



# Retail Demand Outlook

2 ZIP Codes  
77327 (Cleveland) et al.  
Geography: ZIP Code

Prepared July 2025 by Lone Star College

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Shared Roots (G1)	32.7%	Population	66,088	75,874
Southern Satellites (I6)	31.6%	Households	20,512	23,378
Mobile Meadows (E4)	7.8%	Families	15,288	17,294
Rural Versatility (E5)	6.0%	Median Age	34.6	35.5
Scenic Byways (I2)	5.7%	Median Household Income	\$70,728	\$77,391
		2025	2030	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$38,843,008	\$47,913,657	\$9,070,649
Men's		\$7,533,139	\$9,294,593	\$1,761,454
Women's		\$12,960,230	\$15,970,656	\$3,010,426
Children's		\$5,921,820	\$7,310,872	\$1,389,052
Footwear		\$9,049,724	\$11,163,772	\$2,114,048
Watches & Jewelry		\$2,687,273	\$3,320,007	\$632,734
Apparel Products and Services (1)		\$690,822	\$853,757	\$162,935
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,474,202	\$4,288,431	\$814,229
Portable Memory		\$53,363	\$65,841	\$12,478
Computer Software		\$234,687	\$290,153	\$55,466
Computer Accessories		\$295,304	\$364,772	\$69,468
<b>Entertainment &amp; Recreation</b>		\$63,613,447	\$78,406,137	\$14,792,690
Fees and Admissions		\$12,675,934	\$15,644,168	\$2,968,234
Membership Fees for Clubs (2)		\$4,204,854	\$5,190,101	\$985,247
Fees for Participant Sports, excl. Trips		\$2,360,259	\$2,908,137	\$547,878
Tickets to Theatre/Operas/Concerts		\$1,448,112	\$1,789,791	\$341,679
Tickets to Movies		\$544,097	\$673,371	\$129,274
Tickets to Parks or Museums		\$627,635	\$773,658	\$146,023
Admission to Sporting Events, excl. Trips		\$1,377,229	\$1,697,392	\$320,163
Fees for Recreational Lessons		\$2,097,756	\$2,591,888	\$494,132
Dating Services		\$15,992	\$19,831	\$3,839
TV/Video/Audio		\$20,992,363	\$25,864,892	\$4,872,529
Cable and Satellite Television Services		\$11,274,304	\$13,866,434	\$2,592,130
Televisions		\$1,945,481	\$2,399,899	\$454,418
Satellite Dishes		\$25,775	\$31,918	\$6,143
VCRs, Video Cameras, and DVD Players		\$79,447	\$97,480	\$18,033
Miscellaneous Video Equipment		\$1,067,979	\$1,320,648	\$252,669
Video Cassettes and DVDs		\$72,584	\$89,534	\$16,950
Video Game Hardware/Accessories		\$777,656	\$961,103	\$183,447
Video Game Software		\$325,648	\$403,428	\$77,780
Rental/Streaming/Downloaded Video		\$3,192,210	\$3,941,496	\$749,286
Installation of Televisions		\$18,199	\$22,395	\$4,196
Audio (3)		\$2,167,825	\$2,674,754	\$506,929
Rental and Repair of TV/Radio/Sound Equipment		\$45,255	\$55,804	\$10,549
Pets		\$17,097,332	\$21,052,169	\$3,954,837
Toys/Games/Crafts/Hobbies (4)		\$2,731,798	\$3,368,324	\$636,526
Recreational Vehicles and Fees (5)		\$2,865,231	\$3,528,303	\$663,072
Sports/Recreation/Exercise Equipment (6)		\$4,006,744	\$4,938,503	\$931,759
Photo Equipment and Supplies (7)		\$902,427	\$1,115,363	\$212,936
Reading (8)		\$1,708,923	\$2,110,292	\$401,369
Catered Affairs (9)		\$632,696	\$784,123	\$151,427
<b>Food</b>		\$191,917,082	\$236,564,101	\$44,647,019
Food at Home		\$123,166,946	\$151,770,438	\$28,603,492
Bakery and Cereal Products		\$15,976,932	\$19,681,451	\$3,704,519
Meats, Poultry, Fish, and Eggs		\$26,164,106	\$32,250,916	\$6,086,810
Dairy Products		\$12,375,722	\$15,247,618	\$2,871,896
Fruits and Vegetables		\$20,340,459	\$25,080,361	\$4,739,902
Snacks and Other Food at Home (10)		\$48,309,727	\$59,510,091	\$11,200,364
Food Away from Home		\$68,750,136	\$84,793,664	\$16,043,528
Alcoholic Beverages		\$9,802,666	\$12,090,243	\$2,287,577

