



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		2023	2028	
Population		80,346	86,640	
Population 18+		74,108	79,787	
Households		47,661	52,212	
Median Household Income		\$128,245	\$142,570	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did Banking in Person/12 Mo		35,311	47.6%	92
Used Bank of America Bank/12 Mo		15,325	20.7%	134
Used Capital One Bank/12 Mo		9,145	12.3%	123
Used Chase Bank/12 Mo		19,729	26.6%	136
Used Citizens Bank/12 Mo		1,197	1.6%	85
Used Citibank Bank/12 Mo		5,653	7.6%	132
Used PNC Bank/12 Mo		3,511	4.7%	116
Used U.S. Bank/12 Mo		3,055	4.1%	100
Used Wells Fargo Bank/12 Mo		11,279	15.2%	107
Used Credit Union/12 Mo		16,872	22.8%	88
Used Local/Community Bank/12 Mo		4,851	6.5%	56
Did Banking by Mail/12 Mo		2,273	3.1%	96
Did Banking by Phone/12 Mo		7,957	10.7%	99
Did Banking Online/12 Mo		51,091	68.9%	117
Did Banking by Mobile Device/12 Mo		44,926	60.6%	126
Used ATM or Cash Machine/12 Mo		50,955	68.8%	109
Used Direct Deposit of Paycheck/12 Mo		47,599	64.2%	109
Did Banking w/Paperless Statements/12 Mo		38,518	52.0%	123
Have Interest Checking Account		29,881	40.3%	102
Have Non-Interest Checking Account		28,977	39.1%	103
Have Savings Account		58,764	79.3%	107
Have Overdraft Protection		22,089	29.8%	89
Have Auto Loan		16,020	21.6%	88
Have Education Personal Loan (Student Loan)		9,853	13.3%	143
Have Personal Loan (Not for Education)		3,704	5.0%	117
Have 1st Home Mortgage		25,386	34.3%	90
Have 2nd Mortgage (Home Equity Loan)		2,715	3.7%	83
Have Home Equity Line of Credit		2,931	4.0%	107
Have Personal Line of Credit		4,230	5.7%	103
Have 401(k) Retirement Savings Plan		23,140	31.2%	128
Have 403(b) Retirement Savings Plan		4,984	6.7%	126
Have Roth IRA Retirement Savings Plan		17,261	23.3%	148
Have Traditional IRA Retirement Savings Plan		17,349	23.4%	124
Own Any Securities Investment		45,500	61.4%	114
Own Any Annuity		2,180	2.9%	67
Own Certificate of Deposit (More Than 6 Mo)		2,818	3.8%	80
Own Shares in Money Market Fund		7,557	10.2%	123
Own Shares in Mutual Fund (Bonds)		7,784	10.5%	123
Own Shares in Mutual Fund (Stocks)		13,979	18.9%	138
Own Any Stock		17,448	23.5%	157
Own Common Stock in Company You Don't Work For		14,146	19.1%	161
Own U.S. Savings Bonds		7,721	10.4%	147
Own Investment Real Estate		3,889	5.2%	106
Own Vacation or Wknd Home		2,306	3.1%	70
Used Lawyer/12 Mo		8,074	10.9%	100
Used Real Estate Agent/12 Mo		7,153	9.7%	119
Used Financial Planner/12 Mo		8,192	11.1%	103
Own 1 Credit Card		14,186	19.1%	105
Own 2 Credit Cards		14,571	19.7%	104
Own 3 Credit Cards		13,546	18.3%	139
Own 4 Credit Cards		6,983	9.4%	106
Own 5 Credit Cards		4,529	6.1%	108
Own 6+ Credit Cards		7,130	9.6%	92

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Carry Credit Card Balance: 1-Never/Rarely	35,885	48.4%	115
Carry Credit Card Balance: 2-Sometimes	13,642	18.4%	99
Carry Credit Card Balance: 3-Usually/Always	12,888	17.4%	94
Avg \$1-110 Monthly Credit Card Expenditures	6,945	9.4%	82
Avg \$111-225 Monthly Credit Card Expenditures	5,133	6.9%	90
Avg \$226-450 Monthly Credit Card Expenditures	6,019	8.1%	88
Avg \$451-700 Monthly Credit Card Expenditures	8,774	11.8%	129
Avg \$701-1000 Monthly Credit Card Expenditures	7,308	9.9%	121
Avg \$1001-2000 Monthly Credit Card Expenditures	12,463	16.8%	143
Avg \$2001+ Monthly Credit Card Expenditures	11,015	14.9%	135
Own 1 Debit Card	43,086	58.1%	107
Own 2 Debit Cards	14,429	19.5%	115
Own 3+ Debit Cards	3,394	4.6%	88
Avg \$1-90 Debit Card Monthly Expenditures	5,216	7.0%	117
Avg \$91-180 Debit Card Monthly Expenditures	4,978	6.7%	105
Avg \$181-225 Debit Card Monthly Expenditures	3,795	5.1%	94
Avg \$226-450 Debit Card Monthly Expenditures	6,742	9.1%	94
Avg \$451-700 Debit Card Monthly Expenditures	6,147	8.3%	89
Avg \$701-1000 Debit Card Monthly Expenditures	4,950	6.7%	85
Avg \$1001-2000 Debit Card Monthly Expenditures	4,753	6.4%	98
Avg \$2001+ Debit Card Monthly Expenditures	2,755	3.7%	138
Own or Used Any Credit/Debit Card/12 Mo	71,084	95.9%	103
Own or Used Any Major Credit/Debit Card/12 Mo	68,862	92.9%	105
Own or Used Any Store Credit Card/12 Mo	18,954	25.6%	80
Have Credit/Debit Card w/Airline Miles Rewards	15,296	20.6%	151
Have Credit/Debit Card w/Cash Back Rewards	41,304	55.7%	120
Have Credit/Debit Card w/Hotel/Car Rental Rewards	4,738	6.4%	146
Have American Express Green Card in Own Name	2,523	3.4%	161
Have American Express Blue Card in Own Name	6,598	8.9%	152
Have American Express Gold Card in Own Name	3,502	4.7%	143
Have American Express Platinum Card in Own Name	3,427	4.6%	139
Have Discover Card in Own Name	14,314	19.3%	108
Have MasterCard Standard Card in Own Name	16,236	21.9%	103
Have MasterCard Gold Card in Own Name	2,307	3.1%	115
Have MasterCard Platinum Card in Own Name	3,236	4.4%	74
Have MasterCard Debit Card in Own Name	15,540	21.0%	97
Have Visa Standard or Classic Card in Own Name	27,193	36.7%	117
Have Visa Gold Card in Own Name	1,488	2.0%	86
Have Visa Platinum Card in Own Name	7,288	9.8%	100
Have Visa Signature Card in Own Name	9,955	13.4%	129
Have Visa Debit Card in Own Name	40,895	55.2%	109
Paid Bills by Mail/12 Mo	16,398	22.1%	70
Paid Bills in Person/12 Mo	5,256	7.1%	49
Paid Bills by Phone Using Credit Card/12 Mo	10,333	13.9%	81
Paid Bills by Auto Charge to Credit Card/12 Mo	28,387	38.3%	132
Paid Bills by Auto Deduct from Bank Acct/12 Mo	32,336	43.6%	102
Wired or Sent Money/6 Mo	15,553	21.0%	106
Wired or Sent Money w/Bank Wire Transfer/6 Mo	6,772	9.1%	154
Wired or Sent Money w/MoneyGram/6 Mo	1,697	2.3%	120
Wired or Sent Money w/Money Order/6 Mo	3,592	4.8%	94
Wired or Sent Money w/Western Union/6 Mo	2,039	2.8%	78
Wired or Sent Money w/USPS/6 Mo	2,019	2.7%	70

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used Apple Pay Digital Payment Svc/30 Days	17,221	23.2%	166
Used Cash App Digital Payment Svc/30 Days	5,276	7.1%	106
Used Google Pay Digital Payment Svc/30 Days	7,869	10.6%	165
Used PayPal Digital Payment Svc/30 Days	26,411	35.6%	110
Used Samsung Pay Digital Payment Svc/30 Days	1,823	2.5%	149
Used Venmo Digital Payment Svc/30 Days	28,213	38.1%	182
Used Visa Checkout Digital Payment Svc/30 Days	3,273	4.4%	115
Used Zelle Digital Payment Svc/30 Days	19,000	25.6%	154
Used Oth Digital Payment Svc/30 Days	1,866	2.5%	99
Did Manual Tax Preparation	14,455	19.5%	107
Used H&R Block Software to Prepare Taxes	4,894	6.6%	95
Used TurboTax Software Program to Prepare Taxes	17,427	23.5%	126
Used Online Program/Service to Prepare Taxes	17,875	24.1%	118
Used H&R Block Online to Prepare Taxes	2,288	3.1%	89
Used TurboTax Online to Prepare Taxes	9,964	13.4%	120
Used H&R Block On-Site Tax Svc to Prepare Taxes	2,344	3.2%	93
Used CPA or Oth Tax Prof to Prepare Taxes	13,690	18.5%	101
Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo	1,607	2.2%	98

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Finances Market Potential

Proposed Location
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 Ring: 3 mile radius

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Demographic Summary		2023	2028	
Population		408,128	424,180	
Population 18+		356,202	371,697	
Households		219,972	233,079	
Median Household Income		\$108,886	\$120,999	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did Banking in Person/12 Mo		169,717	47.6%	92
Used Bank of America Bank/12 Mo		75,782	21.3%	138
Used Capital One Bank/12 Mo		44,096	12.4%	123
Used Chase Bank/12 Mo		98,326	27.6%	141
Used Citizens Bank/12 Mo		6,372	1.8%	94
Used Citibank Bank/12 Mo		29,462	8.3%	143
Used PNC Bank/12 Mo		13,772	3.9%	95
Used U.S. Bank/12 Mo		12,746	3.6%	87
Used Wells Fargo Bank/12 Mo		52,564	14.8%	103
Used Credit Union/12 Mo		74,381	20.9%	81
Used Local/Community Bank/12 Mo		23,062	6.5%	55
Did Banking by Mail/12 Mo		11,318	3.2%	99
Did Banking by Phone/12 Mo		39,596	11.1%	102
Did Banking Online/12 Mo		234,167	65.7%	112
Did Banking by Mobile Device/12 Mo		202,074	56.7%	118
Used ATM or Cash Machine/12 Mo		241,434	67.8%	107
Used Direct Deposit of Paycheck/12 Mo		215,762	60.6%	103
Did Banking w/Paperless Statements/12 Mo		171,767	48.2%	114
Have Interest Checking Account		139,001	39.0%	99
Have Non-Interest Checking Account		135,785	38.1%	100
Have Savings Account		272,528	76.5%	103
Have Overdraft Protection		103,374	29.0%	87
Have Auto Loan		69,168	19.4%	79
Have Education Personal Loan (Student Loan)		41,005	11.5%	124
Have Personal Loan (Not for Education)		15,146	4.3%	99
Have 1st Home Mortgage		115,486	32.4%	85
Have 2nd Mortgage (Home Equity Loan)		12,510	3.5%	79
Have Home Equity Line of Credit		13,087	3.7%	99
Have Personal Line of Credit		18,561	5.2%	94
Have 401(k) Retirement Savings Plan		102,418	28.8%	118
Have 403(b) Retirement Savings Plan		23,176	6.5%	122
Have Roth IRA Retirement Savings Plan		73,744	20.7%	131
Have Traditional IRA Retirement Savings Plan		77,690	21.8%	115
Own Any Securities Investment		206,343	57.9%	108
Own Any Annuity		11,771	3.3%	75
Own Certificate of Deposit (More Than 6 Mo)		15,257	4.3%	90
Own Shares in Money Market Fund		33,753	9.5%	115
Own Shares in Mutual Fund (Bonds)		35,306	9.9%	116
Own Shares in Mutual Fund (Stocks)		59,929	16.8%	123
Own Any Stock		74,168	20.8%	139
Own Common Stock in Company You Don't Work For		59,733	16.8%	141
Own U.S. Savings Bonds		32,376	9.1%	128
Own Investment Real Estate		17,340	4.9%	98
Own Vacation or Wknd Home		12,839	3.6%	81
Used Lawyer/12 Mo		37,699	10.6%	97
Used Real Estate Agent/12 Mo		31,313	8.8%	109
Used Financial Planner/12 Mo		35,935	10.1%	94
Own 1 Credit Card		64,564	18.1%	99
Own 2 Credit Cards		67,935	19.1%	101
Own 3 Credit Cards		59,716	16.8%	128
Own 4 Credit Cards		32,658	9.2%	103
Own 5 Credit Cards		22,362	6.3%	111
Own 6+ Credit Cards		36,488	10.2%	97

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Carry Credit Card Balance: 1-Never/Rarely	164,503	46.2%	110
Carry Credit Card Balance: 2-Sometimes	66,463	18.7%	100
Carry Credit Card Balance: 3-Usually/Always	62,209	17.5%	95
Avg \$1-110 Monthly Credit Card Expenditures	34,445	9.7%	84
Avg \$111-225 Monthly Credit Card Expenditures	23,390	6.6%	86
Avg \$226-450 Monthly Credit Card Expenditures	30,637	8.6%	93
Avg \$451-700 Monthly Credit Card Expenditures	37,376	10.5%	114
Avg \$701-1000 Monthly Credit Card Expenditures	35,500	10.0%	122
Avg \$1001-2000 Monthly Credit Card Expenditures	54,056	15.2%	129
Avg \$2001+ Monthly Credit Card Expenditures	52,230	14.7%	133
Own 1 Debit Card	202,204	56.8%	105
Own 2 Debit Cards	65,106	18.3%	108
Own 3+ Debit Cards	18,346	5.2%	99
Avg \$1-90 Debit Card Monthly Expenditures	25,518	7.2%	119
Avg \$91-180 Debit Card Monthly Expenditures	23,652	6.6%	104
Avg \$181-225 Debit Card Monthly Expenditures	18,413	5.2%	95
Avg \$226-450 Debit Card Monthly Expenditures	31,394	8.8%	91
Avg \$451-700 Debit Card Monthly Expenditures	29,558	8.3%	89
Avg \$701-1000 Debit Card Monthly Expenditures	23,031	6.5%	83
Avg \$1001-2000 Debit Card Monthly Expenditures	21,362	6.0%	92
Avg \$2001+ Debit Card Monthly Expenditures	11,442	3.2%	119
Own or Used Any Credit/Debit Card/12 Mo	337,062	94.6%	102
Own or Used Any Major Credit/Debit Card/12 Mo	324,997	91.2%	103
Own or Used Any Store Credit Card/12 Mo	99,384	27.9%	88
Have Credit/Debit Card w/Airline Miles Rewards	70,536	19.8%	145
Have Credit/Debit Card w/Cash Back Rewards	191,255	53.7%	116
Have Credit/Debit Card w/Hotel/Car Rental Rewards	21,504	6.0%	138
Have American Express Green Card in Own Name	11,365	3.2%	151
Have American Express Blue Card in Own Name	30,989	8.7%	149
Have American Express Gold Card in Own Name	15,974	4.5%	135
Have American Express Platinum Card in Own Name	16,388	4.6%	138
Have Discover Card in Own Name	64,951	18.2%	102
Have MasterCard Standard Card in Own Name	77,517	21.8%	103
Have MasterCard Gold Card in Own Name	10,122	2.8%	105
Have MasterCard Platinum Card in Own Name	16,869	4.7%	81
Have MasterCard Debit Card in Own Name	73,712	20.7%	96
Have Visa Standard or Classic Card in Own Name	126,399	35.5%	113
Have Visa Gold Card in Own Name	7,061	2.0%	85
Have Visa Platinum Card in Own Name	33,329	9.4%	95
Have Visa Signature Card in Own Name	46,248	13.0%	125
Have Visa Debit Card in Own Name	191,087	53.6%	106
Paid Bills by Mail/12 Mo	83,820	23.5%	75
Paid Bills in Person/12 Mo	31,561	8.9%	61
Paid Bills by Phone Using Credit Card/12 Mo	52,835	14.8%	86
Paid Bills by Auto Charge to Credit Card/12 Mo	124,958	35.1%	121
Paid Bills by Auto Deduct from Bank Acct/12 Mo	148,368	41.7%	97
Wired or Sent Money/6 Mo	78,483	22.0%	111
Wired or Sent Money w/Bank Wire Transfer/6 Mo	31,286	8.8%	148
Wired or Sent Money w/MoneyGram/6 Mo	7,212	2.0%	106
Wired or Sent Money w/Money Order/6 Mo	17,967	5.0%	98
Wired or Sent Money w/Western Union/6 Mo	12,030	3.4%	96
Wired or Sent Money w/USPS/6 Mo	11,835	3.3%	85

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Used Cash App Digital Payment Svc/30 Days	25,540	7.2%	107
Used Google Pay Digital Payment Svc/30 Days	33,180	9.3%	145
Used PayPal Digital Payment Svc/30 Days	122,386	34.4%	106
Used Samsung Pay Digital Payment Svc/30 Days	8,003	2.2%	136
Used Venmo Digital Payment Svc/30 Days	121,968	34.2%	164
Used Visa Checkout Digital Payment Svc/30 Days	16,687	4.7%	122
Used Zelle Digital Payment Svc/30 Days	88,414	24.8%	149
Used Oth Digital Payment Svc/30 Days	8,599	2.4%	95
Did Manual Tax Preparation	64,463	18.1%	99
Used H&R Block Software to Prepare Taxes	22,740	6.4%	92
Used TurboTax Software Program to Prepare Taxes	77,278	21.7%	116
Used Online Program/Service to Prepare Taxes	79,542	22.3%	109
Used H&R Block Online to Prepare Taxes	11,264	3.2%	91
Used TurboTax Online to Prepare Taxes	43,961	12.3%	110
Used H&R Block On-Site Tax Svc to Prepare Taxes	11,101	3.1%	91
Used CPA or Oth Tax Prof to Prepare Taxes	67,870	19.1%	104
Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo	7,096	2.0%	90

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Population		876,972	889,151	
Population 18+		729,286	745,487	
Households		424,713	439,855	
Median Household Income		\$91,066	\$103,333	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did Banking in Person/12 Mo		342,958	47.0%	90
Used Bank of America Bank/12 Mo		152,619	20.9%	136
Used Capital One Bank/12 Mo		88,693	12.2%	121
Used Chase Bank/12 Mo		198,123	27.2%	139
Used Citizens Bank/12 Mo		13,283	1.8%	96
Used Citibank Bank/12 Mo		57,916	7.9%	137
Used PNC Bank/12 Mo		27,514	3.8%	92
Used U.S. Bank/12 Mo		26,228	3.6%	87
Used Wells Fargo Bank/12 Mo		107,760	14.8%	103
Used Credit Union/12 Mo		149,428	20.5%	79
Used Local/Community Bank/12 Mo		43,061	5.9%	50
Did Banking by Mail/12 Mo		22,747	3.1%	97
Did Banking by Phone/12 Mo		84,346	11.6%	107
Did Banking Online/12 Mo		448,361	61.5%	105
Did Banking by Mobile Device/12 Mo		393,310	53.9%	112
Used ATM or Cash Machine/12 Mo		488,243	66.9%	106
Used Direct Deposit of Paycheck/12 Mo		422,050	57.9%	98
Did Banking w/Paperless Statements/12 Mo		329,395	45.2%	106
Have Interest Checking Account		260,722	35.8%	91
Have Non-Interest Checking Account		272,877	37.4%	99
Have Savings Account		539,316	74.0%	100
Have Overdraft Protection		202,031	27.7%	83
Have Auto Loan		135,420	18.6%	75
Have Education Personal Loan (Student Loan)		80,534	11.0%	119
Have Personal Loan (Not for Education)		29,304	4.0%	94
Have 1st Home Mortgage		222,450	30.5%	80
Have 2nd Mortgage (Home Equity Loan)		24,213	3.3%	75
Have Home Equity Line of Credit		24,653	3.4%	91
Have Personal Line of Credit		37,466	5.1%	93
Have 401(k) Retirement Savings Plan		191,745	26.3%	108
Have 403(b) Retirement Savings Plan		42,469	5.8%	109
Have Roth IRA Retirement Savings Plan		130,321	17.9%	113
Have Traditional IRA Retirement Savings Plan		137,603	18.9%	100
Own Any Securities Investment		385,232	52.8%	98
Own Any Annuity		22,200	3.0%	69
Own Certificate of Deposit (More Than 6 Mo)		28,448	3.9%	82
Own Shares in Money Market Fund		58,788	8.1%	97
Own Shares in Mutual Fund (Bonds)		62,514	8.6%	100
Own Shares in Mutual Fund (Stocks)		105,107	14.4%	105
Own Any Stock		131,689	18.1%	121
Own Common Stock in Company You Don't Work For		105,708	14.5%	122
Own U.S. Savings Bonds		57,641	7.9%	111
Own Investment Real Estate		32,614	4.5%	90
Own Vacation or Wknd Home		23,721	3.3%	74
Used Lawyer/12 Mo		74,523	10.2%	94
Used Real Estate Agent/12 Mo		58,638	8.0%	99
Used Financial Planner/12 Mo		62,498	8.6%	80
Own 1 Credit Card		133,385	18.3%	100
Own 2 Credit Cards		132,125	18.1%	96
Own 3 Credit Cards		110,483	15.1%	116
Own 4 Credit Cards		63,733	8.7%	98
Own 5 Credit Cards		44,041	6.0%	106
Own 6+ Credit Cards		72,069	9.9%	94

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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	
Carry Credit Card Balance: 1-Never/Rarely	297,150	40.7%	97
Carry Credit Card Balance: 2-Sometimes	144,422	19.8%	107
Carry Credit Card Balance: 3-Usually/Always	136,080	18.7%	101
Avg \$1-110 Monthly Credit Card Expenditures	78,211	10.7%	94
Avg \$111-225 Monthly Credit Card Expenditures	51,889	7.1%	93
Avg \$226-450 Monthly Credit Card Expenditures	63,790	8.7%	95
Avg \$451-700 Monthly Credit Card Expenditures	74,311	10.2%	111
Avg \$701-1000 Monthly Credit Card Expenditures	66,668	9.1%	112
Avg \$1001-2000 Monthly Credit Card Expenditures	96,982	13.3%	113
Avg \$2001+ Monthly Credit Card Expenditures	90,139	12.4%	112
Own 1 Debit Card	402,442	55.2%	102
Own 2 Debit Cards	136,381	18.7%	110
Own 3+ Debit Cards	40,851	5.6%	108
Avg \$1-90 Debit Card Monthly Expenditures	51,925	7.1%	119
Avg \$91-180 Debit Card Monthly Expenditures	51,708	7.1%	111
Avg \$181-225 Debit Card Monthly Expenditures	39,388	5.4%	99
Avg \$226-450 Debit Card Monthly Expenditures	67,327	9.2%	96
Avg \$451-700 Debit Card Monthly Expenditures	62,589	8.6%	92
Avg \$701-1000 Debit Card Monthly Expenditures	48,743	6.7%	85
Avg \$1001-2000 Debit Card Monthly Expenditures	45,385	6.2%	95
Avg \$2001+ Debit Card Monthly Expenditures	22,831	3.1%	116
Own or Used Any Credit/Debit Card/12 Mo	680,541	93.3%	101
Own or Used Any Major Credit/Debit Card/12 Mo	651,654	89.4%	101
Own or Used Any Store Credit Card/12 Mo	204,726	28.1%	88
Have Credit/Debit Card w/Airline Miles Rewards	125,422	17.2%	126
Have Credit/Debit Card w/Cash Back Rewards	368,419	50.5%	109
Have Credit/Debit Card w/Hotel/Car Rental Rewards	39,252	5.4%	123
Have American Express Green Card in Own Name	21,113	2.9%	137
Have American Express Blue Card in Own Name	58,228	8.0%	137
Have American Express Gold Card in Own Name	29,092	4.0%	120
Have American Express Platinum Card in Own Name	29,893	4.1%	123
Have Discover Card in Own Name	127,457	17.5%	98
Have MasterCard Standard Card in Own Name	151,168	20.7%	98
Have MasterCard Gold Card in Own Name	18,228	2.5%	93
Have MasterCard Platinum Card in Own Name	35,340	4.8%	82
Have MasterCard Debit Card in Own Name	153,961	21.1%	98
Have Visa Standard or Classic Card in Own Name	243,202	33.3%	106
Have Visa Gold Card in Own Name	13,643	1.9%	80
Have Visa Platinum Card in Own Name	64,310	8.8%	90
Have Visa Signature Card in Own Name	82,775	11.4%	109
Have Visa Debit Card in Own Name	394,583	54.1%	107
Paid Bills by Mail/12 Mo	163,587	22.4%	71
Paid Bills in Person/12 Mo	75,986	10.4%	72
Paid Bills by Phone Using Credit Card/12 Mo	110,831	15.2%	89
Paid Bills by Auto Charge to Credit Card/12 Mo	234,199	32.1%	111
Paid Bills by Auto Deduct from Bank Acct/12 Mo	288,207	39.5%	92
Wired or Sent Money/6 Mo	168,430	23.1%	116
Wired or Sent Money w/Bank Wire Transfer/6 Mo	60,679	8.3%	140
Wired or Sent Money w/MoneyGram/6 Mo	18,472	2.5%	133
Wired or Sent Money w/Money Order/6 Mo	43,478	6.0%	116
Wired or Sent Money w/Western Union/6 Mo	31,149	4.3%	121
Wired or Sent Money w/USPS/6 Mo	28,025	3.8%	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used Apple Pay Digital Payment Svc/30 Days	153,959	21.1%	151
Used Cash App Digital Payment Svc/30 Days	61,798	8.5%	126
Used Google Pay Digital Payment Svc/30 Days	65,765	9.0%	140
Used PayPal Digital Payment Svc/30 Days	239,930	32.9%	102
Used Samsung Pay Digital Payment Svc/30 Days	16,975	2.3%	141
Used Venmo Digital Payment Svc/30 Days	224,061	30.7%	147
Used Visa Checkout Digital Payment Svc/30 Days	36,138	5.0%	129
Used Zelle Digital Payment Svc/30 Days	185,203	25.4%	152
Used Oth Digital Payment Svc/30 Days	18,861	2.6%	102
Did Manual Tax Preparation	130,638	17.9%	98
Used H&R Block Software to Prepare Taxes	47,371	6.5%	94
Used TurboTax Software Program to Prepare Taxes	147,683	20.3%	108
Used Online Program/Service to Prepare Taxes	159,614	21.9%	107
Used H&R Block Online to Prepare Taxes	24,012	3.3%	95
Used TurboTax Online to Prepare Taxes	86,938	11.9%	107
Used H&R Block On-Site Tax Svc to Prepare Taxes	23,968	3.3%	96
Used CPA or Oth Tax Prof to Prepare Taxes	127,543	17.5%	96
Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo	14,925	2.0%	92

Sample Report

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