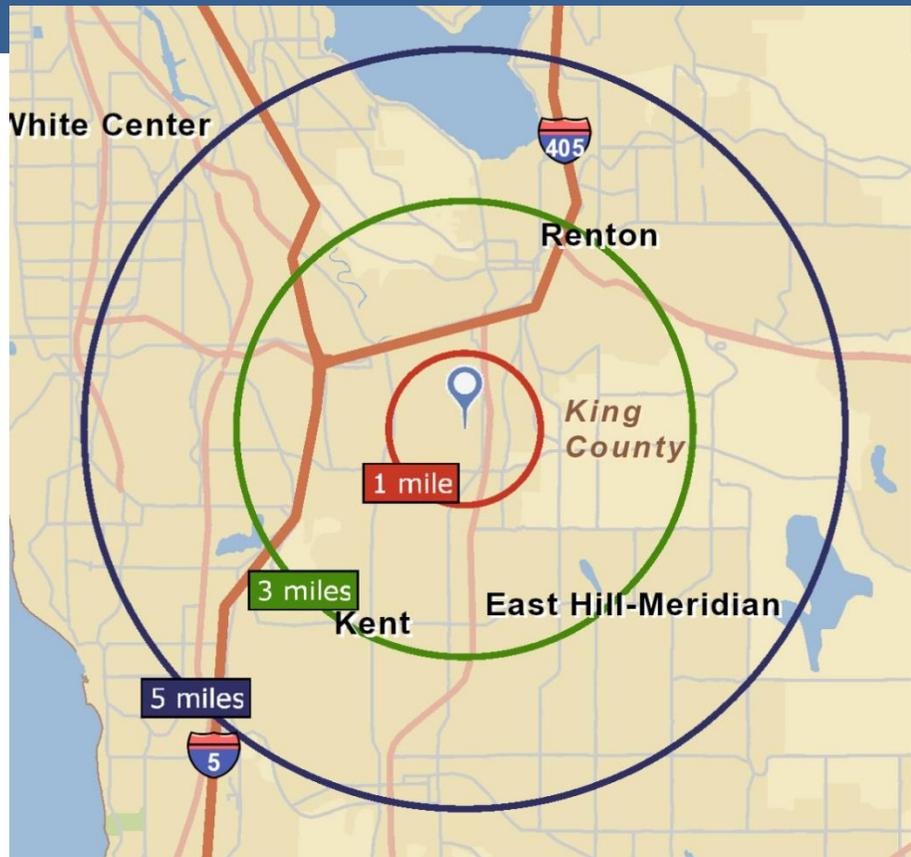


# Expenditures

## SW Renton

1, 3 and 5 Miles Radii from the Intersection of  
SW 34<sup>th</sup> St & Lind Ave S



RENTON. AHEAD OF THE CURVE.

City of  
**Renton**



Community & Economic Development

[Blank Page]

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

2013 Housing Summary		2013 Demographic Summary	
Housing Units	658	Population	1,918
2013-2018 Percent Change	1.82%	Households	631
Percent Occupied	95.9%	Families	470
Percent Owner Households	68.6%	Median Age	36.8
Median Home Value	\$310,484	Median Household Income	\$69,919
		Spending Potential	Average Amount
		Index	Spent
			Total
<b>Owned Dwellings</b>		125	\$9,031,430
Mortgage Interest		124	\$3,326,653
Mortgage Principal		124	\$1,708,638
Property Taxes		131	\$2,080,454
Homeowners Insurance		111	\$333,947
Ground Rent		122	\$53,675
Maintenance and Remodeling Services		121	\$1,231,756
Maintenance and Remodeling Materials		110	\$200,977
Property Management and Security		142	\$95,329
<b>Rented Dwellings</b>		98	\$2,510,040
Rent		98	\$2,409,273
Rent Received as Pay		92	\$65,086
Renters' Insurance		92	\$9,987
Maintenance and Repair Services		93	\$16,281
Maintenance and Repair Materials		103	\$9,413
<b>Owned Vacation Homes</b>		127	\$481,515
Mortgage Payment		123	\$159,239
Property Taxes		124	\$125,137
Homeowners Insurance		121	\$10,814
Maintenance and Remodeling		136	\$162,939
Property Management and Security		130	\$23,386
Housing While Attending School		120	\$66,503
<b>Household Operations</b>		114	\$1,251,299
Child Care		120	\$336,306
Care for Elderly or Handicapped		133	\$51,532
Appliance Rental and Repair		111	\$18,675
Computer Information Services		110	\$285,901
Home Security System Services		108	\$22,867
Non-Apparel Household Laundry/Dry Cleaning		28	\$5,070
Housekeeping Services		125	\$117,123
Lawn and Garden		111	\$297,682
Moving/Storage/Freight Express		108	\$44,645
Installation of Computers		112	\$405
PC Repair (Personal Use)		120	\$7,204
Reupholstering/Furniture Repair		121	\$6,227
Termite/Pest Control		100	\$19,459
Water Softening Services		95	\$3,448
Internet Services Away from Home		114	\$4,412
Voice Over IP Service		136	\$11,533
Other Home Services (1)		126	\$18,812

