

# Consumer Buying Power™ | Entertainment



Trade Area: 8044 Montgomery Rd - 1 mi.

Consumer Units:4,573 | Households:4,573 | Dorm Pop:0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>477,193,283</b>	<b>100.00</b>	<b>526,161,333</b>	<b>100.00</b>	<b>104,350.16</b>	<b>115,386.26</b>	<b>1.97</b>	<b>131</b>
<b>Entertainment</b>								
Entertainment	28,427,311	100.00	31,418,668	100.00	6,216.34	6,890.06		2.02
<b>Fees and Admissions</b>								
Fees and admissions	7,969,838	28.04	8,837,100	28.13	1,742.80	1,937.96		2.09
Recreation expenses, out-of-town trips	29,560	0.10	33,277	0.11	6.46	7.30		2.40
Social, recreation, health club membership	2,994,994	10.54	3,359,776	10.69	654.93	736.79		2.33
Fees for participant sports	1,511,890	5.32	1,691,478	5.38	330.61	370.94		2.27
Participant sports, out-of-town trips	152,322	0.54	177,637	0.57	33.31	38.96		3.12
Play, theater, opera, concert	861,740	3.03	955,128	3.04	188.44	209.46		2.08
Movie, other admissions, out-of-town trips	319,804	1.13	352,265	1.12	69.93	77.25		1.95
Admission to sporting events	527,362	1.86	588,895	1.87	115.32	129.14		2.23
Admission to sports events, out-of-town trips	106,445	0.37	117,255	0.37	23.28	25.71		1.95
Fees for recreational lessons	1,436,161	5.05	1,528,112	4.86	314.05	335.11		1.25
Other entertainment services, out-of-town trips	29,560	0.10	33,277	0.11	6.46	7.30		2.40
<b>Audio and Visual Equipment</b>								
Audio and visual equipment and services	6,681,190	23.50	7,307,918	23.26	1,461.01	1,602.61		1.81
Televisions	559,840	1.97	609,648	1.94	122.42	133.69		1.72
Cable and satellite television services	4,905,228	17.26	5,392,050	17.16	1,072.65	1,182.47		1.91
Satellite radio service	88,886	0.31	99,101	0.32	19.44	21.73		2.20
Stereos, radios, speakers, and components including vehicles	151,576	0.53	168,865	0.54	33.15	37.03		2.18
Miscellaneous sound equipment	10,916	0.04	11,538	0.04	2.39	2.53		1.11
Sound equipment accessories	159,964	0.56	179,604	0.57	34.98	39.39		2.34
VCRs and video disc players	16,507	0.06	17,796	0.06	3.61	3.90		1.51
Video cassettes, tapes, and discs	59,845	0.21	64,509	0.21	13.09	14.15		1.51
Video game software	126,382	0.44	129,395	0.41	27.64	28.38		0.47
Video game hardware and accessories	181,438	0.64	187,955	0.60	39.68	41.22		0.71
Online gaming services	65,809	0.23	67,147	0.21	14.39	14.73		0.40
Streaming, downloading audio	43,183	0.15	45,106	0.14	9.44	9.89		0.88
Personal digital audio players	10,919	0.04	11,817	0.04	2.39	2.59		1.59
CDs, records, audio tapes	46,876	0.16	52,470	0.17	10.25	11.51		2.28
Miscellaneous video equipment	52,663	0.19	56,097	0.18	11.52	12.30		1.27
Satellite dishes	10,998	0.04	11,853	0.04	2.40	2.60		1.51
Applications, games, ringtones for handheld devices	6,216	0.02	6,518	0.02	1.36	1.43		0.95
Repair of TV, radio, and sound equipment	65,104	0.23	67,626	0.22	14.24	14.83		0.76
Rental of video software	4,309	0.02	4,505	0.01	0.94	0.99		0.89
Rental of VCR, radio, sound equipment, video hardware/accessories	981	0.00	1,038	0.00	0.21	0.23		1.12
Installation of TV, satellite TV, sound syst. and video equip.	3,865	0.01	4,419	0.01	0.85	0.97		2.71
Musical instruments and accessories	105,807	0.37	114,386	0.36	23.14	25.08		--
Rental and repair of musical instruments	3,880	0.01	4,477	0.01	0.85	0.98		--

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Index Colors:	<80	80 - 110	110+
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Trade Area: 8044 Montgomery Rd - 1 mi.

