



Market Profile

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Rings: 1, 3, 5 mile radii

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	27,664	299,496	809,619
2010 Total Population	51,748	329,240	794,466
2015 Total Population	57,033	346,518	823,969
2015 Group Quarters	5,384	12,356	32,289
2020 Total Population	61,397	360,284	848,551
2015-2020 Annual Rate	1.49%	0.78%	0.59%
Household Summary			
2000 Households	15,811	141,307	332,563
2000 Average Household Size	1.56	2.04	2.34
2010 Households	29,394	169,524	356,443
2010 Average Household Size	1.58	1.87	2.14
2015 Households	32,801	179,919	373,340
2015 Average Household Size	1.57	1.86	2.12
2020 Households	35,719	188,120	386,805
2020 Average Household Size	1.57	1.85	2.11
2015-2020 Annual Rate	1.72%	0.90%	0.71%
2010 Families	8,089	61,644	150,858
2010 Average Family Size	2.36	2.82	3.14
2015 Families	8,891	64,423	155,935
2015 Average Family Size	2.36	2.81	3.12
2020 Families	9,575	66,745	160,266
2020 Average Family Size	2.36	2.81	3.11
2015-2020 Annual Rate	1.49%	0.71%	0.55%
Housing Unit Summary			
2000 Housing Units	18,086	159,060	372,041
Owner Occupied Housing Units	40.0%	31.7%	29.6%
Renter Occupied Housing Units	47.4%	57.1%	59.8%
Vacant Housing Units	12.6%	11.2%	10.6%
2010 Housing Units	36,883	198,014	412,605
Owner Occupied Housing Units	36.8%	35.2%	32.7%
Renter Occupied Housing Units	42.9%	50.4%	53.7%
Vacant Housing Units	20.3%	14.4%	13.6%
2015 Housing Units	39,556	205,570	425,539
Owner Occupied Housing Units	36.2%	33.5%	30.8%
Renter Occupied Housing Units	46.7%	54.0%	57.0%
Vacant Housing Units	17.1%	12.5%	12.3%
2020 Housing Units	41,625	211,263	435,388
Owner Occupied Housing Units	37.0%	33.8%	30.9%
Renter Occupied Housing Units	48.8%	55.2%	58.0%
Vacant Housing Units	14.2%	11.0%	11.2%
Median Household Income			
2015	\$93,852	\$65,793	\$53,612
2020	\$104,122	\$78,805	\$62,929
Median Home Value			
2015	\$314,717	\$341,026	\$316,193
2020	\$380,432	\$430,789	\$399,293
Per Capita Income			
2015	\$70,916	\$51,969	\$39,272
2020	\$80,484	\$59,645	\$45,032
Median Age			
2010	30.9	32.6	31.5
2015	32.0	33.7	32.6
2020	32.3	34.2	33.3

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	32,801	179,919	373,340
<\$15,000	8.8%	16.2%	17.9%
\$15,000 - \$24,999	3.5%	6.5%	8.6%
\$25,000 - \$34,999	3.7%	7.2%	9.0%
\$35,000 - \$49,999	6.8%	10.0%	11.6%
\$50,000 - \$74,999	14.8%	14.3%	14.6%
\$75,000 - \$99,999	15.5%	11.4%	10.2%
\$100,000 - \$149,999	20.4%	13.1%	11.6%
\$150,000 - \$199,999	12.7%	9.3%	7.3%
\$200,000+	13.8%	11.9%	9.1%
Average Household Income	\$120,473	\$99,351	\$85,424
2020 Households by Income			
Household Income Base	35,719	188,120	386,805
<\$15,000	6.9%	14.2%	16.3%
\$15,000 - \$24,999	2.2%	4.6%	6.4%
\$25,000 - \$34,999	2.5%	5.9%	7.9%
\$35,000 - \$49,999	5.7%	9.4%	11.0%
\$50,000 - \$74,999	13.2%	13.5%	13.9%
\$75,000 - \$99,999	16.7%	12.8%	11.7%
\$100,000 - \$149,999	22.1%	15.0%	13.5%
\$150,000 - \$199,999	15.0%	11.3%	9.0%
\$200,000+	15.6%	13.4%	10.3%
Average Household Income	\$135,535	\$113,531	\$97,561
2015 Owner Occupied Housing Units by Value			
Total	14,325	68,814	130,822
<\$50,000	2.5%	2.0%	2.0%
\$50,000 - \$99,999	1.5%	2.5%	3.9%
\$100,000 - \$149,999	3.4%	4.4%	6.6%
\$150,000 - \$199,999	7.1%	8.2%	9.7%
\$200,000 - \$249,999	14.9%	12.3%	12.6%
\$250,000 - \$299,999	16.8%	12.5%	12.2%
\$300,000 - \$399,999	25.3%	19.8%	18.2%
\$400,000 - \$499,999	11.7%	11.8%	11.0%
\$500,000 - \$749,999	9.2%	13.9%	12.7%
\$750,000 - \$999,999	3.3%	5.4%	5.0%
\$1,000,000 +	4.3%	7.2%	6.2%
Average Home Value	\$378,970	\$430,783	\$403,236
2020 Owner Occupied Housing Units by Value			
Total	15,411	71,428	134,295
<\$50,000	0.8%	0.6%	0.8%
\$50,000 - \$99,999	0.6%	1.0%	1.8%
\$100,000 - \$149,999	1.4%	1.6%	2.8%
\$150,000 - \$199,999	4.3%	4.8%	6.7%
\$200,000 - \$249,999	10.7%	8.7%	10.1%
\$250,000 - \$299,999	12.9%	9.7%	10.5%
\$300,000 - \$399,999	24.0%	18.5%	17.4%
\$400,000 - \$499,999	18.4%	16.7%	15.0%
\$500,000 - \$749,999	13.2%	18.1%	17.1%
\$750,000 - \$999,999	6.1%	9.2%	8.6%
\$1,000,000 +	7.6%	11.1%	9.1%
Average Home Value	\$467,165	\$530,180	\$493,583

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	51,749	329,241	794,463
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	19.7%	14.9%	15.9%
25 - 34	38.7%	30.2%	26.9%
35 - 44	15.2%	14.6%	14.4%
45 - 54	9.3%	10.6%	10.8%
55 - 64	7.5%	9.2%	8.4%
65 - 74	3.1%	5.4%	4.8%
75 - 84	1.2%	2.8%	2.6%
85 +	0.3%	1.0%	1.0%
18 +	94.8%	87.0%	82.0%
2015 Population by Age			
Total	57,032	346,519	823,968
0 - 4	3.2%	4.8%	5.9%
5 - 9	1.6%	3.7%	5.0%
10 - 14	0.7%	2.9%	4.3%
15 - 24	17.3%	13.4%	14.5%
25 - 34	37.9%	29.0%	26.2%
35 - 44	16.1%	15.8%	15.1%
45 - 54	9.1%	10.4%	10.6%
55 - 64	7.9%	9.5%	8.9%
65 - 74	4.3%	6.6%	5.8%
75 - 84	1.4%	2.9%	2.6%
85 +	0.5%	1.2%	1.1%
18 +	94.0%	86.9%	82.2%
2020 Population by Age			
Total	61,397	360,284	848,549
0 - 4	3.1%	4.8%	6.0%
5 - 9	1.4%	3.5%	4.7%
10 - 14	1.0%	3.0%	4.3%
15 - 24	14.8%	12.5%	13.4%
25 - 34	38.8%	28.3%	25.7%
35 - 44	17.1%	16.8%	16.0%
45 - 54	8.8%	10.2%	10.4%
55 - 64	7.8%	9.2%	9.0%
65 - 74	4.8%	7.1%	6.4%
75 - 84	1.7%	3.4%	3.0%
85 +	0.5%	1.2%	1.1%
18 +	93.9%	87.2%	82.8%
2010 Population by Sex			
Males	26,237	160,886	393,313
Females	25,511	168,354	401,152
2015 Population by Sex			
Males	28,915	170,042	408,618
Females	28,117	176,477	415,351
2020 Population by Sex			
Males	31,055	176,931	420,600
Females	30,342	183,353	427,950

