



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

**Latitude: 41.8805**  
**Longitude: -87.63715**

**Summary Demographics**

2010 Population	39,102
2010 Households	21,125
2010 Median Disposable Income	\$62,128
2010 Per Capita Income	\$60,674

**Industry Summary**

	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Leakage/Surplus Factor</b>	<b>Number of Businesses</b>
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$877,868,294	\$3,596,418,003	\$-2,718,549,709	-60.8	2,755
Total Retail Trade (NAICS 44-45)	\$740,080,956	\$2,607,749,605	\$-1,867,668,649	-55.8	1,747
Total Food & Drink (NAICS 722)	\$137,787,338	\$988,668,398	\$-850,881,060	-75.5	1,008

<b>Industry Group</b>	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Leakage/Surplus Factor</b>	<b>Number of Businesses</b>
Motor Vehicle & Parts Dealers (NAICS 441)	\$180,785,806	\$128,359,772	\$52,426,034	17.0	26
Automobile Dealers (NAICS 4411)	\$160,554,822	\$84,390,381	\$76,164,441	31.1	10
Other Motor Vehicle Dealers (NAICS 4412)	\$10,161,189	\$40,284,794	\$-30,123,605	-59.7	13
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$10,069,795	\$3,684,597	\$6,385,198	46.4	3
Furniture & Home Furnishings Stores (NAICS 442)	\$25,181,783	\$74,889,311	\$-49,707,528	-49.7	113
Furniture Stores (NAICS 4421)	\$15,161,165	\$29,933,438	\$-14,772,273	-32.8	53
Home Furnishings Stores (NAICS 4422)	\$10,020,618	\$44,955,873	\$-34,935,255	-63.5	60
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$21,143,554	\$225,702,930	\$-204,559,376	-82.9	259
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$26,991,982	\$78,377,941	\$-51,385,959	-48.8	55
Building Material and Supplies Dealers (NAICS 4441)	\$25,698,562	\$78,104,387	\$-52,405,825	-50.5	53
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,293,420	\$273,554	\$1,019,866	65.1	2
Food & Beverage Stores (NAICS 445)	\$141,722,220	\$317,485,773	\$-175,763,553	-38.3	149
Grocery Stores (NAICS 4451)	\$125,913,260	\$278,700,133	\$-152,786,873	-37.8	77
Specialty Food Stores (NAICS 4452)	\$5,641,108	\$19,942,316	\$-14,301,208	-55.9	54
Beer, Wine, and Liquor Stores (NAICS 4453)	\$10,167,852	\$18,843,324	\$-8,675,472	-29.9	18
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$28,314,104	\$75,681,007	\$-47,366,903	-45.5	102
Gasoline Stations (NAICS 447/4471)	\$106,545,381	\$347,121,176	\$-240,575,795	-53.0	25
Clothing and Clothing Accessories Stores (NAICS 448)	\$38,817,976	\$183,183,072	\$-144,365,096	-65.0	415
Clothing Stores (NAICS 4481)	\$29,284,223	\$115,141,091	\$-85,856,868	-59.4	143
Shoe Stores (NAICS 4482)	\$4,644,820	\$12,791,715	\$-8,146,895	-46.7	28
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,888,933	\$55,250,266	\$-50,361,333	-83.7	244
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,412,997	\$86,218,229	\$-74,805,232	-76.6	133
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,122,195	\$16,507,817	\$-10,385,622	-45.9	56
Book, Periodical, and Music Stores (NAICS 4512)	\$5,290,802	\$69,710,412	\$-64,419,610	-85.9	77

