



Market Profile

701 Tradewinds Blvd, Midland, Texas, 79706
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.98217
Longitude: -102.15422

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,185	42,163	81,887
2010 Total Population	4,800	48,942	94,328
2020 Total Population	6,362	57,221	111,602
2020 Group Quarters	9	399	1,167
2025 Total Population	6,915	61,223	119,598
2020-2025 Annual Rate	1.68%	1.36%	1.39%
2020 Total Daytime Population	5,289	53,015	118,969
Workers	2,602	26,937	68,685
Residents	2,687	26,078	50,284
Household Summary			
2000 Households	1,534	16,058	31,521
2000 Average Household Size	2.73	2.59	2.56
2010 Households	1,729	18,587	36,272
2010 Average Household Size	2.78	2.61	2.57
2020 Households	2,299	21,694	42,902
2020 Average Household Size	2.76	2.62	2.57
2025 Households	2,495	23,206	45,931
2025 Average Household Size	2.77	2.62	2.58
2020-2025 Annual Rate	1.65%	1.36%	1.37%
2010 Families	1,206	12,668	24,691
2010 Average Family Size	3.34	3.17	3.14
2020 Families	1,587	14,589	28,742
2020 Average Family Size	3.35	3.21	3.17
2025 Families	1,719	15,557	30,660
2025 Average Family Size	3.36	3.22	3.19
2020-2025 Annual Rate	1.61%	1.29%	1.30%
Housing Unit Summary			
2000 Housing Units	1,629	18,162	35,634
Owner Occupied Housing Units	60.8%	55.7%	57.9%
Renter Occupied Housing Units	33.3%	32.7%	30.5%
Vacant Housing Units	5.9%	11.6%	11.5%
2010 Housing Units	1,817	19,692	38,748
Owner Occupied Housing Units	63.3%	60.7%	61.5%
Renter Occupied Housing Units	31.9%	33.7%	32.1%
Vacant Housing Units	4.8%	5.6%	6.4%
2020 Housing Units	2,383	22,707	45,154
Owner Occupied Housing Units	57.6%	56.6%	58.0%
Renter Occupied Housing Units	38.9%	38.9%	37.0%
Vacant Housing Units	3.5%	4.5%	5.0%
2025 Housing Units	2,570	24,149	48,065
Owner Occupied Housing Units	59.0%	57.1%	58.1%
Renter Occupied Housing Units	38.1%	39.0%	37.4%
Vacant Housing Units	2.9%	3.9%	4.4%
Median Household Income			
2020	\$85,488	\$82,142	\$84,774
2025	\$89,718	\$85,395	\$87,907
Median Home Value			
2020	\$176,982	\$196,761	\$228,956
2025	\$185,236	\$216,533	\$251,193
Per Capita Income			
2020	\$37,709	\$38,949	\$42,436
2025	\$41,000	\$42,422	\$45,700
Median Age			
2010	29.6	31.9	33.4
2020	32.5	33.7	34.8
2025	32.9	34.4	35.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	2,299	21,694	42,902
<\$15,000	5.0%	6.7%	6.9%
\$15,000 - \$24,999	5.9%	5.0%	5.1%
\$25,000 - \$34,999	5.3%	6.3%	5.6%
\$35,000 - \$49,999	7.0%	8.4%	9.0%
\$50,000 - \$74,999	14.9%	16.3%	15.1%
\$75,000 - \$99,999	23.1%	19.9%	17.8%
\$100,000 - \$149,999	21.4%	19.4%	19.5%
\$150,000 - \$199,999	9.0%	9.0%	9.6%
\$200,000+	8.3%	8.8%	11.5%
Average Household Income	\$103,229	\$102,486	\$110,550
2025 Households by Income			
Household Income Base	2,495	23,206	45,931
<\$15,000	4.6%	6.2%	6.4%
\$15,000 - \$24,999	5.1%	4.5%	4.6%
\$25,000 - \$34,999	4.6%	5.7%	5.2%
\$35,000 - \$49,999	6.4%	7.7%	8.4%
\$50,000 - \$74,999	14.1%	15.7%	14.7%
\$75,000 - \$99,999	22.8%	20.1%	17.9%
\$100,000 - \$149,999	23.0%	20.2%	20.1%
\$150,000 - \$199,999	10.5%	9.9%	10.2%
\$200,000+	9.0%	9.8%	12.4%
Average Household Income	\$112,431	\$111,653	\$119,187
2020 Owner Occupied Housing Units by Value			
Total	1,373	12,861	26,209
<\$50,000	2.6%	3.4%	4.7%
\$50,000 - \$99,999	4.4%	5.8%	5.8%
\$100,000 - \$149,999	17.2%	13.8%	9.7%
\$150,000 - \$199,999	47.8%	28.9%	20.1%
\$200,000 - \$249,999	15.7%	17.8%	16.8%
\$250,000 - \$299,999	2.7%	10.5%	14.1%
\$300,000 - \$399,999	4.9%	8.8%	14.9%
\$400,000 - \$499,999	1.8%	5.0%	6.1%
\$500,000 - \$749,999	2.0%	4.2%	5.4%
\$750,000 - \$999,999	0.2%	1.2%	1.5%
\$1,000,000 - \$1,499,999	0.6%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$199,198	\$241,649	\$269,947
2025 Owner Occupied Housing Units by Value			
Total	1,517	13,788	27,938
<\$50,000	1.7%	2.7%	3.7%
\$50,000 - \$99,999	3.3%	4.5%	4.5%
\$100,000 - \$149,999	13.4%	11.1%	7.7%
\$150,000 - \$199,999	44.8%	25.3%	16.8%
\$200,000 - \$249,999	18.9%	19.4%	16.9%
\$250,000 - \$299,999	3.3%	12.5%	15.9%
\$300,000 - \$399,999	6.8%	10.6%	17.5%
\$400,000 - \$499,999	2.6%	5.9%	7.1%
\$500,000 - \$749,999	4.1%	5.5%	6.9%
\$750,000 - \$999,999	0.3%	1.6%	1.9%
\$1,000,000 - \$1,499,999	0.8%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$223,467	\$266,075	\$294,436

