



Retail Goods and Services Expenditures

Prepared by George Alexander

CACaliforniaRanchoSantaFeCity

Geography: ZIP Code

Top Tapestry Segments:		Demographic Summary		2010	2015
Top Rung	100.0%	Population		4,280	4,592
		Households		1,596	1,711
		Families		1,259	1,343
		Median Age		49.0	50.6
		Median Household Income		\$208,898	\$240,291
		Spending Potential Index	Average Amount Spent	Total	
Apparel and Services		253	\$6,052.04	\$9,659,063	
Men's		244	\$1,118.03	\$1,784,381	
Women's		230	\$1,907.24	\$3,043,948	
Children's		238	\$952.36	\$1,519,970	
Footwear		162	\$674.23	\$1,076,078	
Watches & Jewelry		433	\$840.16	\$1,340,891	
Apparel Products and Services ¹		598	\$560.02	\$893,794	
Computer					
Computers and Hardware for Home Use		338	\$647.88	\$1,034,012	
Software and Accessories for Home Use		343	\$97.65	\$155,843	
Entertainment & Recreation		375	\$12,087.52	\$19,291,682	
Fees and Admissions		453	\$2,802.62	\$4,472,975	
Membership Fees for Clubs ²		485	\$793.97	\$1,267,176	
Fees for Participant Sports, excl. Trips		414	\$441.79	\$705,100	
Admission to Movie/Theatre/Opera/Ballet		390	\$591.65	\$944,272	
Admission to Sporting Events, excl. Trips		432	\$257.04	\$410,240	
Fees for Recreational Lessons		524	\$715.65	\$1,142,181	
Dating Services		326	\$2.51	\$4,006	
TV/Video/Audio		319	\$3,964.08	\$6,326,666	
Community Antenna or Cable TV		309	\$2,228.79	\$3,557,147	
Televisions		374	\$723.18	\$1,154,200	
VCRs, Video Cameras, and DVD Players		317	\$64.51	\$102,961	
Video Cassettes and DVDs		287	\$151.11	\$241,176	
Video and Computer Game Hardware and Software		313	\$174.71	\$278,835	
Satellite Dishes		359	\$4.52	\$7,211	
Rental of Video Cassettes and DVDs		291	\$119.99	\$191,499	
Streaming/Downloaded Video		394	\$5.52	\$8,814	
Audio ³		316	\$464.38	\$741,157	
Rental and Repair of TV/Radio/Audio		361	\$27.36	\$43,668	
Pets		425	\$1,829.42	\$2,919,753	
Toys and Games ⁴		327	\$475.43	\$758,782	
Recreational Vehicles and Fees ⁵		444	\$1,433.56	\$2,287,968	
Sports/Recreation/Exercise Equipment ⁶		299	\$541.95	\$864,948	
Photo Equipment and Supplies ⁷		364	\$376.53	\$600,937	
Reading ⁸		377	\$583.62	\$931,452	
Catered Affairs ⁹		326	\$80.33	\$128,199	
Food		321	\$24,718.50	\$39,450,719	
Food at Home		313	\$13,989.99	\$22,328,019	
Bakery and Cereal Products		315	\$1,881.88	\$3,003,484	
Meat, Poultry, Fish, and Eggs		311	\$3,219.06	\$5,137,612	
Dairy Products		311	\$1,545.77	\$2,467,046	
Fruit and Vegetables		327	\$2,569.92	\$4,101,597	
Snacks and Other Food at Home ¹⁰		306	\$4,773.36	\$7,618,278	
Food Away from Home		333	\$10,728.51	\$17,122,701	
Alcoholic Beverages		347	\$1,981.54	\$3,162,531	
Nonalcoholic Beverages at Home		305	\$1,334.41	\$2,129,721	



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	530	\$9,211.86	\$14,702,126
Vehicle Loans	294	\$14,432.78	\$23,034,720
Health			
Nonprescription Drugs	298	\$306.74	\$489,563
Prescription Drugs	292	\$1,457.66	\$2,326,428
Eyeglasses and Contact Lenses	351	\$269.59	\$430,271
Home			
Mortgage Payment and Basics ¹¹	431	\$40,375.24	\$64,438,885
Maintenance and Remodeling Services	501	\$9,944.83	\$15,871,950
Maintenance and Remodeling Materials ¹²	395	\$1,469.21	\$2,344,856
Utilities, Fuel, and Public Services	322	\$14,579.63	\$23,269,085
Household Furnishings and Equipment			
Household Textiles ¹³	374	\$497.52	\$794,038
Furniture	406	\$2,441.40	\$3,896,475
Floor Coverings	466	\$349.42	\$557,669
Major Appliances ¹⁴	363	\$1,101.97	\$1,758,742
Housewares ¹⁵	312	\$268.84	\$429,069
Small Appliances	332	\$108.94	\$173,871
Luggage	398	\$36.90	\$58,892
Telephones and Accessories	207	\$88.36	\$141,020
Household Operations			
Child Care	368	\$1,701.15	\$2,715,033
Lawn and Garden ¹⁶	431	\$1,803.31	\$2,878,088
Moving/Storage/Freight Express	393	\$238.47	\$380,593
Housekeeping Supplies ¹⁷	318	\$2,228.54	\$3,556,746
Insurance			
Owners and Renters Insurance	362	\$1,674.54	\$2,672,567
Vehicle Insurance	329	\$3,833.30	\$6,117,940
Life/Other Insurance	403	\$1,683.33	\$2,686,590
Health Insurance	322	\$6,219.47	\$9,926,280
Personal Care Products ¹⁸	322	\$1,284.21	\$2,049,596
School Books and Supplies ¹⁹	293	\$313.02	\$499,579
Smoking Products	235	\$1,004.07	\$1,602,498
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	326	\$14,314.55	\$22,846,026
Gasoline and Motor Oil	295	\$8,462.32	\$13,505,861
Vehicle Maintenance and Repairs	340	\$3,208.26	\$5,120,388
Travel			
Airline Fares	455	\$2,085.96	\$3,329,191
Lodging on Trips	456	\$1,989.07	\$3,174,550
Auto/Truck/Van Rental on Trips	466	\$171.95	\$274,428
Food and Drink on Trips	418	\$1,817.62	\$2,900,924

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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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.