



Finances Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2021	2026	
Population		71,839	79,539	
Population 18+		66,685	73,648	
Households		41,940	46,878	
Median Household Income		\$122,586	\$135,928	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		35,117	52.7%	99
Bank/financial institution used: Bank of America		12,219	18.3%	137
Bank/financial institution used: Capital One		6,320	9.5%	133
Bank/financial institution used: Chase		14,307	21.5%	145
Bank/financial institution used: Citibank		3,896	5.8%	144
Bank/financial institution used: PNC		3,347	5.0%	142
Bank/financial institution used: U.S. Bank		1,665	2.5%	72
Bank/financial institution used: Wells Fargo		9,753	14.6%	119
Bank/financial institution used: credit union		11,058	16.6%	84
Bank/financial inst used: local/community bank		3,711	5.6%	55
Did banking by mail in last 12 months		1,893	2.8%	87
Did banking by phone in last 12 months		6,467	9.7%	92
Did banking online in last 12 months		36,879	55.3%	128
Did banking on mobile device in last 12 months		28,524	42.8%	133
Used ATM/cash machine in last 12 months		43,530	65.3%	121
Used direct deposit of paycheck in last 12 months		31,694	47.5%	104
Did banking w/paperless statements in last 12 months		24,598	36.9%	128
Have interest checking account		20,037	30.0%	100
Have non-interest checking account		24,044	36.1%	117
Have savings account		45,280	67.9%	114
Have overdraft protection		17,950	26.9%	96
Have auto loan		12,666	19.0%	87
Have personal loan for education (student loan)		5,809	8.7%	118
Have personal loan - not for education		2,213	3.3%	89
Have home mortgage (1st)		22,310	33.5%	103
Have 2nd mortgage (home equity loan)		2,247	3.4%	74
Have home equity line of credit		1,587	2.4%	77
Have personal line of credit		2,272	3.4%	92
Have 401(k) retirement savings plan		16,038	24.1%	138
Have 403(b) retirement savings plan		2,817	4.2%	111
Have Roth IRA retirement savings plan		10,137	15.2%	159
Have Traditional IRA retirement savings plan		11,450	17.2%	141
Own any securities investment		27,463	41.2%	116
Own any annuity		1,152	1.7%	63
Own certificate of deposit (more than 6 months)		3,140	4.7%	140
Own shares in money market fund		3,851	5.8%	117
Own shares in mutual fund (bonds)		4,367	6.5%	126
Own shares in mutual fund (stock)		8,090	12.1%	151
Own any stock		6,502	9.8%	117
Own common stock in company you don't work for		5,424	8.1%	135
Own U.S. savings bond		4,457	6.7%	137
Own investment real estate		3,472	5.2%	124
Own vacation/weekend home		1,888	2.8%	73
Used a lawyer in last 12 months		3,439	5.2%	58
Used a real estate agent in last 12 months		4,076	6.1%	98
Used financial planner in last 12 months		4,716	7.1%	83
Own 1 credit card		12,815	19.2%	112
Own 2 credit cards		9,657	14.5%	93
Own 3 credit cards		9,816	14.7%	134
Own 4 credit cards		5,503	8.3%	121
Own 5 credit cards		2,903	4.4%	105
Own 6+ credit cards		5,849	8.8%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Credit cards: Never or rarely carry a balance	28,753	43.1%	131
Credit cards: Sometimes carry a balance	10,189	15.3%	89
Credit cards: Usually or always carry a balance	12,100	18.1%	98
Avg monthly credit card expenditures: \$1-110	4,533	6.8%	60
Avg monthly credit card expenditures: \$111-\$225	4,597	6.9%	94
Avg monthly credit card expenditures: \$226-\$450	5,477	8.2%	112
Avg monthly credit card expenditures: \$451-\$700	5,815	8.7%	128
Avg monthly credit card expenditures: \$701-\$1000	6,960	10.4%	165
Avg monthly credit card expenditures: \$1001-\$2000	7,586	11.4%	143
Avg monthly credit card expenditures: \$2001+	5,162	7.7%	113
Own 1 debit card	34,423	51.6%	105
Own 2 debit cards	11,010	16.5%	118
Own 3+ debit cards	2,982	4.5%	142
Avg monthly debit card expenditures: \$1-90	2,103	3.2%	73
Avg monthly debit card expenditures: \$91-\$180	4,759	7.1%	130
Avg monthly debit card expenditures: \$181-\$225	1,843	2.8%	55
Avg monthly debit card expenditures: \$226-\$450	8,065	12.1%	148
Avg monthly debit card expenditures: \$451-\$700	6,109	9.2%	95
Avg monthly debit card expenditures: \$701-\$1000	7,088	10.6%	137
Avg monthly debit card expenditures: \$1001+	5,474	8.2%	86
Own/used last 12 months: any credit/debit card	58,148	87.2%	106
Own/used last 12 months: any major credit/debit card	51,831	77.7%	108
Own/used last 12 months: any store credit card	16,186	24.3%	90
Credit/debit card rewards: airline miles	10,636	15.9%	141
Credit/debit card rewards: cash back	27,429	41.1%	121
Credit/debit card rewards: gasoline discounts	4,409	6.6%	140
Credit/debit card rewards: gifts	1,940	2.9%	95
Credit/debit card rewards: hotel/car rental awards	3,516	5.3%	126
Have American Express Green card in own name	1,791	2.7%	127
Have American Express Blue card in own name	4,122	6.2%	135
Have American Express Gold card in own name	2,936	4.4%	140
Have American Express Platinum card in own name	2,431	3.6%	122
Have Discover card in own name	9,448	14.2%	124
Have MasterCard Standard card in own name	12,675	19.0%	116
Have MasterCard Gold card in own name	2,355	3.5%	116
Have MasterCard Platinum card in own name	2,143	3.2%	59
Have MasterCard debit card in own name	4,199	6.3%	73
Have Visa Regular/Classic card in own name	22,513	33.8%	121
Have Visa Gold card in own name	1,030	1.5%	68
Have Visa Platinum card in own name	5,570	8.4%	103
Have Visa Signature card in own name	6,896	10.3%	137
Have Visa debit card in own name	12,392	18.6%	94
Paid bills last 12 months: by mail	17,602	26.4%	79
Paid bills last 12 months: online	44,314	66.5%	121
Paid bills last 12 months: in person	9,478	14.2%	60
Paid bills last 12 months: by phone using credit card	11,604	17.4%	81
Paid bills last 12 months: by mobile phone	18,768	28.1%	119
Paid bills last 12 months: charged to credit card	16,183	24.3%	122
Paid bills last 12 months: deducted from bank account	20,696	31.0%	99
Wired/sent money in last 6 months	11,995	18.0%	108
Wired/sent money in last 6 months: bank wire transfer	3,751	5.6%	136
Wired/sent money in last 6 months: using MoneyGram	950	1.4%	49
Wired/sent money in last 6 months: using money order	4,770	7.2%	133
Wired/sent money in last 6 months: using Western Union	2,056	3.1%	71
Wired/sent money in last 6 months: using USPS	2,668	4.0%	110

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used Apple Pay digital payment service/30 days	7,418	11.1%	151
Used Google Pay digital payment service/30 days	3,168	4.8%	133
Used PayPal digital payment service/30 days	15,686	23.5%	116
Used Venmo digital payment service/30 days	15,600	23.4%	239
Used Visa Checkout digital payment service/30 days	3,034	4.5%	156
Used Zelle digital payment service/30 Days	8,167	12.2%	181
Used other digital payment service/30 days	1,943	2.9%	82
Tax preparation: did manually	10,310	15.5%	105
Tax preparation: used H&R Block Software	3,394	5.1%	87
Tax preparation: used software (TurboTax)	11,705	17.6%	133
Tax preparation: used any online program/service	11,293	16.9%	110
Tax preparation: used H&R Block Online	1,331	2.0%	62
Tax preparation: used TurboTax Online	7,278	10.9%	136
Tax preparation: used H&R Block On-Site	1,308	2.0%	46
Tax preparation: used CPA/other tax professional	12,916	19.4%	122

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Finances Market Potential

Proposed Location
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 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
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Demographic Summary		2021	2026	
Population		378,278	395,216	
Population 18+		329,435	345,718	
Households		199,383	210,136	
Median Household Income		\$102,231	\$113,215	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		167,512	50.8%	95
Bank/financial institution used: Bank of America		61,020	18.5%	138
Bank/financial institution used: Capital One		30,978	9.4%	131
Bank/financial institution used: Chase		74,384	22.6%	152
Bank/financial institution used: Citibank		22,315	6.8%	167
Bank/financial institution used: PNC		13,080	4.0%	112
Bank/financial institution used: U.S. Bank		8,680	2.6%	76
Bank/financial institution used: Wells Fargo		45,056	13.7%	111
Bank/financial institution used: credit union		49,977	15.2%	76
Bank/financial inst used: local/community bank		18,608	5.6%	56
Did banking by mail in last 12 months		9,548	2.9%	89
Did banking by phone in last 12 months		33,813	10.3%	97
Did banking online in last 12 months		162,658	49.4%	114
Did banking on mobile device in last 12 months		127,699	38.8%	121
Used ATM/cash machine in last 12 months		201,495	61.2%	113
Used direct deposit of paycheck in last 12 months		148,351	45.0%	98
Did banking w/paperless statements in last 12 months		110,886	33.7%	117
Have interest checking account		93,752	28.5%	95
Have non-interest checking account		107,201	32.5%	106
Have savings account		207,977	63.1%	106
Have overdraft protection		81,849	24.8%	89
Have auto loan		55,659	16.9%	77
Have personal loan for education (student loan)		27,637	8.4%	114
Have personal loan - not for education		10,109	3.1%	82
Have home mortgage (1st)		99,548	30.2%	93
Have 2nd mortgage (home equity loan)		11,210	3.4%	75
Have home equity line of credit		8,064	2.4%	79
Have personal line of credit		11,328	3.4%	93
Have 401(k) retirement savings plan		67,299	20.4%	117
Have 403(b) retirement savings plan		13,752	4.2%	110
Have Roth IRA retirement savings plan		42,003	12.8%	133
Have Traditional IRA retirement savings plan		48,752	14.8%	122
Own any securities investment		124,138	37.7%	106
Own any annuity		6,385	1.9%	70
Own certificate of deposit (more than 6 months)		13,026	4.0%	117
Own shares in money market fund		16,462	5.0%	102
Own shares in mutual fund (bonds)		19,411	5.9%	113
Own shares in mutual fund (stock)		33,388	10.1%	126
Own any stock		30,579	9.3%	112
Own common stock in company you don't work for		24,463	7.4%	123
Own U.S. savings bond		17,992	5.5%	112
Own investment real estate		14,333	4.4%	104
Own vacation/weekend home		10,197	3.1%	80
Used a lawyer in last 12 months		22,979	7.0%	78
Used a real estate agent in last 12 months		21,117	6.4%	103
Used financial planner in last 12 months		23,395	7.1%	83
Own 1 credit card		59,151	18.0%	105
Own 2 credit cards		49,705	15.1%	97
Own 3 credit cards		43,906	13.3%	122
Own 4 credit cards		25,045	7.6%	112
Own 5 credit cards		15,353	4.7%	112
Own 6+ credit cards		26,787	8.1%	109

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Credit cards: Never or rarely carry a balance	128,400	39.0%	118
Credit cards: Sometimes carry a balance	50,852	15.4%	90
Credit cards: Usually or always carry a balance	60,280	18.3%	98
Avg monthly credit card expenditures: \$1-110	26,646	8.1%	71
Avg monthly credit card expenditures: \$111-\$225	22,044	6.7%	92
Avg monthly credit card expenditures: \$226-\$450	26,087	7.9%	108
Avg monthly credit card expenditures: \$451-\$700	25,811	7.8%	115
Avg monthly credit card expenditures: \$701-\$1000	30,273	9.2%	145
Avg monthly credit card expenditures: \$1001-\$2000	34,726	10.5%	133
Avg monthly credit card expenditures: \$2001+	28,123	8.5%	125
Own 1 debit card	165,354	50.2%	102
Own 2 debit cards	51,517	15.6%	112
Own 3+ debit cards	13,407	4.1%	129
Avg monthly debit card expenditures: \$1-90	13,372	4.1%	94
Avg monthly debit card expenditures: \$91-\$180	21,038	6.4%	117
Avg monthly debit card expenditures: \$181-\$225	12,769	3.9%	77
Avg monthly debit card expenditures: \$226-\$450	33,430	10.1%	124
Avg monthly debit card expenditures: \$451-\$700	30,107	9.1%	94
Avg monthly debit card expenditures: \$701-\$1000	32,082	9.7%	126
Avg monthly debit card expenditures: \$1001+	27,502	8.3%	87
Own/used last 12 months: any credit/debit card	281,307	85.4%	103
Own/used last 12 months: any major credit/debit card	249,320	75.7%	105
Own/used last 12 months: any store credit card	82,333	25.0%	93
Credit/debit card rewards: airline miles	51,970	15.8%	139
Credit/debit card rewards: cash back	128,277	38.9%	114
Credit/debit card rewards: gasoline discounts	19,031	5.8%	122
Credit/debit card rewards: gifts	9,317	2.8%	93
Credit/debit card rewards: hotel/car rental awards	17,696	5.4%	128
Have American Express Green card in own name	8,627	2.6%	124
Have American Express Blue card in own name	21,440	6.5%	142
Have American Express Gold card in own name	13,809	4.2%	133
Have American Express Platinum card in own name	12,722	3.9%	129
Have Discover card in own name	41,617	12.6%	110
Have MasterCard Standard card in own name	56,670	17.2%	105
Have MasterCard Gold card in own name	10,570	3.2%	105
Have MasterCard Platinum card in own name	13,307	4.0%	75
Have MasterCard debit card in own name	22,918	7.0%	81
Have Visa Regular/Classic card in own name	108,149	32.8%	118
Have Visa Gold card in own name	5,865	1.8%	78
Have Visa Platinum card in own name	25,683	7.8%	96
Have Visa Signature card in own name	31,646	9.6%	127
Have Visa debit card in own name	59,747	18.1%	92
Paid bills last 12 months: by mail	88,968	27.0%	81
Paid bills last 12 months: online	200,020	60.7%	111
Paid bills last 12 months: in person	55,457	16.8%	71
Paid bills last 12 months: by phone using credit card	62,973	19.1%	89
Paid bills last 12 months: by mobile phone	87,812	26.7%	113
Paid bills last 12 months: charged to credit card	72,072	21.9%	110
Paid bills last 12 months: deducted from bank account	97,196	29.5%	94
Wired/sent money in last 6 months	64,126	19.5%	117
Wired/sent money in last 6 months: bank wire transfer	18,064	5.5%	133
Wired/sent money in last 6 months: using MoneyGram	7,970	2.4%	84
Wired/sent money in last 6 months: using money order	21,229	6.4%	120
Wired/sent money in last 6 months: using Western Union	14,741	4.5%	102
Wired/sent money in last 6 months: using USPS	13,003	3.9%	109

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	Adults	Percent	
Used Apple Pay digital payment service/30 days	35,470	10.8%	146
Used Google Pay digital payment service/30 days	14,984	4.5%	127
Used PayPal digital payment service/30 days	73,700	22.4%	110
Used Venmo digital payment service/30 days	64,473	19.6%	200
Used Visa Checkout digital payment service/30 days	13,226	4.0%	138
Used Zelle digital payment service/30 Days	37,542	11.4%	168
Used other digital payment service/30 days	11,508	3.5%	98
Tax preparation: did manually	46,296	14.1%	96
Tax preparation: used H&R Block Software	16,440	5.0%	86
Tax preparation: used software (TurboTax)	51,128	15.5%	118
Tax preparation: used any online program/service	53,574	16.3%	106
Tax preparation: used H&R Block Online	8,596	2.6%	81
Tax preparation: used TurboTax Online	31,224	9.5%	118
Tax preparation: used H&R Block On-Site	9,507	2.9%	68
Tax preparation: used CPA/other tax professional	61,281	18.6%	117

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Demographic Summary		2021	2026	
Population		850,188	866,190	
Population 18+		704,004	722,864	
Households		390,966	401,874	
Median Household Income		\$83,661	\$96,082	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		338,168	48.0%	90
Bank/financial institution used: Bank of America		126,709	18.0%	134
Bank/financial institution used: Capital One		60,355	8.6%	120
Bank/financial institution used: Chase		150,782	21.4%	144
Bank/financial institution used: Citibank		45,186	6.4%	158
Bank/financial institution used: PNC		25,323	3.6%	102
Bank/financial institution used: U.S. Bank		18,433	2.6%	75
Bank/financial institution used: Wells Fargo		89,605	12.7%	103
Bank/financial institution used: credit union		98,453	14.0%	71
Bank/financial inst used: local/community bank		37,039	5.3%	52
Did banking by mail in last 12 months		20,261	2.9%	88
Did banking by phone in last 12 months		68,785	9.8%	93
Did banking online in last 12 months		307,853	43.7%	101
Did banking on mobile device in last 12 months		244,779	34.8%	108
Used ATM/cash machine in last 12 months		401,355	57.0%	106
Used direct deposit of paycheck in last 12 months		287,538	40.8%	89
Did banking w/paperless statements in last 12 months		207,512	29.5%	102
Have interest checking account		176,587	25.1%	84
Have non-interest checking account		213,851	30.4%	99
Have savings account		406,684	57.8%	97
Have overdraft protection		160,041	22.7%	81
Have auto loan		103,336	14.7%	67
Have personal loan for education (student loan)		54,989	7.8%	106
Have personal loan - not for education		21,137	3.0%	80
Have home mortgage (1st)		185,921	26.4%	81
Have 2nd mortgage (home equity loan)		22,508	3.2%	70
Have home equity line of credit		14,482	2.1%	66
Have personal line of credit		22,543	3.2%	86
Have 401(k) retirement savings plan		123,844	17.6%	101
Have 403(b) retirement savings plan		25,861	3.7%	97
Have Roth IRA retirement savings plan		76,252	10.8%	113
Have Traditional IRA retirement savings plan		87,735	12.5%	102
Own any securities investment		229,858	32.7%	92
Own any annuity		13,545	1.9%	70
Own certificate of deposit (more than 6 months)		23,646	3.4%	100
Own shares in money market fund		30,491	4.3%	88
Own shares in mutual fund (bonds)		35,879	5.1%	98
Own shares in mutual fund (stock)		59,847	8.5%	105
Own any stock		57,036	8.1%	98
Own common stock in company you don't work for		44,448	6.3%	105
Own U.S. savings bond		33,388	4.7%	97
Own investment real estate		27,185	3.9%	92
Own vacation/weekend home		19,472	2.8%	71
Used a lawyer in last 12 months		47,148	6.7%	75
Used a real estate agent in last 12 months		41,156	5.8%	94
Used financial planner in last 12 months		43,331	6.2%	72
Own 1 credit card		117,298	16.7%	97
Own 2 credit cards		98,341	14.0%	89
Own 3 credit cards		84,724	12.0%	110
Own 4 credit cards		49,229	7.0%	103
Own 5 credit cards		31,500	4.5%	108
Own 6+ credit cards		52,218	7.4%	100

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Sample Report
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Credit cards: Never or rarely carry a balance	236,639	33.6%	102
Credit cards: Sometimes carry a balance	108,926	15.5%	90
Credit cards: Usually or always carry a balance	127,525	18.1%	97
Avg monthly credit card expenditures: \$1-110	60,066	8.5%	75
Avg monthly credit card expenditures: \$111-\$225	45,747	6.5%	89
Avg monthly credit card expenditures: \$226-\$450	55,143	7.8%	107
Avg monthly credit card expenditures: \$451-\$700	49,518	7.0%	103
Avg monthly credit card expenditures: \$701-\$1000	54,739	7.8%	123
Avg monthly credit card expenditures: \$1001-\$2000	64,403	9.1%	115
Avg monthly credit card expenditures: \$2001+	52,686	7.5%	110
Own 1 debit card	334,995	47.6%	97
Own 2 debit cards	104,541	14.8%	106
Own 3+ debit cards	26,913	3.8%	122
Avg monthly debit card expenditures: \$1-90	30,480	4.3%	100
Avg monthly debit card expenditures: \$91-\$180	41,803	5.9%	108
Avg monthly debit card expenditures: \$181-\$225	29,241	4.2%	83
Avg monthly debit card expenditures: \$226-\$450	64,371	9.1%	112
Avg monthly debit card expenditures: \$451-\$700	67,169	9.5%	99
Avg monthly debit card expenditures: \$701-\$1000	64,596	9.2%	118
Avg monthly debit card expenditures: \$1001+	56,524	8.0%	84
Own/used last 12 months: any credit/debit card	577,267	82.0%	99
Own/used last 12 months: any major credit/debit card	500,507	71.1%	99
Own/used last 12 months: any store credit card	168,886	24.0%	89
Credit/debit card rewards: airline miles	94,050	13.4%	118
Credit/debit card rewards: cash back	245,570	34.9%	102
Credit/debit card rewards: gasoline discounts	36,398	5.2%	109
Credit/debit card rewards: gifts	18,672	2.7%	87
Credit/debit card rewards: hotel/car rental awards	33,288	4.7%	113
Have American Express Green card in own name	17,138	2.4%	115
Have American Express Blue card in own name	42,655	6.1%	133
Have American Express Gold card in own name	24,982	3.5%	113
Have American Express Platinum card in own name	24,995	3.6%	119
Have Discover card in own name	80,807	11.5%	100
Have MasterCard Standard card in own name	112,261	15.9%	98
Have MasterCard Gold card in own name	21,331	3.0%	99
Have MasterCard Platinum card in own name	26,998	3.8%	71
Have MasterCard debit card in own name	50,846	7.2%	84
Have Visa Regular/Classic card in own name	213,738	30.4%	109
Have Visa Gold card in own name	13,984	2.0%	87
Have Visa Platinum card in own name	49,960	7.1%	88
Have Visa Signature card in own name	59,138	8.4%	111
Have Visa debit card in own name	124,200	17.6%	89
Paid bills last 12 months: by mail	178,491	25.4%	76
Paid bills last 12 months: online	390,394	55.5%	101
Paid bills last 12 months: in person	134,841	19.2%	81
Paid bills last 12 months: by phone using credit card	132,564	18.8%	87
Paid bills last 12 months: by mobile phone	175,772	25.0%	106
Paid bills last 12 months: charged to credit card	133,451	19.0%	95
Paid bills last 12 months: deducted from bank account	187,197	26.6%	85
Wired/sent money in last 6 months	140,482	20.0%	120
Wired/sent money in last 6 months: bank wire transfer	37,763	5.4%	130
Wired/sent money in last 6 months: using MoneyGram	23,072	3.3%	114
Wired/sent money in last 6 months: using money order	45,201	6.4%	120
Wired/sent money in last 6 months: using Western Union	37,530	5.3%	122
Wired/sent money in last 6 months: using USPS	27,640	3.9%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



Finances Market Potential

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

Sample Report
Latitude: 41.87998
Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used Apple Pay digital payment service/30 days	69,155	9.8%	134
Used Google Pay digital payment service/30 days	30,408	4.3%	121
Used PayPal digital payment service/30 days	140,011	19.9%	98
Used Venmo digital payment service/30 days	115,378	16.4%	168
Used Visa Checkout digital payment service/30 days	26,464	3.8%	129
Used Zelle digital payment service/30 Days	75,129	10.7%	158
Used other digital payment service/30 days	27,361	3.9%	109
Tax preparation: did manually	90,550	12.9%	88
Tax preparation: used H&R Block Software	35,671	5.1%	87
Tax preparation: used software (TurboTax)	96,676	13.7%	104
Tax preparation: used any online program/service	106,713	15.2%	99
Tax preparation: used H&R Block Online	18,445	2.6%	81
Tax preparation: used TurboTax Online	60,389	8.6%	107
Tax preparation: used H&R Block On-Site	21,542	3.1%	72
Tax preparation: used CPA/other tax professional	116,632	16.6%	104

Sample Report

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.