



City of Lakewood Drive Time ...
 Lakewood, Washington
 Ring: 1 mile radius

Latitude: 47.16181
 Longitude: -122.51451

Demographic Summary	2010	2015	
Population	11,638	12,066	
Households	5,015	5,233	
Families	2,993	3,094	
Median Age	36.5	36.9	
Median Household Income	\$46,839	\$53,145	

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	80	\$494.59	\$2,480,359
Admission to Movies, Theater, Opera, Ballet	84	\$128.08	\$642,329
Admission to Sporting Events, excl. Trips	78	\$46.25	\$231,968
Fees for Participant Sports, excl. Trips	79	\$84.70	\$424,746
Fees for Recreational Lessons	77	\$104.59	\$524,535
Membership Fees for Social/Recreation/Civic Clubs	79	\$130.23	\$653,103
Dating Services	95	\$0.73	\$3,678
Rental of Video Cassettes and DVDs	86	\$35.62	\$178,638
Toys & Games	81	\$117.24	\$587,944
Toys and Playground Equipment	80	\$113.58	\$569,626
Play Arcade Pinball/Video Games	84	\$1.58	\$7,904
Online Entertainment and Games	90	\$2.08	\$10,414
Recreational Vehicles and Fees	67	\$215.28	\$1,079,606
Docking and Landing Fees for Boats and Planes	77	\$5.44	\$27,281
Camp Fees	71	\$20.47	\$102,634
Purchase of RVs or Boats	66	\$182.68	\$916,159
Rental of RVs or Boats	78	\$6.69	\$33,532
Sports, Recreation and Exercise Equipment	61	\$110.48	\$554,058
Exercise Equipment and Gear, Game Tables	64	\$52.79	\$264,739
Bicycles	85	\$16.79	\$84,187
Camping Equipment	35	\$4.99	\$25,031
Hunting and Fishing Equipment	42	\$16.31	\$81,818
Winter Sports Equipment	73	\$4.74	\$23,753
Water Sports Equipment	68	\$4.53	\$22,701
Other Sports Equipment	78	\$7.35	\$36,837
Rental/Repair of Sports/Recreation/Exercise Equipment	75	\$2.99	\$14,992
Photographic Equipment and Supplies	80	\$82.31	\$412,805
Film	77	\$5.71	\$28,636
Film Processing	77	\$17.25	\$86,509
Photographic Equipment	83	\$35.64	\$178,753
Photographer Fees/Other Supplies & Equip Rental/Repair	77	\$23.71	\$118,907
Reading	80	\$123.93	\$621,501
Magazine/Newspaper Subscriptions	77	\$48.96	\$245,527
Magazine/Newspaper Single Copies	81	\$15.48	\$77,638
Books	82	\$59.49	\$298,336

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



City of Lakewood Drive Time ...
 Lakewood, Washington
 Ring: 3 miles radius

Latitude: 47.16181
 Longitude: -122.51451

Demographic Summary	2010	2015
Population	86,182	87,697
Households	34,911	35,650
Families	22,031	22,291
Median Age	33.2	33.7
Median Household Income	\$46,482	\$53,509

