



Retail Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 1 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2016	2021
Population		60,384	65,062
Population 18+		56,815	60,858
Households		34,823	37,734
Median Household Income		\$93,783	\$104,798

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	25,083	44.1%	93
Bought any women's clothing in last 12 months	25,600	45.1%	103
Bought clothing for child <13 years in last 6 months	6,708	11.8%	43
Bought any shoes in last 12 months	32,328	56.9%	106
Bought costume jewelry in last 12 months	9,588	16.9%	86
Bought any fine jewelry in last 12 months	11,712	20.6%	112
Bought a watch in last 12 months	6,822	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	25,784	74.0%	87
HH bought/leased new vehicle last 12 mo	2,056	5.9%	63
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	42,112	74.1%	87
Bought/changed motor oil in last 12 months	19,197	33.8%	69
Had tune-up in last 12 months	17,274	30.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,464	65.9%	101
Drank regular cola in last 6 months	22,301	39.3%	87
Drank beer/ale in last 6 months	31,752	55.9%	131
Cameras (Adults)			
Own digital point & shoot camera	17,870	31.5%	108
Own digital single-lens reflex (SLR) camera	5,168	9.1%	105
Bought any camera in last 12 months	3,477	6.1%	107
Printed digital photos in last 12 months	1,261	2.2%	76
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	23,619	41.6%	115
Have a smartphone	44,141	77.7%	132
Have a smartphone: Android phone (any brand)	13,888	24.4%	91
Have a smartphone: Apple iPhone	28,051	49.4%	191
Number of cell phones in household: 1	18,674	53.6%	167
Number of cell phones in household: 2	10,476	30.1%	80
Number of cell phones in household: 3+	4,532	13.0%	51
HH has cell phone only (no landline telephone)	24,327	69.9%	167
Computers (Households)			
HH owns a computer	31,060	89.2%	116
HH owns desktop computer	12,669	36.4%	80
HH owns laptop/notebook	24,082	69.2%	127
HH owns any Apple/Mac brand computer	12,498	35.9%	239
HH owns any PC/non-Apple brand computer	20,662	59.3%	87
HH purchased most recent computer in a store	15,853	45.5%	121
HH purchased most recent computer online	6,495	18.7%	143
Spent <\$500 on most recent home computer	5,509	15.8%	109
Spent \$500-\$999 on most recent home computer	6,694	19.2%	101
Spent \$1,000-\$1,499 on most recent home computer	5,325	15.3%	162
Spent \$1,500-\$1,999 on most recent home computer	3,043	8.7%	192
Spent \$2,000+ on most recent home computer	2,034	5.8%	149

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	31,603	55.6%	110
Bought brewed coffee at convenience store in last 30 days	7,849	13.8%	88
Bought cigarettes at convenience store in last 30 days	8,296	14.6%	117
Bought gas at convenience store in last 30 days	14,952	26.3%	80
Spent at convenience store in last 30 days: <\$20	7,759	13.7%	169
Spent at convenience store in last 30 days: \$20-\$39	6,553	11.5%	127
Spent at convenience store in last 30 days: \$40-\$50	3,669	6.5%	85
Spent at convenience store in last 30 days: \$51-\$99	2,423	4.3%	96
Spent at convenience store in last 30 days: \$100+	10,097	17.8%	78
Entertainment (Adults)			
Attended a movie in last 6 months	41,822	73.6%	124
Went to live theater in last 12 months	10,066	17.7%	136
Went to a bar/night club in last 12 months	19,468	34.3%	205
Dined out in last 12 months	32,658	57.5%	128
Gambled at a casino in last 12 months	6,758	11.9%	87
Visited a theme park in last 12 months	9,114	16.0%	91
Viewed movie (video-on-demand) in last 30 days	13,206	23.2%	137
Viewed TV show (video-on-demand) in last 30 days	13,011	22.9%	177
Watched any pay-per-view TV in last 12 months	6,912	12.2%	93
Downloaded a movie over the Internet in last 30 days	7,236	12.7%	177
Downloaded any individual song in last 6 months	15,019	26.4%	130
Watched a movie online in the last 30 days	19,940	35.1%	220
Watched a TV program online in last 30 days	21,602	38.0%	254
Played a video/electronic game (console) in last 12 months	7,269	12.8%	123
Played a video/electronic game (portable) in last 12 months	3,142	5.5%	121
Financial (Adults)			
Have home mortgage (1st)	16,167	28.5%	92
Used ATM/cash machine in last 12 months	37,989	66.9%	136
Own any stock	5,103	9.0%	117
Own U.S. savings bond	3,511	6.2%	117
Own shares in mutual fund (stock)	4,573	8.0%	111
Own shares in mutual fund (bonds)	2,552	4.5%	92
Have interest checking account	16,811	29.6%	105
Have non-interest checking account	15,354	27.0%	96
Have savings account	34,890	61.4%	114
Have 401K retirement savings plan	9,477	16.7%	115
Own/used any credit/debit card in last 12 months	45,553	80.2%	108
Avg monthly credit card expenditures: <\$111	3,949	7.0%	60
Avg monthly credit card expenditures: \$111-\$225	4,558	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	2,973	5.2%	83
Avg monthly credit card expenditures: \$451-\$700	3,904	6.9%	129
Avg monthly credit card expenditures: \$701-\$1,000	4,576	8.1%	187
Avg monthly credit card expenditures: \$1,001+	7,566	13.3%	147
Did banking online in last 12 months	30,179	53.1%	149
Did banking on mobile device in last 12 months	14,758	26.0%	185
Paid bills online in last 12 months	35,471	62.4%	145

