



**Proposed Location**  
**100 S Wacker Dr,**  
**Chicago, IL 60606-4006**

**Site Type: Ring**

**Latitude: 41.8803**  
**Longitude: -87.63747**  
**Radius: 1.5 Miles**

**Demographic Summary**

	2009	2014
Population	102,755	113,897
Households	56,214	62,602
Families	18,277	19,871
Median Age	36.0	36.0
Median Household Income	\$75,288	\$75,957

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	153	\$955.71	\$53,724,302
Admission to Movies, Theater, Opera, Ballet	170	\$257.35	\$14,466,692
Admission to Sporting Events, excl. Trips	153	\$89.61	\$5,037,582
Fees for Participant Sports, excl. Trips	141	\$155.74	\$8,754,574
Fees for Recreational Lessons	148	\$193.02	\$10,850,372
Membership Fees for Social/Recreation/Civic Clubs	151	\$258.15	\$14,511,597
Dating Services	233	\$1.84	\$103,485
Rental of Video Cassettes and DVDs	170	\$74.62	\$4,194,552
<b>Toys &amp; Games</b>	155	\$201.58	\$11,331,534
Toys and Playground Equipment	154	\$192.49	\$10,820,655
Play Arcade Pinball/Video Games	169	\$4.58	\$257,323
Online Entertainment and Games	197	\$4.51	\$253,556
<b>Recreational Vehicles and Fees</b>	114	\$404.19	\$22,721,216
Docking and Landing Fees for Boats and Planes	141	\$11.73	\$659,571
Camp Fees	136	\$56.64	\$3,183,712
Purchase of RVs or Boats	109	\$324.50	\$18,241,542
Rental of RVs or Boats	163	\$11.32	\$636,391
<b>Sports, Recreation and Exercise Equipment</b>	114	\$226.55	\$12,735,019
Exercise Equipment and Gear, Game Tables	108	\$107.41	\$6,037,770
Bicycles	180	\$33.55	\$1,886,163
Camping Equipment	89	\$11.71	\$658,015
Hunting and Fishing Equipment	84	\$32.58	\$1,831,442
Winter Sports Equipment	147	\$8.90	\$500,510
Water Sports Equipment	131	\$9.54	\$536,127
Other Sports Equipment	152	\$16.63	\$935,074
Rental/Repair of Sports/Recreation/Exercise Equipment	156	\$6.22	\$349,918
<b>Photographic Equipment and Supplies</b>	152	\$177.40	\$9,972,394
Film	136	\$15.67	\$881,080
Film Processing	143	\$37.43	\$2,104,077
Photographic Equipment	158	\$73.82	\$4,149,544
Photographer Fees/Other Supplies & Equip Rental/Repair	155	\$50.48	\$2,837,693
<b>Reading</b>	152	\$246.89	\$13,878,908
Magazine/Newspaper Subscriptions	131	\$86.56	\$4,865,910
Magazine/Newspaper Single Copies	167	\$33.08	\$1,859,391
Books	166	\$127.26	\$7,153,607

**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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



**Proposed Location**  
**100 S Wacker Dr,**  
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**Site Type: Ring**

**Latitude: 41.8803**  
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**Radius: 4 Miles**

**Demographic Summary**

	2009	2014
Population	549,079	561,203
Households	245,566	252,181
Families	104,314	104,483
Median Age	32.0	32.1
Median Household Income	\$58,813	\$62,665

