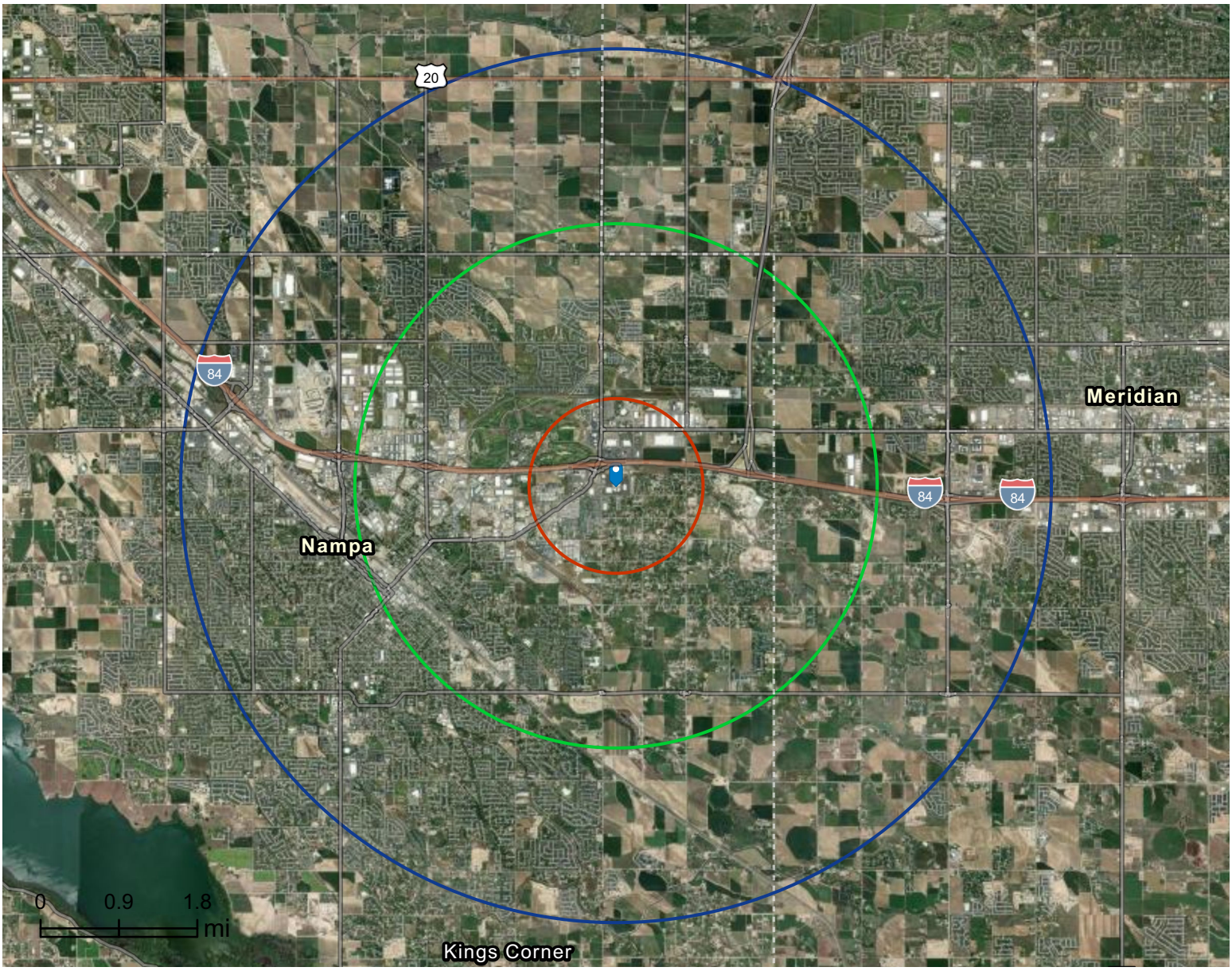
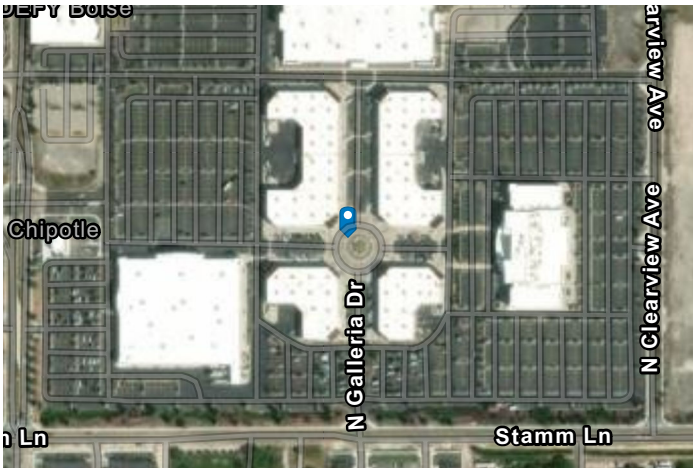
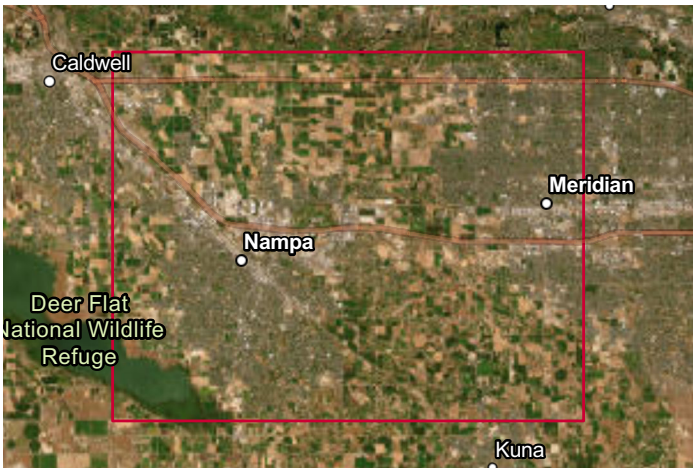
Site Map

