


Market Profile



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 1 mile radius, Ring: 3 mile radius, Ring: 5 mile radius

Population Summary	1 mile	3 mile	5 mile
2010 Total Population	52,385	333,067	799,820
2020 Total Population	79,998	398,938	873,174
2020 Group Quarters	5,105	10,848	22,975
2025 Total Population	85,883	404,831	860,198
2025 Group Quarters	5,116	10,978	23,390
2030 Total Population	90,628	413,853	862,494
2025-2030 Annual Rate	1.08%	0.44%	0.05%
2025 Total Daytime Population	492,536	905,466	1,291,246
Workers	470,967	777,888	972,357
Residents	21,569	127,578	318,889
Household Summary			
2010 Total Households	29,833	170,697	357,858
2010 Average Household Size	1.57	1.88	2.14
2020 Total Households	47,140	212,292	417,530
2020 Average Household Size	1.59	1.83	2.04
2025 Total Households	52,380	224,866	431,408
2025 Average Household Size	1.54	1.75	1.94
2030 Total Households	56,302	234,916	442,972
2030 Average Household Size	1.52	1.71	1.89
2025-2030 Annual Rate	1.45%	0.88%	0.53%
2025 Families	14,391	77,401	169,567
2025 Average Family Size	2.32	2.65	2.88
Housing Unit Summary			
2020 Housing Units	54,219	239,125	464,859
Vacant Housing Units	13.0%	11.3%	10.2%
2025 Housing Units	61,198	256,413	484,971
Owner Occupied Housing Units	30.1%	35.4%	35.6%
Renter Occupied Housing Units	69.9%	64.7%	64.4%
Vacant Housing Units	14.4%	12.3%	11.0%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Median Household Income	1 mile	3 mile	5 mile
2025	\$138,427	\$118,422	\$102,657
2030	\$147,664	\$128,064	\$111,418

Per Capita Income	1 mile	3 mile	5 mile
2025	\$117,056	\$95,287	\$76,232
2030	\$124,072	\$102,874	\$83,428

2025 Households by Income			
Household Income Base	52,380	224,866	431,407
<\$15,000	6.4%	8.9%	10.7%
\$15,000 - \$24,999	1.8%	3.3%	4.3%
\$25,000 - \$34,999	2.9%	3.4%	4.5%
\$35,000 - \$49,999	4.1%	5.5%	6.9%
\$50,000 - \$74,999	8.0%	9.8%	11.7%
\$75,000 - \$99,999	9.6%	10.5%	10.7%
\$100,000 - \$149,999	20.9%	18.4%	17.2%
\$150,000 - \$199,999	14.4%	12.3%	10.7%
\$200,000+	32.1%	28.0%	23.4%
Average Household Income	\$192,238	\$171,591	\$151,982

Median Home Value			
2025	\$464,103	\$519,867	\$487,027
2030	\$490,138	\$562,698	\$529,399

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	102	77	71
Percent of Income for Mortgage	21.0%	27.5%	29.7%
Wealth Index	113	110	96

2025 Home Value	1 mile	3 mile	5 mile
Total Owner Occupied Housing Units	15,775	79,481	153,385
<\$50,000	0.2%	0.7%	1.1%
\$50,000 - \$99,999	0.2%	0.2%	0.4%
\$100,000 - \$149,999	0.1%	0.4%	1.0%
\$150,000 - \$199,999	0.6%	1.1%	2.6%
\$200,000 - \$249,999	3.8%	3.7%	5.3%
\$250,000 - \$299,999	7.4%	6.8%	7.8%
\$300,000 - \$399,999	22.4%	17.2%	17.2%
\$400,000 - \$499,999	23.7%	17.8%	16.6%
\$500,000 - \$749,999	22.8%	26.7%	24.6%
\$750,000 - \$999,999	7.5%	11.6%	11.3%
\$1,000,000 - \$1,499,999	6.2%	7.0%	6.3%
\$1,500,000 - \$1,999,999	1.7%	2.9%	2.5%
\$2,000,000 +	3.3%	4.0%	3.2%
Average Home Value	\$605,551	\$664,789	\$621,927

2025 Population by Sex

Males	44,362	200,393	427,835
Females	41,521	204,438	432,363

Median Age

2010	30.9	32.6	31.5
2025	32.5	34.0	33.9
2030	32.9	34.8	34.7



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Age	1 mile	3 mile	5 mile
Total	85,883	404,833	860,197
0 - 4	3.0%	4.0%	4.7%
5 - 9	1.7%	3.0%	4.0%
10 - 14	1.0%	2.6%	3.7%
15 - 24	13.4%	11.7%	12.8%
25 - 34	40.6%	31.8%	27.9%
35 - 44	18.2%	16.8%	16.4%
45 - 54	8.8%	9.9%	10.7%
55 - 64	6.7%	8.3%	8.6%
65 - 74	4.5%	7.0%	6.9%
75 - 84	2.1%	4.1%	3.7%
85 +	0.6%	1.2%	1.1%
18 +	93.6%	88.8%	85.2%

2025 Pop 25+ by Educational Attainment	1 mile	3 mile	5 mile
Total	69,381	318,589	643,125
Less than 9th Grade	0.4%	3.0%	4.2%
9th - 12th Grade, No Diploma	1.1%	2.3%	3.9%
High School Graduate	2.1%	6.5%	11.2%
GED/Alternative Credential	0.6%	1.2%	2.1%
Some College, No Degree	4.0%	7.3%	9.6%
Associate Degree	3.1%	3.4%	4.2%
Bachelor's Degree	45.3%	40.4%	35.8%
Graduate/Professional Degree	43.4%	35.9%	29.1%

2025 Population 15+ by Marital Status	1 mile	3 mile	5 mile
Total	80,895	365,913	753,358
Never Married	58.9%	53.4%	54.5%
Married	35.1%	37.4%	35.8%
Widowed	1.1%	2.9%	3.3%
Divorced	4.9%	6.2%	6.5%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2020 Population by Race/Ethnicity	1 mile	3 mile	5 mile
Total	79,998	398,938	873,174
White Alone	63.7%	56.2%	48.2%
Black Alone	6.9%	12.2%	19.3%
American Indian Alone	0.2%	0.6%	0.8%
Asian Alone	19.6%	16.6%	11.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.5%	6.1%	11.1%
Two or More Races	2.5%	6.1%	11.1%
Hispanic Origin	7.5%	13.8%	22.0%
Diversity Index	60.9	71.9	80.1

2025 Population by Race/Ethnicity	1 mile	3 mile	5 mile
Total	85,883	404,831	860,199
White Alone	61.7%	54.7%	47.1%
Black Alone	6.9%	12.2%	18.9%
American Indian Alone	0.2%	0.5%	0.8%
Asian Alone	20.6%	17.4%	11.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.8%	6.3%	11.5%
Two or More Races	7.8%	8.8%	9.9%
Hispanic Origin	8.3%	14.4%	22.5%
Diversity Index	63.1	73.2	80.8

2025 Employed Pop 16+ by Occupation	1 mile	3 mile	5 mile
Total	67,268	291,568	573,183
White Collar	93.3%	86.5%	80.2%
Management/Business/Financial	41.5%	34.9%	30.7%
Professional	38.5%	37.3%	34.1%
Sales	8.9%	8.5%	8.4%
Administrative Support	4.4%	5.7%	6.9%
Services	3.9%	7.7%	10.7%

2025 Employed Pop 16+ by Occupation	1 mile	3 mile	5 mile
Total	67,268	291,568	573,183
Blue Collar	2.8%	5.8%	9.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.3%	0.9%	1.4%
Installation/Maintenance/Repair	0.5%	0.6%	0.9%
Production	0.4%	1.3%	2.4%
Transportation/Material Moving	1.6%	2.9%	4.5%


2025 Civilian Population 16+ in Labor Force	1 mile	3 mile	5 mile
Civilian Population 16+	67,268	291,568	573,183
Population 16+ Employed	96.4%	96.5%	95.1%
Population 16+ Unemployment rate	3.6%	3.5%	4.9%
Population 16-24 Employed	9.3%	9.6%	10.6%
Population 16-24 Unemployment rate	9.3%	8.4%	11.0%
Population 25-54 Employed	77.6%	73.1%	71.5%
Population 25-54 Unemployment rate	2.6%	2.7%	3.8%
Population 55-64 Employed	6%	8%	8%
Population 55-64 Unemployment rate	5.9%	4.5%	5.5%
Population 65+ Employed	3%	6%	5%
Population 65+ Unemployment rate	4.9%	3.7%	4.6%

2025 Employed Population 16+ by Industry	1 mile	3 mile	5 mile
Total	64,860	281,218	545,338
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	1.4%	1.9%	2.5%
Manufacturing	6.3%	5.5%	6.4%
Wholesale Trade	1.6%	1.8%	1.8%
Retail Trade	4.5%	5.2%	6.0%
Transportation/Utilities	3.2%	3.7%	4.7%
Information	3%	3%	3%
Finance/Insurance/Real Estate	17.5%	13.7%	11.8%
Services	59.6%	62.3%	61.1%
Public Administration	2.9%	3.0%	3.0%

Market Profile

| | Ring: 1 mile radius, Ring: 3 mile radius, Ring: 5 mile radius

2025 Consumer Spending	1 mile	3 mile	5 mile
Apparel & Services: Total \$	\$235,045,630	\$885,475,810	\$1,506,994,671
Average Spent	\$4,487.32	\$3,937.79	\$3,493.20
Spending Potential Index	183	161	143
Education: Total \$	\$167,493,448	\$644,964,510	\$1,084,802,771
Average Spent	\$3,197.66	\$2,868.22	\$2,514.56
Spending Potential Index	179	161	141
Entertainment/Recreation: Total \$	\$340,124,224	\$1,305,139,125	\$2,223,734,921
Average Spent	\$6,493.40	\$5,804.07	\$5,154.60
Spending Potential Index	158	141	125
Food at Home: Total \$	\$662,038,883	\$2,519,352,965	\$4,322,219,615
Average Spent	\$12,639.15	\$11,203.80	\$10,018.87
Spending Potential Index	170	151	135
Food Away from Home: Total \$	\$394,820,481	\$1,482,027,298	\$2,509,073,097
Average Spent	\$7,537.62	\$6,590.71	\$5,816.01
Spending Potential Index	183	160	141
Health Care: Total \$	\$565,482,718	\$2,190,717,609	\$3,782,176,200
Average Spent	\$10,795.78	\$9,742.32	\$8,767.05
Spending Potential Index	140	126	113
HH Furnishings & Equipment: Total \$	\$242,370,201	\$923,665,357	\$1,574,732,850
Average Spent	\$4,627.15	\$4,107.63	\$3,650.22
Spending Potential Index	159	141	126
Personal Care Products & Services: Total \$	\$97,153,752	\$363,874,557	\$616,747,784
Average Spent	\$1,854.79	\$1,618.18	\$1,429.62
Spending Potential Index	177	154	136
Shelter: Total \$	\$2,469,969,606	\$9,427,770,581	\$16,028,139,506
Average Spent	\$47,154.82	\$41,926.17	\$37,153.09
Spending Potential Index	177	157	140
Support Payments/Gifts in Kind: Total \$	\$215,837,600	\$857,616,448	\$1,472,866,601
Average Spent	\$4,120.61	\$3,813.90	\$3,414.09
Spending Potential Index	125	115	103

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	1 mile	3 mile	5 mile
Travel: Total \$	\$298,527,441	\$1,171,825,524	\$1,983,308,234
Average Spent	\$5,699.26	\$5,211.22	\$4,597.29
Spending Potential Index	158	144	127
Vehicle Maintenance & Repairs: Total \$	\$112,439,662	\$420,356,269	\$720,725,928
Average Spent	\$2,146.61	\$1,869.36	\$1,670.64
Spending Potential Index	159	139	124

Top Tapestry Segment


1 mile	3 mile	5 mile
Metro Renters (D4)	Metro Renters (D4)	Metro Renters (D4)
This segment is characterized by young, educated professionals in urban rentals.	This segment is characterized by young, educated professionals in urban rentals.	This segment is characterized by young, educated professionals in urban rentals.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.