



**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
Total Number of Adults	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 of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	21,887	52.6%	104
Bought any women's apparel in last 12 months	17,905	43.0%	94
Bought apparel for child <13 in last 6 months	6,108	14.7%	52
Bought any shoes in last 12 months	24,002	57.7%	110
Bought costume jewelry in last 12 months	8,055	19.4%	93
Bought any fine jewelry in last 12 months	8,460	20.3%	89
Bought a watch in last 12 months	8,611	20.7%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	18,131	74.5%	85
HH bought new vehicle in last 12 months	1,899	7.8%	95
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	32,899	79.0%	91
Bought/changed motor oil in last 12 months	15,444	37.1%	72
Had tune-up in last 12 months	14,749	35.4%	113
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	29,846	71.7%	114
Drank regular cola in last 6 months	19,299	46.4%	89
Drank beer/ale in last 6 months	22,284	53.5%	126
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	6,075	14.6%	98
Bought film in last 12 months	8,353	20.1%	85
Bought digital camera in last 12 months	4,225	10.2%	144
Bought memory card for camera in last 12 months	2,934	7.0%	93
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	14,199	34.1%	116
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	10,654	25.6%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	14,701	35.3%	111
Avg monthly cell/mobile phone/PDA bill: \$100+	8,091	19.4%	127
<b>Computers (Households)</b>			
HH owns a personal computer	21,143	86.9%	121
HH spent <\$500 on home PC	1,929	7.9%	88
HH spent \$500-\$999 on home PC	4,511	18.5%	101
HH spent \$1000-\$1499 on home PC	3,088	12.7%	153
HH spent \$1500-\$1999 on home PC	3,088	12.7%	153
Spent \$2000+ on home PC	3,283	13.5%	174

**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: 1 mile radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	25,551	61.4%	103
Bought cigarettes at convenience store in last 30 days	4,048	9.7%	66
Bought gas at convenience store in last 30 days	9,386	22.6%	68
Spent at convenience store in last 30 days: <\$20	6,290	15.1%	156
Spent at convenience store in last 30 days: \$20-39	4,956	11.9%	119
Spent at convenience store in last 30 days: \$40+	10,291	24.7%	70
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	29,866	71.8%	123
Went to live theater in last 6 months	8,810	21.2%	168
Went to a bar/night club in last 12 months	15,413	37.0%	202
Dined out in last 12 months	24,350	58.5%	120
Gambled at a casino in last 12 months	7,739	18.6%	116
Visited a theme park in last 12 months	9,570	23.0%	103
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
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
Spent on toys/games in last 12 months: <\$50	1,704	4.1%	65
Spent on toys/games in last 12 months: \$50-\$99	789	1.9%	69
Spent on toys/games in last 12 months: \$100-\$199	2,223	5.3%	75
Spent on toys/games in last 12 months: \$200-\$499	3,650	8.8%	84
Spent on toys/games in last 12 months: \$500+	1,860	4.5%	81
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,611	18.3%	101
Used ATM/cash machine in last 12 months	27,865	66.9%	132
Own any stock	5,078	12.2%	136
Own U.S. savings bond	2,455	5.9%	83
Own shares in mutual fund (stock)	4,486	10.8%	115
Own shares in mutual fund (bonds)	2,982	7.2%	124
Used full service brokerage firm in last 12 months	3,291	7.9%	130
Used discount brokerage firm in last 12 months	1,085	2.6%	132
Have 401K retirement savings	8,650	20.8%	126
Own any credit/debit card (in own name)	34,214	82.2%	112
Avg monthly credit card expenditures: <\$111	5,061	12.2%	83
Avg monthly credit card expenditures: \$111-225	3,615	8.7%	96
Avg monthly credit card expenditures: \$226-450	3,594	8.6%	100
Avg monthly credit card expenditures: \$451-700	3,802	9.1%	128
Avg monthly credit card expenditures: \$701+	10,852	26.1%	190

