

100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 1 mile radius Sample Report

Latitude: 41.8803 Longitude: -87.6375

Top Tapestry Segments Percent Demographic Summary 2025 2030 Metro Renters (D4) 84.448 Population 85,883 90,628 Laptops and Lattes (D5) 12.7% Households 52,380 56,302 Social Security Set (A3) 1.5% Families 14,301 15,357 College Towns (B2) 1.4% Median Age 32.3 32.3 Urban Chic (H4) 0.0% Median Age 32.4 32.4 Apparel and Services 183 94,473.32 \$223,045,530 Median 49.4 431,979,642 431,979,642 431,979,642 431,979,642 431,979,642 431,979,642 431,979,642 431,979,642 431,979,642 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,533 441,745,734 451,242,453 141,745,743 141,745,743 141,745,743 141						Longitude: 07.0375
Laptops and Laites (D5) 12.7% Mouseholds 52,380 56,020 Social Security Set (A3) 1.5% Families 14,391 15,557 College Towns (B2) 1.4% Median Age 23.25 33.47 Urban Chic (H4) 0.0% Median Household Income 3138,427 5147,664 Apparel and Services 183 54,478,28 255,045,630 Men*s 187 3900.38 247,188,284 Women's 197 514,462.69 570,615,881 Children's 179 650,324 570,615,881 Children's 189,284 Women's 186 51,017,09 533,275,130 Watches & Levelry 205 5412,81 570,615,881 Computers and Hardware for Home Use 186 54,017,09 533,275,130 Computer 300 187,290 5413,290 542,205,164 Portable Memory 206 57,89 5413,089 Computer Software 228 538,39 52,010,223 Computer Software 228 538,30 53,207,2488 Entertainment & Recreation 159 553,40 534,0124,224 Membership Foes forbits, ed. Trips 144,734,533 57 24,007,2488 Entertainment & Recreation 159 554,34 634,0124,224 Membership Foes forbits, ed. Trips 144 543,091 53,572,412 Trickets to Movies 194 59,503,593 512,672,488 Statistic to Movies 194 59,503,593 512,672,488 Statistic to Sporting events, 113 58,544 534 537,145,5242 Trickets to Movies 194 59,503,593 512,672,7488 Statistic to Sporting Events, ed. Trips 144 5313,91 65,502,534 Admission to Sporting Events, ed. Trips 144 5313,91 65,502,534 Trickets to Movies 194 59,506,653 512,175,535 Cable and Satellite Television Services 135 88,50 547,066,573 Dating Services 135 8185,195,064 5120,175,535 Cable and Satellite Television Services 135 848,57 547,066,573 Pets Macellaneous Video Equipment 124 53,514,473 Audio (3) Recreational Lessons 145 153,584,774,785 53,581,591 Wideo Game Hadware/Accessories 135 848,57 547,066,678 Statellite Dishes 132,672,73 511,61,57,97 531,51,572 Pets 154,572,572,572 531,531,747,285 Statellite Dishes 137,574,572 541,535,5742 542,592,753,582,592,753,583,592,574,573,574,573,574,573,574,573,574,573,574,573,574,573,574,573,574,573,574,573,574,573,574,573,57	Top Tapestry Segments	Percent	Demographic Summa	iry		2030
Social Security Set (A3) 1.5% Families 14,391 15,357 College Towns (B2) 0.4% Median Agoa 32.5 32.9 Urban Chic (H4) 0.0% Median Agoa 93.84,487.32 \$147,664 Apparel and Services 183 \$4,487.32 \$225,045,530 Men's 183 \$4,487.32 \$225,045,530 Men's 137 \$3,003.24 \$31,597,642 Footwar 173 \$4,62.69 \$32,757,130 Watches & Jewelry 205 \$441,261 \$21,262,305 Apparel Honduts and Services (1) 194 \$30,837 \$34,745,538 Computer 166 \$21,06 \$42,205,51,403 Computer Software 2265 \$38,38 \$43,010,225 Computer Software 228 \$38,33 \$42,010,227 Computer Software 228 \$38,33 \$42,010,227 Computer Software 136 \$226,33,43 \$27,941,232 Computer Software 139 \$34,437,34 \$34,010,227 Computer Accessor	Metro Renters (D4)	84.4%	Population		85,883	90,628
