



# Retail Demand Outlook

Jurupa Valley city, CA (0637692)  
 Jurupa Valley city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Urban Villages (7B)	45.4%	Population	107,919	111,009
Forging Opportunity (7D)	14.6%	Households	28,737	29,551
Family Extensions (13B)	9.6%	Families	23,208	23,874
Pleasantville (2B)	7.8%	Median Age	32.8	34.6
Up and Coming Families (7A)	4.8%	Median Household Income	\$87,543	\$99,828
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$67,083,502	\$78,590,821	\$11,507,319
Men's		\$12,774,471	\$14,965,232	\$2,190,761
Women's		\$23,405,385	\$27,412,002	\$4,006,617
Children's		\$9,729,984	\$11,413,566	\$1,683,582
Footwear		\$15,235,623	\$17,845,196	\$2,609,573
Watches & Jewelry		\$4,671,439	\$5,471,969	\$800,530
Apparel Products and Services (1)		\$1,266,601	\$1,482,856	\$216,255
<b>Computer</b>				
Computers and Hardware for Home Use		\$8,375,802	\$9,812,033	\$1,436,231
Portable Memory		\$138,606	\$162,436	\$23,830
Computer Software		\$452,395	\$529,721	\$77,326
Computer Accessories		\$764,647	\$895,861	\$131,214
<b>Entertainment &amp; Recreation</b>		\$111,530,047	\$130,710,957	\$19,180,910
Fees and Admissions		\$21,808,936	\$25,576,081	\$3,767,145
Membership Fees for Clubs (2)		\$8,062,189	\$9,454,159	\$1,391,970
Fees for Participant Sports, excl. Trips		\$3,602,548	\$4,226,245	\$623,697
Tickets to Theatre/Operas/Concerts		\$1,614,379	\$1,891,443	\$277,064
Tickets to Movies		\$966,538	\$1,132,908	\$166,370
Tickets to Parks or Museums		\$869,590	\$1,020,881	\$151,291
Admission to Sporting Events, excl. Trips		\$1,533,925	\$1,798,766	\$264,841
Fees for Recreational Lessons		\$5,135,431	\$6,023,183	\$887,752
Dating Services		\$24,337	\$28,497	\$4,160
TV/Video/Audio		\$39,214,693	\$45,931,699	\$6,717,006
Cable and Satellite Television Services		\$24,030,158	\$28,135,833	\$4,105,675
Televisions		\$4,527,336	\$5,303,792	\$776,456
Satellite Dishes		\$53,874	\$63,117	\$9,243
VCRs, Video Cameras, and DVD Players		\$182,214	\$213,327	\$31,113
Miscellaneous Video Equipment		\$337,657	\$395,925	\$58,268
Video Cassettes and DVDs		\$201,390	\$236,165	\$34,775
Video Game Hardware/Accessories		\$1,171,353	\$1,372,654	\$201,301
Video Game Software		\$581,775	\$681,645	\$99,870
Rental/Streaming/Downloaded Video		\$3,836,035	\$4,497,284	\$661,249
Installation of Televisions		\$53,475	\$62,644	\$9,169
Audio (3)		\$4,167,125	\$4,884,735	\$717,610
Rental and Repair of TV/Radio/Sound Equipment		\$72,302	\$84,577	\$12,275
Pets		\$27,075,380	\$31,715,714	\$4,640,334
Toys/Games/Crafts/Hobbies (4)		\$4,579,639	\$5,370,545	\$790,906
Recreational Vehicles and Fees (5)		\$4,062,421	\$4,764,252	\$701,831
Sports/Recreation/Exercise Equipment (6)		\$8,436,617	\$9,912,495	\$1,475,878
Photo Equipment and Supplies (7)		\$1,391,224	\$1,631,114	\$239,890
Reading (8)		\$3,895,704	\$4,561,077	\$665,373
Catered Affairs (9)		\$1,065,433	\$1,247,980	\$182,547
<b>Food</b>		\$322,003,987	\$377,175,061	\$55,171,074
Food at Home		\$205,753,449	\$240,969,126	\$35,215,677
Bakery and Cereal Products		\$25,912,612	\$30,349,775	\$4,437,163
Meats, Poultry, Fish, and Eggs		\$45,103,324	\$52,812,290	\$7,708,966
Dairy Products		\$19,912,097	\$23,320,462	\$3,408,365
Fruits and Vegetables		\$41,788,723	\$48,930,645	\$7,141,922
Snacks and Other Food at Home (10)		\$73,036,693	\$85,555,955	\$12,519,262
Food Away from Home		\$116,250,539	\$136,205,934	\$19,955,395
Alcoholic Beverages		\$20,890,993	\$24,464,297	\$3,573,304

**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.

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,206,312,405	\$1,411,904,092	\$205,591,687
Value of Retirement Plans	\$3,967,690,096	\$4,649,502,353	\$681,812,257
Value of Other Financial Assets	\$315,542,005	\$368,924,715	\$53,382,710
Vehicle Loan Amount excluding Interest	\$105,767,184	\$124,092,806	\$18,325,622
Value of Credit Card Debt	\$94,843,199	\$111,093,039	\$16,249,840
<b>Health</b>			
Nonprescription Drugs	\$4,597,297	\$5,388,904	\$791,607
Prescription Drugs	\$9,159,220	\$10,731,630	\$1,572,410
Eyeglasses and Contact Lenses	\$3,042,764	\$3,564,976	\$522,212
<b>Home</b>			
Mortgage Payment and Basics (11)	\$424,287,577	\$497,233,019	\$72,945,442
Maintenance and Remodeling Services	\$118,995,160	\$139,503,598	\$20,508,438
Maintenance and Remodeling Materials (12)	\$22,185,482	\$26,029,089	\$3,843,607
Utilities, Fuel, and Public Services	\$170,742,053	\$199,982,960	\$29,240,907
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,724,577	\$4,363,547	\$638,970
Furniture	\$23,875,817	\$27,991,167	\$4,115,350
Rugs	\$1,166,693	\$1,367,392	\$200,699
Major Appliances (14)	\$15,912,741	\$18,648,713	\$2,735,972
Housewares (15)	\$3,359,841	\$3,936,674	\$576,833
Small Appliances	\$2,415,728	\$2,828,385	\$412,657
Luggage	\$440,033	\$515,835	\$75,802
Telephones and Accessories	\$3,355,497	\$3,928,687	\$573,190
<b>Household Operations</b>			
Child Care	\$15,840,432	\$18,593,291	\$2,752,859
Lawn and Garden (16)	\$19,415,514	\$22,750,532	\$3,335,018
Moving/Storage/Freight Express	\$2,886,802	\$3,380,606	\$493,804
Housekeeping Supplies (17)	\$27,065,360	\$31,707,383	\$4,642,023
<b>Insurance</b>			
Owners and Renters Insurance	\$21,698,097	\$25,433,919	\$3,735,822
Vehicle Insurance	\$65,397,451	\$76,617,947	\$11,220,496
Life/Other Insurance	\$18,828,008	\$22,072,052	\$3,244,044
Health Insurance	\$138,422,738	\$162,174,405	\$23,751,667
Personal Care Products (18)	\$17,513,292	\$20,511,932	\$2,998,640
School Books and Supplies (19)	\$4,021,665	\$4,714,409	\$692,744
Smoking Products	\$10,255,273	\$12,010,009	\$1,754,736
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$85,306,075	\$100,051,205	\$14,745,130
Gasoline and Motor Oil	\$79,438,982	\$93,048,528	\$13,609,546
Vehicle Maintenance and Repairs	\$39,244,726	\$45,982,254	\$6,737,528
<b>Travel</b>			
Airline Fares	\$15,578,602	\$18,252,939	\$2,674,337
Lodging on Trips	\$21,385,878	\$25,072,349	\$3,686,471
Auto/Truck Rental on Trips	\$2,375,658	\$2,784,940	\$409,282
Food and Drink on Trips	\$16,959,612	\$19,876,676	\$2,917,064

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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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