



Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 1 mile radius

Latitude: 41.8805
Longitude: -87.63715

Demographic Summary	2010	2015
Population	45,534	50,151
Population 18+	41,624	45,715
Households	24,338	26,808
Median Household Income	\$81,441	\$100,632

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	14,381	34.6%	117
Exercise at club 2+ times per week	11,441	27.5%	238
Exercise at other facility (not club) 2+ times/wk	4,821	11.6%	143
Own stationary bicycle	1,830	4.4%	74
Own treadmill	2,297	5.5%	57
Own weight lifting equipment	5,944	14.3%	116
Presently controlling diet	18,242	43.8%	106
Diet control for blood sugar level	1,467	3.5%	49
Diet control for cholesterol level	2,795	6.7%	66
Diet control to maintain weight	5,471	13.1%	117
Diet control for physical fitness	5,658	13.6%	144
Diet control for salt restriction	699	1.7%	53
Diet control for weight loss	5,516	13.3%	92
Used doctor`s care/diet for diet method	881	2.1%	68
Used exercise program for diet method	4,778	11.5%	132
Used Weight Watchers as diet method	1,132	2.7%	90
Buy foods specifically labeled as fat-free	6,998	16.8%	96
Buy foods specifically labeled as high fiber	5,393	13.0%	116
Buy foods specifically labeled as high protein	3,288	7.9%	148
Buy foods specifically labeled as lactose-free	953	2.3%	121
Buy foods specifically labeled as low-calorie	5,080	12.2%	119
Buy foods specifically labeled as low-carb	2,992	7.2%	87
Buy foods specifically labeled as low-cholesterol	2,699	6.5%	75
Buy foods specifically labeled as low-fat	5,596	13.4%	99
Buy foods specifically labeled as low-sodium	2,888	6.9%	84
Buy foods specifically labeled as natural/organic	6,344	15.2%	203
Buy foods specifically labeled as sugar-free	4,640	11.1%	82
Used butter alternatives in last 6 months	1,449	3.5%	83
Used egg alternatives in last 6 months	5,079	12.2%	85
Used salt alternatives in last 6 months	9,193	22.1%	80
Drank meal/dietary supplement in last 6 months	3,454	8.3%	96
Used nutrition/energy bar in last 6 months	11,757	28.2%	214
Drank sports drink/thirst quencher in last 6 mo	14,898	35.8%	112
Used vitamin/dietary supplement in last 6 months	22,737	54.6%	114
Vitamin/dietary suppl used/6 mo: A	856	2.1%	138
Vitamin/dietary suppl used/6 mo: antioxidant	1,408	3.4%	114
Vitamin/dietary suppl used/6 mo: B complex	2,119	5.1%	106
Vitamin/dietary suppl used/6 mo: B complex+C	998	2.4%	124
Vitamin/dietary suppl used/6 mo: B-6	836	2.0%	97
Vitamin/dietary suppl used/6 mo: B-12	2,243	5.4%	105
Vitamin/dietary suppl used/6 mo: C	4,765	11.4%	132
Vitamin/dietary suppl used/6 mo: calcium	4,853	11.7%	106

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	1,826	4.4%	124
Vitamin/dietary suppl used/6 mo: E	2,719	6.5%	116
Vitamin/dietary suppl used/6 mo: echinacea	1,853	4.5%	242
Vitamin/dietary suppl used/6 mo: garlic	574	1.4%	76
Vitamin/dietary suppl used/6 mo: glucosamine	2,000	4.8%	107
Vitamin/dietary suppl used/6 mo: multiple formula	6,356	15.3%	139
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,141	5.1%	117
Vitamin/dietary suppl used/6 mo: mult w/minerals	2,807	6.7%	110
Vitamin/dietary suppl used/6 mo: zinc	1,850	4.4%	196
Vitamin/dietary suppl/6 mo: Caltrate 600	743	1.8%	69
Vitamin/dietary suppl/6 mo: Centrum	3,877	9.3%	154
Vitamin/dietary suppl/6 mo: Nature Made	2,310	5.5%	107
Visited doctor in last 12 months	32,848	78.9%	101
Visited doctor in last 12 months: 1-3 times	14,480	34.8%	101
Visited doctor in last 12 months: 4-7 times	9,545	22.9%	102
Visited doctor in last 12 months: 8+ times	8,822	21.2%	98
Visited doctor in last 12 mo: allergist	900	2.2%	95
Visited doctor in last 12 mo: cardiologist	1,912	4.6%	68
Visited doctor in last 12 mo: chiropractor	2,926	7.0%	96
Visited doctor in last 12 mo: dentist	18,044	43.4%	114
Visited doctor in last 12 mo: dermatologist	4,810	11.6%	165
Visited doctor in last 12 mo: ear/nose/throat	2,001	4.8%	105
Visited doctor in last 12 mo: eye	8,358	20.1%	99
Visited doctor in last 12 mo: general/family	17,034	40.9%	93
Visited doctor in last 12 mo: internist	4,100	9.9%	132
Visited doctor in last 12 mo: physical therapist	1,918	4.6%	100
Visited doctor in last 12 mo: podiatrist	1,102	2.6%	88
Visited nurse practitioner in last 12 months	1,486	3.6%	85
Wear regular/sun/tinted prescription eyeglasses	13,319	32.0%	93
Wear bi-focals	3,468	8.3%	52
Wear disposable contact lenses	3,858	9.3%	145
Wear soft contact lenses	4,877	11.7%	138
Spent on contact lenses in last 12 mo: <\$100	1,045	2.5%	91
Spent on contact lenses in last 12 mo: \$100-199	2,181	5.2%	142
Spent on contact lenses in last 12 mo: \$200+	2,151	5.2%	166
Bought prescription eyewear: discount optical ctr	2,493	6.0%	73
Bought prescription eyewear: from eye doctor	9,339	22.4%	89
Bought prescription eyewear: retail optical chain	5,206	12.5%	113
Used prescription drug for allergy/hay fever	2,989	7.2%	102
Used prescription drug for anxiety/panic	1,509	3.6%	95
Used prescription drug for arthritis/rheumatism	487	1.2%	50
Used prescription drug for asthma	1,696	4.1%	102
Used prescription drug for backache	1,751	4.2%	64
Used prescription drug for depression	2,187	5.3%	92
Used prescr drug for diabetes (insulin dependent)	540	1.3%	69
Used prescr drug for diabetes (non-insulin)	685	1.6%	48
Used prescription drug for eczema/skin itch/rash	1,344	3.2%	153

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	1,607	3.9%	55
Used prescription drug for high blood pressure	2,178	5.2%	45
Used prescription drug for high cholesterol	1,466	3.5%	45
Used prescription drug for migraine headache	817	2.0%	59
Used prescription drug for muscle strain/sprain	956	2.3%	108
Used prescription drug for sinus congest./headache	1,464	3.5%	74
Used prescription drug for urinary tract infection	971	2.3%	90
Used last 6 mo: adhesive bandages	23,530	56.5%	103
Used last 6 mo: athlete`s foot/foot care product	7,162	17.2%	117
Used last 6 mo: cold/sinus/allergy med (nonprescr)	20,183	48.5%	104
Used last 6 mo: children`s cold tablets/liquids	2,739	6.6%	41
Used last 6 mo: contact lens cleaning solution	7,285	17.5%	148
Used last 6 mo: cotton swabs	15,616	37.5%	77
Used last 6 mo: cough drops (nonprescription)	19,032	45.7%	95
Used last 6 mo: cough syrup/suppressant(nonprescr)	13,084	31.4%	89
Used last 6 mo: children`s cough syrup	3,242	7.8%	51
Used last 6 mo: diarrhea remedy	5,434	13.1%	76
Used last 6 mo: eye wash and drops	11,864	28.5%	93
Used last 6 mo: headache/pain reliever (nonprescr)	33,884	81.4%	98
Used last 6 mo: hemorrhoid remedy	2,208	5.3%	57
Used last 6 mo: indigestion/upset stomach remedy	17,109	41.1%	91
Used last 6 mo: lactose intolerance product	1,695	4.1%	112
Used last 6 mo: laxative	4,764	11.4%	85
Used last 6 mo: medicated skin ointment	13,810	33.2%	103
Used last 6 mo: medicated throat remedy	3,866	9.3%	79
Used last 6 mo: nasal spray	5,579	13.4%	85
Used last 6 mo: pain reliever/fever reducer (kids)	3,972	9.5%	43
Used last 6 mo: pain relieving rub (nonprescr)	8,041	19.3%	76
Used last 6 mo: sleeping tablets (nonprescription)	2,191	5.3%	100
Used last 12 mo: sunburn remedy	7,173	17.2%	112
Used last 12 mo: suntan/sunscreen product	20,835	50.1%	135
Used last 12 mo: SPF 15+ suntan/sunscreen product	16,604	39.9%	138
Used last 6 mo: toothache/gum/canker sore remedy	5,591	13.4%	77
Used last 6 mo: vitamins for children	2,714	6.5%	45
Used body powder in last 6 months	8,844	21.2%	73
Used body powder <3 times in last 7 days	4,880	11.7%	93
Used body powder 8+ times in last 7 days	772	1.9%	74
Used body wash/shower gel in last 6 months	19,219	46.2%	92
Used breath freshener in last 6 months	19,331	46.4%	95
Used complexion care product in last 6 months	22,827	54.8%	116
Used complexion care product <8 times last week	13,279	31.9%	113
Used complexion care product 15+ times last week	3,471	8.3%	116
Used complexion care prod: dry facial skin type	3,066	7.4%	99
Used complexion care prod: normal facial skin type	7,992	19.2%	128
Used complexion care prod: oily facial skin type	3,188	7.7%	129
Used dental floss in last 6 months	30,522	73.3%	118

