

# Recreation Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606


Ring: 1 mile radius

Demographic Summary	2025	2030
Population	85,883	90,628
Households	52,380	56,302
Families	14,391	15,357
Median Age	32.5	32.9
Median Household Income	\$138,427	\$147,664

	Spending Potential Index	Average Amount Spent	Total
<b>TV/Video/Audio</b>	158	\$1,950.66	\$102,175,359
Cable & Satellite Television Services	135	\$898.57	\$47,066,878
Televisions & Video	188	\$807.06	\$42,273,787
Audio	172	\$241.47	\$12,648,319
Rental of TV/VCR/Radio/Sound Equipment	161	\$0.37	\$19,293
Repair of TV/Radio/Sound Equipment	172	\$3.19	\$167,082
<b>Entertainment/Recreation Fees and Admissions</b>	159	\$1,487.34	\$77,906,983
Tickets to Theatre/Operas/Concerts	177	\$201.27	\$10,542,642
Tickets to Movies	194	\$71.55	\$3,747,798
Tickets to Parks or Museums	163	\$69.40	\$3,635,234
Admission to Sporting Events, excl.Trips	144	\$131.91	\$6,909,655
Fees for Participant Sports, excl.Trips	136	\$226.34	\$11,855,930
Fees for Recreational Lessons	149	\$249.84	\$13,086,582
Membership Fees for Social/Recreation/Health Clubs	168	\$533.43	\$27,941,232
Dating Services	309	\$3.59	\$187,910
<b>Toys/Games/Crafts/Hobbies</b>	169	\$302.76	\$15,858,622
Toys/Games/Arts/Crafts/Tricycles	168	\$255.82	\$13,399,607
Playground Equipment	122	\$6.96	\$364,775
Play Arcade Pinball/Video Games	242	\$13.79	\$722,575
Online Gaming Services	209	\$20.35	\$1,066,134
Stamp & Coin Collecting	104	\$5.83	\$305,532

**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.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

## Recreation Expenditures | Ring: 1 mile radius

	Spending Potential Index	Average Amount Spent	Total
<b>Recreational Vehicles and Fees</b>	125	\$241.30	\$12,639,506
Docking and Landing Fees for Boats and Planes	120	\$17.72	\$928,040
Camp Fees	128	\$85.52	\$4,479,730
Payments on Boats/Trailers/Campers/RVs	108	\$78.27	\$4,099,936
Rental of Boats/Trailers/Campers/RVs	157	\$59.79	\$3,131,801
<b>Sports, Recreation and Exercise Equipment</b>	166	\$431.24	\$22,588,499
Exercise Equipment and Gear, Game Tables	183	\$146.70	\$7,684,098
Bicycles	145	\$110.40	\$5,782,505
Camping Equipment	165	\$35.07	\$1,836,863
Hunting and Fishing Equipment	164	\$72.87	\$3,817,188
Winter Sports Equipment	181	\$25.63	\$1,342,404
Water Sports Equipment	173	\$16.53	\$866,015
Other Sports Equipment	156	\$12.36	\$647,390
Rental/Repair of Sports/Recreation/Exercise Equipment	158	\$5.87	\$307,342
<b>Photographic Equipment and Supplies</b>	195	\$134.81	\$7,061,118
Film	296	\$2.07	\$108,336
Photo Processing	146	\$15.63	\$818,549
Photographic Equipment	193	\$35.27	\$1,847,456
Photographer Fees/Other Supplies & Equip Rental/Repair	207	\$81.84	\$4,286,777
<b>Reading</b>	164	\$212.38	\$11,124,642
Magazine/Newspaper Subscriptions	133	\$61.21	\$3,206,214
Magazine/Newspaper Single Copies	140	\$8.43	\$441,495
Books/Digital Books/Book Subscriptions	177	\$80.15	\$4,198,162
Digital Book Readers	195	\$62.60	\$3,278,770

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Recreation Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 3 mile radius

Demographic Summary	2025	2030
Population	404,831	413,853
Households	224,866	234,916
Families	77,401	79,857
Median Age	34.0	34.8
Median Household Income	\$118,422	\$128,064

	Spending Potential Index	Average Amount Spent	Total
<b>TV/Video/Audio</b>	140	\$1,726.58	\$388,248,515
Cable & Satellite Television Services	126	\$836.71	\$188,147,405
Televisions & Video	157	\$674.37	\$151,643,758
Audio	152	\$212.54	\$47,794,074
Rental of TV/VCR/Radio/Sound Equipment	122	\$0.28	\$62,208
Repair of TV/Radio/Sound Equipment	144	\$2.67	\$601,069
<b>Entertainment/Recreation Fees and Admissions</b>	146	\$1,363.13	\$306,522,694
Tickets to Theatre/Operas/Concerts	161	\$182.76	\$41,096,512
Tickets to Movies	168	\$61.91	\$13,921,800
Tickets to Parks or Museums	148	\$63.20	\$14,210,513
Admission to Sporting Events, excl.Trips	126	\$115.41	\$25,951,862
Fees for Participant Sports, excl.Trips	125	\$207.30	\$46,614,874
Fees for Recreational Lessons	145	\$242.97	\$54,635,676
Membership Fees for Social/Recreation/Health Clubs	154	\$486.59	\$109,418,087
Dating Services	258	\$2.99	\$673,370
<b>Toys/Games/Crafts/Hobbies</b>	149	\$266.39	\$59,902,457
Toys/Games/Arts/Crafts/Tricycles	148	\$225.42	\$50,688,371
Playground Equipment	110	\$6.28	\$1,413,015
Play Arcade Pinball/Video Games	211	\$12.03	\$2,704,560
Online Gaming Services	171	\$16.69	\$3,752,511
Stamp & Coin Collecting	107	\$5.98	\$1,344,000

