



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			
2010 Total Population	49,913	330,870	792,712
2020 Total Population	75,040	396,716	866,554
2020 Group Quarters	5,096	10,751	22,983
2023 Total Population	80,346	408,128	876,972
2023 Group Quarters	5,058	10,716	22,949
2028 Total Population	86,640	424,180	889,151
2023-2028 Annual Rate	1.52%	0.77%	0.28%
2023 Total Daytime Population	498,103	916,961	1,307,367
Workers	475,345	774,026	950,955
Residents	22,758	142,935	356,412
Household Summary			
2010 Households	28,157	169,923	354,896
2010 Average Household Size	1.58	1.87	2.14
2020 Total Households	44,026	211,432	414,520
2020 Average Household Size	1.59	1.83	2.04
2023 Total Households	47,661	219,972	424,713
2023 Average Household Size	1.58	1.81	2.01
2028 Total Households	52,212	233,079	439,855
2028 Average Household Size	1.56	1.77	1.97
2023-2028 Annual Rate	1.84%	1.16%	0.70%
2010 Families	7,857	62,005	150,719
2010 Average Family Size	2.35	2.83	3.14
2023 Families	12,303	74,221	168,997
2023 Average Family Size	2.45	2.80	3.00
2028 Families	13,638	78,300	173,801
2028 Average Family Size	2.42	2.75	2.94
2023-2028 Annual Rate	2.08%	1.08%	0.56%
Housing Unit Summary			
2000 Housing Units	17,343	159,523	370,875
Owner Occupied Housing Units	38.6%	31.6%	29.3%
Renter Occupied Housing Units	48.5%	57.2%	59.6%
Vacant Housing Units	13.0%	11.2%	11.1%
2010 Housing Units	35,332	198,500	410,991
Owner Occupied Housing Units	37.3%	35.1%	32.7%
Renter Occupied Housing Units	42.4%	50.5%	53.7%
Vacant Housing Units	20.3%	14.4%	13.6%
2020 Housing Units	50,682	238,267	461,440
Vacant Housing Units	13.1%	11.3%	10.2%
2023 Housing Units	55,323	249,846	475,687
Owner Occupied Housing Units	30.9%	36.5%	36.3%
Renter Occupied Housing Units	55.2%	51.5%	53.0%
Vacant Housing Units	13.8%	12.0%	10.7%
2028 Housing Units	57,112	256,740	484,328
Owner Occupied Housing Units	30.7%	36.9%	37.1%
Renter Occupied Housing Units	60.8%	53.9%	53.7%
Vacant Housing Units	8.6%	9.2%	9.2%
Median Household Income			
2023	\$128,245	\$108,886	\$91,066
2028	\$142,570	\$120,999	\$103,333
Median Home Value			
2023	\$421,664	\$471,423	\$445,525
2028	\$430,168	\$478,740	\$456,828
Per Capita Income			
2023	\$108,518	\$88,477	\$69,309
2028	\$122,360	\$101,141	\$79,856
Median Age			
2010	30.9	32.6	31.5
2023	33.9	35.2	34.1
2028	34.8	36.2	35.1

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	47,661	219,968	424,708
<\$15,000	6.6%	9.7%	11.6%
\$15,000 - \$24,999	2.6%	4.1%	5.4%
\$25,000 - \$34,999	3.2%	4.1%	5.3%
\$35,000 - \$49,999	3.6%	5.1%	6.9%
\$50,000 - \$74,999	9.7%	11.3%	12.8%
\$75,000 - \$99,999	11.4%	11.5%	11.4%
\$100,000 - \$149,999	19.7%	17.5%	16.2%
\$150,000 - \$199,999	14.3%	11.9%	10.2%
\$200,000+	29.0%	24.8%	20.2%
Average Household Income	\$182,878	\$164,154	\$143,049
2028 Households by Income			
Household Income Base	52,212	233,079	439,854
<\$15,000	5.6%	8.3%	10.2%
\$15,000 - \$24,999	1.9%	3.1%	4.3%
\$25,000 - \$34,999	2.5%	3.4%	4.5%
\$35,000 - \$49,999	2.7%	4.3%	5.9%
\$50,000 - \$74,999	8.8%	10.4%	12.1%
\$75,000 - \$99,999	11.0%	11.1%	11.3%
\$100,000 - \$149,999	19.6%	18.2%	17.3%
\$150,000 - \$199,999	16.0%	13.5%	11.7%
\$200,000+	31.9%	27.7%	22.7%
Average Household Income	\$202,884	\$184,070	\$161,370
2023 Owner Occupied Housing Units by Value			
Total	17,098	91,282	172,599
<\$50,000	0.3%	0.7%	1.3%
\$50,000 - \$99,999	0.2%	0.2%	0.6%
\$100,000 - \$149,999	0.2%	0.5%	1.3%
\$150,000 - \$199,999	0.8%	1.5%	3.8%
\$200,000 - \$249,999	4.9%	4.7%	6.4%
\$250,000 - \$299,999	9.4%	8.2%	9.3%
\$300,000 - \$399,999	29.2%	20.6%	19.7%
\$400,000 - \$499,999	22.4%	19.0%	16.8%
\$500,000 - \$749,999	18.6%	24.8%	22.8%
\$750,000 - \$999,999	6.4%	9.5%	9.1%
\$1,000,000 - \$1,499,999	4.4%	5.8%	5.0%
\$1,500,000 - \$1,999,999	1.2%	1.9%	1.8%
\$2,000,000 +	1.7%	2.6%	2.1%
Average Home Value	\$530,725	\$596,663	\$557,124
2028 Owner Occupied Housing Units by Value			
Total	17,510	94,706	179,583
<\$50,000	0.0%	0.1%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.1%	0.4%
\$150,000 - \$199,999	0.3%	0.5%	1.7%
\$200,000 - \$249,999	2.9%	2.9%	4.8%
\$250,000 - \$299,999	7.9%	7.4%	9.6%
\$300,000 - \$399,999	31.3%	22.5%	22.4%
\$400,000 - \$499,999	24.8%	21.0%	18.8%
\$500,000 - \$749,999	19.4%	26.1%	24.2%
\$750,000 - \$999,999	5.9%	8.9%	8.6%
\$1,000,000 - \$1,499,999	3.8%	5.1%	4.4%
\$1,500,000 - \$1,999,999	1.4%	2.2%	2.0%
\$2,000,000 +	2.2%	3.3%	2.7%
Average Home Value	\$544,626	\$617,488	\$580,402

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	49,913	330,872	792,713
0 - 4	3.3%	5.0%	6.2%
5 - 9	1.0%	3.2%	4.7%
10 - 14	0.5%	2.9%	4.4%
15 - 24	20.5%	14.9%	15.9%
25 - 34	37.8%	30.1%	26.8%
35 - 44	15.0%	14.6%	14.4%
45 - 54	9.3%	10.7%	10.8%
55 - 64	7.7%	9.2%	8.4%
65 - 74	3.3%	5.4%	4.8%
75 - 84	1.3%	2.9%	2.6%
85 +	0.4%	1.0%	1.0%
18 +	94.8%	86.9%	81.9%
2023 Population by Age			
Total	80,346	408,128	876,973
0 - 4	3.0%	4.2%	5.2%
5 - 9	2.2%	3.6%	4.8%
10 - 14	1.4%	3.1%	4.3%
15 - 24	13.4%	12.2%	13.1%
25 - 34	34.0%	26.7%	24.8%
35 - 44	19.0%	18.0%	16.9%
45 - 54	9.3%	10.1%	10.1%
55 - 64	8.2%	9.2%	8.8%
65 - 74	6.2%	8.0%	7.3%
75 - 84	2.4%	3.9%	3.5%
85 +	0.8%	1.2%	1.2%
18 +	92.2%	87.3%	83.2%
2028 Population by Age			
Total	86,640	424,180	889,149
0 - 4	3.1%	4.3%	5.3%
5 - 9	2.0%	3.3%	4.4%
10 - 14	1.6%	3.0%	4.2%
15 - 24	14.1%	12.5%	13.1%
25 - 34	29.9%	24.4%	22.8%
35 - 44	20.6%	18.6%	17.7%
45 - 54	10.5%	11.0%	11.0%
55 - 64	7.6%	8.6%	8.4%
65 - 74	6.4%	8.0%	7.4%
75 - 84	3.2%	4.8%	4.3%
85 +	1.0%	1.5%	1.4%
18 +	92.1%	87.6%	83.8%
2010 Population by Sex			
Males	25,208	161,769	392,368
Females	24,705	169,101	400,344
2023 Population by Sex			
Males	41,085	202,016	434,374
Females	39,261	206,112	442,598
2028 Population by Sex			
Males	43,788	208,949	438,826
Females	42,852	215,232	450,324

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	49,914	330,870	792,711
White Alone	70.0%	61.1%	54.1%
Black Alone	9.3%	14.4%	22.7%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	15.7%	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	53.8	69.8	77.2
2020 Population by Race/Ethnicity			
Total	75,040	396,716	866,554
White Alone	63.0%	56.1%	48.3%
Black Alone	7.1%	12.2%	19.2%
American Indian Alone	0.2%	0.6%	0.8%
Asian Alone	19.8%	16.7%	11.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	6.1%	11.1%
Two or More Races	7.1%	8.3%	9.5%
Hispanic Origin	7.6%	13.8%	22.0%
Diversity Index	61.5	72.0	80.1
2023 Population by Race/Ethnicity			
Total	80,347	408,128	876,971
White Alone	61.8%	55.0%	47.5%
Black Alone	7.3%	12.3%	19.1%
American Indian Alone	0.2%	0.6%	0.9%
Asian Alone	20.2%	17.1%	11.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.8%	6.3%	11.3%
Two or More Races	7.6%	8.7%	9.8%
Hispanic Origin	8.3%	14.4%	22.6%
Diversity Index	63.1	73.0	80.7
2028 Population by Race/Ethnicity			
Total	86,640	424,181	889,150
White Alone	59.5%	53.1%	46.0%
Black Alone	7.5%	12.3%	18.8%
American Indian Alone	0.2%	0.6%	0.9%
Asian Alone	21.2%	17.9%	12.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	6.7%	11.8%
Two or More Races	8.4%	9.4%	10.5%
Hispanic Origin	9.2%	15.4%	23.5%
Diversity Index	65.7	74.7	81.7
2010 Population by Relationship and Household Type			
Total	49,913	330,870	792,712
In Households	89.0%	96.3%	95.9%
In Family Households	37.4%	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	1.6%	3.6%	4.9%
Nonrelative	0.4%	1.3%	2.1%
In Nonfamily Households	51.6%	42.0%	34.1%
In Group Quarters	11.0%	3.7%	4.1%
Institutionalized Population	1.3%	0.6%	1.9%
Noninstitutionalized Population	9.8%	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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2023 Population 25+ by Educational Attainment			
Total	64,263	314,266	636,467
Less than 9th Grade	0.3%	3.0%	4.4%
9th - 12th Grade, No Diploma	0.9%	2.6%	4.3%
High School Graduate	2.5%	6.8%	11.2%
GED/Alternative Credential	0.7%	1.2%	2.0%
Some College, No Degree	5.1%	7.9%	9.9%
Associate Degree	2.8%	3.4%	4.2%
Bachelor's Degree	45.2%	39.2%	35.3%
Graduate/Professional Degree	42.6%	35.9%	28.7%
2023 Population 15+ by Marital Status			
Total	75,008	363,877	751,620
Never Married	60.2%	52.9%	54.5%
Married	34.5%	37.6%	35.6%
Widowed	0.8%	2.8%	3.2%
Divorced	4.5%	6.7%	6.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	60,535	280,577	555,177
Population 16+ Employed	96.0%	96.0%	94.6%
Population 16+ Unemployment rate	4.0%	4.0%	5.4%
Population 16-24 Employed	10.1%	10.8%	12.0%
Population 16-24 Unemployment rate	9.2%	8.9%	11.6%
Population 25-54 Employed	76.6%	73.3%	73.5%
Population 25-54 Unemployment rate	2.7%	3.0%	4.2%
Population 55-64 Employed	8.3%	9.6%	9.3%
Population 55-64 Unemployment rate	8.0%	5.6%	6.4%
Population 65+ Employed	5.0%	6.3%	5.1%
Population 65+ Unemployment rate	5.6%	3.6%	4.7%
2023 Employed Population 16+ by Industry			
Total	58,131	269,373	525,098
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	1.4%	2.0%	2.5%
Manufacturing	6.7%	5.8%	6.7%
Wholesale Trade	1.6%	1.8%	1.8%
Retail Trade	4.4%	5.1%	5.8%
Transportation/Utilities	3.4%	3.9%	4.8%
Information	2.9%	2.7%	2.8%
Finance/Insurance/Real Estate	17.6%	14.0%	12.2%
Services	59.5%	61.5%	60.3%
Public Administration	2.4%	2.9%	2.9%
2023 Employed Population 16+ by Occupation			
Total	58,131	269,372	525,098
White Collar	93.0%	86.3%	80.3%
Management/Business/Financial	40.1%	33.9%	29.9%
Professional	39.5%	37.9%	34.7%
Sales	8.7%	8.4%	8.4%
Administrative Support	4.7%	6.1%	7.3%
Services	4.0%	7.8%	10.7%
Blue Collar	3.0%	5.9%	9.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.3%	1.0%	1.4%
Installation/Maintenance/Repair	0.6%	0.6%	0.8%
Production	0.5%	1.5%	2.6%
Transportation/Material Moving	1.6%	2.7%	4.2%

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2010 Households by Type			
Total	28,156	169,923	354,895
Households with 1 Person	55.3%	48.7%	42.8%
Households with 2+ People	44.7%	51.3%	57.2%
Family Households	27.9%	36.5%	42.5%
Husband-wife Families	24.1%	26.5%	26.6%
With Related Children	5.5%	9.3%	11.6%
Other Family (No Spouse Present)	3.8%	10.0%	15.9%
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%	4.2%	7.7%
Nonfamily Households	16.8%	14.8%	14.7%
All Households with Children	6.7%	14.8%	21.3%
Multigenerational Households	0.3%	1.8%	3.5%
Unmarried Partner Households	8.8%	7.8%	8.5%
Male-female	7.7%	6.8%	7.4%
Same-sex	1.1%	1.0%	1.1%
2010 Households by Size			
Total	28,157	169,924	354,895
1 Person Household	55.3%	48.7%	42.8%
2 Person Household	35.3%	31.8%	29.9%
3 Person Household	6.4%	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%	1.9%
7 + Person Household	0.0%	0.7%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	28,156	169,923	354,896
Owner Occupied	46.8%	41.0%	37.8%
Owned with a Mortgage/Loan	41.3%	32.9%	30.4%
Owned Free and Clear	5.5%	8.1%	7.4%
Renter Occupied	53.2%	59.0%	62.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	114	86	76
Percent of Income for Mortgage	19.8%	26.0%	29.4%
Wealth Index	121	118	99
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	35,332	198,500	410,991
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	49,913	330,870	792,712
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.

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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)
2023 Consumer Spending			
Apparel & Services: Total \$	\$196,638,953	\$815,420,010	\$1,381,817,007
Average Spent	\$4,125.78	\$3,706.93	\$3,253.53
Spending Potential Index	188	169	148
Education: Total \$	\$161,831,620	\$677,616,056	\$1,127,086,908
Average Spent	\$3,395.47	\$3,080.47	\$2,653.76
Spending Potential Index	189	172	148
Entertainment/Recreation: Total \$	\$289,738,498	\$1,199,655,779	\$2,023,001,289
Average Spent	\$6,079.15	\$5,453.67	\$4,763.22
Spending Potential Index	161	144	126
Food at Home: Total \$	\$554,733,057	\$2,331,695,010	\$3,987,457,113
Average Spent	\$11,639.14	\$10,599.96	\$9,388.59
Spending Potential Index	171	156	138
Food Away from Home: Total \$	\$331,972,632	\$1,352,169,245	\$2,271,130,798
Average Spent	\$6,965.29	\$6,147.01	\$5,347.45
Spending Potential Index	187	165	144
Health Care: Total \$	\$512,383,599	\$2,133,389,514	\$3,622,713,267
Average Spent	\$10,750.58	\$9,698.46	\$8,529.79
Spending Potential Index	146	132	116
HH Furnishings & Equipment: Total \$	\$240,656,489	\$994,902,486	\$1,669,330,575
Average Spent	\$5,049.34	\$4,522.86	\$3,930.49
Spending Potential Index	171	153	133
Personal Care Products & Services: Total \$	\$81,738,662	\$334,962,084	\$563,443,829
Average Spent	\$1,715.00	\$1,522.75	\$1,326.65
Spending Potential Index	179	159	139
Shelter: Total \$	\$2,137,994,144	\$8,894,160,421	\$15,049,824,760
Average Spent	\$44,858.36	\$40,433.15	\$35,435.28
Spending Potential Index	181	163	143
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$204,428,620	\$866,110,370	\$1,446,764,930
Average Spent	\$4,289.22	\$3,937.37	\$3,406.45
Spending Potential Index	137	126	109
Travel: Total \$	\$180,373,925	\$739,563,689	\$1,233,810,665
Average Spent	\$3,784.52	\$3,362.08	\$2,905.05
Spending Potential Index	168	149	129
Vehicle Maintenance & Repairs: Total \$	\$102,421,995	\$416,530,648	\$705,886,479
Average Spent	\$2,148.97	\$1,893.56	\$1,662.03
Spending Potential Index	164	145	127

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.