



Recreation Expenditures

Prepared by Wisconsin Main Street

Latitude: 44.447494
 Longitude: -88.07182
 Radius: 1.0 miles

441 Main Ave
 De Pere, WI 54115

Site Type: Radius

Demographic Summary	2007	2012
Population	9,314	9,709
Households	3,588	3,808
Families	1,907	1,952
Median Age	31.5	32.4
Median Household Income	\$51,230	\$59,860

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	92	\$563.20	\$2,020,757
Admission to Movies, Theater, Opera, Ballet	97	\$146.10	\$524,223
Admission to Sporting Events, excl. Trips	94	\$54.20	\$194,457
Fees for Participant Sports, excl. Trips	93	\$105.12	\$377,185
Fees for Recreational Lessons	87	\$114.03	\$409,143
Social, Recreation, Civic Club Membership	91	\$143.74	\$515,749
Rental of Video Cassettes and DVDs	100	\$59.63	\$213,963
Toys & Games	91	\$165.61	\$594,226
Toys and Playground Equipment	91	\$159.64	\$572,790
Play Arcade Pinball/Video Games	93	\$5.97	\$21,436
Recreational Vehicles and Fees	79	\$359.92	\$1,291,383
Purchase or Rental of RVs or Boats	79	\$309.39	\$1,110,109
Docking and Landing Fees for Boats and Planes	82	\$7.16	\$25,682
Camp Fees	81	\$43.36	\$155,592
Sports, Recreation and Exercise Equipment	80	\$184.09	\$660,519
Exercise Equipment and Gear, Game Tables	82	\$76.19	\$273,369
Bicycles	91	\$17.84	\$64,009
Camping Equipment	74	\$13.39	\$48,049
Hunting and Fishing Equipment	71	\$39.65	\$142,279
Winter Sports Equipment	95	\$7.28	\$26,122
Water Sports Equipment	86	\$8.15	\$29,257
Other Sports Equipment	80	\$18.33	\$65,768
Rental/Repair of Equipment	87	\$3.25	\$11,666
Photographic Equipment and Supplies	93	\$127.06	\$455,876
Film	93	\$22.68	\$81,362
Film Processing	92	\$34.72	\$124,580
Photographic Equipment	94	\$40.29	\$144,546
Photographer Fees/Other Supplies & Equip Rental/Repair	91	\$29.37	\$105,388
Reading	93	\$198.31	\$711,524
Newspapers	91	\$76.31	\$273,800
Magazines	94	\$36.72	\$131,751
Books	95	\$85.28	\$305,973

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: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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441 Main Ave
 De Pere, WI 54115

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Demographic Summary	2007	2012
Population	42,727	45,454
Households	16,180	17,482
Families	10,343	10,917
Median Age	35.4	35.6
Median Household Income	\$65,678	\$77,520

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	119	\$726.78	\$11,759,262
Admission to Movies, Theater, Opera, Ballet	118	\$176.90	\$2,862,254
Admission to Sporting Events, excl. Trips	123	\$70.60	\$1,142,281
Fees for Participant Sports, excl. Trips	120	\$135.97	\$2,199,971
Fees for Recreational Lessons	119	\$155.93	\$2,522,952
Social, Recreation, Civic Club Membership	118	\$187.38	\$3,031,804
Rental of Video Cassettes and DVDs	117	\$70.09	\$1,134,036
Toys & Games	115	\$208.20	\$3,368,633
Toys and Playground Equipment	115	\$200.87	\$3,250,040
Play Arcade Pinball/Video Games	114	\$7.33	\$118,593
Recreational Vehicles and Fees	113	\$511.96	\$8,283,572
Purchase or Rental of RVs or Boats	112	\$439.84	\$7,116,614
Docking and Landing Fees for Boats and Planes	114	\$10.04	\$162,406
Camp Fees	116	\$62.09	\$1,004,552
Sports, Recreation and Exercise Equipment	104	\$239.63	\$3,877,184
Exercise Equipment and Gear, Game Tables	108	\$101.05	\$1,634,997
Bicycles	115	\$22.55	\$364,800
Camping Equipment	95	\$17.18	\$277,971
Hunting and Fishing Equipment	90	\$50.18	\$811,936
Winter Sports Equipment	113	\$8.69	\$140,571
Water Sports Equipment	113	\$10.61	\$171,631
Other Sports Equipment	109	\$24.94	\$403,576
Rental/Repair of Equipment	119	\$4.43	\$71,702
Photographic Equipment and Supplies	117	\$160.67	\$2,599,561
Film	114	\$27.79	\$449,690
Film Processing	115	\$43.30	\$700,667
Photographic Equipment	121	\$51.97	\$840,806
Photographer Fees/Other Supplies & Equip Rental/Repair	116	\$37.60	\$608,398
Reading	115	\$243.29	\$3,936,408
Newspapers	111	\$93.75	\$1,516,918
Magazines	115	\$44.67	\$722,788
Books	117	\$104.86	\$1,696,702

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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Demographic Summary	2007	2012
Population	93,665	98,776
Households	37,544	40,099
Families	24,418	25,452
Median Age	37.1	37.8
Median Household Income	\$61,450	\$71,478

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	108	\$660.09	\$24,782,491
Admission to Movies, Theater, Opera, Ballet	107	\$160.37	\$6,021,033
Admission to Sporting Events, excl. Trips	111	\$63.85	\$2,397,022
Fees for Participant Sports, excl. Trips	109	\$123.28	\$4,628,386
Fees for Recreational Lessons	108	\$141.05	\$5,295,614
Social, Recreation, Civic Club Membership	108	\$171.54	\$6,440,436
Rental of Video Cassettes and DVDs	106	\$63.32	\$2,377,178
Toys & Games	106	\$191.60	\$7,193,494
Toys and Playground Equipment	106	\$184.92	\$6,942,485
Play Arcade Pinball/Video Games	104	\$6.69	\$251,009
Recreational Vehicles and Fees	100	\$455.79	\$17,112,262
Purchase or Rental of RVs or Boats	100	\$391.96	\$14,715,905
Docking and Landing Fees for Boats and Planes	106	\$9.33	\$350,130
Camp Fees	102	\$54.50	\$2,046,227
Sports, Recreation and Exercise Equipment	93	\$214.74	\$8,062,364
Exercise Equipment and Gear, Game Tables	97	\$90.76	\$3,407,418
Bicycles	103	\$20.16	\$757,051
Camping Equipment	83	\$14.99	\$562,694
Hunting and Fishing Equipment	80	\$44.46	\$1,669,142
Winter Sports Equipment	106	\$8.15	\$306,119
Water Sports Equipment	99	\$9.36	\$351,558
Other Sports Equipment	100	\$22.84	\$857,629
Rental/Repair of Equipment	108	\$4.02	\$150,753
Photographic Equipment and Supplies	107	\$147.21	\$5,526,738
Film	105	\$25.42	\$954,231
Film Processing	106	\$39.84	\$1,495,924
Photographic Equipment	109	\$46.91	\$1,761,132
Photographer Fees/Other Supplies & Equip Rental/Repair	108	\$35.04	\$1,315,451
Reading	107	\$226.31	\$8,496,737
Newspapers	106	\$89.12	\$3,346,064
Magazines	106	\$41.39	\$1,553,934
Books	107	\$95.80	\$3,596,739

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