



Market Profile

2003 Commerce Dr, Midland, Texas, 79703
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.96075
Longitude: -102.13887

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,626	26,493	74,801
2010 Total Population	1,910	30,241	85,030
2019 Total Population	2,058	34,180	100,399
2019 Group Quarters	0	93	1,014
2024 Total Population	2,249	36,648	108,150
2019-2024 Annual Rate	1.79%	1.40%	1.50%
2019 Total Daytime Population	4,818	32,856	111,079
Workers	4,037	18,284	69,162
Residents	781	14,572	41,917
Household Summary			
2000 Households	544	9,669	27,936
2000 Average Household Size	2.99	2.72	2.64
2010 Households	627	10,752	31,757
2010 Average Household Size	3.04	2.80	2.64
2019 Households	674	12,085	37,363
2019 Average Household Size	3.05	2.82	2.66
2024 Households	737	12,962	40,226
2024 Average Household Size	3.05	2.82	2.66
2019-2024 Annual Rate	1.80%	1.41%	1.49%
2010 Families	501	7,636	22,289
2010 Average Family Size	3.41	3.34	3.18
2019 Families	535	8,488	25,970
2019 Average Family Size	3.43	3.39	3.22
2024 Families	583	9,065	27,867
2024 Average Family Size	3.44	3.40	3.23
2019-2024 Annual Rate	1.73%	1.32%	1.42%
Housing Unit Summary			
2000 Housing Units	582	10,902	31,622
Owner Occupied Housing Units	74.1%	60.6%	61.0%
Renter Occupied Housing Units	19.4%	28.1%	27.4%
Vacant Housing Units	6.5%	11.3%	11.7%
2010 Housing Units	650	11,432	33,905
Owner Occupied Housing Units	81.1%	66.1%	64.6%
Renter Occupied Housing Units	15.4%	27.9%	29.1%
Vacant Housing Units	3.5%	5.9%	6.3%
2019 Housing Units	693	12,712	39,369
Owner Occupied Housing Units	72.7%	61.1%	60.7%
Renter Occupied Housing Units	24.5%	33.9%	34.2%
Vacant Housing Units	2.7%	4.9%	5.1%
2024 Housing Units	755	13,568	42,189
Owner Occupied Housing Units	73.1%	61.6%	60.9%
Renter Occupied Housing Units	24.4%	34.0%	34.4%
Vacant Housing Units	2.4%	4.5%	4.7%
Median Household Income			
2019	\$80,946	\$68,992	\$76,640
2024	\$86,209	\$76,857	\$82,005
Median Home Value			
2019	\$173,503	\$166,365	\$217,055
2024	\$197,943	\$182,092	\$239,133
Per Capita Income			
2019	\$29,032	\$28,742	\$35,688
2024	\$32,840	\$32,749	\$39,876
Median Age			
2010	29.3	30.4	33.0
2019	31.2	32.2	34.3
2024	31.9	32.7	35.0

