



# Retail Demand Outlook

413 E Wadley Ave, Midland, Texas, 79705  
 Ring: 1 mile radius

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

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Southwestern Families (7F)	29.8%	Population	9,993	10,852
Urban Edge Families (7C)	28.7%	Households	3,487	3,792
Old and Newcomers (8F)	25.3%	Families	2,390	2,595
Economic BedRock (10C)	8.8%	Median Age	33.9	35.0
Golden Years (9B)	5.3%	Median Household Income	\$69,910	\$79,623
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$7,842,843	\$9,450,232	\$1,607,389
Men's		\$1,498,969	\$1,807,727	\$308,758
Women's		\$2,649,772	\$3,193,120	\$543,348
Children's		\$1,213,891	\$1,463,692	\$249,801
Footwear		\$1,891,506	\$2,278,513	\$387,007
Watches & Jewelry		\$465,653	\$558,740	\$93,087
Apparel Products and Services (1)		\$182,008	\$219,566	\$37,558
<b>Computer</b>				
Computers and Hardware for Home Use		\$603,394	\$728,656	\$125,262
Portable Memory		\$15,659	\$18,880	\$3,221
Computer Software		\$33,445	\$40,401	\$6,956
Computer Accessories		\$63,692	\$76,851	\$13,159
<b>Entertainment &amp; Recreation</b>		\$11,609,145	\$13,977,424	\$2,368,279
Fees and Admissions		\$2,410,682	\$2,913,657	\$502,975
Membership Fees for Clubs (2)		\$809,078	\$977,131	\$168,053
Fees for Participant Sports, excl. Trips		\$387,135	\$468,509	\$81,374
Tickets to Theatre/Operas/Concerts		\$250,919	\$302,943	\$52,024
Tickets to Movies		\$211,131	\$255,137	\$44,006
Tickets to Parks or Museums		\$124,054	\$149,709	\$25,655
Admission to Sporting Events, excl. Trips		\$197,904	\$238,961	\$41,057
Fees for Recreational Lessons		\$426,784	\$516,826	\$90,042
Dating Services		\$3,677	\$4,441	\$764
TV/Video/Audio		\$4,543,370	\$5,465,822	\$922,452
Cable and Satellite Television Services		\$3,134,453	\$3,767,893	\$633,440
Televisions		\$453,477	\$546,622	\$93,145
Satellite Dishes		\$5,601	\$6,753	\$1,152
VCRs, Video Cameras, and DVD Players		\$17,544	\$21,155	\$3,611
Miscellaneous Video Equipment		\$51,777	\$62,302	\$10,525
Video Cassettes and DVDs		\$30,300	\$36,485	\$6,185
Video Game Hardware/Accessories		\$110,710	\$133,297	\$22,587
Video Game Software		\$60,403	\$72,735	\$12,332
Rental/Streaming/Downloaded Video		\$272,840	\$328,886	\$56,046
Installation of Televisions		\$2,606	\$3,164	\$558
Audio (3)		\$389,507	\$469,701	\$80,194
Rental and Repair of TV/Radio/Sound Equipment		\$14,152	\$16,830	\$2,678
Pets		\$2,607,890	\$3,134,140	\$526,250
Toys/Games/Crafts/Hobbies (4)		\$414,500	\$499,641	\$85,141
Recreational Vehicles and Fees (5)		\$348,899	\$419,242	\$70,343
Sports/Recreation/Exercise Equipment (6)		\$692,809	\$832,329	\$139,520
Photo Equipment and Supplies (7)		\$158,616	\$191,378	\$32,762
Reading (8)		\$343,673	\$414,280	\$70,607
Catered Affairs (9)		\$89,472	\$107,860	\$18,388
<b>Food</b>		\$35,197,138	\$42,394,854	\$7,197,716
Food at Home		\$20,769,969	\$25,008,830	\$4,238,861
Bakery and Cereal Products		\$2,628,016	\$3,163,569	\$535,553
Meats, Poultry, Fish, and Eggs		\$4,555,305	\$5,483,605	\$928,300
Dairy Products		\$2,033,298	\$2,448,877	\$415,579
Fruits and Vegetables		\$4,007,806	\$4,829,410	\$821,604
Snacks and Other Food at Home (10)		\$7,545,544	\$9,083,368	\$1,537,824
Food Away from Home		\$14,427,169	\$17,386,024	\$2,958,855
Alcoholic Beverages		\$2,164,578	\$2,610,702	\$446,124

