

Retail Trade Area Profile

Greater Mankato Growth's analysis of the regions retail trade area shows that over 292,000 people choose Greater Mankato as their primary shopping destination. Our retail trade area profile highlights demographics and shopping patterns for the individuals living in this trade area.

Date

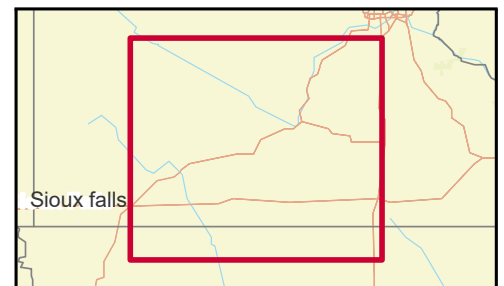
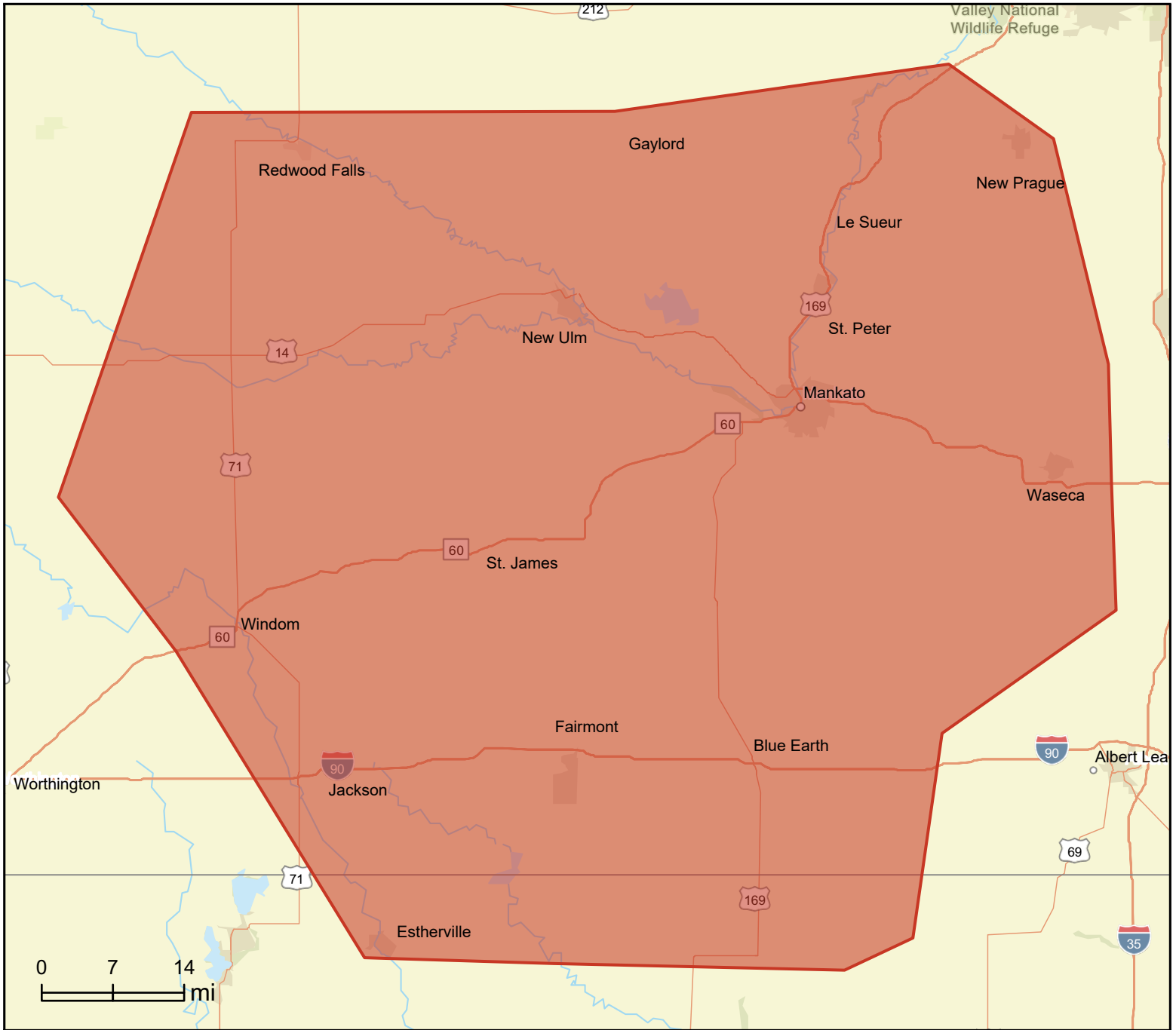
July 26, 2024



Site Map

Market Analysis Trade Area
Area: 7,137.14 square miles

Prepared by Esri





Disposable Income Profile

Market Analysis Trade Area
Area: 7,137.14 square miles

Prepared by Esri

| | Census 2020 | 2024 | 2029 | 2024-2029 Change | 2024-2029 Annual Rate |
|------------------------|-------------|---------|---------|---------------------|--------------------------|
| Population | 291,325 | 292,746 | 295,475 | 2,729 | 0.19% |
| Median Age | 39.0 | 39.5 | 40.5 | 1.0 | 0.50% |
| Households | 116,815 | 117,971 | 119,750 | 1,779 | 0.30% |
| Average Household Size | 2.39 | 2.38 | 2.37 | -0.01 | -0.08% |

