



Retail Goods and Services Expenditures

San Bernardino County

ID: San Bernardino County Name:

Description: San Bernardino County

Summary	2009	2014
Population	2,059,757	2,209,784
Households	613,854	654,863
Families	469,806	499,757

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	66	\$1,651.47	\$1,013,760,184
Men's	63	\$302.07	\$185,424,499
Women's	57	\$497.39	\$305,323,541
Children's	72	\$297.98	\$182,918,912
Footwear	46	\$197.55	\$121,265,435
Watches & Jewelry	92	\$197.57	\$121,280,485
Apparel Products and Services	157	\$158.91	\$97,547,313
Computer			
Computers and Hardware for Home Use	95	\$189.94	\$116,592,606
Software and Accessories for Home Use	98	\$27.83	\$17,085,254
Entertainment & Recreation	92	\$2,989.63	\$1,835,198,463
Fees and Admissions	95	\$591.00	\$362,789,156
Membership Fees for Clubs	92	\$156.90	\$96,314,854
Fees for Participant Sports, excl. Trips	95	\$104.92	\$64,405,121
Admission to Movie/Theatre/Opera/Ballet	97	\$147.71	\$90,673,977
Admission to Sporting Events, excl. Trips	95	\$55.44	\$34,029,967
Fees for Recreational Lessons	96	\$125.33	\$76,933,032
Dating Services	89	\$0.70	\$432,206
TV/Video/Sound Equipment	91	\$1,106.23	\$679,060,902
Community Antenna or Cable TV	88	\$641.19	\$393,595,132
Televisions	96	\$156.38	\$95,991,839
VCRs, Video Cameras, and DVD Players	94	\$23.79	\$14,606,145
Video Cassettes and DVDs	95	\$56.69	\$34,800,515
Video Game Hardware and Software	95	\$41.53	\$25,493,578
Satellite Dishes	92	\$1.04	\$640,478
Rental of Video Cassettes and DVDs	98	\$43.11	\$26,462,027
Streaming/Downloaded Video	94	\$1.01	\$618,744
Sound Equipment	93	\$135.05	\$82,898,871
Rental and Repair of TV/Radio/Sound Equipment	95	\$6.44	\$3,953,574
Pets	106	\$463.59	\$284,579,068
Toys and Games	93	\$120.81	\$74,160,252
Recreational Vehicles and Fees	87	\$308.03	\$189,086,634
Sports/Recreation/Exercise Equipment	72	\$143.43	\$88,043,089
Photo Equipment and Supplies	94	\$109.77	\$67,385,211
Reading	90	\$146.77	\$90,094,152
Food	93	\$7,305.79	\$4,484,685,243
Food at Home	93	\$4,222.35	\$2,591,907,531
Bakery and Cereal Products	91	\$557.32	\$342,115,605
Meats, Poultry, Fish, and Eggs	93	\$991.49	\$608,628,733
Dairy Products	92	\$470.45	\$288,788,884
Fruits and Vegetables	94	\$740.29	\$454,426,915
Snacks and Other Food at Home	92	\$1,462.80	\$897,947,394
Food Away from Home	93	\$3,083.43	\$1,892,777,712
Alcoholic Beverages	93	\$536.14	\$329,109,724
Nonalcoholic Beverages at Home	93	\$418.23	\$256,734,119

Source: ESRI, 2009 Estimates and Projections



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	91	\$1,308.34	\$803,131,005
Vehicle Loans	93	\$4,974.38	\$3,053,544,953
Health			
Nonprescription Drugs	89	\$92.85	\$56,998,599
Prescription Drugs	84	\$459.98	\$282,357,523
Eyeglasses and Contact Lenses	90	\$67.77	\$41,602,802
Home			
Mortgage Payment and Basics	96	\$8,764.83	\$5,380,323,512
Maintenance and Remodeling Services	95	\$2,015.16	\$1,237,012,486
Maintenance and Remodeling Materials	92	\$380.57	\$233,615,602
Utilities, Fuel, and Public Services	89	\$4,020.06	\$2,467,728,000
Household Furnishings and Equipment			
Household Textiles	94	\$130.63	\$80,187,519
Furniture	98	\$627.56	\$385,229,954
Floor Coverings	88	\$77.00	\$47,264,163
Major Appliances	93	\$282.53	\$173,431,102
Housewares	79	\$73.77	\$45,285,082
Small Appliances	93	\$31.79	\$19,513,741
Luggage	95	\$9.61	\$5,899,964
Telephones and Accessories	56	\$25.15	\$15,436,072
Household Operations			
Child Care	97	\$426.10	\$261,561,935
Lawn and Garden	86	\$356.14	\$218,617,465
Moving/Storage/Freight Express	100	\$53.81	\$33,029,494
Housekeeping Supplies	91	\$661.20	\$405,878,755
Insurance			
Owners and Renters Insurance	87	\$413.66	\$253,927,006
Vehicle Insurance	92	\$1,143.45	\$701,909,823
Life/Other Insurance	86	\$416.84	\$255,878,427
Health Insurance	87	\$1,660.86	\$1,019,526,029
Personal Care Products	95	\$373.06	\$229,220,293
School Books and Supplies	93	\$104.90	\$64,390,751
Smoking Products	84	\$373.41	\$229,220,293
Transportation			
Vehicle Purchases (Net Outlay)	95	\$4,555.43	\$2,796,365,625
Gasoline and Motor Oil	92	\$2,515.12	\$1,543,919,216
Vehicle Maintenance and Repairs	94	\$875.54	\$537,450,681
Travel			
Airline Fares	99	\$421.35	\$258,646,606
Lodging on Trips	92	\$389.25	\$238,943,038
Auto/Truck/Van Rental in Trips	98	\$36.31	\$22,289,541
Food and Drink on Trips	94	\$419.35	\$257,422,293

Source: ESRI, 2009 Estimates and Projections



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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: Expenditure data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.

Definitions:

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.

Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

Sound Equipment includes 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.

Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

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.

Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

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.

Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

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.

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.

Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

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.

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.

School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.