



## **WOODSTOCK**

Places by Alpha : Woodstock city

Prepared By:  
FRANK NORTON JR  
The Norton Agency

March 10, 2004

The information contained herein is from sources believed reliable, but neither the CCIM Institute nor its members, including the author of this report, have confirmed this information. Any warranty or representation of accuracy is expressly disclaimed. The Recipient of this report is cautioned that it is the Recipient's responsibility to confirm the accuracy and completeness of the information provided, including such independent investigation of this information as may appear necessary to determine its suitability for Recipient's needs.

## Executive Demographic Report

### Population

The current year population in this selected geography is 11,811. The 2000 Census revealed a population of 10,050, and in 1990 it was 5,721 representing a 75.67% change. It is estimated that the population in this area will be 14,519 in 2008, representing a change of 22.93% from 2003. The current population is 49.13% male and 50.87% female. In 2003, the median age of the population in this area was 34.8, compared to the US median age which was 36.1. The population density in your area is 1,337.9 people per square mile.

### Households

There are currently 4,584 households in this selected geography. The Census revealed household counts of 3,869 in 2000, up from 2,073 in 1990, representing a change of 121.10%. It is estimated that the number of households in this area will be 5,699 in 2008, representing a change of 24.32% from the current year. For the current year, the average household size in this area is 2.58 persons.

In 2003, the median number of years in residence in this geography's population is 3.47. The average household size in this geography was 2.73 people and the average family size was 3.15 people. The average number of vehicles per household in this geography was 1.9.

### Income

In 2003, the median household income in this selected geography was \$63,939, compared to the US median which was \$45,128. The Census revealed median household incomes of \$60,660 in 2000 and \$38,365 in 1990 representing a change of 66.66%. It is estimated that the median household income in this area will be \$71,868 in 2008, which would represent a change of 12.40% from the current year.

In 2003, the per capita income in this area was \$27,167, compared to the US per capita, which was \$23,201. The 2003 average household income for this area was \$74,748, compared to the US average which was \$60,600.

### Race Ethnicity

In 2003, the racial makeup of this selected area was as follows: 88.77% White; 5.91% Black; 0.30% Native American; 1.31% Asian/Pacific Islander; and 2.22% Other. Compare these to the US racial makeup which was: 75.06% White, 12.30% Black, 0.88% Native American, 3.66% Asian/Pacific Islander and 5.52% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 6.07% of the current year population in this selected area. Compare this to the US makeup of 13.79%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 15.0% American Indian, Eskimo, Aleut Population; 249.2% Asian, Pacific Islander; 100.9% Black; 668.0% Hispanic Ethnicity; 2,363.1% Other; White 67.0%.

### Housing

The median housing value in this area was \$84,586 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$134,577, which is a 59.1% change from 1990. In 1990, there were 1,490 owner occupied housing units in this area vs. 3,869 in 2000. Also in 1990, there were 582 renter occupied housing units in this area vs. 878 in 2000. The average rent in 1990 was \$433 vs. \$636 in 2000.

### Employment

In 2003, there were 8,850 people over the age of 16 in the labor force in your geography. Of these 72.56% were employed, 1.56% were unemployed, 25.82% were not in the labor force and 0.06% were in the armed forces. In 1990, unemployment in this area was 3.27% and in 2000 it was 1.73%.

In 2003, there were 5,625 employees in this selected area (daytime population) and there were 763 establishments.

For this area in 1990, 61.30% of employees were employed in white-collar occupations and 38.70% were employed in blue-collar occupations. In 2000, white collar workers made up 69.33% of the population, and those employed in blue collar occupations made up 30.67%. In 1990, the average time traveled to work was 20 minutes and in 2000 it was 32 minutes.

## Consumer Expenditure Report

Woodstock city

### 2003 Consumer Expenditures (Average Household Annual Expenditures)

Total Households	4,584
Median Household Income	\$63,939
Average Household Income	\$74,748
 Total Average Household Expenditure	 \$56,412
 Airline Fares	 \$387.98
Alcoholic Beverages	\$536.47
Alimony And Child Support	\$172.90
Apparel	\$3,063.56
Apparel Services And Accessories	\$397.94
Audio Equipment	\$88.47
Babysitting And Elderly Care	\$313.16
Books	\$102.73
Books And Supplies	\$151.56
Boys Apparel	\$165.51
Cellular Phone Service	\$92.53
Cigarettes	\$472.79
Computer Hardware	\$442.64
Computer Information Services	\$45.73
Computer Software	\$58.18
Contributions	\$1,673.56
Coolant And Other Fluids	\$13.17
Cosmetics and Perfume	\$122.72
Deodorants and Other Personal Care Products	\$40.99
Education	\$953.54
Electricity	\$1,739.01
Entertainment	\$2,943.84
Fees And Admissions	\$732.04
Finance Charges Excluding Mortgage And Vehicle	\$248.78
Floor Coverings	\$87.35
Food And Beverages	\$9,188.09
Food At Home	\$5,458.22
Food Away From Home	\$3,193.40
Footwear	\$567.05
Fuel Oil And Other Fuels	\$109.49
Funeral And Cemetery	\$128.45
Furniture	\$560.91
Gasoline And Oil	\$2,036.63
Gifts	\$1,682.32
Girls Apparel	\$202.32
Hair Care	\$78.46
Hard Surface Flooring	\$15.77

