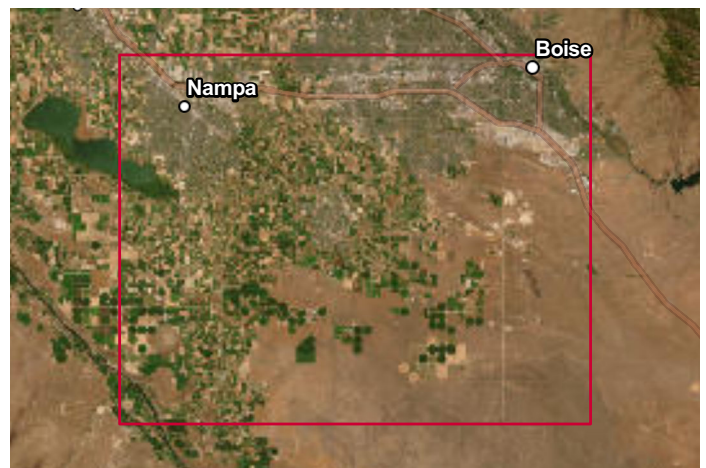
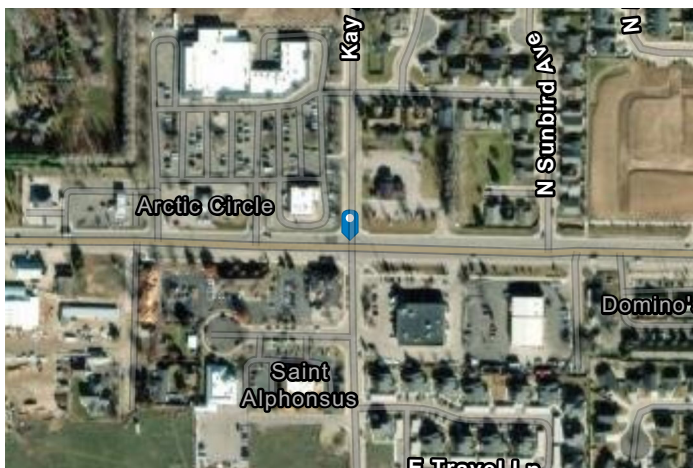
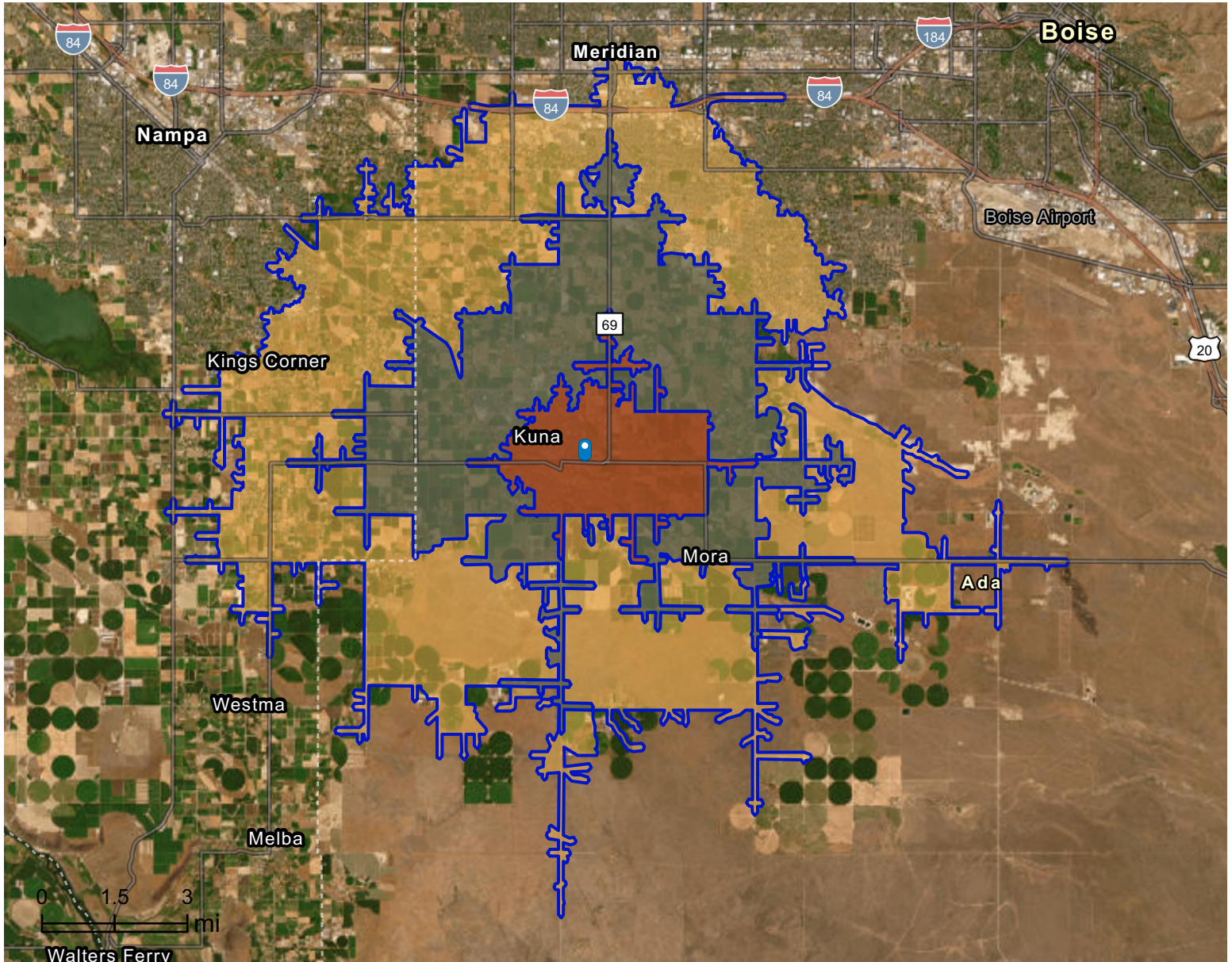


