



# Retail Demand Outlook

3201 N Midland Dr, Midland, Texas, 79707  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01462  
 Longitude: -102.14154

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
In Style (5B)	27.0%	Population	16,825	17,057
Bright Young Professionals (8C)	19.5%	Households	6,825	6,976
Young and Restless (11B)	16.6%	Families	3,849	3,917
Retirement Communities (9E)	8.6%	Median Age	35.0	35.9
Emerald City (8B)	6.2%	Median Household Income	\$67,346	\$75,487
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$13,496,400	\$15,526,186	\$2,029,786
Men's		\$2,529,466	\$2,909,742	\$380,276
Women's		\$4,563,359	\$5,248,777	\$685,418
Children's		\$2,093,725	\$2,410,200	\$316,475
Footwear		\$3,069,137	\$3,531,230	\$462,093
Watches & Jewelry		\$976,853	\$1,122,907	\$146,054
Apparel Products and Services (1)		\$263,860	\$303,331	\$39,471
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,627,569	\$1,873,118	\$245,549
Portable Memory		\$28,434	\$32,707	\$4,273
Computer Software		\$93,266	\$107,339	\$14,073
Computer Accessories		\$154,829	\$178,102	\$23,273
<b>Entertainment &amp; Recreation</b>		\$22,236,674	\$25,562,678	\$3,326,004
Fees and Admissions		\$4,217,740	\$4,846,371	\$628,631
Membership Fees for Clubs (2)		\$1,653,609	\$1,899,871	\$246,262
Fees for Participant Sports, excl. Trips		\$715,405	\$821,887	\$106,482
Tickets to Theatre/Operas/Concerts		\$324,686	\$373,058	\$48,372
Tickets to Movies		\$182,024	\$209,545	\$27,521
Tickets to Parks or Museums		\$174,679	\$200,972	\$26,293
Admission to Sporting Events, excl. Trips		\$343,487	\$394,569	\$51,082
Fees for Recreational Lessons		\$817,086	\$938,687	\$121,601
Dating Services		\$6,763	\$7,783	\$1,020
TV/Video/Audio		\$8,146,095	\$9,367,808	\$1,221,713
Cable and Satellite Television Services		\$4,937,016	\$5,674,008	\$736,992
Televisions		\$923,685	\$1,063,195	\$139,510
Satellite Dishes		\$11,028	\$12,700	\$1,672
VCRs, Video Cameras, and DVD Players		\$31,370	\$36,116	\$4,746
Miscellaneous Video Equipment		\$83,824	\$96,377	\$12,553
Video Cassettes and DVDs		\$45,046	\$51,863	\$6,817
Video Game Hardware/Accessories		\$277,868	\$320,204	\$42,336
Video Game Software		\$138,152	\$159,216	\$21,064
Rental/Streaming/Downloaded Video		\$826,014	\$950,946	\$124,932
Installation of Televisions		\$9,788	\$11,247	\$1,459
Audio (3)		\$845,236	\$972,288	\$127,052
Rental and Repair of TV/Radio/Sound Equipment		\$17,069	\$19,648	\$2,579
Pets		\$5,084,738	\$5,842,952	\$758,214
Toys/Games/Crafts/Hobbies (4)		\$995,150	\$1,144,920	\$149,770
Recreational Vehicles and Fees (5)		\$771,585	\$885,843	\$114,258
Sports/Recreation/Exercise Equipment (6)		\$1,775,817	\$2,042,970	\$267,153
Photo Equipment and Supplies (7)		\$291,895	\$335,678	\$43,783
Reading (8)		\$766,447	\$880,908	\$114,461
Catered Affairs (9)		\$187,205	\$215,227	\$28,022
<b>Food</b>		\$63,779,177	\$73,362,565	\$9,583,388
Food at Home		\$40,803,357	\$46,927,667	\$6,124,310
Bakery and Cereal Products		\$5,250,175	\$6,037,506	\$787,331
Meats, Poultry, Fish, and Eggs		\$8,800,204	\$10,121,852	\$1,321,648
Dairy Products		\$3,909,618	\$4,495,634	\$586,016
Fruits and Vegetables		\$8,011,640	\$9,213,136	\$1,201,496
Snacks and Other Food at Home (10)		\$14,831,720	\$17,059,539	\$2,227,819
Food Away from Home		\$22,975,820	\$26,434,898	\$3,459,078
Alcoholic Beverages		\$4,032,937	\$4,635,995	\$603,058

