



Market Profile

2301 W Wall St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99338
Longitude: -102.09870

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,827	34,991	70,571
2010 Total Population	9,357	38,164	78,248
2016 Total Population	10,360	41,980	88,426
2016 Group Quarters	36	625	1,181
2021 Total Population	11,059	44,789	95,498
2016-2021 Annual Rate	1.31%	1.30%	1.55%
2016 Total Daytime Population	13,756	49,601	90,393
Workers	8,366	26,873	42,336
Residents	5,390	22,728	48,057
Household Summary			
2000 Households	3,274	12,968	25,695
2000 Average Household Size	2.64	2.65	2.71
2010 Households	3,403	13,808	28,039
2010 Average Household Size	2.74	2.72	2.75
2016 Households	3,698	14,959	31,252
2016 Average Household Size	2.79	2.76	2.79
2021 Households	3,921	15,906	33,618
2021 Average Household Size	2.81	2.78	2.81
2016-2021 Annual Rate	1.18%	1.24%	1.47%
2010 Families	2,359	9,805	19,862
2010 Average Family Size	3.33	3.27	3.30
2016 Families	2,534	10,524	21,905
2016 Average Family Size	3.41	3.34	3.37
2021 Families	2,673	11,128	23,443
2021 Average Family Size	3.45	3.37	3.40
2016-2021 Annual Rate	1.07%	1.12%	1.37%
Housing Unit Summary			
2000 Housing Units	3,797	14,540	28,585
Owner Occupied Housing Units	58.1%	63.7%	62.6%
Renter Occupied Housing Units	28.1%	25.5%	27.3%
Vacant Housing Units	13.7%	10.8%	10.1%
2010 Housing Units	3,744	14,829	29,870
Owner Occupied Housing Units	63.2%	66.9%	64.6%
Renter Occupied Housing Units	27.7%	26.2%	29.2%
Vacant Housing Units	9.1%	6.9%	6.1%
2016 Housing Units	4,057	16,025	33,236
Owner Occupied Housing Units	59.9%	63.9%	61.3%
Renter Occupied Housing Units	31.2%	29.5%	32.8%
Vacant Housing Units	8.8%	6.7%	6.0%
2021 Housing Units	4,321	17,109	35,911
Owner Occupied Housing Units	59.1%	63.1%	60.6%
Renter Occupied Housing Units	31.7%	29.9%	33.0%
Vacant Housing Units	9.3%	7.0%	6.4%
Median Household Income			
2016	\$51,846	\$51,815	\$51,546
2021	\$55,104	\$54,793	\$54,464
Median Home Value			
2016	\$114,249	\$136,365	\$135,503
2021	\$144,259	\$164,068	\$162,124
Per Capita Income			
2016	\$27,761	\$27,563	\$26,833
2021	\$29,371	\$29,274	\$28,516
Median Age			
2010	32.0	32.7	32.3
2016	32.5	33.4	33.1
2021	33.2	34.2	33.9

