



Retail Market Potential

1911 Kermit Hwy, Odessa, Texas, 79761
 Ring: 1 mile radius

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

Demographic Summary	2023	2028
Population	13,344	13,382
Population 18+	9,467	9,438
Households	4,728	4,789
Median Household Income	\$48,495	\$52,618

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,997	63.3%	103
Bought Women`s Clothing/12 Mo	5,105	53.9%	104
Bought Shoes/12 Mo	7,219	76.3%	102
Bought Fine Jewelry/12 Mo	2,003	21.2%	103
Bought Watch/12 Mo	1,312	13.9%	100
Automobiles (Households)			
HH Owns or Leases Any Vehicle	4,326	91.5%	100
HH Bought or Leased New Vehicle/12 Mo	425	9.0%	89
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	8,572	90.5%	100
Bought or Changed Motor Oil/12 Mo	5,463	57.7%	112
Had Vehicle Tune-Up/12 Mo	2,422	25.6%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,605	48.6%	132
Drank Beer or Ale/6 Mo	3,441	36.3%	92
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	751	7.9%	72
Own Digital SLR Camera or Camcorder	722	7.6%	71
Printed Digital Photos/12 Mo	2,170	22.9%	85
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,627	38.3%	110
Have a Smartphone	8,810	93.1%	99
Have Android Phone (Any Brand) Smartphone	4,256	45.0%	116
Have Apple iPhone Smartphone	4,773	50.4%	89
HH Owns 1 Cell Phone	1,255	26.5%	87
HH Owns 2 Cell Phones	1,432	30.3%	77
HH Owns 3+ Cell Phones	1,934	40.9%	142
HH Has Cell Phone Only (No Landline Telephone)	3,206	67.8%	99
Computers (Households)			
HH Owns Computer	3,563	75.4%	88
HH Owns Desktop Computer	1,610	34.1%	85
HH Owns Laptop or Notebook	2,920	61.8%	88
HH Owns Apple/Mac Brand Computer	996	21.1%	87
HH Owns PC/Non-Apple Brand Computer	2,976	62.9%	89
HH Purchased Most Recent Home Computer at Store	1,603	33.9%	87
HH Purchased Most Recent Home Computer Online	1,047	22.1%	81
HH Spent \$1-499 on Most Recent Home Computer	782	16.5%	105
HH Spent \$500-999 on Most Recent Home Computer	716	15.1%	74
HH Spent \$1K-1499 on Most Recent Home Computer	431	9.1%	75
HH Spent \$1500-1999 on Most Recent Home Computer	112	2.4%	51
HH Spent \$2K+ on Most Recent Home Computer	185	3.9%	72