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$88,798,364	\$107,269,406	\$18,471,042
Value of Retirement Plans	\$306,568,584	\$370,101,936	\$63,533,352
Value of Other Financial Assets	\$23,787,320	\$28,746,286	\$4,958,966
Vehicle Loan Amount excluding Interest	\$12,060,735	\$14,519,873	\$2,459,138
Value of Credit Card Debt	\$9,688,101	\$11,677,434	\$1,989,333
<b>Health</b>			
Nonprescription Drugs	\$594,036	\$713,535	\$119,499
Prescription Drugs	\$1,295,215	\$1,554,156	\$258,941
Eyeglasses and Contact Lenses	\$342,806	\$412,481	\$69,675
<b>Home</b>			
Mortgage Payment and Basics (11)	\$36,232,271	\$43,761,309	\$7,529,038
Maintenance and Remodeling Services	\$9,884,011	\$11,920,881	\$2,036,870
Maintenance and Remodeling Materials (12)	\$2,302,452	\$2,766,417	\$463,965
Utilities, Fuel, and Public Services	\$19,819,490	\$23,849,076	\$4,029,586
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$376,653	\$453,949	\$77,296
Furniture	\$2,385,062	\$2,874,585	\$489,523
Rugs	\$105,237	\$126,890	\$21,653
Major Appliances (14)	\$1,424,164	\$1,716,319	\$292,155
Housewares (15)	\$325,507	\$392,279	\$66,772
Small Appliances	\$199,579	\$240,542	\$40,963
Luggage	\$61,547	\$74,307	\$12,760
Telephones and Accessories	\$329,150	\$396,656	\$67,506
<b>Household Operations</b>			
Child Care	\$1,738,991	\$2,102,032	\$363,041
Lawn and Garden (16)	\$1,823,105	\$2,193,634	\$370,529
Moving/Storage/Freight Express	\$296,491	\$357,469	\$60,978
Housekeeping Supplies (17)	\$3,050,188	\$3,671,456	\$621,268
<b>Insurance</b>			
Owners and Renters Insurance	\$2,454,911	\$2,951,438	\$496,527
Vehicle Insurance	\$7,777,186	\$9,360,635	\$1,583,449
Life/Other Insurance	\$2,121,448	\$2,552,964	\$431,516
Health Insurance	\$15,688,121	\$18,878,592	\$3,190,471
Personal Care Products (18)	\$1,926,814	\$2,321,018	\$394,204
School Books and Supplies (19)	\$498,594	\$601,126	\$102,532
Smoking Products	\$1,571,339	\$1,879,276	\$307,937
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$10,911,873	\$13,125,950	\$2,214,077
Gasoline and Motor Oil	\$9,824,201	\$11,823,564	\$1,999,363
Vehicle Maintenance and Repairs	\$4,250,815	\$5,116,788	\$865,973
<b>Travel</b>			
Airline Fares	\$2,186,476	\$2,641,770	\$455,294
Lodging on Trips	\$2,397,911	\$2,892,664	\$494,753
Auto/Truck Rental on Trips	\$192,407	\$232,529	\$40,122
Food and Drink on Trips	\$2,100,788	\$2,534,547	\$433,759

