



Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2018	2023
Population		66,358	76,082
Population 18+		61,983	70,676
Households		38,440	44,505
Median Household Income		\$102,525	\$112,759

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	15,663	25.3%	124
Typically spend 4-6 hours exercising per week	15,688	25.3%	126
Typically spend 1-3 hours exercising per week	15,528	25.1%	105
Exercise at home 2+ times per week	17,741	28.6%	102
Exercise at club 2+ times per week	13,551	21.9%	152
Exercise at other facility (not club) 2+ times/wk	7,139	11.5%	140
Own elliptical	1,726	2.8%	66
Own stationary bicycle	1,526	2.5%	48
Own treadmill	4,138	6.7%	71
Own weight lifting equipment	7,682	12.4%	101
Presently controlling diet	24,045	38.8%	108
Control diet for blood sugar level	3,327	5.4%	64
Control diet for cholesterol level	3,381	5.5%	67
Control diet to maintain weight	7,698	12.4%	117
Control diet for physical fitness	9,035	14.6%	141
Control diet for salt restriction	1,647	2.7%	98
Control diet for weight loss	6,822	11.0%	88
Used doctor`s care/diet for diet method	1,460	2.4%	89
Used exercise program for diet method	6,048	9.8%	143
Buy foods specifically labeled as fat-free	6,024	9.7%	114
Buy foods specifically labeled as gluten-free	2,902	4.7%	101
Buy foods specifically labeled as high fiber	4,932	8.0%	119
Buy foods specifically labeled as high protein	6,387	10.3%	148
Buy foods specifically labeled as lactose-free	1,706	2.8%	101
Buy foods specifically labeled as low-calorie	5,332	8.6%	110
Buy foods specifically labeled as low-carb	4,012	6.5%	100
Buy foods specifically labeled as low-cholesterol	2,872	4.6%	99
Buy foods specifically labeled as low-fat	5,428	8.8%	114
Buy foods specifically labeled as low-sodium	5,318	8.6%	102
Buy foods specifically labeled as natural/organic	9,886	15.9%	144
Buy foods specifically labeled as sugar-free	4,713	7.6%	91
Used meal/dietary/weight loss supplement last 6 mo	5,533	8.9%	111
Used vitamins/dietary supplements in last 6 months	34,087	55.0%	102
Provide services as a primary caregiver/caretaker	2,784	4.5%	65

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	46,966	75.8%	99
Visited doctor in last 12 months: 1-2 times	16,831	27.2%	114
Visited doctor in last 12 months: 3-5 times	12,245	19.8%	84
Visited doctor in last 12 months: 6+ times	17,890	28.9%	97
Visited doctor in last 12 months: cardiologist	3,104	5.0%	66
Visited doctor in last 12 months: chiropractor	6,255	10.1%	142
Visited doctor in last 12 months: dentist	25,172	40.6%	110
Visited doctor in last 12 months: dermatologist	7,258	11.7%	137
Visited doctor in last 12 months: ear/nose/throat	2,326	3.8%	79
Visited doctor in last 12 months: eye	11,730	18.9%	88
Visited doctor in last 12 months: gastroenterologist	1,903	3.1%	69
Visited doctor in last 12 months: general/family	24,933	40.2%	96
Visited doctor in last 12 months: internist	3,882	6.3%	110
Visited doctor in last 12 months: physical therapist	3,679	5.9%	116
Visited doctor in last 12 months: podiatrist	2,204	3.6%	123
Visited doctor in last 12 months: urologist	1,842	3.0%	83
Visited nurse practitioner in last 12 months	3,393	5.5%	91
Wear regular/sun/tinted prescription eyeglasses	25,051	40.4%	99
Wear bifocals	4,001	6.5%	53
Wear disposable contact lenses	5,099	8.2%	134
Wear soft contact lenses	9,405	15.2%	157
