Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.8955/-87.6238

Gold Coast-Magnificent Mile Chicago, IL 60611	0.25 mi radius		0.5 mi radius		1 mi radius	
Population						
Estimated Population (2022)	7,901		38,069		96,058	
Projected Population (2027)	7,521		36,351		92,549	
Census Population (2020)	8,273		39,281		98,256	
Census Population (2010)	7,815		33,582		80,966	
Projected Annual Growth (2022 to 2027)	-380	-1.0%	-1,718	-0.9%	-3,509	-0.7%
Historical Annual Growth (2020 to 2022)	-372	-2.2%	-1,212	-1.5%	-2,198	-1.1%
Historical Annual Growth (2010 to 2020)	458	2.9%	5,699	8.5%	17,290	10.7%
Estimated Population Density (2022)	39,505	psm	48,806	psm	30,592	psm
Trade Area Size	-	sq mi	-	sq mi	3.1	sq mi
Households						
Estimated Households (2022)	5,696		27,201		66,573	
Projected Households (2027)	5,300		25,398		62,769	
Census Households (2020)	5,944		27,966		67,800	
Census Households (2010)	5,157		22,311		52,178	
Estimated Households with Children (2022)	215	3.8%	1,065	3.9%	3,107	4.7%
Estimated Average Household Size (2022)	1.38		1.38		1.41	
Average Household Income						
Estimated Average Household Income (2022)	$172,070		$177,068		$176,788	
Projected Average Household Income (2027)	$247,621		$243,869		$235,973	
Estimated Average Family Income (2022)	$385,935		$365,759		$372,492	
Median Household Income						
Estimated Median Household Income (2022)	$110,869		$112,627		$118,888	
Projected Median Household Income (2027)	$130,423		$129,691		$137,260	
Estimated Median Family Income (2022)	$226,533		$235,425		$231,412	
Per Capita Income						
Estimated Per Capita Income (2022)	$124,072		$126,586		$122,630	
Projected Per Capita Income (2027)	$174,503		$170,462		$160,153	
Estimated Per Capita Income 5 Year Growth	$50,430	40.6%	$43,876	34.7%	$37,523	30.6%
Estimated Average Household Net Worth (2022)	$1,063,782		$1,113,470		$1,173,217	
Daytime Demos (2022)						
Total Businesses	1,911		4,834		17,441	
Total Employees	33,726		84,844		330,015	
Company Headquarter Businesses	84	4.4%	220	4.6%	1,096	6.3%
Company Headquarter Employees	5,614	16.6%	14,525	17.1%	94,312	28.6%
Employee Population per Business	17.6		17.6		18.9	
Residential Population per Business	4.1		7.9		5.5	

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Gold Coast-Magnificent Mile Chicago, IL 60611	0.25 mi radius		0.5 mi radius		1 mi radius	
Race & Ethnicity						
White (2022)	5,588	70.7%	26,152	68.7%	65,470	68.2%
Black or African American (2022)	516	6.5%	2,931	7.7%	8,115	8.4%
American Indian or Alaska Native (2022)	5	-	63	0.2%	175	0.2%
Asian (2022)	1,211	15.3%	5,904	15.5%	14,447	15.0%
Hawaiian or Pacific Islander (2022)	6	-	16	-	24	-
Other Race (2022)	154	1.9%	798	2.1%	2,321	2.4%
Two or More Races (2022)	421	5.3%	2,205	5.8%	5,507	5.7%
Not Hispanic or Latino Population (2022)	7,183	90.9%	34,590	90.9%	87,022	90.6%
Hispanic or Latino Population (2022)	718	9.1%	3,479	9.1%	9,036	9.4%
Not Hispanic or Latino Population (2027)	6,837	90.9%	33,023	90.8%	83,813	90.6%
Hispanic or Latino Population (2027)	684	9.1%	3,328	9.2%	8,736	9.4%
Not Hispanic or Latino Population (2020)	7,750	93.7%	36,810	93.7%	92,020	93.7%
