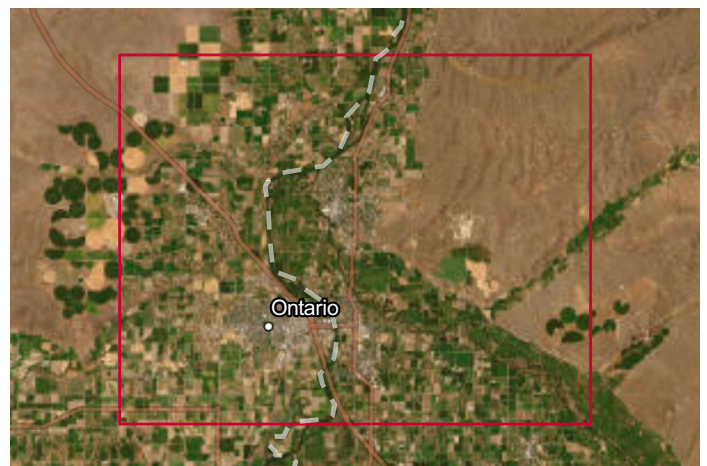
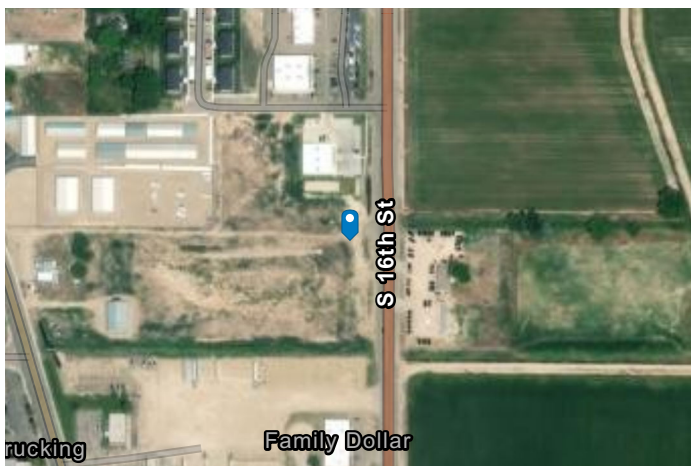
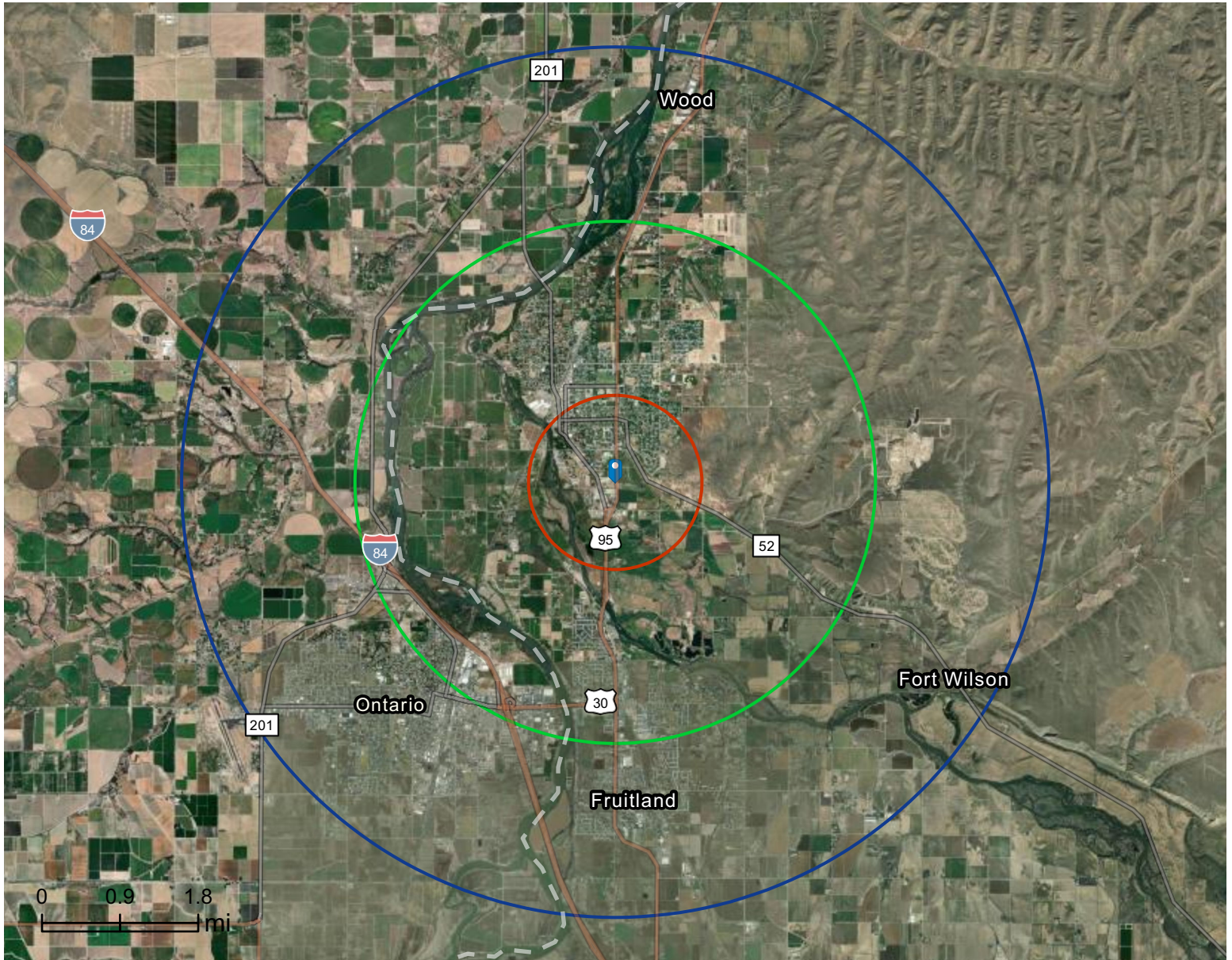


