MetroPulse

Community Data Snapshot | Winnetka

GENERAL POPULATION CHARACTERISTICS, 2014

	Community	Cook County**	CMAP Region
Total Population	12,366	5,227,827	8,487,546
Total Households	4,043	1,937,060	3,058,278
Average Household Size	3.1	2.7	2.7
Population Change, 2000-10	-1.9%	-3.4%	3.5%
Median Age*	42.4	35.7	36.2

Source: 2000 and 2010 Census, 2014 American Community Survey five-year estimates.

*Note that all Regional Medians were calculated based on Grouped Frequency Distributions.
**For municipalities located in more than one county, data provided is for the county containing the largest portion of the municipality.

RACE AND ETHNICITY, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
White	10,988	88.9	2,266,635	43.4	4,457,411	52.5
Hispanic or Latino*	324	2.6	1,281,217	24.5	1,879,867	22.1
Black	29	0.2	1,248,338	23.9	1,448,521	17.1
Asian	570	4.6	343,048	6.6	549,298	6.5
Other	455	3.7	88,589	1.7	152,449	1.8

Source: 2014 American Community Survey, five-year estimates. Universe: Total population. *Includes Hispanic or Latino residents of any race

AGE COHORTS, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
19 and under	4,410	35.7	1,345,694	25.7	2,295,996	27.1
20 to 34	767	6.2	1,214,211	23.2	1,804,346	21.3
35 to 49	2,761	22.3	1,057,577	20.2	1,771,727	20.9
50 to 64	2,611	21.1	961,163	18.4	1,601,837	18.9
65 to 79	1,228	9.9	462,687	8.9	734,210	8.7
80 and Older	589	4.8	186,495	3.6	279,430	3.3

Source: 2014 American Community Survey five-year estimates. Universe: Total population.

HOUSEHOLD INCOME, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
Less than $25,000	264	6.5	462,004	23.9	608,702	19.9
$25,000 to $49,999	329	8.1	429,872	22.2	636,709	20.8
$50,000 to $74,999	257	6.4	331,375	17.1	525,717	17.2
$75,000 to $99,999	159	3.9	231,831	12.0	394,343	12.9
$100,000 to $149,999	545	13.5	255,320	13.2	465,647	15.2
$150,000 and Over	2,489	61.6	226,658	11.7	427,160	14.0
Median Income	$207,540		$54,828		$62,903	

Source: 2014 American Community Survey five-year estimates. Universe: Total households.

EDUCATIONAL ATTAINMENT, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
High School Diploma or Higher	7,506	98.8	2,980,558	84.8	4,880,058	86.7
Bachelor's Degree or Higher	6,640	87.4	1,238,952	35.3	2,059,720	36.6

Source: 2014 American Community Survey five-year estimates. Universe: Population 25 and older.

Community Data Snapshot: Winnetka - Page Two

HOUSING AND TENURE, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
Occupied Housing Units	4,043	**93.9**	1,937,060	**89.0**	3,058,278	**90.7**
Owner-Occupied	3,672	90.8	1,115,461	57.6	1,977,549	64.7
Renter-Occupied	371	9.2	821,599	42.4	1,080,729	35.3
Vacant Housing Units	261	**6.1**	239,973	**11.0**	314,868	**9.3**

Source: 2014 American Community Survey five-year estimates. Universe: Total housing units.

HOUSING TYPE, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
Single Family, Detached	3,653	84.9	872,996	40.4	1,685,749	50.4
Single Family, Attached	95	2.2	114,759	5.3	255,610	7.6
2 Units	36	0.8	213,916	9.9	238,424	7.1
3 or 4 Units	51	1.2	248,817	11.5	284,138	8.5
5 or more Units	469	10.9	710,928	32.9	882,766	26.4

Source: 2014 American Community Survey five-year estimates. Universe: Total housing units excluding mobile, boat, RV, van, etc.

HOUSING SIZE, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
0 to 1 Bedrooms	292	6.8	442,534	20.3	547,667	16.2
2 Bedrooms	276	6.4	692,524	31.8	969,600	28.7
3 Bedrooms	760	17.7	697,854	32.1	1,134,273	33.6
4 Bedrooms	1,493	34.7	258,292	11.9	568,547	16.9
5+ Bedrooms	1,483	34.5	85,829	3.9	153,059	4.5
Median Number of Rooms*	**9.0**		**5.1**		**6.0**	

Source: 2014 American Community Survey five-year estimates. Universe: Total housing units. *Includes all rooms.

HOUSING AGE, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
Built 2000 or Later	548	12.7	179,484	8.2	408,209	12.1
Built 1970 to 1999	662	15.4	534,329	24.5	1,124,575	33.3
Built 1940 to 1969	955	22.2	784,646	36.0	1,059,077	31.4
Built Before 1940	2,139	49.7	678,574	31.2	781,285	23.2
Median Year Built	1941		1957		1966	

Source: 2014 American Community Survey five-year estimates. Universe: Total housing units.

HOUSING & TRANSPORTATION (H+T)* COSTS, PERCENT OF INCOME PER HOUSEHOLD

	Median-Income Family	Low-Income Single-Parent Family	Moderate-Income Retired Couple	Moderate-Income Family
Housing Costs	50.3	100.0	62.9	62.7
Transportation Costs	22.9	33.0	14.0	22.2
H + T Costs	73.2	133.0	76.8	84.9

Source: Location Affordability Index, U.S. Dept. of Transportation and U.S. Dept. of Housing and Urban Development

*The purpose of the H+T Index is to isolate the effect of location on housing and transportation costs, grouped by common demographic characteristics that form four distinct household types. The values above represent the percent of household income that an average household within each of these types in the region would spend on housing and transportation if they lived in this county. The standard threshold of affordability is equal to 30 percent for housing costs and 45 percent for housing and transportation costs combined. For more information, visit www.locationaffordability.info/About_Data.aspx.

