



# Market Profile

4000 N Big Spring St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.03717  
Longitude: -102.08548

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	3,612	21,691	42,639
2010 Total Population	4,700	24,008	47,317
2019 Total Population	6,714	28,366	58,634
2019 Group Quarters	192	624	841
2024 Total Population	7,559	30,695	63,683
2019-2024 Annual Rate	2.40%	1.59%	1.67%
2019 Total Daytime Population	9,616	24,440	67,176
Workers	6,706	12,368	42,177
Residents	2,910	12,072	24,999
<b>Household Summary</b>			
2000 Households	1,224	8,121	16,205
2000 Average Household Size	2.84	2.62	2.59
2010 Households	1,659	9,069	18,173
2010 Average Household Size	2.74	2.58	2.56
2019 Households	2,442	10,658	22,225
2019 Average Household Size	2.67	2.60	2.60
2024 Households	2,753	11,511	24,063
2024 Average Household Size	2.68	2.61	2.61
2019-2024 Annual Rate	2.43%	1.55%	1.60%
2010 Families	1,152	6,204	12,609
2010 Average Family Size	3.28	3.16	3.11
2019 Families	1,668	7,245	15,362
2019 Average Family Size	3.24	3.20	3.17
2024 Families	1,876	7,807	16,586
2024 Average Family Size	3.25	3.22	3.19
2019-2024 Annual Rate	2.38%	1.51%	1.55%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,351	8,827	17,822
Owner Occupied Housing Units	61.4%	62.3%	64.7%
Renter Occupied Housing Units	29.2%	29.7%	26.2%
Vacant Housing Units	9.4%	8.0%	9.1%
2010 Housing Units	1,804	9,611	19,348
Owner Occupied Housing Units	57.0%	62.2%	64.9%
Renter Occupied Housing Units	35.0%	32.1%	29.0%
Vacant Housing Units	8.0%	5.6%	6.1%
2019 Housing Units	2,563	11,159	23,275
Owner Occupied Housing Units	50.5%	57.2%	61.3%
Renter Occupied Housing Units	44.8%	38.3%	34.1%
Vacant Housing Units	4.7%	4.5%	4.5%
2024 Housing Units	2,874	11,998	25,085
Owner Occupied Housing Units	50.8%	57.5%	61.6%
Renter Occupied Housing Units	45.0%	38.4%	34.3%
Vacant Housing Units	4.2%	4.1%	4.1%
<b>Median Household Income</b>			
2019	\$81,767	\$76,988	\$78,626
2024	\$91,536	\$82,953	\$86,313
<b>Median Home Value</b>			
2019	\$229,743	\$255,263	\$273,816
2024	\$241,297	\$277,634	\$301,056
<b>Per Capita Income</b>			
2019	\$40,409	\$39,048	\$40,419
2024	\$45,290	\$43,284	\$44,947
<b>Median Age</b>			
2010	34.1	35.5	35.8
2019	35.5	36.4	37.0
2024	36.2	37.7	38.1

