



# Market Profile

4315 S County Road 1290, Odessa, Texas, 79765  
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM  
Latitude: 31.90613  
Longitude: -102.23119

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	33	1,592	7,783
2010 Total Population	48	2,255	10,879
2020 Total Population	69	3,251	19,924
2020 Group Quarters	0	4	178
2025 Total Population	82	3,823	23,203
2020-2025 Annual Rate	3.51%	3.29%	3.09%
2020 Total Daytime Population	2,196	9,135	27,928
Workers	2,173	7,790	19,228
Residents	23	1,345	8,700
<b>Household Summary</b>			
2000 Households	14	540	3,206
2000 Average Household Size	2.14	2.70	2.37
2010 Households	25	910	4,581
2010 Average Household Size	1.92	2.47	2.34
2020 Households	34	1,301	8,387
2020 Average Household Size	2.03	2.50	2.35
2025 Households	40	1,525	9,760
2025 Average Household Size	2.05	2.50	2.36
2020-2025 Annual Rate	3.30%	3.23%	3.08%
2010 Families	17	636	3,002
2010 Average Family Size	2.35	2.95	2.89
2020 Families	23	904	5,435
2020 Average Family Size	2.48	2.98	2.93
2025 Families	27	1,057	6,302
2025 Average Family Size	2.48	2.99	2.94
2020-2025 Annual Rate	3.26%	3.18%	3.00%
<b>Housing Unit Summary</b>			
2000 Housing Units	15	593	3,928
Owner Occupied Housing Units	86.7%	82.3%	51.9%
Renter Occupied Housing Units	6.7%	8.9%	29.7%
Vacant Housing Units	6.7%	8.8%	18.4%
2010 Housing Units	26	968	4,952
Owner Occupied Housing Units	73.1%	71.3%	59.3%
Renter Occupied Housing Units	23.1%	22.7%	33.2%
Vacant Housing Units	3.8%	6.0%	7.5%
2020 Housing Units	34	1,306	8,653
Owner Occupied Housing Units	55.9%	57.9%	55.4%
Renter Occupied Housing Units	44.1%	41.7%	41.5%
Vacant Housing Units	0.0%	0.4%	3.1%
2025 Housing Units	40	1,529	10,010
Owner Occupied Housing Units	55.0%	58.0%	55.2%
Renter Occupied Housing Units	45.0%	41.8%	42.3%
Vacant Housing Units	0.0%	0.3%	2.5%
<b>Median Household Income</b>			
2020	\$96,817	\$101,060	\$84,126
2025	\$104,837	\$105,869	\$89,563
<b>Median Home Value</b>			
2020	\$330,000	\$311,290	\$296,853
2025	\$366,667	\$344,672	\$323,864
<b>Per Capita Income</b>			
2020	\$60,267	\$59,156	\$50,185
2025	\$66,036	\$65,431	\$55,103
<b>Median Age</b>			
2010	46.9	45.9	37.2
2020	49.4	48.8	37.9
2025	51.5	50.5	39.1

