

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 31.8916/-102.3488

Winwood Town Center		3 mi radius		5 mi radius		7 mi radius		
Odessa, TX 79762								
Population								
Estimated Population (2025)	63,026			126,456			136,780	
Projected Population (2030)	64,313			135,461			147,011	
Census Population (2020)	65,843			122,058			131,937	
Census Population (2010)	63,537			107,505			114,736	
Projected Annual Growth (2025-2030)	1,287	0.4%		9,005	1.4%		10,231	1.5%
Historical Annual Growth (2020-2025)	-2,817	-		4,398	0.7%		4,843	0.7%
Historical Annual Growth (2010-2020)	2,305	0.4%		14,553	1.4%		17,202	1.5%
Estimated Population Density (2025)	2,229	psm		1,611	psm		889	psm
Trade Area Size	28.3	sq mi		78.5	sq mi		153.9	sq mi
Households								
Estimated Households (2025)	22,520			44,304			47,584	
Projected Households (2030)	23,345			48,220			51,957	
Census Households (2020)	24,578			44,167			47,465	
Census Households (2010)	24,273			39,588			41,988	
Projected Annual Growth (2025-2030)	826	0.7%		3,915	1.8%		4,374	1.8%
Historical Annual Change (2010-2025)	-1,753	-0.5%		4,716	0.8%		5,596	0.9%
Average Household Income								
Estimated Average Household Income (2025)	\$97,002			\$100,490			\$101,077	
Projected Average Household Income (2030)	\$94,836			\$100,046			\$100,488	
Census Average Household Income (2010)	\$64,070			\$63,105			\$63,223	
Census Average Household Income (2000)	\$45,853			\$42,602			\$42,399	
Projected Annual Change (2025-2030)	-\$2,166	-0.4%		-\$444	-		-\$589	-0.1%
Historical Annual Change (2000-2025)	\$51,149	4.5%		\$57,888	5.4%		\$58,678	5.5%
Median Household Income								
Estimated Median Household Income (2025)	\$77,434			\$79,451			\$79,181	
Projected Median Household Income (2030)	\$76,041			\$79,654			\$79,458	
Census Median Household Income (2010)	\$50,669			\$48,806			\$48,982	
Census Median Household Income (2000)	\$36,654			\$33,759			\$33,673	
Projected Annual Change (2025-2030)	-\$1,393	-0.4%		\$203	-		\$277	-
Historical Annual Change (2000-2025)	\$40,780	4.5%		\$45,692	5.4%		\$45,508	5.4%
Per Capita Income								
Estimated Per Capita Income (2025)	\$34,851			\$35,333			\$35,283	
Projected Per Capita Income (2030)	\$34,613			\$35,730			\$35,626	
Census Per Capita Income (2010)	\$24,477			\$23,236			\$23,135	
Census Per Capita Income (2000)	\$17,951			\$15,778			\$15,647	
Projected Annual Change (2025-2030)	-\$239	-0.1%		\$398	0.2%		\$343	0.2%
Historical Annual Change (2000-2025)	\$16,900	3.8%		\$19,554	5.0%		\$19,636	5.0%
Estimated Average Household Net Worth (2025)	\$858,810			\$859,442			\$862,296	

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Winwood Town Center							
Odessa, TX 79762							
	3 mi radius		5 mi radius		7 mi radius		
Race and Ethnicity							
Total Population (2025)	63,026		126,456		136,780		
White (2025)	31,930	50.7%	61,656	48.8%	66,435	48.6%	
Black or African American (2025)	4,483	7.1%	8,947	7.1%	9,266	6.8%	
American Indian or Alaska Native (2025)	661	1.0%	1,316	1.0%	1,406	1.0%	
