



# Market Profile

1225 Cedar Ln, Northbrook, Illinois, 60062  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 42.13057  
Longitude: -87.83150

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	10,335	63,381	186,170
2010 Total Population	10,517	62,886	187,818
2016 Total Population	10,505	63,901	191,023
2016 Group Quarters	4	776	2,210
2021 Total Population	10,518	64,744	193,271
2016-2021 Annual Rate	0.02%	0.26%	0.23%
2016 Total Daytime Population	10,597	137,180	285,936
Workers	5,159	102,921	185,078
Residents	5,438	34,259	100,858
<b>Household Summary</b>			
2000 Households	3,713	23,298	68,555
2000 Average Household Size	2.77	2.67	2.68
2010 Households	3,807	24,261	70,603
2010 Average Household Size	2.76	2.56	2.63
2016 Households	3,805	24,873	72,139
2016 Average Household Size	2.76	2.54	2.62
2021 Households	3,808	25,281	73,109
2021 Average Household Size	2.76	2.53	2.61
2016-2021 Annual Rate	0.02%	0.33%	0.27%
2010 Families	2,927	18,091	51,763
2010 Average Family Size	3.23	3.03	3.12
2016 Families	2,909	18,377	52,426
2016 Average Family Size	3.24	3.02	3.12
2021 Families	2,903	18,590	52,884
2021 Average Family Size	3.24	3.02	3.12
2016-2021 Annual Rate	-0.04%	0.23%	0.17%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,779	23,891	70,558
Owner Occupied Housing Units	86.9%	88.6%	79.7%
Renter Occupied Housing Units	11.4%	8.9%	17.4%
Vacant Housing Units	1.7%	2.5%	2.8%
2010 Housing Units	3,987	25,763	75,312
Owner Occupied Housing Units	82.7%	82.5%	74.9%
Renter Occupied Housing Units	12.8%	11.6%	18.9%
Vacant Housing Units	4.5%	5.8%	6.3%
2016 Housing Units	4,020	26,105	76,548
Owner Occupied Housing Units	80.6%	82.0%	73.5%
Renter Occupied Housing Units	14.1%	13.3%	20.8%
Vacant Housing Units	5.3%	4.7%	5.8%
2021 Housing Units	4,041	26,442	77,562
Owner Occupied Housing Units	79.8%	82.0%	73.4%
Renter Occupied Housing Units	14.4%	13.6%	20.9%
Vacant Housing Units	5.8%	4.4%	5.7%
<b>Median Household Income</b>			
2016	\$124,636	\$114,334	\$100,750
2021	\$138,331	\$124,633	\$110,054
<b>Median Home Value</b>			
2016	\$615,727	\$585,180	\$551,925
2021	\$632,908	\$604,881	\$573,895
<b>Per Capita Income</b>			
2016	\$63,816	\$65,405	\$57,637
2021	\$69,317	\$70,888	\$62,191
<b>Median Age</b>			
2010	43.2	47.2	43.5
2016	44.7	49.2	44.9
2021	45.9	50.6	46.0