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.59566
Longitude: -116.50974







© 2026 Esri

Retail Demand Outlook

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Mobile Meadows (E4)	57.0%	Population	3,911	4,291
Southern Satellites (I6)	24.6%	Households	1,482	1,653
Room to Roam (K7)	13.4%	Families	1,010	1,121
Moderate Metros (C6)	4.0%	Median Age	36.3	38.1
Family Bonds (E6)	0.9%	Median Household Income	$79,738	$93,332

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$2,987,236	$3,786,968	$799,732
Men's	$590,239	$748,265	$158,026
Women's	$993,760	$1,259,591	$265,831
Children's	$416,898	$528,744	$111,846
Footwear	$707,532	$897,138	$189,606
Watches & Jewelry	$184,209	$233,394	$49,185
Apparel Products and Services (1)	$94,597	$119,836	$25,239
Computer			
Computers and Hardware for Home Use	$241,075	$305,509	$64,434
Portable Memory	$4,555	$5,771	$1,216
Computer Software	$19,902	$25,222	$5,320
Computer Accessories	$21,987	$27,872	$5,885
Education			
Educational Books/Supplies/Other Expenditures	$54,435	$69,001	$14,566
Other School Supplies	$105,536	$133,742	$28,206

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 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$4,893,935	$6,200,930	$1,306,995
Fees and Admissions	$1,088,465	$1,378,821	$290,356
Membership Fees for Clubs (2)	$363,911	$460,801	$96,890
Fees for Participant Sports, excl. Trips	$213,888	$271,046	$57,158
Tickets to Theatre/Operas/Concerts	$137,294	$173,883	$36,589
Tickets to Movies	$42,392	$53,758	$11,366
Tickets to Parks or Museums	$48,286	$61,239	$12,953
Admission to Sporting Events, excl. Trips	$131,300	$166,324	$35,024
Fees for Recreational Lessons	$150,043	$190,060	$40,017
Dating Services	$1,350	$1,710	$360
TV/Video/Audio	$1,457,571	$1,847,297	$389,726
Cable and Satellite Television Services	$746,220	$945,417	$199,197
Televisions	$133,319	$169,057	$35,738
Satellite Dishes	$1,108	$1,409	$301
VCRs, Video Cameras, and DVD Players	$4,542	$5,762	$1,220
Miscellaneous Video Equipment	$47,018	$59,742	$12,724
Video Cassettes and DVDs	$4,254	$5,396	$1,142
Video Game Hardware/Accessories	$51,624	$65,460	$13,836
Video Game Software	$23,678	$30,010	$6,332
Rental/Streaming/Downloaded Video	$272,804	$345,867	$73,063
Installation of Televisions	$1,871	$2,373	$502
Audio (3)	$166,756	$211,258	$44,502
Repair of TV/Radio/Sound Equipment	$4,374	$5,545	$1,171
Pets	$1,343,399	$1,702,292	$358,893
Toys/Games/Crafts/Hobbies (4)	$226,165	$286,634	$60,469
Recreational Vehicles and Fees (5)	$184,824	$233,960	$49,136
Sports/Recreation/Exercise Equipment (6)	$325,156	$412,109	$86,953
Photo Equipment and Supplies (7)	$70,642	$89,462	$18,820
Reading (8)	$135,156	$171,115	$35,959
Catered Affairs	$59,905	$75,790	$15,885

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 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	$14,730,129	$18,673,624	$3,943,495
Food at Home	$9,458,883	$11,990,932	$2,532,049
Bakery and Cereal Products	$1,246,805	$1,580,319	$333,514
Meats, Poultry, Fish, and Eggs	$2,032,834	$2,577,160	$544,326
Dairy Products	$961,038	$1,218,265	$257,227
Fruits and Vegetables	$1,481,505	$1,878,114	$396,609
Snacks and Other Food at Home (9)	$2,629,051	$3,332,687	$703,636
Food Away from Home	$5,271,247	$6,682,692	$1,411,445
Alcoholic Beverages	$766,513	$970,960	$204,447
Financial			
Value of Stocks/Bonds/Mutual Funds	$53,288,492	$67,426,083	$14,137,591
Value of Retirement Plans	$167,673,143	$212,088,004	$44,414,861
Value of Other Financial Assets	$17,178,032	$21,765,489	$4,587,457
Vehicle Loan Amount excluding Interest	$5,229,287	$6,631,562	$1,402,275
Value of Credit Card Debt	$3,923,192	$4,972,716	$1,049,524
Health			
Nonprescription Drugs	$262,570	$332,846	$70,276
Prescription Drugs	$585,097	$741,254	$156,157
Eyeglasses and Contact Lenses	$157,132	$199,003	$41,871
Personal Care Products (10)	$801,766	$1,016,805	$215,039
Smoking Products	$630,623	$799,792	$169,169
Home			
Mortgage Payment and Basics (11)	$15,733,405	$19,930,644	$4,197,239
Maintenance and Remodeling Services	$5,358,319	$6,786,569	$1,428,250
Maintenance and Remodeling Materials (12)	$947,045	$1,199,891	$252,846
Utilities, Fuel, and Public Services	$7,691,801	$9,751,293	$2,059,492