Asian (2025)	1,365	2.2%	2,935	2.3%	3,009	2.2%	
Hawaiian or Pacific Islander (2025)	182	0.3%	308	0.2%	326	0.2%	
Other Race (2025)	10,861	17.2%	23,426	18.5%	25,767	18.8%	
Two or More Races (2025)	13,545	21.5%	27,869	22.0%	30,572	22.4%	
Population < 18 (2025)	18,215	28.9%	37,495	29.7%	40,656	29.7%	
White Not Hispanic	4,360	23.9%	8,495	22.7%	9,172	22.6%	
Black or African American	1,382	7.6%	2,879	7.7%	2,997	7.4%	
Asian	339	1.9%	772	2.1%	791	1.9%	
Other Race Not Hispanic	502	2.8%	866	2.3%	925	2.3%	
Hispanic	11,633	63.9%	24,483	65.3%	26,771	65.8%	
Not Hispanic or Latino Population (2025)	27,537	43.7%	51,661	40.9%	55,097	40.3%	
Not Hispanic White	20,678	75.1%	38,337	74.2%	41,275	74.9%	
Not Hispanic Black or African American	4,268	15.5%	8,321	16.1%	8,608	15.6%	
Not Hispanic American Indian or Alaska Native	191	0.7%	317	0.6%	338	0.6%	
Not Hispanic Asian	1,301	4.7%	2,814	5.4%	2,882	5.2%	
Not Hispanic Hawaiian or Pacific Islander	131	0.5%	206	0.4%	216	0.4%	
Not Hispanic Other Race	142	0.5%	259	0.5%	272	0.5%	
Not Hispanic Two or More Races	825	3.0%	1,407	2.7%	1,506	2.7%	
Hispanic or Latino Population (2025)	35,489	56.3%	74,795	59.1%	81,683	59.7%	
Hispanic White	11,252	31.7%	23,318	31.2%	25,160	30.8%	
Hispanic Black or African American	214	0.6%	626	0.8%	658	0.8%	
Hispanic American Indian or Alaska Native	469	1.3%	999	1.3%	1,068	1.3%	
Hispanic Asian	63	0.2%	121	0.2%	127	0.2%	
Hispanic Hawaiian or Pacific Islander	52	0.1%	102	0.1%	110	0.1%	
Hispanic Other Race	10,719	30.2%	23,168	31.0%	25,496	31.2%	
Hispanic Two or More Races	12,720	35.8%	26,461	35.4%	29,065	35.6%	
Not Hispanic or Latino Population (2020)	33,152	50.4%	53,919	44.2%	57,418	43.5%	
Hispanic or Latino Population (2020)	32,691	49.6%	68,139	55.8%	74,519	56.5%	
Not Hispanic or Latino Population (2010)	37,183	58.5%	54,110	50.3%	57,099	49.8%	
Hispanic or Latino Population (2010)	26,354	41.5%	53,395	49.7%	57,636	50.2%	
Not Hispanic or Latino Population (2030)	26,472	41.2%	54,684	40.4%	58,695	39.9%	
Hispanic or Latino Population (2030)	37,841	58.8%	80,778	59.6%	88,317	60.1%	
Projected Annual Growth (2025-2030)	2,352	1.3%	5,983	1.6%	6,634	1.6%	
Historical Annual Growth (2010-2020)	6,336	2.4%	14,744	2.8%	16,883	2.9%	

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Winwood Town Center		3 mi radius		5 mi radius		7 mi radius	
Odessa, TX 79762							
Total Age Distribution (2025)							
Total Population	63,026			126,456			136,780
Age Under 5 Years	5,259	8.3%		10,852	8.6%		11,723 8.6%
Age 5 to 9 Years	5,039	8.0%		10,606	8.4%		11,541 8.4%
Age 10 to 14 Years	5,037	8.0%		10,182	8.1%		11,034 8.1%
Age 15 to 19 Years	4,858	7.7%		9,535	7.5%		10,355 7.6%
Age 20 to 24 Years	4,616	7.3%		8,822	7.0%		9,567 7.0%
Age 25 to 29 Years	4,402	7.0%		9,035	7.1%		9,784 7.2%
Age 30 to 34 Years	4,909	7.8%		10,350	8.2%		11,206 8.2%
Age 35 to 39 Years	4,494	7.1%		9,616	7.6%		10,452 7.6%
Age 40 to 44 Years	4,102	6.5%		8,462	6.7%		9,168 6.7%
Age 45 to 49 Years	3,566	5.7%		7,096	5.6%		7,696 5.6%
