

MARKET REPORT:

Chico Commercial & Consumer Market

Local Demand • Regional Draw • Experience-Based Spending

How can Chico capture more of the spending generated by its local and regional market?

WHAT THE ANALYSIS TELLS US

HOUSEHOLD BUYING POWER

Chico Households Have Significant Spending Capacity

Chico's 44,164 households have an estimated \$3.08 billion in aggregate disposable income, providing a substantial base of local purchasing power.

REGIONAL MARKET REACH

Chico's Opportunity Is to Capture More of the Regional Market

The 60-minute market includes approximately 426,000 people and 161,000 households. The opportunity is to convert that market reach into more frequent visits, longer stays and greater spending in Chico.

FUTURE DEMAND

Consumer Spending Potential Is Forecast to Grow

Selected consumer demand within the 60-minute market is estimated at \$2.45 billion in 2026 and \$2.81 billion by 2031. These figures represent spending potential within the market — not dollars necessarily spent in Chico.

SPENDING CAPTURE

Chico Has Opportunities to Capture More Consumer Spending

Opportunities exist in dining, entertainment, specialty food, wellness, family services, lifestyle retail and other experience-oriented businesses to strengthen Chico's business mix and capture more local, regional and visitor spending.

CHICO ECONOMIC
VITALITY STRATEGY

ABOUT THIS REPORT

Examines Chico's local and regional consumer market, household buying power, projected spending growth, market segments and gaps in the current business mix to identify opportunities for greater commercial and visitor spending capture.