



Market Profile

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Rings: 1, 3, 5 mile radii

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	26,374	300,641	811,131
2010 Total Population	49,610	330,257	793,494
2020 Total Population	70,321	379,284	855,355
2020 Group Quarters	5,519	12,407	32,397
2025 Total Population	78,785	396,579	872,967
2020-2025 Annual Rate	2.30%	0.90%	0.41%
2020 Total Daytime Population	315,930	706,563	1,136,617
Workers	293,038	549,989	738,487
Residents	22,892	156,574	398,130
Household Summary			
2000 Households	14,933	141,304	332,029
2000 Average Household Size	1.56	2.05	2.35
2010 Households	27,906	169,592	355,173
2010 Average Household Size	1.58	1.87	2.14
2020 Households	40,942	199,327	392,135
2020 Average Household Size	1.58	1.84	2.10
2025 Households	46,321	210,183	403,457
2025 Average Household Size	1.58	1.83	2.08
2020-2025 Annual Rate	2.50%	1.07%	0.57%
2010 Families	7,747	61,935	150,761
2010 Average Family Size	2.37	2.83	3.14
2020 Families	11,067	70,299	161,468
2020 Average Family Size	2.36	2.79	3.09
2025 Families	12,540	73,299	164,384
2025 Average Family Size	2.36	2.78	3.08
2020-2025 Annual Rate	2.53%	0.84%	0.36%
Housing Unit Summary			
2000 Housing Units	17,162	159,130	371,020
Owner Occupied Housing Units	39.0%	31.7%	29.6%
Renter Occupied Housing Units	48.0%	57.1%	59.9%
Vacant Housing Units	13.0%	11.2%	10.5%
2010 Housing Units	34,914	198,154	411,333
Owner Occupied Housing Units	37.6%	35.1%	32.7%
Renter Occupied Housing Units	42.3%	50.5%	53.7%
Vacant Housing Units	20.1%	14.4%	13.7%
2020 Housing Units	43,971	214,732	431,706
Owner Occupied Housing Units	34.2%	34.4%	32.3%
Renter Occupied Housing Units	59.0%	58.5%	58.5%
Vacant Housing Units	6.9%	7.2%	9.2%
2025 Housing Units	49,000	225,450	444,101
Owner Occupied Housing Units	31.6%	33.2%	31.8%
Renter Occupied Housing Units	63.0%	60.0%	59.0%
Vacant Housing Units	5.5%	6.8%	9.2%
Median Household Income			
2020	\$116,676	\$93,053	\$75,745
2025	\$128,042	\$103,871	\$84,538
Median Home Value			
2020	\$386,432	\$430,853	\$391,143
2025	\$411,451	\$466,411	\$427,514
Per Capita Income			
2020	\$92,191	\$71,051	\$53,844
2025	\$102,991	\$79,677	\$60,518
Median Age			
2010	30.9	32.6	31.5
2020	33.4	34.9	33.6
2025	34.1	35.8	34.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	40,942	199,327	392,135
<\$15,000	8.1%	10.7%	12.6%
\$15,000 - \$24,999	2.7%	5.8%	7.5%
\$25,000 - \$34,999	2.7%	5.2%	6.7%
\$35,000 - \$49,999	4.4%	6.9%	8.8%
\$50,000 - \$74,999	11.2%	13.2%	14.0%
\$75,000 - \$99,999	12.4%	10.7%	10.2%
\$100,000 - \$149,999	19.8%	16.7%	15.3%
\$150,000 - \$199,999	14.5%	11.2%	9.3%
\$200,000+	24.2%	19.6%	15.5%
Average Household Income	\$157,453	\$135,122	\$117,094
2025 Households by Income			
Household Income Base	46,321	210,183	403,457
<\$15,000	6.6%	9.3%	11.2%
\$15,000 - \$24,999	2.2%	5.2%	6.9%
\$25,000 - \$34,999	2.2%	4.7%	6.2%
\$35,000 - \$49,999	3.4%	5.9%	7.9%
\$50,000 - \$74,999	9.6%	12.0%	13.2%
\$75,000 - \$99,999	12.2%	10.7%	10.3%
\$100,000 - \$149,999	21.0%	17.7%	16.3%
\$150,000 - \$199,999	16.6%	12.7%	10.6%
\$200,000+	26.2%	21.6%	17.3%
Average Household Income	\$174,324	\$150,276	\$130,594
2020 Owner Occupied Housing Units by Value			
Total	15,017	73,727	139,524
<\$50,000	0.7%	0.7%	1.1%
\$50,000 - \$99,999	0.4%	0.8%	1.8%
\$100,000 - \$149,999	0.6%	1.4%	3.5%
\$150,000 - \$199,999	2.3%	3.4%	6.6%
\$200,000 - \$249,999	7.6%	7.8%	8.9%
\$250,000 - \$299,999	12.1%	9.7%	10.2%
\$300,000 - \$399,999	30.3%	21.4%	19.7%
\$400,000 - \$499,999	17.4%	15.5%	13.9%
\$500,000 - \$749,999	16.4%	19.1%	17.4%
\$750,000 - \$999,999	5.3%	7.8%	7.2%
\$1,000,000 - \$1,499,999	3.1%	6.8%	5.4%
\$1,500,000 - \$1,999,999	2.1%	2.1%	1.7%
\$2,000,000 +	1.5%	3.5%	2.7%
Average Home Value	\$498,693	\$585,481	\$526,237
2025 Owner Occupied Housing Units by Value			
Total	15,464	74,855	141,274
<\$50,000	0.3%	0.3%	0.6%
\$50,000 - \$99,999	0.2%	0.4%	1.0%
\$100,000 - \$149,999	0.3%	0.8%	2.2%
\$150,000 - \$199,999	1.3%	2.1%	4.9%
\$200,000 - \$249,999	5.5%	5.9%	7.5%
\$250,000 - \$299,999	9.9%	8.3%	9.6%
\$300,000 - \$399,999	30.3%	21.1%	20.1%
\$400,000 - \$499,999	19.0%	16.8%	15.3%
\$500,000 - \$749,999	18.5%	21.0%	19.4%
\$750,000 - \$999,999	6.2%	8.7%	8.1%
\$1,000,000 - \$1,499,999	3.9%	8.1%	6.3%
\$1,500,000 - \$1,999,999	2.7%	2.4%	2.0%
\$2,000,000 +	1.9%	4.1%	3.1%
Average Home Value	\$542,102	\$634,251	\$570,973

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	49,609	330,255	793,496
0 - 4	3.4%	5.0%	6.2%
5 - 9	1.0%	3.2%	4.7%
10 - 14	0.5%	2.9%	4.4%
15 - 24	20.2%	14.9%	15.9%
25 - 34	38.1%	30.0%	26.8%
35 - 44	15.1%	14.6%	14.4%
45 - 54	9.3%	10.7%	10.8%
55 - 64	7.7%	9.2%	8.4%
65 - 74	3.2%	5.4%	4.8%
75 - 84	1.2%	2.9%	2.6%
85 +	0.4%	1.0%	1.0%
18 +	94.8%	86.9%	81.9%
2020 Population by Age			
Total	70,321	379,283	855,356
0 - 4	3.0%	4.4%	5.5%
5 - 9	2.1%	3.7%	4.9%
10 - 14	1.2%	3.2%	4.4%
15 - 24	15.1%	12.5%	13.7%
25 - 34	34.2%	26.6%	24.7%
35 - 44	18.2%	17.5%	16.3%
45 - 54	9.5%	10.6%	10.6%
55 - 64	8.4%	9.5%	9.0%
65 - 74	5.6%	7.4%	6.6%
75 - 84	1.9%	3.4%	3.0%
85 +	0.7%	1.3%	1.2%
18 +	92.9%	86.9%	82.6%
2025 Population by Age			
Total	78,784	396,580	872,966
0 - 4	3.1%	4.4%	5.5%
5 - 9	1.9%	3.4%	4.5%
10 - 14	1.5%	3.1%	4.3%
15 - 24	15.4%	12.7%	13.6%
25 - 34	30.6%	24.8%	23.3%
35 - 44	19.7%	18.1%	17.0%
45 - 54	10.2%	11.1%	11.1%
55 - 64	8.0%	9.0%	8.8%
65 - 74	6.0%	7.7%	7.1%
75 - 84	2.7%	4.2%	3.7%
85 +	0.8%	1.4%	1.3%
18 +	92.6%	87.3%	83.3%
2010 Population by Sex			
Males	25,078	161,470	392,804
Females	24,532	168,787	400,690
2020 Population by Sex			
Males	35,736	187,168	424,857
Females	34,585	192,116	430,498
2025 Population by Sex			
Males	39,757	195,751	433,699
Females	39,027	200,827	439,268

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2010 Population by Race/Ethnicity			
Total	49,609	330,258	793,494
White Alone	70.2%	61.1%	54.1%
Black Alone	9.3%	14.3%	22.7%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	15.6%	13.9%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.9%	7.8%	11.7%
Two or More Races	2.7%	2.6%	2.7%
Hispanic Origin	6.4%	16.8%	25.2%
Diversity Index	53.7	70.2	78.1
2020 Population by Race/Ethnicity			
Total	70,321	379,283	855,354
White Alone	66.3%	58.7%	52.8%
Black Alone	7.8%	13.0%	20.9%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	20.1%	16.9%	10.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.2%	7.9%	12.1%
Two or More Races	3.3%	3.1%	3.1%
Hispanic Origin	7.4%	17.5%	26.2%
Diversity Index	58.1	72.3	79.5
2025 Population by Race/Ethnicity			
Total	78,784	396,580	872,967
White Alone	64.5%	57.5%	52.2%
Black Alone	7.1%	12.2%	20.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	22.4%	18.7%	11.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.3%	8.0%	12.3%
Two or More Races	3.5%	3.3%	3.3%
Hispanic Origin	8.0%	18.0%	27.0%
Diversity Index	59.9	73.2	80.3
2010 Population by Relationship and Household Type			
Total	49,610	330,257	793,494
In Households	89.1%	96.3%	95.9%
In Family Households	37.3%	54.3%	61.8%
Householder	15.7%	18.7%	19.0%
Spouse	13.6%	13.6%	11.9%
Child	6.1%	17.1%	24.0%
Other relative	1.5%	3.6%	4.9%
Nonrelative	0.4%	1.3%	2.0%
In Nonfamily Households	51.7%	41.9%	34.2%
In Group Quarters	10.9%	3.7%	4.1%
Institutionalized Population	1.3%	0.6%	1.9%
Noninstitutionalized Population	9.7%	3.1%	2.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	55,301	289,213	610,867
Less than 9th Grade	0.5%	3.9%	5.5%
9th - 12th Grade, No Diploma	0.6%	3.2%	5.6%
High School Graduate	3.0%	7.8%	12.1%
GED/Alternative Credential	0.4%	1.2%	1.8%
Some College, No Degree	6.7%	9.8%	12.0%
Associate Degree	2.6%	3.4%	4.1%
Bachelor's Degree	43.3%	37.0%	32.6%
Graduate/Professional Degree	42.9%	33.7%	26.1%
2020 Population 15+ by Marital Status			
Total	65,888	336,527	728,336
Never Married	57.2%	52.6%	54.9%
Married	35.0%	36.6%	34.5%
Widowed	1.9%	3.1%	3.4%
Divorced	5.9%	7.7%	7.3%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	51,788	248,687	507,613
Population 16+ Employed	91.5%	89.9%	88.8%
Population 16+ Unemployment rate	8.5%	10.1%	11.2%
Population 16-24 Employed	10.3%	10.0%	11.2%
Population 16-24 Unemployment rate	15.1%	17.1%	18.8%
Population 25-54 Employed	76.3%	75.0%	75.4%
Population 25-54 Unemployment rate	7.6%	9.1%	10.0%
Population 55-64 Employed	8.6%	9.8%	9.5%
Population 55-64 Unemployment rate	9.1%	10.3%	11.5%
Population 65+ Employed	4.8%	5.2%	4.0%
Population 65+ Unemployment rate	7.3%	8.2%	9.0%
2020 Employed Population 16+ by Industry			
Total	47,364	223,671	450,692
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	1.2%	2.2%	2.8%
Manufacturing	5.5%	6.1%	6.9%
Wholesale Trade	2.2%	2.2%	2.4%
Retail Trade	4.6%	5.3%	6.2%
Transportation/Utilities	3.5%	4.0%	4.9%
Information	3.2%	2.5%	2.4%
Finance/Insurance/Real Estate	17.1%	13.9%	11.9%
Services	60.8%	61.0%	59.8%
Public Administration	1.8%	2.5%	2.6%
2020 Employed Population 16+ by Occupation			
Total	47,363	223,672	450,691
White Collar	91.8%	82.7%	76.3%
Management/Business/Financial	36.1%	29.3%	24.9%
Professional	36.1%	33.4%	30.3%
Sales	13.0%	11.7%	11.3%
Administrative Support	6.6%	8.3%	9.8%
Services	5.9%	10.5%	13.1%
Blue Collar	2.3%	6.8%	10.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.3%	1.2%	1.9%
Installation/Maintenance/Repair	0.5%	0.7%	0.9%
Production	0.4%	2.2%	3.4%
Transportation/Material Moving	1.1%	2.6%	4.2%