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$218,368,237	\$250,465,032	\$32,096,795
Value of Retirement Plans	\$786,030,662	\$901,871,193	\$115,840,531
Value of Other Financial Assets	\$44,713,051	\$51,301,426	\$6,588,375
Vehicle Loan Amount excluding Interest	\$22,820,741	\$26,264,719	\$3,443,978
Value of Credit Card Debt	\$18,699,448	\$21,494,842	\$2,795,394
<b>Health</b>			
Nonprescription Drugs	\$1,022,994	\$1,176,255	\$153,261
Prescription Drugs	\$2,139,333	\$2,458,385	\$319,052
Eyeglasses and Contact Lenses	\$649,648	\$746,553	\$96,905
<b>Home</b>			
Mortgage Payment and Basics (11)	\$70,296,071	\$80,706,800	\$10,410,729
Maintenance and Remodeling Services	\$20,468,314	\$23,492,480	\$3,024,166
Maintenance and Remodeling Materials (12)	\$4,147,546	\$4,762,415	\$614,869
Utilities, Fuel, and Public Services	\$34,542,706	\$39,725,078	\$5,182,372
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$750,891	\$863,633	\$112,742
Furniture	\$5,107,409	\$5,875,146	\$767,737
Rugs	\$235,126	\$270,117	\$34,991
Major Appliances (14)	\$3,011,683	\$3,461,180	\$449,497
Housewares (15)	\$661,173	\$760,400	\$99,227
Small Appliances	\$455,103	\$523,682	\$68,579
Luggage	\$90,353	\$103,970	\$13,617
Telephones and Accessories	\$656,698	\$754,990	\$98,292
<b>Household Operations</b>			
Child Care	\$3,157,836	\$3,631,184	\$473,348
Lawn and Garden (16)	\$3,592,752	\$4,124,965	\$532,213
Moving/Storage/Freight Express	\$582,118	\$669,823	\$87,705
Housekeeping Supplies (17)	\$5,566,748	\$6,401,265	\$834,517
<b>Insurance</b>			
Owners and Renters Insurance	\$4,342,652	\$4,987,667	\$645,015
Vehicle Insurance	\$13,429,218	\$15,453,847	\$2,024,629
Life/Other Insurance	\$3,894,328	\$4,472,882	\$578,554
Health Insurance	\$28,838,296	\$33,142,906	\$4,304,610
Personal Care Products (18)	\$3,395,027	\$3,905,231	\$510,204
School Books and Supplies (19)	\$848,760	\$976,880	\$128,120
Smoking Products	\$2,677,985	\$3,082,307	\$404,322
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$18,672,579	\$21,485,144	\$2,812,565
Gasoline and Motor Oil	\$15,299,814	\$17,605,568	\$2,305,754
Vehicle Maintenance and Repairs	\$8,042,873	\$9,251,458	\$1,208,585
<b>Travel</b>			
Airline Fares	\$2,801,014	\$3,220,216	\$419,202
Lodging on Trips	\$4,214,434	\$4,843,767	\$629,333
Auto/Truck Rental on Trips	\$491,434	\$565,121	\$73,687
Food and Drink on Trips	\$3,357,083	\$3,859,802	\$502,719