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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2019 Households by Income			
Household Income Base	674	12,085	37,363
<\$15,000	4.3%	6.7%	6.5%
\$15,000 - \$24,999	4.5%	7.5%	7.3%
\$25,000 - \$34,999	4.5%	6.7%	6.6%
\$35,000 - \$49,999	7.3%	11.0%	8.9%
\$50,000 - \$74,999	19.9%	22.0%	18.9%
\$75,000 - \$99,999	28.8%	21.1%	18.4%
\$100,000 - \$149,999	19.9%	15.5%	17.3%
\$150,000 - \$199,999	6.8%	5.9%	8.3%
\$200,000+	4.0%	3.7%	7.6%
Average Household Income	\$90,629	\$81,308	\$96,503
2024 Households by Income			
Household Income Base	737	12,962	40,226
<\$15,000	3.3%	5.3%	5.3%
\$15,000 - \$24,999	3.4%	6.1%	6.1%
\$25,000 - \$34,999	3.5%	5.7%	5.7%
\$35,000 - \$49,999	6.0%	9.6%	7.9%
\$50,000 - \$74,999	18.0%	21.0%	18.4%
\$75,000 - \$99,999	28.5%	21.9%	18.7%
\$100,000 - \$149,999	22.9%	18.1%	19.1%
\$150,000 - \$199,999	9.2%	7.7%	10.1%
\$200,000+	5.2%	4.7%	8.7%
Average Household Income	\$102,632	\$92,590	\$107,897
2019 Owner Occupied Housing Units by Value			
Total	504	7,771	23,897
<\$50,000	4.6%	6.3%	5.7%
\$50,000 - \$99,999	10.1%	12.9%	7.4%
\$100,000 - \$149,999	19.6%	21.0%	11.3%
\$150,000 - \$199,999	33.1%	29.9%	19.8%
\$200,000 - \$249,999	12.9%	17.7%	17.2%
\$250,000 - \$299,999	3.2%	4.5%	12.6%
\$300,000 - \$399,999	8.5%	3.5%	14.9%
\$400,000 - \$499,999	0.2%	1.3%	4.4%
\$500,000 - \$749,999	3.0%	1.7%	4.8%
\$750,000 - \$999,999	4.6%	1.0%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$218,738	\$183,270	\$253,422
2024 Owner Occupied Housing Units by Value			
Total	552	8,355	25,703
<\$50,000	2.7%	4.2%	3.9%
\$50,000 - \$99,999	6.0%	8.2%	4.9%
\$100,000 - \$149,999	13.8%	18.6%	9.3%
\$150,000 - \$199,999	28.6%	29.5%	18.0%
\$200,000 - \$249,999	14.9%	21.1%	17.7%
\$250,000 - \$299,999	4.2%	5.2%	11.9%
\$300,000 - \$399,999	14.1%	5.4%	18.4%
\$400,000 - \$499,999	0.4%	2.3%	6.4%
\$500,000 - \$749,999	5.8%	2.9%	6.4%
\$750,000 - \$999,999	9.2%	1.9%	1.9%
\$1,000,000 - \$1,499,999	0.2%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$288,294	\$215,679	\$287,160

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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2010 Population by Age			
Total	1,915	30,242	85,026
0 - 4	9.3%	9.1%	8.2%
5 - 9	9.0%	8.3%	7.6%
10 - 14	9.0%	8.0%	7.4%
15 - 24	14.7%	14.9%	14.6%
25 - 34	17.1%	16.4%	14.9%
35 - 44	13.3%	12.7%	12.1%
45 - 54	12.2%	12.6%	13.9%
55 - 64	8.1%	9.1%	10.3%
65 - 74	4.0%	4.8%	5.3%
75 - 84	2.6%	3.2%	4.2%
85 +	0.5%	1.0%	1.5%
18 +	67.0%	70.0%	72.3%
2019 Population by Age			
Total	2,058	34,179	100,400
0 - 4	8.7%	8.4%	7.7%
5 - 9	8.6%	8.1%	7.4%
10 - 14	8.2%	7.6%	7.2%
15 - 24	14.5%	14.0%	13.4%
25 - 34	15.5%	16.2%	15.3%
35 - 44	14.7%	13.6%	12.7%
45 - 54	11.1%	10.7%	11.1%
55 - 64	9.7%	10.4%	11.8%
65 - 74	5.9%	6.7%	7.6%
75 - 84	2.3%	3.1%	3.9%
85 +	0.8%	1.3%	1.9%
18 +	69.9%	71.7%	73.7%
2024 Population by Age			
Total	2,249	36,646	108,151
0 - 4	8.5%	8.4%	7.6%
5 - 9	8.7%	8.1%	7.3%
10 - 14	8.7%	7.9%	7.3%
15 - 24	13.9%	13.9%	13.2%
25 - 34	15.0%	15.3%	14.5%
35 - 44	14.9%	14.3%	13.5%
45 - 54	11.2%	10.5%	10.9%
55 - 64	9.2%	9.4%	10.5%
65 - 74	6.2%	7.4%	8.8%
75 - 84	2.9%	3.6%	4.5%
85 +	0.8%	1.3%	1.9%
18 +	69.5%	71.3%	73.7%
2010 Population by Sex			
Males	945	14,906	41,849
Females	965	15,335	43,181
2019 Population by Sex			
Males	1,033	16,919	49,656
Females	1,025	17,261	50,743
2024 Population by Sex			
Males	1,137	18,191	53,639
Females	1,112	18,457	54,511

