



Retail Demand Outlook

Lincoln TA
Area: 80.38 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Heartland Communities (6F)	43.3%	Population	5,581	5,842
Southern Satellites (10A)	26.1%	Households	2,159	2,261
Rooted Rural (10B)	22.0%	Families	1,519	1,591
Rural Bypasses (10E)	5.1%	Median Age	40.1	41.7
Middleburg (4C)	2.6%	Median Household Income	\$45,445	\$57,639
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$3,076,180	\$4,050,116	\$973,936
Men's		\$547,964	\$721,961	\$173,997
Women's		\$1,094,436	\$1,440,856	\$346,420
Children's		\$470,654	\$619,708	\$149,054
Footwear		\$706,970	\$930,811	\$223,841
Watches & Jewelry		\$218,385	\$286,978	\$68,593
Apparel Products and Services (1)		\$65,032	\$85,739	\$20,707
Computer				
Computers and Hardware for Home Use		\$232,434	\$306,184	\$73,750
Portable Memory		\$6,829	\$8,992	\$2,163
Computer Software		\$11,378	\$15,014	\$3,636
Computer Accessories		\$25,414	\$33,502	\$8,088
Entertainment & Recreation		\$5,429,798	\$7,140,714	\$1,710,916
Fees and Admissions		\$859,548	\$1,134,154	\$274,606
Membership Fees for Clubs (2)		\$299,623	\$395,289	\$95,666
Fees for Participant Sports, excl. Trips		\$131,574	\$173,820	\$42,246
Tickets to Theatre/Operas/Concerts		\$90,987	\$120,043	\$29,056
Tickets to Movies		\$64,101	\$84,566	\$20,465
Tickets to Parks or Museums		\$47,996	\$63,137	\$15,141
Admission to Sporting Events, excl. Trips		\$84,007	\$110,742	\$26,735
Fees for Recreational Lessons		\$140,026	\$184,928	\$44,902
Dating Services		\$1,233	\$1,629	\$396
TV/Video/Audio		\$2,072,432	\$2,723,350	\$650,918
Cable and Satellite Television Services		\$1,518,737	\$1,994,755	\$476,018
Televisions		\$164,190	\$216,142	\$51,952
Satellite Dishes		\$2,244	\$2,963	\$719
VCRs, Video Cameras, and DVD Players		\$7,432	\$9,793	\$2,361
Miscellaneous Video Equipment		\$27,963	\$36,749	\$8,786
Video Cassettes and DVDs		\$11,451	\$15,070	\$3,619
Video Game Hardware/Accessories		\$49,871	\$65,645	\$15,774
Video Game Software		\$24,268	\$31,955	\$7,687
Rental/Streaming/Downloaded Video		\$104,313	\$137,383	\$33,070
Installation of Televisions		\$499	\$660	\$161
Audio (3)		\$153,548	\$201,916	\$48,368
Rental and Repair of TV/Radio/Sound Equipment		\$7,916	\$10,319	\$2,403
Pets		\$1,536,707	\$2,018,696	\$481,989
Toys/Games/Crafts/Hobbies (4)		\$186,525	\$245,566	\$59,041
Recreational Vehicles and Fees (5)		\$216,822	\$284,953	\$68,131
Sports/Recreation/Exercise Equipment (6)		\$312,589	\$411,128	\$98,539
Photo Equipment and Supplies (7)		\$58,290	\$76,853	\$18,563
Reading (8)		\$151,970	\$200,074	\$48,104
Catered Affairs (9)		\$35,051	\$46,120	\$11,069
Food		\$14,615,758	\$19,222,695	\$4,606,937
Food at Home		\$8,978,932	\$11,804,445	\$2,825,513
Bakery and Cereal Products		\$1,163,945	\$1,529,782	\$365,837
Meats, Poultry, Fish, and Eggs		\$1,975,659	\$2,597,168	\$621,509
Dairy Products		\$898,026	\$1,180,809	\$282,783
Fruits and Vegetables		\$1,630,984	\$2,145,232	\$514,248
Snacks and Other Food at Home (10)		\$3,310,318	\$4,351,454	\$1,041,136
Food Away from Home		\$5,636,826	\$7,418,250	\$1,781,424
Alcoholic Beverages		\$843,100	\$1,111,293	\$268,193

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	\$33,569,888	\$44,306,936	\$10,737,048
Value of Retirement Plans	\$135,822,371	\$179,102,079	\$43,279,708
Value of Other Financial Assets	\$13,022,536	\$17,169,485	\$4,146,949
Vehicle Loan Amount excluding Interest	\$5,026,800	\$6,614,511	\$1,587,711
Value of Credit Card Debt	\$4,235,553	\$5,573,700	\$1,338,147
Health			
Nonprescription Drugs	\$330,358	\$433,745	\$103,387
Prescription Drugs	\$743,820	\$976,278	\$232,458
Eyeglasses and Contact Lenses	\$172,626	\$226,908	\$54,282
Home			
Mortgage Payment and Basics (11)	\$14,898,091	\$19,638,368	\$4,740,277
Maintenance and Remodeling Services	\$4,421,873	\$5,820,087	\$1,398,214
Maintenance and Remodeling Materials (12)	\$1,276,120	\$1,673,792	\$397,672
Utilities, Fuel, and Public Services	\$8,824,432	\$11,597,394	\$2,772,962
Household Furnishings and Equipment			
Household Textiles (13)	\$148,846	\$195,843	\$46,997
Furniture	\$983,438	\$1,293,619	\$310,181
Rugs	\$46,639	\$61,443	\$14,804
Major Appliances (14)	\$613,514	\$807,144	\$193,630
Housewares (15)	\$137,770	\$181,363	\$43,593
Small Appliances	\$80,840	\$106,360	\$25,520
Luggage	\$21,727	\$28,638	\$6,911
Telephones and Accessories	\$130,847	\$172,287	\$41,440
Household Operations			
Child Care	\$653,440	\$861,982	\$208,542
Lawn and Garden (16)	\$969,239	\$1,274,348	\$305,109
Moving/Storage/Freight Express	\$95,149	\$125,290	\$30,141
Housekeeping Supplies (17)	\$1,361,160	\$1,789,972	\$428,812
Insurance			
Owners and Renters Insurance	\$1,241,362	\$1,631,654	\$390,292
Vehicle Insurance	\$3,206,287	\$4,214,318	\$1,008,031
Life/Other Insurance	\$1,030,234	\$1,354,545	\$324,311
Health Insurance	\$7,386,562	\$9,711,676	\$2,325,114
Personal Care Products (18)	\$788,948	\$1,038,068	\$249,120
School Books and Supplies (19)	\$195,675	\$257,428	\$61,753
Smoking Products	\$909,450	\$1,190,866	\$281,416
Transportation			
Payments on Vehicles excluding Leases	\$4,818,477	\$6,334,763	\$1,516,286
Gasoline and Motor Oil	\$4,270,970	\$5,610,682	\$1,339,712
Vehicle Maintenance and Repairs	\$1,903,481	\$2,501,926	\$598,445
Travel			
Airline Fares	\$726,365	\$958,378	\$232,013
Lodging on Trips	\$1,022,451	\$1,346,694	\$324,243
Auto/Truck Rental on Trips	\$65,393	\$86,254	\$20,861
Food and Drink on Trips	\$838,447	\$1,104,270	\$265,823

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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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