



# Retail MarketPlace Profile

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

Sample  
Latitude: 41.88055  
Longitude: -87.63701

## Summary Demographics

2013 Population	55,508
2013 Households	31,664
2013 Median Disposable Income	\$60,467
2013 Per Capita Income	\$64,899

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,293,135,008	\$2,212,322,641	-\$919,187,633	-26.2	1,657
Total Retail Trade	44-45	\$1,150,804,831	\$1,588,899,163	-\$438,094,332	-16.0	1,164
Total Food & Drink	722	\$142,330,177	\$623,423,479	-\$481,093,302	-62.8	494

## Industry Group

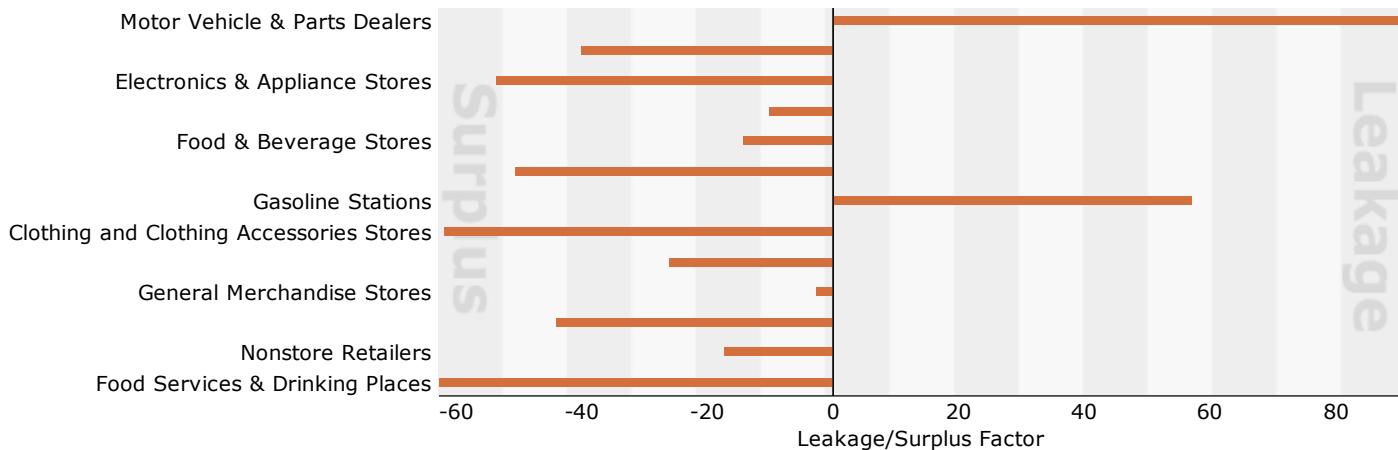
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$215,974,785	\$10,240,104	\$205,734,681	90.9	12
Automobile Dealers	4411	\$188,948,852	\$1,471,246	\$187,477,606	98.5	3
Other Motor Vehicle Dealers	4412	\$10,541,724	\$8,179,339	\$2,362,385	12.6	8
Auto Parts, Accessories & Tire Stores	4413	\$16,484,210	\$589,519	\$15,894,691	93.1	1
Furniture & Home Furnishings Stores	442	\$25,433,539	\$59,679,695	-\$34,246,156	-40.2	83
Furniture Stores	4421	\$15,604,989	\$45,096,312	-\$29,491,323	-48.6	52
Home Furnishings Stores	4422	\$9,828,551	\$14,583,383	-\$4,754,832	-19.5	31
Electronics & Appliance Stores	4431	\$30,870,285	\$102,608,801	-\$71,738,516	-53.7	73
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,801,108	\$37,775,402	-\$6,974,294	-10.2	28
Bldg Material & Supplies Dealers	4441	\$25,698,542	\$36,775,126	-\$11,076,584	-17.7	27
Lawn & Garden Equip & Supply Stores	4442	\$5,102,565	\$1,000,276	\$4,102,289	67.2	1
Food & Beverage Stores	445	\$192,680,628	\$256,283,339	-\$63,602,711	-14.2	168
Grocery Stores	4451	\$171,048,553	\$215,578,588	-\$44,530,035	-11.5	85
Specialty Food Stores	4452	\$5,754,651	\$18,086,332	-\$12,331,681	-51.7	68
Beer, Wine & Liquor Stores	4453	\$15,877,424	\$22,618,419	-\$6,740,995	-17.5	16
Health & Personal Care Stores	446,4461	\$91,135,545	\$277,078,609	-\$185,943,064	-50.5	108
Gasoline Stations	447,4471	\$118,768,409	\$32,302,526	\$86,465,883	57.2	15
