



Market Profile

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

Latitude: 41.88055
Longitude: -87.63701

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	27,664	299,688	809,619
2010 Total Population	51,748	329,460	794,466
2013 Total Population	55,508	341,547	816,375
2013 Group Quarters	5,512	12,465	32,360
2018 Total Population	59,598	355,889	844,008
2013-2018 Annual Rate	1.43%	0.83%	0.67%
Household Summary			
2000 Households	15,811	141,401	332,563
2000 Average Household Size	1.56	2.04	2.34
2010 Households	29,394	169,631	356,443
2010 Average Household Size	1.58	1.87	2.14
2013 Households	31,664	176,196	367,323
2013 Average Household Size	1.58	1.87	2.13
2018 Households	34,371	184,618	382,205
2018 Average Household Size	1.57	1.86	2.12
2013-2018 Annual Rate	1.65%	0.94%	0.80%
2010 Families	8,089	61,694	150,858
2010 Average Family Size	2.36	2.82	3.14
2013 Families	8,585	63,184	153,625
2013 Average Family Size	2.37	2.83	3.14
2018 Families	9,164	65,295	157,972
2018 Average Family Size	2.36	2.82	3.13
2013-2018 Annual Rate	1.31%	0.66%	0.56%
Housing Unit Summary			
2000 Housing Units	18,086	159,178	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	198,142	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%
2013 Housing Units	38,089	201,812	417,546
Owner Occupied Housing Units	36.9%	34.2%	31.6%
Renter Occupied Housing Units	46.3%	53.1%	56.4%
Vacant Housing Units	16.9%	12.7%	12.0%
2018 Housing Units	39,076	205,576	424,909
Owner Occupied Housing Units	39.9%	36.0%	33.3%
Renter Occupied Housing Units	48.1%	53.8%	56.7%
Vacant Housing Units	12.0%	10.2%	10.1%
Median Household Income			
2013	\$81,265	\$60,580	\$51,308
2018	\$94,610	\$76,840	\$61,040
Median Home Value			
2013	\$284,062	\$303,094	\$281,845
2018	\$356,832	\$401,344	\$370,001
Per Capita Income			
2013	\$64,899	\$48,489	\$36,880
2018	\$76,725	\$57,702	\$43,721
Median Age			
2010	30.9	32.6	31.5
2013	31.4	33.1	32.1
2018	31.8	33.6	32.7

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Households by Income			
Household Income Base	31,664	176,196	367,323
<\$15,000	9.6%	16.2%	17.8%
\$15,000 - \$24,999	5.0%	7.6%	10.0%
\$25,000 - \$34,999	4.4%	7.2%	9.1%
\$35,000 - \$49,999	7.6%	10.5%	11.8%
\$50,000 - \$74,999	18.8%	16.3%	16.0%
\$75,000 - \$99,999	14.8%	11.3%	9.9%
\$100,000 - \$149,999	18.4%	13.2%	11.7%
\$150,000 - \$199,999	9.6%	7.2%	5.8%
\$200,000+	11.9%	10.4%	7.8%
Average Household Income	\$109,635	\$92,683	\$80,172
2018 Households by Income			
Household Income Base	34,371	184,618	382,205
<\$15,000	8.0%	14.9%	16.8%
\$15,000 - \$24,999	3.5%	5.7%	7.7%
\$25,000 - \$34,999	3.5%	6.3%	8.3%
\$35,000 - \$49,999	5.8%	8.9%	10.3%
\$50,000 - \$74,999	14.2%	12.9%	13.1%
\$75,000 - \$99,999	18.1%	14.4%	12.8%
\$100,000 - \$149,999	22.0%	16.5%	14.9%
\$150,000 - \$199,999	11.9%	9.2%	7.4%
\$200,000+	13.0%	11.4%	8.7%
Average Household Income	\$129,061	\$110,026	\$94,829
2013 Owner Occupied Housing Units by Value			
Total	14,045	68,913	131,883
<\$50,000	1.6%	1.5%	1.6%
\$50,000 - \$99,999	1.7%	3.0%	4.6%
\$100,000 - \$149,999	4.7%	6.2%	8.4%
\$150,000 - \$199,999	11.8%	11.4%	12.8%
\$200,000 - \$249,999	18.7%	14.4%	14.6%
\$250,000 - \$299,999	16.9%	13.0%	12.3%
\$300,000 - \$399,999	22.6%	18.9%	17.0%
\$400,000 - \$499,999	8.7%	10.4%	9.5%
\$500,000 - \$749,999	8.0%	12.0%	10.8%
\$750,000 - \$999,999	2.7%	4.3%	3.9%
\$1,000,000 +	2.6%	5.1%	4.3%
Average Home Value	\$341,461	\$387,032	\$361,442
2018 Owner Occupied Housing Units by Value			
Total	15,590	74,018	141,245
<\$50,000	0.3%	0.3%	0.6%
\$50,000 - \$99,999	0.4%	0.8%	1.6%
\$100,000 - \$149,999	1.1%	1.6%	2.7%
\$150,000 - \$199,999	6.2%	6.0%	8.2%
\$200,000 - \$249,999	13.1%	10.2%	12.0%
\$250,000 - \$299,999	15.5%	11.9%	12.5%
\$300,000 - \$399,999	23.6%	18.9%	17.8%
\$400,000 - \$499,999	15.3%	15.5%	13.9%
\$500,000 - \$749,999	15.0%	18.3%	16.1%
\$750,000 - \$999,999	5.7%	8.8%	8.1%
\$1,000,000 +	3.8%	7.6%	6.6%
Average Home Value	\$427,254	\$491,038	\$458,944

