



# Retail Demand Outlook

100 N Main St, Midland, Texas, 79701  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99798  
 Longitude: -102.07437

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Southwestern Families (7F)	55.3%	Population	10,040	10,889
Rustbelt Traditions (5D)	20.1%	Households	3,238	3,505
Traditional Living (12B)	11.1%	Families	2,279	2,466
Hardscrabble Road (8G)	8.7%	Median Age	32.2	33.2
Barrios Urbanos (7D)	4.4%	Median Household Income	\$52,194	\$58,941
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$5,832,928	\$7,457,564	\$1,624,636
Men's		\$1,152,493	\$1,474,665	\$322,172
Women's		\$1,858,302	\$2,373,182	\$514,880
Children's		\$960,671	\$1,229,174	\$268,503
Footwear		\$1,357,845	\$1,737,593	\$379,748
Watches & Jewelry		\$336,672	\$429,497	\$92,825
Apparel Products and Services (1)		\$166,945	\$213,453	\$46,508
<b>Computer</b>				
Computers and Hardware for Home Use		\$414,457	\$528,911	\$114,454
Portable Memory		\$11,717	\$14,992	\$3,275
Computer Software		\$25,974	\$33,136	\$7,162
Computer Accessories		\$52,046	\$66,455	\$14,409
<b>Entertainment &amp; Recreation</b>		\$8,247,470	\$10,525,630	\$2,278,160
Fees and Admissions		\$1,629,777	\$2,077,313	\$447,536
Membership Fees for Clubs (2)		\$526,013	\$670,700	\$144,687
Fees for Participant Sports, excl. Trips		\$259,025	\$330,270	\$71,245
Tickets to Theatre/Operas/Concerts		\$153,324	\$194,881	\$41,557
Tickets to Movies		\$154,095	\$197,233	\$43,138
Tickets to Parks or Museums		\$78,908	\$100,653	\$21,745
Admission to Sporting Events, excl. Trips		\$159,884	\$203,631	\$43,747
Fees for Recreational Lessons		\$296,582	\$377,464	\$80,882
Dating Services		\$1,945	\$2,481	\$536
TV/Video/Audio		\$3,427,809	\$4,380,543	\$952,734
Cable and Satellite Television Services		\$2,465,451	\$3,150,802	\$685,351
Televisions		\$317,453	\$406,090	\$88,637
Satellite Dishes		\$4,698	\$6,021	\$1,323
VCRs, Video Cameras, and DVD Players		\$16,891	\$21,606	\$4,715
Miscellaneous Video Equipment		\$80,041	\$102,337	\$22,296
Video Cassettes and DVDs		\$29,015	\$36,971	\$7,956
Video Game Hardware/Accessories		\$78,815	\$100,573	\$21,758
Video Game Software		\$38,808	\$49,458	\$10,650
Rental/Streaming/Downloaded Video		\$121,977	\$155,600	\$33,623
Installation of Televisions		\$2,057	\$2,614	\$557
Audio (3)		\$264,563	\$338,226	\$73,663
Rental and Repair of TV/Radio/Sound Equipment		\$8,041	10,245	\$2,204
Pets		\$1,618,507	\$2,064,917	\$446,410
Toys/Games/Crafts/Hobbies (4)		\$312,193	\$398,202	\$86,009
Recreational Vehicles and Fees (5)		\$295,045	\$375,138	\$80,093
Sports/Recreation/Exercise Equipment (6)		\$535,652	\$683,803	\$148,151
Photo Equipment and Supplies (7)		\$118,129	\$150,316	\$32,187
Reading (8)		\$251,812	\$320,959	\$69,147
Catered Affairs (9)		\$58,547	74,439	\$15,892
<b>Food</b>		\$24,038,802	\$30,724,794	\$6,685,992
Food at Home		\$14,003,372	\$17,896,286	\$3,892,914
Bakery and Cereal Products		\$1,815,875	\$2,319,830	\$503,955
Meats, Poultry, Fish, and Eggs		\$3,216,181	\$4,114,527	\$898,346
Dairy Products		\$1,384,606	\$1,767,876	\$383,270
Fruits and Vegetables		\$2,703,214	\$3,455,106	\$751,892
Snacks and Other Food at Home (10)		\$4,883,496	\$6,238,947	\$1,355,451
Food Away from Home		\$10,035,430	\$12,828,508	\$2,793,078
Alcoholic Beverages		\$1,427,485	\$1,821,791	\$394,306

