



Market Profile

2700 N Loop 250 W, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00681
Longitude: -102.15613

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	9,383	34,379	63,612
2020 Total Population	10,532	40,531	71,712
2020 Group Quarters	191	323	393
2022 Total Population	11,107	42,935	75,182
2022 Group Quarters	191	323	393
2027 Total Population	11,914	46,067	79,765
2022-2027 Annual Rate	1.41%	1.42%	1.19%
2022 Total Daytime Population	11,616	36,131	62,175
Workers	6,760	17,232	28,132
Residents	4,856	18,899	34,043
Household Summary			
2010 Households	3,811	13,999	24,948
2010 Average Household Size	2.39	2.43	2.53
2020 Total Households	4,067	15,392	26,764
2020 Average Household Size	2.54	2.61	2.66
2022 Total Households	4,270	16,109	27,824
2022 Average Household Size	2.56	2.65	2.69
2027 Total Households	4,545	17,136	29,313
2027 Average Household Size	2.58	2.67	2.71
2022-2027 Annual Rate	1.26%	1.24%	1.05%
2010 Families	2,370	9,053	17,016
2010 Average Family Size	3.05	3.02	3.08
2022 Total Families	2,613	10,177	18,406
2022 Average Family Size	3.33	3.38	3.36
2027 Total Families	2,787	10,849	19,407
2027 Average Family Size	3.35	3.40	3.37
2022-2027 Annual Rate	1.30%	1.29%	1.06%
Housing Unit Summary			
2000 Housing Units	3,280	12,982	23,972
Owner Occupied Housing Units	47.2%	50.0%	57.3%
Renter Occupied Housing Units	41.7%	37.8%	31.7%
Vacant Housing Units	11.1%	12.2%	10.9%
2010 Housing Units	4,010	14,868	26,541
Owner Occupied Housing Units	52.7%	54.5%	61.6%
Renter Occupied Housing Units	42.3%	39.7%	32.4%
Vacant Housing Units	5.0%	5.8%	6.0%
2020 Housing Units	4,763	17,847	30,742
Vacant Housing Units	14.6%	13.8%	12.9%
2022 Housing Units	5,086	18,721	31,986
Owner Occupied Housing Units	48.8%	54.3%	59.1%
Renter Occupied Housing Units	35.2%	31.7%	27.9%
Vacant Housing Units	16.0%	14.0%	13.0%
2027 Housing Units	5,462	20,111	34,093
Owner Occupied Housing Units	47.2%	53.4%	58.2%
Renter Occupied Housing Units	36.0%	31.8%	27.8%
Vacant Housing Units	16.8%	14.8%	14.0%
Median Household Income			
2022	\$99,905	\$104,920	\$103,311
2027	\$103,360	\$111,469	\$111,321
Median Home Value			
2022	\$340,441	\$294,706	\$289,038
2027	\$381,975	\$336,135	\$333,962
Per Capita Income			
2022	\$52,477	\$50,948	\$49,977
2027	\$57,292	\$56,182	\$55,305
Median Age			
2010	34.8	33.3	33.6
2022	36.8	35.4	35.7
2027	38.0	36.5	36.6

