



# Retail Demand Outlook

2700 N Loop 250 W, Midland, Texas, 79707  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.00681  
 Longitude: -102.15613

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Bright Young Professionals (8C)	27.4%	Population	11,107	11,914
Professional Pride (1B)	25.6%	Households	4,270	4,545
Retirement Communities (9E)	20.0%	Families	2,613	2,787
Metro Fusion (11C)	10.2%	Median Age	36.8	38.0
In Style (5B)	8.6%	Median Household Income	\$99,905	\$103,360
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$13,270,572	\$15,555,545	\$2,284,973
Men's		\$2,602,828	\$3,050,848	\$448,020
Women's		\$4,580,662	\$5,365,769	\$785,107
Children's		\$1,968,339	\$2,311,968	\$343,629
Footwear		\$3,135,936	\$3,676,377	\$540,441
Watches & Jewelry		\$776,965	\$910,197	\$133,232
Apparel Products and Services (1)		\$317,800	\$371,704	\$53,904
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,051,556	\$1,232,983	\$181,427
Portable Memory		\$26,267	\$30,775	\$4,508
Computer Software		\$61,480	\$72,055	\$10,575
Computer Accessories		\$116,932	\$137,034	\$20,102
<b>Entertainment &amp; Recreation</b>		\$19,380,669	\$22,697,062	\$3,316,393
Fees and Admissions		\$4,563,825	\$5,346,793	\$782,968
Membership Fees for Clubs (2)		\$1,539,660	\$1,803,153	\$263,493
Fees for Participant Sports, excl. Trips		\$730,648	\$855,725	\$125,077
Tickets to Theatre/Operas/Concerts		\$489,792	\$573,136	\$83,344
Tickets to Movies		\$363,870	\$427,048	\$63,178
Tickets to Parks or Museums		\$208,155	\$244,184	\$36,029
Admission to Sporting Events, excl. Trips		\$387,229	\$453,495	\$66,266
Fees for Recreational Lessons		\$837,124	\$981,468	\$144,344
Dating Services		\$7,347	\$8,584	\$1,237
TV/Video/Audio		\$7,106,930	\$8,322,335	\$1,215,405
Cable and Satellite Television Services		\$4,725,522	\$5,528,618	\$803,096
Televisions		\$728,447	\$854,519	\$126,072
Satellite Dishes		\$10,711	\$12,568	\$1,857
VCRs, Video Cameras, and DVD Players		\$30,778	\$36,072	\$5,294
Miscellaneous Video Equipment		\$91,661	\$107,260	\$15,599
Video Cassettes and DVDs		\$50,501	\$59,239	\$8,738
Video Game Hardware/Accessories		\$189,966	\$223,095	\$33,129
Video Game Software		\$109,367	\$128,424	\$19,057
Rental/Streaming/Downloaded Video		\$471,425	\$553,337	\$81,912
Installation of Televisions		\$4,517	\$5,283	\$766
Audio (3)		\$677,565	\$794,624	\$117,059
Rental and Repair of TV/Radio/Sound Equipment		\$16,471	\$19,297	\$2,826
Pets		\$4,183,604	\$4,897,001	\$713,397
Toys/Games/Crafts/Hobbies (4)		\$728,716	\$854,676	\$125,960
Recreational Vehicles and Fees (5)		\$608,608	\$712,415	\$103,807
Sports/Recreation/Exercise Equipment (6)		\$1,089,728	\$1,277,382	\$187,654
Photo Equipment and Supplies (7)		\$295,736	\$346,796	\$51,060
Reading (8)		\$630,977	\$737,590	\$106,613
Catered Affairs (9)		\$174,347	\$204,180	\$29,833
<b>Food</b>		\$56,919,921	\$66,700,287	\$9,780,366
Food at Home		\$33,286,522	\$38,994,810	\$5,708,288
Bakery and Cereal Products		\$4,238,395	\$4,964,325	\$725,930
Meats, Poultry, Fish, and Eggs		\$7,144,880	\$8,370,205	\$1,225,325
Dairy Products		\$3,311,135	\$3,877,813	\$566,678
Fruits and Vegetables		\$6,469,874	\$7,578,375	\$1,108,501
Snacks and Other Food at Home (10)		\$12,122,237	\$14,204,093	\$2,081,856
Food Away from Home		\$23,633,399	\$27,705,478	\$4,072,079
Alcoholic Beverages		\$3,852,901	\$4,512,005	\$659,104