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	7,315	17.6%	93
Used denture adhesive/fixative in last 6 months	1,309	3.1%	51
Used denture cleaner in last 6 months	2,220	5.3%	46
Used deodorant/antiperspirant in last 6 months	37,831	90.9%	99
Used deodorant/antiperspirant <8 times last week	28,880	69.4%	101
Used deodorant/antiperspirant 15+ times last week	1,377	3.3%	55
Used disposable razor in last 6 months	19,554	47.0%	91
Used electric shaver in last 6 months	7,825	18.8%	98
Used hair coloring product (at home) last 6 months	7,211	17.3%	86
Used hair conditioner (at home) in last 6 months	26,537	63.8%	103
Used hair conditioning treatment (at home)/6 mo	9,906	23.8%	96
Used hair growth product in last 6 months	1,523	3.7%	181
Used hair mousse in last 6 months	5,874	14.1%	77
Used hair spray (at home) in last 6 months	12,762	30.7%	83
Used hair styling gel/lotion in last 6 months	13,800	33.2%	119
Used hand & body cream/lotion/oil in last 6 months	29,632	71.2%	99
Used hand & body cream in last 6 months	7,473	18.0%	101
Used hand & body lotion in last 6 months	20,325	48.8%	102
Used hand & body oil in last 6 months	2,189	5.3%	94
Used lip care in last 6 months	25,892	62.2%	105
Used liquid soap/hand sanitizer in last 6 months	32,053	77.0%	103
Used mouthwash in last 6 months	27,745	66.7%	102
Used mouthwash <6 times in last 7 days	12,554	30.2%	109
Used mouthwash 8+ times in last 7 days	5,550	13.3%	87
Used shampoo (at home) in last 6 months	37,824	90.9%	99
Used shampoo plus conditioner prod (at home)/6 mo	6,575	15.8%	82
Used shaving cream/gel in last 6 months	21,781	52.3%	99
Used personal care soap (bar) in last 6 months	32,819	78.8%	94
Use personal care soap for antibacterial purpose	8,407	20.2%	105
Use personal care soap for complexion	3,062	7.4%	102
Use personal care soap for deodorant	6,439	15.5%	92
Use personal care soap for moisturizing	8,474	20.4%	96
Bought toothbrush in last 6 months	34,900	83.8%	98
Bought electric toothbrush in last 6 months	3,995	9.6%	148
Used toothpaste in last 6 months	40,931	98.3%	103
Used toothpaste <8 times in last 7 days	11,923	28.6%	87
Used toothpaste 15+ times in last 7 days	6,536	15.7%	98
Used toothpaste with baking soda in last 6 months	5,982	14.4%	127
Used toothpaste (gel) in last 6 months	11,906	28.6%	98
Used toothpaste (paste) in last 6 months	20,993	50.4%	105
Used whitening toothpaste in last 6 months	16,419	39.4%	106
Used tooth whitener (not toothpaste) last 6 months	6,518	15.7%	142
Had professional manicure/pedicure last 6 months	10,432	25.1%	149
Had professional facial/massage last 6 months	7,903	19.0%	207
Spent \$100+ at barber shops in last 6 months	3,507	8.4%	160
Spent \$100+ at beauty parlors in last 6 months	7,952	19.1%	122

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Health and Beauty Market Potential

Sample

Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 3 miles radius

Latitude: 41.8805
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Demographic Summary	2010	2015
Population	343,403	353,272
Population 18+	282,025	291,172
Households	164,537	170,130
Median Household Income	\$62,261	\$76,838

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	84,293	29.9%	102
Exercise at club 2+ times per week	54,478	19.3%	167
Exercise at other facility (not club) 2+ times/wk	27,252	9.7%	119
Own stationary bicycle	11,956	4.2%	72
Own treadmill	16,328	5.8%	60
Own weight lifting equipment	31,899	11.3%	92
Presently controlling diet	114,067	40.4%	98
Diet control for blood sugar level	14,443	5.1%	71
Diet control for cholesterol level	20,093	7.1%	70
Diet control to maintain weight	30,899	11.0%	98
Diet control for physical fitness	31,280	11.1%	118
Diet control for salt restriction	6,394	2.3%	71
Diet control for weight loss	34,920	12.4%	86
Used doctor's care/diet for diet method	7,451	2.6%	85
Used exercise program for diet method	27,517	9.8%	112
Used Weight Watchers as diet method	7,423	2.6%	87
Buy foods specifically labeled as fat-free	44,466	15.8%	90
Buy foods specifically labeled as high fiber	31,556	11.2%	100
Buy foods specifically labeled as high protein	18,135	6.4%	120
Buy foods specifically labeled as lactose-free	7,263	2.6%	136
Buy foods specifically labeled as low-calorie	28,881	10.2%	100
Buy foods specifically labeled as low-carb	20,645	7.3%	89
Buy foods specifically labeled as low-cholesterol	19,226	6.8%	79
Buy foods specifically labeled as low-fat	34,273	12.2%	90
Buy foods specifically labeled as low-sodium	19,442	6.9%	83
Buy foods specifically labeled as natural/organic	33,875	12.0%	160
Buy foods specifically labeled as sugar-free	31,970	11.3%	84
Used butter alternatives in last 6 months	11,842	4.2%	100
Used egg alternatives in last 6 months	40,532	14.4%	100
Used salt alternatives in last 6 months	67,746	24.0%	87
Drank meal/dietary supplement in last 6 months	26,556	9.4%	109
Used nutrition/energy bar in last 6 months	60,435	21.4%	162
Drank sports drink/thirst quencher in last 6 mo	96,837	34.3%	108
Used vitamin/dietary supplement in last 6 months	135,899	48.2%	101
Vitamin/dietary suppl used/6 mo: A	5,480	1.9%	130
Vitamin/dietary suppl used/6 mo: antioxidant	9,664	3.4%	116
Vitamin/dietary suppl used/6 mo: B complex	15,084	5.3%	112
Vitamin/dietary suppl used/6 mo: B complex+C	6,986	2.5%	128
Vitamin/dietary suppl used/6 mo: B-6	5,448	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12	14,924	5.3%	103
Vitamin/dietary suppl used/6 mo: C	26,299	9.3%	107
Vitamin/dietary suppl used/6 mo: calcium	28,498	10.1%	92