| 2024 Households by Disposable Income | Number | Percent |
|--------------------------------------|----------|---------|
| Total | 117,971 | 100.0% |
| <\$15,000 | 10,723 | 9.1% |
| \$15,000-\$24,999 | 11,214 | 9.5% |
| \$25,000-\$34,999 | 10,132 | 8.6% |
| \$35,000-\$49,999 | 15,520 | 13.2% |
| \$50,000-\$74,999 | 24,398 | 20.7% |
| \$75,000-\$99,999 | 16,223 | 13.8% |
| \$100,000-\$149,999 | 22,127 | 18.8% |
| \$150,000-\$199,999 | 3,898 | 3.3% |
| \$200,000+ | 3,735 | 3.2% |
| Median Disposable Income | \$59,162 | |
| Average Disposable Income | \$72,548 | |

| 2024 Disposable Income by Age of Householder | Number of Households | | | | | | |
|--|----------------------|----------|----------|----------|----------|----------|----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 6,332 | 16,555 | 19,639 | 17,884 | 20,852 | 19,783 | 16,926 |
| <\$15,000 | 1,368 | 1,412 | 996 | 846 | 1,698 | 1,926 | 2,479 |
| \$15,000-\$24,999 | 960 | 1,470 | 993 | 651 | 1,663 | 1,478 | 3,999 |
| \$25,000-\$34,999 | 1,020 | 1,341 | 831 | 1,012 | 1,532 | 2,195 | 2,202 |
| \$35,000-\$49,999 | 846 | 1,859 | 2,395 | 1,878 | 2,188 | 3,530 | 2,824 |
| \$50,000-\$74,999 | 1,176 | 4,516 | 3,763 | 3,560 | 4,770 | 4,581 | 2,030 |
| \$75,000-\$99,999 | 565 | 2,510 | 3,416 | 3,331 | 2,922 | 2,145 | 1,335 |
| \$100,000-\$149,999 | 336 | 2,645 | 5,333 | 4,745 | 4,484 | 2,969 | 1,615 |
| \$150,000-\$199,999 | 37 | 463 | 1,070 | 946 | 695 | 420 | 266 |
| \$200,000+ | 25 | 338 | 841 | 914 | 901 | 539 | 176 |
| Median Disposable Income | \$32,713 | \$59,207 | \$79,733 | \$80,785 | \$65,196 | \$52,751 | \$33,731 |
| Average Disposable Income | \$43,601 | \$69,774 | \$88,225 | \$90,388 | \$78,594 | \$66,449 | \$48,733 |

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data in 2020 geographies.



Demographic and Income Profile

Market Analysis Trade Area
Area: 7,137.14 square miles

Prepared by Esri

| Summary | Census 2010 | Census 2020 | 2024 | 2029 |
|-------------------------------|-------------|-------------|---------|---------|
| Population | 285,691 | 291,325 | 292,746 | 295,475 |
| Households | 113,481 | 116,815 | 117,971 | 119,750 |
| Families | 73,076 | 73,209 | 72,832 | 73,669 |
| Average Household Size | 2.41 | 2.39 | 2.38 | 2.37 |
| Owner Occupied Housing Units | 85,306 | 85,783 | 85,677 | 87,963 |
| Renter Occupied Housing Units | 28,174 | 31,032 | 32,294 | 31,787 |
| Median Age | 38.2 | 39.0 | 39.5 | 40.5 |

| Trends: 2024-2029 Annual Rate | Area | State | National |
|-------------------------------|-------|-------|----------|
| Population | 0.19% | 0.40% | 0.38% |
| Households | 0.30% | 0.52% | 0.64% |
| Families | 0.23% | 0.46% | 0.56% |
| Owner HHs | 0.53% | 0.64% | 0.97% |
| Median Household Income | 2.49% | 2.96% | 2.95% |

| Households by Income | 2024 | | 2029 | |
|--------------------------|----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 9,702 | 8.2% | 8,836 | 7.4% |
| \$15,000 - \$24,999 | 7,494 | 6.4% | 6,037 | 5.0% |
| \$25,000 - \$34,999 | 9,334 | 7.9% | 8,155 | 6.8% |
| \$35,000 - \$49,999 | 12,732 | 10.8% | 10,919 | 9.1% |
| \$50,000 - \$74,999 | 19,820 | 16.8% | 18,253 | 15.2% |
| \$75,000 - \$99,999 | 16,558 | 14.0% | 16,859 | 14.1% |
| \$100,000 - \$149,999 | 23,939 | 20.3% | 26,995 | 22.5% |
| \$150,000 - \$199,999 | 10,373 | 8.8% | 13,851 | 11.6% |
| \$200,000+ | 8,019 | 6.8% | 9,846 | 8.2% |
| Median Household Income | \$74,829 | | \$84,634 | |
| Average Household Income | \$95,075 | | \$109,029 | |
| Per Capita Income | \$38,435 | | \$44,307 | |

