



Retail Demand Outlook

Norco city, CA (0651560)
 Norco city
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Pleasantville (2B)	45.5%	Population	26,265	26,254
Home Improvement (4B)	15.7%	Households	7,007	7,012
Professional Pride (1B)	15.2%	Families	5,424	5,424
Savvy Suburbanites (1D)	9.8%	Median Age	38.8	39.6
Urban Villages (7B)	6.4%	Median Household Income	\$116,056	\$128,608
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$20,549,872	\$23,375,742	\$2,825,870
Men's		\$3,791,105	\$4,312,606	\$521,501
Women's		\$6,996,840	\$7,958,944	\$962,104
Children's		\$2,956,563	\$3,363,813	\$407,250
Footwear		\$4,644,388	\$5,282,693	\$638,305
Watches & Jewelry		\$1,740,517	\$1,979,470	\$238,953
Apparel Products and Services (1)		\$420,459	\$478,217	\$57,758
Computer				
Computers and Hardware for Home Use		\$2,407,660	\$2,738,732	\$331,072
Portable Memory		\$41,341	\$47,031	\$5,690
Computer Software		\$132,269	\$150,441	\$18,172
Computer Accessories		\$233,258	\$265,338	\$32,080
Entertainment & Recreation		\$35,316,911	\$40,176,050	\$4,859,139
Fees and Admissions		\$7,614,526	\$8,661,732	\$1,047,206
Membership Fees for Clubs (2)		\$2,883,097	\$3,279,731	\$396,634
Fees for Participant Sports, excl. Trips		\$1,262,442	\$1,436,177	\$173,735
Tickets to Theatre/Operas/Concerts		\$580,191	\$659,907	\$79,716
Tickets to Movies		\$257,114	\$292,515	\$35,401
Tickets to Parks or Museums		\$251,819	\$286,576	\$34,757
Admission to Sporting Events, excl. Trips		\$634,266	\$721,473	\$87,207
Fees for Recreational Lessons		\$1,737,286	\$1,975,900	\$238,614
Dating Services		\$8,311	\$9,454	\$1,143
TV/Video/Audio		\$11,849,793	\$13,480,242	\$1,630,449
Cable and Satellite Television Services		\$7,593,770	\$8,637,918	\$1,044,148
Televisions		\$1,252,714	\$1,425,180	\$172,466
Satellite Dishes		\$12,580	\$14,317	\$1,737
VCRs, Video Cameras, and DVD Players		\$42,326	\$48,155	\$5,829
Miscellaneous Video Equipment		\$118,791	\$135,137	\$16,346
Video Cassettes and DVDs		\$55,097	\$62,692	\$7,595
Video Game Hardware/Accessories		\$314,166	\$357,457	\$43,291
Video Game Software		\$150,112	\$170,792	\$20,680
Rental/Streaming/Downloaded Video		\$1,014,114	\$1,154,024	\$139,910
Installation of Televisions		\$16,696	\$18,992	\$2,296
Audio (3)		\$1,260,586	\$1,434,145	\$173,559
Rental and Repair of TV/Radio/Sound Equipment		\$18,840	\$21,433	\$2,593
Pets		\$8,430,622	\$9,589,976	\$1,159,354
Toys/Games/Crafts/Hobbies (4)		\$1,384,335	\$1,575,039	\$190,704
Recreational Vehicles and Fees (5)		\$1,539,871	\$1,751,590	\$211,719
Sports/Recreation/Exercise Equipment (6)		\$2,535,888	\$2,885,845	\$349,957
Photo Equipment and Supplies (7)		\$442,233	\$503,094	\$60,861
Reading (8)		\$1,231,720	\$1,400,988	\$169,268
Catered Affairs (9)		\$287,923	\$327,544	\$39,621
Food		\$96,418,760	\$109,678,828	\$13,260,068
Food at Home		\$62,248,595	\$70,807,605	\$8,559,010
Bakery and Cereal Products		\$8,109,852	\$9,224,761	\$1,114,909
Meats, Poultry, Fish, and Eggs		\$13,477,697	\$15,330,364	\$1,852,667
Dairy Products		\$6,092,455	\$6,929,992	\$837,537
Fruits and Vegetables		\$12,576,453	\$14,304,942	\$1,728,489
Snacks and Other Food at Home (10)		\$21,992,138	\$25,017,546	\$3,025,408
Food Away from Home		\$34,170,164	\$38,871,224	\$4,701,060
Alcoholic Beverages		\$6,750,063	\$7,677,670	\$927,607

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.



Retail Demand Outlook

Norco city, CA (0651560)
 Norco city
 Geography: Place

Prepared by Esri

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$456,055,719	\$518,656,611	\$62,600,892
Value of Retirement Plans	\$1,557,418,977	\$1,771,557,348	\$214,138,371
Value of Other Financial Assets	\$97,140,990	\$110,460,933	\$13,319,943
Vehicle Loan Amount excluding Interest	\$29,705,028	\$33,804,463	\$4,099,435
Value of Credit Card Debt	\$30,050,366	\$34,182,976	\$4,132,610
Health			
Nonprescription Drugs	\$1,395,398	\$1,587,718	\$192,320
Prescription Drugs	\$3,019,347	\$3,435,222	\$415,875
Eyeglasses and Contact Lenses	\$1,024,628	\$1,165,583	\$140,955
Home			
Mortgage Payment and Basics (11)	\$142,429,422	\$162,011,176	\$19,581,754
Maintenance and Remodeling Services	\$40,504,398	\$46,076,902	\$5,572,504
Maintenance and Remodeling Materials (12)	\$7,152,284	\$8,138,514	\$986,230
Utilities, Fuel, and Public Services	\$51,310,578	\$58,369,457	\$7,058,879
Household Furnishings and Equipment			
Household Textiles (13)	\$1,133,330	\$1,289,220	\$155,890
Furniture	\$7,414,324	\$8,435,459	\$1,021,135
Rugs	\$435,072	\$494,839	\$59,767
Major Appliances (14)	\$4,929,275	\$5,607,790	\$678,515
Housewares (15)	\$1,020,339	\$1,160,725	\$140,386
Small Appliances	\$634,966	\$722,296	\$87,330
Luggage	\$133,965	\$152,396	\$18,431
Telephones and Accessories	\$984,029	\$1,119,400	\$135,371
Household Operations			
Child Care	\$5,397,396	\$6,140,486	\$743,090
Lawn and Garden (16)	\$6,676,183	\$7,594,262	\$918,079
Moving/Storage/Freight Express	\$770,922	\$877,033	\$106,111
Housekeeping Supplies (17)	\$8,452,536	\$9,615,365	\$1,162,829
Insurance			
Owners and Renters Insurance	\$7,211,588	\$8,204,866	\$993,278
Vehicle Insurance	\$18,494,050	\$21,039,837	\$2,545,787
Life/Other Insurance	\$6,871,227	\$7,816,532	\$945,305
Health Insurance	\$44,274,879	\$50,368,767	\$6,093,888
Personal Care Products (18)	\$5,105,727	\$5,807,910	\$702,183
School Books and Supplies (19)	\$1,196,130	\$1,360,822	\$164,692
Smoking Products	\$2,940,180	\$3,345,240	\$405,060
Transportation			
Payments on Vehicles excluding Leases	\$25,393,883	\$28,895,336	\$3,501,453
Gasoline and Motor Oil	\$21,480,610	\$24,437,355	\$2,956,745
Vehicle Maintenance and Repairs	\$11,422,466	\$12,995,177	\$1,572,711
Travel			
Airline Fares	\$4,720,362	\$5,369,488	\$649,126
Lodging on Trips	\$7,130,192	\$8,111,358	\$981,166
Auto/Truck Rental on Trips	\$759,647	\$864,230	\$104,583
Food and Drink on Trips	\$5,368,308	\$6,106,982	\$738,674

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.



Retail Demand Outlook

Norco city, CA (0651560)
Norco city
Geography: Place

Prepared by Esri

- (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.

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.