



Market Profile

2546 W Bell St, Odessa, Texas, 79766
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 31.80404
Longitude: -102.38886

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	546	17,373	53,393
2010 Total Population	671	18,127	58,016
2018 Total Population	836	20,683	65,160
2018 Group Quarters	0	407	1,415
2023 Total Population	929	21,998	68,731
2018-2023 Annual Rate	2.13%	1.24%	1.07%
2018 Total Daytime Population	1,809	25,342	76,592
Workers	1,318	12,840	38,694
Residents	491	12,502	37,898
Household Summary			
2000 Households	148	5,220	17,904
2000 Average Household Size	3.69	3.27	2.91
2010 Households	202	5,660	19,280
2010 Average Household Size	3.32	3.14	2.95
2018 Households	251	6,401	21,335
2018 Average Household Size	3.33	3.17	2.99
2023 Households	278	6,792	22,430
2023 Average Household Size	3.34	3.18	3.00
2018-2023 Annual Rate	2.06%	1.19%	1.01%
2010 Families	166	4,254	14,057
2010 Average Family Size	3.71	3.70	3.51
2018 Families	205	4,791	15,477
2018 Average Family Size	3.75	3.75	3.58
2023 Families	227	5,075	16,246
2023 Average Family Size	3.76	3.77	3.61
2018-2023 Annual Rate	2.06%	1.16%	0.97%
Housing Unit Summary			
2000 Housing Units	166	5,920	20,465
Owner Occupied Housing Units	75.9%	61.2%	61.0%
Renter Occupied Housing Units	12.7%	27.0%	26.4%
Vacant Housing Units	11.4%	11.8%	12.5%
2010 Housing Units	221	6,248	21,391
Owner Occupied Housing Units	76.0%	59.9%	60.7%
Renter Occupied Housing Units	15.4%	30.7%	29.5%
Vacant Housing Units	8.6%	9.4%	9.9%
2018 Housing Units	276	6,997	23,457
Owner Occupied Housing Units	76.4%	61.8%	62.6%
Renter Occupied Housing Units	14.5%	29.7%	28.4%
Vacant Housing Units	9.1%	8.5%	9.0%
2023 Housing Units	306	7,421	24,661
Owner Occupied Housing Units	77.5%	63.2%	64.0%
Renter Occupied Housing Units	13.7%	28.3%	27.0%
Vacant Housing Units	9.2%	8.5%	9.0%
Median Household Income			
2018	\$47,045	\$39,276	\$41,725
2023	\$51,371	\$44,115	\$48,140
Median Home Value			
2018	\$58,333	\$59,636	\$76,302
2023	\$58,784	\$68,339	\$88,112
Per Capita Income			
2018	\$15,683	\$17,365	\$19,705
2023	\$17,642	\$19,745	\$22,411
Median Age			
2010	29.4	30.0	30.5
2018	30.0	30.8	31.3
2023	30.8	31.9	32.2

