



Retail Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary	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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	23,660	44.1%	91
Bought any women's clothing in last 12 months	22,630	42.2%	94
Bought clothing for child <13 years in last 6 months	8,546	15.9%	57
Bought any shoes in last 12 months	31,614	58.9%	108
Bought costume jewelry in last 12 months	9,129	17.0%	85
Bought any fine jewelry in last 12 months	8,341	15.6%	80
Bought a watch in last 12 months	6,427	12.0%	104
Automobiles (Households)			
HH owns/leases any vehicle	23,668	72.2%	85
HH bought/leased new vehicle last 12 mo	3,144	9.6%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	39,349	73.4%	86
Bought/changed motor oil in last 12 months	19,173	35.7%	72
Had tune-up in last 12 months	15,379	28.7%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	34,035	63.5%	97
Drank regular cola in last 6 months	19,582	36.5%	80
Drank beer/ale in last 6 months	30,176	56.3%	133
Cameras (Adults)			
Own digital point & shoot camera	19,298	36.0%	111
Own digital single-lens reflex (SLR) camera	5,698	10.6%	123
Bought any camera in last 12 months	4,657	8.7%	120
Bought memory card for camera in last 12 months	2,501	4.7%	81
Printed digital photos in last 12 months	1,243	2.3%	69
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	21,712	40.5%	111
Have a smartphone	33,138	61.8%	127
Have an iPhone	17,958	33.5%	179
Number of cell phones in household: 1	18,096	55.2%	172
Number of cell phones in household: 2	9,722	29.6%	80
Number of cell phones in household: 3+	2,870	8.7%	35
HH has cell phone only (no landline telephone)	18,954	57.8%	153
Computers (Households)			
HH owns a computer	28,358	86.5%	113
HH owns desktop computer	13,046	39.8%	82
HH owns laptop/notebook	21,655	66.0%	129
Spent <\$500 on most recent home computer	4,910	15.0%	106
Spent \$500-\$999 on most recent home computer	7,190	21.9%	108
Spent \$1,000-\$1,499 on most recent home computer	5,237	16.0%	160
Spent \$1,500-\$1,999 on most recent home computer	1,624	5.0%	107
Spent \$2,000+ on most recent home computer	1,333	4.1%	105

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

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



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	33,444	62.4%	103
Bought brewed coffee at convenience store in last 30 days	7,896	14.7%	96
Bought cigarettes at convenience store in last 30 days	6,638	12.4%	94
Bought gas at convenience store in last 30 days	13,739	25.6%	77
Spent at convenience store in last 30 days: <\$20	6,696	12.5%	152
Spent at convenience store in last 30 days: \$20-\$39	5,773	10.8%	118
Spent at convenience store in last 30 days: \$40-\$50	4,079	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	3,265	6.1%	134
Spent at convenience store in last 30 days: \$100+	8,398	15.7%	68
Entertainment (Adults)			
Attended a movie in last 6 months	38,276	71.4%	118
Went to live theater in last 12 months	12,845	23.9%	191
Went to a bar/night club in last 12 months	17,614	32.8%	192
Dined out in last 12 months	28,015	52.2%	116
Gambled at a casino in last 12 months	7,651	14.3%	97
Visited a theme park in last 12 months	8,790	16.4%	91
Viewed movie (video-on-demand) in last 30 days	10,176	19.0%	122
Viewed TV show (video-on-demand) in last 30 days	10,403	19.4%	158
Watched any pay-per-view TV in last 12 months	5,713	10.7%	81
Downloaded a movie over the Internet in last 30 days	6,560	12.2%	185
Downloaded any individual song in last 6 months	13,234	24.7%	120
Watched a movie online in the last 30 days	16,246	30.3%	223
Watched a TV program online in last 30 days	17,516	32.7%	243
Played a video/electronic game (console) in last 12 months	7,439	13.9%	122
Played a video/electronic game (portable) in last 12 months	3,824	7.1%	159
