



Automotive Aftermarket Expenditures

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary	2015	2020
Population	57,033	61,397
Households	32,801	35,719
Families	8,891	9,575
Median Age	32.0	32.3
Median Household Income	\$93,852	\$104,122

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	163	\$10.09	\$330,819
Gasoline	155	\$5,319.76	\$174,493,568
Motor Oil	142	\$21.71	\$711,990
Vehicle Parts/Equipment and Accessories	153	\$96.92	\$3,178,928
Tire Purchase/Replacement	148	\$295.22	\$9,683,350
Vehicle Audio/Video Equipment and Installation	176	\$8.28	\$271,729
Vehicle Cleaning Products and Services	182	\$23.94	\$785,177
Services			
Auto Repair Service Policy	156	\$30.76	\$1,009,008
Membership Fees for Automobile Service Clubs	137	\$38.53	\$1,263,822
Global Positioning Services	115	\$3.10	\$101,636
Vehicle Air Conditioning Repair	142	\$30.79	\$1,010,097
Vehicle Body Work and Painting	150	\$51.85	\$1,700,655
Vehicle Brake Work	161	\$131.48	\$4,312,668
Vehicle Clutch/Transmission Repair	147	\$65.32	\$2,142,716
Vehicle Cooling System Repair	165	\$45.81	\$1,502,723
Vehicle Drive Shaft and Rear-end Repair	159	\$15.36	\$503,881
Vehicle Electrical System Repair	158	\$60.71	\$1,991,372
Vehicle Exhaust System Repair	164	\$27.49	\$901,767
Vehicle Front End Alignment/Wheel Balance & Rotation	152	\$39.30	\$1,289,201
Lube/Oil Change and Oil Filters	153	\$165.57	\$5,430,793
Vehicle Motor Repair/Replacement	156	\$142.45	\$4,672,530
Vehicle Motor Tune-up	163	\$114.90	\$3,768,870
Vehicle Shock Absorber Replacement	170	\$13.43	\$440,574
Vehicle Steering/Front End Repair	161	\$50.88	\$1,668,779
Tire Repair and Other Repair Work	168	\$116.35	\$3,816,293

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.
Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Automotive Aftermarket Expenditures

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

Sample Report
Latitude: 41.88055
Longitude: -87.63701

Demographic Summary	2015	2020
Population	346,518	360,284
Households	179,919	188,120
Families	64,423	66,745
Median Age	33.7	34.2
Median Household Income	\$65,793	\$78,805

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	131	\$8.12	\$1,460,993
Gasoline	125	\$4,287.66	\$771,431,790
Motor Oil	116	\$17.71	\$3,187,020
Vehicle Parts/Equipment and Accessories	123	\$77.69	\$13,977,946
Tire Purchase/Replacement	122	\$242.51	\$43,631,412
Vehicle Audio/Video Equipment and Installation	134	\$6.32	\$1,137,031
Vehicle Cleaning Products and Services	147	\$19.28	\$3,469,451
Services			
Auto Repair Service Policy	124	\$24.50	\$4,407,796
Membership Fees for Automobile Service Clubs	123	\$34.65	\$6,234,970
Global Positioning Services	100	\$2.70	\$485,017
Vehicle Air Conditioning Repair	112	\$24.38	\$4,386,050
Vehicle Body Work and Painting	129	\$44.64	\$8,031,309
Vehicle Brake Work	135	\$110.33	\$19,850,044
Vehicle Clutch/Transmission Repair	121	\$53.92	\$9,701,905
Vehicle Cooling System Repair	135	\$37.54	\$6,754,948
Vehicle Drive Shaft and Rear-end Repair	133	\$12.80	\$2,303,021
Vehicle Electrical System Repair	131	\$50.28	\$9,045,656
Vehicle Exhaust System Repair	141	\$23.70	\$4,263,808
Vehicle Front End Alignment/Wheel Balance & Rotation	124	\$32.23	\$5,798,759
Lube/Oil Change and Oil Filters	123	\$133.19	\$23,962,559
Vehicle Motor Repair/Replacement	127	\$116.18	\$20,903,265
Vehicle Motor Tune-up	138	\$97.07	\$17,464,481
Vehicle Shock Absorber Replacement	146	\$11.59	\$2,085,937
Vehicle Steering/Front End Repair	131	\$41.47	\$7,461,147
Tire Repair and Other Repair Work	138	\$95.19	\$17,125,798

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.
Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Automotive Aftermarket Expenditures

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary	2015	2020
Population	823,969	848,551
Households	373,340	386,805
Families	155,935	160,266
Median Age	32.6	33.3
Median Household Income	\$53,612	\$62,929

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	115	\$7.12	\$2,658,960
Gasoline	109	\$3,720.33	\$1,388,949,798
Motor Oil	101	\$15.52	\$5,792,741
Vehicle Parts/Equipment and Accessories	106	\$67.46	\$25,187,012
Tire Purchase/Replacement	105	\$209.65	\$78,269,442
Vehicle Audio/Video Equipment and Installation	113	\$5.32	\$1,984,367
Vehicle Cleaning Products and Services	125	\$16.44	\$6,136,643
Services			
Auto Repair Service Policy	105	\$20.80	\$7,765,573
Membership Fees for Automobile Service Clubs	107	\$30.21	\$11,278,056
Global Positioning Services	87	\$2.34	\$874,927
Vehicle Air Conditioning Repair	97	\$20.98	\$7,833,192
Vehicle Body Work and Painting	111	\$38.49	\$14,371,481
Vehicle Brake Work	118	\$95.95	\$35,820,572
Vehicle Clutch/Transmission Repair	105	\$46.90	\$17,510,079
Vehicle Cooling System Repair	117	\$32.48	\$12,125,343
Vehicle Drive Shaft and Rear-end Repair	115	\$11.10	\$4,145,080
Vehicle Electrical System Repair	114	\$43.71	\$16,317,608
Vehicle Exhaust System Repair	123	\$20.64	\$7,704,273
Vehicle Front End Alignment/Wheel Balance & Rotation	107	\$27.84	\$10,395,362
Lube/Oil Change and Oil Filters	106	\$114.81	\$42,864,047
Vehicle Motor Repair/Replacement	110	\$100.33	\$37,456,399
Vehicle Motor Tune-up	119	\$83.81	\$31,288,068
Vehicle Shock Absorber Replacement	127	\$10.06	\$3,756,549
Vehicle Steering/Front End Repair	113	\$35.94	\$13,418,995
Tire Repair and Other Repair Work	118	\$81.64	\$30,480,152

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.
Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.