



Retail Demand Outlook

305 Sunset St, Midland, Texas, 79701
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99478
 Longitude: -102.10443

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Forging Opportunity (7D)	34.0%	Population	11,577	12,013
Comfortable Empty Nesters (5A)	19.0%	Households	4,137	4,280
Front Porches (8E)	17.9%	Families	2,863	2,949
Rustbelt Traditions (5D)	13.5%	Median Age	33.8	34.3
Traditional Living (12B)	11.2%	Median Household Income	\$69,258	\$76,801
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$9,446,860	\$10,751,714	\$1,304,854
Men's		\$1,784,860	\$2,031,408	\$246,548
Women's		\$3,239,920	\$3,686,715	\$446,795
Children's		\$1,464,721	\$1,667,678	\$202,957
Footwear		\$2,282,006	\$2,597,568	\$315,562
Watches & Jewelry		\$537,174	\$611,157	\$73,983
Apparel Products and Services (1)		\$218,772	\$248,892	\$30,120
Computer				
Computers and Hardware for Home Use		\$723,060	\$822,955	\$99,895
Portable Memory		\$19,500	\$22,190	\$2,690
Computer Software		\$41,537	\$47,275	\$5,738
Computer Accessories		\$80,175	\$91,221	\$11,046
Entertainment & Recreation		\$14,150,562	\$16,102,206	\$1,951,644
Fees and Admissions		\$3,190,452	\$3,629,604	\$439,152
Membership Fees for Clubs (2)		\$1,059,132	\$1,204,827	\$145,695
Fees for Participant Sports, excl. Trips		\$500,883	\$569,781	\$68,898
Tickets to Theatre/Operas/Concerts		\$345,500	\$392,959	\$47,459
Tickets to Movies		\$258,921	\$294,771	\$35,850
Tickets to Parks or Museums		\$148,193	\$168,659	\$20,466
Admission to Sporting Events, excl. Trips		\$279,342	\$317,717	\$38,375
Fees for Recreational Lessons		\$594,123	\$675,934	\$81,811
Dating Services		\$4,358	\$4,958	\$600
TV/Video/Audio		\$5,321,241	\$6,056,266	\$735,025
Cable and Satellite Television Services		\$3,617,479	\$4,116,827	\$499,348
Televisions		\$535,708	\$609,846	\$74,138
Satellite Dishes		\$7,128	\$8,111	\$983
VCRs, Video Cameras, and DVD Players		\$22,895	\$26,055	\$3,160
Miscellaneous Video Equipment		\$67,548	\$76,855	\$9,307
Video Cassettes and DVDs		\$36,858	\$41,964	\$5,106
Video Game Hardware/Accessories		\$133,816	\$152,367	\$18,551
Video Game Software		\$73,881	\$84,120	\$10,239
Rental/Streaming/Downloaded Video		\$330,256	\$375,985	\$45,729
Installation of Televisions		\$3,149	\$3,584	\$435
Audio (3)		\$480,043	\$546,341	\$66,298
Rental and Repair of TV/Radio/Sound Equipment		\$12,480	\$14,211	\$1,731
Pets		\$3,073,985	\$3,497,755	\$423,770
Toys/Games/Crafts/Hobbies (4)		\$530,486	\$603,796	\$73,310
Recreational Vehicles and Fees (5)		\$471,958	\$536,669	\$64,711
Sports/Recreation/Exercise Equipment (6)		\$798,764	\$909,230	\$110,466
Photo Equipment and Supplies (7)		\$202,100	\$229,977	\$27,877
Reading (8)		\$441,458	\$502,230	\$60,772
Catered Affairs (9)		\$121,097	\$137,791	\$16,694
Food		\$41,176,923	\$46,867,762	\$5,690,839
Food at Home		\$24,168,892	\$27,508,449	\$3,339,557
Bakery and Cereal Products		\$3,086,465	\$3,512,802	\$426,337
Meats, Poultry, Fish, and Eggs		\$5,272,635	\$6,001,352	\$728,717
Dairy Products		\$2,388,787	\$2,718,701	\$329,914
Fruits and Vegetables		\$4,668,642	\$5,313,719	\$645,077
Snacks and Other Food at Home (10)		\$8,752,363	\$9,961,876	\$1,209,513
Food Away from Home		\$17,008,031	\$19,359,313	\$2,351,282
Alcoholic Beverages		\$2,704,041	\$3,076,505	\$372,464

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$116,525,392	\$132,502,690	\$15,977,298
Value of Retirement Plans	\$433,438,955	\$492,805,324	\$59,366,369
Value of Other Financial Assets	\$33,422,388	\$37,982,286	\$4,559,898
Vehicle Loan Amount excluding Interest	\$13,503,725	\$15,373,207	\$1,869,482
Value of Credit Card Debt	\$12,157,884	\$13,833,850	\$1,675,966
Health			
Nonprescription Drugs	\$680,568	\$774,505	\$93,937
Prescription Drugs	\$1,504,407	\$1,711,780	\$207,373
Eyeglasses and Contact Lenses	\$431,637	\$491,127	\$59,490
Home			
Mortgage Payment and Basics (11)	\$48,386,490	\$55,043,585	\$6,657,095
Maintenance and Remodeling Services	\$12,373,978	\$14,075,329	\$1,701,351
Maintenance and Remodeling Materials (12)	\$2,686,290	\$3,056,197	\$369,907
Utilities, Fuel, and Public Services	\$23,027,892	\$26,211,765	\$3,183,873
Household Furnishings and Equipment			
Household Textiles (13)	\$450,604	\$512,852	\$62,248
Furniture	\$2,881,294	\$3,279,125	\$397,831
Rugs	\$132,635	\$150,852	\$18,217
Major Appliances (14)	\$1,738,119	\$1,977,870	\$239,751
Housewares (15)	\$386,087	\$439,358	\$53,271
Small Appliances	\$238,500	\$271,482	\$32,982
Luggage	\$72,026	\$81,965	\$9,939
Telephones and Accessories	\$465,111	\$529,163	\$64,052
Household Operations			
Child Care	\$2,297,769	\$2,614,851	\$317,082
Lawn and Garden (16)	\$2,211,521	\$2,515,786	\$304,265
Moving/Storage/Freight Express	\$321,164	\$365,760	\$44,596
Housekeeping Supplies (17)	\$3,513,998	\$3,999,558	\$485,560
Insurance			
Owners and Renters Insurance	\$2,928,185	\$3,331,811	\$403,626
Vehicle Insurance	\$8,712,518	\$9,919,107	\$1,206,589
Life/Other Insurance	\$2,660,521	\$3,026,323	\$365,802
Health Insurance	\$18,591,241	\$21,155,152	\$2,563,911
Personal Care Products (18)	\$2,256,394	\$2,568,302	\$311,908
School Books and Supplies (19)	\$578,723	\$658,784	\$80,061
Smoking Products	\$1,717,009	\$1,954,743	\$237,734
Transportation			
Payments on Vehicles excluding Leases	\$12,341,502	\$14,049,334	\$1,707,832
Gasoline and Motor Oil	\$11,105,043	\$12,642,619	\$1,537,576
Vehicle Maintenance and Repairs	\$5,032,858	\$5,728,151	\$695,293
Travel			
Airline Fares	\$2,704,726	\$3,077,547	\$372,821
Lodging on Trips	\$3,050,712	\$3,470,289	\$419,577
Auto/Truck Rental on Trips	\$231,040	\$262,872	\$31,832
Food and Drink on Trips	\$2,585,524	\$2,941,755	\$356,231

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- (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
Forging Opportunity (7D)	17.5%	Population	44,724	46,787
Comfortable Empty Nesters (5A)	13.5%	Households	16,455	17,200
In Style (5B)	8.9%	Families	11,369	11,830
Rustbelt Traditions (5D)	7.7%	Median Age	34.6	35.2
Traditional Living (12B)	6.6%	Median Household Income	\$79,026	\$86,138
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$41,283,940	\$47,213,175	\$5,929,235
Men's		\$7,881,828	\$9,015,385	\$1,133,557
Women's		\$14,205,434	\$16,237,700	\$2,032,266
Children's		\$6,274,907	\$7,179,648	\$904,741
Footwear		\$9,915,148	\$11,344,579	\$1,429,431
Watches & Jewelry		\$2,376,299	\$2,715,151	\$338,852
Apparel Products and Services (1)		\$975,136	\$1,114,719	\$139,583
Computer				
Computers and Hardware for Home Use		\$3,182,132	\$3,638,280	\$456,148
Portable Memory		\$84,176	\$96,225	\$12,049
Computer Software		\$183,257	\$209,653	\$26,396
Computer Accessories		\$356,264	\$407,126	\$50,862
Entertainment & Recreation		\$61,579,794	\$70,368,579	\$8,788,785
Fees and Admissions		\$13,984,861	\$15,970,251	\$1,985,390
Membership Fees for Clubs (2)		\$4,689,177	\$5,355,085	\$665,908
Fees for Participant Sports, excl. Trips		\$2,211,672	\$2,525,200	\$313,528
Tickets to Theatre/Operas/Concerts		\$1,517,411	\$1,732,606	\$215,195
Tickets to Movies		\$1,121,274	\$1,282,623	\$161,349
Tickets to Parks or Museums		\$644,238	\$736,314	\$92,076
Admission to Sporting Events, excl. Trips		\$1,215,996	\$1,387,324	\$171,328
Fees for Recreational Lessons		\$2,564,694	\$2,927,745	\$363,051
Dating Services		\$20,399	\$23,354	\$2,955
TV/Video/Audio		\$23,020,708	\$26,321,214	\$3,300,506
Cable and Satellite Television Services		\$15,605,883	\$17,840,887	\$2,235,004
Televisions		\$2,320,593	\$2,654,247	\$333,654
Satellite Dishes		\$32,280	\$36,910	\$4,630
VCRs, Video Cameras, and DVD Players		\$98,293	\$112,347	\$14,054
Miscellaneous Video Equipment		\$291,582	\$333,091	\$41,509
Video Cassettes and DVDs		\$158,903	\$181,802	\$22,899
Video Game Hardware/Accessories		\$581,887	\$666,074	\$84,187
Video Game Software		\$325,162	\$372,255	\$47,093
Rental/Streaming/Downloaded Video		\$1,444,001	\$1,652,027	\$208,026
Installation of Televisions		\$13,918	\$15,908	\$1,990
Audio (3)		\$2,093,261	\$2,392,712	\$299,451
Rental and Repair of TV/Radio/Sound Equipment		\$54,945	\$62,955	\$8,010
Pets		\$13,428,298	\$15,342,700	\$1,914,402
Toys/Games/Crafts/Hobbies (4)		\$2,294,250	\$2,622,864	\$328,614
Recreational Vehicles and Fees (5)		\$2,028,184	\$2,312,749	\$284,565
Sports/Recreation/Exercise Equipment (6)		\$3,464,381	\$3,960,367	\$495,986
Photo Equipment and Supplies (7)		\$892,663	\$1,020,226	\$127,563
Reading (8)		\$1,947,936	\$2,225,756	\$277,820
Catered Affairs (9)		\$523,072	\$597,681	\$74,609
Food		\$179,063,428	\$204,801,287	\$25,737,859
Food at Home		\$105,135,569	\$120,246,208	\$15,110,639
Bakery and Cereal Products		\$13,410,806	\$15,337,003	\$1,926,197
Meats, Poultry, Fish, and Eggs		\$22,833,574	\$26,117,000	\$3,283,426
Dairy Products		\$10,402,220	\$11,895,816	\$1,493,596
Fruits and Vegetables		\$20,338,043	\$23,261,756	\$2,923,713
Snacks and Other Food at Home (10)		\$38,150,926	\$43,634,633	\$5,483,707
Food Away from Home		\$73,927,859	\$84,555,079	\$10,627,220
Alcoholic Beverages		\$11,895,122	\$13,593,683	\$1,698,561

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$521,317,809	\$594,694,856	\$73,377,047
Value of Retirement Plans	\$1,899,889,198	\$2,166,273,025	\$266,383,827
Value of Other Financial Assets	\$152,016,200	\$173,310,005	\$21,293,805
Vehicle Loan Amount excluding Interest	\$58,684,639	\$67,127,233	\$8,442,594
Value of Credit Card Debt	\$52,879,585	\$60,420,747	\$7,541,162
Health			
Nonprescription Drugs	\$2,962,717	\$3,387,253	\$424,536
Prescription Drugs	\$6,507,299	\$7,436,094	\$928,795
Eyeglasses and Contact Lenses	\$1,863,584	\$2,128,983	\$265,399
Home			
Mortgage Payment and Basics (11)	\$204,663,234	\$233,469,669	\$28,806,435
Maintenance and Remodeling Services	\$53,616,246	\$61,168,779	\$7,552,533
Maintenance and Remodeling Materials (12)	\$11,435,986	\$13,049,974	\$1,613,988
Utilities, Fuel, and Public Services	\$98,856,611	\$113,043,935	\$14,187,324
Household Furnishings and Equipment			
Household Textiles (13)	\$1,965,844	\$2,247,705	\$281,861
Furniture	\$12,540,600	\$14,334,219	\$1,793,619
Rugs	\$588,342	\$671,555	\$83,213
Major Appliances (14)	\$7,453,359	\$8,512,610	\$1,059,251
Housewares (15)	\$1,707,344	\$1,952,152	\$244,808
Small Appliances	\$1,034,548	\$1,183,291	\$148,743
Luggage	\$322,255	\$368,490	\$46,235
Telephones and Accessories	\$1,988,576	\$2,272,967	\$284,391
Household Operations			
Child Care	\$10,003,978	\$11,428,770	\$1,424,792
Lawn and Garden (16)	\$9,537,119	\$10,885,923	\$1,348,804
Moving/Storage/Freight Express	\$1,418,824	\$1,624,934	\$206,110
Housekeeping Supplies (17)	\$15,237,110	\$17,424,369	\$2,187,259
Insurance			
Owners and Renters Insurance	\$12,412,506	\$14,171,976	\$1,759,470
Vehicle Insurance	\$37,542,926	\$42,952,940	\$5,410,014
Life/Other Insurance	\$11,529,745	\$13,160,863	\$1,631,118
Health Insurance	\$80,487,528	\$91,975,848	\$11,488,320
Personal Care Products (18)	\$9,802,141	\$11,211,416	\$1,409,275
School Books and Supplies (19)	\$2,541,268	\$2,907,397	\$366,129
Smoking Products	\$7,419,644	\$8,491,966	\$1,072,322
Transportation			
Payments on Vehicles excluding Leases	\$52,926,797	\$60,517,290	\$7,590,493
Gasoline and Motor Oil	\$47,697,449	\$54,562,720	\$6,865,271
Vehicle Maintenance and Repairs	\$21,843,188	\$24,973,300	\$3,130,112
Travel			
Airline Fares	\$11,897,183	\$13,592,180	\$1,694,997
Lodging on Trips	\$13,389,404	\$15,286,142	\$1,896,738
Auto/Truck Rental on Trips	\$1,034,275	\$1,181,826	\$147,551
Food and Drink on Trips	\$11,355,576	\$12,972,243	\$1,616,667

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Retail Demand Outlook

305 Sunset St, Midland, Texas, 79701
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99478
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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Southwestern Families (7F)	11.4%	Population	96,423	102,368
Forging Opportunity (7D)	9.7%	Households	35,231	37,371
Bright Young Professionals (8C)	9.0%	Families	24,018	25,364
In Style (5B)	8.6%	Median Age	34.1	34.8
Middleburg (4C)	6.4%	Median Household Income	\$75,298	\$81,436
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$83,430,553	\$96,873,711	\$13,443,158
Men's		\$16,014,924	\$18,597,389	\$2,582,465
Women's		\$28,477,690	\$33,044,253	\$4,566,563
Children's		\$12,771,145	\$14,842,084	\$2,070,939
Footwear		\$20,096,882	\$23,350,161	\$3,253,279
Watches & Jewelry		\$4,790,949	\$5,555,627	\$764,678
Apparel Products and Services (1)		\$1,953,848	\$2,267,094	\$313,246
Computer				
Computers and Hardware for Home Use		\$6,442,736	\$7,477,450	\$1,034,714
Portable Memory		\$167,532	\$194,413	\$26,881
Computer Software		\$370,417	\$430,172	\$59,755
Computer Accessories		\$711,548	\$825,299	\$113,751
Entertainment & Recreation		\$122,923,661	\$142,567,013	\$19,643,352
Fees and Admissions		\$27,422,870	\$31,769,129	\$4,346,259
Membership Fees for Clubs (2)		\$9,229,110	\$10,692,276	\$1,463,166
Fees for Participant Sports, excl. Trips		\$4,355,586	\$5,045,855	\$690,269
Tickets to Theatre/Operas/Concerts		\$2,932,781	\$3,396,174	\$463,393
Tickets to Movies		\$2,274,055	\$2,640,937	\$366,882
Tickets to Parks or Museums		\$1,299,170	\$1,507,279	\$208,109
Admission to Sporting Events, excl. Trips		\$2,335,521	\$2,702,075	\$366,554
Fees for Recreational Lessons		\$4,955,149	\$5,736,293	\$781,144
Dating Services		\$41,498	\$48,240	\$6,742
TV/Video/Audio		\$46,519,826	\$54,006,942	\$7,487,116
Cable and Satellite Television Services		\$31,468,400	\$36,527,536	\$5,059,136
Televisions		\$4,728,432	\$5,492,729	\$764,297
Satellite Dishes		\$65,624	\$76,178	\$10,554
VCRs, Video Cameras, and DVD Players		\$194,706	\$225,952	\$31,246
Miscellaneous Video Equipment		\$574,290	\$665,610	\$91,320
Video Cassettes and DVDs		\$323,189	\$375,432	\$52,243
Video Game Hardware/Accessories		\$1,191,650	\$1,385,590	\$193,940
Video Game Software		\$668,468	\$777,233	\$108,765
Rental/Streaming/Downloaded Video		\$2,950,452	\$3,427,764	\$477,312
Installation of Televisions		\$27,809	\$32,223	\$4,414
Audio (3)		\$4,208,049	\$4,882,444	\$674,395
Rental and Repair of TV/Radio/Sound Equipment		\$118,758	\$138,251	\$19,493
Pets		\$26,861,625	\$31,147,035	\$4,285,410
Toys/Games/Crafts/Hobbies (4)		\$4,581,026	\$5,316,859	\$735,833
Recreational Vehicles and Fees (5)		\$3,860,487	\$4,463,598	\$603,111
Sports/Recreation/Exercise Equipment (6)		\$7,032,976	\$8,159,785	\$1,126,809
Photo Equipment and Supplies (7)		\$1,784,624	\$2,070,193	\$285,569
Reading (8)		\$3,842,735	\$4,454,348	\$611,613
Catered Affairs (9)		\$1,027,068	\$1,190,277	\$163,209
Food		\$363,768,169	\$422,452,587	\$58,684,418
Food at Home		\$213,510,942	\$247,951,858	\$34,440,916
Bakery and Cereal Products		\$27,139,767	\$31,512,499	\$4,372,732
Meats, Poultry, Fish, and Eggs		\$46,404,953	\$53,899,627	\$7,494,674
Dairy Products		\$21,042,335	\$24,429,990	\$3,387,655
Fruits and Vegetables		\$41,298,607	\$47,960,340	\$6,661,733
Snacks and Other Food at Home (10)		\$77,625,281	\$90,149,403	\$12,524,122
Food Away from Home		\$150,257,227	\$174,500,728	\$24,243,501
Alcoholic Beverages		\$23,706,803	\$27,496,840	\$3,790,037

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Retail Demand Outlook

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,009,584,201	\$1,167,801,775	\$158,217,574
Value of Retirement Plans	\$3,604,066,996	\$4,165,912,280	\$561,845,284
Value of Other Financial Assets	\$286,458,778	\$331,102,023	\$44,643,245
Vehicle Loan Amount excluding Interest	\$121,289,446	\$140,945,436	\$19,655,990
Value of Credit Card Debt	\$105,159,337	\$121,957,346	\$16,798,009
Health			
Nonprescription Drugs	\$5,996,701	\$6,960,410	\$963,709
Prescription Drugs	\$13,020,196	\$15,104,187	\$2,083,991
Eyeglasses and Contact Lenses	\$3,675,035	\$4,260,603	\$585,568
Home			
Mortgage Payment and Basics (11)	\$392,719,616	\$454,420,727	\$61,701,111
Maintenance and Remodeling Services	\$104,453,531	\$120,855,119	\$16,401,588
Maintenance and Remodeling Materials (12)	\$22,603,709	\$26,172,662	\$3,568,953
Utilities, Fuel, and Public Services	\$200,242,151	\$232,529,313	\$32,287,162
Household Furnishings and Equipment			
Household Textiles (13)	\$3,972,852	\$4,611,530	\$638,678
Furniture	\$25,237,939	\$29,286,172	\$4,048,233
Rugs	\$1,155,179	\$1,337,712	\$182,533
Major Appliances (14)	\$14,795,378	\$17,151,666	\$2,356,288
Housewares (15)	\$3,453,301	\$4,008,157	\$554,856
Small Appliances	\$2,096,681	\$2,435,014	\$338,333
Luggage	\$657,851	\$763,734	\$105,883
Telephones and Accessories	\$3,839,423	\$4,452,713	\$613,290
Household Operations			
Child Care	\$19,890,646	\$23,064,503	\$3,173,857
Lawn and Garden (16)	\$18,739,149	\$21,703,179	\$2,964,030
Moving/Storage/Freight Express	\$2,988,925	\$3,476,244	\$487,319
Housekeeping Supplies (17)	\$30,919,495	\$35,902,748	\$4,983,253
Insurance			
Owners and Renters Insurance	\$24,534,046	\$28,435,108	\$3,901,062
Vehicle Insurance	\$77,284,256	\$89,808,513	\$12,524,257
Life/Other Insurance	\$22,581,637	\$26,155,123	\$3,573,486
Health Insurance	\$161,131,705	\$186,928,652	\$25,796,947
Personal Care Products (18)	\$19,899,249	\$23,111,146	\$3,211,897
School Books and Supplies (19)	\$5,212,073	\$6,055,295	\$843,222
Smoking Products	\$15,356,465	\$17,852,176	\$2,495,711
Transportation			
Payments on Vehicles excluding Leases	\$108,248,299	\$125,715,771	\$17,467,472
Gasoline and Motor Oil	\$97,775,302	\$113,598,433	\$15,823,131
Vehicle Maintenance and Repairs	\$44,114,821	\$51,205,774	\$7,090,953
Travel			
Airline Fares	\$23,689,975	\$27,462,521	\$3,772,546
Lodging on Trips	\$26,317,793	\$30,483,418	\$4,165,625
Auto/Truck Rental on Trips	\$2,081,677	\$2,413,914	\$332,237
Food and Drink on Trips	\$22,619,509	\$26,222,648	\$3,603,139

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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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