

Tracts: 48031950100, 48031950200, et. al.

Demographic Summary	2003	2008
Population	53,088	67,062
Households	19,345	24,567
Families	15,160	19,239
Median Age	40.8	42.6
Median Household Income	\$72,050	\$83,205

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	130	\$735.26	\$14,223,701
Admission to Movies, Theater, Opera, Ballet	121	\$165.57	\$3,202,891
Admission to Sporting Events, excl. Trips	131	\$69.82	\$1,350,747
Fees for Participant Sports, excl. Trips	133	\$144.94	\$2,803,788
Fees for Recreational Lessons	131	\$154.18	\$2,982,690
Social, Recreation, Civic Club Membership	133	\$200.75	\$3,883,585
Rental of Video Cassettes and DVDs	122	\$74.75	\$1,445,967
Toys & Games	155	\$322.78	\$6,244,242
Toys and Playground Equipment	154	\$298.04	\$5,765,661
Play Arcade Pinball/Video Games	160	\$24.74	\$478,581
Recreational Vehicles and Fees	150	\$488.09	\$9,442,058
Purchase or Rental of RVs or Boats	149	\$410.91	\$7,948,964
Docking and Landing Fees for Boats and Planes	128	\$14.77	\$285,707
Camp Fees	164	\$62.41	\$1,207,387
Sports, Recreation and Exercise Equipment	154	\$322.77	\$6,243,992
Exercise Equipment and Gear, Game Tables	164	\$138.41	\$2,677,574
Bicycles	127	\$23.33	\$451,302
Camping Equipment	149	\$32.63	\$631,224
Hunting and Fishing Equipment	168	\$65.83	\$1,273,469
Winter Sports Equipment	132	\$14.04	\$271,628
Water Sports Equipment	144	\$15.67	\$303,151
Other Sports Equipment	133	\$27.62	\$534,294
Rental/Repair of Equipment	137	\$5.24	\$101,350
Photographic Equipment and Supplies	137	\$184.31	\$3,565,427
Film	128	\$40.39	\$781,299
Film Processing	129	\$59.53	\$1,151,648
Photographic Equipment	130	\$39.84	\$770,688
Rental/Repair of Photo Equipment, Photographer Fees	171	\$44.55	\$861,792
Reading	125	\$282.28	\$5,460,725
Newspapers	123	\$112.90	\$2,184,062
Magazines	125	\$55.71	\$1,077,647
Books	127	\$113.67	\$2,199,016

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: Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001. ESRI BIS forecasts for 2003 and 2008.