



# Retail Demand Outlook

2301 W Missouri Ave, Midland, Texas, 79701  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99187  
 Longitude: -102.09835

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Forging Opportunity (7D)	34.8%	Population	10,039	10,473
Traditional Living (12B)	20.1%	Households	3,580	3,722
Front Porches (8E)	17.8%	Families	2,438	2,525
Rustbelt Traditions (5D)	11.3%	Median Age	33.0	33.5
Comfortable Empty Nesters (5A)	10.1%	Median Household Income	\$65,959	\$74,235
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$7,908,154	\$9,057,842	\$1,149,688
Men's		\$1,489,577	\$1,706,242	\$216,665
Women's		\$2,696,906	\$3,087,799	\$390,893
Children's		\$1,239,719	\$1,420,972	\$181,253
Footwear		\$1,922,276	\$2,202,269	\$279,993
Watches & Jewelry		\$447,039	\$511,661	\$64,622
Apparel Products and Services (1)		\$180,468	\$206,561	\$26,093
<b>Computer</b>				
Computers and Hardware for Home Use		\$602,121	\$689,635	\$87,514
Portable Memory		\$16,329	\$18,698	\$2,369
Computer Software		\$34,763	\$39,815	\$5,052
Computer Accessories		\$66,644	\$76,289	\$9,645
<b>Entertainment &amp; Recreation</b>		\$11,779,742	\$13,486,316	\$1,706,574
Fees and Admissions		\$2,620,576	\$2,999,145	\$378,569
Membership Fees for Clubs (2)		\$869,040	\$994,445	\$125,405
Fees for Participant Sports, excl. Trips		\$410,078	\$469,275	\$59,197
Tickets to Theatre/Operas/Concerts		\$283,112	\$323,869	\$40,757
Tickets to Movies		\$216,486	\$248,088	\$31,602
Tickets to Parks or Museums		\$122,896	\$140,762	\$17,866
Admission to Sporting Events, excl. Trips		\$229,095	\$262,052	\$32,957
Fees for Recreational Lessons		\$486,182	\$556,434	\$70,252
Dating Services		\$3,688	\$4,220	\$532
TV/Video/Audio		\$4,454,597	\$5,101,590	\$646,993
Cable and Satellite Television Services		\$3,017,774	\$3,455,552	\$437,778
Televisions		\$450,899	\$516,615	\$65,716
Satellite Dishes		\$6,025	\$6,900	\$875
VCRs, Video Cameras, and DVD Players		\$19,364	\$22,173	\$2,809
Miscellaneous Video Equipment		\$55,626	\$63,660	\$8,034
Video Cassettes and DVDs		\$31,235	\$35,790	\$4,555
Video Game Hardware/Accessories		\$115,341	\$132,191	\$16,850
Video Game Software		\$63,507	\$72,775	\$9,268
Rental/Streaming/Downloaded Video		\$280,343	\$321,223	\$40,880
Installation of Televisions		\$2,545	\$2,915	\$370
Audio (3)		\$401,092	\$459,364	\$58,272
Rental and Repair of TV/Radio/Sound Equipment		\$10,846	\$12,432	\$1,586
Pets		\$2,565,705	\$2,937,004	\$371,299
Toys/Games/Crafts/Hobbies (4)		\$448,288	\$513,441	\$65,153
Recreational Vehicles and Fees (5)		\$387,230	\$442,807	\$55,577
Sports/Recreation/Exercise Equipment (6)		\$669,801	\$767,221	\$97,420
Photo Equipment and Supplies (7)		\$169,355	\$193,898	\$24,543
Reading (8)		\$364,734	\$417,390	\$52,656
Catered Affairs (9)		\$100,281	\$114,765	\$14,484
<b>Food</b>		\$34,439,950	\$39,450,475	\$5,010,525
Food at Home		\$20,217,783	\$23,158,011	\$2,940,228
Bakery and Cereal Products		\$2,578,070	\$2,952,807	\$374,737
Meats, Poultry, Fish, and Eggs		\$4,416,516	\$5,059,006	\$642,490
Dairy Products		\$1,993,929	\$2,283,648	\$289,719
Fruits and Vegetables		\$3,897,361	\$4,464,149	\$566,788
Snacks and Other Food at Home (10)		\$7,331,907	\$8,398,401	\$1,066,494
Food Away from Home		\$14,222,167	\$16,292,464	\$2,070,297
Alcoholic Beverages		\$2,238,090	\$2,561,898	\$323,808