Financial (Adults)			
Have home mortgage (1st)	15,641	29.2%	92
Used ATM/cash machine in last 12 months	36,157	67.4%	138
Own any stock	4,378	8.2%	105
Own U.S. savings bond	3,563	6.6%	116
Own shares in mutual fund (stock)	3,854	7.2%	96
Own shares in mutual fund (bonds)	2,659	5.0%	101
Have interest checking account	17,809	33.2%	115
Have non-interest checking account	14,176	26.4%	94
Have savings account	32,767	61.1%	114
Have 401K retirement savings plan	8,334	15.5%	105
Own/used any credit/debit card in last 12 months	42,749	79.7%	108
Avg monthly credit card expenditures: <\$111	4,526	8.4%	71
Avg monthly credit card expenditures: \$111-\$225	3,582	6.7%	103
Avg monthly credit card expenditures: \$226-\$450	3,605	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	3,178	5.9%	109
Avg monthly credit card expenditures: \$701-\$1,000	3,708	6.9%	159
Avg monthly credit card expenditures: \$1,001+	7,435	13.9%	151
Did banking online in last 12 months	28,346	52.9%	150
Did banking on mobile device in last 12 months	9,902	18.5%	178
Paid bills online in last 12 months	32,633	60.8%	146

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	31,353	58.5%	82
Used bread in last 6 months	48,751	90.9%	96
Used chicken (fresh or frozen) in last 6 mos	36,104	67.3%	94
Used turkey (fresh or frozen) in last 6 mos	5,206	9.7%	53
Used fish/seafood (fresh or frozen) in last 6 months	27,723	51.7%	92
Used fresh fruit/vegetables in last 6 months	45,979	85.7%	99
Used fresh milk in last 6 months	44,673	83.3%	93
Used organic food in last 6 months	18,416	34.3%	174
Health (Adults)			
Exercise at home 2+ times per week	16,923	31.6%	110
Exercise at club 2+ times per week	13,230	24.7%	191
Visited a doctor in last 12 months	41,434	77.3%	102
Used vitamin/dietary supplement in last 6 months	29,562	55.1%	103
Home (Households)			
Any home improvement in last 12 months	3,843	11.7%	42
Used housekeeper/maid/professional HH cleaning service in last 12	5,025	15.3%	117
Purchased low ticket HH furnishings in last 12 months	6,307	19.2%	123
Purchased big ticket HH furnishings in last 12 months	7,436	22.7%	108
Purchased bedding/bath goods in last 12 months	16,262	49.6%	93
Purchased cooking/serving product in last 12 months	8,401	25.6%	105
Bought any small kitchen appliance in last 12 months	6,860	20.9%	94
Bought any large kitchen appliance in last 12 months	2,474	7.5%	59
Insurance (Adults/Households)			
Currently carry life insurance	18,978	35.4%	81
Carry medical/hospital/accident insurance	36,487	68.0%	106
Carry homeowner insurance	17,798	33.2%	69
Carry renter's insurance	7,141	13.3%	180
Have auto insurance: 1 vehicle in household covered	15,156	46.2%	147
Have auto insurance: 2 vehicles in household covered	5,651	17.2%	61
Have auto insurance: 3+ vehicles in household covered	2,064	6.3%	29
Pets (Households)			
Household owns any pet	11,444	34.9%	66
Household owns any cat	5,298	16.2%	71
Household owns any dog	6,826	20.8%	52
Psychographics (Adults)			
Buying American is important to me	14,675	27.4%	64
Usually buy items on credit rather than wait	5,417	10.1%	89
Usually buy based on quality - not price	9,853	18.4%	102
Price is usually more important than brand name	13,391	25.0%	91
Usually use coupons for brands I buy often	7,634	14.2%	75
Am interested in how to help the environment	9,689	18.1%	108
Usually pay more for environ safe product	10,520	19.6%	155
Usually value green products over convenience	6,636	12.4%	122
Likely to buy a brand that supports a charity	18,769	35.0%	102
Reading (Adults)			
Bought digital book in last 12 months	9,857	18.4%	165
Bought hardcover book in last 12 months	16,054	29.9%	133
Bought paperback book in last 12 month	22,977	42.8%	127
Read any daily newspaper (paper version)	13,834	25.8%	92
Read any digital newspaper in last 30 days	31,685	59.1%	189
