



Retail Demand Outlook

Frederick City, MD 6
 Frederick City, MD (2430325)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Bright Young Professionals (8C)	12.4%	Population	74,032	77,967
Golden Years (9B)	10.9%	Households	28,756	30,335
Enterprising Professionals (2D)	10.5%	Families	17,268	18,094
Metro Fusion (11C)	7.9%	Median Age	36.9	37.4
Home Improvement (4B)	7.9%	Median Household Income	\$69,884	\$77,477
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$67,314,181	\$79,397,776	\$12,083,595
Men's		\$12,911,678	\$15,231,260	\$2,319,582
Women's		\$22,523,514	\$26,596,111	\$4,072,597
Children's		\$10,192,567	\$11,995,430	\$1,802,863
Footwear		\$15,199,591	\$17,913,567	\$2,713,976
Watches & Jewelry		\$4,420,076	\$5,217,404	\$797,328
Apparel Products and Services (1)		\$2,066,756	\$2,444,004	\$377,248
Computer				
Computers and Hardware for Home Use		\$5,361,228	\$6,324,091	\$962,863
Portable Memory		\$139,793	\$165,056	\$25,263
Computer Software		\$332,228	\$391,719	\$59,491
Computer Accessories		\$590,260	\$696,889	\$106,629
Entertainment & Recreation		\$98,570,962	\$116,427,519	\$17,856,557
Fees and Admissions		\$22,627,627	\$26,754,214	\$4,126,587
Membership Fees for Clubs (2)		\$7,503,822	\$8,878,251	\$1,374,429
Fees for Participant Sports, excl. Trips		\$3,412,235	\$4,034,303	\$622,068
Tickets to Theatre/Operas/Concerts		\$2,399,990	\$2,840,053	\$440,063
Tickets to Movies		\$1,826,180	\$2,152,258	\$326,078
Tickets to Parks or Museums		\$1,017,579	\$1,200,913	\$183,334
Admission to Sporting Events, excl. Trips		\$1,877,376	\$2,221,243	\$343,867
Fees for Recreational Lessons		\$4,565,034	\$5,397,272	\$832,238
Dating Services		\$25,411	\$29,921	\$4,510
TV/Video/Audio		\$36,762,275	\$43,370,229	\$6,607,954
Cable and Satellite Television Services		\$25,759,864	\$30,407,711	\$4,647,847
Televisions		\$3,382,451	\$3,986,585	\$604,134
Satellite Dishes		\$44,717	\$52,831	\$8,114
VCRs, Video Cameras, and DVD Players		\$191,157	\$225,103	\$33,946
Miscellaneous Video Equipment		\$793,695	\$935,798	\$142,103
Video Cassettes and DVDs		\$355,032	\$418,438	\$63,406
Video Game Hardware/Accessories		\$931,509	\$1,094,581	\$163,072
Video Game Software		\$508,529	\$597,779	\$89,250
Rental/Streaming/Downloaded Video		\$1,586,765	\$1,867,157	\$280,392
Installation of Televisions		\$33,708	\$40,004	\$6,296
Audio (3)		\$3,075,207	\$3,627,109	\$551,902
Rental and Repair of TV/Radio/Sound Equipment		\$99,641	117,133	\$17,492
Pets		\$18,808,320	\$22,225,193	\$3,416,873
Toys/Games/Crafts/Hobbies (4)		\$3,692,170	\$4,351,482	\$659,312
Recreational Vehicles and Fees (5)		\$4,337,107	\$5,146,488	\$809,381
Sports/Recreation/Exercise Equipment (6)		\$6,517,513	\$7,696,143	\$1,178,630
Photo Equipment and Supplies (7)		\$1,690,541	\$1,994,415	\$303,874
Reading (8)		\$3,250,430	\$3,844,683	\$594,253
Catered Affairs (9)		\$884,980	1,044,671	\$159,691
Food		\$273,980,187	\$323,219,954	\$49,239,767
Food at Home		\$158,452,297	\$186,933,141	\$28,480,844
Bakery and Cereal Products		\$20,740,640	\$24,468,020	\$3,727,380
Meats, Poultry, Fish, and Eggs		\$35,041,174	\$41,333,643	\$6,292,469
Dairy Products		\$16,242,697	\$19,167,850	\$2,925,153
Fruits and Vegetables		\$31,476,657	\$37,148,179	\$5,671,522
Snacks and Other Food at Home (10)		\$54,951,130	\$64,815,450	\$9,864,320
Food Away from Home		\$115,527,890	\$136,286,813	\$20,758,923
Alcoholic Beverages		\$18,528,299	\$21,888,632	\$3,360,333

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$642,349,833	\$762,320,156	\$119,970,323
Value of Retirement Plans	\$2,770,459,940	\$3,286,270,445	\$515,810,505
Value of Other Financial Assets	\$167,973,924	\$199,253,208	\$31,279,284
Vehicle Loan Amount excluding Interest	\$87,355,388	\$102,928,461	\$15,573,073
Value of Credit Card Debt	\$74,672,893	\$88,183,009	\$13,510,116
Health			
Nonprescription Drugs	\$4,290,193	\$5,066,847	\$776,654
Prescription Drugs	\$10,174,379	\$12,028,139	\$1,853,760
Eyeglasses and Contact Lenses	\$2,613,819	\$3,089,179	\$475,360
Home			
Mortgage Payment and Basics (11)	\$289,557,511	\$343,105,000	\$53,547,489
Maintenance and Remodeling Services	\$62,032,566	\$73,551,493	\$11,518,927
Maintenance and Remodeling Materials (12)	\$13,115,658	\$15,533,401	\$2,417,743
Utilities, Fuel, and Public Services	\$144,557,255	\$170,556,235	\$25,998,980
Household Furnishings and Equipment			
Household Textiles (13)	\$3,100,786	\$3,658,761	\$557,975
Furniture	\$19,228,941	\$22,694,496	\$3,465,555
Rugs	\$964,548	\$1,140,444	\$175,896
Major Appliances (14)	\$10,315,567	\$12,188,260	\$1,872,693
Housewares (15)	\$3,233,526	\$3,819,108	\$585,582
Small Appliances	\$1,513,291	\$1,784,065	\$270,774
Luggage	\$450,524	\$531,866	\$81,342
Telephones and Accessories	\$2,505,848	\$2,955,435	\$449,587
Household Operations			
Child Care	\$16,652,769	\$19,639,131	\$2,986,362
Lawn and Garden (16)	\$13,197,516	\$15,637,047	\$2,439,531
Moving/Storage/Freight Express	\$2,363,733	\$2,783,194	\$419,461
Housekeeping Supplies (17)	\$22,541,637	\$26,605,552	\$4,063,915
Insurance			
Owners and Renters Insurance	\$15,946,555	\$18,869,061	\$2,922,506
Vehicle Insurance	\$47,153,467	\$55,593,222	\$8,439,755
Life/Other Insurance	\$12,932,811	\$15,309,747	\$2,376,936
Health Insurance	\$115,296,216	\$136,231,214	\$20,934,998
Personal Care Products (18)	\$15,659,748	\$18,471,946	\$2,812,198
School Books and Supplies (19)	\$4,958,109	\$5,844,816	\$886,707
Smoking Products	\$11,567,343	\$13,617,122	\$2,049,779
Transportation			
Payments on Vehicles excluding Leases	\$75,583,075	\$89,091,366	\$13,508,291
Gasoline and Motor Oil	\$69,235,286	\$81,604,688	\$12,369,402
Vehicle Maintenance and Repairs	\$35,579,049	\$41,998,071	\$6,419,022
Travel			
Airline Fares	\$17,391,789	\$20,567,901	\$3,176,112
Lodging on Trips	\$18,655,880	\$22,081,465	\$3,425,585
Auto/Truck Rental on Trips	\$830,969	\$982,405	\$151,436
Food and Drink on Trips	\$16,635,477	\$19,667,565	\$3,032,088

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic 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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