Market Profile

3115 W Loop 250 N, Midland, Texas, 79705
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 32.03332
Longitude: -102.12660

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	10,813	66,373	109,363
2020 Total Population	11,313	69,873	128,230
2020 Group Quarters	43	737	1,572
2022 Total Population	11,799	72,099	133,621
2022 Group Quarters	43	737	1,572
2027 Total Population	12,381	75,969	141,599
2022-2027 Annual Rate	0.97%	1.05%	1.17%
2022 Total Daytime Population	11,511	68,754	132,705
Workers	6,807	36,491	69,295
Residents	4,704	32,263	63,410
Household Summary			
2010 Households	4,808	27,320	41,333
2010 Average Household Size	2.24	2.39	2.61
2020 Total Households	4,675	27,478	46,762
2020 Average Household Size	2.41	2.52	2.71
2022 Households	4,776	28,239	48,580
2022 Average Household Size	2.46	2.53	2.72
2027 Households	4,985	29,584	51,152
2027 Average Household Size	2.48	2.54	2.74
2022-2027 Annual Rate	0.86%	0.93%	1.04%
2010 Families	3,002	18,003	28,508
2010 Average Family Size	2.85	2.96	3.17
2022 Families	2,781	17,755	32,648
2022 Average Family Size	3.27	3.24	3.37
2027 Families	2,901	18,618	34,431
2027 Average Family Size	3.28	3.25	3.39
2022-2027 Annual Rate	0.85%	0.95%	1.07%
Housing Unit Summary			
2000 Housing Units	4,825	25,943	39,683
Owner Occupied Housing Units	50.3%	56.6%	59.3%
Renter Occupied Housing Units	39.9%	33.0%	30.0%
Vacant Housing Units	9.7%	10.5%	10.7%
2010 Housing Units	5,068	29,047	44,082
Owner Occupied Housing Units	53.7%	58.8%	62.0%
Renter Occupied Housing Units	41.2%	35.3%	31.7%
Vacant Housing Units	5.1%	5.9%	6.2%
2020 Housing Units	5,384	31,851	53,620
Vacant Housing Units	13.2%	13.7%	12.8%
2022 Housing Units	5,490	32,908	55,989
Owner Occupied Housing Units	49.1%	55.7%	59.7%
Renter Occupied Housing Units	37.9%	30.1%	27.1%
Vacant Housing Units	13.0%	14.2%	13.2%
2027 Housing Units	5,814	34,858	59,575
Owner Occupied Housing Units	48.8%	54.8%	58.6%
Renter Occupied Housing Units	36.9%	30.1%	27.3%
Vacant Housing Units	14.3%	15.1%	14.1%
Median Household Income			
2022	$102,992	$109,788	$96,066
2027	$111,874	$118,816	$107,060
Median Home Value			
2022	$312,792	$337,450	$287,325
2027	$343,901	$375,834	$345,044
Per Capita Income			
2022	$53,205	$57,436	$46,925
2027	$59,410	$63,295	$52,540
Median Age			
2010	36.1	35.6	33.4
2022	37.2	37.2	35.7
2027	37.8	38.1	36.8

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.

April 05, 2023

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	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	4,776	28,239	48,580
<$15,000	6.1%	5.1%	6.7%
$15,000 - $24,999	5.0%	5.5%	7.7%
$25,000 - $34,999	2.6%	3.1%	3.6%
$35,000 - $49,999	7.9%	6.7%	7.5%
$50,000 - $74,999	14.1%	13.3%	14.7%
$75,000 - $99,999	11.9%	9.6%	11.1%
$100,000 - $149,999	25.0%	23.9%	21.8%
$150,000 - $199,999	12.3%	12.9%	11.5%
$200,000+	15.1%	19.9%	15.3%
Average Household Income	$132,120	$147,640	$128,761
2027 Households by Income			
Household Income Base	4,985	29,584	51,152
<$15,000	4.2%	3.6%	4.9%
$15,000 - $24,999	3.6%	4.2%	5.7%
$25,000 - $34,999	1.9%	1.9%	2.8%
$35,000 - $49,999	5.6%	4.2%	6.1%
$50,000 - $74,999	13.1%	12.7%	14.1%
$75,000 - $99,999	11.9%	10.1%	11.4%
$100,000 - $149,999	28.3%	27.0%	24.1%
$150,000 - $199,999	15.3%	15.4%	14.3%
$200,000+	16.2%	21.0%	16.6%
Average Household Income	$148,299	$163,673	$145,106
2022 Owner Occupied Housing Units by Value			
Total	2,696	18,329	33,427
<$50,000	0.5%	0.6%	4.5%
$50,000 - $99,999	0.4%	1.0%	5.2%
$100,000 - $149,999	0.7%	1.8%	6.1%
$150,000 - $199,999	0.9%	4.1%	7.9%
$200,000 - $249,999	6.6%	9.7%	9.7%
$250,000 - $299,999	37.1%	25.2%	22.3%
$300,000 - $399,999	30.2%	20.3%	15.5%
$400,000 - $499,999	12.8%	12.9%	10.7%
$500,000 - $749,999	7.2%	19.4%	14.2%
$750,000 - $999,999	1.9%	2.4%	2.0%
$1,000,000 - $1,499,999	1.9%	1.9%	1.3%
$1,500,000 - $1,999,999	0.0%	0.3%	0.2%
$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	$367,415	$410,427	$347,444
2027 Owner Occupied Housing Units by Value			
Total	2,838	19,104	34,917
<$50,000	0.0%	0.1%	1.5%
$50,000 - $99,999	0.0%	0.1%	1.1%
$100,000 - $149,999	0.0%	0.1%	1.3%
$150,000 - $199,999	0.1%	0.3%	3.4%
$200,000 - $249,999	1.7%	5.0%	6.6%
$250,000 - $299,999	32.1%	25.7%	26.5%
$300,000 - $399,999	36.4%	24.8%	21.2%
$400,000 - $499,999	17.6%	17.1%	15.6%
$500,000 - $749,999	8.6%	22.2%	18.1%
$750,000 - $999,999	1.7%	2.1%	2.4%
$1,000,000 - $1,499,999	1.8%	2.0%	1.6%
$1,500,000 - $1,999,999	0.0%	0.3%	0.3%
$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	$389,045	$440,182	$408,338

