



Woodfield

Schaumburg, IL

JCDecaux

Anchor Stores

Nordstrom, Lord & Taylor, Macy's, Sears and JCPenney

Major Stores

Woodfield, one of the highest-volume shopping malls in the world, features a wide mix of successful specialty merchants and attractions including Abercrombie & Fitch, Aldo, Ann Taylor, Anthropologie, Apple Computer, Aveda, A/X Armani Exchange, Banana Republic, Bath and Body Works, bebe Sport, Brooks Brothers, Coach, Crate & Barrel, Disney Store, Eddie Bauer, Express, Fossil, French Connection, Gap, Guess, Gymboree, H&M, Illuminations, J. Crew, Lacoste, L'Occitane, MAC Cosmetics, Movado, Nike, Oakley, Puma, Sephora, Sony Style, Swarovski, Talbots, and Urban Outfitters.

Location

This premier mall offers three levels of enclosed shopping within 30 miles northwest of downtown Chicago. Woodfield, the dominant retail entity in the suburban Chicago market and the number one tourist destination in Illinois, lies conveniently near the area's main north-south and east-west arteries, I-290 and I-90. It is located at the intersection of Highway 53 and I-290. Woodfield draws from the extensive commercial and residential development surrounding the mall attracting upscale area residents and executives from the more than 20 million square feet of nearby office space.

Fast Facts

Average visits per month	2,545,844
Trade area population	2,747,021
Number of stores	290
Size in sq.ft.	2,270,000
Total number of ad faces	102
Shoppers household income avg.	\$91,520





Demographic Information ¹

	Trade Area* 2009	Chicago MSA 2009
Population	2,747,021	8,815,935
Households	994,823	3,197,971
Average HH Income	\$102,182**	\$89,971

*Woodfield's trade area reaches 31% of the Chicago MSA population. 80% of the residents in the trade area shop at Woodfield.

**2007 National Average HHI \$66,570

Shopping Center Information ³

- On average, shoppers visit Woodfield 3.7 times per month and spend 1 hour and 34 minutes per visit.
- 87% of all shoppers make at least one purchase while at the mall.
- 71% of Woodfield's shoppers do not come with a specific specialty store in mind.
- 19% of Woodfield's shoppers are tourists; international tourists' average expenditure is \$145 while domestic tourists average \$122 per visit.
- On average, shoppers visit 2.9 stores and make a purchase in 55% of them.
- Out of the 44 major centers in Chicago DMA, Woodfield dominates its competitors, ranking number one most shopped. ²

General Information

Mall Type: Super Regional Mall
Mall Owner: The Taubman Company
Opening Date: 1971
Renovation Date: 1995
DMA: Chicago #3
Address: #5 Woodfield Shopping Center, Schamburg, IL 60173



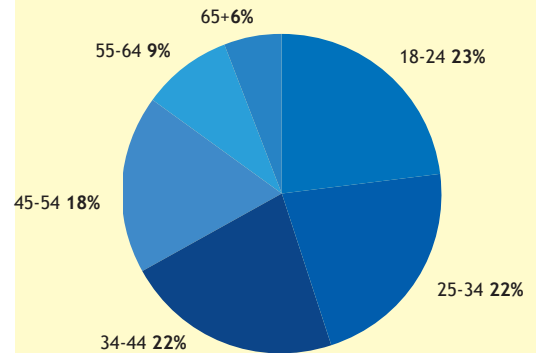
Shopper Characteristics ²

Woodfield's wide trade area, in affluent Chicago suburbs, is densely populated with young professional families and upscale singles. It is the number one visitor attraction in the state, pulling leisure drive visitors, as well as conventioners and business travelers from a concentration of nearby hotels. 66% have gone to college or graduate school and 56% are in white-collar positions.

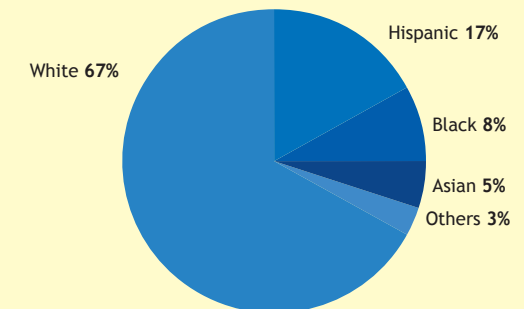
Woodfield's shoppers are more affluent than their adult counterpart in the Chicago DMA, being 25% more likely to have a household income in excess of \$100,000 a year. 64% of shoppers live in dual-income households.

Percentage of Shoppers by Age

Average Age: 39



Percentage of Shoppers by Race



Household Income

Woodfield Shoppers — (Red line)
 Chicago MSA — (Blue line)

