



Recreation Expenditures

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

Sample Report
Latitude: 41.87998
Longitude: -87.63702

| Demographic Summary | | 2018 | 2023 |
|--|--|--------------------------|----------------------|
| Population | | 66,358 | 76,082 |
| Households | | 38,440 | 44,505 |
| Families | | 10,370 | 11,933 |
| Median Age | | 32.9 | 33.7 |
| Median Household Income | | \$102,525 | \$112,759 |
| | | Spending Potential Index | Average Amount Spent |
| | | Index | Total |
| Tv/Video/Audio | | 167 | \$83,922,069 |
| Cable & Satellite Television Services | | 160 | \$59,126,501 |
| Televisions & Video | | 195 | \$18,255,039 |
| Audio | | 175 | \$6,265,318 |
| Rental of TV/VCR/Radio/Sound Equipment | | 279 | \$107,247 |
| Repair of TV/Radio/Sound Equipment | | 180 | \$167,963 |
| Entertainment/Recreation Fees and Admissions | | 163 | \$42,829,438 |
| Tickets to Theatre/Operas/Concerts | | 172 | \$4,376,742 |
| Tickets to Movies/Museums/Parks | | 187 | \$5,725,492 |
| Admission to Sporting Events, excl.Trips | | 153 | \$3,499,490 |
| Fees for Participant Sports, excl.Trips | | 152 | \$6,586,712 |
| Fees for Recreational Lessons | | 156 | \$8,271,639 |
| Membership Fees for Social/Recreation/Civic Clubs | | 165 | \$14,297,417 |
| Dating Services | | 279 | \$71,947 |
| Toys/Games/Crafts/Hobbies | | 180 | \$8,000,966 |
| Toys/Games/Arts/Crafts/Tricycles | | 180 | \$6,950,075 |
| Playground Equipment | | 204 | \$281,942 |
| Play Arcade Pinball/Video Games | | 199 | \$218,307 |
| Online Entertainment and Games | | 194 | \$323,789 |
| Stamp & Coin Collecting | | 133 | \$226,853 |
| Recreational Vehicles and Fees | | 119 | \$5,009,184 |
| Docking and Landing Fees for Boats and Planes | | 116 | \$524,577 |
| Camp Fees | | 131 | \$1,673,835 |
| Payments on Boats/Trailers/Campers/RVs | | 92 | \$1,569,505 |
| Rental of RVs or Boats | | 161 | \$1,241,268 |
| Sports, Recreation and Exercise Equipment | | 170 | \$11,633,767 |
| Exercise Equipment and Gear, Game Tables | | 169 | \$3,746,044 |
| Bicycles | | 185 | \$2,068,699 |
| Camping Equipment | | 177 | \$973,885 |
| Hunting and Fishing Equipment | | 163 | \$3,417,861 |
| Winter Sports Equipment | | 165 | \$413,708 |
| Water Sports Equipment | | 164 | \$410,717 |
| Other Sports Equipment | | 162 | \$478,175 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | | 138 | \$124,678 |
| Photographic Equipment and Supplies | | 180 | \$3,692,925 |
| Film | | 209 | \$94,236 |
| Film Processing | | 169 | \$555,838 |
| Photographic Equipment | | 182 | \$1,591,133 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | | 181 | \$1,451,719 |
| Reading | | 160 | \$6,909,868 |
| Magazine/Newspaper Subscriptions | | 122 | \$1,816,996 |
| Magazine/Newspaper Single Copies | | 146 | \$398,214 |
| Books | | 174 | \$2,549,276 |
| Digital Book Readers | | 195 | \$2,145,382 |

