



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
SAN BERNARDINO CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Industrious Urban Fringe	21.7%	Population	215,516	220,124
NeWest Residents	11.0%	Households	62,329	63,183
Inner City Tenants	8.7%	Families	45,544	45,955
Main Street, USA	8.4%	Median Age	27.9	28.2
Aspiring Young Families	5.2%	Median Household Income	\$39,834	\$47,788
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		52	\$1,236.59	\$77,075,149
Men's		48	\$220.28	\$13,729,581
Women's		44	\$367.81	\$22,924,807
Children's		57	\$229.48	\$14,302,901
Footwear		38	\$156.68	\$9,765,883
Watches & Jewelry		68	\$132.95	\$8,286,693
Apparel Products and Services (1)		138	\$129.40	\$8,065,283
Computer				
Computers and Hardware for Home Use		75	\$143.00	\$8,913,255
Software and Accessories for Home Use		75	\$21.45	\$1,337,151
Entertainment & Recreation		70	\$2,269.29	\$141,441,755
Fees and Admissions		69	\$428.22	\$26,690,579
Membership Fees for Clubs (2)		66	\$108.07	\$6,735,961
Fees for Participant Sports, excl. Trips		70	\$74.26	\$4,628,368
Admission to Movie/Theatre/Opera/Ballet		75	\$113.52	\$7,075,413
Admission to Sporting Events, excl. Trips		65	\$38.84	\$2,421,093
Fees for Recreational Lessons		68	\$92.95	\$5,793,655
Dating Services		75	\$0.58	\$36,089
TV/Video/Audio		71	\$887.61	\$55,323,272
Community Antenna or Cable TV		70	\$504.99	\$31,475,516
Televisions		73	\$141.06	\$8,792,271
VCRs, Video Cameras, and DVD Players		77	\$15.70	\$978,580
Video Cassettes and DVDs		77	\$40.59	\$2,530,218
Video and Computer Game Hardware and Software		74	\$41.04	\$2,558,189
Satellite Dishes		73	\$0.92	\$57,497
Rental of Video Cassettes and DVDs		78	\$32.15	\$2,004,026
Streaming/Downloaded Video		69	\$0.96	\$60,071
Audio (3)		71	\$104.33	\$6,502,843
Rental and Repair of TV/Radio/Sound Equipment		77	\$5.84	\$364,061
Pets		83	\$357.43	\$22,277,924
Toys and Games (4)		71	\$103.20	\$6,432,005
Recreational Vehicles and Fees (5)		62	\$201.23	\$12,542,632
Sports/Recreation/Exercise Equipment (6)		55	\$99.09	\$6,176,376
Photo Equipment and Supplies (7)		70	\$72.67	\$4,529,130
Reading (8)		66	\$102.42	\$6,383,564
Catered Affairs (9)		71	\$17.43	\$1,086,273
Food		74	\$5,687.00	\$354,462,915
Food at Home		74	\$3,318.04	\$206,808,759
Bakery and Cereal Products		72	\$430.18	\$26,812,607
Meats, Poultry, Fish, and Eggs		76	\$782.92	\$48,798,032
Dairy Products		73	\$362.67	\$22,604,633
Fruits and Vegetables		76	\$593.35	\$36,982,615
Snacks and Other Food at Home (10)		74	\$1,148.93	\$71,610,872
Food Away from Home		74	\$2,368.96	\$147,654,156
Alcoholic Beverages		73	\$416.17	\$25,939,577
Nonalcoholic Beverages at Home		75	\$326.63	\$20,358,164

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	61	\$1,055.06	\$65,760,528
Vehicle Loans	72	\$3,540.94	\$220,702,061
Health			
Nonprescription Drugs	69	\$71.05	\$4,428,598
Prescription Drugs	62	\$311.46	\$19,412,709
Eyeglasses and Contact Lenses	67	\$51.68	\$3,221,400
Home			
Mortgage Payment and Basics (11)	67	\$6,291.11	\$392,115,831
Maintenance and Remodeling Services	63	\$1,251.58	\$78,008,960
Maintenance and Remodeling Materials (12)	63	\$235.32	\$14,667,272
Utilities, Fuel, and Public Services	70	\$3,177.17	\$198,028,554
Household Furnishings and Equipment			
Household Textiles (13)	71	\$94.42	\$5,884,885
Furniture	72	\$430.36	\$26,823,596
Floor Coverings	61	\$46.11	\$2,873,866
Major Appliances (14)	67	\$202.13	\$12,598,395
Housewares (15)	67	\$57.77	\$3,600,953
Small Appliances	70	\$22.86	\$1,424,593
Luggage	69	\$6.40	\$399,078
Telephones and Accessories	53	\$22.46	\$1,400,197
Household Operations			
Child Care	75	\$349.07	\$21,757,322
Lawn and Garden (16)	62	\$261.10	\$16,273,863
Moving/Storage/Freight Express	80	\$48.60	\$3,028,969
Housekeeping Supplies (17)	72	\$501.87	\$31,280,779
Insurance			
Owners and Renters Insurance	62	\$288.76	\$17,997,781
Vehicle Insurance	72	\$837.86	\$52,222,465
Life/Other Insurance	61	\$254.46	\$15,860,271
Health Insurance	65	\$1,247.32	\$77,743,399
Personal Care Products (18)	75	\$298.73	\$18,619,113
School Books and Supplies (19)	75	\$79.91	\$4,980,549
Smoking Products	69	\$295.91	\$18,443,867
Transportation			
Vehicle Purchases (Net Outlay) (20)	73	\$3,186.43	\$198,605,434
Gasoline and Motor Oil	72	\$2,069.11	\$128,964,752
Vehicle Maintenance and Repairs	72	\$677.41	\$42,221,834
Travel			
Airline Fares	72	\$330.80	\$20,618,481
Lodging on Trips	66	\$286.68	\$17,868,382
Auto/Truck/Van Rental on Trips	71	\$26.30	\$1,639,048
Food and Drink on Trips	68	\$297.17	\$18,522,011

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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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