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	51,747	329,239	794,467
White Alone	70.6%	61.4%	54.3%
Black Alone	9.1%	14.3%	22.6%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	15.4%	13.7%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.9%	7.6%	11.6%
Two or More Races	2.7%	2.5%	2.7%
Hispanic Origin	6.4%	16.6%	25.1%
Diversity Index	53.3	69.9	78.0
2015 Population by Race/Ethnicity			
Total	57,032	346,518	823,970
White Alone	69.1%	60.3%	53.6%
Black Alone	8.3%	13.4%	21.7%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	17.3%	15.1%	9.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.1%	8.1%	12.1%
Two or More Races	3.0%	2.8%	2.9%
Hispanic Origin	7.1%	17.6%	26.1%
Diversity Index	55.4	71.3	79.0
2020 Population by Race/Ethnicity			
Total	61,396	360,284	848,552
White Alone	67.5%	59.2%	52.9%
Black Alone	7.4%	12.4%	20.8%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	19.3%	16.5%	10.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.3%	8.5%	12.5%
Two or More Races	3.2%	3.0%	3.1%
Hispanic Origin	7.9%	18.7%	27.4%
Diversity Index	57.4	72.7	79.9
2010 Population by Relationship and Household Type			
Total	51,748	329,240	794,465
In Households	89.5%	96.2%	95.9%
In Family Households	37.3%	54.1%	61.6%
Householder	15.7%	18.7%	19.0%
Spouse	13.6%	13.6%	11.9%
Child	6.0%	17.0%	23.9%
Other relative	1.5%	3.6%	4.8%
Nonrelative	0.4%	1.3%	2.0%
In Nonfamily Households	52.2%	42.1%	34.3%
In Group Quarters	10.5%	3.8%	4.1%
Institutionalized Population	1.2%	0.6%	1.9%
Noninstitutionalized Population	9.3%	3.2%	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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2015 Population 25+ by Educational Attainment			
Total	44,008	260,773	579,420
Less than 9th Grade	0.7%	5.6%	7.7%
9th - 12th Grade, No Diploma	1.3%	3.8%	6.4%
High School Graduate	4.1%	9.6%	14.0%
GED/Alternative Credential	1.0%	1.3%	2.2%
Some College, No Degree	7.5%	10.6%	13.0%
Associate Degree	3.0%	3.7%	4.1%
Bachelor's Degree	42.5%	35.6%	29.8%
Graduate/Professional Degree	39.9%	29.8%	22.8%
2015 Population 15+ by Marital Status			
Total	53,895	307,217	698,825
Never Married	56.8%	53.3%	55.6%
Married	34.2%	35.0%	33.0%
Widowed	1.4%	3.6%	3.8%
Divorced	7.6%	8.1%	7.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	95.2%	94.2%
Civilian Unemployed	3.8%	4.8%	5.8%
2015 Employed Population 16+ by Industry			
Total	40,232	216,152	455,306
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	1.6%	2.3%	2.9%
Manufacturing	6.9%	7.5%	8.4%
Wholesale Trade	2.4%	2.5%	2.3%
Retail Trade	7.2%	7.1%	7.7%
Transportation/Utilities	3.0%	2.9%	3.8%
Information	2.7%	2.5%	2.5%
Finance/Insurance/Real Estate	15.6%	12.7%	11.5%
Services	57.5%	59.3%	57.7%
Public Administration	2.9%	2.9%	3.0%
2015 Employed Population 16+ by Occupation			
Total	40,231	216,149	455,306
White Collar	86.2%	77.6%	71.9%
Management/Business/Financial	28.5%	25.0%	21.9%
Professional	34.6%	30.2%	26.9%
Sales	14.7%	13.1%	12.4%
Administrative Support	8.4%	9.3%	10.7%
Services	8.3%	13.5%	15.4%
Blue Collar	5.6%	8.9%	12.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.2%	1.8%	2.5%
Installation/Maintenance/Repair	0.8%	1.0%	1.3%
Production	1.5%	3.0%	4.2%
Transportation/Material Moving	2.2%	3.0%	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	29,393	169,524	356,442
Households with 1 Person	55.8%	48.7%	42.9%
Households with 2+ People	44.2%	51.3%	57.1%
Family Households	27.5%	36.4%	42.3%
Husband-wife Families	23.8%	26.4%	26.6%
With Related Children	5.4%	9.3%	11.5%
Other Family (No Spouse Present)	3.7%	9.9%	15.8%
Other Family with Male Householder	1.3%	2.7%	3.9%
With Related Children	0.3%	1.1%	1.8%
Other Family with Female Householder	2.3%	7.2%	11.8%
With Related Children	0.8%	4.2%	7.6%
Nonfamily Households	16.6%	14.9%	14.8%
All Households with Children	6.7%	14.7%	21.2%
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	1.1%	1.0%	1.1%
2010 Households by Size			
Total	29,391	169,523	356,443
1 Person Household	55.8%	48.7%	42.9%
2 Person Household	35.2%	31.8%	29.9%
3 Person Household	6.1%	10.0%	12.0%
4 Person Household	2.3%	5.6%	7.8%
5 Person Household	0.4%	2.2%	3.9%
6 Person Household	0.2%	0.9%	1.8%
7 + Person Household	0.0%	0.7%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	29,394	169,524	356,443
Owner Occupied	46.2%	41.1%	37.8%
Owned with a Mortgage/Loan	41.0%	33.0%	30.4%
Owned Free and Clear	5.2%	8.1%	7.4%
Renter Occupied	53.8%	58.9%	62.2%