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 2023 and 2028.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	6,265	66.2%	104
Bought Brewed Coffee at C-Store/30 Days	1,337	14.1%	117
Bought Cigarettes at C-Store/30 Days	731	7.7%	126
Bought Gas at C-Store/30 Days	4,056	42.8%	109
Spent \$1-19 at C-Store/30 Days	657	6.9%	94
Spent \$20-39 at C-Store/30 Days	938	9.9%	101
Spent \$40-50 at C-Store/30 Days	655	6.9%	89
Spent \$51-99 at C-Store/30 Days	577	6.1%	100
Spent \$100+ at C-Store/30 Days	2,409	25.4%	122
Entertainment (Adults)			
Attended Movie/6 Mo	3,633	38.4%	104
Went to Live Theater/12 Mo	443	4.7%	69
Went to Bar or Night Club/12 Mo	1,346	14.2%	88
Dined Out/12 Mo	4,121	43.5%	83
Gambled at Casino/12 Mo	991	10.5%	98
Visited Theme Park/12 Mo	1,258	13.3%	114
Viewed Movie (Video-on-Demand)/30 Days	669	7.1%	64
Viewed TV Show (Video-on-Demand)/30 Days	533	5.6%	74
Used Internet to Download Movie/30 Days	489	5.2%	86
Downloaded Individual Song/6 Mo	1,840	19.4%	97
Used Internet to Watch Movie/30 Days	3,242	34.2%	100
Used Internet to Watch TV Program/30 Days	1,779	18.8%	85
Played (Console) Video or Electronic Game/12 Mo	1,280	13.5%	105
Played (Portable) Video or Electronic Game/12 Mo	649	6.9%	103
Financial (Adults)			
Have 1st Home Mortgage	2,904	30.7%	81
Used ATM or Cash Machine/12 Mo	5,853	61.8%	98
Own Any Stock	789	8.3%	56
Own U.S. Savings Bonds	413	4.4%	61
Own Shares in Mutual Fund (Stocks)	599	6.3%	46
Own Shares in Mutual Fund (Bonds)	426	4.5%	53
Have Interest Checking Account	2,337	24.7%	63
Have Non-Interest Checking Account	3,436	36.3%	96
Have Savings Account	6,217	65.7%	89
Have 401(k) Retirement Savings Plan	1,784	18.8%	77
Own or Used Any Credit/Debit Card/12 Mo	8,415	88.9%	96
Avg \$1-110 Monthly Credit Card Expenditures	1,149	12.1%	106
Avg \$111-225 Monthly Credit Card Expenditures	710	7.5%	98
Avg \$226-450 Monthly Credit Card Expenditures	1,085	11.5%	124
Avg \$451-700 Monthly Credit Card Expenditures	628	6.6%	72
Avg \$701-1000 Monthly Credit Card Expenditures	618	6.5%	80
Avg \$1001-2000 Monthly Credit Card Expenditures	750	7.9%	67
Avg \$2001+ Monthly Credit Card Expenditures	438	4.6%	42
Did Banking Online/12 Mo	4,639	49.0%	83
Did Banking by Mobile Device/12 Mo	3,905	41.2%	86

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	4,531	95.8%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	3,348	70.8%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	567	12.0%	81
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,896	61.3%	102
HH Used Fresh Fruit or Vegetables/6 Mo	4,067	86.0%	97
HH Used Fresh Milk/6 Mo	4,062	85.9%	104
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,896	61.3%	89
Health (Adults)			
Exercise at Home 2+ Times/Wk	4,102	43.3%	88
Exercise at Club 2+ Times/Wk	770	8.1%	69
Visited Doctor/12 Mo	7,067	74.6%	93
Used Vitamins or Dietary Supplements/6 Mo	5,914	62.5%	94
Home (Households)			
HH Did Home Improvement/12 Mo	1,692	35.8%	91
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,135	24.0%	79
HH Purchased Low Ticket HH Furnishing/12 Mo	1,035	21.9%	89
HH Purchased Big Ticket HH Furnishing/12 Mo	1,235	26.1%	92
HH Bought Small Kitchen Appliance/12 Mo	1,281	27.1%	104
HH Bought Large Kitchen Appliance/12 Mo	830	17.6%	108
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,773	39.9%	78
Personally Carry Any Med/Hosp/Accident Insur	7,026	74.2%	87
Homeowner Carries Home/Personal Property Insurance	4,841	51.1%	83
Renter Carries Home/Pers Property Insurance	1,161	12.3%	103
HH Has 1 Vehicle Covered w/Auto Insurance	1,420	30.0%	98
HH Has 2 Vehicles Covered w/Auto Insurance	1,591	33.7%	103
HH Has 3+ Vehicles Covered w/Auto Insurance	1,200	25.4%	96
Pets (Households)			
HH Owns Cat	977	20.7%	89
HH Owns Dog	2,123	44.9%	114
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,820	19.2%	103
Buying American Is Important: 4-Agr Cmpl	2,759	29.1%	91
Buy Based on Quality Not Price: 4-Agr Cmpl	1,447	15.3%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,219	12.9%	101
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	949	10.0%	91
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,162	12.3%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	2,914	30.8%	113
Am Interested in How to Help Env: 4-Agr Cmpl	1,820	19.2%	103
Reading (Adults)			
Bought Digital Book/12 Mo	1,419	15.0%	79
Bought Hardcover Book/12 Mo	1,961	20.7%	76
Bought Paperback Book/12 Mo	2,652	28.0%	82
Read Daily Newspaper (Paper Version)	1,434	15.1%	99
Read Digital Newspaper/30 Days	4,235	44.7%	88
Read Magazine (Paper/Electronic Vers)/6 Mo	8,054	85.1%	98