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

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2018 Households by Income			
Household Income Base	251	6,401	21,335
<\$15,000	14.3%	17.4%	15.4%
\$15,000 - \$24,999	13.9%	14.0%	13.4%
\$25,000 - \$34,999	9.6%	12.3%	13.2%
\$35,000 - \$49,999	14.3%	17.5%	15.1%
\$50,000 - \$74,999	29.9%	20.0%	18.6%
\$75,000 - \$99,999	9.6%	9.0%	9.9%
\$100,000 - \$149,999	4.8%	6.2%	9.1%
\$150,000 - \$199,999	2.8%	2.1%	3.0%
\$200,000+	0.8%	1.6%	2.3%
Average Household Income	\$52,550	\$51,068	\$57,108
2023 Households by Income			
Household Income Base	278	6,792	22,430
<\$15,000	12.6%	15.4%	13.4%
\$15,000 - \$24,999	12.2%	12.0%	11.5%
\$25,000 - \$34,999	8.6%	11.0%	12.0%
\$35,000 - \$49,999	13.7%	16.9%	14.5%
\$50,000 - \$74,999	31.3%	21.3%	19.2%
\$75,000 - \$99,999	11.5%	10.7%	11.3%
\$100,000 - \$149,999	6.1%	8.1%	11.6%
\$150,000 - \$199,999	3.2%	2.7%	3.6%
\$200,000+	1.1%	1.9%	2.9%
Average Household Income	\$59,311	\$58,354	\$65,576
2018 Owner Occupied Housing Units by Value			
Total	211	4,324	14,676
<\$50,000	47.4%	43.7%	32.6%
\$50,000 - \$99,999	15.6%	32.7%	33.1%
\$100,000 - \$149,999	2.8%	9.3%	15.2%
\$150,000 - \$199,999	4.7%	8.5%	8.9%
\$200,000 - \$249,999	13.3%	1.5%	3.2%
\$250,000 - \$299,999	13.7%	2.5%	3.6%
\$300,000 - \$399,999	2.4%	0.6%	1.8%
\$400,000 - \$499,999	0.0%	0.3%	0.4%
\$500,000 - \$749,999	0.0%	0.5%	0.5%
\$750,000 - \$999,999	0.0%	0.2%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$111,374	\$82,954	\$104,499
2023 Owner Occupied Housing Units by Value			
Total	237	4,688	15,775
<\$50,000	47.3%	39.0%	28.4%
\$50,000 - \$99,999	15.6%	30.2%	28.4%
\$100,000 - \$149,999	3.0%	10.0%	16.6%
\$150,000 - \$199,999	4.6%	11.2%	10.4%
\$200,000 - \$249,999	13.1%	1.7%	4.1%
\$250,000 - \$299,999	13.9%	4.3%	4.9%
\$300,000 - \$399,999	2.5%	1.0%	3.3%
\$400,000 - \$499,999	0.0%	0.7%	1.2%
\$500,000 - \$749,999	0.0%	1.2%	1.2%
\$750,000 - \$999,999	0.0%	0.5%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$111,920	\$103,108	\$130,737

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.

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2010 Population by Age			
Total	672	18,125	58,016
0 - 4	8.9%	9.5%	9.3%
5 - 9	8.5%	8.7%	8.8%
10 - 14	7.7%	8.3%	8.0%
15 - 24	17.9%	16.3%	15.8%
25 - 34	12.9%	13.4%	14.0%
35 - 44	12.6%	11.5%	12.0%
45 - 54	14.6%	11.9%	12.8%
55 - 64	8.8%	9.9%	9.5%
65 - 74	4.8%	6.0%	5.4%
75 - 84	2.5%	3.4%	3.4%
85 +	0.6%	1.1%	1.1%
18 +	68.3%	68.4%	69.1%
2018 Population by Age			
Total	835	20,683	65,159
0 - 4	9.0%	9.1%	8.8%
5 - 9	8.6%	8.8%	8.5%
10 - 14	8.0%	8.1%	7.9%
15 - 24	15.0%	14.7%	14.8%
25 - 34	17.0%	15.3%	15.3%
35 - 44	10.9%	11.2%	11.9%
45 - 54	11.5%	10.2%	10.8%
55 - 64	10.9%	10.1%	10.4%
65 - 74	5.9%	7.5%	6.9%
75 - 84	2.6%	3.7%	3.4%
85 +	0.6%	1.3%	1.3%
18 +	70.1%	69.6%	70.5%
2023 Population by Age			
Total	928	21,997	68,733
0 - 4	8.9%	8.9%	8.6%
5 - 9	8.9%	8.7%	8.4%
10 - 14	8.7%	8.4%	8.2%
15 - 24	14.4%	14.4%	14.6%
25 - 34	15.9%	14.1%	14.4%
35 - 44	13.3%	12.5%	12.9%
45 - 54	9.5%	9.7%	10.3%
55 - 64	10.3%	9.6%	9.8%
65 - 74	6.6%	8.0%	7.7%
75 - 84	2.6%	4.4%	3.9%
85 +	0.8%	1.4%	1.3%
18 +	68.8%	69.4%	70.3%
2010 Population by Sex			
Males	333	8,864	28,470
Females	338	9,263	29,546
2018 Population by Sex			
Males	413	10,141	32,025
Females	423	10,542	33,136
2023 Population by Sex			
Males	459	10,829	33,925
Females	470	11,170	34,806

