



TillicumThorne
 Area: 0.70 Square miles
 Custom Polygon

Top Tapestry Segments:		Demographic Summary		2010	2015
Inner City Tenants	75.1%	Population		2,107	2,135
Great Expectations	24.9%	Households		908	926
		Families		498	503
		Median Age		32.1	32.1
		Median Household Income		\$30,091	\$33,489

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	41	\$972.11	\$882,675
Men's	38	\$174.12	\$158,098
Women's	34	\$286.16	\$259,830
Children's	45	\$180.25	\$163,671
Footwear	30	\$125.04	\$113,536
Watches & Jewelry	51	\$98.86	\$89,762
Apparel Products and Services ¹	115	\$107.69	\$97,779
Computer			
Computers and Hardware for Home Use	59	\$112.76	\$102,389
Software and Accessories for Home Use	60	\$17.04	\$15,472
Entertainment & Recreation	52	\$1,682.06	\$1,527,306
Fees and Admissions	48	\$299.17	\$271,643
Membership Fees for Clubs ²	45	\$73.92	\$67,117
Fees for Participant Sports, excl. Trips	48	\$51.15	\$46,441
Admission to Movie/Theatre/Opera/Ballet	57	\$86.50	\$78,544
Admission to Sporting Events, excl. Trips	47	\$27.96	\$25,388
Fees for Recreational Lessons	43	\$59.08	\$53,649
Dating Services	73	\$0.56	\$504
TV/Video/Audio	57	\$703.75	\$639,001
Community Antenna or Cable TV	55	\$399.93	\$363,137
Televisions	54	\$105.23	\$95,546
VCRs, Video Cameras, and DVD Players	64	\$13.02	\$11,821
Video Cassettes and DVDs	67	\$35.03	\$31,811
Video and Computer Game Hardware and Software	62	\$34.75	\$31,554
Satellite Dishes	54	\$0.68	\$613
Rental of Video Cassettes and DVDs	66	\$27.31	\$24,800
Streaming/Downloaded Video	51	\$0.72	\$655
Audio ³	56	\$82.83	\$75,211
Rental and Repair of TV/Radio/Audio	56	\$4.24	\$3,853
Pets	60	\$258.10	\$234,354
Toys and Games ⁴	56	\$81.82	\$74,297
Recreational Vehicles and Fees ⁵	37	\$119.89	\$108,860
Sports/Recreation/Exercise Equipment ⁶	40	\$73.10	\$66,379
Photo Equipment and Supplies ⁷	53	\$54.39	\$49,390
Reading ⁸	49	\$75.29	\$68,360
Catered Affairs ⁹	67	\$16.54	\$15,019
Food	58	\$4,433.29	\$4,025,427
Food at Home	58	\$2,572.95	\$2,336,239
Bakery and Cereal Products	56	\$331.67	\$301,158
Meat, Poultry, Fish, and Eggs	59	\$607.21	\$551,350
Dairy Products	56	\$279.74	\$254,006
Fruit and Vegetables	57	\$448.21	\$406,975
Snacks and Other Food at Home ¹⁰	58	\$906.11	\$822,751
Food Away from Home	58	\$1,860.34	\$1,689,189
Alcoholic Beverages	62	\$351.10	\$318,799
Nonalcoholic Beverages at Home	59	\$257.28	\$233,609



Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	40	\$696.15	\$632,100
Vehicle Loans	56	\$2,746.54	\$2,493,854
Health			
Nonprescription Drugs	52	\$53.30	\$48,393
Prescription Drugs	46	\$228.98	\$207,916
Eyeglasses and Contact Lenses	49	\$37.31	\$33,882
Home			
Mortgage Payment and Basics ¹¹	39	\$3,679.96	\$3,341,405
Maintenance and Remodeling Services	36	\$712.61	\$647,049
Maintenance and Remodeling Materials ¹²	36	\$134.72	\$122,328
Utilities, Fuel, and Public Services	54	\$2,443.19	\$2,218,420
Household Furnishings and Equipment			
Household Textiles ¹³	52	\$69.00	\$62,653
Furniture	52	\$312.56	\$283,807
Floor Coverings	41	\$30.90	\$28,059
Major Appliances ¹⁴	45	\$137.90	\$125,215
Housewares ¹⁵	51	\$44.34	\$40,263
Small Appliances	53	\$17.34	\$15,746
Luggage	49	\$4.58	\$4,163
Telephones and Accessories	44	\$18.74	\$17,018
Household Operations			
Child Care	59	\$270.74	\$245,833
Lawn and Garden ¹⁶	39	\$163.39	\$148,358
Moving/Storage/Freight Express	64	\$38.94	\$35,361
Housekeeping Supplies ¹⁷	54	\$378.76	\$343,918
Insurance			
Owners and Renters Insurance	40	\$183.37	\$166,500
Vehicle Insurance	55	\$642.87	\$583,728
Life/Other Insurance	41	\$171.62	\$155,827
Health Insurance	47	\$911.27	\$827,430
Personal Care Products ¹⁸	57	\$228.88	\$207,824
School Books and Supplies ¹⁹	71	\$75.64	\$68,680
Smoking Products	64	\$275.45	\$250,106
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	55	\$2,433.35	\$2,209,486
Gasoline and Motor Oil	57	\$1,636.98	\$1,486,374
Vehicle Maintenance and Repairs	55	\$514.96	\$467,585
Travel			
Airline Fares	50	\$230.11	\$208,941
Lodging on Trips	44	\$189.78	\$172,317
Auto/Truck/Van Rental on Trips	50	\$18.35	\$16,663
Food and Drink on Trips	47	\$205.51	\$186,599

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.