



Recreation Expenditures

Proposed Location
 100 S Western Ave, Chicago, Illinois, 60612
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.87998
 Longitude: -87.68647

Demographic Summary		2021	2026
Population		28,443	28,291
Households		11,444	11,412
Families		5,903	5,885
Median Age		33.2	34.0
Median Household Income		\$49,091	\$54,143
		Spending Potential Index	Average Amount Spent
		Index	Total
TV/Video/Audio		79	\$932.32
Cable & Satellite Television Services		80	\$643.54
Televisions & Video		80	\$207.39
Audio		73	\$78.32
Rental of TV/VCR/Radio/Sound Equipment		132	\$1.46
Repair of TV/Radio/Sound Equipment		87	\$1.61
Entertainment/Recreation Fees and Admissions		74	\$549.12
Tickets to Theatre/Operas/Concerts		80	\$65.02
Tickets to Movies		79	\$43.77
Tickets to Parks or Museums		73	\$24.81
Admission to Sporting Events, excl.Trips		65	\$41.59
Fees for Participant Sports, excl.Trips		66	\$76.15
Fees for Recreational Lessons		77	\$107.69
Membership Fees for Social/Recreation/Health Clubs		76	\$188.18
Dating Services		160	\$1.92
Toys/Games/Crafts/Hobbies		79	\$91.23
Toys/Games/Arts/Crafts/Tricycles		81	\$79.65
Playground Equipment		48	\$1.59
Play Arcade Pinball/Video Games		62	\$1.44
Online Gaming Services		84	\$5.14
Stamp & Coin Collecting		66	\$3.41
Recreational Vehicles and Fees		60	\$68.02
Docking and Landing Fees for Boats and Planes		58	\$5.39
Camp Fees		82	\$25.24
Payments on Boats/Trailers/Campers/RVs		44	\$22.58
Rental of Boats/Trailers/Campers/RVs		68	\$14.81
Sports, Recreation and Exercise Equipment		74	\$132.63
Exercise Equipment and Gear, Game Tables		66	\$36.69
Bicycles		72	\$21.41
Camping Equipment		64	\$13.27
Hunting and Fishing Equipment		91	\$44.36
Winter Sports Equipment		76	\$5.59
Water Sports Equipment		51	\$4.27
Other Sports Equipment		69	\$4.90
Rental/Repair of Sports/Recreation/Exercise Equipment		59	\$1.69
Photographic Equipment and Supplies		81	\$37.03
Film		80	\$0.44
Photo Processing		72	\$5.36
Photographic Equipment		84	\$13.41
Photographer Fees/Other Supplies & Equip Rental/Repair		81	\$17.82
Reading		79	\$81.49
Magazine/Newspaper Subscriptions		73	\$26.43
Magazine/Newspaper Single Copies		82	\$4.67
Books		78	\$26.01
Digital Book Readers		88	\$24.38

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Recreation Expenditures

Proposed Location
 100 S Western Ave, Chicago, Illinois, 60612
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.87998
 Longitude: -87.68647

Demographic Summary		2021	2026
Population		434,122	440,918
Households		174,751	179,781
Families		85,014	86,336
Median Age		32.8	33.6
Median Household Income		\$73,143	\$83,496
		Spending Potential Index	Average Amount Spent
			Total
TV/Video/Audio		115	\$1,353.33
Cable & Satellite Television Services		111	\$897.99
Televisions & Video		126	\$325.83
Audio		117	\$125.42
Rental of TV/VCR/Radio/Sound Equipment		177	\$1.96
Repair of TV/Radio/Sound Equipment		115	\$2.13
Entertainment/Recreation Fees and Admissions		116	\$856.80
Tickets to Theatre/Operas/Concerts		119	\$96.26
Tickets to Movies		129	\$71.54
Tickets to Parks or Museums		118	\$40.14
Admission to Sporting Events, excl.Trips		103	\$66.41
Fees for Participant Sports, excl.Trips		104	\$120.44
Fees for Recreational Lessons		117	\$164.96
Membership Fees for Social/Recreation/Health Clubs		119	\$294.68
Dating Services		197	\$2.36
Toys/Games/Crafts/Hobbies		121	\$140.25
Toys/Games/Arts/Crafts/Tricycles		124	\$121.97
Playground Equipment		84	\$2.81
Play Arcade Pinball/Video Games		100	\$2.31
Online Gaming Services		137	\$8.38
Stamp & Coin Collecting		92	\$4.78
Recreational Vehicles and Fees		88	\$98.79
Docking and Landing Fees for Boats and Planes		80	\$7.45
Camp Fees		106	\$32.79
Payments on Boats/Trailers/Campers/RVs		66	\$33.57
Rental of Boats/Trailers/Campers/RVs		114	\$24.98
Sports, Recreation and Exercise Equipment		115	\$208.10
Exercise Equipment and Gear, Game Tables		111	\$61.28
Bicycles		121	\$35.87
Camping Equipment		118	\$24.59
Hunting and Fishing Equipment		120	\$58.39
Winter Sports Equipment		132	\$9.79
Water Sports Equipment		83	\$6.94
Other Sports Equipment		106	\$7.55
Rental/Repair of Sports/Recreation/Exercise Equipment		106	\$3.04
Photographic Equipment and Supplies		130	\$59.82
Film		151	\$0.83
Photo Processing		109	\$8.15
Photographic Equipment		132	\$21.09
Photographer Fees/Other Supplies & Equip Rental/Repair		136	\$29.74
Reading		115	\$119.03
Magazine/Newspaper Subscriptions		100	\$36.32
Magazine/Newspaper Single Copies		111	\$6.34
Books		119	\$40.05
Digital Book Readers		131	\$36.32

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Recreation Expenditures

Proposed Location
 100 S Western Ave, Chicago, Illinois, 60612
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.87998
 Longitude: -87.68647

Demographic Summary		2021	2026
Population		1,185,681	1,196,629
Households		486,494	496,014
Families		234,015	235,870
Median Age		33.3	34.3
Median Household Income		\$74,958	\$84,704
		Spending Potential Index	Average Amount Spent
		Index	Total
TV/Video/Audio		116	\$664,191,820
Cable & Satellite Television Services		112	\$440,900,310
Televisions & Video		126	\$158,568,612
Audio		121	\$62,801,392
Rental of TV/VCR/Radio/Sound Equipment		160	\$865,712
Repair of TV/Radio/Sound Equipment		117	\$1,055,793
Entertainment/Recreation Fees and Admissions		122	\$438,611,623
Tickets to Theatre/Operas/Concerts		125	\$49,172,657
Tickets to Movies		132	\$35,736,757
Tickets to Parks or Museums		124	\$20,447,722
Admission to Sporting Events, excl.Trips		110	\$34,395,280
Fees for Participant Sports, excl.Trips		110	\$61,919,891
Fees for Recreational Lessons		125	\$85,790,617
Membership Fees for Social/Recreation/Health Clubs		124	\$150,006,317
Dating Services		196	\$1,142,381
Toys/Games/Crafts/Hobbies		122	\$68,849,681
Toys/Games/Arts/Crafts/Tricycles		125	\$59,918,796
Playground Equipment		89	\$1,436,597
Play Arcade Pinball/Video Games		103	\$1,157,171
Online Gaming Services		137	\$4,068,709
Stamp & Coin Collecting		90	\$2,268,407
Recreational Vehicles and Fees		94	\$51,608,998
Docking and Landing Fees for Boats and Planes		87	\$3,972,290
Camp Fees		116	\$17,467,926
Payments on Boats/Trailers/Campers/RVs		70	\$17,279,106
Rental of Boats/Trailers/Campers/RVs		121	\$12,889,676
Sports, Recreation and Exercise Equipment		119	\$104,035,262
Exercise Equipment and Gear, Game Tables		116	\$31,131,790
Bicycles		124	\$17,938,817
Camping Equipment		121	\$12,251,369
Hunting and Fishing Equipment		120	\$28,267,939
Winter Sports Equipment		142	\$5,094,973
Water Sports Equipment		89	\$3,606,734
Other Sports Equipment		111	\$3,828,865
Rental/Repair of Sports/Recreation/Exercise Equipment		114	\$1,587,008
Photographic Equipment and Supplies		134	\$29,967,180
Film		155	\$412,545
Photo Processing		113	\$4,124,500
Photographic Equipment		138	\$10,747,035
Photographer Fees/Other Supplies & Equip Rental/Repair		138	\$14,683,100
Reading		119	\$59,758,376
Magazine/Newspaper Subscriptions		107	\$18,739,867
Magazine/Newspaper Single Copies		116	\$3,245,175
Books		122	\$19,923,076
Digital Book Readers		132	\$17,850,258

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