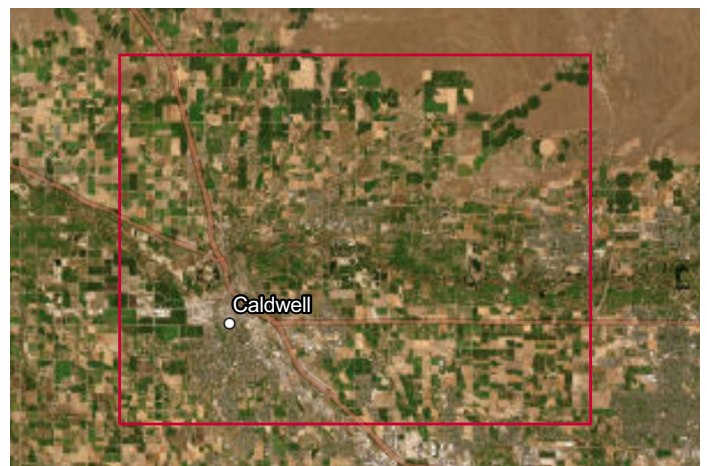
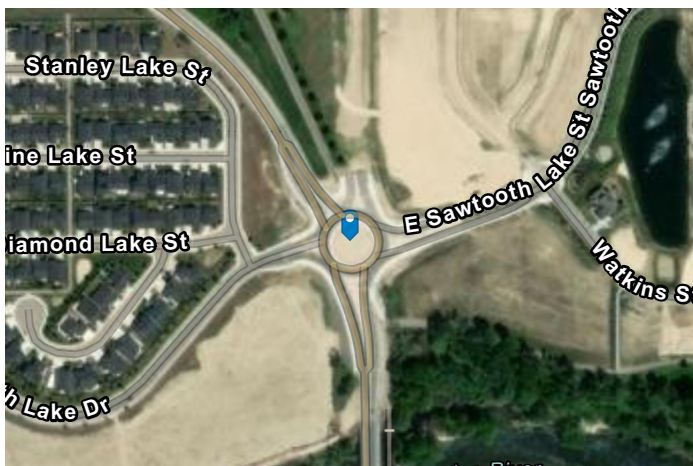
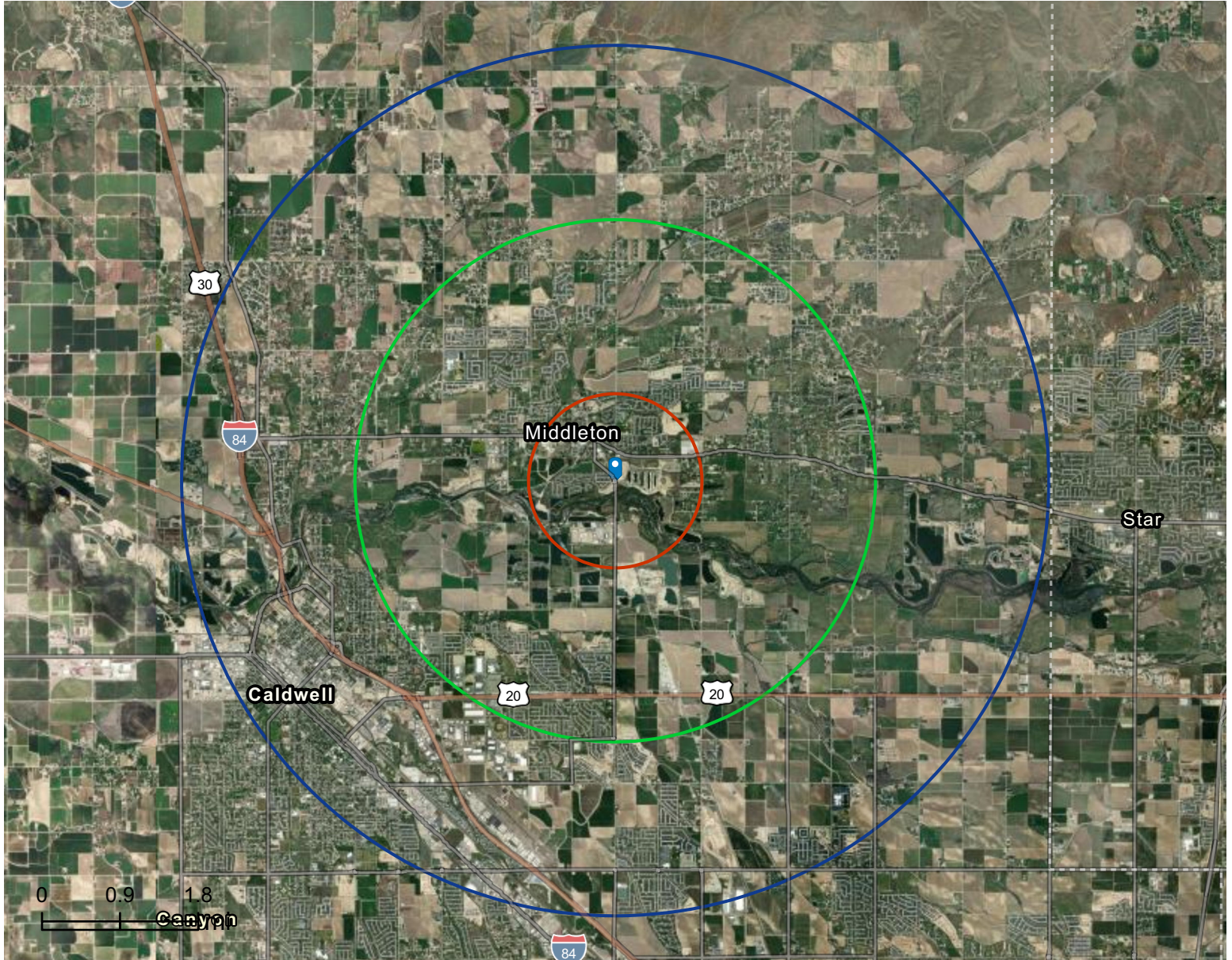


