



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			
2000 Total Population	26,374	300,641	811,131
2010 Total Population	49,610	330,257	793,494
2021 Total Population	71,839	378,278	850,188
2021 Group Quarters	5,401	12,267	32,196
2026 Total Population	79,539	395,216	866,190
2021-2026 Annual Rate	2.06%	0.88%	0.37%
2021 Total Daytime Population	346,696	736,018	1,159,513
Workers	324,175	587,301	780,808
Residents	22,521	148,717	378,705
Household Summary			
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
2021 Households	41,940	199,383	390,966
2021 Average Household Size	1.58	1.84	2.09
2026 Households	46,878	210,136	401,874
2026 Average Household Size	1.58	1.82	2.08
2021-2026 Annual Rate	2.25%	1.06%	0.55%
2010 Families	7,747	61,935	150,761
2010 Average Family Size	2.37	2.83	3.14
2021 Families	11,277	69,555	159,495
2021 Average Family Size	2.37	2.79	3.10
2026 Families	12,671	72,688	162,419
2026 Average Family Size	2.37	2.78	3.08
2021-2026 Annual Rate	2.36%	0.89%	0.36%
Housing Unit Summary			
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%
2021 Housing Units	44,353	215,039	431,136
Owner Occupied Housing Units	35.1%	34.4%	32.3%
Renter Occupied Housing Units	59.5%	58.3%	58.4%
Vacant Housing Units	5.4%	7.3%	9.3%
2026 Housing Units	49,100	225,373	443,173
Owner Occupied Housing Units	33.3%	33.9%	32.4%
Renter Occupied Housing Units	62.2%	59.3%	58.2%
Vacant Housing Units	4.5%	6.8%	9.3%
Median Household Income			
2021	\$122,586	\$102,231	\$83,661
2026	\$135,928	\$113,215	\$96,082
Median Home Value			
2021	\$395,731	\$431,623	\$397,810
2026	\$407,574	\$444,773	\$417,276
Per Capita Income			
2021	\$96,075	\$75,304	\$57,045
2026	\$108,116	\$85,065	\$64,667
Median Age			
2010	30.9	32.6	31.5
2021	33.7	35.0	33.8
2026	34.5	35.9	34.7

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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
2021 Households by Income			
Household Income Base	41,940	199,383	390,966
<\$15,000	7.2%	10.3%	12.1%
\$15,000 - \$24,999	2.5%	4.8%	6.4%
\$25,000 - \$34,999	2.9%	4.8%	6.2%
\$35,000 - \$49,999	3.2%	5.6%	7.6%
\$50,000 - \$74,999	9.7%	11.9%	13.1%
\$75,000 - \$99,999	13.2%	11.5%	11.2%
\$100,000 - \$149,999	20.5%	17.8%	16.4%
\$150,000 - \$199,999	15.1%	12.2%	10.0%
\$200,000+	25.7%	21.2%	16.9%
Average Household Income	\$163,746	\$142,827	\$123,841
2026 Households by Income			
Household Income Base	46,878	210,136	401,874
<\$15,000	5.5%	8.5%	10.3%
\$15,000 - \$24,999	1.8%	3.9%	5.5%
\$25,000 - \$34,999	2.2%	4.1%	5.6%
\$35,000 - \$49,999	2.3%	4.8%	6.8%
\$50,000 - \$74,999	8.0%	10.6%	12.2%
\$75,000 - \$99,999	12.6%	11.2%	11.1%
\$100,000 - \$149,999	22.2%	19.4%	18.0%
\$150,000 - \$199,999	17.2%	14.0%	11.7%
\$200,000+	28.2%	23.4%	18.9%
Average Household Income	\$182,703	\$159,967	\$139,183
2021 Owner Occupied Housing Units by Value			
Total	15,570	73,904	139,125
<\$50,000	0.3%	0.5%	0.8%
\$50,000 - \$99,999	0.3%	0.5%	1.2%
\$100,000 - \$149,999	0.4%	1.0%	2.5%
\$150,000 - \$199,999	1.7%	2.6%	5.5%
\$200,000 - \$249,999	6.9%	7.8%	9.0%
\$250,000 - \$299,999	11.7%	10.0%	10.6%
\$300,000 - \$399,999	29.9%	22.5%	20.9%
\$400,000 - \$499,999	18.8%	16.5%	14.8%
\$500,000 - \$749,999	16.5%	19.2%	17.4%
\$750,000 - \$999,999	6.2%	8.3%	8.0%
\$1,000,000 - \$1,499,999	3.9%	6.1%	5.1%
\$1,500,000 - \$1,999,999	1.6%	1.8%	1.6%
\$2,000,000 +	1.7%	3.2%	2.7%
Average Home Value	\$513,056	\$577,982	\$533,220
2026 Owner Occupied Housing Units by Value			
Total	16,331	76,391	143,725
<\$50,000	0.1%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.1%	0.3%	1.0%
\$150,000 - \$199,999	0.6%	1.2%	3.2%
\$200,000 - \$249,999	4.5%	5.5%	7.3%
\$250,000 - \$299,999	10.4%	9.5%	11.0%
\$300,000 - \$399,999	32.6%	25.2%	24.2%
\$400,000 - \$499,999	22.0%	18.2%	16.3%
\$500,000 - \$749,999	18.7%	20.1%	18.4%
\$750,000 - \$999,999	5.6%	9.7%	9.4%
\$1,000,000 - \$1,499,999	2.9%	5.5%	4.7%
\$1,500,000 - \$1,999,999	1.2%	1.6%	1.5%
\$2,000,000 +	1.2%	3.0%	2.5%
Average Home Value	\$504,657	\$586,655	\$550,834

