



Market Profile

6112 N State Highway 349, Midland, Texas, 79705
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 32.06704
Longitude: -102.08567

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	476	11,166	54,664
2010 Total Population	704	13,441	63,203
2019 Total Population	900	21,068	76,329
2019 Group Quarters	5	270	947
2024 Total Population	1,069	23,811	82,891
2019-2024 Annual Rate	3.50%	2.48%	1.66%
2019 Total Daytime Population	724	19,560	82,352
Workers	306	10,524	50,700
Residents	418	9,036	31,652
Household Summary			
2000 Households	160	4,212	21,117
2000 Average Household Size	2.98	2.61	2.55
2010 Households	252	5,235	24,716
2010 Average Household Size	2.78	2.52	2.52
2019 Households	326	8,034	29,530
2019 Average Household Size	2.75	2.59	2.55
2024 Households	386	9,035	31,971
2024 Average Household Size	2.76	2.61	2.56
2019-2024 Annual Rate	3.44%	2.38%	1.60%
2010 Families	194	3,491	16,892
2010 Average Family Size	3.15	3.09	3.08
2019 Families	252	5,444	20,104
2019 Average Family Size	3.12	3.16	3.13
2024 Families	298	6,133	21,721
2024 Average Family Size	3.13	3.18	3.15
2019-2024 Annual Rate	3.41%	2.41%	1.56%
Housing Unit Summary			
2000 Housing Units	173	4,650	23,503
Owner Occupied Housing Units	80.3%	54.2%	61.1%
Renter Occupied Housing Units	11.6%	36.3%	28.7%
Vacant Housing Units	8.1%	9.4%	10.2%
2010 Housing Units	268	5,575	26,364
Owner Occupied Housing Units	73.9%	55.3%	61.9%
Renter Occupied Housing Units	20.1%	38.6%	31.8%
Vacant Housing Units	6.0%	6.1%	6.3%
2019 Housing Units	340	8,386	30,978
Owner Occupied Housing Units	72.6%	54.4%	58.6%
Renter Occupied Housing Units	23.2%	41.4%	36.7%
Vacant Housing Units	4.1%	4.2%	4.7%
2024 Housing Units	401	9,392	33,389
Owner Occupied Housing Units	73.1%	55.2%	58.9%
Renter Occupied Housing Units	23.4%	41.0%	36.9%
Vacant Housing Units	3.7%	3.8%	4.2%
Median Household Income			
2019	\$95,950	\$81,303	\$81,829
2024	\$104,809	\$91,924	\$90,263
Median Home Value			
2019	\$477,586	\$328,026	\$281,331
2024	\$501,289	\$356,303	\$307,656
Per Capita Income			
2019	\$46,814	\$43,478	\$42,045
2024	\$51,094	\$48,203	\$46,707
Median Age			
2010	35.4	34.8	35.5
2019	39.6	36.4	36.7
2024	40.8	37.2	37.8