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Households by Income</b>			
Household Income Base	3,805	24,873	72,139
<\$15,000	3.8%	4.2%	5.5%
\$15,000 - \$24,999	2.8%	5.0%	5.3%
\$25,000 - \$34,999	3.8%	4.9%	5.8%
\$35,000 - \$49,999	6.1%	7.4%	8.9%
\$50,000 - \$74,999	10.9%	10.8%	12.8%
\$75,000 - \$99,999	11.2%	10.5%	11.4%
\$100,000 - \$149,999	19.3%	19.0%	17.3%
\$150,000 - \$199,999	14.2%	12.5%	10.8%
\$200,000+	27.8%	25.6%	22.3%
Average Household Income	\$175,059	\$167,145	\$151,758
<b>2021 Households by Income</b>			
Household Income Base	3,808	25,281	73,109
<\$15,000	3.5%	3.9%	5.2%
\$15,000 - \$24,999	2.4%	4.4%	4.8%
\$25,000 - \$34,999	4.9%	6.5%	8.0%
\$35,000 - \$49,999	3.3%	4.1%	5.2%
\$50,000 - \$74,999	8.2%	8.5%	10.2%
\$75,000 - \$99,999	9.8%	10.2%	11.2%
\$100,000 - \$149,999	21.7%	20.9%	19.3%
\$150,000 - \$199,999	16.5%	14.1%	12.2%
\$200,000+	29.8%	27.4%	23.8%
Average Household Income	\$190,246	\$180,684	\$163,585
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	3,240	21,394	56,254
<\$50,000	1.0%	1.9%	2.0%
\$50,000 - \$99,999	0.7%	1.3%	2.3%
\$100,000 - \$149,999	2.0%	1.6%	3.8%
\$150,000 - \$199,999	1.7%	2.3%	3.8%
\$200,000 - \$249,999	1.9%	3.2%	4.3%
\$250,000 - \$299,999	3.2%	3.8%	4.8%
\$300,000 - \$399,999	12.2%	11.8%	12.1%
\$400,000 - \$499,999	13.2%	13.3%	12.0%
\$500,000 - \$749,999	30.4%	32.0%	24.1%
\$750,000 - \$999,999	22.9%	19.3%	17.6%
\$1,000,000 +	10.8%	9.6%	13.3%
Average Home Value	\$646,542	\$614,846	\$603,678
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	3,226	21,677	56,920
<\$50,000	0.3%	0.7%	0.8%
\$50,000 - \$99,999	0.2%	0.5%	1.2%
\$100,000 - \$149,999	0.8%	0.6%	2.3%
\$150,000 - \$199,999	1.0%	1.3%	2.9%
\$200,000 - \$249,999	1.5%	2.6%	3.9%
\$250,000 - \$299,999	3.3%	4.0%	5.5%
\$300,000 - \$399,999	13.7%	13.5%	14.1%
\$400,000 - \$499,999	12.9%	13.2%	12.1%
\$500,000 - \$749,999	30.4%	32.4%	24.5%
\$750,000 - \$999,999	25.0%	21.5%	19.5%
\$1,000,000 +	10.8%	9.6%	13.2%
Average Home Value	\$664,926	\$638,678	\$625,661

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	10,516	62,886	187,818
0 - 4	5.1%	4.7%	5.5%
5 - 9	8.5%	7.0%	7.3%
10 - 14	9.3%	7.4%	7.6%
15 - 24	11.0%	9.8%	10.5%
25 - 34	5.5%	5.6%	8.4%
35 - 44	13.5%	11.9%	12.9%
45 - 54	19.1%	16.5%	16.2%
55 - 64	12.7%	15.4%	14.0%
65 - 74	7.9%	10.5%	8.7%
75 - 84	5.2%	7.6%	6.0%
85 +	2.3%	3.6%	3.0%
18 +	71.3%	75.9%	74.9%
<b>2016 Population by Age</b>			
Total	10,506	63,900	191,023
0 - 4	4.7%	4.2%	5.0%
5 - 9	7.2%	5.8%	6.5%
10 - 14	8.5%	7.6%	7.8%
15 - 24	12.8%	10.9%	11.4%
25 - 34	6.2%	6.3%	8.5%
35 - 44	10.9%	9.5%	11.1%
45 - 54	17.3%	14.6%	14.6%
55 - 64	14.9%	15.9%	14.9%
65 - 74	10.0%	12.8%	10.7%
75 - 84	4.8%	8.1%	6.3%
85 +	2.6%	4.4%	3.4%
18 +	74.2%	77.8%	76.3%
<b>2021 Population by Age</b>			
Total	10,519	64,743	193,270
0 - 4	4.6%	4.1%	4.9%
5 - 9	6.4%	5.5%	6.0%
10 - 14	7.8%	6.5%	6.9%
15 - 24	11.7%	10.0%	10.9%
25 - 34	8.0%	7.3%	9.1%
35 - 44	10.4%	9.6%	11.1%
45 - 54	15.1%	13.5%	13.5%
55 - 64	15.7%	15.4%	14.7%
65 - 74	12.0%	14.1%	12.2%
75 - 84	5.7%	9.3%	7.2%
85 +	2.7%	4.8%	3.6%
18 +	76.3%	79.5%	77.9%
<b>2010 Population by Sex</b>			
Males	5,092	30,136	91,057
Females	5,425	32,750	96,761
<b>2016 Population by Sex</b>			
Males	5,102	30,702	92,861
Females	5,402	33,199	98,161
<b>2021 Population by Sex</b>			
Males	5,106	31,134	94,108
Females	5,413	33,610	99,163