Health Care	\$3,630.31
Health Care Insurance	\$1,747.23
Health Care Services	\$1,093.77
Health Care Supplies And Equipment	\$789.31
Household Services	\$429.33
Household Supplies	\$903.39
Household Textiles	\$133.36
Housewares And Small Appliances	\$1,193.98
Indoor Plants And Fresh Flowers	\$96.15
Infants Apparel	\$141.52
Jewelry	\$141.98
Legal And Accounting	\$122.33
Magazines	\$63.08
Major Appliances	\$264.23
Mass Transit	\$120.55
Men's Apparel	\$569.31
Mortgage Interest	\$3,288.45
Natural Gas	\$537.58
New Car Purchased	\$1,412.38
New Truck Purchased	\$1,063.46
New Vehicle Purchase	\$2,475.84
Newspapers	\$131.68
Oral Hygeine Products	\$36.81
Other Lodging	\$1,166.29
Other Miscellaneous Expenses	\$127.34
Other Repairs And Maintenance	\$120.89
Other Tobacco Products	\$50.48
Other Transportation Costs	\$929.51
Other Utilities	\$454.27
Paint And Wallpaper	\$56.99
Personal Care Products	\$217.01
Personal Care Services	\$614.96
Personal Insurance	\$644.65
Pet Supplies And Services	\$314.96
Photographic Equipment And Supplies	\$140.71
Plumbing And Heating	\$75.55
Property Taxes	\$629.36
Public Transportation	\$612.41
Records / Tapes / CD Purchases	\$146.95
Recreational Equipment And Supplies	\$1,127.14
Rental Costs	\$3,996.67
Roofing And Siding	\$91.10
Satellite Dishes	\$9.60
Shaving Needs	\$16.49
Shelter	\$10,024.64
Telephone Service Excl Cell Phones	\$1,452.65
Televisions	\$126.47
Transportation	\$11,787.05
Tuition	\$801.98
Used Car Purchase	\$1,682.82
Used Truck Purchase	\$963.63
Used Vehicle Purchase	\$2,646.45

VCRs And Related Equipment	\$55.96
Vehicle Insurance	\$1,322.31
Vehicle Repair	\$1,283.65
Vehicle Repair And Maintenance	\$1,296.82
Video And Audio Equipment	\$1,084.66
Video Game Hardware And Software	\$36.90
Watches	\$27.89
Women's Apparel	\$1,019.90

---

Woodstock city

---

### 2008 Consumer Expenditures (Average Household Annual Expenditures)

Total Households	5,699
Median Household Income	\$71,868
Average Household Income	\$83,380
Total Household Expenditure (\$000's)	\$61,320
Airline Fares	\$422.25
Alcoholic Beverages	\$582.98
Alimony And Child Support	\$188.10
Apparel	\$3,333.54
Apparel Services And Accessories	\$433.62
Audio Equipment	\$96.37
Babysitting And Elderly Care	\$340.27
Books	\$111.74
Books And Supplies	\$164.56
Boys Apparel	\$179.83
Cellular Phone Service	\$100.62
Cigarettes	\$513.05
Computer Hardware	\$481.12
Computer Information Services	\$50.28
Computer Software	\$63.27
Contributions	\$1,820.32
Coolant And Other Fluids	\$14.33
Cosmetics and Perfume	\$133.70
Deodorants and Other Personal Care Products	\$44.50
Education	\$1,035.30
Electricity	\$1,891.01
Entertainment	\$3,202.42
Fees And Admissions	\$796.72
Finance Charges Excluding Mortgage And Vehicle	\$270.44
Floor Coverings	\$95.22
Food And Beverages	\$9,986.37
Food At Home	\$5,929.10
Food Away From Home	\$3,474.28
Footwear	\$617.45
Fuel Oil And Other Fuels	\$118.64

Funeral And Cemetery	\$138.68
Furniture	\$611.72
Gasoline And Oil	\$2,217.59
Gifts	\$1,828.60
Girls Apparel	\$219.78
Hair Care	\$85.27
Hard Surface Flooring	\$17.10
Health Care	\$3,940.69
Health Care Insurance	\$1,896.86
Health Care Services	\$1,186.23
Health Care Supplies And Equipment	\$857.60
Household Services	\$465.20
Household Supplies	\$985.32
Household Textiles	\$144.98
Housewares And Small Appliances	\$1,299.01
Indoor Plants And Fresh Flowers	\$104.32
Infants Apparel	\$153.88
Jewelry	\$154.77
Legal And Accounting	\$133.23
Magazines	\$68.55
Major Appliances	\$287.90
Mass Transit	\$131.23
Men's Apparel	\$619.32
Mortgage Interest	\$3,581.30
Natural Gas	\$583.86
New Car Purchased	\$1,533.46
New Truck Purchased	\$1,155.22
New Vehicle Purchase	\$2,688.68
Newspapers	\$143.02
Oral Hygeine Products	\$39.97
Other Lodging	\$1,258.09
Other Miscellaneous Expenses	\$138.53
Other Repairs And Maintenance	\$131.32
Other Tobacco Products	\$54.86
Other Transportation Costs	\$1,009.49
Other Utilities	\$494.67
Paint And Wallpaper	\$62.00
Personal Care Products	\$236.10
Personal Care Services	\$670.69
Personal Insurance	\$701.61
Pet Supplies And Services	\$342.20
Photographic Equipment And Supplies	\$153.12
Plumbing And Heating	\$82.11
Property Taxes	\$681.30
Public Transportation	\$666.44
Records / Tapes / CD Purchases	\$159.77
Recreational Equipment And Supplies	\$1,225.88
Rental Costs	\$4,330.37
Roofing And Siding	\$98.80
Satellite Dishes	\$10.54
Shaving Needs	\$17.93
Shelter	\$10,876.31

