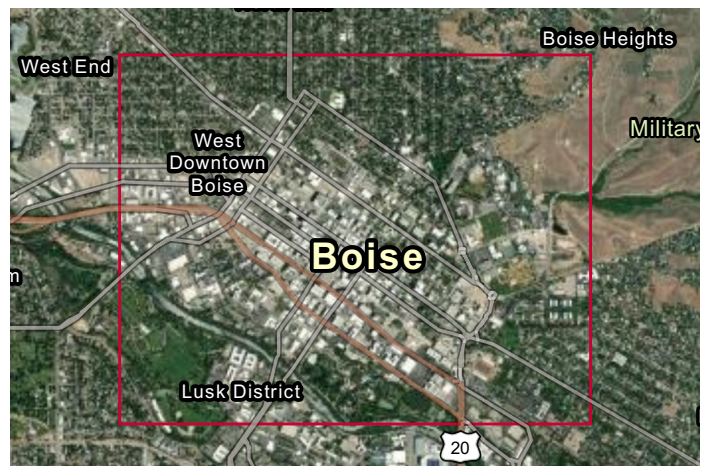
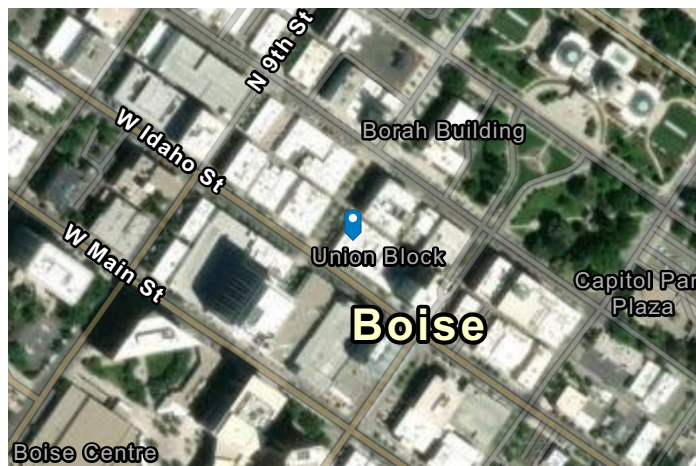
