



# Retail MarketPlace Profile

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

Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

## Summary Demographics

2021 Population	71,839
2021 Households	41,940
2021 Median Disposable Income	\$91,512
2021 Per Capita Income	\$96,075

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,224,051,811	\$4,359,329,569	-\$2,135,277,758	-32.4	2,472
Total Retail Trade	44-45	\$1,980,841,072	\$3,220,855,425	-\$1,240,014,353	-23.8	1,305
Total Food & Drink	722	\$243,210,739	\$1,138,474,144	-\$895,263,405	-64.8	1,167
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$406,452,122	\$76,727,725	\$329,724,397	68.2	27
Automobile Dealers	4411	\$339,469,137	\$49,076,463	\$290,392,674	74.7	9
Other Motor Vehicle Dealers	4412	\$30,995,092	\$19,692,554	\$11,302,538	22.3	9
Auto Parts, Accessories & Tire Stores	4413	\$35,987,892	\$7,958,709	\$28,029,183	63.8	8
Furniture & Home Furnishings Stores	442	\$65,805,834	\$120,485,965	-\$54,680,131	-29.4	101
Furniture Stores	4421	\$41,160,012	\$72,981,308	-\$31,821,296	-27.9	62
Home Furnishings Stores	4422	\$24,645,822	\$47,504,657	-\$22,858,835	-31.7	39
Electronics & Appliance Stores	443	\$75,878,034	\$175,963,612	-\$100,085,578	-39.7	83
Bldg Materials, Garden Equip. & Supply Stores	444	\$108,862,678	\$74,901,571	\$33,961,107	18.5	65
Bldg Material & Supplies Dealers	4441	\$98,176,347	\$74,644,338	\$23,532,009	13.6	65
Lawn & Garden Equip & Supply Stores	4442	\$10,686,330	\$0	\$10,686,330	100.0	0
Food & Beverage Stores	445	\$340,986,307	\$352,248,806	-\$11,262,499	-1.6	149
Grocery Stores	4451	\$298,195,709	\$294,762,539	\$3,433,170	0.6	84
Specialty Food Stores	4452	\$17,692,671	\$31,445,896	-\$13,753,225	-28.0	48
Beer, Wine & Liquor Stores	4453	\$25,097,927	\$26,040,371	-\$942,444	-1.8	16
Health & Personal Care Stores	446,4461	\$122,703,373	\$237,261,437	-\$114,558,064	-31.8	102
Gasoline Stations	447,4471	\$208,813,990	\$32,314,353	\$176,499,637	73.2	10
Clothing & Clothing Accessories Stores	448	\$117,677,119	\$358,386,258	-\$240,709,139	-50.6	339
Clothing Stores	4481	\$78,992,323	\$203,830,012	-\$124,837,689	-44.1	133
Shoe Stores	4482	\$16,695,609	\$28,780,841	-\$12,085,232	-26.6	23
Jewelry, Luggage & Leather Goods Stores	4483	\$21,989,187	\$125,775,405	-\$103,786,218	-70.2	182
Sporting Goods, Hobby, Book & Music Stores	451	\$54,365,527	\$150,895,847	-\$96,530,320	-47.0	103
Sporting Goods/Hobby/Musical Instr Stores	4511	\$44,052,204	\$54,775,615	-\$10,723,411	-10.9	52
Book, Periodical & Music Stores	4512	\$10,313,323	\$96,120,231	-\$85,806,908	-80.6	51
General Merchandise Stores	452	\$355,771,849	\$593,504,358	-\$237,732,509	-25.0	65
Department Stores Excluding Leased Depts.	4521	\$254,935,441	\$458,829,590	-\$203,894,149	-28.6	21
Other General Merchandise Stores	4529	\$100,836,408	\$134,674,768	-\$33,838,360	-14.4	44
Miscellaneous Store Retailers	453	\$71,429,174	\$761,863,012	-\$690,433,838	-82.9	220
Florists	4531	\$3,957,213	\$4,375,569	-\$418,356	-5.0	23
Office Supplies, Stationery & Gift Stores	4532	\$13,099,377	\$50,371,762	-\$37,272,385	-58.7	58
Used Merchandise Stores	4533	\$7,721,673	\$8,346,658	-\$624,985	-3.9	16
Other Miscellaneous Store Retailers	4539	\$46,650,910	\$698,769,023	-\$652,118,113	-87.5	122
Nonstore Retailers	454	\$52,095,066	\$286,302,480	-\$234,207,414	-69.2	42
Electronic Shopping & Mail-Order Houses	4541	\$42,148,617	\$272,283,276	-\$230,134,659	-73.2	31
Vending Machine Operators	4542	\$1,609,057	\$0	\$1,609,057	100.0	0
Direct Selling Establishments	4543	\$8,337,392	\$14,019,205	-\$5,681,813	-25.4	11
Food Services & Drinking Places	722	\$243,210,739	\$1,138,474,144	-\$895,263,405	-64.8	1,167
Special Food Services	7223	\$5,505,728	\$18,224,211	-\$12,718,483	-53.6	14
Drinking Places - Alcoholic Beverages	7224	\$8,793,451	\$68,188,639	-\$59,395,188	-77.2	71
Restaurants/Other Eating Places	7225	\$228,911,561	\$1,052,061,294	-\$823,149,733	-64.3	1,082