Telephone Service Excl Cell Phones	\$1,581.92
Televisions	\$137.57
Transportation	\$12,822.90
Tuition	\$870.74
Used Car Purchase	\$1,835.05
Used Truck Purchase	\$1,049.08
Used Vehicle Purchase	\$2,884.13
VCRs And Related Equipment	\$60.84
Vehicle Insurance	\$1,439.71
Vehicle Repair	\$1,394.61
Vehicle Repair And Maintenance	\$1,408.95
Video And Audio Equipment	\$1,179.82
Video Game Hardware And Software	\$40.11
Watches	\$30.47
Women's Apparel	\$1,109.67

*Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure*

## Demographic Overview Report

---

Woodstock city

---

### Population

1990 Census	5,721
2000 Census	10,050
Current Year Estimate	11,811
5 Year Projection	14,519

### Households

1990 Census	2,073
2000 Census	3,869
Current Year Estimate	4,584
5 Year Projection	5,699

### 2003 Population Households

### Population by Race

White	88.77%
Black	5.91%
Asian or Pacific Islander	1.31%
American Indian, Eskimo, Aleut	0.30%

### Population by Ethnicity

Hispanic Origin	6.07%
-----------------	-------

### Total Housing Units

Owner-Occupied	73.8%
Renter-Occupied	21.5%
Vacant	4.7%
Average Household Size	2.73

### Household Income

Income \$ 0 – \$9,999	3.2%
Income \$ 10,000 – \$19,999	5.2%
Income \$ 20,000 – \$29,999	8.1%
Income \$ 30,000 – \$39,999	10.6%
Income \$ 40,000 – \$49,999	10.8%
Income \$ 50,000 – \$59,999	8.5%
Income \$ 60,000 – \$74,999	13.5%
Income \$ 75,000 – \$99,999	16.0%
Income \$100,000 – \$124,999	10.6%
Income \$125,000 – \$149,999	5.2%
Income \$150,000 +	8.3%

Average Household Income	\$74,748
Median Household Income	\$63,939
Per Capita Income	\$27,167

**Population by Sex**

Female Population	50.9%
Male Population	49.1%

**Marital Status**

Age 15 + Population	9,036
Divorced	4.4%
Never Married	20.3%
Now Married	63.0%
Separated	6.5%
Widowed	10.6%

**Family Status**

Lone Female Householder	13.1%
Lone Male Householder	8.6%
Lone Parent Female No Children	2.6%
Lone Parent Female W/Children	6.7%
Lone Parent Male No Children	1.3%
Lone Parent Male W/Children	2.1%
Married Couple Family No Children	26.5%
Married Couple Family W/Children	33.8%
Non-Family Female Head W/Children	0.1%
Non-Family Male Head W/Children	0.3%

**Length of Residence**

Stability (% In Res 5+ Yrs)	33.3%
Turnover (% Yearly)	20.1%

**Population by Age**

Age 0 – 4	7.8%
Age 5 – 13	14.2%
Age 14 – 17	5.7%
Age 18 – 20	4.0%
Age 21 – 24	4.9%
Age 25 – 34	13.7%
Age 35 – 44	18.5%
Age 45 – 54	15.2%
Age 55 – 64	8.4%
Age 65 – 74	3.9%
Age 75 – 84	2.6%
Age 85 +	1.1%

**Female Population by Age**

Age 0 – 4	7.7%
Age 5 – 13	13.6%
Age 14 – 17	5.3%
Age 18 – 20	3.8%
Age 21 – 24	4.6%
Age 25 – 34	13.9%
Age 35 – 44	18.7%
Age 45 – 54	14.8%
Age 55 – 64	8.1%

Age 65 – 74	4.3%
Age 75 – 84	3.6%
Age 85 +	1.6%

## 2000 Census Occupation Employment

### Occupation Employment

Not in Labor Force	2,170
In Labor Force	6,342
Employed	97.9%
Unemployed	2.0%
In Armed Forces	0.1%

### Employment by Industry

Accommodation and food services	5.2%
Administrative, support waste management service	3.5%
Agriculture forestry fishing and hunting	0.2%
Arts entertainment and recreation	1.9%
Construction	10.7%
Educational services	5.6%
Finance and insurance	5.9%
Health care and social assistance	9.2%
Information	5.4%
Management of companies and enterprises	0.2%
Manufacturing	10.4%
Mining	0.0%
Other services (except public administration)	4.4%
Professional scientific and technical services	8.4%
Public administration	2.3%
Real estate and rental and leasing	1.9%
Retail trade	15.3%
Transportation and warehousing	3.1%
Utilities	0.6%
Wholesale trade	5.7%

