



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
REDLANDS CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Connoisseurs	13.2%	Population	70,724	72,458
Pleasant-Ville	10.3%	Households	25,518	25,998
Young and Restless	10.1%	Families	17,195	17,395
Old and Newcomers	9.0%	Median Age	36.7	36.9
Sophisticated Squires	7.0%	Median Household Income	\$58,613	\$65,874
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		78	\$1,873.82	\$47,816,448
Men's		74	\$338.82	\$8,646,009
Women's		69	\$576.72	\$14,716,947
Children's		81	\$324.95	\$8,292,141
Footwear		55	\$227.65	\$5,809,256
Watches & Jewelry		113	\$219.89	\$5,611,233
Apparel Products and Services (1)		198	\$185.78	\$4,740,864
Computer				
Computers and Hardware for Home Use		112	\$215.34	\$5,495,130
Software and Accessories for Home Use		114	\$32.51	\$829,537
Entertainment & Recreation		111	\$3,587.64	\$91,550,220
Fees and Admissions		117	\$722.76	\$18,443,547
Membership Fees for Clubs (2)		117	\$191.67	\$4,891,199
Fees for Participant Sports, excl. Trips		115	\$122.51	\$3,126,168
Admission to Movie/Theatre/Opera/Ballet		117	\$177.57	\$4,531,266
Admission to Sporting Events, excl. Trips		111	\$65.95	\$1,682,857
Fees for Recreational Lessons		120	\$164.15	\$4,188,863
Dating Services		118	\$0.91	\$23,194
TV/Video/Audio		107	\$1,334.29	\$34,048,659
Community Antenna or Cable TV		105	\$760.27	\$19,400,783
Televisions		113	\$217.81	\$5,558,235
VCRs, Video Cameras, and DVD Players		112	\$22.85	\$583,103
Video Cassettes and DVDs		111	\$58.23	\$1,486,029
Video and Computer Game Hardware and Software		111	\$61.65	\$1,573,264
Satellite Dishes		109	\$1.38	\$35,107
Rental of Video Cassettes and DVDs		112	\$45.93	\$1,172,082
Streaming/Downloaded Video		113	\$1.59	\$40,494
Audio (3)		106	\$155.76	\$3,974,807
Rental and Repair of TV/Radio/Sound Equipment		116	\$8.81	\$224,754
Pets		131	\$562.04	\$14,342,192
Toys and Games (4)		107	\$156.04	\$3,981,746
Recreational Vehicles and Fees (5)		106	\$343.16	\$8,756,822
Sports/Recreation/Exercise Equipment (6)		86	\$156.61	\$3,996,464
Photo Equipment and Supplies (7)		110	\$114.36	\$2,918,275
Reading (8)		110	\$170.08	\$4,340,248
Catered Affairs (9)		115	\$28.30	\$722,267
Food		109	\$8,379.74	\$213,836,005
Food at Home		108	\$4,837.63	\$123,447,641
Bakery and Cereal Products		107	\$638.47	\$16,292,712
Meats, Poultry, Fish, and Eggs		109	\$1,125.07	\$28,709,875
Dairy Products		107	\$531.77	\$13,569,776
Fruits and Vegetables		110	\$866.40	\$22,108,977
Snacks and Other Food at Home (10)		108	\$1,675.91	\$42,766,301
Food Away from Home		110	\$3,542.11	\$90,388,365
Alcoholic Beverages		114	\$649.47	\$16,573,309
Nonalcoholic Beverages at Home		108	\$470.82	\$12,014,359

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.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 09, 2010

Made with Esri Business Analyst



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
REDLANDS CITY

Prepared By Business Analyst Desktop

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	113	\$1,968.99	\$50,245,158
Vehicle Loans	104	\$5,104.24	\$130,251,031
Health			
Nonprescription Drugs	101	\$104.41	\$2,664,321
Prescription Drugs	97	\$483.15	\$12,329,244
Eyeglasses and Contact Lenses	107	\$82.19	\$2,097,249
Home			
Mortgage Payment and Basics (11)	112	\$10,533.74	\$268,802,249
Maintenance and Remodeling Services	115	\$2,273.77	\$58,022,656
Maintenance and Remodeling Materials (12)	105	\$391.13	\$9,980,890
Utilities, Fuel, and Public Services	106	\$4,786.00	\$122,130,275
Household Furnishings and Equipment			
Household Textiles (13)	111	\$148.21	\$3,782,091
Furniture	113	\$681.11	\$17,380,744
Floor Coverings	112	\$83.79	\$2,138,051
Major Appliances (14)	106	\$320.63	\$8,182,000
Housewares (15)	100	\$86.28	\$2,201,723
Small Appliances	107	\$35.03	\$893,849
Luggage	113	\$10.42	\$265,850
Telephones and Accessories	76	\$32.19	\$821,530
Household Operations			
Child Care	113	\$522.26	\$13,327,150
Lawn and Garden (16)	108	\$452.81	\$11,554,947
Moving/Storage/Freight Express	121	\$73.54	\$1,876,533
Housekeeping Supplies (17)	106	\$745.88	\$19,033,466
Insurance			
Owners and Renters Insurance	102	\$472.01	\$12,044,826
Vehicle Insurance	109	\$1,267.34	\$32,340,256
Life/Other Insurance	104	\$434.33	\$11,083,307
Health Insurance	102	\$1,976.33	\$50,432,349
Personal Care Products (18)	110	\$437.21	\$11,156,920
School Books and Supplies (19)	110	\$116.91	\$2,983,409
Smoking Products	99	\$424.73	\$10,838,294
Transportation			
Vehicle Purchases (Net Outlay) (20)	107	\$4,715.88	\$120,340,930
Gasoline and Motor Oil	104	\$2,995.39	\$76,436,912
Vehicle Maintenance and Repairs	110	\$1,032.46	\$26,346,440
Travel			
Airline Fares	121	\$553.33	\$14,120,101
Lodging on Trips	114	\$499.10	\$12,736,031
Auto/Truck/Van Rental on Trips	121	\$44.84	\$1,144,129
Food and Drink on Trips	113	\$492.47	\$12,566,950

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.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 09, 2010

Made with Esri Business Analyst



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
REDLANDS CITY

Prepared By Business Analyst Desktop

- (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.

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.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 09, 2010

Made with Esri Business Analyst