



**Woodbrook**

Area: 0.55 Square miles

Custom Polygon

**2010 Housing Summary**

|                          |          |
|--------------------------|----------|
| Housing Units            | 1,014    |
| 2010-2015 Percent Change | 3.75%    |
| Percent Occupied         | 87.7%    |
| Percent Owner HHs        | 17.2%    |
| Median Home Value        | \$23,594 |

**2010 Demographic Summary**

|                         |          |
|-------------------------|----------|
| Population              | 2,119    |
| Households              | 890      |
| Families                | 503      |
| Median Age              | 24.7     |
| Median Household Income | \$24,918 |

|                                            | Spending Potential Index | Average Amount Spent | Total       |
|--------------------------------------------|--------------------------|----------------------|-------------|
| <b>Owned Dwellings</b>                     | 29                       | \$3,430.89           | \$3,053,489 |
| Mortgage Interest                          | 32                       | \$1,503.08           | \$1,337,737 |
| Mortgage Principal                         | 29                       | \$570.75             | \$507,964   |
| Property Taxes                             | 25                       | \$558.50             | \$497,062   |
| Homeowners Insurance                       | 28                       | \$124.82             | \$111,089   |
| Ground Rent                                | 34                       | \$24.68              | \$21,963    |
| Maintenance and Remodeling Services        | 26                       | \$524.85             | \$467,115   |
| Maintenance and Remodeling Materials       | 27                       | \$99.87              | \$88,888    |
| Property Management and Security           | 28                       | \$24.35              | \$21,671    |
| <b>Rented Dwellings</b>                    | 105                      | \$3,603.87           | \$3,207,444 |
| Rent                                       | 106                      | \$3,456.88           | \$3,076,620 |
| Rent Received as Pay                       | 96                       | \$88.37              | \$78,648    |
| Renters' Insurance                         | 87                       | \$11.30              | \$10,053    |
| Maintenance and Repair Services            | 79                       | \$16.78              | \$14,934    |
| Maintenance and Repair Materials           | 58                       | \$30.55              | \$27,189    |
| <b>Owned Vacation Homes</b>                | 28                       | \$130.06             | \$115,757   |
| Mortgage Payment                           | 28                       | \$56.96              | \$50,690    |
| Property Taxes                             | 23                       | \$25.51              | \$22,706    |
| Homeowners Insurance                       | 22                       | \$3.19               | \$2,838     |
| Maintenance and Remodeling                 | 35                       | \$40.18              | \$35,756    |
| Property Management and Security           | 25                       | \$4.23               | \$3,767     |
| Housing While Attending School             | 33                       | \$26.53              | \$23,608    |
| <b>Household Operations</b>                | 38                       | \$606.09             | \$539,424   |
| Child Care                                 | 49                       | \$224.87             | \$200,136   |
| Care for Elderly and Handicapped           | 26                       | \$18.84              | \$16,764    |
| Appliance Rental and Repair                | 33                       | \$8.05               | \$7,162     |
| Computer Information Services              | 45                       | \$110.69             | \$98,516    |
| Home Security System Services              | 32                       | \$8.49               | \$7,560     |
| Non-apparel Household Laundry/Dry Cleaning | 10                       | \$3.76               | \$3,342     |
| Housekeeping Services                      | 31                       | \$48.13              | \$42,839    |
| Lawn & Garden                              | 29                       | \$123.03             | \$109,497   |
| Moving/Storage/Freight Express             | 56                       | \$34.01              | \$30,266    |
| PC Repair (Personal Use)                   | 41                       | \$3.61               | \$3,210     |
| Reupholstering/Furniture Repair            | 32                       | \$2.53               | \$2,255     |
| Termite/Pest Control                       | 32                       | \$7.78               | \$6,923     |
| Water Softening Services                   | 30                       | \$1.67               | \$1,485     |
| Internet Services Away from Home           | 49                       | \$1.31               | \$1,167     |
| Voice Over IP Service                      | 42                       | \$2.80               | \$2,493     |
| Other Home Services <sup>1</sup>           | 29                       | \$6.53               | \$5,809     |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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|                                                       | <b>Spending<br/>Potential<br/>Index</b> | <b>Average<br/>Amount<br/>Spent</b> | <b>Total</b> |
|-------------------------------------------------------|-----------------------------------------|-------------------------------------|--------------|
| <b>Utilities, Fuels, Public Services</b>              | 43                                      | \$1,943.94                          | \$1,730,104  |
| Bottled Gas                                           | 18                                      | \$12.37                             | \$11,008     |
| Electricity                                           | 45                                      | \$758.18                            | \$674,784    |
| Fuel Oil                                              | 13                                      | \$14.10                             | \$12,547     |
| Natural Gas                                           | 35                                      | \$228.83                            | \$203,663    |
| Telephone Services                                    | 48                                      | \$699.29                            | \$622,369    |
| Water and Other Public Services                       | 42                                      | \$229.31                            | \$204,088    |
| Coal/Wood/Other Fuel                                  | 21                                      | \$1.85                              | \$1,645      |
| <b>Housekeeping Supplies</b>                          | 43                                      | \$304.89                            | \$271,356    |
| Laundry and Cleaning Supplies                         | 48                                      | \$90.81                             | \$80,823     |
| Postage and Stationery                                | 41                                      | \$82.98                             | \$73,848     |
| Other HH Products <sup>2</sup>                        | 43                                      | \$131.11                            | \$116,686    |
| <b>Household Textiles</b>                             | 42                                      | \$55.70                             | \$49,576     |
| Bathroom Linens                                       | 50                                      | \$8.94                              | \$7,958      |
| Bedroom Linens                                        | 46                                      | \$28.43                             | \$25,305     |
| Kitchen and Dining Room Linens                        | 42                                      | \$1.31                              | \$1,167      |
| Curtains and Draperies                                | 33                                      | \$9.63                              | \$8,568      |
| Slipcovers, Decorative Pillows                        | 44                                      | \$1.88                              | \$1,671      |
| Materials for Slipcovers/Curtains                     | 31                                      | \$4.77                              | \$4,244      |
| Other Linens                                          | 42                                      | \$0.74                              | \$663        |
| <b>Furniture</b>                                      | 42                                      | \$253.01                            | \$225,175    |
| Mattresses and Box Springs                            | 46                                      | \$36.66                             | \$32,626     |
| Other Bedroom Furniture                               | 48                                      | \$51.89                             | \$46,181     |
| Sofas                                                 | 45                                      | \$67.60                             | \$60,160     |
| Living Room Tables and Chairs                         | 37                                      | \$30.73                             | \$27,348     |
| Kitchen, Dining Room Furniture                        | 38                                      | \$23.54                             | \$20,955     |
| Infant Furniture                                      | 45                                      | \$5.01                              | \$4,456      |
| Outdoor Furniture                                     | 27                                      | \$7.18                              | \$6,393      |
| Wall Units, Cabinets and Other Furniture <sup>3</sup> | 38                                      | \$30.40                             | \$27,056     |
| <b>Major Appliances</b>                               | 35                                      | \$107.47                            | \$95,649     |
| Dishwashers and Disposals                             | 30                                      | \$8.14                              | \$7,241      |
| Refrigerators and Freezers                            | 36                                      | \$29.30                             | \$26,075     |
| Clothes Washers                                       | 38                                      | \$18.96                             | \$16,870     |
| Clothes Dryers                                        | 37                                      | \$14.25                             | \$12,679     |
| Cooking Stoves and Ovens                              | 32                                      | \$15.05                             | \$13,395     |
| Microwave Ovens                                       | 45                                      | \$5.69                              | \$5,066      |
| Window Air Conditioners                               | 40                                      | \$2.80                              | \$2,493      |
| Electric Floor Cleaning Equipment                     | 38                                      | \$8.67                              | \$7,719      |
| Sewing Machines and Miscellaneous Appliances          | 29                                      | \$4.62                              | \$4,111      |

