



Retail Demand Outlook

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
College Towns (14B)	34.4%	Population	10,391	10,672
In Style (5B)	24.3%	Households	4,289	4,486
Emerald City (8B)	21.7%	Families	1,825	1,890
Rustbelt Traditions (5D)	10.5%	Median Age	28.2	28.2
Midlife Constants (5E)	6.9%	Median Household Income	\$57,478	\$63,037
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$6,663,010	\$7,868,286	\$1,205,276
Men's		\$1,266,107	\$1,495,306	\$229,199
Women's		\$2,264,198	\$2,673,575	\$409,377
Children's		\$973,466	\$1,149,439	\$175,973
Footwear		\$1,520,058	\$1,795,046	\$274,988
Watches & Jewelry		\$506,381	\$598,100	\$91,719
Apparel Products and Services (1)		\$132,801	\$156,821	\$24,020
Computer				
Computers and Hardware for Home Use		\$811,976	\$959,006	\$147,030
Portable Memory		\$14,325	\$16,914	\$2,589
Computer Software		\$48,141	\$56,860	\$8,719
Computer Accessories		\$77,199	\$91,164	\$13,965
Entertainment & Recreation		\$11,030,369	\$13,026,836	\$1,996,467
Fees and Admissions		\$2,049,228	\$2,420,862	\$371,634
Membership Fees for Clubs (2)		\$821,077	\$970,017	\$148,940
Fees for Participant Sports, excl. Trips		\$335,219	\$395,999	\$60,780
Tickets to Theatre/Operas/Concerts		\$162,981	\$192,510	\$29,529
Tickets to Movies		\$87,515	\$103,370	\$15,855
Tickets to Parks or Museums		\$84,354	\$99,587	\$15,233
Admission to Sporting Events, excl. Trips		\$176,481	\$208,441	\$31,960
Fees for Recreational Lessons		\$378,171	\$446,890	\$68,719
Dating Services		\$3,429	\$4,048	\$619
TV/Video/Audio		\$4,069,030	\$4,804,675	\$735,645
Cable and Satellite Television Services		\$2,461,264	\$2,906,101	\$444,837
Televisions		\$454,773	\$536,949	\$82,176
Satellite Dishes		\$5,605	\$6,618	\$1,013
VCRs, Video Cameras, and DVD Players		\$16,060	\$18,968	\$2,908
Miscellaneous Video Equipment		\$39,668	\$46,855	\$7,187
Video Cassettes and DVDs		\$21,998	\$25,983	\$3,985
Video Game Hardware/Accessories		\$141,072	\$166,568	\$25,496
Video Game Software		\$70,148	\$82,837	\$12,689
Rental/Streaming/Downloaded Video		\$412,554	\$487,213	\$74,659
Installation of Televisions		\$4,645	\$5,489	\$844
Audio (3)		\$430,934	\$508,915	\$77,981
Rental and Repair of TV/Radio/Sound Equipment		\$10,309	\$12,180	\$1,871
Pets		\$2,545,422	\$3,005,765	\$460,343
Toys/Games/Crafts/Hobbies (4)		\$488,491	\$576,826	\$88,335
Recreational Vehicles and Fees (5)		\$390,497	\$461,139	\$70,642
Sports/Recreation/Exercise Equipment (6)		\$864,369	\$1,021,253	\$156,884
Photo Equipment and Supplies (7)		\$147,069	\$173,724	\$26,655
Reading (8)		\$381,839	\$451,033	\$69,194
Catered Affairs (9)		\$94,425	\$111,559	\$17,134
Food		\$31,103,393	\$36,730,452	\$5,627,059
Food at Home		\$19,822,304	\$23,407,901	\$3,585,597
Bakery and Cereal Products		\$2,560,135	\$3,023,235	\$463,100
Meats, Poultry, Fish, and Eggs		\$4,251,536	\$5,020,495	\$768,959
Dairy Products		\$1,899,631	\$2,243,401	\$343,770
Fruits and Vegetables		\$3,881,951	\$4,584,290	\$702,339
Snacks and Other Food at Home (10)		\$7,229,051	\$8,536,479	\$1,307,428
Food Away from Home		\$11,281,089	\$13,322,552	\$2,041,463
Alcoholic Beverages		\$2,001,706	\$2,363,996	\$362,290

