



# Retail Goods and Services Expenditure Report

Cities in San Bernardino County  
YUCAIPA CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Main Street, USA	13.6%	Population	50,267	52,752
Exurbanites	12.3%	Households	17,922	18,720
Pleasant-Ville	11.1%	Families	12,560	13,062
Heartland Communities	10.0%	Median Age	39.4	39.7
Crossroads	8.1%	Median Household Income	\$49,374	\$58,942
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		62	\$1,473.89	\$26,414,434
Men's		58	\$265.49	\$4,758,077
Women's		55	\$456.49	\$8,180,961
Children's		66	\$262.81	\$4,709,885
Footwear		43	\$180.45	\$3,234,000
Watches & Jewelry		90	\$174.87	\$3,133,901
Apparel Products and Services (1)		143	\$133.78	\$2,397,611
Computer				
Computers and Hardware for Home Use		88	\$168.56	\$3,020,777
Software and Accessories for Home Use		87	\$24.92	\$446,682
Entertainment & Recreation		93	\$2,987.27	\$53,536,528
Fees and Admissions		90	\$555.44	\$9,954,360
Membership Fees for Clubs (2)		90	\$148.10	\$2,654,112
Fees for Participant Sports, excl. Trips		91	\$96.65	\$1,732,128
Admission to Movie/Theatre/Opera/Ballet		88	\$133.09	\$2,385,215
Admission to Sporting Events, excl. Trips		89	\$52.90	\$948,099
Fees for Recreational Lessons		91	\$124.09	\$2,223,931
Dating Services		79	\$0.61	\$10,875
TV/Video/Audio		89	\$1,099.39	\$19,702,837
Community Antenna or Cable TV		91	\$654.03	\$11,721,264
Televisions		88	\$170.66	\$3,058,544
VCRs, Video Cameras, and DVD Players		86	\$17.56	\$314,624
Video Cassettes and DVDs		86	\$45.49	\$815,183
Video and Computer Game Hardware and Software		85	\$47.31	\$847,796
Satellite Dishes		92	\$1.16	\$20,822
Rental of Video Cassettes and DVDs		86	\$35.33	\$633,187
Streaming/Downloaded Video		84	\$1.18	\$21,098
Audio (3)		82	\$119.90	\$2,148,855
Rental and Repair of TV/Radio/Sound Equipment		89	\$6.78	\$121,464
Pets		115	\$493.69	\$8,847,615
Toys and Games (4)		90	\$130.20	\$2,333,416
Recreational Vehicles and Fees (5)		99	\$320.37	\$5,741,604
Sports/Recreation/Exercise Equipment (6)		73	\$132.68	\$2,377,794
Photo Equipment and Supplies (7)		89	\$92.49	\$1,657,572
Reading (8)		92	\$142.38	\$2,551,600
Catered Affairs (9)		84	\$20.63	\$369,730
Food		89	\$6,855.38	\$122,859,108
Food at Home		90	\$4,008.96	\$71,846,750
Bakery and Cereal Products		90	\$538.66	\$9,653,699
Meats, Poultry, Fish, and Eggs		89	\$924.98	\$16,577,087
Dairy Products		90	\$449.13	\$8,049,056
Fruits and Vegetables		89	\$701.91	\$12,579,405
Snacks and Other Food at Home (10)		89	\$1,394.27	\$24,987,503
Food Away from Home		88	\$2,846.42	\$51,012,358
Alcoholic Beverages		87	\$494.08	\$8,854,670
Nonalcoholic Beverages at Home		89	\$389.99	\$6,989,303

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	96	\$1,678.36	\$30,078,853
Vehicle Loans	91	\$4,455.63	\$79,851,916
<b>Health</b>			
Nonprescription Drugs	93	\$96.22	\$1,724,439
Prescription Drugs	96	\$476.80	\$8,545,070
Eyeglasses and Contact Lenses	92	\$70.47	\$1,262,967
<b>Home</b>			
Mortgage Payment and Basics (11)	93	\$8,751.16	\$156,834,495
Maintenance and Remodeling Services	95	\$1,883.69	\$33,758,715
Maintenance and Remodeling Materials (12)	97	\$361.93	\$6,486,314
Utilities, Fuel, and Public Services	91	\$4,137.09	\$74,143,025
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	91	\$120.79	\$2,164,772
Furniture	90	\$540.30	\$9,683,073
Floor Coverings	93	\$70.11	\$1,256,501
Major Appliances (14)	94	\$286.03	\$5,126,114
Housewares (15)	79	\$68.39	\$1,225,577
Small Appliances	91	\$29.80	\$534,108
Luggage	89	\$8.27	\$148,272
Telephones and Accessories	58	\$24.91	\$446,399
<b>Household Operations</b>			
Child Care	86	\$398.00	\$7,132,818
Lawn and Garden (16)	96	\$401.03	\$7,187,110
Moving/Storage/Freight Express	89	\$53.97	\$967,283
Housekeeping Supplies (17)	91	\$636.88	\$11,413,795
<b>Insurance</b>			
Owners and Renters Insurance	95	\$441.09	\$7,904,975
Vehicle Insurance	91	\$1,056.18	\$18,928,337
Life/Other Insurance	95	\$394.72	\$7,074,013
Health Insurance	94	\$1,817.41	\$32,570,818
Personal Care Products (18)	89	\$355.34	\$6,368,195
School Books and Supplies (19)	84	\$90.03	\$1,613,398
Smoking Products	90	\$382.75	\$6,859,445
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	90	\$3,972.52	\$71,193,802
Gasoline and Motor Oil	91	\$2,596.22	\$46,528,380
Vehicle Maintenance and Repairs	90	\$852.91	\$15,285,463
<b>Travel</b>			
Airline Fares	89	\$409.75	\$7,343,390
Lodging on Trips	93	\$403.54	\$7,232,060
Auto/Truck/Van Rental on Trips	89	\$32.74	\$586,801
Food and Drink on Trips	92	\$399.90	\$7,166,846

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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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