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$167,146,093	\$195,257,775	\$28,111,682
Value of Retirement Plans	\$585,954,086	\$685,104,737	\$99,150,651
Value of Other Financial Assets	\$48,445,774	\$56,508,562	\$8,062,788
Vehicle Loan Amount excluding Interest	\$18,420,557	\$21,620,572	\$3,200,015
Value of Credit Card Debt	\$16,767,238	\$19,643,742	\$2,876,504
<b>Health</b>			
Nonprescription Drugs	\$920,710	\$1,077,315	\$156,605
Prescription Drugs	\$1,939,162	\$2,266,553	\$327,391
Eyeglasses and Contact Lenses	\$570,064	\$667,204	\$97,140
<b>Home</b>			
Mortgage Payment and Basics (11)	\$59,762,308	\$69,954,998	\$10,192,690
Maintenance and Remodeling Services	\$16,106,125	\$18,838,403	\$2,732,278
Maintenance and Remodeling Materials (12)	\$3,326,856	\$3,895,124	\$568,268
Utilities, Fuel, and Public Services	\$29,932,980	\$35,067,428	\$5,134,448
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$627,117	\$734,962	\$107,845
Furniture	\$3,959,333	\$4,641,295	\$681,962
Rugs	\$186,765	\$218,672	\$31,907
Major Appliances (14)	\$2,226,237	\$2,608,147	\$381,910
Housewares (15)	\$552,736	\$647,609	\$94,873
Small Appliances	\$327,490	\$383,839	\$56,349
Luggage	\$108,811	\$127,570	\$18,759
Telephones and Accessories	\$629,292	\$736,644	\$107,352
<b>Household Operations</b>			
Child Care	\$3,338,205	\$3,919,284	\$581,079
Lawn and Garden (16)	\$2,795,520	\$3,269,359	\$473,839
Moving/Storage/Freight Express	\$468,805	\$550,146	\$81,341
Housekeeping Supplies (17)	\$4,738,526	\$5,549,649	\$811,123
<b>Insurance</b>			
Owners and Renters Insurance	\$3,519,458	\$4,117,931	\$598,473
Vehicle Insurance	\$11,616,660	\$13,622,712	\$2,006,052
Life/Other Insurance	\$3,496,854	\$4,091,922	\$595,068
Health Insurance	\$24,569,551	\$28,746,937	\$4,177,386
Personal Care Products (18)	\$3,096,042	\$3,627,783	\$531,741
School Books and Supplies (19)	\$832,484	\$977,084	\$144,600
Smoking Products	\$2,287,796	\$2,680,436	\$392,640
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$16,015,742	\$18,790,248	\$2,774,506
Gasoline and Motor Oil	\$14,640,669	\$17,170,446	\$2,529,777
Vehicle Maintenance and Repairs	\$6,819,428	\$7,991,136	\$1,171,708
<b>Travel</b>			
Airline Fares	\$3,866,630	\$4,528,824	\$662,194
Lodging on Trips	\$4,243,084	\$4,968,791	\$725,707
Auto/Truck Rental on Trips	\$345,731	\$405,186	\$59,455
Food and Drink on Trips	\$3,634,547	\$4,257,613	\$623,066

