



Market Profile

510 Green Bay Rd, Winnetka, Illinois, 60093
 Drive Times: 5, 15, 30 minute radii

Latitude: 42.10513
 Longitude: -87.73368

	5 minutes	15 minutes	30 minutes
Population Summary			
2000 Total Population	15,361	204,179	1,565,484
2010 Total Population	14,914	207,292	1,515,430
2015 Total Population	15,082	210,474	1,534,669
2015 Group Quarters	23	7,889	34,018
2020 Total Population	15,257	213,439	1,555,269
2015-2020 Annual Rate	0.23%	0.28%	0.27%
Household Summary			
2000 Households	5,135	75,530	583,420
2000 Average Household Size	2.98	2.59	2.62
2010 Households	5,009	76,928	582,314
2010 Average Household Size	2.97	2.59	2.54
2015 Households	5,104	78,641	594,440
2015 Average Household Size	2.95	2.58	2.52
2020 Households	5,183	80,048	604,707
2020 Average Household Size	2.94	2.57	2.52
2015-2020 Annual Rate	0.31%	0.36%	0.34%
2010 Families	4,077	53,231	364,514
2010 Average Family Size	3.38	3.17	3.23
2015 Families	4,138	53,916	368,365
2015 Average Family Size	3.37	3.16	3.22
2020 Families	4,191	54,571	372,460
2020 Average Family Size	3.36	3.16	3.21
2015-2020 Annual Rate	0.25%	0.24%	0.22%
Housing Unit Summary			
2000 Housing Units	5,297	77,731	607,578
Owner Occupied Housing Units	87.3%	76.1%	57.9%
Renter Occupied Housing Units	9.7%	21.0%	38.1%
Vacant Housing Units	3.1%	2.8%	4.0%
2010 Housing Units	5,373	82,577	631,368
Owner Occupied Housing Units	83.5%	71.9%	56.6%
Renter Occupied Housing Units	9.7%	21.2%	35.6%
Vacant Housing Units	6.8%	6.8%	7.8%
2015 Housing Units	5,466	83,531	640,625
Owner Occupied Housing Units	82.3%	70.7%	54.6%
Renter Occupied Housing Units	11.1%	23.4%	38.2%
Vacant Housing Units	6.6%	5.9%	7.2%
2020 Housing Units	5,531	84,531	648,666
Owner Occupied Housing Units	82.5%	70.8%	54.4%
Renter Occupied Housing Units	11.2%	23.9%	38.8%
Vacant Housing Units	6.3%	5.3%	6.8%
Median Household Income			
2015	\$200,000	\$93,073	\$61,293
2020	\$200,000	\$107,364	\$72,857
Median Home Value			
2015	\$995,719	\$473,741	\$350,151
2020	\$1,000,001	\$609,188	\$404,269
Per Capita Income			
2015	\$89,810	\$55,992	\$37,470
2020	\$101,608	\$63,570	\$42,726
Median Age			
2010	42.6	42.3	37.5
2015	44.5	43.3	38.4
2020	46.3	44.1	39.2