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	4,796	48,940	94,328
0 - 4	8.9%	8.6%	8.1%
5 - 9	8.4%	7.6%	7.4%
10 - 14	8.8%	7.3%	7.0%
15 - 24	15.0%	14.7%	14.6%
25 - 34	17.8%	16.4%	15.0%
35 - 44	13.3%	12.2%	11.9%
45 - 54	12.0%	13.3%	14.1%
55 - 64	8.8%	9.7%	10.6%
65 - 74	4.1%	4.8%	5.4%
75 - 84	2.5%	3.9%	4.3%
85 +	0.6%	1.6%	1.5%
18 +	69.7%	72.2%	73.2%
2020 Population by Age			
Total	6,364	57,220	111,602
0 - 4	8.1%	7.8%	7.5%
5 - 9	7.9%	7.5%	7.2%
10 - 14	7.5%	7.2%	7.1%
15 - 24	14.0%	13.4%	13.2%
25 - 34	16.4%	15.9%	15.3%
35 - 44	15.2%	13.5%	12.8%
45 - 54	11.0%	10.7%	11.1%
55 - 64	9.8%	10.9%	12.0%
65 - 74	6.6%	7.4%	7.9%
75 - 84	2.5%	3.6%	4.0%
85 +	0.9%	2.0%	2.0%
18 +	72.5%	73.6%	74.4%
2025 Population by Age			
Total	6,916	61,224	119,598
0 - 4	8.0%	7.8%	7.4%
5 - 9	7.9%	7.4%	7.1%
10 - 14	7.8%	7.3%	7.1%
15 - 24	13.2%	13.4%	13.2%
25 - 34	16.4%	15.1%	14.3%
35 - 44	15.6%	13.9%	13.4%
45 - 54	11.5%	10.9%	11.1%
55 - 64	8.6%	9.6%	10.5%
65 - 74	7.0%	8.4%	9.1%
75 - 84	3.2%	4.3%	4.8%
85 +	0.9%	2.0%	2.0%
18 +	72.2%	73.5%	74.4%
2010 Population by Sex			
Males	2,369	23,966	46,250
Females	2,431	24,976	48,078
2020 Population by Sex			
Males	3,169	28,124	55,017
Females	3,193	29,097	56,585
2025 Population by Sex			
Males	3,444	30,159	59,091
Females	3,471	31,065	60,507

