



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	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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	43,900	59.8%	109
Bought any women's clothing in last 12 months	31,277	42.6%	88
Bought any shoes in last 12 months	55,807	76.0%	105
Bought any fine jewelry in last 12 months	14,994	20.4%	107
Bought a watch in last 12 months	11,453	15.6%	109
Automobiles (Households)			
HH owns/leases any vehicle	38,039	81.0%	90
HH bought/leased new vehicle last 12 months	4,391	9.4%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	59,469	81.0%	91
Bought/changed motor oil in last 12 months	26,890	36.6%	77
Had tune-up in last 12 months	19,852	27.1%	110
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	25,989	35.4%	90
Drank beer/ale in last 6 months	37,112	50.6%	124
Cameras (Adults)			
Own digital point & shoot camera/camcorder	7,993	10.9%	111
Own digital SLR camera/camcorder	11,159	15.2%	155
Printed digital photos in last 12 months	20,570	28.0%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	24,914	34.0%	104
Have a smartphone	70,098	95.5%	104
Have a smartphone: Android phone (any brand)	20,149	27.5%	69
Have a smartphone: Apple iPhone	51,829	70.6%	134
Number of cell phones in household: 1	21,146	45.0%	147
Number of cell phones in household: 2	16,460	35.1%	91
Number of cell phones in household: 3+	8,497	18.1%	62
HH has cell phone only (no landline telephone)	36,464	77.7%	116
Computers (Households)			
HH owns a computer	41,125	87.6%	108
HH owns desktop computer	15,459	32.9%	87
HH owns laptop/notebook	33,977	72.4%	110
HH owns any Apple/Mac brand computer	15,979	34.0%	152
HH owns any PC/non-Apple brand computer	28,995	61.8%	93
HH purchased most recent computer in a store	16,092	34.3%	93
HH purchased most recent computer online	15,350	32.7%	145
HH spent \$1-\$499 on most recent home computer	5,541	11.8%	76
HH spent \$500-\$999 on most recent home computer	8,187	17.4%	92
HH spent \$1,000-\$1,499 on most recent home computer	7,385	15.7%	131
HH spent \$1,500-\$1,999 on most recent home computer	4,282	9.1%	174
HH spent \$2,000+ on most recent home computer	4,747	10.1%	214

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



Retail Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	43,580	59.4%	95
Bought brewed coffee at convenience store in last 30 days	8,039	11.0%	88
Bought cigarettes at convenience store in last 30 days	4,212	5.7%	80
Bought gas at convenience store in last 30 days	22,146	30.2%	80
Spent at convenience store in last 30 days: \$1-19	5,709	7.8%	102
Spent at convenience store in last 30 days: \$20-\$39	8,293	11.3%	110
Spent at convenience store in last 30 days: \$40-\$50	5,033	6.9%	80
Spent at convenience store in last 30 days: \$51-\$99	3,453	4.7%	78
Spent at convenience store in last 30 days: \$100+	11,512	15.7%	77
Entertainment (Adults)			
Attended a movie in last 6 months	39,722	54.1%	113
Went to live theater in last 12 months	10,740	14.6%	145
Went to a bar/night club in last 12 months	20,929	28.5%	168
Dined out in last 12 months	43,040	58.7%	116
Gambled at a casino in last 12 months	7,381	10.1%	88
Visited a theme park in last 12 months	10,229	13.9%	97
Viewed movie (video-on-demand) in last 30 days	10,151	13.8%	107
Viewed TV show (video-on-demand) in last 30 days	4,894	6.7%	79
Watched any pay-per-view TV in last 12 months	4,269	5.8%	91
Downloaded a movie over the Internet in last 30 days	7,422	10.1%	133
Downloaded any individual song in last 6 months	16,332	22.3%	113
Used internet to watch a movie online in the last 30 days	36,768	50.1%	147
Used internet to watch a TV program online in last 30 days	25,075	34.2%	156
Played a video/electronic game (console) in last 12 months	12,362	16.8%	143
Played a video/electronic game (portable) in last 12 months	4,969	6.8%	113
Financial (Adults)			
Have home mortgage (1st)	24,678	33.6%	93
Used ATM/cash machine in last 12 months	50,723	69.1%	115
Own any stock	13,764	18.8%	156
Own U.S. savings bond	5,630	7.7%	124
Own shares in mutual fund (stock)	11,566	15.8%	141
Own shares in mutual fund (bonds)	6,125	8.3%	119
Have interest checking account	26,715	36.4%	103
Have non-interest checking account	26,346	35.9%	101
Have savings account	55,444	75.6%	110
Have 401K retirement savings plan	20,757	28.3%	130
Own/used any credit/debit card in last 12 months	67,299	91.7%	103
Avg monthly credit card expenditures: \$1-110	6,256	8.5%	71
Avg monthly credit card expenditures: \$111-\$225	5,373	7.3%	93
Avg monthly credit card expenditures: \$226-\$450	6,448	8.8%	100
Avg monthly credit card expenditures: \$451-\$700	8,604	11.7%	146
Avg monthly credit card expenditures: \$701-\$1,000	6,047	8.2%	110
Avg monthly credit card expenditures: \$1001-2000	10,407	14.2%	142
Avg monthly credit card expenditures: \$2001+	8,670	11.8%	133
Did banking online in last 12 months	47,337	64.5%	122
Did banking on mobile device in last 12 months	40,443	55.1%	132