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

510 Green Bay Rd, Winnetka, Illinois, 60093
 Drive Times: 5, 15, 30 minute radii

Latitude: 42.10513
 Longitude: -87.73368

	5 minutes	15 minutes	30 minutes
2015 Households by Income			
Household Income Base	5,104	78,641	594,440
<\$15,000	3.1%	8.5%	10.6%
\$15,000 - \$24,999	2.0%	5.3%	8.8%
\$25,000 - \$34,999	2.9%	6.2%	9.1%
\$35,000 - \$49,999	5.1%	9.6%	12.3%
\$50,000 - \$74,999	7.4%	13.2%	16.9%
\$75,000 - \$99,999	5.1%	9.3%	11.4%
\$100,000 - \$149,999	9.8%	13.9%	13.8%
\$150,000 - \$199,999	4.0%	8.3%	6.3%
\$200,000+	60.6%	25.7%	10.8%
Average Household Income	\$264,183	\$148,630	\$95,891
2020 Households by Income			
Household Income Base	5,183	80,048	604,707
<\$15,000	2.5%	7.4%	9.4%
\$15,000 - \$24,999	1.2%	3.6%	6.4%
\$25,000 - \$34,999	2.0%	4.8%	7.7%
\$35,000 - \$49,999	4.3%	8.8%	11.6%
\$50,000 - \$74,999	6.4%	12.1%	15.9%
\$75,000 - \$99,999	5.1%	10.0%	13.1%
\$100,000 - \$149,999	10.3%	16.1%	16.5%
\$150,000 - \$199,999	4.3%	9.7%	7.6%
\$200,000+	63.8%	27.4%	11.8%
Average Household Income	\$297,730	\$168,287	\$109,035
2015 Owner Occupied Housing Units by Value			
Total	4,499	59,057	349,480
<\$50,000	0.1%	0.2%	0.4%
\$50,000 - \$99,999	0.1%	0.8%	2.1%
\$100,000 - \$149,999	0.2%	2.2%	5.3%
\$150,000 - \$199,999	0.8%	4.2%	8.3%
\$200,000 - \$249,999	1.2%	6.5%	10.4%
\$250,000 - \$299,999	1.5%	8.2%	12.2%
\$300,000 - \$399,999	3.5%	18.6%	22.7%
\$400,000 - \$499,999	5.2%	12.8%	13.1%
\$500,000 - \$749,999	18.3%	20.7%	14.8%
\$750,000 - \$999,999	19.5%	10.7%	5.1%
\$1,000,000 +	49.7%	15.2%	5.6%
Average Home Value	\$949,928	\$583,720	\$425,861
2020 Owner Occupied Housing Units by Value			
Total	4,561	59,867	352,959
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.2%	0.9%
\$100,000 - \$149,999	0.0%	0.6%	2.2%
\$150,000 - \$199,999	0.3%	2.3%	5.8%
\$200,000 - \$249,999	0.5%	4.4%	8.4%
\$250,000 - \$299,999	0.7%	5.9%	10.6%
\$300,000 - \$399,999	1.5%	15.5%	21.3%
\$400,000 - \$499,999	2.4%	12.4%	15.0%
\$500,000 - \$749,999	11.4%	19.7%	18.5%
\$750,000 - \$999,999	28.4%	19.0%	9.6%
\$1,000,000 +	54.8%	19.9%	7.5%
Average Home Value	\$1,024,255	\$679,324	\$497,257

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

510 Green Bay Rd, Winnetka, Illinois, 60093
 Drive Times: 5, 15, 30 minute radii

Latitude: 42.10513
 Longitude: -87.73368

	5 minutes	15 minutes	30 minutes
2010 Population by Age			
Total	14,915	207,293	1,515,428
0 - 4	5.8%	5.2%	6.2%
5 - 9	9.9%	6.9%	6.1%
10 - 14	11.4%	7.4%	6.0%
15 - 24	11.1%	13.9%	13.0%
25 - 34	3.4%	8.3%	15.1%
35 - 44	12.2%	12.0%	14.1%
45 - 54	19.0%	15.6%	14.4%
55 - 64	13.6%	13.7%	11.8%
65 - 74	7.1%	8.1%	6.6%
75 - 84	4.9%	5.9%	4.5%
85 +	1.5%	3.0%	2.2%
18 +	66.2%	76.0%	77.9%
2015 Population by Age			
Total	15,081	210,472	1,534,669
0 - 4	5.2%	4.7%	5.8%
5 - 9	7.9%	6.0%	6.1%
10 - 14	11.3%	7.5%	6.2%
15 - 24	14.1%	14.8%	12.8%
25 - 34	3.8%	9.0%	14.5%
35 - 44	8.3%	9.9%	13.4%
45 - 54	17.7%	14.2%	13.5%
55 - 64	15.7%	14.7%	12.7%
65 - 74	9.0%	9.9%	8.1%
75 - 84	5.0%	5.8%	4.4%
85 +	1.9%	3.4%	2.4%
18 +	69.1%	77.4%	78.4%
2020 Population by Age			
Total	15,256	213,439	1,555,269
0 - 4	4.9%	4.6%	5.7%
5 - 9	7.5%	5.7%	5.6%
10 - 14	9.2%	6.5%	5.9%
15 - 24	13.1%	14.0%	12.1%
25 - 34	5.5%	10.1%	14.6%
35 - 44	8.1%	9.9%	13.6%
45 - 54	15.6%	13.0%	12.8%
55 - 64	17.0%	14.5%	12.7%
65 - 74	11.3%	11.6%	9.5%
75 - 84	5.5%	6.5%	4.9%
85 +	2.2%	3.5%	2.5%
18 +	72.2%	79.0%	79.4%
2010 Population by Sex			
Males	7,306	99,358	744,090
Females	7,608	107,934	771,340
2015 Population by Sex			
Males	7,406	101,432	754,918
Females	7,676	109,042	779,751
2020 Population by Sex			
Males	7,502	103,373	766,462
Females	7,755	110,066	788,807

