



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		2021	2026
Population		71,839	79,539
Population 18+		66,685	73,648
Households		41,940	46,878
Median Household Income		\$122,586	\$135,928

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	19,684	29.5%	124
Typically spend 4-6 hours exercising per week	15,261	22.9%	114
Typically spend 7+ hours exercising per week	16,105	24.2%	117
Exercise at home 2+ times per week	23,424	35.1%	117
Exercise at club 2+ times per week	15,090	22.6%	157
Exercise at other facility 2+ times per week	7,903	11.9%	143
Member of LA Fitness club/gym	1,472	2.2%	105
Member of Planet Fitness club/gym	3,669	5.5%	118
Member of YMCA Fitness club/gym	3,063	4.6%	141
Own elliptical	2,481	3.7%	93
Own stationary bicycle	2,353	3.5%	66
Own treadmill	4,078	6.1%	76
Own weight lifting equipment	10,263	15.4%	129
Control diet for blood sugar level	4,875	7.3%	64
Control diet for cholesterol level	5,884	8.8%	79
Control diet for food allergies	1,508	2.3%	103
Control diet to maintain weight	7,057	10.6%	110
Control diet for physical fitness	9,100	13.6%	130
Control diet for salt restriction	2,386	3.6%	93
Control diet for weight loss	12,218	18.3%	115
Used doctor`s care/diet for diet method	941	1.4%	54
Used exercise program for diet method	5,997	9.0%	106
Buy foods specifically labeled as fat-free	4,770	7.2%	84
Buy foods specifically labeled as gluten-free	3,576	5.4%	88
Buy foods specifically labeled as high fiber	4,661	7.0%	101
Buy foods specifically labeled as high protein	6,269	9.4%	110
Buy foods specifically labeled as hormone-free	3,230	4.8%	135
Buy foods specifically labeled as lactose-free	2,746	4.1%	98
Buy foods specifically labeled as low-calorie	4,617	6.9%	113
Buy foods specifically labeled as low-carb	6,388	9.6%	114
Buy foods specifically labeled as low-cholesterol	3,049	4.6%	93
Buy foods specifically labeled as low-fat	4,409	6.6%	87
Buy foods specifically labeled as low-sodium	7,141	10.7%	101
Buy foods specifically labeled as natural/organic	11,670	17.5%	116
Buy foods specifically labeled as probiotic	2,368	3.6%	82
Buy foods specifically labeled as sugar-free	4,971	7.5%	73
Consider self to be semi-vegetarian	5,650	8.5%	109
Used meal/dietary/weight loss supplement last 6 months	6,387	9.6%	105
Used vitamins/dietary supplements in last 6 months	38,208	57.3%	105
Provide services as a primary caregiver/caretaker	3,048	4.6%	63
Assist with chores as caregiver/caretaker	2,137	3.2%	77
Assist with personal care as caregiver/caretaker	1,050	1.6%	43
Give medication as caregiver/caretaker	1,454	2.2%	64
Make doctor appointments as caregiver/caretaker	1,197	1.8%	42
Provide transportation as caregiver/caretaker	1,477	2.2%	48

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 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	54,632	81.9%	106
Visited doctor in last 12 months: 1-2 times	15,083	22.6%	99
Visited doctor in last 12 months: 3-5 times	15,376	23.1%	98
Visited doctor in last 12 months: 6+ times	24,197	36.3%	119
Visited doctor in last 12 months: cardiologist	3,715	5.6%	68
Visited doctor in last 12 months: chiropractor	5,787	8.7%	110
Visited doctor in last 12 months: dentist	29,635	44.4%	117
Visited doctor in last 12 months: dermatologist	7,715	11.6%	120
Visited doctor in last 12 months: ear/nose/throat	2,239	3.4%	68
Visited doctor in last 12 months: eye	16,917	25.4%	112
Visited doctor in last 12 months: gastroenterologist	2,462	3.7%	76
Visited doctor in last 12 months: general/family	25,786	38.7%	91
Visited doctor in last 12 months: internist	3,795	5.7%	108