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	126	\$784.01	\$192,526,763
Admission to Movies, Theater, Opera, Ballet	141	\$213.48	\$52,424,138
Admission to Sporting Events, excl. Trips	124	\$72.24	\$17,738,579
Fees for Participant Sports, excl. Trips	115	\$127.46	\$31,300,737
Fees for Recreational Lessons	124	\$161.79	\$39,729,260
Membership Fees for Social/Recreation/Civic Clubs	122	\$207.55	\$50,967,833
Dating Services	189	\$1.49	\$366,216
Rental of Video Cassettes and DVDs	140	\$61.78	\$15,169,996
<b>Toys &amp; Games</b>	127	\$165.74	\$40,700,830
Toys and Playground Equipment	126	\$158.13	\$38,831,144
Play Arcade Pinball/Video Games	146	\$3.95	\$970,386
Online Entertainment and Games	160	\$3.66	\$899,300
<b>Recreational Vehicles and Fees</b>	91	\$322.55	\$79,208,033
Docking and Landing Fees for Boats and Planes	112	\$9.29	\$2,282,209
Camp Fees	112	\$46.55	\$11,431,735
Purchase of RVs or Boats	87	\$257.49	\$63,230,448
Rental of RVs or Boats	133	\$9.22	\$2,263,641
<b>Sports, Recreation and Exercise Equipment</b>	93	\$185.35	\$45,516,567
Exercise Equipment and Gear, Game Tables	87	\$87.03	\$21,372,334
Bicycles	150	\$27.93	\$6,859,380
Camping Equipment	73	\$9.65	\$2,370,150
Hunting and Fishing Equipment	68	\$26.58	\$6,527,504
Winter Sports Equipment	125	\$7.60	\$1,866,427
Water Sports Equipment	107	\$7.77	\$1,908,428
Other Sports Equipment	125	\$13.71	\$3,367,355
Rental/Repair of Sports/Recreation/Exercise Equipment	127	\$5.07	\$1,244,989
<b>Photographic Equipment and Supplies</b>	125	\$146.24	\$35,911,570
Film	114	\$13.11	\$3,218,227
Film Processing	118	\$30.93	\$7,595,406
Photographic Equipment	131	\$61.19	\$15,026,492
Photographer Fees/Other Supplies & Equip Rental/Repair	126	\$41.01	\$10,071,445
<b>Reading</b>	126	\$204.44	\$50,202,652
Magazine/Newspaper Subscriptions	110	\$72.33	\$17,761,806
Magazine/Newspaper Single Copies	138	\$27.23	\$6,686,201
Books	137	\$104.88	\$25,754,645

**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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



**Proposed Location**  
**100 S Wacker Dr,**  
**Chicago, IL 60606-4006**

**Site Type: Ring**

**Latitude: 41.8803**  
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**Radius: 8 Miles**

**Demographic Summary**

	2009	2014
Population	2,015,405	2,011,012
Households	736,780	736,441
Families	400,703	392,475
Median Age	30.7	30.9
Median Household Income	\$51,385	\$54,451

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	100	\$622.32	\$458,512,690
Admission to Movies, Theater, Opera, Ballet	112	\$169.32	\$124,752,623
Admission to Sporting Events, excl. Trips	97	\$56.62	\$41,719,346
Fees for Participant Sports, excl. Trips	92	\$102.01	\$75,157,130
Fees for Recreational Lessons	100	\$130.89	\$96,438,539
Membership Fees for Social/Recreation/Civic Clubs	95	\$162.35	\$119,615,453
Dating Services	143	\$1.13	\$829,599
Rental of Video Cassettes and DVDs	111	\$48.95	\$36,065,188
<b>Toys &amp; Games</b>	101	\$131.57	\$96,939,412
Toys and Playground Equipment	100	\$125.55	\$92,501,863
Play Arcade Pinball/Video Games	118	\$3.19	\$2,352,682
Online Entertainment and Games	124	\$2.83	\$2,084,868
<b>Recreational Vehicles and Fees</b>	72	\$254.27	\$187,338,281
Docking and Landing Fees for Boats and Planes	87	\$7.23	\$5,328,494
Camp Fees	90	\$37.48	\$27,611,750
Purchase of RVs or Boats	68	\$202.33	\$149,074,110
Rental of RVs or Boats	104	\$7.23	\$5,323,927
<b>Sports, Recreation and Exercise Equipment</b>	74	\$146.92	\$108,249,824
Exercise Equipment and Gear, Game Tables	69	\$68.74	\$50,649,461
Bicycles	119	\$22.17	\$16,331,495
Camping Equipment	57	\$7.59	\$5,595,039
Hunting and Fishing Equipment	54	\$21.18	\$15,605,520
Winter Sports Equipment	102	\$6.22	\$4,581,579
Water Sports Equipment	84	\$6.14	\$4,523,398
Other Sports Equipment	100	\$10.91	\$8,036,545
Rental/Repair of Sports/Recreation/Exercise Equipment	99	\$3.97	\$2,926,787
<b>Photographic Equipment and Supplies</b>	99	\$116.28	\$85,676,329
Film	92	\$10.55	\$7,776,620
Film Processing	94	\$24.69	\$18,187,437
Photographic Equipment	105	\$48.80	\$35,953,847
Photographer Fees/Other Supplies & Equip Rental/Repair	99	\$32.25	\$23,758,425
<b>Reading</b>	99	\$161.66	\$119,105,352
Magazine/Newspaper Subscriptions	88	\$58.09	\$42,796,080
Magazine/Newspaper Single Copies	107	\$21.24	\$15,647,897
Books	107	\$82.33	\$60,661,375

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