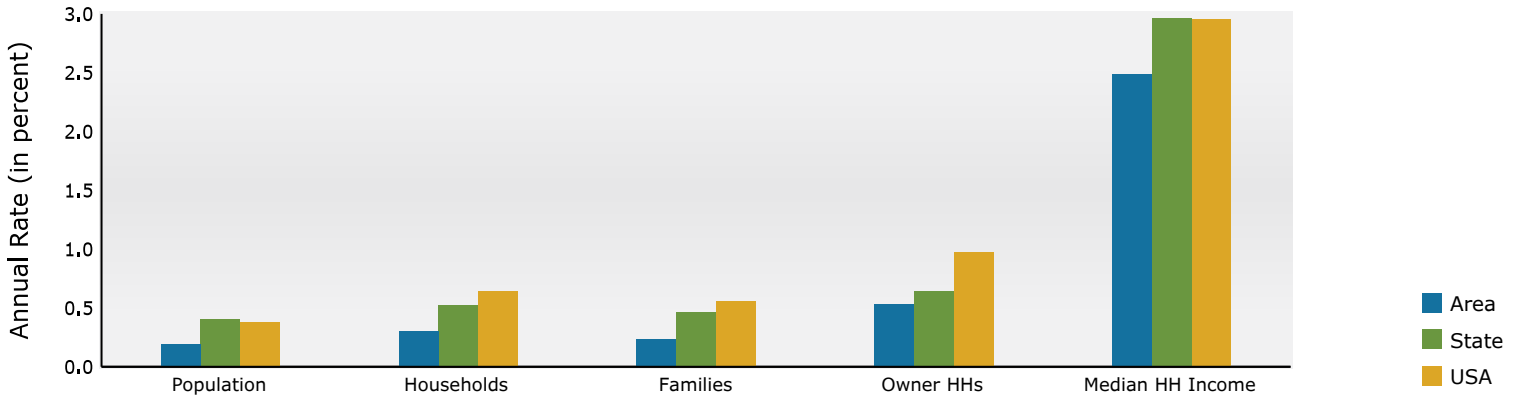
| Population by Age | Census 2010 | | Census 2020 | | 2024 | | 2029 | |
|-------------------|-------------|---------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 18,163 | 6.4% | 16,595 | 5.7% | 16,524 | 5.6% | 16,421 | 5.6% |
| 5 - 9 | 17,906 | 6.3% | 18,164 | 6.2% | 17,574 | 6.0% | 16,210 | 5.5% |
| 10 - 14 | 17,882 | 6.3% | 19,483 | 6.7% | 18,129 | 6.2% | 17,341 | 5.9% |
| 15 - 19 | 20,907 | 7.3% | 21,243 | 7.3% | 21,263 | 7.3% | 20,070 | 6.8% |
| 20 - 24 | 23,440 | 8.2% | 21,542 | 7.4% | 22,677 | 7.7% | 22,571 | 7.6% |
| 25 - 34 | 34,816 | 12.2% | 33,921 | 11.6% | 34,111 | 11.7% | 35,307 | 11.9% |
| 35 - 44 | 31,738 | 11.1% | 35,258 | 12.1% | 36,304 | 12.4% | 35,896 | 12.1% |
| 45 - 54 | 40,972 | 14.3% | 31,107 | 10.7% | 31,344 | 10.7% | 33,445 | 11.3% |
| 55 - 64 | 34,372 | 12.0% | 39,268 | 13.5% | 35,679 | 12.2% | 32,314 | 10.9% |
| 65 - 74 | 21,226 | 7.4% | 30,511 | 10.5% | 32,509 | 11.1% | 34,284 | 11.6% |
| 75 - 84 | 15,761 | 5.5% | 16,295 | 5.6% | 18,386 | 6.3% | 22,326 | 7.6% |
| 85+ | 8,508 | 3.0% | 7,938 | 2.7% | 8,246 | 2.8% | 9,288 | 3.1% |

| Race and Ethnicity | Census 2010 | | Census 2020 | | 2024 | | 2029 | |
|----------------------------|-------------|---------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 268,528 | 94.0% | 255,244 | 87.6% | 253,349 | 86.5% | 252,800 | 85.6% |
| Black Alone | 3,505 | 1.2% | 7,331 | 2.5% | 8,119 | 2.8% | 8,608 | 2.9% |
| American Indian Alone | 1,693 | 0.6% | 2,190 | 0.8% | 2,359 | 0.8% | 2,419 | 0.8% |
| Asian Alone | 3,179 | 1.1% | 3,857 | 1.3% | 4,205 | 1.4% | 4,698 | 1.6% |
| Pacific Islander Alone | 67 | 0.0% | 191 | 0.1% | 293 | 0.1% | 344 | 0.1% |
| Some Other Race Alone | 4,938 | 1.7% | 8,283 | 2.8% | 9,058 | 3.1% | 9,801 | 3.3% |
| Two or More Races | 3,782 | 1.3% | 14,229 | 4.9% | 15,362 | 5.2% | 16,805 | 5.7% |
| Hispanic Origin (Any Race) | 13,405 | 4.7% | 19,575 | 6.7% | 21,337 | 7.3% | 23,181 | 7.8% |

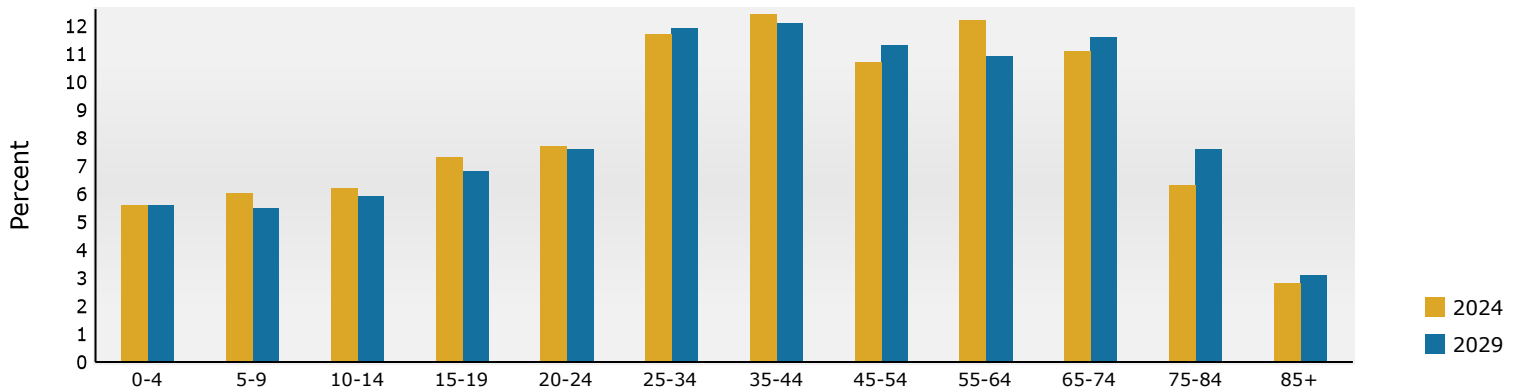
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