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	51,749	329,462	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%
2013 Population by Age			
Total	55,506	341,546	816,377
0 - 4	3.3%	4.9%	6.1%
5 - 9	1.2%	3.4%	4.8%
10 - 14	0.6%	2.9%	4.3%
15 - 24	18.1%	14.0%	15.2%
25 - 34	39.4%	30.1%	26.8%
35 - 44	15.3%	14.8%	14.6%
45 - 54	9.1%	10.4%	10.6%
55 - 64	7.8%	9.6%	8.9%
65 - 74	3.6%	6.0%	5.2%
75 - 84	1.3%	2.8%	2.6%
85 +	0.4%	1.1%	1.1%
18 +	94.5%	87.1%	82.2%
2018 Population by Age			
Total	59,599	355,890	844,009
0 - 4	3.2%	4.9%	6.1%
5 - 9	1.2%	3.3%	4.7%
10 - 14	0.7%	2.9%	4.3%
15 - 24	15.4%	12.9%	14.2%
25 - 34	40.6%	29.6%	26.2%
35 - 44	15.7%	15.4%	15.0%
45 - 54	8.5%	9.7%	10.0%
55 - 64	8.1%	9.8%	9.1%
65 - 74	4.4%	7.1%	6.3%
75 - 84	1.6%	3.2%	2.9%
85 +	0.4%	1.2%	1.2%
18 +	94.4%	87.1%	82.3%
2010 Population by Sex			
Males	26,237	160,992	393,313
Females	25,511	168,468	401,152
2013 Population by Sex			
Males	28,175	167,277	404,356
Females	27,333	174,270	412,019
2018 Population by Sex			
Males	30,336	174,895	418,583
Females	29,262	180,994	425,425

