



# Retail Demand Outlook

Temescal Valley CDP, CA (0678138)  
 Temescal Valley CDP  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	62.1%	Population	27,287	27,664
Workday Drive (4A)	16.2%	Households	8,731	8,886
Comfortable Empty Nesters (5A)	13.6%	Families	7,016	7,143
The Great Outdoors (6C)	8.0%	Median Age	37.8	37.3
Salt of the Earth (6B)	0.1%	Median Household Income	\$115,447	\$127,570
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$26,064,322	\$30,297,149	\$4,232,827
Men's		\$4,936,073	\$5,737,628	\$801,555
Women's		\$8,845,558	\$10,282,513	\$1,436,955
Children's		\$4,171,981	\$4,848,759	\$676,778
Footwear		\$5,739,026	\$6,671,105	\$932,079
Watches & Jewelry		\$1,892,858	\$2,200,462	\$307,604
Apparel Products and Services (1)		\$478,825	\$556,682	\$77,857
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,133,076	\$3,641,669	\$508,593
Portable Memory		\$55,990	\$65,085	\$9,095
Computer Software		\$159,437	\$185,335	\$25,898
Computer Accessories		\$297,150	\$345,420	\$48,270
<b>Entertainment &amp; Recreation</b>		\$46,414,309	\$53,953,717	\$7,539,408
Fees and Admissions		\$9,725,388	\$11,304,343	\$1,578,955
Membership Fees for Clubs (2)		\$3,702,280	\$4,303,565	\$601,285
Fees for Participant Sports, excl. Trips		\$1,649,158	\$1,916,898	\$267,740
Tickets to Theatre/Operas/Concerts		\$663,896	\$771,810	\$107,914
Tickets to Movies		\$370,058	\$430,090	\$60,032
Tickets to Parks or Museums		\$392,937	\$456,673	\$63,736
Admission to Sporting Events, excl. Trips		\$730,759	\$849,529	\$118,770
Fees for Recreational Lessons		\$2,206,699	\$2,564,619	\$357,920
Dating Services		\$9,600	\$11,160	\$1,560
TV/Video/Audio		\$15,327,767	\$17,818,928	\$2,491,161
Cable and Satellite Television Services		\$9,308,843	\$10,823,021	\$1,514,178
Televisions		\$1,710,736	\$1,988,536	\$277,800
Satellite Dishes		\$21,189	\$24,626	\$3,437
VCRs, Video Cameras, and DVD Players		\$60,356	\$70,147	\$9,791
Miscellaneous Video Equipment		\$150,722	\$175,204	\$24,482
Video Cassettes and DVDs		\$82,503	\$95,894	\$13,391
Video Game Hardware/Accessories		\$446,934	\$519,462	\$72,528
Video Game Software		\$209,445	\$243,428	\$33,983
Rental/Streaming/Downloaded Video		\$1,566,504	\$1,820,644	\$254,140
Installation of Televisions		\$21,292	\$24,747	\$3,455
Audio (3)		\$1,725,307	\$2,005,391	\$280,084
Rental and Repair of TV/Radio/Sound Equipment		\$23,936	\$27,827	\$3,891
Pets		\$10,785,189	\$12,537,683	\$1,752,494
Toys/Games/Crafts/Hobbies (4)		\$1,946,916	\$2,262,953	\$316,037
Recreational Vehicles and Fees (5)		\$1,934,358	\$2,248,698	\$314,340
Sports/Recreation/Exercise Equipment (6)		\$4,265,888	\$4,957,727	\$691,839
Photo Equipment and Supplies (7)		\$585,187	\$680,185	\$94,998
Reading (8)		\$1,444,801	\$1,679,666	\$234,865
Catered Affairs (9)		\$398,816	\$463,534	\$64,718
<b>Food</b>		\$123,017,529	\$143,000,114	\$19,982,585
Food at Home		\$77,490,972	\$90,081,032	\$12,590,060
Bakery and Cereal Products		\$9,904,098	\$11,513,494	\$1,609,396
Meats, Poultry, Fish, and Eggs		\$16,508,334	\$19,190,708	\$2,682,374
Dairy Products		\$7,517,909	\$8,739,402	\$1,221,493
Fruits and Vegetables		\$15,224,448	\$17,698,065	\$2,473,617
Snacks and Other Food at Home (10)		\$28,336,182	\$32,939,364	\$4,603,182
Food Away from Home		\$45,526,557	\$52,919,082	\$7,392,525
Alcoholic Beverages		\$8,050,001	\$9,358,082	\$1,308,081

**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	\$475,933,589	\$553,361,836	\$77,428,247
Value of Retirement Plans	\$1,799,109,520	\$2,091,598,852	\$292,489,332
Value of Other Financial Assets	\$99,910,643	\$116,161,751	\$16,251,108
Vehicle Loan Amount excluding Interest	\$48,100,200	\$55,906,053	\$7,805,853
Value of Credit Card Debt	\$36,956,859	\$42,961,518	\$6,004,659
<b>Health</b>			
Nonprescription Drugs	\$1,998,431	\$2,323,261	\$324,830
Prescription Drugs	\$4,017,747	\$4,671,513	\$653,766
Eyeglasses and Contact Lenses	\$1,271,618	\$1,478,307	\$206,689
<b>Home</b>			
Mortgage Payment and Basics (11)	\$178,244,750	\$207,196,125	\$28,951,375
Maintenance and Remodeling Services	\$53,360,114	\$62,028,137	\$8,668,023
Maintenance and Remodeling Materials (12)	\$10,582,568	\$12,301,404	\$1,718,836
Utilities, Fuel, and Public Services	\$66,203,446	\$76,962,399	\$10,758,953
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,454,553	\$1,690,782	\$236,229
Furniture	\$10,070,513	\$11,705,481	\$1,634,968
Rugs	\$498,082	\$579,021	\$80,939
Major Appliances (14)	\$6,628,520	\$7,705,321	\$1,076,801
Housewares (15)	\$1,335,816	\$1,552,732	\$216,916
Small Appliances	\$835,136	\$970,757	\$135,621
Luggage	\$178,567	\$207,553	\$28,986
Telephones and Accessories	\$1,229,469	\$1,429,161	\$199,692
<b>Household Operations</b>			
Child Care	\$7,441,230	\$8,647,531	\$1,206,301
Lawn and Garden (16)	\$8,394,530	\$9,759,222	\$1,364,692
Moving/Storage/Freight Express	\$1,057,929	\$1,229,710	\$171,781
Housekeeping Supplies (17)	\$10,827,209	\$12,586,589	\$1,759,380
<b>Insurance</b>			
Owners and Renters Insurance	\$9,796,932	\$11,389,342	\$1,592,410
Vehicle Insurance	\$25,379,507	\$29,501,834	\$4,122,327
Life/Other Insurance	\$8,620,013	\$10,020,955	\$1,400,942
Health Insurance	\$57,716,022	\$67,098,110	\$9,382,088
Personal Care Products (18)	\$6,557,700	\$7,622,880	\$1,065,180
School Books and Supplies (19)	\$1,654,304	\$1,922,778	\$268,474
Smoking Products	\$3,993,543	\$4,643,064	\$649,521
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$38,079,575	\$44,261,772	\$6,182,197
Gasoline and Motor Oil	\$29,437,325	\$34,218,247	\$4,780,922
Vehicle Maintenance and Repairs	\$15,592,597	\$18,125,335	\$2,532,738
<b>Travel</b>			
Airline Fares	\$6,155,976	\$7,155,303	\$999,327
Lodging on Trips	\$9,401,041	\$10,927,873	\$1,526,832
Auto/Truck Rental on Trips	\$1,027,063	\$1,193,828	\$166,765
Food and Drink on Trips	\$7,064,782	\$8,212,086	\$1,147,304

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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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