



Retail Demand Outlook

1809 N Big Spring St, Midland, Texas, 79705 2
 1809 N Big Spring St, Midland, Texas, 79705
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
 Longitude: -102.07941

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Southwestern Families (7F)	42.0%	Population	15,546	16,572
Old and Newcomers (8F)	16.0%	Households	5,514	5,873
Hometown Heritage (8G)	10.8%	Families	3,676	3,903
Rustbelt Traditions (5D)	9.4%	Median Age	34.5	35.9
Comfortable Empty Nesters (5A)	6.2%	Median Household Income	\$64,216	\$71,032
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$12,246,689	\$14,281,444	\$2,034,755
Men's		\$2,310,541	\$2,695,608	\$385,067
Women's		\$4,147,923	\$4,833,858	\$685,935
Children's		\$1,880,954	\$2,195,818	\$314,864
Footwear		\$2,999,038	\$3,499,022	\$499,984
Watches & Jewelry		\$715,504	\$832,194	\$116,690
Apparel Products and Services (1)		\$289,056	\$337,104	\$48,048
Computer				
Computers and Hardware for Home Use		\$902,192	\$1,052,240	\$150,048
Portable Memory		\$24,406	\$28,446	\$4,040
Computer Software		\$51,360	\$59,912	\$8,552
Computer Accessories		\$99,206	\$115,551	\$16,345
Entertainment & Recreation		\$18,036,807	\$21,011,531	\$2,974,724
Fees and Admissions		\$3,744,380	\$4,361,037	\$616,657
Membership Fees for Clubs (2)		\$1,270,207	\$1,479,384	\$209,177
Fees for Participant Sports, excl. Trips		\$591,253	\$688,784	\$97,531
Tickets to Theatre/Operas/Concerts		\$404,410	\$470,560	\$66,150
Tickets to Movies		\$316,195	\$369,170	\$52,975
Tickets to Parks or Museums		\$181,632	\$211,661	\$30,029
Admission to Sporting Events, excl. Trips		\$319,406	\$371,445	\$52,039
Fees for Recreational Lessons		\$655,397	\$763,183	\$107,786
Dating Services		\$5,879	\$6,850	\$971
TV/Video/Audio		\$7,104,105	\$8,282,823	\$1,178,718
Cable and Satellite Television Services		\$4,932,339	\$5,750,273	\$817,934
Televisions		\$706,542	\$824,782	\$118,240
Satellite Dishes		\$9,008	\$10,501	\$1,493
VCRs, Video Cameras, and DVD Players		\$27,895	\$32,487	\$4,592
Miscellaneous Video Equipment		\$82,235	\$95,710	\$13,475
Video Cassettes and DVDs		\$46,489	\$54,210	\$7,721
Video Game Hardware/Accessories		\$171,817	\$200,294	\$28,477
Video Game Software		\$93,586	\$109,072	\$15,486
Rental/Streaming/Downloaded Video		\$418,097	\$487,617	\$69,520
Installation of Televisions		\$3,572	\$4,174	\$602
Audio (3)		\$590,893	\$688,532	\$97,639
Rental and Repair of TV/Radio/Sound Equipment		\$21,631	\$25,170	\$3,539
Pets		\$4,021,249	\$4,681,291	\$660,042
Toys/Games/Crafts/Hobbies (4)		\$645,321	\$751,618	\$106,297
Recreational Vehicles and Fees (5)		\$562,173	\$652,520	\$90,347
Sports/Recreation/Exercise Equipment (6)		\$1,037,262	\$1,208,427	\$171,165
Photo Equipment and Supplies (7)		\$245,160	\$285,507	\$40,347
Reading (8)		\$540,300	\$629,107	\$88,807
Catered Affairs (9)		\$138,063	\$160,606	\$22,543
Food		\$54,287,950	\$63,326,993	\$9,039,043
Food at Home		\$32,084,332	\$37,421,126	\$5,336,794
Bakery and Cereal Products		\$4,066,217	\$4,741,092	\$674,875
Meats, Poultry, Fish, and Eggs		\$7,094,875	\$8,277,170	\$1,182,295
Dairy Products		\$3,126,248	\$3,645,321	\$519,073
Fruits and Vegetables		\$6,174,433	\$7,203,822	\$1,029,389
Snacks and Other Food at Home (10)		\$11,622,560	\$13,553,720	\$1,931,160
Food Away from Home		\$22,203,617	\$25,905,867	\$3,702,250
Alcoholic Beverages		\$3,414,365	\$3,979,452	\$565,087

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.