Wear transition lenses	1,485	2.4%	43
Spent on eyeglasses in last 12 months: <\$100	1,539	2.5%	87
Spent on eyeglasses in last 12 months: \$100-\$199	2,591	4.2%	88
Spent on eyeglasses in last 12 months: \$200-\$249	2,766	4.5%	155
Spent on eyeglasses in last 12 months: \$250+	4,663	7.5%	78
Spent on contact lenses in last 12 months: <\$100	1,755	2.8%	145
Spent on contact lenses in last 12 months: \$100-\$199	3,425	5.5%	155
Spent on contact lenses in last 12 months: \$200+	3,160	5.1%	129
Bought prescription eyewear: discount optical ctr	2,649	4.3%	49
Bought prescription eyewear: private eye doctor	14,588	23.5%	97
Bought prescription eyewear: retail optical chain	8,683	14.0%	111
Bought prescription eyewear: online	4,097	6.6%	219
Used prescription drug for allergy/hay fever	3,599	5.8%	102
Used prescription drug for anxiety/panic	2,479	4.0%	85
Used prescription drug for arthritis/osteoarthritis	1,097	1.8%	55
Used prescription drug for rheumatoid arthritis	849	1.4%	52
Used prescription drug for asthma	2,017	3.3%	79
Used prescription drug for backache/back pain	3,834	6.2%	79
Used prescription drug for depression	3,621	5.8%	93
Used prescription drug for diabetes (insulin dependent)	942	1.5%	74
Used prescription drug for diabetes (non-insulin depend)	852	1.4%	35
Used prescription drug for heartburn/acid reflux	1,523	2.5%	41
Used prescription drug for high blood pressure	4,266	6.9%	52
Used prescription drug for high cholesterol	4,100	6.6%	73
Used prescription drug for migraine headache	950	1.5%	49
Used prescription drug for sinus congestion/headache	2,064	3.3%	86
Used prescription drug for urinary tract infection	1,034	1.7%	63
Filled prescription last 12 months: discount/dept store	1,142	1.8%	54
Filled prescription last 12 months: drug store/pharmacy	22,196	35.8%	98
Filled prescription last 12 months: supermarket	3,587	5.8%	77
Filled prescription last 12 months: mail order	4,203	6.8%	89
Spent out of pocket prescr drugs/30 days: <\$10	2,512	4.1%	64
Spent out of pocket prescr drugs/30 days: \$10-19	5,588	9.0%	108
Spent out of pocket prescr drugs/30 days: \$20-29	3,395	5.5%	90
Spent out of pocket prescr drugs/30 days: \$30-49	5,310	8.6%	131
Spent out of pocket prescr drugs/30 days: \$50-99	3,215	5.2%	85
Spent out of pocket prescr drugs/30 days: \$100-149	1,190	1.9%	68
Spent out of pocket prescr drugs/30 days: \$150+	1,138	1.8%	57

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	3,586	5.8%	45
Used last 6 months: cold/sinus/allergy med (nonprescr)	27,692	44.7%	90
Used last 6 months: children`s cough syrup	3,541	5.7%	49
Used last 6 months: cough syrup/suppressant(nonprescr)	19,469	31.4%	89
Used last 6 months: medicated skin cream/lotion/spray	20,962	33.8%	111
Used last 6 months: nasal spray	10,035	16.2%	91
Used last 6 months: pain relieving rub/liquid/patch	14,160	22.8%	96
Used last 6 months: sleeping aid/snore relief	7,747	12.5%	106
Used last 6 months: sore throat remedy/cough drops	27,004	43.6%	90
Used last 12 months: sunburn remedy	8,930	14.4%	100
Used last 12 months: suntan/sunscreen product	30,875	49.8%	126
Used last 12 months: SPF 15 suntan/sunscreen product	7,402	11.9%	149
Used last 12 months: SPF 30-49 suntan/sunscreen prod	13,490	21.8%	131
Used last 12 months: SPF 50+ suntan/sunscreen product	11,374	18.4%	124
Used last 6 months: toothache/gum/canker sore remedy	5,178	8.4%	85
