



Market Profile

Place: Winnetka village

Population Summary	
2010 Total Population	12,217
2020 Total Population	12,742
2020 Group Quarters	8
2025 Total Population	11,943
2025 Group Quarters	8
2030 Total Population	11,693
2025-2030 Annual Rate	-0.42%
2025 Total Daytime Population	13,041
Workers	6,599
Residents	6,442
Household Summary	
2010 Households	4,099
2010 Average Household Size	2.98
2020 Total Households	4,168
2020 Average Household Size	3.06
2025 Households	4,080
2025 Average Household Size	2.93
2030 Households	4,048
2030 Average Household Size	2.89
2025-2030 Annual Rate	-0.16%
2010 Families	3,336
2010 Average Family Size	3.40
2025 Families	3,336
2025 Average Family Size	3.29
2030 Families	3,304
2030 Average Family Size	3.25
2025-2030 Annual Rate	-0.19%
Housing Unit Summary	
2000 Housing Units	4,365
Owner Occupied Housing Units	86.4%
Renter Occupied Housing Units	9.7%
Vacant Housing Units	3.9%
2010 Housing Units	4,432
Owner Occupied Housing Units	82.6%
Renter Occupied Housing Units	9.9%
Vacant Housing Units	7.5%
2020 Housing Units	4,457
Owner Occupied Housing Units	83.8%
Renter Occupied Housing Units	9.8%
Vacant Housing Units	6.1%
2025 Housing Units	4,389
Owner Occupied Housing Units	84.1%
Renter Occupied Housing Units	8.8%
Vacant Housing Units	7.0%
2030 Housing Units	4,389
Owner Occupied Housing Units	84.2%
Renter Occupied Housing Units	8.0%
Vacant Housing Units	7.8%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2025 Households by Income

Household Income Base	4,080
<\$15,000	3.2%
\$15,000 - \$24,999	1.0%
\$25,000 - \$34,999	2.2%
\$35,000 - \$49,999	2.8%
\$50,000 - \$74,999	7.2%
\$75,000 - \$99,999	3.0%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	6.3%
\$200,000+	66.1%
Average Household Income	\$430,791

2030 Households by Income

Household Income Base	4,048
<\$15,000	2.6%
\$15,000 - \$24,999	0.6%
\$25,000 - \$34,999	1.6%
\$35,000 - \$49,999	1.9%
\$50,000 - \$74,999	4.9%
\$75,000 - \$99,999	2.1%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	5.1%
\$200,000+	75.4%
Average Household Income	\$475,240

2025 Owner Occupied Housing Units by Value

Total	3,692
<\$50,000	2.3%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	1.0%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	10.3%
\$750,000 - \$999,999	17.6%
\$1,000,000 - \$1,499,999	30.4%
\$1,500,000 - \$1,999,999	13.3%
\$2,000,000 +	19.7%
Average Home Value	\$1,295,563

2030 Owner Occupied Housing Units by Value

Total	3,697
<\$50,000	1.8%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.4%
\$250,000 - \$299,999	0.9%
\$300,000 - \$399,999	0.9%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	10.8%
\$750,000 - \$999,999	18.5%
\$1,000,000 - \$1,499,999	32.5%
\$1,500,000 - \$1,999,999	12.6%
\$2,000,000 +	18.6%
Average Home Value	\$1,294,166

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Place: Winnetka village

Median Household Income	
2025	\$261,455
2030	\$280,039
Median Home Value	
2025	\$1,220,418
2030	\$1,210,866
Per Capita Income	
2025	\$147,078
2030	\$164,444
Median Age	
2010	42.5
2020	41.3
2025	41.7
2030	43.0
2020 Population by Age	
Total	12,742
0 - 4	6.4%
5 - 9	8.4%
10 - 14	9.7%
15 - 24	14.6%
25 - 34	4.2%
35 - 44	11.4%
45 - 54	16.1%
55 - 64	13.9%
65 - 74	8.5%
75 - 84	4.8%
85 +	2.0%
18 +	69.2%
2025 Population by Age	
Total	11,944
0 - 4	6.3%
5 - 9	7.9%
10 - 14	9.1%
15 - 24	13.9%
25 - 34	6.8%
35 - 44	9.9%
45 - 54	14.8%
55 - 64	13.9%
65 - 74	9.5%
75 - 84	5.7%
85 +	2.1%
18 +	71.0%
2030 Population by Age	
Total	11,693
0 - 4	6.2%
5 - 9	7.5%
10 - 14	8.8%
15 - 24	13.2%
25 - 34	6.6%
35 - 44	10.1%
45 - 54	15.2%
55 - 64	13.1%
65 - 74	9.9%
75 - 84	6.8%
85 +	2.6%
18 +	72.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Place: Winnetka village

2020 Population by Sex	
Males	6,253
Females	6,489
2025 Population by Sex	
Males	5,939
Females	6,004
2030 Population by Sex	
Males	5,795
Females	5,898
2010 Population by Race/Ethnicity	
Total	12,217
White Alone	94.8%
Black Alone	0.3%
American Indian Alone	0.1%
Asian Alone	3.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.2%
Hispanic Origin	2.3%
Diversity Index	13.9
2020 Population by Race/Ethnicity	
Total	12,742
White Alone	89.1%
Black Alone	0.2%
American Indian Alone	0.0%
Asian Alone	3.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	6.3%
Hispanic Origin	4.1%
Diversity Index	26.3
2025 Population by Race/Ethnicity	
Total	11,944
White Alone	88.0%
Black Alone	0.3%
American Indian Alone	0.0%
Asian Alone	3.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	7.0%
Hispanic Origin	4.6%
Diversity Index	28.7
2030 Population by Race/Ethnicity	
Total	11,693
White Alone	86.7%
Black Alone	0.3%
American Indian Alone	0.0%
Asian Alone	4.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	7.8%
Hispanic Origin	5.3%
Diversity Index	31.7