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	19,232	55.2%	79
Used bread in last 6 months	28,670	82.3%	88
Used chicken (fresh or frozen) in last 6 months	23,257	66.8%	97
Used turkey (fresh or frozen) in last 6 months	3,213	9.2%	58
Used fish/seafood (fresh or frozen) in last 6 months	16,639	47.8%	87
Used fresh fruit/vegetables in last 6 months	29,835	85.7%	100
Used fresh milk in last 6 months	26,562	76.3%	87
Used organic food in last 6 months	11,379	32.7%	166
Health (Adults)			
Exercise at home 2+ times per week	18,650	32.8%	116
Exercise at club 2+ times per week	15,323	27.0%	207
Visited a doctor in last 12 months	43,402	76.4%	101
Used vitamin/dietary supplement in last 6 months	30,946	54.5%	103
Home (Households)			
Any home improvement in last 12 months	4,407	12.7%	47
Used housekeeper/maid/professional HH cleaning service in last 12	3,940	11.3%	86
Purchased low ticket HH furnishings in last 12 months	7,367	21.2%	132
Purchased big ticket HH furnishings in last 12 months	7,839	22.5%	108
Bought any small kitchen appliance in last 12 months	6,568	18.9%	85
Bought any large kitchen appliance in last 12 months	2,806	8.1%	63
Insurance (Adults/Households)			
Currently carry life insurance	16,701	29.4%	69
Carry medical/hospital/accident insurance	40,122	70.6%	108
Carry homeowner insurance	17,556	30.9%	66
Carry renter's insurance	9,694	17.1%	209
Have auto insurance: 1 vehicle in household covered	15,249	43.8%	142
Have auto insurance: 2 vehicles in household covered	6,548	18.8%	66
Have auto insurance: 3+ vehicles in household covered	2,250	6.5%	30
Pets (Households)			
Household owns any pet	13,461	38.7%	72
Household owns any cat	6,176	17.7%	79
Household owns any dog	7,560	21.7%	53
Psychographics (Adults)			
Buying American is important to me	17,554	30.9%	73
Usually buy items on credit rather than wait	6,747	11.9%	101
Usually buy based on quality - not price	11,015	19.4%	108
Price is usually more important than brand name	12,868	22.6%	86
Usually use coupons for brands I buy often	7,540	13.3%	70
Am interested in how to help the environment	12,138	21.4%	131
Usually pay more for environ safe product	8,912	15.7%	123
Usually value green products over convenience	7,443	13.1%	125
Likely to buy a brand that supports a charity	20,903	36.8%	105
Reading (Adults)			
Bought digital book in last 12 months	12,514	22.0%	167
Bought hardcover book in last 12 months	16,498	29.0%	139
Bought paperback book in last 12 month	22,374	39.4%	125
Read any daily newspaper (paper version)	12,506	22.0%	84
Read any digital newspaper in last 30 days	30,260	53.3%	160
Read any magazine (paper/electronic version) in last 6 months	55,439	97.6%	108

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	39,461	69.5%	93
Went to family restaurant/steak house: 4+ times a month	13,607	23.9%	87
Went to fast food/drive-in restaurant in last 6 months	50,337	88.6%	99
Went to fast food/drive-in restaurant 9+ times/mo	22,964	40.4%	102
Fast food/drive-in last 6 months: eat in	18,371	32.3%	89
Fast food/drive-in last 6 months: home delivery	5,790	10.2%	133
Fast food/drive-in last 6 months: take-out/drive-thru	25,217	44.4%	96
Fast food/drive-in last 6 months: take-out/walk-in	12,876	22.7%	117
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	27,610	48.6%	153
Own e-reader/tablet: iPad	14,574	25.7%	167
Own any portable MP3 player	23,105	40.7%	132
HH owns 1 TV	14,415	41.4%	202
HH owns 2 TVs	7,305	21.0%	81
HH owns 3 TVs	4,391	12.6%	59
HH owns 4+ TVs	2,171	6.2%	33
HH subscribes to cable TV	18,784	53.9%	109
HH subscribes to fiber optic	1,983	5.7%	75
HH has satellite dish	3,108	8.9%	35
HH owns DVD/Blu-ray player	18,487	53.1%	88
HH owns camcorder	2,452	7.0%	50
HH owns portable GPS navigation device	5,704	16.4%	60
HH purchased video game system in last 12 mos	2,027	5.8%	73
HH owns Internet video device for TV	3,649	10.5%	149
Travel (Adults)			
Domestic travel in last 12 months	39,871	70.2%	140
Took 3+ domestic non-business trips in last 12 months	10,438	18.4%	165
Spent on domestic vacations in last 12 months: <\$1,000	9,257	16.3%	152
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,381	7.7%	132
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,990	5.3%	147
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,489	4.4%	112
Spent on domestic vacations in last 12 months: \$3,000+	2,991	5.3%	96
Domestic travel in the 12 months: used general travel website	9,793	17.2%	255
Foreign travel in last 3 years	23,576	41.5%	172
Took 3+ foreign trips by plane in last 3 years	6,649	11.7%	260
Spent on foreign vacations in last 12 months: <\$1,000	3,316	5.8%	140
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,703	4.8%	146
Spent on foreign vacations in last 12 months: \$3,000+	5,911	10.4%	210
Foreign travel in last 3 years: used general travel website	5,961	10.5%	188
Nights spent in hotel/motel in last 12 months: any	29,053	51.1%	126
Took cruise of more than one day in last 3 years	6,527	11.5%	137
Member of any frequent flyer program	19,966	35.1%	215
Member of any hotel rewards program	11,089	19.5%	138

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Demographic Summary		2016	2021
Population		352,319	365,674
Population 18+		306,771	319,005
Households		182,351	189,636
Median Household Income		\$73,512	\$81,194

