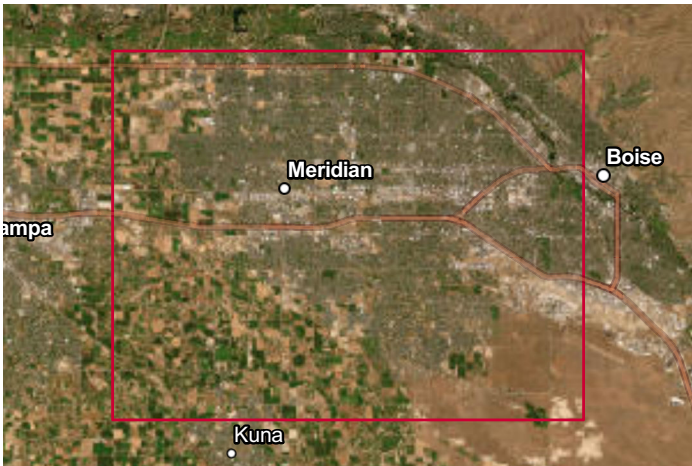
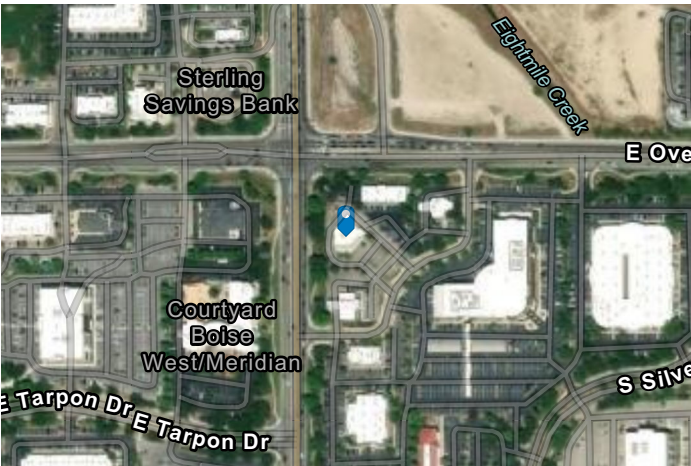
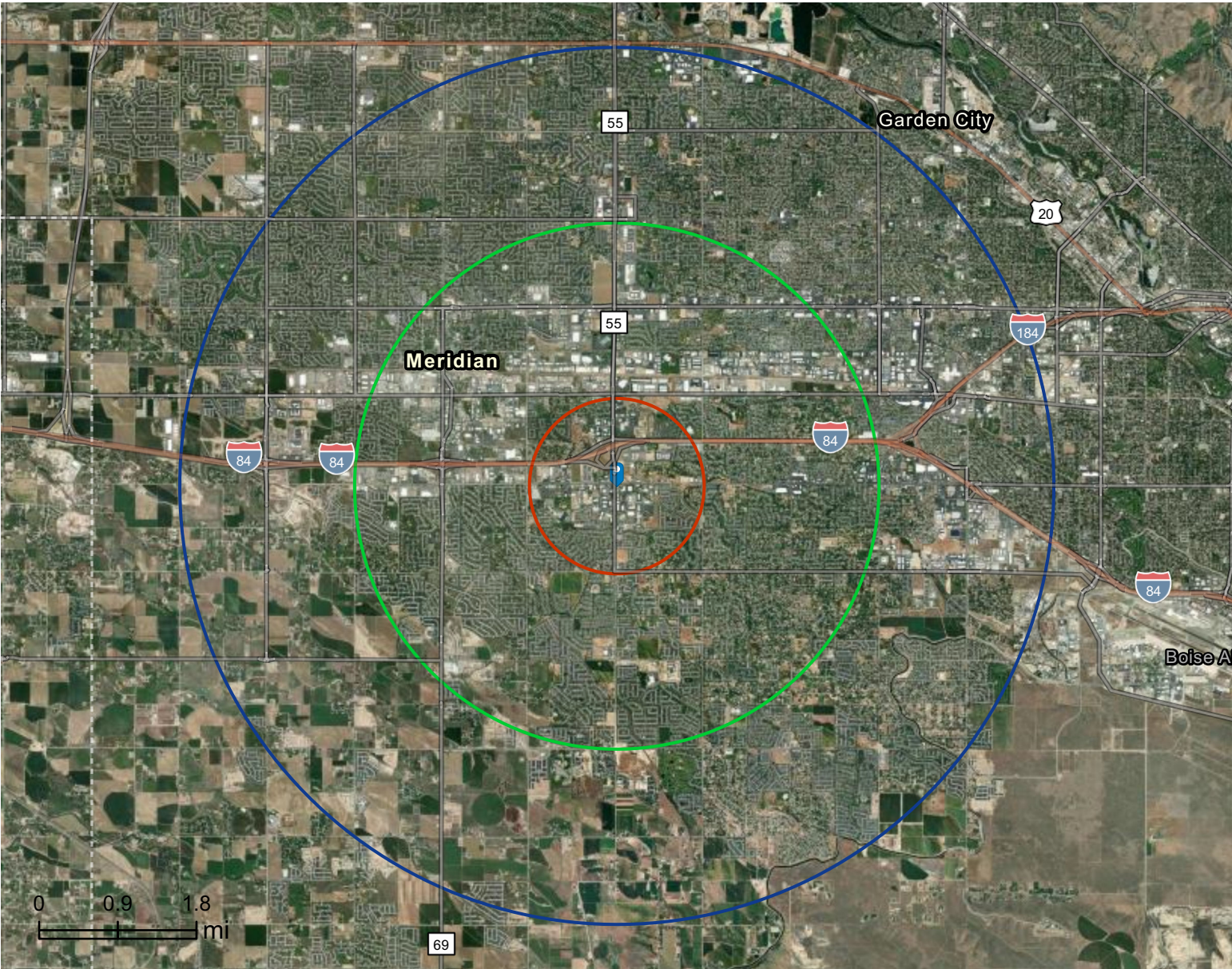