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<b>2010 Population by Race/Ethnicity</b>			
Total	10,516	62,886	187,818
White Alone	89.0%	87.0%	83.3%
Black Alone	0.4%	0.8%	1.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	8.6%	10.0%	10.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.9%	3.5%
Two or More Races	1.6%	1.2%	1.6%
Hispanic Origin	2.9%	3.6%	10.0%
Diversity Index	24.6	28.6	42.3
<b>2016 Population by Race/Ethnicity</b>			
Total	10,505	63,901	191,023
White Alone	86.9%	84.6%	81.0%
Black Alone	0.3%	0.8%	1.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	10.4%	12.2%	11.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.0%	3.8%
Two or More Races	1.8%	1.4%	1.8%
Hispanic Origin	3.3%	4.1%	10.9%
Diversity Index	28.2	32.6	46.1
<b>2021 Population by Race/Ethnicity</b>			
Total	10,517	64,744	193,272
White Alone	85.0%	82.4%	79.0%
Black Alone	0.3%	0.7%	1.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	12.2%	14.2%	13.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	1.1%	4.1%
Two or More Races	2.0%	1.5%	2.0%
Hispanic Origin	3.7%	4.6%	11.9%
Diversity Index	31.4	36.2	49.2
<b>2010 Population by Relationship and Household Type</b>			
Total	10,517	62,886	187,818
In Households	100.0%	98.8%	98.8%
In Family Households	90.5%	88.0%	87.2%
Householder	28.0%	28.7%	27.5%
Spouse	24.7%	25.6%	23.6%
Child	36.0%	31.1%	32.0%
Other relative	1.3%	1.8%	2.9%
Nonrelative	0.6%	0.7%	1.2%
In Nonfamily Households	9.4%	10.8%	11.6%
In Group Quarters	0.0%	1.2%	1.2%
Institutionalized Population	0.0%	1.1%	1.0%
Noninstitutionalized Population	0.0%	0.1%	0.2%