Age 50 to 54 Years	3,237	5.1%		6,433	5.1%		6,930 5.1%
Age 55 to 59 Years	2,963	4.7%		5,846	4.6%		6,326 4.6%
Age 60 to 64 Years	3,085	4.9%		5,846	4.6%		6,302 4.6%
Age 65 to 69 Years	2,563	4.1%		4,883	3.9%		5,244 3.8%
Age 70 to 74 Years	1,897	3.0%		3,495	2.8%		3,744 2.7%
Age 75 to 79 Years	1,315	2.1%		2,444	1.9%		2,617 1.9%
Age 80 to 84 Years	872	1.4%		1,503	1.2%		1,581 1.2%
Age 85 Years or Over	809	1.3%		1,450	1.1%		1,509 1.1%
Median Age	31.6			31.3			31.2
Age 19 Years or Less	20,193	32.0%		41,174	32.6%		44,653 32.6%
Age 20 to 64 Years	35,375	56.1%		71,507	56.5%		77,432 56.6%
Age 65 Years or Over	7,457	11.8%		13,775	10.9%		14,695 10.7%
Female Age Distribution (2025)							
Female Population	30,416	48.3%		61,584	48.7%		66,468 48.6%
Age Under 5 Years	2,515	8.3%		5,257	8.5%		5,691 8.6%
Age 5 to 9 Years	2,414	7.9%		5,131	8.3%		5,582 8.4%
Age 10 to 14 Years	2,481	8.2%		4,973	8.1%		5,357 8.1%
Age 15 to 19 Years	2,188	7.2%		4,482	7.3%		4,873 7.3%
Age 20 to 24 Years	2,043	6.7%		4,115	6.7%		4,470 6.7%
Age 25 to 29 Years	2,104	6.9%		4,375	7.1%		4,725 7.1%
Age 30 to 34 Years	2,265	7.4%		4,862	7.9%		5,244 7.9%
Age 35 to 39 Years	2,123	7.0%		4,512	7.3%		4,887 7.4%
Age 40 to 44 Years	1,934	6.4%		3,998	6.5%		4,294 6.5%
Age 45 to 49 Years	1,713	5.6%		3,438	5.6%		3,719 5.6%
Age 50 to 54 Years	1,586	5.2%		3,162	5.1%		3,413 5.1%
Age 55 to 59 Years	1,510	5.0%		2,975	4.8%		3,211 4.8%
Age 60 to 64 Years	1,537	5.1%		2,937	4.8%		3,168 4.8%
Age 65 to 69 Years	1,306	4.3%		2,475	4.0%		2,650 4.0%
Age 70 to 74 Years	1,043	3.4%		1,904	3.1%		2,028 3.1%
Age 75 to 79 Years	708	2.3%		1,299	2.1%		1,392 2.1%
Age 80 to 84 Years	504	1.7%		882	1.4%		919 1.4%
Age 85 Years or Over	443	1.5%		807	1.3%		843 1.3%
Female Median Age	32.5			31.9			31.8
Age 19 Years or Less	9,599	31.6%		19,843	32.2%		21,504 32.4%
Age 20 to 64 Years	16,815	55.3%		34,374	55.8%		37,131 55.9%
Age 65 Years or Over	4,003	13.2%		7,366	12.0%		7,834 11.8%

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Odessa, TX 79762							
Male Age Distribution (2025)							
Male Population	32,609	51.7%	64,872	51.3%	70,312	51.4%	
Age Under 5 Years	2,744	8.4%	5,595	8.6%	6,031	8.6%	
Age 5 to 9 Years	2,624	8.0%	5,475	8.4%	5,960	8.5%	
Age 10 to 14 Years	2,556	7.8%	5,209	8.0%	5,677	8.1%	
Age 15 to 19 Years	2,670	8.2%	5,053	7.8%	5,482	7.8%	
Age 20 to 24 Years	2,574	7.9%	4,707	7.3%	5,097	7.2%	
Age 25 to 29 Years	2,298	7.0%	4,660	7.2%	5,059	7.2%	
Age 30 to 34 Years	2,645	8.1%	5,489	8.5%	5,962	8.5%	
Age 35 to 39 Years	2,371	7.3%	5,105	7.9%	5,566	7.9%	
Age 40 to 44 Years	2,168	6.6%	4,464	6.9%	4,874	6.9%	
Age 45 to 49 Years	1,853	5.7%	3,658	5.6%	3,977	5.7%	
Age 50 to 54 Years	1,651	5.1%	3,271	5.0%	3,517	5.0%	
Age 55 to 59 Years	1,453	4.5%	2,870	4.4%	3,115	4.4%	
Age 60 to 64 Years	1,548	4.7%	2,909	4.5%	3,133	4.5%	
Age 65 to 69 Years	1,257	3.9%	2,408	3.7%	2,593	3.7%	
Age 70 to 74 Years	855	2.6%	1,592	2.5%	1,716	2.4%	
Age 75 to 79 Years	607	1.9%	1,145	1.8%	1,225	1.7%	
Age 80 to 84 Years	368	1.1%	621	1.0%	662	0.9%	
