



Market Profile

WINNETKA
Area: 3.88 square miles

Prepared by Esri

Population Summary	
2000 Total Population	12,498
2010 Total Population	12,188
2020 Total Population	11,886
2020 Group Quarters	9
2025 Total Population	11,684
2020-2025 Annual Rate	-0.34%
2020 Total Daytime Population	13,137
Workers	5,990
Residents	7,147
Household Summary	
2000 Households	4,193
2000 Average Household Size	2.98
2010 Households	4,104
2010 Average Household Size	2.97
2020 Households	4,038
2020 Average Household Size	2.94
2025 Households	3,975
2025 Average Household Size	2.94
2020-2025 Annual Rate	-0.31%
2010 Families	3,340
2010 Average Family Size	3.38
2020 Families	3,272
2020 Average Family Size	3.36
2025 Families	3,218
2025 Average Family Size	3.36
2020-2025 Annual Rate	-0.33%
Housing Unit Summary	
2000 Housing Units	4,353
Owner Occupied Housing Units	86.6%
Renter Occupied Housing Units	9.8%
Vacant Housing Units	3.7%
2010 Housing Units	4,427
Owner Occupied Housing Units	82.8%
Renter Occupied Housing Units	9.9%
Vacant Housing Units	7.3%
2020 Housing Units	4,446
Owner Occupied Housing Units	80.7%
Renter Occupied Housing Units	10.1%
Vacant Housing Units	9.2%
2025 Housing Units	4,447
Owner Occupied Housing Units	79.6%
Renter Occupied Housing Units	9.8%
Vacant Housing Units	10.6%
Median Household Income	
2020	\$200,001
2025	\$200,001
Median Home Value	
2020	\$1,116,957
2025	\$1,180,928
Per Capita Income	
2020	\$101,833
2025	\$107,770
Median Age	
2010	42.5
2020	45.2
2025	45.3

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income	
Household Income Base	4,038
<\$15,000	2.8%
\$15,000 - \$24,999	2.3%
\$25,000 - \$34,999	2.4%
\$35,000 - \$49,999	4.1%
\$50,000 - \$74,999	5.0%
\$75,000 - \$99,999	3.0%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	10.0%
\$200,000+	59.7%
Average Household Income	\$300,742
2025 Households by Income	
Household Income Base	3,975
<\$15,000	3.0%
\$15,000 - \$24,999	2.3%
\$25,000 - \$34,999	2.4%
\$35,000 - \$49,999	3.8%
\$50,000 - \$74,999	5.1%
\$75,000 - \$99,999	2.8%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	9.2%
\$200,000+	61.5%
Average Household Income	\$317,839
2020 Owner Occupied Housing Units by Value	
Total	3,590
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	1.1%
\$250,000 - \$299,999	1.4%
\$300,000 - \$399,999	2.7%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	11.7%
\$750,000 - \$999,999	21.9%
\$1,000,000 - \$1,499,999	25.5%
\$1,500,000 - \$1,999,999	13.1%
\$2,000,000 +	17.3%
Average Home Value	\$1,237,218
2025 Owner Occupied Housing Units by Value	
Total	3,540
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	1.0%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	11.0%
\$750,000 - \$999,999	21.4%
\$1,000,000 - \$1,499,999	27.4%
\$1,500,000 - \$1,999,999	14.1%
\$2,000,000 +	18.4%
Average Home Value	\$1,287,119

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	12,189
0 - 4	5.5%
5 - 9	9.9%
10 - 14	12.0%
15 - 24	11.2%
25 - 34	3.2%
35 - 44	12.0%
45 - 54	19.1%
55 - 64	13.5%
65 - 74	6.9%
75 - 84	5.0%
85 +	1.5%
18 +	65.7%
2020 Population by Age	
Total	11,885
0 - 4	5.0%
5 - 9	8.0%
10 - 14	10.3%
15 - 24	13.0%
25 - 34	4.5%
35 - 44	8.9%
45 - 54	15.7%
55 - 64	16.3%
65 - 74	10.4%
75 - 84	5.7%
85 +	2.2%
18 +	70.3%
2025 Population by Age	
Total	11,684
0 - 4	5.2%
5 - 9	8.1%
10 - 14	9.7%
15 - 24	10.9%
25 - 34	5.7%
35 - 44	9.9%
45 - 54	13.5%
55 - 64	15.7%
65 - 74	11.8%
75 - 84	7.1%
85 +	2.3%
18 +	71.5%
2010 Population by Sex	
Males	6,010
Females	6,178
2020 Population by Sex	
Males	5,858
Females	6,029
2025 Population by Sex	
Males	5,757
Females	5,927

