



# Retail MarketPlace Profile

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

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

## Summary Demographics

2015 Population	57,033
2015 Households	32,801
2015 Median Disposable Income	\$68,583
2015 Per Capita Income	\$70,916

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,566,630,367	\$2,511,545,368	-\$944,915,001	-23.2	1,643
Total Retail Trade	44-45	\$1,390,607,748	\$1,882,476,057	-\$491,868,309	-15.0	1,102
Total Food & Drink	722	\$176,022,619	\$629,069,311	-\$453,046,692	-56.3	540

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$274,086,833	\$8,697,713	\$265,389,120	93.8	16
Automobile Dealers	4411	\$243,507,100	\$3,008,606	\$240,498,494	97.6	4
Other Motor Vehicle Dealers	4412	\$12,168,025	\$5,422,660	\$6,745,365	38.3	9
Auto Parts, Accessories & Tire Stores	4413	\$18,411,708	\$266,447	\$18,145,261	97.1	3
Furniture & Home Furnishings Stores	442	\$31,035,247	\$65,930,066	-\$34,894,819	-36.0	71
Furniture Stores	4421	\$18,614,798	\$43,701,706	-\$25,086,908	-40.3	49
Home Furnishings Stores	4422	\$12,420,448	\$22,228,360	-\$9,807,912	-28.3	22
Electronics & Appliance Stores	443	\$36,241,152	\$109,853,232	-\$73,612,080	-50.4	67
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,426,421	\$32,501,591	\$6,924,830	9.6	29
Bldg Material & Supplies Dealers	4441	\$31,785,817	\$31,217,882	\$567,935	0.9	27
Lawn & Garden Equip & Supply Stores	4442	\$7,640,604	\$1,283,709	\$6,356,895	71.2	2
Food & Beverage Stores	445	\$234,544,473	\$177,029,156	\$57,515,317	14.0	169
Grocery Stores	4451	\$207,388,915	\$131,626,459	\$75,762,456	22.3	101
Specialty Food Stores	4452	\$6,978,651	\$28,367,509	-\$21,388,858	-60.5	54
Beer, Wine & Liquor Stores	4453	\$20,176,906	\$17,035,188	\$3,141,718	8.4	14
Health & Personal Care Stores	446,4461	\$119,840,846	\$372,809,829	-\$252,968,983	-51.3	102
Gasoline Stations	447,4471	\$132,629,057	\$19,402,845	\$113,226,212	74.5	11
Clothing & Clothing Accessories Stores	448	\$97,397,602	\$222,174,252	-\$124,776,650	-39.0	279
Clothing Stores	4481	\$69,499,400	\$130,674,598	-\$61,175,198	-30.6	143
Shoe Stores	4482	\$14,650,718	\$26,597,148	-\$11,946,430	-29.0	27
Jewelry, Luggage & Leather Goods Stores	4483	\$13,247,484	\$64,902,506	-\$51,655,022	-66.1	109
Sporting Goods, Hobby, Book & Music Stores	451	\$36,878,860	\$40,651,110	-\$3,772,250	-4.9	95
Sporting Goods/Hobby/Musical Instr Stores	4511	\$27,977,628	\$13,548,845	\$14,428,783	34.7	52
Book, Periodical & Music Stores	4512	\$8,901,232	\$27,102,265	-\$18,201,033	-50.6	43
General Merchandise Stores	452	\$242,969,265	\$209,017,059	\$33,952,206	7.5	24
Department Stores Excluding Leased Depts.	4521	\$90,591,366	\$169,504,414	-\$78,913,048	-30.3	17
Other General Merchandise Stores	4529	\$152,377,899	\$39,512,645	\$112,865,254	58.8	7
Miscellaneous Store Retailers	453	\$28,874,963	\$52,797,124	-\$23,922,161	-29.3	203
Florists	4531	\$1,110,606	\$2,110,072	-\$999,466	-31.0	26
Office Supplies, Stationery & Gift Stores	4532	\$5,023,719	\$21,512,889	-\$16,489,170	-62.1	57
Used Merchandise Stores	4533	\$3,410,624	\$4,110,948	-\$700,324	-9.3	16
Other Miscellaneous Store Retailers	4539	\$19,330,015	\$25,063,215	-\$5,733,200	-12.9	103
Nonstore Retailers	454	\$116,683,027	\$571,612,078	-\$454,929,051	-66.1	37
Electronic Shopping & Mail-Order Houses	4541	\$105,976,017	\$539,626,901	-\$433,650,884	-67.2	18
Vending Machine Operators	4542	\$3,024,786	\$1,580,062	\$1,444,724	31.4	5
Direct Selling Establishments	4543	\$7,682,225	\$30,405,115	-\$22,722,890	-59.7	14
Food Services & Drinking Places	722	\$176,022,619	\$629,069,311	-\$453,046,692	-56.3	540
Full-Service Restaurants	7221	\$73,949,294	\$372,285,348	-\$298,336,054	-66.9	219
Limited-Service Eating Places	7222	\$84,316,359	\$179,194,944	-\$94,878,585	-36.0	208
Special Food Services	7223	\$7,278,537	\$33,428,810	-\$26,150,273	-64.2	18
Drinking Places - Alcoholic Beverages	7224	\$10,478,429	\$44,160,208	-\$33,681,779	-61.6	94

