



# Retail Demand Outlook

4425 W Wadley Ave, Midland, Texas, 79707  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01438  
 Longitude: -102.14283

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
In Style (5B)	23.8%	Population	16,975	17,193
Bright Young Professionals (8C)	19.7%	Households	7,103	7,251
Young and Restless (11B)	15.8%	Families	3,878	3,941
Retirement Communities (9E)	11.4%	Median Age	35.0	35.8
Enterprising Professionals (2D)	6.0%	Median Household Income	\$67,148	\$75,260
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$14,255,384	\$16,376,941	\$2,121,557
Men's		\$2,674,960	\$3,072,889	\$397,929
Women's		\$4,825,916	\$5,543,134	\$717,218
Children's		\$2,200,783	\$2,530,149	\$329,366
Footwear		\$3,243,690	\$3,726,954	\$483,264
Watches & Jewelry		\$1,030,114	\$1,182,477	\$152,363
Apparel Products and Services (1)		\$279,920	\$321,338	\$41,418
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,726,319	\$1,983,947	\$257,628
Portable Memory		\$29,924	\$34,376	\$4,452
Computer Software		\$99,443	\$114,281	\$14,838
Computer Accessories		\$163,658	\$188,000	\$24,342
<b>Entertainment &amp; Recreation</b>		\$23,377,966	\$26,839,339	\$3,461,373
Fees and Admissions		\$4,423,611	\$5,076,017	\$652,406
Membership Fees for Clubs (2)		\$1,730,807	\$1,985,944	\$255,137
Fees for Participant Sports, excl. Trips		\$752,603	\$863,420	\$110,817
Tickets to Theatre/Operas/Concerts		\$340,886	\$391,140	\$50,254
Tickets to Movies		\$191,981	\$220,712	\$28,731
Tickets to Parks or Museums		\$182,878	\$210,144	\$27,266
Admission to Sporting Events, excl. Trips		\$357,114	\$409,691	\$52,577
Fees for Recreational Lessons		\$860,073	\$986,614	\$126,541
Dating Services		\$7,269	\$8,353	\$1,084
TV/Video/Audio		\$8,573,091	\$9,846,136	\$1,273,045
Cable and Satellite Television Services		\$5,192,236	\$5,959,665	\$767,429
Televisions		\$973,122	\$1,118,643	\$145,521
Satellite Dishes		\$11,530	\$13,263	\$1,733
VCRs, Video Cameras, and DVD Players		\$33,126	\$38,088	\$4,962
Miscellaneous Video Equipment		\$88,416	\$101,520	\$13,104
Video Cassettes and DVDs		\$47,380	\$54,482	\$7,102
Video Game Hardware/Accessories		\$293,363	\$337,622	\$44,259
Video Game Software		\$146,151	\$168,215	\$22,064
Rental/Streaming/Downloaded Video		\$868,671	\$998,804	\$130,133
Installation of Televisions		\$10,291	\$11,809	\$1,518
Audio (3)		\$890,643	\$1,023,149	\$132,506
Rental and Repair of TV/Radio/Sound Equipment		\$18,160	\$20,876	\$2,716
Pets		\$5,358,644	\$6,149,422	\$790,778
Toys/Games/Crafts/Hobbies (4)		\$1,045,482	\$1,201,304	\$155,822
Recreational Vehicles and Fees (5)		\$803,753	\$921,556	\$117,803
Sports/Recreation/Exercise Equipment (6)		\$1,859,851	\$2,136,957	\$277,106
Photo Equipment and Supplies (7)		\$307,682	\$353,359	\$45,677
Reading (8)		\$809,395	\$929,011	\$119,616
Catered Affairs (9)		\$196,458	\$225,579	\$29,121
<b>Food</b>		\$67,347,517	\$77,362,126	\$10,014,609
Food at Home		\$43,087,084	\$49,487,132	\$6,400,048
Bakery and Cereal Products		\$5,539,870	\$6,362,063	\$822,193
Meats, Poultry, Fish, and Eggs		\$9,296,580	\$10,678,231	\$1,381,651
Dairy Products		\$4,130,580	\$4,743,244	\$612,664
Fruits and Vegetables		\$8,475,373	\$9,732,961	\$1,257,588
Snacks and Other Food at Home (10)		\$15,644,680	\$17,970,633	\$2,325,953
Food Away from Home		\$24,260,434	\$27,874,993	\$3,614,559
Alcoholic Beverages		\$4,272,767	\$4,904,669	\$631,902