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$140,435,492	\$163,463,115	\$23,027,623
Value of Retirement Plans	\$502,821,060	\$584,543,013	\$81,721,953
Value of Other Financial Assets	\$38,950,967	\$45,161,527	\$6,210,560
Vehicle Loan Amount excluding Interest	\$18,651,367	\$21,775,267	\$3,123,900
Value of Credit Card Debt	\$15,094,726	\$17,577,583	\$2,482,857
Health			
Nonprescription Drugs	\$918,782	\$1,070,443	\$151,661
Prescription Drugs	\$2,060,262	\$2,399,585	\$339,323
Eyeglasses and Contact Lenses	\$543,112	\$632,327	\$89,215
Home			
Mortgage Payment and Basics (11)	\$57,099,371	\$66,504,521	\$9,405,150
Maintenance and Remodeling Services	\$15,269,778	\$17,787,870	\$2,518,092
Maintenance and Remodeling Materials (12)	\$3,455,247	\$4,019,810	\$564,563
Utilities, Fuel, and Public Services	\$30,972,288	\$36,132,076	\$5,159,788
Household Furnishings and Equipment			
Household Textiles (13)	\$583,594	\$680,694	\$97,100
Furniture	\$3,703,545	\$4,318,643	\$615,098
Rugs	\$166,035	\$193,271	\$27,236
Major Appliances (14)	\$2,217,125	\$2,584,822	\$367,697
Housewares (15)	\$503,854	\$587,672	\$83,818
Small Appliances	\$307,992	\$359,279	\$51,287
Luggage	\$92,974	\$108,454	\$15,480
Telephones and Accessories	\$542,386	\$631,216	\$88,830
Household Operations			
Child Care	\$2,677,855	\$3,119,502	\$441,647
Lawn and Garden (16)	\$2,883,029	\$3,358,700	\$475,671
Moving/Storage/Freight Express	\$434,971	\$508,476	\$73,505
Housekeeping Supplies (17)	\$4,731,119	\$5,519,231	\$788,112
Insurance			
Owners and Renters Insurance	\$3,901,753	\$4,547,595	\$645,842
Vehicle Insurance	\$11,926,109	\$13,924,585	\$1,998,476
Life/Other Insurance	\$3,408,337	\$3,968,241	\$559,904
Health Insurance	\$24,723,786	\$28,821,936	\$4,098,150
Personal Care Products (18)	\$2,991,882	\$3,491,030	\$499,148
School Books and Supplies (19)	\$755,597	\$881,643	\$126,046
Smoking Products	\$2,460,156	\$2,863,251	\$403,095
Transportation			
Payments on Vehicles excluding Leases	\$16,863,749	\$19,679,893	\$2,816,144
Gasoline and Motor Oil	\$14,992,018	\$17,495,315	\$2,503,297
Vehicle Maintenance and Repairs	\$6,560,606	\$7,647,529	\$1,086,923
Travel			
Airline Fares	\$3,330,749	\$3,883,984	\$553,235
Lodging on Trips	\$3,755,161	\$4,372,921	\$617,760
Auto/Truck Rental on Trips	\$289,291	\$337,324	\$48,033
Food and Drink on Trips	\$3,241,447	\$3,777,766	\$536,319

