



Woodbrook
Area: 0.55 Square miles
Custom Polygon

Summary Demographics

2010 Population	2,119
2010 Households	890
2010 Median Disposable Income	\$21,743
2010 Per Capita Income	\$12,349

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$9,770,652	\$281,830	\$9,488,822	94.4	2
Total Retail Trade (NAICS 44-45)	\$8,365,739	\$281,830	\$8,083,909	93.5	2
Total Food & Drink (NAICS 722)	\$1,404,913	\$0	\$1,404,913	100.0	0

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$2,116,627	\$68,728	\$2,047,899	93.7	1
Automobile Dealers (NAICS 4411)	\$1,823,491	\$0	\$1,823,491	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$119,923	\$0	\$119,923	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$173,213	\$68,728	\$104,485	43.2	1
Furniture & Home Furnishings Stores (NAICS 442)	\$229,308	\$0	\$229,308	100.0	0
Furniture Stores (NAICS 4421)	\$170,770	\$0	\$170,770	100.0	0
Home Furnishings Stores (NAICS 4422)	\$58,538	\$0	\$58,538	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$142,313	\$0	\$142,313	100.0	0
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$248,450	\$0	\$248,450	100.0	0
Building Material and Supplies Dealers (NAICS 4441)	\$230,628	\$0	\$230,628	100.0	0
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$17,822	\$0	\$17,822	100.0	0
Food & Beverage Stores (NAICS 445)	\$1,888,598	\$213,102	\$1,675,496	79.7	1
Grocery Stores (NAICS 4451)	\$1,756,371	\$213,102	\$1,543,269	78.4	1
Specialty Food Stores (NAICS 4452)	\$68,157	\$0	\$68,157	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$64,070	\$0	\$64,070	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$268,737	\$0	\$268,737	100.0	0
Gasoline Stations (NAICS 447/4471)	\$1,290,114	\$0	\$1,290,114	100.0	0
Clothing and Clothing Accessories Stores (NAICS 448)	\$308,616	\$0	\$308,616	100.0	0
Clothing Stores (NAICS 4481)	\$238,784	\$0	\$238,784	100.0	0
Shoe Stores (NAICS 4482)	\$26,096	\$0	\$26,096	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$43,736	\$0	\$43,736	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$110,206	\$0	\$110,206	100.0	0
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$77,187	\$0	\$77,187	100.0	0
Book, Periodical, and Music Stores (NAICS 4512)	\$33,019	\$0	\$33,019	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

