



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		2020	2025
Population		70,321	78,785
Households		40,942	46,321
Families		11,067	12,540
Median Age		33.4	34.1
Median Household Income		\$116,676	\$128,042
		Spending Potential Index	Average Amount Spent
		Index	Total
TV/Video/Audio		166	\$1,934.30
Cable & Satellite Television Services		156	\$1,260.03
Televisions & Video		192	\$478.22
Audio		180	\$191.19
Rental of TV/VCR/Radio/Sound Equipment		232	\$1.88
Repair of TV/Radio/Sound Equipment		184	\$2.98
Entertainment/Recreation Fees and Admissions		176	\$1,262.84
Tickets to Theatre/Operas/Concerts		184	\$148.94
Tickets to Movies		192	\$110.17
Tickets to Parks or Museums		177	\$58.20
Admission to Sporting Events, excl.Trips		166	\$103.92
Fees for Participant Sports, excl.Trips		158	\$155.58
Fees for Recreational Lessons		168	\$243.54
Membership Fees for Social/Recreation/Health Clubs		184	\$440.60
Dating Services		232	\$1.88
Toys/Games/Crafts/Hobbies		180	\$218.62
Toys/Games/Arts/Crafts/Tricycles		182	\$190.06
Playground Equipment		130	\$5.86
Play Arcade Pinball/Video Games		163	\$5.86
Online Gaming Services		212	\$11.27
Stamp & Coin Collecting		141	\$5.59
Recreational Vehicles and Fees		120	\$186.37
Docking and Landing Fees for Boats and Planes		126	\$12.80
Camp Fees		121	\$75.30
Payments on Boats/Trailers/Campers/RVs		100	\$59.63
Rental of Boats/Trailers/Campers/RVs		160	\$38.64
Sports, Recreation and Exercise Equipment		177	\$358.72
Exercise Equipment and Gear, Game Tables		152	\$99.90
Bicycles		186	\$57.71
Camping Equipment		186	\$41.14
Hunting and Fishing Equipment		203	\$126.69
Winter Sports Equipment		190	\$9.57
Water Sports Equipment		152	\$9.82
Other Sports Equipment		133	\$9.44
Rental/Repair of Sports/Recreation/Exercise Equipment		159	\$4.44
Photographic Equipment and Supplies		223	\$113.87
Film		144	\$0.91
Photo Processing		166	\$12.41
Photographic Equipment		196	\$34.49
Photographer Fees/Other Supplies & Equip Rental/Repair		259	\$66.07
Reading		162	\$174.61
Magazine/Newspaper Subscriptions		135	\$49.88
Magazine/Newspaper Single Copies		146	\$10.14
Books		176	\$63.64
Digital Book Readers		184	\$50.95

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 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: 41.87998
 Longitude: -87.63702

Demographic Summary		2020	2025
Population		379,284	396,579
Households		199,327	210,183
Families		70,299	73,299
Median Age		34.9	35.8
Median Household Income		\$93,053	\$103,871
		Spending Potential Index	Average Amount Spent
		Index	Total
TV/Video/Audio		141	\$329,258,135
Cable & Satellite Television Services		136	\$219,419,521
Televisions & Video		156	\$77,529,415
Audio		149	\$31,478,843
Rental of TV/VCR/Radio/Sound Equipment		172	\$277,473
Repair of TV/Radio/Sound Equipment		171	\$552,884
Entertainment/Recreation Fees and Admissions		153	\$219,193,864
Tickets to Theatre/Operas/Concerts		162	\$26,065,774
Tickets to Movies		163	\$18,618,918
Tickets to Parks or Museums		154	\$10,086,661
Admission to Sporting Events, excl.Trips		143	\$17,890,053
Fees for Participant Sports, excl.Trips		135	\$26,470,702
Fees for Recreational Lessons		154	\$44,415,171
Membership Fees for Social/Recreation/Health Clubs		158	\$75,318,729
Dating Services		202	\$327,855
Toys/Games/Crafts/Hobbies		151	\$36,581,025
Toys/Games/Arts/Crafts/Tricycles		152	\$31,709,197
Playground Equipment		114	\$1,027,220
Play Arcade Pinball/Video Games		144	\$1,031,611
Online Gaming Services		178	\$1,882,210
Stamp & Coin Collecting		118	\$930,788
Recreational Vehicles and Fees		120	\$37,204,513
Docking and Landing Fees for Boats and Planes		114	\$2,308,501
Camp Fees		143	\$17,662,650
Payments on Boats/Trailers/Campers/RVs		89	\$10,574,050
Rental of Boats/Trailers/Campers/RVs		138	\$6,659,311
Sports, Recreation and Exercise Equipment		147	\$59,486,317
Exercise Equipment and Gear, Game Tables		130	\$17,011,135
Bicycles		159	\$9,828,909
Camping Equipment		152	\$6,690,950
Hunting and Fishing Equipment		163	\$20,226,798
Winter Sports Equipment		166	\$1,668,416
Water Sports Equipment		129	\$1,665,182
Other Sports Equipment		115	\$1,634,747
Rental/Repair of Sports/Recreation/Exercise Equipment		137	\$760,180
Photographic Equipment and Supplies		180	\$18,350,869
Film		114	\$144,233
Photo Processing		137	\$2,040,263
Photographic Equipment		171	\$5,986,025
Photographer Fees/Other Supplies & Equip Rental/Repair		200	\$10,180,349
Reading		141	\$30,323,506
Magazine/Newspaper Subscriptions		125	\$9,203,526
Magazine/Newspaper Single Copies		142	\$1,962,006
Books		150	\$10,808,996
Digital Book Readers		152	\$8,348,978

