



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
GRAND TERRACE CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Pleasant-Ville	25.0%	Population	12,802	13,100
Sophisticated Squires	19.3%	Households	4,501	4,575
Enterprising Professionals	18.5%	Families	3,242	3,279
Aspiring Young Families	9.9%	Median Age	37.2	37.7
Prosperous Empty Nesters	7.6%	Median Household Income	\$70,925	\$77,237
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,839.80	\$8,281,228
Men's		72	\$331.82	\$1,493,586
Women's		68	\$567.68	\$2,555,203
Children's		81	\$325.26	\$1,464,053
Footwear		53	\$221.15	\$995,421
Watches & Jewelry		113	\$219.46	\$987,836
Apparel Products and Services (1)		186	\$174.43	\$785,129
Computer				
Computers and Hardware for Home Use		110	\$211.01	\$949,792
Software and Accessories for Home Use		111	\$31.61	\$142,292
Entertainment & Recreation		111	\$3,575.54	\$16,094,075
Fees and Admissions		118	\$730.47	\$3,287,958
Membership Fees for Clubs (2)		117	\$192.39	\$865,981
Fees for Participant Sports, excl. Trips		115	\$122.55	\$551,600
Admission to Movie/Theatre/Opera/Ballet		115	\$174.21	\$784,131
Admission to Sporting Events, excl. Trips		116	\$68.86	\$309,957
Fees for Recreational Lessons		126	\$171.62	\$772,486
Dating Services		110	\$0.84	\$3,802
TV/Video/Audio		106	\$1,313.63	\$5,912,857
Community Antenna or Cable TV		104	\$747.56	\$3,364,874
Televisions		112	\$217.34	\$978,292
VCRs, Video Cameras, and DVD Players		108	\$21.95	\$98,816
Video Cassettes and DVDs		106	\$56.05	\$252,277
Video and Computer Game Hardware and Software		111	\$62.16	\$279,784
Satellite Dishes		112	\$1.41	\$6,333
Rental of Video Cassettes and DVDs		108	\$44.45	\$200,056
Streaming/Downloaded Video		114	\$1.60	\$7,196
Audio (3)		104	\$152.60	\$686,871
Rental and Repair of TV/Radio/Sound Equipment		112	\$8.52	\$38,357
Pets		132	\$565.90	\$2,547,192
Toys and Games (4)		108	\$157.67	\$709,690
Recreational Vehicles and Fees (5)		105	\$338.44	\$1,523,362
Sports/Recreation/Exercise Equipment (6)		87	\$157.47	\$708,797
Photo Equipment and Supplies (7)		111	\$114.80	\$516,714
Reading (8)		109	\$168.72	\$759,422
Catered Affairs (9)		116	\$28.46	\$128,084
Food		107	\$8,198.40	\$36,902,316
Food at Home		105	\$4,707.30	\$21,188,306
Bakery and Cereal Products		105	\$626.23	\$2,818,763
Meats, Poultry, Fish, and Eggs		105	\$1,091.42	\$4,912,666
Dairy Products		104	\$519.07	\$2,336,410
Fruits and Vegetables		107	\$837.54	\$3,769,890
Snacks and Other Food at Home (10)		105	\$1,633.04	\$7,350,577
Food Away from Home		108	\$3,491.10	\$15,714,010
Alcoholic Beverages		111	\$631.98	\$2,844,626
Nonalcoholic Beverages at Home		104	\$456.95	\$2,056,822

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	109	\$1,893.56	\$8,523,206
Vehicle Loans	104	\$5,112.80	\$23,013,532
Health			
Nonprescription Drugs	99	\$101.54	\$457,043
Prescription Drugs	95	\$475.67	\$2,141,053
Eyeglasses and Contact Lenses	107	\$82.29	\$370,397
Home			
Mortgage Payment and Basics (11)	119	\$11,132.37	\$50,108,627
Maintenance and Remodeling Services	119	\$2,350.71	\$10,580,918
Maintenance and Remodeling Materials (12)	110	\$410.65	\$1,848,416
Utilities, Fuel, and Public Services	105	\$4,738.49	\$21,328,698
Household Furnishings and Equipment			
Household Textiles (13)	110	\$146.03	\$657,307
Furniture	113	\$678.97	\$3,056,150
Floor Coverings	115	\$86.50	\$389,359
Major Appliances (14)	107	\$324.29	\$1,459,681
Housewares (15)	97	\$83.51	\$375,875
Small Appliances	105	\$34.37	\$154,690
Luggage	113	\$10.46	\$47,077
Telephones and Accessories	73	\$31.05	\$139,742
Household Operations			
Child Care	118	\$544.40	\$2,450,435
Lawn and Garden (16)	109	\$457.36	\$2,058,648
Moving/Storage/Freight Express	110	\$67.02	\$301,649
Housekeeping Supplies (17)	105	\$736.53	\$3,315,236
Insurance			
Owners and Renters Insurance	106	\$492.65	\$2,217,515
Vehicle Insurance	107	\$1,251.74	\$5,634,272
Life/Other Insurance	107	\$448.03	\$2,016,650
Health Insurance	101	\$1,957.33	\$8,810,271
Personal Care Products (18)	107	\$427.71	\$1,925,212
School Books and Supplies (19)	104	\$110.85	\$498,972
Smoking Products	95	\$404.71	\$1,821,650
Transportation			
Vehicle Purchases (Net Outlay) (20)	107	\$4,676.99	\$21,051,901
Gasoline and Motor Oil	103	\$2,950.97	\$13,282,816
Vehicle Maintenance and Repairs	108	\$1,015.52	\$4,571,039
Travel			
Airline Fares	119	\$547.76	\$2,465,563
Lodging on Trips	116	\$505.29	\$2,274,380
Auto/Truck/Van Rental on Trips	121	\$44.77	\$201,536
Food and Drink on Trips	113	\$492.93	\$2,218,740

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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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