



Market Profile

4708 N Midkiff Rd, Midland, Texas, 79705
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03596
Longitude: -102.13010

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,595	30,510	52,287
2010 Total Population	9,560	35,247	61,266
2016 Total Population	10,418	40,252	70,450
2016 Group Quarters	19	291	923
2021 Total Population	11,042	43,658	76,749
2016-2021 Annual Rate	1.17%	1.64%	1.73%
2016 Total Daytime Population	9,581	31,160	58,633
Workers	4,818	11,741	23,828
Residents	4,763	19,419	34,805
Household Summary			
2000 Households	3,796	12,596	21,382
2000 Average Household Size	2.26	2.41	2.41
2010 Households	4,305	14,787	25,318
2010 Average Household Size	2.22	2.36	2.38
2016 Households	4,636	16,671	28,712
2016 Average Household Size	2.24	2.40	2.42
2021 Households	4,894	18,017	31,156
2021 Average Household Size	2.25	2.41	2.43
2016-2021 Annual Rate	1.09%	1.57%	1.65%
2010 Families	2,566	9,683	16,705
2010 Average Family Size	2.87	2.92	2.95
2016 Families	2,717	10,789	18,781
2016 Average Family Size	2.93	2.99	3.01
2021 Families	2,842	11,594	20,289
2021 Average Family Size	2.95	3.01	3.03
2016-2021 Annual Rate	0.90%	1.45%	1.56%
Housing Unit Summary			
2000 Housing Units	4,301	14,300	23,825
Owner Occupied Housing Units	44.4%	53.1%	56.9%
Renter Occupied Housing Units	43.9%	35.0%	32.9%
Vacant Housing Units	11.7%	11.9%	10.3%
2010 Housing Units	4,599	15,788	26,838
Owner Occupied Housing Units	48.5%	55.5%	59.1%
Renter Occupied Housing Units	45.1%	38.2%	35.3%
Vacant Housing Units	6.4%	6.3%	5.7%
2016 Housing Units	4,948	17,759	30,374
Owner Occupied Housing Units	44.6%	51.9%	56.0%
Renter Occupied Housing Units	49.1%	42.0%	38.5%
Vacant Housing Units	6.3%	6.1%	5.5%
2021 Housing Units	5,250	19,289	33,104
Owner Occupied Housing Units	43.8%	51.2%	55.5%
Renter Occupied Housing Units	49.4%	42.2%	38.6%
Vacant Housing Units	6.8%	6.6%	5.9%
Median Household Income			
2016	\$62,787	\$75,039	\$74,356
2021	\$67,693	\$82,590	\$82,073
Median Home Value			
2016	\$239,025	\$235,540	\$230,124
2021	\$247,627	\$245,742	\$243,547
Per Capita Income			
2016	\$40,823	\$42,147	\$42,495
2021	\$43,272	\$45,383	\$45,702
Median Age			
2010	34.7	35.1	36.1
2016	34.9	35.7	36.6
2021	35.1	36.4	37.4

