

Shelby Inn

Site Type: Geography

Demographic Summary	2009	2014	
Population	6,223,472	6,903,203	
Households	2,148,290	2,373,417	
Families	1,516,319	1,663,328	
Median Age	33.4	33.6	
Median Household Income	\$57,446	\$60,232	

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	106	\$658.16	\$1,413,927,680
Admission to Movies, Theater, Opera, Ballet	109	\$165.46	\$355,453,106
Admission to Sporting Events, excl. Trips	106	\$61.83	\$132,831,193
Fees for Participant Sports, excl. Trips	106	\$117.31	\$252,009,067
Fees for Recreational Lessons	103	\$134.97	\$289,957,105
Membership Fees for Social/Recreation/Civic Clubs	104	\$177.84	\$382,057,763
Dating Services	95	\$0.75	\$1,619,446
Rental of Video Cassettes and DVDs	114	\$50.08	\$107,583,820
Toys & Games	110	\$143.73	\$308,779,361
Toys and Playground Equipment	110	\$138.28	\$297,075,579
Play Arcade Pinball/Video Games	105	\$2.84	\$6,095,567
Online Entertainment and Games	114	\$2.61	\$5,608,215
Recreational Vehicles and Fees	97	\$343.15	\$737,189,848
Docking and Landing Fees for Boats and Planes	99	\$8.21	\$17,641,681
Camp Fees	101	\$42.33	\$90,942,572
Purchase of RVs or Boats	96	\$285.22	\$612,735,736
Rental of RVs or Boats	107	\$7.39	\$15,869,859
Sports, Recreation and Exercise Equipment	82	\$162.55	\$349,198,173
Exercise Equipment and Gear, Game Tables	78	\$77.97	\$167,491,653
Bicycles	113	\$21.07	\$45,265,748
Camping Equipment	59	\$7.77	\$16,690,426
Hunting and Fishing Equipment	68	\$26.64	\$57,230,071
Winter Sports Equipment	102	\$6.22	\$13,371,886
Water Sports Equipment	99	\$7.25	\$15,574,940
Other Sports Equipment	105	\$11.52	\$24,756,359
Rental/Repair of Sports/Recreation/Exercise Equipment	102	\$4.10	\$8,817,090
Photographic Equipment and Supplies	106	\$123.99	\$266,359,028
Film	103	\$11.84	\$25,425,517
Film Processing	103	\$26.95	\$57,889,565
Photographic Equipment	109	\$50.84	\$109,220,138
Photographer Fees/Other Supplies & Equip Rental/Repair	105	\$34.36	\$73,823,808
Reading	101	\$164.18	\$352,700,596
Magazine/Newspaper Subscriptions	97	\$64.11	\$137,723,289
Magazine/Newspaper Single Copies	100	\$19.84	\$42,620,518
Books	104	\$80.23	\$172,356,788

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.