

Latitude: 47.701038

Longitude: -117.411503

4727 N Division St
Spokane, WA 99207
Radius: 1.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 3.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 5.0 mile

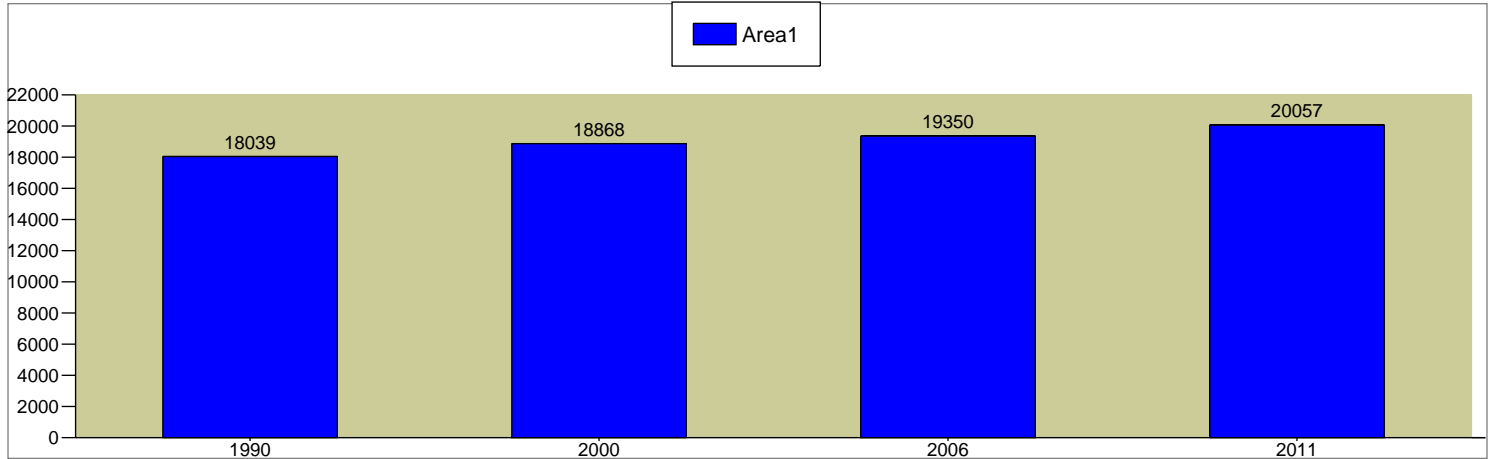
2000 - 2006 Population: Annual Rate
2006 - 2011 Population: Annual Rate

0.4%
0.72%

0.51%
0.7%

0.58%
0.72%

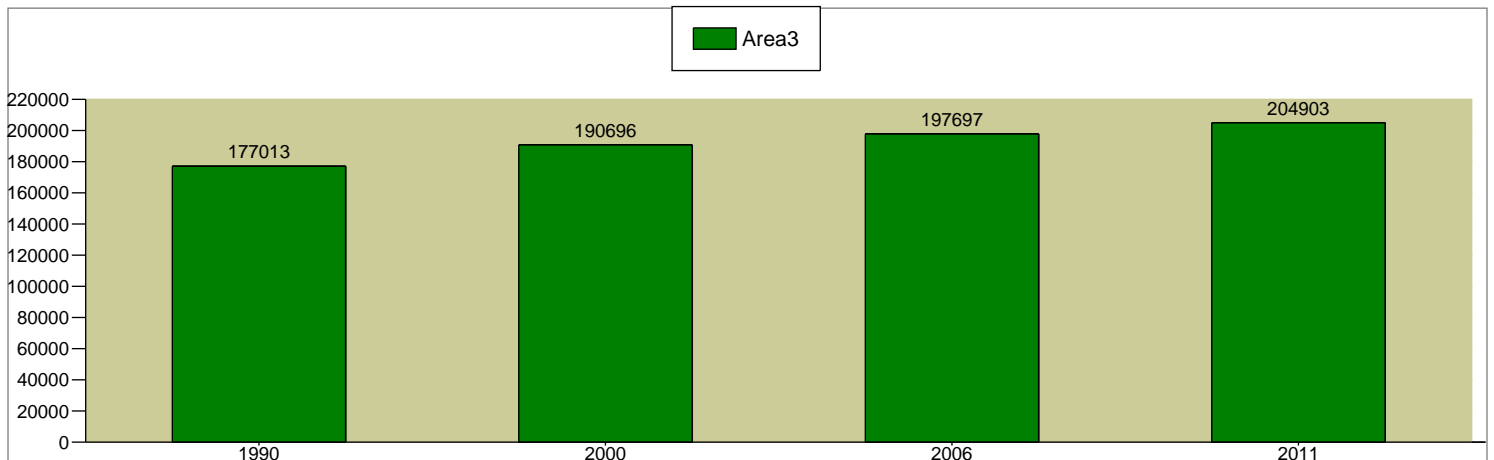
Total Population



Total Population



Total Population



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2006 and 2011.



Latitude: 47.701038

Longitude: -117.411503

4727 N Division St
Spokane, WA 99207
Radius: 1.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 3.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 5.0 mile

