



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
HIGHLAND CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Industrious Urban Fringe	26.4%	Population	51,220	52,977
NeWest Residents	12.5%	Households	14,820	15,223
Suburban Splendor	12.3%	Families	11,787	12,081
Sophisticated Squires	12.0%	Median Age	29.7	30.2
Up and Coming Families	11.2%	Median Household Income	\$53,451	\$60,962
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,688.38	\$25,021,045
Men's		66	\$302.75	\$4,486,623
Women's		61	\$506.34	\$7,503,792
Children's		78	\$311.89	\$4,622,044
Footwear		50	\$210.34	\$3,117,206
Watches & Jewelry		98	\$190.18	\$2,818,389
Apparel Products and Services (1)		178	\$166.87	\$2,472,991
Computer				
Computers and Hardware for Home Use		104	\$198.31	\$2,938,873
Software and Accessories for Home Use		105	\$29.93	\$443,553
Entertainment & Recreation		99	\$3,200.57	\$47,431,062
Fees and Admissions		102	\$629.87	\$9,334,456
Membership Fees for Clubs (2)		97	\$159.32	\$2,361,032
Fees for Participant Sports, excl. Trips		102	\$108.71	\$1,610,996
Admission to Movie/Theatre/Opera/Ballet		105	\$158.84	\$2,353,975
Admission to Sporting Events, excl. Trips		98	\$58.44	\$866,127
Fees for Recreational Lessons		105	\$143.85	\$2,131,862
Dating Services		92	\$0.71	\$10,464
TV/Video/Audio		96	\$1,197.74	\$17,750,030
Community Antenna or Cable TV		93	\$668.58	\$9,908,129
Televisions		103	\$199.18	\$2,951,812
VCRs, Video Cameras, and DVD Players		105	\$21.33	\$316,047
Video Cassettes and DVDs		103	\$54.03	\$800,772
Video and Computer Game Hardware and Software		101	\$56.50	\$837,355
Satellite Dishes		108	\$1.36	\$20,168
Rental of Video Cassettes and DVDs		106	\$43.54	\$645,245
Streaming/Downloaded Video		94	\$1.32	\$19,528
Audio (3)		98	\$143.89	\$2,132,392
Rental and Repair of TV/Radio/Sound Equipment		106	\$8.00	\$118,582
Pets		118	\$506.48	\$7,505,771
Toys and Games (4)		98	\$142.28	\$2,108,549
Recreational Vehicles and Fees (5)		96	\$308.56	\$4,572,766
Sports/Recreation/Exercise Equipment (6)		80	\$144.19	\$2,136,839
Photo Equipment and Supplies (7)		101	\$104.10	\$1,542,716
Reading (8)		93	\$143.47	\$2,126,182
Catered Affairs (9)		97	\$23.87	\$353,752
Food		100	\$7,654.90	\$113,442,248
Food at Home		99	\$4,432.66	\$65,690,132
Bakery and Cereal Products		97	\$576.61	\$8,545,178
Meats, Poultry, Fish, and Eggs		100	\$1,037.12	\$15,369,733
Dairy Products		98	\$486.12	\$7,204,112
Fruits and Vegetables		101	\$793.69	\$11,762,075
Snacks and Other Food at Home (10)		99	\$1,539.12	\$22,809,033
Food Away from Home		100	\$3,222.24	\$47,752,116
Alcoholic Beverages		98	\$560.56	\$8,307,308
Nonalcoholic Beverages at Home		99	\$434.25	\$6,435,407

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	90	\$1,564.87	\$23,190,710
Vehicle Loans	100	\$4,894.86	\$72,539,648
Health			
Nonprescription Drugs	93	\$96.07	\$1,423,732
Prescription Drugs	84	\$417.38	\$6,185,452
Eyeglasses and Contact Lenses	95	\$72.69	\$1,077,289
Home			
Mortgage Payment and Basics (11)	103	\$9,632.55	\$142,750,079
Maintenance and Remodeling Services	98	\$1,937.49	\$28,712,688
Maintenance and Remodeling Materials (12)	96	\$356.35	\$5,281,014
Utilities, Fuel, and Public Services	94	\$4,259.06	\$63,117,322
Household Furnishings and Equipment			
Household Textiles (13)	100	\$133.03	\$1,971,420
Furniture	102	\$613.16	\$9,086,791
Floor Coverings	90	\$67.43	\$999,260
Major Appliances (14)	96	\$289.73	\$4,293,736
Housewares (15)	92	\$79.35	\$1,176,005
Small Appliances	95	\$31.19	\$462,204
Luggage	102	\$9.41	\$139,455
Telephones and Accessories	72	\$30.52	\$452,260
Household Operations			
Child Care	109	\$506.04	\$7,499,231
Lawn and Garden (16)	93	\$388.49	\$5,757,231
Moving/Storage/Freight Express	109	\$66.20	\$981,060
Housekeeping Supplies (17)	97	\$682.29	\$10,111,275
Insurance			
Owners and Renters Insurance	91	\$423.55	\$6,276,896
Vehicle Insurance	98	\$1,139.55	\$16,887,668
Life/Other Insurance	90	\$373.52	\$5,535,409
Health Insurance	88	\$1,697.52	\$25,156,478
Personal Care Products (18)	102	\$406.63	\$6,026,095
School Books and Supplies (19)	99	\$105.28	\$1,560,168
Smoking Products	86	\$366.33	\$5,428,797
Transportation			
Vehicle Purchases (Net Outlay) (20)	101	\$4,436.59	\$65,748,315
Gasoline and Motor Oil	97	\$2,790.21	\$41,349,659
Vehicle Maintenance and Repairs	99	\$930.86	\$13,794,900
Travel			
Airline Fares	105	\$481.15	\$7,130,412
Lodging on Trips	98	\$425.92	\$6,311,929
Auto/Truck/Van Rental on Trips	106	\$38.99	\$577,886
Food and Drink on Trips	99	\$431.04	\$6,387,793

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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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