Site Map

Middleton Rd
Middleton Rd, Middleton, Idaho, 83644
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.69882
Longitude: -116.61308



Retail Demand Outlook

Middleton Rd
Middleton Rd, Middleton, Idaho, 83644
Ring: 1 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Dreambelt (K5)	79.9%	Population	4,464	5,376
Boomburbs (H2)	19.5%	Households	1,610	1,960
Up and Coming Families (G2)	0.6%	Families	1,153	1,393
Savvy Suburbanites (L1)	0.1%	Median Age	34.5	36.2
	0.0%	Median Household Income	\$62,236	\$66,806

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$2,616,134	\$3,464,178	\$848,044
Men's	\$503,877	\$667,577	\$163,700
Women's	\$898,649	\$1,191,369	\$292,720
Children's	\$364,480	\$480,819	\$116,339
Footwear	\$589,150	\$779,816	\$190,666
Watches & Jewelry	\$214,005	\$283,696	\$69,691
Apparel Products and Services (1)	\$45,973	\$60,900	\$14,927
Computer			
Computers and Hardware for Home Use	\$246,701	\$326,900	\$80,199
Portable Memory	\$3,916	\$5,191	\$1,275
Computer Software	\$17,696	\$23,448	\$5,752
Computer Accessories	\$21,430	\$28,427	\$6,997
Education			
Educational Books/Supplies/Other Expenditures	\$96,770	\$128,065	\$31,295
Other School Supplies	\$92,378	\$122,259	\$29,881

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	\$4,459,535	\$5,909,599	\$1,450,064
Fees and Admissions	\$1,099,955	\$1,456,947	\$356,992
Membership Fees for Clubs (2)	\$349,805	\$463,861	\$114,056
Fees for Participant Sports, excl. Trips	\$198,744	\$262,887	\$64,143
Tickets to Theatre/Operas/Concerts	\$134,327	\$178,303	\$43,976
Tickets to Movies	\$43,665	\$57,794	\$14,129
Tickets to Parks or Museums	\$53,398	\$70,695	\$17,297
Admission to Sporting Events, excl. Trips	\$97,808	\$129,166	\$31,358
Fees for Recreational Lessons	\$221,038	\$292,680	\$71,642
Dating Services	\$1,171	\$1,561	\$390
TV/Video/Audio	\$1,279,598	\$1,695,848	\$416,250
Cable and Satellite Television Services	\$666,853	\$885,315	\$218,462
Televisions	\$129,547	\$171,417	\$41,870
Satellite Dishes	\$1,549	\$2,051	\$502
VCRs, Video Cameras, and DVD Players	\$4,247	\$5,611	\$1,364
Miscellaneous Video Equipment	\$39,556	\$51,933	\$12,377
Video Cassettes and DVDs	\$5,005	\$6,652	\$1,647
Video Game Hardware/Accessories	\$46,546	\$61,535	\$14,989
Video Game Software	\$24,257	\$32,182	\$7,925
Rental/Streaming/Downloaded Video	\$204,320	\$270,150	\$65,830
Installation of Televisions	\$2,009	\$2,677	\$668
Audio (3)	\$153,722	\$203,700	\$49,978
Rental of TV/VCR/Radio/Sound Equipment	\$128	\$170	\$42
Repair of TV/Radio/Sound Equipment	\$1,859	\$2,456	\$597
Pets	\$1,114,247	\$1,477,851	\$363,604
Toys/Games/Crafts/Hobbies (4)	\$191,026	\$252,966	\$61,940
Recreational Vehicles and Fees (5)	\$215,451	\$284,643	\$69,192
Sports/Recreation/Exercise Equipment (6)	\$281,987	\$372,952	\$90,965
Photo Equipment and Supplies (7)	\$75,130	\$99,663	\$24,533
Reading (8)	\$146,855	\$195,312	\$48,457
Live Entertainment-for Catered Affairs	\$25,561	\$34,051	\$8,490
Rental of Party Supplies for Catered Affairs	\$29,725	\$39,365	\$9,640

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	\$12,048,927	\$15,965,354	\$3,916,427
Food at Home	\$7,648,958	\$10,138,844	\$2,489,886
Bakery and Cereal Products	\$1,025,643	\$1,359,861	\$334,218
Meats, Poultry, Fish, and Eggs	\$1,555,610	\$2,061,755	\$506,145
Dairy Products	\$781,981	\$1,036,666	\$254,685
Fruits and Vegetables	\$1,345,602	\$1,784,650	\$439,048
Snacks and Other Food at Home (9)	\$2,940,122	\$3,895,912	\$955,790
Food Away from Home	\$4,399,969	\$5,826,511	\$1,426,542
Alcoholic Beverages	\$747,068	\$991,213	\$244,145
Financial			
Value of Stocks/Bonds/Mutual Funds	\$56,630,338	\$75,378,811	\$18,748,473
Value of Retirement Plans	\$168,756,059	\$224,051,757	\$55,295,698
Value of Other Financial Assets	\$14,885,694	\$19,727,632	\$4,841,938
Vehicle Loan Amount excluding Interest	\$3,662,313	\$4,834,970	\$1,172,657
Value of Credit Card Debt	\$3,329,792	\$4,412,023	\$1,082,231
Health			
Nonprescription Drugs	\$207,740	\$275,229	\$67,489
Prescription Drugs	\$376,756	\$499,425	\$122,669
Eyeglasses and Contact Lenses	\$138,600	\$183,829	\$45,229
Personal Care Products (10)	\$615,114	\$814,348	\$199,234
Smoking Products	\$381,768	\$505,705	\$123,937
Home			
Mortgage Payment and Basics (11)	\$16,292,974	\$21,584,343	\$5,291,369
Maintenance and Remodeling Services	\$5,525,197	\$7,326,433	\$1,801,236
Maintenance and Remodeling Materials (12)	\$881,648	\$1,164,944	\$283,296
Utilities, Fuel, and Public Services	\$6,057,078	\$8,024,297	\$1,967,219

