



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 42.01488
 Longitude: -94.37511

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Midlife Constants (5E)	79.9%	Population	3,804	3,749
Prairie Living (6D)	20.1%	Households	1,666	1,645
	0.0%	Families	1,043	1,024
	0.0%	Median Age	47.4	46.1
	0.0%	Median Household Income	\$53,006	\$53,585
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$2,468,317	\$2,554,486	\$86,169
Men's		\$452,686	\$468,418	\$15,732
Women's		\$897,343	\$928,719	\$31,376
Children's		\$351,883	\$364,249	\$12,366
Footwear		\$569,149	\$588,946	\$19,797
Watches & Jewelry		\$162,622	\$168,361	\$5,739
Apparel Products and Services (1)		\$58,152	\$60,148	\$1,996
Computer				
Computers and Hardware for Home Use		\$188,797	\$195,401	\$6,604
Portable Memory		\$5,159	\$5,339	\$180
Computer Software		\$10,383	\$10,743	\$360
Computer Accessories		\$22,170	\$22,945	\$775
Entertainment & Recreation		\$4,190,475	\$4,338,466	\$147,991
Fees and Admissions		\$789,198	\$816,475	\$27,277
Membership Fees for Clubs (2)		\$274,830	\$284,354	\$9,524
Fees for Participant Sports, excl. Trips		\$122,599	\$126,811	\$4,212
Tickets to Theatre/Operas/Concerts		\$87,827	\$90,840	\$3,013
Tickets to Movies		\$55,519	\$57,440	\$1,921
Tickets to Parks or Museums		\$38,197	\$39,532	\$1,335
Admission to Sporting Events, excl. Trips		\$71,502	\$73,983	\$2,481
Fees for Recreational Lessons		\$137,523	\$142,273	\$4,750
Dating Services		\$1,201	\$1,242	\$41
TV/Video/Audio		\$1,509,036	\$1,562,032	\$52,996
Cable and Satellite Television Services		\$1,088,269	\$1,126,560	\$38,291
Televisions		\$124,532	\$128,852	\$4,320
Satellite Dishes		\$2,056	\$2,130	\$74
VCRs, Video Cameras, and DVD Players		\$5,969	\$6,178	\$209
Miscellaneous Video Equipment		\$20,559	\$21,286	\$727
Video Cassettes and DVDs		\$8,746	\$9,053	\$307
Video Game Hardware/Accessories		\$37,718	\$39,069	\$1,351
Video Game Software		\$18,872	\$19,536	\$664
Rental/Streaming/Downloaded Video		\$81,543	\$84,410	\$2,867
Installation of Televisions		\$568	\$587	\$19
Audio (3)		\$116,860	\$120,913	\$4,053
Rental and Repair of TV/Radio/Sound Equipment		\$3,344	\$3,459	\$115
Pets		\$1,112,723	\$1,152,731	\$40,008
Toys/Games/Crafts/Hobbies (4)		\$147,017	\$152,218	\$5,201
Recreational Vehicles and Fees (5)		\$166,024	\$171,956	\$5,932
Sports/Recreation/Exercise Equipment (6)		\$248,051	\$256,956	\$8,905
Photo Equipment and Supplies (7)		\$51,466	\$53,263	\$1,797
Reading (8)		\$135,896	\$140,690	\$4,794
Catered Affairs (9)		\$31,262	\$32,350	\$1,088
Food		\$11,181,934	\$11,574,253	\$392,319
Food at Home		\$6,823,896	\$7,064,094	\$240,198
Bakery and Cereal Products		\$877,847	\$908,720	\$30,873
Meats, Poultry, Fish, and Eggs		\$1,478,090	\$1,530,078	\$51,988
Dairy Products		\$705,213	\$730,170	\$24,957
Fruits and Vegetables		\$1,280,764	\$1,325,708	\$44,944
Snacks and Other Food at Home (10)		\$2,481,982	\$2,569,419	\$87,437
Food Away from Home		\$4,358,038	\$4,510,160	\$152,122
Alcoholic Beverages		\$725,969	\$751,208	\$25,239

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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 42.01488
 Longitude: -94.37511

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$32,129,017	\$33,237,648	\$1,108,631
Value of Retirement Plans	\$123,210,435	\$127,483,070	\$4,272,635
Value of Other Financial Assets	\$12,402,599	\$12,837,312	\$434,713
Vehicle Loan Amount excluding Interest	\$3,511,964	\$3,635,205	\$123,241
Value of Credit Card Debt	\$3,327,655	\$3,443,834	\$116,179
Health			
Nonprescription Drugs	\$242,525	\$251,244	\$8,719
Prescription Drugs	\$518,978	\$537,425	\$18,447
Eyeglasses and Contact Lenses	\$135,141	\$139,950	\$4,809
Home			
Mortgage Payment and Basics (11)	\$12,802,166	\$13,247,967	\$445,801
Maintenance and Remodeling Services	\$3,687,698	\$3,817,440	\$129,742
Maintenance and Remodeling Materials (12)	\$899,541	\$931,718	\$32,177
Utilities, Fuel, and Public Services	\$6,362,713	\$6,586,242	\$223,529
Household Furnishings and Equipment			
Household Textiles (13)	\$115,273	\$119,284	\$4,011
Furniture	\$749,201	\$775,325	\$26,124
Rugs	\$37,593	\$38,890	\$1,297
Major Appliances (14)	\$459,358	\$475,358	\$16,000
Housewares (15)	\$114,848	\$118,916	\$4,068
Small Appliances	\$63,478	\$65,707	\$2,229
Luggage	\$17,922	\$18,540	\$618
Telephones and Accessories	\$119,581	\$123,744	\$4,163
Household Operations			
Child Care	\$546,952	\$566,023	\$19,071
Lawn and Garden (16)	\$737,396	\$763,588	\$26,192
Moving/Storage/Freight Express	\$74,798	\$77,416	\$2,618
Housekeeping Supplies (17)	\$1,039,306	\$1,076,128	\$36,822
Insurance			
Owners and Renters Insurance	\$895,739	\$927,418	\$31,679
Vehicle Insurance	\$2,264,685	\$2,344,112	\$79,427
Life/Other Insurance	\$768,415	\$795,176	\$26,761
Health Insurance	\$5,579,097	\$5,775,551	\$196,454
Personal Care Products (18)	\$614,999	\$636,626	\$21,627
School Books and Supplies (19)	\$151,404	\$156,723	\$5,319
Smoking Products	\$526,200	\$544,796	\$18,596
Transportation			
Payments on Vehicles excluding Leases	\$3,336,419	\$3,454,090	\$117,671
Gasoline and Motor Oil	\$2,983,064	\$3,088,111	\$105,047
Vehicle Maintenance and Repairs	\$1,425,994	\$1,476,253	\$50,259
Travel			
Airline Fares	\$677,177	\$700,665	\$23,488
Lodging on Trips	\$856,127	\$886,002	\$29,875
Auto/Truck Rental on Trips	\$59,015	\$61,055	\$2,040
Food and Drink on Trips	\$702,125	\$726,626	\$24,501

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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 42.01488
Longitude: -94.37511

- (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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 42.01488
 Longitude: -94.37511

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Midlife Constants (5E)	70.8%	Population	4,297	4,236
Prairie Living (6D)	29.2%	Households	1,917	1,893
	0.0%	Families	1,194	1,173
	0.0%	Median Age	47.8	46.5
	0.0%	Median Household Income	\$52,941	\$54,259
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$2,846,625	\$2,971,432	\$124,807
Men's		\$516,753	\$539,344	\$22,591
Women's		\$1,038,680	\$1,084,266	\$45,586
Children's		\$411,965	\$430,102	\$18,137
Footwear		\$650,959	\$679,434	\$28,475
Watches & Jewelry		\$192,211	\$200,695	\$8,484
Apparel Products and Services (1)		\$64,535	\$67,333	\$2,798
Computer				
Computers and Hardware for Home Use		\$218,687	\$228,287	\$9,600
Portable Memory		\$5,924	\$6,183	\$259
Computer Software		\$11,784	\$12,298	\$514
Computer Accessories		\$25,641	\$26,766	\$1,125
Entertainment & Recreation		\$4,961,053	\$5,180,134	\$219,081
Fees and Admissions		\$889,535	\$928,284	\$38,749
Membership Fees for Clubs (2)		\$311,647	\$325,247	\$13,600
Fees for Participant Sports, excl. Trips		\$136,274	\$142,186	\$5,912
Tickets to Theatre/Operas/Concerts		\$97,294	\$101,511	\$4,217
Tickets to Movies		\$62,744	\$65,479	\$2,735
Tickets to Parks or Museums		\$44,220	\$46,161	\$1,941
Admission to Sporting Events, excl. Trips		\$81,307	\$84,858	\$3,551
Fees for Recreational Lessons		\$154,774	\$161,513	\$6,739
Dating Services		\$1,275	\$1,329	\$54
TV/Video/Audio		\$1,764,134	\$1,841,771	\$77,637
Cable and Satellite Television Services		\$1,277,669	\$1,333,963	\$56,294
Televisions		\$141,528	\$147,707	\$6,179
Satellite Dishes		\$2,483	\$2,593	\$110
VCRs, Video Cameras, and DVD Players		\$6,941	\$7,247	\$306
Miscellaneous Video Equipment		\$24,422	\$25,501	\$1,079
Video Cassettes and DVDs		\$10,178	\$10,625	\$447
Video Game Hardware/Accessories		\$46,050	\$48,101	\$2,051
Video Game Software		\$22,159	\$23,135	\$976
Rental/Streaming/Downloaded Video		\$95,551	\$99,758	\$4,207
Installation of Televisions		\$611	\$637	\$26
Audio (3)		\$132,811	\$138,610	\$5,799
Rental and Repair of TV/Radio/Sound Equipment		\$3,731	\$3,892	\$161
Pets		\$1,370,893	\$1,432,069	\$61,176
Toys/Games/Crafts/Hobbies (4)		\$174,742	\$182,467	\$7,725
Recreational Vehicles and Fees (5)		\$201,710	\$210,679	\$8,969
Sports/Recreation/Exercise Equipment (6)		\$304,547	\$318,125	\$13,578
Photo Equipment and Supplies (7)		\$59,367	\$61,970	\$2,603
Reading (8)		\$160,515	\$167,599	\$7,084
Catered Affairs (9)		\$35,827	\$37,396	\$1,569
Food		\$13,043,529	\$13,617,215	\$573,686
Food at Home		\$8,018,780	\$8,372,176	\$353,396
Bakery and Cereal Products		\$1,029,561	\$1,074,911	\$45,350
Meats, Poultry, Fish, and Eggs		\$1,733,877	\$1,810,254	\$76,377
Dairy Products		\$838,733	\$875,817	\$37,084
Fruits and Vegetables		\$1,494,554	\$1,560,295	\$65,741
Snacks and Other Food at Home (10)		\$2,922,056	\$3,050,899	\$128,843
Food Away from Home		\$5,024,749	\$5,245,039	\$220,290
Alcoholic Beverages		\$829,352	\$865,618	\$36,266

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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 42.01488
 Longitude: -94.37511

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$36,075,350	\$37,645,084	\$1,569,734
Value of Retirement Plans	\$139,939,987	\$146,049,177	\$6,109,190
Value of Other Financial Assets	\$14,434,823	\$15,069,307	\$634,484
Vehicle Loan Amount excluding Interest	\$4,098,424	\$4,278,704	\$180,280
Value of Credit Card Debt	\$3,838,600	\$4,006,910	\$168,310
Health			
Nonprescription Drugs	\$298,694	\$312,022	\$13,328
Prescription Drugs	\$623,379	\$651,014	\$27,635
Eyeglasses and Contact Lenses	\$162,739	\$169,958	\$7,219
Home			
Mortgage Payment and Basics (11)	\$14,680,101	\$15,322,705	\$642,604
Maintenance and Remodeling Services	\$4,328,655	\$4,519,366	\$190,711
Maintenance and Remodeling Materials (12)	\$1,095,696	\$1,144,448	\$48,752
Utilities, Fuel, and Public Services	\$7,443,989	\$7,771,659	\$327,670
Household Furnishings and Equipment			
Household Textiles (13)	\$131,920	\$137,691	\$5,771
Furniture	\$861,704	\$899,456	\$37,752
Rugs	\$42,232	\$44,070	\$1,838
Major Appliances (14)	\$526,996	\$550,067	\$23,071
Housewares (15)	\$136,875	\$142,930	\$6,055
Small Appliances	\$74,176	\$77,440	\$3,264
Luggage	\$20,104	\$20,979	\$875
Telephones and Accessories	\$136,985	\$142,980	\$5,995
Household Operations			
Child Care	\$629,053	\$656,612	\$27,559
Lawn and Garden (16)	\$884,354	\$923,543	\$39,189
Moving/Storage/Freight Express	\$86,733	\$90,542	\$3,809
Housekeeping Supplies (17)	\$1,239,291	\$1,294,124	\$54,833
Insurance			
Owners and Renters Insurance	\$1,063,819	\$1,110,837	\$47,018
Vehicle Insurance	\$2,639,482	\$2,755,546	\$116,064
Life/Other Insurance	\$881,345	\$919,927	\$38,582
Health Insurance	\$6,561,488	\$6,850,725	\$289,237
Personal Care Products (18)	\$721,160	\$752,923	\$31,763
School Books and Supplies (19)	\$177,021	\$184,811	\$7,790
Smoking Products	\$623,893	\$651,455	\$27,562
Transportation			
Payments on Vehicles excluding Leases	\$3,937,981	\$4,111,739	\$173,758
Gasoline and Motor Oil	\$3,508,766	\$3,663,441	\$154,675
Vehicle Maintenance and Repairs	\$1,680,553	\$1,754,675	\$74,122
Travel			
Airline Fares	\$769,440	\$803,035	\$33,595
Lodging on Trips	\$986,463	\$1,029,703	\$43,240
Auto/Truck Rental on Trips	\$66,558	\$69,458	\$2,900
Food and Drink on Trips	\$809,028	\$844,491	\$35,463

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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.01488
Longitude: -94.37511

- (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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 42.01488
 Longitude: -94.37511

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Prairie Living (6D)	45.3%	Population	7,955	7,872
Midlife Constants (5E)	39.6%	Households	3,441	3,408
Heartland Communities (6F)	14.4%	Families	2,177	2,146
Green Acres (6A)	0.7%	Median Age	47.2	46.6
	0.0%	Median Household Income	\$53,434	\$56,724
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,190,347	\$5,555,886	\$365,539
Men's		\$916,578	\$980,930	\$64,352
Women's		\$1,906,370	\$2,040,763	\$134,393
Children's		\$783,691	\$839,121	\$55,430
Footwear		\$1,164,724	\$1,246,554	\$81,830
Watches & Jewelry		\$371,321	\$397,644	\$26,323
Apparel Products and Services (1)		\$105,981	\$113,350	\$7,369
Computer				
Computers and Hardware for Home Use		\$404,250	\$432,757	\$28,507
Portable Memory		\$10,942	\$11,712	\$770
Computer Software		\$20,841	\$22,302	\$1,461
Computer Accessories		\$47,063	\$50,381	\$3,318
Entertainment & Recreation		\$9,640,041	\$10,323,726	\$683,685
Fees and Admissions		\$1,519,285	\$1,625,519	\$106,234
Membership Fees for Clubs (2)		\$538,876	\$576,627	\$37,751
Fees for Participant Sports, excl. Trips		\$224,208	\$239,809	\$15,601
Tickets to Theatre/Operas/Concerts		\$159,361	\$170,438	\$11,077
Tickets to Movies		\$108,037	\$115,598	\$7,561
Tickets to Parks or Museums		\$80,674	\$86,361	\$5,687
Admission to Sporting Events, excl. Trips		\$143,054	\$153,088	\$10,034
Fees for Recreational Lessons		\$263,211	\$281,607	\$18,396
Dating Services		\$1,864	\$1,991	\$127
TV/Video/Audio		\$3,347,852	\$3,584,536	\$236,684
Cable and Satellite Television Services		\$2,448,537	\$2,621,829	\$173,292
Televisions		\$251,028	\$268,633	\$17,605
Satellite Dishes		\$4,935	\$5,287	\$352
VCRs, Video Cameras, and DVD Players		\$13,077	\$14,000	\$923
Miscellaneous Video Equipment		\$48,404	\$51,840	\$3,436
Video Cassettes and DVDs		\$19,068	\$20,414	\$1,346
Video Game Hardware/Accessories		\$96,452	\$103,341	\$6,889
Video Game Software		\$42,574	\$45,587	\$3,013
Rental/Streaming/Downloaded Video		\$181,754	\$194,611	\$12,857
Installation of Televisions		\$874	\$934	\$60
Audio (3)		\$234,517	\$250,963	\$16,446
Rental and Repair of TV/Radio/Sound Equipment		\$6,633	\$7,095	\$462
Pets		\$2,908,557	\$3,116,653	\$208,096
Toys/Games/Crafts/Hobbies (4)		\$343,769	\$368,175	\$24,406
Recreational Vehicles and Fees (5)		\$413,887	\$443,416	\$29,529
Sports/Recreation/Exercise Equipment (6)		\$627,797	\$672,679	\$44,882
Photo Equipment and Supplies (7)		\$107,902	\$115,501	\$7,599
Reading (8)		\$307,609	\$329,410	\$21,801
Catered Affairs (9)		\$63,708	\$68,186	\$4,478
Food		\$24,495,267	\$26,225,889	\$1,730,622
Food at Home		\$15,320,565	\$16,405,063	\$1,084,498
Bakery and Cereal Products		\$1,960,306	\$2,099,003	\$138,697
Meats, Poultry, Fish, and Eggs		\$3,307,031	\$3,541,028	\$233,997
Dairy Products		\$1,641,989	\$1,758,564	\$116,575
Fruits and Vegetables		\$2,804,618	\$3,002,781	\$198,163
Snacks and Other Food at Home (10)		\$5,606,621	\$6,003,687	\$397,066
Food Away from Home		\$9,174,703	\$9,820,826	\$646,123
Alcoholic Beverages		\$1,475,306	\$1,578,917	\$103,611