Used last 6 months: vitamins/nutritional suppl (kids)	6,217	10.0%	73
Used body wash/shower gel in last 6 months	38,721	62.5%	102
Used breath freshener in last 6 months	25,118	40.5%	98
Used breath freshener in last 6 months: gum	16,020	25.8%	103
Used breath freshener in last 6 months: mints	10,537	17.0%	90
Used breath freshener in last 6 months: thin film	1,602	2.6%	107
Used breath freshener 8+ times in last 7 days	5,092	8.2%	85
Used complexion care product in last 6 months	33,573	54.2%	114
Used denture adhesive/fixative in last 6 months	2,085	3.4%	54
Used denture cleaner in last 6 months	2,680	4.3%	41
Used facial moisturizer in last 6 months	29,486	47.6%	110
Used personal foot care product in last 6 months	12,452	20.1%	102
Used hair coloring product (at home) last 6 months	10,009	16.1%	87
Used hair conditioning treatment (at home)/6 mo	13,473	21.7%	84
Used hair growth product in last 6 months	2,129	3.4%	126
Used hair spray (at home) in last 6 months	15,611	25.2%	80
Used hair styling gel/lotion/mousse in last 6 mo	22,720	36.7%	109
Used mouthwash in last 6 months	40,539	65.4%	99
Used mouthwash 8+ times in last 7 days	8,917	14.4%	89
Used whitening toothpaste in last 6 months	22,833	36.8%	114
Used tooth whitener (not toothpaste) in last 6 mo	7,171	11.6%	117
Used tooth whitener (gel) in last 6 mos	937	1.5%	76
Used tooth whitener (strips) in last 6 months	4,861	7.8%	152
Visited a day spa in last 6 months	4,633	7.5%	157
Purchased product at salon/day spa in last 6 mo	3,820	6.2%	137
Professional srv last 6 months: haircut	41,984	67.7%	111
Professional srv last 6 months: hair color/highlights	11,555	18.6%	116
Professional srv last 6 months: facial	2,495	4.0%	158
Professional srv last 6 months: massage	6,709	10.8%	152
Professional srv last 6 months: manicure	10,588	17.1%	138
Professional srv last 6 months: pedicure	11,795	19.0%	126
Spent \$150+ at barber shops in last 6 months	4,123	6.7%	225
Spent \$150+ at beauty salons in last 6 months	9,745	15.7%	133

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Demographic Summary		2018	2023
Population		373,093	398,556
Population 18+		325,039	348,482
Households		194,612	209,219
Median Household Income		\$79,177	\$91,168

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	77,332	23.8%	117
Typically spend 4-6 hours exercising per week	80,133	24.7%	122
Typically spend 1-3 hours exercising per week	76,394	23.5%	99
Exercise at home 2+ times per week	89,224	27.5%	98
Exercise at club 2+ times per week	67,835	20.9%	145
Exercise at other facility (not club) 2+ times/wk	34,908	10.7%	130
Own elliptical	8,623	2.7%	63
Own stationary bicycle	10,799	3.3%	65
Own treadmill	20,526	6.3%	67
Own weight lifting equipment	36,722	11.3%	92
Presently controlling diet	121,137	37.3%	103
Control diet for blood sugar level	20,067	6.2%	73
Control diet for cholesterol level	20,275	6.2%	77
Control diet to maintain weight	37,589	11.6%	109
Control diet for physical fitness	42,135	13.0%	126
Control diet for salt restriction	8,530	2.6%	97
Control diet for weight loss	35,376	10.9%	87
Used doctor`s care/diet for diet method	7,798	2.4%	91
Used exercise program for diet method	27,411	8.4%	124
Buy foods specifically labeled as fat-free	30,779	9.5%	111
Buy foods specifically labeled as gluten-free	15,714	4.8%	104