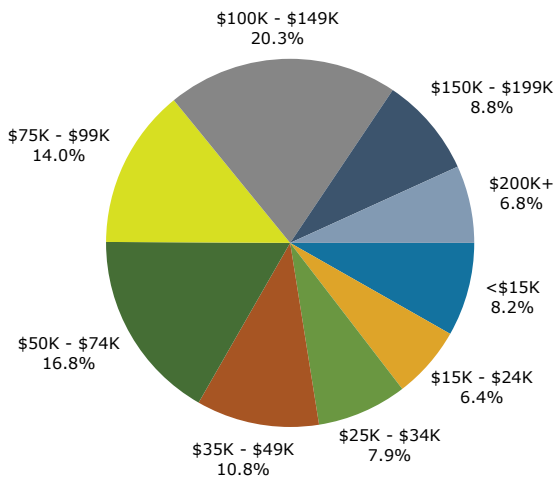
Trends 2024-2029



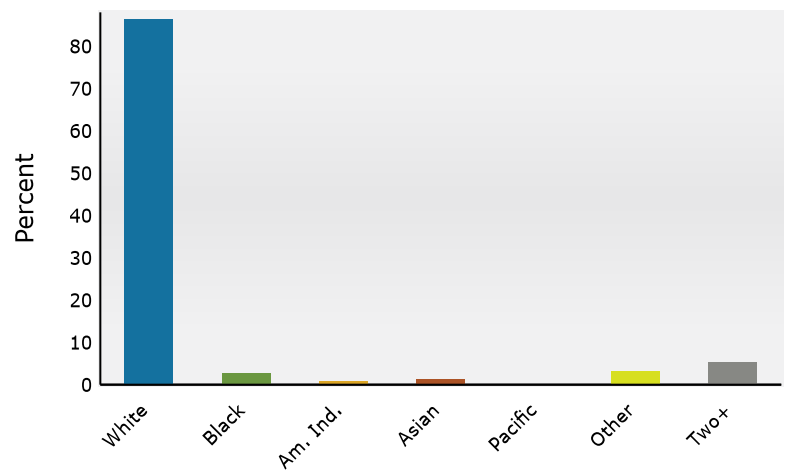
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 7.3%



Retail Market Potential

Market Analysis Trade Area
Area: 7,137.14 square miles

Prepared by Esri

| Demographic Summary | | 2024 | 2029 |
|-------------------------|--|----------|----------|
| Population | | 292,746 | 295,475 |
| Population 18+ | | 229,413 | 235,127 |
| Households | | 117,971 | 119,750 |
| Median Household Income | | \$74,829 | \$84,634 |

| Product/Consumer Behavior | Expected Number of Adults or HHS | Percent of Adults/HHS | MPI |
|---|----------------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought Men`s Clothing/12 Mo | 147,519 | 64.3% | 102 |
| Bought Women`s Clothing/12 Mo | 117,608 | 51.3% | 98 |
| Bought Shoes/12 Mo | 173,547 | 75.6% | 101 |
| Bought Fine Jewelry/12 Mo | 45,223 | 19.7% | 90 |
| Bought Watch/12 Mo | 28,039 | 12.2% | 92 |
| Automobiles (Households) | | | |
| HH Owns or Leases Any Vehicle | 110,972 | 94.1% | 104 |
| HH Bought or Leased New Vehicle/12 Mo | 10,821 | 9.2% | 99 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline/6 Mo | 214,004 | 93.3% | 104 |
| Bought or Changed Motor Oil/12 Mo | 133,423 | 58.2% | 109 |
| Had Vehicle Tune-Up/12 Mo | 52,968 | 23.1% | 96 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola/6 Mo | 87,501 | 38.1% | 102 |
| Drank Beer or Ale/6 Mo | 88,393 | 38.5% | 101 |
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera/Camcorder | 24,022 | 10.5% | 107 |
| Own Digital SLR Camera or Camcorder | 23,488 | 10.2% | 98 |
| Printed Digital Photos/12 Mo | 62,159 | 27.1% | 104 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone/12 Mo | 82,010 | 35.7% | 99 |
| Have a Smartphone | 214,517 | 93.5% | 99 |
| Have Android Phone (Any Brand) Smartphone | 96,798 | 42.2% | 110 |
| Have Apple iPhone Smartphone | 120,140 | 52.4% | 91 |
| HH Owns 1 Cell Phone | 35,948 | 30.5% | 101 |
| HH Owns 2 Cell Phones | 48,234 | 40.9% | 104 |
| HH Owns 3+ Cell Phones | 31,652 | 26.8% | 94 |
| HH Has Cell Phone Only (No Landline Telephone) | 87,885 | 74.5% | 103 |
| Computers (Households) | | | |
| HH Owns Computer | 98,344 | 83.4% | 99 |
| HH Owns Desktop Computer | 46,612 | 39.5% | 102 |
| HH Owns Laptop or Notebook | 79,405 | 67.3% | 97 |
| HH Owns Apple/Mac Brand Computer | 24,020 | 20.4% | 82 |
| HH Owns PC/Non-Apple Brand Computer | 84,610 | 71.7% | 102 |
| HH Purchased Most Recent Home Computer at Store | 45,488 | 38.6% | 104 |
| HH Purchased Most Recent Home Computer Online | 31,691 | 26.9% | 98 |
| HH Spent \$1-499 on Most Recent Home Computer | 18,698 | 15.8% | 115 |
| HH Spent \$500-999 on Most Recent Home Computer | 23,313 | 19.8% | 104 |
| HH Spent \$1K-1499 on Most Recent Home Computer | 12,665 | 10.7% | 94 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 3,959 | 3.4% | 83 |
| HH Spent \$2K+ on Most Recent Home Computer | 6,095 | 5.2% | 85 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Retail Market Potential

Market Analysis Trade Area
Area: 7,137.14 square miles

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| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|--|----------------------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at C-Store/6 Mo | 159,954 | 69.7% | 107 |
| Bought Brewed Coffee at C-Store/30 Days | 30,814 | 13.4% | 108 |
| Bought Cigarettes at C-Store/30 Days | 16,749 | 7.3% | 120 |
| Bought Gas at C-Store/30 Days | 107,199 | 46.7% | 117 |
| Spent \$1-19 at C-Store/30 Days | 15,622 | 6.8% | 100 |
| Spent \$20-39 at C-Store/30 Days | 18,636 | 8.1% | 97 |
| Spent \$40-50 at C-Store/30 Days | 15,836 | 6.9% | 104 |
| Spent \$51-99 at C-Store/30 Days | 14,550 | 6.3% | 112 |
| Spent \$100+ at C-Store/30 Days | 63,972 | 27.9% | 118 |
| Entertainment (Adults) | | | |
| Attended Movie/6 Mo | 96,422 | 42.0% | 95 |
| Went to Live Theater/12 Mo | 19,252 | 8.4% | 96 |
| Went to Bar or Night Club/12 Mo | 42,933 | 18.7% | 106 |
| Dined Out/12 Mo | 131,751 | 57.4% | 103 |
| Gambled at Casino/12 Mo | 26,414 | 11.5% | 97 |
| Visited Theme Park/12 Mo | 31,091 | 13.6% | 86 |
| Viewed Movie (Video-on-Demand)/30 Days | 18,207 | 7.9% | 84 |
| Viewed TV Show (Video-on-Demand)/30 Days | 12,425 | 5.4% | 82 |
| Used Internet to Download Movie/30 Days | 11,757 | 5.1% | 82 |
| Downloaded Individual Song/6 Mo | 41,556 | 18.1% | 93 |
| Used Internet to Watch Movie/30 Days | 71,662 | 31.2% | 91 |
| Used Internet to Watch TV Program/30 Days | 48,711 | 21.2% | 95 |
| Played (Console) Video or Electronic Game/12 Mo | 29,749 | 13.0% | 103 |
| Played (Portable) Video or Electronic Game/12 Mo | 15,733 | 6.9% | 100 |
| Financial (Adults) | | | |
| Have 1st Home Mortgage | 86,820 | 37.8% | 104 |
| Used ATM or Cash Machine/12 Mo | 137,657 | 60.0% | 98 |
| Own Any Stock | 31,609 | 13.8% | 93 |
| Own U.S. Savings Bonds | 17,655 | 7.7% | 104 |
| Own Shares in Mutual Fund (Stocks) | 30,451 | 13.3% | 99 |
| Own Shares in Mutual Fund (Bonds) | 18,487 | 8.1% | 97 |
| Have Interest Checking Account | 93,484 | 40.7% | 105 |
| Have Non-Interest Checking Account | 90,289 | 39.4% | 107 |
| Have Savings Account | 169,667 | 74.0% | 102 |
| Have 401(k) Retirement Savings Plan | 58,038 | 25.3% | 104 |
| Own or Used Any Credit/Debit Card/12 Mo | 213,194 | 92.9% | 100 |
| Avg \$1-110 Monthly Credit Card Expenditures | 26,624 | 11.6% | 113 |
| Avg \$111-225 Monthly Credit Card Expenditures | 15,252 | 6.6% | 96 |
| Avg \$226-450 Monthly Credit Card Expenditures | 20,723 | 9.0% | 103 |
| Avg \$451-700 Monthly Credit Card Expenditures | 21,115 | 9.2% | 99 |
| Avg \$701-1000 Monthly Credit Card Expenditures | 17,417 | 7.6% | 97 |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 25,868 | 11.3% | 94 |
| Avg \$2001+ Monthly Credit Card Expenditures | 24,911 | 10.9% | 87 |
| Did Banking Online/12 Mo | 131,095 | 57.1% | 100 |
| Did Banking by Mobile Device/12 Mo | 107,386 | 46.8% | 97 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Grocery (Adults) | | | |
| HH Used Bread/6 Mo | 112,176 | 95.1% | 101 |
| HH Used Chicken (Fresh or Frozen)/6 Mo | 91,282 | 77.4% | 100 |
| HH Used Turkey (Fresh or Frozen)/6 Mo | 25,568 | 21.7% | 105 |
| HH Used Fish or Seafood (Fresh or Frozen)/6 Mo | 67,156 | 56.9% | 97 |
| HH Used Fresh Fruit or Vegetables/6 Mo | 104,803 | 88.8% | 100 |
| HH Used Fresh Milk/6 Mo | 100,254 | 85.0% | 104 |
| HH Used Organic Food/6 Mo | 24,683 | 20.9% | 82 |
| Health (Adults) | | | |
| Exercise at Home 2+ Times/Wk | 107,839 | 47.0% | 97 |
| Exercise at Club 2+ Times/Wk | 23,457 | 10.2% | 87 |
| Visited Doctor/12 Mo | 186,094 | 81.1% | 102 |
| Used Vitamins or Dietary Supplements/6 Mo | 148,496 | 64.7% | 98 |
| Home (Households) | | | |
| HH Did Home Improvement/12 Mo | 46,154 | 39.1% | 108 |
| HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo | 40,674 | 34.5% | 99 |
| HH Purchased Low Ticket HH Furnishing/12 Mo | 27,367 | 23.2% | 103 |
| HH Purchased Big Ticket HH Furnishing/12 Mo | 29,983 | 25.4% | 98 |
| HH Bought Small Kitchen Appliance/12 Mo | 28,384 | 24.1% | 96 |
| HH Bought Large Kitchen Appliance/12 Mo | 18,939 | 16.1% | 100 |
| Insurance (Adults/Households) | | | |
| Currently Carry Life Insurance | 126,516 | 55.1% | 108 |
| Personally Carry Any Med/Hosp/Accident Insur | 200,709 | 87.5% | 103 |
| Homeowner Carries Home/Personal Property Insurance | 152,861 | 66.6% | 110 |
| Renter Carries Home/Pers Property Insurance | 27,193 | 11.9% | 92 |
| HH Has 1 Vehicle Covered w/Auto Insurance | 36,510 | 30.9% | 97 |
| HH Has 2 Vehicles Covered w/Auto Insurance | 37,092 | 31.4% | 100 |
| HH Has 3+ Vehicles Covered w/Auto Insurance | 35,429 | 30.0% | 116 |
| Pets (Households) | | | |
| HH Owns Any Pet | 67,999 | 57.6% | 114 |
| HH Owns Cat | 34,899 | 29.6% | 126 |
| HH Owns Dog | 52,172 | 44.2% | 115 |
| Psychographics (Adults) | | | |
| Represents adults who "completely agree" with the statement: | | | |
| Am Interested in How to Help Env: 4-Agr Cmpl | 32,582 | 14.2% | 83 |
| Buying American Is Important: 4-Agr Cmpl | 77,785 | 33.9% | 117 |
| Buy Based on Quality Not Price: 4-Agr Cmpl | 30,103 | 13.1% | 91 |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl | 26,030 | 11.3% | 91 |
| Only Use Coupons Brands Usually Buy: 4-Agr Cmpl | 23,267 | 10.1% | 100 |
| Will Pay More for Env Safe Prods: 4-Agr Cmpl | 21,899 | 9.5% | 85 |
| Buy Based on Price Not Brands: 4-Agr Cmpl | 65,028 | 28.3% | 106 |
| Reading (Adults) | | | |
| Bought Digital Book/12 Mo | 40,512 | 17.7% | 97 |
| Bought Hardcover Book/12 Mo | 61,523 | 26.8% | 100 |
| Bought Paperback Book/12 Mo | 78,021 | 34.0% | 99 |
| Read Daily Newspaper (Paper Version) | 26,151 | 11.4% | 105 |
| Read Digital Newspaper/30 Days | 123,682 | 53.9% | 92 |
| Read Magazine (Paper/Electronic Vers)/6 Mo | 194,216 | 84.7% | 97 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Market Potential

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Area: 7,137.14 square miles

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| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| Restaurants (Adults) | | | |
| Went to Family Restrnrt/SteakHse/6 Mo | 165,715 | 72.2% | 101 |
| Went to Family Restrnrt/SteakHse 4+ Times/30 Days | 54,213 | 23.6% | 101 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | 210,990 | 92.0% | 101 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | 90,053 | 39.3% | 99 |
| Ordered Eat-In Fast Food/6 Mo | 69,551 | 30.3% | 105 |
| Ordered Home Delivery Fast Food/6 Mo | 25,184 | 11.0% | 85 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 133,524 | 58.2% | 110 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 47,075 | 20.5% | 90 |
| Television & Electronics (Adults/Households) | | | |
| Own Tablet | 126,470 | 55.1% | 96 |
| Own E-Reader | 33,434 | 14.6% | 92 |
| Own E-Reader/Tablet: Apple iPad | 74,647 | 32.5% | 89 |
| HH Owns Internet Connectable TV | 49,414 | 41.9% | 102 |
| Own Portable MP3 Player | 22,195 | 9.7% | 108 |
| HH Owns 1 TV | 20,463 | 17.3% | 94 |
| HH Owns 2 TVs | 32,831 | 27.8% | 100 |
| HH Owns 3 TVs | 26,586 | 22.5% | 101 |
| HH Owns 4+ TVs | 28,817 | 24.4% | 110 |
| HH Subscribes to Cable TV | 33,227 | 28.2% | 91 |
| HH Subscribes to Fiber Optic TV | 3,908 | 3.3% | 65 |
| HH Owns Portable GPS Device | 25,893 | 21.9% | 118 |
| HH Purchased Video Game System/12 Mo | 6,642 | 5.6% | 72 |
| HH Owns Internet Video Device for TV | 62,722 | 53.2% | 101 |
| Travel (Adults) | | | |
| Took Domestic Trip in Continental U.S./12 Mo | 134,527 | 58.6% | 100 |
| Took 3+ Domestic Non-Business Trips/12 Mo | 37,379 | 16.3% | 100 |
| Spent \$1-999 on Domestic Vacations/12 Mo | 29,674 | 12.9% | 106 |
| Spent \$1K-1499 on Domestic Vacations/12 Mo | 15,603 | 6.8% | 99 |
| Spent \$1500-1999 on Domestic Vacations/12 Mo | 10,145 | 4.4% | 100 |
| Spent \$2K-2999 on Domestic Vacations/12 Mo | 13,274 | 5.8% | 111 |
| Spent \$3K+ on Domestic Vacations/12 Mo | 21,765 | 9.5% | 98 |
| Used Intrnt Travel Site for Domestic Trip/12 Mo | 13,214 | 5.8% | 92 |
| Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs | 54,321 | 23.7% | 78 |
| Took 3+ Foreign Trips by Plane/3 Yrs | 7,760 | 3.4% | 62 |
| Spent \$1-999 on Foreign Vacations/12 Mo | 10,629 | 4.6% | 83 |
| Spent \$1K-2999 on Foreign Vacations/12 Mo | 5,077 | 2.2% | 66 |
| Spent \$3K+ on Foreign Vacations/12 Mo | 9,727 | 4.2% | 71 |
| Used General Travel Site: Foreign Trip/3 Yrs | 9,685 | 4.2% | 75 |
| Spent Night at Hotel or Motel/12 Mo | 116,235 | 50.7% | 100 |
| Took Cruise of More Than One Day/3 Yrs | 16,878 | 7.4% | 87 |
| Member of Frequent Flyer Program | 52,261 | 22.8% | 82 |
| Member of Hotel Rewards Program | 63,756 | 27.8% | 95 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

