



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99223
 Longitude: -102.10006

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Forging Opportunity (7D)	34.5%	Population	10,084	10,503
Front Porches (8E)	19.2%	Households	3,592	3,729
Traditional Living (12B)	19.0%	Families	2,446	2,529
Comfortable Empty Nesters (5A)	11.6%	Median Age	33.1	33.7
Rustbelt Traditions (5D)	10.2%	Median Household Income	\$66,970	\$75,294
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$8,005,428	\$9,153,879	\$1,148,451
Men's		\$1,508,959	\$1,725,463	\$216,504
Women's		\$2,732,420	\$3,123,538	\$391,118
Children's		\$1,251,921	\$1,432,276	\$180,355
Footwear		\$1,944,613	\$2,224,037	\$279,424
Watches & Jewelry		\$452,651	\$517,318	\$64,667
Apparel Products and Services (1)		\$183,367	\$209,558	\$26,191
Computer				
Computers and Hardware for Home Use		\$610,821	\$698,412	\$87,591
Portable Memory		\$16,516	\$18,882	\$2,366
Computer Software		\$35,249	\$40,306	\$5,057
Computer Accessories		\$67,442	\$77,086	\$9,644
Entertainment & Recreation		\$11,933,598	\$13,641,245	\$1,707,647
Fees and Admissions		\$2,662,705	\$3,042,680	\$379,975
Membership Fees for Clubs (2)		\$883,113	\$1,009,039	\$125,926
Fees for Participant Sports, excl. Trips		\$416,504	\$475,908	\$59,404
Tickets to Theatre/Operas/Concerts		\$287,748	\$328,709	\$40,961
Tickets to Movies		\$219,243	\$250,778	\$31,535
Tickets to Parks or Museums		\$124,602	\$142,469	\$17,867
Admission to Sporting Events, excl. Trips		\$232,682	\$265,791	\$33,109
Fees for Recreational Lessons		\$495,078	\$565,717	\$70,639
Dating Services		\$3,735	\$4,269	\$534
TV/Video/Audio		\$4,507,387	\$5,153,697	\$646,310
Cable and Satellite Television Services		\$3,055,792	\$3,493,546	\$437,754
Televisions		\$455,503	\$520,976	\$65,473
Satellite Dishes		\$6,063	\$6,932	\$869
VCRs, Video Cameras, and DVD Players		\$19,540	\$22,341	\$2,801
Miscellaneous Video Equipment		\$56,568	\$64,645	\$8,077
Video Cassettes and DVDs		\$31,543	\$36,082	\$4,539
Video Game Hardware/Accessories		\$116,112	\$132,849	\$16,737
Video Game Software		\$63,993	\$73,212	\$9,219
Rental/Streaming/Downloaded Video		\$282,854	\$323,549	\$40,695
Installation of Televisions		\$2,601	\$2,974	\$373
Audio (3)		\$405,922	\$464,122	\$58,200
Rental and Repair of TV/Radio/Sound Equipment		\$10,897	\$12,469	\$1,572
Pets		\$2,597,772	\$2,969,309	\$371,537
Toys/Games/Crafts/Hobbies (4)		\$452,644	\$517,608	\$64,964
Recreational Vehicles and Fees (5)		\$392,739	\$448,526	\$55,787
Sports/Recreation/Exercise Equipment (6)		\$677,526	\$774,771	\$97,245
Photo Equipment and Supplies (7)		\$171,216	\$195,728	\$24,512
Reading (8)		\$370,278	\$423,128	\$52,850
Catered Affairs (9)		\$102,172	\$116,761	\$14,589
Food		\$34,877,599	\$39,883,693	\$5,006,094
Food at Home		\$20,474,691	\$23,412,814	\$2,938,123
Bakery and Cereal Products		\$2,611,709	\$2,986,340	\$374,631
Meats, Poultry, Fish, and Eggs		\$4,471,469	\$5,113,294	\$641,825
Dairy Products		\$2,020,699	\$2,310,476	\$289,777
Fruits and Vegetables		\$3,949,922	\$4,516,673	\$566,751
Snacks and Other Food at Home (10)		\$7,420,892	\$8,486,031	\$1,065,139
Food Away from Home		\$14,402,908	\$16,470,879	\$2,067,971
Alcoholic Beverages		\$2,270,249	\$2,594,706	\$324,457

