



# Retail 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 or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	34,605	51.9%	106
Bought any women's clothing in last 12 months	27,275	40.9%	91
Bought any shoes in last 12 months	36,328	54.5%	102
Bought costume jewelry in last 12 months	8,806	13.2%	82
Bought any fine jewelry in last 12 months	15,833	23.7%	129
Bought a watch in last 12 months	12,467	18.7%	129
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	30,472	72.7%	84
HH bought/leased new vehicle last 12 months	3,607	8.6%	95
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	50,760	76.1%	89
Bought/changed motor oil in last 12 months	22,620	33.9%	75
Had tune-up in last 12 months	16,883	25.3%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	48,034	72.0%	101
Drank non-diet (regular) in last 6 months	26,241	39.4%	93
Drank beer/ale in last 6 months	33,609	50.4%	122
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	5,529	8.3%	103
Own digital SLR camera/camcorder	9,028	13.5%	170
Printed digital photos in last 12 months	17,159	25.7%	117
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	20,975	31.5%	98
Have a smartphone	63,443	95.1%	106
Have a smartphone: Android phone (any brand)	19,419	29.1%	72
Have a smartphone: Apple iPhone	44,820	67.2%	140
Number of cell phones in household: 1	18,934	45.1%	149
Number of cell phones in household: 2	14,910	35.6%	93
Number of cell phones in household: 3+	7,692	18.3%	62
HH has cell phone only (no landline telephone)	34,173	81.5%	126
<b>Computers (Households)</b>			
HH owns a computer	35,051	83.6%	112
HH owns desktop computer	13,272	31.6%	91
HH owns laptop/notebook	28,227	67.3%	114
HH owns any Apple/Mac brand computer	12,598	30.0%	149
HH owns any PC/non-Apple brand computer	25,060	59.8%	98
HH purchased most recent computer in a store	14,460	34.5%	98
HH purchased most recent computer online	10,652	25.4%	161
HH spent \$1-\$499 on most recent home computer	4,846	11.6%	81
HH spent \$500-\$999 on most recent home computer	7,656	18.3%	110
HH spent \$1,000-\$1,499 on most recent home computer	5,270	12.6%	122
HH spent \$1,500-\$1,999 on most recent home computer	3,334	7.9%	160
HH spent \$2,000+ on most recent home computer	3,619	8.6%	196