**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: 1 mile radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	23,556	56.6%	82
Used bread in last 6 months	38,644	92.8%	96
Used chicken/turkey (fresh or frozen) in last 6 months	28,714	69.0%	93
Used fish/seafood (fresh or frozen) in last 6 months	18,757	45.1%	88
Used fresh fruit/vegetables in last 6 months	35,561	85.4%	99
Used fresh milk in last 6 months	35,776	86.0%	95
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	14,381	34.6%	117
Exercise at club 2+ times per week	11,441	27.5%	238
Visited a doctor in last 12 months	32,848	78.9%	101
Used vitamin/dietary supplement in last 6 months	22,737	54.6%	114
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,574	18.8%	60
Used housekeeper/maid/professional cleaning service in last 12 months	4,397	18.1%	115
Purchased any HH furnishing in last 12 months	2,786	11.4%	108
Purchased bedding/bath goods in last 12 months	14,796	60.8%	111
Purchased cooking/serving product in last 12 months	7,186	29.5%	109
Bought any kitchen appliance in last 12 months	3,136	12.9%	73
<b>Insurance (Adults)</b>			
Currently carry any life insurance	16,702	40.1%	83
Have medical/hospital/accident insurance	32,510	78.1%	107
Carry homeowner insurance	14,635	35.2%	66
Carry renter insurance	4,834	11.6%	193
Have auto/other vehicle insurance	31,172	74.9%	89
<b>Pets (Households)</b>			
HH owns any pet	7,690	31.6%	66
HH owns any cat	4,644	19.1%	82
HH owns any dog	4,009	16.5%	48
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	26,293	63.2%	128
Read any daily newspaper	18,191	43.7%	102
Heavy magazine reader	10,649	25.6%	128
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	31,283	75.2%	103
Went to family restaurant/steak house last mo: <2 times	13,016	31.3%	120
Went to family restaurant/steak house last mo: 2-4 times	11,081	26.6%	97
Went to family restaurant/steak house last mo: 5+ times	7,186	17.3%	88
Went to fast food/drive-in restaurant in last 6 mo	36,852	88.5%	99
Went to fast food/drive-in restaurant <5 times/mo	15,179	36.5%	119
Went to fast food/drive-in 5-12 times/mo	11,294	27.1%	86
Went to fast food/drive-in restaurant 13+ times/mo	10,379	24.9%	90
Fast food/drive-in last 6 mo: eat in	16,948	40.7%	106
Fast food/drive-in last 6 mo: home delivery	4,774	11.5%	103
Fast food/drive-in last 6 mo: take-out/drive-thru	17,774	42.7%	82
Fast food/drive-in last 6 mo: take-out/walk-in	14,415	34.6%	141

**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: 1 mile radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	12,606	51.8%	81
HH average monthly long distance phone bill: <\$16	6,457	26.5%	95
HH average monthly long distance phone bill: \$16-25	2,905	11.9%	102
HH average monthly long distance phone bill: \$26-59	2,232	9.2%	94
HH average monthly long distance phone bill: \$60+	1,187	4.9%	111
<b>Television &amp; Sound Equipment (Households)</b>			
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 subscribes to cable TV	16,856	69.3%	120
HH watched 15+ hours of cable TV last week	13,324	54.7%	91
Purchased audio equipment in last 12 months	2,610	10.7%	129
Purchased CD player in last 12 months	1,143	4.7%	89
Purchased DVD player in last 12 months	2,336	9.6%	91
Purchased MP3 player in last 12 months	2,851	11.7%	134
Purchased video game system in last 12 months	1,998	8.2%	94
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	27,587	66.3%	125
Took 3+ domestic trips in last 12 months	12,834	30.8%	148
Spent on domestic vacations last 12 mo: <\$1000	7,512	18.0%	143
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,143	10.0%	144
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,658	4.0%	99
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,033	4.9%	119
Spent on domestic vacations last 12 mo: \$3000+	2,492	6.0%	124
Foreign travel in last 3 years	20,379	49.0%	195
Took 3+ foreign trips by plane in last 3 years	5,348	12.8%	284
Spent on foreign vacations last 12 mo: <\$1000	5,339	12.8%	233
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,816	9.2%	230
Spent on foreign vacations: \$3000+	3,634	8.7%	188
Stayed 1+ nights at hotel/motel in last 12 months	21,007	50.5%	122

**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

Demographic Summary	2010	2015
Population	343,403	353,272
Total Number of Adults	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 of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	139,377	49.4%	98
Bought any women's apparel in last 12 months	120,559	42.7%	94
Bought apparel for child <13 in last 6 months	58,006	20.6%	73
Bought any shoes in last 12 months	148,888	52.8%	101
Bought costume jewelry in last 12 months	54,250	19.2%	92
Bought any fine jewelry in last 12 months	61,521	21.8%	95
Bought a watch in last 12 months	56,071	19.9%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	114,592	69.6%	80
HH bought new vehicle in last 12 months	11,279	6.9%	83
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	206,403	73.2%	84
Bought/changed motor oil in last 12 months	97,303	34.5%	67
Had tune-up in last 12 months	88,405	31.3%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	194,250	68.9%	109
Drank regular cola in last 6 months	138,907	49.3%	94
Drank beer/ale in last 6 months	136,476	48.4%	114
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	38,704	13.7%	92
Bought film in last 12 months	53,894	19.1%	81
Bought digital camera in last 12 months	23,105	8.2%	116
Bought memory card for camera in last 12 months	21,446	7.6%	100
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	87,385	31.0%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	68,579	24.3%	94
Avg monthly cell/mobile phone/PDA bill: \$50-99	95,546	33.9%	107
Avg monthly cell/mobile phone/PDA bill: \$100+	45,145	16.0%	104
<b>Computers (Households)</b>			
HH owns a personal computer	126,789	77.1%	107
HH spent <\$500 on home PC	12,471	7.6%	84
HH spent \$500-\$999 on home PC	26,047	15.8%	86
HH spent \$1000-\$1499 on home PC	16,554	10.1%	121
HH spent \$1500-\$1999 on home PC	16,554	10.1%	121
Spent \$2000+ on home PC	17,773	10.8%	139

**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/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	160,432	56.9%	95
Bought cigarettes at convenience store in last 30 days	29,479	10.5%	71
Bought gas at convenience store in last 30 days	53,561	19.0%	57
Spent at convenience store in last 30 days: <\$20	35,640	12.6%	130
Spent at convenience store in last 30 days: \$20-39	31,438	11.1%	112
Spent at convenience store in last 30 days: \$40+	68,611	24.3%	69
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	184,028	65.3%	112
Went to live theater in last 6 months	45,982	16.3%	130
Went to a bar/night club in last 12 months	72,607	25.7%	140
Dined out in last 12 months	138,861	49.2%	101
Gambled at a casino in last 12 months	45,247	16.0%	100
Visited a theme park in last 12 months	63,398	22.5%	101
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
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
Spent on toys/games in last 12 months: <\$50	12,872	4.6%	73
Spent on toys/games in last 12 months: \$50-\$99	6,089	2.2%	79
Spent on toys/games in last 12 months: \$100-\$199	18,269	6.5%	91
Spent on toys/games in last 12 months: \$200-\$499	23,805	8.4%	81
Spent on toys/games in last 12 months: \$500+	12,306	4.4%	79
<b>Financial (Adults)</b>			
Have home mortgage (1st)	40,713	14.4%	79
Used ATM/cash machine in last 12 months	159,093	56.4%	111
Own any stock	26,882	9.5%	106
Own U.S. savings bond	15,268	5.4%	76
Own shares in mutual fund (stock)	26,317	9.3%	99
Own shares in mutual fund (bonds)	16,551	5.9%	102
Used full service brokerage firm in last 12 months	18,157	6.4%	106
Used discount brokerage firm in last 12 months	6,123	2.2%	110
Have 401K retirement savings	48,157	17.1%	103
Own any credit/debit card (in own name)	203,708	72.2%	99
Avg monthly credit card expenditures: <\$111	31,843	11.3%	77
Avg monthly credit card expenditures: \$111-225	23,369	8.3%	92
Avg monthly credit card expenditures: \$226-450	22,951	8.1%	95
Avg monthly credit card expenditures: \$451-700	23,245	8.2%	115
Avg monthly credit card expenditures: \$701+	55,771	19.8%	144

