



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		2022	2027
Population		79,579	83,205
Population 18+		73,382	76,623
Households		46,942	49,392
Median Household Income		\$135,114	\$151,317
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
Typically spend 1-3 hours exercising per week		19,777	112
Typically spend 4-6 hours exercising per week		19,515	122
Typically spend 7+ hours exercising per week		19,752	116
Exercise at home 2+ times per week		33,357	112
Exercise at club 2+ times per week		15,681	156
Exercise at other facility 2+ times per week		8,548	147
Member of LA Fitness club/gym		2,046	142
Member of Planet Fitness club/gym		3,564	100
Member of YMCA Fitness club/gym		2,956	138
Own elliptical		3,139	90
Own stationary bicycle		4,305	77
Own treadmill		5,618	78
Own weight lifting equipment		15,661	135
Control diet for blood sugar level		5,676	68
Control diet for cholesterol level		6,478	74
Control diet for food allergies		2,278	132
Control diet to maintain weight		8,435	108
Control diet for physical fitness		12,084	134
Control diet for salt restriction		2,077	69
Control diet for weight loss		14,853	111
Used doctor`s care/diet for diet method		1,049	43
Used exercise program for diet method		7,618	118
Buy foods specifically labeled as fat-free		5,963	90
Buy foods specifically labeled as gluten-free		4,604	108
Buy foods specifically labeled as high fiber		6,328	120
Buy foods specifically labeled as high protein		7,805	116
Buy foods specifically labeled as hormone-free		2,594	106
Buy foods specifically labeled as lactose-free		3,731	103
Buy foods specifically labeled as low-calorie		5,155	101
Buy foods specifically labeled as low-carb		6,872	99
Buy foods specifically labeled as low-cholesterol		3,385	93
Buy foods specifically labeled as low-fat		5,570	90
Buy foods specifically labeled as low-sodium		7,303	85
Buy foods specifically labeled as natural/organic		14,971	125
Buy foods specifically labeled as probiotic		3,380	108
Buy foods specifically labeled as sugar-free		6,761	80
Consider self to be semi-vegetarian		6,684	115
Used meal/dietary/weight loss supplement last 6 months		7,905	112
Used vitamins/dietary supplements in last 6 months		45,281	102
Provide services as a primary caregiver/caretaker		2,898	62
Assist with chores as caregiver/caretaker		2,000	69
Assist with personal care as caregiver/caretaker		1,246	52
Give medication as caregiver/caretaker		1,031	50
Make doctor appointments as caregiver/caretaker		1,233	45
Provide transportation as caregiver/caretaker		1,654	53

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	58,764	80.1%	101
Visited doctor in last 12 months: 1-2 times	18,607	25.4%	108
Visited doctor in last 12 months: 3-5 times	16,822	22.9%	96
Visited doctor in last 12 months: 6+ times	23,335	31.8%	99
Visited doctor in last 12 months: acupuncturist	1,332	1.8%	112
Visited doctor in last 12 months: allergist	2,871	3.9%	185
Visited doctor in last 12 months: cardiologist	3,116	4.2%	53
Visited doctor in last 12 months: chiropractor	6,817	9.3%	112
Visited doctor in last 12 months: dentist	31,530	43.0%	107
Visited doctor in last 12 months: dermatologist	8,449	11.5%	108
Visited doctor in last 12 months: ear/nose/throat	2,775	3.8%	78
Visited doctor in last 12 months: eye	16,898	23.0%	102
Visited doctor in last 12 months: gastroenterologist	2,487	3.4%	69
Visited doctor in last 12 months: general/family	28,463	38.8%	89
Visited doctor in last 12 months: internist	4,341	5.9%	109
Visited doctor in last 12 months: physical therapist	3,435	4.7%	82
Visited doctor in last 12 months: podiatrist	1,773	2.4%	83
Visited doctor in last 12 months: psychiatrist/psychologist	4,794	6.5%	171
Filled prescription online in the last 12 months	4,495	6.1%	107
Visited doctor in last 12 months: urologist	1,785	2.4%	55
Visited nurse practitioner in last 12 months	2,704	3.7%	52
Wear regular/sun/tinted prescription eyeglasses	35,579	48.5%	111
Wear bi-focal/multi-focal/progressive glasses	9,910	13.5%	71
Wear soft contact lenses	14,139	19.3%	147
Spent on eyeglasses in last 12 months: \$1-99	2,771	3.8%	109
Spent on eyeglasses in last 12 months: \$100-\$199	4,673	6.4%	123
Spent on eyeglasses in last 12 months: \$200-\$249	3,007	4.1%	129
Spent on eyeglasses in last 12 months: \$250+	8,368	11.4%	110
Spent on contact lenses in last 12 months: \$1-\$199	4,320	5.9%	109
Spent on contact lenses in last 12 months: \$200+	7,252	9.9%	197
Bought prescription eyewear: discount optical ctr	4,521	6.2%	76
Bought prescription eyewear: private eye doctor	16,540	22.5%	88
Bought prescription eyewear: retail optical chain	13,114	17.9%	132
Bought prescription eyewear: online	7,357	10.0%	174
Used prescription drug for acne	2,760	3.8%	135
Used prescription drug for allergy/hay fever	5,093	6.9%	112
Used prescription drug for anxiety/panic	5,529	7.5%	105
Used prescription drug for arthritis/osteoarthritis	1,637	2.2%	68
Used prescription drug for rheumatoid arthritis	623	0.8%	34
Used prescription drug for asthma	3,703	5.0%	110
Used prescription drug for backache/back pain	3,571	4.9%	69
Used prescription drug for depression	5,727	7.8%	113
Used prescription drug for diabetes (non-insulin dependent Type-2)	1,244	1.7%	31
Used prescription drug for heartburn/acid reflux	2,841	3.9%	58
Used prescription drug for high blood pressure	5,865	8.0%	55
Used prescription drug for high cholesterol	5,248	7.2%	67
Used prescription drug for insomnia	1,527	2.1%	91
Used prescription drug for migraine headache	1,581	2.2%	71
Used prescription drug for sinus congestion/headache	2,353	3.2%	101
Used prescription drug for urinary tract infection	3,029	4.1%	119
Filled prescription last 12 months: at discount/dept store	2,134	2.9%	61
Filled prescription last 12 months: at drug store/pharmacy	24,917	34.0%	101
Filled prescription last 12 months: at supermarket	6,477	8.8%	91
Filled prescription last 12 months: by mail order	6,016	8.2%	87
Spent out of pocket prescription drugs/30 days: <\$1-9	5,125	7.0%	98
Spent out of pocket prescription drugs/30 days: \$10-19	6,797	9.3%	94
Spent out of pocket prescription drugs/30 days: \$20-29	3,718	5.1%	76
Spent out of pocket prescription drugs/30 days: \$30-49	4,384	6.0%	81
Spent out of pocket prescription drugs/30 days: \$50-99	4,872	6.6%	101
Spent out of pocket prescription drugs/30 days: \$100-149	1,164	1.6%	56
Spent out of pocket prescription drugs/30 days: \$150+	1,105	1.5%	50

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	34,127	46.5%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	19,447	26.5%	98
Used last 6 months: medicated skin cream/lotion/spray	20,935	28.5%	97
Used last 6 months: non-medicated nasal spray	8,474	11.5%	99
Used last 6 months: pain relieving rub/liquid/patch	18,897	25.8%	96
Used last 6 months: sleeping aid/snore relief	9,320	12.7%	100
Used last 6 months: sore throat remedy/cough drops	29,530	40.2%	98
Used last 12 months: sunburn remedy	9,485	12.9%	101
Used last 12 months: suntan/sunscreen product	35,239	48.0%	125
Used last 6 months: toothache/gum/canker sore remedy	5,171	7.0%	85
HH used last 6 months: children`s cold tablets/liquids	1,849	3.9%	46
HH used last 6 months: children`s cough syrup	1,399	3.0%	40
HH used kids pain reliever/fever reducer last 6 months	3,426	7.3%	46
HH used kids vitamins/nutritional suppl last 6 months	3,006	6.4%	54
