

**Willow Festival**  
Northbrook, Illinois

**1 Mile Radius**

**3 Mile Radius**

**5 Mile Radius**

**10 Minute Drive**

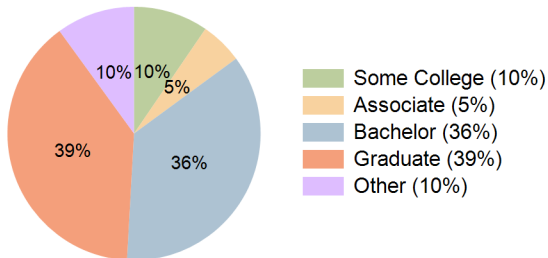
### Current Year Demographics

Current Population	5,039	72,634	234,901	65,935
Total Daytime Pop	15,799	104,594	308,210	102,241
Daytime Workers	12,768	66,944	187,539	68,422
Average Household Income	\$197,361	\$226,789	\$189,156	\$220,426
Median Household Income	\$133,607	\$159,659	\$123,361	\$155,290
Total Households	2,052	27,347	88,900	25,292
Median Home Value	\$645,465	\$655,965	\$533,777	\$638,286
Bachelors Degree	32.0%	35.7%	33.8%	36.0%
Graduate Degree	35.7%	40.4%	32.3%	39.1%
Consumer Spending Index	173	193	163	188

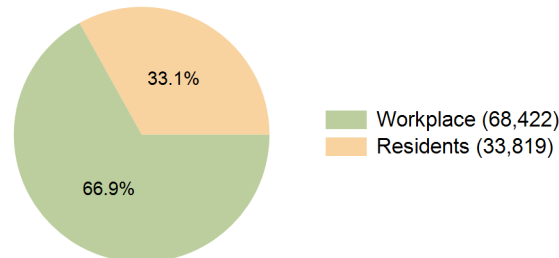
### 2029 Demographic Projections

Projected Population	5,042	71,414	228,912	64,987
Projected 5 Year Annual Growth Rate (Pop)	0.0%	-0.3%	-0.5%	-0.3%
Projected Households	2,100	27,600	88,906	25,588
Projected 5 Year Annual Growth Rate (HH)	0.5%	0.2%	0.0%	0.2%

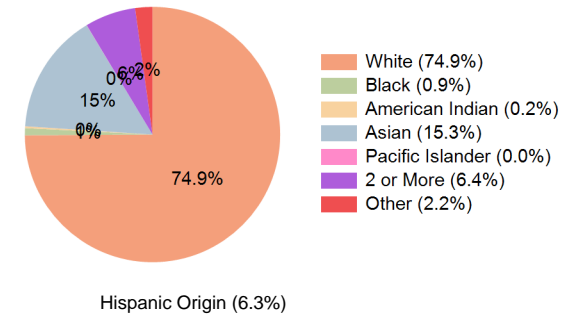
**Education (10 Minute Drive)**



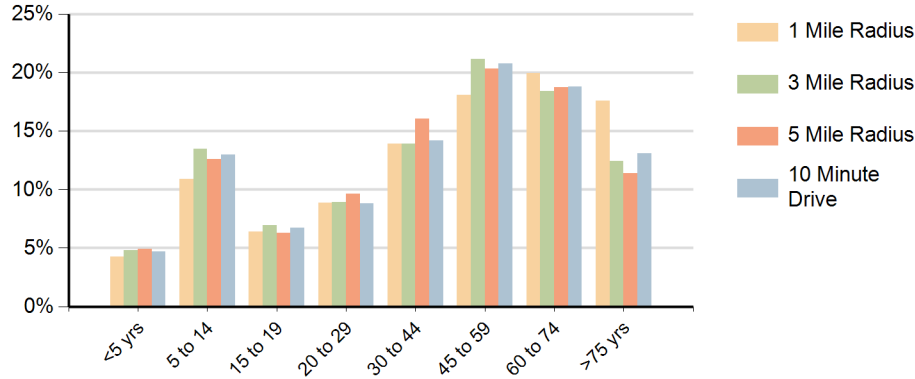
**Daytime Population (10 Minute Drive)**



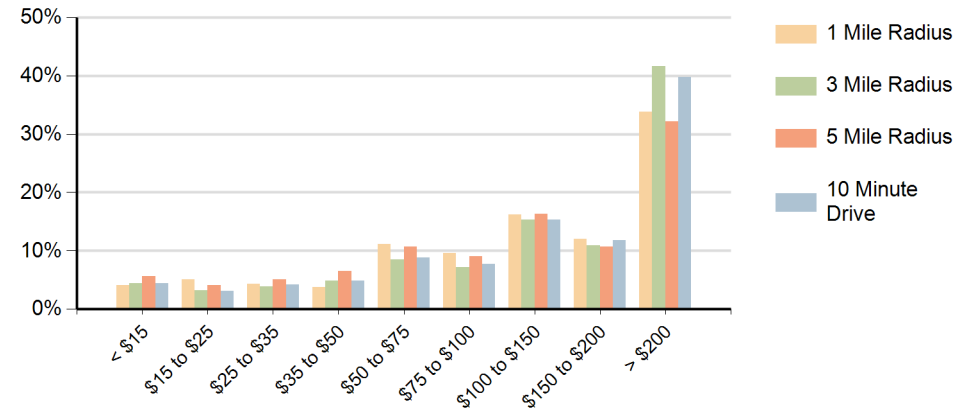
**Race (10 Minute Drive)**



## Population by Age Range



## Households by Income Range (\$000)



Willow Festival Northbrook, Illinois		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	5,039	72,634	234,901	65,935
	2020 Census Population	4,953	73,949	241,852	66,921
	2010 Census Population	4,261	69,258	231,358	61,826
	Historical Annual Growth 2010 to 2020	1.5%	0.7%	0.4%	0.8%
	Estimated Annual Growth 2020 to 2024	0.4%	-0.4%	-0.7%	-0.4%
	Projected Annual Growth 2024 to 2029	0.0%	-0.3%	-0.5%	-0.3%
Households	Current Estimated Households	2,052	27,347	88,900	25,292
	2020 Census Households	2,010	27,073	89,081	24,940
	2010 Census Households	1,793	25,765	86,203	23,365
	Historical Annual Growth 2010 to 2020	1.2%	0.5%	0.3%	0.7%
	Estimated Annual Growth 2020 to 2024	0.5%	0.2%	-0.1%	0.3%
	Projected Annual Growth 2024 to 2029	0.5%	0.2%	0.0%	0.2%
Population per Household		2.4	2.6	2.6	2.6
Race	White	63.1%	76.0%	67.9%	74.9%
	Black or African American	1.8%	0.9%	1.9%	0.9%
	American Indian	1.1%	0.2%	0.4%	0.2%
	Asian	12.5%	14.1%	19.4%	15.3%
	Pacific Islander	0.1%	0.0%	0.0%	0.0%
	2 or More Races	9.0%	6.7%	6.8%	6.4%
	Other Races	12.5%	2.2%	3.7%	2.2%
	Hispanic Origin	23.0%	6.4%	8.9%	6.3%