

# Recreation Expenditures

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

Sample Report  
Latitude: 41.8803  
Longitude: -87.6375

<b>Demographic Summary</b>		<b>2025</b>	<b>2030</b>
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
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		158	\$1,950.66
Cable & Satellite Television Services		135	\$898.57
Televisions & Video		188	\$807.06
Audio		172	\$241.47
Rental of TV/VCR/Radio/Sound Equipment		161	\$0.37
Repair of TV/Radio/Sound Equipment		172	\$3.19
<b>Entertainment/Recreation Fees and Admissions</b>		159	\$1,487.34
Tickets to Theatre/Operas/Concerts		177	\$201.27
Tickets to Movies		194	\$71.55
Tickets to Parks or Museums		163	\$69.40
Admission to Sporting Events, excl.Trips		144	\$131.91
Fees for Participant Sports, excl.Trips		136	\$226.34
Fees for Recreational Lessons		149	\$249.84
Membership Fees for Social/Recreation/Health Clubs		168	\$533.43
Dating Services		309	\$3.59
<b>Toys/Games/Crafts/Hobbies</b>		169	\$302.76
Toys/Games/Arts/Crafts/Tricycles		168	\$255.82
Playground Equipment		122	\$6.96
Play Arcade Pinball/Video Games		242	\$13.79
Online Gaming Services		209	\$20.35
Stamp & Coin Collecting		104	\$5.83
<b>Recreational Vehicles and Fees</b>		125	\$241.30
Docking and Landing Fees for Boats and Planes		120	\$17.72
Camp Fees		128	\$85.52
Payments on Boats/Trailers/Campers/RVs		108	\$78.27
Rental of Boats/Trailers/Campers/RVs		157	\$59.79
<b>Sports, Recreation and Exercise Equipment</b>		166	\$431.24
Exercise Equipment and Gear, Game Tables		183	\$146.70
Bicycles		145	\$110.40
Camping Equipment		165	\$35.07
Hunting and Fishing Equipment		164	\$72.87
Winter Sports Equipment		181	\$25.63
Water Sports Equipment		173	\$16.53
Other Sports Equipment		156	\$12.36
Rental/Repair of Sports/Recreation/Exercise Equipment		158	\$5.87
<b>Photographic Equipment and Supplies</b>		195	\$134.81
Film		296	\$2.07
Photo Processing		146	\$15.63
Photographic Equipment		193	\$35.27
Photographer Fees/Other Supplies & Equip Rental/Repair		207	\$81.84
<b>Reading</b>		164	\$212.38
Magazine/Newspaper Subscriptions		133	\$61.21
Magazine/Newspaper Single Copies		140	\$8.43
Books/Digital Books/Book Subscriptions		177	\$80.15
Digital Book Readers		195	\$62.60

**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 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

Sample Report  
Latitude: 41.8803  
Longitude: -87.6375

<b>Demographic Summary</b>		<b>2025</b>	<b>2030</b>
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
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		140	\$1,726.58
Cable & Satellite Television Services		126	\$836.71
Televisions & Video		157	\$674.37
Audio		152	\$212.54
Rental of TV/VCR/Radio/Sound Equipment		122	\$0.28
Repair of TV/Radio/Sound Equipment		144	\$2.67
<b>Entertainment/Recreation Fees and Admissions</b>		146	\$1,363.13
Tickets to Theatre/Operas/Concerts		161	\$182.76
Tickets to Movies		168	\$61.91
Tickets to Parks or Museums		148	\$63.20
Admission to Sporting Events, excl.Trips		126	\$115.41
Fees for Participant Sports, excl.Trips		125	\$207.30
Fees for Recreational Lessons		145	\$242.97
Membership Fees for Social/Recreation/Health Clubs		154	\$486.59
Dating Services		258	\$2.99
<b>Toys/Games/Crafts/Hobbies</b>		149	\$266.39
Toys/Games/Arts/Crafts/Tricycles		148	\$225.42
Playground Equipment		110	\$6.28
Play Arcade Pinball/Video Games		211	\$12.03
Online Gaming Services		171	\$16.69
Stamp & Coin Collecting		107	\$5.98
<b>Recreational Vehicles and Fees</b>		120	\$230.19
Docking and Landing Fees for Boats and Planes		121	\$17.87
Camp Fees		127	\$84.76
Payments on Boats/Trailers/Campers/RVs		99	\$72.32
Rental of Boats/Trailers/Campers/RVs		145	\$55.23
<b>Sports, Recreation and Exercise Equipment</b>		143	\$370.28
Exercise Equipment and Gear, Game Tables		154	\$123.14
Bicycles		133	\$101.02
Camping Equipment		137	\$29.21
Hunting and Fishing Equipment		131	\$58.38
Winter Sports Equipment		165	\$23.40
Water Sports Equipment		149	\$14.16
Other Sports Equipment		138	\$10.88
Rental/Repair of Sports/Recreation/Exercise Equipment		144	\$5.36
<b>Photographic Equipment and Supplies</b>		172	\$119.12
Film		239	\$1.67
Photo Processing		131	\$14.02
Photographic Equipment		171	\$31.24
Photographer Fees/Other Supplies & Equip Rental/Repair		182	\$72.18
<b>Reading</b>		151	\$194.55
Magazine/Newspaper Subscriptions		133	\$61.11
Magazine/Newspaper Single Copies		139	\$8.37
Books/Digital Books/Book Subscriptions		159	\$71.63
Digital Book Readers		167	\$53.44

**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 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

Sample Report  
Latitude: 41.8803  
Longitude: -87.6375

<b>Demographic Summary</b>		<b>2025</b>	<b>2030</b>
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
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		125	\$1,545.93
Cable & Satellite Television Services		115	\$763.20
Televisions & Video		138	\$592.57
Audio		134	\$187.46
Rental of TV/VCR/Radio/Sound Equipment		113	\$0.26
Repair of TV/Radio/Sound Equipment		131	\$2.44
<b>Entertainment/Recreation Fees and Admissions</b>		129	\$1,202.85
Tickets to Theatre/Operas/Concerts		141	\$160.57
Tickets to Movies		147	\$54.36
Tickets to Parks or Museums		131	\$55.93
Admission to Sporting Events, excl.Trips		112	\$102.15
Fees for Participant Sports, excl.Trips		112	\$185.13
Fees for Recreational Lessons		129	\$215.94
Membership Fees for Social/Recreation/Health Clubs		135	\$426.15
Dating Services		226	\$2.62
<b>Toys/Games/Crafts/Hobbies</b>		132	\$236.18
Toys/Games/Arts/Crafts/Tricycles		131	\$200.06
Playground Equipment		99	\$5.63
Play Arcade Pinball/Video Games		184	\$10.47
Online Gaming Services		148	\$14.43
Stamp & Coin Collecting		100	\$5.58
<b>Recreational Vehicles and Fees</b>		107	\$206.75
Docking and Landing Fees for Boats and Planes		107	\$15.85
Camp Fees		115	\$76.88
Payments on Boats/Trailers/Campers/RVs		89	\$64.80
Rental of Boats/Trailers/Campers/RVs		129	\$49.23
<b>Sports, Recreation and Exercise Equipment</b>		125	\$324.76
Exercise Equipment and Gear, Game Tables		134	\$107.38
Bicycles		118	\$89.77
Camping Equipment		122	\$25.89
Hunting and Fishing Equipment		114	\$50.59
Winter Sports Equipment		143	\$20.28
Water Sports Equipment		130	\$12.37
Other Sports Equipment		124	\$9.77
Rental/Repair of Sports/Recreation/Exercise Equipment		127	\$4.72
<b>Photographic Equipment and Supplies</b>		150	\$103.57
Film		199	\$1.39
Photo Processing		117	\$12.49
Photographic Equipment		150	\$27.28
Photographer Fees/Other Supplies & Equip Rental/Repair		158	\$62.41
<b>Reading</b>		133	\$172.39
Magazine/Newspaper Subscriptions		119	\$54.82
Magazine/Newspaper Single Copies		125	\$7.55
Books/Digital Books/Book Subscriptions		140	\$63.09
Digital Book Readers		146	\$46.94

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