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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
Ring: 1 mile radius

Dub House, MAI, CCIM
Latitude: 31.99223
Longitude: -102.10006

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$96,014,958	\$109,642,586	\$13,627,628
Value of Retirement Plans	\$356,602,007	\$407,161,836	\$50,559,829
Value of Other Financial Assets	\$27,646,966	\$31,552,682	\$3,905,716
Vehicle Loan Amount excluding Interest	\$11,504,127	\$13,158,573	\$1,654,446
Value of Credit Card Debt	\$10,251,079	\$11,717,217	\$1,466,138
Health			
Nonprescription Drugs	\$575,682	\$658,182	\$82,500
Prescription Drugs	\$1,267,120	\$1,448,354	\$181,234
Eyeglasses and Contact Lenses	\$363,827	\$415,850	\$52,023
Home			
Mortgage Payment and Basics (11)	\$40,150,482	\$45,871,868	\$5,721,386
Maintenance and Remodeling Services	\$10,197,076	\$11,648,585	\$1,451,509
Maintenance and Remodeling Materials (12)	\$2,236,242	\$2,555,432	\$319,190
Utilities, Fuel, and Public Services	\$19,526,401	\$22,329,395	\$2,802,994
Household Furnishings and Equipment			
Household Textiles (13)	\$380,662	\$435,238	\$54,576
Furniture	\$2,427,858	\$2,775,762	\$347,904
Rugs	\$109,973	\$125,624	\$15,651
Major Appliances (14)	\$1,454,546	\$1,662,637	\$208,091
Housewares (15)	\$324,812	\$371,356	\$46,544
Small Appliances	\$202,784	\$231,908	\$29,124
Luggage	\$60,613	\$69,298	\$8,685
Telephones and Accessories	\$391,723	\$447,789	\$56,066
Household Operations			
Child Care	\$1,945,242	\$2,223,742	\$278,500
Lawn and Garden (16)	\$1,837,883	\$2,099,916	\$262,033
Moving/Storage/Freight Express	\$274,657	\$314,300	\$39,643
Housekeeping Supplies (17)	\$2,970,970	\$3,397,281	\$426,311
Insurance			
Owners and Renters Insurance	\$2,449,813	\$2,799,920	\$350,107
Vehicle Insurance	\$7,400,090	\$8,464,600	\$1,064,510
Life/Other Insurance	\$2,213,745	\$2,529,199	\$315,454
Health Insurance	\$15,634,217	\$17,871,004	\$2,236,787
Personal Care Products (18)	\$1,912,587	\$2,187,168	\$274,581
School Books and Supplies (19)	\$491,718	\$562,408	\$70,690
Smoking Products	\$1,486,352	\$1,700,158	\$213,806
Transportation			
Payments on Vehicles excluding Leases	\$10,462,283	\$11,965,712	\$1,503,429
Gasoline and Motor Oil	\$9,449,633	\$10,808,812	\$1,359,179
Vehicle Maintenance and Repairs	\$4,260,972	\$4,872,154	\$611,182
Travel			
Airline Fares	\$2,260,668	\$2,583,750	\$323,082
Lodging on Trips	\$2,539,494	\$2,901,507	\$362,013
Auto/Truck Rental on Trips	\$192,717	\$220,260	\$27,543
Food and Drink on Trips	\$2,162,511	\$2,471,496	\$308,985

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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
Ring: 1 mile radius

Dub House, MAI, CCIM
Latitude: 31.99223
Longitude: -102.10006

- (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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
Ring: 2 mile radius

