



**Proposed Location**

Latitude: 41.8803

Longitude: -87.63747

100 S Wacker Dr,  
Chicago, IL 60606-4006

Radius: 1.5 Miles

100 S Wacker Dr,  
Chicago, IL 60606-4006

Radius: 4 Miles

100 S Wacker Dr,  
Chicago, IL 60606-4006

Radius: 8 Miles



2000 Total Population	75,914	516,754	1,989,573
2000 Group Quarters	4,767	19,825	49,306
2009 Total Population	102,755	549,079	2,015,405
2014 Total Population	113,897	561,203	2,011,012
2009 - 2014 Annual Rate	2.08%	0.44%	-0.04%



2000 Households	42,723	228,486	729,882
2000 Average Household Size	1.67	2.17	2.66
2009 Households	56,214	245,566	736,780
2009 Average Household Size	1.71	2.15	2.67
2014 Households	62,602	252,181	736,441
2014 Average Household Size	1.72	2.14	2.66
2009 - 2014 Annual Rate	2.18%	0.53%	-0.01%
2000 Families	14,140	100,531	409,626
2000 Average Family Size	2.58	3.25	3.59
2009 Families	18,277	104,314	400,703
2009 Average Family Size	2.67	3.24	3.66
2014 Families	19,871	104,483	392,475
2014 Average Family Size	2.69	3.25	3.68
2009 - 2014 Annual Rate	1.69%	0.03%	-0.41%



<b>2000 Housing Units</b>	48,778	255,621	799,873
Owner Occupied Housing Units	33.6%	30.2%	33.3%
Renter Occupied Housing Units	54.0%	59.1%	58.0%
Vacant Housing Units	12.5%	10.7%	8.8%
<b>2009 Housing Units</b>	65,916	283,698	838,342
Owner Occupied Housing Units	35.1%	31.0%	33.1%
Renter Occupied Housing Units	50.2%	55.6%	54.8%
Vacant Housing Units	14.7%	13.4%	12.1%
<b>2014 Housing Units</b>	73,099	293,534	849,643
Owner Occupied Housing Units	35.8%	31.0%	32.6%
Renter Occupied Housing Units	49.8%	54.9%	54.1%
Vacant Housing Units	14.4%	14.1%	13.3%

**Median Household Income**

2000	\$56,538	\$42,847	\$37,749
2009	\$75,288	\$58,813	\$51,385
2014	\$75,957	\$62,665	\$54,451

**Median Home Value**

2000	\$243,136	\$224,546	\$157,593
2009	\$343,765	\$311,868	\$221,468
2014	\$376,262	\$343,943	\$241,557

**Per Capita Income**

2000	\$49,048	\$32,039	\$20,732
2009	\$59,665	\$40,288	\$26,274
2014	\$62,456	\$42,871	\$27,756

**Median Age**

2000	34.5	31.1	30.1
2009	36.0	32.0	30.7
2014	36.0	32.1	30.9

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2000 Households by Income**

Household Income Base	1.5 Miles	4 Miles	8 Miles
< \$15,000	42,719 (16.6%)	228,729 (21.0%)	729,590 (21.6%)
\$15,000 - \$24,999	7.1%	10.6%	12.4%
\$25,000 - \$34,999	7.7%	10.5%	12.6%
\$35,000 - \$49,999	14.0%	14.0%	15.8%
\$50,000 - \$74,999	16.7%	15.8%	17.0%
\$75,000 - \$99,999	10.6%	9.0%	8.3%
\$100,000 - \$149,999	12.8%	9.1%	6.9%
\$150,000 - \$199,999	6.6%	3.9%	2.3%
\$200,000+	8.0%	6.1%	3.1%
Average Household Income	\$85,341	\$71,433	\$55,655

**2009 Households by Income**

Household Income Base	56,206	245,515	736,717
< \$15,000	12.7%	16.1%	16.4%
\$15,000 - \$24,999	5.9%	8.4%	9.6%
\$25,000 - \$34,999	5.0%	7.2%	8.7%
\$35,000 - \$49,999	8.5%	11.5%	13.9%
\$50,000 - \$74,999	17.7%	17.0%	18.8%
\$75,000 - \$99,999	17.8%	16.1%	16.2%
\$100,000 - \$149,999	13.2%	10.4%	8.4%
\$150,000 - \$199,999	8.1%	5.3%	3.6%
\$200,000+	11.2%	8.1%	4.3%
Average Household Income	\$106,828	\$88,676	\$70,718