Buy foods specifically labeled as high fiber	24,070	7.4%	111
Buy foods specifically labeled as high protein	29,988	9.2%	132
Buy foods specifically labeled as lactose-free	9,726	3.0%	110
Buy foods specifically labeled as low-calorie	28,053	8.6%	110
Buy foods specifically labeled as low-carb	21,037	6.5%	100
Buy foods specifically labeled as low-cholesterol	14,685	4.5%	96
Buy foods specifically labeled as low-fat	27,706	8.5%	111
Buy foods specifically labeled as low-sodium	25,749	7.9%	94
Buy foods specifically labeled as natural/organic	48,545	14.9%	135
Buy foods specifically labeled as sugar-free	24,941	7.7%	92
Used meal/dietary/weight loss supplement last 6 mo	26,613	8.2%	102
Used vitamins/dietary supplements in last 6 months	176,586	54.3%	100
Provide services as a primary caregiver/caretaker	16,797	5.2%	75

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	243,769	75.0%	98
Visited doctor in last 12 months: 1-2 times	84,315	25.9%	109
Visited doctor in last 12 months: 3-5 times	68,245	21.0%	90
Visited doctor in last 12 months: 6+ times	91,214	28.1%	95
Visited doctor in last 12 months: cardiologist	17,929	5.5%	72
Visited doctor in last 12 months: chiropractor	26,480	8.1%	115
Visited doctor in last 12 months: dentist	128,545	39.5%	107
Visited doctor in last 12 months: dermatologist	37,175	11.4%	134
Visited doctor in last 12 months: ear/nose/throat	13,235	4.1%	86
Visited doctor in last 12 months: eye	63,001	19.4%	90
Visited doctor in last 12 months: gastroenterologist	12,324	3.8%	85
Visited doctor in last 12 months: general/family	123,325	37.9%	91
Visited doctor in last 12 months: internist	21,710	6.7%	117
Visited doctor in last 12 months: physical therapist	19,985	6.1%	120
Visited doctor in last 12 months: podiatrist	11,520	3.5%	122
Visited doctor in last 12 months: urologist	10,320	3.2%	89
Visited nurse practitioner in last 12 months	15,937	4.9%	81
Wear regular/sun/tinted prescription eyeglasses	125,691	38.7%	95
Wear bifocals	22,751	7.0%	57
Wear disposable contact lenses	23,142	7.1%	116
Wear soft contact lenses	42,015	12.9%	134
Wear transition lenses	10,208	3.1%	57
Spent on eyeglasses in last 12 months: <\$100	8,588	2.6%	92
Spent on eyeglasses in last 12 months: \$100-\$199	13,776	4.2%	89
Spent on eyeglasses in last 12 months: \$200-\$249	11,652	3.6%	125
Spent on eyeglasses in last 12 months: \$250+	26,347	8.1%	84
Spent on contact lenses in last 12 months: <\$100	7,284	2.2%	115
Spent on contact lenses in last 12 months: \$100-\$199	15,350	4.7%	132
Spent on contact lenses in last 12 months: \$200+	15,731	4.8%	122
Bought prescription eyewear: discount optical ctr	17,145	5.3%	60
Bought prescription eyewear: private eye doctor	73,846	22.7%	93
Bought prescription eyewear: retail optical chain	42,561	13.1%	104
Bought prescription eyewear: online	17,387	5.3%	177
Used prescription drug for allergy/hay fever	17,989	5.5%	98
Used prescription drug for anxiety/panic	13,147	4.0%	86
Used prescription drug for arthritis/osteoarthritis	6,461	2.0%	61
Used prescription drug for rheumatoid arthritis	5,589	1.7%	65
Used prescription drug for asthma	11,659	3.6%	87
Used prescription drug for backache/back pain	19,831	6.1%	78
Used prescription drug for depression	19,775	6.1%	97
Used prescription drug for diabetes (insulin dependent)	5,211	1.6%	78
Used prescription drug for diabetes (non-insulin depend)	6,471	2.0%	50
