



# Market Profile

100 N Main St, Midland, Texas, 79701  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 31.99798  
Longitude: -102.07437

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	7,761	27,753	46,107
2010 Total Population	8,751	31,382	51,687
2019 Total Population	10,040	36,964	60,925
2019 Group Quarters	409	701	1,047
2024 Total Population	10,889	40,169	65,794
2019-2024 Annual Rate	1.64%	1.68%	1.55%
2019 Total Daytime Population	24,164	50,167	78,524
Workers	19,118	32,800	50,539
Residents	5,046	17,367	27,985
<b>Household Summary</b>			
2000 Households	2,547	9,521	16,148
2000 Average Household Size	2.89	2.85	2.79
2010 Households	2,837	10,706	17,876
2010 Average Household Size	2.94	2.86	2.83
2019 Households	3,238	12,459	20,879
2019 Average Household Size	2.97	2.91	2.87
2024 Households	3,505	13,487	22,475
2024 Average Household Size	2.99	2.93	2.88
2019-2024 Annual Rate	1.60%	1.60%	1.48%
2010 Families	2,010	7,632	12,910
2010 Average Family Size	3.55	3.45	3.38
2019 Families	2,279	8,844	14,971
2019 Average Family Size	3.62	3.52	3.44
2024 Families	2,466	9,558	16,075
2024 Average Family Size	3.64	3.54	3.46
2019-2024 Annual Rate	1.59%	1.56%	1.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,036	10,877	18,132
Owner Occupied Housing Units	57.7%	61.9%	64.9%
Renter Occupied Housing Units	26.2%	25.6%	24.1%
Vacant Housing Units	16.1%	12.5%	10.9%
2010 Housing Units	3,185	11,651	19,275
Owner Occupied Housing Units	59.9%	62.0%	66.2%
Renter Occupied Housing Units	29.2%	29.8%	26.6%
Vacant Housing Units	10.9%	8.1%	7.3%
2019 Housing Units	3,544	13,411	22,195
Owner Occupied Housing Units	56.0%	57.7%	61.6%
Renter Occupied Housing Units	35.4%	35.2%	32.4%
Vacant Housing Units	8.6%	7.1%	5.9%
2024 Housing Units	3,815	14,450	23,777
Owner Occupied Housing Units	56.3%	57.9%	61.8%
Renter Occupied Housing Units	35.6%	35.4%	32.7%
Vacant Housing Units	8.1%	6.7%	5.5%
<b>Median Household Income</b>			
2019	\$52,194	\$56,499	\$65,322
2024	\$58,941	\$63,000	\$73,670
<b>Median Home Value</b>			
2019	\$148,926	\$164,353	\$183,386
2024	\$178,266	\$189,741	\$204,857
<b>Per Capita Income</b>			
2019	\$22,165	\$25,812	\$29,601
2024	\$26,077	\$29,144	\$33,223
<b>Median Age</b>			
2010	30.6	31.3	32.3
2019	32.2	32.0	33.4
2024	33.2	33.2	34.4

