Market Profile

1911 Kermit Hwy, Odessa, Texas, 79761
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.86115
Longitude: -102.37976

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	14,621	49,982	81,506
2020 Total Population	13,441	48,855	81,498
2020 Group Quarters	326	554	694
2023 Total Population	13,344	48,728	81,401
2023 Group Quarters	325	554	694
2028 Total Population	13,382	49,319	82,995
2023-2028 Annual Rate	0.06%	0.24%	0.39%
2023 Total Daytime Population	18,350	60,035	92,949
Workers	11,144	33,547	48,862
Residents	7,206	26,488	44,087
Household Summary			
2010 Households	4,924	17,165	28,711
2010 Average Household Size	2.87	2.86	2.80
2020 Total Households	4,734	16,945	28,710
2020 Average Household Size	2.77	2.85	2.81
2023 Households	4,728	17,088	29,034
2023 Average Household Size	2.75	2.82	2.78
2028 Households	4,789	17,440	29,845
2028 Average Household Size	2.73	2.80	2.76
2023-2028 Annual Rate	0.26%	0.41%	0.55%
2010 Families	3,535	12,203	20,492
2010 Average Family Size	3.43	3.44	3.36
2023 Families	3,241	11,624	19,855
2023 Average Family Size	3.40	3.50	3.43
2028 Families	3,280	11,852	20,398
2028 Average Family Size	3.37	3.47	3.40
2023-2028 Annual Rate	0.24%	0.39%	0.54%
Housing Unit Summary			
2000 Housing Units	5,663	19,061	31,057
Owner Occupied Housing Units	55.3%	58.6%	61.4%
Renter Occupied Housing Units	31.1%	28.5%	26.9%
Vacant Housing Units	13.6%	13.0%	11.7%
2010 Housing Units	5,535	18,980	31,367
Owner Occupied Housing Units	57.1%	59.5%	61.4%
Renter Occupied Housing Units	31.9%	30.9%	30.1%
Vacant Housing Units	11.0%	9.6%	8.5%
2020 Housing Units	5,497	19,332	32,420
Owner Occupied Housing Units	54.8%	56.9%	58.6%
Renter Occupied Housing Units	31.3%	30.7%	29.9%
Vacant Housing Units	14.0%	12.2%	11.5%
2023 Housing Units	5,610	19,748	33,167
Owner Occupied Housing Units	51.9%	53.1%	54.7%
Renter Occupied Housing Units	32.4%	33.4%	32.8%
Vacant Housing Units	15.7%	13.5%	12.5%
2028 Housing Units	5,697	20,172	34,101
Owner Occupied Housing Units	52.7%	54.0%	55.7%
Renter Occupied Housing Units	31.3%	32.4%	31.8%
