

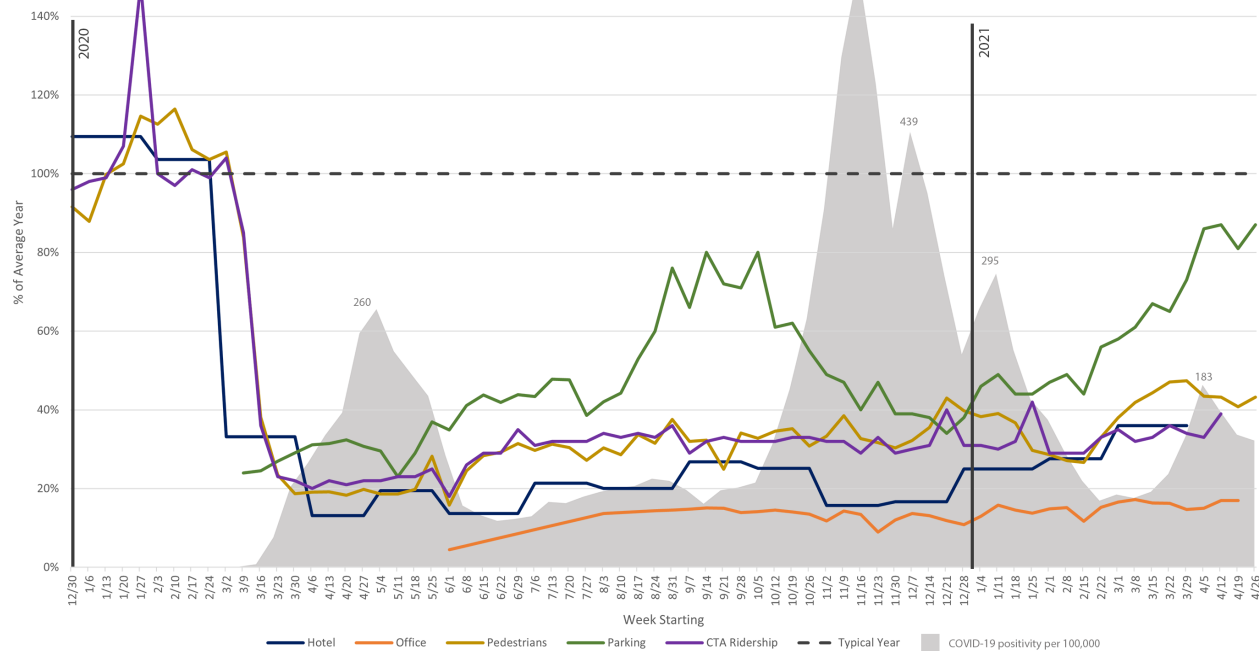
# APRIL BY THE NUMBERS

To help you better understand the status and operational plans of Loop businesses, Chicago Loop Alliance has compiled data from multiple sources, including monthly stakeholder surveys and data shared by partner organizations.

All metrics showed an upward trend in April, most notably parking volumes, which reached 87% of a normal year—the closest to normal this metric has come since the start of the pandemic. Pedestrian activity took a slight dip compared to March, but this coincides with overcast and chillier weather, and levels are still consistently closer to normal than they’ve been throughout the pandemic. CTA ridership is trending upward, hitting about 40% of normal levels. And hotel occupancy for March, the most recent data, were the closest to normal they’ve been since the start of the pandemic, at around 36% of normal.

The greatest room for improvement is in office human occupancy, which rose marginally in April, hovering around 16% of normal. Large gains are expected here this summer, as BMO Harris, JPMorgan Chase, and Citadel have announced that, combined, they’ll bring 10,000 workers back downtown in June and July. And according to survey respondents, the percentage of businesses “unsure” of when staff will return to on-site work has dropped dramatically over the past two months.

## YEAR OVER YEAR



**Pedestrian Data:** Chicago Loop Alliance’s pedestrian counters track pedestrian activity on State Street. Eighteen counters are located on the east and west sides of State Street from Wacker to Ida B. Wells and count each time a person enters onto State Street. These pedestrians could be employees, visitors, shoppers, residents, students, etc.

