



**Places: Tuscola city, IL**

**Demographic Summary**

	<b>2008</b>	<b>2013</b>
Population	4,485	4,499
Households	1,938	1,957
Families	1,276	1,266
Median Age	39.7	40.8
Median Household Income	\$49,249	\$56,336

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	73	\$450.89	\$873,828
Admission to Movies, Theater, Opera, Ballet	70	\$104.26	\$202,056
Admission to Sporting Events, excl. Trips	72	\$43.64	\$84,569
Fees for Participant Sports, excl. Trips	74	\$84.36	\$163,485
Fees for Recreational Lessons	72	\$91.65	\$177,620
Membership Fees for Social/Recreation/Civic Clubs	76	\$126.60	\$245,360
Dating Services	64	\$0.38	\$738
Rental of Video Cassettes and DVDs	79	\$40.30	\$78,108
<b>Toys &amp; Games</b>	80	\$118.76	\$230,161
Toys and Playground Equipment	80	\$114.84	\$222,568
Play Arcade Pinball/Video Games	83	\$2.27	\$4,398
Online Entertainment and Games	77	\$1.65	\$3,195
<b>Recreational Vehicles and Fees</b>	86	\$376.13	\$728,932
Docking and Landing Fees for Boats and Planes	77	\$6.54	\$12,679
Camp Fees	64	\$26.49	\$51,335
Purchase of RVs or Boats	89	\$337.70	\$654,460
Rental of RVs or Boats	71	\$5.40	\$10,458
<b>Sports, Recreation and Exercise Equipment</b>	73	\$157.07	\$304,398
Exercise Equipment and Gear, Game Tables	79	\$82.42	\$159,732
Bicycles	69	\$13.01	\$25,211
Camping Equipment	49	\$8.07	\$15,643
Hunting and Fishing Equipment	71	\$31.58	\$61,196
Winter Sports Equipment	66	\$3.58	\$6,941
Water Sports Equipment	72	\$5.19	\$10,051
Other Sports Equipment	70	\$10.60	\$20,539
Rental/Repair of Sports/Recreation/Exercise Equipment	74	\$2.62	\$5,085
<b>Photographic Equipment and Supplies</b>	78	\$99.88	\$193,575
Film	82	\$13.79	\$26,718
Film Processing	80	\$24.15	\$46,807
Photographic Equipment	74	\$35.53	\$68,857
Photographer Fees/Other Supplies & Equip Rental/Repair	81	\$26.42	\$51,193
<b>Reading</b>	80	\$229.22	\$444,236
Magazine/Newspaper Subscriptions	82	\$126.57	\$245,284
Magazine/Newspaper Single Copies	81	\$38.49	\$74,595
Books	76	\$64.17	\$124,357

**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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.