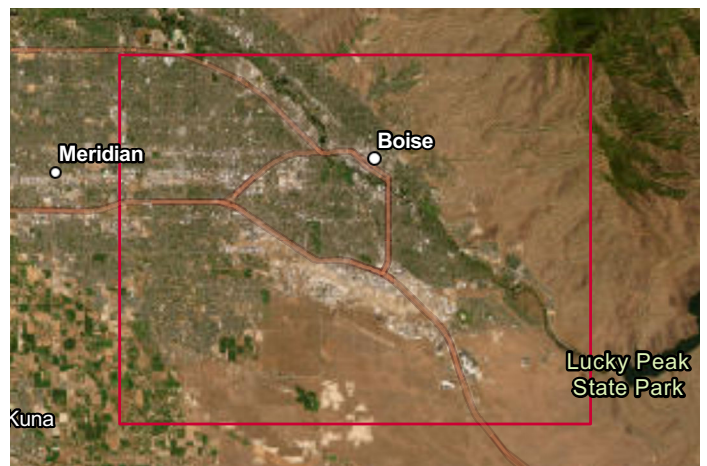
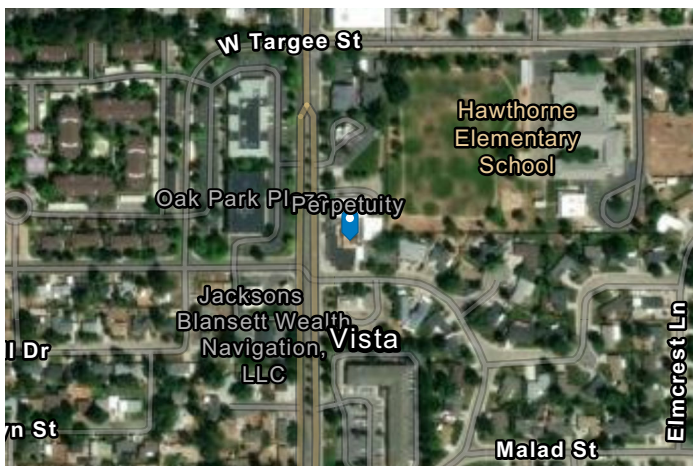
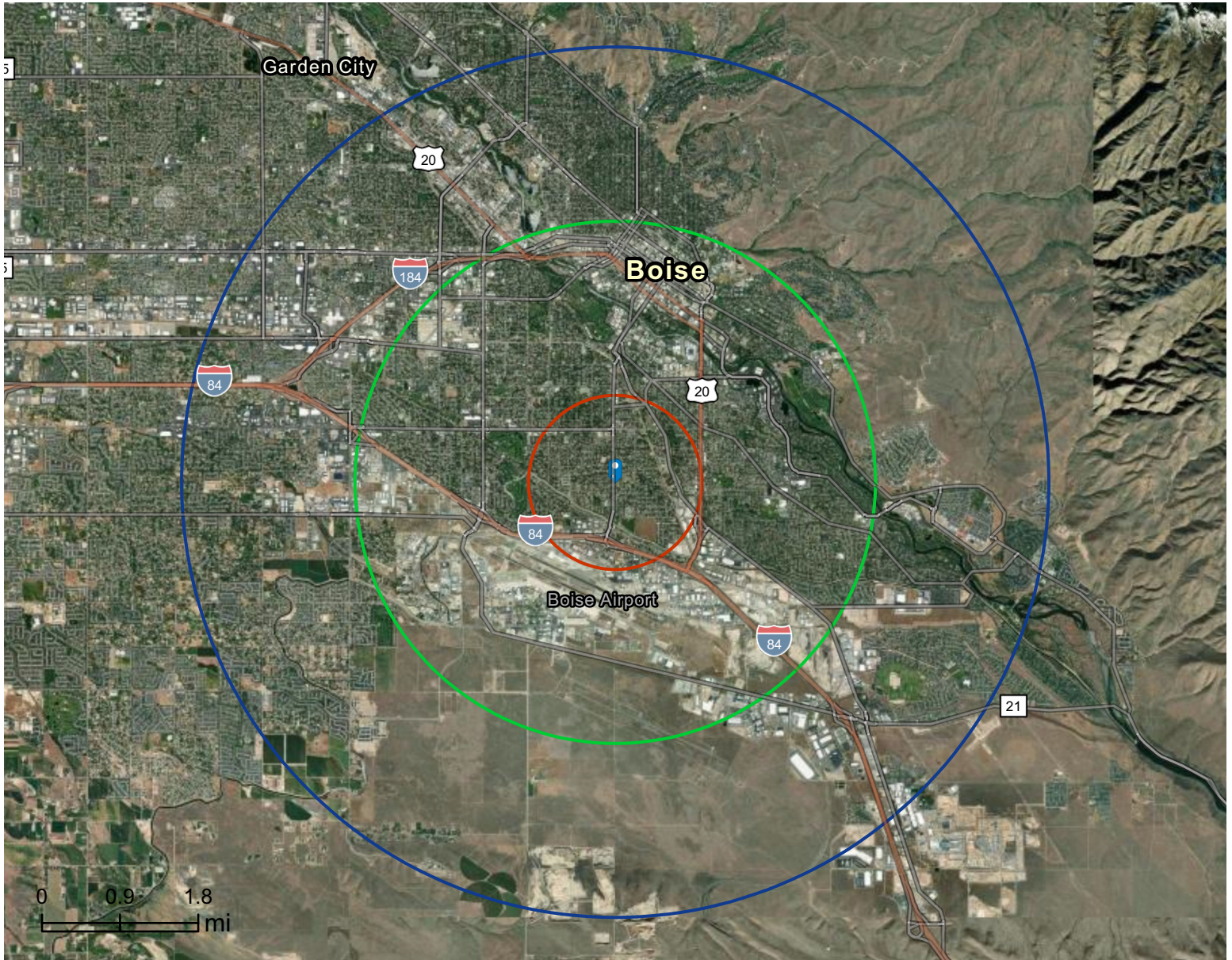


