



# 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

2020 Housing Summary		2020 Demographic Summary	
Housing Units	43,971	Population	70,321
2020-2025 Percent Change	11.44%	Households	40,942
Percent Occupied	93.1%	Families	11,067
Percent Owner Households	36.7%	Median Age	33.4
Median Home Value	\$386,432	Median Household Income	\$116,676

  

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	123	\$16,904.66	\$692,110,628
Mortgage Interest	128	\$4,673.84	\$191,356,218
Mortgage Principal	120	\$2,569.60	\$105,204,425
Property Taxes	122	\$3,288.48	\$134,637,126
Homeowners Insurance	108	\$612.77	\$25,088,074
Ground Rent	112	\$76.89	\$3,148,129
Maintenance and Remodeling Services	122	\$3,125.06	\$127,946,370
Maintenance and Remodeling Materials	117	\$645.24	\$26,417,566
Property Management and Security	189	\$180.34	\$7,383,679
<b>Rented Dwellings</b>	368	\$19,140.34	\$783,643,884
Rent	372	\$18,859.98	\$772,165,337
Tenant's Insurance	332	\$101.50	\$4,155,737
Maintenance and Repair Services	184	\$113.75	\$4,657,121
Maintenance and Repair Materials	201	\$65.11	\$2,665,689
<b>Other Lodging</b>	129	\$624.47	\$25,566,864
Owned Vacation Homes	129	\$529.51	\$21,679,289
Principal Paid on Home Loans	123	\$73.83	\$3,022,724
Closing Costs	163	\$44.59	\$1,825,753
Interest Paid on Home Loans	142	\$124.37	\$5,092,044
Property Taxes	123	\$159.66	\$6,536,881
Homeowners Insurance	110	\$15.89	\$650,709
Maintenance and Remodeling	121	\$84.61	\$3,464,091
Property Management and Security	117	\$26.55	\$1,087,087
Housing While Attending School	130	\$94.95	\$3,887,574
<b>Household Operations</b>	168	\$3,585.49	\$146,797,236
Child Care	211	\$1,085.67	\$44,449,700
Care for Elderly or Handicapped	136	\$81.47	\$3,335,346
Appliance Rental and Repair	128	\$28.85	\$1,181,208
Computer Information Services	182	\$1,130.27	\$46,275,322
Home Security System Services	128	\$54.64	\$2,237,213
Non-Apparel Household Laundry/Dry Cleaning	193	\$58.33	\$2,388,174
Housekeeping Services	137	\$261.28	\$10,697,500
Lawn and Garden	126	\$614.18	\$25,145,702
Moving/Storage/Freight Express	235	\$141.14	\$5,778,591
Installation of Computers	181	\$0.65	\$26,787
PC Repair (Personal Use)	199	\$15.05	\$616,197
Reupholstering/Furniture Repair	112	\$11.29	\$462,256
Termite/Pest Control	117	\$45.91	\$1,879,751
Water Softening Services	140	\$8.32	\$340,838
Internet Services Away from Home	200	\$10.82	\$443,044
Other Home Services (1)	122	\$37.60	\$1,539,607

**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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	161	\$7,861.61	\$321,870,118
Bottled Gas	89	\$45.19	\$1,850,123
Electricity	161	\$2,908.00	\$119,059,295
Fuel Oil	122	\$90.51	\$3,705,757
Natural Gas	152	\$760.49	\$31,135,944
Phone Services	175	\$2,995.57	\$122,644,441
Water and Other Public Services	142	\$1,054.82	\$43,186,558
Coal/Wood/Other Fuel	88	\$7.03	\$288,000
<b>Housekeeping Supplies</b>	163	\$1,264.56	\$51,773,412
Laundry and Cleaning Supplies	166	\$367.04	\$15,027,268
Postage and Stationery	156	\$272.92	\$11,173,689
Other HH Products (2)	164	\$624.60	\$25,572,455
<b>Household Textiles</b>	174	\$176.22	\$7,214,671
Bathroom Linens	194	\$31.59	\$1,293,302
Bedroom Linens	177	\$94.30	\$3,860,680
Kitchen, Dining Room and other Linens	162	\$17.03	\$697,167
Curtains and Draperies	155	\$23.43	\$959,072
Slipcovers, Decorative Pillows	166	\$9.88	\$404,450
<b>Furniture</b>	177	\$1,131.37	\$46,320,573
Mattresses and Box Springs	187	\$224.45	\$9,189,439
Other Bedroom Furniture	179	\$200.52	\$8,209,543
Sofas	188	\$350.46	\$14,348,636
Living Room Chairs	143	\$73.82	\$3,022,396
Living Room Tables	187	\$34.54	\$1,414,064
Kitchen, Dining Room Furniture	169	\$79.39	\$3,250,254
Infant Furniture	212	\$31.45	\$1,287,608
Outdoor Furniture	136	\$54.65	\$2,237,551
Wall Units, Cabinets, Other Furniture (3)	168	\$82.09	\$3,361,082
<b>Major Appliances</b>	135	\$483.41	\$19,791,573
Dishwashers, Disposals & Range Hoods	112	\$34.23	\$1,401,519
Refrigerators and Freezers	125	\$138.64	\$5,676,301
Clothes Washers & Dryers	147	\$143.64	\$5,880,911
Cooking Stoves and Ovens	114	\$53.87	\$2,205,720
Microwave Ovens	159	\$26.03	\$1,065,698
Window Air Conditioners	167	\$13.71	\$561,271
Electric Floor Cleaning Equipment	177	\$46.04	\$1,885,102
Sewing Machines and Miscellaneous Appliances	129	\$27.23	\$1,115,051

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

Sample Report  
Latitude: 41.87998  
Longitude: -87.63702

	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	148	\$52.03	\$2,130,111
Housewares	165	\$159.71	\$6,539,030
Small Appliances	185	\$91.34	\$3,739,722
Sewing/Needlework/Quilt Materials/Items	116	\$13.87	\$567,699
Window Coverings	142	\$42.46	\$1,738,484
Lamps/Lighting Fixtures/Ceiling Fans	161	\$69.05	\$2,826,987
Infant Equipment	198	\$33.63	\$1,377,016
Rental of Furniture	253	\$15.50	\$634,611
Laundry and Cleaning Equipment	185	\$54.21	\$2,219,661
Closet and Storage Items	156	\$37.16	\$1,521,413
Luggage	192	\$28.16	\$1,152,985
Clocks and Other Household Decoratives	155	\$318.41	\$13,036,546
Telephones and Accessories	177	\$156.19	\$6,394,636
Outdoor Equipment	143	\$61.27	\$2,508,400
Power Tools	148	\$81.82	\$3,350,040
Hand Tools	179	\$19.18	\$785,153
Office Furniture/Equipment for Home Use	169	\$25.42	\$1,040,905
Computers and Hardware for Home Use	192	\$311.87	\$12,768,529
Portable Memory	187	\$7.23	\$296,168
Computer Software	213	\$20.72	\$848,382
Computer Accessories	172	\$30.41	\$1,245,015
Other Household Appliances	141	\$25.73	\$1,053,484
Misc Equipment incl Ladders/Sheds/Etc	162	\$156.59	\$6,411,168

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.

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# House and Home Expenditures

Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 3 mile radius

Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

2020 Housing Summary		2020 Demographic Summary	
Housing Units	214,732	Population	379,284
2020-2025 Percent Change	4.99%	Households	199,327
Percent Occupied	92.8%	Families	70,299
Percent Owner Households	37.0%	Median Age	34.9
Median Home Value	\$430,853	Median Household Income	\$93,053

  

