



Recreation Expenditures

Prepared by Fitness Acquisitions, Inc.

Sample Report
500 N Kingsbury St
Chicago, IL 60610

Site Type: Drivetime

Latitude: 41.890724
Longitude: -87.639259
Drivetime: 4 minutes

Demographic Summary	2007	2012
Population	132,934	140,296
Households	74,218	78,117
Families	23,125	23,495
Median Age	35.8	37.7
Median Household Income	\$76,259	\$94,553

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	168	\$1,025.01	\$76,074,259
Admission to Movies, Theater, Opera, Ballet	194	\$290.86	\$21,586,848
Admission to Sporting Events, excl. Trips	166	\$95.29	\$7,072,464
Fees for Participant Sports, excl. Trips	156	\$176.71	\$13,115,351
Fees for Recreational Lessons	162	\$211.07	\$15,665,323
Social, Recreation, Civic Club Membership	158	\$251.07	\$18,634,273
Rental of Video Cassettes and DVDs	183	\$109.47	\$8,124,485
Toys & Games	167	\$303.35	\$22,513,929
Toys and Playground Equipment	166	\$291.40	\$21,627,179
Play Arcade Pinball/Video Games	186	\$11.95	\$886,750
Recreational Vehicles and Fees	121	\$548.38	\$40,699,646
Purchase or Rental of RVs or Boats	115	\$453.03	\$33,623,232
Docking and Landing Fees for Boats and Planes	135	\$11.85	\$879,436
Camp Fees	156	\$83.50	\$6,196,978
Sports, Recreation and Exercise Equipment	156	\$359.52	\$26,682,501
Exercise Equipment and Gear, Game Tables	144	\$134.69	\$9,996,588
Bicycles	178	\$34.94	\$2,593,047
Camping Equipment	148	\$26.70	\$1,981,306
Hunting and Fishing Equipment	169	\$94.10	\$6,984,009
Winter Sports Equipment	159	\$12.19	\$904,808
Water Sports Equipment	175	\$16.49	\$1,223,754
Other Sports Equipment	153	\$34.84	\$2,586,094
Rental/Repair of Equipment	149	\$5.56	\$412,895
Photographic Equipment and Supplies	163	\$223.06	\$16,555,323
Film	164	\$39.93	\$2,963,445
Film Processing	161	\$60.70	\$4,505,028
Photographic Equipment	161	\$69.44	\$5,153,519
Photographer Fees/Other Supplies & Equip Rental/Repair	164	\$53.00	\$3,933,331
Reading	164	\$348.24	\$25,845,705
Newspapers	152	\$127.60	\$9,470,016
Magazines	163	\$63.68	\$4,726,387
Books	176	\$156.96	\$11,649,302

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: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. forecasts for 2007 and 2012.



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Latitude: 41.890724
Longitude: -87.639259
Drivetime: 8 minutes

Demographic Summary	2007	2012
Population	677,664	690,772
Households	303,793	310,424
Families	126,645	125,018
Median Age	32.8	33.8
Median Household Income	\$58,114	\$70,148

