



## Market Profile

5306 Briarwood Ave, Midland, Texas, 79707  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.02661  
Longitude: -102.16039

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	5,117	20,981	41,433
2010 Total Population	7,419	26,688	49,563
2021 Total Population	9,030	32,869	58,784
2021 Group Quarters	11	361	469
2026 Total Population	9,683	35,406	62,789
2021-2026 Annual Rate	1.41%	1.50%	1.33%
2021 Total Daytime Population	8,546	31,271	54,652
Workers	4,892	17,305	29,417
Residents	3,654	13,966	25,235
<b>Household Summary</b>			
2000 Households	2,123	8,440	16,906
2000 Average Household Size	2.41	2.44	2.43
2010 Households	3,130	11,101	20,570
2010 Average Household Size	2.37	2.37	2.39
2021 Households	3,766	13,693	24,489
2021 Average Household Size	2.40	2.37	2.38
2026 Households	4,033	14,739	26,153
2026 Average Household Size	2.40	2.38	2.38
2021-2026 Annual Rate	1.38%	1.48%	1.32%
2010 Families	2,084	7,233	13,509
2010 Average Family Size	2.90	2.95	2.96
2021 Families	2,484	8,869	15,857
2021 Average Family Size	2.94	2.96	2.97
2026 Families	2,658	9,529	16,882
2026 Average Family Size	2.95	2.97	2.98
2021-2026 Annual Rate	1.36%	1.45%	1.26%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,535	9,722	18,915
Owner Occupied Housing Units	44.3%	49.9%	53.3%
Renter Occupied Housing Units	39.4%	36.9%	36.1%
Vacant Housing Units	16.3%	13.2%	10.6%
2010 Housing Units	3,473	11,904	21,806
Owner Occupied Housing Units	50.1%	54.7%	56.8%
Renter Occupied Housing Units	40.0%	38.5%	37.5%
Vacant Housing Units	9.9%	6.7%	5.7%
2021 Housing Units	4,016	14,395	25,591
Owner Occupied Housing Units	52.8%	55.7%	56.7%
Renter Occupied Housing Units	40.9%	39.4%	39.0%
Vacant Housing Units	6.2%	4.9%	4.3%
2026 Housing Units	4,279	15,412	27,206
Owner Occupied Housing Units	53.8%	56.8%	57.8%
Renter Occupied Housing Units	40.5%	38.8%	38.4%
Vacant Housing Units	5.7%	4.4%	3.9%
<b>Median Household Income</b>			
2021	\$109,202	\$105,223	\$103,391
2026	\$114,932	\$110,843	\$109,077
<b>Median Home Value</b>			
2021	\$400,613	\$328,249	\$292,726
2026	\$430,377	\$369,180	\$318,460
<b>Per Capita Income</b>			
2021	\$53,890	\$55,617	\$54,510
2026	\$58,457	\$60,748	\$59,796
<b>Median Age</b>			
2010	31.6	35.0	34.9
2021	33.6	36.6	36.3
2026	34.2	37.5	37.1

**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	3,766	13,693	24,489
<\$15,000	0.7%	5.3%	5.3%
\$15,000 - \$24,999	9.2%	5.8%	6.2%
\$25,000 - \$34,999	3.1%	3.8%	3.8%
\$35,000 - \$49,999	7.9%	6.5%	7.0%
\$50,000 - \$74,999	14.4%	15.4%	15.2%
\$75,000 - \$99,999	7.9%	9.7%	10.1%
\$100,000 - \$149,999	25.3%	22.3%	22.5%
\$150,000 - \$199,999	12.4%	12.1%	11.7%
\$200,000+	19.2%	19.2%	18.1%
Average Household Income	\$135,537	\$134,253	\$131,394
<b>2026 Households by Income</b>			
Household Income Base	4,033	14,739	26,153
<\$15,000	0.6%	4.4%	4.4%
\$15,000 - \$24,999	8.2%	5.1%	5.2%
\$25,000 - \$34,999	2.5%	2.9%	3.1%
\$35,000 - \$49,999	6.4%	5.4%	6.0%
\$50,000 - \$74,999	13.7%	15.6%	15.2%
\$75,000 - \$99,999	7.8%	9.6%	10.1%
\$100,000 - \$149,999	26.5%	23.0%	23.4%
\$150,000 - \$199,999	13.9%	13.4%	13.1%
\$200,000+	20.4%	20.6%	19.6%
Average Household Income	\$147,552	\$146,804	\$144,161
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,122	8,020	14,520
<\$50,000	0.0%	0.2%	0.4%
\$50,000 - \$99,999	0.1%	0.2%	0.8%
\$100,000 - \$149,999	0.7%	1.3%	2.9%
\$150,000 - \$199,999	3.6%	4.5%	8.7%
\$200,000 - \$249,999	5.4%	9.2%	12.4%
\$250,000 - \$299,999	22.7%	30.7%	29.1%
\$300,000 - \$399,999	17.3%	13.8%	14.9%
\$400,000 - \$499,999	19.2%	14.1%	10.5%
\$500,000 - \$749,999	29.3%	22.9%	16.5%
\$750,000 - \$999,999	1.2%	1.9%	2.1%
\$1,000,000 - \$1,499,999	0.1%	0.7%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.7%
\$2,000,000 +	0.3%	0.1%	0.1%
Average Home Value	\$431,229	\$404,224	\$375,105
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	2,302	8,753	15,719
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.3%	0.2%	0.8%
\$150,000 - \$199,999	2.4%	1.8%	4.2%
\$200,000 - \$249,999	3.5%	6.2%	10.2%
\$250,000 - \$299,999	20.6%	32.2%	31.5%
\$300,000 - \$399,999	16.2%	13.8%	16.9%
\$400,000 - \$499,999	23.0%	17.3%	13.5%
\$500,000 - \$749,999	32.8%	25.8%	18.8%
\$750,000 - \$999,999	0.9%	1.6%	1.9%
\$1,000,000 - \$1,499,999	0.1%	0.6%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.8%
\$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	\$447,502	\$423,204	\$401,683

**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	7,420	26,688	49,563
0 - 4	8.6%	7.5%	7.5%
5 - 9	7.4%	6.5%	6.6%
10 - 14	7.2%	6.4%	6.5%
15 - 24	14.5%	14.2%	14.3%
25 - 34	18.0%	15.3%	15.2%
35 - 44	13.6%	11.9%	11.7%
45 - 54	15.1%	15.3%	14.8%
55 - 64	10.0%	11.6%	11.5%
65 - 74	3.2%	4.9%	5.5%
75 - 84	1.9%	4.3%	4.7%
85 +	0.4%	2.0%	1.8%
18 +	72.8%	75.7%	75.4%
<b>2021 Population by Age</b>			
Total	9,031	32,868	58,784
0 - 4	7.6%	6.7%	6.8%
5 - 9	7.0%	6.5%	6.6%
10 - 14	7.0%	6.6%	6.6%
15 - 24	13.6%	12.4%	12.4%
25 - 34	17.2%	15.6%	15.8%
35 - 44	14.5%	12.9%	12.7%
45 - 54	12.4%	11.4%	11.2%
55 - 64	11.3%	12.6%	12.4%
65 - 74	6.3%	8.5%	8.6%
75 - 84	2.4%	4.3%	4.6%
85 +	0.6%	2.5%	2.4%
18 +	74.9%	76.8%	76.6%
<b>2026 Population by Age</b>			
Total	9,685	35,407	62,788
0 - 4	7.6%	6.8%	6.9%
5 - 9	6.8%	6.3%	6.5%
10 - 14	6.7%	6.4%	6.4%
15 - 24	13.4%	12.5%	12.7%
25 - 34	16.9%	14.4%	14.6%
35 - 44	14.5%	13.6%	13.4%
45 - 54	12.8%	11.9%	11.5%
55 - 64	10.1%	10.7%	10.5%
65 - 74	7.0%	9.6%	9.6%
75 - 84	3.5%	5.3%	5.4%
85 +	0.7%	2.6%	2.4%
18 +	75.2%	77.0%	76.6%
<b>2010 Population by Sex</b>			
Males	3,707	13,092	24,250
Females	3,712	13,596	25,313
<b>2021 Population by Sex</b>			
Males	4,525	16,138	28,841
Females	4,505	16,730	29,943
<b>2026 Population by Sex</b>			
Males	4,856	17,378	30,783
Females	4,827	18,028	32,007

