



Market Profile

3402 N Big Spring St, Midland, Texas, 79705
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.03086
Longitude: -102.08368

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	5,774	26,451	47,380
2010 Total Population	6,998	29,483	52,415
2021 Total Population	9,256	34,612	66,811
2021 Group Quarters	318	730	942
2026 Total Population	10,061	36,771	70,922
2021-2026 Annual Rate	1.68%	1.22%	1.20%
2021 Total Daytime Population	10,944	32,783	74,913
Workers	6,389	15,590	41,907
Residents	4,555	17,193	33,006
Household Summary			
2000 Households	2,143	9,806	17,906
2000 Average Household Size	2.61	2.64	2.60
2010 Households	2,510	11,030	19,890
2010 Average Household Size	2.67	2.61	2.59
2021 Households	3,358	12,947	25,105
2021 Average Household Size	2.66	2.62	2.62
2026 Households	3,656	13,748	26,630
2026 Average Household Size	2.66	2.62	2.63
2021-2026 Annual Rate	1.72%	1.21%	1.19%
2010 Families	1,685	7,607	13,753
2010 Average Family Size	3.32	3.19	3.15
2021 Families	2,232	8,794	17,218
2021 Average Family Size	3.31	3.22	3.21
2026 Families	2,427	9,310	18,194
2026 Average Family Size	3.31	3.24	3.22
2021-2026 Annual Rate	1.69%	1.15%	1.11%
Housing Unit Summary			
2000 Housing Units	2,370	10,725	19,909
Owner Occupied Housing Units	53.8%	63.8%	62.8%
Renter Occupied Housing Units	36.7%	27.6%	27.1%
Vacant Housing Units	9.6%	8.6%	10.1%
2010 Housing Units	2,686	11,727	21,314
Owner Occupied Housing Units	57.3%	63.0%	63.6%
Renter Occupied Housing Units	36.2%	31.1%	29.8%
Vacant Housing Units	6.6%	5.9%	6.7%
2021 Housing Units	3,498	13,524	26,351
Owner Occupied Housing Units	55.8%	62.4%	64.1%
Renter Occupied Housing Units	40.3%	33.3%	31.2%
Vacant Housing Units	4.0%	4.3%	4.7%
2026 Housing Units	3,787	14,306	27,841
Owner Occupied Housing Units	57.4%	63.7%	64.8%
Renter Occupied Housing Units	39.2%	32.4%	30.9%
Vacant Housing Units	3.5%	3.9%	4.3%
Median Household Income			
2021	\$76,959	\$80,946	\$79,520
2026	\$90,437	\$89,420	\$90,684
Median Home Value			
2021	\$251,156	\$266,824	\$271,122
2026	\$286,135	\$293,648	\$294,767
Per Capita Income			
2021	\$37,532	\$43,619	\$42,204
2026	\$41,466	\$47,402	\$46,437
Median Age			
2010	32.6	35.0	35.0
2021	34.4	36.4	36.7
2026	35.5	37.8	37.9

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	3,358	12,947	25,105
<\$15,000	13.6%	8.9%	9.0%
\$15,000 - \$24,999	8.1%	10.4%	10.8%
\$25,000 - \$34,999	5.3%	5.0%	4.6%
\$35,000 - \$49,999	8.0%	7.9%	8.8%
\$50,000 - \$74,999	14.3%	15.2%	14.7%
\$75,000 - \$99,999	6.7%	9.2%	9.6%
\$100,000 - \$149,999	23.5%	19.0%	19.3%
\$150,000 - \$199,999	9.1%	10.0%	9.7%
\$200,000+	11.3%	14.4%	13.5%
Average Household Income	\$104,131	\$116,471	\$112,161
2026 Households by Income			
Household Income Base	3,656	13,748	26,630
<\$15,000	11.2%	7.6%	7.5%
\$15,000 - \$24,999	6.8%	9.3%	9.2%
\$25,000 - \$34,999	3.7%	4.1%	4.5%
\$35,000 - \$49,999	6.8%	7.0%	8.6%
\$50,000 - \$74,999	16.2%	15.8%	13.8%
\$75,000 - \$99,999	7.8%	9.7%	9.5%
\$100,000 - \$149,999	24.9%	20.1%	21.1%
\$150,000 - \$199,999	10.6%	11.3%	11.5%
\$200,000+	11.8%	15.1%	14.4%
Average Household Income	\$114,955	\$126,645	\$123,494
2021 Owner Occupied Housing Units by Value			
Total	1,951	8,440	16,882
<\$50,000	3.5%	4.0%	4.4%
\$50,000 - \$99,999	3.4%	6.3%	4.5%
\$100,000 - \$149,999	6.9%	9.0%	6.8%
\$150,000 - \$199,999	16.6%	10.7%	10.5%
\$200,000 - \$249,999	19.0%	13.0%	13.0%
\$250,000 - \$299,999	23.3%	21.3%	25.5%
\$300,000 - \$399,999	12.1%	13.4%	14.2%
\$400,000 - \$499,999	6.9%	7.7%	8.2%
\$500,000 - \$749,999	6.1%	11.1%	9.0%
\$750,000 - \$999,999	0.0%	1.3%	1.6%
\$1,000,000 - \$1,499,999	1.4%	1.6%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.7%	0.7%	0.8%
Average Home Value	\$293,651	\$322,340	\$325,486
2026 Owner Occupied Housing Units by Value			
Total	2,173	9,116	18,030
<\$50,000	0.6%	1.5%	1.6%
\$50,000 - \$99,999	0.5%	1.9%	1.3%
\$100,000 - \$149,999	1.5%	4.1%	2.9%
\$150,000 - \$199,999	6.8%	7.3%	6.4%
\$200,000 - \$249,999	17.2%	14.2%	12.4%
\$250,000 - \$299,999	32.4%	24.1%	28.3%
\$300,000 - \$399,999	15.5%	17.0%	18.2%
\$400,000 - \$499,999	14.4%	11.3%	12.2%
\$500,000 - \$749,999	9.1%	15.1%	12.8%
\$750,000 - \$999,999	0.0%	1.2%	1.6%
\$1,000,000 - \$1,499,999	1.4%	1.3%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.6%
\$2,000,000 +	0.6%	0.8%	0.8%
Average Home Value	\$349,114	\$370,079	\$373,679

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	6,997	29,479	52,415
0 - 4	9.1%	7.9%	7.8%
5 - 9	7.5%	7.3%	7.2%
10 - 14	6.6%	6.9%	6.9%
15 - 24	15.4%	14.6%	14.5%
25 - 34	14.6%	13.3%	13.6%
35 - 44	10.9%	10.8%	11.0%
45 - 54	12.8%	14.0%	14.2%
55 - 64	10.7%	11.3%	11.4%
65 - 74	6.8%	6.8%	6.5%
75 - 84	4.1%	5.4%	5.1%
85 +	1.5%	1.8%	1.7%
18 +	72.6%	73.5%	73.6%
2021 Population by Age			
Total	9,255	34,612	66,813
0 - 4	8.0%	7.3%	7.1%
5 - 9	8.0%	7.3%	7.1%
10 - 14	7.6%	7.1%	7.0%
15 - 24	12.9%	12.7%	12.4%
25 - 34	14.3%	13.8%	14.3%
35 - 44	12.8%	12.0%	12.2%
45 - 54	9.4%	10.1%	10.6%
55 - 64	11.1%	12.5%	12.6%
65 - 74	9.0%	9.4%	9.5%
75 - 84	4.8%	5.3%	5.1%
85 +	2.0%	2.5%	2.2%
18 +	72.8%	74.5%	75.1%
2026 Population by Age			
Total	10,059	36,771	70,921
0 - 4	7.8%	7.2%	7.0%
5 - 9	7.6%	7.1%	6.9%
10 - 14	7.7%	7.1%	7.0%
15 - 24	14.0%	12.7%	12.5%
25 - 34	12.1%	12.3%	12.8%
35 - 44	13.4%	13.1%	13.1%
45 - 54	10.1%	10.4%	10.8%
55 - 64	9.6%	10.6%	10.9%
65 - 74	9.5%	10.6%	10.6%
75 - 84	5.8%	6.3%	6.1%
85 +	2.3%	2.7%	2.3%
18 +	72.7%	74.7%	75.1%
2010 Population by Sex			
Males	3,324	14,088	25,288
Females	3,674	15,395	27,127
2021 Population by Sex			
Males	4,451	16,664	32,537
Females	4,805	17,948	34,274
2026 Population by Sex			
Males	4,873	17,782	34,635
Females	5,188	18,989	36,286

