



# Market Profile

2715-2999 S CR-1257  
 2715-2999 S CR-1257, Midland, Texas, 79706  
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM  
 Latitude: 31.94163  
 Longitude: -102.18395

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	610	991	21,298
2010 Total Population	943	1,522	25,523
2019 Total Population	977	4,548	32,084
2019 Group Quarters	14	65	280
2024 Total Population	1,207	5,618	35,422
2019-2024 Annual Rate	4.32%	4.32%	2.00%
2019 Total Daytime Population	1,723	13,187	44,596
Workers	1,338	11,407	31,422
Residents	385	1,780	13,174
<b>Household Summary</b>			
2000 Households	243	405	7,517
2000 Average Household Size	2.51	2.45	2.79
2010 Households	372	619	9,035
2010 Average Household Size	2.42	2.35	2.79
2019 Households	375	1,862	11,503
2019 Average Household Size	2.57	2.41	2.76
2024 Households	463	2,300	12,750
2024 Average Household Size	2.58	2.41	2.76
2019-2024 Annual Rate	4.31%	4.32%	2.08%
2010 Families	244	405	6,507
2010 Average Family Size	3.02	2.94	3.31
2019 Families	247	1,226	8,155
2019 Average Family Size	3.20	3.00	3.32
2024 Families	304	1,511	8,992
2024 Average Family Size	3.22	3.01	3.32
2019-2024 Annual Rate	4.24%	4.27%	1.97%
<b>Housing Unit Summary</b>			
2000 Housing Units	453	753	8,389
Owner Occupied Housing Units	47.7%	47.9%	65.7%
Renter Occupied Housing Units	6.0%	6.0%	23.9%
Vacant Housing Units	46.4%	46.1%	10.4%
2010 Housing Units	410	680	9,499
Owner Occupied Housing Units	74.4%	74.6%	71.1%
Renter Occupied Housing Units	16.3%	16.5%	24.0%
Vacant Housing Units	9.3%	9.0%	4.9%
2019 Housing Units	390	1,933	11,964
Owner Occupied Housing Units	68.5%	68.5%	65.9%
Renter Occupied Housing Units	27.7%	27.8%	30.2%
Vacant Housing Units	3.8%	3.7%	3.9%
2024 Housing Units	479	2,376	13,199
Owner Occupied Housing Units	67.6%	67.8%	66.2%
Renter Occupied Housing Units	29.0%	29.0%	30.4%
Vacant Housing Units	3.3%	3.2%	3.4%
<b>Median Household Income</b>			
2019	\$47,395	\$47,599	\$71,777
2024	\$53,866	\$53,972	\$78,072
<b>Median Home Value</b>			
2019	\$234,962	\$234,764	\$196,143
2024	\$253,333	\$253,425	\$217,697
<b>Per Capita Income</b>			
2019	\$23,357	\$23,374	\$31,880
2024	\$27,045	\$27,061	\$36,102
<b>Median Age</b>			
2010	32.8	32.8	32.3
2019	34.9	34.9	34.2
2024	35.9	35.8	35.1