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<b>2010 Population by Race/Ethnicity</b>			
Total	7,419	26,687	49,561
White Alone	82.4%	83.6%	84.0%
Black Alone	4.1%	4.1%	4.3%
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	7.2%	6.8%	6.6%
Two or More Races	2.4%	2.1%	2.2%
Hispanic Origin	23.7%	21.6%	21.7%
Diversity Index	56.5	53.6	53.3
<b>2021 Population by Race/Ethnicity</b>			
Total	9,029	32,870	58,785
White Alone	75.1%	76.4%	76.9%
Black Alone	4.4%	4.5%	4.8%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	6.5%	5.8%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.7%	9.5%	9.4%
Two or More Races	3.4%	3.0%	3.1%
Hispanic Origin	32.2%	30.0%	30.6%
Diversity Index	67.9	65.8	65.7
<b>2026 Population by Race/Ethnicity</b>			
Total	9,683	35,408	62,789
White Alone	72.8%	74.1%	74.6%
Black Alone	4.4%	4.6%	4.9%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	7.3%	6.5%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.6%	10.5%	10.5%
Two or More Races	3.9%	3.5%	3.6%
Hispanic Origin	36.5%	34.2%	35.0%
Diversity Index	71.1	69.5	69.3
<b>2010 Population by Relationship and Household Type</b>			
Total	7,419	26,688	49,563
In Households	99.9%	98.6%	99.0%
In Family Households	83.0%	81.4%	82.1%
Householder	26.8%	27.1%	27.2%
Spouse	20.9%	21.5%	21.4%
Child	31.4%	28.9%	29.5%
Other relative	2.2%	2.4%	2.4%
Nonrelative	1.7%	1.6%	1.6%
In Nonfamily Households	16.8%	17.2%	16.9%
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%

**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	5,855	22,288	39,751
Less than 9th Grade	2.8%	2.7%	2.3%
9th - 12th Grade, No Diploma	1.7%	2.9%	3.5%
High School Graduate	21.4%	18.0%	18.3%
GED/Alternative Credential	2.9%	3.1%	3.5%
Some College, No Degree	20.7%	21.4%	22.8%
Associate Degree	9.7%	9.1%	8.7%
Bachelor's Degree	26.4%	28.7%	28.4%
Graduate/Professional Degree	14.3%	14.0%	12.5%
<b>2021 Population 15+ by Marital Status</b>			
Total	7,080	26,365	47,067
Never Married	34.2%	28.4%	28.1%
Married	57.5%	56.4%	56.1%
Widowed	3.3%	6.2%	5.4%
Divorced	5.1%	9.0%	10.4%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,557	19,951	35,565
Population 16+ Employed	97.7%	95.6%	95.1%
Population 16+ Unemployment rate	2.3%	4.4%	4.9%
Population 16-24 Employed	15.0%	13.6%	13.2%
Population 16-24 Unemployment rate	2.2%	5.6%	8.8%
Population 25-54 Employed	65.0%	60.3%	60.2%
Population 25-54 Unemployment rate	1.5%	3.5%	3.8%
Population 55-64 Employed	14.5%	16.1%	16.0%
Population 55-64 Unemployment rate	6.5%	8.9%	7.5%
Population 65+ Employed	5.5%	10.0%	10.5%
Population 65+ Unemployment rate	0.0%	0.0%	1.6%
<b>2021 Employed Population 16+ by Industry</b>			
Total	5,429	19,077	33,818
Agriculture/Mining	20.2%	18.9%	17.6%
Construction	7.8%	6.7%	5.9%
Manufacturing	2.5%	3.0%	4.1%
Wholesale Trade	2.7%	2.9%	3.2%
Retail Trade	12.7%	13.0%	11.6%
Transportation/Utilities	6.4%	7.7%	6.6%
Information	0.9%	0.7%	1.0%
Finance/Insurance/Real Estate	5.8%	6.3%	6.8%
Services	39.1%	37.9%	40.4%
Public Administration	2.0%	2.8%	2.8%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	5,429	19,077	33,820
White Collar	71.5%	71.0%	70.5%
Management/Business/Financial	26.6%	23.6%	22.1%
Professional	24.6%	24.4%	25.5%
Sales	8.5%	9.9%	9.7%
Administrative Support	11.9%	13.1%	13.2%
Services	4.5%	6.7%	8.4%
Blue Collar	23.9%	22.3%	21.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	13.4%	10.4%	9.0%
Installation/Maintenance/Repair	3.0%	3.9%	3.9%
Production	3.1%	2.3%	2.2%
Transportation/Material Moving	4.3%	5.7%	6.0%

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<b>2010 Households by Type</b>			
Total	3,131	11,102	20,570
Households with 1 Person	26.9%	29.1%	28.8%
Households with 2+ People	73.1%	70.9%	71.2%
Family Households	66.6%	65.2%	65.7%
Husband-wife Families	52.3%	51.8%	51.8%
With Related Children	26.1%	22.6%	22.7%
Other Family (No Spouse Present)	14.2%	13.3%	13.9%
Other Family with Male Householder	4.2%	3.7%	3.8%
With Related Children	2.8%	2.3%	2.4%
Other Family with Female Householder	10.0%	9.6%	10.1%
With Related Children	7.9%	7.1%	7.3%
Nonfamily Households	6.5%	5.8%	5.6%
All Households with Children	37.5%	32.6%	32.8%
Multigenerational Households	2.2%	2.3%	2.6%
Unmarried Partner Households	6.8%	6.0%	5.6%
Male-female	6.0%	5.3%	5.1%
Same-sex	0.8%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	3,132	11,101	20,570
1 Person Household	26.9%	29.1%	28.8%
2 Person Household	33.0%	35.1%	35.1%
3 Person Household	17.0%	15.7%	15.7%
4 Person Household	15.4%	12.8%	12.7%
5 Person Household	5.7%	5.1%	5.3%
6 Person Household	1.6%	1.6%	1.7%
7 + Person Household	0.5%	0.7%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,130	11,101	20,570
Owner Occupied	55.6%	58.7%	60.2%
Owned with a Mortgage/Loan	43.4%	40.8%	40.7%
Owned Free and Clear	12.2%	17.9%	19.5%
Renter Occupied	44.4%	41.3%	39.8%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	131	156	173
Percent of Income for Mortgage	15.4%	13.1%	11.9%
Wealth Index	148	157	154
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,473	11,904	21,806
Housing Units Inside Urbanized Area	99.3%	98.8%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.7%	1.2%	2.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,419	26,688	49,563
Population Inside Urbanized Area	99.3%	98.6%	97.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	1.4%	2.7%

**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.	Enterprising Professionals (2D)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
2.	Bright Young Professionals (8C)	Professional Pride (1B)	In Style (5B)
3.	Young and Restless (11B)	In Style (5B)	Professional Pride (1B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,039,974	\$42,954,064	\$75,182,707
Average Spent	\$3,197.02	\$3,136.94	\$3,070.06
Spending Potential Index	151	148	145
Education: Total \$	\$9,908,949	\$35,571,472	\$61,785,477
Average Spent	\$2,631.16	\$2,597.79	\$2,522.99
Spending Potential Index	152	151	146
Entertainment/Recreation: Total \$	\$17,317,579	\$63,038,020	\$110,733,616
Average Spent	\$4,598.40	\$4,603.67	\$4,521.77
Spending Potential Index	142	142	140
Food at Home: Total \$	\$29,761,524	\$107,055,013	\$187,503,686
Average Spent	\$7,902.69	\$7,818.23	\$7,656.65
Spending Potential Index	145	143	141
Food Away from Home: Total \$	\$21,659,607	\$76,595,570	\$133,954,037
Average Spent	\$5,751.36	\$5,593.78	\$5,469.97
Spending Potential Index	152	147	144
Health Care: Total \$	\$31,915,632	\$119,110,116	\$210,440,795
Average Spent	\$8,474.68	\$8,698.61	\$8,593.28
Spending Potential Index	136	139	138
HH Furnishings & Equipment: Total \$	\$12,288,744	\$44,828,544	\$78,851,115
Average Spent	\$3,263.08	\$3,273.83	\$3,219.86
Spending Potential Index	145	145	143
Personal Care Products & Services: Total \$	\$4,991,889	\$18,058,957	\$31,642,059
Average Spent	\$1,325.51	\$1,318.85	\$1,292.09
Spending Potential Index	148	147	144
Shelter: Total \$	\$114,011,471	\$405,719,573	\$706,916,331
Average Spent	\$30,273.89	\$29,629.71	\$28,866.69
Spending Potential Index	150	147	143
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,492,258	\$46,835,158	\$83,217,788
Average Spent	\$3,317.12	\$3,420.37	\$3,398.17
Spending Potential Index	139	143	142
Travel: Total \$	\$13,991,893	\$50,584,094	\$88,580,792
Average Spent	\$3,715.32	\$3,694.16	\$3,617.17
Spending Potential Index	147	146	143
Vehicle Maintenance & Repairs: Total \$	\$6,003,842	\$21,918,832	\$38,710,079
Average Spent	\$1,594.22	\$1,600.73	\$1,580.71
Spending Potential Index	144	144	143

**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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