



Retail Goods and Services Expenditures

San Bernardino County

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Top Tapestry Segments:		Demographic Summary		
			2010	2015
Industrious Urban Fringe	13.0%	Population	2,057,767	2,152,984
Urban Villages	8.3%	Households	612,822	637,824
Main Street, USA	5.9%	Families	468,354	485,753
Sophisticated Squires	5.0%	Median Age	31.3	31.9
Up and Coming Families	4.9%	Median Household Income	\$53,839	\$61,027

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	66	\$1,586.98	\$972,534,060
Men's	62	\$284.76	\$174,508,591
Women's	58	\$480.93	\$294,724,524
Children's	72	\$287.51	\$176,190,858
Footwear	47	\$197.04	\$120,747,585
Watches & Jewelry	93	\$181.04	\$110,947,289
Apparel Products and Services ¹	166	\$155.70	\$95,415,212
Computer			
Computers and Hardware for Home Use	97	\$186.12	\$114,056,371
Software and Accessories for Home Use	99	\$28.10	\$17,222,462
Entertainment & Recreation	95	\$3,058.59	\$1,874,368,448
Fees and Admissions	96	\$592.49	\$363,092,580
Membership Fees for Clubs ²	93	\$152.63	\$93,532,044
Fees for Participant Sports, excl. Trips	96	\$102.92	\$63,069,465
Admission to Movie/Theatre/Opera/Ballet	98	\$148.89	\$91,243,688
Admission to Sporting Events, excl. Trips	91	\$54.36	\$33,312,718
Fees for Recreational Lessons	97	\$133.02	\$81,515,648
Dating Services	88	\$0.68	\$419,017
TV/Video/Audio	92	\$1,140.74	\$699,068,015
Community Antenna or Cable TV	90	\$646.81	\$396,381,205
Televisions	96	\$185.74	\$113,824,577
VCRs, Video Cameras, and DVD Players	98	\$19.91	\$12,198,678
Video Cassettes and DVDs	96	\$50.75	\$31,099,297
Video and Computer Game Hardware and Software	94	\$52.53	\$32,192,919
Satellite Dishes	98	\$1.24	\$762,917
Rental of Video Cassettes and DVDs	98	\$40.48	\$24,808,461
Streaming/Downloaded Video	90	\$1.26	\$774,955
Audio ³	91	\$134.40	\$82,365,300
Rental and Repair of TV/Radio/Audio	100	\$7.60	\$4,659,706
Pets	113	\$488.03	\$299,074,206
Toys and Games ⁴	92	\$134.41	\$82,372,152
Recreational Vehicles and Fees ⁵	95	\$305.45	\$187,183,680
Sports/Recreation/Exercise Equipment ⁶	75	\$136.53	\$83,671,162
Photo Equipment and Supplies ⁷	95	\$98.28	\$60,230,312
Reading ⁸	91	\$140.38	\$86,026,927
Catered Affairs ⁹	90	\$22.27	\$13,649,412
Food	94	\$7,254.28	\$4,445,584,079
Food at Home	94	\$4,216.10	\$2,583,720,433
Bakery and Cereal Products	93	\$552.39	\$338,515,251
Meat, Poultry, Fish, and Eggs	95	\$982.42	\$602,046,800
Dairy Products	93	\$464.49	\$284,650,877
Fruit and Vegetables	96	\$753.22	\$461,589,801
Snacks and Other Food at Home ¹⁰	94	\$1,463.59	\$896,917,702
Food Away from Home	94	\$3,038.18	\$1,861,863,646
Alcoholic Beverages	94	\$533.62	\$327,015,623
Nonalcoholic Beverages at Home	94	\$412.06	\$252,522,325



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	90	\$1,572.03	\$963,372,172
Vehicle Loans	94	\$4,600.40	\$2,819,225,670
Health			
Nonprescription Drugs	90	\$92.99	\$56,986,596
Prescription Drugs	84	\$419.51	\$257,083,434
Eyeglasses and Contact Lenses	91	\$70.02	\$42,908,034
Home			
Mortgage Payment and Basics ¹¹	96	\$9,030.58	\$5,534,140,831
Maintenance and Remodeling Services	93	\$1,854.08	\$1,136,222,520
Maintenance and Remodeling Materials ¹²	93	\$345.57	\$211,770,091
Utilities, Fuel, and Public Services	90	\$4,089.62	\$2,506,210,854
Household Furnishings and Equipment			
Household Textiles ¹³	95	\$126.63	\$77,601,210
Furniture	96	\$575.65	\$352,769,613
Floor Coverings	88	\$65.68	\$40,249,550
Major Appliances ¹⁴	92	\$279.08	\$171,024,606
Housewares ¹⁵	87	\$74.79	\$45,834,491
Small Appliances	92	\$30.03	\$18,404,040
Luggage	95	\$8.84	\$5,414,797
Telephones and Accessories	66	\$28.30	\$17,341,300
Household Operations			
Child Care	99	\$455.99	\$279,442,403
Lawn and Garden ¹⁶	90	\$378.43	\$231,907,420
Moving/Storage/Freight Express	104	\$63.06	\$38,645,394
Housekeeping Supplies ¹⁷	93	\$649.43	\$397,984,966
Insurance			
Owners and Renters Insurance	88	\$408.68	\$250,449,212
Vehicle Insurance	93	\$1,086.90	\$666,078,877
Life/Other Insurance	87	\$362.41	\$222,091,623
Health Insurance	87	\$1,685.39	\$1,032,841,221
Personal Care Products ¹⁸	96	\$382.28	\$234,268,517
School Books and Supplies ¹⁹	92	\$98.24	\$60,205,097
Smoking Products	85	\$363.63	\$222,840,311
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	95	\$4,175.99	\$2,559,139,594
Gasoline and Motor Oil	92	\$2,644.76	\$1,620,769,443
Vehicle Maintenance and Repairs	94	\$887.07	\$543,613,788
Travel			
Airline Fares	99	\$454.14	\$278,304,480
Lodging on Trips	94	\$408.67	\$250,440,824
Auto/Truck/Van Rental on Trips	99	\$36.64	\$22,453,981
Food and Drink on Trips	95	\$412.34	\$252,689,113

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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- 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.