



Retail Demand Outlook

Blythe city, CA (0607218)
 Blythe city
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Fresh Ambitions (13D)	31.9%	Population	18,455	18,668
Front Porches (8E)	24.3%	Households	4,507	4,591
Southwestern Families (7F)	11.4%	Families	3,166	3,225
Home Improvement (4B)	11.2%	Median Age	33.8	33.9
Middleburg (4C)	9.5%	Median Household Income	\$54,771	\$61,837
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$7,496,721	\$8,849,745	\$1,353,024
Men's		\$1,388,853	\$1,638,228	\$249,375
Women's		\$2,478,175	\$2,923,581	\$445,406
Children's		\$1,178,796	\$1,391,652	\$212,856
Footwear		\$1,781,059	\$2,104,964	\$323,905
Watches & Jewelry		\$518,932	\$612,912	\$93,980
Apparel Products and Services (1)		\$150,907	\$178,408	\$27,501
Computer				
Computers and Hardware for Home Use		\$870,385	\$1,027,303	\$156,918
Portable Memory		\$15,016	\$17,718	\$2,702
Computer Software		\$51,127	\$60,469	\$9,342
Computer Accessories		\$81,440	\$96,049	\$14,609
Entertainment & Recreation		\$11,924,880	\$14,048,698	\$2,123,818
Fees and Admissions		\$2,206,377	\$2,600,093	\$393,716
Membership Fees for Clubs (2)		\$854,903	\$1,007,358	\$152,455
Fees for Participant Sports, excl. Trips		\$369,352	\$434,711	\$65,359
Tickets to Theatre/Operas/Concerts		\$164,792	\$194,246	\$29,454
Tickets to Movies		\$96,046	\$113,247	\$17,201
Tickets to Parks or Museums		\$87,530	\$102,985	\$15,455
Admission to Sporting Events, excl. Trips		\$157,897	\$185,795	\$27,898
Fees for Recreational Lessons		\$471,767	\$556,894	\$85,127
Dating Services		\$4,090	\$4,858	\$768
TV/Video/Audio		\$4,464,869	\$5,261,669	\$796,800
Cable and Satellite Television Services		\$2,827,695	\$3,332,335	\$504,640
Televisions		\$487,296	\$574,222	\$86,926
Satellite Dishes		\$5,536	\$6,503	\$967
VCRs, Video Cameras, and DVD Players		\$15,422	\$18,152	\$2,730
Miscellaneous Video Equipment		\$46,508	\$54,950	\$8,442
Video Cassettes and DVDs		\$22,078	\$26,003	\$3,925
Video Game Hardware/Accessories		\$137,508	\$162,320	\$24,812
Video Game Software		\$69,700	\$82,353	\$12,653
Rental/Streaming/Downloaded Video		\$412,385	\$485,578	\$73,193
Installation of Televisions		\$5,731	\$6,773	\$1,042
Audio (3)		\$425,592	\$501,368	\$75,776
Rental and Repair of TV/Radio/Sound Equipment		\$9,419	\$11,112	\$1,693
Pets		\$2,771,972	\$3,264,449	\$492,477
Toys/Games/Crafts/Hobbies (4)		\$525,659	\$619,830	\$94,171
Recreational Vehicles and Fees (5)		\$400,259	\$470,796	\$70,537
Sports/Recreation/Exercise Equipment (6)		\$882,116	\$1,036,827	\$154,711
Photo Equipment and Supplies (7)		\$153,254	\$180,818	\$27,564
Reading (8)		\$400,324	\$472,202	\$71,878
Catered Affairs (9)		\$120,050	\$142,014	\$21,964
Food		\$35,641,910	\$42,047,271	\$6,405,361
Food at Home		\$23,125,572	\$27,290,908	\$4,165,336
Bakery and Cereal Products		\$2,991,412	\$3,531,645	\$540,233
Meats, Poultry, Fish, and Eggs		\$5,087,222	\$6,004,291	\$917,069
Dairy Products		\$2,229,908	\$2,632,184	\$402,276
Fruits and Vegetables		\$4,628,166	\$5,465,217	\$837,051
Snacks and Other Food at Home (10)		\$8,188,864	\$9,657,570	\$1,468,706
Food Away from Home		\$12,516,338	\$14,756,363	\$2,240,025
Alcoholic Beverages		\$2,111,126	\$2,489,114	\$377,988

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.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$113,004,774	\$133,215,532	\$20,210,758
Value of Retirement Plans	\$398,966,319	\$469,407,810	\$70,441,491
Value of Other Financial Assets	\$24,877,251	\$29,334,258	\$4,457,007
Vehicle Loan Amount excluding Interest	\$11,926,094	\$14,009,914	\$2,083,820
Value of Credit Card Debt	\$10,566,397	\$12,465,827	\$1,899,430
Health			
Nonprescription Drugs	\$530,989	\$624,343	\$93,354
Prescription Drugs	\$1,120,038	\$1,316,404	\$196,366
Eyeglasses and Contact Lenses	\$343,782	\$405,152	\$61,370
Home			
Mortgage Payment and Basics (11)	\$38,894,811	\$45,724,819	\$6,830,008
Maintenance and Remodeling Services	\$10,900,297	\$12,795,867	\$1,895,570
Maintenance and Remodeling Materials (12)	\$2,227,511	\$2,610,368	\$382,857
Utilities, Fuel, and Public Services	\$19,342,224	\$22,785,753	\$3,443,529
Household Furnishings and Equipment			
Household Textiles (13)	\$416,037	\$490,950	\$74,913
Furniture	\$2,658,238	\$3,131,085	\$472,847
Rugs	\$125,396	\$147,842	\$22,446
Major Appliances (14)	\$1,657,579	\$1,949,243	\$291,664
Housewares (15)	\$347,650	\$409,604	\$61,954
Small Appliances	\$255,666	\$301,853	\$46,187
Luggage	\$47,318	\$55,777	\$8,459
Telephones and Accessories	\$363,319	\$428,691	\$65,372
Household Operations			
Child Care	\$1,643,926	\$1,938,530	\$294,604
Lawn and Garden (16)	\$1,951,904	\$2,293,328	\$341,424
Moving/Storage/Freight Express	\$301,622	\$355,338	\$53,716
Housekeeping Supplies (17)	\$3,046,164	\$3,589,352	\$543,188
Insurance			
Owners and Renters Insurance	\$2,312,040	\$2,713,067	\$401,027
Vehicle Insurance	\$7,452,862	\$8,778,124	\$1,325,262
Life/Other Insurance	\$2,061,826	\$2,424,718	\$362,892
Health Insurance	\$15,510,268	\$18,249,948	\$2,739,680
Personal Care Products (18)	\$1,858,977	\$2,192,429	\$333,452
School Books and Supplies (19)	\$443,650	\$522,850	\$79,200
Smoking Products	\$1,501,689	\$1,771,682	\$269,993
Transportation			
Payments on Vehicles excluding Leases	\$9,721,628	\$11,427,370	\$1,705,742
Gasoline and Motor Oil	\$8,565,026	\$10,088,564	\$1,523,538
Vehicle Maintenance and Repairs	\$4,296,221	\$5,060,075	\$763,854
Travel			
Airline Fares	\$1,508,898	\$1,779,115	\$270,217
Lodging on Trips	\$2,185,421	\$2,572,075	\$386,654
Auto/Truck Rental on Trips	\$249,561	\$294,138	\$44,577
Food and Drink on Trips	\$1,764,828	\$2,079,109	\$314,281

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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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