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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	2022	2027
Bright Young Professionals (8C)	20.3%	Population	42,935	46,067
In Style (5B)	15.5%	Households	16,109	17,136
Professional Pride (1B)	13.6%	Families	10,177	10,849
Down the Road (10D)	9.8%	Median Age	35.4	36.5
Middleburg (4C)	7.6%	Median Household Income	\$104,920	\$111,469
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$51,079,865	\$60,404,678	\$9,324,813
Men's		\$9,955,781	\$11,771,587	\$1,815,806
Women's		\$17,666,531	\$20,890,664	\$3,224,133
Children's		\$7,653,292	\$9,057,702	\$1,404,410
Footwear		\$12,031,549	\$14,225,493	\$2,193,944
Watches & Jewelry		\$2,983,121	\$3,526,947	\$543,826
Apparel Products and Services (1)		\$1,213,815	\$1,434,174	\$220,359
<b>Computer</b>				
Computers and Hardware for Home Use		\$4,065,295	\$4,806,765	\$741,470
Portable Memory		\$101,643	\$120,174	\$18,531
Computer Software		\$234,464	\$276,945	\$42,481
Computer Accessories		\$451,813	\$534,267	\$82,454
<b>Entertainment &amp; Recreation</b>		\$75,486,689	\$89,270,621	\$13,783,932
Fees and Admissions		\$17,730,420	\$20,966,197	\$3,235,777
Membership Fees for Clubs (2)		\$5,967,979	\$7,054,686	\$1,086,707
Fees for Participant Sports, excl. Trips		\$2,853,476	\$3,375,496	\$522,020
Tickets to Theatre/Operas/Concerts		\$1,877,005	\$2,218,184	\$341,179
Tickets to Movies		\$1,408,140	\$1,665,419	\$257,279
Tickets to Parks or Museums		\$818,807	\$968,806	\$149,999
Admission to Sporting Events, excl. Trips		\$1,514,123	\$1,790,790	\$276,667
Fees for Recreational Lessons		\$3,263,854	\$3,860,949	\$597,095
Dating Services		\$27,036	\$31,867	\$4,831
TV/Video/Audio		\$27,536,490	\$32,565,939	\$5,029,449
Cable and Satellite Television Services		\$18,328,791	\$21,677,001	\$3,348,210
Televisions		\$2,816,737	\$3,331,552	\$514,815
Satellite Dishes		\$41,381	\$48,908	\$7,527
VCRs, Video Cameras, and DVD Players		\$118,762	\$140,447	\$21,685
Miscellaneous Video Equipment		\$358,016	\$423,229	\$65,213
Video Cassettes and DVDs		\$195,378	\$231,045	\$35,667
Video Game Hardware/Accessories		\$723,699	\$855,716	\$132,017
Video Game Software		\$417,643	\$493,739	\$76,096
Rental/Streaming/Downloaded Video		\$1,823,853	\$2,156,667	\$332,814
Installation of Televisions		\$17,508	\$20,684	\$3,176
Audio (3)		\$2,631,934	\$3,112,700	\$480,766
Rental and Repair of TV/Radio/Sound Equipment		\$62,788	\$74,252	\$11,464
Pets		\$16,425,679	\$19,426,308	\$3,000,629
Toys/Games/Crafts/Hobbies (4)		\$2,838,060	\$3,357,140	\$519,080
Recreational Vehicles and Fees (5)		\$2,421,024	\$2,866,017	\$444,993
Sports/Recreation/Exercise Equipment (6)		\$4,322,540	\$5,112,640	\$790,100
Photo Equipment and Supplies (7)		\$1,145,652	\$1,354,067	\$208,415
Reading (8)		\$2,406,519	\$2,842,567	\$436,048
Catered Affairs (9)		\$666,779	\$787,362	\$120,583
<b>Food</b>		\$219,841,411	\$259,993,369	\$40,151,958
Food at Home		\$128,455,430	\$151,916,831	\$23,461,401
Bakery and Cereal Products		\$16,346,737	\$19,332,562	\$2,985,825
Meats, Poultry, Fish, and Eggs		\$27,546,460	\$32,578,121	\$5,031,661
Dairy Products		\$12,773,621	\$15,104,736	\$2,331,115
Fruits and Vegetables		\$24,937,232	\$29,488,496	\$4,551,264
Snacks and Other Food at Home (10)		\$46,851,379	\$55,412,917	\$8,561,538
Food Away from Home		\$91,385,981	\$108,076,538	\$16,690,557
Alcoholic Beverages		\$14,886,167	\$17,596,639	\$2,710,472