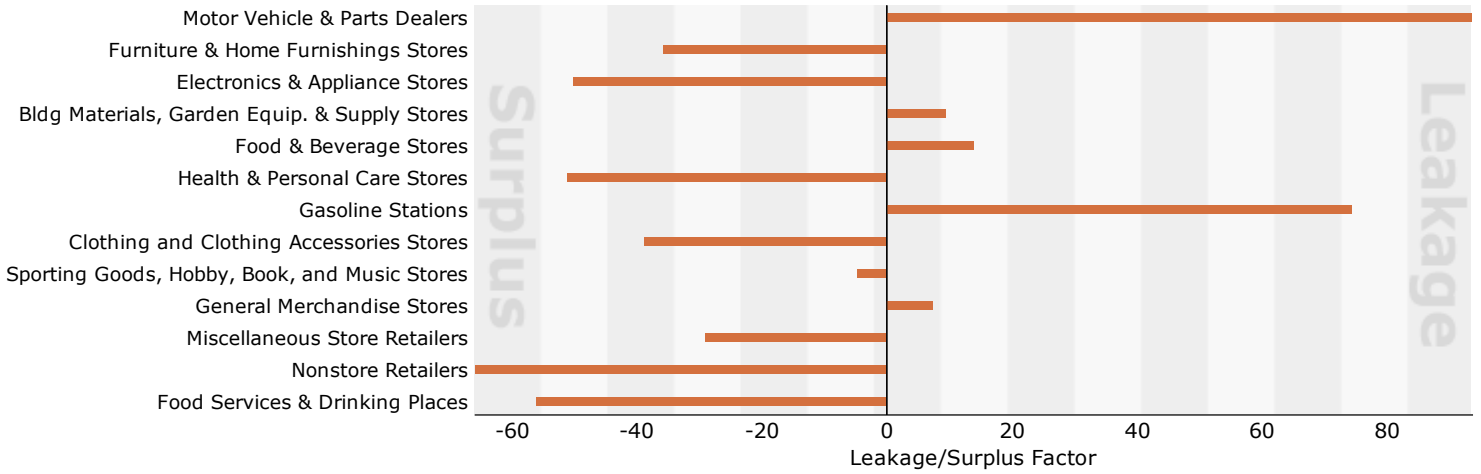
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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