



**Tillicum**  
**Area: 0.49 Square miles**  
**Custom Polygon**

Top Tapestry Segments:		Demographic Summary		2010	2015
Inner City Tenants	75.2%	Population		2,083	2,110
Great Expectations	24.8%	Households		891	908
		Families		489	493
		Median Age		32.1	32.1
		Median Household Income		\$30,187	\$33,507

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	41	\$974.34	\$868,136
Men's	38	\$174.52	\$155,493
Women's	35	\$286.80	\$255,539
Children's	45	\$180.67	\$160,978
Footwear	30	\$125.33	\$111,670
Watches & Jewelry	51	\$99.07	\$88,273
Apparel Products and Services <sup>1</sup>	115	\$107.95	\$96,179
<b>Computer</b>			
Computers and Hardware for Home Use	59	\$113.02	\$100,702
Software and Accessories for Home Use	60	\$17.08	\$15,218
<b>Entertainment &amp; Recreation</b>	52	\$1,685.78	\$1,502,026
<b>Fees and Admissions</b>	48	\$299.82	\$267,139
Membership Fees for Clubs <sup>2</sup>	45	\$74.07	\$65,999
Fees for Participant Sports, excl. Trips	48	\$51.26	\$45,671
Admission to Movie/Theatre/Opera/Ballet	57	\$86.70	\$77,252
Admission to Sporting Events, excl. Trips	47	\$28.02	\$24,964
Fees for Recreational Lessons	43	\$59.21	\$52,757
Dating Services	73	\$0.56	\$496
<b>TV/Video/Audio</b>	57	\$705.33	\$628,453
Community Antenna or Cable TV	56	\$400.82	\$357,128
Televisions	55	\$105.47	\$93,970
VCRs, Video Cameras, and DVD Players	64	\$13.05	\$11,627
Video Cassettes and DVDs	67	\$35.12	\$31,289
Video and Computer Game Hardware and Software	62	\$34.83	\$31,033
Satellite Dishes	54	\$0.68	\$603
Rental of Video Cassettes and DVDs	66	\$27.38	\$24,392
Streaming/Downloaded Video	51	\$0.72	\$644
Audio <sup>3</sup>	57	\$83.03	\$73,977
Rental and Repair of TV/Radio/Audio	56	\$4.25	\$3,791
Pets	60	\$258.66	\$230,466
Toys and Games <sup>4</sup>	56	\$82.01	\$73,070
Recreational Vehicles and Fees <sup>5</sup>	37	\$120.15	\$107,053
Sports/Recreation/Exercise Equipment <sup>6</sup>	40	\$73.27	\$65,282
Photo Equipment and Supplies <sup>7</sup>	53	\$54.52	\$48,573
Reading <sup>8</sup>	49	\$75.45	\$67,224
Catered Affairs <sup>9</sup>	67	\$16.58	\$14,772
<b>Food</b>	58	\$4,443.42	\$3,959,088
<b>Food at Home</b>	58	\$2,578.83	\$2,297,734
Bakery and Cereal Products	56	\$332.42	\$296,183
Meat, Poultry, Fish, and Eggs	59	\$608.61	\$542,272
Dairy Products	56	\$280.38	\$249,816
Fruit and Vegetables	57	\$449.24	\$400,275
Snacks and Other Food at Home <sup>10</sup>	58	\$908.18	\$809,190
<b>Food Away from Home</b>	58	\$1,864.59	\$1,661,354
Alcoholic Beverages	62	\$351.90	\$313,541
Nonalcoholic Beverages at Home	59	\$257.87	\$229,759



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	40	\$697.60	\$621,558
Vehicle Loans	56	\$2,752.81	\$2,452,755
<b>Health</b>			
Nonprescription Drugs	52	\$53.42	\$47,593
Prescription Drugs	46	\$229.45	\$204,442
Eyeglasses and Contact Lenses	49	\$37.39	\$33,318
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	39	\$3,687.43	\$3,285,498
Maintenance and Remodeling Services	36	\$713.99	\$636,169
Maintenance and Remodeling Materials <sup>12</sup>	36	\$134.99	\$120,272
Utilities, Fuel, and Public Services	54	\$2,448.57	\$2,181,674
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	52	\$69.16	\$61,621
Furniture	52	\$313.27	\$279,123
Floor Coverings	41	\$30.96	\$27,588
Major Appliances <sup>14</sup>	46	\$138.20	\$123,133
Housewares <sup>15</sup>	52	\$44.45	\$39,603
Small Appliances	53	\$17.38	\$15,486
Luggage	50	\$4.59	\$4,094
Telephones and Accessories	44	\$18.79	\$16,738
<b>Household Operations</b>			
Child Care	59	\$271.38	\$241,798
Lawn and Garden <sup>16</sup>	39	\$163.72	\$145,874
Moving/Storage/Freight Express	64	\$39.04	\$34,787
Housekeeping Supplies <sup>17</sup>	54	\$379.61	\$338,235
<b>Insurance</b>			
Owners and Renters Insurance	40	\$183.73	\$163,705
Vehicle Insurance	55	\$644.32	\$574,092
Life/Other Insurance	41	\$171.95	\$153,211
Health Insurance	47	\$913.16	\$813,629
Personal Care Products <sup>18</sup>	58	\$229.41	\$204,403
School Books and Supplies <sup>19</sup>	71	\$75.81	\$67,545
Smoking Products	65	\$276.06	\$245,967
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	56	\$2,438.92	\$2,173,080
Gasoline and Motor Oil	57	\$1,640.68	\$1,461,846
Vehicle Maintenance and Repairs	55	\$516.13	\$459,872
<b>Travel</b>			
Airline Fares	50	\$230.64	\$205,497
Lodging on Trips	44	\$190.18	\$169,451
Auto/Truck/Van Rental on Trips	50	\$18.39	\$16,388
Food and Drink on Trips	47	\$205.96	\$183,507

**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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- <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.