

House and Home Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 1 mile radius

2024 Housing Summary

Housing Units	61,198
2024-2029 Percent Change	4.2%
Percent Occupied	85.6%
Percent Owner Households	30.1%
Median Home Value	\$464,103

2024 Demographic Summary

Population	85,883
Households	52,380
Families	14,391
Median Age	32.5
Median Household Income	\$138,427

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	107	\$20,364.85	\$1,066,710,921
Mortgage/Other Loan Payments & Basics	111	\$14,793.34	\$774,875,010
Mortgage Interest	116	\$4,690.42	\$245,684,071
Interest Paid on Home Equity Loan	100	\$45.72	\$2,394,605
Interest Paid on Home Equity Line of Credit	99	\$147.46	\$7,723,808
Mortgage Principal	109	\$3,540.73	\$185,463,288
Principal Paid on Home Equity Loan	100	\$81.43	\$4,265,157
Principal Paid on Home Equity Line of Credit	89	\$297.13	\$15,563,755
Special Lump Sum Mortgage Payments	108	\$896.17	\$46,941,433
Special Assessments	126	\$13.43	\$703,519
Closing Costs	155	\$523.63	\$27,427,761
Property Taxes	108	\$3,684.46	\$192,991,884
Homeowners Insurance	97	\$785.11	\$41,123,962
Ground Rent	120	\$87.66	\$4,591,768
Maintenance and Remodeling Services	99	\$4,585.66	\$240,196,818
Maintenance and Remodeling Materials	89	\$716.59	\$37,534,784
Property Management and Security	168	\$269.27	\$14,104,310
Rented Dwellings	381	\$25,303.93	\$1,325,420,048
Rent	385	\$24,830.81	\$1,300,638,087
Tenant's Insurance	353	\$143.63	\$7,523,426
Maintenance and Repair Services	210	\$249.78	\$13,083,374
Maintenance and Repair Materials	214	\$79.71	\$4,175,161

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Other Lodging	145	\$1,486.04	\$77,838,637
Owned Vacation Homes	147	\$1,216.49	\$63,719,807
Principal Paid on Home Loans	122	\$122.46	\$6,414,237
Closing Costs on Purchase of Property	245	\$143.84	\$7,534,210
Interest Paid on Home Loans	143	\$145.79	\$7,636,558
Property Taxes	126	\$226.69	\$11,873,864
Homeowners Insurance	110	\$23.96	\$1,255,058
Maintenance and Remodeling	154	\$518.89	\$27,179,406
Property Management and Security	111	\$34.87	\$1,826,473
Housing While Attending School	137	\$269.55	\$14,118,830
Household Operations	155	\$4,429.56	\$232,020,516
Child Care	184	\$1,081.17	\$56,631,652
Care for Elderly or Handicapped	128	\$82.23	\$4,307,022
Appliance Repair	116	\$27.59	\$1,445,174
Appliance Rental	240	\$4.76	\$249,563
Computer Information Services	176	\$1,572.79	\$82,382,690
Home Security System Services	122	\$64.82	\$3,395,512
Non-Apparel Household Laundry/Dry Cleaning	205	\$48.28	\$2,528,882
Housekeeping Services	135	\$356.60	\$18,678,491
Lawn and Garden	112	\$763.24	\$39,978,434
Moving/Storage/Freight Express	214	\$273.71	\$14,336,840
Installation of Computers	143	\$0.83	\$43,429
PC Repair (Personal Use)	189	\$12.94	\$677,561
Reupholstering/Furniture Repair	119	\$12.13	\$635,347
Termite/Pest Control	106	\$72.08	\$3,775,528
Water Softening Services	112	\$10.65	\$558,015
Internet Services Away from Home	193	\$10.10	\$528,923
Other Home Services (1)	118	\$35.65	\$1,867,452
Housekeeping Supplies	164	\$1,419.70	\$74,363,900
Laundry and Cleaning Supplies	169	\$392.71	\$20,569,932
Postage and Stationery	164	\$251.97	\$13,198,214
Other HH Products (2)	162	\$775.02	\$40,595,754

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	152	\$9,007.15	\$471,794,510
Bottled Gas	113	\$95.70	\$5,012,915
Electricity	156	\$3,476.41	\$182,094,444
Fuel Oil	111	\$105.29	\$5,515,083
Natural Gas	143	\$1,000.82	\$52,422,942
Phone Services	164	\$3,004.34	\$157,367,225
Water and Other Public Services	134	\$1,314.93	\$68,876,216
Coal/Wood/Other Fuel	75	\$9.65	\$505,684
Household Textiles	174	\$204.05	\$10,688,162
Bathroom Linens	191	\$31.52	\$1,651,142
Bedroom Linens	179	\$111.30	\$5,829,713
Kitchen, Dining Room and other Linens	148	\$14.15	\$741,154
Curtains and Draperies	159	\$29.43	\$1,541,417
Slipcovers, Decorative Pillows	162	\$17.65	\$924,736
Furniture	163	\$1,443.96	\$75,634,799
Mattresses and Box Springs	171	\$274.90	\$14,399,362
Other Bedroom Furniture	179	\$230.21	\$12,058,393
Sofas	169	\$425.05	\$22,264,017
Living Room Chairs	128	\$108.59	\$5,687,890
Living Room Tables	114	\$44.05	\$2,307,593
Kitchen, Dining Room Furniture	171	\$119.99	\$6,285,075
Infant Furniture	199	\$30.25	\$1,584,260
Outdoor Furniture	130	\$87.35	\$4,575,602
Wall Units, Cabinets, Other Furniture (3)	182	\$123.57	\$6,472,607
Major Appliances	133	\$673.98	\$35,302,981
Dishwashers, Disposals & Range Hoods	110	\$57.98	\$3,037,164
Refrigerators and Freezers	119	\$185.73	\$9,728,559
Clothes Washers & Dryers	151	\$182.32	\$9,549,843
Cooking Stoves and Ovens	106	\$81.68	\$4,278,176
Microwave Ovens	154	\$39.69	\$2,079,178
Window Air Conditioners	173	\$27.32	\$1,430,945
Electric Floor Cleaning Equipment	185	\$68.69	\$3,598,183
Sewing Machines and Miscellaneous Appliances	145	\$30.56	\$1,600,933

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	155	\$60.73	\$3,181,250
Housewares	172	\$169.60	\$8,883,411
Small Appliances	198	\$153.94	\$8,063,569
Sewing/Needlework/Quilt Materials/Items	121	\$23.81	\$1,247,336
Window Coverings	122	\$51.76	\$2,711,186
Lamps/Lighting Fixtures/Ceiling Fans	126	\$62.56	\$3,276,651
Infant Equipment	219	\$62.71	\$3,284,973
Rental of Furniture	270	\$19.42	\$1,017,256
Laundry and Cleaning Equipment	159	\$54.14	\$2,836,110
Closet and Storage Items	169	\$66.51	\$3,483,937
Luggage	173	\$42.39	\$2,220,583
Clocks and Other Household Decoratives	156	\$384.23	\$20,126,092
Telephones and Accessories	184	\$152.86	\$8,006,904
Outdoor Equipment	118	\$58.16	\$3,046,638
Power Tools	136	\$70.17	\$3,675,551
Hand Tools	190	\$23.82	\$1,247,797
Office Furniture/Equipment for Home Use	213	\$51.15	\$2,679,487
Computers and Hardware for Home Use	186	\$421.06	\$22,055,164
Portable Memory	206	\$7.89	\$413,089
Computer Software	228	\$38.38	\$2,010,225
Computer Accessories	197	\$39.57	\$2,072,488
Other Household Appliances	157	\$43.72	\$2,290,129
Misc Equipment incl Ladders/Sheds/Etc	139	\$246.55	\$12,914,433

(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.



Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

House and Home Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 3 mile radius

2024 Housing Summary

Housing Units	256,413
2024-2029 Percent Change	2.9%
Percent Occupied	87.7%
Percent Owner Households	35.4%
Median Home Value	\$519,867

2024 Demographic Summary

Population	404,831
Households	224,866
Families	77,401
Median Age	34.0
Median Household Income	\$118,422

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	106	\$20,104.95	\$4,520,919,361
Mortgage/Other Loan Payments & Basics	109	\$14,550.28	\$3,271,863,245
Mortgage Interest	112	\$4,541.40	\$1,021,205,973
Interest Paid on Home Equity Loan	101	\$45.97	\$10,337,485
Interest Paid on Home Equity Line of Credit	103	\$153.10	\$34,426,117
Mortgage Principal	107	\$3,482.29	\$783,049,704
Principal Paid on Home Equity Loan	101	\$82.24	\$18,492,354
Principal Paid on Home Equity Line of Credit	93	\$310.23	\$69,760,029
Special Lump Sum Mortgage Payments	106	\$876.88	\$197,179,845
Special Assessments	117	\$12.46	\$2,802,617
Closing Costs	136	\$460.75	\$103,606,111
Property Taxes	110	\$3,747.84	\$842,762,188
Homeowners Insurance	93	\$751.94	\$169,086,610
Ground Rent	117	\$85.18	\$19,154,212
Maintenance and Remodeling Services	99	\$4,597.03	\$1,033,716,772
Maintenance and Remodeling Materials	87	\$700.24	\$157,459,159
Property Management and Security	161	\$257.40	\$57,880,185
Rented Dwellings	306	\$20,353.79	\$4,576,875,675
Rent	310	\$19,964.64	\$4,489,367,907
Tenant's Insurance	277	\$112.55	\$25,308,223
Maintenance and Repair Services	177	\$209.82	\$47,180,713
Maintenance and Repair Materials	180	\$66.79	\$15,018,832

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Other Lodging	143	\$1,467.43	\$329,975,546
Owned Vacation Homes	145	\$1,204.74	\$270,905,834
Principal Paid on Home Loans	117	\$117.06	\$26,323,528
Closing Costs on Purchase of Property	193	\$113.45	\$25,510,244
Interest Paid on Home Loans	132	\$134.60	\$30,266,440
Property Taxes	128	\$231.21	\$51,991,906
Homeowners Insurance	112	\$24.54	\$5,519,113
Maintenance and Remodeling	164	\$549.45	\$123,551,926
Property Management and Security	109	\$34.43	\$7,742,678
Housing While Attending School	133	\$262.69	\$59,069,712
Household Operations	140	\$3,991.03	\$897,447,606
Child Care	164	\$959.45	\$215,748,746
Care for Elderly or Handicapped	127	\$81.71	\$18,374,058
Appliance Repair	115	\$27.19	\$6,113,369
Appliance Rental	189	\$3.75	\$843,390
Computer Information Services	153	\$1,361.56	\$306,168,189
Home Security System Services	110	\$58.91	\$13,246,277
Non-Apparel Household Laundry/Dry Cleaning	190	\$44.68	\$10,046,539
Housekeeping Services	131	\$347.21	\$78,075,030
Lawn and Garden	107	\$726.41	\$163,344,022
Moving/Storage/Freight Express	185	\$236.17	\$53,106,778
Installation of Computers	152	\$0.88	\$198,877
PC Repair (Personal Use)	173	\$11.87	\$2,668,242
Reupholstering/Furniture Repair	117	\$11.95	\$2,686,852
Termite/Pest Control	100	\$67.61	\$15,202,656
Water Softening Services	104	\$9.92	\$2,230,895
Internet Services Away from Home	167	\$8.73	\$1,962,297
Other Home Services (1)	110	\$33.05	\$7,431,391
Housekeeping Supplies	144	\$1,248.67	\$280,782,604
Laundry and Cleaning Supplies	146	\$339.87	\$76,424,456
Postage and Stationery	145	\$223.18	\$50,184,835
Other HH Products (2)	143	\$685.62	\$154,173,312

