

Retail Goods and Services Expenditures

4801 E 52nd St, Odessa, Texas, 79762



Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Moderate Metros (C6)	21.9%	Population	5,965	6,125
Classic Comfort (K4)	21.1%	Households	2,530	2,602
Metro Fusion (C3)	21.1%	Families	1,297	1,318
Emerging Hub (D1)	19.3%	Median Age	33.7	34.5
Young and Restless (A6)	16.5%	Median Household Income	\$62,504	\$65,733

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	76	\$1,867.92	\$4,725,842
Men's	77	\$370.53	\$937,436
Women's	76	\$636.60	\$1,610,593
Children's	77	\$258.74	\$654,608
Footwear	77	\$420.82	\$1,064,663
Watches & Jewelry	73	\$147.24	\$372,505
Apparel Products and Services (1)	73	\$34.01	\$86,037
Computer			
Computers and Hardware for Home Use	79	\$177.75	\$449,701
Portable Memory	82	\$3.14	\$7,937
Computer Software	85	\$14.36	\$36,341
Computer Accessories	74	\$14.92	\$37,743
Education	71	\$2,898.15	\$7,332,325
Educational Books, Supplies, and Other Expenditures	84	\$77.80	\$196,836
Other School Supplies	76	\$66.51	\$168,258

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	71	\$2,898.15	\$7,332,325
Fees and Admissions	68	\$636.05	\$1,609,219
Membership Fees for Clubs (2)	68	\$215.59	\$545,452
Fees for Participant Sports, excl. Trips	69	\$115.10	\$291,210
Tickets to Theatre/Operas/Concerts	69	\$78.45	\$198,487
Tickets to Movies	80	\$29.62	\$74,950
Tickets to Parks or Museums	64	\$27.25	\$68,955
Admission to Sporting Events, excl. Trips	74	\$67.55	\$170,896
Fees for Recreational Lessons	61	\$101.31	\$256,326
Dating Services	100	\$1.16	\$2,944
TV/Video/Audio	75	\$920.49	\$2,328,832
Cable and Satellite Television Services	68	\$451.99	\$1,143,528
Televisions	80	\$94.44	\$238,941
Satellite Dishes	66	\$0.92	\$2,333
VCRs, Video Cameras, and DVD Players	74	\$3.08	\$7,802
Miscellaneous Video Equipment	102	\$35.43	\$89,631
Video Cassettes and DVDs	72	\$3.43	\$8,684
Video Game Hardware/Accessories	90	\$42.62	\$107,836
Video Game Software	97	\$22.28	\$56,380
Rental/Streaming/Downloaded Video	84	\$161.53	\$408,672
Installation of Televisions	58	\$0.87	\$2,211
Audio (3)	73	\$101.91	\$257,839
Rental of TV/VCR/Radio/Sound Equipment	122	\$0.28	\$707
Repair of TV/Radio/Sound Equipment	91	\$1.69	\$4,267
Pets	70	\$738.05	\$1,867,255
Toys/Games/Crafts/Hobbies (4)	75	\$135.00	\$341,539
Recreational Vehicles and Fees (5)	61	\$118.16	\$298,944
Sports/Recreation/Exercise Equipment (6)	70	\$181.87	\$460,137
Photo Equipment and Supplies (7)	72	\$49.78	\$125,939
Reading (8)	67	\$87.18	\$220,573
Live Entertainment for Catered Affairs	62	\$13.14	\$33,252
Rental of Party Supplies for Catered Affairs	68	\$18.43	\$46,633

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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Retail Goods and Services Expenditures

