



Market Profile

1900 W Wall St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99443
Longitude: -102.09470

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,031	34,125	67,531
2010 Total Population	8,470	37,510	74,771
2019 Total Population	9,133	41,500	84,604
2019 Group Quarters	35	725	1,120
2024 Total Population	9,511	44,091	90,280
2019-2024 Annual Rate	0.81%	1.22%	1.31%
2019 Total Daytime Population	18,380	55,121	92,048
Workers	14,612	36,229	54,363
Residents	3,768	18,892	37,685
Household Summary			
2000 Households	3,032	12,432	24,410
2000 Average Household Size	2.60	2.69	2.72
2010 Households	3,158	13,352	26,577
2010 Average Household Size	2.67	2.75	2.77
2019 Households	3,364	14,602	29,807
2019 Average Household Size	2.70	2.79	2.80
2024 Households	3,493	15,463	31,709
2024 Average Household Size	2.71	2.80	2.81
2019-2024 Annual Rate	0.76%	1.15%	1.24%
2010 Families	2,170	9,519	19,025
2010 Average Family Size	3.26	3.31	3.31
2019 Families	2,283	10,319	21,129
2019 Average Family Size	3.33	3.37	3.36
2024 Families	2,361	10,891	22,403
2024 Average Family Size	3.35	3.40	3.39
2019-2024 Annual Rate	0.67%	1.08%	1.18%
Housing Unit Summary			
2000 Housing Units	3,567	14,016	27,139
Owner Occupied Housing Units	58.7%	63.8%	63.6%
Renter Occupied Housing Units	26.3%	24.9%	26.4%
Vacant Housing Units	15.0%	11.3%	10.1%
2010 Housing Units	3,527	14,397	28,386
Owner Occupied Housing Units	63.1%	66.6%	65.6%
Renter Occupied Housing Units	26.4%	26.1%	28.0%
Vacant Housing Units	10.5%	7.3%	6.4%
2019 Housing Units	3,719	15,549	31,528
Owner Occupied Housing Units	59.5%	62.6%	61.0%
Renter Occupied Housing Units	30.9%	31.3%	33.5%
Vacant Housing Units	9.5%	6.1%	5.5%
2024 Housing Units	3,842	16,385	33,397
Owner Occupied Housing Units	59.5%	62.7%	61.2%
Renter Occupied Housing Units	31.4%	31.7%	33.7%
Vacant Housing Units	9.1%	5.6%	5.1%
Median Household Income			
2019	\$73,003	\$69,613	\$69,092
2024	\$80,581	\$77,010	\$76,661
Median Home Value			
2019	\$188,747	\$187,387	\$186,963
2024	\$232,488	\$210,952	\$206,804
Per Capita Income			
2019	\$34,220	\$31,683	\$31,192
2024	\$38,948	\$35,443	\$34,931
Median Age			
2010	32.7	32.6	32.3
2019	33.6	33.7	33.5
2024	34.2	34.4	34.4

