



Executive Summary

Fountain Valley
Area: 315.43 square miles

Prepared by Esri

Population

2000 Population	66,208
2010 Population	86,003
2016 Population	96,276
2021 Population	107,993
2000-2010 Annual Rate	2.65%
2010-2016 Annual Rate	1.82%
2016-2021 Annual Rate	2.32%
2016 Male Population	51.5%
2016 Female Population	48.5%
2016 Median Age	29.3

In the identified area, the current year population is 96,276. In 2010, the Census count in the area was 86,003. The rate of change since 2010 was 1.82% annually. The five-year projection for the population in the area is 107,993 representing a change of 2.32% annually from 2016 to 2021. Currently, the population is 51.5% male and 48.5% female.

Median Age

The median age in this area is 29.3, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	70.3%
2016 Black Alone	11.2%
2016 American Indian/Alaska Native Alone	1.3%
2016 Asian Alone	2.7%
2016 Pacific Islander Alone	0.8%
2016 Other Race	6.3%
2016 Two or More Races	7.4%
2016 Hispanic Origin (Any Race)	20.6%

Persons of Hispanic origin represent 20.6% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.9 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	20,129
2010 Households	26,876
2016 Total Households	30,347
2021 Total Households	34,211
2000-2010 Annual Rate	2.93%
2010-2016 Annual Rate	1.96%
2016-2021 Annual Rate	2.43%
2016 Average Household Size	2.97

The household count in this area has changed from 26,876 in 2010 to 30,347 in the current year, a change of 1.96% annually. The five-year projection of households is 34,211, a change of 2.43% annually from the current year total. Average household size is currently 2.97, compared to 2.97 in the year 2010. The number of families in the current year is 24,300 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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Median Household Income

2016 Median Household Income	\$56,679
2021 Median Household Income	\$61,314
2016-2021 Annual Rate	1.58%

Average Household Income

2016 Average Household Income	\$68,214
2021 Average Household Income	\$74,108
2016-2021 Annual Rate	1.67%

Per Capita Income

2016 Per Capita Income	\$22,804
2021 Per Capita Income	\$24,640
2016-2021 Annual Rate	1.56%

Households by Income

Current median household income is \$56,679 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$61,314 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$68,214 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$74,108 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$22,804 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$24,640 in five years, compared to \$32,025 for all U.S. households

Housing

2000 Total Housing Units	20,831
2000 Owner Occupied Housing Units	14,355
2000 Renter Occupied Housing Units	5,773
2000 Vacant Housing Units	703
2010 Total Housing Units	28,544
2010 Owner Occupied Housing Units	18,321
2010 Renter Occupied Housing Units	8,555
2010 Vacant Housing Units	1,668
2016 Total Housing Units	31,806
2016 Owner Occupied Housing Units	20,123
2016 Renter Occupied Housing Units	10,225
2016 Vacant Housing Units	1,459
2021 Total Housing Units	35,642
2021 Owner Occupied Housing Units	22,983
2021 Renter Occupied Housing Units	11,229
2021 Vacant Housing Units	1,431

Currently, 63.3% of the 31,806 housing units in the area are owner occupied; 32.1%, renter occupied; and 4.6% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 28,544 housing units in the area - 64.2% owner occupied, 30.0% renter occupied, and 5.8% vacant. The annual rate of change in housing units since 2010 is 4.93%. Median home value in the area is \$192,954, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 4.09% annually to \$235,721.

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Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Up and Coming Families (7A)	27.7%	Population	96,276	107,993
Middleburg (4C)	11.0%	Households	30,347	34,211
Home Improvement (4B)	10.2%	Families	24,300	27,414
Military Proximity (14A)	9.7%	Median Age	29.3	29.9
Soccer Moms (4A)	7.6%	Median Household Income	\$56,679	\$61,314
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		90	\$1,806.63	\$54,825,927
Men's		89	\$356.06	\$10,805,322
Women's		87	\$597.73	\$18,139,240
Children's		97	\$311.85	\$9,463,612
Footwear		90	\$384.93	\$11,681,377
Watches & Jewelry		89	\$92.40	\$2,803,998
Apparel Products and Services (1)		88	\$63.68	\$1,932,378
Computer				
Computers and Hardware for Home Use		92	\$158.83	\$4,820,070
Portable Memory		92	\$4.33	\$131,427
Computer Software		91	\$11.79	\$357,853
Computer Accessories		89	\$15.77	\$478,631
Entertainment & Recreation		89	\$2,586.07	\$78,479,604
Fees and Admissions		91	\$526.89	\$15,989,638
Membership Fees for Clubs (2)		88	\$168.17	\$5,103,585
Fees for Participant Sports, excl. Trips		96	\$85.49	\$2,594,355
Tickets to Theatre/Operas/Concerts		85	\$45.07	\$1,367,697
Tickets to Movies/Museums/Parks		96	\$63.78	\$1,935,490
Admission to Sporting Events, excl. Trips		88	\$47.02	\$1,427,000
Fees for Recreational Lessons		95	\$116.74	\$3,542,793
Dating Services		90	\$0.62	\$18,719
TV/Video/Audio		88	\$1,053.13	\$31,959,485
Cable and Satellite Television Services		86	\$772.25	\$23,435,526
Televisions		91	\$99.85	\$3,030,210
Satellite Dishes		101	\$1.47	\$44,741
VCRs, Video Cameras, and DVD Players		91	\$7.40	\$224,537
Miscellaneous Video Equipment		99	\$7.66	\$232,598
Video Cassettes and DVDs		90	\$16.69	\$506,642
Video Game Hardware/Accessories		93	\$23.91	\$725,681
Video Game Software		96	\$13.20	\$400,631
Streaming/Downloaded Video		95	\$17.25	\$523,351
Rental of Video Cassettes and DVDs		95	\$15.46	\$469,124
Installation of Televisions		97	\$0.89	\$27,020
Audio (3)		90	\$73.84	\$2,240,676
Rental and Repair of TV/Radio/Sound Equipment		83	\$3.25	\$98,746
Pets		87	\$465.95	\$14,140,231
Toys/Games/Crafts/Hobbies (4)		92	\$104.74	\$3,178,570
Recreational Vehicles and Fees (5)		90	\$97.29	\$2,952,515
Sports/Recreation/Exercise Equipment (6)		92	\$152.57	\$4,629,970
Photo Equipment and Supplies (7)		93	\$51.11	\$1,550,943
Reading (8)		85	\$110.94	\$3,366,681
Catered Affairs (9)		91	\$23.45	\$711,571
Food		89	\$7,185.26	\$218,051,090
Food at Home		88	\$4,380.26	\$132,927,711
Bakery and Cereal Products		87	\$586.06	\$17,785,072
Meats, Poultry, Fish, and Eggs		88	\$979.45	\$29,723,306
Dairy Products		86	\$457.99	\$13,898,559
Fruits and Vegetables		88	\$843.26	\$25,590,449
Snacks and Other Food at Home (10)		88	\$1,513.50	\$45,930,325
Food Away from Home		91	\$2,805.00	\$85,123,379
Alcoholic Beverages		87	\$445.34	\$13,514,867

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	80	\$6,018.17	\$182,633,393
Value of Retirement Plans	80	\$21,046.23	\$638,689,903
Value of Other Financial Assets	79	\$895.72	\$27,182,507
Vehicle Loan Amount excluding Interest	94	\$2,290.67	\$69,514,988
Value of Credit Card Debt	87	\$496.80	\$15,076,454
Health			
Nonprescription Drugs	84	\$105.00	\$3,186,382
Prescription Drugs	83	\$346.91	\$10,527,614
Eyeglasses and Contact Lenses	84	\$75.05	\$2,277,476
Home			
Mortgage Payment and Basics (11)	92	\$7,849.00	\$238,193,549
Maintenance and Remodeling Services	86	\$1,504.25	\$45,649,568
Maintenance and Remodeling Materials (12)	88	\$318.74	\$9,672,851
Utilities, Fuel, and Public Services	87	\$4,258.52	\$129,233,190
Household Furnishings and Equipment			
Household Textiles (13)	88	\$76.43	\$2,319,331
Furniture	91	\$448.46	\$13,609,369
Rugs	86	\$20.99	\$637,003
Major Appliances (14)	89	\$252.81	\$7,672,058
Housewares (15)	90	\$75.48	\$2,290,693
Small Appliances	88	\$41.25	\$1,251,694
Luggage	90	\$8.35	\$253,346
Telephones and Accessories	90	\$63.94	\$1,940,279
Household Operations			
Child Care	100	\$422.86	\$12,832,622
Lawn and Garden (16)	84	\$342.70	\$10,399,881
Moving/Storage/Freight Express	89	\$56.60	\$1,717,526
Housekeeping Supplies (17)	87	\$614.90	\$18,660,503
Insurance			
Owners and Renters Insurance	86	\$397.05	\$12,049,211
Vehicle Insurance	89	\$995.93	\$30,223,343
Life/Other Insurance	85	\$350.37	\$10,632,622
Health Insurance	86	\$2,910.79	\$88,333,596
Personal Care Products (18)	89	\$387.97	\$11,773,709
School Books and Supplies (19)	92	\$151.87	\$4,608,893
Smoking Products	80	\$327.79	\$9,947,352
Transportation			
Payments on Vehicles excluding Leases	93	\$1,933.66	\$58,680,822
Gasoline and Motor Oil	90	\$2,773.12	\$84,155,979
Vehicle Maintenance and Repairs	88	\$910.81	\$27,640,448
Travel			
Airline Fares	88	\$403.40	\$12,242,019
Lodging on Trips	87	\$404.58	\$12,277,836
Auto/Truck Rental on Trips	90	\$21.55	\$653,828
Food and Drink on Trips	88	\$385.91	\$11,711,125

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- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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