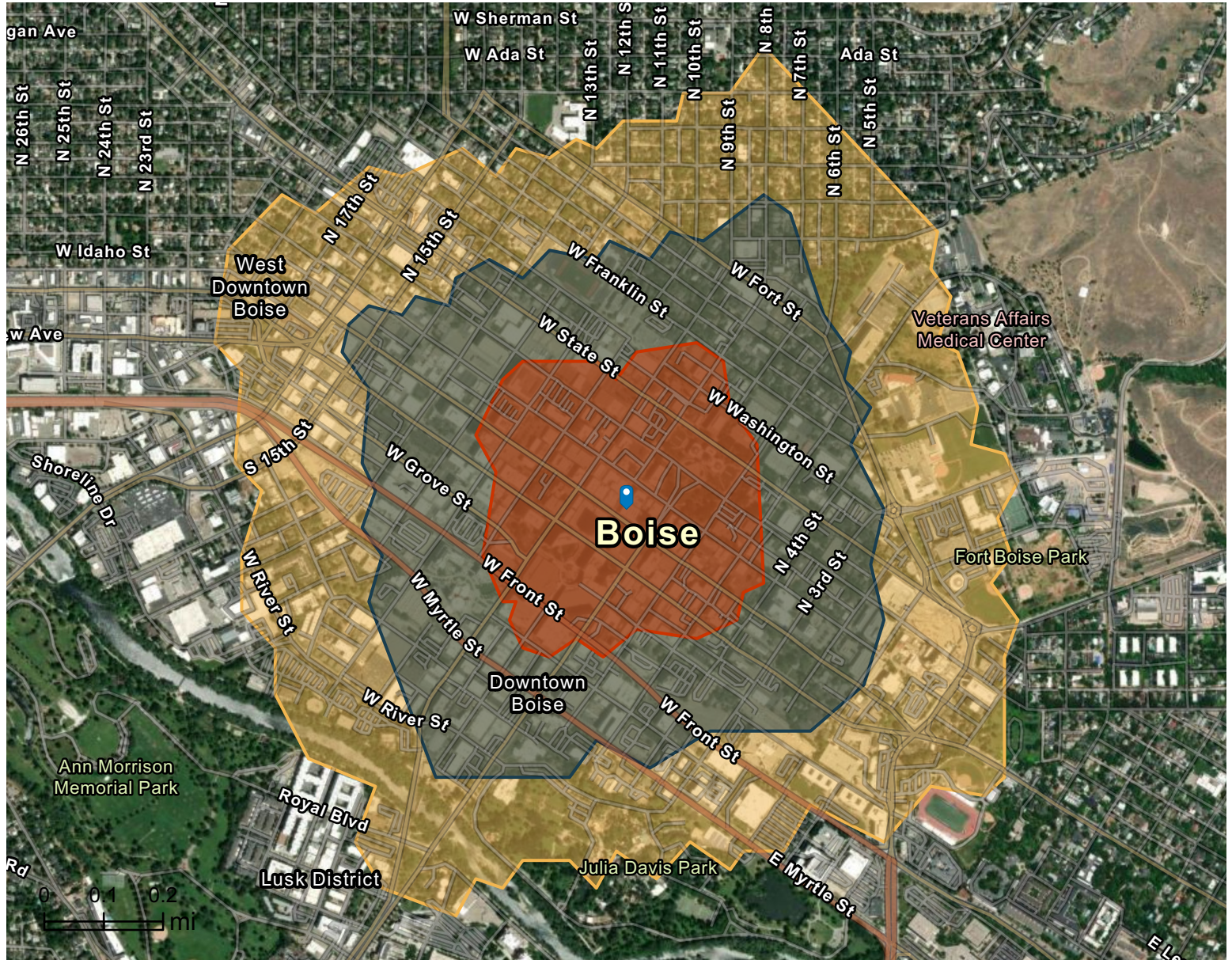


