

413 E Wadley Ave, Midland, Texas, 79705 Ring: 1 mile radius Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

Southwestern Families (7F) 29.8% Population 9,993 10. 10 10 10 10 10 10 1	Top Tapestry Segments	Percent	Demographic Summary	2021	202
Urban Edge Families (7C) 28.7% Households 3,487 3,0 01 and Newcomers (8F) 25.3% Families 2,390 2,2 Economic BedRock (1DC) 8.8% Median Age 33.9 5.0 Golden Vears (9B) 5.3% Median Household Income 569,910 579, 9.0			2 .		
Did and Newcomers (BF)	• •				
Economic BedRock (10C)					· ·
Same	* ,				
Apparel and Services Apparel and Services Spending Groensteed Demond Spending Groensteed Demond Services Spending	` ,		5		35
Paper Paper Pare Paper Pare Paper Pare Paper	Golden Years (9B)	5.3%			
Apparel and Services					Projecte
Mems					Spending Grow
Women's \$2,649,772 \$3,193,120 \$543, Children's \$1,213,891 \$1,463,592 \$249, Footwear \$1,891,506 \$2,278,513 \$387, Vacchees & Jewelry \$455,653 \$55,740 \$93, Apparel Products and Services (1) \$102,008 \$215,566 \$37, Say, Vacchees & Jewelry \$455,653 \$58,740 \$93, Apparel Products and Services (1) \$102,008 \$215,566 \$37, Say, Vacchees & Say, Say, Say, Say, Say, Say, Say, Say,	Apparel and Services		\$7,842,843	\$9,450,232	\$1,607,3
Children's \$1,213,891 \$1,463,692 \$249, Flootwear \$1,891,506 \$2,275,513 \$387, Watches & Jewelry \$465,633 \$558,740 \$33, Apparel Products and Services (1) \$182,008 \$219,566 \$37, Computer \$50,009 \$15,659 \$18,880 \$219,566 \$37, Computer \$15,659 \$18,880 \$125, Flootwear \$15,659 \$18,880 \$33, Computer Software \$15,659 \$18,880 \$33, \$33, 445 \$40,401 \$6, Computer Accessories \$63,692 \$76,851 \$13, computer Software \$11,609,145 \$13,977,424 \$2,368, Intertainment & Recreation \$1,409,145 \$13,977,424 \$2,368, Intertainment & Recreation \$1,409,145 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$149,709 \$25,409,445 \$	Men's		\$1,498,969	\$1,807,727	\$308,7
Footwear \$1,891,506 \$2,278,513 \$387, Watches & Jewelry \$465,653 \$558,740 \$93, Apparel Products and Services (1) \$182,008 \$219,566 \$37, Computer Services (1) \$182,008 \$219,566 \$37, Computer Services \$4603,394 \$728,656 \$125, Portable Memory \$15,659 \$18,860 \$3, Computer Software \$33,445 \$40,401 \$6, Computer Software \$433,445 \$40,401 \$6, Computer Notware \$433,445 \$40,401 \$6, Computer Accessories \$63,692 \$76,851 \$13, Entertainment & Recreation \$11,609,145 \$13,777,424 \$2,368, Fees and Admissions \$2,410,682 \$2,913,657 \$502, Membership Fees for Clubs (2) \$809,078 \$977,131 \$1686, Fees for Participant Sports, excl. Trips \$387,135 \$468,509 \$81, Tickets to Movies \$211,131 \$255,137 \$44, Tickets to Movies \$211,131 \$255,137 \$44, Tickets to Parks or Museums \$124,054 \$149,709 \$25, Admission to Sporting Events, excl. Trips \$197,904 \$238,961 \$41, Fees for Recreational Lessons \$426,784 \$516,826 \$90, Dating Services \$3,677 \$4,441 \$7, Fees for Recreational Lessons \$426,784 \$516,826 \$90, Dating Services \$3,134,733 \$3,767,893 \$633, Televisions Satellite Television Services \$4,543,370 \$5,465,822 \$92, Cable and Satellite Television Services \$4,543,370 \$5,465,822 \$93, Satellite Dishes \$4,543,370 \$5,465,823 \$93, Satellite Dishes \$4,543,370 \$5,465,823 \$93, Satellite Dishes \$4,543,370 \$3,466,622 \$93, Satellite Dishes \$4,543,370 \$3,466,622 \$93, Satellite Dishes \$4,543,370 \$3,466,622 \$93, Satellite Dishes \$4,543,477 \$546,622 \$93, Satellite Dishes \$4,543,477 \$44,414 \$9,444,444 \$9,444,444,444,444,444,444,444,	Women's		\$2,649,772	\$3,193,120	\$543,3
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Watches & Jewelry \$465,653 \$558,740 \$93, Apparel Products and Services (1) \$182,008 \$219,566 \$37,	Footwear				
Apparel Products and Services (1) \$182,008 \$219,566 \$37, \$187, \$15699 \$18,880 \$31, \$125, \$15699 \$18,880 \$3. \$125, \$15699 \$18,880 \$3. \$125, \$15699 \$18,880 \$3. \$125, \$15699 \$18,880 \$3. \$125, \$12					