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	6,292	66.5%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,842	19.5%	95
Went to Fast Food/Drive-In Restaurant/6 Mo	8,715	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,286	45.3%	116
Ordered Eat-In Fast Food/6 Mo	2,119	22.4%	109
Ordered Home Delivery Fast Food/6 Mo	1,720	18.2%	136
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,480	57.9%	99
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,859	19.6%	88
Television & Electronics (Adults/Households)			
Own Tablet	5,119	54.1%	92
Own E-Reader	858	9.1%	63
Own E-Reader/Tablet: Apple iPad	2,773	29.3%	79
HH Owns Internet Connectable TV	1,867	39.5%	92
Own Portable MP3 Player	980	10.4%	93
HH Owns 1 TV	808	17.1%	94
HH Owns 2 TVs	1,323	28.0%	99
HH Owns 3 TVs	1,140	24.1%	105
HH Owns 4+ TVs	974	20.6%	91
HH Subscribes to Cable TV	1,353	28.6%	84
HH Subscribes to Fiber Optic TV	193	4.1%	78
HH Owns Portable GPS Device	739	15.6%	75
HH Purchased Video Game System/12 Mo	538	11.4%	142
HH Owns Internet Video Device for TV	2,273	48.1%	91
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	4,061	42.9%	80
Took 3+ Domestic Non-Business Trips/12 Mo	1,028	10.9%	78
Spent \$1-999 on Domestic Vacations/12 Mo	1,074	11.3%	83
Spent \$1K-1499 on Domestic Vacations/12 Mo	375	4.0%	62
Spent \$1500-1999 on Domestic Vacations/12 Mo	259	2.7%	72
Spent \$2K-2999 on Domestic Vacations/12 Mo	274	2.9%	73
Spent \$3K+ on Domestic Vacations/12 Mo	415	4.4%	66
Used Intrnt Travel Site for Domestic Trip/12 Mo	445	4.7%	84
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,683	28.3%	86
Took 3+ Foreign Trips by Plane/3 Yrs	546	5.8%	79
Spent \$1-999 on Foreign Vacations/12 Mo	493	5.2%	67
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	312	3.3%	108
Spent \$3K+ on Foreign Vacations/12 Mo	404	4.3%	101
Used General Travel Site: Foreign Trip/3 Yrs	440	4.6%	73
Spent Night at Hotel or Motel/12 Mo	3,567	37.7%	83
Took Cruise of More Than One Day/3 Yrs	561	5.9%	59
Member of Frequent Flyer Program	1,635	17.3%	63
Member of Hotel Rewards Program	1,732	18.3%	63

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Demographic Summary	2023	2028
Population	48,728	49,319
Population 18+	34,719	35,159
Households	17,088	17,440
Median Household Income	\$53,491	\$57,415

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	21,925	63.1%	103
Bought Women`s Clothing/12 Mo	18,617	53.6%	103
Bought Shoes/12 Mo	26,434	76.1%	102
Bought Fine Jewelry/12 Mo	7,190	20.7%	101
Bought Watch/12 Mo	5,112	14.7%	106
Automobiles (Households)			
HH Owns or Leases Any Vehicle	15,567	91.1%	100
HH Bought or Leased New Vehicle/12 Mo	1,556	9.1%	90
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	31,586	91.0%	101
Bought or Changed Motor Oil/12 Mo	19,996	57.6%	112
Had Vehicle Tune-Up/12 Mo	8,575	24.7%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	16,150	46.5%	126
Drank Beer or Ale/6 Mo	13,008	37.5%	94
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	2,749	7.9%	72
Own Digital SLR Camera or Camcorder	2,689	7.7%	72
Printed Digital Photos/12 Mo	8,315	23.9%	89
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	13,103	37.7%	108
Have a Smartphone	32,359	93.2%	100
Have Android Phone (Any Brand) Smartphone	15,505	44.7%	116
Have Apple iPhone Smartphone	17,655	50.9%	90
HH Owns 1 Cell Phone	4,828	28.3%	93
HH Owns 2 Cell Phones	5,707	33.4%	85
HH Owns 3+ Cell Phones	6,212	36.4%	126
HH Has Cell Phone Only (No Landline Telephone)	11,749	68.8%	100
Computers (Households)			
HH Owns Computer	13,246	77.5%	90
HH Owns Desktop Computer	6,020	35.2%	88
HH Owns Laptop or Notebook	10,895	63.8%	91
HH Owns Apple/Mac Brand Computer	3,415	20.0%	83
HH Owns PC/Non-Apple Brand Computer	11,192	65.5%	92
HH Purchased Most Recent Home Computer at Store	5,993	35.1%	90
HH Purchased Most Recent Home Computer Online	3,832	22.4%	82
HH Spent \$1-499 on Most Recent Home Computer	2,891	16.9%	107
HH Spent \$500-999 on Most Recent Home Computer	2,736	16.0%	79
HH Spent \$1K-1499 on Most Recent Home Computer	1,610	9.4%	78
HH Spent \$1500-1999 on Most Recent Home Computer	493	2.9%	63
HH Spent \$2K+ on Most Recent Home Computer	697	4.1%	76

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	23,276	67.0%	105
Bought Brewed Coffee at C-Store/30 Days	4,800	13.8%	115
Bought Cigarettes at C-Store/30 Days	2,545	7.3%	120
Bought Gas at C-Store/30 Days	15,232	43.9%	111
Spent \$1-19 at C-Store/30 Days	2,198	6.3%	86
Spent \$20-39 at C-Store/30 Days	3,440	9.9%	101
Spent \$40-50 at C-Store/30 Days	2,463	7.1%	91
Spent \$51-99 at C-Store/30 Days	2,404	6.9%	113
Spent \$100+ at C-Store/30 Days	8,794	25.3%	121
Entertainment (Adults)			
Attended Movie/6 Mo	12,715	36.6%	99
Went to Live Theater/12 Mo	1,756	5.1%	74
Went to Bar or Night Club/12 Mo	5,035	14.5%	89
Dined Out/12 Mo	15,763	45.4%	87
Gambled at Casino/12 Mo	3,353	9.7%	90
Visited Theme Park/12 Mo	4,608	13.3%	114
Viewed Movie (Video-on-Demand)/30 Days	2,547	7.3%	66
Viewed TV Show (Video-on-Demand)/30 Days	1,887	5.4%	72
Used Internet to Download Movie/30 Days	1,732	5.0%	83
Downloaded Individual Song/6 Mo	6,590	19.0%	94
Used Internet to Watch Movie/30 Days	11,712	33.7%	99
Used Internet to Watch TV Program/30 Days	6,697	19.3%	87
Played (Console) Video or Electronic Game/12 Mo	4,540	13.1%	102
Played (Portable) Video or Electronic Game/12 Mo	2,243	6.5%	97
Financial (Adults)			
Have 1st Home Mortgage	11,276	32.5%	85
Used ATM or Cash Machine/12 Mo	21,295	61.3%	97
Own Any Stock	3,110	9.0%	60
Own U.S. Savings Bonds	1,739	5.0%	70
Own Shares in Mutual Fund (Stocks)	2,501	7.2%	53
Own Shares in Mutual Fund (Bonds)	1,632	4.7%	55
Have Interest Checking Account	9,538	27.5%	70
Have Non-Interest Checking Account	12,976	37.4%	98
Have Savings Account	23,163	66.7%	90
Have 401(k) Retirement Savings Plan	6,703	19.3%	79
Own or Used Any Credit/Debit Card/12 Mo	31,218	89.9%	97
Avg \$1-110 Monthly Credit Card Expenditures	4,280	12.3%	108
Avg \$111-225 Monthly Credit Card Expenditures	2,644	7.6%	99
Avg \$226-450 Monthly Credit Card Expenditures	3,655	10.5%	114
Avg \$451-700 Monthly Credit Card Expenditures	2,673	7.7%	84
Avg \$701-1000 Monthly Credit Card Expenditures	2,355	6.8%	83
Avg \$1001-2000 Monthly Credit Card Expenditures	2,874	8.3%	70
Avg \$2001+ Monthly Credit Card Expenditures	1,914	5.5%	50
Did Banking Online/12 Mo	17,507	50.4%	86