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$40,157,301	\$50,862,712	\$10,705,411
Value of Retirement Plans	\$202,327,943	\$256,711,032	\$54,383,089
Value of Other Financial Assets	\$14,318,732	\$18,224,227	\$3,905,495
Vehicle Loan Amount excluding Interest	\$8,795,391	\$11,256,147	\$2,460,756
Value of Credit Card Debt	\$5,991,512	\$7,638,694	\$1,647,182
<b>Health</b>			
Nonprescription Drugs	\$390,145	\$498,239	\$108,094
Prescription Drugs	\$981,461	\$1,251,671	\$270,210
Eyeglasses and Contact Lenses	\$220,330	\$280,325	\$59,995
<b>Home</b>			
Mortgage Payment and Basics (11)	\$24,386,844	\$31,073,956	\$6,687,112
Maintenance and Remodeling Services	\$5,106,084	\$6,513,305	\$1,407,221
Maintenance and Remodeling Materials (12)	\$1,235,835	\$1,572,980	\$337,145
Utilities, Fuel, and Public Services	\$14,032,079	\$17,940,056	\$3,907,977
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$265,702	\$339,188	\$73,486
Furniture	\$1,760,791	\$2,251,282	\$490,491
Rugs	\$69,951	\$88,472	\$18,521
Major Appliances (14)	\$1,013,757	\$1,295,884	\$282,127
Housewares (15)	\$280,061	\$357,392	\$77,331
Small Appliances	\$127,086	\$162,287	\$35,201
Luggage	\$35,333	\$45,122	\$9,789
Telephones and Accessories	\$213,525	\$273,817	\$60,292
<b>Household Operations</b>			
Child Care	\$1,193,885	\$1,522,451	\$328,566
Lawn and Garden (16)	\$1,157,400	\$1,476,379	\$318,979
Moving/Storage/Freight Express	\$176,810	\$226,075	\$49,265
Housekeeping Supplies (17)	\$2,090,058	\$2,671,626	\$581,568
<b>Insurance</b>			
Owners and Renters Insurance	\$1,711,872	\$2,187,373	\$475,501
Vehicle Insurance	\$4,524,901	\$5,789,382	\$1,264,481
Life/Other Insurance	\$1,098,600	\$1,398,145	\$299,545
Health Insurance	\$10,450,406	\$13,335,052	\$2,884,646
Personal Care Products (18)	\$1,405,847	\$1,796,257	\$390,410
School Books and Supplies (19)	\$392,197	\$501,148	\$108,951
Smoking Products	\$1,120,162	\$1,429,175	\$309,013
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$7,600,750	\$9,721,680	\$2,120,930
Gasoline and Motor Oil	\$6,677,386	\$8,543,024	\$1,865,638
Vehicle Maintenance and Repairs	\$3,005,137	\$3,835,750	\$830,613
<b>Travel</b>			
Airline Fares	\$1,251,582	\$1,597,388	\$345,806
Lodging on Trips	\$1,411,635	\$1,799,139	\$387,504
Auto/Truck Rental on Trips	\$58,652	\$74,641	\$15,989
Food and Drink on Trips	\$1,266,007	\$1,614,660	\$348,653

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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 civic 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.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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# Retail Demand Outlook

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Southwestern Families (7F)	36.8%	Population	36,964	40,169
Hardscrabble Road (8G)	12.8%	Households	12,459	13,487
NeWest Residents (13C)	8.1%	Families	8,844	9,558
Comfortable Empty Nesters (5A)	7.7%	Median Age	32.0	33.2
Rustbelt Traditions (5D)	7.4%	Median Household Income	\$56,499	\$63,000
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$24,985,022	\$30,733,148	\$5,748,126
Men's		\$4,917,232	\$6,050,743	\$1,133,511
Women's		\$8,000,970	\$9,828,700	\$1,827,730
Children's		\$4,063,335	\$5,004,551	\$941,216
Footwear		\$5,822,297	\$7,171,361	\$1,349,064
Watches & Jewelry		\$1,454,098	\$1,784,638	\$330,540
Apparel Products and Services (1)		\$727,089	\$893,156	\$166,067
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,808,591	\$2,221,580	\$412,989
Portable Memory		\$50,284	\$61,830	\$11,546
Computer Software		\$113,762	\$139,816	\$26,054
Computer Accessories		\$220,672	\$270,938	\$50,266
<b>Entertainment &amp; Recreation</b>		\$35,445,830	\$43,500,113	\$8,054,283
Fees and Admissions		\$7,214,707	\$8,841,513	\$1,626,806
Membership Fees for Clubs (2)		\$2,346,400	\$2,874,741	\$528,341
Fees for Participant Sports, excl. Trips		\$1,118,321	\$1,370,616	\$252,295
Tickets to Theatre/Operas/Concerts		\$703,856	\$861,167	\$157,311
Tickets to Movies		\$663,942	\$817,714	\$153,772
Tickets to Parks or Museums		\$344,773	\$423,432	\$78,659
Admission to Sporting Events, excl. Trips		\$680,585	\$833,124	\$152,539
Fees for Recreational Lessons		\$1,348,362	\$1,650,295	\$301,933
Dating Services		\$8,469	\$10,425	\$1,956
TV/Video/Audio		\$14,413,158	\$17,718,142	\$3,304,984
Cable and Satellite Television Services		\$10,326,211	\$12,690,771	\$2,364,560
Televisions		\$1,334,676	\$1,642,761	\$308,085
Satellite Dishes		\$19,059	\$23,445	\$4,386
VCRs, Video Cameras, and DVD Players		\$71,154	\$87,554	\$16,400
Miscellaneous Video Equipment		\$326,694	\$401,792	\$75,098
Video Cassettes and DVDs		\$125,019	\$153,475	\$28,456
Video Game Hardware/Accessories		\$338,592	\$416,770	\$78,178
Video Game Software		\$170,883	\$210,242	\$39,359
Rental/Streaming/Downloaded Video		\$529,738	\$651,680	\$121,942
Installation of Televisions		\$9,782	\$11,933	\$2,151
Audio (3)		\$1,126,618	\$1,384,997	\$258,379
Rental and Repair of TV/Radio/Sound Equipment		\$34,731	42,723	\$7,992
Pets		\$6,924,303	\$8,491,335	\$1,567,032
Toys/Games/Crafts/Hobbies (4)		\$1,339,053	\$1,644,800	\$305,747
Recreational Vehicles and Fees (5)		\$1,375,586	\$1,678,457	\$302,871
Sports/Recreation/Exercise Equipment (6)		\$2,295,030	\$2,816,380	\$521,350
Photo Equipment and Supplies (7)		\$520,450	\$638,017	\$117,567
Reading (8)		\$1,100,390	\$1,348,793	\$248,403
Catered Affairs (9)		\$263,153	322,675	\$59,522
<b>Food</b>		\$102,580,051	\$126,144,448	\$23,564,397
Food at Home		\$59,801,269	\$73,537,820	\$13,736,551
Bakery and Cereal Products		\$7,775,711	\$9,559,384	\$1,783,673
Meats, Poultry, Fish, and Eggs		\$13,656,843	\$16,807,231	\$3,150,388
Dairy Products		\$5,958,048	\$7,321,603	\$1,363,555
Fruits and Vegetables		\$11,606,729	\$14,272,784	\$2,666,055
Snacks and Other Food at Home (10)		\$20,803,938	\$25,576,818	\$4,772,880
Food Away from Home		\$42,778,782	\$52,606,629	\$9,827,847
Alcoholic Beverages		\$6,197,441	\$7,608,290	\$1,410,849

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$186,043,996	\$226,664,732	\$40,620,736
Value of Retirement Plans	\$891,931,689	\$1,087,680,907	\$195,749,218
Value of Other Financial Assets	\$61,031,155	\$74,689,928	\$13,658,773
Vehicle Loan Amount excluding Interest	\$36,125,043	\$44,448,606	\$8,323,563
Value of Credit Card Debt	\$25,876,180	\$31,743,723	\$5,867,543
<b>Health</b>			
Nonprescription Drugs	\$1,645,933	\$2,021,266	\$375,333
Prescription Drugs	\$4,099,151	\$5,026,209	\$927,058
Eyeglasses and Contact Lenses	\$944,707	\$1,156,934	\$212,227
<b>Home</b>			
Mortgage Payment and Basics (11)	\$103,148,469	\$126,156,695	\$23,008,226
Maintenance and Remodeling Services	\$21,717,376	\$26,569,265	\$4,851,889
Maintenance and Remodeling Materials (12)	\$5,121,218	\$6,260,941	\$1,139,723
Utilities, Fuel, and Public Services	\$58,658,640	\$72,120,883	\$13,462,243
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,136,460	\$1,396,123	\$259,663
Furniture	\$7,389,491	\$9,082,770	\$1,693,279
Rugs	\$305,053	\$371,993	\$66,940
Major Appliances (14)	\$4,201,307	\$5,158,743	\$957,436
Housewares (15)	\$1,192,220	\$1,463,371	\$271,151
Small Appliances	\$550,337	\$676,738	\$126,401
Luggage	\$153,710	\$188,857	\$35,147
Telephones and Accessories	\$931,565	\$1,147,857	\$216,292
<b>Household Operations</b>			
Child Care	\$5,222,824	\$6,410,737	\$1,187,913
Lawn and Garden (16)	\$4,893,644	\$5,991,851	\$1,098,207
Moving/Storage/Freight Express	\$777,715	\$958,019	\$180,304
Housekeeping Supplies (17)	\$8,822,066	\$10,844,673	\$2,022,607
<b>Insurance</b>			
Owners and Renters Insurance	\$6,919,393	\$8,485,519	\$1,566,126
Vehicle Insurance	\$18,942,472	\$23,306,775	\$4,364,303
Life/Other Insurance	\$4,709,297	\$5,760,345	\$1,051,048
Health Insurance	\$44,007,514	\$53,993,352	\$9,985,838
Personal Care Products (18)	\$5,947,760	\$7,313,054	\$1,365,294
School Books and Supplies (19)	\$1,721,082	\$2,116,476	\$395,394
Smoking Products	\$4,726,965	\$5,811,646	\$1,084,681
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$31,324,774	\$38,520,032	\$7,195,258
Gasoline and Motor Oil	\$27,977,576	\$34,432,322	\$6,454,746
Vehicle Maintenance and Repairs	\$12,926,205	\$15,873,777	\$2,947,572
<b>Travel</b>			
Airline Fares	\$5,543,726	\$6,800,129	\$1,256,403
Lodging on Trips	\$6,185,047	\$7,572,766	\$1,387,719
Auto/Truck Rental on Trips	\$259,053	\$317,242	\$58,189
Food and Drink on Trips	\$5,535,233	\$6,785,863	\$1,250,630

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- (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.
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# Retail Demand Outlook

100 N Main St, Midland, Texas, 79701  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99798  
 Longitude: -102.07437

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Southwestern Families (7F)	24.1%	Population	60,925	65,794
Barrios Urbanos (7D)	10.5%	Households	20,879	22,475
Comfortable Empty Nesters (5A)	10.4%	Families	14,971	16,075
Hardscrabble Road (8G)	7.6%	Median Age	33.4	34.4
Rustbelt Traditions (5D)	5.9%	Median Household Income	\$65,322	\$73,670
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$45,992,510	\$55,817,560	\$9,825,050
Men's		\$9,043,258	\$10,978,670	\$1,935,412
Women's		\$14,914,546	\$18,079,563	\$3,165,017
Children's		\$7,352,259	\$8,931,854	\$1,579,595
Footwear		\$10,585,835	\$12,862,097	\$2,276,262
Watches & Jewelry		\$2,740,617	\$3,322,059	\$581,442
Apparel Products and Services (1)		\$1,355,995	\$1,643,317	\$287,322
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,383,825	\$4,101,214	\$717,389
Portable Memory		\$94,169	\$114,257	\$20,088
Computer Software		\$209,215	\$253,659	\$44,444
Computer Accessories		\$411,378	\$498,371	\$86,993
<b>Entertainment &amp; Recreation</b>		\$67,196,732	\$81,438,946	\$14,242,214
Fees and Admissions		\$13,855,325	\$16,760,484	\$2,905,159
Membership Fees for Clubs (2)		\$4,531,066	\$5,479,848	\$948,782
Fees for Participant Sports, excl. Trips		\$2,146,468	\$2,597,655	\$451,187
Tickets to Theatre/Operas/Concerts		\$1,378,986	\$1,665,977	\$286,991
Tickets to Movies		\$1,214,399	\$1,474,795	\$260,396
Tickets to Parks or Museums		\$646,420	\$783,434	\$137,014
Admission to Sporting Events, excl. Trips		\$1,288,032	\$1,556,615	\$268,583
Fees for Recreational Lessons		\$2,634,789	\$3,183,750	\$548,961
Dating Services		\$15,165	\$18,409	\$3,244
TV/Video/Audio		\$26,644,122	\$32,332,154	\$5,688,032
Cable and Satellite Television Services		\$19,130,489	\$23,211,716	\$4,081,227
Televisions		\$2,439,082	\$2,962,532	\$523,450
Satellite Dishes		\$35,316	\$42,903	\$7,587
VCRs, Video Cameras, and DVD Players		\$131,275	\$159,385	\$28,110
Miscellaneous Video Equipment		\$590,378	\$716,429	\$126,051
Video Cassettes and DVDs		\$236,025	\$286,061	\$50,036
Video Game Hardware/Accessories		\$611,085	\$741,955	\$130,870
Video Game Software		\$314,189	\$381,465	\$67,276
Rental/Streaming/Downloaded Video		\$979,319	\$1,188,803	\$209,484
Installation of Televisions		\$20,233	\$24,431	\$4,198
Audio (3)		\$2,093,528	\$2,539,600	\$446,072
Rental and Repair of TV/Radio/Sound Equipment		\$63,202	76,874	\$13,672
Pets		\$13,411,276	\$16,257,776	\$2,846,500
Toys/Games/Crafts/Hobbies (4)		\$2,496,363	\$3,026,814	\$530,451
Recreational Vehicles and Fees (5)		\$2,831,572	\$3,423,193	\$591,621
Sports/Recreation/Exercise Equipment (6)		\$4,341,551	\$5,259,790	\$918,239
Photo Equipment and Supplies (7)		\$999,742	\$1,210,705	\$210,963
Reading (8)		\$2,117,486	\$2,563,765	\$446,279
Catered Affairs (9)		\$499,296	604,264	\$104,968
<b>Food</b>		\$189,925,427	\$230,500,657	\$40,575,230
Food at Home		\$110,914,587	\$134,623,696	\$23,709,109
Bakery and Cereal Products		\$14,451,600	\$17,537,122	\$3,085,522
Meats, Poultry, Fish, and Eggs		\$25,065,900	\$30,439,972	\$5,374,072
Dairy Products		\$11,180,774	\$13,567,451	\$2,386,677
Fruits and Vegetables		\$21,572,433	\$26,181,263	\$4,608,830
Snacks and Other Food at Home (10)		\$38,643,880	\$46,897,888	\$8,254,008
Food Away from Home		\$79,010,840	\$95,876,962	\$16,866,122
Alcoholic Beverages		\$11,673,686	\$14,143,227	\$2,469,541

