



Demographic and Income Profile

Place: Winnetka village

Summary	Census 2010	Census 2020	2025	2030
Population	12,217	12,742	11,943	11,693
Households	4,099	4,168	4,080	4,048
Families	3,336	3,458	3,336	3,304
Average Household Size	2.98	3.06	2.93	2.89
Owner Occupied Housing Units	3,660	3,733	3,692	3,697
Renter Occupied Housing Units	440	435	388	351
Median Age	42.5	41.3	41.7	43.0

Trends: 2025-2030 Annual Rate	Area	State	National
Population	-0.42%	-0.27%	0.42%
Households	-0.16%	0.13%	0.64%
Families	-0.19%	-0.01%	0.54%
Owner HHs	0.03%	0.54%	0.91%
Median Household Income	1.38%	2.48%	2.53%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$15,000	130	3.2%	105	2.6%
\$15,000 - \$24,999	39	1.0%	23	0.6%
\$25,000 - \$34,999	90	2.2%	64	1.6%
\$35,000 - \$49,999	113	2.8%	75	1.9%
\$50,000 - \$74,999	294	7.2%	199	4.9%
\$75,000 - \$99,999	124	3.0%	84	2.1%
\$100,000 - \$149,999	334	8.2%	241	6.0%
\$150,000 - \$199,999	258	6.3%	207	5.1%
\$200,000+	2,698	66.1%	3,051	75.4%

Median Household Income	\$261,455	\$280,039
Average Household Income	\$430,791	\$475,240
Per Capita Income	\$147,078	\$164,444

Population by Age	Census 2010		Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	676	5.5%	821	6.4%	748	6.3%	723	6.2%
5 - 9	1,209	9.9%	1,064	8.4%	949	7.9%	876	7.5%
10 - 14	1,462	12.0%	1,240	9.7%	1,087	9.1%	1,025	8.8%
15 - 19	1,093	8.9%	1,182	9.3%	1,030	8.6%	936	8.0%
20 - 24	280	2.3%	678	5.3%	636	5.3%	608	5.2%
25 - 34	398	3.3%	535	4.2%	809	6.8%	775	6.6%
35 - 44	1,463	12.0%	1,458	11.4%	1,185	9.9%	1,186	10.1%
45 - 54	2,336	19.1%	2,046	16.1%	1,770	14.8%	1,778	15.2%
55 - 64	1,654	13.5%	1,765	13.9%	1,662	13.9%	1,532	13.1%
65 - 74	850	7.0%	1,083	8.5%	1,140	9.5%	1,154	9.9%
75 - 84	611	5.0%	611	4.8%	679	5.7%	793	6.8%
85+	185	1.5%	259	2.0%	249	2.1%	307	2.6%

Race and Ethnicity	Census 2010		Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	11,586	94.8%	11,355	89.1%	10,513	88.0%	10,132	86.7%
Black Alone	32	0.3%	31	0.2%	30	0.3%	30	0.3%
American Indian Alone	13	0.1%	5	0.0%	5	0.0%	5	0.0%
Asian Alone	396	3.2%	454	3.6%	466	3.9%	510	4.4%
Pacific Islander Alone	3	0.0%	3	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	40	0.3%	92	0.7%	96	0.8%	105	0.9%
Two or More Races	147	1.2%	802	6.3%	831	7.0%	908	7.8%
Hispanic Origin (Any Race)	277	2.3%	519	4.1%	544	4.6%	614	5.3%

Data Note: Income is expressed in current dollars.

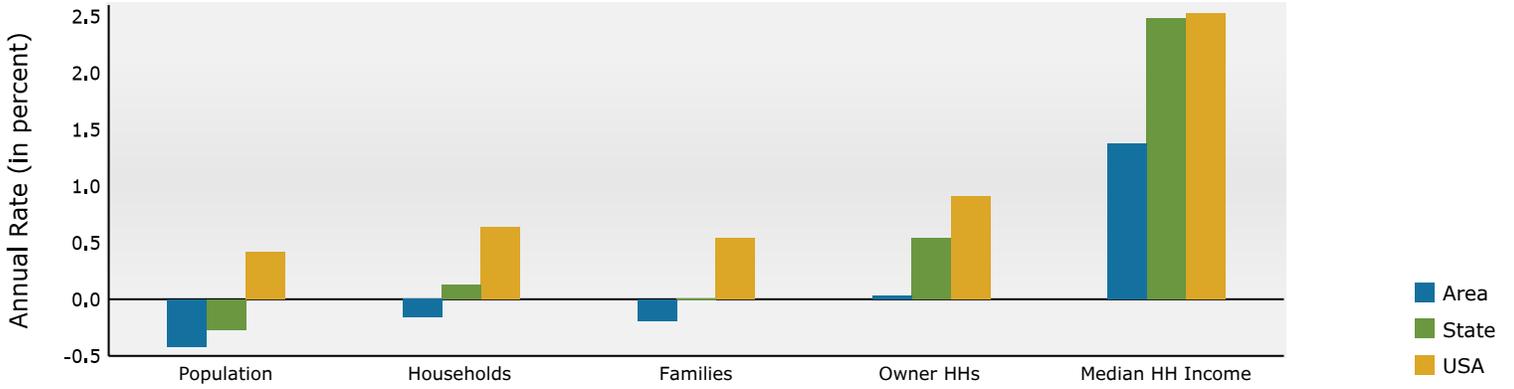
Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



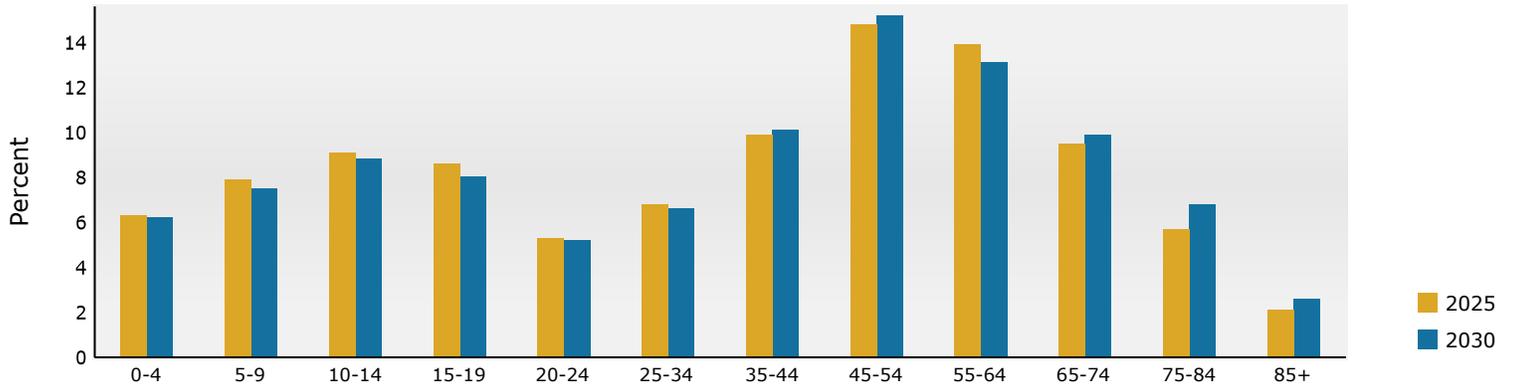
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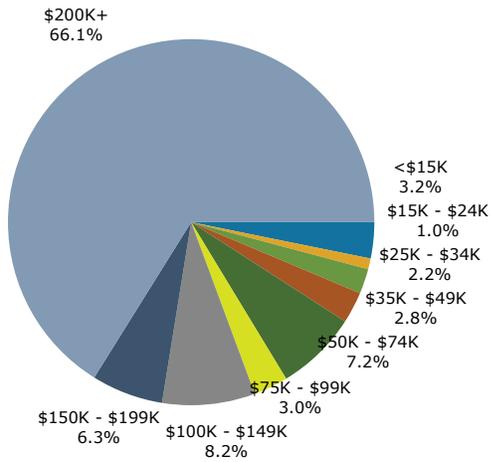
Trends 2025-2030



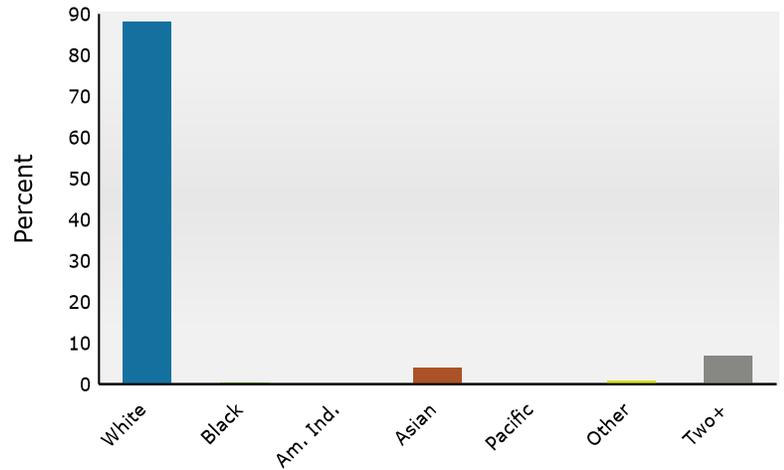
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin: 4.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.