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

Place: Winnetka village

2020 Population by Relationship and Household Type

Total	12,742
In Households	99.9%
Householder	32.7%
Opposite-Sex Spouse	24.3%
Same-Sex Spouse	0.0%
Opposite-Sex Unmarried Partner	0.4%
Same-Sex Unmarried Partner	0.0%
Biological Child	39.7%
Adopted Child	0.7%
Stepchild	0.2%
Grandchild	0.3%
Brother or Sister	0.2%
Parent	0.2%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.1%
Other Relatives	0.2%
Foster Child	0.0%
Other Nonrelatives	0.7%
In Group Quarters	0.1%
Institutionalized	0.0%
Noninstitutionalized	0.1%

2025 Population 25+ by Educational Attainment

Total	7,492
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	0.7%
High School Graduate	3.1%
GED/Alternative Credential	0.0%
Some College, No Degree	4.9%
Associate Degree	2.0%
Bachelor's Degree	36.3%
Graduate/Professional Degree	53.0%

2025 Population 15+ by Marital Status

Total	9,159
Never Married	15.8%
Married	76.5%
Widowed	3.6%
Divorced	4.1%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,699
Population 16+ Employed	97.0%
Population 16+ Unemployment rate	3.0%
Population 16-24 Employed	10.0%
Population 16-24 Unemployment rate	11.4%
Population 25-54 Employed	56.4%
Population 25-54 Unemployment rate	1.0%
Population 55-64 Employed	21.3%
Population 55-64 Unemployment rate	3.2%
Population 65+ Employed	12.3%
Population 65+ Unemployment rate	3.8%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Employed Population 16+ by Industry

Total	5,530
Agriculture/Mining	0.3%
Construction	1.4%
Manufacturing	8.3%
Wholesale Trade	2.6%
Retail Trade	3.9%
Transportation/Utilities	2.4%
Information	2.8%
Finance/Insurance/Real Estate	27.8%
Services	48.9%
Public Administration	1.6%

2025 Employed Population 16+ by Occupation

Total	5,529
White Collar	92.7%
Management/Business/Financial	45.4%
Professional	30.5%
Sales	12.6%
Administrative Support	4.1%
Services	4.7%
Blue Collar	2.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	0.3%
Installation/Maintenance/Repair	0.3%
Production	0.0%
Transportation/Material Moving	1.7%

2020 Households by Type

Total	4,168
Married Couple Households	74.3%
With Own Children <18	40.4%
Without Own Children <18	34.0%
Cohabiting Couple Households	1.3%
With Own Children <18	0.4%
Without Own Children <18	1.0%
Male Householder, No Spouse/Partner	8.0%
Living Alone	5.5%
65 Years and over	2.3%
With Own Children <18	1.0%
Without Own Children <18, With Relatives	1.2%
No Relatives Present	0.4%
Female Householder, No Spouse/Partner	16.3%
Living Alone	9.9%
65 Years and over	6.6%
With Own Children <18	2.8%
Without Own Children <18, With Relatives	3.1%
No Relatives Present	0.4%

2020 Households by Size

Total	4,168
1 Person Household	15.5%
2 Person Household	28.2%
3 Person Household	15.2%
4 Person Household	23.2%
5 Person Household	13.3%
6 Person Household	3.7%
7 + Person Household	0.9%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status

Total	4,168
Owner Occupied	89.6%
Owned with a Mortgage/Loan	61.5%
Owned Free and Clear	28.1%
Renter Occupied	10.4%

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	73
Percent of Income for Mortgage	29.2%
Wealth Index	397

2020 Housing Units By Urban/ Rural Status

Total	4,457
Urban Housing Units	100.0%
Rural Housing Units	0.0%

2020 Population By Urban/ Rural Status

Total	12,742
Urban Population	100.0%
Rural Population	0.0%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	Top Tier (L3)
2.	Urban Chic (H4)
3.	Small Town Sincerity (I1)

2025 Consumer Spending

Apparel & Services: Total \$	\$34,009,592
Average Spent	\$8,335.68
Spending Potential Index	340
Education: Total \$	\$32,792,507
Average Spent	\$8,037.38
Spending Potential Index	451
Entertainment/Recreation: Total \$	\$59,834,378
Average Spent	\$14,665.29
Spending Potential Index	357
Food at Home: Total \$	\$99,383,277
Average Spent	\$24,358.65
Spending Potential Index	327
Food Away from Home: Total \$	\$59,229,403
Average Spent	\$14,517.01
Spending Potential Index	352
Health Care: Total \$	\$104,547,734
Average Spent	\$25,624.44
Spending Potential Index	331
HH Furnishings & Equipment: Total \$	\$41,879,533
Average Spent	\$10,264.59
Spending Potential Index	353
Personal Care Products & Services: Total \$	\$15,009,496
Average Spent	\$3,678.80
Spending Potential Index	351
Shelter: Total \$	\$396,354,339
Average Spent	\$97,145.67
Spending Potential Index	365
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,176,685
Average Spent	\$12,053.11
Spending Potential Index	365
Travel: Total \$	\$59,158,581
Average Spent	\$14,499.65
Spending Potential Index	402
Vehicle Maintenance & Repairs: Total \$	\$17,865,237
Average Spent	\$4,378.73
Spending Potential Index	325

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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