Social Security Set (A3) 1.5% Families 11,31 15,35 Callege Towns (B2) 0.9% Median Auge 32.5 32.9 Urban Chic (H4) 0.9% Median Household Income \$1313,84,497,32 \$215,045,630 Apparel and Services 183 \$4,497,32 \$225,045,630 Meris Apparel and Services 187 \$900,88 \$47,182,784 \$225,045,630 Meris 187 \$900,88 \$47,182,784 \$31,557,642 \$31,557,642 Conditierins 179 \$633,273,130 \$31,257,130 \$31,257,642 \$31,257,642 \$31,262,055,163 \$31,262,055,163 \$31,262,055,163 \$31,262,055,164 \$31,263,734 \$32,106,252,205,164 <td>Laptops and Lattes (D5)</td> <td>12.7%</td> <td>Households</td> <td></td> <td>52,380</td> <td>56,302</td>	Laptops and Lattes (D5)	12.7%	Households		52,380	56,302
College Towns (82) 1.4% Median Age 3.2.5 3.2.0 Urban Chic (H4) 0.0% Spending Potential Average Amount Apparel and Services 183 54,487.32 \$235,045,630 Men's 175 \$1,462.69 \$76,615,881 Wormen's 175 \$1,462.69 \$76,615,881 Children's 175 \$1,462.69 \$75,615,881 Conducts and Services (1) 194 \$90,000 \$4,745,232 Watches & Ewelry 205 \$121.81 \$21,262,055 Apparel Froducts and Hardware for Home Use 186 \$1,17.09 \$22,055,164 Computers and Hardware for Home Use 186 \$21.06 \$22,005,164 Computer Software 228 \$33.38 \$2,010,225 Computer Software 238 \$47,746,83 \$37,740,933 Computer Software 136 \$224,27 \$10,85,27,448 Entertainment & Recreation 136 \$220,27 \$10,85,27,47,864 Fees for Partispart Sports, excl. Trips 144 \$131,91 \$5,90,403 \$3	Social Security Set (A3)	1.5%	Families			
Urban Chic (H4) 0.0% Median Household Income \$13,427 \$147,664 Apparei and Services 168 Syent Total Apparei and Services 187 \$940,83 \$47,183,24 \$23,504,503 Men's 187 \$940,83 \$47,183,24 \$23,504,503 Women's 179 \$560,324 \$31,597,642 Foltwar 205 \$142,81 \$21,623,055 Apparel Poducts and Services (1) 194 \$90,000 \$47,475,538 Computer 206 \$7,89 \$413,089 Computer Software for Home Use 186 \$121,05 \$22,055,164 Portable Memory 206 \$7,89 \$413,089 Computer Accessories 197 \$6,493,40 \$340,412,424 Fees and Admissions 195 \$6,493,40 \$340,412,424 Fees for Participant Sports, excl. Trips 136 \$223,34 \$21,790,5983 Tickets to Invice 199 \$3,33 \$32,747,798 \$33,35 Tickets to Parks or Nuscums 136 \$64,40 \$35	College Towns (B2)	1.4%	Median Age			
Spending Potential Index Average Amount Tidex Totel Apparel and Services 183 94,487.32 \$235,045,630 Worner's 197 \$31,482,244 \$38,284 Worner's 175 \$11,462,69 \$76,615,881 Children's 179 \$60,324 \$31,597,642 Footwar 186 \$11,17.09 \$53,275,130 Watches & Jawelry 205 \$41,81 \$21,623,055 Apparel Inducts and Services (1) 194 \$90,60 \$4,745,638 Computer sand Hardware for Home Use 186 \$22,106 \$22,055,164 Computer Software 228 \$38,38 \$2,010,225 Computer Software 228 \$38,343 \$27,74,885 Press and Admissions 158 \$6,493,40 \$340,124,224 Press and Admissions 159 \$1,487,344 \$377,956,983 Membership Fees for Clubs (2) 188 \$323,43 \$27,74,988 Press and Admissions 179 \$201,27 \$10,542,642 Tackets to Movies 174 \$201,27 </td <td></td> <td>0.0%</td> <td>-</td> <td>come</td> <td></td> <td>\$147,664</td>		0.0%	-	come		\$147,664
Index Spent Tetel Apparel and Services 183 \$4,48,7.32 \$23,545,509 Men's 187 \$900.88 \$47,188,784 Women's 179 \$603.24 \$31,597,642 Children's 179 \$603.24 \$31,597,642 Foottwar 186 \$1,017.09 \$53,275,130 Watches & Jewelry 205 \$4747,8538 Computer 194 \$90.060 \$47,745,538 Computer and Hardware for Home Use 166 \$422,055,164 Portable Memory 206 \$7,89 \$413,089 Computer Accessories 197 \$6,493,40 \$340,124,224 Fees and Admissions 198 \$13,43 \$27,796,983 Membership Fees for Clubs (2) 198 \$13,43 \$27,914,323 Fees for Participant Sports, excl. Trips 136 \$228,34 \$11,855,930 Tickets to Movies 194 \$31,951,644 \$13,851,934 Tickets to Parks or Museums 133 \$64,040 \$33,532,344 Admission to Sporting Ev			Spending Pot	ential		, ,
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	Alcoholic Beverages			178	\$1,206.15	\$63,178,295



100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 1 mile radius Sample Report

Latitude: 41.8803 Longitude: -87.6375

	Spending Potential Index	Average Amount Spent	Total
Financial	Index	Spent	Total
Value of Stocks/Bonds/Mutual Funds	117	\$56,045.24	\$2,935,649,512
Value of Retirement Plans	108	\$165,555.52	\$8,671,797,995
Value of Other Financial Assets	112	\$14,768.65	\$773,581,810
Vehicle Loan Amount excluding Interest	172	\$6,037.63	\$316,251,055
Value of Credit Card Debt	162	\$4,883.43	\$255,793,944
Health		1 /	1 , , -
Nonprescription Drugs	151	\$301.33	\$15,783,859
Prescription Drugs	125	\$524.75	\$27,486,312
Eyeglasses and Contact Lenses	142	\$187.90	\$9,841,975
Home			
Mortgage Payment and Basics (11)	111	\$14,793.34	\$774,875,010
Maintenance and Remodeling Services	99	\$4,585.66	\$240,196,818
Maintenance and Remodeling Materials (12)	89	\$716.59	\$37,534,784
Utilities, Fuel, and Public Services	152	\$9,007.15	\$471,794,510
Household Furnishings and Equipment			
Household Textiles (13)	174	\$204.05	\$10,688,162
Furniture	163	\$1,443.96	\$75,634,799
Rugs	155	\$60.73	\$3,181,250
Major Appliances (14)	133	\$673.98	\$35,302,981
Housewares (15)	172	\$169.60	\$8,883,411
Small Appliances	198	\$153.94	\$8,063,569
Luggage	173	\$42.39	\$2,220,583
Telephones and Accessories	184	\$152.86	\$8,006,904
Household Operations			
Child Care	184	\$1,081.17	\$56,631,652
Lawn and Garden (16)	112	\$763.24	\$39,978,434
Moving/Storage/Freight Express	214	\$273.71	\$14,336,840
Housekeeping Supplies (17)	164	\$1,419.70	\$74,363,900
Insurance			
Owners and Renters Insurance	110	\$928.74	\$48,647,388
Vehicle Insurance	169	\$3,687.40	\$193,145,778
Life/Other Insurance	130	\$898.69	\$47,073,315
Health Insurance	140	\$6,926.38	\$362,803,858
Personal Care Products (18)	186	\$1,107.67	\$58,019,573
Educational Books/Supplies/Other Expenditures	187	\$173.87	\$9,107,130
Smoking Products	172	\$796.39	\$41,714,792
Transportation			
Payments on Vehicles excluding Leases	161	\$4,841.65	\$253,605,634
Gasoline/Diesel Fuel/Electric Vehicle Charging	163	\$5,703.34	\$298,741,057
Vehicle Maintenance and Repairs	159	\$2,146.61	\$112,439,662
Travel			
Airline Fares	172	\$1,455.24	\$76,225,642
Lodging on Trips	147	\$1,628.48	\$85,299,871
Auto/Truck Rental on Trips	170	\$207.04	\$10,844,787
Food and Drink on Trips	162	\$1,364.87	\$71,492,013



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

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 3 mile radius Sample Report

Latitude: 41.8803 Longitude: -87.6375

Top Tapestry Segments	Percent	Demographic Summary	/	2025	2030
Metro Renters (D4)	48.9%	Population		404,831	413,853
Laptops and Lattes (D5)	28.2%	Households		224,866	234,916
Downtown Melting Pot (F3)	4.3%	Families		77,401	79,857
Trendsetters (D2)	3.7%	Median Age		34.0	34.8
Diverse Horizons (C5)	2.4%	Median Household Inco	me	\$118,422	\$128,064
		Spending Pote	ntial	Average Amount	
		• •	ndex	Spent	Total
Apparel and Services			161	\$3,937.79	\$885,475,810
Men's			163	\$784.91	\$176,499,788
Women's			155	\$1,292.27	\$290,587,270
Children's			157	\$528.89	\$118,930,446
Footwear			163	\$889.39	\$199,993,873
Watches & Jewelry			180	\$361.81	\$81,358,668
Apparel Products and Services (1)			172	\$80.52	\$18,105,766
			1/2	\$60.52	\$10,105,700
Computer					
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
Entertainment & Recreation			141	\$5,804.07	\$1,305,139,125
Fees and Admissions			146	\$1,363.13	\$306,522,694
Membership Fees for Clubs (2)			154	\$486.59	\$109,418,087
Fees for Participant Sports, excl.	Trips		125	\$207.30	\$46,614,874
Tickets to Theatre/Operas/Conce	rts		161	\$182.76	\$41,096,512
Tickets to Movies			168	\$61.91	\$13,921,800
Tickets to Parks or Museums			148	\$63.20	\$14,210,513
Admission to Sporting Events, ex	cl. Trips		126	\$115.41	\$25,951,862
Fees for Recreational Lessons			145	\$242.97	\$54,635,676
Dating Services			258	\$2.99	\$673,370
TV/Video/Audio			140	\$1,726.58	\$388,248,515
Cable and Satellite Television Ser	rvices		126	\$836.71	\$188,147,405
Televisions	VICCS		152	\$180.58	\$40,607,068
Satellite Dishes			133	\$1.85	\$415,454
	Davors		142	\$5.94	
VCRs, Video Cameras, and DVD F Miscellaneous Video Equipment	Players		142	\$3.94	\$1,335,545
					\$9,771,580
Video Cassettes and DVDs			178	\$8.45	\$1,900,788
Video Game Hardware/Accessorie	es		178	\$83.89	\$18,863,492
Video Game Software			209	\$48.05	\$10,804,265
Rental/Streaming/Downloaded Vi	ideo		155	\$300.05	\$67,470,654
Installation of Televisions			140	\$2.11	\$474,912
Audio (3)			152	\$212.54	\$47,794,074
Rental and Repair of TV/Radio/Sc	ound Equipment		186	\$2.95	\$663,277
Pets			137	\$1,451.40	\$326,370,398
Toys/Games/Crafts/Hobbies (4)			149	\$266.39	\$59,902,457
Recreational Vehicles and Fees (5)			120	\$230.19	\$51,762,521
Sports/Recreation/Exercise Equipment	ent (6)		143	\$370.28	\$83,264,069
Photo Equipment and Supplies (7)			172	\$119.12	\$26,785,325
Reading (8)			151	\$194.55	\$43,747,055
Catered Affairs (9)			208	\$82.43	\$18,536,092
Food			154	\$17,794.51	\$4,001,380,263
Food at Home			151	\$11,203.80	\$2,519,352,965
Bakery and Cereal Products			150	\$1,489.97	\$335,043,385
Meats, Poultry, Fish, and Eggs			151	\$2,306.41	\$518,632,931
Dairy Products			148	\$1,121.29	\$252,139,311
			148		
Fruits and Vegetables	(10)			\$1,976.72	\$444,497,037 \$676,834,266
Snacks and Other Food at Home	(10)		149	\$3,009.94	\$676,834,266
Food Away from Home			160	\$6,590.71	\$1,482,027,298
Alcoholic Beverages			158	\$1,069.02	\$240,386,777



100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 3 mile radius Sample Report

