



Retail Demand Outlook

Stilwell TA
Area: 201.48 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Hometown Heritage (8G)	30.4%	Population	10,302	9,973
Rural Bypasses (10E)	27.8%	Households	3,750	3,649
Rooted Rural (10B)	23.0%	Families	2,682	2,610
Southern Satellites (10A)	18.8%	Median Age	37.6	39.6
	0.0%	Median Household Income	\$36,058	\$38,165
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$4,394,878	\$4,674,715	\$279,837
Men's		\$784,835	\$834,368	\$49,533
Women's		\$1,535,240	\$1,633,166	\$97,926
Children's		\$667,373	\$709,863	\$42,490
Footwear		\$1,048,558	\$1,114,704	\$66,146
Watches & Jewelry		\$296,261	\$316,148	\$19,887
Apparel Products and Services (1)		\$95,144	\$101,055	\$5,911
Computer				
Computers and Hardware for Home Use		\$312,572	\$332,526	\$19,954
Portable Memory		\$8,711	\$9,279	\$568
Computer Software		\$14,654	\$15,566	\$912
Computer Accessories		\$33,605	\$35,730	\$2,125
Entertainment & Recreation		\$7,266,249	\$7,739,269	\$473,020
Fees and Admissions		\$1,179,178	\$1,252,933	\$73,755
Membership Fees for Clubs (2)		\$411,079	\$436,850	\$25,771
Fees for Participant Sports, excl. Trips		\$179,195	\$190,261	\$11,066
Tickets to Theatre/Operas/Concerts		\$124,572	\$132,332	\$7,760
Tickets to Movies		\$93,094	\$98,888	\$5,794
Tickets to Parks or Museums		\$69,727	\$74,207	\$4,480
Admission to Sporting Events, excl. Trips		\$115,401	\$122,707	\$7,306
Fees for Recreational Lessons		\$184,143	\$195,604	\$11,461
Dating Services		\$1,967	\$2,083	\$116
TV/Video/Audio		\$2,957,872	\$3,149,456	\$191,584
Cable and Satellite Television Services		\$2,150,744	\$2,291,099	\$140,355
Televisions		\$245,990	\$261,485	\$15,495
Satellite Dishes		\$2,901	\$3,082	\$181
VCRs, Video Cameras, and DVD Players		\$10,015	\$10,647	\$632
Miscellaneous Video Equipment		\$36,272	\$38,638	\$2,366
Video Cassettes and DVDs		\$16,714	\$17,778	\$1,064
Video Game Hardware/Accessories		\$65,080	\$69,252	\$4,172
Video Game Software		\$35,055	\$37,250	\$2,195
Rental/Streaming/Downloaded Video		\$147,479	\$156,808	\$9,329
Installation of Televisions		\$756	\$802	\$46
Audio (3)		\$231,803	\$246,566	\$14,763
Rental and Repair of TV/Radio/Sound Equipment		\$15,064	\$16,050	\$986
Pets		\$1,888,182	\$2,014,450	\$126,268
Toys/Games/Crafts/Hobbies (4)		\$249,828	\$265,774	\$15,946
Recreational Vehicles and Fees (5)		\$265,530	\$283,387	\$17,857
Sports/Recreation/Exercise Equipment (6)		\$400,770	\$427,614	\$26,844
Photo Equipment and Supplies (7)		\$81,249	\$86,333	\$5,084
Reading (8)		\$193,218	\$205,683	\$12,465
Catered Affairs (9)		\$50,674	\$53,907	\$3,233
Food		\$20,655,283	\$21,986,535	\$1,331,252
Food at Home		\$12,600,299	\$13,415,243	\$814,944
Bakery and Cereal Products		\$1,644,517	\$1,750,956	\$106,439
Meats, Poultry, Fish, and Eggs		\$2,780,638	\$2,960,665	\$180,027
Dairy Products		\$1,208,406	\$1,286,962	\$78,556
Fruits and Vegetables		\$2,292,141	\$2,439,498	\$147,357
Snacks and Other Food at Home (10)		\$4,674,596	\$4,977,161	\$302,565
Food Away from Home		\$8,054,984	\$8,571,292	\$516,308
Alcoholic Beverages		\$1,142,832	\$1,215,190	\$72,358

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.



Retail Demand Outlook

Stilwell TA
Area: 201.48 square miles

Prepared by Esri

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$44,859,208	\$47,679,545	\$2,820,337
Value of Retirement Plans	\$174,520,215	\$185,687,980	\$11,167,765
Value of Other Financial Assets	\$16,122,970	\$17,142,615	\$1,019,645
Vehicle Loan Amount excluding Interest	\$7,199,467	\$7,662,669	\$463,202
Value of Credit Card Debt	\$5,932,792	\$6,313,781	\$380,989
Health			
Nonprescription Drugs	\$432,624	\$461,558	\$28,934
Prescription Drugs	\$1,017,023	\$1,084,607	\$67,584
Eyeglasses and Contact Lenses	\$225,393	\$240,187	\$14,794
Home			
Mortgage Payment and Basics (11)	\$19,193,822	\$20,428,022	\$1,234,200
Maintenance and Remodeling Services	\$5,738,117	\$6,114,654	\$376,537
Maintenance and Remodeling Materials (12)	\$1,741,951	\$1,858,714	\$116,763
Utilities, Fuel, and Public Services	\$12,589,457	\$13,405,492	\$816,035
Household Furnishings and Equipment			
Household Textiles (13)	\$217,091	\$230,968	\$13,877
Furniture	\$1,439,110	\$1,531,055	\$91,945
Rugs	\$64,260	\$68,402	\$4,142
Major Appliances (14)	\$872,510	\$929,062	\$56,552
Housewares (15)	\$178,579	\$190,108	\$11,529
Small Appliances	\$113,188	\$120,450	\$7,262
Luggage	\$31,539	\$33,526	\$1,987
Telephones and Accessories	\$175,575	\$186,661	\$11,086
Household Operations			
Child Care	\$887,755	\$943,077	\$55,322
Lawn and Garden (16)	\$1,233,746	\$1,315,847	\$82,101
Moving/Storage/Freight Express	\$143,547	\$152,714	\$9,167
Housekeeping Supplies (17)	\$1,841,435	\$1,961,466	\$120,031
Insurance			
Owners and Renters Insurance	\$1,662,565	\$1,772,565	\$110,000
Vehicle Insurance	\$4,677,052	\$4,979,486	\$302,434
Life/Other Insurance	\$1,453,298	\$1,548,073	\$94,775
Health Insurance	\$10,063,096	\$10,719,480	\$656,384
Personal Care Products (18)	\$1,090,349	\$1,160,483	\$70,134
School Books and Supplies (19)	\$283,086	\$301,171	\$18,085
Smoking Products	\$1,426,056	\$1,519,696	\$93,640
Transportation			
Payments on Vehicles excluding Leases	\$6,817,056	\$7,262,210	\$445,154
Gasoline and Motor Oil	\$6,202,601	\$6,605,706	\$403,105
Vehicle Maintenance and Repairs	\$2,676,062	\$2,849,786	\$173,724
Travel			
Airline Fares	\$987,923	\$1,050,073	\$62,150
Lodging on Trips	\$1,372,483	\$1,460,894	\$88,411
Auto/Truck Rental on Trips	\$92,822	\$98,637	\$5,815
Food and Drink on Trips	\$1,150,409	\$1,224,082	\$73,673

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.

-
- (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.

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.