

## Retail Demand Outlook

French Valley CDP, CA  
French Valley CDP, CA (0626067)  
Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Boomburbs (1C)	59.3%	Population	35,586	40,284
Up and Coming Families (7A)	30.2%	Households	9,250	10,358
Soccer Moms (4A)	10.4%	Families	8,113	9,086
Exurbanites (1E)	0.1%	Median Age	31.5	31.8
	0.0%	Median Household Income	\$110,029	\$121,022
		2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$29,627,865	\$38,296,292	\$8,668,427
Men's		\$5,744,300	\$7,425,235	\$1,680,935
Women's		\$9,983,586	\$12,914,693	\$2,931,107
Children's		\$5,150,252	\$6,647,093	\$1,496,841
Footwear		\$6,435,452	\$8,315,110	\$1,879,658
Watches & Jewelry		\$1,596,764	\$2,065,094	\$468,330
Apparel Products and Services (1)		\$717,511	\$929,067	\$211,556
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,263,336	\$2,924,851	\$661,515
Portable Memory		\$51,778	\$66,898	\$15,120
Computer Software		\$136,502	\$176,447	\$39,945
Computer Accessories		\$247,699	\$320,134	\$72,435
<b>Entertainment &amp; Recreation</b>		\$42,843,209	\$55,403,736	\$12,560,527
Fees and Admissions		\$10,547,446	\$13,648,186	\$3,100,740
Membership Fees for Clubs (2)		\$3,231,735	\$4,185,081	\$953,346
Fees for Participant Sports, excl. Trips		\$1,600,221	\$2,069,706	\$469,485
Tickets to Theatre/Operas/Concerts		\$1,016,947	\$1,317,129	\$300,182
Tickets to Movies		\$926,720	\$1,196,230	\$269,510
Tickets to Parks or Museums		\$479,971	\$620,396	\$140,425
Admission to Sporting Events, excl. Trips		\$940,237	\$1,217,731	\$277,494
Fees for Recreational Lessons		\$2,343,021	\$3,030,781	\$687,760
Dating Services		\$8,595	\$11,131	\$2,536
TV/Video/Audio		\$14,614,994	\$18,890,769	\$4,275,775
Cable and Satellite Television Services		\$9,460,453	\$12,233,503	\$2,773,050
Televisions		\$1,538,203	\$1,986,221	\$448,018
Satellite Dishes		\$18,875	\$24,375	\$5,500
VCRs, Video Cameras, and DVD Players		\$79,833	\$103,047	\$23,214
Miscellaneous Video Equipment		\$333,411	\$431,197	\$97,786
Video Cassettes and DVDs		\$144,235	\$186,242	\$42,007
Video Game Hardware/Accessories		\$421,613	\$544,117	\$122,504
Video Game Software		\$242,701	\$313,132	\$70,431
Rental/Streaming/Downloaded Video		\$806,317	\$1,040,906	\$234,589
Installation of Televisions		\$15,855	\$20,521	\$4,666
Audio (3)		\$1,528,685	\$1,975,405	\$446,720
Rental and Repair of TV/Radio/Sound Equipment		\$24,813	\$32,103	\$7,290
Pets		\$8,437,663	\$10,914,088	\$2,476,425
Toys/Games/Crafts/Hobbies (4)		\$1,752,926	\$2,264,015	\$511,089
Recreational Vehicles and Fees (5)		\$1,742,192	\$2,258,976	\$516,784
Sports/Recreation/Exercise Equipment (6)		\$3,327,731	\$4,296,936	\$969,205
Photo Equipment and Supplies (7)		\$723,049	\$934,989	\$211,940
Reading (8)		\$1,341,514	\$1,735,627	\$394,113
Catered Affairs (9)		\$355,693	\$460,150	\$104,457
<b>Food</b>		\$119,903,749	\$154,994,251	\$35,090,502
Food at Home		\$68,592,199	\$88,661,660	\$20,069,461
Bakery and Cereal Products		\$8,950,309	\$11,569,033	\$2,618,724
Meats, Poultry, Fish, and Eggs		\$14,860,414	\$19,209,215	\$4,348,801
Dairy Products		\$6,959,873	\$8,998,166	\$2,038,293
Fruits and Vegetables		\$13,505,689	\$17,458,818	\$3,953,129
Snacks and Other Food at Home (10)		\$24,315,914	\$31,426,429	\$7,110,515
Food Away from Home		\$51,311,549	\$66,332,590	\$15,021,041
Alcoholic Beverages		\$8,534,628	\$11,045,779	\$2,511,151

**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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$329,286,766	\$426,756,330	\$97,469,564
Value of Retirement Plans	\$1,268,121,881	\$1,643,971,407	\$375,849,526
Value of Other Financial Assets	\$93,070,010	\$120,692,902	\$27,622,892
Vehicle Loan Amount excluding Interest	\$43,135,491	\$55,714,942	\$12,579,451
Value of Credit Card Debt	\$34,539,559	\$44,669,833	\$10,130,274
<b>Health</b>			
Nonprescription Drugs	\$1,743,100	\$2,254,080	\$510,980
Prescription Drugs	\$4,148,257	\$5,363,647	\$1,215,390
Eyeglasses and Contact Lenses	\$1,132,703	\$1,465,803	\$333,100
<b>Home</b>			
Mortgage Payment and Basics (11)	\$156,628,222	\$202,726,150	\$46,097,928
Maintenance and Remodeling Services	\$35,742,486	\$46,290,699	\$10,548,213
Maintenance and Remodeling Materials (12)	\$7,239,728	\$9,372,904	\$2,133,176
Utilities, Fuel, and Public Services	\$61,722,315	\$79,758,602	\$18,036,287
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,325,743	\$1,713,765	\$388,022
Furniture	\$8,964,340	\$11,584,989	\$2,620,649
Rugs	\$521,368	\$675,666	\$154,298
Major Appliances (14)	\$5,030,965	\$6,502,708	\$1,471,743
Housewares (15)	\$1,318,644	\$1,704,463	\$385,819
Small Appliances	\$635,984	\$821,881	\$185,897
Luggage	\$209,755	\$271,237	\$61,482
Telephones and Accessories	\$1,107,251	\$1,433,588	\$326,337
<b>Household Operations</b>			
Child Care	\$8,747,782	\$11,313,725	\$2,565,943
Lawn and Garden (16)	\$6,289,587	\$8,142,411	\$1,852,824
Moving/Storage/Freight Express	\$794,606	\$1,026,723	\$232,117
Housekeeping Supplies (17)	\$10,354,790	\$13,379,638	\$3,024,848
<b>Insurance</b>			
Owners and Renters Insurance	\$8,214,141	\$10,621,178	\$2,407,037
Vehicle Insurance	\$23,695,100	\$30,601,134	\$6,906,034
Life/Other Insurance	\$7,009,387	\$9,075,004	\$2,065,617
Health Insurance	\$47,679,931	\$61,651,749	\$13,971,818
Personal Care Products (18)	\$6,849,926	\$8,852,915	\$2,002,989
School Books and Supplies (19)	\$2,083,996	\$2,693,204	\$609,208
Smoking Products	\$3,927,957	\$5,076,000	\$1,148,043
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$37,033,817	\$47,834,893	\$10,801,076
Gasoline and Motor Oil	\$31,280,722	\$40,408,355	\$9,127,633
Vehicle Maintenance and Repairs	\$14,899,891	\$19,258,136	\$4,358,245
<b>Travel</b>			
Airline Fares	\$8,252,329	\$10,680,358	\$2,428,029
Lodging on Trips	\$8,589,737	\$11,120,575	\$2,530,838
Auto/Truck Rental on Trips	\$403,404	\$522,002	\$118,598
Food and Drink on Trips	\$7,805,323	\$10,098,404	\$2,293,081

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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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