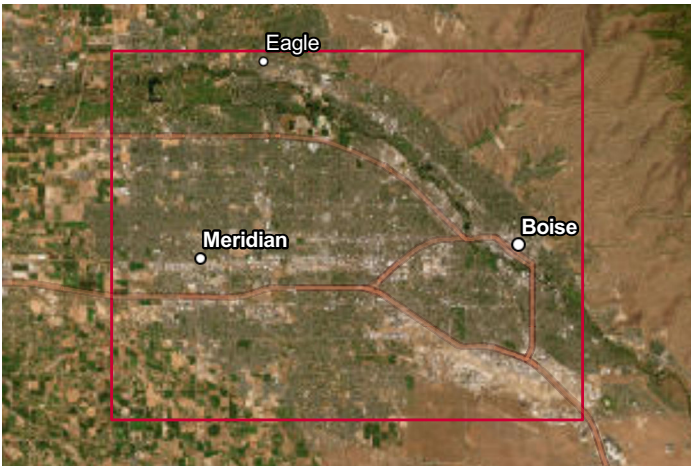
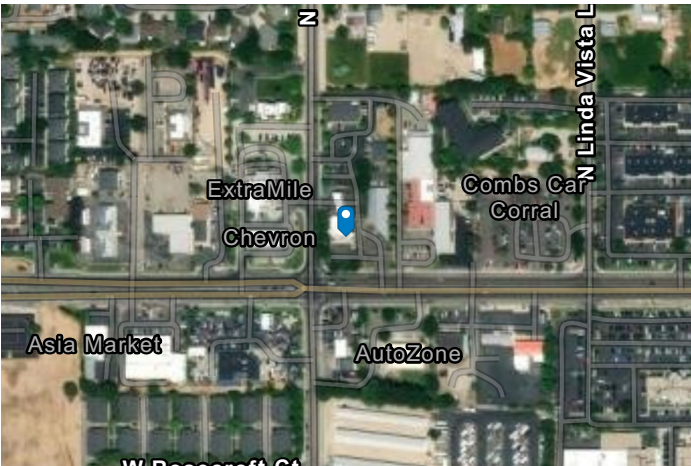
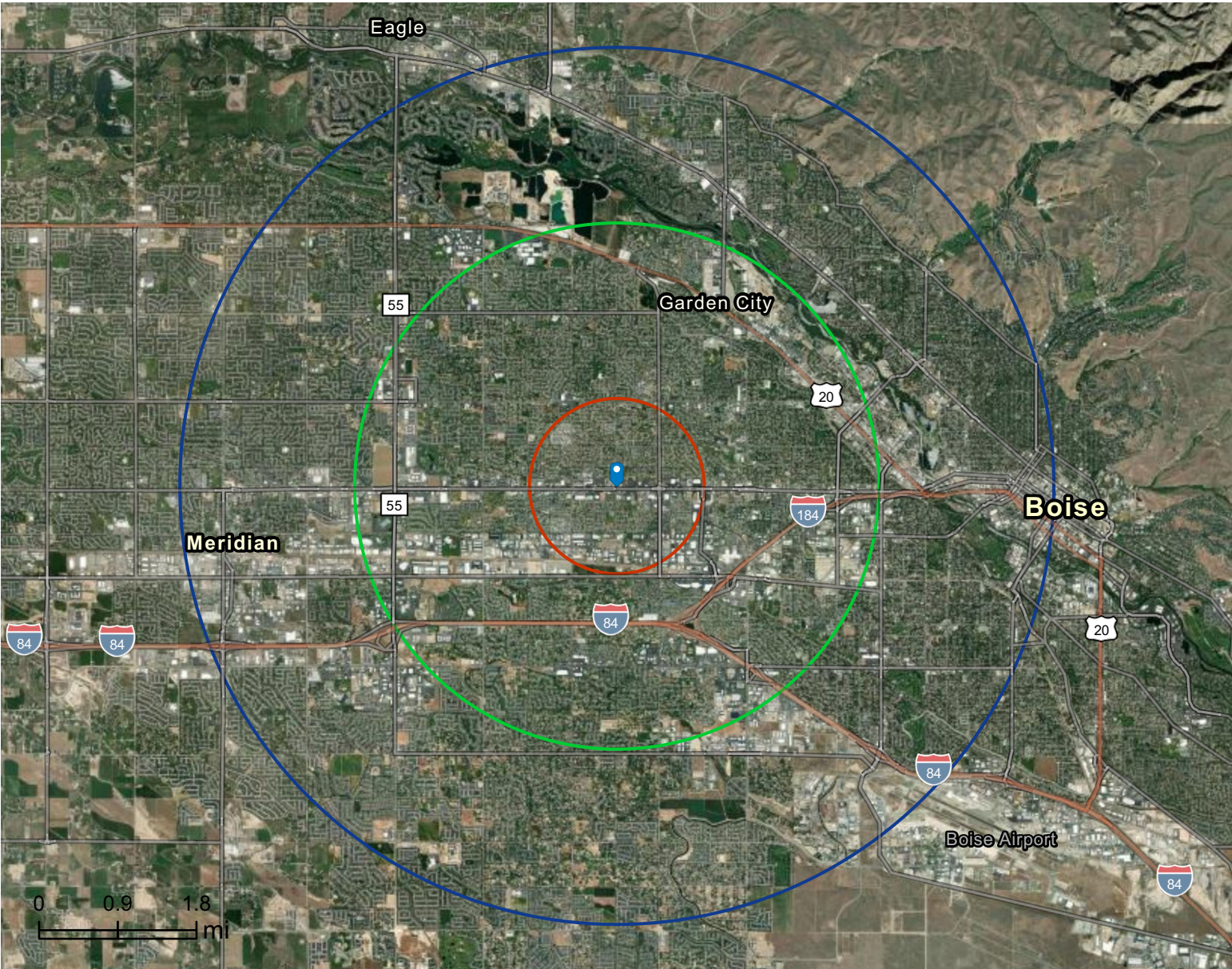


