



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
TWENTYNINE PALMS CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Inner City Tenants	30.8%	Population	27,012	28,074
Aspiring Young Families	25.3%	Households	7,626	7,964
Military Proximity	13.0%	Families	5,447	5,648
Prosperous Empty Nesters	9.0%	Median Age	24.5	24.7
Midlife Junction	8.7%	Median Household Income	\$41,564	\$50,379
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		52	\$1,237.68	\$9,439,069
Men's		48	\$221.79	\$1,691,499
Women's		44	\$367.51	\$2,802,788
Children's		58	\$232.52	\$1,773,280
Footwear		38	\$157.46	\$1,200,870
Watches & Jewelry		67	\$130.65	\$996,385
Apparel Products and Services (1)		136	\$127.75	\$974,247
Computer				
Computers and Hardware for Home Use		75	\$144.21	\$1,099,808
Software and Accessories for Home Use		76	\$21.78	\$166,116
Entertainment & Recreation		69	\$2,228.16	\$16,992,919
Fees and Admissions		65	\$403.68	\$3,078,658
Membership Fees for Clubs (2)		62	\$101.30	\$772,581
Fees for Participant Sports, excl. Trips		65	\$69.63	\$531,052
Admission to Movie/Theatre/Opera/Ballet		73	\$110.63	\$843,701
Admission to Sporting Events, excl. Trips		65	\$38.74	\$295,470
Fees for Recreational Lessons		61	\$82.75	\$631,049
Dating Services		82	\$0.63	\$4,806
TV/Video/Audio		73	\$901.80	\$6,877,484
Community Antenna or Cable TV		71	\$513.49	\$3,916,070
Televisions		72	\$138.38	\$1,055,327
VCRs, Video Cameras, and DVD Players		79	\$16.15	\$123,157
Video Cassettes and DVDs		83	\$43.44	\$331,261
Video and Computer Game Hardware and Software		79	\$44.22	\$337,222
Satellite Dishes		74	\$0.93	\$7,077
Rental of Video Cassettes and DVDs		83	\$34.14	\$260,357
Streaming/Downloaded Video		67	\$0.94	\$7,138
Audio (3)		71	\$104.67	\$798,294
Rental and Repair of TV/Radio/Sound Equipment		72	\$5.45	\$41,579
Pets		81	\$348.04	\$2,654,332
Toys and Games (4)		74	\$107.76	\$821,835
Recreational Vehicles and Fees (5)		54	\$175.42	\$1,337,861
Sports/Recreation/Exercise Equipment (6)		54	\$98.39	\$750,369
Photo Equipment and Supplies (7)		70	\$72.34	\$551,722
Reading (8)		65	\$99.89	\$761,816
Catered Affairs (9)		85	\$20.83	\$158,841
Food		73	\$5,654.08	\$43,120,391
Food at Home		73	\$3,268.65	\$24,928,108
Bakery and Cereal Products		71	\$425.79	\$3,247,257
Meats, Poultry, Fish, and Eggs		74	\$766.14	\$5,842,920
Dairy Products		72	\$357.76	\$2,728,438
Fruits and Vegetables		72	\$567.37	\$4,327,041
Snacks and Other Food at Home (10)		74	\$1,151.58	\$8,782,452
Food Away from Home		74	\$2,385.43	\$18,192,283
Alcoholic Beverages		76	\$436.18	\$3,326,528
Nonalcoholic Beverages at Home		74	\$324.39	\$2,473,905

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
Financial			
Investments	56	\$972.57	\$7,417,266
Vehicle Loans	74	\$3,650.34	\$27,839,005
Health			
Nonprescription Drugs	68	\$70.22	\$535,513
Prescription Drugs	62	\$311.09	\$2,372,538
Eyeglasses and Contact Lenses	65	\$49.79	\$379,696
Home			
Mortgage Payment and Basics (11)	58	\$5,429.93	\$41,410,915
Maintenance and Remodeling Services	54	\$1,074.58	\$8,195,193
Maintenance and Remodeling Materials (12)	55	\$204.22	\$1,557,476
Utilities, Fuel, and Public Services	70	\$3,173.89	\$24,205,434
Household Furnishings and Equipment			
Household Textiles (13)	68	\$90.83	\$692,692
Furniture	69	\$414.37	\$3,160,146
Floor Coverings	58	\$43.60	\$332,543
Major Appliances (14)	63	\$191.20	\$1,458,169
Housewares (15)	65	\$56.34	\$429,664
Small Appliances	69	\$22.51	\$171,702
Luggage	66	\$6.12	\$46,650
Telephones and Accessories	55	\$23.48	\$179,088
Household Operations			
Child Care	78	\$361.51	\$2,757,059
Lawn and Garden (16)	57	\$237.94	\$1,814,628
Moving/Storage/Freight Express	78	\$47.37	\$361,254
Housekeeping Supplies (17)	70	\$493.36	\$3,762,590
Insurance			
Owners and Renters Insurance	58	\$270.73	\$2,064,676
Vehicle Insurance	72	\$833.57	\$6,357,143
Life/Other Insurance	59	\$247.03	\$1,883,979
Health Insurance	64	\$1,236.78	\$9,432,219
Personal Care Products (18)	74	\$294.61	\$2,246,842
School Books and Supplies (19)	87	\$92.55	\$705,802
Smoking Products	78	\$332.90	\$2,538,816
Transportation			
Vehicle Purchases (Net Outlay) (20)	73	\$3,220.89	\$24,563,852
Gasoline and Motor Oil	74	\$2,120.59	\$16,172,509
Vehicle Maintenance and Repairs	71	\$669.69	\$5,107,316
Travel			
Airline Fares	67	\$305.45	\$2,329,456
Lodging on Trips	61	\$263.77	\$2,011,657
Auto/Truck/Van Rental on Trips	66	\$24.46	\$186,520
Food and Drink on Trips	64	\$279.34	\$2,130,333

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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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