

Downtown College Place (College Avenue) Drive Time: 10 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

Middlet Constants (SE)	Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Old and Newcomers (8F) 13.1% Households 14,539 15,036 Rettreement Communities (9E) 9.6% Familles 8,753 9,033 Set to Impress (11D) 8.5% Median Age 37.5 38.8 Technology 7.4% Median Age 37.5 36.8 Technology 37.5 Technology 38.6 36.3 Technology 38.6 38.6 38.6 Technology 38.6 38.6 Technology 38.6 Tech	Midlife Constants (5E)	13.5%	Population	37,312	38,525
Retirement Communities (915) 9.6% Median Age 8,753 38.8 College Towns (148) 7.4% Median Age 37.5 38.8 College Towns (148) 7.4% Median Household 533,187 560,316 Apparel and Services Consumer Spending Forecasted Demand Spending Growth Women's 49,619,736 \$5,506,997 \$887,261 Children's 33,429,991 \$4,089,205 \$1,625,867 Children's 33,429,991 \$4,089,205 \$1,625,867 Children's 33,429,991 \$4,089,205 \$1,162,867 Children's \$3,451,991 \$4,089,205 \$1,162,867 Children's \$3,451,829 \$1,729,777 \$277,948 Watches & Jewelry \$1,879,196 \$2,240,148 \$360,923 \$111,911 Computer \$50,810 \$60,594 \$37,727,798 \$36,904,33 \$41,341,470 \$22,740,148 \$360,902 \$360,903 \$41,450,500 \$360,903 \$41,450,500 \$40,500 \$40,500 \$40,500 \$40,500 \$40,500 \$40,500 \$40,500 <th< td=""><td>` ,</td><td>13.1%</td><td>•</td><td></td><td></td></th<>	` ,	13.1%	•		
Set to Impress (11D)			Families		
College Towns (148) 7.4% Median Household \$53,187 \$69,016 perceted Poperator Poperato			Median Age		
Apparel and Services	. ,				
Apparel and Services \$24,141,699 \$28,778,596 \$4,636,897 Men's \$4,619,736 \$5,506,997 \$887,261 Women's \$8,463,438 \$10,089,305 \$1,625,867 Children's \$3,429,991 \$4,089,295 \$659,304 Footwear \$5,781,306 \$6,80,8190 \$1,110,794 Watches & Jewelry \$1,451,829 \$1,729,777 \$277,948 Apparel Products and Services (1) \$592,357 \$706,338 \$113,991 Computer Computer \$1,879,196 \$2,240,148 \$360,952 Portable Memory \$50,810 \$60,594 \$9,794 Computer Software \$112,779 \$134,470 \$21,695 Entertainment & Recreation \$36,904,363 \$43,938,672 \$7,079,309 Fees and Admissions \$7,979,942 \$9,520,261 \$1,540,319 Membership Fees for Clubs (2) \$2,724,332 \$3,249,389 \$525,076 Tickets to Movies \$618,677 \$737,888 \$112,521 Tickets to Movies \$618,677 \$737,898 \$112,221 <	, , , , , , , , , , , , , , , , , , ,		2021		
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Computers and Hardware for Home Use \$1,879,196 \$2,240,148 \$360,952 Portable Memory \$50,810 \$60,594 \$9,784 Computer Software \$112,779 \$134,470 \$21,691 Computer Accessories \$210,265 \$350,765 \$40,500 Entertainment & Recreation \$36,904,363 \$43,983,672 \$7,079,309 Fees and Admissions \$7,979,942 \$9,520,261 \$1,540,319 Membership Fees for Clubs (2) \$2,724,332 \$3,249,389 \$525,057 Fees for Participant Sports, excl. Trips \$1,240,399 \$1,480,160 \$239,761 Tickets to Workies \$618,677 \$737,898 \$119,221 Tickets to Parks or Museums \$369,623 \$440,697 \$711,074 Admission to Sporting Events, excl. Trips \$687,502 \$820,232 \$132,730 Fees for Recreational Lessons \$1,426,138 \$1,702,299 \$276,161 Dating Services \$13,3846 \$1,002,299 \$276,161 Dating Services \$13,486 \$1,002,299 \$276,161 Dating Services \$13,284	,	rvices (1)			. ,
