



Health and Beauty 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		2015	2020	
Population		57,033	61,397	
Population 18+		53,634	57,674	
Households		32,801	35,719	
Median Household Income		\$93,852	\$104,122	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Typically spend 6+ hours exercising per week		17,529	32.7%	143
Typically spend 3-5 hours exercising per week		15,772	29.4%	135
Typically spend 1-2 hours exercising per week		9,517	17.7%	88
Exercise at home 2+ times per week		16,923	31.6%	110
Exercise at club 2+ times per week		13,230	24.7%	191
Exercise at other facility (not club) 2+ times/wk		5,785	10.8%	139
Own elliptical		1,669	3.1%	79
Own stationary bicycle		1,328	2.5%	44
Own treadmill		4,116	7.7%	75
Own weight lifting equipment		6,505	12.1%	94
Presently controlling diet		21,712	40.5%	112
Diet control for blood sugar level		2,787	5.2%	68
Diet control for cholesterol level		3,153	5.9%	65
Diet control to maintain weight		6,874	12.8%	117
Diet control for physical fitness		8,561	16.0%	157
Diet control for salt restriction		975	1.8%	57
Diet control for weight loss		7,784	14.5%	106
Used doctor`s care/diet for diet method		1,432	2.7%	97
Used exercise program for diet method		4,653	8.7%	114
Used Weight Watchers as diet method		1,216	2.3%	83
Buy foods specifically labeled as fat-free		6,340	11.8%	95
Buy foods specifically labeled as gluten-free		4,121	7.7%	232
Buy foods specifically labeled as high fiber		4,808	9.0%	94
Buy foods specifically labeled as high protein		4,363	8.1%	132
Buy foods specifically labeled as lactose-free		1,961	3.7%	163
Buy foods specifically labeled as low-calorie		5,770	10.8%	103
Buy foods specifically labeled as low-carb		3,871	7.2%	112
Buy foods specifically labeled as low-cholesterol		3,706	6.9%	105
Buy foods specifically labeled as low-fat		4,852	9.0%	80
Buy foods specifically labeled as low-sodium		5,719	10.7%	105
Buy foods specifically labeled as natural/organic		9,162	17.1%	181
Buy foods specifically labeled as sugar-free		5,090	9.5%	93
Used meal/dietary/weight loss supplement last 6 mo		4,634	8.6%	114
Used vitamins/dietary supplements in last 6 months		29,562	55.1%	103
Vitamin/dietary suppl used/6 months: antioxidant		1,602	3.0%	121
Vitamin/dietary suppl used/6 months: B complex		2,747	5.1%	93
Vitamin/dietary suppl used/6 months: B complex+C		780	1.5%	71
Vitamin/dietary suppl used/6 months: B-6		1,151	2.1%	105
Vitamin/dietary suppl used/6 months: B-12		3,813	7.1%	87
Vitamin/dietary suppl used/6 months: C		5,259	9.8%	122
Vitamin/dietary suppl used/6 months: calcium		4,335	8.1%	75
Vitamin/dietary suppl used/6 months: D		5,809	10.8%	93
Vitamin/dietary suppl used/6 months: E		2,094	3.9%	101
Vitamin/dietary suppl used/6 months: glucosamine		1,774	3.3%	88
Vitamin/dietary suppl used/6 months: iron		2,286	4.3%	127
Vitamin/dietary suppl used/6 months: multiple formula		8,002	14.9%	120
Vitamin/dietary suppl used/6 months: multiple w/iron		3,117	5.8%	150
Vitamin/dietary suppl used/6 months: mult w/minerals		2,131	4.0%	75
Vitamin/dietary suppl used/6 months: zinc		2,044	3.8%	173
Vitamin/dietary suppl used/6 months: Caltrate 600		810	1.5%	64
Vitamin/dietary suppl used/6 months: Centrum		2,097	3.9%	96
Vitamin/dietary suppl used/6 months: Nature Made		5,140	9.6%	110
Primary caregiver/caretaker		2,474	4.6%	66

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	41,434	77.3%	102
Visited doctor in last 12 months: 1-2 times	14,013	26.1%	110
Visited doctor in last 12 months: 3-5 times	13,717	25.6%	114
Visited doctor in last 12 months: 6+ times	13,704	25.6%	87
Visited doctor in last 12 months: cardiologist	3,568	6.7%	103
Visited doctor in last 12 months: chiropractor	3,752	7.0%	102
Visited doctor in last 12 months: dentist	21,040	39.2%	111
Visited doctor in last 12 months: dermatologist	5,636	10.5%	133
Visited doctor in last 12 months: ear/nose/throat	2,532	4.7%	111
Visited doctor in last 12 months: eye	10,354	19.3%	95
Visited doctor in last 12 months: gastroenterologist	2,339	4.4%	111
Visited doctor in last 12 months: general/family	19,627	36.6%	90
Visited doctor in last 12 months: internist	3,816	7.1%	120
Visited doctor in last 12 months: physical therapist	2,716	5.1%	110
Visited doctor in last 12 months: podiatrist	1,904	3.5%	131
Visited doctor in last 12 months: urologist	1,782	3.3%	87
Visited nurse practitioner in last 12 months	1,764	3.3%	71
