



# Retail Demand Outlook

Moreno Valley city, CA (0649270)  
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Edge Families (7C)	24.9%	Population	209,849	213,941
Up and Coming Families (7A)	20.0%	Households	56,441	57,655
Urban Villages (7B)	18.3%	Families	46,795	47,771
Home Improvement (4B)	12.6%	Median Age	31.5	33.0
Forging Opportunity (7D)	4.9%	Median Household Income	\$77,716	\$89,986
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$123,366,162	\$149,669,530	\$26,303,368
Men's		\$24,132,295	\$29,276,842	\$5,144,547
Women's		\$42,024,623	\$50,989,815	\$8,965,192
Children's		\$19,775,730	\$23,995,568	\$4,219,838
Footwear		\$28,890,475	\$35,039,449	\$6,148,974
Watches & Jewelry		\$6,694,259	\$8,125,678	\$1,431,419
Apparel Products and Services (1)		\$2,859,069	\$3,468,029	\$608,960
<b>Computer</b>				
Computers and Hardware for Home Use		\$10,534,533	\$12,783,407	\$2,248,874
Portable Memory		\$255,806	\$310,372	\$54,566
Computer Software		\$576,755	\$699,529	\$122,774
Computer Accessories		\$1,042,765	\$1,265,701	\$222,936
<b>Entertainment &amp; Recreation</b>		\$182,141,273	\$221,067,726	\$38,926,453
Fees and Admissions		\$44,404,823	\$53,904,075	\$9,499,252
Membership Fees for Clubs (2)		\$14,206,502	\$17,243,120	\$3,036,618
Fees for Participant Sports, excl. Trips		\$7,193,610	\$8,733,004	\$1,539,394
Tickets to Theatre/Operas/Concerts		\$4,452,539	\$5,404,566	\$952,027
Tickets to Movies		\$3,774,007	\$4,580,185	\$806,178
Tickets to Parks or Museums		\$2,227,939	\$2,704,043	\$476,104
Admission to Sporting Events, excl. Trips		\$3,670,173	\$4,456,864	\$786,691
Fees for Recreational Lessons		\$8,827,048	\$10,718,096	\$1,891,048
Dating Services		\$53,005	\$64,199	\$11,194
TV/Video/Audio		\$66,079,133	\$80,186,006	\$14,106,873
Cable and Satellite Television Services		\$43,530,678	\$52,822,054	\$9,291,376
Televisions		\$7,009,046	\$8,506,488	\$1,497,442
Satellite Dishes		\$90,432	\$109,781	\$19,349
VCRs, Video Cameras, and DVD Players		\$294,080	\$356,873	\$62,793
Miscellaneous Video Equipment		\$787,196	\$955,393	\$168,197
Video Cassettes and DVDs		\$476,299	\$578,013	\$101,714
Video Game Hardware/Accessories		\$1,694,685	\$2,055,505	\$360,820
Video Game Software		\$938,875	\$1,138,711	\$199,836
Rental/Streaming/Downloaded Video		\$4,392,676	\$5,330,096	\$937,420
Installation of Televisions		\$58,733	\$71,319	\$12,586
Audio (3)		\$6,676,428	\$8,104,151	\$1,427,723
Rental and Repair of TV/Radio/Sound Equipment		\$130,007	\$157,623	\$27,616
Pets		\$38,596,464	\$46,845,819	\$8,249,355
Toys/Games/Crafts/Hobbies (4)		\$6,843,823	\$8,305,699	\$1,461,876
Recreational Vehicles and Fees (5)		\$5,699,468	\$6,922,349	\$1,222,881
Sports/Recreation/Exercise Equipment (6)		\$10,552,101	\$12,810,529	\$2,258,428
Photo Equipment and Supplies (7)		\$2,782,713	\$3,377,606	\$594,893
Reading (8)		\$5,595,082	\$6,789,788	\$1,194,706
Catered Affairs (9)		\$1,601,046	\$1,942,061	\$341,015
<b>Food</b>		\$544,539,342	\$660,648,504	\$116,109,162
Food at Home		\$315,861,860	\$383,199,998	\$67,338,138
Bakery and Cereal Products		\$39,913,876	\$48,424,038	\$8,510,162
Meats, Poultry, Fish, and Eggs		\$67,829,925	\$82,285,951	\$14,456,026
Dairy Products		\$31,600,261	\$38,337,125	\$6,736,864
Fruits and Vegetables		\$62,402,648	\$75,703,468	\$13,300,820
Snacks and Other Food at Home (10)		\$114,115,149	\$138,449,415	\$24,334,266
Food Away from Home		\$228,677,482	\$277,448,506	\$48,771,024
Alcoholic Beverages		\$35,400,906	\$42,954,009	\$7,553,103

**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	\$1,568,020,878	\$1,904,403,486	\$336,382,608
Value of Retirement Plans	\$5,399,746,733	\$6,558,349,677	\$1,158,602,944
Value of Other Financial Assets	\$416,786,562	\$505,847,493	\$89,060,931
Vehicle Loan Amount excluding Interest	\$173,673,065	\$210,762,407	\$37,089,342
Value of Credit Card Debt	\$159,873,980	\$194,001,601	\$34,127,621
<b>Health</b>			
Nonprescription Drugs	\$8,322,948	\$10,099,032	\$1,776,084
Prescription Drugs	\$16,752,483	\$20,335,761	\$3,583,278
Eyeglasses and Contact Lenses	\$5,266,541	\$6,392,963	\$1,126,422
<b>Home</b>			
Mortgage Payment and Basics (11)	\$656,424,519	\$797,410,284	\$140,985,765
Maintenance and Remodeling Services	\$169,288,295	\$205,642,551	\$36,354,256
Maintenance and Remodeling Materials (12)	\$35,832,050	\$43,526,052	\$7,694,002
Utilities, Fuel, and Public Services	\$287,879,950	\$349,342,546	\$61,462,596
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$6,011,729	\$7,295,579	\$1,283,850
Furniture	\$37,542,186	\$45,566,698	\$8,024,512
Rugs	\$1,740,625	\$2,113,527	\$372,902
Major Appliances (14)	\$22,719,426	\$27,587,033	\$4,867,607
Housewares (15)	\$5,026,139	\$6,099,818	\$1,073,679
Small Appliances	\$3,196,405	\$3,878,068	\$681,663
Luggage	\$1,030,125	\$1,250,073	\$219,948
Telephones and Accessories	\$5,446,994	\$6,608,001	\$1,161,007
<b>Household Operations</b>			
Child Care	\$33,225,693	\$40,333,813	\$7,108,120
Lawn and Garden (16)	\$27,109,805	\$32,924,512	\$5,814,707
Moving/Storage/Freight Express	\$4,777,422	\$5,795,367	\$1,017,945
Housekeeping Supplies (17)	\$44,827,032	\$54,395,125	\$9,568,093
<b>Insurance</b>			
Owners and Renters Insurance	\$34,846,185	\$42,325,496	\$7,479,311
Vehicle Insurance	\$112,925,758	\$137,024,425	\$24,098,667
Life/Other Insurance	\$32,485,193	\$39,447,332	\$6,962,139
Health Insurance	\$228,813,419	\$277,736,021	\$48,922,602
Personal Care Products (18)	\$29,396,676	\$35,668,454	\$6,271,778
School Books and Supplies (19)	\$8,115,311	\$9,845,891	\$1,730,580
Smoking Products	\$18,285,830	\$22,171,770	\$3,885,940
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$157,024,035	\$190,609,237	\$33,585,202
Gasoline and Motor Oil	\$147,953,597	\$179,514,111	\$31,560,514
Vehicle Maintenance and Repairs	\$64,393,281	\$78,147,118	\$13,753,837
<b>Travel</b>			
Airline Fares	\$38,884,608	\$47,199,214	\$8,314,606
Lodging on Trips	\$40,532,371	\$49,211,089	\$8,678,718
Auto/Truck Rental on Trips	\$3,381,088	\$4,103,609	\$722,521
Food and Drink on Trips	\$35,170,698	\$42,691,592	\$7,520,894

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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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