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

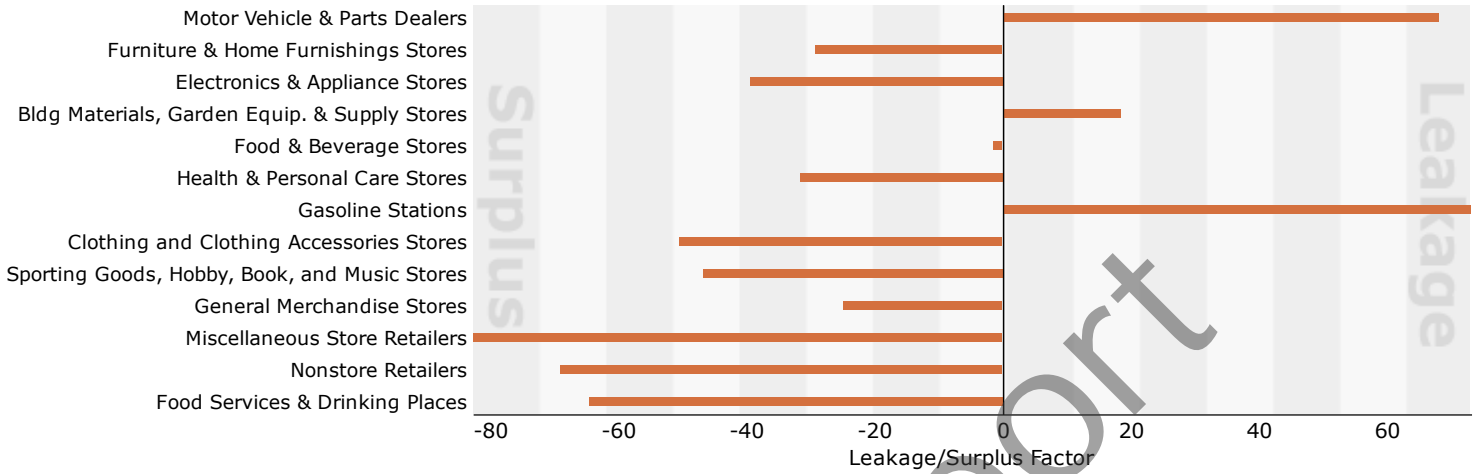
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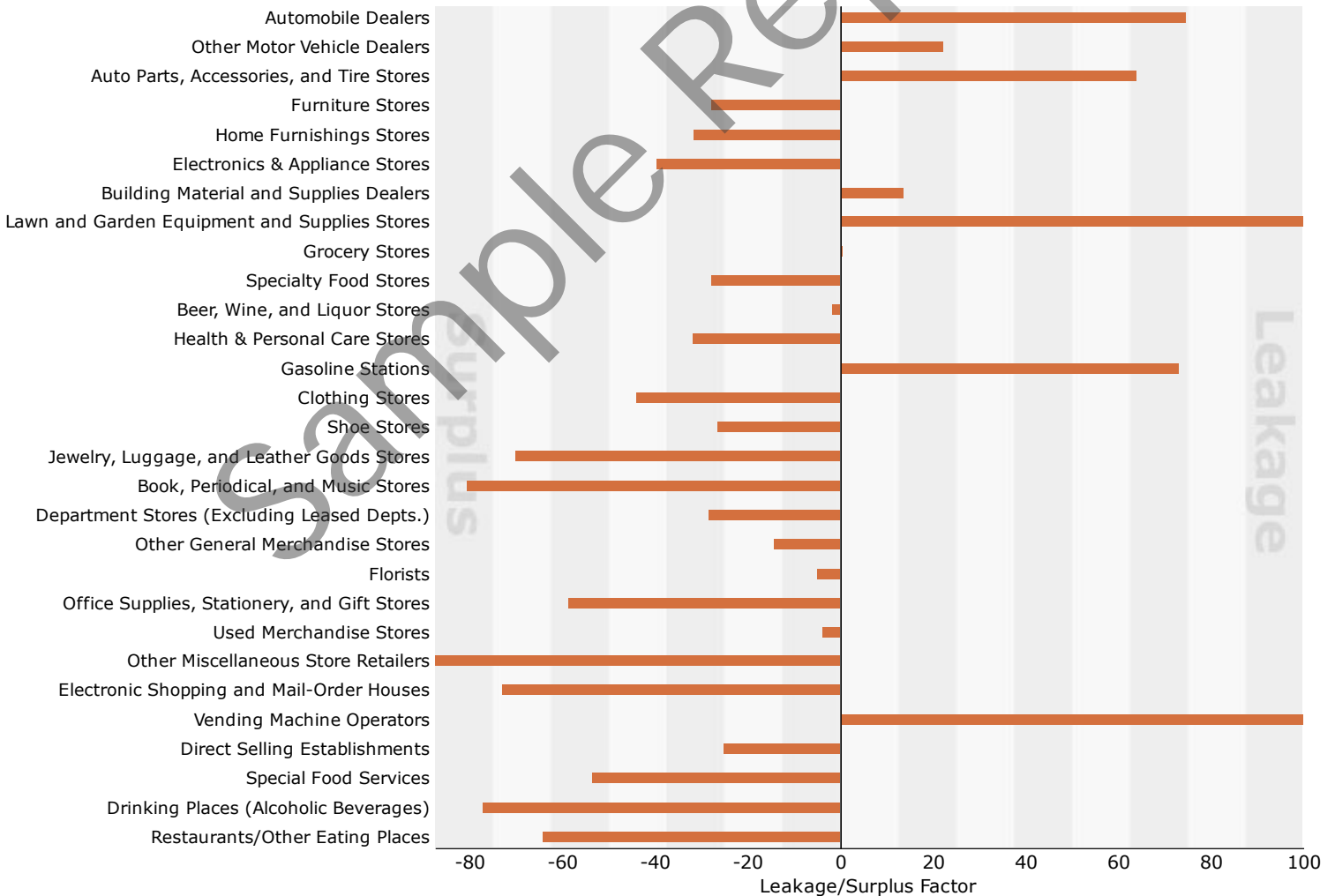
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Proposed Location  
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## Summary Demographics

