



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
FONTANA CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Urban Villages	23.6%	Population	192,850	206,379
Up and Coming Families	20.1%	Households	49,104	52,351
Industrious Urban Fringe	17.3%	Families	41,877	44,607
NeWest Residents	14.2%	Median Age	27.7	28.4
Boomburbs	10.0%	Median Household Income	\$58,171	\$64,582
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		67	\$1,615.92	\$79,347,530
Men's		63	\$288.60	\$14,171,262
Women's		58	\$480.68	\$23,603,083
Children's		75	\$300.46	\$14,753,527
Footwear		49	\$203.28	\$9,981,552
Watches & Jewelry		93	\$181.08	\$8,891,485
Apparel Products and Services (1)		173	\$161.83	\$7,946,620
Computer				
Computers and Hardware for Home Use		102	\$195.34	\$9,591,927
Software and Accessories for Home Use		105	\$29.86	\$1,466,144
Entertainment & Recreation		95	\$3,069.35	\$150,715,908
Fees and Admissions		98	\$607.98	\$29,854,049
Membership Fees for Clubs (2)		92	\$151.51	\$7,439,916
Fees for Participant Sports, excl. Trips		100	\$106.41	\$5,225,083
Admission to Movie/Theatre/Opera/Ballet		103	\$156.00	\$7,660,209
Admission to Sporting Events, excl. Trips		91	\$54.33	\$2,667,639
Fees for Recreational Lessons		102	\$139.10	\$6,830,113
Dating Services		82	\$0.63	\$31,089
TV/Video/Audio		91	\$1,133.27	\$55,647,817
Community Antenna or Cable TV		86	\$617.51	\$30,321,987
Televisions		100	\$193.05	\$9,479,322
VCRs, Video Cameras, and DVD Players		103	\$21.01	\$1,031,597
Video Cassettes and DVDs		100	\$52.64	\$2,584,996
Video and Computer Game Hardware and Software		96	\$53.72	\$2,637,696
Satellite Dishes		107	\$1.35	\$66,105
Rental of Video Cassettes and DVDs		105	\$43.05	\$2,113,763
Streaming/Downloaded Video		88	\$1.24	\$60,824
Audio (3)		96	\$141.51	\$6,948,779
Rental and Repair of TV/Radio/Sound Equipment		108	\$8.20	\$402,748
Pets		112	\$483.59	\$23,746,236
Toys and Games (4)		92	\$134.23	\$6,591,041
Recreational Vehicles and Fees (5)		97	\$312.14	\$15,327,034
Sports/Recreation/Exercise Equipment (6)		77	\$140.47	\$6,897,606
Photo Equipment and Supplies (7)		98	\$101.58	\$4,988,178
Reading (8)		87	\$135.09	\$6,633,331
Catered Affairs (9)		85	\$20.99	\$1,030,617
Food		96	\$7,348.26	\$360,826,082
Food at Home		95	\$4,263.05	\$209,331,037
Bakery and Cereal Products		92	\$548.18	\$26,917,642
Meats, Poultry, Fish, and Eggs		96	\$997.65	\$48,988,356
Dairy Products		94	\$466.09	\$22,886,446
Fruits and Vegetables		99	\$773.28	\$37,970,919
Snacks and Other Food at Home (10)		95	\$1,477.85	\$72,567,675
Food Away from Home		96	\$3,085.21	\$151,495,045
Alcoholic Beverages		93	\$529.78	\$26,014,106
Nonalcoholic Beverages at Home		95	\$417.17	\$20,484,362

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	86	\$1,497.30	\$73,522,703
Vehicle Loans	95	\$4,695.45	\$230,563,412
Health			
Nonprescription Drugs	88	\$90.32	\$4,435,179
Prescription Drugs	74	\$371.05	\$18,219,743
Eyeglasses and Contact Lenses	89	\$68.40	\$3,358,680
Home			
Mortgage Payment and Basics (11)	101	\$9,459.09	\$464,475,277
Maintenance and Remodeling Services	93	\$1,852.65	\$90,971,842
Maintenance and Remodeling Materials (12)	95	\$351.42	\$17,255,937
Utilities, Fuel, and Public Services	87	\$3,934.03	\$193,174,744
Household Furnishings and Equipment			
Household Textiles (13)	97	\$129.67	\$6,367,051
Furniture	99	\$594.31	\$29,182,818
Floor Coverings	80	\$60.15	\$2,953,677
Major Appliances (14)	91	\$276.96	\$13,599,539
Housewares (15)	91	\$78.44	\$3,851,685
Small Appliances	90	\$29.60	\$1,453,243
Luggage	99	\$9.15	\$449,341
Telephones and Accessories	70	\$30.03	\$1,474,429
Household Operations			
Child Care	107	\$494.91	\$24,301,883
Lawn and Garden (16)	87	\$366.12	\$17,977,796
Moving/Storage/Freight Express	113	\$68.75	\$3,376,099
Housekeeping Supplies (17)	92	\$647.62	\$31,800,644
Insurance			
Owners and Renters Insurance	84	\$388.94	\$19,098,529
Vehicle Insurance	93	\$1,082.58	\$53,158,310
Life/Other Insurance	81	\$336.89	\$16,542,713
Health Insurance	81	\$1,557.69	\$76,488,080
Personal Care Products (18)	99	\$394.83	\$19,387,781
School Books and Supplies (19)	91	\$97.26	\$4,775,729
Smoking Products	76	\$324.23	\$15,920,831
Transportation			
Vehicle Purchases (Net Outlay) (20)	98	\$4,301.36	\$211,212,378
Gasoline and Motor Oil	92	\$2,632.90	\$129,284,719
Vehicle Maintenance and Repairs	95	\$893.54	\$43,875,801
Travel			
Airline Fares	104	\$477.85	\$23,464,045
Lodging on Trips	94	\$408.84	\$20,075,642
Auto/Truck/Van Rental on Trips	105	\$38.76	\$1,903,215
Food and Drink on Trips	96	\$418.68	\$20,558,605

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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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