

CITY OF FOUNTAIN VALLEY, CA

INSIGHT

MARKET ANALYTICS

HdL  ECON Solutions

Submitted by:

ECON Solutions by HdL
120 S. State College Blvd., Suite 200
Brea, CA 92821
www.hdlcompanies.com

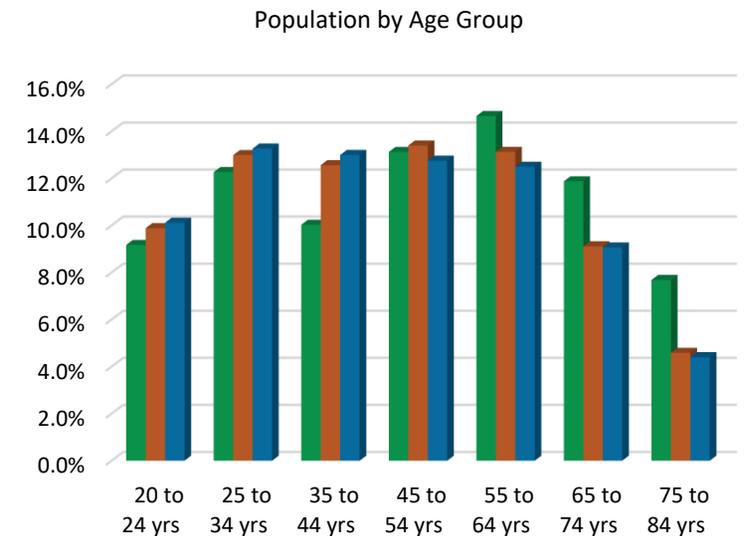
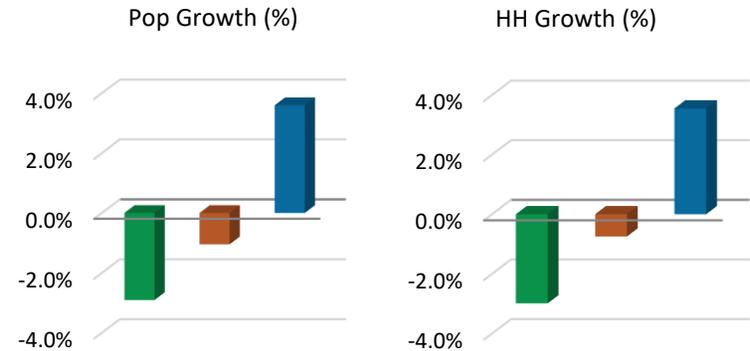
Contact:

Barry Foster
714-879-5000
bfoster@hdlcompanies.com

Consumer Demographic Profile

Site: City of Fountain Valley, CA
 Date Report Created: 2/2/2020

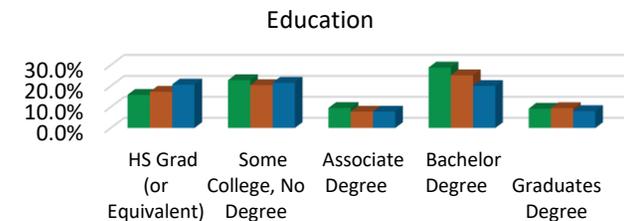
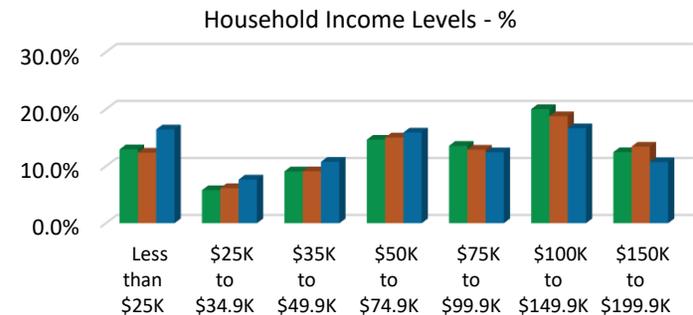
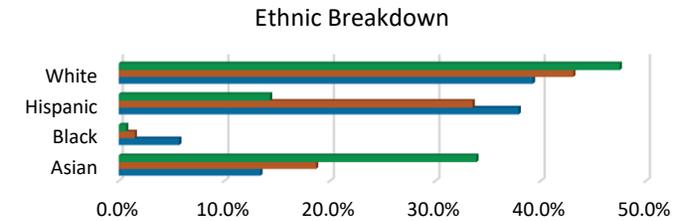
	Fountain Valley		Orange County		California	
	#	%	#	%	#	%
Market Stats						
Population	56,726	---	3,193,747	---	39,525,871	---
5 Year Projected Pop	55,077	---	3,160,274	---	40,946,687	---
Pop Growth (%)	-2.9%	---	-1.0%	---	3.6%	---
Households	18,881	---	1,060,316	---	13,380,512	---
5 Year Projected HHs	18,316	---	1,052,384	---	13,855,429	---
HH Growth (%)	-3.0%	---	-0.7%	---	3.5%	---
Census Stats						
2000 Population	54,360	---	2,846,295	---	33,871,648	---
2010 Population	55,284	---	3,010,232	---	37,253,956	---
Pop Growth (%)	1.7%	---	5.8%	---	10.0%	---
2000 Households	17,762	---	935,273	---	11,502,864	---
2010 Households	18,502	---	992,781	---	12,577,498	---
HH Growth (%)	4.2%	---	6.1%	---	9.3%	---
Total Population by Age						
Average Age	43.4		39.5		38.9	
19 yrs & under	10,747	18.9%	722,497	22.6%	9,209,067	23.3%
20 to 24 yrs	5,202	9.2%	315,647	9.9%	3,997,886	10.1%
25 to 34 yrs	6,960	12.3%	414,856	13.0%	5,244,045	13.3%
35 to 44 yrs	5,689	10.0%	401,162	12.6%	5,136,680	13.0%
45 to 54 yrs	7,444	13.1%	427,900	13.4%	5,039,583	12.8%
55 to 64 yrs	8,310	14.6%	419,261	13.1%	4,938,675	12.5%
65 to 74 yrs	6,737	11.9%	291,043	9.1%	3,582,967	9.1%
75 to 84 yrs	4,358	7.7%	146,426	4.6%	1,739,463	4.4%
85 + yrs	1,280	2.3%	54,955	1.7%	637,505	1.6%
Population Bases						
20-34 yrs	12,162	21.4%	730,503	22.9%	9,241,931	23.4%
45-64 yrs	15,754	27.8%	847,161	26.5%	9,978,258	25.2%
16 yrs +	47,033	82.9%	2,547,055	79.8%	31,310,338	79.2%
25 yrs +	40,777	71.9%	2,155,603	67.5%	26,318,918	66.6%
