



Market Profile

3001 S County Road 1255, Midland, Texas, 79706
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.93811
Longitude: -102.17955

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	578	935	1,181
2010 Total Population	894	1,442	1,759
2021 Total Population	937	1,535	5,984
2021 Group Quarters	12	20	71
2026 Total Population	1,128	1,848	7,157
2021-2026 Annual Rate	3.78%	3.78%	3.64%
2021 Total Daytime Population	1,219	2,635	10,719
Workers	791	1,937	7,978
Residents	428	698	2,741
Household Summary			
2000 Households	231	382	462
2000 Average Household Size	2.50	2.45	2.56
2010 Households	354	585	686
2010 Average Household Size	2.41	2.35	2.47
2021 Households	363	613	2,411
2021 Average Household Size	2.55	2.47	2.45
2026 Households	437	739	2,891
2026 Average Household Size	2.55	2.47	2.45
2021-2026 Annual Rate	3.78%	3.81%	3.70%
2010 Families	232	383	457
2010 Average Family Size	3.01	2.94	3.06
2021 Families	237	401	1,588
2021 Average Family Size	3.19	3.08	3.05
2026 Families	285	481	1,897
2026 Average Family Size	3.19	3.10	3.06
2021-2026 Annual Rate	3.76%	3.71%	3.62%
Housing Unit Summary			
2000 Housing Units	430	714	823
Owner Occupied Housing Units	47.9%	47.6%	49.5%
Renter Occupied Housing Units	6.0%	5.9%	6.7%
Vacant Housing Units	46.0%	46.5%	43.9%
2010 Housing Units	389	645	757
Owner Occupied Housing Units	74.6%	74.3%	73.2%
Renter Occupied Housing Units	16.5%	16.4%	17.4%
Vacant Housing Units	9.0%	9.3%	9.4%
2021 Housing Units	368	621	2,454
Owner Occupied Housing Units	75.0%	74.9%	74.4%
Renter Occupied Housing Units	23.6%	23.8%	23.9%
Vacant Housing Units	1.4%	1.3%	1.8%
2026 Housing Units	441	745	2,928
Owner Occupied Housing Units	76.4%	76.4%	75.8%
Renter Occupied Housing Units	22.7%	22.7%	23.0%
Vacant Housing Units	0.9%	0.8%	1.3%
Median Household Income			
2021	\$87,003	\$87,109	\$86,430
2026	\$88,406	\$88,491	\$88,111
Median Home Value			
2021	\$275,870	\$275,897	\$274,458
2026	\$289,844	\$289,576	\$289,700
Per Capita Income			
2021	\$38,308	\$38,308	\$37,337
2026	\$41,062	\$41,060	\$40,136
Median Age			
2010	32.8	32.7	32.5
2021	35.4	35.4	35.0
2026	36.4	36.4	36.0

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	363	613	2,411
<\$15,000	7.4%	7.3%	7.3%
\$15,000 - \$24,999	3.6%	3.6%	3.7%
\$25,000 - \$34,999	3.0%	3.1%	3.2%
\$35,000 - \$49,999	7.7%	7.7%	8.1%
\$50,000 - \$74,999	16.5%	16.5%	16.5%
\$75,000 - \$99,999	20.7%	20.7%	20.6%
\$100,000 - \$149,999	30.6%	30.7%	30.6%
\$150,000 - \$199,999	5.8%	5.9%	5.6%
\$200,000+	4.7%	4.6%	4.5%
Average Household Income	\$94,117	\$94,116	\$93,403
2026 Households by Income			
Household Income Base	437	739	2,891
<\$15,000	5.9%	6.0%	5.9%
\$15,000 - \$24,999	3.0%	2.8%	2.9%
\$25,000 - \$34,999	2.1%	2.0%	2.0%
\$35,000 - \$49,999	5.9%	6.1%	6.4%
\$50,000 - \$74,999	18.3%	18.3%	18.3%
\$75,000 - \$99,999	23.6%	23.5%	23.3%
\$100,000 - \$149,999	30.0%	30.0%	30.1%
\$150,000 - \$199,999	6.6%	6.8%	6.4%
\$200,000+	4.6%	4.5%	4.5%
Average Household Income	\$100,895	\$100,754	\$100,192
2021 Owner Occupied Housing Units by Value			
Total	276	465	1,825
<\$50,000	8.7%	8.6%	9.0%
\$50,000 - \$99,999	0.0%	0.0%	0.4%
\$100,000 - \$149,999	0.0%	0.0%	1.0%
\$150,000 - \$199,999	1.8%	1.9%	2.2%
\$200,000 - \$249,999	17.8%	17.8%	17.6%
\$250,000 - \$299,999	41.7%	41.9%	40.4%
\$300,000 - \$399,999	26.8%	26.9%	25.6%
\$400,000 - \$499,999	2.2%	2.2%	2.1%
\$500,000 - \$749,999	0.0%	0.0%	0.8%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.7%	0.9%	0.9%
Average Home Value	\$280,818	\$283,530	\$282,031
2026 Owner Occupied Housing Units by Value			
Total	337	569	2,220
<\$50,000	0.9%	1.1%	1.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.2%
\$150,000 - \$199,999	0.6%	0.5%	0.7%
\$200,000 - \$249,999	10.7%	10.7%	10.9%
\$250,000 - \$299,999	47.5%	47.6%	46.6%
\$300,000 - \$399,999	35.6%	35.5%	34.1%
\$400,000 - \$499,999	3.9%	3.7%	3.6%
\$500,000 - \$749,999	0.0%	0.0%	1.9%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.9%	0.9%	0.8%
Average Home Value	\$317,878	\$316,916	\$320,146

