



Recreation Expenditures

Site 1
12900 Preston Rd, Dallas, Texas, 75230
Ring: 3 mile radius

Latitude: 32.9242
Longitude: -96.80344

Demographic Summary		2014	2019
Population		127,603	136,047
Households		55,487	59,105
Families		29,883	31,697
Median Age		35.0	35.4
Median Household Income		\$54,539	\$67,923
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	131	\$827.42	\$45,910,932
Admission to Movies, Theater, Opera, Ballet	139	\$223.23	\$12,386,162
Admission to Sporting Events, excl.Trips	123	\$79.51	\$4,411,853
Fees for Participant Sports, excl.Trips	128	\$150.82	\$8,368,547
Fees for Recreational Lessons	128	\$153.38	\$8,510,548
Membership Fees for Social/Recreation/Civic Clubs	131	\$219.49	\$12,178,813
Dating Services	171	\$0.99	\$55,010
Rental of Video Cassettes and DVDs	141	\$32.29	\$1,791,688
Toys & Games	130	\$155.11	\$8,606,794
Toys and Playground Equipment	128	\$144.54	\$8,020,107
Play Arcade Pinball/Video Games	167	\$4.98	\$276,301
Online Entertainment and Games	142	\$5.59	\$310,386
Recreational Vehicles and Fees	104	\$220.42	\$12,230,335
Docking and Landing Fees for Boats and Planes	107	\$10.20	\$566,006
Camp Fees	134	\$43.56	\$2,416,795
Purchase of RVs or Boats	96	\$157.24	\$8,725,042
Rental of RVs or Boats	128	\$9.42	\$522,492
Sports, Recreation and Exercise Equipment	113	\$208.12	\$11,547,697
Exercise Equipment and Gear, Game Tables	108	\$80.86	\$4,486,612
Bicycles	141	\$41.24	\$2,288,416
Camping Equipment	72	\$11.97	\$663,910
Hunting and Fishing Equipment	115	\$47.04	\$2,610,300
Winter Sports Equipment	121	\$7.07	\$392,477
Water Sports Equipment	122	\$7.73	\$428,652
Other Sports Equipment	114	\$8.89	\$493,414
Rental/Repair of Sports/Recreation/Exercise Equipment	111	\$3.31	\$183,916
Photographic Equipment and Supplies	136	\$107.62	\$5,971,702
Film	128	\$1.49	\$82,733
Film Processing	117	\$14.01	\$777,600
Photographic Equipment	138	\$53.08	\$2,945,240
Photographer Fees/Other Supplies & Equip Rental/Repair	142	\$39.04	\$2,166,129
Reading	122	\$181.59	\$10,075,655
Magazine/Newspaper Subscriptions	110	\$58.61	\$3,252,038
Magazine/Newspaper Single Copies	125	\$19.05	\$1,057,289
Books	130	\$81.51	\$4,522,778
Digital Book Readers	128	\$22.41	\$1,243,550

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 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 06, 2014