Did Banking by Mobile Device/12 Mo	14,708	42.4%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	16,251	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	12,001	70.2%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	1,993	11.7%	79
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	10,515	61.5%	102
HH Used Fresh Fruit or Vegetables/6 Mo	14,792	86.6%	98
HH Used Fresh Milk/6 Mo	14,575	85.3%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	10,515	61.5%	88
Health (Adults)			
Exercise at Home 2+ Times/Wk	15,381	44.3%	90
Exercise at Club 2+ Times/Wk	3,126	9.0%	77
Visited Doctor/12 Mo	26,038	75.0%	94
Used Vitamins or Dietary Supplements/6 Mo	21,967	63.3%	96
Home (Households)			
HH Did Home Improvement/12 Mo	6,448	37.7%	96
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	4,176	24.4%	80
HH Purchased Low Ticket HH Furnishing/12 Mo	3,740	21.9%	89
HH Purchased Big Ticket HH Furnishing/12 Mo	4,624	27.1%	95
HH Bought Small Kitchen Appliance/12 Mo	4,615	27.0%	103
HH Bought Large Kitchen Appliance/12 Mo	2,862	16.7%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	14,605	42.1%	82
Personally Carry Any Med/Hosp/Accident Insur	26,277	75.7%	89
Homeowner Carries Home/Personal Property Insurance	18,601	53.6%	87
Renter Carries Home/Pers Property Insurance	4,207	12.1%	102
HH Has 1 Vehicle Covered w/Auto Insurance	5,291	31.0%	101
HH Has 2 Vehicles Covered w/Auto Insurance	5,825	34.1%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	4,136	24.2%	92
Pets (Households)			
HH Owns Cat	3,632	21.3%	92
HH Owns Dog	7,302	42.7%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	6,871	19.8%	106
Buying American Is Important: 4-Agr Cmpl	10,481	30.2%	94
Buy Based on Quality Not Price: 4-Agr Cmpl	5,522	15.9%	106
Buy on Credit Rather Than Wait: 4-Agr Cmpl	4,763	13.7%	108
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	3,757	10.8%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	4,382	12.6%	104
Buy Based on Price Not Brands: 4-Agr Cmpl	10,516	30.3%	111
Am Interested in How to Help Env: 4-Agr Cmpl	6,871	19.8%	106
Reading (Adults)			
Bought Digital Book/12 Mo	5,087	14.7%	78
Bought Hardcover Book/12 Mo	7,408	21.3%	79
Bought Paperback Book/12 Mo	9,825	28.3%	83
Read Daily Newspaper (Paper Version)	5,208	15.0%	98
Read Digital Newspaper/30 Days	15,536	44.7%	88
Read Magazine (Paper/Electronic Vers)/6 Mo	29,448	84.8%	97