| 4801 E 52nd St, Odessa, Texas, 79762 | Ring: 1 mile radius

	Spending Potential Index	Average Amount Spent	Total
Food	75	\$8,668.42	\$21,931,104
Food at Home	75	\$5,577.41	\$14,110,836
Bakery and Cereal Products	74	\$733.69	\$1,856,237
Meats, Poultry, Fish, and Eggs	76	\$1,158.88	\$2,931,971
Dairy Products	74	\$561.53	\$1,420,678
Fruits and Vegetables	73	\$935.44	\$2,366,672
Snacks and Other Food at Home (9)	108	\$2,187.86	\$5,535,278
Food Away from Home	75	\$3,091.02	\$7,820,268
Alcoholic Beverages	71	\$483.07	\$1,222,178
Financial			
Value of Stocks/Bonds/Mutual Funds	57	\$27,433.96	\$69,407,908
Value of Retirement Plans	60	\$91,147.12	\$230,602,205
Value of Other Financial Assets	64	\$8,396.22	\$21,242,436
Vehicle Loan Amount excluding Interest	79	\$2,793.09	\$7,066,528
Value of Credit Card Debt	74	\$2,227.73	\$5,636,154
Health			
Nonprescription Drugs	74	\$147.96	\$374,348
Prescription Drugs	73	\$305.48	\$772,860
Eyeglasses and Contact Lenses	69	\$90.74	\$229,583
Personal Care Products (10)	80	\$476.20	\$1,204,793
Smoking Products	85	\$391.79	\$991,230
Home			
Mortgage Payment and Basics (11)	58	\$7,741.25	\$19,585,356
Maintenance and Remodeling Services	57	\$2,636.61	\$6,670,622
Maintenance and Remodeling Materials (12)	57	\$458.49	\$1,159,988
Utilities, Fuel, and Public Services	75	\$4,426.51	\$11,199,071

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	77	\$90.34	\$228,548
Furniture	75	\$659.18	\$1,667,736
Rugs	69	\$27.01	\$68,334
Major Appliances (14)	68	\$342.15	\$865,639
Housewares (15)	73	\$72.19	\$182,640
Small Appliances	79	\$61.21	\$154,865
Luggage	73	\$18.00	\$45,535
Telephones and Accessories	71	\$58.93	\$149,094
Household Operations			
Child Care	70	\$412.98	\$1,044,849
Lawn and Garden (16)	62	\$419.40	\$1,061,078
Moving/Storage/Freight Express	81	\$102.79	\$260,055
Housekeeping Supplies (17)	75	\$647.70	\$1,638,693
Insurance			
Owners and Renters Insurance	65	\$553.77	\$1,401,040
Vehicle Insurance	80	\$1,739.42	\$4,400,737
Life/Other Insurance	65	\$449.19	\$1,136,441
Health Insurance	71	\$3,504.26	\$8,865,786
Transportation			
Payments on Vehicles excluding Leases	77	\$2,324.73	\$5,881,579
Gasoline/Diesel Fuel/Electric Vehicle Charging	77	\$2,684.75	\$6,792,411
Vehicle Maintenance and Repairs	76	\$1,027.17	\$2,598,733
Travel			
Airline Fares	66	\$556.57	\$1,408,120
Lodging on Trips	64	\$704.35	\$1,782,011
Auto/Truck Rental on Trips	71	\$86.72	\$219,410
Food and Drink on Trips	68	\$570.13	\$1,442,427

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 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) 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.
- (10) 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.
- (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.



Retail Goods and Services Expenditures

4801 E 52nd St, Odessa, Texas, 79762



Ring: 2 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	46.8%	Population	26,476	27,135
Emerging Hub (D1)	10.4%	Households	10,405	10,714
Young and Restless (A6)	9.1%	Families	6,417	6,554
Moderate Metros (C6)	6.5%	Median Age	35.2	36.7
Family Bonds (E6)	6.2%	Median Household Income	\$81,095	\$89,195

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	92	\$2,245.35	\$23,362,816
Men's	93	\$448.79	\$4,669,622
Women's	91	\$761.43	\$7,922,657
Children's	93	\$313.86	\$3,265,743
Footwear	91	\$496.98	\$5,171,084
Watches & Jewelry	90	\$181.87	\$1,892,342
Apparel Products and Services (1)	91	\$42.42	\$441,368
Computer			
Computers and Hardware for Home Use	94	\$211.97	\$2,205,553
Portable Memory	91	\$3.47	\$36,113
Computer Software	94	\$15.80	\$164,436
Computer Accessories	88	\$17.68	\$183,923
Education	90	\$3,679.40	\$38,284,126
Educational Books, Supplies, and Other Expenditures	98	\$90.60	\$942,666
Other School Supplies	94	\$82.97	\$863,264

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	90	\$3,679.40	\$38,284,126
Fees and Admissions	89	\$828.11	\$8,616,515
Membership Fees for Clubs (2)	89	\$280.41	\$2,917,653
Fees for Participant Sports, excl. Trips	92	\$153.04	\$1,592,398
Tickets to Theatre/Operas/Concerts	87	\$98.30	\$1,022,785
Tickets to Movies	94	\$34.65	\$360,568
Tickets to Parks or Museums	80	\$34.22	\$356,061
Admission to Sporting Events, excl. Trips	99	\$90.43	\$940,938
Fees for Recreational Lessons	81	\$135.91	\$1,414,160
Dating Services	99	\$1.15	\$11,953
TV/Video/Audio	92	\$1,137.94	\$11,840,256
Cable and Satellite Television Services	88	\$581.38	\$6,049,234
Televisions	96	\$113.57	\$1,181,659
Satellite Dishes	78	\$1.08	\$11,231
VCRs, Video Cameras, and DVD Players	90	\$3.75	\$39,002
Miscellaneous Video Equipment	120	\$41.75	\$434,420
Video Cassettes and DVDs	82	\$3.88	\$40,382
Video Game Hardware/Accessories	100	\$47.36	\$492,763
Video Game Software	101	\$23.21	\$241,507
Rental/Streaming/Downloaded Video	99	\$191.99	\$1,997,707
Installation of Televisions	76	\$1.15	\$11,997
Audio (3)	90	\$126.60	\$1,317,282
Rental of TV/VCR/Radio/Sound Equipment	130	\$0.30	\$3,117
Repair of TV/Radio/Sound Equipment	103	\$1.92	\$19,955
Pets	89	\$941.36	\$9,794,804
Toys/Games/Crafts/Hobbies (4)	92	\$165.24	\$1,719,326
Recreational Vehicles and Fees (5)	87	\$166.56	\$1,733,008
Sports/Recreation/Exercise Equipment (6)	89	\$229.50	\$2,387,976
Photo Equipment and Supplies (7)	90	\$62.58	\$651,147
Reading (8)	83	\$107.20	\$1,115,401
Live Entertainment for Catered Affairs	81	\$17.22	\$179,215
Rental of Party Supplies for Catered Affairs	88	\$23.69	\$246,480

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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	Spending Potential Index	Average Amount Spent	Total
Food	91	\$10,501.70	\$109,270,166
Food at Home	91	\$6,746.13	\$70,193,453
Bakery and Cereal Products	90	\$895.36	\$9,316,257
Meats, Poultry, Fish, and Eggs	91	\$1,393.27	\$14,496,963
Dairy Products	90	\$681.04	\$7,086,252
Fruits and Vegetables	89	\$1,132.69	\$11,785,610
Snacks and Other Food at Home (9)	131	\$2,643.76	\$27,508,370
Food Away from Home	91	\$3,755.57	\$39,076,713
Alcoholic Beverages	90	\$607.70	\$6,323,169
Financial			
Value of Stocks/Bonds/Mutual Funds	80	\$38,335.04	\$398,876,040
Value of Retirement Plans	87	\$133,616.22	\$1,390,276,753
Value of Other Financial Assets	91	\$11,974.34	\$124,593,036
Vehicle Loan Amount excluding Interest	98	\$3,429.62	\$35,685,167
Value of Credit Card Debt	93	\$2,794.87	\$29,080,579
Health			
Nonprescription Drugs	92	\$184.31	\$1,917,719
Prescription Drugs	98	\$414.02	\$4,307,924
Eyeglasses and Contact Lenses	89	\$118.22	\$1,230,090
Personal Care Products (10)	95	\$563.55	\$5,863,745
Smoking Products	97	\$447.56	\$4,656,841
Home			
Mortgage Payment and Basics (11)	85	\$11,412.72	\$118,749,355
Maintenance and Remodeling Services	84	\$3,880.72	\$40,378,862
Maintenance and Remodeling Materials (12)	88	\$702.03	\$7,304,658
Utilities, Fuel, and Public Services	93	\$5,485.59	\$57,077,542