**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/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	162,141	57.5%	83
Used bread in last 6 months	263,613	93.5%	97
Used chicken/turkey (fresh or frozen) in last 6 months	194,272	68.9%	92
Used fish/seafood (fresh or frozen) in last 6 months	128,360	45.5%	89
Used fresh fruit/vegetables in last 6 months	236,818	84.0%	97
Used fresh milk in last 6 months	241,075	85.5%	94
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	84,293	29.9%	102
Exercise at club 2+ times per week	54,478	19.3%	167
Visited a doctor in last 12 months	213,208	75.6%	97
Used vitamin/dietary supplement in last 6 months	135,899	48.2%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	31,594	19.2%	61
Used housekeeper/maid/professional cleaning service in last 12 months	26,902	16.4%	104
Purchased any HH furnishing in last 12 months	17,105	10.4%	98
Purchased bedding/bath goods in last 12 months	91,800	55.8%	102
Purchased cooking/serving product in last 12 months	45,297	27.5%	102
Bought any kitchen appliance in last 12 months	23,569	14.3%	81
<b>Insurance (Adults)</b>			
Currently carry any life insurance	98,665	35.0%	72
Have medical/hospital/accident insurance	195,414	69.3%	95
Carry homeowner insurance	85,540	30.3%	57
Carry renter insurance	28,334	10.0%	167
Have auto/other vehicle insurance	194,605	69.0%	82
<b>Pets (Households)</b>			
HH owns any pet	48,832	29.7%	62
HH owns any cat	27,912	17.0%	73
HH owns any dog	27,563	16.8%	48
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	152,137	53.9%	109
Read any daily newspaper	112,974	40.1%	93
Heavy magazine reader	66,646	23.6%	119
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	193,314	68.5%	94
Went to family restaurant/steak house last mo: <2 times	81,837	29.0%	112
Went to family restaurant/steak house last mo: 2-4 times	69,982	24.8%	90
Went to family restaurant/steak house last mo: 5+ times	41,490	14.7%	75
Went to fast food/drive-in restaurant in last 6 mo	243,962	86.5%	96
Went to fast food/drive-in restaurant <5 times/mo	96,140	34.1%	112
Went to fast food/drive-in 5-12 times/mo	78,026	27.7%	88
Went to fast food/drive-in restaurant 13+ times/mo	69,797	24.7%	89
Fast food/drive-in last 6 mo: eat in	104,058	36.9%	96
Fast food/drive-in last 6 mo: home delivery	31,956	11.3%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	111,847	39.7%	76
Fast food/drive-in last 6 mo: take-out/walk-in	83,429	29.6%	121

**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/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	84,954	51.6%	80
HH average monthly long distance phone bill: <\$16	39,705	24.1%	87
HH average monthly long distance phone bill: \$16-25	17,922	10.9%	93
HH average monthly long distance phone bill: \$26-59	15,003	9.1%	94
HH average monthly long distance phone bill: \$60+	8,149	5.0%	113
<b>Television &amp; Sound Equipment (Households)</b>			
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 subscribes to cable TV	106,381	64.7%	112
HH watched 15+ hours of cable TV last week	85,615	52.0%	87
Purchased audio equipment in last 12 months	15,913	9.7%	116
Purchased CD player in last 12 months	7,745	4.7%	89
Purchased DVD player in last 12 months	15,618	9.5%	90
Purchased MP3 player in last 12 months	17,142	10.4%	119
Purchased video game system in last 12 months	12,670	7.7%	88
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	154,340	54.7%	103
Took 3+ domestic trips in last 12 months	65,601	23.3%	112
Spent on domestic vacations last 12 mo: <\$1000	41,946	14.9%	118
Spent on domestic vacations last 12 mo: \$1000-\$1499	21,176	7.5%	109
Spent on domestic vacations last 12 mo: \$1500-\$1999	10,338	3.7%	91
Spent on domestic vacations last 12 mo: \$2000-\$2999	11,765	4.2%	101
Spent on domestic vacations last 12 mo: \$3000+	13,849	4.9%	102
Foreign travel in last 3 years	110,390	39.1%	156
Took 3+ foreign trips by plane in last 3 years	27,704	9.8%	217
Spent on foreign vacations last 12 mo: <\$1000	26,214	9.3%	169
Spent on foreign vacations last 12 mo: \$1000-\$2999	20,858	7.4%	186
Spent on foreign vacations: \$3000+	20,979	7.4%	160
Stayed 1+ nights at hotel/motel in last 12 months	114,396	40.6%	98