| Top Tapestry Segments | Percent | Demographic Summary | 2024 | 2029 |
|---|---------|-------------------------|-------------------|-----------------|
| Heartland Communities (6F) | 18.2% | Population | 292,746 | 295,475 |
| Prairie Living (6D) | 17.0% | Households | 117,971 | 119,750 |
| Middleburg (4C) | 11.9% | Families | 72,832 | 73,669 |
| Green Acres (6A) | 8.5% | Median Age | 39.5 | 40.5 |
| Traditional Living (12B) | 5.8% | Median Household Income | \$74,829 | \$84,634 |
| | | 2024 | 2029 | Projected |
| | | Consumer Spending | Forecasted Demand | Spending Growth |
| Apparel and Services | | \$232,260,238 | \$270,423,706 | \$38,163,468 |
| Men's | | \$43,742,888 | \$50,928,893 | \$7,186,005 |
| Women's | | \$77,160,213 | \$89,840,409 | \$12,680,196 |
| Children's | | \$36,811,388 | \$42,867,241 | \$6,055,853 |
| Footwear | | \$48,759,254 | \$56,760,017 | \$8,000,763 |
| Watches & Jewelry | | \$20,927,645 | \$24,372,481 | \$3,444,836 |
| Apparel Products and Services (1) | | \$4,858,850 | \$5,654,665 | \$795,815 |
| Computer | | | | |
| Computers and Hardware for Home Use | | \$25,801,337 | \$30,051,530 | \$4,250,193 |
| Portable Memory | | \$424,873 | \$493,801 | \$68,928 |
| Computer Software | | \$1,531,937 | \$1,781,644 | \$249,707 |
| Computer Accessories | | \$2,531,261 | \$2,940,363 | \$409,102 |
| Entertainment & Recreation | | \$424,109,510 | \$493,381,507 | \$69,271,997 |
| Fees and Admissions | | \$79,164,309 | \$92,266,411 | \$13,102,102 |
| Membership Fees for Clubs (2) | | \$30,169,443 | \$35,138,020 | \$4,968,577 |
| Fees for Participant Sports, excl. Trips | | \$13,168,511 | \$15,348,939 | \$2,180,428 |
| Tickets to Theatre/Operas/Concerts | | \$7,030,367 | \$8,194,446 | \$1,164,079 |
| Tickets to Movies | | \$2,249,829 | \$2,624,086 | \$374,257 |
| Tickets to Parks or Museums | | \$3,427,398 | \$3,999,244 | \$571,846 |
| Admission to Sporting Events, excl. Trips | | \$9,082,901 | \$10,564,971 | \$1,482,070 |
| Fees for Recreational Lessons | | \$13,964,753 | \$16,313,803 | \$2,349,050 |
| Dating Services | | \$71,107 | \$82,901 | \$11,794 |
| TV/Video/Audio | | \$138,979,679 | \$161,618,018 | \$22,638,339 |
| Cable and Satellite Television Services | | \$81,522,758 | \$94,720,596 | \$13,197,838 |
| Televisions | | \$15,384,346 | \$17,910,696 | \$2,526,350 |
| Satellite Dishes | | \$131,225 | \$152,437 | \$21,212 |
| VCRs, Video Cameras, and DVD Players | | \$471,666 | \$548,941 | \$77,275 |
| Miscellaneous Video Equipment | | \$1,879,522 | \$2,199,536 | \$320,014 |
| Video Cassettes and DVDs | | \$564,045 | \$656,074 | \$92,029 |
| Video Game Hardware/Accessories | | \$4,706,860 | \$5,479,424 | \$772,564 |
| Video Game Software | | \$2,094,647 | \$2,437,096 | \$342,449 |
| Rental/Streaming/Downloaded Video | | \$17,992,217 | \$20,939,294 | \$2,947,077 |
| Installation of Televisions | | \$164,915 | \$192,327 | \$27,412 |
| Audio (3) | | \$13,924,104 | \$16,214,498 | \$2,290,394 |
| Rental and Repair of TV/Radio/Sound Equipment | | \$143,373 | \$167,098 | \$23,725 |
| Pets | | \$107,498,968 | \$124,960,481 | \$17,461,513 |
| Toys/Games/Crafts/Hobbies (4) | | \$20,838,370 | \$24,203,017 | \$3,364,647 |
| Recreational Vehicles and Fees (5) | | \$22,510,881 | \$26,155,806 | \$3,644,925 |
| Sports/Recreation/Exercise Equipment (6) | | \$30,517,377 | \$35,569,556 | \$5,052,179 |
| Photo Equipment and Supplies (7) | | \$6,117,078 | \$7,118,340 | \$1,001,262 |
| Reading (8) | | \$13,899,130 | \$16,165,703 | \$2,266,573 |
| Catered Affairs (9) | | \$4,583,717 | \$5,324,175 | \$740,458 |
| Food | | \$1,112,091,745 | \$1,294,215,806 | \$182,124,061 |
| Food at Home | | \$733,937,092 | \$853,787,083 | \$119,849,991 |
| Bakery and Cereal Products | | \$94,947,210 | \$110,443,700 | \$15,496,490 |
| Meats, Poultry, Fish, and Eggs | | \$156,625,645 | \$182,200,945 | \$25,575,300 |
| Dairy Products | | \$70,482,129 | \$81,971,367 | \$11,489,238 |
| Fruits and Vegetables | | \$141,272,486 | \$164,376,628 | \$23,104,142 |
| Snacks and Other Food at Home (10) | | \$270,609,623 | \$314,794,443 | \$44,184,820 |
| Food Away from Home | | \$378,154,653 | \$440,428,722 | \$62,274,069 |
| Alcoholic Beverages | | \$62,906,647 | \$73,230,686 | \$10,324,039 |