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	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	93	\$109.21	\$1,136,281
Furniture	93	\$824.05	\$8,574,286
Rugs	89	\$34.89	\$363,047
Major Appliances (14)	90	\$454.49	\$4,728,971
Housewares (15)	89	\$87.37	\$909,058
Small Appliances	90	\$70.41	\$732,571
Luggage	91	\$22.21	\$231,085
Telephones and Accessories	96	\$79.45	\$826,695
Household Operations			
Child Care	91	\$535.81	\$5,575,110
Lawn and Garden (16)	87	\$589.00	\$6,128,597
Moving/Storage/Freight Express	88	\$112.48	\$1,170,388
Housekeeping Supplies (17)	92	\$793.04	\$8,251,533
Insurance			
Owners and Renters Insurance	93	\$786.30	\$8,181,413
Vehicle Insurance	95	\$2,077.47	\$21,616,045
Life/Other Insurance	88	\$604.86	\$6,293,593
Health Insurance	91	\$4,529.50	\$47,129,414
Transportation			
Payments on Vehicles excluding Leases	96	\$2,893.61	\$30,108,028
Gasoline/Diesel Fuel/Electric Vehicle Charging	93	\$3,251.45	\$33,831,287
Vehicle Maintenance and Repairs	93	\$1,247.77	\$12,983,030
Travel			
Airline Fares	84	\$711.52	\$7,403,357
Lodging on Trips	86	\$947.19	\$9,855,523
Auto/Truck Rental on Trips	89	\$108.21	\$1,125,916
Food and Drink on Trips	87	\$736.26	\$7,660,763

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- (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 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) 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.
- (10) 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.
- (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.



Retail Goods and Services Expenditures

4801 E 52nd St, Odessa, Texas, 79762



Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	30.8%	Population	59,830	61,260
Family Bonds (E6)	14.5%	Households	22,589	23,231
Boomburbs (H2)	9.8%	Families	14,643	14,945
Emerging Hub (D1)	7.8%	Median Age	35.2	36.5
Moderate Metros (C6)	4.7%	Median Household Income	\$76,532	\$83,990

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	88	\$2,149.53	\$48,555,843
Men's	89	\$426.91	\$9,643,422
Women's	86	\$720.62	\$16,278,175
Children's	92	\$310.60	\$7,016,096
Footwear	88	\$480.87	\$10,862,313
Watches & Jewelry	85	\$170.20	\$3,844,720
Apparel Products and Services (1)	86	\$40.33	\$911,117
Computer			
Computers and Hardware for Home Use	89	\$201.02	\$4,540,893
Portable Memory	84	\$3.21	\$72,541
Computer Software	88	\$14.76	\$333,372
Computer Accessories	84	\$16.84	\$380,294
Education	86	\$3,539.31	\$79,949,500
Educational Books, Supplies, and Other Expenditures	92	\$85.19	\$1,924,415
Other School Supplies	90	\$79.11	\$1,787,058

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	86	\$3,539.31	\$79,949,500
Fees and Admissions	85	\$793.48	\$17,924,003
Membership Fees for Clubs (2)	84	\$265.31	\$5,993,060
Fees for Participant Sports, excl. Trips	88	\$146.63	\$3,312,257
Tickets to Theatre/Operas/Concerts	82	\$92.96	\$2,099,914
Tickets to Movies	90	\$33.29	\$751,956
Tickets to Parks or Museums	80	\$34.22	\$773,041
Admission to Sporting Events, excl. Trips	94	\$85.95	\$1,941,443
Fees for Recreational Lessons	80	\$134.12	\$3,029,587
Dating Services	87	\$1.01	\$22,745
TV/Video/Audio	89	\$1,097.40	\$24,789,096
Cable and Satellite Television Services	85	\$561.58	\$12,685,614
Televisions	92	\$108.80	\$2,457,587
Satellite Dishes	83	\$1.15	\$25,921
VCRs, Video Cameras, and DVD Players	89	\$3.71	\$83,717
Miscellaneous Video Equipment	130	\$45.15	\$1,019,871
Video Cassettes and DVDs	78	\$3.72	\$84,035
Video Game Hardware/Accessories	94	\$44.51	\$1,005,454
Video Game Software	92	\$21.09	\$476,500
Rental/Streaming/Downloaded Video	94	\$182.71	\$4,127,236
Installation of Televisions	72	\$1.09	\$24,574
Audio (3)	87	\$121.78	\$2,750,870
Rental of TV/VCR/Radio/Sound Equipment	113	\$0.26	\$5,777
Repair of TV/Radio/Sound Equipment	100	\$1.86	\$41,940
Pets	85	\$905.17	\$20,446,967
Toys/Games/Crafts/Hobbies (4)	88	\$157.07	\$3,547,982
Recreational Vehicles and Fees (5)	85	\$163.75	\$3,699,014
Sports/Recreation/Exercise Equipment (6)	86	\$223.58	\$5,050,438
Photo Equipment and Supplies (7)	85	\$58.57	\$1,323,109
Reading (8)	78	\$101.31	\$2,288,453
Live Entertainment for Catered Affairs	76	\$16.09	\$363,509
Rental of Party Supplies for Catered Affairs	85	\$22.88	\$516,928

