



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/HHs	Percent	MPI
Use a personal computer at work	21,280	51.1%	159
HH owns a personal computer	21,143	86.9%	121
Purchased home PC in last 12 months	5,109	21.0%	136
Purchased home PC 1-2 years ago	6,233	25.6%	116
Purchased home PC 3-4 years ago	5,098	20.9%	117
Purchased home PC 5+ years ago	2,285	9.4%	103
Spent <\$500 on home PC	1,929	7.9%	88
Spent \$500-999 on home PC	4,511	18.5%	101
Spent \$1000-1499 on home PC	3,088	12.7%	153
Spent \$1500-1999 on home PC	3,088	12.7%	153
Spent \$2000-2999 on home PC	3,283	13.5%	174
Purchased home PC at computer superstore	4,745	19.5%	156
Purchased home PC at department store	3,454	14.2%	100
Purchased home PC direct from manufacturer	3,454	14.2%	100
Purchased home PC at electronics store	2,629	10.8%	110
Purchased home PC on Internet	3,277	13.5%	173
Purchased home PC at warehouse discount outlet	570	2.3%	107
HH owns desktop PC	12,973	53.3%	92
HH owns laptop/notebook/tablet PC	11,348	46.6%	181
HH owns any Apple/Apple Mac clone brand PC	3,538	14.5%	287
HH owns any IBM/IBM compatible brand PC	17,620	72.4%	110
Brand of PC that HH owns: Compaq	2,048	8.4%	95
Brand of PC that HH owns: Dell	7,220	29.7%	103
Brand of PC that HH owns: Gateway	1,447	5.9%	85
Brand of PC that HH owns: Hewlett Packard	2,943	12.1%	85
Brand of PC that HH owns: Lenovo/IBM	427	1.8%	96
Brand of PC that HH owns: Sony Vaio	1,018	4.2%	159
Child (under 18) uses home PC	2,413	9.9%	47
HH owns CD burner	10,059	41.3%	114
HH owns CD ROM drive	11,246	46.2%	117
HH owns DVD drive	8,082	33.2%	145
HH owns LAN/network interface card	4,448	18.3%	159
HH owns inkjet printer	10,901	44.8%	102
HH owns laser printer	4,012	16.5%	117
HH owns removable cartridge storage device	1,248	5.1%	82
HH owns scanner	6,046	24.8%	90
HH owns PC speakers	10,817	44.4%	107
HH owns tape backup	524	2.2%	78
HH owns modem/fax modem	6,234	25.6%	114
HH owns software: accounting	2,520	10.4%	111
HH owns software: communications/fax	2,215	9.1%	109
HH owns software: database/filing	2,821	11.6%	132
HH owns software: desktop publishing	4,145	17.0%	138

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	2,634	10.8%	109
HH owns software: entertainment/games	7,819	32.1%	110
HH owns software: personal finance/tax prep	3,849	15.8%	114
HH owns software: presentation graphics	3,810	15.7%	192
HH owns software: multimedia	5,079	20.9%	137
HH owns software: networking	3,158	13.0%	119
HH owns software: spreadsheet	7,462	30.7%	134
HH owns software: utility	2,701	11.1%	155
HH owns software: web authoring	1,501	6.2%	183
HH owns software: word processing	10,744	44.1%	132
Spent \$500+ on software for home PC in last 12 mo	982	4.0%	159
Purchased computer book in last 12 months	1,821	7.5%	154
HH owns fax machine	2,116	8.7%	98
Purchased audio equipment in last 12 months	2,610	10.7%	129
Purchased headphones in last 12 months	1,556	6.4%	184
HH owns camcorder	3,044	12.5%	63
Purchased camcorder in last 12 months	448	1.8%	83
HH owns digital camcorder	1,829	7.5%	85
HH owns CD player	11,325	46.5%	96
Purchased CD player in last 12 months	1,143	4.7%	89
HH owns DVD player	16,641	68.4%	107
Purchased DVD player in last 12 months	2,336	9.6%	91
HH owns 1 TV	9,512	39.1%	197
HH owns 2 TVs	7,658	31.5%	119
HH owns 3 TVs	3,380	13.9%	62
HH owns 4+ TVs	1,945	8.0%	38
HH owns color floor TV	10,556	43.4%	114
HH owns color portable TV	11,346	46.6%	83
HH owns miniature screen TV (<13 in)	1,513	6.2%	73
Most recent TV purchase: miniature screen (<13 in)	700	2.9%	89
HH owns regular screen TV (13"-26")	10,594	43.5%	95
Most recent TV purchase: regular screen (13"-26")	7,329	30.1%	114
HH owns large screen TV (27"-35")	10,544	43.3%	91
Most recent TV purchase: large screen (27"-35")	8,049	33.1%	98
HH owns big screen TV (36"-42")	3,749	15.4%	101
Most recent TV purchase: big screen (36"-42")	2,688	11.0%	99
HH owns giant screen TV (over 42")	2,820	11.6%	95
Most recent TV purchase: giant screen (over 42")	2,409	9.9%	104
HH owns LCD TV	3,739	15.4%	122
HH owns plasma TV	1,577	6.5%	110
HH owns projection TV	1,110	4.6%	82
HH owns VCR	9,246	38.0%	80
HH owns combination TV/VCR	2,715	11.2%	74
HH owns video game system	6,104	25.1%	80
Purchased video game system in last 12 months	1,998	8.2%	94
HH owns video game system: handheld	2,355	9.7%	66
HH owns video game system: attached to TV/computer	5,269	21.6%	80
HH owns video game system: Game Boy	717	2.9%	41
HH owns video game system: Game Boy Advance/SP	1,015	4.2%	56
HH owns video game system: Nintendo DS	1,273	5.2%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,092	4.5%	85
HH owns video game system: Sony PlayStation/PS One	450	1.8%	40
HH owns video game system: PlayStation 2	3,067	12.6%	73
HH owns video game system: Sony PSP	553	2.3%	97
HH owns video game system: Xbox	1,429	5.9%	88
HH owns video game system: Xbox 360	1,258	5.2%	128
HH purchased 5+ video games in last 12 months	2,633	10.8%	101
HH spent \$101+ on video games in last 12 months	1,786	7.3%	108
HH owns MP3 player	8,299	34.1%	171
Purchased MP3 player in last 12 months	2,851	11.7%	134
HH owns Apple iPod	4,275	17.6%	215
HH purchased Apple iPod in last 12 months	996	4.1%	137
Have any access to the Internet	38,975	93.6%	113
Have access to Internet: at home	35,553	85.4%	127
Have access to Internet: at work	25,141	60.4%	162
Have access to Internet: at school/library	11,861	28.5%	116
Have access to Internet: not hm/work/school/library	10,997	26.4%	141
Use Internet less than once a week	609	1.5%	36
Use Internet 1-2 times per week	941	2.3%	39
Use Internet 3-6 times per week	2,213	5.3%	64
Use Internet once a day	4,805	11.5%	108
Use Internet 2-4 times per day	9,165	22.0%	129
Use Internet 5 or more times per day	18,992	45.6%	209
Any Internet or online usage in last 30 days	36,714	88.2%	131
Used Internet in last 30 days: at home	34,203	82.2%	140
Used Internet in last 30 days: at work	23,391	56.2%	179
Used Internet in last 30 days: at school/library	4,988	12.0%	168
Used Internet/30 days: not home/work/school/library	6,907	16.6%	194
Internet last 30 days: used email	35,226	84.6%	143
Internet last 30 days: used Instant Messenger	16,382	39.4%	160
Internet last 30 days: paid bills online	21,428	51.5%	179
Internet last 30 days: visited online blog	9,083	21.8%	270
Internet last 30 days: wrote online blog	2,869	6.9%	207
Internet last 30 days: visited chat room	2,916	7.0%	155
Internet last 30 days: looked for employment	7,168	17.2%	163
Internet last 30 days: played games online	7,421	17.8%	93
Internet last 30 days: traded/tracked investments	8,419	20.2%	201
Internet last 30 days: downloaded music	12,734	30.6%	191
Internet last 30 days: made phone call	1,894	4.6%	158
Internet last 30 days: made personal purchase	21,840	52.5%	181
Internet last 30 days: made business purchase	6,772	16.3%	178
Internet last 30 days: made travel plans	15,288	36.7%	222
Internet last 30 days: watched online video	12,169	29.2%	207
Internet last 30 days: obtained new/used car info	4,218	10.1%	115
Internet last 30 days: obtained financial info	16,657	40.0%	185
Internet last 30 days: obtained medical info	9,759	23.4%	154
Internet last 30 days: obtained latest news	24,458	58.8%	168
Internet last 30 days: obtained real estate info	7,005	16.8%	161

