



Tillicum  
 Area: 0.49 Square miles  
 Custom Polygon

**Summary Demographics**

2010 Population	2,083
2010 Households	891
2010 Median Disposable Income	\$26,206
2010 Per Capita Income	\$15,945

**Industry Summary**

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)	\$12,886,674	\$27,055,366	\$-14,168,692	-35.5	28
Total Retail Trade (NAICS 44-45)	\$11,038,932	\$14,590,253	\$-3,551,321	-13.9	12
Total Food & Drink (NAICS 722)	\$1,847,742	\$12,465,113	\$-10,617,371	-74.2	16

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$2,751,474	\$1,030,399	\$1,721,075	45.5	2
Automobile Dealers (NAICS 4411)	\$2,356,319	\$343,116	\$2,013,203	74.6	1
Other Motor Vehicle Dealers (NAICS 4412)	\$166,746	\$0	\$166,746	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$228,409	\$687,283	\$-458,874	-50.1	1
Furniture & Home Furnishings Stores (NAICS 442)	\$300,634	\$0	\$300,634	100.0	0
Furniture Stores (NAICS 4421)	\$221,611	\$0	\$221,611	100.0	0
Home Furnishings Stores (NAICS 4422)	\$79,023	\$0	\$79,023	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$188,434	\$0	\$188,434	100.0	0
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$344,856	\$0	\$344,856	100.0	0
Building Material and Supplies Dealers (NAICS 4441)	\$318,147	\$0	\$318,147	100.0	0
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$26,709	\$0	\$26,709	100.0	0
Food & Beverage Stores (NAICS 445)	\$2,496,780	\$1,238,925	\$1,257,855	33.7	3
Grocery Stores (NAICS 4451)	\$2,323,175	\$1,238,925	\$1,084,250	30.4	3
Specialty Food Stores (NAICS 4452)	\$89,863	\$0	\$89,863	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$83,742	\$0	\$83,742	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$364,184	\$0	\$364,184	100.0	0
Gasoline Stations (NAICS 447/4471)	\$1,698,414	\$11,443,676	\$-9,745,262	-74.2	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$405,537	\$877,253	\$-471,716	-36.8	5
Clothing Stores (NAICS 4481)	\$313,738	\$877,253	\$-563,515	-47.3	5
Shoe Stores (NAICS 4482)	\$33,629	\$0	\$33,629	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$58,170	\$0	\$58,170	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$145,300	\$0	\$145,300	100.0	0
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$101,801	\$0	\$101,801	100.0	0
Book, Periodical, and Music Stores (NAICS 4512)	\$43,499	\$0	\$43,499	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.

