



**Large Side Metro**

**Study Area: Custom Shapes**

**Demographic Summary**

	<b>2008</b>	<b>2013</b>
Population	124,113	133,344
Households	50,788	54,761
Families	34,775	36,799
Median Age	42.3	44.0
Median Household Income	\$38,973	\$45,780

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	60	\$372.45	\$18,916,212
Admission to Movies, Theater, Opera, Ballet	58	\$86.89	\$4,412,976
Admission to Sporting Events, excl. Trips	62	\$38.02	\$1,930,966
Fees for Participant Sports, excl. Trips	60	\$67.95	\$3,450,830
Fees for Recreational Lessons	57	\$72.39	\$3,676,386
Membership Fees for Social/Recreation/Civic Clubs	64	\$106.81	\$5,424,420
Dating Services	69	\$0.41	\$20,634
Rental of Video Cassettes and DVDs	68	\$34.45	\$1,749,397
<b>Toys &amp; Games</b>	70	\$104.74	\$5,319,580
Toys and Playground Equipment	70	\$101.58	\$5,159,241
Play Arcade Pinball/Video Games	68	\$1.85	\$94,006
Online Entertainment and Games	61	\$1.31	\$66,333
<b>Recreational Vehicles and Fees</b>	101	\$440.66	\$22,380,031
Docking and Landing Fees for Boats and Planes	65	\$5.53	\$280,805
Camp Fees	62	\$25.52	\$1,296,144
Purchase of RVs or Boats	107	\$405.18	\$20,578,211
Rental of RVs or Boats	58	\$4.43	\$224,871
<b>Sports, Recreation and Exercise Equipment</b>	68	\$147.08	\$7,470,078
Exercise Equipment and Gear, Game Tables	70	\$73.08	\$3,711,627
Bicycles	64	\$12.07	\$613,065
Camping Equipment	42	\$6.96	\$353,589
Hunting and Fishing Equipment	73	\$32.82	\$1,667,045
Winter Sports Equipment	62	\$3.41	\$173,414
Water Sports Equipment	74	\$5.37	\$272,930
Other Sports Equipment	72	\$10.86	\$551,616
Rental/Repair of Sports/Recreation/Exercise Equipment	71	\$2.50	\$126,792
<b>Photographic Equipment and Supplies</b>	71	\$90.14	\$4,577,951
Film	81	\$13.60	\$690,479
Film Processing	75	\$22.48	\$1,141,576
Photographic Equipment	69	\$32.81	\$1,666,120
Photographer Fees/Other Supplies & Equip Rental/Repair	65	\$21.26	\$1,079,776
<b>Reading</b>	72	\$205.78	\$10,450,919
Magazine/Newspaper Subscriptions	73	\$113.45	\$5,761,944
Magazine/Newspaper Single Copies	75	\$35.78	\$1,817,260
Books	67	\$56.54	\$2,871,715

**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:** Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.