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	4,636	16,671	28,712
<\$15,000	8.4%	7.8%	8.2%
\$15,000 - \$24,999	9.1%	6.5%	7.1%
\$25,000 - \$34,999	12.0%	8.9%	8.4%
\$35,000 - \$49,999	10.6%	10.3%	10.2%
\$50,000 - \$74,999	16.3%	16.5%	16.4%
\$75,000 - \$99,999	11.4%	12.9%	13.4%
\$100,000 - \$149,999	15.3%	18.8%	17.4%
\$150,000 - \$199,999	8.5%	8.0%	7.5%
\$200,000+	8.3%	10.4%	11.3%
Average Household Income	\$90,773	\$101,362	\$103,273
2021 Households by Income			
Household Income Base	4,894	18,017	31,156
<\$15,000	8.5%	7.5%	8.0%
\$15,000 - \$24,999	8.9%	6.1%	6.8%
\$25,000 - \$34,999	12.9%	9.4%	8.8%
\$35,000 - \$49,999	7.2%	7.0%	6.8%
\$50,000 - \$74,999	16.1%	14.8%	14.4%
\$75,000 - \$99,999	12.5%	14.1%	15.1%
\$100,000 - \$149,999	15.7%	21.0%	19.6%
\$150,000 - \$199,999	9.4%	8.9%	8.4%
\$200,000+	8.8%	11.2%	12.1%
Average Household Income	\$96,465	\$109,669	\$111,732
2016 Owner Occupied Housing Units by Value			
Total	2,207	9,219	17,023
<\$50,000	0.8%	0.6%	1.4%
\$50,000 - \$99,999	1.5%	2.4%	5.1%
\$100,000 - \$149,999	4.0%	7.8%	10.5%
\$150,000 - \$199,999	21.4%	24.8%	23.0%
\$200,000 - \$249,999	28.6%	20.2%	16.6%
\$250,000 - \$299,999	24.7%	16.1%	14.9%
\$300,000 - \$399,999	10.1%	16.0%	13.9%
\$400,000 - \$499,999	1.3%	6.3%	5.8%
\$500,000 - \$749,999	4.4%	2.5%	4.9%
\$750,000 - \$999,999	2.6%	2.1%	2.4%
\$1,000,000 +	0.5%	1.1%	1.4%
Average Home Value	\$274,479	\$277,658	\$280,401
2021 Owner Occupied Housing Units by Value			
Total	2,299	9,874	18,375
<\$50,000	0.3%	0.3%	0.8%
\$50,000 - \$99,999	0.7%	1.3%	3.5%
\$100,000 - \$149,999	1.8%	4.3%	6.7%
\$150,000 - \$199,999	14.4%	20.4%	19.6%
\$200,000 - \$249,999	34.4%	25.9%	22.3%
\$250,000 - \$299,999	30.4%	18.6%	18.3%
\$300,000 - \$399,999	9.5%	13.5%	12.4%
\$400,000 - \$499,999	1.6%	9.7%	7.9%
\$500,000 - \$749,999	3.9%	2.6%	4.6%
\$750,000 - \$999,999	2.5%	2.3%	2.6%
\$1,000,000 +	0.5%	1.1%	1.3%
Average Home Value	\$281,873	\$292,317	\$292,631

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.



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2010 Population by Age			
Total	9,560	35,248	61,265
0 - 4	7.1%	7.3%	7.3%
5 - 9	5.9%	6.3%	6.4%
10 - 14	5.4%	6.3%	6.3%
15 - 24	16.0%	14.8%	14.3%
25 - 34	16.1%	15.1%	14.5%
35 - 44	10.6%	11.4%	11.3%
45 - 54	14.1%	14.6%	14.9%
55 - 64	13.0%	11.9%	11.9%
65 - 74	6.4%	5.9%	6.0%
75 - 84	4.4%	4.9%	5.2%
85 +	1.1%	1.4%	2.0%
18 +	78.0%	76.0%	76.0%
2016 Population by Age			
Total	10,419	40,249	70,451
0 - 4	6.9%	6.9%	6.9%
5 - 9	6.2%	6.6%	6.7%
10 - 14	5.4%	6.1%	6.2%
15 - 24	14.2%	13.8%	13.3%
25 - 34	17.4%	15.7%	14.8%
35 - 44	11.0%	11.6%	11.7%
45 - 54	11.2%	12.4%	12.4%
55 - 64	13.5%	13.0%	13.2%
65 - 74	8.1%	7.4%	7.4%
75 - 84	4.7%	4.7%	4.9%
85 +	1.4%	1.8%	2.4%
18 +	78.6%	76.9%	76.6%
2021 Population by Age			
Total	11,043	43,658	76,748
0 - 4	7.0%	6.9%	6.8%
5 - 9	6.0%	6.4%	6.5%
10 - 14	5.7%	6.3%	6.5%
15 - 24	13.1%	12.7%	12.3%
25 - 34	17.9%	15.9%	14.6%
35 - 44	11.7%	12.4%	12.7%
45 - 54	10.2%	11.1%	11.1%
55 - 64	12.1%	12.4%	12.7%
65 - 74	9.7%	9.0%	9.2%
75 - 84	5.1%	4.9%	5.0%
85 +	1.6%	2.0%	2.5%
18 +	78.4%	77.1%	76.7%
2010 Population by Sex			
Males	4,675	17,275	29,808
Females	4,885	17,972	31,458
2016 Population by Sex			
Males	5,093	19,768	34,344
Females	5,325	20,483	36,106
2021 Population by Sex			
Males	5,359	21,436	37,460
Females	5,683	22,223	39,289