**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: 5 miles radius

Latitude: 41.8805  
Longitude: -87.63715

Demographic Summary	2010	2015
Population	865,089	875,185
Total Number of Adults	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 of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	326,765	48.4%	96
Bought any women's apparel in last 12 months	286,032	42.4%	93
Bought apparel for child <13 in last 6 months	162,894	24.2%	85
Bought any shoes in last 12 months	346,441	51.4%	98
Bought costume jewelry in last 12 months	133,963	19.9%	95
Bought any fine jewelry in last 12 months	148,314	22.0%	96
Bought a watch in last 12 months	135,280	20.1%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	249,348	69.4%	80
HH bought new vehicle in last 12 months	23,042	6.4%	78
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	488,030	72.4%	83
Bought/changed motor oil in last 12 months	238,736	35.4%	68
Had tune-up in last 12 months	203,916	30.2%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	457,167	67.8%	108
Drank regular cola in last 6 months	352,458	52.3%	100
Drank beer/ale in last 6 months	314,415	46.6%	110
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	91,859	13.6%	92
Bought film in last 12 months	125,083	18.5%	79
Bought digital camera in last 12 months	49,824	7.4%	105
Bought memory card for camera in last 12 months	47,633	7.1%	93
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	202,059	30.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	156,368	23.2%	90
Avg monthly cell/mobile phone/PDA bill: \$50-99	227,750	33.8%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	103,373	15.3%	100
<b>Computers (Households)</b>			
HH owns a personal computer	261,297	72.8%	101
HH spent <\$500 on home PC	26,646	7.4%	82
HH spent \$500-\$999 on home PC	54,205	15.1%	82
HH spent \$1000-\$1499 on home PC	32,877	9.2%	110
HH spent \$1500-\$1999 on home PC	32,877	9.2%	110
Spent \$2000+ on home PC	34,961	9.7%	126

**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: 5 miles radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	380,289	56.4%	94
Bought cigarettes at convenience store in last 30 days	73,236	10.9%	74
Bought gas at convenience store in last 30 days	128,977	19.1%	58
Spent at convenience store in last 30 days: <\$20	81,362	12.1%	124
Spent at convenience store in last 30 days: \$20-39	72,820	10.8%	108
Spent at convenience store in last 30 days: \$40+	169,688	25.2%	72
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	429,289	63.7%	109
Went to live theater in last 6 months	94,436	14.0%	111
Went to a bar/night club in last 12 months	152,028	22.5%	123
Dined out in last 12 months	301,150	44.7%	91
Gambled at a casino in last 12 months	105,583	15.7%	97
Visited a theme park in last 12 months	152,148	22.6%	102
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
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
Spent on toys/games in last 12 months: <\$50	34,209	5.1%	81
Spent on toys/games in last 12 months: \$50-\$99	15,191	2.3%	82
Spent on toys/games in last 12 months: \$100-\$199	45,676	6.8%	95
Spent on toys/games in last 12 months: \$200-\$499	56,082	8.3%	80
Spent on toys/games in last 12 months: \$500+	27,278	4.0%	73
<b>Financial (Adults)</b>			
Have home mortgage (1st)	86,323	12.8%	70
Used ATM/cash machine in last 12 months	348,679	51.7%	102
Own any stock	54,445	8.1%	90
Own U.S. savings bond	32,155	4.8%	67
Own shares in mutual fund (stock)	52,888	7.8%	83
Own shares in mutual fund (bonds)	34,248	5.1%	88
Used full service brokerage firm in last 12 months	37,319	5.5%	91
Used discount brokerage firm in last 12 months	13,085	1.9%	98
Have 401K retirement savings	100,537	14.9%	90
Own any credit/debit card (in own name)	452,535	67.1%	92
Avg monthly credit card expenditures: <\$111	76,149	11.3%	77
Avg monthly credit card expenditures: \$111-225	53,611	7.9%	88
Avg monthly credit card expenditures: \$226-450	52,708	7.8%	91
Avg monthly credit card expenditures: \$451-700	50,689	7.5%	105
Avg monthly credit card expenditures: \$701+	113,185	16.8%	122