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$646,984,000	\$764,491,804	\$117,507,804
Value of Retirement Plans	\$2,301,865,642	\$2,722,498,323	\$420,632,681
Value of Other Financial Assets	\$186,821,215	\$220,776,264	\$33,955,049
Vehicle Loan Amount excluding Interest	\$72,205,108	\$85,455,101	\$13,249,993
Value of Credit Card Debt	\$65,431,309	\$77,380,022	\$11,948,713
<b>Health</b>			
Nonprescription Drugs	\$3,556,358	\$4,205,597	\$649,239
Prescription Drugs	\$7,519,154	\$8,894,227	\$1,375,073
Eyeglasses and Contact Lenses	\$2,216,986	\$2,621,856	\$404,870
<b>Home</b>			
Mortgage Payment and Basics (11)	\$240,712,336	\$284,910,253	\$44,197,917
Maintenance and Remodeling Services	\$64,593,467	\$76,428,990	\$11,835,523
Maintenance and Remodeling Materials (12)	\$13,619,389	\$16,130,761	\$2,511,372
Utilities, Fuel, and Public Services	\$116,625,927	\$137,963,415	\$21,337,488
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,425,404	\$2,867,793	\$442,389
Furniture	\$15,430,204	\$18,251,599	\$2,821,395
Rugs	\$731,973	\$865,915	\$133,942
Major Appliances (14)	\$8,878,344	\$10,510,313	\$1,631,969
Housewares (15)	\$2,131,727	\$2,520,924	\$389,197
Small Appliances	\$1,266,560	\$1,497,437	\$230,877
Luggage	\$419,840	\$496,432	\$76,592
Telephones and Accessories	\$2,352,018	\$2,782,100	\$430,082
<b>Household Operations</b>			
Child Care	\$13,126,607	\$15,524,749	\$2,398,142
Lawn and Garden (16)	\$11,139,780	\$13,183,664	\$2,043,884
Moving/Storage/Freight Express	\$1,811,728	\$2,141,492	\$329,764
Housekeeping Supplies (17)	\$18,352,049	\$21,708,949	\$3,356,900
<b>Insurance</b>			
Owners and Renters Insurance	\$14,104,059	\$16,697,549	\$2,593,490
Vehicle Insurance	\$45,171,861	\$53,441,881	\$8,270,020
Life/Other Insurance	\$13,736,790	\$16,254,417	\$2,517,627
Health Insurance	\$95,575,206	\$113,037,955	\$17,462,749
Personal Care Products (18)	\$11,915,097	\$14,089,896	\$2,174,799
School Books and Supplies (19)	\$3,204,223	\$3,790,300	\$586,077
Smoking Products	\$8,854,104	\$10,471,407	\$1,617,303
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$63,326,124	\$74,962,950	\$11,636,826
Gasoline and Motor Oil	\$57,321,664	\$67,820,343	\$10,498,679
Vehicle Maintenance and Repairs	\$26,566,775	\$31,426,624	\$4,859,849
<b>Travel</b>			
Airline Fares	\$15,021,988	\$17,757,352	\$2,735,364
Lodging on Trips	\$16,626,703	\$19,665,513	\$3,038,810
Auto/Truck Rental on Trips	\$1,347,618	\$1,593,534	\$245,916
Food and Drink on Trips	\$14,192,409	\$16,782,910	\$2,590,501

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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