Read any magazine (paper/electronic version) in last 6 months	52,590	98.1%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	38,781	72.3%	96
Went to family restaurant/steak house: 4+ times a month	12,465	23.2%	81
Went to fast food/drive-in restaurant in last 6 months	48,462	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	21,002	39.2%	97
Fast food/drive-in last 6 months: eat in	19,274	35.9%	99
Fast food/drive-in last 6 months: home delivery	4,883	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	21,994	41.0%	87
Fast food/drive-in last 6 months: take-out/walk-in	10,683	19.9%	102
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	17,257	32.2%	152
Own any portable MP3 player	25,478	47.5%	142
HH owns 1 TV	13,365	40.7%	202
HH owns 2 TVs	8,133	24.8%	94
HH owns 3 TVs	3,701	11.3%	53
HH owns 4+ TVs	2,104	6.4%	33
HH subscribes to cable TV	17,382	53.0%	104
HH subscribes to fiber optic	2,181	6.6%	100
HH has satellite dish	2,467	7.5%	29
HH owns DVD/Blu-ray player	20,070	61.2%	99
HH owns camcorder	4,136	12.6%	81
HH owns portable GPS navigation device	6,347	19.4%	70
HH purchased video game system in last 12 mos	2,462	7.5%	81
HH owns Internet video device for TV	2,515	7.7%	176
Travel (Adults)			
Domestic travel in last 12 months	35,842	66.8%	133
Took 3+ domestic non-business trips in last 12 months	10,680	19.9%	160
Spent on domestic vacations in last 12 months: <\$1,000	9,064	16.9%	150
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,092	9.5%	158
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,163	4.0%	115
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,294	4.3%	112
Spent on domestic vacations in last 12 months: \$3,000+	2,437	4.5%	83
Domestic travel in the 12 months: used general travel website	6,507	12.1%	173
Foreign travel in last 3 years	22,034	41.1%	173
Took 3+ foreign trips by plane in last 3 years	5,191	9.7%	221
Spent on foreign vacations in last 12 months: <\$1,000	3,961	7.4%	176
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,507	4.7%	154
Spent on foreign vacations in last 12 months: \$3,000+	4,516	8.4%	171
Foreign travel in last 3 years: used general travel website	4,956	9.2%	169
Nights spent in hotel/motel in last 12 months: any	26,894	50.1%	121
Took cruise of more than one day in last 3 years	5,409	10.1%	115
Member of any frequent flyer program	16,621	31.0%	186
Member of any hotel rewards program	8,928	16.6%	118

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Retail 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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	135,702	45.1%	93
Bought any women's clothing in last 12 months	126,424	42.0%	94
Bought clothing for child <13 years in last 6 months	60,872	20.2%	72
Bought any shoes in last 12 months	169,645	56.4%	103
Bought costume jewelry in last 12 months	53,249	17.7%	88
Bought any fine jewelry in last 12 months	54,303	18.0%	93
Bought a watch in last 12 months	36,020	12.0%	104
Automobiles (Households)			
HH owns/leases any vehicle	121,972	67.8%	80
HH bought/leased new vehicle last 12 mo	14,898	8.3%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	208,313	69.2%	81
Bought/changed motor oil in last 12 months	101,688	33.8%	68
Had tune-up in last 12 months	84,339	28.0%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	199,769	66.4%	101
Drank regular cola in last 6 months	115,063	38.2%	83
Drank beer/ale in last 6 months	151,015	50.2%	119
Cameras (Adults)			
Own digital point & shoot camera	95,721	31.8%	98
Own digital single-lens reflex (SLR) camera	30,070	10.0%	116
Bought any camera in last 12 months	24,259	8.1%	112
Bought memory card for camera in last 12 months	14,800	4.9%	85
Printed digital photos in last 12 months	7,121	2.4%	70
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	113,267	37.6%	103