**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 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	40,668	61.0%	99
Bought brewed coffee at convenience store in last 30 days	8,470	12.7%	101
Bought cigarettes at convenience store in last 30 days	5,773	8.7%	95
Bought gas at convenience store in last 30 days	19,510	29.3%	80
Spent at convenience store in last 30 days: \$1-19	6,009	9.0%	129
Spent at convenience store in last 30 days: \$20-\$39	7,981	12.0%	128
Spent at convenience store in last 30 days: \$40-\$50	4,862	7.3%	90
Spent at convenience store in last 30 days: \$51-\$99	2,986	4.5%	81
Spent at convenience store in last 30 days: \$100+	11,714	17.6%	80
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	44,255	66.4%	112
Went to live theater in last 12 months	13,025	19.5%	158
Went to a bar/night club in last 12 months	21,096	31.6%	178
Dined out in last 12 months	40,413	60.6%	119
Gambled at a casino in last 12 months	9,903	14.9%	112
Visited a theme park in last 12 months	14,601	21.9%	118
Viewed movie (video-on-demand) in last 30 days	9,943	14.9%	100
Viewed TV show (video-on-demand) in last 30 days	5,944	8.9%	88
Watched any pay-per-view TV in last 12 months	6,184	9.3%	125
Downloaded a movie over the Internet in last 30 days	8,077	12.1%	129
Downloaded any individual song in last 6 months	12,175	18.3%	98
Used internet to watch a movie online in the last 30 days	33,036	49.5%	153
Used internet to watch a TV program online in last 30 days	21,964	32.9%	155
Played a video/electronic game (console) in last 12 months	8,546	12.8%	135
Played a video/electronic game (portable) in last 12 months	3,453	5.2%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	22,310	33.5%	103
Used ATM/cash machine in last 12 months	43,530	65.3%	121
Own any stock	6,502	9.8%	117
Own U.S. savings bond	4,457	6.7%	137
Own shares in mutual fund (stock)	8,090	12.1%	151
Own shares in mutual fund (bonds)	4,367	6.5%	126
Have interest checking account	20,037	30.0%	100
Have non-interest checking account	24,044	36.1%	117
Have savings account	45,280	67.9%	114
Have 401K retirement savings plan	16,038	24.1%	138
Own/used any credit/debit card in last 12 months	58,148	87.2%	106
Avg monthly credit card expenditures: \$1-110	4,533	6.8%	60
Avg monthly credit card expenditures: \$111-\$225	4,597	6.9%	94
Avg monthly credit card expenditures: \$226-\$450	5,477	8.2%	112
Avg monthly credit card expenditures: \$451-\$700	5,815	8.7%	128
Avg monthly credit card expenditures: \$701-\$1,000	6,960	10.4%	165
Did banking online in last 12 months	36,879	55.3%	128
Did banking on mobile device in last 12 months	28,524	42.8%	133
Paid bills online in last 12 months	44,314	66.5%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	24,530	58.5%	86
HH used bread in last 6 months	38,453	91.7%	98
HH used chicken (fresh or frozen) in last 6 months	26,267	62.6%	94
HH used turkey (fresh or frozen) in last 6 months	4,852	11.6%	83
HH used fish/seafood (fresh or frozen) in last 6 months	21,496	51.3%	93
HH used fresh fruit/vegetables in last 6 months	34,420	82.1%	97
HH used fresh milk in last 6 months	33,307	79.4%	96
HH used organic food in last 6 months	14,667	35.0%	146
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	23,424	35.1%	117
Exercise at club 2+ times per week	15,090	22.6%	157
Visited a doctor in last 12 months	54,632	81.9%	106
Used vitamin/dietary supplement in last 6 months	38,208	57.3%	105
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	8,349	19.9%	69
HH used any maid/professional cleaning service in last 12 months	6,664	15.9%	104
HH purchased low ticket HH furnishings in last 12 months	8,670	20.7%	115
HH purchased big ticket HH furnishings in last 12 months	10,598	25.3%	109
HH bought any small kitchen appliance in last 12 months	12,446	29.7%	127
HH bought any large kitchen appliance in last 12 months	4,296	10.2%	77
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	28,045	42.1%	95
Carry medical/hospital/accident insurance	51,468	77.2%	103
Carry homeowner/personal property insurance	28,339	42.5%	87
Carry renter's insurance	11,374	17.1%	185
HH has auto insurance: 1 vehicle in household covered	14,712	35.1%	121
HH has auto insurance: 2 vehicles in household covered	8,328	19.9%	72
HH has auto insurance: 3+ vehicles in household covered	4,725	11.3%	49
<b>Pets (Households)</b>			
Household owns any pet	13,287	31.7%	60
Household owns any cat	5,704	13.6%	59
Household owns any dog	7,717	18.4%	46
<b>Psychographics (Adults)</b>			
Buying American is important to me	14,674	22.0%	61
Usually buy items on credit rather than wait	9,951	14.9%	110
Usually buy based on quality - not price	13,522	20.3%	108
Price is usually more important than brand name	19,476	29.2%	100
Usually use coupons for brands I buy often	8,982	13.5%	86
Am interested in how to help the environment	17,929	26.9%	129
Usually pay more for environ safe product	14,232	21.3%	142
Usually value green products over convenience	7,741	11.6%	100
Likely to buy a brand that supports a charity	22,367	33.5%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	11,752	17.6%	124
Bought hardcover book in last 12 months	19,317	29.0%	140
Bought paperback book in last 12 month	24,286	36.4%	129
Read any daily newspaper (paper version)	8,445	12.7%	86
Read any digital newspaper in last 30 days	47,421	71.1%	159
Read any magazine (paper/electronic version) in last 6 months	63,158	94.7%	105

