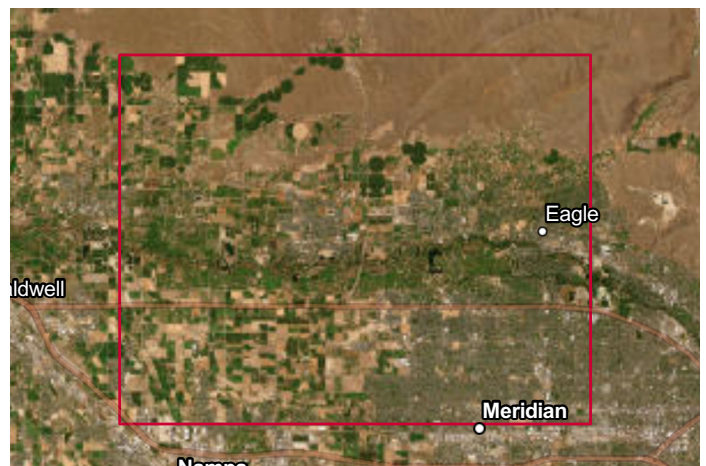
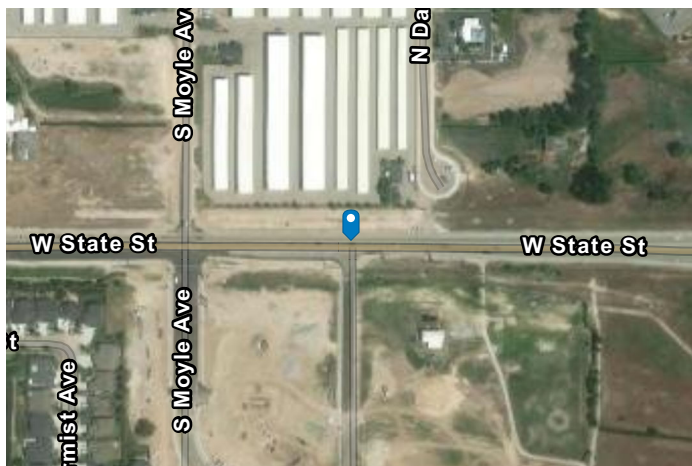
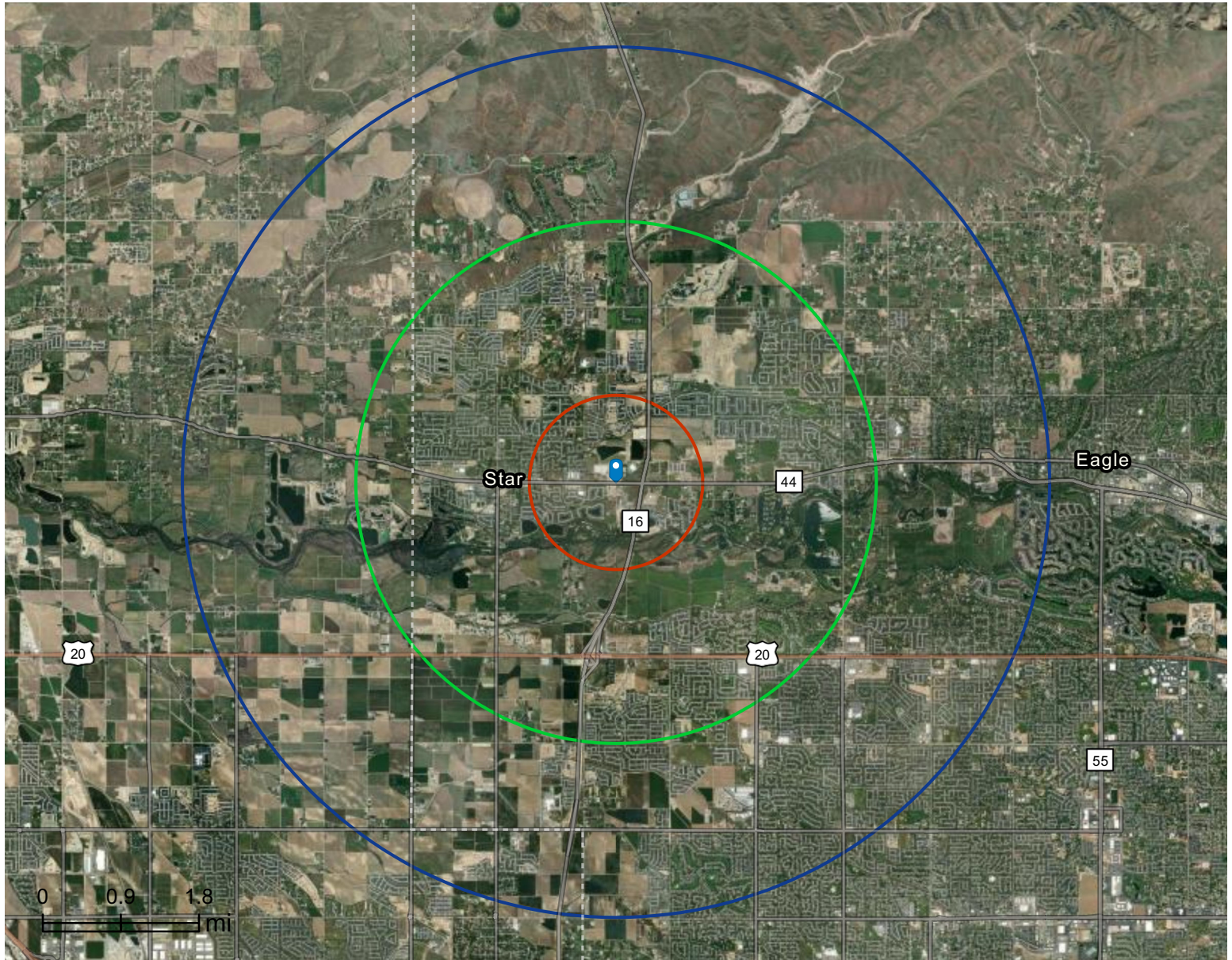


