



Retail Goods and Services Expenditures

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Urban Villages (7B)	22.0%	Population	359,171	372,301
International Marketplace (13A)	18.1%	Households	103,402	107,098
Las Casas (13B)	9.2%	Families	78,609	81,323
City Lights (8A)	8.0%	Median Age	33.9	35.2
NeWest Residents (13C)	6.6%	Median Household Income	\$71,065	\$82,864
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		111	\$2,374.97	\$245,576,237
Men's		110	\$456.29	\$47,181,712
Women's		112	\$803.40	\$83,073,429
Children's		107	\$346.67	\$35,846,650
Footwear		115	\$552.79	\$57,160,040
Watches & Jewelry		100	\$138.60	\$14,331,853
Apparel Products and Services (1)		116	\$77.20	\$7,982,553
Computer				
Computers and Hardware for Home Use		112	\$185.10	\$19,140,001
Portable Memory		121	\$5.41	\$558,910
Computer Software		118	\$11.92	\$1,232,645
Computer Accessories		103	\$19.47	\$2,013,147
Entertainment & Recreation		102	\$3,339.18	\$345,277,870
Fees and Admissions		113	\$803.61	\$83,094,749
Membership Fees for Clubs (2)		113	\$266.07	\$27,512,216
Fees for Participant Sports, excl. Trips		104	\$111.22	\$11,500,375
Tickets to Theatre/Operas/Concerts		118	\$88.42	\$9,142,962
Tickets to Movies		122	\$66.75	\$6,902,346
Tickets to Parks or Museums		120	\$38.94	\$4,026,607
Admission to Sporting Events, excl. Trips		102	\$64.19	\$6,637,822
Fees for Recreational Lessons		117	\$167.13	\$17,281,903
Dating Services		125	\$0.88	\$90,517
TV/Video/Audio		99	\$1,213.85	\$125,514,765
Cable and Satellite Television Services		97	\$852.25	\$88,123,964
Televisions		103	\$111.62	\$11,541,874
Satellite Dishes		108	\$1.70	\$175,529
VCRs, Video Cameras, and DVD Players		101	\$5.82	\$602,087
Miscellaneous Video Equipment		97	\$24.54	\$2,537,773
Video Cassettes and DVDs		97	\$11.11	\$1,149,050
Video Game Hardware/Accessories		106	\$29.61	\$3,062,203
Video Game Software		113	\$17.12	\$1,770,083
Rental/Streaming/Downloaded Video		110	\$51.64	\$5,339,290
Installation of Televisions		83	\$0.95	\$97,977
Audio (3)		107	\$104.68	\$10,823,692
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.82	\$291,242
Pets		94	\$625.03	\$64,629,380
Toys/Games/Crafts/Hobbies (4)		104	\$123.02	\$12,720,700
Recreational Vehicles and Fees (5)		103	\$164.08	\$16,966,165
Sports/Recreation/Exercise Equipment (6)		101	\$208.29	\$21,537,522
Photo Equipment and Supplies (7)		104	\$54.32	\$5,616,610
Reading (8)		105	\$112.14	\$11,595,899
Catered Affairs (9)		131	\$34.84	\$3,602,081
Food		108	\$9,559.85	\$988,508,054
Food at Home		107	\$5,541.80	\$573,033,387
Bakery and Cereal Products		106	\$717.30	\$74,170,253
Meats, Poultry, Fish, and Eggs		109	\$1,248.28	\$129,075,031
Dairy Products		106	\$569.28	\$58,864,955
Fruits and Vegetables		112	\$1,140.32	\$117,911,563
Snacks and Other Food at Home (10)		104	\$1,866.61	\$193,011,585
Food Away from Home		109	\$4,018.05	\$415,474,667
Alcoholic Beverages		117	\$674.36	\$69,730,259

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	101	\$21,565.38	\$2,229,903,502
Value of Retirement Plans	96	\$91,680.40	\$9,479,936,710
Value of Other Financial Assets	102	\$5,815.34	\$601,317,662
Vehicle Loan Amount excluding Interest	92	\$2,626.90	\$271,627,085
Value of Credit Card Debt	106	\$2,594.21	\$268,247,006
Health			
Nonprescription Drugs	92	\$132.38	\$13,687,840
Prescription Drugs	85	\$311.50	\$32,209,484
Eyeglasses and Contact Lenses	95	\$86.18	\$8,910,784
Home			
Mortgage Payment and Basics (11)	103	\$10,374.08	\$1,072,700,129
Maintenance and Remodeling Services	100	\$2,126.13	\$219,846,452
Maintenance and Remodeling Materials (12)	88	\$428.67	\$44,325,073
Utilities, Fuel, and Public Services	100	\$4,859.40	\$502,471,647
Household Furnishings and Equipment			
Household Textiles (13)	104	\$104.02	\$10,756,127
Furniture	103	\$632.66	\$65,417,959
Rugs	91	\$29.63	\$3,063,961
Major Appliances (14)	95	\$334.99	\$34,638,215
Housewares (15)	102	\$107.98	\$11,165,174
Small Appliances	113	\$55.02	\$5,689,346
Luggage	119	\$16.61	\$1,717,202
Telephones and Accessories	112	\$84.23	\$8,709,642
Household Operations			
Child Care	110	\$560.31	\$57,937,066
Lawn and Garden (16)	95	\$447.58	\$46,280,727
Moving/Storage/Freight Express	117	\$77.52	\$8,015,405
Housekeeping Supplies (17)	100	\$750.51	\$77,604,342
Insurance			
Owners and Renters Insurance	85	\$494.62	\$51,144,707
Vehicle Insurance	101	\$1,566.86	\$162,016,018
Life/Other Insurance	91	\$421.50	\$43,583,702
Health Insurance	96	\$3,759.09	\$388,697,210
Personal Care Products (18)	108	\$542.63	\$56,109,108
School Books and Supplies (19)	112	\$174.16	\$18,008,123
Smoking Products	89	\$361.27	\$37,356,073
Transportation			
Payments on Vehicles excluding Leases	93	\$2,350.25	\$243,020,111
Gasoline and Motor Oil	104	\$2,389.68	\$247,097,352
Vehicle Maintenance and Repairs	100	\$1,142.81	\$118,169,283
Travel			
Airline Fares	119	\$650.95	\$67,309,103
Lodging on Trips	104	\$643.36	\$66,524,783
Auto/Truck Rental on Trips	117	\$30.56	\$3,160,406
Food and Drink on Trips	109	\$587.21	\$60,718,705

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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 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.

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