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$94,480,451	\$108,034,803	\$13,554,352
Value of Retirement Plans	\$350,813,798	\$401,065,528	\$50,251,730
Value of Other Financial Assets	\$27,224,002	\$31,099,980	\$3,875,978
Vehicle Loan Amount excluding Interest	\$11,390,534	\$13,051,386	\$1,660,852
Value of Credit Card Debt	\$10,113,767	\$11,577,671	\$1,463,904
<b>Health</b>			
Nonprescription Drugs	\$569,183	\$651,786	\$82,603
Prescription Drugs	\$1,252,969	\$1,434,326	\$181,357
Eyeglasses and Contact Lenses	\$359,491	\$411,513	\$52,022
<b>Home</b>			
Mortgage Payment and Basics (11)	\$39,534,777	\$45,236,206	\$5,701,429
Maintenance and Remodeling Services	\$10,018,499	\$11,462,030	\$1,443,531
Maintenance and Remodeling Materials (12)	\$2,206,061	\$2,524,816	\$318,755
Utilities, Fuel, and Public Services	\$19,301,202	\$22,109,136	\$2,807,934
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$375,576	\$430,140	\$54,564
Furniture	\$2,396,641	\$2,744,629	\$347,988
Rugs	\$108,241	\$123,824	\$15,583
Major Appliances (14)	\$1,435,006	\$1,642,989	\$207,983
Housewares (15)	\$320,751	\$367,335	\$46,584
Small Appliances	\$200,481	\$229,662	\$29,181
Luggage	\$59,789	\$68,471	\$8,682
Telephones and Accessories	\$387,436	\$443,607	\$56,171
<b>Household Operations</b>			
Child Care	\$1,920,940	\$2,199,421	\$278,481
Lawn and Garden (16)	\$1,810,792	\$2,072,074	\$261,282
Moving/Storage/Freight Express	\$271,277	\$311,047	\$39,770
Housekeeping Supplies (17)	\$2,934,931	\$3,361,791	\$426,860
<b>Insurance</b>			
Owners and Renters Insurance	\$2,420,790	\$2,771,046	\$350,256
Vehicle Insurance	\$7,314,655	\$8,382,023	\$1,067,368
Life/Other Insurance	\$2,182,650	\$2,497,307	\$314,657
Health Insurance	\$15,436,197	\$17,672,189	\$2,235,992
Personal Care Products (18)	\$1,889,983	\$2,165,025	\$275,042
School Books and Supplies (19)	\$485,961	\$556,820	\$70,859
Smoking Products	\$1,474,383	\$1,689,018	\$214,635
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$10,352,853	\$11,861,419	\$1,508,566
Gasoline and Motor Oil	\$9,344,635	\$10,707,765	\$1,363,130
Vehicle Maintenance and Repairs	\$4,211,701	\$4,823,763	\$612,062
<b>Travel</b>			
Airline Fares	\$2,224,120	\$2,546,095	\$321,975
Lodging on Trips	\$2,500,549	\$2,861,275	\$360,726
Auto/Truck Rental on Trips	\$189,613	\$217,068	\$27,455
Food and Drink on Trips	\$2,130,331	\$2,438,553	\$308,222

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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