Age 85 Years or Over	366	1.1%	643	1.0%	665	0.9%	
Male Median Age	30.9		30.8		30.7		
Age 19 Years or Less	10,595	32.5%	21,331	32.9%	23,150	32.9%	
Age 20 to 64 Years	18,561	56.9%	37,133	57.2%	40,301	57.3%	
Age 65 Years or Over	3,454	10.6%	6,408	9.9%	6,861	9.8%	
Males per 100 Females (2025)							
Overall Comparison	107		105		106		
Age Under 5 Years	109	52.2%	106	51.6%	106	51.4%	
Age 5 to 9 Years	109	52.1%	107	51.6%	107	51.6%	
Age 10 to 14 Years	103	50.7%	105	51.2%	106	51.4%	
Age 15 to 19 Years	122	55.0%	113	53.0%	113	52.9%	
Age 20 to 24 Years	126	55.8%	114	53.4%	114	53.3%	
Age 25 to 29 Years	109	52.2%	107	51.6%	107	51.7%	
Age 30 to 34 Years	117	53.9%	113	53.0%	114	53.2%	
Age 35 to 39 Years	112	52.8%	113	53.1%	114	53.2%	
Age 40 to 44 Years	112	52.9%	112	52.8%	114	53.2%	
Age 45 to 49 Years	108	52.0%	106	51.5%	107	51.7%	
Age 50 to 54 Years	104	51.0%	103	50.8%	103	50.7%	
Age 55 to 59 Years	96	49.0%	96	49.1%	97	49.2%	
Age 60 to 64 Years	101	50.2%	99	49.8%	99	49.7%	
Age 65 to 69 Years	96	49.1%	97	49.3%	98	49.5%	
Age 70 to 74 Years	82	45.0%	84	45.5%	85	45.8%	
Age 75 to 79 Years	86	46.2%	88	46.8%	88	46.8%	
Age 80 to 84 Years	73	42.2%	70	41.3%	72	41.9%	
Age 85 Years or Over	83	45.3%	80	44.3%	79	44.1%	
Age 19 Years or Less	110	52.5%	107	51.8%	108	51.8%	
Age 20 to 39 Years	116	53.7%	112	52.8%	112	52.9%	
Age 40 to 64 Years	105	51.2%	104	51.0%	105	51.1%	
Age 65 Years or Over	86	46.3%	87	46.5%	88	46.7%	

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Winwood Town Center		3 mi radius		5 mi radius		7 mi radius		
Odessa, TX 79762								
Household Type (2025)								
Total Households	22,520			44,304			47,584	
Households with Children	7,905	35.1%		16,766	37.8%		18,223	38.3%
Average Household Size	2.7			2.8			2.8	
Household Density per Square Mile	797			564			309	
Population Family	49,426	78.4%		102,056	80.7%		111,132	81.2%
Population Non-Family	12,290	19.5%		22,373	17.7%		23,442	17.1%
Population Group Quarters	1,310	2.1%		2,027	1.6%		2,206	1.6%
Family Households	13,910	61.8%		28,581	64.5%		31,109	65.4%
Married Couple Households	9,216	66.3%		19,285	67.5%		21,102	67.8%
Other Family Households with Children	4,693	33.7%		9,297	32.5%		10,007	32.2%
Family Households with Children	7,890	56.7%		16,734	58.5%		18,189	58.5%
Married Couple with Children	5,174	65.6%		11,129	66.5%		12,135	66.7%
Other Family Households with Children	2,716	34.4%		5,605	33.5%		6,055	33.3%
Family Households No Children	6,020	43.3%		11,847	41.5%		12,920	41.5%
Married Couple No Children	4,042	67.1%		8,156	68.8%		8,967	69.4%
Other Family Households No Children	1,978	32.9%		3,691	31.2%		3,952	30.6%
Non-Family Households	8,610	38.2%		15,723	35.5%		16,474	34.6%
Non-Family Households with Children	16	0.2%		32	0.2%		34	0.2%
Non-Family Households No Children	8,594	99.8%		15,691	99.8%		16,441	99.8%
Average Family Household Size	3.6			3.6			3.6	
Average Family Income	\$114,082			\$117,859			\$118,397	
Median Family Income	\$92,436			\$93,936			\$93,901	