Site Map

McDonald's

Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 44.06218
Longitude: -116.92355



Retail Demand Outlook

McDonald's




Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Hometown Charm (E3)	44.9%	Population	4,079	4,323
Loyal Locals (K3)	42.2%	Households	1,583	1,682
Rooted Rural (I4)	12.9%	Families	1,036	1,098
	0.0%	Median Age	39.3	40.2
	0.0%	Median Household Income	\$50,103	\$54,033

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$2,103,744	\$2,389,287	\$285,543
Men's	\$427,646	\$485,701	\$58,055
Women's	\$720,594	\$818,332	\$97,738
Children's	\$285,261	\$324,061	\$38,800
Footwear	\$460,903	\$523,496	\$62,593
Watches & Jewelry	\$167,924	\$190,665	\$22,741
Apparel Products and Services (1)	\$41,416	\$47,032	\$5,616
Computer			
Computers and Hardware for Home Use	\$191,483	\$217,481	\$25,998
Portable Memory	\$3,167	\$3,596	\$429
Computer Software	\$14,376	\$16,329	\$1,953
Computer Accessories	\$17,165	\$19,496	\$2,331
Education			
Educational Books/Supplies/Other Expenditures	\$81,151	\$92,177	\$11,026
Other School Supplies	\$82,569	\$93,794	\$11,225

