



House and Home Expenditures

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

Sample Report
Latitude: 41.88055
Longitude: -87.63701

2015 Housing Summary		2015 Demographic Summary	
Housing Units	39,556	Population	57,033
2015-2020 Percent Change	5.23%	Households	32,801
Percent Occupied	82.9%	Families	8,891
Percent Owner Households	43.7%	Median Age	32.0
Median Home Value	\$314,717	Median Household Income	\$93,852
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		115	\$432,734,386
Mortgage Interest		122	\$164,708,776
Mortgage Principal		112	\$80,128,751
Property Taxes		112	\$92,638,216
Homeowners Insurance		101	\$16,067,451
Ground Rent		115	\$2,656,595
Maintenance and Remodeling Services		108	\$59,628,787
Maintenance and Remodeling Materials		99	\$9,790,373
Property Management and Security		190	\$7,115,438
Rented Dwellings		349	\$489,362,183
Rent		351	\$473,159,593
Rent Received as Pay		302	\$11,516,367
Renters' Insurance		318	\$1,962,353
Maintenance and Repair Services		232	\$1,629,920
Maintenance and Repair Materials		251	\$1,093,950
Owned Vacation Homes		121	\$24,029,158
Mortgage Payment		120	\$6,919,548
Property Taxes		113	\$5,423,399
Homeowners Insurance		110	\$640,373
Maintenance and Remodeling		128	\$9,931,361
Property Management and Security		106	\$1,114,478
Housing While Attending School		139	\$4,337,359
Household Operations		158	\$95,336,969
Child Care		195	\$28,672,317
Care for Elderly or Handicapped		139	\$3,571,787
Appliance Rental and Repair		116	\$926,503
Computer Information Services		172	\$25,173,413
Home Security System Services		122	\$1,455,296
Non-Apparel Household Laundry/Dry Cleaning		201	\$2,024,460
Housekeeping Services		134	\$7,196,586
Lawn and Garden		114	\$16,205,108
Moving/Storage/Freight Express		225	\$5,472,071
Installation of Computers		161	\$35,566
PC Repair (Personal Use)		167	\$451,325
Reupholstering/Furniture Repair		137	\$278,560
Termite/Pest Control		110	\$1,212,911
Water Softening Services		89	\$186,221
Internet Services Away from Home		196	\$676,502
Voice Over IP Service		171	\$799,116
Other Home Services (1)		116	\$999,229

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



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	149	\$7,542.70	\$247,407,961
Bottled Gas	72	\$51.39	\$1,685,628
Electricity	147	\$2,849.96	\$93,481,393
Fuel Oil	106	\$123.72	\$4,058,104
Natural Gas	147	\$787.48	\$25,829,990
Phone Services	165	\$2,773.52	\$90,974,161
Water and Other Public Services	135	\$949.46	\$31,143,202
Coal/Wood/Other Fuel	60	\$7.18	\$235,483
Housekeeping Supplies	154	\$1,110.42	\$36,422,803
Laundry and Cleaning Supplies	158	\$325.46	\$10,675,363
Postage and Stationery	149	\$269.50	\$8,839,762
Other HH Products (2)	153	\$515.46	\$16,907,678
Household Textiles	165	\$162.88	\$5,342,577
Bathroom Linens	182	\$24.47	\$802,562
Bedroom Linens	175	\$88.05	\$2,888,073
Kitchen and Dining Room Linens	162	\$4.11	\$134,692
Curtains and Draperies	145	\$21.25	\$696,886
Slipcovers, Decorative Pillows	169	\$8.72	\$286,124
Materials for Slipcovers/Curtains	123	\$13.80	\$452,803
Other Linens	185	\$2.48	\$81,438
Furniture	170	\$877.34	\$28,777,478
Mattresses and Box Springs	170	\$161.20	\$5,287,526
Other Bedroom Furniture	187	\$172.19	\$5,647,925
Sofas	179	\$238.34	\$7,817,944
Living Room Tables and Chairs	148	\$97.54	\$3,199,497
Kitchen, Dining Room Furniture	174	\$71.21	\$2,335,853
Infant Furniture	211	\$25.81	\$846,445
Outdoor Furniture	120	\$31.58	\$1,035,972
Wall Units, Cabinets, Other Furniture (3)	158	\$79.46	\$2,606,317
Major Appliances	130	\$350.64	\$11,501,180
Dishwashers and Disposals	116	\$25.79	\$846,081
Refrigerators and Freezers	121	\$94.62	\$3,103,752
Clothes Washers	138	\$64.65	\$2,120,547
Clothes Dryers	140	\$46.70	\$1,531,897
Cooking Stoves and Ovens	111	\$41.16	\$1,350,240
Microwave Ovens	166	\$22.27	\$730,596
Window Air Conditioners	150	\$10.08	\$330,501
Electric Floor Cleaning Equipment	152	\$33.68	\$1,104,723
Sewing Machines and Miscellaneous Appliances	130	\$11.67	\$382,844