Used prescription drug for heartburn/acid reflux	10,854	3.3%	56
Used prescription drug for high blood pressure	24,643	7.6%	57
Used prescription drug for high cholesterol	20,532	6.3%	69
Used prescription drug for migraine headache	6,210	1.9%	61
Used prescription drug for sinus congestion/headache	11,018	3.4%	87
Used prescription drug for urinary tract infection	6,133	1.9%	71
Filled prescription last 12 months: discount/dept store	6,091	1.9%	55
Filled prescription last 12 months: drug store/pharmacy	115,658	35.6%	97
Filled prescription last 12 months: supermarket	17,175	5.3%	70
Filled prescription last 12 months: mail order	20,098	6.2%	81
Spent out of pocket prescr drugs/30 days: <\$10	15,739	4.8%	76
Spent out of pocket prescr drugs/30 days: \$10-19	26,477	8.1%	98
Spent out of pocket prescr drugs/30 days: \$20-29	17,459	5.4%	88
Spent out of pocket prescr drugs/30 days: \$30-49	22,015	6.8%	103
Spent out of pocket prescr drugs/30 days: \$50-99	16,452	5.1%	83
Spent out of pocket prescr drugs/30 days: \$100-149	7,276	2.2%	79
Spent out of pocket prescr drugs/30 days: \$150+	6,760	2.1%	65

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	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	28,626	8.8%	68
Used last 6 months: cold/sinus/allergy med (nonprescr)	152,161	46.8%	94
Used last 6 months: children`s cough syrup	24,617	7.6%	65
Used last 6 months: cough syrup/suppressant(nonprescr)	110,528	34.0%	96
Used last 6 months: medicated skin cream/lotion/spray	103,489	31.8%	105
Used last 6 months: nasal spray	57,008	17.5%	99
Used last 6 months: pain relieving rub/liquid/patch	74,900	23.0%	97
Used last 6 months: sleeping aid/snore relief	38,959	12.0%	101
Used last 6 months: sore throat remedy/cough drops	152,378	46.9%	97
Used last 12 months: sunburn remedy	46,380	14.3%	99
Used last 12 months: suntan/sunscreen product	152,381	46.9%	118
Used last 12 months: SPF 15 suntan/sunscreen product	33,316	10.2%	128
Used last 12 months: SPF 30-49 suntan/sunscreen prod	67,594	20.8%	125
Used last 12 months: SPF 50+ suntan/sunscreen product	55,395	17.0%	115
Used last 6 months: toothache/gum/canker sore remedy	28,631	8.8%	89
Used last 6 months: vitamins/nutritional suppl (kids)	36,159	11.1%	81
Used body wash/shower gel in last 6 months	199,523	61.4%	100
Used breath freshener in last 6 months	134,707	41.4%	100
Used breath freshener in last 6 months: gum	83,565	25.7%	103
Used breath freshener in last 6 months: mints	56,146	17.3%	92
Used breath freshener in last 6 months: thin film	9,230	2.8%	118
Used breath freshener 8+ times in last 7 days	26,729	8.2%	85
Used complexion care product in last 6 months	170,927	52.6%	111
Used denture adhesive/fixative in last 6 months	14,412	4.4%	72
Used denture cleaner in last 6 months	19,453	6.0%	57
Used facial moisturizer in last 6 months	154,022	47.4%	110
Used personal foot care product in last 6 months	65,371	20.1%	102
Used hair coloring product (at home) last 6 months	56,992	17.5%	94
Used hair conditioning treatment (at home)/6 mo	80,247	24.7%	95
Used hair growth product in last 6 months	11,261	3.5%	127
Used hair spray (at home) in last 6 months	82,902	25.5%	81
Used hair styling gel/lotion/mousse in last 6 mo	112,212	34.5%	102
Used mouthwash in last 6 months	213,981	65.8%	100
Used mouthwash 8+ times in last 7 days	47,608	14.6%	90