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	107	\$5,427.21	\$3,424,569
Bottled Gas	83	\$62.30	\$39,312
Electricity	100	\$1,941.09	\$1,224,829
Fuel Oil	166	\$189.08	\$119,311
Natural Gas	126	\$740.62	\$467,331
Phone Services	106	\$1,742.85	\$1,099,740
Water and Other Public Services	109	\$740.17	\$467,045
Coal/Wood/Other Fuel	88	\$11.09	\$6,999
<b>Housekeeping Supplies</b>	108	\$766.14	\$483,433
Laundry and Cleaning Supplies	103	\$209.14	\$131,969
Postage and Stationery	110	\$196.32	\$123,876
Other HH Products (2)	109	\$360.68	\$227,588
<b>Household Textiles</b>	114	\$120.51	\$76,042
Bathroom Linens	113	\$16.70	\$10,537
Bedroom Linens	114	\$56.93	\$35,921
Kitchen and Dining Room Linens	120	\$3.00	\$1,891
Curtains and Draperies	116	\$23.04	\$14,540
Slipcovers, Decorative Pillows	125	\$6.20	\$3,913
Materials for Slipcovers/Curtains	110	\$12.99	\$8,196
Other Linens	115	\$1.65	\$1,043
<b>Furniture</b>	111	\$532.76	\$336,172
Mattresses and Box Springs	114	\$85.67	\$54,056
Other Bedroom Furniture	105	\$95.60	\$60,321
Sofas	110	\$133.70	\$84,366
Living Room Tables and Chairs	111	\$76.86	\$48,498
Kitchen, Dining Room Furniture	110	\$44.84	\$28,291
Infant Furniture	112	\$12.67	\$7,992
Outdoor Furniture	116	\$26.60	\$16,786
Wall Units, Cabinets, Other Furniture (3)	115	\$56.83	\$35,862
<b>Major Appliances</b>	107	\$295.82	\$186,662
Dishwashers and Disposals	123	\$27.61	\$17,424
Refrigerators and Freezers	108	\$82.64	\$52,147
Clothes Washers	102	\$47.13	\$29,740
Clothes Dryers	99	\$35.60	\$22,462
Cooking Stoves and Ovens	110	\$44.50	\$28,080
Microwave Ovens	110	\$14.70	\$9,276
Window Air Conditioners	103	\$7.09	\$4,476
Electric Floor Cleaning Equipment	107	\$23.19	\$14,631
Sewing Machines and Miscellaneous Appliances	108	\$13.35	\$8,426

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	133	\$33.93	\$21,409
Housewares	99	\$73.55	\$46,411
Small Appliances	112	\$49.92	\$31,502
Window Coverings	117	\$31.05	\$19,593
Lamps and Other Lighting Fixtures	117	\$23.78	\$15,008
Infant Equipment	40	\$8.55	\$5,398
Rental of Furniture	75	\$5.32	\$3,355
Laundry and Cleaning Equipment	108	\$25.98	\$16,391
Closet and Storage Items	21	\$4.59	\$2,899
Luggage	120	\$10.71	\$6,756
Clocks and Other Household Decoratives	40	\$60.23	\$38,008
Telephones and Accessories	97	\$52.19	\$32,931
Telephone Answering Devices	106	\$0.69	\$436
Grills and Outdoor Equipment	37	\$17.31	\$10,922
Power Tools	45	\$23.27	\$14,683
Hand Tools	113	\$8.35	\$5,268
Office Furniture/Equipment for Home Use	115	\$16.83	\$10,617
Computers and Hardware for Home Use	115	\$234.34	\$147,867
Portable Memory	110	\$8.36	\$5,273
Computer Software	117	\$23.19	\$14,636
Computer Accessories	116	\$19.26	\$12,156
Personal Digital Assistants	107	\$7.96	\$5,023
Other Household Items (4)	106	\$87.88	\$55,451

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# House and Home Expenditures

SW midpoint  
 Location  
 Ring: 3 miles radius

Prepared by CED/Planning  
 Latitude: 47.45854  
 Longitude: -122.22751

2013 Housing Summary		2013 Demographic Summary		
Housing Units	36,813	Population	87,744	
2013-2018 Percent Change	6.16%	Households	34,150	
Percent Occupied	92.8%	Families	20,236	
Percent Owner Households	49.6%	Median Age	35.7	
Median Home Value	\$274,470	Median Household Income	\$52,661	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		89	\$10,177.85	\$347,573,635
Mortgage Interest		92	\$3,878.38	\$132,446,679
Mortgage Principal		88	\$1,920.93	\$65,599,598
Property Taxes		90	\$2,248.42	\$76,783,615
Homeowners Insurance		80	\$379.22	\$12,950,417
Ground Rent		90	\$63.03	\$2,152,375
Maintenance and Remodeling Services		84	\$1,358.25	\$46,384,222
Maintenance and Remodeling Materials		77	\$224.23	\$7,657,540
Property Management and Security		99	\$105.39	\$3,599,188
<b>Rented Dwellings</b>		124	\$5,059.85	\$172,793,860
Rent		125	\$4,873.94	\$166,445,032
Rent Received as Pay		114	\$127.69	\$4,360,645
Renters' Insurance		113	\$19.45	\$664,150
Maintenance and Repair Services		87	\$24.15	\$824,563
Maintenance and Repair Materials		101	\$14.63	\$499,471
<b>Owned Vacation Homes</b>		90	\$537.34	\$18,350,247
Mortgage Payment		90	\$184.90	\$6,314,382
Property Taxes		86	\$137.48	\$4,694,899
Homeowners Insurance		83	\$11.74	\$400,965
Maintenance and Remodeling		94	\$178.45	\$6,094,164
Property Management and Security		87	\$24.77	\$845,836
Housing While Attending School		94	\$83.08	\$2,837,184
<b>Household Operations</b>		91	\$1,592.10	\$54,370,132
Child Care		102	\$451.11	\$15,405,436
Care for Elderly or Handicapped		97	\$59.31	\$2,025,382
Appliance Rental and Repair		84	\$22.35	\$763,356
Computer Information Services		94	\$386.07	\$13,184,223
Home Security System Services		83	\$27.99	\$955,729
Non-Apparel Household Laundry/Dry Cleaning		27	\$7.78	\$265,836
Housekeeping Services		92	\$137.18	\$4,684,694
Lawn and Garden		81	\$345.07	\$11,784,267
Moving/Storage/Freight Express		104	\$67.87	\$2,317,825
Installation of Computers		86	\$0.49	\$16,881
PC Repair (Personal Use)		97	\$9.18	\$313,555
Reupholstering/Furniture Repair		84	\$6.90	\$235,497
Termite/Pest Control		81	\$24.97	\$852,567
Water Softening Services		71	\$4.10	\$140,170
Internet Services Away from Home		101	\$6.20	\$211,643
Voice Over IP Service		107	\$14.35	\$489,985
Other Home Services (1)		90	\$21.17	\$723,086