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	3,364	14,602	29,807
<\$15,000	6.6%	9.1%	8.9%
\$15,000 - \$24,999	7.4%	9.0%	8.6%
\$25,000 - \$34,999	4.9%	5.3%	6.5%
\$35,000 - \$49,999	10.7%	9.8%	10.3%
\$50,000 - \$74,999	21.6%	19.8%	19.1%
\$75,000 - \$99,999	17.8%	17.2%	17.8%
\$100,000 - \$149,999	17.7%	15.7%	15.6%
\$150,000 - \$199,999	5.9%	7.0%	6.9%
\$200,000+	7.4%	7.0%	6.3%
Average Household Income	\$93,996	\$90,691	\$88,319
2024 Households by Income			
Household Income Base	3,493	15,463	31,709
<\$15,000	5.2%	7.5%	7.2%
\$15,000 - \$24,999	6.1%	7.6%	7.2%
\$25,000 - \$34,999	4.1%	4.7%	5.7%
\$35,000 - \$49,999	9.2%	8.8%	9.3%
\$50,000 - \$74,999	20.4%	19.5%	18.9%
\$75,000 - \$99,999	17.4%	17.7%	18.3%
\$100,000 - \$149,999	20.6%	17.7%	17.6%
\$150,000 - \$199,999	7.8%	8.4%	8.5%
\$200,000+	9.1%	8.1%	7.2%
Average Household Income	\$107,384	\$101,819	\$99,215
2019 Owner Occupied Housing Units by Value			
Total	2,213	9,734	19,239
<\$50,000	8.0%	8.8%	7.8%
\$50,000 - \$99,999	13.1%	12.0%	11.9%
\$100,000 - \$149,999	14.6%	13.1%	14.0%
\$150,000 - \$199,999	18.6%	21.6%	22.0%
\$200,000 - \$249,999	9.5%	12.9%	14.0%
\$250,000 - \$299,999	14.9%	10.3%	10.4%
\$300,000 - \$399,999	12.1%	12.9%	12.4%
\$400,000 - \$499,999	5.1%	3.3%	3.0%
\$500,000 - \$749,999	3.5%	3.7%	2.7%
\$750,000 - \$999,999	0.6%	1.2%	1.0%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$218,561	\$221,148	\$221,798
2024 Owner Occupied Housing Units by Value			
Total	2,286	10,273	20,447
<\$50,000	5.9%	6.5%	5.8%
\$50,000 - \$99,999	9.5%	8.2%	8.5%
\$100,000 - \$149,999	11.3%	11.8%	11.9%
\$150,000 - \$199,999	17.3%	20.5%	21.7%
\$200,000 - \$249,999	9.1%	13.3%	15.1%
\$250,000 - \$299,999	17.0%	10.4%	10.4%
\$300,000 - \$399,999	16.4%	17.6%	16.4%
\$400,000 - \$499,999	7.9%	4.5%	4.0%
\$500,000 - \$749,999	4.4%	4.9%	3.6%
\$750,000 - \$999,999	1.0%	1.7%	1.4%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$251,772	\$251,689	\$251,585

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	8,469	37,511	74,771
0 - 4	8.8%	8.5%	8.6%
5 - 9	8.4%	8.1%	8.0%
10 - 14	7.4%	7.4%	7.5%
15 - 24	14.3%	15.1%	15.0%
25 - 34	14.2%	14.0%	14.4%
35 - 44	12.2%	11.7%	11.6%
45 - 54	14.9%	14.0%	13.3%
55 - 64	10.2%	10.0%	10.1%
65 - 74	4.8%	5.5%	5.8%
75 - 84	3.6%	4.4%	4.4%
85 +	1.3%	1.4%	1.3%
18 +	70.9%	71.1%	71.2%
2019 Population by Age			
Total	9,131	41,499	84,606
0 - 4	8.1%	8.0%	8.1%
5 - 9	8.1%	7.8%	7.8%
10 - 14	7.9%	7.5%	7.5%
15 - 24	13.3%	13.9%	13.7%
25 - 34	14.4%	14.7%	15.1%
35 - 44	12.8%	12.2%	12.2%
45 - 54	11.2%	10.9%	10.6%
55 - 64	12.7%	11.8%	11.4%
65 - 74	6.9%	7.5%	7.7%
75 - 84	3.1%	4.0%	4.2%
85 +	1.4%	1.8%	1.8%
18 +	71.4%	72.5%	72.5%
2024 Population by Age			
Total	9,511	44,091	90,282
0 - 4	8.1%	7.9%	8.0%
5 - 9	8.1%	7.7%	7.7%
10 - 14	8.1%	7.5%	7.5%
15 - 24	13.5%	13.7%	13.6%
25 - 34	13.2%	14.0%	14.1%
35 - 44	13.8%	13.0%	13.1%
45 - 54	10.7%	10.5%	10.3%
55 - 64	10.9%	10.6%	10.3%
65 - 74	8.7%	8.8%	8.8%
75 - 84	3.6%	4.6%	4.8%
85 +	1.3%	1.8%	1.8%
18 +	71.2%	72.6%	72.5%
2010 Population by Sex			
Males	4,160	18,319	36,394
Females	4,310	19,191	38,377
2019 Population by Sex			
Males	4,508	20,396	41,462
Females	4,625	21,104	43,142
2024 Population by Sex			
Males	4,713	21,767	44,431
Females	4,797	22,325	45,849