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	4,801	48,943	94,328
White Alone	80.2%	77.8%	79.1%
Black Alone	6.2%	5.2%	4.8%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	1.3%	1.7%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	11.8%	11.4%
Two or More Races	3.4%	2.8%	2.5%
Hispanic Origin	41.0%	36.0%	34.7%
Diversity Index	66.6	67.2	65.6
2020 Population by Race/Ethnicity			
Total	6,362	57,221	111,602
White Alone	76.1%	72.0%	73.7%
Black Alone	5.9%	5.3%	4.9%
American Indian Alone	0.6%	0.7%	0.8%
Asian Alone	2.0%	3.2%	2.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.1%	15.1%	14.5%
Two or More Races	4.2%	3.7%	3.3%
Hispanic Origin	52.4%	45.4%	43.9%
Diversity Index	70.8	73.7	72.2
2025 Population by Race/Ethnicity			
Total	6,915	61,224	119,598
White Alone	75.0%	70.3%	72.0%
Black Alone	5.7%	5.2%	4.8%
American Indian Alone	0.6%	0.8%	0.8%
Asian Alone	2.2%	3.6%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	12.0%	16.1%	15.5%
Two or More Races	4.6%	4.1%	3.7%
Hispanic Origin	58.1%	50.1%	48.5%
Diversity Index	71.0	75.1	73.9
2010 Population by Relationship and Household Type			
Total	4,800	48,942	94,328
In Households	100.0%	99.1%	98.7%
In Family Households	86.5%	84.5%	84.1%
Householder	25.5%	25.9%	26.2%
Spouse	18.2%	18.9%	19.7%
Child	36.4%	33.6%	32.8%
Other relative	3.8%	3.7%	3.5%
Nonrelative	2.6%	2.3%	2.0%
In Nonfamily Households	13.5%	14.6%	14.5%
In Group Quarters	0.0%	0.9%	1.3%
Institutionalized Population	0.0%	0.3%	0.5%
Noninstitutionalized Population	0.0%	0.6%	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	3,971	36,631	72,540
Less than 9th Grade	9.8%	5.8%	5.8%
9th - 12th Grade, No Diploma	5.9%	7.6%	7.4%
High School Graduate	26.6%	20.1%	18.6%
GED/Alternative Credential	5.0%	6.7%	5.7%
Some College, No Degree	24.3%	22.3%	21.3%
Associate Degree	11.2%	9.8%	8.5%
Bachelor's Degree	13.4%	19.9%	23.1%
Graduate/Professional Degree	3.8%	7.9%	9.5%
2020 Population 15+ by Marital Status			
Total	4,863	44,303	87,310
Never Married	28.3%	30.4%	30.3%
Married	52.1%	52.7%	53.3%
Widowed	3.6%	5.4%	5.0%
Divorced	15.9%	11.5%	11.4%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,996	33,922	66,314
Population 16+ Employed	93.3%	92.8%	93.1%
Population 16+ Unemployment rate	6.7%	7.2%	6.9%
Population 16-24 Employed	15.9%	14.5%	14.2%
Population 16-24 Unemployment rate	11.4%	11.0%	10.3%
Population 25-54 Employed	64.6%	62.1%	60.4%
Population 25-54 Unemployment rate	5.8%	6.9%	6.7%
Population 55-64 Employed	13.1%	15.1%	16.2%
Population 55-64 Unemployment rate	6.2%	6.0%	5.5%
Population 65+ Employed	6.4%	8.3%	9.2%
Population 65+ Unemployment rate	5.2%	5.3%	5.1%
2020 Employed Population 16+ by Industry			
Total	3,727	31,467	61,726
Agriculture/Mining	14.6%	16.6%	16.8%
Construction	6.9%	8.4%	8.6%
Manufacturing	6.7%	4.6%	4.2%
Wholesale Trade	5.9%	3.0%	3.3%
Retail Trade	9.0%	10.6%	9.6%
Transportation/Utilities	4.4%	7.0%	7.3%
Information	1.1%	0.7%	0.9%
Finance/Insurance/Real Estate	2.7%	4.9%	5.3%
Services	46.0%	41.7%	41.4%
Public Administration	2.7%	2.6%	2.5%
2020 Employed Population 16+ by Occupation			
Total	3,729	31,471	61,727
White Collar	52.0%	57.5%	59.8%
Management/Business/Financial	11.2%	13.5%	15.5%
Professional	15.6%	18.1%	20.3%
Sales	8.7%	10.0%	9.8%
Administrative Support	16.6%	16.0%	14.2%
Services	19.2%	13.7%	13.2%
Blue Collar	28.9%	28.8%	27.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	7.7%	10.9%	11.2%
Installation/Maintenance/Repair	8.9%	5.8%	4.9%
Production	4.2%	4.2%	3.4%
Transportation/Material Moving	8.1%	7.7%	7.4%