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	138,396	45.1%	95
Bought any women's clothing in last 12 months	130,642	42.6%	97
Bought clothing for child <13 years in last 6 months	54,326	17.7%	64
Bought any shoes in last 12 months	169,282	55.2%	102
Bought costume jewelry in last 12 months	52,071	17.0%	87
Bought any fine jewelry in last 12 months	59,985	19.6%	107
Bought a watch in last 12 months	34,235	11.2%	101
Automobiles (Households)			
HH owns/leases any vehicle	128,378	70.4%	82
HH bought/leased new vehicle last 12 mo	12,119	6.6%	71
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	217,620	70.9%	83
Bought/changed motor oil in last 12 months	102,980	33.6%	68
Had tune-up in last 12 months	88,590	28.9%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	208,521	68.0%	104
Drank regular cola in last 6 months	123,522	40.3%	90
Drank beer/ale in last 6 months	156,087	50.9%	119
Cameras (Adults)			
Own digital point & shoot camera	88,344	28.8%	99
Own digital single-lens reflex (SLR) camera	28,115	9.2%	106
Bought any camera in last 12 months	17,839	5.8%	102
Printed digital photos in last 12 months	7,244	2.4%	81
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	117,450	38.3%	106
Have a smartphone	220,300	71.8%	122
Have a smartphone: Android phone (any brand)	74,270	24.2%	90
Have a smartphone: Apple iPhone	131,009	42.7%	165
Number of cell phones in household: 1	86,505	47.4%	148
Number of cell phones in household: 2	59,004	32.4%	86
Number of cell phones in household: 3+	29,341	16.1%	63
HH has cell phone only (no landline telephone)	111,408	61.1%	146
Computers (Households)			
HH owns a computer	151,933	83.3%	108
HH owns desktop computer	65,669	36.0%	80
HH owns laptop/notebook	116,339	63.8%	118
HH owns any Apple/Mac brand computer	56,864	31.2%	207
HH owns any PC/non-Apple brand computer	107,725	59.1%	87
HH purchased most recent computer in a store	73,799	40.5%	108
HH purchased most recent computer online	29,770	16.3%	125
Spent <\$500 on most recent home computer	24,792	13.6%	94
Spent \$500-\$999 on most recent home computer	32,241	17.7%	93
Spent \$1,000-\$1,499 on most recent home computer	24,045	13.2%	139
Spent \$1,500-\$1,999 on most recent home computer	12,799	7.0%	154
Spent \$2,000+ on most recent home computer	10,099	5.5%	141

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	153,238	50.0%	98
Bought brewed coffee at convenience store in last 30 days	43,590	14.2%	90
Bought cigarettes at convenience store in last 30 days	35,590	11.6%	93
Bought gas at convenience store in last 30 days	71,574	23.3%	71
Spent at convenience store in last 30 days: <\$20	32,687	10.7%	132
Spent at convenience store in last 30 days: \$20-\$39	31,531	10.3%	114
Spent at convenience store in last 30 days: \$40-\$50	20,028	6.5%	86
Spent at convenience store in last 30 days: \$51-\$99	11,876	3.9%	87
Spent at convenience store in last 30 days: \$100+	52,306	17.1%	74
Entertainment (Adults)			
Attended a movie in last 6 months	206,116	67.2%	113
Went to live theater in last 12 months	51,956	16.9%	130
Went to a bar/night club in last 12 months	83,383	27.2%	163
Dined out in last 12 months	153,560	50.1%	112
Gambled at a casino in last 12 months	39,310	12.8%	93
Visited a theme park in last 12 months	50,201	16.4%	93
Viewed movie (video-on-demand) in last 30 days	63,375	20.7%	122
Viewed TV show (video-on-demand) in last 30 days	59,563	19.4%	150
Watched any pay-per-view TV in last 12 months	37,847	12.3%	94
Downloaded a movie over the Internet in last 30 days	35,768	11.7%	162
Downloaded any individual song in last 6 months	74,122	24.2%	118
Watched a movie online in the last 30 days	89,213	29.1%	182
Watched a TV program online in last 30 days	92,395	30.1%	201
Played a video/electronic game (console) in last 12 months	34,197	11.1%	107
Played a video/electronic game (portable) in last 12 months	14,207	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	79,281	25.8%	83
Used ATM/cash machine in last 12 months	181,565	59.2%	121
Own any stock	26,160	8.5%	111
Own U.S. savings bond	17,622	5.7%	108
Own shares in mutual fund (stock)	23,908	7.8%	107
Own shares in mutual fund (bonds)	15,307	5.0%	103
Have interest checking account	83,249	27.1%	96
Have non-interest checking account	80,658	26.3%	93
Have savings account	170,614	55.6%	103
Have 401K retirement savings plan	45,169	14.7%	101
Own/used any credit/debit card in last 12 months	231,451	75.4%	101
Avg monthly credit card expenditures: <\$111	24,668	8.0%	69
Avg monthly credit card expenditures: \$111-\$225	21,394	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	16,977	5.5%	87
Avg monthly credit card expenditures: \$451-\$700	18,945	6.2%	116
Avg monthly credit card expenditures: \$701-\$1,000	20,095	6.6%	152
Avg monthly credit card expenditures: \$1,001+	40,047	13.1%	144
Did banking online in last 12 months	138,372	45.1%	126
Did banking on mobile device in last 12 months	63,982	20.9%	149
Paid bills online in last 12 months	163,893	53.4%	124