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Forging Opportunity (7D)	19.0%	Population	41,201	43,371
Comfortable Empty Nesters (5A)	15.2%	Households	14,597	15,337
Southwestern Families (7F)	10.9%	Families	10,289	10,773
Rustbelt Traditions (5D)	8.6%	Median Age	34.2	34.9
Traditional Living (12B)	7.5%	Median Household Income	\$74,230	\$80,163
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$35,024,598	\$40,098,104	\$5,073,506
Men's		\$6,660,830	\$7,627,319	\$966,489
Women's		\$11,955,493	\$13,675,304	\$1,719,811
Children's		\$5,410,817	\$6,201,775	\$790,958
Footwear		\$8,483,636	\$9,719,758	\$1,236,122
Watches & Jewelry		\$1,984,786	\$2,268,579	\$283,793
Apparel Products and Services (1)		\$820,705	\$938,805	\$118,100
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,666,373	\$3,051,253	\$384,880
Portable Memory		\$71,343	\$81,624	\$10,281
Computer Software		\$153,407	\$175,649	\$22,242
Computer Accessories		\$295,484	\$337,781	\$42,297
<b>Entertainment &amp; Recreation</b>		\$51,818,238	\$59,249,455	\$7,431,217
Fees and Admissions		\$11,597,630	\$13,246,243	\$1,648,613
Membership Fees for Clubs (2)		\$3,878,541	\$4,429,960	\$551,419
Fees for Participant Sports, excl. Trips		\$1,830,193	\$2,090,023	\$259,830
Tickets to Theatre/Operas/Concerts		\$1,253,294	\$1,430,542	\$177,248
Tickets to Movies		\$950,253	\$1,088,439	\$138,186
Tickets to Parks or Museums		\$541,860	\$619,890	\$78,030
Admission to Sporting Events, excl. Trips		\$1,001,944	\$1,142,670	\$140,726
Fees for Recreational Lessons		\$2,124,868	\$2,425,626	\$300,758
Dating Services		\$16,677	\$19,093	\$2,416
TV/Video/Audio		\$19,621,350	\$22,457,001	\$2,835,651
Cable and Satellite Television Services		\$13,351,928	\$15,278,893	\$1,926,965
Televisions		\$1,985,165	\$2,273,740	\$288,575
Satellite Dishes		\$26,795	\$30,673	\$3,878
VCRs, Video Cameras, and DVD Players		\$82,803	\$94,691	\$11,888
Miscellaneous Video Equipment		\$242,098	\$276,561	\$34,463
Video Cassettes and DVDs		\$134,454	\$154,001	\$19,547
Video Game Hardware/Accessories		\$493,536	\$565,649	\$72,113
Video Game Software		\$272,303	\$312,070	\$39,767
Rental/Streaming/Downloaded Video		\$1,217,458	\$1,394,535	\$177,077
Installation of Televisions		\$11,468	\$13,114	\$1,646
Audio (3)		\$1,754,929	\$2,007,499	\$252,570
Rental and Repair of TV/Radio/Sound Equipment		\$48,413	\$55,574	\$7,161
Pets		\$11,282,892	\$12,897,922	\$1,615,030
Toys/Games/Crafts/Hobbies (4)		\$1,926,671	\$2,204,153	\$277,482
Recreational Vehicles and Fees (5)		\$1,686,774	\$1,922,357	\$235,583
Sports/Recreation/Exercise Equipment (6)		\$2,923,874	\$3,345,886	\$422,012
Photo Equipment and Supplies (7)		\$740,703	\$846,907	\$106,204
Reading (8)		\$1,611,995	\$1,841,961	\$229,966
Catered Affairs (9)		\$430,094	\$491,326	\$61,232
<b>Food</b>		\$152,590,175	\$174,733,646	\$22,143,471
Food at Home		\$89,621,819	\$102,623,476	\$13,001,657
Bakery and Cereal Products		\$11,412,621	\$13,065,863	\$1,653,242
Meats, Poultry, Fish, and Eggs		\$19,572,654	\$22,415,950	\$2,843,296
Dairy Products		\$8,831,857	\$10,110,476	\$1,278,619
Fruits and Vegetables		\$17,334,246	\$19,849,867	\$2,515,621
Snacks and Other Food at Home (10)		\$32,470,441	\$37,181,320	\$4,710,879
Food Away from Home		\$62,968,356	\$72,110,170	\$9,141,814
Alcoholic Beverages		\$9,973,574	\$11,403,868	\$1,430,294

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$427,493,745	\$487,448,593	\$59,954,848
Value of Retirement Plans	\$1,563,625,218	\$1,781,631,149	\$218,005,931
Value of Other Financial Assets	\$122,458,587	\$139,373,729	\$16,915,142
Vehicle Loan Amount excluding Interest	\$50,429,483	\$57,780,881	\$7,351,398
Value of Credit Card Debt	\$44,266,250	\$50,601,864	\$6,335,614
<b>Health</b>			
Nonprescription Drugs	\$2,517,130	\$2,880,506	\$363,376
Prescription Drugs	\$5,542,340	\$6,337,625	\$795,285
Eyeglasses and Contact Lenses	\$1,570,088	\$1,794,427	\$224,339
<b>Home</b>			
Mortgage Payment and Basics (11)	\$172,359,725	\$196,633,130	\$24,273,405
Maintenance and Remodeling Services	\$44,854,973	\$51,180,812	\$6,325,839
Maintenance and Remodeling Materials (12)	\$9,680,884	\$11,052,175	\$1,371,291
Utilities, Fuel, and Public Services	\$84,911,161	\$97,217,866	\$12,306,705
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,663,272	\$1,903,627	\$240,355
Furniture	\$10,606,515	\$12,134,742	\$1,528,227
Rugs	\$488,162	\$557,207	\$69,045
Major Appliances (14)	\$6,333,207	\$7,239,174	\$905,967
Housewares (15)	\$1,442,073	\$1,650,513	\$208,440
Small Appliances	\$879,211	\$1,006,762	\$127,551
Luggage	\$269,944	\$308,972	\$39,028
Telephones and Accessories	\$1,686,570	\$1,928,613	\$242,043
<b>Household Operations</b>			
Child Care	\$8,314,191	\$9,503,663	\$1,189,472
Lawn and Garden (16)	\$8,074,752	\$9,220,724	\$1,145,972
Moving/Storage/Freight Express	\$1,212,368	\$1,391,361	\$178,993
Housekeeping Supplies (17)	\$13,046,454	\$14,937,804	\$1,891,350
<b>Insurance</b>			
Owners and Renters Insurance	\$10,648,228	\$12,166,989	\$1,518,761
Vehicle Insurance	\$32,372,846	\$37,098,491	\$4,725,645
Life/Other Insurance	\$9,711,020	\$11,087,719	\$1,376,699
Health Insurance	\$68,418,209	\$78,245,124	\$9,826,915
Personal Care Products (18)	\$8,374,481	\$9,590,379	\$1,215,898
School Books and Supplies (19)	\$2,158,000	\$2,472,381	\$314,381
Smoking Products	\$6,341,841	\$7,266,457	\$924,616
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$45,640,524	\$52,266,897	\$6,626,373
Gasoline and Motor Oil	\$41,089,296	\$47,076,996	\$5,987,700
Vehicle Maintenance and Repairs	\$18,527,726	\$21,203,557	\$2,675,831
<b>Travel</b>			
Airline Fares	\$9,939,326	\$11,361,416	\$1,422,090
Lodging on Trips	\$11,153,209	\$12,735,313	\$1,582,104
Auto/Truck Rental on Trips	\$859,945	\$983,240	\$123,295
Food and Drink on Trips	\$9,502,403	\$10,860,834	\$1,358,431

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- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
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# Retail Demand Outlook

2301 W Missouri Ave, Midland, Texas, 79701  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99187  
 Longitude: -102.09835

