



# Retail Demand Outlook

Jurupa Valley city, CA (0637692)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Villages (7B)	45.4%	Population	105,793	109,226
Forging Opportunity (7D)	14.6%	Households	28,214	29,188
Family Extensions (13B)	9.8%	Families	22,630	23,415
Pleasantville (2B)	7.9%	Median Age	32.5	34.3
Up and Coming Families (7A)	4.8%	Median Household Income	\$82,589	\$95,849
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$65,695,978	\$79,798,224	\$14,102,246
Men's		\$12,923,872	\$15,697,864	\$2,773,992
Women's		\$22,638,202	\$27,495,932	\$4,857,730
Children's		\$10,106,955	\$12,284,300	\$2,177,345
Footwear		\$15,459,733	\$18,771,501	\$3,311,768
Watches & Jewelry		\$3,529,511	\$4,290,162	\$760,651
Apparel Products and Services (1)		\$1,597,246	\$1,938,606	\$341,360
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,811,865	\$7,056,008	\$1,244,143
Portable Memory		\$138,776	\$168,544	\$29,768
Computer Software		\$323,935	\$393,085	\$69,150
Computer Accessories		\$514,365	\$625,155	\$110,790
<b>Entertainment &amp; Recreation</b>		\$97,863,347	\$118,856,270	\$20,992,923
Fees and Admissions		\$24,478,768	\$29,742,374	\$5,263,606
Membership Fees for Clubs (2)		\$7,804,955	\$9,482,392	\$1,677,437
Fees for Participant Sports, excl. Trips		\$3,757,704	\$4,570,219	\$812,515
Tickets to Theatre/Operas/Concerts		\$2,542,892	\$3,086,028	\$543,136
Tickets to Movies		\$1,997,661	\$2,426,981	\$429,320
Tickets to Parks or Museums		\$1,189,762	\$1,445,630	\$255,868
Admission to Sporting Events, excl. Trips		\$2,102,958	\$2,555,738	\$452,780
Fees for Recreational Lessons		\$5,055,220	\$6,141,854	\$1,086,634
Dating Services		\$27,617	\$33,531	\$5,914
TV/Video/Audio		\$34,747,932	\$42,182,947	\$7,435,015
Cable and Satellite Television Services		\$23,080,308	\$28,007,085	\$4,926,777
Televisions		\$3,578,927	\$4,347,207	\$768,280
Satellite Dishes		\$44,114	\$53,683	\$9,569
VCRs, Video Cameras, and DVD Players		\$159,164	\$193,308	\$34,144
Miscellaneous Video Equipment		\$394,650	\$479,860	\$85,210
Video Cassettes and DVDs		\$241,117	\$293,015	\$51,898
Video Game Hardware/Accessories		\$855,476	\$1,039,621	\$184,145
Video Game Software		\$474,013	\$576,157	\$102,144
Rental/Streaming/Downloaded Video		\$2,221,611	\$2,700,469	\$478,858
Installation of Televisions		\$38,632	\$46,775	\$8,143
Audio (3)		\$3,589,234	\$4,360,125	\$770,891
Rental and Repair of TV/Radio/Sound Equipment		\$70,687	\$85,641	\$14,954
Pets		\$20,920,878	\$25,402,515	\$4,481,637
Toys/Games/Crafts/Hobbies (4)		\$3,464,692	\$4,212,877	\$748,185
Recreational Vehicles and Fees (5)		\$3,188,205	\$3,871,940	\$683,735
Sports/Recreation/Exercise Equipment (6)		\$5,452,651	\$6,632,260	\$1,179,609
Photo Equipment and Supplies (7)		\$1,492,715	\$1,814,639	\$321,924
Reading (8)		\$3,138,906	\$3,809,328	\$670,422
Catered Affairs (9)		\$987,090	\$1,197,687	\$210,597
<b>Food</b>		\$293,793,179	\$356,688,672	\$62,895,493
Food at Home		\$169,753,628	\$206,077,709	\$36,324,081
Bakery and Cereal Products		\$21,385,184	\$25,962,974	\$4,577,790
Meats, Poultry, Fish, and Eggs		\$36,705,129	\$44,548,668	\$7,843,539
Dairy Products		\$17,193,593	\$20,871,909	\$3,678,316
Fruits and Vegetables		\$34,032,126	\$41,305,678	\$7,273,552
Snacks and Other Food at Home (10)		\$60,437,596	\$73,388,480	\$12,950,884
Food Away from Home		\$124,039,551	\$150,610,963	\$26,571,412
Alcoholic Beverages		\$19,916,900	\$24,176,104	\$4,259,204

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$902,013,362	\$1,095,017,954	\$193,004,592
Value of Retirement Plans	\$3,005,620,246	\$3,649,975,003	\$644,354,757
Value of Other Financial Assets	\$236,692,891	\$287,138,319	\$50,445,428
Vehicle Loan Amount excluding Interest	\$84,199,391	\$102,359,383	\$18,159,992
Value of Credit Card Debt	\$88,239,046	\$107,119,724	\$18,880,678
<b>Health</b>			
Nonprescription Drugs	\$4,423,118	\$5,369,694	\$946,576
Prescription Drugs	\$8,443,340	\$10,253,521	\$1,810,181
Eyeglasses and Contact Lenses	\$2,816,355	\$3,419,772	\$603,417
<b>Home</b>			
Mortgage Payment and Basics (11)	\$369,293,383	\$448,339,934	\$79,046,551
Maintenance and Remodeling Services	\$94,885,273	\$115,198,021	\$20,312,748
Maintenance and Remodeling Materials (12)	\$18,894,152	\$22,953,691	\$4,059,539
Utilities, Fuel, and Public Services	\$151,423,392	\$183,777,822	\$32,354,430
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,259,434	\$3,957,179	\$697,745
Furniture	\$19,374,193	\$23,533,175	\$4,158,982
Rugs	\$925,147	\$1,124,067	\$198,920
Major Appliances (14)	\$11,950,123	\$14,512,333	\$2,562,210
Housewares (15)	\$2,570,754	\$3,122,755	\$552,001
Small Appliances	\$1,763,965	\$2,140,867	\$376,902
Luggage	\$527,214	\$640,708	\$113,494
Telephones and Accessories	\$3,004,121	\$3,646,014	\$641,893
<b>Household Operations</b>			
Child Care	\$17,942,421	\$21,827,979	\$3,885,558
Lawn and Garden (16)	\$14,404,349	\$17,491,913	\$3,087,564
Moving/Storage/Freight Express	\$2,685,101	\$3,257,955	\$572,854
Housekeeping Supplies (17)	\$23,333,023	\$28,332,945	\$4,999,922
<b>Insurance</b>			
Owners and Renters Insurance	\$17,750,950	\$21,560,733	\$3,809,783
Vehicle Insurance	\$57,900,954	\$70,294,216	\$12,393,262
Life/Other Insurance	\$17,341,125	\$21,063,903	\$3,722,778
Health Insurance	\$120,332,376	\$146,094,544	\$25,762,168
Personal Care Products (18)	\$15,560,751	\$18,895,988	\$3,335,237
School Books and Supplies (19)	\$4,366,753	\$5,301,787	\$935,034
Smoking Products	\$9,300,619	\$11,290,539	\$1,989,920
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$77,571,986	\$94,277,237	\$16,705,251
Gasoline and Motor Oil	\$79,509,014	\$96,498,964	\$16,989,950
Vehicle Maintenance and Repairs	\$33,211,678	\$40,338,283	\$7,126,605
<b>Travel</b>			
Airline Fares	\$21,909,318	\$26,598,716	\$4,689,398
Lodging on Trips	\$22,029,479	\$26,758,471	\$4,728,992
Auto/Truck Rental on Trips	\$1,816,285	\$2,206,424	\$390,139
Food and Drink on Trips	\$19,133,551	\$23,234,652	\$4,101,101

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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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