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	13,185	31.7%	150
Ordered anything on Internet in last 12 months	21,336	51.3%	155
Ordered on Internet/12 mo: airline ticket	13,867	33.3%	206
Ordered on Internet/12 mo: CD/tape	3,858	9.3%	195
Ordered on Internet/12 mo: clothing	10,870	26.1%	203
Ordered on Internet/12 mo: computer	2,718	6.5%	189
Ordered on Internet/12 mo: computer peripheral	3,538	8.5%	210
Ordered on Internet/12 mo: DVD	4,776	11.5%	178
Ordered on Internet/12 mo: flowers	3,538	8.5%	201
Ordered on Internet/12 mo: software	4,030	9.7%	177
Ordered on Internet/12 mo: ticket (concert/sports)	8,407	20.2%	236
Ordered on Internet/12 mo: toy	2,724	6.5%	140
Purchased item from amazon.com in last 12 months	10,924	26.2%	214
Purchased item from barnes&noble.com in last 12 mo	2,802	6.7%	209
Purchased item from bestbuy.com in last 12 months	1,545	3.7%	156
Purchased item from ebay.com in last 12 months	6,400	15.4%	175
Purchased item from walmart.com in last 12 months	742	1.8%	54
Spent on Internet orders last 12 months: <\$200	3,506	8.4%	82
Spent on Internet orders last 12 months: \$200-499	5,556	13.3%	171
Spent on Internet orders last 12 months: \$500+	11,137	26.8%	191
Connection to Internet from home: dial-up modem	2,476	5.9%	48
Connection to Internet from home: cable modem	15,146	36.4%	150
Connection to Internet from home: DSL	12,475	30.0%	128
Connection to Internet from home: wireless	10,091	24.2%	245
Connection to Internet from home: any broadband	32,613	78.4%	150
DVDs rented in last 30 days: 1	1,613	3.9%	146
DVDs rented in last 30 days: 2	2,652	6.4%	136
DVDs rented in last 30 days: 3	1,675	4.0%	130
DVDs rented in last 30 days: 4	1,335	3.2%	80
DVDs rented in last 30 days: 5+	5,473	13.1%	100
Rented video tape/DVD last month: action/adventure	8,409	20.2%	104
Rented video tape/DVD last month: classic	2,611	6.3%	159
Rented video tape/DVD last month: comedy	8,887	21.4%	106
Rented video tape/DVD last month: drama	6,633	15.9%	121
Rented video tape/DVD last month: family/children	1,973	4.7%	54
Rented video tape/DVD last month: foreign	1,995	4.8%	256
Rented video tape/DVD last month: horror	2,038	4.9%	65
Rented video tape/DVD last month: romance	2,857	6.9%	99
Rented video tape/DVD last month: science fiction	1,710	4.1%	79
Rented video tape/DVD last mo at Blockbuster Video	6,640	16.0%	124
Rented video tape/DVD last mo at Hollywood Video	2,082	5.0%	104
Bought video tape/DVD last month: action/adventure	3,004	7.2%	92
Bought video tape/DVD last month: classic	953	2.3%	110
Bought video tape/DVD last month: comedy	2,734	6.6%	81
Bought video tape/DVD last month: drama	1,823	4.4%	103
Bought video tape/DVD last month: family/children	1,210	2.9%	49
Bought video tape/DVD last month: horror	989	2.4%	77
Bought video tape/DVD last month: romance	659	1.6%	70
Bought video tape/DVD last month: science fiction	1,052	2.5%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	664	1.6%	65
Bought blank video tape in last 6 months	2,426	5.8%	61
Bought 7+ blank video tapes in last 6 months	800	1.9%	93
DVDs purchased in last 30 days: 1	2,308	5.5%	103
DVDs purchased in last 30 days: 2	1,854	4.5%	85
DVDs purchased in last 30 days: 3-4	1,510	3.6%	74
DVDs purchased in last 30 days: 5+	1,767	4.2%	79
Bought any camera in last 12 months	6,075	14.6%	98
Spent on cameras in last 12 months: <\$100	1,264	3.0%	54
Spent on cameras in last 12 months: \$100-199	736	1.8%	63
Spent on cameras in last 12 months: \$200+	3,186	7.7%	166
Own APS (point & shoot or SLR) camera	1,352	3.2%	115
Own digital camera	17,253	41.5%	134
Bought digital camera in last 12 months	4,225	10.2%	144
Own digital point & shoot camera	12,569	30.2%	131
Bought digital point & shoot camera in last 12 mo	2,768	6.7%	131
Own digital SLR camera	5,048	12.1%	134
Bought digital SLR camera in last 12 months	1,497	3.6%	147
Own instant developing camera	668	1.6%	77
Own 35mm auto focus point & shoot camera	1,443	3.5%	65
Own 35mm auto focus single lens reflex camera	1,206	2.9%	110
Own 35mm auto focus zoom camera	1,744	4.2%	67
Own 35mm single lens reflex camera	1,969	4.7%	138
Own Canon camera	9,452	22.7%	153
Bought Canon camera in last 12 months	1,944	4.7%	200
Own Fuji camera	1,507	3.6%	78
Bought Fuji camera in last 12 months	421	1.0%	54
Own Kodak camera	3,305	7.9%	64
Bought Kodak camera in last 12 months	964	2.3%	64
Own Nikon camera	2,235	5.4%	108
Own Olympus camera	2,083	5.0%	102
Own Polaroid camera	686	1.6%	64
Bought any camera accessory in last 12 months	8,775	21.1%	111
Bought film in last 12 months	8,353	20.1%	85
Bought film in last 12 months: <3 rolls	3,171	7.6%	76
Bought film in last 12 months: 3-6 rolls	2,863	6.9%	86
Bought film in last 12 months: 7+ rolls	2,321	5.6%	95
Bought film in last 12 mo: APS (color prints)	872	2.1%	73
Bought film in last 12 mo: instant developing	1,262	3.0%	131
Bought film in last 12 mo: 35mm (black & white)	956	2.3%	195
Bought film in last 12 mo: 35mm (color prints)	4,605	11.1%	74
Bought Fuji film in last 12 months	1,715	4.1%	61
Bought Kodak film in last 12 months	5,662	13.6%	90
Bought store-brand film in last 12 months	819	2.0%	88
Purchased film in last 12 mo: department store	788	1.9%	44
Purchased film in last 12 mo: discount store	2,218	5.3%	80