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	326	8,034	29,530
<\$15,000	5.2%	6.7%	7.8%
\$15,000 - \$24,999	6.7%	7.9%	7.2%
\$25,000 - \$34,999	4.9%	5.4%	5.2%
\$35,000 - \$49,999	9.8%	9.1%	8.7%
\$50,000 - \$74,999	16.6%	17.3%	16.2%
\$75,000 - \$99,999	8.0%	12.3%	14.4%
\$100,000 - \$149,999	20.9%	20.4%	19.5%
\$150,000 - \$199,999	8.6%	8.1%	9.3%
\$200,000+	19.6%	13.0%	11.6%
Average Household Income	\$131,143	\$111,919	\$109,077
2024 Households by Income			
Household Income Base	386	9,035	31,971
<\$15,000	4.4%	5.2%	6.3%
\$15,000 - \$24,999	5.4%	6.3%	5.9%
\$25,000 - \$34,999	4.1%	4.5%	4.5%
\$35,000 - \$49,999	8.8%	8.1%	7.9%
\$50,000 - \$74,999	16.3%	16.9%	15.8%
\$75,000 - \$99,999	7.8%	12.4%	14.2%
\$100,000 - \$149,999	22.3%	22.5%	21.3%
\$150,000 - \$199,999	10.4%	10.0%	11.1%
\$200,000+	20.7%	14.1%	12.9%
Average Household Income	\$143,604	\$124,651	\$121,569
2019 Owner Occupied Housing Units by Value			
Total	247	4,565	18,153
<\$50,000	0.8%	2.7%	2.9%
\$50,000 - \$99,999	0.4%	3.6%	5.3%
\$100,000 - \$149,999	0.4%	2.7%	4.8%
\$150,000 - \$199,999	1.6%	9.3%	12.7%
\$200,000 - \$249,999	2.4%	11.4%	13.6%
\$250,000 - \$299,999	11.3%	14.3%	17.1%
\$300,000 - \$399,999	23.5%	21.5%	23.3%
\$400,000 - \$499,999	11.7%	9.5%	6.9%
\$500,000 - \$749,999	32.4%	16.4%	9.1%
\$750,000 - \$999,999	7.3%	3.7%	2.1%
\$1,000,000 - \$1,499,999	3.2%	3.0%	1.1%
\$1,500,000 - \$1,999,999	2.4%	1.1%	0.7%
\$2,000,000 +	1.6%	0.9%	0.4%
Average Home Value	\$565,714	\$416,026	\$333,955
2024 Owner Occupied Housing Units by Value			
Total	293	5,185	19,653
<\$50,000	0.3%	1.6%	1.8%
\$50,000 - \$99,999	0.0%	2.4%	3.7%
\$100,000 - \$149,999	0.3%	2.0%	3.5%
\$150,000 - \$199,999	0.7%	8.4%	11.1%
\$200,000 - \$249,999	1.7%	11.2%	12.4%
\$250,000 - \$299,999	8.2%	11.5%	15.3%
\$300,000 - \$399,999	23.5%	22.8%	27.2%
\$400,000 - \$499,999	15.0%	12.5%	9.2%
\$500,000 - \$749,999	33.1%	17.6%	10.4%
\$750,000 - \$999,999	9.2%	4.7%	2.7%
\$1,000,000 - \$1,499,999	3.4%	3.1%	1.2%
\$1,500,000 - \$1,999,999	2.7%	1.2%	0.9%
\$2,000,000 +	1.7%	1.0%	0.5%
Average Home Value	\$594,454	\$445,014	\$365,323

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	704	13,441	63,203
0 - 4	6.7%	7.5%	7.5%
5 - 9	7.7%	6.5%	6.9%
10 - 14	8.2%	6.5%	6.8%
15 - 24	13.6%	15.0%	14.4%
25 - 34	13.2%	14.7%	13.8%
35 - 44	13.8%	11.1%	11.2%
45 - 54	15.8%	14.4%	14.7%
55 - 64	12.5%	12.3%	11.8%
65 - 74	5.8%	6.1%	6.4%
75 - 84	2.1%	4.3%	5.0%
85 +	0.6%	1.7%	1.5%
18 +	72.3%	75.3%	74.5%
2019 Population by Age			
Total	901	21,067	76,329
0 - 4	5.9%	6.8%	7.0%
5 - 9	6.3%	6.8%	6.9%
10 - 14	7.0%	6.6%	6.8%
15 - 24	12.4%	12.7%	12.7%
25 - 34	12.8%	15.3%	14.5%
35 - 44	12.3%	12.1%	11.9%
45 - 54	15.1%	11.8%	11.6%
55 - 64	14.8%	13.0%	13.1%
65 - 74	8.7%	8.7%	8.8%
75 - 84	3.8%	4.4%	4.8%
85 +	1.0%	1.8%	2.0%
18 +	76.6%	76.2%	75.6%
2024 Population by Age			
Total	1,067	23,813	82,891
0 - 4	5.7%	6.8%	6.9%
5 - 9	6.2%	6.7%	6.7%
10 - 14	7.0%	6.8%	6.8%
15 - 24	11.9%	12.5%	12.6%
25 - 34	12.2%	14.2%	13.4%
35 - 44	12.4%	13.0%	12.7%
45 - 54	14.9%	11.6%	11.4%
55 - 64	13.9%	11.6%	11.7%
65 - 74	9.8%	9.8%	10.0%
75 - 84	4.9%	5.1%	5.6%
85 +	1.1%	1.9%	2.1%
18 +	76.9%	76.0%	75.7%
2010 Population by Sex			
Males	362	6,469	30,735
Females	342	6,972	32,468
2019 Population by Sex			
Males	457	10,309	37,331
Females	443	10,759	38,998
2024 Population by Sex			
Males	542	11,654	40,607
Females	527	12,157	42,284