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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.
- (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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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Southwestern Families (7F)	34.2%	Population	36,869	39,440
Comfortable Empty Nesters (5A)	12.0%	Households	13,010	13,912
Urban Edge Families (7C)	7.7%	Families	9,068	9,667
Rustbelt Traditions (5D)	7.2%	Median Age	35.2	36.7
Hometown Heritage (8G)	7.1%	Median Household Income	\$71,839	\$78,498
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$31,696,884	\$36,805,312	\$5,108,428
Men's		\$6,000,255	\$6,969,219	\$968,964
Women's		\$10,842,953	\$12,581,948	\$1,738,995
Children's		\$4,828,225	\$5,614,101	\$785,876
Footwear		\$7,679,812	\$8,920,864	\$1,241,052
Watches & Jewelry		\$1,842,646	\$2,135,417	\$292,771
Apparel Products and Services (1)		\$761,039	\$883,058	\$122,019
Computer				
Computers and Hardware for Home Use		\$2,386,362	\$2,772,082	\$385,720
Portable Memory		\$63,815	\$74,052	\$10,237
Computer Software		\$135,004	\$156,792	\$21,788
Computer Accessories		\$260,629	\$302,295	\$41,666
Entertainment & Recreation		\$47,237,728	\$54,809,165	\$7,571,437
Fees and Admissions		\$10,146,248	\$11,759,899	\$1,613,651
Membership Fees for Clubs (2)		\$3,427,253	\$3,971,850	\$544,597
Fees for Participant Sports, excl. Trips		\$1,607,525	\$1,863,674	\$256,149
Tickets to Theatre/Operas/Concerts		\$1,096,707	\$1,269,344	\$172,637
Tickets to Movies		\$824,762	\$958,730	\$133,968
Tickets to Parks or Museums		\$478,986	\$556,167	\$77,181
Admission to Sporting Events, excl. Trips		\$873,929	\$1,011,195	\$137,266
Fees for Recreational Lessons		\$1,821,826	\$2,111,226	\$289,400
Dating Services		\$15,259	\$17,713	\$2,454
TV/Video/Audio		\$18,200,777	\$21,134,412	\$2,933,635
Cable and Satellite Television Services		\$12,626,108	\$14,659,565	\$2,033,457
Televisions		\$1,800,817	\$2,092,864	\$292,047
Satellite Dishes		\$23,260	\$27,005	\$3,745
VCRs, Video Cameras, and DVD Players		\$72,719	\$84,358	\$11,639
Miscellaneous Video Equipment		\$217,403	\$252,007	\$34,604
Video Cassettes and DVDs		\$117,820	\$136,864	\$19,044
Video Game Hardware/Accessories		\$437,714	\$508,869	\$71,155
Video Game Software		\$235,760	\$273,894	\$38,134
Rental/Streaming/Downloaded Video		\$1,067,634	\$1,240,557	\$172,923
Installation of Televisions		\$9,968	\$11,588	\$1,620
Audio (3)		\$1,542,018	\$1,789,355	\$247,337
Rental and Repair of TV/Radio/Sound Equipment		\$49,556	\$57,486	\$7,930
Pets		\$10,557,036	\$12,250,427	\$1,693,391
Toys/Games/Crafts/Hobbies (4)		\$1,681,266	\$1,951,420	\$270,154
Recreational Vehicles and Fees (5)		\$1,537,792	\$1,778,183	\$240,391
Sports/Recreation/Exercise Equipment (6)		\$2,660,714	\$3,089,875	\$429,161
Photo Equipment and Supplies (7)		\$644,517	\$747,544	\$103,027
Reading (8)		\$1,441,108	\$1,670,851	\$229,743
Catered Affairs (9)		\$371,386	\$430,176	\$58,790
Food		\$140,039,165	\$162,689,638	\$22,650,473
Food at Home		\$82,733,963	\$96,113,386	\$13,379,423
Bakery and Cereal Products		\$10,497,910	\$12,191,979	\$1,694,069
Meats, Poultry, Fish, and Eggs		\$18,228,384	\$21,179,247	\$2,950,863
Dairy Products		\$8,131,771	\$9,445,862	\$1,314,091
Fruits and Vegetables		\$15,997,174	\$18,587,206	\$2,590,032
Snacks and Other Food at Home (10)		\$29,878,723	\$34,709,092	\$4,830,369
Food Away from Home		\$57,305,203	\$66,576,252	\$9,271,049
Alcoholic Beverages		\$9,031,025	\$10,475,301	\$1,444,276