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$228,935,613	\$262,223,080	\$33,287,467
Value of Retirement Plans	\$817,494,444	\$936,740,398	\$119,245,954
Value of Other Financial Assets	\$47,462,824	\$54,375,995	\$6,913,171
Vehicle Loan Amount excluding Interest	\$23,920,195	\$27,496,162	\$3,575,967
Value of Credit Card Debt	\$19,683,196	\$22,595,496	\$2,912,300
<b>Health</b>			
Nonprescription Drugs	\$1,073,444	\$1,232,744	\$159,300
Prescription Drugs	\$2,232,635	\$2,562,607	\$329,972
Eyeglasses and Contact Lenses	\$680,818	\$781,378	\$100,560
<b>Home</b>			
Mortgage Payment and Basics (11)	\$73,445,942	\$84,209,289	\$10,763,347
Maintenance and Remodeling Services	\$21,346,559	\$24,468,240	\$3,121,681
Maintenance and Remodeling Materials (12)	\$4,292,357	\$4,922,952	\$630,595
Utilities, Fuel, and Public Services	\$36,275,045	\$41,664,257	\$5,389,212
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$792,422	\$910,175	\$117,753
Furniture	\$5,371,437	\$6,170,820	\$799,383
Rugs	\$247,226	\$283,629	\$36,403
Major Appliances (14)	\$3,150,781	\$3,616,465	\$465,684
Housewares (15)	\$698,960	\$802,751	\$103,791
Small Appliances	\$482,359	\$554,289	\$71,930
Luggage	\$95,624	\$109,883	\$14,259
Telephones and Accessories	\$688,500	\$790,566	\$102,066
<b>Household Operations</b>			
Child Care	\$3,330,705	\$3,824,591	\$493,886
Lawn and Garden (16)	\$3,747,226	\$4,296,766	\$549,540
Moving/Storage/Freight Express	\$616,141	\$708,025	\$91,884
Housekeeping Supplies (17)	\$5,863,861	\$6,733,978	\$870,117
<b>Insurance</b>			
Owners and Renters Insurance	\$4,516,923	\$5,181,581	\$664,658
Vehicle Insurance	\$14,125,302	\$16,234,107	\$2,108,805
Life/Other Insurance	\$4,058,527	\$4,655,555	\$597,028
Health Insurance	\$30,253,763	\$34,725,559	\$4,471,796
Personal Care Products (18)	\$3,585,982	\$4,119,297	\$533,315
School Books and Supplies (19)	\$895,015	\$1,028,747	\$133,732
Smoking Products	\$2,812,508	\$3,233,334	\$420,826
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$19,535,607	\$22,450,777	\$2,915,170
Gasoline and Motor Oil	\$16,103,344	\$18,506,286	\$2,402,942
Vehicle Maintenance and Repairs	\$8,447,279	\$9,704,327	\$1,257,048
<b>Travel</b>			
Airline Fares	\$2,962,787	\$3,401,377	\$438,590
Lodging on Trips	\$4,422,736	\$5,076,361	\$653,625
Auto/Truck Rental on Trips	\$518,010	\$594,877	\$76,867
Food and Drink on Trips	\$3,534,909	\$4,058,763	\$523,854

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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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# Retail Demand Outlook

