

Ferdinand Town Hall
2065 Main St
Ferdinand, IN 47532

Site Type: Drive Time

Latitude: 38.23231
Longitude: -86.86144
Drive Time: 15 Minutes

Demographic Summary	2009	2014
Population	8,591	8,562
Households	3,061	3,072
Families	2,202	2,171
Median Age	37.7	38.4
Median Household Income	\$52,132	\$53,573

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	74	\$461.48	\$1,412,599
Admission to Movies, Theater, Opera, Ballet	72	\$109.75	\$335,937
Admission to Sporting Events, excl. Trips	76	\$44.15	\$135,157
Fees for Participant Sports, excl. Trips	76	\$84.65	\$259,106
Fees for Recreational Lessons	71	\$93.04	\$284,805
Membership Fees for Social/Recreation/Civic Clubs	76	\$129.40	\$396,107
Dating Services	62	\$0.49	\$1,487
Rental of Video Cassettes and DVDs	80	\$35.06	\$107,321
Toys & Games	85	\$111.09	\$340,061
Toys and Playground Equipment	85	\$106.98	\$327,454
Play Arcade Pinball/Video Games	92	\$2.48	\$7,577
Online Entertainment and Games	72	\$1.64	\$5,030
Recreational Vehicles and Fees	102	\$361.93	\$1,107,877
Docking and Landing Fees for Boats and Planes	76	\$6.27	\$19,201
Camp Fees	76	\$31.68	\$96,983
Purchase of RVs or Boats	107	\$319.15	\$976,921
Rental of RVs or Boats	70	\$4.83	\$14,772
Sports, Recreation and Exercise Equipment	67	\$132.77	\$406,401
Exercise Equipment and Gear, Game Tables	64	\$64.07	\$196,119
Bicycles	68	\$12.77	\$39,074
Camping Equipment	46	\$6.12	\$18,748
Hunting and Fishing Equipment	65	\$25.18	\$77,080
Winter Sports Equipment	80	\$4.84	\$14,830
Water Sports Equipment	99	\$7.22	\$22,114
Other Sports Equipment	85	\$9.31	\$28,494
Rental/Repair of Sports/Recreation/Exercise Equipment	81	\$3.25	\$9,942
Photographic Equipment and Supplies	84	\$97.96	\$299,857
Film	95	\$10.98	\$33,595
Film Processing	91	\$23.68	\$72,483
Photographic Equipment	79	\$36.94	\$113,076
Photographer Fees/Other Supplies & Equip Rental/Repair	81	\$26.36	\$80,703
Reading	82	\$133.71	\$409,287
Magazine/Newspaper Subscriptions	86	\$56.84	\$173,991
Magazine/Newspaper Single Copies	88	\$17.32	\$53,023
Books	78	\$59.55	\$182,273

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: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.

Ferdinand Town Hall
2065 Main St
Ferdinand, IN 47532

Site Type: Drive Time

Latitude: 38.23231
 Longitude: -86.86144
 Drive Time: 30 Minutes

Demographic Summary	2009	2014	
Population	52,529	53,477	
Households	19,743	20,291	
Families	13,931	14,062	
Median Age	38.4	39.2	
Median Household Income	\$52,948	\$54,235	