**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	2,442	10,658	22,225
<\$15,000	7.3%	8.8%	8.5%
\$15,000 - \$24,999	8.8%	8.8%	7.9%
\$25,000 - \$34,999	5.7%	6.3%	5.3%
\$35,000 - \$49,999	7.8%	8.5%	9.1%
\$50,000 - \$74,999	15.3%	15.9%	16.5%
\$75,000 - \$99,999	14.9%	15.9%	14.3%
\$100,000 - \$149,999	21.8%	17.8%	18.1%
\$150,000 - \$199,999	7.5%	7.3%	8.8%
\$200,000+	10.8%	10.8%	11.5%
Average Household Income	\$107,347	\$103,511	\$106,935
<b>2024 Households by Income</b>			
Household Income Base	2,753	11,511	24,063
<\$15,000	5.7%	7.0%	6.9%
\$15,000 - \$24,999	7.1%	7.3%	6.6%
\$25,000 - \$34,999	4.8%	5.5%	4.6%
\$35,000 - \$49,999	6.9%	7.9%	8.2%
\$50,000 - \$74,999	14.7%	16.0%	16.2%
\$75,000 - \$99,999	14.9%	16.3%	14.2%
\$100,000 - \$149,999	24.6%	19.6%	20.0%
\$150,000 - \$199,999	9.4%	8.6%	10.5%
\$200,000+	11.8%	11.8%	12.8%
Average Household Income	\$120,168	\$114,949	\$119,271
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,295	6,380	14,278
<\$50,000	4.6%	4.8%	3.4%
\$50,000 - \$99,999	7.2%	9.6%	6.4%
\$100,000 - \$149,999	7.3%	7.1%	5.7%
\$150,000 - \$199,999	19.3%	13.5%	13.0%
\$200,000 - \$249,999	19.5%	13.4%	13.9%
\$250,000 - \$299,999	5.6%	14.9%	16.0%
\$300,000 - \$399,999	12.0%	19.8%	22.5%
\$400,000 - \$499,999	6.3%	6.4%	6.7%
\$500,000 - \$749,999	9.7%	6.6%	8.1%
\$750,000 - \$999,999	2.2%	1.7%	2.1%
\$1,000,000 - \$1,499,999	5.6%	1.7%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.7%
\$2,000,000 +	0.8%	0.4%	0.4%
Average Home Value	\$346,892	\$298,173	\$323,650
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,461	6,904	15,447
<\$50,000	3.5%	3.1%	2.1%
\$50,000 - \$99,999	5.7%	6.6%	4.6%
\$100,000 - \$149,999	5.7%	5.4%	4.2%
\$150,000 - \$199,999	17.2%	14.5%	11.7%
\$200,000 - \$249,999	21.6%	13.2%	12.7%
\$250,000 - \$299,999	4.0%	13.2%	14.4%
\$300,000 - \$399,999	13.3%	23.6%	26.7%
\$400,000 - \$499,999	9.3%	8.1%	8.9%
\$500,000 - \$749,999	10.4%	7.8%	9.3%
\$750,000 - \$999,999	2.6%	2.1%	2.7%
\$1,000,000 - \$1,499,999	5.7%	1.9%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.9%
\$2,000,000 +	1.0%	0.5%	0.5%
Average Home Value	\$370,793	\$326,665	\$355,717

**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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<b>2010 Population by Age</b>			
Total	4,701	24,008	47,318
0 - 4	8.3%	7.8%	7.6%
5 - 9	6.8%	7.0%	7.0%
10 - 14	6.4%	6.7%	6.8%
15 - 24	15.1%	14.7%	14.3%
25 - 34	14.6%	13.2%	13.4%
35 - 44	11.3%	10.6%	11.0%
45 - 54	13.0%	13.9%	14.4%
55 - 64	11.8%	11.8%	11.8%
65 - 74	7.0%	7.0%	6.7%
75 - 84	4.3%	5.4%	5.4%
85 +	1.4%	1.8%	1.7%
18 +	74.6%	74.2%	74.1%
<b>2019 Population by Age</b>			
Total	6,714	28,366	58,635
0 - 4	7.4%	7.2%	7.0%
5 - 9	7.3%	7.1%	7.0%
10 - 14	6.9%	6.9%	6.9%
15 - 24	12.3%	12.9%	12.6%
25 - 34	15.4%	14.0%	14.1%
35 - 44	12.1%	11.4%	11.7%
45 - 54	10.5%	10.5%	11.3%
55 - 64	12.3%	12.7%	13.1%
65 - 74	8.9%	9.4%	9.0%
75 - 84	4.8%	5.3%	5.1%
85 +	1.9%	2.5%	2.2%
18 +	74.9%	75.1%	75.3%
<b>2024 Population by Age</b>			
Total	7,557	30,696	63,683
0 - 4	7.3%	7.1%	6.9%
5 - 9	7.3%	6.9%	6.8%
10 - 14	7.3%	6.9%	6.9%
15 - 24	12.4%	12.6%	12.4%
25 - 34	14.0%	12.9%	12.9%
35 - 44	13.7%	12.6%	12.6%
45 - 54	10.2%	10.3%	11.1%
55 - 64	10.6%	11.1%	11.7%
65 - 74	9.7%	10.6%	10.4%
75 - 84	5.5%	6.1%	5.9%
85 +	2.1%	2.7%	2.3%
18 +	74.3%	75.2%	75.4%
<b>2010 Population by Sex</b>			
Males	2,230	11,424	22,819
Females	2,470	12,584	24,498
<b>2019 Population by Sex</b>			
Males	3,229	13,581	28,515
Females	3,485	14,785	30,118
<b>2024 Population by Sex</b>			
Males	3,662	14,730	31,038
Females	3,897	15,964	32,645

