

ALL BUSINESS

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MONEY

Region's households spend 9% of yearly income on fun

Perhaps the great weather allows Southern Californians to spend less money on fun.

New federal spending stats show the average Southern California household spent \$6,949 a year in 2015-16 on what I categorized as "fun" — spending on eating out, booze and entertainment. But that tab is a lowly 16th out of 22 major U.S. markets tracked by this Bureau of Labor Statistics report.

I filed my trusty spreadsheet with key American spending habits that are tracked to keep the Consumer Price Index in line with current household budgets. In this study, Southern California was defined as Los Angeles, Orange, Riverside, San Bernardino and Ventura counties, a region that's home



Jonathan Lanener
Columnist

to 6 million of what the study dubbed "consumer units."

The biggest spenders on my fun-dollars compilation among the 22 metros tracked were surprisingly just down the freeway in San Diego (average \$9,450 during the past two years), followed by Minneapolis-St. Paul (\$9,410) and Seattle (\$8,965).

The party poopers, by this measure, lived in Miami, at \$5,376. But let's define "party animal" by which town sees the largest amount of its consumer units' paychecks spent on my self-defined fun.

Southern California households in 2015-16 spent 9 percent of their average income of \$77,062 yearly on fun endeavors. By this proportional math, a slightly above-average No.

8 ranking out of 22. One reason Southern California isn't higher: This same report shows locals spend 30 percent of the paycheck on housing — highest share in the nation!

The big fun-loving spenders, defined as the share of income spent, were in Houston (11 percent of income), followed by St. Louis. The study's tightest fun wallets were in New York (6.8 percent of income), then Washington, D.C.

To me, this feels more like a comment on the relative cost of living than a quality of nightlife scorecard. Who has spare cash after paying for pricey housing in the northeastern U.S.?

These fun expenditures can vary greatly. Take a look at how Southern California ranks vs. the extremes. As for eating out, you can

look at dining dollars two ways.

First, where's the biggest share of pay going to dining out? Southern Californians (average \$3,770 spent) put 4.9 percent of income toward food outside the home. Tops was Houston (6.3 percent of income), followed by Honolulu. The smallest was in Atlanta (3.1 percent of income), then Boston.

Or where were food expenditures most likely spent dining out? San Francisco ranked No. 1, with 53 percent of its food outlays out of the house vs. Boston's 38 percent, the lowest. Southern California was fifth-highest at 47 percent.

So they can code, but not cook, in the Bay Area — the nation's highest-income metro area.

Next, let's ponder proportional entertainment spending. Southern Californians (aver-

age \$2,665 spent) used 3.5 percent of local pay on various leisure pursuits. That ranked 15th. Tops? Minneapolis-St. Paul (5 percent of income), then San Diego. Stingiest? San Francisco (2.7 percent of income), followed by Miami.

Apparently, they're so busy in the workaholic Bay Area, they don't have time for amusement. And finally, the trend line for alcoholic beverages. Southern Californians (average \$534 spent annually) had 0.7 percent of income go toward booze, ranking No. 14 out of 22.

Tops? Wine-loving San Francisco (1 percent of income), then beer-making St. Louis. Teetotalers? Atlanta (0.4 percent of income), followed by Dallas.

Cheers, Bay Area! Your \$1,138 average yearly booze tab was nearly double the typical spending in the other 21 metros!

STATUS UPDATE



Samantha Gowen has the latest on movers and shakers in Orange County. Send items about business expansion, milestones and promotions to sgowen@sncg.com

On the move

Andrew Briggs has been promoted to the newly created position of vice president of marketing and product management at Yokohama Tire Corp. in Santa Ana. Briggs, who will report to Chief Operating Officer

Jeff Barna, replaces Fred Koplin, senior director of marketing and motorsports, who has retired. Briggs has been with Yokohama for

14 years. He joined TTC in 2003 and has held several positions, including account manager, senior manager of motorsports, and senior director of marketing, product planning and motorsports.

New ventures

White Nelson Diehl Evans has merged with Zarinkheh, Kashedpour & Co., an accounting, tax, and business advisory firm in Irvine. The two firms will officially combine Nov. 1, with the ZKCO staff relocating to WNDE's headquarters, also in Irvine. WNDE, founded 90 years ago, represents over 3,000 business entities and 3,500 individual clients.

First Bank has opened a branch at The Village of Nellie Gail Ranch, 26562 Moulton Parkway, Ste 62B, Laguna Hills. First Bank is a privately owned bank with \$5.93 billion in assets and more than 100 locations in California, Missouri, and Illinois.

Grants

Santa Ana College's Veterans Resource Center has received a five-year U.S. Department of Education Veterans Upward Bound grant for \$263,938. The annual award will serve veterans in Orange County through SAC's SOCAL Veterans — College Bound! program. Veterans will receive assessments, individualized instructional and support services, career exploration, financial literacy and planning and more in the three- to six-month intensive and comprehensive college-readiness program.