**2014 Households by Income**

Household Income Base	62,595	252,131	736,378
< \$15,000	11.5%	14.7%	15.0%
\$15,000 - \$24,999	5.7%	8.3%	9.5%
\$25,000 - \$34,999	4.9%	6.7%	8.0%
\$35,000 - \$49,999	8.8%	11.6%	14.1%
\$50,000 - \$74,999	18.1%	17.5%	19.5%
\$75,000 - \$99,999	18.2%	17.2%	17.4%
\$100,000 - \$149,999	13.2%	10.2%	8.3%
\$150,000 - \$199,999	8.0%	5.3%	3.6%
\$200,000+	11.6%	8.5%	4.6%
Average Household Income	\$111,448	\$93,857	\$74,491

**2000 Owner Occupied HUs by Value**

Total	16,442	77,337	266,364
<\$50,000	0.9%	2.0%	3.0%
\$50,000 - 99,999	3.9%	9.3%	18.5%
\$100,000 - 149,999	10.4%	15.3%	24.9%
\$150,000 - 199,999	22.2%	17.8%	19.5%
\$200,000 - \$299,999	27.5%	21.5%	16.6%
\$300,000 - 499,999	22.5%	19.2%	11.0%
\$500,000 - 999,999	10.2%	11.2%	5.0%
\$1,000,000+	2.4%	3.6%	1.4%
Average Home Value	\$309,072	\$308,898	\$216,423

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	26,305	151,076	463,060
With Cash Rent	98.5%	98.2%	98.1%
No Cash Rent	1.5%	1.8%	1.9%
Median Rent	\$980	\$617	\$543
Average Rent	\$996	\$701	\$600

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2000 Population by Age**

Total	75,914	516,752	1,989,573
0 - 4	3.7%	6.5%	7.9%
5 - 9	2.9%	6.2%	7.8%
10 - 14	2.5%	5.4%	6.9%
15 - 19	3.6%	6.0%	7.1%
20 - 24	9.8%	9.9%	9.1%
25 - 34	28.7%	24.8%	20.5%
35 - 44	17.9%	15.0%	14.9%
45 - 54	13.3%	10.6%	10.7%
55 - 64	8.5%	6.8%	6.6%
65 - 74	5.2%	4.7%	4.6%
75 - 84	3.0%	3.0%	2.9%
85+	0.8%	1.1%	1.0%
18+	89.5%	78.8%	73.3%

**2009 Population by Age**

Total	102,757	549,078	2,015,405
0 - 4	4.0%	6.6%	8.1%
5 - 9	3.1%	5.6%	7.3%
10 - 14	2.7%	4.8%	6.3%
15 - 19	3.9%	6.0%	7.1%
20 - 24	9.3%	10.0%	9.1%
25 - 34	25.2%	22.9%	19.4%
35 - 44	16.3%	14.3%	13.9%
45 - 54	14.4%	11.9%	11.7%
55 - 64	11.3%	8.9%	8.5%
65 - 74	5.4%	4.7%	4.5%
75 - 84	3.1%	3.0%	2.7%
85+	1.3%	1.4%	1.2%
18+	88.6%	79.9%	74.2%

**2014 Population by Age**

Total	113,897	561,201	2,011,012
0 - 4	4.0%	6.6%	8.1%
5 - 9	3.2%	5.7%	7.4%
10 - 14	2.8%	4.8%	6.4%
15 - 19	3.6%	5.2%	6.2%
20 - 24	9.0%	10.0%	9.4%
25 - 34	25.7%	23.6%	19.8%
35 - 44	14.6%	13.1%	13.0%
45 - 54	13.8%	11.3%	11.0%
55 - 64	12.0%	9.6%	9.3%
65 - 74	6.6%	5.7%	5.5%
75 - 84	3.1%	2.9%	2.7%
85+	1.4%	1.5%	1.3%
18+	88.4%	80.2%	74.6%

**2000 Population by Sex**

Males	50.0%	49.2%	49.4%
Females	50.0%	50.8%	50.6%

**2009 Population by Sex**

Males	50.2%	49.5%	49.6%
Females	49.8%	50.5%	50.4%

**2014 Population by Sex**

Males	50.2%	49.6%	49.6%
Females	49.8%	50.4%	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2000 Population by Race/Ethnicity**

