



Retail Demand Outlook

Farmington TA
Area: 17.45 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Middleburg (4C)	62.6%	Population	9,371	9,762
Front Porches (8E)	28.4%	Households	3,553	3,699
Young and Restless (11B)	9.0%	Families	2,501	2,604
	0.0%	Median Age	36.1	36.2
	0.0%	Median Household Income	\$61,976	\$72,198
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$7,355,749	\$8,985,537	\$1,629,788
Men's		\$1,406,467	\$1,717,803	\$311,336
Women's		\$2,541,651	\$3,105,639	\$563,988
Children's		\$1,122,495	\$1,371,713	\$249,218
Footwear		\$1,747,898	\$2,133,748	\$385,850
Watches & Jewelry		\$423,304	\$517,529	\$94,225
Apparel Products and Services (1)		\$173,129	\$211,426	\$38,297
Computer				
Computers and Hardware for Home Use		\$581,429	\$710,124	\$128,695
Portable Memory		\$15,000	\$18,333	\$3,333
Computer Software		\$33,050	\$40,305	\$7,255
Computer Accessories		\$64,436	\$78,774	\$14,338
Entertainment & Recreation		\$10,986,838	\$13,429,634	\$2,442,796
Fees and Admissions		\$2,515,568	\$3,074,023	\$558,455
Membership Fees for Clubs (2)		\$851,681	\$1,040,855	\$189,174
Fees for Participant Sports, excl. Trips		\$407,152	\$498,021	\$90,869
Tickets to Theatre/Operas/Concerts		\$261,244	\$319,002	\$57,758
Tickets to Movies		\$199,771	\$243,947	\$44,176
Tickets to Parks or Museums		\$118,401	\$144,739	\$26,338
Admission to Sporting Events, excl. Trips		\$218,826	\$267,608	\$48,782
Fees for Recreational Lessons		\$454,645	\$555,160	\$100,515
Dating Services		\$3,847	\$4,690	\$843
TV/Video/Audio		\$4,051,083	\$4,950,840	\$899,757
Cable and Satellite Television Services		\$2,717,957	\$3,321,933	\$603,976
Televisions		\$407,505	\$498,051	\$90,546
Satellite Dishes		\$6,219	\$7,612	\$1,393
VCRs, Video Cameras, and DVD Players		\$17,511	\$21,403	\$3,892
Miscellaneous Video Equipment		\$53,362	\$65,154	\$11,792
Video Cassettes and DVDs		\$28,405	\$34,683	\$6,278
Video Game Hardware/Accessories		\$105,950	\$129,388	\$23,438
Video Game Software		\$61,032	\$74,499	\$13,467
Rental/Streaming/Downloaded Video		\$265,453	\$324,351	\$58,898
Installation of Televisions		\$2,384	\$2,907	\$523
Audio (3)		\$376,356	\$459,926	\$83,570
Rental and Repair of TV/Radio/Sound Equipment		\$8,948	\$10,933	\$1,985
Pets		\$2,411,988	\$2,949,694	\$537,706
Toys/Games/Crafts/Hobbies (4)		\$417,433	\$510,221	\$92,788
Recreational Vehicles and Fees (5)		\$353,497	\$432,815	\$79,318
Sports/Recreation/Exercise Equipment (6)		\$632,191	\$773,228	\$141,037
Photo Equipment and Supplies (7)		\$162,583	\$198,716	\$36,133
Reading (8)		\$347,130	\$423,903	\$76,773
Catered Affairs (9)		\$96,261	\$117,279	\$21,018
Food		\$31,860,901	\$38,918,477	\$7,057,576
Food at Home		\$18,674,176	\$22,810,577	\$4,136,401
Bakery and Cereal Products		\$2,379,685	\$2,906,664	\$526,979
Meats, Poultry, Fish, and Eggs		\$4,018,699	\$4,908,647	\$889,948
Dairy Products		\$1,854,701	\$2,265,189	\$410,488
Fruits and Vegetables		\$3,605,005	\$4,402,470	\$797,465
Snacks and Other Food at Home (10)		\$6,816,085	\$8,327,607	\$1,511,522
Food Away from Home		\$13,186,725	\$16,107,900	\$2,921,175
Alcoholic Beverages		\$2,120,874	\$2,591,088	\$470,214

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$92,553,736	\$113,311,591	\$20,757,855
Value of Retirement Plans	\$331,444,289	\$405,711,525	\$74,267,236
Value of Other Financial Assets	\$26,931,790	\$32,970,265	\$6,038,475
Vehicle Loan Amount excluding Interest	\$10,778,878	\$13,183,413	\$2,404,535
Value of Credit Card Debt	\$9,658,616	\$11,801,602	\$2,142,986
Health			
Nonprescription Drugs	\$525,186	\$642,196	\$117,010
Prescription Drugs	\$1,121,894	\$1,372,746	\$250,852
Eyeglasses and Contact Lenses	\$323,626	\$395,703	\$72,077
Home			
Mortgage Payment and Basics (11)	\$35,277,321	\$43,178,104	\$7,900,783
Maintenance and Remodeling Services	\$9,418,773	\$11,529,937	\$2,111,164
Maintenance and Remodeling Materials (12)	\$2,019,026	\$2,473,513	\$454,487
Utilities, Fuel, and Public Services	\$17,246,380	\$21,077,439	\$3,831,059
Household Furnishings and Equipment			
Household Textiles (13)	\$351,495	\$429,349	\$77,854
Furniture	\$2,243,700	\$2,742,528	\$498,828
Rugs	\$105,634	\$129,250	\$23,616
Major Appliances (14)	\$1,319,849	\$1,615,208	\$295,359
Housewares (15)	\$301,007	\$367,944	\$66,937
Small Appliances	\$183,748	\$224,438	\$40,690
Luggage	\$58,845	\$71,902	\$13,057
Telephones and Accessories	\$317,066	\$387,106	\$70,040
Household Operations			
Child Care	\$1,913,042	\$2,338,652	\$425,610
Lawn and Garden (16)	\$1,658,608	\$2,030,783	\$372,175
Moving/Storage/Freight Express	\$260,575	\$318,031	\$57,456
Housekeeping Supplies (17)	\$2,672,270	\$3,266,343	\$594,073
Insurance			
Owners and Renters Insurance	\$2,128,740	\$2,607,708	\$478,968
Vehicle Insurance	\$6,645,398	\$8,119,838	\$1,474,440
Life/Other Insurance	\$2,017,611	\$2,469,563	\$451,952
Health Insurance	\$14,131,698	\$17,282,362	\$3,150,664
Personal Care Products (18)	\$1,715,999	\$2,096,423	\$380,424
School Books and Supplies (19)	\$460,655	\$562,674	\$102,019
Smoking Products	\$1,340,814	\$1,637,025	\$296,211
Transportation			
Payments on Vehicles excluding Leases	\$9,439,150	\$11,548,275	\$2,109,125
Gasoline and Motor Oil	\$8,456,104	\$10,333,160	\$1,877,056
Vehicle Maintenance and Repairs	\$3,877,348	\$4,739,247	\$861,899
Travel			
Airline Fares	\$2,118,612	\$2,588,327	\$469,715
Lodging on Trips	\$2,386,659	\$2,919,051	\$532,392
Auto/Truck Rental on Trips	\$189,147	\$231,164	\$42,017
Food and Drink on Trips	\$2,036,998	\$2,490,087	\$453,089

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

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