Have a smartphone	177,418	59.0%	121
Have an iPhone	90,016	29.9%	160
Number of cell phones in household: 1	86,491	48.1%	150
Number of cell phones in household: 2	58,140	32.3%	88
Number of cell phones in household: 3+	24,493	13.6%	54
HH has cell phone only (no landline telephone)	95,354	53.0%	140
Computers (Households)			
HH owns a computer	145,243	80.7%	106
HH owns desktop computer	69,924	38.9%	80
HH owns laptop/notebook	108,222	60.2%	118
Spent <\$500 on most recent home computer	22,438	12.5%	89
Spent \$500-\$999 on most recent home computer	33,969	18.9%	93
Spent \$1,000-\$1,499 on most recent home computer	24,835	13.8%	138
Spent \$1,500-\$1,999 on most recent home computer	9,892	5.5%	119
Spent \$2,000+ on most recent home computer	8,027	4.5%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	172,731	57.4%	95
Bought brewed coffee at convenience store in last 30 days	42,369	14.1%	92
Bought cigarettes at convenience store in last 30 days	31,961	10.6%	81
Bought gas at convenience store in last 30 days	66,326	22.0%	66
Spent at convenience store in last 30 days: <\$20	31,001	10.3%	126
Spent at convenience store in last 30 days: \$20-\$39	30,117	10.0%	110
Spent at convenience store in last 30 days: \$40-\$50	21,182	7.0%	92
Spent at convenience store in last 30 days: \$51-\$99	14,507	4.8%	106
Spent at convenience store in last 30 days: \$100+	47,417	15.8%	68
Entertainment (Adults)			
Attended a movie in last 6 months	200,446	66.6%	110
Went to live theater in last 12 months	57,599	19.1%	153
Went to a bar/night club in last 12 months	79,593	26.4%	155
Dined out in last 12 months	141,221	46.9%	104
Gambled at a casino in last 12 months	42,548	14.1%	96
Visited a theme park in last 12 months	50,527	16.8%	93
Viewed movie (video-on-demand) in last 30 days	54,386	18.1%	116
Viewed TV show (video-on-demand) in last 30 days	52,568	17.5%	143
Watched any pay-per-view TV in last 12 months	35,347	11.7%	90
Downloaded a movie over the Internet in last 30 days	32,027	10.6%	161
Downloaded any individual song in last 6 months	71,921	23.9%	116
Watched a movie online in the last 30 days	76,945	25.6%	188
Watched a TV program online in last 30 days	80,417	26.7%	199
Played a video/electronic game (console) in last 12 months	36,289	12.1%	106
Played a video/electronic game (portable) in last 12 months	17,147	5.7%	127
Financial (Adults)			
Have home mortgage (1st)	76,636	25.5%	80
Used ATM/cash machine in last 12 months	175,414	58.3%	120
Own any stock	24,012	8.0%	102
Own U.S. savings bond	18,245	6.1%	105
Own shares in mutual fund (stock)	21,096	7.0%	93
Own shares in mutual fund (bonds)	14,293	4.7%	96
Have interest checking account	85,367	28.4%	98
Have non-interest checking account	76,454	25.4%	90
Have savings account	162,643	54.0%	101
Have 401K retirement savings plan	42,347	14.1%	95
Own/used any credit/debit card in last 12 months	223,787	74.4%	101
Avg monthly credit card expenditures: <\$111	27,305	9.1%	77
Avg monthly credit card expenditures: \$111-\$225	17,967	6.0%	92
Avg monthly credit card expenditures: \$226-\$450	19,307	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	17,693	5.9%	108
Avg monthly credit card expenditures: \$701-\$1,000	18,083	6.0%	139
Avg monthly credit card expenditures: \$1,001+	37,764	12.5%	137
Did banking online in last 12 months	131,382	43.7%	124
Did banking on mobile device in last 12 months	47,237	15.7%	151
Paid bills online in last 12 months	154,806	51.4%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	177,268	58.9%	82
Used bread in last 6 months	271,521	90.2%	95
Used chicken (fresh or frozen) in last 6 mos	201,387	66.9%	94
Used turkey (fresh or frozen) in last 6 mos	35,905	11.9%	65
Used fish/seafood (fresh or frozen) in last 6 months	151,531	50.3%	90
Used fresh fruit/vegetables in last 6 months	256,788	85.3%	98
Used fresh milk in last 6 months	252,559	83.9%	93
Used organic food in last 6 months	91,165	30.3%	154
Health (Adults)			
Exercise at home 2+ times per week	85,284	28.3%	99
Exercise at club 2+ times per week	63,282	21.0%	163
Visited a doctor in last 12 months	225,118	74.8%	99
Used vitamin/dietary supplement in last 6 months	160,529	53.3%	100
Home (Households)			
Any home improvement in last 12 months	25,369	14.1%	51
Used housekeeper/maid/professional HH cleaning service in last 12	27,499	15.3%	117
Purchased low ticket HH furnishings in last 12 months	29,429	16.4%	105
Purchased big ticket HH furnishings in last 12 months	38,980	21.7%	103
Purchased bedding/bath goods in last 12 months	89,345	49.7%	93
Purchased cooking/serving product in last 12 months	44,219	24.6%	101
Bought any small kitchen appliance in last 12 months	37,541	20.9%	94
Bought any large kitchen appliance in last 12 months	15,533	8.6%	67
Insurance (Adults/Households)			
Currently carry life insurance	98,713	32.8%	76
Carry medical/hospital/accident insurance	192,964	64.1%	99
Carry homeowner insurance	92,472	30.7%	64
Carry renter's insurance	35,192	11.7%	158
Have auto insurance: 1 vehicle in household covered	71,180	39.6%	126
Have auto insurance: 2 vehicles in household covered	31,533	17.5%	63
Have auto insurance: 3+ vehicles in household covered	13,837	7.7%	35
Pets (Households)			
Household owns any pet	62,342	34.7%	65
Household owns any cat	27,589	15.3%	67
Household owns any dog	37,175	20.7%	52
Psychographics (Adults)			
Buying American is important to me	90,220	30.0%	70
Usually buy items on credit rather than wait	36,079	12.0%	105
Usually buy based on quality - not price	57,419	19.1%	106
Price is usually more important than brand name	75,726	25.2%	92
Usually use coupons for brands I buy often	48,982	16.3%	86
Am interested in how to help the environment	58,180	19.3%	116
Usually pay more for environ safe product	54,587	18.1%	144
Usually value green products over convenience	39,190	13.0%	128
Likely to buy a brand that supports a charity	105,302	35.0%	102
Reading (Adults)			
Bought digital book in last 12 months	47,260	15.7%	141
Bought hardcover book in last 12 months	80,419	26.7%	119
Bought paperback book in last 12 month	119,237	39.6%	117
Read any daily newspaper (paper version)	75,769	25.2%	89
Read any digital newspaper in last 30 days	149,044	49.5%	158
Read any magazine (paper/electronic version) in last 6 months	285,906	95.0%	105

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

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



Retail Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	205,698	68.3%	90
Went to family restaurant/steak house: 4+ times a month	66,467	22.1%	77
Went to fast food/drive-in restaurant in last 6 months	262,684	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo	110,697	36.8%	91
Fast food/drive-in last 6 months: eat in	96,318	32.0%	88
Fast food/drive-in last 6 months: home delivery	25,153	8.4%	106
Fast food/drive-in last 6 months: take-out/drive-thru	110,219	36.6%	78
Fast food/drive-in last 6 months: take-out/walk-in	59,337	19.7%	101
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	87,090	28.9%	136
Own any portable MP3 player	123,278	41.0%	122
HH owns 1 TV	66,784	37.1%	184
HH owns 2 TVs	46,583	25.9%	98
HH owns 3 TVs	22,331	12.4%	58
HH owns 4+ TVs	13,574	7.5%	38
HH subscribes to cable TV	97,907	54.4%	107
HH subscribes to fiber optic	12,421	6.9%	104
HH has satellite dish	16,916	9.4%	37
HH owns DVD/Blu-ray player	103,191	57.4%	93
HH owns camcorder	21,368	11.9%	76
HH owns portable GPS navigation device	34,979	19.4%	70
HH purchased video game system in last 12 mos	18,531	10.3%	112
HH owns Internet video device for TV	12,052	6.7%	153
Travel (Adults)			