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$591,600,408	\$728,209,676	\$136,609,268
Value of Retirement Plans	\$2,067,756,964	\$2,545,212,522	\$477,455,558
Value of Other Financial Assets	\$207,233,561	\$254,726,344	\$47,492,783
Vehicle Loan Amount excluding Interest	\$64,260,035	\$79,229,934	\$14,969,899
Value of Credit Card Debt	\$47,496,434	\$58,575,676	\$11,079,242
<b>Health</b>			
Nonprescription Drugs	\$3,511,016	\$4,317,064	\$806,048
Prescription Drugs	\$6,971,656	\$8,576,116	\$1,604,460
Eyeglasses and Contact Lenses	\$1,975,989	\$2,435,580	\$459,591
<b>Home</b>			
Mortgage Payment and Basics (11)	\$203,846,240	\$251,116,492	\$47,270,252
Maintenance and Remodeling Services	\$71,129,294	\$87,517,199	\$16,387,905
Maintenance and Remodeling Materials (12)	\$14,094,449	\$17,328,181	\$3,233,732
Utilities, Fuel, and Public Services	\$105,973,298	\$130,507,921	\$24,534,623
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,949,205	\$2,405,222	\$456,017
Furniture	\$14,399,196	\$17,745,700	\$3,346,504
Rugs	\$548,860	\$676,701	\$127,841
Major Appliances (14)	\$8,725,817	\$10,747,136	\$2,021,319
Housewares (15)	\$1,638,151	\$2,018,367	\$380,216
Small Appliances	\$1,325,355	\$1,637,117	\$311,762
Luggage	\$349,379	\$430,975	\$81,596
Telephones and Accessories	\$1,266,364	\$1,559,889	\$293,525
<b>Household Operations</b>			
Child Care	\$7,999,010	\$9,870,842	\$1,871,832
Lawn and Garden (16)	\$10,984,690	\$13,495,490	\$2,510,800
Moving/Storage/Freight Express	\$1,885,903	\$2,332,404	\$446,501
Housekeeping Supplies (17)	\$14,930,038	\$18,378,932	\$3,448,894
<b>Insurance</b>			
Owners and Renters Insurance	\$15,627,658	\$19,211,760	\$3,584,102
Vehicle Insurance	\$40,581,848	\$49,994,923	\$9,413,075
Life/Other Insurance	\$10,879,716	\$13,383,201	\$2,503,485
Health Insurance	\$84,476,084	\$103,966,804	\$19,490,720
Personal Care Products (18)	\$10,121,220	\$12,481,371	\$2,360,151
Educational Books/Supplies/Other Expenditures	\$1,459,029	\$1,802,216	\$343,187
Smoking Products	\$9,158,934	\$11,256,414	\$2,097,480
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$55,289,120	\$68,087,961	\$12,798,841
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$66,101,195	\$81,403,892	\$15,302,697
Vehicle Maintenance and Repairs	\$22,730,783	\$28,017,057	\$5,286,274
<b>Travel</b>			
Airline Fares	\$11,372,582	\$14,044,278	\$2,671,696
Lodging on Trips	\$15,695,053	\$19,327,707	\$3,632,654
Auto/Truck Rental on Trips	\$1,730,663	\$2,135,168	\$404,505
Food and Drink on Trips	\$12,157,536	\$14,985,859	\$2,828,323

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

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<b>Demographic Summary</b>		<b>2025</b>	<b>2030</b>
Population		66,088	75,874
Population 18+		47,986	56,740
Households		20,512	23,378
Median Household Income		\$70,728	\$77,391

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	30,977	64.5%	102
Bought Women`s Clothing/12 Mo	24,819	51.7%	99
Bought Shoes/12 Mo	36,660	76.4%	101
Bought Fine Jewelry/12 Mo	10,924	22.8%	104
Bought Watch/12 Mo	6,231	13.0%	101
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	18,412	89.8%	100
HH Bought or Leased New Vehicle/12 Mo	1,571	7.7%	90
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	43,202	90.0%	101
Bought or Changed Motor Oil/12 Mo	28,637	59.7%	110
Had Vehicle Tune-Up/12 Mo	10,732	22.4%	97
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	22,980	47.9%	126
Drank Beer or Ale/6 Mo	16,072	33.5%	90
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	2,663	5.5%	65
Own Digital SLR Camera or Camcorder	2,843	5.9%	61
Printed Digital Photos/12 Mo	10,533	21.9%	88
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	18,266	38.1%	110
Have a Smartphone	44,562	92.9%	99
Have Android Phone (Any Brand) Smartphone	20,642	43.0%	115
Have Apple iPhone Smartphone	25,366	52.9%	90
HH Owns 1 Cell Phone	5,078	24.8%	82
HH Owns 2 Cell Phones	7,302	35.6%	92
HH Owns 3+ Cell Phones	7,532	36.7%	127
HH Has Cell Phone Only (No Landline Telephone)	15,801	77.0%	102
<b>Computers (Households)</b>			
HH Owns Computer	14,959	72.9%	88
HH Owns Desktop Computer	6,790	33.1%	89
HH Owns Laptop or Notebook	12,273	59.8%	87
HH Owns Apple/Mac Brand Computer	3,926	19.1%	77
HH Owns PC/Non-Apple Brand Computer	13,022	63.5%	92
HH Purchased Most Recent Home Computer at Store	6,742	32.9%	94
HH Purchased Most Recent Home Computer Online	4,490	21.9%	81
HH Spent \$1-499 on Most Recent Home Computer	2,606	12.7%	98
HH Spent \$500-999 on Most Recent Home Computer	3,038	14.8%	84
HH Spent \$1K-1499 on Most Recent Home Computer	1,761	8.6%	77
HH Spent \$1500-1999 on Most Recent Home Computer	593	2.9%	71
HH Spent \$2K+ on Most Recent Home Computer	848	4.1%	66

