



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
CHINO CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Urban Villages	24.4%	Population	82,472	85,961
Sophisticated Squires	20.1%	Households	20,092	20,909
Boomburbs	10.5%	Families	16,424	17,058
Las Casas	9.8%	Median Age	31.9	32.5
International Marketplace	7.5%	Median Household Income	\$67,608	\$76,622
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,904.03	\$38,255,133
Men's		74	\$340.90	\$6,849,233
Women's		69	\$576.23	\$11,577,497
Children's		86	\$342.52	\$6,881,775
Footwear		56	\$233.55	\$4,692,466
Watches & Jewelry		115	\$222.85	\$4,477,417
Apparel Products and Services (1)		201	\$187.98	\$3,776,746
Computer				
Computers and Hardware for Home Use		118	\$226.61	\$4,553,044
Software and Accessories for Home Use		121	\$34.54	\$694,058
Entertainment & Recreation		114	\$3,673.03	\$73,797,262
Fees and Admissions		122	\$753.24	\$15,133,888
Membership Fees for Clubs (2)		118	\$193.04	\$3,878,502
Fees for Participant Sports, excl. Trips		119	\$127.22	\$2,556,107
Admission to Movie/Theatre/Opera/Ballet		122	\$185.57	\$3,728,437
Admission to Sporting Events, excl. Trips		112	\$66.52	\$1,336,415
Fees for Recreational Lessons		132	\$180.06	\$3,617,769
Dating Services		108	\$0.83	\$16,657
TV/Video/Audio		107	\$1,322.96	\$26,580,453
Community Antenna or Cable TV		101	\$729.92	\$14,665,392
Televisions		115	\$223.20	\$4,484,394
VCRs, Video Cameras, and DVD Players		117	\$23.73	\$476,788
Video Cassettes and DVDs		112	\$59.11	\$1,187,552
Video and Computer Game Hardware and Software		112	\$62.50	\$1,255,801
Satellite Dishes		117	\$1.48	\$29,667
Rental of Video Cassettes and DVDs		116	\$47.93	\$962,938
Streaming/Downloaded Video		112	\$1.57	\$31,616
Audio (3)		111	\$163.83	\$3,291,681
Rental and Repair of TV/Radio/Sound Equipment		128	\$9.69	\$194,626
Pets		134	\$576.53	\$11,583,495
Toys and Games (4)		108	\$157.54	\$3,165,288
Recreational Vehicles and Fees (5)		118	\$380.87	\$7,652,254
Sports/Recreation/Exercise Equipment (6)		92	\$166.83	\$3,351,827
Photo Equipment and Supplies (7)		117	\$121.06	\$2,432,271
Reading (8)		109	\$169.36	\$3,402,739
Catered Affairs (9)		100	\$24.64	\$495,047
Food		111	\$8,564.67	\$172,078,412
Food at Home		111	\$4,966.13	\$99,777,875
Bakery and Cereal Products		109	\$647.45	\$13,008,365
Meats, Poultry, Fish, and Eggs		112	\$1,157.63	\$23,258,718
Dairy Products		110	\$545.73	\$10,964,533
Fruits and Vegetables		115	\$904.13	\$18,165,403
Snacks and Other Food at Home (10)		110	\$1,711.20	\$34,380,857
Food Away from Home		112	\$3,598.54	\$72,300,537
Alcoholic Beverages		111	\$630.73	\$12,672,331
Nonalcoholic Beverages at Home		110	\$481.49	\$9,673,884

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	112	\$1,942.15	\$39,021,073
Vehicle Loans	107	\$5,242.92	\$105,339,032
Health			
Nonprescription Drugs	99	\$102.49	\$2,059,178
Prescription Drugs	89	\$443.75	\$8,915,629
Eyeglasses and Contact Lenses	108	\$83.19	\$1,671,348
Home			
Mortgage Payment and Basics (11)	124	\$11,598.86	\$233,040,343
Maintenance and Remodeling Services	119	\$2,366.34	\$47,543,595
Maintenance and Remodeling Materials (12)	117	\$436.11	\$8,762,082
Utilities, Fuel, and Public Services	103	\$4,644.72	\$93,320,049
Household Furnishings and Equipment			
Household Textiles (13)	115	\$153.60	\$3,086,074
Furniture	117	\$705.15	\$14,167,621
Floor Coverings	107	\$80.13	\$1,610,020
Major Appliances (14)	109	\$332.15	\$6,673,367
Housewares (15)	106	\$90.86	\$1,825,620
Small Appliances	107	\$35.20	\$707,196
Luggage	120	\$11.09	\$222,722
Telephones and Accessories	78	\$33.26	\$668,310
Household Operations			
Child Care	122	\$561.99	\$11,291,336
Lawn and Garden (16)	109	\$454.64	\$9,134,538
Moving/Storage/Freight Express	128	\$77.88	\$1,564,735
Housekeeping Supplies (17)	107	\$752.56	\$15,120,148
Insurance			
Owners and Renters Insurance	101	\$466.94	\$9,381,630
Vehicle Insurance	109	\$1,271.71	\$25,550,772
Life/Other Insurance	102	\$424.47	\$8,528,317
Health Insurance	97	\$1,883.98	\$37,852,216
Personal Care Products (18)	113	\$448.96	\$9,020,425
School Books and Supplies (19)	103	\$109.86	\$2,207,211
Smoking Products	89	\$380.42	\$7,643,305
Transportation			
Vehicle Purchases (Net Outlay) (20)	111	\$4,888.04	\$98,208,759
Gasoline and Motor Oil	104	\$2,994.34	\$60,161,258
Vehicle Maintenance and Repairs	111	\$1,047.24	\$21,040,733
Travel			
Airline Fares	128	\$586.32	\$11,780,072
Lodging on Trips	119	\$516.74	\$10,382,187
Auto/Truck/Van Rental on Trips	129	\$47.57	\$955,716
Food and Drink on Trips	118	\$514.81	\$10,343,324

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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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