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	\$3,721,289	\$4,225,954	\$504,665
Fees and Admissions	\$747,402	\$848,422	\$101,020
Membership Fees for Clubs (2)	\$261,100	\$296,384	\$35,284
Fees for Participant Sports, excl. Trips	\$135,898	\$154,275	\$18,377
Tickets to Theatre/Operas/Concerts	\$89,078	\$101,114	\$12,036
Tickets to Movies	\$29,030	\$32,970	\$3,940
Tickets to Parks or Museums	\$31,601	\$35,879	\$4,278
Admission to Sporting Events, excl. Trips	\$86,131	\$97,793	\$11,662
Fees for Recreational Lessons	\$113,629	\$128,946	\$15,317
Dating Services	\$935	\$1,062	\$127
TV/Video/Audio	\$1,171,954	\$1,331,072	\$159,118
Cable and Satellite Television Services	\$668,193	\$758,854	\$90,661
Televisions	\$104,297	\$118,463	\$14,166
Satellite Dishes	\$1,312	\$1,492	\$180
VCRs, Video Cameras, and DVD Players	\$4,088	\$4,645	\$557
Miscellaneous Video Equipment	\$23,242	\$26,397	\$3,155
Video Cassettes and DVDs	\$4,324	\$4,913	\$589
Video Game Hardware/Accessories	\$43,993	\$49,993	\$6,000
Video Game Software	\$19,971	\$22,691	\$2,720
Rental/Streaming/Downloaded Video	\$174,295	\$197,998	\$23,703
Installation of Televisions	\$997	\$1,131	\$134
Audio (3)	\$124,972	\$141,917	\$16,945
Rental of TV/VCR/Radio/Sound Equipment	\$385	\$437	\$52
Repair of TV/Radio/Sound Equipment	\$1,885	\$2,142	\$257
Pets	\$1,018,785	\$1,157,098	\$138,313
Toys/Games/Crafts/Hobbies (4)	\$167,981	\$190,790	\$22,809
Recreational Vehicles and Fees (5)	\$171,517	\$194,715	\$23,198
Sports/Recreation/Exercise Equipment (6)	\$238,097	\$270,457	\$32,360
Photo Equipment and Supplies (7)	\$61,327	\$69,649	\$8,322
Reading (8)	\$108,006	\$122,622	\$14,616
Live Entertainment-for Catered Affairs	\$16,438	\$18,660	\$2,222
Rental of Party Supplies for Catered Affairs	\$19,781	\$22,469	\$2,688

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	\$10,352,135	\$11,757,780	\$1,405,645
Food at Home	\$6,862,462	\$7,794,439	\$931,977
Bakery and Cereal Products	\$917,075	\$1,041,552	\$124,477
Meats, Poultry, Fish, and Eggs	\$1,408,152	\$1,599,453	\$191,301
Dairy Products	\$702,526	\$797,904	\$95,378
Fruits and Vegetables	\$1,127,554	\$1,280,566	\$153,012
Snacks and Other Food at Home (9)	\$2,707,155	\$3,074,963	\$367,808
Food Away from Home	\$3,489,673	\$3,963,341	\$473,668
Alcoholic Beverages	\$554,853	\$629,960	\$75,107
Financial			
Value of Stocks/Bonds/Mutual Funds	\$39,262,866	\$44,542,176	\$5,279,310
Value of Retirement Plans	\$141,676,089	\$160,794,239	\$19,118,150
Value of Other Financial Assets	\$12,374,541	\$14,049,961	\$1,675,420
Vehicle Loan Amount excluding Interest	\$3,248,423	\$3,689,889	\$441,466
Value of Credit Card Debt	\$2,683,876	\$3,047,762	\$363,886
Health			
Nonprescription Drugs	\$193,062	\$219,271	\$26,209
Prescription Drugs	\$522,966	\$594,066	\$71,100
Eyeglasses and Contact Lenses	\$126,935	\$144,143	\$17,208
Personal Care Products (10)	\$529,739	\$601,709	\$71,970
Smoking Products	\$542,247	\$616,304	\$74,057
Home			
Mortgage Payment and Basics (11)	\$11,312,676	\$12,841,006	\$1,528,330
Maintenance and Remodeling Services	\$4,106,204	\$4,660,616	\$554,412
Maintenance and Remodeling Materials (12)	\$811,156	\$921,062	\$109,906
Utilities, Fuel, and Public Services	\$5,753,679	\$6,535,714	\$782,035

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)	\$104,252	\$118,408	\$14,156
Furniture	\$788,455	\$895,393	\$106,938
Rugs	\$33,530	\$38,070	\$4,540
Major Appliances (14)	\$461,407	\$523,995	\$62,588
Housewares (15)	\$87,165	\$98,997	\$11,832
Small Appliances	\$1,201,514	\$1,364,268	\$9,036
Luggage	\$20,065	\$22,782	\$2,717
Telephones and Accessories	\$88,519	\$100,521	\$12,002
Household Operations			
Child Care	\$456,947	\$518,818	\$61,871
Lawn/Garden (16)	\$660,977	\$750,410	\$89,433
Moving/Storage/Freight Express	\$95,021	\$107,929	\$12,908
Housekeeping Supplies (17)	\$826,655	\$938,961	\$112,306
Insurance			
Owners and Renters Insurance	\$849,794	\$965,090	\$115,296
Vehicle Insurance	\$2,022,782	\$2,297,889	\$275,107
Life/Other Insurance	\$629,792	\$715,061	\$85,269
Health Insurance	\$4,848,041	\$5,505,828	\$657,787
Transportation			
Payments on Vehicles excluding Leases	\$2,884,718	\$3,276,982	\$392,264
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$3,328,712	\$3,781,702	\$452,990
Vehicle Maintenance and Repairs	\$1,254,690	\$1,425,096	\$170,406
Travel			
Airline Fares	\$622,696	\$706,789	\$84,093
Lodging on Trips	\$935,763	\$1,062,246	\$126,483
Auto/Truck Rental on Trips	\$99,584	\$113,057	\$13,473
Food and Drink on Trips	\$707,662	\$803,377	\$95,715

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

McDonald's



Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	15.3%	Population	16,472	17,515
Loyal Locals (K3)	14.3%	Households	6,240	6,637
Hometown Charm (E3)	13.3%	Families	4,180	4,435
Mobile Meadows (E4)	11.4%	Median Age	38.6	39.7
Heartland Communities (I3)	10.1%	Median Household Income	\$61,664	\$65,699

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$9,747,313	\$11,282,071	\$1,534,758
Men's	\$1,943,837	\$2,249,550	\$305,713
Women's	\$3,299,642	\$3,819,312	\$519,670
Children's	\$1,365,419	\$1,580,643	\$215,224
Footwear	\$2,261,560	\$2,618,101	\$356,541
Watches & Jewelry	\$697,291	\$806,721	\$109,430
Apparel Products and Services (1)	\$179,562	\$207,744	\$28,182
Computer			
Computers and Hardware for Home Use	\$857,071	\$991,916	\$134,845
Portable Memory	\$15,629	\$18,107	\$2,478
Computer Software	\$69,812	\$80,848	\$11,036
Computer Accessories	\$81,662	\$94,551	\$12,889
Education			
Educational Books/Supplies/Other Expenditures	\$365,397	\$423,039	\$57,642
Other School Supplies	\$371,979	\$430,817	\$58,838

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	\$17,652,783	\$20,448,505	\$2,795,722
Fees and Admissions	\$3,316,765	\$3,840,091	\$523,326
Membership Fees for Clubs (2)	\$1,121,770	\$1,298,645	\$176,875
Fees for Participant Sports, excl. Trips	\$609,528	\$706,070	\$96,542
Tickets to Theatre/Operas/Concerts	\$395,793	\$457,931	\$62,138
Tickets to Movies	\$129,474	\$149,825	\$20,351
Tickets to Parks or Museums	\$166,807	\$193,212	\$26,405
Admission to Sporting Events, excl. Trips	\$385,694	\$447,031	\$61,337
Fees for Recreational Lessons	\$503,523	\$582,568	\$79,045
Dating Services	\$4,174	\$4,809	\$635
TV/Video/Audio	\$5,516,954	\$6,388,808	\$871,854
Cable and Satellite Television Services	\$3,179,079	\$3,681,836	\$502,757
Televisions	\$475,069	\$549,916	\$74,847
Satellite Dishes	\$5,844	\$6,769	\$925
VCRs, Video Cameras, and DVD Players	\$20,463	\$23,693	\$3,230
Miscellaneous Video Equipment	\$130,042	\$150,734	\$20,692
Video Cassettes and DVDs	\$21,427	\$24,784	\$3,357
Video Game Hardware/Accessories	\$206,945	\$239,575	\$32,630
Video Game Software	\$89,710	\$103,729	\$14,019
Rental/Streaming/Downloaded Video	\$804,370	\$931,760	\$127,390
Installation of Televisions	\$4,406	\$5,094	\$688
Audio (3)	\$569,453	\$659,165	\$89,712
Rental of TV/VCR/Radio/Sound Equipment	\$1,912	\$2,216	\$304
Repair of TV/Radio/Sound Equipment	\$8,234	\$9,536	\$1,302
Pets	\$5,033,841	\$5,833,357	\$799,516
Toys/Games/Crafts/Hobbies (4)	\$796,547	\$922,531	\$125,984
Recreational Vehicles and Fees (5)	\$835,621	\$969,023	\$133,402
Sports/Recreation/Exercise Equipment (6)	\$1,199,482	\$1,390,448	\$190,966
Photo Equipment and Supplies (7)	\$261,913	\$303,173	\$41,260
Reading (8)	\$511,141	\$591,874	\$80,733
Live Entertainment-for Catered Affairs	\$87,557	\$101,517	\$13,960
Rental of Party Supplies for Catered Affairs	\$92,964	\$107,684	\$14,720

