



Recreation Expenditures

Norcross, GA - 3,5,10 Minutes
65 Lawrenceville St NW, Norcross, Georgia, 30071
Drive Time: 3 minute radius

Prepared by Esri
Latitude: 33.94260
Longitude: -84.21145

Demographic Summary		2016	2021
Population		1,063	1,208
Households		498	565
Families		319	358
Median Age		34.5	35.2
Median Household Income		\$52,967	\$60,097
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		97	\$578,672
Cable & Satellite Television Services		95	\$423,089
Televisions & Video		103	\$113,068
Audio		98	\$40,081
Rental of TV/VCR/Radio/Sound Equipment		126	\$821
Repair of TV/Radio/Sound Equipment		124	\$1,613
Entertainment/Recreation Fees and Admissions		103	\$297,068
Tickets to Theatre/Operas/Concerts		102	\$26,877
Tickets to Movies/Museums/Parks		112	\$36,939
Admission to Sporting Events, excl.Trips		99	\$26,216
Fees for Participant Sports, excl.Trips		97	\$43,126
Fees for Recreational Lessons		108	\$66,312
Membership Fees for Social/Recreation/Civic Clubs		102	\$97,112
Dating Services		142	\$487
Toys/Games/Crafts/Hobbies		97	\$55,449
Toys/Games/Arts/Crafts/Tricycles		99	\$49,591
Playground Equipment		69	\$1,431
Play Arcade Pinball/Video Games		98	\$1,051
Online Entertainment and Games		102	\$1,675
Stamp & Coin Collecting		77	\$1,701
Recreational Vehicles and Fees		81	\$43,435
Docking and Landing Fees for Boats and Planes		72	\$2,747
Camp Fees		82	\$14,736
Payments on Boats/Trailers/Campers/RVs		78	\$18,573
Rental of RVs or Boats		94	\$7,379
Sports, Recreation and Exercise Equipment		97	\$79,625
Exercise Equipment and Gear, Game Tables		87	\$23,631
Bicycles		113	\$14,583
Camping Equipment		101	\$7,507
Hunting and Fishing Equipment		95	\$22,510
Winter Sports Equipment		119	\$2,957
Water Sports Equipment		110	\$2,907
Other Sports Equipment		83	\$3,962
Rental/Repair of Sports/Recreation/Exercise Equipment		108	\$1,569
Photographic Equipment and Supplies		95	\$26,169
Film		92	\$421
Film Processing		89	\$3,335
Photographic Equipment		100	\$11,841
Photographer Fees/Other Supplies & Equip Rental/Repair		93	\$10,572
Reading		92	\$59,873
Magazine/Newspaper Subscriptions		83	\$17,472
Magazine/Newspaper Single Copies		97	\$4,948
Books		95	\$19,488
Digital Book Readers		96	\$17,965

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 - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		11,198	12,308
Households		3,444	3,763
Families		2,408	2,613
Median Age		31.9	31.9
Median Household Income		\$47,916	\$54,209
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		91	\$3,759,952
Cable & Satellite Television Services		89	\$2,746,135
Televisions & Video		98	\$746,932
Audio		90	\$252,419
Rental of TV/VCR/Radio/Sound Equipment		110	\$4,943
Repair of TV/Radio/Sound Equipment		106	\$9,523
Entertainment/Recreation Fees and Admissions		88	\$1,749,149
Tickets to Theatre/Operas/Concerts		82	\$148,997
Tickets to Movies/Museums/Parks		104	\$237,004
Admission to Sporting Events, excl.Trips		83	\$152,257
Fees for Participant Sports, excl.Trips		88	\$271,532
Fees for Recreational Lessons		90	\$383,239
Membership Fees for Social/Recreation/Civic Clubs		84	\$553,523
Dating Services		109	\$2,598
Toys/Games/Crafts/Hobbies		91	\$360,217
Toys/Games/Arts/Crafts/Tricycles		93	\$321,743
Playground Equipment		78	\$11,113
Play Arcade Pinball/Video Games		94	\$6,951
Online Entertainment and Games		96	\$10,911
Stamp & Coin Collecting		62	\$9,498
Recreational Vehicles and Fees		76	\$283,025
Docking and Landing Fees for Boats and Planes		70	\$18,640
Camp Fees		64	\$79,344
Payments on Boats/Trailers/Campers/RVs		81	\$134,196
Rental of RVs or Boats		93	\$50,844
Sports, Recreation and Exercise Equipment		90	\$512,708
Exercise Equipment and Gear, Game Tables		79	\$149,151
Bicycles		108	\$96,553
Camping Equipment		102	\$52,471
Hunting and Fishing Equipment		90	\$146,333
Winter Sports Equipment		93	\$16,069
Water Sports Equipment		95	\$17,314
Other Sports Equipment		78	\$25,670
Rental/Repair of Sports/Recreation/Exercise Equipment		91	\$9,146
Photographic Equipment and Supplies		87	\$164,174
Film		90	\$2,862
Film Processing		75	\$19,596
Photographic Equipment		87	\$70,941
Photographer Fees/Other Supplies & Equip Rental/Repair		90	\$70,775
Reading		81	\$364,279
Magazine/Newspaper Subscriptions		66	\$96,110
Magazine/Newspaper Single Copies		72	\$25,540
Books		85	\$121,209
Digital Book Readers		94	\$121,420

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 - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		82,610	88,932
Households		28,835	30,836
Families		18,408	19,529
Median Age		31.8	32.0
Median Household Income		\$46,055	\$52,283
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	87	\$1,045.68	\$30,152,041
Cable & Satellite Television Services	85	\$762.43	\$21,984,791
Televisions & Video	95	\$209.59	\$6,043,588
Audio	85	\$69.63	\$2,007,854
Rental of TV/VCR/Radio/Sound Equipment	114	\$1.49	\$43,103
Repair of TV/Radio/Sound Equipment	96	\$2.52	\$72,706
Entertainment/Recreation Fees and Admissions	84	\$482.06	\$13,900,182
Tickets to Theatre/Operas/Concerts	79	\$41.79	\$1,204,880
Tickets to Movies/Museums/Parks	97	\$64.69	\$1,865,294
Admission to Sporting Events, excl.Trips	82	\$43.54	\$1,255,384
Fees for Participant Sports, excl.Trips	84	\$75.43	\$2,175,106
Fees for Recreational Lessons	84	\$102.83	\$2,964,985
Membership Fees for Social/Recreation/Civic Clubs	80	\$153.04	\$4,412,906
Dating Services	109	\$0.75	\$21,627
Toys/Games/Crafts/Hobbies	87	\$99.23	\$2,861,284
Toys/Games/Arts/Crafts/Tricycles	88	\$88.47	\$2,551,102
Playground Equipment	74	\$3.06	\$88,193
Play Arcade Pinball/Video Games	94	\$2.02	\$58,148
Online Entertainment and Games	94	\$3.12	\$89,935
Stamp & Coin Collecting	57	\$2.56	\$73,906
Recreational Vehicles and Fees	74	\$79.23	\$2,284,580
Docking and Landing Fees for Boats and Planes	70	\$5.37	\$154,734
Camp Fees	65	\$23.45	\$676,094
Payments on Boats/Trailers/Campers/RVs	75	\$36.20	\$1,043,833
Rental of RVs or Boats	90	\$14.22	\$409,919
Sports, Recreation and Exercise Equipment	86	\$141.61	\$4,083,307
Exercise Equipment and Gear, Game Tables	75	\$41.03	\$1,183,102
Bicycles	103	\$26.74	\$771,024
Camping Equipment	97	\$14.54	\$419,351
Hunting and Fishing Equipment	85	\$40.48	\$1,167,265
Winter Sports Equipment	86	\$4.30	\$124,002
Water Sports Equipment	89	\$4.73	\$136,456
Other Sports Equipment	75	\$7.20	\$207,720
Rental/Repair of Sports/Recreation/Exercise Equipment	88	\$2.58	\$74,387
Photographic Equipment and Supplies	84	\$46.34	\$1,336,282
Film	86	\$0.79	\$22,840
Film Processing	72	\$5.45	\$157,161
Photographic Equipment	84	\$20.03	\$577,540
Photographer Fees/Other Supplies & Equip Rental/Repair	88	\$20.07	\$578,742
Reading	78	\$102.04	\$2,942,424
Magazine/Newspaper Subscriptions	63	\$26.50	\$764,161
Magazine/Newspaper Single Copies	68	\$6.94	\$200,247
Books	82	\$33.86	\$976,449
Digital Book Readers	93	\$34.73	\$1,001,567

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