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	3,238	12,459	20,879
<\$15,000	15.6%	13.3%	10.2%
\$15,000 - \$24,999	13.3%	11.4%	9.8%
\$25,000 - \$34,999	5.7%	6.9%	6.3%
\$35,000 - \$49,999	12.9%	11.9%	10.2%
\$50,000 - \$74,999	19.0%	19.0%	19.3%
\$75,000 - \$99,999	15.5%	15.6%	16.6%
\$100,000 - \$149,999	9.1%	11.6%	14.9%
\$150,000 - \$199,999	4.6%	5.1%	6.4%
\$200,000+	4.1%	5.2%	6.3%
Average Household Income	\$68,478	\$76,677	\$86,156
<b>2024 Households by Income</b>			
Household Income Base	3,505	13,487	22,475
<\$15,000	12.9%	11.0%	8.3%
\$15,000 - \$24,999	11.4%	9.7%	8.2%
\$25,000 - \$34,999	5.3%	6.2%	5.6%
\$35,000 - \$49,999	11.7%	11.1%	9.4%
\$50,000 - \$74,999	19.2%	19.5%	19.3%
\$75,000 - \$99,999	16.4%	16.5%	17.2%
\$100,000 - \$149,999	11.4%	13.5%	17.0%
\$150,000 - \$199,999	6.0%	6.3%	7.9%
\$200,000+	5.7%	6.2%	7.2%
Average Household Income	\$80,814	\$86,958	\$97,003
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,984	7,742	13,683
<\$50,000	17.1%	14.2%	10.2%
\$50,000 - \$99,999	16.8%	17.3%	14.6%
\$100,000 - \$149,999	16.4%	13.6%	12.2%
\$150,000 - \$199,999	20.9%	17.2%	19.5%
\$200,000 - \$249,999	7.5%	9.2%	11.9%
\$250,000 - \$299,999	8.0%	9.5%	10.0%
\$300,000 - \$399,999	9.7%	10.6%	12.8%
\$400,000 - \$499,999	1.2%	3.9%	4.0%
\$500,000 - \$749,999	2.0%	3.4%	3.2%
\$750,000 - \$999,999	0.4%	0.8%	0.9%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$168,183	\$198,640	\$217,052
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,148	8,367	14,692
<\$50,000	12.3%	10.6%	7.5%
\$50,000 - \$99,999	12.7%	13.1%	10.5%
\$100,000 - \$149,999	13.3%	11.2%	10.8%
\$150,000 - \$199,999	20.7%	18.9%	20.0%
\$200,000 - \$249,999	8.1%	9.7%	12.6%
\$250,000 - \$299,999	10.0%	10.0%	9.9%
\$300,000 - \$399,999	16.2%	15.3%	17.0%
\$400,000 - \$499,999	2.3%	4.9%	5.5%
\$500,000 - \$749,999	3.9%	4.5%	4.3%
\$750,000 - \$999,999	0.5%	1.1%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$207,914	\$230,227	\$246,769

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

November 12, 2019



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<b>2010 Population by Age</b>			
Total	8,748	31,382	51,686
0 - 4	8.6%	9.0%	8.7%
5 - 9	8.7%	8.7%	8.2%
10 - 14	7.9%	7.6%	7.5%
15 - 24	16.2%	15.7%	15.2%
25 - 34	14.5%	13.7%	13.7%
35 - 44	11.3%	11.1%	11.4%
45 - 54	13.9%	13.6%	13.7%
55 - 64	9.2%	9.9%	10.0%
65 - 74	5.1%	5.6%	5.8%
75 - 84	3.6%	3.9%	4.4%
85 +	1.1%	1.3%	1.4%
18 +	70.1%	69.8%	70.7%
<b>2019 Population by Age</b>			
Total	10,040	36,965	60,926
0 - 4	8.3%	8.6%	8.2%
5 - 9	8.0%	8.2%	8.0%
10 - 14	7.6%	7.8%	7.6%
15 - 24	14.5%	14.4%	13.9%
25 - 34	16.1%	15.2%	14.6%
35 - 44	11.7%	11.6%	12.0%
45 - 54	10.9%	10.4%	10.6%
55 - 64	11.4%	11.2%	11.6%
65 - 74	6.9%	7.4%	7.7%
75 - 84	3.4%	3.7%	4.0%
85 +	1.3%	1.5%	1.8%
18 +	71.8%	71.0%	71.9%
<b>2024 Population by Age</b>			
Total	10,891	40,169	65,794
0 - 4	8.2%	8.5%	8.1%
5 - 9	7.8%	8.1%	7.9%
10 - 14	7.6%	7.7%	7.7%
15 - 24	14.3%	14.3%	13.7%
25 - 34	14.9%	14.1%	13.5%
35 - 44	12.7%	12.7%	12.9%
45 - 54	10.2%	10.1%	10.3%
55 - 64	10.4%	10.1%	10.5%
65 - 74	8.2%	8.5%	8.9%
75 - 84	4.3%	4.4%	4.7%
85 +	1.3%	1.5%	1.8%
18 +	72.1%	71.4%	72.1%
<b>2010 Population by Sex</b>			
Males	4,354	15,225	25,016
Females	4,397	16,157	26,671
<b>2019 Population by Sex</b>			
Males	5,018	18,123	29,725
Females	5,022	18,841	31,200
<b>2024 Population by Sex</b>			
Males	5,458	19,806	32,262
Females	5,431	20,362	33,533

