



Market Profile

1809 S Midkiff Rd, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.96982
Longitude: -102.10815

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	1,496	20,396	43,417
2010 Total Population	1,755	22,941	47,997
2021 Total Population	2,006	25,870	56,756
2021 Group Quarters	2	20	349
2026 Total Population	2,147	27,375	60,334
2021-2026 Annual Rate	1.37%	1.14%	1.23%
2021 Total Daytime Population	3,793	26,228	62,886
Workers	2,783	12,991	34,921
Residents	1,010	13,237	27,965
Household Summary			
2000 Households	496	7,034	15,563
2000 Average Household Size	3.02	2.88	2.76
2010 Households	555	7,651	16,839
2010 Average Household Size	3.15	3.00	2.83
2021 Households	640	8,591	19,836
2021 Average Household Size	3.13	3.01	2.84
2026 Households	683	9,078	21,049
2026 Average Household Size	3.14	3.01	2.85
2021-2026 Annual Rate	1.31%	1.11%	1.19%
2010 Families	431	5,697	12,149
2010 Average Family Size	3.58	3.48	3.36
2021 Families	490	6,279	14,087
2021 Average Family Size	3.58	3.53	3.40
2026 Families	520	6,609	14,900
2026 Average Family Size	3.60	3.54	3.41
2021-2026 Annual Rate	1.20%	1.03%	1.13%
Housing Unit Summary			
2000 Housing Units	574	7,896	17,344
Owner Occupied Housing Units	66.0%	63.1%	63.0%
Renter Occupied Housing Units	20.4%	26.0%	26.7%
Vacant Housing Units	13.6%	10.9%	10.3%
2010 Housing Units	608	8,231	18,017
Owner Occupied Housing Units	72.2%	67.8%	66.5%
Renter Occupied Housing Units	19.1%	25.2%	26.9%
Vacant Housing Units	8.7%	7.0%	6.5%
2021 Housing Units	677	9,065	20,854
Owner Occupied Housing Units	75.5%	69.1%	67.2%
Renter Occupied Housing Units	19.2%	25.7%	27.9%
Vacant Housing Units	5.5%	5.2%	4.9%
2026 Housing Units	718	9,532	22,018
Owner Occupied Housing Units	76.6%	70.2%	68.3%
Renter Occupied Housing Units	18.5%	25.1%	27.3%
Vacant Housing Units	4.9%	4.8%	4.4%
Median Household Income			
2021	\$68,563	\$62,766	\$73,320
2026	\$75,380	\$70,557	\$79,381
Median Home Value			
2021	\$172,561	\$170,593	\$197,440
2026	\$251,238	\$238,693	\$259,878
Per Capita Income			
2021	\$25,590	\$26,481	\$32,782
2026	\$28,445	\$29,431	\$35,984
Median Age			
2010	29.0	29.7	31.1
2021	30.9	31.7	32.9
2026	31.5	32.3	33.5

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	640	8,591	19,836
<\$15,000	15.9%	12.6%	9.2%
\$15,000 - \$24,999	4.8%	9.9%	10.2%
\$25,000 - \$34,999	3.0%	4.2%	4.4%
\$35,000 - \$49,999	6.4%	12.6%	10.6%
\$50,000 - \$74,999	24.4%	17.8%	16.4%
\$75,000 - \$99,999	20.3%	16.1%	14.5%
\$100,000 - \$149,999	16.9%	17.0%	19.5%
\$150,000 - \$199,999	4.1%	4.7%	7.5%
\$200,000+	4.2%	5.2%	7.8%
Average Household Income	\$79,196	\$79,578	\$93,523
2026 Households by Income			
Household Income Base	683	9,078	21,049
<\$15,000	13.2%	10.6%	7.7%
\$15,000 - \$24,999	4.1%	8.3%	8.6%
\$25,000 - \$34,999	2.3%	3.6%	3.6%
\$35,000 - \$49,999	5.7%	11.4%	9.5%
\$50,000 - \$74,999	24.2%	18.5%	17.2%
\$75,000 - \$99,999	22.3%	17.2%	15.4%
\$100,000 - \$149,999	18.7%	19.0%	21.0%
\$150,000 - \$199,999	5.0%	5.8%	8.9%
\$200,000+	4.5%	5.6%	8.2%
Average Household Income	\$87,961	\$88,554	\$102,856
2021 Owner Occupied Housing Units by Value			
Total	511	6,260	14,012
<\$50,000	4.5%	7.4%	6.7%
\$50,000 - \$99,999	11.5%	10.1%	7.2%
\$100,000 - \$149,999	22.9%	22.7%	16.4%
\$150,000 - \$199,999	24.1%	23.6%	20.7%
\$200,000 - \$249,999	16.0%	15.3%	16.2%
\$250,000 - \$299,999	9.4%	13.0%	14.9%
\$300,000 - \$399,999	6.8%	2.9%	7.4%
\$400,000 - \$499,999	0.2%	0.5%	3.4%
\$500,000 - \$749,999	1.8%	3.0%	5.5%
\$750,000 - \$999,999	2.3%	0.9%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$199,656	\$197,392	\$233,204
2026 Owner Occupied Housing Units by Value			
Total	550	6,688	15,037
<\$50,000	1.6%	3.6%	2.9%
\$50,000 - \$99,999	2.5%	3.2%	2.2%
\$100,000 - \$149,999	8.5%	9.6%	6.5%
\$150,000 - \$199,999	16.0%	17.2%	13.8%
\$200,000 - \$249,999	20.7%	21.2%	20.0%
\$250,000 - \$299,999	18.4%	25.0%	23.2%
\$300,000 - \$399,999	20.0%	7.8%	12.6%
\$400,000 - \$499,999	0.9%	1.6%	5.7%
\$500,000 - \$749,999	5.1%	8.1%	10.9%
\$750,000 - \$999,999	6.0%	2.1%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.2%
Average Home Value	\$297,086	\$276,282	\$304,424