Site Map

1-223 Kay Ave
1-223 Kay Ave, Kuna, Idaho, 83634
Drive time: 5, 10, 15 minute radii

Prepared by Esri



Retail Demand Outlook

1-223 Kay Ave
1-223 Kay Ave, Kuna, Idaho, 83634
Drive time: 5 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	45.9%	Population	15,995	17,133
Up and Coming Families (G2)	27.4%	Households	5,465	5,936
Classic Comfort (K4)	10.8%	Families	4,146	4,487
Rural Versatility (E5)	9.7%	Median Age	33.4	34.9
Savvy Suburbanites (L1)	4.4%	Median Household Income	\$86,190	\$96,310

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$11,933,073	\$14,483,940	\$2,550,867
Men's	\$2,279,623	\$2,766,611	\$486,988
Women's	\$3,942,445	\$4,783,173	\$840,728
Children's	\$1,892,356	\$2,297,372	\$405,016
Footwear	\$2,707,060	\$3,284,864	\$577,804
Watches & Jewelry	\$903,757	\$1,099,376	\$195,619
Apparel Products and Services (1)	\$207,832	\$252,545	\$44,713
Computer			
Computers and Hardware for Home Use	\$1,092,521	\$1,326,067	\$233,546
Portable Memory	\$16,869	\$20,467	\$3,598
Computer Software	\$76,906	\$93,347	\$16,441
Computer Accessories	\$88,112	\$106,995	\$18,883
Education			
Educational Books/Supplies/Other Expenditures	\$460,776	\$559,152	\$98,376
Other School Supplies	\$434,009	\$527,014	\$93,005

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$19,630,561	\$23,838,493	\$4,207,932
Fees and Admissions	\$4,658,567	\$5,671,690	\$1,013,123
Membership Fees for Clubs (2)	\$1,455,834	\$1,771,480	\$315,646
Fees for Participant Sports, excl. Trips	\$899,410	\$1,094,654	\$195,244
Tickets to Theatre/Operas/Concerts	\$509,522	\$620,545	\$111,023
Tickets to Movies	\$188,832	\$229,694	\$40,862
Tickets to Parks or Museums	\$220,248	\$268,058	\$47,810
Admission to Sporting Events, excl. Trips	\$501,208	\$609,186	\$107,978
Fees for Recreational Lessons	\$879,493	\$1,073,216	\$193,723
Dating Services	\$4,020	\$4,858	\$838
TV/Video/Audio	\$5,867,543	\$7,111,377	\$1,243,834
Cable and Satellite Television Services	\$2,916,196	\$3,531,339	\$615,143
Televisions	\$613,590	\$744,375	\$130,785
Satellite Dishes	\$6,553	\$7,956	\$1,403
VCRs, Video Cameras, and DVD Players	\$22,011	\$26,655	\$4,644
Miscellaneous Video Equipment	\$268,201	\$323,907	\$55,706
Video Cassettes and DVDs	\$18,540	\$22,494	\$3,954
Video Game Hardware/Accessories	\$231,659	\$280,925	\$49,266
Video Game Software	\$100,189	\$121,604	\$21,415
Rental/Streaming/Downloaded Video	\$1,002,808	\$1,216,757	\$213,949
Installation of Televisions	\$6,433	\$7,816	\$1,383
Audio (3)	\$670,278	\$814,155	\$143,877
Rental of TV/VCR/Radio/Sound Equipment	\$1,130	\$1,349	\$219
Repair of TV/Radio/Sound Equipment	\$9,955	\$12,044	\$2,089
Pets	\$4,863,303	\$5,899,159	\$1,035,856
Toys/Games/Crafts/Hobbies (4)	\$864,430	\$1,049,728	\$185,298
Recreational Vehicles and Fees (5)	\$1,038,799	\$1,263,647	\$224,848
Sports/Recreation/Exercise Equipment (6)	\$1,309,650	\$1,591,601	\$281,951
Photo Equipment and Supplies (7)	\$305,293	\$371,569	\$66,276
Reading (8)	\$519,763	\$631,998	\$112,235
Live Entertainment-for Catered Affairs	\$79,151	\$96,523	\$17,372
Rental of Party Supplies for Catered Affairs	\$124,062	\$151,201	\$27,139

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$54,653,021	\$66,277,849	\$11,624,828
Food at Home	\$34,500,965	\$41,825,912	\$7,324,947
Bakery and Cereal Products	\$4,551,572	\$5,520,131	\$968,559
Meats, Poultry, Fish, and Eggs	\$7,145,803	\$8,657,266	\$1,511,463
Dairy Products	\$3,491,042	\$4,232,794	\$741,752
Fruits and Vegetables	\$5,791,636	\$7,025,975	\$1,234,339
Snacks and Other Food at Home (9)	\$13,520,913	\$16,389,747	\$2,868,834
Food Away from Home	\$20,152,056	\$24,451,937	\$4,299,881
Alcoholic Beverages	\$3,097,519	\$3,763,333	\$665,814
Financial			
Value of Stocks/Bonds/Mutual Funds	\$193,987,162	\$236,175,554	\$42,188,392
Value of Retirement Plans	\$686,784,495	\$835,688,110	\$148,903,615
Value of Other Financial Assets	\$66,289,893	\$80,532,465	\$14,242,572
Vehicle Loan Amount excluding Interest	\$19,554,610	\$23,698,102	\$4,143,492
Value of Credit Card Debt	\$14,836,717	\$18,009,035	\$3,172,318
Health			
Nonprescription Drugs	\$970,604	\$1,176,126	\$205,522
Prescription Drugs	\$1,862,622	\$2,257,262	\$394,640
Eyeglasses and Contact Lenses	\$597,015	\$725,077	\$128,062
Personal Care Products (10)	\$2,911,208	\$3,529,284	\$618,076
Smoking Products	\$2,056,337	\$2,480,270	\$423,933
Home			
Mortgage Payment and Basics (11)	\$69,835,752	\$84,944,637	\$15,108,885
Maintenance and Remodeling Services	\$23,185,790	\$28,182,757	\$4,996,967
Maintenance and Remodeling Materials (12)	\$4,396,181	\$5,340,223	\$944,042
Utilities, Fuel, and Public Services	\$28,761,950	\$34,833,602	\$6,071,652