Consumer Units:4,573 | Households:4,573 | Dorm Pop:0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Pets, Toys, Hobbies and Playground Equipment</b>								
Pets, toys, hobbies, and playground equipment	9,092,763	31.99	10,103,390	32.16	1,988.36	2,215.66	2.13	157
Pets	7,502,271	26.39	8,346,544	26.57	1,640.56	1,830.38	2.16	157
Pet food	1,974,780	6.95	2,187,809	6.96	431.83	479.78	2.07	152
Vet services	2,940,199	10.34	3,285,550	10.46	642.95	720.52	2.25	160
Pet purchase, supplies, medicine	1,720,549	6.05	1,894,755	6.03	376.24	415.52	1.95	154
Pet services	866,743	3.05	978,430	3.11	189.53	214.57	2.45	161
Toys, hobbies, and playground equipment	1,590,492	5.59	1,756,846	5.59	347.80	385.27	2.01	156
Toys, games, arts and crafts, and tricycles	1,530,919	5.39	1,692,011	5.39	334.77	371.05	2.02	157
Stamp and coin collecting	29,131	0.10	32,828	0.10	6.37	7.20	2.42	125
Playground equipment	30,442	0.11	32,007	0.10	6.66	7.02	1.01	176
<b>Other Entertainment Supplies, Equipment and Services</b>								
Other entertainment supplies, equipment, and services	4,683,519	16.48	5,170,262	16.46	1,024.17	1,133.83	2.00	147
Non-motorized recreational vehicles	407,502	1.43	449,439	1.43	89.11	98.56	1.98	155
Boat without motor and boat trailers	82,423	0.29	92,846	0.30	18.02	20.36	2.41	151
Trailer and other attachable campers	325,078	1.14	356,593	1.14	71.09	78.20	1.87	156
Motorized recreational vehicles	909,866	3.20	1,029,855	3.28	198.96	225.85	2.51	157
Purchase of other vehicle	319,239	1.12	355,351	1.13	69.81	77.93	2.17	133
Purchase of boat with motor	590,627	2.08	674,505	2.15	129.16	147.92	2.69	174
Rental of recreational vehicles	115,003	0.40	130,349	0.41	25.15	28.59	2.54	141
Rental noncamper trailer or boat	13,497	0.05	14,918	0.05	2.95	3.27	2.02	143
Boat and trailer rental out-of-town trips	16,863	0.06	19,087	0.06	3.69	4.19	2.51	130
Rental of other vehicles on out-of-town trips	74,553	0.26	84,502	0.27	16.30	18.53	2.54	146
Rental of camper, other RV's on out-of-town trips	10,090	0.04	11,841	0.04	2.21	2.60	3.25	126
Outboard motors	46,466	0.16	57,709	0.18	10.16	12.66	4.43	193
Docking and landing fees	81,871	0.29	93,164	0.30	17.90	20.43	2.62	129
Sports, recreation and exercise equipment	2,320,262	8.16	2,530,298	8.05	507.38	554.89	1.75	143
Athletic gear, game tables, and exercise equipment	867,305	3.05	959,618	3.05	189.66	210.44	2.04	149
Bicycles	376,981	1.33	409,961	1.30	82.44	89.90	1.69	134
Camping equipment	220,006	0.77	233,865	0.74	48.11	51.29	1.23	133
Hunting and fishing equipment	702,687	2.47	757,338	2.41	153.66	166.08	1.51	143
Winter sports equipment	54,770	0.19	61,332	0.20	11.98	13.45	2.29	160
Water sports equipment	47,226	0.17	50,984	0.16	10.33	11.18	1.54	154
Other sports equipment	35,182	0.12	38,970	0.12	7.69	8.55	2.07	154
Rental and repair of miscellaneous sports equipment	16,106	0.06	18,229	0.06	3.52	4.00	2.51	171
Photographic equipment, supplies and services	544,603	1.92	599,538	1.91	119.09	131.48	1.94	147
Film	7,834	0.03	8,696	0.03	1.71	1.91	2.11	117
Photographer fees	229,068	0.81	251,739	0.80	50.09	55.21	1.91	157
Photo processing	112,348	0.40	126,529	0.40	24.57	27.75	2.41	153
Repair and rental of photographic equipment	819	0.00	843	0.00	0.18	0.18	0.59	98
Photographic equipment	194,534	0.68	211,730	0.67	42.54	46.43	1.71	136
Fireworks	63,751	0.22	69,700	0.22	13.94	15.29	1.80	105
Souvenirs	15,396	0.05	17,849	0.06	3.37	3.91	3.00	116
Visual goods	21,970	0.08	22,029	0.07	4.80	4.83	0.05	133
Pinball, electronic video games	15,406	0.05	14,413	0.05	3.37	3.16	-1.32	115
Live entertainment for catered affairs	67,545	0.24	74,544	0.24	14.77	16.35	1.99	151
Rental of party supplies for catered affairs	73,878	0.26	81,375	0.26	16.16	17.85	1.95	163