For more information on SAC's SOCAL Veterans — College Bound! program, contact Brenda Estrada at

TECHNOLOGY



A high-end drone sits among shoppers at the new DJI drone experience store, operated by Aerial Media Pros, in Costa Mesa on Saturday.

DJI DRONE EXPERIENCE STORE OPENS TO CROWD IN COSTA MESA

By Samantha Gowen
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Hundreds of drone enthusiasts lined up to see a new DJI drone store that opened Saturday near The Lab anti-mall in Costa Mesa.

The experience store, much like an Apple store, gives customers a chance to check out dozens of drones made by Da-Jiang Innovations Science and Technology Co., a leading manufacturer in China.

Customers also can demo the drones using a flying cage.

It's the only store of its kind in Orange, Los Angeles, Riverside and San Bernardino counties and the largest of five such branded shops in San Diego, San Francisco, Denver, and New York City.

More than 800 people RSVP'd for opening day, a testament to the growing popularity of personal drones.



Hundreds of drone enthusiasts descended on the opening of the DJI drone experience store.

"I'm happy they opened the store here. It's nice to have people who understand drones," said Marco Mateo, 42, of Santa Ana. Mateo never made it inside the store, giving up on the long line that wrapped around the building on Bristol Street. He decided he couldn't wait on an empty stomach. "We'll just come back tomorrow."

The shop is operated by Patrick Smith, owner of the hobby shop Aerial Media Pros. Smith flew in his father, Patrick, and

brother, Byron, from Texas to help with the DJI store launch. They own a drone store in Baytown, Texas, just outside of Houston.

Smith's shop will stock DJI drones that range in price from \$500 up to \$15,000. Service and repairs of DJI units also will be available on-site.

Personal or civilian drones have grown in popularity across the U.S. The global market revenue for personal and commercial drones is expected to increase 34 percent to more than \$11.2 billion by 2020 from \$6 billion in 2017, according to a report by Gartner Inc., a research and advisory company in Stamford, Conn.

DJI is the dominant player in the drone industry, with 36 percent of the market share in North America in 2016, according to Skylogic Research.

Address: 2927 Bristol Street, Costa Mesa; hours: 10 a.m. to 4 p.m.; phone: 949-333-4226.



Gamboa

Milestones

Goodwill of Orange County is the recipient of the 2018 Guardian of Justice Award from the Hispanic Bar Association of Orange County. The award acknowledges Goodwill of Orange County's commitment to serving the Hispanic community through a variety of training and education classes, and community wellness and donation programs.

Anaheim-based Jack McGraw of The McGraw Group/Pacific Specialty Insurance Co. has been recognized in Insurance Business America magazine's Hall of Fame report.

Good works

Tustin-based The Maids of Orange County has joined forces with Cleaning for a Reason, to make the lives of female cancer patients a bit easier. Cleaning for a Reason gives free house cleaning services to women undergoing treatment for any type of cancer by partnering with local maid services. If you or someone you know is battling cancer and could use the help of Cleaning for a Reason, go to cleaningforareason.org to learn more and apply for service.

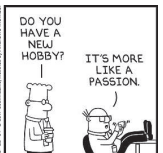
Coming up

The California Department of Tax and Fee Administration will host a free seminar for nonprofit and exempt organizations Wednesday in Mission Viejo, 8:30 a.m. to 1 p.m. (check-in begins at 8 a.m.). Norman P. Murray Community & Senior Center, 24832 Veterans Way. Registration: 1-888-847-9652

The Risk Management Association, Orange County Chapter, will present a panel discussion on bank lending credit standards and business development, 4:30-6:30 p.m. Wednesday at The Pacific Club, 410 MacArthur Blvd., Newport Beach. The cost to attend is \$60. Parking will be validated. Register by contacting Vicki Philliply at 714-267-5281 or vphilliply@rmaoac.org.

Status Update is compiled by contributing writer Karen Levin and edited by Business Editor Samantha Gowen. Submit items to sgowen@sncg.com. High-resolution images also can be submitted. Allow at least one week for publication. Items are edited for length and clarity.

DILBERT: By Scott Adams



Schrum

nia medical director for SCAN; Dr. Vincent Nguyen, program director of CARES, a palliative service at Hoag; attorney Marty Burbank; Sandy L. Thomas, vice president/relationship manager at Farmers & Merchants bank; Jeanette E. Hughes, vice president of Internal Skylogic Research; Patricia Gamboa, founder and principal of the Patriotic Co.; Karen L. Inman, president and chief operating officer of Antis Roof



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ing & Waterproofing; and Ed Schrum, founder, president, and CEO of CarChoice Home Health Services.