

Site Map

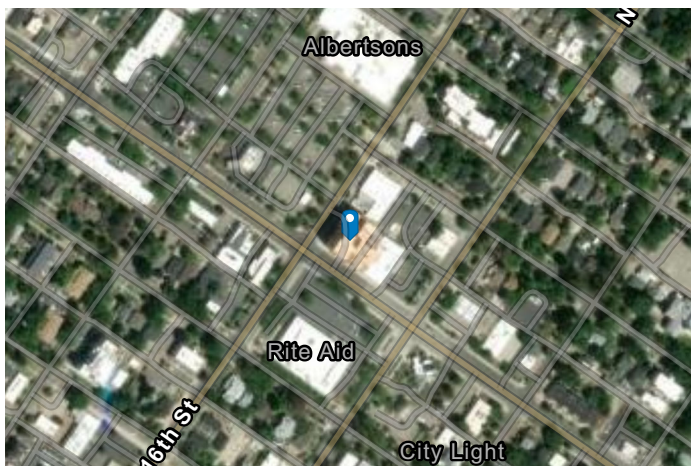
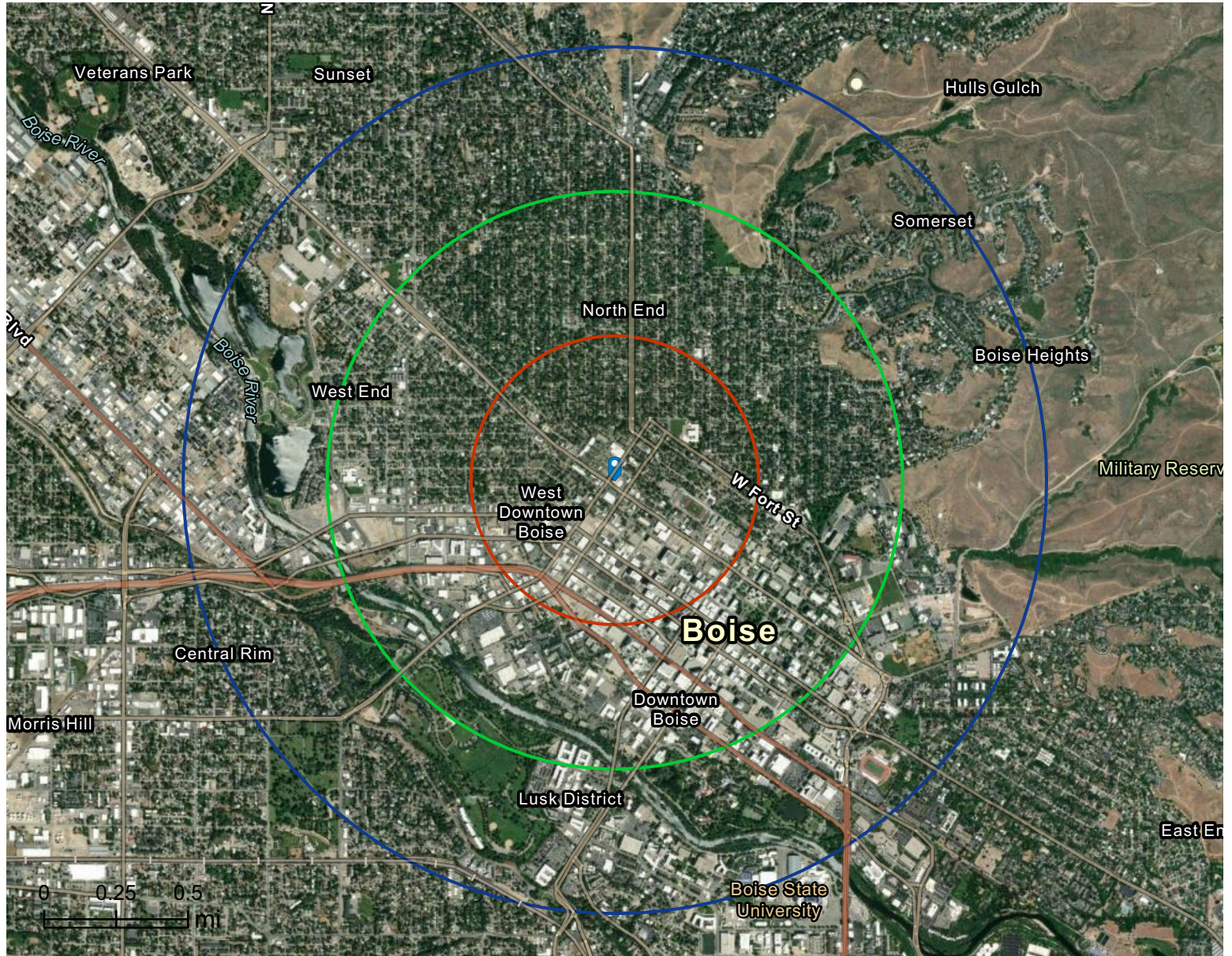
1522 W State St, Boise, Idaho, 83702

Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri

Latitude: 43.62353

Longitude: -116.20946



Retail Demand Outlook

1522 W State St, Boise, Idaho, 83702



Ring: 0.5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Emerging Hub (D1)	49.2%	Population	3,648	4,618
City Greens (K6)	20.4%	Households	2,024	2,642
Metro Renters (D4)	16.0%	Families	681	810
Urban Chic (H4)	14.3%	Median Age	37.8	36.6
Social Security Set (A3)	0.0%	Median Household Income	\$63,773	\$89,077

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$4,886,877	\$8,040,471	\$3,153,594
Men's	\$991,082	\$1,648,538	\$657,456
Women's	\$1,611,372	\$2,625,986	\$1,014,614
Children's	\$650,357	\$1,068,560	\$418,203
Footwear	\$1,134,338	\$1,875,457	\$741,119
Watches & Jewelry	\$328,461	\$540,769	\$212,308
Apparel Products and Services (1)	\$171,268	\$281,162	\$109,894
Computer			
Computers and Hardware for Home Use	\$449,244	\$733,897	\$284,653
Portable Memory	\$8,055	\$13,070	\$5,015
Computer Software	\$41,396	\$68,577	\$27,181
Computer Accessories	\$41,884	\$69,698	\$27,814
Education			
Educational Books/Supplies/Other Expenditures	\$94,947	\$156,294	\$61,347
Other School Supplies	\$171,732	\$278,643	\$106,911

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	\$7,813,154	\$12,545,329	\$4,732,175
Fees and Admissions	\$1,862,604	\$2,986,162	\$1,123,558
Membership Fees for Clubs (2)	\$642,012	\$1,036,150	\$394,138
Fees for Participant Sports, excl. Trips	\$341,879	\$537,391	\$195,512
Tickets to Theatre/Operas/Concerts	\$265,086	\$433,306	\$168,220
Tickets to Movies	\$77,593	\$126,999	\$49,406
Tickets to Parks or Museums	\$74,203	\$119,752	\$45,549
Admission to Sporting Events, excl. Trips	\$196,847	\$312,202	\$115,355
Fees for Recreational Lessons	\$261,349	\$414,319	\$152,970
Dating Services	\$3,635	\$6,043	\$2,408
TV/Video/Audio	\$2,245,280	\$3,609,956	\$1,364,676
Cable and Satellite Television Services	\$1,038,039	\$1,641,077	\$603,038
Televisions	\$226,414	\$369,530	\$143,116
Satellite Dishes	\$1,523	\$2,404	\$881
VCRs, Video Cameras, and DVD Players	\$6,598	\$10,754	\$4,156
Miscellaneous Video Equipment	\$65,832	\$102,934	\$37,102
Video Cassettes and DVDs	\$8,463	\$14,434	\$5,971
Video Game Hardware/Accessories	\$95,645	\$160,381	\$64,736
Video Game Software	\$53,165	\$89,238	\$36,073
Rental/Streaming/Downloaded Video	\$445,941	\$727,444	\$281,503
Installation of Televisions	\$2,930	\$4,672	\$1,742
Audio (3)	\$293,771	\$475,737	\$181,966
Repair of TV/Radio/Sound Equipment	\$6,960	\$11,352	\$4,392
Pets	\$2,036,222	\$3,267,451	\$1,231,229
Toys/Games/Crafts/Hobbies (4)	\$373,452	\$601,626	\$228,174
Recreational Vehicles and Fees (5)	\$273,185	\$425,122	\$151,937
Sports/Recreation/Exercise Equipment (6)	\$518,210	\$839,359	\$321,149
Photo Equipment and Supplies (7)	\$135,940	\$223,684	\$87,744
Reading (8)	\$253,342	\$405,271	\$151,929
Catered Affairs	\$118,412	\$196,312	\$77,900

