

Audience Profile ?

Bishop Plaza

W 47th St, Chicago, IL

View:

Potential Market

Based On:

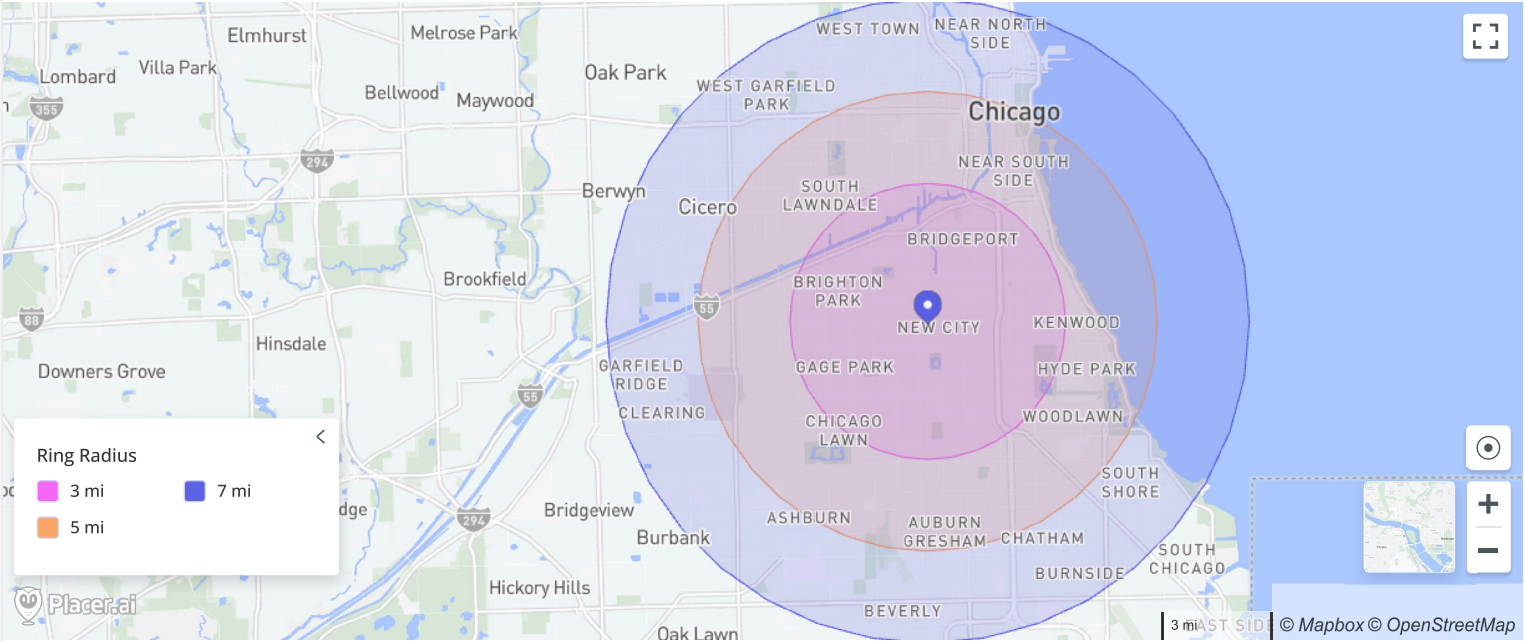
Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

Overview								^
Population	317,094		837,492		1.5M			
Pop density (per sq mile)	11,913		11,770		11,904			
Area (sq mi) - based on Census Block Groups	26.62		71.16		124.01			
Households								^
Households	117,012		331,079		612,513			
Family Households	68,268 (58.3%)	90	178,294 (53.9%)	83	315,081 (51.4%)	80		
Non-Family Households	48,744 (41.7%)	117	152,785 (46.1%)	130	297,432 (48.6%)	137		
Persons per Household	2.71	104	2.53	97	2.41	92		
Gender								▼
Age								▼
Age - Male								▼
Age - Female								▼
Population by Generation								^
Gen Alpha	58,983 (18.6%)	102	144,665 (17.3%)	95	246,202 (16.7%)	91		
Gen Z	47,317 (14.9%)	114	124,321 (14.8%)	114	204,289 (13.8%)	106		
Millennials	72,046 (22.7%)	111	208,013 (24.8%)	122	393,723 (26.7%)	131		