Average Non-Family Household Size	1.4			1.4			1.4	
Marital Status (2025)								
Population Age 15 Years or Over	47,691			94,817			102,482	
Never Married	13,882	29.1%		27,137	28.6%		29,125	28.4%
Currently Married	25,714	53.9%		52,792	55.7%		57,316	55.9%
Previously Married	8,095	17.0%		14,887	15.7%		16,040	15.7%
Separated	857	10.6%		2,072	13.9%		2,188	13.6%
Widowed	2,076	25.6%		3,601	24.2%		3,826	23.9%
Divorced	5,162	63.8%		9,215	61.9%		10,026	62.5%
Educational Attainment (2025)								
Adult Population Age 25 Years or Over	38,216			76,460			82,559	
Elementary (Grade Level 0 to 8)	2,774	7.3%		6,285	8.2%		6,943	8.4%
Some High School (Grade Level 9 to 11)	3,525	9.2%		7,260	9.5%		8,071	9.8%
High School Graduate	11,636	30.4%		23,751	31.1%		25,851	31.3%
Some College	8,817	23.1%		17,382	22.7%		18,600	22.5%
Associate Degree Only	3,657	9.6%		7,211	9.4%		7,671	9.3%
Bachelor Degree Only	5,633	14.7%		9,837	12.9%		10,408	12.6%
Graduate Degree	2,175	5.7%		4,733	6.2%		5,016	6.1%
Any College (Some College or Higher)	20,281	53.1%		39,164	51.2%		41,694	50.5%
College Degree + (Bachelor Degree or Higher)	7,807	20.4%		14,570	19.1%		15,424	18.7%

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Odessa, TX 79762								
Housing								
Total Housing Units (2025)			28,434		55,419		59,533	
Total Housing Units (2020)			27,820		50,884		54,686	
Historical Annual Growth (2020-2025)			614 -		4,535 -		4,847 -	
Housing Units Occupied (2025)			22,520 79.2%		44,304 79.9%		47,584 79.9%	
Housing Units Owner-Occupied			13,518 60.0%		27,654 62.4%		30,042 63.1%	
Housing Units Renter-Occupied			9,002 40.0%		16,650 37.6%		17,542 36.9%	
Housing Units Vacant (2025)			5,914 20.8%		11,115 20.1%		11,949 20.1%	
Household Size (2025)								
Total Households			22,520		44,304		47,584	
1 Person Households			6,867 30.5%		12,508 28.2%		13,091 27.5%	
2 Person Households			6,189 27.5%		12,253 27.7%		13,229 27.8%	
3 Person Households			3,502 15.6%		7,012 15.8%		7,611 16.0%	
4 Person Households			3,033 13.5%		6,405 14.5%		6,943 14.6%	
5 Person Households			1,725 7.7%		3,625 8.2%		3,961 8.3%	
6 Person Households			760 3.4%		1,592 3.6%		1,744 3.7%	
7 or More Person Households			443 2.0%		910 2.1%		1,005 2.1%	
Household Income Distribution (2025)								
HH Income \$200,000 or More			1,642 7.3%		3,608 8.1%		3,950 8.3%	
HH Income \$150,000 to \$199,999			2,150 9.5%		4,081 9.2%		4,381 9.2%	
HH Income \$125,000 to \$149,999			1,526 6.8%		3,376 7.6%		3,640 7.6%	
HH Income \$100,000 to \$124,999			2,848 12.6%		5,210 11.8%		5,560 11.7%	
HH Income \$75,000 to \$99,999			2,906 12.9%		5,562 12.6%		5,870 12.3%	
HH Income \$50,000 to \$74,999			3,663 16.3%		6,838 15.4%		7,429 15.6%	
HH Income \$35,000 to \$49,999			2,741 12.2%		5,544 12.5%		5,898 12.4%	
HH Income \$25,000 to \$34,999			1,559 6.9%		3,151 7.1%		3,460 7.3%	
HH Income \$15,000 to \$24,999			1,250 5.6%		2,426 5.5%		2,590 5.4%	
HH Income \$10,000 to \$14,999			901 4.0%		1,754 4.0%		1,822 3.8%	
HH Income Under \$10,000			1,333 5.9%		2,754 6.2%		2,984 6.3%	
