Market Profile

2315 W Wall St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99223
Longitude: -102.10006

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,505	33,984	70,348
2010 Total Population	9,079	36,864	77,996
2021 Total Population	10,084	41,556	91,231
2021 Group Quarters	33	503	1,139
2026 Total Population	10,503	43,671	96,968
2021-2026 Annual Rate	0.82%	1.00%	1.23%
2021 Total Daytime Population	12,450	49,475	93,524
Workers	7,613	28,680	48,166
Residents	4,837	20,795	45,358
Household Summary			
2000 Households	3,137	12,428	25,648
2000 Average Household Size	2.66	2.69	2.70
2010 Households	3,268	13,169	27,994
2010 Average Household Size	2.77	2.76	2.74
2021 Households	3,592	14,772	32,666
2021 Average Household Size	2.80	2.78	2.76
2026 Households	3,729	15,496	34,680
2026 Average Household Size	2.81	2.79	2.76
2021-2026 Annual Rate	0.75%	0.96%	1.20%
2010 Families	2,269	9,416	19,812
2010 Average Family Size	3.36	3.30	3.29
2021 Families	2,446	10,364	22,709
2021 Average Family Size	3.43	3.36	3.34
2026 Families	2,529	10,832	24,008
2026 Average Family Size	3.44	3.37	3.35
2021-2026 Annual Rate	0.67%	0.89%	1.12%
Housing Unit Summary			
2000 Housing Units	3,651	13,946	28,524
Owner Occupied Housing Units	57.0%	64.2%	62.6%
Renter Occupied Housing Units	29.0%	24.9%	27.3%
Vacant Housing Units	14.1%	10.9%	10.1%
2010 Housing Units	3,604	14,155	29,810
Owner Occupied Housing Units	62.2%	67.6%	64.7%
Renter Occupied Housing Units	28.4%	25.4%	29.3%
Vacant Housing Units	9.3%	7.0%	6.1%
2021 Housing Units	3,880	15,527	34,280
Owner Occupied Housing Units	64.3%	68.9%	64.4%
Renter Occupied Housing Units	28.3%	26.3%	30.9%
Vacant Housing Units	7.4%	4.9%	4.7%
2026 Housing Units	4,008	16,208	36,231
Owner Occupied Housing Units	65.6%	69.9%	65.5%
Renter Occupied Housing Units	27.4%	25.7%	30.2%
Vacant Housing Units	7.0%	4.4%	4.3%
Median Household Income			
2021	$66,970	$75,633	$73,871
2026	$75,294	$81,532	$80,118
Median Home Value			
2021	$193,402	$216,644	$222,047
2026	$272,840	$262,530	$267,923
Per Capita Income			
2021	$33,990	$36,936	$35,960
2026	$37,322	$40,159	$39,289
Median Age			
2010	31.5	32.6	32.4
2021	33.1	34.3	33.9
2026	33.7	35.0	34.7

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	3,592	14,772	32,666
<$15,000	12.3%	9.2%	9.8%
$15,000 - $24,999	13.8%	9.7%	10.3%
$25,000 - $34,999	3.0%	4.1%	4.5%
$35,000 - $49,999	10.7%	10.1%	9.5%
$50,000 - $74,999	13.5%	16.4%	16.5%
$75,000 - $99,999	11.1%	12.8%	12.4%
$100,000 - $149,999	20.9%	18.1%	18.7%
$150,000 - $199,999	4.6%	9.0%	8.5%
$200,000+	10.0%	10.6%	9.8%
Average Household Income	$95,393	$103,642	$99,873
2026 Households by Income			
Household Income Base	3,729	15,496	34,680
<$15,000	10.5%	7.8%	8.4%
$15,000 - $24,999	11.5%	8.4%	8.9%
$25,000 - $34,999	2.7%	3.5%	3.7%
$35,000 - $49,999	10.6%	8.9%	8.5%
$50,000 - $74,999	14.5%	17.0%	17.2%
$75,000 - $99,999	11.3%	13.5%	13.0%
$100,000 - $149,999	22.7%	19.5%	20.1%
$150,000 - $199,999	5.5%	10.4%	9.9%
$200,000+	10.6%	10.9%	10.3%
Average Household Income	$105,073	$112,909	$109,256
2021 Owner Occupied Housing Units by Value			
Total	2,494	10,692	22,078
<$50,000	7.7%	5.8%	6.0%
$50,000 - $99,999	9.4%	6.4%	6.2%
$100,000 - $149,999	16.0%	13.1%	13.1%
$150,000 - $199,999	19.4%	19.0%	17.8%
$200,000 - $249,999	7.5%	17.2%	15.8%
$250,000 - $299,999	17.9%	16.2%	19.3%
$300,000 - $399,999	8.3%	8.5%	9.7%
$400,000 - $499,999	3.9%	4.4%	4.0%
$500,000 - $749,999	7.1%	7.2%	5.9%
$750,000 - $999,999	1.7%	1.6%	1.0%
$1,000,000 - $1,499,999	0.0%	0.4%	0.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.3%
$2,000,000 +	0.8%	0.3%	0.3%
Average Home Value	$254,966	$258,910	$260,024
2026 Owner Occupied Housing Units by Value			
Total	2,629	11,327	23,728
<$50,000	4.8%	2.8%	2.6%
$50,000 - $99,999	3.5%	2.1%	1.8%
$100,000 - $149,999	9.0%	5.9%	5.3%
$150,000 - $199,999	14.6%	12.6%	12.1%
$200,000 - $249,999	6.3%	20.9%	18.9%
$250,000 - $299,999	26.0%	22.2%	25.8%
$300,000 - $399,999	11.6%	12.7%	14.4%
$400,000 - $499,999	6.0%	6.4%	6.4%
$500,000 - $749,999	14.5%	11.6%	10.0%
$750,000 - $999,999	2.7%	2.0%	1.4%
$1,000,000 - $1,499,999	0.1%	0.4%	0.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.4%
$2,000,000 +	1.0%	0.3%	0.4%
Average Home Value	$330,694	$315,110	$319,808