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Electronics & Internet Market Potential

Sample

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100 S Wacker Dr, Chicago, IL 60606-4006
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,431	5.8%	101
Purchased film in last 12 mo: grocery store	601	1.4%	50
Purchased film in last 12 mo: 1 hour service store	918	2.2%	85
Had film processed at department store	463	1.1%	43
Had film processed at discount store	1,267	3.0%	70
Had film processed at drug store	1,810	4.3%	82
Had film processed at grocery store	454	1.1%	64
Had film processed at 1 hour service store	944	2.3%	77
Bought memory card for camera in last 12 months	2,934	7.0%	93
Own memory card for camera	11,158	26.8%	118

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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/HHs	Percent	MPI
Use a personal computer at work	108,948	38.6%	120
HH owns a personal computer	126,789	77.1%	107
Purchased home PC in last 12 months	28,024	17.0%	111
Purchased home PC 1-2 years ago	36,611	22.3%	101
Purchased home PC 3-4 years ago	29,510	17.9%	100
Purchased home PC 5+ years ago	13,456	8.2%	89
Spent <\$500 on home PC	12,471	7.6%	84
Spent \$500-999 on home PC	26,047	15.8%	86
Spent \$1000-1499 on home PC	16,554	10.1%	121
Spent \$1500-1999 on home PC	16,554	10.1%	121
Spent \$2000-2999 on home PC	17,773	10.8%	139
Purchased home PC at computer superstore	25,158	15.3%	122
Purchased home PC at department store	21,859	13.3%	94
Purchased home PC direct from manufacturer	21,859	13.3%	94
Purchased home PC at electronics store	15,951	9.7%	99
Purchased home PC on Internet	18,139	11.0%	142
Purchased home PC at warehouse discount outlet	3,502	2.1%	97
HH owns desktop PC	82,956	50.4%	87
HH owns laptop/notebook/tablet PC	61,732	37.5%	146
HH owns any Apple/Apple Mac clone brand PC	19,448	11.8%	234
HH owns any IBM/IBM compatible brand PC	106,881	65.0%	99
Brand of PC that HH owns: Compaq	12,645	7.7%	87
Brand of PC that HH owns: Dell	47,072	28.6%	100
Brand of PC that HH owns: Gateway	9,339	5.7%	81
Brand of PC that HH owns: Hewlett Packard	19,391	11.8%	83
Brand of PC that HH owns: Lenovo/IBM	2,854	1.7%	95
Brand of PC that HH owns: Sony Vaio	6,367	3.9%	147
Child (under 18) uses home PC	20,756	12.6%	60
HH owns CD burner	57,884	35.2%	97
HH owns CD ROM drive	64,617	39.3%	100
HH owns DVD drive	43,306	26.3%	115
HH owns LAN/network interface card	24,042	14.6%	127
HH owns inkjet printer	63,382	38.5%	88
HH owns laser printer	24,442	14.9%	105
HH owns removable cartridge storage device	8,569	5.2%	83
HH owns scanner	37,601	22.9%	82
HH owns PC speakers	63,590	38.6%	93
HH owns tape backup	3,456	2.1%	76
HH owns modem/fax modem	34,726	21.1%	94
HH owns software: accounting	15,179	9.2%	99
HH owns software: communications/fax	14,266	8.7%	104
HH owns software: database/filing	15,372	9.3%	107
HH owns software: desktop publishing	21,751	13.2%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	16,216	9.9%	99
HH owns software: entertainment/games	44,262	26.9%	92
HH owns software: personal finance/tax prep	21,569	13.1%	95
HH owns software: presentation graphics	19,290	11.7%	144
HH owns software: multimedia	26,597	16.2%	106
HH owns software: networking	18,068	11.0%	101
HH owns software: spreadsheet	39,695	24.1%	105
HH owns software: utility	14,119	8.6%	120
HH owns software: web authoring	7,893	4.8%	142
HH owns software: word processing	58,591	35.6%	107
Spent \$500+ on software for home PC in last 12 mo	5,648	3.4%	135
Purchased computer book in last 12 months	10,619	6.5%	133
HH owns fax machine	13,903	8.4%	95
Purchased audio equipment in last 12 months	15,913	9.7%	116
Purchased headphones in last 12 months	8,457	5.1%	148
HH owns camcorder	21,960	13.3%	67
Purchased camcorder in last 12 months	3,579	2.2%	98
HH owns digital camcorder	13,010	7.9%	90
HH owns CD player	69,907	42.5%	87
Purchased CD player in last 12 months	7,745	4.7%	89
HH owns DVD player	104,146	63.3%	99
Purchased DVD player in last 12 months	15,618	9.5%	90
HH owns 1 TV	57,988	35.2%	177
HH owns 2 TVs	47,992	29.2%	110
HH owns 3 TVs	25,848	15.7%	70
HH owns 4+ TVs	17,515	10.6%	51
HH owns color floor TV	63,665	38.7%	102
HH owns color portable TV	79,352	48.2%	86
HH owns miniature screen TV (<13 in)	10,922	6.6%	78
Most recent TV purchase: miniature screen (<13 in)	5,135	3.1%	97
HH owns regular screen TV (13"-26")	66,502	40.4%	88
Most recent TV purchase: regular screen (13"-26")	45,789	27.8%	106
HH owns large screen TV (27"-35")	70,559	42.9%	90
Most recent TV purchase: large screen (27"-35")	53,581	32.6%	97
HH owns big screen TV (36"-42")	24,236	14.7%	97
Most recent TV purchase: big screen (36"-42")	17,994	10.9%	98
HH owns giant screen TV (over 42")	17,251	10.5%	86
Most recent TV purchase: giant screen (over 42")	14,452	8.8%	92
HH owns LCD TV	23,300	14.2%	112
HH owns plasma TV	10,992	6.7%	114
HH owns projection TV	6,988	4.2%	76
HH owns VCR	60,536	36.8%	78
HH owns combination TV/VCR	19,421	11.8%	78
HH owns video game system	42,240	25.7%	82
Purchased video game system in last 12 months	12,670	7.7%	88
HH owns video game system: handheld	17,695	10.8%	74
HH owns video game system: attached to TV/computer	36,587	22.2%	82
HH owns video game system: Game Boy	7,077	4.3%	60
HH owns video game system: Game Boy Advance/SP	8,001	4.9%	66
HH owns video game system: Nintendo DS	7,737	4.7%	83

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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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/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	6,892	4.2%	79
HH owns video game system: Sony PlayStation/PS One	4,437	2.7%	59
HH owns video game system: PlayStation 2	23,113	14.0%	81
HH owns video game system: Sony PSP	4,225	2.6%	110
HH owns video game system: Xbox	9,378	5.7%	85
HH owns video game system: Xbox 360	8,139	4.9%	123
HH purchased 5+ video games in last 12 months	15,977	9.7%	91
HH spent \$101+ on video games in last 12 months	11,296	6.9%	101
HH owns MP3 player	46,967	28.5%	143
Purchased MP3 player in last 12 months	17,142	10.4%	119
HH owns Apple iPod	24,268	14.7%	181
HH purchased Apple iPod in last 12 months	6,314	3.8%	129
Have any access to the Internet	238,654	84.6%	102
Have access to Internet: at home	205,142	72.7%	108
Have access to Internet: at work	129,694	46.0%	123
Have access to Internet: at school/library	69,882	24.8%	101
Have access to Internet: not hm/work/school/library	58,944	20.9%	111
Use Internet less than once a week	7,227	2.6%	63
Use Internet 1-2 times per week	11,425	4.1%	70
Use Internet 3-6 times per week	19,080	6.8%	81
Use Internet once a day	29,583	10.5%	98
Use Internet 2-4 times per day	53,443	18.9%	111
Use Internet 5 or more times per day	92,489	32.8%	150
Any Internet or online usage in last 30 days	211,649	75.0%	111
Used Internet in last 30 days: at home	189,752	67.3%	115
Used Internet in last 30 days: at work	117,957	41.8%	133
Used Internet in last 30 days: at school/library	28,636	10.2%	142
Used Internet/30 days: not home/work/school/library	35,582	12.6%	148
Internet last 30 days: used email	195,322	69.3%	117
Internet last 30 days: used Instant Messenger	92,177	32.7%	133
Internet last 30 days: paid bills online	108,557	38.5%	134
Internet last 30 days: visited online blog	46,045	16.3%	202
Internet last 30 days: wrote online blog	16,456	5.8%	175
Internet last 30 days: visited chat room	20,522	7.3%	161
Internet last 30 days: looked for employment	41,056	14.6%	138
Internet last 30 days: played games online	52,811	18.7%	98
Internet last 30 days: traded/tracked investments	40,633	14.4%	143
Internet last 30 days: downloaded music	71,590	25.4%	159
Internet last 30 days: made phone call	11,214	4.0%	138
Internet last 30 days: made personal purchase	112,192	39.8%	137
Internet last 30 days: made business purchase	35,080	12.4%	136
Internet last 30 days: made travel plans	75,617	26.8%	162
Internet last 30 days: watched online video	61,333	21.7%	154
Internet last 30 days: obtained new/used car info	25,385	9.0%	103
Internet last 30 days: obtained financial info	81,561	28.9%	134
Internet last 30 days: obtained medical info	52,709	18.7%	123
Internet last 30 days: obtained latest news	126,926	45.0%	129
Internet last 30 days: obtained real estate info	39,643	14.1%	135

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	70,914	25.1%	119
Ordered anything on Internet in last 12 months	110,258	39.1%	118
Ordered on Internet/12 mo: airline ticket	70,108	24.9%	154
Ordered on Internet/12 mo: CD/tape	20,231	7.2%	151
Ordered on Internet/12 mo: clothing	52,006	18.4%	143
Ordered on Internet/12 mo: computer	13,419	4.8%	138
Ordered on Internet/12 mo: computer peripheral	17,981	6.4%	157
Ordered on Internet/12 mo: DVD	24,333	8.6%	134
Ordered on Internet/12 mo: flowers	16,820	6.0%	141
Ordered on Internet/12 mo: software	20,675	7.3%	134
Ordered on Internet/12 mo: ticket (concert/sports)	39,949	14.2%	166
Ordered on Internet/12 mo: toy	16,444	5.8%	125
Purchased item from amazon.com in last 12 months	56,763	20.1%	164
Purchased item from barnes&noble.com in last 12 mo	13,888	4.9%	153
Purchased item from bestbuy.com in last 12 months	9,134	3.2%	136
Purchased item from ebay.com in last 12 months	33,030	11.7%	133
Purchased item from walmart.com in last 12 months	6,256	2.2%	67
Spent on Internet orders last 12 months: <\$200	22,887	8.1%	79
Spent on Internet orders last 12 months: \$200-499	27,413	9.7%	125
Spent on Internet orders last 12 months: \$500+	58,107	20.6%	147
Connection to Internet from home: dial-up modem	18,628	6.6%	53
Connection to Internet from home: cable modem	81,974	29.1%	120
Connection to Internet from home: DSL	74,619	26.5%	113
Connection to Internet from home: wireless	50,808	18.0%	182
Connection to Internet from home: any broadband	180,455	64.0%	123
DVDs rented in last 30 days: 1	7,934	2.8%	106
DVDs rented in last 30 days: 2	13,901	4.9%	105
DVDs rented in last 30 days: 3	8,040	2.9%	92
DVDs rented in last 30 days: 4	8,568	3.0%	76
DVDs rented in last 30 days: 5+	34,673	12.3%	93
Rented video tape/DVD last month: action/adventure	48,205	17.1%	88
Rented video tape/DVD last month: classic	13,941	4.9%	126
Rented video tape/DVD last month: comedy	51,180	18.1%	90
Rented video tape/DVD last month: drama	38,095	13.5%	102
Rented video tape/DVD last month: family/children	16,409	5.8%	66
Rented video tape/DVD last month: foreign	11,401	4.0%	216
Rented video tape/DVD last month: horror	14,751	5.2%	70
Rented video tape/DVD last month: romance	18,402	6.5%	94
Rented video tape/DVD last month: science fiction	12,824	4.5%	87
Rented video tape/DVD last mo at Blockbuster Video	35,899	12.7%	99
Rented video tape/DVD last mo at Hollywood Video	13,587	4.8%	100
Bought video tape/DVD last month: action/adventure	17,789	6.3%	80
Bought video tape/DVD last month: classic	5,975	2.1%	102
Bought video tape/DVD last month: comedy	17,610	6.2%	77
Bought video tape/DVD last month: drama	12,575	4.5%	104
Bought video tape/DVD last month: family/children	9,820	3.5%	59
Bought video tape/DVD last month: horror	8,314	2.9%	95
Bought video tape/DVD last month: romance	4,702	1.7%	73
Bought video tape/DVD last month: science fiction	6,971	2.5%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	5,794	2.1%	83
Bought blank video tape in last 6 months	20,602	7.3%	76
Bought 7+ blank video tapes in last 6 months	6,070	2.2%	104
DVDs purchased in last 30 days: 1	14,394	5.1%	95
DVDs purchased in last 30 days: 2	12,710	4.5%	86
DVDs purchased in last 30 days: 3-4	10,441	3.7%	75
DVDs purchased in last 30 days: 5+	12,887	4.6%	85
Bought any camera in last 12 months	38,704	13.7%	92
Spent on cameras in last 12 months: <\$100	11,699	4.1%	74
Spent on cameras in last 12 months: \$100-199	6,164	2.2%	78
Spent on cameras in last 12 months: \$200+	17,484	6.2%	134
Own APS (point & shoot or SLR) camera	8,394	3.0%	106
Own digital camera	93,484	33.1%	107
Bought digital camera in last 12 months	23,105	8.2%	116
Own digital point & shoot camera	67,627	24.0%	104
Bought digital point & shoot camera in last 12 mo	15,839	5.6%	110
Own digital SLR camera	28,367	10.1%	112
Bought digital SLR camera in last 12 months	8,541	3.0%	124
Own instant developing camera	5,172	1.8%	88
Own 35mm auto focus point & shoot camera	10,118	3.6%	67
Own 35mm auto focus single lens reflex camera	7,704	2.7%	103
Own 35mm auto focus zoom camera	12,610	4.5%	71
Own 35mm single lens reflex camera	10,556	3.7%	109
Own Canon camera	51,541	18.3%	124
Bought Canon camera in last 12 months	9,771	3.5%	148
Own Fuji camera	11,016	3.9%	84
Bought Fuji camera in last 12 months	3,924	1.4%	74
Own Kodak camera	23,418	8.3%	67
Bought Kodak camera in last 12 months	8,209	2.9%	81
Own Nikon camera	15,126	5.4%	107
Own Olympus camera	13,128	4.7%	95
Own Polaroid camera	5,806	2.1%	80
Bought any camera accessory in last 12 months	53,757	19.1%	100
Bought film in last 12 months	53,894	19.1%	81
Bought film in last 12 months: <3 rolls	22,942	8.1%	81
Bought film in last 12 months: 3-6 rolls	17,860	6.3%	79
Bought film in last 12 months: 7+ rolls	14,515	5.1%	88
Bought film in last 12 mo: APS (color prints)	6,949	2.5%	86
Bought film in last 12 mo: instant developing	7,433	2.6%	114
Bought film in last 12 mo: 35mm (black & white)	5,080	1.8%	153
Bought film in last 12 mo: 35mm (color prints)	28,421	10.1%	67
Bought Fuji film in last 12 months	13,529	4.8%	71
Bought Kodak film in last 12 months	35,817	12.7%	84
Bought store-brand film in last 12 months	5,866	2.1%	93
Purchased film in last 12 mo: department store	6,945	2.5%	58
Purchased film in last 12 mo: discount store	12,847	4.6%	68

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Electronics & Internet Market Potential

Sample

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/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	16,070	5.7%	99
Purchased film in last 12 mo: grocery store	5,248	1.9%	65
Purchased film in last 12 mo: 1 hour service store	7,012	2.5%	96
Had film processed at department store	4,555	1.6%	62
Had film processed at discount store	7,315	2.6%	60
Had film processed at drug store	12,743	4.5%	85
Had film processed at grocery store	3,281	1.2%	68
Had film processed at 1 hour service store	6,762	2.4%	81
Bought memory card for camera in last 12 months	21,446	7.6%	100
Own memory card for camera	61,244	21.7%	96

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

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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/HHs	Percent	MPI
Use a personal computer at work	221,183	32.8%	102
HH owns a personal computer	261,297	72.8%	101
Purchased home PC in last 12 months	56,908	15.8%	103
Purchased home PC 1-2 years ago	73,484	20.5%	93
Purchased home PC 3-4 years ago	59,362	16.5%	93
Purchased home PC 5+ years ago	27,684	7.7%	84
Spent <\$500 on home PC	26,646	7.4%	82
Spent \$500-999 on home PC	54,205	15.1%	82
Spent \$1000-1499 on home PC	32,877	9.2%	110
Spent \$1500-1999 on home PC	32,877	9.2%	110
Spent \$2000-2999 on home PC	34,961	9.7%	126
Purchased home PC at computer superstore	50,826	14.2%	113
Purchased home PC at department store	42,331	11.8%	83
Purchased home PC direct from manufacturer	42,331	11.8%	83
Purchased home PC at electronics store	33,508	9.3%	95
Purchased home PC on Internet	35,629	9.9%	127
Purchased home PC at warehouse discount outlet	7,284	2.0%	92
HH owns desktop PC	174,749	48.7%	84
HH owns laptop/notebook/tablet PC	120,808	33.6%	131
HH owns any Apple/Apple Mac clone brand PC	37,464	10.4%	206
HH owns any IBM/IBM compatible brand PC	222,123	61.8%	94
Brand of PC that HH owns: Compaq	27,758	7.7%	88
Brand of PC that HH owns: Dell	95,599	26.6%	93
Brand of PC that HH owns: Gateway	20,012	5.6%	80
Brand of PC that HH owns: Hewlett Packard	41,043	11.4%	81
Brand of PC that HH owns: Lenovo/IBM	5,963	1.7%	91
Brand of PC that HH owns: Sony Vaio	13,536	3.8%	143
Child (under 18) uses home PC	49,304	13.7%	65
HH owns CD burner	118,647	33.0%	91
HH owns CD ROM drive	134,149	37.4%	95
HH owns DVD drive	87,625	24.4%	107
HH owns LAN/network interface card	47,595	13.3%	115
HH owns inkjet printer	128,148	35.7%	81
HH owns laser printer	49,778	13.9%	98
HH owns removable cartridge storage device	18,905	5.3%	84
HH owns scanner	76,774	21.4%	77
HH owns PC speakers	131,010	36.5%	88
HH owns tape backup	7,413	2.1%	75
HH owns modem/fax modem	69,675	19.4%	86
HH owns software: accounting	30,705	8.5%	92
HH owns software: communications/fax	28,555	8.0%	95
HH owns software: database/filing	30,973	8.6%	99
HH owns software: desktop publishing	42,680	11.9%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	34,372	9.6%	96
HH owns software: entertainment/games	90,695	25.3%	87
HH owns software: personal finance/tax prep	42,087	11.7%	85
HH owns software: presentation graphics	38,059	10.6%	130
HH owns software: multimedia	53,192	14.8%	97
HH owns software: networking	37,471	10.4%	96
HH owns software: spreadsheet	77,887	21.7%	95
HH owns software: utility	28,029	7.8%	109
HH owns software: web authoring	15,727	4.4%	130
HH owns software: word processing	116,492	32.4%	97
Spent \$500+ on software for home PC in last 12 mo	11,577	3.2%	127
Purchased computer book in last 12 months	21,604	6.0%	124
HH owns fax machine	28,886	8.0%	91
Purchased audio equipment in last 12 months	33,296	9.3%	112
Purchased headphones in last 12 months	17,728	4.9%	142
HH owns camcorder	48,130	13.4%	68
Purchased camcorder in last 12 months	8,366	2.3%	105
HH owns digital camcorder	28,807	8.0%	91
HH owns CD player	147,512	41.1%	84
Purchased CD player in last 12 months	16,997	4.7%	90
HH owns DVD player	223,515	62.2%	97
Purchased DVD player in last 12 months	34,018	9.5%	90
HH owns 1 TV	121,228	33.8%	170