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	4,270	16,109	27,824
<\$15,000	6.0%	4.0%	5.1%
\$15,000 - \$24,999	8.0%	5.8%	5.4%
\$25,000 - \$34,999	4.3%	3.6%	3.0%
\$35,000 - \$49,999	4.8%	6.5%	6.9%
\$50,000 - \$74,999	19.3%	14.9%	14.9%
\$75,000 - \$99,999	7.6%	11.2%	12.2%
\$100,000 - \$149,999	20.2%	25.6%	23.9%
\$150,000 - \$199,999	13.7%	12.2%	12.4%
\$200,000+	16.1%	16.2%	16.2%
Average Household Income	\$131,962	\$135,611	\$135,128
2027 Households by Income			
Household Income Base	4,545	17,136	29,313
<\$15,000	4.3%	2.8%	3.6%
\$15,000 - \$24,999	6.8%	4.5%	4.1%
\$25,000 - \$34,999	1.9%	1.9%	1.8%
\$35,000 - \$49,999	2.8%	3.6%	4.1%
\$50,000 - \$74,999	21.4%	14.9%	14.3%
\$75,000 - \$99,999	10.6%	12.9%	13.4%
\$100,000 - \$149,999	21.3%	28.1%	26.9%
\$150,000 - \$199,999	13.4%	13.9%	14.6%
\$200,000+	17.5%	17.4%	17.3%
Average Household Income	\$145,212	\$150,766	\$150,587
2022 Owner Occupied Housing Units by Value			
Total	2,480	10,167	18,904
<\$50,000	0.1%	1.1%	1.7%
\$50,000 - \$99,999	0.3%	1.0%	2.3%
\$100,000 - \$149,999	0.9%	3.3%	5.3%
\$150,000 - \$199,999	5.1%	7.6%	7.9%
\$200,000 - \$249,999	9.8%	11.7%	11.8%
\$250,000 - \$299,999	28.2%	28.3%	26.9%
\$300,000 - \$399,999	13.7%	15.9%	17.1%
\$400,000 - \$499,999	15.1%	11.9%	10.4%
\$500,000 - \$749,999	24.6%	16.2%	13.7%
\$750,000 - \$999,999	2.0%	1.6%	1.6%
\$1,000,000 - \$1,499,999	0.2%	0.9%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.3%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$399,123	\$368,962	\$348,293
2027 Owner Occupied Housing Units by Value			
Total	2,576	10,731	19,826
<\$50,000	0.0%	0.2%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.0%	0.4%	0.5%
\$150,000 - \$199,999	0.3%	2.5%	1.9%
\$200,000 - \$249,999	3.7%	7.3%	7.7%
\$250,000 - \$299,999	33.1%	32.1%	31.5%
\$300,000 - \$399,999	15.7%	20.7%	22.8%
\$400,000 - \$499,999	18.8%	15.4%	14.0%
\$500,000 - \$749,999	26.5%	18.2%	17.4%
\$750,000 - \$999,999	1.7%	1.5%	1.9%
\$1,000,000 - \$1,499,999	0.3%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.3%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$422,681	\$402,467	\$398,801

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	9,383	34,377	63,614
0 - 4	8.1%	8.0%	8.0%
5 - 9	6.4%	6.8%	7.2%
10 - 14	5.9%	6.7%	7.0%
15 - 24	13.8%	14.7%	14.3%
25 - 34	16.0%	16.3%	15.5%
35 - 44	11.7%	12.0%	12.1%
45 - 54	14.0%	14.2%	14.0%
55 - 64	10.0%	10.6%	10.6%
65 - 74	4.5%	4.9%	5.3%
75 - 84	5.4%	4.0%	4.4%
85 +	4.1%	1.8%	1.6%
18 +	75.8%	74.6%	73.5%
2022 Population by Age			
Total	11,107	42,936	75,182
0 - 4	6.8%	7.1%	7.1%
5 - 9	6.8%	6.9%	7.1%
10 - 14	6.9%	6.9%	6.9%
15 - 24	11.7%	12.6%	12.6%
25 - 34	15.1%	15.9%	15.4%
35 - 44	13.7%	13.6%	13.4%
45 - 54	10.9%	11.1%	11.1%
55 - 64	12.3%	11.8%	11.9%
65 - 74	8.3%	8.4%	8.4%
75 - 84	4.2%	4.0%	4.3%
85 +	3.4%	1.9%	1.9%
18 +	76.1%	75.5%	75.2%
2027 Population by Age			
Total	11,915	46,067	79,764
0 - 4	6.8%	7.1%	7.1%
5 - 9	6.4%	6.8%	7.0%
10 - 14	6.6%	6.8%	7.0%
15 - 24	12.2%	12.7%	12.5%
25 - 34	13.6%	14.5%	14.1%
35 - 44	14.3%	14.4%	14.2%
45 - 54	11.5%	11.5%	11.4%
55 - 64	10.3%	10.1%	10.3%
65 - 74	9.8%	9.4%	9.4%
75 - 84	5.0%	4.8%	5.1%
85 +	3.5%	2.0%	2.0%
18 +	76.4%	75.6%	75.1%
2010 Population by Sex			
Males	4,509	16,908	31,143
Females	4,874	17,471	32,469
2022 Population by Sex			
Males	5,419	21,239	37,071
Females	5,688	21,696	38,111
2027 Population by Sex			
Males	5,817	22,811	39,404
Females	6,097	23,256	40,361