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	6,998	29,483	52,414
White Alone	60.8%	71.6%	74.4%
Black Alone	21.8%	13.2%	10.2%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	0.8%	0.8%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.7%	11.1%	11.1%
Two or More Races	3.0%	2.5%	2.4%
Hispanic Origin	48.9%	40.5%	36.9%
Diversity Index	79.1	72.5	69.9
2021 Population by Race/Ethnicity			
Total	9,257	34,612	66,811
White Alone	58.5%	67.4%	70.2%
Black Alone	20.5%	13.1%	9.6%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	1.3%	1.4%	1.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	15.0%	13.9%	14.2%
Two or More Races	3.7%	3.3%	3.2%
Hispanic Origin	56.4%	49.2%	47.3%
Diversity Index	80.4	76.4	74.8
2026 Population by Race/Ethnicity			
Total	10,059	36,771	70,922
White Alone	58.6%	66.6%	69.0%
Black Alone	19.4%	12.6%	9.3%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	1.4%	1.6%	2.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	15.6%	14.6%	15.1%
Two or More Races	3.9%	3.6%	3.5%
Hispanic Origin	60.3%	53.3%	51.7%
Diversity Index	80.1	76.9	75.7
2010 Population by Relationship and Household Type			
Total	6,998	29,483	52,415
In Households	95.9%	97.5%	98.2%
In Family Households	82.4%	84.2%	84.7%
Householder	24.2%	25.8%	26.2%
Spouse	15.5%	18.4%	19.2%
Child	35.7%	34.3%	33.7%
Other relative	4.6%	3.7%	3.7%
Nonrelative	2.5%	1.9%	1.9%
In Nonfamily Households	13.5%	13.3%	13.5%
In Group Quarters	4.1%	2.5%	1.8%
Institutionalized Population	1.3%	0.9%	0.8%
Noninstitutionalized Population	2.7%	1.7%	1.1%

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	5,879	22,720	44,435
Less than 9th Grade	7.8%	5.7%	5.1%
9th - 12th Grade, No Diploma	9.7%	9.3%	8.7%
High School Graduate	19.9%	19.6%	19.8%
GED/Alternative Credential	5.1%	5.7%	5.2%
Some College, No Degree	25.7%	21.4%	22.6%
Associate Degree	5.3%	6.4%	7.5%
Bachelor's Degree	18.7%	22.6%	22.4%
Graduate/Professional Degree	8.0%	9.3%	8.8%
2021 Population 15+ by Marital Status			
Total	7,070	27,100	52,706
Never Married	33.3%	32.9%	31.2%
Married	46.4%	49.2%	51.4%
Widowed	5.9%	5.3%	4.9%
Divorced	14.4%	12.6%	12.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,229	19,016	36,942
Population 16+ Employed	90.6%	92.2%	91.7%
Population 16+ Unemployment rate	9.3%	7.8%	8.3%
Population 16-24 Employed	13.7%	12.6%	12.0%
Population 16-24 Unemployment rate	4.8%	18.7%	21.2%
Population 25-54 Employed	59.2%	59.3%	60.2%
Population 25-54 Unemployment rate	9.6%	5.7%	5.4%
Population 55-64 Employed	16.8%	17.6%	17.1%
Population 55-64 Unemployment rate	6.1%	4.5%	8.9%
Population 65+ Employed	10.3%	10.5%	10.7%
Population 65+ Unemployment rate	17.8%	10.3%	5.7%
2021 Employed Population 16+ by Industry			
Total	4,740	17,527	33,889
Agriculture/Mining	16.0%	16.1%	14.6%
Construction	6.8%	8.9%	8.1%
Manufacturing	2.7%	2.6%	3.5%
Wholesale Trade	4.1%	4.3%	4.2%
Retail Trade	7.1%	8.4%	9.9%
Transportation/Utilities	5.7%	5.6%	5.7%
Information	0.6%	1.0%	1.1%
Finance/Insurance/Real Estate	4.2%	5.8%	6.5%
Services	48.9%	44.4%	43.2%
Public Administration	3.8%	3.0%	3.2%
2021 Employed Population 16+ by Occupation			
Total	4,741	17,526	33,888
White Collar	57.4%	60.0%	60.4%
Management/Business/Financial	16.9%	20.1%	18.2%
Professional	20.3%	20.2%	21.3%
Sales	10.8%	9.9%	10.1%
Administrative Support	9.4%	9.8%	10.7%
Services	17.8%	15.7%	14.7%
Blue Collar	24.7%	24.3%	24.9%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	11.3%	11.0%	9.6%
Installation/Maintenance/Repair	3.6%	2.8%	3.2%
Production	2.7%	2.0%	2.4%
Transportation/Material Moving	6.9%	8.2%	9.4%

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2010 Households by Type			
Total	2,510	11,030	19,890
Households with 1 Person	28.5%	27.1%	26.7%
Households with 2+ People	71.5%	72.9%	73.3%
Family Households	67.1%	69.0%	69.1%
Husband-wife Families	42.9%	49.2%	50.7%
With Related Children	22.0%	22.8%	23.3%
Other Family (No Spouse Present)	24.2%	19.7%	18.4%
Other Family with Male Householder	5.9%	4.7%	4.6%
With Related Children	3.7%	2.8%	2.8%
Other Family with Female Householder	18.3%	15.0%	13.9%
With Related Children	12.0%	10.2%	9.5%
Nonfamily Households	4.4%	3.9%	4.2%
All Households with Children	38.2%	36.1%	35.8%
Multigenerational Households	7.6%	6.3%	5.6%
Unmarried Partner Households	6.7%	5.1%	5.1%
Male-female	6.3%	4.8%	4.7%
Same-sex	0.4%	0.3%	0.4%
2010 Households by Size			
Total	2,511	11,031	19,888
1 Person Household	28.5%	27.1%	26.7%
2 Person Household	28.0%	31.4%	32.4%
3 Person Household	16.1%	16.0%	16.0%
4 Person Household	13.7%	13.4%	13.2%
5 Person Household	7.7%	7.0%	6.9%
6 Person Household	3.4%	3.0%	2.9%
7 + Person Household	2.5%	2.1%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	2,510	11,030	19,890
Owner Occupied	61.3%	66.9%	68.1%
Owned with a Mortgage/Loan	35.8%	37.0%	38.9%
Owned Free and Clear	25.5%	30.0%	29.2%
Renter Occupied	38.7%	33.1%	31.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	158	153	146
Percent of Income for Mortgage	13.7%	13.8%	14.3%
Wealth Index	99	146	139
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,686	11,727	21,314
Housing Units Inside Urbanized Area	100.0%	99.6%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	1.6%
2010 Population By Urban/ Rural Status			
Total Population	6,998	29,483	52,415
Population Inside Urbanized Area	100.0%	99.6%	98.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	1.8%

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.	Urban Edge Families (7C)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Old and Newcomers (8F)	Golden Years (9B)	Comfortable Empty Nesters (5A)
3.	Southwestern Families (7F)	Old and Newcomers (8F)	Southern Satellites (10A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$8,174,373	\$34,719,661	\$65,091,029
Average Spent	\$2,434.30	\$2,681.68	\$2,592.75
Spending Potential Index	115	126	122
Education: Total \$	\$5,989,820	\$27,352,405	\$50,315,221
Average Spent	\$1,783.75	\$2,112.64	\$2,004.19
Spending Potential Index	103	122	116
Entertainment/Recreation: Total \$	\$12,214,582	\$51,712,275	\$98,124,848
Average Spent	\$3,637.46	\$3,994.15	\$3,908.58
Spending Potential Index	113	124	121
Food at Home: Total \$	\$21,531,064	\$89,919,694	\$168,352,298
Average Spent	\$6,411.87	\$6,945.21	\$6,705.93
Spending Potential Index	118	127	123
Food Away from Home: Total \$	\$14,892,476	\$62,863,752	\$117,172,855
Average Spent	\$4,434.92	\$4,855.47	\$4,667.31
Spending Potential Index	117	128	123
Health Care: Total \$	\$24,557,060	\$103,504,339	\$195,710,920
Average Spent	\$7,313.00	\$7,994.47	\$7,795.69
Spending Potential Index	117	128	125
HH Furnishings & Equipment: Total \$	\$8,610,855	\$36,885,395	\$69,327,116
Average Spent	\$2,564.28	\$2,848.95	\$2,761.49
Spending Potential Index	114	126	122
Personal Care Products & Services: Total \$	\$3,466,997	\$14,838,799	\$27,722,081
Average Spent	\$1,032.46	\$1,146.12	\$1,104.25
Spending Potential Index	115	128	123
Shelter: Total \$	\$76,206,232	\$329,281,716	\$607,224,661
Average Spent	\$22,693.93	\$25,433.05	\$24,187.40
Spending Potential Index	113	126	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,307,155	\$39,432,091	\$74,373,662
Average Spent	\$2,771.64	\$3,045.65	\$2,962.50
Spending Potential Index	116	127	124
Travel: Total \$	\$9,280,736	\$40,827,181	\$76,042,466
Average Spent	\$2,763.77	\$3,153.41	\$3,028.98
Spending Potential Index	109	125	120
Vehicle Maintenance & Repairs: Total \$	\$4,407,660	\$18,231,956	\$34,591,788
Average Spent	\$1,312.58	\$1,408.20	\$1,377.88
Spending Potential Index	118	127	124

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.

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