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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	2023	2028
Bright Young Professionals (8C)	21.5%	Population	48,631	50,066
In Style (5B)	19.1%	Households	18,846	19,524
Young and Restless (11B)	9.3%	Families	11,732	12,142
Professional Pride (1B)	8.9%	Median Age	36.6	37.4
Enterprising Professionals (2D)	6.4%	Median Household Income	\$89,013	\$101,530
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$46,009,689	\$53,299,304	\$7,289,615
Men's		\$8,628,826	\$9,994,820	\$1,365,994
Women's		\$15,624,024	\$18,093,772	\$2,469,748
Children's		\$7,068,190	\$8,196,921	\$1,128,731
Footwear		\$10,363,050	\$12,005,283	\$1,642,233
Watches & Jewelry		\$3,421,236	\$3,961,881	\$540,645
Apparel Products and Services (1)		\$904,363	\$1,046,626	\$142,263
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,513,455	\$6,387,042	\$873,587
Portable Memory		\$96,353	\$111,564	\$15,211
Computer Software		\$311,063	\$360,119	\$49,056
Computer Accessories		\$528,666	\$612,135	\$83,469
<b>Entertainment &amp; Recreation</b>		\$77,116,288	\$89,294,809	\$12,178,521
Fees and Admissions		\$15,016,141	\$17,391,893	\$2,375,752
Membership Fees for Clubs (2)		\$5,871,077	\$6,799,332	\$928,255
Fees for Participant Sports, excl. Trips		\$2,555,077	\$2,958,880	\$403,803
Tickets to Theatre/Operas/Concerts		\$1,139,520	\$1,318,720	\$179,200
Tickets to Movies		\$613,804	\$711,277	\$97,473
Tickets to Parks or Museums		\$606,951	\$703,722	\$96,771
Admission to Sporting Events, excl. Trips		\$1,232,855	\$1,427,916	\$195,061
Fees for Recreational Lessons		\$2,975,036	\$3,446,797	\$471,761
Dating Services		\$21,820	\$25,249	\$3,429
TV/Video/Audio		\$27,653,380	\$32,015,954	\$4,362,574
Cable and Satellite Television Services		\$16,898,100	\$19,554,397	\$2,656,297
Televisions		\$3,096,765	\$3,587,755	\$490,990
Satellite Dishes		\$36,434	\$42,239	\$5,805
VCRs, Video Cameras, and DVD Players		\$105,261	\$121,942	\$16,681
Miscellaneous Video Equipment		\$281,175	\$325,444	\$44,269
Video Cassettes and DVDs		\$148,538	\$172,056	\$23,518
Video Game Hardware/Accessories		\$897,791	\$1,040,813	\$143,022
Video Game Software		\$442,126	\$512,483	\$70,357
Rental/Streaming/Downloaded Video		\$2,750,107	\$3,187,055	\$436,948
Installation of Televisions		\$33,921	\$39,265	\$5,344
Audio (3)		\$2,907,694	\$3,368,290	\$460,596
Rental and Repair of TV/Radio/Sound Equipment		\$55,468	\$64,216	\$8,748
Pets		\$17,806,445	\$20,611,168	\$2,804,723
Toys/Games/Crafts/Hobbies (4)		\$3,362,128	\$3,895,087	\$532,959
Recreational Vehicles and Fees (5)		\$2,852,600	\$3,303,563	\$450,963
Sports/Recreation/Exercise Equipment (6)		\$6,150,006	\$7,129,049	\$979,043
Photo Equipment and Supplies (7)		\$996,833	\$1,154,376	\$157,543
Reading (8)		\$2,635,938	\$3,049,426	\$413,488
Catered Affairs (9)		\$642,817	\$744,292	\$101,475
<b>Food</b>		\$217,354,020	\$251,734,220	\$34,380,200
Food at Home		\$139,042,485	\$161,008,196	\$21,965,711
Bakery and Cereal Products		\$17,896,850	\$20,722,612	\$2,825,762
Meats, Poultry, Fish, and Eggs		\$29,935,593	\$34,666,025	\$4,730,432
Dairy Products		\$13,363,097	\$15,471,719	\$2,108,622
Fruits and Vegetables		\$27,376,671	\$31,697,290	\$4,320,619
Snacks and Other Food at Home (10)		\$50,470,273	\$58,450,552	\$7,980,279
Food Away from Home		\$78,311,535	\$90,726,024	\$12,414,489
Alcoholic Beverages		\$14,050,407	\$16,263,905	\$2,213,498

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$795,710,062	\$919,679,791	\$123,969,729
Value of Retirement Plans	\$2,881,897,611	\$3,334,478,818	\$452,581,207
Value of Other Financial Assets	\$164,243,856	\$189,789,046	\$25,545,190
Vehicle Loan Amount excluding Interest	\$77,548,610	\$89,913,283	\$12,364,673
Value of Credit Card Debt	\$64,553,365	\$74,737,543	\$10,184,178
<b>Health</b>			
Nonprescription Drugs	\$3,491,001	\$4,042,190	\$551,189
Prescription Drugs	\$7,307,672	\$8,455,940	\$1,148,268
Eyeglasses and Contact Lenses	\$2,241,047	\$2,593,748	\$352,701
<b>Home</b>			
Mortgage Payment and Basics (11)	\$258,312,141	\$299,124,559	\$40,812,418
Maintenance and Remodeling Services	\$75,769,178	\$87,724,166	\$11,954,988
Maintenance and Remodeling Materials (12)	\$15,071,513	\$17,456,875	\$2,385,362
Utilities, Fuel, and Public Services	\$117,437,109	\$135,990,130	\$18,553,021
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,561,625	\$2,966,452	\$404,827
Furniture	\$17,484,772	\$20,256,753	\$2,771,981
Rugs	\$835,332	\$967,058	\$131,726
Major Appliances (14)	\$10,582,793	\$12,255,940	\$1,673,147
Housewares (15)	\$2,284,126	\$2,645,555	\$361,429
Small Appliances	\$1,524,522	\$1,765,266	\$240,744
Luggage	\$308,346	\$357,255	\$48,909
Telephones and Accessories	\$2,219,899	\$2,568,903	\$349,004
<b>Household Operations</b>			
Child Care	\$11,103,552	\$12,872,161	\$1,768,609
Lawn and Garden (16)	\$12,993,377	\$15,039,757	\$2,046,380
Moving/Storage/Freight Express	\$1,944,640	\$2,251,543	\$306,903
Housekeeping Supplies (17)	\$19,088,113	\$22,104,197	\$3,016,084
<b>Insurance</b>			
Owners and Renters Insurance	\$15,435,120	\$17,870,542	\$2,435,422
Vehicle Insurance	\$45,127,227	\$52,282,401	\$7,155,174
Life/Other Insurance	\$13,882,032	\$16,074,140	\$2,192,108
Health Insurance	\$99,655,647	\$115,358,829	\$15,703,182
Personal Care Products (18)	\$11,561,723	\$13,389,269	\$1,827,546
School Books and Supplies (19)	\$2,872,440	\$3,329,168	\$456,728
Smoking Products	\$8,622,307	\$9,982,779	\$1,360,472
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$63,470,159	\$73,565,989	\$10,095,830
Gasoline and Motor Oil	\$51,664,229	\$59,855,861	\$8,191,632
Vehicle Maintenance and Repairs	\$27,294,394	\$31,610,511	\$4,316,117
<b>Travel</b>			
Airline Fares	\$9,850,290	\$11,407,292	\$1,557,002
Lodging on Trips	\$14,946,596	\$17,311,936	\$2,365,340
Auto/Truck Rental on Trips	\$1,712,155	\$1,983,341	\$271,186
Food and Drink on Trips	\$11,710,669	\$13,562,862	\$1,852,193

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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