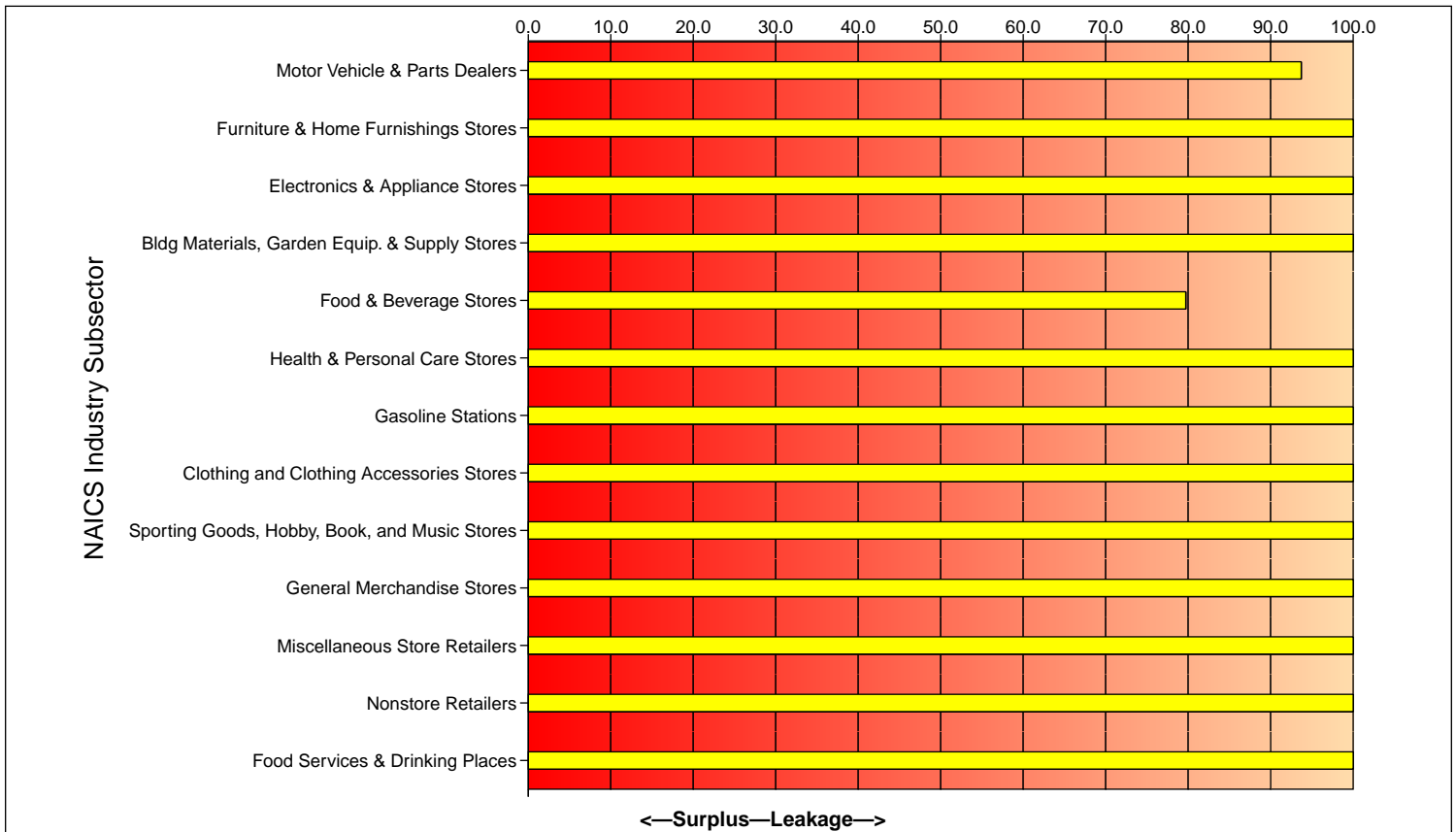
Source: ESRI and Infogroup



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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,331,993	\$0	\$1,331,993	100.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$860,424	\$0	\$860,424	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$471,569	\$0	\$471,569	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$203,885	\$0	\$203,885	100.0	0
Florists (NAICS 4531)	\$6,317	\$0	\$6,317	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$56,406	\$0	\$56,406	100.0	0
Used Merchandise Stores (NAICS 4533)	\$16,462	\$0	\$16,462	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$124,700	\$0	\$124,700	100.0	0
Nonstore Retailers (NAICS 454)	\$226,892	\$0	\$226,892	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$161,297	\$0	\$161,297	100.0	0
Vending Machine Operators (NAICS 4542)	\$36,510	\$0	\$36,510	100.0	0
Direct Selling Establishments (NAICS 4543)	\$29,085	\$0	\$29,085	100.0	0
Food Services & Drinking Places (NAICS 722)	\$1,404,913	\$0	\$1,404,913	100.0	0
Full-Service Restaurants (NAICS 7221)	\$508,616	\$0	\$508,616	100.0	0
Limited-Service Eating Places (NAICS 7222)	\$764,250	\$0	\$764,250	100.0	0
Special Food Services (NAICS 7223)	\$51,628	\$0	\$51,628	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$80,419	\$0	\$80,419	100.0	0