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



Retail Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	43,367	92.4%	98
HH used chicken (fresh or frozen) in last 6 months	30,190	64.3%	94
HH used turkey (fresh or frozen) in last 6 months	5,543	11.8%	81
HH used fish/seafood (fresh or frozen) in last 6 months	26,747	57.0%	98
HH used fresh fruit/vegetables in last 6 months	40,197	85.6%	98
HH used fresh milk in last 6 months	36,428	77.6%	93
HH used organic food in last 6 months	17,043	36.3%	145
Health (Adults)			
Exercise at home 2+ times per week	33,357	45.5%	112
Exercise at club 2+ times per week	15,681	21.4%	156
Visited a doctor in last 12 months	58,764	80.1%	101
Used vitamin/dietary supplement in last 6 months	45,281	61.7%	102
Home (Households)			
HH did any home improvement in last 12 months	11,596	24.7%	72
HH used any maid/professional cleaning service in last 12 months	11,337	24.2%	118
HH purchased low ticket HH furnishings in last 12 months	10,545	22.5%	104
HH purchased big ticket HH furnishings in last 12 months	13,253	28.2%	108
HH bought any small kitchen appliance in last 12 months	13,150	28.0%	110
HH bought any large kitchen appliance in last 12 months	5,515	11.7%	76
Insurance (Adults/Households)			
Currently carry life insurance	33,294	45.4%	94
Carry medical/hospital/accident insurance	60,935	83.0%	102
Carry homeowner/personal property insurance	33,428	45.6%	81
Carry renter's insurance	14,969	20.4%	192
HH has auto insurance: 1 vehicle in household covered	17,245	36.7%	125
HH has auto insurance: 2 vehicles in household covered	12,090	25.8%	83
HH has auto insurance: 3+ vehicles in household covered	7,423	15.8%	64
Pets (Households)			
Household owns any pet	16,186	34.5%	66
Household owns any cat	7,059	15.0%	65
Household owns any dog	9,818	20.9%	53
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	17,113	23.3%	66
Buy based on quality not price	13,416	18.3%	106
Buy on credit rather than wait	9,566	13.0%	99
Only use coupons brands: usually buy	9,643	13.1%	96
Will pay more for environmentally safe products	15,089	20.6%	150
Buy based on price not brands	20,535	28.0%	97
Am interested in how to help the environment	18,732	25.5%	125
Reading (Adults)			
Bought digital book in last 12 months	16,634	22.7%	130
Bought hardcover book in last 12 months	23,570	32.1%	132
Bought paperback book in last 12 month	28,650	39.0%	125
Read any daily newspaper (paper version)	9,905	13.5%	88
Read any digital newspaper in last 30 days	55,216	75.2%	152
Read any magazine (paper/electronic version) in last 6 months	68,888	93.9%	106