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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
2010 Population by Age			
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%
2021 Population by Age			
Total	71,838	378,278	850,189
0 - 4	3.0%	4.3%	5.4%
5 - 9	2.2%	3.6%	4.8%
10 - 14	1.3%	3.2%	4.4%
15 - 24	14.4%	12.2%	13.5%
25 - 34	33.6%	26.7%	24.7%
35 - 44	18.8%	17.7%	16.5%
45 - 54	9.6%	10.3%	10.4%
55 - 64	8.4%	9.4%	9.0%
65 - 74	5.9%	7.6%	6.9%
75 - 84	2.1%	3.6%	3.2%
85 +	0.8%	1.3%	1.2%
18 +	92.8%	87.1%	82.8%
2026 Population by Age			
Total	79,539	395,214	866,190
0 - 4	3.0%	4.4%	5.4%
5 - 9	2.0%	3.4%	4.5%
10 - 14	1.6%	3.1%	4.2%
15 - 24	15.3%	12.6%	13.5%
25 - 34	29.5%	24.7%	23.0%
35 - 44	20.2%	18.3%	17.3%
45 - 54	10.5%	11.0%	11.1%
55 - 64	8.0%	8.9%	8.6%
65 - 74	6.2%	7.8%	7.1%
75 - 84	2.9%	4.4%	3.9%
85 +	0.9%	1.4%	1.3%
18 +	92.6%	87.5%	83.5%
2010 Population by Sex			
Males	25,078	161,470	392,804
Females	24,532	168,787	400,690
2021 Population by Sex			
Males	36,441	186,789	422,566
Females	35,399	191,489	427,621
2026 Population by Sex			
Males	40,034	195,065	430,522
Females	39,505	200,151	435,668