Used body wash/shower gel in last 6 months	47,474	64.7%	101
Used breath freshener in last 6 months	23,024	31.4%	90
Used breath freshener in last 6 months: gum	13,707	18.7%	90
Used breath freshener in last 6 months: mints	11,169	15.2%	97
Used breath freshener in last 6 months: thin film	1,254	1.7%	75
Used complexion care product in last 6 months	41,960	57.2%	110
Used denture adhesive/fixative in last 6 months	2,388	3.3%	72
Used denture cleaner in last 6 months	4,026	5.5%	66
Used facial moisturizer in last 6 months	37,615	51.3%	107
Used personal foot care product in last 6 months	12,881	17.6%	95
Used hair coloring product (at home) last 6 months	8,817	12.0%	69
Used hair conditioning treatment (at home) in last 6 months	15,469	21.1%	79
Used hair growth product in last 6 months	2,591	3.5%	102
Used hair spray (at home) in last 6 months	14,289	19.5%	71
Used hair styling gel/lotion/mousse in last 6 months	24,904	33.9%	96
Used mouthwash in last 6 months	48,674	66.3%	102
Used mouthwash 8+ times in last 7 days	9,529	13.0%	80
Used sensitive toothpaste in last 6 months	14,909	20.3%	109
Used whitening toothpaste in last 6 months	29,184	39.8%	107
Used tooth whitener (not toothpaste) in last 6 months	7,560	10.3%	103
Used tooth whitener (gel) in last 6 months	932	1.3%	73
Used tooth whitener (strips) in last 6 months	4,141	5.6%	104
Visited a day spa in last 6 months	4,940	6.7%	172
Purchased product at salon/day spa in last 6 months	4,281	5.8%	147
Used professional service last 6 months: haircut	45,982	62.7%	108
Used professional service last 6 months: hair color/highlights	10,066	13.7%	94
Used professional service last 6 months: facial	2,000	2.7%	121
Used professional service last 6 months: massage	7,554	10.3%	154
Used professional service last 6 months: manicure	8,525	11.6%	107
Used professional service last 6 months: pedicure	10,152	13.8%	102
Spent \$1-99 at barber shops in last 6 months	11,354	15.5%	106
Spent \$100+ at barber shops in last 6 months	8,846	12.1%	167
Spent \$1-99 at beauty salons in last 6 months	5,766	7.9%	63
Spent \$100+ at beauty salons in last 6 months	12,768	17.4%	100

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Proposed Location
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 Latitude: 41.87998
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Demographic Summary		2022	2027	
Population		406,343	409,476	
Population 18+		353,908	358,343	
Households		217,632	221,192	
Median Household Income		\$112,587	\$130,780	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week		92,293	26.1%	108
Typically spend 4-6 hours exercising per week		90,105	25.5%	117
Typically spend 7+ hours exercising per week		94,281	26.6%	115
Exercise at home 2+ times per week		160,656	45.4%	112
Exercise at club 2+ times per week		68,074	19.2%	140
Exercise at other facility 2+ times per week		39,366	11.1%	140
Member of LA Fitness club/gym		9,765	2.8%	141
Member of Planet Fitness club/gym		17,086	4.8%	100
Member of YMCA Fitness club/gym		12,161	3.4%	118
Own elliptical		14,648	4.1%	87
Own stationary bicycle		22,032	6.2%	82
Own treadmill		24,793	7.0%	71
Own weight lifting equipment		66,626	18.8%	119
Control diet for blood sugar level		30,929	8.7%	77
Control diet for cholesterol level		34,698	9.8%	82
Control diet for food allergies		10,260	2.9%	123
Control diet to maintain weight		40,309	11.4%	107
Control diet for physical fitness		55,947	15.8%	129
Control diet for salt restriction		12,258	3.5%	84
Control diet for weight loss		68,954	19.5%	106
Used doctor`s care/diet for diet method		7,282	2.1%	62
Used exercise program for diet method		36,911	10.4%	118
Buy foods specifically labeled as fat-free		31,477	8.9%	99
