



Recreation Expenditures

Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 5 minute radius

Latitude: 40.8130
 Longitude: -74.2146

Demographic Summary		2016	2021
Population		49,375	50,337
Households		19,514	19,881
Families		11,971	12,160
Median Age		40.1	40.7
Median Household Income		\$86,496	\$98,834
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		156	\$36,673,460
Cable & Satellite Television Services		154	\$26,911,547
Televisions & Video		160	\$6,899,549
Audio		170	\$2,713,406
Rental of TV/VCR/Radio/Sound Equipment		179	\$45,868
Repair of TV/Radio/Sound Equipment		202	\$103,090
Entertainment/Recreation Fees and Admissions		189	\$21,314,346
Tickets to Theatre/Operas/Concerts		197	\$2,024,990
Tickets to Movies/Museums/Parks		179	\$2,322,932
Admission to Sporting Events, excl.Trips		184	\$1,910,144
Fees for Participant Sports, excl.Trips		173	\$3,022,906
Fees for Recreational Lessons		199	\$4,771,581
Membership Fees for Social/Recreation/Civic Clubs		194	\$7,228,121
Dating Services		251	\$33,672
Toys/Games/Crafts/Hobbies		156	\$3,478,078
Toys/Games/Arts/Crafts/Tricycles		158	\$3,090,221
Playground Equipment		107	\$87,039
Play Arcade Pinball/Video Games		160	\$67,550
Online Entertainment and Games		162	\$104,546
Stamp & Coin Collecting		148	\$128,723
Recreational Vehicles and Fees		145	\$3,049,510
Docking and Landing Fees for Boats and Planes		142	\$213,802
Camp Fees		160	\$1,125,807
Payments on Boats/Trailers/Campers/RVs		130	\$1,222,720
Rental of RVs or Boats		158	\$487,181
Sports, Recreation and Exercise Equipment		161	\$5,200,537
Exercise Equipment and Gear, Game Tables		156	\$1,663,649
Bicycles		177	\$895,841
Camping Equipment		149	\$434,682
Hunting and Fishing Equipment		155	\$1,430,504
Winter Sports Equipment		210	\$205,312
Water Sports Equipment		189	\$196,057
Other Sports Equipment		141	\$263,286
Rental/Repair of Sports/Recreation/Exercise Equipment		195	\$111,206
Photographic Equipment and Supplies		168	\$1,801,409
Film		148	\$26,458
Film Processing		163	\$239,597
Photographic Equipment		181	\$835,810
Photographer Fees/Other Supplies & Equip Rental/Repair		157	\$699,544
Reading		161	\$4,125,934
Magazine/Newspaper Subscriptions		163	\$1,335,868
Magazine/Newspaper Single Copies		183	\$365,297
Books		166	\$1,337,576
Digital Book Readers		149	\$1,087,192

