Retail Demand Outlook

4415 W Wadley Ave, Midland, Texas, 79707 2
4415 W Wadley Ave, Midland, Texas, 79707
Ring: 1 mile radius

Dub House, MAI, CCIM
Latitude: 32.01510
Longitude: -102.14275

Top Tapestry Segments	Percent
In Style (5B)	22.6%
Bright Young Professionals (8C)	18.7%
Young and Restless (11B)	17.7%
Retirement Communities (9E)	8.1%
Metro Fusion (11C)	7.3%

Demographic Summary	2021	2026
Population	19,962	21,217
Households	8,744	9,325
Families	5,168	5,472
Median Age	34.3	34.9
Median Household Income	$82,399	$89,969

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Apparel and Services	$21,765,515	$25,259,293	$3,493,778
Men's	$4,255,975	$4,940,868	$684,893
Women's	$7,458,924	$8,652,312	$1,193,388
Children's	$3,243,471	$3,766,521	$523,050
Footwear	$5,220,603	$6,060,367	$839,764
Watches & Jewelry	$1,251,882	$1,451,297	$199,415
Apparel Products and Services (1)	$511,770	$593,448	$81,678
Computer			
Computers and Hardware for Home Use	$1,723,844	$2,001,407	$277,563
Portable Memory	$42,798	$49,654	$6,856
Computer Software	$103,772	$120,577	$16,805
Computer Accessories	$193,480	$224,404	$30,924
Entertainment & Recreation	$31,559,757	$36,578,850	$5,019,093
Fees and Admissions	$7,285,123	$8,436,138	$1,151,015
Membership Fees for Clubs (2)	$2,479,558	$2,870,973	$391,415
Fees for Participant Sports, excl. Trips	$1,150,276	$1,332,453	$182,177
Tickets to Theatre/Operas/Concerts	$786,310	$910,149	$123,839
Tickets to Movies	$602,505	$699,693	$97,188
Tickets to Parks or Museums	$337,350	$391,443	$54,093
Admission to Sporting Events, excl. Trips	$609,589	$704,588	$94,999
Fees for Recreational Lessons	$1,307,017	$1,512,281	$205,264
Dating Services	$12,518	$14,559	$2,041
TV/Video/Audio	$11,699,416	$13,572,158	$1,872,742
Cable and Satellite Television Services	$7,712,338	$8,942,587	$1,230,249
Televisions	$1,212,612	$1,407,809	$195,197
Satellite Dishes	$18,469	$21,411	$2,942
VCRs, Video Cameras, and DVD Players	$50,842	$59,008	$8,166
Miscellaneous Video Equipment	$153,218	$177,435	$24,217
Video Cassettes and DVDs	$86,011	$99,895	$13,884
Video Game Hardware/Accessories	$324,259	$377,169	$52,910
Video Game Software	$189,826	$220,812	$30,986
Rental/Streaming/Downloaded Video	$801,171	$930,774	$129,603
Installation of Televisions	$7,199	$8,349	$1,150
Audio (3)	$1,115,411	$1,294,277	$178,866
Rental and Repair of TV/Radio/Sound Equipment	$28,060	$32,633	$4,573
Pets	$6,817,743	$7,899,439	$1,081,696
Toys/Games/Crafts/Hobbies (4)	$1,212,831	$1,407,374	$194,543
Recreational Vehicles and Fees (5)	$936,226	$1,080,675	$144,449
Sports/Recreation/Exercise Equipment (6)	$1,798,922	$2,085,217	$286,295
Photo Equipment and Supplies (7)	$491,529	$570,378	$78,849
Reading (8)	$1,033,717	$1,197,868	$164,151
Catered Affairs (9)	$287,505	$333,391	$45,886
Food	$93,426,397	$108,447,858	$15,021,461
Food at Home	$54,584,706	$63,355,168	$8,770,462
Bakery and Cereal Products	$6,935,763	$8,048,357	$1,112,594
Meats, Poultry, Fish, and Eggs	$11,707,232	$13,588,796	$1,881,564
Dairy Products	$5,414,285	$6,282,956	$868,671
Fruits and Vegetables	$10,586,832	$12,288,603	$1,701,771
Snacks and Other Food at Home (10)	$19,940,595	$23,146,455	$3,205,860
Food Away from Home	$38,841,691	$45,092,690	$6,250,999
Alcoholic Beverages	$6,275,483	$7,277,393	$1,001,910