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Computers and Hardware for Home Use \$603,394 \$728,556 \$125,509 Portable Memory \$15,559 \$18,880 \$33,450 Computer Accessories \$63,692 \$76,6551 \$13,671 Entertainment & Recreation \$11,609,145 \$13,977,424 \$2,268,652 Fees and Admissions \$2,410,682 \$2,913,657 \$502,657 Membership Fees for Clubs (2) \$809,078 \$977,131 \$168,6 Fees for Participant Sports, excl. Trips \$387,135 \$468,509 \$811,7 Tickets to Theatre/Operas/Concerts \$250,919 \$302,943 \$52,2 Tickets to Movies \$211,131 \$255,137 \$44,7 Tickets to Parks or Museums \$124,054 \$149,709 \$25,5 Admission to Sporting Events, excl. Trips \$197,904 \$238,961 \$41,1 Fees for Recreational Lessons \$426,784 \$16,626 \$90,24 Pating Services \$3,3767 \$4,441 \$8 TV/Video/Audio \$4,543,370 \$5,465,822 \$92,2 Cable and Satellite Television Services \$3,134,445		,	\$102,000	Ψ213,300	Ψ57,5
Portable Memory	-	mo I Ico	¢602 204	¢729.6E6	¢125.3
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Entertainment & Recreation \$11,609,145 \$13,977,424 \$2,365 Fees and Admissions \$2,410,682 \$2,913,657 \$502, Membership Fees for Clubs (2) \$809,078 \$977,131 \$168, Fees for Participant Sports, excl. Trips \$387,135 \$466,509 \$811, Tickets to Theater/Operas/Concerts \$250,919 \$302,943 \$52, Tickets to Movies \$211,131 \$255,137 \$44, Tickets to Parks or Museums \$124,054 \$149,709 \$25, Admission to Sporting Events, excl. Trips \$197,904 \$238,961 \$41, Fees for Recreational Lessons \$426,784 \$516,826 \$90, Dating Services \$3,3677 \$4,441 \$4 Fees for Recreational Lessons \$426,784 \$516,826 \$90, Dating Services \$3,3677 \$4,441 \$4 Fees for Recreational Lessons \$426,784 \$516,822 \$922, Cable and Satellite Television Services \$3,134,453 \$3,767,893 \$633, Televisions \$453,477 \$546,622 \$93, Satellite Dishes \$5,601 \$6,653 \$1, \$1, \$1,000 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000					
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Fees for Participant Sports, excl. Trips \$387,135 \$468,509 \$81, Tickets to Theater/Operas/Concerts \$250,919 \$302,943 \$52, Tickets to Movies \$211,131 \$255,137 \$44, Tickets to Movies \$119,094 \$238,961 \$41, Tickets to Movies \$190,000 \$25, Admission to Sporting Events, excl. Trips \$197,094 \$238,961 \$41, Tickets to Movies \$426,784 \$516,826 \$90, Dating Services \$3,3677 \$4,441 \$\$177/Video/Audio \$45,433,370 \$5,465,822 \$922, Cable and Satellite Television Services \$3,134,453 \$3,767,893 \$633, Televisions \$453,477 \$546,622 \$933, Televisions \$5,601 \$6,753 \$1, VCRs, Video Cameras, and DVD Players \$17,544 \$21,155 \$3, Miscellaneous Video Equipment \$51,777 \$62,302 \$10, Video Cameras, and DVD Players \$17,544 \$21,155 \$3, Miscellaneous Video Equipment \$51,777 \$62,302 \$10, Video Cameras, and DVD Players \$17,544 \$21,155 \$3, Video Cameras, and DVD Players \$110,710 \$133,297					
Tickets to Theatre/Operas/Concerts \$250,919 \$302,943 \$52, Tickets to Movies Tickets to Parks or Museums \$114,054 \$149,709 \$25, Admission to Sporting Events, excl. Trips \$197,904 \$238,961 \$41, Fees for Recreational Lessons \$426,784 \$516,626 \$90, Dating Services \$3,677 \$4,441 \$4, Fees for Recreational Lessons \$426,784 \$516,626 \$90, Dating Services \$3,677 \$4,441 \$4, Fees for Recreational Lessons \$45,377 \$5,465,822 \$922, Cable and Satellite Television Services \$3,134,453 \$3,767,893 \$633, Televisions \$453,477 \$546,522 \$93, S41, Fees for Recreational Lessons Services \$31,4453 \$3,767,893 \$633, Televisions \$453,477 \$546,522 \$92, S42, Cable and Satellite Televisions Services \$11,4744 \$21,155 \$43, Televisions \$5,601 \$6,753 \$1, VCRs, Video Cameras, and DVD Players \$17,544 \$21,155 \$3, Miscellaneous Video Equipment \$51,777 \$62,302 \$10, Video Cameras, and DVD Players \$110,710 \$133,297 \$22, Video Cameras, and DVD Players \$110,710 \$133,297 \$22, Video Cameras, and DVD Players \$10,000 \$10,000				, ,	\$168,0
Tickets to Movies	Fees for Participant Sports, exc	cl. Trips	\$387,135	\$468,509	\$81,3
Tickets to Parks or Museums \$124,054 \$149,709 \$25, Admission to Sporting Events, excl. Trips \$197,904 \$238,961 \$41, Fees for Recreational Lessons \$426,784 \$516,826 \$90, Dating Services \$3,677 \$4,441 \$4,71,710 \$4,441 \$4,71,710 \$5,465,822 \$922, Cable and Satellite Television Services \$3,134,453 \$3,767,893 \$633, \$633, \$767,893 \$767,973 \$762, \$773 \$762, \$	Tickets to Theatre/Operas/Con-	certs	\$250,919	\$302,943	\$52,0