Market Profile

3115 W Loop 250 N, Midland, Texas, 79705
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 32.03332
Longitude: -102.12660

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,812	66,371	109,364
0 - 4	7.0%	7.5%	8.1%
5 - 9	6.0%	6.5%	7.4%
10 - 14	5.7%	6.3%	7.1%
15 - 24	15.1%	14.3%	14.7%
25 - 34	15.0%	14.7%	14.8%
35 - 44	10.5%	11.4%	11.7%
45 - 54	14.1%	14.6%	14.1%
55 - 64	13.3%	11.7%	10.7%
65 - 74	7.0%	6.0%	5.6%
75 - 84	5.1%	5.1%	4.3%
85 +	1.3%	1.9%	1.5%
18 +	77.5%	75.7%	73.0%
2022 Population by Age			
Total	11,799	72,098	133,622
0 - 4	6.5%	6.7%	7.2%
5 - 9	6.1%	6.7%	7.2%
10 - 14	5.6%	6.5%	7.0%
15 - 24	12.2%	11.9%	12.6%
25 - 34	16.9%	15.2%	15.0%
35 - 44	11.4%	12.6%	12.9%
45 - 54	9.7%	10.8%	10.9%
55 - 64	12.6%	12.9%	12.2%
65 - 74	10.6%	9.1%	8.7%
75 - 84	6.3%	5.1%	4.4%
85 +	2.1%	2.5%	1.9%
18 +	78.8%	76.7%	74.8%
2027 Population by Age			
Total	12,380	75,969	141,596
0 - 4	6.7%	6.8%	7.2%
5 - 9	6.0%	6.5%	7.1%
10 - 14	5.6%	6.5%	7.1%
15 - 24	12.6%	11.9%	12.5%
25 - 34	15.0%	13.6%	13.6%
35 - 44	12.7%	14.0%	14.0%
45 - 54	10.0%	11.0%	11.1%
55 - 64	10.3%	10.7%	10.6%
65 - 74	11.3%	10.5%	9.8%
75 - 84	7.4%	5.8%	5.2%
85 +	2.4%	2.6%	2.0%
18 +	78.7%	76.6%	74.8%
2010 Population by Sex			
Males	5,248	32,261	53,285
Females	5,565	34,113	56,078
2022 Population by Sex			
Males	5,726	35,292	65,841
Females	6,072	36,806	67,779
2027 Population by Sex			
Males	5,951	37,223	69,934
Females	6,430	38,746	71,665

April 05, 2023

3115 W Loop 250 N, Midland, Texas, 79705   Dub House, MAI, CCIM
Rings: 1, 3, 5 mile radii   Latitude: 32.03332
Longitude: -102.12660