Used whitening toothpaste in last 6 months	109,802	33.8%	105
Used tooth whitener (not toothpaste) in last 6 mo	38,475	11.8%	119
Used tooth whitener (gel) in last 6 mos	6,231	1.9%	97
Used tooth whitener (strips) in last 6 months	23,158	7.1%	138
Visited a day spa in last 6 months	22,981	7.1%	148
Purchased product at salon/day spa in last 6 mo	18,445	5.7%	126
Professional srv last 6 months: haircut	209,596	64.5%	106
Professional srv last 6 months: hair color/highlights	57,751	17.8%	111
Professional srv last 6 months: facial	12,919	4.0%	156
Professional srv last 6 months: massage	33,655	10.4%	145
Professional srv last 6 months: manicure	54,225	16.7%	135
Professional srv last 6 months: pedicure	59,958	18.4%	122
Spent \$150+ at barber shops in last 6 months	17,761	5.5%	185
Spent \$150+ at beauty salons in last 6 months	45,841	14.1%	119

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Demographic Summary		2018	2023
Population		853,482	886,698
Population 18+		705,324	737,904
Households		387,951	405,830
Median Household Income		\$64,916	\$76,320

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	159,155	22.6%	111
Typically spend 4-6 hours exercising per week	162,656	23.1%	114
Typically spend 1-3 hours exercising per week	165,583	23.5%	99
Exercise at home 2+ times per week	183,972	26.1%	93
Exercise at club 2+ times per week	129,251	18.3%	127
Exercise at other facility (not club) 2+ times/wk	69,237	9.8%	119
Own elliptical	16,513	2.3%	55
Own stationary bicycle	22,967	3.3%	64
Own treadmill	40,078	5.7%	60
Own weight lifting equipment	70,044	9.9%	81
Presently controlling diet	252,793	35.8%	100
Control diet for blood sugar level	47,775	6.8%	80
Control diet for cholesterol level	46,959	6.7%	82
Control diet to maintain weight	75,001	10.6%	100
Control diet for physical fitness	82,591	11.7%	114
Control diet for salt restriction	19,236	2.7%	100
Control diet for weight loss	72,487	10.3%	82
Used doctor`s care/diet for diet method	18,404	2.6%	99
Used exercise program for diet method	54,716	7.8%	114
Buy foods specifically labeled as fat-free	64,930	9.2%	108
Buy foods specifically labeled as gluten-free	35,975	5.1%	110
Buy foods specifically labeled as high fiber	49,734	7.1%	105
Buy foods specifically labeled as high protein	59,551	8.4%	121
Buy foods specifically labeled as lactose-free	22,339	3.2%	116
Buy foods specifically labeled as low-calorie	59,618	8.5%	108
Buy foods specifically labeled as low-carb	43,875	6.2%	96
Buy foods specifically labeled as low-cholesterol	34,987	5.0%	106
Buy foods specifically labeled as low-fat	59,685	8.5%	110
Buy foods specifically labeled as low-sodium	57,428	8.1%	97
Buy foods specifically labeled as natural/organic	95,858	13.6%	123
Buy foods specifically labeled as sugar-free	53,402	7.6%	91
Used meal/dietary/weight loss supplement last 6 mo	58,590	8.3%	103
Used vitamins/dietary supplements in last 6 months	371,012	52.6%	97
Provide services as a primary caregiver/caretaker	43,290	6.1%	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: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	519,126	73.6%	96
Visited doctor in last 12 months: 1-2 times	184,068	26.1%	109
Visited doctor in last 12 months: 3-5 times	147,239	20.9%	89
Visited doctor in last 12 months: 6+ times	187,827	26.6%	90
Visited doctor in last 12 months: cardiologist	40,505	5.7%	75
Visited doctor in last 12 months: chiropractor	51,172	7.3%	102
Visited doctor in last 12 months: dentist	259,525	36.8%	100
Visited doctor in last 12 months: dermatologist	70,633	10.0%	117
Visited doctor in last 12 months: ear/nose/throat	29,664	4.2%	88
Visited doctor in last 12 months: eye	135,604	19.2%	90
Visited doctor in last 12 months: gastroenterologist	27,505	3.9%	87
Visited doctor in last 12 months: general/family	255,549	36.2%	87
Visited doctor in last 12 months: internist	41,501	5.9%	103
Visited doctor in last 12 months: physical therapist	39,968	5.7%	111
Visited doctor in last 12 months: podiatrist	23,644	3.4%	116
Visited doctor in last 12 months: urologist	21,062	3.0%	84
Visited nurse practitioner in last 12 months	31,921	4.5%	75
Wear regular/sun/tinted prescription eyeglasses	254,459	36.1%	89
Wear bifocals	48,148	6.8%	56
Wear disposable contact lenses	45,381	6.4%	105
Wear soft contact lenses	77,573	11.0%	114
Wear transition lenses	22,156	3.1%	57
Spent on eyeglasses in last 12 months: <\$100	19,113	2.7%	95
Spent on eyeglasses in last 12 months: \$100-\$199	30,956	4.4%	92
Spent on eyeglasses in last 12 months: \$200-\$249	22,724	3.2%	112
Spent on eyeglasses in last 12 months: \$250+	52,543	7.4%	77
Spent on contact lenses in last 12 months: <\$100	14,418	2.0%	105
Spent on contact lenses in last 12 months: \$100-\$199	29,284	4.2%	116
Spent on contact lenses in last 12 months: \$200+	30,051	4.3%	107
Bought prescription eyewear: discount optical ctr	37,412	5.3%	60
Bought prescription eyewear: private eye doctor	149,490	21.2%	87
Bought prescription eyewear: retail optical chain	84,266	11.9%	95
Bought prescription eyewear: online	32,268	4.6%	152
Used prescription drug for allergy/hay fever	36,475	5.2%	91
Used prescription drug for anxiety/panic	27,161	3.9%	82
Used prescription drug for arthritis/osteoarthritis	15,455	2.2%	67
Used prescription drug for rheumatoid arthritis	14,055	2.0%	75
Used prescription drug for asthma	27,743	3.9%	95
Used prescription drug for backache/back pain	46,689	6.6%	85
Used prescription drug for depression	39,964	5.7%	90
Used prescription drug for diabetes (insulin dependent)	12,694	1.8%	87
Used prescription drug for diabetes (non-insulin depend)	17,406	2.5%	62
Used prescription drug for heartburn/acid reflux	23,894	3.4%	57
Used prescription drug for high blood pressure	56,239	8.0%	60
Used prescription drug for high cholesterol	45,960	6.5%	72
Used prescription drug for migraine headache	14,947	2.1%	68
Used prescription drug for sinus congestion/headache	23,252	3.3%	85
Used prescription drug for urinary tract infection	13,788	2.0%	74
Filled prescription last 12 months: discount/dept store	13,472	1.9%	56
Filled prescription last 12 months: drug store/pharmacy	240,505	34.1%	93
Filled prescription last 12 months: supermarket	34,518	4.9%	65
Filled prescription last 12 months: mail order	37,419	5.3%	69
Spent out of pocket prescr drugs/30 days: <\$10	34,527	4.9%	77
Spent out of pocket prescr drugs/30 days: \$10-19	51,962	7.4%	89
Spent out of pocket prescr drugs/30 days: \$20-29	35,386	5.0%	82
Spent out of pocket prescr drugs/30 days: \$30-49	43,147	6.1%	93
Spent out of pocket prescr drugs/30 days: \$50-99	34,592	4.9%	80
Spent out of pocket prescr drugs/30 days: \$100-149	15,107	2.1%	76