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 Longitude: -102.37976

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	23,213	66.9%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	6,880	19.8%	96
Went to Fast Food/Drive-In Restaurant/6 Mo	31,824	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	15,294	44.1%	113
Ordered Eat-In Fast Food/6 Mo	7,828	22.5%	110
Ordered Home Delivery Fast Food/6 Mo	5,763	16.6%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	20,523	59.1%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	6,393	18.4%	82
Television & Electronics (Adults/Households)			
Own Tablet	18,864	54.3%	92
Own E-Reader	3,384	9.7%	68
Own E-Reader/Tablet: Apple iPad	10,378	29.9%	80
HH Owns Internet Connectable TV	6,722	39.3%	91
Own Portable MP3 Player	3,459	10.0%	89
HH Owns 1 TV	2,964	17.3%	95
HH Owns 2 TVs	4,733	27.7%	98
HH Owns 3 TVs	4,240	24.8%	108
HH Owns 4+ TVs	3,472	20.3%	90
HH Subscribes to Cable TV	4,997	29.2%	86
HH Subscribes to Fiber Optic TV	705	4.1%	78
HH Owns Portable GPS Device	2,777	16.3%	78
HH Purchased Video Game System/12 Mo	1,551	9.1%	113
HH Owns Internet Video Device for TV	8,164	47.8%	91
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	15,586	44.9%	83
Took 3+ Domestic Non-Business Trips/12 Mo	3,969	11.4%	82
Spent \$1-999 on Domestic Vacations/12 Mo	4,206	12.1%	89
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,613	4.6%	73
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,009	2.9%	76
Spent \$2K-2999 on Domestic Vacations/12 Mo	993	2.9%	72
Spent \$3K+ on Domestic Vacations/12 Mo	1,615	4.7%	70
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,677	4.8%	87
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	9,975	28.7%	87
Took 3+ Foreign Trips by Plane/3 Yrs	1,768	5.1%	70
Spent \$1-999 on Foreign Vacations/12 Mo	1,916	5.5%	71
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,122	3.2%	106
Spent \$3K+ on Foreign Vacations/12 Mo	1,424	4.1%	97
Used General Travel Site: Foreign Trip/3 Yrs	1,463	4.2%	66
Spent Night at Hotel or Motel/12 Mo	13,471	38.8%	86
Took Cruise of More Than One Day/3 Yrs	2,316	6.7%	66
Member of Frequent Flyer Program	6,463	18.6%	67
Member of Hotel Rewards Program	7,118	20.5%	71

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Retail Market Potential

1911 Kermit Hwy, Odessa, Texas, 79761
Ring: 3 mile radius

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

Demographic Summary	2023	2028
Population	81,401	82,995
Population 18+	58,619	59,789
Households	29,034	29,845
Median Household Income	\$53,882	\$58,064

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	36,693	62.6%	102
Bought Women`s Clothing/12 Mo	31,416	53.6%	103
Bought Shoes/12 Mo	44,225	75.4%	101
Bought Fine Jewelry/12 Mo	12,129	20.7%	101
Bought Watch/12 Mo	8,691	14.8%	107
Automobiles (Households)			
HH Owns or Leases Any Vehicle	26,441	91.1%	100
HH Bought or Leased New Vehicle/12 Mo	2,644	9.1%	90
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	53,341	91.0%	101
Bought or Changed Motor Oil/12 Mo	33,175	56.6%	110
Had Vehicle Tune-Up/12 Mo	14,349	24.5%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	26,197	44.7%	121
Drank Beer or Ale/6 Mo	22,272	38.0%	96
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,928	8.4%	77
Own Digital SLR Camera or Camcorder	4,854	8.3%	77
Printed Digital Photos/12 Mo	14,547	24.8%	92
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	21,693	37.0%	106
Have a Smartphone	54,693	93.3%	100
Have Android Phone (Any Brand) Smartphone	25,992	44.3%	115
Have Apple iPhone Smartphone	29,968	51.1%	91
HH Owns 1 Cell Phone	8,469	29.2%	96
HH Owns 2 Cell Phones	10,117	34.8%	89
HH Owns 3+ Cell Phones	9,917	34.2%	119
HH Has Cell Phone Only (No Landline Telephone)	20,127	69.3%	101
Computers (Households)			
HH Owns Computer	22,971	79.1%	92
HH Owns Desktop Computer	10,499	36.2%	90
HH Owns Laptop or Notebook	18,899	65.1%	92
HH Owns Apple/Mac Brand Computer	5,800	20.0%	83
HH Owns PC/Non-Apple Brand Computer	19,474	67.1%	95
HH Purchased Most Recent Home Computer at Store	10,395	35.8%	92
HH Purchased Most Recent Home Computer Online	6,830	23.5%	86
HH Spent \$1-499 on Most Recent Home Computer	4,871	16.8%	106
HH Spent \$500-999 on Most Recent Home Computer	4,968	17.1%	84
HH Spent \$1K-1499 on Most Recent Home Computer	2,845	9.8%	81
HH Spent \$1500-1999 on Most Recent Home Computer	939	3.2%	70
HH Spent \$2K+ on Most Recent Home Computer	1,210	4.2%	77