# Site Map

242 N 8th St, Boise, Idaho, 83702

Walk 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



Walk time: 5 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Social Security Set (A3)	57.9%	Population	715	995
Metro Renters (D4)	41.9%	Households	494	729
Emerging Hub (D1)	0.2%	Families	121	172
	0.0%	Median Age	36.6	36.2
	0.0%	Median Household Income	\$43,548	\$76,909

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$1,015,636	\$1,896,935	\$881,299
Men's	\$205,547	\$383,376	\$177,829
Women's	\$342,190	\$634,557	\$292,367
Children's	\$126,577	\$240,390	\$113,813
Footwear	\$233,563	\$435,227	\$201,664
Watches & Jewelry	\$86,699	\$164,294	\$77,595
Apparel Products and Services (1)	\$21,061	\$39,091	\$18,030
<b>Computer</b>			
Computers and Hardware for Home Use	\$96,156	\$179,431	\$83,275
Portable Memory	\$1,752	\$3,296	\$1,544
Computer Software	\$8,543	\$16,071	\$7,528
Computer Accessories	\$9,127	\$16,990	\$7,863
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$39,014	\$73,128	\$34,114
Other School Supplies	\$33,784	\$62,972	\$29,188


**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
<b>Entertainment &amp; Recreation</b>	\$1,503,820	\$2,791,178	\$1,287,358
Fees and Admissions	\$325,759	\$609,930	\$284,171
Membership Fees for Clubs (2)	\$116,619	\$218,450	\$101,831
Fees for Participant Sports, excl. Trips	\$50,599	\$94,380	\$43,781
Tickets to Theatre/Operas/Concerts	\$45,653	\$84,944	\$39,291
Tickets to Movies	\$16,358	\$30,519	\$14,161
Tickets to Parks or Museums	\$14,900	\$28,037	\$13,137
Admission to Sporting Events, excl. Trips	\$29,002	\$54,477	\$25,475
Fees for Recreational Lessons	\$51,676	\$97,394	\$45,718
Dating Services	\$953	\$1,729	\$776
TV/Video/Audio	\$478,185	\$879,009	\$400,824
Cable and Satellite Television Services	\$240,448	\$433,700	\$193,252
Televisions	\$48,741	\$90,603	\$41,862
Satellite Dishes	\$504	\$930	\$426
VCRs, Video Cameras, and DVD Players	\$1,686	\$3,115	\$1,429
Miscellaneous Video Equipment	\$13,980	\$25,882	\$11,902
Video Cassettes and DVDs	\$2,572	\$4,663	\$2,091
Video Game Hardware/Accessories	\$22,183	\$42,054	\$19,871
Video Game Software	\$13,333	\$25,116	\$11,783
Rental/Streaming/Downloaded Video	\$78,840	\$148,579	\$69,739
Installation of Televisions	\$479	\$893	\$414
Audio (3)	\$54,492	\$101,782	\$47,290
Rental of TV/VCR/Radio/Sound Equipment	\$87	\$162	\$75
Repair of TV/Radio/Sound Equipment	\$841	\$1,530	\$689
Pets	\$382,717	\$709,722	\$327,005
Toys/Games/Crafts/Hobbies (4)	\$68,273	\$127,597	\$59,324
Recreational Vehicles and Fees (5)	\$53,306	\$99,392	\$46,086
Sports/Recreation/Exercise Equipment (6)	\$94,048	\$177,174	\$83,126
Photo Equipment and Supplies (7)	\$28,641	\$54,106	\$25,465
Reading (8)	\$53,444	\$97,442	\$43,998
Live Entertainment-for Catered Affairs	\$8,272	\$15,472	\$7,200
Rental of Party Supplies for Catered Affairs	\$11,176	\$21,333	\$10,157

**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
<b>Food</b>	\$4,721,811	\$8,757,916	\$4,036,105
Food at Home	\$3,043,419	\$5,613,168	\$2,569,749
Bakery and Cereal Products	\$403,510	\$743,447	\$339,937
Meats, Poultry, Fish, and Eggs	\$629,929	\$1,160,644	\$530,715
Dairy Products	\$306,587	\$564,461	\$257,874
Fruits and Vegetables	\$531,439	\$979,117	\$447,678
Snacks and Other Food at Home (9)	\$1,171,954	\$2,165,498	\$993,544
Food Away from Home	\$1,678,392	\$3,144,749	\$1,466,357
Alcoholic Beverages	\$269,564	\$503,987	\$234,423
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$13,830,486	\$25,118,250	\$11,287,764
Value of Retirement Plans	\$39,744,555	\$72,661,045	\$32,916,490
Value of Other Financial Assets	\$3,601,567	\$6,598,022	\$2,996,455
Vehicle Loan Amount excluding Interest	\$1,299,944	\$2,460,311	\$1,160,367
Value of Credit Card Debt	\$1,135,780	\$2,108,686	\$972,906
<b>Health</b>			
Nonprescription Drugs	\$75,271	\$137,932	\$62,661
Prescription Drugs	\$141,392	\$255,379	\$113,987
Eyeglasses and Contact Lenses	\$46,268	\$84,728	\$38,460
Personal Care Products (10)	\$252,378	\$471,724	\$219,346
Smoking Products	\$202,225	\$370,798	\$168,573
<b>Home</b>			
Mortgage Payment and Basics (11)	\$3,190,894	\$5,960,513	\$2,769,619
Maintenance and Remodeling Services	\$1,056,436	\$1,944,884	\$888,448
Maintenance and Remodeling Materials (12)	\$157,027	\$292,740	\$135,713
Utilities, Fuel, and Public Services	\$2,155,536	\$3,981,621	\$1,826,085