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2010 Households by Type			
Total	27,906	169,593	355,173
Households with 1 Person	55.5%	48.7%	42.8%
Households with 2+ People	44.5%	51.3%	57.2%
Family Households	27.8%	36.5%	42.4%
Husband-wife Families	24.0%	26.5%	26.6%
With Related Children	5.5%	9.3%	11.6%
Other Family (No Spouse Present)	3.7%	10.0%	15.8%
Other Family with Male Householder	1.4%	2.7%	3.9%
With Related Children	0.3%	1.1%	1.9%
Other Family with Female Householder	2.4%	7.3%	11.9%
With Related Children	0.9%	4.3%	7.7%
Nonfamily Households	16.7%	14.8%	14.7%
All Households with Children	6.8%	14.8%	21.3%
Multigenerational Households	0.3%	1.8%	3.5%
Unmarried Partner Households	8.9%	7.8%	8.5%
Male-female	7.8%	6.8%	7.4%
Same-sex	1.2%	1.0%	1.1%
2010 Households by Size			
Total	27,906	169,591	355,173
1 Person Household	55.5%	48.7%	42.8%
2 Person Household	35.3%	31.8%	29.8%
3 Person Household	6.3%	10.0%	12.1%
4 Person Household	2.4%	5.6%	7.8%
5 Person Household	0.4%	2.3%	3.9%
6 Person Household	0.2%	1.0%	1.8%
7 + Person Household	0.0%	0.7%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	27,906	169,592	355,173
Owner Occupied	47.1%	41.0%	37.8%
Owned with a Mortgage/Loan	41.7%	32.9%	30.4%
Owned Free and Clear	5.4%	8.1%	7.4%
Renter Occupied	52.9%	59.0%	62.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	150	107	96
Percent of Income for Mortgage	13.8%	19.3%	21.6%
Wealth Index	126	115	96
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	34,914	198,154	411,333
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	49,610	330,257	793,494
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Golden Years (9B)	Trendsetters (3C)	Trendsetters (3C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$166,292,587	\$686,035,208	\$1,171,874,172
Average Spent	\$4,061.66	\$3,441.76	\$2,988.45
Spending Potential Index	189	160	139
Education: Total \$	\$134,675,095	\$570,401,885	\$975,325,033
Average Spent	\$3,289.41	\$2,861.64	\$2,487.22
Spending Potential Index	184	160	139
Entertainment/Recreation: Total \$	\$219,725,159	\$921,603,630	\$1,573,610,749
Average Spent	\$5,366.74	\$4,623.58	\$4,012.93
Spending Potential Index	165	142	124
Food at Home: Total \$	\$379,796,846	\$1,599,094,857	\$2,763,757,008
Average Spent	\$9,276.46	\$8,022.47	\$7,047.97
Spending Potential Index	174	150	132
Food Away from Home: Total \$	\$292,306,661	\$1,201,399,892	\$2,048,542,902
Average Spent	\$7,139.53	\$6,027.28	\$5,224.08
Spending Potential Index	189	160	139
Health Care: Total \$	\$354,894,811	\$1,487,276,876	\$2,553,686,776
Average Spent	\$8,668.23	\$7,461.49	\$6,512.26
Spending Potential Index	151	130	113
HH Furnishings & Equipment: Total \$	\$147,512,961	\$611,115,523	\$1,042,756,824
Average Spent	\$3,602.97	\$3,065.89	\$2,659.18
Spending Potential Index	165	140	122
Personal Care Products & Services: Total \$	\$67,463,393	\$277,589,773	\$472,588,006
Average Spent	\$1,647.78	\$1,392.64	\$1,205.17
Spending Potential Index	179	152	131
Shelter: Total \$	\$1,501,321,376	\$6,317,329,375	\$10,827,516,405
Average Spent	\$36,669.47	\$31,693.29	\$27,611.71
Spending Potential Index	189	164	143
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$136,127,880	\$570,876,804	\$967,709,374
Average Spent	\$3,324.90	\$2,864.02	\$2,467.80
Spending Potential Index	142	122	105
Travel: Total \$	\$162,881,159	\$688,897,077	\$1,169,265,608
Average Spent	\$3,978.34	\$3,456.12	\$2,981.79
Spending Potential Index	165	143	124
Vehicle Maintenance & Repairs: Total \$	\$78,422,032	\$318,758,127	\$544,642,674
Average Spent	\$1,915.44	\$1,599.17	\$1,388.92
Spending Potential Index	165	138	120

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.