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	112	\$15,402.15	\$3,070,064,648
Mortgage Interest	114	\$4,152.20	\$827,646,298
Mortgage Principal	108	\$2,319.45	\$462,328,401
Property Taxes	117	\$3,139.85	\$625,857,499
Homeowners Insurance	97	\$550.37	\$109,704,587
Ground Rent	102	\$70.26	\$14,004,517
Maintenance and Remodeling Services	111	\$2,853.39	\$568,758,005
Maintenance and Remodeling Materials	106	\$586.18	\$116,842,315
Property Management and Security	174	\$165.77	\$33,041,891
<b>Rented Dwellings</b>	302	\$15,702.07	\$3,129,846,890
Rent	305	\$15,464.96	\$3,082,584,951
Tenant's Insurance	258	\$78.65	\$15,676,413
Maintenance and Repair Services	163	\$100.63	\$20,058,790
Maintenance and Repair Materials	178	\$57.83	\$11,526,737
<b>Other Lodging</b>	122	\$589.07	\$117,417,836
Owned Vacation Homes	122	\$500.90	\$99,842,306
Principal Paid on Home Loans	115	\$68.88	\$13,730,108
Closing Costs	150	\$40.83	\$8,138,171
Interest Paid on Home Loans	135	\$118.15	\$23,551,142
Property Taxes	118	\$152.60	\$30,417,562
Homeowners Insurance	104	\$15.04	\$2,996,990
Maintenance and Remodeling	114	\$79.61	\$15,869,248
Property Management and Security	114	\$25.78	\$5,139,085
Housing While Attending School	120	\$88.17	\$17,575,531
<b>Household Operations</b>	144	\$3,068.68	\$611,671,587
Child Care	172	\$885.28	\$176,460,852
Care for Elderly or Handicapped	125	\$75.04	\$14,957,520
Appliance Rental and Repair	116	\$26.26	\$5,235,273
Computer Information Services	155	\$963.40	\$192,031,695
Home Security System Services	109	\$46.53	\$9,275,171
Non-Apparel Household Laundry/Dry Cleaning	174	\$52.64	\$10,492,629
Housekeeping Services	127	\$242.01	\$48,240,088
Lawn and Garden	112	\$549.54	\$109,538,288
Moving/Storage/Freight Express	188	\$113.17	\$22,557,057
Installation of Computers	158	\$0.57	\$114,532
PC Repair (Personal Use)	167	\$12.62	\$2,514,844
Reupholstering/Furniture Repair	103	\$10.38	\$2,068,630
Termite/Pest Control	103	\$40.38	\$8,048,481
Water Softening Services	122	\$7.24	\$1,443,579
Internet Services Away from Home	174	\$9.38	\$1,869,543
Other Home Services (1)	111	\$34.23	\$6,823,405

**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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<b>Utilities, Fuels, Public Services</b>	138	\$6,756.76	\$1,346,804,495
Bottled Gas	85	\$42.69	\$8,510,113
Electricity	136	\$2,451.10	\$488,570,533
Fuel Oil	134	\$99.41	\$19,814,388
Natural Gas	137	\$686.80	\$136,898,199
Phone Services	149	\$2,556.47	\$509,573,726
Water and Other Public Services	123	\$913.39	\$182,064,080
Coal/Wood/Other Fuel	86	\$6.89	\$1,373,456
<b>Housekeeping Supplies</b>	140	\$1,090.05	\$217,276,872
Laundry and Cleaning Supplies	144	\$316.79	\$63,143,849
Postage and Stationery	137	\$238.90	\$47,620,177
Other HH Products (2)	140	\$534.36	\$106,512,846
<b>Household Textiles</b>	148	\$149.80	\$29,859,798
Bathroom Linens	162	\$26.42	\$5,266,253
Bedroom Linens	151	\$80.59	\$16,063,067
Kitchen, Dining Room and other Linens	138	\$14.52	\$2,893,858
Curtains and Draperies	131	\$19.80	\$3,946,559
Slipcovers, Decorative Pillows	143	\$8.48	\$1,690,062
<b>Furniture</b>	149	\$951.46	\$189,651,671
Mattresses and Box Springs	155	\$186.06	\$37,086,184
Other Bedroom Furniture	149	\$167.43	\$33,372,671
Sofas	158	\$294.35	\$58,671,362
Living Room Chairs	122	\$63.05	\$12,568,339
Living Room Tables	151	\$27.95	\$5,570,933
Kitchen, Dining Room Furniture	147	\$69.24	\$13,800,485
Infant Furniture	164	\$24.42	\$4,868,173
Outdoor Furniture	122	\$49.13	\$9,792,608
Wall Units, Cabinets, Other Furniture (3)	143	\$69.84	\$13,920,917
<b>Major Appliances</b>	118	\$422.64	\$84,244,478
Dishwashers, Disposals & Range Hoods	100	\$30.33	\$6,044,969
Refrigerators and Freezers	110	\$122.57	\$24,431,813
Clothes Washers & Dryers	126	\$122.91	\$24,500,152
Cooking Stoves and Ovens	104	\$48.91	\$9,748,687
Microwave Ovens	138	\$22.61	\$4,507,249
Window Air Conditioners	167	\$13.70	\$2,730,781
Electric Floor Cleaning Equipment	146	\$37.97	\$7,568,125
Sewing Machines and Miscellaneous Appliances	112	\$23.64	\$4,712,701

