



Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2020	2025
Population		70,321	78,785
Population 18+		65,323	72,948
Households		40,942	46,321
Median Household Income		\$116,676	\$128,042
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	16,173	24.8%	126
Typically spend 4-6 hours exercising per week	14,884	22.8%	120
Typically spend 1-3 hours exercising per week	16,523	25.3%	107
Exercise at home 2+ times per week	21,011	32.2%	117
Exercise at club 2+ times per week	16,933	25.9%	183
Exercise at other facility 2+ times/wk	7,786	11.9%	147
Own elliptical	2,542	3.9%	93
Own stationary bicycle	2,326	3.6%	70
Own treadmill	3,277	5.0%	61
Own weight lifting equipment	7,282	11.1%	98
Control diet for blood sugar level	4,257	6.5%	56
Control diet for cholesterol level	6,289	9.6%	86
Control diet for food allergies	1,599	2.4%	116
Control diet to maintain weight	9,073	13.9%	148
Control diet for physical fitness	9,330	14.3%	137
Control diet for salt restriction	2,108	3.2%	82
Control diet for weight loss	10,876	16.6%	104
Used doctor`s care/diet for diet method	1,220	1.9%	73
Used exercise program for diet method	6,861	10.5%	119
Buy foods specifically labeled as fat-free	6,837	10.5%	117
Buy foods specifically labeled as gluten-free	4,355	6.7%	109
Buy foods specifically labeled as high fiber	6,077	9.3%	127
Buy foods specifically labeled as high protein	8,356	12.8%	143
Buy foods specifically labeled as hormone-free	3,860	5.9%	157
Buy foods specifically labeled as lactose-free	3,092	4.7%	120
Buy foods specifically labeled as low-calorie	5,791	8.9%	133
Buy foods specifically labeled as low-carb	6,529	10.0%	124
Buy foods specifically labeled as low-cholesterol	3,979	6.1%	115
Buy foods specifically labeled as low-fat	5,811	8.9%	107
Buy foods specifically labeled as low-sodium	7,987	12.2%	111
Buy foods specifically labeled as natural/organic	15,990	24.5%	162
Buy foods specifically labeled as probiotic	3,717	5.7%	122
Buy foods specifically labeled as sugar-free	7,431	11.4%	112
Consider self to be semi-vegetarian	6,566	10.1%	125
Used meal/dietary/weight loss supplement last 6 months	5,750	8.8%	99
Used vitamins/dietary supplements in last 6 months	36,604	56.0%	104
Provide services as a primary caregiver/caretaker	2,394	3.7%	48
Visited doctor in last 12 months	52,542	80.4%	106
Visited doctor in last 12 months: 1-2 times	16,801	25.7%	108
Visited doctor in last 12 months: 3-5 times	14,919	22.8%	100
Visited doctor in last 12 months: 6+ times	20,798	31.8%	108
Visited doctor in last 12 months: cardiologist	3,360	5.1%	63
Visited doctor in last 12 months: chiropractor	4,055	6.2%	85
Visited doctor in last 12 months: dentist	27,010	41.3%	112
Visited doctor in last 12 months: dermatologist	8,667	13.3%	148
Visited doctor in last 12 months: ear/nose/throat	2,496	3.8%	81
Visited doctor in last 12 months: eye	14,434	22.1%	100
Visited doctor in last 12 months: gastroenterologist	2,924	4.5%	102
Visited doctor in last 12 months: general/family	25,939	39.7%	96
Visited doctor in last 12 months: internist	4,038	6.2%	117
Visited doctor in last 12 months: physical therapist	2,537	3.9%	75
Visited doctor in last 12 months: podiatrist	1,900	2.9%	98
Visited doctor in last 12 months: urologist	2,464	3.8%	93
Visited nurse practitioner in last 12 months	3,206	4.9%	77

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 2020 and 2025.



Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	26,870	41.1%	109
Wear bifocals	5,816	8.9%	58
Wear disposable contact lenses	4,290	6.6%	113
Wear soft contact lenses	8,111	12.4%	128
Wear transition lenses	2,282	3.5%	63
Spent on eyeglasses in last 12 months: \$1-99	2,482	3.8%	129
Spent on eyeglasses in last 12 months: \$100-\$199	3,966	6.1%	144
Spent on eyeglasses in last 12 months: \$200-\$249	1,469	2.2%	77
Spent on eyeglasses in last 12 months: \$250+	4,115	6.3%	70
Spent on contact lenses in last 12 months: \$100-\$199	2,322	3.6%	108
Spent on contact lenses in last 12 months: \$200+	3,765	5.8%	149
Bought prescription eyewear: discount optical ctr	6,299	9.6%	111
Bought prescription eyewear: private eye doctor	14,103	21.6%	92
Bought prescription eyewear: retail optical chain	8,128	12.4%	105
Bought prescription eyewear: online	3,611	5.5%	151
Used prescription drug for acne	2,701	4.1%	149
Used prescription drug for allergy/hay fever	4,444	6.8%	119
Used prescription drug for anxiety/panic	4,884	7.5%	127
Used prescription drug for arthritis/osteoarthritis	1,018	1.6%	49
Used prescription drug for rheumatoid arthritis	616	0.9%	36
Used prescription drug for asthma	3,306	5.1%	129
Used prescription drug for backache/back pain	2,708	4.1%	62
Used prescription drug for depression	5,004	7.7%	124
Used prescription drug for diabetes (insulin dependent Type-1)	751	1.1%	51
Used prescription drug for diabetes (non-insulin dependent Type-2)	2,180	3.3%	74
Used prescription drug for heartburn/acid reflux	2,711	4.2%	75
Used prescription drug for high blood pressure	5,941	9.1%	69
Used prescription drug for high cholesterol	4,043	6.2%	77
Used prescription drug for insomnia	953	1.5%	66
Used prescription drug for migraine headache	1,804	2.8%	92
Used prescription drug for sinus congestion/headache	1,912	2.9%	83
Used prescription drug for urinary tract infection	2,943	4.5%	138
Filled prescription last 12 months: at discount/dept store	1,018	1.6%	50
Filled prescription last 12 months: at drug store/pharmacy	23,194	35.5%	96
Filled prescription last 12 months: at supermarket	3,948	6.0%	82
Filled prescription last 12 months: by mail order	4,443	6.8%	95
Spent out of pocket prescription drugs/30 days: <\$1-9	3,563	5.5%	85
Spent out of pocket prescription drugs/30 days: \$10-19	5,888	9.0%	111
Spent out of pocket prescription drugs/30 days: \$20-29	3,341	5.1%	86
Spent out of pocket prescription drugs/30 days: \$30-49	3,541	5.4%	85
Spent out of pocket prescription drugs/30 days: \$50-99	2,739	4.2%	75
Spent out of pocket prescription drugs/30 days: \$100-149	1,483	2.3%	80
Spent out of pocket prescription drugs/30 days: \$150+	1,265	1.9%	59

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 2020 and 2025.



Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	35,649	54.6%	109
Used last 6 months: cough syrup/suppressant(nonprescr)	20,441	31.3%	87
Used last 6 months: medicated skin cream/lotion/spray	16,591	25.4%	88
Used last 6 months: non-medicated nasal spray	9,108	13.9%	109
Used last 6 months: pain relieving rub/liquid/patch	13,165	20.2%	80
Used last 6 months: sleeping aid/snore relief	8,951	13.7%	118
Used last 6 months: sore throat remedy/cough drops	29,445	45.1%	94
Used last 12 months: sunburn remedy	10,495	16.1%	104
Used last 12 months: suntan/sunscreen product	32,844	50.3%	126
Used last 6 months: toothache/gum/canker sore remedy	5,205	8.0%	75
HH used last 6 months: children`s cold tablets/liquids	2,689	6.6%	60
HH used last 6 months: children`s cough syrup	2,291	5.6%	54
HH used kids pain reliever/fever reducer last 6 months	4,707	11.5%	63
HH used kids vitamins/nutritional suppl last 6 months	3,898	9.5%	80
Used body wash/shower gel in last 6 months	41,784	64.0%	100
Used breath freshener in last 6 months	29,512	45.2%	109
Used breath freshener in last 6 months: gum	17,502	26.8%	108
Used breath freshener in last 6 months: mints	11,304	17.3%	96
Used breath freshener in last 6 months: thin film	2,476	3.8%	159
Used complexion care product in last 6 months	37,826	57.9%	119
Used denture adhesive/fixative in last 6 months	2,490	3.8%	58
Used denture cleaner in last 6 months	4,078	6.2%	58
Used facial moisturizer in last 6 months	35,221	53.9%	119
Used personal foot care product in last 6 months	10,154	15.5%	80
Used hair coloring product (at home) last 6 months	7,643	11.7%	62
Used hair conditioning treatment (at home) in last 6 months	16,377	25.1%	89
Used hair growth product in last 6 months	3,659	5.6%	163
Used hair spray (at home) in last 6 months	16,771	25.7%	82
Used hair styling gel/lotion/mousse in last 6 months	25,608	39.2%	113
Used mouthwash in last 6 months	42,524	65.1%	99
Used mouthwash 8+ times in last 7 days	9,653	14.8%	90
Used whitening toothpaste in last 6 months	23,656	36.2%	111
Used tooth whitener (not toothpaste) in last 6 months	8,842	13.5%	131
Used tooth whitener (gel) in last 6 months	1,529	2.3%	106
Used tooth whitener (strips) in last 6 months	5,177	7.9%	148
Visited a day spa in last 6 months	5,983	9.2%	186
Purchased product at salon/day spa in last 6 months	5,857	9.0%	201
Used professional service last 6 months: haircut	43,975	67.3%	113
Used professional service last 6 months: hair color/highlights	11,307	17.3%	111
Used professional service last 6 months: facial	3,384	5.2%	178
Used professional service last 6 months: massage	8,416	12.9%	166
Used professional service last 6 months: manicure	12,737	19.5%	154
Used professional service last 6 months: pedicure	14,275	21.9%	142
Spent \$150+ at barber shops in last 6 months	5,173	7.9%	219
Spent \$150+ at beauty salons in last 6 months	11,384	17.4%	151

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 2020 and 2025.



Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2020	2025
Population		379,284	396,579
Population 18+		329,639	346,300
Households		199,327	210,183
Median Household Income		\$93,053	\$103,871

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	75,749	23.0%	117
Typically spend 4-6 hours exercising per week	70,798	21.5%	113
Typically spend 1-3 hours exercising per week	81,703	24.8%	105
Exercise at home 2+ times per week	97,351	29.5%	108
Exercise at club 2+ times per week	73,097	22.2%	157
Exercise at other facility 2+ times/wk	36,727	11.1%	138
Own elliptical	12,058	3.7%	88
Own stationary bicycle	11,313	3.4%	68
Own treadmill	17,015	5.2%	62
Own weight lifting equipment	34,402	10.4%	91
Control diet for blood sugar level	27,788	8.4%	73
Control diet for cholesterol level	32,457	9.8%	88
Control diet for food allergies	7,836	2.4%	113
Control diet to maintain weight	39,602	12.0%	128
Control diet for physical fitness	43,088	13.1%	126
Control diet for salt restriction	11,579	3.5%	90
Control diet for weight loss	50,472	15.3%	96
Used doctor`s care/diet for diet method	6,680	2.0%	79
Used exercise program for diet method	31,599	9.6%	109
Buy foods specifically labeled as fat-free	33,801	10.3%	115
Buy foods specifically labeled as gluten-free	22,166	6.7%	110
Buy foods specifically labeled as high fiber	27,095	8.2%	112
Buy foods specifically labeled as high protein	36,233	11.0%	123
Buy foods specifically labeled as hormone-free	17,532	5.3%	141
Buy foods specifically labeled as lactose-free	15,127	4.6%	117
Buy foods specifically labeled as low-calorie	27,810	8.4%	126
Buy foods specifically labeled as low-carb	28,577	8.7%	108
Buy foods specifically labeled as low-cholesterol	20,171	6.1%	116
Buy foods specifically labeled as low-fat	28,071	8.5%	102
Buy foods specifically labeled as low-sodium	38,617	11.7%	106
Buy foods specifically labeled as natural/organic	70,747	21.5%	142
Buy foods specifically labeled as probiotic	18,445	5.6%	120
Buy foods specifically labeled as sugar-free	36,290	11.0%	109
Consider self to be semi-vegetarian	32,868	10.0%	124
Used meal/dietary/weight loss supplement last 6 months	28,147	8.5%	96
Used vitamins/dietary supplements in last 6 months	183,899	55.8%	104
Provide services as a primary caregiver/caretaker	17,162	5.2%	68
Visited doctor in last 12 months	256,976	78.0%	102
Visited doctor in last 12 months: 1-2 times	84,682	25.7%	108
Visited doctor in last 12 months: 3-5 times	76,506	23.2%	102
Visited doctor in last 12 months: 6+ times	95,725	29.0%	98
Visited doctor in last 12 months: cardiologist	18,876	5.7%	71
Visited doctor in last 12 months: chiropractor	20,037	6.1%	83
Visited doctor in last 12 months: dentist	130,063	39.5%	106
Visited doctor in last 12 months: dermatologist	37,276	11.3%	126
Visited doctor in last 12 months: ear/nose/throat	14,951	4.5%	96
Visited doctor in last 12 months: eye	68,767	20.9%	95
Visited doctor in last 12 months: gastroenterologist	14,560	4.4%	101
Visited doctor in last 12 months: general/family	127,321	38.6%	93
Visited doctor in last 12 months: internist	21,370	6.5%	123
Visited doctor in last 12 months: physical therapist	15,763	4.8%	92
Visited doctor in last 12 months: podiatrist	9,166	2.8%	93
Visited doctor in last 12 months: urologist	12,101	3.7%	90
Visited nurse practitioner in last 12 months	15,523	4.7%	74

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 2020 and 2025.



Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		MPI
	Adults/HHs	Percent	
Wear regular/sun/tinted prescription eyeglasses	126,035	38.2%	101
Wear bifocals	28,524	8.7%	57
Wear disposable contact lenses	20,694	6.3%	108
Wear soft contact lenses	38,037	11.5%	119
Wear transition lenses	12,504	3.8%	68
Spent on eyeglasses in last 12 months: \$1-99	11,437	3.5%	118
Spent on eyeglasses in last 12 months: \$100-\$199	17,407	5.3%	125
Spent on eyeglasses in last 12 months: \$200-\$249	8,028	2.4%	84
Spent on eyeglasses in last 12 months: \$250+	22,224	6.7%	75
Spent on contact lenses in last 12 months: \$100-\$199	11,232	3.4%	104
Spent on contact lenses in last 12 months: \$200+	16,054	4.9%	126
Bought prescription eyewear: discount optical ctr	26,798	8.1%	94
Bought prescription eyewear: private eye doctor	68,989	20.9%	89
Bought prescription eyewear: retail optical chain	39,550	12.0%	101
Bought prescription eyewear: online	17,210	5.2%	142
Used prescription drug for acne	13,440	4.1%	147
Used prescription drug for allergy/hay fever	20,042	6.1%	107
Used prescription drug for anxiety/panic	20,623	6.3%	106
Used prescription drug for arthritis/osteoarthritis	6,290	1.9%	60
Used prescription drug for rheumatoid arthritis	4,416	1.3%	52
Used prescription drug for asthma	16,011	4.9%	124
Used prescription drug for backache/back pain	14,788	4.5%	67
Used prescription drug for depression	21,888	6.6%	108
Used prescription drug for diabetes (insulin dependent Type-1)	4,976	1.5%	66
Used prescription drug for diabetes (non-insulin dependent Type-2)	10,926	3.3%	73
Used prescription drug for heartburn/acid reflux	14,258	4.3%	79
Used prescription drug for high blood pressure	29,767	9.0%	69
Used prescription drug for high cholesterol	19,513	5.9%	73
Used prescription drug for insomnia	5,871	1.8%	80
Used prescription drug for migraine headache	8,839	2.7%	90
Used prescription drug for sinus congestion/headache	9,257	2.8%	79
Used prescription drug for urinary tract infection	12,191	3.7%	113
Filled prescription last 12 months: at discount/dept store	6,100	1.9%	59
Filled prescription last 12 months: at drug store/pharmacy	115,269	35.0%	95
Filled prescription last 12 months: at supermarket	17,439	5.3%	72
Filled prescription last 12 months: by mail order	18,696	5.7%	79
Spent out of pocket prescription drugs/30 days: <\$1-9	17,032	5.2%	81
Spent out of pocket prescription drugs/30 days: \$10-19	26,318	8.0%	98
Spent out of pocket prescription drugs/30 days: \$20-29	16,520	5.0%	84
Spent out of pocket prescription drugs/30 days: \$30-49	16,420	5.0%	78
Spent out of pocket prescription drugs/30 days: \$50-99	14,757	4.5%	80
Spent out of pocket prescription drugs/30 days: \$100-149	6,958	2.1%	75
Spent out of pocket prescription drugs/30 days: \$150+	7,476	2.3%	69

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 2020 and 2025.



Health and Beauty Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	170,629	51.8%	104
Used last 6 months: cough syrup/suppressant(nonprescr)	115,741	35.1%	98
Used last 6 months: medicated skin cream/lotion/spray	89,601	27.2%	94
Used last 6 months: non-medicated nasal spray	43,958	13.3%	105
Used last 6 months: pain relieving rub/liquid/patch	74,578	22.6%	89
Used last 6 months: sleeping aid/snore relief	41,644	12.6%	109
Used last 6 months: sore throat remedy/cough drops	154,535	46.9%	98
Used last 12 months: sunburn remedy	52,303	15.9%	103
Used last 12 months: suntan/sunscreen product	153,217	46.5%	117
Used last 6 months: toothache/gum/canker sore remedy	31,310	9.5%	89
HH used last 6 months: children`s cold tablets/liquids	14,634	7.3%	67
HH used last 6 months: children`s cough syrup	13,225	6.6%	64
HH used kids pain reliever/fever reducer last 6 months	24,949	12.5%	69
HH used kids vitamins/nutritional suppl last 6 months	19,248	9.7%	81
Used body wash/shower gel in last 6 months	215,348	65.3%	102
Used breath freshener in last 6 months	148,027	44.9%	108
Used breath freshener in last 6 months: gum	89,349	27.1%	110
Used breath freshener in last 6 months: mints	58,416	17.7%	98
Used breath freshener in last 6 months: thin film	10,542	3.2%	134
Used complexion care product in last 6 months	186,168	56.5%	116
Used denture adhesive/fixative in last 6 months	16,070	4.9%	75
Used denture cleaner in last 6 months	24,807	7.5%	69
Used facial moisturizer in last 6 months	171,258	52.0%	115
Used personal foot care product in last 6 months	59,319	18.0%	93
Used hair coloring product (at home) last 6 months	50,934	15.5%	82
Used hair conditioning treatment (at home) in last 6 months	92,081	27.9%	100
Used hair growth product in last 6 months	15,904	4.8%	140
Used hair spray (at home) in last 6 months	86,700	26.3%	84
Used hair styling gel/lotion/mousse in last 6 months	125,300	38.0%	110
Used mouthwash in last 6 months	217,897	66.1%	101
Used mouthwash 8+ times in last 7 days	52,322	15.9%	96
Used whitening toothpaste in last 6 months	113,099	34.3%	105
Used tooth whitener (not toothpaste) in last 6 months	43,283	13.1%	127
Used tooth whitener (gel) in last 6 months	9,050	2.7%	124
Used tooth whitener (strips) in last 6 months	22,957	7.0%	130
Visited a day spa in last 6 months	27,220	8.3%	168
Purchased product at salon/day spa in last 6 months	22,737	6.9%	155
Used professional service last 6 months: haircut	207,289	62.9%	106
Used professional service last 6 months: hair color/highlights	51,515	15.6%	101
Used professional service last 6 months: facial	15,332	4.7%	159
Used professional service last 6 months: massage	39,159	11.9%	153
Used professional service last 6 months: manicure	58,553	17.8%	140
Used professional service last 6 months: pedicure	64,479	19.6%	127
Spent \$150+ at barber shops in last 6 months	21,170	6.4%	177
Spent \$150+ at beauty salons in last 6 months	47,396	14.4%	124

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 2020 and 2025.



Health and Beauty Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2020	2025
Population		855,355	872,967
Population 18+		706,514	726,855
Households		392,135	403,457
Median Household Income		\$75,745	\$84,538

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	153,161	21.7%	111
Typically spend 4-6 hours exercising per week	140,615	19.9%	105
Typically spend 1-3 hours exercising per week	168,964	23.9%	101
Exercise at home 2+ times per week	193,549	27.4%	100
Exercise at club 2+ times per week	132,610	18.8%	133
Exercise at other facility 2+ times/wk	71,222	10.1%	125
Own elliptical	23,896	3.4%	81
Own stationary bicycle	23,240	3.3%	65
Own treadmill	32,949	4.7%	56
Own weight lifting equipment	64,297	9.1%	80
Control diet for blood sugar level	69,184	9.8%	84
Control diet for cholesterol level	71,327	10.1%	90
Control diet for food allergies	16,281	2.3%	109
Control diet to maintain weight	75,709	10.7%	114
Control diet for physical fitness	80,954	11.5%	110
Control diet for salt restriction	26,043	3.7%	94
Control diet for weight loss	100,868	14.3%	89
Used doctor`s care/diet for diet method	15,918	2.3%	88
Used exercise program for diet method	61,944	8.8%	100
Buy foods specifically labeled as fat-free	72,119	10.2%	114
Buy foods specifically labeled as gluten-free	46,821	6.6%	109
Buy foods specifically labeled as high fiber	53,016	7.5%	102
Buy foods specifically labeled as high protein	69,384	9.8%	110
Buy foods specifically labeled as hormone-free	34,076	4.8%	128
Buy foods specifically labeled as lactose-free	34,068	4.8%	123
Buy foods specifically labeled as low-calorie	54,759	7.8%	116
Buy foods specifically labeled as low-carb	55,624	7.9%	98
Buy foods specifically labeled as low-cholesterol	43,607	6.2%	117
Buy foods specifically labeled as low-fat	57,291	8.1%	97
Buy foods specifically labeled as low-sodium	80,312	11.4%	103
Buy foods specifically labeled as natural/organic	135,304	19.2%	127
Buy foods specifically labeled as probiotic	35,786	5.1%	108
Buy foods specifically labeled as sugar-free	74,271	10.5%	104
Consider self to be semi-vegetarian	69,443	9.8%	123
Used meal/dietary/weight loss supplement last 6 months	62,964	8.9%	100
Used vitamins/dietary supplements in last 6 months	377,286	53.4%	99
Provide services as a primary caregiver/caretaker	44,421	6.3%	82
Visited doctor in last 12 months	536,097	75.9%	100
Visited doctor in last 12 months: 1-2 times	183,120	25.9%	109
Visited doctor in last 12 months: 3-5 times	159,949	22.6%	99
Visited doctor in last 12 months: 6+ times	192,906	27.3%	92
Visited doctor in last 12 months: cardiologist	43,206	6.1%	75
Visited doctor in last 12 months: chiropractor	38,676	5.5%	75
Visited doctor in last 12 months: dentist	260,951	36.9%	100
Visited doctor in last 12 months: dermatologist	68,183	9.7%	108
Visited doctor in last 12 months: ear/nose/throat	33,187	4.7%	100
Visited doctor in last 12 months: eye	139,747	19.8%	90
Visited doctor in last 12 months: gastroenterologist	31,267	4.4%	101
Visited doctor in last 12 months: general/family	263,290	37.3%	90
Visited doctor in last 12 months: internist	40,871	5.8%	110
Visited doctor in last 12 months: physical therapist	34,848	4.9%	95
Visited doctor in last 12 months: podiatrist	18,352	2.6%	87
Visited doctor in last 12 months: urologist	25,012	3.5%	87
Visited nurse practitioner in last 12 months	31,089	4.4%	69

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 2020 and 2025.



Health and Beauty Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	252,853	35.8%	95
Wear bifocals	62,484	8.8%	58
Wear disposable contact lenses	40,321	5.7%	98
Wear soft contact lenses	71,197	10.1%	104
Wear transition lenses	25,843	3.7%	66
Spent on eyeglasses in last 12 months: \$1-99	22,522	3.2%	108
Spent on eyeglasses in last 12 months: \$100-\$199	34,292	4.9%	115
Spent on eyeglasses in last 12 months: \$200-\$249	16,840	2.4%	82
Spent on eyeglasses in last 12 months: \$250+	46,915	6.6%	74
Spent on contact lenses in last 12 months: \$100-\$199	21,931	3.1%	95
Spent on contact lenses in last 12 months: \$200+	29,059	4.1%	106
Bought prescription eyewear: discount optical ctr	56,460	8.0%	92
Bought prescription eyewear: private eye doctor	137,902	19.5%	83
Bought prescription eyewear: retail optical chain	77,471	11.0%	92
Bought prescription eyewear: online	33,476	4.7%	129
Used prescription drug for acne	29,028	4.1%	148
Used prescription drug for allergy/hay fever	40,367	5.7%	100
Used prescription drug for anxiety/panic	41,904	5.9%	101
Used prescription drug for arthritis/osteoarthritis	14,559	2.1%	65
Used prescription drug for rheumatoid arthritis	12,037	1.7%	66
Used prescription drug for asthma	34,252	4.8%	123
Used prescription drug for backache/back pain	34,573	4.9%	74
Used prescription drug for depression	41,724	5.9%	96
Used prescription drug for diabetes (insulin dependent Type-1)	12,936	1.8%	81
Used prescription drug for diabetes (non-insulin dependent Type-2)	25,986	3.7%	81
Used prescription drug for heartburn/acid reflux	30,849	4.4%	79
Used prescription drug for high blood pressure	63,931	9.0%	69
Used prescription drug for high cholesterol	41,164	5.8%	72
Used prescription drug for insomnia	12,521	1.8%	80
Used prescription drug for migraine headache	17,922	2.5%	85
Used prescription drug for sinus congestion/headache	18,235	2.6%	73
Used prescription drug for urinary tract infection	23,216	3.3%	100
Filled prescription last 12 months: at discount/dept store	12,246	1.7%	56
Filled prescription last 12 months: at drug store/pharmacy	242,661	34.3%	93
Filled prescription last 12 months: at supermarket	33,882	4.8%	65
Filled prescription last 12 months: by mail order	34,693	4.9%	69
Spent out of pocket prescription drugs/30 days: <\$1-9	35,638	5.0%	79
Spent out of pocket prescription drugs/30 days: \$10-19	51,348	7.3%	90
Spent out of pocket prescription drugs/30 days: \$20-29	33,776	4.8%	81
Spent out of pocket prescription drugs/30 days: \$30-49	32,923	4.7%	73
Spent out of pocket prescription drugs/30 days: \$50-99	30,214	4.3%	76
Spent out of pocket prescription drugs/30 days: \$100-149	14,143	2.0%	71
Spent out of pocket prescription drugs/30 days: \$150+	16,511	2.3%	71

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 2020 and 2025.



