



Recreation Expenditures

Trade area
Area: 93.8 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		157,916	183,568
Households		52,747	61,005
Families		39,535	46,146
Median Age		33.2	32.9
Median Household Income		\$94,222	\$106,484
	Spending Potential Index	Average Amount Spent	Total
TV/Video/Audio	107	\$1,427.92	\$75,318,537
Cable & Satellite Television Services	100	\$921.03	\$48,581,375
Televisions & Video	122	\$357.88	\$18,877,342
Audio	120	\$146.28	\$7,715,992
Rental of TV/VCR/Radio/Sound Equipment	101	\$1.27	\$66,905
Repair of TV/Radio/Sound Equipment	70	\$1.46	\$76,923
Entertainment/Recreation Fees and Admissions	113	\$951.17	\$50,171,542
Tickets to Theatre/Operas/Concerts	101	\$92.91	\$4,900,854
Tickets to Movies	130	\$82.02	\$4,326,329
Tickets to Parks or Museums	124	\$47.82	\$2,522,183
Admission to Sporting Events, excl.Trips	109	\$79.75	\$4,206,810
Fees for Participant Sports, excl.Trips	121	\$158.00	\$8,334,289
Fees for Recreational Lessons	116	\$185.49	\$9,783,999
Membership Fees for Social/Recreation/Health Clubs	108	\$304.12	\$16,041,357
Dating Services	77	\$1.06	\$55,721
Toys/Games/Crafts/Hobbies	121	\$159.63	\$8,419,984
Toys/Games/Arts/Crafts/Tricycles	121	\$135.17	\$7,129,803
Playground Equipment	132	\$5.00	\$263,774
Play Arcade Pinball/Video Games	134	\$3.52	\$185,429
Online Gaming Services	119	\$8.26	\$435,727
Stamp & Coin Collecting	131	\$7.68	\$405,250
Recreational Vehicles and Fees	98	\$125.99	\$6,645,676
Docking and Landing Fees for Boats and Planes	92	\$9.74	\$513,861
Camp Fees	70	\$24.61	\$1,297,995
Payments on Boats/Trailers/Campers/RVs	109	\$63.07	\$3,326,930
Rental of Boats/Trailers/Campers/RVs	115	\$28.57	\$1,506,891
Sports, Recreation and Exercise Equipment	120	\$245.36	\$12,942,226
Exercise Equipment and Gear, Game Tables	126	\$78.69	\$4,150,669
Bicycles	132	\$44.62	\$2,353,464
Camping Equipment	162	\$38.34	\$2,022,234
Hunting and Fishing Equipment	90	\$49.75	\$2,624,247
Winter Sports Equipment	115	\$9.66	\$509,467
Water Sports Equipment	102	\$9.61	\$507,147
Other Sports Equipment	125	\$10.09	\$532,398
Rental/Repair of Sports/Recreation/Exercise Equipment	133	\$4.34	\$228,803
Photographic Equipment and Supplies	120	\$62.70	\$3,306,991
Film	124	\$0.78	\$41,380
Photo Processing	121	\$10.30	\$543,423
Photographic Equipment	109	\$19.76	\$1,042,305
Photographer Fees/Other Supplies & Equip Rental/Repair	128	\$31.85	\$1,679,883
Reading	100	\$117.22	\$6,182,984
Magazine/Newspaper Subscriptions	82	\$33.86	\$1,786,015
Magazine/Newspaper Single Copies	85	\$5.52	\$291,177
Books	115	\$43.89	\$2,315,145
Digital Book Readers	108	\$33.95	\$1,790,648

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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