

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
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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
hit bought/leased new vehicle last 12 mo	2,000	5.570	05
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)	22.610	41 60/	115
Bought cell phone in last 12 months	23,619	41.6% 77.7%	115
Have a smartphone Have a smartphone: Android phone (any brand)	44,141 13,888	24.4%	132 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 HH purchased most recent computer in a store	20,662	59.3% 45.5%	87 121
HH purchased most recent computer in a store HH purchased most recent computer online	15,853 6,495	18.7%	121
Spent <\$500 on most recent home computer	5,509	15.8%	143
Spent \$500-\$999 on most recent home computer	6,694	19.2%	109
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.



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- Evnosted	Number of	Percent of	
•	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)		Auuits/ MITS	MPI
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%	105
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
	20,007		
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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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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% 85.7%	87 100
Used fresh fruit/vegetables in last 6 months Used fresh milk in last 6 months	29,835 26,562	76.3%	87
Used organic food in last 6 months	11,379	32.7%	166
osed organic rood in last o months	11,579	JZ.7 /0	100
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%	101
osed vitaming dietally supplement in last o months	50,940	54.570	105
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
	6,568	18.9%	85
Bought any small kitchen appliance in last 12 months	2,806		
Bought any large kitchen appliance in last 12 months	2,806	8.1%	63
Insurance (Adults/Households)			
Currently carry life insurance	16 701	20.4%	60
	16,701	29.4% 70.6%	69
Carry medical/hospital/accident insurance	40,122		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
Deta (Hauseholda)			
Pets (Households)	12.461		70
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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Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
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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Proposed Location 100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 3 mile radius Sample Report

Latitude: 41.88055 Longitude: -87.63701

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
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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
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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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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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         Adults/Htts         Adults/Htts         Adults/Htts         MPI           Used beef (fresh/ricen) in last 6 months         102,839         56,4%         81           Used beef (inst/ricen) in last 6 months         122,839         56,4%         81           Used bread in last 6 months         120,971         66,3%         96           Used track (fresh or frozen) in last 6 months         130,894         10,9%         68           Used fres/vserbox (fresh or frozen) in last 6 months         130,894         10,9%         68           Used fres/vserbox (fresh or frozen) in last 6 months         134,150         70,15%         90           Used arganic food in last 6 months         134,150         70,15%         90           Used arganic food in last 6 months         132,822         32,44%         98           Used ard octor in last 12 months         228,342         44,44%         98           Used vitamin/dictary supplement in last 12 months         133,825         53,4%         101           Home (Households)         73,369         15,0%         56           Used housekeeper/main/professional Hrl Geaning service in last 12         24,303         19,7%         104           Purchased by ticke Hrl furnishings in last 12 months         29,557         19,7% <th></th> <th>Expected Number of</th> <th>Percent of</th> <th></th>		Expected Number of	Percent of	
Grocery (Adults)         102,839         56.4%         81           Used beref (resh/rozen) in last 6 months         154,215         84.6%         90           Used beref (resh/rozen) in last 6 months         129,215         66.3%         96           Used beref (resh/rozen) in last 6 months         129,899         10.9%         69           Used fait/second (resh or rozen) in last 6 months         139,899         10.9%         69           Used fait/second (resh or rozen) in last 6 months         144,050         87,37%         99           Used organic food in last 6 months         154,050         87,37%         99           Used organic food in last 6 months         155,624         30.5%         155           Hasht (Adults)         Exercise at home 2 + times per week         67,329         21,9%         169           Used viamin/diteary supplement in last 1 2 months         228,342         53,4%         101           Home (Household)         74,4%         98         103,5%         103           Purchased low ticket Hif furnishings in last 12 months         12,8%         13,5%         103           Purchased by ticket Hif furnishings in last 12 months         13,5%         103         104         85           Purchased low ticket Hif furnishings in last 12 months         13,5%	Product/Consumer Behavior	-		MPI
Used beaf (fresh/rozen) in last 6 months         102,839         56.4%         81           Used bread in last 6 months         120,971         66.3%         96           Used drack (fresh or frozen) in last 6 months         120,971         66.3%         96           Used drack/sectod (fresh or frozen) in last 6 months         18,989         10.9%         69           Used fresh/intrivegrables in last 6 months         144,150         73.1%         90           Used fresh/intrivegrables in last 6 months         144,150         73.1%         90           Used of resh milk in last 6 months         156,562         95.5%         125           Harth (Adults)          29.2%         103           Exercise at club 2+ times per week         67,329         21.9%         103           Used victor in last 12 months         223,324         74.4%         98           Used housekeeper/mail/professional HH cleaning service in last 12         73.6%         103         103           Purchased big ticket HH furnishings in last 12 months         15.9%         104         104         104         104         104         104         104         104         104         105         105         105         105         105         104         104         104         10	-			
Used chicken (fresh or frozen) in last 6 months         120,971         66.3%         96           Used tucky (fresh or frozen) in last 6 months         18,889         10.9%         69           Used fish/seafood (fresh or frozen) in last 6 months         154,059         84,3%         99           Used fresh milk in last 6 months         144,150         73.1%         90           Used order finitivegetables in last 6 months         144,150         73.1%         90           Used order finitivegetables in last 6 months         144,150         73.2%         90           Exercise at chup 2+ times per week         67,329         21.9%         103           Exercise at chup 2+ times per week         67,329         21.9%         103           Used vitamin/dietary supplement in last 12 months         123,825         53.4%         101           Home (Households)         74,94%         98         104         103,856         103           Purchased big ticket HH furnishings in last 12 months         27,359         15,0%         56           Used housekeeper/mail/professional HH cleaning service in last 12         247,03         13,0%         103           Purchased big ticket HH furnishings in last 12 months         39,517         21.7%         104           Bought any large kitchen appliance in last 12 m		102,839	56.4%	81
Used chicken (fresh or frozen) in last 6 months         120,971         66.3%         96           Used tricky (fresh or frozen) in last 6 months         18,989         10.9%         69           Used fish/searod (fresh or frozen) in last 6 months         134,050         84.3%         99           Used fresh milk in last 6 months         134,150         73.1%         99           Used orskin foul visat 6 months         136,050         84.3%         99           Used orskin foul visat 6 months         136,050         84.3%         99           Used orskin foul visat 6 months         136,050         84.3%         99           Used orskin food in last 1 months         156,241         30.5%         103           Exercise at club 2+ times per week         67,329         21.9%         103           Used vitamin/dictary supplement in last 12 months         123,825         53.4%         101           Horne (Households)         72,370         15.0%         56         Used housekceper/mail/professional HI cleaning service in last 12         24,903         13.5%         103           Purchased big ticket HI furnishings in last 12 months         39,517         21.7%         104           Bought any large kitchen appliance in last 12 months         13,953         19,7%         89			84.6%	90
Used firsh rout/vegetbales in last 6 months         88,964         48.8%         99           Used fresh milk in last 6 months         154,059         84.5%         99           Used fresh milk in last 6 months         144,150         79.1%         90           Used fresh milk 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 home 2+ times per week         67,323         21.9%         169           Visited a doctor in last 12 months         228,342         74.4%         98           Used visited a doctor in last 12 months         27,550         15.0%         56           More (Households)         77,50         15.0%         56           Purchased low ticket HH furnishings in last 12 months         32,870         18.0%         112           Purchased low ticket HH furnishings in last 12 months         35,957         21.7%         104           Bought any small kitchen appliance in last 12 months         35,957         21.7%         104           Carry medical/hospita/acident insurance         90,153         29.4%         69           Carry medical/hospita/acident insurance         93,374         30.4%         65	Used chicken (fresh or frozen) in last 6 months		66.3%	96
Used fresh fruit/vegetables in last 6 months         154,059         84.5%         99           Used fresh milk in last 6 months         154,150         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         22,83,42         74,44%         98           Used drousehoedbol         73,59         15.0%         56           Any home improvement in last 12 months         27,359         15.0%         103           Purchased low ticket HH furnishings in last 12 months         39,517         21.7%         104           Bought any small kitchen appliance in last 12 months         39,517         21.7%         104           Bought any large kitchen appliance in last 12 months         39,517         24.7%         104           Carry medica/hospita/sccident insurance         203,369         66.3%         101           Carry medica/hospita/sccident insurance         203,369         66.3%         101           Carry medica/hospita/sccident insurance         29,315         24.4%         8.5% </td <td>Used turkey (fresh or frozen) in last 6 months</td> <td>19,889</td> <td>10.9%</td> <td>69</td>	Used turkey (fresh or frozen) in last 6 months	19,889	10.9%	69
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 home 2+ times per week         89,581         29.2%         103           Exercise at home 2+ times per week         89,581         29.2%         103           Used doctor in last 12 months         228,342         7444%         98           Used vitamit/diletary supplement in last 12 months         163,825         53.4%         101           Purchased low ticket HH furnishings in last 12 months         32,970         13.5%         103           Purchased low ticket HH furnishings in last 12 months         39,517         11.7%         104           Bought any smalk kitchen applance in last 12 months         39,533         19.7%         89           Bought any smalk kitchen applance in last 12 months         15,54         8.5%         67           Insurance (Adults/Households)         Currently carry life insurance         203,669         66.3%         101           Carry medica/hospita/accident insurance         17,54         39,454         65         1442         8.1%         67	Used fish/seafood (fresh or frozen) in last 6 months	88,964		89
Used organic food in last 6 months         55,624         30.5%         155           Health (Adults)         Exercise at home 2+ times per week         89,581         20.2%         103           Exercise at club 2+ times per week         67,329         21.9%         169           Visited a doctor in last 12 months         163,825         53.4%         101           Home (Households)         7,359         15.0%         56           Any home improvement in last 12 months         27,359         15.0%         103           Purchased low ticket HH furnishings in last 12 months         32,870         18.0%         101           Bought any small kitchen appliance in last 12 months         39,513         19.7%         104           Bought any large kitchen appliance in last 12 months         39,513         19.7%         104           Bought any large kitchen appliance in last 12 months         15,454         8.5%         67           Insurance (Adults/Households)         70,436         93,374         30,47%         65           Carry medical/hospital/accident insurance         23,374         30,47%         65           Have auto insurance: 1 wehicles in household covered         70,246         18,97%         125           Have auto insurance: 2 wehicles in household covered         70,246	Used fresh fruit/vegetables in last 6 months		84.5%	
Health (Adults)         Exercise at home 2+ times per week         89,581         29,2%         103           Exercise at home 2+ times per week         67,329         21,9%         103           Used vitamin/diletary supplement in last 12 months         228,342         24,4%         98           Used vitamin/diletary supplement in last 12 months         27,359         15,0%         56           Used housekeeper/mid/professional Hill cleaning service in last 12         32,070         18,0%         112           Purchased big ticket hif furnishings in last 12 months         39,57         21,7%         104           Bought any Brack kitchen appliance in last 12 months         39,57         21,7%         104           Bought any Brack kitchen appliance in last 12 months         39,57         21,7%         104           Bought any Brack kitchen appliance in last 12 months         39,57         21,7%         104           Currenty carry life insurance         90,153         29,4%         69           Currenty carry life insurance         90,153         29,4%         69           Carry medica/hospital/accident insurance         203,369         66,3%         101           Carry medica/hospital/accident insurance         29,915         16,4%         73           Have auto insurance: 1 vehicle in household covere				
Exercise at home 2+ times per week         89,581         29,2%         103           Exercise at hub 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)         7,39         15,0%         56           Any home improvement in last 12 months         27,39         15,0%         56           Used housekeeper/maid/professional HH cleaning service in last 12         74,70         13,5%         103           Purchased big ticket HH furnishings in last 12 months         39,51         21,7%         104           Bought any large kitchen appliance in last 12 months         13,454         8,5%         67           Insurance (Adults/Households)         70,153         29,4%         69           Carry medical/hospital/accident insurance         203,369         66,3%         101	Used organic food in last 6 months	55,624	30.5%	155
Exercise at home 2+ times per week         89,581         29,2%         103           Exercise at hub 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)         7,39         15,0%         56           Any home improvement in last 12 months         27,39         15,0%         56           Used housekeeper/maid/professional HH cleaning service in last 12         74,70         13,5%         103           Purchased big ticket HH furnishings in last 12 months         39,51         21,7%         104           Bought any large kitchen appliance in last 12 months         13,454         8,5%         67           Insurance (Adults/Households)         70,153         29,4%         69           Carry medical/hospital/accident insurance         203,369         66,3%         101				
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/dictary supplement in last 6 months         163,825         53,4%         101           Home (Households)         27,350         15.0%         56           Any home improvement in last 12 months         27,350         15.0%         56           Used housekeeper/mail/diprofessional HH cleaning service in last 12         24,200         13.5%         103           Purchased low ticket HH furnishings in last 12 months         39,517         21.7%         104           Bought any small kitchen appliance in last 12 months         39,513         19.7%         89           Bought any isragi kitchen appliance in last 12 months         39,513         29.4%         69           Carry moleowner insurance         90,153         29.4%         69           Carry moleowner insurance         91,374         30.4%         65           Have auto insurance: 1 vehicle in household covered         41,126         13.4%         165           Have auto insurance: 3 + vehicles in household covered         14,824         8.1%         37           Pets (Household owns any cat         47,280         31.9%         75				
Visited a doctor in last 12 months         228,342         78,44%         98           Used vitamin/dietary supplement in last 6 months         163,825         53,4%         101           Home (Households)         27,559         15.0%         56           Any home improvement in last 12 months         27,559         15.0%         56           Used housekeeper/maid/professional HH cleaning service in last 12         24,070         13.5%         103           Purchased big ticket HH furnishings in last 12 months         39,517         21.7%         194           Bought any large kitchen appliance in last 12 months         39,517         21.7%         89           Bought any large kitchen appliance in last 12 months         39,517         21.7%         89           Currently carry life insurance         90,153         29.4%         69           Carry medical/hospital/accident insurance         33,74         30.4%         65           Carry homeowner insurance         90,153         29.4%         69           Carry homeowner insurance         33,74         30.4%         65           Carry homeowner insurance         33,74         30.4%         65           Have auto insurance: 2 vehicles in household covered         14,824         8.1%         37           Have aut				
Used vitamin/dictary 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/mail/diprofessional HH cleaning service in last 12         24,703         13.5%         103           Purchased low ticket HH furnishings in last 12 months         39,517         21.7%         104           Bought any small kitchen appliance in last 12 months         39,517         21.7%         104           Bought any large kitchen appliance in last 12 months         39,513         19.7%         89           Bought any large kitchen appliance in last 12 months         39,513         29.4%         69           Carry medica/hospital/accident insurance         23,359         66.3%         101           Carry homeowner insurance         23,359         66.3%         101           Carry homeowner insurance         23,359         66.3%         101           Carry homeowner insurance         23,359         61.3%         126           Have auto insurance: 1 whicle in household covered         41,126         13.4%         165           Have auto insurance: 2 whicles in household covered         40,224         8.1%         37           Have auto insurance: 1 which en household covered	•			
Home (Households)         27,359         15.0%         56           Used housekeeper/maid/professional HH cleaning service in last 12         24,203         13.5%         103           Purchased low ticket HH furnishings in last 12 months         32,870         18.0%         112           Purchased low ticket HH furnishings in last 12 months         32,870         18.0%         112           Bought any small kitchen appliance in last 12 months         35,633         19,7%         89           Bought any small kitchen appliance in last 12 months         35,633         19,7%         89           Currently carry life insurance         203,369         66.3%         101           Currently carry life insurance         203,369         66.3%         101           Carry medical/hospital/accident insurance         203,369         66.3%         101           Carry medical/hospital/accident insurance         203,369         66.3%         102           Carry medical/hospital/accident insurance         203,369         66.3%         102           Carry medical/hospital/accident insurance         203,374         30.4%         65           Have auto insurance: 3 + vehicles in household covered         14,824         8.1%         37           Have auto insurance: 3 + vehicles in household covered         40,284				
Any home improvement in last 12 months       27,359       15.0%       56         Used housekeeper/maid/professional HH deaning service in last 12       24,203       13.5%       103         Purchased low ticket HH furnishings in last 12 months       32,870       18.0%       112         Purchased low ticket HH furnishings in last 12 months       33,517       21.7%       104         Bought any small kitchen appliance in last 12 months       35,953       19.7%       89         Bought any small kitchen appliance in last 12 months       15,454       8.5%       67         Insurance (Adults/Households)       90,153       29.4%       69         Carry medical/hospital/accident insurance       203,369       66.3%       101         Carry homeowner insurance       93,374       30.4%       65         Carry homeowner insurance       93,374       30.4%       65         Carry homeowner insurance       93,374       30.4%       65         Have auto insurance: 1 vehicles in household covered       70,946       38.9%       126         Have auto insurance: 1 vehicles in household covered       14,824       8.1%       37         Household owns any pet       67,788       37.2%       69         Household owns any cat       29,915       16.4%       73<	Used vitamin/dietary supplement in last 6 months	163,825	53.4%	101