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TV/Video/Audio \$13,746,217 \$16,379,448 \$2,633,231 Cable and Satellite Television Services \$9,493,149 \$11,309,732 \$1,816,583 Televisions \$1,283,256 \$1,529,740 \$246,484 Satellite Dishes \$11,283,256 \$1,529,740 \$246,484 Satellite Dishes \$18,221 \$21,721 \$3,500 VCRs, Video Cameras, and DVD Players \$57,341 \$68,389 \$11,048 Miscellaneous Video Equipment \$176,499 \$210,275 \$33,776 Video Cassettes and DVDs \$92,256 \$109,998 \$17,742 Video Game Hardware/Accessories \$348,363 \$415,061 \$66,698 Video Game Software \$197,103 \$234,864 \$37,761 Rental/Streaming/Downloaded Video \$29,885 \$988,974 \$159,389 Installation of Televisions \$7,697 \$9,183 \$1,486 Audio (3) \$7,697 \$9,183 \$1,486 Audio (3) \$7,697 \$9,183 \$1,486 Rental and Repair of TV/Radio/Sound Equipment \$36,718 \$43,597 \$6,879 Pets \$8,470,675 \$10,088,781 \$1,618,106 Toys/Games/Crafts/Hobbies (4) \$1,342,788 \$1,601,090 \$258,302 Recreational Vehicles and Fees (5) \$1,216,754 \$1,450,682 \$233,928 Sports/Recreation/Exercise Equipment (6) \$2,075,934 \$2,473,056 \$397,122 Photo Equipment and Supplies (7) \$517,008 \$616,740 \$99,532 Reading (8) \$1,224,467 \$1,459,669 \$235,202 Catered Affairs (9) \$333,583 \$397,763 \$64,180 Food Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Products \$6,6313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$11,210,4985 \$14,488,114 \$2,323,129 Snacks and Other Food at Home \$42,033,939 \$51,292,307 \$8,258,368		20000110			
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Toys/Games/Crafts/Hobbies (4) \$1,342,788 \$1,601,090 \$258,302 Recreational Vehicles and Fees (5) \$1,216,754 \$1,450,682 \$233,928 Sports/Recreation/Exercise Equipment (6) \$2,075,934 \$2,473,056 \$397,122 Photo Equipment and Supplies (7) \$517,208 \$616,740 \$99,532 Reading (8) \$1,224,467 \$1,459,669 \$235,202 Catered Affairs (9) \$333,583 \$397,763 \$64,180 Food \$105,856,735 \$126,162,281 \$20,305,546 Food at Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Pets	, , , , , , , , , , , , , , , , , , , ,			
Recreational Vehicles and Fees (5) \$1,216,754 \$1,450,682 \$233,928 Sports/Recreation/Exercise Equipment (6) \$2,075,934 \$2,473,056 \$397,122 Photo Equipment and Supplies (7) \$517,208 \$616,740 \$99,532 Reading (8) \$1,224,467 \$1,459,669 \$235,202 Catered Affairs (9) \$333,583 \$397,763 \$64,180 Food \$105,856,735 \$126,162,281 \$20,305,546 Food at Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Toys/Games/Crafts/Hobl	bies (4)			\$258,302
Sports/Recreation/Exercise Equipment (6) \$2,075,934 \$2,473,056 \$397,122 Photo Equipment and Supplies (7) \$517,208 \$616,740 \$99,532 Reading (8) \$1,224,467 \$1,459,669 \$235,202 Catered Affairs (9) \$333,583 \$397,763 \$64,180 Food \$105,856,735 \$126,162,281 \$20,305,546 Food at Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368			\$1,216,754	\$1,450,682	
