



# 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		2022	2027
Population		79,579	83,205
Population 18+		73,382	76,623
Households		46,942	49,392
Median Household Income		\$135,114	\$151,317

  

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Did banking in person in last 12 months	37,112	50.6%	95
Bank/financial institution used: Bank of America	14,377	19.6%	131
Bank/financial institution used: Capital One	8,276	11.3%	127
Bank/financial institution used: Chase	18,279	24.9%	140
Bank/financial institution used: Citizen Bank	1,282	1.7%	102
Bank/financial institution used: Citibank	5,712	7.8%	150
Bank/financial institution used: PNC	3,334	4.5%	122
Bank/financial institution used: U.S. Bank	3,064	4.2%	104
Bank/financial institution used: Wells Fargo	11,851	16.1%	119
Bank/financial institution used: credit union	13,509	18.4%	79
Bank/financial inst used: local/community bank	5,515	7.5%	65
Did banking by mail in last 12 months	2,464	3.4%	103
Did banking by phone in last 12 months	7,758	10.6%	94
Did banking online in last 12 months	47,337	64.5%	122
Did banking on mobile device in last 12 months	40,443	55.1%	132
Used ATM/cash machine in last 12 months	50,723	69.1%	115
Used direct deposit of paycheck in last 12 months	41,544	56.6%	105
Did banking w/paperless statements in last 12 months	34,250	46.7%	127
Have interest checking account	26,715	36.4%	103
Have non-interest checking account	26,346	35.9%	101
Have savings account	55,444	75.6%	110
Have overdraft protection	21,888	29.8%	96
Have auto loan	13,890	18.9%	81
Have personal loan for education (student loan)	7,789	10.6%	127
Have personal loan - not for education	3,462	4.7%	114
Have home mortgage (1st)	24,678	33.6%	93
Have 2nd mortgage (home equity loan)	2,016	2.7%	58
Have home equity line of credit	2,320	3.2%	91
Have personal line of credit	3,022	4.1%	94
Have 401(k) retirement savings plan	20,757	28.3%	130
Have 403(b) retirement savings plan	4,404	6.0%	131
Have Roth IRA retirement savings plan	14,168	19.3%	148
Have Traditional IRA retirement savings plan	15,228	20.8%	128
Own any securities investment	37,764	51.5%	113
Own any annuity	2,112	2.9%	74
Own certificate of deposit (more than 6 months)	3,966	5.4%	123
Own shares in money market fund	6,697	9.1%	133
Own shares in mutual fund (bonds)	6,125	8.3%	119
Own shares in mutual fund (stock)	11,566	15.8%	141
Own any stock	13,764	18.8%	156
Own common stock in company you don't work for	11,154	15.2%	164
Own U.S. savings bond	5,630	7.7%	124
Own investment real estate	3,831	5.2%	112
Own vacation or weekend home	2,621	3.6%	82
Used a lawyer in last 12 months	5,854	8.0%	83
Used a real estate agent in last 12 months	5,180	7.1%	98
Used financial planner in last 12 months	6,720	9.2%	91
Own 1 credit card	13,861	18.9%	107
Own 2 credit cards	12,518	17.1%	96
Own 3 credit cards	12,291	16.7%	134
Own 4 credit cards	7,105	9.7%	120
Own 5 credit cards	4,188	5.7%	109
Own 6+ credit cards	7,059	9.6%	105

**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 2022 and 2027.



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Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Credit cards: Never or rarely carry a balance	34,235	46.7%	120
Credit cards: Sometimes carry a balance	12,033	16.4%	91
Credit cards: Usually or always carry a balance	14,018	19.1%	98
Avg monthly credit card expenditures: \$1-110	6,256	8.5%	71
Avg monthly credit card expenditures: \$111-\$225	5,373	7.3%	93
Avg monthly credit card expenditures: \$226-\$450	6,448	8.8%	100
Avg monthly credit card expenditures: \$451-\$700	8,604	11.7%	146
Avg monthly credit card expenditures: \$701-\$1000	6,047	8.2%	110
Avg monthly credit card expenditures: \$1001-\$2000	10,407	14.2%	142
Avg monthly credit card expenditures: \$2001+	8,670	11.8%	133
Own 1 debit card	39,482	53.8%	102
Own 2 debit cards	14,396	19.6%	123
Own 3+ debit cards	3,924	5.3%	124
Avg monthly debit card expenditures: \$1-90	3,948	5.4%	100
Avg monthly debit card expenditures: \$91-\$180	4,033	5.5%	91
Avg monthly debit card expenditures: \$181-\$225	2,484	3.4%	59
Avg monthly debit card expenditures: \$226-\$450	8,906	12.1%	133
Avg monthly debit card expenditures: \$451-\$700	5,952	8.1%	81
Avg monthly debit card expenditures: \$701-\$1000	7,442	10.1%	126
Avg monthly debit card expenditures: \$1001-\$2000	4,432	6.0%	83
Avg monthly debit card expenditures: \$2001+	2,423	3.3%	117
Own/used last 12 months: any credit/debit card	67,299	91.7%	103
Own/used last 12 months: any major credit/debit card	62,761	85.5%	104
Own/used last 12 months: any store credit card	17,794	24.2%	82
Credit/debit card rewards: airline miles	14,567	19.9%	152
Credit/debit card rewards: cash back	37,419	51.0%	120
Credit/debit card rewards: hotel/car rental awards	4,037	5.5%	121
Have American Express Green card in own name	2,240	3.1%	142
Have American Express Blue card in own name	6,499	8.9%	163
Have American Express Gold card in own name	2,956	4.0%	121
Have American Express Platinum card in own name	3,190	4.3%	129
Have Discover card in own name	12,554	17.1%	113
Have MasterCard Standard card in own name	17,116	23.3%	120
Have MasterCard Gold card in own name	1,522	2.1%	73
Have MasterCard Platinum card in own name	2,231	3.0%	53
Have MasterCard debit card in own name	11,097	15.1%	95
Have Visa Regular/Classic card in own name	27,663	37.7%	122
Have Visa Gold card in own name	895	1.2%	51
Have Visa Platinum card in own name	6,119	8.3%	91
Have Visa Signature card in own name	9,165	12.5%	135
Have Visa debit card in own name	29,026	39.6%	109
Paid bills last 12 months: by mail	16,743	22.8%	70
Paid bills last 12 months: in person	6,216	8.5%	48
Paid bills last 12 months: by phone using credit card	11,844	16.1%	80
Paid bills last 12 months: charged to credit card	22,919	31.2%	126
Paid bills last 12 months: deducted from bank account	28,437	38.8%	102
Wired/sent money in last 6 months	14,965	20.4%	108
Wired/sent money in last 6 months: bank wire transfer	5,317	7.2%	138
Wired/sent money in last 6 months: using MoneyGram	1,144	1.6%	75
Wired/sent money in last 6 months: using money order	3,177	4.3%	82
Wired/sent money in last 6 months: using Western Union	2,547	3.5%	90
Wired/sent money in last 6 months: using USPS	2,317	3.2%	87

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used Apple Pay digital payment service/30 days	13,944	19.0%	180
Used Google Pay digital payment service/30 days	5,722	7.8%	153
Used PayPal digital payment service/30 days	22,636	30.8%	113
Used Venmo digital payment service/30 days	24,844	33.9%	211
Used Visa Checkout digital payment service/30 days	3,108	4.2%	147
Used Zelle digital payment service/30 Days	15,579	21.2%	174
Used other digital payment service/30 days	1,744	2.4%	67
Tax preparation: did manually	13,100	17.9%	107
Tax preparation: used H&R Block Software	4,563	6.2%	97
Tax preparation: used software (TurboTax)	15,973	21.8%	137
Tax preparation: used any online program/service	14,943	20.4%	113
Tax preparation: used H&R Block Online	2,227	3.0%	85
Tax preparation: used TurboTax Online	8,817	12.0%	126
Tax preparation: used H&R Block On-Site	1,693	2.3%	60
Tax preparation: used CPA/other tax professional	14,442	19.7%	110
Personally/Jointly Acq 401(k)/403(b) Loan/30 days	1,024	1.4%	71

Sample Report

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# Finances Market Potential

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

Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

Demographic Summary		2022	2027	
Population		406,343	409,476	
Population 18+		353,908	358,343	
Households		217,632	221,192	
Median Household Income		\$112,587	\$130,780	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		175,907	49.7%	93
Bank/financial institution used: Bank of America		70,991	20.1%	135
Bank/financial institution used: Capital One		39,054	11.0%	125
Bank/financial institution used: Chase		91,760	25.9%	146
Bank/financial institution used: Citizen Bank		5,860	1.7%	96
Bank/financial institution used: Citibank		29,303	8.3%	160
Bank/financial institution used: PNC		13,296	3.8%	101
Bank/financial institution used: U.S. Bank		13,055	3.7%	92
Bank/financial institution used: Wells Fargo		53,729	15.2%	112
Bank/financial institution used: credit union		61,937	17.5%	75
Bank/financial inst used: local/community bank		24,924	7.0%	61
Did banking by mail in last 12 months		12,085	3.4%	105
Did banking by phone in last 12 months		39,286	11.1%	99
Did banking online in last 12 months		214,542	60.6%	114
Did banking on mobile device in last 12 months		179,309	50.7%	121
Used ATM/cash machine in last 12 months		235,333	66.5%	110
Used direct deposit of paycheck in last 12 months		191,076	54.0%	100
Did banking w/paperless statements in last 12 months		152,756	43.2%	117
Have interest checking account		122,336	34.6%	98
Have non-interest checking account		125,025	35.3%	100
Have savings account		254,282	71.8%	105
Have overdraft protection		99,824	28.2%	91
Have auto loan		61,600	17.4%	75
Have personal loan for education (student loan)		33,610	9.5%	114
Have personal loan - not for education		13,953	3.9%	95
Have home mortgage (1st)		112,938	31.9%	88
Have 2nd mortgage (home equity loan)		11,678	3.3%	69
Have home equity line of credit		11,534	3.3%	93
Have personal line of credit		14,489	4.1%	93
Have 401(k) retirement savings plan		90,278	25.5%	117
Have 403(b) retirement savings plan		20,678	5.8%	128
Have Roth IRA retirement savings plan		59,402	16.8%	129
Have Traditional IRA retirement savings plan		66,926	18.9%	117
Own any securities investment		172,306	48.7%	107
Own any annuity		11,125	3.1%	81
Own certificate of deposit (more than 6 months)		17,325	4.9%	112
Own shares in money market fund		28,683	8.1%	118
Own shares in mutual fund (bonds)		28,305	8.0%	114
Own shares in mutual fund (stock)		49,555	14.0%	126
Own any stock		57,744	16.3%	136
Own common stock in company you don't work for		46,580	13.2%	142
Own U.S. savings bond		23,546	6.7%	108
Own investment real estate		16,546	4.7%	100
Own vacation or weekend home		13,653	3.9%	88
Used a lawyer in last 12 months		29,773	8.4%	87
Used a real estate agent in last 12 months		25,750	7.3%	101
Used financial planner in last 12 months		30,837	8.7%	87
Own 1 credit card		64,014	18.1%	102
Own 2 credit cards		61,371	17.3%	98
Own 3 credit cards		54,892	15.5%	124
Own 4 credit cards		32,113	9.1%	113
Own 5 credit cards		20,669	5.8%	111
Own 6+ credit cards		34,038	9.6%	105

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Credit cards: Never or rarely carry a balance	156,064	44.1%	114
Credit cards: Sometimes carry a balance	60,216	17.0%	95
Credit cards: Usually or always carry a balance	67,285	19.0%	98
Avg monthly credit card expenditures: \$1-110	34,379	9.7%	81
Avg monthly credit card expenditures: \$111-\$225	24,758	7.0%	89
Avg monthly credit card expenditures: \$226-\$450	31,137	8.8%	100
Avg monthly credit card expenditures: \$451-\$700	35,988	10.2%	127
Avg monthly credit card expenditures: \$701-\$1000	30,608	8.6%	115
Avg monthly credit card expenditures: \$1001-\$2000	45,591	12.9%	129
Avg monthly credit card expenditures: \$2001+	42,859	12.1%	136
Own 1 debit card	189,425	53.5%	101
Own 2 debit cards	63,679	18.0%	112
Own 3+ debit cards	18,315	5.2%	120
Avg monthly debit card expenditures: \$1-90	20,897	5.9%	110
Avg monthly debit card expenditures: \$91-\$180	20,979	5.9%	98
Avg monthly debit card expenditures: \$181-\$225	14,928	4.2%	74
Avg monthly debit card expenditures: \$226-\$450	37,496	10.6%	116
Avg monthly debit card expenditures: \$451-\$700	29,795	8.4%	85
Avg monthly debit card expenditures: \$701-\$1000	31,376	8.9%	110
Avg monthly debit card expenditures: \$1001-\$2000	20,947	5.9%	82
Avg monthly debit card expenditures: \$2001+	11,459	3.2%	115
Own/used last 12 months: any credit/debit card	321,162	90.7%	102
Own/used last 12 months: any major credit/debit card	299,899	84.7%	104
Own/used last 12 months: any store credit card	92,929	26.3%	88
Credit/debit card rewards: airline miles	67,950	19.2%	147
Credit/debit card rewards: cash back	172,279	48.7%	115
Credit/debit card rewards: hotel/car rental awards	20,480	5.8%	128
Have American Express Green card in own name	10,134	2.9%	133
Have American Express Blue card in own name	30,068	8.5%	156
Have American Express Gold card in own name	15,332	4.3%	130
Have American Express Platinum card in own name	17,149	4.8%	143
Have Discover card in own name	56,779	16.0%	106
Have MasterCard Standard card in own name	76,634	21.7%	112
Have MasterCard Gold card in own name	9,077	2.6%	90
Have MasterCard Platinum card in own name	13,233	3.7%	65
Have MasterCard debit card in own name	52,190	14.7%	93
Have Visa Regular/Classic card in own name	130,186	36.8%	119
Have Visa Gold card in own name	5,936	1.7%	70
Have Visa Platinum card in own name	28,052	7.9%	87
Have Visa Signature card in own name	41,721	11.8%	127
Have Visa debit card in own name	134,845	38.1%	105
Paid bills last 12 months: by mail	87,270	24.7%	76
Paid bills last 12 months: in person	39,871	11.3%	63
Paid bills last 12 months: by phone using credit card	63,043	17.8%	89
Paid bills last 12 months: charged to credit card	103,230	29.2%	117
Paid bills last 12 months: deducted from bank account	131,901	37.3%	98
Wired/sent money in last 6 months	75,871	21.4%	114
Wired/sent money in last 6 months: bank wire transfer	25,789	7.3%	139
Wired/sent money in last 6 months: using MoneyGram	6,630	1.9%	90
Wired/sent money in last 6 months: using money order	16,963	4.8%	91
Wired/sent money in last 6 months: using Western Union	14,962	4.2%	109
Wired/sent money in last 6 months: using USPS	12,104	3.4%	95

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used Apple Pay digital payment service/30 days	61,054	17.3%	163
Used Google Pay digital payment service/30 days	25,094	7.1%	139
Used PayPal digital payment service/30 days	105,743	29.9%	109
Used Venmo digital payment service/30 days	102,834	29.1%	181
Used Visa Checkout digital payment service/30 days	13,507	3.8%	133
Used Zelle digital payment service/30 Days	69,980	19.8%	162
Used other digital payment service/30 days	9,977	2.8%	80
Tax preparation: did manually	58,093	16.4%	99
Tax preparation: used H&R Block Software	22,044	6.2%	97
Tax preparation: used software (TurboTax)	69,476	19.6%	123
Tax preparation: used any online program/service	66,668	18.8%	105
Tax preparation: used H&R Block Online	11,282	3.2%	89
Tax preparation: used TurboTax Online	37,988	10.7%	112
Tax preparation: used H&R Block On-Site	10,256	2.9%	75
Tax preparation: used CPA/other tax professional	70,607	20.0%	112
Personally/Jointly Acq 401(k)/403(b) Loan/30 days	5,478	1.5%	79

Sample Report

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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  
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Demographic Summary		2022	2027
Population		878,154	874,419
Population 18+		728,983	731,385
Households		422,190	424,382
Median Household Income		\$94,377	\$111,362

  

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Did banking in person in last 12 months	350,830	48.1%	90
Bank/financial institution used: Bank of America	146,000	20.0%	134
Bank/financial institution used: Capital One	78,109	10.7%	121
Bank/financial institution used: Chase	184,120	25.3%	142
Bank/financial institution used: Citizen Bank	12,562	1.7%	100
Bank/financial institution used: Citibank	57,626	7.9%	152
Bank/financial institution used: PNC	25,253	3.5%	93
Bank/financial institution used: U.S. Bank	27,704	3.8%	95
Bank/financial institution used: Wells Fargo	107,474	14.7%	109
Bank/financial institution used: credit union	125,959	17.3%	74
Bank/financial inst used: local/community bank	46,981	6.4%	56
Did banking by mail in last 12 months	24,239	3.3%	102
Did banking by phone in last 12 months	84,414	11.6%	103
Did banking online in last 12 months	409,776	56.2%	106
Did banking on mobile device in last 12 months	346,670	47.6%	114
Used ATM/cash machine in last 12 months	469,233	64.4%	107
Used direct deposit of paycheck in last 12 months	374,551	51.4%	95
Did banking w/paperless statements in last 12 months	290,329	39.8%	108
Have interest checking account	228,311	31.3%	89
Have non-interest checking account	253,431	34.8%	98
Have savings account	498,957	68.4%	100
Have overdraft protection	194,583	26.7%	86
Have auto loan	119,658	16.4%	70
Have personal loan for education (student loan)	66,252	9.1%	109
Have personal loan - not for education	27,928	3.8%	93
Have home mortgage (1st)	213,981	29.4%	81
Have 2nd mortgage (home equity loan)	24,467	3.4%	70
Have home equity line of credit	22,050	3.0%	87
Have personal line of credit	30,462	4.2%	95
Have 401(k) retirement savings plan	171,277	23.5%	108
Have 403(b) retirement savings plan	37,282	5.1%	112
Have Roth IRA retirement savings plan	106,171	14.6%	112
Have Traditional IRA retirement savings plan	117,303	16.1%	99
Own any securities investment	324,863	44.6%	98
Own any annuity	22,023	3.0%	78
Own certificate of deposit (more than 6 months)	31,859	4.4%	100
Own shares in money market fund	51,443	7.1%	103
Own shares in mutual fund (bonds)	51,358	7.0%	100
Own shares in mutual fund (stock)	88,628	12.2%	109
Own any stock	102,175	14.0%	117
Own common stock in company you don't work for	81,952	11.2%	121
Own U.S. savings bond	42,330	5.8%	94
Own investment real estate	31,362	4.3%	92
Own vacation or weekend home	25,390	3.5%	80
Used a lawyer in last 12 months	61,296	8.4%	87
Used a real estate agent in last 12 months	49,912	6.8%	95
Used financial planner in last 12 months	55,482	7.6%	76
Own 1 credit card	130,363	17.9%	101
Own 2 credit cards	119,055	16.3%	92
Own 3 credit cards	101,557	13.9%	111
Own 4 credit cards	61,862	8.5%	105
Own 5 credit cards	40,437	5.5%	106
Own 6+ credit cards	66,265	9.1%	100

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 Ring: 5 mile radius

Sample Report  
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Credit cards: Never or rarely carry a balance	284,403	39.0%	101
Credit cards: Sometimes carry a balance	130,975	18.0%	100
Credit cards: Usually or always carry a balance	141,184	19.4%	100
Avg monthly credit card expenditures: \$1-110	77,526	10.6%	89
Avg monthly credit card expenditures: \$111-\$225	51,385	7.0%	89
Avg monthly credit card expenditures: \$226-\$450	66,227	9.1%	103
Avg monthly credit card expenditures: \$451-\$700	67,809	9.3%	116
Avg monthly credit card expenditures: \$701-\$1000	57,228	7.9%	105
Avg monthly credit card expenditures: \$1001-\$2000	81,541	11.2%	112
Avg monthly credit card expenditures: \$2001+	74,421	10.2%	115
Own 1 debit card	377,185	51.7%	98
Own 2 debit cards	129,223	17.7%	111
Own 3+ debit cards	38,724	5.3%	123
Avg monthly debit card expenditures: \$1-90	42,921	5.9%	110
Avg monthly debit card expenditures: \$91-\$180	45,253	6.2%	103
Avg monthly debit card expenditures: \$181-\$225	34,145	4.7%	82
Avg monthly debit card expenditures: \$226-\$450	73,323	10.1%	110
Avg monthly debit card expenditures: \$451-\$700	65,036	8.9%	90
Avg monthly debit card expenditures: \$701-\$1000	62,009	8.5%	106
Avg monthly debit card expenditures: \$1001-\$2000	45,653	6.3%	86
Avg monthly debit card expenditures: \$2001+	22,173	3.0%	108
Own/used last 12 months: any credit/debit card	647,497	88.8%	100
Own/used last 12 months: any major credit/debit card	599,935	82.3%	101
Own/used last 12 months: any store credit card	192,155	26.4%	89
Credit/debit card rewards: airline miles	120,419	16.5%	127
Credit/debit card rewards: cash back	330,894	45.4%	107
Credit/debit card rewards: hotel/car rental awards	39,393	5.4%	119
Have American Express Green card in own name	19,610	2.7%	125
Have American Express Blue card in own name	55,890	7.7%	141
Have American Express Gold card in own name	28,194	3.9%	116
Have American Express Platinum card in own name	31,747	4.4%	129
Have Discover card in own name	109,885	15.1%	99
Have MasterCard Standard card in own name	147,492	20.2%	104
Have MasterCard Gold card in own name	18,686	2.6%	90
Have MasterCard Platinum card in own name	28,689	3.9%	69
Have MasterCard debit card in own name	110,100	15.1%	95
Have Visa Regular/Classic card in own name	251,952	34.6%	112
Have Visa Gold card in own name	13,924	1.9%	79
Have Visa Platinum card in own name	55,583	7.6%	83
Have Visa Signature card in own name	75,434	10.3%	112
Have Visa debit card in own name	279,402	38.3%	106
Paid bills last 12 months: by mail	170,764	23.4%	72
Paid bills last 12 months: in person	96,420	13.2%	74
Paid bills last 12 months: by phone using credit card	131,171	18.0%	90
Paid bills last 12 months: charged to credit card	192,735	26.4%	106
Paid bills last 12 months: deducted from bank account	254,473	34.9%	92
Wired/sent money in last 6 months	163,927	22.5%	119
Wired/sent money in last 6 months: bank wire transfer	52,449	7.2%	137
Wired/sent money in last 6 months: using MoneyGram	18,311	2.5%	120
Wired/sent money in last 6 months: using money order	41,421	5.7%	108
Wired/sent money in last 6 months: using Western Union	36,459	5.0%	129
Wired/sent money in last 6 months: using USPS	27,710	3.8%	105

**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 2022 and 2027.





# 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	118,716	16.3%	154
Used Google Pay digital payment service/30 days	49,998	6.9%	135
Used PayPal digital payment service/30 days	205,460	28.2%	103
Used Venmo digital payment service/30 days	186,028	25.5%	159
Used Visa Checkout digital payment service/30 days	26,870	3.7%	128
Used Zelle digital payment service/30 Days	144,744	19.9%	162
Used other digital payment service/30 days	24,428	3.4%	95
Tax preparation: did manually	115,253	15.8%	95
Tax preparation: used H&R Block Software	45,332	6.2%	97
Tax preparation: used software (TurboTax)	131,960	18.1%	114
Tax preparation: used any online program/service	134,052	18.4%	102
Tax preparation: used H&R Block Online	24,149	3.3%	92
Tax preparation: used TurboTax Online	74,233	10.2%	107
Tax preparation: used H&R Block On-Site	22,498	3.1%	80
Tax preparation: used CPA/other tax professional	131,451	18.0%	101
Personally/Jointly Acq 401(k)/403(b) Loan/30 days	12,177	1.7%	85

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.

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