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# Consumer Buying Power™ | Entertainment



Trade Area: 8044 Montgomery Rd - 3 mi.

Consumer Units:26,098 | Households:26,098 | Dorm Pop:0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>2,364,212,840</b>	<b>100.00</b>	<b>2,648,503,686</b>	<b>100.00</b>	<b>90,589.81</b>	<b>100,672.94</b>	<b>2.30</b>	<b>113</b>
<b>Entertainment</b>								
Entertainment	140,112,165	100.00	157,613,965	100.00	5,368.69	5,991.10		2.38
<b>Fees and Admissions</b>								
Fees and admissions	38,234,851	27.29	43,404,421	27.54	1,465.05	1,649.86		2.57
Recreation expenses, out-of-town trips	147,566	0.11	167,606	0.11	5.65	6.37		2.58
Social, recreation, health club membership	14,774,262	10.54	16,880,893	10.71	566.11	641.66		2.70
Fees for participant sports	7,150,739	5.10	8,107,856	5.14	274.00	308.19		2.54
Participant sports, out-of-town trips	727,243	0.52	863,270	0.55	27.87	32.81		3.49
Play, theater, opera, concert	4,273,750	3.05	4,857,592	3.08	163.76	184.64		2.59
Movie, other admissions, out-of-town trips	1,544,298	1.10	1,738,784	1.10	59.17	66.09		2.40
Admission to sporting events	2,595,477	1.85	2,948,304	1.87	99.45	112.07		2.58
Admission to sports events, out-of-town trips	513,984	0.37	578,753	0.37	19.69	22.00		2.40
Fees for recreational lessons	6,359,966	4.54	7,093,758	4.50	243.70	269.64		2.21
Other entertainment services, out-of-town trips	147,566	0.11	167,606	0.11	5.65	6.37		2.58
<b>Audio and Visual Equipment</b>								
Audio and visual equipment and services	33,445,609	23.87	36,795,073	23.35	1,281.54	1,398.63		1.93
Televisions	2,817,850	2.01	3,062,312	1.94	107.97	116.40		1.68
Cable and satellite television services	24,591,319	17.55	27,096,147	17.19	942.27	1,029.96		1.96
Satellite radio service	449,223	0.32	504,827	0.32	17.21	19.19		2.36
Stereos, radios, speakers, and components including vehicles	705,333	0.50	797,965	0.51	27.03	30.33		2.50
Miscellaneous sound equipment	60,561	0.04	64,413	0.04	2.32	2.45		1.24
Sound equipment accessories	769,154	0.55	867,294	0.55	29.47	32.97		2.43
VCRs and video disc players	83,348	0.06	90,808	0.06	3.19	3.45		1.73
Video cassettes, tapes, and discs	304,257	0.22	330,046	0.21	11.66	12.55		1.64
Video game software	642,477	0.46	692,041	0.44	24.62	26.31		1.50
Video game hardware and accessories	889,441	0.63	952,558	0.60	34.08	36.21		1.38
Online gaming services	347,009	0.25	374,336	0.24	13.30	14.23		1.53
Streaming, downloading audio	221,710	0.16	240,465	0.15	8.50	9.14		1.64
Personal digital audio players	53,507	0.04	60,928	0.04	2.05	2.32		2.63
CDs, records, audio tapes	228,973	0.16	261,066	0.17	8.77	9.92		2.66
Miscellaneous video equipment	272,400	0.19	294,644	0.19	10.44	11.20		1.58
Satellite dishes	59,102	0.04	64,868	0.04	2.26	2.47		1.88
Applications, games, ringtones for handheld devices	32,065	0.02	34,565	0.02	1.23	1.31		1.51
Repair of TV, radio, and sound equipment	326,230	0.23	350,701	0.22	12.50	13.33		1.46
Rental of video software	20,411	0.01	22,718	0.01	0.78	0.86		2.16
Rental of VCR, radio, sound equipment, video hardware/accessories	5,192	0.00	5,647	0.00	0.20	0.21		1.70
Installation of TV, satellite TV, sound syst. and video equip.	18,611	0.01	21,570	0.01	0.71	0.82		3.00
Musical instruments and accessories	528,725	0.38	583,038	0.37	20.26	22.16		--
Rental and repair of musical instruments	18,710	0.01	22,116	0.01	0.72	0.84		--