Site Map

9780 W Fairview Ave, Boise, Idaho, 83704

Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.61987
Longitude: -116.30386



Retail Demand Outlook

9780 W Fairview Ave, Boise, Idaho, 83704



Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Moderate Metros (C6)	32.2%	Population	16,892	17,477
Middle Ground (K2)	17.2%	Households	7,196	7,562
Dreambelt (K5)	16.4%	Families	3,957	4,129
Metro Fusion (C3)	11.3%	Median Age	36.5	38.6
Modern Minds (D3)	8.5%	Median Household Income	\$70,178	\$77,690

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$12,348,319	\$14,638,907	\$2,290,588
Men's	\$2,445,219	\$2,898,480	\$453,261
Women's	\$4,107,545	\$4,868,111	\$760,566
Children's	\$1,689,506	\$2,004,336	\$314,830
Footwear	\$2,879,601	\$3,414,466	\$534,865
Watches & Jewelry	\$808,923	\$958,922	\$149,999
Apparel Products and Services (1)	\$417,524	\$494,592	\$77,068
Computer			
Computers and Hardware for Home Use	\$1,087,845	\$1,288,939	\$201,094
Portable Memory	\$20,301	\$24,064	\$3,763
Computer Software	\$96,843	\$114,696	\$17,853
Computer Accessories	\$99,228	\$117,560	\$18,332
Education			
Educational Books/Supplies/Other Expenditures	\$233,261	\$276,621	\$43,360
Other School Supplies	\$444,963	\$527,774	\$82,811