**Office Human Occupancy:** Occupancy data is calculated as the percentage of people physically in office buildings compared to the same week in 2019. The data is aggregated from a sampling of 12 anonymous office buildings in the Loop.

**Parking:** Parking is calculated as the percentage of parking spots occupied in the Loop compared to the same week in 2019. The data is aggregated based on all Loop parking spots from two anonymous Loop-wide parking operators.

**Hotel:** Numbers are based on hotel room occupancy of 15 Loop hotels, provided by STR, Inc.

**CTA Ridership:** Ridership is calculated as the percentage of rides on both trains and buses each week compared to the same week in 2019. Source: Chicago Transit Authority.

**Covid Positivity:** Covid data is reported as the number of cases per 100,000 residents. This data is not reported as a percentage of 2019, but is meant to show comparisons between reopening data and Covid positivity trends. Source: City of Chicago Covid Dashboard.

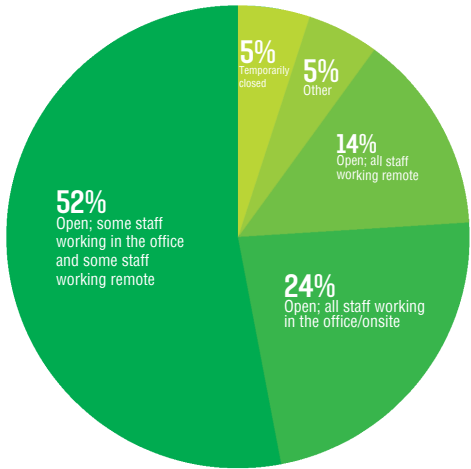
# STAKEHOLDER SURVEY

42 respondents representing a wide variety of industries and perspectives reported their activity in the Loop during April.

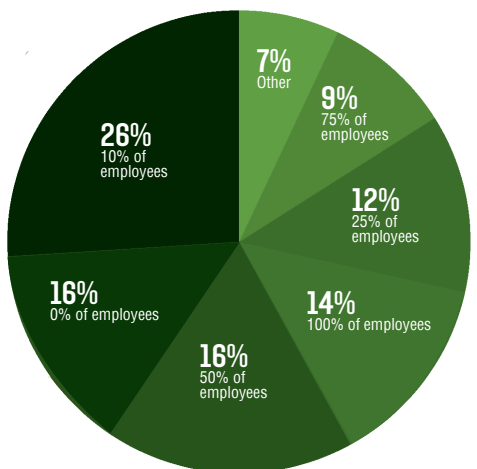
## SURVEY PARTICIPANT INDUSTRIES

- Arts/Cultural Attractions/Entertainment: **21%**
- Real Estate/Development: **16%**
- Hotels/ Lodging: **14%**
- Restaurant/Bar/Private Club: **11%**
- Property: Commercial: **9%**
- Architecture/Engineering/Construction: **7%**
- Education: **7%**
- Parking/Transportation: **4%**
- Retail: **4%**
- Service Provider: **4%**
- Media: **2%**
- Health/Wellness: **2%**
- Other: **16%**

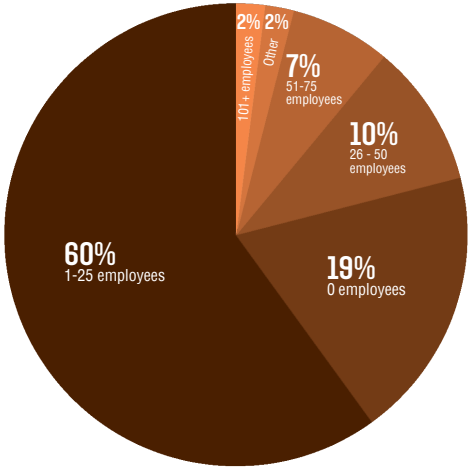
### WHAT IS YOUR CURRENT OPERATION STATUS?



