



Market Profile

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

Dub House, MAI, CCIM
 Latitude: 31.99305
 Longitude: -102.09941

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,652	34,753	70,500
2010 Total Population	9,193	37,858	78,182
2017 Total Population	10,337	42,421	89,675
2017 Group Quarters	36	580	1,155
2022 Total Population	11,102	45,508	97,361
2017-2022 Annual Rate	1.44%	1.41%	1.66%
2017 Total Daytime Population	13,502	50,560	93,579
Workers	7,403	24,926	38,939
Residents	6,099	25,634	54,640
Household Summary			
2000 Households	3,206	12,857	25,700
2000 Average Household Size	2.64	2.65	2.70
2010 Households	3,334	13,664	28,057
2010 Average Household Size	2.75	2.73	2.74
2017 Households	3,714	15,233	32,101
2017 Average Household Size	2.77	2.75	2.76
2022 Households	3,974	16,327	34,806
2022 Average Household Size	2.78	2.75	2.76
2017-2022 Annual Rate	1.36%	1.40%	1.63%
2010 Families	2,310	9,712	19,857
2010 Average Family Size	3.34	3.28	3.29
2017 Families	2,543	10,701	22,469
2017 Average Family Size	3.39	3.32	3.33
2022 Families	2,705	11,404	24,243
2022 Average Family Size	3.41	3.34	3.34
2017-2022 Annual Rate	1.24%	1.28%	1.53%
Housing Unit Summary			
2000 Housing Units	3,725	14,413	28,589
Owner Occupied Housing Units	57.4%	63.8%	62.6%
Renter Occupied Housing Units	28.6%	25.4%	27.3%
Vacant Housing Units	13.9%	10.8%	10.1%
2010 Housing Units	3,673	14,676	29,885
Owner Occupied Housing Units	62.6%	67.0%	64.6%
Renter Occupied Housing Units	28.2%	26.1%	29.3%
Vacant Housing Units	9.2%	6.9%	6.1%
2017 Housing Units	4,019	16,076	33,651
Owner Occupied Housing Units	60.2%	64.8%	62.1%
Renter Occupied Housing Units	32.2%	30.0%	33.3%
Vacant Housing Units	7.6%	5.2%	4.6%
2022 Housing Units	4,288	17,183	36,413
Owner Occupied Housing Units	59.6%	64.3%	61.8%
Renter Occupied Housing Units	33.1%	30.7%	33.7%
Vacant Housing Units	7.3%	5.0%	4.4%
Median Household Income			
2017	\$52,778	\$54,148	\$53,621
2022	\$57,735	\$58,707	\$58,222
Median Home Value			
2017	\$124,120	\$145,479	\$142,965
2022	\$164,088	\$174,692	\$170,249
Per Capita Income			
2017	\$28,523	\$29,397	\$28,617
2022	\$32,060	\$32,592	\$31,781
Median Age			
2010	31.8	32.7	32.3
2017	32.5	33.5	33.4
2022	33.2	34.4	34.2

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	3,714	15,233	32,101
<\$15,000	9.8%	11.2%	10.8%
\$15,000 - \$24,999	10.1%	11.0%	10.3%
\$25,000 - \$34,999	9.9%	9.7%	10.3%
\$35,000 - \$49,999	16.8%	13.4%	14.6%
\$50,000 - \$74,999	20.8%	19.9%	19.4%
\$75,000 - \$99,999	11.1%	11.5%	12.1%
\$100,000 - \$149,999	11.1%	11.5%	11.8%
\$150,000 - \$199,999	2.9%	4.5%	4.6%
\$200,000+	7.5%	7.2%	6.2%
Average Household Income	\$79,157	\$81,103	\$78,210
2022 Households by Income			
Household Income Base	3,974	16,327	34,806
<\$15,000	9.7%	11.0%	10.5%
\$15,000 - \$24,999	9.4%	10.3%	9.6%
\$25,000 - \$34,999	8.5%	8.6%	9.2%
\$35,000 - \$49,999	14.7%	11.9%	13.1%
\$50,000 - \$74,999	19.2%	18.7%	18.3%
\$75,000 - \$99,999	12.5%	12.7%	13.3%
\$100,000 - \$149,999	14.0%	13.9%	14.1%
\$150,000 - \$199,999	3.4%	5.1%	5.2%
\$200,000+	8.7%	7.9%	6.8%
Average Household Income	\$89,357	\$90,302	\$87,241
2017 Owner Occupied Housing Units by Value			
Total	2,420	10,414	20,906
<\$50,000	12.1%	11.6%	12.3%
\$50,000 - \$99,999	28.2%	22.9%	22.0%
\$100,000 - \$149,999	20.0%	17.0%	18.2%
\$150,000 - \$199,999	16.2%	19.9%	19.2%
\$200,000 - \$249,999	8.0%	10.1%	10.0%
\$250,000 - \$299,999	4.1%	5.4%	6.3%
\$300,000 - \$399,999	5.0%	5.1%	5.8%
\$400,000 - \$499,999	2.6%	2.9%	1.9%
\$500,000 - \$749,999	2.6%	4.4%	3.4%
\$750,000 - \$999,999	0.8%	0.5%	0.5%
\$1,000,000 +	0.4%	0.2%	0.2%
Average Home Value	\$163,915	\$178,877	\$173,339
2022 Owner Occupied Housing Units by Value			
Total	2,554	11,046	22,519
<\$50,000	9.9%	10.3%	11.4%
\$50,000 - \$99,999	19.0%	16.8%	16.6%
\$100,000 - \$149,999	16.3%	13.5%	14.5%
\$150,000 - \$199,999	17.0%	19.1%	18.6%
\$200,000 - \$249,999	10.6%	12.1%	11.6%
\$250,000 - \$299,999	7.0%	7.1%	7.8%
\$300,000 - \$399,999	8.8%	8.0%	9.4%
\$400,000 - \$499,999	5.5%	5.6%	3.7%
\$500,000 - \$749,999	3.9%	6.3%	5.3%
\$750,000 - \$999,999	1.4%	0.8%	0.9%
\$1,000,000 +	0.5%	0.3%	0.3%
Average Home Value	\$208,758	\$216,014	\$207,423

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,195	37,859	78,183
0 - 4	9.0%	8.4%	8.5%
5 - 9	8.4%	8.0%	7.9%
10 - 14	7.5%	7.4%	7.4%
15 - 24	14.9%	14.8%	15.0%
25 - 34	14.7%	14.3%	14.6%
35 - 44	12.4%	11.8%	11.6%
45 - 54	14.5%	14.0%	13.3%
55 - 64	9.4%	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 +	70.3%	71.3%	71.4%
2017 Population by Age			
Total	10,338	42,421	89,675
0 - 4	8.6%	8.0%	8.1%
5 - 9	8.3%	7.8%	7.8%
10 - 14	7.9%	7.4%	7.3%
15 - 24	13.8%	14.1%	14.0%
25 - 34	15.1%	14.9%	15.2%
35 - 44	12.4%	12.0%	11.9%
45 - 54	11.8%	11.5%	11.1%
55 - 64	11.7%	11.8%	11.4%
65 - 74	6.0%	6.9%	7.3%
75 - 84	2.9%	3.9%	4.1%
85 +	1.4%	1.8%	1.8%
18 +	71.0%	72.7%	72.7%
2022 Population by Age			
Total	11,104	45,507	97,360
0 - 4	8.5%	7.9%	8.0%
5 - 9	8.3%	7.7%	7.7%
10 - 14	8.2%	7.5%	7.5%
15 - 24	13.5%	13.4%	13.3%
25 - 34	14.2%	14.3%	14.6%
35 - 44	13.7%	13.2%	13.1%
45 - 54	10.7%	10.5%	10.3%
55 - 64	11.3%	11.2%	10.8%
65 - 74	7.5%	8.3%	8.4%
75 - 84	3.1%	4.1%	4.4%
85 +	1.2%	1.7%	1.8%
18 +	70.5%	72.6%	72.7%
2010 Population by Sex			
Males	4,509	18,566	38,128
Females	4,684	19,292	40,054
2017 Population by Sex			
Males	5,082	20,909	43,994
Females	5,256	21,512	45,681
2022 Population by Sex			
Males	5,486	22,553	47,968
Females	5,616	22,955	49,393

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,193	37,858	78,182
White Alone	70.5%	74.0%	72.4%
Black Alone	5.3%	5.5%	8.4%
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	19.3%	16.2%	14.8%
Two or More Races	3.5%	2.8%	2.7%
Hispanic Origin	48.7%	46.2%	44.7%
Diversity Index	75.0	72.3	73.1
2017 Population by Race/Ethnicity			
Total	10,338	42,420	89,675
White Alone	65.5%	70.1%	68.7%
Black Alone	5.1%	5.3%	8.1%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.6%	0.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	23.6%	19.6%	17.8%
Two or More Races	4.2%	3.4%	3.3%
Hispanic Origin	58.5%	54.6%	53.3%
Diversity Index	77.8	75.1	76.0
2022 Population by Race/Ethnicity			
Total	11,102	45,508	97,362
White Alone	63.5%	68.5%	67.3%
Black Alone	4.9%	5.0%	7.7%
American Indian Alone	1.0%	1.0%	0.9%
Asian Alone	0.7%	0.9%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	25.4%	21.0%	19.1%
Two or More Races	4.5%	3.7%	3.6%
Hispanic Origin	64.1%	59.7%	58.5%
Diversity Index	78.1	75.5	76.4
2010 Population by Relationship and Household Type			
Total	9,193	37,858	78,182
In Households	99.6%	98.4%	98.5%
In Family Households	86.4%	86.3%	86.0%
Householder	25.1%	25.5%	25.5%
Spouse	17.5%	18.3%	18.0%
Child	36.7%	35.9%	35.9%
Other relative	4.5%	4.4%	4.3%
Nonrelative	2.6%	2.2%	2.3%
In Nonfamily Households	13.2%	12.1%	12.5%
In Group Quarters	0.4%	1.6%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	6,346	26,622	56,297
Less than 9th Grade	10.3%	10.9%	10.1%
9th - 12th Grade, No Diploma	13.8%	11.9%	11.7%
High School Graduate	18.7%	18.0%	18.5%
GED/Alternative Credential	3.9%	5.6%	5.3%
Some College, No Degree	26.1%	23.6%	25.1%
Associate Degree	6.1%	6.6%	7.5%
Bachelor's Degree	15.9%	16.4%	15.5%
Graduate/Professional Degree	5.4%	7.2%	6.4%
2017 Population 15+ by Marital Status			
Total	7,776	32,610	68,875
Never Married	33.2%	32.0%	31.9%
Married	47.8%	51.0%	50.6%
Widowed	5.4%	5.2%	5.3%
Divorced	13.6%	11.8%	12.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	94.8%	94.7%
Civilian Unemployed (Unemployment Rate)	4.9%	5.2%	5.3%
2017 Employed Population 16+ by Industry			
Total	4,294	16,843	35,450
Agriculture/Mining	12.1%	14.4%	14.6%
Construction	10.1%	9.4%	9.1%
Manufacturing	2.6%	4.0%	4.4%
Wholesale Trade	4.0%	3.5%	3.5%
Retail Trade	16.0%	12.7%	12.0%
Transportation/Utilities	4.7%	4.9%	5.5%
Information	1.1%	0.9%	1.2%
Finance/Insurance/Real Estate	3.5%	5.4%	5.2%
Services	44.2%	42.4%	42.0%
Public Administration	1.8%	2.4%	2.5%
2017 Employed Population 16+ by Occupation			
Total	4,296	16,842	35,449
White Collar	50.5%	52.2%	53.6%
Management/Business/Financial	10.5%	11.6%	11.5%
Professional	14.4%	16.0%	15.9%
Sales	11.7%	11.0%	10.6%
Administrative Support	13.9%	13.6%	15.6%
Services	14.8%	15.9%	16.2%
Blue Collar	34.7%	31.9%	30.2%
Farming/Forestry/Fishing	0.0%	0.2%	0.4%
Construction/Extraction	12.3%	12.2%	11.9%
Installation/Maintenance/Repair	6.4%	5.7%	4.8%
Production	5.7%	5.2%	4.7%
Transportation/Material Moving	10.3%	8.6%	8.4%
2010 Population By Urban/ Rural Status			
Total Population	9,193	37,858	78,182
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,334	13,665	28,057
Households with 1 Person	26.2%	24.7%	24.8%
Households with 2+ People	73.8%	75.3%	75.2%
Family Households	69.3%	71.1%	70.8%
Husband-wife Families	48.2%	51.1%	49.9%
With Related Children	26.1%	26.1%	25.1%
Other Family (No Spouse Present)	21.0%	19.9%	20.9%
Other Family with Male Householder	5.7%	5.2%	5.5%
With Related Children	3.7%	3.2%	3.4%
Other Family with Female Householder	15.3%	14.7%	15.5%
With Related Children	10.9%	10.4%	10.9%
Nonfamily Households	4.5%	4.2%	4.5%
All Households with Children	41.1%	40.1%	39.9%
Multigenerational Households	6.5%	6.4%	6.4%
Unmarried Partner Households	6.5%	6.0%	6.3%
Male-female	6.1%	5.4%	5.7%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	3,335	13,665	28,058
1 Person Household	26.2%	24.7%	24.8%
2 Person Household	28.1%	29.7%	30.1%
3 Person Household	16.5%	16.8%	16.8%
4 Person Household	14.6%	14.6%	14.4%
5 Person Household	8.2%	8.3%	8.1%
6 Person Household	3.6%	3.5%	3.5%
7 + Person Household	2.8%	2.4%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	3,334	13,664	28,057
Owner Occupied	69.0%	72.0%	68.8%
Owned with a Mortgage/Loan	42.9%	42.3%	40.1%
Owned Free and Clear	26.1%	29.7%	28.8%
Renter Occupied	31.0%	28.0%	31.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,673	14,676	29,885
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 2017 and 2022 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)	Rustbelt Traditions (5D)	Bright Young Professionals
2017 Consumer Spending			
Apparel & Services: Total \$	\$8,004,222	\$33,632,190	\$68,636,797
Average Spent	\$2,155.15	\$2,207.85	\$2,138.15
Spending Potential Index	100	102	99
Education: Total \$	\$5,197,009	\$21,794,930	\$43,438,399
Average Spent	\$1,399.30	\$1,430.77	\$1,353.18
Spending Potential Index	96	98	93
Entertainment/Recreation: Total \$	\$11,347,047	\$47,579,527	\$96,944,410
Average Spent	\$3,055.21	\$3,123.45	\$3,019.98
Spending Potential Index	98	100	97
Food at Home: Total \$	\$18,781,381	\$78,738,482	\$161,193,727
Average Spent	\$5,056.91	\$5,168.94	\$5,021.46
Spending Potential Index	100	103	100
Food Away from Home: Total \$	\$12,290,094	\$51,861,504	\$106,480,751
Average Spent	\$3,309.13	\$3,404.55	\$3,317.05
Spending Potential Index	99	102	100
Health Care: Total \$	\$20,343,861	\$85,539,116	\$173,955,036
Average Spent	\$5,477.61	\$5,615.38	\$5,418.99
Spending Potential Index	98	100	97
HH Furnishings & Equipment: Total \$	\$7,187,183	\$30,164,580	\$61,513,127
Average Spent	\$1,935.16	\$1,980.21	\$1,916.24
Spending Potential Index	100	102	99
Personal Care Products & Services: Total \$	\$2,898,740	\$12,225,225	\$24,906,203
Average Spent	\$780.49	\$802.55	\$775.87
Spending Potential Index	98	101	97
Shelter: Total \$	\$59,822,248	\$251,283,270	\$511,702,690
Average Spent	\$16,107.23	\$16,495.98	\$15,940.40
Spending Potential Index	99	102	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,429,665	\$35,876,596	\$72,997,487
Average Spent	\$2,269.70	\$2,355.19	\$2,273.99
Spending Potential Index	97	101	97
Travel: Total \$	\$7,379,074	\$31,093,814	\$62,630,009
Average Spent	\$1,986.83	\$2,041.21	\$1,951.03
Spending Potential Index	96	99	94
Vehicle Maintenance & Repairs: Total \$	\$3,952,930	\$16,580,063	\$33,836,706
Average Spent	\$1,064.33	\$1,088.43	\$1,054.07
Spending Potential Index	99	102	98

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.