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Food	87	\$10,088.00	\$227,877,751
Food at Home	87	\$6,462.39	\$145,978,821
Bakery and Cereal Products	86	\$853.40	\$19,277,413
Meats, Poultry, Fish, and Eggs	88	\$1,342.93	\$30,335,461
Dairy Products	86	\$652.58	\$14,741,085
Fruits and Vegetables	85	\$1,084.97	\$24,508,370
Snacks and Other Food at Home (9)	125	\$2,528.51	\$57,116,492
Food Away from Home	88	\$3,625.61	\$81,898,930
Alcoholic Beverages	85	\$574.28	\$12,972,512
Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$35,926.85	\$811,551,610
Value of Retirement Plans	83	\$126,302.10	\$2,853,038,143
Value of Other Financial Assets	88	\$11,582.70	\$261,641,670
Vehicle Loan Amount excluding Interest	95	\$3,354.39	\$75,772,425
Value of Credit Card Debt	89	\$2,679.16	\$60,519,619
Health			
Nonprescription Drugs	89	\$177.29	\$4,004,877
Prescription Drugs	93	\$390.31	\$8,816,691
Eyeglasses and Contact Lenses	85	\$112.73	\$2,546,524
Personal Care Products (10)	91	\$539.07	\$12,177,143
Smoking Products	92	\$425.18	\$9,604,414
Home			
Mortgage Payment and Basics (11)	85	\$11,331.02	\$255,956,300
Maintenance and Remodeling Services	83	\$3,826.88	\$86,445,287
Maintenance and Remodeling Materials (12)	88	\$708.13	\$15,995,857
Utilities, Fuel, and Public Services	90	\$5,320.84	\$120,192,436

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	89	\$105.19	\$2,376,030
Furniture	90	\$791.88	\$17,887,832
Rugs	84	\$33.09	\$747,467
Major Appliances (14)	88	\$447.46	\$10,107,682
Housewares (15)	85	\$84.12	\$1,900,186
Small Appliances	87	\$68.04	\$1,537,026
Luggage	86	\$20.98	\$473,816
Telephones and Accessories	89	\$73.60	\$1,662,464
Household Operations			
Child Care	87	\$511.71	\$11,558,979
Lawn and Garden (16)	84	\$570.32	\$12,882,930
Moving/Storage/Freight Express	83	\$106.05	\$2,395,531
Housekeeping Supplies (17)	88	\$762.29	\$17,219,378
Insurance			
Owners and Renters Insurance	92	\$777.42	\$17,561,112
Vehicle Insurance	93	\$2,019.00	\$45,607,271
Life/Other Insurance	85	\$585.95	\$13,236,104
Health Insurance	88	\$4,382.08	\$98,986,715
Transportation			
Payments on Vehicles excluding Leases	94	\$2,819.64	\$63,692,959
Gasoline/Diesel Fuel/Electric Vehicle Charging	91	\$3,180.53	\$71,844,975
Vehicle Maintenance and Repairs	89	\$1,201.64	\$27,143,862
Travel			
Airline Fares	81	\$685.03	\$15,474,063
Lodging on Trips	82	\$907.83	\$20,507,050
Auto/Truck Rental on Trips	85	\$103.52	\$2,338,387
Food and Drink on Trips	84	\$706.71	\$15,963,842

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 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) 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.
- (10) 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.
- (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.