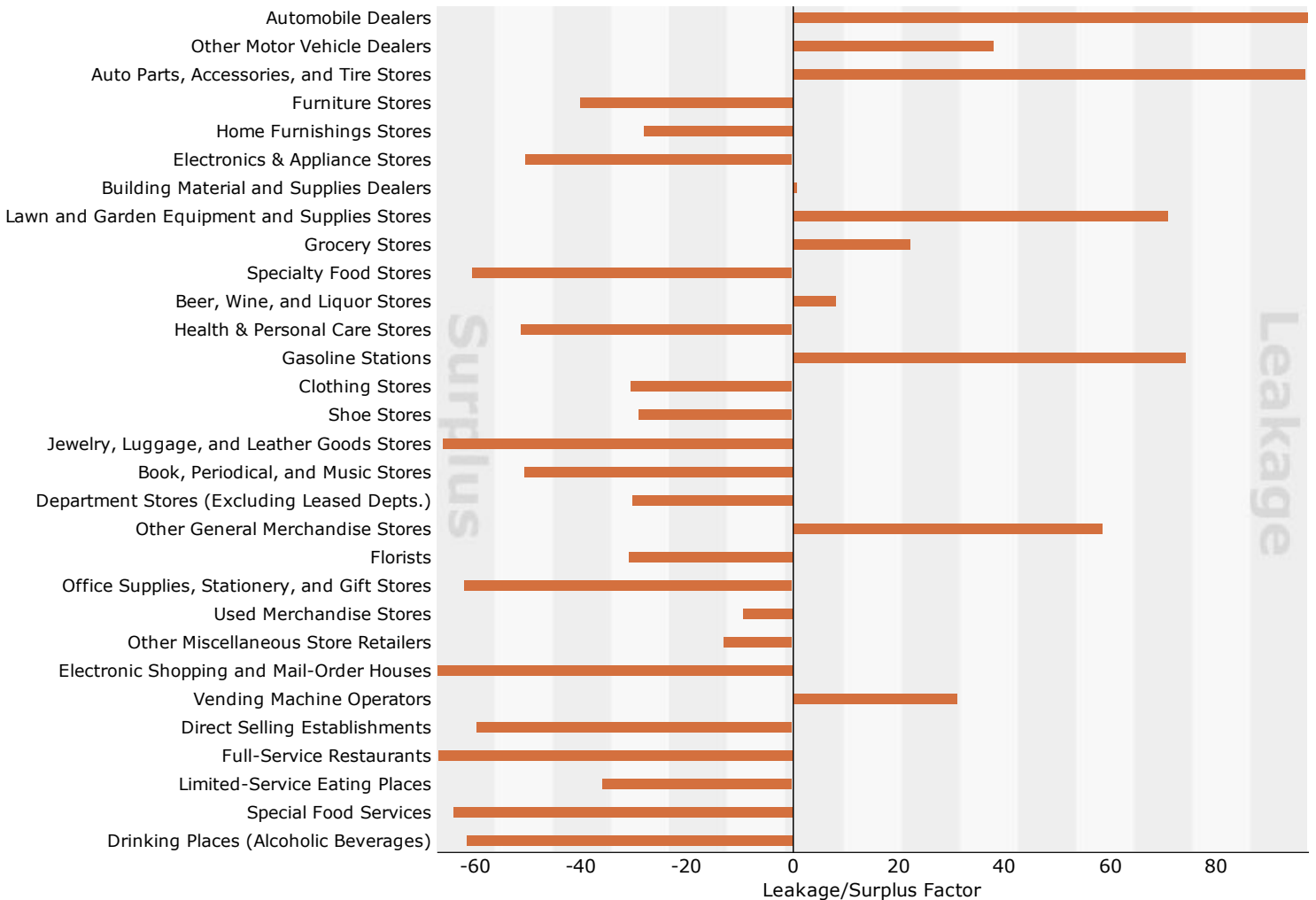
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 Ring: 1 mile radius