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Trade Area: 8044 Montgomery Rd - 3 mi.

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	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Pets, Toys, Hobbies and Playground Equipment</b>								
Pets, toys, hobbies, and playground equipment	45,578,935	32.53	51,649,506	32.77	1,746.45	1,963.26	2.53	137
Pets	37,970,047	27.10	43,058,427	27.32	1,454.90	1,636.70	2.55	139
Pet food	10,131,645	7.23	11,373,852	7.22	388.22	432.33	2.34	137
Vet services	14,712,446	10.50	16,810,338	10.67	563.74	638.98	2.70	140
Pet purchase, supplies, medicine	8,790,650	6.27	9,877,475	6.27	336.83	375.46	2.36	138
Pet services	4,335,306	3.09	4,996,762	3.17	166.12	189.93	2.88	141
Toys, hobbies, and playground equipment	7,608,888	5.43	8,591,080	5.45	291.55	326.56	2.46	131
Toys, games, arts and crafts, and tricycles	7,314,288	5.22	8,260,893	5.24	280.26	314.01	2.46	131
Stamp and coin collecting	162,091	0.12	184,575	0.12	6.21	7.02	2.63	121
Playground equipment	132,510	0.09	145,612	0.09	5.08	5.53	1.90	134
<b>Other Entertainment Supplies, Equipment and Services</b>								
Other entertainment supplies, equipment, and services	22,852,770	16.31	25,764,965	16.35	875.65	979.36	2.43	125
Non-motorized recreational vehicles	1,967,870	1.40	2,203,343	1.40	75.40	83.75	2.29	131
Boat without motor and boat trailers	402,667	0.29	464,797	0.29	15.43	17.67	2.91	130
Trailer and other attachable campers	1,565,203	1.12	1,738,546	1.10	59.97	66.08	2.12	132
Motorized recreational vehicles	4,398,829	3.14	5,035,779	3.19	168.55	191.42	2.74	133
Purchase of other vehicle	1,655,030	1.18	1,848,865	1.17	63.42	70.28	2.24	121
Purchase of boat with motor	2,743,799	1.96	3,186,914	2.02	105.13	121.14	3.04	141
Rental of recreational vehicles	579,530	0.41	661,193	0.42	22.21	25.13	2.67	125
Rental noncamper trailer or boat	65,433	0.05	72,022	0.05	2.51	2.74	1.94	122
Boat and trailer rental out-of-town trips	90,468	0.06	101,759	0.06	3.47	3.87	2.38	122
Rental of other vehicles on out-of-town trips	369,948	0.26	423,199	0.27	14.18	16.09	2.73	127
Rental of camper, other RV's on out-of-town trips	53,681	0.04	64,214	0.04	2.06	2.44	3.65	118
Outboard motors	201,315	0.14	250,389	0.16	7.71	9.52	4.46	147
Docking and landing fees	441,583	0.32	500,284	0.32	16.92	19.02	2.53	122
Sports, recreation and exercise equipment	11,343,539	8.10	12,722,695	8.07	434.65	483.61	2.32	123
Athletic gear, game tables, and exercise equipment	4,149,800	2.96	4,748,376	3.01	159.01	180.49	2.73	125
Bicycles	1,889,147	1.35	2,076,786	1.32	72.39	78.94	1.91	118
Camping equipment	1,120,250	0.80	1,207,116	0.77	42.92	45.88	1.50	119
Hunting and fishing equipment	3,467,636	2.47	3,868,828	2.45	132.87	147.06	2.21	124
Winter sports equipment	255,207	0.18	292,301	0.19	9.78	11.11	2.75	131
Water sports equipment	222,798	0.16	256,265	0.16	8.54	9.74	2.84	128
Other sports equipment	164,793	0.12	185,888	0.12	6.31	7.07	2.44	127
Rental and repair of miscellaneous sports equipment	73,908	0.05	87,135	0.06	2.83	3.31	3.35	137
Photographic equipment, supplies and services	2,652,292	1.89	2,996,451	1.90	101.63	113.90	2.47	126
Film	42,225	0.03	45,951	0.03	1.62	1.75	1.71	110
Photographer fees	1,077,336	0.77	1,218,465	0.77	41.28	46.32	2.49	129
Photo processing	537,725	0.38	617,773	0.39	20.60	23.48	2.81	128
Repair and rental of photographic equipment	4,720	0.00	4,881	0.00	0.18	0.19	0.67	99
Photographic equipment	990,286	0.71	1,109,381	0.70	37.94	42.17	2.30	122
Fireworks	336,351	0.24	352,789	0.22	12.89	13.41	0.96	97
Souvenirs	80,819	0.06	92,314	0.06	3.10	3.51	2.70	107
Visual goods	106,968	0.08	113,088	0.07	4.10	4.30	1.12	113
Pinball, electronic video games	83,294	0.06	81,063	0.05	3.19	3.08	-0.54	109
Live entertainment for catered affairs	321,315	0.23	366,810	0.23	12.31	13.94	2.68	126
Rental of party supplies for catered affairs	339,064	0.24	388,765	0.25	12.99	14.78	2.77	131