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Gen X	60,019 (18.9%) 101	153,109 (18.3%) 98	266,692 (18.1%) 97
Baby Boomers	61,847 (19.5%) 85	160,294 (19.1%) 84	283,834 (19.2%) 84
Silent & Greatest	16,882 (5.3%) 76	47,090 (5.6%) 82	81,403 (5.5%) 82
Ethnicity			
Hispanic or Latino	139,186 (43.9%) 231	331,118 (39.5%) 208	506,364 (34.3%) 181
Black	111,063 (35%) 291	307,969 (36.8%) 306	533,021 (36.1%) 300
Asian	30,522 (9.6%) 167	64,960 (7.8%) 135	94,891 (6.4%) 112
White	29,144 (9.2%) 16	112,186 (13.4%) 23	303,613 (20.6%) 35
Two or more races	5,887 (1.9%) 48	17,310 (2.1%) 53	31,753 (2.2%) 56
Other	808 (<0.5%) 51	2,928 (<0.5%) 71	5,063 (<0.5%) 69
American Indian and Alaska Native	277 (<0.5%) 17	696 (<0.5%) 16	1,016 (<0.5%) 13
Native Hawaiian and Other Pacific Islander	207 (<0.5%) 38	325 (<0.5%) 23	422 (<0.5%) 17
Hispanic or Latino			
Household Income			
Household Average Income	\$71,585.51 65	\$85,748.72 72	\$104,126.68 94
Average Income per Person	\$26,876.27 62	\$34,366.22 79	\$43,722.14 101
Household Median Income	\$49,830.44 63	\$58,136.05 74	\$69,109.87 88
<\$10K	12,149 (10.4%) 213	31,455 (9.5%) 195	51,069 (8.3%) 171
\$10K - \$15K	8,896 (7.6%) 214	20,681 (6.2%) 176	33,763 (5.5%) 155
\$15K - \$20K	5,102 (4.4%) 139	13,962 (4.2%) 135	21,559 (3.5%) 113
\$20K - \$25K	7,450 (6.4%) 185	18,251 (5.5%) 160	26,138 (4.3%) 124
\$25K - \$30K	6,123 (5.2%) 152	15,251 (4.6%) 134	23,768 (3.9%) 113
\$30K - \$35K	4,734 (4%) 119	13,055 (3.9%) 116	21,973 (3.6%) 105
\$35K - \$40K	5,600 (4.8%) 137	13,969 (4.2%) 121	23,366 (3.8%) 109
\$40K - \$45K	4,777 (4.1%) 117	12,042 (3.6%) 104	19,536 (3.2%) 91
\$45K - \$50K	3,804 (3.3%) 94	10,769 (3.3%) 94	19,340 (3.2%) 92
\$50K - \$60K	7,522 (6.4%) 97	19,794 (6%) 91	35,603 (5.8%) 88
\$60K - \$75K	10,362 (8.9%) 97	27,099 (8.2%) 90	49,630 (8.1%) 89
\$75K - \$100K	12,828 (11%) 86	37,399 (11.3%) 89	70,483 (11.5%) 91
\$100K - \$125K	8,929 (7.6%) 76	27,719 (8.4%) 83	55,714 (9.1%) 90
\$125K - \$150K	5,753 (4.9%) 67	19,326 (5.8%) 79	38,471 (6.3%) 85
\$150K - \$200K	6,761 (5.8%) 62	23,079 (7%) 75	48,300 (7.9%) 85

Search Group or Attribute

3 Mile

5 Mile

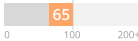
7 Mile

>\$200K

6,222 (5.3%)



27,228 (8.2%)



73,800 (12%)



Household Size



Education



Elementary

48,721 (23.1%)



110,129 (19.4%)

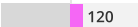


162,310 (15.8%)



