



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		2021	2026
Population		71,839	79,539
Population 18+		66,685	73,648
Households		41,940	46,878
Median Household Income		\$122,586	\$135,928
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Did banking in person in last 12 months	35,117	52.7%	99
Bank/financial institution used: Bank of America	12,219	18.3%	137
Bank/financial institution used: Capital One	6,320	9.5%	133
Bank/financial institution used: Chase	14,307	21.5%	145
Bank/financial institution used: Citibank	3,896	5.8%	144
Bank/financial institution used: PNC	3,347	5.0%	142
Bank/financial institution used: U.S. Bank	1,665	2.5%	72
Bank/financial institution used: Wells Fargo	9,753	14.6%	119
Bank/financial institution used: credit union	11,058	16.6%	84
Bank/financial inst used: local/community bank	3,711	5.6%	55
Did banking by mail in last 12 months	1,893	2.8%	87
Did banking by phone in last 12 months	6,467	9.7%	92
Did banking online in last 12 months	36,879	55.3%	128
Did banking on mobile device in last 12 months	28,524	42.8%	133
Used ATM/cash machine in last 12 months	43,530	65.3%	121
Used direct deposit of paycheck in last 12 months	31,694	47.5%	104
Did banking w/paperless statements in last 12 months	24,598	36.9%	128
Have interest checking account	20,037	30.0%	100
Have non-interest checking account	24,044	36.1%	117
Have savings account	45,280	67.9%	114
Have overdraft protection	17,950	26.9%	96
Have auto loan	12,666	19.0%	87
Have personal loan for education (student loan)	5,809	8.7%	118
Have personal loan - not for education	2,213	3.3%	89
Have home mortgage (1st)	22,310	33.5%	103
Have 2nd mortgage (home equity loan)	2,247	3.4%	74
Have home equity line of credit	1,587	2.4%	77
Have personal line of credit	2,272	3.4%	92
Have 401(k) retirement savings plan	16,038	24.1%	138
Have 403(b) retirement savings plan	2,817	4.2%	111
Have Roth IRA retirement savings plan	10,137	15.2%	159
Have Traditional IRA retirement savings plan	11,450	17.2%	141
Own any securities investment	27,463	41.2%	116
Own any annuity	1,152	1.7%	63
Own certificate of deposit (more than 6 months)	3,140	4.7%	140
Own shares in money market fund	3,851	5.8%	117
Own shares in mutual fund (bonds)	4,367	6.5%	126
Own shares in mutual fund (stock)	8,090	12.1%	151
Own any stock	6,502	9.8%	117
Own common stock in company you don` t work for	5,424	8.1%	135
Own U.S. savings bond	4,457	6.7%	137
Own investment real estate	3,472	5.2%	124
Own vacation/weekend home	1,888	2.8%	73
Used a lawyer in last 12 months	3,439	5.2%	58
Used a real estate agent in last 12 months	4,076	6.1%	98
Used financial planner in last 12 months	4,716	7.1%	83
Own 1 credit card	12,815	19.2%	112
Own 2 credit cards	9,657	14.5%	93
Own 3 credit cards	9,816	14.7%	134
Own 4 credit cards	5,503	8.3%	121
Own 5 credit cards	2,903	4.4%	105
Own 6+ credit cards	5,849	8.8%	118

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

June 09, 2021