



# Retail Goods and Services Expenditure Report

Cities in San Bernardino County  
**RIALTO CITY**

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Industrious Urban Fringe	28.9%	Population	103,235	105,548
Urban Villages	24.0%	Households	26,374	26,769
Las Casas	9.0%	Families	21,929	22,195
Up and Coming Families	7.0%	Median Age	27.1	28.1
Pleasant-Ville	6.1%	Median Household Income	\$51,522	\$57,993
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		60	\$1,432.26	\$37,773,771
Men's		56	\$255.73	\$6,744,441
Women's		52	\$428.89	\$11,311,357
Children's		66	\$262.59	\$6,925,470
Footwear		43	\$180.90	\$4,770,863
Watches & Jewelry		83	\$160.48	\$4,232,475
Apparel Products and Services (1)		153	\$143.67	\$3,789,165
Computer				
Computers and Hardware for Home Use		91	\$173.48	\$4,575,251
Software and Accessories for Home Use		93	\$26.59	\$701,335
Entertainment & Recreation		85	\$2,736.51	\$72,171,407
Fees and Admissions		86	\$534.86	\$14,106,138
Membership Fees for Clubs (2)		82	\$134.73	\$3,553,253
Fees for Participant Sports, excl. Trips		89	\$94.49	\$2,491,950
Admission to Movie/Theatre/Opera/Ballet		91	\$138.66	\$3,657,063
Admission to Sporting Events, excl. Trips		77	\$46.11	\$1,216,093
Fees for Recreational Lessons		88	\$120.29	\$3,172,385
Dating Services		76	\$0.58	\$15,393
TV/Video/Audio		81	\$1,011.60	\$26,679,310
Community Antenna or Cable TV		77	\$557.65	\$14,707,086
Televisions		87	\$169.09	\$4,459,436
VCRs, Video Cameras, and DVD Players		91	\$18.61	\$490,899
Video Cassettes and DVDs		89	\$46.88	\$1,236,458
Video and Computer Game Hardware and Software		83	\$46.51	\$1,226,639
Satellite Dishes		92	\$1.16	\$30,643
Rental of Video Cassettes and DVDs		93	\$38.10	\$1,004,907
Streaming/Downloaded Video		77	\$1.08	\$28,420
Audio (3)		85	\$125.04	\$3,297,867
Rental and Repair of TV/Radio/Sound Equipment		99	\$7.47	\$196,956
Pets		101	\$433.23	\$11,425,871
Toys and Games (4)		81	\$118.04	\$3,113,188
Recreational Vehicles and Fees (5)		88	\$283.95	\$7,488,659
Sports/Recreation/Exercise Equipment (6)		69	\$124.28	\$3,277,602
Photo Equipment and Supplies (7)		87	\$89.71	\$2,366,045
Reading (8)		79	\$122.77	\$3,238,005
Catered Affairs (9)		73	\$18.07	\$476,589
Food		86	\$6,579.36	\$173,520,816
Food at Home		86	\$3,838.34	\$101,230,520
Bakery and Cereal Products		83	\$494.21	\$13,033,925
Meats, Poultry, Fish, and Eggs		87	\$898.76	\$23,703,372
Dairy Products		84	\$420.19	\$11,081,999
Fruits and Vegetables		89	\$697.55	\$18,396,735
Snacks and Other Food at Home (10)		85	\$1,327.64	\$35,014,490
Food Away from Home		85	\$2,741.02	\$72,290,296
Alcoholic Beverages		83	\$473.95	\$12,499,736
Nonalcoholic Beverages at Home		86	\$375.23	\$9,896,167

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.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	80	\$1,393.83	\$36,760,309
Vehicle Loans	84	\$4,125.80	\$108,811,856
<b>Health</b>			
Nonprescription Drugs	79	\$81.13	\$2,139,780
Prescription Drugs	69	\$341.88	\$9,016,579
Eyeglasses and Contact Lenses	80	\$61.47	\$1,621,191
<b>Home</b>			
Mortgage Payment and Basics (11)	89	\$8,311.62	\$219,206,556
Maintenance and Remodeling Services	83	\$1,653.34	\$43,604,388
Maintenance and Remodeling Materials (12)	85	\$317.00	\$8,360,519
Utilities, Fuel, and Public Services	78	\$3,547.81	\$93,568,194
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	87	\$115.96	\$3,058,269
Furniture	87	\$525.08	\$13,848,114
Floor Coverings	72	\$53.89	\$1,421,261
Major Appliances (14)	82	\$248.32	\$6,549,069
Housewares (15)	81	\$70.15	\$1,850,101
Small Appliances	81	\$26.68	\$703,754
Luggage	86	\$8.01	\$211,154
Telephones and Accessories	62	\$26.42	\$696,801
<b>Household Operations</b>			
Child Care	89	\$413.77	\$10,912,446
Lawn and Garden (16)	79	\$329.75	\$8,696,578
Moving/Storage/Freight Express	103	\$62.54	\$1,649,277
Housekeeping Supplies (17)	83	\$579.71	\$15,288,927
<b>Insurance</b>			
Owners and Renters Insurance	74	\$344.52	\$9,086,192
Vehicle Insurance	84	\$973.53	\$25,675,391
Life/Other Insurance	72	\$299.62	\$7,901,935
Health Insurance	74	\$1,426.58	\$37,623,820
Personal Care Products (18)	88	\$351.34	\$9,266,057
School Books and Supplies (19)	81	\$86.39	\$2,278,439
Smoking Products	70	\$298.99	\$7,885,404
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	87	\$3,810.99	\$100,509,233
Gasoline and Motor Oil	82	\$2,352.16	\$62,034,777
Vehicle Maintenance and Repairs	85	\$801.89	\$21,148,601
<b>Travel</b>			
Airline Fares	93	\$426.12	\$11,238,234
Lodging on Trips	84	\$364.75	\$9,619,734
Auto/Truck/Van Rental on Trips	93	\$34.21	\$902,191
Food and Drink on Trips	86	\$374.36	\$9,873,112

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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- (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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