



# Retail Goods and Services Expenditure Report

Cities in San Bernardino County  
BARSTOW CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Main Street, USA	29.1%	Population	23,833	24,389
Midlife Junction	13.4%	Households	8,297	8,405
Industrious Urban Fringe	9.5%	Families	5,780	5,830
Inner City Tenants	9.1%	Median Age	31.1	32.0
City Dimensions	8.9%	Median Household Income	\$44,419	\$52,533
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		54	\$1,294.12	\$10,737,888
Men's		50	\$231.42	\$1,920,176
Women's		47	\$393.80	\$3,267,545
Children's		59	\$234.58	\$1,946,399
Footwear		38	\$160.06	\$1,328,068
Watches & Jewelry		75	\$145.34	\$1,205,977
Apparel Products and Services (1)		138	\$128.92	\$1,069,722
Computer				
Computers and Hardware for Home Use		77	\$148.39	\$1,231,230
Software and Accessories for Home Use		77	\$21.93	\$181,985
Entertainment & Recreation		76	\$2,439.12	\$20,238,533
Fees and Admissions		75	\$462.26	\$3,835,625
Membership Fees for Clubs (2)		74	\$120.94	\$1,003,482
Fees for Participant Sports, excl. Trips		74	\$78.71	\$653,116
Admission to Movie/Theatre/Opera/Ballet		77	\$117.13	\$971,892
Admission to Sporting Events, excl. Trips		74	\$43.86	\$363,950
Fees for Recreational Lessons		74	\$100.98	\$837,853
Dating Services		83	\$0.64	\$5,331
TV/Video/Audio		76	\$947.46	\$7,861,508
Community Antenna or Cable TV		76	\$551.21	\$4,573,681
Televisions		75	\$145.61	\$1,208,194
VCRs, Video Cameras, and DVD Players		79	\$16.00	\$132,729
Video Cassettes and DVDs		79	\$41.79	\$346,747
Video and Computer Game Hardware and Software		80	\$44.87	\$372,295
Satellite Dishes		72	\$0.90	\$7,480
Rental of Video Cassettes and DVDs		80	\$33.07	\$274,409
Streaming/Downloaded Video		76	\$1.07	\$8,868
Audio (3)		73	\$107.23	\$889,765
Rental and Repair of TV/Radio/Sound Equipment		75	\$5.71	\$47,341
Pets		90	\$386.54	\$3,207,290
Toys and Games (4)		77	\$112.05	\$929,745
Recreational Vehicles and Fees (5)		65	\$210.43	\$1,746,064
Sports/Recreation/Exercise Equipment (6)		58	\$105.93	\$878,958
Photo Equipment and Supplies (7)		76	\$78.16	\$648,492
Reading (8)		75	\$116.41	\$965,870
Catered Affairs (9)		81	\$19.88	\$164,981
Food		77	\$5,933.83	\$49,235,774
Food at Home		77	\$3,454.41	\$28,662,887
Bakery and Cereal Products		77	\$458.46	\$3,804,060
Meats, Poultry, Fish, and Eggs		78	\$805.03	\$6,679,686
Dairy Products		77	\$381.76	\$3,167,609
Fruits and Vegetables		77	\$605.54	\$5,024,462
Snacks and Other Food at Home (10)		77	\$1,203.63	\$9,987,071
Food Away from Home		77	\$2,479.42	\$20,572,887
Alcoholic Beverages		79	\$451.91	\$3,749,744
Nonalcoholic Beverages at Home		77	\$338.94	\$2,812,333

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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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	69	\$1,194.25	\$9,909,284
Vehicle Loans	74	\$3,656.73	\$30,341,574
<b>Health</b>			
Nonprescription Drugs	72	\$74.62	\$619,174
Prescription Drugs	72	\$359.55	\$2,983,359
Eyeglasses and Contact Lenses	75	\$57.34	\$475,758
<b>Home</b>			
Mortgage Payment and Basics (11)	71	\$6,694.00	\$55,543,271
Maintenance and Remodeling Services	70	\$1,382.34	\$11,469,894
Maintenance and Remodeling Materials (12)	69	\$255.46	\$2,119,668
Utilities, Fuel, and Public Services	76	\$3,445.89	\$28,592,200
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	74	\$99.04	\$821,820
Furniture	75	\$447.88	\$3,716,230
Floor Coverings	74	\$55.46	\$460,177
Major Appliances (14)	72	\$218.31	\$1,811,444
Housewares (15)	68	\$58.35	\$484,130
Small Appliances	76	\$24.82	\$205,950
Luggage	74	\$6.85	\$56,845
Telephones and Accessories	53	\$22.71	\$188,416
<b>Household Operations</b>			
Child Care	77	\$356.34	\$2,956,730
Lawn and Garden (16)	69	\$289.46	\$2,401,819
Moving/Storage/Freight Express	75	\$45.35	\$376,322
Housekeeping Supplies (17)	75	\$528.18	\$4,382,562
<b>Insurance</b>			
Owners and Renters Insurance	70	\$322.99	\$2,679,990
Vehicle Insurance	76	\$885.25	\$7,345,325
Life/Other Insurance	71	\$297.42	\$2,467,849
Health Insurance	73	\$1,420.41	\$11,785,797
Personal Care Products (18)	76	\$303.96	\$2,522,067
School Books and Supplies (19)	82	\$88.02	\$730,368
Smoking Products	80	\$341.97	\$2,837,511
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	75	\$3,285.05	\$27,257,594
Gasoline and Motor Oil	76	\$2,176.56	\$18,059,927
Vehicle Maintenance and Repairs	75	\$710.38	\$5,894,393
<b>Travel</b>			
Airline Fares	74	\$341.65	\$2,834,824
Lodging on Trips	72	\$314.24	\$2,607,373
Auto/Truck/Van Rental on Trips	74	\$27.43	\$227,605
Food and Drink on Trips	73	\$317.86	\$2,637,406

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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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