



Lakewood City, WA
 Lakewood city, WA (5338038)
 Geography: Place

Demographic Summary	2010	2015
Population	59,401	60,293
Households	24,719	25,197
Families	15,216	15,371
Median Age	36.1	36.4
Median Household Income	\$46,649	\$53,483

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	80	\$496.89	\$12,282,518
Admission to Movies, Theater, Opera, Ballet	85	\$128.46	\$3,175,296
Admission to Sporting Events, excl. Trips	79	\$46.78	\$1,156,453
Fees for Participant Sports, excl. Trips	80	\$85.31	\$2,108,720
Fees for Recreational Lessons	77	\$105.03	\$2,596,326
Membership Fees for Social/Recreation/Civic Clubs	80	\$130.58	\$3,227,913
Dating Services	94	\$0.72	\$17,810
Rental of Video Cassettes and DVDs	87	\$35.86	\$886,352
Toys & Games	82	\$118.68	\$2,933,698
Toys and Playground Equipment	81	\$115.03	\$2,843,500
Play Arcade Pinball/Video Games	84	\$1.58	\$38,944
Online Entertainment and Games	89	\$2.07	\$51,253
Recreational Vehicles and Fees	68	\$219.69	\$5,430,495
Docking and Landing Fees for Boats and Planes	77	\$5.46	\$134,950
Camp Fees	72	\$20.67	\$510,858
Purchase of RVs or Boats	67	\$186.83	\$4,618,276
Rental of RVs or Boats	79	\$6.73	\$166,411
Sports, Recreation and Exercise Equipment	62	\$111.91	\$2,766,215
Exercise Equipment and Gear, Game Tables	65	\$53.58	\$1,324,466
Bicycles	85	\$16.80	\$415,304
Camping Equipment	35	\$5.02	\$123,975
Hunting and Fishing Equipment	44	\$16.70	\$412,768
Winter Sports Equipment	73	\$4.74	\$117,289
Water Sports Equipment	69	\$4.63	\$114,367
Other Sports Equipment	78	\$7.42	\$183,341
Rental/Repair of Sports/Recreation/Exercise Equipment	76	\$3.02	\$74,705
Photographic Equipment and Supplies	80	\$83.01	\$2,051,851
Film	79	\$5.80	\$143,317
Film Processing	78	\$17.44	\$431,001
Photographic Equipment	84	\$35.79	\$884,585
Photographer Fees/Other Supplies & Equip Rental/Repair	78	\$23.99	\$592,948
Reading	80	\$124.61	\$3,080,164
Magazine/Newspaper Subscriptions	78	\$49.36	\$1,220,180
Magazine/Newspaper Single Copies	81	\$15.57	\$384,960
Books	82	\$59.67	\$1,475,024

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.