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$561,795	\$681,292	\$119,497
Furniture	\$4,466,313	\$5,420,525	\$954,212
Rugs	\$182,882	\$222,382	\$39,500
Major Appliances (14)	\$2,592,788	\$3,145,984	\$553,196
Housewares (15)	\$452,852	\$549,059	\$96,207
Small Appliances	\$6,443,478	\$7,823,102	\$76,479
Luggage	\$116,462	\$141,520	\$25,058
Telephones and Accessories	\$343,131	\$416,461	\$73,330
Household Operations			
Child Care	\$3,109,122	\$3,784,702	\$675,580
Lawn/Garden (16)	\$3,206,109	\$3,889,280	\$683,171
Moving/Storage/Freight Express	\$528,575	\$641,581	\$113,006
Housekeeping Supplies (17)	\$4,070,066	\$4,932,653	\$862,587
Insurance			
Owners and Renters Insurance	\$4,549,320	\$5,515,401	\$966,081
Vehicle Insurance	\$11,161,277	\$13,512,050	\$2,350,773
Life/Other Insurance	\$3,384,116	\$4,110,926	\$726,810
Health Insurance	\$23,903,689	\$28,974,804	\$5,071,115
Transportation			
Payments on Vehicles excluding Leases	\$16,148,543	\$19,570,012	\$3,421,469
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$17,661,162	\$21,380,093	\$3,718,931
Vehicle Maintenance and Repairs	\$6,576,667	\$7,974,716	\$1,398,049
Travel			
Airline Fares	\$3,932,829	\$4,787,444	\$854,615
Lodging on Trips	\$5,175,961	\$6,293,903	\$1,117,942
Auto/Truck Rental on Trips	\$596,895	\$726,013	\$129,118
Food and Drink on Trips	\$4,030,650	\$4,899,608	\$868,958

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 Demand Outlook

1-223 Kay Ave
1-223 Kay Ave, Kuna, Idaho, 83634
Drive time: 10 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	51.3%	Population	40,014	45,390
Savvy Suburbanites (L1)	12.8%	Households	13,581	15,752
Up and Coming Families (G2)	12.7%	Families	10,624	12,298
Professional Pride (L2)	10.6%	Median Age	34.2	35.3
Classic Comfort (K4)	4.9%	Median Household Income	\$101,290	\$113,612

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$38,554,931	\$50,971,403	\$12,416,472
Men's	\$7,358,510	\$9,727,507	\$2,368,997
Women's	\$12,737,669	\$16,838,004	\$4,100,335
Children's	\$6,078,258	\$8,032,973	\$1,954,715
Footwear	\$8,670,074	\$11,454,386	\$2,784,312
Watches & Jewelry	\$3,025,896	\$4,012,007	\$986,111
Apparel Products and Services (1)	\$684,524	\$906,527	\$222,003
Computer			
Computers and Hardware for Home Use	\$3,530,377	\$4,667,029	\$1,136,652
Portable Memory	\$54,087	\$71,453	\$17,366
Computer Software	\$245,599	\$324,395	\$78,796
Computer Accessories	\$285,651	\$377,718	\$92,067
Education			
Educational Books/Supplies/Other Expenditures	\$1,483,085	\$1,960,041	\$476,956
Other School Supplies	\$1,409,682	\$1,864,432	\$454,750

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$63,926,986	\$84,572,349	\$20,645,363
Fees and Admissions	\$15,739,992	\$20,886,296	\$5,146,304
Membership Fees for Clubs (2)	\$4,918,776	\$6,526,351	\$1,607,575
Fees for Participant Sports, excl. Trips	\$3,012,842	\$3,994,973	\$982,131
Tickets to Theatre/Operas/Concerts	\$1,730,872	\$2,297,908	\$567,036
Tickets to Movies	\$621,144	\$822,549	\$201,405
Tickets to Parks or Museums	\$735,602	\$975,308	\$239,706
Admission to Sporting Events, excl. Trips	\$1,645,137	\$2,177,686	\$532,549
Fees for Recreational Lessons	\$3,063,556	\$4,075,685	\$1,012,129
Dating Services	\$12,064	\$15,836	\$3,772
TV/Video/Audio	\$18,538,449	\$24,461,445	\$5,922,996
Cable and Satellite Television Services	\$9,169,850	\$12,093,987	\$2,924,137
Televisions	\$1,953,517	\$2,579,326	\$625,809
Satellite Dishes	\$20,912	\$27,618	\$6,706
VCRs, Video Cameras, and DVD Players	\$68,553	\$90,360	\$21,807
Miscellaneous Video Equipment	\$785,925	\$1,029,906	\$243,981
Video Cassettes and DVDs	\$59,498	\$78,622	\$19,124
Video Game Hardware/Accessories	\$729,524	\$962,469	\$232,945
Video Game Software	\$319,351	\$421,850	\$102,499
Rental/Streaming/Downloaded Video	\$3,190,270	\$4,212,215	\$1,021,945
Installation of Televisions	\$21,961	\$29,145	\$7,184
Audio (3)	\$2,185,665	\$2,892,042	\$706,377
Rental of TV/VCR/Radio/Sound Equipment	\$2,949	\$3,814	\$865
Repair of TV/Radio/Sound Equipment	\$30,475	\$40,091	\$9,616
Pets	\$15,637,740	\$20,665,579	\$5,027,839
Toys/Games/Crafts/Hobbies (4)	\$2,794,471	\$3,695,097	\$900,626
Recreational Vehicles and Fees (5)	\$3,465,847	\$4,594,196	\$1,128,349
Sports/Recreation/Exercise Equipment (6)	\$4,292,986	\$5,683,507	\$1,390,521
Photo Equipment and Supplies (7)	\$1,024,493	\$1,358,824	\$334,331
Reading (8)	\$1,735,445	\$2,300,532	\$565,087
Live Entertainment-for Catered Affairs	\$275,155	\$366,004	\$90,849
Rental of Party Supplies for Catered Affairs	\$422,408	\$560,868	\$138,460