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	8,471	37,509	74,772
White Alone	72.8%	72.3%	71.3%
Black Alone	4.4%	6.5%	9.3%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	0.4%	0.5%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.2%	16.9%	15.1%
Two or More Races	3.3%	2.9%	2.8%
Hispanic Origin	47.0%	48.9%	45.7%
Diversity Index	73.3	73.6	73.9
2019 Population by Race/Ethnicity			
Total	9,132	41,500	84,605
White Alone	67.6%	68.0%	66.9%
Black Alone	4.2%	6.0%	8.8%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.7%	0.8%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	22.6%	20.7%	18.7%
Two or More Races	4.0%	3.5%	3.4%
Hispanic Origin	57.3%	58.4%	55.5%
Diversity Index	76.6	76.0	77.0
2024 Population by Race/Ethnicity			
Total	9,511	44,091	90,279
White Alone	66.0%	66.8%	65.7%
Black Alone	4.0%	5.7%	8.4%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.7%	0.9%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.0%	21.9%	19.9%
Two or More Races	4.4%	3.9%	3.8%
Hispanic Origin	62.3%	63.0%	60.2%
Diversity Index	76.8	76.0	77.1
2010 Population by Relationship and Household Type			
Total	8,470	37,510	74,771
In Households	99.6%	97.9%	98.5%
In Family Households	86.0%	86.1%	86.5%
Householder	25.3%	25.2%	25.5%
Spouse	17.9%	17.8%	17.9%
Child	35.8%	36.4%	36.4%
Other relative	4.5%	4.5%	4.4%
Nonrelative	2.5%	2.2%	2.3%
In Nonfamily Households	13.6%	11.8%	12.0%
In Group Quarters	0.4%	2.1%	1.5%
Institutionalized Population	0.1%	1.0%	0.7%
Noninstitutionalized Population	0.3%	1.0%	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	5,706	26,088	53,265
Less than 9th Grade	10.8%	10.7%	9.4%
9th - 12th Grade, No Diploma	12.3%	12.4%	12.0%
High School Graduate	16.4%	19.5%	21.1%
GED/Alternative Credential	3.9%	4.8%	5.2%
Some College, No Degree	23.4%	21.3%	22.6%
Associate Degree	5.3%	6.5%	6.9%
Bachelor's Degree	21.3%	17.6%	16.1%
Graduate/Professional Degree	6.7%	7.3%	6.7%
2019 Population 15+ by Marital Status			
Total	6,922	31,859	64,856
Never Married	32.6%	31.5%	31.5%
Married	47.4%	50.8%	51.3%
Widowed	4.7%	4.8%	4.9%
Divorced	15.3%	12.9%	12.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.1%	97.3%	97.2%
Civilian Unemployed (Unemployment Rate)	1.9%	2.7%	2.8%
2019 Employed Population 16+ by Industry			
Total	5,419	22,809	47,626
Agriculture/Mining	14.0%	16.0%	15.0%
Construction	10.9%	9.9%	10.4%
Manufacturing	2.4%	4.1%	4.0%
Wholesale Trade	3.7%	3.7%	3.8%
Retail Trade	13.5%	9.0%	9.5%
Transportation/Utilities	4.3%	5.6%	6.1%
Information	1.2%	1.0%	1.0%
Finance/Insurance/Real Estate	4.7%	4.7%	4.8%
Services	42.9%	44.0%	43.1%
Public Administration	2.5%	2.0%	2.2%
2019 Employed Population 16+ by Occupation			
Total	5,418	22,811	47,627
White Collar	48.8%	49.1%	50.6%
Management/Business/Financial	12.5%	12.3%	11.4%
Professional	15.1%	15.4%	15.4%
Sales	10.7%	10.0%	10.3%
Administrative Support	10.6%	11.3%	13.5%
Services	18.7%	19.9%	19.2%
Blue Collar	32.4%	31.0%	30.1%
Farming/Forestry/Fishing	0.5%	0.3%	0.3%
Construction/Extraction	10.4%	12.1%	12.4%
Installation/Maintenance/Repair	6.5%	4.4%	5.1%
Production	5.6%	4.4%	4.1%
Transportation/Material Moving	9.5%	9.8%	8.3%
2010 Population By Urban/ Rural Status			
Total Population	8,470	37,510	74,771
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 19, 2019