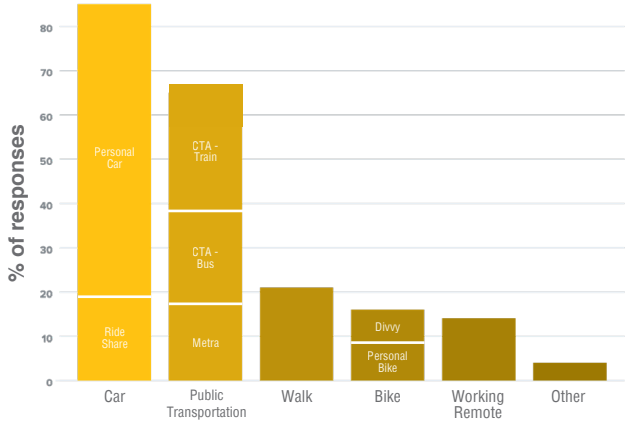
### WHAT PERCENTAGE OF YOUR EMPLOYEES ARE WORKING FULL-TIME IN THE LOOP IN APRIL?



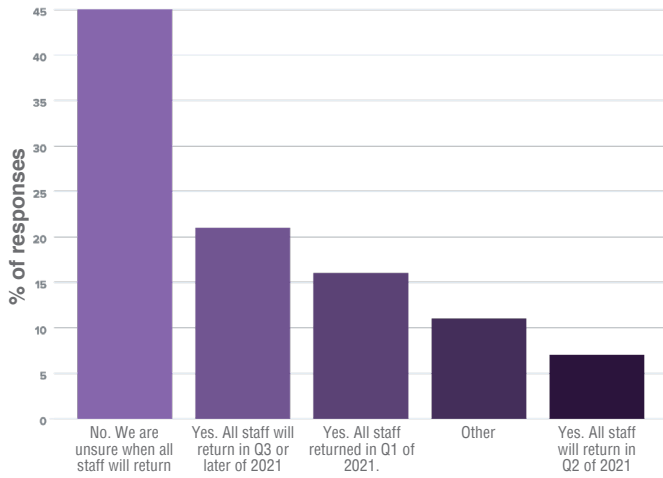
### HOW MANY OF YOUR EMPLOYEES ARE WORKING FULL-TIME IN THE LOOP IN APRIL?



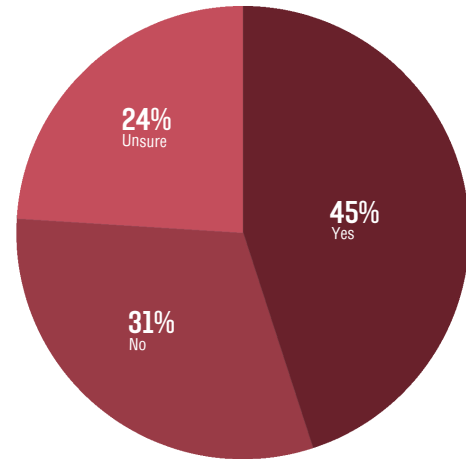
### HOW ARE YOU GETTING TO WORK IN THE LOOP?



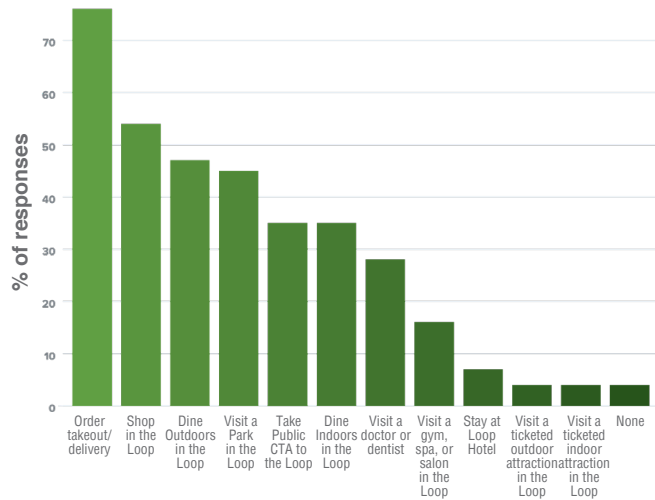
### DOES YOUR ORGANIZATION HAVE A PLAN FOR EMPLOYEES TO RETURN TO THE LOOP?



### DID YOU VISIT THE LOOP DURING A WEEKEND IN APRIL?



### WHICH OF THE FOLLOWING ACTIVITIES WILL YOU PARTICIPATE IN THIS MONTH?



### DOES THE ROLLOUT OF A COVID-19 VACCINE IMPACT YOUR PLANS TO RETURN TO THE OFFICE?