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	89	\$4,505.57	\$153,865,200
Bottled Gas	60	\$45.24	\$1,544,782
Electricity	86	\$1,669.86	\$57,025,822
Fuel Oil	101	\$114.89	\$3,923,531
Natural Gas	95	\$558.76	\$19,081,693
Phone Services	92	\$1,501.11	\$51,262,930
Water and Other Public Services	90	\$608.37	\$20,775,869
Coal/Wood/Other Fuel	58	\$7.34	\$250,573
<b>Housekeeping Supplies</b>	89	\$631.56	\$21,567,762
Laundry and Cleaning Supplies	89	\$179.48	\$6,129,359
Postage and Stationery	87	\$156.30	\$5,337,492
Other HH Products (2)	90	\$295.78	\$10,100,911
<b>Household Textiles</b>	94	\$98.97	\$3,379,797
Bathroom Linens	97	\$14.29	\$488,100
Bedroom Linens	96	\$48.22	\$1,646,656
Kitchen and Dining Room Linens	94	\$2.37	\$80,820
Curtains and Draperies	89	\$17.69	\$603,964
Slipcovers, Decorative Pillows	99	\$4.90	\$167,193
Materials for Slipcovers/Curtains	85	\$10.07	\$343,770
Other Linens	100	\$1.44	\$49,293
<b>Furniture</b>	92	\$444.67	\$15,185,559
Mattresses and Box Springs	94	\$70.60	\$2,410,914
Other Bedroom Furniture	94	\$85.87	\$2,932,333
Sofas	94	\$113.91	\$3,889,925
Living Room Tables and Chairs	88	\$61.14	\$2,087,965
Kitchen, Dining Room Furniture	92	\$37.58	\$1,283,462
Infant Furniture	101	\$11.38	\$388,512
Outdoor Furniture	86	\$19.74	\$674,040
Wall Units, Cabinets, Other Furniture (3)	90	\$44.46	\$1,518,408
<b>Major Appliances</b>	85	\$233.27	\$7,966,308
Dishwashers and Disposals	88	\$19.75	\$674,383
Refrigerators and Freezers	83	\$63.17	\$2,157,285
Clothes Washers	85	\$39.29	\$1,341,662
Clothes Dryers	84	\$30.24	\$1,032,696
Cooking Stoves and Ovens	82	\$33.15	\$1,132,150
Microwave Ovens	91	\$12.21	\$416,956
Window Air Conditioners	84	\$5.81	\$198,284
Electric Floor Cleaning Equipment	89	\$19.22	\$656,468
Sewing Machines and Miscellaneous Appliances	84	\$10.44	\$356,425

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	94	\$23.79	\$812,346
Housewares	81	\$60.36	\$2,061,132
Small Appliances	90	\$40.47	\$1,382,098
Window Coverings	88	\$23.48	\$801,850
Lamps and Other Lighting Fixtures	94	\$19.20	\$655,533
Infant Equipment	36	\$7.75	\$264,607
Rental of Furniture	90	\$6.40	\$218,686
Laundry and Cleaning Equipment	89	\$21.47	\$733,355
Closet and Storage Items	18	\$3.94	\$134,656
Luggage	96	\$8.54	\$291,750
Clocks and Other Household Decoratives	32	\$47.28	\$1,614,482
Telephones and Accessories	89	\$47.58	\$1,624,878
Telephone Answering Devices	92	\$0.60	\$20,373
Grills and Outdoor Equipment	28	\$13.16	\$449,466
Power Tools	35	\$18.38	\$627,731
Hand Tools	95	\$7.00	\$239,021
Office Furniture/Equipment for Home Use	94	\$13.66	\$466,624
Computers and Hardware for Home Use	97	\$198.46	\$6,777,407
Portable Memory	95	\$7.27	\$248,249
Computer Software	100	\$19.67	\$671,691
Computer Accessories	91	\$15.21	\$519,348
Personal Digital Assistants	90	\$6.73	\$229,670
Other Household Items (4)	87	\$72.26	\$2,467,714

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# House and Home Expenditures

SW midpoint  
 Location  
 Ring: 5 miles radius

Prepared by CED/Planning  
 Latitude: 47.45854  
 Longitude: -122.22751

2013 Housing Summary		2013 Demographic Summary	
Housing Units	103,304	Population	258,835
2013-2018 Percent Change	6.36%	Households	96,526
Percent Occupied	93.4%	Families	61,544
Percent Owner Households	56.1%	Median Age	36.0
Median Home Value	\$286,196	Median Household Income	\$56,447
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		100	\$1,104,331,927
Mortgage Interest		103	\$4,351.42
Mortgage Principal		99	\$2,166.75
Property Taxes		101	\$2,522.76
Homeowners Insurance		90	\$427.38
Ground Rent		100	\$69.88
Maintenance and Remodeling Services		95	\$1,532.88
Maintenance and Remodeling Materials		87	\$252.61
Property Management and Security		110	\$117.10
<b>Rented Dwellings</b>		128	\$5,199.67
Rent		128	\$5,006.65
Rent Received as Pay		118	\$131.41
Renters' Insurance		117	\$20.22
Maintenance and Repair Services		94	\$25.98
Maintenance and Repair Materials		107	\$15.40
<b>Owned Vacation Homes</b>		102	\$609.35
Mortgage Payment		101	\$208.58
Property Taxes		97	\$155.19
Homeowners Insurance		93	\$13.18
Maintenance and Remodeling		108	\$204.46
Property Management and Security		98	\$27.94
Housing While Attending School		104	\$91.61
<b>Household Operations</b>		101	\$1,753.48
Child Care		111	\$491.44
Care for Elderly or Handicapped		107	\$65.68
Appliance Rental and Repair		93	\$24.96
Computer Information Services		103	\$420.88
Home Security System Services		94	\$31.48
Non-Apparel Household Laundry/Dry Cleaning		28	\$8.11
Housekeeping Services		103	\$153.77
Lawn and Garden		91	\$386.98
Moving/Storage/Freight Express		112	\$73.21
Installation of Computers		95	\$0.54
PC Repair (Personal Use)		106	\$10.02
Reupholstering/Furniture Repair		95	\$7.76
Termite/Pest Control		91	\$28.13
Water Softening Services		80	\$4.59
Internet Services Away from Home		109	\$6.66
Voice Over IP Service		116	\$15.55
Other Home Services (1)		100	\$23.70

