



Woodbrook
Area: 0.55 Square miles
Custom Polygon

Demographic Summary	2010	2015
Population	2,119	2,152
Households	890	908
Families	503	508
Median Age	24.7	24.7
Median Household Income	\$24,918	\$26,341

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	43	\$28,772.81	\$25,607,802	100.0%
Food	47	\$3,614.87	\$3,217,232	12.6%
Food at Home	47	\$2,096.95	\$1,866,287	7.3%
Food Away from Home	47	\$1,517.92	\$1,350,947	5.3%
Alcoholic Beverages	50	\$285.17	\$253,797	1.0%
Housing	45	\$9,135.28	\$8,130,402	31.7%
Shelter	46	\$7,191.35	\$6,400,299	25.0%
Utilities, Fuel and Public Services	43	\$1,943.94	\$1,730,104	6.8%
Household Operations	38	\$606.09	\$539,424	2.1%
Housekeeping Supplies	43	\$304.89	\$271,356	1.1%
Household Furnishings and Equipment	36	\$745.90	\$663,854	2.6%
Apparel and Services	33	\$794.42	\$707,038	2.8%
Transportation	45	\$4,526.81	\$4,028,862	15.7%
Travel	38	\$711.03	\$632,820	2.5%
Health Care	37	\$1,375.75	\$1,224,420	4.8%
Entertainment and Recreation	42	\$1,343.71	\$1,195,904	4.7%
Personal Care Products & Services	44	\$309.51	\$275,468	1.1%
Education	44	\$534.80	\$475,974	1.9%
Smoking Products	52	\$220.19	\$195,971	0.8%
Miscellaneous ¹	41	\$484.40	\$431,119	1.7%
Support Payments/Cash Contributions/Gifts in Kind	40	\$976.68	\$869,242	3.4%
Life/Other Insurance	31	\$127.47	\$113,450	0.4%
Pensions and Social Security	41	\$2,675.80	\$2,381,464	9.3%

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.

¹ **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

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