

Table 8. Entertainment: Average spending by income, 2007

(average annual spending on entertainment, by before-tax income of consumer units (CU), 2007)

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Number of consumer units (in 000s)	120,171	24,704	27,931	11,824	18,390	6,957	9,777	20,588
Number of persons per CU	2.5	1.7	2.2	2.4	2.7	2.9	3.0	3.2
Average before-tax income of CU	\$63,091.00	\$10,762.39	\$29,555.71	\$44,555.00	\$59,527.00	\$74,679.00	\$88,830.00	\$169,072.00
Average spending of CU, total	49,637.95	20,653.35	32,085.51	41,082.65	50,427.82	58,005.10	67,640.13	101,040.93
ENTERTAINMENT	2,697.99	943.85	1,560.41	2,028.76	2,660.12	2,913.15	3,722.18	6,225.43
Fees and admissions	658.07	124.09	245.09	377.62	538.83	654.37	955.62	1,994.28
Social, recreation, civic club membership	123.48	19.57	42.25	71.18	91.69	131.00	163.05	395.44
Fees for participant sports	148.90	19.69	51.18	75.90	132.16	114.93	221.56	477.97
Movie, theater, amusement park, and other admissions	159.35	42.59	78.08	121.41	149.83	183.65	219.56	403.15
Admission to sports events	65.02	16.49	18.99	32.64	44.63	48.31	71.58	225.02
Fees for recreational lessons	105.56	12.50	26.31	47.15	63.96	121.40	194.28	347.94
Audio and visual equipment and services	986.81	505.39	724.29	885.93	1,062.21	1,042.84	1,344.75	1,721.27
Radios	2.74	1.17	1.78	1.55	3.18	5.12	2.46	5.53
Television sets	162.24	45.89	98.94	117.49	139.77	130.03	215.51	419.10
Tape recorders and players	3.38	0.80	3.09	0.81	1.63	13.01	7.71	4.94
Cable and satellite television services	555.13	342.99	463.26	553.96	603.88	625.80	686.88	805.04
Miscellaneous sound equipment	2.54	–	–	3.32	1.78	1.65	5.53	6.85
Satellite radio service	12.01	5.21	7.31	9.19	13.71	21.51	15.27	21.88
Sound equipment accessories	13.79	7.80	3.39	4.21	14.22	12.84	11.78	43.22
Online gaming services	1.55	0.60	0.84	2.61	2.27	0.97	1.32	2.69
VCRs and video disc players	14.83	4.75	11.21	11.78	11.45	13.03	23.87	32.91
Video game hardware and software	63.10	33.89	35.73	35.48	105.75	31.91	133.01	87.95
Video cassettes, tapes, and discs	38.32	18.52	25.58	43.66	41.15	56.73	58.36	58.00
Streamed and downloaded video	1.03	0.15	0.42	1.17	1.38	1.02	0.99	2.61
Repair of TV, radio, and sound equipment	4.26	0.94	3.41	2.81	5.30	3.18	5.69	8.98
Rental of television sets	0.72	0.75	0.71	3.10	0.56	–	–	–
Personal digital audio players	17.39	5.14	6.32	13.68	16.85	15.80	26.47	45.94
Sound components and component systems	13.21	2.83	6.89	7.49	14.46	12.31	22.12	32.49
Satellite dishes	0.98	0.51	0.13	1.04	0.72	1.82	0.85	2.83
Compact discs, records, and audio tapes	27.39	12.37	17.19	27.89	30.83	30.89	38.27	49.52
Streamed and downloaded audio	3.68	1.23	1.57	2.88	3.73	4.06	5.15	9.06
Rental of VCR, radio, and sound equipment	0.31	0.03	0.78	0.13	0.45	–	–	0.26
Musical instruments and accessories	14.99	8.86	12.19	10.12	10.28	13.81	35.76	23.69
Rental and repair of musical instruments	1.29	0.44	0.77	0.99	0.88	1.44	2.78	3.07
Rental of video cassettes, tapes, discs, films	30.87	11.50	21.47	29.46	37.13	45.11	42.50	51.76
Installation of television sets	0.98	0.34	0.41	1.04	0.82	0.49	1.41	2.74
Toys, games, arts and crafts, and tricycles	119.93	30.95	63.88	97.06	144.68	152.71	206.12	238.73
Stamp and coin collecting	4.02	0.95	5.00	2.18	3.56	0.86	6.68	7.67
Playground equipment	5.38	0.57	2.63	3.34	2.96	1.86	5.45	19.40
Other entertainment supplies, equipment, services	492.95	143.69	238.33	338.40	475.47	452.55	574.60	1,353.16
Unmotored recreational vehicles	72.01	83.69	19.42	62.88	69.04	124.57	113.12	130.65
Motorized recreational vehicles	147.76	20.94	109.80	64.31	111.07	–	169.15	476.20
Docking and landing fees	4.42	0.13	1.70	4.91	4.75	2.77	4.53	13.26