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May 07, 2022

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$260,673,924	$301,245,862	$40,571,938
Value of Retirement Plans	$908,485,370	$1,048,326,717	$139,841,347
Value of Other Financial Assets	$74,659,714	$86,325,557	$11,665,843
Vehicle Loan Amount excluding Interest	$30,696,393	$35,646,928	$4,950,535
Value of Credit Card Debt	$27,531,203	$31,919,119	$4,387,916
Health			
Nonprescription Drugs	$1,503,253	$1,743,614	$240,361
Prescription Drugs	$3,136,855	$3,633,755	$496,900
Eyeglasses and Contact Lenses	$923,428	$1,069,418	$145,990
Home			
Mortgage Payment and Basics (11)	$93,016,554	$107,438,607	$14,422,053
Maintenance and Remodeling Services	$25,065,536	$28,939,001	$3,873,465
Maintenance and Remodeling Materials (12)	$5,222,699	$6,036,222	$813,523
Utilities, Fuel, and Public Services	$49,354,967	$57,258,027	$7,903,060
Household Furnishings and Equipment			
Household Textiles (13)	$1,032,918	$1,198,334	$165,416
Furniture	$6,497,982	$7,534,654	$1,036,672
Rugs	$295,640	$342,004	$46,364
Major Appliances (14)	$3,564,035	$4,124,878	$560,843
Housewares (15)	$903,247	$1,047,807	$144,560
Small Appliances	$545,361	$633,267	$87,906
Luggage	$178,720	$207,533	$28,813
Telephones and Accessories	$986,229	$1,142,691	$156,462
Household Operations			
Child Care	$5,457,191	$6,328,407	$871,216
Lawn and Garden (16)	$4,404,939	$5,090,825	$685,886
Moving/Storage/Freight Express	$798,037	$928,275	$130,238
Housekeeping Supplies (17)	$7,708,199	$8,942,826	$1,234,627
Insurance			
Owners and Renters Insurance	$5,586,141	$6,459,346	$873,205
Vehicle Insurance	$19,323,709	$22,438,867	$3,115,158
Life/Other Insurance	$5,494,655	$6,352,748	$858,093
Health Insurance	$39,792,142	$46,114,404	$6,322,262
Personal Care Products (18)	$5,081,702	$5,898,814	$817,112
School Books and Supplies (19)	$1,378,541	$1,601,482	$222,941
Smoking Products	$3,943,611	$4,581,499	$637,888
Transportation			
Payments on Vehicles excluding Leases	$26,409,468	$30,635,858	$4,226,390
Gasoline and Motor Oil	$24,334,526	$28,255,617	$3,921,091
Vehicle Maintenance and Repairs	$11,244,130	$13,042,764	$1,798,634
Travel			
Airline Fares	$6,223,309	$7,212,234	$988,925
Lodging on Trips	$6,760,240	$7,824,102	$1,063,862
Auto/Truck Rental on Trips	$558,835	$647,984	$89,149
Food and Drink on Trips	$5,878,727	$6,811,766	$933,039

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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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Ring: 2 mile radius

Dub House, MAI, CCIM
Latitude: 32.01510
Longitude: -102.14275

Top Tapestry Segments	Percent
Bright Young Professionals (8C)	21.7%
In Style (5B)	18.5%
Young and Restless (11B)	11.9%
Professional Pride (1B)	7.7%
Enterprising Professionals (2D)	6.5%

Demographic Summary	2021	2026
Population	52,084	55,428
Households	21,837	23,260
Families	13,946	14,787
Median Age	36.0	36.8
Median Household Income	$99,151	$104,511

