



Market Profile

11700 W Highway 80 E
 11700 W Highway 80 E, Odessa, Texas, 79765
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.91225
 Longitude: -102.23790

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	33	1,988	7,969
2010 Total Population	48	2,855	11,068
2018 Total Population	63	4,652	19,636
2018 Group Quarters	0	7	176
2023 Total Population	75	5,546	23,103
2018-2023 Annual Rate	3.55%	3.58%	3.31%
2018 Total Daytime Population	3,720	14,589	29,402
Workers	3,690	12,381	19,894
Residents	30	2,208	9,508
Household Summary			
2000 Households	14	696	3,273
2000 Average Household Size	2.14	2.61	2.38
2010 Households	25	1,189	4,648
2010 Average Household Size	1.92	2.39	2.35
2018 Households	30	1,946	8,199
2018 Average Household Size	2.10	2.39	2.37
2023 Households	36	2,317	9,643
2023 Average Household Size	2.08	2.39	2.38
2018-2023 Annual Rate	3.71%	3.55%	3.30%
2010 Families	17	825	3,055
2010 Average Family Size	2.35	2.86	2.90
2018 Families	21	1,351	5,398
2018 Average Family Size	2.48	2.86	2.95
2023 Families	25	1,603	6,328
2023 Average Family Size	2.52	2.88	2.97
2018-2023 Annual Rate	3.55%	3.48%	3.23%
Housing Unit Summary			
2000 Housing Units	15	771	3,997
Owner Occupied Housing Units	86.7%	80.8%	52.5%
Renter Occupied Housing Units	6.7%	9.5%	29.4%
Vacant Housing Units	6.7%	9.7%	18.1%
2010 Housing Units	26	1,273	5,021
Owner Occupied Housing Units	73.1%	70.1%	59.7%
Renter Occupied Housing Units	23.1%	23.3%	32.9%
Vacant Housing Units	3.8%	6.6%	7.4%
2018 Housing Units	30	1,972	8,515
Owner Occupied Housing Units	53.3%	55.5%	57.7%
Renter Occupied Housing Units	46.7%	43.2%	38.6%
Vacant Housing Units	0.0%	1.3%	3.7%
2023 Housing Units	36	2,329	9,820
Owner Occupied Housing Units	55.6%	57.6%	60.2%
Renter Occupied Housing Units	44.4%	41.9%	38.0%
Vacant Housing Units	0.0%	0.5%	1.8%
Median Household Income			
2018	\$100,000	\$100,041	\$69,119
2023	\$104,093	\$104,673	\$79,171
Median Home Value			
2018	\$283,333	\$279,716	\$252,160
2023	\$296,429	\$295,392	\$267,894
Per Capita Income			
2018	\$58,743	\$57,727	\$45,047
2023	\$63,201	\$62,111	\$49,906
Median Age			
2010	46.9	45.7	37.3
2018	48.8	48.5	38.0
2023	51.0	50.1	39.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

11700 W Highway 80 E
 11700 W Highway 80 E, Odessa, Texas, 79765
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.91225
 Longitude: -102.23790

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	30	1,946	8,199
<\$15,000	6.7%	5.9%	6.2%
\$15,000 - \$24,999	6.7%	6.8%	8.5%
\$25,000 - \$34,999	3.3%	4.8%	10.9%
\$35,000 - \$49,999	10.0%	9.9%	13.8%
\$50,000 - \$74,999	13.3%	12.9%	12.9%
\$75,000 - \$99,999	10.0%	9.8%	9.6%
\$100,000 - \$149,999	20.0%	19.9%	16.6%
\$150,000 - \$199,999	10.0%	10.4%	7.6%
\$200,000+	20.0%	19.7%	13.8%
Average Household Income	\$137,954	\$137,138	\$107,451
2023 Households by Income			
Household Income Base	36	2,317	9,643
<\$15,000	5.6%	4.8%	4.9%
\$15,000 - \$24,999	5.6%	5.7%	7.1%
\$25,000 - \$34,999	5.6%	4.3%	9.6%
\$35,000 - \$49,999	8.3%	9.5%	13.1%
\$50,000 - \$74,999	11.1%	12.7%	13.1%
\$75,000 - \$99,999	11.1%	9.9%	10.3%
\$100,000 - \$149,999	22.2%	22.0%	18.2%
\$150,000 - \$199,999	11.1%	10.5%	8.2%
\$200,000+	19.4%	20.6%	15.5%
Average Household Income	\$147,244	\$147,643	\$119,327
2018 Owner Occupied Housing Units by Value			
Total	16	1,095	4,912
<\$50,000	6.2%	3.7%	22.8%
\$50,000 - \$99,999	0.0%	2.5%	4.6%
\$100,000 - \$149,999	0.0%	3.4%	5.5%
\$150,000 - \$199,999	6.2%	6.2%	5.7%
\$200,000 - \$249,999	12.5%	13.2%	10.5%
\$250,000 - \$299,999	37.5%	35.3%	20.5%
\$300,000 - \$399,999	6.2%	7.5%	11.8%
\$400,000 - \$499,999	6.2%	5.3%	5.4%
\$500,000 - \$749,999	12.5%	13.0%	9.6%
\$750,000 - \$999,999	6.2%	4.3%	2.2%
\$1,000,000 - \$1,499,999	6.2%	5.3%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.1%
Average Home Value	\$404,688	\$386,037	\$268,830
2023 Owner Occupied Housing Units by Value			
Total	20	1,341	5,914
<\$50,000	0.0%	1.6%	20.8%
\$50,000 - \$99,999	0.0%	1.1%	3.4%
\$100,000 - \$149,999	0.0%	1.7%	3.0%
\$150,000 - \$199,999	5.0%	3.8%	4.0%
\$200,000 - \$249,999	10.0%	12.5%	11.7%
\$250,000 - \$299,999	35.0%	32.4%	19.5%
\$300,000 - \$399,999	10.0%	8.9%	12.9%
\$400,000 - \$499,999	10.0%	8.1%	7.3%
\$500,000 - \$749,999	15.0%	17.4%	12.7%
\$750,000 - \$999,999	5.0%	6.0%	3.0%
\$1,000,000 - \$1,499,999	5.0%	6.4%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$428,947	\$442,344	\$304,392

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

11700 W Highway 80 E
 11700 W Highway 80 E, Odessa, Texas, 79765
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.91225
 Longitude: -102.23790

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	45	2,855	11,067
0 - 4	4.4%	5.1%	6.9%
5 - 9	4.4%	5.2%	6.3%
10 - 14	6.7%	6.4%	6.4%
15 - 24	8.9%	10.3%	13.8%
25 - 34	11.1%	10.5%	13.6%
35 - 44	13.3%	11.3%	12.2%
45 - 54	20.0%	18.0%	15.8%
55 - 64	17.8%	16.6%	12.6%
65 - 74	8.9%	8.3%	6.6%
75 - 84	4.4%	4.4%	3.7%
85 +	4.4%	3.9%	2.1%
18 +	84.4%	79.7%	76.6%
2018 Population by Age			
Total	62	4,652	19,637
0 - 4	4.8%	4.2%	6.3%
5 - 9	4.8%	5.2%	6.5%
10 - 14	6.5%	6.0%	6.5%
15 - 24	8.1%	9.0%	11.6%
25 - 34	8.1%	9.2%	15.0%
35 - 44	12.9%	12.0%	12.6%
45 - 54	12.9%	13.1%	11.9%
55 - 64	19.4%	18.2%	13.9%
65 - 74	12.9%	13.5%	9.4%
75 - 84	6.5%	6.5%	4.3%
85 +	3.2%	3.1%	1.9%
18 +	82.3%	81.3%	77.2%
2023 Population by Age			
Total	76	5,544	23,101
0 - 4	3.9%	4.0%	6.3%
5 - 9	5.3%	4.9%	6.3%
10 - 14	5.3%	5.8%	6.4%
15 - 24	7.9%	8.5%	11.6%
25 - 34	6.6%	7.5%	13.5%
35 - 44	13.2%	13.0%	13.8%
45 - 54	13.2%	12.6%	11.4%
55 - 64	15.8%	15.6%	12.3%
65 - 74	17.1%	16.6%	11.2%
75 - 84	7.9%	8.1%	5.2%
85 +	3.9%	3.3%	1.9%
18 +	81.6%	81.9%	77.4%
2010 Population by Sex			
Males	24	1,435	5,476
Females	24	1,420	5,592
2018 Population by Sex			
Males	31	2,315	9,635
Females	32	2,337	10,001
2023 Population by Sex			
Males	37	2,746	11,309
Females	38	2,799	11,794

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

11700 W Highway 80 E
11700 W Highway 80 E, Odessa, Texas, 79765
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.91225
Longitude: -102.23790

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	47	2,855	11,068
White Alone	87.2%	86.3%	86.8%
Black Alone	0.0%	0.9%	2.0%
American Indian Alone	2.1%	1.4%	1.1%
Asian Alone	4.3%	4.1%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	6.1%	6.0%
Two or More Races	0.0%	1.1%	1.4%
Hispanic Origin	18.8%	20.3%	25.4%
Diversity Index	49.1	49.5	53.1
2018 Population by Race/Ethnicity			
Total	63	4,652	19,636
White Alone	79.4%	79.6%	81.5%
Black Alone	1.6%	1.0%	2.4%
American Indian Alone	1.6%	1.9%	1.3%
Asian Alone	7.9%	7.2%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.9%	8.8%	9.0%
Two or More Races	1.6%	1.5%	2.0%
Hispanic Origin	27.0%	28.6%	36.2%
Diversity Index	61.4	62.2	64.1
2023 Population by Race/Ethnicity			
Total	76	5,545	23,103
White Alone	76.3%	76.4%	78.7%
Black Alone	1.3%	1.0%	2.5%
American Indian Alone	2.6%	2.1%	1.4%
Asian Alone	7.9%	8.1%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.5%	10.5%	10.5%
Two or More Races	1.3%	1.8%	2.3%
Hispanic Origin	34.7%	34.8%	43.2%
Diversity Index	66.9	67.7	68.3
2010 Population by Relationship and Household Type			
Total	48	2,855	11,068
In Households	100.0%	99.7%	98.5%
In Family Households	83.3%	83.7%	81.5%
Householder	29.2%	29.0%	27.3%
Spouse	25.0%	25.1%	21.8%
Child	22.9%	25.6%	28.2%
Other relative	0.0%	2.9%	2.7%
Nonrelative	2.1%	1.1%	1.5%
In Nonfamily Households	16.7%	16.0%	17.1%
In Group Quarters	0.0%	0.3%	1.5%
Institutionalized Population	0.0%	0.1%	1.4%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

11700 W Highway 80 E
 11700 W Highway 80 E, Odessa, Texas, 79765
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.91225
 Longitude: -102.23790

	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	49	3,513	13,560
Less than 9th Grade	0.0%	0.5%	2.7%
9th - 12th Grade, No Diploma	8.2%	8.1%	5.8%
High School Graduate	14.3%	13.9%	14.5%
GED/Alternative Credential	4.1%	3.8%	4.0%
Some College, No Degree	26.5%	25.8%	26.0%
Associate Degree	8.2%	8.4%	10.3%
Bachelor's Degree	22.4%	23.6%	23.2%
Graduate/Professional Degree	16.3%	15.7%	13.4%
2018 Population 15+ by Marital Status			
Total	53	3,935	15,845
Never Married	30.2%	30.1%	27.0%
Married	56.6%	56.4%	58.2%
Widowed	5.7%	5.5%	3.8%
Divorced	7.5%	8.0%	11.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	96.9%	97.2%
Civilian Unemployed (Unemployment Rate)	2.9%	3.1%	2.8%
2018 Employed Population 16+ by Industry			
Total	33	2,470	10,308
Agriculture/Mining	15.2%	12.3%	12.4%
Construction	15.2%	13.4%	10.0%
Manufacturing	6.1%	6.2%	5.7%
Wholesale Trade	6.1%	6.0%	4.7%
Retail Trade	6.1%	7.4%	10.5%
Transportation/Utilities	3.0%	4.4%	5.6%
Information	3.0%	2.1%	1.1%
Finance/Insurance/Real Estate	3.0%	2.3%	5.8%
Services	42.4%	43.8%	39.8%
Public Administration	3.0%	2.0%	4.4%
2018 Employed Population 16+ by Occupation			
Total	33	2,470	10,309
White Collar	60.6%	62.4%	63.0%
Management/Business/Financial	21.2%	21.3%	17.6%
Professional	21.2%	23.5%	21.9%
Sales	9.1%	8.6%	9.8%
Administrative Support	9.1%	9.0%	13.7%
Services	12.1%	10.9%	10.5%
Blue Collar	27.3%	26.7%	26.5%
Farming/Forestry/Fishing	3.0%	1.5%	0.4%
Construction/Extraction	12.1%	13.2%	10.4%
Installation/Maintenance/Repair	3.0%	3.3%	3.6%
Production	6.1%	5.4%	4.7%
Transportation/Material Moving	3.0%	3.2%	7.3%
2010 Population By Urban/ Rural Status			
Total Population	48	2,855	11,068
Population Inside Urbanized Area	87.5%	82.3%	87.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	12.5%	17.7%	12.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

11700 W Highway 80 E
 11700 W Highway 80 E, Odessa, Texas, 79765
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.91225
 Longitude: -102.23790

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	25	1,189	4,648
Households with 1 Person	24.0%	24.1%	28.5%
Households with 2+ People	76.0%	75.9%	71.5%
Family Households	68.0%	69.4%	65.7%
Husband-wife Families	60.0%	60.1%	52.3%
With Related Children	20.0%	22.0%	21.9%
Other Family (No Spouse Present)	8.0%	9.3%	13.4%
Other Family with Male Householder	4.0%	3.8%	4.4%
With Related Children	0.0%	2.0%	3.1%
Other Family with Female Householder	4.0%	5.5%	9.0%
With Related Children	4.0%	3.2%	6.6%
Nonfamily Households	8.0%	6.5%	5.8%
All Households with Children	28.0%	27.6%	31.8%
Multigenerational Households	4.0%	2.9%	2.7%
Unmarried Partner Households	4.0%	3.6%	5.2%
Male-female	4.0%	3.2%	4.6%
Same-sex	0.0%	0.4%	0.7%
2010 Households by Size			
Total	24	1,188	4,647
1 Person Household	25.0%	24.2%	28.5%
2 Person Household	45.8%	43.3%	37.0%
3 Person Household	12.5%	14.3%	15.1%
4 Person Household	12.5%	10.6%	11.7%
5 Person Household	4.2%	5.1%	5.3%
6 Person Household	0.0%	2.1%	1.7%
7 + Person Household	0.0%	0.5%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	25	1,189	4,648
Owner Occupied	76.0%	75.0%	64.5%
Owned with a Mortgage/Loan	40.0%	41.2%	38.4%
Owned Free and Clear	32.0%	33.8%	26.1%
Renter Occupied	24.0%	25.0%	35.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	26	1,273	5,021
Housing Units Inside Urbanized Area	84.6%	80.1%	88.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	15.4%	19.9%	11.9%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

11700 W Highway 80 E
 11700 W Highway 80 E, Odessa, Texas, 79765
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.91225
 Longitude: -102.23790

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Exurbanites (1E)	Exurbanites (1E)	Bright Young Professionals
2.	Top Tier (1A)	Green Acres (6A)	Exurbanites (1E)
3.	Professional Pride (1B)	Bright Young Professionals	Down the Road (10D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$101,247	\$6,541,296	\$23,191,523
Average Spent	\$3,374.90	\$3,361.41	\$2,828.58
Spending Potential Index	155	155	130
Education: Total \$	\$74,280	\$4,784,112	\$14,887,851
Average Spent	\$2,476.00	\$2,458.43	\$1,815.81
Spending Potential Index	171	170	125
Entertainment/Recreation: Total \$	\$156,461	\$10,094,187	\$33,893,936
Average Spent	\$5,215.37	\$5,187.15	\$4,133.91
Spending Potential Index	162	161	128
Food at Home: Total \$	\$223,245	\$14,464,284	\$52,863,284
Average Spent	\$7,441.50	\$7,432.83	\$6,447.53
Spending Potential Index	148	148	128
Food Away from Home: Total \$	\$163,422	\$10,566,434	\$37,802,845
Average Spent	\$5,447.40	\$5,429.82	\$4,610.67
Spending Potential Index	155	155	131
Health Care: Total \$	\$279,949	\$18,071,055	\$59,771,622
Average Spent	\$9,331.63	\$9,286.26	\$7,290.11
Spending Potential Index	163	162	127
HH Furnishings & Equipment: Total \$	\$104,053	\$6,707,241	\$22,481,455
Average Spent	\$3,468.43	\$3,446.68	\$2,741.98
Spending Potential Index	166	165	131
Personal Care Products & Services: Total \$	\$40,943	\$2,640,145	\$8,985,666
Average Spent	\$1,364.77	\$1,356.70	\$1,095.95
Spending Potential Index	165	164	132
Shelter: Total \$	\$799,254	\$51,519,020	\$176,569,363
Average Spent	\$26,641.80	\$26,474.32	\$21,535.48
Spending Potential Index	159	158	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$133,115	\$8,529,116	\$25,975,549
Average Spent	\$4,437.17	\$4,382.90	\$3,168.14
Spending Potential Index	179	176	127
Travel: Total \$	\$118,667	\$7,607,092	\$22,960,657
Average Spent	\$3,955.57	\$3,909.09	\$2,800.42
Spending Potential Index	184	181	130
Vehicle Maintenance & Repairs: Total \$	\$50,826	\$3,283,700	\$11,484,265
Average Spent	\$1,694.20	\$1,687.41	\$1,400.69
Spending Potential Index	158	157	130

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.