



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
UPLAND CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Inner City Tenants	20.3%	Population	75,236	76,638
Connoisseurs	13.6%	Households	26,230	26,589
International Marketplace	9.8%	Families	18,989	19,138
Wealthy Seaboard Suburbs	9.8%	Median Age	35.9	36.0
Aspiring Young Families	9.1%	Median Household Income	\$58,485	\$65,999
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		76	\$1,829.52	\$47,988,537
Men's		72	\$329.89	\$8,653,125
Women's		67	\$559.28	\$14,670,059
Children's		79	\$316.61	\$8,304,762
Footwear		53	\$221.81	\$5,818,084
Watches & Jewelry		110	\$213.76	\$5,606,997
Apparel Products and Services (1)		201	\$188.16	\$4,935,509
Computer				
Computers and Hardware for Home Use		109	\$209.17	\$5,486,430
Software and Accessories for Home Use		111	\$31.61	\$829,237
Entertainment & Recreation		107	\$3,444.33	\$90,345,093
Fees and Admissions		113	\$701.94	\$18,411,883
Membership Fees for Clubs (2)		113	\$185.69	\$4,870,604
Fees for Participant Sports, excl. Trips		109	\$116.45	\$3,054,377
Admission to Movie/Theatre/Opera/Ballet		115	\$173.72	\$4,556,574
Admission to Sporting Events, excl. Trips		105	\$62.73	\$1,645,377
Fees for Recreational Lessons		119	\$162.41	\$4,260,050
Dating Services		123	\$0.95	\$24,900
TV/Video/Audio		103	\$1,284.38	\$33,689,367
Community Antenna or Cable TV		101	\$729.23	\$19,127,900
Televisions		108	\$208.30	\$5,463,724
VCRs, Video Cameras, and DVD Players		110	\$22.30	\$584,847
Video Cassettes and DVDs		108	\$56.69	\$1,487,036
Video and Computer Game Hardware and Software		107	\$59.48	\$1,560,056
Satellite Dishes		104	\$1.31	\$34,283
Rental of Video Cassettes and DVDs		108	\$44.58	\$1,169,228
Streaming/Downloaded Video		113	\$1.58	\$41,370
Audio (3)		104	\$152.16	\$3,991,204
Rental and Repair of TV/Radio/Sound Equipment		116	\$8.76	\$229,719
Pets		124	\$533.18	\$13,985,293
Toys and Games (4)		103	\$150.32	\$3,943,015
Recreational Vehicles and Fees (5)		100	\$324.11	\$8,501,444
Sports/Recreation/Exercise Equipment (6)		83	\$149.95	\$3,933,238
Photo Equipment and Supplies (7)		106	\$110.00	\$2,885,205
Reading (8)		106	\$164.15	\$4,305,712
Catered Affairs (9)		107	\$26.30	\$689,936
Food		106	\$8,121.53	\$213,028,508
Food at Home		105	\$4,694.69	\$123,142,320
Bakery and Cereal Products		104	\$618.23	\$16,216,362
Meats, Poultry, Fish, and Eggs		106	\$1,094.34	\$28,704,562
Dairy Products		104	\$514.87	\$13,505,051
Fruits and Vegetables		108	\$846.16	\$22,194,958
Snacks and Other Food at Home (10)		104	\$1,621.09	\$42,521,387
Food Away from Home		106	\$3,426.83	\$89,886,187
Alcoholic Beverages		111	\$630.55	\$16,539,328
Nonalcoholic Beverages at Home		104	\$456.10	\$11,963,644

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	110	\$1,914.70	\$50,222,771
Vehicle Loans	98	\$4,802.17	\$125,961,440
Health			
Nonprescription Drugs	95	\$98.20	\$2,575,879
Prescription Drugs	89	\$445.13	\$11,675,811
Eyeglasses and Contact Lenses	101	\$77.88	\$2,042,834
Home			
Mortgage Payment and Basics (11)	106	\$9,908.44	\$259,899,570
Maintenance and Remodeling Services	108	\$2,148.94	\$56,366,972
Maintenance and Remodeling Materials (12)	99	\$366.34	\$9,609,103
Utilities, Fuel, and Public Services	101	\$4,558.12	\$119,560,044
Household Furnishings and Equipment			
Household Textiles (13)	107	\$142.53	\$3,738,466
Furniture	109	\$656.43	\$17,218,231
Floor Coverings	107	\$80.22	\$2,104,223
Major Appliances (14)	100	\$302.35	\$7,930,721
Housewares (15)	98	\$84.09	\$2,205,795
Small Appliances	103	\$33.61	\$881,696
Luggage	109	\$10.07	\$264,095
Telephones and Accessories	73	\$31.07	\$815,028
Household Operations			
Child Care	110	\$508.36	\$13,334,321
Lawn and Garden (16)	102	\$425.42	\$11,158,898
Moving/Storage/Freight Express	121	\$73.27	\$1,921,932
Housekeeping Supplies (17)	101	\$711.47	\$18,661,871
Insurance			
Owners and Renters Insurance	93	\$430.78	\$11,299,517
Vehicle Insurance	104	\$1,214.37	\$31,853,077
Life/Other Insurance	98	\$407.56	\$10,690,356
Health Insurance	96	\$1,855.47	\$48,669,114
Personal Care Products (18)	105	\$417.90	\$10,961,598
School Books and Supplies (19)	106	\$113.13	\$2,967,541
Smoking Products	96	\$411.78	\$10,801,056
Transportation			
Vehicle Purchases (Net Outlay) (20)	102	\$4,474.13	\$117,356,833
Gasoline and Motor Oil	99	\$2,840.92	\$74,517,521
Vehicle Maintenance and Repairs	105	\$990.14	\$25,971,552
Travel			
Airline Fares	118	\$541.14	\$14,194,186
Lodging on Trips	110	\$480.66	\$12,607,807
Auto/Truck/Van Rental on Trips	118	\$43.62	\$1,144,087
Food and Drink on Trips	109	\$474.94	\$12,457,722

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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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