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,751	31,382	51,686
White Alone	63.0%	63.4%	67.4%
Black Alone	11.3%	13.4%	11.6%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.2%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	21.4%	19.1%	16.9%
Two or More Races	3.2%	2.9%	2.8%
Hispanic Origin	66.6%	58.3%	50.9%
Diversity Index	77.3	78.4	76.6
<b>2019 Population by Race/Ethnicity</b>			
Total	10,040	36,965	60,924
White Alone	60.6%	60.6%	63.9%
Black Alone	9.6%	12.0%	10.8%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	0.3%	0.4%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.8%	22.6%	20.3%
Two or More Races	3.7%	3.4%	3.3%
Hispanic Origin	74.8%	67.1%	60.0%
Diversity Index	76.5	78.7	78.2
<b>2024 Population by Race/Ethnicity</b>			
Total	10,888	40,169	65,795
White Alone	60.5%	60.4%	63.2%
Black Alone	8.9%	11.1%	10.1%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	0.3%	0.4%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	25.6%	23.5%	21.3%
Two or More Races	3.8%	3.6%	3.6%
Hispanic Origin	78.5%	71.1%	64.3%
Diversity Index	75.3	77.8	77.8
<b>2010 Population by Relationship and Household Type</b>			
Total	8,751	31,382	51,687
In Households	95.2%	97.7%	97.9%
In Family Households	84.0%	86.3%	86.6%
Householder	23.0%	24.3%	25.0%
Spouse	14.3%	15.6%	17.1%
Child	38.9%	39.0%	37.6%
Other relative	5.5%	5.1%	4.7%
Nonrelative	2.3%	2.4%	2.2%
In Nonfamily Households	11.2%	11.4%	11.3%
In Group Quarters	4.8%	2.3%	2.1%
Institutionalized Population	3.7%	1.3%	0.9%
Noninstitutionalized Population	1.1%	1.1%	1.1%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	6,192	22,549	37,958
Less than 9th Grade	14.7%	13.6%	10.7%
9th - 12th Grade, No Diploma	18.3%	16.6%	13.8%
High School Graduate	24.4%	22.0%	20.8%
GED/Alternative Credential	4.9%	4.4%	5.2%
Some College, No Degree	20.9%	20.4%	22.1%
Associate Degree	4.0%	4.9%	5.9%
Bachelor's Degree	9.5%	13.3%	14.9%
Graduate/Professional Degree	3.3%	4.8%	6.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	7,646	27,858	46,400
Never Married	34.1%	33.1%	31.8%
Married	47.0%	49.0%	50.9%
Widowed	5.0%	5.2%	5.0%
Divorced	13.8%	12.8%	12.3%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.7%	96.5%	96.8%
Civilian Unemployed (Unemployment Rate)	4.4%	3.5%	3.2%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,940	19,795	33,369
Agriculture/Mining	13.1%	14.9%	15.0%
Construction	13.1%	13.0%	10.9%
Manufacturing	2.3%	3.6%	3.6%
Wholesale Trade	3.8%	4.3%	4.0%
Retail Trade	11.6%	10.3%	9.3%
Transportation/Utilities	3.4%	3.8%	5.8%
Information	0.8%	0.8%	1.1%
Finance/Insurance/Real Estate	4.1%	3.7%	4.1%
Services	46.1%	43.9%	43.9%
Public Administration	1.8%	1.7%	2.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,939	19,794	33,368
White Collar	38.5%	42.3%	48.2%
Management/Business/Financial	5.7%	9.4%	11.2%
Professional	12.4%	12.7%	15.1%
Sales	10.4%	9.3%	10.0%
Administrative Support	9.9%	10.8%	11.9%
Services	27.6%	23.9%	21.5%
Blue Collar	33.9%	33.8%	30.3%
Farming/Forestry/Fishing	0.5%	0.3%	0.3%
Construction/Extraction	13.3%	15.4%	13.2%
Installation/Maintenance/Repair	3.7%	4.6%	4.2%
Production	4.7%	4.7%	4.0%
Transportation/Material Moving	11.6%	8.9%	8.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,751	31,382	51,687
Population Inside Urbanized Area	100.0%	100.0%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	2,836	10,706	17,876
Households with 1 Person	24.8%	24.7%	23.9%