# Site Map

2350 S Vista Ave, Boise, Idaho, 83705

Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 43.58101  
Longitude: -116.21322



# Retail Demand Outlook

2350 S Vista Ave, Boise, Idaho, 83705



Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
City Greens (K6)	28.6%	Population	14,071	14,535
Metro Fusion (C3)	21.4%	Households	6,359	6,664
Emerging Hub (D1)	17.9%	Families	3,075	3,195
Legacy Hills (K1)	12.4%	Median Age	36.2	38.0
Dreambelt (K5)	9.9%	Median Household Income	\$73,347	\$80,773

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$11,615,397	\$13,354,187	\$1,738,790
Men's	\$2,305,449	\$2,650,825	\$345,376
Women's	\$4,018,779	\$4,620,392	\$601,613
Children's	\$1,550,371	\$1,782,084	\$231,713
Footwear	\$2,587,913	\$2,975,151	\$387,238
Watches & Jewelry	\$939,830	\$1,080,702	\$140,872
Apparel Products and Services (1)	\$213,056	\$245,033	\$31,977
<b>Computer</b>			
Computers and Hardware for Home Use	\$1,109,999	\$1,276,209	\$166,210
Portable Memory	\$19,461	\$22,374	\$2,913
Computer Software	\$88,270	\$101,488	\$13,218
Computer Accessories	\$93,311	\$107,285	\$13,974
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$472,961	\$543,826	\$70,865
Other School Supplies	\$414,631	\$476,766	\$62,135