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	9,384	34,378	63,613
White Alone	82.4%	81.6%	81.1%
Black Alone	4.2%	5.0%	4.5%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	2.8%	2.4%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.8%	7.9%	9.3%
Two or More Races	2.1%	2.5%	2.4%
Hispanic Origin	24.0%	25.8%	29.4%
Diversity Index	56.2	58.3	60.8
2020 Population by Race/Ethnicity			
Total	10,532	40,531	71,712
White Alone	67.1%	63.6%	63.7%
Black Alone	6.0%	6.2%	5.5%
American Indian Alone	0.6%	0.8%	0.9%
Asian Alone	5.0%	4.8%	3.7%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	6.9%	8.4%	9.5%
Two or More Races	14.2%	16.0%	16.4%
Hispanic Origin	26.7%	31.9%	34.8%
Diversity Index	70.7	74.9	75.6
2022 Population by Race/Ethnicity			
Total	11,108	42,935	75,182
White Alone	65.4%	62.2%	62.5%
Black Alone	6.2%	6.3%	5.6%
American Indian Alone	0.6%	0.8%	0.9%
Asian Alone	5.2%	4.9%	3.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	7.1%	8.6%	9.6%
Two or More Races	15.4%	17.1%	17.5%
Hispanic Origin	28.0%	32.9%	35.6%
Diversity Index	72.3	76.0	76.5
2027 Population by Race/Ethnicity			
Total	11,914	46,068	79,765
White Alone	62.5%	59.3%	59.6%
Black Alone	6.4%	6.4%	5.7%
American Indian Alone	0.6%	0.8%	0.9%
Asian Alone	5.5%	5.2%	4.0%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	7.3%	8.8%	9.9%
Two or More Races	17.5%	19.3%	19.8%
Hispanic Origin	29.6%	34.5%	37.1%
Diversity Index	74.7	77.8	78.2
2010 Population by Relationship and Household Type			
Total	9,383	34,378	63,612
In Households	97.2%	98.8%	99.3%
In Family Households	78.7%	81.5%	84.5%
Householder	26.0%	26.4%	26.7%
Spouse	20.0%	20.0%	20.5%
Child	28.3%	30.3%	32.2%
Other relative	2.7%	2.8%	3.2%
Nonrelative	1.8%	1.9%	1.9%
In Nonfamily Households	18.5%	17.3%	14.8%
In Group Quarters	2.8%	1.2%	0.7%
Institutionalized Population	0.0%	0.4%	0.2%
Noninstitutionalized Population	2.8%	0.8%	0.5%

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.

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2022 Population 25+ by Educational Attainment			
Total	7,530	28,560	49,870
Less than 9th Grade	2.8%	2.9%	3.4%
9th - 12th Grade, No Diploma	2.4%	3.9%	4.6%
High School Graduate	14.4%	18.8%	19.3%
GED/Alternative Credential	3.0%	4.1%	5.0%
Some College, No Degree	20.7%	21.7%	21.3%
Associate Degree	9.5%	10.7%	10.0%
Bachelor's Degree	32.9%	26.6%	26.3%
Graduate/Professional Degree	14.4%	11.1%	10.2%
2022 Population 15+ by Marital Status			
Total	8,833	33,970	59,324
Never Married	29.2%	29.1%	28.5%
Married	52.7%	56.0%	55.8%
Widowed	8.5%	4.6%	5.1%
Divorced	9.6%	10.3%	10.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,550	25,231	43,242
Population 16+ Employed	96.9%	96.8%	96.7%
Population 16+ Unemployment rate	3.1%	3.2%	3.3%
Population 16-24 Employed	12.1%	14.2%	14.5%
Population 16-24 Unemployment rate	6.3%	5.6%	6.3%
Population 25-54 Employed	62.8%	61.6%	61.0%
Population 25-54 Unemployment rate	1.6%	2.3%	2.7%
Population 55-64 Employed	16.1%	15.7%	16.0%
Population 55-64 Unemployment rate	8.0%	5.3%	3.9%
Population 65+ Employed	9.0%	8.5%	8.5%
Population 65+ Unemployment rate	0.0%	1.4%	1.3%
2022 Employed Population 16+ by Industry			
Total	6,345	24,431	41,801
Agriculture/Mining	17.9%	14.9%	13.6%
Construction	7.4%	8.2%	7.8%
Manufacturing	2.6%	3.8%	4.2%
Wholesale Trade	2.7%	3.4%	3.3%
Retail Trade	12.5%	12.0%	11.1%
Transportation/Utilities	6.2%	6.6%	7.7%
Information	0.1%	0.7%	1.0%
Finance/Insurance/Real Estate	6.9%	5.6%	6.0%
Services	39.7%	42.2%	42.4%
Public Administration	4.0%	2.7%	2.8%
2022 Employed Population 16+ by Occupation			
Total	6,347	24,431	41,799
White Collar	68.1%	63.2%	61.9%
Management/Business/Financial	19.0%	18.0%	18.1%
Professional	26.3%	21.9%	21.3%
Sales	9.6%	9.6%	9.7%
Administrative Support	13.2%	13.7%	12.9%
Services	8.0%	10.2%	11.0%
Blue Collar	23.9%	26.6%	27.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	11.9%	10.9%	10.7%
Installation/Maintenance/Repair	3.6%	4.8%	4.3%
Production	1.7%	3.3%	3.1%
Transportation/Material Moving	6.7%	7.6%	8.9%

