



# Recreation Expenditures

Prepared by George Alexander

**Brenham2302SDay102030**  
**2302 S Day St, Brenham, TX 77833-5517**  
**Drive Time: 10 minutes**

**Latitude: 30.147184**  
**Longitude: -96.396612**

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	17,099	17,444	
Households	6,225	6,364	
Families	4,020	4,063	
Median Age	35.6	36.3	
Median Household Income	\$43,469	\$48,829	

  

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	67	\$417.24	\$2,597,327
Admission to Movies, Theater, Opera, Ballet	69	\$105.29	\$655,424
Admission to Sporting Events, excl. Trips	71	\$42.36	\$263,699
Fees for Participant Sports, excl. Trips	70	\$74.76	\$465,383
Fees for Recreational Lessons	62	\$84.24	\$524,385
Membership Fees for Social/Recreation/Civic Clubs	67	\$110.10	\$685,351
Dating Services	65	\$0.50	\$3,085
Rental of Video Cassettes and DVDs	78	\$31.93	\$198,782
<b>Toys &amp; Games</b>	78	\$113.03	\$703,593
Toys and Playground Equipment	78	\$109.90	\$684,151
Play Arcade Pinball/Video Games	75	\$1.42	\$8,825
Online Entertainment and Games	74	\$1.71	\$10,617
<b>Recreational Vehicles and Fees</b>	74	\$239.37	\$1,490,079
Docking and Landing Fees for Boats and Planes	66	\$4.67	\$29,041
Camp Fees	64	\$18.47	\$114,952
Purchase of RVs or Boats	76	\$210.67	\$1,311,415
Rental of RVs or Boats	65	\$5.57	\$34,671
<b>Sports, Recreation and Exercise Equipment</b>	60	\$109.02	\$678,673
Exercise Equipment and Gear, Game Tables	63	\$51.43	\$320,166
Bicycles	69	\$13.63	\$84,855
Camping Equipment	31	\$4.50	\$27,982
Hunting and Fishing Equipment	51	\$19.73	\$122,849
Winter Sports Equipment	67	\$4.34	\$27,026
Water Sports Equipment	80	\$5.36	\$33,392
Other Sports Equipment	79	\$7.44	\$46,314
Rental/Repair of Sports/Recreation/Exercise Equipment	65	\$2.58	\$16,089
<b>Photographic Equipment and Supplies</b>	74	\$76.36	\$475,356
Film	81	\$5.98	\$37,252
Film Processing	78	\$17.54	\$109,188
Photographic Equipment	72	\$30.76	\$191,456
Photographer Fees/Other Supplies & Equip Rental/Repair	72	\$22.08	\$137,460
<b>Reading</b>	75	\$116.70	\$726,434
Magazine/Newspaper Subscriptions	78	\$49.31	\$306,982
Magazine/Newspaper Single Copies	80	\$15.40	\$95,871
Books	72	\$51.98	\$323,581

**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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Recreation Expenditures

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Demographic Summary	2010	2015	
Population	24,654	25,316	
Households	9,041	9,305	
Families	6,198	6,321	
Median Age	37.5	38.0	
Median Household Income	\$44,785	\$49,641	

  