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Apparel and Services	$62,323,581	$72,792,985	$10,469,404
Men's	$12,165,663	$14,213,792	$2,048,129
Women's	$21,548,884	$25,158,135	$3,609,251
Children's	$9,234,476	$10,793,262	$1,558,786
Footwear	$14,742,898	$17,221,390	$2,478,492
Watches & Jewelry	$3,661,055	$4,274,319	$613,264
Apparel Products and Services (1)	$1,487,425	$1,736,376	$248,951
Computer			
Computers and Hardware for Home Use	$4,964,928	$5,800,214	$835,286
Portable Memory	$124,214	$144,992	$20,778
Computer Software	$291,148	$340,272	$49,124
Computer Accessories	$554,901	$647,475	$92,574
Entertainment & Recreation	$91,875,445	$107,193,818	$15,318,373
Fees and Admissions	$21,604,683	$25,209,743	$3,605,060
Membership Fees for Clubs (2)	$7,318,401	$8,537,529	$1,219,128
Fees for Participant Sports, excl. Trips	$3,435,705	$4,008,521	$572,816
Tickets to Theatre/Operas/Concerts	$2,321,081	$2,707,221	$386,140
Tickets to Movies	$1,717,614	$2,006,743	$289,129
Tickets to Parks or Museums	$985,295	$1,150,429	$165,134
Admission to Sporting Events, excl. Trips	$1,848,572	$2,155,239	$306,667
Fees for Recreational Lessons	$3,944,060	$4,604,363	$660,303
Dating Services	$33,956	$39,700	$5,744
TV/Video/Audio	$33,521,188	$39,117,733	$5,596,545
Cable and Satellite Television Services	$22,236,478	$25,937,386	$3,700,908
Televisions	$3,441,463	$4,019,021	$577,558
Satellite Dishes	$51,763	$60,389	$8,626
VCRs, Video Cameras, and DVD Players	$145,332	$169,644	$24,312
Miscellaneous Video Equipment	$439,553	$512,412	$72,859
Video Cassettes and DVDs	$240,113	$280,378	$40,265
Video Game Hardware/Accessories	$893,230	$1,044,635	$151,405
Video Game Software	$517,760	$605,369	$87,609
Rental/Streaming/Downloaded Video	$2,240,336	$2,617,132	$376,796
Installation of Televisions	$21,660	$25,271	$3,611
Audio (3)	$3,216,521	$3,756,113	$539,592
Rental and Repair of TV/Radio/Sound Equipment	$76,980	$89,982	$13,002
Pets	$19,937,548	$23,253,856	$3,316,308
Toys/Games/Crafts/Hobbies (4)	$3,456,951	$4,035,621	$578,670
Recreational Vehicles and Fees (5)	$2,912,371	$3,392,890	$480,519
Sports/Recreation/Exercise Equipment (6)	$5,221,616	$6,092,273	$870,657
Photo Equipment and Supplies (7)	$1,412,067	$1,648,941	$236,874
Reading (8)	$2,986,593	$3,482,431	$495,838
Catered Affairs (9)	$830,828	$970,170	$139,342
Food	$267,187,640	$312,043,367	$44,855,727
Food at Home	$156,037,443	$182,204,610	$26,167,167
Bakery and Cereal Products	$19,856,364	$23,183,326	$3,326,962
Meats, Poultry, Fish, and Eggs	$33,456,125	$39,069,223	$5,613,098
Dairy Products	$15,524,721	$18,125,940	$2,601,219
Fruits and Vegetables	$30,296,054	$35,379,100	$5,083,046
Snacks and Other Food at Home (10)	$56,904,178	$66,447,020	$9,542,842
Food Away from Home	$111,150,196	$129,838,757	$18,688,561
Alcoholic Beverages	$18,247,681	$21,303,539	$3,055,858

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Latitude: 32.01510
Longitude: -102.14275

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$796,201,468	$927,337,550	$131,136,082
Value of Retirement Plans	$2,810,588,336	$3,271,814,080	$461,225,744
Value of Other Financial Assets	$229,850,939	$267,661,757	$37,810,818
Vehicle Loan Amount excluding Interest	$87,124,380	$101,761,874	$14,637,494
Value of Credit Card Debt	$79,798,575	$93,116,858	$13,318,283
Health			
Nonprescription Drugs	$4,328,016	$5,048,772	$720,756
Prescription Drugs	$9,133,733	$10,642,962	$1,509,229
Eyeglasses and Contact Lenses	$2,705,349	$3,154,211	$448,862
Home			
Mortgage Payment and Basics (11)	$287,390,153	$334,782,117	$47,391,964
Maintenance and Remodeling Services	$77,518,332	$90,257,578	$12,739,246
Maintenance and Remodeling Materials (12)	$16,034,417	$18,674,844	$2,640,427
Utilities, Fuel, and Public Services	$141,409,332	$165,029,120	$23,619,788
Household Furnishings and Equipment			
Household Textiles (13)	$2,966,974	$3,463,972	$496,998
Furniture	$18,771,003	$21,908,359	$3,137,356
Rugs	$889,939	$1,037,468	$147,529
Major Appliances (14)	$10,623,429	$12,383,667	$1,760,238
Housewares (15)	$2,602,641	$3,038,642	$436,001
Small Appliances	$1,550,106	$1,810,200	$260,094
Luggage	$511,453	$597,448	$85,995
Telephones and Accessories	$2,872,434	$3,353,092	$480,658
Household Operations			
Child Care	$15,892,623	$18,569,623	$2,677,000
Lawn and Garden (16)	$13,393,394	$15,597,756	$2,204,362
Moving/Storage/Freight Express	$2,228,024	$2,604,818	$376,794
Housekeeping Supplies (17)	$22,188,010	$25,900,337	$3,712,327
Insurance			
Owners and Renters Insurance	$16,826,684	$19,596,618	$2,769,934
Vehicle Insurance	$54,740,720	$63,928,967	$9,188,247
Life/Other Insurance	$16,590,589	$19,332,404	$2,741,815
Health Insurance	$115,978,994	$135,248,503	$19,269,509
Personal Care Products (18)	$14,521,566	$16,958,546	$2,436,980
School Books and Supplies (19)	$3,910,450	$4,570,715	$660,265
Smoking Products	$10,833,291	$12,648,846	$1,815,555
Transportation			
Payments on Vehicles excluding Leases	$76,063,727	$88,788,333	$12,724,606
Gasoline and Motor Oil	$69,291,221	$80,918,593	$11,627,372
Vehicle Maintenance and Repairs	$32,284,728	$37,674,821	$5,390,093
Travel			
Airline Fares	$18,346,276	$21,411,905	$3,065,629
Lodging on Trips	$20,227,437	$23,588,118	$3,360,681
Auto/Truck Rental on Trips	$1,638,461	$1,912,842	$274,381
Food and Drink on Trips	$17,295,321	$20,179,314	$2,883,993

