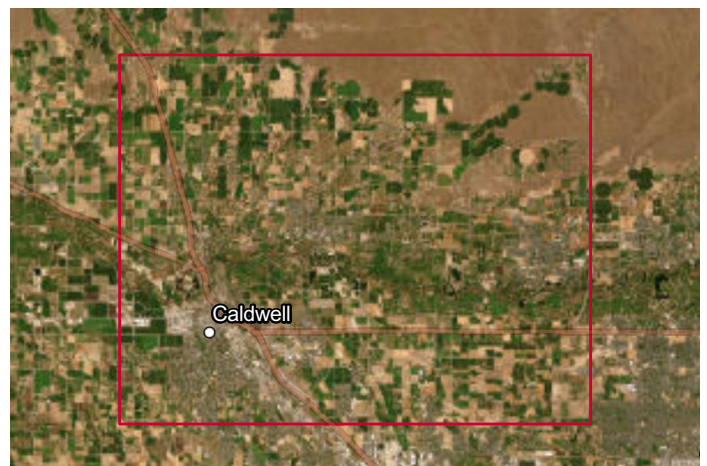
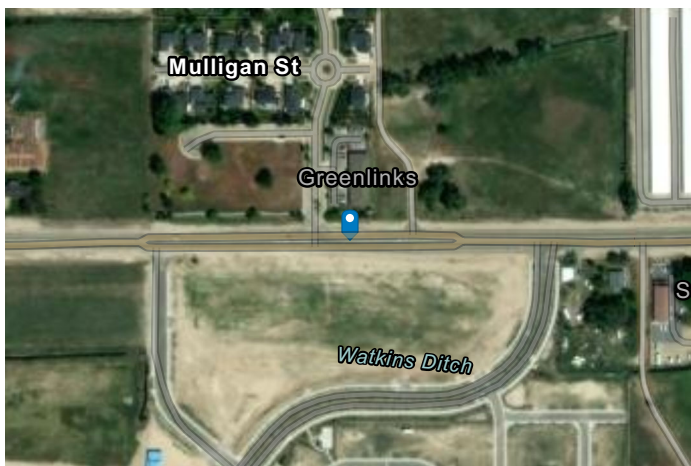
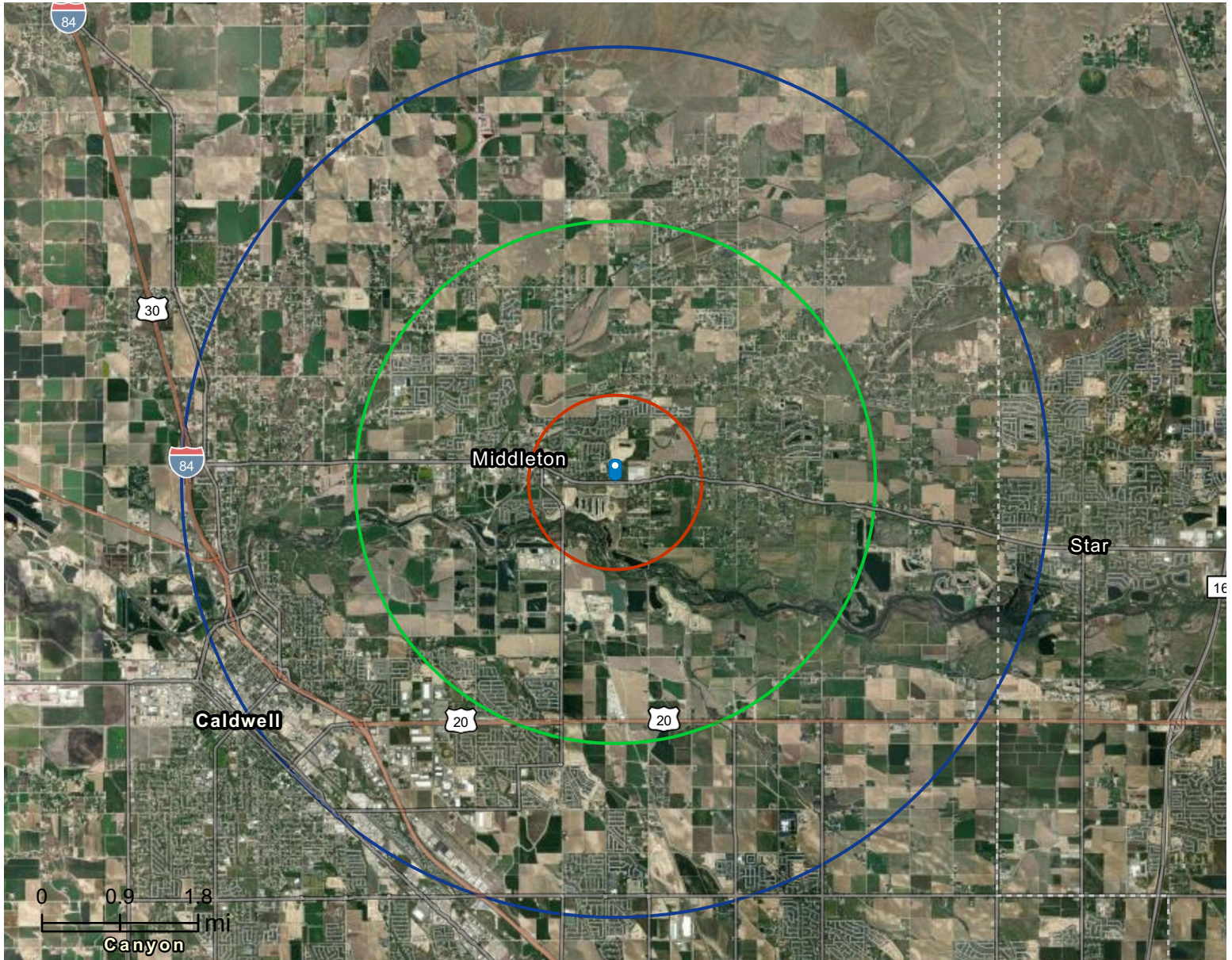