2021 Population	378,278
2021 Households	199,383
2021 Median Disposable Income	\$76,269
2021 Per Capita Income	\$75,304

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$9,880,837,913	\$11,124,035,661	-\$1,243,197,748	-5.9	5,989
Total Retail Trade	44-45	\$8,808,969,407	\$8,641,932,976	\$167,036,431	1.0	3,309
Total Food & Drink	722	\$1,071,868,506	\$2,482,102,685	-\$1,410,234,179	-39.7	2,681
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,777,512,972	\$656,514,779	\$1,120,998,193	46.1	101
Automobile Dealers	4411	\$1,479,777,581	\$587,150,143	\$892,627,438	43.2	46
Other Motor Vehicle Dealers	4412	\$136,509,862	\$50,210,440	\$86,299,422	46.2	24
Auto Parts, Accessories & Tire Stores	4413	\$161,225,529	\$19,154,196	\$142,071,333	78.8	30
Furniture & Home Furnishings Stores	442	\$291,436,616	\$490,798,993	-\$199,362,377	-25.5	235
Furniture Stores	4421	\$179,699,929	\$296,285,671	-\$116,585,742	-24.5	143
Home Furnishings Stores	4422	\$111,736,687	\$194,513,322	-\$82,776,635	-27.0	91
Electronics & Appliance Stores	443	\$338,526,239	\$369,580,232	-\$31,053,993	-4.4	165
Bldg Materials, Garden Equip. & Supply Stores	444	\$505,966,612	\$247,107,510	\$258,859,102	34.4	150
Bldg Material & Supplies Dealers	4441	\$456,621,700	\$241,725,591	\$214,896,109	30.8	144
Lawn & Garden Equip & Supply Stores	4442	\$49,344,912	\$5,381,919	\$43,962,993	80.3	6
Food & Beverage Stores	445	\$1,519,863,236	\$1,431,376,394	\$88,486,842	3.0	422
Grocery Stores	4451	\$1,328,612,279	\$1,205,900,453	\$122,711,826	4.8	227
Specialty Food Stores	4452	\$78,771,870	\$129,647,609	-\$50,875,739	-24.4	139
Beer, Wine & Liquor Stores	4453	\$112,479,088	\$95,828,331	\$16,650,757	8.0	56
Health & Personal Care Stores	446,4461	\$555,682,100	\$533,437,876	\$22,244,224	2.0	266
Gasoline Stations	447,4471	\$915,428,025	\$240,027,930	\$675,400,095	58.5	48
Clothing & Clothing Accessories Stores	448	\$526,259,470	\$1,339,635,775	-\$813,376,305	-43.6	865
Clothing Stores	4481	\$352,405,325	\$984,695,993	-\$632,290,668	-47.3	526
Shoe Stores	4482	\$74,300,039	\$131,429,339	-\$57,129,300	-27.8	80
Jewelry, Luggage & Leather Goods Stores	4483	\$99,554,106	\$223,510,443	-\$123,956,337	-38.4	259
Sporting Goods, Hobby, Book & Music Stores	451	\$242,253,624	\$295,570,090	-\$53,316,466	-9.9	204
Sporting Goods/Hobby/Musical Instr Stores	4511	\$196,943,749	\$168,479,990	\$28,463,759	7.8	121
Book, Periodical & Music Stores	4512	\$45,309,874	\$127,090,100	-\$81,780,226	-47.4	83
General Merchandise Stores	452	\$1,582,168,729	\$1,316,978,157	\$265,190,572	9.1	132
Department Stores Excluding Leased Depts.	4521	\$1,134,516,966	\$867,749,668	\$266,767,298	13.3	51
Other General Merchandise Stores	4529	\$447,651,763	\$449,228,489	-\$1,576,726	-0.2	82
Miscellaneous Store Retailers	453	\$316,601,697	\$1,083,316,570	-\$766,714,873	-54.8	624
Florists	4531	\$18,732,303	\$28,179,062	-\$9,446,759	-20.1	94
Office Supplies, Stationery & Gift Stores	4532	\$58,365,314	\$89,288,705	-\$30,923,391	-20.9	133
Used Merchandise Stores	4533	\$33,906,165	\$32,645,721	\$1,260,444	1.9	77
Other Miscellaneous Store Retailers	4539	\$205,597,915	\$933,203,082	-\$727,605,167	-63.9	320
Nonstore Retailers	454	\$237,270,087	\$637,588,670	-\$400,318,583	-45.8	97
Electronic Shopping & Mail-Order Houses	4541	\$189,298,549	\$595,306,397	-\$406,007,848	-51.7	62
Vending Machine Operators	4542	\$7,135,947	\$3,697,962	\$3,437,985	31.7	4
Direct Selling Establishments	4543	\$40,835,591	\$38,584,311	\$2,251,280	2.8	31
Food Services & Drinking Places	722	\$1,071,868,506	\$2,482,102,685	-\$1,410,234,179	-39.7	2,681
Special Food Services	7223	\$24,397,525	\$109,915,226	-\$85,517,701	-63.7	70
Drinking Places - Alcoholic Beverages	7224	\$38,192,725	\$169,303,550	-\$131,110,825	-63.2	211
Restaurants/Other Eating Places	7225	\$1,009,278,256	\$2,202,883,910	-\$1,193,605,654	-37.2	2,400