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	3,698	14,959	31,252
<\$15,000	11.8%	13.3%	12.8%
\$15,000 - \$24,999	10.7%	11.3%	10.7%
\$25,000 - \$34,999	9.5%	10.0%	10.4%
\$35,000 - \$49,999	15.8%	13.5%	14.4%
\$50,000 - \$74,999	19.3%	18.4%	18.2%
\$75,000 - \$99,999	11.7%	11.8%	12.4%
\$100,000 - \$149,999	10.8%	11.2%	11.5%
\$150,000 - \$199,999	2.9%	4.1%	4.0%
\$200,000+	7.4%	6.5%	5.5%
Average Household Income	\$77,504	\$76,645	\$74,112
2021 Households by Income			
Household Income Base	3,921	15,906	33,618
<\$15,000	12.4%	13.8%	13.3%
\$15,000 - \$24,999	11.1%	11.1%	10.4%
\$25,000 - \$34,999	10.3%	10.6%	11.3%
\$35,000 - \$49,999	11.1%	10.2%	11.1%
\$50,000 - \$74,999	18.4%	16.7%	16.1%
\$75,000 - \$99,999	14.1%	13.8%	14.5%
\$100,000 - \$149,999	11.1%	12.3%	12.8%
\$150,000 - \$199,999	3.2%	4.6%	4.5%
\$200,000+	8.2%	7.0%	5.9%
Average Household Income	\$82,605	\$81,969	\$79,287
2016 Owner Occupied Housing Units by Value			
Total	2,432	10,232	20,365
<\$50,000	15.5%	14.1%	14.0%
\$50,000 - \$99,999	29.9%	24.9%	24.0%
\$100,000 - \$149,999	16.2%	15.2%	16.9%
\$150,000 - \$199,999	16.4%	19.5%	18.8%
\$200,000 - \$249,999	8.3%	10.1%	10.1%
\$250,000 - \$299,999	4.1%	5.3%	5.9%
\$300,000 - \$399,999	3.6%	4.3%	5.1%
\$400,000 - \$499,999	2.0%	2.3%	1.6%
\$500,000 - \$749,999	2.8%	3.5%	2.7%
\$750,000 - \$999,999	0.5%	0.4%	0.5%
\$1,000,000 +	0.7%	0.4%	0.4%
Average Home Value	\$157,305	\$168,610	\$165,143
2021 Owner Occupied Housing Units by Value			
Total	2,553	10,789	21,760
<\$50,000	10.7%	11.1%	11.0%
\$50,000 - \$99,999	27.3%	22.3%	21.6%
\$100,000 - \$149,999	13.5%	11.4%	12.9%
\$150,000 - \$199,999	13.0%	18.4%	18.7%
\$200,000 - \$249,999	16.4%	16.6%	15.8%
\$250,000 - \$299,999	8.3%	8.2%	8.4%
\$300,000 - \$399,999	4.3%	4.8%	5.7%
\$400,000 - \$499,999	2.3%	2.6%	1.8%
\$500,000 - \$749,999	2.8%	3.9%	3.3%
\$750,000 - \$999,999	0.8%	0.5%	0.6%
\$1,000,000 +	0.5%	0.3%	0.3%
Average Home Value	\$179,328	\$186,586	\$184,256

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

2301 W Wall St, Midland, Texas, 79701
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	1 mile	2 miles	3 miles
2010 Population by Age			
Total	9,360	38,165	78,248
0 - 4	8.9%	8.4%	8.5%
5 - 9	8.3%	8.0%	7.9%
10 - 14	7.4%	7.4%	7.4%
15 - 24	14.8%	14.8%	15.0%
25 - 34	14.6%	14.3%	14.6%
35 - 44	12.4%	11.8%	11.6%
45 - 54	14.6%	14.0%	13.3%
55 - 64	9.6%	10.1%	10.0%
65 - 74	4.7%	5.4%	5.8%
75 - 84	3.4%	4.3%	4.4%
85 +	1.3%	1.4%	1.4%
18 +	70.4%	71.3%	71.4%
2016 Population by Age			
Total	10,360	41,979	88,422
0 - 4	8.6%	8.0%	8.2%
5 - 9	8.5%	7.9%	7.9%
10 - 14	7.9%	7.5%	7.4%
15 - 24	14.2%	14.4%	14.4%
25 - 34	14.4%	14.6%	15.0%
35 - 44	12.3%	11.8%	11.7%
45 - 54	12.5%	11.9%	11.4%
55 - 64	11.5%	11.7%	11.3%
65 - 74	5.5%	6.5%	6.9%
75 - 84	3.1%	3.9%	4.1%
85 +	1.4%	1.7%	1.7%
18 +	70.7%	72.3%	72.4%
2021 Population by Age			
Total	11,060	44,790	95,499
0 - 4	8.5%	8.0%	8.1%
5 - 9	8.4%	7.8%	7.8%
10 - 14	8.2%	7.6%	7.5%
15 - 24	13.7%	13.6%	13.6%
25 - 34	13.6%	14.1%	14.5%
35 - 44	13.7%	13.1%	12.9%
45 - 54	11.1%	10.7%	10.5%
55 - 64	11.7%	11.5%	11.0%
65 - 74	6.6%	7.9%	8.1%
75 - 84	3.1%	4.0%	4.3%
85 +	1.3%	1.7%	1.8%
18 +	70.3%	72.4%	72.5%
2010 Population by Sex			
Males	4,591	18,704	38,169
Females	4,766	19,460	40,079
2016 Population by Sex			
Males	5,084	20,648	43,344
Females	5,276	21,332	45,082
2021 Population by Sex			
Males	5,446	22,143	47,017
Females	5,613	22,646	48,481