Site Map

Highway
Highway 44, Middleton, Idaho, 83644
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.70290
Longitude: -116.60093



Retail Demand Outlook


Highway
Highway 44, Middleton, Idaho, 83644
Ring: 1 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	51.8%	Population	3,877	4,641
Dreambelt (K5)	41.4%	Households	1,362	1,669
Flourishing Families (H1)	6.6%	Families	1,028	1,255
Savvy Suburbanites (L1)	0.1%	Median Age	33.9	35.0
Up and Coming Families (G2)	0.1%	Median Household Income	\$69,646	\$78,287


	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$2,446,070	\$3,370,253	\$924,183
Men's	\$465,809	\$643,040	\$177,231
Women's	\$817,261	\$1,129,122	\$311,861
Children's	\$370,555	\$506,926	\$136,371
Footwear	\$554,725	\$762,762	\$208,037
Watches & Jewelry	\$195,057	\$269,506	\$74,449
Apparel Products and Services (1)	\$42,664	\$58,897	\$16,233
Computer			
Computers and Hardware for Home Use	\$226,841	\$312,981	\$86,140
Portable Memory	\$3,551	\$4,901	\$1,350
Computer Software	\$16,236	\$22,355	\$6,119
Computer Accessories	\$19,138	\$26,414	\$7,276
Education			
Educational Books/Supplies/Other Expenditures	\$91,951	\$126,748	\$34,797
Other School Supplies	\$87,890	\$121,298	\$33,408