2700 N Loop 250 W, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.00681  
 Longitude: -102.15613

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Bright Young Professionals (8C)	14.7%	Population	75,182	79,765
In Style (5B)	13.3%	Households	27,824	29,313
Professional Pride (1B)	9.8%	Families	18,406	19,407
Middleburg (4C)	8.3%	Median Age	35.7	36.6
Young and Restless (11B)	6.5%	Median Household Income	\$103,311	\$111,321
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$87,425,610	\$102,675,493	\$15,249,883
Men's		\$16,975,357	\$19,936,388	\$2,961,031
Women's		\$30,224,374	\$35,490,714	\$5,266,340
Children's		\$13,167,760	\$15,476,429	\$2,308,669
Footwear		\$20,615,223	\$24,209,064	\$3,593,841
Watches & Jewelry		\$5,095,442	\$5,982,929	\$887,487
Apparel Products and Services (1)		\$2,073,849	\$2,433,231	\$359,382
<b>Computer</b>				
Computers and Hardware for Home Use		\$6,951,869	\$8,163,398	\$1,211,529
Portable Memory		\$175,455	\$205,969	\$30,514
Computer Software		\$397,570	\$466,628	\$69,058
Computer Accessories		\$768,699	\$902,873	\$134,174
<b>Entertainment &amp; Recreation</b>		\$129,886,980	\$152,499,724	\$22,612,744
Fees and Admissions		\$30,392,968	\$35,676,532	\$5,283,564
Membership Fees for Clubs (2)		\$10,204,022	\$11,976,321	\$1,772,299
Fees for Participant Sports, excl. Trips		\$4,878,470	\$5,728,477	\$850,007
Tickets to Theatre/Operas/Concerts		\$3,219,666	\$3,776,981	\$557,315
Tickets to Movies		\$2,418,752	\$2,841,022	\$422,270
Tickets to Parks or Museums		\$1,405,013	\$1,650,414	\$245,401
Admission to Sporting Events, excl. Trips		\$2,611,660	\$3,065,271	\$453,611
Fees for Recreational Lessons		\$5,610,934	\$6,585,921	\$974,987
Dating Services		\$44,452	\$52,126	\$7,674
TV/Video/Audio		\$47,545,022	\$55,828,452	\$8,283,430
Cable and Satellite Television Services		\$31,779,697	\$37,308,086	\$5,528,389
Televisions		\$4,856,278	\$5,704,700	\$848,422
Satellite Dishes		\$70,085	\$82,367	\$12,282
VCRs, Video Cameras, and DVD Players		\$204,109	\$239,708	\$35,599
Miscellaneous Video Equipment		\$613,024	\$719,512	\$106,488
Video Cassettes and DVDs		\$334,735	\$393,224	\$58,489
Video Game Hardware/Accessories		\$1,229,084	\$1,444,536	\$215,452
Video Game Software		\$701,880	\$825,011	\$123,131
Rental/Streaming/Downloaded Video		\$3,103,845	\$3,647,170	\$543,325
Installation of Televisions		\$30,868	\$36,179	\$5,311
Audio (3)		\$4,513,616	\$5,301,301	\$787,685
Rental and Repair of TV/Radio/Sound Equipment		\$107,799	\$126,658	\$18,859
Pets		\$28,265,316	\$33,187,040	\$4,921,724
Toys/Games/Crafts/Hobbies (4)		\$4,853,395	\$5,702,027	\$848,632
Recreational Vehicles and Fees (5)		\$4,210,883	\$4,943,567	\$732,684
Sports/Recreation/Exercise Equipment (6)		\$7,422,166	\$8,717,758	\$1,295,592
Photo Equipment and Supplies (7)		\$1,946,994	\$2,286,312	\$339,318
Reading (8)		\$4,124,459	\$4,837,904	\$713,445
Catered Affairs (9)		\$1,136,259	\$1,332,416	\$196,157
<b>Food</b>		\$377,460,081	\$443,282,207	\$65,822,126
Food at Home		\$220,598,975	\$259,056,596	\$38,457,621
Bakery and Cereal Products		\$28,078,860	\$32,972,483	\$4,893,623
Meats, Poultry, Fish, and Eggs		\$47,433,740	\$55,700,678	\$8,266,938
Dairy Products		\$21,917,329	\$25,734,067	\$3,816,738
Fruits and Vegetables		\$42,823,817	\$50,282,202	\$7,458,385
Snacks and Other Food at Home (10)		\$80,345,229	\$94,367,167	\$14,021,938
Food Away from Home		\$156,861,106	\$184,225,611	\$27,364,505
Alcoholic Beverages		\$25,475,556	\$29,903,927	\$4,428,371