Latitude: 41.8803 Longitude: -87.6375

	Spending Potential	Average Amount	
	Index	Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	118	\$56,279.74	\$12,655,399,965
Value of Retirement Plans	108	\$164,602.21	\$37,013,439,618
Value of Other Financial Assets	104	\$13,776.82	\$3,097,939,017
Vehicle Loan Amount excluding Interest	145	\$5,092.91	\$1,145,222,694
Value of Credit Card Debt	144	\$4,339.99	\$975,916,942
Health			
Nonprescription Drugs	132	\$263.97	\$59,357,112
Prescription Drugs	111	\$467.41	\$105,104,547
Eyeglasses and Contact Lenses	131	\$172.80	\$38,856,057
Home			
Mortgage Payment and Basics (11)	109	\$14,550.28	\$3,271,863,245
Maintenance and Remodeling Services	99	\$4,597.03	\$1,033,716,772
Maintenance and Remodeling Materials (12)	87	\$700.24	\$157,459,159
Utilities, Fuel, and Public Services	135	\$7,976.46	\$1,793,634,146
Household Furnishings and Equipment			
Household Textiles (13)	153	\$179.84	\$40,439,559
Furniture	143	\$1,262.37	\$283,864,759
Rugs	140	\$55.13	\$12,397,026
Major Appliances (14)	122	\$618.40	\$139,058,018
Housewares (15)	152	\$149.74	\$33,670,565
Small Appliances	171	\$133.15	\$29,941,884
Luggage	155	\$38.05	\$8,555,853
Telephones and Accessories	160	\$133.14	\$29,938,588
Household Operations		1	+,,
Child Care	164	\$959.45	\$215,748,746
Lawn and Garden (16)	107	\$726.41	\$163,344,022
Moving/Storage/Freight Express	185	\$236.17	\$53,106,778
Housekeeping Supplies (17)	144	\$1,248.67	\$280,782,604
Insurance		1 /	1 , - ,
Owners and Renters Insurance	102	\$864.49	\$194,394,833
Vehicle Insurance	145	\$3,165.77	\$711,874,352
Life/Other Insurance	123	\$845.14	\$190,043,026
Health Insurance	126	\$6,254.64	\$1,406,455,107
Personal Care Products (18)	159	\$947.21	\$212,994,720
Educational Books/Supplies/Other Expenditures	160	\$148.73	\$33,443,431
Smoking Products	145	\$667.56	\$150,111,805
Transportation			. , ,
Payments on Vehicles excluding Leases	138	\$4,137.17	\$930,308,096
Gasoline/Diesel Fuel/Electric Vehicle Charging	140	\$4,917.31	\$1,105,735,278
Vehicle Maintenance and Repairs	139	\$1,869.36	\$420,356,269
Travel			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Airline Fares	158	\$1,335.71	\$300,355,252
Lodging on Trips	137	\$1,510.00	\$339,547,074
Auto/Truck Rental on Trips	152	\$184.79	\$41,551,926
Food and Drink on Trips	146	\$1,234.95	\$277,698,207
			, , , ,



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

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 5 mile radius Sample Report

Latitude: 41.8803 Longitude: -87.6375

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Top Tapestry Segments	Percent	Demographic Sun	nmary	2025	2030
Metro Renters (D4)	35.4%	Population		860,198	862,494
Laptops and Lattes (D5)	27.1%	Households		431,408	442,972
Trendsetters (D2)	6.5%	Families		169,567	171,987
Diverse Horizons (C5)	4.1%	Median Age		33.9	34.7
City Commons (A2)	3.9%	Median Househol	d Income	\$102,657	\$111,418
		Spending	Potential	Average Amount	
			Index	Spent	Total
Apparel and Services			143	\$3,493.20	\$1,506,994,671
Men's			144	\$692.40	\$298,706,551
Women's			138	\$1,153.94	\$497,821,068
Children's			141	\$472.90	\$204,012,715
Footwear			144	\$788.38	\$340,113,740
Watches & Jewelry			156	\$314.54	\$135,697,056
Apparel Products and Services (1)			152	\$71.03	\$30,643,540
Computer				1	+//
Computers and Hardware for Home Us	<u>م</u>		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	\$27.72	\$12,953,162
Entertainment & Recreation			125	\$5,154.60	\$2,223,734,921
Fees and Admissions			129		
			129	\$1,202.85 \$426.15	\$518,917,268
Membership Fees for Clubs (2)	n c		112		\$183,843,563
Fees for Participant Sports, excl. Tri	μs			\$185.13	\$79,864,474
Tickets to Theatre/Operas/Concerts			141	\$160.57	\$69,272,443
Tickets to Movies			147	\$54.36	\$23,450,029
Tickets to Parks or Museums	- •		131	\$55.93	\$24,128,078
Admission to Sporting Events, excl.	irips		112	\$102.15	\$44,069,552
Fees for Recreational Lessons			129	\$215.94	\$93,158,916
Dating Services			226	\$2.62	\$1,130,213
TV/Video/Audio			125	\$1,545.93	\$666,926,411
Cable and Satellite Television Servic	es		115	\$763.20	\$329,251,744
Televisions			135	\$160.47	\$69,227,924
Satellite Dishes			121	\$1.68	\$725,310
VCRs, Video Cameras, and DVD Play	vers		126	\$5.27	\$2,272,863
Miscellaneous Video Equipment			110	\$38.05	\$16,414,017
Video Cassettes and DVDs			156	\$7.44	\$3,210,246
Video Game Hardware/Accessories			155	\$73.30	\$31,622,967
Video Game Software			179	\$41.17	\$17,762,447
Rental/Streaming/Downloaded Video	2		136	\$263.31	\$113,595,283
Installation of Televisions			125	\$1.88	\$809,156
Audio (3)	×		134	\$187.46	\$80,872,291
Rental and Repair of TV/Radio/Soun	d Equipment		169	\$2.69	\$1,162,164
Pets			122	\$1,290.20	\$556,601,893
Toys/Games/Crafts/Hobbies (4)			132	\$236.18	\$101,890,966
Recreational Vehicles and Fees (5)			107	\$206.75	\$89,193,117
Sports/Recreation/Exercise Equipment	(6)		125	\$324.76	\$140,103,348
Photo Equipment and Supplies (7)			150	\$103.57	\$44,679,255
Reading (8)			133	\$172.39	\$74,370,454
Catered Affairs (9)			182	\$71.98	\$31,052,208
Food			137	\$15,834.88	\$6,831,292,712
Food at Home			135	\$10,018.87	\$4,322,219,615
Bakery and Cereal Products			134	\$1,331.15	\$574,270,445
Meats, Poultry, Fish, and Eggs			136	\$2,071.75	\$893,769,099
Dairy Products			133	\$1,002.81	\$432,619,835
Fruits and Vegetables			138	\$1,766.73	\$762,183,326
Snacks and Other Food at Home (10))		133	\$2,682.90	\$1,157,425,829
Food Away from Home			141	\$5,816.01	\$2,509,073,097
Alcoholic Beverages			139	\$937.34	\$404,375,985
2					. , -,