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	\$4,098,015	\$5,656,337	\$1,558,322
Fees and Admissions	\$1,020,231	\$1,405,539	\$385,308
Membership Fees for Clubs (2)	\$316,318	\$437,271	\$120,953
Fees for Participant Sports, excl. Trips	\$191,178	\$263,308	\$72,130
Tickets to Theatre/Operas/Concerts	\$117,747	\$162,541	\$44,794
Tickets to Movies	\$40,999	\$56,261	\$15,262
Tickets to Parks or Museums	\$49,676	\$68,071	\$18,395
Admission to Sporting Events, excl. Trips	\$98,320	\$135,609	\$37,289
Fees for Recreational Lessons	\$205,082	\$281,207	\$76,125
Dating Services	\$910	\$1,271	\$361
TV/Video/Audio	\$1,174,033	\$1,621,832	\$447,799
Cable and Satellite Television Services	\$586,753	\$813,872	\$227,119
Televisions	\$123,378	\$169,917	\$46,539
Satellite Dishes	\$1,446	\$1,977	\$531
VCRs, Video Cameras, and DVD Players	\$4,192	\$5,757	\$1,565
Miscellaneous Video Equipment	\$44,314	\$60,225	\$15,911
Video Cassettes and DVDs	\$4,240	\$5,861	\$1,621
Video Game Hardware/Accessories	\$45,275	\$62,261	\$16,986
Video Game Software	\$21,505	\$29,654	\$8,149
Rental/Streaming/Downloaded Video	\$198,340	\$272,965	\$74,625
Installation of Televisions	\$1,590	\$2,213	\$623
Audio (3)	\$141,027	\$194,403	\$53,376
Rental of TV/VCR/Radio/Sound Equipment	\$132	\$193	\$61
Repair of TV/Radio/Sound Equipment	\$1,840	\$2,534	\$694
Pets	\$1,003,450	\$1,388,307	\$384,857
Toys/Games/Crafts/Hobbies (4)	\$178,546	\$246,185	\$67,639
Recreational Vehicles and Fees (5)	\$213,194	\$293,180	\$79,986
Sports/Recreation/Exercise Equipment (6)	\$271,152	\$372,761	\$101,609
Photo Equipment and Supplies (7)	\$67,263	\$92,999	\$25,736
Reading (8)	\$122,212	\$169,310	\$47,098
Live Entertainment-for Catered Affairs	\$20,280	\$28,164	\$7,884
Rental of Party Supplies for Catered Affairs	\$27,655	\$38,058	\$10,403

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	\$11,092,452	\$15,307,079	\$4,214,627
Food at Home	\$6,985,613	\$9,649,963	\$2,664,350
Bakery and Cereal Products	\$931,091	\$1,287,044	\$355,953
Meats, Poultry, Fish, and Eggs	\$1,424,024	\$1,966,426	\$542,402
Dairy Products	\$711,646	\$983,117	\$271,471
Fruits and Vegetables	\$1,209,289	\$1,670,630	\$461,341
Snacks and Other Food at Home (9)	\$2,709,563	\$3,742,745	\$1,033,182
Food Away from Home	\$4,106,840	\$5,657,117	\$1,550,277
Alcoholic Beverages	\$665,707	\$920,973	\$255,266
Financial			
Value of Stocks/Bonds/Mutual Funds	\$46,346,536	\$64,519,872	\$18,173,336
Value of Retirement Plans	\$148,889,840	\$206,934,672	\$58,044,832
Value of Other Financial Assets	\$13,715,461	\$18,981,502	\$5,266,041
Vehicle Loan Amount excluding Interest	\$3,677,876	\$5,049,998	\$1,372,122
Value of Credit Card Debt	\$3,068,061	\$4,234,146	\$1,166,085
Health			
Nonprescription Drugs	\$192,614	\$266,288	\$73,674
Prescription Drugs	\$349,020	\$486,080	\$137,060
Eyeglasses and Contact Lenses	\$124,986	\$173,057	\$48,071
Personal Care Products (10)	\$578,635	\$797,607	\$218,972
Smoking Products	\$357,798	\$496,253	\$138,455
Home			
Mortgage Payment and Basics (11)	\$15,052,943	\$20,744,659	\$5,691,716
Maintenance and Remodeling Services	\$4,997,377	\$6,905,027	\$1,907,650
Maintenance and Remodeling Materials (12)	\$871,152	\$1,199,246	\$328,094
Utilities, Fuel, and Public Services	\$5,611,198	\$7,747,199	\$2,136,001

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)	\$113,273	\$156,275	\$43,002
Furniture	\$902,161	\$1,244,110	\$341,949
Rugs	\$40,255	\$55,667	\$15,412
Major Appliances (14)	\$526,722	\$726,113	\$199,391
Housewares (15)	\$93,824	\$129,550	\$35,726
Small Appliances	\$1,348,767	\$1,863,649	\$27,840
Luggage	\$25,045	\$34,591	\$9,546
Telephones and Accessories	\$67,225	\$93,932	\$26,707
Household Operations			
Child Care	\$663,638	\$912,423	\$248,785
Lawn/Garden (16)	\$655,829	\$909,151	\$253,322
Moving/Storage/Freight Express	\$120,275	\$166,111	\$45,836
Housekeeping Supplies (17)	\$810,828	\$1,120,190	\$309,362
Insurance			
Owners and Renters Insurance	\$867,802	\$1,197,508	\$329,706
Vehicle Insurance	\$2,132,053	\$2,935,949	\$803,896
Life/Other Insurance	\$700,609	\$967,511	\$266,902
Health Insurance	\$4,755,897	\$6,575,442	\$1,819,545
Transportation			
Payments on Vehicles excluding Leases	\$3,068,601	\$4,221,130	\$1,152,529
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$3,385,514	\$4,663,739	\$1,278,225
Vehicle Maintenance and Repairs	\$1,334,631	\$1,841,149	\$506,518
Travel			
Airline Fares	\$897,584	\$1,237,643	\$340,059
Lodging on Trips	\$1,123,799	\$1,553,582	\$429,783
Auto/Truck Rental on Trips	\$129,223	\$177,951	\$48,728
Food and Drink on Trips	\$865,312	\$1,194,222	\$328,910

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

Highway
Highway 44, Middleton, Idaho, 83644
Ring: 3 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Dreambelt (K5)	26.7%	Population	20,711	24,902
Flourishing Families (H1)	23.2%	Households	6,627	8,079
Boomburbs (H2)	20.9%	Families	5,175	6,294
Up and Coming Families (G2)	16.0%	Median Age	36.1	36.9
Savvy Suburbanites (L1)	13.2%	Median Household Income	\$84,164	\$95,429

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$14,516,192	\$19,832,025	\$5,315,833
Men's	\$2,805,380	\$3,836,622	\$1,031,242
Women's	\$4,913,202	\$6,720,681	\$1,807,479
Children's	\$2,138,239	\$2,912,338	\$774,099
Footwear	\$3,240,196	\$4,420,771	\$1,180,575
Watches & Jewelry	\$1,161,913	\$1,589,813	\$427,900
Apparel Products and Services (1)	\$257,261	\$351,800	\$94,539
Computer			
Computers and Hardware for Home Use	\$1,354,733	\$1,851,845	\$497,112
Portable Memory	\$20,877	\$28,543	\$7,666
Computer Software	\$94,174	\$128,557	\$34,383
Computer Accessories	\$111,228	\$152,037	\$40,809
Education			
Educational Books/Supplies/Other Expenditures	\$556,947	\$761,289	\$204,342
Other School Supplies	\$528,519	\$723,765	\$195,246

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	\$24,427,110	\$33,400,189	\$8,973,079
Fees and Admissions	\$5,966,491	\$8,148,380	\$2,181,889
Membership Fees for Clubs (2)	\$1,902,371	\$2,601,877	\$699,506
Fees for Participant Sports, excl. Trips	\$1,125,931	\$1,539,996	\$414,065
Tickets to Theatre/Operas/Concerts	\$684,031	\$933,576	\$249,545
Tickets to Movies	\$232,637	\$316,854	\$84,217
Tickets to Parks or Museums	\$273,218	\$371,663	\$98,445
Admission to Sporting Events, excl. Trips	\$604,057	\$828,007	\$223,950
Fees for Recreational Lessons	\$1,138,691	\$1,548,770	\$410,079
Dating Services	\$5,555	\$7,635	\$2,080
TV/Video/Audio	\$7,121,690	\$9,741,792	\$2,620,102
Cable and Satellite Television Services	\$3,626,000	\$4,968,077	\$1,342,077
Televisions	\$736,087	\$1,006,057	\$269,970
Satellite Dishes	\$7,602	\$10,344	\$2,742
VCRs, Video Cameras, and DVD Players	\$24,527	\$33,502	\$8,975
Miscellaneous Video Equipment	\$271,464	\$368,096	\$96,632
Video Cassettes and DVDs	\$23,819	\$32,567	\$8,748
Video Game Hardware/Accessories	\$268,263	\$366,528	\$98,265
Video Game Software	\$125,439	\$171,138	\$45,699
Rental/Streaming/Downloaded Video	\$1,183,175	\$1,617,389	\$434,214
Installation of Televisions	\$9,569	\$13,094	\$3,525
Audio (3)	\$833,283	\$1,137,886	\$304,603
Rental of TV/VCR/Radio/Sound Equipment	\$1,222	\$1,730	\$508
Repair of TV/Radio/Sound Equipment	\$11,239	\$15,385	\$4,146
Pets	\$6,060,124	\$8,296,205	\$2,236,081
Toys/Games/Crafts/Hobbies (4)	\$1,057,797	\$1,446,308	\$388,511
Recreational Vehicles and Fees (5)	\$1,256,248	\$1,717,540	\$461,292
Sports/Recreation/Exercise Equipment (6)	\$1,571,356	\$2,145,815	\$574,459
Photo Equipment and Supplies (7)	\$400,184	\$547,395	\$147,211
Reading (8)	\$715,699	\$977,846	\$262,147
Live Entertainment-for Catered Affairs	\$119,092	\$162,598	\$43,506
Rental of Party Supplies for Catered Affairs	\$158,428	\$216,310	\$57,882

