



Retail Demand Outlook

Blythe city, CA (0607218)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Fresh Ambitions (13D)	31.7%	Population	18,382	18,567
Front Porches (8E)	24.1%	Households	4,481	4,560
Southwestern Families (7F)	11.6%	Families	3,131	3,183
Home Improvement (4B)	11.3%	Median Age	33.9	34.3
Middleburg (4C)	9.5%	Median Household Income	\$53,738	\$67,845
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$8,174,599	\$9,842,254	\$1,667,655
Men's		\$1,553,189	\$1,869,567	\$316,378
Women's		\$2,762,329	\$3,323,941	\$561,612
Children's		\$1,247,011	\$1,501,584	\$254,573
Footwear		\$2,037,981	\$2,456,581	\$418,600
Watches & Jewelry		\$432,160	\$519,346	\$87,186
Apparel Products and Services (1)		\$204,986	\$247,112	\$42,126
Computer				
Computers and Hardware for Home Use		\$626,239	\$753,207	\$126,968
Portable Memory		\$16,482	\$19,843	\$3,361
Computer Software		\$38,403	\$46,304	\$7,901
Computer Accessories		\$63,168	\$75,836	\$12,668
Entertainment & Recreation		\$11,641,184	\$13,993,477	\$2,352,293
Fees and Admissions		\$2,671,671	\$3,212,577	\$540,906
Membership Fees for Clubs (2)		\$898,280	\$1,080,294	\$182,014
Fees for Participant Sports, excl. Trips		\$409,132	\$491,192	\$82,060
Tickets to Theatre/Operas/Concerts		\$287,210	\$345,667	\$58,457
Tickets to Movies		\$218,121	\$262,375	\$44,254
Tickets to Parks or Museums		\$126,452	\$152,057	\$25,605
Admission to Sporting Events, excl. Trips		\$216,939	\$260,460	\$43,521
Fees for Recreational Lessons		\$510,724	\$614,709	\$103,985
Dating Services		\$4,813	\$5,823	\$1,010
TV/Video/Audio		\$4,390,518	\$5,278,898	\$888,380
Cable and Satellite Television Services		\$3,020,134	\$3,632,060	\$611,926
Televisions		\$423,742	\$509,058	\$85,316
Satellite Dishes		\$5,368	\$6,439	\$1,071
VCRs, Video Cameras, and DVD Players		\$17,722	\$21,292	\$3,570
Miscellaneous Video Equipment		\$57,513	\$69,149	\$11,636
Video Cassettes and DVDs		\$30,141	\$36,243	\$6,102
Video Game Hardware/Accessories		\$111,521	\$134,295	\$22,774
Video Game Software		\$62,262	\$74,927	\$12,665
Rental/Streaming/Downloaded Video		\$264,830	\$318,169	\$53,339
Installation of Televisions		\$2,735	\$3,287	\$552
Audio (3)		\$384,365	\$461,726	\$77,361
Rental and Repair of TV/Radio/Sound Equipment		\$10,185	\$12,255	\$2,070
Pets		\$2,480,237	\$2,978,609	\$498,372
Toys/Games/Crafts/Hobbies (4)		\$425,700	\$511,739	\$86,039
Recreational Vehicles and Fees (5)		\$354,088	\$425,113	\$71,025
Sports/Recreation/Exercise Equipment (6)		\$660,884	\$794,394	\$133,510
Photo Equipment and Supplies (7)		\$161,794	\$194,424	\$32,630
Reading (8)		\$376,718	\$453,297	\$76,579
Catered Affairs (9)		\$120,730	\$145,826	\$25,096
Food		\$35,573,684	\$42,811,878	\$7,238,194
Food at Home		\$20,934,422	\$25,194,630	\$4,260,208
Bakery and Cereal Products		\$2,688,833	\$3,236,848	\$548,015
Meats, Poultry, Fish, and Eggs		\$4,585,355	\$5,520,215	\$934,860
Dairy Products		\$2,098,083	\$2,525,730	\$427,647
Fruits and Vegetables		\$4,113,484	\$4,952,020	\$838,536
Snacks and Other Food at Home (10)		\$7,448,667	\$8,959,817	\$1,511,150
Food Away from Home		\$14,639,262	\$17,617,248	\$2,977,986
Alcoholic Beverages		\$2,270,147	\$2,730,052	\$459,905

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.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$88,079,261	\$105,600,578	\$17,521,317
Value of Retirement Plans	\$324,469,348	\$389,236,361	\$64,767,013
Value of Other Financial Assets	\$25,382,826	\$30,452,008	\$5,069,182
Vehicle Loan Amount excluding Interest	\$10,842,902	\$13,015,744	\$2,172,842
Value of Credit Card Debt	\$10,261,211	\$12,340,592	\$2,079,381
Health			
Nonprescription Drugs	\$549,108	\$659,716	\$110,608
Prescription Drugs	\$1,141,979	\$1,370,182	\$228,203
Eyeglasses and Contact Lenses	\$338,559	\$406,813	\$68,254
Home			
Mortgage Payment and Basics (11)	\$36,502,620	\$43,801,499	\$7,298,879
Maintenance and Remodeling Services	\$9,576,777	\$11,482,962	\$1,906,185
Maintenance and Remodeling Materials (12)	\$2,006,948	\$2,404,866	\$397,918
Utilities, Fuel, and Public Services	\$18,862,577	\$22,677,166	\$3,814,589
Household Furnishings and Equipment			
Household Textiles (13)	\$387,012	\$465,636	\$78,624
Furniture	\$2,373,084	\$2,852,397	\$479,313
Rugs	\$106,203	\$127,486	\$21,283
Major Appliances (14)	\$1,349,276	\$1,619,176	\$269,900
Housewares (15)	\$311,511	\$374,227	\$62,716
Small Appliances	\$199,955	\$240,535	\$40,580
Luggage	\$61,891	\$74,389	\$12,498
Telephones and Accessories	\$371,845	\$448,268	\$76,423
Household Operations			
Child Care	\$1,962,110	\$2,360,405	\$398,295
Lawn and Garden (16)	\$1,656,585	\$1,985,618	\$329,033
Moving/Storage/Freight Express	\$282,584	\$339,742	\$57,158
Housekeeping Supplies (17)	\$2,921,177	\$3,512,227	\$591,050
Insurance			
Owners and Renters Insurance	\$2,114,102	\$2,533,155	\$419,053
Vehicle Insurance	\$7,295,636	\$8,771,847	\$1,476,211
Life/Other Insurance	\$2,055,263	\$2,466,918	\$411,655
Health Insurance	\$14,815,780	\$17,793,810	\$2,978,030
Personal Care Products (18)	\$1,898,939	\$2,284,535	\$385,596
School Books and Supplies (19)	\$493,490	\$593,618	\$100,128
Smoking Products	\$1,487,617	\$1,790,827	\$303,210
Transportation			
Payments on Vehicles excluding Leases	\$9,621,066	\$11,546,470	\$1,925,404
Gasoline and Motor Oil	\$9,218,763	\$11,082,781	\$1,864,018
Vehicle Maintenance and Repairs	\$4,080,997	\$4,903,942	\$822,945
Travel			
Airline Fares	\$2,302,657	\$2,768,823	\$466,166
Lodging on Trips	\$2,414,870	\$2,898,894	\$484,024
Auto/Truck Rental on Trips	\$197,338	\$237,092	\$39,754
Food and Drink on Trips	\$2,123,453	\$2,551,081	\$427,628

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

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