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.



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2010 Population by Age			
Total	894	1,441	1,760
0 - 4	9.2%	9.2%	9.3%
5 - 9	7.7%	7.7%	7.9%
10 - 14	7.3%	7.3%	7.6%
15 - 24	12.2%	12.3%	12.6%
25 - 34	17.6%	17.6%	17.0%
35 - 44	13.3%	13.3%	13.2%
45 - 54	13.2%	13.2%	13.2%
55 - 64	10.4%	10.3%	10.3%
65 - 74	6.0%	6.1%	5.9%
75 - 84	2.3%	2.4%	2.4%
85 +	0.7%	0.6%	0.6%
18 +	72.7%	72.8%	71.9%
2021 Population by Age			
Total	934	1,534	5,984
0 - 4	7.6%	7.6%	7.7%
5 - 9	7.5%	7.5%	7.6%
10 - 14	7.3%	7.3%	7.4%
15 - 24	12.7%	12.7%	12.9%
25 - 34	14.3%	14.3%	14.4%
35 - 44	13.7%	13.6%	13.6%
45 - 54	11.3%	11.3%	11.3%
55 - 64	11.8%	11.7%	11.6%
65 - 74	9.0%	9.0%	8.9%
75 - 84	3.7%	3.8%	3.7%
85 +	1.0%	1.0%	1.0%
18 +	74.1%	73.9%	73.5%
2026 Population by Age			
Total	1,127	1,849	7,157
0 - 4	7.5%	7.5%	7.6%
5 - 9	7.5%	7.4%	7.5%
10 - 14	7.3%	7.3%	7.4%
15 - 24	12.7%	12.8%	12.9%
25 - 34	13.2%	13.2%	13.3%
35 - 44	13.5%	13.5%	13.5%
45 - 54	11.8%	11.8%	11.6%
55 - 64	11.0%	11.0%	10.9%
65 - 74	9.7%	9.6%	9.5%
75 - 84	4.8%	4.8%	4.7%
85 +	1.2%	1.1%	1.1%
18 +	73.8%	73.7%	73.4%
2010 Population by Sex			
Males	441	712	875
Females	453	730	884
2021 Population by Sex			
Males	461	756	2,961
Females	476	779	3,023
2026 Population by Sex			
Males	557	913	3,551
Females	571	936	3,606