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)	\$122,434	\$162,198	\$39,764
Furniture	\$953,570	\$1,262,206	\$308,636
Rugs	\$45,299	\$60,107	\$14,808
Major Appliances (14)	\$563,940	\$746,801	\$182,861
Housewares (15)	\$104,195	\$138,178	\$33,983
Small Appliances	\$1,477,489	\$1,958,518	\$26,131
Luggage	\$27,713	\$36,748	\$9,035
Telephones and Accessories	\$73,708	\$97,784	\$24,076
Household Operations			
Child Care	\$694,612	\$918,907	\$224,295
Lawn/Garden (16)	\$730,713	\$969,398	\$238,685
Moving/Storage/Freight Express	\$142,150	\$188,915	\$46,765
Housekeeping Supplies (17)	\$881,510	\$1,168,166	\$286,656
Insurance			
Owners and Renters Insurance	\$890,981	\$1,178,118	\$287,137
Vehicle Insurance	\$2,235,152	\$2,957,340	\$722,188
Life/Other Insurance	\$752,081	\$996,171	\$244,090
Health Insurance	\$5,165,606	\$6,845,519	\$1,679,913
Transportation			
Payments on Vehicles excluding Leases	\$3,113,064	\$4,113,451	\$1,000,387
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$3,559,001	\$4,709,563	\$1,150,562
Vehicle Maintenance and Repairs	\$1,444,002	\$1,913,054	\$469,052
Travel			
Airline Fares	\$1,013,182	\$1,344,278	\$331,096
Lodging on Trips	\$1,251,685	\$1,660,229	\$408,544
Auto/Truck Rental on Trips	\$139,566	\$184,868	\$45,302
Food and Drink on Trips	\$946,647	\$1,254,691	\$308,044

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

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 Ring: 3 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	30.4%	Population	25,472	30,262
Dreambelt (K5)	21.9%	Households	8,109	9,771
Up and Coming Families (G2)	21.1%	Families	6,320	7,593
Flourishing Families (H1)	18.3%	Median Age	34.2	35.2
Savvy Suburbanites (L1)	7.7%	Median Household Income	\$78,620	\$87,961

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$16,910,607	\$22,831,154	\$5,920,547
Men's	\$3,246,418	\$4,388,185	\$1,141,767
Women's	\$5,669,918	\$7,666,455	\$1,996,537
Children's	\$2,563,559	\$3,447,848	\$884,289
Footwear	\$3,803,509	\$5,127,734	\$1,324,225
Watches & Jewelry	\$1,330,781	\$1,800,213	\$469,432
Apparel Products and Services (1)	\$296,422	\$400,719	\$104,297
Computer			
Computers and Hardware for Home Use	\$1,571,466	\$2,123,098	\$551,632
Portable Memory	\$24,184	\$32,677	\$8,493
Computer Software	\$109,915	\$148,282	\$38,367
Computer Accessories	\$128,406	\$173,494	\$45,088
Education			
Educational Books/Supplies/Other Expenditures	\$649,562	\$877,350	\$227,788
Other School Supplies	\$613,236	\$829,564	\$216,328

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	\$28,177,213	\$38,084,870	\$9,907,657
Fees and Admissions	\$6,881,499	\$9,291,178	\$2,409,679
Membership Fees for Clubs (2)	\$2,169,656	\$2,934,870	\$765,214
Fees for Participant Sports, excl. Trips	\$1,306,800	\$1,765,827	\$459,027
Tickets to Theatre/Operas/Concerts	\$778,261	\$1,051,013	\$272,752
Tickets to Movies	\$273,097	\$367,635	\$94,538
Tickets to Parks or Museums	\$320,811	\$431,377	\$110,566
Admission to Sporting Events, excl. Trips	\$704,214	\$953,113	\$248,899
Fees for Recreational Lessons	\$1,322,422	\$1,778,864	\$456,442
Dating Services	\$6,236	\$8,479	\$2,243
TV/Video/Audio	\$8,250,135	\$11,153,957	\$2,903,822
Cable and Satellite Television Services	\$4,137,052	\$5,605,202	\$1,468,150
Televisions	\$863,090	\$1,165,291	\$302,201
Satellite Dishes	\$9,103	\$12,229	\$3,126
VCRs, Video Cameras, and DVD Players	\$29,110	\$39,256	\$10,146
Miscellaneous Video Equipment	\$341,746	\$457,482	\$115,736
Video Cassettes and DVDs	\$27,161	\$36,722	\$9,561
Video Game Hardware/Accessories	\$316,687	\$427,300	\$110,613
Video Game Software	\$144,836	\$195,423	\$50,587
Rental/Streaming/Downloaded Video	\$1,391,893	\$1,879,115	\$487,222
Installation of Televisions	\$10,626	\$14,403	\$3,777
Audio (3)	\$964,093	\$1,301,565	\$337,472
Rental of TV/VCR/Radio/Sound Equipment	\$1,341	\$1,871	\$530
Repair of TV/Radio/Sound Equipment	\$13,398	\$18,098	\$4,700
Pets	\$6,943,400	\$9,397,547	\$2,454,147
Toys/Games/Crafts/Hobbies (4)	\$1,225,251	\$1,655,572	\$430,321
Recreational Vehicles and Fees (5)	\$1,468,781	\$1,983,336	\$514,555
Sports/Recreation/Exercise Equipment (6)	\$1,834,917	\$2,475,609	\$640,692
Photo Equipment and Supplies (7)	\$455,143	\$615,768	\$160,625
Reading (8)	\$804,196	\$1,087,771	\$283,575
Live Entertainment-for Catered Affairs	\$130,692	\$176,895	\$46,203
Rental of Party Supplies for Catered Affairs	\$183,199	\$247,238	\$64,039