Domestic travel in last 12 months	174,659	58.0%	116
Took 3+ domestic non-business trips in last 12 months	49,318	16.4%	132
Spent on domestic vacations in last 12 months: <\$1,000	41,108	13.7%	122
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	23,377	7.8%	129
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	10,961	3.6%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,306	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	14,680	4.9%	90
Domestic travel in the 12 months: used general travel website	31,908	10.6%	151
Foreign travel in last 3 years	114,013	37.9%	159
Took 3+ foreign trips by plane in last 3 years	29,117	9.7%	221
Spent on foreign vacations in last 12 months: <\$1,000	19,524	6.5%	154
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	14,173	4.7%	155
Spent on foreign vacations in last 12 months: \$3,000+	25,438	8.5%	171
Foreign travel in last 3 years: used general travel website	27,216	9.0%	165
Nights spent in hotel/motel in last 12 months: any	132,681	44.1%	107
Took cruise of more than one day in last 3 years	26,748	8.9%	102
Member of any frequent flyer program	82,753	27.5%	165
Member of any hotel rewards program	46,581	15.5%	110

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Retail Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	298,247	44.0%	91
Bought any women's clothing in last 12 months	282,729	41.7%	93
Bought clothing for child <13 years in last 6 months	156,417	23.1%	82
Bought any shoes in last 12 months	370,034	54.6%	100
Bought costume jewelry in last 12 months	123,727	18.3%	91
Bought any fine jewelry in last 12 months	127,908	18.9%	97
Bought a watch in last 12 months	79,642	11.8%	102
Automobiles (Households)			
HH owns/leases any vehicle	246,836	66.1%	78
HH bought/leased new vehicle last 12 mo	27,949	7.5%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	455,078	67.2%	79
Bought/changed motor oil in last 12 months	228,798	33.8%	68
Had tune-up in last 12 months	184,892	27.3%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	463,046	68.4%	104
Drank regular cola in last 6 months	285,718	42.2%	92
Drank beer/ale in last 6 months	314,376	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera	189,746	28.0%	87
Own digital single-lens reflex (SLR) camera	59,248	8.7%	102
Bought any camera in last 12 months	50,050	7.4%	102
Bought memory card for camera in last 12 months	31,127	4.6%	80
Printed digital photos in last 12 months	15,708	2.3%	69
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	248,098	36.6%	100
Have a smartphone	383,675	56.7%	116
Have an iPhone	177,832	26.3%	141
Number of cell phones in household: 1	169,821	45.5%	142
Number of cell phones in household: 2	118,931	31.9%	86
Number of cell phones in household: 3+	60,492	16.2%	65
HH has cell phone only (no landline telephone)	192,918	51.7%	137
Computers (Households)			
HH owns a computer	284,116	76.1%	100
HH owns desktop computer	142,421	38.1%	78
HH owns laptop/notebook	207,394	55.6%	109
Spent <\$500 on most recent home computer	44,929	12.0%	85
Spent \$500-\$999 on most recent home computer	64,466	17.3%	85
Spent \$1,000-\$1,499 on most recent home computer	45,450	12.2%	122
Spent \$1,500-\$1,999 on most recent home computer	18,891	5.1%	110
Spent \$2,000+ on most recent home computer	15,592	4.2%	108

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Retail Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	379,358	56.0%	92
Bought brewed coffee at convenience store in last 30 days	93,879	13.9%	90
Bought cigarettes at convenience store in last 30 days	71,313	10.5%	80
Bought gas at convenience store in last 30 days	143,883	21.2%	64
Spent at convenience store in last 30 days: <\$20	64,496	9.5%	116
Spent at convenience store in last 30 days: \$20-\$39	66,766	9.9%	108
Spent at convenience store in last 30 days: \$40-\$50	46,247	6.8%	89