Site Map

8890-9098 W State St
8890-9098 W State St, Star, Idaho, 83669
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.69186
Longitude: -116.46593



Retail Demand Outlook

8890-9098 W State St
8890-9098 W State St, Star, Idaho, 83669
Ring: 1 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Burbs and Beyond (K8)	51.1%	Population	4,180	4,663
Savvy Suburbanites (L1)	25.3%	Households	1,480	1,676
Flourishing Families (H1)	23.1%	Families	1,197	1,353
Top Tier (L3)	0.5%	Median Age	45.2	45.8
	0.0%	Median Household Income	\$93,473	\$106,078

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$3,954,484	\$4,976,730	\$1,022,246
Men's	\$779,621	\$981,216	\$201,595
Women's	\$1,393,011	\$1,754,640	\$361,629
Children's	\$512,043	\$642,311	\$130,268
Footwear	\$855,423	\$1,076,433	\$221,010
Watches & Jewelry	\$340,799	\$429,462	\$88,663
Apparel Products and Services (1)	\$73,588	\$92,668	\$19,080
Computer			
Computers and Hardware for Home Use	\$374,785	\$471,873	\$97,088
Portable Memory	\$5,863	\$7,387	\$1,524
Computer Software	\$25,119	\$31,623	\$6,504
Computer Accessories	\$32,078	\$40,461	\$8,383
Education			
Educational Books/Supplies/Other Expenditures	\$148,871	\$187,129	\$38,258
Other School Supplies	\$147,363	\$185,293	\$37,930