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Entertainment &amp; Recreation</b>	\$18,723,261	\$21,529,689	\$2,806,428
Fees and Admissions	\$4,225,647	\$4,858,590	\$632,943
Membership Fees for Clubs (2)	\$1,420,799	\$1,633,795	\$212,996
Fees for Participant Sports, excl. Trips	\$764,578	\$879,076	\$114,498
Tickets to Theatre/Operas/Concerts	\$525,966	\$604,780	\$78,814
Tickets to Movies	\$185,104	\$212,798	\$27,694
Tickets to Parks or Museums	\$182,846	\$210,171	\$27,325
Admission to Sporting Events, excl. Trips	\$428,038	\$492,255	\$64,217
Fees for Recreational Lessons	\$711,007	\$817,311	\$106,304
Dating Services	\$7,309	\$8,406	\$1,097
TV/Video/Audio	\$5,772,912	\$6,638,076	\$865,164
Cable and Satellite Television Services	\$2,932,670	\$3,372,593	\$439,923
Televisions	\$582,522	\$669,729	\$87,207
Satellite Dishes	\$5,872	\$6,751	\$879
VCRs, Video Cameras, and DVD Players	\$18,896	\$21,726	\$2,830
Miscellaneous Video Equipment	\$188,057	\$216,063	\$28,006
Video Cassettes and DVDs	\$22,950	\$26,396	\$3,446
Video Game Hardware/Accessories	\$245,623	\$282,390	\$36,767
Video Game Software	\$134,752	\$154,952	\$20,200
Rental/Streaming/Downloaded Video	\$968,639	\$1,113,680	\$145,041
Installation of Televisions	\$6,622	\$7,611	\$989
Audio (3)	\$654,924	\$753,097	\$98,173
Rental of TV/VCR/Radio/Sound Equipment	\$1,608	\$1,850	\$242
Repair of TV/Radio/Sound Equipment	\$9,777	\$11,239	\$1,462
Pets	\$4,765,708	\$5,480,390	\$714,682
Toys/Games/Crafts/Hobbies (4)	\$856,908	\$985,366	\$128,458
Recreational Vehicles and Fees (5)	\$794,400	\$913,521	\$119,121
Sports/Recreation/Exercise Equipment (6)	\$1,171,354	\$1,346,972	\$175,618
Photo Equipment and Supplies (7)	\$329,402	\$378,853	\$49,451
Reading (8)	\$595,771	\$685,108	\$89,337
Live Entertainment-for Catered Affairs	\$94,480	\$108,651	\$14,171
Rental of Party Supplies for Catered Affairs	\$116,680	\$134,162	\$17,482

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Food</b>	\$53,848,782	\$61,912,364	\$8,063,582
Food at Home	\$34,754,084	\$39,959,579	\$5,205,495
Bakery and Cereal Products	\$4,628,393	\$5,321,908	\$693,515
Meats, Poultry, Fish, and Eggs	\$7,121,785	\$8,187,995	\$1,066,210
Dairy Products	\$3,526,814	\$4,055,180	\$528,366
Fruits and Vegetables	\$5,904,061	\$6,788,206	\$884,145
Snacks and Other Food at Home (9)	\$13,573,032	\$15,606,290	\$2,033,258
Food Away from Home	\$19,094,698	\$21,952,785	\$2,858,087
Alcoholic Beverages	\$3,128,472	\$3,597,226	\$468,754
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$203,567,479	\$234,123,500	\$30,556,021
Value of Retirement Plans	\$641,805,981	\$738,224,186	\$96,418,205
Value of Other Financial Assets	\$56,606,393	\$65,092,282	\$8,485,889
Vehicle Loan Amount excluding Interest	\$16,602,264	\$19,086,542	\$2,484,278
Value of Credit Card Debt	\$14,126,869	\$16,242,680	\$2,115,811
<b>Health</b>			
Nonprescription Drugs	\$933,024	\$1,072,844	\$139,820
Prescription Drugs	\$1,925,570	\$2,215,274	\$289,704
Eyeglasses and Contact Lenses	\$595,566	\$684,950	\$89,384
Personal Care Products (10)	\$2,863,929	\$3,292,593	\$428,664
Smoking Products	\$2,287,142	\$2,630,172	\$343,030
<b>Home</b>			
Mortgage Payment and Basics (11)	\$54,057,008	\$62,153,987	\$8,096,979
Maintenance and Remodeling Services	\$18,708,138	\$21,512,336	\$2,804,198
Maintenance and Remodeling Materials (12)	\$3,132,636	\$3,602,916	\$470,280
Utilities, Fuel, and Public Services	\$27,285,556	\$31,372,002	\$4,086,446

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$557,642	\$641,157	\$83,515
Furniture	\$4,118,562	\$4,735,248	\$616,686
Rugs	\$179,995	\$206,966	\$26,971
Major Appliances (14)	\$2,207,109	\$2,537,641	\$330,532
Housewares (15)	\$455,651	\$523,909	\$68,258
Small Appliances	\$6,272,259	\$7,212,239	\$55,800
Luggage	\$116,378	\$133,809	\$17,431
Telephones and Accessories	\$377,967	\$434,867	\$56,900
<b>Household Operations</b>			
Child Care	\$2,674,795	\$3,075,116	\$400,321
Lawn/Garden (16)	\$2,839,484	\$3,265,513	\$426,029
Moving/Storage/Freight Express	\$634,417	\$729,254	\$94,837
<b>Housekeeping Supplies (17)</b>	<b>\$4,023,729</b>	<b>\$4,626,541</b>	<b>\$602,812</b>
<b>Insurance</b>			
Owners and Renters Insurance	\$3,575,855	\$4,112,235	\$536,380
Vehicle Insurance	\$10,388,278	\$11,942,415	\$1,554,137
Life/Other Insurance	\$2,960,337	\$3,404,108	\$443,771
Health Insurance	\$22,378,831	\$25,734,037	\$3,355,206
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$13,993,345	\$16,088,063	\$2,094,718
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$16,102,265	\$18,511,314	\$2,409,049
Vehicle Maintenance and Repairs	\$6,404,066	\$7,362,985	\$958,919
<b>Travel</b>			
Airline Fares	\$3,750,025	\$4,311,437	\$561,412
Lodging on Trips	\$4,759,057	\$5,472,462	\$713,405
Auto/Truck Rental on Trips	\$564,556	\$649,117	\$84,561
Food and Drink on Trips	\$3,752,632	\$4,314,874	\$562,242