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



Retail Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	46,317	63.1%	94
Went to family restaurant/steak house: 4+ times a month	14,224	19.4%	93
Went to fast food/drive-in restaurant in last 6 months	66,930	91.2%	101
Went to fast food/drive-in restaurant 9+ times/month	26,060	35.5%	94
Fast food restaurant last 6 months: eat in	15,657	21.3%	94
Fast food restaurant last 6 months: home delivery	11,985	16.3%	141
Fast food restaurant last 6 months: take-out/drive-thru	39,466	53.8%	96
Fast food restaurant last 6 months: take-out/walk-in	21,366	29.1%	137
Television & Electronics (Adults/Households)			
Own any tablet	43,921	59.9%	106
Own any e-reader	13,514	18.4%	150
Own e-reader/tablet: iPad	32,411	44.2%	127
HH has Internet connectable TV	19,666	41.9%	98
Own any portable MP3 player	10,525	14.3%	105
HH owns 1 TV	16,765	35.7%	182
HH owns 2 TVs	14,107	30.1%	110
HH owns 3 TVs	6,298	13.4%	61
HH owns 4+ TVs	4,417	9.4%	45
HH subscribes to cable TV	17,339	36.9%	99
HH subscribes to fiber optic	2,328	5.0%	92
HH owns portable GPS navigation device	6,222	13.3%	64
HH purchased video game system in last 12 months	4,328	9.2%	119
HH owns any Internet video device for TV	22,892	48.8%	108
Travel (Adults)			
Took domestic trip in continental US last 12 months	46,660	63.6%	119
Took 3+ domestic non-business trips in last 12 months	11,279	15.4%	122
Spent on domestic vacations in last 12 months: \$1-999	11,179	15.2%	122
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,542	8.9%	143
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,417	3.3%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,967	4.0%	107
Spent on domestic vacations in last 12 months: \$3,000+	5,787	7.9%	123
Domestic travel in last 12 months: used general travel website	6,200	8.4%	142
Took foreign trip (including Alaska and Hawaii) in last 3 years	33,869	46.2%	139
Took 3+ foreign trips by plane in last 3 years	12,648	17.2%	217
Spent on foreign vacations in last 12 months: \$1-999	9,018	12.3%	169
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,053	5.5%	143
Spent on foreign vacations in last 12 months: \$3,000+	6,637	9.0%	150
Foreign travel in last 3 years: used general travel website	8,342	11.4%	174
Nights spent in hotel/motel in last 12 months: any	38,508	52.5%	116
Took cruise of more than one day in last 3 years	7,884	10.7%	100
Member of any frequent flyer program	29,984	40.9%	165
Member of any hotel rewards program	23,681	32.3%	125

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



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	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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	199,640	56.4%	103
Bought any women's clothing in last 12 months	158,484	44.8%	92
Bought any shoes in last 12 months	264,705	74.8%	104
Bought any fine jewelry in last 12 months	71,742	20.3%	106
Bought a watch in last 12 months	54,849	15.5%	109
Automobiles (Households)			
HH owns/leases any vehicle	169,965	78.1%	87
HH bought/leased new vehicle last 12 months	18,824	8.6%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	278,084	78.6%	89
Bought/changed motor oil in last 12 months	129,135	36.5%	76
Had tune-up in last 12 months	90,032	25.4%	104
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	124,177	35.1%	89
Drank beer/ale in last 6 months	166,707	47.1%	116
Cameras (Adults)			
Own digital point & shoot camera/camcorder	34,687	9.8%	100
Own digital SLR camera/camcorder	47,360	13.4%	137
Printed digital photos in last 12 months	94,188	26.6%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	119,436	33.7%	103
Have a smartphone	334,527	94.5%	103
Have a smartphone: Android phone (any brand)	106,617	30.1%	76
Have a smartphone: Apple iPhone	232,779	65.8%	125
Number of cell phones in household: 1	91,637	42.1%	137
Number of cell phones in household: 2	77,259	35.5%	92
Number of cell phones in household: 3+	44,665	20.5%	70
HH has cell phone only (no landline telephone)	162,352	74.6%	111
Computers (Households)			
HH owns a computer	185,149	85.1%	105
HH owns desktop computer	72,830	33.5%	88
HH owns laptop/notebook	153,869	70.7%	108
HH owns any Apple/Mac brand computer	73,850	33.9%	152
HH owns any PC/non-Apple brand computer	130,213	59.8%	90
HH purchased most recent computer in a store	74,422	34.2%	92
HH purchased most recent computer online	65,310	30.0%	133
HH spent \$1-\$499 on most recent home computer	26,495	12.2%	78
HH spent \$500-\$999 on most recent home computer	37,069	17.0%	90
HH spent \$1,000-\$1,499 on most recent home computer	32,650	15.0%	125
HH spent \$1,500-\$1,999 on most recent home computer	17,894	8.2%	157
HH spent \$2,000+ on most recent home computer	19,779	9.1%	192

