Retail Goods and Services Expenditures

Fullerton City, CA
Fullerton city, CA (0628000)
Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Connoisseurs	14.9%	Population	133,441	135,573
Urban Villages	12.8%	Households	45,295	45,719
International Marketplace	10.4%	Families	30,912	31,106
Young and Restless	10.1%	Median Age	34.7	35.0
Wealthy Seaboard Suburbs	9.1%	Median Household Income	$67,696	$78,850

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	91	$2,174.30	$98,484,909
Men's	85	$391.84	$17,748,563
Women's	80	$662.51	$30,008,237
Children's	93	$371.37	$16,821,369
Footwear	64	$265.82	$12,040,146
Watches & Jewelry	131	$253.89	$11,500,033
Apparel Products and Services (1)	244	$228.87	$10,366,562
Computer			
Computers and Hardware for Home Use	133	$254.92	$11,546,574
Software and Accessories for Home Use	137	$39.04	$1,768,073
Entertainment & Recreation	127	$4,096.45	$185,548,656
Fees and Admissions	134	$831.09	$37,644,403
Membership Fees for Clubs (2)	134	$219.02	$9,920,630
Fees for Participant Sports, excl. Trips	131	$139.79	$6,331,951
Admission to Movie/Theatre/Opera/Ballet	139	$210.28	$9,524,441
Admission to Sporting Events, excl. Trips	119	$70.88	$3,210,508
Fees for Recreational Lessons	139	$190.00	$8,606,061
Dating Services	146	$1.12	$50,811
TV/Video/Audio	122	$1,512.88	$68,525,748
Community Antenna or Cable TV	117	$846.75	$38,353,327
Televisions	128	$247.53	$11,211,896
VCRs, Video Cameras, and DVD Players	134	$27.29	$1,236,223
Video Cassettes and DVDs	130	$68.63	$3,108,358
Video and Computer Game Hardware and Software	124	$69.00	$3,125,161
Satellite Dishes	126	$1.58	$71,715
Rental of Video Cassettes and DVDs	132	$54.38	$2,463,322
Streaming/Downloaded Video	131	$1.84	$83,138
Audio (3)	126	$184.83	$8,371,893
Rental and Repair of TV/Radio/Sound Equipment	146	$11.06	$500,714
Pets	147	$631.50	$28,603,851
Toys and Games (4)	120	$174.58	$7,907,487
Recreational Vehicles and Fees (5)	127	$410.02	$18,571,965
Sports/Recreation/Exercise Equipment (6)	100	$180.53	$8,177,125
Photo Equipment and Supplies (7)	128	$132.44	$5,998,860
Reading (8)	126	$194.80	$8,823,338
Catered Affairs (9)	116	$28.61	$1,295,880
Food	126	$9,687.72	$438,805,291
Food at Home	126	$5,621.10	$254,607,589
Bakery and Cereal Products	123	$733.45	$33,221,548
Meats, Poultry, Fish, and Eggs	126	$1,308.83	$59,283,587
Dairy Products	124	$615.68	$27,887,420
Fruits and Vegetables	131	$1,025.67	$46,457,611
Snacks and Other Food at Home (10)	124	$1,937.46	$87,757,423
Food Away from Home	126	$4,066.62	$184,197,702
Alcoholic Beverages	131	$748.83	$33,918,368
Nonalcoholic Beverages at Home	125	$545.51	$24,708,823

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 06, 2011

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	135	$2,349.49	$106,420,254
Vehicle Loans	115	$5,657.38	$256,251,223
Health			
Nonprescription Drugs	113	$115.99	$5,253,720
Prescription Drugs	102	$506.44	$22,939,295
Eyeglasses and Contact Lenses	118	$91.14	$4,127,985
Home			
Mortgage Payment and Basics (11)	124	$11,643.27	$527,382,003
Maintenance and Remodeling Services	126	$2,508.20	$113,608,733
Maintenance and Remodeling Materials (12)	118	$439.73	$19,917,573
Utilities, Fuel, and Public Services	116	$5,250.06	$237,801,227
Household Furnishings and Equipment			
Household Textiles (13)	129	$172.15	$7,797,331
Furniture	130	$784.08	$35,514,759
Floor Coverings	120	$89.96	$4,074,846
Major Appliances (14)	118	$357.00	$16,170,183
Housewares (15)	120	$103.16	$4,672,713
Small Appliances	122	$40.06	$1,814,427
Luggage	131	$12.10	$548,059
Telephones and Accessories	89	$37.86	$1,714,815
Household Operations			
Child Care	128	$590.64	$26,752,998
Lawn and Garden (16)	119	$498.27	$22,568,941
Moving/Storage/Freight Express	157	$95.11	$4,308,083
Housekeeping Supplies (17)	120	$838.43	$37,976,828
Insurance			
Owners and Renters Insurance	104	$483.36	$21,893,626
Vehicle Insurance	123	$1,431.33	$64,832,103
Life/Other Insurance	110	$458.19	$20,753,489
Health Insurance	111	$2,150.18	$97,392,457
Personal Care Products (18)	125	$500.33	$22,662,254
School Books and Supplies (19)	124	$132.95	$6,021,930
Smoking Products	111	$472.84	$21,417,117
Transportation			
Vehicle Purchases (Net Outlay) (20)	122	$5,344.87	$242,096,010
Gasoline and Motor Oil	116	$3,326.94	$150,693,537
Vehicle Maintenance and Repairs	125	$1,179.76	$53,437,067
Travel			
Airline Fares	144	$661.44	$29,960,111
Lodging on Trips	131	$570.73	$25,851,411
Auto/Truck/Van Rental on Trips	144	$52.99	$2,400,154
Food and Drink on Trips	131	$570.94	$25,860,658

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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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