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	12,188
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	11,886
White Alone	93.2%
Black Alone	0.2%
American Indian Alone	0.1%
Asian Alone	4.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.6%
Hispanic Origin	2.7%
Diversity Index	17.6
2025 Population by Race/Ethnicity	
Total	11,684
White Alone	92.2%
Black Alone	0.2%
American Indian Alone	0.1%
Asian Alone	5.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.7%
Hispanic Origin	3.0%
Diversity Index	19.7
2010 Population by Relationship and Household Type	
Total	12,188
In Households	99.9%
In Family Households	93.2%
Householder	27.3%
Spouse	25.0%
Child	39.7%
Other relative	0.7%
Nonrelative	0.4%
In Nonfamily Households	6.8%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment

Total	7,564
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	0.2%
High School Graduate	2.4%
GED/Alternative Credential	0.4%
Some College, No Degree	4.3%
Associate Degree	1.4%
Bachelor's Degree	40.5%
Graduate/Professional Degree	50.4%

2020 Population 15+ by Marital Status

Total	9,113
Never Married	22.2%
Married	69.5%
Widowed	2.7%
Divorced	5.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,086
Population 16+ Employed	93.3%
Population 16+ Unemployment rate	6.8%
Population 16-24 Employed	6.5%
Population 16-24 Unemployment rate	10.7%
Population 25-54 Employed	52.4%
Population 25-54 Unemployment rate	6.7%
Population 55-64 Employed	26.2%
Population 55-64 Unemployment rate	5.9%
Population 65+ Employed	14.8%
Population 65+ Unemployment rate	6.5%

2020 Employed Population 16+ by Industry

Total	4,743
Agriculture/Mining	0.1%
Construction	1.1%
Manufacturing	8.4%
Wholesale Trade	3.2%
Retail Trade	4.4%
Transportation/Utilities	1.2%
Information	2.4%
Finance/Insurance/Real Estate	24.5%
Services	52.7%
Public Administration	1.9%

2020 Employed Population 16+ by Occupation

Total	4,742
White Collar	91.9%
Management/Business/Financial	42.0%
Professional	29.7%
Sales	14.5%
Administrative Support	5.6%
Services	4.2%
Blue Collar	3.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.6%
Installation/Maintenance/Repair	0.8%
Production	1.5%
Transportation/Material Moving	1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	4,104
Households with 1 Person	17.1%
Households with 2+ People	82.9%
Family Households	81.4%
Husband-wife Families	74.6%
With Related Children	42.2%
Other Family (No Spouse Present)	6.8%
Other Family with Male Householder	1.6%
With Related Children	0.8%
Other Family with Female Householder	5.2%
With Related Children	3.3%
Nonfamily Households	1.6%
All Households with Children	46.3%
Multigenerational Households	0.8%
Unmarried Partner Households	1.4%
Male-female	1.0%
Same-sex	0.4%
2010 Households by Size	
Total	4,105
1 Person Household	17.1%
2 Person Household	31.4%
3 Person Household	14.2%
4 Person Household	18.9%
5 Person Household	13.1%
6 Person Household	4.2%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	4,104
Owner Occupied	89.3%
Owned with a Mortgage/Loan	61.4%
Owned Free and Clear	27.9%
Renter Occupied	10.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	98
Percent of Income for Mortgage	23.3%
Wealth Index	464
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,427
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	12,188
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Top Tier (1A)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$26,466,551
Average Spent	\$6,554.37
Spending Potential Index	306
Education: Total \$	\$30,334,403
Average Spent	\$7,512.23
Spending Potential Index	420
Entertainment/Recreation: Total \$	\$42,199,053
Average Spent	\$10,450.48
Spending Potential Index	322
Food at Home: Total \$	\$62,819,501
Average Spent	\$15,557.08
Spending Potential Index	291
Food Away from Home: Total \$	\$45,487,638
Average Spent	\$11,264.89
Spending Potential Index	299
Health Care: Total \$	\$70,080,376
Average Spent	\$17,355.22
Spending Potential Index	302
HH Furnishings & Equipment: Total \$	\$28,137,560
Average Spent	\$6,968.19
Spending Potential Index	319
Personal Care Products & Services: Total \$	\$11,531,906
Average Spent	\$2,855.85
Spending Potential Index	311
Shelter: Total \$	\$254,956,409
Average Spent	\$63,139.28
Spending Potential Index	326
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,375,692
Average Spent	\$7,522.46
Spending Potential Index	321
Travel: Total \$	\$35,556,306
Average Spent	\$8,805.42
Spending Potential Index	365
Vehicle Maintenance & Repairs: Total \$	\$13,992,273
Average Spent	\$3,465.15
Spending Potential Index	299

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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