Wear regular/sun/tinted prescription eyeglasses	18,968	35.4%	102
Wear bi-focals	4,494	8.4%	52
Wear disposable contact lenses	4,355	8.1%	122
Wear soft contact lenses	8,851	16.5%	166
Wear transition lenses	2,678	5.0%	91
Spent on eyeglasses in last 12 months: <\$100	1,037	1.9%	70
Spent on eyeglasses in last 12 months: \$100-\$199	2,971	5.5%	137
Spent on eyeglasses in last 12 months: \$200-\$249	1,394	2.6%	85
Spent on eyeglasses in last 12 months: \$250+	3,254	6.1%	65
Spent on contact lenses in last 12 months: <\$100	1,972	3.7%	134
Spent on contact lenses in last 12 months: \$100-\$199	2,028	3.8%	102
Spent on contact lenses in last 12 months: \$200+	3,284	6.1%	185
Bought prescription eyewear: discount optical ctr	2,513	4.7%	54
Bought prescription eyewear: private eye doctor	10,692	19.9%	82
Bought prescription eyewear: retail optical chain	8,391	15.6%	133
Used prescription drug for allergy/hay fever	3,962	7.4%	135
Used prescription drug for anxiety/panic	2,844	5.3%	118
Used prescr drug for arthritis/osteoarthritis	1,796	3.3%	108
Used prescr drug for rheumatoid arthritis	799	1.5%	60
Used prescription drug for asthma	2,288	4.3%	108
Used prescription drug for backache/back pain	2,382	4.4%	58
Used prescription drug for depression	4,316	8.0%	129
Used prescr drug for diabetes (insulin dependent)	666	1.2%	62
Used prescr drug for diabetes (non-insulin depend)	1,503	2.8%	74
Used prescription drug for heartburn/acid reflux	2,475	4.6%	76
Used prescription drug for high blood pressure	5,222	9.7%	72
Used prescription drug for high cholesterol	3,877	7.2%	80
Used prescription drug for migraine headache	1,444	2.7%	84
Used prescr drug for sinus congestion/headache	2,069	3.9%	103
Used prescription drug for urinary tract infection	1,150	2.1%	75
Filled prescription last 12 months: discnt/dept store	1,069	2.0%	45
Filled prescription last 12 months: drug str/pharmacy	18,514	34.5%	96
Filled prescription last 12 months: supermarket	2,780	5.2%	68
Filled prescription last 12 months: mail order	3,386	6.3%	78
Used last 6 months: adhesive bandages	28,673	53.5%	96

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: athlete`s foot/medicated foot prod	4,327	8.1%	77
Used last 6 months: children`s cold tablets/liquids	3,919	7.3%	53
Used last 6 months: cold/sinus/allergy med (nonprescr)	21,906	40.8%	84
Used last 6 months: contact lens cleaning solution	10,311	19.2%	152
Used last 6 months: cotton swabs	20,591	38.4%	78
Used last 6 months: children`s cough syrup	2,991	5.6%	40
Used last 6 months: cough syrup/suppressant(nonprescr)	14,521	27.1%	78
Used last 6 months: eye wash/drops	15,749	29.4%	101
Used last 6 months: headache/pain reliever (nonprescr)	42,223	78.7%	96
Used last 6 months: heartburn/indigest/diarrhea remedy	19,421	36.2%	82
Used last 6 months: hemorrhoid remedy	2,599	4.8%	61
Used last 6 months: lactose intolerance product	2,558	4.8%	121
Used last 6 months: laxative/fiber supplement	6,162	11.5%	73
Used last 6 months: medicated skin cream/lotion/spray	13,208	24.6%	86
Used last 6 months: nasal spray	5,552	10.4%	64
Used last 6 months: pain reliever/fever reducer (kids)	6,077	11.3%	53
Used last 6 months: pain relieving rub/liquid/patch	7,504	14.0%	63
Used last 6 months: sleeping aid/snore relief	3,995	7.4%	89
Used last 6 months: sore throat remedy/cough drops	22,761	42.4%	88
Used last 12 months: sunburn remedy	6,015	11.2%	80
Used last 12 months: suntan/sunscreen product	24,044	44.8%	117
Used last 12 months: SPF 15 suntan/sunscreen product	6,506	12.1%	130
Used last 12 months: SPF 30-49 suntan/sunscreen prod	11,949	22.3%	138
Used last 12 months: SPF 50+ suntan/sunscreen product	6,514	12.1%	107
Used last 6 months: toothache/gum/canker sore remedy	4,280	8.0%	78
Used last 6 months: vitamins/nutritional suppl (kids)	4,857	9.1%	63
Used body powder in last 6 months	9,005	16.8%	71
Used body wash/shower gel in last 6 months	31,007	57.8%	98
Used breath freshener in last 6 months	24,412	45.5%	108
Used breath freshener in last 6 months: gum	18,299	34.1%	127
Used breath freshener in last 6 months: mints	8,907	16.6%	93
Used breath freshener in last 6 months: spray/drops	406	0.8%	43
Used breath freshener in last 6 months: thin film	1,419	2.6%	119
Used breath freshener 8+ times in last 7 days	4,398	8.2%	76
Used complexion care product in last 6 months	28,082	52.4%	111
Used complexion care prod in last 6 months: astringent	3,464	6.5%	112
Used complexion care prod in last 6 months: cleanser	16,742	31.2%	125