Visited doctor in last 12 months: physical therapist	3,128	4.7%	84
Visited doctor in last 12 months: podiatrist	2,174	3.3%	112
Visited doctor in last 12 months: urologist	2,110	3.2%	74
Visited nurse practitioner in last 12 months	2,282	3.4%	49
Wear regular/sun/tinted prescription eyeglasses	28,400	42.6%	109
Wear bi-focal/multi-focal/progressive glasses	7,843	11.8%	64
Wear soft contact lenses	8,151	12.2%	118
Spent on eyeglasses in last 12 months: \$1-99	2,630	3.9%	123
Spent on eyeglasses in last 12 months: \$100-\$199	3,746	5.6%	124
Spent on eyeglasses in last 12 months: \$200-\$249	2,273	3.4%	117
Spent on eyeglasses in last 12 months: \$250+	5,147	7.7%	82
Spent on contact lenses in last 12 months: \$1-\$199	2,230	3.3%	69
Spent on contact lenses in last 12 months: \$200+	5,132	7.7%	182
Bought prescription eyewear: discount optical ctr	6,031	9.0%	107
Bought prescription eyewear: private eye doctor	13,751	20.6%	87
Bought prescription eyewear: retail optical chain	9,123	13.7%	111
Bought prescription eyewear: online	4,181	6.3%	145
Used prescription drug for acne	2,990	4.5%	165
Used prescription drug for allergy/hay fever	3,302	5.0%	85
Used prescription drug for anxiety/panic	4,297	6.4%	103
Used prescription drug for arthritis/osteoarthritis	1,285	1.9%	64
Used prescription drug for rheumatoid arthritis	803	1.2%	46
Used prescription drug for asthma	3,653	5.5%	131
Used prescription drug for backache/back pain	3,417	5.1%	76
Used prescription drug for depression	6,869	10.3%	161
Used prescription drug for diabetes (non-insulin dependent Type-2)	2,100	3.1%	62
Used prescription drug for heartburn/acid reflux	1,783	2.7%	46
Used prescription drug for high blood pressure	6,965	10.4%	76
Used prescription drug for high cholesterol	5,431	8.1%	91
Used prescription drug for insomnia	1,238	1.9%	85
Used prescription drug for migraine headache	1,690	2.5%	81
Used prescription drug for sinus congestion/headache	1,798	2.7%	77
Used prescription drug for urinary tract infection	3,397	5.1%	148
Filled prescription last 12 months: at discount/dept store	743	1.1%	41
Filled prescription last 12 months: at drug store/pharmacy	24,036	36.0%	97
Filled prescription last 12 months: at supermarket	3,733	5.6%	73
Filled prescription last 12 months: by mail order	4,893	7.3%	95
Spent out of pocket prescription drugs/30 days: <\$1-9	4,207	6.3%	98
Spent out of pocket prescription drugs/30 days: \$10-19	6,891	10.3%	122
Spent out of pocket prescription drugs/30 days: \$20-29	2,753	4.1%	69
Spent out of pocket prescription drugs/30 days: \$30-49	4,147	6.2%	92
Spent out of pocket prescription drugs/30 days: \$50-99	5,024	7.5%	127
Spent out of pocket prescription drugs/30 days: \$100-149	715	1.1%	37
Spent out of pocket prescription drugs/30 days: \$150+	1,168	1.8%	56

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	34,817	52.2%	108
Used last 6 months: cough syrup/suppressant(nonprescr)	22,468	33.7%	100
Used last 6 months: medicated skin cream/lotion/spray	17,670	26.5%	93
Used last 6 months: non-medicated nasal spray	8,384	12.6%	98
Used last 6 months: pain relieving rub/liquid/patch	15,052	22.6%	89
Used last 6 months: sleeping aid/snore relief	9,678	14.5%	120
Used last 6 months: sore throat remedy/cough drops	30,570	45.8%	99
Used last 12 months: sunburn remedy	9,507	14.3%	99
Used last 12 months: suntan/sunscreen product	31,417	47.1%	123
Used last 6 months: toothache/gum/canker sore remedy	5,783	8.7%	87
HH used last 6 months: children`s cold tablets/liquids	1,851	4.4%	44
HH used last 6 months: children`s cough syrup	1,970	4.7%	49
HH used kids pain reliever/fever reducer last 6 months	4,369	10.4%	59
HH used kids vitamins/nutritional suppl last 6 months	3,438	8.2%	69
Used body wash/shower gel in last 6 months	40,747	61.1%	95
Used breath freshener in last 6 months	23,732	35.6%	91
Used breath freshener in last 6 months: gum	14,462	21.7%	94
Used breath freshener in last 6 months: mints	10,355	15.5%	90
Used breath freshener in last 6 months: thin film	1,143	1.7%	76
Used complexion care product in last 6 months	36,585	54.9%	111
Used denture adhesive/fixative in last 6 months	2,621	3.9%	66
Used denture cleaner in last 6 months	3,979	6.0%	60
Used facial moisturizer in last 6 months	33,049	49.6%	108
Used personal foot care product in last 6 months	10,350	15.5%	82
Used hair coloring product (at home) last 6 months	8,168	12.2%	66
Used hair conditioning treatment (at home) in last 6 months	13,325	20.0%	71
Used hair growth product in last 6 months	2,901	4.4%	135
Used hair spray (at home) in last 6 months	15,139	22.7%	75
Used hair styling gel/lotion/mousse in last 6 months	23,312	35.0%	100
Used mouthwash in last 6 months	43,890	65.8%	101
Used mouthwash 8+ times in last 7 days	11,160	16.7%	100
Used whitening toothpaste in last 6 months	22,601	33.9%	100
Used tooth whitener (not toothpaste) in last 6 months	6,630	9.9%	96
Used tooth whitener (gel) in last 6 months	1,093	1.6%	83
Used tooth whitener (strips) in last 6 months	3,675	5.5%	104
Visited a day spa in last 6 months	5,909	8.9%	182
Purchased product at salon/day spa in last 6 months	5,423	8.1%	181
Used professional service last 6 months: haircut	44,483	66.7%	113
Used professional service last 6 months: hair color/highlights	10,579	15.9%	103
Used professional service last 6 months: facial	2,167	3.2%	117
Used professional service last 6 months: massage	8,176	12.3%	156
Used professional service last 6 months: manicure	10,282	15.4%	122
Used professional service last 6 months: pedicure	11,415	17.1%	112
Spent \$1-99 at barber shops in last 6 months	11,558	17.3%	118
Spent \$100+ at barber shops in last 6 months	7,743	11.6%	151
Spent \$1-99 at barber shops in last 6 months	6,536	9.8%	81
Spent \$100+ at beauty salons in last 6 months	12,431	18.6%	112

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Health and Beauty Market Potential

Proposed Location
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 Ring: 3 mile radius

Sample Report
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Demographic Summary		2021	2026	
Population		378,278	395,216	
Population 18+		329,435	345,718	
Households		199,383	210,136	
Median Household Income		\$102,231	\$113,215	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week		89,753	27.2%	114
Typically spend 4-6 hours exercising per week		75,554	22.9%	114
Typically spend 7+ hours exercising per week		77,425	23.5%	114
Exercise at home 2+ times per week		111,900	34.0%	113
Exercise at club 2+ times per week		68,099	20.7%	144
Exercise at other facility 2+ times per week		38,170	11.6%	140
Member of LA Fitness club/gym		8,613	2.6%	125
Member of Planet Fitness club/gym		17,316	5.3%	113
Member of YMCA Fitness club/gym		12,362	3.8%	115
Own elliptical		11,612	3.5%	88
Own stationary bicycle		11,724	3.6%	67
Own treadmill		19,094	5.8%	72
Own weight lifting equipment		44,362	13.5%	113
Control diet for blood sugar level		27,411	8.3%	73
Control diet for cholesterol level		31,388	9.5%	85
Control diet for food allergies		8,210	2.5%	113
Control diet to maintain weight		35,915	10.9%	113
Control diet for physical fitness		43,448	13.2%	126
Control diet for salt restriction		12,503	3.8%	99
Control diet for weight loss		54,652	16.6%	104
Used doctor`s care/diet for diet method		6,099	1.9%	71
Used exercise program for diet method		30,429	9.2%	109
Buy foods specifically labeled as fat-free		28,095	8.5%	101
Buy foods specifically labeled as gluten-free		20,347	6.2%	102
Buy foods specifically labeled as high fiber		24,507	7.4%	107
Buy foods specifically labeled as high protein		31,142	9.5%	111
Buy foods specifically labeled as hormone-free		15,794	4.8%	133
Buy foods specifically labeled as lactose-free		15,375	4.7%	111
Buy foods specifically labeled as low-calorie		22,482	6.8%	112
Buy foods specifically labeled as low-carb		29,109	8.8%	105
Buy foods specifically labeled as low-cholesterol		17,007	5.2%	105
Buy foods specifically labeled as low-fat		25,087	7.6%	100
Buy foods specifically labeled as low-sodium		36,048	10.9%	104
Buy foods specifically labeled as natural/organic		62,218	18.9%	125
Buy foods specifically labeled as probiotic		14,681	4.5%	103
Buy foods specifically labeled as sugar-free		28,776	8.7%	85
Consider self to be semi-vegetarian		28,997	8.8%	113
Used meal/dietary/weight loss supplement last 6 months		30,088	9.1%	100
Used vitamins/dietary supplements in last 6 months		190,425	57.8%	106
Provide services as a primary caregiver/caretaker		19,481	5.9%	82
Assist with chores as caregiver/caretaker		12,855	3.9%	94
Assist with personal care as caregiver/caretaker		8,951	2.7%	74
Give medication as caregiver/caretaker		9,897	3.0%	88
Make doctor appointments as caregiver/caretaker		10,819	3.3%	77
Provide transportation as caregiver/caretaker		11,435	3.5%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	261,306	79.3%	103
Visited doctor in last 12 months: 1-2 times	75,597	22.9%	100
Visited doctor in last 12 months: 3-5 times	76,078	23.1%	98
Visited doctor in last 12 months: 6+ times	109,682	33.3%	109
Visited doctor in last 12 months: cardiologist	20,803	6.3%	78
Visited doctor in last 12 months: chiropractor	25,703	7.8%	99
Visited doctor in last 12 months: dentist	138,838	42.1%	111
Visited doctor in last 12 months: dermatologist	36,620	11.1%	115
Visited doctor in last 12 months: ear/nose/throat	15,392	4.7%	95
Visited doctor in last 12 months: eye	78,018	23.7%	104
Visited doctor in last 12 months: gastroenterologist	15,059	4.6%	94
Visited doctor in last 12 months: general/family	127,949	38.8%	92
Visited doctor in last 12 months: internist	20,405	6.2%	118
Visited doctor in last 12 months: physical therapist	17,548	5.3%	95
Visited doctor in last 12 months: podiatrist	10,496	3.2%	110
Visited doctor in last 12 months: urologist	11,587	3.5%	82
Visited nurse practitioner in last 12 months	13,772	4.2%	60
Wear regular/sun/tinted prescription eyeglasses	131,417	39.9%	102
Wear bi-focal/multi-focal/progressive glasses	41,108	12.5%	68
Wear soft contact lenses	39,022	11.8%	114
Spent on eyeglasses in last 12 months: \$1-99	12,064	3.7%	115
Spent on eyeglasses in last 12 months: \$100-\$199	18,797	5.7%	126
Spent on eyeglasses in last 12 months: \$200-\$249	9,845	3.0%	102
Spent on eyeglasses in last 12 months: \$250+	26,196	8.0%	84
Spent on contact lenses in last 12 months: \$1-\$199	13,091	4.0%	82
Spent on contact lenses in last 12 months: \$200+	20,945	6.4%	150
Bought prescription eyewear: discount optical ctr	26,359	8.0%	94
Bought prescription eyewear: private eye doctor	68,799	20.9%	88
Bought prescription eyewear: retail optical chain	41,278	12.5%	102
Bought prescription eyewear: online	20,353	6.2%	143
Used prescription drug for acne	13,169	4.0%	147
Used prescription drug for allergy/hay fever	16,956	5.1%	89
Used prescription drug for anxiety/panic	18,990	5.8%	92
Used prescription drug for arthritis/osteoarthritis	6,604	2.0%	67
Used prescription drug for rheumatoid arthritis	4,974	1.5%	58
Used prescription drug for asthma	16,806	5.1%	122
Used prescription drug for backache/back pain	18,221	5.5%	82
Used prescription drug for depression	24,615	7.5%	117
Used prescription drug for diabetes (non-insulin dependent Type-2)	12,264	3.7%	73
Used prescription drug for heartburn/acid reflux	12,766	3.9%	67
Used prescription drug for high blood pressure	32,585	9.9%	72
Used prescription drug for high cholesterol	25,445	7.7%	86
Used prescription drug for insomnia	6,490	2.0%	90
Used prescription drug for migraine headache	9,877	3.0%	96
Used prescription drug for sinus congestion/headache	8,828	2.7%	76
Used prescription drug for urinary tract infection	13,101	4.0%	116
Filled prescription last 12 months: at discount/dept store	4,328	1.3%	48
Filled prescription last 12 months: at drug store/pharmacy	117,687	35.7%	96
Filled prescription last 12 months: at supermarket	17,879	5.4%	71
Filled prescription last 12 months: by mail order	23,404	7.1%	92
Spent out of pocket prescription drugs/30 days: <\$1-9	19,771	6.0%	93
Spent out of pocket prescription drugs/30 days: \$10-19	30,436	9.2%	109
Spent out of pocket prescription drugs/30 days: \$20-29	15,788	4.8%	81
Spent out of pocket prescription drugs/30 days: \$30-49	18,162	5.5%	81
Spent out of pocket prescription drugs/30 days: \$50-99	20,653	6.3%	106
Spent out of pocket prescription drugs/30 days: \$100-149	4,996	1.5%	53
Spent out of pocket prescription drugs/30 days: \$150+	6,925	2.1%	68

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Used last 6 months: cold/sinus/allergy med (nonprescr)	165,024	50.1%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	115,394	35.0%	103
Used last 6 months: medicated skin cream/lotion/spray	90,728	27.5%	97
Used last 6 months: non-medicated nasal spray	41,282	12.5%	98
Used last 6 months: pain relieving rub/liquid/patch	78,568	23.8%	94
Used last 6 months: sleeping aid/snore relief	43,573	13.2%	110
Used last 6 months: sore throat remedy/cough drops	155,010	47.1%	101
Used last 12 months: sunburn remedy	47,018	14.3%	99
Used last 12 months: suntan/sunscreen product	146,881	44.6%	116
Used last 6 months: toothache/gum/canker sore remedy	31,092	9.4%	95
HH used last 6 months: children`s cold tablets/liquids	11,254	5.6%	56
HH used last 6 months: children`s cough syrup	11,211	5.6%	59
HH used kids pain reliever/fever reducer last 6 months	23,704	11.9%	68
HH used kids vitamins/nutritional suppl last 6 months	18,166	9.1%	76
Used body wash/shower gel in last 6 months	207,474	63.0%	98
Used breath freshener in last 6 months	123,406	37.5%	96
Used breath freshener in last 6 months: gum	74,882	22.7%	99
Used breath freshener in last 6 months: mints	52,737	16.0%	93
Used breath freshener in last 6 months: thin film	6,791	2.1%	91
Used complexion care product in last 6 months	182,090	55.3%	111
Used denture adhesive/fixative in last 6 months	15,036	4.6%	77
Used denture cleaner in last 6 months	22,201	6.7%	68
Used facial moisturizer in last 6 months	165,251	50.2%	109
Used personal foot care product in last 6 months	59,234	18.0%	95
Used hair coloring product (at home) last 6 months	49,898	15.1%	82
Used hair conditioning treatment (at home) in last 6 months	82,045	24.9%	89
Used hair growth product in last 6 months	13,789	4.2%	130
Used hair spray (at home) in last 6 months	78,568	23.8%	79
Used hair styling gel/lotion/mousse in last 6 months	116,612	35.4%	101
Used mouthwash in last 6 months	220,716	67.0%	103
Used mouthwash 8+ times in last 7 days	57,599	17.5%	104
Used whitening toothpaste in last 6 months	109,024	33.1%	98
Used tooth whitener (not toothpaste) in last 6 months	36,450	11.1%	106
Used tooth whitener (gel) in last 6 months	7,438	2.3%	114
Used tooth whitener (strips) in last 6 months	18,341	5.6%	105
Visited a day spa in last 6 months	27,400	8.3%	171
Purchased product at salon/day spa in last 6 months	21,377	6.5%	144
Used professional service last 6 months: haircut	207,135	62.9%	106
Used professional service last 6 months: hair color/highlights	49,025	14.9%	97
Used professional service last 6 months: facial	12,747	3.9%	140
Used professional service last 6 months: massage	39,499	12.0%	152
Used professional service last 6 months: manicure	52,519	15.9%	127
Used professional service last 6 months: pedicure	57,742	17.5%	115
Spent \$1-99 at barber shops in last 6 months	54,852	16.7%	114
Spent \$100+ at barber shops in last 6 months	33,991	10.3%	134
Spent \$1-99 at barber shops in last 6 months	32,649	9.9%	82
Spent \$100+ at beauty salons in last 6 months	58,601	17.8%	107

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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		2021	2026	
Population		850,188	866,190	
Population 18+		704,004	722,864	
Households		390,966	401,874	
Median Household Income		\$83,661	\$96,082	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week		183,231	26.0%	109
Typically spend 4-6 hours exercising per week		150,816	21.4%	106
Typically spend 7+ hours exercising per week		157,473	22.4%	109
Exercise at home 2+ times per week		215,888	30.7%	102
Exercise at club 2+ times per week		128,561	18.3%	127
Exercise at other facility 2+ times per week		75,501	10.7%	130
Member of LA Fitness club/gym		20,673	2.9%	140
Member of Planet Fitness club/gym		36,639	5.2%	112
Member of YMCA Fitness club/gym		23,493	3.3%	103
Own elliptical		21,216	3.0%	75
Own stationary bicycle		23,328	3.3%	62
Own treadmill		36,763	5.2%	65
Own weight lifting equipment		79,512	11.3%	95
Control diet for blood sugar level		68,950	9.8%	86
Control diet for cholesterol level		68,612	9.7%	87
Control diet for food allergies		17,239	2.4%	112
Control diet to maintain weight		74,840	10.6%	110
Control diet for physical fitness		84,640	12.0%	114
Control diet for salt restriction		27,839	4.0%	103
Control diet for weight loss		109,558	15.6%	98
Used doctor`s care/diet for diet method		15,324	2.2%	84
Used exercise program for diet method		62,312	8.9%	105
Buy foods specifically labeled as fat-free		62,295	8.8%	104
Buy foods specifically labeled as gluten-free		43,346	6.2%	102
Buy foods specifically labeled as high fiber		50,001	7.1%	102
Buy foods specifically labeled as high protein		60,800	8.6%	101
Buy foods specifically labeled as hormone-free		31,043	4.4%	122
Buy foods specifically labeled as lactose-free		37,139	5.3%	125
Buy foods specifically labeled as low-calorie		47,343	6.7%	110
Buy foods specifically labeled as low-carb		58,309	8.3%	98
Buy foods specifically labeled as low-cholesterol		39,003	5.5%	113
Buy foods specifically labeled as low-fat		53,743	7.6%	100
Buy foods specifically labeled as low-sodium		76,295	10.8%	103
Buy foods specifically labeled as natural/organic		124,669	17.7%	117
Buy foods specifically labeled as probiotic		30,353	4.3%	100
Buy foods specifically labeled as sugar-free		62,869	8.9%	87
Consider self to be semi-vegetarian		64,235	9.1%	118
Used meal/dietary/weight loss supplement last 6 months		64,506	9.2%	100
Used vitamins/dietary supplements in last 6 months		389,246	55.3%	101
Provide services as a primary caregiver/caretaker		46,956	6.7%	92
Assist with chores as caregiver/caretaker		29,303	4.2%	100
Assist with personal care as caregiver/caretaker		22,581	3.2%	88
Give medication as caregiver/caretaker		23,001	3.3%	96
Make doctor appointments as caregiver/caretaker		26,684	3.8%	89
Provide transportation as caregiver/caretaker		26,279	3.7%	81

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 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	541,151	76.9%	100
Visited doctor in last 12 months: 1-2 times	160,500	22.8%	99
Visited doctor in last 12 months: 3-5 times	160,960	22.9%	97
Visited doctor in last 12 months: 6+ times	219,744	31.2%	102
Visited doctor in last 12 months: cardiologist	45,354	6.4%	79
Visited doctor in last 12 months: chiropractor	50,987	7.2%	91
Visited doctor in last 12 months: dentist	277,143	39.4%	104
Visited doctor in last 12 months: dermatologist	70,732	10.0%	104
Visited doctor in last 12 months: ear/nose/throat	34,873	5.0%	100
Visited doctor in last 12 months: eye	157,298	22.3%	98
Visited doctor in last 12 months: gastroenterologist	32,861	4.7%	96
Visited doctor in last 12 months: general/family	264,016	37.5%	89
Visited doctor in last 12 months: internist	39,932	5.7%	108
Visited doctor in last 12 months: physical therapist	37,881	5.4%	96
Visited doctor in last 12 months: podiatrist	21,061	3.0%	103
Visited doctor in last 12 months: urologist	24,455	3.5%	81
Visited nurse practitioner in last 12 months	29,293	4.2%	60
Wear regular/sun/tinted prescription eyeglasses	263,736	37.5%	96
Wear bi-focal/multi-focal/progressive glasses	86,789	12.3%	67
Wear soft contact lenses	75,061	10.7%	103
Spent on eyeglasses in last 12 months: \$1-99	23,743	3.4%	106
Spent on eyeglasses in last 12 months: \$100-\$199	37,021	5.3%	116
Spent on eyeglasses in last 12 months: \$200-\$249	19,499	2.8%	95
Spent on eyeglasses in last 12 months: \$250+	53,959	7.7%	81
Spent on contact lenses in last 12 months: \$1-\$199	27,085	3.8%	80
Spent on contact lenses in last 12 months: \$200+	37,411	5.3%	126
Bought prescription eyewear: discount optical ctr	53,529	7.6%	90
Bought prescription eyewear: private eye doctor	140,444	19.9%	84
Bought prescription eyewear: retail optical chain	78,986	11.2%	91
Bought prescription eyewear: online	39,300	5.6%	129
Used prescription drug for acne	26,397	3.7%	138
Used prescription drug for allergy/hay fever	34,964	5.0%	86
Used prescription drug for anxiety/panic	38,158	5.4%	86
Used prescription drug for arthritis/osteoarthritis	14,871	2.1%	70
Used prescription drug for rheumatoid arthritis	12,750	1.8%	69
Used prescription drug for asthma	34,932	5.0%	118
Used prescription drug for backache/back pain	41,478	5.9%	87
Used prescription drug for depression	46,229	6.6%	103
Used prescription drug for diabetes (non-insulin dependent Type-2)	29,707	4.2%	83
Used prescription drug for heartburn/acid reflux	29,861	4.2%	73
Used prescription drug for high blood pressure	70,694	10.0%	73
Used prescription drug for high cholesterol	52,783	7.5%	84
Used prescription drug for insomnia	14,205	2.0%	92
Used prescription drug for migraine headache	20,531	2.9%	93
Used prescription drug for sinus congestion/headache	18,875	2.7%	76
Used prescription drug for urinary tract infection	24,499	3.5%	101
Filled prescription last 12 months: at discount/dept store	9,205	1.3%	48
Filled prescription last 12 months: at drug store/pharmacy	239,679	34.0%	92
Filled prescription last 12 months: at supermarket	34,720	4.9%	64
Filled prescription last 12 months: by mail order	45,395	6.4%	84
Spent out of pocket prescription drugs/30 days: <\$1-9	40,039	5.7%	88
Spent out of pocket prescription drugs/30 days: \$10-19	58,657	8.3%	98
Spent out of pocket prescription drugs/30 days: \$20-29	32,709	4.6%	78
Spent out of pocket prescription drugs/30 days: \$30-49	36,858	5.2%	77
Spent out of pocket prescription drugs/30 days: \$50-99	38,877	5.5%	93
Spent out of pocket prescription drugs/30 days: \$100-149	12,505	1.8%	62
Spent out of pocket prescription drugs/30 days: \$150+	15,645	2.2%	72

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	344,940	49.0%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	258,034	36.7%	108
Used last 6 months: medicated skin cream/lotion/spray	192,634	27.4%	96
Used last 6 months: non-medicated nasal spray	85,618	12.2%	95
Used last 6 months: pain relieving rub/liquid/patch	176,197	25.0%	98
Used last 6 months: sleeping aid/snore relief	87,533	12.4%	103
Used last 6 months: sore throat remedy/cough drops	339,521	48.2%	104
Used last 12 months: sunburn remedy	95,661	13.6%	95
Used last 12 months: suntan/sunscreen product	281,081	39.9%	104
Used last 6 months: toothache/gum/canker sore remedy	73,835	10.5%	106
HH used last 6 months: children`s cold tablets/liquids	27,225	7.0%	70
HH used last 6 months: children`s cough syrup	27,248	7.0%	73
HH used kids pain reliever/fever reducer last 6 months	51,897	13.3%	76
HH used kids vitamins/nutritional suppl last 6 months	38,175	9.8%	82
Used body wash/shower gel in last 6 months	458,530	65.1%	101
Used breath freshener in last 6 months	279,273	39.7%	102
Used breath freshener in last 6 months: gum	171,674	24.4%	106
Used breath freshener in last 6 months: mints	115,201	16.4%	95
Used breath freshener in last 6 months: thin film	15,937	2.3%	100
Used complexion care product in last 6 months	381,409	54.2%	109
Used denture adhesive/fixative in last 6 months	37,307	5.3%	89
Used denture cleaner in last 6 months	54,516	7.7%	78
Used facial moisturizer in last 6 months	346,966	49.3%	107
Used personal foot care product in last 6 months	138,123	19.6%	103
Used hair coloring product (at home) last 6 months	121,713	17.3%	93
Used hair conditioning treatment (at home) in last 6 months	197,010	28.0%	100
Used hair growth product in last 6 months	31,641	4.5%	139
Used hair spray (at home) in last 6 months	167,943	23.9%	79
Used hair styling gel/lotion/mousse in last 6 months	251,410	35.7%	102
Used mouthwash in last 6 months	483,802	68.7%	106
Used mouthwash 8+ times in last 7 days	129,346	18.4%	109
Used whitening toothpaste in last 6 months	220,557	31.3%	92
Used tooth whitener (not toothpaste) in last 6 months	79,534	11.3%	109
Used tooth whitener (gel) in last 6 months	17,340	2.5%	124
Used tooth whitener (strips) in last 6 months	38,623	5.5%	103
Visited a day spa in last 6 months	53,585	7.6%	156
Purchased product at salon/day spa in last 6 months	41,648	5.9%	132
Used professional service last 6 months: haircut	419,616	59.6%	101
Used professional service last 6 months: hair color/highlights	95,346	13.5%	88
Used professional service last 6 months: facial	27,275	3.9%	140
Used professional service last 6 months: massage	73,134	10.4%	132
Used professional service last 6 months: manicure	111,065	15.8%	125
Used professional service last 6 months: pedicure	121,123	17.2%	113
Spent \$1-99 at barber shops in last 6 months	109,695	15.6%	106
Spent \$100+ at barber shops in last 6 months	68,951	9.8%	127
Spent \$1-99 at barber shops in last 6 months	66,697	9.5%	78
Spent \$100+ at beauty salons in last 6 months	109,256	15.5%	94

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