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Recreational Vehicles and Fees</b>	120	\$230.19	\$51,762,521
Docking and Landing Fees for Boats and Planes	121	\$17.87	\$4,019,196
Camp Fees	127	\$84.76	\$19,060,758
Payments on Boats/Trailers/Campers/RVs	99	\$72.32	\$16,262,115
Rental of Boats/Trailers/Campers/RVs	145	\$55.23	\$12,420,452
<b>Sports, Recreation and Exercise Equipment</b>	143	\$370.28	\$83,264,069
Exercise Equipment and Gear, Game Tables	154	\$123.14	\$27,689,042
Bicycles	133	\$101.02	\$22,714,900
Camping Equipment	137	\$29.21	\$6,569,453
Hunting and Fishing Equipment	131	\$58.38	\$13,127,877
Winter Sports Equipment	165	\$23.40	\$5,260,784
Water Sports Equipment	149	\$14.16	\$3,183,355
Other Sports Equipment	138	\$10.88	\$2,447,488
Rental/Repair of Sports/Recreation/Exercise Equipment	144	\$5.36	\$1,204,312
<b>Photographic Equipment and Supplies</b>	172	\$119.12	\$26,785,325
Film	239	\$1.67	\$375,484
Photo Processing	131	\$14.02	\$3,152,302
Photographic Equipment	171	\$31.24	\$7,025,649
Photographer Fees/Other Supplies & Equip Rental/Repair	182	\$72.18	\$16,231,890
<b>Reading</b>	151	\$194.55	\$43,747,055
Magazine/Newspaper Subscriptions	133	\$61.11	\$13,741,301
Magazine/Newspaper Single Copies	139	\$8.37	\$1,882,236
Books/Digital Books/Book Subscriptions	159	\$71.63	\$16,107,747
Digital Book Readers	167	\$53.44	\$12,015,771

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Recreation Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 5 mile radius

Demographic Summary	2025	2030
Population	860,198	862,494
Households	431,408	442,972
Families	169,567	171,987
Median Age	33.9	34.7
Median Household Income	\$102,657	\$111,418

	Spending Potential Index	Average Amount Spent	Total
<b>TV/Video/Audio</b>	125	\$1,545.93	\$666,926,411
Cable & Satellite Television Services	115	\$763.20	\$329,251,744
Televisions & Video	138	\$592.57	\$255,640,212
Audio	134	\$187.46	\$80,872,291
Rental of TV/VCR/Radio/Sound Equipment	113	\$0.26	\$110,929
Repair of TV/Radio/Sound Equipment	131	\$2.44	\$1,051,235
<b>Entertainment/Recreation Fees and Admissions</b>	129	\$1,202.85	\$518,917,268
Tickets to Theatre/Operas/Concerts	141	\$160.57	\$69,272,443
Tickets to Movies	147	\$54.36	\$23,450,029
Tickets to Parks or Museums	131	\$55.93	\$24,128,078
Admission to Sporting Events, excl.Trips	112	\$102.15	\$44,069,552
Fees for Participant Sports, excl.Trips	112	\$185.13	\$79,864,474
Fees for Recreational Lessons	129	\$215.94	\$93,158,916
Membership Fees for Social/Recreation/Health Clubs	135	\$426.15	\$183,843,563
Dating Services	226	\$2.62	\$1,130,213
<b>Toys/Games/Crafts/Hobbies</b>	132	\$236.18	\$101,890,966
Toys/Games/Arts/Crafts/Tricycles	131	\$200.06	\$86,307,047
Playground Equipment	99	\$5.63	\$2,430,797
Play Arcade Pinball/Video Games	184	\$10.47	\$4,518,725
Online Gaming Services	148	\$14.43	\$6,225,850
Stamp & Coin Collecting	100	\$5.58	\$2,408,547

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Recreational Vehicles and Fees</b>	107	\$206.75	\$89,193,117
Docking and Landing Fees for Boats and Planes	107	\$15.85	\$6,836,285
Camp Fees	115	\$76.88	\$33,165,378
Payments on Boats/Trailers/Campers/RVs	89	\$64.80	\$27,955,306
Rental of Boats/Trailers/Campers/RVs	129	\$49.23	\$21,236,148
<b>Sports, Recreation and Exercise Equipment</b>	125	\$324.76	\$140,103,348
Exercise Equipment and Gear, Game Tables	134	\$107.38	\$46,322,559
Bicycles	118	\$89.77	\$38,725,927
Camping Equipment	122	\$25.89	\$11,168,780
Hunting and Fishing Equipment	114	\$50.59	\$21,826,468
Winter Sports Equipment	143	\$20.28	\$8,747,406
Water Sports Equipment	130	\$12.37	\$5,335,135
Other Sports Equipment	124	\$9.77	\$4,214,236
Rental/Repair of Sports/Recreation/Exercise Equipment	127	\$4.72	\$2,035,485
<b>Photographic Equipment and Supplies</b>	150	\$103.57	\$44,679,255
Film	199	\$1.39	\$600,154
Photo Processing	117	\$12.49	\$5,387,077
Photographic Equipment	150	\$27.28	\$11,769,144
Photographer Fees/Other Supplies & Equip Rental/Repair	158	\$62.41	\$26,922,880
<b>Reading</b>	133	\$172.39	\$74,370,454
Magazine/Newspaper Subscriptions	119	\$54.82	\$23,649,309
Magazine/Newspaper Single Copies	125	\$7.55	\$3,254,996
Books/Digital Books/Book Subscriptions	140	\$63.09	\$27,216,050
Digital Book Readers	146	\$46.94	\$20,250,099

**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.



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