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 15, 2018



Recreation Expenditures

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

Sample Report
Latitude: 41.87998
Longitude: -87.63702

| Demographic Summary | | 2018 | 2023 |
|--|--|--------------------------|----------------------|
| Population | | 373,093 | 398,556 |
| Households | | 194,612 | 209,219 |
| Families | | 68,909 | 73,210 |
| Median Age | | 34.3 | 35.0 |
| Median Household Income | | \$79,177 | \$91,168 |
| | | Spending Potential Index | Average Amount Spent |
| | | Index | Total |
| Tv/Video/Audio | | 141 | \$358,754,252 |
| Cable & Satellite Television Services | | 137 | \$256,418,387 |
| Televisions & Video | | 158 | \$74,847,593 |
| Audio | | 146 | \$26,406,706 |
| Rental of TV/VCR/Radio/Sound Equipment | | 225 | \$437,673 |
| Repair of TV/Radio/Sound Equipment | | 136 | \$643,894 |
| Entertainment/Recreation Fees and Admissions | | 141 | \$187,862,922 |
| Tickets to Theatre/Operas/Concerts | | 151 | \$19,449,018 |
| Tickets to Movies/Museums/Parks | | 158 | \$24,603,644 |
| Admission to Sporting Events, excl.Trips | | 130 | \$14,998,846 |
| Fees for Participant Sports, excl.Trips | | 129 | \$28,310,686 |
| Fees for Recreational Lessons | | 140 | \$37,591,572 |
| Membership Fees for Social/Recreation/Civic Clubs | | 142 | \$62,623,500 |
| Dating Services | | 219 | \$285,656 |
| Toys/Games/Crafts/Hobbies | | 151 | \$33,907,129 |
| Toys/Games/Arts/Crafts/Tricycles | | 151 | \$29,495,905 |
| Playground Equipment | | 168 | \$1,178,747 |
| Play Arcade Pinball/Video Games | | 158 | \$877,344 |
| Online Entertainment and Games | | 160 | \$1,356,047 |
| Stamp & Coin Collecting | | 116 | \$999,087 |
| Recreational Vehicles and Fees | | 106 | \$22,619,693 |
| Docking and Landing Fees for Boats and Planes | | 105 | \$2,384,415 |
| Camp Fees | | 127 | \$8,186,038 |
| Payments on Boats/Trailers/Campers/RVs | | 77 | \$6,703,445 |
| Rental of RVs or Boats | | 137 | \$5,345,795 |
| Sports, Recreation and Exercise Equipment | | 141 | \$48,799,947 |
| Exercise Equipment and Gear, Game Tables | | 142 | \$15,884,829 |
| Bicycles | | 155 | \$8,798,743 |
| Camping Equipment | | 144 | \$4,000,003 |
| Hunting and Fishing Equipment | | 132 | \$14,016,067 |
| Winter Sports Equipment | | 149 | \$1,888,472 |
| Water Sports Equipment | | 127 | \$1,617,369 |
| Other Sports Equipment | | 134 | \$2,014,079 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | | 127 | \$580,384 |
| Photographic Equipment and Supplies | | 147 | \$15,286,041 |
| Film | | 174 | \$394,791 |
| Film Processing | | 148 | \$2,452,369 |
| Photographic Equipment | | 153 | \$6,744,812 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | | 140 | \$5,694,068 |
| Reading | | 139 | \$30,462,640 |
| Magazine/Newspaper Subscriptions | | 114 | \$8,585,623 |
| Magazine/Newspaper Single Copies | | 134 | \$1,850,582 |
| Books | | 149 | \$11,029,385 |
| Digital Book Readers | | 162 | \$8,997,050 |

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 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: 41.87998
 Longitude: -87.63702

| Demographic Summary | | 2018 | 2023 |
|--|--|--------------------------|----------------------|
| Population | | 853,482 | 886,698 |
| Households | | 387,951 | 405,830 |
| Families | | 160,458 | 166,010 |
| Median Age | | 33.2 | 34.0 |
| Median Household Income | | \$64,916 | \$76,320 |
| | | Spending Potential Index | Average Amount Spent |
| | | Index | Total |
| Tv/Video/Audio | | 124 | \$625,220,412 |
| Cable & Satellite Television Services | | 120 | \$448,919,829 |
| Televisions & Video | | 136 | \$129,038,449 |
| Audio | | 126 | \$45,397,149 |
| Rental of TV/VCR/Radio/Sound Equipment | | 198 | \$770,008 |
| Repair of TV/Radio/Sound Equipment | | 116 | \$1,094,976 |
| Entertainment/Recreation Fees and Admissions | | 121 | \$321,572,629 |
| Tickets to Theatre/Operas/Concerts | | 129 | \$33,243,199 |
| Tickets to Movies/Museums/Parks | | 138 | \$42,610,843 |
| Admission to Sporting Events, excl.Trips | | 111 | \$25,542,425 |
| Fees for Participant Sports, excl.Trips | | 111 | \$48,635,650 |
| Fees for Recreational Lessons | | 121 | \$64,829,583 |
| Membership Fees for Social/Recreation/Civic Clubs | | 121 | \$106,218,820 |
| Dating Services | | 190 | \$492,110 |
| Toys/Games/Crafts/Hobbies | | 131 | \$58,835,255 |
| Toys/Games/Arts/Crafts/Tricycles | | 132 | \$51,247,423 |
| Playground Equipment | | 143 | \$1,997,069 |
| Play Arcade Pinball/Video Games | | 133 | \$1,472,900 |
| Online Entertainment and Games | | 140 | \$2,355,013 |
| Stamp & Coin Collecting | | 102 | \$1,762,850 |
| Recreational Vehicles and Fees | | 92 | \$38,995,793 |
| Docking and Landing Fees for Boats and Planes | | 90 | \$4,083,476 |
| Camp Fees | | 109 | \$14,080,063 |
| Payments on Boats/Trailers/Campers/RVs | | 68 | \$11,689,452 |
| Rental of RVs or Boats | | 117 | \$9,142,802 |
| Sports, Recreation and Exercise Equipment | | 119 | \$82,698,937 |
| Exercise Equipment and Gear, Game Tables | | 121 | \$27,054,729 |
| Bicycles | | 134 | \$15,137,720 |
| Camping Equipment | | 124 | \$6,862,156 |
| Hunting and Fishing Equipment | | 110 | \$23,271,125 |
| Winter Sports Equipment | | 129 | \$3,274,218 |
| Water Sports Equipment | | 105 | \$2,666,753 |
| Other Sports Equipment | | 115 | \$3,434,995 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | | 110 | \$997,241 |
| Photographic Equipment and Supplies | | 125 | \$25,874,006 |
| Film | | 149 | \$675,368 |
| Film Processing | | 128 | \$4,243,095 |
| Photographic Equipment | | 129 | \$11,381,100 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | | 118 | \$9,574,443 |
| Reading | | 120 | \$52,437,494 |
| Magazine/Newspaper Subscriptions | | 100 | \$14,947,970 |
| Magazine/Newspaper Single Copies | | 118 | \$3,248,423 |
| Books | | 127 | \$18,808,703 |
| Digital Book Readers | | 139 | \$15,432,397 |

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.