



# Retail Goods and Services Expenditure Report

Cities in San Bernardino County  
VICTORVILLE CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Main Street, USA	20.7%	Population	106,181	118,295
Industrious Urban Fringe	20.7%	Households	31,931	35,355
Up and Coming Families	19.0%	Families	24,683	27,294
Milk and Cookies	17.6%	Median Age	31.7	32.0
Inner City Tenants	9.6%	Median Household Income	\$49,896	\$57,462
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		57	\$1,374.41	\$43,886,123
Men's		54	\$245.70	\$7,845,444
Women's		50	\$416.16	\$13,288,193
Children's		63	\$252.80	\$8,072,229
Footwear		41	\$170.69	\$5,450,139
Watches & Jewelry		80	\$155.25	\$4,957,336
Apparel Products and Services (1)		143	\$133.81	\$4,272,782
Computer				
Computers and Hardware for Home Use		84	\$160.95	\$5,139,155
Software and Accessories for Home Use		84	\$23.97	\$765,299
Entertainment & Recreation		82	\$2,631.13	\$84,013,971
Fees and Admissions		82	\$506.25	\$16,164,936
Membership Fees for Clubs (2)		79	\$129.09	\$4,121,931
Fees for Participant Sports, excl. Trips		83	\$88.73	\$2,833,087
Admission to Movie/Theatre/Opera/Ballet		84	\$127.72	\$4,078,110
Admission to Sporting Events, excl. Trips		81	\$48.15	\$1,537,469
Fees for Recreational Lessons		82	\$111.97	\$3,575,277
Dating Services		78	\$0.60	\$19,062
TV/Video/Audio		81	\$1,001.16	\$31,967,993
Community Antenna or Cable TV		79	\$568.47	\$18,151,733
Televisions		84	\$163.12	\$5,208,407
VCRs, Video Cameras, and DVD Players		85	\$17.23	\$550,180
Video Cassettes and DVDs		85	\$44.54	\$1,422,248
Video and Computer Game Hardware and Software		85	\$47.19	\$1,506,685
Satellite Dishes		87	\$1.09	\$34,837
Rental of Video Cassettes and DVDs		87	\$35.65	\$1,138,393
Streaming/Downloaded Video		80	\$1.12	\$35,666
Audio (3)		79	\$116.40	\$3,716,799
Rental and Repair of TV/Radio/Sound Equipment		84	\$6.36	\$203,046
Pets		98	\$421.46	\$13,457,433
Toys and Games (4)		82	\$118.73	\$3,790,989
Recreational Vehicles and Fees (5)		75	\$243.24	\$7,766,927
Sports/Recreation/Exercise Equipment (6)		64	\$116.28	\$3,712,832
Photo Equipment and Supplies (7)		82	\$84.48	\$2,697,510
Reading (8)		77	\$119.44	\$3,813,747
Catered Affairs (9)		82	\$20.09	\$641,604
Food		82	\$6,283.65	\$200,641,958
Food at Home		81	\$3,636.44	\$116,114,498
Bakery and Cereal Products		80	\$477.63	\$15,251,123
Meats, Poultry, Fish, and Eggs		82	\$847.02	\$27,046,128
Dairy Products		80	\$399.97	\$12,771,298
Fruits and Vegetables		82	\$643.49	\$20,547,264
Snacks and Other Food at Home (10)		81	\$1,268.33	\$40,498,684
Food Away from Home		82	\$2,647.21	\$84,527,460
Alcoholic Beverages		82	\$465.52	\$14,864,349
Nonalcoholic Beverages at Home		82	\$357.06	\$11,401,096

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	72	\$1,243.89	\$39,718,392
Vehicle Loans	83	\$4,058.16	\$129,580,329
<b>Health</b>			
Nonprescription Drugs	78	\$80.48	\$2,569,815
Prescription Drugs	73	\$363.66	\$11,611,999
Eyeglasses and Contact Lenses	78	\$60.16	\$1,921,097
<b>Home</b>			
Mortgage Payment and Basics (11)	84	\$7,849.05	\$250,626,484
Maintenance and Remodeling Services	79	\$1,567.56	\$50,053,570
Maintenance and Remodeling Materials (12)	78	\$290.64	\$9,280,409
Utilities, Fuel, and Public Services	79	\$3,584.28	\$114,448,871
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	81	\$108.09	\$3,451,503
Furniture	83	\$495.77	\$15,830,285
Floor Coverings	75	\$56.42	\$1,801,445
Major Appliances (14)	79	\$239.35	\$7,642,637
Housewares (15)	74	\$63.60	\$2,030,897
Small Appliances	79	\$25.80	\$823,841
Luggage	81	\$7.49	\$239,264
Telephones and Accessories	58	\$24.79	\$791,494
<b>Household Operations</b>			
Child Care	89	\$410.68	\$13,113,222
Lawn and Garden (16)	76	\$319.09	\$10,188,804
Moving/Storage/Freight Express	85	\$51.75	\$1,652,341
Housekeeping Supplies (17)	80	\$564.24	\$18,016,669
<b>Insurance</b>			
Owners and Renters Insurance	78	\$361.55	\$11,544,483
Vehicle Insurance	81	\$945.62	\$30,194,553
Life/Other Insurance	75	\$311.84	\$9,957,208
Health Insurance	76	\$1,461.26	\$46,659,205
Personal Care Products (18)	84	\$333.26	\$10,641,155
School Books and Supplies (19)	83	\$88.15	\$2,814,603
Smoking Products	75	\$322.39	\$10,294,123
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	83	\$3,632.98	\$116,003,957
Gasoline and Motor Oil	81	\$2,317.54	\$74,000,810
Vehicle Maintenance and Repairs	81	\$766.46	\$24,473,711
<b>Travel</b>			
Airline Fares	83	\$381.79	\$12,190,735
Lodging on Trips	79	\$343.21	\$10,958,835
Auto/Truck/Van Rental on Trips	84	\$31.00	\$989,696
Food and Drink on Trips	80	\$347.58	\$11,098,422

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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