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	34	1,301	8,387
<\$15,000	5.9%	5.0%	6.8%
\$15,000 - \$24,999	5.9%	5.6%	5.8%
\$25,000 - \$34,999	5.9%	5.0%	6.0%
\$35,000 - \$49,999	5.9%	5.3%	8.7%
\$50,000 - \$74,999	14.7%	14.1%	16.9%
\$75,000 - \$99,999	14.7%	14.2%	13.4%
\$100,000 - \$149,999	23.5%	23.4%	17.8%
\$150,000 - \$199,999	5.9%	6.9%	9.1%
\$200,000+	20.6%	20.6%	15.5%
Average Household Income	\$141,397	\$140,885	\$119,774
<b>2025 Households by Income</b>			
Household Income Base	40	1,525	9,760
<\$15,000	5.0%	4.5%	6.4%
\$15,000 - \$24,999	5.0%	4.7%	5.3%
\$25,000 - \$34,999	5.0%	4.5%	5.5%
\$35,000 - \$49,999	5.0%	4.8%	8.0%
\$50,000 - \$74,999	12.5%	13.3%	16.1%
\$75,000 - \$99,999	15.0%	14.0%	13.4%
\$100,000 - \$149,999	25.0%	23.3%	18.1%
\$150,000 - \$199,999	7.5%	7.5%	9.8%
\$200,000+	22.5%	23.3%	17.4%
Average Household Income	\$156,504	\$156,286	\$131,607
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	19	756	4,793
<\$50,000	5.3%	9.3%	7.2%
\$50,000 - \$99,999	0.0%	4.4%	2.4%
\$100,000 - \$149,999	0.0%	1.9%	1.9%
\$150,000 - \$199,999	10.5%	8.6%	7.9%
\$200,000 - \$249,999	5.3%	4.5%	10.9%
\$250,000 - \$299,999	21.1%	18.7%	21.1%
\$300,000 - \$399,999	26.3%	24.6%	26.5%
\$400,000 - \$499,999	15.8%	15.3%	10.6%
\$500,000 - \$749,999	5.3%	5.2%	6.8%
\$750,000 - \$999,999	5.3%	3.6%	2.9%
\$1,000,000 - \$1,499,999	5.3%	4.1%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$397,368	\$354,266	\$334,524
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	22	887	5,523
<\$50,000	4.5%	5.2%	4.0%
\$50,000 - \$99,999	0.0%	2.5%	1.4%
\$100,000 - \$149,999	0.0%	1.5%	1.3%
\$150,000 - \$199,999	4.5%	5.9%	5.4%
\$200,000 - \$249,999	4.5%	3.9%	9.3%
\$250,000 - \$299,999	18.2%	18.8%	21.6%
\$300,000 - \$399,999	27.3%	27.5%	29.9%
\$400,000 - \$499,999	22.7%	18.7%	13.1%
\$500,000 - \$749,999	9.1%	6.9%	8.3%
\$750,000 - \$999,999	4.5%	4.7%	3.8%
\$1,000,000 - \$1,499,999	4.5%	4.5%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$420,455	\$396,734	\$367,792

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	45	2,256	10,880
0 - 4	4.4%	5.1%	6.9%
5 - 9	4.4%	5.2%	6.4%
10 - 14	6.7%	6.4%	6.4%
15 - 24	8.9%	10.2%	13.8%
25 - 34	11.1%	10.3%	13.8%
35 - 44	13.3%	11.3%	12.2%
45 - 54	20.0%	18.2%	15.8%
55 - 64	17.8%	16.8%	12.6%
65 - 74	8.9%	8.3%	6.5%
75 - 84	4.4%	4.5%	3.6%
85 +	4.4%	3.8%	2.1%
18 +	84.4%	79.6%	76.6%
<b>2020 Population by Age</b>			
Total	67	3,251	19,924
0 - 4	4.5%	4.0%	6.3%
5 - 9	4.5%	5.0%	6.4%
10 - 14	6.0%	6.2%	6.6%
15 - 24	9.0%	8.9%	11.6%
25 - 34	7.5%	8.5%	14.9%
35 - 44	13.4%	12.6%	13.1%
45 - 54	11.9%	12.5%	11.5%
55 - 64	17.9%	17.5%	13.4%
65 - 74	14.9%	14.9%	9.9%
75 - 84	7.5%	6.8%	4.4%
85 +	3.0%	3.0%	1.8%
18 +	83.6%	81.5%	77.2%
<b>2025 Population by Age</b>			
Total	81	3,825	23,204
0 - 4	3.7%	3.9%	6.4%
5 - 9	4.9%	4.8%	6.3%
10 - 14	6.2%	5.7%	6.4%
15 - 24	7.4%	8.4%	11.8%
25 - 34	6.2%	7.0%	13.0%
35 - 44	13.6%	13.3%	14.4%
45 - 54	12.3%	12.8%	11.5%
55 - 64	14.8%	14.7%	11.5%
65 - 74	17.3%	17.2%	11.3%
75 - 84	9.9%	8.7%	5.5%
85 +	3.7%	3.5%	2.0%
18 +	82.7%	82.1%	77.4%
<b>2010 Population by Sex</b>			
Males	24	1,136	5,383
Females	24	1,119	5,496
<b>2020 Population by Sex</b>			
Males	34	1,617	9,770
Females	35	1,634	10,154
<b>2025 Population by Sex</b>			
Males	40	1,890	11,335
Females	41	1,932	11,868

