
Effective Buying Income

By Odessa Admin

Published: 06/16/2009 - 17:33

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

Ector County

137,130

City of Odessa

99,940

Number of Households

48,259

Source: 2010 US Census

2009 (awaiting figures for 2010)

Ector County

Midland County

Number of Households

48,259

48,787

Effective Buying Income

Total EBI (\$000)

2,422,353

3,047,695

Median Household EBI

39,388

45,599

Average Household EBI

50,195

62,469

Per Capita EBI

20,080

28,476

Sources: **Demographics USA County Edition 2010

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