Buy foods specifically labeled as gluten-free		23,455	6.6%	114
Buy foods specifically labeled as high fiber		29,721	8.4%	117
Buy foods specifically labeled as high protein		35,856	10.1%	111
Buy foods specifically labeled as hormone-free		13,907	3.9%	118
Buy foods specifically labeled as lactose-free		19,685	5.6%	112
Buy foods specifically labeled as low-calorie		23,924	6.8%	97
Buy foods specifically labeled as low-carb		32,718	9.2%	98
Buy foods specifically labeled as low-cholesterol		16,605	4.7%	95
Buy foods specifically labeled as low-fat		29,859	8.4%	100
Buy foods specifically labeled as low-sodium		38,947	11.0%	94
Buy foods specifically labeled as natural/organic		74,765	21.1%	129
Buy foods specifically labeled as probiotic		17,397	4.9%	116
Buy foods specifically labeled as sugar-free		35,594	10.1%	87
Consider self to be semi-vegetarian		34,090	9.6%	122
Used meal/dietary/weight loss supplement last 6 months		35,069	9.9%	103
Used vitamins/dietary supplements in last 6 months		220,921	62.4%	103
Provide services as a primary caregiver/caretaker		17,423	4.9%	77
Assist with chores as caregiver/caretaker		11,259	3.2%	81
Assist with personal care as caregiver/caretaker		8,400	2.4%	72
Give medication as caregiver/caretaker		7,659	2.2%	76
Make doctor appointments as caregiver/caretaker		9,495	2.7%	72
Provide transportation as caregiver/caretaker		11,042	3.1%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	281,006	79.4%	100
Visited doctor in last 12 months: 1-2 times	87,242	24.7%	105
Visited doctor in last 12 months: 3-5 times	80,836	22.8%	96
Visited doctor in last 12 months: 6+ times	112,925	31.9%	100
Visited doctor in last 12 months: acupuncturist	8,085	2.3%	142
Visited doctor in last 12 months: allergist	10,810	3.1%	144
Visited doctor in last 12 months: cardiologist	18,802	5.3%	66
Visited doctor in last 12 months: chiropractor	29,922	8.5%	102
Visited doctor in last 12 months: dentist	150,546	42.5%	106
Visited doctor in last 12 months: dermatologist	41,909	11.8%	111
Visited doctor in last 12 months: ear/nose/throat	16,873	4.8%	99
Visited doctor in last 12 months: eye	78,907	22.3%	99
Visited doctor in last 12 months: gastroenterologist	15,050	4.3%	86
Visited doctor in last 12 months: general/family	140,798	39.8%	91
Visited doctor in last 12 months: internist	21,781	6.2%	113
Visited doctor in last 12 months: physical therapist	18,992	5.4%	95
Visited doctor in last 12 months: podiatrist	9,585	2.7%	93
Visited doctor in last 12 months: psychiatrist/psychologist	20,376	5.8%	151
Filled prescription online in the last 12 months	21,663	6.1%	107
Visited doctor in last 12 months: urologist	11,290	3.2%	73
Visited nurse practitioner in last 12 months	15,202	4.3%	60
Wear regular/sun/tinted prescription eyeglasses	164,811	46.6%	107
Wear bi-focal/multi-focal/progressive glasses	49,347	13.9%	73
Wear soft contact lenses	60,370	17.1%	130
Spent on eyeglasses in last 12 months: \$1-99	11,733	3.3%	96
Spent on eyeglasses in last 12 months: \$100-\$199	22,163	6.3%	121
Spent on eyeglasses in last 12 months: \$200-\$249	12,332	3.5%	110
Spent on eyeglasses in last 12 months: \$250+	39,070	11.0%	107
Spent on contact lenses in last 12 months: \$1-\$199	20,152	5.7%	105
Spent on contact lenses in last 12 months: \$200+	29,487	8.3%	166
Bought prescription eyewear: discount optical ctr	22,477	6.4%	78
Bought prescription eyewear: private eye doctor	82,233	23.2%	91
Bought prescription eyewear: retail optical chain	55,608	15.7%	116
Bought prescription eyewear: online	31,129	8.8%	153
Used prescription drug for acne	13,562	3.8%	138
Used prescription drug for allergy/hay fever	22,220	6.3%	101
