



# Market Profile

1119 Andrews Hwy, Midland, Texas, 79701  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.00186  
Longitude: -102.11770

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	12,437	47,337	78,064
2010 Total Population	13,356	50,916	87,363
2019 Total Population	14,472	55,200	97,258
2019 Group Quarters	17	438	1,317
2024 Total Population	15,086	57,873	103,404
2019-2024 Annual Rate	0.83%	0.95%	1.23%
2019 Total Daytime Population	11,009	46,447	106,637
Workers	5,064	23,496	66,950
Residents	5,945	22,951	39,687
<b>Household Summary</b>			
2000 Households	4,963	18,328	30,170
2000 Average Household Size	2.47	2.55	2.55
2010 Households	5,180	19,529	33,758
2010 Average Household Size	2.58	2.58	2.55
2019 Households	5,553	21,128	37,532
2019 Average Household Size	2.60	2.59	2.56
2024 Households	5,772	22,168	39,890
2024 Average Household Size	2.61	2.59	2.56
2019-2024 Annual Rate	0.78%	0.97%	1.23%
2010 Families	3,544	13,516	22,776
2010 Average Family Size	3.15	3.12	3.13
2019 Families	3,741	14,396	24,917
2019 Average Family Size	3.21	3.16	3.17
2024 Families	3,866	15,005	26,358
2024 Average Family Size	3.23	3.17	3.18
2019-2024 Annual Rate	0.66%	0.83%	1.13%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,472	20,232	33,786
Owner Occupied Housing Units	62.1%	62.8%	57.3%
Renter Occupied Housing Units	28.6%	27.8%	32.0%
Vacant Housing Units	9.3%	9.4%	10.7%
2010 Housing Units	5,507	20,612	36,032
Owner Occupied Housing Units	65.4%	65.7%	60.5%
Renter Occupied Housing Units	28.6%	29.1%	33.2%
Vacant Housing Units	5.9%	5.3%	6.3%
2019 Housing Units	5,859	22,106	39,578
Owner Occupied Housing Units	61.5%	60.9%	55.7%
Renter Occupied Housing Units	33.3%	34.6%	39.2%
Vacant Housing Units	5.2%	4.4%	5.2%
2024 Housing Units	6,062	23,085	41,878
Owner Occupied Housing Units	61.9%	61.0%	55.8%
Renter Occupied Housing Units	33.3%	35.0%	39.5%
Vacant Housing Units	4.8%	4.0%	4.7%
<b>Median Household Income</b>			
2019	\$80,757	\$79,986	\$77,175
2024	\$86,931	\$86,671	\$83,440
<b>Median Home Value</b>			
2019	\$198,615	\$211,722	\$220,310
2024	\$214,684	\$231,439	\$241,868
<b>Per Capita Income</b>			
2019	\$39,524	\$38,629	\$37,410
2024	\$44,001	\$43,241	\$41,975
<b>Median Age</b>			
2010	34.7	33.9	33.2
2019	35.9	35.2	34.5
2024	36.4	35.9	35.2

**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	5,553	21,128	37,532
<\$15,000	5.7%	5.7%	6.9%
\$15,000 - \$24,999	5.9%	6.1%	7.0%
\$25,000 - \$34,999	4.6%	5.8%	6.0%
\$35,000 - \$49,999	8.4%	8.7%	9.0%
\$50,000 - \$74,999	19.8%	19.0%	19.0%
\$75,000 - \$99,999	18.8%	18.5%	17.7%
\$100,000 - \$149,999	19.6%	19.1%	18.0%
\$150,000 - \$199,999	9.0%	9.3%	8.7%
\$200,000+	8.2%	7.9%	7.8%
Average Household Income	\$101,987	\$101,133	\$97,473
<b>2024 Households by Income</b>			
Household Income Base	5,772	22,168	39,890
<\$15,000	4.6%	4.5%	5.5%
\$15,000 - \$24,999	4.8%	5.0%	5.7%
\$25,000 - \$34,999	3.9%	4.9%	5.1%
\$35,000 - \$49,999	7.4%	7.5%	8.0%
\$50,000 - \$74,999	18.8%	18.0%	18.4%
\$75,000 - \$99,999	19.0%	18.5%	17.8%
\$100,000 - \$149,999	21.5%	21.3%	20.1%
\$150,000 - \$199,999	10.7%	11.5%	10.6%
\$200,000+	9.4%	8.9%	8.9%
Average Household Income	\$113,808	\$113,137	\$109,416
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,605	13,473	22,034
<\$50,000	3.1%	2.5%	3.9%
\$50,000 - \$99,999	5.4%	6.6%	6.6%
\$100,000 - \$149,999	10.8%	12.2%	10.9%
\$150,000 - \$199,999	31.5%	24.6%	21.9%
\$200,000 - \$249,999	19.9%	17.3%	16.3%
\$250,000 - \$299,999	7.4%	13.8%	14.7%
\$300,000 - \$399,999	16.7%	14.3%	16.4%
\$400,000 - \$499,999	2.9%	3.3%	3.8%
\$500,000 - \$749,999	1.6%	3.3%	3.7%
\$750,000 - \$999,999	0.3%	1.2%	1.1%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.4%	0.4%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$229,612	\$250,251	\$253,159
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,753	14,079	23,354
<\$50,000	2.2%	1.7%	2.7%
\$50,000 - \$99,999	3.9%	4.1%	4.3%
\$100,000 - \$149,999	8.4%	10.5%	9.0%
\$150,000 - \$199,999	29.4%	22.3%	20.0%
\$200,000 - \$249,999	21.0%	18.1%	16.7%
\$250,000 - \$299,999	6.8%	13.6%	14.1%
\$300,000 - \$399,999	21.4%	18.1%	20.6%
\$400,000 - \$499,999	4.0%	4.6%	5.2%
\$500,000 - \$749,999	1.8%	4.1%	4.8%
\$750,000 - \$999,999	0.5%	1.7%	1.6%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.6%	0.6%	0.4%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$251,052	\$277,599	\$281,356

**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.



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	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	13,357	50,917	87,364
0 - 4	8.1%	8.0%	8.1%
5 - 9	6.9%	7.3%	7.4%
10 - 14	6.8%	7.0%	7.0%
15 - 24	13.9%	14.4%	14.8%
25 - 34	14.7%	14.7%	15.2%
35 - 44	11.8%	11.7%	11.7%
45 - 54	14.2%	13.7%	13.7%
55 - 64	10.6%	10.6%	10.5%
65 - 74	5.9%	5.8%	5.6%
75 - 84	5.2%	5.0%	4.5%
85 +	1.8%	1.8%	1.7%
18 +	73.6%	73.3%	73.2%
<b>2019 Population by Age</b>			
Total	14,473	55,202	97,259
0 - 4	7.6%	7.4%	7.6%
5 - 9	7.3%	7.2%	7.2%
10 - 14	7.0%	7.0%	6.9%
15 - 24	12.1%	13.0%	13.4%
25 - 34	14.7%	15.1%	15.7%
35 - 44	12.9%	12.5%	12.5%
45 - 54	10.8%	10.9%	10.8%
55 - 64	12.5%	12.1%	11.7%
65 - 74	8.1%	8.0%	7.8%
75 - 84	4.6%	4.6%	4.3%
85 +	2.3%	2.3%	2.2%
18 +	74.3%	74.5%	74.5%
<b>2024 Population by Age</b>			
Total	15,086	57,874	103,403
0 - 4	7.6%	7.4%	7.6%
5 - 9	7.3%	7.2%	7.1%
10 - 14	7.3%	7.1%	7.0%
15 - 24	12.1%	13.0%	13.3%
25 - 34	13.8%	14.2%	14.8%
35 - 44	13.8%	13.3%	13.3%
45 - 54	10.5%	10.6%	10.5%
55 - 64	11.0%	10.7%	10.4%
65 - 74	9.7%	9.2%	8.9%
75 - 84	4.9%	5.1%	4.9%
85 +	2.1%	2.3%	2.2%
18 +	73.8%	74.3%	74.5%
<b>2010 Population by Sex</b>			
Males	6,469	24,884	42,647
Females	6,887	26,032	44,716
<b>2019 Population by Sex</b>			
Males	7,011	27,085	47,674
Females	7,461	28,116	49,584
<b>2024 Population by Sex</b>			
Males	7,334	28,449	50,750
Females	7,751	29,424	52,654