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

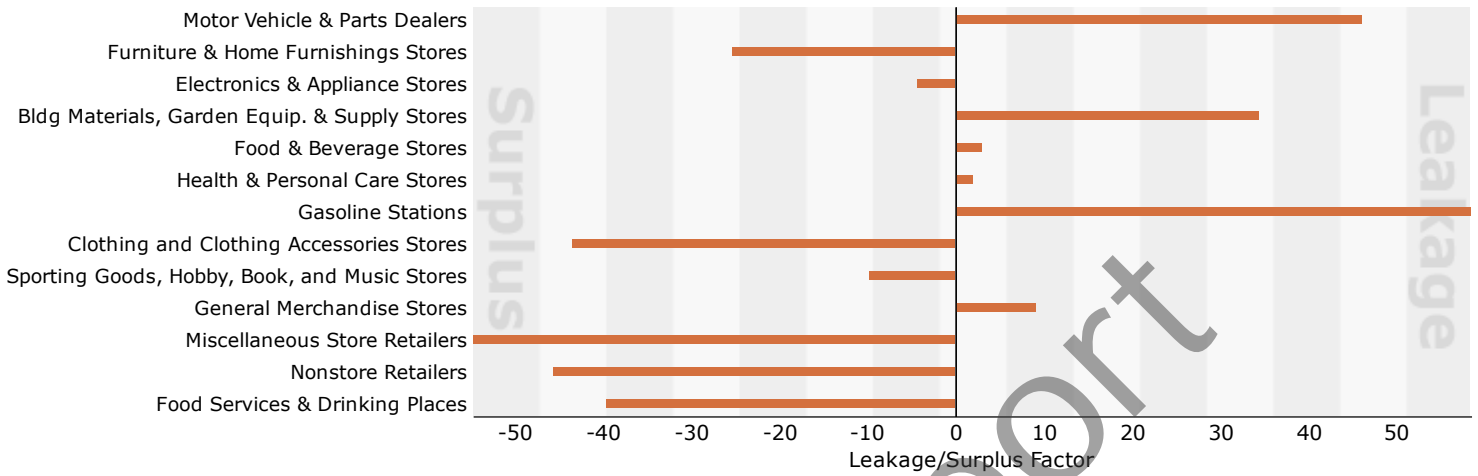
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 Ring: 3 mile radius

Sample Report  
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 5 mile radius

Sample Report  
 Latitude: 41.87998  
 Longitude: -87.63702

## Summary Demographics

2021 Population	850,188
2021 Households	390,966
2021 Median Disposable Income	\$62,514
2021 Per Capita Income	\$57,045

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$17,506,131,617	\$15,864,171,819	\$1,641,959,798	4.9	9,113
Total Retail Trade	44-45	\$15,614,928,347	\$12,642,812,517	\$2,972,115,830	10.5	5,109
Total Food & Drink	722	\$1,891,203,270	\$3,221,359,302	-\$1,330,156,032	-26.0	4,005
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,138,992,544	\$976,644,523	\$2,162,348,021	52.5	196
Automobile Dealers	4411	\$2,611,918,087	\$849,151,891	\$1,762,766,196	50.9	78
Other Motor Vehicle Dealers	4412	\$240,751,374	\$65,940,263	\$174,811,111	57.0	36
Auto Parts, Accessories & Tire Stores	4413	\$286,323,082	\$61,552,369	\$224,770,713	64.6	82
Furniture & Home Furnishings Stores	442	\$514,035,189	\$717,140,977	-\$203,105,788	-16.5	348
Furniture Stores	4421	\$316,701,683	\$418,899,033	-\$102,197,350	-13.9	216
Home Furnishings Stores	4422	\$197,333,506	\$298,241,944	-\$100,908,438	-20.4	132
Electronics & Appliance Stores	443	\$599,103,981	\$542,180,776	\$56,923,205	5.0	246
Bldg Materials, Garden Equip. & Supply Stores	444	\$893,856,715	\$441,042,295	\$452,814,420	33.9	258
Bldg Material & Supplies Dealers	4441	\$806,814,930	\$428,521,935	\$378,292,995	30.6	247
Lawn & Garden Equip & Supply Stores	4442	\$87,041,786	\$12,520,360	\$74,521,426	74.8	10
Food & Beverage Stores	445	\$2,704,202,680	\$2,501,248,073	\$202,954,607	3.9	776
Grocery Stores	4451	\$2,365,489,231	\$2,069,077,648	\$296,411,583	6.7	452
Specialty Food Stores	4452	\$140,376,005	\$217,363,318	-\$76,987,313	-21.5	206
Beer, Wine & Liquor Stores	4453	\$198,337,444	\$214,807,107	-\$16,469,663	-4.0	118
Health & Personal Care Stores	446,4461	\$987,115,199	\$824,093,968	\$163,021,231	9.0	415
Gasoline Stations	447,4471	\$1,626,750,721	\$643,026,064	\$983,724,657	43.3	119
Clothing & Clothing Accessories Stores	448	\$932,201,120	\$1,665,180,128	-\$732,979,008	-28.2	1,174