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$7,012,371	\$8,835,071	\$1,822,700
Fees and Admissions	\$1,715,360	\$2,161,914	\$446,554
Membership Fees for Clubs (2)	\$574,112	\$724,144	\$150,032
Fees for Participant Sports, excl. Trips	\$316,024	\$397,563	\$81,539
Tickets to Theatre/Operas/Concerts	\$204,364	\$258,085	\$53,721
Tickets to Movies	\$61,755	\$77,791	\$16,036
Tickets to Parks or Museums	\$73,680	\$92,935	\$19,255
Admission to Sporting Events, excl. Trips	\$165,398	\$207,547	\$42,149
Fees for Recreational Lessons	\$318,488	\$401,912	\$83,424
Dating Services	\$1,539	\$1,938	\$399
TV/Video/Audio	\$2,006,141	\$2,526,335	\$520,194
Cable and Satellite Television Services	\$1,084,315	\$1,367,215	\$282,900
Televisions	\$196,293	\$246,813	\$50,520
Satellite Dishes	\$2,142	\$2,709	\$567
VCRs, Video Cameras, and DVD Players	\$6,341	\$7,966	\$1,625
Miscellaneous Video Equipment	\$54,693	\$68,424	\$13,731
Video Cassettes and DVDs	\$7,274	\$9,197	\$1,923
Video Game Hardware/Accessories	\$67,981	\$85,333	\$17,352
Video Game Software	\$33,531	\$42,236	\$8,705
Rental/Streaming/Downloaded Video	\$313,007	\$393,324	\$80,317
Installation of Televisions	\$3,095	\$3,918	\$823
Audio (3)	\$234,158	\$295,047	\$60,889
Rental of TV/VCR/Radio/Sound Equipment	\$341	\$421	\$80
Repair of TV/Radio/Sound Equipment	\$2,970	\$3,732	\$762
Pets	\$1,780,625	\$2,244,170	\$463,545
Toys/Games/Crafts/Hobbies (4)	\$291,309	\$366,494	\$75,185
Recreational Vehicles and Fees (5)	\$347,950	\$437,488	\$89,538
Sports/Recreation/Exercise Equipment (6)	\$439,500	\$553,387	\$113,887
Photo Equipment and Supplies (7)	\$118,118	\$148,898	\$30,780
Reading (8)	\$229,100	\$289,933	\$60,833
Live Entertainment-for Catered Affairs	\$39,520	\$50,070	\$10,550
Rental of Party Supplies for Catered Affairs	\$44,749	\$56,381	\$11,632

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$18,522,959	\$23,324,257	\$4,801,298
Food at Home	\$11,799,476	\$14,857,113	\$3,057,637
Bakery and Cereal Products	\$1,593,461	\$2,006,659	\$413,198
Meats, Poultry, Fish, and Eggs	\$2,380,667	\$2,997,187	\$616,520
Dairy Products	\$1,205,979	\$1,518,826	\$312,847
Fruits and Vegetables	\$2,053,931	\$2,588,430	\$534,499
Snacks and Other Food at Home (9)	\$4,565,438	\$5,746,011	\$1,180,573
Food Away from Home	\$6,723,482	\$8,467,144	\$1,743,662
Alcoholic Beverages	\$1,193,982	\$1,505,927	\$311,945
Financial			
Value of Stocks/Bonds/Mutual Funds	\$99,394,401	\$125,875,024	\$26,480,623
Value of Retirement Plans	\$302,071,779	\$381,193,440	\$79,121,661
Value of Other Financial Assets	\$25,688,491	\$32,386,113	\$6,697,622
Vehicle Loan Amount excluding Interest	\$5,621,333	\$7,057,689	\$1,436,356
Value of Credit Card Debt	\$5,098,745	\$6,418,667	\$1,319,922
Health			
Nonprescription Drugs	\$336,324	\$423,411	\$87,087
Prescription Drugs	\$684,312	\$860,058	\$175,746
Eyeglasses and Contact Lenses	\$225,880	\$284,620	\$58,740
Personal Care Products (10)	\$942,367	\$1,185,621	\$243,254
Smoking Products	\$611,944	\$767,819	\$155,875
Home			
Mortgage Payment and Basics (11)	\$25,732,263	\$32,446,580	\$6,714,317
Maintenance and Remodeling Services	\$9,097,208	\$11,480,643	\$2,383,435
Maintenance and Remodeling Materials (12)	\$1,459,563	\$1,835,313	\$375,750
Utilities, Fuel, and Public Services	\$9,477,641	\$11,930,194	\$2,452,553

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$189,978	\$239,237	\$49,259
Furniture	\$1,515,466	\$1,907,204	\$391,738
Rugs	\$71,810	\$90,596	\$18,786
Major Appliances (14)	\$880,080	\$1,108,292	\$228,212
Housewares (15)	\$161,119	\$203,192	\$42,073
Small Appliances	\$2,336,451	\$2,943,576	\$30,530
Luggage	\$43,012	\$54,212	\$11,200
Telephones and Accessories	\$136,708	\$171,775	\$35,067
Household Operations			
Child Care	\$1,031,770	\$1,297,373	\$265,603
Lawn/Garden (16)	\$1,244,958	\$1,569,956	\$324,998
Moving/Storage/Freight Express	\$206,799	\$261,561	\$54,762
Housekeeping Supplies (17)	\$1,383,128	\$1,741,303	\$358,175
Insurance			
Owners and Renters Insurance	\$1,498,193	\$1,883,650	\$385,457
Vehicle Insurance	\$3,391,454	\$4,264,319	\$872,865
Life/Other Insurance	\$1,230,833	\$1,550,354	\$319,521
Health Insurance	\$8,368,138	\$10,538,670	\$2,170,532
Transportation			
Payments on Vehicles excluding Leases	\$4,816,191	\$6,048,363	\$1,232,172
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$5,402,579	\$6,793,138	\$1,390,559
Vehicle Maintenance and Repairs	\$2,219,808	\$2,795,209	\$575,401
Travel			
Airline Fares	\$1,544,839	\$1,951,304	\$406,465
Lodging on Trips	\$2,032,572	\$2,564,351	\$531,779
Auto/Truck Rental on Trips	\$214,456	\$270,322	\$55,866
Food and Drink on Trips	\$1,488,333	\$1,876,058	\$387,725