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	\$66,513,287	\$90,926,713	\$24,413,426
Food at Home	\$42,125,119	\$57,620,704	\$15,495,585
Bakery and Cereal Products	\$5,624,378	\$7,695,405	\$2,071,027
Meats, Poultry, Fish, and Eggs	\$8,623,242	\$11,790,565	\$3,167,323
Dairy Products	\$4,279,999	\$5,854,042	\$1,574,043
Fruits and Vegetables	\$7,225,107	\$9,878,197	\$2,653,090
Snacks and Other Food at Home (9)	\$16,372,392	\$22,402,494	\$6,030,102
Food Away from Home	\$24,388,168	\$33,306,009	\$8,917,841
Alcoholic Beverages	\$4,009,542	\$5,485,447	\$1,475,905
Financial			
Value of Stocks/Bonds/Mutual Funds	\$283,255,972	\$387,996,269	\$104,740,297
Value of Retirement Plans	\$929,600,394	\$1,275,313,167	\$345,712,773
Value of Other Financial Assets	\$84,017,035	\$115,116,946	\$31,099,911
Vehicle Loan Amount excluding Interest	\$22,120,800	\$30,200,418	\$8,079,618
Value of Credit Card Debt	\$18,360,374	\$25,104,153	\$6,743,779
Health			
Nonprescription Drugs	\$1,172,653	\$1,606,256	\$433,603
Prescription Drugs	\$2,270,321	\$3,125,241	\$854,920
Eyeglasses and Contact Lenses	\$760,645	\$1,041,801	\$281,156
Personal Care Products (10)	\$3,473,618	\$4,748,277	\$1,274,659
Smoking Products	\$2,281,563	\$3,133,471	\$851,908
Home			
Mortgage Payment and Basics (11)	\$88,509,182	\$120,881,517	\$32,372,335
Maintenance and Remodeling Services	\$29,916,446	\$40,907,642	\$10,991,196
Maintenance and Remodeling Materials (12)	\$5,201,246	\$7,115,657	\$1,914,411
Utilities, Fuel, and Public Services	\$34,222,736	\$46,798,975	\$12,576,239

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)	\$682,188	\$932,412	\$250,224
Furniture	\$5,428,598	\$7,424,944	\$1,996,346
Rugs	\$239,464	\$327,531	\$88,067
Major Appliances (14)	\$3,147,218	\$4,300,884	\$1,153,666
Housewares (15)	\$558,202	\$762,974	\$204,772
Small Appliances	\$8,084,387	\$11,062,356	\$157,675
Luggage	\$149,073	\$203,816	\$54,743
Telephones and Accessories	\$440,291	\$607,565	\$167,274
Household Operations			
Child Care	\$3,871,259	\$5,283,106	\$1,411,847
Lawn/Garden (16)	\$4,058,726	\$5,561,194	\$1,502,468
Moving/Storage/Freight Express	\$693,860	\$946,345	\$252,485
Housekeeping Supplies (17)	\$4,916,141	\$6,726,155	\$1,810,014
Insurance			
Owners and Renters Insurance	\$5,343,330	\$7,317,611	\$1,974,281
Vehicle Insurance	\$12,894,001	\$17,614,626	\$4,720,625
Life/Other Insurance	\$4,215,498	\$5,768,922	\$1,553,424
Health Insurance	\$29,085,456	\$39,815,999	\$10,730,543
Transportation			
Payments on Vehicles excluding Leases	\$18,512,002	\$25,299,529	\$6,787,527
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$20,399,986	\$27,881,531	\$7,481,545
Vehicle Maintenance and Repairs	\$7,973,830	\$10,901,024	\$2,927,194
Travel			
Airline Fares	\$5,194,111	\$7,085,600	\$1,891,489
Lodging on Trips	\$6,725,215	\$9,197,111	\$2,471,896
Auto/Truck Rental on Trips	\$752,875	\$1,027,865	\$274,990
Food and Drink on Trips	\$5,124,834	\$7,005,840	\$1,881,006

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

Highway
Highway 44, Middleton, Idaho, 83644
Ring: 5 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	27.9%	Population	58,639	67,861
Savvy Suburbanites (L1)	17.7%	Households	18,984	22,260
Dreambelt (K5)	15.0%	Families	14,758	17,277
Flourishing Families (H1)	13.5%	Median Age	35.4	36.3
Up and Coming Families (G2)	9.0%	Median Household Income	\$81,312	\$91,450

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$41,330,007	\$54,140,866	\$12,810,859
Men's	\$8,007,087	\$10,492,866	\$2,485,779
Women's	\$13,932,236	\$18,261,930	\$4,329,694
Children's	\$6,131,618	\$8,021,960	\$1,890,342
Footwear	\$9,275,382	\$12,133,677	\$2,858,295
Watches & Jewelry	\$3,248,130	\$4,266,101	\$1,017,971
Apparel Products and Services (1)	\$735,553	\$964,333	\$228,780
Computer			
Computers and Hardware for Home Use	\$3,821,819	\$5,009,615	\$1,187,796
Portable Memory	\$59,214	\$77,563	\$18,349
Computer Software	\$265,904	\$348,135	\$82,231
Computer Accessories	\$314,815	\$412,242	\$97,427
Education			
Educational Books/Supplies/Other Expenditures	\$1,581,520	\$2,073,506	\$491,986
Other School Supplies	\$1,503,283	\$1,972,906	\$469,623

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	\$69,472,254	\$91,071,574	\$21,599,320
Fees and Admissions	\$16,617,408	\$21,817,693	\$5,200,285
Membership Fees for Clubs (2)	\$5,311,426	\$6,976,987	\$1,665,561
Fees for Participant Sports, excl. Trips	\$3,137,923	\$4,124,741	\$986,818
Tickets to Theatre/Operas/Concerts	\$1,898,678	\$2,490,550	\$591,872
Tickets to Movies	\$654,122	\$856,208	\$202,086
Tickets to Parks or Museums	\$764,063	\$999,811	\$235,748
Admission to Sporting Events, excl. Trips	\$1,699,348	\$2,236,449	\$537,101
Fees for Recreational Lessons	\$3,136,632	\$4,113,000	\$976,368
Dating Services	\$15,216	\$19,947	\$4,731
TV/Video/Audio	\$20,521,107	\$26,865,284	\$6,344,177
Cable and Satellite Television Services	\$10,501,873	\$13,751,072	\$3,249,199
Televisions	\$2,088,468	\$2,736,955	\$648,487
Satellite Dishes	\$22,440	\$29,174	\$6,734
VCRs, Video Cameras, and DVD Players	\$71,973	\$94,088	\$22,115
Miscellaneous Video Equipment	\$832,764	\$1,079,569	\$246,805
Video Cassettes and DVDs	\$68,692	\$89,717	\$21,025
Video Game Hardware/Accessories	\$773,716	\$1,012,678	\$238,962
Video Game Software	\$355,733	\$465,324	\$109,591
Rental/Streaming/Downloaded Video	\$3,380,875	\$4,429,952	\$1,049,077
Installation of Televisions	\$25,559	\$33,595	\$8,036
Audio (3)	\$2,362,422	\$3,095,236	\$732,814
Rental of TV/VCR/Radio/Sound Equipment	\$3,827	\$5,071	\$1,244
Repair of TV/Radio/Sound Equipment	\$32,766	\$42,853	\$10,087
Pets	\$17,388,790	\$22,787,179	\$5,398,389
Toys/Games/Crafts/Hobbies (4)	\$3,014,717	\$3,952,409	\$937,692
Recreational Vehicles and Fees (5)	\$3,535,506	\$4,645,413	\$1,109,907
Sports/Recreation/Exercise Equipment (6)	\$4,506,939	\$5,904,871	\$1,397,932
Photo Equipment and Supplies (7)	\$1,116,423	\$1,466,421	\$349,998
Reading (8)	\$2,000,697	\$2,621,351	\$620,654
Live Entertainment-for Catered Affairs	\$327,121	\$429,173	\$102,052
Rental of Party Supplies for Catered Affairs	\$443,545	\$581,781	\$138,236

