



Retail Goods and Services Expenditures

Anaheim City, CA
 Anaheim City, CA (0602000)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Urban Villages (7B)	22.1%	Population	359,477	375,151
International Marketplace (13A)	18.3%	Households	103,347	107,693
Las Casas (13B)	9.2%	Families	78,685	81,920
City Lights (8A)	8.1%	Median Age	33.7	35.0
NeWest Residents (13C)	6.6%	Median Household Income	\$65,605	\$77,110
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,397.62	\$247,787,152
Men's		111	\$458.99	\$47,435,564
Women's		110	\$818.78	\$84,618,135
Children's		112	\$362.66	\$37,479,749
Footwear		112	\$527.86	\$54,552,589
Watches & Jewelry		102	\$145.61	\$15,048,218
Apparel Products and Services (1)		101	\$83.73	\$8,652,896
Computer				
Computers and Hardware for Home Use		114	\$194.73	\$20,124,576
Portable Memory		114	\$6.19	\$639,783
Computer Software		120	\$12.62	\$1,304,588
Computer Accessories		112	\$21.02	\$2,172,162
Entertainment & Recreation		103	\$3,310.01	\$342,079,153
Fees and Admissions		112	\$767.54	\$79,322,641
Membership Fees for Clubs (2)		108	\$245.09	\$25,328,938
Fees for Participant Sports, excl. Trips		104	\$117.49	\$12,142,697
Tickets to Theatre/Operas/Concerts		117	\$77.51	\$8,010,773
Tickets to Movies/Museums/Parks		127	\$101.09	\$10,447,323
Admission to Sporting Events, excl. Trips		100	\$59.09	\$6,107,074
Fees for Recreational Lessons		120	\$166.44	\$17,200,709
Dating Services		123	\$0.82	\$85,128
TV/Video/Audio		101	\$1,312.46	\$135,639,284
Cable and Satellite Television Services		97	\$939.36	\$97,079,608
Televisions		106	\$125.17	\$12,935,814
Satellite Dishes		126	\$2.22	\$228,941
VCRs, Video Cameras, and DVD Players		113	\$6.21	\$641,949
Miscellaneous Video Equipment		94	\$13.65	\$1,411,069
Video Cassettes and DVDs		109	\$13.49	\$1,393,766
Video Game Hardware/Accessories		110	\$32.65	\$3,374,748
Video Game Software		108	\$16.22	\$1,676,071
Streaming/Downloaded Video		117	\$38.72	\$4,002,016
Rental of Video Cassettes and DVDs		120	\$15.33	\$1,584,104
Installation of Televisions		132	\$1.21	\$125,123
Audio (3)		113	\$105.11	\$10,862,572
Rental and Repair of TV/Radio/Sound Equipment		91	\$3.13	\$323,500
Pets		94	\$595.57	\$61,550,346
Toys/Games/Crafts/Hobbies (4)		112	\$128.93	\$13,324,965
Recreational Vehicles and Fees (5)		96	\$105.77	\$10,931,404
Sports/Recreation/Exercise Equipment (6)		107	\$191.76	\$19,817,679
Photo Equipment and Supplies (7)		107	\$57.01	\$5,891,689
Reading (8)		106	\$119.35	\$12,334,149
Catered Affairs (9)		117	\$31.61	\$3,266,997
Food		107	\$9,139.75	\$944,566,143
Food at Home		107	\$5,349.64	\$552,868,737
Bakery and Cereal Products		106	\$700.94	\$72,440,169
Meats, Poultry, Fish, and Eggs		107	\$1,205.03	\$124,535,755
Dairy Products		107	\$554.58	\$57,313,800
Fruits and Vegetables		110	\$1,083.77	\$112,004,251
Snacks and Other Food at Home (10)		104	\$1,805.32	\$186,574,762
Food Away from Home		108	\$3,790.12	\$391,697,406
Alcoholic Beverages		110	\$617.30	\$63,795,793

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Anaheim City, CA
 Anaheim City, CA (0602000)
 Geography: Place

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	104	\$5,260.40	\$543,646,306
Value of Retirement Plans	96	\$22,248.34	\$2,299,299,031
Value of Other Financial Assets	88	\$1,248.17	\$128,994,883
Vehicle Loan Amount excluding Interest	91	\$2,550.55	\$263,591,661
Value of Credit Card Debt	109	\$643.92	\$66,546,958
Health			
Nonprescription Drugs	95	\$127.11	\$13,136,806
Prescription Drugs	89	\$321.95	\$33,272,073
Eyeglasses and Contact Lenses	100	\$93.12	\$9,623,713
Home			
Mortgage Payment and Basics (11)	101	\$8,702.96	\$899,425,033
Maintenance and Remodeling Services	97	\$1,974.00	\$204,006,773
Maintenance and Remodeling Materials (12)	89	\$434.84	\$44,939,289
Utilities, Fuel, and Public Services	100	\$4,967.21	\$513,346,578
Household Furnishings and Equipment			
Household Textiles (13)	110	\$108.90	\$11,254,959
Furniture	104	\$635.89	\$65,717,194
Rugs	108	\$26.51	\$2,739,385
Major Appliances (14)	94	\$326.23	\$33,714,381
Housewares (15)	106	\$109.65	\$11,331,812
Small Appliances	113	\$55.32	\$5,716,843
Luggage	119	\$16.29	\$1,683,733
Telephones and Accessories	121	\$84.80	\$8,763,513
Household Operations			
Child Care	111	\$573.04	\$59,221,822
Lawn and Garden (16)	89	\$383.65	\$39,649,283
Moving/Storage/Freight Express	124	\$80.22	\$8,290,743
Housekeeping Supplies (17)	101	\$725.32	\$74,959,725
Insurance			
Owners and Renters Insurance	86	\$487.97	\$50,430,300
Vehicle Insurance	104	\$1,310.18	\$135,403,189
Life/Other Insurance	97	\$405.44	\$41,900,986
Health Insurance	97	\$3,674.17	\$379,714,307
Personal Care Products (18)	109	\$530.82	\$54,858,158
School Books and Supplies (19)	112	\$167.18	\$17,277,509
Smoking Products	88	\$363.94	\$37,611,723
Transportation			
Payments on Vehicles excluding Leases	96	\$2,288.65	\$236,525,275
Gasoline and Motor Oil	103	\$2,471.40	\$255,411,769
Vehicle Maintenance and Repairs	105	\$1,128.50	\$116,627,451
Travel			
Airline Fares	117	\$616.87	\$63,751,797
Lodging on Trips	102	\$585.74	\$60,534,156
Auto/Truck Rental on Trips	115	\$31.93	\$3,299,629
Food and Drink on Trips	109	\$562.32	\$58,113,998

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Anaheim City, CA
Anaheim City, CA (0602000)
Geography: Place

Prepared by Esri

- (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 civic 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 and Supplies** 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 and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 04, 2019