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,813	66,374	109,363
White Alone	85.8%	82.6%	76.3%
Black Alone	4.4%	5.5%	7.5%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	1.9%	1.9%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	7.1%	11.5%
Two or More Races	1.9%	2.2%	2.5%
Hispanic Origin	20.0%	23.1%	36.7%
Diversity Index	49.6	55.5	67.8
2020 Population by Race/Ethnicity			
Total	11,313	69,873	128,230
White Alone	68.7%	67.7%	58.6%
Black Alone	5.4%	6.0%	7.4%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	2.6%	3.1%	2.6%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	7.7%	7.5%	12.2%
Two or More Races	14.4%	14.7%	18.2%
Hispanic Origin	28.1%	28.3%	40.7%
Diversity Index	70.0	70.9	79.4
2022 Population by Race/Ethnicity			
Total	11,797	72,098	133,621
White Alone	67.0%	66.1%	57.4%
Black Alone	5.6%	6.2%	7.4%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	2.6%	3.2%	2.7%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	8.0%	7.7%	12.2%
Two or More Races	15.6%	15.9%	19.3%
Hispanic Origin	29.5%	29.6%	41.6%
Diversity Index	71.8	72.4	80.1
2027 Population by Race/Ethnicity			
Total	12,380	75,970	141,598
White Alone	64.4%	63.2%	54.5%
Black Alone	5.7%	6.4%	7.5%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	2.7%	3.4%	2.8%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	8.3%	8.0%	12.4%
Two or More Races	17.7%	18.0%	21.7%
Hispanic Origin	31.1%	31.3%	43.1%
Diversity Index	73.9	74.7	81.4
2010 Population by Relationship and Household Type			
Total	10,812	66,373	109,363
In Households	99.8%	98.5%	98.5%
In Family Households	80.4%	82.0%	84.6%
Householder	27.7%	27.0%	26.1%
Spouse	21.6%	21.1%	19.3%
Child	27.3%	29.6%	33.6%
Other relative	2.4%	2.6%	3.6%
Nonrelative	1.4%	1.6%	2.0%
In Nonfamily Households	19.4%	16.5%	13.9%
In Group Quarters	0.2%	1.5%	1.5%
Institutionalized Population	0.0%	0.4%	0.7%
Noninstitutionalized Population	0.2%	1.1%	0.8%

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

April 05, 2023

Market Profile

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2022 Population 25+ by Educational Attainment			
Total	8,221	49,173	88,192
Less than 9th Grade	1.1%	2.0%	4.9%
9th - 12th Grade, No Diploma	3.7%	3.6%	7.0%
High School Graduate	20.0%	16.9%	19.7%
GED/Alternative Credential	3.3%	3.7%	5.4%
Some College, No Degree	19.2%	20.2%	20.9%
Associate Degree	6.6%	9.1%	8.9%
Bachelor's Degree	35.4%	31.8%	24.0%
Graduate/Professional Degree	10.8%	12.7%	9.3%
2022 Population 15+ by Marital Status			
Total	9,656	57,738	105,072
Never Married	30.9%	28.7%	30.3%
Married	49.9%	55.6%	53.4%
Widowed	5.8%	5.6%	5.2%
Divorced	13.4%	10.2%	11.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,430	41,886	74,390
Population 16+ Employed	96.7%	96.4%	95.6%
Population 16+ Unemployment rate	3.3%	3.6%	4.4%
Population 16-24 Employed	15.0%	13.0%	13.6%
Population 16-24 Unemployment rate	6.4%	8.4%	12.2%
Population 25-54 Employed	56.8%	60.2%	61.2%
Population 25-54 Unemployment rate	3.9%	2.5%	2.7%
Population 55-64 Employed	16.3%	16.9%	16.6%
Population 55-64 Unemployment rate	0.2%	4.3%	4.7%
Population 65+ Employed	12.0%	9.9%	8.6%
Population 65+ Unemployment rate	0.0%	2.7%	2.8%
2022 Employed Population 16+ by Industry			
Total	7,188	40,359	71,097
Agriculture/Mining	12.5%	14.8%	13.6%
Construction	4.4%	6.0%	8.5%
Manufacturing	3.7%	3.8%	4.0%
Wholesale Trade	4.0%	3.3%	3.6%
Retail Trade	12.2%	11.2%	10.8%
Transportation/Utilities	10.2%	6.7%	7.0%
Information	1.6%	1.1%	0.9%
Finance/Insurance/Real Estate	7.9%	7.1%	5.8%
Services	39.5%	43.0%	43.2%
Public Administration	4.0%	2.9%	2.7%
2022 Employed Population 16+ by Occupation			
Total	7,191	40,360	71,097
White Collar	67.7%	68.0%	59.0%
Management/Business/Financial	20.4%	22.5%	17.8%
Professional	24.2%	23.6%	20.2%
Sales	10.2%	9.8%	9.4%
Administrative Support	12.8%	12.1%	11.6%
Services	9.5%	10.4%	13.4%
Blue Collar	22.9%	21.6%	27.6%
Farming/Forestry/Fishing	0.4%	0.2%	0.2%
Construction/Extraction	7.0%	9.3%	11.0%
Installation/Maintenance/Repair	3.7%	3.2%	4.0%
Production	1.0%	2.3%	3.0%
Transportation/Material Moving	10.8%	6.6%	9.5%