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$20,721,986	\$24,558,809	\$3,836,823
Fees and Admissions	\$4,833,808	\$5,726,548	\$892,740
Membership Fees for Clubs (2)	\$1,643,412	\$1,947,189	\$303,777
Fees for Participant Sports, excl. Trips	\$923,808	\$1,094,294	\$170,486
Tickets to Theatre/Operas/Concerts	\$646,181	\$765,203	\$119,022
Tickets to Movies	\$188,451	\$223,354	\$34,903
Tickets to Parks or Museums	\$198,302	\$234,992	\$36,690
Admission to Sporting Events, excl. Trips	\$534,588	\$633,761	\$99,173
Fees for Recreational Lessons	\$691,328	\$818,602	\$127,274
Dating Services	\$7,738	\$9,153	\$1,415
TV/Video/Audio	\$6,001,269	\$7,114,140	\$1,112,871
Cable and Satellite Television Services	\$2,982,631	\$3,534,560	\$551,929
Televisions	\$561,785	\$666,426	\$104,641
Satellite Dishes	\$3,877	\$4,586	\$709
VCRs, Video Cameras, and DVD Players	\$17,944	\$21,298	\$3,354
Miscellaneous Video Equipment	\$163,661	\$194,139	\$30,478
Video Cassettes and DVDs	\$18,898	\$22,378	\$3,480
Video Game Hardware/Accessories	\$227,620	\$270,126	\$42,506
Video Game Software	\$119,364	\$141,475	\$22,111
Rental/Streaming/Downloaded Video	\$1,134,235	\$1,345,289	\$211,054
Installation of Televisions	\$7,449	\$8,832	\$1,383
Audio (3)	\$746,201	\$884,148	\$137,947
Repair of TV/Radio/Sound Equipment	\$17,603	\$20,881	\$3,278
Pets	\$5,491,515	\$6,507,625	\$1,016,110
Toys/Games/Crafts/Hobbies (4)	\$978,303	\$1,160,003	\$181,700
Recreational Vehicles and Fees (5)	\$777,389	\$921,573	\$144,184
Sports/Recreation/Exercise Equipment (6)	\$1,368,683	\$1,623,916	\$255,233
Photo Equipment and Supplies (7)	\$334,866	\$396,733	\$61,867
Reading (8)	\$645,036	\$763,405	\$118,369
Catered Affairs	\$289,177	\$342,642	\$53,465

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	\$59,929,430	\$71,048,450	\$11,119,020
Food at Home	\$38,547,598	\$45,696,634	\$7,149,036
Bakery and Cereal Products	\$5,141,002	\$6,093,858	\$952,856
Meats, Poultry, Fish, and Eggs	\$8,229,619	\$9,755,798	\$1,526,179
Dairy Products	\$3,923,578	\$4,650,942	\$727,364
Fruits and Vegetables	\$6,098,762	\$7,228,065	\$1,129,303
Snacks and Other Food at Home (9)	\$10,729,079	\$12,720,216	\$1,991,137
Food Away from Home	\$21,381,832	\$25,351,815	\$3,969,983
Alcoholic Beverages	\$3,375,514	\$3,999,008	\$623,494
Financial			
Value of Stocks/Bonds/Mutual Funds	\$247,572,865	\$292,839,784	\$45,266,919
Value of Retirement Plans	\$756,350,968	\$895,856,216	\$139,505,248
Value of Other Financial Assets	\$68,053,430	\$80,647,438	\$12,594,008
Vehicle Loan Amount excluding Interest	\$19,249,959	\$22,839,107	\$3,589,148
Value of Credit Card Debt	\$16,105,195	\$19,088,456	\$2,983,261
Health			
Nonprescription Drugs	\$1,004,687	\$1,191,161	\$186,474
Prescription Drugs	\$2,239,634	\$2,656,071	\$416,437
Eyeglasses and Contact Lenses	\$678,944	\$804,642	\$125,698
Personal Care Products (10)	\$3,204,056	\$3,799,696	\$595,640
Smoking Products	\$2,369,015	\$2,812,386	\$443,371
Home			
Mortgage Payment and Basics (11)	\$62,583,252	\$74,126,860	\$11,543,608
Maintenance and Remodeling Services	\$21,209,575	\$25,108,580	\$3,899,005
Maintenance and Remodeling Materials (12)	\$3,389,280	\$4,018,978	\$629,698
Utilities, Fuel, and Public Services	\$29,982,718	\$35,551,094	\$5,568,376