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 06, 2017



Recreation Expenditures

Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 10 minute radius

Latitude: 40.8130
 Longitude: -74.2146

Demographic Summary		2016	2021
Population		209,751	213,777
Households		80,787	82,179
Families		52,061	52,899
Median Age		40.0	40.7
Median Household Income		\$70,824	\$79,263
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		129	\$1,557.30
Cable & Satellite Television Services		128	\$1,150.05
Televisions & Video		131	\$289.11
Audio		137	\$111.75
Rental of TV/VCR/Radio/Sound Equipment		160	\$2.09
Repair of TV/Radio/Sound Equipment		164	\$4.30
Entertainment/Recreation Fees and Admissions		151	\$871.68
Tickets to Theatre/Operas/Concerts		157	\$82.84
Tickets to Movies/Museums/Parks		144	\$95.56
Admission to Sporting Events, excl.Trips		146	\$77.72
Fees for Participant Sports, excl.Trips		138	\$123.49
Fees for Recreational Lessons		158	\$195.09
Membership Fees for Social/Recreation/Civic Clubs		154	\$295.58
Dating Services		201	\$1.39
Toys/Games/Crafts/Hobbies		127	\$145.64
Toys/Games/Arts/Crafts/Tricycles		129	\$129.65
Playground Equipment		87	\$3.61
Play Arcade Pinball/Video Games		125	\$2.70
Online Entertainment and Games		131	\$4.33
Stamp & Coin Collecting		120	\$5.35
Recreational Vehicles and Fees		116	\$124.86
Docking and Landing Fees for Boats and Planes		112	\$8.62
Camp Fees		134	\$48.20
Payments on Boats/Trailers/Campers/RVs		101	\$48.59
Rental of RVs or Boats		123	\$19.46
Sports, Recreation and Exercise Equipment		127	\$209.84
Exercise Equipment and Gear, Game Tables		122	\$66.32
Bicycles		137	\$35.57
Camping Equipment		119	\$17.85
Hunting and Fishing Equipment		123	\$58.08
Winter Sports Equipment		167	\$8.35
Water Sports Equipment		151	\$8.03
Other Sports Equipment		116	\$11.09
Rental/Repair of Sports/Recreation/Exercise Equipment		155	\$4.54
Photographic Equipment and Supplies		134	\$73.84
Film		117	\$1.08
Film Processing		132	\$9.96
Photographic Equipment		144	\$34.19
Photographer Fees/Other Supplies & Equip Rental/Repair		125	\$28.60
Reading		132	\$172.67
Magazine/Newspaper Subscriptions		135	\$56.88
Magazine/Newspaper Single Copies		155	\$15.84
Books		131	\$54.14
Digital Book Readers		122	\$45.81

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Recreation Expenditures

Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 22 minute radius

Latitude: 40.8130
 Longitude: -74.2146

Demographic Summary		2016	2021
Population		1,486,783	1,528,124
Households		528,555	541,786
Families		361,668	370,464
Median Age		37.5	38.5
Median Household Income		\$58,054	\$59,485
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		109	\$695,974,495
Cable & Satellite Television Services		109	\$514,364,320
Televisions & Video		111	\$129,771,235
Audio		113	\$48,936,557
Rental of TV/VCR/Radio/Sound Equipment		145	\$1,004,711
Repair of TV/Radio/Sound Equipment		137	\$1,897,673
Entertainment/Recreation Fees and Admissions		123	\$374,247,932
Tickets to Theatre/Operas/Concerts		126	\$35,259,995
Tickets to Movies/Museums/Parks		121	\$42,506,154
Admission to Sporting Events, excl.Trips		118	\$33,297,588
Fees for Participant Sports, excl.Trips		112	\$52,923,465
Fees for Recreational Lessons		129	\$83,844,822
Membership Fees for Social/Recreation/Civic Clubs		124	\$125,791,934
Dating Services		171	\$623,974
Toys/Games/Crafts/Hobbies		108	\$65,196,286
Toys/Games/Arts/Crafts/Tricycles		110	\$58,215,445
Playground Equipment		74	\$1,621,642
Play Arcade Pinball/Video Games		101	\$1,155,927
Online Entertainment and Games		110	\$1,928,358
Stamp & Coin Collecting		96	\$2,274,915
Recreational Vehicles and Fees		94	\$53,413,517
Docking and Landing Fees for Boats and Planes		88	\$3,592,398
Camp Fees		109	\$20,731,399
Payments on Boats/Trailers/Campers/RVs		82	\$20,771,290
Rental of RVs or Boats		100	\$8,318,430
Sports, Recreation and Exercise Equipment		104	\$91,146,493
Exercise Equipment and Gear, Game Tables		98	\$28,272,179
Bicycles		115	\$15,747,287
Camping Equipment		103	\$8,099,811
Hunting and Fishing Equipment		101	\$25,186,981
Winter Sports Equipment		136	\$3,595,587
Water Sports Equipment		123	\$3,455,012
Other Sports Equipment		96	\$4,856,467
Rental/Repair of Sports/Recreation/Exercise Equipment		125	\$1,933,170
Photographic Equipment and Supplies		110	\$32,071,419
Film		99	\$479,288
Film Processing		108	\$4,317,201
Photographic Equipment		118	\$14,814,030
Photographer Fees/Other Supplies & Equip Rental/Repair		103	\$12,460,901
Reading		108	\$75,042,993
Magazine/Newspaper Subscriptions		109	\$24,247,003
Magazine/Newspaper Single Copies		128	\$6,910,270
Books		107	\$23,365,831
Digital Book Readers		104	\$20,519,889

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.