Clothing Stores	4481	\$625,084,561	\$1,235,335,621	-\$610,251,060	-32.8	744
Shoe Stores	4482	\$132,085,333	\$179,320,868	-\$47,235,535	-15.2	132
Jewelry, Luggage & Leather Goods Stores	4483	\$175,031,225	\$250,523,639	-\$75,492,414	-17.7	298
Sporting Goods, Hobby, Book & Music Stores	451	\$429,376,160	\$434,897,256	-\$5,521,096	-0.6	304
Sporting Goods/Hobby/Musical Instr Stores	4511	\$349,257,795	\$291,662,677	\$57,595,118	9.0	198
Book, Periodical & Music Stores	4512	\$80,118,364	\$143,234,578	-\$63,116,214	-28.3	106
General Merchandise Stores	452	\$2,808,913,094	\$1,769,172,637	\$1,039,740,457	22.7	215
Department Stores Excluding Leased Depts.	4521	\$2,013,101,168	\$1,078,912,104	\$934,189,064	30.2	79
Other General Merchandise Stores	4529	\$795,811,925	\$690,260,533	\$105,551,392	7.1	136
Miscellaneous Store Retailers	453	\$559,353,938	\$1,341,764,425	-\$782,410,487	-41.2	929
Florists	4531	\$32,811,073	\$38,751,637	-\$5,940,564	-8.3	138
Office Supplies, Stationery & Gift Stores	4532	\$103,237,151	\$123,511,099	-\$20,273,948	-8.9	192
Used Merchandise Stores	4533	\$59,893,071	\$60,138,937	-\$245,866	-0.2	149
Other Miscellaneous Store Retailers	4539	\$363,412,643	\$1,119,362,753	-\$755,950,110	-51.0	450
Nonstore Retailers	454	\$421,027,007	\$786,421,393	-\$365,394,386	-30.3	129
Electronic Shopping & Mail-Order Houses	4541	\$335,204,948	\$734,426,725	-\$399,221,777	-37.3	85
Vending Machine Operators	4542	\$12,683,246	\$5,196,945	\$7,486,301	41.9	5
Direct Selling Establishments	4543	\$73,138,812	\$46,797,723	\$26,341,089	22.0	39
Food Services & Drinking Places	722	\$1,891,203,270	\$3,221,359,302	-\$1,330,156,032	-26.0	4,005
Special Food Services	7223	\$43,083,079	\$133,900,990	-\$90,817,911	-51.3	97
Drinking Places - Alcoholic Beverages	7224	\$67,007,802	\$278,855,146	-\$211,847,344	-61.3	357
Restaurants/Other Eating Places	7225	\$1,781,112,389	\$2,808,603,166	-\$1,027,490,777	-22.4	3,551

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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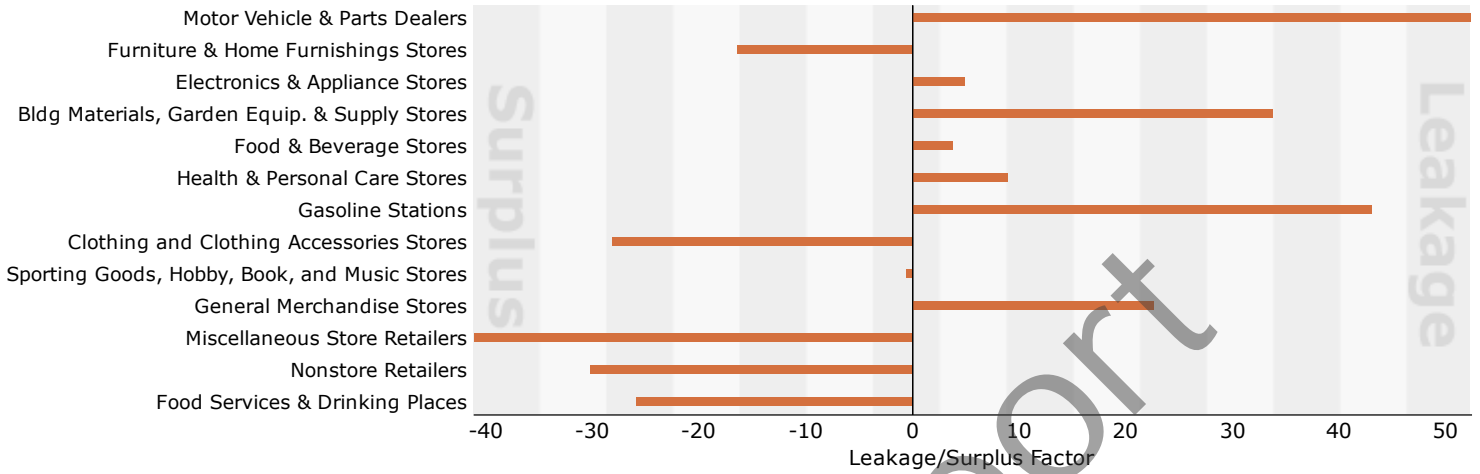




