



# Retail Goods and Services Expenditure Report

Cities in San Bernardino County  
RANCHO CUCAMONGA CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	15.5%	Population	164,633	174,649
Aspiring Young Families	14.3%	Households	51,080	53,826
Up and Coming Families	10.4%	Families	39,693	41,726
Enterprising Professionals	9.6%	Median Age	33.7	34.4
Suburban Splendor	8.8%	Median Household Income	\$71,477	\$80,832
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$2,121.73	\$108,377,624
Men's		83	\$382.39	\$19,532,526
Women's		78	\$649.40	\$33,171,495
Children's		95	\$380.44	\$19,432,637
Footwear		61	\$255.79	\$13,065,612
Watches & Jewelry		130	\$252.53	\$12,898,987
Apparel Products and Services (1)		215	\$201.18	\$10,276,367
Computer				
Computers and Hardware for Home Use		129	\$246.28	\$12,580,002
Software and Accessories for Home Use		129	\$36.86	\$1,882,808
Entertainment & Recreation		128	\$4,115.67	\$210,228,339
Fees and Admissions		136	\$844.15	\$43,118,964
Membership Fees for Clubs (2)		134	\$218.94	\$11,183,463
Fees for Participant Sports, excl. Trips		133	\$142.24	\$7,265,509
Admission to Movie/Theatre/Opera/Ballet		133	\$201.73	\$10,304,508
Admission to Sporting Events, excl. Trips		136	\$80.81	\$4,127,714
Fees for Recreational Lessons		146	\$199.50	\$10,190,597
Dating Services		120	\$0.92	\$47,173
TV/Video/Audio		121	\$1,504.80	\$76,865,200
Community Antenna or Cable TV		117	\$842.46	\$43,033,057
Televisions		132	\$254.56	\$13,003,117
VCRs, Video Cameras, and DVD Players		126	\$25.71	\$1,313,373
Video Cassettes and DVDs		124	\$65.20	\$3,330,513
Video and Computer Game Hardware and Software		131	\$72.91	\$3,724,126
Satellite Dishes		133	\$1.68	\$85,800
Rental of Video Cassettes and DVDs		127	\$52.37	\$2,674,935
Streaming/Downloaded Video		131	\$1.83	\$93,642
Audio (3)		121	\$178.32	\$9,108,543
Rental and Repair of TV/Radio/Sound Equipment		129	\$9.75	\$498,094
Pets		151	\$650.20	\$33,212,224
Toys and Games (4)		125	\$181.57	\$9,274,818
Recreational Vehicles and Fees (5)		122	\$395.40	\$20,197,255
Sports/Recreation/Exercise Equipment (6)		102	\$184.41	\$9,419,907
Photo Equipment and Supplies (7)		129	\$133.80	\$6,834,464
Reading (8)		122	\$189.11	\$9,659,883
Catered Affairs (9)		131	\$32.22	\$1,645,622
Food		122	\$9,406.35	\$480,475,909
Food at Home		120	\$5,386.99	\$275,166,933
Bakery and Cereal Products		119	\$712.43	\$36,391,007
Meats, Poultry, Fish, and Eggs		120	\$1,248.25	\$63,760,397
Dairy Products		119	\$592.87	\$30,283,825
Fruits and Vegetables		122	\$958.94	\$48,982,620
Snacks and Other Food at Home (10)		120	\$1,874.49	\$95,749,085
Food Away from Home		125	\$4,019.37	\$205,308,976
Alcoholic Beverages		126	\$717.84	\$36,667,153
Nonalcoholic Beverages at Home		120	\$524.76	\$26,804,851

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
<b>Financial</b>			
Investments	121	\$2,104.04	\$107,474,407
Vehicle Loans	122	\$5,996.18	\$306,284,816
<b>Health</b>			
Nonprescription Drugs	113	\$116.56	\$5,953,695
Prescription Drugs	106	\$526.13	\$26,874,439
Eyeglasses and Contact Lenses	122	\$93.78	\$4,790,527
<b>Home</b>			
Mortgage Payment and Basics (11)	139	\$12,979.48	\$662,991,061
Maintenance and Remodeling Services	136	\$2,688.26	\$137,316,351
Maintenance and Remodeling Materials (12)	127	\$470.91	\$24,054,041
Utilities, Fuel, and Public Services	118	\$5,344.99	\$273,021,662
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	127	\$168.73	\$8,618,702
Furniture	131	\$788.97	\$40,300,359
Floor Coverings	127	\$95.63	\$4,884,759
Major Appliances (14)	123	\$372.05	\$19,004,140
Housewares (15)	112	\$96.67	\$4,937,948
Small Appliances	119	\$39.05	\$1,994,860
Luggage	133	\$12.28	\$627,363
Telephones and Accessories	86	\$36.76	\$1,877,689
<b>Household Operations</b>			
Child Care	142	\$654.68	\$33,441,090
Lawn and Garden (16)	124	\$520.32	\$26,577,732
Moving/Storage/Freight Express	129	\$78.42	\$4,005,836
Housekeeping Supplies (17)	120	\$843.27	\$43,074,303
<b>Insurance</b>			
Owners and Renters Insurance	122	\$563.63	\$28,789,959
Vehicle Insurance	122	\$1,425.73	\$72,826,292
Life/Other Insurance	121	\$506.64	\$25,878,899
Health Insurance	113	\$2,176.83	\$111,192,531
Personal Care Products (18)	125	\$496.65	\$25,368,807
School Books and Supplies (19)	121	\$128.88	\$6,583,187
Smoking Products	105	\$448.88	\$22,928,621
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	124	\$5,457.91	\$278,790,011
Gasoline and Motor Oil	118	\$3,395.40	\$173,436,746
Vehicle Maintenance and Repairs	124	\$1,164.44	\$59,479,549
<b>Travel</b>			
Airline Fares	138	\$632.89	\$32,327,937
Lodging on Trips	132	\$577.54	\$29,500,736
Auto/Truck/Van Rental on Trips	142	\$52.28	\$2,670,405
Food and Drink on Trips	130	\$565.77	\$28,899,254

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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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