



Market Profile

2500 N Big Spring St, Midland, Texas, 79705
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.02319
Longitude: -102.08088

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	9,416	26,174	52,322
2010 Total Population	10,749	29,288	57,626
2019 Total Population	13,378	34,770	66,773
2019 Group Quarters	410	774	1,085
2024 Total Population	14,604	37,641	71,826
2019-2024 Annual Rate	1.77%	1.60%	1.47%
2019 Total Daytime Population	14,047	43,636	77,409
Workers	8,128	28,154	47,982
Residents	5,919	15,482	29,427
Household Summary			
2000 Households	3,463	9,501	19,176
2000 Average Household Size	2.64	2.69	2.68
2010 Households	3,860	10,709	21,124
2010 Average Household Size	2.69	2.66	2.68
2019 Households	4,790	12,637	24,331
2019 Average Household Size	2.71	2.69	2.70
2024 Households	5,223	13,651	26,097
2024 Average Household Size	2.72	2.70	2.71
2019-2024 Annual Rate	1.75%	1.56%	1.41%
2010 Families	2,627	7,523	14,872
2010 Average Family Size	3.32	3.23	3.23
2019 Families	3,252	8,799	16,943
2019 Average Family Size	3.35	3.28	3.28
2024 Families	3,543	9,473	18,114
2024 Average Family Size	3.36	3.30	3.30
2019-2024 Annual Rate	1.73%	1.49%	1.35%
Housing Unit Summary			
2000 Housing Units	3,809	10,476	21,337
Owner Occupied Housing Units	59.4%	67.3%	63.4%
Renter Occupied Housing Units	31.5%	23.4%	26.4%
Vacant Housing Units	9.1%	9.3%	10.1%
2010 Housing Units	4,124	11,483	22,630
Owner Occupied Housing Units	61.1%	66.1%	64.3%
Renter Occupied Housing Units	32.5%	27.2%	29.1%
Vacant Housing Units	6.4%	6.7%	6.7%
2019 Housing Units	5,010	13,305	25,701
Owner Occupied Housing Units	56.1%	60.9%	59.8%
Renter Occupied Housing Units	39.5%	34.1%	34.9%
Vacant Housing Units	4.4%	5.0%	5.3%
2024 Housing Units	5,433	14,299	27,443
Owner Occupied Housing Units	56.6%	61.2%	59.9%
Renter Occupied Housing Units	39.6%	34.3%	35.2%
Vacant Housing Units	3.9%	4.5%	4.9%
Median Household Income			
2019	\$63,522	\$71,979	\$74,359
2024	\$74,186	\$79,326	\$80,441
Median Home Value			
2019	\$198,985	\$231,256	\$226,591
2024	\$223,274	\$256,429	\$253,941
Per Capita Income			
2019	\$29,645	\$35,487	\$35,937
2024	\$34,025	\$39,549	\$40,031
Median Age			
2010	33.1	34.8	34.1
2019	34.3	35.9	35.1
2024	35.7	37.3	36.2

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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2019 Households by Income			
Household Income Base	4,790	12,637	24,331
<\$15,000	11.1%	10.9%	9.1%
\$15,000 - \$24,999	10.8%	9.5%	8.8%
\$25,000 - \$34,999	7.1%	6.0%	5.6%
\$35,000 - \$49,999	10.4%	9.5%	9.3%
\$50,000 - \$74,999	17.1%	15.4%	17.5%
\$75,000 - \$99,999	15.4%	14.8%	16.0%
\$100,000 - \$149,999	16.0%	16.6%	16.7%
\$150,000 - \$199,999	5.8%	7.6%	7.8%
\$200,000+	6.4%	9.6%	9.2%
Average Household Income	\$83,850	\$98,046	\$98,218
2024 Households by Income			
Household Income Base	5,223	13,651	26,097
<\$15,000	8.7%	9.0%	7.4%
\$15,000 - \$24,999	8.7%	8.1%	7.3%
\$25,000 - \$34,999	6.1%	5.4%	4.9%
\$35,000 - \$49,999	9.6%	8.8%	8.5%
\$50,000 - \$74,999	17.3%	15.5%	17.3%
\$75,000 - \$99,999	16.0%	15.1%	16.2%
\$100,000 - \$149,999	18.8%	18.5%	18.6%
\$150,000 - \$199,999	7.2%	9.0%	9.3%
\$200,000+	7.7%	10.7%	10.3%
Average Household Income	\$96,340	\$109,508	\$109,744
2019 Owner Occupied Housing Units by Value			
Total	2,812	8,104	15,361
<\$50,000	7.8%	5.3%	7.3%
\$50,000 - \$99,999	12.4%	10.9%	10.1%
\$100,000 - \$149,999	11.8%	8.8%	8.6%
\$150,000 - \$199,999	18.4%	16.3%	16.8%
\$200,000 - \$249,999	14.9%	13.9%	13.6%
\$250,000 - \$299,999	8.6%	12.8%	13.6%
\$300,000 - \$399,999	14.3%	17.7%	18.2%
\$400,000 - \$499,999	5.4%	6.1%	4.9%
\$500,000 - \$749,999	4.1%	5.5%	4.4%
\$750,000 - \$999,999	0.3%	1.3%	1.2%
\$1,000,000 - \$1,499,999	1.7%	1.1%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.4%	0.3%	0.2%
Average Home Value	\$246,729	\$271,656	\$262,237
2024 Owner Occupied Housing Units by Value			
Total	3,073	8,750	16,447
<\$50,000	4.8%	3.5%	5.2%
\$50,000 - \$99,999	7.6%	7.9%	7.6%
\$100,000 - \$149,999	8.7%	6.9%	6.9%
\$150,000 - \$199,999	21.6%	16.4%	16.1%
\$200,000 - \$249,999	15.6%	13.8%	13.1%
\$250,000 - \$299,999	7.5%	12.0%	12.9%
\$300,000 - \$399,999	19.8%	21.8%	22.8%
\$400,000 - \$499,999	6.4%	7.9%	6.6%
\$500,000 - \$749,999	5.5%	6.6%	5.3%
\$750,000 - \$999,999	0.3%	1.6%	1.6%
\$1,000,000 - \$1,499,999	1.7%	1.3%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.6%
\$2,000,000 +	0.5%	0.4%	0.2%
Average Home Value	\$278,205	\$299,657	\$292,902

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.

March 09, 2020



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2010 Population by Age			
Total	10,751	29,284	57,630
0 - 4	8.8%	8.1%	8.1%
5 - 9	7.7%	7.5%	7.5%
10 - 14	6.8%	7.0%	7.1%
15 - 24	15.3%	14.5%	14.7%
25 - 34	13.7%	13.1%	13.7%
35 - 44	10.7%	10.9%	11.1%
45 - 54	13.0%	14.1%	14.0%
55 - 64	10.7%	11.1%	11.0%
65 - 74	7.1%	6.7%	6.3%
75 - 84	4.6%	5.3%	4.9%
85 +	1.5%	1.7%	1.6%
18 +	72.3%	72.9%	72.7%
2019 Population by Age			
Total	13,378	34,767	66,772
0 - 4	8.1%	7.5%	7.6%
5 - 9	8.0%	7.5%	7.4%
10 - 14	7.5%	7.3%	7.2%
15 - 24	13.2%	12.9%	13.1%
25 - 34	14.2%	13.6%	14.6%
35 - 44	11.9%	11.8%	11.7%
45 - 54	10.1%	10.8%	10.7%
55 - 64	11.3%	12.6%	12.4%
65 - 74	8.9%	8.8%	8.5%
75 - 84	4.7%	4.9%	4.7%
85 +	2.1%	2.3%	2.1%
18 +	72.6%	73.7%	73.9%
2024 Population by Age			
Total	14,604	37,642	71,825
0 - 4	7.9%	7.4%	7.5%
5 - 9	7.6%	7.3%	7.3%
10 - 14	7.6%	7.3%	7.2%
15 - 24	13.6%	12.7%	12.9%
25 - 34	12.3%	12.3%	13.5%
35 - 44	12.8%	12.9%	12.8%
45 - 54	10.1%	10.5%	10.4%
55 - 64	10.3%	11.2%	11.0%
65 - 74	9.6%	10.2%	9.8%
75 - 84	5.8%	5.8%	5.4%
85 +	2.3%	2.4%	2.1%
18 +	72.8%	73.9%	73.9%
2010 Population by Sex			
Males	5,120	14,045	27,804
Females	5,629	15,243	29,822
2019 Population by Sex			
Males	6,436	16,782	32,423
Females	6,942	17,988	34,350
2024 Population by Sex			
Males	7,062	18,252	34,978
Females	7,541	19,390	36,848

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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2010 Population by Race/Ethnicity			
Total	10,749	29,288	57,626
White Alone	62.5%	70.1%	72.1%
Black Alone	18.6%	13.5%	10.6%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	0.5%	0.6%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	14.5%	12.3%	13.0%
Two or More Races	3.0%	2.6%	2.6%
Hispanic Origin	51.9%	43.3%	41.5%
Diversity Index	78.7	74.1	72.7
2019 Population by Race/Ethnicity			
Total	13,378	34,770	66,773
White Alone	61.1%	67.3%	68.4%
Black Alone	16.6%	12.3%	9.8%
American Indian Alone	0.8%	0.9%	0.8%
Asian Alone	0.9%	1.1%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.8%	15.0%	16.0%
Two or More Races	3.7%	3.3%	3.2%
Hispanic Origin	59.6%	51.9%	50.4%
Diversity Index	79.2	76.6	76.1
2024 Population by Race/Ethnicity			
Total	14,603	37,643	71,825
White Alone	61.2%	66.7%	67.3%
Black Alone	15.4%	11.5%	9.3%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	1.0%	1.3%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.5%	15.9%	17.1%
Two or More Races	4.0%	3.6%	3.6%
Hispanic Origin	63.7%	56.4%	55.0%
Diversity Index	78.6	76.7	76.7
2010 Population by Relationship and Household Type			
Total	10,749	29,288	57,626
In Households	96.5%	97.3%	98.1%
In Family Households	83.4%	84.9%	85.4%
Householder	24.2%	25.6%	25.9%
Spouse	15.7%	18.1%	18.5%
Child	36.6%	35.4%	34.9%
Other relative	4.6%	3.9%	4.0%
Nonrelative	2.4%	2.0%	2.0%
In Nonfamily Households	13.0%	12.4%	12.7%
In Group Quarters	3.5%	2.7%	1.9%
Institutionalized Population	1.2%	1.0%	0.9%
Noninstitutionalized Population	2.3%	1.7%	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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2019 Population 25+ by Educational Attainment			
Total	8,454	22,528	43,243
Less than 9th Grade	10.2%	6.7%	7.6%
9th - 12th Grade, No Diploma	14.9%	10.9%	10.3%
High School Graduate	18.7%	19.6%	19.7%
GED/Alternative Credential	3.6%	4.6%	4.2%
Some College, No Degree	24.2%	22.3%	23.0%
Associate Degree	6.1%	6.3%	5.8%
Bachelor's Degree	14.8%	20.1%	20.5%
Graduate/Professional Degree	7.4%	9.5%	8.8%
2019 Population 15+ by Marital Status			
Total	10,224	26,997	51,975
Never Married	29.2%	30.1%	30.0%
Married	51.1%	52.9%	53.0%
Widowed	5.3%	5.0%	5.1%
Divorced	14.3%	11.9%	11.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	97.0%	96.8%
Civilian Unemployed (Unemployment Rate)	3.3%	3.0%	3.2%
2019 Employed Population 16+ by Industry			
Total	7,614	19,600	37,831
Agriculture/Mining	17.0%	15.9%	16.1%
Construction	10.1%	8.9%	8.4%
Manufacturing	3.3%	2.9%	3.3%
Wholesale Trade	3.6%	4.4%	4.1%
Retail Trade	7.6%	8.5%	9.7%
Transportation/Utilities	4.6%	5.4%	5.2%
Information	0.5%	1.2%	1.4%
Finance/Insurance/Real Estate	3.5%	4.8%	5.4%
Services	46.7%	45.4%	43.7%
Public Administration	3.0%	2.8%	2.7%
2019 Employed Population 16+ by Occupation			
Total	7,613	19,601	37,830
White Collar	49.7%	56.1%	56.2%
Management/Business/Financial	12.6%	15.0%	14.1%
Professional	16.2%	18.3%	18.7%
Sales	10.8%	11.4%	10.8%
Administrative Support	10.0%	11.4%	12.6%
Services	22.6%	19.9%	18.6%
Blue Collar	27.7%	24.0%	25.1%
Farming/Forestry/Fishing	0.2%	0.2%	0.5%
Construction/Extraction	13.4%	11.0%	10.1%
Installation/Maintenance/Repair	4.3%	3.7%	4.1%
Production	3.0%	2.6%	3.2%
Transportation/Material Moving	6.8%	6.5%	7.3%
2010 Population By Urban/ Rural Status			
Total Population	10,749	29,288	57,626
Population Inside Urbanized Area	100.0%	99.9%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.5%

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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2010 Households by Type			
Total	3,861	10,709	21,125
Households with 1 Person	27.9%	26.1%	25.5%
Households with 2+ People	72.1%	73.9%	74.5%
Family Households	68.0%	70.2%	70.4%
Husband-wife Families	44.1%	49.8%	50.4%
With Related Children	22.4%	23.6%	24.0%
Other Family (No Spouse Present)	23.9%	20.5%	20.0%
Other Family with Male Householder	6.0%	4.9%	4.9%
With Related Children	3.6%	2.9%	3.0%
Other Family with Female Householder	17.9%	15.6%	15.1%
With Related Children	11.7%	10.4%	10.4%
Nonfamily Households	4.1%	3.7%	4.1%
All Households with Children	38.1%	37.2%	37.7%
Multigenerational Households	8.7%	6.8%	6.2%
Unmarried Partner Households	6.3%	5.1%	5.4%
Male-female	6.0%	4.7%	4.9%
Same-sex	0.4%	0.3%	0.4%
2010 Households by Size			
Total	3,861	10,707	21,123
1 Person Household	27.9%	26.1%	25.5%
2 Person Household	27.8%	30.8%	31.3%
3 Person Household	16.0%	16.1%	16.5%
4 Person Household	14.0%	13.8%	13.6%
5 Person Household	7.7%	7.4%	7.5%
6 Person Household	3.8%	3.4%	3.2%
7 + Person Household	2.8%	2.4%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	3,860	10,709	21,124
Owner Occupied	65.2%	70.8%	68.8%
Owned with a Mortgage/Loan	35.2%	38.9%	38.3%
Owned Free and Clear	30.1%	31.9%	30.6%
Renter Occupied	34.8%	29.2%	31.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,124	11,483	22,630
Housing Units Inside Urbanized Area	100.0%	99.9%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.6%

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.

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Top 3 Tapestry Segments			
1.	Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Old and Newcomers (8F)	Comfortable Empty Nesters	Comfortable Empty Nesters
3.	American Dreamers (7C)	Golden Years (9B)	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$10,296,215	\$30,995,533	\$59,989,779
Average Spent	\$2,149.52	\$2,452.76	\$2,465.57
Spending Potential Index	100	114	115
Education: Total \$	\$6,737,737	\$21,543,690	\$41,808,210
Average Spent	\$1,406.63	\$1,704.81	\$1,718.31
Spending Potential Index	88	107	108
Entertainment/Recreation: Total \$	\$15,071,290	\$46,146,708	\$89,029,351
Average Spent	\$3,146.41	\$3,651.71	\$3,659.09
Spending Potential Index	96	112	112
Food at Home: Total \$	\$25,011,656	\$74,707,182	\$144,413,706
Average Spent	\$5,221.64	\$5,911.78	\$5,935.38
Spending Potential Index	101	114	115
Food Away from Home: Total \$	\$17,648,094	\$53,375,928	\$103,321,265
Average Spent	\$3,684.36	\$4,223.78	\$4,246.49
Spending Potential Index	100	115	116
Health Care: Total \$	\$28,154,177	\$85,915,546	\$164,772,786
Average Spent	\$5,877.70	\$6,798.73	\$6,772.13
Spending Potential Index	99	115	114
HH Furnishings & Equipment: Total \$	\$10,172,292	\$31,172,006	\$60,114,181
Average Spent	\$2,123.65	\$2,466.73	\$2,470.68
Spending Potential Index	100	116	116
Personal Care Products & Services: Total \$	\$4,201,147	\$12,855,656	\$24,855,389
Average Spent	\$877.07	\$1,017.30	\$1,021.55
Spending Potential Index	99	115	115
Shelter: Total \$	\$85,216,233	\$261,647,551	\$506,305,903
Average Spent	\$17,790.45	\$20,704.88	\$20,809.09
Spending Potential Index	96	112	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,446,580	\$35,335,288	\$67,857,356
Average Spent	\$2,389.68	\$2,796.18	\$2,788.93
Spending Potential Index	96	113	112
Travel: Total \$	\$9,816,468	\$31,119,927	\$59,873,575
Average Spent	\$2,049.37	\$2,462.60	\$2,460.79
Spending Potential Index	91	110	110
Vehicle Maintenance & Repairs: Total \$	\$5,478,120	\$16,502,921	\$32,225,393
Average Spent	\$1,143.66	\$1,305.92	\$1,324.46
Spending Potential Index	100	114	116

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.

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