



Retail Demand Outlook

Temescal Valley CDP, CA (0678138)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	63.3%	Population	26,790	27,015
Workday Drive (4A)	16.6%	Households	8,535	8,655
Comfortable Empty Nesters (5A)	14.0%	Families	7,025	7,116
The Great Outdoors (6C)	6.0%	Median Age	37.2	36.8
Salt of the Earth (6B)	0.1%	Median Household Income	\$121,433	\$135,767
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$29,886,834	\$34,838,401	\$4,951,567
Men's		\$5,789,705	\$6,748,009	\$958,304
Women's		\$10,405,900	\$12,133,087	\$1,727,187
Children's		\$4,754,209	\$5,537,320	\$783,111
Footwear		\$6,695,740	\$7,806,647	\$1,110,907
Watches & Jewelry		\$1,816,822	\$2,117,990	\$301,168
Apparel Products and Services (1)		\$697,625	\$813,713	\$116,088
Computer				
Computers and Hardware for Home Use		\$2,481,743	\$2,891,924	\$410,181
Portable Memory		\$62,989	\$73,447	\$10,458
Computer Software		\$129,809	\$151,352	\$21,543
Computer Accessories		\$259,517	\$302,571	\$43,054
Entertainment & Recreation		\$45,906,884	\$53,523,751	\$7,616,867
Fees and Admissions		\$11,702,169	\$13,637,388	\$1,935,219
Membership Fees for Clubs (2)		\$3,764,965	\$4,388,621	\$623,656
Fees for Participant Sports, excl. Trips		\$1,938,958	\$2,259,187	\$320,229
Tickets to Theatre/Operas/Concerts		\$1,134,615	\$1,323,485	\$188,870
Tickets to Movies		\$884,600	\$1,030,340	\$145,740
Tickets to Parks or Museums		\$538,802	\$627,704	\$88,902
Admission to Sporting Events, excl. Trips		\$1,050,999	\$1,224,866	\$173,867
Fees for Recreational Lessons		\$2,377,401	\$2,769,379	\$391,978
Dating Services		\$11,831	\$13,806	\$1,975
TV/Video/Audio		\$15,693,616	\$18,302,797	\$2,609,181
Cable and Satellite Television Services		\$10,294,694	\$12,011,842	\$1,717,148
Televisions		\$1,655,802	\$1,929,433	\$273,631
Satellite Dishes		\$24,451	\$28,476	\$4,025
VCRs, Video Cameras, and DVD Players		\$69,948	\$81,534	\$11,586
Miscellaneous Video Equipment		\$204,411	\$238,480	\$34,069
Video Cassettes and DVDs		\$110,252	\$128,474	\$18,222
Video Game Hardware/Accessories		\$391,584	\$456,246	\$64,662
Video Game Software		\$211,602	\$246,565	\$34,963
Rental/Streaming/Downloaded Video		\$1,046,284	\$1,218,889	\$172,605
Installation of Televisions		\$11,558	\$13,464	\$1,906
Audio (3)		\$1,646,362	\$1,918,257	\$271,895
Rental and Repair of TV/Radio/Sound Equipment		\$26,669	\$31,138	\$4,469
Pets		\$9,849,523	\$11,487,610	\$1,638,087
Toys/Games/Crafts/Hobbies (4)		\$1,707,762	\$1,990,093	\$282,331
Recreational Vehicles and Fees (5)		\$1,648,502	\$1,922,740	\$274,238
Sports/Recreation/Exercise Equipment (6)		\$2,822,391	\$3,287,930	\$465,539
Photo Equipment and Supplies (7)		\$719,968	\$838,740	\$118,772
Reading (8)		\$1,372,590	\$1,601,313	\$228,723
Catered Affairs (9)		\$393,044	\$458,268	\$65,224
Food		\$127,816,072	\$149,011,070	\$21,194,998
Food at Home		\$73,749,855	\$85,992,747	\$12,242,892
Bakery and Cereal Products		\$9,411,315	\$10,974,601	\$1,563,286
Meats, Poultry, Fish, and Eggs		\$15,687,675	\$18,293,403	\$2,605,728
Dairy Products		\$7,405,242	\$8,634,983	\$1,229,741
Fruits and Vegetables		\$14,353,491	\$16,736,005	\$2,382,514
Snacks and Other Food at Home (10)		\$26,892,132	\$31,353,755	\$4,461,623
Food Away from Home		\$54,066,217	\$63,018,323	\$8,952,106
Alcoholic Beverages		\$8,797,657	\$10,259,167	\$1,461,510

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	\$434,485,969	\$506,577,259	\$72,091,290
Value of Retirement Plans	\$1,541,797,314	\$1,798,407,727	\$256,610,413
Value of Other Financial Assets	\$110,281,852	\$128,803,936	\$18,522,084
Vehicle Loan Amount excluding Interest	\$42,479,773	\$49,499,260	\$7,019,487
Value of Credit Card Debt	\$38,792,982	\$45,234,171	\$6,441,189
Health			
Nonprescription Drugs	\$1,997,924	\$2,330,761	\$332,837
Prescription Drugs	\$4,268,504	\$4,982,248	\$713,744
Eyeglasses and Contact Lenses	\$1,340,337	\$1,563,182	\$222,845
Home			
Mortgage Payment and Basics (11)	\$175,228,598	\$204,263,415	\$29,034,817
Maintenance and Remodeling Services	\$45,921,272	\$53,537,209	\$7,615,937
Maintenance and Remodeling Materials (12)	\$9,643,925	\$11,242,634	\$1,598,709
Utilities, Fuel, and Public Services	\$66,937,301	\$78,062,352	\$11,125,051
Household Furnishings and Equipment			
Household Textiles (13)	\$1,443,321	\$1,682,401	\$239,080
Furniture	\$9,232,623	\$10,762,044	\$1,529,421
Rugs	\$474,276	\$553,049	\$78,773
Major Appliances (14)	\$5,732,498	\$6,682,808	\$950,310
Housewares (15)	\$1,251,242	\$1,458,815	\$207,573
Small Appliances	\$728,460	\$849,233	\$120,773
Luggage	\$250,734	\$292,172	\$41,438
Telephones and Accessories	\$1,326,027	\$1,547,116	\$221,089
Household Operations			
Child Care	\$9,159,477	\$10,663,175	\$1,503,698
Lawn and Garden (16)	\$7,353,444	\$8,578,063	\$1,224,619
Moving/Storage/Freight Express	\$1,030,067	\$1,199,908	\$169,841
Housekeeping Supplies (17)	\$10,746,070	\$12,530,261	\$1,784,191
Insurance			
Owners and Renters Insurance	\$9,281,440	\$10,824,824	\$1,543,384
Vehicle Insurance	\$25,715,831	\$29,977,986	\$4,262,155
Life/Other Insurance	\$8,896,088	\$10,375,405	\$1,479,317
Health Insurance	\$56,769,880	\$66,218,755	\$9,448,875
Personal Care Products (18)	\$6,993,465	\$8,152,840	\$1,159,375
School Books and Supplies (19)	\$1,875,575	\$2,185,556	\$309,981
Smoking Products	\$4,119,387	\$4,807,933	\$688,546
Transportation			
Payments on Vehicles excluding Leases	\$39,016,455	\$45,470,641	\$6,454,186
Gasoline and Motor Oil	\$33,292,278	\$38,808,789	\$5,516,511
Vehicle Maintenance and Repairs	\$15,556,647	\$18,137,950	\$2,581,303
Travel			
Airline Fares	\$9,693,113	\$11,296,851	\$1,603,738
Lodging on Trips	\$10,810,573	\$12,603,744	\$1,793,171
Auto/Truck Rental on Trips	\$854,977	\$996,384	\$141,407
Food and Drink on Trips	\$8,888,270	\$10,361,602	\$1,473,332

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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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