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)
2015 Consumer Spending			
Apparel & Services: Total \$	\$134,465,496	\$599,606,569	\$1,071,792,821
Average Spent	\$4,099.43	\$3,332.65	\$2,870.82
Spending Potential Index	177	144	124
Computers & Accessories: Total \$	\$15,134,734	\$66,790,538	\$118,269,418
Average Spent	\$461.41	\$371.23	\$316.79
Spending Potential Index	181	146	125
Education: Total \$	\$94,270,176	\$427,969,150	\$755,490,580
Average Spent	\$2,874.00	\$2,378.68	\$2,023.60
Spending Potential Index	189	156	133
Entertainment/Recreation: Total \$	\$166,273,711	\$755,259,758	\$1,348,231,032
Average Spent	\$5,069.17	\$4,197.78	\$3,611.27
Spending Potential Index	153	127	109
Food at Home: Total \$	\$281,735,631	\$1,276,166,607	\$2,301,709,836
Average Spent	\$8,589.24	\$7,093.01	\$6,165.18
Spending Potential Index	164	136	118
Food Away from Home: Total \$	\$189,056,034	\$840,763,937	\$1,491,546,233
Average Spent	\$5,763.73	\$4,673.01	\$3,995.14
Spending Potential Index	175	142	122
Health Care: Total \$	\$207,543,690	\$964,137,154	\$1,736,617,283
Average Spent	\$6,327.36	\$5,358.73	\$4,651.57
Spending Potential Index	133	113	98
HH Furnishings & Equipment: Total \$	\$96,582,933	\$429,323,904	\$761,771,204
Average Spent	\$2,944.51	\$2,386.21	\$2,040.42
Spending Potential Index	160	130	111
Investments: Total \$	\$111,423,457	\$573,656,101	\$1,025,927,089
Average Spent	\$3,396.95	\$3,188.41	\$2,747.97
Spending Potential Index	123	116	100
Retail Goods: Total \$	\$1,288,683,243	\$5,791,075,509	\$10,363,089,022
Average Spent	\$39,287.93	\$32,187.13	\$27,757.78
Spending Potential Index	154	126	109
Shelter: Total \$	\$950,463,087	\$4,327,667,714	\$7,747,975,132
Average Spent	\$28,976.65	\$24,053.42	\$20,753.13
Spending Potential Index	176	146	126
TV/Video/Audio: Total \$	\$70,177,278	\$315,141,238	\$566,637,331
Average Spent	\$2,139.49	\$1,751.57	\$1,517.75
Spending Potential Index	164	134	116
Travel: Total \$	\$97,317,407	\$446,107,298	\$788,560,289
Average Spent	\$2,966.90	\$2,479.49	\$2,112.18
Spending Potential Index	152	127	108
Vehicle Maintenance & Repairs: Total \$	\$56,950,104	\$256,986,248	\$460,480,543
Average Spent	\$1,736.23	\$1,428.34	\$1,233.41
Spending Potential Index	156	128	111

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.