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.

January 03, 2022

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Rings: 1, 2, 3 mile radii

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	1 mile	2 miles	3 miles
2010 Population by Age			
Total	9,077	36,868	77,998
0 - 4	9.1%	8.4%	8.5%
5 - 9	8.4%	8.0%	7.9%
10 - 14	7.5%	7.5%	7.4%
15 - 24	15.0%	14.8%	15.0%
25 - 34	14.8%	14.4%	14.6%
35 - 44	12.4%	11.9%	11.6%
45 - 54	14.3%	14.0%	13.3%
55 - 64	9.3%	10.0%	10.0%
65 - 74	4.6%	5.3%	5.8%
75 - 84	3.3%	4.3%	4.4%
85 +	1.2%	1.4%	1.4%
18 +	70.1%	71.2%	71.5%
2021 Population by Age			
Total	10,084	41,556	91,233
0 - 4	8.2%	7.7%	7.9%
5 - 9	8.3%	7.6%	7.7%
10 - 14	8.0%	7.4%	7.3%
15 - 24	13.3%	13.5%	13.4%
25 - 34	14.9%	14.8%	15.2%
35 - 44	13.3%	13.0%	12.7%
45 - 54	10.7%	10.5%	10.2%
55 - 64	11.9%	11.8%	11.2%
65 - 74	7.0%	8.0%	8.2%
75 - 84	3.1%	4.0%	4.3%
85 +	1.3%	1.8%	1.9%
18 +	71.2%	73.1%	73.0%
2026 Population by Age			
Total	10,503	43,674	96,971
0 - 4	8.2%	7.7%	7.8%
5 - 9	8.2%	7.6%	7.6%
10 - 14	8.2%	7.4%	7.4%
15 - 24	13.8%	13.4%	13.5%
25 - 34	13.6%	13.8%	14.0%
35 - 44	14.1%	13.7%	13.5%
45 - 54	10.5%	10.6%	10.4%
55 - 64	10.1%	10.1%	9.8%
65 - 74	8.5%	9.2%	9.0%
75 - 84	3.7%	4.6%	5.1%
85 +	1.2%	1.8%	1.9%
18 +	70.9%	72.9%	73.0%
2010 Population by Sex			
Males	4,453	18,102	38,049
Females	4,626	18,762	39,947
2021 Population by Sex			
Males	4,969	20,539	44,859
Females	5,115	21,017	46,372
2026 Population by Sex			
Males	5,199	21,695	47,898
Females	5,304	21,976	49,070

