



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
ONTARIO CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Urban Villages	24.6%	Population	173,796	176,301
Las Casas	16.4%	Households	46,153	46,680
Industrious Urban Fringe	10.5%	Families	36,417	36,590
NeWest Residents	7.9%	Median Age	28.7	29.1
Milk and Cookies	7.0%	Median Household Income	\$52,934	\$59,231
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		63	\$1,504.81	\$69,450,937
Men's		58	\$268.16	\$12,376,467
Women's		54	\$448.30	\$20,690,416
Children's		69	\$275.94	\$12,735,357
Footwear		45	\$189.58	\$8,749,739
Watches & Jewelry		86	\$167.09	\$7,711,625
Apparel Products and Services (1)		166	\$155.73	\$7,187,333
Computer				
Computers and Hardware for Home Use		95	\$181.21	\$8,363,400
Software and Accessories for Home Use		98	\$28.02	\$1,293,328
Entertainment & Recreation		88	\$2,822.79	\$130,279,187
Fees and Admissions		90	\$557.68	\$25,738,516
Membership Fees for Clubs (2)		85	\$139.95	\$6,459,028
Fees for Participant Sports, excl. Trips		90	\$96.41	\$4,449,574
Admission to Movie/Theatre/Opera/Ballet		96	\$145.63	\$6,721,350
Admission to Sporting Events, excl. Trips		80	\$47.71	\$2,201,717
Fees for Recreational Lessons		93	\$127.33	\$5,876,789
Dating Services		85	\$0.65	\$30,057
TV/Video/Audio		84	\$1,048.24	\$48,379,078
Community Antenna or Cable TV		80	\$575.15	\$26,544,691
Televisions		90	\$174.02	\$8,031,360
VCRs, Video Cameras, and DVD Players		96	\$19.58	\$903,870
Video Cassettes and DVDs		93	\$49.07	\$2,264,627
Video and Computer Game Hardware and Software		88	\$48.96	\$2,259,718
Satellite Dishes		93	\$1.17	\$54,088
Rental of Video Cassettes and DVDs		96	\$39.75	\$1,834,479
Streaming/Downloaded Video		83	\$1.16	\$53,473
Audio (3)		90	\$131.52	\$6,069,969
Rental and Repair of TV/Radio/Sound Equipment		104	\$7.86	\$362,802
Pets		103	\$441.90	\$20,394,700
Toys and Games (4)		84	\$122.71	\$5,663,273
Recreational Vehicles and Fees (5)		88	\$284.42	\$13,126,571
Sports/Recreation/Exercise Equipment (6)		71	\$127.83	\$5,899,641
Photo Equipment and Supplies (7)		90	\$93.44	\$4,312,376
Reading (8)		82	\$127.64	\$5,890,820
Catered Affairs (9)		77	\$18.94	\$874,211
Food		90	\$6,891.51	\$318,061,066
Food at Home		90	\$4,020.00	\$185,533,467
Bakery and Cereal Products		87	\$516.14	\$23,821,231
Meats, Poultry, Fish, and Eggs		91	\$944.24	\$43,579,034
Dairy Products		88	\$439.40	\$20,279,456
Fruits and Vegetables		94	\$734.49	\$33,898,612
Snacks and Other Food at Home (10)		89	\$1,385.73	\$63,955,134
Food Away from Home		89	\$2,871.51	\$132,527,598
Alcoholic Beverages		88	\$499.47	\$23,052,042
Nonalcoholic Beverages at Home		90	\$392.60	\$18,119,472

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	\$1,414.71	\$65,292,350
Vehicle Loans	86	\$4,220.37	\$194,780,846
Health			
Nonprescription Drugs	80	\$82.32	\$3,799,241
Prescription Drugs	69	\$342.69	\$15,816,101
Eyeglasses and Contact Lenses	83	\$63.47	\$2,929,191
Home			
Mortgage Payment and Basics (11)	90	\$8,440.11	\$389,533,088
Maintenance and Remodeling Services	84	\$1,670.64	\$77,104,135
Maintenance and Remodeling Materials (12)	86	\$320.68	\$14,800,432
Utilities, Fuel, and Public Services	80	\$3,645.63	\$168,255,380
Household Furnishings and Equipment			
Household Textiles (13)	90	\$119.30	\$5,506,021
Furniture	90	\$541.33	\$24,983,729
Floor Coverings	74	\$55.51	\$2,562,099
Major Appliances (14)	83	\$252.32	\$11,645,045
Housewares (15)	85	\$73.57	\$3,395,306
Small Appliances	84	\$27.68	\$1,277,718
Luggage	90	\$8.38	\$386,688
Telephones and Accessories	64	\$27.41	\$1,265,043
Household Operations			
Child Care	94	\$432.39	\$19,955,814
Lawn and Garden (16)	79	\$330.80	\$15,267,449
Moving/Storage/Freight Express	107	\$64.99	\$2,999,492
Housekeeping Supplies (17)	85	\$598.84	\$27,637,998
Insurance			
Owners and Renters Insurance	74	\$341.75	\$15,772,770
Vehicle Insurance	86	\$1,006.34	\$46,445,363
Life/Other Insurance	73	\$304.36	\$14,047,123
Health Insurance	75	\$1,448.02	\$66,829,895
Personal Care Products (18)	91	\$362.88	\$16,747,975
School Books and Supplies (19)	85	\$90.19	\$4,162,494
Smoking Products	73	\$311.32	\$14,368,125
Transportation			
Vehicle Purchases (Net Outlay) (20)	89	\$3,915.59	\$180,714,487
Gasoline and Motor Oil	84	\$2,421.04	\$111,737,347
Vehicle Maintenance and Repairs	88	\$828.91	\$38,256,425
Travel			
Airline Fares	97	\$445.39	\$20,556,055
Lodging on Trips	87	\$377.08	\$17,403,263
Auto/Truck/Van Rental on Trips	96	\$35.57	\$1,641,525
Food and Drink on Trips	89	\$388.15	\$17,914,252

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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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