



# Recreation Expenditures

10139 James Madison Pkwy, King George, Virginia, 22485  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 38.27154  
 Longitude: -77.13711

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		34,616	35,487
Households		13,055	13,388
Families		9,252	9,463
Median Age		40.2	40.9
Median Household Income		\$91,548	\$102,292
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		112	\$1,490.24
Cable & Satellite Television Services		113	\$1,036.38
Televisions & Video		108	\$316.38
Audio		110	\$134.08
Rental of TV/VCR/Radio/Sound Equipment		90	\$1.14
Repair of TV/Radio/Sound Equipment		107	\$2.25
<b>Entertainment/Recreation Fees and Admissions</b>		111	\$936.57
Tickets to Theatre/Operas/Concerts		109	\$100.46
Tickets to Movies		105	\$66.54
Tickets to Parks or Museums		111	\$42.97
Admission to Sporting Events, excl.Trips		116	\$85.11
Fees for Participant Sports, excl.Trips		114	\$149.48
Fees for Recreational Lessons		109	\$174.63
Membership Fees for Social/Recreation/Health Clubs		112	\$316.18
Dating Services		87	\$1.19
<b>Toys/Games/Crafts/Hobbies</b>		111	\$146.17
Toys/Games/Arts/Crafts/Tricycles		111	\$124.25
Playground Equipment		129	\$4.89
Play Arcade Pinball/Video Games		121	\$3.18
Online Gaming Services		105	\$7.28
Stamp & Coin Collecting		112	\$6.57
<b>Recreational Vehicles and Fees</b>		122	\$155.89
Docking and Landing Fees for Boats and Planes		127	\$13.45
Camp Fees		110	\$38.62
Payments on Boats/Trailers/Campers/RVs		133	\$76.45
Rental of Boats/Trailers/Campers/RVs		110	\$27.36
<b>Sports, Recreation and Exercise Equipment</b>		116	\$237.14
Exercise Equipment and Gear, Game Tables		116	\$72.48
Bicycles		110	\$37.18
Camping Equipment		112	\$26.35
Hunting and Fishing Equipment		119	\$65.58
Winter Sports Equipment		109	\$9.19
Water Sports Equipment		139	\$13.13
Other Sports Equipment		115	\$9.27
Rental/Repair of Sports/Recreation/Exercise Equipment		114	\$3.72
<b>Photographic Equipment and Supplies</b>		108	\$56.34
Film		100	\$0.63
Photo Processing		114	\$9.73
Photographic Equipment		104	\$18.97
Photographer Fees/Other Supplies & Equip Rental/Repair		109	\$27.01
<b>Reading</b>		112	\$130.94
Magazine/Newspaper Subscriptions		115	\$47.14
Magazine/Newspaper Single Copies		115	\$7.46
Books		111	\$42.16
Digital Book Readers		108	\$34.17