4425 W Wadley Ave, Midland, Texas, 79707  
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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Bright Young Professionals (8C)	21.0%	Population	49,649	51,297
In Style (5B)	18.7%	Households	19,300	20,076
Professional Pride (1B)	10.7%	Families	12,122	12,605
Young and Restless (11B)	9.0%	Median Age	36.5	37.5
Enterprising Professionals (2D)	6.5%	Median Household Income	\$91,770	\$103,011
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$48,127,868	\$55,911,402	\$7,783,534
Men's		\$9,028,466	\$10,487,968	\$1,459,502
Women's		\$16,331,862	\$18,967,667	\$2,635,805
Children's		\$7,411,400	\$8,619,709	\$1,208,309
Footwear		\$10,839,323	\$12,592,094	\$1,752,771
Watches & Jewelry		\$3,573,004	\$4,148,666	\$575,662
Apparel Products and Services (1)		\$943,813	\$1,095,298	\$151,485
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,759,571	\$6,689,996	\$930,425
Portable Memory		\$100,534	\$116,720	\$16,186
Computer Software		\$324,081	\$376,116	\$52,035
Computer Accessories		\$552,078	\$641,046	\$88,968
<b>Entertainment &amp; Recreation</b>		\$80,638,983	\$93,650,909	\$13,011,926
Fees and Admissions		\$15,707,173	\$18,244,641	\$2,537,468
Membership Fees for Clubs (2)		\$6,137,477	\$7,127,956	\$990,479
Fees for Participant Sports, excl. Trips		\$2,675,055	\$3,107,242	\$432,187
Tickets to Theatre/Operas/Concerts		\$1,188,948	\$1,379,788	\$190,840
Tickets to Movies		\$641,869	\$745,884	\$104,015
Tickets to Parks or Museums		\$635,876	\$739,439	\$103,563
Admission to Sporting Events, excl. Trips		\$1,288,155	\$1,496,060	\$207,905
Fees for Recreational Lessons		\$3,117,104	\$3,621,963	\$504,859
Dating Services		\$22,690	\$26,310	\$3,620
TV/Video/Audio		\$28,900,089	\$33,558,743	\$4,658,654
Cable and Satellite Television Services		\$17,663,202	\$20,503,687	\$2,840,485
Televisions		\$3,236,461	\$3,760,248	\$523,787
Satellite Dishes		\$38,092	\$44,281	\$6,189
VCRs, Video Cameras, and DVD Players		\$109,936	\$127,715	\$17,779
Miscellaneous Video Equipment		\$293,194	\$340,229	\$47,035
Video Cassettes and DVDs		\$155,081	\$180,132	\$25,051
Video Game Hardware/Accessories		\$937,158	\$1,089,117	\$151,959
Video Game Software		\$461,169	\$535,829	\$74,660
Rental/Streaming/Downloaded Video		\$2,873,581	\$3,339,089	\$465,508
Installation of Televisions		\$35,384	\$41,067	\$5,683
Audio (3)		\$3,038,837	\$3,530,009	\$491,172
Rental and Repair of TV/Radio/Sound Equipment		\$57,993	\$67,339	\$9,346
Pets		\$18,623,064	\$21,622,657	\$2,999,593
Toys/Games/Crafts/Hobbies (4)		\$3,515,531	\$4,084,355	\$568,824
Recreational Vehicles and Fees (5)		\$2,989,891	\$3,473,763	\$483,872
Sports/Recreation/Exercise Equipment (6)		\$6,445,470	\$7,493,765	\$1,048,295
Photo Equipment and Supplies (7)		\$1,041,161	\$1,208,972	\$167,811
Reading (8)		\$2,746,406	\$3,185,977	\$439,571
Catered Affairs (9)		\$670,198	\$778,034	\$107,836
<b>Food</b>		\$227,348,921	\$264,081,466	\$36,732,545
Food at Home		\$145,406,807	\$168,874,707	\$23,467,900
Bakery and Cereal Products		\$18,713,514	\$21,732,045	\$3,018,531
Meats, Poultry, Fish, and Eggs		\$31,310,332	\$36,365,542	\$5,055,210
Dairy Products		\$13,972,814	\$16,225,456	\$2,252,642
Fruits and Vegetables		\$28,621,175	\$33,235,415	\$4,614,240
Snacks and Other Food at Home (10)		\$52,788,973	\$61,316,249	\$8,527,276
Food Away from Home		\$81,942,114	\$95,206,759	\$13,264,645
Alcoholic Beverages		\$14,673,678	\$17,033,260	\$2,359,582

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$827,836,499	\$959,486,621	\$131,650,122
Value of Retirement Plans	\$3,009,296,213	\$3,492,332,129	\$483,035,916
Value of Other Financial Assets	\$170,858,733	\$198,016,435	\$27,157,702
Vehicle Loan Amount excluding Interest	\$81,329,817	\$94,586,352	\$13,256,535
Value of Credit Card Debt	\$67,477,687	\$78,351,995	\$10,874,308
<b>Health</b>			
Nonprescription Drugs	\$3,651,545	\$4,241,188	\$589,643
Prescription Drugs	\$7,635,141	\$8,862,810	\$1,227,669
Eyeglasses and Contact Lenses	\$2,340,591	\$2,716,880	\$376,289
<b>Home</b>			
Mortgage Payment and Basics (11)	\$270,726,884	\$314,528,254	\$43,801,370
Maintenance and Remodeling Services	\$79,401,410	\$92,236,117	\$12,834,707
Maintenance and Remodeling Materials (12)	\$15,834,431	\$18,407,232	\$2,572,801
Utilities, Fuel, and Public Services	\$122,849,553	\$142,693,505	\$19,843,952
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,677,667	\$3,109,747	\$432,080
Furniture	\$18,292,532	\$21,254,246	\$2,961,714
Rugs	\$873,272	\$1,013,948	\$140,676
Major Appliances (14)	\$11,088,900	\$12,883,951	\$1,795,051
Housewares (15)	\$2,389,132	\$2,775,206	\$386,074
Small Appliances	\$1,592,359	\$1,848,995	\$256,636
Luggage	\$322,637	\$374,882	\$52,245
Telephones and Accessories	\$2,315,431	\$2,687,020	\$371,589
<b>Household Operations</b>			
Child Care	\$11,629,544	\$13,517,771	\$1,888,227
Lawn and Garden (16)	\$13,600,446	\$15,794,328	\$2,193,882
Moving/Storage/Freight Express	\$2,031,101	\$2,358,356	\$327,255
Housekeeping Supplies (17)	\$19,973,645	\$23,199,898	\$3,226,253
<b>Insurance</b>			
Owners and Renters Insurance	\$16,164,874	\$18,777,395	\$2,612,521
Vehicle Insurance	\$47,243,897	\$54,900,922	\$7,657,025
Life/Other Insurance	\$14,531,681	\$16,878,986	\$2,347,305
Health Insurance	\$104,185,651	\$120,972,555	\$16,786,904
Personal Care Products (18)	\$12,086,492	\$14,037,380	\$1,950,888
School Books and Supplies (19)	\$3,006,410	\$3,494,264	\$487,854
Smoking Products	\$9,013,572	\$10,467,290	\$1,453,718
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$66,509,611	\$77,322,950	\$10,813,339
Gasoline and Motor Oil	\$54,104,674	\$62,876,321	\$8,771,647
Vehicle Maintenance and Repairs	\$28,544,238	\$33,156,817	\$4,612,579
<b>Travel</b>			
Airline Fares	\$10,294,364	\$11,955,068	\$1,660,704
Lodging on Trips	\$15,635,502	\$18,163,260	\$2,527,758
Auto/Truck Rental on Trips	\$1,789,818	\$2,079,078	\$289,260
Food and Drink on Trips	\$12,242,046	\$14,218,936	\$1,976,890

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- (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.
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# Retail Demand Outlook