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	47,876	71.8%	99
Went to family restaurant/steak house: 4+ times a month	14,057	21.1%	85
Went to fast food/drive-in restaurant in last 6 months	60,404	90.6%	101
Went to fast food/drive-in restaurant 9+ times/month	23,630	35.4%	93
Fast food restaurant last 6 months: eat in	20,375	30.6%	94
Fast food restaurant last 6 months: home delivery	9,375	14.1%	158
Fast food restaurant last 6 months: take-out/drive-thru	28,783	43.2%	90
Fast food restaurant last 6 months: take-out/walk-in	17,345	26.0%	127
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	38,084	57.1%	111
Own any e-reader	8,097	12.1%	118
Own e-reader/tablet: iPad	28,046	42.1%	137
HH has Internet connectable TV	14,694	35.0%	96
Own any portable MP3 player	10,707	16.1%	110
HH owns 1 TV	16,304	38.9%	184
HH owns 2 TVs	11,104	26.5%	100
HH owns 3 TVs	4,494	10.7%	51
HH owns 4+ TVs	3,063	7.3%	42
HH subscribes to cable TV	16,793	40.0%	101
HH subscribes to fiber optic	1,952	4.7%	80
HH owns portable GPS navigation device	5,478	13.1%	68
HH purchased video game system in last 12 months	3,703	8.8%	107
HH owns any Internet video device for TV	15,753	37.6%	112
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	42,969	64.4%	120
Took 3+ domestic non-business trips in last 12 months	11,342	17.0%	134
Spent on domestic vacations in last 12 months: \$1-999	9,384	14.1%	133
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,458	9.7%	150
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,744	4.1%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,461	5.2%	120
Spent on domestic vacations in last 12 months: \$3,000+	4,952	7.4%	104
Domestic travel in last 12 months: used general travel website	6,374	9.6%	142
Took foreign trip (including Alaska and Hawaii) in last 3 years	29,208	43.8%	143
Took 3+ foreign trips by plane in last 3 years	8,373	12.6%	188
Spent on foreign vacations in last 12 months: \$1-999	5,710	8.6%	158
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,694	8.5%	190
Spent on foreign vacations in last 12 months: \$3,000+	7,228	10.8%	152
Foreign travel in last 3 years: used general travel website	7,573	11.4%	181
Nights spent in hotel/motel in last 12 months: any	35,637	53.4%	115
Took cruise of more than one day in last 3 years	6,452	9.7%	99
Member of any frequent flyer program	21,385	32.1%	156
Member of any hotel rewards program	16,972	25.5%	119

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# Retail Market Potential

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

Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

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 or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	162,851	49.4%	101
Bought any women's clothing in last 12 months	141,348	42.9%	95
Bought any shoes in last 12 months	179,203	54.4%	102
Bought costume jewelry in last 12 months	48,851	14.8%	92
Bought any fine jewelry in last 12 months	73,769	22.4%	122
Bought a watch in last 12 months	57,092	17.3%	119
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	141,746	71.1%	82
HH bought/leased new vehicle last 12 months	15,417	7.7%	85
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	242,083	73.5%	86
Bought/changed motor oil in last 12 months	111,292	33.8%	74
Had tune-up in last 12 months	77,084	23.4%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	240,231	72.9%	103
Drank non-diet (regular) in last 6 months	128,686	39.1%	93
Drank beer/ale in last 6 months	156,785	47.6%	115
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	25,016	7.6%	94
Own digital SLR camera/camcorder	36,649	11.1%	140
Printed digital photos in last 12 months	77,181	23.4%	106
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	107,345	32.6%	101
Have a smartphone	306,621	93.1%	104
Have a smartphone: Android phone (any brand)	106,513	32.3%	79
Have a smartphone: Apple iPhone	201,375	61.1%	127
Number of cell phones in household: 1	84,529	42.4%	140
Number of cell phones in household: 2	69,740	35.0%	92
Number of cell phones in household: 3+	41,948	21.0%	71
HH has cell phone only (no landline telephone)	153,723	77.1%	120
<b>Computers (Households)</b>			
HH owns a computer	157,872	79.2%	106
HH owns desktop computer	60,665	30.4%	87
HH owns laptop/notebook	128,349	64.4%	109
HH owns any Apple/Mac brand computer	60,501	30.3%	151
HH owns any PC/non-Apple brand computer	110,446	55.4%	91
HH purchased most recent computer in a store	66,062	33.1%	95
HH purchased most recent computer online	43,909	22.0%	140
HH spent \$1-\$499 on most recent home computer	22,815	11.4%	80
HH spent \$500-\$999 on most recent home computer	32,657	16.4%	99
HH spent \$1,000-\$1,499 on most recent home computer	24,064	12.1%	117
HH spent \$1,500-\$1,999 on most recent home computer	15,015	7.5%	152
HH spent \$2,000+ on most recent home computer	15,233	7.6%	173