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2010 Households by Type			
Total	3,158	13,352	26,576
Households with 1 Person	26.8%	24.6%	24.1%
Households with 2+ People	73.2%	75.4%	75.9%
Family Households	68.7%	71.3%	71.6%
Husband-wife Families	48.6%	50.3%	50.2%
With Related Children	25.5%	26.0%	25.4%
Other Family (No Spouse Present)	20.1%	21.0%	21.4%
Other Family with Male Householder	5.5%	5.4%	5.5%
With Related Children	3.6%	3.3%	3.4%
Other Family with Female Householder	14.6%	15.6%	15.9%
With Related Children	10.3%	11.0%	11.2%
Nonfamily Households	4.5%	4.1%	4.3%
All Households with Children	39.8%	40.7%	40.5%
Multigenerational Households	6.2%	6.8%	6.8%
Unmarried Partner Households	6.1%	6.0%	6.2%
Male-female	5.7%	5.5%	5.7%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	3,159	13,353	26,577
1 Person Household	26.7%	24.6%	24.1%
2 Person Household	29.3%	29.0%	29.8%
3 Person Household	15.7%	17.0%	16.9%
4 Person Household	14.1%	14.7%	14.6%
5 Person Household	7.9%	8.5%	8.3%
6 Person Household	3.6%	3.8%	3.6%
7 + Person Household	2.6%	2.5%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	3,158	13,352	26,577
Owner Occupied	70.5%	71.8%	70.1%
Owned with a Mortgage/Loan	42.8%	40.7%	40.3%
Owned Free and Clear	27.7%	31.2%	29.8%
Renter Occupied	29.5%	28.2%	29.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,527	14,397	28,386
Housing Units Inside Urbanized Area	100.0%	100.0%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	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.

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Top 3 Tapestry Segments			
1.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Southwestern Families (7F)
2.	Traditional Living (12B)	Southwestern Families (7F)	Barrios Urbanos (7D)
3.	Rustbelt Traditions (5D)	Comfortable Empty Nesters	Comfortable Empty Nesters
2019 Consumer Spending			
Apparel & Services: Total \$	\$7,897,054	\$33,616,153	\$67,001,207
Average Spent	\$2,347.52	\$2,302.16	\$2,247.83
Spending Potential Index	110	107	105
Education: Total \$	\$5,683,132	\$23,208,654	\$45,384,435
Average Spent	\$1,689.40	\$1,589.42	\$1,522.61
Spending Potential Index	106	100	96
Entertainment/Recreation: Total \$	\$11,797,920	\$49,195,106	\$98,019,721
Average Spent	\$3,507.11	\$3,369.07	\$3,288.48
Spending Potential Index	107	103	101
Food at Home: Total \$	\$18,955,973	\$80,548,278	\$160,756,452
Average Spent	\$5,634.95	\$5,516.25	\$5,393.24
Spending Potential Index	109	107	104
Food Away from Home: Total \$	\$13,580,682	\$57,739,365	\$115,142,680
Average Spent	\$4,037.06	\$3,954.21	\$3,862.94
Spending Potential Index	110	108	105
Health Care: Total \$	\$21,938,493	\$91,425,984	\$181,301,876
Average Spent	\$6,521.55	\$6,261.20	\$6,082.53
Spending Potential Index	110	106	103
HH Furnishings & Equipment: Total \$	\$8,010,716	\$33,625,903	\$66,791,042
Average Spent	\$2,381.31	\$2,302.83	\$2,240.78
Spending Potential Index	112	108	105
Personal Care Products & Services: Total \$	\$3,287,351	\$13,871,708	\$27,637,659
Average Spent	\$977.21	\$949.99	\$927.22
Spending Potential Index	110	107	105
Shelter: Total \$	\$66,504,473	\$281,397,209	\$558,937,441
Average Spent	\$19,769.46	\$19,271.14	\$18,751.89
Spending Potential Index	107	104	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,911,327	\$37,390,093	\$74,426,009
Average Spent	\$2,649.03	\$2,560.61	\$2,496.93
Spending Potential Index	107	103	101
Travel: Total \$	\$7,925,275	\$32,870,703	\$65,441,718
Average Spent	\$2,355.91	\$2,251.11	\$2,195.52
Spending Potential Index	105	100	98
Vehicle Maintenance & Repairs: Total \$	\$4,250,244	\$17,876,370	\$35,717,949
Average Spent	\$1,263.45	\$1,224.24	\$1,198.31
Spending Potential Index	110	107	105

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.