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 01, 2022



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2010 Population by Age			
Total	1,754	22,939	47,998
0 - 4	9.6%	9.4%	8.8%
5 - 9	9.7%	8.9%	8.3%
10 - 14	8.7%	8.2%	7.9%
15 - 24	14.9%	15.4%	15.1%
25 - 34	16.5%	15.7%	15.3%
35 - 44	12.9%	12.6%	12.2%
45 - 54	12.7%	12.6%	13.4%
55 - 64	8.0%	8.7%	9.5%
65 - 74	4.0%	4.7%	5.0%
75 - 84	2.5%	3.1%	3.5%
85 +	0.6%	0.8%	1.1%
18 +	66.7%	68.4%	70.2%
2021 Population by Age			
Total	2,008	25,870	56,755
0 - 4	8.8%	8.6%	8.1%
5 - 9	8.7%	8.4%	7.9%
10 - 14	8.4%	7.8%	7.5%
15 - 24	14.9%	14.3%	13.8%
25 - 34	14.8%	15.8%	15.7%
35 - 44	14.2%	13.6%	13.4%
45 - 54	10.5%	10.3%	10.3%
55 - 64	10.3%	10.3%	11.0%
65 - 74	6.3%	6.8%	7.4%
75 - 84	2.4%	3.1%	3.4%
85 +	0.7%	1.1%	1.4%
18 +	69.3%	70.7%	72.3%
2026 Population by Age			
Total	2,147	27,373	60,334
0 - 4	8.6%	8.5%	8.1%
5 - 9	8.8%	8.4%	7.9%
10 - 14	8.6%	8.2%	7.7%
15 - 24	15.0%	14.3%	13.7%
25 - 34	14.1%	14.8%	14.8%
35 - 44	14.0%	14.1%	14.1%
45 - 54	10.8%	10.4%	10.5%
55 - 64	9.5%	9.2%	9.5%
65 - 74	6.7%	7.4%	8.3%
75 - 84	3.3%	3.7%	4.0%
85 +	0.7%	1.1%	1.3%
18 +	69.2%	70.4%	72.0%
2010 Population by Sex			
Males	866	11,303	23,743
Females	889	11,638	24,254
2021 Population by Sex			
Males	1,003	12,846	28,333
Females	1,003	13,024	28,423
2026 Population by Sex			
Males	1,084	13,669	30,269
Females	1,063	13,706	30,065

