

# Recreation Expenditures

380 New York St, Redlands, California, 92373  
Drive distance: 5 mile radius

Prepared by Esri  
Latitude: 34.05726  
Longitude: -117.19479

<b>Demographic Summary</b>		<b>2024</b>	<b>2029</b>
Population		109,880	112,958
Households		39,144	41,139
Families		26,169	27,305
Median Age		37.5	38.8
Median Household Income		\$92,126	\$103,533
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>TV/Video/Audio</b>	105	\$1,391.04	\$54,451,014
Cable & Satellite Television Services	102	\$771.65	\$30,205,612
Televisions & Video	107	\$458.05	\$17,929,997
Audio	112	\$159.40	\$6,239,600
Rental of TV/VCR/Radio/Sound Equipment	78	\$0.18	\$7,171
Repair of TV/Radio/Sound Equipment	129	\$1.75	\$68,634
<b>Entertainment/Recreation Fees and Admissions</b>	112	\$923.10	\$36,133,858
Tickets to Theatre/Operas/Concerts	117	\$89.02	\$3,484,734
Tickets to Movies	120	\$29.66	\$1,160,862
Tickets to Parks or Museums	118	\$44.24	\$1,731,621
Admission to Sporting Events, excl.Trips	95	\$74.95	\$2,934,029
Fees for Participant Sports, excl.Trips	108	\$143.71	\$5,625,347
Fees for Recreational Lessons	126	\$217.70	\$8,521,570
Membership Fees for Social/Recreation/Health Clubs	107	\$322.88	\$12,639,002
Dating Services	119	\$0.94	\$36,691
<b>Toys/Games/Crafts/Hobbies</b>	106	\$192.95	\$7,552,889
Toys/Games/Arts/Crafts/Tricycles	106	\$162.14	\$6,346,822
Playground Equipment	78	\$5.81	\$227,336
Play Arcade Pinball/Video Games	111	\$4.78	\$186,938
Online Gaming Services	114	\$10.66	\$417,266
Stamp & Coin Collecting	119	\$9.57	\$374,528
<b>Recreational Vehicles and Fees</b>	105	\$206.81	\$8,095,533
Docking and Landing Fees for Boats and Planes	95	\$18.85	\$737,835
Camp Fees	116	\$65.45	\$2,562,162
Payments on Boats/Trailers/Campers/RVs	92	\$73.41	\$2,873,756
Rental of Boats/Trailers/Campers/RVs	119	\$49.10	\$1,921,780
<b>Sports, Recreation and Exercise Equipment</b>	107	\$325.26	\$12,731,989
Exercise Equipment and Gear, Game Tables	109	\$116.22	\$4,549,282
Bicycles	115	\$91.76	\$3,591,984
Camping Equipment	118	\$19.73	\$772,418
Hunting and Fishing Equipment	87	\$53.62	\$2,098,937
Winter Sports Equipment	122	\$15.77	\$617,320
Water Sports Equipment	104	\$13.01	\$509,150
Other Sports Equipment	99	\$10.54	\$412,545
Rental/Repair of Sports/Recreation/Exercise Equipment	110	\$3.23	\$126,267
<b>Photographic Equipment and Supplies</b>	116	\$70.64	\$2,765,142
Film	102	\$0.58	\$22,679
Photo Processing	100	\$9.24	\$361,497
Photographic Equipment	129	\$25.63	\$1,003,430
Photographer Fees/Other Supplies & Equip Rental/Repair	112	\$35.19	\$1,377,537
<b>Reading</b>	119	\$167.00	\$6,536,975
Magazine/Newspaper Subscriptions	120	\$57.23	\$2,240,264
Magazine/Newspaper Single Copies	103	\$6.19	\$242,284
Books	123	\$60.64	\$2,373,674
Digital Book Readers	116	\$42.94	\$1,680,752

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.