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	102,839	56.4%	81
Used bread in last 6 months	154,215	84.6%	90
Used chicken (fresh or frozen) in last 6 months	120,971	66.3%	96
Used turkey (fresh or frozen) in last 6 months	19,889	10.9%	69
Used fish/seafood (fresh or frozen) in last 6 months	88,964	48.8%	89
Used fresh fruit/vegetables in last 6 months	154,059	84.5%	99
Used fresh milk in last 6 months	144,150	79.1%	90
Used organic food in last 6 months	55,624	30.5%	155
Health (Adults)			
Exercise at home 2+ times per week	89,581	29.2%	103
Exercise at club 2+ times per week	67,329	21.9%	169
Visited a doctor in last 12 months	228,342	74.4%	98
Used vitamin/dietary supplement in last 6 months	163,825	53.4%	101
Home (Households)			
Any home improvement in last 12 months	27,359	15.0%	56
Used housekeeper/maid/professional HH cleaning service in last 12	24,703	13.5%	103
Purchased low ticket HH furnishings in last 12 months	32,870	18.0%	112
Purchased big ticket HH furnishings in last 12 months	39,517	21.7%	104
Bought any small kitchen appliance in last 12 months	35,833	19.7%	89
Bought any large kitchen appliance in last 12 months	15,454	8.5%	67
Insurance (Adults/Households)			
Currently carry life insurance	90,153	29.4%	69
Carry medical/hospital/accident insurance	203,369	66.3%	101
Carry homeowner insurance	93,374	30.4%	65
Carry renter's insurance	41,126	13.4%	165
Have auto insurance: 1 vehicle in household covered	70,946	38.9%	126
Have auto insurance: 2 vehicles in household covered	35,026	19.2%	67
Have auto insurance: 3+ vehicles in household covered	14,824	8.1%	37
Pets (Households)			
Household owns any pet	67,788	37.2%	69
Household owns any cat	29,915	16.4%	73
Household owns any dog	40,284	22.1%	54
Psychographics (Adults)			
Buying American is important to me	97,809	31.9%	75
Usually buy items on credit rather than wait	39,305	12.8%	109
Usually buy based on quality - not price	59,252	19.3%	108
Price is usually more important than brand name	71,487	23.3%	89
Usually use coupons for brands I buy often	48,413	15.8%	83
Am interested in how to help the environment	63,360	20.7%	127
Usually pay more for environ safe product	49,193	16.0%	126
Usually value green products over convenience	39,165	12.8%	121
Likely to buy a brand that supports a charity	111,802	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	56,517	18.4%	139
Bought hardcover book in last 12 months	81,352	26.5%	127
Bought paperback book in last 12 month	113,233	36.9%	118
Read any daily newspaper (paper version)	69,502	22.7%	87
Read any digital newspaper in last 30 days	144,516	47.1%	141
Read any magazine (paper/electronic version) in last 6 months	290,315	94.6%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.



