



Market Profile

2408 N Big Spring St, Midland, Texas, 79705
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.02234
Longitude: -102.08063

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	11,397	29,420	57,679
2020 Total Population	11,675	30,519	63,067
2020 Group Quarters	194	546	1,219
2022 Total Population	12,009	30,886	64,629
2022 Group Quarters	194	546	1,219
2027 Total Population	12,983	32,752	68,056
2022-2027 Annual Rate	1.57%	1.18%	1.04%
2022 Total Daytime Population	14,225	40,796	74,826
Workers	8,134	25,150	42,261
Residents	6,091	15,646	32,565
Household Summary			
2010 Households	4,111	10,499	21,110
2010 Average Household Size	2.68	2.72	2.68
2020 Total Households	4,367	10,976	22,723
2020 Average Household Size	2.63	2.73	2.72
2022 Total Households	4,493	11,206	23,375
2022 Average Household Size	2.63	2.71	2.71
2027 Total Households	4,842	11,825	24,470
2027 Average Household Size	2.64	2.72	2.73
2022-2027 Annual Rate	1.51%	1.08%	0.92%
2010 Families	2,802	7,419	14,823
2010 Average Family Size	3.30	3.29	3.24
2022 Total Families	2,956	7,592	15,825
2022 Average Family Size	3.33	3.38	3.37
2027 Total Families	3,215	8,044	16,606
2027 Average Family Size	3.32	3.39	3.38
2022-2027 Annual Rate	1.69%	1.16%	0.97%
Housing Unit Summary			
2000 Housing Units	4,089	10,350	21,334
Owner Occupied Housing Units	57.9%	67.5%	63.3%
Renter Occupied Housing Units	31.6%	23.0%	26.4%
Vacant Housing Units	10.5%	9.5%	10.2%
2010 Housing Units	4,446	11,243	22,635
Owner Occupied Housing Units	59.7%	66.9%	64.3%
Renter Occupied Housing Units	32.7%	26.5%	29.0%
Vacant Housing Units	7.5%	6.6%	6.7%
2020 Housing Units	5,003	12,548	26,060
Vacant Housing Units	12.7%	12.5%	12.8%
2022 Housing Units	5,270	12,926	26,897
Owner Occupied Housing Units	60.2%	65.0%	62.9%
Renter Occupied Housing Units	25.1%	21.7%	24.0%
Vacant Housing Units	14.7%	13.3%	13.1%
2027 Housing Units	5,714	13,760	28,457
Owner Occupied Housing Units	57.9%	63.5%	61.9%
Renter Occupied Housing Units	26.8%	22.4%	24.0%
Vacant Housing Units	15.3%	14.1%	14.0%
Median Household Income			
2022	\$79,513	\$89,339	\$84,266
2027	\$100,474	\$105,660	\$101,559
Median Home Value			
2022	\$264,189	\$279,799	\$279,268
2027	\$337,992	\$346,713	\$341,859
Per Capita Income			
2022	\$39,446	\$45,894	\$43,089
2027	\$44,871	\$51,274	\$48,756
Median Age			
2010	32.9	34.6	34.1
2022	34.2	36.4	36.0
2027	35.7	37.8	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	4,493	11,206	23,375
<\$15,000	11.3%	8.1%	8.2%
\$15,000 - \$24,999	7.9%	9.4%	10.0%
\$25,000 - \$34,999	4.7%	5.0%	4.5%
\$35,000 - \$49,999	7.9%	7.0%	8.1%
\$50,000 - \$74,999	15.8%	14.3%	14.6%
\$75,000 - \$99,999	10.9%	10.0%	10.6%
\$100,000 - \$149,999	21.1%	20.8%	20.5%
\$150,000 - \$199,999	10.7%	11.4%	10.5%
\$200,000+	9.7%	14.1%	12.9%
Average Household Income	\$107,660	\$125,448	\$118,924
2027 Households by Income			
Household Income Base	4,842	11,825	24,470
<\$15,000	8.3%	6.1%	6.1%
\$15,000 - \$24,999	5.9%	7.1%	7.4%
\$25,000 - \$34,999	3.2%	3.5%	3.5%
\$35,000 - \$49,999	6.7%	5.9%	7.4%
\$50,000 - \$74,999	15.4%	13.7%	14.4%
\$75,000 - \$99,999	10.0%	9.2%	10.0%
\$100,000 - \$149,999	26.4%	25.3%	23.2%
\$150,000 - \$199,999	13.7%	14.4%	13.8%
\$200,000+	10.3%	14.7%	14.2%
Average Household Income	\$123,168	\$140,848	\$135,504
2022 Owner Occupied Housing Units by Value			
Total	3,171	8,398	16,921
<\$50,000	6.7%	7.3%	7.4%
\$50,000 - \$99,999	9.8%	8.4%	8.0%
\$100,000 - \$149,999	6.5%	6.4%	6.7%
\$150,000 - \$199,999	9.8%	8.0%	8.2%
\$200,000 - \$249,999	12.6%	9.4%	8.7%
\$250,000 - \$299,999	16.3%	17.5%	18.8%
\$300,000 - \$399,999	19.1%	17.8%	17.8%
\$400,000 - \$499,999	3.8%	8.5%	9.8%
\$500,000 - \$749,999	11.1%	12.5%	10.6%
\$750,000 - \$999,999	0.7%	1.3%	1.6%
\$1,000,000 - \$1,499,999	2.9%	2.0%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.6%	0.7%	0.6%
Average Home Value	\$317,331	\$332,513	\$325,604
2027 Owner Occupied Housing Units by Value			
Total	3,308	8,738	17,629
<\$50,000	0.5%	3.0%	2.7%
\$50,000 - \$99,999	2.9%	3.0%	2.0%
\$100,000 - \$149,999	1.7%	2.2%	2.0%
\$150,000 - \$199,999	1.5%	3.1%	5.4%
\$200,000 - \$249,999	6.0%	5.5%	5.4%
\$250,000 - \$299,999	26.3%	21.9%	22.1%
\$300,000 - \$399,999	29.2%	24.0%	24.8%
\$400,000 - \$499,999	10.5%	14.5%	16.0%
\$500,000 - \$749,999	15.8%	17.1%	14.6%
\$750,000 - \$999,999	1.1%	2.0%	2.2%
\$1,000,000 - \$1,499,999	3.8%	2.7%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.6%	0.7%	0.6%
Average Home Value	\$413,362	\$410,373	\$400,174