Household Vehicles (2025)								
Households 0 Vehicles Available			1,439 6.4%		2,902 6.6%		2,998 6.3%	
Households 1 Vehicle Available			8,089 35.9%		15,566 35.1%		16,422 34.5%	
Households 2 Vehicles Available			8,335 37.0%		16,283 36.8%		17,645 37.1%	
Households 3 or More Vehicles Available			4,658 20.7%		9,554 21.6%		10,518 22.1%	
Total Vehicles Available			40,640		80,690		87,665	
Average Vehicles per Household			1.8		1.8		1.8	
Owner-Occupied Household Vehicles			29,247 72.0%		59,283 73.5%		64,808 73.9%	
Average Vehicles per Owner-Occupied Household			2.2		2.1		2.2	
Renter-Occupied Household Vehicles			11,393 28.0%		21,407 26.5%		22,857 26.1%	
Average Vehicles per Renter-Occupied Household			1.3		1.3		1.3	
Travel Time (2025)								
Worker Base Age 16 years or Over			32,161		62,299		67,035	
Travel to Work in 14 Minutes or Less			11,030 34.3%		19,698 31.6%		20,941 31.2%	
Travel to Work in 15 to 29 Minutes			13,981 43.5%		27,057 43.4%		29,154 43.5%	
Travel to Work in 30 to 59 Minutes			3,932 12.2%		9,952 16.0%		10,858 16.2%	
Travel to Work in 60 Minutes or More			1,989 6.2%		3,376 5.4%		3,697 5.5%	
Work at Home			1,229 3.8%		2,216 3.6%		2,384 3.6%	
Average Minutes Travel to Work			16.9		18.1		18.2	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 31.8916/-102.3488

Winwood Town Center							
Odessa, TX 79762		3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2025)							
Worker Base Age 16 years or Over	32,161		62,299		67,035		
Drive to Work Alone	26,125	81.2%	50,956	81.8%	54,941	82.0%	
Drive to Work in Carpool	3,906	12.1%	7,399	11.9%	7,891	11.8%	
Travel to Work by Public Transportation	99	0.3%	191	0.3%	192	0.3%	
Drive to Work on Motorcycle	-	-	8	-	9	-	
Bicycle to Work	20	-	110	0.2%	112	0.2%	
Walk to Work	410	1.3%	701	1.1%	764	1.1%	
Other Means	372	1.2%	718	1.2%	742	1.1%	
Work at Home	1,229	3.8%	2,216	3.6%	2,384	3.6%	
Daytime Demographics (2025)							
Total Businesses	3,011		5,604		6,395		
Total Employees	27,664		54,276		62,825		
Company Headquarter Businesses	102	3.4%	221	3.9%	260	4.1%	
Company Headquarter Employees	6,163	22.3%	10,222	18.8%	11,396	18.1%	
Employee Population per Business	9.2	to 1	9.7	to 1	9.8	to 1	
Residential Population per Business	20.9	to 1	22.6	to 1	21.4	to 1	
Adj. Daytime Demographics Age 16 Years or Over	42,224		84,797		96,103		
Labor Force							
Labor Population Age 16 Years or Over (2025)	46,773		92,912		100,412		
Labor Force Total Males (2025)	24,175	51.7%	47,597	51.2%	51,553	51.3%	
Male Civilian Employed	19,094	79.0%	36,682	77.1%	39,630	76.9%	
Male Civilian Unemployed	376	1.6%	977	2.1%	1,021	2.0%	
Males in Armed Forces	50	0.2%	85	0.2%	92	0.2%	
Males Not in Labor Force	4,656	19.3%	9,853	20.7%	10,810	21.0%	
Labor Force Total Females (2025)	22,598	48.3%	45,315	48.8%	48,859	48.7%	
Female Civilian Employed	13,069	57.8%	25,624	56.5%	27,413	56.1%	
Female Civilian Unemployed	817	3.6%	1,358	3.0%	1,449	3.0%	
Females in Armed Forces	-	-	-	-	-	-	