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2010 Households by Type			
Total	3,812	13,999	24,947
Households with 1 Person	32.0%	29.3%	26.7%
Households with 2+ People	68.0%	70.7%	73.3%
Family Households	62.2%	64.7%	68.2%
Husband-wife Families	47.8%	49.1%	52.2%
With Related Children	21.6%	22.7%	24.7%
Other Family (No Spouse Present)	14.4%	15.6%	16.0%
Other Family with Male Householder	4.2%	4.3%	4.4%
With Related Children	2.4%	2.7%	2.8%
Other Family with Female Householder	10.2%	11.3%	11.6%
With Related Children	7.6%	8.3%	8.3%
Nonfamily Households	5.8%	6.0%	5.1%
All Households with Children	32.3%	34.2%	36.2%
Multigenerational Households	2.2%	2.8%	3.8%
Unmarried Partner Households	6.3%	6.5%	6.0%
Male-female	5.8%	5.9%	5.3%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	3,812	13,999	24,949
1 Person Household	32.0%	29.3%	26.7%
2 Person Household	32.8%	33.1%	33.0%
3 Person Household	15.6%	16.1%	16.3%
4 Person Household	12.4%	13.1%	13.9%
5 Person Household	5.1%	5.8%	6.5%
6 Person Household	1.5%	1.8%	2.3%
7 + Person Household	0.6%	0.8%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,811	13,999	24,949
Owner Occupied	55.5%	57.9%	65.5%
Owned with a Mortgage/Loan	38.4%	40.4%	44.1%
Owned Free and Clear	17.0%	17.5%	21.4%
Renter Occupied	44.5%	42.1%	34.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	148	149
Percent of Income for Mortgage	18.0%	14.8%	14.7%
Wealth Index	132	133	136
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,010	14,868	26,541
Housing Units Inside Urbanized Area	98.9%	99.2%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	0.8%	0.9%
2010 Population By Urban/ Rural Status			
Total Population	9,383	34,379	63,612
Population Inside Urbanized Area	98.8%	99.1%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	0.9%	0.9%

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.	Bright Young Professionals (8C)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
2.	Professional Pride (1B)	In Style (5B)	In Style (5B)
3.	Retirement Communities (9E)	Professional Pride (1B)	Professional Pride (1B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$13,270,572	\$51,079,865	\$87,425,610
Average Spent	\$3,107.86	\$3,170.89	\$3,142.09
Spending Potential Index	129	132	130
Education: Total \$	\$10,745,629	\$40,688,415	\$69,119,732
Average Spent	\$2,516.54	\$2,525.82	\$2,484.18
Spending Potential Index	128	129	127
Entertainment/Recreation: Total \$	\$19,380,669	\$75,486,689	\$129,886,980
Average Spent	\$4,538.80	\$4,685.99	\$4,668.16
Spending Potential Index	124	128	127
Food at Home: Total \$	\$33,286,522	\$128,455,430	\$220,598,975
Average Spent	\$7,795.44	\$7,974.14	\$7,928.37
Spending Potential Index	126	129	128
Food Away from Home: Total \$	\$23,633,399	\$91,385,981	\$156,861,106
Average Spent	\$5,534.75	\$5,672.98	\$5,637.62
Spending Potential Index	128	132	131
Health Care: Total \$	\$37,222,011	\$144,608,760	\$250,757,950
Average Spent	\$8,717.10	\$8,976.89	\$9,012.29
Spending Potential Index	123	127	127
HH Furnishings & Equipment: Total \$	\$13,793,308	\$53,820,701	\$92,818,327
Average Spent	\$3,230.28	\$3,341.03	\$3,335.91
Spending Potential Index	126	130	130
Personal Care Products & Services: Total \$	\$5,606,860	\$21,534,211	\$36,976,135
Average Spent	\$1,313.08	\$1,336.78	\$1,328.93
Spending Potential Index	129	131	130
Shelter: Total \$	\$124,537,536	\$477,916,475	\$820,613,178
Average Spent	\$29,165.70	\$29,667.67	\$29,493.00
Spending Potential Index	127	130	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,486,701	\$57,015,586	\$98,758,953
Average Spent	\$3,392.67	\$3,539.36	\$3,549.42
Spending Potential Index	125	130	131
Travel: Total \$	\$15,333,815	\$59,923,858	\$103,261,303
Average Spent	\$3,591.06	\$3,719.90	\$3,711.23
Spending Potential Index	125	130	129
Vehicle Maintenance & Repairs: Total \$	\$6,819,428	\$26,566,775	\$45,756,737
Average Spent	\$1,597.06	\$1,649.19	\$1,644.51
Spending Potential Index	127	131	131

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.