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	13,356	50,915	87,363
White Alone	80.1%	79.5%	77.8%
Black Alone	4.8%	4.8%	5.9%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	1.0%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.7%	11.2%	11.5%
Two or More Races	2.7%	2.6%	2.6%
Hispanic Origin	29.2%	32.8%	35.9%
Diversity Index	62.2	64.5	67.1
<b>2019 Population by Race/Ethnicity</b>			
Total	14,472	55,200	97,258
White Alone	74.3%	74.1%	72.9%
Black Alone	4.9%	4.9%	5.8%
American Indian Alone	0.9%	0.7%	0.8%
Asian Alone	1.7%	2.1%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.6%	14.6%	14.7%
Two or More Races	3.6%	3.5%	3.4%
Hispanic Origin	39.2%	42.3%	45.4%
Diversity Index	71.0	71.7	73.0
<b>2024 Population by Race/Ethnicity</b>			
Total	15,084	57,873	103,405
White Alone	72.0%	72.1%	71.1%
Black Alone	4.8%	4.8%	5.6%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	1.9%	2.4%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.2%	15.9%	15.9%
Two or More Races	4.1%	3.9%	3.8%
Hispanic Origin	44.6%	47.3%	50.2%
Diversity Index	73.7	73.8	74.5
<b>2010 Population by Relationship and Household Type</b>			
Total	13,356	50,916	87,363
In Households	99.9%	99.0%	98.5%
In Family Households	85.3%	85.1%	83.7%
Householder	26.8%	26.5%	26.0%
Spouse	20.5%	19.9%	19.1%
Child	32.8%	32.9%	32.9%
Other relative	3.5%	3.5%	3.6%
Nonrelative	1.8%	2.1%	2.1%
In Nonfamily Households	14.6%	14.0%	14.8%
In Group Quarters	0.1%	1.0%	1.5%
Institutionalized Population	0.0%	0.2%	0.6%
Noninstitutionalized Population	0.1%	0.7%	0.9%

**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	9,544	36,076	63,148
Less than 9th Grade	4.6%	5.6%	6.3%
9th - 12th Grade, No Diploma	5.9%	6.9%	7.8%
High School Graduate	18.3%	19.3%	19.9%
GED/Alternative Credential	4.6%	4.8%	4.5%
Some College, No Degree	25.8%	23.8%	23.5%
Associate Degree	10.1%	8.2%	7.2%
Bachelor's Degree	20.9%	22.5%	22.3%
Graduate/Professional Degree	9.9%	8.9%	8.4%
<b>2019 Population 15+ by Marital Status</b>			
Total	11,298	43,274	76,149
Never Married	29.4%	29.8%	30.5%
Married	54.4%	52.8%	52.4%
Widowed	4.7%	5.2%	5.3%
Divorced	11.5%	12.2%	11.9%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.5%	98.2%	98.0%
Civilian Unemployed (Unemployment Rate)	2.5%	1.8%	2.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	8,674	32,782	58,473
Agriculture/Mining	15.9%	16.0%	16.5%
Construction	6.4%	7.5%	7.8%
Manufacturing	5.5%	4.2%	4.0%
Wholesale Trade	3.0%	3.6%	3.6%
Retail Trade	10.4%	10.4%	10.4%
Transportation/Utilities	4.8%	6.2%	6.4%
Information	1.8%	1.1%	1.1%
Finance/Insurance/Real Estate	5.4%	5.8%	5.4%
Services	44.2%	42.6%	42.0%
Public Administration	2.6%	2.6%	2.8%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	8,675	32,782	58,473
White Collar	58.9%	59.0%	58.0%
Management/Business/Financial	14.7%	13.9%	14.3%
Professional	19.1%	18.8%	18.5%
Sales	10.7%	10.9%	10.8%
Administrative Support	14.4%	15.4%	14.4%
Services	16.3%	14.9%	15.6%
Blue Collar	24.8%	26.1%	26.4%
Farming/Forestry/Fishing	0.3%	0.2%	0.3%
Construction/Extraction	9.6%	8.8%	10.0%
Installation/Maintenance/Repair	3.7%	5.8%	5.1%
Production	4.2%	4.0%	3.6%
Transportation/Material Moving	6.9%	7.2%	7.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,356	50,916	87,363
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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