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	51,747	329,460	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%	16.5%	25.1%
Diversity Index	53.3	69.9	78.0
2013 Population by Race/Ethnicity			
Total	55,508	341,547	816,375
White Alone	70.0%	60.9%	54.0%
Black Alone	8.9%	14.0%	22.2%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	15.9%	14.0%	8.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.0%	7.9%	11.9%
Two or More Races	2.9%	2.7%	2.8%
Hispanic Origin	6.8%	17.2%	25.8%
Diversity Index	54.4	70.7	78.5
2018 Population by Race/Ethnicity			
Total	59,598	355,888	844,008
White Alone	68.9%	60.1%	53.6%
Black Alone	8.4%	13.4%	21.5%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	17.0%	14.7%	9.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	8.3%	12.4%
Two or More Races	3.2%	2.9%	3.0%
Hispanic Origin	7.7%	18.5%	27.1%
Diversity Index	56.1	72.0	79.4
2010 Population by Relationship and Household Type			
Total	51,748	329,460	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Population 25+ by Educational Attainment			
Total	42,686	255,542	568,575
Less than 9th Grade	1.0%	6.4%	8.4%
9th - 12th Grade, No Diploma	2.3%	4.8%	7.6%
High School Graduate	5.7%	11.4%	16.5%
Some College, No Degree	9.0%	11.2%	13.3%
Associate Degree	3.1%	3.8%	3.9%
Bachelor's Degree	42.1%	34.3%	29.1%
Graduate/Professional Degree	36.8%	28.0%	21.2%
2013 Population 15+ by Marital Status			
Total	52,728	303,417	692,509
Never Married	52.8%	50.6%	53.2%
Married	36.1%	36.6%	34.6%
Widowed	2.1%	3.9%	4.0%
Divorced	8.9%	8.9%	8.2%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	92.7%	91.0%	89.2%
Civilian Unemployed	7.3%	9.0%	10.8%
2013 Employed Population 16+ by Industry			
Total	37,392	202,978	429,354
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	1.5%	2.1%	2.7%
Manufacturing	7.0%	7.5%	8.5%
Wholesale Trade	2.4%	2.5%	2.3%
Retail Trade	7.4%	7.1%	7.7%
Transportation/Utilities	2.8%	2.7%	3.5%
Information	2.4%	2.3%	2.3%
Finance/Insurance/Real Estate	15.9%	13.1%	11.8%
Services	57.7%	59.6%	58.1%
Public Administration	2.9%	2.9%	3.0%
2013 Employed Population 16+ by Occupation			
Total	37,391	202,979	429,351
White Collar	86.4%	77.8%	72.1%
Management/Business/Financial	28.9%	25.3%	22.2%
Professional	34.5%	30.3%	27.0%
Sales	14.7%	13.0%	12.3%
Administrative Support	8.3%	9.2%	10.6%
Services	8.2%	13.4%	15.4%
Blue Collar	5.4%	8.7%	12.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.0%	1.6%	2.2%
Installation/Maintenance/Repair	0.7%	0.9%	1.2%
Production	1.5%	3.1%	4.4%
Transportation/Material Moving	2.2%	3.0%	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	29,393	169,631	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	169,630	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	169,631	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	Metro Renters	Metro Renters
2.	Laptops and Lattes	Laptops and Lattes	Laptops and Lattes
3.	College Towns	Trendsetters	Trendsetters
2013 Consumer Spending			
Apparel & Services: Total \$	\$82,020,780	\$381,543,731	\$687,884,759
Average Spent	\$2,590.35	\$2,165.45	\$1,872.70
Spending Potential Index	114	96	83
Computers & Accessories: Total \$	\$13,445,965	\$62,461,809	\$111,642,127
Average Spent	\$424.65	\$354.50	\$303.93
Spending Potential Index	171	143	122
Education: Total \$	\$86,741,242	\$402,481,585	\$716,576,670
Average Spent	\$2,739.43	\$2,284.28	\$1,950.81
Spending Potential Index	188	157	134
Entertainment/Recreation: Total \$	\$155,879,022	\$733,985,447	\$1,324,244,575
Average Spent	\$4,922.91	\$4,165.73	\$3,605.12
Spending Potential Index	151	128	111
Food at Home: Total \$	\$245,549,956	\$1,163,103,845	\$2,124,858,586
Average Spent	\$7,754.86	\$6,601.19	\$5,784.71
Spending Potential Index	154	131	115
Food Away from Home: Total \$	\$171,843,102	\$796,644,415	\$1,430,445,562
Average Spent	\$5,427.08	\$4,521.35	\$3,894.24
Spending Potential Index	170	142	122
Health Care: Total \$	\$178,817,197	\$859,452,246	\$1,564,112,631
Average Spent	\$5,647.33	\$4,877.82	\$4,258.14
Spending Potential Index	127	110	96
HH Furnishings & Equipment: Total \$	\$77,826,837	\$360,447,223	\$646,703,745
Average Spent	\$2,457.90	\$2,045.72	\$1,760.59
Spending Potential Index	136	113	98
Investments: Total \$	\$93,112,241	\$494,395,405	\$875,004,282
Average Spent	\$2,940.63	\$2,805.94	\$2,382.11
Spending Potential Index	142	135	115
Retail Goods: Total \$	\$1,073,910,276	\$5,033,904,402	\$9,112,052,385
Average Spent	\$33,915.81	\$28,569.91	\$24,806.65
Spending Potential Index	141	118	103
Shelter: Total \$	\$863,818,587	\$4,093,647,617	\$7,387,646,672
Average Spent	\$27,280.78	\$23,233.49	\$20,112.13
Spending Potential Index	168	143	124
TV/Video/Audio: Total \$	\$63,892,169	\$295,669,998	\$534,981,738
Average Spent	\$2,017.82	\$1,678.07	\$1,456.43
Spending Potential Index	157	130	113
Travel: Total \$	\$85,284,981	\$408,171,775	\$731,703,668
Average Spent	\$2,693.44	\$2,316.58	\$1,991.99
Spending Potential Index	147	126	109
Vehicle Maintenance & Repairs: Total \$	\$51,340,711	\$240,654,941	\$435,543,673
Average Spent	\$1,621.42	\$1,365.84	\$1,185.72
Spending Potential Index	148	125	108

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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