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June 20, 2020



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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	128	\$44.94	\$8,958,154
Housewares	138	\$134.00	\$26,710,238
Small Appliances	156	\$77.12	\$15,372,272
Sewing/Needlework/Quilt Materials/Items	104	\$12.44	\$2,478,763
Window Coverings	128	\$38.27	\$7,629,065
Lamps/Lighting Fixtures/Ceiling Fans	143	\$61.24	\$12,207,599
Infant Equipment	159	\$27.07	\$5,396,350
Rental of Furniture	201	\$12.31	\$2,453,310
Laundry and Cleaning Equipment	157	\$45.94	\$9,157,058
Closet and Storage Items	134	\$31.75	\$6,327,935
Luggage	160	\$23.56	\$4,695,684
Clocks and Other Household Decoratives	137	\$282.04	\$56,218,535
Telephones and Accessories	154	\$136.21	\$27,149,703
Outdoor Equipment	114	\$49.12	\$9,790,115
Power Tools	123	\$68.32	\$13,617,726
Hand Tools	142	\$15.22	\$3,034,493
Office Furniture/Equipment for Home Use	144	\$21.63	\$4,312,227
Computers and Hardware for Home Use	162	\$263.89	\$52,601,172
Portable Memory	166	\$6.42	\$1,279,669
Computer Software	177	\$17.25	\$3,438,460
Computer Accessories	145	\$25.66	\$5,114,601
Other Household Appliances	120	\$21.96	\$4,377,269
Misc Equipment incl Ladders/Sheds/Etc	130	\$125.62	\$25,039,179

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  
 Longitude: -87.63702

2020 Housing Summary		2020 Demographic Summary	
Housing Units	431,706	Population	855,355
2020-2025 Percent Change	2.87%	Households	392,135
Percent Occupied	90.8%	Families	161,468
Percent Owner Households	35.6%	Median Age	33.6
Median Home Value	\$391,143	Median Household Income	\$75,745
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	99	\$13,512.93	\$5,298,894,697
Mortgage Interest	100	\$3,631.13	\$1,423,893,190
Mortgage Principal	95	\$2,037.97	\$799,159,521
Property Taxes	104	\$2,787.21	\$1,092,964,480
Homeowners Insurance	85	\$485.48	\$190,373,185
Ground Rent	95	\$65.37	\$25,632,421
Maintenance and Remodeling Services	97	\$2,488.24	\$975,724,685
Maintenance and Remodeling Materials	93	\$514.66	\$201,816,565
Property Management and Security	149	\$141.56	\$55,508,772
<b>Rented Dwellings</b>	262	\$13,587.75	\$5,328,232,317
Rent	264	\$13,379.76	\$5,246,671,077
Tenant's Insurance	220	\$67.25	\$26,369,752
Maintenance and Repair Services	143	\$88.53	\$34,715,931
Maintenance and Repair Materials	161	\$52.22	\$20,475,557
<b>Other Lodging</b>	105	\$511.02	\$200,389,392
Owned Vacation Homes	105	\$433.58	\$170,022,419
Principal Paid on Home Loans	99	\$59.49	\$23,326,330
Closing Costs	129	\$35.26	\$13,826,105
Interest Paid on Home Loans	117	\$102.61	\$40,235,289
Property Taxes	102	\$132.62	\$52,003,492
Homeowners Insurance	92	\$13.22	\$5,184,211
Maintenance and Remodeling	97	\$67.94	\$26,641,416
Property Management and Security	99	\$22.46	\$8,805,578
Housing While Attending School	106	\$77.44	\$30,366,973
<b>Household Operations</b>	125	\$2,654.67	\$1,040,988,975
Child Care	146	\$750.04	\$294,118,590
Care for Elderly or Handicapped	112	\$67.22	\$26,358,218
Appliance Rental and Repair	103	\$23.20	\$9,096,451
Computer Information Services	136	\$843.41	\$330,729,427
Home Security System Services	94	\$40.30	\$15,801,726
Non-Apparel Household Laundry/Dry Cleaning	151	\$45.48	\$17,832,476
Housekeeping Services	110	\$208.75	\$81,856,480
Lawn and Garden	98	\$479.44	\$188,003,244
Moving/Storage/Freight Express	161	\$96.71	\$37,922,853
Installation of Computers	139	\$0.50	\$194,848
PC Repair (Personal Use)	145	\$10.93	\$4,285,083
Reupholstering/Furniture Repair	90	\$9.09	\$3,563,303
Termite/Pest Control	90	\$35.10	\$13,762,391
Water Softening Services	108	\$6.42	\$2,517,820
Internet Services Away from Home	153	\$8.25	\$3,234,406
Other Home Services (1)	97	\$29.87	\$11,711,659