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

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



Retail Demand Outlook

8890-9098 W State St
8890-9098 W State St, Star, Idaho, 83669
Ring: 3 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	28.0%	Population	38,308	42,624
Flourishing Families (H1)	19.3%	Households	13,783	15,571
Boomburbs (H2)	16.3%	Families	11,432	12,884
Burbs and Beyond (K8)	16.2%	Median Age	41.5	42.1
Top Tier (L3)	11.0%	Median Household Income	\$120,730	\$138,533

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$43,576,259	\$54,828,267	\$11,252,008
Men's	\$8,502,703	\$10,700,397	\$2,197,694
Women's	\$14,947,113	\$18,811,161	\$3,864,048
Children's	\$6,148,561	\$7,729,430	\$1,580,869
Footwear	\$9,470,729	\$11,916,606	\$2,445,877
Watches & Jewelry	\$3,696,632	\$4,650,961	\$954,329
Apparel Products and Services (1)	\$810,521	\$1,019,711	\$209,190
Computer			
Computers and Hardware for Home Use	\$4,061,581	\$5,111,359	\$1,049,778
Portable Memory	\$62,369	\$78,499	\$16,130
Computer Software	\$271,601	\$341,878	\$70,277
Computer Accessories	\$335,543	\$422,347	\$86,804
Education			
Educational Books/Supplies/Other Expenditures	\$1,674,449	\$2,106,576	\$432,127
Other School Supplies	\$1,617,383	\$2,035,149	\$417,766

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$75,335,108	\$94,816,868	\$19,481,760
Fees and Admissions	\$18,844,006	\$23,707,477	\$4,863,471
Membership Fees for Clubs (2)	\$6,191,161	\$7,789,711	\$1,598,550
Fees for Participant Sports, excl. Trips	\$3,496,188	\$4,398,995	\$902,807
Tickets to Theatre/Operas/Concerts	\$2,171,772	\$2,733,426	\$561,654
Tickets to Movies	\$684,596	\$861,387	\$176,791
Tickets to Parks or Museums	\$815,742	\$1,026,072	\$210,330
Admission to Sporting Events, excl. Trips	\$1,862,662	\$2,343,779	\$481,117
Fees for Recreational Lessons	\$3,607,064	\$4,535,424	\$928,360
Dating Services	\$14,821	\$18,684	\$3,863
TV/Video/Audio	\$21,320,257	\$26,840,848	\$5,520,591
Cable and Satellite Television Services	\$11,154,234	\$14,046,840	\$2,892,606
Televisions	\$2,143,513	\$2,697,984	\$554,471
Satellite Dishes	\$21,965	\$27,627	\$5,662
VCRs, Video Cameras, and DVD Players	\$70,933	\$89,237	\$18,304
Miscellaneous Video Equipment	\$658,610	\$828,616	\$170,006
Video Cassettes and DVDs	\$72,073	\$90,758	\$18,685
Video Game Hardware/Accessories	\$767,668	\$965,939	\$198,271
Video Game Software	\$361,746	\$455,476	\$93,730
Rental/Streaming/Downloaded Video	\$3,460,398	\$4,354,812	\$894,414
Installation of Televisions	\$30,727	\$38,685	\$7,958
Audio (3)	\$2,543,212	\$3,200,583	\$657,371
Rental of TV/VCR/Radio/Sound Equipment	\$3,580	\$4,515	\$935
Repair of TV/Radio/Sound Equipment	\$31,599	\$39,776	\$8,177
Pets	\$18,751,722	\$23,606,920	\$4,855,198
Toys/Games/Crafts/Hobbies (4)	\$3,190,035	\$4,015,165	\$825,130
Recreational Vehicles and Fees (5)	\$3,939,948	\$4,955,219	\$1,015,271
Sports/Recreation/Exercise Equipment (6)	\$4,834,519	\$6,082,884	\$1,248,365
Photo Equipment and Supplies (7)	\$1,269,734	\$1,598,152	\$328,418
Reading (8)	\$2,294,132	\$2,889,036	\$594,904
Live Entertainment-for Catered Affairs	\$392,308	\$494,278	\$101,970
Rental of Party Supplies for Catered Affairs	\$498,448	\$626,889	\$128,441