**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: 5 miles radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	393,800	58.4%	84
Used bread in last 6 months	631,396	93.6%	97
Used chicken/turkey (fresh or frozen) in last 6 months	470,567	69.8%	94
Used fish/seafood (fresh or frozen) in last 6 months	314,057	46.6%	91
Used fresh fruit/vegetables in last 6 months	564,754	83.7%	97
Used fresh milk in last 6 months	578,572	85.8%	94
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	187,573	27.8%	94
Exercise at club 2+ times per week	110,462	16.4%	142
Visited a doctor in last 12 months	497,450	73.8%	94
Used vitamin/dietary supplement in last 6 months	300,192	44.5%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	67,563	18.8%	60
Used housekeeper/maid/professional cleaning service in last 12 months	53,885	15.0%	96
Purchased any HH furnishing in last 12 months	35,515	9.9%	94
Purchased bedding/bath goods in last 12 months	197,368	55.0%	101
Purchased cooking/serving product in last 12 months	94,348	26.3%	97
Bought any kitchen appliance in last 12 months	50,217	14.0%	79
<b>Insurance (Adults)</b>			
Currently carry any life insurance	223,601	33.2%	69
Have medical/hospital/accident insurance	442,945	65.7%	90
Carry homeowner insurance	196,099	29.1%	55
Carry renter insurance	62,192	9.2%	153
Have auto/other vehicle insurance	458,004	67.9%	81
<b>Pets (Households)</b>			
HH owns any pet	104,006	29.0%	61
HH owns any cat	56,986	15.9%	68
HH owns any dog	61,543	17.1%	49
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	334,620	49.6%	100
Read any daily newspaper	254,885	37.8%	88
Heavy magazine reader	149,607	22.2%	111
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	451,292	66.9%	92
Went to family restaurant/steak house last mo: <2 times	192,663	28.6%	110
Went to family restaurant/steak house last mo: 2-4 times	160,290	23.8%	87
Went to family restaurant/steak house last mo: 5+ times	98,373	14.6%	75
Went to fast food/drive-in restaurant in last 6 mo	585,185	86.8%	97
Went to fast food/drive-in restaurant <5 times/mo	225,410	33.4%	109
Went to fast food/drive-in 5-12 times/mo	188,485	27.9%	89
Went to fast food/drive-in restaurant 13+ times/mo	171,243	25.4%	92
Fast food/drive-in last 6 mo: eat in	238,409	35.3%	92
Fast food/drive-in last 6 mo: home delivery	78,859	11.7%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	265,488	39.4%	75
Fast food/drive-in last 6 mo: take-out/walk-in	189,063	28.0%	114

**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: 5 miles radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	184,289	51.3%	80
HH average monthly long distance phone bill: <\$16	83,570	23.3%	84
HH average monthly long distance phone bill: \$16-25	37,244	10.4%	88
HH average monthly long distance phone bill: \$26-59	31,802	8.9%	91
HH average monthly long distance phone bill: \$60+	18,237	5.1%	116
<b>Television &amp; Sound Equipment (Households)</b>			
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 subscribes to cable TV	221,757	61.7%	107
HH watched 15+ hours of cable TV last week	185,400	51.6%	86
Purchased audio equipment in last 12 months	33,296	9.3%	112
Purchased CD player in last 12 months	16,997	4.7%	90
Purchased DVD player in last 12 months	34,018	9.5%	90
Purchased MP3 player in last 12 months	34,790	9.7%	111
Purchased video game system in last 12 months	28,400	7.9%	91
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	332,259	49.3%	93
Took 3+ domestic trips in last 12 months	131,153	19.4%	94
Spent on domestic vacations last 12 mo: <\$1000	91,718	13.6%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	44,172	6.5%	95
Spent on domestic vacations last 12 mo: \$1500-\$1999	22,808	3.4%	84
Spent on domestic vacations last 12 mo: \$2000-\$2999	25,635	3.8%	92
Spent on domestic vacations last 12 mo: \$3000+	28,673	4.3%	88
Foreign travel in last 3 years	236,333	35.0%	140
Took 3+ foreign trips by plane in last 3 years	55,232	8.2%	181
Spent on foreign vacations last 12 mo: <\$1000	56,786	8.4%	153
Spent on foreign vacations last 12 mo: \$1000-\$2999	45,957	6.8%	171
Spent on foreign vacations: \$3000+	41,707	6.2%	133
Stayed 1+ nights at hotel/motel in last 12 months	243,426	36.1%	87

**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.