**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.

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<b>2016 Population 25+ by Educational Attainment</b>			
Total	7,013	45,685	132,502
Less than 9th Grade	0.7%	1.6%	2.8%
9th - 12th Grade, No Diploma	0.4%	1.6%	2.6%
High School Graduate	6.1%	9.6%	12.2%
GED/Alternative Credential	0.4%	0.7%	1.3%
Some College, No Degree	11.1%	12.5%	13.5%
Associate Degree	5.7%	4.4%	4.6%
Bachelor's Degree	42.9%	35.3%	33.0%
Graduate/Professional Degree	32.6%	34.3%	30.1%
<b>2016 Population 15+ by Marital Status</b>			
Total	8,361	52,642	154,286
Never Married	22.3%	20.4%	23.9%
Married	65.8%	63.9%	61.8%
Widowed	3.9%	7.6%	6.4%
Divorced	8.0%	8.1%	7.9%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.9%	96.5%	96.0%
Civilian Unemployed	3.1%	3.5%	4.0%
<b>2016 Employed Population 16+ by Industry</b>			
Total	5,171	30,214	91,831
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.2%	3.0%	3.8%
Manufacturing	7.3%	8.2%	9.3%
Wholesale Trade	1.5%	4.0%	3.8%
Retail Trade	9.3%	9.8%	9.7%
Transportation/Utilities	1.8%	1.7%	2.7%
Information	2.4%	1.5%	2.0%
Finance/Insurance/Real Estate	15.6%	14.1%	12.4%
Services	56.4%	56.2%	54.6%
Public Administration	2.3%	1.4%	1.5%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	5,171	30,213	91,832
White Collar	83.9%	84.3%	76.9%
Management/Business/Financial	27.7%	27.0%	24.0%
Professional	32.8%	32.5%	29.7%
Sales	13.2%	14.8%	13.0%
Administrative Support	10.2%	10.0%	10.2%
Services	10.7%	9.7%	12.3%
Blue Collar	5.4%	6.1%	10.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.4%	1.6%	2.3%
Installation/Maintenance/Repair	0.8%	1.3%	2.0%
Production	1.6%	1.8%	3.7%
Transportation/Material Moving	0.5%	1.4%	2.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,517	62,886	187,818
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	3,807	24,261	70,603
Households with 1 Person	20.6%	23.1%	23.4%
Households with 2+ People	79.4%	76.9%	76.6%
Family Households	76.9%	74.6%	73.3%
Husband-wife Families	67.7%	66.4%	62.9%
With Related Children	35.1%	28.5%	29.0%
Other Family (No Spouse Present)	9.1%	8.2%	10.4%
Other Family with Male Householder	2.3%	1.9%	2.9%
With Related Children	1.2%	0.9%	1.4%
Other Family with Female Householder	6.9%	6.2%	7.4%
With Related Children	4.0%	3.3%	4.1%
Nonfamily Households	2.5%	2.3%	3.3%
All Households with Children	40.4%	32.7%	34.7%
Multigenerational Households	1.5%	1.9%	2.4%
Unmarried Partner Households	2.2%	2.1%	3.1%
Male-female	1.8%	1.7%	2.6%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	3,808	24,260	70,604
1 Person Household	20.6%	23.1%	23.4%
2 Person Household	31.4%	36.1%	33.7%
3 Person Household	16.3%	14.8%	15.5%
4 Person Household	19.9%	16.6%	16.2%
5 Person Household	8.8%	7.1%	7.8%
6 Person Household	2.2%	1.7%	2.3%
7 + Person Household	0.8%	0.6%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,807	24,261	70,603
Owner Occupied	86.6%	87.7%	79.8%
Owned with a Mortgage/Loan	61.0%	58.0%	54.8%
Owned Free and Clear	25.6%	29.6%	25.0%
Renter Occupied	13.4%	12.3%	20.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,987	25,763	75,312
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Top Tier (1A)	Top Tier (1A)	Top Tier (1A)
<b>2.</b>	Professional Pride (1B)	Golden Years (9B)	Exurbanites (1E)
<b>3.</b>	Golden Years (9B)	Exurbanites (1E)	Golden Years (9B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,600,076	\$103,168,364	\$277,467,545
Average Spent	\$4,362.70	\$4,147.81	\$3,846.29
Spending Potential Index	217	206	191
Education: Total \$	\$14,467,253	\$88,662,594	\$229,257,607
Average Spent	\$3,802.17	\$3,564.61	\$3,178.00
Spending Potential Index	269	252	225
Entertainment/Recreation: Total \$	\$24,294,862	\$152,290,088	\$402,574,999
Average Spent	\$6,384.98	\$6,122.71	\$5,580.55
Spending Potential Index	219	210	191
Food at Home: Total \$	\$37,569,326	\$235,824,926	\$637,967,433
Average Spent	\$9,873.67	\$9,481.16	\$8,843.59
Spending Potential Index	198	190	177
Food Away from Home: Total \$	\$24,917,057	\$154,893,329	\$416,796,733
Average Spent	\$6,548.50	\$6,227.37	\$5,777.69
Spending Potential Index	212	201	187
Health Care: Total \$	\$42,576,750	\$270,872,201	\$707,642,469
Average Spent	\$11,189.68	\$10,890.21	\$9,809.43
Spending Potential Index	211	206	185
HH Furnishings & Equipment: Total \$	\$14,886,815	\$93,168,363	\$246,558,413
Average Spent	\$3,912.43	\$3,745.76	\$3,417.82
Spending Potential Index	222	212	194
Personal Care Products & Services: Total \$	\$6,159,790	\$38,860,010	\$102,869,661
Average Spent	\$1,618.87	\$1,562.34	\$1,425.99
Spending Potential Index	221	213	195
Shelter: Total \$	\$131,340,596	\$823,591,883	\$2,201,312,847
Average Spent	\$34,517.90	\$33,111.88	\$30,514.88
Spending Potential Index	222	213	196
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,197,082	\$128,780,287	\$331,498,697
Average Spent	\$5,308.04	\$5,177.51	\$4,595.28
Spending Potential Index	229	223	198
Travel: Total \$	\$17,878,897	\$112,316,637	\$289,771,821
Average Spent	\$4,698.79	\$4,515.60	\$4,016.85
Spending Potential Index	252	243	216
Vehicle Maintenance & Repairs: Total \$	\$8,295,020	\$52,203,614	\$138,726,241
Average Spent	\$2,180.03	\$2,098.81	\$1,923.04
Spending Potential Index	211	203	186

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.