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	80	\$499.73	\$9,866,137
Admission to Movies, Theater, Opera, Ballet	79	\$119.78	\$2,364,867
Admission to Sporting Events, excl. Trips	81	\$47.61	\$939,940
Fees for Participant Sports, excl. Trips	83	\$91.50	\$1,806,502
Fees for Recreational Lessons	77	\$100.78	\$1,989,778
Membership Fees for Social/Recreation/Civic Clubs	82	\$139.50	\$2,754,158
Dating Services	70	\$0.55	\$10,892
Rental of Video Cassettes and DVDs	85	\$37.59	\$742,119
Toys & Games	90	\$117.27	\$2,315,231
Toys and Playground Equipment	90	\$112.90	\$2,228,980
Play Arcade Pinball/Video Games	94	\$2.56	\$50,599
Online Entertainment and Games	79	\$1.81	\$35,652
Recreational Vehicles and Fees	105	\$372.99	\$7,363,986
Docking and Landing Fees for Boats and Planes	81	\$6.72	\$132,607
Camp Fees	81	\$33.96	\$670,428
Purchase of RVs or Boats	110	\$327.05	\$6,456,870
Rental of RVs or Boats	76	\$5.27	\$104,081
Sports, Recreation and Exercise Equipment	70	\$139.76	\$2,759,322
Exercise Equipment and Gear, Game Tables	67	\$67.17	\$1,326,149
Bicycles	75	\$14.04	\$277,130
Camping Equipment	49	\$6.48	\$127,873
Hunting and Fishing Equipment	67	\$26.06	\$514,422
Winter Sports Equipment	85	\$5.16	\$101,927
Water Sports Equipment	102	\$7.47	\$147,474
Other Sports Equipment	91	\$9.92	\$195,817
Rental/Repair of Sports/Recreation/Exercise Equipment	87	\$3.47	\$68,530
Photographic Equipment and Supplies	89	\$103.73	\$2,048,016
Film	99	\$11.44	\$225,850
Film Processing	95	\$24.87	\$491,029
Photographic Equipment	85	\$39.46	\$779,087
Photographer Fees/Other Supplies & Equip Rental/Repair	86	\$27.96	\$552,050
Reading	88	\$143.36	\$2,830,319
Magazine/Newspaper Subscriptions	92	\$60.70	\$1,198,431
Magazine/Newspaper Single Copies	93	\$18.41	\$363,465
Books	84	\$64.25	\$1,268,423

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: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.

Ferdinand Town Hall
2065 Main St
Ferdinand, IN 47532

Site Type: Drive Time

Latitude: 38.23231
Longitude: -86.86144
Drive Time: 45 Minutes

Demographic Summary	2009	2014	
Population	111,741	113,337	
Households	43,415	44,412	
Families	30,561	30,705	
Median Age	39.3	40.2	
Median Household Income	\$50,309	\$51,961	

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	73	\$451.94	\$19,621,071
Admission to Movies, Theater, Opera, Ballet	72	\$108.74	\$4,720,747
Admission to Sporting Events, excl. Trips	74	\$43.47	\$1,887,225
Fees for Participant Sports, excl. Trips	75	\$82.92	\$3,600,007
Fees for Recreational Lessons	68	\$89.43	\$3,882,463
Membership Fees for Social/Recreation/Civic Clubs	74	\$126.89	\$5,508,754
Dating Services	63	\$0.50	\$21,875
Rental of Video Cassettes and DVDs	80	\$35.07	\$1,522,613
Toys & Games	85	\$110.99	\$4,818,662
Toys and Playground Equipment	85	\$106.88	\$4,640,296
Play Arcade Pinball/Video Games	91	\$2.47	\$107,021
Online Entertainment and Games	72	\$1.64	\$71,344
Recreational Vehicles and Fees	106	\$374.28	\$16,249,272
Docking and Landing Fees for Boats and Planes	72	\$6.00	\$260,450
Camp Fees	73	\$30.40	\$1,319,664
Purchase of RVs or Boats	112	\$333.17	\$14,464,767
Rental of RVs or Boats	68	\$4.71	\$204,391
Sports, Recreation and Exercise Equipment	67	\$133.22	\$5,783,804
Exercise Equipment and Gear, Game Tables	64	\$63.49	\$2,756,303
Bicycles	69	\$12.94	\$562,004
Camping Equipment	47	\$6.24	\$270,815
Hunting and Fishing Equipment	66	\$25.50	\$1,107,287
Winter Sports Equipment	83	\$5.03	\$218,368
Water Sports Equipment	100	\$7.31	\$317,156
Other Sports Equipment	86	\$9.39	\$407,572
Rental/Repair of Sports/Recreation/Exercise Equipment	83	\$3.32	\$144,299
Photographic Equipment and Supplies	84	\$97.95	\$4,252,393
Film	98	\$11.26	\$489,064
Film Processing	92	\$23.96	\$1,040,273
Photographic Equipment	79	\$36.76	\$1,596,066
Photographer Fees/Other Supplies & Equip Rental/Repair	80	\$25.96	\$1,126,990
Reading	82	\$134.00	\$5,817,451
Magazine/Newspaper Subscriptions	87	\$57.10	\$2,479,185
Magazine/Newspaper Single Copies	89	\$17.53	\$761,147
Books	77	\$59.36	\$2,577,119

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