Dub House, MAI, CCIM
Latitude: 31.99223
Longitude: -102.10006

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Forging Opportunity (7D)	19.3%	Population	41,556	43,671
Comfortable Empty Nesters (5A)	15.1%	Households	14,772	15,496
Southwestern Families (7F)	8.8%	Families	10,364	10,832
Rustbelt Traditions (5D)	8.5%	Median Age	34.3	35.0
In Style (5B)	7.5%	Median Household Income	\$75,633	\$81,532
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$35,768,071	\$40,905,291	\$5,137,220
Men's		\$6,806,279	\$7,785,333	\$979,054
Women's		\$12,230,872	\$13,976,540	\$1,745,668
Children's		\$5,509,672	\$6,307,480	\$797,808
Footwear		\$8,645,839	\$9,894,320	\$1,248,481
Watches & Jewelry		\$2,035,249	\$2,324,175	\$288,926
Apparel Products and Services (1)		\$838,498	\$958,194	\$119,696
Computer				
Computers and Hardware for Home Use		\$2,729,902	\$3,120,746	\$390,844
Portable Memory		\$72,905	\$83,327	\$10,422
Computer Software		\$157,037	\$179,618	\$22,581
Computer Accessories		\$303,460	\$346,587	\$43,127
Entertainment & Recreation		\$53,034,016	\$60,581,593	\$7,547,577
Fees and Admissions		\$11,909,203	\$13,590,429	\$1,681,226
Membership Fees for Clubs (2)		\$3,984,110	\$4,546,603	\$562,493
Fees for Participant Sports, excl. Trips		\$1,880,017	\$2,145,095	\$265,078
Tickets to Theatre/Operas/Concerts		\$1,287,946	\$1,468,980	\$181,034
Tickets to Movies		\$971,290	\$1,111,274	\$139,984
Tickets to Parks or Museums		\$554,892	\$634,157	\$79,265
Admission to Sporting Events, excl. Trips		\$1,030,932	\$1,174,892	\$143,960
Fees for Recreational Lessons		\$2,182,900	\$2,489,849	\$306,949
Dating Services		\$17,116	\$19,578	\$2,462
TV/Video/Audio		\$20,018,539	\$22,887,423	\$2,868,884
Cable and Satellite Television Services		\$13,606,999	\$15,554,447	\$1,947,448
Televisions		\$2,024,477	\$2,316,107	\$291,630
Satellite Dishes		\$27,523	\$31,472	\$3,949
VCRs, Video Cameras, and DVD Players		\$84,794	\$96,879	\$12,085
Miscellaneous Video Equipment		\$248,422	\$283,548	\$35,126
Video Cassettes and DVDs		\$137,533	\$157,358	\$19,825
Video Game Hardware/Accessories		\$504,411	\$577,481	\$73,070
Video Game Software		\$279,061	\$319,475	\$40,414
Rental/Streaming/Downloaded Video		\$1,246,111	\$1,425,792	\$179,681
Installation of Televisions		\$11,774	\$13,451	\$1,677
Audio (3)		\$1,798,393	\$2,055,188	\$256,795
Rental and Repair of TV/Radio/Sound Equipment		\$49,040	\$56,225	\$7,185
Pets		\$11,550,412	\$13,191,513	\$1,641,101
Toys/Games/Crafts/Hobbies (4)		\$1,974,531	\$2,256,749	\$282,218
Recreational Vehicles and Fees (5)		\$1,733,019	\$1,973,799	\$240,780
Sports/Recreation/Exercise Equipment (6)		\$2,993,478	\$3,421,965	\$428,487
Photo Equipment and Supplies (7)		\$760,957	\$869,272	\$108,315
Reading (8)		\$1,655,277	\$1,889,814	\$234,537
Catered Affairs (9)		\$442,443	\$505,038	\$62,595
Food		\$155,645,831	\$178,035,986	\$22,390,155
Food at Home		\$91,402,170	\$104,547,371	\$13,145,201
Bakery and Cereal Products		\$11,644,331	\$13,316,847	\$1,672,516
Meats, Poultry, Fish, and Eggs		\$19,935,081	\$22,805,407	\$2,870,326
Dairy Products		\$9,014,900	\$10,309,032	\$1,294,132
Fruits and Vegetables		\$17,675,008	\$20,217,701	\$2,542,693
Snacks and Other Food at Home (10)		\$33,132,850	\$37,898,384	\$4,765,534
Food Away from Home		\$64,243,661	\$73,488,615	\$9,244,954
Alcoholic Beverages		\$10,208,617	\$11,661,425	\$1,452,808

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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99223
 Longitude: -102.10006

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$440,059,619	\$501,411,618	\$61,351,999
Value of Retirement Plans	\$1,609,187,437	\$1,832,360,641	\$223,173,204
Value of Other Financial Assets	\$126,486,829	\$143,904,588	\$17,417,759
Vehicle Loan Amount excluding Interest	\$51,351,954	\$58,767,281	\$7,415,327
Value of Credit Card Debt	\$45,348,426	\$51,791,602	\$6,443,176
Health			
Nonprescription Drugs	\$2,570,450	\$2,938,497	\$368,047
Prescription Drugs	\$5,657,460	\$6,462,980	\$805,520
Eyeglasses and Contact Lenses	\$1,607,221	\$1,835,200	\$227,979
Home			
Mortgage Payment and Basics (11)	\$176,491,332	\$201,182,159	\$24,690,827
Maintenance and Remodeling Services	\$45,973,862	\$52,412,692	\$6,438,830
Maintenance and Remodeling Materials (12)	\$9,906,507	\$11,299,809	\$1,393,302
Utilities, Fuel, and Public Services	\$86,483,659	\$98,908,544	\$12,424,885
Household Furnishings and Equipment			
Household Textiles (13)	\$1,699,542	\$1,943,076	\$243,534
Furniture	\$10,842,394	\$12,391,726	\$1,549,332
Rugs	\$501,094	\$571,501	\$70,407
Major Appliances (14)	\$6,469,739	\$7,387,865	\$918,126
Housewares (15)	\$1,473,999	\$1,685,247	\$211,248
Small Appliances	\$897,754	\$1,026,881	\$129,127
Luggage	\$276,379	\$316,003	\$39,624
Telephones and Accessories	\$1,725,111	\$1,970,887	\$245,776
Household Operations			
Child Care	\$8,536,716	\$9,748,961	\$1,212,245
Lawn and Garden (16)	\$8,251,583	\$9,414,014	\$1,162,431
Moving/Storage/Freight Express	\$1,235,439	\$1,415,973	\$180,534
Housekeeping Supplies (17)	\$13,294,364	\$15,204,745	\$1,910,381
Insurance			
Owners and Renters Insurance	\$10,857,048	\$12,393,372	\$1,536,324
Vehicle Insurance	\$32,938,315	\$37,701,064	\$4,762,749
Life/Other Insurance	\$9,939,460	\$11,338,639	\$1,399,179
Health Insurance	\$69,839,451	\$79,790,158	\$9,950,707
Personal Care Products (18)	\$8,538,439	\$9,767,226	\$1,228,787
School Books and Supplies (19)	\$2,202,973	\$2,521,015	\$318,042
Smoking Products	\$6,468,207	\$7,403,387	\$935,180
Transportation			
Payments on Vehicles excluding Leases	\$46,463,667	\$53,147,405	\$6,683,738
Gasoline and Motor Oil	\$41,826,276	\$47,865,177	\$6,038,901
Vehicle Maintenance and Repairs	\$18,930,830	\$21,642,296	\$2,711,466
Travel			
Airline Fares	\$10,184,179	\$11,630,122	\$1,445,943
Lodging on Trips	\$11,440,027	\$13,051,609	\$1,611,582
Auto/Truck Rental on Trips	\$881,854	\$1,007,304	\$125,450
Food and Drink on Trips	\$9,734,676	\$11,115,791	\$1,381,115

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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
Ring: 2 mile radius

Dub House, MAI, CCIM
Latitude: 31.99223
Longitude: -102.10006

- (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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99223
 Longitude: -102.10006

