



# Recreation Expenditures

Prepared by STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 1 miles

## Demographic Summary

	2009	2014
Population	11,611	11,697
Households	5,121	5,121
Families	2,817	2,772
Median Age	42.7	45.0
Median Household Income	\$96,638	\$96,522

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	255	\$1,591.58	\$8,150,480
Admission to Movies, Theater, Opera, Ballet	238	\$361.44	\$1,850,920
Admission to Sporting Events, excl. Trips	263	\$153.58	\$786,497
Fees for Participant Sports, excl. Trips	244	\$269.87	\$1,382,025
Fees for Recreational Lessons	273	\$356.10	\$1,823,609
Membership Fees for Social/Recreation/Civic Clubs	263	\$448.69	\$2,297,756
Dating Services	239	\$1.89	\$9,673
Rental of Video Cassettes and DVDs	206	\$90.84	\$465,203
<b>Toys &amp; Games</b>	207	\$269.79	\$1,381,594
Toys and Playground Equipment	207	\$259.34	\$1,328,085
Play Arcade Pinball/Video Games	199	\$5.39	\$27,582
Online Entertainment and Games	221	\$5.06	\$25,927
<b>Recreational Vehicles and Fees</b>	225	\$796.41	\$4,078,435
Docking and Landing Fees for Boats and Planes	295	\$24.47	\$125,300
Camp Fees	289	\$120.75	\$618,352
Purchase of RVs or Boats	213	\$632.17	\$3,237,348
Rental of RVs or Boats	275	\$19.03	\$97,435
<b>Sports, Recreation and Exercise Equipment</b>	170	\$337.58	\$1,728,743
Exercise Equipment and Gear, Game Tables	165	\$164.44	\$842,119
Bicycles	232	\$43.35	\$221,975
Camping Equipment	112	\$14.76	\$75,562
Hunting and Fishing Equipment	129	\$50.16	\$256,846
Winter Sports Equipment	250	\$15.16	\$77,612
Water Sports Equipment	224	\$16.30	\$83,468
Other Sports Equipment	220	\$24.00	\$122,900
Rental/Repair of Sports/Recreation/Exercise Equipment	236	\$9.42	\$48,261
<b>Photographic Equipment and Supplies</b>	224	\$261.82	\$1,340,776
Film	197	\$22.69	\$116,177
Film Processing	211	\$55.24	\$282,892
Photographic Equipment	227	\$105.65	\$541,055
Photographer Fees/Other Supplies & Equip Rental/Repair	240	\$78.24	\$400,652
<b>Reading</b>	235	\$381.68	\$1,954,566
Magazine/Newspaper Subscriptions	235	\$154.94	\$793,426
Magazine/Newspaper Single Copies	216	\$42.65	\$218,407
Books	240	\$184.09	\$942,732

**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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



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5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 3 miles

## Demographic Summary

	2009	2014
Population	122,674	123,783
Households	53,325	53,376
Families	25,603	25,165
Median Age	35.6	35.9
Median Household Income	\$70,124	\$71,929