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

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2010 Population by Race/Ethnicity			
Total	672	18,127	58,017
White Alone	58.0%	65.2%	69.6%
Black Alone	0.6%	5.9%	6.1%
American Indian Alone	1.2%	1.2%	0.9%
Asian Alone	0.1%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	36.5%	24.3%	20.1%
Two or More Races	3.6%	3.0%	2.7%
Hispanic Origin	88.1%	80.5%	67.7%
Diversity Index	73.3	70.6	72.5
2018 Population by Race/Ethnicity			
Total	836	20,683	65,160
White Alone	55.3%	63.0%	66.0%
Black Alone	0.6%	5.8%	6.4%
American Indian Alone	1.3%	1.3%	1.0%
Asian Alone	0.1%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.1%	0.2%
Some Other Race Alone	39.0%	26.3%	22.9%
Two or More Races	3.7%	3.2%	3.0%
Hispanic Origin	92.3%	85.3%	75.5%
Diversity Index	73.8	70.0	72.3
2023 Population by Race/Ethnicity			
Total	929	21,998	68,732
White Alone	55.3%	63.2%	65.4%
Black Alone	0.5%	5.6%	6.4%
American Indian Alone	1.4%	1.3%	1.1%
Asian Alone	0.2%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	38.9%	26.2%	23.4%
Two or More Races	3.7%	3.2%	3.1%
Hispanic Origin	94.1%	87.7%	79.5%
Diversity Index	72.8	68.4	70.9
2010 Population by Relationship and Household Type			
Total	671	18,127	58,016
In Households	100.0%	98.2%	98.0%
In Family Households	94.0%	89.0%	87.5%
Householder	24.6%	24.3%	24.4%
Spouse	18.2%	15.4%	15.9%
Child	42.3%	41.8%	39.8%
Other relative	6.6%	5.5%	5.1%
Nonrelative	2.2%	2.2%	2.4%
In Nonfamily Households	6.0%	9.1%	10.5%
In Group Quarters	0.0%	1.8%	2.0%
Institutionalized Population	0.0%	1.8%	1.4%
Noninstitutionalized Population	0.0%	0.1%	0.6%

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.

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2018 Population 25+ by Educational Attainment			
Total	496	12,268	39,101
Less than 9th Grade	17.7%	18.5%	14.5%
9th - 12th Grade, No Diploma	20.6%	19.2%	17.8%
High School Graduate	28.2%	22.1%	22.9%
GED/Alternative Credential	3.8%	7.0%	7.0%
Some College, No Degree	17.3%	22.5%	23.7%
Associate Degree	4.2%	5.6%	5.6%
Bachelor's Degree	8.1%	4.9%	6.4%
Graduate/Professional Degree	0.0%	0.4%	2.0%
2018 Population 15+ by Marital Status			
Total	622	15,311	48,768
Never Married	32.3%	35.8%	35.9%
Married	52.9%	44.5%	44.7%
Widowed	6.1%	8.6%	7.3%
Divorced	8.7%	11.1%	12.1%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.1%	94.5%	94.9%
Civilian Unemployed (Unemployment Rate)	1.9%	5.5%	5.1%
2018 Employed Population 16+ by Industry			
Total	356	8,076	27,319
Agriculture/Mining	13.8%	9.2%	8.9%
Construction	11.2%	17.0%	11.7%
Manufacturing	5.3%	5.8%	7.4%
Wholesale Trade	0.0%	3.3%	2.8%
Retail Trade	11.8%	9.4%	10.9%
Transportation/Utilities	0.0%	5.6%	5.4%
Information	0.0%	1.4%	1.4%
Finance/Insurance/Real Estate	4.5%	4.1%	4.6%
Services	51.7%	42.1%	44.4%
Public Administration	2.0%	1.9%	2.4%
2018 Employed Population 16+ by Occupation			
Total	356	8,077	27,315
White Collar	40.4%	37.1%	41.1%
Management/Business/Financial	6.2%	7.7%	7.1%
Professional	4.8%	6.8%	9.4%
Sales	20.8%	9.8%	11.1%
Administrative Support	8.7%	12.7%	13.5%
Services	16.0%	19.7%	20.3%
Blue Collar	43.5%	43.3%	38.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	10.4%	17.1%	11.5%
Installation/Maintenance/Repair	8.7%	5.4%	5.2%
Production	9.8%	9.2%	10.5%
Transportation/Material Moving	14.6%	11.4%	11.1%
2010 Population By Urban/ Rural Status			
Total Population	671	18,127	58,016
Population Inside Urbanized Area	32.0%	94.1%	95.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	68.0%	5.9%	4.5%

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

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2010 Households by Type			
Total	202	5,660	19,280
Households with 1 Person	15.8%	21.7%	23.4%
Households with 2+ People	84.2%	78.3%	76.6%
Family Households	82.2%	75.2%	72.9%
Husband-wife Families	60.4%	47.3%	47.4%
With Related Children	36.6%	26.7%	26.5%
Other Family (No Spouse Present)	21.3%	27.8%	25.5%
Other Family with Male Householder	6.9%	6.6%	6.4%
With Related Children	5.0%	3.9%	3.9%
Other Family with Female Householder	14.4%	21.2%	19.0%
With Related Children	10.4%	15.9%	13.9%
Nonfamily Households	2.0%	3.1%	3.7%
All Households with Children	51.5%	46.8%	44.7%
Multigenerational Households	11.9%	10.6%	8.9%
Unmarried Partner Households	5.9%	6.2%	6.9%
Male-female	5.0%	5.5%	6.3%
Same-sex	1.0%	0.7%	0.6%
2010 Households by Size			
Total	201	5,662	19,279
1 Person Household	15.9%	21.7%	23.4%
2 Person Household	22.9%	24.3%	25.5%
3 Person Household	19.4%	17.7%	17.3%
4 Person Household	16.9%	15.9%	15.7%
5 Person Household	11.9%	11.1%	10.0%
6 Person Household	8.0%	5.7%	4.9%
7 + Person Household	5.0%	3.6%	3.2%
2010 Households by Tenure and Mortgage Status			
Total	202	5,660	19,280
Owner Occupied	83.2%	66.1%	67.3%
Owned with a Mortgage/Loan	20.3%	21.7%	29.2%
Owned Free and Clear	62.9%	44.4%	38.1%
Renter Occupied	16.8%	33.9%	32.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	221	6,248	21,391
Housing Units Inside Urbanized Area	31.7%	96.5%	96.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	68.3%	3.5%	3.6%

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.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Barrios Urbanos (7D)
2.	Top Tier (1A)	Southwestern Families (7F)	Southwestern Families (7F)
3.	Professional Pride (1B)	Down the Road (10D)	Down the Road (10D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$367,501	\$9,066,216	\$33,244,414
Average Spent	\$1,464.15	\$1,416.37	\$1,558.21
Spending Potential Index	67	65	72
Education: Total \$	\$204,973	\$4,946,823	\$19,299,478
Average Spent	\$816.63	\$772.82	\$904.59
Spending Potential Index	56	53	63
Entertainment/Recreation: Total \$	\$504,045	\$12,537,759	\$47,103,309
Average Spent	\$2,008.15	\$1,958.72	\$2,207.80
Spending Potential Index	62	61	69
Food at Home: Total \$	\$840,325	\$21,206,411	\$77,757,777
Average Spent	\$3,347.91	\$3,312.98	\$3,644.61
Spending Potential Index	67	66	73
Food Away from Home: Total \$	\$581,338	\$14,431,535	\$53,118,571
Average Spent	\$2,316.09	\$2,254.58	\$2,489.74
Spending Potential Index	66	64	71
Health Care: Total \$	\$894,325	\$22,704,171	\$84,558,518
Average Spent	\$3,563.05	\$3,546.97	\$3,963.37
Spending Potential Index	62	62	69
HH Furnishings & Equipment: Total \$	\$345,210	\$8,495,432	\$31,415,472
Average Spent	\$1,375.34	\$1,327.20	\$1,472.49
Spending Potential Index	66	64	70
Personal Care Products & Services: Total \$	\$133,088	\$3,316,052	\$12,274,417
Average Spent	\$530.23	\$518.05	\$575.32
Spending Potential Index	64	63	70
Shelter: Total \$	\$2,710,582	\$67,296,988	\$249,484,793
Average Spent	\$10,799.13	\$10,513.51	\$11,693.69
Spending Potential Index	64	63	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$365,602	\$9,254,083	\$34,699,230
Average Spent	\$1,456.58	\$1,445.72	\$1,626.40
Spending Potential Index	59	58	65
Travel: Total \$	\$328,274	\$7,949,292	\$30,076,886
Average Spent	\$1,307.86	\$1,241.88	\$1,409.74
Spending Potential Index	61	58	65
Vehicle Maintenance & Repairs: Total \$	\$179,543	\$4,461,675	\$16,463,003
Average Spent	\$715.31	\$697.03	\$771.64
Spending Potential Index	67	65	72

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.

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