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Sports, recreation, exercise equipment	\$154.40	\$38.11	\$50.53	\$135.46	\$161.19	\$190.33	\$119.97	\$458.43
Athletic gear, game tables, exercise equipment	65.55	18.73	14.14	43.50	33.17	87.98	51.86	244.04
Bicycles	16.72	6.10	7.93	15.24	14.49	11.00	19.49	44.82
Camping equipment	11.39	2.57	7.75	8.57	10.69	11.86	13.12	28.74
Hunting and fishing equipment	29.66	4.91	10.36	23.94	87.80	44.10	11.05	41.88
Winter sports equipment	4.06	2.64	0.67	4.94	1.06	2.35	3.11	13.58
Water sports equipment	4.49	0.43	1.46	1.56	3.34	9.91	6.24	13.51
Other sports equipment	7.03	3.22	4.17	4.21	5.90	5.83	13.39	15.49
Rental and repair of misc. sports equipment	2.43	0.71	0.69	0.60	4.74	4.89	1.70	5.50
Photographic equipment and supplies	79.45	23.58	36.48	60.81	104.75	116.87	83.96	180.20
Film	4.69	2.03	3.67	4.58	5.48	5.30	5.47	8.03
Photo processing	15.98	5.25	8.33	14.20	15.08	18.99	25.75	35.42
Repair and rental of photographic equipment	0.63	0.17	0.89	0.04	0.36	1.21	1.61	0.75
Photographic equipment	32.24	9.57	17.25	21.56	34.97	58.47	30.98	75.19
Photographer fees	25.13	8.35	6.34	19.11	48.14	30.46	17.59	59.92
Live entertainment for catered affairs	9.18	1.65	5.86	1.02	4.75	5.91	37.33	19.08
Rental of party supplies for catered affairs	9.36	2.24	5.42	2.18	6.81	3.61	15.11	28.86

*Note: Numbers do not add to total because not all categories are shown. “–” means sample is too small to make a reliable estimate.
Source: Bureau of Labor Statistics, unpublished tables from the 2007 Consumer Expenditure Survey; calculations by New Strategist*

Admission to Sports Events (Including on Trips)

Best customers: **Householders aged 35 to 44**
High-income households
Married couples with children at home
Non-Hispanic whites

Customer trends: **Average household spending on admissions to sports events may slide as households tighten their belts and high-definition television substitutes for the real thing.**

The best customers of sports events are affluent married couples with children at home. Households with school-aged children spend 93 percent more than the average on this item, while those with younger children and those with adult children at home spend, respectively, 81 and 54 percent more than average. Householders aged 35 to 44 spend 60 percent more than average on admissions to sports events because many are parents. Households with incomes of \$100,000 or more spend more than three times the average on admissions to sports events and account for 60 percent the market. Non-Hispanic whites far outspend other racial and ethnic groups.

Average household spending on admissions to sports events grew 7 percent between 2000 and 2007, after adjusting for inflation. Spending on sports events may fall in the years ahead as households tighten their belts and high-definition television substitutes for the real thing.

Table 32. Admission to sports events (including on trips)

Total household spending	\$7,813,518,420.00		
Average household spends	65.02		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$65.02	100	100.0%
Under age 25	33.69	52	3.5
Aged 25 to 34	57.00	88	15.0
Aged 35 to 44	103.85	160	31.1
Aged 45 to 54	76.43	118	24.7
Aged 55 to 64	58.65	90	14.6
Aged 65 to 74	49.52	76	7.6
Aged 75 or older	23.98	37	3.5

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$65.02	100	100.0%
Under \$20,000	16.49	25	5.2
\$20,000 to \$39,999	18.99	29	6.8
\$40,000 to \$49,999	32.64	50	4.9
\$50,000 to \$69,999	44.63	69	10.5
\$70,000 to \$79,999	48.31	74	4.3
\$80,000 to \$99,999	71.58	110	9.0
\$100,000 or more	225.02	346	59.3
HOUSEHOLD TYPE			
Average household	65.02	100	100.0
Married couples	95.02	146	73.9
Married couples, no children	72.26	111	24.0
Married couples, with children	116.65	179	44.8
Oldest child under age 6	117.55	181	8.8
Oldest child aged 6 to 17	125.71	193	24.6
Oldest child aged 18 or older	100.42	154	11.4
Single parent with child under age 18	30.71	47	2.8
Single person	31.61	49	14.5
RACE AND HISPANIC ORIGIN			
Average household	65.02	100	100.0
Asian	48.23	74	2.6
Black	19.88	31	3.7
Hispanic	29.35	45	5.3
Non-Hispanic white and other	77.56	119	91.1
REGION			
Average household	65.02	100	100.0
Northeast	67.52	104	19.3
Midwest	68.21	105	24.0
South	63.08	97	34.8
West	62.83	97	21.9
EDUCATION			
Average household	65.02	100	100.0
Less than high school graduate	13.92	21	3.2
High school graduate	28.41	44	11.0
Some college	56.09	86	18.8
Associate's degree	71.41	110	9.8
College graduate	128.46	198	57.2
Bachelor's degree	117.20	180	33.8
Master's, professional, doctoral degree	149.15	229	23.4

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey