



# 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
<b>Population Summary</b>			
2000 Total Population	26,374	300,641	811,131
2010 Total Population	49,610	330,257	793,494
2018 Total Population	66,358	373,093	853,482
2018 Group Quarters	5,508	12,466	32,630
2023 Total Population	76,082	398,556	886,698
2018-2023 Annual Rate	2.77%	1.33%	0.77%
2018 Total Daytime Population	524,399	945,639	1,331,080
Workers	506,256	807,317	960,673
Residents	18,143	138,322	370,407
<b>Household Summary</b>			
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
2018 Households	38,440	194,612	387,951
2018 Average Household Size	1.58	1.85	2.12
2023 Households	44,505	209,219	405,830
2023 Average Household Size	1.59	1.85	2.10
2018-2023 Annual Rate	2.97%	1.46%	0.91%
2010 Families	7,747	61,935	150,761
2010 Average Family Size	2.37	2.83	3.14
2018 Families	10,370	68,909	160,458
2018 Average Family Size	2.41	2.85	3.15
2023 Families	11,933	73,210	166,010
2023 Average Family Size	2.43	2.85	3.15
2018-2023 Annual Rate	2.85%	1.22%	0.68%
<b>Housing Unit Summary</b>			
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%
2018 Housing Units	46,125	221,658	440,821
Owner Occupied Housing Units	32.3%	32.3%	30.4%
Renter Occupied Housing Units	51.0%	55.5%	57.6%
Vacant Housing Units	16.7%	12.2%	12.0%
2023 Housing Units	51,441	235,169	458,790
Owner Occupied Housing Units	31.7%	32.3%	30.8%
Renter Occupied Housing Units	54.8%	56.7%	57.7%
Vacant Housing Units	13.5%	11.0%	11.5%
<b>Median Household Income</b>			
2018	\$102,525	\$79,177	\$64,916
2023	\$112,759	\$91,168	\$76,320
<b>Median Home Value</b>			
2018	\$361,661	\$399,483	\$369,510
2023	\$395,562	\$450,321	\$412,459
<b>Per Capita Income</b>			
2018	\$83,685	\$63,062	\$47,590
2023	\$94,091	\$71,889	\$54,442
<b>Median Age</b>			
2010	30.9	32.6	31.5
2018	32.9	34.3	33.2
2023	33.7	35.0	34.0

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	38,440	194,612	387,951
<\$15,000	9.6%	12.5%	14.9%
\$15,000 - \$24,999	2.6%	6.3%	8.3%
\$25,000 - \$34,999	2.6%	5.5%	7.1%
\$35,000 - \$49,999	5.0%	8.3%	9.9%
\$50,000 - \$74,999	14.5%	14.9%	14.6%
\$75,000 - \$99,999	14.1%	11.8%	11.0%
\$100,000 - \$149,999	20.0%	15.7%	14.2%
\$150,000 - \$199,999	11.8%	9.0%	7.6%
\$200,000+	19.7%	16.0%	12.4%
Average Household Income	\$139,773	\$119,042	\$102,776
<b>2023 Households by Income</b>			
Household Income Base	44,505	209,219	405,830
<\$15,000	7.8%	10.8%	13.2%
\$15,000 - \$24,999	2.1%	5.3%	7.2%
\$25,000 - \$34,999	2.2%	4.8%	6.3%
\$35,000 - \$49,999	4.2%	7.3%	9.0%
\$50,000 - \$74,999	12.4%	13.4%	13.5%
\$75,000 - \$99,999	13.5%	11.8%	11.2%
\$100,000 - \$149,999	22.3%	17.8%	16.2%
\$150,000 - \$199,999	13.3%	10.3%	8.9%
\$200,000+	22.1%	18.4%	14.4%
Average Household Income	\$156,732	\$135,236	\$117,109
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	14,912	71,662	134,107
<\$50,000	0.4%	0.7%	1.0%
\$50,000 - \$99,999	1.1%	1.3%	2.7%
\$100,000 - \$149,999	2.0%	2.8%	4.9%
\$150,000 - \$199,999	4.7%	5.4%	7.7%
\$200,000 - \$249,999	9.6%	8.5%	9.7%
\$250,000 - \$299,999	15.9%	11.2%	10.9%
\$300,000 - \$399,999	26.5%	20.4%	19.0%
\$400,000 - \$499,999	17.2%	14.5%	13.0%
\$500,000 - \$749,999	14.8%	16.6%	15.0%
\$750,000 - \$999,999	4.4%	8.9%	8.2%
\$1,000,000 - \$1,499,999	2.1%	5.4%	4.3%
\$1,500,000 - \$1,999,999	0.9%	1.7%	1.5%
\$2,000,000 +	0.4%	2.9%	2.1%
Average Home Value	\$429,343	\$542,837	\$492,517
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	16,330	75,840	141,219
<\$50,000	0.1%	0.3%	0.5%
\$50,000 - \$99,999	0.5%	0.6%	1.5%
\$100,000 - \$149,999	1.1%	1.6%	3.2%
\$150,000 - \$199,999	3.0%	3.5%	5.7%
\$200,000 - \$249,999	7.1%	6.3%	8.1%
\$250,000 - \$299,999	13.2%	9.5%	9.9%
\$300,000 - \$399,999	26.1%	19.8%	19.3%
\$400,000 - \$499,999	19.4%	16.6%	14.9%
\$500,000 - \$749,999	18.9%	19.6%	18.0%
\$750,000 - \$999,999	6.3%	11.1%	10.2%
\$1,000,000 - \$1,499,999	2.6%	6.1%	4.8%
\$1,500,000 - \$1,999,999	1.1%	1.9%	1.6%
\$2,000,000 +	0.5%	3.1%	2.3%
Average Home Value	\$475,761	\$591,279	\$537,145

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
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%
<b>2018 Population by Age</b>			
Total	66,357	373,094	853,483
0 - 4	3.1%	4.5%	5.7%
5 - 9	1.7%	3.5%	4.8%
10 - 14	1.0%	3.0%	4.3%
15 - 24	15.9%	12.9%	14.1%
25 - 34	35.6%	27.8%	25.5%
35 - 44	17.2%	16.4%	15.5%
45 - 54	9.4%	10.5%	10.5%
55 - 64	8.5%	9.7%	9.1%
65 - 74	5.2%	7.2%	6.3%
75 - 84	1.8%	3.2%	2.9%
85 +	0.7%	1.3%	1.2%
18 +	93.4%	87.1%	82.6%
<b>2023 Population by Age</b>			
Total	76,082	398,559	886,697
0 - 4	3.2%	4.6%	5.7%
5 - 9	1.9%	3.4%	4.6%
10 - 14	1.2%	2.9%	4.1%
15 - 24	15.0%	12.4%	13.3%
25 - 34	33.0%	26.7%	24.8%
35 - 44	18.9%	17.3%	16.5%
45 - 54	9.6%	10.5%	10.6%
55 - 64	8.0%	9.3%	8.8%
65 - 74	5.9%	7.7%	7.0%
75 - 84	2.4%	3.9%	3.4%
85 +	0.8%	1.3%	1.2%
18 +	92.9%	87.4%	83.2%
<b>2010 Population by Sex</b>			
Males	25,078	161,470	392,804
Females	24,532	168,787	400,690
<b>2018 Population by Sex</b>			
Males	33,736	183,692	423,607
Females	32,621	189,401	429,875
<b>2023 Population by Sex</b>			
Males	38,387	196,393	440,382
Females	37,694	202,163	446,316

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<b>2010 Population by Race/Ethnicity</b>			
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
<b>2018 Population by Race/Ethnicity</b>			
Total	66,357	373,093	853,482
White Alone	67.6%	59.3%	53.1%
Black Alone	8.0%	13.3%	21.3%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	18.8%	16.1%	9.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	8.0%	12.1%
Two or More Races	3.2%	3.0%	3.0%
Hispanic Origin	7.4%	17.6%	26.4%
Diversity Index	57.0	71.9	79.4
<b>2023 Population by Race/Ethnicity</b>			
Total	76,081	398,557	886,698
White Alone	65.4%	58.0%	52.4%
Black Alone	7.1%	12.3%	20.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	21.4%	18.0%	11.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.4%	8.1%	12.4%
Two or More Races	3.4%	3.2%	3.3%
Hispanic Origin	8.3%	18.4%	27.4%
Diversity Index	59.4	73.1	80.2
<b>2010 Population by Relationship and Household Type</b>			
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.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	51,963	283,558	606,535
Less than 9th Grade	0.5%	4.5%	6.5%
9th - 12th Grade, No Diploma	0.7%	3.3%	6.0%
High School Graduate	3.2%	8.4%	12.6%
GED/Alternative Credential	0.6%	1.2%	1.9%
Some College, No Degree	6.6%	10.7%	12.9%
Associate Degree	2.9%	3.5%	4.1%
Bachelor's Degree	45.9%	37.5%	32.1%
Graduate/Professional Degree	39.6%	30.9%	23.9%
<b>2018 Population 15+ by Marital Status</b>			
Total	62,511	331,808	727,228
Never Married	58.1%	53.0%	55.5%
Married	33.1%	35.6%	33.4%
Widowed	1.9%	3.4%	3.6%
Divorced	6.9%	8.0%	7.5%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.9%	95.5%	94.5%
Civilian Unemployed (Unemployment Rate)	3.1%	4.5%	5.5%
<b>2018 Employed Population 16+ by Industry</b>			
Total	48,761	238,536	482,263
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	1.4%	2.4%	2.8%
Manufacturing	5.0%	5.8%	6.8%
Wholesale Trade	2.5%	2.6%	2.6%
Retail Trade	4.9%	6.1%	7.2%
Transportation/Utilities	3.0%	3.2%	4.0%
Information	2.2%	2.3%	2.2%
Finance/Insurance/Real Estate	17.3%	13.4%	11.3%
Services	61.2%	61.4%	60.1%
Public Administration	2.4%	2.7%	2.9%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	48,759	238,535	482,264
White Collar	89.9%	80.6%	74.1%
Management/Business/Financial	31.9%	27.2%	23.3%
Professional	36.8%	32.0%	28.4%
Sales	13.7%	12.8%	12.3%
Administrative Support	7.4%	8.6%	10.1%
Services	7.4%	12.4%	14.9%
Blue Collar	2.8%	7.0%	11.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.4%	1.3%	1.9%
Installation/Maintenance/Repair	0.5%	0.9%	1.2%
Production	0.7%	2.2%	3.5%
Transportation/Material Moving	1.1%	2.6%	4.3%
<b>2010 Population By Urban/ Rural Status</b>			
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%

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<b>2010 Households by Type</b>			
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%
<b>2010 Households by Size</b>			
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
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%
<b>2010 Housing Units By Urban/ Rural Status</b>			
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%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
<b>2.</b>	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
<b>3.</b>	Golden Years (9B)	Trendsetters (3C)	Trendsetters (3C)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$150,451,929	\$641,110,912	\$1,107,057,913
Average Spent	\$3,913.94	\$3,294.30	\$2,853.60
Spending Potential Index	180	151	131
Education: Total \$	\$99,458,143	\$429,108,719	\$735,478,269
Average Spent	\$2,587.36	\$2,204.94	\$1,895.80
Spending Potential Index	179	152	131
Entertainment/Recreation: Total \$	\$199,389,924	\$857,073,611	\$1,479,641,831
Average Spent	\$5,187.04	\$4,404.01	\$3,813.99
Spending Potential Index	161	137	118
Food at Home: Total \$	\$325,910,616	\$1,402,875,266	\$2,449,224,961
Average Spent	\$8,478.42	\$7,208.58	\$6,313.23
Spending Potential Index	169	144	126
Food Away from Home: Total \$	\$244,626,210	\$1,029,047,067	\$1,767,610,317
Average Spent	\$6,363.85	\$5,287.69	\$4,556.27
Spending Potential Index	181	151	130
Health Care: Total \$	\$314,385,719	\$1,375,827,545	\$2,395,816,332
Average Spent	\$8,178.61	\$7,069.59	\$6,175.56
Spending Potential Index	143	123	108
HH Furnishings & Equipment: Total \$	\$131,082,819	\$557,216,640	\$960,347,920
Average Spent	\$3,410.06	\$2,863.22	\$2,475.44
Spending Potential Index	163	137	119
Personal Care Products & Services: Total \$	\$53,988,727	\$229,992,004	\$395,648,500
Average Spent	\$1,404.49	\$1,181.80	\$1,019.84
Spending Potential Index	170	143	123
Shelter: Total \$	\$1,165,947,676	\$5,051,764,553	\$8,746,774,528
Average Spent	\$30,331.63	\$25,958.13	\$22,546.08
Spending Potential Index	181	155	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$146,456,016	\$652,082,285	\$1,119,994,754
Average Spent	\$3,809.99	\$3,350.68	\$2,886.95
Spending Potential Index	153	135	116
Travel: Total \$	\$132,642,365	\$577,804,975	\$988,416,617
Average Spent	\$3,450.63	\$2,969.01	\$2,547.79
Spending Potential Index	160	138	118
Vehicle Maintenance & Repairs: Total \$	\$65,976,483	\$282,351,539	\$491,548,862
Average Spent	\$1,716.35	\$1,450.84	\$1,267.04
Spending Potential Index	160	135	118

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.