**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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Longitude: -87.63702

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	122	\$5,963.00	\$2,338,300,503
Bottled Gas	76	\$38.33	\$15,032,177
Electricity	120	\$2,154.98	\$845,041,144
Fuel Oil	120	\$89.14	\$34,955,568
Natural Gas	123	\$616.29	\$241,669,669
Phone Services	131	\$2,246.87	\$881,076,516
Water and Other Public Services	110	\$811.23	\$318,111,213
Coal/Wood/Other Fuel	77	\$6.16	\$2,414,215
<b>Housekeeping Supplies</b>	123	\$955.09	\$374,524,779
Laundry and Cleaning Supplies	127	\$279.32	\$109,529,973
Postage and Stationery	119	\$206.85	\$81,113,492
Other HH Products (2)	123	\$468.92	\$183,881,315
<b>Household Textiles</b>	129	\$130.89	\$51,327,822
Bathroom Linens	141	\$22.99	\$9,013,680
Bedroom Linens	133	\$70.66	\$27,709,427
Kitchen, Dining Room and other Linens	120	\$12.63	\$4,950,834
Curtains and Draperies	114	\$17.19	\$6,739,170
Slipcovers, Decorative Pillows	125	\$7.43	\$2,914,711
<b>Furniture</b>	128	\$821.62	\$322,186,131
Mattresses and Box Springs	134	\$161.11	\$63,176,499
Other Bedroom Furniture	129	\$144.90	\$56,819,945
Sofas	136	\$254.20	\$99,681,360
Living Room Chairs	106	\$54.86	\$21,514,460
Living Room Tables	129	\$23.81	\$9,335,259
Kitchen, Dining Room Furniture	127	\$59.95	\$23,509,032
Infant Furniture	139	\$20.61	\$8,083,265
Outdoor Furniture	104	\$42.05	\$16,490,515
Wall Units, Cabinets, Other Furniture (3)	123	\$60.12	\$23,575,797
<b>Major Appliances</b>	104	\$371.23	\$145,572,701
Dishwashers, Disposals & Range Hoods	87	\$26.39	\$10,347,806
Refrigerators and Freezers	97	\$107.44	\$42,130,515
Clothes Washers & Dryers	111	\$108.22	\$42,437,279
Cooking Stoves and Ovens	92	\$43.29	\$16,975,959
Microwave Ovens	122	\$20.00	\$7,843,371
Window Air Conditioners	152	\$12.47	\$4,889,791
Electric Floor Cleaning Equipment	127	\$32.96	\$12,925,891
Sewing Machines and Miscellaneous Appliances	97	\$20.46	\$8,022,088

**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 20, 2020





# House and Home Expenditures

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

Sample Report  
Latitude: 41.87998  
Longitude: -87.63702

	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	110	\$38.49	\$15,093,911
Housewares	119	\$115.17	\$45,162,381
Small Appliances	136	\$67.42	\$26,437,460
Sewing/Needlework/Quilt Materials/Items	92	\$10.98	\$4,306,237
Window Coverings	110	\$32.90	\$12,901,619
Lamps/Lighting Fixtures/Ceiling Fans	124	\$53.04	\$20,797,275
Infant Equipment	136	\$23.21	\$9,099,788
Rental of Furniture	179	\$10.95	\$4,294,321
Laundry and Cleaning Equipment	136	\$39.87	\$15,632,616
Closet and Storage Items	115	\$27.27	\$10,695,277
Luggage	138	\$20.29	\$7,957,466
Clocks and Other Household Decoratives	120	\$247.02	\$96,864,860
Telephones and Accessories	133	\$117.35	\$46,016,742
Outdoor Equipment	96	\$41.29	\$16,189,447
Power Tools	112	\$61.84	\$24,249,464
Hand Tools	121	\$12.94	\$5,075,939
Office Furniture/Equipment for Home Use	125	\$18.73	\$7,343,879
Computers and Hardware for Home Use	140	\$227.31	\$89,135,126
Portable Memory	145	\$5.63	\$2,206,473
Computer Software	153	\$14.84	\$5,819,259
Computer Accessories	125	\$22.01	\$8,629,468
Other Household Appliances	106	\$19.43	\$7,621,055
Misc Equipment incl Ladders/Sheds/Etc	111	\$107.46	\$42,140,107

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.