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	\$77,169,938	\$104,266,339	\$27,096,401
Food at Home	\$48,717,755	\$65,865,931	\$17,148,176
Bakery and Cereal Products	\$6,477,326	\$8,760,920	\$2,283,594
Meats, Poultry, Fish, and Eggs	\$10,012,066	\$13,530,241	\$3,518,175
Dairy Products	\$4,943,312	\$6,683,340	\$1,740,028
Fruits and Vegetables	\$8,327,920	\$11,256,742	\$2,928,822
Snacks and Other Food at Home (9)	\$18,957,130	\$25,634,689	\$6,677,559
Food Away from Home	\$28,452,184	\$38,400,408	\$9,948,224
Alcoholic Beverages	\$4,579,658	\$6,196,220	\$1,616,562
Financial			
Value of Stocks/Bonds/Mutual Funds	\$311,618,211	\$422,883,806	\$111,265,595
Value of Retirement Plans	\$1,039,177,987	\$1,410,723,674	\$371,545,687
Value of Other Financial Assets	\$96,217,343	\$130,315,861	\$34,098,518
Vehicle Loan Amount excluding Interest	\$26,355,200	\$35,527,820	\$9,172,620
Value of Credit Card Debt	\$21,267,940	\$28,741,104	\$7,473,164
Health			
Nonprescription Drugs	\$1,356,502	\$1,835,920	\$479,418
Prescription Drugs	\$2,569,961	\$3,496,360	\$926,399
Eyeglasses and Contact Lenses	\$866,922	\$1,174,080	\$307,158
Personal Care Products (10)	\$4,061,635	\$5,485,419	\$1,423,784
Smoking Products	\$2,652,783	\$3,597,677	\$944,894
Home			
Mortgage Payment and Basics (11)	\$102,222,612	\$138,021,962	\$35,799,350
Maintenance and Remodeling Services	\$34,249,346	\$46,311,955	\$12,062,609
Maintenance and Remodeling Materials (12)	\$6,071,112	\$8,203,257	\$2,132,145
Utilities, Fuel, and Public Services	\$39,809,867	\$53,800,444	\$13,990,577

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)	\$793,084	\$1,071,336	\$278,252
Furniture	\$6,321,679	\$8,542,803	\$2,221,124
Rugs	\$272,886	\$369,150	\$96,264
Major Appliances (14)	\$3,661,193	\$4,944,535	\$1,283,342
Housewares (15)	\$645,361	\$872,011	\$226,650
Small Appliances	\$9,303,208	\$12,583,514	\$176,456
Luggage	\$171,225	\$231,468	\$60,243
Telephones and Accessories	\$491,977	\$671,071	\$179,094
Household Operations			
Child Care	\$4,504,685	\$6,075,895	\$1,571,210
Lawn/Garden (16)	\$4,617,055	\$6,256,181	\$1,639,126
Moving/Storage/Freight Express	\$794,670	\$1,072,423	\$277,753
Housekeeping Supplies (17)	\$5,686,690	\$7,689,788	\$2,003,098
Insurance			
Owners and Renters Insurance	\$6,235,602	\$8,434,319	\$2,198,717
Vehicle Insurance	\$15,198,690	\$20,510,592	\$5,311,902
Life/Other Insurance	\$4,853,751	\$6,565,267	\$1,711,516
Health Insurance	\$33,581,897	\$45,435,840	\$11,853,943
Transportation			
Payments on Vehicles excluding Leases	\$21,869,166	\$29,514,926	\$7,645,760
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$24,011,501	\$32,415,906	\$8,404,405
Vehicle Maintenance and Repairs	\$9,268,309	\$12,521,611	\$3,253,302
Travel			
Airline Fares	\$5,950,738	\$8,030,536	\$2,079,798
Lodging on Trips	\$7,665,599	\$10,368,485	\$2,702,886
Auto/Truck Rental on Trips	\$871,908	\$1,176,719	\$304,811
Food and Drink on Trips	\$5,899,107	\$7,972,489	\$2,073,382