Clothing & Clothing Accessories Stores	448	\$78,305,538	\$332,327,033	-\$254,021,495	-61.9	264
Clothing Stores	4481	\$56,642,449	\$187,679,854	-\$131,037,405	-53.6	120
Shoe Stores	4482	\$11,894,621	\$22,899,191	-\$11,004,570	-31.6	26
Jewelry, Luggage & Leather Goods Stores	4483	\$9,768,468	\$121,747,987	-\$111,979,519	-85.1	118
Sporting Goods, Hobby, Book & Music Stores	451	\$32,001,830	\$54,636,893	-\$22,635,063	-26.1	101
Sporting Goods/Hobby/Musical Instr Stores	4511	\$24,370,359	\$19,614,829	\$4,755,530	10.8	47
Book, Periodical & Music Stores	4512	\$7,631,471	\$35,022,064	-\$27,390,593	-64.2	54
General Merchandise Stores	452	\$211,491,367	\$223,349,966	-\$11,858,599	-2.7	20
Department Stores Excluding Leased Depts.	4521	\$81,645,757	\$196,273,462	-\$114,627,705	-41.2	11
Other General Merchandise Stores	4529	\$129,845,610	\$27,076,504	\$102,769,106	65.5	9
Miscellaneous Store Retailers	453	\$23,686,526	\$61,128,865	-\$37,442,339	-44.1	262
Florists	4531	\$1,046,499	\$3,090,620	-\$2,044,121	-49.4	32
Office Supplies, Stationery & Gift Stores	4532	\$4,080,405	\$24,135,425	-\$20,055,020	-71.1	65
Used Merchandise Stores	4533	\$2,549,199	\$5,946,294	-\$3,397,095	-40.0	24
Other Miscellaneous Store Retailers	4539	\$16,010,423	\$27,956,525	-\$11,946,102	-27.2	141
Nonstore Retailers	454	\$99,655,272	\$141,487,931	-\$41,832,659	-17.3	30
Electronic Shopping & Mail-Order Houses	4541	\$87,595,182	\$125,229,570	-\$37,634,388	-17.7	14
Vending Machine Operators	4542	\$3,358,121	\$1,570,178	\$1,787,943	36.3	6
Direct Selling Establishments	4543	\$8,701,968	\$14,688,183	-\$5,986,215	-25.6	9
Food Services & Drinking Places	722	\$142,330,177	\$623,423,479	-\$481,093,302	-62.8	494
Full-Service Restaurants	7221	\$63,173,412	\$371,879,530	-\$308,706,118	-71.0	223
Limited-Service Eating Places	7222	\$64,861,559	\$173,007,231	-\$108,145,672	-45.5	183
Special Food Services	7223	\$6,266,581	\$45,933,539	-\$39,666,958	-76.0	21
Drinking Places - Alcoholic Beverages	7224	\$8,028,625	\$32,603,180	-\$24,574,555	-60.5	67