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Southwestern Families (7F)	13.4%	Population	91,231	96,968
Forging Opportunity (7D)	10.6%	Households	32,666	34,680
Bright Young Professionals (8C)	7.7%	Families	22,709	24,008
Middleburg (4C)	6.9%	Median Age	33.9	34.7
Comfortable Empty Nesters (5A)	6.8%	Median Household Income	\$73,871	\$80,118
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$76,474,295	\$88,902,153	\$12,427,858
Men's		\$14,634,688	\$17,013,896	\$2,379,208
Women's		\$26,090,054	\$30,308,385	\$4,218,331
Children's		\$11,750,669	\$13,673,422	\$1,922,753
Footwear		\$18,437,363	\$21,448,938	\$3,011,575
Watches & Jewelry		\$4,386,051	\$5,091,861	\$705,810
Apparel Products and Services (1)		\$1,793,516	\$2,083,453	\$289,937
Computer				
Computers and Hardware for Home Use		\$5,885,733	\$6,838,304	\$952,571
Portable Memory		\$154,016	\$178,933	\$24,917
Computer Software		\$336,185	\$390,835	\$54,650
Computer Accessories		\$647,471	\$751,799	\$104,328
Entertainment & Recreation		\$112,887,256	\$131,076,871	\$18,189,615
Fees and Admissions		\$25,103,732	\$29,113,865	\$4,010,133
Membership Fees for Clubs (2)		\$8,435,011	\$9,782,911	\$1,347,900
Fees for Participant Sports, excl. Trips		\$3,990,892	\$4,628,108	\$637,216
Tickets to Theatre/Operas/Concerts		\$2,678,770	\$3,105,332	\$426,562
Tickets to Movies		\$2,077,877	\$2,415,777	\$337,900
Tickets to Parks or Museums		\$1,192,169	\$1,384,633	\$192,464
Admission to Sporting Events, excl. Trips		\$2,143,299	\$2,482,491	\$339,192
Fees for Recreational Lessons		\$4,548,260	\$5,271,023	\$722,763
Dating Services		\$37,454	\$43,591	\$6,137
TV/Video/Audio		\$42,816,433	\$49,766,615	\$6,950,182
Cable and Satellite Television Services		\$29,066,160	\$33,779,576	\$4,713,416
Televisions		\$4,339,819	\$5,047,423	\$707,604
Satellite Dishes		\$59,249	\$68,861	\$9,612
VCRs, Video Cameras, and DVD Players		\$178,334	\$207,195	\$28,861
Miscellaneous Video Equipment		\$525,248	\$609,432	\$84,184
Video Cassettes and DVDs		\$294,684	\$342,718	\$48,034
Video Game Hardware/Accessories		\$1,084,213	\$1,262,242	\$178,029
Video Game Software		\$604,137	\$703,284	\$99,147
Rental/Streaming/Downloaded Video		\$2,685,612	\$3,123,743	\$438,131
Installation of Televisions		\$25,421	\$29,478	\$4,057
Audio (3)		\$3,843,628	\$4,464,508	\$620,880
Rental and Repair of TV/Radio/Sound Equipment		\$109,928	\$128,156	\$18,228
Pets		\$24,692,328	\$28,664,319	\$3,971,991
Toys/Games/Crafts/Hobbies (4)		\$4,187,794	\$4,866,238	\$678,444
Recreational Vehicles and Fees (5)		\$3,573,272	\$4,136,461	\$563,189
Sports/Recreation/Exercise Equipment (6)		\$6,460,470	\$7,504,238	\$1,043,768
Photo Equipment and Supplies (7)		\$1,623,348	\$1,885,183	\$261,835
Reading (8)		\$3,503,583	\$4,065,386	\$561,803
Catered Affairs (9)		\$934,728	\$1,084,394	\$149,666
Food		\$334,073,935	\$388,419,837	\$54,345,902
Food at Home		\$196,192,445	\$228,106,027	\$31,913,582
Bakery and Cereal Products		\$24,938,366	\$28,990,166	\$4,051,800
Meats, Poultry, Fish, and Eggs		\$42,725,585	\$49,685,316	\$6,959,731
Dairy Products		\$19,320,987	\$22,457,099	\$3,136,112
Fruits and Vegetables		\$37,949,482	\$44,121,814	\$6,172,332
Snacks and Other Food at Home (10)		\$71,258,024	\$82,851,632	\$11,593,608
Food Away from Home		\$137,881,489	\$160,313,810	\$22,432,321
Alcoholic Beverages		\$21,698,942	\$25,195,687	\$3,496,745