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2010 Households by Type			
Total	1,729	18,587	36,272
Households with 1 Person	24.8%	26.4%	27.0%
Households with 2+ People	75.2%	73.6%	73.0%
Family Households	69.8%	68.2%	68.1%
Husband-wife Families	49.9%	49.8%	51.2%
With Related Children	28.1%	25.1%	24.4%
Other Family (No Spouse Present)	19.9%	18.4%	16.9%
Other Family with Male Householder	5.9%	5.1%	4.6%
With Related Children	4.4%	3.3%	3.0%
Other Family with Female Householder	14.0%	13.3%	12.3%
With Related Children	10.1%	9.7%	8.8%
Nonfamily Households	5.4%	5.5%	5.0%
All Households with Children	43.1%	38.6%	36.6%
Multigenerational Households	4.7%	4.5%	4.4%
Unmarried Partner Households	7.0%	6.8%	6.0%
Male-female	6.4%	6.1%	5.4%
Same-sex	0.6%	0.7%	0.6%
2010 Households by Size			
Total	1,730	18,588	36,273
1 Person Household	24.8%	26.4%	27.0%
2 Person Household	27.7%	31.0%	32.2%
3 Person Household	17.6%	16.9%	16.1%
4 Person Household	16.1%	14.3%	13.7%
5 Person Household	8.6%	7.2%	6.8%
6 Person Household	3.2%	2.7%	2.6%
7 + Person Household	1.8%	1.6%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	1,729	18,587	36,272
Owner Occupied	66.5%	64.3%	65.7%
Owned with a Mortgage/Loan	50.5%	43.5%	41.4%
Owned Free and Clear	16.0%	20.8%	24.3%
Renter Occupied	33.5%	35.7%	34.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	244	208	184
Percent of Income for Mortgage	8.6%	10.0%	11.3%
Wealth Index	100	106	128
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,817	19,692	38,748
Housing Units Inside Urbanized Area	100.0%	98.8%	97.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.2%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	4,800	48,942	94,328
Population Inside Urbanized Area	100.0%	98.7%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.3%	2.3%

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.	Middleburg (4C)	Bright Young Professionals	Bright Young Professionals (8C)
2.	Bright Young Professionals (8C)	Barrios Urbanos (7D)	In Style (5B)
3.	American Dreamers (7C)	In Style (5B)	Barrios Urbanos (7D)
2020 Consumer Spending			
Apparel & Services: Total \$	\$5,850,015	\$54,971,022	\$116,420,091
Average Spent	\$2,544.59	\$2,533.93	\$2,713.63
Spending Potential Index	119	118	126
Education: Total \$	\$4,271,032	\$42,409,498	\$91,646,732
Average Spent	\$1,857.78	\$1,954.90	\$2,136.19
Spending Potential Index	104	109	119
Entertainment/Recreation: Total \$	\$8,510,660	\$79,366,039	\$169,412,693
Average Spent	\$3,701.90	\$3,658.43	\$3,948.83
Spending Potential Index	114	113	122
Food at Home: Total \$	\$14,320,028	\$133,419,195	\$283,682,130
Average Spent	\$6,228.81	\$6,150.05	\$6,612.33
Spending Potential Index	117	115	124
Food Away from Home: Total \$	\$10,329,243	\$96,120,573	\$203,742,510
Average Spent	\$4,492.93	\$4,430.74	\$4,749.02
Spending Potential Index	119	118	126
Health Care: Total \$	\$15,316,372	\$141,831,440	\$302,668,113
Average Spent	\$6,662.19	\$6,537.82	\$7,054.87
Spending Potential Index	116	114	123
HH Furnishings & Equipment: Total \$	\$5,934,759	\$55,554,864	\$117,925,689
Average Spent	\$2,581.45	\$2,560.84	\$2,748.72
Spending Potential Index	118	117	126
Personal Care Products & Services: Total \$	\$2,526,993	\$23,543,899	\$49,898,525
Average Spent	\$1,099.17	\$1,085.27	\$1,163.08
Spending Potential Index	120	118	127
Shelter: Total \$	\$50,661,792	\$481,356,595	\$1,023,185,359
Average Spent	\$22,036.45	\$22,188.47	\$23,849.36
Spending Potential Index	114	115	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,406,269	\$58,826,301	\$125,023,643
Average Spent	\$2,786.55	\$2,711.64	\$2,914.17
Spending Potential Index	119	116	124
Travel: Total \$	\$6,237,020	\$58,181,152	\$124,777,255
Average Spent	\$2,712.93	\$2,681.90	\$2,908.43
Spending Potential Index	113	111	121
Vehicle Maintenance & Repairs: Total \$	\$3,166,475	\$29,874,400	\$63,200,805
Average Spent	\$1,377.33	\$1,377.08	\$1,473.14
Spending Potential Index	119	119	127

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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