Spent at convenience store in last 30 days: \$51-\$99	29,775	4.4%	97
Spent at convenience store in last 30 days: \$100+	107,647	15.9%	69
Entertainment (Adults)			
Attended a movie in last 6 months	430,302	63.5%	105
Went to live theater in last 12 months	109,003	16.1%	128
Went to a bar/night club in last 12 months	154,937	22.9%	134
Dined out in last 12 months	285,688	42.2%	94
Gambled at a casino in last 12 months	92,153	13.6%	92
Visited a theme park in last 12 months	119,064	17.6%	98
Viewed movie (video-on-demand) in last 30 days	110,864	16.4%	105
Viewed TV show (video-on-demand) in last 30 days	105,009	15.5%	127
Watched any pay-per-view TV in last 12 months	78,209	11.5%	88
Downloaded a movie over the Internet in last 30 days	67,681	10.0%	151
Downloaded any individual song in last 6 months	149,325	22.0%	107
Watched a movie online in the last 30 days	151,124	22.3%	164
Watched a TV program online in last 30 days	152,031	22.4%	167
Played a video/electronic game (console) in last 12 months	77,101	11.4%	100
Played a video/electronic game (portable) in last 12 months	36,147	5.3%	119
Financial (Adults)			
Have home mortgage (1st)	151,150	22.3%	70
Used ATM/cash machine in last 12 months	353,885	52.3%	107
Own any stock	46,570	6.9%	88
Own U.S. savings bond	35,691	5.3%	92
Own shares in mutual fund (stock)	41,237	6.1%	81
Own shares in mutual fund (bonds)	27,990	4.1%	84
Have interest checking account	164,543	24.3%	84
Have non-interest checking account	158,864	23.5%	83
Have savings account	331,459	48.9%	91
Have 401K retirement savings plan	84,394	12.5%	84
Own/used any credit/debit card in last 12 months	468,016	69.1%	94
Avg monthly credit card expenditures: <\$111	61,457	9.1%	77
Avg monthly credit card expenditures: \$111-\$225	37,317	5.5%	85
Avg monthly credit card expenditures: \$226-\$450	39,777	5.9%	93
Avg monthly credit card expenditures: \$451-\$700	34,997	5.2%	95
Avg monthly credit card expenditures: \$701-\$1,000	34,938	5.2%	119
Avg monthly credit card expenditures: \$1,001+	70,648	10.4%	114
Did banking online in last 12 months	251,233	37.1%	106
Did banking on mobile device in last 12 months	91,646	13.5%	130
Paid bills online in last 12 months	305,150	45.1%	108

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Retail Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	409,821	60.5%	85
Used bread in last 6 months	613,245	90.5%	95
Used chicken (fresh or frozen) in last 6 mos	461,617	68.2%	96
Used turkey (fresh or frozen) in last 6 mos	88,295	13.0%	71
Used fish/seafood (fresh or frozen) in last 6 months	352,484	52.0%	93
Used fresh fruit/vegetables in last 6 months	572,401	84.5%	97
Used fresh milk in last 6 months	572,387	84.5%	94
Used organic food in last 6 months	191,309	28.2%	143
Health (Adults)			
Exercise at home 2+ times per week	184,415	27.2%	95
Exercise at club 2+ times per week	122,922	18.1%	140
Visited a doctor in last 12 months	493,468	72.9%	96
Used vitamin/dietary supplement in last 6 months	350,943	51.8%	97
Home (Households)			
Any home improvement in last 12 months	52,081	14.0%	51
Used housekeeper/maid/professional HH cleaning service in last 12	51,425	13.8%	105
Purchased low ticket HH furnishings in last 12 months	56,630	15.2%	97
Purchased big ticket HH furnishings in last 12 months	76,974	20.6%	98
Purchased bedding/bath goods in last 12 months	184,232	49.3%	93
Purchased cooking/serving product in last 12 months	89,373	23.9%	98
Bought any small kitchen appliance in last 12 months	75,028	20.1%	90
Bought any large kitchen appliance in last 12 months	33,417	9.0%	70
Insurance (Adults/Households)			
Currently carry life insurance	208,126	30.7%	71
Carry medical/hospital/accident insurance	404,467	59.7%	93
Carry homeowner insurance	185,231	27.3%	57
Carry renter's insurance	72,159	10.7%	144
