

**Willow Festival**  
Northbrook, Illinois

**1 Mile Radius**

**3 Mile Radius**

**5 Mile Radius**

**10 Minute Drive**

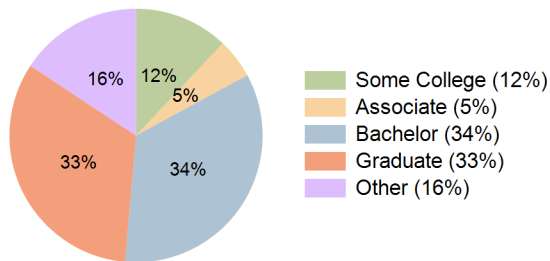
### Current Year Demographics

Current Population	4,377	70,936	228,797	107,838
Total Daytime Pop	10,260	119,212	332,223	174,961
Workplace Pop	6,493	70,665	183,272	106,407
Average Household Income	\$210,222	\$214,404	\$180,294	\$186,927
Median Household Income	\$120,509	\$139,173	\$112,150	\$122,405
Total Households	1,820	26,582	85,633	40,647
Median Home Value	\$689,806	\$738,370	\$597,271	\$675,131
Bachelors Degree	29.5%	36.1%	33.2%	34.3%
Graduate Degree	33.5%	36.8%	30.6%	32.9%
Total Consumer Spending/Capita (Weekly)	\$436	\$438	\$424	\$429

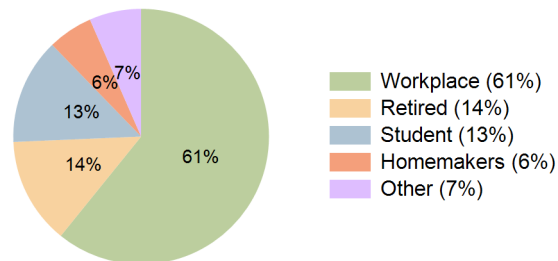
### 2027 Demographic Projections

Projected Population	4,330	70,438	227,249	107,218
Projected 5 Year Annual Growth Rate (Pop)	-0.2%	-0.1%	-0.1%	-0.1%
Projected Households	1,800	26,407	85,077	40,441
Projected 5 Year Annual Growth Rate (HH)	-0.2%	-0.1%	-0.1%	-0.1%

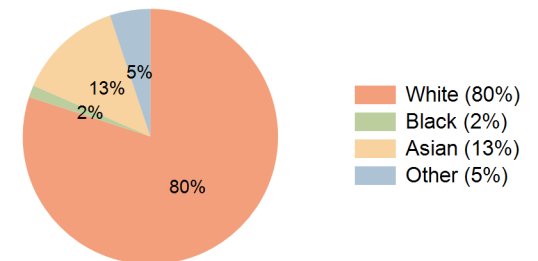
**Education (10 Minute Drive)**



**Daytime Population (10 Minute Drive)**

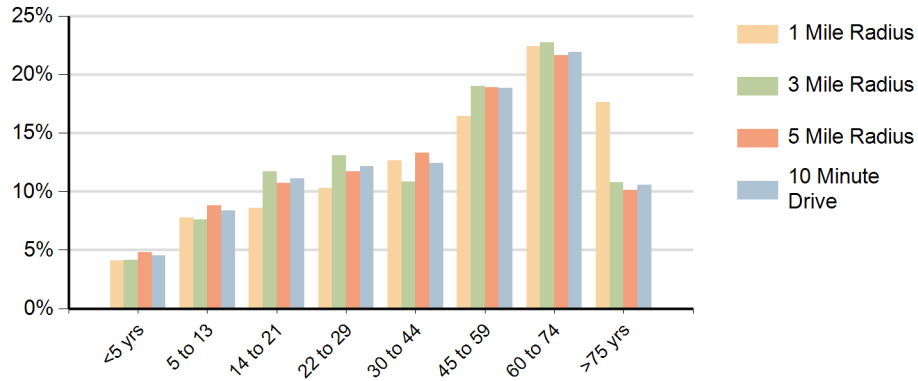


**Race (10 Minute Drive)**

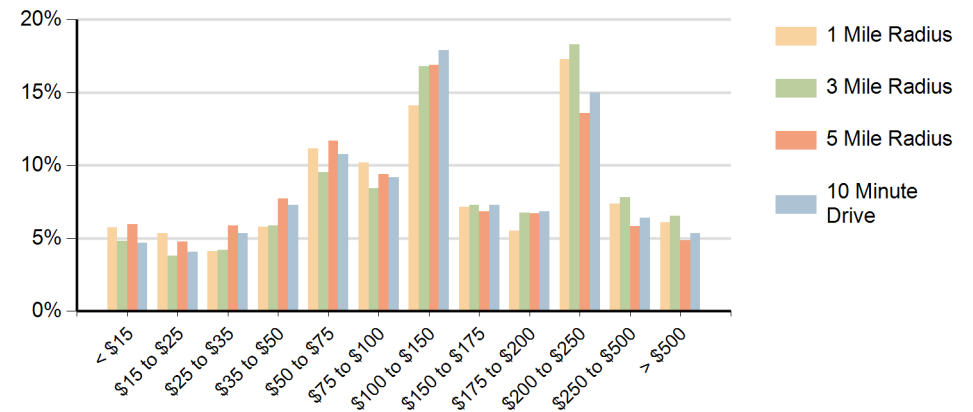


**Hispanic Ethnicity**  
8% Hispanic | 92% Non Hispanic

### 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	4,377	70,936	228,797	107,838
	2010 Census Population	4,217	69,850	231,239	107,407
	2000 Census Population	4,230	66,720	230,044	104,537
	Historical Annual Growth 2000 to 2010	0.0%	0.5%	0.1%	0.3%
	Estimated Annual Growth 2010 to 2022	0.3%	0.1%	-0.1%	0.0%
	Projected Annual Growth 2022 to 2027	-0.2%	-0.1%	-0.1%	-0.1%
Households	Current Estimated Households	1,820	26,582	85,633	40,647
	2010 Census Households	1,754	26,126	86,472	40,412
	2000 Census Households	1,700	24,577	85,096	38,463
	Historical Annual Growth 2000 to 2010	0.3%	0.6%	0.2%	0.5%
	Estimated Annual Growth 2010 to 2022	0.3%	0.1%	-0.1%	0.0%
	Projected Annual Growth 2022 to 2027	-0.2%	-0.1%	-0.1%	-0.1%
	Population per Household	2.4	2.6	2.6	2.6
Ethnic	Hispanic or Latino Population	16%	5%	7%	8%
	Non Hispanic or Latino Population	84%	95%	93%	92%
Race	White	77.8%	84.9%	77.4%	80.0%
	Black or African American	0.9%	1.3%	2.0%	1.5%
	Asian & Pacific Islander	14.8%	10.8%	15.6%	13.3%
	Other Races	6.5%	3.0%	4.9%	5.1%