



# House and Home Expenditures

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

Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

2018 Housing Summary		2018 Demographic Summary	
Housing Units	46,125	Population	66,358
2018-2023 Percent Change	11.53%	Households	38,440
Percent Occupied	83.3%	Families	10,370
Percent Owner Households	38.8%	Median Age	32.9
Median Home Value	\$361,661	Median Household Income	\$102,525

  

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	114	\$12,881.01	\$495,146,055
Mortgage Interest	120	\$4,315.71	\$165,895,822
Mortgage Principal	110	\$2,106.43	\$80,971,131
Property Taxes	113	\$2,861.02	\$109,977,746
Homeowners Insurance	103	\$555.55	\$21,355,244
Ground Rent	112	\$81.58	\$3,135,811
Maintenance and Remodeling Services	110	\$2,255.29	\$86,693,285
Maintenance and Remodeling Materials	109	\$536.31	\$20,615,838
Property Management and Security	163	\$169.13	\$6,501,179
<b>Rented Dwellings</b>	338	\$16,710.55	\$642,353,637
Rent	340	\$16,469.04	\$633,069,776
Renters' Insurance	314	\$89.52	\$3,441,276
Maintenance and Repair Services	184	\$100.75	\$3,872,862
Maintenance and Repair Materials	232	\$51.24	\$1,969,723
<b>Other Lodging</b>	129	\$740.06	\$28,447,984
Owned Vacation Homes	128	\$651.69	\$25,051,151
Mortgage Payment	136	\$224.60	\$8,633,717
Property Taxes	128	\$181.07	\$6,960,140
Homeowners Insurance	107	\$23.98	\$921,898
Maintenance and Remodeling	125	\$189.57	\$7,286,905
Property Management and Security	117	\$32.48	\$1,248,491
Housing While Attending School	137	\$88.37	\$3,396,832
<b>Household Operations</b>	164	\$3,260.49	\$125,333,064
Child Care	196	\$1,007.45	\$38,726,371
Care for Elderly or Handicapped	154	\$98.68	\$3,793,267
Appliance Rental and Repair	129	28	1,074,262
Computer Information Services	177	\$966.08	\$37,136,042
Home Security System Services	124	\$48.82	\$1,876,699
Non-Apparel Household Laundry/Dry Cleaning	204	\$55.74	\$2,142,630
Housekeeping Services	138	\$268.26	\$10,312,006
Lawn and Garden	121	\$520.17	\$19,995,456
Moving/Storage/Freight Express	222	\$143.60	\$5,520,051
Installation of Computers	218	\$1.09	\$42,061
PC Repair (Personal Use)	162	\$9.63	\$370,087
Reupholstering/Furniture Repair	121	\$9.59	\$368,829
Termite/Pest Control	120	\$41.36	\$1,589,865
Water Softening Services	133	\$10.50	\$403,465
Internet Services Away from Home	211	\$19.64	\$754,974
Other Home Services (1)	125	\$31.92	\$1,226,999

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	155	\$7,695.97	\$295,832,918
Bottled Gas	82	\$41.31	\$1,587,801
Electricity	155	\$2,857.07	\$109,825,663
Fuel Oil	122	\$82.37	\$3,166,471
Natural Gas	151	\$760.74	\$29,242,676
Phone Services	168	\$2,978.62	\$114,498,232
Water and Other Public Services	136	\$969.05	\$37,250,283
Coal/Wood/Other Fuel	84	\$6.81	\$261,791
<b>Housekeeping Supplies</b>	158	\$1,131.08	\$43,478,838
Laundry and Cleaning Supplies	163	\$321.65	\$12,364,345
Postage and Stationery	153	\$259.18	\$9,962,809
Other HH Products (2)	157	\$550.25	\$21,151,683
<b>Household Textiles</b>	172	\$169.26	\$6,506,477
Bathroom Linens	186	\$27.31	\$1,049,820
Bedroom Linens	181	\$91.86	\$3,530,985
Kitchen, Dining Room and other Linens	133	\$15.91	\$611,404
Curtains and Draperies	157	\$25.26	\$971,130
Slipcovers, Decorative Pillows	175	\$8.93	\$343,140
<b>Furniture</b>	174	\$1,065.31	\$40,950,525
Mattresses and Box Springs	169	\$205.25	\$7,889,901
Other Bedroom Furniture	187	\$197.01	\$7,572,997
Sofas	181	\$308.86	\$11,872,387
Living Room Chairs	152	\$85.62	\$3,291,290
Living Room Tables	188	\$27.23	\$1,046,752
Kitchen, Dining Room Furniture	176	\$86.74	\$3,334,109
Infant Furniture	215	\$25.74	\$989,422
Outdoor Furniture	135	\$44.89	\$1,725,427
Wall Units, Cabinets, Other Furniture (3)	174	\$83.98	\$3,228,239
<b>Major Appliances</b>	134	\$468.69	\$18,016,576
Dishwashers and Disposals	115	\$37.12	\$1,426,924
Refrigerators and Freezers	123	\$132.91	\$5,109,198
Clothes Washers & Dryers	145	\$136.54	\$5,248,533
Cooking Stoves and Ovens	122	\$63.07	\$2,424,466
Microwave Ovens	173	\$27.47	\$1,056,071
Window Air Conditioners	190	\$14.65	\$563,252
Electric Floor Cleaning Equipment	164	\$42.50	\$1,633,891
Sewing Machines and Miscellaneous Appliances	119	\$14.42	\$554,243

**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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June 15, 2018



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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	166	\$40.76	\$1,566,728
Housewares	161	\$167.33	\$6,432,012
Small Appliances	179	\$87.74	\$3,372,847
Sewing/Needlework/Quilt Materials/Items	127	\$16.27	\$625,611
Window Coverings	131	\$28.63	\$1,100,517
Lamps/Lighting Fixtures/Ceiling Fans	128	\$52.93	\$2,034,476
Infant Equipment	260	\$83.24	\$3,199,748
Rental of Furniture	280	\$19.69	\$756,979
Laundry and Cleaning Equipment	177	\$49.88	\$1,917,578
Closet and Storage Items	169	\$41.60	\$1,599,254
Luggage	182	\$24.99	\$960,473
Clocks and Other Household Decoratives	145	\$281.11	\$10,805,930
Telephones and Accessories	178	\$125.03	\$4,806,184
Grills and Outdoor Equipment	138	\$38.63	\$1,484,989
Power Tools	130	\$68.18	\$2,620,757
Hand Tools	179	\$14.86	\$571,124
Office Furniture/Equipment for Home Use	184	\$27.18	\$1,044,976
Computers and Hardware for Home Use	191	\$326.05	\$12,533,185
Portable Memory	183	\$9.98	\$383,603
Computer Software	207	\$21.81	\$838,480
Computer Accessories	173	\$32.60	\$1,253,256
Other Household Appliances	134	\$23.95	\$920,797
Misc Equipment incl Ladders/Sheds/Etc	153	\$124.34	\$4,779,736

Sample Report

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units, Cabinets, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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# House and Home Expenditures

Proposed Location  
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 Ring: 3 mile radius

Sample Report  
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2018 Housing Summary		2018 Demographic Summary	
Housing Units	221,658	Population	373,093
2018-2023 Percent Change	6.10%	Households	194,612
Percent Occupied	87.8%	Families	68,909
Percent Owner Households	36.8%	Median Age	34.3
Median Home Value	\$399,483	Median Household Income	\$79,177
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	104	\$11,680.54	\$2,273,174,150
Mortgage Interest	106	\$3,799.44	\$739,415,853
Mortgage Principal	99	\$1,888.01	\$367,430,240
Property Taxes	108	\$2,721.10	\$529,559,587
Homeowners Insurance	92	\$497.63	\$96,844,377
Ground Rent	101	\$73.78	\$14,359,129
Maintenance and Remodeling Services	102	\$2,074.35	\$403,693,354
Maintenance and Remodeling Materials	98	\$479.06	\$93,230,246
Property Management and Security	142	\$147.17	\$28,641,365
<b>Rented Dwellings</b>	275	\$13,604.06	\$2,647,513,451
Rent	277	\$13,409.09	\$2,609,569,104
Renters' Insurance	246	\$70.09	\$13,640,884
Maintenance and Repair Services	153	\$83.55	\$16,260,687
Maintenance and Repair Materials	187	\$41.33	\$8,042,775
<b>Other Lodging</b>	118	\$673.53	\$131,076,951
Owned Vacation Homes	117	\$594.90	\$115,775,460
Mortgage Payment	119	\$195.37	\$38,020,577
Property Taxes	121	\$170.37	\$33,155,225
Homeowners Insurance	96	\$21.61	\$4,205,994
Maintenance and Remodeling	117	\$177.08	\$34,462,271
Property Management and Security	110	\$30.48	\$5,931,394
Housing While Attending School	122	\$78.63	\$15,301,491
<b>Household Operations</b>	140	\$2,785.92	\$542,174,429
Child Care	164	\$845.05	\$164,456,081
Care for Elderly or Handicapped	142	\$91.24	\$17,757,054
Appliance Rental and Repair	113	24	4,733,816
Computer Information Services	150	\$815.67	\$158,739,016
Home Security System Services	106	\$41.70	\$8,114,906
Non-Apparel Household Laundry/Dry Cleaning	181	\$49.40	\$9,613,583
Housekeeping Services	125	\$243.79	\$47,445,004
Lawn and Garden	105	\$451.39	\$87,846,848
Moving/Storage/Freight Express	179	\$115.73	\$22,522,604
Installation of Computers	194	\$0.97	\$188,085
PC Repair (Personal Use)	138	\$8.17	\$1,589,821
Reupholstering/Furniture Repair	110	\$8.77	\$1,706,788
Termite/Pest Control	107	\$36.92	\$7,184,646
Water Softening Services	108	\$8.50	\$1,654,861
Internet Services Away from Home	166	\$15.40	\$2,996,609
Other Home Services (1)	114	\$28.90	\$5,624,708

**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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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	133	\$6,584.64	\$1,281,450,293
Bottled Gas	77	\$38.77	\$7,545,651
Electricity	130	\$2,397.26	\$466,535,980
Fuel Oil	138	\$92.66	\$18,032,763
Natural Gas	136	\$686.65	\$133,630,596
Phone Services	143	\$2,535.66	\$493,470,059
Water and Other Public Services	116	\$826.43	\$160,833,628
Coal/Wood/Other Fuel	89	\$7.20	\$1,401,616
<b>Housekeeping Supplies</b>	134	\$963.34	\$187,478,345
Laundry and Cleaning Supplies	137	\$270.42	\$52,626,408
Postage and Stationery	133	\$224.90	\$43,767,957
Other HH Products (2)	133	\$468.03	\$91,083,981
<b>Household Textiles</b>	145	\$142.72	\$27,775,837
Bathroom Linens	153	\$22.37	\$4,354,418
Bedroom Linens	150	\$76.45	\$14,877,987
Kitchen, Dining Room and other Linens	120	\$14.34	\$2,790,330
Curtains and Draperies	136	\$21.91	\$4,264,725
Slipcovers, Decorative Pillows	150	\$7.65	\$1,488,377
<b>Furniture</b>	144	\$878.31	\$170,930,241
Mattresses and Box Springs	139	\$168.75	\$32,841,266
Other Bedroom Furniture	150	\$157.96	\$30,741,816
Sofas	150	\$255.57	\$49,736,397
Living Room Chairs	128	\$72.13	\$14,037,789
Living Room Tables	153	\$22.22	\$4,324,191
Kitchen, Dining Room Furniture	149	\$73.30	\$14,264,708
Infant Furniture	169	\$20.20	\$3,930,659
Outdoor Furniture	118	\$38.95	\$7,580,769
Wall Units, Cabinets, Other Furniture (3)	143	\$69.23	\$13,472,646
<b>Major Appliances</b>	115	\$400.20	\$77,884,336
Dishwashers and Disposals	100	\$32.14	\$6,254,019
Refrigerators and Freezers	105	\$113.95	\$22,176,138
Clothes Washers & Dryers	119	\$112.40	\$21,874,828
Cooking Stoves and Ovens	107	\$55.38	\$10,776,643
Microwave Ovens	149	\$23.63	\$4,598,649
Window Air Conditioners	177	\$13.61	\$2,648,155
Electric Floor Cleaning Equipment	138	\$35.81	\$6,969,669
Sewing Machines and Miscellaneous Appliances	109	\$13.29	\$2,586,235