Used complexion care prod in last 6 months: toner	3,698	6.9%	108
Used dental floss in last 6 months	37,401	69.7%	110
Used dental rinse in last 6 months	10,107	18.8%	84
Used denture adhesive/fixative in last 6 months	1,686	3.1%	52
Used denture cleaner in last 6 months	2,754	5.1%	49
Used deodorant/antiperspirant in last 6 months	49,551	92.4%	100
Used disposable razor in last 6 months	27,259	50.8%	91
Used electric shaver in last 6 months	8,017	14.9%	82

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	25,188	47.0%	110
Used personal foot care product in last 6 months	8,541	15.9%	77
Used hair coloring product (at home) last 6 months	8,742	16.3%	82
Used hair conditioner (at home) in last 6 months	33,833	63.1%	104
Used hair conditioning treatment (at home)/6 mo	11,223	20.9%	89
Used hair growth product in last 6 months	1,278	2.4%	90
Used hair spray (at home) in last 6 months	13,358	24.9%	74
Used hair styling gel/lotion/mousse in last 6 mo	18,085	33.7%	97
Used hand & body cream/lotion/oil in last 6 months	35,971	67.1%	93
Used lip care product in last 6 months	33,557	62.6%	100
Used liquid soap/hand sanitizer in last 6 months	39,883	74.4%	96
Used mouthwash in last 6 months	34,250	63.9%	97
Used mouthwash 8+ times in last 7 days	7,271	13.6%	83
Used shampoo (at home) in last 6 months	48,955	91.3%	100
Used shaving cream/gel in last 6 months	27,525	51.3%	101
Bought toothbrush in last 6 months	45,434	84.7%	100
Bought electric toothbrush in last 6 months	4,828	9.0%	122
Used toothpaste in last 6 months	52,637	98.1%	103
Used toothpaste (gel) in last 6 months	12,827	23.9%	94
Used toothpaste (paste) in last 6 months	29,451	54.9%	106
Used whitening toothpaste in last 6 months	19,505	36.4%	110
Used toothpaste with baking soda in last 6 months	10,049	18.7%	87
Used toothpaste for sensitive teeth in last 6 mo	6,096	11.4%	97
Used tooth whitener (not toothpaste) in last 6 mo	3,793	7.1%	73
Used tooth whitener (gel) in last 6 mos	626	1.2%	61
Used tooth whitener (strips) in last 6 months	2,294	4.3%	82
Visited a day spa in last 6 months	6,114	11.4%	204
Purchased product at salon/day spa in last 6 mo	4,100	7.6%	116
Professional srv last 6 months: haircut	34,828	64.9%	103
Professional srv last 6 months: hair color/highlights	9,658	18.0%	108
Professional srv last 6 months: facial	3,340	6.2%	196
Professional srv last 6 months: massage	9,644	18.0%	217
Professional srv last 6 months: manicure	6,229	11.6%	88
Professional srv last 6 months: pedicure	10,485	19.5%	124
Spent \$150+ at barber shops in last 6 months	2,836	5.3%	233
Spent \$150+ at beauty salons in last 6 months	5,139	9.6%	88

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Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		346,518	360,284
Population 18+		300,956	314,142
Households		179,919	188,120
Median Household Income		\$65,793	\$78,805

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Typically spend 6+ hours exercising per week	84,991	28.2%	124
Typically spend 3-5 hours exercising per week	78,151	26.0%	119
Typically spend 1-2 hours exercising per week	57,007	18.9%	94
Exercise at home 2+ times per week	85,284	28.3%	99
Exercise at club 2+ times per week	63,282	21.0%	163
Exercise at other facility (not club) 2+ times/wk	30,008	10.0%	129
Own elliptical	8,250	2.7%	69
Own stationary bicycle	8,768	2.9%	52
Own treadmill	18,567	6.2%	60
Own weight lifting equipment	32,495	10.8%	84
Presently controlling diet	111,803	37.1%	103
Diet control for blood sugar level	16,543	5.5%	72
Diet control for cholesterol level	19,428	6.5%	71
Diet control to maintain weight	34,725	11.5%	106
Diet control for physical fitness	40,778	13.5%	133
Diet control for salt restriction	6,974	2.3%	73
Diet control for weight loss	39,097	13.0%	95
Used doctor`s care/diet for diet method	8,935	3.0%	108
Used exercise program for diet method	24,624	8.2%	108
Used Weight Watchers as diet method	6,556	2.2%	80
Buy foods specifically labeled as fat-free	35,676	11.9%	95
Buy foods specifically labeled as gluten-free	18,501	6.1%	185
Buy foods specifically labeled as high fiber	27,632	9.2%	96
Buy foods specifically labeled as high protein	21,077	7.0%	114
Buy foods specifically labeled as lactose-free	10,223	3.4%	151
Buy foods specifically labeled as low-calorie	31,352	10.4%	100
Buy foods specifically labeled as low-carb	19,482	6.5%	100
Buy foods specifically labeled as low-cholesterol	21,391	7.1%	108
