



Retail Demand Outlook

Market Analysis Trade Area
Area: 6,816.19 square miles

Prepared by Esri

Top Tapestry Segments	Percen	Demographic Summary	2019	2024
Heartland Communities (6F)	17.8%	Population	286,810	293,204
Prairie Living (6D)	17.6%	Households	114,301	116,870
Middleburg (4C)	11.6%	Families	72,774	74,098
Green Acres (6A)	9.0%	Median Age	39.1	39.8
Rustbelt Traditions (5D)	5.8%	Median Household	\$58,625	\$65,220
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$207,433,103	\$240,919,995	\$33,486,892
Men's		\$41,349,599	\$47,993,150	\$6,643,551
Women's		\$67,419,459	\$78,357,366	\$10,937,907
Children's		\$32,871,053	\$38,147,535	\$5,276,482
Footwear		\$46,825,491	\$54,357,600	\$7,532,109
Watches & Jewelry		\$13,343,052	\$15,517,357	\$2,174,305
Apparel Products and Services (1)		\$5,624,448	\$6,546,987	\$922,539
Computer				
Computers and Hardware for Home Use		\$15,506,489	\$18,043,175	\$2,536,686
Portable Memory		\$414,499	\$481,687	\$67,188
Computer Software		\$907,607	\$1,056,938	\$149,331
Computer Accessories		\$1,839,674	\$2,138,332	\$298,658
Entertainment & Recreation		\$347,381,471	\$402,467,125	\$55,085,654
Fees and Admissions		\$62,773,295	\$73,079,751	\$10,306,456
Membership Fees for Clubs (2)		\$20,407,283	\$23,763,746	\$3,356,463
Fees for Participant Sports, excl. Trips		\$10,018,813	\$11,658,734	\$1,639,921
Tickets to Theatre/Operas/Concerts		\$6,497,477	\$7,564,132	\$1,066,655
Tickets to Movies		\$4,910,809	\$5,718,432	\$807,623
Tickets to Parks or Museums		\$2,938,473	\$3,416,920	\$478,447
Admission to Sporting Events, excl. Trips		\$6,205,278	\$7,208,416	\$1,003,138
Fees for Recreational Lessons		\$11,730,614	\$13,674,226	\$1,943,612
Dating Services		\$64,549	\$75,143	\$10,594
TV/Video/Audio		\$132,658,879	\$153,679,065	\$21,020,186
Cable and Satellite Television Services		\$96,588,892	\$111,810,267	\$15,221,375
Televisions		\$11,724,037	\$13,591,237	\$1,867,200
Satellite Dishes		\$171,292	\$198,079	\$26,787
VCRs, Video Cameras, and DVD Players		\$614,479	\$713,710	\$99,231
Miscellaneous Video Equipment		\$2,761,429	\$3,204,855	\$443,426
Video Cassettes and DVDs		\$1,248,582	\$1,448,307	\$199,725
Video Game Hardware/Accessories		\$2,882,731	\$3,352,062	\$469,331
Video Game Software		\$1,655,697	\$1,922,666	\$266,969
Rental/Streaming/Downloaded Video		\$4,826,009	\$5,609,180	\$783,171
Installation of Televisions		\$105,968	\$123,131	\$17,163
Audio (3)		\$9,674,265	\$11,237,043	\$1,562,778
Rental and Repair of TV/Radio/Sound Equipment		\$405,497	468,529	\$63,032
Pets		\$79,696,547	\$92,040,977	\$12,344,430
Toys/Games/Crafts/Hobbies (4)		\$12,645,615	\$14,665,119	\$2,019,504
Recreational Vehicles and Fees (5)		\$19,479,541	\$22,434,871	\$2,955,330
Sports/Recreation/Exercise Equipment (6)		\$21,323,309	\$24,750,845	\$3,427,536
Photo Equipment and Supplies (7)		\$5,353,782	\$6,218,178	\$864,396
Reading (8)		\$11,099,600	\$12,864,412	\$1,764,812
Catered Affairs (9)		\$2,350,902	2,733,907	\$383,005
Food		\$910,843,317	\$1,056,312,870	\$145,469,553
Food at Home		\$542,768,872	\$629,027,722	\$86,258,850
Bakery and Cereal Products		\$71,485,892	\$82,843,539	\$11,357,647
Meats, Poultry, Fish, and Eggs		\$116,570,078	\$135,157,336	\$18,587,258
Dairy Products		\$58,707,635	\$67,958,590	\$9,250,955
Fruits and Vegetables		\$102,561,417	\$118,949,602	\$16,388,185
Snacks and Other Food at Home (10)		\$193,443,850	\$224,118,655	\$30,674,805
Food Away from Home		\$368,074,445	\$427,285,148	\$59,210,703
Alcoholic Beverages		\$53,404,715	\$62,090,614	\$8,685,899