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Trade Area: 8044 Montgomery Rd - 3 mi.

Consumer Units:26,098 | Households:26,098 | Dorm Pop:0



# Consumer Buying Power™ | Entertainment



Trade Area: 8044 Montgomery Rd - 5 mi.

Consumer Units:71,078 | Households:71,078 | Dorm Pop:0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>5,946,167,283</b>	<b>100.00</b>	<b>6,656,120,196</b>	<b>100.00</b>	<b>83,656.93</b>	<b>92,595.30</b>	<b>2.28</b>	<b>105</b>
<b>Entertainment</b>								
Entertainment	348,930,650	100.00	392,298,194	100.00	4,909.12	5,457.38		2.37
<b>Fees and Admissions</b>								
Fees and admissions	93,377,331	26.76	105,836,038	26.98	1,313.73	1,472.32		2.54
Recreation expenses, out-of-town trips	363,411	0.10	411,525	0.10	5.11	5.72		2.52
Social, recreation, health club membership	36,482,281	10.46	41,554,535	10.59	513.27	578.08		2.64
Fees for participant sports	17,448,006	5.00	19,689,085	5.02	245.48	273.90		2.45
Participant sports, out-of-town trips	1,758,679	0.50	2,075,468	0.53	24.74	28.87		3.37
Play, theater, opera, concert	10,585,893	3.03	12,024,804	3.07	148.93	167.28		2.58
Movie, other admissions, out-of-town trips	3,760,630	1.08	4,237,323	1.08	52.91	58.95		2.42
Admission to sporting events	6,403,802	1.84	7,252,339	1.85	90.10	100.89		2.52
Admission to sports events, out-of-town trips	1,251,589	0.36	1,410,330	0.36	17.61	19.62		2.42
Fees for recreational lessons	14,959,629	4.29	16,769,103	4.27	210.47	233.28		2.31
Other entertainment services, out-of-town trips	363,411	0.10	411,525	0.10	5.11	5.72		2.52
<b>Audio and Visual Equipment</b>								
Audio and visual equipment and services	84,584,566	24.24	92,840,135	23.67	1,190.02	1,291.53		1.88
Televisions	7,114,053	2.04	7,722,345	1.97	100.09	107.43		1.65
Cable and satellite television services	62,276,291	17.85	68,360,103	17.43	876.17	950.98		1.88
Satellite radio service	1,096,980	0.31	1,233,124	0.31	15.43	17.15		2.37
Stereos, radios, speakers, and components including vehicles	1,709,758	0.49	1,933,617	0.49	24.05	26.90		2.49
Miscellaneous sound equipment	165,937	0.05	173,185	0.04	2.33	2.41		0.86
Sound equipment accessories	1,900,979	0.54	2,138,997	0.55	26.74	29.76		2.39
VCRs and video disc players	213,882	0.06	232,270	0.06	3.01	3.23		1.66
Video cassettes, tapes, and discs	793,737	0.23	857,941	0.22	11.17	11.94		1.57
Video game software	1,653,551	0.47	1,803,248	0.46	23.26	25.09		1.75
Video game hardware and accessories	2,235,414	0.64	2,421,980	0.62	31.45	33.69		1.62
Online gaming services	895,177	0.26	973,789	0.25	12.59	13.55		1.70
Streaming, downloading audio	568,458	0.16	622,333	0.16	8.00	8.66		1.83
Personal digital audio players	128,726	0.04	149,466	0.04	1.81	2.08		3.03
CDs, records, audio tapes	574,613	0.16	651,448	0.17	8.08	9.06		2.54
Miscellaneous video equipment	702,716	0.20	759,667	0.19	9.89	10.57		1.57
Satellite dishes	151,102	0.04	167,199	0.04	2.13	2.33		2.05
Applications, games, ringtones for handheld devices	82,183	0.02	89,263	0.02	1.16	1.24		1.67
Repair of TV, radio, and sound equipment	824,434	0.24	896,598	0.23	11.60	12.47		1.69
Rental of video software	50,038	0.01	56,079	0.01	0.70	0.78		2.31
Rental of VCR, radio, sound equipment, video hardware/accessories	14,761	0.00	15,974	0.00	0.21	0.22		1.59
Installation of TV, satellite TV, sound syst. and video equip.	44,994	0.01	52,112	0.01	0.63	0.72		2.98
Musical instruments and accessories	1,341,379	0.38	1,475,992	0.38	18.87	20.53		--
Rental and repair of musical instruments	45,403	0.01	53,405	0.01	0.64	0.74		--

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Trade Area: 8044 Montgomery Rd - 5 mi.

Consumer Units:71,078 | Households:71,078 | Dorm Pop:0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Pets, Toys, Hobbies and Playground Equipment</b>								
Pets, toys, hobbies, and playground equipment	115,043,583	32.97	130,449,013	33.25	1,618.55	1,814.72	2.55	127
Pets	96,115,986	27.55	109,024,664	27.79	1,352.26	1,516.67	2.55	129
Pet food	25,892,031	7.42	29,047,097	7.40	364.28	404.08	2.33	128
Vet services	36,942,954	10.59	42,235,142	10.77	519.75	587.55	2.71	129
Pet purchase, supplies, medicine	22,396,310	6.42	25,228,863	6.43	315.09	350.97	2.41	129
Pet services	10,884,691	3.12	12,513,563	3.19	153.14	174.08	2.83	130
Toys, hobbies, and playground equipment	18,927,596	5.42	21,424,349	5.46	266.29	298.04	2.51	120
Toys, games, arts and crafts, and tricycles	18,180,867	5.21	20,578,054	5.25	255.79	286.27	2.51	120
Stamp and coin collecting	427,437	0.12	490,357	0.13	6.01	6.82	2.78	118
Playground equipment	319,292	0.09	355,938	0.09	4.49	4.95	2.20	119
<b>Other Entertainment Supplies, Equipment and Services</b>								
Other entertainment supplies, equipment, and services	55,925,171	16.03	63,173,007	16.10	786.81	878.82	2.47	113
Non-motorized recreational vehicles	4,604,621	1.32	5,174,676	1.32	64.78	71.99	2.36	113
Boat without motor and boat trailers	960,335	0.28	1,113,101	0.28	13.51	15.48	3.00	113
Trailer and other attachable campers	3,644,286	1.04	4,061,574	1.04	51.27	56.50	2.19	113
Motorized recreational vehicles	10,360,978	2.97	11,833,811	3.02	145.77	164.62	2.69	115
Purchase of other vehicle	4,146,680	1.19	4,593,209	1.17	58.34	63.90	2.07	111
Purchase of boat with motor	6,214,298	1.78	7,240,603	1.85	87.43	100.73	3.10	118
Rental of recreational vehicles	1,416,036	0.41	1,614,064	0.41	19.92	22.45	2.65	112
Rental noncamper trailer or boat	153,222	0.04	169,500	0.04	2.16	2.36	2.04	105
Boat and trailer rental out-of-town trips	227,230	0.07	254,400	0.06	3.20	3.54	2.28	113