Females Not in Labor Force	8,712	38.6%	18,332	40.5%	19,998	40.9%	
Unemployment Rate	1,193	2.6%	2,335	2.5%	2,470	2.5%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	32,161		62,299		67,035		
Occupation Total Males	19,092	59.4%	36,675	58.9%	39,622	59.1%	
Occupation Total Females	13,069	40.6%	25,624	41.1%	27,413	40.9%	
Management, Business, Financial Operations	3,728	-	7,338	11.8%	7,734	11.5%	
Professional, Related	4,982	15.5%	10,096	16.2%	10,753	16.0%	
Service	5,336	16.6%	10,651	17.1%	11,402	17.0%	
Sales, Office	7,354	22.9%	12,996	20.9%	13,825	20.6%	
Farming, Fishing, Forestry	-	-	4	-	5	-	
Construction, Extraction, Maintenance	5,142	16.0%	10,365	16.6%	11,400	17.0%	
Production, Transport, Material Moving	5,619	17.5%	10,849	17.4%	11,916	17.8%	
White Collar Workers	16,064	49.9%	30,430	48.8%	32,312	48.2%	
Blue Collar Workers	16,097	50.1%	31,869	51.2%	34,723	51.8%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 31.8916/-102.3488

Winwood Town Center		3 mi radius		5 mi radius		7 mi radius	
Odessa, TX 79762							
Units In Structure (2025)							
Total Units	22,520			44,304		47,584	
1 Detached Unit	14,365	63.8%		28,795	65.0%	30,495	64.1%
1 Attached Unit	479	2.1%		1,039	2.3%	1,135	2.4%
2 Units	258	1.1%		428	1.0%	443	0.9%
3 to 4 Units	945	4.2%		1,426	3.2%	1,441	3.0%
5 to 9 Units	1,801	8.0%		2,698	6.1%	2,732	5.7%
10 to 19 Units	1,517	6.7%		3,061	6.9%	3,242	6.8%
20 to 49 Units	716	3.2%		1,594	3.6%	1,630	3.4%
50 or More Units	1,222	5.4%		2,251	5.1%	2,315	4.9%
Mobile Home or Trailer	1,092	4.8%		2,729	6.2%	3,818	8.0%
Other Structure	125	0.6%		282	0.6%	331	0.7%
Homes Built By Year (2025)							
Homes Built 2020 or later	712	2.5%		2,441	4.4%	2,703	4.5%
Homes Built 2010 to 2019	2,057	7.2%		7,579	13.7%	8,192	13.8%
Homes Built 2000 to 2009	1,462	5.1%		3,766	6.8%	4,195	7.0%
Homes Built 1990 to 1999	1,882	6.6%		3,357	6.1%	3,779	6.3%
Homes Built 1980 to 1989	3,124	11.0%		5,319	9.6%	5,869	9.9%
Homes Built 1970 to 1979	3,641	12.8%		5,838	10.5%	6,161	10.3%
Homes Built 1960 to 1969	2,240	7.9%		3,413	6.2%	3,578	6.0%
Homes Built 1950 to 1959	5,771	20.3%		8,991	16.2%	9,284	15.6%
Homes Built 1940 to 1949	1,170	4.1%		2,412	4.4%	2,554	4.3%
Homes Built Before 1939	459	1.6%		1,188	2.1%	1,269	2.1%
Median Age of Homes	48.3	yrs		42.8	yrs	42.3	yrs
Home Values (2025)							
Owner Specified Housing Units	13,518			27,654		30,042	
Home Values \$1,000,000 or More	61	0.5%		322	1.2%	355	1.2%
Home Values \$750,000 to \$999,999	66	0.5%		259	0.9%	278	0.9%
Home Values \$500,000 to \$749,999	452	3.3%		1,397	5.1%	1,620	5.4%
Home Values \$400,000 to \$499,999	745	5.5%		1,432	5.2%	1,579	5.3%
Home Values \$300,000 to \$399,999	1,486	11.0%		3,875	14.0%	4,182	13.9%
Home Values \$250,000 to \$299,999	2,277	16.8%		4,992	18.1%	5,308	17.7%
Home Values \$200,000 to \$249,999	1,810	13.4%		3,065	11.1%	3,267	10.9%
Home Values \$175,000 to \$199,999	1,364	10.1%		1,998	7.2%	2,068	6.9%
Home Values \$150,000 to \$174,999	1,454	10.8%		2,235	8.1%	2,385	7.9%
Home Values \$125,000 to \$149,999	538	4.0%		848	3.1%	910	3.0%