Health and Beauty Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	361,281	51.1%	102
Used last 6 months: cough syrup/suppressant(nonprescr)	265,982	37.6%	105
Used last 6 months: medicated skin cream/lotion/spray	194,946	27.6%	95
Used last 6 months: non-medicated nasal spray	91,675	13.0%	102
Used last 6 months: pain relieving rub/liquid/patch	170,227	24.1%	95
Used last 6 months: sleeping aid/snore relief	84,682	12.0%	103
Used last 6 months: sore throat remedy/cough drops	342,295	48.4%	101
Used last 12 months: sunburn remedy	106,386	15.1%	97
Used last 12 months: suntan/sunscreen product	289,473	41.0%	103
Used last 6 months: toothache/gum/canker sore remedy	78,656	11.1%	105
HH used last 6 months: children`s cold tablets/liquids	33,582	8.6%	79
HH used last 6 months: children`s cough syrup	31,933	8.1%	79
HH used kids pain reliever/fever reducer last 6 months	54,235	13.8%	76
HH used kids vitamins/nutritional suppl last 6 months	40,007	10.2%	85
Used body wash/shower gel in last 6 months	470,482	66.6%	104
Used breath freshener in last 6 months	328,768	46.5%	112
Used breath freshener in last 6 months: gum	201,173	28.5%	115
Used breath freshener in last 6 months: mints	126,208	17.9%	99
Used breath freshener in last 6 months: thin film	21,960	3.1%	131
Used complexion care product in last 6 months	391,011	55.3%	113
Used denture adhesive/fixative in last 6 months	43,686	6.2%	95
Used denture cleaner in last 6 months	67,119	9.5%	88
Used facial moisturizer in last 6 months	359,727	50.9%	113
Used personal foot care product in last 6 months	143,930	20.4%	105
Used hair coloring product (at home) last 6 months	129,337	18.3%	97
Used hair conditioning treatment (at home) in last 6 months	214,994	30.4%	109
Used hair growth product in last 6 months	35,725	5.1%	147
Used hair spray (at home) in last 6 months	187,275	26.5%	85
Used hair styling gel/lotion/mousse in last 6 months	266,320	37.7%	109
Used mouthwash in last 6 months	484,224	68.5%	105
Used mouthwash 8+ times in last 7 days	120,365	17.0%	103
Used whitening toothpaste in last 6 months	230,969	32.7%	100
Used tooth whitener (not toothpaste) in last 6 months	90,805	12.9%	124
Used tooth whitener (gel) in last 6 months	21,965	3.1%	141
Used tooth whitener (strips) in last 6 months	47,852	6.8%	127
Visited a day spa in last 6 months	51,755	7.3%	149
Purchased product at salon/day spa in last 6 months	41,175	5.8%	131
Used professional service last 6 months: haircut	416,282	58.9%	99
Used professional service last 6 months: hair color/highlights	99,298	14.1%	90
Used professional service last 6 months: facial	31,932	4.5%	155
Used professional service last 6 months: massage	71,953	10.2%	131
Used professional service last 6 months: manicure	120,572	17.1%	135
Used professional service last 6 months: pedicure	132,008	18.7%	122
Spent \$150+ at barber shops in last 6 months	40,040	5.7%	157
Spent \$150+ at beauty salons in last 6 months	85,816	12.1%	105

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 2020 and 2025.