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 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$122,582	$155,380	$32,798
Furniture	$980,146	$1,242,471	$262,325
Rugs	$42,456	$53,776	$11,320
Major Appliances (14)	$627,851	$795,846	$167,995
Housewares (15)	$145,626	$184,749	$39,123
Small Appliances	$1,599,137	$2,026,632	$23,104
Luggage	$25,996	$32,944	$6,948
Telephones and Accessories	$73,969	$93,668	$19,699
Household Operations			
Child Care	$633,506	$802,699	$169,193
Lawn/Garden (16)	$849,023	$1,075,124	$226,101
Moving/Storage/Freight Express	$107,844	$136,800	$28,956
Housekeeping Supplies (17)	$1,160,451	$1,470,971	$310,520
Insurance			
Owners and Renters Insurance	$1,240,000	$1,571,169	$331,169
Vehicle Insurance	$3,241,924	$4,111,624	$869,700
Life/Other Insurance	$863,898	$1,094,436	$230,538
Health Insurance	$6,429,885	$8,148,600	$1,718,715
Transportation			
Payments on Vehicles excluding Leases	$4,210,395	$5,338,593	$1,128,198
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$4,249,221	$5,389,055	$1,139,834
Vehicle Maintenance and Repairs	$1,488,723	$1,887,243	$398,520
Travel			
Airline Fares	$909,646	$1,152,137	$242,491
Lodging on Trips	$1,233,924	$1,562,227	$328,303
Food and Drink on Trips	$962,157	$1,218,877	$256,720

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

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

© 2026 Esri

(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.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

© 2026 Esri

Retail Demand Outlook

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	17.7%	Population	39,413	44,458
Boomburbs (H2)	12.8%	Households	14,079	16,131
Dreambelt (K5)	12.0%	Families	9,890	11,323
Mobile Meadows (E4)	9.4%	Median Age	34.7	36.6
Diverse Horizons (C5)	8.7%	Median Household Income	$83,023	$97,959

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$31,510,670	$41,919,148	$10,408,478
Men's	$6,138,936	$8,159,714	$2,020,778
Women's	$10,532,134	$14,023,587	$3,491,453
Children's	$4,474,612	$5,955,224	$1,480,612
Footwear	$7,212,255	$9,581,563	$2,369,308
Watches & Jewelry	$2,109,181	$2,810,870	$701,689
Apparel Products and Services (1)	$1,043,552	$1,388,191	$344,639
Computer			
Computers and Hardware for Home Use	$2,677,732	$3,563,099	$885,367
Portable Memory	$50,642	$67,446	$16,804
Computer Software	$230,397	$306,205	$75,808
Computer Accessories	$244,173	$324,487	$80,314
Education			
Educational Books/Supplies/Other Expenditures	$602,460	$801,959	$199,499
Other School Supplies	$1,107,165	$1,474,019	$366,854

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

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

© 2026 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$52,394,936	$69,816,917	$17,421,981
Fees and Admissions	$12,825,694	$17,118,644	$4,292,950
Membership Fees for Clubs (2)	$4,231,442	$5,647,471	$1,416,029
Fees for Participant Sports, excl. Trips	$2,530,052	$3,379,735	$849,683
Tickets to Theatre/Operas/Concerts	$1,615,888	$2,152,530	$536,642
Tickets to Movies	$486,452	$647,410	$160,958
Tickets to Parks or Museums	$558,986	$745,089	$186,103
Admission to Sporting Events, excl. Trips	$1,476,997	$1,973,036	$496,039
Fees for Recreational Lessons	$1,909,541	$2,551,738	$642,197
Dating Services	$16,337	$21,636	$5,299
TV/Video/Audio	$14,687,656	$19,536,134	$4,848,478
Cable and Satellite Television Services	$7,183,264	$9,553,719	$2,370,455
Televisions	$1,398,181	$1,860,103	$461,922
Satellite Dishes	$11,252	$14,958	$3,706
VCRs, Video Cameras, and DVD Players	$43,588	$57,934	$14,346
Miscellaneous Video Equipment	$420,206	$557,521	$137,315
Video Cassettes and DVDs	$44,740	$59,255	$14,515
Video Game Hardware/Accessories	$530,447	$703,695	$173,248
Video Game Software	$268,774	$356,569	$87,795
Rental/Streaming/Downloaded Video	$2,876,191	$3,827,413	$951,222
Installation of Televisions	$19,991	$26,656	$6,665
Audio (3)	$1,847,953	$2,461,132	$613,179
Repair of TV/Radio/Sound Equipment	$43,068	$57,180	$14,112
Pets	$13,746,336	$18,305,245	$4,558,909
Toys/Games/Crafts/Hobbies (4)	$2,432,404	$3,241,000	$808,596
Recreational Vehicles and Fees (5)	$2,076,677	$2,780,514	$703,837
Sports/Recreation/Exercise Equipment (6)	$3,502,815	$4,674,854	$1,172,039
Photo Equipment and Supplies (7)	$831,434	$1,107,868	$276,434
Reading (8)	$1,552,939	$2,067,958	$515,019
Catered Affairs	$740,704	$988,209	$247,505