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Southwestern Families (7F)	13.6%	Population	89,946	95,613
Forging Opportunity (7D)	10.8%	Households	32,054	34,030
Bright Young Professionals (8C)	7.3%	Families	22,372	23,654
Middleburg (4C)	7.0%	Median Age	33.9	34.6
Comfortable Empty Nesters (5A)	6.9%	Median Household Income	\$73,161	\$79,538
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$74,560,608	\$86,705,839	\$12,145,231
Men's		\$14,257,961	\$16,581,124	\$2,323,163
Women's		\$25,429,797	\$29,550,736	\$4,120,939
Children's		\$11,469,674	\$13,351,068	\$1,881,394
Footwear		\$17,985,252	\$20,930,207	\$2,944,955
Watches & Jewelry		\$4,273,092	\$4,962,238	\$689,146
Apparel Products and Services (1)		\$1,747,663	\$2,030,830	\$283,167
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,732,469	\$6,662,232	\$929,763
Portable Memory		\$150,169	\$174,519	\$24,350
Computer Software		\$327,147	\$380,443	\$53,296
Computer Accessories		\$630,319	\$732,101	\$101,782
<b>Entertainment &amp; Recreation</b>		\$110,045,811	\$127,817,449	\$17,771,638
Fees and Admissions		\$24,441,153	\$28,353,511	\$3,912,358
Membership Fees for Clubs (2)		\$8,210,389	\$9,525,083	\$1,314,694
Fees for Participant Sports, excl. Trips		\$3,885,107	\$4,506,660	\$621,553
Tickets to Theatre/Operas/Concerts		\$2,607,563	\$3,023,656	\$416,093
Tickets to Movies		\$2,024,288	\$2,354,190	\$329,902
Tickets to Parks or Museums		\$1,161,576	\$1,349,499	\$187,923
Admission to Sporting Events, excl. Trips		\$2,087,392	\$2,418,429	\$331,037
Fees for Recreational Lessons		\$4,428,438	\$5,133,617	\$705,179
Dating Services		\$36,399	\$42,377	\$5,978
TV/Video/Audio		\$41,774,749	\$48,571,883	\$6,797,134
Cable and Satellite Television Services		\$28,373,403	\$32,985,545	\$4,612,142
Televisions		\$4,233,191	\$4,925,035	\$691,844
Satellite Dishes		\$57,642	\$67,013	\$9,371
VCRs, Video Cameras, and DVD Players		\$173,838	\$202,037	\$28,199
Miscellaneous Video Equipment		\$511,650	\$593,832	\$82,182
Video Cassettes and DVDs		\$287,123	\$334,031	\$46,908
Video Game Hardware/Accessories		\$1,057,119	\$1,231,129	\$174,010
Video Game Software		\$588,209	\$684,970	\$96,761
Rental/Streaming/Downloaded Video		\$2,616,198	\$3,043,973	\$427,775
Installation of Televisions		\$24,737	\$28,692	\$3,955
Audio (3)		\$3,744,074	\$4,350,175	\$606,101
Rental and Repair of TV/Radio/Sound Equipment		\$107,565	\$125,450	\$17,885
Pets		\$24,077,021	\$27,958,785	\$3,881,764
Toys/Games/Crafts/Hobbies (4)		\$4,081,068	\$4,743,746	\$662,678
Recreational Vehicles and Fees (5)		\$3,485,801	\$4,036,453	\$550,652
Sports/Recreation/Exercise Equipment (6)		\$6,295,390	\$7,314,691	\$1,019,301
Photo Equipment and Supplies (7)		\$1,579,676	\$1,835,002	\$255,326
Reading (8)		\$3,410,333	\$3,958,314	\$547,981
Catered Affairs (9)		\$908,781	\$1,054,582	\$145,801
<b>Food</b>		\$325,817,321	\$378,943,666	\$53,126,345
Food at Home		\$191,368,384	\$222,570,453	\$31,202,069
Bakery and Cereal Products		\$24,325,431	\$28,286,954	\$3,961,523
Meats, Poultry, Fish, and Eggs		\$41,693,484	\$48,501,403	\$6,807,919
Dairy Products		\$18,840,125	\$21,905,241	\$3,065,116
Fruits and Vegetables		\$37,011,078	\$43,044,797	\$6,033,719
Snacks and Other Food at Home (10)		\$69,498,266	\$80,832,058	\$11,333,792
Food Away from Home		\$134,448,937	\$156,373,213	\$21,924,276
Alcoholic Beverages		\$21,139,245	\$24,553,242	\$3,413,997

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# Retail Demand Outlook

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$900,977,808	\$1,043,484,912	\$142,507,104
Value of Retirement Plans	\$3,233,433,533	\$3,742,729,299	\$509,295,766
Value of Other Financial Assets	\$255,895,494	\$296,167,871	\$40,272,377
Vehicle Loan Amount excluding Interest	\$108,925,303	\$126,776,523	\$17,851,220
Value of Credit Card Debt	\$93,941,987	\$109,106,719	\$15,164,732
<b>Health</b>			
Nonprescription Drugs	\$5,380,410	\$6,254,206	\$873,796
Prescription Drugs	\$11,741,808	\$13,641,854	\$1,900,046
Eyeglasses and Contact Lenses	\$3,298,506	\$3,829,774	\$531,268
<b>Home</b>			
Mortgage Payment and Basics (11)	\$356,108,256	\$412,666,384	\$56,558,128
Maintenance and Remodeling Services	\$94,421,038	\$109,402,512	\$14,981,474
Maintenance and Remodeling Materials (12)	\$20,530,844	\$23,807,660	\$3,276,816
Utilities, Fuel, and Public Services	\$180,424,228	\$209,842,832	\$29,418,604
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,551,182	\$4,128,202	\$577,020
Furniture	\$22,590,250	\$26,253,001	\$3,662,751
Rugs	\$1,034,632	\$1,199,846	\$165,214
Major Appliances (14)	\$13,370,348	\$15,523,347	\$2,152,999
Housewares (15)	\$3,078,805	\$3,578,567	\$499,762
Small Appliances	\$1,873,353	\$2,178,881	\$305,528
Luggage	\$584,007	\$678,940	\$94,933
Telephones and Accessories	\$3,431,874	\$3,985,965	\$554,091
<b>Household Operations</b>			
Child Care	\$17,684,225	\$20,535,218	\$2,850,993
Lawn and Garden (16)	\$16,982,535	\$19,698,154	\$2,715,619
Moving/Storage/Freight Express	\$2,656,525	\$3,094,107	\$437,582
Housekeeping Supplies (17)	\$27,808,222	\$32,338,831	\$4,530,609
<b>Insurance</b>			
Owners and Renters Insurance	\$22,333,027	\$25,924,818	\$3,591,791
Vehicle Insurance	\$69,467,695	\$80,849,405	\$11,381,710
Life/Other Insurance	\$20,378,212	\$23,638,934	\$3,260,722
Health Insurance	\$145,060,970	\$168,534,935	\$23,473,965
Personal Care Products (18)	\$17,830,287	\$20,739,280	\$2,908,993
School Books and Supplies (19)	\$4,643,745	\$5,403,044	\$759,299
Smoking Products	\$13,750,333	\$16,012,118	\$2,261,785
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$97,672,933	\$113,612,796	\$15,939,863
Gasoline and Motor Oil	\$87,985,651	\$102,382,560	\$14,396,909
Vehicle Maintenance and Repairs	\$39,513,554	\$45,933,727	\$6,420,173
<b>Travel</b>			
Airline Fares	\$21,147,339	\$24,548,205	\$3,400,866
Lodging on Trips	\$23,568,673	\$27,337,550	\$3,768,877
Auto/Truck Rental on Trips	\$1,851,700	\$2,150,131	\$298,431
Food and Drink on Trips	\$20,220,003	\$23,473,831	\$3,253,828

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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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