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	\$23,107,616	\$37,704,599	\$14,596,983
Food at Home	\$14,652,592	\$23,809,070	\$9,156,478
Bakery and Cereal Products	\$1,950,076	\$3,161,761	\$1,211,685
Meats, Poultry, Fish, and Eggs	\$3,120,652	\$5,075,152	\$1,954,500
Dairy Products	\$1,481,891	\$2,402,022	\$920,131
Fruits and Vegetables	\$2,351,208	\$3,831,431	\$1,480,223
Snacks and Other Food at Home (9)	\$4,071,784	\$6,607,472	\$2,535,688
Food Away from Home	\$8,455,024	\$13,895,529	\$5,440,505
Alcoholic Beverages	\$1,352,209	\$2,208,807	\$856,598
Financial			
Value of Stocks/Bonds/Mutual Funds	\$92,126,771	\$142,983,175	\$50,856,404
Value of Retirement Plans	\$260,346,188	\$398,317,245	\$137,971,057
Value of Other Financial Assets	\$22,456,425	\$34,960,373	\$12,503,948
Vehicle Loan Amount excluding Interest	\$7,164,424	\$11,654,396	\$4,489,972
Value of Credit Card Debt	\$6,027,950	\$9,729,428	\$3,701,478
Health			
Nonprescription Drugs	\$357,566	\$569,987	\$212,421
Prescription Drugs	\$757,706	\$1,189,856	\$432,150
Eyeglasses and Contact Lenses	\$247,567	\$394,296	\$146,729
Personal Care Products (10)	\$1,260,898	\$2,065,870	\$804,972
Smoking Products	\$835,139	\$1,363,441	\$528,302
Home			
Mortgage Payment and Basics (11)	\$21,061,507	\$32,297,408	\$11,235,901
Maintenance and Remodeling Services	\$7,133,183	\$10,826,835	\$3,693,652
Maintenance and Remodeling Materials (12)	\$1,013,262	\$1,534,537	\$521,275
Utilities, Fuel, and Public Services	\$10,859,100	\$17,447,414	\$6,588,314

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)	\$205,589	\$333,747	\$128,158
Furniture	\$1,585,948	\$2,565,777	\$979,829
Rugs	\$72,665	\$115,644	\$42,979
Major Appliances (14)	\$808,988	\$1,270,903	\$461,915
Housewares (15)	\$195,487	\$318,352	\$122,865
Small Appliances	\$2,495,117	\$4,023,084	\$95,861
Luggage	\$47,108	\$76,002	\$28,894
Telephones and Accessories	\$120,207	\$191,836	\$71,629
Household Operations			
Child Care	\$1,119,780	\$1,820,700	\$700,920
Lawn/Garden (16)	\$1,095,077	\$1,695,379	\$600,302
Moving/Storage/Freight Express	\$210,810	\$352,039	\$141,229
Housekeeping Supplies (17)	\$1,699,904	\$2,740,727	\$1,040,823
Insurance			
Owners and Renters Insurance	\$1,466,706	\$2,263,240	\$796,534
Vehicle Insurance	\$4,584,110	\$7,470,960	\$2,886,850
Life/Other Insurance	\$1,200,176	\$1,877,408	\$677,232
Health Insurance	\$8,939,084	\$14,195,451	\$5,256,367
Transportation			
Payments on Vehicles excluding Leases	\$5,811,014	\$9,410,701	\$3,599,687
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$5,888,066	\$9,581,645	\$3,693,579
Vehicle Maintenance and Repairs	\$2,282,709	\$3,669,891	\$1,387,182
Travel			
Airline Fares	\$1,677,381	\$2,708,656	\$1,031,275
Lodging on Trips	\$2,007,451	\$3,186,314	\$1,178,863
Food and Drink on Trips	\$1,557,259	\$2,508,716	\$951,457