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,121,476,258	\$1,315,253,350	\$193,777,092
Value of Retirement Plans	\$4,002,891,000	\$4,696,098,165	\$693,207,165
Value of Other Financial Assets	\$321,845,903	\$377,374,184	\$55,528,281
Vehicle Loan Amount excluding Interest	\$123,952,306	\$145,706,272	\$21,753,966
Value of Credit Card Debt	\$112,253,622	\$131,805,433	\$19,551,811
<b>Health</b>			
Nonprescription Drugs	\$6,134,884	\$7,203,404	\$1,068,520
Prescription Drugs	\$13,085,345	\$15,362,333	\$2,276,988
Eyeglasses and Contact Lenses	\$3,841,479	\$4,509,218	\$667,739
<b>Home</b>			
Mortgage Payment and Basics (11)	\$423,628,670	\$497,179,588	\$73,550,918
Maintenance and Remodeling Services	\$113,219,854	\$132,856,286	\$19,636,432
Maintenance and Remodeling Materials (12)	\$23,860,375	\$28,024,073	\$4,163,698
Utilities, Fuel, and Public Services	\$202,352,395	\$237,634,163	\$35,281,768
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$4,167,622	\$4,893,479	\$725,857
Furniture	\$26,548,699	\$31,180,923	\$4,632,224
Rugs	\$1,260,798	\$1,480,223	\$219,425
Major Appliances (14)	\$15,493,395	\$18,197,074	\$2,703,679
Housewares (15)	\$3,650,423	\$4,287,233	\$636,810
Small Appliances	\$2,177,356	\$2,556,684	\$379,328
Luggage	\$711,363	\$835,574	\$124,211
Telephones and Accessories	\$4,048,831	\$4,752,745	\$703,914
<b>Household Operations</b>			
Child Care	\$22,248,068	\$26,138,425	\$3,890,357
Lawn and Garden (16)	\$19,559,826	\$22,959,644	\$3,399,818
Moving/Storage/Freight Express	\$3,100,671	\$3,641,810	\$541,139
Housekeeping Supplies (17)	\$31,678,493	\$37,203,392	\$5,524,899
<b>Insurance</b>			
Owners and Renters Insurance	\$24,886,855	\$29,222,861	\$4,336,006
Vehicle Insurance	\$78,055,634	\$91,699,469	\$13,643,835
Life/Other Insurance	\$23,884,649	\$28,040,488	\$4,155,839
Health Insurance	\$165,733,163	\$194,568,493	\$28,835,330
Personal Care Products (18)	\$20,506,699	\$24,080,903	\$3,574,204
School Books and Supplies (19)	\$5,474,383	\$6,432,465	\$958,082
Smoking Products	\$15,083,019	\$17,722,058	\$2,639,039
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$109,811,862	\$129,054,605	\$19,242,743
Gasoline and Motor Oil	\$99,152,656	\$116,479,220	\$17,326,564
Vehicle Maintenance and Repairs	\$45,756,737	\$53,742,110	\$7,985,373
<b>Travel</b>			
Airline Fares	\$25,833,199	\$30,316,224	\$4,483,025
Lodging on Trips	\$28,681,007	\$33,667,892	\$4,986,885
Auto/Truck Rental on Trips	\$2,296,738	\$2,696,809	\$400,071
Food and Drink on Trips	\$24,411,068	\$28,657,587	\$4,246,519

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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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