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$384,504,212	\$445,097,355	\$60,593,143
Value of Retirement Plans	\$1,388,014,756	\$1,604,822,104	\$216,807,348
Value of Other Financial Assets	\$111,033,876	\$128,269,867	\$17,235,991
Vehicle Loan Amount excluding Interest	\$47,140,132	\$54,812,236	\$7,672,104
Value of Credit Card Debt	\$39,699,236	\$46,040,519	\$6,341,283
Health			
Nonprescription Drugs	\$2,366,932	\$2,748,777	\$381,845
Prescription Drugs	\$5,265,770	\$6,109,175	\$843,405
Eyeglasses and Contact Lenses	\$1,429,118	\$1,657,484	\$228,366
Home			
Mortgage Payment and Basics (11)	\$155,462,397	\$180,173,507	\$24,711,110
Maintenance and Remodeling Services	\$41,416,978	\$48,015,365	\$6,598,387
Maintenance and Remodeling Materials (12)	\$9,106,570	\$10,560,245	\$1,453,675
Utilities, Fuel, and Public Services	\$79,132,370	\$91,935,883	\$12,803,513
Household Furnishings and Equipment			
Household Textiles (13)	\$1,510,578	\$1,754,118	\$243,540
Furniture	\$9,611,312	\$11,158,591	\$1,547,279
Rugs	\$443,975	\$514,212	\$70,237
Major Appliances (14)	\$5,799,343	\$6,729,814	\$930,471
Housewares (15)	\$1,319,108	\$1,532,090	\$212,982
Small Appliances	\$794,369	\$922,933	\$128,564
Luggage	\$242,932	\$282,130	\$39,198
Telephones and Accessories	\$1,434,430	\$1,661,235	\$226,805
Household Operations			
Child Care	\$7,173,615	\$8,322,444	\$1,148,829
Lawn and Garden (16)	\$7,660,447	\$8,884,547	\$1,224,100
Moving/Storage/Freight Express	\$1,101,232	\$1,282,203	\$180,971
Housekeeping Supplies (17)	\$12,194,031	\$14,169,581	\$1,975,550
Insurance			
Owners and Renters Insurance	\$10,118,875	\$11,741,766	\$1,622,891
Vehicle Insurance	\$30,183,553	\$35,098,586	\$4,915,033
Life/Other Insurance	\$8,969,369	\$10,391,485	\$1,422,116
Health Insurance	\$64,070,159	\$74,369,835	\$10,299,676
Personal Care Products (18)	\$7,708,520	\$8,957,134	\$1,248,614
School Books and Supplies (19)	\$1,950,537	\$2,267,140	\$316,603
Smoking Products	\$5,976,269	\$6,935,405	\$959,136
Transportation			
Payments on Vehicles excluding Leases	\$42,762,970	\$49,704,236	\$6,941,266
Gasoline and Motor Oil	\$38,134,808	\$44,333,825	\$6,199,017
Vehicle Maintenance and Repairs	\$16,895,349	\$19,618,347	\$2,722,998
Travel			
Airline Fares	\$8,932,580	\$10,366,409	\$1,433,829
Lodging on Trips	\$10,093,492	\$11,698,303	\$1,604,811
Auto/Truck Rental on Trips	\$772,412	\$896,515	\$124,103
Food and Drink on Trips	\$8,607,643	\$9,986,170	\$1,378,527

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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.
- (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.
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Retail Demand Outlook