## 2000 Census Transportation Housing

### Means of Transportation to Work

Bicycle	0.0%
Bus or trolley bus	0.1%
Carpooled	12.9%
Drove alone	81.1%
Ferryboat	0.0%
Motorcycle	0.1%
Other means	0.8%
Railroad	0.0%
Streetcar or trolley car (public)	0.0%

Subway or elevated	0.1%
Taxicab	0.0%
Walked	0.3%
Worked at home	4.7%
Workers Age 16+	6,213

**Vehicles Available**

0 Vehicles Available	79
1 Vehicle Available	1,098
2 Vehicles Available	1,958
3+ Vehicles Available	734
Average Vehicles Per Household	1.94
Total Vehicles Available	7,561
Ave Vehicles Per Hhld	1.95

**Educational Attainment**

School: Grade K – 9	4.4%
School: 9th to 11th grade no diploma	6.1%
School: High School Graduate	26.4%
College: Associates Degree	6.9%
College: Some College, No Degree	23.8%
College: Bachelor's Degree	23.5%
College: Graduate Degree	7.6%

**Owner Occupied Home Value:**

\$ 0 – \$24,999	0.0%
\$ 25,000 – \$34,999	0.0%
\$ 35,000 – \$49,999	0.5%
\$ 50,000 – \$79,999	2.0%
\$ 80,000 – \$99,999	10.0%
\$100,000 – \$149,999	28.1%
\$150,000 – \$199,999	16.4%
\$200,000 – \$299,999	13.7%
\$300,000 – \$399,999	2.6%
\$400,000 – \$499,999	0.5%
\$500,000 – \$749,999	0.1%
\$750,000 – \$999,999	0.0%
\$1,000,000 or more	0.1%

Median Home Value	\$134,577
-------------------	-----------

**Monthly Contract Rent:**

\$ 0 – \$100	0.0%
\$ 100 – \$199	4.4%
\$ 200 – \$299	1.8%
\$ 300 – \$399	8.6%
\$ 400 – \$499	14.8%
\$ 500 – \$599	12.0%
\$ 600 – \$699	15.3%
\$ 700 – \$799	17.7%
\$ 800 – \$899	16.1%

\$ 900 – \$999	2.9%
\$1,000 – \$1,249	1.4%
\$1,250 – \$1,499	2.8%
\$1,500 – \$1,999	0.3%
\$2,000 or more	0.0%

Average Monthly Contract Rent \$636

**Units In Structure:**

1, Attached	2.3%
1, Detached	78.4%
2	2.3%
3 – 4	3.0%
5 – 9	5.5%
10 – 19	1.9%
20 – 49	1.3%
50 or more	2.1%
Mobile Home/Trailer	3.0%
Other	0.0%

**Year Moved In:**

1969 or Earlier	1.7%
1970–1979	6.1%
1980–1989	12.8%
1990–1994	18.4%
1995–1998	33.2%
1999–March 2000	23.2%

**Year Structure Built:**

Before 1939	1.0%
1940 to 1949	0.8%
1950 to 1959	1.1%
1960 to 1969	2.5%
1970 to 1979	18.1%
1980 to 1989	29.1%
1990 to 1994	21.6%
1995 to 1998	18.5%
1999 to March 2000	7.2%

## Demographic Snapshot Report

---

Woodstock city

---

### 2003 Population:

Total Population	11,811
Male Population	49.1%
Female Population	50.9%
Median Age	34.8
Population Density (per sq. mi.)	1,337.9
Employees	5,625
Establishments	763

### Income:

Median HH Income	\$63,939
Per Capita Income	\$27,167
Average HH Income	\$74,748

### Households:

Total Households	4,584
Average Household Size	2.73
Household Growth 1990 – 2000	86.63%

### Housing:

Owner Occupied Housing Units	73.8%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	4.7%

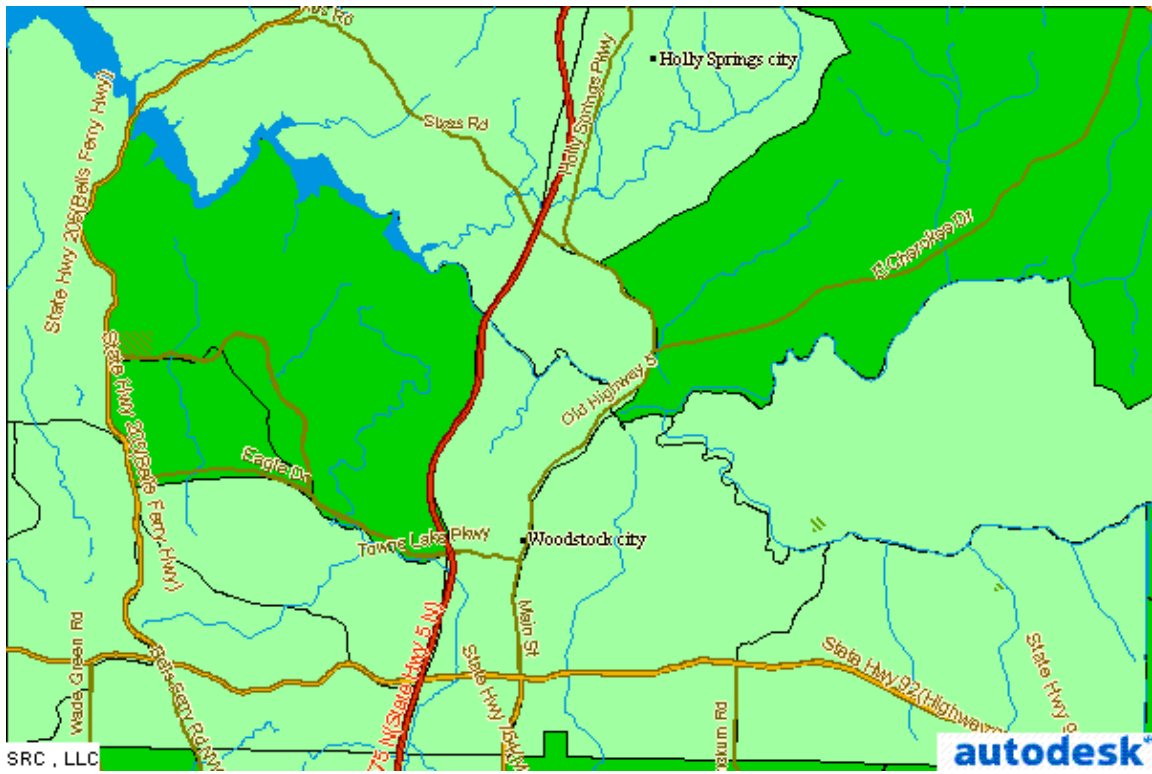
### Race:

White	88.8%
Black	5.9%
American Indian, Eskimo, Aleut	0.3%
Asian or Pacific Islander	1.3%
Other	2.2%

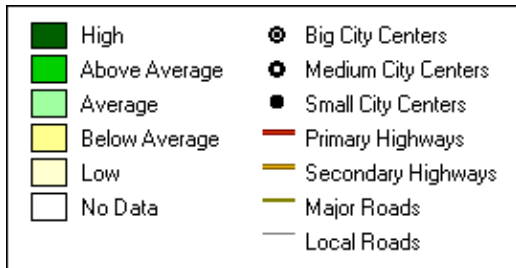
### Ethnicity:

Hispanic	6.1%
Non-Hispanic	93.9%

### Aggregate Household Net Worth 2003 Map

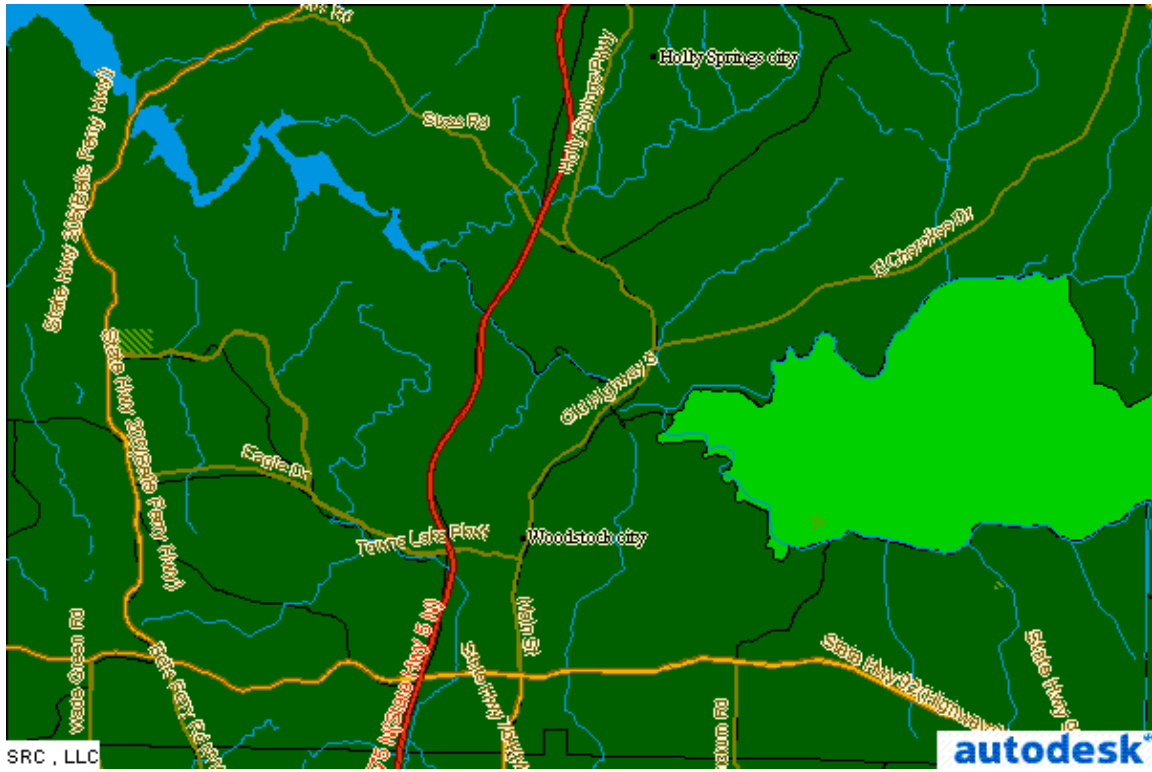


Current Geography View: Census Tracts

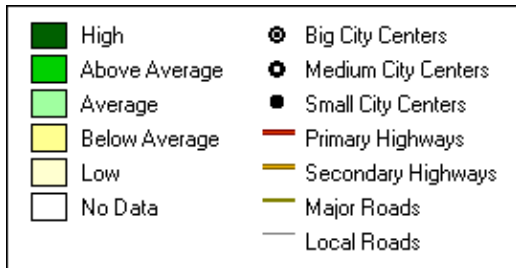




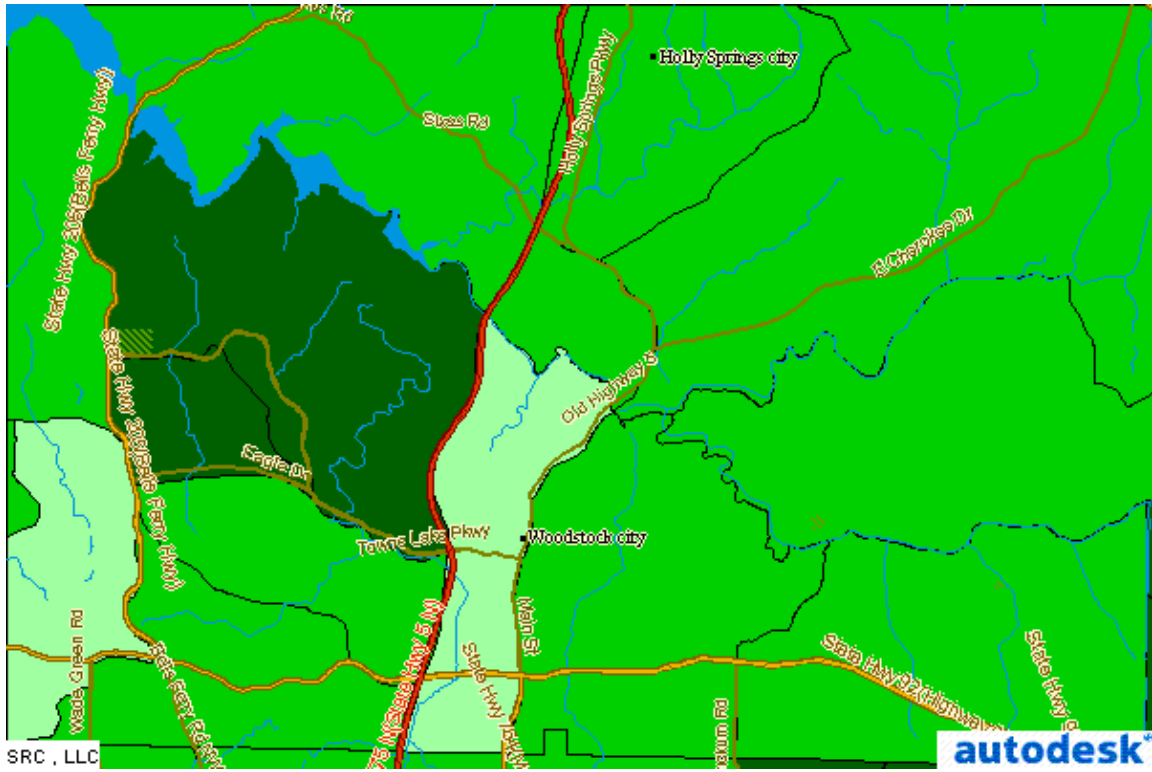
### Daytime Population Density 2003 Map



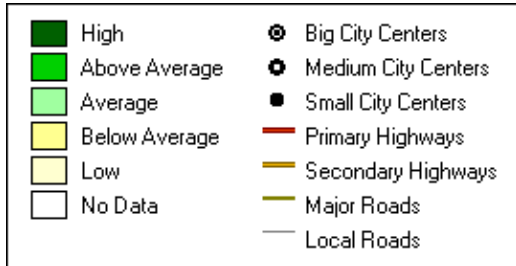
Current Geography View: Census Tracts



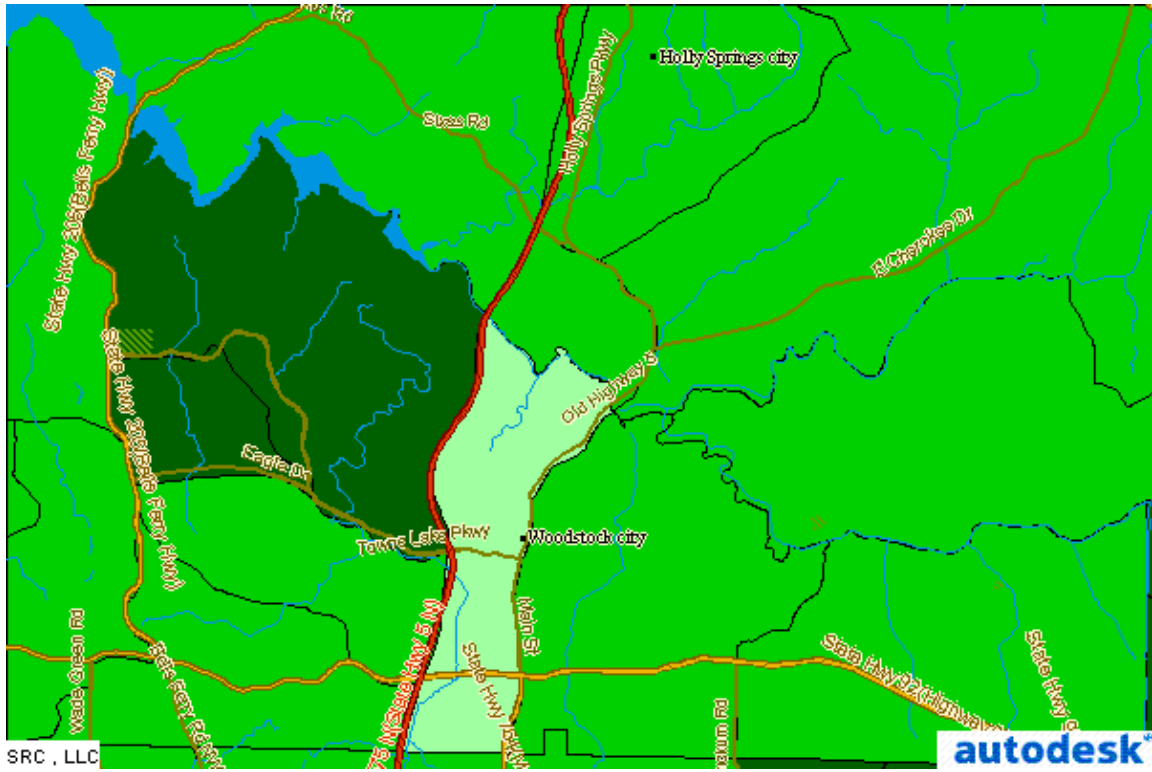
### Median Household Income 2003 Map



Current Geography View: Census Tracts

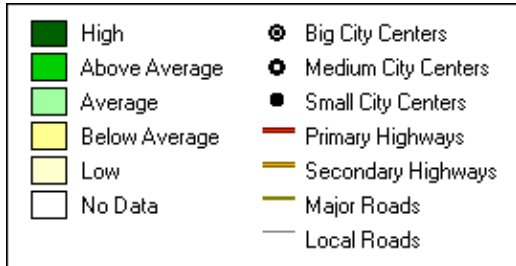


### Median Household Income 2008 Map

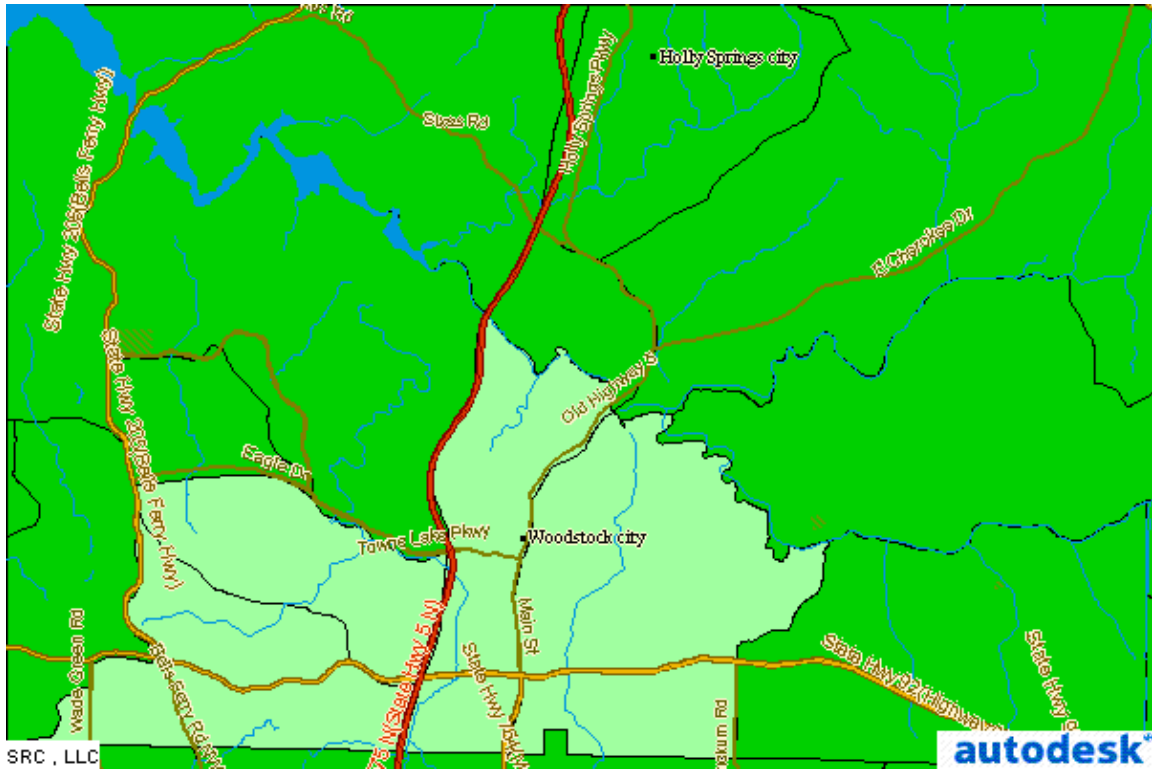


SRC, LLC

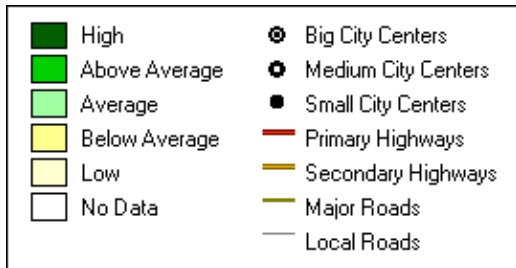
Current Geography View: Census Tracts



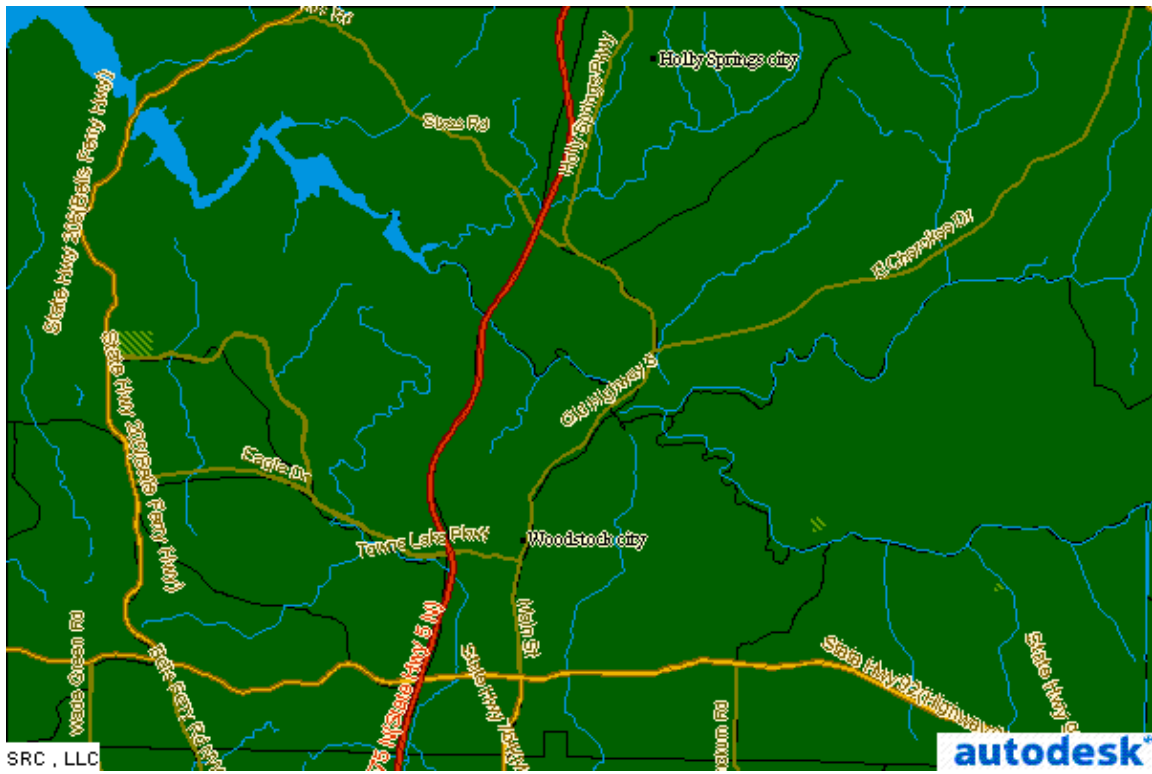
### Owner Occupied Units 2003 Map



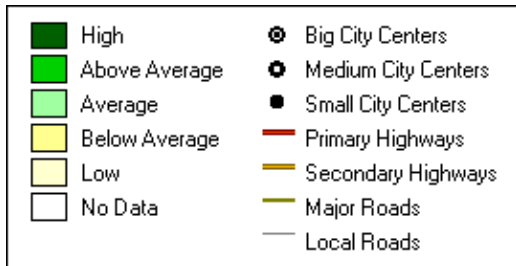
Current Geography View: Census Tracts



### Population Density 2003 Map



Current Geography View: Census Tracts





## **Addendum**

### **Data Methodology**

The demographic data used in STDBonline are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from AGS's household level data file, current year estimates from the Census Bureau and Postal Service, and economic forecasts from private sources. In addition:

- \* These are the only US Estimates and Projections based on the most extensive household database available, summarized at the block group level. This is the demographic equivalent to an ongoing national census.
- \* This unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections introduce unacceptable levels of uncertainty.
- \* Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.
- \* AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.
- \* AGS list resources, GDT cartographic expertise, and Compusearch's years of demographic modeling experience represent a unique combination of leadership in the fields required for accurate estimates and projections.

The information contained herein is from sources believed reliable, but neither the CCIM Institute nor its members, including the author of this report, have confirmed this information. Any warranty or representation of accuracy is expressly disclaimed. The Recipient of this report is cautioned that it is the Recipient's responsibility to confirm the accuracy and completeness of the information provided, including such independent investigation of this information as may appear necessary to determine its suitability for Recipient's needs.

Current year data is for the year 2003. Current year and projected data provided by Experian/Applied Geographic Solutions. Copyright 2003 All Rights Reserved.