2000 Population by Sex

Males	47.5%	48.3%	48.3%
Females	52.5%	51.7%	51.7%

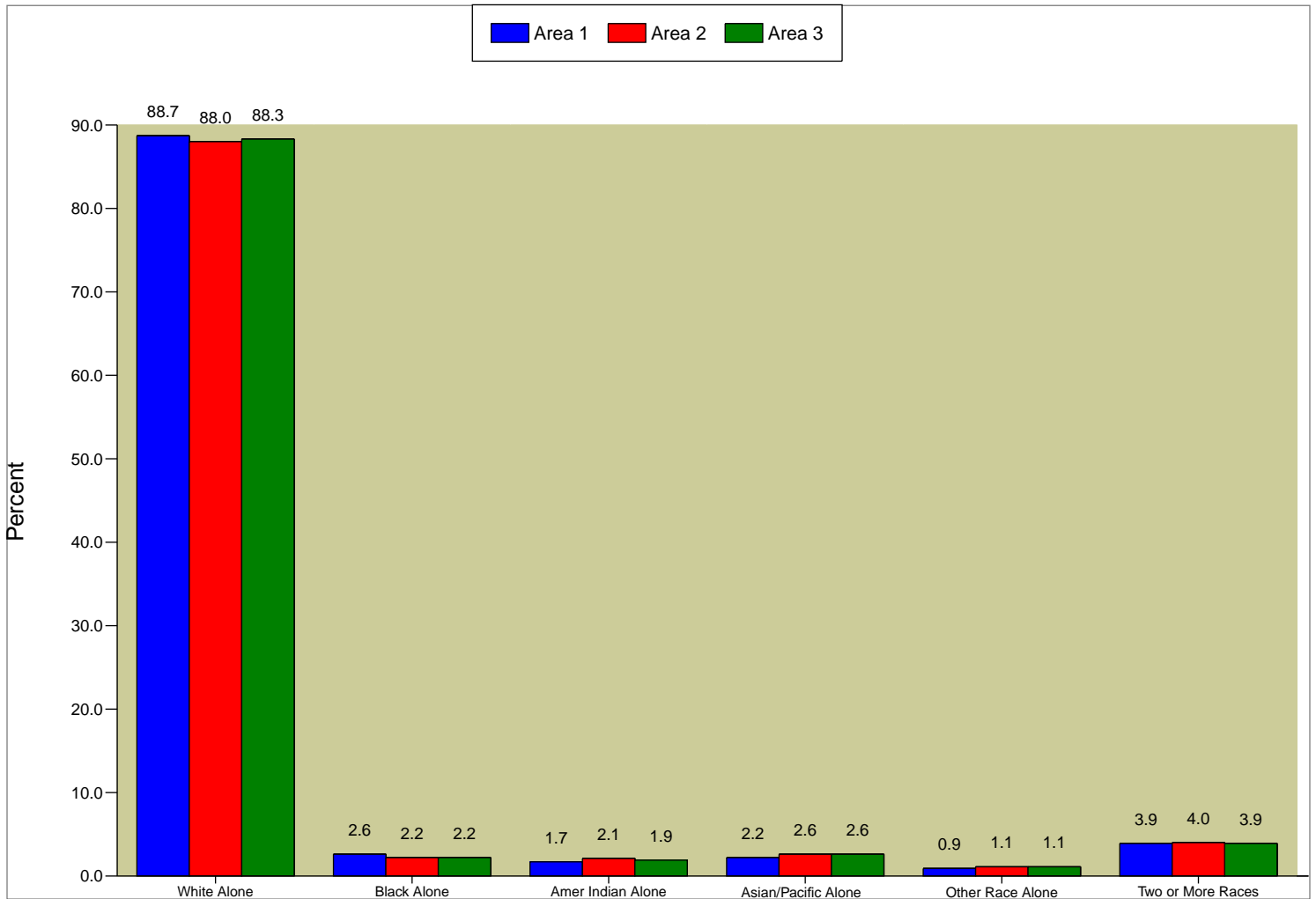
2006 Population by Sex

Males	47.8%	48.5%	48.4%
Females	52.2%	51.5%	51.6%

2011 Population by Sex

Males	48.1%	48.6%	48.6%
Females	51.9%	51.4%	51.4%

2006 Population by Race



2006 Hispanic Origin

3.9%

3.9%

3.8%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Latitude: 47.701038

Longitude: -117.411503

4727 N Division St
Spokane, WA 99207
Radius: 1.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 3.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 5.0 mile

2000 Population by Age

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Total	18,867	119,814	190,695
0 - 4	7.7%	7.3%	6.9%
5 - 9	7.3%	7.0%	6.9%
10 - 14	6.6%	6.7%	6.6%
15 - 19	6.3%	7.8%	7.6%
20 - 24	7.9%	9.0%	8.5%
25 - 34	16.5%	15.0%	14.4%
35 - 44	15.1%	14.6%	14.8%
45 - 54	11.4%	11.7%	12.9%
55 - 64	6.8%	7.1%	7.5%
65 - 74	6.1%	6.2%	6.2%
75 - 84	6.0%	5.4%	5.3%
85+	2.3%	2.2%	2.2%

2006 Population by Age

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Total	19,350	123,673	197,700
0 - 4	7.8%	7.2%	6.8%
5 - 9	6.8%	6.3%	6.0%
10 - 14	6.9%	6.5%	6.4%
15 - 19	6.4%	7.7%	7.5%
20 - 24	7.0%	9.1%	8.8%
25 - 34	16.5%	15.0%	14.3%
35 - 44	14.2%	13.2%	13.1%
45 - 54	14.0%	13.3%	14.2%
55 - 64	7.8%	8.4%	9.5%
65 - 74	5.2%	5.5%	5.7%
75 - 84	4.8%	5.1%	5.1%
85+	2.5%	2.8%	2.7%

2011 Population by Age

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Total	20,055	128,080	204,902
0 - 4	7.9%	7.3%	6.9%
5 - 9	6.6%	6.1%	5.8%
10 - 14	6.5%	6.1%	6.0%
15 - 19	6.4%	7.4%	7.1%
20 - 24	7.7%	9.1%	8.8%
25 - 34	14.9%	14.5%	14.3%
35 - 44	14.1%	12.6%	12.2%
45 - 54	13.8%	13.1%	13.7%
55 - 64	10.5%	10.6%	11.7%
65 - 74	5.0%	5.5%	6.0%
75 - 84	4.0%	4.6%	4.6%
85+	2.6%	3.0%	2.9%

Median Age

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
2000	33.5	33.1	34.3
2006	34.1	33.8	35.2
2011	35.0	34.6	36.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Latitude: 47.701038

Longitude: -117.411503

4727 N Division St
Spokane, WA 99207
Radius: 1.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 3.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 5.0 mile

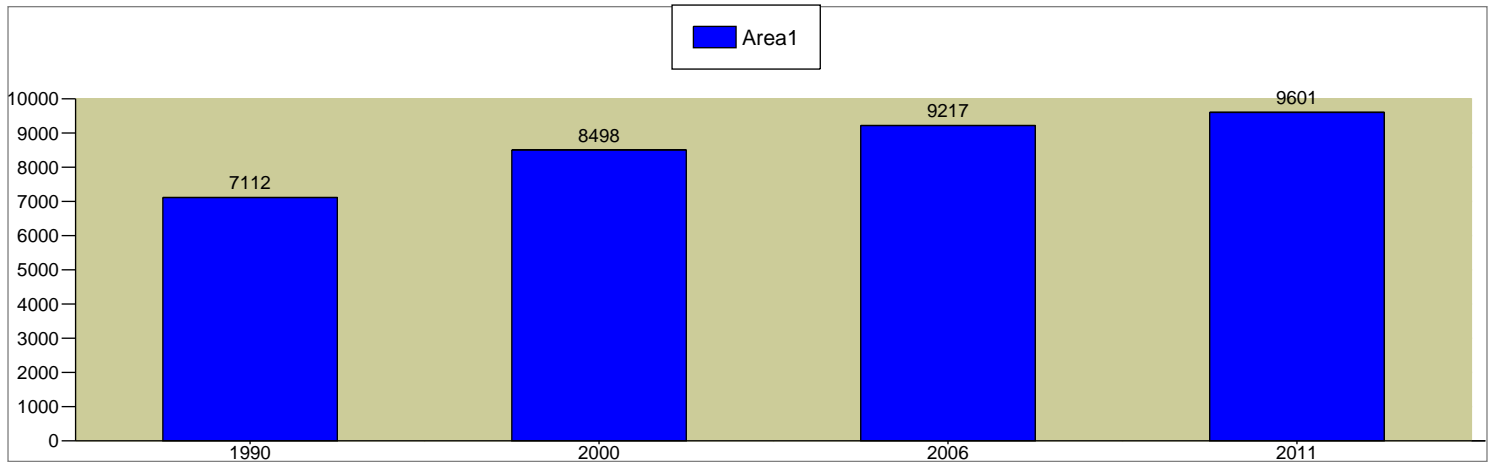
2000 - 2006 Civilian Employed Population 16+ Annual Rate
2006 - 2011 Civilian Employed Population 16+ Annual Rate

1.31%
0.82%

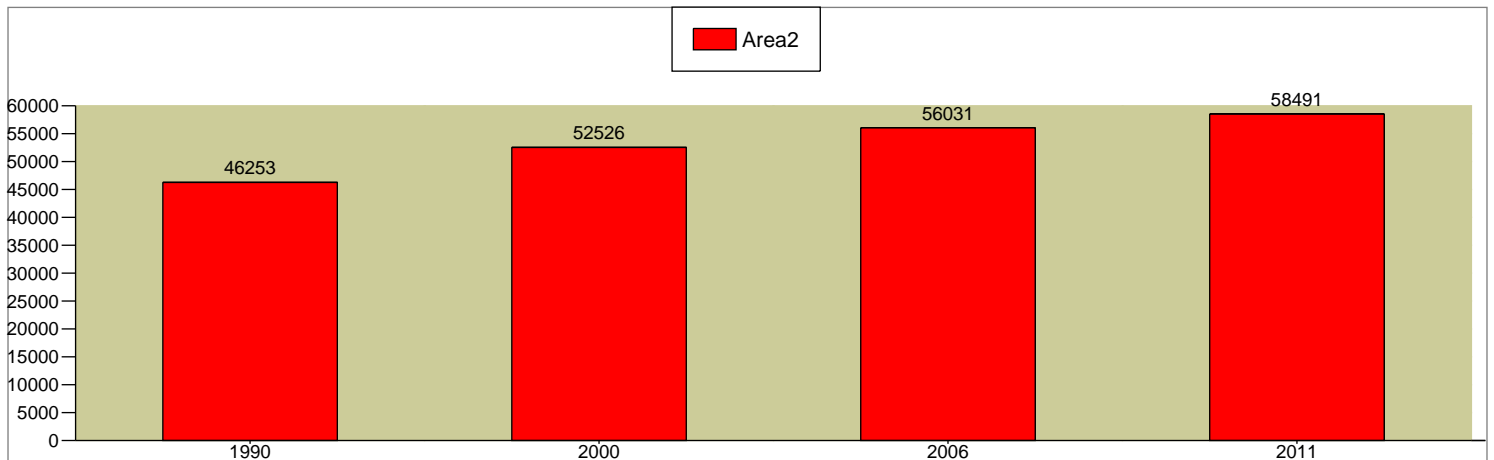
1.04%
0.86%

1.15%
0.92%

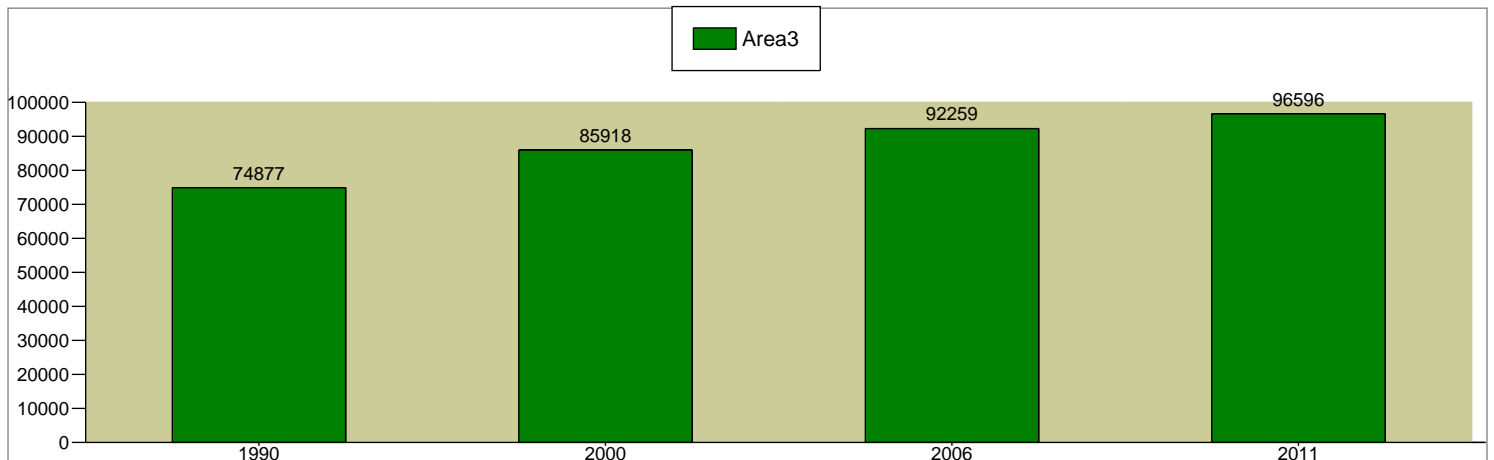
Total Civilian Employed Population 16+



Total Civilian Employed Population 16+



Total Civilian Employed Population 16+



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2006 and 2011.

Latitude: 47.701038

Longitude: -117.411503

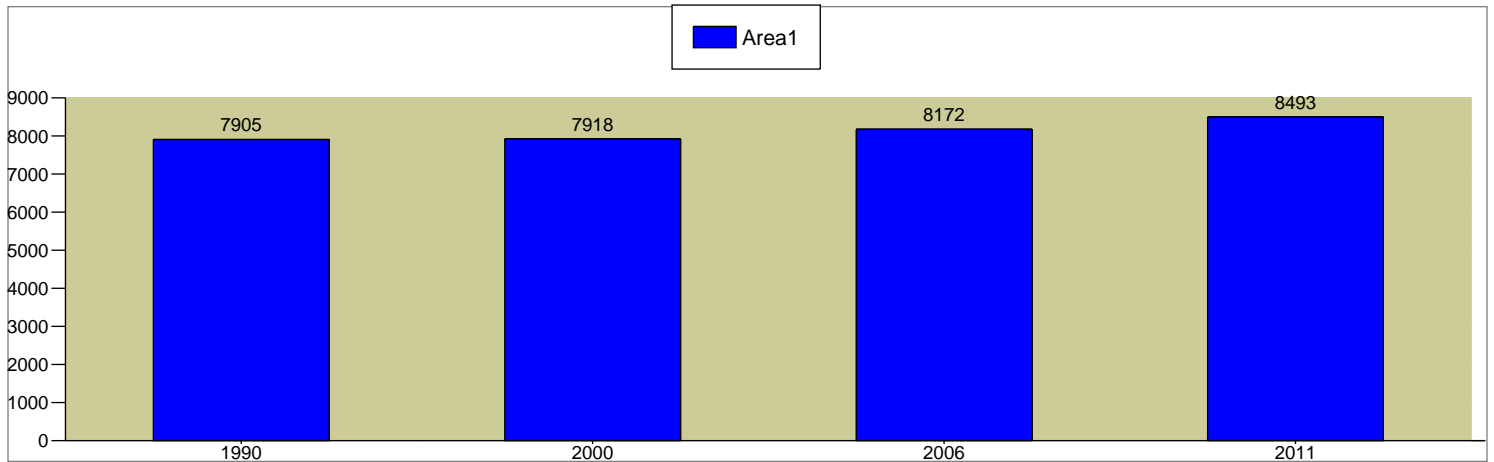
4727 N Division St
Spokane, WA 99207
Radius: 1.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 3.0 mile

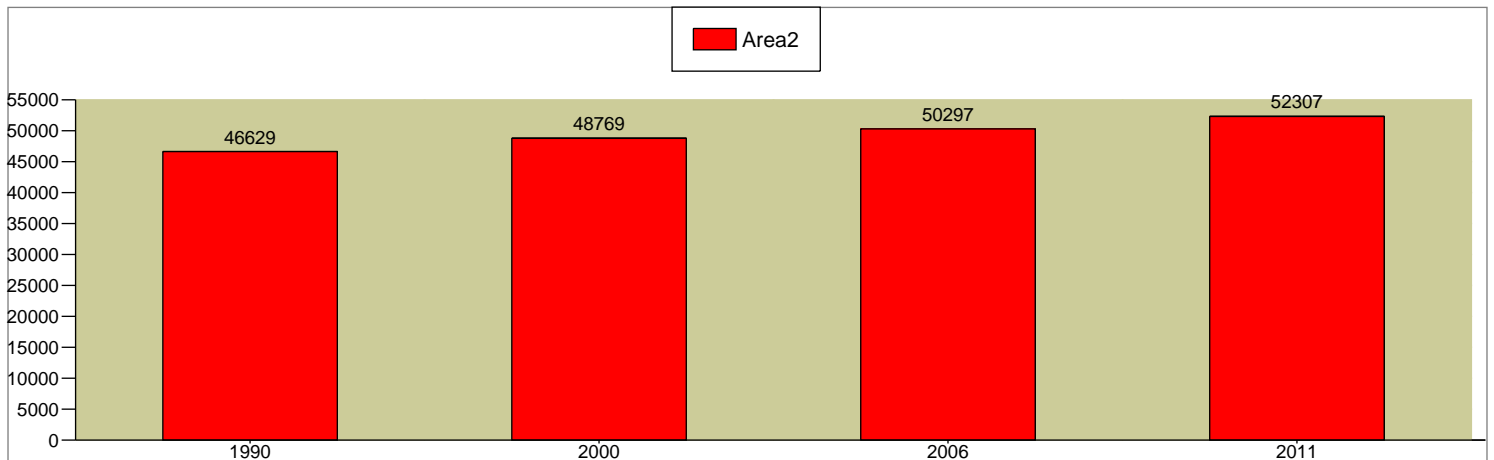
4727 N Division St
Spokane, WA 99207
Radius: 5.0 mile

2000 - 2006 Households Annual Rate	0.51%	0.49%	0.57%
2006 - 2011 Households Annual Rate	0.77%	0.79%	0.79%

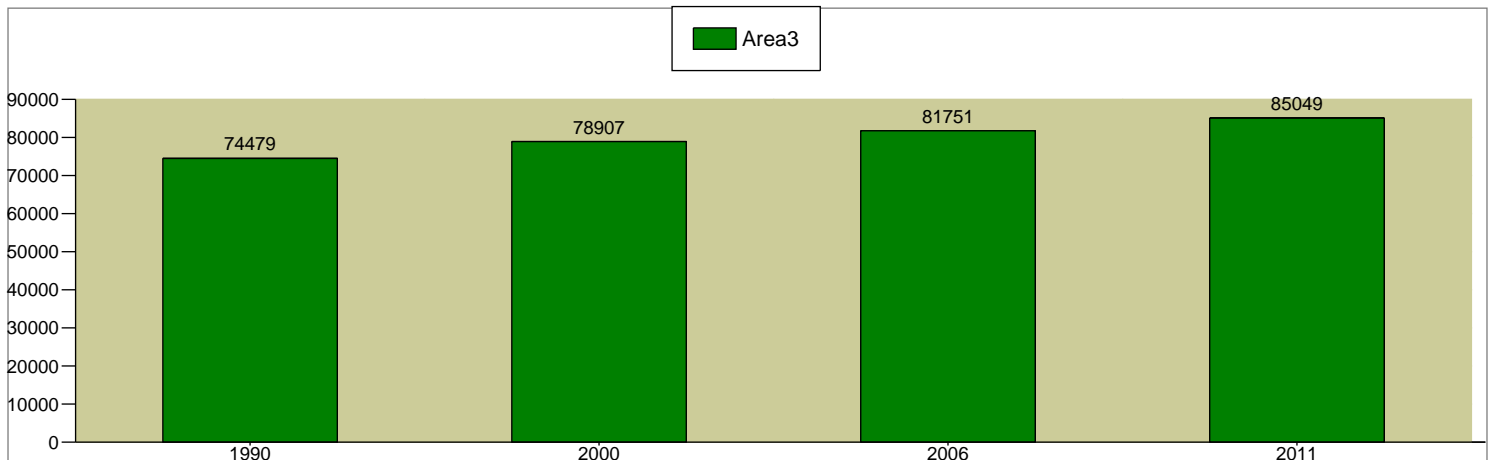
Total Households



Total Households



Total Households



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2006 and 2011.



Latitude: 47.701038

Longitude: -117.411503

4727 N Division St
Spokane, WA 99207
Radius: 1.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 3.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 5.0 mile

1990 Households by Income

Household Income Base	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
< \$15,000	7,848 35.8%	46,707 35.3%	74,595 34.8%
\$15,000 - \$24,999	27.2%	23.3%	21.3%
\$25,000 - \$34,999	17.6%	17.5%	16.4%
\$35,000 - \$49,999	13.0%	14.7%	15.1%
\$50,000 - \$74,999	5.2%	7.0%	8.7%
\$75,000 - \$99,999	0.8%	1.5%	2.2%
\$100,000 - \$149,999	0.4%	0.5%	1.0%
\$150,000+	0.0%	0.2%	0.5%
Median Household Income	\$19,752	\$21,103	\$21,843

2000 Households by Income

Household Income Base	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
< \$15,000	7,958 21.8%	48,968 22.2%	78,933 22.0%
\$15,000 - \$24,999	19.1%	18.2%	17.1%
\$25,000 - \$34,999	18.6%	17.6%	16.2%
\$35,000 - \$49,999	19.8%	17.9%	16.8%
\$50,000 - \$74,999	14.5%	16.1%	16.3%
\$75,000 - \$99,999	4.0%	4.7%	6.3%
\$100,000 - \$149,999	2.0%	2.6%	3.8%
\$150,000 - \$199,999	0.1%	0.4%	0.7%
\$200,000+	0.2%	0.5%	0.9%
Median Household Income	\$29,992	\$30,337	\$31,537

2006 Households by Income

Household Income Base	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
< \$15,000	8,172 15.5%	50,295 16.4%	81,749 16.5%
\$15,000 - \$24,999	17.1%	15.8%	14.9%
\$25,000 - \$34,999	14.2%	14.1%	13.0%
\$35,000 - \$49,999	23.7%	20.4%	18.8%
\$50,000 - \$74,999	17.5%	18.4%	17.7%
\$75,000 - \$99,999	6.8%	8.2%	9.0%
\$100,000 - \$149,999	4.3%	5.0%	7.0%
\$150,000 - \$199,999	0.6%	1.0%	1.7%
\$200,000+	0.2%	0.7%	1.4%
Median Household Income	\$36,535	\$36,957	\$38,357

2011 Households by Income

Household Income Base	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
< \$15,000	8,491 12.2%	52,308 13.2%	85,047 13.4%
\$15,000 - \$24,999	14.4%	13.3%	12.7%
\$25,000 - \$34,999	13.0%	12.7%	11.8%
\$35,000 - \$49,999	20.0%	19.1%	17.6%
\$50,000 - \$74,999	22.4%	20.1%	18.8%
\$75,000 - \$99,999	9.3%	10.6%	10.7%
\$100,000 - \$149,999	6.7%	7.9%	9.7%
\$150,000 - \$199,999	1.4%	1.9%	2.9%
\$200,000+	0.6%	1.3%	2.5%
Median Household Income	\$42,718	\$43,301	\$45,076

2000 - 2006 Median Household Income Annual Rate	3.21%	3.21%	3.18%
2006 - 2011 Median Household Income Annual Rate	3.18%	3.22%	3.28%

Data Note: Detail may not sum to totals due to rounding. Income represents annual income for the preceding year. Income for 2006 and 2011 is expressed in current dollars, including an adjustment for inflation.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 Geography. ESRI forecasts for 2006 and 2011.



Latitude: 47.701038
Longitude: -117.411503

4727 N Division St
Spokane, WA 99207
Radius: 1.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 3.0 mile

4727 N Division St
Spokane, WA 99207
Radius: 5.0 mile

2006 Households by Net Worth

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Total	8,172	50,295	81,749
< \$15,000	37.1%	35.1%	33.1%
\$15,000 - \$34,999	10.6%	9.5%	9.1%
\$35,000 - \$49,999	5.5%	5.4%	5.2%
\$50,000 - \$74,999	6.9%	6.6%	6.3%
\$75,000 - \$99,999	5.5%	5.9%	5.8%
\$100,000 - \$149,999	8.1%	8.0%	7.7%
\$150,000 - \$249,999	9.6%	10.1%	10.0%
\$250,000 - \$499,999	9.4%	10.4%	11.3%
\$500,000+	7.3%	8.9%	11.5%
Median Net Worth	\$40,711	\$49,696	\$58,884
Average Net Worth	\$239,266	\$279,575	\$337,929

2006 Households by Disposable Income

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Total	8,171	50,296	81,748
< \$15,000	19.3%	19.7%	19.7%
\$15,000 - \$24,999	19.5%	18.6%	17.4%
\$25,000 - \$34,999	20.0%	18.2%	16.8%
\$35,000 - \$49,999	21.2%	20.0%	18.7%
\$50,000 - \$74,999	14.2%	15.8%	16.2%
\$75,000 - \$99,999	3.2%	4.0%	5.3%
\$100,000 - \$149,999	2.3%	3.0%	4.4%
\$150,000 - \$199,999	0.1%	0.3%	0.6%
\$200,000+	0.2%	0.4%	0.9%
Median Disposable Income	\$29,681	\$30,596	\$32,060
Average Disposable Income	\$35,677	\$38,431	\$42,637

2000 Housing Units

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Owner Occupied Housing Units	58.1%	54.5%	53.5%
Renter Occupied Housing Units	35.5%	38.5%	39.1%
Vacant Housing Units	6.3%	7.0%	7.4%

2006 Housing Units

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Owner Occupied Housing Units	59.7%	56.3%	55.2%
Renter Occupied Housing Units	33.6%	36.5%	37.1%
Vacant Housing Units	6.7%	7.3%	7.7%

2011 Housing Units

	4727 N Division St Spokane, WA 99207 Radius: 1.0 mile	4727 N Division St Spokane, WA 99207 Radius: 3.0 mile	4727 N Division St Spokane, WA 99207 Radius: 5.0 mile
Owner Occupied Housing Units	59.4%	56.2%	55.3%
Renter Occupied Housing Units	33.8%	36.4%	37.0%
Vacant Housing Units	6.8%	7.3%	7.7%

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Net Worth is total household wealth minus debt, secured and unsecured. Net Worth includes the home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



4727 N Division St
Spokane, WA 99207

Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038
Longitude: -117.411503
Radius: 1.0 mile

Site Type: Radius

Top Tapestry Segments:

Great Expectations	48.0%
Rustbelt Traditions	25.0%
Midlife Junction	12.3%
Simple Living	9.8%
Home Town	4.1%

Demographic Summary

	2006	2011
Population	19,350	20,057
Households	8,172	8,493
Families	4,674	4,781
Median Age	34.1	35.0
Median Household Income	\$36,535	\$42,718

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	\$1,255.79	\$10,262,344
Men's	49	\$250.93	\$2,050,625
Women's	43	\$401.42	\$3,280,368
Children's	53	\$235.79	\$1,926,860
Footwear	25	\$126.77	\$1,035,996
Watches & Jewelry	61	\$113.25	\$925,451
Apparel Products and Services ¹	87	\$127.64	\$1,043,044
Computer			
Computers and Hardware for Home Use	63	\$143.09	\$1,169,308
Software and Accessories for Home Use	64	\$20.24	\$165,373
Entertainment & Recreation	60	\$1,993.41	\$16,290,177
Fees and Admissions	61	\$373.12	\$3,049,102
Membership Fees for Clubs ²	61	\$100.09	\$817,920
Fees for Participant Sports, excl. Trips	61	\$69.39	\$567,043
Admission to Movie/Theatre/Opera/Ballet	64	\$94.54	\$772,582
Admission to Sporting Events, excl. Trips	62	\$35.37	\$289,015
Fees for Recreational Lessons	58	\$73.73	\$602,542
TV/Video/Sound Equipment	64	\$697.77	\$5,702,162
Community Antenna or Cable Television	64	\$383.91	\$3,137,299
Color Televisions	62	\$78.00	\$637,414
VCRs, Video Cameras, and DVD Players	62	\$25.04	\$204,645
Video Cassettes and DVDs	65	\$33.87	\$276,780
Video Game Hardware and Software	65	\$23.14	\$189,096
Satellite Dishes	52	\$1.15	\$9,437
Rental of Video Cassettes and DVDs	67	\$41.50	\$339,136
Sound Equipment ³	64	\$106.99	\$874,355
Rental and Repair of TV/Sound Equipment	70	\$4.16	\$34,000
Pets	63	\$260.82	\$2,131,384
Toys and Games	63	\$123.84	\$1,012,045
Recreational Vehicles and Fees ⁴	50	\$203.71	\$1,664,750
Sports/Recreation/Exercise Equipment ⁵	46	\$103.41	\$845,095
Photo Equipment and Supplies ⁶	64	\$90.36	\$738,447
Reading ⁷	64	\$140.38	\$1,147,192
Food	62	\$5,121.62	\$41,853,893
Food at Home	62	\$3,030.94	\$24,768,833
Bakery and Cereal Products	62	\$445.24	\$3,638,481
Meat, Poultry, Fish, and Eggs	61	\$790.61	\$6,460,874
Dairy Products	62	\$330.12	\$2,697,700
Fruit and Vegetables	61	\$523.05	\$4,274,392
Snacks and Other Food at Home ⁸	62	\$941.92	\$7,697,386
Food Away from Home	63	\$2,090.68	\$17,085,060
Alcoholic Beverages	66	\$378.84	\$3,095,878
Nonalcoholic Beverages at Home	62	\$260.31	\$2,127,245



Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038

Longitude: -117.411503

Radius: 1.0 mile

Spokane, WA 99207

Site Type: Radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	53	\$2,478.60	\$20,255,130
Vehicle Loans	59	\$3,483.03	\$28,463,322
Health			
Nonprescription Drugs	64	\$73.39	\$599,769
Prescription Drugs	62	\$354.69	\$2,898,504
Eyeglasses and Contact Lenses	63	\$53.83	\$439,873
Home			
Mortgage Payment and Basics ⁹	55	\$4,459.38	\$36,442,068
Maintenance and Remodeling Services	54	\$968.87	\$7,917,569
Maintenance and Remodeling Materials ¹⁰	56	\$202.36	\$1,653,718
Utilities, Fuel, and Public Services	62	\$2,631.99	\$21,508,611
Household Furnishings and Equipment			
Household Textiles ¹¹	60	\$80.35	\$656,601
Furniture	59	\$365.45	\$2,986,422
Floor Coverings	55	\$46.15	\$377,102
Major Appliances ¹²	58	\$163.96	\$1,339,895
Housewares ¹³	48	\$49.65	\$405,713
Small Appliances	63	\$23.35	\$190,808
Luggage	61	\$6.28	\$51,339
Telephones and Accessories	27	\$14.89	\$121,696
Household Operations			
Child Care	62	\$256.33	\$2,094,761
Lawn and Garden ¹⁴	55	\$236.71	\$1,934,432
Moving/Storage/Freight Express	64	\$33.62	\$274,767
Housekeeping Supplies ¹⁵	62	\$465.56	\$3,804,564
Insurance			
Owners and Renters Insurance	58	\$256.03	\$2,092,279
Vehicle Insurance	60	\$831.53	\$6,795,270
Life/Other Insurance	59	\$381.28	\$3,115,823
Health Insurance	62	\$1,113.84	\$9,102,337
Personal Care Products ¹⁶	63	\$283.80	\$2,319,238
School Books and Supplies ¹⁷	79	\$92.78	\$758,195
Smoking Products	67	\$333.65	\$2,726,604
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	59	\$3,452.33	\$28,212,435
Gasoline and Motor Oil	60	\$1,105.94	\$9,037,742
Vehicle Maintenance and Repairs	60	\$645.26	\$5,273,063
Travel			
Airline Fares	62	\$242.08	\$1,978,272
Lodging on Trips	59	\$235.71	\$1,926,216
Auto/Truck/Van Rental on Trips	59	\$26.90	\$219,840
Food and Drink on Trips	62	\$282.91	\$2,311,960

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: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038

Longitude: -117.411503

Radius: 1.0 mile

Spokane, WA 99207

Site Type: Radius

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**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**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.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**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.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**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, insulation materials, and materials to finish a basement, for owned homes.

¹¹**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.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**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.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038

Longitude: -117.411503

Radius: 3.0 mile

Spokane, WA 99207

Site Type: Radius

Top Tapestry Segments:

Great Expectations	28.8%
Rustbelt Traditions	21.8%
Rustbelt Retirees	9.2%
Midlife Junction	6.0%
Simple Living	4.9%

Demographic Summary

	2006	2011
Population	123,672	128,079
Households	50,297	52,307
Families	28,995	29,730
Median Age	33.8	34.6
Median Household Income	\$36,957	\$43,301

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	50	\$1,352.75	\$68,039,188
Men's	52	\$270.51	\$13,605,836
Women's	46	\$431.15	\$21,685,797
Children's	57	\$251.78	\$12,663,705
Footwear	27	\$136.15	\$6,848,182
Watches & Jewelry	66	\$123.28	\$6,200,855
Apparel Products and Services ¹	95	\$139.87	\$7,034,813
Computer			
Computers and Hardware for Home Use	68	\$153.23	\$7,706,987
Software and Accessories for Home Use	69	\$21.59	\$1,085,795
Entertainment & Recreation	65	\$2,134.09	\$107,338,089
Fees and Admissions	66	\$403.12	\$20,275,588
Membership Fees for Clubs ²	66	\$107.96	\$5,429,860
Fees for Participant Sports, excl. Trips	66	\$74.64	\$3,754,146
Admission to Movie/Theatre/Opera/Ballet	69	\$102.60	\$5,160,463
Admission to Sporting Events, excl. Trips	67	\$38.11	\$1,917,041
Fees for Recreational Lessons	63	\$79.81	\$4,014,078
TV/Video/Sound Equipment	68	\$743.41	\$37,391,380
Community Antenna or Cable Television	68	\$408.84	\$20,563,669
Color Televisions	66	\$83.92	\$4,220,676
VCRs, Video Cameras, and DVD Players	67	\$26.82	\$1,349,133
Video Cassettes and DVDs	70	\$36.10	\$1,815,575
Video Game Hardware and Software	70	\$24.82	\$1,248,589
Satellite Dishes	57	\$1.25	\$63,099
Rental of Video Cassettes and DVDs	71	\$43.96	\$2,211,071
Sound Equipment ³	67	\$113.29	\$5,698,316
Rental and Repair of TV/Sound Equipment	74	\$4.40	\$221,252
Pets	68	\$280.97	\$14,131,876
Toys and Games	67	\$131.25	\$6,601,690
Recreational Vehicles and Fees ⁴	54	\$219.79	\$11,054,810
Sports/Recreation/Exercise Equipment ⁵	49	\$109.65	\$5,515,090
Photo Equipment and Supplies ⁶	68	\$95.69	\$4,813,132
Reading ⁷	69	\$150.20	\$7,554,523
Food	67	\$5,503.09	\$276,789,049
Food at Home	66	\$3,254.19	\$163,676,078
Bakery and Cereal Products	66	\$478.92	\$24,088,124
Meat, Poultry, Fish, and Eggs	66	\$848.63	\$42,683,294
Dairy Products	66	\$353.66	\$17,788,121
Fruit and Vegetables	66	\$565.77	\$28,456,351
Snacks and Other Food at Home ⁸	67	\$1,007.22	\$50,660,188
Food Away from Home	67	\$2,248.90	\$113,112,971
Alcoholic Beverages	71	\$406.50	\$20,445,657
Nonalcoholic Beverages at Home	66	\$278.43	\$14,004,345



Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038

Longitude: -117.411503

Radius: 3.0 mile

Spokane, WA 99207

Site Type: Radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	60	\$2,800.66	\$140,864,862
Vehicle Loans	62	\$3,714.66	\$186,836,071
Health			
Nonprescription Drugs	69	\$78.01	\$3,923,717
Prescription Drugs	66	\$374.62	\$18,842,329
Eyeglasses and Contact Lenses	67	\$57.18	\$2,875,923
Home			
Mortgage Payment and Basics ⁹	59	\$4,833.75	\$243,123,161
Maintenance and Remodeling Services	59	\$1,054.42	\$53,034,251
Maintenance and Remodeling Materials ¹⁰	59	\$214.83	\$10,805,232
Utilities, Fuel, and Public Services	66	\$2,810.25	\$141,347,004
Household Furnishings and Equipment			
Household Textiles ¹¹	65	\$86.49	\$4,350,011
Furniture	64	\$394.83	\$19,858,910
Floor Coverings	60	\$50.85	\$2,557,472
Major Appliances ¹²	62	\$175.82	\$8,843,249
Housewares ¹³	52	\$53.41	\$2,686,284
Small Appliances	67	\$24.90	\$1,252,493
Luggage	66	\$6.78	\$341,037
Telephones and Accessories	29	\$15.97	\$803,063
Household Operations			
Child Care	66	\$275.17	\$13,840,385
Lawn and Garden ¹⁴	59	\$255.65	\$12,858,400
Moving/Storage/Freight Express	70	\$36.34	\$1,827,800
Housekeeping Supplies ¹⁵	66	\$497.42	\$25,018,868
Insurance			
Owners and Renters Insurance	62	\$272.46	\$13,704,081
Vehicle Insurance	65	\$894.07	\$44,969,197
Life/Other Insurance	63	\$406.64	\$20,452,744
Health Insurance	66	\$1,183.33	\$59,518,006
Personal Care Products ¹⁶	67	\$303.66	\$15,273,135
School Books and Supplies ¹⁷	82	\$96.53	\$4,854,931
Smoking Products	71	\$350.09	\$17,608,516
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	63	\$3,693.12	\$185,753,027
Gasoline and Motor Oil	64	\$1,183.44	\$59,523,725
Vehicle Maintenance and Repairs	65	\$695.49	\$34,981,258
Travel			
Airline Fares	67	\$261.60	\$13,157,625
Lodging on Trips	64	\$254.02	\$12,776,615
Auto/Truck/Van Rental on Trips	64	\$29.15	\$1,466,217
Food and Drink on Trips	66	\$302.20	\$15,199,625

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: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038

Longitude: -117.411503

Radius: 3.0 mile

Site Type: Radius

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**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**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.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**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.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**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, insulation materials, and materials to finish a basement, for owned homes.