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	174	\$1,081.48	\$57,670,180
Admission to Movies, Theater, Opera, Ballet	179	\$271.96	\$14,502,057
Admission to Sporting Events, excl. Trips	178	\$103.76	\$5,533,023
Fees for Participant Sports, excl. Trips	166	\$183.65	\$9,792,944
Fees for Recreational Lessons	172	\$224.12	\$11,951,325
Membership Fees for Social/Recreation/Civic Clubs	174	\$296.50	\$15,810,607
Dating Services	190	\$1.50	\$80,224
Rental of Video Cassettes and DVDs	176	\$77.35	\$4,124,537
<b>Toys &amp; Games</b>	164	\$213.80	\$11,401,113
Toys and Playground Equipment	164	\$205.21	\$10,942,988
Play Arcade Pinball/Video Games	160	\$4.34	\$231,307
Online Entertainment and Games	186	\$4.25	\$226,818
<b>Recreational Vehicles and Fees</b>	143	\$506.86	\$27,028,293
Docking and Landing Fees for Boats and Planes	174	\$14.42	\$768,951
Camp Fees	173	\$72.24	\$3,852,027
Purchase of RVs or Boats	137	\$407.25	\$21,716,645
Rental of RVs or Boats	187	\$12.95	\$690,670
<b>Sports, Recreation and Exercise Equipment</b>	124	\$247.31	\$13,188,060
Exercise Equipment and Gear, Game Tables	119	\$118.28	\$6,307,195
Bicycles	184	\$34.28	\$1,827,719
Camping Equipment	90	\$11.96	\$637,729
Hunting and Fishing Equipment	96	\$37.19	\$1,983,307
Winter Sports Equipment	166	\$10.08	\$537,645
Water Sports Equipment	154	\$11.24	\$599,109
Other Sports Equipment	163	\$17.79	\$948,715
Rental/Repair of Sports/Recreation/Exercise Equipment	163	\$6.50	\$346,641
<b>Photographic Equipment and Supplies</b>	164	\$191.52	\$10,212,964
Film	149	\$17.12	\$912,864
Film Processing	156	\$40.72	\$2,171,506
Photographic Equipment	169	\$78.76	\$4,200,136
Photographer Fees/Other Supplies & Equip Rental/Repair	168	\$54.92	\$2,928,458
<b>Reading</b>	163	\$265.03	\$14,132,759
Magazine/Newspaper Subscriptions	152	\$100.11	\$5,338,436
Magazine/Newspaper Single Copies	163	\$32.18	\$1,715,761
Books	173	\$132.74	\$7,078,562

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5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 5 miles

## Demographic Summary

	2009	2014
Population	395,810	403,572
Households	159,887	162,391
Families	79,505	78,865
Median Age	32.9	32.9
Median Household Income	\$59,599	\$62,342

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	131	\$813.05	\$129,996,269
Admission to Movies, Theater, Opera, Ballet	142	\$215.56	\$34,464,529
Admission to Sporting Events, excl. Trips	131	\$76.62	\$12,251,308
Fees for Participant Sports, excl. Trips	125	\$138.40	\$22,128,291
Fees for Recreational Lessons	126	\$164.07	\$26,232,951
Membership Fees for Social/Recreation/Civic Clubs	127	\$217.17	\$34,723,116
Dating Services	156	\$1.23	\$196,074
Rental of Video Cassettes and DVDs	145	\$63.96	\$10,225,972
<b>Toys &amp; Games</b>	132	\$171.75	\$27,460,487
Toys and Playground Equipment	131	\$164.72	\$26,336,915
Play Arcade Pinball/Video Games	132	\$3.57	\$570,355
Online Entertainment and Games	151	\$3.46	\$553,217
<b>Recreational Vehicles and Fees</b>	102	\$362.45	\$57,951,095
Docking and Landing Fees for Boats and Planes	119	\$9.83	\$1,571,973
Camp Fees	122	\$50.82	\$8,125,983
Purchase of RVs or Boats	98	\$292.07	\$46,697,878
Rental of RVs or Boats	140	\$9.73	\$1,555,261
<b>Sports, Recreation and Exercise Equipment</b>	97	\$192.21	\$30,732,049
Exercise Equipment and Gear, Game Tables	91	\$90.69	\$14,500,839
Bicycles	149	\$27.74	\$4,435,111
Camping Equipment	74	\$9.82	\$1,570,107
Hunting and Fishing Equipment	74	\$28.86	\$4,614,402
Winter Sports Equipment	127	\$7.69	\$1,229,267
Water Sports Equipment	116	\$8.46	\$1,351,989
Other Sports Equipment	128	\$14.00	\$2,238,287
Rental/Repair of Sports/Recreation/Exercise Equipment	124	\$4.95	\$792,047
<b>Photographic Equipment and Supplies</b>	128	\$149.31	\$23,873,056
Film	118	\$13.60	\$2,174,758
Film Processing	122	\$31.88	\$5,096,578
Photographic Equipment	134	\$62.36	\$9,969,891
Photographer Fees/Other Supplies & Equip Rental/Repair	127	\$41.48	\$6,631,829
<b>Reading</b>	125	\$203.67	\$32,563,905
Magazine/Newspaper Subscriptions	114	\$75.09	\$12,006,047
Magazine/Newspaper Single Copies	128	\$25.40	\$4,061,364
Books	134	\$103.18	\$16,496,494

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