Vacant Housing Units	15.9%	13.5%	12.5%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	4,728	17,088	29,034
<$15,000	11.4%	11.6%	12.2%
$15,000 - $24,999	7.8%	8.1%	8.3%
$25,000 - $34,999	12.5%	11.1%	10.2%
$35,000 - $49,999	19.7%	14.5%	14.2%
$50,000 - $74,999	19.5%	22.8%	22.3%
$75,000 - $99,999	9.8%	10.3%	10.3%
$100,000 - $149,999	15.3%	17.2%	17.5%
$150,000 - $199,999	2.1%	2.3%	2.4%
$200,000+	1.9%	2.2%	2.4%
Average Household Income	$65,798	$69,573	$70,669
2028 Households by Income			
Household Income Base	4,789	17,440	29,845
<$15,000	10.4%	10.6%	11.1%
$15,000 - $24,999	6.5%	6.9%	7.0%
$25,000 - $34,999	11.2%	9.9%	9.0%
$35,000 - $49,999	18.9%	13.7%	13.3%
$50,000 - $74,999	19.7%	22.7%	22.3%
$75,000 - $99,999	10.5%	11.0%	10.9%
$100,000 - $149,999	17.8%	19.9%	20.3%
$150,000 - $199,999	2.7%	2.9%	3.1%
$200,000+	2.2%	2.5%	2.8%
Average Household Income	$73,504	$77,441	$78,907
2023 Owner Occupied Housing Units by Value			
Total	2,909	10,485	18,154
<$50,000	6.0%	6.3%	7.3%
$50,000 - $99,999	46.7%	34.1%	27.2%
$100,000 - $149,999	12.4%	13.3%	12.6%
$150,000 - $199,999	19.8%	22.7%	22.3%
$200,000 - $249,999	4.4%	11.4%	13.9%
$250,000 - $299,999	2.3%	4.0%	4.8%
$300,000 - $399,999	4.4%	3.9%	5.7%
$400,000 - $499,999	1.8%	0.7%	1.3%
$500,000 - $749,999	0.4%	1.2%	1.8%
$750,000 - $999,999	0.0%	0.1%	0.1%
$1,000,000 - $1,499,999	0.0%	0.0%	0.0%
$1,500,000 - $1,999,999	0.8%	1.1%	1.3%
$2,000,000 +	1.1%	1.2%	1.7%
Average Home Value	$168,065	$191,071	$220,067
2028 Owner Occupied Housing Units by Value			
Total	3,005	10,899	18,993
<$50,000	3.7%	4.0%	4.6%
$50,000 - $99,999	23.2%	17.4%	14.0%
$100,000 - $149,999	4.8%	5.6%	5.3%
$150,000 - $199,999	26.8%	23.7%	20.5%
$200,000 - $249,999	11.3%	21.8%	21.8%
$250,000 - $299,999	13.2%	10.3%	10.0%
$300,000 - $399,999	9.2%	10.2%	13.1%
$400,000 - $499,999	3.3%	1.6%	2.9%
$500,000 - $749,999	1.1%	1.6%	2.8%
$750,000 - $999,999	0.1%	0.1%	0.2%
$1,000,000 - $1,499,999	0.0%	0.0%	0.0%
$1,500,000 - $1,999,999	2.1%	2.4%	2.4%
$2,000,000 +	1.2%	1.2%	2.2%
Average Home Value	$251,756	$264,499	$302,343

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 07, 2024

![esri](esri logo)

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                                                                         Longitude: -102.37976

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Median Household Income			
2023	$48,495	$53,491	$53,882
2028	$52,618	$57,415	$58,064
Median Home Value			
2023	$97,147	$136,238	$156,632
2028	$184,204	$198,676	$212,898
Per Capita Income			
2023	$22,993	$24,489	$25,388
2028	$25,935	$27,487	$28,580
Median Age			
2010	29.9	30.5	31.5
2020	33.9	33.7	33.9
2023	31.5	32.4	33.4
2028	31.9	33.1	34.1
2020 Population by Age			
Total	13,441	48,855	81,498
0 - 4	6.2%	6.7%	6.8%
5 - 9	7.0%	7.3%	7.6%
10 - 14	7.6%	8.1%	7.9%
15 - 24	16.2%	15.0%	14.5%
25 - 34	14.5%	14.8%	14.8%
35 - 44	13.0%	13.0%	13.0%
45 - 54	12.1%	11.8%	11.6%
55 - 64	11.8%	11.4%	11.4%
65 - 74	7.5%	7.5%	7.5%
75 - 84	3.0%	3.1%	3.4%
85 +	1.1%	1.2%	1.4%
18 +	74.2%	73.0%	73.0%
2023 Population by Age			
Total	13,342	48,729	81,401
0 - 4	8.2%	8.2%	8.0%
5 - 9	8.4%	8.3%	8.1%
10 - 14	8.0%	7.9%	7.7%
15 - 24	15.5%	14.4%	13.8%
25 - 34	15.0%	15.1%	14.7%
35 - 44	12.9%	13.0%	12.8%
45 - 54	10.1%	10.1%	10.2%
55 - 64	10.2%	10.2%	10.6%
65 - 74	7.5%	7.8%	8.4%
75 - 84	3.2%	3.6%	4.3%
85 +	1.1%	1.3%	1.5%
18 +	71.0%	71.2%	72.0%
2028 Population by Age			
Total	13,381	49,321	82,995
0 - 4	8.4%	8.2%	8.0%
5 - 9	8.2%	8.1%	7.8%
10 - 14	8.3%	8.1%	7.9%
15 - 24	15.8%	14.5%	13.8%
25 - 34	13.5%	13.9%	13.7%
35 - 44	13.6%	13.6%	13.3%
45 - 54	10.3%	10.5%	10.6%
55 - 64	9.1%	9.2%	9.5%
65 - 74	7.8%	8.2%	8.7%
75 - 84	3.8%	4.4%	5.0%
85 +	1.1%	1.4%	1.6%
18 +	70.5%	71.3%	72.0%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	6,819	24,381	40,606
Females	6,622	24,474	40,892
2023 Population by Sex			
Males	6,535	23,880	39,795
Females	6,809	24,848	41,606
2028 Population by Sex			
Males	6,542	24,201	40,636
Females	6,840	25,118	42,359
2010 Population by Race/Ethnicity			
Total	14,621	49,983	81,506
White Alone	70.1%	72.6%	73.4%
Black Alone	4.0%	4.6%	5.9%
American Indian Alone	0.7%	0.9%	1.0%
Asian Alone	0.5%	0.6%	0.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	21.9%	18.4%	16.4%
Two or More Races	2.6%	2.8%	2.7%
Hispanic Origin	65.5%	61.9%	56.4%
Diversity Index	70.3	70.2	71.1
2020 Population by Race/Ethnicity			
Total	13,441	48,855	81,498
White Alone	42.5%	43.8%	46.4%
Black Alone	4.8%	5.4%	6.3%
American Indian Alone	1.0%	1.1%	1.1%
Asian Alone	1.0%	1.1%	1.2%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	24.8%	23.5%	21.4%
Two or More Races	25.7%	24.9%	23.4%
Hispanic Origin	70.0%	68.4%	63.3%
Diversity Index	82.0	82.3	82.9
2023 Population by Race/Ethnicity			
Total	13,344	48,728	81,400
White Alone	41.2%	42.7%	45.1%
Black Alone	5.0%	5.6%	6.6%
American Indian Alone	1.0%	1.1%	1.1%
Asian Alone	1.0%	1.1%	1.2%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	25.4%	24.1%	22.0%
Two or More Races	26.0%	25.2%	23.7%
Hispanic Origin	71.1%	69.5%	64.5%
Diversity Index	82.0	82.3	83.0
2028 Population by Race/Ethnicity			
Total	13,381	49,319	82,996
White Alone	38.5%	39.9%	42.3%
Black Alone	5.3%	6.0%	7.0%
American Indian Alone	1.0%	1.1%	1.1%
Asian Alone	1.1%	1.2%	1.3%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	27.2%	25.7%	23.6%
Two or More Races	26.6%	25.8%	24.4%
Hispanic Origin	72.4%	70.7%	65.7%
Diversity Index	82.3	82.7	83.6

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	13,441	48,855	81,498
In Households	97.6%	98.9%	99.1%
Householder	35.0%	35.0%	35.4%
Opposite-Sex Spouse	15.2%	15.2%	15.8%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.3%	2.4%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.7%	29.8%	29.9%
Adopted Child	0.6%	0.6%	0.6%
Stepchild	1.9%	2.2%	2.1%
Grandchild	4.7%	4.8%	4.4%
Brother or Sister	1.4%	1.3%	1.3%
Parent	1.3%	1.3%	1.3%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	1.0%	0.9%	0.8%
Other Relatives	2.0%	1.9%	1.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.8%	2.9%	2.8%
In Group Quaters	2.4%	1.1%	0.9%
Institutionalized	0.0%	0.3%	0.2%
Noninstitutionalized	2.4%	0.9%	0.6%
2023 Population 25+ by Educational Attainment			
Total	7,999	29,854	50,801
Less than 9th Grade	15.0%	11.7%	10.4%
9th - 12th Grade, No Diploma	14.3%	13.4%	12.4%
High School Graduate	25.7%	25.5%	25.7%
GED/Alternative Credential	7.3%	7.7%	6.8%
Some College, No Degree	19.0%	20.1%	20.5%
Associate Degree	4.8%	8.0%	8.9%
Bachelor's Degree	9.8%	9.9%	11.5%
Graduate/Professional Degree	4.1%	3.6%	3.8%
2023 Population 15+ by Marital Status			
Total	10,068	36,853	62,055
Never Married	36.4%	33.1%	33.2%
Married	48.9%	49.6%	49.1%
Widowed	4.1%	5.8%	6.3%
Divorced	10.6%	11.5%	11.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,589	23,516	39,543
Population 16+ Employed	95.1%	96.3%	96.0%
Population 16+ Unemployment rate	4.9%	3.7%	4.0%
Population 16-24 Employed	19.0%	17.3%	16.6%
Population 16-24 Unemployment rate	3.5%	5.3%	5.3%
Population 25-54 Employed	60.5%	63.4%	62.1%
Population 25-54 Unemployment rate	6.9%	4.0%	4.6%
Population 55-64 Employed	16.0%	15.3%	15.8%
Population 55-64 Unemployment rate	0.3%	1.4%	1.3%
Population 65+ Employed	4.5%	4.1%	5.6%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%

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2023 Employed Population 16+ by Industry			
Total	6,264	22,647	37,980
Agriculture/Mining	7.4%	8.6%	8.5%
Construction	15.0%	12.1%	10.6%
Manufacturing	11.0%	8.9%	8.2%
Wholesale Trade	2.3%	2.5%	3.1%
Retail Trade	10.0%	11.6%	12.2%
Transportation/Utilities	7.5%	11.2%	10.0%
Information	0.5%	0.8%	0.9%
Finance/Insurance/Real Estate	2.9%	3.3%	3.7%
Services	40.8%	38.6%	40.2%
Public Administration	2.7%	2.5%	2.7%
2023 Employed Population 16+ by Occupation			
Total	6,265	22,646	37,981
White Collar	42.8%	43.2%	45.8%
Management/Business/Financial	9.3%	9.3%	10.4%
Professional	14.2%	12.7%	12.5%
Sales	7.1%	9.2%	10.9%
Administrative Support	12.1%	12.1%	12.1%
Services	16.4%	17.2%	16.7%
Blue Collar	40.8%	39.5%	37.4%
Farming/Forestry/Fishing	0.3%	0.1%	0.0%
Construction/Extraction	12.7%	12.5%	11.1%
Installation/Maintenance/Repair	4.7%	5.1%	6.1%
Production	7.0%	6.7%	6.1%
Transportation/Material Moving	16.1%	15.1%	14.0%
2020 Households by Type			
Total	4,734	16,945	28,710
Married Couple Households	43.8%	43.9%	44.9%
With Own Children <18	19.1%	19.3%	19.7%
Without Own Children <18	24.7%	24.6%	25.2%
Cohabiting Couple Households	7.1%	7.3%	7.2%
With Own Children <18	3.0%	3.4%	3.3%
Without Own Children <18	4.1%	3.9%	3.9%
Male Householder, No Spouse/Partner	21.7%	20.3%	20.1%
Living Alone	13.9%	12.5%	12.3%
65 Years and over	3.7%	3.5%	3.3%
With Own Children <18	1.9%	2.2%	2.2%
Without Own Children <18, With Relatives	4.1%	4.1%	4.0%
No Relatives Present	1.8%	1.6%	1.6%
Female Householder, No Spouse/Partner	27.4%	28.4%	27.8%
Living Alone	11.9%	11.9%	11.7%
65 Years and over	5.9%	5.7%	6.0%
With Own Children <18	6.8%	7.4%	7.3%
Without Own Children <18, With Relatives	7.6%	8.4%	8.1%
No Relatives Present	1.0%	0.8%	0.8%
2020 Households by Size			
Total	4,734	16,945	28,710
1 Person Household	25.8%	24.3%	24.0%
2 Person Household	27.6%	27.9%	28.8%
3 Person Household	17.9%	17.6%	17.4%
4 Person Household	13.8%	14.9%	14.8%
5 Person Household	8.6%	8.7%	8.7%
6 Person Household	3.8%	4.0%	3.9%
7 + Person Household	2.4%	2.4%	2.3%