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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
2010 Population by Race/Ethnicity			
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
2021 Population by Race/Ethnicity			
Total	71,840	378,279	850,188
White Alone	66.0%	58.5%	52.7%
Black Alone	8.1%	13.1%	20.9%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	20.0%	16.9%	10.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	7.9%	12.1%
Two or More Races	3.4%	3.1%	3.2%
Hispanic Origin	7.4%	17.5%	26.3%
Diversity Index	58.4	72.4	79.6
2026 Population by Race/Ethnicity			
Total	79,538	395,216	866,190
White Alone	64.0%	57.3%	52.1%
Black Alone	7.4%	12.4%	20.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	22.4%	18.7%	11.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.3%	8.0%	12.2%
Two or More Races	3.6%	3.3%	3.4%
Hispanic Origin	8.1%	18.0%	27.0%
Diversity Index	60.4	73.4	80.3
2010 Population by Relationship and Household Type			
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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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
2021 Population 25+ by Educational Attainment			
Total	56,867	289,973	610,677
Less than 9th Grade	0.4%	3.6%	5.2%
9th - 12th Grade, No Diploma	0.8%	2.8%	5.2%
High School Graduate	2.9%	7.5%	12.1%
GED/Alternative Credential	0.5%	1.2%	1.8%
Some College, No Degree	5.6%	9.2%	11.4%
Associate Degree	2.4%	3.2%	4.0%
Bachelor's Degree	46.1%	38.9%	34.1%
Graduate/Professional Degree	41.3%	33.5%	26.1%
2021 Population 15+ by Marital Status			
Total	67,192	336,143	725,449
Never Married	57.1%	52.4%	54.8%
Married	35.9%	37.1%	34.6%
Widowed	1.6%	3.0%	3.3%
Divorced	5.4%	7.5%	7.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	51,902	245,498	503,855
Population 16+ Employed	95.1%	93.9%	92.3%
Population 16+ Unemployment rate	4.9%	6.1%	7.7%
Population 16-24 Employed	10.0%	9.8%	11.2%
Population 16-24 Unemployment rate	11.9%	11.1%	13.0%
Population 25-54 Employed	77.0%	75.3%	75.3%
Population 25-54 Unemployment rate	4.0%	5.4%	6.7%
Population 55-64 Employed	8.5%	9.5%	9.3%
Population 55-64 Unemployment rate	6.3%	7.1%	9.4%
Population 65+ Employed	4.6%	5.4%	4.2%
Population 65+ Unemployment rate	1.6%	3.2%	5.1%
2021 Employed Population 16+ by Industry			
Total	49,341	230,593	465,295
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	1.1%	2.1%	2.7%
Manufacturing	5.2%	5.8%	6.5%
Wholesale Trade	2.1%	2.2%	2.4%
Retail Trade	4.7%	5.6%	6.6%
Transportation/Utilities	3.7%	4.2%	5.1%
Information	2.8%	2.2%	2.2%
Finance/Insurance/Real Estate	17.8%	14.3%	12.2%
Services	60.3%	60.4%	59.1%
Public Administration	2.1%	2.9%	3.1%
2021 Employed Population 16+ by Occupation			
Total	49,341	230,595	465,294
White Collar	93.2%	84.6%	78.1%
Management/Business/Financial	40.6%	33.8%	29.0%
Professional	37.0%	34.5%	31.5%
Sales	10.8%	10.0%	9.9%
Administrative Support	4.8%	6.3%	7.6%
Services	4.6%	8.8%	11.2%
Blue Collar	2.2%	6.7%	10.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.3%	1.2%	1.8%
Installation/Maintenance/Repair	0.4%	0.6%	0.9%
Production	0.3%	1.9%	2.9%
Transportation/Material Moving	1.2%	3.0%	5.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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
2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	153	117	104
Percent of Income for Mortgage	13.5%	17.7%	19.9%
Wealth Index	129	119	99
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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
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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$170,328,761	\$703,199,807	\$1,201,513,839
Average Spent	\$4,061.25	\$3,526.88	\$3,073.19
Spending Potential Index	192	166	145
Education: Total \$	\$142,776,177	\$596,125,783	\$1,010,878,436
Average Spent	\$3,404.30	\$2,989.85	\$2,585.59
Spending Potential Index	197	173	150
Entertainment/Recreation: Total \$	\$227,075,058	\$941,553,591	\$1,604,226,879
Average Spent	\$5,414.28	\$4,722.34	\$4,103.24
Spending Potential Index	168	146	127
Food at Home: Total \$	\$402,414,429	\$1,684,782,876	\$2,903,806,375
Average Spent	\$9,595.00	\$8,449.98	\$7,427.26
Spending Potential Index	176	155	136
Food Away from Home: Total \$	\$307,242,549	\$1,259,593,034	\$2,145,412,652
Average Spent	\$7,325.76	\$6,317.45	\$5,487.47
Spending Potential Index	193	166	145
Health Care: Total \$	\$395,191,589	\$1,645,826,929	\$2,824,056,190
Average Spent	\$9,422.78	\$8,254.60	\$7,223.28
Spending Potential Index	151	132	116
HH Furnishings & Equipment: Total \$	\$158,484,190	\$656,856,394	\$1,117,840,457
Average Spent	\$3,778.83	\$3,294.45	\$2,859.18
Spending Potential Index	168	146	127
Personal Care Products & Services: Total \$	\$67,934,032	\$280,871,025	\$478,660,925
Average Spent	\$1,619.79	\$1,408.70	\$1,224.30
Spending Potential Index	180	157	136
Shelter: Total \$	\$1,614,035,671	\$6,739,338,484	\$11,519,224,446
Average Spent	\$38,484.40	\$33,800.97	\$29,463.49
Spending Potential Index	191	168	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$142,875,427	\$601,309,933	\$1,014,096,285
Average Spent	\$3,406.66	\$3,015.85	\$2,593.82
Spending Potential Index	143	126	109
Travel: Total \$	\$178,465,554	\$740,960,138	\$1,251,360,430
Average Spent	\$4,255.26	\$3,716.27	\$3,200.69
Spending Potential Index	168	147	127
Vehicle Maintenance & Repairs: Total \$	\$76,754,781	\$312,898,469	\$536,311,242
Average Spent	\$1,830.11	\$1,569.33	\$1,371.76
Spending Potential Index	165	142	124

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.