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|                                         | <b>Spending<br/>Potential<br/>Index</b> | <b>Average<br/>Amount<br/>Spent</b> | <b>Total</b> |
|-----------------------------------------|-----------------------------------------|-------------------------------------|--------------|
| <b>Household Items</b>                  |                                         |                                     |              |
| Floor Coverings                         | 30                                      | \$22.71                             | \$20,212     |
| Housewares                              | 43                                      | \$36.72                             | \$32,678     |
| Small Appliances                        | 42                                      | \$13.77                             | \$12,255     |
| Window Coverings                        | 33                                      | \$12.82                             | \$11,406     |
| Lamps and Other Lighting Fixtures       | 36                                      | \$8.55                              | \$7,613      |
| Infant Equipment                        | 16                                      | \$3.31                              | \$2,944      |
| Rental of Furniture                     | 82                                      | \$3.81                              | \$3,395      |
| Laundry and Cleaning Equipment          | 45                                      | \$10.04                             | \$8,939      |
| Closet and Storage Items                | 8                                       | \$2.12                              | \$1,883      |
| Luggage                                 | 40                                      | \$3.67                              | \$3,263      |
| Clocks and Other Household Decoratives  | 10                                      | \$21.10                             | \$18,780     |
| Telephones and Accessories              | 37                                      | \$15.59                             | \$13,873     |
| Telephone Answering Devices             | 43                                      | \$0.36                              | \$318        |
| Grills and Outdoor Equipment            | 8                                       | \$4.47                              | \$3,979      |
| Power Tools                             | 39                                      | \$12.37                             | \$11,008     |
| Hand Tools                              | 51                                      | \$5.31                              | \$4,722      |
| Office Furniture/Equipment for Home Use | 40                                      | \$6.53                              | \$5,809      |
| Computers and Hardware for Home Use     | 48                                      | \$91.89                             | \$81,778     |
| Software and Accessories for Home Use   | 49                                      | \$14.10                             | \$12,547     |
| Other Household Items <sup>4</sup>      | 39                                      | \$40.50                             | \$36,048     |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>3</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>4</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household equipment and parts.

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