



Lakewood City, WA
 Lakewood city, WA (5338038)
 Geography: Place

Top Tapestry Segments:		Demographic Summary	2010	2015
Inner City Tenants	35.7%	Population	59,401	60,293
Prosperous Empty Nesters	19.2%	Households	24,719	25,197
Main Street, USA	10.9%	Families	15,216	15,371
Cozy and Comfortable	6.3%	Median Age	36.1	36.4
Aspiring Young Families	4.8%	Median Household Income	\$46,649	\$53,483

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	59	\$1,404.62	\$34,720,906
Men's	55	\$252.57	\$6,243,309
Women's	52	\$429.81	\$10,624,465
Children's	62	\$248.64	\$6,146,058
Footwear	42	\$174.10	\$4,303,481
Watches & Jewelry	80	\$155.52	\$3,844,347
Apparel Products and Services ¹	154	\$143.99	\$3,559,247
Computer			
Computers and Hardware for Home Use	84	\$160.24	\$3,960,961
Software and Accessories for Home Use	85	\$24.28	\$600,142
Entertainment & Recreation	81	\$2,613.01	\$64,591,050
Fees and Admissions	80	\$496.89	\$12,282,518
Membership Fees for Clubs ²	80	\$130.58	\$3,227,913
Fees for Participant Sports, excl. Trips	80	\$85.31	\$2,108,720
Admission to Movie/Theatre/Opera/Ballet	85	\$128.46	\$3,175,296
Admission to Sporting Events, excl. Trips	79	\$46.78	\$1,156,453
Fees for Recreational Lessons	77	\$105.03	\$2,596,326
Dating Services	94	\$0.72	\$17,810
TV/Video/Audio	82	\$1,024.25	\$25,318,328
Community Antenna or Cable TV	82	\$593.11	\$14,661,030
Televisions	82	\$158.43	\$3,916,215
VCRs, Video Cameras, and DVD Players	86	\$17.59	\$434,808
Video Cassettes and DVDs	87	\$46.05	\$1,138,381
Video and Computer Game Hardware and Software	86	\$47.90	\$1,183,983
Satellite Dishes	79	\$0.99	\$24,516
Rental of Video Cassettes and DVDs	87	\$35.86	\$886,352
Streaming/Downloaded Video	82	\$1.15	\$28,390
Audio ³	80	\$116.85	\$2,888,449
Rental and Repair of TV/Radio/Audio	83	\$6.32	\$156,204
Pets	96	\$411.10	\$10,161,863
Toys and Games ⁴	82	\$118.68	\$2,933,698
Recreational Vehicles and Fees ⁵	68	\$219.69	\$5,430,495
Sports/Recreation/Exercise Equipment ⁶	62	\$111.91	\$2,766,215
Photo Equipment and Supplies ⁷	80	\$83.01	\$2,051,851
Reading ⁸	80	\$124.61	\$3,080,164
Catered Affairs ⁹	93	\$22.89	\$565,916
Food	83	\$6,415.53	\$158,585,472
Food at Home	83	\$3,720.95	\$91,978,273
Bakery and Cereal Products	82	\$489.66	\$12,103,957
Meat, Poultry, Fish, and Eggs	84	\$869.81	\$21,500,852
Dairy Products	82	\$408.50	\$10,097,615
Fruit and Vegetables	84	\$655.79	\$16,210,507
Snacks and Other Food at Home ¹⁰	83	\$1,297.19	\$32,065,341
Food Away from Home	84	\$2,694.57	\$66,607,199
Alcoholic Beverages	87	\$496.85	\$12,281,565
Nonalcoholic Beverages at Home	83	\$365.41	\$9,032,607



Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	74	\$1,286.91	\$31,811,204
Vehicle Loans	80	\$3,932.64	\$97,210,815
Health			
Nonprescription Drugs	79	\$81.30	\$2,009,723
Prescription Drugs	77	\$385.69	\$9,533,953
Eyeglasses and Contact Lenses	79	\$60.97	\$1,507,110
Home			
Mortgage Payment and Basics ¹¹	74	\$6,910.85	\$170,829,283
Maintenance and Remodeling Services	74	\$1,460.19	\$36,094,353
Maintenance and Remodeling Materials ¹²	69	\$257.03	\$6,353,476
Utilities, Fuel, and Public Services	81	\$3,689.95	\$91,211,861
Household Furnishings and Equipment			
Household Textiles ¹³	80	\$106.82	\$2,640,541
Furniture	80	\$482.86	\$11,935,914
Floor Coverings	78	\$58.41	\$1,443,761
Major Appliances ¹⁴	76	\$229.70	\$5,677,917
Housewares ¹⁵	74	\$64.04	\$1,582,917
Small Appliances	81	\$26.59	\$657,155
Luggage	80	\$7.38	\$182,328
Telephones and Accessories	58	\$24.90	\$615,487
Household Operations			
Child Care	82	\$380.28	\$9,400,264
Lawn and Garden ¹⁶	74	\$308.08	\$7,615,490
Moving/Storage/Freight Express	87	\$52.71	\$1,302,919
Housekeeping Supplies ¹⁷	81	\$569.63	\$14,080,680
Insurance			
Owners and Renters Insurance	74	\$341.30	\$8,436,638
Vehicle Insurance	82	\$959.22	\$23,711,059
Life/Other Insurance	75	\$312.49	\$7,724,448
Health Insurance	79	\$1,520.53	\$37,586,099
Personal Care Products ¹⁸	83	\$331.95	\$8,205,504
School Books and Supplies ¹⁹	90	\$95.61	\$2,363,317
Smoking Products	85	\$363.21	\$8,978,185
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	81	\$3,558.20	\$87,955,074
Gasoline and Motor Oil	82	\$2,343.11	\$57,919,314
Vehicle Maintenance and Repairs	82	\$771.87	\$19,079,882
Travel			
Airline Fares	82	\$375.86	\$9,290,775
Lodging on Trips	77	\$337.08	\$8,332,252
Auto/Truck/Van Rental on Trips	82	\$30.18	\$746,136
Food and Drink on Trips	79	\$341.89	\$8,451,298

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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- ¹**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.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**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.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**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.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**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.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**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.
- ¹³**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.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**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.
- ¹⁸**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.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.