Market Profile

4425 W Wadley Ave, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.01438
Longitude: -102.14283

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	17,213	44,448	74,412
2020 Total Population	16,372	47,827	82,611
2020 Group Quarters	253	335	609
2023 Total Population	16,975	49,649	84,770
2023 Group Quarters	253	335	597
2028 Total Population	17,193	51,297	87,537
2023-2028 Annual Rate	0.26%	0.66%	0.64%
2023 Total Daytime Population	15,834	44,446	73,253
Workers	8,377	23,084	35,980
Residents	7,457	21,362	37,273
Household Summary			
2010 Households	7,558	18,407	29,398
2010 Average Household Size	2.23	2.39	2.51
2020 Total Households	6,912	18,627	31,088
2020 Average Household Size	2.33	2.55	2.64
2023 Households	7,103	19,300	31,973
2023 Average Household Size	2.35	2.56	2.63
2028 Households	7,251	20,076	33,232
2028 Average Household Size	2.34	2.54	2.62
2023-2028 Annual Rate	0.41%	0.79%	0.78%
2010 Families	4,491	12,020	19,911
2010 Average Family Size	2.87	2.97	3.07
2023 Families	3,878	12,122	20,885
2023 Average Family Size	3.21	3.28	3.31
2028 Families	3,941	12,605	21,678
2028 Average Family Size	3.19	3.25	3.29
2023-2028 Annual Rate	0.32%	0.78%	0.75%
Housing Unit Summary			
2000 Housing Units	7,457	17,620	28,206
Owner Occupied Housing Units	43.7%	53.5%	58.3%
Renter Occupied Housing Units	41.3%	35.3%	31.6%
Vacant Housing Units	15.1%	11.2%	10.1%
2010 Housing Units	8,205	19,659	31,153
Owner Occupied Housing Units	44.8%	56.8%	61.7%
Renter Occupied Housing Units	47.3%	36.8%	32.7%
Vacant Housing Units	7.9%	6.4%	5.6%
2020 Housing Units	8,527	21,772	35,553
Vacant Housing Units	18.9%	14.4%	12.6%
2023 Housing Units	8,747	22,634	36,705
Owner Occupied Housing Units	40.0%	54.2%	58.5%
Renter Occupied Housing Units	41.2%	31.1%	28.6%
Vacant Housing Units	18.8%	14.7%	12.9%
2028 Housing Units	8,978	23,618	38,291
Owner Occupied Housing Units	40.3%	54.4%	58.8%
Renter Occupied Housing Units	40.4%	30.6%	28.0%
Vacant Housing Units	19.2%	15.0%	13.2%
Median Household Income			
2023	$67,148	$91,770	$93,540
2028	$75,260	$103,011	$103,692
Median Home Value			
2023	$276,750	$296,597	$288,923
2028	$293,904	$327,011	$320,225
Per Capita Income			
2023	$38,722	$46,065	$47,116
2028	$43,890	$51,763	$52,700
Median Age			
2010	33.3	34.5	34.1
2023	35.0	36.5	36.3
2028	35.8	37.5	37.2

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	7,103	19,300	31,973
<$15,000	12.0%	8.1%	7.8%
$15,000 - $24,999	4.9%	3.0%	3.1%
$25,000 - $34,999	7.7%	6.0%	5.2%
$35,000 - $49,999	10.4%	10.4%	10.0%
$50,000 - $74,999	19.6%	14.8%	14.5%
$75,000 - $99,999	11.8%	10.8%	11.9%
$100,000 - $149,999	17.0%	21.7%	21.0%
$150,000 - $199,999	9.8%	13.6%	13.6%
$200,000+	6.7%	11.7%	12.9%
Average Household Income	$94,516	$119,905	$124,722
2028 Households by Income			
Household Income Base	7,251	20,076	33,232
<$15,000	10.8%	7.0%	6.6%
$15,000 - $24,999	4.1%	2.3%	2.4%
$25,000 - $34,999	6.3%	4.8%	4.3%
$35,000 - $49,999	9.2%	8.9%	8.6%
$50,000 - $74,999	19.4%	14.1%	13.8%
$75,000 - $99,999	12.0%	10.8%	11.8%
$100,000 - $149,999	18.3%	22.8%	22.2%
$150,000 - $199,999	12.2%	16.3%	16.2%
$200,000+	7.6%	13.0%	14.1%
Average Household Income	$106,262	$133,883	$138,639
2023 Owner Occupied Housing Units by Value			
Total	3,497	12,257	21,481
<$50,000	0.4%	1.0%	2.0%
$50,000 - $99,999	0.2%	0.4%	1.4%
$100,000 - $149,999	2.1%	1.3%	2.3%
$150,000 - $199,999	5.1%	6.1%	9.7%
$200,000 - $249,999	26.0%	21.3%	19.8%
$250,000 - $299,999	30.2%	21.4%	19.0%
$300,000 - $399,999	20.5%	25.5%	23.2%
$400,000 - $499,999	6.9%	11.9%	10.4%
$500,000 - $749,999	8.0%	10.3%	10.5%
$750,000 - $999,999	0.5%	0.5%	1.0%
$1,000,000 - $1,499,999	0.0%	0.4%	0.7%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$310,702	$336,163	$329,017
2028 Owner Occupied Housing Units by Value			
Total	3,620	12,852	22,519
<$50,000	0.1%	0.1%	0.3%
$50,000 - $99,999	0.0%	0.0%	0.1%
$100,000 - $149,999	0.1%	0.1%	0.1%
$150,000 - $199,999	1.3%	2.2%	4.7%
$200,000 - $249,999	21.9%	17.9%	18.2%
$250,000 - $299,999	30.2%	21.4%	20.8%
$300,000 - $399,999	26.2%	30.7%	28.5%
$400,000 - $499,999	9.1%	15.3%	13.4%
$500,000 - $749,999	10.5%	11.4%	12.1%
$750,000 - $999,999	0.4%	0.5%	1.0%
$1,000,000 - $1,499,999	0.0%	0.5%	0.7%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$337,455	$360,404	$360,315

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Dub House, MAI, CCIM
Latitude: 32.01438
Longitude: -102.14283

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	17,213	44,449	74,408
0 - 4	8.0%	7.7%	7.9%
5 - 9	6.2%	6.6%	7.0%
10 - 14	5.8%	6.5%	6.9%
15 - 24	15.6%	14.4%	14.3%
25 - 34	16.9%	15.5%	15.2%
35 - 44	11.1%	11.8%	11.9%
45 - 54	13.1%	14.3%	14.2%
55 - 64	10.3%	11.1%	10.9%
65 - 74	5.1%	5.5%	5.5%
75 - 84	5.0%	4.8%	4.6%
85 +	2.9%	1.9%	1.7%
18 +	76.4%	75.2%	74.0%
2023 Population by Age			
Total	16,974	49,650	84,771
0 - 4	7.0%	6.7%	6.8%
5 - 9	6.6%	6.7%	7.0%
10 - 14	6.2%	6.7%	7.0%
15 - 24	12.8%	12.2%	12.4%
25 - 34	17.5%	15.4%	14.9%
35 - 44	12.9%	13.5%	13.6%
45 - 54	10.0%	10.8%	10.8%
55 - 64	10.6%	11.9%	12.0%
65 - 74	8.7%	9.2%	9.0%
75 - 84	4.9%	4.7%	4.6%
85 +	2.8%	2.1%	2.0%
18 +	77.1%	76.4%	75.5%
2028 Population by Age			
Total	17,192	51,298	87,537
0 - 4	7.2%	6.8%	6.9%
5 - 9	6.3%	6.5%	6.8%
10 - 14	6.1%	6.6%	6.9%
15 - 24	13.4%	12.4%	12.5%
25 - 34	15.7%	14.0%	13.6%
35 - 44	14.0%	14.3%	14.3%
45 - 54	10.4%	11.4%	11.4%
55 - 64	9.0%	9.9%	10.1%
65 - 74	9.1%	10.1%	9.9%
75 - 84	5.5%	5.6%	5.3%
85 +	3.2%	2.4%	2.2%
18 +	77.0%	76.5%	75.6%
2010 Population by Sex			
Males	8,421	21,749	36,303
Females	8,792	22,699	38,109
2023 Population by Sex			
Males	8,384	24,483	41,762
Females	8,591	25,166	43,008
2028 Population by Sex			
Males	8,470	25,208	43,010
Females	8,723	26,088	44,527

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 2, 3 mile radii   Latitude: 32.01438
                                                             Longitude: -102.14283

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	17,213	44,447	74,411
White Alone	79.8%	83.3%	81.6%
Black Alone	6.0%	4.5%	4.6%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.5%	2.2%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.7%	7.1%	9.0%
Two or More Races	2.3%	2.3%	2.4%
Hispanic Origin	25.3%	23.0%	28.4%
Diversity Index	59.6	54.7	59.8
2020 Population by Race/Ethnicity			
Total	16,372	47,827	82,611
White Alone	62.4%	66.8%	64.9%
Black Alone	7.5%	5.5%	5.4%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	5.7%	4.1%	3.4%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	8.2%	7.4%	9.4%
Two or More Races	15.2%	15.3%	15.9%
Hispanic Origin	30.3%	29.2%	33.7%
Diversity Index	75.2	71.9	74.6
2023 Population by Race/Ethnicity			
Total	16,975	49,649	84,769
White Alone	59.9%	64.6%	63.1%
Black Alone	8.3%	6.0%	5.8%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	6.2%	4.5%	3.7%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	8.6%	7.9%	9.8%
Two or More Races	16.0%	16.1%	16.6%
Hispanic Origin	31.9%	30.7%	34.9%
Diversity Index	77.2	73.9	76.0
2028 Population by Race/Ethnicity			
Total	17,192	51,297	87,538
White Alone	57.2%	62.0%	60.6%
Black Alone	8.9%	6.4%	6.3%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	6.9%	5.1%	4.2%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	9.1%	8.4%	10.3%
Two or More Races	16.9%	17.1%	17.6%
Hispanic Origin	33.0%	32.0%	36.0%
Diversity Index	79.0	75.9	77.7
2010 Population by Relationship and Household Type			
Total	17,213	44,448	74,411
In Households	97.9%	99.1%	99.0%
In Family Households	77.0%	82.1%	83.9%
Householder	25.6%	26.9%	26.8%
Spouse	18.6%	20.9%	20.7%
Child	27.9%	29.9%	31.6%
Other relative	2.8%	2.6%	3.0%
Nonrelative	2.1%	1.7%	1.9%
In Nonfamily Households	20.9%	17.0%	15.1%
In Group Quarters	2.1%	0.9%	1.0%
Institutionalized Population	0.6%	0.2%	0.2%
Noninstitutionalized Population	1.5%	0.7%	0.7%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Population 25+ by Educational Attainment			
Total	11,449	33,621	56,634
Less than 9th Grade	3.6%	3.6%	4.7%
9th - 12th Grade, No Diploma	3.4%	4.1%	4.6%
High School Graduate	25.1%	20.2%	18.4%
GED/Alternative Credential	6.2%	4.4%	5.4%
Some College, No Degree	17.1%	18.3%	19.3%
Associate Degree	12.2%	10.5%	9.1%
Bachelor's Degree	24.6%	28.1%	28.1%
Graduate/Professional Degree	7.8%	10.8%	10.3%
2023 Population 15+ by Marital Status			
Total	13,622	39,668	67,179
Never Married	33.8%	28.1%	27.1%
Married	52.3%	60.0%	59.4%
Widowed	4.7%	4.3%	4.7%
Divorced	9.2%	7.6%	8.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,878	29,253	49,050
Population 16+ Employed	97.9%	98.4%	98.5%
Population 16+ Unemployment rate	2.1%	1.6%	1.5%
Population 16-24 Employed	15.3%	13.4%	14.2%
Population 16-24 Unemployment rate	3.4%	4.6%	3.9%
Population 25-54 Employed	61.5%	61.3%	60.9%
Population 25-54 Unemployment rate	2.4%	1.6%	1.2%
Population 55-64 Employed	15.0%	16.3%	16.0%
Population 55-64 Unemployment rate	0.2%	0.2%	0.6%
Population 65+ Employed	8.2%	9.0%	8.8%
Population 65+ Unemployment rate	0.0%	0.2%	1.0%
2023 Employed Population 16+ by Industry			
Total	9,672	28,774	48,320
Agriculture/Mining	9.4%	13.7%	14.0%
Construction	3.6%	5.2%	6.1%
Manufacturing	8.9%	6.6%	5.9%
Wholesale Trade	1.6%	2.4%	2.6%
Retail Trade	17.6%	13.3%	12.3%
Transportation/Utilities	5.2%	5.4%	6.1%
Information	0.4%	0.7%	0.7%
Finance/Insurance/Real Estate	6.1%	6.0%	6.2%
Services	43.2%	43.5%	43.4%
Public Administration	4.0%	3.3%	2.8%
2023 Employed Population 16+ by Occupation			
Total	9,672	28,775	48,322
White Collar	60.4%	66.8%	65.2%
Management/Business/Financial	19.5%	21.8%	21.2%
Professional	17.8%	23.5%	23.7%
Sales	13.8%	12.4%	11.2%
Administrative Support	9.3%	9.2%	9.1%
Services	13.3%	10.6%	11.8%
Blue Collar	26.3%	22.6%	23.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.9%	6.7%	7.7%
Installation/Maintenance/Repair	5.0%	4.2%	3.6%
Production	6.1%	4.3%	3.9%
Transportation/Material Moving	9.4%	7.4%	7.7%

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2010 Households by Type			
Total	7,558	18,406	29,399
Households with 1 Person	33.7%	29.1%	27.2%
Households with 2+ People	66.3%	70.9%	72.8%
Family Households	59.4%	65.3%	67.7%
Husband-wife Families	43.1%	50.8%	52.2%
With Related Children	18.4%	22.6%	24.2%
Other Family (No Spouse Present)	16.3%	14.5%	15.5%
Other Family with Male Householder	4.4%	4.0%	4.3%
With Related Children	2.7%	2.5%	2.7%
Other Family with Female Householder	11.9%	10.6%	11.2%
With Related Children	8.9%	7.6%	8.1%
Nonfamily Households	6.9%	5.6%	5.0%
All Households with Children	30.6%	33.1%	35.3%
Multigenerational Households	2.4%	2.8%	3.6%
Unmarried Partner Households	7.2%	5.9%	5.7%
Male-female	6.5%	5.3%	5.1%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	7,558	18,407	29,400
1 Person Household	33.7%	29.1%	27.2%
2 Person Household	33.3%	34.3%	33.5%
3 Person Household	15.3%	15.7%	16.1%
4 Person Household	10.7%	12.8%	13.5%
5 Person Household	4.9%	5.6%	6.3%
6 Person Household	1.6%	1.7%	2.2%
7 + Person Household	0.6%	0.8%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	7,559	18,406	29,398
Owner Occupied	48.6%	60.7%	65.4%
Owned with a Mortgage/Loan	32.6%	40.9%	43.3%
Owned Free and Clear	16.0%	19.7%	22.0%
Renter Occupied	51.4%	39.3%	34.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	91	117	123
Percent of Income for Mortgage	24.8%	19.4%	18.6%
Wealth Index	73	114	122
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,205	19,659	31,153
Housing Units Inside Urbanized Area	100.0%	99.6%	98.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	1.1%
2010 Population By Urban/ Rural Status			
Total Population	17,213	44,448	74,412
Population Inside Urbanized Area	100.0%	99.6%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	1.1%

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.	In Style (5B)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
2.	Bright Young Professionals (8C)	In Style (5B)	In Style (5B)
3.	Young and Restless (11B)	Professional Pride (1B)	Professional Pride (1B)
2023 Consumer Spending			
Apparel & Services: Total $	$14,255,384	$48,127,868	$82,806,052
Average Spent	$2,006.95	$2,493.67	$2,589.87
Spending Potential Index	91	113	118
Education: Total $	$11,242,895	$39,026,146	$66,770,588
Average Spent	$1,582.84	$2,022.08	$2,088.34
Spending Potential Index	88	113	116
Entertainment/Recreation: Total $	$23,377,966	$80,638,983	$138,853,460
Average Spent	$3,291.28	$4,178.19	$4,342.83
Spending Potential Index	87	110	115
Food at Home: Total $	$43,087,084	$145,406,807	$250,567,926
Average Spent	$6,066.04	$7,534.03	$7,836.86
Spending Potential Index	89	111	115
Food Away from Home: Total $	$24,260,434	$81,942,114	$141,497,738
Average Spent	$3,415.52	$4,245.71	$4,425.54
Spending Potential Index	92	114	119
Health Care: Total $	$45,194,465	$155,458,886	$269,643,514
Average Spent	$6,362.73	$8,054.86	$8,433.48
Spending Potential Index	86	109	115
HH Furnishings & Equipment: Total $	$18,657,714	$64,191,504	$110,457,073
Average Spent	$2,626.74	$3,325.98	$3,454.70
Spending Potential Index	89	113	117
Personal Care Products & Services: Total $	$6,260,317	$21,195,131	$36,362,344
Average Spent	$881.36	$1,098.19	$1,137.28
Spending Potential Index	92	115	119
Shelter: Total $	$159,106,698	$539,583,089	$927,251,041
Average Spent	$22,399.93	$27,957.67	$29,001.06
Spending Potential Index	90	113	117
Support Payments/Cash Contributions/Gifts in Kind: Total $	$19,295,914	$67,930,238	$117,244,066
Average Spent	$2,716.59	$3,519.70	$3,666.97
Spending Potential Index	87	113	117
Travel: Total $	$14,084,442	$49,190,865	$84,420,176
Average Spent	$1,982.89	$2,548.75	$2,640.36
Spending Potential Index	88	113	117
Vehicle Maintenance & Repairs: Total $	$8,447,279	$28,544,238	$49,269,278
Average Spent	$1,189.26	$1,478.98	$1,540.97
Spending Potential Index	91	113	118

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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