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

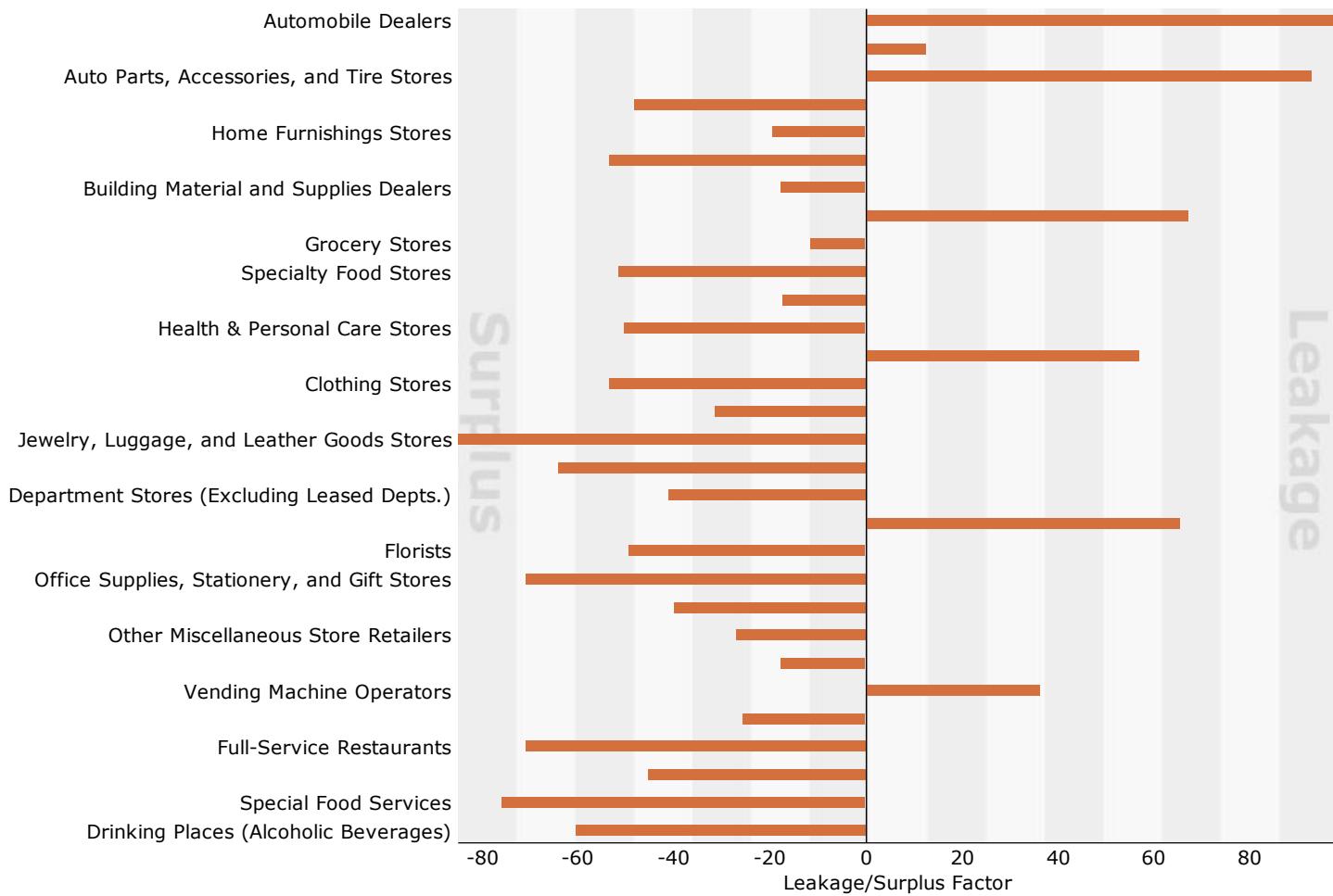
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December 12, 2013

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Proposed Location  
100 S Wacker Dr, Chicago, Illinois, 60606  
Ring: 3 miles radius

Sample  
Latitude: 41.88055  
Longitude: -87.63701

## Summary Demographics

2013 Population	341,316
2013 Households	176,083
2013 Median Disposable Income	\$48,498
2013 Per Capita Income	\$48,494

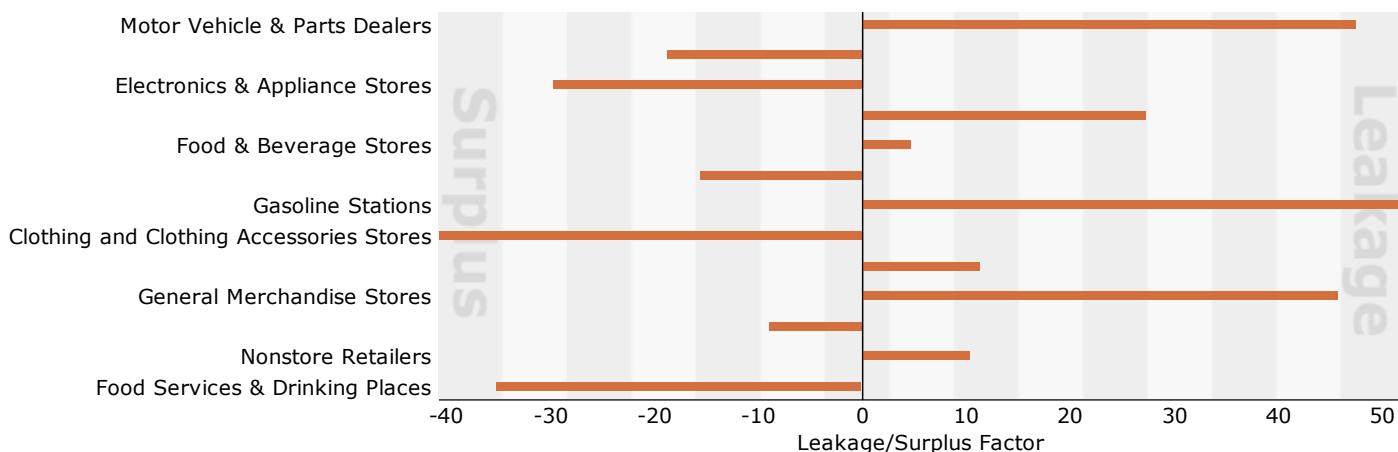
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$6,112,279,750	\$5,788,376,727	\$323,903,023	2.7	4,310
Total Retail Trade	44-45	\$5,440,956,301	\$4,387,415,407	\$1,053,540,894	10.7	3,116
Total Food & Drink	722	\$671,323,450	\$1,400,961,320	-\$729,637,870	-35.2	1,194
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,008,407,290	\$359,378,938	\$649,028,352	47.5	88
Automobile Dealers	4411	\$877,242,534	\$313,384,278	\$563,858,256	47.4	34
Other Motor Vehicle Dealers	4412	\$52,625,898	\$19,615,872	\$33,010,026	45.7	27
Auto Parts, Accessories & Tire Stores	4413	\$78,538,858	\$26,378,788	\$52,160,070	49.7	27
Furniture & Home Furnishings Stores	442	\$119,774,909	\$175,626,050	-\$55,851,141	-18.9	200
Furniture Stores	4421	\$72,522,368	\$105,297,454	-\$32,775,086	-18.4	113
Home Furnishings Stores	4422	\$47,252,542	\$70,328,596	+\$23,076,054	-19.6	87
Electronics & Appliance Stores	4431	\$145,594,814	\$269,078,603	-\$123,483,789	-29.8	149
Bldg Materials, Garden Equip. & Supply Stores	444	\$156,333,369	\$89,221,346	\$67,112,023	27.3	76
Bldg Material & Supplies Dealers	4441	\$131,220,798	\$85,442,869	\$45,777,929	21.1	71
Lawn & Garden Equip & Supply Stores	4442	\$25,112,571	\$3,778,477	\$21,334,094	73.8	5
Food & Beverage Stores	445	\$913,353,452	\$830,120,259	\$83,233,193	4.8	506
Grocery Stores	4451	\$811,211,864	\$723,216,936	\$87,994,928	5.7	286
Specialty Food Stores	4452	\$27,318,379	\$38,959,969	-\$11,641,590	-17.6	164
Beer, Wine & Liquor Stores	4453	\$74,823,209	\$67,943,354	\$6,879,855	4.8	56
Health & Personal Care Stores	446,4461	\$436,592,897	\$599,311,597	-\$162,718,700	-15.7	276
Gasoline Stations	447,4471	\$553,458,066	\$174,535,264	\$378,922,802	52.1	50
Clothing & Clothing Accessories Stores	448	\$369,435,911	\$877,951,786	-\$508,515,875	-40.8	735
Clothing Stores	4481	\$267,172,271	\$611,682,973	-\$344,510,702	-39.2	466
Shoe Stores	4482	\$56,187,054	\$61,807,275	-\$5,620,221	-4.8	82
Jewelry, Luggage & Leather Goods Stores	4483	\$46,076,585	\$204,461,537	-\$158,384,952	-63.2	188
Sporting Goods, Hobby, Book & Music Stores	451	\$149,769,232	\$119,189,839	\$30,579,393	11.4	243
Sporting Goods/Hobby/Musical Instr Stores	4511	\$114,649,762	\$55,347,719	\$59,302,043	34.9	133
Book, Periodical & Music Stores	4512	\$35,119,470	\$63,842,120	-\$28,722,650	-29.0	110
General Merchandise Stores	452	\$997,371,263	\$370,571,557	\$626,799,706	45.8	62
Department Stores Excluding Leased Depts.	4521	\$383,730,276	\$300,694,095	\$83,036,181	12.1	35
Other General Merchandise Stores	4529	\$613,640,987	\$69,877,462	\$543,763,525	79.6	27
Miscellaneous Store Retailers	453	\$112,055,608	\$134,098,310	-\$22,042,702	-9.0	657
Florists	4531	\$5,254,148	\$16,854,640	-\$11,600,492	-52.5	83
Office Supplies, Stationery & Gift Stores	4532	\$19,416,267	\$37,267,665	-\$17,851,398	-31.5	148
Used Merchandise Stores	4533	\$11,924,817	\$18,612,431	-\$6,687,614	-21.9	74
Other Miscellaneous Store Retailers	4539	\$75,460,376	\$61,363,573	\$14,096,803	10.3	352
Nonstore Retailers	454	\$478,809,490	\$388,331,858	\$90,477,632	10.4	74
Electronic Shopping & Mail-Order Houses	4541	\$418,305,216	\$353,449,223	\$64,855,993	8.4	23
Vending Machine Operators	4542	\$15,919,363	\$5,595,003	\$10,324,360	48.0	14
Direct Selling Establishments	4543	\$44,584,910	\$29,287,631	\$15,297,279	20.7	37
Food Services & Drinking Places	722	\$671,323,450	\$1,400,961,320	-\$729,637,870	-35.2	1,194
Full-Service Restaurants	7221	\$298,019,172	\$845,817,393	-\$547,798,221	-47.9	552
Limited-Service Eating Places	7222	\$305,562,318	\$347,301,812	-\$41,739,494	-6.4	351
Special Food Services	7223	\$29,896,102	\$96,422,642	+\$66,526,540	-52.7	57
Drinking Places - Alcoholic Beverages	7224	\$37,845,857	\$111,419,473	-\$73,573,616	-49.3	235

