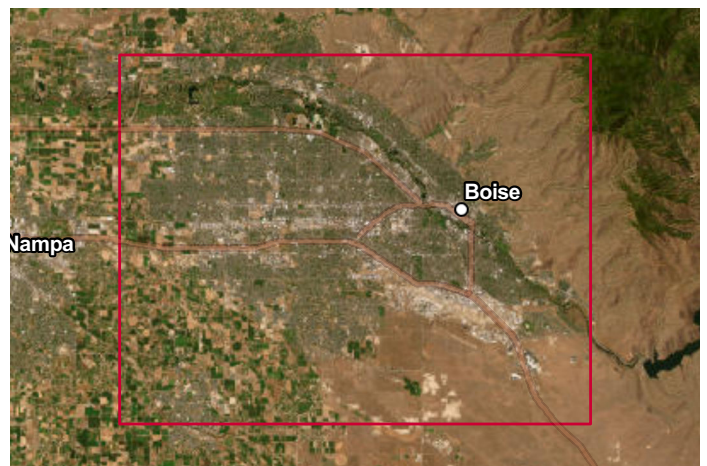
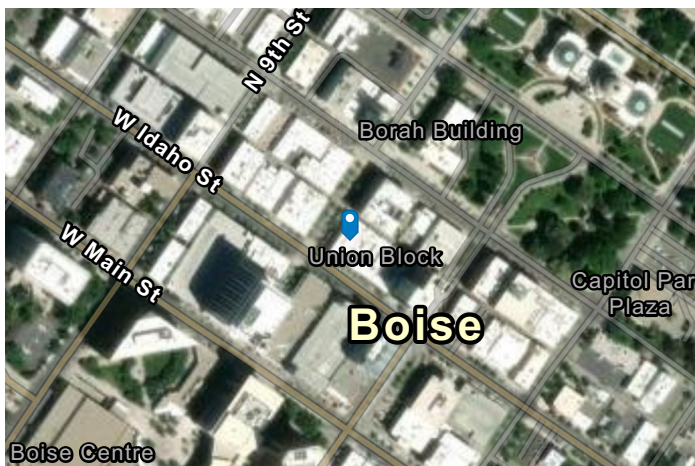
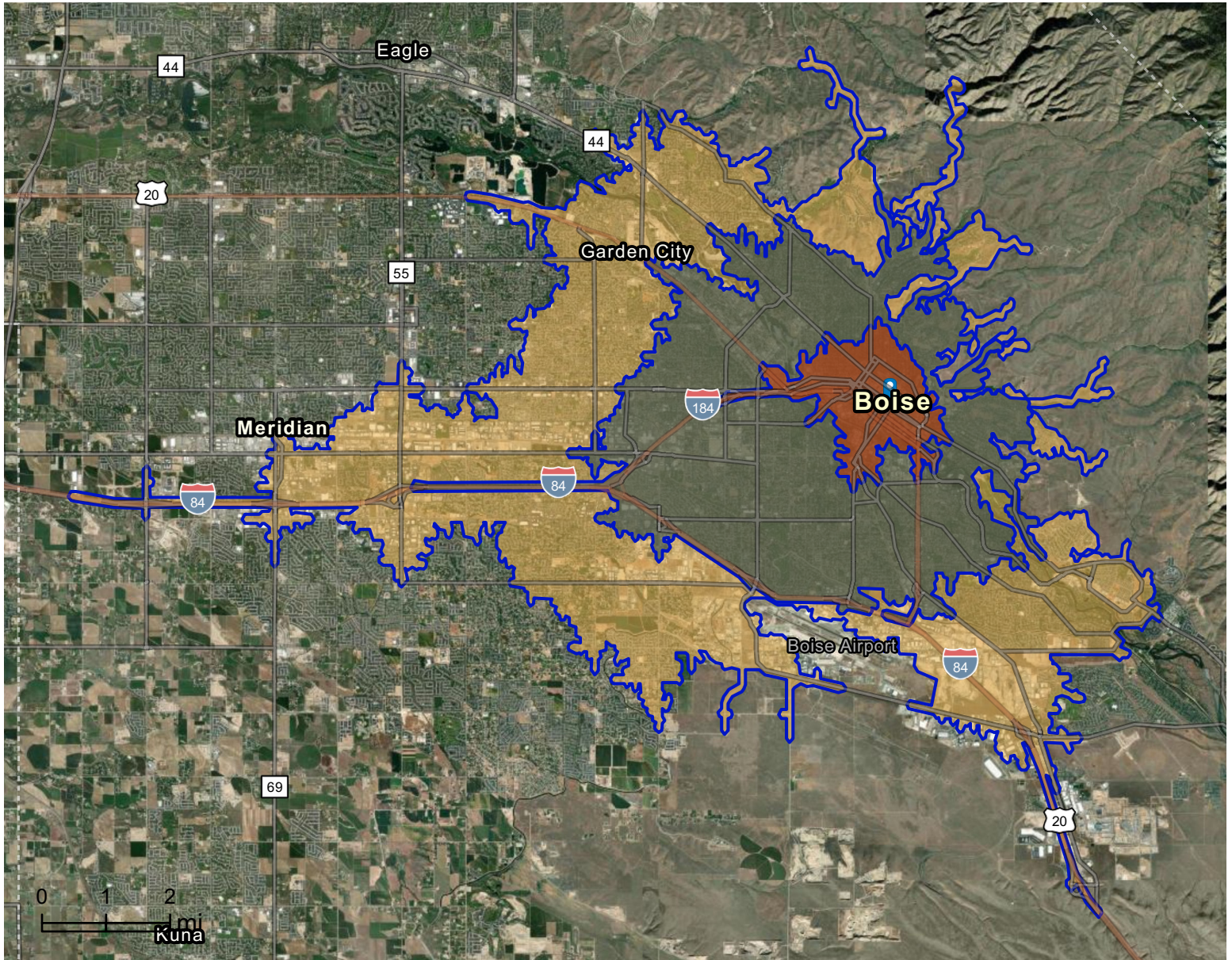