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	39,281	67.0%	105
Bought Brewed Coffee at C-Store/30 Days	7,880	13.4%	112
Bought Cigarettes at C-Store/30 Days	4,263	7.3%	119
Bought Gas at C-Store/30 Days	25,602	43.7%	111
Spent \$1-19 at C-Store/30 Days	3,792	6.5%	88
Spent \$20-39 at C-Store/30 Days	5,710	9.7%	99
Spent \$40-50 at C-Store/30 Days	4,345	7.4%	95
Spent \$51-99 at C-Store/30 Days	4,127	7.0%	115
Spent \$100+ at C-Store/30 Days	14,390	24.5%	118
Entertainment (Adults)			
Attended Movie/6 Mo	21,235	36.2%	98
Went to Live Theater/12 Mo	3,177	5.4%	79
Went to Bar or Night Club/12 Mo	8,854	15.1%	93
Dined Out/12 Mo	27,411	46.8%	90
Gambled at Casino/12 Mo	5,784	9.9%	92
Visited Theme Park/12 Mo	7,604	13.0%	112
Viewed Movie (Video-on-Demand)/30 Days	4,649	7.9%	72
Viewed TV Show (Video-on-Demand)/30 Days	3,351	5.7%	75
Used Internet to Download Movie/30 Days	2,957	5.0%	84
Downloaded Individual Song/6 Mo	11,376	19.4%	96
Used Internet to Watch Movie/30 Days	19,674	33.6%	98
Used Internet to Watch TV Program/30 Days	11,529	19.7%	89
Played (Console) Video or Electronic Game/12 Mo	7,672	13.1%	102
Played (Portable) Video or Electronic Game/12 Mo	3,813	6.5%	98
Financial (Adults)			
Have 1st Home Mortgage	19,632	33.5%	88
Used ATM or Cash Machine/12 Mo	36,160	61.7%	98
Own Any Stock	5,844	10.0%	67
Own U.S. Savings Bonds	3,253	5.5%	78
Own Shares in Mutual Fund (Stocks)	4,931	8.4%	61
Own Shares in Mutual Fund (Bonds)	3,164	5.4%	63
Have Interest Checking Account	17,566	30.0%	76
Have Non-Interest Checking Account	22,084	37.7%	99
Have Savings Account	40,144	68.5%	93
Have 401(k) Retirement Savings Plan	11,924	20.3%	83
Own or Used Any Credit/Debit Card/12 Mo	53,104	90.6%	98
Avg \$1-110 Monthly Credit Card Expenditures	7,314	12.5%	109
Avg \$111-225 Monthly Credit Card Expenditures	4,556	7.8%	101
Avg \$226-450 Monthly Credit Card Expenditures	5,979	10.2%	110
Avg \$451-700 Monthly Credit Card Expenditures	4,836	8.2%	90
Avg \$701-1000 Monthly Credit Card Expenditures	4,067	6.9%	85
Avg \$1001-2000 Monthly Credit Card Expenditures	5,214	8.9%	76
Avg \$2001+ Monthly Credit Card Expenditures	3,662	6.2%	57
Did Banking Online/12 Mo	30,592	52.2%	89
Did Banking by Mobile Device/12 Mo	25,620	43.7%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	27,558	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	20,298	69.9%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	3,546	12.2%	83
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	17,667	60.8%	101
HH Used Fresh Fruit or Vegetables/6 Mo	25,247	87.0%	98
HH Used Fresh Milk/6 Mo	24,651	84.9%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	17,667	60.8%	89
Health (Adults)			
Exercise at Home 2+ Times/Wk	26,421	45.1%	92
Exercise at Club 2+ Times/Wk	5,542	9.5%	81
Visited Doctor/12 Mo	44,550	76.0%	95
Used Vitamins or Dietary Supplements/6 Mo	37,415	63.8%	97
Home (Households)			
HH Did Home Improvement/12 Mo	11,098	38.2%	97
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	7,334	25.3%	83
HH Purchased Low Ticket HH Furnishing/12 Mo	6,539	22.5%	92
HH Purchased Big Ticket HH Furnishing/12 Mo	8,006	27.6%	97
HH Bought Small Kitchen Appliance/12 Mo	7,749	26.7%	102
HH Bought Large Kitchen Appliance/12 Mo	4,754	16.4%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	25,793	44.0%	86
Personally Carry Any Med/Hosp/Accident Insur	45,592	77.8%	91
