



# Retail Goods and Services Expenditure Report

Cities in San Bernardino County  
ADELANTO CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Industrious Urban Fringe	72.9%	Population	32,143	36,888
City Dimensions	24.7%	Households	7,974	9,110
NeWest Residents	2.2%	Families	6,452	7,350
Senior Sun Seekers	0.2%	Median Age	26.5	27.0
Top Rung	0.0%	Median Household Income	\$43,896	\$52,338
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		48	\$1,155.42	\$9,213,067
Men's		45	\$205.22	\$1,636,343
Women's		41	\$341.96	\$2,726,733
Children's		54	\$216.90	\$1,729,485
Footwear		35	\$147.43	\$1,175,570
Watches & Jewelry		64	\$124.12	\$989,720
Apparel Products and Services (1)		128	\$119.79	\$955,216
Computer				
Computers and Hardware for Home Use		71	\$135.89	\$1,083,575
Software and Accessories for Home Use		71	\$20.09	\$160,217
Entertainment & Recreation		66	\$2,133.94	\$17,015,600
Fees and Admissions		65	\$401.76	\$3,203,561
Membership Fees for Clubs (2)		62	\$100.79	\$803,658
Fees for Participant Sports, excl. Trips		67	\$71.31	\$568,599
Admission to Movie/Theatre/Opera/Ballet		70	\$106.87	\$852,193
Admission to Sporting Events, excl. Trips		60	\$35.93	\$286,481
Fees for Recreational Lessons		63	\$86.36	\$688,621
Dating Services		65	\$0.50	\$4,009
TV/Video/Audio		67	\$830.92	\$6,625,597
Community Antenna or Cable TV		65	\$468.87	\$3,738,668
Televisions		70	\$134.43	\$1,071,926
VCRs, Video Cameras, and DVD Players		73	\$14.86	\$118,474
Video Cassettes and DVDs		72	\$38.04	\$303,342
Video and Computer Game Hardware and Software		69	\$38.36	\$305,911
Satellite Dishes		69	\$0.87	\$6,917
Rental of Video Cassettes and DVDs		74	\$30.68	\$244,659
Streaming/Downloaded Video		63	\$0.88	\$7,023
Audio (3)		67	\$98.40	\$784,612
Rental and Repair of TV/Radio/Sound Equipment		73	\$5.53	\$44,065
Pets		78	\$337.74	\$2,693,105
Toys and Games (4)		66	\$96.12	\$766,456
Recreational Vehicles and Fees (5)		60	\$194.96	\$1,554,593
Sports/Recreation/Exercise Equipment (6)		52	\$94.03	\$749,801
Photo Equipment and Supplies (7)		66	\$68.67	\$547,559
Reading (8)		61	\$94.80	\$755,911
Catered Affairs (9)		61	\$14.93	\$119,016
Food		69	\$5,340.73	\$42,585,841
Food at Home		70	\$3,126.66	\$24,931,290
Bakery and Cereal Products		68	\$404.09	\$3,222,092
Meats, Poultry, Fish, and Eggs		71	\$737.71	\$5,882,303
Dairy Products		69	\$341.51	\$2,723,146
Fruits and Vegetables		72	\$561.39	\$4,476,397
Snacks and Other Food at Home (10)		69	\$1,081.96	\$8,627,353
Food Away from Home		69	\$2,214.07	\$17,654,551
Alcoholic Beverages		67	\$383.16	\$3,055,211
Nonalcoholic Beverages at Home		71	\$308.78	\$2,462,131

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.

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<b>Financial</b>			
Investments	57	\$984.11	\$7,847,044
Vehicle Loans	68	\$3,339.71	\$26,630,125
<b>Health</b>			
Nonprescription Drugs	64	\$66.41	\$529,563
Prescription Drugs	58	\$286.76	\$2,286,577
Eyeglasses and Contact Lenses	63	\$48.74	\$388,673
<b>Home</b>			
Mortgage Payment and Basics (11)	66	\$6,165.61	\$49,163,215
Maintenance and Remodeling Services	61	\$1,200.06	\$9,569,012
Maintenance and Remodeling Materials (12)	62	\$229.92	\$1,833,363
Utilities, Fuel, and Public Services	66	\$2,973.57	\$23,710,615
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	68	\$89.82	\$716,200
Furniture	68	\$407.89	\$3,252,467
Floor Coverings	56	\$41.75	\$332,874
Major Appliances (14)	63	\$192.62	\$1,535,905
Housewares (15)	63	\$54.46	\$434,267
Small Appliances	65	\$21.44	\$170,971
Luggage	65	\$6.03	\$48,054
Telephones and Accessories	50	\$21.34	\$170,143
<b>Household Operations</b>			
Child Care	70	\$325.15	\$2,592,669
Lawn and Garden (16)	59	\$247.91	\$1,976,789
Moving/Storage/Freight Express	75	\$45.67	\$364,183
Housekeeping Supplies (17)	67	\$471.55	\$3,760,014
<b>Insurance</b>			
Owners and Renters Insurance	59	\$275.11	\$2,193,651
Vehicle Insurance	67	\$786.07	\$6,267,959
Life/Other Insurance	56	\$234.67	\$1,871,169
Health Insurance	60	\$1,159.03	\$9,241,850
Personal Care Products (18)	71	\$283.16	\$2,257,830
School Books and Supplies (19)	70	\$75.04	\$598,326
Smoking Products	63	\$270.73	\$2,158,762
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	69	\$3,015.91	\$24,048,244
Gasoline and Motor Oil	68	\$1,946.55	\$15,521,332
Vehicle Maintenance and Repairs	68	\$638.11	\$5,088,120
<b>Travel</b>			
Airline Fares	68	\$312.51	\$2,491,901
Lodging on Trips	62	\$268.15	\$2,138,196
Auto/Truck/Van Rental on Trips	67	\$24.87	\$198,297
Food and Drink on Trips	64	\$279.49	\$2,228,621

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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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (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, and personal care appliances.
- (19) School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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