Site Map

242 N 8th St, Boise, Idaho, 83702

Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 43.61649
Longitude: -116.20227



Retail Demand Outlook

242 N 8th St, Boise, Idaho, 83702



Drive time: 5 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	30.1%	Population	17,690	20,681
Metro Renters (D4)	17.9%	Households	9,476	11,536
City Greens (K6)	15.2%	Families	2,969	3,435
Dorms to Diplomas (B1)	15.2%	Median Age	33.1	33.9
Social Security Set (A3)	14.9%	Median Household Income	\$61,605	\$74,187

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$20,083,066	\$28,633,558	\$8,550,492
Men's	\$4,050,475	\$5,771,923	\$1,721,448
Women's	\$6,843,893	\$9,707,713	\$2,863,820
Children's	\$2,574,114	\$3,692,352	\$1,118,238
Footwear	\$4,522,668	\$6,457,555	\$1,934,887
Watches & Jewelry	\$1,697,593	\$2,440,523	\$742,930
Apparel Products and Services (1)	\$394,324	\$563,492	\$169,168
Computer			
Computers and Hardware for Home Use	\$1,965,520	\$2,789,148	\$823,628
Portable Memory	\$37,689	\$53,315	\$15,626
Computer Software	\$167,470	\$239,932	\$72,462
Computer Accessories	\$173,153	\$247,491	\$74,338
Education			
Educational Books/Supplies/Other Expenditures	\$890,922	\$1,250,310	\$359,388
Other School Supplies	\$704,759	\$997,510	\$292,751