Community Data Snapshot: Winnetka - Page Three

EMPLOYMENT STATUS, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
In Labor Force	5,204	**58.9**	2,757,313	**66.3**	4,523,067	**67.9**
Employed*	4,953	95.2	2,433,661	88.3	4,036,256	89.2
Unemployed	251	4.8	322,732	11.7	474,670	10.5
Not In Labor Force	3,628	**41.1**	1,399,746	**33.7**	2,139,023	**32.1**

Source: 2014 American Community Survey five-year estimates. Universe: Population aged 16 and over.
*Does not include employed population in the Armed Forces.

PRIVATE SECTOR EMPLOYMENT, 2014*

	Community		Cook County		Six-County Region**	
	Count	Percent	Count	Percent	Count	Percent
Private Employment	3,114	N/A	2,131,857	N/A	3,381,175	N/A
Job Change (2004-14)	-854	-21.5	-17,545	-0.8	73,253	2.2
Private Sector Jobs per HH	0.77		1.10		1.11	

Source: Illinois Department of Employment Security (IDES). *Figures exclude employees not covered by unemployment insurance.
**Kendall County is not included in IDES data.

EMPLOYMENT OF COMMUNITY RESIDENTS, 2014

By Industry Sector	Count	Percent
Professional	721	16.1
Education	495	11.0
Finance	492	11.0
Health Care	487	10.9
Retail Trade	311	6.9

EMPLOYMENT IN THE COMMUNITY, 2014

By Industry Sector	Count	Percent
Education	1,691	47.7
Accommodation and Food	565	15.9
Retail Trade	284	8.0
Other Service	243	6.9
Health Care	209	5.9

By Employment Location			*By Residence Location*		
Chicago	1,857	41.4	**Chicago**	747	21.1
Winnetka	284	6.3	**Evanston**	289	8.1
Evanston	267	6.0	**Winnetka**	284	8.0
Out of Region	181	4.0	**Wilmette**	190	5.4
Northbrook	120	2.7	**Glenview**	150	4.2

Source: U.S. Census Bureau, Longitudinal-Employer Household Dynamics Program.

MODE OF TRAVEL TO WORK, 2014

	Community		Cook County		CMAP Region	
	Count	Percent	Count	Percent	Count	Percent
*Work at Home**	492	N/A	99,838	N/A	178,944	N/A
Drive Alone	2,595	59.9	1,483,723	65.0	2,749,527	72.6
Carpool	190	4.4	212,463	9.3	336,045	8.9
Transit	1,347	31.1	430,767	18.9	499,989	13.2
Walk or Bike	134	3.1	128,317	5.6	158,579	4.2
Other	63	1.5	27,908	1.2	43,275	1.1
TOTAL COMMUTERS	4,329	**100.0**	2,283,178	**100.0**	3,787,415	**100.0**

Source: 2014 American Community Survey five-year estimates. *Not included in "total commuters."

ANNUAL VEHICLE MILES TRAVELED (VMT) PER HOUSEHOLD, 2013

	Community	Cook County	CMAP Region
Average Vehicle Miles Traveled	18,604	13,903	16,723

Source: CMAP analysis of US Census Bureau, HERE, and Illinois Environmental Protection Agency data.

Community Data Snapshot: Winnetka - Page Four

GENERAL MERCHANDISE RETAIL SALES, 2015

	Community	Cook County	CMAP Region
Total Retail Sales*	$124,360,742	$70,046,938,551	$123,485,442,356
Total Sales per Capita**	$10,057	$13,399	$14,549

Source: Illinois Department of Revenue.

*Does not include qualifying food, drugs, and medical appliances.
**Per capita calculations based on population from 2014 ACS 5-year estimates.

EQUALIZED ASSESSED VALUE, 2014

Residential	$1,191,915,624
Commercial	$47,078,444
Industrial	$0
Railroad	$554,920
Farm	$0
Mineral	$0
TOTAL	$1,239,548,988

Source: Illinois Department of Revenue.

PARK ACCESS AND WALK SCORE

	Park Acreage per 1,000 Residents
Community	34.5
Cook County	18.9
Region	39.0
Walk Score*	N/A

Source: CMAP calculations of 2010 Land Use Inventory; walkscore.com.
*Walk Score is a number between 0 and 100 that measures the average walkability of a municipality.

GENERAL LAND USE, 2010

	Acres	Percent
Single-Family Residential	1,437.4	57.7
Multi-Family Residential	9.7	0.4
Commercial	21.3	0.9
Industrial	0.0	0.0
Institutional	107.1	4.3
Mixed Use	8.5	0.3
Transportation and Other	470.2	18.9
Agricultural	0.0	0.0
Open Space	426.0	17.1
Vacant	9.5	0.4
TOTAL	**2,489.7**	**100.0**

Source: Chicago Metropolitan Agency for Planning Parcel-Based Land Use Inventory.

For More Information

Please direct inquiries to Jon Hallas, 312-386-8764 or JHallas@cmap.illinois.gov. To access other Community Data Snapshots for municipalities and counties in the Chicago Metropolitan Agency for Planning's seven-county northeastern Illinois region, visit www.cmap.illinois.gov/data/metropulse/.

Chicago Metropolitan Agency for Planning

THE CHICAGO COMMUNITY TRUST AND AFFILIATES

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