**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
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$47,857	\$88,747	\$40,890
Furniture	\$320,310	\$600,834	\$280,524
Rugs	\$13,769	\$25,634	\$11,865
Major Appliances (14)	\$155,674	\$288,703	\$133,029
Housewares (15)	\$40,319	\$74,533	\$34,214
Small Appliances	\$510,182	\$951,060	\$30,701
Luggage	\$9,575	\$17,854	\$8,279
Telephones and Accessories	\$33,768	\$63,326	\$29,558
<b>Household Operations</b>			
Child Care	\$201,776	\$392,112	\$190,336
Lawn/Garden (16)	\$183,379	\$336,482	\$153,103
Moving/Storage/Freight Express	\$64,718	\$119,921	\$55,203
<b>Housekeeping Supplies (17)</b>	\$340,494	\$628,776	\$288,282
<b>Insurance</b>			
Owners and Renters Insurance	\$218,972	\$404,000	\$185,028
Vehicle Insurance	\$854,861	\$1,592,291	\$737,430
Life/Other Insurance	\$214,070	\$393,823	\$179,753
Health Insurance	\$1,731,203	\$3,166,100	\$1,434,897
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,064,981	\$2,005,322	\$940,341
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$1,303,014	\$2,433,210	\$1,130,196
Vehicle Maintenance and Repairs	\$507,552	\$940,488	\$432,936
<b>Travel</b>			
Airline Fares	\$319,043	\$597,067	\$278,024
Lodging on Trips	\$360,093	\$672,217	\$312,124
Auto/Truck Rental on Trips	\$45,836	\$85,869	\$40,033
Food and Drink on Trips	\$301,760	\$564,639	\$262,879

**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



Walk time: 10 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Renters (D4)	54.7%	Population	2,587	3,590
Emerging Hub (D1)	24.2%	Households	1,732	2,484
Social Security Set (A3)	21.1%	Families	434	595
	0.0%	Median Age	35.6	35.7
	0.0%	Median Household Income	\$66,269	\$82,719

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$3,873,648	\$6,679,444	\$2,805,796
Men's	\$778,912	\$1,343,049	\$564,137
Women's	\$1,291,929	\$2,217,146	\$925,217
Children's	\$506,510	\$878,507	\$371,997
Footwear	\$883,048	\$1,521,959	\$638,911
Watches & Jewelry	\$336,074	\$585,454	\$249,380
Apparel Products and Services (1)	\$77,175	\$133,329	\$56,154
<b>Computer</b>			
Computers and Hardware for Home Use	\$368,256	\$633,950	\$265,694
Portable Memory	\$6,801	\$11,763	\$4,962
Computer Software	\$32,892	\$56,993	\$24,101
Computer Accessories	\$33,861	\$58,519	\$24,658
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$153,993	\$264,652	\$110,659
Other School Supplies	\$130,531	\$224,095	\$93,564

**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
<b>Entertainment &amp; Recreation</b>	\$5,729,549	\$9,824,003	\$4,094,454
Fees and Admissions	\$1,270,101	\$2,185,738	\$915,637
Membership Fees for Clubs (2)	\$448,803	\$774,633	\$325,830
Fees for Participant Sports, excl. Trips	\$202,911	\$346,148	\$143,237
Tickets to Theatre/Operas/Concerts	\$171,854	\$296,030	\$124,176
Tickets to Movies	\$62,647	\$107,829	\$45,182
Tickets to Parks or Museums	\$57,924	\$100,200	\$42,276
Admission to Sporting Events, excl. Trips	\$118,570	\$202,801	\$84,231
Fees for Recreational Lessons	\$204,137	\$352,522	\$148,385
Dating Services	\$3,255	\$5,575	\$2,320
TV/Video/Audio	\$1,781,159	\$3,039,241	\$1,258,082
Cable and Satellite Television Services	\$852,388	\$1,440,910	\$588,522
Televisions	\$186,285	\$319,669	\$133,384
Satellite Dishes	\$1,905	\$3,255	\$1,350
VCRs, Video Cameras, and DVD Players	\$6,260	\$10,741	\$4,481
Miscellaneous Video Equipment	\$56,554	\$95,679	\$39,125
Video Cassettes and DVDs	\$8,814	\$15,070	\$6,256
Video Game Hardware/Accessories	\$87,980	\$152,620	\$64,640
Video Game Software	\$51,854	\$89,781	\$37,927
Rental/Streaming/Downloaded Video	\$314,099	\$541,480	\$227,381
Installation of Televisions	\$1,830	\$3,149	\$1,319
Audio (3)	\$209,727	\$361,025	\$151,298
Rental of TV/VCR/Radio/Sound Equipment	\$373	\$629	\$256
Repair of TV/Radio/Sound Equipment	\$3,089	\$5,233	\$2,144
Pets	\$1,452,322	\$2,490,033	\$1,037,711
Toys/Games/Crafts/Hobbies (4)	\$266,641	\$457,951	\$191,310
Recreational Vehicles and Fees (5)	\$210,612	\$360,164	\$149,552
Sports/Recreation/Exercise Equipment (6)	\$371,437	\$641,201	\$269,764
Photo Equipment and Supplies (7)	\$112,006	\$194,218	\$82,212
Reading (8)	\$190,765	\$325,512	\$134,747
Live Entertainment-for Catered Affairs	\$30,964	\$53,661	\$22,697
Rental of Party Supplies for Catered Affairs	\$43,542	\$76,284	\$32,742

**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
<b>Food</b>	\$17,694,623	\$30,415,804	\$12,721,181
Food at Home	\$11,267,171	\$19,308,760	\$8,041,589
Bakery and Cereal Products	\$1,490,847	\$2,553,334	\$1,062,487
Meats, Poultry, Fish, and Eggs	\$2,318,545	\$3,973,873	\$1,655,328
Dairy Products	\$1,132,311	\$1,938,072	\$805,761
Fruits and Vegetables	\$1,947,967	\$3,341,144	\$1,393,177
Snacks and Other Food at Home (9)	\$4,377,499	\$7,502,337	\$3,124,838
Food Away from Home	\$6,427,452	\$11,107,044	\$4,679,592
Alcoholic Beverages	\$1,025,907	\$1,771,431	\$745,524
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$50,949,543	\$86,113,754	\$35,164,211
Value of Retirement Plans	\$152,618,584	\$257,659,201	\$105,040,617
Value of Other Financial Assets	\$13,854,459	\$23,427,324	\$9,572,865
Vehicle Loan Amount excluding Interest	\$5,219,172	\$9,018,403	\$3,799,231
Value of Credit Card Debt	\$4,334,628	\$7,431,874	\$3,097,246
<b>Health</b>			
Nonprescription Drugs	\$279,830	\$476,231	\$196,401
Prescription Drugs	\$520,896	\$875,768	\$354,872
Eyeglasses and Contact Lenses	\$172,125	\$292,711	\$120,586
Personal Care Products (10)	\$966,630	\$1,666,580	\$699,950
Smoking Products	\$749,158	\$1,276,531	\$527,373
<b>Home</b>			
Mortgage Payment and Basics (11)	\$12,907,463	\$22,012,352	\$9,104,889
Maintenance and Remodeling Services	\$4,189,343	\$7,077,405	\$2,888,062
Maintenance and Remodeling Materials (12)	\$663,694	\$1,120,940	\$457,246
Utilities, Fuel, and Public Services	\$8,171,688	\$13,961,652	\$5,789,964

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



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$180,437	\$309,744	\$129,307
Furniture	\$1,260,555	\$2,169,066	\$908,511
Rugs	\$53,103	\$91,098	\$37,995
Major Appliances (14)	\$605,070	\$1,032,797	\$427,727
Housewares (15)	\$150,065	\$257,469	\$107,404
Small Appliances	\$1,957,676	\$3,365,726	\$96,644
Luggage	\$36,760	\$63,206	\$26,446
Telephones and Accessories	\$128,800	\$222,931	\$94,131
<b>Household Operations</b>			
Child Care	\$849,523	\$1,488,166	\$638,643
Lawn/Garden (16)	\$704,197	\$1,192,891	\$488,694
Moving/Storage/Freight Express	\$235,589	\$406,865	\$171,276
<b>Housekeeping Supplies (17)</b>	<b>\$1,273,341</b>	<b>\$2,180,567</b>	<b>\$907,226</b>
<b>Insurance</b>			
Owners and Renters Insurance	\$870,702	\$1,473,117	\$602,415
Vehicle Insurance	\$3,288,613	\$5,646,901	\$2,358,288
Life/Other Insurance	\$812,617	\$1,382,798	\$570,181
Health Insurance	\$6,432,593	\$10,927,824	\$4,495,231
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$4,253,573	\$7,323,637	\$3,070,064
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$5,039,723	\$8,665,155	\$3,625,432
Vehicle Maintenance and Repairs	\$1,944,361	\$3,325,280	\$1,380,919
<b>Travel</b>			
Airline Fares	\$1,212,856	\$2,096,574	\$883,718
Lodging on Trips	\$1,388,526	\$2,388,094	\$999,568
Auto/Truck Rental on Trips	\$178,271	\$307,098	\$128,827
Food and Drink on Trips	\$1,163,797	\$2,005,845	\$842,048