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	1,755	22,942	47,998
White Alone	70.1%	69.4%	73.7%
Black Alone	3.8%	4.9%	4.9%
American Indian Alone	1.2%	0.8%	0.8%
Asian Alone	0.3%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	22.2%	21.1%	17.1%
Two or More Races	2.3%	3.2%	2.9%
Hispanic Origin	62.1%	57.7%	49.3%
Diversity Index	73.9	75.2	72.7
2021 Population by Race/Ethnicity			
Total	2,006	25,870	56,756
White Alone	64.9%	63.5%	68.0%
Black Alone	3.7%	4.9%	5.0%
American Indian Alone	1.2%	0.8%	0.8%
Asian Alone	0.5%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	27.0%	25.9%	21.4%
Two or More Races	2.7%	3.8%	3.6%
Hispanic Origin	73.2%	68.9%	60.6%
Diversity Index	74.3	76.8	75.7
2026 Population by Race/Ethnicity			
Total	2,147	27,375	60,334
White Alone	64.3%	62.5%	66.8%
Black Alone	3.5%	4.8%	4.9%
American Indian Alone	1.2%	0.8%	0.8%
Asian Alone	0.6%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	27.6%	26.9%	22.5%
Two or More Races	2.8%	4.0%	3.8%
Hispanic Origin	77.0%	73.2%	65.1%
Diversity Index	73.2	76.1	75.5
2010 Population by Relationship and Household Type			
Total	1,755	22,941	47,997
In Households	99.6%	99.9%	99.3%
In Family Households	90.6%	89.4%	87.4%
Householder	24.7%	24.8%	25.3%
Spouse	16.9%	16.9%	18.0%
Child	40.9%	39.3%	37.0%
Other relative	5.4%	5.4%	4.6%
Nonrelative	2.8%	3.0%	2.5%
In Nonfamily Households	9.0%	10.5%	11.8%
In Group Quarters	0.4%	0.1%	0.7%
Institutionalized Population	0.4%	0.1%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.2%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	1,190	15,759	35,527
Less than 9th Grade	7.6%	10.9%	9.4%
9th - 12th Grade, No Diploma	9.3%	12.5%	11.1%
High School Graduate	21.2%	24.3%	22.4%
GED/Alternative Credential	14.3%	9.6%	6.9%
Some College, No Degree	31.9%	23.3%	22.6%
Associate Degree	6.1%	7.6%	8.1%
Bachelor's Degree	5.6%	9.2%	14.8%
Graduate/Professional Degree	3.9%	2.6%	4.7%
2021 Population 15+ by Marital Status			
Total	1,489	19,453	43,382
Never Married	32.4%	33.9%	31.8%
Married	53.8%	47.9%	49.9%
Widowed	2.8%	5.5%	5.0%
Divorced	11.0%	12.7%	13.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,031	13,589	30,914
Population 16+ Employed	97.0%	93.9%	93.6%
Population 16+ Unemployment rate	3.0%	6.1%	6.4%
Population 16-24 Employed	18.5%	16.2%	15.3%
Population 16-24 Unemployment rate	2.1%	9.8%	12.5%
Population 25-54 Employed	61.1%	61.9%	61.5%
Population 25-54 Unemployment rate	3.8%	6.4%	5.6%
Population 55-64 Employed	16.1%	16.0%	15.8%
Population 55-64 Unemployment rate	1.2%	2.3%	4.2%
Population 65+ Employed	4.4%	6.0%	7.4%
Population 65+ Unemployment rate	0.0%	2.4%	3.8%
2021 Employed Population 16+ by Industry			
Total	1,000	12,755	28,939
Agriculture/Mining	8.8%	12.3%	13.6%
Construction	14.8%	14.7%	11.7%
Manufacturing	4.4%	4.5%	5.3%
Wholesale Trade	1.9%	2.4%	3.3%
Retail Trade	6.4%	10.0%	9.7%
Transportation/Utilities	11.8%	10.5%	7.9%
Information	0.1%	0.5%	0.7%
Finance/Insurance/Real Estate	4.4%	4.2%	4.7%
Services	44.6%	38.5%	40.7%
Public Administration	3.0%	2.3%	2.3%
2021 Employed Population 16+ by Occupation			
Total	1,001	12,757	28,937
White Collar	35.9%	41.7%	49.0%
Management/Business/Financial	8.7%	11.5%	13.8%
Professional	10.6%	10.5%	15.1%
Sales	7.7%	8.7%	8.4%
Administrative Support	8.9%	10.9%	11.7%
Services	18.6%	14.7%	14.8%
Blue Collar	45.6%	43.7%	36.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	17.3%	16.2%	13.6%
Installation/Maintenance/Repair	5.6%	5.5%	5.0%
Production	6.6%	5.3%	4.7%
Transportation/Material Moving	16.0%	16.4%	12.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	555	7,651	16,840
Households with 1 Person	18.2%	21.0%	23.2%
Households with 2+ People	81.8%	79.0%	76.8%
Family Households	77.7%	74.5%	72.1%
Husband-wife Families	53.2%	50.8%	51.3%
With Related Children	33.0%	29.5%	27.5%
Other Family (No Spouse Present)	24.5%	23.7%	20.8%
Other Family with Male Householder	6.1%	6.6%	5.7%
With Related Children	3.8%	4.4%	3.8%
Other Family with Female Householder	18.4%	17.1%	15.1%
With Related Children	13.5%	12.5%	10.8%
Nonfamily Households	4.1%	4.5%	4.6%
All Households with Children	50.8%	46.8%	42.5%
Multigenerational Households	9.4%	8.3%	6.7%
Unmarried Partner Households	7.7%	7.6%	6.6%
Male-female	6.8%	6.8%	6.0%
Same-sex	0.9%	0.8%	0.6%
2010 Households by Size			
Total	554	7,651	16,838
1 Person Household	18.2%	21.0%	23.3%
2 Person Household	24.7%	26.2%	28.6%
3 Person Household	18.1%	18.1%	17.2%
4 Person Household	17.9%	16.6%	15.4%
5 Person Household	11.2%	10.1%	8.9%
6 Person Household	6.3%	4.4%	3.9%
7 + Person Household	3.6%	3.6%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	555	7,651	16,839
Owner Occupied	79.1%	72.9%	71.2%
Owned with a Mortgage/Loan	47.7%	43.8%	42.4%
Owned Free and Clear	31.4%	29.2%	28.7%
Renter Occupied	20.9%	27.1%	28.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	199	187	188
Percent of Income for Mortgage	10.6%	11.4%	11.3%
Wealth Index	69	71	98
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	608	8,231	18,017
Housing Units Inside Urbanized Area	91.4%	95.9%	97.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	8.6%	4.1%	2.7%
2010 Population By Urban/ Rural Status			
Total Population	1,755	22,941	47,997
Population Inside Urbanized Area	92.8%	95.9%	97.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.2%	4.1%	2.8%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Forging Opportunity (7D)	Forging Opportunity (7D)	Forging Opportunity (7D)
2.	Economic BedRock (10C)	Urban Edge Families (7C)	Bright Young Professionals (8C)
3.	Down the Road (10D)	Traditional Living (12B)	Middleburg (4C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$1,196,566	\$16,147,544	\$43,695,910
Average Spent	\$1,869.63	\$1,879.59	\$2,202.86
Spending Potential Index	88	89	104
Education: Total \$	\$781,812	\$11,329,490	\$31,806,345
Average Spent	\$1,221.58	\$1,318.76	\$1,603.47
Spending Potential Index	71	76	93
Entertainment/Recreation: Total \$	\$1,756,551	\$23,777,575	\$64,367,323
Average Spent	\$2,744.61	\$2,767.73	\$3,244.97
Spending Potential Index	85	86	100
Food at Home: Total \$	\$3,156,686	\$41,893,145	\$112,194,658
Average Spent	\$4,932.32	\$4,876.40	\$5,656.11
Spending Potential Index	91	89	104
Food Away from Home: Total \$	\$2,248,573	\$29,594,658	\$79,188,728
Average Spent	\$3,513.40	\$3,444.84	\$3,992.17
Spending Potential Index	93	91	105
Health Care: Total \$	\$3,589,354	\$47,441,289	\$127,701,190
Average Spent	\$5,608.37	\$5,522.21	\$6,437.85
Spending Potential Index	90	89	103
HH Furnishings & Equipment: Total \$	\$1,280,864	\$17,049,688	\$46,156,300
Average Spent	\$2,001.35	\$1,984.60	\$2,326.90
Spending Potential Index	89	88	103
Personal Care Products & Services: Total \$	\$498,581	\$6,759,411	\$18,367,119
Average Spent	\$779.03	\$786.80	\$925.95
Spending Potential Index	87	88	103
Shelter: Total \$	\$10,886,897	\$149,152,183	\$404,151,218
Average Spent	\$17,010.78	\$17,361.45	\$20,374.63
Spending Potential Index	84	86	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,407,676	\$18,167,333	\$48,959,734
Average Spent	\$2,199.49	\$2,114.69	\$2,468.23
Spending Potential Index	92	88	103
Travel: Total \$	\$1,297,019	\$17,931,618	\$49,495,983
Average Spent	\$2,026.59	\$2,087.26	\$2,495.26
Spending Potential Index	80	83	99
Vehicle Maintenance & Repairs: Total \$	\$666,650	\$8,748,831	\$23,336,729
Average Spent	\$1,041.64	\$1,018.37	\$1,176.48
Spending Potential Index	94	92	106

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 01, 2022