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	\$30,882,930	\$43,689,561	\$12,806,631
Fees and Admissions	\$6,834,392	\$9,687,442	\$2,853,050
Membership Fees for Clubs (2)	\$2,368,891	\$3,370,267	\$1,001,376
Fees for Participant Sports, excl. Trips	\$1,144,824	\$1,607,579	\$462,755
Tickets to Theatre/Operas/Concerts	\$910,206	\$1,292,900	\$382,694
Tickets to Movies	\$332,534	\$472,202	\$139,668
Tickets to Parks or Museums	\$300,840	\$429,456	\$128,616
Admission to Sporting Events, excl. Trips	\$669,212	\$940,916	\$271,704
Fees for Recreational Lessons	\$1,092,144	\$1,551,552	\$459,408
Dating Services	\$15,742	\$22,571	\$6,829
TV/Video/Audio	\$9,644,711	\$13,605,737	\$3,961,026
Cable and Satellite Television Services	\$4,657,946	\$6,534,040	\$1,876,094
Televisions	\$994,428	\$1,409,293	\$414,865
Satellite Dishes	\$10,728	\$15,065	\$4,337
VCRs, Video Cameras, and DVD Players	\$33,042	\$46,879	\$13,837
Miscellaneous Video Equipment	\$303,313	\$427,513	\$124,200
Video Cassettes and DVDs	\$44,549	\$63,416	\$18,867
Video Game Hardware/Accessories	\$469,219	\$668,328	\$199,109
Video Game Software	\$277,924	\$395,174	\$117,250
Rental/Streaming/Downloaded Video	\$1,683,505	\$2,390,273	\$706,768
Installation of Televisions	\$10,062	\$14,214	\$4,152
Audio (3)	\$1,140,848	\$1,614,685	\$473,837
Rental of TV/VCR/Radio/Sound Equipment	\$2,431	\$3,343	\$912
Repair of TV/Radio/Sound Equipment	\$16,717	\$23,513	\$6,796
Pets	\$7,835,494	\$11,082,550	\$3,247,056
Toys/Games/Crafts/Hobbies (4)	\$1,437,771	\$2,036,042	\$598,271
Recreational Vehicles and Fees (5)	\$1,170,247	\$1,647,763	\$477,516
Sports/Recreation/Exercise Equipment (6)	\$1,973,520	\$2,806,518	\$832,998
Photo Equipment and Supplies (7)	\$578,397	\$827,311	\$248,914
Reading (8)	\$1,035,834	\$1,459,637	\$423,803
Live Entertainment-for Catered Affairs	\$160,249	\$228,911	\$68,662
Rental of Party Supplies for Catered Affairs	\$212,313	\$307,650	\$95,337

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	\$92,558,689	\$131,594,020	\$39,035,331
Food at Home	\$59,107,551	\$83,883,027	\$24,775,476
Bakery and Cereal Products	\$7,834,470	\$11,112,545	\$3,278,075
Meats, Poultry, Fish, and Eggs	\$12,098,058	\$17,181,554	\$5,083,496
Dairy Products	\$5,972,886	\$8,465,447	\$2,492,561
Fruits and Vegetables	\$10,139,668	\$14,408,108	\$4,268,440
Snacks and Other Food at Home (9)	\$23,062,468	\$32,715,373	\$9,652,905
Food Away from Home	\$33,451,138	\$47,710,993	\$14,259,855
Alcoholic Beverages	\$5,322,370	\$7,591,292	\$2,268,922
Financial			
Value of Stocks/Bonds/Mutual Funds	\$297,737,201	\$414,249,472	\$116,512,271
Value of Retirement Plans	\$902,678,796	\$1,254,337,046	\$351,658,250
Value of Other Financial Assets	\$80,177,019	\$111,787,608	\$31,610,589
Vehicle Loan Amount excluding Interest	\$28,121,644	\$39,939,922	\$11,818,278
Value of Credit Card Debt	\$23,088,525	\$32,717,560	\$9,629,035
Health			
Nonprescription Drugs	\$1,494,857	\$2,110,397	\$615,540
Prescription Drugs	\$2,973,602	\$4,142,264	\$1,168,662
Eyeglasses and Contact Lenses	\$957,335	\$1,343,867	\$386,532
Personal Care Products (10)	\$5,072,735	\$7,220,162	\$2,147,427
Smoking Products	\$4,053,071	\$5,715,341	\$1,662,270
Home			
Mortgage Payment and Basics (11)	\$74,854,369	\$104,727,240	\$29,872,871
Maintenance and Remodeling Services	\$25,170,786	\$34,932,354	\$9,761,568
Maintenance and Remodeling Materials (12)	\$4,057,119	\$5,623,149	\$1,566,030
Utilities, Fuel, and Public Services	\$44,663,805	\$62,976,299	\$18,312,494