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

February 10, 2017



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2010 Population by Race/Ethnicity			
Total	9,357	38,165	78,247
White Alone	71.1%	73.8%	72.3%
Black Alone	5.1%	5.6%	8.5%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.5%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.0%	16.3%	14.8%
Two or More Races	3.5%	2.8%	2.7%
Hispanic Origin	48.0%	46.6%	44.9%
Diversity Index	74.5	72.5	73.2
2016 Population by Race/Ethnicity			
Total	10,360	41,981	88,426
White Alone	66.8%	70.5%	69.2%
Black Alone	4.9%	5.3%	8.2%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.6%	0.7%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.7%	19.3%	17.5%
Two or More Races	4.1%	3.3%	3.2%
Hispanic Origin	56.8%	54.2%	52.4%
Diversity Index	77.2	74.8	75.7
2021 Population by Race/Ethnicity			
Total	11,059	44,788	95,499
White Alone	64.6%	68.8%	67.7%
Black Alone	4.7%	5.0%	7.7%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.6%	0.8%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	24.7%	20.7%	18.8%
Two or More Races	4.4%	3.7%	3.6%
Hispanic Origin	62.7%	59.4%	57.8%
Diversity Index	77.7	75.3	76.2
2010 Population by Relationship and Household Type			
Total	9,357	38,164	78,248
In Households	99.6%	98.3%	98.5%
In Family Households	86.4%	86.2%	86.0%
Householder	25.2%	25.4%	25.5%
Spouse	17.6%	18.3%	18.0%
Child	36.5%	35.9%	35.9%
Other relative	4.5%	4.4%	4.3%
Nonrelative	2.5%	2.2%	2.3%
In Nonfamily Households	13.2%	12.1%	12.5%
In Group Quarters	0.4%	1.7%	1.5%
Institutionalized Population	0.1%	0.9%	0.7%
Noninstitutionalized Population	0.3%	0.8%	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	6,295	26,108	54,916
Less than 9th Grade	10.9%	10.9%	10.0%
9th - 12th Grade, No Diploma	13.3%	12.7%	12.0%
High School Graduate	17.0%	18.4%	18.5%
GED/Alternative Credential	6.2%	5.0%	5.0%
Some College, No Degree	27.9%	25.6%	27.1%
Associate Degree	6.1%	5.7%	7.1%
Bachelor's Degree	14.0%	15.6%	14.5%
Graduate/Professional Degree	4.7%	6.1%	5.8%
2016 Population 15+ by Marital Status			
Total	7,772	32,163	67,691
Never Married	35.4%	32.3%	32.7%
Married	45.6%	50.9%	50.2%
Widowed	5.0%	4.5%	4.9%
Divorced	14.1%	12.3%	12.2%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	95.5%	95.6%
Civilian Unemployed	4.0%	4.5%	4.4%
2016 Employed Population 16+ by Industry			
Total	5,039	19,395	40,940
Agriculture/Mining	15.0%	17.8%	17.7%
Construction	9.5%	8.9%	8.5%
Manufacturing	2.7%	3.9%	4.4%
Wholesale Trade	4.3%	3.6%	3.6%
Retail Trade	15.1%	11.9%	11.4%
Transportation/Utilities	4.4%	4.4%	5.2%
Information	1.1%	0.9%	1.2%
Finance/Insurance/Real Estate	3.4%	5.0%	4.8%
Services	42.8%	41.2%	40.9%
Public Administration	1.7%	2.3%	2.4%
2016 Employed Population 16+ by Occupation			
Total	5,039	19,395	40,941
White Collar	50.3%	51.8%	53.2%
Management/Business/Financial	10.6%	11.5%	11.5%
Professional	14.8%	16.3%	16.2%
Sales	11.5%	10.8%	10.4%
Administrative Support	13.4%	13.2%	15.1%
Services	14.8%	15.8%	16.1%
Blue Collar	34.9%	32.5%	30.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	12.7%	12.9%	12.4%
Installation/Maintenance/Repair	6.3%	5.4%	4.7%
Production	5.6%	5.3%	4.7%
Transportation/Material Moving	10.3%	8.7%	8.6%
2010 Population By Urban/ Rural Status			
Total Population	9,357	38,164	78,248
Population Inside Urbanized Area	100.0%	99.9%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,403	13,808	28,039
Households with 1 Person	26.2%	24.8%	24.7%