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	375	1,862	11,503
<\$15,000	14.9%	14.8%	6.6%
\$15,000 - \$24,999	14.4%	14.5%	7.5%
\$25,000 - \$34,999	9.6%	9.6%	6.6%
\$35,000 - \$49,999	12.8%	12.7%	10.3%
\$50,000 - \$74,999	20.3%	20.3%	21.0%
\$75,000 - \$99,999	15.5%	15.4%	20.3%
\$100,000 - \$149,999	8.8%	8.8%	15.5%
\$150,000 - \$199,999	2.4%	2.5%	6.6%
\$200,000+	1.3%	1.5%	5.7%
Average Household Income	\$57,944	\$57,997	\$87,540
<b>2024 Households by Income</b>			
Household Income Base	463	2,300	12,750
<\$15,000	12.5%	12.6%	5.5%
\$15,000 - \$24,999	12.5%	12.4%	6.2%
\$25,000 - \$34,999	8.4%	8.4%	5.6%
\$35,000 - \$49,999	11.9%	11.8%	9.0%
\$50,000 - \$74,999	21.0%	21.0%	20.1%
\$75,000 - \$99,999	17.3%	17.3%	20.9%
\$100,000 - \$149,999	11.0%	11.1%	17.6%
\$150,000 - \$199,999	3.5%	3.4%	8.3%
\$200,000+	1.9%	2.0%	6.7%
Average Household Income	\$67,150	\$67,167	\$98,786
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	267	1,324	7,885
<\$50,000	8.2%	8.4%	4.9%
\$50,000 - \$99,999	0.7%	0.8%	7.6%
\$100,000 - \$149,999	1.1%	1.0%	16.2%
\$150,000 - \$199,999	5.2%	5.2%	23.0%
\$200,000 - \$249,999	49.8%	49.7%	21.0%
\$250,000 - \$299,999	4.9%	4.8%	7.2%
\$300,000 - \$399,999	6.7%	6.6%	8.6%
\$400,000 - \$499,999	10.1%	10.0%	4.5%
\$500,000 - \$749,999	7.9%	7.7%	4.7%
\$750,000 - \$999,999	3.0%	2.9%	1.5%
\$1,000,000 - \$1,499,999	2.6%	2.7%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$314,739	\$314,456	\$236,260
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	324	1,611	8,742
<\$50,000	3.4%	3.3%	2.7%
\$50,000 - \$99,999	0.3%	0.4%	4.3%
\$100,000 - \$149,999	0.6%	0.6%	13.5%
\$150,000 - \$199,999	3.4%	3.3%	21.6%
\$200,000 - \$249,999	42.3%	42.2%	22.2%
\$250,000 - \$299,999	4.6%	4.5%	7.1%
\$300,000 - \$399,999	9.0%	8.9%	11.0%
\$400,000 - \$499,999	17.0%	16.9%	7.2%
\$500,000 - \$749,999	11.1%	11.0%	6.7%
\$750,000 - \$999,999	4.9%	4.9%	2.7%
\$1,000,000 - \$1,499,999	4.0%	4.0%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$383,819	\$383,917	\$277,614

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	940	1,519	25,523
0 - 4	9.3%	9.2%	8.4%
5 - 9	7.7%	7.7%	8.1%
10 - 14	7.2%	7.2%	8.0%
15 - 24	12.3%	12.3%	13.8%
25 - 34	17.7%	17.6%	15.5%
35 - 44	13.3%	13.4%	12.5%
45 - 54	13.3%	13.2%	13.1%
55 - 64	10.4%	10.4%	9.7%
65 - 74	6.1%	6.1%	4.9%
75 - 84	2.4%	2.4%	3.9%
85 +	0.6%	0.7%	2.0%
18 +	73.0%	72.9%	70.9%
<b>2019 Population by Age</b>			
Total	978	4,549	32,082
0 - 4	7.9%	7.8%	7.8%
5 - 9	7.7%	7.7%	7.6%
10 - 14	7.3%	7.3%	7.4%
15 - 24	12.8%	12.8%	13.3%
25 - 34	14.5%	14.6%	15.0%
35 - 44	13.5%	13.5%	13.7%
45 - 54	11.7%	11.6%	11.0%
55 - 64	11.8%	11.8%	11.0%
65 - 74	8.4%	8.4%	7.4%
75 - 84	3.6%	3.5%	3.6%
85 +	1.0%	1.0%	2.0%
18 +	73.3%	73.4%	73.0%
<b>2024 Population by Age</b>			
Total	1,206	5,617	35,422
0 - 4	7.6%	7.6%	7.6%
5 - 9	7.5%	7.5%	7.6%
10 - 14	7.4%	7.4%	7.6%
15 - 24	12.9%	12.9%	13.0%
25 - 34	13.4%	13.5%	14.1%
35 - 44	13.4%	13.4%	14.2%
45 - 54	11.7%	11.7%	11.1%
55 - 64	11.2%	11.2%	10.0%
65 - 74	9.4%	9.4%	8.4%
75 - 84	4.4%	4.4%	4.3%
85 +	1.1%	1.1%	2.1%
18 +	73.5%	73.4%	73.0%
<b>2010 Population by Sex</b>			
Males	465	751	12,478
Females	478	771	13,045
<b>2019 Population by Sex</b>			
Males	480	2,237	15,808
Females	497	2,311	16,276
<b>2024 Population by Sex</b>			
Males	595	2,771	17,505
Females	612	2,847	17,918

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	944	1,523	25,523
White Alone	87.8%	87.9%	78.8%
Black Alone	1.7%	1.6%	4.1%
American Indian Alone	1.1%	1.1%	0.7%
Asian Alone	0.1%	0.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.4%	7.4%	12.4%
Two or More Races	1.9%	2.0%	2.7%
Hispanic Origin	30.8%	30.8%	41.5%
Diversity Index	55.6	55.6	67.9
<b>2019 Population by Race/Ethnicity</b>			
Total	978	4,548	32,084
White Alone	83.4%	83.5%	75.1%
Black Alone	1.7%	1.7%	3.7%
American Indian Alone	1.3%	1.3%	0.8%
Asian Alone	0.1%	0.1%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.6%	10.7%	15.0%
Two or More Races	2.8%	2.7%	3.4%
Hispanic Origin	42.9%	42.9%	50.6%
Diversity Index	64.4	64.4	71.7
<b>2024 Population by Race/Ethnicity</b>			
Total	1,208	5,619	35,423
White Alone	81.5%	81.5%	73.8%
Black Alone	1.7%	1.7%	3.5%
American Indian Alone	1.5%	1.5%	0.9%
Asian Alone	0.2%	0.1%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.0%	12.0%	15.9%
Two or More Races	3.1%	3.1%	3.8%
Hispanic Origin	49.5%	49.6%	55.3%
Diversity Index	66.7	66.7	72.3
<b>2010 Population by Relationship and Household Type</b>			
Total	943	1,522	25,523
In Households	95.5%	95.5%	98.7%
In Family Households	80.3%	80.4%	86.9%
Householder	25.7%	25.6%	25.7%
Spouse	17.3%	17.3%	19.2%
Child	31.5%	31.5%	35.6%
Other relative	3.8%	3.8%	4.0%
Nonrelative	2.1%	2.1%	2.4%
In Nonfamily Households	15.2%	15.2%	11.8%
In Group Quarters	4.5%	4.5%	1.3%
Institutionalized Population	4.5%	4.5%	0.3%
Noninstitutionalized Population	0.0%	0.0%	1.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	630	2,930	20,475
Less than 9th Grade	3.8%	3.8%	6.9%
9th - 12th Grade, No Diploma	7.3%	7.2%	9.4%
High School Graduate	18.4%	18.4%	22.7%
GED/Alternative Credential	4.0%	4.0%	5.9%
Some College, No Degree	27.6%	27.7%	24.3%
Associate Degree	18.7%	18.7%	10.6%
Bachelor's Degree	18.4%	18.4%	16.1%
Graduate/Professional Degree	1.7%	1.7%	4.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	754	3,513	24,752
Never Married	19.1%	19.1%	28.4%
Married	56.0%	56.0%	53.3%
Widowed	1.2%	1.2%	4.7%
Divorced	23.7%	23.7%	13.6%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.3%	97.3%	98.1%
Civilian Unemployed (Unemployment Rate)	2.7%	2.7%	1.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	609	2,833	19,289
Agriculture/Mining	25.5%	25.4%	16.4%
Construction	8.5%	8.6%	9.9%
Manufacturing	2.8%	2.7%	5.4%
Wholesale Trade	3.8%	3.8%	3.9%
Retail Trade	9.9%	9.8%	9.7%
Transportation/Utilities	7.4%	7.4%	8.6%
Information	0.0%	0.0%	0.4%
Finance/Insurance/Real Estate	1.1%	1.2%	3.3%
Services	35.8%	35.8%	39.5%
Public Administration	5.3%	5.2%	3.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	608	2,833	19,289
White Collar	56.2%	56.2%	52.6%
Management/Business/Financial	9.9%	9.8%	11.5%
Professional	23.6%	23.7%	16.2%
Sales	9.2%	9.2%	10.3%
Administrative Support	13.5%	13.5%	14.6%
Services	12.2%	12.1%	15.3%
Blue Collar	31.5%	31.7%	32.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	13.3%	13.4%	11.7%
Installation/Maintenance/Repair	6.7%	6.8%	7.6%
Production	1.5%	1.5%	4.1%
Transportation/Material Moving	10.0%	10.0%	8.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	943	1,522	25,523
Population Inside Urbanized Area	92.3%	92.2%	94.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.7%	7.8%	5.6%