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

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

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

## Summary Demographics

2015 Population	346,518
2015 Households	179,919
2015 Median Disposable Income	\$51,505
2015 Per Capita Income	\$51,969

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$6,912,601,123	\$6,237,513,387	\$675,087,736	5.1	4,386
Total Retail Trade	44-45	\$6,138,793,996	\$4,782,322,935	\$1,356,471,061	12.4	3,067
Total Food & Drink	722	\$773,807,127	\$1,455,190,451	-\$681,383,324	-30.6	1,319

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,191,527,540	\$540,229,574	\$651,297,966	37.6	88
Automobile Dealers	4411	\$1,052,204,985	\$507,579,820	\$544,625,165	34.9	27
Other Motor Vehicle Dealers	4412	\$57,096,235	\$23,362,532	\$33,733,703	41.9	35
Auto Parts, Accessories & Tire Stores	4413	\$82,226,320	\$9,287,222	\$72,939,098	79.7	27
Furniture & Home Furnishings Stores	442	\$137,481,696	\$217,520,687	-\$80,038,991	-22.5	196
Furniture Stores	4421	\$81,080,560	\$117,698,473	-\$36,617,913	-18.4	124
Home Furnishings Stores	4422	\$56,401,137	\$99,822,214	-\$43,421,077	-27.8	71
Electronics & Appliance Stores	443	\$160,644,358	\$228,295,619	-\$67,651,261	-17.4	135
Bldg Materials, Garden Equip. & Supply Stores	444	\$185,089,474	\$86,049,499	\$99,039,975	36.5	78
Bldg Material & Supplies Dealers	4441	\$149,352,011	\$83,252,093	\$66,099,918	28.4	73
Lawn & Garden Equip & Supply Stores	4442	\$35,737,464	\$2,797,406	\$32,940,058	85.5	5
Food & Beverage Stores	445	\$1,036,505,399	\$672,143,127	\$364,362,272	21.3	513
Grocery Stores	4451	\$916,657,437	\$564,849,403	\$351,808,034	23.7	305
Specialty Food Stores	4452	\$30,873,899	\$51,482,151	-\$20,608,252	-25.0	157
Beer, Wine & Liquor Stores	4453	\$88,974,063	\$55,811,573	\$33,162,490	22.9	52
Health & Personal Care Stores	446,4461	\$536,383,673	\$814,775,175	-\$278,391,502	-20.6	264
Gasoline Stations	447,4471	\$576,707,242	\$114,333,018	\$462,374,224	66.9	41
Clothing & Clothing Accessories Stores	448	\$430,172,857	\$864,238,788	-\$434,065,931	-33.5	773
Clothing Stores	4481	\$307,672,319	\$622,845,436	-\$315,173,117	-33.9	508
Shoe Stores	4482	\$64,878,542	\$76,030,882	-\$11,152,340	-7.9	77
Jewelry, Luggage & Leather Goods Stores	4483	\$57,621,996	\$165,362,471	-\$107,740,475	-48.3	188
Sporting Goods, Hobby, Book & Music Stores	451	\$161,569,237	\$82,372,742	\$79,196,495	32.5	237
Sporting Goods/Hobby/Musical Instr Stores	4511	\$123,212,074	\$36,577,653	\$86,634,421	54.2	140
Book, Periodical & Music Stores	4512	\$38,357,163	\$45,795,089	-\$7,437,926	-8.8	97
General Merchandise Stores	452	\$1,070,690,927	\$358,273,026	\$712,417,901	49.9	72
Department Stores Excluding Leased Depts.	4521	\$398,433,506	\$285,175,121	\$113,258,385	16.6	47
Other General Merchandise Stores	4529	\$672,257,421	\$73,097,905	\$599,159,516	80.4	25
Miscellaneous Store Retailers	453	\$128,064,570	\$133,973,862	-\$5,909,292	-2.3	587
Florists	4531	\$5,209,985	\$13,860,960	-\$8,650,975	-45.4	84
Office Supplies, Stationery & Gift Stores	4532	\$22,307,965	\$39,016,781	-\$16,708,816	-27.2	141
Used Merchandise Stores	4533	\$14,935,005	\$17,930,136	-\$2,995,131	-9.1	66
Other Miscellaneous Store Retailers	4539	\$85,611,615	\$63,165,985	\$22,445,630	15.1	297
Nonstore Retailers	454	\$523,957,021	\$670,117,818	-\$146,160,797	-12.2	82
Electronic Shopping & Mail-Order Houses	4541	\$472,094,502	\$618,082,412	-\$145,987,910	-13.4	34
Vending Machine Operators	4542	\$13,362,621	\$4,868,345	\$8,494,276	46.6	10
Direct Selling Establishments	4543	\$38,499,899	\$47,167,061	-\$8,667,162	-10.1	38
Food Services & Drinking Places	722	\$773,807,127	\$1,455,190,451	-\$681,383,324	-30.6	1,319
Full-Service Restaurants	7221	\$325,018,668	\$850,859,217	-\$525,840,549	-44.7	564
Limited-Service Eating Places	7222	\$370,291,186	\$386,883,840	-\$16,592,654	-2.2	418
Special Food Services	7223	\$32,796,614	\$95,776,426	-\$62,979,812	-49.0	62
Drinking Places - Alcoholic Beverages	7224	\$45,700,659	\$121,670,967	-\$75,970,308	-45.4	276