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$200,393,610	\$252,189,062	\$51,795,452
Food at Home	\$126,809,844	\$159,608,165	\$32,798,321
Bakery and Cereal Products	\$17,107,424	\$21,532,741	\$4,425,317
Meats, Poultry, Fish, and Eggs	\$25,621,639	\$32,248,382	\$6,626,743
Dairy Products	\$12,908,724	\$16,248,546	\$3,339,822
Fruits and Vegetables	\$21,951,737	\$27,627,459	\$5,675,722
Snacks and Other Food at Home (9)	\$49,220,320	\$61,951,037	\$12,730,717
Food Away from Home	\$73,583,766	\$92,580,897	\$18,997,131
Alcoholic Beverages	\$12,650,742	\$15,921,645	\$3,270,903
Financial			
Value of Stocks/Bonds/Mutual Funds	\$986,176,740	\$1,241,837,313	\$255,660,573
Value of Retirement Plans	\$3,148,888,364	\$3,964,215,878	\$815,327,514
Value of Other Financial Assets	\$268,177,404	\$337,613,823	\$69,436,419
Vehicle Loan Amount excluding Interest	\$63,759,886	\$80,215,445	\$16,455,559
Value of Credit Card Debt	\$55,135,465	\$69,395,520	\$14,260,055
Health			
Nonprescription Drugs	\$3,534,405	\$4,450,313	\$915,908
Prescription Drugs	\$7,161,920	\$9,022,139	\$1,860,219
Eyeglasses and Contact Lenses	\$2,389,408	\$3,008,320	\$618,912
Personal Care Products (10)	\$10,261,565	\$12,914,001	\$2,652,436
Smoking Products	\$6,512,926	\$8,202,274	\$1,689,348
Home			
Mortgage Payment and Basics (11)	\$278,805,930	\$350,799,458	\$71,993,528
Maintenance and Remodeling Services	\$95,699,648	\$120,457,404	\$24,757,756
Maintenance and Remodeling Materials (12)	\$16,128,386	\$20,296,158	\$4,167,772
Utilities, Fuel, and Public Services	\$101,690,327	\$128,009,807	\$26,319,480

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$2,047,813	\$2,577,337	\$529,524
Furniture	\$16,466,573	\$20,722,278	\$4,255,705
Rugs	\$758,770	\$955,032	\$196,262
Major Appliances (14)	\$9,530,191	\$11,993,658	\$2,463,467
Housewares (15)	\$1,685,980	\$2,122,448	\$436,468
Small Appliances	\$24,897,793	\$31,339,486	\$326,121
Luggage	\$463,201	\$582,893	\$119,692
Telephones and Accessories	\$1,439,967	\$1,813,301	\$373,334
Household Operations			
Child Care	\$11,919,641	\$14,990,346	\$3,070,705
Lawn/Garden (16)	\$12,989,223	\$16,353,826	\$3,364,603
Moving/Storage/Freight Express	\$2,101,815	\$2,645,967	\$544,152
Housekeeping Supplies (17)	\$14,836,638	\$18,675,742	\$3,839,104
Insurance			
Owners and Renters Insurance	\$16,260,169	\$20,466,926	\$4,206,757
Vehicle Insurance	\$37,079,001	\$46,667,679	\$9,588,678
Life/Other Insurance	\$13,306,929	\$16,745,763	\$3,438,834
Health Insurance	\$88,566,510	\$111,504,635	\$22,938,125
Transportation			
Payments on Vehicles excluding Leases	\$53,873,688	\$67,794,189	\$13,920,501
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$58,979,442	\$74,225,745	\$15,246,303
Vehicle Maintenance and Repairs	\$23,733,502	\$29,876,036	\$6,142,534
Travel			
Airline Fares	\$16,511,759	\$20,774,647	\$4,262,888
Lodging on Trips	\$21,673,933	\$27,275,842	\$5,601,909
Auto/Truck Rental on Trips	\$2,330,901	\$2,932,968	\$602,067
Food and Drink on Trips	\$16,038,013	\$20,181,423	\$4,143,410