**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

2350 S Vista Ave, Boise, Idaho, 83705



Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	25.1%	Population	79,519	85,692
City Greens (K6)	19.7%	Households	36,811	40,494
Dreambelt (K5)	9.0%	Families	16,173	17,431
Metro Renters (D4)	7.5%	Median Age	35.0	36.7
Moderate Metros (C6)	7.0%	Median Household Income	\$74,018	\$84,670

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$82,165,323	\$101,582,634	\$19,417,311
Men's	\$16,421,505	\$20,308,825	\$3,887,320
Women's	\$28,239,313	\$34,851,385	\$6,612,072
Children's	\$10,758,139	\$13,312,131	\$2,553,992
Footwear	\$18,341,746	\$22,683,877	\$4,342,131
Watches & Jewelry	\$6,847,224	\$8,496,051	\$1,648,827
Apparel Products and Services (1)	\$1,557,396	\$1,930,364	\$372,968
<b>Computer</b>			
Computers and Hardware for Home Use	\$7,934,335	\$9,798,883	\$1,864,548
Portable Memory	\$143,170	\$176,838	\$33,668
Computer Software	\$642,599	\$796,395	\$153,796
Computer Accessories	\$681,999	\$844,388	\$162,389
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$3,465,055	\$4,270,435	\$805,380
Other School Supplies	\$2,922,720	\$3,605,409	\$682,689

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Entertainment &amp; Recreation</b>	\$131,286,187	\$161,847,113	\$30,560,926
Fees and Admissions	\$29,727,474	\$36,672,795	\$6,945,321
Membership Fees for Clubs (2)	\$10,097,411	\$12,479,770	\$2,382,359
Fees for Participant Sports, excl. Trips	\$5,209,857	\$6,403,056	\$1,193,199
Tickets to Theatre/Operas/Concerts	\$3,797,899	\$4,692,238	\$894,339
Tickets to Movies	\$1,333,167	\$1,646,742	\$313,575
Tickets to Parks or Museums	\$1,297,834	\$1,602,684	\$304,850
Admission to Sporting Events, excl. Trips	\$2,944,588	\$3,623,889	\$679,301
Fees for Recreational Lessons	\$4,990,799	\$6,155,011	\$1,164,212
Dating Services	\$55,917	\$69,404	\$13,487
TV/Video/Audio	\$40,248,454	\$49,573,132	\$9,324,678
Cable and Satellite Television Services	\$20,111,515	\$24,716,483	\$4,604,968
Televisions	\$4,089,451	\$5,044,626	\$955,175
Satellite Dishes	\$43,346	\$53,185	\$9,839
VCRs, Video Cameras, and DVD Players	\$133,699	\$165,006	\$31,307
Miscellaneous Video Equipment	\$1,250,689	\$1,538,588	\$287,899
Video Cassettes and DVDs	\$170,737	\$211,056	\$40,319
Video Game Hardware/Accessories	\$1,785,047	\$2,209,374	\$424,327
Video Game Software	\$1,016,990	\$1,259,395	\$242,405
Rental/Streaming/Downloaded Video	\$6,830,812	\$8,433,178	\$1,602,366
Installation of Televisions	\$46,285	\$56,967	\$10,682
Audio (3)	\$4,692,357	\$5,790,032	\$1,097,675
Rental of TV/VCR/Radio/Sound Equipment	\$10,298	\$12,565	\$2,267
Repair of TV/Radio/Sound Equipment	\$67,228	\$82,677	\$15,449
Pets	\$33,349,625	\$41,106,058	\$7,756,433
Toys/Games/Crafts/Hobbies (4)	\$6,016,661	\$7,418,957	\$1,402,296
Recreational Vehicles and Fees (5)	\$5,434,790	\$6,683,889	\$1,249,099
Sports/Recreation/Exercise Equipment (6)	\$8,296,385	\$10,245,339	\$1,948,954
Photo Equipment and Supplies (7)	\$2,387,318	\$2,955,440	\$568,122
Reading (8)	\$4,280,997	\$5,274,675	\$993,678
Live Entertainment-for Catered Affairs	\$683,940	\$846,479	\$162,539
Rental of Party Supplies for Catered Affairs	\$860,544	\$1,070,350	\$209,806

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Food</b>	\$379,544,458	\$468,806,231	\$89,261,773
Food at Home	\$243,375,340	\$300,391,990	\$57,016,650
Bakery and Cereal Products	\$32,427,980	\$40,020,862	\$7,592,882
Meats, Poultry, Fish, and Eggs	\$49,682,428	\$61,331,170	\$11,648,742
Dairy Products	\$24,681,173	\$30,449,127	\$5,767,954
Fruits and Vegetables	\$41,644,472	\$51,427,327	\$9,782,855
Snacks and Other Food at Home (9)	\$94,939,287	\$117,163,503	\$22,224,216
Food Away from Home	\$136,169,118	\$168,414,241	\$32,245,123
Alcoholic Beverages	\$22,242,105	\$27,505,861	\$5,263,756
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,404,213,954	\$1,722,655,443	\$318,441,489
Value of Retirement Plans	\$4,344,470,002	\$5,328,221,133	\$983,751,131
Value of Other Financial Assets	\$379,146,966	\$464,999,163	\$85,852,197
Vehicle Loan Amount excluding Interest	\$115,966,902	\$143,163,236	\$27,196,334
Value of Credit Card Debt	\$98,194,117	\$121,073,009	\$22,878,892
<b>Health</b>			
Nonprescription Drugs	\$6,386,199	\$7,863,125	\$1,476,926
Prescription Drugs	\$13,029,354	\$15,987,522	\$2,958,168
Eyeglasses and Contact Lenses	\$4,138,980	\$5,091,004	\$952,024
Personal Care Products (10)	\$20,344,432	\$25,148,128	\$4,803,696
Smoking Products	\$15,956,790	\$19,658,014	\$3,701,224
<b>Home</b>			
Mortgage Payment and Basics (11)	\$366,311,890	\$449,367,486	\$83,055,596
Maintenance and Remodeling Services	\$125,504,545	\$153,623,958	\$28,119,413
Maintenance and Remodeling Materials (12)	\$20,640,365	\$25,245,893	\$4,605,528
Utilities, Fuel, and Public Services	\$188,380,734	\$231,928,722	\$43,547,988

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,933,854	\$4,854,559	\$920,705
Furniture	\$28,784,994	\$35,500,624	\$6,715,630
Rugs	\$1,261,725	\$1,554,423	\$292,698
Major Appliances (14)	\$15,127,404	\$18,593,258	\$3,465,854
Housewares (15)	\$3,246,875	\$4,006,822	\$759,947
Small Appliances	\$44,146,478	\$54,467,634	\$638,966
Luggage	\$826,112	\$1,019,347	\$193,235
Telephones and Accessories	\$2,753,698	\$3,409,362	\$655,664
<b>Household Operations</b>			
Child Care	\$18,828,178	\$23,335,001	\$4,506,823
Lawn/Garden (16)	\$19,121,362	\$23,458,159	\$4,336,797
Moving/Storage/Freight Express	\$4,610,739	\$5,711,967	\$1,101,228
<b>Housekeeping Supplies (17)</b>	\$28,001,176	\$34,543,356	\$6,542,180
<b>Insurance</b>			
Owners and Renters Insurance	\$23,891,521	\$29,282,341	\$5,390,820
Vehicle Insurance	\$72,243,172	\$89,101,256	\$16,858,084
Life/Other Insurance	\$20,259,314	\$24,913,932	\$4,654,618
Health Insurance	\$153,154,153	\$188,350,394	\$35,196,241
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$96,660,593	\$119,210,184	\$22,549,591
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$112,271,222	\$138,426,331	\$26,155,109
Vehicle Maintenance and Repairs	\$44,499,681	\$54,795,824	\$10,296,143
<b>Travel</b>			
Airline Fares	\$26,941,758	\$33,301,693	\$6,359,935
Lodging on Trips	\$33,310,942	\$41,075,881	\$7,764,939
Auto/Truck Rental on Trips	\$3,993,778	\$4,930,794	\$937,016
Food and Drink on Trips	\$26,531,122	\$32,749,430	\$6,218,308