Homeowner Carries Home/Personal Property Insurance	32,519	55.5%	90
Renter Carries Home/Pers Property Insurance	7,066	12.1%	101
HH Has 1 Vehicle Covered w/Auto Insurance	9,077	31.3%	102
HH Has 2 Vehicles Covered w/Auto Insurance	9,814	33.8%	103
HH Has 3+ Vehicles Covered w/Auto Insurance	7,013	24.2%	91
Pets (Households)			
HH Owns Cat	6,412	22.1%	96
HH Owns Dog	12,364	42.6%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	11,661	19.9%	107
Buying American Is Important: 4-Agr Cmpl	18,157	31.0%	96
Buy Based on Quality Not Price: 4-Agr Cmpl	9,243	15.8%	105
Buy on Credit Rather Than Wait: 4-Agr Cmpl	7,989	13.6%	107
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	6,533	11.1%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	7,326	12.5%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	17,144	29.2%	108
Am Interested in How to Help Env: 4-Agr Cmpl	11,661	19.9%	107
Reading (Adults)			
Bought Digital Book/12 Mo	8,838	15.1%	80
Bought Hardcover Book/12 Mo	13,332	22.7%	84
Bought Paperback Book/12 Mo	17,398	29.7%	87
Read Daily Newspaper (Paper Version)	8,708	14.9%	97
Read Digital Newspaper/30 Days	26,693	45.5%	90
Read Magazine (Paper/Electronic Vers)/6 Mo	49,739	84.9%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	39,203	66.9%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	11,705	20.0%	97
Went to Fast Food/Drive-In Restaurant/6 Mo	53,700	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	25,254	43.1%	111
Ordered Eat-In Fast Food/6 Mo	13,005	22.2%	108
Ordered Home Delivery Fast Food/6 Mo	9,232	15.7%	117
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	34,943	59.6%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	11,069	18.9%	85
Television & Electronics (Adults/Households)			
Own Tablet	32,215	55.0%	93
Own E-Reader	6,223	10.6%	74
Own E-Reader/Tablet: Apple iPad	17,905	30.5%	82
HH Owns Internet Connectable TV	11,544	39.8%	92
Own Portable MP3 Player	6,031	10.3%	92
HH Owns 1 TV	5,094	17.5%	96
HH Owns 2 TVs	8,118	28.0%	99
HH Owns 3 TVs	7,134	24.6%	107
HH Owns 4+ TVs	5,993	20.6%	92
HH Subscribes to Cable TV	8,843	30.5%	90
HH Subscribes to Fiber Optic TV	1,235	4.3%	81
HH Owns Portable GPS Device	5,003	17.2%	83
HH Purchased Video Game System/12 Mo	2,437	8.4%	105
HH Owns Internet Video Device for TV	14,176	48.8%	93
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	27,142	46.3%	86
Took 3+ Domestic Non-Business Trips/12 Mo	6,853	11.7%	84
Spent \$1-999 on Domestic Vacations/12 Mo	7,293	12.4%	91
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,006	5.1%	80
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,819	3.1%	81
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,826	3.1%	78
Spent \$3K+ on Domestic Vacations/12 Mo	2,834	4.8%	73
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,928	5.0%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	16,954	28.9%	87
Took 3+ Foreign Trips by Plane/3 Yrs	3,039	5.2%	71
Spent \$1-999 on Foreign Vacations/12 Mo	3,398	5.8%	75
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,941	3.3%	108
Spent \$3K+ on Foreign Vacations/12 Mo	2,240	3.8%	90
Used General Travel Site: Foreign Trip/3 Yrs	2,583	4.4%	69
Spent Night at Hotel or Motel/12 Mo	23,491	40.1%	88
Took Cruise of More Than One Day/3 Yrs	4,228	7.2%	71
Member of Frequent Flyer Program	11,574	19.7%	72
Member of Hotel Rewards Program	13,051	22.3%	77

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 2023 and 2028.