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

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



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

Retail Demand Outlook

8890-9098 W State St
8890-9098 W State St, Star, Idaho, 83669
Ring: 5 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	24.4%	Population	89,166	97,758
Savvy Suburbanites (L1)	18.5%	Households	31,050	34,632
Flourishing Families (H1)	17.8%	Families	25,342	28,190
Top Tier (L3)	13.9%	Median Age	40.3	40.8
Professional Pride (L2)	11.5%	Median Household Income	\$121,994	\$138,718

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$102,336,078	\$126,474,355	\$24,138,277
Men's	\$19,831,838	\$24,517,409	\$4,685,571
Women's	\$34,757,493	\$42,966,449	\$8,208,956
Children's	\$14,892,627	\$18,390,774	\$3,498,147
Footwear	\$22,413,951	\$27,698,821	\$5,284,870
Watches & Jewelry	\$8,552,495	\$10,568,934	\$2,016,439
Apparel Products and Services (1)	\$1,887,674	\$2,331,967	\$444,293
Computer			
Computers and Hardware for Home Use	\$9,482,894	\$11,723,407	\$2,240,513
Portable Memory	\$146,824	\$181,422	\$34,598
Computer Software	\$642,917	\$794,675	\$151,758
Computer Accessories	\$783,052	\$967,759	\$184,707
Education			
Educational Books/Supplies/Other Expenditures	\$3,931,319	\$4,859,657	\$928,338
Other School Supplies	\$3,789,657	\$4,685,590	\$895,933

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$175,274,094	\$216,644,254	\$41,370,160
Fees and Admissions	\$43,790,334	\$54,105,791	\$10,315,457
Membership Fees for Clubs (2)	\$14,248,045	\$17,602,420	\$3,354,375
Fees for Participant Sports, excl. Trips	\$8,156,965	\$10,086,959	\$1,929,994
Tickets to Theatre/Operas/Concerts	\$4,984,085	\$6,158,388	\$1,174,303
Tickets to Movies	\$1,615,664	\$1,996,581	\$380,917
Tickets to Parks or Museums	\$1,937,009	\$2,391,223	\$454,214
Admission to Sporting Events, excl. Trips	\$4,360,837	\$5,395,650	\$1,034,813
Fees for Recreational Lessons	\$8,454,112	\$10,432,879	\$1,978,767
Dating Services	\$33,616	\$41,692	\$8,076
TV/Video/Audio	\$49,670,886	\$61,422,471	\$11,751,585
Cable and Satellite Television Services	\$25,651,849	\$31,722,907	\$6,071,058
Televisions	\$5,041,176	\$6,236,034	\$1,194,858
Satellite Dishes	\$53,237	\$65,677	\$12,440
VCRs, Video Cameras, and DVD Players	\$170,276	\$210,421	\$40,145
Miscellaneous Video Equipment	\$1,632,409	\$2,019,551	\$387,142
Video Cassettes and DVDs	\$167,893	\$207,392	\$39,499
Video Game Hardware/Accessories	\$1,833,206	\$2,266,557	\$433,351
Video Game Software	\$845,422	\$1,045,382	\$199,960
Rental/Streaming/Downloaded Video	\$8,182,782	\$10,120,116	\$1,937,334
Installation of Televisions	\$68,611	\$84,802	\$16,191
Audio (3)	\$5,940,579	\$7,340,296	\$1,399,717
Rental of TV/VCR/Radio/Sound Equipment	\$8,040	\$10,045	\$2,005
Repair of TV/Radio/Sound Equipment	\$75,407	\$93,292	\$17,885
Pets	\$43,423,203	\$53,681,296	\$10,258,093
Toys/Games/Crafts/Hobbies (4)	\$7,471,955	\$9,238,638	\$1,766,683
Recreational Vehicles and Fees (5)	\$9,311,871	\$11,502,990	\$2,191,119
Sports/Recreation/Exercise Equipment (6)	\$11,437,389	\$14,127,412	\$2,690,023
Photo Equipment and Supplies (7)	\$2,918,750	\$3,608,254	\$689,504
Reading (8)	\$5,212,030	\$6,439,768	\$1,227,738
Live Entertainment-for Catered Affairs	\$871,642	\$1,077,452	\$205,810
Rental of Party Supplies for Catered Affairs	\$1,166,034	\$1,440,183	\$274,149