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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2010 Population by Race/Ethnicity			
Total	1,911	30,241	85,029
White Alone	75.5%	74.6%	77.7%
Black Alone	4.6%	5.2%	4.7%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	0.8%	0.8%	1.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	15.6%	15.5%	13.1%
Two or More Races	2.6%	3.1%	2.5%
Hispanic Origin	55.5%	47.3%	38.5%
Diversity Index	71.0	71.9	68.1
2019 Population by Race/Ethnicity			
Total	2,058	34,179	100,398
White Alone	71.5%	69.8%	73.1%
Black Alone	4.3%	4.9%	4.4%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	1.3%	1.3%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.9%	19.3%	16.2%
Two or More Races	3.1%	3.9%	3.3%
Hispanic Origin	66.4%	58.0%	47.7%
Diversity Index	71.6	74.9	73.1
2024 Population by Race/Ethnicity			
Total	2,250	36,648	108,150
White Alone	70.8%	68.5%	71.4%
Black Alone	4.0%	4.6%	4.2%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	1.4%	1.4%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.5%	20.4%	17.4%
Two or More Races	3.3%	4.2%	3.7%
Hispanic Origin	71.1%	63.1%	52.5%
Diversity Index	70.3	74.8	74.3
2010 Population by Relationship and Household Type			
Total	1,910	30,241	85,030
In Households	99.9%	99.5%	98.8%
In Family Households	91.9%	87.1%	85.5%
Householder	25.8%	25.2%	26.1%
Spouse	18.8%	17.8%	19.4%
Child	39.9%	36.9%	34.1%
Other relative	4.9%	4.5%	3.8%
Nonrelative	2.5%	2.7%	2.1%
In Nonfamily Households	8.1%	12.4%	13.2%
In Group Quarters	0.1%	0.5%	1.2%
Institutionalized Population	0.1%	0.3%	0.5%
Noninstitutionalized Population	0.0%	0.2%	0.7%

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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2019 Population 25+ by Educational Attainment			
Total	1,233	21,151	64,574
Less than 9th Grade	7.9%	9.3%	7.3%
9th - 12th Grade, No Diploma	11.1%	10.4%	8.4%
High School Graduate	27.7%	25.2%	19.6%
GED/Alternative Credential	8.9%	7.1%	4.7%
Some College, No Degree	24.5%	24.2%	23.8%
Associate Degree	6.7%	9.1%	8.1%
Bachelor's Degree	10.3%	11.3%	20.6%
Graduate/Professional Degree	2.8%	3.4%	7.5%
2019 Population 15+ by Marital Status			
Total	1,531	25,925	78,041
Never Married	30.4%	32.4%	30.2%
Married	54.7%	49.5%	53.0%
Widowed	2.8%	4.1%	4.8%
Divorced	12.0%	14.0%	12.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	99.0%	98.2%	97.9%
Civilian Unemployed (Unemployment Rate)	1.0%	1.8%	2.1%
2019 Employed Population 16+ by Industry			
Total	1,295	19,991	59,429
Agriculture/Mining	11.7%	14.3%	17.3%
Construction	11.2%	10.8%	9.2%
Manufacturing	6.2%	5.4%	4.1%
Wholesale Trade	3.4%	3.3%	3.5%
Retail Trade	7.9%	10.2%	9.9%
Transportation/Utilities	10.4%	8.9%	7.1%
Information	1.3%	0.6%	1.0%
Finance/Insurance/Real Estate	3.8%	3.4%	5.0%
Services	41.9%	40.7%	40.4%
Public Administration	2.2%	2.6%	2.5%
2019 Employed Population 16+ by Occupation			
Total	1,296	19,991	59,429
White Collar	40.5%	47.1%	56.7%
Management/Business/Financial	10.7%	10.4%	13.7%
Professional	9.9%	12.4%	18.2%
Sales	10.7%	9.6%	10.2%
Administrative Support	9.2%	14.8%	14.6%
Services	19.8%	17.7%	14.5%
Blue Collar	39.7%	35.2%	28.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	13.8%	12.5%	11.5%
Installation/Maintenance/Repair	8.0%	7.7%	5.6%
Production	7.3%	4.9%	3.9%
Transportation/Material Moving	10.7%	10.0%	7.5%
2010 Population By Urban/ Rural Status			
Total Population	1,910	30,241	85,030
Population Inside Urbanized Area	96.6%	95.8%	97.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.4%	4.2%	2.7%