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

**Source:** ESRI and infoUSA®

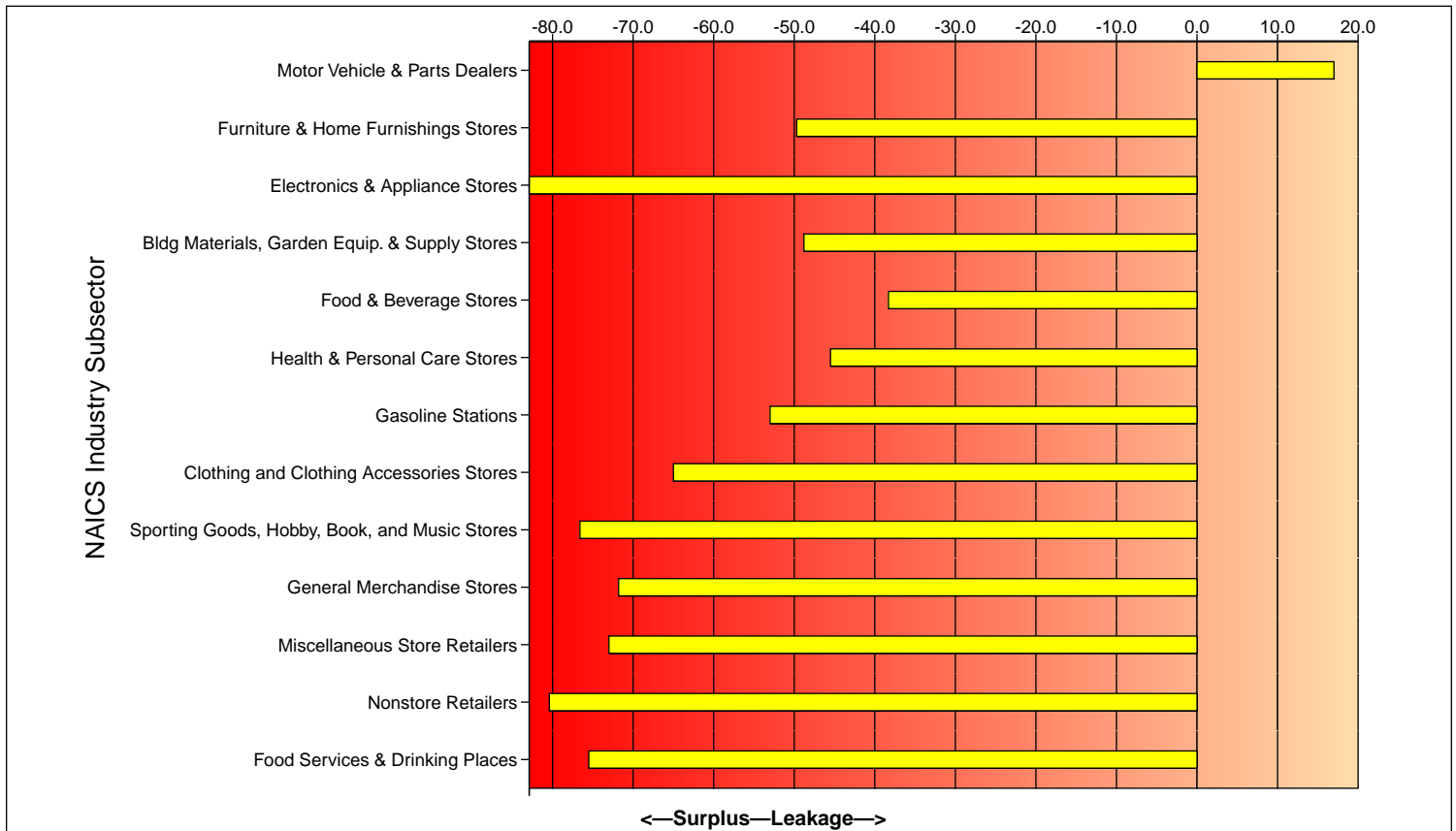


Proposed Location  
 100 S Wacker Dr, Chicago, IL 60606-4006  
 Ring: 1 mile radius

Latitude: 41.8805  
 Longitude: -87.63715

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$108,039,431	\$657,689,087	-\$549,649,656	-71.8	90
Department Stores Excluding Leased Depts.(NAICS 4521)	\$46,088,621	\$232,121,744	-\$186,033,123	-66.9	12
Other General Merchandise Stores (NAICS 4529)	\$61,950,810	\$425,567,343	-\$363,616,533	-74.6	78
Miscellaneous Store Retailers (NAICS 453)	\$13,156,470	\$84,137,040	-\$70,980,570	-73.0	345
Florists (NAICS 4531)	\$1,278,561	\$16,129,177	-\$14,850,616	-85.3	49
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,791,120	\$19,609,512	-\$17,818,392	-83.3	97
Used Merchandise Stores (NAICS 4533)	\$1,032,295	\$2,926,231	-\$1,893,936	-47.8	27
Other Miscellaneous Store Retailers (NAICS 4539)	\$9,054,494	\$45,472,120	-\$36,417,626	-66.8	172
Nonstore Retailers (NAICS 454)	\$37,969,252	\$348,904,267	-\$310,935,015	-80.4	35
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$24,502,367	\$303,450,782	-\$278,948,415	-85.1	4
Vending Machine Operators (NAICS 4542)	\$4,958,172	\$8,206,800	-\$3,248,628	-24.7	8
Direct Selling Establishments (NAICS 4543)	\$8,508,713	\$37,246,685	-\$28,737,972	-62.8	23
Food Services & Drinking Places (NAICS 722)	\$137,787,338	\$988,668,398	-\$850,881,060	-75.5	1,008
Full-Service Restaurants (NAICS 7221)	\$64,076,325	\$504,878,252	-\$440,801,927	-77.5	548
Limited-Service Eating Places (NAICS 7222)	\$52,403,597	\$304,817,676	-\$252,414,079	-70.7	338
Special Food Services (NAICS 7223)	\$14,399,532	\$89,025,943	-\$74,626,411	-72.2	56
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$6,907,884	\$89,946,527	-\$83,038,643	-85.7	66

