



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
LOMA LINDA CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Old and Newcomers	32.9%	Population	23,169	23,862
Aspiring Young Families	10.9%	Households	8,874	9,084
Retirement Communities	9.6%	Families	5,327	5,397
Young and Restless	8.0%	Median Age	35.5	35.5
Pacific Heights	7.8%	Median Household Income	\$49,066	\$56,321
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		66	\$1,570.35	\$13,935,157
Men's		62	\$282.85	\$2,509,979
Women's		58	\$480.85	\$4,267,048
Children's		68	\$272.35	\$2,416,846
Footwear		47	\$194.01	\$1,721,590
Watches & Jewelry		91	\$176.89	\$1,569,690
Apparel Products and Services (1)		175	\$163.40	\$1,450,003
Computer				
Computers and Hardware for Home Use		95	\$182.47	\$1,619,245
Software and Accessories for Home Use		98	\$27.83	\$246,962
Entertainment & Recreation		91	\$2,937.83	\$26,070,052
Fees and Admissions		91	\$565.64	\$5,019,423
Membership Fees for Clubs (2)		91	\$148.51	\$1,317,859
Fees for Participant Sports, excl. Trips		92	\$98.16	\$871,081
Admission to Movie/Theatre/Opera/Ballet		97	\$146.43	\$1,299,404
Admission to Sporting Events, excl. Trips		88	\$52.24	\$463,559
Fees for Recreational Lessons		88	\$119.48	\$1,060,283
Dating Services		106	\$0.82	\$7,237
TV/Video/Audio		92	\$1,138.69	\$10,104,651
Community Antenna or Cable TV		90	\$649.38	\$5,762,577
Televisions		93	\$180.21	\$1,599,174
VCRs, Video Cameras, and DVD Players		99	\$20.09	\$178,279
Video Cassettes and DVDs		99	\$52.00	\$461,484
Video and Computer Game Hardware and Software		96	\$53.64	\$476,000
Satellite Dishes		89	\$1.13	\$10,007
Rental of Video Cassettes and DVDs		99	\$40.79	\$361,968
Streaming/Downloaded Video		93	\$1.31	\$11,582
Audio (3)		90	\$132.85	\$1,178,924
Rental and Repair of TV/Radio/Sound Equipment		96	\$7.29	\$64,654
Pets		107	\$458.80	\$4,071,338
Toys and Games (4)		90	\$130.52	\$1,158,233
Recreational Vehicles and Fees (5)		80	\$258.05	\$2,289,916
Sports/Recreation/Exercise Equipment (6)		70	\$127.60	\$1,132,297
Photo Equipment and Supplies (7)		91	\$94.20	\$835,929
Reading (8)		90	\$139.60	\$1,238,840
Catered Affairs (9)		100	\$24.73	\$219,425
Food		93	\$7,121.08	\$63,191,866
Food at Home		92	\$4,122.93	\$36,586,544
Bakery and Cereal Products		91	\$540.37	\$4,795,174
Meats, Poultry, Fish, and Eggs		92	\$958.38	\$8,504,598
Dairy Products		91	\$451.74	\$4,008,663
Fruits and Vegetables		93	\$732.23	\$6,497,788
Snacks and Other Food at Home (10)		92	\$1,440.21	\$12,780,322
Food Away from Home		93	\$2,998.15	\$26,605,322
Alcoholic Beverages		98	\$560.89	\$4,977,299
Nonalcoholic Beverages at Home		93	\$405.04	\$3,594,285

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	85	\$1,470.17	\$13,046,126
Vehicle Loans	88	\$4,335.46	\$38,472,529
Health			
Nonprescription Drugs	87	\$89.87	\$797,511
Prescription Drugs	83	\$415.06	\$3,683,182
Eyeglasses and Contact Lenses	87	\$67.23	\$596,611
Home			
Mortgage Payment and Basics (11)	83	\$7,787.21	\$69,103,029
Maintenance and Remodeling Services	83	\$1,638.97	\$14,544,113
Maintenance and Remodeling Materials (12)	77	\$285.84	\$2,536,554
Utilities, Fuel, and Public Services	88	\$3,998.54	\$35,482,690
Household Furnishings and Equipment			
Household Textiles (13)	91	\$121.51	\$1,078,294
Furniture	91	\$548.62	\$4,868,383
Floor Coverings	84	\$62.97	\$558,752
Major Appliances (14)	84	\$254.25	\$2,256,231
Housewares (15)	84	\$72.57	\$643,992
Small Appliances	90	\$29.44	\$261,225
Luggage	91	\$8.46	\$75,036
Telephones and Accessories	67	\$28.42	\$252,177
Household Operations			
Child Care	93	\$430.24	\$3,817,950
Lawn and Garden (16)	82	\$343.54	\$3,048,536
Moving/Storage/Freight Express	105	\$63.78	\$566,011
Housekeeping Supplies (17)	89	\$626.79	\$5,562,050
Insurance			
Owners and Renters Insurance	80	\$368.72	\$3,272,004
Vehicle Insurance	91	\$1,060.15	\$9,407,643
Life/Other Insurance	81	\$336.45	\$2,985,606
Health Insurance	86	\$1,661.88	\$14,747,355
Personal Care Products (18)	93	\$371.77	\$3,299,059
School Books and Supplies (19)	99	\$105.48	\$936,048
Smoking Products	92	\$394.44	\$3,500,256
Transportation			
Vehicle Purchases (Net Outlay) (20)	90	\$3,960.91	\$35,148,723
Gasoline and Motor Oil	89	\$2,558.68	\$22,705,495
Vehicle Maintenance and Repairs	91	\$862.12	\$7,650,407
Travel			
Airline Fares	95	\$437.18	\$3,879,522
Lodging on Trips	88	\$382.66	\$3,395,676
Auto/Truck/Van Rental on Trips	96	\$35.50	\$315,007
Food and Drink on Trips	89	\$387.86	\$3,441,793

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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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