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	\$48,966,858	\$56,690,716	\$7,723,858
Food at Home	\$32,703,852	\$37,863,890	\$5,160,038
Bakery and Cereal Products	\$4,335,746	\$5,019,501	\$683,755
Meats, Poultry, Fish, and Eggs	\$6,714,970	\$7,773,825	\$1,058,855
Dairy Products	\$3,382,455	\$3,916,732	\$534,277
Fruits and Vegetables	\$5,348,995	\$6,191,782	\$842,787
Snacks and Other Food at Home (9)	\$12,921,686	\$14,962,050	\$2,040,364
Food Away from Home	\$16,263,006	\$18,826,827	\$2,563,821
Alcoholic Beverages	\$2,487,469	\$2,879,395	\$391,926
Financial			
Value of Stocks/Bonds/Mutual Funds	\$172,974,635	\$200,328,698	\$27,354,063
Value of Retirement Plans	\$622,539,159	\$721,414,332	\$98,875,173
Value of Other Financial Assets	\$54,225,695	\$62,816,979	\$8,591,284
Vehicle Loan Amount excluding Interest	\$15,504,856	\$17,967,057	\$2,462,201
Value of Credit Card Debt	\$12,129,876	\$14,043,468	\$1,913,592
Health			
Nonprescription Drugs	\$929,842	\$1,076,996	\$147,154
Prescription Drugs	\$2,284,967	\$2,647,810	\$362,843
Eyeglasses and Contact Lenses	\$603,558	\$699,430	\$95,872
Personal Care Products (10)	\$2,441,194	\$2,826,006	\$384,812
Smoking Products	\$2,609,598	\$3,022,015	\$412,417
Home			
Mortgage Payment and Basics (11)	\$51,700,199	\$59,903,450	\$8,203,251
Maintenance and Remodeling Services	\$19,799,574	\$22,956,290	\$3,156,716
Maintenance and Remodeling Materials (12)	\$4,134,019	\$4,796,646	\$662,627
Utilities, Fuel, and Public Services	\$27,426,266	\$31,764,935	\$4,338,669

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)	\$483,950	\$560,235	\$76,285
Furniture	\$3,605,370	\$4,175,076	\$569,706
Rugs	\$147,447	\$170,688	\$23,241
Major Appliances (14)	\$2,188,248	\$2,534,645	\$346,397
Housewares (15)	\$415,853	\$481,389	\$65,536
Small Appliances	\$5,609,897	\$6,496,848	\$50,655
Luggage	\$88,012	\$101,841	\$13,829
Telephones and Accessories	\$371,212	\$429,975	\$58,763
Household Operations			
Child Care	\$2,022,130	\$2,340,376	\$318,246
Lawn/Garden (16)	\$3,210,713	\$3,721,755	\$511,042
Moving/Storage/Freight Express	\$446,560	\$516,387	\$69,827
Housekeeping Supplies (17)	\$3,898,034	\$4,513,125	\$615,091
Insurance			
Owners and Renters Insurance	\$4,045,896	\$4,690,098	\$644,202
Vehicle Insurance	\$9,712,490	\$11,247,569	\$1,535,079
Life/Other Insurance	\$2,919,170	\$3,381,403	\$462,233
Health Insurance	\$22,918,632	\$26,551,407	\$3,632,775
Transportation			
Payments on Vehicles excluding Leases	\$13,815,662	\$16,006,380	\$2,190,718
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$16,273,691	\$18,849,480	\$2,575,789
Vehicle Maintenance and Repairs	\$5,998,216	\$6,948,112	\$949,896
Travel			
Airline Fares	\$2,800,280	\$3,240,312	\$440,032
Lodging on Trips	\$4,317,107	\$4,999,975	\$682,868
Auto/Truck Rental on Trips	\$453,465	\$525,026	\$71,561
Food and Drink on Trips	\$3,289,315	\$3,809,510	\$520,195