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2020 Households by Tenure and Mortgage Status			
Total	4,734	16,945	28,710
Owner Occupied	63.7%	64.9%	66.2%
Owned with a Mortgage/Loan	29.8%	33.2%	34.4%
Owned Free and Clear	33.9%	31.7%	31.8%
Renter Occupied	36.3%	35.1%	33.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	190	149	131
Percent of Income for Mortgage	12.0%	15.3%	17.5%
Wealth Index	43	48	50
2020 Housing Units By Urban/ Rural Status			
Total	5,497	19,332	32,420
Urban Housing Units	100.0%	100.0%	99.7%
Rural Housing Units	0.0%	0.0%	0.3%
2020 Population By Urban/ Rural Status			
Total	13,441	48,855	81,498
Urban Population	100.0%	100.0%	99.7%
Rural Population	0.0%	0.0%	0.3%

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.	Forging Opportunity (7D)	Forging Opportunity (7D)	Forging Opportunity (7D)
2.	Traditional Living (12B)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Urban Villages (7B)	Southwestern Families (7F)	Southwestern Families (7F)
2023 Consumer Spending			
Apparel & Services: Total $	$6,600,183	$25,379,451	$43,660,616
Average Spent	$1,395.98	$1,485.22	$1,503.78
Spending Potential Index	63	68	68
Education: Total $	$4,477,394	$17,320,896	$30,720,848
Average Spent	$947.00	$1,013.63	$1,058.10
Spending Potential Index	53	57	59
Entertainment/Recreation: Total $	$10,926,442	$41,697,785	$72,075,513
Average Spent	$2,311.01	$2,440.18	$2,482.45
Spending Potential Index	61	65	66
Food at Home: Total $	$20,051,439	$77,052,629	$133,031,008
Average Spent	$4,241.00	$4,509.17	$4,581.90
Spending Potential Index	62	66	67
Food Away from Home: Total $	$11,566,437	$44,384,565	$75,648,320
Average Spent	$2,446.37	$2,597.41	$2,605.51
Spending Potential Index	66	70	70
Health Care: Total $	$21,895,649	$85,195,329	$146,750,406
Average Spent	$4,631.06	$4,985.68	$5,054.43
Spending Potential Index	63	68	69
HH Furnishings & Equipment: Total $	$8,551,744	$32,842,265	$56,769,409
Average Spent	$1,808.74	$1,921.95	$1,955.27
Spending Potential Index	61	65	66
Personal Care Products & Services: Total $	$2,838,193	$10,939,677	$18,874,102
Average Spent	$600.29	$640.20	$650.07
Spending Potential Index	63	67	68
Shelter: Total $	$73,269,164	$277,829,766	$478,595,079
Average Spent	$15,496.86	$16,258.76	$16,483.95
Spending Potential Index	63	66	67
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,689,380	$33,877,529	$58,943,051
Average Spent	$1,837.86	$1,982.53	$2,030.14
Spending Potential Index	59	63	65
Travel: Total $	$6,406,430	$24,319,962	$42,088,215
Average Spent	$1,355.00	$1,423.22	$1,449.62
Spending Potential Index	60	63	64
Vehicle Maintenance & Repairs: Total $	$4,089,713	$15,699,524	$26,823,036
Average Spent	$865.00	$918.75	$923.85
Spending Potential Index	66	70	71

June 07, 2024