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	47	2,254	10,879
White Alone	87.2%	86.5%	86.7%
Black Alone	0.0%	0.9%	2.0%
American Indian Alone	2.1%	1.4%	1.1%
Asian Alone	4.3%	3.9%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	6.1%	6.1%
Two or More Races	0.0%	1.1%	1.4%
Hispanic Origin	18.8%	20.2%	25.6%
Diversity Index	49.1	49.2	53.4
<b>2020 Population by Race/Ethnicity</b>			
Total	69	3,251	19,923
White Alone	78.3%	78.7%	80.2%
Black Alone	1.4%	1.0%	2.6%
American Indian Alone	1.4%	1.8%	1.3%
Asian Alone	8.7%	7.9%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.7%	9.1%	9.5%
Two or More Races	1.4%	1.6%	2.1%
Hispanic Origin	27.5%	29.1%	38.1%
Diversity Index	62.7	63.3	65.9
<b>2025 Population by Race/Ethnicity</b>			
Total	82	3,822	23,203
White Alone	75.6%	75.9%	77.8%
Black Alone	1.2%	1.0%	2.7%
American Indian Alone	2.4%	1.9%	1.4%
Asian Alone	9.8%	9.0%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.8%	10.4%	10.7%
Two or More Races	1.2%	1.9%	2.4%
Hispanic Origin	32.9%	34.1%	43.9%
Diversity Index	67.5	67.9	69.1
<b>2010 Population by Relationship and Household Type</b>			
Total	48	2,255	10,879
In Households	100.0%	99.8%	98.5%
In Family Households	83.3%	84.2%	81.3%
Householder	29.2%	29.1%	27.3%
Spouse	25.0%	25.3%	21.7%
Child	22.9%	25.8%	28.1%
Other relative	0.0%	2.8%	2.7%
Nonrelative	2.1%	1.1%	1.5%
In Nonfamily Households	16.7%	15.6%	17.2%
In Group Quarters	0.0%	0.2%	1.5%
Institutionalized Population	0.0%	0.0%	1.4%
Noninstitutionalized Population	0.0%	0.2%	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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	53	2,466	13,762
Less than 9th Grade	0.0%	0.6%	2.4%
9th - 12th Grade, No Diploma	3.8%	4.5%	3.9%
High School Graduate	15.1%	16.1%	14.9%
GED/Alternative Credential	7.5%	7.1%	5.4%
Some College, No Degree	22.6%	22.9%	23.7%
Associate Degree	7.5%	8.2%	11.3%
Bachelor's Degree	26.4%	25.3%	25.9%
Graduate/Professional Degree	17.0%	15.3%	12.5%
<b>2020 Population 15+ by Marital Status</b>			
Total	59	2,754	16,073
Never Married	23.7%	25.3%	26.3%
Married	55.9%	56.7%	56.5%
Widowed	6.8%	5.8%	4.2%
Divorced	13.6%	12.2%	13.0%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	44	2,043	12,113
Population 16+ Employed	93.2%	93.5%	93.5%
Population 16+ Unemployment rate	6.8%	6.5%	6.5%
Population 16-24 Employed	9.8%	9.7%	11.7%
Population 16-24 Unemployment rate	0.0%	8.4%	9.8%
Population 25-54 Employed	48.8%	49.5%	59.5%
Population 25-54 Unemployment rate	4.8%	7.1%	6.5%
Population 55-64 Employed	26.8%	25.7%	19.1%
Population 55-64 Unemployment rate	8.3%	5.4%	5.1%
Population 65+ Employed	14.6%	15.1%	9.7%
Population 65+ Unemployment rate	0.0%	5.3%	5.3%
<b>2020 Employed Population 16+ by Industry</b>			
Total	41	1,910	11,326
Agriculture/Mining	17.1%	16.8%	17.5%
Construction	7.3%	8.1%	6.9%
Manufacturing	2.4%	3.0%	5.4%
Wholesale Trade	7.3%	6.3%	4.0%
Retail Trade	12.2%	11.7%	11.8%
Transportation/Utilities	9.8%	7.6%	6.8%
Information	0.0%	0.9%	0.8%
Finance/Insurance/Real Estate	2.4%	1.7%	3.7%
Services	41.5%	40.7%	39.0%
Public Administration	2.4%	3.3%	4.1%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	41	1,912	11,326
White Collar	73.2%	72.2%	66.3%
Management/Business/Financial	17.1%	17.6%	13.9%
Professional	29.3%	26.4%	26.2%
Sales	14.6%	14.7%	12.6%
Administrative Support	12.2%	13.5%	13.6%
Services	4.9%	6.3%	9.2%
Blue Collar	22.0%	21.6%	24.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	12.2%	12.3%	11.9%
Installation/Maintenance/Repair	4.9%	4.1%	3.5%
Production	0.0%	0.8%	2.9%
Transportation/Material Moving	4.9%	4.4%	6.1%