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	98	\$4,947.11	\$477,524,752
Bottled Gas	67	\$50.67	\$4,891,422
Electricity	95	\$1,835.96	\$177,217,532
Fuel Oil	111	\$126.17	\$12,179,091
Natural Gas	104	\$612.61	\$59,132,409
Phone Services	100	\$1,638.64	\$158,171,686
Water and Other Public Services	99	\$674.87	\$65,142,559
Coal/Wood/Other Fuel	65	\$8.18	\$790,052
<b>Housekeeping Supplies</b>	98	\$694.09	\$66,997,996
Laundry and Cleaning Supplies	97	\$196.38	\$18,955,688
Postage and Stationery	97	\$172.72	\$16,672,161
Other HH Products (2)	98	\$324.99	\$31,370,147
<b>Household Textiles</b>	103	\$108.52	\$10,474,810
Bathroom Linens	106	\$15.58	\$1,503,587
Bedroom Linens	105	\$52.59	\$5,076,166
Kitchen and Dining Room Linens	104	\$2.60	\$251,145
Curtains and Draperies	99	\$19.62	\$1,893,412
Slipcovers, Decorative Pillows	108	\$5.35	\$516,803
Materials for Slipcovers/Curtains	95	\$11.21	\$1,081,866
Other Linens	109	\$1.57	\$151,832
<b>Furniture</b>	101	\$488.41	\$47,144,443
Mattresses and Box Springs	103	\$77.37	\$7,468,146
Other Bedroom Furniture	103	\$93.70	\$9,044,566
Sofas	103	\$124.74	\$12,040,615
Living Room Tables and Chairs	98	\$67.73	\$6,537,381
Kitchen, Dining Room Furniture	101	\$41.28	\$3,984,776
Infant Furniture	109	\$12.32	\$1,189,480
Outdoor Furniture	97	\$22.18	\$2,140,785
Wall Units, Cabinets, Other Furniture (3)	99	\$49.09	\$4,738,694
<b>Major Appliances</b>	94	\$259.42	\$25,040,881
Dishwashers and Disposals	99	\$22.16	\$2,138,819
Refrigerators and Freezers	92	\$70.46	\$6,801,495
Clothes Washers	94	\$43.51	\$4,200,284
Clothes Dryers	93	\$33.47	\$3,230,857
Cooking Stoves and Ovens	93	\$37.34	\$3,604,093
Microwave Ovens	100	\$13.42	\$1,295,059
Window Air Conditioners	91	\$6.29	\$607,189
Electric Floor Cleaning Equipment	97	\$21.10	\$2,037,053
Sewing Machines and Miscellaneous Appliances	94	\$11.67	\$1,126,033

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# House and Home Expenditures

SW midpoint  
 Location  
 Ring: 5 miles radius

Prepared by CED/Planning  
 Latitude: 47.45854  
 Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	104	\$26.45	\$2,553,376
Housewares	89	\$66.31	\$6,400,851
Small Appliances	99	\$44.34	\$4,279,555
Window Coverings	100	\$26.46	\$2,554,486
Lamps and Other Lighting Fixtures	104	\$21.13	\$2,039,218
Infant Equipment	39	\$8.39	\$810,197
Rental of Furniture	95	\$6.76	\$652,543
Laundry and Cleaning Equipment	98	\$23.62	\$2,279,799
Closet and Storage Items	19	\$4.31	\$415,791
Luggage	106	\$9.46	\$913,271
Clocks and Other Household Decoratives	35	\$52.17	\$5,035,931
Telephones and Accessories	96	\$51.53	\$4,973,674
Telephone Answering Devices	100	\$0.65	\$62,708
Grills and Outdoor Equipment	32	\$14.66	\$1,415,166
Power Tools	39	\$20.31	\$1,960,095
Hand Tools	103	\$7.62	\$735,893
Office Furniture/Equipment for Home Use	103	\$15.08	\$1,455,876
Computers and Hardware for Home Use	106	\$216.53	\$20,900,490
Portable Memory	104	\$7.92	\$764,676
Computer Software	109	\$21.44	\$2,069,776
Computer Accessories	101	\$16.84	\$1,625,240
Personal Digital Assistants	99	\$7.42	\$716,622
Other Household Items (4)	96	\$79.73	\$7,696,489

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

[Blank Page]

# Household Budget Expenditures

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		1,918	2,052	
Households		631	670	
Families		470	499	
Median Age		36.8	37.8	
Median Household Income		\$69,919	\$81,697	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	111	\$77,146.17	\$48,679,231	100.0%
Food	110	\$9,020.28	\$5,691,794	11.7%
Food at Home	109	\$5,467.41	\$3,449,938	7.1%
Food Away from Home	111	\$3,552.86	\$2,241,856	4.6%
Alcoholic Beverages	114	\$607.44	\$383,294	0.8%
Housing	115	\$24,586.46	\$15,514,057	31.9%
Shelter	118	\$19,159.25	\$12,089,488	24.8%
Utilities, Fuel and Public Services	107	\$5,427.21	\$3,424,569	7.0%
Household Operations	114	\$1,983.04	\$1,251,299	2.6%
Housekeeping Supplies	108	\$766.14	\$483,433	1.0%
Household Furnishings and Equipment	99	\$1,776.34	\$1,120,868	2.3%
Apparel and Services	76	\$1,711.99	\$1,080,266	2.2%
Transportation	108	\$10,452.91	\$6,595,787	13.5%
Travel	119	\$2,188.80	\$1,381,132	2.8%
Health Care	109	\$4,859.67	\$3,066,449	6.3%
Entertainment and Recreation	116	\$3,765.31	\$2,375,910	4.9%
Personal Care Products & Services	111	\$824.31	\$520,138	1.1%
Education	124	\$1,808.88	\$1,141,406	2.3%
Smoking Products	94	\$458.71	\$289,448	0.6%
Miscellaneous (1)	109	\$1,284.15	\$810,299	1.7%
Support Payments/Cash Contributions/Gifts in Kind	108	\$2,490.98	\$1,571,807	3.2%
Life/Other Insurance	112	\$487.23	\$307,441	0.6%
Pensions and Social Security	116	\$8,073.54	\$5,094,405	10.5%

