

Burke County, NC_3
Burke County, NC (37023)
Geography: County

Demographic Summary	2010	2015	
Population	90,059	89,989	
Households	34,827	34,781	
Families	24,009	23,815	
Median Age	40.2	41.4	
Median Household Income	\$43,765	\$50,464	

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	60	\$369.14	\$12,855,886
Admission to Movies, Theater, Opera, Ballet	61	\$92.92	\$3,236,172
Admission to Sporting Events, excl. Trips	67	\$39.82	\$1,386,944
Fees for Participant Sports, excl. Trips	64	\$68.30	\$2,378,662
Fees for Recreational Lessons	52	\$71.63	\$2,494,666
Membership Fees for Social/Recreation/Civic Clubs	59	\$96.10	\$3,346,760
Dating Services	47	\$0.36	\$12,682
Rental of Video Cassettes and DVDs	73	\$30.15	\$1,049,974
Toys & Games	80	\$116.78	\$4,066,995
Toys and Playground Equipment	81	\$114.05	\$3,972,173
Play Arcade Pinball/Video Games	68	\$1.29	\$44,991
Online Entertainment and Games	62	\$1.43	\$49,831
Recreational Vehicles and Fees	92	\$297.33	\$10,355,203
Docking and Landing Fees for Boats and Planes	57	\$4.03	\$140,426
Camp Fees	61	\$17.63	\$613,855
Purchase of RVs or Boats	97	\$270.47	\$9,419,749
Rental of RVs or Boats	61	\$5.20	\$181,173
Sports, Recreation and Exercise Equipment	65	\$118.37	\$4,122,522
Exercise Equipment and Gear, Game Tables	67	\$55.35	\$1,927,518
Bicycles	62	\$12.19	\$424,526
Camping Equipment	34	\$4.85	\$168,790
Hunting and Fishing Equipment	63	\$24.16	\$841,337
Winter Sports Equipment	71	\$4.59	\$159,890
Water Sports Equipment	104	\$6.96	\$242,534
Other Sports Equipment	79	\$7.46	\$259,950
Rental/Repair of Sports/Recreation/Exercise Equipment	70	\$2.81	\$97,977
Photographic Equipment and Supplies	73	\$75.33	\$2,623,651
Film	90	\$6.63	\$230,778
Film Processing	83	\$18.54	\$645,531
Photographic Equipment	66	\$28.29	\$985,182
Photographer Fees/Other Supplies & Equip Rental/Repair	71	\$21.88	\$762,160
Reading	72	\$111.49	\$3,882,972
Magazine/Newspaper Subscriptions	76	\$48.03	\$1,672,795
Magazine/Newspaper Single Copies	80	\$15.40	\$536,273
Books	66	\$48.06	\$1,673,904

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.