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 19, 2020



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<b>2010 Population by Race/Ethnicity</b>			
Total	4,700	24,009	47,317
White Alone	65.4%	71.9%	76.3%
Black Alone	20.4%	14.2%	9.8%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	1.4%	0.9%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.4%	10.0%	9.7%
Two or More Races	2.6%	2.4%	2.3%
Hispanic Origin	38.7%	38.1%	34.1%
Diversity Index	75.3	71.6	67.5
<b>2019 Population by Race/Ethnicity</b>			
Total	6,715	28,367	58,634
White Alone	64.3%	69.0%	72.9%
Black Alone	17.8%	13.1%	8.8%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	2.4%	1.5%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.3%	12.4%	12.4%
Two or More Races	3.4%	3.1%	3.0%
Hispanic Origin	46.4%	46.5%	43.6%
Diversity Index	77.6	75.2	72.6
<b>2024 Population by Race/Ethnicity</b>			
Total	7,558	30,695	63,684
White Alone	64.1%	68.3%	71.6%
Black Alone	16.5%	12.3%	8.3%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	2.6%	1.7%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.1%	13.3%	13.4%
Two or More Races	3.8%	3.5%	3.4%
Hispanic Origin	51.1%	51.0%	48.5%
Diversity Index	78.1	75.9	74.0
<b>2010 Population by Relationship and Household Type</b>			
Total	4,700	24,008	47,317
In Households	96.7%	97.4%	98.2%
In Family Households	82.9%	83.6%	84.7%
Householder	25.8%	25.9%	26.5%
Spouse	17.7%	18.6%	19.9%
Child	32.9%	33.4%	33.1%
Other relative	4.0%	3.6%	3.4%
Nonrelative	2.4%	2.0%	1.8%
In Nonfamily Households	13.9%	13.8%	13.5%
In Group Quarters	3.3%	2.6%	1.8%
Institutionalized Population	1.6%	0.8%	0.7%
Noninstitutionalized Population	1.7%	1.9%	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	4,436	18,674	39,029
Less than 9th Grade	4.0%	5.8%	4.7%
9th - 12th Grade, No Diploma	9.7%	10.0%	7.9%
High School Graduate	14.2%	16.9%	19.3%
GED/Alternative Credential	4.1%	4.7%	4.2%
Some College, No Degree	30.1%	23.7%	22.9%
Associate Degree	6.1%	5.6%	6.4%
Bachelor's Degree	21.4%	22.4%	24.1%
Graduate/Professional Degree	10.5%	10.8%	10.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	5,263	22,333	46,398
Never Married	33.0%	30.7%	28.5%
Married	48.4%	52.3%	55.0%
Widowed	5.8%	5.4%	4.7%
Divorced	12.7%	11.6%	11.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.6%	96.9%	97.0%
Civilian Unemployed (Unemployment Rate)	4.4%	3.1%	3.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	3,884	16,584	34,166
Agriculture/Mining	19.3%	18.6%	16.3%
Construction	7.6%	7.6%	7.1%
Manufacturing	2.4%	2.7%	3.7%
Wholesale Trade	4.3%	4.5%	4.3%
Retail Trade	7.3%	7.9%	9.1%
Transportation/Utilities	5.5%	5.9%	5.6%
Information	0.7%	1.0%	1.2%
Finance/Insurance/Real Estate	4.1%	5.6%	6.0%
Services	44.5%	43.5%	43.7%
Public Administration	4.4%	2.9%	3.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	3,884	16,583	34,167
White Collar	61.9%	59.8%	61.5%
Management/Business/Financial	18.0%	17.6%	16.4%
Professional	18.4%	19.3%	21.1%
Sales	12.2%	10.9%	11.4%
Administrative Support	13.2%	12.0%	12.7%
Services	16.9%	18.0%	16.9%
Blue Collar	21.2%	22.2%	21.6%
Farming/Forestry/Fishing	0.6%	0.6%	0.5%
Construction/Extraction	9.7%	9.9%	8.7%
Installation/Maintenance/Repair	3.8%	3.5%	3.8%
Production	2.5%	2.1%	2.2%
Transportation/Material Moving	4.5%	6.1%	6.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,700	24,008	47,317
Population Inside Urbanized Area	100.0%	99.5%	97.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	2.6%