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<b>2010 Households by Type</b>			
Total	372	618	9,035
Households with 1 Person	30.6%	30.6%	23.8%
Households with 2+ People	69.4%	69.4%	76.2%
Family Households	65.6%	65.5%	72.0%
Husband-wife Families	44.4%	44.5%	53.7%
With Related Children	22.0%	22.0%	28.3%
Other Family (No Spouse Present)	21.2%	21.2%	18.3%
Other Family with Male Householder	6.2%	6.1%	5.2%
With Related Children	4.3%	4.2%	3.6%
Other Family with Female Householder	15.1%	14.9%	13.1%
With Related Children	10.8%	10.7%	9.3%
Nonfamily Households	3.8%	3.9%	4.2%
All Households with Children	36.8%	37.0%	41.6%
Multigenerational Households	4.0%	3.9%	5.8%
Unmarried Partner Households	5.6%	5.7%	6.2%
Male-female	4.8%	4.8%	5.5%
Same-sex	0.8%	0.8%	0.6%
<b>2010 Households by Size</b>			
Total	372	619	9,035
1 Person Household	30.6%	30.5%	23.8%
2 Person Household	31.5%	31.3%	29.4%
3 Person Household	15.1%	15.0%	16.8%
4 Person Household	13.2%	13.2%	15.9%
5 Person Household	7.0%	6.9%	8.5%
6 Person Household	2.2%	2.3%	3.4%
7 + Person Household	0.5%	0.6%	2.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	372	619	9,035
Owner Occupied	82.0%	81.9%	74.8%
Owned with a Mortgage/Loan	44.9%	44.7%	48.8%
Owned Free and Clear	37.1%	37.2%	26.0%
Renter Occupied	18.0%	18.1%	25.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	410	680	9,499
Housing Units Inside Urbanized Area	92.2%	92.2%	94.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.8%	7.8%	5.5%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Down the Road (10D)	Down the Road (10D)	Barrios Urbanos (7D)
2.	Top Tier (1A)	Green Acres (6A)	Down the Road (10D)
3.	Professional Pride (1B)	Barrios Urbanos (7D)	Middleburg (4C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$565,584	\$2,812,343	\$25,682,877
Average Spent	\$1,508.22	\$1,510.39	\$2,232.71
Spending Potential Index	70	71	104
Education: Total \$	\$333,149	\$1,656,876	\$16,910,223
Average Spent	\$888.40	\$889.84	\$1,470.07
Spending Potential Index	56	56	92
Entertainment/Recreation: Total \$	\$835,241	\$4,153,205	\$37,630,638
Average Spent	\$2,227.31	\$2,230.51	\$3,271.38
Spending Potential Index	68	68	100
Food at Home: Total \$	\$1,395,784	\$6,940,207	\$61,549,673
Average Spent	\$3,722.09	\$3,727.29	\$5,350.75
Spending Potential Index	72	72	103
Food Away from Home: Total \$	\$969,200	\$4,819,353	\$44,224,108
Average Spent	\$2,584.53	\$2,588.27	\$3,844.57
Spending Potential Index	70	70	105
Health Care: Total \$	\$1,559,773	\$7,755,870	\$69,367,507
Average Spent	\$4,159.39	\$4,165.34	\$6,030.38
Spending Potential Index	70	70	102
HH Furnishings & Equipment: Total \$	\$564,758	\$2,808,329	\$25,698,486
Average Spent	\$1,506.02	\$1,508.23	\$2,234.07
Spending Potential Index	71	71	105
Personal Care Products & Services: Total \$	\$239,193	\$1,189,357	\$10,746,040
Average Spent	\$637.85	\$638.75	\$934.19
Spending Potential Index	72	72	105
Shelter: Total \$	\$4,536,776	\$22,559,414	\$212,396,238
Average Spent	\$12,098.07	\$12,115.69	\$18,464.42
Spending Potential Index	65	65	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$636,703	\$3,165,947	\$28,729,918
Average Spent	\$1,697.87	\$1,700.29	\$2,497.60
Spending Potential Index	68	69	101
Travel: Total \$	\$539,727	\$2,683,893	\$25,256,212
Average Spent	\$1,439.27	\$1,441.40	\$2,195.62
Spending Potential Index	64	64	98
Vehicle Maintenance & Repairs: Total \$	\$307,074	\$1,526,872	\$13,828,089
Average Spent	\$818.86	\$820.02	\$1,202.13
Spending Potential Index	72	72	105

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.