



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
YUCCA VALLEY CITY

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midlife Junction	39.8%	Population	19,597	20,398
Senior Sun Seekers	31.6%	Households	7,811	8,074
Rural Resort Dwellers	16.8%	Families	5,035	5,177
Prosperous Empty Nesters	10.2%	Median Age	44.9	46.1
Rustbelt Retirees	1.2%	Median Household Income	\$38,572	\$46,827
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		45	\$1,075.44	\$8,400,432
Men's		43	\$195.40	\$1,526,300
Women's		41	\$338.58	\$2,644,729
Children's		46	\$185.87	\$1,451,860
Footwear		32	\$135.18	\$1,055,945
Watches & Jewelry		65	\$125.73	\$982,122
Apparel Products and Services (1)		101	\$94.67	\$739,477
Computer				
Computers and Hardware for Home Use		66	\$125.56	\$980,769
Software and Accessories for Home Use		66	\$18.90	\$147,657
Entertainment & Recreation		71	\$2,297.32	\$17,944,678
Fees and Admissions		62	\$384.03	\$2,999,708
Membership Fees for Clubs (2)		64	\$104.66	\$817,525
Fees for Participant Sports, excl. Trips		69	\$73.72	\$575,855
Admission to Movie/Theatre/Opera/Ballet		62	\$94.16	\$735,519
Admission to Sporting Events, excl. Trips		61	\$36.54	\$285,387
Fees for Recreational Lessons		55	\$74.58	\$582,572
Dating Services		47	\$0.36	\$2,849
TV/Video/Audio		68	\$848.60	\$6,628,541
Community Antenna or Cable TV		72	\$519.99	\$4,061,711
Televisions		66	\$126.70	\$989,640
VCRs, Video Cameras, and DVD Players		66	\$13.38	\$104,517
Video Cassettes and DVDs		66	\$34.80	\$271,823
Video and Computer Game Hardware and Software		59	\$32.79	\$256,120
Satellite Dishes		73	\$0.92	\$7,152
Rental of Video Cassettes and DVDs		64	\$26.52	\$207,118
Streaming/Downloaded Video		56	\$0.78	\$6,113
Audio (3)		60	\$87.77	\$685,575
Rental and Repair of TV/Radio/Sound Equipment		65	\$4.96	\$38,771
Pets		92	\$395.20	\$3,086,953
Toys and Games (4)		66	\$95.98	\$749,714
Recreational Vehicles and Fees (5)		87	\$279.37	\$2,182,185
Sports/Recreation/Exercise Equipment (6)		56	\$101.19	\$790,442
Photo Equipment and Supplies (7)		66	\$68.21	\$532,788
Reading (8)		71	\$110.25	\$861,158
Catered Affairs (9)		59	\$14.49	\$113,190
Food		68	\$5,249.38	\$41,003,692
Food at Home		70	\$3,114.92	\$24,331,117
Bakery and Cereal Products		70	\$419.15	\$3,274,074
Meats, Poultry, Fish, and Eggs		69	\$712.80	\$5,567,814
Dairy Products		71	\$352.10	\$2,750,296
Fruits and Vegetables		69	\$540.56	\$4,222,422
Snacks and Other Food at Home (10)		70	\$1,090.30	\$8,516,511
Food Away from Home		66	\$2,134.46	\$16,672,575
Alcoholic Beverages		64	\$362.73	\$2,833,336
Nonalcoholic Beverages at Home		69	\$303.86	\$2,373,500

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.

December 09, 2010

Made with Esri Business Analyst



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
YUCCA VALLEY CITY

Prepared By Business Analyst Desktop

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	80	\$1,397.68	\$10,917,468
Vehicle Loans	73	\$3,573.68	\$27,914,529
Health			
Nonprescription Drugs	82	\$84.63	\$661,067
Prescription Drugs	87	\$431.33	\$3,369,159
Eyeglasses and Contact Lenses	72	\$55.43	\$432,961
Home			
Mortgage Payment and Basics (11)	66	\$6,140.61	\$47,965,170
Maintenance and Remodeling Services	69	\$1,378.15	\$10,764,963
Maintenance and Remodeling Materials (12)	75	\$280.45	\$2,190,658
Utilities, Fuel, and Public Services	72	\$3,249.66	\$25,383,545
Household Furnishings and Equipment			
Household Textiles (13)	70	\$93.41	\$729,632
Furniture	66	\$395.36	\$3,088,243
Floor Coverings	67	\$50.04	\$390,840
Major Appliances (14)	75	\$228.07	\$1,781,506
Housewares (15)	61	\$52.39	\$409,244
Small Appliances	72	\$23.68	\$184,933
Luggage	66	\$6.07	\$47,403
Telephones and Accessories	45	\$19.13	\$149,406
Household Operations			
Child Care	56	\$256.75	\$2,005,489
Lawn and Garden (16)	77	\$323.29	\$2,525,244
Moving/Storage/Freight Express	73	\$44.38	\$346,625
Housekeeping Supplies (17)	72	\$506.15	\$3,953,621
Insurance			
Owners and Renters Insurance	79	\$364.21	\$2,844,931
Vehicle Insurance	70	\$817.50	\$6,385,595
Life/Other Insurance	74	\$309.13	\$2,414,671
Health Insurance	80	\$1,552.34	\$12,125,574
Personal Care Products (18)	70	\$277.81	\$2,170,007
School Books and Supplies (19)	64	\$67.85	\$530,002
Smoking Products	74	\$316.67	\$2,473,593
Transportation			
Vehicle Purchases (Net Outlay) (20)	72	\$3,151.95	\$24,620,300
Gasoline and Motor Oil	72	\$2,079.08	\$16,240,017
Vehicle Maintenance and Repairs	71	\$667.46	\$5,213,612
Travel			
Airline Fares	63	\$287.74	\$2,247,573
Lodging on Trips	67	\$294.17	\$2,297,779
Auto/Truck/Van Rental on Trips	61	\$22.64	\$176,831
Food and Drink on Trips	69	\$298.24	\$2,329,560

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.

December 09, 2010

Made with Esri Business Analyst



Retail Goods and Services Expenditure Report

Cities in San Bernardino County
YUCCA VALLEY CITY

Prepared By Business Analyst Desktop

- (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.

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.

December 09, 2010

Made with Esri Business Analyst