65 yrs +	12,374	21.8%	492,424	15.4%	5,959,935	15.1%
75 yrs +	5,637	9.9%	201,381	6.3%	2,376,968	6.0%
85 yrs +	1,280	2.3%	54,955	1.7%	637,505	1.6%



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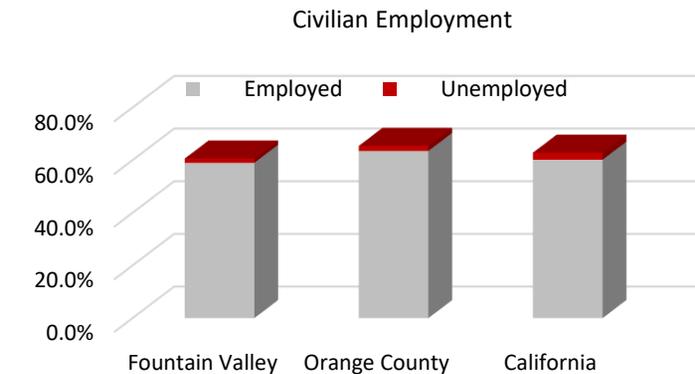
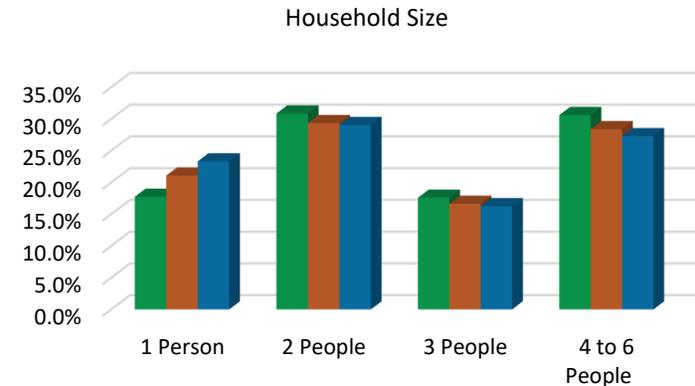
	Fountain Valley		Orange County		California	
	#	%	#	%	#	%
Population by Race						
White	26,947	47.5%	1,376,242	43.1%	15,515,597	39.3%
Hispanic	8,119	14.3%	1,070,832	33.5%	14,978,764	37.9%
Black	392	0.7%	47,975	1.5%	2,258,406	5.7%
Asian	19,222	33.9%	596,346	18.7%	5,296,422	13.4%
Ancestry						
American Indian (ancestry)	111	0.2%	6,700	0.2%	173,382	0.4%
Hawaiian (ancestry)	161	0.3%	8,947	0.3%	139,650	0.4%
Household Income						
Per Capita Income	\$37,480	---	\$39,794	---	\$35,247	---
Average HH Income	\$112,605	---	\$119,862	---	\$104,118	---
Median HH Income	\$87,744	---	\$88,067	---	\$73,551	---
Less than \$25K	2,447	13.0%	131,297	12.4%	2,201,197	16.5%
\$25K to \$34.9K	1,097	5.8%	65,324	6.2%	1,025,473	7.7%
\$35K to \$49.9K	1,717	9.1%	96,645	9.1%	1,441,855	10.8%
\$50K to \$74.9K	2,767	14.7%	159,472	15.0%	2,129,611	15.9%
\$75K to \$99.9K	2,564	13.6%	136,909	12.9%	1,664,694	12.4%
\$100K to \$149.9K	3,778	20.0%	199,117	18.8%	2,228,933	16.7%
\$150K to \$199.9K	2,353	12.5%	142,521	13.4%	1,433,530	10.7%
\$200K +	2,155	11.4%	129,031	12.2%	1,255,219	9.4%
Education	40,777		2,155,603		26,318,918	
Less than 9th Grade	1,851	4.5%	187,169	8.7%	2,600,478	9.9%
Some HS, No Diploma	2,195	5.4%	146,753	6.8%	2,099,229	8.0%
HS Grad (or Equivalent)	6,445	15.8%	372,357	17.3%	5,458,304	20.7%
Some College, No Degree	9,292	22.8%	440,504	20.4%	5,681,447	21.6%
Associate Degree	3,887	9.5%	167,902	7.8%	2,053,760	7.8%
Bachelor Degree	11,747	28.8%	541,341	25.1%	5,277,253	20.1%
Graduates Degree	3,763	9.2%	204,692	9.5%	2,127,045	8.1%



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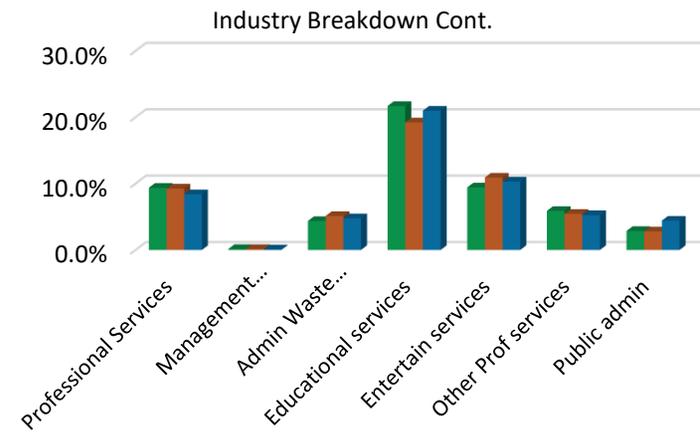
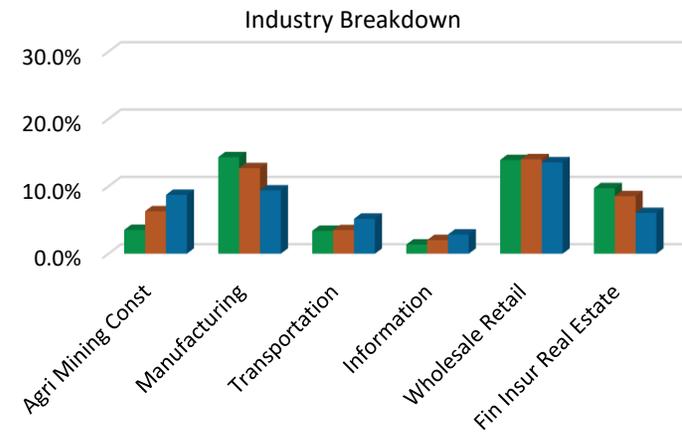
	Fountain Valley		Orange County		California	
	#	%	#	%	#	%
Family Structure	14,582		761,527		9,257,229	
Single - Male	791	5.4%	33,792	4.4%	451,926	4.9%
Single - Female	1,494	10.2%	70,129	9.2%	914,985	9.9%
Single Parent - Male	343	2.4%	22,460	2.9%	343,574	3.7%
Single Parent - Female	631	4.3%	54,312	7.1%	845,993	9.1%
Married w/ Children	4,231	29.0%	254,923	33.5%	2,910,386	31.4%
Married w/out Children	7,091	48.6%	325,911	42.8%	3,790,365	40.9%
Household Size						
1 Person	3,348	17.7%	223,641	21.1%	3,121,005	23.3%
2 People	5,824	30.8%	311,135	29.3%	3,886,770	29.0%
3 People	3,322	17.6%	176,288	16.6%	2,174,531	16.3%
4 to 6 People	5,777	30.6%	300,959	28.4%	3,650,224	27.3%
7+ People	610	3.2%	48,293	4.6%	547,982	4.1%
Home Ownership	18,881		1,060,316		13,380,512	
Owners	13,689	72.5%	629,247	59.3%	7,502,558	56.1%
Renters	5,192	27.5%	431,069	40.7%	5,877,954	43.9%
Components of Change						
Births	602	1.1%	36,245	1.1%	451,842	1.1%
Deaths	569	1.0%	23,845	0.7%	283,318	0.7%
Migration	-42	-0.1%	5,444	0.2%	21,481	0.1%
Employment (Pop 16+)	47,033		2,547,055		31,310,338	
Armed Services	10	0.0%	1,553	0.1%	146,348	0.5%
Civilian	28,509	60.6%	1,666,574	65.4%	19,675,712	62.8%
Employed	27,755	59.0%	1,617,713	63.5%	18,841,635	60.2%
Unemployed	754	1.6%	48,861	1.9%	834,077	2.7%
Not in Labor Force	18,514	39.4%	878,928	34.5%	11,488,278	36.7%
Employed Population	27,755		1,617,713		18,841,635	
White Collar	19,992	72.0%	1,100,376	68.0%	11,970,852	63.5%
Blue Collar	7,763	28.0%	517,337	32.0%	6,870,783	36.5%



Consumer Demographic Profile

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	Fountain Valley		Orange County		California	
	#	%	#	%	#	%
Employment By Occupation	27,755		1,617,713		18,841,635	
White Collar	19,992	72.0%	1,100,376	68.0%	11,970,852	63.5%
Managerial executive	4,674	16.8%	306,451	18.9%	2,954,974	15.7%
Prof specialty	7,230	26.0%	370,594	22.9%	4,269,624	22.7%
Healthcare support	706	2.5%	41,276	2.6%	668,628	3.5%
Sales	3,447	12.4%	197,071	12.2%	1,964,551	10.4%
Office Admin	3,936	14.2%	184,984	11.4%	2,113,075	11.2%
Blue Collar	7,763	28.0%	517,337	32.0%	6,870,783	36.5%
Protective	442	1.6%	24,934	1.5%	386,640	2.1%
Food Prep Serving	1,383	5.0%	91,932	5.7%	1,069,940	5.7%
Bldg Maint/Cleaning	689	2.5%	67,449	4.2%	792,586	4.2%
Personal Care	1,078	3.9%	53,152	3.3%	569,938	3.0%
Farming/Fishing/Forestry	11	0.0%	5,955	0.4%	324,702	1.7%
Construction	1,451	5.2%	98,021	6.1%	1,420,867	7.5%
Production Transp	2,709	9.8%	175,894	10.9%	2,306,110	12.2%
Employment By Industry	27,755		1,617,713		18,841,635	
Agri Mining Const	981	3.5%	101,796	6.3%	1,643,860	8.7%
Manufacturing	3,976	14.3%	205,193	12.7%	1,767,781	9.4%
Transportation	941	3.4%	56,487	3.5%	976,681	5.2%
Information	376	1.4%	32,633	2.0%	535,101	2.8%
Wholesale Retail	3,858	13.9%	226,749	14.0%	2,553,109	13.6%
Fin Insur Real Estate	2,698	9.7%	138,122	8.5%	1,138,452	6.0%
Professional Services	2,601	9.4%	149,835	9.3%	1,583,958	8.4%
Management Services	42	0.2%	2,542	0.2%	18,601	0.1%
Admin Waste Services	1,214	4.4%	83,001	5.1%	900,829	4.8%
Educational services	6,023	21.7%	311,224	19.2%	3,955,804	21.0%
Entertain services	2,616	9.4%	176,487	10.9%	1,942,555	10.3%
Other Prof services	1,633	5.9%	88,236	5.5%	992,062	5.3%
Public admin	795	2.9%	45,408	2.8%	832,842	4.4%



Consumer Demand & Market Supply Assessment

Site:

City of Fountain Valley, CA

Date Report Created:

2/2/2020

	Fountain Valley			Orange County			California				
Demographics											
Population	56,726			3,193,747			39,525,871				
5-Year Population estimate	55,077			3,160,274			40,946,687				
Population Households	56,356			3,155,697			38,721,097				
Group Quarters Population	370			38,050			804,774				
Households	18,881			1,060,316			13,380,512				
5-Year Households estimate	18,316			1,052,384			13,855,429				
WorkPlace Establishments	2,437			106,908			1,020,841				
Workplace Employees	31,698			1,704,835			16,885,735				
Median Household Income	\$87,744			\$88,067			\$73,551				
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus		
By Establishments											
Bar/Drinking Places (Alcoholic Beverages)	\$4,436,104	\$0	(\$4,436,104)	\$239,703,475	\$204,485,104	(\$35,218,371)	-15%	\$2,517,224,715	\$2,745,211,226	\$227,986,511	9%
Lawn/Garden Equipment/Supplies Stores	\$7,046,504	\$953,023	(\$6,093,481)	\$382,327,296	\$402,175,581	\$19,848,285	5%	\$4,614,891,265	\$5,185,458,216	\$570,566,951	12%
Automotive Dealers	\$200,460,033	\$45,486,743	(\$154,973,289)	\$10,943,982,593	\$13,941,584,091	\$2,997,601,498	27%	\$131,524,014,128	\$135,988,278,312	\$4,464,264,184	3%
Shoe Stores	\$6,657,136	\$1,642,963	(\$5,014,173)	\$366,231,775	\$298,854,941	(\$67,376,834)	-18%	\$4,332,445,485	\$4,591,329,670	\$258,884,185	6%
Jewelry/Luggage/Leather Goods	\$6,614,194	\$1,829,123	(\$4,785,071)	\$362,501,054	\$483,761,745	\$121,260,691	33%	\$4,356,585,517	\$4,504,197,113	\$147,611,596	3%
Direct Selling Establishments	\$5,231,689	\$1,612,441	(\$3,619,248)	\$286,139,001	\$213,788,231	(\$72,350,770)	-25%	\$3,527,109,103	\$2,905,107,059	(\$622,002,044)	-18%
Clothing Stores	\$48,223,643	\$25,314,990	(\$22,908,652)	\$2,646,448,171	\$2,796,053,817	\$149,605,646	6%	\$31,668,843,473	\$32,627,901,680	\$959,058,207	3%
Used Merchandise Stores	\$3,626,861	\$1,975,549	(\$1,651,312)	\$197,687,051	\$147,178,359	(\$50,508,692)	-26%	\$2,373,033,904	\$2,260,240,410	(\$112,793,494)	-5%
Specialty Food Stores	\$6,275,364	\$3,571,561	(\$2,703,803)	\$342,891,758	\$365,414,883	\$22,523,125	7%	\$4,271,523,294	\$4,100,145,794	(\$171,377,500)	-4%
Beer/Wine/Liquor Stores	\$9,114,526	\$6,702,060	(\$2,412,466)	\$498,341,921	\$446,357,168	(\$51,984,753)	-10%	\$6,077,651,012	\$6,463,833,201	\$386,182,189	6%
Home Furnishing Stores	\$10,778,544	\$8,883,557	(\$1,894,988)	\$590,991,708	\$829,343,099	\$238,351,391	40%	\$7,133,105,993	\$7,564,900,479	\$431,794,486	6%
Building Material/Supplies Dealers	\$59,551,628	\$50,609,383	(\$8,942,245)	\$3,265,084,952	\$4,837,215,144	\$1,572,130,192	48%	\$39,576,088,752	\$46,342,754,031	\$6,766,665,279	17%
Grocery Stores	\$106,511,099	\$103,631,482	(\$2,879,616)	\$5,823,007,782	\$4,485,326,766	(\$1,337,681,016)	-23%	\$72,229,362,812	\$70,991,449,893	(\$1,237,912,919)	-2%
Electronic Shopping/Mail Order Houses	\$155,814,796	\$158,328,731	\$2,513,935	\$8,529,115,589	\$5,288,981,286	(\$3,240,134,303)	-38%	\$100,877,515,567	\$82,289,386,374	(\$18,588,129,193)	-18%
Florists/Misc. Store Retailers	\$1,484,607	\$1,517,533	\$32,926	\$80,560,977	\$79,866,530	(\$694,447)	-1%	\$973,550,960	\$1,051,549,438	\$77,998,478	8%
Special Food Services	\$12,900,397	\$13,718,938	\$818,541	\$699,441,008	\$700,207,949	\$766,941	0%	\$7,747,279,601	\$8,328,307,553	\$581,027,952	7%
Limited-Service Eating Places	\$61,722,537	\$67,552,535	\$5,829,998	\$3,347,077,689	\$3,375,736,856	\$28,659,167	1%	\$37,081,748,567	\$40,097,180,007	\$3,015,431,440	8%
Other Misc. Store Retailers	\$15,512,521	\$17,855,143	\$2,342,622	\$842,398,126	\$857,729,803	\$15,331,677	2%	\$10,109,961,052	\$10,815,844,624	\$705,883,572	7%
Other Motor Vehicle Dealers	\$12,601,160	\$14,576,073	\$1,974,914	\$686,287,045	\$658,534,431	(\$27,752,614)	-4%	\$8,234,326,487	\$8,784,805,922	\$550,479,435	7%
Automotive Parts/Accessories/Tire	\$16,537,223	\$19,265,703	\$2,728,480	\$911,919,520	\$968,336,624	\$56,417,104	6%	\$11,161,877,910	\$11,867,855,126	\$705,977,216	6%
Book/Periodical/Music Stores	\$3,374,489	\$4,038,696	\$664,208	\$185,790,921	\$248,289,076	\$62,498,155	34%	\$2,240,435,441	\$2,385,281,902	\$144,846,461	6%
Gasoline Stations	\$79,939,824	\$98,599,804	\$18,659,980	\$4,387,570,348	\$5,906,086,253	\$1,518,515,905	35%	\$53,565,091,417	\$76,525,062,339	\$22,959,970,922	43%
Office Supplies/Stationary/Gift	\$5,675,578	\$7,056,830	\$1,381,252	\$309,135,374	\$315,738,026	\$6,602,652	2%	\$3,646,110,562	\$3,812,604,390	\$166,493,828	5%
Furniture Stores	\$11,781,670	\$15,036,173	\$3,254,503	\$648,818,377	\$638,056,732	(\$10,761,645)	-2%	\$7,711,286,668	\$7,547,635,964	(\$163,650,704)	-2%
Health/Personal Care Stores	\$57,064,761	\$76,689,104	\$19,624,344	\$3,137,787,145	\$3,423,934,398	\$286,147,253	9%	\$38,515,254,549	\$41,548,025,889	\$3,032,771,340	8%
Full-Service Restaurants	\$66,056,171	\$103,297,543	\$37,241,373	\$3,576,594,843	\$4,418,217,654	\$841,622,811	24%	\$38,722,028,966	\$41,429,801,984	\$2,707,773,018	7%
Department Stores	\$25,798,450	\$41,517,306	\$15,718,856	\$1,414,889,547	\$1,839,623,939	\$424,734,392	30%	\$17,093,409,626	\$21,711,201,622	\$4,617,791,996	27%
Vending Machine Operators (Non-Store)	\$6,553,243	\$12,360,819	\$5,807,576	\$357,772,525	\$318,909,123	(\$38,863,402)	-11%	\$4,404,241,918	\$4,365,743,179	(\$38,498,739)	-1%
Sporting Goods/Hobby/Musical Instrument	\$11,797,172	\$26,358,293	\$14,561,120	\$647,591,499	\$864,330,394	\$216,738,895	33%	\$7,754,380,414	\$8,112,018,362	\$357,637,948	5%
Electronics/Appliance	\$21,159,540	\$90,254,023	\$69,094,483	\$1,150,057,981	\$1,613,412,087	\$463,354,106	40%	\$13,021,377,704	\$12,478,673,403	(\$542,704,301)	-4%
Other General Merchandise Stores	\$111,023,391	\$557,591,809	\$446,568,418	\$6,078,599,646	\$8,519,151,913	\$2,440,552,267	40%	\$74,586,530,546	\$85,716,937,581	\$11,130,407,035	15%
Consumer Demand/Market Supply Index	\$1,151,324,857	\$1,577,827,934	73	\$62,936,746,697	\$69,486,682,003	91		\$751,648,287,408	\$795,138,722,743	95	

Consumer Demand & Market Supply Assessment

Site:
Date Report Created:

City of Fountain Valley, CA
2/2/2020

By Major Product Lines	Fountain Valley				Orange County				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Autos/Cars/Vans/Trucks/Motorcycles	\$176,638,513	\$46,462,044	(\$130,176,469)	-74%	\$9,647,177,208	\$12,132,243,572	\$2,485,066,364	26%	\$115,855,814,428	\$120,130,246,188	\$4,274,431,760	4%
Jewelry (including Watches)	\$9,929,689	\$6,746,550	(\$3,183,139)	-32%	\$545,054,928	\$614,502,832	\$69,447,904	13%	\$6,554,902,822	\$7,338,758,668	\$783,855,846	12%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,966,724	\$1,402,501	(\$564,223)	-29%	\$107,348,143	\$128,806,495	\$21,458,352	20%	\$1,355,379,034	\$2,045,135,926	\$689,756,892	51%
Footwear, including Accessories	\$16,454,636	\$11,895,289	(\$4,559,348)	-28%	\$905,745,280	\$743,279,826	(\$162,465,454)	-18%	\$10,706,115,436	\$10,217,460,591	(\$488,654,845)	-5%
Womens/Juniors/Misses Wear	\$41,818,691	\$36,501,583	(\$5,317,107)	-13%	\$2,289,439,520	\$2,136,305,605	(\$153,133,915)	-7%	\$27,489,496,945	\$27,613,045,748	\$123,548,803	0%
Dimensional Lumber/Other Building Materials	\$24,054,139	\$21,350,357	(\$2,703,782)	-11%	\$1,318,599,063	\$2,034,590,504	\$715,991,441	54%	\$15,978,930,586	\$19,445,954,246	\$3,467,023,660	22%
Retailer Services	\$35,049,280	\$32,188,618	(\$2,860,662)	-8%	\$1,892,454,797	\$2,282,814,212	\$390,359,415	21%	\$22,586,493,753	\$24,317,804,346	\$1,731,310,593	8%
Automotive Tires/Tubes/Batteries/Parts	\$32,882,543	\$30,571,943	(\$2,310,601)	-7%	\$1,816,085,966	\$1,888,450,119	\$72,364,153	4%	\$22,267,128,761	\$20,811,188,095	(\$1,455,940,666)	-7%
Lawn/Garden/Farm Equipment/Supplies	\$17,846,161	\$16,894,835	(\$951,326)	-5%	\$968,403,392	\$1,140,527,225	\$172,123,833	18%	\$11,716,886,619	\$12,664,750,777	\$947,864,158	8%
Floor/Floor Coverings	\$8,358,869	\$8,075,567	(\$283,302)	-3%	\$460,469,967	\$632,213,837	\$171,743,870	37%	\$5,637,958,782	\$6,280,622,361	\$642,663,579	11%
Paints/Sundries/Wallpaper/Wall Coverings	\$4,313,225	\$4,309,141	(\$4,085)	0%	\$237,814,190	\$372,143,492	\$134,329,302	56%	\$2,894,475,511	\$3,557,115,548	\$662,640,037	23%
Alcoholic Drinks Served at the Establishment	\$33,181,432	\$35,029,748	\$1,848,316	6%	\$1,792,451,816	\$1,695,089,730	(\$97,362,086)	-5%	\$18,718,338,233	\$16,113,196,512	(\$2,605,141,721)	-14%
Pets/Pet Foods/Pet Supplies	\$10,582,874	\$11,428,854	\$845,979	8%	\$567,549,240	\$361,933,585	(\$205,615,655)	-36%	\$6,675,636,373	\$4,892,283,008	(\$1,783,353,365)	-27%
Mens Wear	\$16,439,235	\$19,591,839	\$3,152,604	19%	\$898,398,948	\$957,710,293	\$59,311,345	7%	\$10,640,111,347	\$12,024,563,688	\$1,384,452,341	13%
Hardware/Tools/Plumbing/Electrical Supplies	\$16,383,815	\$20,057,202	\$3,673,386	22%	\$905,555,471	\$1,364,287,303	\$458,731,832	51%	\$11,053,452,985	\$13,405,627,339	\$2,352,174,354	21%
Furniture/Sleep/Outdoor/Patio Furniture	\$30,396,575	\$37,972,394	\$7,575,818	25%	\$1,675,061,725	\$1,362,744,865	(\$312,316,860)	-19%	\$19,900,010,066	\$16,554,680,372	(\$3,345,329,694)	-17%
Meats/Nonalcoholic Beverages	\$118,717,213	\$162,340,964	\$43,623,751	37%	\$6,438,088,427	\$7,278,517,563	\$840,429,136	13%	\$71,345,528,677	\$80,479,358,090	\$9,133,829,413	13%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$127,361,425	\$190,997,789	\$63,636,364	50%	\$7,008,786,885	\$6,164,504,585	(\$844,282,300)	-12%	\$85,923,015,094	\$77,779,311,460	(\$8,143,703,634)	-9%
All Other Merchandise	\$43,528,626	\$67,771,357	\$24,242,731	56%	\$2,365,868,096	\$2,258,859,598	(\$107,008,498)	-5%	\$28,419,481,978	\$29,329,269,087	\$909,787,109	3%
Kitchenware/Home Furnishings	\$13,269,377	\$20,897,592	\$7,628,214	57%	\$726,745,577	\$815,223,998	\$88,478,421	12%	\$8,749,736,423	\$9,435,998,271	\$686,261,848	8%
Books/Periodicals	\$4,512,903	\$7,109,257	\$2,596,354	58%	\$249,641,186	\$298,620,656	\$48,979,470	20%	\$3,019,977,458	\$3,233,696,547	\$213,719,089	7%
Packaged Liquor/Wine/Beer	\$19,961,810	\$31,804,696	\$11,842,886	59%	\$1,090,714,046	\$1,092,443,809	\$1,729,763	0%	\$13,299,756,649	\$14,077,738,340	\$777,981,691	6%
Childrens Wear/Infants/Toddlers Clothing	\$6,680,124	\$10,650,551	\$3,970,427	59%	\$375,483,513	\$492,873,108	\$117,389,595	31%	\$4,470,454,198	\$5,866,898,683	\$1,396,444,485	31%
Computer Hardware/Software/Supplies	\$33,907,883	\$55,028,294	\$21,120,411	62%	\$1,833,088,138	\$1,370,750,320	(\$462,337,818)	-25%	\$18,848,236,245	\$15,481,932,386	(\$3,366,303,859)	-18%
Automotive Fuels	\$73,649,566	\$130,358,271	\$56,708,705	77%	\$4,042,639,717	\$5,818,141,087	\$1,775,501,370	44%	\$49,260,845,977	\$72,873,338,128	\$23,612,492,151	48%
Groceries/Other Food Items (Off Premises)	\$165,155,775	\$354,479,485	\$189,323,709	115%	\$9,026,389,623	\$8,747,099,790	(\$279,289,833)	-3%	\$112,846,800,009	\$110,604,387,672	(\$2,242,412,337)	-2%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$5,188,211	\$12,008,847	\$6,820,636	131%	\$280,947,308	\$396,727,260	\$115,779,952	41%	\$3,303,412,647	\$4,373,580,665	\$1,070,168,018	32%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$9,796,947	\$22,908,042	\$13,111,094	134%	\$538,545,938	\$687,251,653	\$148,705,715	28%	\$6,436,080,498	\$8,028,901,909	\$1,592,821,411	25%
Cigars/Cigarettes/Tobacco/Accessories	\$11,959,601	\$28,884,219	\$16,924,618	142%	\$665,599,195	\$840,191,685	\$174,592,490	26%	\$8,305,252,245	\$10,288,435,002	\$1,983,182,757	24%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,347,950	\$5,868,535	\$3,520,584	150%	\$128,366,555	\$170,703,483	\$42,336,928	33%	\$1,629,525,910	\$2,213,459,475	\$583,933,565	36%
Small Electric Appliances	\$2,359,504	\$6,085,558	\$3,726,053	158%	\$129,099,336	\$166,380,667	\$37,281,331	29%	\$1,552,770,909	\$1,849,270,194	\$296,499,285	19%
Audio Equipment/Musical Instruments	\$6,235,686	\$16,582,750	\$10,347,064	166%	\$344,902,431	\$424,002,740	\$79,100,309	23%	\$4,164,230,075	\$4,620,069,971	\$455,839,896	11%
Toys/Hobby Goods/Games	\$5,476,819	\$15,370,915	\$9,894,096	181%	\$301,953,717	\$432,871,986	\$130,918,269	43%	\$3,648,690,523	\$4,942,168,432	\$1,293,477,909	35%
Major Household Appliances	\$4,448,011	\$13,334,230	\$8,886,219	200%	\$236,888,636	\$386,737,557	\$149,848,921	63%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Automotive Lubricants (incl Oil, Greases)	\$4,448,011	\$13,334,230	\$8,886,219	200%	\$236,888,636	\$386,737,557	\$149,848,921	63%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Sewing/Knitting Materials/Supplies	\$480,591	\$1,572,133	\$1,091,542	227%	\$26,082,796	\$42,054,135	\$15,971,339	61%	\$310,053,177	\$438,862,705	\$128,809,528	42%
Soaps/Detergents/Household Cleaners	\$5,290,434	\$18,172,202	\$12,881,768	243%	\$288,961,382	\$419,907,555	\$130,946,173	45%	\$3,488,716,416	\$4,549,413,588	\$1,060,697,172	30%
Paper/Related Products	\$4,560,868	\$19,729,630	\$15,168,761	333%	\$249,228,491	\$386,298,415	\$133,069,924	53%	\$3,049,548,456	\$4,136,874,815	\$1,087,326,359	36%
Photographic Equipment/Supplies	\$1,211,715	\$6,195,160	\$4,983,445	411%	\$66,518,636	\$119,487,575	\$52,968,939	80%	\$796,616,242	\$1,158,815,543	\$362,199,301	45%
Televisions/VCR/Video Cameras/DVD etc	\$7,081,463	\$36,392,254	\$29,310,792	414%	\$392,377,050	\$699,078,587	\$306,701,537	78%	\$4,733,901,685	\$6,893,680,087	\$2,159,778,402	46%

Fountain Valley

Orange County

California

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area