Buy foods specifically labeled as low-fat	27,741	9.2%	81
Buy foods specifically labeled as low-sodium	29,379	9.8%	96
Buy foods specifically labeled as natural/organic	42,988	14.3%	151
Buy foods specifically labeled as sugar-free	26,902	8.9%	88
Used meal/dietary/weight loss supplement last 6 mo	25,612	8.5%	112
Used vitamins/dietary supplements in last 6 months	160,529	53.3%	100
Vitamin/dietary suppl used/6 months: antioxidant	8,755	2.9%	118
Vitamin/dietary suppl used/6 months: B complex	15,790	5.2%	96
Vitamin/dietary suppl used/6 months: B complex+C	5,306	1.8%	86
Vitamin/dietary suppl used/6 months: B-6	6,409	2.1%	104
Vitamin/dietary suppl used/6 months: B-12	21,195	7.0%	86
Vitamin/dietary suppl used/6 months: C	26,374	8.8%	109
Vitamin/dietary suppl used/6 months: calcium	25,135	8.4%	77
Vitamin/dietary suppl used/6 months: D	31,067	10.3%	89
Vitamin/dietary suppl used/6 months: E	11,407	3.8%	98
Vitamin/dietary suppl used/6 months: glucosamine	10,251	3.4%	91
Vitamin/dietary suppl used/6 months: iron	12,491	4.2%	124
Vitamin/dietary suppl used/6 months: multiple formula	38,189	12.7%	102
Vitamin/dietary suppl used/6 months: multiple w/iron	14,991	5.0%	128
Vitamin/dietary suppl used/6 months: mult w/minerals	13,096	4.4%	82
Vitamin/dietary suppl used/6 months: zinc	10,415	3.5%	157
Vitamin/dietary suppl used/6 months: Caltrate 600	5,152	1.7%	72
Vitamin/dietary suppl used/6 months: Centrum	13,648	4.5%	112
Vitamin/dietary suppl used/6 months: Nature Made	26,655	8.9%	102
Primary caregiver/caretaker	15,962	5.3%	76

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	225,118	74.8%	99
Visited doctor in last 12 months: 1-2 times	76,472	25.4%	107
Visited doctor in last 12 months: 3-5 times	70,131	23.3%	104
Visited doctor in last 12 months: 6+ times	78,522	26.1%	89
Visited doctor in last 12 months: cardiologist	19,326	6.4%	99
Visited doctor in last 12 months: chiropractor	19,240	6.4%	93
Visited doctor in last 12 months: dentist	108,695	36.1%	102
Visited doctor in last 12 months: dermatologist	30,271	10.1%	127
Visited doctor in last 12 months: ear/nose/throat	14,700	4.9%	115
Visited doctor in last 12 months: eye	56,159	18.7%	92
Visited doctor in last 12 months: gastroenterologist	12,491	4.2%	106
Visited doctor in last 12 months: general/family	106,787	35.5%	87
Visited doctor in last 12 months: internist	21,145	7.0%	119
Visited doctor in last 12 months: physical therapist	14,671	4.9%	106
Visited doctor in last 12 months: podiatrist	9,848	3.3%	121
Visited doctor in last 12 months: urologist	9,521	3.2%	83
Visited nurse practitioner in last 12 months	10,133	3.4%	73
Wear regular/sun/tinted prescription eyeglasses	96,536	32.1%	92
Wear bi-focals	27,535	9.1%	57
Wear disposable contact lenses	22,478	7.5%	112
Wear soft contact lenses	41,229	13.7%	138
Wear transition lenses	13,993	4.6%	85
Spent on eyeglasses in last 12 months: <\$100	6,284	2.1%	76
Spent on eyeglasses in last 12 months: \$100-\$199	13,393	4.5%	110
Spent on eyeglasses in last 12 months: \$200-\$249	7,514	2.5%	81
Spent on eyeglasses in last 12 months: \$250+	20,972	7.0%	75
Spent on contact lenses in last 12 months: <\$100	9,744	3.2%	118
Spent on contact lenses in last 12 months: \$100-\$199	11,549	3.8%	104
Spent on contact lenses in last 12 months: \$200+	15,584	5.2%	157
Bought prescription eyewear: discount optical ctr	17,429	5.8%	67
Bought prescription eyewear: private eye doctor	60,196	20.0%	82
Bought prescription eyewear: retail optical chain	40,853	13.6%	116
Used prescription drug for allergy/hay fever	18,399	6.1%	112
Used prescription drug for anxiety/panic	13,909	4.6%	103
Used prescr drug for arthritis/osteoarthritis	8,204	2.7%	88
Used prescr drug for rheumatoid arthritis	5,041	1.7%	68
Used prescription drug for asthma	12,383	4.1%	104
Used prescription drug for backache/back pain	16,100	5.3%	70
Used prescription drug for depression	20,813	6.9%	111
Used prescr drug for diabetes (insulin dependent)	4,403	1.5%	73
Used prescr drug for diabetes (non-insulin depend)	7,475	2.5%	66
Used prescription drug for heartburn/acid reflux	13,336	4.4%	73
Used prescription drug for high blood pressure	28,279	9.4%	69
Used prescription drug for high cholesterol	19,535	6.5%	72
Used prescription drug for migraine headache	8,297	2.8%	86
Used prescr drug for sinus congestion/headache	10,324	3.4%	91
Used prescription drug for urinary tract infection	6,664	2.2%	77