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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2010 Households by Type			
Total	627	10,752	31,757
Households with 1 Person	16.3%	24.1%	25.0%
Households with 2+ People	83.7%	75.9%	75.0%
Family Households	79.9%	71.0%	70.2%
Husband-wife Families	58.5%	50.0%	52.3%
With Related Children	34.4%	27.6%	25.6%
Other Family (No Spouse Present)	21.4%	21.0%	17.9%
Other Family with Male Householder	5.6%	6.0%	4.9%
With Related Children	3.5%	3.9%	3.1%
Other Family with Female Householder	15.9%	15.0%	13.0%
With Related Children	11.8%	10.8%	9.3%
Nonfamily Households	3.8%	4.9%	4.8%
All Households with Children	50.4%	42.8%	38.4%
Multigenerational Households	7.8%	6.5%	5.0%
Unmarried Partner Households	6.5%	7.1%	6.1%
Male-female	5.7%	6.4%	5.5%
Same-sex	0.8%	0.7%	0.6%
2010 Households by Size			
Total	625	10,752	31,759
1 Person Household	16.3%	24.1%	25.0%
2 Person Household	28.0%	27.9%	31.6%
3 Person Household	18.2%	17.3%	16.6%
4 Person Household	18.1%	15.7%	14.4%
5 Person Household	10.9%	8.9%	7.6%
6 Person Household	5.4%	3.5%	3.0%
7 + Person Household	3.0%	2.6%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	627	10,752	31,757
Owner Occupied	84.1%	70.3%	69.0%
Owned with a Mortgage/Loan	58.2%	45.4%	42.3%
Owned Free and Clear	25.7%	24.9%	26.7%
Renter Occupied	15.9%	29.7%	31.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	650	11,432	33,905
Housing Units Inside Urbanized Area	96.6%	96.0%	97.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.4%	4.0%	2.5%

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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Top 3 Tapestry Segments			
1.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Barrios Urbanos (7D)
2.	Middleburg (4C)	Bright Young Professionals	Bright Young Professionals
3.	American Dreamers (7C)	Middleburg (4C)	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,596,199	\$25,371,034	\$91,044,668
Average Spent	\$2,368.25	\$2,099.38	\$2,436.76
Spending Potential Index	111	98	114
Education: Total \$	\$1,005,209	\$16,383,920	\$63,045,283
Average Spent	\$1,491.41	\$1,355.72	\$1,687.37
Spending Potential Index	94	85	106
Entertainment/Recreation: Total \$	\$2,277,624	\$36,804,037	\$134,082,294
Average Spent	\$3,379.26	\$3,045.43	\$3,588.64
Spending Potential Index	103	93	110
Food at Home: Total \$	\$3,767,045	\$60,779,327	\$217,587,054
Average Spent	\$5,589.09	\$5,029.32	\$5,823.60
Spending Potential Index	108	97	113
Food Away from Home: Total \$	\$2,753,764	\$43,670,427	\$156,598,788
Average Spent	\$4,085.70	\$3,613.61	\$4,191.28
Spending Potential Index	111	98	114
Health Care: Total \$	\$4,205,213	\$67,566,436	\$244,874,312
Average Spent	\$6,239.19	\$5,590.93	\$6,553.93
Spending Potential Index	105	94	110
HH Furnishings & Equipment: Total \$	\$1,605,989	\$25,248,932	\$90,728,518
Average Spent	\$2,382.77	\$2,089.28	\$2,428.30
Spending Potential Index	112	98	114
Personal Care Products & Services: Total \$	\$655,177	\$10,438,310	\$37,911,387
Average Spent	\$972.07	\$863.74	\$1,014.68
Spending Potential Index	110	97	114
Shelter: Total \$	\$12,805,854	\$207,689,745	\$764,839,829
Average Spent	\$18,999.78	\$17,185.75	\$20,470.51
Spending Potential Index	103	93	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,707,677	\$27,704,925	\$102,262,113
Average Spent	\$2,533.65	\$2,292.51	\$2,736.99
Spending Potential Index	102	92	110
Travel: Total \$	\$1,509,692	\$24,311,433	\$90,900,270
Average Spent	\$2,239.90	\$2,011.70	\$2,432.90
Spending Potential Index	100	90	108
Vehicle Maintenance & Repairs: Total \$	\$831,598	\$13,556,753	\$48,982,586
Average Spent	\$1,233.82	\$1,121.78	\$1,310.99
Spending Potential Index	108	98	115

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.