

Shelby Inn
5072 Voelkel Ln,
Fayetteville, TX, 78940

Site Type: Ring

Latitude: 30.020652
Longitude: -96.59766
Radius: 1 Miles

Demographic Summary	2009	2014	
Population	87	96	
Households	33	36	
Families	24	26	
Median Age	40.5	42.8	
Median Household Income	\$52,222	\$52,129	
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	56	\$349.39	\$11,530
Admission to Movies, Theater, Opera, Ballet	59	\$89.42	\$2,951
Admission to Sporting Events, excl. Trips	67	\$39.30	\$1,297
Fees for Participant Sports, excl. Trips	61	\$67.91	\$2,241
Fees for Recreational Lessons	47	\$60.79	\$2,006
Membership Fees for Social/Recreation/Civic Clubs	54	\$91.39	\$3,016
Dating Services	73	\$0.58	\$19
Rental of Video Cassettes and DVDs	77	\$33.91	\$1,119
Toys & Games	78	\$101.82	\$3,360
Toys and Playground Equipment	79	\$98.79	\$3,260
Play Arcade Pinball/Video Games	64	\$1.73	\$57
Online Entertainment and Games	57	\$1.30	\$43
Recreational Vehicles and Fees	185	\$654.76	\$21,607
Docking and Landing Fees for Boats and Planes	25	\$2.06	\$68
Camp Fees	41	\$17.00	\$561
Purchase of RVs or Boats	212	\$631.82	\$20,850
Rental of RVs or Boats	56	\$3.88	\$128
Sports, Recreation and Exercise Equipment	79	\$156.52	\$5,165
Exercise Equipment and Gear, Game Tables	64	\$63.52	\$2,096
Bicycles	71	\$13.18	\$435
Camping Equipment	68	\$9.03	\$298
Hunting and Fishing Equipment	92	\$35.94	\$1,186
Winter Sports Equipment	145	\$8.82	\$291
Water Sports Equipment	131	\$9.55	\$315
Other Sports Equipment	108	\$11.82	\$390
Rental/Repair of Sports/Recreation/Exercise Equipment	117	\$4.67	\$154
Photographic Equipment and Supplies	94	\$109.79	\$3,623
Film	130	\$14.91	\$492
Film Processing	117	\$30.67	\$1,012
Photographic Equipment	83	\$38.70	\$1,277
Photographer Fees/Other Supplies & Equip Rental/Repair	78	\$25.52	\$842
Reading	83	\$135.09	\$4,458
Magazine/Newspaper Subscriptions	89	\$58.82	\$1,941
Magazine/Newspaper Single Copies	93	\$18.45	\$609
Books	75	\$57.82	\$1,908

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.

Shelby Inn
5072 Voelkel Ln,
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Site Type: Ring

Latitude: 30.020652
Longitude: -96.59766
Radius: 3 Miles

Demographic Summary	2009	2014	
Population	400	432	
Households	168	182	
Families	120	128	
Median Age	43.3	44.5	
Median Household Income	\$42,057	\$45,690	
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	52	\$322.98	\$54,261
Admission to Movies, Theater, Opera, Ballet	54	\$81.55	\$13,701
Admission to Sporting Events, excl. Trips	60	\$35.11	\$5,898
Fees for Participant Sports, excl. Trips	56	\$61.80	\$10,383
Fees for Recreational Lessons	43	\$56.77	\$9,537
Membership Fees for Social/Recreation/Civic Clubs	51	\$87.26	\$14,660
Dating Services	62	\$0.49	\$82
Rental of Video Cassettes and DVDs	69	\$30.18	\$5,071
Toys & Games	72	\$93.76	\$15,751
Toys and Playground Equipment	72	\$90.88	\$15,267
Play Arcade Pinball/Video Games	62	\$1.69	\$284
Online Entertainment and Games	52	\$1.19	\$200
Recreational Vehicles and Fees	155	\$548.05	\$92,073
Docking and Landing Fees for Boats and Planes	31	\$2.60	\$436
Camp Fees	42	\$17.60	\$2,956
Purchase of RVs or Boats	176	\$524.43	\$88,104
Rental of RVs or Boats	49	\$3.43	\$577
Sports, Recreation and Exercise Equipment	69	\$136.25	\$22,890
Exercise Equipment and Gear, Game Tables	57	\$57.05	\$9,584
Bicycles	63	\$11.74	\$1,973
Camping Equipment	57	\$7.55	\$1,269
Hunting and Fishing Equipment	78	\$30.38	\$5,103
Winter Sports Equipment	118	\$7.16	\$1,203
Water Sports Equipment	115	\$8.36	\$1,404
Other Sports Equipment	92	\$10.04	\$1,687
Rental/Repair of Sports/Recreation/Exercise Equipment	99	\$3.97	\$667
Photographic Equipment and Supplies	82	\$95.40	\$16,027
Film	113	\$12.98	\$2,180
Film Processing	101	\$26.31	\$4,420
Photographic Equipment	73	\$33.85	\$5,687
Photographer Fees/Other Supplies & Equip Rental/Repair	68	\$22.26	\$3,740
Reading	74	\$119.88	\$20,140
Magazine/Newspaper Subscriptions	79	\$52.21	\$8,772
Magazine/Newspaper Single Copies	83	\$16.51	\$2,773
Books	67	\$51.16	\$8,595

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Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.

Shelby Inn
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Site Type: Ring

Latitude: 30.020652
Longitude: -96.59766
Radius: 5 Miles

Demographic Summary	2009	2014	
Population	1,072	1,145	
Households	449	478	
Families	316	334	
Median Age	45.1	45.8	
Median Household Income	\$42,607	\$45,178	
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	54	\$336.27	\$150,983
Admission to Movies, Theater, Opera, Ballet	56	\$84.27	\$37,838
Admission to Sporting Events, excl. Trips	62	\$36.13	\$16,221
Fees for Participant Sports, excl. Trips	58	\$64.06	\$28,761
Fees for Recreational Lessons	46	\$60.23	\$27,043
Membership Fees for Social/Recreation/Civic Clubs	53	\$91.08	\$40,896
Dating Services	63	\$0.50	\$224
Rental of Video Cassettes and DVDs	69	\$30.36	\$13,632
Toys & Games	72	\$93.97	\$42,192
Toys and Playground Equipment	73	\$91.07	\$40,890
Play Arcade Pinball/Video Games	62	\$1.68	\$753
Online Entertainment and Games	53	\$1.22	\$549
Recreational Vehicles and Fees	154	\$544.47	\$244,469
Docking and Landing Fees for Boats and Planes	35	\$2.88	\$1,293
Camp Fees	45	\$18.96	\$8,511
Purchase of RVs or Boats	174	\$519.02	\$233,042
Rental of RVs or Boats	52	\$3.61	\$1,623
Sports, Recreation and Exercise Equipment	68	\$135.86	\$61,002
Exercise Equipment and Gear, Game Tables	57	\$56.97	\$25,581
Bicycles	65	\$12.04	\$5,407
Camping Equipment	56	\$7.46	\$3,349
Hunting and Fishing Equipment	77	\$29.96	\$13,451
Winter Sports Equipment	117	\$7.09	\$3,183
Water Sports Equipment	114	\$8.31	\$3,733
Other Sports Equipment	92	\$10.04	\$4,507
Rental/Repair of Sports/Recreation/Exercise Equipment	100	\$3.99	\$1,791
Photographic Equipment and Supplies	82	\$95.47	\$42,864
Film	112	\$12.84	\$5,765
Film Processing	100	\$26.12	\$11,728
Photographic Equipment	73	\$34.05	\$15,290
Photographer Fees/Other Supplies & Equip Rental/Repair	69	\$22.45	\$10,081
Reading	75	\$122.00	\$54,776
Magazine/Newspaper Subscriptions	80	\$53.05	\$23,820
Magazine/Newspaper Single Copies	84	\$16.58	\$7,446
Books	68	\$52.36	\$23,510

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