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	10,698	3.8%	107
Vitamin/dietary suppl used/6 mo: E	15,749	5.6%	99
Vitamin/dietary suppl used/6 mo: echinacea	8,231	2.9%	159
Vitamin/dietary suppl used/6 mo: garlic	4,779	1.7%	93
Vitamin/dietary suppl used/6 mo: glucosamine	11,243	4.0%	89
Vitamin/dietary suppl used/6 mo: multiple formula	33,833	12.0%	109
Vitamin/dietary suppl used/6 mo: multiple w/iron	14,060	5.0%	114
Vitamin/dietary suppl used/6 mo: mult w/minerals	16,805	6.0%	98
Vitamin/dietary suppl used/6 mo: zinc	8,876	3.1%	139
Vitamin/dietary suppl/6 mo: Caltrate 600	5,665	2.0%	77
Vitamin/dietary suppl/6 mo: Centrum	23,276	8.3%	136
Vitamin/dietary suppl/6 mo: Nature Made	14,378	5.1%	99
Visited doctor in last 12 months	213,208	75.6%	97
Visited doctor in last 12 months: 1-3 times	97,168	34.5%	101
Visited doctor in last 12 months: 4-7 times	57,819	20.5%	91
Visited doctor in last 12 months: 8+ times	58,214	20.6%	96
Visited doctor in last 12 mo: allergist	6,360	2.3%	100
Visited doctor in last 12 mo: cardiologist	14,207	5.0%	75
Visited doctor in last 12 mo: chiropractor	18,469	6.5%	89
Visited doctor in last 12 mo: dentist	110,583	39.2%	103
Visited doctor in last 12 mo: dermatologist	26,527	9.4%	134
Visited doctor in last 12 mo: ear/nose/throat	15,520	5.5%	120
Visited doctor in last 12 mo: eye	53,299	18.9%	93
Visited doctor in last 12 mo: general/family	108,603	38.5%	88
Visited doctor in last 12 mo: internist	24,428	8.7%	116
Visited doctor in last 12 mo: physical therapist	13,767	4.9%	106
Visited doctor in last 12 mo: podiatrist	8,648	3.1%	102
Visited nurse practitioner in last 12 months	9,853	3.5%	83
Wear regular/sun/tinted prescription eyeglasses	82,263	29.2%	85
Wear bi-focals	24,629	8.7%	55
Wear disposable contact lenses	19,887	7.1%	110
Wear soft contact lenses	27,110	9.6%	114
Spent on contact lenses in last 12 mo: <\$100	6,832	2.4%	88
Spent on contact lenses in last 12 mo: \$100-199	12,223	4.3%	117
Spent on contact lenses in last 12 mo: \$200+	10,997	3.9%	126
Bought prescription eyewear: discount optical ctr	16,905	6.0%	73
Bought prescription eyewear: from eye doctor	58,305	20.7%	82
Bought prescription eyewear: retail optical chain	29,317	10.4%	94
Used prescription drug for allergy/hay fever	17,665	6.3%	89
Used prescription drug for anxiety/panic	9,351	3.3%	87
Used prescription drug for arthritis/rheumatism	3,885	1.4%	59
Used prescription drug for asthma	11,334	4.0%	100
Used prescription drug for backache	13,982	5.0%	75
Used prescription drug for depression	13,638	4.8%	85
Used prescr drug for diabetes (insulin dependent)	4,677	1.7%	89
Used prescr drug for diabetes (non-insulin)	6,645	2.4%	69
Used prescription drug for eczema/skin itch/rash	7,790	2.8%	131

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	13,523	4.8%	68
Used prescription drug for high blood pressure	17,976	6.4%	54
Used prescription drug for high cholesterol	12,485	4.4%	56
Used prescription drug for migraine headache	6,601	2.3%	70
Used prescription drug for muscle strain/sprain	5,946	2.1%	99
Used prescription drug for sinus congest./headache	9,777	3.5%	73
Used prescription drug for urinary tract infection	6,838	2.4%	94
Used last 6 mo: adhesive bandages	145,336	51.5%	94
Used last 6 mo: athlete`s foot/foot care product	49,765	17.6%	120
Used last 6 mo: cold/sinus/allergy med (nonprescr)	124,512	44.1%	95
Used last 6 mo: children`s cold tablets/liquids	32,444	11.5%	71
Used last 6 mo: contact lens cleaning solution	38,723	13.7%	116
Used last 6 mo: cotton swabs	114,931	40.8%	84
Used last 6 mo: cough drops (nonprescription)	130,192	46.2%	96
Used last 6 mo: cough syrup/suppressant(nonprescr)	98,787	35.0%	99
Used last 6 mo: children`s cough syrup	31,994	11.3%	75
Used last 6 mo: diarrhea remedy	41,541	14.7%	85
Used last 6 mo: eye wash and drops	80,643	28.6%	94
Used last 6 mo: headache/pain reliever (nonprescr)	224,656	79.7%	95
Used last 6 mo: hemorrhoid remedy	19,622	7.0%	74
Used last 6 mo: indigestion/upset stomach remedy	119,638	42.4%	94
Used last 6 mo: lactose intolerance product	13,930	4.9%	136
Used last 6 mo: laxative	33,941	12.0%	89
Used last 6 mo: medicated skin ointment	85,396	30.3%	94
Used last 6 mo: medicated throat remedy	29,114	10.3%	88
Used last 6 mo: nasal spray	39,302	13.9%	89
Used last 6 mo: pain reliever/fever reducer (kids)	44,438	15.8%	71
Used last 6 mo: pain relieving rub (nonprescr)	63,051	22.4%	88
Used last 6 mo: sleeping tablets (nonprescription)	14,639	5.2%	98
Used last 12 mo: sunburn remedy	42,651	15.1%	98
Used last 12 mo: suntan/sunscreen product	113,514	40.2%	108
Used last 12 mo: SPF 15+ suntan/sunscreen product	87,218	30.9%	107
Used last 6 mo: toothache/gum/canker sore remedy	42,999	15.2%	87
Used last 6 mo: vitamins for children	28,768	10.2%	70
Used body powder in last 6 months	75,501	26.8%	92
Used body powder <3 times in last 7 days	37,329	13.2%	105
Used body powder 8+ times in last 7 days	7,429	2.6%	105
Used body wash/shower gel in last 6 months	132,965	47.1%	94
Used breath freshener in last 6 months	132,317	46.9%	96
Used complexion care product in last 6 months	141,630	50.2%	107
Used complexion care product <8 times last week	84,471	30.0%	106
Used complexion care product 15+ times last week	22,611	8.0%	111
Used complexion care prod: dry facial skin type	19,694	7.0%	94
Used complexion care prod: normal facial skin type	47,386	16.8%	112
Used complexion care prod: oily facial skin type	20,407	7.2%	122
Used dental floss in last 6 months	185,633	65.8%	106

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 3 miles radius

Latitude: 41.8805
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	55,077	19.5%	103
Used denture adhesive/fixative in last 6 months	12,382	4.4%	71
Used denture cleaner in last 6 months	22,274	7.9%	68
Used deodorant/antiperspirant in last 6 months	255,928	90.7%	98
Used deodorant/antiperspirant <8 times last week	193,462	68.6%	100
Used deodorant/antiperspirant 15+ times last week	13,949	4.9%	83
Used disposable razor in last 6 months	131,328	46.6%	90
Used electric shaver in last 6 months	48,189	17.1%	89
Used hair coloring product (at home) last 6 months	52,606	18.7%	93
Used hair conditioner (at home) in last 6 months	172,814	61.3%	99
Used hair conditioning treatment (at home)/6 mo	74,338	26.4%	106
Used hair growth product in last 6 months	8,531	3.0%	150
Used hair mousse in last 6 months	45,035	16.0%	87
Used hair spray (at home) in last 6 months	81,749	29.0%	78
Used hair styling gel/lotion in last 6 months	86,471	30.7%	110
Used hand & body cream/lotion/oil in last 6 months	199,875	70.9%	98
Used hand & body cream in last 6 months	54,784	19.4%	110
Used hand & body lotion in last 6 months	128,211	45.5%	95
Used hand & body oil in last 6 months	17,732	6.3%	113
Used lip care in last 6 months	164,037	58.2%	99
Used liquid soap/hand sanitizer in last 6 months	206,873	73.4%	98
Used mouthwash in last 6 months	185,872	65.9%	100
Used mouthwash <6 times in last 7 days	82,911	29.4%	107
Used mouthwash 8+ times in last 7 days	41,686	14.8%	97
Used shampoo (at home) in last 6 months	254,449	90.2%	99
Used shampoo plus conditioner prod (at home)/6 mo	58,498	20.7%	108
Used shaving cream/gel in last 6 months	143,206	50.8%	97
Used personal care soap (bar) in last 6 months	234,530	83.2%	99
Use personal care soap for antibacterial purpose	56,508	20.0%	104
Use personal care soap for complexion	22,063	7.8%	109
Use personal care soap for deodorant	41,264	14.6%	87
Use personal care soap for moisturizing	57,719	20.5%	97
Bought toothbrush in last 6 months	233,929	82.9%	97
Bought electric toothbrush in last 6 months	22,891	8.1%	125
Used toothpaste in last 6 months	273,586	97.0%	101
Used toothpaste <8 times in last 7 days	86,661	30.7%	94
Used toothpaste 15+ times in last 7 days	47,623	16.9%	105
Used toothpaste with baking soda in last 6 months	39,776	14.1%	125
Used toothpaste (gel) in last 6 months	74,455	26.4%	91
Used toothpaste (paste) in last 6 months	141,172	50.1%	104
Used whitening toothpaste in last 6 months	97,905	34.7%	94
Used tooth whitener (not toothpaste) last 6 months	38,093	13.5%	122
Had professional manicure/pedicure last 6 months	62,918	22.3%	132
Had professional facial/massage last 6 months	41,566	14.7%	161
Spent \$100+ at barber shops in last 6 months	20,665	7.3%	139
Spent \$100+ at beauty parlors in last 6 months	44,080	15.6%	100

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

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Health and Beauty Market Potential

Sample

Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 5 miles radius

Latitude: 41.8805
Longitude: -87.63715

Demographic Summary	2010	2015
Population	865,089	875,185
Population 18+	674,443	684,584
Households	359,150	364,685
Median Household Income	\$54,674	\$66,148

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	187,573	27.8%	94
Exercise at club 2+ times per week	110,462	16.4%	142
Exercise at other facility (not club) 2+ times/wk	58,379	8.7%	107
Own stationary bicycle	27,011	4.0%	68
Own treadmill	38,506	5.7%	59
Own weight lifting equipment	70,470	10.4%	85
Presently controlling diet	260,824	38.7%	94
Diet control for blood sugar level	39,006	5.8%	81
Diet control for cholesterol level	49,536	7.3%	72
Diet control to maintain weight	67,261	10.0%	89
Diet control for physical fitness	66,812	9.9%	105
Diet control for salt restriction	16,936	2.5%	79
Diet control for weight loss	81,206	12.0%	84
Used doctor's care/diet for diet method	19,771	2.9%	94
Used exercise program for diet method	59,723	8.9%	102
Used Weight Watchers as diet method	17,110	2.5%	84
Buy foods specifically labeled as fat-free	101,177	15.0%	86
Buy foods specifically labeled as high fiber	70,258	10.4%	93
Buy foods specifically labeled as high protein	39,488	5.9%	110
Buy foods specifically labeled as lactose-free	16,499	2.4%	129
Buy foods specifically labeled as low-calorie	63,908	9.5%	92
Buy foods specifically labeled as low-carb	46,776	6.9%	84
Buy foods specifically labeled as low-cholesterol	46,235	6.9%	80
Buy foods specifically labeled as low-fat	77,196	11.4%	85
Buy foods specifically labeled as low-sodium	46,837	6.9%	84
Buy foods specifically labeled as natural/organic	70,996	10.5%	140
Buy foods specifically labeled as sugar-free	73,761	10.9%	81
Used butter alternatives in last 6 months	31,802	4.7%	112
Used egg alternatives in last 6 months	111,440	16.5%	115
Used salt alternatives in last 6 months	178,217	26.4%	96
Drank meal/dietary supplement in last 6 months	67,415	10.0%	115
Used nutrition/energy bar in last 6 months	129,699	19.2%	146
Drank sports drink/thirst quencher in last 6 mo	238,814	35.4%	111
Used vitamin/dietary supplement in last 6 months	300,192	44.5%	93
Vitamin/dietary suppl used/6 mo: A	12,613	1.9%	125
Vitamin/dietary suppl used/6 mo: antioxidant	23,091	3.4%	116
Vitamin/dietary suppl used/6 mo: B complex	36,778	5.5%	114
Vitamin/dietary suppl used/6 mo: B complex+C	17,875	2.7%	137
Vitamin/dietary suppl used/6 mo: B-6	12,533	1.9%	89
Vitamin/dietary suppl used/6 mo: B-12	35,308	5.2%	102
Vitamin/dietary suppl used/6 mo: C	55,554	8.2%	95
Vitamin/dietary suppl used/6 mo: calcium	63,014	9.3%	85

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Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 5 miles radius