Filled prescription last 12 months: discnt/dept store	6,632	2.2%	50
Filled prescription last 12 months: drug str/pharmacy	102,482	34.1%	95
Filled prescription last 12 months: supermarket	14,513	4.8%	63
Filled prescription last 12 months: mail order	18,418	6.1%	76
Used last 6 months: adhesive bandages	155,970	51.8%	93

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: athlete`s foot/medicated foot prod	32,338	10.7%	102
Used last 6 months: children`s cold tablets/liquids	27,401	9.1%	66
Used last 6 months: cold/sinus/allergy med (nonprescr)	129,392	43.0%	88
Used last 6 months: contact lens cleaning solution	48,578	16.1%	128
Used last 6 months: cotton swabs	124,560	41.4%	84
Used last 6 months: children`s cough syrup	26,835	8.9%	64
Used last 6 months: cough syrup/suppressant(nonprescr)	91,702	30.5%	88
Used last 6 months: eye wash/drops	87,171	29.0%	100
Used last 6 months: headache/pain reliever (nonprescr)	234,003	77.8%	95
Used last 6 months: heartburn/indigest/diarrhea remedy	111,185	36.9%	84
Used last 6 months: hemorrhoid remedy	18,107	6.0%	75
Used last 6 months: lactose intolerance product	14,550	4.8%	123
Used last 6 months: laxative/fiber supplement	37,235	12.4%	79
Used last 6 months: medicated skin cream/lotion/spray	78,415	26.1%	91
Used last 6 months: nasal spray	39,349	13.1%	81
Used last 6 months: pain reliever/fever reducer (kids)	43,803	14.6%	69
Used last 6 months: pain relieving rub/liquid/patch	49,401	16.4%	74
Used last 6 months: sleeping aid/snore relief	21,686	7.2%	86
Used last 6 months: sore throat remedy/cough drops	133,102	44.2%	91
Used last 12 months: sunburn remedy	35,781	11.9%	85
Used last 12 months: suntan/sunscreen product	126,977	42.2%	110
Used last 12 months: SPF 15 suntan/sunscreen product	34,996	11.6%	124
Used last 12 months: SPF 30-49 suntan/sunscreen prod	58,931	19.6%	121
Used last 12 months: SPF 50+ suntan/sunscreen product	36,366	12.1%	107
Used last 6 months: toothache/gum/canker sore remedy	24,801	8.2%	80
Used last 6 months: vitamins/nutritional suppl (kids)	32,761	10.9%	75
Used body powder in last 6 months	57,942	19.3%	82
Used body wash/shower gel in last 6 months	170,089	56.5%	96
Used breath freshener in last 6 months	128,588	42.7%	102
Used breath freshener in last 6 months: gum	90,137	30.0%	112
Used breath freshener in last 6 months: mints	48,533	16.1%	90
Used breath freshener in last 6 months: spray/drops	3,702	1.2%	70
Used breath freshener in last 6 months: thin film	7,852	2.6%	117
Used breath freshener 8+ times in last 7 days	24,968	8.3%	77
Used complexion care product in last 6 months	153,357	51.0%	108
Used complexion care prod in last 6 months: astringent	18,202	6.0%	105
Used complexion care prod in last 6 months: cleanser	84,663	28.1%	112
Used complexion care prod in last 6 months: toner	21,627	7.2%	113
Used dental floss in last 6 months	197,314	65.6%	103
Used dental rinse in last 6 months	63,883	21.2%	94
Used denture adhesive/fixative in last 6 months	13,314	4.4%	72
Used denture cleaner in last 6 months	20,952	7.0%	67
Used deodorant/antiperspirant in last 6 months	273,783	91.0%	98
Used disposable razor in last 6 months	153,148	50.9%	91
Used electric shaver in last 6 months	46,613	15.5%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Health and Beauty 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		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	138,770	46.1%	108
Used personal foot care product in last 6 months	57,437	19.1%	93
Used hair coloring product (at home) last 6 months	53,237	17.7%	89
Used hair conditioner (at home) in last 6 months	180,373	59.9%	99
Used hair conditioning treatment (at home)/6 mo	66,782	22.2%	94
Used hair growth product in last 6 months	8,467	2.8%	107
Used hair spray (at home) in last 6 months	76,705	25.5%	76
Used hair styling gel/lotion/mousse in last 6 mo	102,173	33.9%	98
Used hand & body cream/lotion/oil in last 6 months	205,222	68.2%	95
Used lip care product in last 6 months	184,676	61.4%	99
Used liquid soap/hand sanitizer in last 6 months	220,064	73.1%	94
Used mouthwash in last 6 months	192,398	63.9%	97
Used mouthwash 8+ times in last 7 days	45,077	15.0%	92
Used shampoo (at home) in last 6 months	269,413	89.5%	98
Used shaving cream/gel in last 6 months	147,984	49.2%	97
Bought toothbrush in last 6 months	249,305	82.8%	98
Bought electric toothbrush in last 6 months	26,273	8.7%	118
Used toothpaste in last 6 months	291,654	96.9%	101