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$174,662,478	\$230,690,439	\$56,027,961
Food at Home	\$109,791,342	\$144,957,471	\$35,166,129
Bakery and Cereal Products	\$14,582,486	\$19,264,709	\$4,682,223
Meats, Poultry, Fish, and Eggs	\$22,517,742	\$29,704,253	\$7,186,511
Dairy Products	\$11,127,933	\$14,694,655	\$3,566,722
Fruits and Vegetables	\$18,641,385	\$24,635,097	\$5,993,712
Snacks and Other Food at Home (9)	\$42,921,795	\$56,658,757	\$13,736,962
Food Away from Home	\$64,871,136	\$85,732,968	\$20,861,832
Alcoholic Beverages	\$10,233,737	\$13,553,013	\$3,319,276
Financial			
Value of Stocks/Bonds/Mutual Funds	\$672,566,042	\$894,047,782	\$221,481,740
Value of Retirement Plans	\$2,336,314,577	\$3,101,437,232	\$765,122,655
Value of Other Financial Assets	\$218,513,307	\$289,339,386	\$70,826,079
Vehicle Loan Amount excluding Interest	\$61,303,623	\$80,837,398	\$19,533,775
Value of Credit Card Debt	\$47,892,854	\$63,309,637	\$15,416,783
Health			
Nonprescription Drugs	\$3,061,405	\$4,038,855	\$977,450
Prescription Drugs	\$5,863,199	\$7,735,303	\$1,872,104
Eyeglasses and Contact Lenses	\$1,950,100	\$2,580,524	\$630,424
Personal Care Products (10)	\$9,216,346	\$12,162,692	\$2,946,346
Smoking Products	\$6,044,796	\$7,925,410	\$1,880,614
Home			
Mortgage Payment and Basics (11)	\$233,220,884	\$309,162,926	\$75,942,042
Maintenance and Remodeling Services	\$76,976,491	\$101,984,149	\$25,007,658
Maintenance and Remodeling Materials (12)	\$14,314,982	\$18,939,815	\$4,624,833
Utilities, Fuel, and Public Services	\$89,944,526	\$118,577,448	\$28,632,922

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$1,791,600	\$2,365,880	\$574,280
Furniture	\$14,402,594	\$19,036,019	\$4,633,425
Rugs	\$609,768	\$808,220	\$198,452
Major Appliances (14)	\$8,339,031	\$11,020,136	\$2,681,105
Housewares (15)	\$1,441,420	\$1,903,077	\$461,657
Small Appliances	\$20,954,078	\$27,715,492	\$363,925
Luggage	\$384,255	\$508,857	\$124,602
Telephones and Accessories	\$1,115,208	\$1,474,882	\$359,674
Household Operations			
Child Care	\$10,438,410	\$13,845,506	\$3,407,096
Lawn/Garden (16)	\$10,389,480	\$13,737,720	\$3,348,240
Moving/Storage/Freight Express	\$1,716,795	\$2,270,469	\$553,674
Housekeeping Supplies (17)	\$12,889,309	\$17,011,710	\$4,122,401
Insurance			
Owners and Renters Insurance	\$14,412,177	\$19,021,313	\$4,609,136
Vehicle Insurance	\$34,560,079	\$45,521,684	\$10,961,605
Life/Other Insurance	\$11,118,298	\$14,718,912	\$3,600,614
Health Insurance	\$75,822,088	\$100,081,145	\$24,259,057
Transportation			
Payments on Vehicles excluding Leases	\$50,659,624	\$66,808,980	\$16,149,356
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$54,766,433	\$72,144,612	\$17,378,179
Vehicle Maintenance and Repairs	\$20,896,069	\$27,586,078	\$6,690,009
Travel			
Airline Fares	\$13,338,717	\$17,704,193	\$4,365,476
Lodging on Trips	\$17,339,317	\$22,991,235	\$5,651,918
Auto/Truck Rental on Trips	\$1,984,912	\$2,630,481	\$645,569
Food and Drink on Trips	\$13,363,256	\$17,703,630	\$4,340,374