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 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	$150,665,837	$200,372,631	$49,706,794
Food at Home	$95,545,986	$127,025,886	$31,479,900
Bakery and Cereal Products	$12,668,109	$16,846,883	$4,178,774
Meats, Poultry, Fish, and Eggs	$20,450,871	$27,179,890	$6,729,019
Dairy Products	$9,731,275	$12,939,087	$3,207,812
Fruits and Vegetables	$15,289,684	$20,325,312	$5,035,628
Snacks and Other Food at Home (9)	$26,534,976	$35,290,656	$8,755,680
Food Away from Home	$55,119,851	$73,346,745	$18,226,894
Alcoholic Beverages	$8,475,158	$11,292,271	$2,817,113
Financial			
Value of Stocks/Bonds/Mutual Funds	$637,025,543	$851,535,301	$214,509,758
Value of Retirement Plans	$1,908,025,260	$2,553,591,400	$645,566,140
Value of Other Financial Assets	$179,836,604	$239,872,972	$60,036,368
Vehicle Loan Amount excluding Interest	$52,211,719	$69,511,672	$17,299,953
Value of Credit Card Debt	$41,479,702	$55,233,000	$13,753,298
Health			
Nonprescription Drugs	$2,480,168	$3,298,493	$818,325
Prescription Drugs	$5,418,904	$7,216,070	$1,797,166
Eyeglasses and Contact Lenses	$1,670,475	$2,226,635	$556,160
Personal Care Products (10)	$8,228,356	$10,942,805	$2,714,449
Smoking Products	$5,193,076	$6,878,727	$1,685,651
Home			
Mortgage Payment and Basics (11)	$173,490,407	$231,887,683	$58,397,276
Maintenance and Remodeling Services	$57,779,862	$77,210,083	$19,430,221
Maintenance and Remodeling Materials (12)	$9,005,727	$12,021,902	$3,016,175
Utilities, Fuel, and Public Services	$75,245,988	$100,058,123	$24,812,135

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

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

© 2026 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$1,311,123	$1,743,825	$432,702
Furniture	$10,421,171	$13,874,519	$3,453,348
Rugs	$473,031	$630,980	$157,949
Major Appliances (14)	$6,186,422	$8,244,270	$2,057,848
Housewares (15)	$1,310,913	$1,741,230	$430,317
Small Appliances	$16,727,947	$22,283,818	$298,556
Luggage	$303,974	$404,861	$100,887
Telephones and Accessories	$792,229	$1,056,601	$264,372
Household Operations			
Child Care	$7,754,925	$10,353,683	$2,598,758
Lawn/Garden (16)	$8,448,426	$11,272,091	$2,823,665
Moving/Storage/Freight Express	$1,178,011	$1,561,820	$383,809
Housekeeping Supplies (17)	$11,398,081	$15,159,564	$3,761,483
Insurance			
Owners and Renters Insurance	$11,978,889	$15,979,892	$4,001,003
Vehicle Insurance	$31,602,918	$41,996,647	$10,393,729
Life/Other Insurance	$9,094,365	$12,135,778	$3,041,413
Health Insurance	$63,816,840	$84,971,237	$21,154,397
Transportation			
Payments on Vehicles excluding Leases	$42,143,708	$56,104,689	$13,960,981
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$40,962,670	$54,435,210	$13,472,540
Vehicle Maintenance and Repairs	$15,214,227	$20,238,966	$5,024,739
Travel			
Airline Fares	$10,821,662	$14,424,527	$3,602,865
Lodging on Trips	$13,981,901	$18,664,200	$4,682,299
Food and Drink on Trips	$10,681,359	$14,241,154	$3,559,795

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 Esri

(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.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

© 2026 Esri

Retail Demand Outlook

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	17.7%	Population	140,993	157,393
Dreambelt (K5)	14.1%	Households	51,329	58,077
Boomburbs (H2)	13.3%	Families	36,328	41,098
Moderate Metros (C6)	9.2%	Median Age	35.8	37.3
Up and Coming Families (G2)	6.7%	Median Household Income	$90,447	$102,869

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$118,732,973	$154,232,486	$35,499,513
Men's	$23,102,253	$29,994,390	$6,892,137
Women's	$40,065,789	$52,065,462	$11,999,673
Children's	$16,620,888	$21,599,564	$4,978,676
Footwear	$26,945,349	$34,966,495	$8,021,146
Watches & Jewelry	$8,036,254	$10,454,895	$2,418,641
Apparel Products and Services (1)	$3,962,439	$5,151,680	$1,189,241
Computer			
Computers and Hardware for Home Use	$10,200,660	$13,257,860	$3,057,200
Portable Memory	$194,456	$252,689	$58,233
Computer Software	$871,931	$1,132,156	$260,225
Computer Accessories	$924,915	$1,200,947	$276,032
Education			
Educational Books/Supplies/Other Expenditures	$2,261,958	$2,940,375	$678,417
Other School Supplies	$4,206,499	$5,465,412	$1,258,913

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 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$201,032,349	$261,319,332	$60,286,983
Fees and Admissions	$49,322,611	$64,223,051	$14,900,440
Membership Fees for Clubs (2)	$16,400,377	$21,361,600	$4,961,223
Fees for Participant Sports, excl. Trips	$9,748,456	$12,693,391	$2,944,935
Tickets to Theatre/Operas/Concerts	$6,169,111	$8,025,596	$1,856,485
Tickets to Movies	$1,829,511	$2,377,667	$548,156
Tickets to Parks or Museums	$2,111,037	$2,742,802	$631,765
Admission to Sporting Events, excl. Trips	$5,683,246	$7,398,870	$1,715,624
Fees for Recreational Lessons	$7,319,984	$9,544,201	$2,224,217
Dating Services	$60,888	$78,923	$18,035
TV/Video/Audio	$56,037,866	$72,746,630	$16,708,764
Cable and Satellite Television Services	$27,651,592	$35,889,797	$8,238,205
Televisions	$5,283,153	$6,858,904	$1,575,751
Satellite Dishes	$43,111	$55,762	$12,651
VCRs, Video Cameras, and DVD Players	$163,297	$211,750	$48,453
Miscellaneous Video Equipment	$1,579,848	$2,045,699	$465,851
Video Cassettes and DVDs	$166,001	$214,903	$48,902
Video Game Hardware/Accessories	$1,972,641	$2,557,103	$584,462
Video Game Software	$1,005,454	$1,304,324	$298,870
Rental/Streaming/Downloaded Video	$10,866,126	$14,110,145	$3,244,019
Installation of Televisions	$76,458	$99,362	$22,904
Audio (3)	$7,067,696	$9,188,157	$2,120,461
Repair of TV/Radio/Sound Equipment	$162,489	$210,723	$48,234
Pets	$52,786,421	$68,560,842	$15,774,421
Toys/Games/Crafts/Hobbies (4)	$9,278,031	$12,057,854	$2,779,823
Recreational Vehicles and Fees (5)	$8,113,670	$10,577,860	$2,464,190
Sports/Recreation/Exercise Equipment (6)	$13,445,535	$17,482,169	$4,036,634
Photo Equipment and Supplies (7)	$3,184,322	$4,141,496	$957,174
Reading (8)	$6,042,593	$7,858,829	$1,816,236
Catered Affairs	$2,852,616	$3,715,488	$862,872