Any home improvement in last 12 months       27,359       15.0%       56         Used housekeeper/maid/professional HH deaning service in last 12       24,203       13.5%       103         Purchased low ticket HH furnishings in last 12 months       32,870       18.0%       112         Purchased low ticket HH furnishings in last 12 months       33,517       21.7%       104         Bought any small kitchen appliance in last 12 months       35,953       19.7%       89         Bought any small kitchen appliance in last 12 months       15,454       8.5%       67         Insurance (Adults/Households)       90,153       29.4%       69         Carry medical/hospital/accident insurance       203,369       66.3%       101         Carry homeowner insurance       93,374       30.4%       65         Carry homeowner insurance       93,374       30.4%       65         Carry homeowner insurance       93,374       30.4%       65         Have auto insurance: 1 vehicles in household covered       70,946       38.9%       126         Have auto insurance: 1 vehicles in household covered       14,824       8.1%       37         Household owns any pet       67,788       37.2%       69         Household owns any cat       29,915       16.4%       73<				
Used housekeepr/maid/professional HH cleaning service in last 12         24 203         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         39,517         21.7%         89           Bought any small kitchen appliance in last 12 months         35,693         19.7%         89           Currently carry life insurance         90,153         29.4%         69           Carry medical/hospital/accident insurance         90,374         30.4%         65           Carry medical/hospital/accident insurance         93,374         30.4%         65           Carry medical/hospital/accident insurance         93,374         30.4%         65           Carry medical/nospital/accident insurance         11,26         13.4%         165           Have auto insurance: 1 vehicles in household covered         70,946         38.9%         126           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 pet <t< td=""><td></td><td></td><td></td><td></td></t<>				
Purchased low ticket HH furnishings in last 12 months       32,370       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       39,533       19.7%       89         Bought any small kitchen appliance in last 12 months       39,533       19.7%       89         Bought any large kitchen appliance in last 12 months       15,454       8.5%       67         Insurance (Adults/Households)       15,454       8.5%       69         Currently carry life insurance       203,369       66.3%       101         Carry nedical/hospital/accident insurance       93,374       30.4%       65         Carry netics' insurance:       93,374       30.4%       65         Carry netics' insurance:       2 vehicles in household covered       70,946       38.9%       126         Have auto insurance:       2 vehicles in household covered       14,824       8.1%       37         Pets (Households)       9       67,788       37.2%       69         Household owns any cat       29,915       16.4%       73         Household owns any cat       39,305       12.8%       109         Usually buy temes on credit fatter than wait       39,305				
Purchased big ticket Hif furnishings in last 12 months       39,517       21.7%       104         Bought any small kitchen appliance in last 12 months       59,833       19.7%       89         Bought any large kitchen appliance in last 12 months       15,833       19.7%       89         Bought any large kitchen appliance in last 12 months       15,833       19.7%       89         Currently carry life insurance       90,153       29.4%       69         Carry medical/hospital/accident insurance       93,374       30.4%       65         Carry netter's insurance       41,126       13.4%       101         Carry tomeowner insurance       41,126       13.4%       105         Have auto insurance: 1 vehicle in household covered       14,824       8.1%       37         Have auto insurance: 3 + vehicles in household covered       14,824       8.1%       37         Household owns any pet       67,788       37.2%       69         Household owns any cat       29,915       16.4%       73         Household owns any cat       97,809       31.9%       75         Usually buy tems on credit rathen than wait       39,305       12.8%       109         Usually buy based on quality - not price       59,252       19.3%       108 <tr< td=""><td></td><td></td><td>13.5%</td><td>103</td></tr<>			13.5%	103
Bought any small kitchen appliance in last 12 months         15,853         19,7%         89           Bought any large kitchen appliance in last 12 months         15,854         8,5%         67           Insurance (Adults/Households)	5			112
Bought any large kitchen appliance in last 12 months         15454         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 medical/hospital/accident insurance         93,374         30.4%         65           Carry medical/hospital/accident insurance         93,374         30.4%         165           Have auto insurance: 1 vehicle in household covered         41,126         13.4%         165           Have auto insurance: 3 + vehicles in household covered         70,946         38.9%         126           Household owns any pet         67,788         37.2%         69           Household owns any cat         29,915         16.4%         73           Household owns any cat         97,809         31.9%         75           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         33,305         12.8%         109           Usually use couples for brands 7 buy often         44,413         15.8%         83           Price is usually more important than brand name         71,487         23.3%         8	Purchased big ticket HH furnishings in last 12 months		21.7%	104
Insurance (Adults/Households)         90,153         29,4%         69           Carry medical/hospital/accident insurance         203,369         66.3%         101           Carry medical/hospital/accident insurance         203,369         66.3%         101           Carry medical/hospital/accident insurance         203,369         66.3%         101           Carry medical/hospital/accident 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         14,824         8.1%         37           Pets (Households)         67,788         37.2%         69           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)         9         9         15.8%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait	Bought any small kitchen appliance in last 12 months	35,833	19.7%	89