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August 15, 2020



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<b>2010 Households by Type</b>			
Total	25	910	4,581
Households with 1 Person	24.0%	23.7%	28.6%
Households with 2+ People	76.0%	76.3%	71.4%
Family Households	68.0%	69.9%	65.5%
Husband-wife Families	60.0%	60.7%	52.0%
With Related Children	20.0%	22.3%	21.8%
Other Family (No Spouse Present)	8.0%	9.2%	13.5%
Other Family with Male Householder	4.0%	3.7%	4.4%
With Related Children	0.0%	2.1%	3.1%
Other Family with Female Householder	4.0%	5.4%	9.1%
With Related Children	4.0%	3.2%	6.6%
Nonfamily Households	8.0%	6.4%	5.9%
All Households with Children	28.0%	27.8%	31.8%
Multigenerational Households	4.0%	3.1%	2.7%
Unmarried Partner Households	4.0%	3.6%	5.3%
Male-female	4.0%	3.2%	4.6%
Same-sex	0.0%	0.4%	0.7%
<b>2010 Households by Size</b>			
Total	24	910	4,579
1 Person Household	25.0%	23.7%	28.6%
2 Person Household	45.8%	43.2%	36.9%
3 Person Household	12.5%	14.4%	15.1%
4 Person Household	12.5%	10.8%	11.7%
5 Person Household	4.2%	5.2%	5.2%
6 Person Household	0.0%	2.2%	1.7%
7 + Person Household	0.0%	0.5%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	25	910	4,581
Owner Occupied	76.0%	75.8%	64.1%
Owned with a Mortgage/Loan	40.0%	41.3%	38.2%
Owned Free and Clear	32.0%	34.5%	25.9%
Renter Occupied	24.0%	24.2%	35.9%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	0	167	145
Percent of Income for Mortgage	0.0%	12.9%	14.7%
Wealth Index	204	205	144
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	26	968	4,952
Housing Units Inside Urbanized Area	84.6%	77.2%	87.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	15.4%	22.8%	12.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	48	2,255	10,879
Population Inside Urbanized Area	87.5%	79.3%	87.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	12.5%	20.7%	12.7%

**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>			
1.	Exurbanites (1E)	Exurbanites (1E)	Bright Young Professionals (8C)
2.		Green Acres (6A)	Exurbanites (1E)
3.		Down the Road (10D)	Down the Road (10D)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$104,051	\$4,094,203	\$24,366,855
Average Spent	\$3,060.32	\$3,146.97	\$2,905.31
Spending Potential Index	143	147	135
Education: Total \$	\$97,788	\$3,815,355	\$18,996,996
Average Spent	\$2,876.12	\$2,932.63	\$2,265.05
Spending Potential Index	161	164	127
Entertainment/Recreation: Total \$	\$164,006	\$6,448,693	\$35,950,541
Average Spent	\$4,823.71	\$4,956.72	\$4,286.46
Spending Potential Index	148	153	132
Food at Home: Total \$	\$255,900	\$10,070,412	\$59,839,056
Average Spent	\$7,526.47	\$7,740.52	\$7,134.74
Spending Potential Index	141	145	134
Food Away from Home: Total \$	\$184,041	\$7,229,983	\$42,936,395
Average Spent	\$5,412.97	\$5,557.25	\$5,119.40
Spending Potential Index	144	147	136
Health Care: Total \$	\$290,735	\$11,463,628	\$64,159,063
Average Spent	\$8,551.03	\$8,811.40	\$7,649.82
Spending Potential Index	149	153	133
HH Furnishings & Equipment: Total \$	\$112,578	\$4,429,169	\$24,955,976
Average Spent	\$3,311.12	\$3,404.43	\$2,975.55
Spending Potential Index	152	156	136
Personal Care Products & Services: Total \$	\$46,374	\$1,822,968	\$10,564,841
Average Spent	\$1,363.94	\$1,401.21	\$1,259.67
Spending Potential Index	148	153	137
Shelter: Total \$	\$989,892	\$38,661,369	\$215,242,118
Average Spent	\$29,114.47	\$29,716.66	\$25,663.78
Spending Potential Index	150	153	132
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$130,913	\$5,115,967	\$27,384,840
Average Spent	\$3,850.38	\$3,932.33	\$3,265.15
Spending Potential Index	164	168	139
Travel: Total \$	\$135,672	\$5,290,968	\$26,993,255
Average Spent	\$3,990.35	\$4,066.85	\$3,218.46
Spending Potential Index	166	169	134
Vehicle Maintenance & Repairs: Total \$	\$58,176	\$2,285,650	\$13,374,690
Average Spent	\$1,711.06	\$1,756.84	\$1,594.69
Spending Potential Index	148	152	138

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.