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	193,835	58.8%	96
Bought brewed coffee at convenience store in last 30 days	41,677	12.7%	101
Bought cigarettes at convenience store in last 30 days	24,808	7.5%	82
Bought gas at convenience store in last 30 days	89,108	27.0%	74
Spent at convenience store in last 30 days: \$1-19	27,186	8.3%	118
Spent at convenience store in last 30 days: \$20-\$39	36,484	11.1%	119
Spent at convenience store in last 30 days: \$40-\$50	25,094	7.6%	94
Spent at convenience store in last 30 days: \$51-\$99	14,357	4.4%	79
Spent at convenience store in last 30 days: \$100+	56,201	17.1%	78
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	215,578	65.4%	110
Went to live theater in last 12 months	59,373	18.0%	146
Went to a bar/night club in last 12 months	90,579	27.5%	155
Dined out in last 12 months	184,889	56.1%	110
Gambled at a casino in last 12 months	47,119	14.3%	108
Visited a theme park in last 12 months	71,142	21.6%	117
Viewed movie (video-on-demand) in last 30 days	47,489	14.4%	96
Viewed TV show (video-on-demand) in last 30 days	29,450	8.9%	88
Watched any pay-per-view TV in last 12 months	27,716	8.4%	113
Downloaded a movie over the Internet in last 30 days	39,161	11.9%	127
Downloaded any individual song in last 6 months	62,458	19.0%	102
Used internet to watch a movie online in the last 30 days	150,662	45.7%	141
Used internet to watch a TV program online in last 30 days	99,897	30.3%	143
Played a video/electronic game (console) in last 12 months	37,520	11.4%	120
Played a video/electronic game (portable) in last 12 months	17,276	5.2%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	99,548	30.2%	93
Used ATM/cash machine in last 12 months	201,495	61.2%	113
Own any stock	30,579	9.3%	112
Own U.S. savings bond	17,992	5.5%	112
Own shares in mutual fund (stock)	33,388	10.1%	126
Own shares in mutual fund (bonds)	19,411	5.9%	113
Have interest checking account	93,752	28.5%	95
Have non-interest checking account	107,201	32.5%	106
Have savings account	207,977	63.1%	106
Have 401K retirement savings plan	67,299	20.4%	117
Own/used any credit/debit card in last 12 months	281,307	85.4%	103
Avg monthly credit card expenditures: \$1-110	26,646	8.1%	71
Avg monthly credit card expenditures: \$111-\$225	22,044	6.7%	92
Avg monthly credit card expenditures: \$226-\$450	26,087	7.9%	108
Avg monthly credit card expenditures: \$451-\$700	25,811	7.8%	115
Avg monthly credit card expenditures: \$701-\$1,000	30,273	9.2%	145
Did banking online in last 12 months	162,658	49.4%	114
Did banking on mobile device in last 12 months	127,699	38.8%	121
Paid bills online in last 12 months	200,020	60.7%	111

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 Ring: 3 mile radius

Sample Report  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	115,728	58.0%	85
HH used bread in last 6 months	181,073	90.8%	97
HH used chicken (fresh or frozen) in last 6 months	123,899	62.1%	93
HH used turkey (fresh or frozen) in last 6 months	22,994	11.5%	83
HH used fish/seafood (fresh or frozen) in last 6 months	106,018	53.2%	97
HH used fresh fruit/vegetables in last 6 months	165,235	82.9%	98
HH used fresh milk in last 6 months	156,080	78.3%	94
HH used organic food in last 6 months	66,624	33.4%	139
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	111,900	34.0%	113
Exercise at club 2+ times per week	68,099	20.7%	144
Visited a doctor in last 12 months	261,306	79.3%	103
Used vitamin/dietary supplement in last 6 months	190,425	57.8%	106
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	40,271	20.2%	71
HH used any maid/professional cleaning service in last 12 months	33,469	16.8%	109
HH purchased low ticket HH furnishings in last 12 months	38,624	19.4%	108
HH purchased big ticket HH furnishings in last 12 months	49,461	24.8%	107
HH bought any small kitchen appliance in last 12 months	54,250	27.2%	116
HH bought any large kitchen appliance in last 12 months	21,536	10.8%	81
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	129,921	39.4%	89
Carry medical/hospital/accident insurance	246,752	74.9%	100
Carry homeowner/personal property insurance	128,639	39.0%	80
Carry renter's insurance	48,434	14.7%	159
HH has auto insurance: 1 vehicle in household covered	68,787	34.5%	119
HH has auto insurance: 2 vehicles in household covered	38,523	19.3%	70
HH has auto insurance: 3+ vehicles in household covered	22,344	11.2%	49
<b>Pets (Households)</b>			
Household owns any pet	66,159	33.2%	63
Household owns any cat	27,665	13.9%	60
Household owns any dog	41,847	21.0%	52
<b>Psychographics (Adults)</b>			
Buying American is important to me	78,083	23.7%	66
Usually buy items on credit rather than wait	48,719	14.8%	109
Usually buy based on quality - not price	67,472	20.5%	109
Price is usually more important than brand name	92,308	28.0%	96
Usually use coupons for brands I buy often	43,953	13.3%	85
Am interested in how to help the environment	89,247	27.1%	130
Usually pay more for environ safe product	65,867	20.0%	133
Usually value green products over convenience	41,022	12.5%	107
Likely to buy a brand that supports a charity	118,802	36.1%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	56,587	17.2%	121
Bought hardcover book in last 12 months	84,868	25.8%	124
Bought paperback book in last 12 month	110,642	33.6%	119
Read any daily newspaper (paper version)	44,957	13.6%	93
Read any digital newspaper in last 30 days	208,550	63.3%	141
Read any magazine (paper/electronic version) in last 6 months	305,614	92.8%	103

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**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.