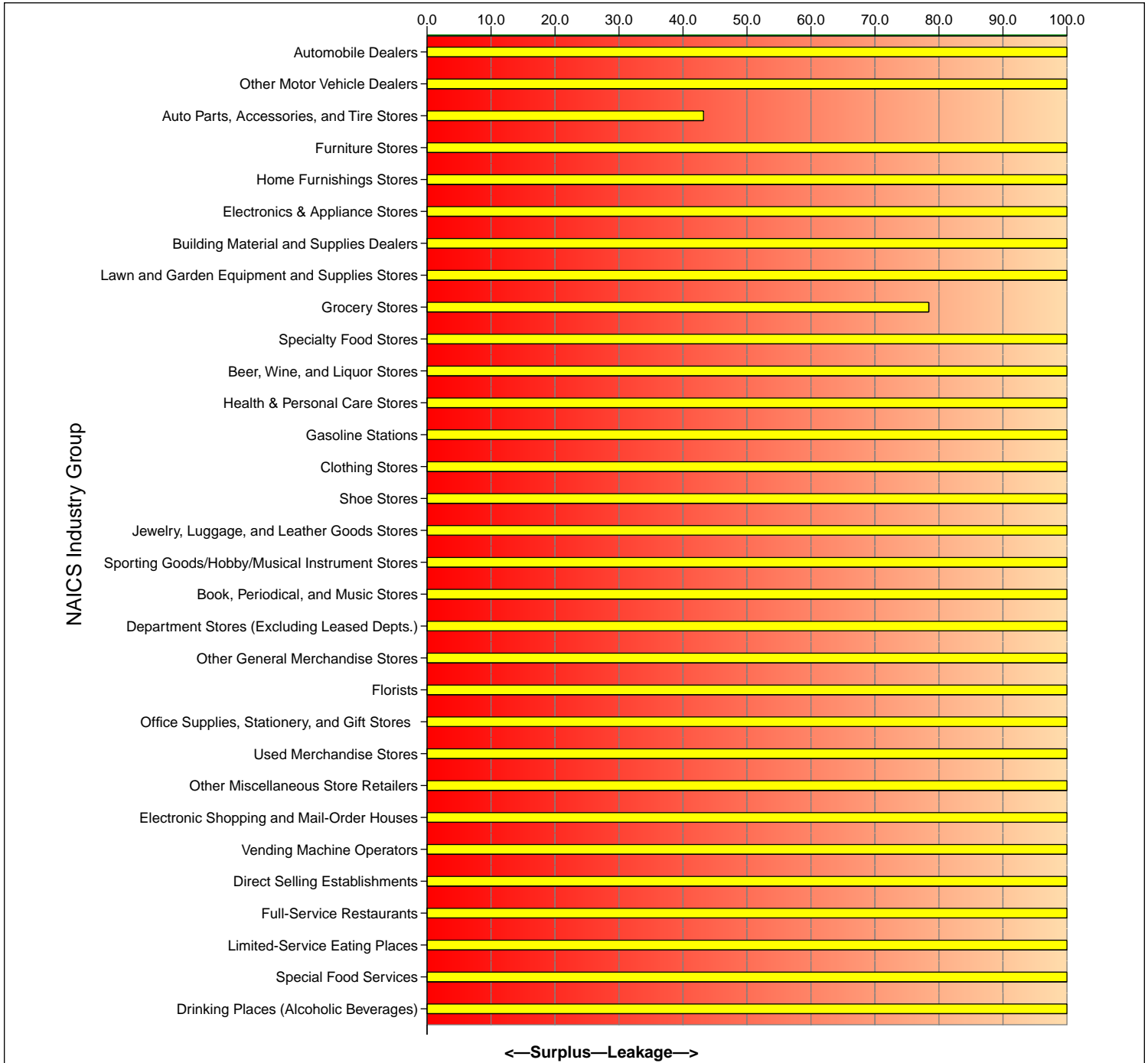
Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup