



# Disposable Income Profile

510 Green Bay Rd, Winnetka, Illinois, 60093  
 Drive Time: 5 minute radius

Latitude: 42.10513  
 Longitude: -87.73368

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	14,914	15,082	15,257	175	0.23%
Median Age	42.6	44.5	46.3	1.8	0.80%
Households	5,009	5,104	5,183	79	0.31%
Average Household Size	2.97	2.95	2.94	-0.01	-0.07%

2015 Households by Disposable Income	Number	Percent
Total	5,104	100.0%
<\$15,000	184	3.6%
\$15,000-\$24,999	188	3.7%
\$25,000-\$34,999	199	3.9%
\$35,000-\$49,999	350	6.9%
\$50,000-\$74,999	382	7.5%
\$75,000-\$99,999	333	6.5%
\$100,000-\$149,999	722	14.1%
\$150,000-\$199,999	1,553	30.4%
\$200,000+	1,195	23.4%
Median Disposable Income	\$153,863	
Average Disposable Income	\$157,586	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	16	190	594	1,434	1,340	807	724
<\$15,000	0	1	10	34	40	36	63
\$15,000-\$24,999	4	2	11	20	36	32	81
\$25,000-\$34,999	1	10	16	26	34	45	68
\$35,000-\$49,999	3	29	25	35	48	64	146
\$50,000-\$74,999	6	49	42	55	87	86	57
\$75,000-\$99,999	1	19	26	80	85	70	52
\$100,000-\$149,999	0	30	128	211	178	110	66
\$150,000-\$199,999	0	30	210	541	463	202	107
\$200,000+	0	21	126	432	371	162	84
Median Disposable Income	\$46,667	\$79,866	\$155,528	\$167,136	\$162,044	\$128,052	\$51,333
Average Disposable Income	\$45,525	\$110,345	\$159,064	\$181,761	\$178,280	\$145,616	\$98,186

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Disposable Income Profile

510 Green Bay Rd, Winnetka, Illinois, 60093  
 Drive Time: 15 minute radius

Latitude: 42.10513  
 Longitude: -87.73368

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	207,292	210,474	213,439	2,965	0.28%
Median Age	42.3	43.3	44.1	0.8	0.37%
Households	76,928	78,641	80,048	1,407	0.36%
Average Household Size	2.59	2.58	2.57	-0.01	-0.08%

2015 Households by Disposable Income	Number	Percent
Total	78,641	100.0%
<\$15,000	7,826	10.0%
\$15,000-\$24,999	6,316	8.0%
\$25,000-\$34,999	6,213	7.9%
\$35,000-\$49,999	9,687	12.3%
\$50,000-\$74,999	11,024	14.0%
\$75,000-\$99,999	7,486	9.5%
\$100,000-\$149,999	12,214	15.5%
\$150,000-\$199,999	10,157	12.9%
\$200,000+	7,718	9.8%
Median Disposable Income	\$69,820	
Average Disposable Income	\$97,750	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,007	7,159	10,316	16,180	17,552	12,330	13,095
<\$15,000	673	899	646	833	1,374	1,395	2,006
\$15,000-\$24,999	275	515	425	691	1,057	1,055	2,299
\$25,000-\$34,999	293	878	739	851	901	967	1,584
\$35,000-\$49,999	292	1,100	1,017	1,073	1,457	1,654	3,094
\$50,000-\$74,999	266	1,635	1,769	1,717	2,333	2,097	1,206
\$75,000-\$99,999	99	723	902	1,774	1,906	1,169	912
\$100,000-\$149,999	83	959	2,196	3,401	2,991	1,671	912
\$150,000-\$199,999	7	276	1,631	3,250	3,085	1,298	610
\$200,000+	20	173	991	2,590	2,448	1,025	471
Median Disposable Income	\$26,452	\$51,847	\$89,198	\$112,471	\$95,932	\$60,728	\$37,197
Average Disposable Income	\$36,343	\$65,469	\$105,804	\$128,356	\$119,768	\$90,590	\$57,893

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Disposable Income Profile

510 Green Bay Rd, Winnetka, Illinois, 60093  
 Drive Time: 30 minute radius

Latitude: 42.10513  
 Longitude: -87.73368

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	1,515,430	1,534,669	1,555,269	20,600	0.27%
Median Age	37.5	38.4	39.2	0.8	0.41%
Households	582,314	594,440	604,707	10,267	0.34%
Average Household Size	2.54	2.52	2.52	0.00	0.00%

2015 Households by Disposable Income	Number	Percent
Total	594,440	100.0%
<\$15,000	76,401	12.9%
\$15,000-\$24,999	70,840	11.9%
\$25,000-\$34,999	66,214	11.1%
\$35,000-\$49,999	90,952	15.3%
\$50,000-\$74,999	107,798	18.1%
\$75,000-\$99,999	57,073	9.6%
\$100,000-\$149,999	68,669	11.6%
\$150,000-\$199,999	32,420	5.5%
\$200,000+	24,073	4.0%
Median Disposable Income	\$48,425	
Average Disposable Income	\$68,289	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	18,309	95,499	108,730	115,454	112,600	74,508	69,339
<\$15,000	4,408	11,964	10,928	10,182	14,595	11,632	12,691
\$15,000-\$24,999	3,280	11,865	7,973	9,023	11,390	9,783	17,525
\$25,000-\$34,999	3,170	14,912	12,457	9,888	8,707	8,144	8,936
\$35,000-\$49,999	3,214	16,786	16,625	12,944	14,191	12,404	14,789
\$50,000-\$74,999	2,880	20,761	24,270	21,010	19,590	13,452	5,836
\$75,000-\$99,999	836	8,208	11,751	13,936	12,899	5,706	3,735
\$100,000-\$149,999	386	8,189	14,613	20,453	14,900	6,845	3,283
\$150,000-\$199,999	26	1,767	6,287	10,070	9,141	3,677	1,453
\$200,000+	110	1,046	3,826	7,948	7,186	2,866	1,092
Median Disposable Income	\$28,788	\$41,727	\$54,613	\$66,766	\$57,317	\$43,068	\$29,245
Average Disposable Income	\$36,281	\$53,412	\$71,429	\$87,575	\$81,395	\$63,849	\$43,683

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.