Currently carry life insurance         90,153         29.4%         69           Carry medical/hospital/accident insurance         203,369         66.3%         101           Carry medical/hospital/accident insurance         93,374         30.4%         65           Carry renter's insurance         41,126         13.4%         165           Have auto insurance: 1 vehicles in household covered         70,946         38.9%         126           Have auto insurance: 2 vehicles in household covered         14,824         8.1%         37           Pets (Households)         67,788         37.2%         69           Household owns any pet         67,788         37.2%         69           Household owns any cat         29,915         16.4%         73           Household owns any dag         40,284         2.1%         54           Psychographics (Aduts)         5         59         51.2%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         39,305<	Bought any large kitchen appliance in last 12 months	15,454	8.5%	67
Currently carry life insurance         90,153         29.4%         69           Carry medical/hospital/accident insurance         203,369         66.3%         101           Carry medical/hospital/accident insurance         93,374         30.4%         65           Carry renter's insurance         41,126         13.4%         165           Have auto insurance: 1 vehicles in household covered         70,946         38.9%         126           Have auto insurance: 2 vehicles in household covered         14,824         8.1%         37           Pets (Households)         67,788         37.2%         69           Household owns any pet         67,788         37.2%         69           Household owns any cat         29,915         16.4%         73           Household owns any dag         40,284         2.1%         54           Psychographics (Aduts)         5         59         51.2%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         39,305         12.8%         109           Usually buy items on credit rather than wait         39,305<				
Carry medical/hospital/accident insurance         203,369         66.3%         101           Carry homeowner insurance         93,374         30.4%         65           Carry renter's insurance         93,374         30.4%         65           Carry renter's insurance         11,126         13.4%         165           Have auto insurance: 1 vehicles in household covered         70,946         38.9%         126           Have auto insurance: 3+ vehicles in household covered         35,026         19.2%         67           Pets (Households)	Insurance (Adults/Households)			
Carry homeowner insurance       93,374       30.4%       65         Carry renter's insurance       11,126       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 dog       40,284       22.1%       54         Psychographics (Adults)         Buying American is important to me       97,809       31.9%       75         Usually buy tems 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 buy based on puality - not price       39,305       12.8%       127         Usually use coupons for brands 1 buy often       48,413       15.8%       83         Am interested in how to help the environment       63,360       20.7%       127	Currently carry life insurance	90,153	29.4%	69
Carry renter's insurance       41,126       13.4%       165         Have auto insurance: 1 vehicles 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)       67,788       37.2%       69         Household owns any pet       67,788       37.2%       69         Household owns any dog       40,284       22.1%       54         Psychographics (Adults)       73       5       56,517       18.4%       109         Usually buy items on credit rather than wait       39,305       12.8%       109       108         Price is usually more important to me       71,487       23.3%       89       83         Usually buy items for brands 1 buy often       48,413       15.8%       83         Am interested in how to help the environment       63,360       20.7%       127         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)       56,517       18.4%	Carry medical/hospital/accident insurance	203,369	66.3%	101
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)        67,788       37.2%       69         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)        5       5         Buying American is important to me       97,809       31.9%       75         Usually buy items on credit rather than wait       39,305       12.8%       108         Price is usually more important than brand name       71,487       23.3%       89         Usually buy base coupons for brands 1 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         L	Carry homeowner insurance	93,374	30.4%	65
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)       67,788       37.2%       69         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)       97,809       31.9%       75         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 1 buy often       48,413       15.8%       83         Am interested in how to help the environment       63,360       20.7%       127         Usually value green products over convenience       39,165       12.8%       121         Usually value green products over convenience       39,165       12.8%       121         Usually value green	Carry renter's insurance	41,126	13.4%	165
Have auto insurance: 3+ vehicles in household covered       14,824       8.1%       37         Pets (Households)       67,788       37.2%       69         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)       5       5       5         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 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)       56,517       18.4%       139       139         Bought digital book in last 12 months	Have auto insurance: 1 vehicle in household covered	70,946	38.9%	126
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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)       54         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 1 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%       104         Likely to buy a brand that supports a charity       111,802       36.4%       104         Reading (Adults)       56,517       18.4%       139         Bought digital book in last 12 months       51,352       26.5%       127         Bought hardcover book in last 12 months       81,352       26.5% <td></td> <td>·</td> <td></td> <td></td>		·		
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 1 buy often       48,413       15.8%       83         Am interested in how to help the environment       63,360       20.7%       127         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 paperback book in last 12 months       81,352       26.5%       127         Bought paperback book in last 12 months       81,352       26.5%       127         Bought paperback book in last 12 months       81,352       26.5%       127	Pets (Households)			
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Read any magazine (paper/electronic version) in last 6 months290,31594.6%104				
	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.



