



Recreation Expenditures

Palm Bay City Limits

City of Palm Bay (01/30/2014)

Demographic Summary		2013	2018
Population		105,475	107,953
Households		40,418	41,491
Families		28,248	28,814
Median Age		40.3	40.3
Median Household Income		\$42,566	\$50,098
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	74	\$464.12	\$18,758,971
Admission to Movies, Theater, Opera, Ballet	73	\$114.39	\$4,623,429
Admission to Sporting Events, excl.Trips	79	\$49.61	\$2,005,164
Fees for Participant Sports, excl.Trips	75	\$88.76	\$3,587,426
Fees for Recreational Lessons	69	\$85.08	\$3,438,949
Membership Fees for Social/Recreation/Civic Clubs	75	\$125.92	\$5,089,502
Dating Services	83	\$0.36	\$14,502
Rental of Video Cassettes and DVDs	76	\$20.70	\$836,483
Toys & Games	74	\$102.98	\$4,162,082
Toys and Playground Equipment	74	\$98.32	\$3,973,752
Play Arcade Pinball/Video Games	64	\$1.97	\$79,609
Online Entertainment and Games	75	\$2.69	\$108,721
Recreational Vehicles and Fees	72	\$161.58	\$6,530,605
Docking and Landing Fees for Boats and Planes	77	\$9.35	\$378,073
Camp Fees	70	\$25.73	\$1,039,818
Purchase of RVs or Boats	71	\$120.25	\$4,860,225
Rental of RVs or Boats	75	\$6.25	\$252,490
Sports, Recreation and Exercise Equipment	65	\$116.57	\$4,711,371
Exercise Equipment and Gear, Game Tables	73	\$49.25	\$1,990,660
Bicycles	73	\$18.72	\$756,825
Camping Equipment	39	\$7.18	\$290,029
Hunting and Fishing Equipment	57	\$23.22	\$938,411
Winter Sports Equipment	60	\$4.25	\$171,868
Water Sports Equipment	69	\$4.64	\$187,348
Other Sports Equipment	76	\$6.50	\$262,689
Rental/Repair of Sports/Recreation/Exercise Equipment	74	\$2.81	\$113,541
Photographic Equipment and Supplies	74	\$57.75	\$2,334,142
Film	73	\$1.06	\$42,681
Film Processing	78	\$10.84	\$438,283
Photographic Equipment	72	\$25.43	\$1,027,924
Photographer Fees/Other Supplies & Equip Rental/Repair	75	\$20.42	\$825,253
Reading	75	\$115.24	\$4,657,726
Magazine/Newspaper Subscriptions	77	\$41.96	\$1,695,948
Magazine/Newspaper Single Copies	72	\$12.06	\$487,481
Books	74	\$48.14	\$1,945,526
Digital Book Readers	74	\$13.08	\$528,770

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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 30, 2014

Made with Esri Community Analyst