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,092,660,268	\$2,428,988,583	\$336,328,315
Value of Retirement Plans	\$9,377,521,305	\$10,886,032,295	\$1,508,510,990
Value of Other Financial Assets	\$563,175,739	\$652,984,686	\$89,808,947
Vehicle Loan Amount excluding Interest	\$307,423,150	\$356,572,145	\$49,148,995
Value of Credit Card Debt	\$238,994,015	\$277,526,060	\$38,532,045
Health			
Nonprescription Drugs	\$16,132,861	\$18,675,659	\$2,542,798
Prescription Drugs	\$43,924,894	\$50,770,891	\$6,845,997
Eyeglasses and Contact Lenses	\$11,115,289	\$12,842,310	\$1,727,021
Home			
Mortgage Payment and Basics (11)	\$1,008,329,325	\$1,169,381,331	\$161,052,006
Maintenance and Remodeling Services	\$202,009,309	\$234,598,150	\$32,588,841
Maintenance and Remodeling Materials (12)	\$61,941,470	\$71,499,994	\$9,558,524
Utilities, Fuel, and Public Services	\$525,625,414	\$608,865,033	\$83,239,619
Household Furnishings and Equipment			
Household Textiles (13)	\$10,364,058	\$12,023,527	\$1,659,469
Furniture	\$61,269,890	\$71,144,862	\$9,874,972
Rugs	\$3,713,402	\$4,302,225	\$588,823
Major Appliances (14)	\$38,595,626	\$44,709,062	\$6,113,436
Housewares (15)	\$11,342,597	\$13,146,900	\$1,804,303
Small Appliances	\$5,140,101	\$5,958,661	\$818,560
Luggage	\$1,241,156	\$1,445,208	\$204,052
Telephones and Accessories	\$7,059,551	\$8,205,940	\$1,146,389
Household Operations			
Child Care	\$49,770,732	\$57,815,760	\$8,045,028
Lawn and Garden (16)	\$54,738,825	\$63,261,974	\$8,523,149
Moving/Storage/Freight Express	\$5,810,502	\$6,777,167	\$966,665
Housekeeping Supplies (17)	\$81,519,310	\$94,415,061	\$12,895,751
Insurance			
Owners and Renters Insurance	\$66,776,311	\$77,258,076	\$10,481,765
Vehicle Insurance	\$165,184,485	\$191,441,148	\$26,256,663
Life/Other Insurance	\$49,645,950	\$57,495,711	\$7,849,761
Health Insurance	\$437,928,822	\$506,942,801	\$69,013,979
Personal Care Products (18)	\$50,685,638	\$58,836,274	\$8,150,636
School Books and Supplies (19)	\$15,502,778	18,008,207	\$2,505,429
Smoking Products	\$50,460,380	\$58,261,869	\$7,801,489
Transportation			
Payments on Vehicles excluding Leases	\$291,522,321	\$337,458,405	\$45,936,084
Gasoline and Motor Oil	\$250,981,850	\$290,705,253	\$39,723,403
Vehicle Maintenance and Repairs	\$124,168,212	\$143,940,607	\$19,772,395
Travel			
Airline Fares	\$47,511,025	\$55,280,254	\$7,769,229
Lodging on Trips	\$61,353,169	\$71,179,579	\$9,826,410
Auto/Truck Rental on Trips	\$2,646,508	\$3,070,546	\$424,038
Food and Drink on Trips	\$52,598,450	\$61,065,633	\$8,467,183

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- (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 civic 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 and Supplies** 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) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) 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.
- (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.
- (18) 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.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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