



Recreation Expenditures

414 W Duke of Gloucester St, Williamsburg, Virginia, 23185 2
 414 W Duke of Gloucester St, Williamsburg, Virginia, 23185
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 37.27090
 Longitude: -76.70654

Demographic Summary		2016	2021
Population		8,323	8,612
Households		1,792	1,898
Families		870	915
Median Age		23.6	23.9
Median Household Income		\$53,059	\$47,477
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio			
		121	\$1,453.17
Cable & Satellite Television Services		121	\$1,080.59
Televisions & Video		124	\$273.38
Audio		115	\$94.31
Rental of TV/VCR/Radio/Sound Equipment		153	\$2.00
Repair of TV/Radio/Sound Equipment		111	\$2.90
Entertainment/Recreation Fees and Admissions			
		110	\$634.48
Tickets to Theatre/Operas/Concerts		116	\$61.39
Tickets to Movies/Museums/Parks		116	\$77.14
Admission to Sporting Events, excl.Trips		116	\$62.06
Fees for Participant Sports, excl.Trips		111	\$99.66
Fees for Recreational Lessons		95	\$116.76
Membership Fees for Social/Recreation/Civic Clubs		113	\$216.46
Dating Services		148	\$1.02
Toys/Games/Crafts/Hobbies			
		111	\$126.73
Toys/Games/Arts/Crafts/Tricycles		111	\$111.50
Playground Equipment		90	\$3.73
Play Arcade Pinball/Video Games		115	\$2.48
Online Entertainment and Games		135	\$4.47
Stamp & Coin Collecting		102	\$4.55
Recreational Vehicles and Fees			
		96	\$102.80
Docking and Landing Fees for Boats and Planes		115	\$8.82
Camp Fees		82	\$29.50
Payments on Boats/Trailers/Campers/RVs		98	\$46.95
Rental of RVs or Boats		111	\$17.52
Sports, Recreation and Exercise Equipment			
		107	\$177.84
Exercise Equipment and Gear, Game Tables		96	\$52.49
Bicycles		119	\$30.90
Camping Equipment		111	\$16.51
Hunting and Fishing Equipment		112	\$52.83
Winter Sports Equipment		110	\$5.50
Water Sports Equipment		108	\$5.75
Other Sports Equipment		110	\$10.54
Rental/Repair of Sports/Recreation/Exercise Equipment		113	\$3.32
Photographic Equipment and Supplies			
		115	\$63.08
Film		110	\$1.01
Film Processing		103	\$7.81
Photographic Equipment		121	\$28.79
Photographer Fees/Other Supplies & Equip Rental/Repair		111	\$25.48
Reading			
		119	\$156.40
Magazine/Newspaper Subscriptions		118	\$49.64
Magazine/Newspaper Single Copies		116	\$11.92
Books		119	\$49.06
Digital Book Readers		122	\$45.79

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

414 W Duke of Gloucester St, Williamsburg, Virginia, 23185 2
 414 W Duke of Gloucester St, Williamsburg, Virginia, 23185
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 37.27090
 Longitude: -76.70654