HH owns 2 TVs	101,887	28.4%	107
HH owns 3 TVs	59,905	16.7%	74
HH owns 4+ TVs	41,280	11.5%	55
HH owns color floor TV	130,636	36.4%	95
HH owns color portable TV	175,881	49.0%	87
HH owns miniature screen TV (<13 in)	24,017	6.7%	78
Most recent TV purchase: miniature screen (<13 in)	11,827	3.3%	102
HH owns regular screen TV (13"-26")	141,766	39.5%	86
Most recent TV purchase: regular screen (13"-26")	97,198	27.1%	103
HH owns large screen TV (27"-35")	154,040	42.9%	90
Most recent TV purchase: large screen (27"-35")	118,177	32.9%	98
HH owns big screen TV (36"-42")	50,308	14.0%	92
Most recent TV purchase: big screen (36"-42")	37,475	10.4%	94
HH owns giant screen TV (over 42")	37,106	10.3%	85
Most recent TV purchase: giant screen (over 42")	30,964	8.6%	90
HH owns LCD TV	46,727	13.0%	103
HH owns plasma TV	23,672	6.6%	112
HH owns projection TV	14,974	4.2%	75
HH owns VCR	129,284	36.0%	76
HH owns combination TV/VCR	42,876	11.9%	79
HH owns video game system	96,769	26.9%	86
Purchased video game system in last 12 months	28,400	7.9%	91
HH owns video game system: handheld	41,161	11.5%	78
HH owns video game system: attached to TV/computer	83,400	23.2%	86
HH owns video game system: Game Boy	17,052	4.7%	66
HH owns video game system: Game Boy Advance/SP	18,675	5.2%	70
HH owns video game system: Nintendo DS	18,031	5.0%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	15,950	4.4%	84
HH owns video game system: Sony PlayStation/PS One	10,932	3.0%	67
HH owns video game system: PlayStation 2	53,404	14.9%	86
HH owns video game system: Sony PSP	10,282	2.9%	123
HH owns video game system: Xbox	21,417	6.0%	89
HH owns video game system: Xbox 360	17,603	4.9%	121
HH purchased 5+ video games in last 12 months	34,801	9.7%	91
HH spent \$101+ on video games in last 12 months	25,116	7.0%	103
HH owns MP3 player	94,322	26.3%	132
Purchased MP3 player in last 12 months	34,790	9.7%	111
HH owns Apple iPod	48,442	13.5%	165
HH purchased Apple iPod in last 12 months	12,952	3.6%	121
Have any access to the Internet	540,535	80.1%	97
Have access to Internet: at home	443,654	65.8%	98
Have access to Internet: at work	267,354	39.6%	106
Have access to Internet: at school/library	156,896	23.3%	95
Have access to Internet: not hm/work/school/library	127,830	19.0%	101
Use Internet less than once a week	21,142	3.1%	77
Use Internet 1-2 times per week	31,393	4.7%	80
Use Internet 3-6 times per week	49,430	7.3%	88
Use Internet once a day	66,327	9.8%	92
Use Internet 2-4 times per day	112,279	16.6%	98
Use Internet 5 or more times per day	184,205	27.3%	125
Any Internet or online usage in last 30 days	461,495	68.4%	101
Used Internet in last 30 days: at home	403,646	59.8%	102
Used Internet in last 30 days: at work	237,390	35.2%	112
Used Internet in last 30 days: at school/library	60,921	9.0%	127
Used Internet/30 days: not home/work/school/library	77,185	11.4%	134
Internet last 30 days: used email	413,944	61.4%	104
Internet last 30 days: used Instant Messenger	200,017	29.7%	121
Internet last 30 days: paid bills online	221,248	32.8%	114
Internet last 30 days: visited online blog	92,277	13.7%	170
Internet last 30 days: wrote online blog	34,237	5.1%	153
Internet last 30 days: visited chat room	48,477	7.2%	159
Internet last 30 days: looked for employment	96,179	14.3%	135
Internet last 30 days: played games online	124,546	18.5%	97
Internet last 30 days: traded/tracked investments	79,748	11.8%	118
Internet last 30 days: downloaded music	152,535	22.6%	141
Internet last 30 days: made phone call	23,722	3.5%	122
Internet last 30 days: made personal purchase	223,185	33.1%	114
Internet last 30 days: made business purchase	71,057	10.5%	115
Internet last 30 days: made travel plans	146,857	21.8%	132
Internet last 30 days: watched online video	127,533	18.9%	134
Internet last 30 days: obtained new/used car info	55,859	8.3%	94
Internet last 30 days: obtained financial info	163,362	24.2%	112
Internet last 30 days: obtained medical info	110,335	16.4%	107
Internet last 30 days: obtained latest news	253,850	37.6%	108
Internet last 30 days: obtained real estate info	82,751	12.3%	118

