



Recreation Expenditures

Prepared by Carol Campbell

Chicago Drive Time

Latitude: 41.88415

Longitude: -87.632538

Drive Time: 30 minutes

| Demographic Summary | 2010 | 2015 | |
|-------------------------|-----------|-----------|--|
| Population | 5,501,921 | 5,467,751 | |
| Households | 2,026,620 | 2,014,534 | |
| Families | 1,266,956 | 1,242,219 | |
| Median Age | 35.0 | 35.1 | |
| Median Household Income | \$59,430 | \$68,384 | |

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|-----------------|
| Entertainment/Recreation Fees and Admissions | 114 | \$705.65 | \$1,430,091,691 |
| Admission to Movies, Theater, Opera, Ballet | 117 | \$176.86 | \$358,433,736 |
| Admission to Sporting Events, excl. Trips | 108 | \$64.49 | \$130,700,463 |
| Fees for Participant Sports, excl. Trips | 108 | \$115.49 | \$234,044,580 |
| Fees for Recreational Lessons | 117 | \$160.15 | \$324,568,364 |
| Membership Fees for Social/Recreation/Civic Clubs | 114 | \$187.59 | \$380,178,344 |
| Dating Services | 139 | \$1.07 | \$2,166,204 |
| Rental of Video Cassettes and DVDs | 111 | \$45.58 | \$92,364,653 |
| Toys & Games | 109 | \$158.25 | \$320,712,878 |
| Toys and Playground Equipment | 108 | \$152.98 | \$310,038,190 |
| Play Arcade Pinball/Video Games | 132 | \$2.49 | \$5,055,121 |
| Online Entertainment and Games | 119 | \$2.77 | \$5,619,567 |
| Recreational Vehicles and Fees | 94 | \$301.97 | \$611,977,960 |
| Docking and Landing Fees for Boats and Planes | 118 | \$8.36 | \$16,948,040 |
| Camp Fees | 115 | \$33.12 | \$67,126,170 |
| Purchase of RVs or Boats | 90 | \$251.08 | \$508,836,453 |
| Rental of RVs or Boats | 110 | \$9.41 | \$19,067,297 |
| Sports, Recreation and Exercise Equipment | 83 | \$149.62 | \$303,225,361 |
| Exercise Equipment and Gear, Game Tables | 87 | \$71.39 | \$144,671,995 |
| Bicycles | 115 | \$22.84 | \$46,283,011 |
| Camping Equipment | 46 | \$6.58 | \$13,329,796 |
| Hunting and Fishing Equipment | 56 | \$21.68 | \$43,928,728 |
| Winter Sports Equipment | 106 | \$6.84 | \$13,869,867 |
| Water Sports Equipment | 94 | \$6.27 | \$12,709,636 |
| Other Sports Equipment | 102 | \$9.70 | \$19,648,956 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | 108 | \$4.33 | \$8,783,372 |
| Photographic Equipment and Supplies | 109 | \$112.37 | \$227,729,659 |
| Film | 104 | \$7.65 | \$15,501,449 |
| Film Processing | 104 | \$23.38 | \$47,382,463 |
| Photographic Equipment | 113 | \$48.27 | \$97,818,926 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 107 | \$33.07 | \$67,026,821 |
| Reading | 111 | \$172.07 | \$348,718,056 |
| Magazine/Newspaper Subscriptions | 106 | \$67.43 | \$136,664,826 |
| Magazine/Newspaper Single Copies | 115 | \$22.00 | \$44,580,773 |
| Books | 114 | \$82.64 | \$167,472,458 |

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.