



Fourth Supervisorial District

Top Tapestry Segments:		Demographic Summary		2010	2015
Urban Villages	22.5%	Population		388,594	399,698
Boomburbs	12.3%	Households		102,704	105,199
Las Casas	11.2%	Families		83,240	84,922
Sophisticated Squires	8.9%	Median Age		30.4	30.9
Industrious Urban Fringe	6.9%	Median Household Income		\$62,451	\$69,602

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	77	\$1,834.68	\$188,428,772
Men's	72	\$328.34	\$33,721,972
Women's	66	\$551.16	\$56,606,549
Children's	83	\$333.69	\$34,271,454
Footwear	55	\$227.51	\$23,366,200
Watches & Jewelry	109	\$210.81	\$21,651,130
Apparel Products and Services <sup>1</sup>	196	\$183.16	\$18,811,467
<b>Computer</b>			
Computers and Hardware for Home Use	115	\$219.84	\$22,578,111
Software and Accessories for Home Use	119	\$33.77	\$3,468,095
<b>Entertainment &amp; Recreation</b>	109	\$3,506.46	\$360,127,815
<b>Fees and Admissions</b>	114	\$708.43	\$72,758,198
Membership Fees for Clubs <sup>2</sup>	110	\$179.81	\$18,467,542
Fees for Participant Sports, excl. Trips	114	\$121.39	\$12,467,003
Admission to Movie/Theatre/Opera/Ballet	117	\$178.01	\$18,282,742
Admission to Sporting Events, excl. Trips	106	\$62.86	\$6,456,325
Fees for Recreational Lessons	121	\$165.59	\$17,006,439
Dating Services	99	\$0.76	\$78,147
<b>TV/Video/Audio</b>	103	\$1,276.98	\$131,151,103
Community Antenna or Cable TV	97	\$699.43	\$71,833,795
Televisions	112	\$216.16	\$22,200,268
VCRs, Video Cameras, and DVD Players	115	\$23.44	\$2,407,650
Video Cassettes and DVDs	111	\$58.38	\$5,996,291
Video and Computer Game Hardware and Software	109	\$60.64	\$6,228,042
Satellite Dishes	116	\$1.46	\$149,465
Rental of Video Cassettes and DVDs	115	\$47.46	\$4,874,655
Streaming/Downloaded Video	104	\$1.46	\$149,900
Audio <sup>3</sup>	108	\$159.25	\$16,355,357
Rental and Repair of TV/Radio/Audio	123	\$9.31	\$955,682
Pets	128	\$549.64	\$56,450,378
Toys and Games <sup>4</sup>	104	\$151.43	\$15,552,966
Recreational Vehicles and Fees <sup>5</sup>	112	\$360.81	\$37,057,117
Sports/Recreation/Exercise Equipment <sup>6</sup>	88	\$160.14	\$16,446,771
Photo Equipment and Supplies <sup>7</sup>	112	\$116.07	\$11,921,333
Reading <sup>8</sup>	103	\$158.84	\$16,313,664
Catered Affairs <sup>9</sup>	98	\$24.11	\$2,476,283
<b>Food</b>	108	\$8,285.40	\$850,943,570
<b>Food at Home</b>	107	\$4,805.11	\$493,503,614
Bakery and Cereal Products	104	\$621.81	\$63,862,073
Meat, Poultry, Fish, and Eggs	108	\$1,122.14	\$115,248,206
Dairy Products	106	\$526.61	\$54,084,603
Fruit and Vegetables	111	\$873.56	\$89,717,786
Snacks and Other Food at Home <sup>10</sup>	107	\$1,661.00	\$170,590,946
<b>Food Away from Home</b>	108	\$3,480.29	\$357,439,957
Alcoholic Beverages	107	\$608.18	\$62,462,684
Nonalcoholic Beverages at Home	107	\$468.16	\$48,081,969



# Retail Goods and Services Expenditures

## Supervisorial Districts

### Fourth Supervisorial District

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	103	\$1,795.76	\$184,432,213
Vehicle Loans	105	\$5,151.21	\$529,049,827
<b>Health</b>			
Nonprescription Drugs	97	\$100.11	\$10,281,446
Prescription Drugs	85	\$424.06	\$43,552,336
Eyeglasses and Contact Lenses	103	\$78.93	\$8,106,932
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	116	\$10,831.61	\$1,112,449,534
Maintenance and Remodeling Services	110	\$2,183.45	\$224,248,552
Maintenance and Remodeling Materials <sup>12</sup>	109	\$405.38	\$41,634,534
Utilities, Fuel, and Public Services	98	\$4,450.05	\$457,038,003
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	111	\$147.28	\$15,126,652
Furniture	112	\$675.04	\$69,329,190
Floor Coverings	97	\$72.82	\$7,478,549
Major Appliances <sup>14</sup>	104	\$315.51	\$32,403,997
Housewares <sup>15</sup>	103	\$88.31	\$9,069,539
Small Appliances	103	\$33.74	\$3,465,439
Luggage	114	\$10.58	\$1,086,786
Telephones and Accessories	78	\$33.02	\$3,390,879
<b>Household Operations</b>			
Child Care	118	\$546.74	\$56,152,092
Lawn and Garden <sup>16</sup>	102	\$425.76	\$43,727,065
Moving/Storage/Freight Express	127	\$76.93	\$7,901,299
Housekeeping Supplies <sup>17</sup>	104	\$727.20	\$74,685,873
<b>Insurance</b>			
Owners and Renters Insurance	95	\$440.84	\$45,275,826
Vehicle Insurance	105	\$1,222.66	\$125,571,597
Life/Other Insurance	95	\$395.09	\$40,577,076
Health Insurance	92	\$1,787.82	\$183,616,276
Personal Care Products <sup>18</sup>	110	\$438.16	\$45,000,289
School Books and Supplies <sup>19</sup>	102	\$108.59	\$11,152,830
Smoking Products	86	\$369.45	\$37,943,886
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	109	\$4,777.48	\$490,666,344
Gasoline and Motor Oil	102	\$2,925.39	\$300,449,170
Vehicle Maintenance and Repairs	107	\$1,009.27	\$103,655,970
<b>Travel</b>			
Airline Fares	121	\$554.61	\$56,960,762
Lodging on Trips	110	\$481.67	\$49,468,980
Auto/Truck/Van Rental on Trips	122	\$45.01	\$4,622,611
Food and Drink on Trips	112	\$485.84	\$49,898,075

**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.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

**Fourth Supervisorial District**

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- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**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.
- <sup>13</sup>**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.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**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.
- <sup>18</sup>**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, and personal care appliances.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.