Reading (8) \$1,224,467 \$1,459,669 \$235,202 Catered Affairs (9) \$333,583 \$397,763 \$64,180 Food \$105,856,735 \$126,162,281 \$20,305,546 Food at Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Sports/Recreation/Exerc	ise Equipment (6)	\$2,075,934	\$2,473,056	\$397,122
Catered Affairs (9) \$333,583 \$397,763 \$64,180 Food \$105,856,735 \$126,162,281 \$20,305,546 Food at Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Photo Equipment and Su	ipplies (7)	\$517,208	\$616,740	\$99,532
Food \$105,856,735 \$126,162,281 \$20,305,546 Food at Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Reading (8)		\$1,224,467	\$1,459,669	\$235,202
Food at Home \$62,822,796 \$74,869,974 \$12,047,178 Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Catered Affairs (9)				
Bakery and Cereal Products \$8,069,822 \$9,617,165 \$1,547,343 Meats, Poultry, Fish, and Eggs \$13,571,620 \$16,173,237 \$2,601,617 Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Food		\$105,856,735	\$126,162,281	\$20,305,546
Meats, Poultry, Fish, and Eggs\$13,571,620\$16,173,237\$2,601,617Dairy Products\$6,313,976\$7,524,954\$1,210,978Fruits and Vegetables\$12,104,985\$14,428,114\$2,323,129Snacks and Other Food at Home (10)\$22,762,394\$27,126,504\$4,364,110Food Away from Home\$43,033,939\$51,292,307\$8,258,368	Food at Home		\$62,822,796	\$74,869,974	\$12,047,178
Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Bakery and Cereal P	roducts	\$8,069,822	\$9,617,165	\$1,547,343
Dairy Products \$6,313,976 \$7,524,954 \$1,210,978 Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368			\$13,571,620		\$2,601,617
Fruits and Vegetables \$12,104,985 \$14,428,114 \$2,323,129 Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Dairy Products			\$7,524,954	
Snacks and Other Food at Home (10) \$22,762,394 \$27,126,504 \$4,364,110 Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Fruits and Vegetable	es			
Food Away from Home \$43,033,939 \$51,292,307 \$8,258,368	Snacks and Other Fo	ood at Home (10)			
Alcoholic Beverages \$7,016,865 \$8,368,063 \$1,351,198	Food Away from Home		\$43,033,939		\$8,258,368
	Alcoholic Beverages		\$7,016,865	\$8,368,063	\$1,351,198

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Downtown College Place (College Avenue) Drive Time: 10 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

	2021	2026	Project
Pinensial	Consumer Spending	Forecasted Demand	Spending Grov
Financial	+202 166 701	+261 602 054	★ F0 F17 :
Value of Stocks/Bonds/Mutual Funds	\$303,166,701	\$361,683,854	\$58,517,
Value of Retirement Plans	\$1,096,753,582	\$1,308,957,948	\$212,204,3
Value of Other Financial Assets	\$99,029,458	\$118,153,306	\$19,123,8
Vehicle Loan Amount excluding Interest	\$32,982,917	\$39,298,245	\$6,315,
Value of Credit Card Debt	\$31,458,275	\$37,509,977	\$6,051,
Health Nonprescription Drugs	\$1,865,753	#2 221 029	¢2E6
Prescription Drugs	\$1,863,733	\$2,221,938 \$4,851,918	\$356, \$777,
Eyeglasses and Contact Lenses	\$1,118,666	\$1,333,354	\$777, \$214,
Home	\$1,118,000	\$1,555,554	\$21 4 ,
Mortgage Payment and Basics (11)	\$112,257,130	\$133,947,274	\$21,690,
Maintenance and Remodeling Services	\$30,710,957	\$36,621,809	\$5,910,
Maintenance and Remodeling Materials (12)	\$6,710,689	\$7,996,110	\$1,285,
Utilities, Fuel, and Public Services	\$57,915,126	\$69,011,226	\$11,096,
Household Furnishings and Equipment	\$37,313,120	\$05,011,220	Ψ11,050,
Household Textiles (13)	\$1,152,479	\$1,373,787	\$221,
Furniture	\$7,209,557	\$8,593,928	\$1,384,
Rugs	\$347,010	\$413,832	\$66,
Major Appliances (14)	\$4,182,930	\$4,987,160	\$804,
Housewares (15)	\$1,003,891	\$1,196,634	\$192,
Small Appliances	\$613,787	\$731,621	\$117,
Luggage	\$187,031	\$223,009	\$35,
Telephones and Accessories	\$1,159,054	\$1,383,451	\$224,
Household Operations	1,7,2,7,2	, , , , , , ,	, ,
Child Care	\$5,495,369	\$6,554,611	\$1,059,
Lawn and Garden (16)	\$5,625,490	\$6,703,958	\$1,078,
Moving/Storage/Freight Express	\$825,834	\$984,184	\$158,
Housekeeping Supplies (17)	\$8,986,382	\$10,708,488	\$1,722,
Insurance			
Owners and Renters Insurance	\$7,064,499	\$8,419,071	\$1,354,
Vehicle Insurance	\$21,595,347	\$25,728,990	\$4,133,
Life/Other Insurance	\$6,723,264	\$8,015,892	\$1,292,
Health Insurance	\$47,960,225	\$57,155,630	\$9,195,
Personal Care Products (18)	\$5,735,365	\$6,835,620	\$1,100,
School Books and Supplies (19)	\$1,487,613	\$1,772,711	\$285,
Smoking Products	\$4,859,775	\$5,784,384	\$924,
Transportation			
Payments on Vehicles excluding Leases	\$29,564,309	\$35,224,811	\$5,660,
Gasoline and Motor Oil	\$27,653,779	\$32,945,191	\$5,291,
Vehicle Maintenance and Repairs	\$12,946,413	\$15,429,031	\$2,482,
Travel			
Airline Fares	\$6,845,872	\$8,164,882	\$1,319,
Lodging on Trips	\$7,748,912	\$9,240,552	\$1,491,
Auto/Truck Rental on Trips	\$598,992	\$714,431	\$115,
Food and Drink on Trips	\$6,611,933	\$7,883,534	\$1,271,

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Downtown College Place (College Avenue) Drive Time: 10 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

- (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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Downtown College Place (College Avenue) Drive Time: 30 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Old and Newcomers (8F)	9.6%	Population	69,886	71,576
Midlife Constants (5E)	7.6%	Households	26,049	26,743
Exurbanites (1E)	7.1%	Families		17,158
` ,	5.5%		16,770 38.0	39.0
The Great Outdoors (6C)		Median Age		
Retirement Communities (9E)	5.4%	Median Household	\$56,879	\$64,627
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$45,631,776	\$53,826,646	\$8,194,870
Men's		\$8,655,850	\$10,212,101	\$1,556,251
Women's		\$16,084,184	\$18,974,766	\$2,890,582
Children's		\$6,579,475	\$7,757,953	\$1,178,478
Footwear		\$10,798,839	\$12,737,613	\$1,938,774
Watches & Jewelry		\$2,798,772	\$3,300,061	\$501,289
Apparel Products and Services (1)		\$1,096,587	\$1,294,783	\$198,196
Computer				
Computers and Hardware for Home	e Use	\$3,574,237	\$4,216,682	\$642,445
Portable Memory		\$96,108	\$113,393	\$17,285
Computer Software		\$206,930	\$244,219	\$37,289
Computer Accessories		\$399,128	\$471,008	\$71,880
Entertainment & Recreation		\$71,452,392	\$84,260,327	\$12,807,935
Fees and Admissions		\$15,312,845	\$18,084,707	\$2,771,862
Membership Fees for Clubs (2))	\$5,209,530	\$6,151,847	\$942,317
Fees for Participant Sports, ex	cl. Trips	\$2,389,541	\$2,822,562	\$433,021
Tickets to Theatre/Operas/Cor	ncerts	\$1,689,252	\$1,995,711	\$306,459
Tickets to Movies		\$1,167,208	\$1,377,302	\$210,094
Tickets to Parks or Museums		\$716,766	\$845,435	\$128,669
Admission to Sporting Events,	excl. Trips	\$1,343,345	\$1,586,699	\$243,354
Fees for Recreational Lessons		\$2,773,519	\$3,277,184	\$503,665
Dating Services		\$23,685	\$27,967	\$4,282
TV/Video/Audio		\$26,269,701	\$30,968,131	\$4,698,430
Cable and Satellite Television	Services	\$18,223,134	\$21,479,041	\$3,255,907
Televisions		\$2,423,647	\$2,858,390	\$434,743
Satellite Dishes		\$34,963	\$41,238	\$6,275
VCRs, Video Cameras, and DV	D Players	\$108,095	\$127,534	\$19,439
Miscellaneous Video Equipmer	•	\$345,558	\$407,377	\$61,819
Video Cassettes and DVDs		\$173,083	\$204,100	\$31,017
Video Game Hardware/Access	ories	\$655,010	\$771,849	\$116,839
Video Game Software		\$361,952	\$426,654	\$64,702
Rental/Streaming/Downloaded	d Video	\$1,567,539	\$1,848,372	\$280,833
Installation of Televisions		\$14,826	\$17,517	\$2,691
Audio (3)		\$2,295,254	\$2,707,738	\$412,484
Rental and Repair of TV/Radio	/Sound Equipment	\$66,640	\$78,321	\$11,681
Pets	,	\$16,808,858	\$19,804,814	\$2,995,956
Toys/Games/Crafts/Hobbies (4)		\$2,573,884	\$3,035,375	\$461,491
Recreational Vehicles and Fees (5)		\$2,476,891	\$2,921,891	\$445,000
Sports/Recreation/Exercise Equipn		\$4,090,770	\$4,820,328	\$729,558
Photo Equipment and Supplies (7)	(0)	\$976,795	\$1,152,729	\$175,934
Reading (8)		\$2,327,898	\$2,746,649	\$418,751
Catered Affairs (9)		\$620,046	\$731,953	\$111,907
Food		\$201,753,556	\$237,895,951	\$36,142,395
Food at Home		\$120,104,470	\$141,605,153	\$21,500,683
Bakery and Cereal Products		\$15,421,393	\$18,182,396	\$2,761,003
Meats, Poultry, Fish, and Eggs		\$25,909,597	\$30,545,991	\$4,636,394
Dairy Products		\$12,129,553	\$14,301,308	\$2,171,755
Fruits and Vegetables		\$23,059,667	\$27,193,592	\$4,133,925
Snacks and Other Food at Hon	ne (10)	\$43,584,260	\$51,381,866	\$7,797,606
Food Away from Home	- (/	\$81,649,086	\$96,290,798	\$14,641,712
Alcoholic Beverages		\$13,327,624	\$15,731,335	\$2,403,711
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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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Downtown College Place (College Avenue) Drive Time: 30 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

	2021	2026	Proje
et a de la	Consumer Spending	Forecasted Demand	Spending Gro
Financial	+F02 4F1 2F0	+600 270 402	+10F 010
Value of Stocks/Bonds/Mutual Funds	\$583,451,350	\$689,370,493	\$105,919
Value of Retirement Plans	\$2,151,403,754	\$2,542,042,919	\$390,639
Value of Other Financial Assets	\$190,138,401	\$224,642,068	\$34,503
Vehicle Loan Amount excluding Interest	\$63,536,045	\$74,879,751	\$11,343
Value of Credit Card Debt	\$60,282,202	\$71,121,250	\$10,839
Health	+2 671 520	+4 224 526	+653
Nonprescription Drugs	\$3,671,539	\$4,324,536	\$652
Prescription Drugs	\$7,949,897	\$9,365,851	\$1,415
Eyeglasses and Contact Lenses	\$2,188,813	\$2,580,938	\$392
Home	+222 520 052	+262.020.625	+40.200
Mortgage Payment and Basics (11)	\$223,530,952	\$263,929,625	\$40,398
Maintenance and Remodeling Services	\$61,880,402	\$73,029,647	\$11,149
Maintenance and Remodeling Materials (12)	\$13,862,757	\$16,335,386	\$2,472
Utilities, Fuel, and Public Services	\$111,149,315	\$131,016,673	\$19,867
Household Furnishings and Equipment	+2 102 406	+2 574 251	+201
Household Textiles (13)	\$2,182,406	\$2,574,351	\$391
Furniture	\$13,813,945	\$16,293,404	\$2,479
Rugs	\$668,171	\$788,859	\$120
Major Appliances (14)	\$8,206,319	\$9,680,231	\$1,473
Housewares (15)	\$1,942,371	\$2,290,778	\$348
Small Appliances	\$1,162,902	\$1,371,279	\$208
Luggage	\$351,947	\$415,322	\$63
Telephones and Accessories	\$2,172,799	\$2,565,859	\$393
Household Operations	+40.644.040	+42 564 545	±4 040
Child Care	\$10,644,913	\$12,564,545	\$1,919
Lawn and Garden (16)	\$11,333,374	\$13,363,357	\$2,029
Moving/Storage/Freight Express	\$1,551,783	\$1,829,452	\$277
Housekeeping Supplies (17)	\$17,411,411	\$20,524,464	\$3,113
Insurance	+4.4.4.0.4.1.2	+16.660.470	±2.520
Owners and Renters Insurance	\$14,140,113	\$16,668,470	\$2,528
Vehicle Insurance	\$41,298,446	\$48,670,553	\$7,372
Life/Other Insurance	\$13,148,981	\$15,514,668	\$2,365
Health Insurance	\$92,906,480	\$109,543,625	\$16,637
Personal Care Products (18)	\$10,925,006	\$12,882,109	\$1,957
School Books and Supplies (19)	\$2,823,322	\$3,328,868	\$505
Smoking Products	\$9,149,371	\$10,769,667	\$1,620
Transportation	* F7.022.244	+60 255 222	410 221
Payments on Vehicles excluding Leases	\$57,923,241	\$68,255,220	\$10,331
Gasoline and Motor Oil	\$53,315,969	\$62,824,548	\$9,508
Vehicle Maintenance and Repairs	\$24,944,173	\$29,406,946	\$4,462
Travel	110 000	1,== .==	
Airline Fares	\$13,098,602	\$15,465,173	\$2,366
Lodging on Trips Auto/Truck Rental on Trips	\$15,127,159	\$17,855,494	\$2,728
	\$1,147,207	\$1,354,406	\$207

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Downtown College Place (College Avenue) Drive Time: 30 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

- (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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Downtown College Place (College Avenue) Drive Time: 45 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Midlife Constants (5E)	10.7%	Population	77,678	79,419
Old and Newcomers (8F)	8.7%	Households	29,167	29,885
The Great Outdoors (6C)	6.8%	Families	18,824	19,220
Exurbanites (1E)	6.3%	Median Age	38.7	39.5
Rustbelt Traditions (5D)	5.2%	Median Household	\$57,145	\$64,849
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$51,326,267	\$60,257,078	\$8,930,811
Men's		\$9,709,218	\$11,400,555	\$1,691,337
Women's		\$18,141,244	\$21,299,323	\$3,158,079
Children's		\$7,384,804	\$8,667,106	\$1,282,302
Footwear		\$12,129,043	\$14,239,003	\$2,109,960
Watches & Jewelry		\$3,159,680	\$3,708,183	\$548,503
Apparel Products and Services (1)	\$1,233,765	\$1,449,601	\$215,836
Computer				
Computers and Hardware for Hon	ne Use	\$4,018,873	\$4,718,738	\$699,865
Portable Memory		\$109,033	\$128,016	\$18,983
Computer Software		\$232,590	\$273,180	\$40,590
Computer Accessories		\$449,872	\$528,337	\$78,465
Entertainment & Recreation		\$80,817,556	\$94,854,181	\$14,036,625
Fees and Admissions		\$17,234,605	\$20,254,176	\$3,019,571
Membership Fees for Clubs (2		\$5,864,390	\$6,891,235	\$1,026,845
Fees for Participant Sports, e	•	\$2,691,122	\$3,162,978	\$471,856
Tickets to Theatre/Operas/Co	oncerts	\$1,902,623	\$2,236,568	\$333,945
Tickets to Movies		\$1,305,236	\$1,532,867	\$227,631
Tickets to Parks or Museums		\$808,483	\$949,058	\$140,575
Admission to Sporting Events		\$1,515,440	\$1,781,113	\$265,673
Fees for Recreational Lessons	5	\$3,120,862	\$3,669,279	\$548,417
Dating Services		\$26,450	\$31,078	\$4,628
TV/Video/Audio	. Camilana	\$29,669,711	\$34,812,347	\$5,142,636
Cable and Satellite Television	Services	\$20,635,369	\$24,208,308	\$3,572,939
Televisions		\$2,717,177	\$3,189,495	\$472,318
Satellite Dishes	V (D. D.)	\$39,349	\$46,194	\$6,845
VCRs, Video Cameras, and D		\$121,793	\$143,007	\$21,214
Miscellaneous Video Equipme	ent	\$390,017	\$457,662	\$67,645
Video Cassettes and DVDs		\$193,796	\$227,467	\$33,671
Video Game Hardware/Acces	sories	\$735,659 \$404.833	\$862,986	\$127,327
Video Game Software	nd Midaa	\$404,822 #1,750,379	\$475,007	\$70,185
Rental/Streaming/Downloade Installation of Televisions	eu viueo	\$1,759,278	\$2,064,815 \$19,445	\$305,537
Audio (3)		\$16,540 \$2,581,352	\$3,030,712	\$2,905 \$449,360
Rental and Repair of TV/Radi	o/Sound Equipment	\$2,361,332 \$74,558	\$3,030,712	\$12,691
Pets	o/ Souria Equipment	\$19,134,355	\$22,441,066	\$3,306,711
Toys/Games/Crafts/Hobbies (4)		\$2,903,194	\$3,407,661	\$504,467
Recreational Vehicles and Fees (5	5)	\$2,828,075	\$3,320,136	\$492,061
Sports/Recreation/Exercise Equip	•	\$4,628,627	\$5,429,205	\$800,578
Photo Equipment and Supplies (7		\$1,097,524	\$1,288,999	\$191,475
Reading (8)	,	\$2,631,346	\$3,089,826	\$458,480
Catered Affairs (9)		\$695,912	\$817,572	\$121,660
Food		\$227,398,937	\$266,875,644	\$39,476,707
Food at Home		\$135,535,329	\$159,049,699	\$23,514,370
Bakery and Cereal Products		\$17,407,747	\$20,428,102	\$3,020,355
Meats, Poultry, Fish, and Egg	S	\$29,235,616	\$34,305,871	\$5,070,255
Dairy Products		\$13,706,956	\$16,085,467	\$2,378,511
Fruits and Vegetables		\$25,999,361	\$30,515,756	\$4,516,395
Snacks and Other Food at Ho	me (10)	\$49,185,649	\$57,714,503	\$8,528,854
Food Away from Home		\$91,863,607	\$107,825,945	\$15,962,338
Alcoholic Beverages		\$15,036,563	\$17,662,101	\$2,625,538
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Downtown College Place (College Avenue) Drive Time: 45 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

	2021	2026	Projec
Pinemaial	Consumer Spending	Forecasted Demand	Spending Gro
Financial	¢CE0 021 C01	477F 776 040	#11F OFF
Value of Stocks/Bonds/Mutual Funds Value of Retirement Plans	\$659,921,681	\$775,776,942	\$115,855
	\$2,442,023,018	\$2,870,786,810	\$428,763
Value of Other Financial Assets	\$217,085,157	\$255,169,957	\$38,084
Vehicle Loan Amount excluding Interest Value of Credit Card Debt	\$71,547,032 \$68,004,130	\$83,931,323 ¢70,051,143	\$12,384
Health	\$68,094,129	\$79,951,142	\$11,857
Nonprescription Drugs	\$4,174,483	\$4,894,582	\$720
Prescription Drugs	\$9,045,051	\$10,606,761	\$1,561
Eyeglasses and Contact Lenses	\$2,481,132	\$2,911,884	\$1,301 \$430
Home	\$2,401,132	\$2,911,884	\$430
	\$253,909,222	\$298,301,345	\$44,392
Mortgage Payment and Basics (11) Maintenance and Remodeling Services	\$70,400,043	\$82,677,020	\$12,276
Maintenance and Remodeling Materials (12)	\$15,855,889	\$18,596,344	\$2,740
Utilities, Fuel, and Public Services	\$125,573,302	\$147,326,490	\$21,753
Household Furnishings and Equipment	\$125,575,502	\$147,320,490	\$21,733
Household Textiles (13)	\$2,454,297	\$2,881,335	\$427
Furniture	\$15,550,360	\$18,254,684	\$2,704
Rugs	\$756,113	\$888,259	\$132
Major Appliances (14)	\$9,288,626	\$10,904,089	\$1,615
Housewares (15)	\$2,194,467	\$2,575,929	\$381
Small Appliances	\$1,311,801	\$1,539,555	\$227
Luggage	\$394,716	\$463,561	\$68
Telephones and Accessories	\$2,444,745	\$2,872,933	\$428
Household Operations	Ψ2,111,713	\$2,072,333	Ψ120
Child Care	\$11,955,645	\$14,043,810	\$2,088
Lawn and Garden (16)	\$12,926,239	\$15,168,922	\$2,242
Moving/Storage/Freight Express	\$1,738,453	\$2,040,041	\$301
Housekeeping Supplies (17)	\$19,680,453	\$23,091,369	\$3,410
Insurance	¥15,000, 150	420,002,000	Ψ3/1.23
Owners and Renters Insurance	\$16,105,837	\$18,895,643	\$2,789
Vehicle Insurance	\$46,493,006	\$54,539,263	\$8,046
Life/Other Insurance	\$14,924,627	\$17,523,790	\$2,599
Health Insurance	\$105,292,043	\$123,559,316	\$18,267
Personal Care Products (18)	\$12,309,832	\$14,447,010	\$2,137
School Books and Supplies (19)	\$3,173,558	\$3,724,391	\$550
Smoking Products	\$10,334,554	\$12,110,350	\$1,775
Transportation	. , , , ,	. , ,	, , ,
Payments on Vehicles excluding Leases	\$65,442,224	\$76,759,036	\$11,316
Gasoline and Motor Oil	\$60,185,801	\$70,591,164	\$10,405
Vehicle Maintenance and Repairs	\$28,188,777	\$33,076,415	\$4,887
Travel		. , ,	. ,
Airline Fares	\$14,745,687	\$17,324,835	\$2,579
Lodging on Trips	\$17,116,357	\$20,104,770	\$2,988
Auto/Truck Rental on Trips	\$1,292,853	\$1,518,883	\$226
Food and Drink on Trips	\$14,414,684	\$16,928,244	\$2,513

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Downtown College Place (College Avenue) Drive Time: 45 minute radius Prepared by Esri Latitude: 46.04549 Longitude: -118.38901

- (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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.