Used toothpaste (gel) in last 6 months	69,613	23.1%	91
Used toothpaste (paste) in last 6 months	162,294	53.9%	105
Used whitening toothpaste in last 6 months	98,506	32.7%	99
Used toothpaste with baking soda in last 6 months	60,122	20.0%	93
Used toothpaste for sensitive teeth in last 6 mo	31,612	10.5%	89
Used tooth whitener (not toothpaste) in last 6 mo	27,506	9.1%	95
Used tooth whitener (gel) in last 6 mos	5,017	1.7%	88
Used tooth whitener (strips) in last 6 months	15,657	5.2%	99
Visited a day spa in last 6 months	27,956	9.3%	166
Purchased product at salon/day spa in last 6 mo	21,096	7.0%	106
Professional srv last 6 months: haircut	183,870	61.1%	97
Professional srv last 6 months: hair color/highlights	47,211	15.7%	94
Professional srv last 6 months: facial	15,955	5.3%	167
Professional srv last 6 months: massage	43,622	14.5%	175
Professional srv last 6 months: manicure	40,409	13.4%	102
Professional srv last 6 months: pedicure	55,723	18.5%	117
Spent \$150+ at barber shops in last 6 months	13,278	4.4%	194
Spent \$150+ at beauty salons in last 6 months	28,823	9.6%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Health and Beauty 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		2015	2020	
Population		823,969	848,551	
Population 18+		677,268	702,441	
Households		373,340	386,805	
Median Household Income		\$53,612	\$62,929	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Typically spend 6+ hours exercising per week		178,363	26.3%	116
Typically spend 3-5 hours exercising per week		161,140	23.8%	109
Typically spend 1-2 hours exercising per week		134,300	19.8%	99
Exercise at home 2+ times per week		184,415	27.2%	95
Exercise at club 2+ times per week		122,922	18.1%	140
Exercise at other facility (not club) 2+ times/wk		60,084	8.9%	115
Own elliptical		17,380	2.6%	65
Own stationary bicycle		20,165	3.0%	53
Own treadmill		36,316	5.4%	52
Own weight lifting equipment		64,900	9.6%	74
Presently controlling diet		244,314	36.1%	100
Diet control for blood sugar level		41,666	6.2%	80
Diet control for cholesterol level		46,562	6.9%	76
Diet control to maintain weight		70,419	10.4%	95
Diet control for physical fitness		81,624	12.1%	118
Diet control for salt restriction		18,088	2.7%	84
Diet control for weight loss		84,408	12.5%	91
Used doctor`s care/diet for diet method		22,403	3.3%	120
Used exercise program for diet method		52,231	7.7%	101
Used Weight Watchers as diet method		13,324	2.0%	72
Buy foods specifically labeled as fat-free		79,162	11.7%	94
Buy foods specifically labeled as gluten-free		36,904	5.4%	164
Buy foods specifically labeled as high fiber		59,945	8.9%	93
Buy foods specifically labeled as high protein		44,407	6.6%	106
Buy foods specifically labeled as lactose-free		22,922	3.4%	151
Buy foods specifically labeled as low-calorie		68,220	10.1%	96
Buy foods specifically labeled as low-carb		41,393	6.1%	95
Buy foods specifically labeled as low-cholesterol		46,528	6.9%	105
Buy foods specifically labeled as low-fat		62,659	9.3%	82
Buy foods specifically labeled as low-sodium		67,261	9.9%	98
Buy foods specifically labeled as natural/organic		85,432	12.6%	134
Buy foods specifically labeled as sugar-free		61,504	9.1%	89
Used meal/dietary/weight loss supplement last 6 mo		60,830	9.0%	119
Used vitamins/dietary supplements in last 6 months		350,943	51.8%	97
Vitamin/dietary suppl used/6 months: antioxidant		19,876	2.9%	119
Vitamin/dietary suppl used/6 months: B complex		34,853	5.1%	94
Vitamin/dietary suppl used/6 months: B complex+C		14,196	2.1%	102
Vitamin/dietary suppl used/6 months: B-6		15,161	2.2%	109
Vitamin/dietary suppl used/6 months: B-12		47,450	7.0%	86
Vitamin/dietary suppl used/6 months: C		54,279	8.0%	100
Vitamin/dietary suppl used/6 months: calcium		58,366	8.6%	80
Vitamin/dietary suppl used/6 months: D		63,487	9.4%	81
Vitamin/dietary suppl used/6 months: E		25,039	3.7%	95
Vitamin/dietary suppl used/6 months: glucosamine		22,531	3.3%	89
Vitamin/dietary suppl used/6 months: iron		30,158	4.5%	133
Vitamin/dietary suppl used/6 months: multiple formula		77,121	11.4%	92
Vitamin/dietary suppl used/6 months: multiple w/iron		30,553	4.5%	116
Vitamin/dietary suppl used/6 months: mult w/minerals		28,394	4.2%	79
Vitamin/dietary suppl used/6 months: zinc		21,207	3.1%	142
Vitamin/dietary suppl used/6 months: Caltrate 600		11,775	1.7%	74
Vitamin/dietary suppl used/6 months: Centrum		33,580	5.0%	122
