

Illinois - Lifestyle Demographics

Chicago

Vital Statistics:

Population:	6,203,100
Households:	2,303,200
Median Age:	32.9
Total EBI :	\$87,161,650,000
Total Retail Sales:	\$42,741,467,000
Buying Power Index:	2.7058

The Top Ten Lifestyles

Chicago

Bicycling Frequently
Bowling Environmental
Golf
Stock/Bond Investments
Career-Oriented Activities
Gourmet Cooking/Fine Foods
Wines Hunting/Shooting
Racquetball
Home Video Games
Science Fiction

Sports & Leisure Activities

Bicycling Frequently
Golf
Bowling
Racquetball
Physical Fitness/Exercise
Watching Sports on TV
Tennis Frequently
Running/Jogging
Walking For Health

Outdoor Activities

Chicago

Wildlife
Motorcycles
Fishing Frequently
Camping/Hiking
RV's - 4-WD