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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
Ring: 3 mile radius

Dub House, MAI, CCIM
Latitude: 31.99223
Longitude: -102.10006

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$925,616,274	\$1,071,748,079	\$146,131,805
Value of Retirement Plans	\$3,319,192,187	\$3,840,928,311	\$521,736,124
Value of Other Financial Assets	\$262,790,408	\$304,060,995	\$41,270,587
Vehicle Loan Amount excluding Interest	\$111,604,484	\$129,851,102	\$18,246,618
Value of Credit Card Debt	\$96,383,963	\$111,907,833	\$15,523,870
Health			
Nonprescription Drugs	\$5,515,168	\$6,408,781	\$893,613
Prescription Drugs	\$12,027,269	\$13,968,873	\$1,941,604
Eyeglasses and Contact Lenses	\$3,382,302	\$3,925,821	\$543,519
Home			
Mortgage Payment and Basics (11)	\$364,997,215	\$422,841,020	\$57,843,805
Maintenance and Remodeling Services	\$96,845,224	\$112,179,701	\$15,334,477
Maintenance and Remodeling Materials (12)	\$21,033,494	\$24,383,184	\$3,349,690
Utilities, Fuel, and Public Services	\$184,815,743	\$214,877,645	\$30,061,902
Household Furnishings and Equipment			
Household Textiles (13)	\$3,643,137	\$4,233,750	\$590,613
Furniture	\$23,170,378	\$26,918,642	\$3,748,264
Rugs	\$1,061,837	\$1,231,030	\$169,193
Major Appliances (14)	\$13,700,735	\$15,901,888	\$2,201,153
Housewares (15)	\$3,158,851	\$3,670,468	\$511,617
Small Appliances	\$1,921,550	\$2,234,216	\$312,666
Luggage	\$599,833	\$697,131	\$97,298
Telephones and Accessories	\$3,519,985	\$4,086,958	\$566,973
Household Operations			
Child Care	\$18,165,368	\$21,087,760	\$2,922,392
Lawn and Garden (16)	\$17,396,912	\$20,172,485	\$2,775,573
Moving/Storage/Freight Express	\$2,726,720	\$3,174,870	\$448,150
Housekeeping Supplies (17)	\$28,495,331	\$33,126,909	\$4,631,578
Insurance			
Owners and Renters Insurance	\$22,859,368	\$26,527,123	\$3,667,755
Vehicle Insurance	\$71,172,345	\$82,805,603	\$11,633,258
Life/Other Insurance	\$20,887,609	\$24,222,207	\$3,334,598
Health Insurance	\$148,664,751	\$172,666,281	\$24,001,530
Personal Care Products (18)	\$18,280,187	\$21,255,620	\$2,975,433
School Books and Supplies (19)	\$4,762,910	\$5,539,886	\$776,976
Smoking Products	\$14,085,199	\$16,396,033	\$2,310,834
Transportation			
Payments on Vehicles excluding Leases	\$100,024,454	\$116,308,977	\$16,284,523
Gasoline and Motor Oil	\$90,134,977	\$104,848,287	\$14,713,310
Vehicle Maintenance and Repairs	\$40,515,948	\$47,083,759	\$6,567,811
Travel			
Airline Fares	\$21,716,543	\$25,201,755	\$3,485,212
Lodging on Trips	\$24,187,455	\$28,047,050	\$3,859,595
Auto/Truck Rental on Trips	\$1,902,304	\$2,208,261	\$305,957
Food and Drink on Trips	\$20,753,290	\$24,085,783	\$3,332,493

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.



Retail Demand Outlook

2315 W Wall St, Midland, Texas, 79701
Ring: 3 mile radius

Dub House, MAI, CCIM
Latitude: 31.99223
Longitude: -102.10006

- (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.