Leakage/Surplus Factor by Industry Subsector

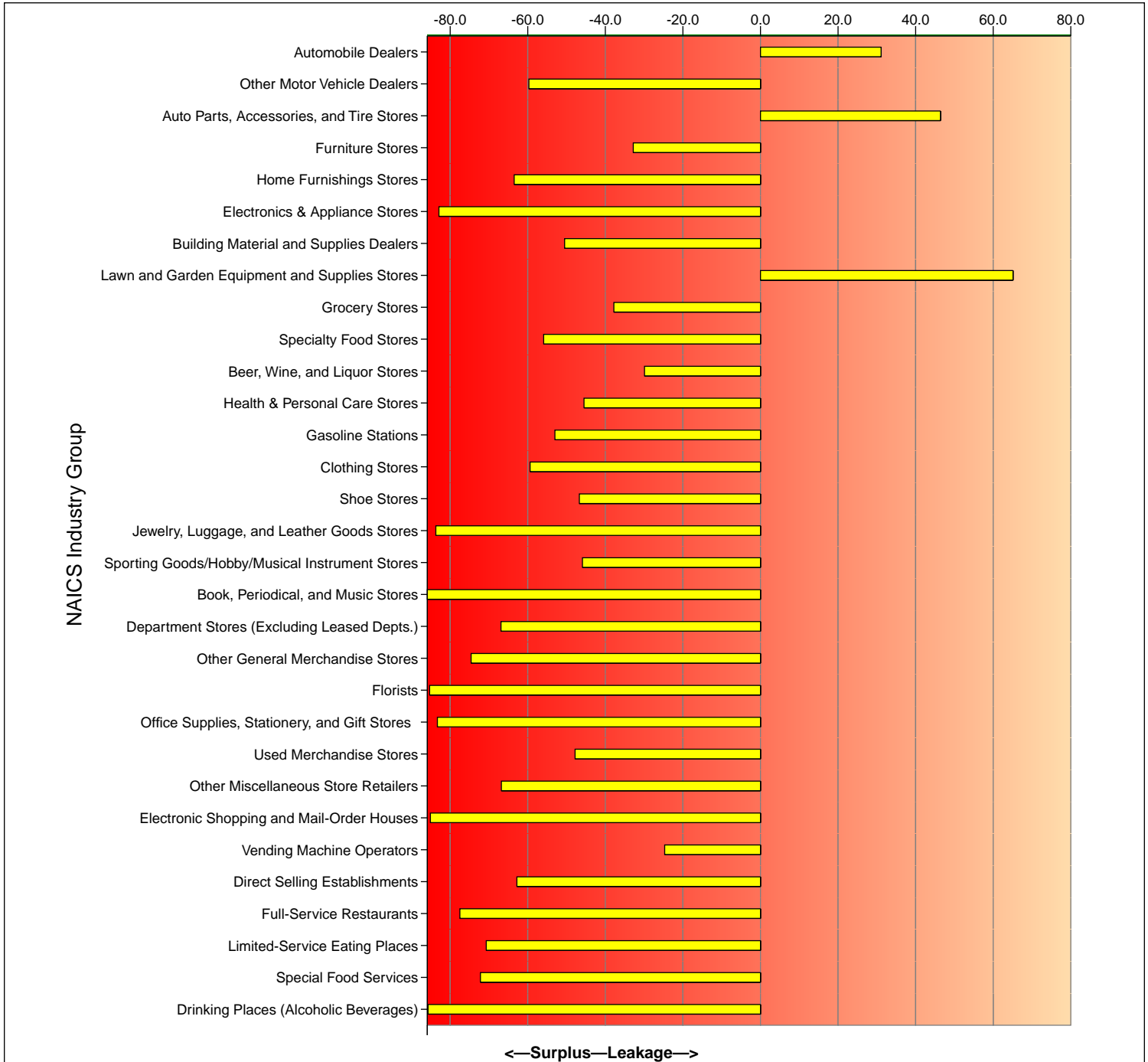


Source: ESRI and infoUSA®

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

Latitude: 41.8805  
 Longitude: -87.63715

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



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

**Latitude: 41.8805**  
**Longitude: -87.63715**

**Summary Demographics**

2010 Population	333,013
2010 Households	158,630
2010 Median Disposable Income	\$50,889
2010 Per Capita Income	\$46,090

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$5,672,020,914	\$8,335,930,908	\$-2,663,909,994	-19.0	6,252
Total Retail Trade (NAICS 44-45)	\$4,787,581,468	\$5,676,433,078	\$-888,851,610	-8.5	3,970
Total Food & Drink (NAICS 722)	\$884,439,446	\$2,659,497,830	\$-1,775,058,384	-50.1	2,282