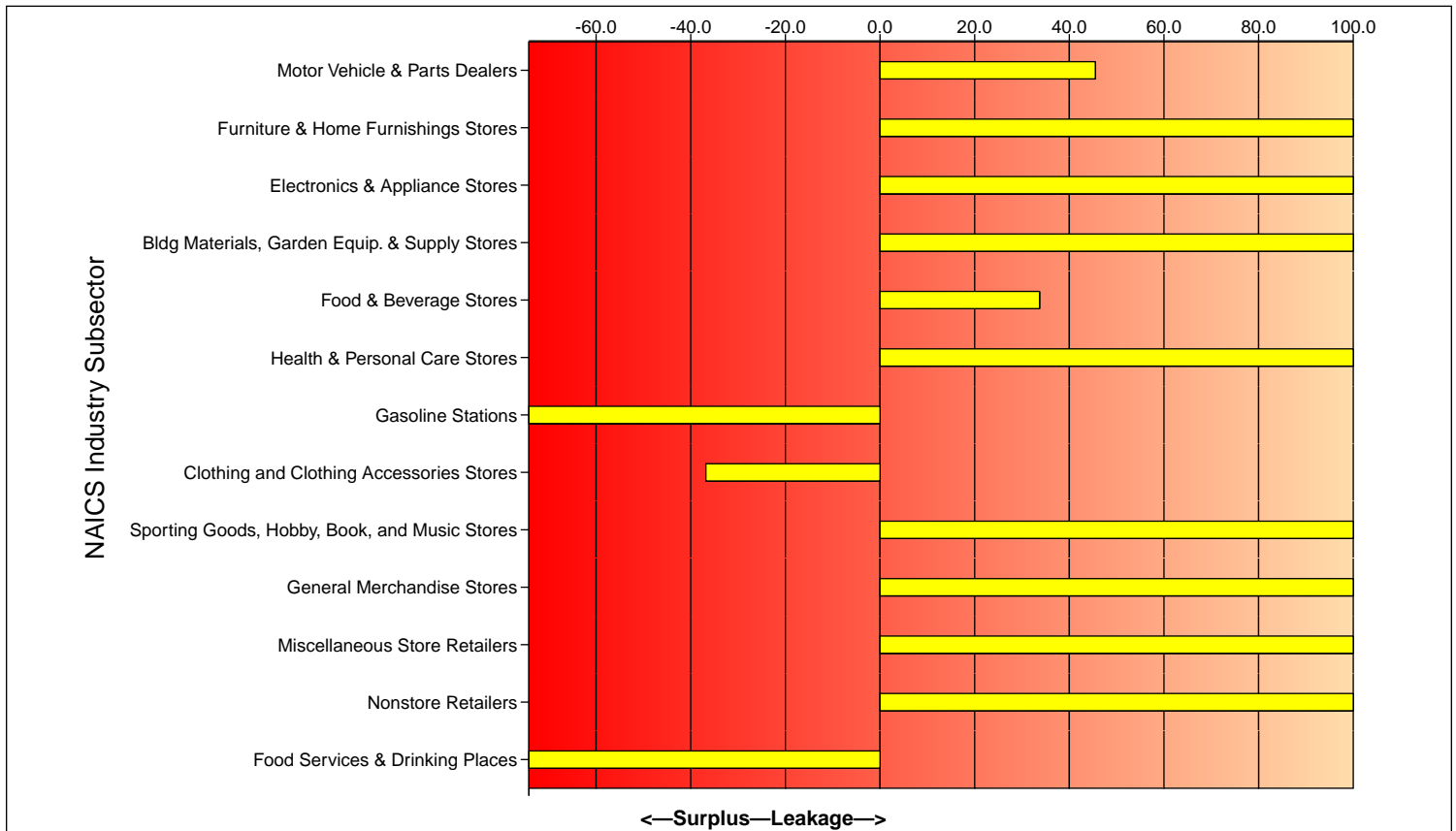
**Source:** ESRI and Infogroup



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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)	\$1,763,188	\$0	\$1,763,188	100.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$1,137,788	\$0	\$1,137,788	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$625,400	\$0	\$625,400	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$274,040	\$0	\$274,040	100.0	0
Florists (NAICS 4531)	\$9,504	\$0	\$9,504	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$75,205	\$0	\$75,205	100.0	0
Used Merchandise Stores (NAICS 4533)	\$21,512	\$0	\$21,512	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$167,819	\$0	\$167,819	100.0	0
Nonstore Retailers (NAICS 454)	\$306,091	\$0	\$306,091	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$212,216	\$0	\$212,216	100.0	0
Vending Machine Operators (NAICS 4542)	\$48,026	\$0	\$48,026	100.0	0
Direct Selling Establishments (NAICS 4543)	\$45,849	\$0	\$45,849	100.0	0
Food Services & Drinking Places (NAICS 722)	\$1,847,742	\$12,465,113	-\$10,617,371	-74.2	16
Full-Service Restaurants (NAICS 7221)	\$671,449	\$5,629,661	-\$4,958,212	-78.7	10
Limited-Service Eating Places (NAICS 7222)	\$1,003,140	\$4,840,009	-\$3,836,869	-65.7	5
Special Food Services (NAICS 7223)	\$67,761	\$0	\$67,761	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$105,392	\$1,995,443	-\$1,890,051	-90.0	1

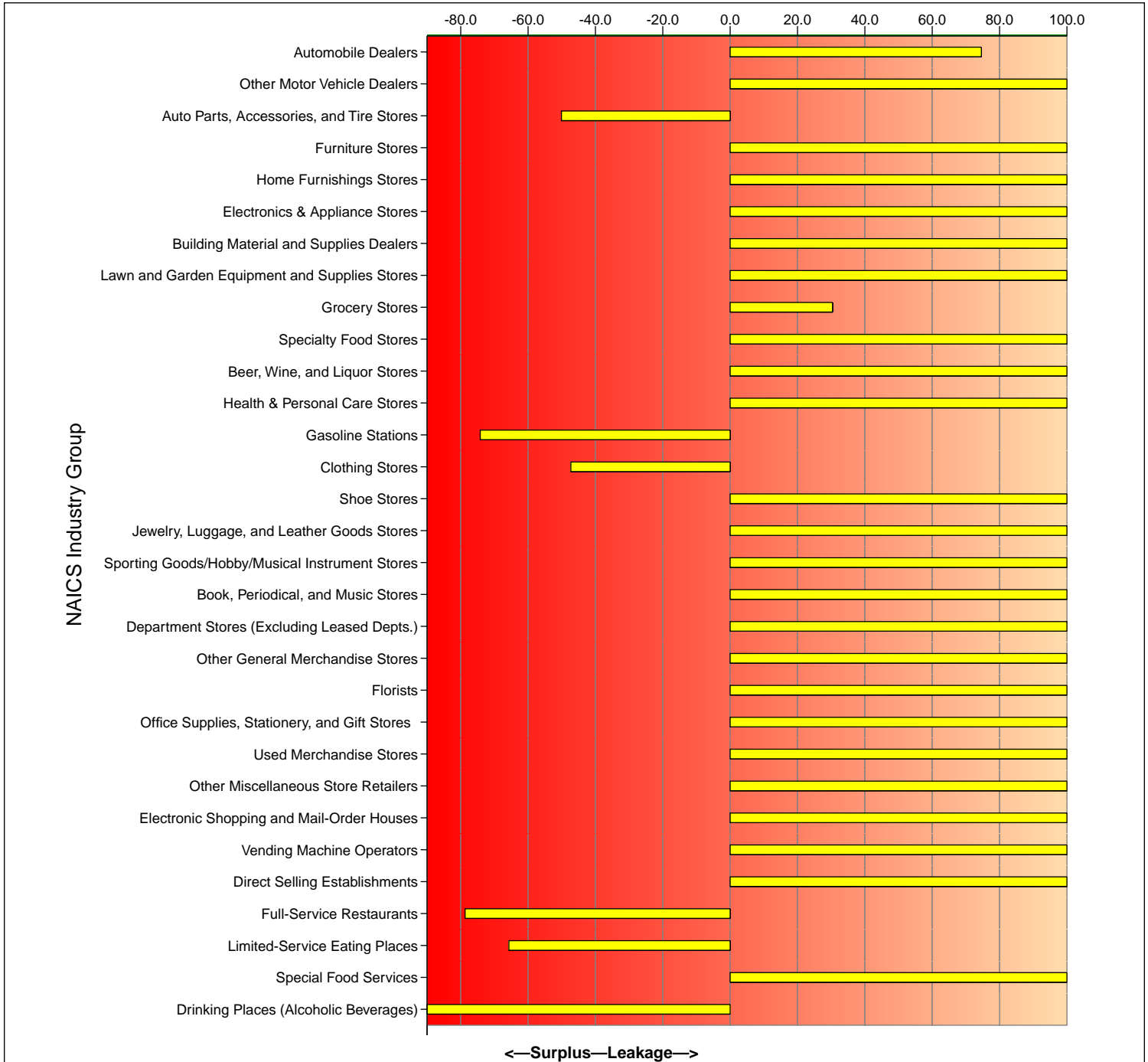
Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup