



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
MONTCLAIR CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Urban Villages	48.8%	Population	39,055	40,239
NeWest Residents	15.7%	Households	9,991	10,221
Las Casas	9.7%	Families	7,954	8,108
Main Street, USA	8.3%	Median Age	29.0	29.5
International Marketplace	6.7%	Median Household Income	\$50,629	\$58,502
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		62	\$1,479.27	\$14,779,795
Men's		57	\$263.61	\$2,633,758
Women's		53	\$438.67	\$4,382,896
Children's		67	\$268.34	\$2,681,059
Footwear		45	\$188.26	\$1,881,002
Watches & Jewelry		84	\$163.10	\$1,629,576
Apparel Products and Services (1)		168	\$157.29	\$1,571,504
Computer				
Computers and Hardware for Home Use		95	\$181.79	\$1,816,357
Software and Accessories for Home Use		100	\$28.48	\$284,600
Entertainment & Recreation		86	\$2,767.41	\$27,649,922
Fees and Admissions		89	\$548.54	\$5,480,650
Membership Fees for Clubs (2)		84	\$136.96	\$1,368,403
Fees for Participant Sports, excl. Trips		89	\$95.29	\$952,112
Admission to Movie/Theatre/Opera/Ballet		97	\$146.40	\$1,462,683
Admission to Sporting Events, excl. Trips		74	\$43.93	\$438,949
Fees for Recreational Lessons		92	\$125.31	\$1,252,020
Dating Services		84	\$0.65	\$6,483
TV/Video/Audio		82	\$1,015.43	\$10,145,430
Community Antenna or Cable TV		76	\$548.55	\$5,480,736
Televisions		87	\$169.12	\$1,689,764
VCRs, Video Cameras, and DVD Players		97	\$19.68	\$196,619
Video Cassettes and DVDs		93	\$48.99	\$489,471
Video and Computer Game Hardware and Software		84	\$46.80	\$467,603
Satellite Dishes		92	\$1.16	\$11,576
Rental of Video Cassettes and DVDs		97	\$39.96	\$399,229
Streaming/Downloaded Video		79	\$1.10	\$11,031
Audio (3)		90	\$131.87	\$1,317,558
Rental and Repair of TV/Radio/Sound Equipment		108	\$8.19	\$81,843
Pets		100	\$429.47	\$4,290,904
Toys and Games (4)		81	\$117.29	\$1,171,889
Recreational Vehicles and Fees (5)		91	\$295.10	\$2,948,446
Sports/Recreation/Exercise Equipment (6)		70	\$126.67	\$1,265,609
Photo Equipment and Supplies (7)		89	\$92.49	\$924,120
Reading (8)		81	\$125.29	\$1,251,772
Catered Affairs (9)		70	\$17.13	\$171,101
Food		88	\$6,789.54	\$67,835,984
Food at Home		89	\$3,980.69	\$39,772,116
Bakery and Cereal Products		85	\$506.01	\$5,055,631
Meats, Poultry, Fish, and Eggs		90	\$936.14	\$9,353,217
Dairy Products		87	\$434.01	\$4,336,291
Fruits and Vegetables		94	\$736.42	\$7,357,710
Snacks and Other Food at Home (10)		88	\$1,368.12	\$13,669,267
Food Away from Home		87	\$2,808.84	\$28,063,868
Alcoholic Beverages		86	\$489.32	\$4,888,934
Nonalcoholic Beverages at Home		89	\$387.83	\$3,874,901

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	83	\$1,451.25	\$14,499,825
Vehicle Loans	82	\$4,051.66	\$40,481,103
Health			
Nonprescription Drugs	77	\$79.29	\$792,184
Prescription Drugs	63	\$315.77	\$3,154,972
Eyeglasses and Contact Lenses	80	\$61.42	\$613,695
Home			
Mortgage Payment and Basics (11)	87	\$8,144.24	\$81,371,195
Maintenance and Remodeling Services	81	\$1,614.05	\$16,126,410
Maintenance and Remodeling Materials (12)	85	\$314.67	\$3,143,934
Utilities, Fuel, and Public Services	76	\$3,465.75	\$34,627,220
Household Furnishings and Equipment			
Household Textiles (13)	90	\$119.14	\$1,190,319
Furniture	89	\$533.15	\$5,326,879
Floor Coverings	68	\$51.38	\$513,367
Major Appliances (14)	81	\$244.31	\$2,440,938
Housewares (15)	87	\$74.52	\$744,574
Small Appliances	83	\$27.20	\$271,723
Luggage	90	\$8.32	\$83,146
Telephones and Accessories	64	\$27.42	\$273,927
Household Operations			
Child Care	89	\$411.69	\$4,113,318
Lawn and Garden (16)	76	\$318.56	\$3,182,842
Moving/Storage/Freight Express	115	\$69.78	\$697,206
Housekeeping Supplies (17)	83	\$581.53	\$5,810,255
Insurance			
Owners and Renters Insurance	67	\$309.12	\$3,088,494
Vehicle Insurance	84	\$979.77	\$9,789,158
Life/Other Insurance	67	\$280.34	\$2,800,961
Health Insurance	71	\$1,367.84	\$13,666,417
Personal Care Products (18)	90	\$357.97	\$3,576,523
School Books and Supplies (19)	82	\$87.08	\$870,070
Smoking Products	69	\$294.96	\$2,947,007
Transportation			
Vehicle Purchases (Net Outlay) (20)	87	\$3,832.34	\$38,289,888
Gasoline and Motor Oil	81	\$2,332.19	\$23,301,492
Vehicle Maintenance and Repairs	86	\$814.61	\$8,138,986
Travel			
Airline Fares	98	\$451.91	\$4,515,124
Lodging on Trips	85	\$371.38	\$3,710,585
Auto/Truck/Van Rental on Trips	98	\$35.99	\$359,588
Food and Drink on Trips	89	\$385.65	\$3,853,174

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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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