
Effective Buying Income

By Odessa Admin

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Money goes a lot farther in Odessa—your capital investment and your customer's buying power.

Ector County

131,842

City of Odessa

96,948

Number of Households

47,701

Sources: **Demographics USA County Edition 2009

Ector County

Midland County

Number of Households

47,701

48,123

Effective Buying Income

Total EBI (\$000)

2,353,818

2,883,760

Median Household EBI

38,527

43,538

Average Household EBI

49,345

59,925

Per Capita EBI

17,853

22,244

Sources: **Demographics USA County Edition 2009

Note: EBI – Effective Buying Income is defined as money income less personal tax payments or “disposable” or “after tax” income.