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Rings: 1, 2, 3 mile radii

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	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	9,079	36,864	77,996
White Alone	70.0%	74.2%	72.5%
Black Alone	5.3%	5.2%	8.3%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.5%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.7%	16.3%	14.8%
Two or More Races	3.6%	2.8%	2.7%
Hispanic Origin	49.7%	46.3%	44.7%
Diversity Index	75.4	72.2	73.1
2021 Population by Race/Ethnicity			
Total	10,084	41,556	91,231
White Alone	63.4%	68.6%	66.8%
Black Alone	5.5%	5.4%	8.6%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.8%	1.0%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	24.9%	20.5%	18.6%
Two or More Races	4.5%	3.6%	3.5%
Hispanic Origin	61.0%	56.6%	55.0%
Diversity Index	78.7	75.9	77.1
2026 Population by Race/Ethnicity			
Total	10,503	43,670	96,969
White Alone	61.9%	67.3%	65.6%
Black Alone	5.3%	5.3%	8.4%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.8%	1.1%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	26.1%	21.6%	19.6%
Two or More Races	4.8%	3.9%	3.8%
Hispanic Origin	65.5%	61.0%	59.3%
Diversity Index	78.8	76.1	77.3
2010 Population by Relationship and Household Type			
Total	9,079	36,864	77,996
In Households	99.6%	98.6%	98.5%
In Family Households	86.6%	86.5%	86.0%
Householder	25.0%	25.5%	25.5%
Spouse	17.3%	18.4%	18.0%
Child	37.0%	36.0%	35.9%
Other relative	4.6%	4.4%	4.3%
Nonrelative	2.6%	2.2%	2.3%
In Nonfamily Households	13.1%	12.0%	12.5%
In Group Quarters	0.4%	1.4%	1.5%
Institutionalized Population	0.1%	0.8%	0.7%
Noninstitutionalized Population	0.3%	0.6%	0.9%

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	6,278	26,505	58,065
Less than 9th Grade	7.1%	7.9%	8.0%
9th - 12th Grade, No Diploma	9.4%	9.9%	10.9%
High School Graduate	19.6%	19.2%	21.6%
GED/Alternative Credential	5.5%	6.6%	6.1%
Some College, No Degree	22.0%	23.0%	21.9%
Associate Degree	9.0%	8.4%	7.8%
Bachelor's Degree	22.6%	18.8%	17.6%
Graduate/Professional Degree	4.8%	6.3%	6.2%
2021 Population 15+ by Marital Status			
Total	7,622	32,094	70,324
Never Married	35.1%	32.1%	32.5%
Married	45.0%	50.2%	49.7%
Widowed	5.9%	5.5%	5.4%
Divorced	13.9%	12.1%	12.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,605	22,135	49,487
Population 16+ Employed	94.5%	93.9%	93.2%
Population 16+ Unemployment rate	5.5%	6.1%	6.8%
Population 16-24 Employed	12.2%	14.4%	14.3%
Population 16-24 Unemployment rate	14.2%	14.1%	14.7%
Population 25-54 Employed	61.7%	60.6%	60.9%
Population 25-54 Unemployment rate	5.5%	4.8%	5.8%
Population 55-64 Employed	18.6%	16.9%	15.7%
Population 55-64 Unemployment rate	1.4%	3.9%	4.3%
Population 65+ Employed	7.5%	8.1%	9.0%
Population 65+ Unemployment rate	0.0%	4.6%	3.5%
2021 Employed Population 16+ by Industry			
Total	5,296	20,786	46,135
Agriculture/Mining	11.4%	14.8%	14.3%
Construction	11.0%	9.9%	10.5%
Manufacturing	2.3%	4.6%	4.2%
Wholesale Trade	3.2%	3.3%	3.6%
Retail Trade	13.6%	9.3%	9.7%
Transportation/Utilities	6.2%	6.2%	6.5%
Information	1.1%	0.9%	0.9%
Finance/Insurance/Real Estate	4.2%	5.6%	5.4%
Services	44.3%	43.2%	42.5%
Public Administration	2.6%	2.2%	2.4%
2021 Employed Population 16+ by Occupation			
Total	5,297	20,786	46,134
White Collar	47.5%	51.8%	52.9%
Management/Business/Financial	13.8%	15.8%	14.5%
Professional	14.7%	17.2%	17.4%
Sales	9.6%	8.6%	9.4%
Administrative Support	9.4%	10.1%	11.5%
Services	14.8%	14.9%	15.1%
Blue Collar	37.7%	33.3%	32.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	11.5%	12.4%	12.7%
Installation/Maintenance/Repair	5.6%	3.9%	4.4%
Production	5.1%	4.2%	3.8%
Transportation/Material Moving	15.3%	12.7%	10.8%