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



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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	204,397	57.8%	92
Bought brewed coffee at convenience store in last 30 days	41,259	11.7%	94
Bought cigarettes at convenience store in last 30 days	19,171	5.4%	76
Bought gas at convenience store in last 30 days	99,792	28.2%	75
Spent at convenience store in last 30 days: \$1-19	26,998	7.6%	100
Spent at convenience store in last 30 days: \$20-\$39	37,426	10.6%	103
Spent at convenience store in last 30 days: \$40-\$50	27,212	7.7%	90
Spent at convenience store in last 30 days: \$51-\$99	16,354	4.6%	77
Spent at convenience store in last 30 days: \$100+	53,992	15.3%	75
Entertainment (Adults)			
Attended a movie in last 6 months	185,518	52.4%	109
Went to live theater in last 12 months	49,506	14.0%	139
Went to a bar/night club in last 12 months	87,736	24.8%	146
Dined out in last 12 months	195,543	55.3%	109
Gambled at a casino in last 12 months	36,868	10.4%	91
Visited a theme park in last 12 months	52,581	14.9%	104
Viewed movie (video-on-demand) in last 30 days	47,404	13.4%	104
Viewed TV show (video-on-demand) in last 30 days	25,316	7.2%	85
Watched any pay-per-view TV in last 12 months	22,189	6.3%	98
Downloaded a movie over the Internet in last 30 days	36,645	10.4%	136
Downloaded any individual song in last 6 months	76,901	21.7%	111
Used internet to watch a movie online in the last 30 days	168,949	47.7%	140
Used internet to watch a TV program online in last 30 days	112,952	31.9%	145
Played a video/electronic game (console) in last 12 months	51,897	14.7%	125
Played a video/electronic game (portable) in last 12 months	24,582	6.9%	116
Financial (Adults)			
Have home mortgage (1st)	112,938	31.9%	88
Used ATM/cash machine in last 12 months	235,333	66.5%	110
Own any stock	57,744	16.3%	136
Own U.S. savings bond	23,546	6.7%	108
Own shares in mutual fund (stock)	49,555	14.0%	126
Own shares in mutual fund (bonds)	28,305	8.0%	114
Have interest checking account	122,336	34.6%	98
Have non-interest checking account	125,025	35.3%	100
Have savings account	254,282	71.8%	105
Have 401K retirement savings plan	90,278	25.5%	117
Own/used any credit/debit card in last 12 months	321,162	90.7%	102
Avg monthly credit card expenditures: \$1-110	34,379	9.7%	81
Avg monthly credit card expenditures: \$111-\$225	24,758	7.0%	89
Avg monthly credit card expenditures: \$226-\$450	31,137	8.8%	100
Avg monthly credit card expenditures: \$451-\$700	35,988	10.2%	127
Avg monthly credit card expenditures: \$701-\$1,000	30,608	8.6%	115
Avg monthly credit card expenditures: \$1001-2000	45,591	12.9%	129
Avg monthly credit card expenditures: \$2001+	42,859	12.1%	136
Did banking online in last 12 months	214,542	60.6%	114
Did banking on mobile device in last 12 months	179,309	50.7%	121