Proposed Location

100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 3 mile radius Sample Report

Latitude: 41.88055 Longitude: -87.63701

			Longicador 07100701
Product (Consumer Debasies	Expected Number of	Percent of	MDT
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)	207 472	67.6%	01
Went to family restaurant/steak house in last 6 months Went to family restaurant/steak house: 4+ times a month	207,473	22.9%	91
Went to fast food/drive-in restaurant in last 6 months	70,386	86.7%	84
·	266,121		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 Fast food/drive-in last 6 months: take-out/walk-in	118,393	38.6%	83
	66,415	21.6%	111
Television & Electronics (Adults/Households)		X	
Own any e-reader/tablet	130,327	42.5%	134
Own e-reader/tablet: iPad	73,523	24.0%	154
Own any portable MP3 player	109,400	35.7%	136
HH owns 1 TV	67,551	37.0%	110
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
The owns internet video device for the	17,551	5.570	155
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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**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.



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
		. ,	. ,
	xpected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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
5,			
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
	10,705,	271270	50
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)			100
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 in a store 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% 6.1%	124 134
Spent \$1,500-\$1,999 on most recent home computer	23,056		
Spent \$2,000+ on most recent home computer	19,294	5.1%	130

**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.



Proposed Location

100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 5 mile radius Sample Report

Latitude: 41.88055 Longitude: -87.63701

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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 (Adulta)			
Financial (Adults)	150.000	22.0%	74
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% 6.6%	95
Own shares in mutual fund (stock)	45,193 30,415	4.4%	90 91
Own shares in mutual fund (bonds) Have interest checking account	164,688	23.9%	85
Have non-interest checking account	167,987	23.9%	85
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: \$111-\$225 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: \$701-\$1,000	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%	100
Paid bills online in last 12 months	325,043	47.1%	110
	525,515	171270	110

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Proposed Location

100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 5 mile radius Sample Report

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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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)	103 480	28.10/	00
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)	FF F37	14 70/	
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)		22.624	67
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)	126.021	26.204	67
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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Proposed Location

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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	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
<b>Television &amp; Electronics (Adults/Households)</b>			
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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