



Recreation Expenditures

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		7,700	8,454
Households		2,622	2,865
Families		1,782	1,932
Median Age		32.5	32.4
Median Household Income		\$54,235	\$60,292
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		103	\$1,240.18
Cable & Satellite Television Services		101	\$903.80
Televisions & Video		112	\$247.17
Audio		103	\$84.37
Rental of TV/VCR/Radio/Sound Equipment		127	\$1.66
Repair of TV/Radio/Sound Equipment		122	\$3.19
Entertainment/Recreation Fees and Admissions		103	\$595.65
Tickets to Theatre/Operas/Concerts		97	\$51.30
Tickets to Movies/Museums/Parks		119	\$79.09
Admission to Sporting Events, excl.Trips		98	\$52.37
Fees for Participant Sports, excl.Trips		102	\$91.32
Fees for Recreational Lessons		107	\$131.32
Membership Fees for Social/Recreation/Civic Clubs		99	\$189.34
Dating Services		132	\$0.91
Toys/Games/Crafts/Hobbies		105	\$119.52
Toys/Games/Arts/Crafts/Tricycles		106	\$106.75
Playground Equipment		86	\$3.56
Play Arcade Pinball/Video Games		109	\$2.35
Online Entertainment and Games		110	\$3.64
Stamp & Coin Collecting		72	\$3.22
Recreational Vehicles and Fees		88	\$94.49
Docking and Landing Fees for Boats and Planes		80	\$6.17
Camp Fees		78	\$28.01
Payments on Boats/Trailers/Campers/RVs		91	\$43.54
Rental of RVs or Boats		106	\$16.77
Sports, Recreation and Exercise Equipment		104	\$172.04
Exercise Equipment and Gear, Game Tables		92	\$50.41
Bicycles		125	\$32.26
Camping Equipment		116	\$17.34
Hunting and Fishing Equipment		103	\$48.94
Winter Sports Equipment		111	\$5.57
Water Sports Equipment		111	\$5.90
Other Sports Equipment		89	\$8.51
Rental/Repair of Sports/Recreation/Exercise Equipment		106	\$3.12
Photographic Equipment and Supplies		101	\$55.41
Film		103	\$0.95
Film Processing		88	\$6.67
Photographic Equipment		102	\$24.16
Photographer Fees/Other Supplies & Equip Rental/Repair		103	\$23.63
Reading		93	\$122.24
Magazine/Newspaper Subscriptions		78	\$32.59
Magazine/Newspaper Single Copies		86	\$8.77
Books		99	\$40.78
Digital Book Readers		107	\$40.10

