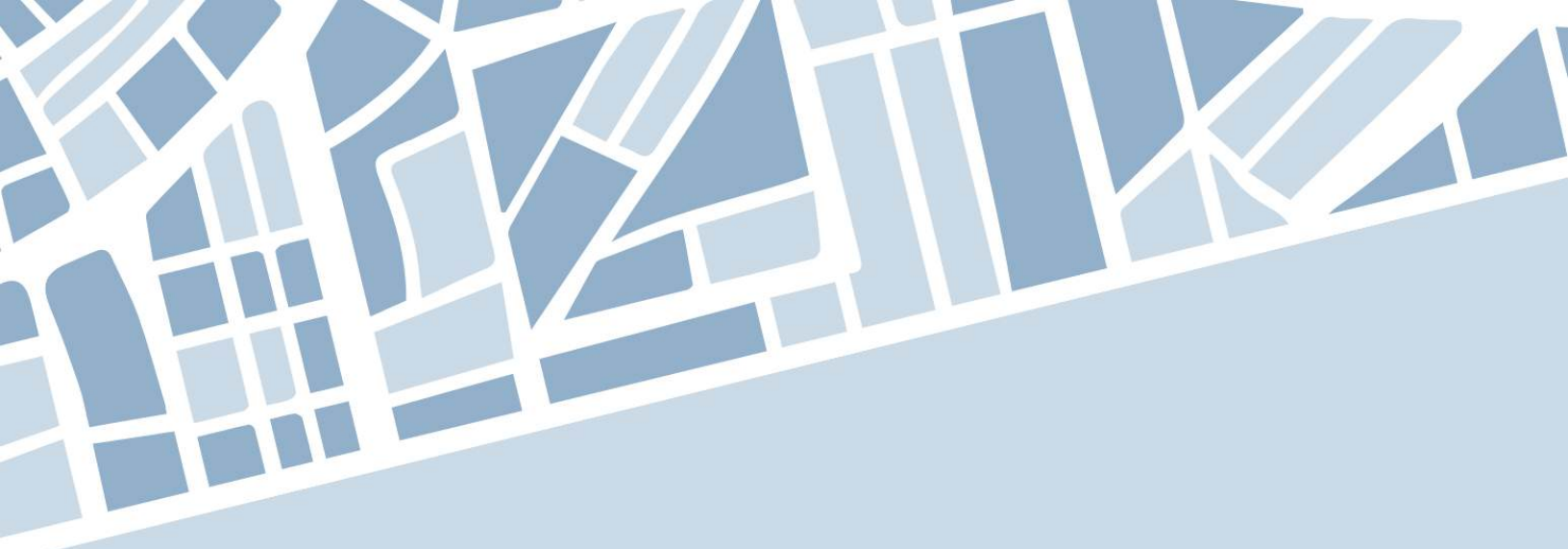


A stylized graphic of a city street grid in shades of blue and white, located in the top left corner of the page.

YOUR BUSINESS AT HOME IN WICKERPARK BUCKTOWN

WICKERPARKBUCKTOWN.COM



Wicker Park Bucktown

2025 MARKET REPORT

WPB knows business. A survey of over 500 local business owners and consumers revealed that Wicker Park Bucktown (WPB) is a great place to do business! Business longevity and customer loyalty are the norm, consumers are diverse and patronize long-standing businesses, and residents love to shop locally and have high levels of disposable income.

DEMOGRAPHICS

Information based on data collected within a half-mile radius of the intersection of North, Milwaukee, and Damen Avenues

CATEGORY	WICKER PARK BUCKTOWN	CITY OF CHICAGO
 POPULATION	37,537	2.8 MILLION
 MEDIAN HOUSEHOLD (MHH) INCOME	\$162,698	\$77,833
 EDUCATION (BACHELORS & ABOVE)	82.0%	43%
 MHH DISPOSABLE INCOME	\$131,199	\$65,687
 MHH DISCRETIONARY INCOME	\$110,367	\$44,118

HELLO NEW BUSINESS

BETWEEN 2016 AND 2025, OVER 70 NEW BUSINESS OPENED IN WICKER PARK BUCKTOWN

Total Number of Businesses

- 2016 - 1,280
- 2025 - 1,353

MORE PEOPLE, MORE CUSTOMERS

POPULATION DENSITY STRONGER IN WPB THAN CITY OF CHICAGO

Persons per square mile

- Wicker Park: 19,354
- Bucktown: 14,918
- City of Chicago: 12,726

HIGH EMPLOYEE COUNTS

OVER 13,250 EMPLOYEES WORK IN WICKER PARK BUCKTOWN

Total Number of Employees

- 8,750+ in Wicker Park
- 4,535+ in Bucktown

BUSINESS MIX

Determined via City of Chicago Business Licenses merged with current WPB Chamber of Commerce Membership List

Options Matter! Business mix in Wicker Park Bucktown is very diverse and includes some of Chicago's most well-known and innovative businesses. WPB remains positioned for sustained business growth based upon market strength, diversity of business mix, and the neighborhoods' proven ability to attract and grow ground-level businesses. With seven distinct commercial corridors, there's room enough for any number of successful businesses.

"I'm really excited to see business moving all the way down Milwaukee Ave. to Division, it's all filling in. The businesses support each other - like a rising tide, it brings up all ships."

- TIM G., WPB BUSINESS OWNER



34%
SERVICE



30%
RETAIL



21%
RESTAURANT/BAR



8%
SALON/SPA



2%
CONSTRUCTION

1%
INDUSTRIAL

ENTERTAINMENT

CONSTRUCTION INDUSTRIAL

GETTING AROUND WICKER PARK BUCKTOWN

Unrivalled transportation convenience! Whether by foot, bike, train, bus, or car... when it comes to getting around WPB, the choice is yours! Pedestrian and bike access are high and mighty, with public transit options plentiful. Three CTA “L” stations, five major CTA bus lines, the Milwaukee Avenue bike lane, Clybourn Metra Rail Station, DIVVY Bike Stations, the 90/94 expressway, and the 606 - WPB’s 2.7 mile elevated multi-use recreational trail, all serve the neighborhood.



After opening in 2015 The 606 continues to be both an integral daily amenity to residents and international visitor attraction.

LOCATION MATTERS

TURN THE PAGE TO VIEW THE LOCATION MAP OF WICKER PARK BUCKTOWN AND SERVICE AREA BOUNDARIES FOR THE CHAMBER/SSA#33



BIKE SHARE LOCATIONS

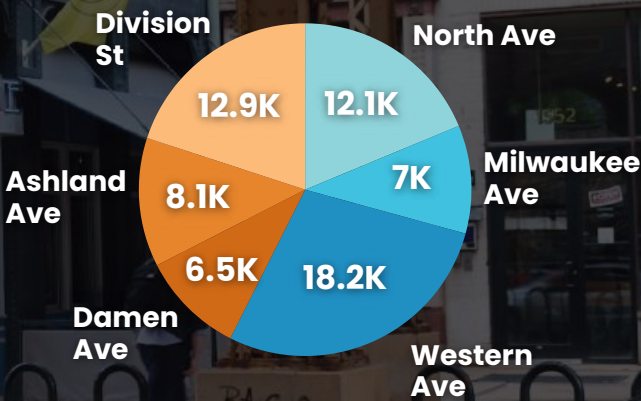
WPB is home to 29 DIVVY stations with 475+ bikes

9+ Miles of Bike Lanes

BIKER’S HAVEN

250+ bike racks

WPB DAILY VEHICLE TRAFFIC



WPB RANKS TOP 5% OF U.S. NEIGHBORHOODS FOR WALKABILITY

TRANSIT TRENDS

THE INTERSECTION OF NORTH - MILWAUKEE - DAMEN IN WICKER PARK IS A COMMUNITY - CROSSROADS FOR ALL MODES OF TRANSIT



BLUE LINE RIDERSHIP

DAMEN BLUE LINE RIDERSHIP INCREASED BY 13.8% BETWEEN 2024 AND 2025



METRA RIDERSHIP

UNION PACIFIC NORTH METRA RIDERSHIP INCREASE 16.5% YEAR OVER YEAR



About Us

The Wicker Park Bucktown Chamber of Commerce works to build a healthy local marketplace and improve the quality of life for residents and businesses. The Chamber coordinates local events throughout the year and administers the WPB Special Service Area #33. Special Service Areas (SSAs) fund expanded services and programs. In Wicker Park Bucktown that includes supplemental sidewalk cleaning, trash removal, snow removal, landscaping and tree care, green initiatives, neighborhood promotion, and more!

Business Support: The Chamber offers a variety of programs and initiatives to help businesses succeed and thrive, including:

- Annual series of special events that drive traffic
- Direct assistance with tailored local market information
- Networking and business development opportunities
- Comprehensive digital marketing platforms
- Promotional impact through ongoing public relations
- Referral assistance for business plans and resources

LOCATION MAP



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