Have auto insurance: 1 vehicle in household covered	142,175	38.1%	121
Have auto insurance: 2 vehicles in household covered	62,626	16.8%	60
Have auto insurance: 3+ vehicles in household covered	29,736	8.0%	36
Pets (Households)			
Household owns any pet	126,993	34.0%	64
Household owns any cat	52,922	14.2%	62
Household owns any dog	77,901	20.9%	52
Psychographics (Adults)			
Buying American is important to me	205,054	30.3%	70
Usually buy items on credit rather than wait	82,114	12.1%	106
Usually buy based on quality - not price	130,262	19.2%	107
Price is usually more important than brand name	174,968	25.8%	94
Usually use coupons for brands I buy often	112,474	16.6%	88
Am interested in how to help the environment	139,251	20.6%	123
Usually pay more for environ safe product	122,135	18.0%	143
Usually value green products over convenience	92,885	13.7%	135
Likely to buy a brand that supports a charity	234,504	34.6%	101
Reading (Adults)			
Bought digital book in last 12 months	90,193	13.3%	120
Bought hardcover book in last 12 months	160,225	23.7%	105
Bought paperback book in last 12 month	240,950	35.6%	105
Read any daily newspaper (paper version)	167,601	24.7%	88
Read any digital newspaper in last 30 days	287,187	42.4%	136
Read any magazine (paper/electronic version) in last 6 months	630,931	93.2%	103

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Retail Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	455,441	67.2%	89
Went to family restaurant/steak house: 4+ times a month	152,342	22.5%	78
Went to fast food/drive-in restaurant in last 6 months	589,508	87.0%	96
Went to fast food/drive-in restaurant 9+ times/mo	258,631	38.2%	94
Fast food/drive-in last 6 months: eat in	209,769	31.0%	85
Fast food/drive-in last 6 months: home delivery	58,584	8.7%	110
Fast food/drive-in last 6 months: take-out/drive-thru	244,035	36.0%	77
Fast food/drive-in last 6 months: take-out/walk-in	133,153	19.7%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	167,833	24.8%	117
Own any portable MP3 player	253,272	37.4%	111
HH owns 1 TV	130,756	35.0%	174
HH owns 2 TVs	96,681	25.9%	98
HH owns 3 TVs	50,174	13.4%	63
HH owns 4+ TVs	31,749	8.5%	43
HH subscribes to cable TV	202,890	54.3%	107
HH subscribes to fiber optic	24,206	6.5%	97
HH has satellite dish	41,450	11.1%	44
HH owns DVD/Blu-ray player	208,358	55.8%	90
HH owns camcorder	42,854	11.5%	74
HH owns portable GPS navigation device	67,333	18.0%	65
HH purchased video game system in last 12 mos	43,736	11.7%	127
HH owns Internet video device for TV	22,222	6.0%	136
Travel (Adults)			
Domestic travel in last 12 months	342,354	50.5%	101
Took 3+ domestic non-business trips in last 12 months	91,630	13.5%	109
Spent on domestic vacations in last 12 months: <\$1,000	81,520	12.0%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	45,394	6.7%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	21,128	3.1%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	21,761	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	27,864	4.1%	76
Domestic travel in the 12 months: used general travel website	60,037	8.9%	126
Foreign travel in last 3 years	222,609	32.9%	138
Took 3+ foreign trips by plane in last 3 years	54,624	8.1%	184
Spent on foreign vacations in last 12 months: <\$1,000	39,005	5.8%	137
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	28,553	4.2%	139
Spent on foreign vacations in last 12 months: \$3,000+	48,553	7.2%	145
Foreign travel in last 3 years: used general travel website	52,155	7.7%	141
Nights spent in hotel/motel in last 12 months: any	261,793	38.7%	94
Took cruise of more than one day in last 3 years	54,013	8.0%	91
Member of any frequent flyer program	153,475	22.7%	136
Member of any hotel rewards program	90,010	13.3%	94

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