Site Map

1630 S Eagle Rd, Meridian, Idaho, 83642 2
1630 S Eagle Rd, Meridian, Idaho, 83642
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.58978
Longitude: -116.35393



Retail Demand Outlook

1630 S Eagle Rd, Meridian, Idaho, 83642 2
1630 S Eagle Rd, Meridian, Idaho, 83642
Ring: 1 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	34.6%	Population	8,835	9,403
Savvy Suburbanites (L1)	28.8%	Households	3,853	4,218
Emerging Hub (D1)	22.6%	Families	2,593	2,821
Top Tier (L3)	7.8%	Median Age	39.5	40.0
Retirement Communities (J3)	6.2%	Median Household Income	\$116,346	\$132,822

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$12,007,364	\$15,068,962	\$3,061,598
Men's	\$2,345,610	\$2,944,736	\$599,126
Women's	\$4,097,110	\$5,139,176	\$1,042,066
Children's	\$1,631,484	\$2,047,245	\$415,761
Footwear	\$2,683,724	\$3,371,573	\$687,849
Watches & Jewelry	\$831,028	\$1,041,751	\$210,723
Apparel Products and Services (1)	\$418,409	\$524,482	\$106,073
Computer			
Computers and Hardware for Home Use	\$1,073,699	\$1,347,453	\$273,754
Portable Memory	\$20,269	\$25,435	\$5,166
Computer Software	\$91,555	\$115,026	\$23,471
Computer Accessories	\$95,228	\$119,540	\$24,312
Education			
Educational Books/Supplies/Other Expenditures	\$230,786	\$289,828	\$59,042
Other School Supplies	\$435,305	\$546,428	\$111,123

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	\$20,666,425	\$25,894,519	\$5,228,094
Fees and Admissions	\$5,133,387	\$6,422,409	\$1,289,022
Membership Fees for Clubs (2)	\$1,760,269	\$2,201,405	\$441,136
Fees for Participant Sports, excl. Trips	\$988,965	\$1,237,321	\$248,356
Tickets to Theatre/Operas/Concerts	\$658,168	\$824,642	\$166,474
Tickets to Movies	\$185,535	\$232,944	\$47,409
Tickets to Parks or Museums	\$196,918	\$246,620	\$49,702
Admission to Sporting Events, excl. Trips	\$579,286	\$725,140	\$145,854
Fees for Recreational Lessons	\$757,380	\$945,664	\$188,284
Dating Services	\$6,866	\$8,672	\$1,806
TV/Video/Audio	\$5,697,861	\$7,150,125	\$1,452,264
Cable and Satellite Television Services	\$2,806,843	\$3,517,059	\$710,216
Televisions	\$537,663	\$676,473	\$138,810
Satellite Dishes	\$3,514	\$4,415	\$901
VCRs, Video Cameras, and DVD Players	\$15,814	\$19,903	\$4,089
Miscellaneous Video Equipment	\$155,810	\$196,115	\$40,305
Video Cassettes and DVDs	\$16,313	\$20,553	\$4,240
Video Game Hardware/Accessories	\$200,792	\$253,231	\$52,439
Video Game Software	\$107,075	\$134,924	\$27,849
Rental/Streaming/Downloaded Video	\$1,090,101	\$1,369,778	\$279,677
Installation of Televisions	\$7,667	\$9,630	\$1,963
Audio (3)	\$740,372	\$928,038	\$187,666
Repair of TV/Radio/Sound Equipment	\$15,896	\$20,007	\$4,111
Pets	\$5,361,307	\$6,718,492	\$1,357,185
Toys/Games/Crafts/Hobbies (4)	\$952,088	\$1,194,949	\$242,861
Recreational Vehicles and Fees (5)	\$866,297	\$1,082,096	\$215,799
Sports/Recreation/Exercise Equipment (6)	\$1,376,797	\$1,726,345	\$349,548
Photo Equipment and Supplies (7)	\$335,508	\$420,417	\$84,909
Reading (8)	\$651,464	\$814,863	\$163,399
Catered Affairs	\$310,274	\$388,112	\$77,838

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.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	\$57,404,138	\$72,032,444	\$14,628,306
Food at Home	\$36,401,233	\$45,682,987	\$9,281,754
Bakery and Cereal Products	\$4,882,288	\$6,125,627	\$1,243,339
Meats, Poultry, Fish, and Eggs	\$7,736,919	\$9,710,335	\$1,973,416
Dairy Products	\$3,710,057	\$4,655,144	\$945,087
Fruits and Vegetables	\$5,812,330	\$7,291,906	\$1,479,576
Snacks and Other Food at Home (9)	\$10,165,128	\$12,757,519	\$2,592,391
Food Away from Home	\$21,002,905	\$26,349,456	\$5,346,551
Alcoholic Beverages	\$3,465,126	\$4,339,262	\$874,136
Financial			
Value of Stocks/Bonds/Mutual Funds	\$278,142,531	\$346,719,698	\$68,577,167
Value of Retirement Plans	\$840,204,431	\$1,048,068,942	\$207,864,511
Value of Other Financial Assets	\$70,141,183	\$87,698,497	\$17,557,314
Vehicle Loan Amount excluding Interest	\$18,620,938	\$23,386,592	\$4,765,654
Value of Credit Card Debt	\$15,797,842	\$19,805,882	\$4,008,040
Health			
Nonprescription Drugs	\$942,021	\$1,182,258	\$240,237
Prescription Drugs	\$2,134,111	\$2,674,721	\$540,610
Eyeglasses and Contact Lenses	\$676,174	\$846,657	\$170,483
Personal Care Products (10)	\$3,070,121	\$3,856,135	\$786,014
Smoking Products	\$1,905,725	\$2,400,586	\$494,861
Home			
Mortgage Payment and Basics (11)	\$67,532,197	\$84,298,748	\$16,766,551
Maintenance and Remodeling Services	\$23,102,214	\$28,805,567	\$5,703,353
Maintenance and Remodeling Materials (12)	\$3,376,682	\$4,217,560	\$840,878
Utilities, Fuel, and Public Services	\$28,127,701	\$35,284,267	\$7,156,566

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)	\$505,693	\$634,493	\$128,800
Furniture	\$4,028,610	\$5,053,141	\$1,024,531
Rugs	\$194,159	\$243,343	\$49,184
Major Appliances (14)	\$2,326,239	\$2,912,499	\$586,260
Housewares (15)	\$478,476	\$600,640	\$122,164
Small Appliances	\$6,549,946	\$8,208,424	\$86,436
Luggage	\$118,109	\$147,949	\$29,840
Telephones and Accessories	\$327,047	\$409,539	\$82,492
Household Operations			
Child Care	\$3,009,539	\$3,764,656	\$755,117
Lawn/Garden (16)	\$3,393,442	\$4,238,840	\$845,398
Moving/Storage/Freight Express	\$442,676	\$556,825	\$114,149
Housekeeping Supplies (17)	\$4,360,629	\$5,470,456	\$1,109,827
Insurance			
Owners and Renters Insurance	\$4,544,801	\$5,686,692	\$1,141,891
Vehicle Insurance	\$11,414,307	\$14,340,310	\$2,926,003
Life/Other Insurance	\$3,548,389	\$4,437,978	\$889,589
Health Insurance	\$24,444,066	\$30,635,848	\$6,191,782
Transportation			
Payments on Vehicles excluding Leases	\$15,331,913	\$19,239,429	\$3,907,516
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$14,767,554	\$18,546,206	\$3,778,652
Vehicle Maintenance and Repairs	\$5,777,858	\$7,249,645	\$1,471,787
Travel			
Airline Fares	\$4,376,328	\$5,473,749	\$1,097,421
Lodging on Trips	\$5,728,376	\$7,159,070	\$1,430,694
Food and Drink on Trips	\$4,218,418	\$5,279,858	\$1,061,440

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

1630 S Eagle Rd, Meridian, Idaho, 83642 2
1630 S Eagle Rd, Meridian, Idaho, 83642
Ring: 3 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	17.4%	Population	91,464	97,332
Savvy Suburbanites (L1)	16.1%	Households	34,507	37,490
Boomburbs (H2)	14.0%	Families	24,391	26,336
Professional Pride (L2)	11.7%	Median Age	37.7	38.7
Dreambelt (K5)	9.9%	Median Household Income	\$107,243	\$123,778

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$102,682,236	\$127,939,830	\$25,257,594
Men's	\$19,870,639	\$24,764,940	\$4,894,301
Women's	\$34,619,658	\$43,109,382	\$8,489,724
Children's	\$14,549,177	\$18,127,428	\$3,578,251
Footwear	\$23,091,912	\$28,798,084	\$5,706,172
Watches & Jewelry	\$7,088,893	\$8,827,961	\$1,739,068
Apparel Products and Services (1)	\$3,461,957	\$4,312,035	\$850,078
Computer			
Computers and Hardware for Home Use	\$8,925,948	\$11,122,587	\$2,196,639
Portable Memory	\$168,481	\$209,893	\$41,412
Computer Software	\$758,417	\$946,053	\$187,636
Computer Accessories	\$798,465	\$995,385	\$196,920
Education			
Educational Books/Supplies/Other Expenditures	\$1,992,511	\$2,484,704	\$492,193
Other School Supplies	\$3,665,211	\$4,567,638	\$902,427

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	\$174,022,154	\$216,548,406	\$42,526,252
Fees and Admissions	\$43,592,235	\$54,179,810	\$10,587,575
Membership Fees for Clubs (2)	\$14,559,935	\$18,097,814	\$3,537,879
Fees for Participant Sports, excl. Trips	\$8,548,131	\$10,620,190	\$2,072,059
Tickets to Theatre/Operas/Concerts	\$5,434,021	\$6,763,367	\$1,329,346
Tickets to Movies	\$1,601,609	\$1,995,898	\$394,289
Tickets to Parks or Museums	\$1,826,496	\$2,269,593	\$443,097
Admission to Sporting Events, excl. Trips	\$4,965,657	\$6,171,134	\$1,205,477
Fees for Recreational Lessons	\$6,603,546	\$8,195,655	\$1,592,109
Dating Services	\$52,839	\$66,160	\$13,321
TV/Video/Audio	\$47,674,339	\$59,404,225	\$11,729,886
Cable and Satellite Television Services	\$23,125,990	\$28,783,863	\$5,657,873
Televisions	\$4,573,271	\$5,709,196	\$1,135,925
Satellite Dishes	\$34,565	\$43,004	\$8,439
VCRs, Video Cameras, and DVD Players	\$139,746	\$174,367	\$34,621
Miscellaneous Video Equipment	\$1,314,016	\$1,639,945	\$325,929
Video Cassettes and DVDs	\$141,347	\$176,335	\$34,988
Video Game Hardware/Accessories	\$1,710,688	\$2,140,454	\$429,766
Video Game Software	\$886,149	\$1,107,603	\$221,454
Rental/Streaming/Downloaded Video	\$9,375,611	\$11,694,507	\$2,318,896
Installation of Televisions	\$65,615	\$81,731	\$16,116
Audio (3)	\$6,170,731	\$7,682,632	\$1,511,901
Repair of TV/Radio/Sound Equipment	\$136,611	\$170,590	\$33,979
Pets	\$45,011,379	\$56,016,375	\$11,004,996
Toys/Games/Crafts/Hobbies (4)	\$8,071,990	\$10,055,434	\$1,983,444
Recreational Vehicles and Fees (5)	\$7,266,000	\$9,016,970	\$1,750,970
Sports/Recreation/Exercise Equipment (6)	\$11,847,073	\$14,741,975	\$2,894,902
Photo Equipment and Supplies (7)	\$2,810,099	\$3,497,370	\$687,271
Reading (8)	\$5,257,427	\$6,538,573	\$1,281,146
Catered Affairs	\$2,549,927	\$3,171,666	\$621,739