Households with 2+ People	73.8%	75.2%	75.3%
Family Households	69.3%	71.0%	70.8%
Husband-wife Families	48.6%	51.0%	49.9%
With Related Children	26.1%	26.1%	25.2%
Other Family (No Spouse Present)	20.7%	20.0%	21.0%
Other Family with Male Householder	5.6%	5.2%	5.5%
With Related Children	3.6%	3.2%	3.4%
Other Family with Female Householder	15.1%	14.8%	15.5%
With Related Children	10.8%	10.5%	10.9%
Nonfamily Households	4.5%	4.2%	4.5%
All Households with Children	40.9%	40.1%	39.9%
Multigenerational Households	6.5%	6.5%	6.5%
Unmarried Partner Households	6.4%	6.0%	6.3%
Male-female	6.0%	5.4%	5.7%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	3,402	13,809	28,040
1 Person Household	26.2%	24.8%	24.7%
2 Person Household	28.4%	29.6%	30.0%
3 Person Household	16.3%	16.8%	16.8%
4 Person Household	14.6%	14.6%	14.4%
5 Person Household	8.1%	8.3%	8.1%
6 Person Household	3.6%	3.6%	3.5%
7 + Person Household	2.8%	2.4%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	3,403	13,808	28,039
Owner Occupied	69.5%	71.9%	68.8%
Owned with a Mortgage/Loan	43.1%	42.0%	40.0%
Owned Free and Clear	26.4%	29.9%	28.8%
Renter Occupied	30.5%	28.1%	31.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,744	14,829	29,870
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%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Southwestern Families (7F)
2.	Traditional Living (12B)	Comfortable Empty Nesters	Barrios Urbanos (7D)
3.	Front Porches (8E)	Southwestern Families (7F)	Comfortable Empty Nesters
2016 Consumer Spending			
Apparel & Services: Total \$	\$7,577,794	\$30,431,064	\$61,867,045
Average Spent	\$2,049.16	\$2,034.30	\$1,979.62
Spending Potential Index	102	101	98
Education: Total \$	\$5,135,271	\$20,309,975	\$40,251,022
Average Spent	\$1,388.66	\$1,357.71	\$1,287.95
Spending Potential Index	98	96	91
Entertainment/Recreation: Total \$	\$10,809,240	\$43,155,631	\$87,466,699
Average Spent	\$2,923.00	\$2,884.93	\$2,798.76
Spending Potential Index	100	99	96
Food at Home: Total \$	\$18,963,291	\$75,874,685	\$154,255,464
Average Spent	\$5,127.99	\$5,072.18	\$4,935.86
Spending Potential Index	103	102	99
Food Away from Home: Total \$	\$11,654,235	\$46,906,311	\$95,730,791
Average Spent	\$3,151.50	\$3,135.66	\$3,063.19
Spending Potential Index	102	101	99
Health Care: Total \$	\$19,698,652	\$78,611,494	\$158,271,680
Average Spent	\$5,326.84	\$5,255.13	\$5,064.37
Spending Potential Index	101	99	96
HH Furnishings & Equipment: Total \$	\$6,636,822	\$26,534,805	\$53,682,302
Average Spent	\$1,794.71	\$1,773.84	\$1,717.72
Spending Potential Index	102	100	97
Personal Care Products & Services: Total \$	\$2,714,282	\$10,933,163	\$22,205,151
Average Spent	\$733.99	\$730.88	\$710.52
Spending Potential Index	100	100	97
Shelter: Total \$	\$58,548,800	\$234,668,062	\$475,343,988
Average Spent	\$15,832.56	\$15,687.42	\$15,210.03
Spending Potential Index	102	101	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,615,042	\$34,578,161	\$69,346,526
Average Spent	\$2,329.65	\$2,311.53	\$2,218.95
Spending Potential Index	100	100	96
Travel: Total \$	\$6,797,594	\$27,118,412	\$54,188,587
Average Spent	\$1,838.18	\$1,812.85	\$1,733.92
Spending Potential Index	99	97	93
Vehicle Maintenance & Repairs: Total \$	\$3,878,597	\$15,501,178	\$31,418,324
Average Spent	\$1,048.84	\$1,036.24	\$1,005.32
Spending Potential Index	101	100	97

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.