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 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		2020	2025
Population		855,355	872,967
Households		392,135	403,457
Families		161,468	164,384
Median Age		33.6	34.5
Median Household Income		\$75,745	\$84,538
		Spending Potential Index	Average Amount Spent
		Index	Total
TV/Video/Audio		124	\$567,675,960
Cable & Satellite Television Services		120	\$381,675,028
Televisions & Video		135	\$131,439,227
Audio		127	\$53,119,516
Rental of TV/VCR/Radio/Sound Equipment		156	\$493,072
Repair of TV/Radio/Sound Equipment		149	\$949,118
Entertainment/Recreation Fees and Admissions		132	\$371,419,789
Tickets to Theatre/Operas/Concerts		139	\$44,114,678
Tickets to Movies		141	\$31,710,173
Tickets to Parks or Museums		135	\$17,407,337
Admission to Sporting Events, excl.Trips		123	\$30,356,840
Fees for Participant Sports, excl.Trips		116	\$44,849,849
Fees for Recreational Lessons		133	\$75,878,039
Membership Fees for Social/Recreation/Health Clubs		135	\$126,532,963
Dating Services		179	\$569,909
Toys/Games/Crafts/Hobbies		131	\$62,627,756
Toys/Games/Arts/Crafts/Tricycles		133	\$54,242,203
Playground Equipment		102	\$1,794,401
Play Arcade Pinball/Video Games		125	\$1,759,019
Online Gaming Services		154	\$3,200,946
Stamp & Coin Collecting		105	\$1,631,187
Recreational Vehicles and Fees		104	\$63,682,114
Docking and Landing Fees for Boats and Planes		98	\$3,930,947
Camp Fees		125	\$30,321,055
Payments on Boats/Trailers/Campers/RVs		78	\$18,173,014
Rental of Boats/Trailers/Campers/RVs		119	\$11,257,098
Sports, Recreation and Exercise Equipment		125	\$99,730,664
Exercise Equipment and Gear, Game Tables		113	\$29,142,124
Bicycles		137	\$16,591,979
Camping Equipment		130	\$11,305,226
Hunting and Fishing Equipment		135	\$33,008,733
Winter Sports Equipment		141	\$2,787,911
Water Sports Equipment		110	\$2,794,310
Other Sports Equipment		101	\$2,816,872
Rental/Repair of Sports/Recreation/Exercise Equipment		117	\$1,283,509
Photographic Equipment and Supplies		152	\$30,557,048
Film		98	\$244,897
Photo Processing		117	\$3,431,976
Photographic Equipment		148	\$10,167,179
Photographer Fees/Other Supplies & Equip Rental/Repair		167	\$16,712,996
Reading		122	\$51,669,225
Magazine/Newspaper Subscriptions		110	\$15,857,326
Magazine/Newspaper Single Copies		126	\$3,435,121
Books		129	\$18,240,545
Digital Book Readers		130	\$14,136,233

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.