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
Food	\$488,601,126	\$608,862,172	\$120,261,046
Food at Home	\$308,604,790	\$384,600,963	\$75,996,173
Bakery and Cereal Products	\$41,165,295	\$51,291,654	\$10,126,359
Meats, Poultry, Fish, and Eggs	\$65,667,547	\$81,854,341	\$16,186,794
Dairy Products	\$31,448,649	\$39,184,608	\$7,735,959
Fruits and Vegetables	\$49,383,821	\$61,533,952	\$12,150,131
Snacks and Other Food at Home (9)	\$86,128,621	\$107,326,069	\$21,197,448
Food Away from Home	\$179,996,336	\$224,261,209	\$44,264,873
Alcoholic Beverages	\$28,605,359	\$35,597,589	\$6,992,230
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,239,941,364	\$2,777,412,666	\$537,471,302
Value of Retirement Plans	\$6,733,743,660	\$8,352,228,627	\$1,618,484,967
Value of Other Financial Assets	\$591,543,115	\$734,837,837	\$143,294,722
Vehicle Loan Amount excluding Interest	\$166,330,129	\$207,240,935	\$40,910,806
Value of Credit Card Debt	\$135,199,979	\$168,287,672	\$33,087,693
Health			
Nonprescription Drugs	\$7,902,052	\$9,845,885	\$1,943,833
Prescription Drugs	\$17,557,600	\$21,850,725	\$4,293,125
Eyeglasses and Contact Lenses	\$5,583,082	\$6,946,229	\$1,363,147
Personal Care Products (10)	\$26,573,169	\$33,133,107	\$6,559,938
Smoking Products	\$16,085,578	\$20,100,185	\$4,014,607
Home			
Mortgage Payment and Basics (11)	\$581,564,879	\$721,294,117	\$139,729,238
Maintenance and Remodeling Services	\$194,381,367	\$241,010,661	\$46,629,294
Maintenance and Remodeling Materials (12)	\$29,304,048	\$36,344,708	\$7,040,660
Utilities, Fuel, and Public Services	\$240,619,981	\$299,820,254	\$59,200,273

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)	\$4,286,605	\$5,341,830	\$1,055,225
Furniture	\$34,306,415	\$42,734,769	\$8,428,354
Rugs	\$1,597,934	\$1,988,440	\$390,506
Major Appliances (14)	\$19,986,406	\$24,851,655	\$4,865,249
Housewares (15)	\$4,149,711	\$5,168,590	\$1,018,879
Small Appliances	\$55,220,339	\$68,723,006	\$721,822
Luggage	\$1,017,360	\$1,265,755	\$248,395
Telephones and Accessories	\$2,666,293	\$3,316,336	\$650,043
Household Operations			
Child Care	\$26,441,011	\$32,862,645	\$6,421,634
Lawn/Garden (16)	\$27,963,953	\$34,723,442	\$6,759,489
Moving/Storage/Freight Express	\$3,786,586	\$4,730,279	\$943,693
Housekeeping Supplies (17)	\$36,862,655	\$45,929,659	\$9,067,004
Insurance			
Owners and Renters Insurance	\$38,777,405	\$48,183,454	\$9,406,049
Vehicle Insurance	\$99,649,186	\$124,301,892	\$24,652,706
Life/Other Insurance	\$30,356,875	\$37,717,334	\$7,360,459
Health Insurance	\$206,605,204	\$257,168,502	\$50,563,298
Transportation			
Payments on Vehicles excluding Leases	\$135,297,668	\$168,534,717	\$33,237,049
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$129,246,810	\$161,158,943	\$31,912,133
Vehicle Maintenance and Repairs	\$49,258,003	\$61,370,056	\$12,112,053
Travel			
Airline Fares	\$36,677,440	\$45,593,189	\$8,915,749
Lodging on Trips	\$47,662,372	\$59,209,352	\$11,546,980
Food and Drink on Trips	\$35,689,575	\$44,375,559	\$8,685,984

