

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
Entertainment/Recreation Fees and Admissions	38	\$237.00	\$210,932
Admission to Movies, Theater, Opera, Ballet	47	\$71.17	\$63,343
Admission to Sporting Events, excl. Trips	36	\$21.55	\$19,178
Fees for Participant Sports, excl. Trips	38	\$40.41	\$35,969
Fees for Recreational Lessons	34	\$46.20	\$41,115
Membership Fees for Social/Recreation/Civic Clubs	35	\$57.19	\$50,903
Dating Services	62	\$0.48	\$424
Rental of Video Cassettes and DVDs	55	\$22.62	\$20,133
Toys & Games	45	\$65.84	\$58,595
Toys and Playground Equipment	45	\$63.69	\$56,685
Play Arcade Pinball/Video Games	42	\$0.80	\$716
Online Entertainment and Games	58	\$1.34	\$1,194
Recreational Vehicles and Fees	29	\$94.09	\$83,741
Docking and Landing Fees for Boats and Planes	28	\$1.97	\$1,751
Camp Fees	25	\$7.21	\$6,419
Purchase of RVs or Boats	29	\$81.45	\$72,494
Rental of RVs or Boats	40	\$3.46	\$3,077
Sports, Recreation and Exercise Equipment	32	\$58.39	\$51,963
Exercise Equipment and Gear, Game Tables	34	\$27.72	\$24,669
Bicycles	49	\$9.72	\$8,647
Camping Equipment	21	\$3.10	\$2,759
Hunting and Fishing Equipment	21	\$8.08	\$7,188
Winter Sports Equipment	41	\$2.68	\$2,387
Water Sports Equipment	28	\$1.85	\$1,645
Other Sports Equipment	39	\$3.70	\$3,289
Rental/Repair of Sports/Recreation/Exercise Equipment	39	\$1.55	\$1,379
Photographic Equipment and Supplies	42	\$43.45	\$38,674
Film	41	\$3.01	\$2,679
Film Processing	38	\$8.64	\$7,692
Photographic Equipment	47	\$20.06	\$17,852
Photographer Fees/Other Supplies & Equip Rental/Repair	38	\$11.74	\$10,451
Reading	38	\$58.60	\$52,150
Magazine/Newspaper Subscriptions	31	\$19.61	\$17,454
Magazine/Newspaper Single Copies	41	\$7.87	\$7,003
Books	43	\$31.12	\$27,693

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.