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$525,891	\$623,237	\$97,346
Furniture	\$4,105,908	\$4,867,139	\$761,231
Rugs	\$190,466	\$225,729	\$35,263
Major Appliances (14)	\$2,354,309	\$2,790,810	\$436,501
Housewares (15)	\$529,541	\$628,136	\$98,595
Small Appliances	\$6,540,074	\$7,751,418	\$67,224
Luggage	\$117,837	\$139,541	\$21,704
Telephones and Accessories	\$317,035	\$375,635	\$58,600
Household Operations			
Child Care	\$2,874,829	\$3,406,489	\$531,660
Lawn/Garden (16)	\$3,296,613	\$3,905,848	\$609,235
Moving/Storage/Freight Express	\$488,060	\$578,432	\$90,372
Housekeeping Supplies (17)	\$4,626,328	\$5,485,663	\$859,335
Insurance			
Owners and Renters Insurance	\$4,521,968	\$5,361,432	\$839,464
Vehicle Insurance	\$12,278,105	\$14,564,433	\$2,286,328
Life/Other Insurance	\$3,458,445	\$4,098,950	\$640,505
Health Insurance	\$25,195,409	\$29,868,235	\$4,672,826
Transportation			
Payments on Vehicles excluding Leases	\$16,017,717	\$19,003,679	\$2,985,962
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$16,042,680	\$19,031,697	\$2,989,017
Vehicle Maintenance and Repairs	\$6,079,576	\$7,206,787	\$1,127,211
Travel			
Airline Fares	\$4,197,039	\$4,968,236	\$771,197
Lodging on Trips	\$5,432,876	\$6,434,887	\$1,002,011
Food and Drink on Trips	\$4,106,647	\$4,865,489	\$758,842

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

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

Retail Demand Outlook

9780 W Fairview Ave, Boise, Idaho, 83704



Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Dreambelt (K5)	22.0%	Population	103,289	107,429
Flourishing Families (H1)	11.5%	Households	41,877	44,353
Moderate Metros (C6)	11.3%	Families	25,245	26,606
Savvy Suburbanites (L1)	7.8%	Median Age	38.9	40.2
Emerging Hub (D1)	6.0%	Median Household Income	\$82,438	\$95,149

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$94,378,618	\$115,188,431	\$20,809,813
Men's	\$18,703,874	\$22,824,167	\$4,120,293
Women's	\$31,803,837	\$38,798,838	\$6,995,001
Children's	\$12,678,416	\$15,486,771	\$2,808,355
Footwear	\$21,591,489	\$26,359,449	\$4,767,960
Watches & Jewelry	\$6,338,662	\$7,739,185	\$1,400,523
Apparel Products and Services (1)	\$3,262,339	\$3,980,020	\$717,681
Computer			
Computers and Hardware for Home Use	\$8,419,261	\$10,273,815	\$1,854,554
Portable Memory	\$156,945	\$191,535	\$34,590
Computer Software	\$743,247	\$906,902	\$163,655
Computer Accessories	\$770,211	\$939,909	\$169,698
Education			
Educational Books/Supplies/Other Expenditures	\$1,779,908	\$2,174,952	\$395,044
Other School Supplies	\$3,362,757	\$4,105,211	\$742,454

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 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$160,451,134	\$195,619,618	\$35,168,484
Fees and Admissions	\$38,617,801	\$47,076,322	\$8,458,521
Membership Fees for Clubs (2)	\$13,146,661	\$16,028,250	\$2,881,589
Fees for Participant Sports, excl. Trips	\$7,406,571	\$9,027,026	\$1,620,455
Tickets to Theatre/Operas/Concerts	\$5,094,225	\$6,211,038	\$1,116,813
Tickets to Movies	\$1,454,457	\$1,775,963	\$321,506
Tickets to Parks or Museums	\$1,576,672	\$1,920,895	\$344,223
Admission to Sporting Events, excl. Trips	\$4,251,546	\$5,184,067	\$932,521
Fees for Recreational Lessons	\$5,631,461	\$6,860,467	\$1,229,006
Dating Services	\$56,209	\$68,617	\$12,408
TV/Video/Audio	\$45,438,280	\$55,424,184	\$9,985,904
Cable and Satellite Television Services	\$22,643,173	\$27,584,687	\$4,941,514
Televisions	\$4,196,635	\$5,129,930	\$933,295
Satellite Dishes	\$31,587	\$38,428	\$6,841
VCRs, Video Cameras, and DVD Players	\$128,657	\$157,099	\$28,442
Miscellaneous Video Equipment	\$1,274,017	\$1,555,554	\$281,537
Video Cassettes and DVDs	\$142,246	\$173,381	\$31,135
Video Game Hardware/Accessories	\$1,635,251	\$2,000,795	\$365,544
Video Game Software	\$875,374	\$1,069,435	\$194,061
Rental/Streaming/Downloaded Video	\$8,544,189	\$10,438,265	\$1,894,076
Installation of Televisions	\$58,054	\$70,864	\$12,810
Audio (3)	\$5,777,762	\$7,045,287	\$1,267,525
Repair of TV/Radio/Sound Equipment	\$131,335	\$160,460	\$29,125
Pets	\$42,333,343	\$51,592,397	\$9,259,054
Toys/Games/Crafts/Hobbies (4)	\$7,376,501	\$9,000,520	\$1,624,019
Recreational Vehicles and Fees (5)	\$6,183,760	\$7,531,351	\$1,347,591
Sports/Recreation/Exercise Equipment (6)	\$10,415,175	\$12,705,359	\$2,290,184
Photo Equipment and Supplies (7)	\$2,605,683	\$3,177,140	\$571,457
Reading (8)	\$5,169,102	\$6,295,621	\$1,126,519
Catered Affairs	\$2,321,993	\$2,832,550	\$510,557

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	\$455,494,883	\$555,862,300	\$100,367,417
Food at Home	\$291,414,351	\$355,558,200	\$64,143,849
Bakery and Cereal Products	\$38,909,173	\$47,463,119	\$8,553,946
Meats, Poultry, Fish, and Eggs	\$62,088,745	\$75,769,180	\$13,680,435
Dairy Products	\$29,756,126	\$36,297,416	\$6,541,290
Fruits and Vegetables	\$46,623,868	\$56,884,688	\$10,260,820
Snacks and Other Food at Home (9)	\$80,985,906	\$98,803,647	\$17,817,741
Food Away from Home	\$164,080,532	\$200,304,100	\$36,223,568
Alcoholic Beverages	\$26,633,408	\$32,480,332	\$5,846,924
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,097,230,031	\$2,550,991,968	\$453,761,937
Value of Retirement Plans	\$6,125,645,274	\$7,454,631,416	\$1,328,986,142
Value of Other Financial Assets	\$541,024,754	\$659,047,683	\$118,022,929
Vehicle Loan Amount excluding Interest	\$145,468,222	\$177,610,094	\$32,141,872
Value of Credit Card Debt	\$124,026,563	\$151,253,319	\$27,226,756
Health			
Nonprescription Drugs	\$7,553,656	\$9,211,006	\$1,657,350
Prescription Drugs	\$16,742,427	\$20,399,635	\$3,657,208
Eyeglasses and Contact Lenses	\$5,238,574	\$6,384,832	\$1,146,258
Personal Care Products (10)	\$24,360,931	\$29,751,926	\$5,390,995
Smoking Products	\$16,350,422	\$19,954,267	\$3,603,845
Home			
Mortgage Payment and Basics (11)	\$506,510,734	\$616,357,553	\$109,846,819
Maintenance and Remodeling Services	\$174,538,683	\$212,283,352	\$37,744,669
Maintenance and Remodeling Materials (12)	\$26,158,243	\$31,799,460	\$5,641,217
Utilities, Fuel, and Public Services	\$225,615,227	\$275,266,747	\$49,651,520

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$4,029,362	\$4,917,106	\$887,744
Furniture	\$31,627,438	\$38,596,722	\$6,969,284
Rugs	\$1,468,854	\$1,790,957	\$322,103
Major Appliances (14)	\$18,145,860	\$22,111,666	\$3,965,806
Housewares (15)	\$3,920,734	\$4,779,497	\$858,763
Small Appliances	\$50,876,587	\$62,034,856	\$610,416
Luggage	\$934,033	\$1,138,678	\$204,645
Telephones and Accessories	\$2,479,867	\$3,022,187	\$542,320
Household Operations			
Child Care	\$22,591,324	\$27,548,987	\$4,957,663
Lawn/Garden (16)	\$26,079,718	\$31,738,305	\$5,658,587
Moving/Storage/Freight Express	\$3,734,606	\$4,563,991	\$829,385
Housekeeping Supplies (17)	\$34,748,847	\$42,392,093	\$7,643,246
Insurance			
Owners and Renters Insurance	\$34,739,540	\$42,305,900	\$7,566,360
Vehicle Insurance	\$91,665,991	\$111,967,494	\$20,301,503
Life/Other Insurance	\$27,057,079	\$32,959,468	\$5,902,389
Health Insurance	\$192,545,216	\$234,742,321	\$42,197,105
Transportation			
Payments on Vehicles excluding Leases	\$120,386,896	\$146,940,993	\$26,554,097
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$119,393,828	\$145,772,790	\$26,378,962
Vehicle Maintenance and Repairs	\$46,259,987	\$56,431,200	\$10,171,213
Travel			
Airline Fares	\$33,950,950	\$41,369,238	\$7,418,288
Lodging on Trips	\$43,451,223	\$52,925,103	\$9,473,880
Food and Drink on Trips	\$32,507,512	\$39,618,513	\$7,111,001

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.

- (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

9780 W Fairview Ave, Boise, Idaho, 83704



Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Dreambelt (K5)	13.9%	Population	263,089	277,917
Flourishing Families (H1)	11.6%	Households	108,368	116,726
Savvy Suburbanites (L1)	10.3%	Families	65,553	69,896
Moderate Metros (C6)	10.1%	Median Age	38.8	40.0
Emerging Hub (D1)	8.5%	Median Household Income	\$88,316	\$103,164

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$273,456,284	\$341,080,251	\$67,623,967
Men's	\$54,149,545	\$67,600,428	\$13,450,883
Women's	\$92,173,858	\$114,888,081	\$22,714,223
Children's	\$36,934,421	\$46,065,604	\$9,131,183
Footwear	\$62,238,195	\$77,646,089	\$15,407,894
Watches & Jewelry	\$18,528,111	\$23,116,921	\$4,588,810
Apparel Products and Services (1)	\$9,432,155	\$11,763,127	\$2,330,972
Computer			
Computers and Hardware for Home Use	\$24,434,655	\$30,483,800	\$6,049,145
Portable Memory	\$453,080	\$564,693	\$111,613
Computer Software	\$2,152,413	\$2,687,126	\$534,713
Computer Accessories	\$2,225,019	\$2,778,053	\$553,034
Education			
Educational Books/Supplies/Other Expenditures	\$5,242,833	\$6,549,240	\$1,306,407
Other School Supplies	\$9,717,616	\$12,114,186	\$2,396,570

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 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$462,366,523	\$575,668,882	\$113,302,359
Fees and Admissions	\$112,482,522	\$140,029,149	\$27,546,627
Membership Fees for Clubs (2)	\$38,163,886	\$47,534,059	\$9,370,173
Fees for Participant Sports, excl. Trips	\$21,637,967	\$26,905,015	\$5,267,048
Tickets to Theatre/Operas/Concerts	\$14,771,855	\$18,416,152	\$3,644,297
Tickets to Movies	\$4,252,862	\$5,306,389	\$1,053,527
Tickets to Parks or Museums	\$4,594,442	\$5,716,730	\$1,122,288
Admission to Sporting Events, excl. Trips	\$12,433,873	\$15,469,508	\$3,035,635
Fees for Recreational Lessons	\$16,465,045	\$20,478,018	\$4,012,973
Dating Services	\$162,592	\$203,279	\$40,687
TV/Video/Audio	\$129,988,575	\$161,882,581	\$31,894,006
Cable and Satellite Television Services	\$63,855,868	\$79,381,692	\$15,525,824
Televisions	\$12,251,834	\$15,293,313	\$3,041,479
Satellite Dishes	\$92,205	\$114,589	\$22,384
VCRs, Video Cameras, and DVD Players	\$370,585	\$462,048	\$91,463
Miscellaneous Video Equipment	\$3,654,301	\$4,546,237	\$891,936
Video Cassettes and DVDs	\$409,151	\$511,538	\$102,387
Video Game Hardware/Accessories	\$4,750,807	\$5,945,192	\$1,194,385
Video Game Software	\$2,543,257	\$3,182,144	\$638,887
Rental/Streaming/Downloaded Video	\$24,815,192	\$30,954,146	\$6,138,954
Installation of Televisions	\$170,503	\$212,321	\$41,818
Audio (3)	\$16,699,528	\$20,811,401	\$4,111,873
Repair of TV/Radio/Sound Equipment	\$375,343	\$467,958	\$92,615
Pets	\$121,212,820	\$150,868,563	\$29,655,743
Toys/Games/Crafts/Hobbies (4)	\$21,391,364	\$26,656,171	\$5,264,807
Recreational Vehicles and Fees (5)	\$17,984,386	\$22,347,718	\$4,363,332
Sports/Recreation/Exercise Equipment (6)	\$30,318,725	\$37,776,984	\$7,458,259
Photo Equipment and Supplies (7)	\$7,546,491	\$9,411,123	\$1,864,632
Reading (8)	\$14,773,122	\$18,386,853	\$3,613,731
Catered Affairs	\$6,734,600	\$8,400,442	\$1,665,842