Spent out of pocket prescr drugs/30 days: \$150+	14,366	2.0%	63

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Health and Beauty Market Potential

Proposed Location
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Sample Report
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	78,227	11.1%	86
Used last 6 months: cold/sinus/allergy med (nonprescr)	338,832	48.0%	97
Used last 6 months: children`s cough syrup	67,514	9.6%	82
Used last 6 months: cough syrup/suppressant(nonprescr)	264,132	37.4%	106
Used last 6 months: medicated skin cream/lotion/spray	220,861	31.3%	103
Used last 6 months: nasal spray	124,787	17.7%	99
Used last 6 months: pain relieving rub/liquid/patch	175,283	24.9%	104
Used last 6 months: sleeping aid/snore relief	82,765	11.7%	99
Used last 6 months: sore throat remedy/cough drops	339,748	48.2%	100
Used last 12 months: sunburn remedy	98,447	14.0%	97
Used last 12 months: suntan/sunscreen product	297,098	42.1%	106
Used last 12 months: SPF 15 suntan/sunscreen product	63,053	8.9%	112
Used last 12 months: SPF 30-49 suntan/sunscreen prod	127,210	18.0%	108
Used last 12 months: SPF 50+ suntan/sunscreen product	109,766	15.6%	105
Used last 6 months: toothache/gum/canker sore remedy	75,133	10.7%	108
Used last 6 months: vitamins/nutritional suppl (kids)	87,818	12.5%	90
Used body wash/shower gel in last 6 months	445,379	63.1%	103
Used breath freshener in last 6 months	306,588	43.5%	105
Used breath freshener in last 6 months: gum	189,200	26.8%	107
Used breath freshener in last 6 months: mints	130,069	18.4%	98
Used breath freshener in last 6 months: thin film	21,557	3.1%	127
Used breath freshener 8+ times in last 7 days	63,785	9.0%	93
Used complexion care product in last 6 months	366,198	51.9%	110
Used denture adhesive/fixative in last 6 months	38,252	5.4%	88
Used denture cleaner in last 6 months	51,247	7.3%	70
Used facial moisturizer in last 6 months	327,865	46.5%	108
Used personal foot care product in last 6 months	148,091	21.0%	106
Used hair coloring product (at home) last 6 months	137,895	19.6%	105
Used hair conditioning treatment (at home)/6 mo	196,582	27.9%	108
Used hair growth product in last 6 months	26,487	3.8%	138
Used hair spray (at home) in last 6 months	179,679	25.5%	81
Used hair styling gel/lotion/mousse in last 6 mo	244,961	34.7%	103
Used mouthwash in last 6 months	477,330	67.7%	103
Used mouthwash 8+ times in last 7 days	115,369	16.4%	101
Used whitening toothpaste in last 6 months	227,440	32.2%	100
Used tooth whitener (not toothpaste) in last 6 mo	84,755	12.0%	121
Used tooth whitener (gel) in last 6 mos	16,877	2.4%	121
Used tooth whitener (strips) in last 6 months	47,067	6.7%	129
Visited a day spa in last 6 months	45,462	6.4%	135
Purchased product at salon/day spa in last 6 mo	34,884	4.9%	110
Professional srv last 6 months: haircut	426,861	60.5%	99
Professional srv last 6 months: hair color/highlights	112,505	16.0%	99
Professional srv last 6 months: facial	26,259	3.7%	147
Professional srv last 6 months: massage	64,472	9.1%	128
Professional srv last 6 months: manicure	110,706	15.7%	127
Professional srv last 6 months: pedicure	124,186	17.6%	117
Spent \$150+ at barber shops in last 6 months	35,938	5.1%	172
Spent \$150+ at beauty salons in last 6 months	86,484	12.3%	104

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