Latitude: 41.8805
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	23,941	3.5%	100
Vitamin/dietary suppl used/6 mo: E	36,050	5.3%	95
Vitamin/dietary suppl used/6 mo: echinacea	18,012	2.7%	145
Vitamin/dietary suppl used/6 mo: garlic	12,065	1.8%	98
Vitamin/dietary suppl used/6 mo: glucosamine	24,619	3.7%	82
Vitamin/dietary suppl used/6 mo: multiple formula	71,037	10.5%	96
Vitamin/dietary suppl used/6 mo: multiple w/iron	32,181	4.8%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	35,408	5.2%	86
Vitamin/dietary suppl used/6 mo: zinc	19,476	2.9%	128
Vitamin/dietary suppl/6 mo: Caltrate 600	13,867	2.1%	79
Vitamin/dietary suppl/6 mo: Centrum	54,957	8.1%	135
Vitamin/dietary suppl/6 mo: Nature Made	31,433	4.7%	90
Visited doctor in last 12 months	497,450	73.8%	94
Visited doctor in last 12 months: 1-3 times	235,276	34.9%	102
Visited doctor in last 12 months: 4-7 times	134,203	19.9%	88
Visited doctor in last 12 months: 8+ times	127,978	19.0%	88
Visited doctor in last 12 mo: allergist	15,498	2.3%	101
Visited doctor in last 12 mo: cardiologist	33,312	4.9%	73
Visited doctor in last 12 mo: chiropractor	42,496	6.3%	86
Visited doctor in last 12 mo: dentist	247,491	36.7%	96
Visited doctor in last 12 mo: dermatologist	56,671	8.4%	120
Visited doctor in last 12 mo: ear/nose/throat	38,665	5.7%	125
Visited doctor in last 12 mo: eye	124,783	18.5%	91
Visited doctor in last 12 mo: general/family	250,813	37.2%	85
Visited doctor in last 12 mo: internist	50,752	7.5%	101
Visited doctor in last 12 mo: physical therapist	32,155	4.8%	104
Visited doctor in last 12 mo: podiatrist	19,992	3.0%	98
Visited nurse practitioner in last 12 months	23,769	3.5%	84
Wear regular/sun/tinted prescription eyeglasses	180,098	26.7%	78
Wear bi-focals	55,935	8.3%	52
Wear disposable contact lenses	43,845	6.5%	102
Wear soft contact lenses	58,341	8.7%	102
Spent on contact lenses in last 12 mo: <\$100	16,374	2.4%	88
Spent on contact lenses in last 12 mo: \$100-199	25,928	3.8%	104
Spent on contact lenses in last 12 mo: \$200+	24,167	3.6%	115
Bought prescription eyewear: discount optical ctr	40,917	6.1%	74
Bought prescription eyewear: from eye doctor	131,005	19.4%	77
Bought prescription eyewear: retail optical chain	61,610	9.1%	83
Used prescription drug for allergy/hay fever	40,578	6.0%	85
Used prescription drug for anxiety/panic	20,708	3.1%	81
Used prescription drug for arthritis/rheumatism	9,991	1.5%	64
Used prescription drug for asthma	26,949	4.0%	100
Used prescription drug for backache	35,105	5.2%	79
Used prescription drug for depression	31,032	4.6%	81
Used prescr drug for diabetes (insulin dependent)	12,613	1.9%	100
Used prescr drug for diabetes (non-insulin)	18,128	2.7%	79
Used prescription drug for eczema/skin itch/rash	17,207	2.6%	121

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Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 5 miles radius

Latitude: 41.8805
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	34,558	5.1%	73
Used prescription drug for high blood pressure	44,491	6.6%	56
Used prescription drug for high cholesterol	30,113	4.5%	57
Used prescription drug for migraine headache	16,582	2.5%	74
Used prescription drug for muscle strain/sprain	13,926	2.1%	97
Used prescription drug for sinus congest./headache	24,218	3.6%	76
Used prescription drug for urinary tract infection	16,888	2.5%	97
Used last 6 mo: adhesive bandages	332,229	49.3%	90
Used last 6 mo: athlete`s foot/foot care product	125,986	18.7%	127
Used last 6 mo: cold/sinus/allergy med (nonprescr)	293,461	43.5%	93
Used last 6 mo: children`s cold tablets/liquids	96,400	14.3%	89
Used last 6 mo: contact lens cleaning solution	82,001	12.2%	103
Used last 6 mo: cotton swabs	280,698	41.6%	85
Used last 6 mo: cough drops (nonprescription)	323,425	48.0%	100
Used last 6 mo: cough syrup/suppressant(nonprescr)	251,460	37.3%	106
Used last 6 mo: children`s cough syrup	92,940	13.8%	91
Used last 6 mo: diarrhea remedy	106,032	15.7%	91
Used last 6 mo: eye wash and drops	195,300	29.0%	95
Used last 6 mo: headache/pain reliever (nonprescr)	529,692	78.5%	94
Used last 6 mo: hemorrhoid remedy	47,473	7.0%	75
Used last 6 mo: indigestion/upset stomach remedy	288,647	42.8%	94
Used last 6 mo: lactose intolerance product	35,225	5.2%	144
Used last 6 mo: laxative	82,859	12.3%	91
Used last 6 mo: medicated skin ointment	196,822	29.2%	91
Used last 6 mo: medicated throat remedy	75,292	11.2%	95
Used last 6 mo: nasal spray	93,855	13.9%	88
Used last 6 mo: pain reliever/fever reducer (kids)	127,397	18.9%	85
Used last 6 mo: pain relieving rub (nonprescr)	156,663	23.2%	92
Used last 6 mo: sleeping tablets (nonprescription)	35,073	5.2%	99
Used last 12 mo: sunburn remedy	96,301	14.3%	93
Used last 12 mo: suntan/sunscreen product	238,217	35.3%	95
Used last 12 mo: SPF 15+ suntan/sunscreen product	179,504	26.6%	92
Used last 6 mo: toothache/gum/canker sore remedy	109,775	16.3%	93
Used last 6 mo: vitamins for children	79,961	11.9%	81
Used body powder in last 6 months	195,137	28.9%	99
Used body powder <3 times in last 7 days	96,382	14.3%	113
Used body powder 8+ times in last 7 days	21,184	3.1%	126
Used body wash/shower gel in last 6 months	323,665	48.0%	96
Used breath freshener in last 6 months	327,328	48.5%	100
Used complexion care product in last 6 months	333,905	49.5%	105
Used complexion care product <8 times last week	204,713	30.4%	107
Used complexion care product 15+ times last week	53,422	7.9%	110
Used complexion care prod: dry facial skin type	44,886	6.7%	90
Used complexion care prod: normal facial skin type	105,355	15.6%	104
Used complexion care prod: oily facial skin type	50,196	7.4%	126
Used dental floss in last 6 months	423,022	62.7%	101