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	69	\$425.87	\$3,850,325
Admission to Movies, Theater, Opera, Ballet	70	\$106.13	\$959,559
Admission to Sporting Events, excl. Trips	73	\$43.71	\$395,185
Fees for Participant Sports, excl. Trips	72	\$76.37	\$690,470
Fees for Recreational Lessons	64	\$87.02	\$786,732
Membership Fees for Social/Recreation/Civic Clubs	68	\$112.16	\$1,014,077
Dating Services	62	\$0.48	\$4,302
Rental of Video Cassettes and DVDs	79	\$32.48	\$293,690
<b>Toys &amp; Games</b>	81	\$117.29	\$1,060,377
Toys and Playground Equipment	81	\$114.18	\$1,032,297
Play Arcade Pinball/Video Games	76	\$1.43	\$12,885
Online Entertainment and Games	72	\$1.68	\$15,195
<b>Recreational Vehicles and Fees</b>	82	\$263.73	\$2,384,386
Docking and Landing Fees for Boats and Planes	69	\$4.88	\$44,112
Camp Fees	70	\$20.26	\$183,146
Purchase of RVs or Boats	84	\$232.93	\$2,105,907
Rental of RVs or Boats	66	\$5.67	\$51,221
<b>Sports, Recreation and Exercise Equipment</b>	63	\$115.01	\$1,039,767
Exercise Equipment and Gear, Game Tables	66	\$53.79	\$486,325
Bicycles	69	\$13.61	\$123,084
Camping Equipment	33	\$4.80	\$43,424
Hunting and Fishing Equipment	56	\$21.59	\$195,165
Winter Sports Equipment	72	\$4.63	\$41,830
Water Sports Equipment	90	\$6.02	\$54,425
Other Sports Equipment	83	\$7.90	\$71,467
Rental/Repair of Sports/Recreation/Exercise Equipment	67	\$2.66	\$24,047
<b>Photographic Equipment and Supplies</b>	77	\$79.19	\$715,951
Film	86	\$6.32	\$57,170
Film Processing	83	\$18.66	\$168,725
Photographic Equipment	73	\$31.43	\$284,186
Photographer Fees/Other Supplies & Equip Rental/Repair	74	\$22.77	\$205,870
<b>Reading</b>	78	\$120.77	\$1,091,918
Magazine/Newspaper Subscriptions	81	\$51.52	\$465,766
Magazine/Newspaper Single Copies	84	\$16.08	\$145,414
Books	73	\$53.17	\$480,738

**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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	44,077	45,121	
Households	16,369	16,772	
Families	11,207	11,378	
Median Age	38.0	38.5	
Median Household Income	\$42,849	\$48,739	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	64	\$397.02	\$6,498,763
Admission to Movies, Theater, Opera, Ballet	66	\$99.47	\$1,628,183
Admission to Sporting Events, excl. Trips	68	\$40.66	\$665,601
Fees for Participant Sports, excl. Trips	68	\$72.48	\$1,186,409
Fees for Recreational Lessons	58	\$79.69	\$1,304,417
Membership Fees for Social/Recreation/Civic Clubs	64	\$104.30	\$1,707,218
Dating Services	55	\$0.42	\$6,935
Rental of Video Cassettes and DVDs	75	\$30.83	\$504,627
<b>Toys &amp; Games</b>	78	\$113.24	\$1,853,671
Toys and Playground Equipment	78	\$110.43	\$1,807,655
Play Arcade Pinball/Video Games	68	\$1.28	\$21,029
Online Entertainment and Games	66	\$1.53	\$24,987
<b>Recreational Vehicles and Fees</b>	89	\$286.04	\$4,682,136
Docking and Landing Fees for Boats and Planes	62	\$4.42	\$72,396
Camp Fees	66	\$18.99	\$310,830
Purchase of RVs or Boats	92	\$256.98	\$4,206,495
Rental of RVs or Boats	66	\$5.65	\$92,415
<b>Sports, Recreation and Exercise Equipment</b>	63	\$114.80	\$1,879,103
Exercise Equipment and Gear, Game Tables	64	\$52.78	\$863,924
Bicycles	66	\$12.99	\$212,640
Camping Equipment	33	\$4.82	\$78,827
Hunting and Fishing Equipment	59	\$22.65	\$370,769
Winter Sports Equipment	74	\$4.78	\$78,262
Water Sports Equipment	95	\$6.35	\$103,927
Other Sports Equipment	81	\$7.66	\$125,355
Rental/Repair of Sports/Recreation/Exercise Equipment	69	\$2.77	\$45,399
<b>Photographic Equipment and Supplies</b>	74	\$76.38	\$1,250,337
Film	86	\$6.33	\$103,581
Film Processing	82	\$18.47	\$302,407
Photographic Equipment	70	\$29.79	\$487,630
Photographer Fees/Other Supplies & Equip Rental/Repair	71	\$21.79	\$356,719
<b>Reading</b>	75	\$115.77	\$1,895,003
Magazine/Newspaper Subscriptions	78	\$49.72	\$813,807
Magazine/Newspaper Single Copies	81	\$15.45	\$252,864
Books	70	\$50.60	\$828,332

**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.

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