Households with 2+ People	75.2%	75.3%	76.1%
Family Households	70.9%	71.3%	72.2%
Husband-wife Families	44.1%	45.7%	49.3%
With Related Children	25.0%	24.6%	25.7%
Other Family (No Spouse Present)	26.7%	25.6%	23.0%
Other Family with Male Householder	6.6%	6.2%	5.7%
With Related Children	4.1%	3.9%	3.5%
Other Family with Female Householder	20.1%	19.4%	17.3%
With Related Children	13.9%	13.6%	12.0%
Nonfamily Households	4.3%	4.1%	3.9%
All Households with Children	43.4%	42.4%	41.5%
Multigenerational Households	9.8%	8.8%	7.7%
Unmarried Partner Households	6.5%	6.3%	6.0%
Male-female	6.1%	5.9%	5.5%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	2,837	10,706	17,875
1 Person Household	24.8%	24.7%	23.9%
2 Person Household	25.0%	26.9%	28.5%
3 Person Household	17.2%	17.0%	17.1%
4 Person Household	14.1%	14.4%	14.8%
5 Person Household	9.6%	9.0%	8.7%
6 Person Household	5.5%	4.6%	4.1%
7 + Person Household	3.8%	3.4%	2.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,837	10,706	17,876
Owner Occupied	67.3%	67.5%	71.4%
Owned with a Mortgage/Loan	31.9%	33.5%	38.2%
Owned Free and Clear	35.4%	34.0%	33.1%
Renter Occupied	32.7%	32.5%	28.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,185	11,651	19,275
Housing Units Inside Urbanized Area	100.0%	100.0%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Rustbelt Traditions (5D)	Hardscrabble Road (8G)	Barrios Urbanos (7D)
3.	Traditional Living (12B)	NeWest Residents (13C)	Comfortable Empty Nesters
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,832,928	\$24,985,022	\$45,992,510
Average Spent	\$1,801.40	\$2,005.38	\$2,202.81
Spending Potential Index	84	94	103
Education: Total \$	\$3,631,875	\$16,248,320	\$30,763,407
Average Spent	\$1,121.64	\$1,304.14	\$1,473.41
Spending Potential Index	70	82	92
Entertainment/Recreation: Total \$	\$8,247,470	\$35,445,830	\$67,196,732
Average Spent	\$2,547.09	\$2,845.00	\$3,218.39
Spending Potential Index	78	87	98
Food at Home: Total \$	\$14,003,372	\$59,801,269	\$110,914,587
Average Spent	\$4,324.70	\$4,799.85	\$5,312.26
Spending Potential Index	84	93	103
Food Away from Home: Total \$	\$10,035,430	\$42,778,782	\$79,010,840
Average Spent	\$3,099.27	\$3,433.56	\$3,784.23
Spending Potential Index	84	93	103
Health Care: Total \$	\$15,734,888	\$66,275,972	\$125,302,835
Average Spent	\$4,859.45	\$5,319.53	\$6,001.38
Spending Potential Index	82	90	101
HH Furnishings & Equipment: Total \$	\$5,781,362	\$24,490,933	\$45,805,347
Average Spent	\$1,785.47	\$1,965.72	\$2,193.85
Spending Potential Index	84	92	103
Personal Care Products & Services: Total \$	\$2,370,704	\$10,103,390	\$18,850,566
Average Spent	\$732.15	\$810.93	\$902.85
Spending Potential Index	83	91	102
Shelter: Total \$	\$47,213,910	\$204,602,031	\$381,672,385
Average Spent	\$14,581.20	\$16,422.03	\$18,280.20
Spending Potential Index	79	89	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,103,302	\$26,423,731	\$50,649,838
Average Spent	\$1,884.90	\$2,120.85	\$2,425.87
Spending Potential Index	76	86	98
Travel: Total \$	\$5,246,911	\$22,939,819	\$44,248,333
Average Spent	\$1,620.42	\$1,841.22	\$2,119.27
Spending Potential Index	72	82	94
Vehicle Maintenance & Repairs: Total \$	\$3,005,137	\$12,926,205	\$24,342,960
Average Spent	\$928.08	\$1,037.50	\$1,165.91
Spending Potential Index	81	91	102

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.