



Market Profile

Woodstock city, IL (1783349)
Place

Woodstock city, ...

Population Summary	
2000 Total Population	21,090
2010 Total Population	24,770
2015 Total Population	25,267
2015 Group Quarters	827
2020 Total Population	26,573
2015-2020 Annual Rate	1.01%
Household Summary	
2000 Households	7,629
2000 Average Household Size	2.68
2010 Households	9,014
2010 Average Household Size	2.65
2015 Households	9,259
2015 Average Household Size	2.64
2020 Households	9,799
2020 Average Household Size	2.63
2015-2020 Annual Rate	1.14%
2010 Families	6,033
2010 Average Family Size	3.26
2015 Families	6,255
2015 Average Family Size	3.22
2020 Families	6,604
2020 Average Family Size	3.20
2015-2020 Annual Rate	1.09%
Housing Unit Summary	
2000 Housing Units	7,992
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	4.5%
2010 Housing Units	9,767
Owner Occupied Housing Units	60.3%
Renter Occupied Housing Units	32.0%
Vacant Housing Units	7.7%
2015 Housing Units	10,054
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	7.9%
2020 Housing Units	10,532
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	7.0%
Median Household Income	
2015	\$57,568
2020	\$68,887
Median Home Value	
2015	\$169,803
2020	\$197,280
Per Capita Income	
2015	\$27,378
2020	\$31,159
Median Age	
2010	34.3
2015	36.0
2020	36.5

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income

Household Income Base	9,260
<\$15,000	11.4%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	4.7%
\$200,000+	3.6%

Average Household Income \$73,248

2020 Households by Income

Household Income Base	9,800
<\$15,000	10.2%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	18.5%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	7.1%
\$200,000+	3.9%

Average Household Income \$83,127

2015 Owner Occupied Housing Units by Value

Total	5,938
<\$50,000	0.5%
\$50,000 - \$99,999	7.4%
\$100,000 - \$149,999	31.3%
\$150,000 - \$199,999	27.4%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	6.9%
\$300,000 - \$399,999	6.6%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.3%

Average Home Value \$195,175

2020 Owner Occupied Housing Units by Value

Total	6,247
<\$50,000	0.3%
\$50,000 - \$99,999	4.6%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	29.3%
\$200,000 - \$249,999	20.1%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	9.8%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.2%

Average Home Value \$236,009

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.

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2010 Population by Age

Total	24,770
0 - 4	7.5%
5 - 9	7.4%
10 - 14	7.3%
15 - 24	13.3%
25 - 34	15.6%
35 - 44	14.6%
45 - 54	14.0%
55 - 64	10.2%
65 - 74	5.3%
75 - 84	3.0%
85 +	1.8%
18 +	73.4%

2015 Population by Age

Total	25,267
0 - 4	6.8%
5 - 9	6.9%
10 - 14	6.9%
15 - 24	13.7%
25 - 34	14.4%
35 - 44	13.4%
45 - 54	13.5%
55 - 64	12.4%
65 - 74	7.2%
75 - 84	3.2%
85 +	1.7%
18 +	75.5%

2020 Population by Age

Total	26,576
0 - 4	6.8%
5 - 9	6.6%
10 - 14	6.8%
15 - 24	12.8%
25 - 34	14.8%
35 - 44	13.9%
45 - 54	12.4%
55 - 64	12.2%
65 - 74	8.3%
75 - 84	3.8%
85 +	1.6%
18 +	75.9%

2010 Population by Sex

Males	12,434
Females	12,336

2015 Population by Sex

Males	12,749
Females	12,518

2020 Population by Sex

Males	13,392
Females	13,184

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	24,770
White Alone	83.5%
Black Alone	2.3%
American Indian Alone	0.4%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.3%
Two or More Races	2.1%
Hispanic Origin	23.6%
Diversity Index	55.4

2015 Population by Race/Ethnicity

Total	25,268
White Alone	82.7%
Black Alone	2.7%
American Indian Alone	0.4%
Asian Alone	2.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.5%
Two or More Races	2.2%
Hispanic Origin	24.2%
Diversity Index	56.5

2020 Population by Race/Ethnicity

Total	26,574
White Alone	80.6%
Black Alone	3.5%
American Indian Alone	0.4%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.3%
Two or More Races	2.4%
Hispanic Origin	26.3%
Diversity Index	60.2

2010 Population by Relationship and Household Type

Total	24,770
In Households	96.5%
In Family Households	81.7%
Householder	24.4%
Spouse	18.4%
Child	32.7%
Other relative	3.9%
Nonrelative	2.4%
In Nonfamily Households	14.8%
In Group Quarters	3.5%
Institutionalized Population	3.3%
Noninstitutionalized Population	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment

Total	16,625
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	23.0%
GED/Alternative Credential	3.0%
Some College, No Degree	22.9%
Associate Degree	8.3%
Bachelor's Degree	20.9%
Graduate/Professional Degree	9.8%

2015 Population 15+ by Marital Status

Total	20,077
Never Married	28.9%
Married	52.4%
Widowed	5.7%
Divorced	13.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	94.0%
Civilian Unemployed	6.0%

2015 Employed Population 16+ by Industry

Total	12,594
Agriculture/Mining	1.0%
Construction	7.0%
Manufacturing	19.3%
Wholesale Trade	2.5%
Retail Trade	11.5%
Transportation/Utilities	3.7%
Information	2.5%
Finance/Insurance/Real Estate	5.1%
Services	43.5%
Public Administration	4.0%

2015 Employed Population 16+ by Occupation

Total	12,596
White Collar	57.9%
Management/Business/Financial	12.7%
Professional	20.3%
Sales	11.5%
Administrative Support	13.4%
Services	15.0%
Blue Collar	27.1%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	4.0%
Production	10.8%
Transportation/Material Moving	6.4%



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2010 Households by Type

Total	9,014
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	66.9%
Husband-wife Families	50.5%
With Related Children	26.2%
Other Family (No Spouse Present)	16.5%
Other Family with Male Householder	4.7%
With Related Children	3.0%
Other Family with Female Householder	11.8%
With Related Children	8.5%
Nonfamily Households	6.1%
All Households with Children	38.2%

2010 Households by Size

Total	9,014
1 Person Household	27.0%
2 Person Household	29.5%
3 Person Household	16.5%
4 Person Household	14.6%
5 Person Household	7.3%
6 Person Household	3.4%
7 + Person Household	1.9%

2010 Households by Tenure and Mortgage Status

Total	9,014
Owner Occupied	65.4%
Owned with a Mortgage/Loan	53.6%
Owned Free and Clear	11.8%
Renter Occupied	34.6%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Front Porches (8E)
2. Green Acres (6A)
3. Parks and Rec (5C)

2015 Consumer Spending

Apparel & Services: Total \$	\$21,182,315
Average Spent	\$2,287.75
Spending Potential Index	99
Computers & Accessories: Total \$	\$2,407,015
Average Spent	\$259.96
Spending Potential Index	102
Education: Total \$	\$14,382,105
Average Spent	\$1,553.31
Spending Potential Index	102
Entertainment/Recreation: Total \$	\$29,674,330
Average Spent	\$3,204.92
Spending Potential Index	97
Food at Home: Total \$	\$47,082,475
Average Spent	\$5,085.05
Spending Potential Index	97
Food Away from Home: Total \$	\$30,018,895
Average Spent	\$3,242.13
Spending Potential Index	99
Health Care: Total \$	\$41,637,608
Average Spent	\$4,496.99
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$16,570,635
Average Spent	\$1,789.68
Spending Potential Index	97
Investments: Total \$	\$22,247,758
Average Spent	\$2,402.83
Spending Potential Index	87
Retail Goods: Total \$	\$227,000,502
Average Spent	\$24,516.74
Spending Potential Index	96
Shelter: Total \$	\$154,562,474
Average Spent	\$16,693.21
Spending Potential Index	101
TV/Video/Audio: Total \$	\$11,810,410
Average Spent	\$1,275.56
Spending Potential Index	98
Travel: Total \$	\$17,767,325
Average Spent	\$1,918.92
Spending Potential Index	98
Vehicle Maintenance & Repairs: Total \$	\$10,146,928
Average Spent	\$1,095.90
Spending Potential Index	98

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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