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



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/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	200,392	92.1%	97
HH used chicken (fresh or frozen) in last 6 months	138,980	63.9%	93
HH used turkey (fresh or frozen) in last 6 months	24,949	11.5%	79
HH used fish/seafood (fresh or frozen) in last 6 months	124,715	57.3%	98
HH used fresh fruit/vegetables in last 6 months	187,895	86.3%	99
HH used fresh milk in last 6 months	168,079	77.2%	93
HH used organic food in last 6 months	77,585	35.6%	143
Health (Adults)			
Exercise at home 2+ times per week	160,656	45.4%	112
Exercise at club 2+ times per week	68,074	19.2%	140
Visited a doctor in last 12 months	281,006	79.4%	100
Used vitamin/dietary supplement in last 6 months	220,921	62.4%	103
Home (Households)			
HH did any home improvement in last 12 months	53,666	24.7%	72
HH used any maid/professional cleaning service in last 12 months	51,565	23.7%	116
HH purchased low ticket HH furnishings in last 12 months	46,248	21.3%	98
HH purchased big ticket HH furnishings in last 12 months	59,491	27.3%	105
HH bought any small kitchen appliance in last 12 months	58,427	26.8%	105
HH bought any large kitchen appliance in last 12 months	26,346	12.1%	78
Insurance (Adults/Households)			
Currently carry life insurance	154,395	43.6%	90
Carry medical/hospital/accident insurance	288,639	81.6%	101
Carry homeowner/personal property insurance	156,392	44.2%	78
Carry renter's insurance	64,142	18.1%	170
HH has auto insurance: 1 vehicle in household covered	77,485	35.6%	121
HH has auto insurance: 2 vehicles in household covered	53,804	24.7%	80
HH has auto insurance: 3+ vehicles in household covered	33,702	15.5%	62
Pets (Households)			
Household owns any pet	75,984	34.9%	67
Household owns any cat	32,330	14.9%	65
Household owns any dog	48,261	22.2%	56
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	86,960	24.6%	69
Buy based on quality not price	67,327	19.0%	111
Buy on credit rather than wait	48,053	13.6%	103
Only use coupons brands: usually buy	45,387	12.8%	94
Will pay more for environmentally safe products	69,668	19.7%	144
Buy based on price not brands	96,512	27.3%	95
Am interested in how to help the environment	92,686	26.2%	128
Reading (Adults)			
Bought digital book in last 12 months	76,767	21.7%	125
Bought hardcover book in last 12 months	105,016	29.7%	122
Bought paperback book in last 12 month	128,981	36.4%	117
Read any daily newspaper (paper version)	54,059	15.3%	99
Read any digital newspaper in last 30 days	248,954	70.3%	142
Read any magazine (paper/electronic version) in last 6 months	327,918	92.7%	105