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	148	\$36.47	\$7,098,325
Housewares	137	\$142.25	\$27,683,217
Small Appliances	151	\$74.12	\$14,423,797
Sewing/Needlework/Quilt Materials/Items	112	\$14.41	\$2,805,235
Window Coverings	115	\$25.16	\$4,895,737
Lamps/Lighting Fixtures/Ceiling Fans	108	\$44.36	\$8,633,395
Infant Equipment	213	\$67.99	\$13,230,953
Rental of Furniture	209	\$14.71	\$2,861,922
Laundry and Cleaning Equipment	147	\$41.26	\$8,029,736
Closet and Storage Items	143	\$35.11	\$6,831,984
Luggage	155	\$21.24	\$4,133,637
Clocks and Other Household Decoratives	125	\$242.44	\$47,181,504
Telephones and Accessories	150	\$105.79	\$20,587,356
Grills and Outdoor Equipment	117	\$32.68	\$6,359,495
Power Tools	114	\$59.89	\$11,655,329
Hand Tools	147	\$12.17	\$2,368,100
Office Furniture/Equipment for Home Use	146	\$21.62	\$4,207,468
Computers and Hardware for Home Use	158	\$269.80	\$52,507,017
Portable Memory	152	\$8.27	\$1,608,874
Computer Software	170	\$17.96	\$3,495,155
Computer Accessories	145	\$27.28	\$5,309,448
Other Household Appliances	116	\$20.74	\$4,037,180
Misc Equipment incl Ladders/Sheds/Etc	131	\$106.27	\$20,681,361

Sample Report

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units, Cabinets, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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# House and Home Expenditures

Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 5 mile radius

Sample Report  
 Latitude: 41.87998  
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2018 Housing Summary		2018 Demographic Summary	
Housing Units	440,821	Population	853,482
2018-2023 Percent Change	4.08%	Households	387,951
Percent Occupied	88.0%	Families	160,458
Percent Owner Households	34.6%	Median Age	33.2
Median Home Value	\$369,510	Median Household Income	\$64,916

  

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	90	\$10,196.80	\$3,955,859,235
Mortgage Interest	92	\$3,304.15	\$1,281,847,266
Mortgage Principal	87	\$1,654.62	\$641,909,760
Property Taxes	95	\$2,394.58	\$928,979,024
Homeowners Insurance	81	\$435.78	\$169,060,958
Ground Rent	92	\$67.43	\$26,158,978
Maintenance and Remodeling Services	88	\$1,799.25	\$698,022,360
Maintenance and Remodeling Materials	85	\$414.62	\$160,851,717
Property Management and Security	122	\$126.38	\$49,029,172
<b>Rented Dwellings</b>	238	\$11,778.94	\$4,569,650,069
Rent	240	\$11,609.66	\$4,503,978,735
Renters' Insurance	211	\$60.25	\$23,375,474
Maintenance and Repair Services	133	\$72.94	\$28,296,699
Maintenance and Repair Materials	163	\$36.08	\$13,999,161
<b>Other Lodging</b>	100	\$570.34	\$221,265,224
Owned Vacation Homes	99	\$503.05	\$195,157,886
Mortgage Payment	101	\$165.63	\$64,256,847
Property Taxes	104	\$146.58	\$56,865,335
Homeowners Insurance	82	\$18.45	\$7,159,026
Maintenance and Remodeling	96	\$145.90	\$56,602,120
Property Management and Security	96	\$26.48	\$10,274,558
Housing While Attending School	104	\$67.30	\$26,107,337
<b>Household Operations</b>	121	\$2,401.40	\$931,626,327
Child Care	140	\$718.19	\$278,623,270
Care for Elderly or Handicapped	123	\$78.90	\$30,611,140
Appliance Rental and Repair	99	21	8,333,762
Computer Information Services	131	\$713.90	\$276,958,597
Home Security System Services	91	\$35.90	\$13,927,174
Non-Apparel Household Laundry/Dry Cleaning	155	\$42.50	\$16,486,170
Housekeeping Services	107	\$208.59	\$80,923,130
Lawn and Garden	91	\$389.65	\$151,164,144
Moving/Storage/Freight Express	153	\$99.13	\$38,455,646
Installation of Computers	168	\$0.84	\$325,922
PC Repair (Personal Use)	120	\$7.12	\$2,762,963
Reupholstering/Furniture Repair	95	\$7.57	\$2,936,988
Termite/Pest Control	93	\$31.96	\$12,400,451
Water Softening Services	93	\$7.35	\$2,852,143
Internet Services Away from Home	141	\$13.11	\$5,087,754
Other Home Services (1)	99	\$25.20	\$9,777,076