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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

242 N 8th St, Boise, Idaho, 83702



Walk time: 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	33.3%	Population	6,080	7,638
Metro Renters (D4)	32.4%	Households	3,857	4,962
Social Security Set (A3)	29.6%	Families	1,010	1,244
City Greens (K6)	2.3%	Median Age	36.4	36.5
Dorms to Diplomas (B1)	2.2%	Median Household Income	\$55,776	\$72,592

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$7,914,262	\$11,969,476	\$4,055,214
Men's	\$1,593,013	\$2,408,694	\$815,681
Women's	\$2,673,724	\$4,025,383	\$1,351,659
Children's	\$1,017,126	\$1,547,891	\$530,765
Footwear	\$1,803,661	\$2,727,232	\$923,571
Watches & Jewelry	\$669,593	\$1,022,335	\$352,742
Apparel Products and Services (1)	\$157,145	\$237,941	\$80,796
<b>Computer</b>			
Computers and Hardware for Home Use	\$757,826	\$1,143,883	\$386,057
Portable Memory	\$13,937	\$21,103	\$7,166
Computer Software	\$66,394	\$100,880	\$34,486
Computer Accessories	\$68,840	\$104,296	\$35,456
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$321,288	\$483,597	\$162,309
Other School Supplies	\$270,361	\$407,128	\$136,767

**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
<b>Entertainment &amp; Recreation</b>	\$11,899,391	\$17,896,969	\$5,997,578
Fees and Admissions	\$2,614,318	\$3,945,240	\$1,330,922
Membership Fees for Clubs (2)	\$916,684	\$1,387,027	\$470,343
Fees for Participant Sports, excl. Trips	\$427,084	\$639,575	\$212,491
Tickets to Theatre/Operas/Concerts	\$353,020	\$533,048	\$180,028
Tickets to Movies	\$128,855	\$194,502	\$65,647
Tickets to Parks or Museums	\$117,401	\$178,085	\$60,684
Admission to Sporting Events, excl. Trips	\$248,278	\$372,664	\$124,386
Fees for Recreational Lessons	\$416,266	\$630,223	\$213,957
Dating Services	\$6,729	\$10,116	\$3,387
TV/Video/Audio	\$3,741,566	\$5,603,337	\$1,861,771
Cable and Satellite Television Services	\$1,829,223	\$2,717,002	\$887,779
Televisions	\$385,814	\$580,833	\$195,019
Satellite Dishes	\$4,011	\$6,009	\$1,998
VCRs, Video Cameras, and DVD Players	\$12,971	\$19,520	\$6,549
Miscellaneous Video Equipment	\$120,088	\$178,976	\$58,888
Video Cassettes and DVDs	\$18,362	\$27,545	\$9,183
Video Game Hardware/Accessories	\$178,016	\$270,590	\$92,574
Video Game Software	\$105,566	\$160,127	\$54,561
Rental/Streaming/Downloaded Video	\$643,684	\$973,264	\$329,580
Installation of Televisions	\$3,779	\$5,698	\$1,919
Audio (3)	\$432,645	\$652,753	\$220,108
Rental of TV/VCR/Radio/Sound Equipment	\$820	\$1,214	\$394
Repair of TV/Radio/Sound Equipment	\$6,586	\$9,806	\$3,220
Pets	\$3,017,664	\$4,538,010	\$1,520,346
Toys/Games/Crafts/Hobbies (4)	\$551,505	\$830,910	\$279,405
Recreational Vehicles and Fees (5)	\$440,487	\$660,975	\$220,488
Sports/Recreation/Exercise Equipment (6)	\$758,365	\$1,147,969	\$389,604
Photo Equipment and Supplies (7)	\$225,929	\$343,431	\$117,502
Reading (8)	\$401,660	\$601,050	\$199,390
Live Entertainment-for Catered Affairs	\$62,640	\$95,096	\$32,456
Rental of Party Supplies for Catered Affairs	\$85,256	\$130,950	\$45,694

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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
<b>Food</b>	\$36,452,056	\$54,961,388	\$18,509,332
Food at Home	\$23,375,132	\$35,148,460	\$11,773,328
Bakery and Cereal Products	\$3,097,802	\$4,655,360	\$1,557,558
Meats, Poultry, Fish, and Eggs	\$4,806,515	\$7,228,491	\$2,421,976
Dairy Products	\$2,356,887	\$3,539,884	\$1,182,997
Fruits and Vegetables	\$4,031,929	\$6,066,935	\$2,035,006
Snacks and Other Food at Home (9)	\$9,081,998	\$13,657,790	\$4,575,792
Food Away from Home	\$13,076,924	\$19,812,928	\$6,736,004
Alcoholic Beverages	\$2,090,249	\$3,164,574	\$1,074,325
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$110,059,427	\$163,299,790	\$53,240,363
Value of Retirement Plans	\$330,392,176	\$489,956,975	\$159,564,799
Value of Other Financial Assets	\$29,811,681	\$44,288,442	\$14,476,761
Vehicle Loan Amount excluding Interest	\$10,647,899	\$16,130,869	\$5,482,970
Value of Credit Card Debt	\$8,987,889	\$13,521,751	\$4,533,862
<b>Health</b>			
Nonprescription Drugs	\$589,705	\$881,565	\$291,860
Prescription Drugs	\$1,134,537	\$1,677,706	\$543,169
Eyeglasses and Contact Lenses	\$365,244	\$545,177	\$179,933
Personal Care Products (10)	\$1,978,445	\$2,991,333	\$1,012,888
Smoking Products	\$1,579,246	\$2,362,426	\$783,180
<b>Home</b>			
Mortgage Payment and Basics (11)	\$27,253,587	\$40,781,319	\$13,527,732
Maintenance and Remodeling Services	\$9,058,805	\$13,442,968	\$4,384,163
Maintenance and Remodeling Materials (12)	\$1,436,156	\$2,131,706	\$695,550
Utilities, Fuel, and Public Services	\$17,126,609	\$25,677,215	\$8,550,606

**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
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$373,586	\$562,479	\$188,893
Furniture	\$2,596,798	\$3,918,708	\$1,321,910
Rugs	\$110,311	\$165,950	\$55,639
Major Appliances (14)	\$1,272,635	\$1,906,195	\$633,560
Housewares (15)	\$310,962	\$467,956	\$156,994
Small Appliances	\$4,038,630	\$6,089,235	\$139,469
Luggage	\$75,871	\$114,391	\$38,520
Telephones and Accessories	\$261,994	\$397,238	\$135,244
<b>Household Operations</b>			
Child Care	\$1,667,030	\$2,560,693	\$893,663
Lawn/Garden (16)	\$1,510,078	\$2,246,409	\$736,331
Moving/Storage/Freight Express	\$479,341	\$725,772	\$246,431
<b>Housekeeping Supplies (17)</b>	<b>\$2,647,087</b>	<b>\$3,977,938</b>	<b>\$1,330,851</b>
<b>Insurance</b>			
Owners and Renters Insurance	\$1,871,507	\$2,782,321	\$910,814
Vehicle Insurance	\$6,802,879	\$10,247,451	\$3,444,572
Life/Other Insurance	\$1,717,929	\$2,566,770	\$848,841
Health Insurance	\$13,646,784	\$20,361,010	\$6,714,226
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$8,743,503	\$13,205,078	\$4,461,575
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$10,407,156	\$15,691,592	\$5,284,436
Vehicle Maintenance and Repairs	\$4,065,166	\$6,100,604	\$2,035,438
<b>Travel</b>			
Airline Fares	\$2,467,519	\$3,738,485	\$1,270,966
Lodging on Trips	\$2,864,807	\$4,319,669	\$1,454,862
Auto/Truck Rental on Trips	\$365,525	\$552,268	\$186,743
Food and Drink on Trips	\$2,386,752	\$3,606,505	\$1,219,753

**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.

