



# Retail Demand Outlook

Eastvale city, CA (0621230)  
 Eastvale city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	91.1%	Population	70,576	71,630
Up and Coming Families (7A)	8.9%	Households	17,987	18,277
	0.0%	Families	15,909	16,141
	0.0%	Median Age	32.6	33.1
	0.0%	Median Household Income	\$139,497	\$156,392
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$62,751,166	\$72,595,705	\$9,844,539
Men's		\$11,945,570	\$13,819,403	\$1,873,833
Women's		\$21,023,228	\$24,320,188	\$3,296,960
Children's		\$10,456,213	\$12,098,950	\$1,642,737
Footwear		\$13,848,836	\$16,021,730	\$2,172,894
Watches & Jewelry		\$4,390,274	\$5,077,983	\$687,709
Apparel Products and Services (1)		\$1,087,046	\$1,257,450	\$170,404
<b>Computer</b>				
Computers and Hardware for Home Use		\$7,669,958	\$8,872,903	\$1,202,945
Portable Memory		\$131,749	\$152,422	\$20,673
Computer Software		\$376,229	\$435,256	\$59,027
Computer Accessories		\$708,097	\$819,287	\$111,190
<b>Entertainment &amp; Recreation</b>		\$110,010,683	\$127,261,510	\$17,250,827
Fees and Admissions		\$23,648,559	\$27,352,076	\$3,703,517
Membership Fees for Clubs (2)		\$8,868,354	\$10,256,207	\$1,387,853
Fees for Participant Sports, excl. Trips		\$3,963,841	\$4,584,981	\$621,140
Tickets to Theatre/Operas/Concerts		\$1,523,734	\$1,762,683	\$238,949
Tickets to Movies		\$949,656	\$1,098,861	\$149,205
Tickets to Parks or Museums		\$996,713	\$1,153,415	\$156,702
Admission to Sporting Events, excl. Trips		\$1,670,015	\$1,931,428	\$261,413
Fees for Recreational Lessons		\$5,654,103	\$6,538,877	\$884,774
Dating Services		\$22,143	\$25,624	\$3,481
TV/Video/Audio		\$35,540,928	\$41,121,695	\$5,580,767
Cable and Satellite Television Services		\$20,816,385	\$24,084,816	\$3,268,431
Televisions		\$4,147,570	\$4,799,172	\$651,602
Satellite Dishes		\$53,380	\$61,758	\$8,378
VCRs, Video Cameras, and DVD Players		\$150,214	\$173,772	\$23,558
Miscellaneous Video Equipment		\$354,992	\$410,601	\$55,609
Video Cassettes and DVDs		\$206,643	\$239,166	\$32,523
Video Game Hardware/Accessories		\$1,098,814	\$1,271,710	\$172,896
Video Game Software		\$515,185	\$596,273	\$81,088
Rental/Streaming/Downloaded Video		\$3,897,675	\$4,510,103	\$612,428
Installation of Televisions		\$52,271	\$60,436	\$8,165
Audio (3)		\$4,194,695	\$4,852,461	\$657,766
Rental and Repair of TV/Radio/Sound Equipment		\$53,103	\$61,428	\$8,325
Pets		\$24,872,171	\$28,768,366	\$3,896,195
Toys/Games/Crafts/Hobbies (4)		\$4,720,165	\$5,461,785	\$741,620
Recreational Vehicles and Fees (5)		\$4,437,855	\$5,132,378	\$694,523
Sports/Recreation/Exercise Equipment (6)		\$11,108,397	\$12,851,443	\$1,743,046
Photo Equipment and Supplies (7)		\$1,406,344	\$1,627,050	\$220,706
Reading (8)		\$3,274,943	\$3,788,480	\$513,537
Catered Affairs (9)		\$1,001,320	\$1,158,237	\$156,917
<b>Food</b>		\$291,484,577	\$337,224,578	\$45,740,001
Food at Home		\$180,824,452	\$209,201,862	\$28,377,410
Bakery and Cereal Products		\$22,902,428	\$26,497,061	\$3,594,633
Meats, Poultry, Fish, and Eggs		\$38,456,832	\$44,492,507	\$6,035,675
Dairy Products		\$17,449,026	\$20,187,127	\$2,738,101
Fruits and Vegetables		\$35,393,932	\$40,946,945	\$5,553,013
Snacks and Other Food at Home (10)		\$66,622,235	\$77,078,221	\$10,455,986
Food Away from Home		\$110,660,125	\$128,022,715	\$17,362,590
Alcoholic Beverages		\$18,570,488	\$21,477,672	\$2,907,184

**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.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,038,654,701	\$1,200,815,540	\$162,160,839
Value of Retirement Plans	\$3,978,055,785	\$4,600,200,178	\$622,144,393
Value of Other Financial Assets	\$219,619,325	\$253,895,697	\$34,276,372
Vehicle Loan Amount excluding Interest	\$120,191,242	\$139,073,824	\$18,882,582
Value of Credit Card Debt	\$85,000,207	\$98,332,344	\$13,332,137
<b>Health</b>			
Nonprescription Drugs	\$4,653,609	\$5,384,537	\$730,928
Prescription Drugs	\$8,861,893	\$10,254,437	\$1,392,544
Eyeglasses and Contact Lenses	\$2,878,638	\$3,330,289	\$451,651
<b>Home</b>			
Mortgage Payment and Basics (11)	\$422,647,737	\$488,848,306	\$66,200,569
Maintenance and Remodeling Services	\$125,726,484	\$145,412,815	\$19,686,331
Maintenance and Remodeling Materials (12)	\$24,961,228	\$28,879,840	\$3,918,612
Utilities, Fuel, and Public Services	\$154,129,130	\$178,340,382	\$24,211,252
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,474,283	\$4,019,495	\$545,212
Furniture	\$24,208,620	\$28,009,372	\$3,800,752
Rugs	\$1,150,149	\$1,330,356	\$180,207
Major Appliances (14)	\$15,589,724	\$18,036,561	\$2,446,837
Housewares (15)	\$3,200,101	\$3,702,135	\$502,034
Small Appliances	\$2,011,839	\$2,327,780	\$315,941
Luggage	\$440,089	\$509,176	\$69,087
Telephones and Accessories	\$2,852,263	\$3,299,730	\$447,467
<b>Household Operations</b>			
Child Care	\$18,852,070	\$21,802,738	\$2,950,668
Lawn and Garden (16)	\$19,219,468	\$22,229,479	\$3,010,011
Moving/Storage/Freight Express	\$2,501,855	\$2,894,372	\$392,517
Housekeeping Supplies (17)	\$25,179,077	\$29,131,362	\$3,952,285
<b>Insurance</b>			
Owners and Renters Insurance	\$22,496,107	\$26,024,909	\$3,528,802
Vehicle Insurance	\$61,063,460	\$70,661,770	\$9,598,310
Life/Other Insurance	\$19,734,789	\$22,827,369	\$3,092,580
Health Insurance	\$132,034,026	\$152,754,402	\$20,720,376
Personal Care Products (18)	\$15,685,344	\$18,146,455	\$2,461,111
School Books and Supplies (19)	\$4,044,862	\$4,679,817	\$634,955
Smoking Products	\$8,799,563	\$10,185,029	\$1,385,466
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$92,515,919	\$107,049,290	\$14,533,371
Gasoline and Motor Oil	\$70,527,999	\$81,609,508	\$11,081,509
Vehicle Maintenance and Repairs	\$36,927,482	\$42,727,383	\$5,799,901
<b>Travel</b>			
Airline Fares	\$15,023,695	\$17,376,515	\$2,352,820
Lodging on Trips	\$22,435,510	\$25,949,168	\$3,513,658
Auto/Truck Rental on Trips	\$2,455,096	\$2,839,727	\$384,631
Food and Drink on Trips	\$16,863,185	\$19,506,141	\$2,642,956

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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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