4425 W Wadley Ave, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01438  
 Longitude: -102.14283

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Bright Young Professionals (8C)	13.2%	Population	84,770	87,537
In Style (5B)	12.1%	Households	31,973	33,232
Professional Pride (1B)	10.6%	Families	20,885	21,678
Young and Restless (11B)	7.8%	Median Age	36.3	37.2
Middleburg (4C)	7.0%	Median Household Income	\$93,540	\$103,692
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$82,806,052	\$95,688,734	\$12,882,682
Men's		\$15,565,040	\$17,986,950	\$2,421,910
Women's		\$28,055,947	\$32,414,727	\$4,358,780
Children's		\$12,768,689	\$14,770,139	\$2,001,450
Footwear		\$18,716,564	\$21,625,168	\$2,908,604
Watches & Jewelry		\$6,084,692	\$7,027,122	\$942,430
Apparel Products and Services (1)		\$1,615,121	\$1,864,628	\$249,507
<b>Computer</b>				
Computers and Hardware for Home Use		\$9,800,573	\$11,324,339	\$1,523,766
Portable Memory		\$171,019	\$197,525	\$26,506
Computer Software		\$542,995	\$626,973	\$83,978
Computer Accessories		\$940,078	\$1,086,089	\$146,011
<b>Entertainment &amp; Recreation</b>		\$138,853,460	\$160,429,484	\$21,576,024
Fees and Admissions		\$26,963,039	\$31,153,234	\$4,190,195
Membership Fees for Clubs (2)		\$10,531,958	\$12,166,111	\$1,634,153
Fees for Participant Sports, excl. Trips		\$4,583,587	\$5,297,535	\$713,948
Tickets to Theatre/Operas/Concerts		\$2,030,593	\$2,344,354	\$313,761
Tickets to Movies		\$1,102,021	\$1,273,876	\$171,855
Tickets to Parks or Museums		\$1,085,467	\$1,255,773	\$170,306
Admission to Sporting Events, excl. Trips		\$2,190,124	\$2,529,981	\$339,857
Fees for Recreational Lessons		\$5,401,594	\$6,242,126	\$840,532
Dating Services		\$37,694	\$43,477	\$5,783
TV/Video/Audio		\$49,935,511	\$57,686,023	\$7,750,512
Cable and Satellite Television Services		\$30,809,673	\$35,580,954	\$4,771,281
Televisions		\$5,560,522	\$6,426,549	\$866,027
Satellite Dishes		\$66,005	\$76,298	\$10,293
VCRs, Video Cameras, and DVD Players		\$186,685	\$215,793	\$29,108
Miscellaneous Video Equipment		\$493,403	\$569,630	\$76,227
Video Cassettes and DVDs		\$262,193	\$303,054	\$40,861
Video Game Hardware/Accessories		\$1,573,925	\$1,819,519	\$245,594
Video Game Software		\$766,217	\$885,738	\$119,521
Rental/Streaming/Downloaded Video		\$4,890,867	\$5,653,348	\$762,481
Installation of Televisions		\$60,318	\$69,635	\$9,317
Audio (3)		\$5,167,226	\$5,971,685	\$804,459
Rental and Repair of TV/Radio/Sound Equipment		\$98,479	\$113,820	\$15,341
Pets		\$32,165,169	\$37,157,905	\$4,992,736
Toys/Games/Crafts/Hobbies (4)		\$5,990,804	\$6,924,620	\$933,816
Recreational Vehicles and Fees (5)		\$5,181,866	\$5,989,650	\$807,784
Sports/Recreation/Exercise Equipment (6)		\$11,028,085	\$12,756,750	\$1,728,665
Photo Equipment and Supplies (7)		\$1,764,417	\$2,038,301	\$273,884
Reading (8)		\$4,661,936	\$5,381,103	\$719,167
Catered Affairs (9)		\$1,162,634	\$1,341,897	\$179,263
<b>Food</b>		\$392,065,664	\$453,045,275	\$60,979,611
Food at Home		\$250,567,926	\$289,513,022	\$38,945,096
Bakery and Cereal Products		\$32,204,916	\$37,208,083	\$5,003,167
Meats, Poultry, Fish, and Eggs		\$54,167,525	\$62,585,633	\$8,418,108
Dairy Products		\$24,050,476	\$27,785,753	\$3,735,277
Fruits and Vegetables		\$49,280,883	\$56,932,462	\$7,651,579
Snacks and Other Food at Home (10)		\$90,864,127	\$105,001,090	\$14,136,963
Food Away from Home		\$141,497,738	\$163,532,253	\$22,034,515
Alcoholic Beverages		\$25,024,887	\$28,901,508	\$3,876,621