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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2010 Population by Race/Ethnicity			
Total	894	1,442	1,759
White Alone	87.9%	87.9%	85.8%
Black Alone	1.7%	1.7%	1.6%
American Indian Alone	1.0%	1.0%	1.0%
Asian Alone	0.1%	0.1%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.4%	7.4%	9.4%
Two or More Races	1.9%	1.9%	2.0%
Hispanic Origin	30.8%	30.8%	35.4%
Diversity Index	55.6	55.6	60.0
2021 Population by Race/Ethnicity			
Total	937	1,535	5,984
White Alone	82.7%	82.7%	81.6%
Black Alone	1.9%	2.0%	1.9%
American Indian Alone	1.3%	1.3%	1.3%
Asian Alone	0.1%	0.1%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.1%	11.1%	12.2%
Two or More Races	2.9%	2.8%	2.8%
Hispanic Origin	44.3%	44.4%	46.6%
Diversity Index	65.3	65.3	66.5
2026 Population by Race/Ethnicity			
Total	1,128	1,848	7,157
White Alone	81.0%	81.0%	80.0%
Black Alone	2.0%	1.9%	1.9%
American Indian Alone	1.4%	1.5%	1.4%
Asian Alone	0.1%	0.1%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.3%	12.3%	13.3%
Two or More Races	3.2%	3.2%	3.2%
Hispanic Origin	50.5%	50.5%	52.5%
Diversity Index	67.1	67.2	67.9
2010 Population by Relationship and Household Type			
Total	894	1,442	1,759
In Households	95.5%	95.5%	96.1%
In Family Households	80.3%	80.3%	81.7%
Householder	25.6%	25.6%	25.4%
Spouse	17.3%	17.3%	17.4%
Child	31.5%	31.5%	32.9%
Other relative	3.8%	3.7%	3.9%
Nonrelative	2.1%	2.1%	2.2%
In Nonfamily Households	15.2%	15.2%	14.4%
In Group Quarters	4.5%	4.5%	3.9%
Institutionalized Population	4.5%	4.5%	3.9%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	608	997	3,855
Less than 9th Grade	4.4%	4.4%	5.1%
9th - 12th Grade, No Diploma	3.0%	3.0%	3.8%
High School Graduate	13.2%	13.1%	15.1%
GED/Alternative Credential	4.4%	4.4%	4.6%
Some College, No Degree	24.8%	24.9%	24.1%
Associate Degree	15.3%	15.2%	14.7%
Bachelor's Degree	28.6%	28.7%	26.8%
Graduate/Professional Degree	6.2%	6.2%	5.9%
2021 Population 15+ by Marital Status			
Total	727	1,192	4,627
Never Married	23.2%	23.2%	23.2%
Married	60.9%	60.9%	60.6%
Widowed	1.1%	1.1%	1.2%
Divorced	14.7%	14.8%	15.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	558	914	3,542
Population 16+ Employed	92.8%	92.8%	92.8%
Population 16+ Unemployment rate	7.2%	7.2%	7.2%
Population 16-24 Employed	16.4%	16.5%	16.6%
Population 16-24 Unemployment rate	0.0%	0.0%	0.0%
Population 25-54 Employed	58.7%	58.8%	58.7%
Population 25-54 Unemployment rate	8.2%	8.3%	8.5%
Population 55-64 Employed	16.8%	16.9%	16.9%
Population 55-64 Unemployment rate	13.0%	12.8%	11.8%
Population 65+ Employed	7.9%	7.9%	7.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.4%
2021 Employed Population 16+ by Industry			
Total	518	848	3,287
Agriculture/Mining	23.4%	23.3%	22.3%
Construction	8.7%	8.7%	8.8%
Manufacturing	2.7%	2.7%	3.3%
Wholesale Trade	3.7%	3.7%	3.5%
Retail Trade	9.8%	9.9%	10.2%
Transportation/Utilities	7.7%	7.7%	9.3%
Information	0.0%	0.0%	0.0%
Finance/Insurance/Real Estate	1.4%	1.4%	1.6%
Services	37.1%	37.0%	35.7%
Public Administration	5.6%	5.5%	5.3%
2021 Employed Population 16+ by Occupation			
Total	517	849	3,286
White Collar	56.4%	56.6%	56.0%
Management/Business/Financial	12.4%	12.4%	13.2%
Professional	24.9%	25.0%	23.8%
Sales	8.1%	8.1%	8.1%
Administrative Support	11.0%	11.1%	11.0%
Services	10.2%	10.1%	9.8%
Blue Collar	33.2%	33.4%	34.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	13.7%	13.8%	13.6%
Installation/Maintenance/Repair	5.2%	5.2%	5.7%
Production	1.4%	1.3%	1.8%
Transportation/Material Moving	12.9%	13.1%	13.1%