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

510 Green Bay Rd, Winnetka, Illinois, 60093
 Drive Times: 5, 15, 30 minute radii

Latitude: 42.10513
 Longitude: -87.73368

	5 minutes	15 minutes	30 minutes
2010 Population by Race/Ethnicity			
Total	14,913	207,292	1,515,429
White Alone	94.8%	77.4%	71.2%
Black Alone	0.3%	5.5%	5.5%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	3.2%	12.8%	10.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	1.7%	9.1%
Two or More Races	1.3%	2.4%	3.0%
Hispanic Origin	2.2%	5.8%	21.5%
Diversity Index	14.0	44.9	65.5
2015 Population by Race/Ethnicity			
Total	15,083	210,474	1,534,670
White Alone	94.1%	75.8%	69.6%
Black Alone	0.3%	5.1%	5.0%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	3.7%	14.3%	11.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	1.9%	9.7%
Two or More Races	1.4%	2.7%	3.3%
Hispanic Origin	2.5%	6.4%	22.9%
Diversity Index	15.7	47.3	67.6
2020 Population by Race/Ethnicity			
Total	15,256	213,438	1,555,270
White Alone	93.4%	74.2%	68.1%
Black Alone	0.3%	4.7%	4.6%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	4.3%	16.0%	13.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	2.1%	10.2%
Two or More Races	1.6%	2.9%	3.5%
Hispanic Origin	2.9%	7.1%	24.4%
Diversity Index	17.5	49.8	69.5
2010 Population by Relationship and Household Type			
Total	14,914	207,292	1,515,430
In Households	99.8%	96.2%	97.7%
In Family Households	93.0%	82.3%	79.4%
Householder	27.4%	25.7%	24.1%
Spouse	25.0%	21.7%	18.5%
Child	39.3%	31.1%	29.8%
Other relative	0.7%	2.9%	5.2%
Nonrelative	0.5%	0.9%	1.8%
In Nonfamily Households	6.9%	13.9%	18.2%
In Group Quarters	0.2%	3.8%	2.3%
Institutionalized Population	0.0%	1.0%	0.9%
Noninstitutionalized Population	0.1%	2.8%	1.4%

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

510 Green Bay Rd, Winnetka, Illinois, 60093
 Drive Times: 5, 15, 30 minute radii

Latitude: 42.10513
 Longitude: -87.73368

	5 minutes	15 minutes	30 minutes
2015 Population 25+ by Educational Attainment			
Total	9,282	140,934	1,060,939
Less than 9th Grade	0.4%	2.5%	6.3%
9th - 12th Grade, No Diploma	0.5%	2.1%	4.8%
High School Graduate	4.2%	10.1%	17.2%
GED/Alternative Credential	0.2%	0.9%	2.0%
Some College, No Degree	6.2%	13.2%	16.3%
Associate Degree	1.5%	4.3%	5.6%
Bachelor's Degree	39.0%	32.9%	27.6%
Graduate/Professional Degree	48.1%	34.1%	20.1%
2015 Population 15+ by Marital Status			
Total	11,408	172,095	1,257,066
Never Married	21.6%	29.6%	35.6%
Married	71.2%	57.1%	50.9%
Widowed	3.5%	6.5%	5.8%
Divorced	3.7%	6.9%	7.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	95.9%	94.9%
Civilian Unemployed	3.0%	4.1%	5.1%
2015 Employed Population 16+ by Industry			
Total	6,317	100,604	797,755
Agriculture/Mining	0.3%	0.1%	0.2%
Construction	1.3%	3.2%	4.5%
Manufacturing	7.6%	8.8%	10.8%
Wholesale Trade	2.7%	2.6%	2.5%
Retail Trade	5.5%	8.7%	10.2%
Transportation/Utilities	1.5%	3.0%	4.8%
Information	2.4%	2.4%	2.1%
Finance/Insurance/Real Estate	22.3%	11.3%	8.7%
Services	53.6%	57.5%	53.1%
Public Administration	2.8%	2.4%	3.0%
2015 Employed Population 16+ by Occupation			
Total	6,320	100,605	797,757
White Collar	89.4%	80.9%	66.7%
Management/Business/Financial	35.2%	23.5%	17.3%
Professional	33.7%	33.9%	25.3%
Sales	16.0%	12.6%	11.3%
Administrative Support	4.6%	10.9%	12.7%
Services	6.6%	10.2%	17.1%
Blue Collar	4.0%	8.8%	16.2%
Farming/Forestry/Fishing	0.5%	0.1%	0.1%
Construction/Extraction	1.1%	1.9%	3.9%
Installation/Maintenance/Repair	0.1%	1.8%	2.2%
Production	0.8%	2.7%	5.1%
Transportation/Material Moving	1.5%	2.4%	4.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