High School Graduate

66,330 (31.5%)



152,549 (26.8%)



249,925 (24.4%)

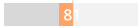


College / Associate Degree

49,073 (23.3%)



130,505 (23%)

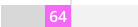


235,564 (23%)



Bachelor Degree

28,532 (13.5%)



96,018 (16.9%)

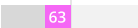


209,805 (20.5%)



Advanced Degree

18,138 (8.6%)



79,305 (13.9%)



168,048 (16.4%)



Labor Force



Marital Status



Family Households



Married-couple Family

35,548 (52.1%)



96,328 (54%)

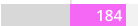


177,475 (56.3%)



Female Householder

23,768 (34.8%)



60,511 (33.9%)



102,521 (32.5%)



Male Householder

8,952 (13.1%)



21,455 (12%)



35,085 (11.1%)



Transport to Work



Travel Time to Work



Housing Units



Occupied Housing Units



Vacant Housing Units



Value of Owner-Occupied Housing Units



Types of Housing Units Structure



Health Insurance

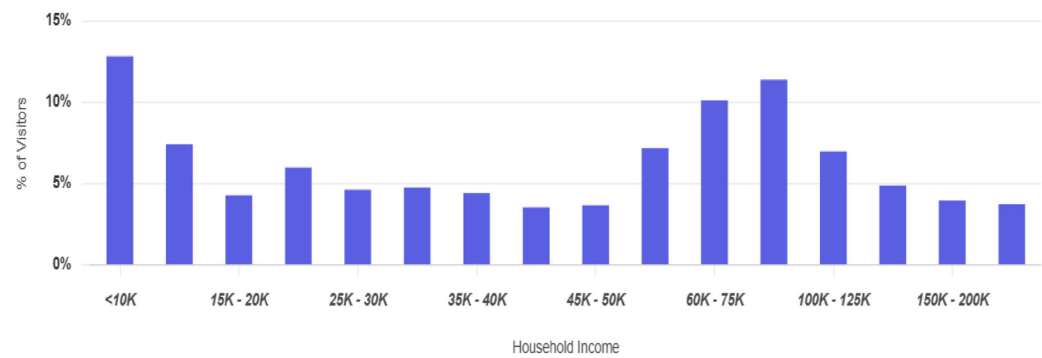


SNAP Households



Household Income ?

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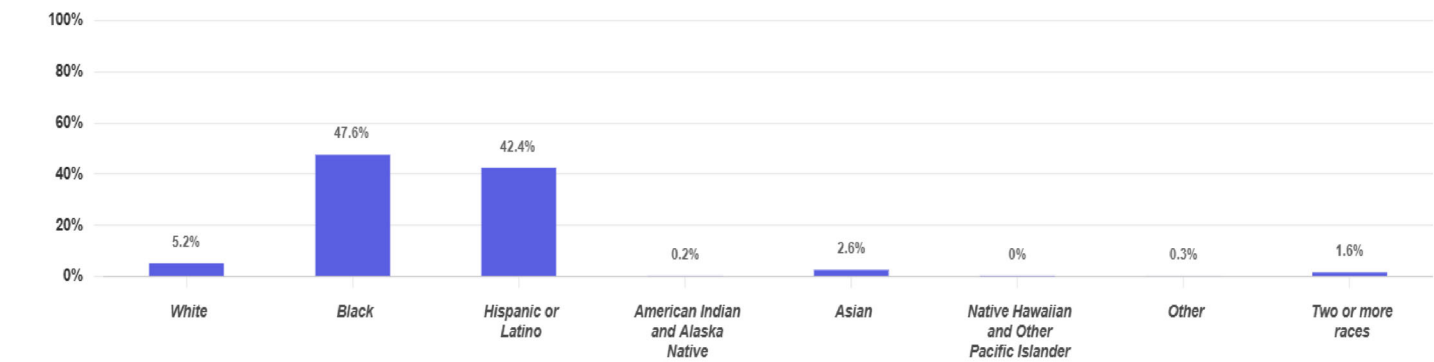


Average Income	64K
Median Income	48K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Ethnicity ?

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