1809 N Big Spring St, Midland, Texas, 79705 2
 1809 N Big Spring St, Midland, Texas, 79705
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Southwestern Families (7F)	19.7%	Population	71,911	76,565
Comfortable Empty Nesters (5A)	8.5%	Households	26,121	27,759
In Style (5B)	8.1%	Families	18,180	19,264
Hometown Heritage (8G)	6.6%	Median Age	34.8	35.8
Forging Opportunity (7D)	6.4%	Median Household Income	\$71,874	\$78,818
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$63,365,494	\$73,590,686	\$10,225,192
Men's		\$12,106,090	\$14,058,792	\$1,952,702
Women's		\$21,651,462	\$25,123,078	\$3,471,616
Children's		\$9,650,971	\$11,228,676	\$1,577,705
Footwear		\$15,307,978	\$17,790,702	\$2,482,724
Watches & Jewelry		\$3,657,489	\$4,240,270	\$582,781
Apparel Products and Services (1)		\$1,511,222	\$1,752,597	\$241,375
Computer				
Computers and Hardware for Home Use		\$4,860,659	\$5,643,245	\$782,586
Portable Memory		\$127,252	\$147,690	\$20,438
Computer Software		\$278,046	\$322,822	\$44,776
Computer Accessories		\$528,057	\$612,266	\$84,209
Entertainment & Recreation		\$93,991,168	\$109,046,084	\$15,054,916
Fees and Admissions		\$20,809,804	\$24,099,068	\$3,289,264
Membership Fees for Clubs (2)		\$7,015,447	\$8,123,315	\$1,107,868
Fees for Participant Sports, excl. Trips		\$3,269,423	\$3,785,792	\$516,369
Tickets to Theatre/Operas/Concerts		\$2,242,432	\$2,593,864	\$351,432
Tickets to Movies		\$1,692,126	\$1,965,904	\$273,778
Tickets to Parks or Museums		\$971,525	\$1,127,641	\$156,116
Admission to Sporting Events, excl. Trips		\$1,788,509	\$2,068,193	\$279,684
Fees for Recreational Lessons		\$3,799,374	\$4,398,423	\$599,049
Dating Services		\$30,967	\$35,936	\$4,969
TV/Video/Audio		\$35,569,113	\$41,308,373	\$5,739,260
Cable and Satellite Television Services		\$24,347,584	\$28,272,816	\$3,925,232
Televisions		\$3,555,882	\$4,132,500	\$576,618
Satellite Dishes		\$48,256	\$56,043	\$7,787
VCRs, Video Cameras, and DVD Players		\$145,711	\$169,125	\$23,414
Miscellaneous Video Equipment		\$437,117	\$506,417	\$69,300
Video Cassettes and DVDs		\$238,735	\$277,378	\$38,643
Video Game Hardware/Accessories		\$886,416	\$1,031,861	\$145,445
Video Game Software		\$485,269	\$564,289	\$79,020
Rental/Streaming/Downloaded Video		\$2,171,043	\$2,523,291	\$352,248
Installation of Televisions		\$21,447	\$24,852	\$3,405
Audio (3)		\$3,140,453	\$3,643,706	\$503,253
Rental and Repair of TV/Radio/Sound Equipment		\$91,199	\$106,094	\$14,895
Pets		\$20,799,927	\$24,140,917	\$3,340,990
Toys/Games/Crafts/Hobbies (4)		\$3,412,468	\$3,962,648	\$550,180
Recreational Vehicles and Fees (5)		\$3,042,445	\$3,519,532	\$477,087
Sports/Recreation/Exercise Equipment (6)		\$5,322,185	\$6,180,363	\$858,178
Photo Equipment and Supplies (7)		\$1,324,001	\$1,535,533	\$211,532
Reading (8)		\$2,934,239	\$3,399,981	\$465,742
Catered Affairs (9)		\$784,174	\$908,025	\$123,851
Food		\$277,500,286	\$322,405,142	\$44,904,856
Food at Home		\$163,363,084	\$189,806,023	\$26,442,939
Bakery and Cereal Products		\$20,769,685	\$24,124,943	\$3,355,258
Meats, Poultry, Fish, and Eggs		\$35,704,672	\$41,494,649	\$5,789,977
Dairy Products		\$16,143,410	\$18,752,700	\$2,609,290
Fruits and Vegetables		\$31,653,992	\$36,776,086	\$5,122,094
Snacks and Other Food at Home (10)		\$59,091,326	\$68,657,646	\$9,566,320
Food Away from Home		\$114,137,202	\$132,599,118	\$18,461,916
Alcoholic Beverages		\$18,122,781	\$21,014,045	\$2,891,264