Vitamin/dietary suppl used/6 months: Nature Made		56,225	8.3%	96
Primary caregiver/caretaker		40,416	6.0%	86

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Health and Beauty 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	Percent	MPI
Visited doctor in last 12 months	493,468	72.9%	96
Visited doctor in last 12 months: 1-2 times	170,686	25.2%	106
Visited doctor in last 12 months: 3-5 times	152,769	22.6%	100
Visited doctor in last 12 months: 6+ times	170,185	25.1%	85
Visited doctor in last 12 months: cardiologist	38,214	5.6%	87
Visited doctor in last 12 months: chiropractor	40,006	5.9%	86
Visited doctor in last 12 months: dentist	227,171	33.5%	95
Visited doctor in last 12 months: dermatologist	59,135	8.7%	111
Visited doctor in last 12 months: ear/nose/throat	31,485	4.6%	109
Visited doctor in last 12 months: eye	122,209	18.0%	89
Visited doctor in last 12 months: gastroenterologist	27,421	4.0%	103
Visited doctor in last 12 months: general/family	232,628	34.3%	84
Visited doctor in last 12 months: internist	43,016	6.4%	108
Visited doctor in last 12 months: physical therapist	30,279	4.5%	97
Visited doctor in last 12 months: podiatrist	21,609	3.2%	118
Visited doctor in last 12 months: urologist	20,420	3.0%	79
Visited nurse practitioner in last 12 months	22,719	3.4%	72
Wear regular/sun/tinted prescription eyeglasses	199,576	29.5%	85
Wear bi-focals	60,121	8.9%	56
Wear disposable contact lenses	45,143	6.7%	100
Wear soft contact lenses	82,267	12.1%	122
Wear transition lenses	28,943	4.3%	78
Spent on eyeglasses in last 12 months: <\$100	14,686	2.2%	79
Spent on eyeglasses in last 12 months: \$100-\$199	26,426	3.9%	96
Spent on eyeglasses in last 12 months: \$200-\$249	17,010	2.5%	82
Spent on eyeglasses in last 12 months: \$250+	46,483	6.9%	74
Spent on contact lenses in last 12 months: <\$100	20,478	3.0%	110
Spent on contact lenses in last 12 months: \$100-\$199	24,015	3.5%	96
Spent on contact lenses in last 12 months: \$200+	29,115	4.3%	130
Bought prescription eyewear: discount optical ctr	40,246	5.9%	69
Bought prescription eyewear: private eye doctor	128,654	19.0%	78
Bought prescription eyewear: retail optical chain	80,228	11.8%	101
Used prescription drug for allergy/hay fever	37,026	5.5%	100
Used prescription drug for anxiety/panic	29,327	4.3%	96
Used prescr drug for arthritis/osteoarthritis	18,018	2.7%	86
Used prescr drug for rheumatoid arthritis	12,718	1.9%	76
Used prescription drug for asthma	27,814	4.1%	104
Used prescription drug for backache/back pain	40,233	5.9%	78
Used prescription drug for depression	42,416	6.3%	100
Used prescr drug for diabetes (insulin dependent)	12,141	1.8%	89
Used prescr drug for diabetes (non-insulin depend)	17,828	2.6%	70
Used prescription drug for heartburn/acid reflux	28,805	4.3%	70
Used prescription drug for high blood pressure	66,704	9.8%	73
Used prescription drug for high cholesterol	43,916	6.5%	72
Used prescription drug for migraine headache	19,424	2.9%	90
Used prescr drug for sinus congestion/headache	22,293	3.3%	88
Used prescription drug for urinary tract infection	14,460	2.1%	75
Filled prescription last 12 months: discnt/dept store	16,568	2.4%	55
Filled prescription last 12 months: drug str/pharmacy	227,261	33.6%	93
Filled prescription last 12 months: supermarket	30,477	4.5%	59
Filled prescription last 12 months: mail order	38,148	5.6%	70
Used last 6 months: adhesive bandages	337,517	49.8%	89

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Health and Beauty 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		MPI
	Adults	Percent	
Used last 6 months: athlete`s foot/medicated foot prod	82,129	12.1%	116
Used last 6 months: children`s cold tablets/liquids	75,992	11.2%	81
Used last 6 months: cold/sinus/allergy med (nonprescr)	297,111	43.9%	90
Used last 6 months: contact lens cleaning solution	96,209	14.2%	112
Used last 6 months: cotton swabs	284,150	42.0%	86
Used last 6 months: children`s cough syrup	77,208	11.4%	82
Used last 6 months: cough syrup/suppressant(nonprescr)	229,779	33.9%	98
Used last 6 months: eye wash/drops	195,099	28.8%	99
Used last 6 months: headache/pain reliever (nonprescr)	521,935	77.1%	94
Used last 6 months: heartburn/indigest/diarrhea remedy	254,102	37.5%	85
Used last 6 months: hemorrhoid remedy	41,795	6.2%	77
Used last 6 months: lactose intolerance product	35,202	5.2%	132
Used last 6 months: laxative/fiber supplement	92,123	13.6%	87