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	\$190,818,446	\$249,830,897	\$59,012,451
Food at Home	\$121,083,284	\$158,542,855	\$37,459,571
Bakery and Cereal Products	\$16,099,356	\$21,093,180	\$4,993,824
Meats, Poultry, Fish, and Eggs	\$24,886,566	\$32,561,907	\$7,675,341
Dairy Products	\$12,302,721	\$16,108,524	\$3,805,803
Fruits and Vegetables	\$20,605,903	\$26,983,591	\$6,377,688
Snacks and Other Food at Home (9)	\$47,188,737	\$61,795,654	\$14,606,917
Food Away from Home	\$69,735,162	\$91,288,042	\$21,552,880
Alcoholic Beverages	\$11,260,016	\$14,773,854	\$3,513,838
Financial			
Value of Stocks/Bonds/Mutual Funds	\$782,313,691	\$1,028,594,990	\$246,281,299
Value of Retirement Plans	\$2,601,000,579	\$3,423,629,255	\$822,628,676
Value of Other Financial Assets	\$235,749,860	\$309,872,858	\$74,122,998
Vehicle Loan Amount excluding Interest	\$63,885,211	\$83,611,794	\$19,726,583
Value of Credit Card Debt	\$51,941,883	\$68,095,487	\$16,153,604
Health			
Nonprescription Drugs	\$3,389,373	\$4,440,486	\$1,051,113
Prescription Drugs	\$6,656,080	\$8,744,822	\$2,088,742
Eyeglasses and Contact Lenses	\$2,162,666	\$2,838,239	\$675,573
Personal Care Products (10)	\$9,992,311	\$13,079,412	\$3,087,101
Smoking Products	\$6,936,871	\$9,061,380	\$2,124,509
Home			
Mortgage Payment and Basics (11)	\$247,432,767	\$324,705,586	\$77,272,819
Maintenance and Remodeling Services	\$83,844,851	\$110,063,733	\$26,218,882
Maintenance and Remodeling Materials (12)	\$15,009,266	\$19,688,187	\$4,678,921
Utilities, Fuel, and Public Services	\$99,200,515	\$129,799,212	\$30,598,697

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)	\$1,962,027	\$2,567,864	\$605,837
Furniture	\$15,402,724	\$20,200,254	\$4,797,530
Rugs	\$667,959	\$876,918	\$208,959
Major Appliances (14)	\$8,995,411	\$11,783,018	\$2,787,607
Housewares (15)	\$1,600,915	\$2,094,873	\$493,958
Small Appliances	\$22,961,755	\$30,109,799	\$382,758
Luggage	\$417,222	\$547,443	\$130,221
Telephones and Accessories	\$1,281,563	\$1,686,425	\$404,862
Household Operations			
Child Care	\$10,735,847	\$14,100,750	\$3,364,903
Lawn/Garden (16)	\$11,583,947	\$15,202,210	\$3,618,263
Moving/Storage/Freight Express	\$1,960,124	\$2,560,861	\$600,737
Housekeeping Supplies (17)	\$14,244,870	\$18,646,732	\$4,401,862
Insurance			
Owners and Renters Insurance	\$15,412,634	\$20,214,072	\$4,801,438
Vehicle Insurance	\$37,458,177	\$48,973,952	\$11,515,775
Life/Other Insurance	\$11,973,415	\$15,713,966	\$3,740,551
Health Insurance	\$83,698,786	\$109,671,552	\$25,972,766
Transportation			
Payments on Vehicles excluding Leases	\$53,549,524	\$70,114,565	\$16,565,041
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$59,400,274	\$77,664,338	\$18,264,064
Vehicle Maintenance and Repairs	\$22,915,932	\$29,998,013	\$7,082,081
Travel			
Airline Fares	\$14,418,083	\$18,903,982	\$4,485,899
Lodging on Trips	\$18,838,321	\$24,734,346	\$5,896,025
Auto/Truck Rental on Trips	\$2,109,385	\$2,766,677	\$657,292
Food and Drink on Trips	\$14,381,708	\$18,871,372	\$4,489,664

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.