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	117	\$5,796.16	\$2,248,627,309
Bottled Gas	69	\$34.84	\$13,515,256
Electricity	114	\$2,104.70	\$816,522,331
Fuel Oil	122	\$82.29	\$31,925,640
Natural Gas	122	\$613.10	\$237,851,920
Phone Services	125	\$2,224.86	\$863,136,222
Water and Other Public Services	103	\$729.81	\$283,128,901
Coal/Wood/Other Fuel	81	\$6.57	\$2,547,040
<b>Housekeeping Supplies</b>	117	\$841.92	\$326,622,322
Laundry and Cleaning Supplies	121	\$237.52	\$92,145,339
Postage and Stationery	116	\$195.87	\$75,988,506
Other HH Products (2)	116	\$408.53	\$158,488,476
<b>Household Textiles</b>	126	\$124.25	\$48,202,001
Bathroom Linens	133	\$19.46	\$7,548,589
Bedroom Linens	131	\$66.48	\$25,792,774
Kitchen, Dining Room and other Linens	105	\$12.51	\$4,851,481
Curtains and Draperies	119	\$19.16	\$7,431,340
Slipcovers, Decorative Pillows	130	\$6.64	\$2,577,817
<b>Furniture</b>	124	\$757.39	\$293,828,756
Mattresses and Box Springs	120	\$146.00	\$56,640,917
Other Bedroom Furniture	129	\$136.33	\$52,888,958
Sofas	129	\$220.37	\$85,492,219
Living Room Chairs	111	\$62.43	\$24,220,368
Living Room Tables	132	\$19.18	\$7,442,102
Kitchen, Dining Room Furniture	129	\$63.30	\$24,557,651
Infant Furniture	144	\$17.25	\$6,694,015
Outdoor Furniture	100	\$33.22	\$12,889,106
Wall Units, Cabinets, Other Furniture (3)	123	\$59.29	\$23,003,419
<b>Major Appliances</b>	100	\$350.30	\$135,899,756
Dishwashers and Disposals	87	\$28.05	\$10,880,791
Refrigerators and Freezers	92	\$100.33	\$38,923,370
Clothes Washers & Dryers	104	\$98.27	\$38,123,246
Cooking Stoves and Ovens	93	\$48.12	\$18,666,327
Microwave Ovens	130	\$20.72	\$8,039,202
Window Air Conditioners	157	\$12.08	\$4,687,970
Electric Floor Cleaning Equipment	120	\$31.10	\$12,065,510
Sewing Machines and Miscellaneous Appliances	96	\$11.63	\$4,513,340

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Ring: 5 mile radius

Sample Report  
Latitude: 41.87998  
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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	129	\$31.65	\$12,277,159
Housewares	119	\$123.48	\$47,904,393
Small Appliances	132	\$64.70	\$25,101,869
Sewing/Needlework/Quilt Materials/Items	99	\$12.68	\$4,919,386
Window Coverings	99	\$21.71	\$8,420,532
Lamps/Lighting Fixtures/Ceiling Fans	92	\$38.02	\$14,748,425
Infant Equipment	178	\$56.86	\$22,057,809
Rental of Furniture	182	\$12.80	\$4,967,090
Laundry and Cleaning Equipment	127	\$35.83	\$13,899,189
Closet and Storage Items	121	\$29.75	\$11,540,089
Luggage	133	\$18.20	\$7,062,219
Clocks and Other Household Decoratives	108	\$209.02	\$81,089,360
Telephones and Accessories	130	\$91.40	\$35,459,196
Grills and Outdoor Equipment	98	\$27.33	\$10,604,330
Power Tools	102	\$53.23	\$20,650,738
Hand Tools	128	\$10.59	\$4,106,532
Office Furniture/Equipment for Home Use	123	\$18.22	\$7,067,740
Computers and Hardware for Home Use	137	\$232.54	\$90,215,397
Portable Memory	131	\$7.14	\$2,768,300
Computer Software	147	\$15.47	\$6,001,271
Computer Accessories	125	\$23.62	\$9,162,340
Other Household Appliances	100	\$17.98	\$6,976,630
Misc Equipment incl Ladders/Sheds/Etc	112	\$91.29	\$35,417,411

Sample Report

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units, Cabinets, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.