



**Woodbrook**  
**Area: 0.55 Square miles**  
**Custom Polygon**

Top Tapestry Segments:		Demographic Summary		2010	2015
Inner City Tenants	100.0%	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
<b>Apparel and Services</b>	33	\$794.42	\$707,038
Men's	31	\$142.14	\$126,503
Women's	28	\$231.28	\$205,839
Children's	37	\$148.51	\$132,177
Footwear	25	\$103.33	\$91,965
Watches & Jewelry	40	\$78.41	\$69,789
Apparel Products and Services <sup>1</sup>	97	\$90.75	\$80,771
<b>Computer</b>			
Computers and Hardware for Home Use	48	\$91.89	\$81,778
Software and Accessories for Home Use	49	\$14.10	\$12,547
<b>Entertainment &amp; Recreation</b>	42	\$1,343.71	\$1,195,904
<b>Fees and Admissions</b>	38	\$237.00	\$210,932
Membership Fees for Clubs <sup>2</sup>	35	\$57.19	\$50,903
Fees for Participant Sports, excl. Trips	38	\$40.41	\$35,969
Admission to Movie/Theatre/Opera/Ballet	47	\$71.17	\$63,343
Admission to Sporting Events, excl. Trips	36	\$21.55	\$19,178
Fees for Recreational Lessons	34	\$46.20	\$41,115
Dating Services	62	\$0.48	\$424
<b>TV/Video/Audio</b>	46	\$568.90	\$506,320
Community Antenna or Cable TV	44	\$319.53	\$284,381
Televisions	44	\$85.42	\$76,022
VCRs, Video Cameras, and DVD Players	53	\$10.85	\$9,655
Video Cassettes and DVDs	56	\$29.21	\$25,995
Video and Computer Game Hardware and Software	50	\$28.11	\$25,014
Satellite Dishes	45	\$0.57	\$504
Rental of Video Cassettes and DVDs	55	\$22.62	\$20,133
Streaming/Downloaded Video	41	\$0.57	\$504
Audio <sup>3</sup>	47	\$68.46	\$60,930
Rental and Repair of TV/Radio/Audio	47	\$3.58	\$3,183
Pets	47	\$203.77	\$181,355
Toys and Games <sup>4</sup>	45	\$65.84	\$58,595
Recreational Vehicles and Fees <sup>5</sup>	29	\$94.09	\$83,741
Sports/Recreation/Exercise Equipment <sup>6</sup>	32	\$58.39	\$51,963
Photo Equipment and Supplies <sup>7</sup>	42	\$43.45	\$38,674
Reading <sup>8</sup>	38	\$58.60	\$52,150
Catered Affairs <sup>9</sup>	56	\$13.68	\$12,175
<b>Food</b>	47	\$3,614.87	\$3,217,232
<b>Food at Home</b>	47	\$2,096.95	\$1,866,287
Bakery and Cereal Products	45	\$267.19	\$237,801
Meat, Poultry, Fish, and Eggs	48	\$497.61	\$442,870
Dairy Products	46	\$226.48	\$201,568
Fruit and Vegetables	47	\$367.39	\$326,981
Snacks and Other Food at Home <sup>10</sup>	47	\$738.28	\$657,065
<b>Food Away from Home</b>	47	\$1,517.92	\$1,350,947
Alcoholic Beverages	50	\$285.17	\$253,797
Nonalcoholic Beverages at Home	48	\$209.97	\$186,871



# Retail Goods and Services Expenditures

Woodbrook  
 Area: 0.55 Square miles  
 Custom Polygon

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	31	\$535.22	\$476,346
Vehicle Loans	46	\$2,239.50	\$1,993,157
<b>Health</b>			
Nonprescription Drugs	42	\$42.95	\$38,223
Prescription Drugs	35	\$174.29	\$155,121
Eyeglasses and Contact Lenses	38	\$28.97	\$25,783
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	30	\$2,781.81	\$2,475,815
Maintenance and Remodeling Services	26	\$524.85	\$467,115
Maintenance and Remodeling Materials <sup>12</sup>	27	\$99.87	\$88,888
Utilities, Fuel, and Public Services	43	\$1,943.94	\$1,730,104
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	42	\$55.70	\$49,576
Furniture	42	\$253.01	\$225,175
Floor Coverings	30	\$22.71	\$20,212
Major Appliances <sup>14</sup>	35	\$107.47	\$95,649
Housewares <sup>15</sup>	43	\$36.72	\$32,678
Small Appliances	42	\$13.77	\$12,255
Luggage	40	\$3.67	\$3,263
Telephones and Accessories	37	\$15.59	\$13,873
<b>Household Operations</b>			
Child Care	49	\$224.87	\$200,136
Lawn and Garden <sup>16</sup>	29	\$123.03	\$109,497
Moving/Storage/Freight Express	56	\$34.01	\$30,266
Housekeeping Supplies <sup>17</sup>	43	\$304.89	\$271,356
<b>Insurance</b>			
Owners and Renters Insurance	29	\$136.11	\$121,142
Vehicle Insurance	45	\$520.11	\$462,898
Life/Other Insurance	31	\$127.47	\$113,450
Health Insurance	36	\$699.80	\$622,820
Personal Care Products <sup>18</sup>	47	\$187.62	\$166,978
School Books and Supplies <sup>19</sup>	57	\$60.83	\$54,139
Smoking Products	52	\$220.19	\$195,971
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	45	\$1,986.05	\$1,767,584
Gasoline and Motor Oil	46	\$1,326.01	\$1,180,148
Vehicle Maintenance and Repairs	44	\$417.20	\$371,306
<b>Travel</b>			
Airline Fares	41	\$187.26	\$166,660
Lodging on Trips	34	\$147.92	\$131,646
Auto/Truck/Van Rental on Trips	40	\$14.87	\$13,236
Food and Drink on Trips	37	\$163.09	\$145,148

**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.

**Woodbrook**  
**Area: 0.55 Square miles**  
**Custom Polygon**

---

- <sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- <sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- <sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.