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

Middleton Rd
Middleton Rd, Middleton, Idaho, 83644
Ring: 5 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	20.2%	Population	67,313	77,327
Savvy Suburbanites (L1)	14.7%	Households	21,840	25,431
Dreambelt (K5)	13.0%	Families	16,310	18,989
Flourishing Families (H1)	12.5%	Median Age	34.7	35.8
Rural Versatility (E5)	9.0%	Median Household Income	\$74,335	\$83,489

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$44,248,005	\$57,877,308	\$13,629,303
Men's	\$8,618,524	\$11,273,560	\$2,655,036
Women's	\$14,974,013	\$19,587,423	\$4,613,410
Children's	\$6,474,989	\$8,466,605	\$1,991,616
Footwear	\$9,948,664	\$12,998,877	\$3,050,213
Watches & Jewelry	\$3,441,654	\$4,516,344	\$1,074,690
Apparel Products and Services (1)	\$790,161	\$1,034,498	\$244,337
Computer			
Computers and Hardware for Home Use	\$4,087,108	\$5,349,160	\$1,262,052
Portable Memory	\$64,425	\$84,206	\$19,781
Computer Software	\$288,710	\$377,328	\$88,618
Computer Accessories	\$339,969	\$444,518	\$104,549
Education			
Educational Books/Supplies/Other Expenditures	\$1,692,580	\$2,214,850	\$522,270
Other School Supplies	\$1,604,979	\$2,102,070	\$497,091

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	\$73,962,808	\$96,792,139	\$22,829,331
Fees and Admissions	\$17,240,557	\$22,636,517	\$5,395,960
Membership Fees for Clubs (2)	\$5,555,319	\$7,293,393	\$1,738,074
Fees for Participant Sports, excl. Trips	\$3,240,980	\$4,258,589	\$1,017,609
Tickets to Theatre/Operas/Concerts	\$1,994,090	\$2,615,857	\$621,767
Tickets to Movies	\$689,056	\$901,909	\$212,853
Tickets to Parks or Museums	\$793,175	\$1,038,807	\$245,632
Admission to Sporting Events, excl. Trips	\$1,770,363	\$2,326,544	\$556,181
Fees for Recreational Lessons	\$3,179,351	\$4,177,617	\$998,266
Dating Services	\$18,222	\$23,801	\$5,579
TV/Video/Audio	\$22,182,076	\$28,965,482	\$6,783,406
Cable and Satellite Television Services	\$11,478,038	\$14,978,103	\$3,500,065
Televisions	\$2,227,428	\$2,914,077	\$686,649
Satellite Dishes	\$24,169	\$31,364	\$7,195
VCRs, Video Cameras, and DVD Players	\$78,211	\$101,937	\$23,726
Miscellaneous Video Equipment	\$869,939	\$1,127,444	\$257,505
Video Cassettes and DVDs	\$77,208	\$100,549	\$23,341
Video Game Hardware/Accessories	\$843,655	\$1,101,436	\$257,781
Video Game Software	\$394,012	\$514,191	\$120,179
Rental/Streaming/Downloaded Video	\$3,607,285	\$4,717,892	\$1,110,607
Installation of Televisions	\$26,550	\$34,903	\$8,353
Audio (3)	\$2,515,040	\$3,290,760	\$775,720
Rental of TV/VCR/Radio/Sound Equipment	\$4,844	\$6,297	\$1,453
Repair of TV/Radio/Sound Equipment	\$35,697	\$46,531	\$10,834
Pets	\$18,747,256	\$24,503,060	\$5,755,804
Toys/Games/Crafts/Hobbies (4)	\$3,235,289	\$4,232,292	\$997,003
Recreational Vehicles and Fees (5)	\$3,649,189	\$4,792,081	\$1,142,892
Sports/Recreation/Exercise Equipment (6)	\$4,770,507	\$6,240,431	\$1,469,924
Photo Equipment and Supplies (7)	\$1,184,971	\$1,554,475	\$369,504
Reading (8)	\$2,143,821	\$2,805,564	\$661,743
Live Entertainment-for Catered Affairs	\$346,216	\$454,424	\$108,208
Rental of Party Supplies for Catered Affairs	\$462,926	\$607,813	\$144,887

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	\$205,884,064	\$269,015,284	\$63,131,220
Food at Home	\$131,417,312	\$171,660,181	\$40,242,869
Bakery and Cereal Products	\$17,448,357	\$22,805,767	\$5,357,410
Meats, Poultry, Fish, and Eggs	\$27,073,672	\$35,339,405	\$8,265,733
Dairy Products	\$13,351,759	\$17,439,709	\$4,087,950
Fruits and Vegetables	\$22,273,267	\$29,112,789	\$6,839,522
Snacks and Other Food at Home (9)	\$51,270,258	\$66,962,511	\$15,692,253
Food Away from Home	\$74,466,752	\$97,355,103	\$22,888,351
Alcoholic Beverages	\$11,941,530	\$15,650,171	\$3,708,641
Financial			
Value of Stocks/Bonds/Mutual Funds	\$816,287,358	\$1,072,290,344	\$256,002,986
Value of Retirement Plans	\$2,713,142,032	\$3,566,023,561	\$852,881,529
Value of Other Financial Assets	\$245,532,619	\$322,286,431	\$76,753,812
Vehicle Loan Amount excluding Interest	\$67,793,647	\$88,572,865	\$20,779,218
Value of Credit Card Debt	\$55,297,428	\$72,382,162	\$17,084,734
Health			
Nonprescription Drugs	\$3,666,112	\$4,788,656	\$1,122,544
Prescription Drugs	\$7,325,381	\$9,573,329	\$2,247,948
Eyeglasses and Contact Lenses	\$2,315,502	\$3,031,896	\$716,394
Personal Care Products (10)	\$10,773,024	\$14,072,302	\$3,299,278
Smoking Products	\$7,976,263	\$10,350,767	\$2,374,504
Home			
Mortgage Payment and Basics (11)	\$254,392,557	\$333,830,037	\$79,437,480
Maintenance and Remodeling Services	\$86,731,954	\$113,768,476	\$27,036,522
Maintenance and Remodeling Materials (12)	\$15,619,648	\$20,455,090	\$4,835,442
Utilities, Fuel, and Public Services	\$107,390,518	\$140,132,901	\$32,742,383

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)	\$2,109,541	\$2,755,839	\$646,298
Furniture	\$16,314,883	\$21,362,853	\$5,047,970
Rugs	\$703,823	\$923,056	\$219,233
Major Appliances (14)	\$9,520,337	\$12,450,959	\$2,930,622
Housewares (15)	\$1,730,502	\$2,259,731	\$529,229
Small Appliances	\$24,497,288	\$32,066,689	\$413,618
Luggage	\$441,848	\$579,148	\$137,300
Telephones and Accessories	\$1,402,605	\$1,838,064	\$435,459
Household Operations			
Child Care	\$11,077,785	\$14,557,139	\$3,479,354
Lawn/Garden (16)	\$12,287,048	\$16,086,277	\$3,799,229
Moving/Storage/Freight Express	\$2,130,252	\$2,780,796	\$650,544
Housekeeping Supplies (17)	\$15,471,600	\$20,197,082	\$4,725,482
Insurance			
Owners and Renters Insurance	\$16,256,196	\$21,270,406	\$5,014,210
Vehicle Insurance	\$40,499,723	\$52,823,019	\$12,323,296
Life/Other Insurance	\$12,616,680	\$16,531,788	\$3,915,108
Health Insurance	\$89,929,118	\$117,521,940	\$27,592,822
Transportation			
Payments on Vehicles excluding Leases	\$57,212,443	\$74,745,970	\$17,533,527
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$64,399,921	\$83,984,841	\$19,584,920
Vehicle Maintenance and Repairs	\$24,681,107	\$32,234,575	\$7,553,468
Travel			
Airline Fares	\$15,018,833	\$19,701,135	\$4,682,302
Lodging on Trips	\$19,729,485	\$25,883,893	\$6,154,408
Auto/Truck Rental on Trips	\$2,211,358	\$2,898,961	\$687,603
Food and Drink on Trips	\$15,125,962	\$19,831,794	\$4,705,832

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.