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	79	\$487.92	\$17,033,885
Admission to Movies, Theater, Opera, Ballet	84	\$127.93	\$4,466,101
Admission to Sporting Events, excl. Trips	77	\$45.90	\$1,602,262
Fees for Participant Sports, excl. Trips	78	\$83.35	\$2,909,802
Fees for Recreational Lessons	76	\$103.23	\$3,603,775
Membership Fees for Social/Recreation/Civic Clubs	77	\$126.79	\$4,426,319
Dating Services	95	\$0.73	\$25,626
Rental of Video Cassettes and DVDs	89	\$36.48	\$1,273,383
Toys & Games	82	\$118.98	\$4,153,749
Toys and Playground Equipment	82	\$115.28	\$4,024,441
Play Arcade Pinball/Video Games	84	\$1.59	\$55,462
Online Entertainment and Games	91	\$2.12	\$73,846
Recreational Vehicles and Fees	66	\$211.97	\$7,400,044
Docking and Landing Fees for Boats and Planes	73	\$5.21	\$181,839
Camp Fees	69	\$20.04	\$699,724
Purchase of RVs or Boats	65	\$180.09	\$6,287,012
Rental of RVs or Boats	77	\$6.63	\$231,469
Sports, Recreation and Exercise Equipment	61	\$111.16	\$3,880,862
Exercise Equipment and Gear, Game Tables	65	\$53.17	\$1,856,098
Bicycles	85	\$16.91	\$590,514
Camping Equipment	35	\$5.09	\$177,582
Hunting and Fishing Equipment	43	\$16.44	\$573,842
Winter Sports Equipment	74	\$4.77	\$166,415
Water Sports Equipment	67	\$4.45	\$155,320
Other Sports Equipment	78	\$7.35	\$256,733
Rental/Repair of Sports/Recreation/Exercise Equipment	75	\$2.99	\$104,358
Photographic Equipment and Supplies	80	\$82.58	\$2,882,912
Film	78	\$5.72	\$199,595
Film Processing	77	\$17.27	\$603,077
Photographic Equipment	84	\$35.80	\$1,249,985
Photographer Fees/Other Supplies & Equip Rental/Repair	77	\$23.78	\$830,255
Reading	78	\$121.53	\$4,242,676
Magazine/Newspaper Subscriptions	74	\$47.21	\$1,648,031
Magazine/Newspaper Single Copies	80	\$15.36	\$536,350
Books	81	\$58.96	\$2,058,295

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



City of Lakewood Drive Time ...
 Lakewood, Washington
 Ring: 5 miles radius

Latitude: 47.16181
 Longitude: -122.51451

Demographic Summary	2010	2015	
Population	210,238	216,222	
Households	81,166	83,766	
Families	52,743	54,002	
Median Age	33.3	33.7	
Median Household Income	\$49,595	\$56,330	

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	84	\$522.03	\$42,370,781
Admission to Movies, Theater, Opera, Ballet	88	\$133.49	\$10,834,622
Admission to Sporting Events, excl. Trips	84	\$49.93	\$4,052,309
Fees for Participant Sports, excl. Trips	84	\$89.07	\$7,229,163
Fees for Recreational Lessons	82	\$112.05	\$9,094,566
Membership Fees for Social/Recreation/Civic Clubs	83	\$136.76	\$11,100,359
Dating Services	96	\$0.74	\$59,762
Rental of Video Cassettes and DVDs	91	\$37.65	\$3,055,737
Toys & Games	86	\$125.42	\$10,180,243
Toys and Playground Equipment	86	\$121.56	\$9,866,920
Play Arcade Pinball/Video Games	89	\$1.69	\$137,439
Online Entertainment and Games	94	\$2.17	\$175,884
Recreational Vehicles and Fees	70	\$226.58	\$18,390,237
Docking and Landing Fees for Boats and Planes	81	\$5.75	\$466,818
Camp Fees	78	\$22.49	\$1,825,534
Purchase of RVs or Boats	69	\$191.40	\$15,534,995
Rental of RVs or Boats	81	\$6.94	\$562,890
Sports, Recreation and Exercise Equipment	65	\$117.99	\$9,576,683
Exercise Equipment and Gear, Game Tables	69	\$56.58	\$4,592,308
Bicycles	89	\$17.69	\$1,435,547
Camping Equipment	36	\$5.20	\$422,179
Hunting and Fishing Equipment	46	\$17.68	\$1,434,719
Winter Sports Equipment	76	\$4.94	\$401,149
Water Sports Equipment	73	\$4.86	\$394,650
Other Sports Equipment	84	\$7.93	\$643,617
Rental/Repair of Sports/Recreation/Exercise Equipment	78	\$3.11	\$252,514
Photographic Equipment and Supplies	85	\$87.79	\$7,125,849
Film	82	\$6.04	\$490,536
Film Processing	83	\$18.58	\$1,508,003
Photographic Equipment	88	\$37.59	\$3,050,862
Photographer Fees/Other Supplies & Equip Rental/Repair	83	\$25.58	\$2,076,448
Reading	84	\$129.83	\$10,538,033
Magazine/Newspaper Subscriptions	81	\$51.50	\$4,180,152
Magazine/Newspaper Single Copies	85	\$16.33	\$1,325,353
Books	86	\$62.00	\$5,032,529

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.