Total	75,915	516,753	1,989,573
White Alone	62.4%	51.7%	43.1%
Black Alone	23.4%	24.1%	29.9%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	9.2%	7.0%	4.7%
Some Other Race Alone	2.6%	14.3%	18.6%
Two or More Races	2.2%	2.5%	3.2%
Hispanic Origin	6.8%	26.3%	34.6%
Diversity Index	60.5	79.8	84.8

**2009 Population by Race/Ethnicity**

Total	102,755	549,081	2,015,405
White Alone	52.2%	46.6%	39.0%
Black Alone	30.6%	26.0%	30.1%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	10.8%	8.1%	5.3%
Some Other Race Alone	3.6%	16.1%	21.6%
Two or More Races	2.7%	2.9%	3.6%
Hispanic Origin	10.1%	30.1%	40.1%
Diversity Index	69.2	83.1	87.2

**2014 Population by Race/Ethnicity**

Total	113,897	561,202	2,011,012
White Alone	48.4%	44.1%	37.1%
Black Alone	31.8%	26.5%	30.0%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	12.2%	8.8%	5.7%
Some Other Race Alone	4.3%	17.1%	23.1%
Two or More Races	3.0%	3.1%	3.7%
Hispanic Origin	12.3%	32.2%	42.8%
Diversity Index	72.6	84.7	88.2



**2000 Population 3+ by School Enrollment**

Total	74,085	496,209	1,893,671
Enrolled in Nursery/Preschool	0.9%	1.8%	1.8%
Enrolled in Kindergarten	0.6%	1.3%	1.7%
Enrolled in Grade 1-8	4.5%	9.9%	12.8%
Enrolled in Grade 9-12	1.9%	4.3%	5.8%
Enrolled in College	9.0%	6.8%	5.6%
Enrolled in Grad/Prof School	6.9%	3.8%	2.3%
Not Enrolled in School	76.1%	72.1%	70.0%

**2009 Population 25+ by Educational Attainment**

Total	79,142	367,850	1,249,375
Less than 9th Grade	2.7%	10.2%	13.6%
9th - 12th Grade, No Diploma	5.0%	9.6%	12.8%
High School Graduate	10.0%	15.9%	22.6%
Some College, No Degree	14.5%	13.2%	15.2%
Associate Degree	4.3%	4.1%	4.8%
Bachelor's Degree	31.8%	26.2%	18.1%
Graduate/Professional Degree	31.7%	20.9%	12.9%

**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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2009 Population 15+ by Marital Status**

Total	92,653	455,799	1,577,660
Never Married	47.2%	49.4%	46.3%
Married	37.8%	36.4%	39.6%
Widowed	4.0%	5.2%	5.6%
Divorced	11.0%	8.9%	8.6%



**2000 Population 16+ by Employment Status**

Total	68,892	418,728	1,512,534
In Labor Force	72.9%	66.4%	62.1%
Civilian Employed	67.7%	60.4%	55.8%
Civilian Unemployed	5.1%	6.0%	6.3%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	27.1%	33.6%	37.9%

**2009 Civilian Population 16+ in Labor Force**

Civilian Employed	90.4%	88.7%	86.4%
Civilian Unemployed	9.6%	11.3%	13.6%

**2014 Civilian Population 16+ in Labor Force**

Civilian Employed	93.0%	92.2%	90.7%
Civilian Unemployed	7.0%	7.8%	9.3%

**2000 Females 16+ by Employment Status and Age of Children**

Total	34,646	215,259	774,092
Own Children < 6 Only	4.9%	6.8%	7.7%
Employed/in Armed Forces	2.6%	3.3%	3.6%
Unemployed	0.2%	0.4%	0.6%
Not in Labor Force	2.0%	3.1%	3.5%
Own Children < 6 and 6-17 Only	2.0%	4.8%	7.0%
Employed/in Armed Forces	1.1%	2.0%	3.1%
Unemployed	0.3%	0.5%	0.6%
Not in Labor Force	0.6%	2.3%	3.3%
Own Children 6-17 Only	5.4%	10.5%	14.2%
Employed/in Armed Forces	3.4%	5.8%	8.0%
Unemployed	0.4%	0.8%	1.0%
Not in Labor Force	1.6%	4.0%	5.2%
No Own Children < 18	87.8%	77.8%	71.0%
Employed/in Armed Forces	56.6%	44.4%	36.1%
Unemployed	3.2%	3.6%	3.6%
Not in Labor Force	28.0%	29.8%	31.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2009 Employed Population 16+ by Industry**