May 14, 2020



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<b>2010 Households by Type</b>			
Total	5,179	19,529	33,757
Households with 1 Person	27.1%	26.1%	27.5%
Households with 2+ People	72.9%	73.9%	72.5%
Family Households	68.4%	69.2%	67.5%
Husband-wife Families	52.3%	52.0%	49.8%
With Related Children	25.0%	24.5%	23.8%
Other Family (No Spouse Present)	16.1%	17.2%	17.6%
Other Family with Male Householder	4.2%	4.6%	4.7%
With Related Children	2.4%	2.9%	3.0%
Other Family with Female Householder	11.9%	12.5%	12.9%
With Related Children	8.3%	8.9%	9.2%
Nonfamily Households	4.5%	4.7%	5.0%
All Households with Children	36.0%	36.6%	36.4%
Multigenerational Households	4.3%	4.5%	4.7%
Unmarried Partner Households	5.1%	6.0%	6.1%
Male-female	4.6%	5.4%	5.5%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	5,181	19,530	33,758
1 Person Household	27.1%	26.1%	27.5%
2 Person Household	32.2%	32.7%	31.8%
3 Person Household	16.3%	16.3%	16.1%
4 Person Household	13.8%	13.7%	13.5%
5 Person Household	6.9%	7.0%	6.8%
6 Person Household	2.4%	2.6%	2.6%
7 + Person Household	1.3%	1.6%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,180	19,529	33,758
Owner Occupied	69.6%	69.3%	64.6%
Owned with a Mortgage/Loan	44.1%	43.9%	41.0%
Owned Free and Clear	25.5%	25.4%	23.6%
Renter Occupied	30.4%	30.7%	35.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,507	20,612	36,032
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

**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.	Comfortable Empty Nesters (5A)	Bright Young Professionals	Bright Young Professionals
2.	In Style (5B)	Barrios Urbanos (7D)	In Style (5B)
3.	Front Porches (8E)	In Style (5B)	Young and Restless (11B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,853,050	\$53,061,963	\$92,397,620
Average Spent	\$2,494.70	\$2,511.45	\$2,461.84
Spending Potential Index	116	117	115
Education: Total \$	\$10,114,545	\$37,955,510	\$64,233,812
Average Spent	\$1,821.46	\$1,796.46	\$1,711.44
Spending Potential Index	114	113	107
Entertainment/Recreation: Total \$	\$21,135,312	\$79,353,573	\$135,732,795
Average Spent	\$3,806.11	\$3,755.85	\$3,616.46
Spending Potential Index	116	115	111
Food at Home: Total \$	\$33,516,170	\$127,054,943	\$220,872,262
Average Spent	\$6,035.69	\$6,013.58	\$5,884.91
Spending Potential Index	117	116	114
Food Away from Home: Total \$	\$23,917,396	\$91,496,027	\$159,116,863
Average Spent	\$4,307.11	\$4,330.56	\$4,239.50
Spending Potential Index	117	118	115
Health Care: Total \$	\$39,033,420	\$145,336,159	\$247,760,381
Average Spent	\$7,029.25	\$6,878.84	\$6,601.31
Spending Potential Index	118	116	111
HH Furnishings & Equipment: Total \$	\$14,134,722	\$53,485,194	\$91,731,306
Average Spent	\$2,545.42	\$2,531.48	\$2,444.08
Spending Potential Index	119	119	115
Personal Care Products & Services: Total \$	\$5,876,695	\$22,307,969	\$38,430,344
Average Spent	\$1,058.29	\$1,055.85	\$1,023.94
Spending Potential Index	119	119	115
Shelter: Total \$	\$119,630,365	\$453,267,663	\$781,450,028
Average Spent	\$21,543.38	\$21,453.41	\$20,820.90
Spending Potential Index	116	116	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,388,340	\$61,135,965	\$103,788,686
Average Spent	\$2,951.26	\$2,893.60	\$2,765.34
Spending Potential Index	119	117	112
Travel: Total \$	\$14,555,222	\$54,509,111	\$91,861,500
Average Spent	\$2,621.15	\$2,579.95	\$2,447.55
Spending Potential Index	117	115	109
Vehicle Maintenance & Repairs: Total \$	\$7,672,170	\$29,039,295	\$50,152,819
Average Spent	\$1,381.63	\$1,374.45	\$1,336.27
Spending Potential Index	121	120	117

**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.