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$776,003,052	\$896,901,012	\$120,897,960
Value of Retirement Plans	\$2,792,482,112	\$3,225,550,246	\$433,068,134
Value of Other Financial Assets	\$223,969,085	\$258,716,262	\$34,747,177
Vehicle Loan Amount excluding Interest	\$91,367,803	\$106,260,622	\$14,892,819
Value of Credit Card Debt	\$79,659,876	\$92,379,158	\$12,719,282
Health			
Nonprescription Drugs	\$4,625,736	\$5,374,256	\$748,520
Prescription Drugs	\$10,085,658	\$11,704,846	\$1,619,188
Eyeglasses and Contact Lenses	\$2,833,454	\$3,286,641	\$453,187
Home			
Mortgage Payment and Basics (11)	\$305,522,502	\$353,698,497	\$48,175,995
Maintenance and Remodeling Services	\$81,773,230	\$94,660,031	\$12,886,801
Maintenance and Remodeling Materials (12)	\$17,571,944	\$20,370,721	\$2,798,777
Utilities, Fuel, and Public Services	\$153,697,619	\$178,597,749	\$24,900,130
Household Furnishings and Equipment			
Household Textiles (13)	\$3,017,478	\$3,503,060	\$485,582
Furniture	\$19,111,270	\$22,181,873	\$3,070,603
Rugs	\$884,577	\$1,023,815	\$139,238
Major Appliances (14)	\$11,335,353	\$13,146,545	\$1,811,192
Housewares (15)	\$2,636,495	\$3,061,549	\$425,054
Small Appliances	\$1,586,698	\$1,843,647	\$256,949
Luggage	\$490,631	\$569,459	\$78,828
Telephones and Accessories	\$2,930,000	\$3,396,481	\$466,481
Household Operations			
Child Care	\$14,809,776	\$17,176,694	\$2,366,918
Lawn and Garden (16)	\$14,765,264	\$17,114,554	\$2,349,290
Moving/Storage/Freight Express	\$2,241,527	\$2,608,934	\$367,407
Housekeeping Supplies (17)	\$23,810,180	\$27,669,692	\$3,859,512
Insurance			
Owners and Renters Insurance	\$19,151,562	\$22,216,622	\$3,065,060
Vehicle Insurance	\$58,797,397	\$68,377,155	\$9,579,758
Life/Other Insurance	\$17,476,539	\$20,239,622	\$2,763,083
Health Insurance	\$124,237,593	\$144,180,963	\$19,943,370
Personal Care Products (18)	\$15,204,990	\$17,668,768	\$2,463,778
School Books and Supplies (19)	\$3,928,181	\$4,566,653	\$638,472
Smoking Products	\$11,577,436	\$13,459,643	\$1,882,207
Transportation			
Payments on Vehicles excluding Leases	\$82,444,526	\$95,844,019	\$13,399,493
Gasoline and Motor Oil	\$74,533,048	\$86,675,050	\$12,142,002
Vehicle Maintenance and Repairs	\$33,440,764	\$38,833,942	\$5,393,178
Travel			
Airline Fares	\$18,100,567	\$20,982,341	\$2,881,774
Lodging on Trips	\$20,204,880	\$23,400,375	\$3,195,495
Auto/Truck Rental on Trips	\$1,571,386	\$1,821,875	\$250,489
Food and Drink on Trips	\$17,252,666	\$20,001,330	\$2,748,664

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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.
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