

Demographic Summary		2013	2018
Population		28,704	28,224
Households		10,864	10,705
Families		7,418	7,260
Median Age		39.1	39.4
Median Household Income		\$39,584	\$50,244
		Spending Potential Index	Average Amount Spent
		Index	Total
Entertainment/Recreation Fees and Admissions		62	\$4,257,145
Admission to Movies, Theater, Opera, Ballet		61	\$1,049,111
Admission to Sporting Events, excl.Trips		69	\$469,781
Fees for Participant Sports, excl.Trips		60	\$772,591
Fees for Recreational Lessons		59	\$793,849
Membership Fees for Social/Recreation/Civic Clubs		64	\$1,167,938
Dating Services		84	\$3,875
Rental of Video Cassettes and DVDs		69	\$204,073
Toys & Games		73	\$1,101,716
Toys and Playground Equipment		73	\$1,055,173
Play Arcade Pinball/Video Games		60	\$20,022
Online Entertainment and Games		68	\$26,521
Recreational Vehicles and Fees		75	\$1,836,655
Docking and Landing Fees for Boats and Planes		64	\$84,059
Camp Fees		58	\$230,160
Purchase of RVs or Boats		80	\$1,463,008
Rental of RVs or Boats		66	\$59,427
Sports, Recreation and Exercise Equipment		67	\$1,300,317
Exercise Equipment and Gear, Game Tables		70	\$516,485
Bicycles		61	\$170,602
Camping Equipment		36	\$73,785
Hunting and Fishing Equipment		71	\$315,398
Winter Sports Equipment		67	\$51,039
Water Sports Equipment		82	\$59,793
Other Sports Equipment		88	\$81,388
Rental/Repair of Sports/Recreation/Exercise Equipment		77	\$31,828
Photographic Equipment and Supplies		71	\$601,202
Film		72	\$11,140
Film Processing		80	\$120,545
Photographic Equipment		66	\$251,798
Photographer Fees/Other Supplies & Equip Rental/Repair		73	\$217,719
Reading		74	\$1,244,387
Magazine/Newspaper Subscriptions		79	\$471,532
Magazine/Newspaper Single Copies		76	\$138,723
Books		71	\$497,013
Digital Book Readers		71	\$137,119

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.

202 E Chicago Rd: 202 E Chicago Rd, Jonesville, Michigan ...
 Drive Time: 30 minute radius

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Latitude: 41.98319826

Longitude: -84.6632945

Demographic Summary		2013	2018
Population		120,183	119,293
Households		45,100	44,918
Families		31,681	31,345
Median Age		41.7	42.4
Median Household Income		\$44,404	\$53,571
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		73	\$20,642,514
Admission to Movies, Theater, Opera, Ballet		71	\$5,039,202
Admission to Sporting Events, excl.Trips		80	\$2,262,824
Fees for Participant Sports, excl.Trips		71	\$3,789,578
Fees for Recreational Lessons		69	\$3,869,030
Membership Fees for Social/Recreation/Civic Clubs		75	\$5,664,063
Dating Services		93	\$17,818
Rental of Video Cassettes and DVDs		77	\$953,243
Toys & Games		82	\$5,142,652
Toys and Playground Equipment		82	\$4,924,726
Play Arcade Pinball/Video Games		68	\$95,142
Online Entertainment and Games		76	\$122,784
Recreational Vehicles and Fees		89	\$9,084,949
Docking and Landing Fees for Boats and Planes		78	\$427,542
Camp Fees		70	\$1,150,733
Purchase of RVs or Boats		95	\$7,214,974
Rental of RVs or Boats		78	\$291,700
Sports, Recreation and Exercise Equipment		76	\$6,150,731
Exercise Equipment and Gear, Game Tables		80	\$2,440,037
Bicycles		71	\$816,162
Camping Equipment		42	\$354,215
Hunting and Fishing Equipment		80	\$1,470,733
Winter Sports Equipment		80	\$252,901
Water Sports Equipment		94	\$283,859
Other Sports Equipment		98	\$377,259
Rental/Repair of Sports/Recreation/Exercise Equipment		91	\$155,566
Photographic Equipment and Supplies		81	\$2,842,719
Film		81	\$52,289
Film Processing		91	\$573,553
Photographic Equipment		76	\$1,201,226
Photographer Fees/Other Supplies & Equip Rental/Repair		82	\$1,015,651
Reading		86	\$5,939,536
Magazine/Newspaper Subscriptions		92	\$2,270,179
Magazine/Newspaper Single Copies		85	\$648,286
Books		81	\$2,373,073
Digital Book Readers		81	\$647,998

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

Demographic Summary		2013	2018
Population		339,863	338,637
Households		129,853	129,928
Families		87,967	87,367
Median Age		40.6	41.3
Median Household Income		\$42,486	\$51,405
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	70	\$437.73	\$56,840,695
Admission to Movies, Theater, Opera, Ballet	68	\$107.44	\$13,951,377
Admission to Sporting Events, excl.Trips	76	\$48.01	\$6,234,886
Fees for Participant Sports, excl.Trips	68	\$80.53	\$10,456,782
Fees for Recreational Lessons	66	\$82.03	\$10,651,455
Membership Fees for Social/Recreation/Civic Clubs	72	\$119.34	\$15,496,623
Dating Services	88	\$0.38	\$49,571
Rental of Video Cassettes and DVDs	74	\$20.38	\$2,646,198
Toys & Games	78	\$108.24	\$14,055,001
Toys and Playground Equipment	78	\$103.60	\$13,452,575
Play Arcade Pinball/Video Games	64	\$1.98	\$257,117
Online Entertainment and Games	74	\$2.66	\$345,309
Recreational Vehicles and Fees	81	\$182.46	\$23,692,408
Docking and Landing Fees for Boats and Planes	74	\$8.93	\$1,159,018
Camp Fees	67	\$24.30	\$3,154,974
Purchase of RVs or Boats	85	\$143.19	\$18,593,883
Rental of RVs or Boats	73	\$6.04	\$784,533
Sports, Recreation and Exercise Equipment	71	\$126.81	\$16,466,649
Exercise Equipment and Gear, Game Tables	76	\$51.11	\$6,637,329
Bicycles	68	\$17.57	\$2,282,121
Camping Equipment	39	\$7.28	\$945,466
Hunting and Fishing Equipment	72	\$29.40	\$3,817,480
Winter Sports Equipment	71	\$4.97	\$645,859
Water Sports Equipment	85	\$5.65	\$734,256
Other Sports Equipment	90	\$7.69	\$998,822
Rental/Repair of Sports/Recreation/Exercise Equipment	82	\$3.12	\$405,316
Photographic Equipment and Supplies	77	\$59.63	\$7,743,242
Film	77	\$1.11	\$143,792
Film Processing	85	\$11.83	\$1,536,534
Photographic Equipment	72	\$25.31	\$3,286,028
Photographer Fees/Other Supplies & Equip Rental/Repair	78	\$21.38	\$2,776,887
Reading	80	\$122.90	\$15,958,970
Magazine/Newspaper Subscriptions	85	\$46.42	\$6,027,370
Magazine/Newspaper Single Copies	80	\$13.46	\$1,748,049
Books	76	\$49.51	\$6,429,582
Digital Book Readers	76	\$13.51	\$1,753,969

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