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$468,643,465	\$579,235,323	\$110,591,858
Food at Home	\$296,022,630	\$365,934,077	\$69,911,447
Bakery and Cereal Products	\$39,794,169	\$49,194,420	\$9,400,251
Meats, Poultry, Fish, and Eggs	\$59,936,278	\$74,091,244	\$14,154,966
Dairy Products	\$30,128,077	\$37,241,625	\$7,113,548
Fruits and Vegetables	\$51,099,408	\$63,150,849	\$12,051,441
Snacks and Other Food at Home (9)	\$115,064,699	\$142,255,940	\$27,191,241
Food Away from Home	\$172,620,835	\$213,301,245	\$40,680,410
Alcoholic Beverages	\$29,100,950	\$35,968,377	\$6,867,427
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,195,226,340	\$2,712,637,973	\$517,411,633
Value of Retirement Plans	\$7,112,495,829	\$8,793,920,020	\$1,681,424,191
Value of Other Financial Assets	\$612,793,851	\$758,112,916	\$145,319,065
Vehicle Loan Amount excluding Interest	\$152,278,452	\$188,249,194	\$35,970,742
Value of Credit Card Debt	\$128,560,273	\$158,961,944	\$30,401,671
Health			
Nonprescription Drugs	\$8,217,689	\$10,166,803	\$1,949,114
Prescription Drugs	\$16,402,126	\$20,311,120	\$3,908,994
Eyeglasses and Contact Lenses	\$5,505,180	\$6,807,252	\$1,302,072
Personal Care Products (10)	\$24,129,485	\$29,832,811	\$5,703,326
Smoking Products	\$15,387,223	\$19,042,661	\$3,655,438
Home			
Mortgage Payment and Basics (11)	\$646,347,061	\$798,662,314	\$152,315,253
Maintenance and Remodeling Services	\$219,830,474	\$271,716,246	\$51,885,772
Maintenance and Remodeling Materials (12)	\$37,991,074	\$46,957,713	\$8,966,639
Utilities, Fuel, and Public Services	\$237,606,792	\$293,803,025	\$56,196,233

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$4,784,050	\$5,913,947	\$1,129,897
Furniture	\$38,485,751	\$47,586,351	\$9,100,600
Rugs	\$1,740,727	\$2,151,897	\$411,170
Major Appliances (14)	\$22,246,736	\$27,501,546	\$5,254,810
Housewares (15)	\$3,919,399	\$4,845,065	\$925,666
Small Appliances	\$57,838,936	\$71,503,303	\$701,857
Luggage	\$1,072,243	\$1,325,290	\$253,047
Telephones and Accessories	\$3,272,875	\$4,053,127	\$780,252
Household Operations			
Child Care	\$27,994,915	\$34,588,873	\$6,593,958
Lawn/Garden (16)	\$29,793,800	\$36,833,881	\$7,040,081
Moving/Storage/Freight Express	\$4,846,682	\$5,987,043	\$1,140,361
Housekeeping Supplies (17)	\$34,605,525	\$42,784,843	\$8,179,318
Insurance			
Owners and Renters Insurance	\$37,966,300	\$46,968,127	\$9,001,827
Vehicle Insurance	\$87,638,415	\$108,370,617	\$20,732,202
Life/Other Insurance	\$30,867,081	\$38,154,702	\$7,287,621
Health Insurance	\$205,514,766	\$254,166,355	\$48,651,589
Transportation			
Payments on Vehicles excluding Leases	\$127,772,171	\$158,007,959	\$30,235,788
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$139,650,962	\$172,651,923	\$33,000,961
Vehicle Maintenance and Repairs	\$55,576,350	\$68,713,041	\$13,136,691
Travel			
Airline Fares	\$38,116,873	\$47,072,023	\$8,955,150
Lodging on Trips	\$49,830,272	\$61,572,332	\$11,742,060
Auto/Truck Rental on Trips	\$5,438,919	\$6,720,380	\$1,281,461
Food and Drink on Trips	\$37,259,059	\$46,039,714	\$8,780,655

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

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

