



Retail Demand Outlook

114 Watson Ln, Las Cruces, New Mexico, 88005 3
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Drive Time: 5 minute radius

Prepared by Esri
Latitude: 32.26811
Longitude: -106.76346

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
In Style (5B)	37.5%	Population	14,764	15,221
Down the Road (10D)	26.5%	Households	5,911	6,154
College Towns (14B)	17.4%	Families	3,212	3,323
Metro Fusion (11C)	7.1%	Median Age	29.8	31.0
Set to Impress (11D)	4.5%	Median Household Income	\$38,613	\$44,900
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$8,410,407	\$10,146,748	\$1,736,341
Men's		\$1,651,803	\$1,992,850	\$341,047
Women's		\$2,908,101	\$3,508,872	\$600,771
Children's		\$1,224,027	\$1,476,473	\$252,446
Footwear		\$2,006,453	\$2,420,193	\$413,740
Watches & Jewelry		\$488,549	\$589,753	\$101,204
Apparel Products and Services (1)		\$197,198	\$237,903	\$40,705
Computer				
Computers and Hardware for Home Use		\$661,884	\$798,587	\$136,703
Portable Memory		\$16,763	\$20,227	\$3,464
Computer Software		\$39,680	\$47,864	\$8,184
Computer Accessories		\$75,558	\$91,201	\$15,643
Entertainment & Recreation		\$12,431,725	\$15,006,307	\$2,574,582
Fees and Admissions		\$2,759,740	\$3,331,890	\$572,150
Membership Fees for Clubs (2)		\$944,615	\$1,140,566	\$195,951
Fees for Participant Sports, excl. Trips		\$437,116	\$527,726	\$90,610
Tickets to Theatre/Operas/Concerts		\$301,565	\$364,137	\$62,572
Tickets to Movies		\$229,920	\$277,362	\$47,442
Tickets to Parks or Museums		\$129,946	\$156,802	\$26,856
Admission to Sporting Events, excl. Trips		\$231,998	\$280,257	\$48,259
Fees for Recreational Lessons		\$479,951	\$579,460	\$99,509
Dating Services		\$4,629	\$5,579	\$950
TV/Video/Audio		\$4,658,046	\$5,620,590	\$962,544
Cable and Satellite Television Services		\$3,109,040	\$3,751,504	\$642,464
Televisions		\$470,801	\$568,047	\$97,246
Satellite Dishes		\$7,028	\$8,488	\$1,460
VCRs, Video Cameras, and DVD Players		\$20,177	\$24,350	\$4,173
Miscellaneous Video Equipment		\$57,863	\$69,838	\$11,975
Video Cassettes and DVDs		\$34,054	\$41,083	\$7,029
Video Game Hardware/Accessories		\$126,267	\$152,288	\$26,021
Video Game Software		\$74,782	\$90,212	\$15,430
Rental/Streaming/Downloaded Video		\$310,022	\$374,064	\$64,042
Installation of Televisions		\$2,628	\$3,172	\$544
Audio (3)		\$432,091	\$521,496	\$89,405
Rental and Repair of TV/Radio/Sound Equipment		\$13,294	\$16,047	\$2,753
Pets		\$2,745,334	\$3,314,747	\$569,413
Toys/Games/Crafts/Hobbies (4)		\$473,724	\$571,675	\$97,951
Recreational Vehicles and Fees (5)		\$371,654	\$449,140	\$77,486
Sports/Recreation/Exercise Equipment (6)		\$725,119	\$875,650	\$150,531
Photo Equipment and Supplies (7)		\$188,012	\$226,959	\$38,947
Reading (8)		\$402,359	\$485,680	\$83,321
Catered Affairs (9)		\$109,042	\$131,549	\$22,507
Food		\$36,380,301	\$43,885,594	\$7,505,293
Food at Home		\$21,299,524	\$25,692,680	\$4,393,156
Bakery and Cereal Products		\$2,712,851	\$3,272,454	\$559,603
Meats, Poultry, Fish, and Eggs		\$4,559,945	\$5,500,219	\$940,274
Dairy Products		\$2,112,233	\$2,547,976	\$435,743
Fruits and Vegetables		\$4,108,313	\$4,955,359	\$847,046
Snacks and Other Food at Home (10)		\$7,806,183	\$9,416,673	\$1,610,490
Food Away from Home		\$15,080,776	\$18,192,914	\$3,112,138
Alcoholic Beverages		\$2,389,332	\$2,883,414	\$494,082

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$101,433,922	\$122,573,473	\$21,139,551
Value of Retirement Plans	\$356,130,498	\$430,403,251	\$74,272,753
Value of Other Financial Assets	\$29,947,134	\$36,171,775	\$6,224,641
Vehicle Loan Amount excluding Interest	\$12,015,079	\$14,498,331	\$2,483,252
Value of Credit Card Debt	\$10,599,387	\$12,791,178	\$2,191,791
Health			
Nonprescription Drugs	\$603,823	\$728,654	\$124,831
Prescription Drugs	\$1,306,847	\$1,577,663	\$270,816
Eyeglasses and Contact Lenses	\$367,477	\$443,658	\$76,181
Home			
Mortgage Payment and Basics (11)	\$36,563,366	\$44,179,545	\$7,616,179
Maintenance and Remodeling Services	\$9,969,630	\$12,047,422	\$2,077,792
Maintenance and Remodeling Materials (12)	\$2,164,381	\$2,614,793	\$450,412
Utilities, Fuel, and Public Services	\$19,676,625	\$23,741,690	\$4,065,065
Household Furnishings and Equipment			
Household Textiles (13)	\$399,926	\$482,550	\$82,624
Furniture	\$2,530,769	\$3,054,357	\$523,588
Rugs	\$117,048	\$141,368	\$24,320
Major Appliances (14)	\$1,435,407	\$1,733,346	\$297,939
Housewares (15)	\$349,524	\$421,817	\$72,293
Small Appliances	\$213,885	\$258,029	\$44,144
Luggage	\$68,186	\$82,269	\$14,083
Telephones and Accessories	\$386,949	\$466,889	\$79,940
Household Operations			
Child Care	\$1,957,966	\$2,363,769	\$405,803
Lawn and Garden (16)	\$1,781,724	\$2,152,473	\$370,749
Moving/Storage/Freight Express	\$307,289	\$370,529	\$63,240
Housekeeping Supplies (17)	\$3,031,749	\$3,657,567	\$625,818
Insurance			
Owners and Renters Insurance	\$2,300,032	\$2,778,307	\$478,275
Vehicle Insurance	\$7,613,278	\$9,184,166	\$1,570,888
Life/Other Insurance	\$2,188,875	\$2,643,814	\$454,939
Health Insurance	\$15,812,887	\$19,086,130	\$3,273,243
Personal Care Products (18)	\$1,977,196	\$2,385,244	\$408,048
School Books and Supplies (19)	\$541,337	\$652,949	\$111,612
Smoking Products	\$1,649,308	\$1,989,385	\$340,077
Transportation			
Payments on Vehicles excluding Leases	\$10,430,856	\$12,589,198	\$2,158,342
Gasoline and Motor Oil	\$9,640,699	\$11,630,537	\$1,989,838
Vehicle Maintenance and Repairs	\$4,481,774	\$5,408,627	\$926,853
Travel			
Airline Fares	\$2,369,290	\$2,860,070	\$490,780
Lodging on Trips	\$2,607,834	\$3,149,507	\$541,673
Auto/Truck Rental on Trips	\$212,072	\$255,953	\$43,881
Food and Drink on Trips	\$2,269,486	\$2,739,908	\$470,422

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March 24, 2023



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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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