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Recreation Expenditures

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		77,945	83,900
Households		26,271	28,100
Families		17,141	18,183
Median Age		31.6	31.7
Median Household Income		\$46,912	\$53,012
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio			
		91	\$1,093.07
Cable & Satellite Television Services		89	\$797.05
Televisions & Video		99	\$218.99
Audio		89	\$72.85
Rental of TV/VCR/Radio/Sound Equipment		118	\$1.55
Repair of TV/Radio/Sound Equipment		100	\$2.63
Entertainment/Recreation Fees and Admissions			
		87	\$504.51
Tickets to Theatre/Operas/Concerts		83	\$43.76
Tickets to Movies/Museums/Parks		102	\$67.48
Admission to Sporting Events, excl.Trips		85	\$45.50
Fees for Participant Sports, excl.Trips		88	\$79.01
Fees for Recreational Lessons		87	\$107.55
Membership Fees for Social/Recreation/Civic Clubs		84	\$160.45
Dating Services		112	\$0.77
Toys/Games/Crafts/Hobbies			
		91	\$103.62
Toys/Games/Arts/Crafts/Tricycles		92	\$92.35
Playground Equipment		77	\$3.21
Play Arcade Pinball/Video Games		98	\$2.11
Online Entertainment and Games		98	\$3.26
Stamp & Coin Collecting		60	\$2.69
Recreational Vehicles and Fees			
		78	\$83.55
Docking and Landing Fees for Boats and Planes		74	\$5.66
Camp Fees		69	\$24.71
Payments on Boats/Trailers/Campers/RVs		79	\$38.18
Rental of RVs or Boats		95	\$15.00
Sports, Recreation and Exercise Equipment			
		89	\$148.07
Exercise Equipment and Gear, Game Tables		79	\$43.14
Bicycles		108	\$27.86
Camping Equipment		102	\$15.21
Hunting and Fishing Equipment		89	\$42.21
Winter Sports Equipment		89	\$4.47
Water Sports Equipment		93	\$4.93
Other Sports Equipment		79	\$7.55
Rental/Repair of Sports/Recreation/Exercise Equipment		92	\$2.71
Photographic Equipment and Supplies			
		88	\$48.43
Film		90	\$0.83
Film Processing		75	\$5.70
Photographic Equipment		88	\$20.89
Photographer Fees/Other Supplies & Equip Rental/Repair		92	\$21.01
Reading			
		81	\$106.77
Magazine/Newspaper Subscriptions		66	\$27.82
Magazine/Newspaper Single Copies		71	\$7.22
Books		86	\$35.38
Digital Book Readers		97	\$36.35

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Recreation Expenditures

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		245,004	260,609
Households		84,363	89,053
Families		55,754	58,483
Median Age		32.5	32.9
Median Household Income		\$47,659	\$53,981
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		97	\$1,161.32
Cable & Satellite Television Services		95	\$847.33
Televisions & Video		105	\$230.88
Audio		96	\$78.71
Rental of TV/VCR/Radio/Sound Equipment		120	\$1.57
Repair of TV/Radio/Sound Equipment		108	\$2.84
Entertainment/Recreation Fees and Admissions		96	\$555.87
Tickets to Theatre/Operas/Concerts		93	\$48.84
Tickets to Movies/Museums/Parks		108	\$71.95
Admission to Sporting Events, excl.Trips		94	\$50.13
Fees for Participant Sports, excl.Trips		97	\$86.59
Fees for Recreational Lessons		97	\$119.35
Membership Fees for Social/Recreation/Civic Clubs		93	\$178.20
Dating Services		117	\$0.81
Toys/Games/Crafts/Hobbies		97	\$110.51
Toys/Games/Arts/Crafts/Tricycles		98	\$98.28
Playground Equipment		82	\$3.43
Play Arcade Pinball/Video Games		105	\$2.26
Online Entertainment and Games		104	\$3.45
Stamp & Coin Collecting		69	\$3.09
Recreational Vehicles and Fees		86	\$92.29
Docking and Landing Fees for Boats and Planes		83	\$6.37
Camp Fees		78	\$28.22
Payments on Boats/Trailers/Campers/RVs		86	\$41.50
Rental of RVs or Boats		103	\$16.21
Sports, Recreation and Exercise Equipment		96	\$159.06
Exercise Equipment and Gear, Game Tables		86	\$47.13
Bicycles		114	\$29.55
Camping Equipment		108	\$16.08
Hunting and Fishing Equipment		95	\$44.85
Winter Sports Equipment		99	\$4.95
Water Sports Equipment		102	\$5.41
Other Sports Equipment		85	\$8.11
Rental/Repair of Sports/Recreation/Exercise Equipment		102	\$2.98
Photographic Equipment and Supplies		95	\$52.40
Film		96	\$0.88
Film Processing		84	\$6.32
Photographic Equipment		96	\$22.68
Photographer Fees/Other Supplies & Equip Rental/Repair		98	\$22.52
Reading		89	\$116.50
Magazine/Newspaper Subscriptions		75	\$31.54
Magazine/Newspaper Single Copies		79	\$8.08
Books		93	\$38.54
Digital Book Readers		102	\$38.34

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