# Retail Market Potential

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

Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	229,482	69.7%	96
Went to family restaurant/steak house: 4+ times a month	69,813	21.2%	86
Went to fast food/drive-in restaurant in last 6 months	293,065	89.0%	99
Went to fast food/drive-in restaurant 9+ times/month	112,174	34.1%	89
Fast food restaurant last 6 months: eat in	100,874	30.6%	94
Fast food restaurant last 6 months: home delivery	42,009	12.8%	143
Fast food restaurant last 6 months: take-out/drive-thru	133,636	40.6%	85
Fast food restaurant last 6 months: take-out/walk-in	83,257	25.3%	123
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	172,204	52.3%	102
Own any e-reader	39,756	12.1%	117
Own e-reader/tablet: iPad	123,973	37.6%	123
HH has Internet connectable TV	67,118	33.7%	92
Own any portable MP3 player	51,534	15.6%	108
HH owns 1 TV	72,363	36.3%	172
HH owns 2 TVs	53,172	26.7%	100
HH owns 3 TVs	24,643	12.4%	59
HH owns 4+ TVs	15,946	8.0%	46
HH subscribes to cable TV	81,578	40.9%	103
HH subscribes to fiber optic	10,966	5.5%	94
HH owns portable GPS navigation device	27,125	13.6%	71
HH purchased video game system in last 12 months	19,021	9.5%	116
HH owns any Internet video device for TV	71,882	36.1%	108
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	197,286	59.9%	112
Took 3+ domestic non-business trips in last 12 months	50,261	15.3%	120
Spent on domestic vacations in last 12 months: \$1-999	40,480	12.3%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	27,330	8.3%	129
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	13,756	4.2%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	14,819	4.5%	104
Spent on domestic vacations in last 12 months: \$3,000+	25,167	7.6%	107
Domestic travel in last 12 months: used general travel website	30,893	9.4%	140
Took foreign trip (including Alaska and Hawaii) in last 3 years	142,866	43.4%	142
Took 3+ foreign trips by plane in last 3 years	42,689	13.0%	194
Spent on foreign vacations in last 12 months: \$1-999	24,994	7.6%	140
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	25,739	7.8%	174
Spent on foreign vacations in last 12 months: \$3,000+	36,510	11.1%	155
Foreign travel in last 3 years: used general travel website	36,059	10.9%	174
Nights spent in hotel/motel in last 12 months: any	165,593	50.3%	108
Took cruise of more than one day in last 3 years	31,182	9.5%	97
Member of any frequent flyer program	97,216	29.5%	143
Member of any hotel rewards program	76,354	23.2%	109

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# Retail 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 or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	336,987	47.9%	98
Bought any women's clothing in last 12 months	297,954	42.3%	94
Bought any shoes in last 12 months	377,142	53.6%	100
Bought costume jewelry in last 12 months	105,422	15.0%	93
Bought any fine jewelry in last 12 months	151,089	21.5%	117
Bought a watch in last 12 months	117,146	16.6%	115
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	274,218	70.1%	81
HH bought/leased new vehicle last 12 months	28,713	7.3%	81
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	505,541	71.8%	84
Bought/changed motor oil in last 12 months	240,177	34.1%	75
Had tune-up in last 12 months	158,103	22.5%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	519,362	73.8%	104
Drank non-diet (regular) in last 6 months	291,963	41.5%	99
Drank beer/ale in last 6 months	317,398	45.1%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	47,580	6.8%	84
Own digital SLR camera/camcorder	65,253	9.3%	116
Printed digital photos in last 12 months	145,694	20.7%	94
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	232,313	33.0%	102
Have a smartphone	649,083	92.2%	103
Have a smartphone: Android phone (any brand)	255,956	36.4%	89
Have a smartphone: Apple iPhone	393,260	55.9%	116
Number of cell phones in household: 1	158,898	40.6%	134
Number of cell phones in household: 2	131,423	33.6%	88
Number of cell phones in household: 3+	93,897	24.0%	81
HH has cell phone only (no landline telephone)	298,304	76.3%	118
<b>Computers (Households)</b>			
HH owns a computer	291,141	74.5%	100
HH owns desktop computer	115,096	29.4%	84
HH owns laptop/notebook	234,993	60.1%	102
HH owns any Apple/Mac brand computer	108,215	27.7%	138
HH owns any PC/non-Apple brand computer	207,443	53.1%	87
HH purchased most recent computer in a store	121,980	31.2%	89
HH purchased most recent computer online	76,585	19.6%	124
HH spent \$1-\$499 on most recent home computer	43,699	11.2%	78
HH spent \$500-\$999 on most recent home computer	58,175	14.9%	90
HH spent \$1,000-\$1,499 on most recent home computer	42,615	10.9%	106
HH spent \$1,500-\$1,999 on most recent home computer	26,086	6.7%	135
HH spent \$2,000+ on most recent home computer	26,236	6.7%	152

