



Retail Demand Outlook

Norco city, CA (0651560)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	45.8%	Population	26,351	26,529
Home Improvement (4B)	15.6%	Households	7,028	7,096
Professional Pride (1B)	15.1%	Families	5,485	5,540
Savvy Suburbanites (1D)	9.8%	Median Age	38.6	39.4
Urban Villages (7B)	6.3%	Median Household Income	\$115,514	\$127,420
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$22,772,275	\$26,038,539	\$3,266,264
Men's		\$4,402,912	\$5,033,987	\$631,075
Women's		\$8,038,129	\$9,191,107	\$1,152,978
Children's		\$3,268,850	\$3,736,615	\$467,765
Footwear		\$5,313,217	\$6,076,704	\$763,487
Watches & Jewelry		\$1,340,945	\$1,532,962	\$192,017
Apparel Products and Services (1)		\$609,103	\$696,821	\$87,718
Computer				
Computers and Hardware for Home Use		\$1,903,008	\$2,175,898	\$272,890
Portable Memory		\$45,393	\$51,892	\$6,499
Computer Software		\$107,728	\$123,238	\$15,510
Computer Accessories		\$191,009	\$218,345	\$27,336
Entertainment & Recreation		\$35,069,224	\$40,098,386	\$5,029,162
Fees and Admissions		\$9,172,645	\$10,489,434	\$1,316,789
Membership Fees for Clubs (2)		\$2,991,059	\$3,420,367	\$429,308
Fees for Participant Sports, excl. Trips		\$1,372,795	\$1,569,008	\$196,213
Tickets to Theatre/Operas/Concerts		\$1,039,505	\$1,189,440	\$149,935
Tickets to Movies		\$609,652	\$696,742	\$87,090
Tickets to Parks or Museums		\$380,626	\$435,104	\$54,478
Admission to Sporting Events, excl. Trips		\$797,453	\$911,662	\$114,209
Fees for Recreational Lessons		\$1,969,552	\$2,253,360	\$283,808
Dating Services		\$12,005	\$13,750	\$1,745
TV/Video/Audio		\$11,979,093	\$13,696,054	\$1,716,961
Cable and Satellite Television Services		\$8,275,403	\$9,463,529	\$1,188,126
Televisions		\$1,139,845	\$1,302,516	\$162,671
Satellite Dishes		\$14,365	\$16,404	\$2,039
VCRs, Video Cameras, and DVD Players		\$49,691	\$56,789	\$7,098
Miscellaneous Video Equipment		\$170,197	\$194,710	\$24,513
Video Cassettes and DVDs		\$72,369	\$82,679	\$10,310
Video Game Hardware/Accessories		\$258,122	\$294,979	\$36,857
Video Game Software		\$140,593	\$160,668	\$20,075
Rental/Streaming/Downloaded Video		\$663,189	\$757,577	\$94,388
Installation of Televisions		\$10,796	\$12,348	\$1,552
Audio (3)		\$1,162,163	\$1,328,280	\$166,117
Rental and Repair of TV/Radio/Sound Equipment		\$22,362	\$25,574	\$3,212
Pets		\$7,556,999	\$8,640,677	\$1,083,678
Toys/Games/Crafts/Hobbies (4)		\$1,155,913	\$1,321,144	\$165,231
Recreational Vehicles and Fees (5)		\$1,425,631	\$1,631,047	\$205,416
Sports/Recreation/Exercise Equipment (6)		\$1,787,764	\$2,042,765	\$255,001
Photo Equipment and Supplies (7)		\$496,639	\$567,690	\$71,051
Reading (8)		\$1,141,144	\$1,305,147	\$164,003
Catered Affairs (9)		\$356,024	\$407,437	\$51,413
Food		\$97,820,996	\$111,847,503	\$14,026,507
Food at Home		\$57,359,274	\$65,588,870	\$8,229,596
Bakery and Cereal Products		\$7,432,381	\$8,499,788	\$1,067,407
Meats, Poultry, Fish, and Eggs		\$12,431,799	\$14,216,557	\$1,784,758
Dairy Products		\$5,844,147	\$6,683,117	\$838,970
Fruits and Vegetables		\$11,443,802	\$13,086,843	\$1,643,041
Snacks and Other Food at Home (10)		\$20,207,145	\$23,102,565	\$2,895,420
Food Away from Home		\$40,461,722	\$46,258,633	\$5,796,911
Alcoholic Beverages		\$7,189,518	\$8,222,287	\$1,032,769

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	\$336,437,246	\$384,578,264	\$48,141,018
Value of Retirement Plans	\$1,278,704,383	\$1,462,204,891	\$183,500,508
Value of Other Financial Assets	\$103,325,621	\$118,202,173	\$14,876,552
Vehicle Loan Amount excluding Interest	\$27,234,300	\$31,113,367	\$3,879,067
Value of Credit Card Debt	\$30,928,316	\$35,368,696	\$4,440,380
Health			
Nonprescription Drugs	\$1,456,198	\$1,664,325	\$208,127
Prescription Drugs	\$3,148,211	\$3,598,710	\$450,499
Eyeglasses and Contact Lenses	\$1,039,195	\$1,188,183	\$148,988
Home			
Mortgage Payment and Basics (11)	\$139,801,343	\$159,885,406	\$20,084,063
Maintenance and Remodeling Services	\$36,405,904	\$41,629,023	\$5,223,119
Maintenance and Remodeling Materials (12)	\$6,946,605	\$7,940,566	\$993,961
Utilities, Fuel, and Public Services	\$51,303,333	\$58,657,965	\$7,354,632
Household Furnishings and Equipment			
Household Textiles (13)	\$1,114,707	\$1,274,625	\$159,918
Furniture	\$6,954,097	\$7,950,543	\$996,446
Rugs	\$379,364	\$433,854	\$54,490
Major Appliances (14)	\$4,262,635	\$4,872,565	\$609,930
Housewares (15)	\$938,999	\$1,073,530	\$134,531
Small Appliances	\$538,979	\$616,106	\$77,127
Luggage	\$183,747	\$210,072	\$26,325
Telephones and Accessories	\$1,161,659	\$1,328,585	\$166,926
Household Operations			
Child Care	\$6,435,263	\$7,359,168	\$923,905
Lawn and Garden (16)	\$5,691,796	\$6,507,860	\$816,064
Moving/Storage/Freight Express	\$693,088	\$791,811	\$98,723
Housekeeping Supplies (17)	\$8,073,560	\$9,229,994	\$1,156,434
Insurance			
Owners and Renters Insurance	\$6,706,532	\$7,665,696	\$959,164
Vehicle Insurance	\$18,650,531	\$21,318,254	\$2,667,723
Life/Other Insurance	\$7,014,797	\$8,021,283	\$1,006,486
Health Insurance	\$43,491,855	\$49,725,739	\$6,233,884
Personal Care Products (18)	\$5,211,523	\$5,958,268	\$746,745
School Books and Supplies (19)	\$1,384,552	\$1,582,808	\$198,256
Smoking Products	\$3,079,155	\$3,520,471	\$441,316
Transportation			
Payments on Vehicles excluding Leases	\$25,821,702	\$29,504,493	\$3,682,791
Gasoline and Motor Oil	\$24,368,741	\$27,855,168	\$3,486,427
Vehicle Maintenance and Repairs	\$11,263,699	\$12,874,705	\$1,611,006
Travel			
Airline Fares	\$7,658,594	\$8,757,405	\$1,098,811
Lodging on Trips	\$8,528,135	\$9,751,958	\$1,223,823
Auto/Truck Rental on Trips	\$653,111	\$746,752	\$93,641
Food and Drink on Trips	\$6,904,061	\$7,893,962	\$989,901

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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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