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 Demand Outlook

1-223 Kay Ave
 1-223 Kay Ave, Kuna, Idaho, 83634
 Drive time: 15 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	38.3%	Population	102,504	115,502
Savvy Suburbanites (L1)	15.8%	Households	35,431	40,661
Professional Pride (L2)	11.1%	Families	27,591	31,578
Flourishing Families (H1)	9.4%	Median Age	36.2	37.0
Up and Coming Families (G2)	7.6%	Median Household Income	\$107,825	\$122,209

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$106,219,382	\$137,036,668	\$30,817,286
Men's	\$20,447,511	\$26,392,204	\$5,944,693
Women's	\$35,502,870	\$45,818,175	\$10,315,305
Children's	\$16,152,044	\$20,806,183	\$4,654,139
Footwear	\$23,612,267	\$30,452,934	\$6,840,667
Watches & Jewelry	\$8,581,451	\$11,083,935	\$2,502,484
Apparel Products and Services (1)	\$1,923,239	\$2,483,237	\$559,998
Computer			
Computers and Hardware for Home Use	\$9,783,928	\$12,628,584	\$2,844,656
Portable Memory	\$150,913	\$194,910	\$43,997
Computer Software	\$676,998	\$874,687	\$197,689
Computer Accessories	\$798,859	\$1,030,912	\$232,053
Education			
Educational Books/Supplies/Other Expenditures	\$4,096,573	\$5,290,241	\$1,193,668
Other School Supplies	\$3,900,515	\$5,032,905	\$1,132,390

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$178,026,361	\$229,677,568	\$51,651,207
Fees and Admissions	\$44,040,645	\$56,838,035	\$12,797,390
Membership Fees for Clubs (2)	\$14,027,654	\$18,112,785	\$4,085,131
Fees for Participant Sports, excl. Trips	\$8,320,384	\$10,733,728	\$2,413,344
Tickets to Theatre/Operas/Concerts	\$4,934,864	\$6,375,571	\$1,440,707
Tickets to Movies	\$1,697,496	\$2,191,209	\$493,713
Tickets to Parks or Museums	\$2,001,274	\$2,579,109	\$577,835
Admission to Sporting Events, excl. Trips	\$4,525,503	\$5,838,564	\$1,313,061
Fees for Recreational Lessons	\$8,498,009	\$10,961,037	\$2,463,028
Dating Services	\$35,460	\$46,032	\$10,572
TV/Video/Audio	\$51,243,245	\$66,088,780	\$14,845,535
Cable and Satellite Television Services	\$25,806,296	\$33,274,574	\$7,468,278
Televisions	\$5,314,406	\$6,854,742	\$1,540,336
Satellite Dishes	\$55,755	\$71,720	\$15,965
VCRs, Video Cameras, and DVD Players	\$182,513	\$235,023	\$52,510
Miscellaneous Video Equipment	\$1,950,185	\$2,506,596	\$556,411
Video Cassettes and DVDs	\$168,285	\$217,348	\$49,063
Video Game Hardware/Accessories	\$1,976,555	\$2,551,691	\$575,136
Video Game Software	\$892,315	\$1,155,778	\$263,463
Rental/Streaming/Downloaded Video	\$8,671,071	\$11,186,749	\$2,515,678
Installation of Televisions	\$64,546	\$83,307	\$18,761
Audio (3)	\$6,071,467	\$7,835,434	\$1,763,967
Rental of TV/VCR/Radio/Sound Equipment	\$8,482	\$10,959	\$2,477
Repair of TV/Radio/Sound Equipment	\$81,371	\$104,859	\$23,488
Pets	\$43,796,969	\$56,498,577	\$12,701,608
Toys/Games/Crafts/Hobbies (4)	\$7,729,974	\$9,977,574	\$2,247,600
Recreational Vehicles and Fees (5)	\$9,509,135	\$12,253,392	\$2,744,257
Sports/Recreation/Exercise Equipment (6)	\$11,749,427	\$15,155,171	\$3,405,744
Photo Equipment and Supplies (7)	\$2,921,562	\$3,776,372	\$854,810
Reading (8)	\$5,031,581	\$6,500,652	\$1,469,071
Live Entertainment-for Catered Affairs	\$820,548	\$1,061,780	\$241,232
Rental of Party Supplies for Catered Affairs	\$1,183,275	\$1,527,236	\$343,961

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$483,245,084	\$623,302,102	\$140,057,018
Food at Home	\$304,644,130	\$392,979,912	\$88,335,782
Bakery and Cereal Products	\$40,687,052	\$52,500,044	\$11,812,992
Meats, Poultry, Fish, and Eggs	\$62,149,027	\$80,139,159	\$17,990,132
Dairy Products	\$30,911,128	\$39,877,325	\$8,966,197
Fruits and Vegetables	\$52,081,807	\$67,192,140	\$15,110,333
Snacks and Other Food at Home (9)	\$118,815,116	\$153,271,244	\$34,456,128
Food Away from Home	\$178,600,953	\$230,322,190	\$51,721,237
Alcoholic Beverages	\$28,996,976	\$37,433,930	\$8,436,954
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,011,050,470	\$2,598,278,747	\$587,228,277
Value of Retirement Plans	\$6,798,315,999	\$8,777,607,394	\$1,979,291,395
Value of Other Financial Assets	\$612,195,029	\$789,306,993	\$177,111,964
Vehicle Loan Amount excluding Interest	\$163,760,704	\$210,945,318	\$47,184,614
Value of Credit Card Debt	\$132,503,877	\$170,916,841	\$38,412,964
Health			
Nonprescription Drugs	\$8,443,989	\$10,889,318	\$2,445,329
Prescription Drugs	\$16,636,249	\$21,476,550	\$4,840,301
Eyeglasses and Contact Lenses	\$5,515,070	\$7,118,819	\$1,603,749
Personal Care Products (10)	\$25,257,099	\$32,577,328	\$7,320,229
Smoking Products	\$16,478,504	\$21,252,839	\$4,774,335
Home			
Mortgage Payment and Basics (11)	\$648,419,702	\$835,434,415	\$187,014,713
Maintenance and Remodeling Services	\$216,385,701	\$278,863,861	\$62,478,160
Maintenance and Remodeling Materials (12)	\$38,980,613	\$50,190,778	\$11,210,165
Utilities, Fuel, and Public Services	\$246,925,928	\$318,281,160	\$71,355,232

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$4,947,037	\$6,381,611	\$1,434,574
Furniture	\$39,680,522	\$51,173,285	\$11,492,763
Rugs	\$1,728,526	\$2,231,363	\$502,837
Major Appliances (14)	\$22,897,023	\$29,502,075	\$6,605,052
Housewares (15)	\$4,005,306	\$5,166,148	\$1,160,842
Small Appliances	\$58,557,479	\$75,557,221	\$904,720
Luggage	\$1,079,799	\$1,393,997	\$314,198
Telephones and Accessories	\$3,242,528	\$4,190,896	\$948,368
Household Operations			
Child Care	\$28,792,815	\$37,150,613	\$8,357,798
Lawn/Garden (16)	\$29,342,995	\$37,830,517	\$8,487,522
Moving/Storage/Freight Express	\$4,858,126	\$6,275,305	\$1,417,179
Housekeeping Supplies (17)	\$35,661,181	\$45,997,279	\$10,336,098
Insurance			
Owners and Renters Insurance	\$39,296,236	\$50,604,641	\$11,308,405
Vehicle Insurance	\$93,293,063	\$120,216,181	\$26,923,118
Life/Other Insurance	\$31,040,515	\$40,025,849	\$8,985,334
Health Insurance	\$210,124,912	\$270,909,027	\$60,784,115
Transportation			
Payments on Vehicles excluding Leases	\$136,274,468	\$175,588,969	\$39,314,501
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$148,008,876	\$190,654,876	\$42,646,000
Vehicle Maintenance and Repairs	\$57,492,576	\$74,147,924	\$16,655,348
Travel			
Airline Fares	\$37,726,567	\$48,689,866	\$10,963,299
Lodging on Trips	\$49,138,783	\$63,405,613	\$14,266,830
Auto/Truck Rental on Trips	\$5,524,403	\$7,129,532	\$1,605,129
Food and Drink on Trips	\$37,441,333	\$48,304,240	\$10,862,907

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.
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