**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.

**(1) Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Household Budget Expenditures

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		87,744	93,370	
Households		34,150	36,263	
Families		20,236	21,373	
Median Age		35.7	36.4	
Median Household Income		\$52,661	\$62,507	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	91	\$63,368.49	\$2,164,033,914	100.0%
Food	93	\$7,659.34	\$261,566,334	12.1%
Food at Home	92	\$4,621.89	\$157,837,612	7.3%
Food Away from Home	95	\$3,037.44	\$103,728,722	4.8%
Alcoholic Beverages	98	\$520.35	\$17,770,118	0.8%
Housing	96	\$20,363.69	\$695,420,126	32.1%
Shelter	98	\$15,858.12	\$541,554,926	25.0%
Utilities, Fuel and Public Services	89	\$4,505.57	\$153,865,200	7.1%
Household Operations	91	\$1,592.10	\$54,370,132	2.5%
Housekeeping Supplies	89	\$631.56	\$21,567,762	1.0%
Household Furnishings and Equipment	81	\$1,459.57	\$49,844,331	2.3%
Apparel and Services	64	\$1,451.00	\$49,551,509	2.3%
Transportation	91	\$8,767.07	\$299,395,518	13.8%
Travel	92	\$1,695.70	\$57,908,185	2.7%
Health Care	85	\$3,798.28	\$129,711,237	6.0%
Entertainment and Recreation	93	\$3,033.87	\$103,606,532	4.8%
Personal Care Products & Services	93	\$687.16	\$23,466,423	1.1%
Education	100	\$1,462.46	\$49,943,121	2.3%
Smoking Products	87	\$420.94	\$14,375,119	0.7%
Miscellaneous (1)	88	\$1,030.97	\$35,207,459	1.6%
Support Payments/Cash Contributions/Gifts in Kind	87	\$1,991.67	\$68,015,624	3.1%
Life/Other Insurance	81	\$354.21	\$12,096,347	0.6%
Pensions and Social Security	93	\$6,448.55	\$220,218,037	10.2%

**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.

**(1) Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Household Budget Expenditures

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>		<b>2018</b>	
Population		258,835		276,348	
Households		96,526		102,791	
Families		61,544		65,297	
Median Age		36.0		36.6	
Median Household Income		\$56,447		\$68,351	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>	
Total Expenditures	100	\$69,558.90	\$6,714,242,811	100.0%	
Food	102	\$8,365.00	\$807,440,157	12.0%	
Food at Home	100	\$5,049.68	\$487,425,405	7.3%	
Food Away from Home	104	\$3,315.32	\$320,014,752	4.8%	
Alcoholic Beverages	106	\$565.16	\$54,553,081	0.8%	
Housing	105	\$22,288.52	\$2,151,421,435	32.0%	
Shelter	107	\$17,341.41	\$1,673,896,683	24.9%	
Utilities, Fuel and Public Services	98	\$4,947.11	\$477,524,752	7.1%	
Household Operations	101	\$1,753.48	\$169,256,344	2.5%	
Housekeeping Supplies	98	\$694.09	\$66,997,996	1.0%	
Household Furnishings and Equipment	89	\$1,605.49	\$154,971,859	2.3%	
Apparel and Services	70	\$1,583.14	\$152,814,366	2.3%	
Transportation	100	\$9,616.46	\$928,238,190	13.8%	
Travel	102	\$1,878.87	\$181,359,819	2.7%	
Health Care	94	\$4,204.87	\$405,878,829	6.0%	
Entertainment and Recreation	103	\$3,341.07	\$322,500,421	4.8%	
Personal Care Products & Services	102	\$754.51	\$72,830,159	1.1%	
Education	109	\$1,592.88	\$153,754,644	2.3%	
Smoking Products	93	\$453.63	\$43,787,350	0.7%	
Miscellaneous (1)	96	\$1,133.42	\$109,404,486	1.6%	
Support Payments/Cash Contributions/Gifts in Kind	96	\$2,204.23	\$212,765,027	3.2%	
Life/Other Insurance	91	\$397.88	\$38,405,537	0.6%	
Pensions and Social Security	103	\$7,126.20	\$687,863,113	10.2%	

**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.

**(1) Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

[Blank Page]

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		1,918	2,052
Households		631	670
Families		470	499
Median Age		36.8	37.8
Median Household Income		\$69,919	\$81,697
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	124	\$781.16	\$492,910
Admission to Movies, Theater, Opera, Ballet	121	\$189.48	\$119,564
Admission to Sporting Events, excl. Trips	121	\$76.17	\$48,064
Fees for Participant Sports, excl. Trips	123	\$144.92	\$91,445
Fees for Recreational Lessons	136	\$168.38	\$106,250
Membership Fees for Social/Recreation/Civic Clubs	121	\$201.75	\$127,302
Dating Services	105	\$0.45	\$285
Rental of Video Cassettes and DVDs	110	\$30.01	\$18,934
<b>Toys &amp; Games</b>	113	\$157.40	\$99,317
Toys and Playground Equipment	113	\$150.00	\$94,649
Play Arcade Pinball/Video Games	106	\$3.28	\$2,072
Online Entertainment and Games	114	\$4.11	\$2,596
<b>Recreational Vehicles and Fees</b>	125	\$281.39	\$177,555
Docking and Landing Fees for Boats and Planes	131	\$15.85	\$10,003
Camp Fees	137	\$50.14	\$31,641
Purchase of RVs or Boats	122	\$205.66	\$129,773
Rental of RVs or Boats	117	\$9.73	\$6,138
<b>Sports, Recreation and Exercise Equipment</b>	98	\$175.82	\$110,941
Exercise Equipment and Gear, Game Tables	114	\$76.98	\$48,577
Bicycles	121	\$31.00	\$19,561
Camping Equipment	60	\$11.21	\$7,073
Hunting and Fishing Equipment	68	\$27.51	\$17,361
Winter Sports Equipment	123	\$8.69	\$5,485
Water Sports Equipment	111	\$7.40	\$4,671
Other Sports Equipment	103	\$8.78	\$5,543
Rental/Repair of Sports/Recreation/Exercise Equipment	111	\$4.23	\$2,669
<b>Photographic Equipment and Supplies</b>	116	\$90.15	\$56,883
Film	115	\$1.65	\$1,042
Film Processing	113	\$15.82	\$9,984
Photographic Equipment	117	\$41.21	\$26,005
Photographer Fees/Other Supplies & Equip Rental/Repair	115	\$31.46	\$19,852
<b>Reading</b>	116	\$179.08	\$113,002
Magazine/Newspaper Subscriptions	117	\$64.05	\$40,418
Magazine/Newspaper Single Copies	117	\$19.75	\$12,460
Books	116	\$75.11	\$47,393
Digital Book Readers	114	\$20.17	\$12,730

