
Production	5.2%	4.2%	3.8%
Transportation/Material Moving	15.2%	12.9%	11.0%

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



Market Profile

2301 W Missouri Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99187
Longitude: -102.09835

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	3,248	12,949	27,469
Households with 1 Person	26.0%	24.0%	24.6%
Households with 2+ People	74.0%	76.0%	75.4%
Family Households	69.4%	71.8%	71.0%
Husband-wife Families	47.9%	51.5%	50.0%
With Related Children	26.3%	26.6%	25.4%
Other Family (No Spouse Present)	21.5%	20.4%	21.1%
Other Family with Male Householder	5.8%	5.3%	5.5%
With Related Children	3.8%	3.3%	3.5%
Other Family with Female Householder	15.6%	15.1%	15.6%
With Related Children	11.2%	10.7%	11.0%
Nonfamily Households	4.6%	4.1%	4.4%
All Households with Children	41.6%	40.8%	40.2%
Multigenerational Households	6.8%	6.7%	6.5%
Unmarried Partner Households	6.7%	6.0%	6.3%
Male-female	6.2%	5.5%	5.7%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	3,247	12,949	27,471
1 Person Household	26.0%	24.0%	24.6%
2 Person Household	27.7%	29.4%	29.9%
3 Person Household	16.6%	17.1%	16.8%
4 Person Household	14.7%	14.8%	14.6%
5 Person Household	8.3%	8.5%	8.2%
6 Person Household	3.7%	3.7%	3.6%
7 + Person Household	3.0%	2.5%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	3,247	12,949	27,470
Owner Occupied	68.6%	72.9%	69.2%
Owned with a Mortgage/Loan	42.2%	42.6%	40.2%
Owned Free and Clear	26.3%	30.4%	29.0%
Renter Occupied	31.4%	27.1%	30.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	175	176	168
Percent of Income for Mortgage	12.2%	12.1%	12.6%
Wealth Index	108	122	112
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,589	13,939	29,283
Housing Units Inside Urbanized Area	100.0%	99.9%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.7%
2010 Population By Urban/ Rural Status			
Total Population	9,011	36,353	76,877
Population Inside Urbanized Area	100.0%	99.9%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.8%

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



Market Profile

2301 W Missouri Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99187
Longitude: -102.09835

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Forging Opportunity (7D)	Forging Opportunity (7D)	Southwestern Families (7F)
2.	Traditional Living (12B)	Comfortable Empty Nesters (5A)	Forging Opportunity (7D)
3.	Front Porches (8E)	Southwestern Families (7F)	Bright Young Professionals (8C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$7,908,154	\$35,024,598	\$74,560,608
Average Spent	\$2,208.98	\$2,399.44	\$2,326.09
Spending Potential Index	104	113	110
Education: Total \$	\$5,896,769	\$26,266,418	\$55,836,880
Average Spent	\$1,647.14	\$1,799.44	\$1,741.96
Spending Potential Index	95	104	101
Entertainment/Recreation: Total \$	\$11,779,742	\$51,818,238	\$110,045,811
Average Spent	\$3,290.43	\$3,549.92	\$3,433.14
Spending Potential Index	102	110	106
Food at Home: Total \$	\$20,217,783	\$89,621,819	\$191,368,384
Average Spent	\$5,647.43	\$6,139.74	\$5,970.19
Spending Potential Index	104	113	110
Food Away from Home: Total \$	\$14,222,167	\$62,968,356	\$134,448,937
Average Spent	\$3,972.67	\$4,313.79	\$4,194.45
Spending Potential Index	105	114	110
Health Care: Total \$	\$23,348,526	\$103,391,509	\$218,955,217
Average Spent	\$6,521.93	\$7,083.07	\$6,830.82
Spending Potential Index	105	114	110
HH Furnishings & Equipment: Total \$	\$8,369,707	\$37,086,062	\$78,658,947
Average Spent	\$2,337.91	\$2,540.66	\$2,453.95
Spending Potential Index	104	113	109
Personal Care Products & Services: Total \$	\$3,338,541	\$14,824,720	\$31,504,235
Average Spent	\$932.55	\$1,015.60	\$982.85
Spending Potential Index	104	113	110
Shelter: Total \$	\$73,778,225	\$326,424,795	\$694,071,315
Average Spent	\$20,608.44	\$22,362.46	\$21,653.19
Spending Potential Index	102	111	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,688,627	\$39,015,266	\$83,336,117
Average Spent	\$2,426.99	\$2,672.83	\$2,599.87
Spending Potential Index	102	112	109
Travel: Total \$	\$9,011,868	\$40,177,358	\$85,256,394
Average Spent	\$2,517.28	\$2,752.44	\$2,659.77
Spending Potential Index	100	109	105
Vehicle Maintenance & Repairs: Total \$	\$4,211,701	\$18,527,726	\$39,513,554
Average Spent	\$1,176.45	\$1,269.28	\$1,232.72
Spending Potential Index	106	115	111

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.