



Retail Demand Outlook

Coatesville city, PA
 Coatesville city, PA (4202914712)
 Geography: County Subdivision

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Fresh Ambitions (13D)	34.5%	Population	13,341	13,404
Metro Fusion (11C)	18.4%	Households	4,736	4,765
Front Porches (8E)	17.4%	Families	2,921	2,932
Modest Income Homes (12D)	15.0%	Median Age	30.8	31.7
Hometown Heritage (8G)	14.7%	Median Household Income	\$50,271	\$52,763
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$6,884,038	\$7,857,710	\$973,672
Men's		\$1,294,633	\$1,477,758	\$183,125
Women's		\$2,316,273	\$2,644,304	\$328,031
Children's		\$1,037,425	\$1,183,854	\$146,429
Footwear		\$1,754,382	\$2,002,235	\$247,853
Watches & Jewelry		\$364,472	\$416,165	\$51,693
Apparel Products and Services (1)		\$172,166	\$196,534	\$24,368
Computer				
Computers and Hardware for Home Use		\$513,706	\$586,502	\$72,796
Portable Memory		\$13,619	\$15,546	\$1,927
Computer Software		\$32,971	\$37,633	\$4,662
Computer Accessories		\$53,147	\$60,684	\$7,537
Entertainment & Recreation		\$9,502,908	\$10,851,296	\$1,348,388
Fees and Admissions		\$2,128,587	\$2,431,039	\$302,452
Membership Fees for Clubs (2)		\$721,008	\$823,419	\$102,411
Fees for Participant Sports, excl. Trips		\$316,866	\$361,935	\$45,069
Tickets to Theatre/Operas/Concerts		\$237,032	\$270,711	\$33,679
Tickets to Movies		\$176,419	\$201,387	\$24,968
Tickets to Parks or Museums		\$100,291	\$114,497	\$14,206
Admission to Sporting Events, excl. Trips		\$172,780	\$197,418	\$24,638
Fees for Recreational Lessons		\$399,434	\$456,244	\$56,810
Dating Services		\$4,757	\$5,427	\$670
TV/Video/Audio		\$3,676,938	\$4,197,965	\$521,027
Cable and Satellite Television Services		\$2,515,519	\$2,872,115	\$356,596
Televisions		\$355,176	\$405,447	\$50,271
Satellite Dishes		\$4,462	\$5,094	\$632
VCRs, Video Cameras, and DVD Players		\$15,440	\$17,629	\$2,189
Miscellaneous Video Equipment		\$47,344	\$54,083	\$6,739
Video Cassettes and DVDs		\$25,657	\$29,290	\$3,633
Video Game Hardware/Accessories		\$102,734	\$117,220	\$14,486
Video Game Software		\$57,460	\$65,576	\$8,116
Rental/Streaming/Downloaded Video		\$226,217	\$258,225	\$32,008
Installation of Televisions		\$1,970	\$2,251	\$281
Audio (3)		\$315,058	\$359,740	\$44,682
Rental and Repair of TV/Radio/Sound Equipment		\$9,901	\$11,296	\$1,395
Pets		\$1,993,699	\$2,276,895	\$283,196
Toys/Games/Crafts/Hobbies (4)		\$364,757	\$416,413	\$51,656
Recreational Vehicles and Fees (5)		\$274,282	\$313,362	\$39,080
Sports/Recreation/Exercise Equipment (6)		\$512,071	\$584,642	\$72,571
Photo Equipment and Supplies (7)		\$136,287	\$155,602	\$19,315
Reading (8)		\$313,742	\$358,302	\$44,560
Catered Affairs (9)		\$103,625	\$118,312	\$14,687
Food		\$29,529,782	\$33,709,254	\$4,179,472
Food at Home		\$17,436,999	\$19,905,203	\$2,468,204
Bakery and Cereal Products		\$2,244,282	\$2,561,967	\$317,685
Meats, Poultry, Fish, and Eggs		\$3,832,417	\$4,374,646	\$542,229
Dairy Products		\$1,735,214	\$1,980,925	\$245,711
Fruits and Vegetables		\$3,401,197	\$3,882,660	\$481,463
Snacks and Other Food at Home (10)		\$6,223,889	\$7,105,004	\$881,115
Food Away from Home		\$12,092,783	\$13,804,052	\$1,711,269
Alcoholic Beverages		\$1,867,872	\$2,132,885	\$265,013

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Coatesville city, PA
 Coatesville city, PA (4202914712)
 Geography: County Subdivision

Prepared by Esri

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$66,627,043	\$76,138,182	\$9,511,139
Value of Retirement Plans	\$248,222,369	\$283,668,117	\$35,445,748
Value of Other Financial Assets	\$22,254,515	\$25,427,570	\$3,173,055
Vehicle Loan Amount excluding Interest	\$8,853,785	\$10,107,018	\$1,253,233
Value of Credit Card Debt	\$8,581,661	\$9,799,391	\$1,217,730
Health			
Nonprescription Drugs	\$454,465	\$518,893	\$64,428
Prescription Drugs	\$941,125	\$1,074,818	\$133,693
Eyeglasses and Contact Lenses	\$277,630	\$317,051	\$39,421
Home			
Mortgage Payment and Basics (11)	\$26,647,332	\$30,450,335	\$3,803,003
Maintenance and Remodeling Services	\$6,791,871	\$7,762,634	\$970,763
Maintenance and Remodeling Materials (12)	\$1,430,195	\$1,634,158	\$203,963
Utilities, Fuel, and Public Services	\$15,647,905	\$17,864,805	\$2,216,900
Household Furnishings and Equipment			
Household Textiles (13)	\$321,345	\$366,870	\$45,525
Furniture	\$1,939,898	\$2,214,872	\$274,974
Rugs	\$84,314	\$96,307	\$11,993
Major Appliances (14)	\$1,032,842	\$1,179,715	\$146,873
Housewares (15)	\$250,952	\$286,512	\$35,560
Small Appliances	\$168,635	\$192,508	\$23,873
Luggage	\$50,834	\$58,031	\$7,197
Telephones and Accessories	\$319,802	\$365,003	\$45,201
Household Operations			
Child Care	\$1,592,791	\$1,818,559	\$225,768
Lawn and Garden (16)	\$1,230,191	\$1,405,678	\$175,487
Moving/Storage/Freight Express	\$231,688	\$264,476	\$32,788
Housekeeping Supplies (17)	\$2,388,117	\$2,726,347	\$338,230
Insurance			
Owners and Renters Insurance	\$1,585,784	\$1,811,641	\$225,857
Vehicle Insurance	\$5,984,773	\$6,831,603	\$846,830
Life/Other Insurance	\$1,613,809	\$1,843,431	\$229,622
Health Insurance	\$11,972,863	\$13,672,985	\$1,700,122
Personal Care Products (18)	\$1,575,945	\$1,798,964	\$223,019
School Books and Supplies (19)	\$414,471	\$473,065	\$58,594
Smoking Products	\$1,383,158	\$1,578,741	\$195,583
Transportation			
Payments on Vehicles excluding Leases	\$7,637,304	\$8,719,543	\$1,082,239
Gasoline and Motor Oil	\$7,582,799	\$8,656,163	\$1,073,364
Vehicle Maintenance and Repairs	\$3,373,100	\$3,851,187	\$478,087
Travel			
Airline Fares	\$1,812,069	\$2,069,447	\$257,378
Lodging on Trips	\$1,890,896	\$2,159,978	\$269,082
Auto/Truck Rental on Trips	\$156,122	\$178,287	\$22,165
Food and Drink on Trips	\$1,689,250	\$1,929,220	\$239,970

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



- (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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.