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,162,337,917	\$584,765,928	\$577,571,989	33.1	105
Automobile Dealers (NAICS 4411)	\$1,029,357,419	\$518,881,637	\$510,475,782	33.0	49
Other Motor Vehicle Dealers (NAICS 4412)	\$67,342,355	\$51,035,454	\$16,306,901	13.8	29
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$65,638,143	\$14,848,837	\$50,789,306	63.1	27
Furniture & Home Furnishings Stores (NAICS 442)	\$164,718,821	\$251,341,611	\$-86,622,790	-20.8	262
Furniture Stores (NAICS 4421)	\$98,575,491	\$154,805,005	\$-56,229,514	-22.2	138
Home Furnishings Stores (NAICS 4422)	\$66,143,330	\$96,536,606	\$-30,393,276	-18.7	124
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$137,392,648	\$334,034,745	\$-196,642,097	-41.7	386
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$182,377,861	\$233,439,986	\$-51,062,125	-12.3	145
Building Material and Supplies Dealers (NAICS 4441)	\$173,837,875	\$230,155,250	\$-56,317,375	-13.9	136
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$8,539,986	\$3,284,736	\$5,255,250	44.4	9
Food & Beverage Stores (NAICS 445)	\$920,629,629	\$1,088,319,685	\$-167,690,056	-8.3	458
Grocery Stores (NAICS 4451)	\$818,571,549	\$900,647,181	\$-82,075,632	-4.8	235
Specialty Food Stores (NAICS 4452)	\$36,751,797	\$84,247,609	\$-47,495,812	-39.3	151
Beer, Wine, and Liquor Stores (NAICS 4453)	\$65,306,283	\$103,424,895	\$-38,118,612	-22.6	72
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$182,959,807	\$200,670,366	\$-17,710,559	-4.6	254
Gasoline Stations (NAICS 447/4471)	\$680,657,592	\$522,598,529	\$158,059,063	13.1	73
Clothing and Clothing Accessories Stores (NAICS 448)	\$250,508,844	\$601,709,599	\$-351,200,755	-41.2	936
Clothing Stores (NAICS 4481)	\$189,337,380	\$457,182,393	\$-267,845,013	-41.4	512
Shoe Stores (NAICS 4482)	\$29,943,717	\$51,616,816	\$-21,673,099	-26.6	102
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$31,227,747	\$92,910,390	\$-61,682,643	-49.7	322
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$73,480,851	\$166,443,075	\$-92,962,224	-38.7	294
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$39,586,597	\$37,768,535	\$1,818,062	2.4	137
Book, Periodical, and Music Stores (NAICS 4512)	\$33,894,254	\$128,674,540	\$-94,780,286	-58.3	157

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

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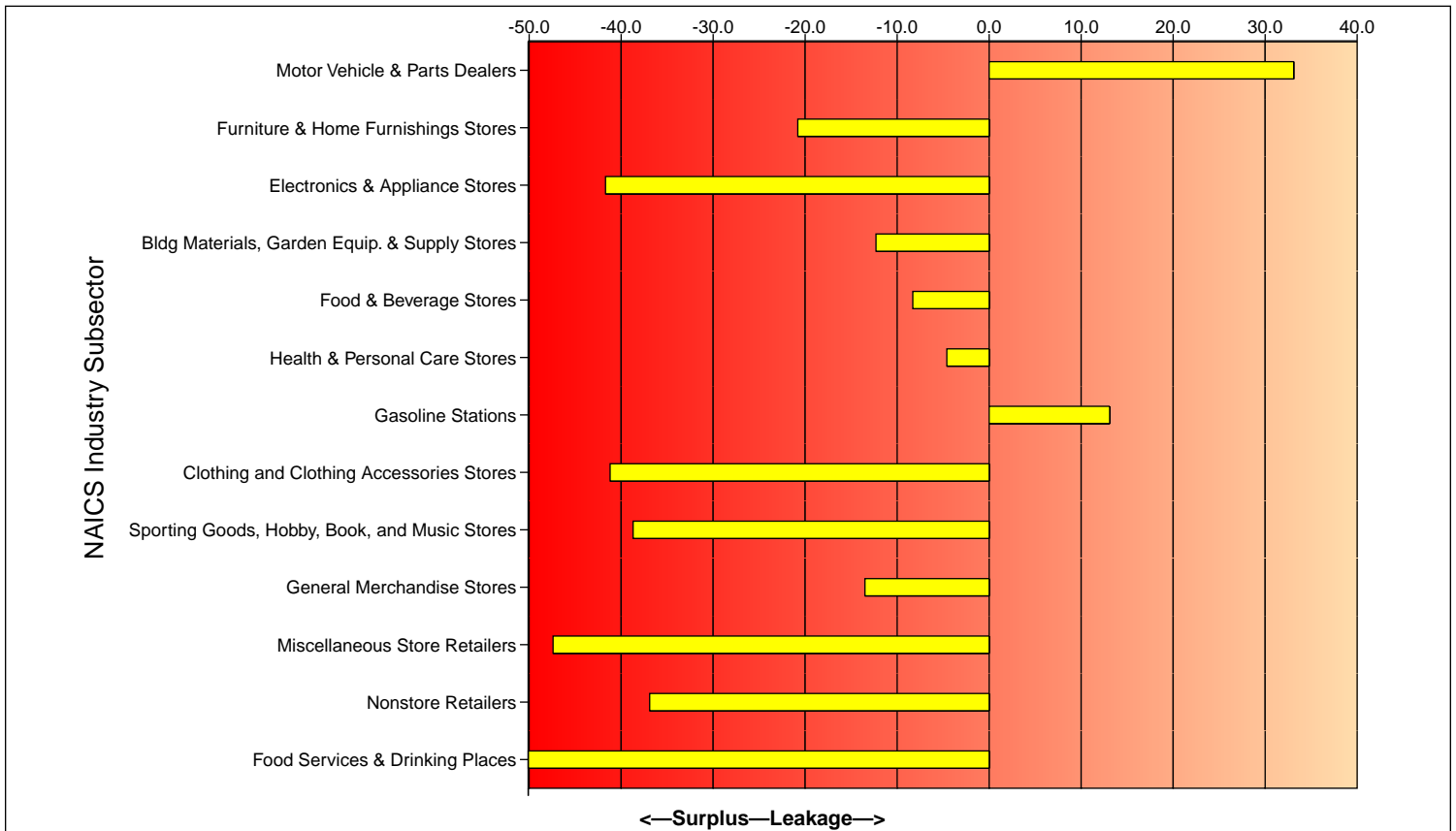