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
Household Items			
Rugs	137	\$33.67	\$1,104,390
Housewares	160	\$115.74	\$3,796,424
Small Appliances	162	\$74.11	\$2,430,766
Window Coverings	137	\$28.25	\$926,636
Lamps and Other Lighting Fixtures	178	\$29.17	\$956,743
Infant Equipment	180	\$34.57	\$1,133,909
Rental of Furniture	190	\$13.90	\$455,853
Laundry and Cleaning Equipment	161	\$40.73	\$1,336,041
Closet and Storage Items	175	\$35.23	\$1,155,619
Luggage	164	\$15.05	\$493,747
Clocks and Other Household Decoratives	154	\$257.50	\$8,446,332
Telephones and Accessories	178	\$89.03	\$2,920,252
Telephone Answering Devices	149	\$1.22	\$40,054
Grills and Outdoor Equipment	128	\$50.46	\$1,655,062
Power Tools	151	\$78.97	\$2,590,229
Hand Tools	145	\$12.66	\$415,300
Office Furniture/Equipment for Home Use	162	\$23.82	\$781,219
Computers and Hardware for Home Use	177	\$382.63	\$12,550,657
Portable Memory	181	\$9.72	\$318,854
Computer Software	198	\$40.16	\$1,317,128
Computer Accessories	151	\$28.90	\$948,095
Personal Digital Assistants	190	\$14.07	\$461,514
Other Household Items (4)	152	\$144.11	\$4,726,872

(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 and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

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

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2015 Housing Summary		2015 Demographic Summary	
Housing Units	205,570	Population	346,518
2015-2020 Percent Change	2.77%	Households	179,919
Percent Occupied	87.5%	Families	64,423
Percent Owner Households	38.3%	Median Age	33.7
Median Home Value	\$341,026	Median Household Income	\$65,793
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	102	\$11,639.47	\$2,094,162,561
Mortgage Interest	105	\$4,316.50	\$776,619,535
Mortgage Principal	99	\$2,149.35	\$386,709,514
Property Taxes	102	\$2,587.12	\$465,472,738
Homeowners Insurance	89	\$430.67	\$77,486,118
Ground Rent	102	\$71.67	\$12,894,695
Maintenance and Remodeling Services	97	\$1,628.41	\$292,981,776
Maintenance and Remodeling Materials	88	\$264.09	\$47,515,046
Property Management and Security	168	\$191.66	\$34,483,140
Rented Dwellings	272	\$11,638.43	\$2,093,974,300
Rent	274	\$11,242.99	\$2,022,827,877
Rent Received as Pay	244	\$283.42	\$50,993,298
Renters' Insurance	239	\$44.90	\$8,078,486
Maintenance and Repair Services	190	\$40.72	\$7,325,985
Maintenance and Repair Materials	198	\$26.39	\$4,748,653
Owned Vacation Homes	109	\$660.10	\$118,764,469
Mortgage Payment	109	\$190.81	\$34,329,548
Property Taxes	105	\$153.27	\$27,576,834
Homeowners Insurance	106	\$18.71	\$3,366,822
Maintenance and Remodeling	112	\$264.54	\$47,595,144
Property Management and Security	103	\$32.77	\$5,896,122
Housing While Attending School	122	\$115.42	\$20,766,383
Household Operations	132	\$2,431.51	\$437,474,232
Child Care	158	\$708.60	\$127,491,117
Care for Elderly or Handicapped	130	\$102.19	\$18,386,366
Appliance Rental and Repair	101	\$24.52	\$4,412,341
Computer Information Services	140	\$624.92	\$112,435,300
Home Security System Services	100	\$36.41	\$6,551,538
Non-Apparel Household Laundry/Dry Cleaning	171	\$52.64	\$9,470,758
Housekeeping Services	121	\$197.38	\$35,511,725
Lawn and Garden	99	\$429.43	\$77,262,675
Moving/Storage/Freight Express	177	\$131.00	\$23,568,694
Installation of Computers	136	\$0.91	\$162,926
PC Repair (Personal Use)	140	\$11.48	\$2,064,697
Reupholstering/Furniture Repair	129	\$7.99	\$1,437,002
Termite/Pest Control	92	\$30.82	\$5,544,457
Water Softening Services	83	\$5.27	\$948,893
Internet Services Away from Home	161	\$17.00	\$3,059,358
Voice Over IP Service	160	\$22.88	\$4,117,102
Other Home Services (1)	107	\$28.06	\$5,049,282

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
Utilities, Fuels, Public Services	123	\$6,243.68	\$1,123,355,863
Bottled Gas	67	\$47.56	\$8,556,294
Electricity	120	\$2,312.27	\$416,020,540
Fuel Oil	121	\$141.27	\$25,418,004
Natural Gas	127	\$680.46	\$122,427,859
Phone Services	135	\$2,266.86	\$407,851,988
Water and Other Public Services	112	\$787.88	\$141,753,974
Coal/Wood/Other Fuel	61	\$7.38	\$1,327,204
Housekeeping Supplies	128	\$920.89	\$165,684,825
Laundry and Cleaning Supplies	131	\$269.61	\$48,507,328
Postage and Stationery	124	\$224.10	\$40,319,534
Other HH Products (2)	127	\$427.18	\$76,857,963
Household Textiles	137	\$134.54	\$24,206,798
Bathroom Linens	148	\$19.85	\$3,570,530
Bedroom Linens	143	\$72.01	\$12,955,222
Kitchen and Dining Room Linens	135	\$3.44	\$619,561
Curtains and Draperies	123	\$18.03	\$3,243,927
Slipcovers, Decorative Pillows	149	\$7.69	\$1,384,022
Materials for Slipcovers/Curtains	103	\$11.54	\$2,077,006
Other Linens	148	\$1.98	\$356,531
Furniture	136	\$701.45	\$126,204,064
Mattresses and Box Springs	139	\$132.55	\$23,847,861
Other Bedroom Furniture	143	\$132.24	\$23,792,150
Sofas	140	\$187.14	\$33,669,654
Living Room Tables and Chairs	119	\$78.16	\$14,062,561
Kitchen, Dining Room Furniture	144	\$58.84	\$10,586,002
Infant Furniture	161	\$19.76	\$3,554,843
Outdoor Furniture	102	\$26.75	\$4,812,430
Wall Units, Cabinets, Other Furniture (3)	131	\$66.02	\$11,878,563
Major Appliances	109	\$292.89	\$52,697,084
Dishwashers and Disposals	103	\$22.91	\$4,122,469
Refrigerators and Freezers	103	\$80.21	\$14,432,142
Clothes Washers	112	\$52.56	\$9,456,693
Clothes Dryers	109	\$36.56	\$6,578,467
Cooking Stoves and Ovens	98	\$36.37	\$6,543,482
Microwave Ovens	136	\$18.35	\$3,301,504
Window Air Conditioners	134	\$8.99	\$1,616,674
Electric Floor Cleaning Equipment	122	\$27.00	\$4,857,534
Sewing Machines and Miscellaneous Appliances	111	\$9.94	\$1,788,120

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
Household Items			
Rugs	121	\$29.94	\$5,386,556
Housewares	132	\$95.40	\$17,163,954
Small Appliances	133	\$61.06	\$10,984,974
Window Coverings	115	\$23.85	\$4,290,366
Lamps and Other Lighting Fixtures	143	\$23.42	\$4,214,292
Infant Equipment	144	\$27.74	\$4,991,748
Rental of Furniture	148	\$10.81	\$1,945,390
Laundry and Cleaning Equipment	131	\$33.10	\$5,955,545
Closet and Storage Items	143	\$28.92	\$5,204,153
Luggage	137	\$12.63	\$2,272,374
Clocks and Other Household Decoratives	123	\$205.06	\$36,894,310
Telephones and Accessories	141	\$70.48	\$12,680,099
Telephone Answering Devices	129	\$1.06	\$190,615
Grills and Outdoor Equipment	103	\$40.61	\$7,306,762
Power Tools	121	\$63.42	\$11,410,860
Hand Tools	121	\$10.55	\$1,898,444
Office Furniture/Equipment for Home Use	130	\$19.07	\$3,431,030
Computers and Hardware for Home Use	142	\$307.36	\$55,299,888
Portable Memory	145	\$7.82	\$1,406,184
Computer Software	158	\$32.02	\$5,760,831
Computer Accessories	126	\$24.03	\$4,323,635
Personal Digital Assistants	150	\$11.10	\$1,996,815
Other Household Items (4)	124	\$117.87	\$21,207,135

(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 and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

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2015 Housing Summary		2015 Demographic Summary	
Housing Units	425,539	Population	823,969
2015-2020 Percent Change	2.31%	Households	373,340
Percent Occupied	87.7%	Families	155,935
Percent Owner Households	35.1%	Median Age	32.6
Median Home Value	\$316,193	Median Household Income	\$53,612
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		88	\$3,765,743,772
Mortgage Interest		91	\$1,395,310,258
Mortgage Principal		86	\$695,912,206
Property Taxes		89	\$842,891,035
Homeowners Insurance		77	\$139,980,724
Ground Rent		91	\$23,886,013
Maintenance and Remodeling Services		83	\$521,580,591
Maintenance and Remodeling Materials		76	\$85,183,890
Property Management and Security		143	\$60,999,055
Rented Dwellings		234	\$3,735,288,700
Rent		235	\$3,606,024,117
Rent Received as Pay		214	\$93,016,794
Renters' Insurance		203	\$14,255,935
Maintenance and Repair Services		167	\$13,328,260
Maintenance and Repair Materials		175	\$8,663,595
Owned Vacation Homes		93	\$209,905,363
Mortgage Payment		93	\$60,742,611
Property Taxes		90	\$48,899,570
Homeowners Insurance		89	\$5,874,133
Maintenance and Remodeling		95	\$83,899,939
Property Management and Security		88	\$10,489,109
Housing While Attending School		105	\$37,037,297
Household Operations		113	\$777,505,755
Child Care		135	\$224,782,143
Care for Elderly or Handicapped		113	\$33,027,516
Appliance Rental and Repair		88	\$7,995,986
Computer Information Services		121	\$201,577,183
Home Security System Services		85	\$11,567,912
Non-Apparel Household Laundry/Dry Cleaning		146	\$16,808,908
Housekeeping Services		103	\$62,621,737
Lawn and Garden		85	\$137,639,600
Moving/Storage/Freight Express		149	\$41,096,642
Installation of Computers		116	\$292,266
PC Repair (Personal Use)		121	\$3,717,625
Reupholstering/Furniture Repair		110	\$2,557,761
Termite/Pest Control		78	\$9,839,515
Water Softening Services		74	\$1,759,219
Internet Services Away from Home		141	\$5,530,745
Voice Over IP Service		141	\$7,489,626
Other Home Services (1)		94	\$9,201,371

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Utilities, Fuels, Public Services	108	\$5,450.31	\$2,034,820,502
Bottled Gas	59	\$41.76	\$15,589,878
Electricity	104	\$2,014.05	\$751,923,592
Fuel Oil	107	\$125.61	\$46,896,263
Natural Gas	112	\$602.34	\$224,878,615
Phone Services	117	\$1,971.30	\$735,965,742
Water and Other Public Services	98	\$688.66	\$257,103,188
Coal/Wood/Other Fuel	55	\$6.60	\$2,463,223
Housekeeping Supplies	111	\$798.06	\$297,946,439
Laundry and Cleaning Supplies	115	\$235.80	\$88,034,358
Postage and Stationery	107	\$192.47	\$71,856,630
Other HH Products (2)	110	\$369.78	\$138,055,452
Household Textiles	118	\$116.06	\$43,329,094
Bathroom Linens	127	\$17.10	\$6,385,226
Bedroom Linens	124	\$62.13	\$23,195,209
Kitchen and Dining Room Linens	118	\$2.99	\$1,114,954
Curtains and Draperies	106	\$15.56	\$5,810,990
Slipcovers, Decorative Pillows	129	\$6.65	\$2,481,501
Materials for Slipcovers/Curtains	89	\$9.93	\$3,705,725
Other Linens	127	\$1.70	\$635,489
Furniture	116	\$598.04	\$223,272,810
Mattresses and Box Springs	119	\$113.42	\$42,344,946
Other Bedroom Furniture	122	\$112.28	\$41,918,951
Sofas	120	\$159.76	\$59,646,234
Living Room Tables and Chairs	101	\$66.53	\$24,836,916
Kitchen, Dining Room Furniture	123	\$50.20	\$18,740,726
Infant Furniture	136	\$16.67	\$6,224,723
Outdoor Furniture	87	\$22.83	\$8,523,387
Wall Units, Cabinets, Other Furniture (3)	112	\$56.35	\$21,036,926
Major Appliances	94	\$253.92	\$94,799,102
Dishwashers and Disposals	89	\$19.78	\$7,383,736
Refrigerators and Freezers	90	\$69.84	\$26,073,180
Clothes Washers	97	\$45.41	\$16,952,770
Clothes Dryers	94	\$31.43	\$11,733,906
Cooking Stoves and Ovens	85	\$31.65	\$11,815,310
Microwave Ovens	119	\$15.98	\$5,964,398
Window Air Conditioners	119	\$8.02	\$2,992,524
Electric Floor Cleaning Equipment	105	\$23.28	\$8,691,173
Sewing Machines and Miscellaneous Appliances	95	\$8.55	\$3,192,105

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	103	\$25.49	\$9,516,589
Housewares	113	\$81.61	\$30,470,104
Small Appliances	115	\$52.54	\$19,615,091
Window Coverings	98	\$20.25	\$7,561,839
Lamps and Other Lighting Fixtures	121	\$19.82	\$7,400,335
Infant Equipment	122	\$23.44	\$8,751,558
Rental of Furniture	131	\$9.56	\$3,568,209
Laundry and Cleaning Equipment	113	\$28.56	\$10,664,103
Closet and Storage Items	122	\$24.57	\$9,174,586
Luggage	117	\$10.75	\$4,014,413
Clocks and Other Household Decoratives	104	\$173.49	\$64,769,082
Telephones and Accessories	120	\$60.02	\$22,409,002
Telephone Answering Devices	112	\$0.92	\$342,962
Grills and Outdoor Equipment	87	\$34.38	\$12,836,219
Power Tools	105	\$54.56	\$20,368,188
Hand Tools	104	\$9.06	\$3,381,662
Office Furniture/Equipment for Home Use	110	\$16.22	\$6,056,325
Computers and Hardware for Home Use	121	\$262.02	\$97,823,919
Portable Memory	125	\$6.73	\$2,514,168
Computer Software	135	\$27.28	\$10,184,259
Computer Accessories	109	\$20.75	\$7,747,072
Personal Digital Assistants	127	\$9.40	\$3,511,025
Other Household Items (4)	106	\$100.95	\$37,689,487

(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 and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

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