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	705	13,441	63,203
White Alone	86.7%	77.1%	78.0%
Black Alone	1.4%	11.2%	8.5%
American Indian Alone	1.0%	0.7%	0.7%
Asian Alone	1.1%	1.6%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	7.2%	9.0%
Two or More Races	1.8%	2.1%	2.2%
Hispanic Origin	34.5%	30.4%	31.5%
Diversity Index	58.7	64.9	65.0
2019 Population by Race/Ethnicity			
Total	899	21,067	76,329
White Alone	82.1%	74.4%	73.8%
Black Alone	1.7%	9.1%	7.9%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	2.6%	2.7%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.1%	10.1%	11.9%
Two or More Races	2.4%	2.8%	3.0%
Hispanic Origin	41.6%	41.8%	41.2%
Diversity Index	65.4	71.1	71.6
2024 Population by Race/Ethnicity			
Total	1,069	23,811	82,891
White Alone	80.0%	73.1%	72.3%
Black Alone	1.7%	8.5%	7.5%
American Indian Alone	1.1%	0.9%	0.9%
Asian Alone	2.9%	3.0%	2.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	11.4%	11.2%	13.0%
Two or More Races	2.7%	3.2%	3.4%
Hispanic Origin	47.6%	47.3%	46.3%
Diversity Index	67.9	72.8	73.4
2010 Population by Relationship and Household Type			
Total	704	13,441	63,203
In Households	99.4%	98.3%	98.5%
In Family Households	88.9%	82.3%	84.0%
Householder	27.3%	26.5%	26.7%
Spouse	22.6%	19.9%	20.3%
Child	34.4%	30.8%	32.2%
Other relative	2.8%	3.1%	3.2%
Nonrelative	2.1%	1.9%	1.7%
In Nonfamily Households	10.5%	16.0%	14.4%
In Group Quarters	0.6%	1.7%	1.5%
Institutionalized Population	0.6%	0.9%	0.7%
Noninstitutionalized Population	0.0%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	615	14,132	50,904
Less than 9th Grade	1.8%	3.1%	4.3%
9th - 12th Grade, No Diploma	6.8%	7.0%	7.1%
High School Graduate	17.6%	17.1%	19.4%
GED/Alternative Credential	4.9%	4.5%	4.1%
Some College, No Degree	24.4%	26.3%	22.6%
Associate Degree	8.5%	6.2%	6.8%
Bachelor's Degree	24.9%	24.6%	24.9%
Graduate/Professional Degree	11.2%	11.3%	10.7%
2019 Population 15+ by Marital Status			
Total	728	16,800	60,577
Never Married	28.6%	31.5%	28.7%
Married	55.9%	51.7%	55.2%
Widowed	1.9%	4.7%	4.6%
Divorced	13.6%	12.1%	11.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	95.6%	97.2%
Civilian Unemployed (Unemployment Rate)	5.6%	4.4%	2.8%
2019 Employed Population 16+ by Industry			
Total	488	12,250	45,426
Agriculture/Mining	20.5%	19.3%	16.8%
Construction	7.4%	6.1%	6.8%
Manufacturing	5.9%	4.0%	3.8%
Wholesale Trade	4.3%	4.3%	4.0%
Retail Trade	8.6%	8.8%	10.2%
Transportation/Utilities	4.1%	5.3%	6.3%
Information	0.0%	0.7%	1.3%
Finance/Insurance/Real Estate	8.0%	6.4%	6.0%
Services	39.8%	41.9%	42.1%
Public Administration	1.2%	3.3%	2.6%
2019 Employed Population 16+ by Occupation			
Total	489	12,251	45,427
White Collar	64.1%	64.2%	62.7%
Management/Business/Financial	19.5%	18.8%	16.8%
Professional	22.5%	20.9%	21.1%
Sales	10.5%	10.7%	11.3%
Administrative Support	11.7%	13.8%	13.5%
Services	14.3%	15.6%	15.1%
Blue Collar	21.7%	20.1%	22.1%
Farming/Forestry/Fishing	1.8%	1.2%	0.5%
Construction/Extraction	7.2%	6.9%	8.8%
Installation/Maintenance/Repair	4.3%	3.5%	4.2%
Production	2.3%	2.1%	2.5%
Transportation/Material Moving	6.1%	6.4%	6.0%
2010 Population By Urban/ Rural Status			
Total Population	704	13,441	63,203
Population Inside Urbanized Area	36.5%	91.2%	95.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	63.5%	8.8%	4.3%