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		87,744	93,370
Households		34,150	36,263
Families		20,236	21,373
Median Age		35.7	36.4
Median Household Income		\$52,661	\$62,507
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	96	\$602.65	\$20,580,631
Admission to Movies, Theater, Opera, Ballet	99	\$155.10	\$5,296,565
Admission to Sporting Events, excl.Trips	92	\$57.61	\$1,967,410
Fees for Participant Sports, excl.Trips	95	\$111.99	\$3,824,562
Fees for Recreational Lessons	100	\$124.29	\$4,244,364
Membership Fees for Social/Recreation/Civic Clubs	92	\$153.21	\$5,232,127
Dating Services	107	\$0.46	\$15,604
Rental of Video Cassettes and DVDs	98	\$26.95	\$920,310
<b>Toys &amp; Games</b>	96	\$132.85	\$4,536,801
Toys and Playground Equipment	95	\$125.91	\$4,299,706
Play Arcade Pinball/Video Games	105	\$3.24	\$110,636
Online Entertainment and Games	103	\$3.70	\$126,460
<b>Recreational Vehicles and Fees</b>	87	\$195.79	\$6,686,134
Docking and Landing Fees for Boats and Planes	88	\$10.63	\$363,133
Camp Fees	96	\$35.18	\$1,201,294
Purchase of RVs or Boats	85	\$142.39	\$4,862,452
Rental of RVs or Boats	91	\$7.59	\$259,254
<b>Sports, Recreation and Exercise Equipment</b>	80	\$143.69	\$4,907,159
Exercise Equipment and Gear, Game Tables	91	\$61.30	\$2,093,247
Bicycles	101	\$25.99	\$887,445
Camping Equipment	48	\$8.97	\$306,427
Hunting and Fishing Equipment	59	\$24.11	\$823,203
Winter Sports Equipment	96	\$6.77	\$231,220
Water Sports Equipment	88	\$5.87	\$200,402
Other Sports Equipment	87	\$7.45	\$254,297
Rental/Repair of Sports/Recreation/Exercise Equipment	85	\$3.25	\$110,918
<b>Photographic Equipment and Supplies</b>	95	\$74.19	\$2,533,611
Film	93	\$1.34	\$45,812
Film Processing	88	\$12.32	\$420,674
Photographic Equipment	98	\$34.54	\$1,179,502
Photographer Fees/Other Supplies & Equip Rental/Repair	95	\$25.99	\$887,623
<b>Reading</b>	90	\$138.94	\$4,744,867
Magazine/Newspaper Subscriptions	85	\$46.18	\$1,577,016
Magazine/Newspaper Single Copies	94	\$15.79	\$539,360
Books	93	\$60.51	\$2,066,537
Digital Book Readers	93	\$16.46	\$561,953

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		258,835	276,348
Households		96,526	102,791
Families		61,544	65,297
Median Age		36.0	36.6
Median Household Income		\$56,447	\$68,351
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	106	\$667.72	\$64,451,982
Admission to Movies, Theater, Opera, Ballet	108	\$170.22	\$16,430,272
Admission to Sporting Events, excl.Trips	102	\$63.96	\$6,173,906
Fees for Participant Sports, excl.Trips	105	\$124.34	\$12,002,124
Fees for Recreational Lessons	111	\$137.86	\$13,307,421
Membership Fees for Social/Recreation/Civic Clubs	102	\$170.85	\$16,491,383
Dating Services	114	\$0.49	\$46,874
Rental of Video Cassettes and DVDs	107	\$29.29	\$2,827,420
<b>Toys &amp; Games</b>	104	\$144.65	\$13,962,417
Toys and Playground Equipment	104	\$137.21	\$13,244,794
Play Arcade Pinball/Video Games	112	\$3.45	\$333,099
Online Entertainment and Games	111	\$3.98	\$384,525
<b>Recreational Vehicles and Fees</b>	98	\$220.80	\$21,313,400
Docking and Landing Fees for Boats and Planes	100	\$12.11	\$1,168,593
Camp Fees	109	\$39.72	\$3,833,858
Purchase of RVs or Boats	95	\$160.53	\$15,495,212
Rental of RVs or Boats	101	\$8.45	\$815,738
<b>Sports, Recreation and Exercise Equipment</b>	89	\$158.14	\$15,264,716
Exercise Equipment and Gear, Game Tables	100	\$67.49	\$6,514,733
Bicycles	111	\$28.46	\$2,747,003
Camping Equipment	53	\$9.93	\$958,396
Hunting and Fishing Equipment	65	\$26.51	\$2,558,986
Winter Sports Equipment	106	\$7.49	\$723,303
Water Sports Equipment	97	\$6.49	\$626,482
Other Sports Equipment	95	\$8.14	\$785,727
Rental/Repair of Sports/Recreation/Exercise Equipment	95	\$3.63	\$350,086
<b>Photographic Equipment and Supplies</b>	104	\$81.15	\$7,832,729
Film	101	\$1.46	\$141,393
Film Processing	98	\$13.62	\$1,315,126
Photographic Equipment	107	\$37.67	\$3,636,504
Photographer Fees/Other Supplies & Equip Rental/Repair	104	\$28.38	\$2,739,707
<b>Reading</b>	100	\$153.37	\$14,803,750
Magazine/Newspaper Subscriptions	94	\$51.47	\$4,967,863
Magazine/Newspaper Single Copies	102	\$17.19	\$1,659,356
Books	103	\$66.53	\$6,422,155
Digital Book Readers	103	\$18.18	\$1,754,377