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

1630 S Eagle Rd, Meridian, Idaho, 83642 2
1630 S Eagle Rd, Meridian, Idaho, 83642
Ring: 5 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	16.9%	Population	243,886	260,323
Dreambelt (K5)	16.1%	Households	92,512	100,360
Boomburbs (H2)	14.3%	Families	63,834	69,128
Savvy Suburbanites (L1)	12.8%	Median Age	37.7	38.9
Moderate Metros (C6)	8.3%	Median Household Income	\$98,715	\$113,395

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$249,137,767	\$313,386,386	\$64,248,619
Men's	\$48,414,732	\$60,880,482	\$12,465,750
Women's	\$84,151,338	\$105,847,262	\$21,695,924
Children's	\$34,928,344	\$43,971,142	\$9,042,798
Footwear	\$56,094,860	\$70,530,607	\$14,435,747
Watches & Jewelry	\$17,122,206	\$21,555,291	\$4,433,085
Apparel Products and Services (1)	\$8,426,286	\$10,601,602	\$2,175,316
Computer			
Computers and Hardware for Home Use	\$21,740,588	\$27,347,823	\$5,607,235
Portable Memory	\$410,547	\$516,352	\$105,805
Computer Software	\$1,867,714	\$2,348,273	\$480,559
Computer Accessories	\$1,956,731	\$2,460,475	\$503,744
Education			
Educational Books/Supplies/Other Expenditures	\$4,794,238	\$6,034,800	\$1,240,562
Other School Supplies	\$8,873,081	\$11,160,651	\$2,287,570

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.



	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$425,031,177	\$534,551,786	\$109,520,609
Fees and Admissions	\$105,773,746	\$133,142,610	\$27,368,864
Membership Fees for Clubs (2)	\$35,334,342	\$44,481,008	\$9,146,666
Fees for Participant Sports, excl. Trips	\$20,742,428	\$26,108,360	\$5,365,932
Tickets to Theatre/Operas/Concerts	\$13,290,808	\$16,721,840	\$3,431,032
Tickets to Movies	\$3,881,012	\$4,884,645	\$1,003,633
Tickets to Parks or Museums	\$4,445,882	\$5,591,737	\$1,145,855
Admission to Sporting Events, excl. Trips	\$11,997,885	\$15,100,620	\$3,102,735
Fees for Recreational Lessons	\$15,950,750	\$20,090,365	\$4,139,615
Dating Services	\$130,639	\$164,036	\$33,397
TV/Video/Audio	\$116,801,811	\$146,821,096	\$30,019,285
Cable and Satellite Television Services	\$57,192,259	\$71,845,379	\$14,653,120
Televisions	\$11,039,662	\$13,888,540	\$2,848,878
Satellite Dishes	\$86,950	\$109,158	\$22,208
VCRs, Video Cameras, and DVD Players	\$336,637	\$423,057	\$86,420
Miscellaneous Video Equipment	\$3,217,361	\$4,042,721	\$825,360
Video Cassettes and DVDs	\$348,212	\$436,972	\$88,760
Video Game Hardware/Accessories	\$4,129,690	\$5,192,674	\$1,062,984
Video Game Software	\$2,158,839	\$2,713,956	\$555,117
Rental/Streaming/Downloaded Video	\$22,710,190	\$28,570,859	\$5,860,669
Installation of Televisions	\$158,951	\$200,007	\$41,056
Audio (3)	\$15,089,769	\$18,979,086	\$3,889,317
Repair of TV/Radio/Sound Equipment	\$333,290	\$418,688	\$85,398
Pets	\$110,642,314	\$139,077,376	\$28,435,062
Toys/Games/Crafts/Hobbies (4)	\$19,637,310	\$24,700,771	\$5,063,461
Recreational Vehicles and Fees (5)	\$17,555,308	\$22,099,469	\$4,544,161
Sports/Recreation/Exercise Equipment (6)	\$28,618,139	\$36,008,140	\$7,390,001
Photo Equipment and Supplies (7)	\$6,863,817	\$8,634,801	\$1,770,984
Reading (8)	\$13,029,507	\$16,383,096	\$3,353,589
Catered Affairs	\$6,199,277	\$7,805,532	\$1,606,255

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	\$1,188,774,071	\$1,495,008,728	\$306,234,657
Food at Home	\$752,952,580	\$946,650,152	\$193,697,572
Bakery and Cereal Products	\$100,474,749	\$126,322,900	\$25,848,151
Meats, Poultry, Fish, and Eggs	\$160,183,924	\$201,403,272	\$41,219,348
Dairy Products	\$76,873,466	\$96,638,918	\$19,765,452
Fruits and Vegetables	\$120,556,865	\$151,583,886	\$31,027,021
Snacks and Other Food at Home (9)	\$210,040,037	\$264,069,245	\$54,029,208
Food Away from Home	\$435,821,491	\$548,358,575	\$112,537,084
Alcoholic Beverages	\$69,662,201	\$87,646,991	\$17,984,790
Financial			
Value of Stocks/Bonds/Mutual Funds	\$5,523,027,191	\$6,948,055,992	\$1,425,028,801
Value of Retirement Plans	\$16,500,659,341	\$20,763,865,295	\$4,263,205,954
Value of Other Financial Assets	\$1,447,297,671	\$1,819,683,531	\$372,385,860
Vehicle Loan Amount excluding Interest	\$402,377,048	\$506,213,973	\$103,836,925
Value of Credit Card Debt	\$329,858,090	\$414,802,970	\$84,944,880
Health			
Nonprescription Drugs	\$19,394,625	\$24,368,361	\$4,973,736
Prescription Drugs	\$43,202,904	\$54,287,273	\$11,084,369
Eyeglasses and Contact Lenses	\$13,699,666	\$17,226,596	\$3,526,930
Personal Care Products (10)	\$64,393,406	\$81,006,472	\$16,613,066
Smoking Products	\$39,349,882	\$49,372,747	\$10,022,865
Home			
Mortgage Payment and Basics (11)	\$1,424,217,498	\$1,791,970,654	\$367,753,156
Maintenance and Remodeling Services	\$479,122,707	\$602,769,257	\$123,646,550
Maintenance and Remodeling Materials (12)	\$72,267,749	\$90,795,807	\$18,528,058
Utilities, Fuel, and Public Services	\$588,216,091	\$739,557,591	\$151,341,500

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)	\$10,458,017	\$13,153,265	\$2,695,248
Furniture	\$83,427,053	\$104,944,952	\$21,517,899
Rugs	\$3,896,637	\$4,902,510	\$1,005,873
Major Appliances (14)	\$48,939,746	\$61,533,207	\$12,593,461
Housewares (15)	\$10,087,675	\$12,674,710	\$2,587,035
Small Appliances	\$134,675,652	\$169,381,297	\$1,831,969
Luggage	\$2,483,422	\$3,124,132	\$640,710
Telephones and Accessories	\$6,530,612	\$8,215,298	\$1,684,686
Household Operations			
Child Care	\$63,700,212	\$80,212,365	\$16,512,153
Lawn/Garden (16)	\$69,105,516	\$86,871,886	\$17,766,370
Moving/Storage/Freight Express	\$9,235,854	\$11,611,092	\$2,375,238
Housekeeping Supplies (17)	\$89,951,133	\$113,092,974	\$23,141,841
Insurance			
Owners and Renters Insurance	\$95,016,097	\$119,462,177	\$24,446,080
Vehicle Insurance	\$241,879,297	\$304,199,852	\$62,320,555
Life/Other Insurance	\$73,896,197	\$92,958,192	\$19,061,995
Health Insurance	\$506,282,751	\$636,492,761	\$130,210,010
Transportation			
Payments on Vehicles excluding Leases	\$327,890,413	\$412,445,561	\$84,555,148
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$314,371,846	\$395,253,096	\$80,881,250
Vehicle Maintenance and Repairs	\$120,592,286	\$151,607,094	\$31,014,808
Travel			
Airline Fares	\$89,722,698	\$112,888,081	\$23,165,383
Lodging on Trips	\$116,613,940	\$146,727,999	\$30,114,059
Food and Drink on Trips	\$87,169,666	\$109,652,240	\$22,482,574

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.