



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
APPLE VALLEY CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Exurbanites	14.4%	Population	69,106	73,926
In Style	12.8%	Households	23,311	24,894
Main Street, USA	12.4%	Families	17,681	18,724
Industrious Urban Fringe	9.9%	Median Age	37.5	37.5
The Elders	7.0%	Median Household Income	\$52,044	\$60,620
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		62	\$1,495.35	\$34,858,042
Men's		59	\$269.26	\$6,276,679
Women's		56	\$465.54	\$10,852,135
Children's		65	\$261.04	\$6,084,976
Footwear		44	\$182.84	\$4,262,280
Watches & Jewelry		90	\$173.90	\$4,053,659
Apparel Products and Services (1)		153	\$142.78	\$3,328,313
Computer				
Computers and Hardware for Home Use		89	\$171.35	\$3,994,414
Software and Accessories for Home Use		91	\$25.86	\$602,926
Entertainment & Recreation		92	\$2,954.20	\$68,865,041
Fees and Admissions		92	\$569.67	\$13,279,530
Membership Fees for Clubs (2)		93	\$153.06	\$3,567,982
Fees for Participant Sports, excl. Trips		95	\$100.83	\$2,350,500
Admission to Movie/Theatre/Opera/Ballet		91	\$138.39	\$3,226,015
Admission to Sporting Events, excl. Trips		90	\$53.72	\$1,252,211
Fees for Recreational Lessons		90	\$123.02	\$2,867,768
Dating Services		84	\$0.65	\$15,053
TV/Video/Audio		89	\$1,104.41	\$25,744,710
Community Antenna or Cable TV		90	\$645.61	\$15,049,678
Televisions		91	\$175.90	\$4,100,461
VCRs, Video Cameras, and DVD Players		89	\$18.13	\$422,579
Video Cassettes and DVDs		88	\$46.48	\$1,083,504
Video and Computer Game Hardware and Software		88	\$49.24	\$1,147,835
Satellite Dishes		89	\$1.12	\$26,165
Rental of Video Cassettes and DVDs		88	\$36.42	\$848,964
Streaming/Downloaded Video		90	\$1.25	\$29,239
Audio (3)		84	\$123.38	\$2,876,011
Rental and Repair of TV/Radio/Sound Equipment		91	\$6.88	\$160,275
Pets		111	\$477.49	\$11,130,684
Toys and Games (4)		88	\$127.84	\$2,980,169
Recreational Vehicles and Fees (5)		90	\$290.51	\$6,772,135
Sports/Recreation/Exercise Equipment (6)		70	\$127.66	\$2,975,928
Photo Equipment and Supplies (7)		89	\$92.36	\$2,152,943
Reading (8)		92	\$141.92	\$3,308,353
Catered Affairs (9)		91	\$22.33	\$520,589
Food		90	\$6,902.95	\$160,914,011
Food at Home		90	\$4,015.31	\$93,600,498
Bakery and Cereal Products		90	\$534.15	\$12,451,580
Meats, Poultry, Fish, and Eggs		90	\$930.84	\$21,698,765
Dairy Products		89	\$444.61	\$10,364,175
Fruits and Vegetables		91	\$711.82	\$16,593,185
Snacks and Other Food at Home (10)		89	\$1,393.89	\$32,492,792
Food Away from Home		90	\$2,887.64	\$67,313,513
Alcoholic Beverages		90	\$513.83	\$11,977,751
Nonalcoholic Beverages at Home		89	\$391.10	\$9,116,938

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	91	\$1,577.21	\$36,766,235
Vehicle Loans	88	\$4,324.89	\$100,817,124
Health			
Nonprescription Drugs	90	\$93.23	\$2,173,273
Prescription Drugs	92	\$457.01	\$10,653,400
Eyeglasses and Contact Lenses	92	\$70.43	\$1,641,708
Home			
Mortgage Payment and Basics (11)	92	\$8,657.63	\$201,817,167
Maintenance and Remodeling Services	94	\$1,869.09	\$43,570,218
Maintenance and Remodeling Materials (12)	89	\$331.70	\$7,732,120
Utilities, Fuel, and Public Services	90	\$4,073.13	\$94,948,378
Household Furnishings and Equipment			
Household Textiles (13)	91	\$121.09	\$2,822,716
Furniture	90	\$541.62	\$12,625,668
Floor Coverings	92	\$69.08	\$1,610,260
Major Appliances (14)	90	\$273.90	\$6,384,961
Housewares (15)	80	\$69.09	\$1,610,566
Small Appliances	90	\$29.50	\$687,566
Luggage	91	\$8.42	\$196,175
Telephones and Accessories	60	\$25.61	\$596,880
Household Operations			
Child Care	87	\$402.49	\$9,382,318
Lawn and Garden (16)	93	\$387.53	\$9,033,640
Moving/Storage/Freight Express	91	\$55.53	\$1,294,353
Housekeeping Supplies (17)	90	\$633.29	\$14,762,578
Insurance			
Owners and Renters Insurance	93	\$430.78	\$10,041,752
Vehicle Insurance	90	\$1,053.62	\$24,560,709
Life/Other Insurance	90	\$376.99	\$8,787,968
Health Insurance	92	\$1,776.79	\$41,418,580
Personal Care Products (18)	91	\$362.20	\$8,443,122
School Books and Supplies (19)	87	\$92.56	\$2,157,572
Smoking Products	85	\$364.71	\$8,501,811
Transportation			
Vehicle Purchases (Net Outlay) (20)	90	\$3,932.90	\$91,679,426
Gasoline and Motor Oil	89	\$2,542.75	\$59,273,695
Vehicle Maintenance and Repairs	91	\$855.00	\$19,930,862
Travel			
Airline Fares	93	\$427.90	\$9,974,720
Lodging on Trips	92	\$401.77	\$9,365,527
Auto/Truck/Van Rental on Trips	94	\$34.53	\$804,944
Food and Drink on Trips	91	\$397.58	\$9,267,950

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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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