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

McDonald's



Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Loyal Locals (K3)	16.2%	Population	34,011	35,616
Country Charm (I7)	15.8%	Households	12,656	13,219
Hometown Charm (E3)	11.1%	Families	8,368	8,715
Mobile Meadows (E4)	10.2%	Median Age	38.2	39.1
Rural Versatility (E5)	8.0%	Median Household Income	\$61,117	\$65,493

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$19,869,558	\$22,548,029	\$2,678,471
Men's	\$3,960,539	\$4,493,397	\$532,858
Women's	\$6,710,363	\$7,615,460	\$905,097
Children's	\$2,782,839	\$3,157,713	\$374,874
Footwear	\$4,593,031	\$5,214,481	\$621,450
Watches & Jewelry	\$1,452,778	\$1,647,458	\$194,680
Apparel Products and Services (1)	\$370,008	\$419,521	\$49,513
Computer			
Computers and Hardware for Home Use	\$1,765,953	\$2,003,526	\$237,573
Portable Memory	\$31,537	\$35,848	\$4,311
Computer Software	\$141,132	\$160,389	\$19,257
Computer Accessories	\$165,896	\$188,418	\$22,522
Education			
Educational Books/Supplies/Other Expenditures	\$747,112	\$847,964	\$100,852
Other School Supplies	\$751,909	\$853,763	\$101,854

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	\$35,591,734	\$40,437,068	\$4,845,334
Fees and Admissions	\$6,904,440	\$7,838,687	\$934,247
Membership Fees for Clubs (2)	\$2,333,963	\$2,648,829	\$314,866
Fees for Participant Sports, excl. Trips	\$1,258,820	\$1,429,728	\$170,908
Tickets to Theatre/Operas/Concerts	\$829,907	\$941,912	\$112,005
Tickets to Movies	\$272,993	\$309,700	\$36,707
Tickets to Parks or Museums	\$340,161	\$386,785	\$46,624
Admission to Sporting Events, excl. Trips	\$779,819	\$886,064	\$106,245
Fees for Recreational Lessons	\$1,080,017	\$1,225,766	\$145,749
Dating Services	\$8,760	\$9,904	\$1,144
TV/Video/Audio	\$11,070,552	\$12,569,443	\$1,498,891
Cable and Satellite Television Services	\$6,297,197	\$7,152,079	\$854,882
Televisions	\$968,913	\$1,099,411	\$130,498
Satellite Dishes	\$11,927	\$13,539	\$1,612
VCRs, Video Cameras, and DVD Players	\$39,896	\$45,300	\$5,404
Miscellaneous Video Equipment	\$281,717	\$318,972	\$37,255
Video Cassettes and DVDs	\$42,961	\$48,762	\$5,801
Video Game Hardware/Accessories	\$415,267	\$471,410	\$56,143
Video Game Software	\$185,019	\$209,842	\$24,823
Rental/Streaming/Downloaded Video	\$1,636,449	\$1,858,239	\$221,790
Installation of Televisions	\$9,353	\$10,615	\$1,262
Audio (3)	\$1,161,639	\$1,318,349	\$156,710
Rental of TV/VCR/Radio/Sound Equipment	\$3,466	\$3,939	\$473
Repair of TV/Radio/Sound Equipment	\$16,747	\$18,988	\$2,241
Pets	\$9,985,643	\$11,353,439	\$1,367,796
Toys/Games/Crafts/Hobbies (4)	\$1,594,961	\$1,811,973	\$217,012
Recreational Vehicles and Fees (5)	\$1,677,989	\$1,908,911	\$230,922
Sports/Recreation/Exercise Equipment (6)	\$2,390,726	\$2,719,225	\$328,499
Photo Equipment and Supplies (7)	\$540,789	\$613,884	\$73,095
Reading (8)	\$1,048,985	\$1,191,950	\$142,965
Live Entertainment-for Catered Affairs	\$180,298	\$205,404	\$25,106
Rental of Party Supplies for Catered Affairs	\$197,350	\$224,152	\$26,802