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 06, 2022



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2010 Households by Type			
Total	354	584	686
Households with 1 Person	30.5%	30.7%	29.4%
Households with 2+ People	69.5%	69.3%	70.6%
Family Households	65.5%	65.6%	66.6%
Husband-wife Families	44.4%	44.3%	45.5%
With Related Children	22.0%	22.1%	23.0%
Other Family (No Spouse Present)	21.2%	21.2%	21.0%
Other Family with Male Householder	6.2%	6.2%	6.1%
With Related Children	4.2%	4.3%	4.2%
Other Family with Female Householder	15.0%	14.9%	14.9%
With Related Children	10.7%	10.8%	10.8%
Nonfamily Households	4.0%	3.8%	3.9%
All Households with Children	37.0%	36.9%	38.0%
Multigenerational Households	4.0%	3.9%	4.5%
Unmarried Partner Households	5.6%	5.5%	5.7%
Male-female	4.8%	4.8%	5.0%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	354	586	685
1 Person Household	30.5%	30.5%	29.5%
2 Person Household	31.4%	31.2%	30.8%
3 Person Household	15.0%	15.0%	14.9%
4 Person Household	13.3%	13.3%	13.7%
5 Person Household	7.1%	7.0%	7.4%
6 Person Household	2.3%	2.2%	2.6%
7 + Person Household	0.6%	0.7%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	354	585	686
Owner Occupied	81.9%	81.9%	80.8%
Owned with a Mortgage/Loan	44.9%	44.8%	42.7%
Owned Free and Clear	37.0%	37.1%	38.2%
Renter Occupied	18.1%	18.1%	19.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	161	161	160
Percent of Income for Mortgage	13.3%	13.3%	13.3%
Wealth Index	84	84	82
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	389	645	757
Housing Units Inside Urbanized Area	92.3%	92.2%	90.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.7%	7.8%	9.8%
2010 Population By Urban/ Rural Status			
Total Population	894	1,442	1,759
Population Inside Urbanized Area	92.3%	92.3%	89.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.7%	7.7%	10.6%

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.

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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Top 3 Tapestry Segments			
1.	Down the Road (10D)	Down the Road (10D)	Down the Road (10D)
2.			Forging Opportunity (7D)
3.			Green Acres (6A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$807,990	\$1,364,442	\$5,325,548
Average Spent	\$2,225.87	\$2,225.84	\$2,208.85
Spending Potential Index	105	105	104
Education: Total \$	\$537,134	\$907,051	\$3,540,235
Average Spent	\$1,479.71	\$1,479.69	\$1,468.37
Spending Potential Index	86	86	85
Entertainment/Recreation: Total \$	\$1,212,565	\$2,047,644	\$7,972,801
Average Spent	\$3,340.40	\$3,340.37	\$3,306.84
Spending Potential Index	103	103	102
Food at Home: Total \$	\$2,149,799	\$3,630,339	\$14,147,739
Average Spent	\$5,922.31	\$5,922.25	\$5,868.00
Spending Potential Index	109	109	108
Food Away from Home: Total \$	\$1,486,906	\$2,510,919	\$9,810,457
Average Spent	\$4,096.16	\$4,096.12	\$4,069.04
Spending Potential Index	108	108	107
Health Care: Total \$	\$2,451,847	\$4,140,404	\$16,128,230
Average Spent	\$6,754.40	\$6,754.33	\$6,689.44
Spending Potential Index	108	108	107
HH Furnishings & Equipment: Total \$	\$875,089	\$1,477,751	\$5,764,273
Average Spent	\$2,410.71	\$2,410.69	\$2,390.82
Spending Potential Index	107	107	106
Personal Care Products & Services: Total \$	\$343,524	\$580,104	\$2,262,729
Average Spent	\$946.35	\$946.34	\$938.50
Spending Potential Index	105	105	105
Shelter: Total \$	\$7,264,665	\$12,267,747	\$47,966,714
Average Spent	\$20,012.85	\$20,012.64	\$19,894.95
Spending Potential Index	99	99	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$964,531	\$1,628,792	\$6,345,704
Average Spent	\$2,657.11	\$2,657.08	\$2,631.98
Spending Potential Index	111	111	110
Travel: Total \$	\$909,971	\$1,536,656	\$5,989,489
Average Spent	\$2,506.81	\$2,506.78	\$2,484.23
Spending Potential Index	99	99	98
Vehicle Maintenance & Repairs: Total \$	\$452,406	\$763,972	\$2,977,684
Average Spent	\$1,246.30	\$1,246.28	\$1,235.04
Spending Potential Index	112	112	111

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.