Admission to Sporting Events, excl. Trips	Tickets to Movies		\$211,131	\$255,137	\$44,0
Admission to Sporting Events, excl. Trips	Tickets to Parks or Museums		\$124,054	\$149,709	\$25,6
Fees for Recreational Lessons	Admission to Sporting Events,	excl. Trips	\$197,904		\$41,0
Dating Services \$3,677 \$4,441 \$ TV/Video/Audio \$4,543,370 \$5,465,822 \$922. Cable and Satellite Television Services \$3,134,453 \$3,767,893 \$633, Televisions \$453,477 \$546,622 \$93, Satellite Dishes \$5,601 \$6,753 \$1, VCRs, Video Cameras, and DVD Players \$17,544 \$21,155 \$3, Miscellaneous Video Equipment \$51,777 \$62,302 \$10, Video Cassettes and DVDs \$30,300 \$36,485 \$6, Video Game Hardware/Accessories \$110,710 \$133,297 \$22, Video Game Software \$60,403 \$72,735 \$12, Rental/Streaming/Downloaded Video \$272,840 \$328,886 \$56, Installation of Televisions \$2,606 \$3,164 \$4 Audio (3) \$389,507 \$469,701 \$80, Rental and Repair of TV/Radio/Sound Equipment \$14,152 \$16,830 \$2, Pets \$2,607,890 \$3,134,140 \$526, Toys/Games/Crafts/Hobb	Fees for Recreational Lessons	•			\$90,0
TV/Video/Audio \$4,543,370 \$5,465,822 \$922, Cable and Satellite Television Services \$3,134,453 \$3,767,893 \$633, Televisions \$453,477 \$546,622 \$93, Satellite Dishes \$5,601 \$6,753 \$1, VCRs, Video Cameras, and DVD Players \$17,544 \$21,155 \$3, Miscellaneous Video Equipment \$51,777 \$62,302 \$10, Video Cassettes and DVDs \$30,300 \$36,485 \$6, Video Game Hardware/Accessories \$110,710 \$133,297 \$22, Video Game Bardware/Accessories \$110,710 \$133,297 \$22, Video Game Software \$60,403 \$72,735 \$12, Rental/Streaming/Downloaded Video \$272,840 \$328,886 \$56, Installation of Televisions \$2,606 \$3,164 \$\$4010 (3) \$339,507 \$469,701 \$80, Rental and Repair of TV/Radio/Sound Equipment \$14,152 \$16,830 \$2, Pets \$2,607,890 \$3,134,140 \$526, Toys/Games/Crafts/Hobbies (4) \$414,500 \$499,641 \$85, Recreational Vehicles and Fees (5) \$348,899 \$419,242 \$70, Sports/Recreation/Exercise Equipment (6) \$692,809 \$83,239 \$139, Photo Equipment and Supplies (7) \$158,616 \$191,378 \$32, Reading (8) \$20,769,969 \$25,008,830 \$42,238, Bakery and Cereal Products \$20,769,969 \$25,008,830 \$42,238, Bakery and Cereal Products \$20,769,969 \$25,008,830 \$42,238, Dairy Products \$2,033,298 \$2,448,877 \$415, Fruits and Vegetables \$4,007,806 \$4,829,410 \$821, Fruits and Vegetables \$4,007,806 \$4,407,806 \$4,829,410 \$821, Fruits and Vegetables \$4,007,806 \$4,829,410 \$821, Fruits and Vegetables \$4,007,806 \$4,829,410 \$821, Fruits and Vegetables \$4,007,806 \$4,208,400 \$428, Fruits and Vegetables \$4,007,806 \$4,208,400 \$428, Fruits and Vegetables \$4,007,	Dating Services				\$7
Cable and Satellite Television Services \$3,134,453 \$3,767,893 \$633, Televisions \$453,477 \$546,622 \$93, Satellite Dishes \$5,601 \$6,6753 \$1, VCRs, Video Cameras, and DVD Players \$1,7544 \$21,155 \$3, Miscellaneous Video Equipment \$51,777 \$62,302 \$10, Video Cassettes and DVDs \$30,300 \$36,485 \$6, Video Game Hardware/Accessories \$110,710 \$133,297 \$22, Video Game Bardware/Accessories \$110,710 \$133,297 \$22, Video Game Software \$60,403 \$72,735 \$12, Rental/Streaming/Downloaded Video \$272,840 \$328,886 \$56, Installation of Televisions \$2,606 \$3,164 \$4 Audio (3) \$389,507 \$469,701 \$80, Rental and Repair of TV/Radio/Sound Equipment \$14,152 \$16,830 \$2, Pets Pets \$2,607,890 \$3,134,140 \$526, Toys/Games/Crafts/Hobbies (4) \$414,500 \$499,641 \$85, Recreational Vehicles and Fees (5) \$348,899 \$419,242 \$70, Sorts/Recreation/Exercise Equipment (6) \$692,809 \$832,329 \$139, Photo Equipment and Supplies (7) \$158,616 \$191,378 \$32, Reading (8) Food \$35,197,138 \$42,394,854					
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Food Away from Home \$14,427,169 \$17,386,024 \$2,958,	Snacks and Other Food at Hom	ne (10)	\$7,545,544	\$9,083,368	\$1,537,8
	Food Away from Home		\$14,427,169	\$17,386,024	\$2,958,8
	·		\$2,164,578	\$2,610,702	\$446,1

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals. **Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 03, 2021



413 E Wadley Ave, Midland, Texas, 79705 Ring: 1 mile radius Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

	2021	2026	Projecte
	Consumer Spending	Forecasted Demand	Spending Grow
Financial			
Value of Stocks/Bonds/Mutual Funds	\$88,798,364	\$107,269,406	\$18,471,04
Value of Retirement Plans	\$306,568,584	\$370,101,936	\$63,533,35
Value of Other Financial Assets	\$23,787,320	\$28,746,286	\$4,958,96
Vehicle Loan Amount excluding Interest	\$12,060,735	\$14,519,873	\$2,459,13
Value of Credit Card Debt Health	\$9,688,101	\$11,677,434	\$1,989,3
Nonprescription Drugs	\$594,036	\$713,535	\$119,4
Prescription Drugs	\$1,295,215	\$1,554,156	\$258,9
Eyeglasses and Contact Lenses	\$342,806	\$412,481	\$69,6
Home			
Mortgage Payment and Basics (11)	\$36,232,271	\$43,761,309	\$7,529,0
Maintenance and Remodeling Services	\$9,884,011	\$11,920,881	\$2,036,8
Maintenance and Remodeling Materials (12)	\$2,302,452	\$2,766,417	\$463,9
Utilities, Fuel, and Public Services	\$19,819,490	\$23,849,076	\$4,029,5
Household Furnishings and Equipment			
Household Textiles (13)	\$376,653	\$453,949	\$77,2
Furniture	\$2,385,062	\$2,874,585	\$489,5
Rugs	\$105,237	\$126,890	\$21,6
Major Appliances (14)	\$1,424,164	\$1,716,319	\$292,1
Housewares (15)	\$325,507	\$392,279	\$66,7
Small Appliances	\$199,579	\$240,542	\$40,9
Luggage	\$61,547	\$74,307	\$12,7
Telephones and Accessories	\$329,150	\$396,656	\$67,5
Household Operations	, , , , , , , , , , , , , , , , , , ,	4-1-0,0-1	7 - 1 / -
Child Care	\$1,738,991	\$2,102,032	\$363,0
Lawn and Garden (16)	\$1,823,105	\$2,193,634	\$370,5
Moving/Storage/Freight Express	\$296,491	\$357,469	\$60,9
Housekeeping Supplies (17)	\$3,050,188	\$3,671,456	\$621,2
Insurance	+-//	45/5: 2/:22	77-
Owners and Renters Insurance	\$2,454,911	\$2,951,438	\$496,5
Vehicle Insurance	\$7,777,186	\$9,360,635	\$1,583,4
Life/Other Insurance	\$2,121,448	\$2,552,964	\$431,5
Health Insurance	\$15,688,121	\$18,878,592	\$3,190,4
Personal Care Products (18)	\$1,926,814	\$2,321,018	\$394,2
School Books and Supplies (19)	\$498,594	\$601,126	\$102,5
Smoking Products	\$1,571,339	\$1,879,276	\$307,9
Transportation	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1 / = = / =	1 7-
Payments on Vehicles excluding Leases	\$10,911,873	\$13,125,950	\$2,214,0
Gasoline and Motor Oil	\$9,824,201	\$11,823,564	\$1,999,3
Vehicle Maintenance and Repairs	\$4,250,815	\$5,116,788	\$865,9
Travel	\$ 1,230,013	\$3,110,700	Ψ005,5
Airline Fares	\$2,186,476	\$2,641,770	\$455,2
Lodging on Trips	\$2,397,911	\$2,892,664	\$494,7
Auto/Truck Rental on Trips	\$192,407	\$232,529	\$40,1
Food and Drink on Trips	\$2,100,788	\$2,534,547	\$433,7



413 E Wadley Ave, Midland, Texas, 79705 Ring: 1 mile radius Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

- (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.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals. **Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 03, 2021



413 E Wadley Ave, Midland, Texas, 79705 Ring: 2 mile radius Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

Top Tapestry Segments	Percent	Demographic Summary	2021	20
Southwestern Families (7F)	35.7%	Population	29,790	31,9
Golden Years (9B)	10.6%	Households	10,717	11,5
Urban Edge Families (7C)	9.3%	Families	7,357	7,8
Old and Newcomers (8F)	8.2%	Median Age	35.4	37
Urban Chic (2A)	6.1%	Median Household Income	\$73,365	\$80,5
Orban Cilic (ZA)	0.170			Project
		2021	2026	
\\\\		Consumer Spending	Forecasted Demand	Spending Grow
Apparel and Services		\$26,610,653	\$31,175,137	\$4,564,4
Men's		\$5,075,617	\$5,947,697	\$872,0
Women's		\$9,076,863	\$10,630,435	\$1,553,5
Children's		\$4,052,912	\$4,753,372	\$700,4
Footwear		\$6,418,400	\$7,519,182	\$1,100,7
Watches & Jewelry		\$1,555,976	\$1,820,262	\$264,2
Apparel Products and Services (1)		\$644,262	\$754,188	\$109,9
Computer				
Computers and Hardware for Hom	e Use	\$2,040,313	\$2,392,113	\$351,8
Portable Memory		\$53,164	\$62,277	\$9,1
Computer Software		\$114,503	\$134,194	\$19,6
Computer Accessories		\$215,411	\$252,275	\$36,8
Entertainment & Recreation		\$39,702,170	\$46,505,649	\$6,803,
Fees and Admissions		\$8,596,916	\$10,062,410	\$1,465,
Membership Fees for Clubs (2)		\$2,901,482	\$3,395,661	\$494,
Fees for Participant Sports, excl	Trine	\$1,352,803	\$1,584,045	\$231,
Tickets to Theatre/Operas/Conc		\$1,352,803	\$1,074,254	\$155,
Tickets to Movies	erts	\$699,919	\$1,074,254	
			. ,	\$120,9
Tickets to Parks or Museums	J. T	\$406,656	\$476,688	\$70,
Admission to Sporting Events, e	exci. Irips	\$731,623	\$855,315	\$123,
Fees for Recreational Lessons		\$1,572,625	\$1,840,725	\$268,
Dating Services		\$12,697	\$14,858	\$2,
TV/Video/Audio		\$15,189,331	\$17,794,667	\$2,605,3
Cable and Satellite Television Se	ervices	\$10,541,225	\$12,347,541	\$1,806,
Televisions		\$1,499,964	\$1,758,170	\$258,
Satellite Dishes		\$19,166	\$22,473	\$3,3
VCRs, Video Cameras, and DVD	Players	\$59,407	\$69,573	\$10,
Miscellaneous Video Equipment		\$182,135	\$213,157	\$31,0
Video Cassettes and DVDs		\$97,755	\$114,562	\$16,
Video Game Hardware/Accessor	ies	\$362,185	\$424,865	\$62,
Video Game Software		\$193,744	\$227,073	\$33,
Rental/Streaming/Downloaded \	/ideo	\$887,190	\$1,040,232	\$153,
Installation of Televisions		\$9,150	\$10,735	\$1,
Audio (3)		\$1,296,276	\$1,518,257	\$221,
Rental and Repair of TV/Radio/S	Sound Fauinment	\$41,135	\$48,029	\$6,
Pets	Journa Equipment	\$8,905,486	\$10,437,716	\$1,532,
Toys/Games/Crafts/Hobbies (4)		\$1,388,085		
Recreational Vehicles and Fees (5)			\$1,626,633	\$238,
Sports/Recreation/Exercise Equipm		\$1,284,998	\$1,502,197	\$217,
	. ,	\$2,267,132	\$2,658,137	\$391,
Photo Equipment and Supplies (7)		\$538,445	\$630,596	\$92,
Reading (8)		\$1,213,204	\$1,420,635	\$207,
Catered Affairs (9)		\$321,395	\$375,962	\$54,
Food		\$118,141,856	\$138,468,043	\$20,326,
Food at Home		\$69,742,447	\$81,742,222	\$11,999,
Bakery and Cereal Products		\$8,842,281	\$10,360,896	\$1,518,
Meats, Poultry, Fish, and Eggs		\$15,347,735	\$17,988,452	\$2,640,
Dairy Products		\$6,883,210	\$8,068,726	\$1,185,
Fruits and Vegetables		\$13,543,274	\$15,875,257	\$2,331,
Snacks and Other Food at Home	e (10)	\$25,125,948	\$29,448,892	\$4,322,
Food Away from Home	. ,	\$48,399,409	\$56,725,821	\$8,326,4
1 000 Away II offi Hoffie				

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals. **Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 03, 2021



413 E Wadley Ave, Midland, Texas, 79705 Ring: 2 mile radius Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial	consumer Spending	Torecasted Demand	Spending Growth
Value of Stocks/Bonds/Mutual Funds	\$323,500,077	\$378,385,189	\$54,885,112
Value of Retirement Plans	\$1,152,223,990	\$1,346,444,956	\$194,220,966
Value of Other Financial Assets	\$90,943,693	\$106,252,143	\$15,308,450
Vehicle Loan Amount excluding Interest	\$39,298,678	\$46,084,990	\$6,786,312
Value of Credit Card Debt Health	\$33,106,785	\$38,760,565	\$5,653,780
Nonprescription Drugs	\$1,985,392	\$2,327,842	\$342,450
Prescription Drugs	\$4,347,783	\$5,091,470	\$743,687
Eyeglasses and Contact Lenses	\$1,191,860	\$1,395,890	\$204,030
Home	41/131/000	41,333,636	Ψ20 1/030
Mortgage Payment and Basics (11)	\$130,430,125	\$152,683,576	\$22,253,451
Maintenance and Remodeling Services	\$35,408,478	\$41,464,201	\$6,055,723
Maintenance and Remodeling Materials (12)	\$7,699,894	\$9,019,806	\$1,319,912
Utilities, Fuel, and Public Services	\$66,141,942	\$77,513,816	\$11,371,874
Household Furnishings and Equipment	+//	4/2.20/0.20	Ţ / / ·
Household Textiles (13)	\$1,274,940	\$1,493,667	\$218,727
Furniture	\$8,059,465	\$9,441,556	\$1,382,091
Rugs	\$371,475	\$434,471	\$62,996
Major Appliances (14)	\$4,849,973	\$5,680,289	\$830,316
Housewares (15)	\$1,116,370	\$1,308,780	\$192,410
Small Appliances	\$666,583	\$781,457	\$114,874
Luggage	\$205,650	\$240,992	\$35,342
Telephones and Accessories	\$1,175,406	\$1,374,462	\$199,056
Household Operations	+=,=.	7-//	7-22/222
Child Care	\$6,073,656	\$7,115,221	\$1,041,565
Lawn and Garden (16)	\$6,442,024	\$7,545,399	\$1,103,375
Moving/Storage/Freight Express	\$953,331	\$1,119,196	\$165,865
Housekeeping Supplies (17)	\$10,270,018	\$12,040,714	\$1,770,696
Insurance	, , ,	. , ,	, , ,
Owners and Renters Insurance	\$8,396,350	\$9,834,799	\$1,438,449
Vehicle Insurance	\$25,410,386	\$29,796,436	\$4,386,050
Life/Other Insurance	\$7,455,123	\$8,720,121	\$1,264,998
Health Insurance	\$53,470,490	\$62,638,482	\$9,167,992
Personal Care Products (18)	\$6,484,682	\$7,601,869	\$1,117,187
School Books and Supplies (19)	\$1,652,084	\$1,937,277	\$285,193
Smoking Products	\$4,900,872	\$5,734,204	\$833,332
Transportation			
Payments on Vehicles excluding Leases	\$35,750,867	\$41,915,293	\$6,164,426
Gasoline and Motor Oil	\$32,100,766	\$37,640,997	\$5,540,231
Vehicle Maintenance and Repairs	\$14,116,576	\$16,541,758	\$2,425,182
Travel			
Airline Fares	\$7,652,660	\$8,965,314	\$1,312,654
Lodging on Trips	\$8,510,611	\$9,961,403	\$1,450,792
Auto/Truck Rental on Trips	\$660,675	\$774,077	\$113,402
Food and Drink on Trips	\$7,284,167	\$8,531,529	\$1,247,362