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2010 Households by Type			
Total	3,268	13,169	27,994
Households with 1 Person	26.0%	24.3%	24.8%
Households with 2+ People	74.0%	75.7%	75.2%
Family Households	69.4%	71.5%	70.8%
Husband-wife Families	48.1%	51.6%	49.9%
With Related Children	26.4%	26.4%	25.2%
Other Family (No Spouse Present)	21.3%	19.9%	20.9%
Other Family with Male Householder	5.8%	5.2%	5.5%
With Related Children	3.7%	3.2%	3.4%
Other Family with Female Householder	15.5%	14.7%	15.4%
With Related Children	11.1%	10.4%	10.9%
Nonfamily Households	4.5%	4.2%	4.5%
All Households with Children	41.6%	40.4%	39.9%
Multigenerational Households	6.7%	6.5%	6.4%
Unmarried Partner Households	6.6%	6.0%	6.2%
Male-female	6.2%	5.4%	5.7%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	3,270	13,170	27,996
1 Person Household	26.0%	24.3%	24.8%
2 Person Household	27.7%	29.7%	30.0%
3 Person Household	16.6%	16.9%	16.8%
4 Person Household	14.7%	14.7%	14.4%
5 Person Household	8.3%	8.4%	8.1%
6 Person Household	3.7%	3.6%	3.5%
7 + Person Household	2.9%	2.5%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	3,268	13,169	27,994
Owner Occupied	68.6%	72.7%	68.8%
Owned with a Mortgage/Loan	42.7%	42.9%	40.1%
Owned Free and Clear	25.9%	29.8%	28.8%
Renter Occupied	31.4%	27.3%	31.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	176	178	168
Percent of Income for Mortgage	12.1%	12.0%	12.6%
Wealth Index	110	123	112
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,604	14,155	29,810
Housing Units Inside Urbanized Area	100.0%	99.9%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.7%
2010 Population By Urban/ Rural Status			
Total Population	9,079	36,864	77,996
Population Inside Urbanized Area	100.0%	99.9%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.8%

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.

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Top 3 Tapestry Segments			
1.	Forging Opportunity (7D)	Forging Opportunity (7D)	Southwestern Families (7F)
2.	Front Porches (8E)	Comfortable Empty Nesters (5A)	Forging Opportunity (7D)
3.	Traditional Living (12B)	Southwestern Families (7F)	Bright Young Professionals (8C)
2021 Consumer Spending			
Apparel & Services: Total $	$8,005,428	$35,768,071	$76,474,295
Average Spent	$2,228.68	$2,421.34	$2,341.10
Spending Potential Index	105	114	110
Education: Total $	$6,006,637	$26,923,017	$57,352,205
Average Spent	$1,672.23	$1,822.57	$1,755.72
Spending Potential Index	97	106	102
Entertainment/Recreation: Total $	$11,933,598	$53,034,016	$112,887,256
Average Spent	$3,322.27	$3,590.17	$3,455.80
Spending Potential Index	103	111	107
Food at Home: Total $	$20,474,691	$91,402,170	$196,192,445
Average Spent	$5,700.08	$6,187.53	$6,006.01
Spending Potential Index	105	114	110
Food Away from Home: Total $	$14,402,908	$64,243,661	$137,881,489
Average Spent	$4,009.72	$4,349.02	$4,220.95
Spending Potential Index	106	115	111
Health Care: Total $	$23,643,469	$105,582,947	$224,423,002
Average Spent	$6,582.26	$7,147.51	$6,870.23
Spending Potential Index	106	115	110
HH Furnishings & Equipment: Total $	$8,482,051	$37,925,835	$80,675,984
Average Spent	$2,361.37	$2,567.41	$2,469.72
Spending Potential Index	105	114	110
Personal Care Products & Services: Total $	$3,382,579	$15,145,978	$32,316,723
Average Spent	$941.70	$1,025.32	$989.31
Spending Potential Index	105	114	110
Shelter: Total $	$74,837,943	$333,487,931	$712,261,334
Average Spent	$20,834.62	$22,575.68	$21,804.36
Spending Potential Index	103	112	108
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,815,080	$39,960,803	$85,508,416
Average Spent	$2,454.09	$2,705.17	$2,617.66
Spending Potential Index	103	113	110
Travel: Total $	$9,150,516	$41,171,927	$87,507,793
Average Spent	$2,547.47	$2,787.16	$2,678.86
Spending Potential Index	101	110	106
Vehicle Maintenance & Repairs: Total $	$4,260,972	$18,930,830	$40,515,948
Average Spent	$1,186.24	$1,281.53	$1,240.31
Spending Potential Index	107	116	112

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