Proposed Location  
 100 S Wacker Dr, Chicago, IL 60606-4006  
 Ring: 3 miles radius

Latitude: 41.8805  
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$700,312,099	\$918,426,452	\$-218,114,353	-13.5	145
Department Stores Excluding Leased Depts.(NAICS 4521)	\$299,075,953	\$405,028,228	\$-105,952,275	-15.0	32
Other General Merchandise Stores (NAICS 4529)	\$401,236,146	\$513,398,224	\$-112,162,078	-12.3	113
Miscellaneous Store Retailers (NAICS 453)	\$84,512,704	\$236,754,888	\$-152,242,184	-47.4	829
Florists (NAICS 4531)	\$8,434,962	\$30,580,792	\$-22,145,830	-56.8	123
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$11,614,295	\$34,006,106	\$-22,391,811	-49.1	196
Used Merchandise Stores (NAICS 4533)	\$6,682,266	\$10,836,710	\$-4,154,444	-23.7	95
Other Miscellaneous Store Retailers (NAICS 4539)	\$57,781,181	\$161,331,280	\$-103,550,099	-47.3	415
Nonstore Retailers (NAICS 454)	\$247,692,695	\$537,928,214	\$-290,235,519	-36.9	83
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$158,801,333	\$399,552,412	\$-240,751,079	-43.1	10
Vending Machine Operators (NAICS 4542)	\$32,233,575	\$23,826,222	\$8,407,353	15.0	17
Direct Selling Establishments (NAICS 4543)	\$56,657,787	\$114,549,580	\$-57,891,793	-33.8	56
Food Services & Drinking Places (NAICS 722)	\$884,439,446	\$2,659,497,830	\$-1,775,058,384	-50.1	2,282
Full-Service Restaurants (NAICS 7221)	\$410,962,950	\$1,127,264,511	\$-716,301,561	-46.6	1,332
Limited-Service Eating Places (NAICS 7222)	\$336,994,834	\$554,541,012	\$-217,546,178	-24.4	575
Special Food Services (NAICS 7223)	\$92,527,424	\$715,510,518	\$-622,983,094	-77.1	137
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$43,954,238	\$262,181,789	\$-218,227,551	-71.3	238