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$110,113,892	\$130,141,409	\$20,027,517
Value of Retirement Plans	\$390,084,481	\$460,899,124	\$70,814,643
Value of Other Financial Assets	\$22,983,328	\$27,148,654	\$4,165,326
Vehicle Loan Amount excluding Interest	\$11,137,985	\$13,152,968	\$2,014,983
Value of Credit Card Debt	\$9,185,121	\$10,846,135	\$1,661,014
Health			
Nonprescription Drugs	\$499,934	\$590,315	\$90,381
Prescription Drugs	\$1,094,445	\$1,292,334	\$197,889
Eyeglasses and Contact Lenses	\$329,686	\$389,363	\$59,677
Home			
Mortgage Payment and Basics (11)	\$33,998,392	\$40,151,853	\$6,153,461
Maintenance and Remodeling Services	\$9,982,217	\$11,791,569	\$1,809,352
Maintenance and Remodeling Materials (12)	\$2,080,691	\$2,456,687	\$375,996
Utilities, Fuel, and Public Services	\$17,103,120	\$20,195,660	\$3,092,540
Household Furnishings and Equipment			
Household Textiles (13)	\$371,051	\$438,215	\$67,164
Furniture	\$2,502,621	\$2,955,496	\$452,875
Rugs	\$117,078	\$138,286	\$21,208
Major Appliances (14)	\$1,496,661	\$1,767,511	\$270,850
Housewares (15)	\$320,599	\$378,640	\$58,041
Small Appliances	\$227,277	\$268,404	\$41,127
Luggage	\$43,789	\$51,718	\$7,929
Telephones and Accessories	\$332,185	\$392,490	\$60,305
Household Operations			
Child Care	\$1,503,648	\$1,775,861	\$272,213
Lawn and Garden (16)	\$1,768,521	\$2,088,842	\$320,321
Moving/Storage/Freight Express	\$282,475	\$333,718	\$51,243
Housekeeping Supplies (17)	\$2,704,253	\$3,193,493	\$489,240
Insurance			
Owners and Renters Insurance	\$2,175,733	\$2,568,955	\$393,222
Vehicle Insurance	\$6,543,749	\$7,727,313	\$1,183,564
Life/Other Insurance	\$1,916,918	\$2,264,233	\$347,315
Health Insurance	\$14,251,714	\$16,829,257	\$2,577,543
Personal Care Products (18)	\$1,664,083	\$1,965,186	\$301,103
School Books and Supplies (19)	\$426,413	\$503,655	\$77,242
Smoking Products	\$1,412,440	\$1,667,626	\$255,186
Transportation			
Payments on Vehicles excluding Leases	\$9,116,772	\$10,765,536	\$1,648,764
Gasoline and Motor Oil	\$7,533,670	\$8,895,642	\$1,361,972
Vehicle Maintenance and Repairs	\$4,000,646	\$4,724,491	\$723,845
Travel			
Airline Fares	\$1,372,433	\$1,621,254	\$248,821
Lodging on Trips	\$2,065,599	\$2,439,947	\$374,348
Auto/Truck Rental on Trips	\$243,997	\$288,165	\$44,168
Food and Drink on Trips	\$1,648,496	\$1,947,071	\$298,575

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
399 Main St, Ames, Iowa, 50010
Drive time: 5 minute radius

Prepared by Esri
Latitude: 42.02513
Longitude: -93.61528

- (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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
College Towns (14B)	25.9%	Population	57,978	59,134
Dorms to Diplomas (14C)	20.0%	Households	22,033	22,838
In Style (5B)	18.3%	Families	9,063	9,334
Enterprising Professionals (2D)	7.1%	Median Age	24.6	24.7
Workday Drive (4A)	5.5%	Median Household Income	\$54,234	\$59,051
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$37,102,988	\$43,593,585	\$6,490,597
Men's		\$7,130,938	\$8,377,579	\$1,246,641
Women's		\$12,620,596	\$14,827,751	\$2,207,155
Children's		\$5,292,599	\$6,220,865	\$928,266
Footwear		\$8,525,412	\$10,015,375	\$1,489,963
Watches & Jewelry		\$2,801,457	\$3,291,991	\$490,534
Apparel Products and Services (1)		\$731,987	\$860,025	\$128,038
Computer				
Computers and Hardware for Home Use		\$4,706,469	\$5,527,653	\$821,184
Portable Memory		\$79,161	\$93,006	\$13,845
Computer Software		\$289,560	\$339,913	\$50,353
Computer Accessories		\$428,106	\$502,976	\$74,870
Entertainment & Recreation		\$59,136,583	\$69,517,106	\$10,380,523
Fees and Admissions		\$10,869,167	\$12,784,349	\$1,915,182
Membership Fees for Clubs (2)		\$4,343,083	\$5,108,084	\$765,001
Fees for Participant Sports, excl. Trips		\$1,757,154	\$2,067,299	\$310,145
Tickets to Theatre/Operas/Concerts		\$868,663	\$1,021,329	\$152,666
Tickets to Movies		\$494,039	\$580,455	\$86,416
Tickets to Parks or Museums		\$459,444	\$540,084	\$80,640
Admission to Sporting Events, excl. Trips		\$932,990	\$1,097,186	\$164,196
Fees for Recreational Lessons		\$1,994,108	\$2,346,800	\$352,692
Dating Services		\$19,686	\$23,112	\$3,426
TV/Video/Audio		\$22,072,543	\$25,936,658	\$3,864,115
Cable and Satellite Television Services		\$12,975,561	\$15,251,207	\$2,275,646
Televisions		\$2,559,002	\$3,005,809	\$446,807
Satellite Dishes		\$31,409	\$36,895	\$5,486
VCRs, Video Cameras, and DVD Players		\$89,695	\$105,362	\$15,667
Miscellaneous Video Equipment		\$213,972	\$251,535	\$37,563
Video Cassettes and DVDs		\$121,986	\$143,308	\$21,322
Video Game Hardware/Accessories		\$828,419	\$972,439	\$144,020
Video Game Software		\$412,790	\$484,522	\$71,732
Rental/Streaming/Downloaded Video		\$2,321,533	\$2,727,171	\$405,638
Installation of Televisions		\$24,815	\$29,184	\$4,369
Audio (3)		\$2,430,927	\$2,855,979	\$425,052
Rental and Repair of TV/Radio/Sound Equipment		\$62,436	\$73,246	\$10,810
Pets		\$13,530,925	\$15,906,929	\$2,376,004
Toys/Games/Crafts/Hobbies (4)		\$2,662,342	\$3,128,744	\$466,402
Recreational Vehicles and Fees (5)		\$1,946,196	\$2,290,419	\$344,223
Sports/Recreation/Exercise Equipment (6)		\$4,660,247	\$5,479,653	\$819,406
Photo Equipment and Supplies (7)		\$809,431	\$951,292	\$141,861
Reading (8)		\$2,068,225	\$2,430,784	\$362,559
Catered Affairs (9)		\$517,505	\$608,277	\$90,772
Food		\$171,194,158	\$201,165,264	\$29,971,106
Food at Home		\$108,193,168	\$127,142,508	\$18,949,340
Bakery and Cereal Products		\$13,936,550	\$16,377,781	\$2,441,231
Meats, Poultry, Fish, and Eggs		\$23,277,041	\$27,352,569	\$4,075,528
Dairy Products		\$10,322,421	\$12,131,376	\$1,808,955
Fruits and Vegetables		\$21,230,141	\$24,948,660	\$3,718,519
Snacks and Other Food at Home (10)		\$39,427,015	\$46,332,123	\$6,905,108
Food Away from Home		\$63,000,990	\$74,022,756	\$11,021,766
Alcoholic Beverages		\$10,994,543	\$12,921,711	\$1,927,168

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$557,742,825	\$656,375,853	\$98,633,028
Value of Retirement Plans	\$1,942,048,743	\$2,286,222,043	\$344,173,300
Value of Other Financial Assets	\$120,036,817	\$141,156,917	\$21,120,100
Vehicle Loan Amount excluding Interest	\$60,923,184	\$71,597,797	\$10,674,613
Value of Credit Card Debt	\$49,048,926	\$57,660,005	\$8,611,079
Health			
Nonprescription Drugs	\$2,619,797	\$3,079,657	\$459,860
Prescription Drugs	\$5,673,745	\$6,669,515	\$995,770
Eyeglasses and Contact Lenses	\$1,740,795	\$2,046,475	\$305,680
Home			
Mortgage Payment and Basics (11)	\$171,529,079	\$201,893,358	\$30,364,279
Maintenance and Remodeling Services	\$49,763,614	\$58,584,586	\$8,820,972
Maintenance and Remodeling Materials (12)	\$10,180,747	\$11,983,836	\$1,803,089
Utilities, Fuel, and Public Services	\$92,463,293	\$108,659,292	\$16,195,999
Household Furnishings and Equipment			
Household Textiles (13)	\$2,040,245	\$2,397,487	\$357,242
Furniture	\$13,711,227	\$16,113,865	\$2,402,638
Rugs	\$620,166	\$729,239	\$109,073
Major Appliances (14)	\$7,876,090	\$9,261,330	\$1,385,240
Housewares (15)	\$1,748,049	\$2,054,590	\$306,541
Small Appliances	\$1,284,057	\$1,508,209	\$224,152
Luggage	\$244,550	\$287,347	\$42,797
Telephones and Accessories	\$1,799,872	\$2,115,455	\$315,583
Household Operations			
Child Care	\$8,066,953	\$9,488,368	\$1,421,415
Lawn and Garden (16)	\$8,979,997	\$10,565,641	\$1,585,644
Moving/Storage/Freight Express	\$1,578,294	\$1,854,272	\$275,978
Housekeeping Supplies (17)	\$14,550,990	\$17,102,755	\$2,551,765
Insurance			
Owners and Renters Insurance	\$10,976,104	\$12,912,551	\$1,936,447
Vehicle Insurance	\$36,132,435	\$42,451,801	\$6,319,366
Life/Other Insurance	\$9,800,772	\$11,530,386	\$1,729,614
Health Insurance	\$74,569,341	\$87,671,848	\$13,102,507
Personal Care Products (18)	\$9,126,892	\$10,724,908	\$1,598,016
School Books and Supplies (19)	\$2,470,906	\$2,902,175	\$431,269
Smoking Products	\$7,831,578	\$9,195,548	\$1,363,970
Transportation			
Payments on Vehicles excluding Leases	\$49,282,799	\$57,924,346	\$8,641,547
Gasoline and Motor Oil	\$41,818,848	\$49,130,278	\$7,311,430
Vehicle Maintenance and Repairs	\$21,760,167	\$25,570,976	\$3,810,809
Travel			
Airline Fares	\$7,526,701	\$8,847,946	\$1,321,245
Lodging on Trips	\$10,998,290	\$12,933,525	\$1,935,235
Auto/Truck Rental on Trips	\$1,335,885	\$1,570,160	\$234,275
Food and Drink on Trips	\$8,948,076	\$10,518,742	\$1,570,666

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
399 Main St, Ames, Iowa, 50010
Drive time: 10 minute radius

Prepared by Esri
Latitude: 42.02513
Longitude: -93.61528

- (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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Dorms to Diplomas (14C)	15.6%	Population	93,665	95,562
College Towns (14B)	15.5%	Households	36,745	38,062
In Style (5B)	15.3%	Families	18,039	18,570
Workday Drive (4A)	9.9%	Median Age	27.5	27.8
Midlife Constants (5E)	6.0%	Median Household Income	\$62,078	\$69,168
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$68,642,942	\$80,524,174	\$11,881,232
Men's		\$13,075,778	\$15,339,091	\$2,263,313
Women's		\$23,331,392	\$27,368,730	\$4,037,338
Children's		\$10,057,648	\$11,800,555	\$1,742,907
Footwear		\$15,651,501	\$18,358,898	\$2,707,397
Watches & Jewelry		\$5,175,414	\$6,071,936	\$896,522
Apparel Products and Services (1)		\$1,351,209	\$1,584,963	\$233,754
Computer				
Computers and Hardware for Home Use		\$8,492,610	\$9,961,269	\$1,468,659
Portable Memory		\$145,930	\$171,170	\$25,240
Computer Software		\$510,034	\$598,076	\$88,042
Computer Accessories		\$785,951	\$921,921	\$135,970
Entertainment & Recreation		\$111,974,729	\$131,383,357	\$19,408,628
Fees and Admissions		\$20,789,080	\$24,401,285	\$3,612,205
Membership Fees for Clubs (2)		\$8,292,188	\$9,732,636	\$1,440,448
Fees for Participant Sports, excl. Trips		\$3,408,249	\$4,000,885	\$592,636
Tickets to Theatre/Operas/Concerts		\$1,633,175	\$1,916,381	\$283,206
Tickets to Movies		\$899,091	\$1,054,784	\$155,693
Tickets to Parks or Museums		\$876,765	\$1,028,860	\$152,095
Admission to Sporting Events, excl. Trips		\$1,788,181	\$2,098,430	\$310,249
Fees for Recreational Lessons		\$3,856,818	\$4,528,717	\$671,899
Dating Services		\$34,613	\$40,592	\$5,979
TV/Video/Audio		\$41,300,447	\$48,448,144	\$7,147,697
Cable and Satellite Television Services		\$24,718,563	\$28,998,656	\$4,280,093
Televisions		\$4,707,655	\$5,521,500	\$813,845
Satellite Dishes		\$57,489	\$67,435	\$9,946
VCRs, Video Cameras, and DVD Players		\$161,451	\$189,374	\$27,923
Miscellaneous Video Equipment		\$397,541	\$466,461	\$68,920
Video Cassettes and DVDs		\$220,910	\$259,124	\$38,214
Video Game Hardware/Accessories		\$1,470,513	\$1,724,157	\$253,644
Video Game Software		\$724,826	\$849,845	\$125,019
Rental/Streaming/Downloaded Video		\$4,231,957	\$4,964,174	\$732,217
Installation of Televisions		\$46,426	\$54,491	\$8,065
Audio (3)		\$4,456,070	\$5,227,430	\$771,360
Rental and Repair of TV/Radio/Sound Equipment		\$107,046	\$125,496	\$18,450
Pets		\$25,952,141	\$30,448,736	\$4,496,595
Toys/Games/Crafts/Hobbies (4)		\$4,975,839	\$5,837,441	\$861,602
Recreational Vehicles and Fees (5)		\$3,904,870	\$4,583,399	\$678,529
Sports/Recreation/Exercise Equipment (6)		\$8,775,240	\$10,299,608	\$1,524,368
Photo Equipment and Supplies (7)		\$1,492,498	\$1,751,160	\$258,662
Reading (8)		\$3,832,926	\$4,496,748	\$663,822
Catered Affairs (9)		\$951,687	\$1,116,838	\$165,151
Food		\$319,397,922	\$374,696,392	\$55,298,470
Food at Home		\$202,706,073	\$237,801,629	\$35,095,556
Bakery and Cereal Products		\$26,142,561	\$30,668,649	\$4,526,088
Meats, Poultry, Fish, and Eggs		\$43,627,923	\$51,180,152	\$7,552,229
Dairy Products		\$19,364,767	\$22,718,261	\$3,353,494
Fruits and Vegetables		\$39,699,223	\$46,573,159	\$6,873,936
Snacks and Other Food at Home (10)		\$73,871,600	\$86,661,408	\$12,789,808
Food Away from Home		\$116,691,850	\$136,894,763	\$20,202,913
Alcoholic Beverages		\$20,529,437	\$24,085,970	\$3,556,533

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
399 Main St, Ames, Iowa, 50010
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.02513
Longitude: -93.61528

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,076,697,842	\$1,263,968,939	\$187,271,097
Value of Retirement Plans	\$3,850,083,637	\$4,520,247,468	\$670,163,831
Value of Other Financial Assets	\$227,339,918	\$266,772,320	\$39,432,402
Vehicle Loan Amount excluding Interest	\$115,137,431	\$135,088,804	\$19,951,373
Value of Credit Card Debt	\$93,174,386	\$109,324,146	\$16,149,760
Health			
Nonprescription Drugs	\$5,031,952	\$5,903,735	\$871,783
Prescription Drugs	\$10,873,350	\$12,756,300	\$1,882,950
Eyeglasses and Contact Lenses	\$3,293,006	\$3,863,611	\$570,605
Home			
Mortgage Payment and Basics (11)	\$343,274,476	\$403,017,015	\$59,742,539
Maintenance and Remodeling Services	\$100,043,302	\$117,466,798	\$17,423,496
Maintenance and Remodeling Materials (12)	\$20,770,615	\$24,385,559	\$3,614,944
Utilities, Fuel, and Public Services	\$174,067,497	\$204,202,665	\$30,135,168
Household Furnishings and Equipment			
Household Textiles (13)	\$3,778,978	\$4,433,431	\$654,453
Furniture	\$25,683,730	\$30,133,428	\$4,449,698
Rugs	\$1,185,613	\$1,391,359	\$205,746
Major Appliances (14)	\$15,194,300	\$17,831,016	\$2,636,716
Housewares (15)	\$3,275,467	\$3,843,073	\$567,606
Small Appliances	\$2,327,826	\$2,730,328	\$402,502
Luggage	\$451,125	\$529,262	\$78,137
Telephones and Accessories	\$3,310,244	\$3,884,118	\$573,874
Household Operations			
Child Care	\$15,541,540	\$18,243,357	\$2,701,817
Lawn and Garden (16)	\$17,860,543	\$20,963,602	\$3,103,059
Moving/Storage/Freight Express	\$2,870,679	\$3,367,633	\$496,954
Housekeeping Supplies (17)	\$27,549,732	\$32,322,014	\$4,772,282
Insurance			
Owners and Renters Insurance	\$21,792,977	\$25,577,793	\$3,784,816
Vehicle Insurance	\$67,305,636	\$78,953,644	\$11,648,008
Life/Other Insurance	\$19,272,148	\$22,620,800	\$3,348,652
Health Insurance	\$143,341,796	\$168,188,347	\$24,846,551
Personal Care Products (18)	\$16,954,365	\$19,889,720	\$2,935,355
School Books and Supplies (19)	\$4,493,848	\$5,271,358	\$777,510
Smoking Products	\$14,226,553	\$16,681,953	\$2,455,400
Transportation			
Payments on Vehicles excluding Leases	\$93,630,413	\$109,855,034	\$16,224,621
Gasoline and Motor Oil	\$77,973,719	\$91,465,478	\$13,491,759
Vehicle Maintenance and Repairs	\$40,570,314	\$47,594,128	\$7,023,814
Travel			
Airline Fares	\$14,048,659	\$16,485,853	\$2,437,194
Lodging on Trips	\$21,098,628	\$24,761,716	\$3,663,088
Auto/Truck Rental on Trips	\$2,494,399	\$2,926,763	\$432,364
Food and Drink on Trips	\$16,865,872	\$19,790,333	\$2,924,461

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Downtown Ames 2
399 Main St, Ames, Iowa, 50010
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.02513
Longitude: -93.61528

- (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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.