Retail Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	207,473	67.6%	91
Went to family restaurant/steak house: 4+ times a month	70,386	22.9%	84
Went to fast food/drive-in restaurant in last 6 months	266,121	86.7%	96
Went to fast food/drive-in restaurant 9+ times/mo	113,389	37.0%	94
Fast food/drive-in last 6 months: eat in	97,514	31.8%	87
Fast food/drive-in last 6 months: home delivery	27,731	9.0%	118
Fast food/drive-in last 6 months: take-out/drive-thru	118,393	38.6%	83
Fast food/drive-in last 6 months: take-out/walk-in	66,415	21.6%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	130,327	42.5%	134
Own e-reader/tablet: iPad	73,523	24.0%	156
Own any portable MP3 player	109,400	35.7%	116
HH owns 1 TV	67,551	37.0%	181
HH owns 2 TVs	42,979	23.6%	91
HH owns 3 TVs	24,991	13.7%	64
HH owns 4+ TVs	13,475	7.4%	39
HH subscribes to cable TV	100,457	55.1%	111
HH subscribes to fiber optic	11,006	6.0%	79
HH has satellite dish	18,211	10.0%	39
HH owns DVD/Blu-ray player	96,359	52.8%	87
HH owns camcorder	16,141	8.9%	63
HH owns portable GPS navigation device	32,217	17.7%	64
HH purchased video game system in last 12 mos	14,734	8.1%	102
HH owns Internet video device for TV	17,391	9.5%	135
Travel (Adults)			
Domestic travel in last 12 months	186,269	60.7%	121
Took 3+ domestic non-business trips in last 12 months	46,818	15.3%	137
Spent on domestic vacations in last 12 months: <\$1,000	41,074	13.4%	125
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	20,971	6.8%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	12,947	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,872	3.9%	99
Spent on domestic vacations in last 12 months: \$3,000+	16,981	5.5%	100
Domestic travel in the 12 months: used general travel website	40,922	13.3%	197
Foreign travel in last 3 years	117,975	38.5%	159
Took 3+ foreign trips by plane in last 3 years	32,261	10.5%	234
Spent on foreign vacations in last 12 months: <\$1,000	18,492	6.0%	145
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	14,798	4.8%	148
Spent on foreign vacations in last 12 months: \$3,000+	29,155	9.5%	191
Foreign travel in last 3 years: used general travel website	30,602	10.0%	179
Nights spent in hotel/motel in last 12 months: any	137,235	44.7%	110
Took cruise of more than one day in last 3 years	28,912	9.4%	112
Member of any frequent flyer program	91,077	29.7%	182
Member of any hotel rewards program	52,698	17.2%	122

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Retail Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2016	2021
Population		837,828	863,547
Population 18+		689,800	714,867
Households		377,508	389,819
Median Household Income		\$59,505	\$64,434

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	304,849	44.2%	94
Bought any women's clothing in last 12 months	288,090	41.8%	95
Bought clothing for child <13 years in last 6 months	144,131	20.9%	76
Bought any shoes in last 12 months	368,334	53.4%	99
Bought costume jewelry in last 12 months	121,892	17.7%	90
Bought any fine jewelry in last 12 months	134,652	19.5%	106
Bought a watch in last 12 months	75,595	11.0%	99
Automobiles (Households)			
HH owns/leases any vehicle	257,909	68.3%	80
HH bought/leased new vehicle last 12 mo	23,473	6.2%	66
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	473,340	68.6%	81
Bought/changed motor oil in last 12 months	233,886	33.9%	69
Had tune-up in last 12 months	187,897	27.2%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	474,432	68.8%	105
Drank regular cola in last 6 months	298,305	43.2%	96
Drank beer/ale in last 6 months	326,180	47.3%	111
Cameras (Adults)			
Own digital point & shoot camera	176,444	25.6%	88
Own digital single-lens reflex (SLR) camera	56,665	8.2%	95
Bought any camera in last 12 months	38,071	5.5%	97
Printed digital photos in last 12 months	17,368	2.5%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	256,236	37.1%	103
Have a smartphone	473,577	68.7%	117
Have a smartphone: Android phone (any brand)	182,343	26.4%	98
Have a smartphone: Apple iPhone	255,005	37.0%	143
Number of cell phones in household: 1	170,147	45.1%	140
Number of cell phones in household: 2	119,624	31.7%	85
Number of cell phones in household: 3+	69,548	18.4%	72
HH has cell phone only (no landline telephone)	223,886	59.3%	142
Computers (Households)			
HH owns a computer	295,056	78.2%	102
HH owns desktop computer	133,435	35.3%	78
HH owns laptop/notebook	223,619	59.2%	109
HH owns any Apple/Mac brand computer	102,409	27.1%	180
HH owns any PC/non-Apple brand computer	217,342	57.6%	85
HH purchased most recent computer in a store	140,889	37.3%	99
HH purchased most recent computer online	54,466	14.4%	110
Spent <\$500 on most recent home computer	49,046	13.0%	89
Spent \$500-\$999 on most recent home computer	61,842	16.4%	86
Spent \$1,000-\$1,499 on most recent home computer	44,195	11.7%	124
Spent \$1,500-\$1,999 on most recent home computer	23,056	6.1%	134
Spent \$2,000+ on most recent home computer	19,294	5.1%	130