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

Sample Report

Latitude: 41.8803 Longitude: -87.6375

	Spending Potential	Average Amount	
	Index	Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	105	\$50,402.18	\$21,743,905,162
Value of Retirement Plans	97	\$148,952.07	\$64,259,116,273
Value of Other Financial Assets	95	\$12,534.75	\$5,407,593,535
Vehicle Loan Amount excluding Interest	128	\$4,498.65	\$1,940,754,309
Value of Credit Card Debt	128	\$3,874.13	\$1,671,329,244
Health			
Nonprescription Drugs	118	\$235.99	\$101,805,844
Prescription Drugs	101	\$425.84	\$183,708,891
Eyeglasses and Contact Lenses	117	\$155.05	\$66,890,910
Home			
Mortgage Payment and Basics (11)	99	\$13,195.89	\$5,692,812,828
Maintenance and Remodeling Services	91	\$4,194.14	\$1,809,385,820
Maintenance and Remodeling Materials (12)	80	\$643.79	\$277,736,084
Utilities, Fuel, and Public Services	121	\$7,203.71	\$3,107,739,733
Household Furnishings and Equipment			
Household Textiles (13)	137	\$160.50	\$69,242,881
Furniture	127	\$1,119.55	\$482,984,408
Rugs	125	\$48.96	\$21,122,141
Major Appliances (14)	111	\$561.16	\$242,090,190
Housewares (15)	135	\$132.73	\$57,259,072
Small Appliances	151	\$117.81	\$50,823,401
Luggage	137	\$33.61	\$14,498,042
Telephones and Accessories	139	\$115.46	\$49,811,281
Household Operations			
Child Care	143	\$835.61	\$360,490,728
Lawn and Garden (16)	97	\$658.96	\$284,280,037
Moving/Storage/Freight Express	163	\$207.85	\$89,669,776
Housekeeping Supplies (17)	129	\$1,115.78	\$481,355,628
Insurance			
Owners and Renters Insurance	93	\$789.66	\$340,665,678
Vehicle Insurance	130	\$2,828.94	\$1,220,425,464
Life/Other Insurance	110	\$760.80	\$328,215,166
Health Insurance	114	\$5,638.48	\$2,432,483,548
Personal Care Products (18)	141	\$836.12	\$360,708,441
Educational Books/Supplies/Other Expenditures	141	\$130.95	\$56,492,247
Smoking Products	130	\$601.37	\$259,437,746
Transportation			
Payments on Vehicles excluding Leases	123	\$3,686.54	\$1,590,403,713
Gasoline/Diesel Fuel/Electric Vehicle Charging	126	\$4,416.11	\$1,905,144,803
Vehicle Maintenance and Repairs	124	\$1,670.64	\$720,725,928
Travel			
Airline Fares	139	\$1,173.40	\$506,212,723
Lodging on Trips	121	\$1,336.95	\$576,770,069
Auto/Truck Rental on Trips	133	\$162.54	\$70,122,103
Food and Drink on Trips	129	\$1,088.34	\$469,519,391



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

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.