



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
CHINO HILLS CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	45.4%	Population	80,094	83,752
Suburban Splendor	15.3%	Households	23,063	23,936
Sophisticated Squires	14.1%	Families	19,648	20,346
Enterprising Professionals	12.3%	Median Age	33.7	34.0
Urban Villages	3.3%	Median Household Income	\$92,992	\$103,911
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,614.30	\$60,293,671
Men's		103	\$472.84	\$10,905,127
Women's		96	\$799.02	\$18,427,754
Children's		118	\$471.83	\$10,881,905
Footwear		75	\$311.47	\$7,183,519
Watches & Jewelry		166	\$322.77	\$7,443,986
Apparel Products and Services (1)		253	\$236.37	\$5,451,381
Computer				
Computers and Hardware for Home Use		160	\$307.07	\$7,081,932
Software and Accessories for Home Use		162	\$46.23	\$1,066,115
Entertainment & Recreation		161	\$5,178.83	\$119,439,351
Fees and Admissions		177	\$1,094.28	\$25,237,479
Membership Fees for Clubs (2)		173	\$283.40	\$6,536,104
Fees for Participant Sports, excl. Trips		173	\$184.85	\$4,263,086
Admission to Movie/Theatre/Opera/Ballet		166	\$251.56	\$5,801,629
Admission to Sporting Events, excl. Trips		182	\$108.52	\$2,502,779
Fees for Recreational Lessons		194	\$265.04	\$6,112,541
Dating Services		120	\$0.93	\$21,340
TV/Video/Audio		147	\$1,828.47	\$42,169,948
Community Antenna or Cable TV		138	\$996.81	\$22,989,357
Televisions		169	\$325.92	\$7,516,684
VCRs, Video Cameras, and DVD Players		157	\$32.04	\$738,872
Video Cassettes and DVDs		150	\$78.82	\$1,817,825
Video and Computer Game Hardware and Software		165	\$92.03	\$2,122,475
Satellite Dishes		174	\$2.19	\$50,585
Rental of Video Cassettes and DVDs		157	\$64.66	\$1,491,163
Streaming/Downloaded Video		160	\$2.24	\$51,661
Audio (3)		151	\$222.07	\$5,121,540
Rental and Repair of TV/Radio/Sound Equipment		154	\$11.70	\$269,785
Pets		189	\$814.00	\$18,773,266
Toys and Games (4)		155	\$224.79	\$5,184,325
Recreational Vehicles and Fees (5)		165	\$532.85	\$12,289,173
Sports/Recreation/Exercise Equipment (6)		133	\$240.53	\$5,547,434
Photo Equipment and Supplies (7)		166	\$171.49	\$3,955,012
Reading (8)		150	\$232.14	\$5,353,914
Catered Affairs (9)		164	\$40.27	\$928,802
Food		148	\$11,358.02	\$261,949,954
Food at Home		144	\$6,455.18	\$148,875,736
Bakery and Cereal Products		143	\$852.56	\$19,662,500
Meats, Poultry, Fish, and Eggs		143	\$1,484.90	\$34,246,258
Dairy Products		143	\$711.08	\$16,399,718
Fruits and Vegetables		146	\$1,147.62	\$26,467,540
Snacks and Other Food at Home (10)		145	\$2,259.02	\$52,099,719
Food Away from Home		152	\$4,902.84	\$113,074,218
Alcoholic Beverages		152	\$867.88	\$20,016,017
Nonalcoholic Beverages at Home		144	\$628.34	\$14,491,312

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	152	\$2,643.60	\$60,969,366
Vehicle Loans	153	\$7,514.94	\$173,316,904
Health			
Nonprescription Drugs	139	\$143.23	\$3,303,406
Prescription Drugs	127	\$632.66	\$14,591,070
Eyeglasses and Contact Lenses	152	\$116.90	\$2,696,077
Home			
Mortgage Payment and Basics (11)	182	\$17,075.92	\$393,821,672
Maintenance and Remodeling Services	179	\$3,544.97	\$81,757,498
Maintenance and Remodeling Materials (12)	163	\$604.07	\$13,931,561
Utilities, Fuel, and Public Services	141	\$6,404.14	\$147,698,649
Household Furnishings and Equipment			
Household Textiles (13)	160	\$213.08	\$4,914,340
Furniture	168	\$1,009.41	\$23,279,940
Floor Coverings	160	\$120.35	\$2,775,660
Major Appliances (14)	156	\$471.84	\$10,882,156
Housewares (15)	138	\$119.06	\$2,745,927
Small Appliances	145	\$47.57	\$1,097,090
Luggage	175	\$16.21	\$373,750
Telephones and Accessories	109	\$46.27	\$1,067,096
Household Operations			
Child Care	189	\$874.45	\$20,167,490
Lawn and Garden (16)	161	\$674.28	\$15,550,974
Moving/Storage/Freight Express	160	\$97.42	\$2,246,860
Housekeeping Supplies (17)	147	\$1,028.43	\$23,718,670
Insurance			
Owners and Renters Insurance	156	\$724.56	\$16,710,514
Vehicle Insurance	148	\$1,723.53	\$39,749,844
Life/Other Insurance	155	\$647.45	\$14,932,117
Health Insurance	136	\$2,621.37	\$60,456,596
Personal Care Products (18)	153	\$611.86	\$14,111,311
School Books and Supplies (19)	145	\$155.18	\$3,578,811
Smoking Products	117	\$499.52	\$11,520,357
Transportation			
Vehicle Purchases (Net Outlay) (20)	157	\$6,873.76	\$158,529,501
Gasoline and Motor Oil	144	\$4,133.39	\$95,328,237
Vehicle Maintenance and Repairs	151	\$1,426.34	\$32,895,586
Travel			
Airline Fares	176	\$807.58	\$18,625,303
Lodging on Trips	171	\$744.21	\$17,163,622
Auto/Truck/Van Rental on Trips	185	\$68.37	\$1,576,830
Food and Drink on Trips	165	\$719.21	\$16,587,183

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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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