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	11,399	29,419	57,679
0 - 4	8.9%	8.1%	8.1%
5 - 9	7.8%	7.6%	7.5%
10 - 14	6.9%	7.0%	7.1%
15 - 24	15.1%	14.6%	14.7%
25 - 34	13.9%	13.1%	13.7%
35 - 44	10.8%	11.0%	11.1%
45 - 54	13.1%	14.1%	14.0%
55 - 64	10.6%	11.0%	10.9%
65 - 74	6.9%	6.7%	6.3%
75 - 84	4.5%	5.2%	4.9%
85 +	1.5%	1.6%	1.6%
18 +	72.0%	72.7%	72.7%
2022 Population by Age			
Total	12,009	30,885	64,628
0 - 4	8.2%	7.5%	7.3%
5 - 9	8.2%	7.6%	7.3%
10 - 14	7.8%	7.4%	7.1%
15 - 24	12.6%	12.2%	12.5%
25 - 34	14.3%	13.4%	14.5%
35 - 44	12.6%	12.5%	12.3%
45 - 54	9.8%	10.4%	10.4%
55 - 64	10.9%	12.4%	12.3%
65 - 74	9.0%	9.2%	9.2%
75 - 84	4.8%	5.2%	5.1%
85 +	1.9%	2.2%	2.2%
18 +	72.0%	73.7%	74.4%
2027 Population by Age			
Total	12,984	32,753	68,056
0 - 4	8.0%	7.3%	7.3%
5 - 9	7.8%	7.4%	7.2%
10 - 14	7.9%	7.5%	7.2%
15 - 24	13.3%	12.4%	12.4%
25 - 34	12.1%	11.7%	13.0%
35 - 44	13.4%	13.5%	13.4%
45 - 54	10.3%	10.7%	10.5%
55 - 64	9.7%	10.6%	10.6%
65 - 74	9.5%	10.4%	10.3%
75 - 84	5.9%	6.1%	5.9%
85 +	2.0%	2.4%	2.3%
18 +	72.1%	73.7%	74.4%
2010 Population by Sex			
Males	5,426	14,137	27,825
Females	5,971	15,283	29,854
2022 Population by Sex			
Males	5,827	15,018	31,587
Females	6,182	15,869	33,041
2027 Population by Sex			
Males	6,341	16,010	33,375
Females	6,642	16,742	34,681

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	11,397	29,420	57,680
White Alone	62.3%	69.6%	72.2%
Black Alone	18.6%	13.7%	10.5%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	0.5%	0.6%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.7%	12.7%	13.0%
Two or More Races	3.1%	2.6%	2.6%
Hispanic Origin	52.9%	44.3%	41.5%
Diversity Index	77.7	73.7	71.7
2020 Population by Race/Ethnicity			
Total	11,675	30,519	63,067
White Alone	41.0%	50.9%	53.7%
Black Alone	15.2%	11.3%	9.5%
American Indian Alone	1.1%	0.9%	0.9%
Asian Alone	1.0%	1.0%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.4%	14.2%	14.7%
Two or More Races	24.1%	21.6%	19.6%
Hispanic Origin	56.7%	48.2%	46.2%
Diversity Index	85.8	83.0	82.0
2022 Population by Race/Ethnicity			
Total	12,008	30,886	64,629
White Alone	39.5%	49.3%	52.3%
Black Alone	15.2%	11.4%	9.6%
American Indian Alone	1.1%	0.9%	0.9%
Asian Alone	1.0%	1.0%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.4%	14.3%	14.7%
Two or More Races	25.6%	23.0%	20.9%
Hispanic Origin	57.8%	49.5%	47.2%
Diversity Index	85.9	83.5	82.5
2027 Population by Race/Ethnicity			
Total	12,983	32,752	68,056
White Alone	36.8%	46.5%	49.4%
Black Alone	15.3%	11.5%	9.7%
American Indian Alone	1.1%	0.9%	1.0%
Asian Alone	1.1%	1.0%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.4%	14.4%	15.0%
Two or More Races	28.2%	25.6%	23.4%
Hispanic Origin	58.9%	50.8%	48.7%
Diversity Index	86.2	84.2	83.4
2010 Population by Relationship and Household Type			
Total	11,397	29,420	57,679
In Households	96.7%	97.1%	98.1%
In Family Households	83.7%	85.0%	85.3%
Householder	24.2%	25.5%	25.8%
Spouse	15.5%	18.0%	18.5%
Child	36.9%	35.6%	34.9%
Other relative	4.6%	4.0%	4.0%
Nonrelative	2.4%	2.0%	2.0%
In Nonfamily Households	13.0%	12.1%	12.8%
In Group Quarters	3.3%	2.9%	1.9%
Institutionalized Population	1.3%	1.1%	0.9%
Noninstitutionalized Population	2.0%	1.8%	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.

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2022 Population 25+ by Educational Attainment			
Total	7,590	20,164	42,523
Less than 9th Grade	9.4%	6.2%	6.0%
9th - 12th Grade, No Diploma	11.6%	9.4%	9.8%
High School Graduate	23.6%	21.5%	20.3%
GED/Alternative Credential	5.7%	5.8%	5.1%
Some College, No Degree	21.5%	19.5%	20.6%
Associate Degree	6.5%	7.5%	7.8%
Bachelor's Degree	15.4%	21.7%	22.4%
Graduate/Professional Degree	6.3%	8.3%	7.9%
2022 Population 15+ by Marital Status			
Total	9,099	23,946	50,609
Never Married	33.4%	32.1%	31.9%
Married	47.6%	50.1%	51.1%
Widowed	5.9%	5.3%	5.6%
Divorced	13.1%	12.4%	11.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,400	16,188	34,255
Population 16+ Employed	93.7%	94.6%	94.3%
Population 16+ Unemployment rate	6.3%	5.4%	5.7%
Population 16-24 Employed	14.0%	13.1%	13.0%
Population 16-24 Unemployment rate	13.2%	14.6%	17.5%
Population 25-54 Employed	61.8%	60.6%	60.8%
Population 25-54 Unemployment rate	4.4%	3.7%	3.4%
Population 55-64 Employed	15.9%	17.2%	16.7%
Population 55-64 Unemployment rate	3.0%	2.6%	3.8%
Population 65+ Employed	8.4%	9.1%	9.6%
Population 65+ Unemployment rate	12.6%	7.2%	4.4%
2022 Employed Population 16+ by Industry			
Total	5,999	15,313	32,311
Agriculture/Mining	13.3%	12.2%	12.4%
Construction	11.7%	9.5%	8.8%
Manufacturing	3.4%	2.9%	3.3%
Wholesale Trade	3.0%	4.0%	3.9%
Retail Trade	8.2%	9.2%	10.3%
Transportation/Utilities	4.5%	5.9%	5.8%
Information	0.5%	1.1%	1.3%
Finance/Insurance/Real Estate	4.1%	5.6%	6.2%
Services	48.2%	46.6%	45.0%
Public Administration	3.2%	3.0%	2.8%
2022 Employed Population 16+ by Occupation			
Total	6,001	15,313	32,311
White Collar	46.4%	54.9%	56.1%
Management/Business/Financial	13.6%	16.7%	16.4%
Professional	15.3%	18.7%	19.6%
Sales	9.1%	9.8%	9.5%
Administrative Support	8.4%	9.6%	10.6%
Services	21.5%	18.4%	16.6%
Blue Collar	32.1%	26.8%	27.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	15.1%	11.7%	10.7%
Installation/Maintenance/Repair	3.5%	3.0%	3.3%
Production	3.1%	2.7%	3.0%
Transportation/Material Moving	10.3%	9.3%	10.0%