Home Values \$100,000 to \$124,999	831	6.1%		1,719	6.2%	1,942	6.5%
Home Values \$90,000 to \$99,999	156	1.2%		342	1.2%	395	1.3%
Home Values \$80,000 to \$89,999	313	2.3%		691	2.5%	752	2.5%
Home Values \$70,000 to \$79,999	137	1.0%		368	1.3%	417	1.4%
Home Values \$60,000 to \$69,999	390	2.9%		868	3.1%	916	3.0%
Home Values \$50,000 to \$59,999	348	2.6%		621	2.2%	673	2.2%
Home Values \$35,000 to \$49,999	183	1.4%		291	1.1%	301	1.0%
Home Values \$25,000 to \$34,999	105	0.8%		353	1.3%	478	1.6%
Home Values \$10,000 to \$24,999	333	2.5%		799	2.9%	866	2.9%
Home Values Under \$10,000	467	3.5%		1,179	4.3%	1,352	4.5%
Owner-Occupied Median Home Value	\$211,630			\$220,971		\$219,695	
Renter-Occupied Median Rent	\$1,108			\$1,100		\$1,093	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 31.8916/-102.3488

Winwood Town Center Odessa, TX 79762		3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure		\$2.19 B	\$4.38 B	\$4.72 B
Total Non-Retail Expenditure		\$1.07 B	\$2.13 B	\$2.3 B
Total Retail Expenditure		\$1.12 B	\$2.25 B	\$2.43 B
Alcoholic Beverages		\$13.55 M	\$27.14 M	\$29.26 M
Apparel		\$41.43 M	\$83.12 M	\$89.64 M
Contributions		\$68.81 M	\$137.33 M	\$147.91 M
Education		\$49.57 M	\$99.07 M	\$106.73 M
Entertainment		\$128.61 M	\$258.08 M	\$278.3 M
Food Away From Home		\$98.24 M	\$196.96 M	\$212.36 M
Grocery		\$154.76 M	\$312.51 M	\$337.48 M
Health Care		\$143.57 M	\$280.31 M	\$301.07 M
Household Furnishings and Equipment		\$59.13 M	\$118.48 M	\$127.73 M
Household Operations		\$42.13 M	\$84.74 M	\$91.43 M
Miscellaneous Expenses		\$38.16 M	\$76.38 M	\$82.32 M
Personal Care		\$29.98 M	\$60.46 M	\$65.27 M
Shelter		\$367.36 M	\$732.56 M	\$788.52 M
Tax and Retirement		\$481.25 M	\$964.9 M	\$1.04 B
Tobacco and Related		\$12.7 M	\$25.91 M	\$28.03 M
Transportation		\$350.4 M	\$698.53 M	\$755.08 M
Utilities		\$110.9 M	\$224.07 M	\$242.01 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure		\$8,106	\$8,240	\$8,271
Total Non-Retail Expenditure		\$3,944 48.7%	\$4,008 48.6%	\$4,022 48.6%
Total Retail Expenditures		\$4,162 51.3%	\$4,231 51.4%	\$4,250 51.4%
Alcoholic Beverages		\$50 0.6%	\$51 0.6%	\$51 0.6%
Apparel		\$153 1.9%	\$156 1.9%	\$157 1.9%
Contributions		\$255 3.1%	\$258 3.1%	\$259 3.1%
Education		\$183 2.3%	\$186 2.3%	\$187 2.3%
Entertainment		\$476 5.9%	\$485 5.9%	\$487 5.9%
Food Away From Home		\$364 4.5%	\$370 4.5%	\$372 4.5%
Grocery		\$573 7.1%	\$588 7.1%	\$591 7.1%
Health Care		\$531 6.6%	\$527 6.4%	\$527 6.4%
Household Furnishings and Equipment		\$219 2.7%	\$223 2.7%	\$224 2.7%
Household Operations		\$156 1.9%	\$159 1.9%	\$160 1.9%
Miscellaneous Expenses		\$141 1.7%	\$144 1.7%	\$144 1.7%
Personal Care		\$111 1.4%	\$114 1.4%	\$114 1.4%
Shelter		\$1,359 16.8%	\$1,378 16.7%	\$1,381 16.7%
Tax and Retirement		\$1,781 22.0%	\$1,815 22.0%	\$1,821 22.0%
Tobacco and Related		\$47 0.6%	\$49 0.6%	\$49 0.6%
Transportation		\$1,297 16.0%	\$1,314 15.9%	\$1,322 16.0%
Utilities		\$410 5.1%	\$421 5.1%	\$424 5.1%