3201 N Midland Dr, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01462  
 Longitude: -102.14154

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Bright Young Professionals (8C)	13.0%	Population	85,834	88,643
In Style (5B)	12.0%	Households	32,403	33,685
Professional Pride (1B)	10.5%	Families	21,204	22,015
Young and Restless (11B)	7.7%	Median Age	36.4	37.3
Middleburg (4C)	6.9%	Median Household Income	\$94,141	\$104,085
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$84,179,922	\$97,275,432	\$13,095,510
Men's		\$15,820,169	\$18,281,600	\$2,461,431
Women's		\$28,524,492	\$32,955,772	\$4,431,280
Children's		\$12,970,791	\$15,003,575	\$2,032,784
Footwear		\$19,025,434	\$21,981,858	\$2,956,424
Watches & Jewelry		\$6,195,717	\$7,155,440	\$959,723
Apparel Products and Services (1)		\$1,643,319	\$1,897,186	\$253,867
<b>Computer</b>				
Computers and Hardware for Home Use		\$9,958,260	\$11,506,413	\$1,548,153
Portable Memory		\$173,900	\$200,853	\$26,953
Computer Software		\$551,614	\$636,912	\$85,298
Computer Accessories		\$955,670	\$1,104,090	\$148,420
<b>Entertainment &amp; Recreation</b>		\$141,241,696	\$163,189,490	\$21,947,794
Fees and Admissions		\$27,458,218	\$31,726,444	\$4,268,226
Membership Fees for Clubs (2)		\$10,725,917	\$12,390,527	\$1,664,610
Fees for Participant Sports, excl. Trips		\$4,666,960	\$5,394,054	\$727,094
Tickets to Theatre/Operas/Concerts		\$2,068,659	\$2,388,391	\$319,732
Tickets to Movies		\$1,119,197	\$1,293,715	\$174,518
Tickets to Parks or Museums		\$1,102,844	\$1,275,843	\$172,999
Admission to Sporting Events, excl. Trips		\$2,233,268	\$2,579,941	\$346,673
Fees for Recreational Lessons		\$5,503,114	\$6,359,848	\$856,734
Dating Services		\$38,259	\$44,126	\$5,867
TV/Video/Audio		\$50,764,830	\$58,643,412	\$7,878,582
Cable and Satellite Television Services		\$31,339,050	\$36,192,266	\$4,853,216
Televisions		\$5,648,056	\$6,527,549	\$879,493
Satellite Dishes		\$66,974	\$77,415	\$10,441
VCRs, Video Cameras, and DVD Players		\$189,500	\$219,038	\$29,538
Miscellaneous Video Equipment		\$501,914	\$579,470	\$77,556
Video Cassettes and DVDs		\$266,144	\$307,611	\$41,467
Video Game Hardware/Accessories		\$1,596,735	\$1,845,783	\$249,048
Video Game Software		\$777,003	\$898,149	\$121,146
Rental/Streaming/Downloaded Video		\$4,964,802	\$5,738,618	\$773,816
Installation of Televisions		\$61,377	\$9,861	\$9,484
Audio (3)		\$5,253,371	\$6,071,195	\$817,824
Rental and Repair of TV/Radio/Sound Equipment		\$99,902	\$115,457	\$15,555
Pets		\$32,725,886	\$37,805,907	\$5,080,021
Toys/Games/Crafts/Hobbies (4)		\$6,087,135	\$7,035,820	\$948,685
Recreational Vehicles and Fees (5)		\$5,282,296	\$6,105,922	\$823,626
Sports/Recreation/Exercise Equipment (6)		\$11,204,220	\$12,960,371	\$1,756,151
Photo Equipment and Supplies (7)		\$1,794,023	\$2,072,509	\$278,486
Reading (8)		\$4,743,243	\$5,475,004	\$731,761
Catered Affairs (9)		\$1,181,846	\$1,364,102	\$182,256
<b>Food</b>		\$398,554,868	\$460,540,018	\$61,985,150
Food at Home		\$254,746,904	\$294,339,385	\$39,592,481
Bakery and Cereal Products		\$32,749,050	\$37,836,581	\$5,087,531
Meats, Poultry, Fish, and Eggs		\$55,068,561	\$63,626,287	\$8,557,726
Dairy Products		\$24,455,471	\$28,253,574	\$3,798,103
Fruits and Vegetables		\$50,109,105	\$57,889,069	\$7,779,964
Snacks and Other Food at Home (10)		\$92,364,716	\$106,733,874	\$14,369,158
Food Away from Home		\$143,807,964	\$166,200,633	\$22,392,669
Alcoholic Beverages		\$25,466,231	\$29,411,529	\$3,945,298