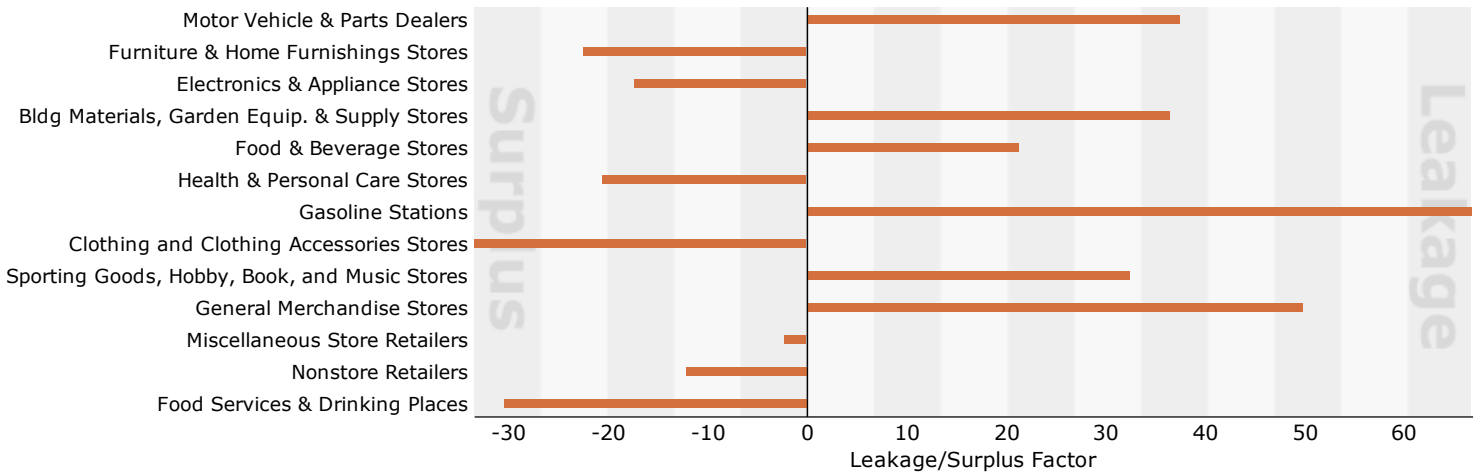
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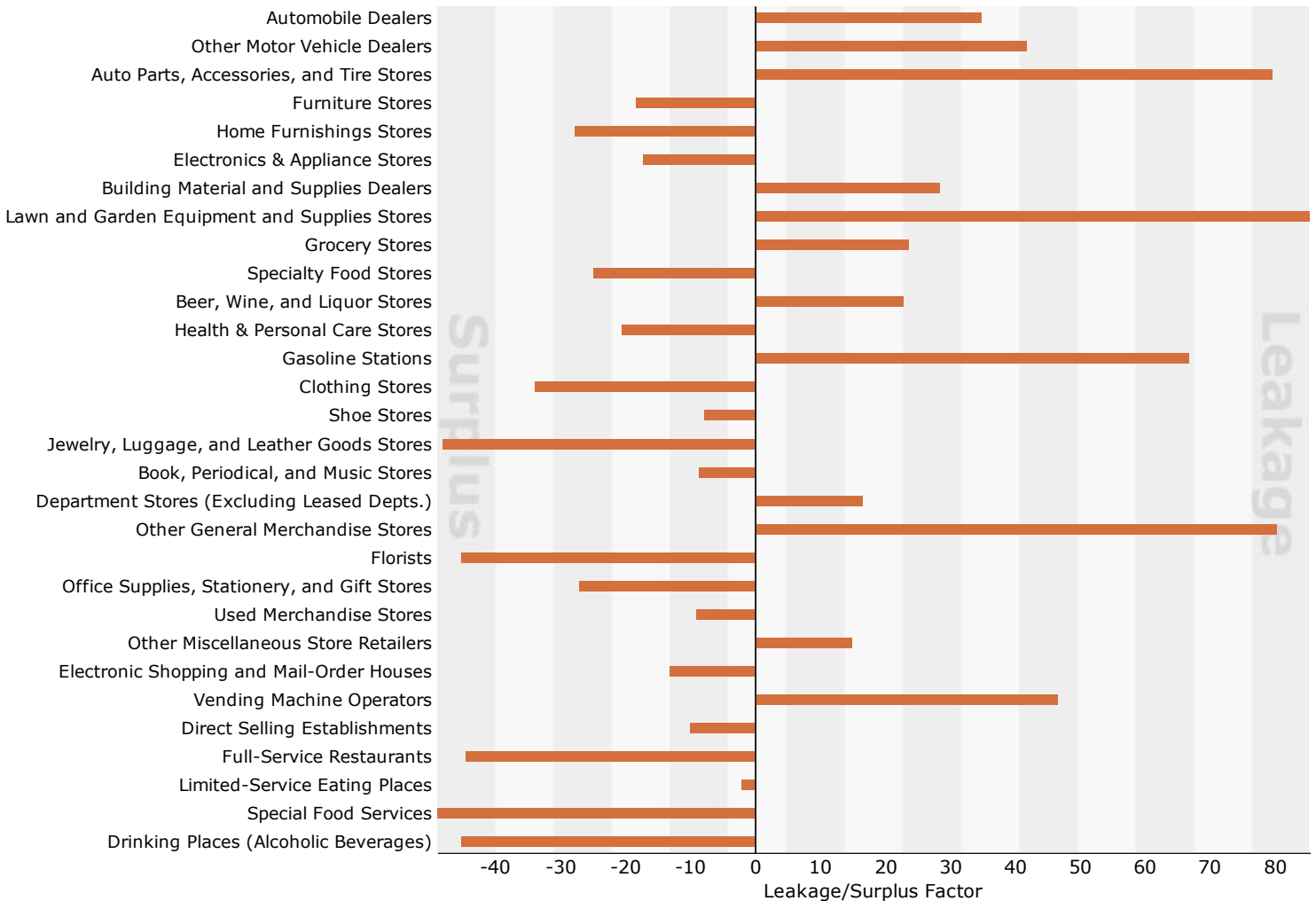
Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 3 mile radius

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

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

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

## Summary Demographics

2015 Population	823,969
2015 Households	373,340
2015 Median Disposable Income	\$42,298
2015 Per Capita Income	\$39,272

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$12,403,908,013	\$9,272,237,477	\$3,131,670,536	14.4	7,167
Total Retail Trade	44-45	\$11,020,281,226	\$7,238,166,406	\$3,782,114,820	20.7	5,086
Total Food & Drink	722	\$1,383,626,787	\$2,034,071,071	-\$650,444,284	-19.0	2,081

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,125,881,295	\$588,666,666	\$1,537,214,629	56.6	170
Automobile Dealers	4411	\$1,875,680,961	\$526,293,369	\$1,349,387,592	56.2	49
Other Motor Vehicle Dealers	4412	\$102,375,300	\$26,066,474	\$76,308,826	59.4	45
Auto Parts, Accessories & Tire Stores	4413	\$147,825,033	\$36,306,823	\$111,518,210	60.6	76
Furniture & Home Furnishings Stores	442	\$245,622,698	\$294,441,442	-\$48,818,744	-9.0	293
Furniture Stores	4421	\$144,691,973	\$173,118,656	-\$28,426,683	-8.9	180
Home Furnishings Stores	4422	\$100,930,726	\$121,322,786	-\$20,392,060	-9.2	114
Electronics & Appliance Stores	443	\$288,181,311	\$318,380,934	-\$30,199,623	-5.0	214
Bldg Materials, Garden Equip. & Supply Stores	444	\$331,197,432	\$145,705,031	\$185,492,401	38.9	147
Bldg Material & Supplies Dealers	4441	\$267,038,032	\$142,674,021	\$124,364,011	30.4	141
Lawn & Garden Equip & Supply Stores	4442	\$64,159,401	\$3,031,010	\$61,128,391	91.0	6
Food & Beverage Stores	445	\$1,868,747,063	\$1,488,236,752	\$380,510,311	11.3	993
Grocery Stores	4451	\$1,654,156,163	\$1,302,765,534	\$351,390,629	11.9	624
Specialty Food Stores	4452	\$55,750,186	\$72,653,756	-\$16,903,570	-13.2	257
Beer, Wine & Liquor Stores	4453	\$158,840,713	\$112,817,462	\$46,023,251	16.9	112
Health & Personal Care Stores	446,4461	\$964,984,941	\$1,268,643,291	-\$303,658,350	-13.6	423
Gasoline Stations	447,4471	\$1,037,611,677	\$203,931,912	\$833,679,765	67.1	107
Clothing & Clothing Accessories Stores	448	\$771,960,114	\$1,124,047,498	-\$352,087,384	-18.6	1,127
Clothing Stores	4481	\$552,834,415	\$842,733,181	-\$289,898,766	-20.8	767
Shoe Stores	4482	\$117,001,385	\$102,126,693	\$14,874,692	6.8	122
Jewelry, Luggage & Leather Goods Stores	4483	\$102,124,314	\$179,187,624	-\$77,063,310	-27.4	237
Sporting Goods, Hobby, Book & Music Stores	451	\$289,317,486	\$177,648,000	\$111,669,486	23.9	389
Sporting Goods/Hobby/Musical Instr Stores	4511	\$220,676,591	\$102,525,854	\$118,150,737	36.6	236
Book, Periodical & Music Stores	4512	\$68,640,895	\$75,122,146	-\$6,481,251	-4.5	153
General Merchandise Stores	452	\$1,926,345,308	\$665,763,650	\$1,260,581,658	48.6	142
Department Stores Excluding Leased Depts.	4521	\$714,757,705	\$373,901,678	\$340,856,027	31.3	87
Other General Merchandise Stores	4529	\$1,211,587,603	\$291,861,972	\$919,725,631	61.2	56
Miscellaneous Store Retailers	453	\$229,800,093	\$216,475,914	\$13,324,179	3.0	953
Florists	4531	\$9,280,048	\$18,291,957	-\$9,011,909	-32.7	125
Office Supplies, Stationery & Gift Stores	4532	\$40,052,729	\$66,814,904	-\$26,762,175	-25.0	216
Used Merchandise Stores	4533	\$26,763,200	\$32,457,054	-\$5,693,854	-9.6	123
Other Miscellaneous Store Retailers	4539	\$153,704,116	\$98,911,999	\$54,792,117	21.7	490
Nonstore Retailers	454	\$940,631,809	\$746,225,314	\$194,406,495	11.5	127
Electronic Shopping & Mail-Order Houses	4541	\$846,615,195	\$686,926,863	\$159,688,332	10.4	45
Vending Machine Operators	4542	\$24,095,983	\$6,046,845	\$18,049,138	59.9	17
Direct Selling Establishments	4543	\$69,920,631	\$53,251,606	\$16,669,025	13.5	65
Food Services & Drinking Places	722	\$1,383,626,787	\$2,034,071,071	-\$650,444,284	-19.0	2,081
Full-Service Restaurants	7221	\$580,916,619	\$1,110,652,985	-\$529,736,366	-31.3	864
Limited-Service Eating Places	7222	\$662,723,339	\$598,415,377	\$64,307,962	5.1	651
Special Food Services	7223	\$58,905,962	\$140,389,471	-\$81,483,509	-40.9	95
Drinking Places - Alcoholic Beverages	7224	\$81,080,867	\$184,613,237	-\$103,532,370	-39.0	472

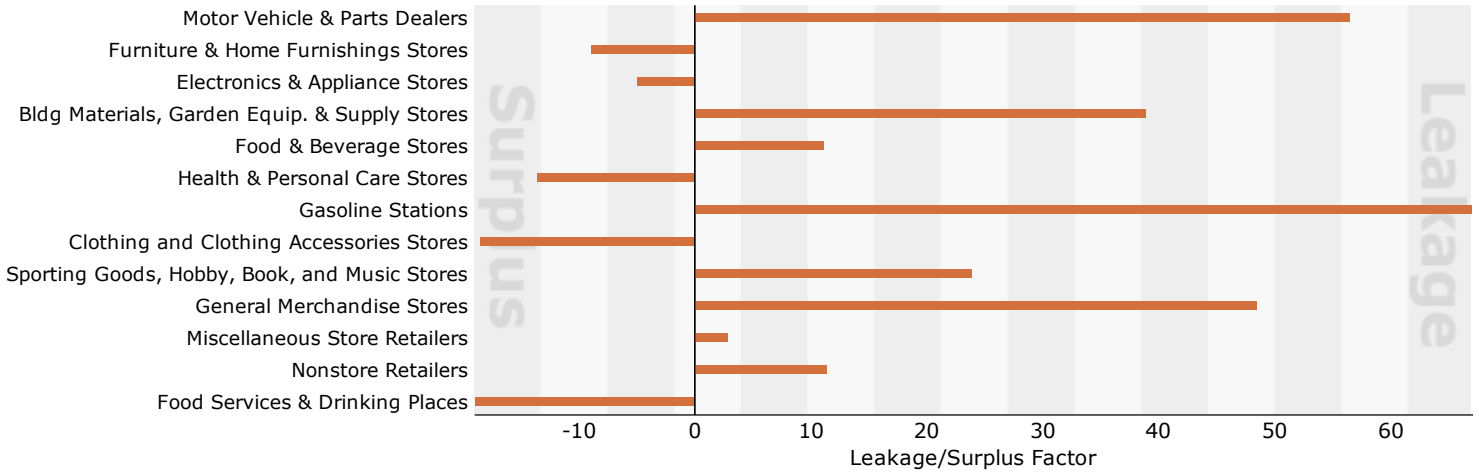
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