**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

2350 S Vista Ave, Boise, Idaho, 83705



Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	17.3%	Population	174,086	185,898
City Greens (K6)	16.9%	Households	75,989	82,574
Dreambelt (K5)	8.5%	Families	39,503	42,431
Moderate Metros (C6)	7.8%	Median Age	37.2	38.6
Savvy Suburbanites (L1)	6.0%	Median Household Income	\$83,659	\$96,099

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$192,211,775	\$232,508,381	\$40,296,606
Men's	\$38,145,516	\$46,156,853	\$8,011,337
Women's	\$66,116,509	\$79,906,561	\$13,790,052
Children's	\$25,686,490	\$31,086,042	\$5,399,552
Footwear	\$42,633,212	\$51,573,233	\$8,940,021
Watches & Jewelry	\$16,024,633	\$19,417,577	\$3,392,944
Apparel Products and Services (1)	\$3,605,415	\$4,368,115	\$762,700
<b>Computer</b>			
Computers and Hardware for Home Use	\$18,365,781	\$22,202,948	\$3,837,167
Portable Memory	\$317,831	\$384,105	\$66,274
Computer Software	\$1,420,702	\$1,719,896	\$299,194
Computer Accessories	\$1,561,958	\$1,889,907	\$327,949
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$7,852,015	\$9,485,039	\$1,633,024
Other School Supplies	\$6,895,488	\$8,333,135	\$1,437,647

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Entertainment &amp; Recreation</b>	\$313,270,318	\$378,441,372	\$65,171,054
Fees and Admissions	\$72,742,548	\$87,914,677	\$15,172,129
Membership Fees for Clubs (2)	\$24,483,328	\$29,617,603	\$5,134,275
Fees for Participant Sports, excl. Trips	\$12,992,987	\$15,677,307	\$2,684,320
Tickets to Theatre/Operas/Concerts	\$9,021,140	\$10,908,987	\$1,887,847
Tickets to Movies	\$3,077,078	\$3,719,871	\$642,793
Tickets to Parks or Museums	\$3,165,891	\$3,825,902	\$660,011
Admission to Sporting Events, excl. Trips	\$7,191,322	\$8,685,360	\$1,494,038
Fees for Recreational Lessons	\$12,696,144	\$15,340,832	\$2,644,688
Dating Services	\$114,658	\$138,816	\$24,158
TV/Video/Audio	\$94,321,915	\$113,883,433	\$19,561,518
Cable and Satellite Television Services	\$47,895,656	\$57,769,855	\$9,874,199
Televisions	\$9,522,870	\$11,506,241	\$1,983,371
Satellite Dishes	\$98,998	\$119,110	\$20,112
VCRs, Video Cameras, and DVD Players	\$311,374	\$376,305	\$64,931
Miscellaneous Video Equipment	\$2,940,967	\$3,550,597	\$609,630
Video Cassettes and DVDs	\$377,220	\$455,831	\$78,611
Video Game Hardware/Accessories	\$3,957,425	\$4,789,491	\$832,066
Video Game Software	\$2,160,854	\$2,615,535	\$454,681
Rental/Streaming/Downloaded Video	\$15,773,858	\$19,065,105	\$3,291,247
Installation of Televisions	\$115,810	\$139,743	\$23,933
Audio (3)	\$10,991,049	\$13,283,667	\$2,292,618
Rental of TV/VCR/Radio/Sound Equipment	\$22,767	\$27,346	\$4,579
Repair of TV/Radio/Sound Equipment	\$153,066	\$184,606	\$31,540
Pets	\$79,286,809	\$95,772,521	\$16,485,712
Toys/Games/Crafts/Hobbies (4)	\$14,068,325	\$16,995,958	\$2,927,633
Recreational Vehicles and Fees (5)	\$13,823,132	\$16,687,021	\$2,863,889
Sports/Recreation/Exercise Equipment (6)	\$19,745,449	\$23,875,393	\$4,129,944
Photo Equipment and Supplies (7)	\$5,566,655	\$6,738,419	\$1,171,764
Reading (8)	\$10,026,425	\$12,103,637	\$2,077,212
Live Entertainment-for Catered Affairs	\$1,635,404	\$1,979,397	\$343,993
Rental of Party Supplies for Catered Affairs	\$2,053,658	\$2,490,916	\$437,258