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Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 5 miles radius

Latitude: 41.8805
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	139,098	20.6%	109
Used denture adhesive/fixative in last 6 months	32,408	4.8%	78
Used denture cleaner in last 6 months	58,768	8.7%	75
Used deodorant/antiperspirant in last 6 months	615,175	91.2%	99
Used deodorant/antiperspirant <8 times last week	455,779	67.6%	99
Used deodorant/antiperspirant 15+ times last week	40,609	6.0%	101
Used disposable razor in last 6 months	320,438	47.5%	92
Used electric shaver in last 6 months	109,029	16.2%	84
Used hair coloring product (at home) last 6 months	133,981	19.9%	99
Used hair conditioner (at home) in last 6 months	414,438	61.4%	99
Used hair conditioning treatment (at home)/6 mo	190,215	28.2%	114
Used hair growth product in last 6 months	21,782	3.2%	160
Used hair mousse in last 6 months	117,936	17.5%	95
Used hair spray (at home) in last 6 months	198,171	29.4%	79
Used hair styling gel/lotion in last 6 months	210,118	31.2%	112
Used hand & body cream/lotion/oil in last 6 months	486,888	72.2%	100
Used hand & body cream in last 6 months	138,664	20.6%	116
Used hand & body lotion in last 6 months	307,226	45.6%	95
Used hand & body oil in last 6 months	46,600	6.9%	124
Used lip care in last 6 months	390,302	57.9%	98
Used liquid soap/hand sanitizer in last 6 months	486,483	72.1%	96
Used mouthwash in last 6 months	450,842	66.8%	102
Used mouthwash <6 times in last 7 days	199,287	29.5%	107
Used mouthwash 8+ times in last 7 days	103,009	15.3%	100
Used shampoo (at home) in last 6 months	606,160	89.9%	98
Used shampoo plus conditioner prod (at home)/6 mo	155,218	23.0%	120
Used shaving cream/gel in last 6 months	334,698	49.6%	94
Used personal care soap (bar) in last 6 months	570,594	84.6%	100
Use personal care soap for antibacterial purpose	139,619	20.7%	108
Use personal care soap for complexion	49,793	7.4%	103
Use personal care soap for deodorant	98,085	14.5%	87
Use personal care soap for moisturizing	141,982	21.1%	100
Bought toothbrush in last 6 months	558,198	82.8%	97
Bought electric toothbrush in last 6 months	49,854	7.4%	114
Used toothpaste in last 6 months	652,859	96.8%	101
Used toothpaste <8 times in last 7 days	215,858	32.0%	98
Used toothpaste 15+ times in last 7 days	120,659	17.9%	111
Used toothpaste with baking soda in last 6 months	98,068	14.5%	129
Used toothpaste (gel) in last 6 months	172,775	25.6%	88
Used toothpaste (paste) in last 6 months	339,471	50.3%	105
Used whitening toothpaste in last 6 months	221,093	32.8%	88
Used tooth whitener (not toothpaste) last 6 months	90,864	13.5%	122
Had professional manicure/pedicure last 6 months	137,383	20.4%	121
Had professional facial/massage last 6 months	84,821	12.6%	137
Spent \$100+ at barber shops in last 6 months	46,182	6.8%	130
Spent \$100+ at beauty parlors in last 6 months	92,341	13.7%	88

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

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