¹¹**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.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**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.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038

Longitude: -117.411503

Radius: 5.0 mile

Spokane, WA 99207

Site Type: Radius

Top Tapestry Segments:

Great Expectations	20.2%
Rustbelt Traditions	15.4%
Midlife Junction	6.8%
Old and Newcomers	6.3%
Rustbelt Retirees	6.1%

Demographic Summary

	2006	2011
Population	197,697	204,903
Households	81,751	85,049
Families	46,480	47,736
Median Age	35.2	36.0
Median Household Income	\$38,357	\$45,076

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	55	\$1,500.95	\$122,704,271
Men's	58	\$300.56	\$24,570,805
Women's	51	\$476.93	\$38,989,471
Children's	62	\$277.80	\$22,710,701
Footwear	30	\$150.90	\$12,335,884
Watches & Jewelry	74	\$138.01	\$11,282,825
Apparel Products and Services ¹	106	\$156.75	\$12,814,585
Computer			
Computers and Hardware for Home Use	75	\$170.17	\$13,911,825
Software and Accessories for Home Use	76	\$23.97	\$1,959,250
Entertainment & Recreation	72	\$2,369.24	\$193,687,435
Fees and Admissions	74	\$447.95	\$36,620,746
Membership Fees for Clubs ²	73	\$119.77	\$9,791,137
Fees for Participant Sports, excl. Trips	73	\$83.06	\$6,790,104
Admission to Movie/Theatre/Opera/Ballet	77	\$114.09	\$9,326,667
Admission to Sporting Events, excl. Trips	74	\$42.39	\$3,465,040
Fees for Recreational Lessons	70	\$88.66	\$7,247,798
TV/Video/Sound Equipment	75	\$821.28	\$67,140,195
Community Antenna or Cable Television	75	\$450.76	\$36,849,883
Color Televisions	74	\$93.39	\$7,634,520
VCRs, Video Cameras, and DVD Players	74	\$29.73	\$2,430,079
Video Cassettes and DVDs	77	\$40.03	\$3,272,785
Video Game Hardware and Software	77	\$27.49	\$2,247,080
Satellite Dishes	65	\$1.43	\$117,234
Rental of Video Cassettes and DVDs	79	\$48.58	\$3,971,059
Sound Equipment ³	74	\$125.05	\$10,223,270
Rental and Repair of TV/Sound Equipment	81	\$4.82	\$394,285
Pets	76	\$314.08	\$25,676,346
Toys and Games	74	\$144.21	\$11,789,352
Recreational Vehicles and Fees ⁴	61	\$249.06	\$20,360,809
Sports/Recreation/Exercise Equipment ⁵	54	\$121.66	\$9,945,550
Photo Equipment and Supplies ⁶	74	\$105.32	\$8,609,962
Reading ⁷	76	\$165.68	\$13,544,475
Food	74	\$6,105.64	\$499,142,180
Food at Home	73	\$3,609.50	\$295,080,637
Bakery and Cereal Products	73	\$531.10	\$43,418,310
Meat, Poultry, Fish, and Eggs	73	\$941.12	\$76,937,324
Dairy Products	73	\$391.63	\$32,016,450
Fruit and Vegetables	74	\$630.01	\$51,504,082
Snacks and Other Food at Home ⁸	74	\$1,115.64	\$91,204,471
Food Away from Home	75	\$2,496.14	\$204,061,543
Alcoholic Beverages	78	\$449.57	\$36,753,194
Nonalcoholic Beverages at Home	73	\$308.48	\$25,218,267



Retail Goods and Services Expenditures

Dixon Investment Company

Latitude: 47.701038

Longitude: -117.411503

Radius: 5.0 mile

Spokane, WA 99207

Site Type: Radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	70	\$3,267.90	\$267,153,815
Vehicle Loans	70	\$4,142.21	\$338,629,426
Health			
Nonprescription Drugs	76	\$86.01	\$7,031,192
Prescription Drugs	73	\$412.67	\$33,735,934
Eyeglasses and Contact Lenses	73	\$62.97	\$5,147,596
Home			
Mortgage Payment and Basics ⁹	66	\$5,402.07	\$441,624,877
Maintenance and Remodeling Services	66	\$1,178.05	\$96,307,115
Maintenance and Remodeling Materials ¹⁰	65	\$235.90	\$19,285,456
Utilities, Fuel, and Public Services	73	\$3,106.27	\$253,940,706
Household Furnishings and Equipment			
Household Textiles ¹¹	72	\$96.29	\$7,871,634
Furniture	71	\$441.06	\$36,057,006
Floor Coverings	68	\$57.22	\$4,678,134
Major Appliances ¹²	69	\$196.13	\$16,033,457
Housewares ¹³	58	\$59.62	\$4,874,233
Small Appliances	74	\$27.51	\$2,249,112
Luggage	74	\$7.54	\$616,759
Telephones and Accessories	32	\$17.74	\$1,450,427
Household Operations			
Child Care	73	\$304.45	\$24,889,369
Lawn and Garden ¹⁴	66	\$285.24	\$23,318,590
Moving/Storage/Freight Express	79	\$41.28	\$3,374,678
Housekeeping Supplies ¹⁵	73	\$549.95	\$44,959,152
Insurance			
Owners and Renters Insurance	68	\$301.37	\$24,637,702
Vehicle Insurance	72	\$993.72	\$81,237,561
Life/Other Insurance	69	\$450.02	\$36,789,875
Health Insurance	72	\$1,304.59	\$106,651,292
Personal Care Products ¹⁶	75	\$337.12	\$27,559,592
School Books and Supplies ¹⁷	90	\$105.22	\$8,601,903
Smoking Products	77	\$382.43	\$31,263,695
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	70	\$4,113.16	\$336,254,782
Gasoline and Motor Oil	71	\$1,315.60	\$107,551,370
Vehicle Maintenance and Repairs	73	\$777.41	\$63,554,230
Travel			
Airline Fares	74	\$291.71	\$23,847,412
Lodging on Trips	71	\$282.15	\$23,065,663
Auto/Truck/Van Rental on Trips	72	\$32.63	\$2,667,558
Food and Drink on Trips	73	\$335.15	\$27,399,002

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: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



4727 N Division St
Spokane, WA 99207

Retail Goods and Services Expenditures

Dixon Investment Company

Site Type: Radius

Latitude: 47.701038

Longitude: -117.411503

Radius: 5.0 mile

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**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**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.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**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.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**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, insulation materials, and materials to finish a basement, for owned homes.

¹¹**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.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**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.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.