Leakage/Surplus Factor by Industry Subsector

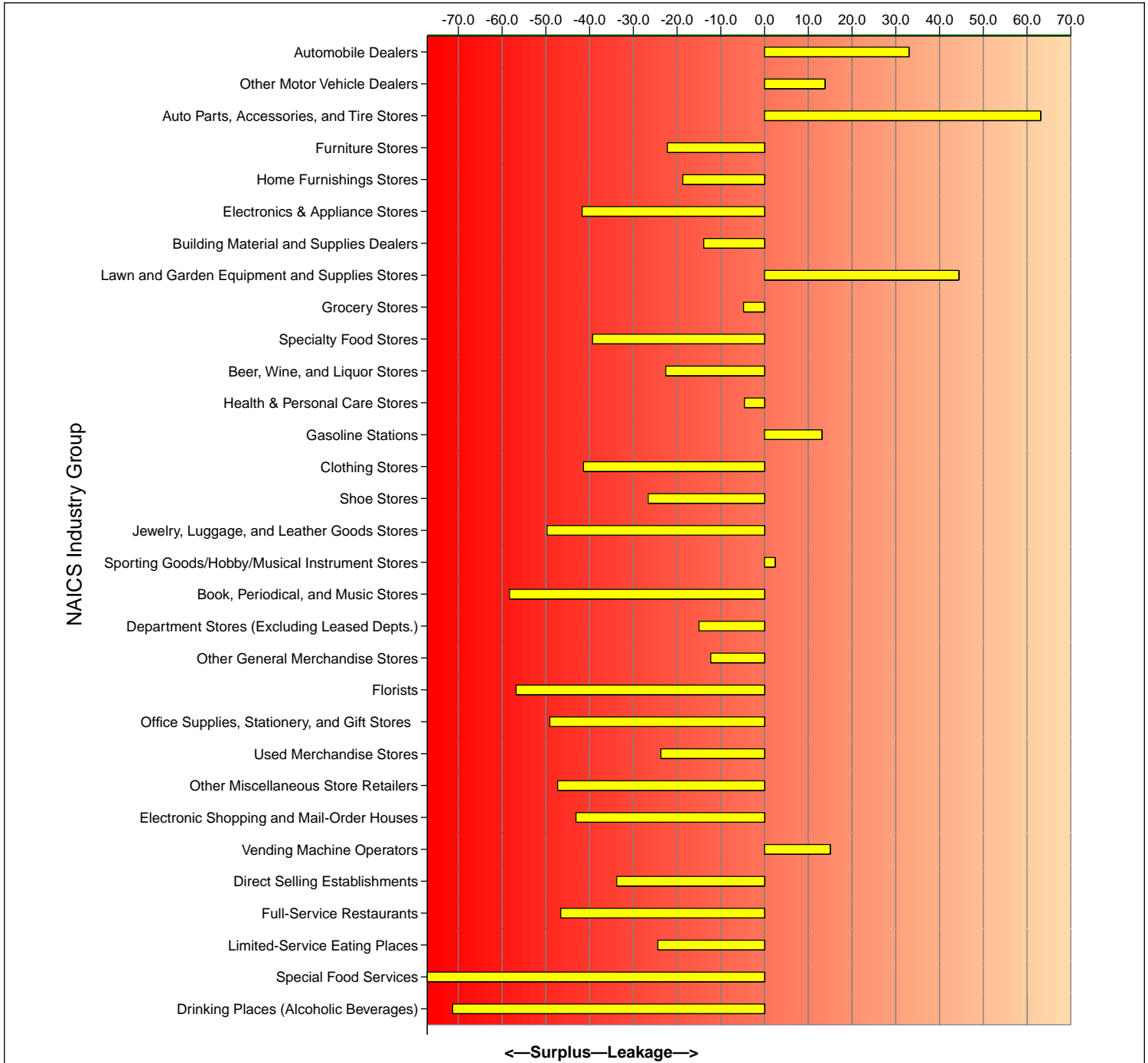


Source: ESRI and infoUSA®

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

Latitude: 41.8805  
 Longitude: -87.63715

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



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

**Latitude: 41.8805**  
**Longitude: -87.63715**

**Summary Demographics**

2010 Population	849,963
2010 Households	352,113
2010 Median Disposable Income	\$44,271
2010 Per Capita Income	\$34,653

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$10,821,919,758	\$11,562,854,419	-\$740,934,661	-3.3	9,730
Total Retail Trade (NAICS 44-45)	\$9,139,293,542	\$8,101,210,750	\$1,038,082,792	6.0	6,146
Total Food & Drink (NAICS 722)	\$1,682,626,216	\$3,461,643,669	-\$1,779,017,453	-34.6	3,584

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$2,212,319,269	\$748,043,592	\$1,464,275,677	49.5	206
Automobile Dealers (NAICS 4411)	\$1,961,513,687	\$640,799,206	\$1,320,714,481	50.8	88
Other Motor Vehicle Dealers (NAICS 4412)	\$125,537,372	\$61,823,581	\$63,713,791	34.0	36
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$125,268,210	\$45,420,805	\$79,847,405	46.8	82
Furniture & Home Furnishings Stores (NAICS 442)	\$311,546,422	\$344,828,105	-\$33,281,683	-5.1	391
Furniture Stores (NAICS 4421)	\$186,802,465	\$195,776,909	-\$8,974,444	-2.3	208
Home Furnishings Stores (NAICS 4422)	\$124,743,957	\$149,051,196	-\$24,307,239	-8.9	183
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$261,395,093	\$411,711,956	-\$150,316,863	-22.3	490
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$344,666,979	\$325,289,706	\$19,377,273	2.9	253
Building Material and Supplies Dealers (NAICS 4441)	\$328,562,262	\$314,214,811	\$14,347,451	2.2	236
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$16,104,717	\$11,074,895	\$5,029,822	18.5	17
Food & Beverage Stores (NAICS 445)	\$1,766,010,053	\$1,893,950,095	-\$127,940,042	-3.5	904
Grocery Stores (NAICS 4451)	\$1,571,200,434	\$1,594,932,173	-\$23,731,739	-0.7	540
Specialty Food Stores (NAICS 4452)	\$70,620,031	\$126,339,579	-\$55,719,548	-28.3	214
Beer, Wine, and Liquor Stores (NAICS 4453)	\$124,189,588	\$172,678,343	-\$48,488,755	-16.3	150
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$349,981,039	\$305,528,570	\$44,452,469	6.8	408
Gasoline Stations (NAICS 447/4471)	\$1,306,129,832	\$793,208,363	\$512,921,469	24.4	151
Clothing and Clothing Accessories Stores (NAICS 448)	\$476,587,482	\$766,622,539	-\$290,035,057	-23.3	1,345
Clothing Stores (NAICS 4481)	\$360,630,616	\$590,240,382	-\$229,609,766	-24.1	793
Shoe Stores (NAICS 4482)	\$57,338,722	\$72,254,106	-\$14,915,384	-11.5	171
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$58,618,144	\$104,128,051	-\$45,509,907	-28.0	381
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$139,405,739	\$222,619,437	-\$83,213,698	-23.0	430
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$75,061,943	\$67,232,285	\$7,829,658	5.5	221
Book, Periodical, and Music Stores (NAICS 4512)	\$64,343,796	\$155,387,152	-\$91,043,356	-41.4	209