Hispanic or Latino Population (2020)	523	6.3%	2,471	6.3%	6,236	6.3%
Not Hispanic or Latino Population (2010)	7,422	95.0%	31,888	95.0%	76,588	94.6%
Hispanic or Latino Population (2010)	393	5.0%	1,695	5.0%	4,377	5.4%
Projected Hispanic Annual Growth (2022 to 2027)	-34	-0.9%	-151	-0.9%	-300	-0.7%
Historic Hispanic Annual Growth (2010 to 2022)	325	6.9%	1,784	8.8%	4,659	8.9%
Age Distribution (2022)						
Age Under 5	164	2.1%	888	2.3%	2,649	2.8%
Age 5 to 9 Years	105	1.3%	709	1.9%	2,048	2.1%
Age 10 to 14 Years	117	1.5%	661	1.7%	1,843	1.9%
Age 15 to 19 Years	125	1.6%	814	2.1%	2,385	2.5%
Age 20 to 24 Years	491	6.2%	2,696	7.1%	7,357	7.7%
Age 25 to 29 Years	1,155	14.6%	5,458	14.3%	14,627	15.2%
Age 30 to 34 Years	979	12.4%	4,347	11.4%	11,679	12.2%
Age 35 to 39 Years	619	7.8%	2,886	7.6%	7,861	8.2%
Age 40 to 44 Years	477	6.0%	2,310	6.1%	5,865	6.1%
Age 45 to 49 Years	402	5.1%	2,008	5.3%	5,027	5.2%
Age 50 to 54 Years	409	5.2%	2,160	5.7%	5,182	5.4%
Age 55 to 59 Years	516	6.5%	2,561	6.7%	5,908	6.2%
Age 60 to 64 Years	636	8.0%	3,010	7.9%	6,882	7.2%
Age 65 to 74 Years	1,076	13.6%	4,888	12.8%	10,909	11.4%
Age 75 to 84 Years	473	6.0%	2,025	5.3%	4,304	4.5%
Age 85 Years or Over	156	2.0%	648	1.7%	1,531	1.6%
Median Age	42.8		41.6		39.2	
Gender Age Distribution (2022)						
Female Population	4,119	52.1%	19,882	52.2%	49,491	51.5%
Age 0 to 19 Years	245	6.0%	1,563	7.9%	4,494	9.1%
Age 20 to 64 Years	2,949	71.6%	14,276	71.8%	36,078	72.9%
Age 65 Years or Over	925	22.5%	4,044	20.3%	8,919	18.0%
Female Median Age	43.2		41.8		39.4	
Male Population	3,782	47.9%	18,187	47.8%	46,567	48.5%
Age 0 to 19 Years	266	7.0%	1,510	8.3%	4,432	9.5%
Age 20 to 64 Years	2,736	72.3%	13,160	72.4%	34,310	73.7%
Age 65 Years or Over	780	20.6%	3,517	19.3%	7,826	16.8%
Male Median Age	42.1		41.3		39.0	

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Household Income Distribution (2022)						
HH Income $200,000 or More	1,340	23.5%	6,877	25.3%	18,018	27.1%
HH Income $150,000 to $199,999	654	11.5%	2,794	10.3%	6,459	9.7%
HH Income $100,000 to $149,999	998	17.5%	4,538	16.7%	12,105	18.2%
HH Income $75,000 to $99,999	699	12.3%	3,538	13.0%	8,504	12.8%
HH Income $50,000 to $74,999	514	9.0%	3,051	11.2%	7,493	11.3%
HH Income $35,000 to $49,999	503	8.8%	1,383	5.1%	3,537	5.3%
HH Income $25,000 to $34,999	225	4.0%	1,137	4.2%	2,403	3.6%
HH Income $15,000 to $24,999	131	2.3%	919	3.4%	1,938	2.9%
HH Income Under $15,000	631	11.1%	2,964	10.9%	6,117	9.2%
HH Income $35,000 or More	4,708	82.7%	22,181	81.5%	56,116	84.3%
HH Income $75,000 or More	3,691	64.8%	17,747	65.2%	45,087	67.7%
Housing (2022)						
Total Housing Units	7,204		33,259		80,409	
Housing Units Occupied	5,696	79.1%	27,201	81.8%	66,573	82.8%
Housing Units Owner-Occupied	2,735	48.0%	11,624	42.7%	26,859	40.3%
Housing Units, Renter-Occupied	2,961	52.0%	15,576	57.3%	39,714	59.7%
Housing Units, Vacant	1,508	26.5%	6,059	22.3%	13,836	20.8%
Marital Status (2022)						
Never Married	3,657	48.7%	18,143	50.7%	46,124	51.5%
Currently Married	2,830	37.7%	12,957	36.2%	31,200	34.9%
Separated	217	2.9%	1,176	3.3%	3,128	3.5%
Widowed	193	2.6%	869	2.4%	2,572	2.9%
Divorced	618	8.2%	2,666	7.4%	6,494	7.3%
Household Type (2022)						
Population Family	2,929	37.1%	14,212	37.3%	36,958	38.5%