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,446,633,320	\$1,668,092,762	\$221,459,442
Value of Retirement Plans	\$5,277,597,339	\$6,093,487,068	\$815,889,729
Value of Other Financial Assets	\$301,234,544	\$347,353,315	\$46,118,771
Vehicle Loan Amount excluding Interest	\$143,951,363	\$166,507,484	\$22,556,121
Value of Credit Card Debt	\$118,158,297	\$136,489,753	\$18,331,456
<b>Health</b>			
Nonprescription Drugs	\$6,417,693	\$7,416,366	\$998,673
Prescription Drugs	\$13,497,133	\$15,588,550	\$2,091,417
Eyeglasses and Contact Lenses	\$4,089,839	\$4,723,191	\$633,352
<b>Home</b>			
Mortgage Payment and Basics (11)	\$486,048,164	\$561,664,841	\$75,616,677
Maintenance and Remodeling Services	\$142,188,761	\$164,315,492	\$22,126,731
Maintenance and Remodeling Materials (12)	\$28,577,016	\$33,051,157	\$4,474,141
Utilities, Fuel, and Public Services	\$217,826,747	\$251,676,227	\$33,849,480
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$4,666,825	\$5,392,072	\$725,247
Furniture	\$31,798,750	\$36,758,609	\$4,959,859
Rugs	\$1,521,865	\$1,758,051	\$236,186
Major Appliances (14)	\$19,803,931	\$22,889,269	\$3,085,338
Housewares (15)	\$4,164,650	\$4,812,890	\$648,240
Small Appliances	\$2,772,342	\$3,202,606	\$430,264
Luggage	\$559,309	\$646,581	\$87,272
Telephones and Accessories	\$4,034,945	\$4,658,652	\$623,707
<b>Household Operations</b>			
Child Care	\$20,036,106	\$23,164,705	\$3,128,599
Lawn and Garden (16)	\$24,362,580	\$28,144,828	\$3,782,248
Moving/Storage/Freight Express	\$3,508,487	\$4,053,883	\$545,396
Housekeeping Supplies (17)	\$35,136,900	\$40,603,117	\$5,466,217
<b>Insurance</b>			
Owners and Renters Insurance	\$29,015,286	\$33,525,991	\$4,510,705
Vehicle Insurance	\$83,657,696	\$96,698,769	\$13,041,073
Life/Other Insurance	\$25,746,496	\$29,748,754	\$4,002,258
Health Insurance	\$184,002,287	\$212,545,102	\$28,542,815
Personal Care Products (18)	\$21,158,058	\$24,445,199	\$3,287,141
School Books and Supplies (19)	\$5,213,653	\$6,028,219	\$814,566
Smoking Products	\$15,688,545	\$18,129,581	\$2,441,036
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$117,375,665	\$135,728,633	\$18,352,968
Gasoline and Motor Oil	\$95,834,231	\$110,782,618	\$14,948,387
Vehicle Maintenance and Repairs	\$50,072,565	\$57,864,815	\$7,792,250
<b>Travel</b>			
Airline Fares	\$17,923,834	\$20,707,152	\$2,783,318
Lodging on Trips	\$27,379,512	\$31,639,800	\$4,260,288
Auto/Truck Rental on Trips	\$3,090,106	\$3,571,173	\$481,067
Food and Drink on Trips	\$21,327,440	\$24,643,252	\$3,315,812

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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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