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 Population by Race/Ethnicity			
Total	9,559	35,246	61,266
White Alone	84.6%	84.6%	83.8%
Black Alone	4.9%	4.3%	4.9%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.1%	2.4%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.8%	6.1%	6.5%
Two or More Races	2.0%	2.0%	2.1%
Hispanic Origin	20.9%	20.5%	21.3%
Diversity Index	51.9	51.6	53.1
2016 Population by Race/Ethnicity			
Total	10,419	40,251	70,450
White Alone	80.6%	80.8%	80.1%
Black Alone	5.3%	4.6%	5.1%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	2.8%	3.2%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.9%	8.1%	8.6%
Two or More Races	2.6%	2.6%	2.7%
Hispanic Origin	28.2%	27.3%	28.0%
Diversity Index	61.2	60.5	61.5
2021 Population by Race/Ethnicity			
Total	11,042	43,658	76,749
White Alone	77.8%	78.1%	77.5%
Black Alone	5.5%	4.7%	5.1%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	3.4%	3.9%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.4%	9.5%	10.0%
Two or More Races	3.1%	3.1%	3.2%
Hispanic Origin	34.2%	32.8%	33.4%
Diversity Index	66.5	65.7	66.5
2010 Population by Relationship and Household Type			
Total	9,560	35,247	61,266
In Households	99.8%	99.1%	98.5%
In Family Households	78.5%	81.9%	82.0%
Householder	27.0%	27.4%	27.2%
Spouse	20.9%	21.7%	21.6%
Child	26.6%	28.9%	29.1%
Other relative	2.5%	2.4%	2.5%
Nonrelative	1.5%	1.6%	1.6%
In Nonfamily Households	21.3%	17.2%	16.5%
In Group Quarters	0.2%	0.9%	1.5%
Institutionalized Population	0.0%	0.4%	0.4%
Noninstitutionalized Population	0.2%	0.5%	1.2%

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	7,011	26,789	47,075
Less than 9th Grade	1.1%	2.1%	2.4%
9th - 12th Grade, No Diploma	3.8%	3.6%	4.0%
High School Graduate	17.7%	14.9%	15.8%
GED/Alternative Credential	2.6%	2.6%	3.0%
Some College, No Degree	23.5%	28.6%	29.2%
Associate Degree	6.0%	8.8%	8.4%
Bachelor's Degree	33.3%	28.1%	26.2%
Graduate/Professional Degree	12.0%	11.3%	11.0%
2016 Population 15+ by Marital Status			
Total	8,491	32,360	56,455
Never Married	29.3%	28.4%	29.0%
Married	56.0%	56.9%	56.4%
Widowed	4.8%	5.0%	5.4%
Divorced	10.0%	9.7%	9.1%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	98.0%	97.8%	97.4%
Civilian Unemployed	2.0%	2.2%	2.6%
2016 Employed Population 16+ by Industry			
Total	5,759	21,252	36,289
Agriculture/Mining	17.8%	19.3%	19.1%
Construction	5.4%	5.9%	5.7%
Manufacturing	4.5%	4.1%	3.9%
Wholesale Trade	4.0%	3.5%	3.9%
Retail Trade	11.4%	10.4%	10.6%
Transportation/Utilities	4.6%	5.2%	5.1%
Information	1.8%	1.6%	1.4%
Finance/Insurance/Real Estate	7.1%	6.6%	6.3%
Services	38.8%	40.4%	41.2%
Public Administration	4.5%	3.1%	2.9%
2016 Employed Population 16+ by Occupation			
Total	5,759	21,252	36,292
White Collar	67.0%	70.5%	68.7%
Management/Business/Financial	18.1%	19.0%	18.0%
Professional	23.4%	23.9%	23.3%
Sales	10.8%	11.8%	12.3%
Administrative Support	14.7%	15.8%	15.1%
Services	13.0%	10.5%	11.1%
Blue Collar	20.0%	19.1%	20.1%
Farming/Forestry/Fishing	0.7%	0.4%	0.4%
Construction/Extraction	8.8%	8.3%	9.0%
Installation/Maintenance/Repair	2.9%	2.5%	3.1%
Production	2.5%	2.8%	2.7%
Transportation/Material Moving	5.1%	5.1%	4.9%
2010 Population By Urban/ Rural Status			
Total Population	9,560	35,247	61,266
Population Inside Urbanized Area	99.4%	98.3%	97.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.6%	1.7%	2.2%

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

March 04, 2017



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2010 Households by Type			
Total	4,304	14,787	25,318
Households with 1 Person	34.1%	28.9%	28.8%
Households with 2+ People	65.9%	71.1%	71.2%
Family Households	59.6%	65.5%	66.0%
Husband-wife Families	46.2%	51.7%	52.4%
With Related Children	17.9%	21.9%	22.4%
Other Family (No Spouse Present)	13.5%	13.7%	13.6%
Other Family with Male Householder	3.7%	3.6%	3.6%
With Related Children	2.3%	2.2%	2.2%
Other Family with Female Householder	9.7%	10.1%	9.9%
With Related Children	7.0%	7.4%	7.1%
Nonfamily Households	6.3%	5.6%	5.2%
All Households with Children	27.5%	31.9%	32.2%
Multigenerational Households	2.3%	2.5%	2.7%
Unmarried Partner Households	5.5%	5.5%	5.3%
Male-female	4.9%	4.9%	4.7%
Same-sex	0.6%	0.6%	0.5%
2010 Households by Size			
Total	4,306	14,785	25,318
1 Person Household	34.1%	28.9%	28.8%
2 Person Household	36.0%	35.9%	35.3%
3 Person Household	14.0%	15.5%	15.5%
4 Person Household	9.7%	12.3%	12.5%
5 Person Household	4.3%	5.1%	5.3%
6 Person Household	1.3%	1.6%	1.7%
7 + Person Household	0.6%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,305	14,787	25,318
Owner Occupied	51.8%	59.2%	62.6%
Owned with a Mortgage/Loan	33.8%	39.0%	40.7%
Owned Free and Clear	18.0%	20.2%	22.0%
Renter Occupied	48.2%	40.8%	37.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,599	15,788	26,838
Housing Units Inside Urbanized Area	99.8%	98.5%	98.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	1.5%	2.0%

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. Young and Restless (11B)	In Style (5B)	In Style (5B)
	2. In Style (5B)	Bright Young Professionals	Bright Young Professionals
	3. Bright Young Professionals	Young and Restless (11B)	Young and Restless (11B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$11,509,753	\$44,936,160	\$78,156,882
Average Spent	\$2,482.69	\$2,695.47	\$2,722.10
Spending Potential Index	123	134	135
Education: Total \$	\$7,899,952	\$31,976,044	\$56,496,837
Average Spent	\$1,704.04	\$1,918.06	\$1,967.71
Spending Potential Index	120	136	139
Entertainment/Recreation: Total \$	\$15,794,406	\$63,247,884	\$110,881,938
Average Spent	\$3,406.90	\$3,793.89	\$3,861.87
Spending Potential Index	117	130	132
Food at Home: Total \$	\$27,928,816	\$108,030,945	\$188,377,194
Average Spent	\$6,024.33	\$6,480.17	\$6,560.92
Spending Potential Index	121	130	132
Food Away from Home: Total \$	\$17,791,782	\$69,148,562	\$120,182,331
Average Spent	\$3,837.74	\$4,147.84	\$4,185.79
Spending Potential Index	124	134	135
Health Care: Total \$	\$27,233,077	\$110,585,025	\$195,805,519
Average Spent	\$5,874.26	\$6,633.38	\$6,819.64
Spending Potential Index	111	125	129
HH Furnishings & Equipment: Total \$	\$9,722,971	\$38,860,109	\$68,065,985
Average Spent	\$2,097.28	\$2,331.00	\$2,370.65
Spending Potential Index	119	132	134
Personal Care Products & Services: Total \$	\$4,056,680	\$16,182,484	\$28,292,404
Average Spent	\$875.04	\$970.70	\$985.39
Spending Potential Index	119	132	134
Shelter: Total \$	\$88,702,617	\$350,077,890	\$609,822,748
Average Spent	\$19,133.44	\$20,999.21	\$21,239.30
Spending Potential Index	123	135	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,256,426	\$49,999,910	\$88,552,087
Average Spent	\$2,643.75	\$2,999.21	\$3,084.15
Spending Potential Index	114	129	133
Travel: Total \$	\$9,814,025	\$41,047,083	\$72,461,685
Average Spent	\$2,116.92	\$2,462.18	\$2,523.74
Spending Potential Index	114	132	136
Vehicle Maintenance & Repairs: Total \$	\$5,661,789	\$22,362,076	\$39,169,350
Average Spent	\$1,221.27	\$1,341.38	\$1,364.22
Spending Potential Index	118	130	132

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.