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	135	\$7,976.46	\$1,793,634,146
Bottled Gas	100	\$84.90	\$19,091,302
Electricity	136	\$3,018.96	\$678,861,815
Fuel Oil	130	\$123.38	\$27,743,960
Natural Gas	133	\$931.63	\$209,491,299
Phone Services	143	\$2,623.03	\$589,830,487
Water and Other Public Services	121	\$1,183.97	\$266,235,006
Coal/Wood/Other Fuel	82	\$10.59	\$2,380,276
Household Textiles	153	\$179.84	\$40,439,559
Bathroom Linens	165	\$27.15	\$6,106,131
Bedroom Linens	157	\$97.58	\$21,942,532
Kitchen, Dining Room and other Linens	137	\$13.09	\$2,943,217
Curtains and Draperies	142	\$26.23	\$5,898,186
Slipcovers, Decorative Pillows	145	\$15.78	\$3,549,494
Furniture	143	\$1,262.37	\$283,864,759
Mattresses and Box Springs	148	\$237.54	\$53,414,076
Other Bedroom Furniture	154	\$198.09	\$44,543,932
Sofas	147	\$367.98	\$82,747,302
Living Room Chairs	118	\$99.46	\$22,364,876
Living Room Tables	102	\$39.51	\$8,884,866
Kitchen, Dining Room Furniture	149	\$105.04	\$23,619,420
Infant Furniture	163	\$24.88	\$5,595,396
Outdoor Furniture	123	\$82.49	\$18,548,120
Wall Units, Cabinets, Other Furniture (3)	158	\$107.38	\$24,146,771
Major Appliances	122	\$618.40	\$139,058,018
Dishwashers, Disposals & Range Hoods	107	\$56.31	\$12,661,385
Refrigerators and Freezers	112	\$175.93	\$39,561,196
Clothes Washers & Dryers	132	\$158.79	\$35,705,528
Cooking Stoves and Ovens	104	\$79.88	\$17,961,227
Microwave Ovens	136	\$35.17	\$7,909,611
Window Air Conditioners	168	\$26.49	\$5,957,426
Electric Floor Cleaning Equipment	158	\$58.72	\$13,204,041
Sewing Machines and Miscellaneous Appliances	129	\$27.12	\$6,097,604

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	140	\$55.13	\$12,397,026
Housewares	152	\$149.74	\$33,670,565
Small Appliances	171	\$133.15	\$29,941,884
Sewing/Needlework/Quilt Materials/Items	111	\$21.84	\$4,911,296
Window Coverings	119	\$50.26	\$11,302,348
Lamps/Lighting Fixtures/Ceiling Fans	114	\$56.72	\$12,753,881
Infant Equipment	199	\$57.11	\$12,842,195
Rental of Furniture	198	\$14.28	\$3,211,988
Laundry and Cleaning Equipment	138	\$47.08	\$10,587,229
Closet and Storage Items	152	\$59.88	\$13,464,971
Luggage	155	\$38.05	\$8,555,853
Clocks and Other Household Decoratives	138	\$339.05	\$76,240,401
Telephones and Accessories	160	\$133.14	\$29,938,588
Outdoor Equipment	115	\$56.57	\$12,719,628
Power Tools	117	\$60.43	\$13,589,690
Hand Tools	163	\$20.44	\$4,596,415
Office Furniture/Equipment for Home Use	179	\$43.00	\$9,668,326
Computers and Hardware for Home Use	161	\$364.48	\$81,959,813
Portable Memory	173	\$6.63	\$1,490,410
Computer Software	190	\$32.04	\$7,205,165
Computer Accessories	170	\$34.25	\$7,701,418
Other Household Appliances	143	\$39.80	\$8,949,572
Misc Equipment incl Ladders/Sheds/Etc	132	\$233.94	\$52,604,357

(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.



Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

House and Home Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 5 mile radius

2024 Housing Summary

Housing Units	484,971
2024-2029 Percent Change	1.9%
Percent Occupied	89.0%
Percent Owner Households	35.6%
Median Home Value	\$487,027

2024 Demographic Summary

Population	860,198
Households	431,408
Families	169,567
Median Age	33.9
Median Household Income	\$102,657

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	96	\$18,261.14	\$7,878,001,856
Mortgage/Other Loan Payments & Basics	99	\$13,195.89	\$5,692,812,828
Mortgage Interest	102	\$4,106.15	\$1,771,428,033
Interest Paid on Home Equity Loan	91	\$41.58	\$17,936,470
Interest Paid on Home Equity Line of Credit	93	\$138.44	\$59,722,693
Mortgage Principal	98	\$3,165.15	\$1,365,470,639
Principal Paid on Home Equity Loan	92	\$75.10	\$32,398,613
Principal Paid on Home Equity Line of Credit	85	\$283.56	\$122,331,954
Special Lump Sum Mortgage Payments	94	\$782.94	\$337,766,204
Special Assessments	103	\$10.99	\$4,742,357
Closing Costs	119	\$403.25	\$173,964,940
Property Taxes	100	\$3,416.87	\$1,474,066,335
Homeowners Insurance	86	\$692.43	\$298,720,628
Ground Rent	109	\$79.42	\$34,263,962
Maintenance and Remodeling Services	91	\$4,194.14	\$1,809,385,820
Maintenance and Remodeling Materials	80	\$643.79	\$277,736,084
Property Management and Security	142	\$227.32	\$98,067,124
Rented Dwellings	265	\$17,585.10	\$7,586,351,981
Rent	267	\$17,241.53	\$7,438,132,512
Tenant's Insurance	239	\$97.23	\$41,945,050
Maintenance and Repair Services	157	\$186.13	\$80,299,835
Maintenance and Repair Materials	162	\$60.21	\$25,974,584

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Other Lodging	127	\$1,306.85	\$563,785,670
Owned Vacation Homes	129	\$1,071.93	\$462,438,811
Principal Paid on Home Loans	104	\$103.75	\$44,758,328
Closing Costs on Purchase of Property	166	\$97.62	\$42,112,059
Interest Paid on Home Loans	116	\$117.93	\$50,877,290
Property Taxes	115	\$206.84	\$89,232,625
Homeowners Insurance	101	\$22.06	\$9,516,135
Maintenance and Remodeling	147	\$492.62	\$212,520,085
Property Management and Security	99	\$31.11	\$13,422,290
Housing While Attending School	119	\$234.92	\$101,346,858
Household Operations	125	\$3,552.25	\$1,532,470,063
Child Care	143	\$835.61	\$360,490,728
Care for Elderly or Handicapped	117	\$75.08	\$32,390,081
Appliance Repair	105	\$24.86	\$10,723,999
Appliance Rental	167	\$3.30	\$1,425,009
Computer Information Services	136	\$1,214.29	\$523,855,231
Home Security System Services	100	\$53.25	\$22,973,925
Non-Apparel Household Laundry/Dry Cleaning	169	\$39.78	\$17,159,437
Housekeeping Services	117	\$309.21	\$133,394,937
Lawn and Garden	97	\$658.96	\$284,280,037
Moving/Storage/Freight Express	163	\$207.85	\$89,669,776
Installation of Computers	136	\$0.79	\$340,343
PC Repair (Personal Use)	155	\$10.59	\$4,567,858
Reupholstering/Furniture Repair	106	\$10.83	\$4,674,003
Termite/Pest Control	91	\$61.63	\$26,587,836
Water Softening Services	95	\$9.04	\$3,901,935
Internet Services Away from Home	146	\$7.61	\$3,285,063
Other Home Services (1)	98	\$29.55	\$12,749,865
Housekeeping Supplies	129	\$1,115.78	\$481,355,628
Laundry and Cleaning Supplies	132	\$306.21	\$132,101,290
Postage and Stationery	129	\$198.80	\$85,763,895
Other HH Products (2)	128	\$610.77	\$263,490,443

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	121	\$7,203.71	\$3,107,739,733
Bottled Gas	89	\$75.43	\$32,542,716
Electricity	123	\$2,726.25	\$1,176,125,878
Fuel Oil	119	\$112.82	\$48,671,276
Natural Gas	121	\$842.66	\$363,530,236
Phone Services	129	\$2,358.71	\$1,017,564,461
Water and Other Public Services	110	\$1,077.95	\$465,037,100
Coal/Wood/Other Fuel	77	\$9.89	\$4,268,067
Household Textiles	137	\$160.50	\$69,242,881
Bathroom Linens	147	\$24.28	\$10,474,430
Bedroom Linens	139	\$86.68	\$37,393,473
Kitchen, Dining Room and other Linens	124	\$11.78	\$5,081,968
Curtains and Draperies	128	\$23.68	\$10,215,960
Slipcovers, Decorative Pillows	129	\$14.09	\$6,077,049
Furniture	127	\$1,119.55	\$482,984,408
Mattresses and Box Springs	131	\$211.38	\$91,189,782
Other Bedroom Furniture	137	\$175.55	\$75,733,453
Sofas	129	\$324.42	\$139,955,787
Living Room Chairs	106	\$89.45	\$38,590,948
Living Room Tables	92	\$35.77	\$15,430,089
Kitchen, Dining Room Furniture	132	\$92.70	\$39,993,268
Infant Furniture	142	\$21.67	\$9,348,433
Outdoor Furniture	110	\$73.86	\$31,863,842
Wall Units, Cabinets, Other Furniture (3)	139	\$94.76	\$40,878,805
Major Appliances	111	\$561.16	\$242,090,190
Dishwashers, Disposals & Range Hoods	97	\$51.27	\$22,118,222
Refrigerators and Freezers	103	\$160.98	\$69,449,330
Clothes Washers & Dryers	119	\$143.10	\$61,736,561
Cooking Stoves and Ovens	96	\$73.91	\$31,886,631
Microwave Ovens	123	\$31.76	\$13,701,385
Window Air Conditioners	152	\$24.09	\$10,392,185
Electric Floor Cleaning Equipment	140	\$51.88	\$22,381,577
Sewing Machines and Miscellaneous Appliances	115	\$24.16	\$10,424,300

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 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	125	\$48.96	\$21,122,141
Housewares	135	\$132.73	\$57,259,072
Small Appliances	151	\$117.81	\$50,823,401
Sewing/Needlework/Quilt Materials/Items	99	\$19.51	\$8,417,088
Window Coverings	106	\$44.85	\$19,347,860
Lamps/Lighting Fixtures/Ceiling Fans	103	\$51.18	\$22,077,967
Infant Equipment	172	\$49.37	\$21,299,668
Rental of Furniture	173	\$12.47	\$5,381,544
Laundry and Cleaning Equipment	125	\$42.43	\$18,305,623
Closet and Storage Items	136	\$53.48	\$23,073,464
Luggage	137	\$33.61	\$14,498,042
Clocks and Other Household Decoratives	122	\$299.41	\$129,168,086
Telephones and Accessories	139	\$115.46	\$49,811,281
Outdoor Equipment	103	\$50.75	\$21,895,535
Power Tools	105	\$54.30	\$23,427,014
Hand Tools	144	\$18.07	\$7,794,430
Office Furniture/Equipment for Home Use	154	\$37.14	\$16,023,835
Computers and Hardware for Home Use	142	\$321.17	\$138,556,447
Portable Memory	150	\$5.74	\$2,476,201
Computer Software	165	\$27.72	\$11,958,718
Computer Accessories	149	\$30.03	\$12,953,162
Other Household Appliances	127	\$35.39	\$15,267,091
Misc Equipment incl Ladders/Sheds/Etc	117	\$207.41	\$89,477,701

(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.



Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.