Used last 6 months: medicated skin cream/lotion/spray	178,847	26.4%	92
Used last 6 months: nasal spray	93,555	13.8%	85
Used last 6 months: pain reliever/fever reducer (kids)	112,301	16.6%	78
Used last 6 months: pain relieving rub/liquid/patch	128,727	19.0%	85
Used last 6 months: sleeping aid/snore relief	48,188	7.1%	85
Used last 6 months: sore throat remedy/cough drops	306,868	45.3%	94
Used last 12 months: sunburn remedy	77,328	11.4%	81
Used last 12 months: suntan/sunscreen product	251,381	37.1%	97
Used last 12 months: SPF 15 suntan/sunscreen product	68,969	10.2%	109
Used last 12 months: SPF 30-49 suntan/sunscreen prod	112,479	16.6%	103
Used last 12 months: SPF 50+ suntan/sunscreen product	73,700	10.9%	96
Used last 6 months: toothache/gum/canker sore remedy	67,724	10.0%	98
Used last 6 months: vitamins/nutritional suppl (kids)	81,324	12.0%	83
Used body powder in last 6 months	151,061	22.3%	95
Used body wash/shower gel in last 6 months	392,084	57.9%	99
Used breath freshener in last 6 months	298,446	44.1%	105
Used breath freshener in last 6 months: gum	205,839	30.4%	113
Used breath freshener in last 6 months: mints	115,045	17.0%	95
Used breath freshener in last 6 months: spray/drops	11,523	1.7%	96
Used breath freshener in last 6 months: thin film	17,469	2.6%	116
Used breath freshener 8+ times in last 7 days	64,026	9.5%	88
Used complexion care product in last 6 months	341,354	50.4%	107
Used complexion care prod in last 6 months: astringent	39,624	5.9%	101
Used complexion care prod in last 6 months: cleanser	180,128	26.6%	106
Used complexion care prod in last 6 months: toner	48,061	7.1%	111
Used dental floss in last 6 months	428,285	63.2%	99
Used dental rinse in last 6 months	163,378	24.1%	107
Used denture adhesive/fixative in last 6 months	36,192	5.3%	88
Used denture cleaner in last 6 months	55,314	8.2%	78
Used deodorant/antiperspirant in last 6 months	617,494	91.2%	98
Used disposable razor in last 6 months	353,809	52.2%	94
Used electric shaver in last 6 months	103,876	15.3%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Health and Beauty 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		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	308,637	45.6%	107
Used personal foot care product in last 6 months	140,548	20.8%	101
Used hair coloring product (at home) last 6 months	133,779	19.8%	99
Used hair conditioner (at home) in last 6 months	410,385	60.6%	100
Used hair conditioning treatment (at home)/6 mo	172,229	25.4%	108
Used hair growth product in last 6 months	21,597	3.2%	121
Used hair spray (at home) in last 6 months	176,020	26.0%	78
Used hair styling gel/lotion/mousse in last 6 mo	235,965	34.8%	101
Used hand & body cream/lotion/oil in last 6 months	481,731	71.1%	99
Used lip care product in last 6 months	417,008	61.6%	99
Used liquid soap/hand sanitizer in last 6 months	496,285	73.3%	94
Used mouthwash in last 6 months	448,851	66.3%	100
Used mouthwash 8+ times in last 7 days	113,003	16.7%	103
Used shampoo (at home) in last 6 months	601,310	88.8%	97
Used shaving cream/gel in last 6 months	326,834	48.3%	95
Bought toothbrush in last 6 months	559,105	82.6%	98
Bought electric toothbrush in last 6 months	55,483	8.2%	111
Used toothpaste in last 6 months	653,614	96.5%	101
Used toothpaste (gel) in last 6 months	156,830	23.2%	91
Used toothpaste (paste) in last 6 months	358,618	53.0%	103
Used whitening toothpaste in last 6 months	211,481	31.2%	95
Used toothpaste with baking soda in last 6 months	152,635	22.5%	105
Used toothpaste for sensitive teeth in last 6 mo	67,189	9.9%	85
Used tooth whitener (not toothpaste) in last 6 mo	72,680	10.7%	111
Used tooth whitener (gel) in last 6 mos	16,377	2.4%	127
Used tooth whitener (strips) in last 6 months	38,368	5.7%	108
Visited a day spa in last 6 months	53,340	7.9%	141
Purchased product at salon/day spa in last 6 mo	42,934	6.3%	96
Professional srv last 6 months: haircut	387,030	57.1%	91
Professional srv last 6 months: hair color/highlights	96,954	14.3%	86
Professional srv last 6 months: facial	31,245	4.6%	145
Professional srv last 6 months: massage	83,388	12.3%	149
Professional srv last 6 months: manicure	91,740	13.5%	102
Professional srv last 6 months: pedicure	116,773	17.2%	109
Spent \$150+ at barber shops in last 6 months	26,594	3.9%	173
Spent \$150+ at beauty salons in last 6 months	59,243	8.7%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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