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

1522 W State St, Boise, Idaho, 83702



Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Emerging Hub (D1)	28.6%	Population	15,170	17,178
City Greens (K6)	25.4%	Households	7,798	9,198
Metro Renters (D4)	16.1%	Families	2,800	3,078
Social Security Set (A3)	14.1%	Median Age	37.9	38.1
Urban Chic (H4)	12.3%	Median Household Income	\$75,119	\$88,502

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$20,030,296	\$27,846,663	\$7,816,367
Men's	\$4,113,929	\$5,752,696	\$1,638,767
Women's	\$6,604,587	\$9,129,082	\$2,524,495
Children's	\$2,604,832	\$3,624,085	\$1,019,253
Footwear	\$4,675,131	\$6,515,308	\$1,840,177
Watches & Jewelry	\$1,321,206	\$1,840,270	\$519,064
Apparel Products and Services (1)	\$710,611	\$985,222	\$274,611
Computer			
Computers and Hardware for Home Use	\$1,843,937	\$2,554,280	\$710,343
Portable Memory	\$32,764	\$45,200	\$12,436
Computer Software	\$169,583	\$236,845	\$67,262
Computer Accessories	\$173,929	\$243,212	\$69,283
Education			
Educational Books/Supplies/Other Expenditures	\$390,463	\$543,801	\$153,338
Other School Supplies	\$696,174	\$961,115	\$264,941

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	\$31,757,724	\$43,532,751	\$11,775,027
Fees and Admissions	\$7,507,753	\$10,282,313	\$2,774,560
Membership Fees for Clubs (2)	\$2,597,714	\$3,570,847	\$973,133
Fees for Participant Sports, excl. Trips	\$1,359,026	\$1,840,900	\$481,874
Tickets to Theatre/Operas/Concerts	\$1,094,939	\$1,514,762	\$419,823
Tickets to Movies	\$317,456	\$440,235	\$122,779
Tickets to Parks or Museums	\$297,797	\$409,603	\$111,806
Admission to Sporting Events, excl. Trips	\$780,586	\$1,063,482	\$282,896
Fees for Recreational Lessons	\$1,044,933	\$1,421,116	\$376,183
Dating Services	\$15,302	\$21,369	\$6,067
TV/Video/Audio	\$9,219,310	\$12,644,897	\$3,425,587
Cable and Satellite Television Services	\$4,330,401	\$5,870,745	\$1,540,344
Televisions	\$915,948	\$1,270,414	\$354,466
Satellite Dishes	\$5,912	\$8,061	\$2,149
VCRs, Video Cameras, and DVD Players	\$26,974	\$37,343	\$10,369
Miscellaneous Video Equipment	\$262,073	\$354,783	\$92,710
Video Cassettes and DVDs	\$36,447	\$51,528	\$15,081
Video Game Hardware/Accessories	\$392,365	\$552,777	\$160,412
Video Game Software	\$219,031	\$308,479	\$89,448
Rental/Streaming/Downloaded Video	\$1,787,484	\$2,478,606	\$691,122
Installation of Televisions	\$11,495	\$15,740	\$4,245
Audio (3)	\$1,202,736	\$1,657,056	\$454,320
Repair of TV/Radio/Sound Equipment	\$28,442	\$39,365	\$10,923
Pets	\$8,282,697	\$11,348,815	\$3,066,118
Toys/Games/Crafts/Hobbies (4)	\$1,506,029	\$2,071,521	\$565,492
Recreational Vehicles and Fees (5)	\$1,078,065	\$1,451,097	\$373,032
Sports/Recreation/Exercise Equipment (6)	\$2,073,180	\$2,860,223	\$787,043
Photo Equipment and Supplies (7)	\$555,819	\$772,560	\$216,741
Reading (8)	\$1,061,777	\$1,448,893	\$387,116
Catered Affairs	\$478,190	\$667,711	\$189,521