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

| | 2024 Consumer Spending | 2029 Forecasted Demand | Projected Spending Growth |
|--|---------------------------|---------------------------|------------------------------|
| Financial | | | |
| Value of Stocks/Bonds/Mutual Funds | \$4,530,321,228 | \$5,274,315,018 | \$743,993,790 |
| Value of Retirement Plans | \$16,954,749,204 | \$19,733,392,724 | \$2,778,643,520 |
| Value of Other Financial Assets | \$936,188,158 | \$1,089,532,978 | \$153,344,820 |
| Vehicle Loan Amount excluding Interest | \$366,955,029 | \$427,192,458 | \$60,237,429 |
| Value of Credit Card Debt | \$289,790,569 | \$337,307,270 | \$47,516,701 |
| Health | | | |
| Nonprescription Drugs | \$18,915,928 | \$22,006,251 | \$3,090,323 |
| Prescription Drugs | \$52,277,933 | \$60,677,893 | \$8,399,960 |
| Eyeglasses and Contact Lenses | \$14,329,044 | \$16,642,183 | \$2,313,139 |
| Home | | | |
| Mortgage Payment and Basics (11) | \$1,338,258,663 | \$1,558,963,764 | \$220,705,101 |
| Maintenance and Remodeling Services | \$488,893,579 | \$568,979,451 | \$80,085,872 |
| Maintenance and Remodeling Materials (12) | \$102,064,609 | \$118,660,729 | \$16,596,120 |
| Utilities, Fuel, and Public Services | \$636,602,516 | \$740,047,482 | \$103,444,966 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | \$13,071,051 | \$15,210,306 | \$2,139,255 |
| Furniture | \$101,917,553 | \$118,632,964 | \$16,715,411 |
| Rugs | \$4,352,287 | \$5,068,860 | \$716,573 |
| Major Appliances (14) | \$61,260,615 | \$71,274,010 | \$10,013,395 |
| Housewares (15) | \$10,683,288 | \$12,431,326 | \$1,748,038 |
| Small Appliances | \$7,855,646 | \$9,137,329 | \$1,281,683 |
| Luggage | \$1,909,194 | \$2,225,942 | \$316,748 |
| Telephones and Accessories | \$10,502,544 | \$12,216,867 | \$1,714,323 |
| Household Operations | | | |
| Child Care | \$51,499,976 | \$60,071,466 | \$8,571,490 |
| Lawn and Garden (16) | \$76,374,474 | \$88,798,028 | \$12,423,554 |
| Moving/Storage/Freight Express | \$10,842,738 | \$12,627,730 | \$1,784,992 |
| Housekeeping Supplies (17) | \$91,596,394 | \$106,562,941 | \$14,966,547 |
| Insurance | | | |
| Owners and Renters Insurance | \$91,680,828 | \$106,634,420 | \$14,953,592 |
| Vehicle Insurance | \$215,152,084 | \$250,320,409 | \$35,168,325 |
| Life/Other Insurance | \$71,539,807 | \$83,230,367 | \$11,690,560 |
| Health Insurance | \$548,670,336 | \$637,717,409 | \$89,047,073 |
| Personal Care Products (18) | \$54,903,206 | \$63,902,566 | \$8,999,360 |
| School Books (19) | \$4,227,705 | \$4,921,730 | 694,025 |
| Smoking Products | \$55,415,494 | \$64,304,114 | \$8,888,620 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | \$333,790,863 | \$388,190,615 | \$54,399,752 |
| Gasoline and Motor Oil | \$353,512,689 | \$410,963,769 | \$57,451,080 |
| Vehicle Maintenance and Repairs | \$155,756,546 | \$181,155,725 | \$25,399,179 |
| Travel | | | |
| Airline Fares | \$57,492,572 | \$67,003,782 | \$9,511,210 |
| Lodging on Trips | \$98,326,144 | \$114,452,252 | \$16,126,108 |
| Auto/Truck Rental on Trips | \$11,364,929 | \$13,240,699 | \$1,875,770 |
| Food and Drink on Trips | \$74,977,533 | \$87,257,421 | \$12,279,888 |

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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