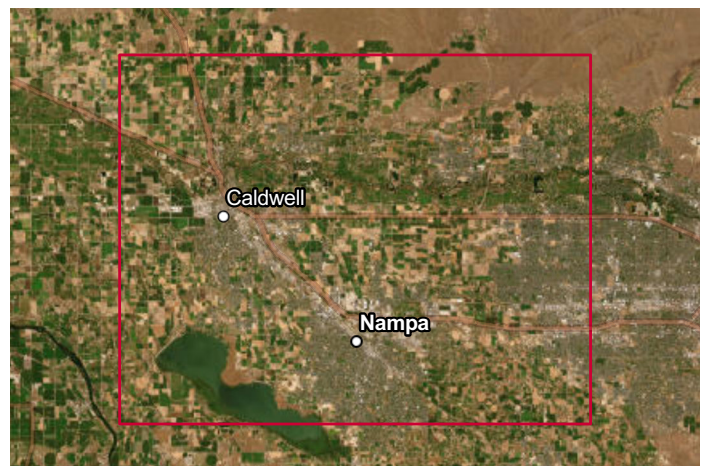
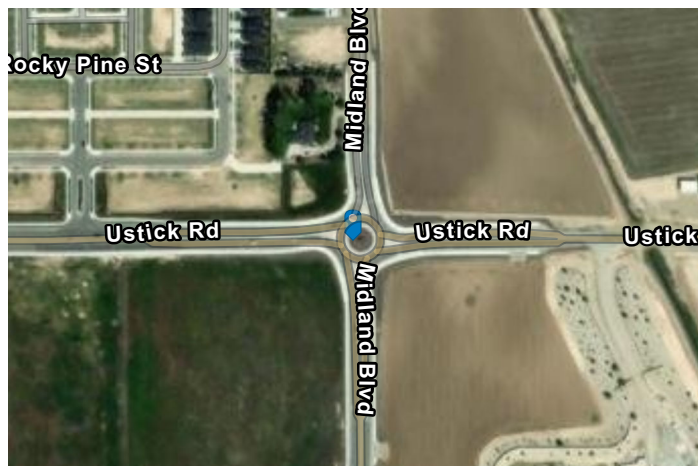
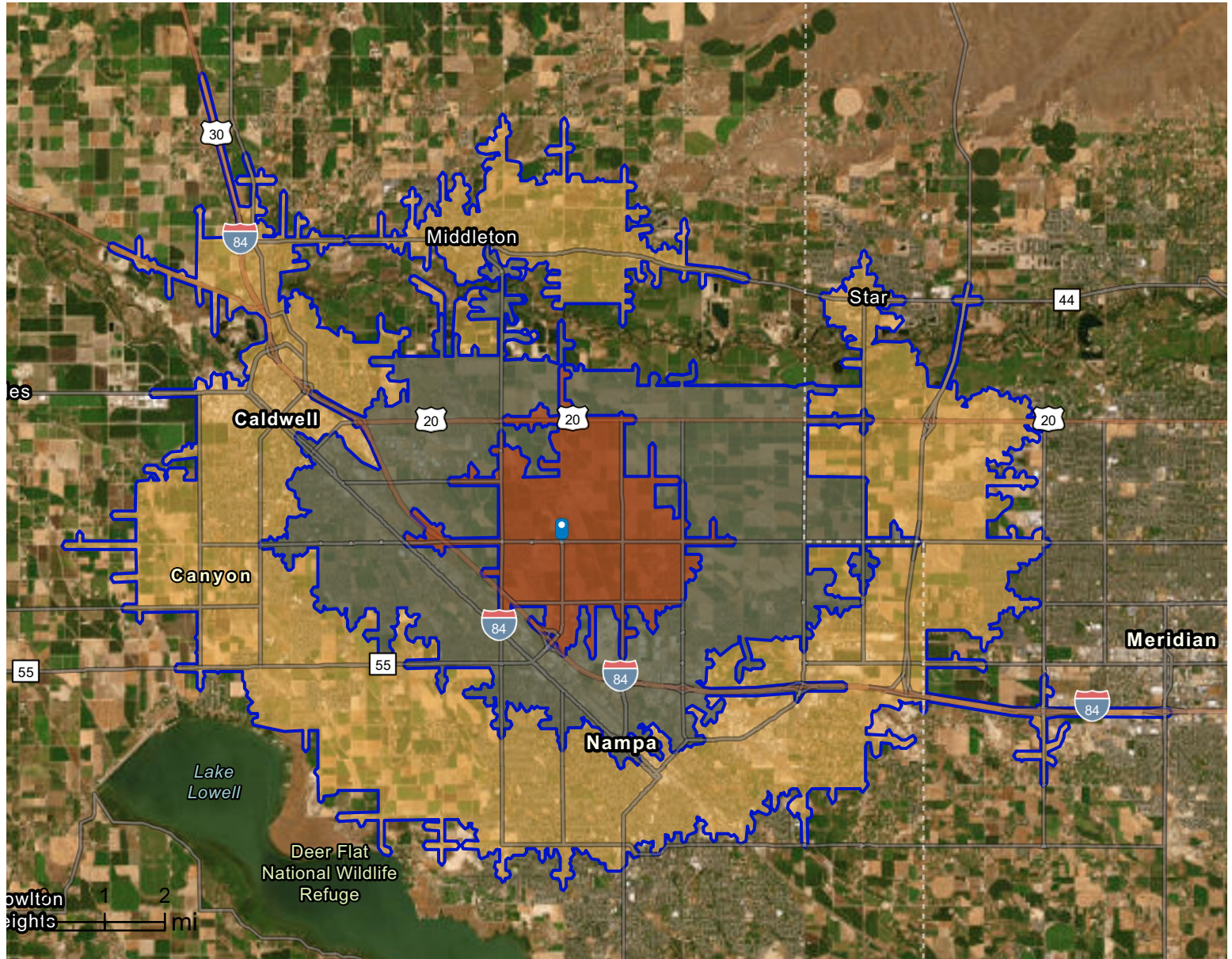


Site Map

Ustick Rd
Ustick Rd, Nampa, Idaho, 83687
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 43.63408
Longitude: -116.59329



Retail Demand Outlook

Ustick Rd
Ustick Rd, Nampa, Idaho, 83687
Drive time: 5 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Flourishing Families (H1)	49.2%	Population	12,642	14,771
Savvy Suburbanites (L1)	28.3%	Households	4,119	4,888
Boomburbs (H2)	20.0%	Families	3,313	3,912
Dreambelt (K5)	1.2%	Median Age	35.7	37.0
Diverse Horizons (C5)	0.7%	Median Household Income	\$94,692	\$107,570

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$10,161,265	\$13,362,808	\$3,201,543
Men's	\$1,987,025	\$2,613,918	\$626,893
Women's	\$3,450,051	\$4,537,381	\$1,087,330
Children's	\$1,476,116	\$1,939,186	\$463,070
Footwear	\$2,226,802	\$2,928,162	\$701,360
Watches & Jewelry	\$835,825	\$1,100,017	\$264,192
Apparel Products and Services (1)	\$185,445	\$244,145	\$58,700
Computer			
Computers and Hardware for Home Use	\$945,279	\$1,243,123	\$297,844
Portable Memory	\$14,448	\$19,002	\$4,554
Computer Software	\$64,249	\$84,507	\$20,258
Computer Accessories	\$76,466	\$100,572	\$24,106
Education			
Educational Books/Supplies/Other Expenditures	\$394,698	\$519,030	\$124,332
Other School Supplies	\$381,800	\$501,728	\$119,928

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$17,329,455	\$22,791,783	\$5,462,328
Fees and Admissions	\$4,253,432	\$5,596,064	\$1,342,632
Membership Fees for Clubs (2)	\$1,373,178	\$1,807,651	\$434,473
Fees for Participant Sports, excl. Trips	\$816,673	\$1,073,088	\$256,415
Tickets to Theatre/Operas/Concerts	\$479,202	\$631,390	\$152,188
Tickets to Movies	\$158,634	\$208,663	\$50,029
Tickets to Parks or Museums	\$183,446	\$241,251	\$57,805
Admission to Sporting Events, excl. Trips	\$451,272	\$592,647	\$141,375
Fees for Recreational Lessons	\$787,390	\$1,036,577	\$249,187
Dating Services	\$3,637	\$4,798	\$1,161
TV/Video/Audio	\$4,995,040	\$6,567,554	\$1,572,514
Cable and Satellite Television Services	\$2,566,295	\$3,375,853	\$809,558
Televisions	\$514,054	\$675,424	\$161,370
Satellite Dishes	\$4,803	\$6,294	\$1,491
VCRs, Video Cameras, and DVD Players	\$17,075	\$22,414	\$5,339
Miscellaneous Video Equipment	\$171,154	\$224,275	\$53,121
Video Cassettes and DVDs	\$16,012	\$21,076	\$5,064
Video Game Hardware/Accessories	\$187,678	\$246,623	\$58,945
Video Game Software	\$85,393	\$112,509	\$27,116
Rental/Streaming/Downloaded Video	\$833,554	\$1,094,948	\$261,394
Installation of Televisions	\$6,459	\$8,510	\$2,051
Audio (3)	\$583,683	\$767,988	\$184,305
Rental of TV/VCR/Radio/Sound Equipment	\$1,116	\$1,458	\$342
Repair of TV/Radio/Sound Equipment	\$7,764	\$10,181	\$2,417
Pets	\$4,314,736	\$5,674,986	\$1,360,250
Toys/Games/Crafts/Hobbies (4)	\$753,856	\$991,309	\$237,453
Recreational Vehicles and Fees (5)	\$915,273	\$1,202,285	\$287,012
Sports/Recreation/Exercise Equipment (6)	\$1,119,594	\$1,471,511	\$351,917
Photo Equipment and Supplies (7)	\$288,428	\$379,783	\$91,355
Reading (8)	\$493,395	\$650,298	\$156,903
Live Entertainment-for Catered Affairs	\$83,234	\$109,973	\$26,739
Rental of Party Supplies for Catered Affairs	\$112,467	\$148,020	\$35,553

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$46,521,978	\$61,185,036	\$14,663,058
Food at Home	\$29,564,916	\$38,885,589	\$9,320,673
Bakery and Cereal Products	\$3,974,918	\$5,229,229	\$1,254,311
Meats, Poultry, Fish, and Eggs	\$5,994,643	\$7,884,260	\$1,889,617
Dairy Products	\$3,004,719	\$3,952,252	\$947,533
Fruits and Vegetables	\$5,032,943	\$6,622,216	\$1,589,273
Snacks and Other Food at Home (9)	\$11,557,692	\$15,197,632	\$3,639,940
Food Away from Home	\$16,957,062	\$22,299,447	\$5,342,385
Alcoholic Beverages	\$2,843,605	\$3,742,464	\$898,859
Financial			
Value of Stocks/Bonds/Mutual Funds	\$205,285,295	\$270,629,438	\$65,344,143
Value of Retirement Plans	\$697,948,692	\$918,855,194	\$220,906,502
Value of Other Financial Assets	\$61,144,439	\$80,370,997	\$19,226,558
Vehicle Loan Amount excluding Interest	\$15,427,766	\$20,256,479	\$4,828,713
Value of Credit Card Debt	\$12,897,822	\$16,959,138	\$4,061,316
Health			
Nonprescription Drugs	\$835,720	\$1,098,171	\$262,451
Prescription Drugs	\$1,741,508	\$2,289,058	\$547,550
Eyeglasses and Contact Lenses	\$551,299	\$725,398	\$174,099
Personal Care Products (10)	\$2,423,015	\$3,184,826	\$761,811
Smoking Products	\$1,635,265	\$2,147,318	\$512,053
Home			
Mortgage Payment and Basics (11)	\$62,561,527	\$82,257,492	\$19,695,965
Maintenance and Remodeling Services	\$21,313,098	\$28,028,083	\$6,714,985
Maintenance and Remodeling Materials (12)	\$3,809,309	\$5,002,037	\$1,192,728
Utilities, Fuel, and Public Services	\$23,923,537	\$31,450,519	\$7,526,982

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$476,356	\$626,462	\$150,106
Furniture	\$3,850,330	\$5,060,090	\$1,209,760
Rugs	\$170,130	\$223,896	\$53,766
Major Appliances (14)	\$2,208,835	\$2,903,231	\$694,396
Housewares (15)	\$385,681	\$507,273	\$121,592
Small Appliances	\$5,747,922	\$7,559,103	\$92,297
Luggage	\$105,205	\$138,428	\$33,223
Telephones and Accessories	\$346,058	\$455,060	\$109,002
Household Operations			
Child Care	\$2,760,076	\$3,630,707	\$870,631
Lawn/Garden (16)	\$2,944,714	\$3,873,213	\$928,499
Moving/Storage/Freight Express	\$458,100	\$603,588	\$145,488
Housekeeping Supplies (17)	\$3,474,494	\$4,569,064	\$1,094,570
Insurance			
Owners and Renters Insurance	\$3,872,052	\$5,084,302	\$1,212,250
Vehicle Insurance	\$8,883,576	\$11,671,717	\$2,788,141
Life/Other Insurance	\$3,048,320	\$4,007,956	\$959,636
Health Insurance	\$20,689,656	\$27,198,613	\$6,508,957
Transportation			
Payments on Vehicles excluding Leases	\$13,055,501	\$17,146,297	\$4,090,796
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$14,095,479	\$18,516,393	\$4,420,914
Vehicle Maintenance and Repairs	\$5,565,354	\$7,315,792	\$1,750,438
Travel			
Airline Fares	\$3,596,753	\$4,736,417	\$1,139,664
Lodging on Trips	\$4,824,356	\$6,349,811	\$1,525,455
Auto/Truck Rental on Trips	\$529,491	\$696,500	\$167,009
Food and Drink on Trips	\$3,633,908	\$4,780,140	\$1,146,232

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.

- (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

Ustick Rd
Ustick Rd, Nampa, Idaho, 83687
Drive time: 10 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	24.1%	Population	72,405	82,506
Mobile Meadows (E4)	14.6%	Households	24,379	28,108
Flourishing Families (H1)	12.6%	Families	17,749	20,418
Up and Coming Families (G2)	10.7%	Median Age	33.0	34.2
Savvy Suburbanites (L1)	6.8%	Median Household Income	\$70,290	\$78,648

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$48,331,427	\$62,808,453	\$14,477,026
Men's	\$9,355,527	\$12,155,132	\$2,799,605
Women's	\$16,281,274	\$21,132,292	\$4,851,018
Children's	\$7,214,388	\$9,388,036	\$2,173,648
Footwear	\$10,972,420	\$14,260,514	\$3,288,094
Watches & Jewelry	\$3,661,241	\$4,770,521	\$1,109,280
Apparel Products and Services (1)	\$846,578	\$1,101,957	\$255,379
Computer			
Computers and Hardware for Home Use	\$4,462,013	\$5,798,185	\$1,336,172
Portable Memory	\$71,224	\$92,475	\$21,251
Computer Software	\$319,578	\$415,525	\$95,947
Computer Accessories	\$372,535	\$484,053	\$111,518
Education			
Educational Books/Supplies/Other Expenditures	\$1,838,158	\$2,389,183	\$551,025
Other School Supplies	\$1,741,835	\$2,262,287	\$520,452

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$79,113,083	\$102,755,723	\$23,642,640
Fees and Admissions	\$18,396,502	\$23,970,043	\$5,573,541
Membership Fees for Clubs (2)	\$5,867,847	\$7,639,865	\$1,772,018
Fees for Participant Sports, excl. Trips	\$3,507,329	\$4,563,087	\$1,055,758
Tickets to Theatre/Operas/Concerts	\$2,102,084	\$2,741,506	\$639,422
Tickets to Movies	\$761,558	\$991,971	\$230,413
Tickets to Parks or Museums	\$864,099	\$1,126,411	\$262,312
Admission to Sporting Events, excl. Trips	\$1,900,322	\$2,470,801	\$570,479
Fees for Recreational Lessons	\$3,373,287	\$4,410,339	\$1,037,052
Dating Services	\$19,977	\$26,063	\$6,086
TV/Video/Audio	\$23,987,213	\$31,091,695	\$7,104,482
Cable and Satellite Television Services	\$12,204,983	\$15,793,441	\$3,588,458
Televisions	\$2,452,906	\$3,185,052	\$732,146
Satellite Dishes	\$27,037	\$34,985	\$7,948
VCRs, Video Cameras, and DVD Players	\$86,447	\$111,944	\$25,497
Miscellaneous Video Equipment	\$1,018,874	\$1,316,759	\$297,885
Video Cassettes and DVDs	\$83,224	\$108,038	\$24,814
Video Game Hardware/Accessories	\$941,967	\$1,223,254	\$281,287
Video Game Software	\$430,791	\$560,675	\$129,884
Rental/Streaming/Downloaded Video	\$3,969,776	\$5,154,943	\$1,185,167
Installation of Televisions	\$27,158	\$35,344	\$8,186
Audio (3)	\$2,698,066	\$3,507,931	\$809,865
Rental of TV/VCR/Radio/Sound Equipment	\$5,099	\$6,483	\$1,384
Repair of TV/Radio/Sound Equipment	\$40,885	\$52,845	\$11,960
Pets	\$19,873,556	\$25,773,158	\$5,899,602
Toys/Games/Crafts/Hobbies (4)	\$3,477,641	\$4,517,987	\$1,040,346
Recreational Vehicles and Fees (5)	\$3,896,728	\$5,070,065	\$1,173,337
Sports/Recreation/Exercise Equipment (6)	\$5,151,355	\$6,692,746	\$1,541,391
Photo Equipment and Supplies (7)	\$1,239,289	\$1,614,773	\$375,484
Reading (8)	\$2,249,018	\$2,924,967	\$675,949
Live Entertainment-for Catered Affairs	\$346,381	\$452,813	\$106,432
Rental of Party Supplies for Catered Affairs	\$495,400	\$647,477	\$152,077

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$223,467,177	\$290,078,159	\$66,610,982
Food at Home	\$142,350,577	\$184,688,445	\$42,337,868
Bakery and Cereal Products	\$18,791,495	\$24,389,377	\$5,597,882
Meats, Poultry, Fish, and Eggs	\$29,455,781	\$38,205,284	\$8,749,503
Dairy Products	\$14,449,005	\$18,744,781	\$4,295,776
Fruits and Vegetables	\$24,074,641	\$31,266,178	\$7,191,537
Snacks and Other Food at Home (9)	\$55,579,655	\$72,082,824	\$16,503,169
Food Away from Home	\$81,116,600	\$105,389,714	\$24,273,114
Alcoholic Beverages	\$12,726,405	\$16,547,583	\$3,821,178
Financial			
Value of Stocks/Bonds/Mutual Funds	\$820,171,648	\$1,066,459,915	\$246,288,267
Value of Retirement Plans	\$2,753,444,932	\$3,579,063,855	\$825,618,923
Value of Other Financial Assets	\$259,117,043	\$336,289,908	\$77,172,865
Vehicle Loan Amount excluding Interest	\$74,860,388	\$97,116,052	\$22,255,664
Value of Credit Card Debt	\$59,744,617	\$77,606,357	\$17,861,740
Health			
Nonprescription Drugs	\$3,989,113	\$5,164,358	\$1,175,245
Prescription Drugs	\$7,699,990	\$9,948,588	\$2,248,598
Eyeglasses and Contact Lenses	\$2,433,264	\$3,159,993	\$726,729
Personal Care Products (10)	\$11,878,564	\$15,410,303	\$3,531,739
Smoking Products	\$8,779,809	\$11,308,207	\$2,528,398
Home			
Mortgage Payment and Basics (11)	\$267,436,922	\$347,886,425	\$80,449,503
Maintenance and Remodeling Services	\$90,179,322	\$117,149,422	\$26,970,100
Maintenance and Remodeling Materials (12)	\$16,483,091	\$21,379,902	\$4,896,811
Utilities, Fuel, and Public Services	\$116,032,373	\$150,328,988	\$34,296,615

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$2,280,248	\$2,960,488	\$680,240
Furniture	\$17,639,985	\$22,910,695	\$5,270,710
Rugs	\$741,526	\$964,694	\$223,168
Major Appliances (14)	\$10,236,895	\$13,282,668	\$3,045,773
Housewares (15)	\$1,871,181	\$2,427,561	\$556,380
Small Appliances	\$26,324,286	\$34,181,711	\$448,752
Luggage	\$472,514	\$614,748	\$142,234
Telephones and Accessories	\$1,457,578	\$1,888,905	\$431,327
Household Operations			
Child Care	\$11,775,082	\$15,372,128	\$3,597,046
Lawn/Garden (16)	\$12,785,790	\$16,570,655	\$3,784,865
Moving/Storage/Freight Express	\$2,324,838	\$3,023,807	\$698,969
Housekeeping Supplies (17)	\$16,749,403	\$21,708,743	\$4,959,340
Insurance			
Owners and Renters Insurance	\$17,282,721	\$22,390,708	\$5,107,987
Vehicle Insurance	\$44,664,958	\$57,871,848	\$13,206,890
Life/Other Insurance	\$13,385,709	\$17,382,424	\$3,996,715
Health Insurance	\$96,304,878	\$124,780,546	\$28,475,668
Transportation			
Payments on Vehicles excluding Leases	\$62,606,896	\$81,192,201	\$18,585,305
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$70,818,428	\$91,741,532	\$20,923,104
Vehicle Maintenance and Repairs	\$26,917,821	\$34,900,432	\$7,982,611
Travel			
Airline Fares	\$15,949,683	\$20,791,294	\$4,841,611
Lodging on Trips	\$20,612,646	\$26,820,430	\$6,207,784
Auto/Truck Rental on Trips	\$2,382,631	\$3,101,205	\$718,574
Food and Drink on Trips	\$16,156,948	\$21,015,759	\$4,858,811

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- (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

Ustick Rd
Ustick Rd, Nampa, Idaho, 83687
Drive time: 15 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	18.5%	Population	192,457	214,883
Flourishing Families (H1)	13.1%	Households	66,326	74,945
Dreambelt (K5)	10.4%	Families	48,115	54,277
Up and Coming Families (G2)	9.3%	Median Age	34.4	35.5
Mobile Meadows (E4)	7.8%	Median Household Income	\$75,481	\$83,790

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$137,309,603	\$173,640,791	\$36,331,188
Men's	\$26,706,448	\$33,757,354	\$7,050,906
Women's	\$46,458,037	\$58,703,576	\$12,245,539
Children's	\$20,097,185	\$25,460,991	\$5,363,806
Footwear	\$30,933,336	\$39,118,904	\$8,185,568
Watches & Jewelry	\$10,664,762	\$13,501,762	\$2,837,000
Apparel Products and Services (1)	\$2,449,835	\$3,098,204	\$648,369
Computer			
Computers and Hardware for Home Use	\$12,728,197	\$16,092,818	\$3,364,621
Portable Memory	\$202,751	\$256,065	\$53,314
Computer Software	\$908,558	\$1,148,245	\$239,687
Computer Accessories	\$1,067,397	\$1,348,596	\$281,199
Education			
Educational Books/Supplies/Other Expenditures	\$5,242,816	\$6,630,237	\$1,387,421
Other School Supplies	\$4,967,063	\$6,282,234	\$1,315,171

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$227,704,566	\$287,882,765	\$60,178,199
Fees and Admissions	\$53,157,809	\$67,373,200	\$14,215,391
Membership Fees for Clubs (2)	\$17,143,062	\$21,703,349	\$4,560,287
Fees for Participant Sports, excl. Trips	\$10,004,799	\$12,683,058	\$2,678,259
Tickets to Theatre/Operas/Concerts	\$6,147,370	\$7,785,440	\$1,638,070
Tickets to Movies	\$2,154,823	\$2,729,133	\$574,310
Tickets to Parks or Museums	\$2,457,873	\$3,116,288	\$658,415
Admission to Sporting Events, excl. Trips	\$5,441,798	\$6,894,965	\$1,453,167
Fees for Recreational Lessons	\$9,749,583	\$12,387,252	\$2,637,669
Dating Services	\$58,502	\$73,716	\$15,214
TV/Video/Audio	\$68,548,976	\$86,526,275	\$17,977,299
Cable and Satellite Television Services	\$35,282,139	\$44,472,084	\$9,189,945
Televisions	\$6,925,713	\$8,757,943	\$1,832,230
Satellite Dishes	\$76,105	\$95,989	\$19,884
VCRs, Video Cameras, and DVD Players	\$241,491	\$304,956	\$63,465
Miscellaneous Video Equipment	\$2,717,716	\$3,429,455	\$711,739
Video Cassettes and DVDs	\$240,753	\$303,557	\$62,804
Video Game Hardware/Accessories	\$2,639,949	\$3,335,984	\$696,035
Video Game Software	\$1,232,817	\$1,557,019	\$324,202
Rental/Streaming/Downloaded Video	\$11,218,256	\$14,185,680	\$2,967,424
Installation of Televisions	\$81,301	\$102,843	\$21,542
Audio (3)	\$7,765,551	\$9,820,535	\$2,054,984
Rental of TV/VCR/Radio/Sound Equipment	\$14,174	\$17,716	\$3,542
Repair of TV/Radio/Sound Equipment	\$113,011	\$142,516	\$29,505
Pets	\$57,447,627	\$72,538,293	\$15,090,666
Toys/Games/Crafts/Hobbies (4)	\$9,949,015	\$12,580,226	\$2,631,211
Recreational Vehicles and Fees (5)	\$11,183,208	\$14,178,182	\$2,994,974
Sports/Recreation/Exercise Equipment (6)	\$14,655,875	\$18,546,388	\$3,890,513
Photo Equipment and Supplies (7)	\$3,640,618	\$4,607,926	\$967,308
Reading (8)	\$6,633,329	\$8,379,268	\$1,745,939
Live Entertainment-for Catered Affairs	\$1,050,407	\$1,329,501	\$279,094
Rental of Party Supplies for Catered Affairs	\$1,437,703	\$1,823,506	\$385,803

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$637,295,205	\$805,117,171	\$167,821,966
Food at Home	\$406,440,459	\$513,235,259	\$106,794,800
Bakery and Cereal Products	\$53,864,476	\$68,032,559	\$14,168,083
Meats, Poultry, Fish, and Eggs	\$83,855,528	\$105,856,070	\$22,000,542
Dairy Products	\$41,275,654	\$52,118,639	\$10,842,985
Fruits and Vegetables	\$69,051,523	\$87,229,766	\$18,178,243
Snacks and Other Food at Home (9)	\$158,393,277	\$199,998,224	\$41,604,947
Food Away from Home	\$230,854,746	\$291,881,913	\$61,027,167
Alcoholic Beverages	\$36,901,139	\$46,667,354	\$9,766,215
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,478,335,339	\$3,133,446,148	\$655,110,809
Value of Retirement Plans	\$8,213,752,157	\$10,391,553,770	\$2,177,801,613
Value of Other Financial Assets	\$754,735,169	\$954,629,506	\$199,894,337
Vehicle Loan Amount excluding Interest	\$209,978,710	\$265,497,236	\$55,518,526
Value of Credit Card Debt	\$171,028,455	\$216,245,576	\$45,217,121
Health			
Nonprescription Drugs	\$11,323,644	\$14,291,838	\$2,968,194
Prescription Drugs	\$22,373,042	\$28,188,399	\$5,815,357
Eyeglasses and Contact Lenses	\$7,093,979	\$8,964,102	\$1,870,123
Personal Care Products (10)	\$33,546,474	\$42,377,318	\$8,830,844
Smoking Products	\$24,562,545	\$30,868,197	\$6,305,652
Home			
Mortgage Payment and Basics (11)	\$777,373,155	\$984,754,554	\$207,381,399
Maintenance and Remodeling Services	\$263,825,089	\$333,881,940	\$70,056,851
Maintenance and Remodeling Materials (12)	\$47,262,645	\$59,813,002	\$12,550,357
Utilities, Fuel, and Public Services	\$330,739,877	\$417,396,829	\$86,656,952

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$6,523,524	\$8,240,946	\$1,717,422
Furniture	\$50,439,350	\$63,793,787	\$13,354,437
Rugs	\$2,164,402	\$2,738,647	\$574,245
Major Appliances (14)	\$29,247,276	\$36,973,876	\$7,726,600
Housewares (15)	\$5,361,057	\$6,768,937	\$1,407,880
Small Appliances	\$75,577,435	\$95,537,943	\$1,117,535
Luggage	\$1,364,886	\$1,727,061	\$362,175
Telephones and Accessories	\$4,275,312	\$5,394,578	\$1,119,266
Household Operations			
Child Care	\$33,904,749	\$43,033,326	\$9,128,577
Lawn/Garden (16)	\$37,312,855	\$47,128,237	\$9,815,382
Moving/Storage/Freight Express	\$6,694,787	\$8,453,685	\$1,758,898
Housekeeping Supplies (17)	\$47,707,550	\$60,219,104	\$12,511,554
Insurance			
Owners and Renters Insurance	\$49,553,742	\$62,627,252	\$13,073,510
Vehicle Insurance	\$125,585,655	\$158,541,586	\$32,955,931
Life/Other Insurance	\$38,628,361	\$48,864,213	\$10,235,852
Health Insurance	\$276,517,925	\$349,086,391	\$72,568,466
Transportation			
Payments on Vehicles excluding Leases	\$176,326,169	\$222,872,273	\$46,546,104
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$199,345,331	\$251,632,009	\$52,286,678
Vehicle Maintenance and Repairs	\$76,399,939	\$96,485,639	\$20,085,700
Travel			
Airline Fares	\$46,462,664	\$58,851,082	\$12,388,418
Lodging on Trips	\$60,328,982	\$76,360,986	\$16,032,004
Auto/Truck Rental on Trips	\$6,845,952	\$8,669,050	\$1,823,098
Food and Drink on Trips	\$46,704,642	\$59,109,253	\$12,404,611

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.

- (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.



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