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	128	\$783.38	\$237,985,562
Admission to Movies, Theater, Opera, Ballet	149	\$223.90	\$68,018,179
Admission to Sporting Events, excl. Trips	124	\$71.35	\$21,676,505
Fees for Participant Sports, excl. Trips	119	\$134.37	\$40,820,803
Fees for Recreational Lessons	126	\$164.12	\$49,857,283
Social, Recreation, Civic Club Membership	120	\$189.64	\$57,612,792
Rental of Video Cassettes and DVDs	142	\$84.62	\$25,706,208
Toys & Games	129	\$233.47	\$70,925,375
Toys and Playground Equipment	128	\$224.14	\$68,092,544
Play Arcade Pinball/Video Games	145	\$9.32	\$2,832,831
Recreational Vehicles and Fees	90	\$410.72	\$124,775,348
Purchase or Rental of RVs or Boats	86	\$338.07	\$102,702,668
Docking and Landing Fees for Boats and Planes	104	\$9.14	\$2,777,930
Camp Fees	119	\$63.51	\$19,294,750
Sports, Recreation and Exercise Equipment	122	\$280.40	\$85,182,069
Exercise Equipment and Gear, Game Tables	110	\$102.66	\$31,188,443
Bicycles	137	\$26.81	\$8,144,901
Camping Equipment	114	\$20.59	\$6,254,909
Hunting and Fishing Equipment	138	\$76.92	\$23,369,218
Winter Sports Equipment	124	\$9.56	\$2,905,152
Water Sports Equipment	133	\$12.52	\$3,804,706
Other Sports Equipment	118	\$27.04	\$8,214,140
Rental/Repair of Equipment	115	\$4.28	\$1,300,600
Photographic Equipment and Supplies	125	\$171.22	\$52,015,743
Film	127	\$30.94	\$9,400,779
Film Processing	124	\$46.68	\$14,180,099
Photographic Equipment	123	\$52.96	\$16,089,805
Photographer Fees/Other Supplies & Equip Rental/Repair	126	\$40.64	\$12,345,060
Reading	126	\$267.49	\$81,262,551
Newspapers	118	\$99.36	\$30,183,474
Magazines	125	\$48.65	\$14,780,042
Books	134	\$119.49	\$36,299,035

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Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. forecasts for 2007 and 2012.



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Sample Report
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Latitude: 41.890724
Longitude: -87.639259
Drivetime: 12 minutes

Demographic Summary

	2007	2012
Population	1,834,726	1,847,435
Households	696,595	701,980
Families	363,267	355,412
Median Age	31.8	32.5
Median Household Income	\$50,521	\$60,924

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	104	\$636.66	\$443,494,018
Admission to Movies, Theater, Opera, Ballet	120	\$180.04	\$125,414,294
Admission to Sporting Events, excl. Trips	99	\$57.17	\$39,825,775
Fees for Participant Sports, excl. Trips	97	\$109.71	\$76,426,144
Fees for Recreational Lessons	104	\$135.68	\$94,515,392
Social, Recreation, Civic Club Membership	97	\$154.05	\$107,312,413
Rental of Video Cassettes and DVDs	114	\$67.90	\$47,301,625
Toys & Games	104	\$189.13	\$131,749,494
Toys and Playground Equipment	104	\$181.56	\$126,475,173
Play Arcade Pinball/Video Games	118	\$7.57	\$5,274,321
Recreational Vehicles and Fees	74	\$337.41	\$235,035,077
Purchase or Rental of RVs or Boats	71	\$277.45	\$193,273,750
Docking and Landing Fees for Boats and Planes	88	\$7.69	\$5,355,878
Camp Fees	98	\$52.26	\$36,405,449
Sports, Recreation and Exercise Equipment	99	\$228.96	\$159,493,899
Exercise Equipment and Gear, Game Tables	89	\$83.44	\$58,124,857
Bicycles	110	\$21.53	\$14,998,676
Camping Equipment	91	\$16.48	\$11,479,900
Hunting and Fishing Equipment	114	\$63.63	\$44,323,215
Winter Sports Equipment	103	\$7.89	\$5,499,450
Water Sports Equipment	106	\$10.04	\$6,997,281
Other Sports Equipment	98	\$22.41	\$15,613,721
Rental/Repair of Equipment	95	\$3.53	\$2,456,799
Photographic Equipment and Supplies	101	\$138.82	\$96,702,995
Film	104	\$25.14	\$17,511,380
Film Processing	101	\$37.85	\$26,368,032
Photographic Equipment	100	\$42.92	\$29,896,058
Photographer Fees/Other Supplies & Equip Rental/Repair	102	\$32.91	\$22,927,525
Reading	102	\$217.68	\$151,634,232
Newspapers	98	\$82.40	\$57,399,690
Magazines	101	\$39.32	\$27,392,602
Books	107	\$95.96	\$66,841,940

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.

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