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Retail Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	331,876	48.1%	95
Bought brewed coffee at convenience store in last 30 days	98,141	14.2%	91
Bought cigarettes at convenience store in last 30 days	79,751	11.6%	92
Bought gas at convenience store in last 30 days	152,545	22.1%	67
Spent at convenience store in last 30 days: <\$20	66,228	9.6%	119
Spent at convenience store in last 30 days: \$20-\$39	66,834	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	45,701	6.6%	87
Spent at convenience store in last 30 days: \$51-\$99	26,779	3.9%	88
Spent at convenience store in last 30 days: \$100+	116,382	16.9%	74
Entertainment (Adults)			
Attended a movie in last 6 months	444,325	64.4%	108
Went to live theater in last 12 months	103,168	15.0%	115
Went to a bar/night club in last 12 months	165,609	24.0%	144
Dined out in last 12 months	308,513	44.7%	100
Gambled at a casino in last 12 months	86,684	12.6%	92
Visited a theme park in last 12 months	119,412	17.3%	98
Viewed movie (video-on-demand) in last 30 days	128,708	18.7%	110
Viewed TV show (video-on-demand) in last 30 days	118,994	17.3%	134
Watched any pay-per-view TV in last 12 months	85,568	12.4%	94
Downloaded a movie over the Internet in last 30 days	75,036	10.9%	151
Downloaded any individual song in last 6 months	158,896	23.0%	113
Watched a movie online in the last 30 days	178,397	25.9%	162
Watched a TV program online in last 30 days	177,459	25.7%	172
Played a video/electronic game (console) in last 12 months	74,213	10.8%	103
Played a video/electronic game (portable) in last 12 months	30,908	4.5%	98
Financial (Adults)			
Have home mortgage (1st)	158,969	23.0%	74
Used ATM/cash machine in last 12 months	370,761	53.7%	109
Own any stock	49,723	7.2%	94
Own U.S. savings bond	34,542	5.0%	95
Own shares in mutual fund (stock)	45,193	6.6%	90
Own shares in mutual fund (bonds)	30,415	4.4%	91
Have interest checking account	164,688	23.9%	85
Have non-interest checking account	167,987	24.4%	86
Have savings account	351,281	50.9%	94
Have 401K retirement savings plan	87,938	12.7%	88
Own/used any credit/debit card in last 12 months	490,709	71.1%	95
Avg monthly credit card expenditures: <\$111	57,062	8.3%	71
Avg monthly credit card expenditures: \$111-\$225	44,328	6.4%	93
Avg monthly credit card expenditures: \$226-\$450	38,251	5.5%	88
Avg monthly credit card expenditures: \$451-\$700	38,152	5.5%	104
Avg monthly credit card expenditures: \$701-\$1,000	38,254	5.5%	129
Avg monthly credit card expenditures: \$1,001+	73,562	10.7%	118
Did banking online in last 12 months	266,732	38.7%	108
Did banking on mobile device in last 12 months	120,213	17.4%	124
Paid bills online in last 12 months	325,043	47.1%	110