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	33,202	69.2%	105
Bought Brewed Coffee at C-Store/30 Days	6,465	13.5%	107
Bought Cigarettes at C-Store/30 Days	3,505	7.3%	128
Bought Gas at C-Store/30 Days	22,289	46.5%	113
Spent \$1-19 at C-Store/30 Days	2,554	5.3%	84
Spent \$20-39 at C-Store/30 Days	4,005	8.3%	103
Spent \$40-50 at C-Store/30 Days	2,916	6.1%	96
Spent \$51-99 at C-Store/30 Days	2,652	5.5%	104
Spent \$100+ at C-Store/30 Days	14,515	30.3%	123
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	24,567	51.2%	96
Went to Live Theater/12 Mo	4,125	8.6%	74
Went to Bar or Night Club/12 Mo	7,470	15.6%	80
Dined Out/12 Mo	22,376	46.6%	83
Gambled at Casino/12 Mo	5,562	11.6%	90
Visited Theme Park/12 Mo	9,025	18.8%	100
Viewed Movie (Video-on-Demand)/30 Days	2,901	6.0%	74
Viewed TV Show (Video-on-Demand)/30 Days	2,147	4.5%	81
Used Internet to Download Movie/30 Days	3,271	6.8%	101
Downloaded Individual Song/6 Mo	8,845	18.4%	101
Used Internet to Watch Movie/30 Days	16,508	34.4%	98
Used Internet to Watch TV Program/30 Days	8,817	18.4%	81
Played (Console) Video or Electronic Game/12 Mo	6,506	13.6%	106
Played (Portable) Video or Electronic Game/12 Mo	3,746	7.8%	107
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	14,046	29.3%	83
Used ATM or Cash Machine/12 Mo	26,986	56.2%	93
Own Any Stock	3,752	7.8%	57
Own U.S. Savings Bonds	2,067	4.3%	57
Own Shares in Mutual Fund (Stocks)	3,133	6.5%	54
Own Shares in Mutual Fund (Bonds)	2,061	4.3%	56
Have Interest Checking Account	13,298	27.7%	74
Have Non-Interest Checking Account	16,185	33.7%	93
Have Savings Account	29,579	61.6%	86
Have 401(k) Retirement Savings Plan	8,980	18.7%	77
Own or Used Any Credit/Debit Card/12 Mo	41,916	87.3%	95
Avg \$1-110 Monthly Credit Card Expenditures	8,619	18.0%	92
Avg \$111-225 Monthly Credit Card Expenditures	4,851	10.1%	82
Avg \$226-450 Monthly Credit Card Expenditures	3,622	7.5%	90
Avg \$451-700 Monthly Credit Card Expenditures	3,815	8.0%	91
Avg \$701-1000 Monthly Credit Card Expenditures	3,108	6.5%	83
Avg \$1001-2000 Monthly Credit Card Expenditures	3,465	7.2%	63
Avg \$2001+ Monthly Credit Card Expenditures	3,719	7.8%	58
Did Banking Online/12 Mo	22,503	46.9%	84
Did Banking by Mobile Device/12 Mo	21,397	44.6%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	19,589	95.5%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	16,000	78.0%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	3,886	18.9%	95
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	11,699	57.0%	100
HH Used Fresh Fruit or Vegetables/6 Mo	18,336	89.4%	99
HH Used Fresh Milk/6 Mo	17,704	86.3%	105
HH Used Organic Food/6 Mo	4,674	22.8%	92
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	19,713	41.1%	90
Exercise at Club 2+ Times/Wk	4,899	10.2%	77
Visited Doctor/12 Mo	35,189	73.3%	92
Used Vitamins or Dietary Supplements/6 Mo	29,238	60.9%	93
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	6,774	33.0%	97
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	5,429	26.5%	78
HH Purchased Low Ticket HH Furnishing/12 Mo	4,038	19.7%	94
HH Purchased Big Ticket HH Furnishing/12 Mo	4,800	23.4%	98
HH Bought Small Kitchen Appliance/12 Mo	5,096	24.8%	109
HH Purchased Large Appliance/12 Mo	3,630	17.7%	99
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	20,499	42.7%	85
Personally Carry Any Med/Hosp/Accident Insur	35,933	74.9%	88
Homeowner Carries Home/Personal Property Insurance	24,294	50.6%	86
Renter Carries Home/Pers Property Insurance	4,858	10.1%	76
HH Has 1 Vehicle Covered w/Auto Insurance	6,266	30.6%	95
HH Has 2 Vehicles Covered w/Auto Insurance	6,440	31.4%	102
HH Has 3+ Vehicles Covered w/Auto Insurance	5,518	26.9%	106
<b>Pets (Households)</b>			
HH Owns Any Pet	12,064	58.8%	114
HH Owns Cat	5,439	26.5%	111
HH Owns Dog	9,940	48.5%	127
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	7,649	15.9%	100
Buying American Is Important: 4-Agr Cmpl	13,199	27.5%	100
Buy Based on Quality Not Price: 4-Agr Cmpl	6,449	13.4%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	5,138	10.7%	87
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	5,197	10.8%	109
Will Pay More for Env Safe Prods: 4-Agr Cmpl	4,961	10.3%	95
Buy Based on Price Not Brands: 4-Agr Cmpl	14,121	29.4%	108
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	7,012	14.6%	82
Bought Hardcover Book/12 Mo	10,422	21.7%	84
Bought Paperback Book/12 Mo	13,827	28.8%	85
Read Daily Newspaper (Paper Version)	2,421	5.0%	72
Read Digital Newspaper/30 Days	23,745	49.5%	91
Read Magazine (Paper/Electronic Vers)/6 Mo	41,127	85.7%	99

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<b>Restaurants (Adults)</b>			
Went to Family Restrnrt/SteakHse/6 Mo	34,783	72.5%	100
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	11,900	24.8%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	44,713	93.2%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	21,782	45.4%	114
Ordered Eat-In Fast Food/6 Mo	17,071	35.6%	107
Ordered Home Delivery Fast Food/6 Mo	5,912	12.3%	100
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	24,249	50.5%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	9,117	19.0%	83
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	25,162	52.4%	93
Own E-Reader	5,243	10.9%	67
Own E-Reader/Tablet: Apple iPad	13,960	29.1%	80
HH Owns Smart TV	7,878	38.4%	93
Own Portable MP3 Player	2,874	6.0%	78
HH Owns 1 TV	3,476	16.9%	86
HH Owns 2 TVs	5,648	27.5%	99
HH Owns 3 TVs	4,907	23.9%	109
HH Owns 4+ TVs	4,681	22.8%	104
HH Subscribes to Cable TV	4,415	21.5%	76
HH Subscribes to Fiber Optic TV	282	1.4%	42
HH Owns Portable GPS Device	2,889	14.1%	85
HH Purchased Video Game System/12 Mo	1,442	7.0%	99
HH Owns Internet Video Device for TV	10,191	49.7%	95
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	24,470	51.0%	82
Took 3+ Domestic Non-Business Trips/12 Mo	6,816	14.2%	78
Spent \$1-999 on Domestic Vacations/12 Mo	4,576	9.5%	87
Spent \$1K-1499 on Domestic Vacations/12 Mo	2,849	5.9%	86
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,010	4.2%	88
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,997	4.2%	74
Spent \$3K+ on Domestic Vacations/12 Mo	3,830	8.0%	67
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,388	5.0%	78
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	11,337	23.6%	78
Took 3+ Foreign Trips by Plane/3 Yrs	1,653	3.4%	62
Spent \$1-999 on Foreign Vacations/12 Mo	1,698	3.5%	83
Spent \$1K-2999 on Foreign Vacations/12 Mo	1,927	4.0%	93
Spent \$3K+ on Foreign Vacations/12 Mo	2,809	5.8%	61
Used General Travel Site: Foreign Trip/3 Yrs	1,590	3.3%	62
Spent Night at Hotel or Motel/12 Mo	21,382	44.6%	82
Took Cruise of More Than One Day/3 Yrs	3,053	6.4%	72
Member of Frequent Flyer Program	6,897	14.4%	52
Member of Hotel Rewards Program	9,791	20.4%	69

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.



# Cleveland, TX