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,417,592,720	\$1,634,477,195	\$216,884,475
Value of Retirement Plans	\$5,173,477,803	\$5,972,882,490	\$799,404,687
Value of Other Financial Assets	\$295,479,973	\$340,700,562	\$45,220,589
Vehicle Loan Amount excluding Interest	\$141,761,020	\$163,978,478	\$22,217,458
Value of Credit Card Debt	\$116,140,824	\$134,158,078	\$18,017,254
<b>Health</b>			
Nonprescription Drugs	\$6,314,247	\$7,296,991	\$982,744
Prescription Drugs	\$13,269,524	\$15,325,816	\$2,056,292
Eyeglasses and Contact Lenses	\$4,018,755	\$4,641,044	\$622,289
<b>Home</b>			
Mortgage Payment and Basics (11)	\$477,008,182	\$551,193,295	\$74,185,113
Maintenance and Remodeling Services	\$139,553,947	\$161,264,134	\$21,710,187
Maintenance and Remodeling Materials (12)	\$28,075,866	\$32,471,261	\$4,395,395
Utilities, Fuel, and Public Services	\$214,265,283	\$247,562,962	\$33,297,679
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$4,590,810	\$5,304,282	\$713,472
Furniture	\$31,284,967	\$36,165,225	\$4,880,258
Rugs	\$1,494,297	\$1,726,166	\$231,869
Major Appliances (14)	\$19,467,982	\$22,500,848	\$3,032,866
Housewares (15)	\$4,096,416	\$4,734,068	\$637,652
Small Appliances	\$2,729,799	\$3,153,531	\$423,732
Luggage	\$550,419	\$636,313	\$85,894
Telephones and Accessories	\$3,968,210	\$4,581,548	\$613,338
<b>Household Operations</b>			
Child Care	\$19,695,730	\$22,770,962	\$3,075,232
Lawn and Garden (16)	\$23,914,529	\$27,626,191	\$3,711,662
Moving/Storage/Freight Express	\$3,455,324	\$3,992,556	\$537,232
Housekeeping Supplies (17)	\$34,554,535	\$39,930,334	\$5,375,799
<b>Insurance</b>			
Owners and Renters Insurance	\$28,503,157	\$32,933,789	\$4,430,632
Vehicle Insurance	\$82,358,760	\$95,199,240	\$12,840,480
Life/Other Insurance	\$25,276,881	\$29,205,250	\$3,928,369
Health Insurance	\$180,878,439	\$208,936,235	\$28,057,796
Personal Care Products (18)	\$20,814,156	\$24,048,061	\$3,233,905
School Books and Supplies (19)	\$5,132,526	\$5,934,549	\$802,023
Smoking Products	\$15,455,608	\$17,861,413	\$2,405,805
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$115,530,416	\$133,597,454	\$18,067,038
Gasoline and Motor Oil	\$94,343,236	\$109,061,293	\$14,718,057
Vehicle Maintenance and Repairs	\$49,269,278	\$56,937,241	\$7,667,963
<b>Travel</b>			
Airline Fares	\$17,620,536	\$20,356,504	\$2,735,968
Lodging on Trips	\$26,899,562	\$31,084,599	\$4,185,037
Auto/Truck Rental on Trips	\$3,038,354	\$3,511,385	\$473,031
Food and Drink on Trips	\$20,966,273	\$24,225,758	\$3,259,485

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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.
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