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	\$98,798,625	\$112,152,892	\$13,354,267
Food at Home	\$65,577,915	\$74,454,406	\$8,876,491
Bakery and Cereal Products	\$8,694,179	\$9,870,927	\$1,176,748
Meats, Poultry, Fish, and Eggs	\$13,483,775	\$15,305,696	\$1,821,921
Dairy Products	\$6,773,840	\$7,692,688	\$918,848
Fruits and Vegetables	\$10,819,209	\$12,282,099	\$1,462,890
Snacks and Other Food at Home (9)	\$25,806,913	\$29,302,996	\$3,496,083
Food Away from Home	\$33,220,709	\$37,698,486	\$4,477,777
Alcoholic Beverages	\$5,144,308	\$5,838,400	\$694,092
Financial			
Value of Stocks/Bonds/Mutual Funds	\$359,093,425	\$407,931,819	\$48,838,394
Value of Retirement Plans	\$1,269,992,505	\$1,443,065,630	\$173,073,125
Value of Other Financial Assets	\$109,896,748	\$124,799,350	\$14,902,602
Vehicle Loan Amount excluding Interest	\$31,156,479	\$35,389,453	\$4,232,974
Value of Credit Card Debt	\$24,802,467	\$28,150,013	\$3,347,546
Health			
Nonprescription Drugs	\$1,846,543	\$2,097,149	\$250,606
Prescription Drugs	\$4,487,748	\$5,097,382	\$609,634
Eyeglasses and Contact Lenses	\$1,211,822	\$1,377,546	\$165,724
Personal Care Products (10)	\$4,955,270	\$5,622,232	\$666,962
Smoking Products	\$5,017,156	\$5,696,870	\$679,714
Home			
Mortgage Payment and Basics (11)	\$106,473,765	\$120,959,475	\$14,485,710
Maintenance and Remodeling Services	\$40,043,143	\$45,544,372	\$5,501,229
Maintenance and Remodeling Materials (12)	\$8,161,650	\$9,288,861	\$1,127,211
Utilities, Fuel, and Public Services	\$54,661,570	\$62,072,257	\$7,410,687

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)	\$985,160	\$1,117,987	\$132,827
Furniture	\$7,312,355	\$8,301,224	\$988,869
Rugs	\$304,234	\$345,372	\$41,138
Major Appliances (14)	\$4,415,767	\$5,014,682	\$598,915
Housewares (15)	\$838,090	\$951,352	\$113,262
Small Appliances	\$11,392,484	\$12,936,437	\$88,394
Luggage	\$182,324	\$206,843	\$24,519
Telephones and Accessories	\$747,940	\$848,709	\$100,769
Household Operations			
Child Care	\$4,207,175	\$4,775,218	\$568,043
Lawn/Garden (16)	\$6,369,834	\$7,242,693	\$872,859
Moving/Storage/Freight Express	\$931,503	\$1,056,603	\$125,100
Housekeeping Supplies (17)	\$7,790,954	\$8,843,513	\$1,052,559
Insurance			
Owners and Renters Insurance	\$8,028,143	\$9,123,368	\$1,095,225
Vehicle Insurance	\$19,441,160	\$22,069,296	\$2,628,136
Life/Other Insurance	\$5,873,476	\$6,671,013	\$797,537
Health Insurance	\$45,710,553	\$51,925,536	\$6,214,983
Transportation			
Payments on Vehicles excluding Leases	\$27,535,197	\$31,274,170	\$3,738,973
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$32,370,320	\$36,758,563	\$4,388,243
Vehicle Maintenance and Repairs	\$12,060,339	\$13,698,680	\$1,638,341
Travel			
Airline Fares	\$5,909,841	\$6,706,913	\$797,072
Lodging on Trips	\$8,808,221	\$10,005,887	\$1,197,666
Auto/Truck Rental on Trips	\$935,179	\$1,061,799	\$126,620
Food and Drink on Trips	\$6,725,363	\$7,638,858	\$913,495

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.

