Market Profile

4300 W Wadley Ave, Midland, Texas, 79707

Rings: 1, 2, 3 mile radii

Population Summary	1 mile	2 miles	3 miles
2010 Total Population	16,826	45,240	75,714
2020 Total Population	15,995	47,462	83,294
2020 Group Quarters	184	348	629
2025 Total Population	15,799	46,686	82,845
2025 Group Quarters	183	348	612
2030 Total Population	15,882	47,156	85,129
2025-2030 Annual Rate	0.10%	0.20%	0.55%
2025 Total Daytime Population	14,502	46,162	78,129
Workers	8,198	27,736	44,239
Residents	6,304	18,426	33,890

Household Summary			
2010 Total Households	7,299	18,913	30,001
2010 Average Household Size	2.27	2.37	2.50
2020 Total Households	6,607	18,667	31,517
2020 Average Household Size	2.39	2.52	2.62
2025 Total Households	6,589	18,635	32,139
2025 Average Household Size	2.37	2.49	2.56
2030 Total Households	6,742	19,108	33,553
2030 Average Household Size	2.33	2.45	2.52
2025-2030 Annual Rate	0.46%	0.50%	0.86%
2025 Families	3,962	11,916	21,459
2025 Average Family Size	3.03	3.12	3.15
2030 Families	4,006	12,111	22,265
2030 Average Family Size	3.00	3.10	3.12
2025-2030 Growth Rate	0.2%	0.3%	0.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Housing Unit Summary			
2010 Total Housing Units	7,868	20,134	31,806
Owner Occupied Housing Units	52.1%	59.6%	65.6%
Renter Occupied Housing Units	47.9%	40.4%	34.4%
Vacant Housing Units	7.2%	6.1%	5.7%
2020 Housing Units	8,050	21,792	36,054
Owner Occupied Housing Units	53.9%	61.4%	66.5%
Renter Occupied Housing Units	46.1%	38.6%	33.5%
Vacant Housing Units	17.0%	14.1%	12.6%
2025 Housing Units	8,109	22,023	37,139
Owner Occupied Housing Units	53.6%	60.8%	65.6%
Renter Occupied Housing Units	46.4%	39.2%	34.4%
Vacant Housing Units	18.7%	15.4%	13.5%
2030 Total Housing Units	8,409	22,847	38,871
Owner Occupied Housing Units	55.0%	62.4%	67.1%
Renter Occupied Housing Units	45.0%	37.6%	32.9%
Vacant Housing Units	19.8%	16.4%	13.7%

Median Household Income	1 mile	2 miles	3 miles
2025	$73,636	$96,298	$102,370
2030	$81,753	$103,389	$108,531

Per Capita Income			
2025	$43,747	$50,383	$53,809
2030	$48,200	$55,748	$59,591

2025 Households by Income			
Household Income Base	6,589	18,635	32,139
<$15,000	8.6%	5.6%	4.9%
$15,000 - $24,999	5.9%	4.5%	4.1%
$25,000 - $34,999	4.1%	3.3%	3.1%
$35,000 - $49,999	11.8%	10.8%	10.1%
$50,000 - $74,999	20.4%	16.0%	14.1%
$75,000 - $99,999	10.0%	11.1%	11.8%
$100,000 - $149,999	21.1%	24.5%	24.2%
$150,000 - $199,999	8.3%	8.8%	10.1%
$200,000+	9.7%	15.3%	17.7%
Average Household Income	$106,573	$127,207	$138,901

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2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	75	94	101
Percent of Income for Mortgage	28.7%	22.8%	21.3%
Wealth Index	80	102	115

Median Home Value			
2025	$338,164	$350,575	$348,045
2030	$373,558	$395,023	$398,230

2025 Home Value	1 mile	2 miles	3 miles
Total Owner Occupied Housing Units	3,530	11,330	21,093
<$50,000	0.5%	0.7%	1.1%
$50,000 - $99,999	0.3%	0.6%	1.2%
$100,000 - $149,999	1.6%	1.4%	2.7%
$150,000 - $199,999	4.1%	4.3%	7.5%
$200,000 - $249,999	7.8%	7.8%	8.8%
$250,000 - $299,999	20.6%	16.6%	14.4%
$300,000 - $399,999	39.5%	36.8%	29.7%
$400,000 - $499,999	10.5%	13.9%	12.9%
$500,000 - $749,999	12.4%	13.5%	14.3%
$750,000 - $999,999	1.9%	2.5%	4.9%
$1,000,000 - $1,499,999	0.2%	1.4%	1.8%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.7%	0.4%	0.7%
Average Home Value	$380,308	$397,549	$409,024

2025 Population by Sex			
Males	8,029	23,749	42,175
Females	7,770	22,937	40,670

Median Age			
2010	33.8	34.5	34.3
2020	34.9	34.6	34.4
2025	36.3	35.9	35.7
2030	37.8	37.3	37.1

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2025 Population by Age	1 mile	2 miles	3 miles
Total	15,798	46,685	82,845
0 - 4	6.8%	7.2%	7.3%
5 - 9	6.7%	7.5%	7.8%
10 - 14	6.4%	7.0%	7.2%
15 - 24	11.9%	11.5%	11.7%
25 - 34	16.1%	15.1%	14.8%
35 - 44	15.3%	16.6%	16.7%
45 - 54	11.7%	12.1%	11.9%
55 - 64	9.7%	9.5%	9.5%
65 - 74	9.1%	8.7%	8.7%
75 - 84	4.5%	3.8%	3.7%
85 +	2.4%	1.9%	1.6%
18 +	76.6%	74.6%	73.9%

2025 Pop 25+ by Educational Attainment			
Total	10,769	31,182	54,724
Less than 9th Grade	5.0%	3.0%	3.9%
9th - 12th Grade, No Diploma	5.1%	4.0%	4.1%
High School Graduate	24.5%	19.8%	18.0%
GED/Alternative Credential	6.0%	4.1%	5.3%
Some College, No Degree	18.6%	18.4%	19.5%
Associate Degree	9.1%	10.4%	9.3%
Bachelor's Degree	23.9%	28.7%	28.3%
Graduate/Professional Degree	7.9%	11.5%	11.7%

2025 Population 15+ by Marital Status			
Total	12,648	36,554	64,378
Never Married	34.9%	31.1%	28.7%
Married	51.9%	55.6%	57.4%
Widowed	4.1%	4.3%	4.8%
Divorced	9.1%	9.0%	9.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2020 Population by Race/Ethnicity	1 mile	2 miles	3 miles
Total	15,995	47,462	83,294
White Alone	63.3%	66.8%	65.5%
Black Alone	7.1%	5.5%	5.3%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	5.8%	4.0%	3.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	8.0%	7.5%	9.2%
Two or More Races	8.0%	7.5%	9.2%
Hispanic Origin	29.4%	29.1%	33.0%
Diversity Index	74.4	71.8	74.0

2025 Population by Race/Ethnicity			
Total	15,799	46,686	82,845
White Alone	60.0%	63.2%	62.3%
Black Alone	7.3%	5.8%	5.4%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	5.5%	3.9%	3.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	9.2%	8.7%	10.3%
Two or More Races	16.9%	17.5%	17.7%
Hispanic Origin	34.3%	34.1%	37.5%
Diversity Index	77.7	75.7	76.9

2025 Employed Pop 16+ by Occupation			
Total	9,860	29,233	50,582
White Collar	60.5%	67.2%	66.3%
Management/Business/Financial	20.8%	21.6%	21.5%
Professional	18.4%	24.3%	24.7%
Sales	12.4%	12.1%	11.1%
Administrative Support	8.9%	9.3%	9.0%
Services	12.5%	10.5%	11.4%

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2025 Employed Pop 16+ by Occupation	1 mile	2 miles	3 miles
Total	9,860	29,233	50,582
Blue Collar	26.9%	22.3%	22.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.7%	6.5%	7.5%
Installation/Maintenance/Repair	5.3%	3.9%	3.5%
Production	5.5%	4.0%	3.8%
Transportation/Material Moving	10.4%	7.8%	7.5%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,860	29,233	50,582
Population 16+ Employed	98.0%	98.3%	98.5%
Population 16+ Unemployment rate	2.0%	1.7%	1.5%
Population 16-24 Employed	13.5%	12.6%	13.0%
Population 16-24 Unemployment rate	3.0%	4.3%	4.0%
Population 25-54 Employed	61.1%	63.5%	63.4%
Population 25-54 Unemployment rate	2.5%	1.6%	1.2%
Population 55-64 Employed	14%	13%	13%
Population 55-64 Unemployment rate	0.4%	0.4%	0.7%
Population 65+ Employed	10%	9%	9%
Population 65+ Unemployment rate	0.1%	0.4%	1.3%

2025 Employed Population 16+ by Industry			
Total	9,658	28,747	49,822
Agriculture/Mining	9.7%	13.2%	13.7%
Construction	3.9%	4.4%	6.0%
Manufacturing	8.4%	6.5%	5.7%
Wholesale Trade	1.8%	2.7%	2.8%
Retail Trade	16.9%	13.6%	12.5%
Transportation/Utilities	4.2%	5.4%	5.7%
Information	0%	1%	1%
Finance/Insurance/Real Estate	6.2%	6.0%	6.2%
Services	44.5%	44.1%	44.1%
Public Administration	4.1%	3.4%	2.7%

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2025 Consumer Spending	1 mile	2 miles	3 miles
Apparel & Services: Total $	$15,273,942	$51,128,132	$95,297,998
Average Spent	$2,318.10	$2,743.66	$2,965.18
Spending Potential Index	95	112	121
Education: Total $	$10,814,778	$35,950,245	$67,004,877
Average Spent	$1,641.34	$1,929.18	$2,084.85
Spending Potential Index	92	108	117
Entertainment/Recreation: Total $	$24,654,943	$83,011,552	$155,774,959
Average Spent	$3,741.83	$4,454.60	$4,846.91
Spending Potential Index	91	108	118
Food at Home: Total $	$45,399,696	$150,014,679	$279,381,550
Average Spent	$6,890.23	$8,050.16	$8,692.91
Spending Potential Index	93	108	117
Food Away from Home: Total $	$25,304,957	$85,069,536	$160,263,237
Average Spent	$3,840.49	$4,565.04	$4,986.57
Spending Potential Index	93	111	121
Health Care: Total $	$46,196,782	$154,191,255	$289,515,635
Average Spent	$7,011.20	$8,274.28	$9,008.23
Spending Potential Index	91	107	116
HH Furnishings & Equipment: Total $	$17,713,725	$59,791,381	$112,209,754
Average Spent	$2,688.38	$3,208.55	$3,491.39
Spending Potential Index	92	110	120
Personal Care Products & Services: Total $	$6,541,723	$21,864,127	$40,826,892
Average Spent	$992.82	$1,173.28	$1,270.32
Spending Potential Index	95	112	121
Shelter: Total $	$162,348,195	$542,020,649	$1,017,613,877
Average Spent	$24,639.28	$29,086.16	$31,662.90
Spending Potential Index	93	109	119
Support Payments/Gifts in Kind: Total $	$19,868,205	$68,576,298	$131,310,358
Average Spent	$3,015.36	$3,679.97	$4,085.70
Spending Potential Index	91	111	124

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2025 Consumer Spending	1 mile	2 miles	3 miles
Travel: Total $	$21,240,843	$72,733,319	$137,604,287
Average Spent	$3,223.68	$3,903.05	$4,281.54
Spending Potential Index	89	108	119
Vehicle Maintenance & Repairs: Total $	$8,391,066	$27,855,641	$51,924,312
Average Spent	$1,273.50	$1,494.80	$1,615.62
Spending Potential Index	94	111	120

Top Tapestry Segment

1 mile	2 miles	3 miles
City Greens (K6):	**Modern Minds (D3)**:	**Family Bonds (E6)**:
This segment is characterized by educated professionals in metro areas with high home ownership.	This segment is characterized by urban, educated, affluent households with commutes.	This segment is characterized by multigenerational families with immigrant and non-English speakers.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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.

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