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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 42.01488
 Longitude: -94.37511

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$60,552,548	\$64,780,050	\$4,227,502
Value of Retirement Plans	\$244,400,574	\$261,533,882	\$17,133,308
Value of Other Financial Assets	\$26,830,569	\$28,724,776	\$1,894,207
Vehicle Loan Amount excluding Interest	\$7,748,630	\$8,296,199	\$547,569
Value of Credit Card Debt	\$7,035,884	\$7,531,492	\$495,608
Health			
Nonprescription Drugs	\$626,902	\$671,748	\$44,846
Prescription Drugs	\$1,253,335	\$1,342,524	\$89,189
Eyeglasses and Contact Lenses	\$327,631	\$350,960	\$23,329
Home			
Mortgage Payment and Basics (11)	\$26,322,039	\$28,172,779	\$1,850,740
Maintenance and Remodeling Services	\$8,123,940	\$8,698,758	\$574,818
Maintenance and Remodeling Materials (12)	\$2,248,398	\$2,408,886	\$160,488
Utilities, Fuel, and Public Services	\$14,154,010	\$15,154,862	\$1,000,852
Household Furnishings and Equipment			
Household Textiles (13)	\$236,622	\$253,250	\$16,628
Furniture	\$1,563,922	\$1,673,984	\$110,062
Rugs	\$72,037	\$77,068	\$5,031
Major Appliances (14)	\$949,209	\$1,015,960	\$66,751
Housewares (15)	\$267,565	\$286,569	\$19,004
Small Appliances	\$139,996	\$149,892	\$9,896
Luggage	\$34,055	\$36,432	\$2,377
Telephones and Accessories	\$247,244	\$264,627	\$17,383
Household Operations			
Child Care	\$1,145,203	\$1,225,811	\$80,608
Lawn and Garden (16)	\$1,758,180	\$1,883,247	\$125,067
Moving/Storage/Freight Express	\$157,671	\$168,788	\$11,117
Housekeeping Supplies (17)	\$2,437,806	\$2,610,986	\$173,180
Insurance			
Owners and Renters Insurance	\$2,080,970	\$2,228,668	\$147,698
Vehicle Insurance	\$4,964,433	\$5,315,111	\$350,678
Life/Other Insurance	\$1,591,400	\$1,703,311	\$111,911
Health Insurance	\$12,566,671	\$13,456,425	\$889,754
Personal Care Products (18)	\$1,370,637	\$1,467,607	\$96,970
School Books and Supplies (19)	\$332,837	\$356,366	\$23,529
Smoking Products	\$1,245,687	\$1,334,083	\$88,396
Transportation			
Payments on Vehicles excluding Leases	\$7,616,349	\$8,156,121	\$539,772
Gasoline and Motor Oil	\$6,744,933	\$7,222,531	\$477,598
Vehicle Maintenance and Repairs	\$3,232,722	\$3,461,728	\$229,006
Travel			
Airline Fares	\$1,334,251	\$1,427,773	\$93,522
Lodging on Trips	\$1,786,098	\$1,911,849	\$125,751
Auto/Truck Rental on Trips	\$113,036	\$120,939	\$7,903
Food and Drink on Trips	\$1,463,457	\$1,566,489	\$103,032

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.



Retail Demand Outlook

110 S Wilson Ave, Jefferson, Iowa, 50129
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 42.01488
Longitude: -94.37511

- (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.