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

January 31, 2020



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2010 Households by Type			
Total	253	5,235	24,716
Households with 1 Person	18.6%	28.2%	27.1%
Households with 2+ People	81.4%	71.8%	72.9%
Family Households	76.7%	66.7%	68.3%
Husband-wife Families	63.6%	50.1%	52.0%
With Related Children	30.8%	22.3%	23.2%
Other Family (No Spouse Present)	13.0%	16.6%	16.3%
Other Family with Male Householder	4.3%	4.1%	4.1%
With Related Children	2.8%	2.7%	2.5%
Other Family with Female Householder	8.7%	12.5%	12.2%
With Related Children	5.1%	8.6%	8.4%
Nonfamily Households	4.7%	5.1%	4.6%
All Households with Children	39.3%	34.0%	34.4%
Multigenerational Households	3.6%	3.9%	4.5%
Unmarried Partner Households	4.8%	5.3%	5.1%
Male-female	4.4%	4.9%	4.6%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	251	5,236	24,717
1 Person Household	18.7%	28.2%	27.1%
2 Person Household	33.5%	33.7%	33.7%
3 Person Household	18.7%	16.3%	15.9%
4 Person Household	16.7%	12.6%	13.1%
5 Person Household	7.6%	5.7%	6.2%
6 Person Household	2.8%	2.1%	2.5%
7 + Person Household	2.0%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	252	5,235	24,716
Owner Occupied	78.6%	58.9%	66.1%
Owned with a Mortgage/Loan	44.4%	37.1%	39.5%
Owned Free and Clear	34.1%	21.8%	26.6%
Renter Occupied	21.4%	41.1%	33.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	268	5,575	26,364
Housing Units Inside Urbanized Area	37.7%	91.8%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	62.3%	8.2%	4.0%

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.	Southern Satellites (10A)	Southern Satellites (10A)	Southwestern Families (7F)
2.	Professional Pride (1B)	Young and Restless (11B)	In Style (5B)
3.	Urban Chic (2A)	American Dreamers (7C)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,032,471	\$22,471,419	\$80,045,319
Average Spent	\$3,167.09	\$2,797.04	\$2,710.64
Spending Potential Index	148	131	127
Education: Total \$	\$784,605	\$16,025,705	\$57,201,312
Average Spent	\$2,406.76	\$1,994.74	\$1,937.06
Spending Potential Index	151	125	122
Entertainment/Recreation: Total \$	\$1,612,397	\$33,706,396	\$119,963,762
Average Spent	\$4,946.00	\$4,195.47	\$4,062.44
Spending Potential Index	151	128	124
Food at Home: Total \$	\$2,487,858	\$54,103,270	\$192,186,287
Average Spent	\$7,631.47	\$6,734.29	\$6,508.17
Spending Potential Index	147	130	126
Food Away from Home: Total \$	\$1,782,611	\$38,685,198	\$138,091,634
Average Spent	\$5,468.13	\$4,815.19	\$4,676.32
Spending Potential Index	149	131	127
Health Care: Total \$	\$2,966,389	\$61,060,431	\$219,649,281
Average Spent	\$9,099.35	\$7,600.25	\$7,438.17
Spending Potential Index	153	128	125
HH Furnishings & Equipment: Total \$	\$1,038,442	\$22,166,714	\$80,026,109
Average Spent	\$3,185.40	\$2,759.11	\$2,709.99
Spending Potential Index	149	129	127
Personal Care Products & Services: Total \$	\$438,489	\$9,288,998	\$33,420,760
Average Spent	\$1,345.06	\$1,156.21	\$1,131.76
Spending Potential Index	152	130	128
Shelter: Total \$	\$8,350,763	\$187,971,383	\$678,090,622
Average Spent	\$25,615.84	\$23,396.99	\$22,962.77
Spending Potential Index	138	126	124
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,265,911	\$25,791,151	\$91,932,633
Average Spent	\$3,883.16	\$3,210.25	\$3,113.19
Spending Potential Index	157	129	126
Travel: Total \$	\$1,089,804	\$22,651,534	\$81,597,714
Average Spent	\$3,342.96	\$2,819.46	\$2,763.21
Spending Potential Index	149	126	123
Vehicle Maintenance & Repairs: Total \$	\$545,583	\$12,080,474	\$43,180,870
Average Spent	\$1,673.57	\$1,503.67	\$1,462.27
Spending Potential Index	146	131	128

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.