

# Retail Goods and Services Expenditures

380 New York St, Redlands, California, 92373  
Drive distance: 5 mile radius

Prepared by Esri  
Latitude: 34.05726  
Longitude: -117.19479

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Exurbanites (1E)	11.5%	Population	109,880	112,958
Young and Restless (11B)	10.3%	Households	39,144	41,139
Bright Young Professionals (8C)	9.2%	Families	26,169	27,305
Urban Edge Families (7C)	5.5%	Median Age	37.5	38.8
Urban Villages (7B)	5.2%	Median Household Income	\$92,126	\$103,533
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		111	\$2,641.11	\$103,383,502
Men's		109	\$480.19	\$18,796,469
Women's		111	\$887.67	\$34,747,111
Children's		105	\$385.65	\$15,095,767
Footwear		112	\$561.15	\$21,965,474
Watches & Jewelry		120	\$273.52	\$10,706,841
Apparel Products and Services (1)		109	\$52.93	\$2,071,840
<b>Computer</b>				
Computers and Hardware for Home Use		117	\$316.79	\$12,400,378
Portable Memory		117	\$4.78	\$187,079
Computer Software		120	\$18.69	\$731,673
Computer Accessories		118	\$27.99	\$1,095,520
<b>Entertainment &amp; Recreation</b>		108	\$4,430.97	\$173,445,877
Fees and Admissions		112	\$923.10	\$36,133,858
Membership Fees for Clubs (2)		107	\$322.88	\$12,639,002
Fees for Participant Sports, excl. Trips		108	\$143.71	\$5,625,347
Tickets to Theatre/Operas/Concerts		117	\$89.02	\$3,484,734
Tickets to Movies		120	\$29.66	\$1,160,862
Tickets to Parks or Museums		118	\$44.24	\$1,731,621
Admission to Sporting Events, excl. Trips		95	\$74.95	\$2,934,029
Fees for Recreational Lessons		126	\$217.70	\$8,521,570
Dating Services		119	\$0.94	\$36,691
TV/Video/Audio		105	\$1,391.04	\$54,451,014
Cable and Satellite Television Services		102	\$771.65	\$30,205,612
Televisions		106	\$162.48	\$6,360,043
Satellite Dishes		101	\$1.26	\$49,186
VCRs, Video Cameras, and DVD Players		123	\$6.13	\$239,814
Miscellaneous Video Equipment		83	\$18.82	\$736,767
Video Cassettes and DVDs		119	\$6.88	\$269,457
Video Game Hardware/Accessories		109	\$50.66	\$1,983,131
Video Game Software		110	\$22.25	\$870,936
Rental/Streaming/Downloaded Video		109	\$187.82	\$7,352,123
Installation of Televisions		103	\$1.75	\$68,541
Audio (3)		112	\$159.40	\$6,239,600
Rental and Repair of TV/Radio/Sound Equipment		122	\$1.94	\$75,805
Pets		110	\$1,110.53	\$43,470,419
Toys/Games/Crafts/Hobbies (4)		106	\$192.95	\$7,552,889
Recreational Vehicles and Fees (5)		105	\$206.81	\$8,095,533
Sports/Recreation/Exercise Equipment (6)		107	\$325.26	\$12,731,989
Photo Equipment and Supplies (7)		116	\$70.64	\$2,765,142
Reading (8)		119	\$167.00	\$6,536,975
Catered Affairs (9)		110	\$43.64	\$1,708,057
<b>Food</b>		112	\$12,534.22	\$490,639,336
Food at Home		111	\$8,084.74	\$316,469,220
Bakery and Cereal Products		110	\$1,032.90	\$40,431,686
Meats, Poultry, Fish, and Eggs		111	\$1,747.26	\$68,394,755
Dairy Products		111	\$767.17	\$30,029,967
Fruits and Vegetables		115	\$1,660.03	\$64,980,092
Snacks and Other Food at Home (10)		108	\$2,877.39	\$112,632,721
Food Away from Home		114	\$4,449.47	\$174,170,116
Alcoholic Beverages		116	\$757.13	\$29,637,050

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	112	\$51,913.64	\$2,032,107,368
Value of Retirement Plans	105	\$170,591.13	\$6,677,619,244
Value of Other Financial Assets	110	\$9,981.48	\$390,715,170
Vehicle Loan Amount excluding Interest	101	\$3,558.10	\$139,278,168
Value of Credit Card Debt	111	\$3,199.34	\$125,235,030
<b>Health</b>			
Nonprescription Drugs	99	\$175.77	\$6,880,393
Prescription Drugs	88	\$363.36	\$14,223,555
Eyeglasses and Contact Lenses	105	\$132.46	\$5,184,845
<b>Home</b>			
Mortgage Payment and Basics (11)	110	\$14,850.92	\$581,324,445
Maintenance and Remodeling Services	107	\$4,988.56	\$195,272,185
Maintenance and Remodeling Materials (12)	93	\$809.01	\$31,667,795
Utilities, Fuel, and Public Services	104	\$6,173.13	\$241,641,177
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	111	\$145.73	\$5,704,424
Furniture	106	\$1,048.72	\$41,051,207
Rugs	116	\$52.88	\$2,070,118
Major Appliances (14)	104	\$611.83	\$23,949,421
Housewares (15)	113	\$120.69	\$4,724,428
Small Appliances	117	\$94.46	\$3,697,511
Luggage	114	\$23.56	\$922,181
Telephones and Accessories	100	\$101.53	\$3,974,429
<b>Household Operations</b>			
Child Care	114	\$633.04	\$24,779,593
Lawn and Garden (16)	102	\$711.64	\$27,856,550
Moving/Storage/Freight Express	123	\$149.88	\$5,866,750
Housekeeping Supplies (17)	107	\$971.36	\$38,022,898
<b>Insurance</b>			
Owners and Renters Insurance	96	\$792.21	\$31,010,415
Vehicle Insurance	106	\$2,252.02	\$88,153,172
Life/Other Insurance	103	\$692.85	\$27,120,945
Health Insurance	101	\$5,068.42	\$198,398,091
Personal Care Products (18)	113	\$630.75	\$24,690,267
School Books (19)	111	\$47.26	\$1,850,015
Smoking Products	91	\$426.87	\$16,709,356
<b>Transportation</b>			
Payments on Vehicles excluding Leases	99	\$3,025.71	\$118,438,364
Gasoline and Motor Oil	106	\$3,521.59	\$137,849,093
Vehicle Maintenance and Repairs	107	\$1,588.18	\$62,167,831
<b>Travel</b>			
Airline Fares	121	\$766.74	\$30,013,173
Lodging on Trips	111	\$1,086.84	\$42,543,179
Auto/Truck Rental on Trips	111	\$128.63	\$5,034,937
Food and Drink on Trips	111	\$828.45	\$32,428,693

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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