	1.5 Miles	4 Miles	8 Miles
Total	58,454	261,501	828,302
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.4%	3.1%	4.1%
Manufacturing	4.9%	7.4%	10.4%
Wholesale Trade	2.7%	3.2%	3.3%
Retail Trade	6.0%	6.9%	8.2%
Transportation/Utilities	3.6%	4.0%	5.3%
Information	3.8%	3.4%	2.8%
Finance/Insurance/Real Estate	16.7%	13.6%	10.3%
Services	56.2%	55.1%	52.3%
Public Administration	3.7%	3.2%	3.1%

**2009 Employed Population 16+ by Occupation**

	1.5 Miles	4 Miles	8 Miles
Total	58,454	261,503	828,302
White Collar	83.3%	73.4%	61.4%
Management/Business/Financial	27.5%	21.7%	14.8%
Professional	34.2%	28.5%	22.7%
Sales	12.2%	12.4%	10.7%
Administrative Support	9.5%	10.7%	13.2%
Services	10.3%	14.2%	18.3%
Blue Collar	6.4%	12.4%	20.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.5%	2.4%	3.7%
Installation/Maintenance/Repair	0.9%	1.4%	2.5%
Production	1.6%	4.2%	7.2%
Transportation/Material Moving	2.5%	4.4%	6.8%



**2000 Workers 16+ by Means of Transportation to Work**

	1.5 Miles	4 Miles	8 Miles
Total	45,772	248,492	824,485
Drove Alone - Car, Truck, or Van	29.7%	38.0%	45.3%
Carpooled - Car, Truck, or Van	7.3%	12.4%	15.3%
Public Transportation	27.0%	31.9%	28.2%
Walked	30.0%	12.4%	7.1%
Other Means	1.4%	1.8%	1.5%
Worked at Home	4.7%	3.4%	2.6%

**2000 Workers 16+ by Travel Time to Work**

	1.5 Miles	4 Miles	8 Miles
Total	45,771	248,493	824,485
Did Not Work at Home	95.3%	96.6%	97.4%
Less than 5 minutes	2.1%	1.7%	1.3%
5 to 9 minutes	9.7%	6.3%	4.5%
10 to 19 minutes	34.7%	24.8%	18.6%
20 to 24 minutes	15.3%	14.3%	12.4%
25 to 34 minutes	13.9%	21.8%	23.8%
35 to 44 minutes	4.8%	7.1%	9.1%
45 to 59 minutes	6.3%	9.6%	13.8%
60 to 89 minutes	5.5%	7.9%	10.1%
90 or more minutes	2.9%	3.1%	3.7%
Worked at Home	4.7%	3.4%	2.6%
Average Travel Time to Work (in min)	25.2	29.8	33.8

**2000 Households by Vehicles Available**

	1.5 Miles	4 Miles	8 Miles
Total	42,785	228,601	729,980
None	38.0%	35.6%	31.7%
1	50.3%	46.7%	44.2%
2	10.3%	14.7%	18.8%
3	1.2%	2.2%	3.8%
4	0.1%	0.4%	0.9%
5+	0.1%	0.3%	0.6%
Average Number of Vehicles Available	0.8	0.9	1.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2000 Households by Type**

Total	42,722	228,486	729,882
Family Households	33.1%	44.0%	56.1%
Married-couple Family	24.6%	27.4%	33.2%
With Related Children	5.3%	12.1%	18.5%
Other Family (No Spouse)	8.5%	16.6%	22.9%
With Related Children	4.9%	10.7%	15.0%
Nonfamily Households	66.9%	56.0%	43.9%
Householder Living Alone	57.0%	45.0%	34.7%
Householder Not Living Alone	9.9%	11.0%	9.2%
Households with Related Children	10.2%	22.8%	33.4%
Households with Persons 65+	12.7%	15.8%	17.9%

**2000 Households by Size**

Total	42,723	228,486	729,882
1 Person Household	57.0%	45.0%	34.7%
2 Person Household	30.6%	27.3%	25.1%
3 Person Household	6.7%	11.1%	13.6%
4 Person Household	3.3%	7.6%	11.0%
5 Person Household	1.3%	4.6%	7.4%
6 Person Household	0.7%	2.3%	3.9%
7+ Person Household	0.4%	2.1%	4.3%

**2000 Households by Year Householder Moved In**

Total	42,785	228,601	729,980
Moved in 1999 to March 2000	36.2%	28.4%	24.8%
Moved in 1995 to 1998	36.7%	35.3%	33.7%
Moved in 1990 to 1994	12.2%	13.8%	14.8%
Moved in 1980 to 1989	9.3%	11.2%	12.5%
Moved in 1970 to 1979	3.5%	6.0%	7.1%
Moved in 1969 or Earlier	2.1%	5.4%	7.0%
Median Year Householder Moved In	1997	1997	1996



**2000 Housing Units by Units in Structure**

Total	48,965	255,801	800,036
1, Detached	2.1%	6.7%	14.7%
1, Attached	4.8%	4.9%	3.2%
2	3.0%	13.0%	20.6%
3 or 4	3.7%	16.5%	16.5%
5 to 9	4.6%	10.6%	10.8%
10 to 19	2.5%	4.0%	5.9%
20+	79.2%	44.2%	28.1%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

Total	48,941	255,671	800,036
1999 to March 2000	4.1%	2.1%	1.1%
1995 to 1998	4.9%	4.2%	2.3%
1990 to 1994	9.6%	4.1%	2.1%
1980 to 1989	21.2%	8.3%	4.6%
1970 to 1979	14.8%	11.5%	8.7%
1969 or Earlier	45.4%	69.7%	81.2%
Median Year Structure Built	1973	1953	1945

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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100 S Wacker Dr,  
 Chicago, IL 60606-4006  
 Radius: 8 Miles

Top 3 Tapestry Segments

1.	Metro Renters	Metro Renters	Metro Renters
2.	Laptops and Lattes	Laptops and Lattes	International Marketpl
3.	City Strivers	Trendsetters	Las Casas

 **2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$163,461,000	\$593,054,664	\$1,410,298,576
Average Spent	\$2,907.83	\$2,415.05	\$1,914.14
Spending Potential Index	116	96	76
Computers & Accessories: Total \$	\$20,716,722	\$74,609,766	\$177,007,300
Average Spent	\$368.53	\$303.83	\$240.24
Spending Potential Index	161	133	105
Education: Total \$	\$116,642,697	\$413,786,664	\$970,308,089
Average Spent	\$2,074.98	\$1,685.03	\$1,316.96
Spending Potential Index	165	134	105
Entertainment/Recreation: Total \$	\$270,120,060	\$970,543,933	\$2,310,798,944
Average Spent	\$4,805.21	\$3,952.27	\$3,136.35
Spending Potential Index	148	122	97
Food at Home: Total \$	\$393,920,550	\$1,463,470,014	\$3,545,440,100
Average Spent	\$7,007.52	\$5,959.58	\$4,812.07
Spending Potential Index	154	131	106
Food Away from Home: Total \$	\$297,659,940	\$1,077,800,236	\$2,567,549,343
Average Spent	\$5,295.12	\$4,389.05	\$3,484.82
Spending Potential Index	159	132	105
Health Care: Total \$	\$277,571,220	\$1,015,428,853	\$2,452,498,320
Average Spent	\$4,937.76	\$4,135.05	\$3,328.67
Spending Potential Index	131	110	88
HH Furnishings & Equipment: Total \$	\$159,483,917	\$576,043,451	\$1,381,804,158
Average Spent	\$2,837.09	\$2,345.78	\$1,875.46
Spending Potential Index	131	108	86
Investments: Total \$	\$108,787,530	\$381,482,308	\$893,500,240
Average Spent	\$1,935.24	\$1,553.48	\$1,212.71
Spending Potential Index	135	108	84
Retail Goods: Total \$	\$2,015,082,613	\$7,335,411,956	\$17,672,544,827
Average Spent	\$35,846.63	\$29,871.45	\$23,986.19
Spending Potential Index	139	116	93
Shelter: Total \$	\$1,448,460,533	\$5,303,162,008	\$12,700,273,249
Average Spent	\$25,766.90	\$21,595.67	\$17,237.54
Spending Potential Index	165	138	110
TV/Video/Sound Equipment: Total \$	\$106,094,639	\$383,776,923	\$912,814,648
Average Spent	\$1,887.33	\$1,562.83	\$1,238.92
Spending Potential Index	155	129	102
Travel: Total \$	\$153,995,225	\$555,335,597	\$1,327,213,355
Average Spent	\$2,739.45	\$2,261.45	\$1,801.37
Spending Potential Index	148	122	98
Vehicle Maintenance & Repairs: Total \$	\$77,786,964	\$284,376,607	\$685,671,215
Average Spent	\$1,383.76	\$1,158.05	\$930.63
Spending Potential Index	148	124	99

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.