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Retail Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	216,972	57.5%	83
Used bread in last 6 months	324,634	86.0%	92
Used chicken (fresh or frozen) in last 6 months	251,705	66.7%	97
Used turkey (fresh or frozen) in last 6 months	44,799	11.9%	75
Used fish/seafood (fresh or frozen) in last 6 months	190,617	50.5%	92
Used fresh fruit/vegetables in last 6 months	315,159	83.5%	97
Used fresh milk in last 6 months	303,370	80.4%	91
Used organic food in last 6 months	108,914	28.9%	147
Health (Adults)			
Exercise at home 2+ times per week	193,489	28.1%	99
Exercise at club 2+ times per week	128,418	18.6%	143
Visited a doctor in last 12 months	500,830	72.6%	96
Used vitamin/dietary supplement in last 6 months	357,102	51.8%	98
Home (Households)			
Any home improvement in last 12 months	55,537	14.7%	55
Used housekeeper/maid/professional HH cleaning service in last 12	46,805	12.4%	94
Purchased low ticket HH furnishings in last 12 months	63,268	16.8%	104
Purchased big ticket HH furnishings in last 12 months	78,138	20.7%	99
Bought any small kitchen appliance in last 12 months	72,574	19.2%	87
Bought any large kitchen appliance in last 12 months	33,202	8.8%	69
Insurance (Adults/Households)			
Currently carry life insurance	197,114	28.6%	67
Carry medical/hospital/accident insurance	431,102	62.5%	95
Carry homeowner insurance	189,964	27.5%	59
Carry renter's insurance	83,404	12.1%	148
Have auto insurance: 1 vehicle in household covered	139,867	37.1%	120
Have auto insurance: 2 vehicles in household covered	69,146	18.3%	64
Have auto insurance: 3+ vehicles in household covered	32,409	8.6%	39
Pets (Households)			
Household owns any pet	136,931	36.3%	67
Household owns any cat	57,590	15.3%	68
Household owns any dog	84,222	22.3%	55
Psychographics (Adults)			
Buying American is important to me	214,391	31.1%	73
Usually buy items on credit rather than wait	90,431	13.1%	112
Usually buy based on quality - not price	134,198	19.5%	108
Price is usually more important than brand name	164,121	23.8%	91
Usually use coupons for brands I buy often	112,880	16.4%	86
Am interested in how to help the environment	144,826	21.0%	129
Usually pay more for environ safe product	113,609	16.5%	129
Usually value green products over convenience	93,667	13.6%	129
Likely to buy a brand that supports a charity	248,236	36.0%	103
Reading (Adults)			
Bought digital book in last 12 months	108,016	15.7%	118
Bought hardcover book in last 12 months	164,314	23.8%	114
Bought paperback book in last 12 month	232,610	33.7%	107
Read any daily newspaper (paper version)	156,413	22.7%	87
Read any digital newspaper in last 30 days	284,100	41.2%	124
Read any magazine (paper/electronic version) in last 6 months	638,815	92.6%	102

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Retail Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	462,376	67.0%	90
Went to family restaurant/steak house: 4+ times a month	159,718	23.2%	84
Went to fast food/drive-in restaurant in last 6 months	598,131	86.7%	96
Went to fast food/drive-in restaurant 9+ times/mo	257,521	37.3%	95
Fast food/drive-in last 6 months: eat in	213,770	31.0%	85
Fast food/drive-in last 6 months: home delivery	63,568	9.2%	120
Fast food/drive-in last 6 months: take-out/drive-thru	258,422	37.5%	81
Fast food/drive-in last 6 months: take-out/walk-in	145,313	21.1%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	253,939	36.8%	116
Own e-reader/tablet: iPad	141,108	20.5%	133
Own any portable MP3 player	228,170	33.1%	107
HH owns 1 TV	130,984	34.7%	170
HH owns 2 TVs	89,662	23.8%	92
HH owns 3 TVs	55,520	14.7%	69
HH owns 4+ TVs	32,123	8.5%	45
HH subscribes to cable TV	205,864	54.5%	110
HH subscribes to fiber optic	23,267	6.2%	81
HH has satellite dish	43,848	11.6%	46
HH owns DVD/Blu-ray player	196,583	52.1%	86
HH owns camcorder	34,721	9.2%	66
HH owns portable GPS navigation device	63,871	16.9%	62
HH purchased video game system in last 12 mos	36,195	9.6%	121
HH owns Internet video device for TV	32,506	8.6%	122
Travel (Adults)			
Domestic travel in last 12 months	364,417	52.8%	105
Took 3+ domestic non-business trips in last 12 months	89,266	12.9%	117
Spent on domestic vacations in last 12 months: <\$1,000	80,407	11.7%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	41,624	6.0%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	24,994	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	23,213	3.4%	86
Spent on domestic vacations in last 12 months: \$3,000+	31,470	4.6%	83
Domestic travel in the 12 months: used general travel website	75,660	11.0%	162
Foreign travel in last 3 years	230,603	33.4%	139
Took 3+ foreign trips by plane in last 3 years	58,852	8.5%	190
Spent on foreign vacations in last 12 months: <\$1,000	37,137	5.4%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	30,204	4.4%	134
Spent on foreign vacations in last 12 months: \$3,000+	54,478	7.9%	159
Foreign travel in last 3 years: used general travel website	59,225	8.6%	154
Nights spent in hotel/motel in last 12 months: any	270,746	39.2%	97
Took cruise of more than one day in last 3 years	56,023	8.1%	97
Member of any frequent flyer program	167,775	24.3%	149
Member of any hotel rewards program	99,474	14.4%	102

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