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

April 05, 2023

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,808	27,320	41,333
Households with 1 Person	32.0%	28.9%	26.2%
Households with 2+ People	68.0%	71.1%	73.8%
Family Households	62.4%	65.9%	69.0%
Husband-wife Families	48.9%	51.6%	51.1%
With Related Children	18.7%	22.4%	24.5%
Other Family (No Spouse Present)	13.6%	14.3%	17.8%
Other Family with Male Householder	3.6%	3.8%	4.7%
With Related Children	2.2%	2.3%	3.0%
Other Family with Female Householder	9.9%	10.5%	13.2%
With Related Children	7.3%	7.5%	9.3%
Nonfamily Households	5.6%	5.2%	4.8%
All Households with Children	28.5%	32.6%	37.2%
Multigenerational Households	2.6%	2.9%	4.9%
Unmarried Partner Households	5.2%	5.3%	5.9%
Male-female	4.6%	4.8%	5.3%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	4,809	27,319	41,334
1 Person Household	32.0%	28.9%	26.2%
2 Person Household	36.9%	34.8%	31.9%
3 Person Household	14.3%	15.6%	16.5%
4 Person Household	10.2%	12.6%	13.8%
5 Person Household	4.4%	5.5%	7.0%
6 Person Household	1.4%	1.8%	2.8%
7 + Person Household	0.7%	0.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	4,809	27,321	41,333
Owner Occupied	56.6%	62.5%	66.2%
Owned with a Mortgage/Loan	35.5%	40.7%	41.3%
Owned Free and Clear	21.1%	21.8%	24.8%
Renter Occupied	43.4%	37.5%	33.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	136	141
Percent of Income for Mortgage	16.0%	16.2%	15.8%
Wealth Index	138	160	131
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,068	29,047	44,082
Housing Units Inside Urbanized Area	99.9%	98.4%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.6%	2.2%
2010 Population By Urban/ Rural Status			
Total Population	10,813	66,373	109,363
Population Inside Urbanized Area	100.0%	98.3%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.7%	2.3%

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

April 05, 2023

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Young and Restless (11B)	In Style (5B)	Southwestern Families (7F)
2.	In Style (5B)	Bright Young Professionals (8C)	Professional Pride (1B)
3.	Bright Young Professionals (8C)	Professional Pride (1B)	Bright Young Professionals (8C)
2022 Consumer Spending			
Apparel & Services: Total $	$14,944,474	$96,298,059	$145,406,896
Average Spent	$3,129.08	$3,410.11	$2,993.14
Spending Potential Index	130	142	124
Education: Total $	$12,184,702	$80,259,189	$112,629,467
Average Spent	$2,551.24	$2,842.14	$2,318.43
Spending Potential Index	130	145	118
Entertainment/Recreation: Total $	$21,783,778	$143,775,888	$216,735,267
Average Spent	$4,561.09	$5,091.39	$4,461.41
Spending Potential Index	124	139	122
Food at Home: Total $	$37,314,361	$241,950,765	$371,784,959
Average Spent	$7,812.89	$8,567.97	$7,653.05
Spending Potential Index	126	138	124
Food Away from Home: Total $	$26,639,422	$171,457,622	$261,907,114
Average Spent	$5,577.77	$6,071.66	$5,391.25
Spending Potential Index	129	141	125
Health Care: Total $	$41,515,418	$275,203,180	$425,742,805
Average Spent	$8,692.51	$9,745.50	$8,763.75
Spending Potential Index	123	138	124
HH Furnishings & Equipment: Total $	$15,490,753	$101,997,720	$154,395,710
Average Spent	$3,243.46	$3,611.95	$3,178.17
Spending Potential Index	127	141	124
Personal Care Products & Services: Total $	$6,261,612	$40,811,639	$61,525,828
Average Spent	$1,311.06	$1,445.22	$1,266.48
Spending Potential Index	129	142	124
Shelter: Total $	$139,864,483	$912,301,808	$1,355,019,279
Average Spent	$29,284.86	$32,306.45	$27,892.53
Spending Potential Index	128	141	122
Support Payments/Cash Contributions/Gifts in Kind: Total $	$16,415,539	$108,107,970	$164,512,881
Average Spent	$3,437.09	$3,828.32	$3,386.43
Spending Potential Index	127	141	125
Travel: Total $	$17,171,390	$115,344,175	$169,515,342
Average Spent	$3,595.35	$4,084.57	$3,489.41
Spending Potential Index	125	142	121
Vehicle Maintenance & Repairs: Total $	$7,776,218	$49,705,015	$76,651,714
Average Spent	$1,628.19	$1,760.15	$1,577.85
Spending Potential Index	129	140	125

April 05, 2023