



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
HESPERIA CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Industrious Urban Fringe	20.8%	Population	82,467	88,469
Milk and Cookies	14.8%	Households	25,475	27,141
Cozy and Comfortable	11.5%	Families	20,160	21,418
Main Street, USA	9.5%	Median Age	33.0	33.5
Sophisticated Squires	8.2%	Median Household Income	\$52,722	\$59,885
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		61	\$1,458.51	\$37,154,899
Men's		57	\$261.62	\$6,664,673
Women's		54	\$447.34	\$11,395,880
Children's		66	\$265.36	\$6,759,939
Footwear		43	\$178.83	\$4,555,633
Watches & Jewelry		87	\$168.38	\$4,289,449
Apparel Products and Services (1)		146	\$136.97	\$3,489,324
Computer				
Computers and Hardware for Home Use		88	\$169.09	\$4,307,363
Software and Accessories for Home Use		88	\$25.15	\$640,674
Entertainment & Recreation		88	\$2,847.15	\$72,529,759
Fees and Admissions		90	\$557.80	\$14,209,763
Membership Fees for Clubs (2)		88	\$144.84	\$3,689,627
Fees for Participant Sports, excl. Trips		91	\$96.59	\$2,460,577
Admission to Movie/Theatre/Opera/Ballet		90	\$135.99	\$3,464,307
Admission to Sporting Events, excl. Trips		90	\$53.31	\$1,358,050
Fees for Recreational Lessons		93	\$126.46	\$3,221,496
Dating Services		80	\$0.62	\$15,705
TV/Video/Audio		86	\$1,063.49	\$27,092,024
Community Antenna or Cable TV		85	\$610.08	\$15,541,516
Televisions		89	\$173.03	\$4,407,911
VCRs, Video Cameras, and DVD Players		87	\$17.77	\$452,661
Video Cassettes and DVDs		87	\$45.57	\$1,160,983
Video and Computer Game Hardware and Software		89	\$49.63	\$1,264,210
Satellite Dishes		90	\$1.14	\$28,932
Rental of Video Cassettes and DVDs		89	\$36.46	\$928,782
Streaming/Downloaded Video		87	\$1.21	\$30,854
Audio (3)		83	\$121.92	\$3,105,910
Rental and Repair of TV/Radio/Sound Equipment		88	\$6.68	\$170,266
Pets		107	\$458.48	\$11,679,681
Toys and Games (4)		87	\$126.71	\$3,227,907
Recreational Vehicles and Fees (5)		84	\$269.70	\$6,870,550
Sports/Recreation/Exercise Equipment (6)		69	\$125.42	\$3,195,143
Photo Equipment and Supplies (7)		88	\$91.18	\$2,322,769
Reading (8)		86	\$132.49	\$3,375,227
Catered Affairs (9)		89	\$21.85	\$556,696
Food		87	\$6,672.04	\$169,967,177
Food at Home		86	\$3,861.64	\$98,373,520
Bakery and Cereal Products		86	\$511.87	\$13,039,763
Meats, Poultry, Fish, and Eggs		87	\$897.57	\$22,865,092
Dairy Products		86	\$426.77	\$10,871,666
Fruits and Vegetables		87	\$683.07	\$17,400,794
Snacks and Other Food at Home (10)		86	\$1,342.37	\$34,196,205
Food Away from Home		87	\$2,810.40	\$71,593,656
Alcoholic Beverages		86	\$493.22	\$12,564,426
Nonalcoholic Beverages at Home		86	\$377.01	\$9,604,125

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	81	\$1,411.64	\$35,960,767
Vehicle Loans	87	\$4,278.62	\$108,995,816
Health			
Nonprescription Drugs	84	\$86.08	\$2,192,969
Prescription Drugs	81	\$405.87	\$10,339,305
Eyeglasses and Contact Lenses	87	\$66.75	\$1,700,536
Home			
Mortgage Payment and Basics (11)	94	\$8,796.60	\$224,089,213
Maintenance and Remodeling Services	91	\$1,798.39	\$45,813,078
Maintenance and Remodeling Materials (12)	89	\$329.19	\$8,386,077
Utilities, Fuel, and Public Services	86	\$3,884.18	\$98,947,621
Household Furnishings and Equipment			
Household Textiles (13)	87	\$116.30	\$2,962,656
Furniture	89	\$532.84	\$13,573,934
Floor Coverings	87	\$65.50	\$1,668,613
Major Appliances (14)	87	\$263.57	\$6,714,362
Housewares (15)	78	\$67.05	\$1,708,171
Small Appliances	85	\$27.97	\$712,418
Luggage	88	\$8.19	\$208,598
Telephones and Accessories	60	\$25.37	\$646,311
Household Operations			
Child Care	92	\$427.62	\$10,893,388
Lawn and Garden (16)	86	\$361.10	\$9,198,848
Moving/Storage/Freight Express	86	\$51.98	\$1,324,178
Housekeeping Supplies (17)	86	\$606.34	\$15,446,173
Insurance			
Owners and Renters Insurance	88	\$407.10	\$10,370,673
Vehicle Insurance	87	\$1,014.63	\$25,847,359
Life/Other Insurance	86	\$357.23	\$9,100,308
Health Insurance	84	\$1,619.09	\$41,245,689
Personal Care Products (18)	88	\$351.52	\$8,954,685
School Books and Supplies (19)	85	\$90.41	\$2,303,209
Smoking Products	79	\$338.00	\$8,610,311
Transportation			
Vehicle Purchases (Net Outlay) (20)	88	\$3,845.78	\$97,969,546
Gasoline and Motor Oil	86	\$2,462.26	\$62,724,908
Vehicle Maintenance and Repairs	87	\$820.39	\$20,899,116
Travel			
Airline Fares	90	\$414.81	\$10,567,220
Lodging on Trips	88	\$384.99	\$9,807,370
Auto/Truck/Van Rental on Trips	91	\$33.73	\$859,308
Food and Drink on Trips	88	\$382.77	\$9,750,822

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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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