



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
BIG BEAR LAKE CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Rural Resort Dwellers	61.5%	Population	6,522	6,903
Midlife Junction	17.9%	Households	2,722	2,862
Silver and Gold	12.7%	Families	1,732	1,807
Simple Living	7.2%	Median Age	47.4	49.2
Senior Sun Seekers	0.7%	Median Household Income	\$43,110	\$52,326
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		54	\$1,284.87	\$3,496,839
Men's		51	\$235.76	\$641,629
Women's		48	\$398.11	\$1,083,493
Children's		56	\$225.65	\$614,131
Footwear		39	\$163.98	\$446,269
Watches & Jewelry		79	\$152.89	\$416,086
Apparel Products and Services (1)		116	\$108.48	\$295,230
Computer				
Computers and Hardware for Home Use		80	\$153.12	\$416,721
Software and Accessories for Home Use		79	\$22.63	\$61,578
Entertainment & Recreation		89	\$2,867.77	\$7,804,803
Fees and Admissions		71	\$438.92	\$1,194,550
Membership Fees for Clubs (2)		71	\$117.07	\$318,616
Fees for Participant Sports, excl. Trips		79	\$84.31	\$229,458
Admission to Movie/Theatre/Opera/Ballet		73	\$110.21	\$299,943
Admission to Sporting Events, excl. Trips		69	\$41.12	\$111,907
Fees for Recreational Lessons		63	\$85.77	\$233,423
Dating Services		57	\$0.44	\$1,203
TV/Video/Audio		83	\$1,024.60	\$2,788,517
Community Antenna or Cable TV		88	\$635.12	\$1,728,529
Televisions		76	\$146.10	\$397,614
VCRs, Video Cameras, and DVD Players		81	\$16.42	\$44,679
Video Cassettes and DVDs		81	\$42.77	\$116,414
Video and Computer Game Hardware and Software		67	\$37.63	\$102,411
Satellite Dishes		91	\$1.15	\$3,122
Rental of Video Cassettes and DVDs		79	\$32.53	\$88,534
Streaming/Downloaded Video		59	\$0.83	\$2,253
Audio (3)		72	\$106.29	\$289,265
Rental and Repair of TV/Radio/Sound Equipment		76	\$5.77	\$15,695
Pets		118	\$507.73	\$1,381,830
Toys and Games (4)		82	\$118.93	\$323,679
Recreational Vehicles and Fees (5)		128	\$411.79	\$1,120,702
Sports/Recreation/Exercise Equipment (6)		73	\$132.16	\$359,690
Photo Equipment and Supplies (7)		81	\$84.04	\$228,725
Reading (8)		86	\$133.89	\$364,396
Catered Affairs (9)		64	\$15.69	\$42,714
Food		83	\$6,414.74	\$17,458,081
Food at Home		86	\$3,854.24	\$10,489,529
Bakery and Cereal Products		87	\$521.37	\$1,418,946
Meats, Poultry, Fish, and Eggs		84	\$871.86	\$2,372,832
Dairy Products		89	\$443.18	\$1,206,151
Fruits and Vegetables		84	\$662.68	\$1,803,514
Snacks and Other Food at Home (10)		87	\$1,355.14	\$3,688,086
Food Away from Home		80	\$2,560.50	\$6,968,552
Alcoholic Beverages		74	\$423.99	\$1,153,911
Nonalcoholic Beverages at Home		86	\$376.34	\$1,024,236

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
Financial			
Investments	108	\$1,884.46	\$5,128,666
Vehicle Loans	94	\$4,628.62	\$12,597,063
Health			
Nonprescription Drugs	106	\$108.78	\$296,044
Prescription Drugs	110	\$548.54	\$1,492,882
Eyeglasses and Contact Lenses	88	\$67.97	\$184,992
Home			
Mortgage Payment and Basics (11)	77	\$7,169.91	\$19,513,322
Maintenance and Remodeling Services	80	\$1,577.73	\$4,293,893
Maintenance and Remodeling Materials (12)	99	\$369.72	\$1,006,223
Utilities, Fuel, and Public Services	87	\$3,954.76	\$10,763,100
Household Furnishings and Equipment			
Household Textiles (13)	86	\$114.52	\$311,679
Furniture	78	\$471.58	\$1,283,426
Floor Coverings	77	\$57.67	\$156,960
Major Appliances (14)	97	\$294.13	\$800,482
Housewares (15)	75	\$64.74	\$176,203
Small Appliances	89	\$29.32	\$79,805
Luggage	80	\$7.40	\$20,146
Telephones and Accessories	55	\$23.30	\$63,416
Household Operations			
Child Care	64	\$296.44	\$806,767
Lawn and Garden (16)	96	\$401.29	\$1,092,146
Moving/Storage/Freight Express	95	\$57.37	\$156,147
Housekeeping Supplies (17)	88	\$618.57	\$1,683,479
Insurance			
Owners and Renters Insurance	94	\$437.05	\$1,189,469
Vehicle Insurance	85	\$995.02	\$2,708,003
Life/Other Insurance	92	\$383.95	\$1,044,947
Health Insurance	99	\$1,913.36	\$5,207,325
Personal Care Products (18)	84	\$334.99	\$911,700
School Books and Supplies (19)	75	\$79.70	\$216,918
Smoking Products	100	\$425.69	\$1,158,543
Transportation			
Vehicle Purchases (Net Outlay) (20)	90	\$3,958.78	\$10,774,047
Gasoline and Motor Oil	91	\$2,612.44	\$7,109,901
Vehicle Maintenance and Repairs	87	\$820.21	\$2,232,245
Travel			
Airline Fares	71	\$327.87	\$892,326
Lodging on Trips	82	\$357.42	\$972,730
Auto/Truck/Van Rental on Trips	69	\$25.35	\$68,989
Food and Drink on Trips	84	\$367.60	\$1,000,432

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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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