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# Retail Demand Outlook

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$380,770,793	\$458,832,263	\$78,061,470
Value of Retirement Plans	\$1,779,132,895	\$2,144,614,545	\$365,481,650
Value of Other Financial Assets	\$115,508,817	\$139,697,812	\$24,188,995
Vehicle Loan Amount excluding Interest	\$65,803,861	\$79,893,703	\$14,089,842
Value of Credit Card Debt	\$49,195,782	\$59,581,048	\$10,385,266
<b>Health</b>			
Nonprescription Drugs	\$3,090,922	\$3,748,504	\$657,582
Prescription Drugs	\$7,766,001	\$9,407,958	\$1,641,957
Eyeglasses and Contact Lenses	\$1,820,317	\$2,203,982	\$383,665
<b>Home</b>			
Mortgage Payment and Basics (11)	\$200,787,150	\$242,682,262	\$41,895,112
Maintenance and Remodeling Services	\$42,499,526	\$51,368,388	\$8,868,862
Maintenance and Remodeling Materials (12)	\$10,047,784	\$12,153,599	\$2,105,815
Utilities, Fuel, and Public Services	\$107,937,483	\$130,988,029	\$23,050,546
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,117,779	\$2,567,985	\$450,206
Furniture	\$13,594,924	\$16,487,909	\$2,892,985
Rugs	\$600,219	\$723,656	\$123,437
Major Appliances (14)	\$7,852,214	\$9,518,583	\$1,666,369
Housewares (15)	\$2,247,459	\$2,723,866	\$476,407
Small Appliances	\$1,024,976	\$1,243,958	\$218,982
Luggage	\$287,472	\$348,516	\$61,044
Telephones and Accessories	\$1,726,398	\$2,097,614	\$371,216
<b>Household Operations</b>			
Child Care	\$9,871,834	\$11,966,424	\$2,094,590
Lawn and Garden (16)	\$9,547,137	\$11,556,196	\$2,009,059
Moving/Storage/Freight Express	\$1,420,507	\$1,725,351	\$304,844
Housekeeping Supplies (17)	\$16,392,513	\$19,891,252	\$3,498,739
<b>Insurance</b>			
Owners and Renters Insurance	\$12,973,260	\$15,713,836	\$2,740,576
Vehicle Insurance	\$34,742,948	\$42,185,755	\$7,442,807
Life/Other Insurance	\$9,107,109	\$11,007,003	\$1,899,894
Health Insurance	\$82,998,091	\$100,578,060	\$17,579,969
Personal Care Products (18)	\$10,946,306	\$13,281,554	\$2,335,248
School Books and Supplies (19)	\$3,212,928	3,899,118	\$686,190
Smoking Products	\$8,684,749	\$10,545,810	\$1,861,061
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$57,658,085	\$69,993,558	\$12,335,473
Gasoline and Motor Oil	\$51,297,606	\$62,310,237	\$11,012,631
Vehicle Maintenance and Repairs	\$24,342,960	\$29,512,602	\$5,169,642
<b>Travel</b>			
Airline Fares	\$10,643,222	\$12,888,008	\$2,244,786
Lodging on Trips	\$12,039,918	\$14,562,742	\$2,522,824
Auto/Truck Rental on Trips	\$505,245	\$611,338	\$106,093
Food and Drink on Trips	\$10,664,536	\$12,910,814	\$2,246,278

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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 civic 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.
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