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	\$1,311,377,566	\$1,634,708,990	\$323,331,424
Food at Home	\$835,487,231	\$1,041,090,746	\$205,603,515
Bakery and Cereal Products	\$111,545,023	\$138,969,411	\$27,424,388
Meats, Poultry, Fish, and Eggs	\$177,872,933	\$221,660,718	\$43,787,785
Dairy Products	\$85,207,352	\$106,144,815	\$20,937,463
Fruits and Vegetables	\$133,754,523	\$166,683,078	\$32,928,555
Snacks and Other Food at Home (9)	\$232,419,279	\$289,603,086	\$57,183,807
Food Away from Home	\$475,890,335	\$593,618,244	\$117,727,909
Alcoholic Beverages	\$76,889,114	\$95,841,968	\$18,952,854
Financial			
Value of Stocks/Bonds/Mutual Funds	\$6,007,634,232	\$7,459,645,629	\$1,452,011,397
Value of Retirement Plans	\$17,531,040,555	\$21,761,868,670	\$4,230,828,115
Value of Other Financial Assets	\$1,545,140,069	\$1,918,873,720	\$373,733,651
Vehicle Loan Amount excluding Interest	\$424,938,313	\$529,728,404	\$104,790,091
Value of Credit Card Debt	\$356,963,363	\$444,499,655	\$87,536,292
Health			
Nonprescription Drugs	\$21,486,119	\$26,730,067	\$5,243,948
Prescription Drugs	\$47,414,343	\$58,937,842	\$11,523,499
Eyeglasses and Contact Lenses	\$14,995,714	\$18,660,272	\$3,664,558
Personal Care Products (10)	\$70,706,259	\$88,207,385	\$17,501,126
Smoking Products	\$45,796,432	\$57,089,171	\$11,292,739
Home			
Mortgage Payment and Basics (11)	\$1,460,283,802	\$1,812,227,625	\$351,943,823
Maintenance and Remodeling Services	\$500,187,812	\$620,381,973	\$120,194,161
Maintenance and Remodeling Materials (12)	\$74,054,386	\$91,778,396	\$17,724,010
Utilities, Fuel, and Public Services	\$645,287,743	\$803,521,482	\$158,233,739

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$11,621,328	\$14,485,332	\$2,864,004
Furniture	\$91,502,095	\$114,026,983	\$22,524,888
Rugs	\$4,253,709	\$5,295,446	\$1,041,737
Major Appliances (14)	\$51,973,376	\$64,604,891	\$12,631,515
Housewares (15)	\$11,186,133	\$13,933,824	\$2,747,691
Small Appliances	\$146,832,242	\$182,859,952	\$1,977,743
Luggage	\$2,710,131	\$3,375,568	\$665,437
Telephones and Accessories	\$7,141,123	\$8,888,112	\$1,746,989
Household Operations			
Child Care	\$66,093,065	\$82,332,455	\$16,239,390
Lawn/Garden (16)	\$74,023,880	\$91,896,335	\$17,872,455
Moving/Storage/Freight Express	\$10,730,757	\$13,406,310	\$2,675,553
Housekeeping Supplies (17)	\$99,334,718	\$123,713,334	\$24,378,616
Insurance			
Owners and Renters Insurance	\$99,407,671	\$123,422,336	\$24,014,665
Vehicle Insurance	\$264,295,821	\$329,514,177	\$65,218,356
Life/Other Insurance	\$77,881,333	\$96,773,701	\$18,892,368
Health Insurance	\$550,193,138	\$684,378,231	\$134,185,093
Transportation			
Payments on Vehicles excluding Leases	\$348,423,959	\$434,092,570	\$85,668,611
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$342,974,688	\$427,498,444	\$84,523,756
Vehicle Maintenance and Repairs	\$132,862,821	\$165,469,887	\$32,607,066
Travel			
Airline Fares	\$98,181,850	\$122,254,035	\$24,072,185
Lodging on Trips	\$125,151,349	\$155,651,625	\$30,500,276
Food and Drink on Trips	\$93,902,696	\$116,896,430	\$22,993,734

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

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