Population Non-Family	4,951	62.7%	23,327	61.3%	57,200	59.5%
Population Group Quarters	21	0.3%	531	1.4%	1,901	2.0%
Family Households	1,294	22.7%	6,188	22.7%	15,688	23.6%
Non-Family Households	4,402	77.3%	21,013	77.3%	50,885	76.4%
Married Couple with Children	160	5.6%	780	6.0%	2,167	6.9%
Average Family Household Size	2.3		2.3		2.4	
Household Size (2022)						
1 Person Households	3,850	67.6%	18,757	69.0%	45,054	67.7%
2 Person Households	1,563	27.4%	7,016	25.8%	17,266	25.9%
3 Person Households	194	3.4%	977	3.6%	2,831	4.3%
4 Person Households	76	1.3%	359	1.3%	1,046	1.6%
5 Person Households	11	0.2%	69	0.3%	256	0.4%
6 or More Person Households	2	-	23	-	121	0.2%
Household Vehicles (2022)						
Households with 0 Vehicles Available	2,974	52.2%	13,018	47.9%	30,231	45.4%
Households with 1 Vehicles Available	2,216	38.9%	11,680	42.9%	30,074	45.2%
Households with 2 or More Vehicles Available	506	8.9%	2,502	9.2%	6,268	9.4%
Total Vehicles Available	3,382		17,257		43,617	
Average Vehicles Per Household	-		-		-	

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Labor Force (2022)						
Estimated Labor Population Age 16 Years or Over	7,491		35,678		89,154	
Estimated Civilian Employed	5,492	73.3%	25,770	72.2%	65,438	73.4%
Estimated Civilian Unemployed	62	0.8%	539	1.5%	1,284	1.4%
Estimated in Armed Forces	-	-	-	-	44	-
Estimated Not in Labor Force	1,937	25.9%	9,368	26.3%	22,388	25.1%
Unemployment Rate	0.8%		1.5%		1.4%	
Occupation (2022)						
Occupation: Population Age 16 Years or Over	5,492		25,770		65,438	
Management, Business, Financial Operations	1,894	34.5%	9,401	36.5%	24,638	37.7%
Professional, Related	2,128	38.7%	9,496	36.9%	22,989	35.1%
Service	293	5.3%	1,564	6.1%	3,786	5.8%
Sales, Office	877	16.0%	3,856	15.0%	10,488	16.0%
Farming, Fishing, Forestry	5	0.1%	41	0.2%	56	-
Construct, Extraction, Maintenance	70	1.3%	367	1.4%	907	1.4%
Production, Transport Material Moving	225	4.1%	1,044	4.0%	2,574	3.9%
White Collar Workers	4,900	89.2%	22,754	88.3%	58,115	88.8%
Blue Collar Workers	593	10.8%	3,017	11.7%	7,323	11.2%
Consumer Expenditure (2022)						
Total Household Expenditure	$601.39 M		$2.94 B		$7.17 B	
Total Non-Retail Expenditure	$323.87 M	53.9%	$1.59 B	53.9%	$3.87 B	53.9%
Total Retail Expenditure	$277.52 M	46.1%	$1.36 B	46.1%	$3.31 B	46.1%
Apparel	$21.78 M	3.6%	$106.76 M	3.6%	$260.97 M	3.6%
Contributions	$21.69 M	3.6%	$107.21 M	3.6%	$262.8 M	3.7%
Education	$21.9 M	3.6%	$108.6 M	3.7%	$267.54 M	3.7%
Entertainment	$34.91 M	5.8%	$170.97 M	5.8%	$417.57 M	5.8%
Food and Beverages	$86.47 M	14.4%	$422.47 M	14.3%	$1.03 B	14.3%
Furnishings and Equipment	$21.61 M	3.6%	$105.73 M	3.6%	$258.11 M	3.6%
Gifts	$16.94 M	2.8%	$84.68 M	2.9%	$209.3 M	2.9%
Health Care	$48.49 M	8.1%	$236.16 M	8.0%	$570.8 M	8.0%
Household Operations	$24.36 M	4.1%	$119.59 M	4.1%	$291.81 M	4.1%
Miscellaneous Expenses	$11.7 M	1.9%	$57.15 M	1.9%	$139.17 M	1.9%
Personal Care	$8.1 M	1.3%	$39.63 M	1.3%	$96.49 M	1.3%
Personal Insurance	$4.51 M	0.7%	$22.14 M	0.8%	$54.21 M	0.8%
Reading	$1.36 M	0.2%	$6.64 M	0.2%	$16.15 M	0.2%
Shelter	$129.05 M	21.5%	$631.85 M	21.5%	$1.54 B	21.4%
Tobacco	$3.07 M	0.5%	$14.9 M	0.5%	$35.55 M	0.5%
Transportation	$104.43 M	17.4%	$510.45 M	17.3%	$1.25 B	17.4%
Utilities	$41.01 M	6.8%	$199.76 M	6.8%	$482.5 M	6.7%
Educational Attainment (2022)						
Adult Population Age 25 Years or Over	6,899		32,301		79,775	
Elementary (Grade Level 0 to 8)	66	0.9%	177	0.5%	480	0.6%
Some High School (Grade Level 9 to 11)	28	0.4%	302	0.9%	1,370	1.7%
High School Graduate	295	4.3%	1,445	4.5%	3,789	4.7%
Some College	343	5.0%	2,169	6.7%	5,343	6.7%
Associate Degree Only	223	3.2%	722	2.2%	1,815	2.3%
Bachelor Degree Only	2,868	41.6%	13,208	40.9%	33,225	41.6%
Graduate Degree	3,076	44.6%	14,279	44.2%	33,753	42.3%

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Units In Structure (2022)						
1 Detached Unit	268	5.2%	1,197	5.4%	2,926	5.6%
1 Attached Unit	40	0.8%	317	1.4%	1,241	2.4%
2 to 4 Units	74	1.4%	795	3.6%	1,885	3.6%
5 to 9 Units	103	2.0%	473	2.1%	1,547	3.0%
10 to 19 Units	50	1.0%	561	2.5%	1,610	3.1%
20 to 49 Units	172	3.3%	1,315	5.9%	3,706	7.1%
50 or More Units	4,986	96.7%	22,513	100.9%	53,586	102.7%
Mobile Home or Trailer	3	-	30	0.1%	72	0.1%
Other Structure	-	-	-	-	-	-
Homes Built By Year (2022)						
Homes Built 2010 or later	295	5.7%	1,734	7.8%	4,965	9.5%
Homes Built 2000 to 2009	878	17.0%	3,437	15.4%	8,434	16.2%
Homes Built 1990 to 1999	374	7.3%	2,112	9.5%	4,745	9.1%
Homes Built 1980 to 1989	782	15.2%	3,067	13.7%	6,398	12.3%
Homes Built 1970 to 1979	773	15.0%	3,584	16.1%	8,409	16.1%
Homes Built 1960 to 1969	863	16.7%	3,308	14.8%	8,016	15.4%
Homes Built 1950 to 1959	443	8.6%	2,692	12.1%	6,407	12.3%
Homes Built Before 1949	1,288	25.0%	7,267	32.6%	19,201	36.8%
Home Values (2022)						
Home Values $1,000,000 or More	765	28.0%	2,593	22.3%	4,759	17.7%
Home Values $500,000 to $999,999	628	23.0%	3,230	27.8%	7,715	28.7%
Home Values $400,000 to $499,999	157	5.7%	942	8.1%	4,012	14.9%
Home Values $300,000 to $399,999	349	12.8%	1,708	14.7%	4,190	15.6%
Home Values $200,000 to $299,999	462	16.9%	2,176	18.7%	4,221	15.7%
Home Values $150,000 to $199,999	231	8.4%	489	4.2%	898	3.3%
Home Values $100,000 to $149,999	39	1.4%	212	1.8%	402	1.5%
Home Values $70,000 to $99,999	12	0.4%	46	0.4%	85	0.3%
Home Values $50,000 to $69,999	4	0.2%	22	0.2%	87	0.3%
Home Values $25,000 to $49,999	13	0.5%	21	0.2%	138	0.5%
Home Values Under $25,000	74	2.7%	187	1.6%	351	1.3%
Owner-Occupied Median Home Value	$594,128		$604,443		$563,901	
Renter-Occupied Median Rent	$1,921		$1,901		$1,904	
Transportation To Work (2022)						
Drive to Work Alone	1,712	31.2%	8,122	31.5%	20,687	31.6%
Drive to Work in Carpool	147	2.7%	1,067	4.1%	2,578	3.9%
Travel to Work by Public Transportation	539	9.8%	2,651	10.3%	7,278	11.1%
Drive to Work on Motorcycle	13	0.2%	15	-	30	-
Walk or Bicycle to Work	1,105	20.1%	5,106	19.8%	12,260	18.7%
Other Means	127	2.3%	579	2.2%	1,363	2.1%
Work at Home	1,850	33.7%	8,230	31.9%	21,242	32.5%
Travel Time (2022)						
Travel to Work in 14 Minutes or Less	853	15.5%	4,021	15.6%	9,843	15.0%
Travel to Work in 15 to 29 Minutes	1,546	28.2%	8,206	31.8%	20,583	31.5%
Travel to Work in 30 to 59 Minutes	1,054	19.2%	4,570	17.7%	11,440	17.5%
Travel to Work in 60 Minutes or More	189	3.4%	743	2.9%	2,330	3.6%
Average Minutes Travel to Work	22.0		21.4		21.3	