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)	\$962,336	\$1,363,866	\$401,530
Furniture	\$6,817,179	\$9,657,969	\$2,840,790
Rugs	\$290,620	\$410,419	\$119,799
Major Appliances (14)	\$3,388,251	\$4,761,707	\$1,373,456
Housewares (15)	\$795,338	\$1,127,699	\$332,361
Small Appliances	\$10,467,261	\$14,841,998	\$293,599
Luggage	\$197,608	\$279,997	\$82,389
Telephones and Accessories	\$678,928	\$967,209	\$288,281
Household Operations			
Child Care	\$4,328,063	\$6,235,807	\$1,907,744
Lawn/Garden (16)	\$4,069,829	\$5,678,981	\$1,609,152
Moving/Storage/Freight Express	\$1,192,408	\$1,705,835	\$513,427
Housekeeping Supplies (17)	\$6,735,450	\$9,546,361	\$2,810,911
Insurance			
Owners and Renters Insurance	\$5,082,560	\$7,083,756	\$2,001,196
Vehicle Insurance	\$17,625,792	\$24,974,171	\$7,348,379
Life/Other Insurance	\$4,488,175	\$6,309,166	\$1,820,991
Health Insurance	\$35,227,564	\$49,532,197	\$14,304,633
Transportation			
Payments on Vehicles excluding Leases	\$22,946,899	\$32,536,097	\$9,589,198
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$27,254,728	\$38,592,503	\$11,337,775
Vehicle Maintenance and Repairs	\$10,621,460	\$14,985,290	\$4,363,830
Travel			
Airline Fares	\$6,345,451	\$9,042,962	\$2,697,511
Lodging on Trips	\$7,513,130	\$10,636,989	\$3,123,859
Auto/Truck Rental on Trips	\$943,622	\$1,341,169	\$397,547
Food and Drink on Trips	\$6,201,314	\$8,806,423	\$2,605,109

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

242 N 8th St, Boise, Idaho, 83702



Drive time: 10 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	24.6%	Population	116,535	122,797
City Greens (K6)	20.8%	Households	53,167	57,302
Moderate Metros (C6)	10.0%	Families	24,110	25,395
Dreambelt (K5)	5.6%	Median Age	35.8	37.2
Metro Renters (D4)	5.2%	Median Household Income	\$73,751	\$83,344

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$123,630,483	\$148,242,937	\$24,612,454
Men's	\$24,642,196	\$29,554,344	\$4,912,148
Women's	\$42,509,524	\$50,901,448	\$8,391,924
Children's	\$16,295,398	\$19,554,189	\$3,258,791
Footwear	\$27,586,843	\$33,102,378	\$5,515,535
Watches & Jewelry	\$10,266,411	\$12,332,474	\$2,066,063
Apparel Products and Services (1)	\$2,330,111	\$2,798,104	\$467,993
Computer			
Computers and Hardware for Home Use	\$11,893,979	\$14,253,756	\$2,359,777
Portable Memory	\$212,507	\$255,007	\$42,500
Computer Software	\$954,230	\$1,148,064	\$193,834
Computer Accessories	\$1,019,308	\$1,224,429	\$205,121
Education			
Educational Books/Supplies/Other Expenditures	\$5,157,236	\$6,173,254	\$1,016,018
Other School Supplies	\$4,394,884	\$5,259,683	\$864,799