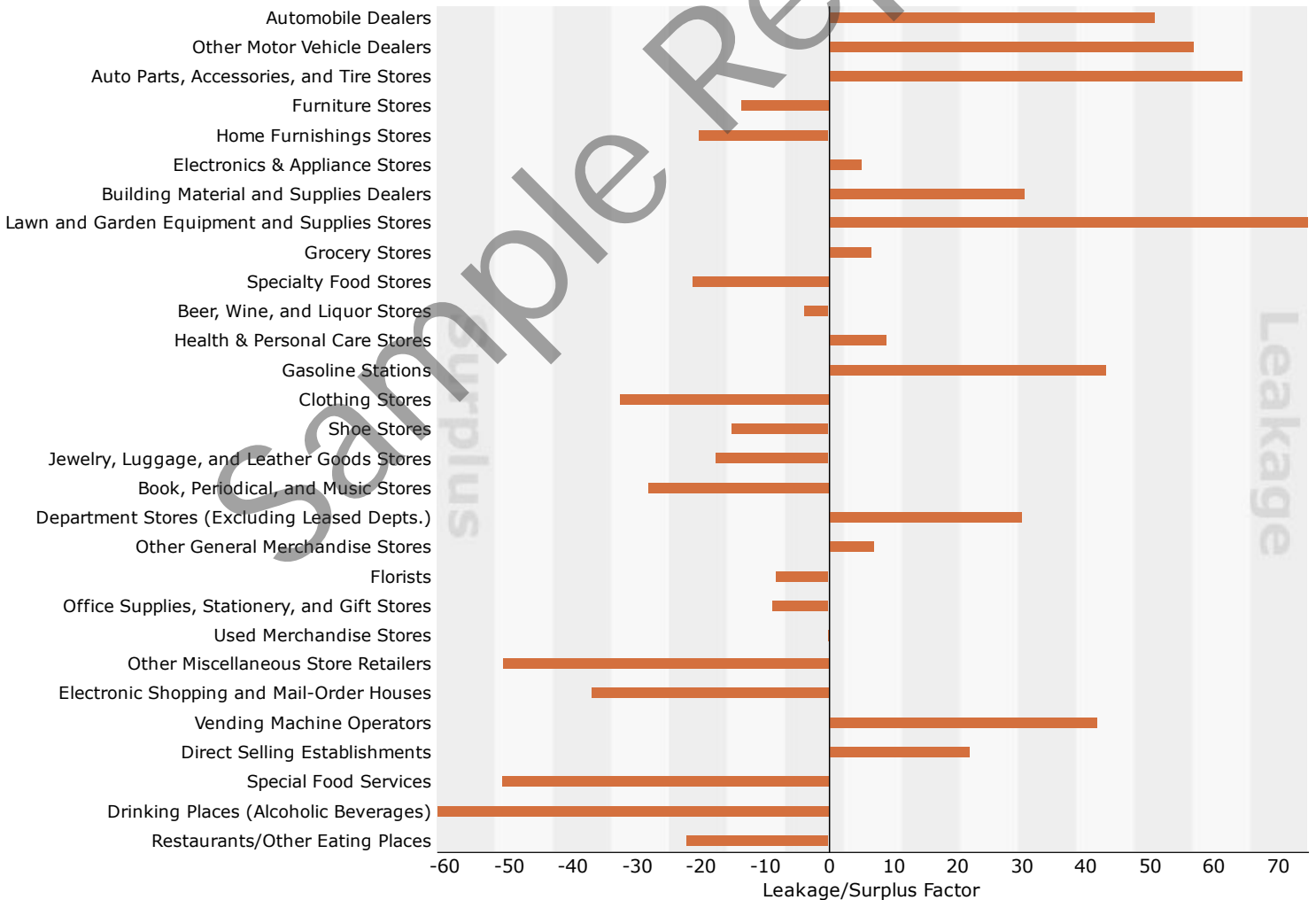
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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