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(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

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(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.

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Retail Demand Outlook

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4415 W Wadley Ave, Midland, Texas, 79707
Ring: 3 mile radius

Dub House, MAI, CCIM
Latitude: 32.01510
Longitude: -102.14275

Top Tapestry Segments	Percent
Bright Young Professionals (8C)	14.5%
In Style (5B)	12.8%
Young and Restless (11B)	9.4%
Professional Pride (1B)	8.2%
Middleburg (4C)	6.6%

Demographic Summary	2021	2026
Population	86,162	91,279
Households	34,221	36,267
Families	22,843	24,110
Median Age	35.9	36.6
Median Household Income	$96,170	$103,507

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Apparel and Services	$98,860,913	$114,958,971	$16,098,058
Men's	$19,213,938	$22,348,469	$3,134,531
Women's	$34,153,658	$39,706,634	$5,552,976
Children's	$14,774,464	$17,186,637	$2,412,173
Footwear	$23,390,925	$27,197,223	$3,806,298
Watches & Jewelry	$5,784,668	$6,727,246	$942,578
Apparel Products and Services (1)	$2,366,520	$2,751,077	$384,557
Computer			
Computers and Hardware for Home Use	$7,854,792	$9,135,170	$1,280,378
Portable Memory	$198,055	$230,200	$32,145
Computer Software	$454,341	$528,502	$74,161
Computer Accessories	$867,338	$1,008,037	$140,699
Entertainment & Recreation	$146,421,379	$170,146,435	$23,725,056
Fees and Admissions	$34,464,105	$40,062,612	$5,598,507
Membership Fees for Clubs (2)	$11,607,253	$13,491,575	$1,884,322
Fees for Participant Sports, excl. Trips	$5,472,147	$6,361,149	$889,002
Tickets to Theatre/Operas/Concerts	$3,697,598	$4,296,329	$598,731
Tickets to Movies	$2,722,602	$3,166,016	$443,414
Tickets to Parks or Museums	$1,569,057	$1,824,257	$255,200
Admission to Sporting Events, excl. Trips	$2,964,815	$3,445,352	$480,537
Fees for Recreational Lessons	$6,378,829	$7,417,634	$1,038,805
Dating Services	$51,805	$60,299	$8,494
TV/Video/Audio	$53,528,293	$62,191,937	$8,663,644
Cable and Satellite Television Services	$35,767,143	$41,539,875	$5,772,732
Televisions	$5,464,273	$6,352,097	$887,824
Satellite Dishes	$79,407	$92,321	$12,914
VCRs, Video Cameras, and DVD Players	$229,739	$267,022	$37,283
Miscellaneous Video Equipment	$698,299	$810,936	$112,637
Video Cassettes and DVDs	$376,227	$437,302	$61,075
Video Game Hardware/Accessories	$1,389,813	$1,617,468	$227,655
Video Game Software	$793,628	$923,579	$129,951
Rental/Streaming/Downloaded Video	$3,488,226	$4,056,826	$568,600
Installation of Televisions	$35,141	$40,806	$5,665
Audio (3)	$5,084,638	$5,912,126	$827,488
Rental and Repair of TV/Radio/Sound Equipment	$121,760	$141,579	$19,819
Pets	$31,750,504	$36,888,730	$5,138,226
Toys/Games/Crafts/Hobbies (4)	$5,445,329	$6,330,212	$884,883
Recreational Vehicles and Fees (5)	$4,754,905	$5,522,318	$767,413
Sports/Recreation/Exercise Equipment (6)	$8,274,428	$9,616,699	$1,342,271
Photo Equipment and Supplies (7)	$2,202,677	$2,561,830	$359,153
Reading (8)	$4,705,209	$5,465,157	$759,948
Catered Affairs (9)	$1,308,476	$1,521,565	$213,089
Food	$425,458,271	$494,628,689	$69,170,418
Food at Home	$248,628,036	$289,009,398	$40,381,362
Bakery and Cereal Products	$31,678,815	$36,820,999	$5,142,184
Meats, Poultry, Fish, and Eggs	$53,505,194	$62,194,168	$8,688,974
Dairy Products	$24,726,457	$28,740,911	$4,014,454
Fruits and Vegetables	$48,324,345	$56,173,911	$7,849,566
Snacks and Other Food at Home (10)	$90,393,225	$105,079,409	$14,686,184
Food Away from Home	$176,830,235	$205,619,291	$28,789,056
Alcoholic Beverages	$28,931,359	$33,636,756	$4,705,397

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.

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$1,272,765,186	$1,477,854,641	$205,089,455
Value of Retirement Plans	$4,539,521,307	$5,269,408,353	$729,887,046
Value of Other Financial Assets	$366,270,251	$425,228,892	$58,958,641
Vehicle Loan Amount excluding Interest	$138,317,237	$160,831,077	$22,513,840
Value of Credit Card Debt	$126,689,085	$147,235,279	$20,546,194
Health			
Nonprescription Drugs	$6,882,300	$7,995,050	$1,112,750
Prescription Drugs	$14,671,969	$17,029,568	$2,357,599
Eyeglasses and Contact Lenses	$4,335,579	$5,035,387	$699,808
Home			
Mortgage Payment and Basics (11)	$474,678,337	$551,024,105	$76,345,768
Maintenance and Remodeling Services	$127,050,239	$147,453,998	$20,403,759
Maintenance and Remodeling Materials (12)	$26,319,571	$30,549,338	$4,229,767
Utilities, Fuel, and Public Services	$227,343,463	$264,116,600	$36,773,137
Household Furnishings and Equipment			
Household Textiles (13)	$4,713,392	$5,478,951	$765,559
Furniture	$29,913,275	$34,766,330	$4,853,055
Rugs	$1,424,645	$1,655,111	$230,466
Major Appliances (14)	$17,287,375	$20,074,560	$2,787,185
Housewares (15)	$4,123,543	$4,793,792	$670,249
Small Appliances	$2,452,849	$2,851,329	$398,480
Luggage	$801,604	$932,340	$130,736
Telephones and Accessories	$4,605,051	$5,352,673	$747,622
Household Operations			
Child Care	$25,092,194	$29,204,210	$4,112,016
Lawn and Garden (16)	$21,933,415	$25,454,822	$3,521,407
Moving/Storage/Freight Express	$3,485,781	$4,054,928	$569,147
Housekeeping Supplies (17)	$35,583,762	$41,352,433	$5,768,671
Insurance			
Owners and Renters Insurance	$27,692,784	$32,134,139	$4,441,355
Vehicle Insurance	$87,572,041	$101,783,482	$14,211,441
Life/Other Insurance	$26,892,376	$31,228,813	$4,336,437
Health Insurance	$186,424,793	$216,513,069	$30,088,276
Personal Care Products (18)	$23,135,129	$26,894,088	$3,758,959
School Books and Supplies (19)	$6,176,290	$7,185,148	$1,008,858
Smoking Products	$16,933,648	$19,680,686	$2,747,038
Transportation			
Payments on Vehicles excluding Leases	$122,393,726	$142,239,816	$19,846,090
Gasoline and Motor Oil	$110,980,277	$128,990,421	$18,010,144
Vehicle Maintenance and Repairs	$51,348,020	$59,664,539	$8,316,519
Travel			
Airline Fares	$29,279,673	$34,033,481	$4,753,808
Lodging on Trips	$32,429,153	$37,679,485	$5,250,332
Auto/Truck Rental on Trips	$2,590,989	$3,012,728	$421,739
Food and Drink on Trips	$27,577,369	$32,049,071	$4,471,702

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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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