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2010 Households by Type			
Total	4,111	10,500	21,111
Households with 1 Person	27.7%	25.7%	25.7%
Households with 2+ People	72.3%	74.3%	74.3%
Family Households	68.2%	70.7%	70.2%
Husband-wife Families	43.8%	49.9%	50.5%
With Related Children	22.7%	23.8%	24.0%
Other Family (No Spouse Present)	24.3%	20.8%	19.8%
Other Family with Male Householder	6.0%	4.9%	4.9%
With Related Children	3.6%	2.9%	3.0%
Other Family with Female Householder	18.3%	15.9%	14.9%
With Related Children	12.0%	10.6%	10.3%
Nonfamily Households	4.1%	3.6%	4.1%
All Households with Children	38.7%	37.6%	37.6%
Multigenerational Households	8.8%	7.0%	6.2%
Unmarried Partner Households	6.4%	5.1%	5.3%
Male-female	6.0%	4.8%	4.9%
Same-sex	0.4%	0.3%	0.4%
2010 Households by Size			
Total	4,112	10,498	21,110
1 Person Household	27.7%	25.7%	25.6%
2 Person Household	27.5%	30.6%	31.3%
3 Person Household	16.2%	16.3%	16.5%
4 Person Household	14.2%	14.0%	13.6%
5 Person Household	7.8%	7.5%	7.5%
6 Person Household	3.8%	3.5%	3.2%
7 + Person Household	2.9%	2.4%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	4,111	10,500	21,110
Owner Occupied	64.6%	71.6%	68.9%
Owned with a Mortgage/Loan	35.4%	39.2%	38.5%
Owned Free and Clear	29.2%	32.4%	30.4%
Renter Occupied	35.4%	28.4%	31.1%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	130	139	130
Percent of Income for Mortgage	17.5%	16.5%	17.5%
Wealth Index	93	137	126
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,446	11,243	22,635
Housing Units Inside Urbanized Area	100.0%	99.8%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	11,397	29,420	57,679
Population Inside Urbanized Area	100.0%	99.8%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.9%

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.	Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Old and Newcomers (8F)	Urban Edge Families (7C)	Comfortable Empty Nesters (5A)
3.	Urban Edge Families (7C)	Comfortable Empty Nesters (5A)	In Style (5B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$11,369,051	\$32,321,797	\$64,380,692
Average Spent	\$2,530.39	\$2,884.33	\$2,754.25
Spending Potential Index	105	120	114
Education: Total \$	\$8,167,937	\$24,671,491	\$49,240,419
Average Spent	\$1,817.92	\$2,201.63	\$2,106.54
Spending Potential Index	93	112	107
Entertainment/Recreation: Total \$	\$16,775,472	\$48,558,036	\$96,699,694
Average Spent	\$3,733.69	\$4,333.22	\$4,136.89
Spending Potential Index	102	118	113
Food at Home: Total \$	\$29,863,194	\$84,411,965	\$166,863,399
Average Spent	\$6,646.60	\$7,532.75	\$7,138.54
Spending Potential Index	107	122	115
Food Away from Home: Total \$	\$20,690,226	\$58,598,547	\$116,114,762
Average Spent	\$4,604.99	\$5,229.21	\$4,967.48
Spending Potential Index	107	121	115
Health Care: Total \$	\$34,257,538	\$98,296,680	\$193,479,080
Average Spent	\$7,624.65	\$8,771.79	\$8,277.18
Spending Potential Index	108	124	117
HH Furnishings & Equipment: Total \$	\$11,926,091	\$34,505,291	\$68,438,036
Average Spent	\$2,654.37	\$3,079.18	\$2,927.83
Spending Potential Index	104	120	114
Personal Care Products & Services: Total \$	\$4,813,957	\$13,838,816	\$27,395,716
Average Spent	\$1,071.43	\$1,234.95	\$1,172.01
Spending Potential Index	105	121	115
Shelter: Total \$	\$105,024,784	\$304,150,879	\$601,301,242
Average Spent	\$23,375.20	\$27,141.79	\$25,724.12
Spending Potential Index	102	119	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,697,200	\$37,192,476	\$73,517,301
Average Spent	\$2,826.00	\$3,318.98	\$3,145.13
Spending Potential Index	104	122	116
Travel: Total \$	\$12,698,550	\$37,880,389	\$74,805,653
Average Spent	\$2,826.30	\$3,380.37	\$3,200.24
Spending Potential Index	98	118	111
Vehicle Maintenance & Repairs: Total \$	\$6,103,787	\$17,193,460	\$34,230,522
Average Spent	\$1,358.51	\$1,534.31	\$1,464.41
Spending Potential Index	108	122	116

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.