

Retail Demand Outlook

Williston, North Dakota
Ring: 30 mile radius

Prepared by Esri
Latitude: 48.15419
Longitude: -103.62573

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Prairie Living (6D)	30.8%	Population	48,299	51,036
Bright Young Professionals (8C)	21.8%	Households	18,697	19,826
In Style (5B)	17.1%	Families	11,156	11,786
Economic BedRock (10C)	8.1%	Median Age	32.4	33.6
Old and Newcomers (8F)	5.9%	Median Household Income	\$88,992	\$97,924
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$48,326,697	\$57,500,639	\$9,173,942
Men's		\$8,802,362	\$10,473,537	\$1,671,175
Women's		\$15,970,324	\$18,998,803	\$3,028,479
Children's		\$8,170,027	\$9,725,622	\$1,555,595
Footwear		\$10,458,106	\$12,444,946	\$1,986,840
Watches & Jewelry		\$3,968,109	\$4,718,385	\$750,276
Apparel Products and Services (1)		\$957,768	\$1,139,347	\$181,579
Computer				
Computers and Hardware for Home Use		\$5,563,280	\$6,618,410	\$1,055,130
Portable Memory		\$86,509	\$102,817	\$16,308
Computer Software		\$320,322	\$380,813	\$60,491
Computer Accessories		\$481,370	\$572,801	\$91,431
Entertainment & Recreation		\$80,298,813	\$95,613,971	\$15,315,158
Fees and Admissions		\$15,418,004	\$18,366,134	\$2,948,130
Membership Fees for Clubs (2)		\$5,642,864	\$6,718,006	\$1,075,142
Fees for Participant Sports, excl. Trips		\$2,542,205	\$3,029,256	\$487,051
Tickets to Theatre/Operas/Concerts		\$1,385,261	\$1,649,168	\$263,907
Tickets to Movies		\$522,351	\$622,017	\$99,666
Tickets to Parks or Museums		\$749,708	\$893,544	\$143,836
Admission to Sporting Events, excl. Trips		\$1,591,806	\$1,894,589	\$302,783
Fees for Recreational Lessons		\$2,968,212	\$3,541,048	\$572,836
Dating Services		\$15,596	\$18,507	\$2,911
TV/Video/Audio		\$26,421,930	\$31,439,336	\$5,017,406
Cable and Satellite Television Services		\$14,289,404	\$17,001,308	\$2,711,904
Televisions		\$3,157,565	\$3,757,158	\$599,593
Satellite Dishes		\$23,552	\$27,989	\$4,437
VCRs, Video Cameras, and DVD Players		\$100,087	\$119,113	\$19,026
Miscellaneous Video Equipment		\$494,145	\$589,585	\$95,440
Video Cassettes and DVDs		\$113,405	\$134,930	\$21,525
Video Game Hardware/Accessories		\$1,078,768	\$1,282,597	\$203,829
Video Game Software		\$481,276	\$571,758	\$90,482
Rental/Streaming/Downloaded Video		\$3,773,535	\$4,490,923	\$717,388
Installation of Televisions		\$28,770	\$34,229	\$5,459
Audio (3)		\$2,854,879	\$3,398,151	\$543,272
Rental and Repair of TV/Radio/Sound Equipment		\$26,543	\$31,596	\$5,053
Pets		\$19,495,215	\$23,212,007	\$3,716,792
Toys/Games/Crafts/Hobbies (4)		\$3,881,092	\$4,619,222	\$738,130
Recreational Vehicles and Fees (5)		\$3,858,553	\$4,601,964	\$743,411
Sports/Recreation/Exercise Equipment (6)		\$6,589,454	\$7,860,291	\$1,270,837
Photo Equipment and Supplies (7)		\$1,173,855	\$1,396,585	\$222,730
Reading (8)		\$2,621,014	\$3,118,406	\$497,392
Catered Affairs (9)		\$839,696	\$1,000,024	\$160,328
Food		\$223,128,877	\$265,499,479	\$42,370,602
Food at Home		\$144,552,698	\$171,975,560	\$27,422,862
Bakery and Cereal Products		\$18,380,673	\$21,867,782	\$3,487,109
Meats, Poultry, Fish, and Eggs		\$31,385,371	\$37,334,553	\$5,949,182
Dairy Products		\$13,650,021	\$16,241,509	\$2,591,488
Fruits and Vegetables		\$27,912,355	\$33,207,156	\$5,294,801
Snacks and Other Food at Home (10)		\$53,224,280	\$63,324,560	\$10,100,280
Food Away from Home		\$78,576,179	\$93,523,920	\$14,947,741
Alcoholic Beverages		\$12,561,665	\$14,940,749	\$2,379,084

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	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$743,802,298	\$885,367,443	\$141,565,145
Value of Retirement Plans	\$2,828,816,538	\$3,369,495,079	\$540,678,541
Value of Other Financial Assets	\$162,597,303	\$193,758,867	\$31,161,564
Vehicle Loan Amount excluding Interest	\$77,233,558	\$91,991,433	\$14,757,875
Value of Credit Card Debt	\$56,226,062	\$66,916,892	\$10,690,830
Health			
Nonprescription Drugs	\$3,666,161	\$4,364,411	\$698,250
Prescription Drugs	\$8,412,720	\$10,008,211	\$1,595,491
Eyeglasses and Contact Lenses	\$2,466,635	\$2,935,399	\$468,764
Home			
Mortgage Payment and Basics (11)	\$242,031,909	\$288,577,245	\$46,545,336
Maintenance and Remodeling Services	\$84,874,108	\$101,231,872	\$16,357,764
Maintenance and Remodeling Materials (12)	\$16,988,783	\$20,266,181	\$3,277,398
Utilities, Fuel, and Public Services	\$119,150,969	\$141,781,714	\$22,630,745
Household Furnishings and Equipment			
Household Textiles (13)	\$2,625,098	\$3,123,313	\$498,215
Furniture	\$20,040,905	\$23,859,752	\$3,818,847
Rugs	\$788,115	\$938,115	\$150,000
Major Appliances (14)	\$11,176,837	\$13,312,812	\$2,135,975
Housewares (15)	\$2,112,627	\$2,514,401	\$401,774
Small Appliances	\$1,632,228	\$1,941,208	\$308,980
Luggage	\$402,696	\$479,177	\$76,481
Telephones and Accessories	\$1,953,430	\$2,323,414	\$369,984
Household Operations			
Child Care	\$10,816,432	\$12,888,637	\$2,072,205
Lawn and Garden (16)	\$13,128,133	\$15,642,208	\$2,514,075
Moving/Storage/Freight Express	\$2,311,330	\$2,747,438	\$436,108
Housekeeping Supplies (17)	\$17,877,146	\$21,272,694	\$3,395,548
Insurance			
Owners and Renters Insurance	\$16,047,451	\$19,120,875	\$3,073,424
Vehicle Insurance	\$43,818,132	\$52,140,257	\$8,322,125
Life/Other Insurance	\$12,794,137	\$15,239,452	\$2,445,315
Health Insurance	\$98,275,178	\$116,975,381	\$18,700,203
Personal Care Products (18)	\$11,167,932	\$13,286,345	\$2,118,413
School Books (19)	\$885,152	\$1,052,591	167,439
Smoking Products	\$10,059,729	\$11,953,833	\$1,894,104
Transportation			
Payments on Vehicles excluding Leases	\$64,928,123	\$77,304,717	\$12,376,594
Gasoline and Motor Oil	\$68,834,363	\$81,925,900	\$13,091,537
Vehicle Maintenance and Repairs	\$30,405,979	\$36,185,685	\$5,779,706
Travel			
Airline Fares	\$11,837,860	\$14,100,419	\$2,262,559
Lodging on Trips	\$18,401,788	\$21,917,286	\$3,515,498
Auto/Truck Rental on Trips	\$2,280,749	\$2,715,109	\$434,360
Food and Drink on Trips	\$14,508,504	\$17,274,686	\$2,766,182

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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 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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Prairie Living (6D)	46.1%	Population	81,203	85,231
Bright Young Professionals (8C)	12.8%	Households	31,946	33,647
In Style (5B)	10.0%	Families	19,357	20,306
Economic BedRock (10C)	10.0%	Median Age	33.8	35.2
Old and Newcomers (8F)	5.2%	Median Household Income	\$85,114	\$94,117
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$76,017,976	\$89,970,303	\$13,952,327
Men's		\$13,965,675	\$16,527,021	\$2,561,346
Women's		\$25,170,670	\$29,784,568	\$4,613,898
Children's		\$12,706,604	\$15,049,097	\$2,342,493
Footwear		\$16,387,719	\$19,399,302	\$3,011,583
Watches & Jewelry		\$6,261,841	\$7,405,720	\$1,143,879
Apparel Products and Services (1)		\$1,525,467	\$1,804,594	\$279,127
Computer				
Computers and Hardware for Home Use		\$8,587,668	\$10,165,685	\$1,578,017
Portable Memory		\$137,257	\$162,026	\$24,769
Computer Software		\$503,987	\$595,652	\$91,665
Computer Accessories		\$795,609	\$939,244	\$143,635
Entertainment & Recreation		\$132,459,390	\$156,587,181	\$24,127,791
Fees and Admissions		\$24,463,807	\$28,970,296	\$4,506,489
Membership Fees for Clubs (2)		\$9,070,963	\$10,732,095	\$1,661,132
Fees for Participant Sports, excl. Trips		\$4,076,460	\$4,826,112	\$749,652
Tickets to Theatre/Operas/Concerts		\$2,176,850	\$2,577,294	\$400,444
Tickets to Movies		\$781,647	\$927,179	\$145,532
Tickets to Parks or Museums		\$1,154,789	\$1,369,738	\$214,949
Admission to Sporting Events, excl. Trips		\$2,632,970	\$3,110,365	\$477,395
Fees for Recreational Lessons		\$4,546,540	\$5,399,622	\$853,082
Dating Services		\$23,587	\$27,891	\$4,304
TV/Video/Audio		\$43,590,758	\$51,514,762	\$7,924,004
Cable and Satellite Television Services		\$24,553,526	\$28,977,813	\$4,424,287
Televisions		\$5,002,208	\$5,918,800	\$916,592
Satellite Dishes		\$39,695	\$46,909	\$7,214
VCRs, Video Cameras, and DVD Players		\$158,345	\$187,356	\$29,011
Miscellaneous Video Equipment		\$755,566	\$903,528	\$147,962
Video Cassettes and DVDs		\$181,936	\$215,005	\$33,069
Video Game Hardware/Accessories		\$1,620,671	\$1,918,536	\$297,865
Video Game Software		\$719,273	\$850,588	\$131,315
Rental/Streaming/Downloaded Video		\$5,965,880	\$7,058,836	\$1,092,956
Installation of Televisions		\$46,029	\$54,416	\$8,387
Audio (3)		\$4,504,180	\$5,331,543	\$827,363
Rental and Repair of TV/Radio/Sound Equipment		\$43,450	\$51,432	\$7,982
Pets		\$33,064,726	\$39,051,238	\$5,986,512
Toys/Games/Crafts/Hobbies (4)		\$6,514,975	\$7,688,665	\$1,173,690
Recreational Vehicles and Fees (5)		\$6,805,535	\$8,033,175	\$1,227,640
Sports/Recreation/Exercise Equipment (6)		\$10,414,113	\$12,343,686	\$1,929,573
Photo Equipment and Supplies (7)		\$1,890,950	\$2,235,033	\$344,083
Reading (8)		\$4,279,875	\$5,056,776	\$776,901
Catered Affairs (9)		\$1,434,651	\$1,693,550	\$258,899
Food		\$358,650,339	\$424,199,783	\$65,549,444
Food at Home		\$234,433,501	\$277,127,446	\$42,693,945
Bakery and Cereal Products		\$29,955,754	\$35,403,090	\$5,447,336
Meats, Poultry, Fish, and Eggs		\$50,646,569	\$59,880,305	\$9,233,736
Dairy Products		\$22,332,444	\$26,390,747	\$4,058,303
Fruits and Vegetables		\$45,039,228	\$53,252,299	\$8,213,071
Snacks and Other Food at Home (10)		\$86,459,506	\$102,201,005	\$15,741,499
Food Away from Home		\$124,216,838	\$147,072,337	\$22,855,499
Alcoholic Beverages		\$19,861,227	\$23,490,529	\$3,629,302

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,270,856,280	\$1,501,114,116	\$230,257,836
Value of Retirement Plans	\$4,846,084,716	\$5,725,124,488	\$879,039,772
Value of Other Financial Assets	\$275,722,670	\$326,008,212	\$50,285,542
Vehicle Loan Amount excluding Interest	\$124,314,193	\$147,156,053	\$22,841,860
Value of Credit Card Debt	\$91,020,463	\$107,639,350	\$16,618,887
Health			
Nonprescription Drugs	\$6,036,241	\$7,135,872	\$1,099,631
Prescription Drugs	\$14,905,683	\$17,566,873	\$2,661,190
Eyeglasses and Contact Lenses	\$4,256,902	\$5,021,232	\$764,330
Home			
Mortgage Payment and Basics (11)	\$404,807,481	\$479,251,244	\$74,443,763
Maintenance and Remodeling Services	\$146,698,878	\$173,475,536	\$26,776,658
Maintenance and Remodeling Materials (12)	\$30,285,057	\$35,778,438	\$5,493,381
Utilities, Fuel, and Public Services	\$199,043,295	\$235,142,706	\$36,099,411
Household Furnishings and Equipment			
Household Textiles (13)	\$4,211,998	\$4,981,717	\$769,719
Furniture	\$32,405,014	\$38,330,950	\$5,925,936
Rugs	\$1,294,735	\$1,531,043	\$236,308
Major Appliances (14)	\$18,872,702	\$22,313,560	\$3,440,858
Housewares (15)	\$3,429,103	\$4,055,138	\$626,035
Small Appliances	\$2,600,588	\$3,075,776	\$475,188
Luggage	\$623,136	\$737,866	\$114,730
Telephones and Accessories	\$3,217,437	\$3,802,565	\$585,128
Household Operations			
Child Care	\$16,777,507	\$19,887,201	\$3,109,694
Lawn and Garden (16)	\$22,862,743	\$27,000,452	\$4,137,709
Moving/Storage/Freight Express	\$3,569,870	\$4,223,415	\$653,545
Housekeeping Supplies (17)	\$29,136,555	\$34,447,121	\$5,310,566
Insurance			
Owners and Renters Insurance	\$27,726,112	\$32,767,695	\$5,041,583
Vehicle Insurance	\$70,776,862	\$83,713,395	\$12,936,533
Life/Other Insurance	\$21,553,526	\$25,472,694	\$3,919,168
Health Insurance	\$167,209,572	\$197,438,596	\$30,229,024
Personal Care Products (18)	\$17,756,079	\$21,006,227	\$3,250,148
School Books (19)	\$1,374,053	\$1,625,625	\$251,572
Smoking Products	\$17,156,948	\$20,221,547	\$3,064,599
Transportation			
Payments on Vehicles excluding Leases	\$107,228,694	\$126,765,239	\$19,536,545
Gasoline and Motor Oil	\$114,185,144	\$134,950,583	\$20,765,439
Vehicle Maintenance and Repairs	\$49,662,292	\$58,704,015	\$9,041,723
Travel			
Airline Fares	\$18,627,989	\$22,065,958	\$3,437,969
Lodging on Trips	\$30,364,580	\$35,905,765	\$5,541,185
Auto/Truck Rental on Trips	\$3,591,986	\$4,252,075	\$660,089
Food and Drink on Trips	\$23,588,274	\$27,893,028	\$4,304,754

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- (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.
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- (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.
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Retail Demand Outlook

Williston, North Dakota
Ring: 90 mile radius

Prepared by Esri
Latitude: 48.15419
Longitude: -103.62573

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Prairie Living (6D)	52.1%	Population	110,856	114,691
Bright Young Professionals (8C)	9.3%	Households	43,704	45,413
Economic BedRock (10C)	8.0%	Families	26,766	27,683
In Style (5B)	7.3%	Median Age	35.0	36.4
Old and Newcomers (8F)	5.1%	Median Household Income	\$82,472	\$90,843
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$99,589,261	\$116,354,556	\$16,765,295
Men's		\$18,325,353	\$21,407,110	\$3,081,757
Women's		\$33,059,671	\$38,615,533	\$5,555,862
Children's		\$16,552,867	\$19,353,833	\$2,800,966
Footwear		\$21,450,048	\$25,065,911	\$3,615,863
Watches & Jewelry		\$8,190,705	\$9,564,549	\$1,373,844
Apparel Products and Services (1)		\$2,010,615	\$2,347,620	\$337,005
Computer				
Computers and Hardware for Home Use		\$11,133,049	\$13,014,780	\$1,881,731
Portable Memory		\$183,905	\$214,278	\$30,373
Computer Software		\$666,491	\$777,617	\$111,126
Computer Accessories		\$1,090,847	\$1,269,933	\$179,086
Entertainment & Recreation		\$178,895,407	\$208,590,935	\$29,695,528
Fees and Admissions		\$32,006,245	\$37,412,880	\$5,406,635
Membership Fees for Clubs (2)		\$11,975,928	\$13,983,999	\$2,008,071
Fees for Participant Sports, excl. Trips		\$5,370,804	\$6,275,267	\$904,463
Tickets to Theatre/Operas/Concerts		\$2,834,642	\$3,313,628	\$478,986
Tickets to Movies		\$988,585	\$1,158,696	\$170,111
Tickets to Parks or Museums		\$1,478,753	\$1,732,271	\$253,518
Admission to Sporting Events, excl. Trips		\$3,556,982	\$4,144,877	\$587,895
Fees for Recreational Lessons		\$5,770,576	\$6,769,103	\$998,527
Dating Services		\$29,973	\$35,039	\$5,066
TV/Video/Audio		\$58,896,256	\$68,654,029	\$9,757,773
Cable and Satellite Television Services		\$34,022,591	\$39,584,326	\$5,561,735
Televisions		\$6,581,512	\$7,686,645	\$1,105,133
Satellite Dishes		\$54,008	\$62,932	\$8,924
VCRs, Video Cameras, and DVD Players		\$209,189	\$244,287	\$35,098
Miscellaneous Video Equipment		\$900,306	\$1,065,049	\$164,743
Video Cassettes and DVDs		\$244,042	\$284,564	\$40,522
Video Game Hardware/Accessories		\$2,078,729	\$2,430,989	\$352,260
Video Game Software		\$924,408	\$1,080,149	\$155,741
Rental/Streaming/Downloaded Video		\$7,855,086	\$9,173,889	\$1,318,803
Installation of Televisions		\$60,119	\$70,194	\$10,075
Audio (3)		\$5,908,857	\$6,903,943	\$995,086
Rental and Repair of TV/Radio/Sound Equipment		\$57,410	\$67,062	\$9,652
Pets		\$45,421,741	\$52,893,242	\$7,471,501
Toys/Games/Crafts/Hobbies (4)		\$9,001,153	\$10,473,735	\$1,472,582
Recreational Vehicles and Fees (5)		\$9,608,747	\$11,174,615	\$1,565,868
Sports/Recreation/Exercise Equipment (6)		\$13,690,436	\$16,011,833	\$2,321,397
Photo Equipment and Supplies (7)		\$2,516,412	\$2,935,423	\$419,011
Reading (8)		\$5,769,574	\$6,725,103	\$955,529
Catered Affairs (9)		\$1,984,845	\$2,310,075	\$325,230
Food		\$476,322,488	\$555,949,775	\$79,627,287
Food at Home		\$313,879,205	\$366,086,314	\$52,207,109
Bakery and Cereal Products		\$40,245,955	\$46,925,895	\$6,679,940
Meats, Poultry, Fish, and Eggs		\$67,584,759	\$78,845,526	\$11,260,767
Dairy Products		\$30,109,940	\$35,100,649	\$4,990,709
Fruits and Vegetables		\$60,066,358	\$70,078,033	\$10,011,675
Snacks and Other Food at Home (10)		\$115,872,194	\$135,136,211	\$19,264,017
Food Away from Home		\$162,443,284	\$189,863,461	\$27,420,177
Alcoholic Beverages		\$26,095,182	\$30,469,144	\$4,373,962

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Retail Demand Outlook

Williston, North Dakota
Ring: 90 mile radius

Prepared by Esri
Latitude: 48.15419
Longitude: -103.62573

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,729,061,468	\$2,014,376,817	\$285,315,349
Value of Retirement Plans	\$6,624,763,727	\$7,717,504,432	\$1,092,740,705
Value of Other Financial Assets	\$374,822,079	\$436,991,480	\$62,169,401
Vehicle Loan Amount excluding Interest	\$164,860,076	\$192,556,399	\$27,696,323
Value of Credit Card Debt	\$121,183,610	\$141,413,139	\$20,229,529
Health			
Nonprescription Drugs	\$8,140,009	\$9,491,815	\$1,351,806
Prescription Drugs	\$21,059,342	\$24,460,221	\$3,400,879
Eyeglasses and Contact Lenses	\$5,940,575	\$6,907,520	\$966,945
Home			
Mortgage Payment and Basics (11)	\$542,725,833	\$633,692,567	\$90,966,734
Maintenance and Remodeling Services	\$201,562,982	\$234,939,510	\$33,376,528
Maintenance and Remodeling Materials (12)	\$42,390,084	\$49,341,602	\$6,951,518
Utilities, Fuel, and Public Services	\$271,049,674	\$315,785,733	\$44,736,059
Household Furnishings and Equipment			
Household Textiles (13)	\$5,595,677	\$6,530,930	\$935,253
Furniture	\$43,169,116	\$50,383,242	\$7,214,126
Rugs	\$1,726,502	\$2,014,540	\$288,038
Major Appliances (14)	\$25,668,814	\$29,925,413	\$4,256,599
Housewares (15)	\$4,583,749	\$5,348,057	\$764,308
Small Appliances	\$3,445,368	\$4,021,616	\$576,248
Luggage	\$802,969	\$939,152	\$136,183
Telephones and Accessories	\$4,319,060	\$5,036,123	\$717,063
Household Operations			
Child Care	\$21,604,882	\$25,289,616	\$3,684,734
Lawn and Garden (16)	\$31,740,508	\$36,946,351	\$5,205,843
Moving/Storage/Freight Express	\$4,629,663	\$5,409,857	\$780,194
Housekeeping Supplies (17)	\$39,073,411	\$45,573,835	\$6,500,424
Insurance			
Owners and Renters Insurance	\$38,072,994	\$44,357,718	\$6,284,724
Vehicle Insurance	\$94,275,493	\$110,024,291	\$15,748,798
Life/Other Insurance	\$29,374,703	\$34,232,153	\$4,857,450
Health Insurance	\$230,105,389	\$267,888,107	\$37,782,718
Personal Care Products (18)	\$23,423,807	\$27,351,086	\$3,927,279
School Books (19)	\$1,789,118	\$2,090,239	\$301,121
Smoking Products	\$23,933,462	\$27,812,520	\$3,879,058
Transportation			
Payments on Vehicles excluding Leases	\$144,879,447	\$168,929,922	\$24,050,475
Gasoline and Motor Oil	\$154,998,827	\$180,659,779	\$25,660,952
Vehicle Maintenance and Repairs	\$66,820,902	\$77,918,834	\$11,097,932
Travel			
Airline Fares	\$24,301,945	\$28,417,718	\$4,115,773
Lodging on Trips	\$40,880,887	\$47,683,213	\$6,802,326
Auto/Truck Rental on Trips	\$4,692,818	\$5,484,305	\$791,487
Food and Drink on Trips	\$31,592,678	\$36,856,594	\$5,263,916

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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 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.
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