Rental of other vehicles on out-of-town trips	899,237	0.26	1,028,453	0.26	12.65	14.31	2.72	113
Rental of camper, other RV's on out-of-town trips	136,347	0.04	161,711	0.04	1.92	2.25	3.47	110
Outboard motors	469,428	0.13	585,082	0.15	6.60	8.14	4.50	126
Docking and landing fees	1,082,624	0.31	1,231,037	0.31	15.23	17.13	2.60	110
Sports, recreation and exercise equipment	28,224,683	8.09	31,775,977	8.10	397.09	442.05	2.40	112
Athletic gear, game tables, and exercise equipment	10,210,426	2.93	11,720,945	2.99	143.65	163.05	2.80	113
Bicycles	4,797,455	1.37	5,279,668	1.35	67.50	73.45	1.93	110
Camping equipment	2,861,655	0.82	3,103,014	0.79	40.26	43.17	1.63	112
Hunting and fishing equipment	8,640,253	2.48	9,700,202	2.47	121.56	134.94	2.34	113
Winter sports equipment	597,402	0.17	686,605	0.17	8.40	9.55	2.82	112
Water sports equipment	542,957	0.16	627,651	0.16	7.64	8.73	2.94	114
Other sports equipment	401,780	0.12	452,784	0.12	5.65	6.30	2.42	113
Rental and repair of miscellaneous sports equipment	172,755	0.05	205,108	0.05	2.43	2.85	3.49	118
Photographic equipment, supplies and services	6,522,469	1.87	7,385,661	1.88	91.76	102.74	2.52	113
Film	108,629	0.03	118,062	0.03	1.53	1.64	1.68	104
Photographer fees	2,594,556	0.74	2,951,849	0.75	36.50	41.06	2.61	114
Photo processing	1,311,120	0.38	1,504,854	0.38	18.45	20.93	2.79	115
Repair and rental of photographic equipment	12,557	0.00	13,237	0.00	0.18	0.18	1.06	97
Photographic equipment	2,495,607	0.72	2,797,660	0.71	35.11	38.92	2.31	112
Fireworks	890,036	0.26	948,475	0.24	12.52	13.19	1.67	94
Souvenirs	228,841	0.07	248,622	0.06	3.22	3.46	1.67	111
Visual goods	299,028	0.09	310,591	0.08	4.21	4.32	0.76	116
Pinball, electronic video games	223,625	0.06	225,957	0.06	3.15	3.14	0.21	107
Live entertainment for catered affairs	779,201	0.22	890,984	0.23	10.96	12.39	2.72	112
Rental of party supplies for catered affairs	823,602	0.24	948,072	0.24	11.59	13.19	2.85	117

