






2450 W Interstate 20, Odessa...

Market Profile

Prepared by Dub House

Latitude: 31.817316
Longitude: -102.389903

Ring: 0.5, 1, 2.5 Miles

	0.5 miles radius	1 mile radius	2.5 miles radius
 2000 Total Population	27	343	22,291
2000 Group Quarters	0	3	713
2010 Total Population	35	383	24,263
2015 Total Population	39	430	25,757
2010 - 2015 Annual Rate	2.19%	2.34%	1.2%
 2000 Households	7	101	6,838
2000 Average Household Size	3.86	3.37	3.16
2010 Households	10	113	7,354
2010 Average Household Size	3.5	3.36	3.18
2015 Households	11	127	7,797
2015 Average Household Size	3.55	3.35	3.19
2010 - 2015 Annual Rate	1.92%	2.36%	1.18%
2000 Families	6	88	5,308
2000 Average Family Size	4.33	3.61	3.65
2010 Families	9	97	5,661
2010 Average Family Size	3.67	3.64	3.69
2015 Families	10	109	5,970
2015 Average Family Size	3.8	3.62	3.72
2010 - 2015 Annual Rate	2.13%	2.36%	1.07%
 2000 Housing Units	7	103	7,786
Owner Occupied Housing Units	75.0%	76.1%	59.8%
Renter Occupied Housing Units	12.5%	16.5%	28.0%
Vacant Housing Units	12.5%	7.3%	12.3%
2010 Housing Units	10	118	8,310
Owner Occupied Housing Units	80.0%	75.4%	59.2%
Renter Occupied Housing Units	20.0%	20.3%	29.3%
Vacant Housing Units	0.0%	4.2%	11.5%
2015 Housing Units	11	132	8,713
Owner Occupied Housing Units	81.8%	75.8%	59.8%
Renter Occupied Housing Units	18.2%	20.5%	29.7%
Vacant Housing Units	0.0%	3.8%	10.5%
Median Household Income			
2000	\$27,208	\$25,576	\$23,528
2010	\$37,500	\$31,516	\$29,478
2015	\$40,000	\$33,895	\$32,604
Median Home Value			
2000	\$32,500	\$31,818	\$29,504
2010	\$60,000	\$53,438	\$50,855
2015	\$65,000	\$71,333	\$67,570
Per Capita Income			
2000	\$8,985	\$8,996	\$9,590
2010	\$10,838	\$10,491	\$11,609
2015	\$11,514	\$11,394	\$12,800
Median Age			
2000	23.8	27.6	28.4
2010	25.0	29.0	29.2
2015	26.3	29.9	30.1

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




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2000 Households by Income			
 Household Income Base	7	100	6,855
< \$15,000	14.3%	26.0%	29.8%
\$15,000 - \$24,999	28.6%	22.0%	23.2%
\$25,000 - \$34,999	14.3%	16.0%	17.5%
\$35,000 - \$49,999	14.3%	19.0%	16.5%
\$50,000 - \$74,999	28.6%	14.0%	9.1%
\$75,000 - \$99,999	0.0%	2.0%	2.1%
\$100,000 - \$149,999	0.0%	1.0%	1.3%
\$150,000 - \$199,999	0.0%	0.0%	0.2%
\$200,000+	0.0%	0.0%	0.4%
Average Household Income	\$31,016	\$29,446	\$29,380
2010 Households by Income			
Household Income Base	10	113	7,353
< \$15,000	10.0%	22.1%	23.7%
\$15,000 - \$24,999	20.0%	15.0%	17.1%
\$25,000 - \$34,999	20.0%	20.4%	19.2%
\$35,000 - \$49,999	20.0%	17.7%	18.7%
\$50,000 - \$74,999	20.0%	16.8%	14.2%
\$75,000 - \$99,999	10.0%	5.3%	4.2%
\$100,000 - \$149,999	0.0%	1.8%	1.8%
\$150,000 - \$199,999	0.0%	0.9%	0.7%
\$200,000+	0.0%	0.0%	0.4%
Average Household Income	\$40,227	\$36,509	\$35,575
2015 Households by Income			
Household Income Base	12	125	7,796
< \$15,000	8.3%	20.0%	21.2%
\$15,000 - \$24,999	16.7%	14.4%	15.8%
\$25,000 - \$34,999	16.7%	17.6%	16.7%
\$35,000 - \$49,999	25.0%	19.2%	19.4%
\$50,000 - \$74,999	25.0%	20.8%	18.5%
\$75,000 - \$99,999	8.3%	5.6%	4.6%
\$100,000 - \$149,999	0.0%	1.6%	2.2%
\$150,000 - \$199,999	0.0%	0.8%	1.0%
\$200,000+	0.0%	0.0%	0.5%
Average Household Income	\$39,681	\$40,248	\$39,214
2000 Owner Occupied HUs by Value			
Total	7	84	4,632
<\$50,000	85.7%	77.4%	84.1%
\$50,000 - 99,999	14.3%	15.5%	14.0%
\$100,000 - 149,999	0.0%	6.0%	1.4%
\$150,000 - 199,999	0.0%	1.2%	0.3%
\$200,000 - \$299,999	0.0%	0.0%	0.0%
\$300,000 - 499,999	0.0%	0.0%	0.2%
\$500,000 - 999,999	0.0%	0.0%	0.0%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$40,045	\$39,164	\$34,434
2000 Specified Renter Occupied HUs by Contract Rent			
Total	0	17	2,190
With Cash Rent	0.0%	58.8%	86.2%
No Cash Rent	0.0%	41.2%	13.8%
Median Rent	\$0	\$225	\$263
Average Rent	\$0	\$242	\$301

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




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2000 Population by Age			
 Total	27	343	22,290
Age 0 - 4	7.4%	8.7%	8.9%
Age 5 - 9	11.1%	10.2%	10.0%
Age 10 - 14	14.8%	10.8%	9.5%
Age 15 - 19	11.1%	10.5%	9.8%
Age 20 - 24	7.4%	6.4%	7.2%
Age 25 - 34	14.8%	11.7%	13.2%
Age 35 - 44	14.8%	14.0%	13.3%
Age 45 - 54	14.8%	12.2%	11.2%
Age 55 - 64	0.0%	6.7%	7.0%
Age 65 - 74	3.7%	6.4%	5.5%
Age 75 - 84	0.0%	2.0%	3.2%
Age 85+	0.0%	0.3%	1.3%
Age 18+	63.0%	63.6%	65.6%
2010 Population by Age			
Total	34	385	24,264
Age 0 - 4	8.8%	9.4%	9.3%
Age 5 - 9	8.8%	9.1%	8.6%
Age 10 - 14	8.8%	8.3%	7.5%
Age 15 - 19	11.8%	9.1%	8.8%
Age 20 - 24	11.8%	7.8%	8.5%
Age 25 - 34	11.8%	13.5%	14.9%
Age 35 - 44	11.8%	10.4%	10.9%
Age 45 - 54	11.8%	11.9%	11.5%
Age 55 - 64	11.8%	10.4%	9.4%
Age 65 - 74	0.0%	5.5%	5.4%
Age 75 - 84	2.9%	3.6%	3.4%
Age 85+	0.0%	1.0%	1.7%
Age 18+	60.0%	68.4%	69.3%
2015 Population by Age			
Total	38	431	25,755
Age 0 - 4	10.5%	9.3%	9.3%
Age 5 - 9	10.5%	9.0%	8.6%
Age 10 - 14	7.9%	8.8%	7.9%
Age 15 - 19	7.9%	8.1%	7.4%
Age 20 - 24	10.5%	7.7%	8.5%
Age 25 - 34	15.8%	14.4%	15.7%
Age 35 - 44	10.5%	10.7%	10.6%
Age 45 - 54	10.5%	10.2%	10.2%
Age 55 - 64	10.5%	10.7%	10.3%
Age 65 - 74	5.3%	6.7%	6.4%
Age 75 - 84	0.0%	3.2%	3.3%
Age 85+	0.0%	1.2%	1.7%
Age 18+	61.5%	68.1%	69.7%
2000 Population by Sex			
Males	48.1%	46.4%	48.4%
Females	51.9%	53.6%	51.6%
2010 Population by Sex			
Males	44.1%	46.2%	49.3%
Females	55.9%	53.8%	50.7%
2015 Population by Sex			
Males	47.4%	46.6%	49.6%
Females	52.6%	53.4%	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





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2000 Population by Race/Ethnicity			
 Total	27	343	22,290
White Alone	59.3%	48.7%	59.3%
Black Alone	0.0%	12.0%	7.3%
American Indian Alone	0.0%	0.3%	0.9%
Asian or Pacific Islander Alone	0.0%	0.3%	0.3%
Some Other Race Alone	37.0%	34.7%	28.8%
Two or More Races	3.7%	4.1%	3.4%
Hispanic Origin	88.9%	79.3%	71.6%
Diversity Index	71.8	83.1	78.8
2010 Population by Race/Ethnicity			
Total	35	383	24,263
White Alone	57.1%	46.0%	56.3%
Black Alone	0.0%	11.2%	6.3%
American Indian Alone	0.0%	0.3%	0.9%
Asian or Pacific Islander Alone	0.0%	0.3%	0.3%
Some Other Race Alone	40.0%	37.6%	32.4%
Two or More Races	2.9%	4.7%	3.9%
Hispanic Origin	91.4%	84.3%	79.2%
Diversity Index	72.5	83.5	78.5
2015 Population by Race/Ethnicity			
Total	39	430	25,758
White Alone	56.4%	45.8%	55.1%
Black Alone	0.0%	10.0%	5.7%
American Indian Alone	0.0%	0.2%	0.9%
Asian or Pacific Islander Alone	0.0%	0.2%	0.3%
Some Other Race Alone	41.0%	38.8%	33.9%
Two or More Races	2.6%	4.9%	4.0%
Hispanic Origin	92.3%	86.3%	82.3%
Diversity Index	72.7	83.2	78.2
2000 Population 3+ by School Enrollment			
 Total	25	318	21,264
Enrolled in Nursery/Preschool	0.0%	1.3%	2.8%
Enrolled in Kindergarten	0.0%	1.9%	2.7%
Enrolled in Grade 1-8	24.0%	14.8%	17.2%
Enrolled in Grade 9-12	12.0%	11.3%	8.6%
Enrolled in College	0.0%	2.8%	3.5%
Enrolled in Grad/Prof School	0.0%	0.0%	0.2%
Not Enrolled in School	64.0%	67.9%	65.0%
2010 Population 25+ by Educational Attainment			
Total	20	215	13,883
Less than 9th Grade	40.0%	36.7%	29.4%
9th - 12th Grade, No Diploma	25.0%	17.7%	17.5%
High School Graduate	15.0%	21.9%	28.0%
Some College, No Degree	15.0%	14.0%	14.6%
Associate Degree	0.0%	5.1%	5.1%
Bachelor's Degree	5.0%	3.3%	3.3%
Graduate/Professional Degree	0.0%	1.4%	2.0%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.






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2010 Population 15+ by Marital Status			
 Total	27	280	18,094
Never Married	25.9%	29.3%	29.6%
Married	63.0%	53.9%	53.2%
Widowed	3.7%	7.5%	6.5%
Divorced	7.4%	9.3%	10.8%
2000 Population 16+ by Employment Status			
 Total	18	238	15,586
In Labor Force	61.1%	58.0%	54.1%
Civilian Employed	50.0%	48.3%	47.5%
Civilian Unemployed	11.1%	9.7%	6.6%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	38.9%	42.0%	45.9%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	80.0%	79.2%	85.4%
Civilian Unemployed	20.0%	20.8%	14.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	82.4%	82.6%	87.8%
Civilian Unemployed	17.6%	17.4%	12.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	10	136	8,133
Own Children < 6 Only	0.0%	9.6%	10.0%
Employed/in Armed Forces	0.0%	2.9%	4.3%
Unemployed	0.0%	2.2%	1.4%
Not in Labor Force	0.0%	4.4%	4.4%
Own Children < 6 and 6-17 Only	0.0%	2.9%	8.7%
Employed/in Armed Forces	0.0%	0.0%	2.8%
Unemployed	0.0%	0.0%	0.9%
Not in Labor Force	0.0%	2.9%	5.0%
Own Children 6-17 Only	40.0%	27.2%	23.4%
Employed/in Armed Forces	20.0%	14.0%	11.9%
Unemployed	10.0%	2.2%	1.5%
Not in Labor Force	10.0%	11.0%	10.1%
No Own Children < 18	60.0%	60.3%	57.8%
Employed/in Armed Forces	20.0%	24.3%	21.3%
Unemployed	10.0%	4.4%	2.4%
Not in Labor Force	30.0%	31.6%	34.1%
2010 Employed Population 16+ by Industry			
 Total	13	126	8,866
Agriculture/Mining	23.1%	11.9%	9.1%
Construction	7.7%	10.3%	9.9%
Manufacturing	7.7%	6.3%	7.6%
Wholesale Trade	7.7%	3.2%	2.5%
Retail Trade	7.7%	8.7%	12.7%
Transportation/Utilities	0.0%	4.0%	3.7%
Information	0.0%	1.6%	1.3%
Finance/Insurance/Real Estate	0.0%	2.4%	3.7%
Services	46.2%	50.8%	47.1%
Public Administration	0.0%	0.8%	2.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




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2010 Employed Population 16+ by Occupation			
Total	11	127	8,866
White Collar	18.2%	27.6%	36.1%
Management/Business/Financial	0.0%	3.1%	3.7%
Professional	0.0%	7.1%	10.2%
Sales	9.1%	7.1%	13.5%
Administrative Support	9.1%	10.2%	8.6%
Services	36.4%	36.2%	26.6%
Blue Collar	45.5%	36.2%	37.3%
Farming/Forestry/Fishing	0.0%	2.4%	0.3%
Construction/Extraction	27.3%	16.5%	13.1%
Installation/Maintenance/Repair	9.1%	4.7%	5.3%
Production	0.0%	6.3%	9.1%
Transportation/Material Moving	9.1%	6.3%	9.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	9	112	7,192
Drove Alone - Car, Truck, or Van	77.8%	75.9%	73.2%
Carpooled - Car, Truck, or Van	22.2%	17.0%	20.1%
Public Transportation	0.0%	1.8%	0.1%
Walked	0.0%	0.9%	1.4%
Other Means	0.0%	2.7%	2.7%
Worked at Home	0.0%	1.8%	2.3%
2000 Workers 16+ by Travel Time to Work			
Total	9	112	7,193
Did Not Work at Home	100.0%	98.2%	97.7%
Less than 5 minutes	0.0%	1.8%	4.1%
5 to 9 minutes	11.1%	12.5%	15.2%
10 to 19 minutes	33.3%	43.8%	47.4%
20 to 24 minutes	22.2%	13.4%	12.3%
25 to 34 minutes	22.2%	15.2%	12.4%
35 to 44 minutes	0.0%	0.0%	2.0%
45 to 59 minutes	0.0%	2.7%	0.9%
60 to 89 minutes	0.0%	0.9%	1.2%
90 or more minutes	11.1%	8.0%	2.2%
Worked at Home	0.0%	1.8%	2.3%
Average Travel Time to Work (in min)	35.2	26.2	18.3
2000 Households by Vehicles Available			
Total	8	100	6,823
None	12.5%	7.0%	12.9%
1	25.0%	31.0%	39.7%
2	50.0%	52.0%	33.9%
3	12.5%	8.0%	11.4%
4	0.0%	2.0%	1.8%
5+	0.0%	0.0%	0.3%
Average Number of Vehicles Available	1.6	1.7	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





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2000 Households by Type			
 Total	7	100	6,838
Family Households	85.7%	88.0%	77.6%
Married-couple Family	71.4%	64.0%	53.0%
With Related Children	57.1%	39.0%	33.0%
Other Family (No Spouse)	14.3%	24.0%	24.6%
With Related Children	0.0%	19.0%	19.0%
Nonfamily Households	14.3%	12.0%	22.4%
Householder Living Alone	14.3%	11.0%	19.8%
Householder Not Living Alone	0.0%	1.0%	2.6%
Households with Related Children	57.1%	57.4%	52.0%
Households with Persons 65+	14.3%	21.8%	22.5%
2000 Households by Size			
Total	7	101	6,838
1 Person Household	16.7%	10.9%	19.8%
2 Person Household	16.7%	23.8%	24.2%
3 Person Household	16.7%	18.8%	17.9%
4 Person Household	16.7%	19.8%	17.5%
5 Person Household	16.7%	13.9%	11.5%
6 Person Household	16.7%	6.9%	5.6%
7+ Person Household	0.0%	5.9%	3.5%
2000 Households by Year Householder Moved In			
Total	8	101	6,822
Moved in 1999 to March 2000	12.5%	6.9%	19.8%
Moved in 1995 to 1998	37.5%	28.7%	23.9%
Moved in 1990 to 1994	12.5%	9.9%	14.5%
Moved in 1980 to 1989	25.0%	25.7%	17.5%
Moved in 1970 to 1979	12.5%	16.8%	12.8%
Moved in 1969 or Earlier	0.0%	11.9%	11.5%
Median Year Householder Moved In	1995	1988	1993
2000 Housing Units by Units in Structure			
 Total	8	107	7,797
1, Detached	50.0%	69.2%	69.0%
1, Attached	0.0%	0.9%	2.0%
2	0.0%	0.0%	1.6%
3 or 4	0.0%	0.9%	1.5%
5 to 9	0.0%	0.0%	2.1%
10 to 19	0.0%	0.0%	4.0%
20+	0.0%	1.9%	7.4%
Mobile Home	50.0%	27.1%	12.4%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	7	101	7,791
1999 to March 2000	0.0%	1.0%	1.1%
1995 to 1998	14.3%	8.9%	3.2%
1990 to 1994	14.3%	5.9%	2.0%
1980 to 1989	42.9%	24.8%	15.5%
1970 to 1979	28.6%	16.8%	19.0%
1969 or Earlier	0.0%	42.6%	59.2%
Median Year Structure Built	1985	1974	1965

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments			
1.	Southwestern Families	Southwestern Families	Southwestern Families
2.		Family Foundations	NeWest Residents
3.			Industrious Urban Frin



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$9,962	\$101,695	\$6,537,592
Average Spent	\$996.20	\$899.96	\$888.98
Spending Potential Index	42	38	37
Computers & Accessories: Total \$	\$1,214	\$12,420	\$818,451
Average Spent	\$121.40	\$109.91	\$111.29
Spending Potential Index	55	50	51
Education: Total \$	\$5,851	\$61,336	\$4,009,117
Average Spent	\$585.10	\$542.80	\$545.16
Spending Potential Index	48	45	45
Entertainment/Recreation: Total \$	\$17,661	\$182,094	\$11,695,217
Average Spent	\$1,766.10	\$1,611.45	\$1,590.32
Spending Potential Index	55	50	49
Food at Home: Total \$	\$28,597	\$290,350	\$18,559,446
Average Spent	\$2,859.70	\$2,569.47	\$2,523.72
Spending Potential Index	64	57	56
Food Away from Home: Total \$	\$19,541	\$199,680	\$12,751,039
Average Spent	\$1,954.10	\$1,767.08	\$1,733.89
Spending Potential Index	61	55	54
Health Care: Total \$	\$21,341	\$221,269	\$13,873,425
Average Spent	\$2,134.10	\$1,958.13	\$1,886.51
Spending Potential Index	57	53	51
HH Furnishings & Equipment: Total \$	\$10,291	\$105,385	\$6,675,515
Average Spent	\$1,029.10	\$932.61	\$907.74
Spending Potential Index	50	45	44
Investments: Total \$	\$6,069	\$64,647	\$4,493,956
Average Spent	\$606.90	\$572.10	\$611.09
Spending Potential Index	35	33	35
Retail Goods: Total \$	\$144,639	\$1,475,135	\$93,121,572
Average Spent	\$14,463.90	\$13,054.29	\$12,662.71
Spending Potential Index	58	53	51
Shelter: Total \$	\$90,186	\$923,779	\$59,271,969
Average Spent	\$9,018.60	\$8,175.04	\$8,059.83
Spending Potential Index	57	52	51
TV/Video/Audio: Total \$	\$7,539	\$77,043	\$4,891,251
Average Spent	\$753.90	\$681.80	\$665.11
Spending Potential Index	61	55	54
Travel: Total \$	\$8,960	\$93,780	\$6,061,370
Average Spent	\$896.00	\$829.91	\$824.23
Spending Potential Index	47	44	44
Vehicle Maintenance & Repairs: Total \$	\$5,701	\$58,274	\$3,681,435
Average Spent	\$570.10	\$515.70	\$500.60
Spending Potential Index	60	55	53

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.