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	\$197,976,419	\$236,688,839	\$38,712,420
Fees and Admissions	\$45,016,579	\$53,786,764	\$8,770,185
Membership Fees for Clubs (2)	\$15,270,089	\$18,267,544	\$2,997,455
Fees for Participant Sports, excl. Trips	\$7,929,717	\$9,447,534	\$1,517,817
Tickets to Theatre/Operas/Concerts	\$5,708,887	\$6,832,297	\$1,123,410
Tickets to Movies	\$1,997,176	\$2,394,381	\$397,205
Tickets to Parks or Museums	\$1,962,951	\$2,349,754	\$386,803
Admission to Sporting Events, excl. Trips	\$4,446,900	\$5,305,172	\$858,272
Fees for Recreational Lessons	\$7,618,690	\$9,090,923	\$1,472,233
Dating Services	\$82,169	\$99,158	\$16,989
TV/Video/Audio	\$60,600,679	\$72,465,924	\$11,865,245
Cable and Satellite Television Services	\$30,409,578	\$36,282,579	\$5,873,001
Televisions	\$6,137,363	\$7,349,897	\$1,212,534
Satellite Dishes	\$64,871	\$77,607	\$12,736
VCRs, Video Cameras, and DVD Players	\$200,548	\$240,402	\$39,854
Miscellaneous Video Equipment	\$1,914,259	\$2,293,373	\$379,114
Video Cassettes and DVDs	\$253,440	\$304,464	\$51,024
Video Game Hardware/Accessories	\$2,653,022	\$3,189,547	\$536,525
Video Game Software	\$1,495,888	\$1,799,867	\$303,979
Rental/Streaming/Downloaded Video	\$10,249,731	\$12,284,660	\$2,034,929
Installation of Televisions	\$70,208	\$83,648	\$13,440
Audio (3)	\$7,035,167	\$8,420,409	\$1,385,242
Rental of TV/VCR/Radio/Sound Equipment	\$15,544	\$18,497	\$2,953
Repair of TV/Radio/Sound Equipment	\$101,060	\$120,975	\$19,915
Pets	\$50,241,076	\$60,064,250	\$9,823,174
Toys/Games/Crafts/Hobbies (4)	\$9,040,366	\$10,816,999	\$1,776,633
Recreational Vehicles and Fees (5)	\$8,278,468	\$9,861,878	\$1,583,410
Sports/Recreation/Exercise Equipment (6)	\$12,470,692	\$14,932,798	\$2,462,106
Photo Equipment and Supplies (7)	\$3,574,359	\$4,285,762	\$711,403
Reading (8)	\$6,428,491	\$7,682,919	\$1,254,428
Live Entertainment-for Catered Affairs	\$1,028,093	\$1,230,528	\$202,435
Rental of Party Supplies for Catered Affairs	\$1,297,616	\$1,561,016	\$263,400

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	\$571,472,656	\$684,783,479	\$113,310,823
Food at Home	\$366,447,555	\$438,892,330	\$72,444,775
Bakery and Cereal Products	\$48,824,478	\$58,456,713	\$9,632,235
Meats, Poultry, Fish, and Eggs	\$74,842,690	\$89,665,417	\$14,822,727
Dairy Products	\$37,156,619	\$44,485,377	\$7,328,758
Fruits and Vegetables	\$62,715,929	\$75,131,602	\$12,415,673
Snacks and Other Food at Home (9)	\$142,907,839	\$171,153,220	\$28,245,381
Food Away from Home	\$205,025,100	\$245,891,149	\$40,866,049
Alcoholic Beverages	\$33,530,855	\$40,167,624	\$6,636,769
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,144,715,878	\$2,546,467,061	\$401,751,183
Value of Retirement Plans	\$6,639,250,122	\$7,880,213,500	\$1,240,963,378
Value of Other Financial Assets	\$577,380,835	\$686,279,106	\$108,898,271
Vehicle Loan Amount excluding Interest	\$174,553,567	\$209,144,494	\$34,590,927
Value of Credit Card Debt	\$148,103,142	\$177,140,424	\$29,037,282
Health			
Nonprescription Drugs	\$9,652,641	\$11,537,061	\$1,884,420
Prescription Drugs	\$19,635,916	\$23,392,943	\$3,757,027
Eyeglasses and Contact Lenses	\$6,244,799	\$7,450,025	\$1,205,226
Personal Care Products (10)	\$30,540,307	\$36,637,521	\$6,097,214
Smoking Products	\$23,836,557	\$28,569,272	\$4,732,715
Home			
Mortgage Payment and Basics (11)	\$561,464,501	\$667,156,054	\$105,691,553
Maintenance and Remodeling Services	\$192,473,634	\$228,284,335	\$35,810,701
Maintenance and Remodeling Materials (12)	\$31,680,071	\$37,571,621	\$5,891,550
Utilities, Fuel, and Public Services	\$284,310,038	\$339,852,287	\$55,542,249

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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)	\$5,916,754	\$7,085,887	\$1,169,133
Furniture	\$43,390,589	\$51,905,800	\$8,515,211
Rugs	\$1,907,222	\$2,277,265	\$370,043
Major Appliances (14)	\$22,975,699	\$27,399,475	\$4,423,776
Housewares (15)	\$4,877,446	\$5,841,861	\$964,415
Small Appliances	\$66,522,033	\$79,589,108	\$812,255
Luggage	\$1,244,463	\$1,488,773	\$244,310
Telephones and Accessories	\$4,119,863	\$4,940,175	\$820,312
Household Operations			
Child Care	\$28,527,595	\$34,192,528	\$5,664,933
Lawn/Garden (16)	\$29,146,231	\$34,654,950	\$5,508,719
Moving/Storage/Freight Express	\$6,896,552	\$8,289,618	\$1,393,066
Housekeeping Supplies (17)	\$42,209,151	\$50,528,754	\$8,319,603
Insurance			
Owners and Renters Insurance	\$36,440,331	\$43,334,164	\$6,893,833
Vehicle Insurance	\$108,780,876	\$130,298,335	\$21,517,459
Life/Other Insurance	\$30,832,046	\$36,747,914	\$5,915,868
Health Insurance	\$231,720,718	\$276,555,972	\$44,835,254
Transportation			
Payments on Vehicles excluding Leases	\$145,790,403	\$174,499,906	\$28,709,503
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$169,092,469	\$202,488,179	\$33,395,710
Vehicle Maintenance and Repairs	\$67,058,167	\$80,185,535	\$13,127,368
Travel			
Airline Fares	\$40,713,488	\$48,726,797	\$8,013,309
Lodging on Trips	\$50,499,468	\$60,283,194	\$9,783,726
Auto/Truck Rental on Trips	\$6,023,089	\$7,207,519	\$1,184,430
Food and Drink on Trips	\$40,051,401	\$47,901,892	\$7,850,491

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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Retail Demand Outlook

242 N 8th St, Boise, Idaho, 83702




Drive time: 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	14.7%	Population	216,838	228,855
City Greens (K6)	13.8%	Households	94,392	101,294
Dreambelt (K5)	11.2%	Families	50,143	53,096
Moderate Metros (C6)	9.4%	Median Age	38.0	39.4
Savvy Suburbanites (L1)	6.8%	Median Household Income	\$82,105	\$93,892

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$234,250,453	\$279,526,496	\$45,276,043
Men's	\$46,469,236	\$55,463,554	\$8,994,318
Women's	\$80,845,441	\$96,383,707	\$15,538,266
Children's	\$31,103,339	\$37,139,906	\$6,036,567
Footwear	\$52,027,616	\$62,096,476	\$10,068,860
Watches & Jewelry	\$19,423,321	\$23,208,052	\$3,784,731
Apparel Products and Services (1)	\$4,381,500	\$5,234,801	\$853,301
Computer			
Computers and Hardware for Home Use	\$22,315,558	\$26,620,398	\$4,304,840
Portable Memory	\$384,478	\$458,900	\$74,422
Computer Software	\$1,714,359	\$2,049,533	\$335,174
Computer Accessories	\$1,906,491	\$2,276,222	\$369,731
Education			
Educational Books/Supplies/Other Expenditures	\$9,445,637	\$11,265,463	\$1,819,826
Other School Supplies	\$8,395,614	\$10,009,025	\$1,613,411

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	\$384,911,682	\$458,469,046	\$73,557,364
Fees and Admissions	\$88,960,600	\$105,962,532	\$17,001,932
Membership Fees for Clubs (2)	\$29,984,365	\$35,741,744	\$5,757,379
Fees for Participant Sports, excl. Trips	\$15,890,447	\$18,899,804	\$3,009,357
Tickets to Theatre/Operas/Concerts	\$11,043,858	\$13,163,207	\$2,119,349
Tickets to Movies	\$3,720,222	\$4,438,912	\$718,690
Tickets to Parks or Museums	\$3,901,106	\$4,647,361	\$746,255
Admission to Sporting Events, excl. Trips	\$8,729,951	\$10,395,756	\$1,665,805
Fees for Recreational Lessons	\$15,553,382	\$18,511,385	\$2,958,003
Dating Services	\$137,269	\$164,363	\$27,094
TV/Video/Audio	\$116,061,359	\$138,232,763	\$22,171,404
Cable and Satellite Television Services	\$59,797,705	\$71,109,446	\$11,311,741
Televisions	\$11,586,851	\$13,815,687	\$2,228,836
Satellite Dishes	\$121,015	\$143,952	\$22,937
VCRs, Video Cameras, and DVD Players	\$385,537	\$459,689	\$74,152
Miscellaneous Video Equipment	\$3,503,743	\$4,180,824	\$677,081
Video Cassettes and DVDs	\$463,543	\$553,043	\$89,500
Video Game Hardware/Accessories	\$4,751,764	\$5,681,019	\$929,255
Video Game Software	\$2,580,267	\$3,086,391	\$506,124
Rental/Streaming/Downloaded Video	\$19,068,234	\$22,751,632	\$3,683,398
Installation of Televisions	\$144,433	\$171,622	\$27,189
Audio (3)	\$13,445,576	\$16,026,055	\$2,580,479
Rental of TV/VCR/Radio/Sound Equipment	\$27,452	\$32,624	\$5,172
Repair of TV/Radio/Sound Equipment	\$185,238	\$220,779	\$35,541
Pets	\$97,890,805	\$116,576,745	\$18,685,940
Toys/Games/Crafts/Hobbies (4)	\$17,180,906	\$20,475,711	\$3,294,805
Recreational Vehicles and Fees (5)	\$17,001,543	\$20,220,258	\$3,218,715
Sports/Recreation/Exercise Equipment (6)	\$24,148,427	\$28,791,984	\$4,643,557
Photo Equipment and Supplies (7)	\$6,767,817	\$8,077,406	\$1,309,589
Reading (8)	\$12,400,276	\$14,758,965	\$2,358,689
Live Entertainment-for Catered Affairs	\$2,018,991	\$2,405,955	\$386,964
Rental of Party Supplies for Catered Affairs	\$2,480,959	\$2,966,728	\$485,769

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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	\$1,088,788,714	\$1,298,464,734	\$209,676,020
Food at Home	\$698,615,222	\$832,862,498	\$134,247,276
Bakery and Cereal Products	\$93,438,826	\$111,376,249	\$17,937,423
Meats, Poultry, Fish, and Eggs	\$142,419,390	\$169,812,375	\$27,392,985
Dairy Products	\$71,005,869	\$84,627,517	\$13,621,648
Fruits and Vegetables	\$119,851,937	\$142,891,771	\$23,039,834
Snacks and Other Food at Home (9)	\$271,899,201	\$324,154,586	\$52,255,385
Food Away from Home	\$390,173,492	\$465,602,236	\$75,428,744
Alcoholic Beverages	\$64,849,603	\$77,340,150	\$12,490,547
Financial			
Value of Stocks/Bonds/Mutual Funds	\$4,456,887,815	\$5,288,582,238	\$831,694,423
Value of Retirement Plans	\$13,845,985,719	\$16,437,259,857	\$2,591,274,138
Value of Other Financial Assets	\$1,197,923,339	\$1,422,691,413	\$224,768,074
Vehicle Loan Amount excluding Interest	\$331,206,658	\$395,128,696	\$63,922,038
Value of Credit Card Debt	\$286,120,935	\$340,897,211	\$54,776,276
Health			
Nonprescription Drugs	\$18,777,734	\$22,356,174	\$3,578,440
Prescription Drugs	\$38,370,313	\$45,626,446	\$7,256,133
Eyeglasses and Contact Lenses	\$12,236,450	\$14,558,246	\$2,321,796
Personal Care Products (10)	\$57,264,668	\$68,346,180	\$11,081,512
Smoking Products	\$43,529,748	\$51,909,199	\$8,379,451
Home			
Mortgage Payment and Basics (11)	\$1,180,243,506	\$1,401,390,605	\$221,147,099
Maintenance and Remodeling Services	\$408,000,637	\$483,896,571	\$75,895,934
Maintenance and Remodeling Materials (12)	\$67,429,001	\$79,995,172	\$12,566,171
Utilities, Fuel, and Public Services	\$547,651,803	\$652,144,843	\$104,493,040

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$11,188,289	\$13,340,163	\$2,151,874
Furniture	\$83,803,653	\$99,866,906	\$16,063,253
Rugs	\$3,751,202	\$4,465,157	\$713,955
Major Appliances (14)	\$45,864,318	\$54,550,252	\$8,685,934
Housewares (15)	\$9,284,281	\$11,065,726	\$1,781,445
Small Appliances	\$128,768,924	\$153,438,533	\$1,444,347
Luggage	\$2,390,445	\$2,848,716	\$458,271
Telephones and Accessories	\$7,815,824	\$9,331,770	\$1,515,946
Household Operations			
Child Care	\$56,014,535	\$66,857,646	\$10,843,111
Lawn/Garden (16)	\$60,225,810	\$71,517,512	\$11,291,702
Moving/Storage/Freight Express	\$12,698,901	\$15,166,465	\$2,467,564
Housekeeping Supplies (17)	\$81,007,900	\$96,547,751	\$15,539,851
Insurance			
Owners and Renters Insurance	\$74,481,302	\$88,468,246	\$13,986,944
Vehicle Insurance	\$205,664,571	\$245,207,357	\$39,542,786
Life/Other Insurance	\$62,367,411	\$74,167,771	\$11,800,360
Health Insurance	\$455,372,762	\$541,786,967	\$86,414,205
Transportation			
Payments on Vehicles excluding Leases	\$280,092,675	\$333,894,125	\$53,801,450
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$322,411,692	\$384,299,241	\$61,887,549
Vehicle Maintenance and Repairs	\$128,223,377	\$152,716,022	\$24,492,645
Travel			
Airline Fares	\$80,087,442	\$95,447,553	\$15,360,111
Lodging on Trips	\$101,676,653	\$121,025,752	\$19,349,099
Auto/Truck Rental on Trips	\$11,675,563	\$13,915,322	\$2,239,759
Food and Drink on Trips	\$78,744,127	\$93,818,119	\$15,073,992

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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 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.
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