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	217,870	61.6%	92
Went to family restaurant/steak house: 4+ times a month	65,868	18.6%	90
Went to fast food/drive-in restaurant in last 6 months	316,890	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	119,904	33.9%	90
Fast food restaurant last 6 months: eat in	72,595	20.5%	90
Fast food restaurant last 6 months: home delivery	57,386	16.2%	140
Fast food restaurant last 6 months: take-out/drive-thru	175,348	49.5%	88
Fast food restaurant last 6 months: take-out/walk-in	99,194	28.0%	132
Television & Electronics (Adults/Households)			
Own any tablet	204,411	57.8%	103
Own any e-reader	59,546	16.8%	137
Own e-reader/tablet: iPad	147,606	41.7%	120
HH has Internet connectable TV	89,687	41.2%	97
Own any portable MP3 player	50,816	14.4%	105
HH owns 1 TV	72,484	33.3%	170
HH owns 2 TVs	64,299	29.5%	108
HH owns 3 TVs	31,635	14.5%	66
HH owns 4+ TVs	22,623	10.4%	50
HH subscribes to cable TV	80,931	37.2%	100
HH subscribes to fiber optic	12,601	5.8%	107
HH owns portable GPS navigation device	31,984	14.7%	71
HH purchased video game system in last 12 months	22,095	10.2%	131
HH owns any Internet video device for TV	102,852	47.3%	104
Travel (Adults)			
Took domestic trip in continental US last 12 months	209,562	59.2%	111
Took 3+ domestic non-business trips in last 12 months	49,828	14.1%	112
Spent on domestic vacations in last 12 months: \$1-999	49,936	14.1%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	27,804	7.9%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	13,389	3.8%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	12,952	3.7%	97
Spent on domestic vacations in last 12 months: \$3,000+	25,736	7.3%	114
Domestic travel in last 12 months: used general travel website	29,905	8.4%	142
Took foreign trip (including Alaska and Hawaii) in last 3 years	162,867	46.0%	138
Took 3+ foreign trips by plane in last 3 years	57,079	16.1%	203
Spent on foreign vacations in last 12 months: \$1-999	40,387	11.4%	157
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	19,931	5.6%	146
Spent on foreign vacations in last 12 months: \$3,000+	32,411	9.2%	152
Foreign travel in last 3 years: used general travel website	39,997	11.3%	173
Nights spent in hotel/motel in last 12 months: any	176,339	49.8%	110
Took cruise of more than one day in last 3 years	36,491	10.3%	96
Member of any frequent flyer program	132,085	37.3%	151
Member of any hotel rewards program	103,921	29.4%	114

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



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	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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	404,012	55.4%	101
Bought any women's clothing in last 12 months	331,116	45.4%	93
Bought any shoes in last 12 months	540,128	74.1%	103
Bought any fine jewelry in last 12 months	150,606	20.7%	108
Bought a watch in last 12 months	114,776	15.7%	110
Automobiles (Households)			
HH owns/leases any vehicle	327,231	77.5%	87
HH bought/leased new vehicle last 12 months	34,435	8.2%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	567,303	77.8%	88
Bought/changed motor oil in last 12 months	272,211	37.3%	78
Had tune-up in last 12 months	183,670	25.2%	103
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	277,409	38.1%	97
Drank beer/ale in last 6 months	325,579	44.7%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	63,647	8.7%	89
Own digital SLR camera/camcorder	85,059	11.7%	119
Printed digital photos in last 12 months	177,935	24.4%	96
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	252,174	34.6%	106
Have a smartphone	687,456	94.3%	103
Have a smartphone: Android phone (any brand)	246,494	33.8%	85
Have a smartphone: Apple iPhone	451,090	61.9%	117
Number of cell phones in household: 1	168,498	39.9%	130
Number of cell phones in household: 2	144,850	34.3%	89
Number of cell phones in household: 3+	100,909	23.9%	82
HH has cell phone only (no landline telephone)	310,926	73.6%	110
Computers (Households)			
HH owns a computer	346,758	82.1%	101
HH owns desktop computer	139,174	33.0%	87
HH owns laptop/notebook	287,166	68.0%	104
HH owns any Apple/Mac brand computer	133,174	31.5%	141
HH owns any PC/non-Apple brand computer	248,880	58.9%	89
HH purchased most recent computer in a store	140,859	33.4%	90
HH purchased most recent computer online	116,526	27.6%	123
HH spent \$1-\$499 on most recent home computer	51,830	12.3%	79
HH spent \$500-\$999 on most recent home computer	68,951	16.3%	86
HH spent \$1,000-\$1,499 on most recent home computer	58,977	14.0%	116
HH spent \$1,500-\$1,999 on most recent home computer	30,171	7.1%	136
HH spent \$2,000+ on most recent home computer	33,847	8.0%	170

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



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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	425,508	58.4%	93
Bought brewed coffee at convenience store in last 30 days	87,992	12.1%	97
Bought cigarettes at convenience store in last 30 days	42,703	5.9%	82
Bought gas at convenience store in last 30 days	208,430	28.6%	76
Spent at convenience store in last 30 days: \$1-19	55,546	7.6%	100
Spent at convenience store in last 30 days: \$20-\$39	77,250	10.6%	103
Spent at convenience store in last 30 days: \$40-\$50	57,573	7.9%	92
Spent at convenience store in last 30 days: \$51-\$99	35,319	4.8%	80
Spent at convenience store in last 30 days: \$100+	116,470	16.0%	78
Entertainment (Adults)			
Attended a movie in last 6 months	370,139	50.8%	106
Went to live theater in last 12 months	90,410	12.4%	123
Went to a bar/night club in last 12 months	161,586	22.2%	131
Dined out in last 12 months	367,820	50.5%	100
Gambled at a casino in last 12 months	81,681	11.2%	98
Visited a theme park in last 12 months	113,160	15.5%	108
Viewed movie (video-on-demand) in last 30 days	91,161	12.5%	97
Viewed TV show (video-on-demand) in last 30 days	51,833	7.1%	84
Watched any pay-per-view TV in last 12 months	44,503	6.1%	95
Downloaded a movie over the Internet in last 30 days	72,188	9.9%	130
Downloaded any individual song in last 6 months	157,448	21.6%	110
Used internet to watch a movie online in the last 30 days	332,324	45.6%	133
Used internet to watch a TV program online in last 30 days	209,940	28.8%	131
Played a video/electronic game (console) in last 12 months	103,283	14.2%	121
Played a video/electronic game (portable) in last 12 months	50,021	6.9%	115
Financial (Adults)			
Have home mortgage (1st)	213,981	29.4%	81
Used ATM/cash machine in last 12 months	469,233	64.4%	107
Own any stock	102,175	14.0%	117
Own U.S. savings bond	42,330	5.8%	94
Own shares in mutual fund (stock)	88,628	12.2%	109
Own shares in mutual fund (bonds)	51,358	7.0%	100
Have interest checking account	228,311	31.3%	89
Have non-interest checking account	253,431	34.8%	98
Have savings account	498,957	68.4%	100
Have 401K retirement savings plan	171,277	23.5%	108
Own/used any credit/debit card in last 12 months	647,497	88.8%	100
Avg monthly credit card expenditures: \$1-110	77,526	10.6%	89
Avg monthly credit card expenditures: \$111-\$225	51,385	7.0%	89
Avg monthly credit card expenditures: \$226-\$450	66,227	9.1%	103
Avg monthly credit card expenditures: \$451-\$700	67,809	9.3%	116
Avg monthly credit card expenditures: \$701-\$1,000	57,228	7.9%	105
Avg monthly credit card expenditures: \$1001-2000	81,541	11.2%	112
Avg monthly credit card expenditures: \$2001+	74,421	10.2%	115
Did banking online in last 12 months	409,776	56.2%	106
Did banking on mobile device in last 12 months	346,670	47.6%	114

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



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
Grocery (Adults)			
HH used bread in last 6 months	389,280	92.2%	98
HH used chicken (fresh or frozen) in last 6 months	272,427	64.5%	94
HH used turkey (fresh or frozen) in last 6 months	49,226	11.7%	80
HH used fish/seafood (fresh or frozen) in last 6 months	245,195	58.1%	100
HH used fresh fruit/vegetables in last 6 months	362,695	85.9%	98
HH used fresh milk in last 6 months	327,059	77.5%	93
HH used organic food in last 6 months	141,646	33.6%	134
Health (Adults)			
Exercise at home 2+ times per week	318,015	43.6%	108
Exercise at club 2+ times per week	127,404	17.5%	128
Visited a doctor in last 12 months	564,381	77.4%	98
Used vitamin/dietary supplement in last 6 months	444,852	61.0%	100
Home (Households)			
HH did any home improvement in last 12 months	100,951	23.9%	70
HH used any maid/professional cleaning service in last 12 months	93,036	22.0%	108
HH purchased low ticket HH furnishings in last 12 months	87,786	20.8%	96
HH purchased big ticket HH furnishings in last 12 months	110,617	26.2%	100
HH bought any small kitchen appliance in last 12 months	111,078	26.3%	103
HH bought any large kitchen appliance in last 12 months	51,546	12.2%	78
Insurance (Adults/Households)			
Currently carry life insurance	304,152	41.7%	86
Carry medical/hospital/accident insurance	572,209	78.5%	97
Carry homeowner/personal property insurance	296,843	40.7%	72
Carry renter's insurance	122,720	16.8%	158
HH has auto insurance: 1 vehicle in household covered	147,106	34.8%	118
HH has auto insurance: 2 vehicles in household covered	102,740	24.3%	79
HH has auto insurance: 3+ vehicles in household covered	64,390	15.3%	61
Pets (Households)			
Household owns any pet	147,688	35.0%	67
Household owns any cat	61,424	14.5%	63
Household owns any dog	96,227	22.8%	58
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	179,188	24.6%	69
Buy based on quality not price	141,017	19.3%	113
Buy on credit rather than wait	98,885	13.6%	103
Only use coupons brands: usually buy	91,199	12.5%	92
Will pay more for environmentally safe products	141,902	19.5%	142
Buy based on price not brands	193,815	26.6%	92
Am interested in how to help the environment	187,835	25.8%	126
Reading (Adults)			
Bought digital book in last 12 months	145,935	20.0%	115
Bought hardcover book in last 12 months	200,877	27.6%	113
Bought paperback book in last 12 month	248,341	34.1%	109
Read any daily newspaper (paper version)	110,873	15.2%	99
Read any digital newspaper in last 30 days	474,812	65.1%	131
Read any magazine (paper/electronic version) in last 6 months	666,372	91.4%	103

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



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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	446,380	61.2%	91
Went to family restaurant/steak house: 4+ times a month	135,909	18.6%	90
Went to fast food/drive-in restaurant in last 6 months	653,135	89.6%	99
Went to fast food/drive-in restaurant 9+ times/month	259,956	35.7%	94
Fast food restaurant last 6 months: eat in	145,607	20.0%	88
Fast food restaurant last 6 months: home delivery	119,300	16.4%	141
Fast food restaurant last 6 months: take-out/drive-thru	357,630	49.1%	88
Fast food restaurant last 6 months: take-out/walk-in	197,463	27.1%	127
Television & Electronics (Adults/Households)			
Own any tablet	404,448	55.5%	99
Own any e-reader	108,785	14.9%	122
Own e-reader/tablet: iPad	280,047	38.4%	111
HH has Internet connectable TV	169,164	40.1%	94
Own any portable MP3 player	100,508	13.8%	101
HH owns 1 TV	131,611	31.2%	159
HH owns 2 TVs	121,672	28.8%	105
HH owns 3 TVs	66,625	15.8%	71
HH owns 4+ TVs	49,063	11.6%	56
HH subscribes to cable TV	155,672	36.9%	99
HH subscribes to fiber optic	24,345	5.8%	106
HH owns portable GPS navigation device	59,660	14.1%	69
HH purchased video game system in last 12 months	46,797	11.1%	143
HH owns any Internet video device for TV	193,406	45.8%	101
Travel (Adults)			
Took domestic trip in continental US last 12 months	396,563	54.4%	102
Took 3+ domestic non-business trips in last 12 months	90,244	12.4%	98
Spent on domestic vacations in last 12 months: \$1-999	95,199	13.1%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	50,966	7.0%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	25,731	3.5%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	24,332	3.3%	89
Spent on domestic vacations in last 12 months: \$3,000+	45,119	6.2%	97
Domestic travel in last 12 months: used general travel website	55,446	7.6%	128
Took foreign trip (including Alaska and Hawaii) in last 3 years	313,910	43.1%	129
Took 3+ foreign trips by plane in last 3 years	104,141	14.3%	180
Spent on foreign vacations in last 12 months: \$1-999	75,636	10.4%	143
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	40,865	5.6%	146
Spent on foreign vacations in last 12 months: \$3,000+	58,767	8.1%	134
Foreign travel in last 3 years: used general travel website	73,898	10.1%	155
Nights spent in hotel/motel in last 12 months: any	335,267	46.0%	102
Took cruise of more than one day in last 3 years	70,095	9.6%	89
Member of any frequent flyer program	238,612	32.7%	132
Member of any hotel rewards program	190,705	26.2%	101

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