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	\$94,763,565	\$131,097,305	\$36,333,740
Food at Home	\$60,296,724	\$83,186,849	\$22,890,125
Bakery and Cereal Products	\$8,030,903	\$11,063,870	\$3,032,967
Meats, Poultry, Fish, and Eggs	\$12,856,760	\$17,743,946	\$4,887,186
Dairy Products	\$6,095,175	\$8,396,421	\$2,301,246
Fruits and Vegetables	\$9,717,064	\$13,420,742	\$3,703,678
Snacks and Other Food at Home (9)	\$16,693,015	\$23,021,063	\$6,328,048
Food Away from Home	\$34,466,842	\$47,910,455	\$13,443,613
Alcoholic Beverages	\$5,533,576	\$7,656,487	\$2,122,911
Financial			
Value of Stocks/Bonds/Mutual Funds	\$380,880,709	\$510,298,208	\$129,417,499
Value of Retirement Plans	\$1,047,307,802	\$1,393,853,005	\$346,545,203
Value of Other Financial Assets	\$90,667,627	\$121,974,176	\$31,306,549
Vehicle Loan Amount excluding Interest	\$28,699,586	\$39,734,801	\$11,035,215
Value of Credit Card Debt	\$24,496,333	\$33,680,415	\$9,184,082
Health			
Nonprescription Drugs	\$1,462,801	\$1,995,935	\$533,134
Prescription Drugs	\$3,110,133	\$4,205,511	\$1,095,378
Eyeglasses and Contact Lenses	\$1,012,889	\$1,381,058	\$368,169
Personal Care Products (10)	\$5,150,534	\$7,149,281	\$1,998,747
Smoking Products	\$3,458,749	\$4,789,651	\$1,330,902
Home			
Mortgage Payment and Basics (11)	\$83,214,219	\$110,995,642	\$27,781,423
Maintenance and Remodeling Services	\$28,453,415	\$37,699,613	\$9,246,198
Maintenance and Remodeling Materials (12)	\$3,976,163	\$5,266,503	\$1,290,340
Utilities, Fuel, and Public Services	\$44,289,508	\$60,748,826	\$16,459,318

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$843,761	\$1,163,880	\$320,119
Furniture	\$6,423,534	\$8,852,121	\$2,428,587
Rugs	\$289,464	\$395,365	\$105,901
Major Appliances (14)	\$3,246,647	\$4,396,037	\$1,149,390
Housewares (15)	\$798,561	\$1,104,050	\$305,489
Small Appliances	\$10,139,242	\$13,934,758	\$239,178
Luggage	\$191,851	\$263,703	\$71,852
Telephones and Accessories	\$491,024	\$670,195	\$179,171
Household Operations			
Child Care	\$4,394,782	\$6,079,733	\$1,684,951
Lawn/Garden (16)	\$4,429,755	\$5,938,179	\$1,508,424
Moving/Storage/Freight Express	\$879,713	\$1,232,289	\$352,576
Housekeeping Supplies (17)	\$6,946,109	\$9,544,084	\$2,597,975
Insurance			
Owners and Renters Insurance	\$5,836,041	\$7,818,643	\$1,982,602
Vehicle Insurance	\$18,596,157	\$25,744,671	\$7,148,514
Life/Other Insurance	\$4,837,280	\$6,527,051	\$1,689,771
Health Insurance	\$36,438,314	\$49,608,505	\$13,170,191
Transportation			
Payments on Vehicles excluding Leases	\$23,248,920	\$32,088,886	\$8,839,966
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$23,907,525	\$33,067,909	\$9,160,384
Vehicle Maintenance and Repairs	\$9,276,986	\$12,734,621	\$3,457,635
Travel			
Airline Fares	\$6,874,231	\$9,442,685	\$2,568,454
Lodging on Trips	\$8,129,543	\$11,060,073	\$2,930,530
Food and Drink on Trips	\$6,320,658	\$8,677,738	\$2,357,080