413 E Wadley Ave, Midland, Texas, 79705 Ring: 2 mile radius

Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

December 03, 2021

- (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.



413 E Wadley Ave, Midland, Texas, 79705 Ring: 3 mile radius

Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

Top Tapestry Segments	Percent	Demographic Summary	2021	20
Southwestern Families (7F)	19.9%	Population	60,511	64,4
Southern Satellites (10A)	9.8%	Households	22,353	23,7
Comfortable Empty Nesters (5A)	9.7%	Families	15,503	16,4
Golden Years (9B)	6.7%	Median Age	36.8	3
Exurbanites (1E)	6.0%	Median Household Income	\$77,241	\$88,3
, ,		2021	2026	Project
		Consumer Spending	Forecasted Demand	Spending Grov
Apparel and Services		\$57,797,914	\$67,746,203	\$9,948,2
Men's		\$11,025,035	\$12,921,723	\$1,896,6
Women's		\$11,023,033	\$23,396,545	\$3,423,7
		\$8,632,723		
Children's			\$10,135,066	\$1,502,3
Footwear		\$13,806,479	\$16,187,793	\$2,381,
Watches & Jewelry		\$3,439,103	\$4,026,869	\$587,
Apparel Products and Services (1)		\$1,396,067	\$1,634,057	\$237,
Computer				
Computers and Hardware for Home	Use	\$4,439,624	\$5,203,679	\$764,
Portable Memory		\$116,097	\$136,005	\$19,
Computer Software		\$248,953	\$291,629	\$42,
Computer Accessories		\$484,316	\$567,019	\$82,
Entertainment & Recreation		\$87,365,211	\$102,360,493	\$14,995,
Fees and Admissions		\$19,074,366	\$22,306,949	\$3,232,
Membership Fees for Clubs (2)		\$6,478,460	\$7,576,052	\$1,097,
Fees for Participant Sports, excl.	Trins	\$3,007,998	\$3,517,957	\$509,
Tickets to Theatre/Operas/Conce	•	\$2,062,250	\$2,408,493	\$346,
Tickets to Movies	11.5	\$1,500,233		
			\$1,758,952	\$258,
Tickets to Parks or Museums		\$885,724	\$1,037,975	\$152,
Admission to Sporting Events, ex	ci. irips	\$1,670,427	\$1,951,717	\$281,
Fees for Recreational Lessons		\$3,440,912	\$4,022,613	\$581,
Dating Services		\$28,361	\$33,189	\$4,
TV/Video/Audio		\$32,939,585	\$38,621,419	\$5,681,
Cable and Satellite Television Ser	vices	\$22,777,534	\$26,705,743	\$3,928,
Televisions		\$3,211,288	\$3,766,864	\$555,
Satellite Dishes		\$43,719	\$51,267	\$7,
VCRs, Video Cameras, and DVD F	Plavers	\$132,452	\$155,187	\$22,
Miscellaneous Video Equipment	,	\$409,881	\$479,711	\$69,
Video Cassettes and DVDs		\$213,965	\$250,903	\$36,
Video Game Hardware/Accessorie	20	\$795,474	\$934,363	\$138,
Video Game Software		\$434,725	\$510,064	\$75,
Rental/Streaming/Downloaded Vi	doo	\$1,949,284	\$2,286,691	\$337,
Installation of Televisions	ueo			
		\$19,154	\$22,406	\$3,
Audio (3)		\$2,864,528	\$3,355,451	\$490,
Rental and Repair of TV/Radio/So	ouna Equipment	\$87,580	\$102,770	\$15,
Pets		\$19,780,671	\$23,193,926	\$3,413,
Toys/Games/Crafts/Hobbies (4)		\$3,102,299	\$3,636,862	\$534,
Recreational Vehicles and Fees (5)		\$2,931,447	\$3,427,933	\$496,
Sports/Recreation/Exercise Equipme	ent (6)	\$4,914,478	\$5,764,687	\$850,
Photo Equipment and Supplies (7)		\$1,201,326	\$1,406,620	\$205,
Reading (8)		\$2,709,758	\$3,170,572	\$460,
Catered Affairs (9)		\$717,364	\$838,647	\$121,
Food		\$254,142,019	\$298,028,866	\$43,886,
Food at Home		\$150,040,506	\$175,959,708	\$25,919,
Bakery and Cereal Products		\$19,108,988	\$22,404,107	\$3,295,
Meats, Poultry, Fish, and Eggs		\$32,801,562	\$38,475,817	\$5,674,
Dairy Products		\$14,830,582	\$17,390,107	\$2,559,
Fruits and Vegetables		\$28,952,029	\$33,949,521	\$4,997,
2	(10)			
Snacks and Other Food at Home	(10)	\$54,347,345 \$104,101,513	\$63,740,156	\$9,392,
Food Away from Home		\$104,101,513	\$122,069,158	\$17,967,0
Alcoholic Beverages		\$16,729,318	\$19,584,435	\$2,855,



413 E Wadley Ave, Midland, Texas, 79705 Ring: 3 mile radius

Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial	consumer openang	Torceasted Demand	Spending Growth
Value of Stocks/Bonds/Mutual Funds	\$730,627,940	\$853,403,170	\$122,775,230
Value of Retirement Plans	\$2,638,418,038	\$3,080,013,735	\$441,595,697
Value of Other Financial Assets	\$216,682,780	\$252,897,166	\$36,214,386
Vehicle Loan Amount excluding Interest	\$84,240,544	\$98,916,268	\$14,675,724
Value of Credit Card Debt	\$73,697,240	\$86,294,848	\$12,597,608
Health		. , ,	. , ,
Nonprescription Drugs	\$4,358,145	\$5,113,582	\$755,437
Prescription Drugs	\$9,628,418	\$11,287,390	\$1,658,972
Eyeglasses and Contact Lenses	\$2,631,192	\$3,082,262	\$451,070
Home			
Mortgage Payment and Basics (11)	\$284,290,537	\$332,577,256	\$48,286,719
Maintenance and Remodeling Services	\$77,363,924	\$90,523,667	\$13,159,743
Maintenance and Remodeling Materials (12)	\$16,765,999	\$19,647,162	\$2,881,163
Utilities, Fuel, and Public Services	\$141,703,633	\$166,229,341	\$24,525,708
Household Furnishings and Equipment			
Household Textiles (13)	\$2,765,052	\$3,240,544	\$475,492
Furniture	\$17,590,589	\$20,615,160	\$3,024,571
Rugs	\$840,887	\$983,351	\$142,464
Major Appliances (14)	\$10,553,841	\$12,364,259	\$1,810,418
Housewares (15)	\$2,425,938	\$2,844,111	\$418,173
Small Appliances	\$1,440,253	\$1,689,074	\$248,821
Luggage	\$449,891	\$527,125	\$77,234
Telephones and Accessories	\$2,604,217	\$3,044,792	\$440,575
lousehold Operations			
Child Care	\$13,418,680	\$15,716,788	\$2,298,108
Lawn and Garden (16)	\$14,136,376	\$16,559,961	\$2,423,585
Moving/Storage/Freight Express	\$2,010,609	\$2,361,337	\$350,728
Housekeeping Supplies (17)	\$21,990,010	\$25,798,816	\$3,808,806
Insurance			
Owners and Renters Insurance	\$18,154,659	\$21,281,316	\$3,126,657
Vehicle Insurance	\$53,843,777	\$63,207,242	\$9,363,465
Life/Other Insurance	\$16,585,586	\$19,407,400	\$2,821,814
Health Insurance	\$116,236,374	\$136,234,689	\$19,998,315
Personal Care Products (18)	\$13,894,760	\$16,297,437	\$2,402,677
School Books and Supplies (19)	\$3,571,899	\$4,190,900	\$619,001
Smoking Products	\$10,900,374	\$12,790,242	\$1,889,868
Transportation			
Payments on Vehicles excluding Leases	\$76,317,182	\$89,592,883	\$13,275,701
Gasoline and Motor Oil	\$68,305,091	\$80,180,577	\$11,875,486
Vehicle Maintenance and Repairs	\$30,788,168	\$36,097,665	\$5,309,497
Travel			
Airline Fares	\$16,552,144	\$19,374,746	\$2,822,602
Lodging on Trips	\$18,918,932	\$22,134,898	\$3,215,966
Auto/Truck Rental on Trips	\$1,446,881	\$1,693,933	\$247,052
Food and Drink on Trips	\$15,985,140	\$18,716,098	\$2,730,958



413 E Wadley Ave, Midland, Texas, 79705 Ring: 3 mile radius

Dub House, MAI, CCIM Latitude: 32.03092 Longitude: -102.07730

- (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.