Used prescription drug for anxiety/panic	23,839	6.7%	94
Used prescription drug for arthritis/osteoarthritis	8,651	2.4%	75
Used prescription drug for rheumatoid arthritis	4,567	1.3%	52
Used prescription drug for asthma	15,778	4.5%	97
Used prescription drug for backache/back pain	20,999	5.9%	84
Used prescription drug for depression	23,410	6.6%	96
Used prescription drug for diabetes (non-insulin dependent Type-2)	10,584	3.0%	54
Used prescription drug for heartburn/acid reflux	15,583	4.4%	66
Used prescription drug for high blood pressure	32,870	9.3%	63
Used prescription drug for high cholesterol	27,258	7.7%	72
Used prescription drug for insomnia	7,811	2.2%	96
Used prescription drug for migraine headache	10,129	2.9%	95
Used prescription drug for sinus congestion/headache	9,841	2.8%	88
Used prescription drug for urinary tract infection	13,004	3.7%	106
Filled prescription last 12 months: at discount/dept store	10,608	3.0%	63
Filled prescription last 12 months: at drug store/pharmacy	121,001	34.2%	102
Filled prescription last 12 months: at supermarket	27,565	7.8%	80
Filled prescription last 12 months: by mail order	30,543	8.6%	91
Spent out of pocket prescription drugs/30 days: <\$1-9	24,553	6.9%	98
Spent out of pocket prescription drugs/30 days: \$10-19	33,373	9.4%	96
Spent out of pocket prescription drugs/30 days: \$20-29	19,839	5.6%	85
Spent out of pocket prescription drugs/30 days: \$30-49	19,847	5.6%	76
Spent out of pocket prescription drugs/30 days: \$50-99	20,245	5.7%	87
Spent out of pocket prescription drugs/30 days: \$100-149	6,344	1.8%	63
Spent out of pocket prescription drugs/30 days: \$150+	7,466	2.1%	70

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	160,786	45.4%	98
Used last 6 months: cough syrup/suppressant(nonprescr)	96,099	27.2%	100
Used last 6 months: medicated skin cream/lotion/spray	103,979	29.4%	100
Used last 6 months: non-medicated nasal spray	40,761	11.5%	99
Used last 6 months: pain relieving rub/liquid/patch	91,958	26.0%	97
Used last 6 months: sleeping aid/snore relief	44,745	12.6%	99
Used last 6 months: sore throat remedy/cough drops	147,185	41.6%	102
Used last 12 months: sunburn remedy	45,008	12.7%	99
Used last 12 months: suntan/sunscreen product	160,586	45.4%	118
Used last 6 months: toothache/gum/canker sore remedy	26,890	7.6%	92
HH used last 6 months: children`s cold tablets/liquids	10,686	4.9%	57
HH used last 6 months: children`s cough syrup	8,635	4.0%	54
HH used kids pain reliever/fever reducer last 6 months	20,857	9.6%	61
HH used kids vitamins/nutritional suppl last 6 months	17,358	8.0%	68
Used body wash/shower gel in last 6 months	228,273	64.5%	100
Used breath freshener in last 6 months	114,817	32.4%	93
Used breath freshener in last 6 months: gum	68,900	19.5%	94
Used breath freshener in last 6 months: mints	52,833	14.9%	95
Used breath freshener in last 6 months: thin film	7,162	2.0%	88
Used complexion care product in last 6 months	201,672	57.0%	110
Used denture adhesive/fixative in last 6 months	11,507	3.3%	72
Used denture cleaner in last 6 months	20,266	5.7%	69
Used facial moisturizer in last 6 months	182,936	51.7%	108
Used personal foot care product in last 6 months	64,751	18.3%	99
Used hair coloring product (at home) last 6 months	51,146	14.5%	82
Used hair conditioning treatment (at home) in last 6 months	85,004	24.0%	90
Used hair growth product in last 6 months	13,795	3.9%	112
Used hair spray (at home) in last 6 months	73,518	20.8%	76
Used hair styling gel/lotion/mousse in last 6 months	120,772	34.1%	97
Used mouthwash in last 6 months	238,352	67.3%	103
Used mouthwash 8+ times in last 7 days	53,153	15.0%	93
Used sensitive toothpaste in last 6 months	67,751	19.1%	102
Used whitening toothpaste in last 6 months	138,853	39.2%	105
Used tooth whitener (not toothpaste) in last 6 months	38,204	10.8%	108
Used tooth whitener (gel) in last 6 months	5,379	1.5%	87
Used tooth whitener (strips) in last 6 months	20,845	5.9%	109
Visited a day spa in last 6 months	21,222	6.0%	153
Purchased product at salon/day spa in last 6 months	17,462	4.9%	125
Used professional service last 6 months: haircut	213,754	60.4%	104
Used professional service last 6 months: hair color/highlights	48,350	13.7%	93
Used professional service last 6 months: facial	11,090	3.1%	139
Used professional service last 6 months: massage	34,730	9.8%	146
Used professional service last 6 months: manicure	44,944	12.7%	117
Used professional service last 6 months: pedicure	52,772	14.9%	110
Spent \$1-99 at barber shops in last 6 months	54,409	15.4%	105
Spent \$100+ at barber shops in last 6 months	37,455	10.6%	146
Spent \$1-99 at beauty salons in last 6 months	30,794	8.7%	69
Spent \$100+ at beauty salons in last 6 months	62,114	17.6%	101

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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

Demographic Summary		2022	2027	
Population		878,154	874,419	
Population 18+		728,983	731,385	
Households		422,190	424,382	
Median Household Income		\$94,377	\$111,362	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week		187,392	25.7%	107
Typically spend 4-6 hours exercising per week		176,929	24.3%	112
Typically spend 7+ hours exercising per week		187,212	25.7%	111
Exercise at home 2+ times per week		318,015	43.6%	108
Exercise at club 2+ times per week		127,404	17.5%	128
Exercise at other facility 2+ times per week		75,983	10.4%	131
Member of LA Fitness club/gym		21,754	3.0%	152
Member of Planet Fitness club/gym		37,035	5.1%	105
Member of YMCA Fitness club/gym		23,582	3.2%	111
Own elliptical		27,917	3.8%	81
Own stationary bicycle		44,604	6.1%	81
Own treadmill		50,093	6.9%	70
Own weight lifting equipment		122,891	16.9%	107
Control diet for blood sugar level		71,410	9.8%	86
Control diet for cholesterol level		73,658	10.1%	85
Control diet for food allergies		21,164	2.9%	123
Control diet to maintain weight		81,035	11.1%	105
Control diet for physical fitness		108,869	14.9%	122
Control diet for salt restriction		27,289	3.7%	91
Control diet for weight loss		139,467	19.1%	104
Used doctor`s care/diet for diet method		19,263	2.6%	80
Used exercise program for diet method		73,830	10.1%	115
Buy foods specifically labeled as fat-free		65,956	9.0%	100
Buy foods specifically labeled as gluten-free		48,553	6.7%	115
Buy foods specifically labeled as high fiber		59,492	8.2%	113
Buy foods specifically labeled as high protein		69,782	9.6%	105
Buy foods specifically labeled as hormone-free		27,553	3.8%	114
Buy foods specifically labeled as lactose-free		42,725	5.9%	118
Buy foods specifically labeled as low-calorie		49,015	6.7%	97
Buy foods specifically labeled as low-carb		63,352	8.7%	92
Buy foods specifically labeled as low-cholesterol		36,043	4.9%	100
Buy foods specifically labeled as low-fat		60,889	8.4%	99
Buy foods specifically labeled as low-sodium		84,115	11.5%	99
Buy foods specifically labeled as natural/organic		146,968	20.2%	123
Buy foods specifically labeled as probiotic		35,725	4.9%	115
Buy foods specifically labeled as sugar-free		74,504	10.2%	89
Consider self to be semi-vegetarian		68,334	9.4%	118
Used meal/dietary/weight loss supplement last 6 months		72,845	10.0%	104
Used vitamins/dietary supplements in last 6 months		444,852	61.0%	100
Provide services as a primary caregiver/caretaker		38,968	5.3%	83
Assist with chores as caregiver/caretaker		23,404	3.2%	82
Assist with personal care as caregiver/caretaker		19,494	2.7%	81
Give medication as caregiver/caretaker		17,087	2.3%	83
Make doctor appointments as caregiver/caretaker		21,851	3.0%	81
Provide transportation as caregiver/caretaker		24,245	3.3%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	564,381	77.4%	98
Visited doctor in last 12 months: 1-2 times	178,423	24.5%	104
Visited doctor in last 12 months: 3-5 times	163,165	22.4%	94
Visited doctor in last 12 months: 6+ times	222,782	30.6%	96
Visited doctor in last 12 months: acupuncturist	16,454	2.3%	140
Visited doctor in last 12 months: allergist	20,243	2.8%	131
Visited doctor in last 12 months: cardiologist	39,000	5.3%	66
Visited doctor in last 12 months: chiropractor	57,361	7.9%	95
Visited doctor in last 12 months: dentist	295,081	40.5%	101
Visited doctor in last 12 months: dermatologist	79,235	10.9%	102
Visited doctor in last 12 months: ear/nose/throat	35,216	4.8%	100
Visited doctor in last 12 months: eye	155,013	21.3%	94
Visited doctor in last 12 months: gastroenterologist	30,672	4.2%	85
Visited doctor in last 12 months: general/family	281,013	38.5%	88
Visited doctor in last 12 months: internist	40,387	5.5%	102
Visited doctor in last 12 months: physical therapist	39,003	5.4%	94
Visited doctor in last 12 months: podiatrist	18,677	2.6%	88
Visited doctor in last 12 months: psychiatrist/psychologist	39,595	5.4%	142
Filled prescription online in the last 12 months	40,882	5.6%	98
Visited doctor in last 12 months: urologist	23,862	3.3%	74
Visited nurse practitioner in last 12 months	31,095	4.3%	60
Wear regular/sun/tinted prescription eyeglasses	322,541	44.2%	102
Wear bi-focal/multi-focal/progressive glasses	97,746	13.4%	70
Wear soft contact lenses	112,576	15.4%	118
Spent on eyeglasses in last 12 months: \$1-99	22,964	3.2%	91
Spent on eyeglasses in last 12 months: \$100-\$199	42,978	5.9%	114
Spent on eyeglasses in last 12 months: \$200-\$249	24,139	3.3%	104
Spent on eyeglasses in last 12 months: \$250+	75,848	10.4%	100
Spent on contact lenses in last 12 months: \$1-\$199	38,401	5.3%	98
Spent on contact lenses in last 12 months: \$200+	52,737	7.2%	144
Bought prescription eyewear: discount optical ctr	45,441	6.2%	77
Bought prescription eyewear: private eye doctor	163,916	22.5%	88
Bought prescription eyewear: retail optical chain	104,511	14.3%	106
Bought prescription eyewear: online	55,891	7.7%	133
Used prescription drug for acne	26,507	3.6%	131
Used prescription drug for allergy/hay fever	42,767	5.9%	95
Used prescription drug for anxiety/panic	46,350	6.4%	89
Used prescription drug for arthritis/osteoarthritis	18,700	2.6%	79
Used prescription drug for rheumatoid arthritis	11,092	1.5%	61
Used prescription drug for asthma	33,557	4.6%	100
Used prescription drug for backache/back pain	47,220	6.5%	92
Used prescription drug for depression	45,585	6.3%	91
Used prescription drug for diabetes (non-insulin dependent Type-2)	28,068	3.9%	70
Used prescription drug for heartburn/acid reflux	33,080	4.5%	68
Used prescription drug for high blood pressure	73,543	10.1%	69
Used prescription drug for high cholesterol	56,943	7.8%	73
Used prescription drug for insomnia	17,113	2.3%	103
Used prescription drug for migraine headache	20,839	2.9%	95
Used prescription drug for sinus congestion/headache	19,475	2.7%	84
Used prescription drug for urinary tract infection	24,978	3.4%	99
Filled prescription last 12 months: at discount/dept store	22,751	3.1%	66
Filled prescription last 12 months: at drug store/pharmacy	240,454	33.0%	98
Filled prescription last 12 months: at supermarket	48,952	6.7%	69
Filled prescription last 12 months: by mail order	58,644	8.0%	85
Spent out of pocket prescription drugs/30 days: <\$1-9	48,323	6.6%	93
Spent out of pocket prescription drugs/30 days: \$10-19	62,085	8.5%	87
Spent out of pocket prescription drugs/30 days: \$20-29	39,823	5.5%	82
Spent out of pocket prescription drugs/30 days: \$30-49	39,904	5.5%	75
Spent out of pocket prescription drugs/30 days: \$50-99	40,332	5.5%	84
Spent out of pocket prescription drugs/30 days: \$100-149	14,053	1.9%	68
Spent out of pocket prescription drugs/30 days: \$150+	16,156	2.2%	73

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	328,566	45.1%	97
Used last 6 months: cough syrup/suppressant(nonprescr)	212,193	29.1%	107
Used last 6 months: medicated skin cream/lotion/spray	214,018	29.4%	99
Used last 6 months: non-medicated nasal spray	82,738	11.3%	97
Used last 6 months: pain relieving rub/liquid/patch	194,942	26.7%	100
Used last 6 months: sleeping aid/snore relief	94,165	12.9%	102
Used last 6 months: sore throat remedy/cough drops	313,496	43.0%	105
Used last 12 months: sunburn remedy	90,171	12.4%	96
Used last 12 months: suntan/sunscreen product	299,322	41.1%	107
Used last 6 months: toothache/gum/canker sore remedy	61,199	8.4%	101
HH used last 6 months: children`s cold tablets/liquids	26,331	6.2%	72
HH used last 6 months: children`s cough syrup	22,475	5.3%	72
HH used kids pain reliever/fever reducer last 6 months	46,954	11.1%	70
HH used kids vitamins/nutritional suppl last 6 months	39,299	9.3%	79
Used body wash/shower gel in last 6 months	484,724	66.5%	103
Used breath freshener in last 6 months	255,945	35.1%	101
Used breath freshener in last 6 months: gum	158,150	21.7%	105
Used breath freshener in last 6 months: mints	114,026	15.6%	100
Used breath freshener in last 6 months: thin film	16,380	2.2%	98
Used complexion care product in last 6 months	411,259	56.4%	108
Used denture adhesive/fixative in last 6 months	27,006	3.7%	82
Used denture cleaner in last 6 months	43,781	6.0%	73
Used facial moisturizer in last 6 months	373,557	51.2%	107
Used personal foot care product in last 6 months	140,356	19.3%	104
Used hair coloring product (at home) last 6 months	117,796	16.2%	92
Used hair conditioning treatment (at home) in last 6 months	195,582	26.8%	101
Used hair growth product in last 6 months	31,167	4.3%	123
Used hair spray (at home) in last 6 months	151,785	20.8%	76
Used hair styling gel/lotion/mousse in last 6 months	256,766	35.2%	100
Used mouthwash in last 6 months	503,639	69.1%	106
Used mouthwash 8+ times in last 7 days	121,384	16.7%	103
Used sensitive toothpaste in last 6 months	137,361	18.8%	101
Used whitening toothpaste in last 6 months	277,159	38.0%	102
Used tooth whitener (not toothpaste) in last 6 months	82,151	11.3%	113
Used tooth whitener (gel) in last 6 months	13,649	1.9%	107
Used tooth whitener (strips) in last 6 months	44,346	6.1%	112
Visited a day spa in last 6 months	41,297	5.7%	144
Purchased product at salon/day spa in last 6 months	34,000	4.7%	118
Used professional service last 6 months: haircut	421,036	57.8%	99
Used professional service last 6 months: hair color/highlights	91,645	12.6%	86
Used professional service last 6 months: facial	22,624	3.1%	138
Used professional service last 6 months: massage	65,727	9.0%	134
Used professional service last 6 months: manicure	93,596	12.8%	118
Used professional service last 6 months: pedicure	111,045	15.2%	112
Spent \$1-99 at barber shops in last 6 months	111,119	15.2%	104
Spent \$100+ at barber shops in last 6 months	73,786	10.1%	140
Spent \$1-99 at beauty salons in last 6 months	65,290	9.0%	71
Spent \$100+ at beauty salons in last 6 months	115,065	15.8%	91

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