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

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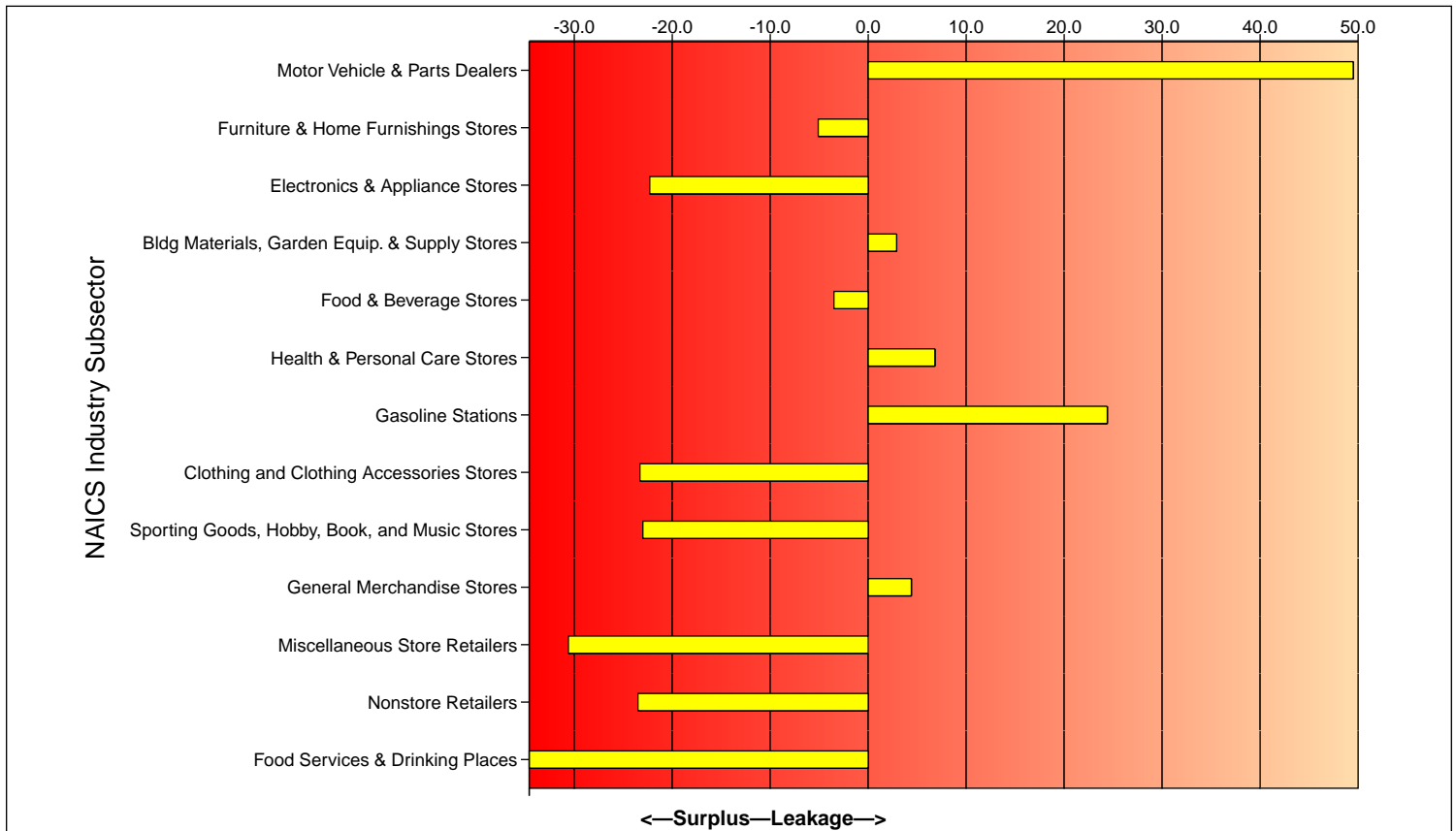


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 Ring: 5 miles radius

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,339,043,029	\$1,225,352,145	\$113,690,884	4.4	251
Department Stores Excluding Leased Depts.(NAICS 4521)	\$570,194,533	\$527,839,211	\$42,355,322	3.9	73
Other General Merchandise Stores (NAICS 4529)	\$768,848,496	\$697,512,934	\$71,335,562	4.9	178
Miscellaneous Store Retailers (NAICS 453)	\$160,874,098	\$302,911,233	-\$142,037,135	-30.6	1,206
Florists (NAICS 4531)	\$15,896,548	\$37,885,706	-\$21,989,158	-40.9	180
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$22,117,933	\$46,044,412	-\$23,926,479	-35.1	273
Used Merchandise Stores (NAICS 4533)	\$12,675,060	\$22,125,639	-\$9,450,579	-27.2	202
Other Miscellaneous Store Retailers (NAICS 4539)	\$110,184,557	\$196,855,476	-\$86,670,919	-28.2	551
Nonstore Retailers (NAICS 454)	\$471,334,507	\$761,145,009	-\$289,810,502	-23.5	111
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$301,854,185	\$440,965,576	-\$139,111,391	-18.7	15
Vending Machine Operators (NAICS 4542)	\$61,867,948	\$33,537,207	\$28,330,741	29.7	24
Direct Selling Establishments (NAICS 4543)	\$107,612,374	\$286,642,226	-\$179,029,852	-45.4	72
Food Services & Drinking Places (NAICS 722)	\$1,682,626,216	\$3,461,643,669	-\$1,779,017,453	-34.6	3,584
Full-Service Restaurants (NAICS 7221)	\$781,465,921	\$1,502,202,801	-\$720,736,880	-31.6	2,123
Limited-Service Eating Places (NAICS 7222)	\$642,062,166	\$762,876,236	-\$120,814,070	-8.6	817
Special Food Services (NAICS 7223)	\$176,250,796	\$748,703,425	-\$572,452,629	-61.9	182
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$82,847,333	\$447,861,207	-\$365,013,874	-68.8	462

Leakage/Surplus Factor by Industry Subsector

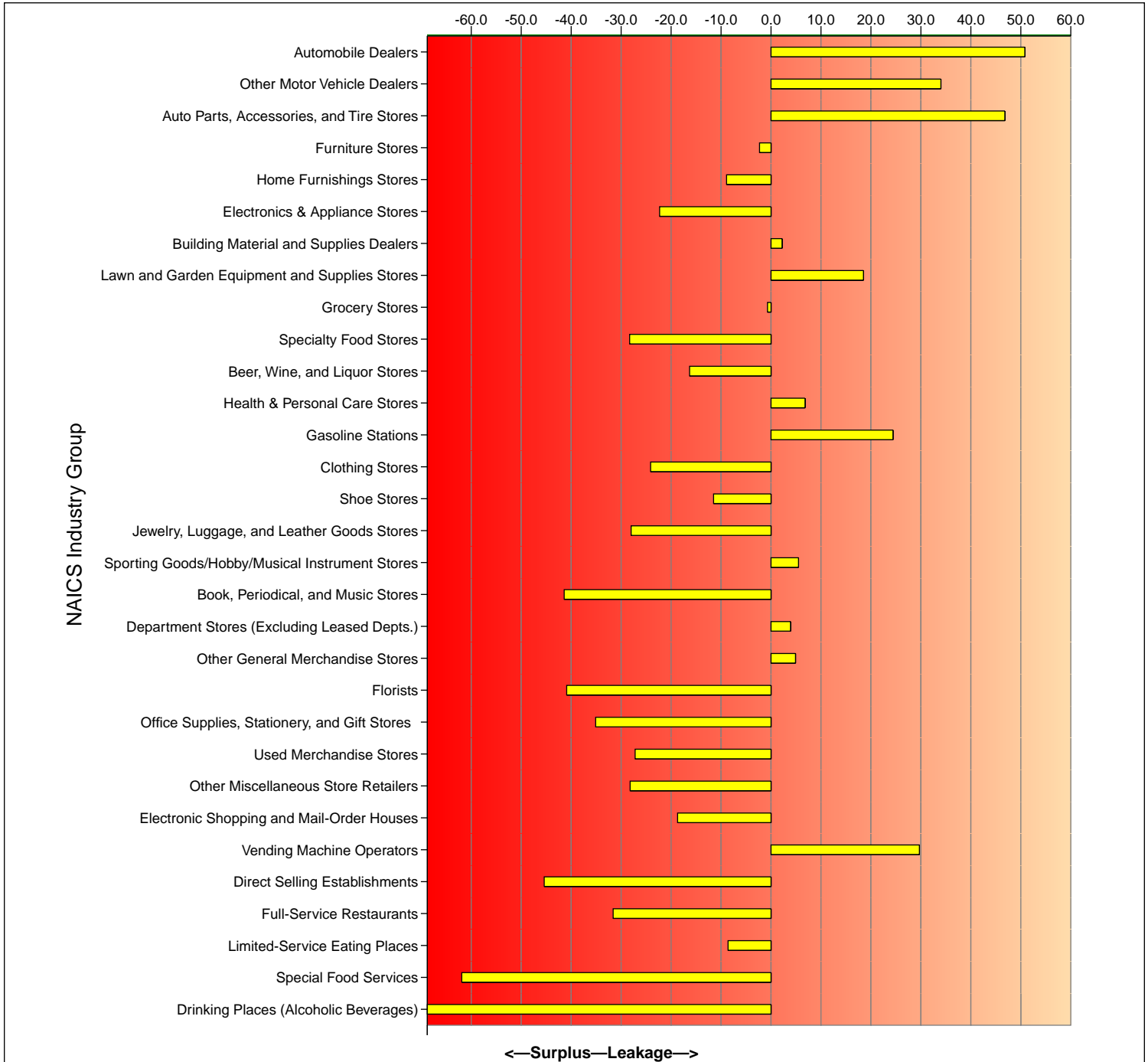


Source: ESRI and infoUSA®

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

Latitude: 41.8805  
 Longitude: -87.63715

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®