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 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	$568,652,224	$738,484,480	$169,832,256
Food at Home	$360,849,756	$468,470,048	$107,620,292
Bakery and Cereal Products	$47,968,004	$62,288,784	$14,320,780
Meats, Poultry, Fish, and Eggs	$76,988,105	$99,940,093	$22,951,988
Dairy Products	$36,837,294	$47,820,592	$10,983,298
Fruits and Vegetables	$57,708,208	$74,929,708	$17,221,500
Snacks and Other Food at Home (9)	$100,440,399	$130,407,760	$29,967,361
Food Away from Home	$207,802,468	$270,014,432	$62,211,964
Alcoholic Beverages	$32,562,027	$42,360,472	$9,798,445
Financial			
Value of Stocks/Bonds/Mutual Funds	$2,541,741,717	$3,313,075,060	$771,333,343
Value of Retirement Plans	$7,592,059,118	$9,899,882,364	$2,307,823,246
Value of Other Financial Assets	$699,025,540	$908,909,726	$209,884,186
Vehicle Loan Amount excluding Interest	$196,155,123	$254,655,294	$58,500,171
Value of Credit Card Debt	$157,579,706	$204,734,639	$47,154,933
Health			
Nonprescription Drugs	$9,460,939	$12,274,813	$2,813,874
Prescription Drugs	$20,913,427	$27,154,353	$6,240,926
Eyeglasses and Contact Lenses	$6,455,911	$8,393,740	$1,937,829
Personal Care Products (10)	$30,972,458	$40,212,371	$9,239,913
Smoking Products	$19,439,364	$25,149,345	$5,709,981
Home			
Mortgage Payment and Basics (11)	$673,186,683	$876,693,021	$203,506,338
Maintenance and Remodeling Services	$225,867,242	$294,215,328	$68,348,086
Maintenance and Remodeling Materials (12)	$34,921,807	$45,382,031	$10,460,224
Utilities, Fuel, and Public Services	$284,829,927	$369,723,073	$84,893,146

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 Esri

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$4,971,119	$6,456,463	$1,485,344
Furniture	$39,652,286	$51,527,614	$11,875,328
Rugs	$1,824,616	$2,373,908	$549,292
Major Appliances (14)	$23,647,983	$30,730,631	$7,082,648
Housewares (15)	$4,899,883	$6,355,386	$1,455,503
Small Appliances	$63,938,785	$83,107,691	$1,013,825
Luggage	$1,160,289	$1,508,606	$348,317
Telephones and Accessories	$3,052,284	$3,971,264	$918,980
Household Operations			
Child Care	$29,465,653	$38,387,713	$8,922,060
Lawn/Garden (16)	$32,990,800	$42,905,655	$9,914,855
Moving/Storage/Freight Express	$4,399,963	$5,705,257	$1,305,294
Housekeeping Supplies (17)	$43,213,824	$56,106,725	$12,892,901
Insurance			
Owners and Renters Insurance	$46,114,335	$59,939,912	$13,825,577
Vehicle Insurance	$118,172,601	$153,323,533	$35,150,932
Life/Other Insurance	$35,044,203	$45,591,966	$10,547,763
Health Insurance	$244,330,162	$317,325,186	$72,995,024
Transportation			
Payments on Vehicles excluding Leases	$158,566,505	$205,899,374	$47,332,869
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$153,292,409	$198,865,049	$45,572,640
Vehicle Maintenance and Repairs	$57,819,796	$75,060,858	$17,241,062
Travel			
Airline Fares	$41,666,361	$54,226,371	$12,560,010
Lodging on Trips	$54,281,557	$70,675,487	$16,393,930
Food and Drink on Trips	$41,061,779	$53,405,673	$12,343,894

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 Esri

(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.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

© 2026 Esri