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	1,659	9,069	18,172
Households with 1 Person	25.7%	27.4%	26.5%
Households with 2+ People	74.3%	72.6%	73.5%
Family Households	69.4%	68.4%	69.4%
Husband-wife Families	47.6%	49.2%	52.0%
With Related Children	22.3%	22.1%	23.3%
Other Family (No Spouse Present)	21.8%	19.2%	17.4%
Other Family with Male Householder	5.2%	4.6%	4.3%
With Related Children	3.4%	2.7%	2.6%
Other Family with Female Householder	16.6%	14.6%	13.1%
With Related Children	10.8%	9.9%	8.9%
Nonfamily Households	4.9%	4.1%	4.1%
All Households with Children	36.9%	35.1%	35.0%
Multigenerational Households	5.8%	6.0%	5.3%
Unmarried Partner Households	6.1%	5.3%	4.9%
Male-female	5.7%	4.9%	4.5%
Same-sex	0.4%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	1,659	9,068	18,171
1 Person Household	25.7%	27.4%	26.5%
2 Person Household	32.6%	32.1%	33.3%
3 Person Household	17.0%	16.1%	15.9%
4 Person Household	13.6%	13.0%	13.1%
5 Person Household	6.6%	6.6%	6.6%
6 Person Household	2.5%	2.8%	2.7%
7 + Person Household	2.0%	1.9%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,659	9,069	18,173
Owner Occupied	62.0%	65.9%	69.1%
Owned with a Mortgage/Loan	38.6%	36.8%	39.9%
Owned Free and Clear	23.3%	29.1%	29.3%
Renter Occupied	38.0%	34.1%	30.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,804	9,611	19,348
Housing Units Inside Urbanized Area	100.0%	99.5%	97.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	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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<b>Top 3 Tapestry Segments</b>			
1.	American Dreamers (7C)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Urban Chic (2A)	Golden Years (9B)	Comfortable Empty Nesters
3.	Old and Newcomers (8F)	Old and Newcomers (8F)	Young and Restless (11B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,523,848	\$27,555,788	\$59,020,455
Average Spent	\$2,671.52	\$2,585.46	\$2,655.59
Spending Potential Index	125	121	124
Education: Total \$	\$4,596,422	\$19,552,049	\$41,979,943
Average Spent	\$1,882.24	\$1,834.50	\$1,888.86
Spending Potential Index	118	115	119
Entertainment/Recreation: Total \$	\$9,837,394	\$40,955,855	\$88,732,733
Average Spent	\$4,028.42	\$3,842.73	\$3,992.47
Spending Potential Index	123	118	122
Food at Home: Total \$	\$15,712,033	\$66,115,818	\$142,273,312
Average Spent	\$6,434.08	\$6,203.40	\$6,401.50
Spending Potential Index	124	120	124
Food Away from Home: Total \$	\$11,169,550	\$47,339,821	\$101,861,510
Average Spent	\$4,573.94	\$4,441.72	\$4,583.20
Spending Potential Index	124	121	125
Health Care: Total \$	\$17,655,749	\$75,108,543	\$163,867,674
Average Spent	\$7,230.04	\$7,047.15	\$7,373.12
Spending Potential Index	122	119	124
HH Furnishings & Equipment: Total \$	\$6,475,807	\$27,468,240	\$59,305,344
Average Spent	\$2,651.85	\$2,577.24	\$2,668.41
Spending Potential Index	124	121	125
Personal Care Products & Services: Total \$	\$2,664,472	\$11,395,727	\$24,680,362
Average Spent	\$1,091.10	\$1,069.22	\$1,110.48
Spending Potential Index	123	121	125
Shelter: Total \$	\$55,156,184	\$234,799,465	\$498,696,107
Average Spent	\$22,586.48	\$22,030.35	\$22,438.52
Spending Potential Index	122	119	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,463,924	\$31,529,394	\$68,299,438
Average Spent	\$3,056.48	\$2,958.28	\$3,073.09
Spending Potential Index	123	119	124
Travel: Total \$	\$6,741,734	\$27,932,200	\$60,039,873
Average Spent	\$2,760.74	\$2,620.77	\$2,701.46
Spending Potential Index	123	117	120
Vehicle Maintenance & Repairs: Total \$	\$3,452,111	\$14,777,551	\$31,924,607
Average Spent	\$1,413.64	\$1,386.52	\$1,436.43
Spending Potential Index	124	121	126

**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.