



# Recreation Expenditures

Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 1 mile radius

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		57,033	61,397
Households		32,801	35,719
Families		8,891	9,575
Median Age		32.0	32.3
Median Household Income		\$93,852	\$104,122
		Spending Potential Index	Average Amount Spent
			Total
<b>Entertainment/Recreation Fees and Admissions</b>	158	\$1,023.42	\$33,569,120
Admission to Movies, Theater, Opera, Ballet	177	\$291.72	\$9,568,726
Admission to Sporting Events, excl.Trips	151	\$100.52	\$3,297,172
Fees for Participant Sports, excl.Trips	149	\$180.05	\$5,905,756
Fees for Recreational Lessons	145	\$177.95	\$5,837,056
Membership Fees for Social/Recreation/Civic Clubs	158	\$271.57	\$8,907,830
Dating Services	267	\$1.60	\$52,580
Rental of Video Cassettes and DVDs	185	\$43.49	\$1,426,584
<b>Toys &amp; Games</b>	173	\$212.36	\$6,965,529
Toys and Playground Equipment	170	\$196.06	\$6,430,908
Play Arcade Pinball/Video Games	264	\$8.08	\$264,982
Online Entertainment and Games	204	\$8.22	\$269,639
<b>Recreational Vehicles and Fees</b>	101	\$221.13	\$7,253,324
Docking and Landing Fees for Boats and Planes	99	\$9.70	\$318,259
Camp Fees	149	\$49.79	\$1,633,215
Purchase of RVs or Boats	90	\$150.10	\$4,923,531
Rental of RVs or Boats	153	\$11.53	\$378,319
<b>Sports, Recreation and Exercise Equipment</b>	147	\$277.67	\$9,107,936
Exercise Equipment and Gear, Game Tables	142	\$108.84	\$3,570,063
Bicycles	180	\$53.82	\$1,765,395
Camping Equipment	140	\$23.67	\$776,401
Hunting and Fishing Equipment	139	\$58.49	\$1,918,551
Winter Sports Equipment	142	\$8.51	\$279,237
Water Sports Equipment	150	\$9.76	\$320,270
Other Sports Equipment	135	\$10.75	\$352,751
Rental/Repair of Sports/Recreation/Exercise Equipment	125	\$3.82	\$125,268
<b>Photographic Equipment and Supplies</b>	176	\$143.00	\$4,690,434
Film	160	\$1.92	\$63,108
Film Processing	143	\$17.69	\$580,205
Photographic Equipment	172	\$68.12	\$2,234,247
Photographer Fees/Other Supplies & Equip Rental/Repair	196	\$55.27	\$1,812,874
<b>Reading</b>	146	\$222.90	\$7,311,330
Magazine/Newspaper Subscriptions	120	\$65.48	\$2,147,961
Magazine/Newspaper Single Copies	166	\$25.85	\$847,836
Books	161	\$103.21	\$3,385,369
Digital Book Readers	158	\$28.36	\$930,164

**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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Recreation Expenditures

Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 3 mile radius

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		346,518	360,284
Households		179,919	188,120
Families		64,423	66,745
Median Age		33.7	34.2
Median Household Income		\$65,793	\$78,805
		Spending Potential Index	Average Amount Spent
			Total
<b>Entertainment/Recreation Fees and Admissions</b>	132	\$855.68	\$153,953,691
Admission to Movies, Theater, Opera, Ballet	146	\$241.07	\$43,372,615
Admission to Sporting Events, excl.Trips	123	\$81.67	\$14,693,138
Fees for Participant Sports, excl.Trips	125	\$150.63	\$27,100,522
Fees for Recreational Lessons	128	\$157.76	\$28,384,192
Membership Fees for Social/Recreation/Civic Clubs	130	\$223.35	\$40,184,928
Dating Services	202	\$1.21	\$218,296
Rental of Video Cassettes and DVDs	145	\$34.07	\$6,130,663
<b>Toys &amp; Games</b>	142	\$173.73	\$31,257,393
Toys and Playground Equipment	139	\$161.17	\$28,998,338
Play Arcade Pinball/Video Games	202	\$6.18	\$1,111,159
Online Entertainment and Games	158	\$6.38	\$1,147,896
<b>Recreational Vehicles and Fees</b>	94	\$204.12	\$36,724,189
Docking and Landing Fees for Boats and Planes	90	\$8.82	\$1,586,680
Camp Fees	142	\$47.33	\$8,514,936
Purchase of RVs or Boats	83	\$138.25	\$24,874,237
Rental of RVs or Boats	129	\$9.72	\$1,748,336
<b>Sports, Recreation and Exercise Equipment</b>	119	\$225.40	\$40,554,553
Exercise Equipment and Gear, Game Tables	116	\$88.99	\$16,010,247
Bicycles	145	\$43.49	\$7,824,106
Camping Equipment	124	\$21.02	\$3,781,750
Hunting and Fishing Equipment	106	\$44.59	\$8,022,316
Winter Sports Equipment	121	\$7.21	\$1,298,012
Water Sports Equipment	122	\$7.91	\$1,423,018
Other Sports Equipment	114	\$9.12	\$1,641,201
Rental/Repair of Sports/Recreation/Exercise Equipment	101	\$3.08	\$553,904
<b>Photographic Equipment and Supplies</b>	139	\$112.95	\$20,320,993
Film	132	\$1.58	\$284,590
Film Processing	117	\$14.38	\$2,587,517
Photographic Equipment	140	\$55.14	\$9,920,172
Photographer Fees/Other Supplies & Equip Rental/Repair	148	\$41.85	\$7,528,715
<b>Reading</b>	124	\$189.18	\$34,037,170
Magazine/Newspaper Subscriptions	107	\$58.03	\$10,441,519
Magazine/Newspaper Single Copies	145	\$22.68	\$4,080,512
Books	133	\$85.21	\$15,330,430
Digital Book Readers	129	\$23.26	\$4,184,709

**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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Recreation Expenditures

Proposed Location  
100 S Wacker Dr, Chicago, Illinois, 60606  
Ring: 5 mile radius

Sample Report  
Latitude: 41.88055  
Longitude: -87.63701

Demographic Summary		2015	2020
Population		823,969	848,551
Households		373,340	386,805
Families		155,935	160,266
Median Age		32.6	33.3
Median Household Income		\$53,612	\$62,929
		Spending Potential Index	Average Amount Spent
		Index	Total
<b>Entertainment/Recreation Fees and Admissions</b>		113	\$272,755,504
Admission to Movies, Theater, Opera, Ballet		125	\$76,984,959
Admission to Sporting Events, excl.Trips		104	\$25,788,702
Fees for Participant Sports, excl.Trips		107	\$48,210,354
Fees for Recreational Lessons		111	\$50,924,819
Membership Fees for Social/Recreation/Civic Clubs		110	\$70,453,668
Dating Services		175	\$393,001
Rental of Video Cassettes and DVDs		124	\$10,890,986
<b>Toys &amp; Games</b>		122	\$55,817,163
Toys and Playground Equipment		120	\$51,885,186
Play Arcade Pinball/Video Games		167	\$1,911,337
Online Entertainment and Games		134	\$2,020,640
<b>Recreational Vehicles and Fees</b>		81	\$65,516,930
Docking and Landing Fees for Boats and Planes		77	\$2,809,566
Camp Fees		118	\$14,692,126
Purchase of RVs or Boats		72	\$44,921,939
Rental of RVs or Boats		110	\$3,093,298
<b>Sports, Recreation and Exercise Equipment</b>		101	\$71,515,441
Exercise Equipment and Gear, Game Tables		98	\$28,149,117
Bicycles		124	\$13,809,574
Camping Equipment		109	\$6,922,090
Hunting and Fishing Equipment		89	\$13,908,992
Winter Sports Equipment		103	\$2,291,868
Water Sports Equipment		102	\$2,485,974
Other Sports Equipment		99	\$2,967,416
Rental/Repair of Sports/Recreation/Exercise Equipment		86	\$980,410
<b>Photographic Equipment and Supplies</b>		117	\$35,646,988
Film		113	\$507,211
Film Processing		100	\$4,595,191
Photographic Equipment		119	\$17,567,618
Photographer Fees/Other Supplies & Equip Rental/Repair		123	\$12,976,967
<b>Reading</b>		107	\$60,764,287
Magazine/Newspaper Subscriptions		92	\$18,777,998
Magazine/Newspaper Single Copies		126	\$7,356,337
Books		114	\$27,169,040
Digital Book Readers		111	\$7,460,911

**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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.