



# Market Profile

Lakeview Dr, Odessa, Texas, 79762  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 31.87547  
Longitude: -102.35384

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	13,307	46,951	72,642
2010 Total Population	14,024	50,490	78,298
2016 Total Population	14,775	54,572	85,583
2016 Group Quarters	56	756	1,390
2021 Total Population	15,240	57,243	90,311
2016-2021 Annual Rate	0.62%	0.96%	1.08%
2016 Total Daytime Population	10,910	47,761	84,209
Workers	2,872	18,870	37,916
Residents	8,038	28,891	46,293
<b>Household Summary</b>			
2000 Households	5,137	18,521	27,858
2000 Average Household Size	2.58	2.51	2.57
2010 Households	5,185	19,274	29,263
2010 Average Household Size	2.69	2.58	2.63
2016 Households	5,387	20,650	31,663
2016 Average Household Size	2.73	2.61	2.66
2021 Households	5,526	21,601	33,296
2021 Average Household Size	2.75	2.62	2.67
2016-2021 Annual Rate	0.51%	0.90%	1.01%
2010 Families	3,784	12,997	19,764
2010 Average Family Size	3.17	3.16	3.23
2016 Families	3,895	13,719	21,133
2016 Average Family Size	3.23	3.22	3.28
2021 Families	3,974	14,236	22,083
2021 Average Family Size	3.26	3.24	3.31
2016-2021 Annual Rate	0.40%	0.74%	0.88%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,475	20,806	31,569
Owner Occupied Housing Units	74.4%	56.4%	56.6%
Renter Occupied Housing Units	19.4%	32.7%	31.6%
Vacant Housing Units	6.2%	11.0%	11.8%
2010 Housing Units	5,471	20,778	31,820
Owner Occupied Housing Units	74.0%	57.5%	57.3%
Renter Occupied Housing Units	20.8%	35.3%	34.7%
Vacant Housing Units	5.2%	7.2%	8.0%
2016 Housing Units	5,686	22,157	34,248
Owner Occupied Housing Units	71.2%	53.8%	53.8%
Renter Occupied Housing Units	23.5%	39.4%	38.6%
Vacant Housing Units	5.3%	6.8%	7.5%
2021 Housing Units	5,880	23,327	36,252
Owner Occupied Housing Units	70.5%	52.7%	52.8%
Renter Occupied Housing Units	23.5%	39.9%	39.0%
Vacant Housing Units	6.0%	7.4%	8.2%
<b>Median Household Income</b>			
2016	\$54,691	\$46,303	\$44,889
2021	\$58,912	\$48,351	\$46,197
<b>Median Home Value</b>			
2016	\$119,417	\$111,177	\$99,466
2021	\$141,862	\$129,050	\$117,755
<b>Per Capita Income</b>			
2016	\$25,089	\$23,362	\$23,065
2021	\$26,944	\$24,684	\$24,324
<b>Median Age</b>			
2010	34.6	31.8	31.7
2016	35.6	32.4	32.4
2021	36.1	32.6	32.8

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Households by Income</b>			
Household Income Base	5,387	20,650	31,663
<\$15,000	10.2%	13.6%	14.5%
\$15,000 - \$24,999	8.9%	11.4%	12.2%
\$25,000 - \$34,999	9.9%	12.1%	12.0%
\$35,000 - \$49,999	15.4%	16.0%	15.6%
\$50,000 - \$74,999	21.3%	18.7%	18.4%
\$75,000 - \$99,999	14.7%	12.2%	11.5%
\$100,000 - \$149,999	13.6%	11.1%	10.6%
\$150,000 - \$199,999	3.6%	2.7%	2.7%
\$200,000+	2.4%	2.1%	2.5%
Average Household Income	\$68,487	\$60,861	\$60,756
<b>2021 Households by Income</b>			
Household Income Base	5,526	21,601	33,296
<\$15,000	10.4%	14.2%	15.2%
\$15,000 - \$24,999	9.0%	11.6%	12.2%
\$25,000 - \$34,999	11.1%	13.4%	13.2%
\$35,000 - \$49,999	11.7%	11.9%	11.8%
\$50,000 - \$74,999	17.6%	16.8%	16.6%
\$75,000 - \$99,999	17.3%	14.3%	13.3%
\$100,000 - \$149,999	16.1%	12.4%	11.7%
\$150,000 - \$199,999	4.1%	3.1%	3.2%
\$200,000+	2.8%	2.3%	2.8%
Average Household Income	\$74,001	\$64,645	\$64,501
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	4,051	11,917	18,417
<\$50,000	10.7%	15.9%	21.6%
\$50,000 - \$99,999	29.4%	29.0%	28.7%
\$100,000 - \$149,999	25.4%	22.7%	19.1%
\$150,000 - \$199,999	21.0%	18.1%	15.0%
\$200,000 - \$249,999	9.1%	6.8%	6.8%
\$250,000 - \$299,999	1.5%	3.2%	3.3%
\$300,000 - \$399,999	1.9%	2.4%	2.7%
\$400,000 - \$499,999	0.0%	0.6%	1.3%
\$500,000 - \$749,999	0.3%	0.2%	0.3%
\$750,000 - \$999,999	0.3%	0.6%	0.8%
\$1,000,000 +	0.4%	0.4%	0.3%
Average Home Value	\$134,267	\$132,509	\$129,462
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	4,143	12,282	19,139
<\$50,000	7.3%	13.1%	18.0%
\$50,000 - \$99,999	26.3%	26.5%	26.5%
\$100,000 - \$149,999	19.6%	18.0%	15.4%
\$150,000 - \$199,999	21.9%	19.0%	15.8%
\$200,000 - \$249,999	17.8%	12.8%	11.9%
\$250,000 - \$299,999	3.3%	5.4%	5.7%
\$300,000 - \$399,999	2.1%	2.6%	3.1%
\$400,000 - \$499,999	0.0%	0.7%	1.5%
\$500,000 - \$749,999	0.6%	0.5%	0.5%
\$750,000 - \$999,999	0.6%	1.0%	1.2%
\$1,000,000 +	0.4%	0.4%	0.3%
Average Home Value	\$155,450	\$151,809	\$148,707

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	14,024	50,486	78,301
0 - 4	7.8%	8.6%	8.6%
5 - 9	8.0%	7.8%	7.9%
10 - 14	7.6%	7.2%	7.2%
15 - 24	12.8%	15.7%	15.9%
25 - 34	14.3%	15.1%	14.7%
35 - 44	11.7%	11.8%	11.8%
45 - 54	13.6%	13.0%	13.1%
55 - 64	10.2%	9.9%	9.9%
65 - 74	6.7%	5.7%	5.7%
75 - 84	5.7%	4.1%	4.0%
85 +	1.6%	1.3%	1.3%
18 +	72.3%	72.4%	72.0%
<b>2016 Population by Age</b>			
Total	14,777	54,573	85,583
0 - 4	7.5%	8.2%	8.3%
5 - 9	7.3%	7.7%	7.8%
10 - 14	7.6%	7.1%	7.1%
15 - 24	13.1%	14.9%	15.1%
25 - 34	13.7%	16.0%	15.7%
35 - 44	12.9%	12.1%	11.8%
45 - 54	12.0%	11.3%	11.4%
55 - 64	11.3%	10.7%	10.9%
65 - 74	7.6%	6.6%	6.7%
75 - 84	5.0%	3.9%	3.8%
85 +	2.1%	1.5%	1.5%
18 +	73.4%	73.1%	72.9%
<b>2021 Population by Age</b>			
Total	15,240	57,243	90,313
0 - 4	7.5%	8.2%	8.2%
5 - 9	7.3%	7.7%	7.7%
10 - 14	7.3%	7.2%	7.3%
15 - 24	12.8%	14.4%	14.4%
25 - 34	13.6%	16.1%	15.6%
35 - 44	13.5%	12.8%	12.6%
45 - 54	11.1%	10.4%	10.5%
55 - 64	11.5%	10.4%	10.7%
65 - 74	8.7%	7.5%	7.7%
75 - 84	4.8%	3.8%	3.9%
85 +	2.0%	1.5%	1.5%
18 +	73.7%	73.0%	72.8%
<b>2010 Population by Sex</b>			
Males	6,765	24,719	38,274
Females	7,259	25,771	40,024
<b>2016 Population by Sex</b>			
Males	7,148	26,785	41,918
Females	7,627	27,787	43,666
<b>2021 Population by Sex</b>			
Males	7,410	28,176	44,385
Females	7,830	29,067	45,926

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<b>2010 Population by Race/Ethnicity</b>			
Total	14,024	50,490	78,299
White Alone	83.0%	78.0%	76.1%
Black Alone	3.7%	5.2%	5.8%
American Indian Alone	0.8%	1.0%	1.0%
Asian Alone	0.9%	1.0%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.1%	12.1%	13.6%
Two or More Races	2.5%	2.6%	2.5%
Hispanic Origin	35.4%	42.9%	47.5%
Diversity Index	62.6	68.8	70.8
<b>2016 Population by Race/Ethnicity</b>			
Total	14,776	54,572	85,584
White Alone	79.1%	73.9%	72.4%
Black Alone	4.3%	5.7%	6.3%
American Indian Alone	0.9%	1.1%	1.1%
Asian Alone	1.1%	1.3%	1.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	11.3%	14.5%	15.8%
Two or More Races	3.2%	3.2%	3.1%
Hispanic Origin	43.5%	50.9%	55.0%
Diversity Index	68.1	72.5	73.3
<b>2021 Population by Race/Ethnicity</b>			
Total	15,241	57,243	90,311
White Alone	77.0%	71.9%	70.7%
Black Alone	4.5%	6.0%	6.5%
American Indian Alone	1.0%	1.2%	1.1%
Asian Alone	1.4%	1.5%	1.3%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	12.4%	15.6%	16.7%
Two or More Races	3.6%	3.6%	3.4%
Hispanic Origin	49.6%	56.7%	60.2%
Diversity Index	70.3	73.5	73.7
<b>2010 Population by Relationship and Household Type</b>			
Total	14,024	50,490	78,298
In Households	99.6%	98.6%	98.3%
In Family Households	87.9%	84.0%	84.0%
Householder	26.9%	25.5%	25.2%
Spouse	19.9%	17.4%	17.0%
Child	34.7%	34.2%	35.0%
Other relative	4.1%	4.2%	4.3%
Nonrelative	2.3%	2.7%	2.5%
In Nonfamily Households	11.7%	14.6%	14.3%
In Group Quarters	0.4%	1.4%	1.7%
Institutionalized Population	0.2%	0.3%	0.6%
Noninstitutionalized Population	0.2%	1.1%	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Population 25+ by Educational Attainment</b>			
Total	9,542	33,861	52,851
Less than 9th Grade	5.0%	6.8%	9.9%
9th - 12th Grade, No Diploma	10.2%	13.3%	13.3%
High School Graduate	22.3%	22.0%	22.5%
GED/Alternative Credential	4.0%	5.3%	5.9%
Some College, No Degree	31.0%	28.0%	26.2%
Associate Degree	8.3%	6.7%	5.7%
Bachelor's Degree	13.8%	13.1%	11.9%
Graduate/Professional Degree	5.5%	4.8%	4.6%
<b>2016 Population 15+ by Marital Status</b>			
Total	11,472	42,010	65,746
Never Married	26.0%	31.3%	31.7%
Married	53.0%	49.0%	48.9%
Widowed	8.8%	6.8%	6.7%
Divorced	12.2%	12.9%	12.7%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.4%	95.5%	95.2%
Civilian Unemployed	4.6%	4.5%	4.8%
<b>2016 Employed Population 16+ by Industry</b>			
Total	6,846	26,136	39,842
Agriculture/Mining	10.1%	12.2%	12.4%
Construction	5.6%	6.8%	7.4%
Manufacturing	8.2%	7.2%	7.1%
Wholesale Trade	5.0%	4.9%	4.2%
Retail Trade	10.3%	12.4%	11.9%
Transportation/Utilities	3.8%	4.7%	4.8%
Information	2.0%	1.2%	1.3%
Finance/Insurance/Real Estate	7.0%	5.3%	5.1%
Services	45.0%	42.7%	43.1%
Public Administration	3.0%	2.6%	2.6%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	6,844	26,136	39,843
White Collar	59.0%	53.5%	51.6%
Management/Business/Financial	11.8%	10.3%	10.7%
Professional	19.5%	15.1%	14.5%
Sales	9.9%	13.3%	12.3%
Administrative Support	17.8%	14.8%	14.0%
Services	14.5%	17.1%	17.9%
Blue Collar	26.5%	29.4%	30.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	7.0%	9.1%	9.5%
Installation/Maintenance/Repair	5.3%	5.1%	4.8%
Production	8.8%	7.6%	7.7%
Transportation/Material Moving	5.4%	7.5%	8.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,024	50,490	78,298
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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<b>2010 Households by Type</b>			
Total	5,185	19,274	29,263
Households with 1 Person	23.2%	27.3%	27.4%
Households with 2+ People	76.8%	72.7%	72.6%
Family Households	73.0%	67.4%	67.5%
Husband-wife Families	53.9%	46.0%	45.4%
With Related Children	25.8%	22.5%	22.7%
Other Family (No Spouse Present)	19.1%	21.4%	22.1%
Other Family with Male Householder	5.5%	5.9%	5.9%
With Related Children	3.6%	3.9%	3.8%
Other Family with Female Householder	13.6%	15.5%	16.2%
With Related Children	9.0%	11.1%	11.5%
Nonfamily Households	3.8%	5.3%	5.1%
All Households with Children	38.7%	37.8%	38.4%
Multigenerational Households	5.6%	5.5%	5.9%
Unmarried Partner Households	6.0%	7.5%	7.3%
Male-female	5.4%	6.8%	6.7%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	5,186	19,275	29,264
1 Person Household	23.2%	27.3%	27.4%
2 Person Household	32.0%	30.4%	29.6%
3 Person Household	17.8%	16.9%	16.6%
4 Person Household	14.0%	13.5%	13.8%
5 Person Household	7.9%	7.1%	7.5%
6 Person Household	3.4%	3.1%	3.2%
7 + Person Household	1.8%	1.8%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,185	19,274	29,263
Owner Occupied	78.1%	62.0%	62.3%
Owned with a Mortgage/Loan	46.9%	35.5%	33.4%
Owned Free and Clear	31.2%	26.5%	28.8%
Renter Occupied	21.9%	38.0%	37.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,471	20,778	31,820
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
<b>2.</b>	Comfortable Empty Nesters	Barrios Urbanos (7D)	Barrios Urbanos (7D)
<b>3.</b>	Barrios Urbanos (7D)	Young and Restless (11B)	Young and Restless (11B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,467,157	\$33,675,250	\$51,780,645
Average Spent	\$1,757.41	\$1,630.76	\$1,635.37
Spending Potential Index	87	81	81
Education: Total \$	\$6,608,865	\$22,266,627	\$33,692,116
Average Spent	\$1,226.82	\$1,078.29	\$1,064.08
Spending Potential Index	87	76	75
Entertainment/Recreation: Total \$	\$13,875,581	\$47,399,927	\$72,796,642
Average Spent	\$2,575.75	\$2,295.40	\$2,299.11
Spending Potential Index	88	79	79
Food at Home: Total \$	\$23,826,923	\$84,164,304	\$129,949,611
Average Spent	\$4,423.04	\$4,075.75	\$4,104.15
Spending Potential Index	89	82	82
Food Away from Home: Total \$	\$14,615,420	\$52,112,020	\$80,002,455
Average Spent	\$2,713.09	\$2,523.58	\$2,526.69
Spending Potential Index	88	82	82
Health Care: Total \$	\$26,040,283	\$85,497,000	\$131,375,193
Average Spent	\$4,833.91	\$4,140.29	\$4,149.17
Spending Potential Index	91	78	78
HH Furnishings & Equipment: Total \$	\$8,549,131	\$29,177,793	\$44,693,185
Average Spent	\$1,586.99	\$1,412.97	\$1,411.53
Spending Potential Index	90	80	80
Personal Care Products & Services: Total \$	\$3,474,314	\$11,991,055	\$18,417,275
Average Spent	\$644.94	\$580.68	\$581.67
Spending Potential Index	88	79	79
Shelter: Total \$	\$73,813,142	\$259,190,162	\$397,015,714
Average Spent	\$13,702.09	\$12,551.58	\$12,538.79
Spending Potential Index	88	81	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,616,977	\$37,702,512	\$57,406,085
Average Spent	\$2,156.48	\$1,825.79	\$1,813.03
Spending Potential Index	93	79	78
Travel: Total \$	\$8,985,570	\$29,267,309	\$44,513,684
Average Spent	\$1,668.01	\$1,417.30	\$1,405.86
Spending Potential Index	90	76	76
Vehicle Maintenance & Repairs: Total \$	\$4,969,262	\$17,093,461	\$26,290,715
Average Spent	\$922.45	\$827.77	\$830.33
Spending Potential Index	89	80	80

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.