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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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/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	147,630	21.9%	104
Ordered anything on Internet in last 12 months	223,264	33.1%	100
Ordered on Internet/12 mo: airline ticket	141,522	21.0%	130
Ordered on Internet/12 mo: CD/tape	40,607	6.0%	127
Ordered on Internet/12 mo: clothing	103,576	15.4%	119
Ordered on Internet/12 mo: computer	27,453	4.1%	118
Ordered on Internet/12 mo: computer peripheral	36,000	5.3%	132
Ordered on Internet/12 mo: DVD	50,266	7.5%	115
Ordered on Internet/12 mo: flowers	33,332	4.9%	117
Ordered on Internet/12 mo: software	41,695	6.2%	113
Ordered on Internet/12 mo: ticket (concert/sports)	80,534	11.9%	140
Ordered on Internet/12 mo: toy	34,260	5.1%	109
Purchased item from amazon.com in last 12 months	113,732	16.9%	137
Purchased item from barnes&noble.com in last 12 mo	28,627	4.2%	132
Purchased item from bestbuy.com in last 12 months	19,832	2.9%	124
Purchased item from ebay.com in last 12 months	68,534	10.2%	116
Purchased item from walmart.com in last 12 months	15,340	2.3%	69
Spent on Internet orders last 12 months: <\$200	51,136	7.6%	74
Spent on Internet orders last 12 months: \$200-499	57,464	8.5%	109
Spent on Internet orders last 12 months: \$500+	115,867	17.2%	123
Connection to Internet from home: dial-up modem	45,428	6.7%	54
Connection to Internet from home: cable modem	175,105	26.0%	107
Connection to Internet from home: DSL	162,253	24.1%	102
Connection to Internet from home: wireless	100,869	15.0%	151
Connection to Internet from home: any broadband	381,496	56.6%	108
DVDs rented in last 30 days: 1	17,584	2.6%	98
DVDs rented in last 30 days: 2	30,423	4.5%	96
DVDs rented in last 30 days: 3	18,283	2.7%	87
DVDs rented in last 30 days: 4	20,107	3.0%	75
DVDs rented in last 30 days: 5+	80,942	12.0%	91
Rented video tape/DVD last month: action/adventure	111,887	16.6%	86
Rented video tape/DVD last month: classic	31,650	4.7%	119
Rented video tape/DVD last month: comedy	117,143	17.4%	86
Rented video tape/DVD last month: drama	85,069	12.6%	96
Rented video tape/DVD last month: family/children	42,173	6.3%	71
Rented video tape/DVD last month: foreign	22,852	3.4%	181
Rented video tape/DVD last month: horror	39,710	5.9%	79
Rented video tape/DVD last month: romance	42,230	6.3%	90
Rented video tape/DVD last month: science fiction	31,701	4.7%	90
Rented video tape/DVD last mo at Blockbuster Video	80,177	11.9%	92
Rented video tape/DVD last mo at Hollywood Video	34,278	5.1%	105
Bought video tape/DVD last month: action/adventure	42,002	6.2%	79
Bought video tape/DVD last month: classic	14,809	2.2%	106
Bought video tape/DVD last month: comedy	41,676	6.2%	76
Bought video tape/DVD last month: drama	31,525	4.7%	109
Bought video tape/DVD last month: family/children	25,261	3.7%	63
Bought video tape/DVD last month: horror	21,608	3.2%	103
Bought video tape/DVD last month: romance	11,441	1.7%	75
Bought video tape/DVD last month: science fiction	17,376	2.6%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	15,748	2.3%	95
Bought blank video tape in last 6 months	51,044	7.6%	79
Bought 7+ blank video tapes in last 6 months	14,102	2.1%	101
DVDs purchased in last 30 days: 1	33,128	4.9%	92
DVDs purchased in last 30 days: 2	29,077	4.3%	82
DVDs purchased in last 30 days: 3-4	27,648	4.1%	84
DVDs purchased in last 30 days: 5+	32,816	4.9%	90
Bought any camera in last 12 months	91,859	13.6%	92
Spent on cameras in last 12 months: <\$100	31,623	4.7%	83
Spent on cameras in last 12 months: \$100-199	15,408	2.3%	81
Spent on cameras in last 12 months: \$200+	37,989	5.6%	122
Own APS (point & shoot or SLR) camera	18,271	2.7%	96
Own digital camera	192,936	28.6%	92
Bought digital camera in last 12 months	49,824	7.4%	105
Own digital point & shoot camera	137,521	20.4%	88
Bought digital point & shoot camera in last 12 mo	34,064	5.1%	99
Own digital SLR camera	60,127	8.9%	99
Bought digital SLR camera in last 12 months	20,406	3.0%	124
Own instant developing camera	13,184	2.0%	93
Own 35mm auto focus point & shoot camera	23,593	3.5%	66
Own 35mm auto focus single lens reflex camera	16,936	2.5%	95
Own 35mm auto focus zoom camera	28,730	4.3%	68
Own 35mm single lens reflex camera	22,556	3.3%	97
Own Canon camera	108,697	16.1%	109
Bought Canon camera in last 12 months	21,287	3.2%	135
Own Fuji camera	26,673	4.0%	85
Bought Fuji camera in last 12 months	10,385	1.5%	82
Own Kodak camera	56,236	8.3%	67
Bought Kodak camera in last 12 months	20,280	3.0%	83
Own Nikon camera	31,821	4.7%	95
Own Olympus camera	29,563	4.4%	89
Own Polaroid camera	15,601	2.3%	90
Bought any camera accessory in last 12 months	118,230	17.5%	92
Bought film in last 12 months	125,083	18.5%	79
Bought film in last 12 months: <3 rolls	55,456	8.2%	82
Bought film in last 12 months: 3-6 rolls	41,875	6.2%	77
Bought film in last 12 months: 7+ rolls	32,889	4.9%	83
Bought film in last 12 mo: APS (color prints)	17,666	2.6%	92
Bought film in last 12 mo: instant developing	18,295	2.7%	117
Bought film in last 12 mo: 35mm (black & white)	11,986	1.8%	151
Bought film in last 12 mo: 35mm (color prints)	63,030	9.3%	62
Bought Fuji film in last 12 months	31,333	4.6%	69
Bought Kodak film in last 12 months	83,576	12.4%	82
Bought store-brand film in last 12 months	13,623	2.0%	90
Purchased film in last 12 mo: department store	18,470	2.7%	64
Purchased film in last 12 mo: discount store	30,069	4.5%	67

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Electronics & Internet Market Potential

Sample

Proposed Location
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	36,399	5.4%	94
Purchased film in last 12 mo: grocery store	13,182	2.0%	68
Purchased film in last 12 mo: 1 hour service store	17,799	2.6%	102
Had film processed at department store	12,210	1.8%	69
Had film processed at discount store	17,609	2.6%	60
Had film processed at drug store	28,854	4.3%	80
Had film processed at grocery store	7,894	1.2%	69
Had film processed at 1 hour service store	16,725	2.5%	84
Bought memory card for camera in last 12 months	47,633	7.1%	93
Own memory card for camera	128,570	19.1%	84

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