Demographic Summary		2016	2021
Population		36,530	38,330
Households		13,709	14,453
Families		8,200	8,589
Median Age		37.6	39.5
Median Household Income		\$63,886	\$67,014
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio			
		120	\$1,444.96
Cable & Satellite Television Services		120	\$1,078.29
Televisions & Video		120	\$264.51
Audio		119	\$97.50
Rental of TV/VCR/Radio/Sound Equipment		121	\$1.58
Repair of TV/Radio/Sound Equipment		117	\$3.07
Entertainment/Recreation Fees and Admissions			
		122	\$704.67
Tickets to Theatre/Operas/Concerts		127	\$67.04
Tickets to Movies/Museums/Parks		119	\$79.37
Admission to Sporting Events, excl.Trips		124	\$66.22
Fees for Participant Sports, excl.Trips		124	\$111.17
Fees for Recreational Lessons		114	\$140.70
Membership Fees for Social/Recreation/Civic Clubs		125	\$239.24
Dating Services		135	\$0.93
Toys/Games/Crafts/Hobbies			
		114	\$130.32
Toys/Games/Arts/Crafts/Tricycles		114	\$114.41
Playground Equipment		100	\$4.14
Play Arcade Pinball/Video Games		121	\$2.61
Online Entertainment and Games		124	\$4.09
Stamp & Coin Collecting		113	\$5.06
Recreational Vehicles and Fees			
		112	\$119.98
Docking and Landing Fees for Boats and Planes		128	\$9.88
Camp Fees		108	\$38.80
Payments on Boats/Trailers/Campers/RVs		108	\$52.07
Rental of RVs or Boats		122	\$19.23
Sports, Recreation and Exercise Equipment			
		112	\$185.84
Exercise Equipment and Gear, Game Tables		107	\$58.38
Bicycles		119	\$30.81
Camping Equipment		114	\$17.03
Hunting and Fishing Equipment		112	\$52.93
Winter Sports Equipment		117	\$5.88
Water Sports Equipment		120	\$6.36
Other Sports Equipment		113	\$10.80
Rental/Repair of Sports/Recreation/Exercise Equipment		124	\$3.64
Photographic Equipment and Supplies			
		120	\$65.90
Film		115	\$1.06
Film Processing		114	\$8.62
Photographic Equipment		123	\$29.12
Photographer Fees/Other Supplies & Equip Rental/Repair		118	\$27.10
Reading			
		124	\$162.26
Magazine/Newspaper Subscriptions		128	\$53.88
Magazine/Newspaper Single Copies		124	\$12.72
Books		123	\$50.75
Digital Book Readers		120	\$44.91

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.

July 28, 2016



Recreation Expenditures

414 W Duke of Gloucester St, Williamsburg, Virginia, 23185 2
 414 W Duke of Gloucester St, Williamsburg, Virginia, 23185
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 37.27090
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Demographic Summary		2016	2021
Population		66,506	71,189
Households		25,721	27,590
Families		17,021	18,202
Median Age		41.5	42.8
Median Household Income		\$72,590	\$79,287
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio			
		124	\$1,490.26
Cable & Satellite Television Services		124	\$1,110.89
Televisions & Video		123	\$271.62
Audio		126	\$103.14
Rental of TV/VCR/Radio/Sound Equipment		107	\$1.40
Repair of TV/Radio/Sound Equipment		123	\$3.22
Entertainment/Recreation Fees and Admissions			
		132	\$759.18
Tickets to Theatre/Operas/Concerts		135	\$71.34
Tickets to Movies/Museums/Parks		126	\$83.61
Admission to Sporting Events, excl.Trips		132	\$70.38
Fees for Participant Sports, excl.Trips		136	\$121.27
Fees for Recreational Lessons		126	\$155.42
Membership Fees for Social/Recreation/Civic Clubs		134	\$256.25
Dating Services		132	\$0.91
Toys/Games/Crafts/Hobbies			
		120	\$137.02
Toys/Games/Arts/Crafts/Tricycles		120	\$119.91
Playground Equipment		112	\$4.64
Play Arcade Pinball/Video Games		130	\$2.80
Online Entertainment and Games		125	\$4.15
Stamp & Coin Collecting		124	\$5.53
Recreational Vehicles and Fees			
		125	\$134.22
Docking and Landing Fees for Boats and Planes		144	\$11.08
Camp Fees		121	\$43.49
Payments on Boats/Trailers/Campers/RVs		122	\$58.60
Rental of RVs or Boats		133	\$21.05
Sports, Recreation and Exercise Equipment			
		120	\$198.54
Exercise Equipment and Gear, Game Tables		117	\$63.56
Bicycles		126	\$32.65
Camping Equipment		122	\$18.29
Hunting and Fishing Equipment		118	\$55.68
Winter Sports Equipment		124	\$6.22
Water Sports Equipment		130	\$6.90
Other Sports Equipment		119	\$11.34
Rental/Repair of Sports/Recreation/Exercise Equipment		133	\$3.90
Photographic Equipment and Supplies			
		127	\$70.13
Film		123	\$1.13
Film Processing		123	\$9.31
Photographic Equipment		129	\$30.51
Photographer Fees/Other Supplies & Equip Rental/Repair		128	\$29.18
Reading			
		130	\$170.37
Magazine/Newspaper Subscriptions		135	\$56.91
Magazine/Newspaper Single Copies		128	\$13.07
Books		130	\$53.91
Digital Book Readers		124	\$46.47

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