



Recreation Expenditures

60140 (Hampshire)
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 Geography: ZIP Code

Prepared by Esri

Demographic Summary		2019	2024
Population		21,060	23,320
Households		7,179	7,931
Families		5,580	6,143
Median Age		37.7	37.4
Median Household Income		\$94,417	\$104,087
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		118	\$1,441.75
Cable & Satellite Television Services		115	\$1,011.26
Televisions & Video		125	\$303.58
Audio		126	\$123.38
Rental of TV/VCR/Radio/Sound Equipment		74	\$0.58
Repair of TV/Radio/Sound Equipment		125	\$2.95
Entertainment/Recreation Fees and Admissions		132	\$943.08
Tickets to Theatre/Operas/Concerts		118	\$88.90
Tickets to Movies		132	\$72.38
Tickets to Parks or Museums		123	\$39.91
Admission to Sporting Events, excl.Trips		133	\$83.74
Fees for Participant Sports, excl.Trips		143	\$153.28
Fees for Recreational Lessons		140	\$200.59
Membership Fees for Social/Recreation/Civic Clubs		128	\$303.57
Dating Services		101	\$0.71
Toys/Games/Crafts/Hobbies		127	\$150.19
Toys/Games/Arts/Crafts/Tricycles		127	\$128.41
Playground Equipment		142	\$5.97
Play Arcade Pinball/Video Games		163	\$6.69
Online Entertainment and Games		112	\$5.01
Stamp & Coin Collecting		96	\$4.10
Recreational Vehicles and Fees		109	\$174.08
Docking and Landing Fees for Boats and Planes		126	\$12.05
Camp Fees		86	\$57.76
Payments on Boats/Trailers/Campers/RVs		124	\$72.82
Rental of Boats/Trailers/Campers/RVs		128	\$31.45
Sports, Recreation and Exercise Equipment		144	\$298.05
Exercise Equipment and Gear, Game Tables		136	\$88.94
Bicycles		128	\$37.94
Camping Equipment		151	\$29.98
Hunting and Fishing Equipment		156	\$109.49
Winter Sports Equipment		125	\$6.77
Water Sports Equipment		156	\$11.71
Other Sports Equipment		145	\$9.63
Rental/Repair of Sports/Recreation/Exercise Equipment		142	\$3.60
Photographic Equipment and Supplies		131	\$68.08
Film		117	\$0.93
Film Processing		130	\$10.20
Photographic Equipment		137	\$27.89
Photographer Fees/Other Supplies & Equip Rental/Repair		126	\$29.06
Reading		120	\$128.56
Magazine/Newspaper Subscriptions		110	\$41.05
Magazine/Newspaper Single Copies		102	\$6.80
Books		128	\$47.84
Digital Book Readers		130	\$32.87

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.