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# Retail 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 or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	408,579	58.0%	94
Bought brewed coffee at convenience store in last 30 days	86,525	12.3%	98
Bought cigarettes at convenience store in last 30 days	54,315	7.7%	84
Bought gas at convenience store in last 30 days	187,321	26.6%	72
Spent at convenience store in last 30 days: \$1-19	55,246	7.8%	113
Spent at convenience store in last 30 days: \$20-\$39	74,839	10.6%	114
Spent at convenience store in last 30 days: \$40-\$50	55,046	7.8%	96
Spent at convenience store in last 30 days: \$51-\$99	31,938	4.5%	82
Spent at convenience store in last 30 days: \$100+	117,713	16.7%	76
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	440,776	62.6%	105
Went to live theater in last 12 months	107,132	15.2%	123
Went to a bar/night club in last 12 months	166,590	23.7%	134
Dined out in last 12 months	350,931	49.8%	98
Gambled at a casino in last 12 months	98,979	14.1%	106
Visited a theme park in last 12 months	151,458	21.5%	116
Viewed movie (video-on-demand) in last 30 days	92,819	13.2%	88
Viewed TV show (video-on-demand) in last 30 days	60,010	8.5%	84
Watched any pay-per-view TV in last 12 months	55,071	7.8%	105
Downloaded a movie over the Internet in last 30 days	80,168	11.4%	121
Downloaded any individual song in last 6 months	130,968	18.6%	100
Used internet to watch a movie online in the last 30 days	299,208	42.5%	131
Used internet to watch a TV program online in last 30 days	190,622	27.1%	128
Played a video/electronic game (console) in last 12 months	74,431	10.6%	111
Played a video/electronic game (portable) in last 12 months	35,218	5.0%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	185,921	26.4%	81
Used ATM/cash machine in last 12 months	401,355	57.0%	106
Own any stock	57,036	8.1%	98
Own U.S. savings bond	33,388	4.7%	97
Own shares in mutual fund (stock)	59,847	8.5%	105
Own shares in mutual fund (bonds)	35,879	5.1%	98
Have interest checking account	176,587	25.1%	84
Have non-interest checking account	213,851	30.4%	99
Have savings account	406,684	57.8%	97
Have 401K retirement savings plan	123,844	17.6%	101
Own/used any credit/debit card in last 12 months	577,267	82.0%	99
Avg monthly credit card expenditures: \$1-110	60,066	8.5%	75
Avg monthly credit card expenditures: \$111-\$225	45,747	6.5%	89
Avg monthly credit card expenditures: \$226-\$450	55,143	7.8%	107
Avg monthly credit card expenditures: \$451-\$700	49,518	7.0%	103
Avg monthly credit card expenditures: \$701-\$1,000	54,739	7.8%	123
Did banking online in last 12 months	307,853	43.7%	101
Did banking on mobile device in last 12 months	244,779	34.8%	108
Paid bills online in last 12 months	390,394	55.5%	101

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# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	228,429	58.4%	86
HH used bread in last 6 months	355,915	91.0%	97
HH used chicken (fresh or frozen) in last 6 months	244,714	62.6%	94
HH used turkey (fresh or frozen) in last 6 months	45,671	11.7%	84
HH used fish/seafood (fresh or frozen) in last 6 months	211,715	54.2%	98
HH used fresh fruit/vegetables in last 6 months	321,312	82.2%	98
HH used fresh milk in last 6 months	306,855	78.5%	94
HH used organic food in last 6 months	122,492	31.3%	130
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	215,888	30.7%	102
Exercise at club 2+ times per week	128,561	18.3%	127
Visited a doctor in last 12 months	541,151	76.9%	100
Used vitamin/dietary supplement in last 6 months	389,246	55.3%	101
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	74,833	19.1%	67
HH used any maid/professional cleaning service in last 12 months	61,764	15.8%	103
HH purchased low ticket HH furnishings in last 12 months	72,779	18.6%	103
HH purchased big ticket HH furnishings in last 12 months	91,903	23.5%	102
HH bought any small kitchen appliance in last 12 months	101,006	25.8%	110
HH bought any large kitchen appliance in last 12 months	42,100	10.8%	81
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	255,633	36.3%	82
Carry medical/hospital/accident insurance	500,191	71.0%	95
Carry homeowner/personal property insurance	238,995	33.9%	70
Carry renter's insurance	93,241	13.2%	143
HH has auto insurance: 1 vehicle in household covered	132,434	33.9%	117
HH has auto insurance: 2 vehicles in household covered	72,980	18.7%	67
HH has auto insurance: 3+ vehicles in household covered	43,275	11.1%	48
<b>Pets (Households)</b>			
Household owns any pet	129,106	33.0%	62
Household owns any cat	52,862	13.5%	59
Household owns any dog	83,339	21.3%	53
<b>Psychographics (Adults)</b>			
Buying American is important to me	171,221	24.3%	67
Usually buy items on credit rather than wait	103,566	14.7%	108
Usually buy based on quality - not price	146,046	20.7%	110
Price is usually more important than brand name	192,686	27.4%	94
Usually use coupons for brands I buy often	93,623	13.3%	85
Am interested in how to help the environment	188,554	26.8%	128
Usually pay more for environ safe product	136,994	19.5%	130
Usually value green products over convenience	94,007	13.4%	115
Likely to buy a brand that supports a charity	254,120	36.1%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	108,151	15.4%	108
Bought hardcover book in last 12 months	162,111	23.0%	111
Bought paperback book in last 12 month	212,043	30.1%	106
Read any daily newspaper (paper version)	93,203	13.2%	90
Read any digital newspaper in last 30 days	395,943	56.2%	126
Read any magazine (paper/electronic version) in last 6 months	642,263	91.2%	101

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# Retail 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 or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	480,123	68.2%	94
Went to family restaurant/steak house: 4+ times a month	149,873	21.3%	86
Went to fast food/drive-in restaurant in last 6 months	623,177	88.5%	98
Went to fast food/drive-in restaurant 9+ times/month	242,630	34.5%	90
Fast food restaurant last 6 months: eat in	210,072	29.8%	92
Fast food restaurant last 6 months: home delivery	85,509	12.1%	136
Fast food restaurant last 6 months: take-out/drive-thru	283,055	40.2%	84
Fast food restaurant last 6 months: take-out/walk-in	168,803	24.0%	117
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	344,949	49.0%	96
Own any e-reader	76,433	10.9%	106
Own e-reader/tablet: iPad	235,558	33.5%	109
HH has Internet connectable TV	125,623	32.1%	88
Own any portable MP3 player	104,768	14.9%	102
HH owns 1 TV	133,580	34.2%	162
HH owns 2 TVs	102,891	26.3%	99
HH owns 3 TVs	51,892	13.3%	63
HH owns 4+ TVs	34,809	8.9%	51
HH subscribes to cable TV	158,478	40.5%	102
HH subscribes to fiber optic	21,874	5.6%	96
HH owns portable GPS navigation device	50,214	12.8%	67
HH purchased video game system in last 12 months	39,649	10.1%	123
HH owns any Internet video device for TV	133,258	34.1%	102
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	377,459	53.6%	100
Took 3+ domestic non-business trips in last 12 months	91,637	13.0%	102
Spent on domestic vacations in last 12 months: \$1-999	78,223	11.1%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	51,709	7.3%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	26,800	3.8%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	27,477	3.9%	90
Spent on domestic vacations in last 12 months: \$3,000+	46,415	6.6%	93
Domestic travel in last 12 months: used general travel website	58,337	8.3%	123
Took foreign trip (including Alaska and Hawaii) in last 3 years	278,111	39.5%	129
Took 3+ foreign trips by plane in last 3 years	81,062	11.5%	172
Spent on foreign vacations in last 12 months: \$1-999	49,381	7.0%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	51,793	7.4%	164
Spent on foreign vacations in last 12 months: \$3,000+	67,285	9.6%	134
Foreign travel in last 3 years: used general travel website	68,177	9.7%	154
Nights spent in hotel/motel in last 12 months: any	315,240	44.8%	96
Took cruise of more than one day in last 3 years	60,545	8.6%	88
Member of any frequent flyer program	177,687	25.2%	123
Member of any hotel rewards program	139,487	19.8%	93

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