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Food</b>	\$888,337,895	\$1,074,030,111	\$185,692,216
Food at Home	\$568,602,978	\$687,212,016	\$118,609,038
Bakery and Cereal Products	\$75,972,263	\$91,820,676	\$15,848,413
Meats, Poultry, Fish, and Eggs	\$115,919,681	\$140,109,232	\$24,189,551
Dairy Products	\$57,698,769	\$69,719,254	\$12,020,485
Fruits and Vegetables	\$97,539,220	\$117,905,073	\$20,365,853
Snacks and Other Food at Home (9)	\$221,473,045	\$267,657,781	\$46,184,736
Food Away from Home	\$319,734,918	\$386,818,095	\$67,083,177
Alcoholic Beverages	\$52,963,430	\$64,077,138	\$11,113,708
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$3,555,556,554	\$4,286,237,426	\$730,680,872
Value of Retirement Plans	\$11,119,301,728	\$13,410,341,282	\$2,291,039,554
Value of Other Financial Assets	\$961,166,966	\$1,158,910,105	\$197,743,139
Vehicle Loan Amount excluding Interest	\$273,098,749	\$330,160,564	\$57,061,815
Value of Credit Card Debt	\$233,633,809	\$282,250,507	\$48,616,698
<b>Health</b>			
Nonprescription Drugs	\$15,157,494	\$18,298,879	\$3,141,385
Prescription Drugs	\$30,917,831	\$37,288,904	\$6,371,073
Eyeglasses and Contact Lenses	\$9,913,148	\$11,964,207	\$2,051,059
Personal Care Products (10)	\$46,972,491	\$56,812,603	\$9,840,112
Smoking Products	\$35,371,163	\$42,708,559	\$7,337,396
<b>Home</b>			
Mortgage Payment and Basics (11)	\$951,611,502	\$1,147,364,385	\$195,752,883
Maintenance and Remodeling Services	\$326,380,739	\$393,141,304	\$66,760,565
Maintenance and Remodeling Materials (12)	\$54,048,525	\$65,113,297	\$11,064,772
Utilities, Fuel, and Public Services	\$444,382,445	\$536,464,490	\$92,082,045

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



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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$9,165,155	\$11,075,841	\$1,910,686
Furniture	\$68,556,797	\$82,834,523	\$14,277,726
Rugs	\$3,052,466	\$3,686,091	\$633,625
Major Appliances (14)	\$37,147,746	\$44,819,173	\$7,671,427
Housewares (15)	\$7,549,414	\$9,121,428	\$1,572,014
Small Appliances	\$104,905,574	\$126,776,389	\$1,281,963
Luggage	\$1,958,695	\$2,366,926	\$408,231
Telephones and Accessories	\$6,410,218	\$7,764,022	\$1,353,804
<b>Household Operations</b>			
Child Care	\$46,190,723	\$55,945,902	\$9,755,179
Lawn/Garden (16)	\$48,065,559	\$57,957,888	\$9,892,329
Moving/Storage/Freight Express	\$10,411,552	\$12,598,565	\$2,187,013
<b>Housekeeping Supplies (17)</b>	\$65,695,735	\$79,389,992	\$13,694,257
<b>Insurance</b>			
Owners and Renters Insurance	\$60,012,137	\$72,329,991	\$12,317,854
Vehicle Insurance	\$168,035,781	\$203,010,016	\$34,974,235
Life/Other Insurance	\$50,293,383	\$60,700,741	\$10,407,358
Health Insurance	\$367,727,913	\$443,736,180	\$76,008,267
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$229,131,014	\$276,879,480	\$47,748,466
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$262,651,232	\$317,267,536	\$54,616,304
Vehicle Maintenance and Repairs	\$104,469,933	\$126,113,873	\$21,643,940
<b>Travel</b>			
Airline Fares	\$65,291,631	\$78,962,024	\$13,670,393
Lodging on Trips	\$82,278,006	\$99,426,262	\$17,148,256
Auto/Truck Rental on Trips	\$9,547,136	\$11,540,306	\$1,993,170
Food and Drink on Trips	\$64,108,093	\$77,493,197	\$13,385,104

**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.