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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
Southwestern Families (7F)	35.7%	Population	29,790	31,979
Golden Years (9B)	10.6%	Households	10,717	11,515
Urban Edge Families (7C)	9.3%	Families	7,357	7,881
Old and Newcomers (8F)	8.2%	Median Age	35.4	37.0
Urban Chic (2A)	6.1%	Median Household Income	\$73,365	\$80,522
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$26,610,653	\$31,175,137	\$4,564,484
Men's		\$5,075,617	\$5,947,697	\$872,080
Women's		\$9,076,863	\$10,630,435	\$1,553,572
Children's		\$4,052,912	\$4,753,372	\$700,460
Footwear		\$6,418,400	\$7,519,182	\$1,100,782
Watches & Jewelry		\$1,555,976	\$1,820,262	\$264,286
Apparel Products and Services (1)		\$644,262	\$754,188	\$109,926
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,040,313	\$2,392,113	\$351,800
Portable Memory		\$53,164	\$62,277	\$9,113
Computer Software		\$114,503	\$134,194	\$19,691
Computer Accessories		\$215,411	\$252,275	\$36,864
<b>Entertainment &amp; Recreation</b>		\$39,702,170	\$46,505,649	\$6,803,479
Fees and Admissions		\$8,596,916	\$10,062,410	\$1,465,494
Membership Fees for Clubs (2)		\$2,901,482	\$3,395,661	\$494,179
Fees for Participant Sports, excl. Trips		\$1,352,803	\$1,584,045	\$231,242
Tickets to Theatre/Operas/Concerts		\$919,109	\$1,074,254	\$155,145
Tickets to Movies		\$699,919	\$820,865	\$120,946
Tickets to Parks or Museums		\$406,656	\$476,688	\$70,032
Admission to Sporting Events, excl. Trips		\$731,623	\$855,315	\$123,692
Fees for Recreational Lessons		\$1,572,625	\$1,840,725	\$268,100
Dating Services		\$12,697	\$14,858	\$2,161
TV/Video/Audio		\$15,189,331	\$17,794,667	\$2,605,336
Cable and Satellite Television Services		\$10,541,225	\$12,347,541	\$1,806,316
Televisions		\$1,499,964	\$1,758,170	\$258,206
Satellite Dishes		\$19,166	\$22,473	\$3,307
VCRs, Video Cameras, and DVD Players		\$59,407	\$69,573	\$10,166
Miscellaneous Video Equipment		\$182,135	\$213,157	\$31,022
Video Cassettes and DVDs		\$97,755	\$114,562	\$16,807
Video Game Hardware/Accessories		\$362,185	\$424,865	\$62,680
Video Game Software		\$193,744	\$227,073	\$33,329
Rental/Streaming/Downloaded Video		\$887,190	\$1,040,232	\$153,042
Installation of Televisions		\$9,150	\$10,735	\$1,585
Audio (3)		\$1,296,276	\$1,518,257	\$221,981
Rental and Repair of TV/Radio/Sound Equipment		\$41,135	\$48,029	\$6,894
Pets		\$8,905,486	\$10,437,716	\$1,532,230
Toys/Games/Crafts/Hobbies (4)		\$1,388,085	\$1,626,633	\$238,548
Recreational Vehicles and Fees (5)		\$1,284,998	\$1,502,197	\$217,199
Sports/Recreation/Exercise Equipment (6)		\$2,267,132	\$2,658,137	\$391,005
Photo Equipment and Supplies (7)		\$538,445	\$630,596	\$92,151
Reading (8)		\$1,213,204	\$1,420,635	\$207,431
Catered Affairs (9)		\$321,395	\$375,962	\$54,567
<b>Food</b>		\$118,141,856	\$138,468,043	\$20,326,187
Food at Home		\$69,742,447	\$81,742,222	\$11,999,775
Bakery and Cereal Products		\$8,842,281	\$10,360,896	\$1,518,615
Meats, Poultry, Fish, and Eggs		\$15,347,735	\$17,988,452	\$2,640,717
Dairy Products		\$6,883,210	\$8,068,726	\$1,185,516
Fruits and Vegetables		\$13,543,274	\$15,875,257	\$2,331,983
Snacks and Other Food at Home (10)		\$25,125,948	\$29,448,892	\$4,322,944
Food Away from Home		\$48,399,409	\$56,725,821	\$8,326,412
Alcoholic Beverages		\$7,607,792	\$8,907,754	\$1,299,962

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
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	\$33,106,785	\$38,760,565	\$5,653,780
<b>Health</b>			
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
<b>Home</b>			
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
<b>Household Furnishings and Equipment</b>			
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
<b>Household Operations</b>			
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
<b>Insurance</b>			
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
<b>Transportation</b>			
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
<b>Travel</b>			
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

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- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
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- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
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# Retail Demand Outlook