510 Green Bay Rd, Winnetka, Illinois, 60093
 Drive Times: 5, 15, 30 minute radii

Latitude: 42.10513
 Longitude: -87.73368

	5 minutes	15 minutes	30 minutes
2010 Households by Type			
Total	5,010	76,928	582,314
Households with 1 Person	17.0%	26.1%	29.5%
Households with 2+ People	83.0%	73.9%	70.5%
Family Households	81.4%	69.2%	62.6%
Husband-wife Families	74.3%	58.5%	48.3%
With Related Children	41.8%	27.5%	23.0%
Other Family (No Spouse Present)	7.1%	10.7%	14.3%
Other Family with Male Householder	1.7%	2.5%	4.2%
With Related Children	0.9%	1.2%	1.9%
Other Family with Female Householder	5.4%	8.1%	10.1%
With Related Children	3.4%	4.3%	5.5%
Nonfamily Households	1.6%	4.7%	7.9%
All Households with Children	46.1%	33.1%	30.6%
Multigenerational Households	0.7%	2.6%	3.9%
Unmarried Partner Households	1.4%	2.9%	5.9%
Male-female	0.9%	2.2%	4.8%
Same-sex	0.4%	0.6%	1.1%
2010 Households by Size			
Total	5,009	76,928	582,313
1 Person Household	17.0%	26.1%	29.5%
2 Person Household	31.6%	32.2%	30.7%
3 Person Household	14.4%	15.0%	15.3%
4 Person Household	19.0%	15.3%	13.3%
5 Person Household	13.0%	7.7%	6.6%
6 Person Household	3.9%	2.5%	2.6%
7 + Person Household	1.2%	1.2%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	5,009	76,927	582,314
Owner Occupied	89.6%	77.2%	61.4%
Owned with a Mortgage/Loan	61.8%	52.5%	44.1%
Owned Free and Clear	27.8%	24.7%	17.3%
Renter Occupied	10.4%	22.8%	38.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

510 Green Bay Rd, Winnetka, Illinois, 60093
 Drive Times: 5, 15, 30 minute radii

Latitude: 42.10513
 Longitude: -87.73368

	5 minutes	15 minutes	30 minutes
Top 3 Tapestry Segments			
1.	Top Tier (1A)	Top Tier (1A)	International Marketplace
2.	Exurbanites (1E)	Exurbanites (1E)	Trendsetters (3C)
3.	Professional Pride (1B)	Urban Chic (2A)	Pleasantville (2B)
2015 Consumer Spending			
Apparel & Services: Total \$	\$39,648,595	\$354,484,123	\$1,801,763,002
Average Spent	\$7,768.14	\$4,507.62	\$3,031.03
Spending Potential Index	336	195	131
Computers & Accessories: Total \$	\$4,649,929	\$41,388,184	\$204,943,840
Average Spent	\$911.04	\$526.29	\$344.77
Spending Potential Index	358	207	136
Education: Total \$	\$35,866,811	\$286,805,776	\$1,348,650,405
Average Spent	\$7,027.20	\$3,647.03	\$2,268.77
Spending Potential Index	461	239	149
Entertainment/Recreation: Total \$	\$60,271,119	\$516,590,431	\$2,475,759,269
Average Spent	\$11,808.60	\$6,568.97	\$4,164.86
Spending Potential Index	357	198	126
Food at Home: Total \$	\$81,815,383	\$756,657,105	\$3,912,306,449
Average Spent	\$16,029.66	\$9,621.66	\$6,581.50
Spending Potential Index	307	184	126
Food Away from Home: Total \$	\$55,911,052	\$502,501,259	\$2,536,174,729
Average Spent	\$10,954.36	\$6,389.81	\$4,266.49
Spending Potential Index	333	194	130
Health Care: Total \$	\$81,159,324	\$703,389,725	\$3,336,750,135
Average Spent	\$15,901.12	\$8,944.31	\$5,613.27
Spending Potential Index	335	189	118
HH Furnishings & Equipment: Total \$	\$32,175,158	\$279,516,817	\$1,350,331,124
Average Spent	\$6,303.91	\$3,554.34	\$2,271.60
Spending Potential Index	342	193	123
Investments: Total \$	\$71,671,196	\$573,914,660	\$2,405,252,013
Average Spent	\$14,042.16	\$7,297.91	\$4,046.25
Spending Potential Index	510	265	147
Retail Goods: Total \$	\$428,325,773	\$3,769,720,550	\$18,463,530,903
Average Spent	\$83,919.63	\$47,935.82	\$31,060.38
Spending Potential Index	329	188	122
Shelter: Total \$	\$298,544,337	\$2,671,571,970	\$13,466,813,889
Average Spent	\$58,492.23	\$33,971.74	\$22,654.62
Spending Potential Index	356	207	138
TV/Video/Audio: Total \$	\$20,680,680	\$189,537,384	\$959,289,018
Average Spent	\$4,051.86	\$2,410.16	\$1,613.77
Spending Potential Index	310	184	123
Travel: Total \$	\$41,500,563	\$338,223,621	\$1,545,389,570
Average Spent	\$8,130.99	\$4,300.86	\$2,599.74
Spending Potential Index	416	220	133
Vehicle Maintenance & Repairs: Total \$	\$19,081,183	\$169,796,062	\$832,538,730
Average Spent	\$3,738.48	\$2,159.13	\$1,400.54
Spending Potential Index	335	193	125

Data Note: 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: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.