Benchmark: USA

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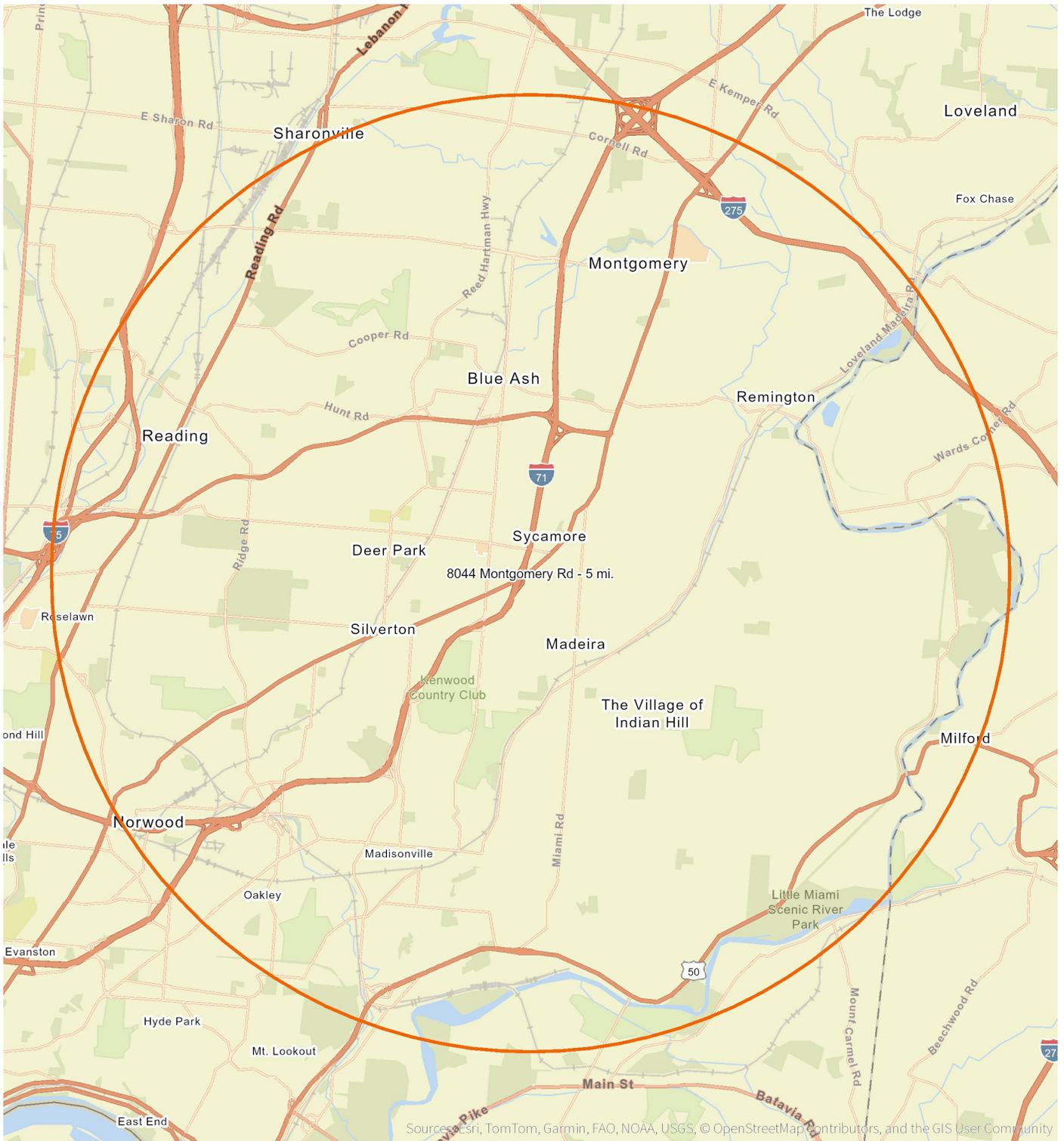
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 8044 Montgomery Rd - 5 mi.

Consumer Units:71,078 | Households:71,078 | Dorm Pop:0



Source: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Benchmark: USA

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# Report Details

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**Name:** Consumer Buying Power™ Entertainment 2026  
**Date / Time:** 3/5/2026 10:52:37 AM  
**Workspace Vintage:** 2026

## Trade Area

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Name	Level	Geographies
8044 Montgomery Rd - 1 mi.		N/A
8044 Montgomery Rd - 3 mi.		N/A
8044 Montgomery Rd - 5 mi.		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Consumer Buying Power™ - 2026 Estimates and 2031 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2026 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )
Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2026 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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