



Retail Demand Outlook

French Valley CDP, CA (0626067)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	54.7%	Population	38,393	39,279
Up and Coming Families (7A)	26.2%	Households	10,544	10,791
Workday Drive (4A)	15.7%	Families	9,221	9,436
Exurbanites (1E)	3.4%	Median Age	32.7	32.8
Unclassified (15)	0.0%	Median Household Income	\$120,887	\$140,623
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$35,931,106	\$42,854,426	\$6,923,320
Men's		\$6,997,820	\$8,346,131	\$1,348,311
Women's		\$12,288,107	\$14,657,972	\$2,369,865
Children's		\$5,987,448	\$7,138,357	\$1,150,909
Footwear		\$8,038,826	\$9,587,476	\$1,548,650
Watches & Jewelry		\$2,142,069	\$2,555,364	\$413,295
Apparel Products and Services (1)		\$797,146	\$951,246	\$154,100
Computer				
Computers and Hardware for Home Use		\$3,008,404	\$3,587,950	\$579,546
Portable Memory		\$74,085	\$88,358	\$14,273
Computer Software		\$153,951	\$183,615	\$29,664
Computer Accessories		\$316,604	\$377,559	\$60,955
Entertainment & Recreation		\$54,318,731	\$64,792,715	\$10,473,984
Fees and Admissions		\$13,916,206	\$16,601,233	\$2,685,027
Membership Fees for Clubs (2)		\$4,413,337	\$5,265,715	\$852,378
Fees for Participant Sports, excl. Trips		\$2,332,247	\$2,781,989	\$449,742
Tickets to Theatre/Operas/Concerts		\$1,307,312	\$1,559,916	\$252,604
Tickets to Movies		\$1,117,098	\$1,331,813	\$214,715
Tickets to Parks or Museums		\$667,338	\$795,713	\$128,375
Admission to Sporting Events, excl. Trips		\$1,221,746	\$1,457,901	\$236,155
Fees for Recreational Lessons		\$2,843,814	\$3,392,298	\$548,484
Dating Services		\$13,313	\$15,889	\$2,576
TV/Video/Audio		\$18,691,348	\$22,292,643	\$3,601,295
Cable and Satellite Television Services		\$11,996,633	\$14,310,070	\$2,313,437
Televisions		\$2,061,629	\$2,458,198	\$396,569
Satellite Dishes		\$30,499	\$36,371	\$5,872
VCRs, Video Cameras, and DVD Players		\$85,242	\$101,655	\$16,413
Miscellaneous Video Equipment		\$242,684	\$289,460	\$46,776
Video Cassettes and DVDs		\$140,011	\$166,901	\$26,890
Video Game Hardware/Accessories		\$490,079	\$584,255	\$94,176
Video Game Software		\$268,470	\$320,029	\$51,559
Rental/Streaming/Downloaded Video		\$1,312,977	\$1,565,373	\$252,396
Installation of Televisions		\$14,322	\$17,083	\$2,761
Audio (3)		\$2,017,929	\$2,406,425	\$388,496
Rental and Repair of TV/Radio/Sound Equipment		\$30,873	\$36,825	\$5,952
Pets		\$11,376,926	\$13,572,605	\$2,195,679
Toys/Games/Crafts/Hobbies (4)		\$2,113,706	\$2,520,199	\$406,493
Recreational Vehicles and Fees (5)		\$1,864,045	\$2,224,616	\$360,571
Sports/Recreation/Exercise Equipment (6)		\$3,448,233	\$4,111,876	\$663,643
Photo Equipment and Supplies (7)		\$880,117	\$1,049,617	\$169,500
Reading (8)		\$1,583,080	\$1,888,797	\$305,717
Catered Affairs (9)		\$448,260	\$534,932	\$86,672
Food		\$153,101,179	\$182,598,004	\$29,496,825
Food at Home		\$87,962,078	\$104,910,603	\$16,948,525
Bakery and Cereal Products		\$11,197,099	\$13,354,638	\$2,157,539
Meats, Poultry, Fish, and Eggs		\$18,618,407	\$22,206,810	\$3,588,403
Dairy Products		\$8,780,861	\$10,473,160	\$1,692,299
Fruits and Vegetables		\$17,095,262	\$20,389,769	\$3,294,507
Snacks and Other Food at Home (10)		\$32,270,448	\$38,486,226	\$6,215,778
Food Away from Home		\$65,139,101	\$77,687,401	\$12,548,300
Alcoholic Beverages		\$10,156,317	\$12,118,204	\$1,961,887

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	\$494,798,270	\$590,574,748	\$95,776,478
Value of Retirement Plans	\$1,740,657,382	\$2,077,625,157	\$336,967,775
Value of Other Financial Assets	\$117,552,022	\$140,374,723	\$22,822,701
Vehicle Loan Amount excluding Interest	\$52,583,075	\$62,696,230	\$10,113,155
Value of Credit Card Debt	\$45,636,788	\$54,441,612	\$8,804,824
Health			
Nonprescription Drugs	\$2,344,074	\$2,795,967	\$451,893
Prescription Drugs	\$4,947,462	\$5,901,397	\$953,935
Eyeglasses and Contact Lenses	\$1,573,848	\$1,877,485	\$303,637
Home			
Mortgage Payment and Basics (11)	\$205,886,376	\$245,614,890	\$39,728,514
Maintenance and Remodeling Services	\$53,227,509	\$63,508,283	\$10,280,774
Maintenance and Remodeling Materials (12)	\$11,381,336	\$13,575,474	\$2,194,138
Utilities, Fuel, and Public Services	\$80,122,405	\$95,552,930	\$15,430,525
Household Furnishings and Equipment			
Household Textiles (13)	\$1,737,048	\$2,071,738	\$334,690
Furniture	\$11,204,505	\$13,362,644	\$2,158,139
Rugs	\$553,864	\$660,786	\$106,922
Major Appliances (14)	\$6,884,990	\$8,211,833	\$1,326,843
Housewares (15)	\$1,499,492	\$1,788,410	\$288,918
Small Appliances	\$876,072	\$1,044,780	\$168,708
Luggage	\$308,690	\$368,107	\$59,417
Telephones and Accessories	\$1,545,726	\$1,844,150	\$298,424
Household Operations			
Child Care	\$11,219,843	\$13,381,535	\$2,161,692
Lawn and Garden (16)	\$8,441,433	\$10,071,446	\$1,630,013
Moving/Storage/Freight Express	\$1,272,033	\$1,516,766	\$244,733
Housekeeping Supplies (17)	\$12,846,270	\$15,321,094	\$2,474,824
Insurance			
Owners and Renters Insurance	\$10,924,322	\$13,030,354	\$2,106,032
Vehicle Insurance	\$31,553,104	\$37,622,371	\$6,069,267
Life/Other Insurance	\$10,276,921	\$12,261,694	\$1,984,773
Health Insurance	\$66,667,133	\$79,522,127	\$12,854,994
Personal Care Products (18)	\$8,430,495	\$10,054,014	\$1,623,519
School Books and Supplies (19)	\$2,294,840	\$2,736,579	\$441,739
Smoking Products	\$4,802,398	\$5,727,491	\$925,093
Transportation			
Payments on Vehicles excluding Leases	\$47,985,075	\$57,214,619	\$9,229,544
Gasoline and Motor Oil	\$40,462,404	\$48,249,394	\$7,786,990
Vehicle Maintenance and Repairs	\$18,759,758	\$22,371,957	\$3,612,199
Travel			
Airline Fares	\$11,492,513	\$13,709,823	\$2,217,310
Lodging on Trips	\$12,636,272	\$15,076,024	\$2,439,752
Auto/Truck Rental on Trips	\$1,018,630	\$1,215,070	\$196,440
Food and Drink on Trips	\$10,508,648	\$12,535,965	\$2,027,317

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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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