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- (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.
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Retail Demand Outlook

1522 W State St, Boise, Idaho, 83702



Ring: 1.5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
City Greens (K6)	25.7%	Population	29,926	33,045
Emerging Hub (D1)	20.4%	Households	14,948	17,074
Urban Chic (H4)	15.2%	Families	5,805	6,290
Dorms to Diplomas (B1)	13.3%	Median Age	35.8	36.3
Metro Renters (D4)	11.7%	Median Household Income	\$76,032	\$88,525

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$40,196,389	\$52,593,392	\$12,397,003
Men's	\$8,372,547	\$11,000,449	\$2,627,902
Women's	\$13,254,545	\$17,276,056	\$4,021,511
Children's	\$5,166,115	\$6,758,582	\$1,592,467
Footwear	\$9,306,219	\$12,200,918	\$2,894,699
Watches & Jewelry	\$2,677,812	\$3,504,433	\$826,621
Apparel Products and Services (1)	\$1,419,151	\$1,852,953	\$433,802
Computer			
Computers and Hardware for Home Use	\$3,768,159	\$4,921,187	\$1,153,028
Portable Memory	\$65,549	\$85,329	\$19,780
Computer Software	\$342,970	\$450,273	\$107,303
Computer Accessories	\$352,164	\$462,534	\$110,370
Education			
Educational Books/Supplies/Other Expenditures	\$823,400	\$1,079,533	\$256,133
Other School Supplies	\$1,402,960	\$1,828,158	\$425,198

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	\$63,966,238	\$82,884,773	\$18,918,535
Fees and Admissions	\$15,117,623	\$19,553,180	\$4,435,557
Membership Fees for Clubs (2)	\$5,240,009	\$6,793,622	\$1,553,613
Fees for Participant Sports, excl. Trips	\$2,735,048	\$3,511,418	\$776,370
Tickets to Theatre/Operas/Concerts	\$2,200,080	\$2,867,824	\$667,744
Tickets to Movies	\$641,082	\$837,731	\$196,649
Tickets to Parks or Museums	\$599,690	\$777,470	\$177,780
Admission to Sporting Events, excl. Trips	\$1,572,750	\$2,027,318	\$454,568
Fees for Recreational Lessons	\$2,099,016	\$2,698,388	\$599,372
Dating Services	\$29,947	\$39,409	\$9,462
TV/Video/Audio	\$18,533,643	\$24,052,102	\$5,518,459
Cable and Satellite Television Services	\$8,613,010	\$11,088,154	\$2,475,144
Televisions	\$1,865,269	\$2,440,640	\$575,371
Satellite Dishes	\$12,394	\$16,004	\$3,610
VCRs, Video Cameras, and DVD Players	\$54,592	\$71,349	\$16,757
Miscellaneous Video Equipment	\$510,117	\$657,784	\$147,667
Video Cassettes and DVDs	\$73,027	\$96,698	\$23,671
Video Game Hardware/Accessories	\$810,158	\$1,071,352	\$261,194
Video Game Software	\$447,720	\$591,729	\$144,009
Rental/Streaming/Downloaded Video	\$3,613,884	\$4,722,937	\$1,109,053
Installation of Televisions	\$22,970	\$29,757	\$6,787
Audio (3)	\$2,453,218	\$3,190,959	\$737,741
Repair of TV/Radio/Sound Equipment	\$57,283	\$74,739	\$17,456
Pets	\$16,676,133	\$21,603,927	\$4,927,794
Toys/Games/Crafts/Hobbies (4)	\$3,063,091	\$3,982,102	\$919,011
Recreational Vehicles and Fees (5)	\$2,162,604	\$2,762,503	\$599,899
Sports/Recreation/Exercise Equipment (6)	\$4,155,303	\$5,406,264	\$1,250,961
Photo Equipment and Supplies (7)	\$1,118,004	\$1,461,252	\$343,248
Reading (8)	\$2,152,824	\$2,781,211	\$628,387
Catered Affairs	\$950,523	\$1,244,310	\$293,787

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	\$190,267,201	\$248,184,794	\$57,917,593
Food at Home	\$120,701,973	\$157,196,966	\$36,494,993
Bakery and Cereal Products	\$16,061,719	\$20,897,796	\$4,836,077
Meats, Poultry, Fish, and Eggs	\$25,667,510	\$33,437,697	\$7,770,187
Dairy Products	\$12,185,050	\$15,852,097	\$3,667,047
Fruits and Vegetables	\$19,404,794	\$25,281,923	\$5,877,129
Snacks and Other Food at Home (9)	\$33,504,758	\$43,624,726	\$10,119,968
Food Away from Home	\$69,565,228	\$90,987,829	\$21,422,601
Alcoholic Beverages	\$11,119,735	\$14,488,337	\$3,368,602
Financial			
Value of Stocks/Bonds/Mutual Funds	\$765,867,982	\$974,869,572	\$209,001,590
Value of Retirement Plans	\$2,103,927,979	\$2,668,240,948	\$564,312,969
Value of Other Financial Assets	\$181,727,836	\$232,368,999	\$50,641,163
Vehicle Loan Amount excluding Interest	\$58,641,471	\$76,552,826	\$17,911,355
Value of Credit Card Debt	\$49,018,731	\$63,642,857	\$14,624,126
Health			
Nonprescription Drugs	\$2,895,295	\$3,744,068	\$848,773
Prescription Drugs	\$6,205,890	\$7,978,561	\$1,772,671
Eyeglasses and Contact Lenses	\$2,046,196	\$2,642,455	\$596,259
Personal Care Products (10)	\$10,452,243	\$13,669,677	\$3,217,434
Smoking Products	\$6,996,647	\$9,155,938	\$2,159,291
Home			
Mortgage Payment and Basics (11)	\$167,977,497	\$213,222,334	\$45,244,837
Maintenance and Remodeling Services	\$57,617,685	\$72,812,387	\$15,194,702
Maintenance and Remodeling Materials (12)	\$8,022,868	\$10,142,839	\$2,119,971
Utilities, Fuel, and Public Services	\$89,398,207	\$115,987,870	\$26,589,663

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)	\$1,703,738	\$2,218,436	\$514,698
Furniture	\$13,024,964	\$16,944,083	\$3,919,119
Rugs	\$582,988	\$753,854	\$170,866
Major Appliances (14)	\$6,579,099	\$8,453,645	\$1,874,546
Housewares (15)	\$1,605,771	\$2,093,941	\$488,170
Small Appliances	\$20,451,129	\$26,545,127	\$382,847
Luggage	\$389,154	\$504,911	\$115,757
Telephones and Accessories	\$980,317	\$1,266,599	\$286,282
Household Operations			
Child Care	\$8,844,662	\$11,496,923	\$2,652,261
Lawn/Garden (16)	\$8,922,297	\$11,379,074	\$2,456,777
Moving/Storage/Freight Express	\$1,758,894	\$2,313,990	\$555,096
Housekeeping Supplies (17)	\$13,913,480	\$18,071,655	\$4,158,175
Insurance			
Owners and Renters Insurance	\$11,740,544	\$14,976,907	\$3,236,363
Vehicle Insurance	\$37,567,034	\$49,054,214	\$11,487,180
Life/Other Insurance	\$9,670,588	\$12,388,141	\$2,717,553
Health Insurance	\$72,749,409	\$93,877,683	\$21,128,274
Transportation			
Payments on Vehicles excluding Leases	\$47,060,819	\$61,285,666	\$14,224,847
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$48,657,400	\$63,488,071	\$14,830,671
Vehicle Maintenance and Repairs	\$18,797,197	\$24,399,568	\$5,602,371
Travel			
Airline Fares	\$13,847,509	\$17,944,462	\$4,096,953
Lodging on Trips	\$16,347,534	\$21,046,915	\$4,699,381
Food and Drink on Trips	\$12,721,354	\$16,485,400	\$3,764,046

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.