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

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December 12, 2013

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



## Summary Demographics

2013 Population	816,375
2013 Households	367,323
2013 Median Disposable Income	\$40,464
2013 Per Capita Income	\$36,880

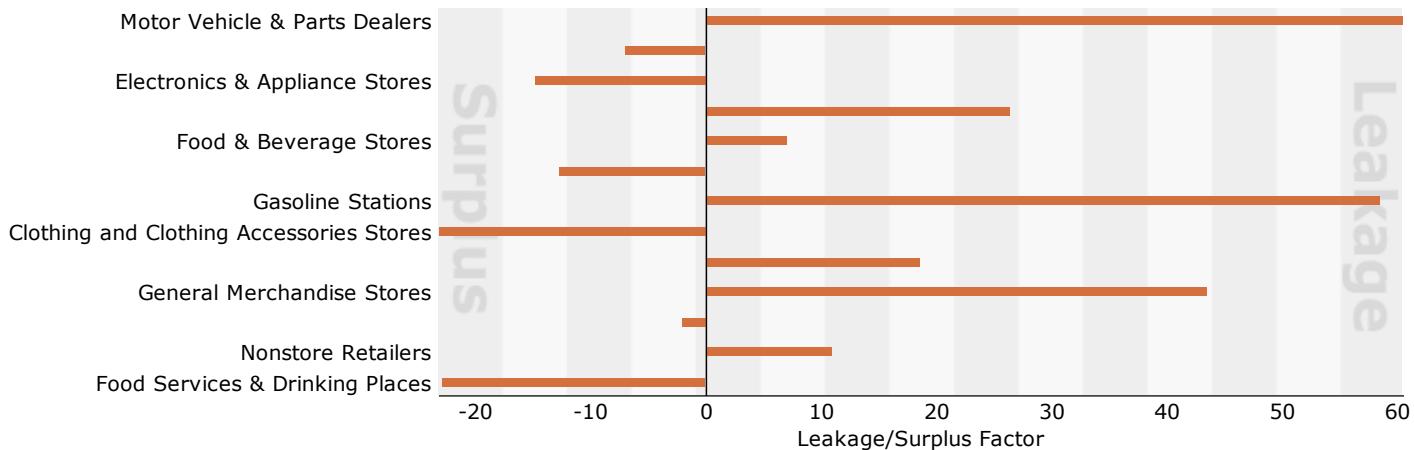
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$11,067,020,728	\$8,743,900,275	\$2,323,120,453	11.7	7,013
Total Retail Trade	44-45	\$9,857,720,719	\$6,817,915,043	\$3,039,805,676	18.2	5,118
Total Food & Drink	722	\$1,209,300,009	\$1,925,985,232	-\$716,685,223	-22.9	1,895
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,816,266,929	\$446,151,043	\$1,370,115,886	60.6	176
Automobile Dealers	4411	\$1,578,668,012	\$366,652,934	\$1,212,015,078	62.3	60
Other Motor Vehicle Dealers	4412	\$95,150,851	\$24,100,653	\$71,050,198	59.6	41
Auto Parts, Accessories & Tire Stores	4413	\$142,448,065	\$55,397,456	\$87,050,609	44.0	75
Furniture & Home Furnishings Stores	442	\$215,462,171	\$247,670,468	-\$32,208,297	-7.0	296
Furniture Stores	4421	\$130,389,240	\$163,235,009	-\$32,845,769	-11.2	167
Home Furnishings Stores	4422	\$85,072,932	\$84,435,459	\$637,473	0.4	129
Electronics & Appliance Stores	4431	\$263,167,464	\$354,962,970	-\$91,795,506	-14.9	225
Bldg Materials, Garden Equip. & Supply Stores	444	\$283,406,767	\$164,546,925	\$118,859,842	26.5	153
Bldg Material & Supplies Dealers	4441	\$237,771,216	\$160,229,946	\$77,541,270	19.5	147
Lawn & Garden Equip & Supply Stores	4442	\$45,635,551	\$4,316,979	\$41,318,572	82.7	6
Food & Beverage Stores	445	\$1,662,963,766	\$1,441,943,210	\$221,020,556	7.1	950
Grocery Stores	4451	\$1,478,422,104	\$1,261,939,356	\$216,482,748	7.9	584
Specialty Food Stores	4452	\$49,816,241	\$59,323,326	-\$9,507,085	-8.7	258
Beer, Wine & Liquor Stores	4453	\$134,725,420	\$120,680,528	\$14,044,892	5.5	108
Health & Personal Care Stores	446,4461	\$794,130,631	\$1,027,122,366	-\$232,991,735	-12.8	438
Gasoline Stations	447,4471	\$1,005,256,226	\$262,130,585	\$743,125,641	58.6	112
Clothing & Clothing Accessories Stores	448	\$666,903,768	\$1,069,448,572	-\$402,544,804	-23.2	1,099
Clothing Stores	4481	\$482,499,020	\$756,805,806	-\$274,306,786	-22.1	725
Shoe Stores	4482	\$101,930,776	\$95,908,467	\$6,022,309	3.0	134
Jewelry, Luggage & Leather Goods Stores	4483	\$82,473,973	\$216,734,298	-\$134,260,325	-44.9	240
Sporting Goods, Hobby, Book & Music Stores	451	\$269,714,135	\$184,735,904	\$84,978,231	18.7	385
Sporting Goods/Hobby/Musical Instr Stores	4511	\$206,602,093	\$97,667,584	\$108,934,509	35.8	211
Book, Periodical & Music Stores	4512	\$63,112,043	\$87,068,320	-\$23,956,277	-16.0	174
General Merchandise Stores	452	\$1,810,192,191	\$711,712,811	\$1,098,479,380	43.6	130
Department Stores Excluding Leased Depts.	4521	\$693,904,098	\$418,720,154	\$275,183,944	24.7	72
Other General Merchandise Stores	4529	\$1,116,288,092	\$292,992,658	\$823,295,434	58.4	58
Miscellaneous Store Retailers	453	\$202,915,424	\$211,562,260	-\$8,646,836	-2.1	1,023
Florists	4531	\$9,525,215	\$21,236,177	-\$11,710,962	-38.1	121
Office Supplies, Stationery & Gift Stores	4532	\$35,195,317	\$56,762,437	-\$21,567,120	-23.5	217
Used Merchandise Stores	4533	\$21,486,751	\$34,910,134	-\$13,423,383	-23.8	135
Other Miscellaneous Store Retailers	4539	\$136,708,141	\$98,653,512	\$38,054,629	16.2	551
Nonstore Retailers	454	\$867,341,248	\$695,927,929	\$171,413,319	11.0	131
Electronic Shopping & Mail-Order Houses	4541	\$757,159,878	\$650,918,730	\$106,241,148	7.5	36
Vending Machine Operators	4542	\$28,979,069	\$7,763,465	\$21,215,604	57.7	25
Direct Selling Establishments	4543	\$81,202,301	\$37,245,733	\$43,956,568	37.1	70
Food Services & Drinking Places	722	\$1,209,300,009	\$1,925,985,232	-\$716,685,223	-22.9	1,895
Full-Service Restaurants	7221	\$536,591,439	\$1,097,222,703	-\$560,631,264	-34.3	852
Limited-Service Eating Places	7222	\$551,329,874	\$520,845,819	\$30,484,055	2.8	540
Special Food Services	7223	\$53,978,020	\$129,505,314	-\$75,527,294	-41.2	84
Drinking Places - Alcoholic Beverages	7224	\$67,400,675	\$178,411,396	-\$111,010,721	-45.2	420

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

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