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	2026
Southwestern Families (7F)	19.9%	Population	60,511	64,447
Southern Satellites (10A)	9.8%	Households	22,353	23,786
Comfortable Empty Nesters (5A)	9.7%	Families	15,503	16,439
Golden Years (9B)	6.7%	Median Age	36.8	38.0
Exurbanites (1E)	6.0%	Median Household Income	\$77,241	\$88,131
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$57,797,914	\$67,746,203	\$9,948,289
Men's		\$11,025,035	\$12,921,723	\$1,896,688
Women's		\$19,972,758	\$23,396,545	\$3,423,787
Children's		\$8,632,723	\$10,135,066	\$1,502,343
Footwear		\$13,806,479	\$16,187,793	\$2,381,314
Watches & Jewelry		\$3,439,103	\$4,026,869	\$587,766
Apparel Products and Services (1)		\$1,396,067	\$1,634,057	\$237,990
<b>Computer</b>				
Computers and Hardware for Home Use		\$4,439,624	\$5,203,679	\$764,055
Portable Memory		\$116,097	\$136,005	\$19,908
Computer Software		\$248,953	\$291,629	\$42,676
Computer Accessories		\$484,316	\$567,019	\$82,703
<b>Entertainment &amp; Recreation</b>		\$87,365,211	\$102,360,493	\$14,995,282
Fees and Admissions		\$19,074,366	\$22,306,949	\$3,232,583
Membership Fees for Clubs (2)		\$6,478,460	\$7,576,052	\$1,097,592
Fees for Participant Sports, excl. Trips		\$3,007,998	\$3,517,957	\$509,959
Tickets to Theatre/Operas/Concerts		\$2,062,250	\$2,408,493	\$346,243
Tickets to Movies		\$1,500,233	\$1,758,952	\$258,719
Tickets to Parks or Museums		\$885,724	\$1,037,975	\$152,251
Admission to Sporting Events, excl. Trips		\$1,670,427	\$1,951,717	\$281,290
Fees for Recreational Lessons		\$3,440,912	\$4,022,613	\$581,701
Dating Services		\$28,361	\$33,189	\$4,828
TV/Video/Audio		\$32,939,585	\$38,621,419	\$5,681,834
Cable and Satellite Television Services		\$22,777,534	\$26,705,743	\$3,928,209
Televisions		\$3,211,288	\$3,766,864	\$555,576
Satellite Dishes		\$43,719	\$51,267	\$7,548
VCRs, Video Cameras, and DVD Players		\$132,452	\$155,187	\$22,735
Miscellaneous Video Equipment		\$409,881	\$479,711	\$69,830
Video Cassettes and DVDs		\$213,965	\$250,903	\$36,938
Video Game Hardware/Accessories		\$795,474	\$934,363	\$138,889
Video Game Software		\$434,725	\$510,064	\$75,339
Rental/Streaming/Downloaded Video		\$1,949,284	\$2,286,691	\$337,407
Installation of Televisions		\$19,154	\$22,406	\$3,252
Audio (3)		\$2,864,528	\$3,355,451	\$490,923
Rental and Repair of TV/Radio/Sound Equipment		\$87,580	\$102,770	\$15,190
Pets		\$19,780,671	\$23,193,926	\$3,413,255
Toys/Games/Crafts/Hobbies (4)		\$3,102,299	\$3,636,862	\$534,563
Recreational Vehicles and Fees (5)		\$2,931,447	\$3,427,933	\$496,486
Sports/Recreation/Exercise Equipment (6)		\$4,914,478	\$5,764,687	\$850,209
Photo Equipment and Supplies (7)		\$1,201,326	\$1,406,620	\$205,294
Reading (8)		\$2,709,758	\$3,170,572	\$460,814
Catered Affairs (9)		\$717,364	\$838,647	\$121,283
<b>Food</b>		\$254,142,019	\$298,028,866	\$43,886,847
Food at Home		\$150,040,506	\$175,959,708	\$25,919,202
Bakery and Cereal Products		\$19,108,988	\$22,404,107	\$3,295,119
Meats, Poultry, Fish, and Eggs		\$32,801,562	\$38,475,817	\$5,674,255
Dairy Products		\$14,830,582	\$17,390,107	\$2,559,525
Fruits and Vegetables		\$28,952,029	\$33,949,521	\$4,997,492
Snacks and Other Food at Home (10)		\$54,347,345	\$63,740,156	\$9,392,811
Food Away from Home		\$104,101,513	\$122,069,158	\$17,967,645
Alcoholic Beverages		\$16,729,318	\$19,584,435	\$2,855,117

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# Retail Demand Outlook

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Ring: 3 mile radius

Dub House, MAI, CCIM  
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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
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
<b>Health</b>			
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
<b>Home</b>			
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
<b>Household Furnishings and Equipment</b>			
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
<b>Household Operations</b>			
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
<b>Insurance</b>			
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
<b>Transportation</b>			
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
<b>Travel</b>			
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

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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.
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