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Recreation Expenditures

10139 James Madison Pkwy, King George, Virginia, 22485  
 Ring: 20 mile radius

Prepared by Esri  
 Latitude: 38.27154  
 Longitude: -77.13711

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		213,863	221,949
Households		76,242	79,316
Families		54,087	56,073
Median Age		38.4	39.0
Median Household Income		\$100,175	\$112,188
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		120	\$121,848,377
Cable & Satellite Television Services		118	\$82,778,988
Televisions & Video		122	\$27,231,177
Audio		125	\$11,586,289
Rental of TV/VCR/Radio/Sound Equipment		100	\$95,986
Repair of TV/Radio/Sound Equipment		98	\$155,936
<b>Entertainment/Recreation Fees and Admissions</b>		129	\$82,489,684
Tickets to Theatre/Operas/Concerts		125	\$8,754,354
Tickets to Movies		126	\$6,049,708
Tickets to Parks or Museums		126	\$3,713,622
Admission to Sporting Events, excl.Trips		131	\$7,287,199
Fees for Participant Sports, excl.Trips		132	\$13,193,321
Fees for Recreational Lessons		131	\$15,986,498
Membership Fees for Social/Recreation/Health Clubs		127	\$27,397,964
Dating Services		102	\$107,018
<b>Toys/Games/Crafts/Hobbies</b>		123	\$12,327,524
Toys/Games/Arts/Crafts/Tricycles		123	\$10,521,169
Playground Equipment		127	\$366,944
Play Arcade Pinball/Video Games		124	\$248,726
Online Gaming Services		120	\$633,953
Stamp & Coin Collecting		124	\$556,732
<b>Recreational Vehicles and Fees</b>		126	\$12,326,414
Docking and Landing Fees for Boats and Planes		128	\$1,039,127
Camp Fees		121	\$3,247,161
Payments on Boats/Trailers/Campers/RVs		126	\$5,531,249
Rental of Boats/Trailers/Campers/RVs		132	\$2,508,877
<b>Sports, Recreation and Exercise Equipment</b>		125	\$19,533,631
Exercise Equipment and Gear, Game Tables		128	\$6,129,550
Bicycles		126	\$3,241,803
Camping Equipment		136	\$2,457,338
Hunting and Fishing Equipment		113	\$4,761,093
Winter Sports Equipment		131	\$840,536
Water Sports Equipment		131	\$944,299
Other Sports Equipment		131	\$806,633
Rental/Repair of Sports/Recreation/Exercise Equipment		132	\$328,954
<b>Photographic Equipment and Supplies</b>		125	\$4,960,360
Film		121	\$58,240
Photo Processing		128	\$828,477
Photographic Equipment		124	\$1,714,942
Photographer Fees/Other Supplies & Equip Rental/Repair		124	\$2,358,700
<b>Reading</b>		122	\$10,895,329
Magazine/Newspaper Subscriptions		121	\$3,788,893
Magazine/Newspaper Single Copies		119	\$591,984
Books		125	\$3,623,007
Digital Book Readers		120	\$2,891,445

**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.

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# Recreation Expenditures

10139 James Madison Pkwy, King George, Virginia, 22485  
 Ring: 40 mile radius

Prepared by Esri  
 Latitude: 38.27154  
 Longitude: -77.13711

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		2,212,898	2,244,951
Households		791,444	803,730
Families		547,060	554,370
Median Age		38.3	39.0
Median Household Income		\$108,078	\$120,744
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		132	\$1,764.18
Cable & Satellite Television Services		130	\$1,193.72
Televisions & Video		135	\$396.08
Audio		140	\$170.50
Rental of TV/VCR/Radio/Sound Equipment		119	\$1.50
Repair of TV/Radio/Sound Equipment		113	\$2.37
<b>Entertainment/Recreation Fees and Admissions</b>		148	\$1,246.64
Tickets to Theatre/Operas/Concerts		148	\$135.42
Tickets to Movies		144	\$90.72
Tickets to Parks or Museums		142	\$54.91
Admission to Sporting Events, excl.Trips		146	\$107.05
Fees for Participant Sports, excl.Trips		147	\$192.15
Fees for Recreational Lessons		156	\$249.61
Membership Fees for Social/Recreation/Health Clubs		147	\$414.83
Dating Services		142	\$1.94
<b>Toys/Games/Crafts/Hobbies</b>		135	\$177.08
Toys/Games/Arts/Crafts/Tricycles		136	\$152.50
Playground Equipment		124	\$4.67
Play Arcade Pinball/Video Games		124	\$3.27
Online Gaming Services		137	\$9.50
Stamp & Coin Collecting		122	\$7.15
<b>Recreational Vehicles and Fees</b>		140	\$179.22
Docking and Landing Fees for Boats and Planes		140	\$14.90
Camp Fees		160	\$56.05
Payments on Boats/Trailers/Campers/RVs		121	\$69.94
Rental of Boats/Trailers/Campers/RVs		154	\$38.33
<b>Sports, Recreation and Exercise Equipment</b>		136	\$278.25
Exercise Equipment and Gear, Game Tables		142	\$88.83
Bicycles		139	\$46.87
Camping Equipment		146	\$34.54
Hunting and Fishing Equipment		120	\$65.98
Winter Sports Equipment		157	\$13.20
Water Sports Equipment		129	\$12.16
Other Sports Equipment		142	\$11.49
Rental/Repair of Sports/Recreation/Exercise Equipment		144	\$4.69
<b>Photographic Equipment and Supplies</b>		143	\$74.74
Film		140	\$0.88
Photo Processing		140	\$11.90
Photographic Equipment		148	\$26.90
Photographer Fees/Other Supplies & Equip Rental/Repair		141	\$35.05
<b>Reading</b>		137	\$160.78
Magazine/Newspaper Subscriptions		136	\$56.04
Magazine/Newspaper Single Copies		135	\$8.77
Books		139	\$52.96
Digital Book Readers		137	\$43.02

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