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

[Blank Page]

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		1,918	2,052
Households		631	670
Families		470	499
Median Age		36.8	37.8
Median Household Income		\$69,919	\$81,697
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	119	\$6,829.47	\$4,309,395
Savings Accounts	117	\$15,295.32	\$9,651,349
U.S. Savings Bonds	119	\$410.28	\$258,885
Stocks, Bonds & Mutual Funds	127	\$38,843.42	\$24,510,195
<b>Annual Changes</b>			
Checking Accounts	127	\$274.82	\$173,410
Savings Accounts	115	-\$409.68	-\$258,511
U.S. Savings Bonds	32	\$4.79	\$3,024
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	114	\$1,000.00	\$630,997
Interest from Savings Accounts or Bonds	116	\$704.76	\$444,704
Retirement Plan Contributions	124	\$1,756.24	\$1,108,187
<b>Liabilities</b>			
Original Mortgage Amount	128	\$18,407.38	\$11,615,056
Vehicle Loan Amount 1	108	\$2,028.93	\$1,280,252
Amount Paid: Interest			
Home Mortgage	124	\$5,272.03	\$3,326,653
Lump Sum Home Equity Loan	130	\$126.11	\$79,573
New Car/Truck/Van Loan	106	\$157.30	\$99,254
Used Car/Truck/Van Loan	100	\$145.91	\$92,070
<b>Amount Paid: Principal</b>			
Home Mortgage	124	\$2,707.83	\$1,708,638
Lump Sum Home Equity Loan	132	\$160.39	\$101,203
New Car/Truck/Van Loan	108	\$1,015.49	\$640,774
Used Car/Truck/Van Loan	98	\$734.53	\$463,486
Checking Account and Banking Service Charges	105	\$32.15	\$20,288
Finance Charges, excluding Mortgage/Vehicle	113	\$257.14	\$162,254

**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. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		87,744	93,370
Households		34,150	36,263
Families		20,236	21,373
Median Age		35.7	36.4
Median Household Income		\$52,661	\$62,507
		<b>Spending Index</b>	<b>Average Amount Spent</b>
		<b>Total</b>	
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	89	\$5,114.27	\$174,652,321
Savings Accounts	85	\$11,162.68	\$381,205,659
U.S. Savings Bonds	87	\$300.29	\$10,254,776
Stocks, Bonds & Mutual Funds	88	\$26,926.74	\$919,548,103
<b>Annual Changes</b>			
Checking Accounts	103	\$223.74	\$7,640,662
Savings Accounts	84	-\$300.65	-\$10,267,224
U.S. Savings Bonds	15	\$2.22	\$75,688
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	83	\$729.26	\$24,904,326
Interest from Savings Accounts or Bonds	83	\$504.92	\$17,243,023
Retirement Plan Contributions	92	\$1,298.81	\$44,354,308
<b>Liabilities</b>			
Original Mortgage Amount	95	\$13,672.46	\$466,914,548
Vehicle Loan Amount 1	93	\$1,757.71	\$60,025,687
<b>Amount Paid: Interest</b>			
Home Mortgage	92	\$3,878.38	\$132,446,679
Lump Sum Home Equity Loan	88	\$85.29	\$2,912,735
New Car/Truck/Van Loan	88	\$130.41	\$4,453,672
Used Car/Truck/Van Loan	91	\$133.16	\$4,547,440
<b>Amount Paid: Principal</b>			
Home Mortgage	88	\$1,920.93	\$65,599,598
Lump Sum Home Equity Loan	88	\$105.99	\$3,619,495
New Car/Truck/Van Loan	88	\$825.10	\$28,177,094
Used Car/Truck/Van Loan	89	\$669.25	\$22,854,877
<b>Charges</b>			
Checking Account and Banking Service Charges	96	\$29.42	\$1,004,640
Finance Charges, excluding Mortgage/Vehicle	94	\$215.46	\$7,357,969

**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. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		258,835	276,348
Households		96,526	102,791
Families		61,544	65,297
Median Age		36.0	36.6
Median Household Income		\$56,447	\$68,351
		<b>Spending Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	99	\$5,688.90	\$549,126,487
Savings Accounts	96	\$12,480.17	\$1,204,661,005
U.S. Savings Bonds	97	\$333.62	\$32,203,393
Stocks, Bonds & Mutual Funds	99	\$30,429.78	\$2,937,264,824
<b>Annual Changes</b>			
Checking Accounts	112	\$243.09	\$23,464,540
Savings Accounts	94	-\$336.60	-\$32,490,302
U.S. Savings Bonds	21	\$3.10	\$298,888
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	93	\$818.33	\$78,989,655
Interest from Savings Accounts or Bonds	93	\$567.41	\$54,770,037
Retirement Plan Contributions	103	\$1,454.40	\$140,387,722
<b>Liabilities</b>			
Original Mortgage Amount	107	\$15,295.36	\$1,476,400,375
Vehicle Loan Amount 1	102	\$1,924.05	\$185,721,101
<b>Amount Paid: Interest</b>			
Home Mortgage	103	\$4,351.42	\$420,025,481
Lump Sum Home Equity Loan	99	\$95.89	\$9,255,852
New Car/Truck/Van Loan	97	\$144.41	\$13,939,684
Used Car/Truck/Van Loan	99	\$144.83	\$13,980,037
<b>Amount Paid: Principal</b>			
Home Mortgage	99	\$2,166.75	\$209,147,447
Lump Sum Home Equity Loan	99	\$119.51	\$11,535,818
New Car/Truck/Van Loan	97	\$915.27	\$88,347,428
Used Car/Truck/Van Loan	97	\$729.46	\$70,411,545
<b>Charges</b>			
Checking Account and Banking Service Charges	103	\$31.72	\$3,061,561
Finance Charges, excluding Mortgage/Vehicle	103	\$235.93	\$22,773,226

**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. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

[Blank Page]

# Medical Expenditures

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		1,918	2,052
Households		631	670
Families		470	499
Median Household Income		\$69,919	\$81,697
Males per 100 Females		97.8	98.5
<b>Population By Age</b>			
Population <5 Years		8.2%	8.1%
Population 65+ Years		11.7%	13.2%
Median Age		36.8	37.8
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	109	\$4,859.67	\$3,066,449
<b>Medical Care</b>	108	\$2,135.92	\$1,347,764
Physician Services	113	\$284.09	\$179,259
Dental Services	116	\$443.47	\$279,828
Eyecare Services	105	\$53.56	\$33,795
Lab Tests, X-Rays	106	\$68.45	\$43,194
Hospital Room and Hospital Services	103	\$172.03	\$108,551
Convalescent or Nursing Home Care	120	\$17.89	\$11,290
Other Medical services (1)	111	\$121.50	\$76,665
Nonprescription Drugs	104	\$128.64	\$81,173
Prescription Drugs	104	\$501.61	\$316,517
Nonprescription Vitamins	113	\$74.37	\$46,929
Medicare Prescription Drug Premium	97	\$81.40	\$51,365
Eyeglasses and Contact Lenses	113	\$97.43	\$61,478
Hearing Aids	102	\$20.89	\$13,179
Medical Equipment for General Use	130	\$5.70	\$3,595
Other Medical Supplies (2)	105	\$64.89	\$40,945
<b>Health Insurance</b>	110	\$2,723.75	\$1,718,685
Blue Cross/Blue Shield	112	\$894.87	\$564,661
Commercial Health Insurance	112	\$521.14	\$328,838
Health Maintenance Organization	118	\$493.83	\$311,607
Medicare Payments	99	\$484.99	\$306,026
Long Term Care Insurance	111	\$104.78	\$66,115
Other Health Insurance (3)	103	\$224.15	\$141,438

**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.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor statistics

[Blank Page]

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		87,744	93,370
Households		34,150	36,263
Families		20,236	21,373
Median Household Income		\$52,661	\$62,507
Males per 100 Females		99.2	99.3
<b>Population By Age</b>			
Population <5 Years		7.2%	7.1%
Population 65+ Years		11.3%	13.1%
Median Age		35.7	36.4
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	85	\$3,798.28	\$129,711,237
<b>Medical Care</b>	85	\$1,670.94	\$57,062,763
Physician Services	89	\$222.92	\$7,612,654
Dental Services	88	\$337.34	\$11,520,060
Eyecare Services	84	\$42.95	\$1,466,576
Lab Tests, X-Rays	82	\$52.55	\$1,794,645
Hospital Room and Hospital Services	86	\$142.47	\$4,865,440
Convalescent or Nursing Home Care	88	\$13.04	\$445,351
Other Medical services (1)	87	\$95.27	\$3,253,474
Nonprescription Drugs	84	\$104.74	\$3,576,950
Prescription Drugs	80	\$389.62	\$13,305,609
Nonprescription Vitamins	89	\$58.79	\$2,007,617
Medicare Prescription Drug Premium	76	\$64.25	\$2,194,221
Eyeglasses and Contact Lenses	87	\$74.79	\$2,553,945
Hearing Aids	74	\$15.14	\$517,015
Medical Equipment for General Use	93	\$4.07	\$139,116
Other Medical Supplies (2)	86	\$53.00	\$1,810,089
<b>Health Insurance</b>	86	\$2,127.33	\$72,648,474
Blue Cross/Blue Shield	87	\$690.68	\$23,586,593
Commercial Health Insurance	89	\$417.17	\$14,246,320
Health Maintenance Organization	94	\$392.27	\$13,396,186
Medicare Payments	77	\$379.80	\$12,970,318
Long Term Care Insurance	79	\$74.17	\$2,532,965
Other Health Insurance (3)	80	\$173.24	\$5,916,093

**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.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor statistics

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		258,835	276,348
Households		96,526	102,791
Families		61,544	65,297
Median Household Income		\$56,447	\$68,351
Males per 100 Females		100.1	99.9
<b>Population By Age</b>			
Population <5 Years		7.2%	7.1%
Population 65+ Years		10.9%	12.8%
Median Age		36.0	36.6
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	94	\$4,204.87	\$405,878,829
<b>Medical Care</b>	94	\$1,851.87	\$178,753,157
Physician Services	98	\$247.08	\$23,850,079
Dental Services	98	\$374.81	\$36,179,134
Eyecare Services	93	\$47.51	\$4,586,175
Lab Tests, X-Rays	91	\$58.54	\$5,651,111
Hospital Room and Hospital Services	94	\$157.00	\$15,154,451
Convalescent or Nursing Home Care	95	\$14.16	\$1,366,656
Other Medical services (1)	97	\$105.98	\$10,230,234
Nonprescription Drugs	93	\$115.58	\$11,156,068
Prescription Drugs	89	\$432.49	\$41,746,719
Nonprescription Vitamins	99	\$65.28	\$6,301,654
Medicare Prescription Drug Premium	84	\$70.76	\$6,829,795
Eyeglasses and Contact Lenses	96	\$82.78	\$7,990,530
Hearing Aids	83	\$16.87	\$1,627,987
Medical Equipment for General Use	103	\$4.51	\$435,467
Other Medical Supplies (2)	95	\$58.50	\$5,647,098
<b>Health Insurance</b>	95	\$2,353.00	\$227,125,672
Blue Cross/Blue Shield	96	\$765.37	\$73,878,370
Commercial Health Insurance	99	\$462.12	\$44,607,020
Health Maintenance Organization	103	\$431.21	\$41,622,868
Medicare Payments	85	\$419.38	\$40,481,512
Long Term Care Insurance	89	\$83.36	\$8,046,844
Other Health Insurance (3)	88	\$191.54	\$18,489,058

**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.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor statistics

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Main Street, USA	59.6%	Population	1,918	2,052
Sophisticated Squires	38.5%	Households	631	670
Metropolitans	1.7%	Families	470	499
Top Rung	0.0%	Median Age	36.8	37.8
Suburban Splendor	0.0%	Median Household	\$69,919	\$81,697
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		76	\$1,711.99	\$1,080,266
Men's		73	\$308.68	\$194,778
Women's		66	\$527.78	\$333,029
Children's		81	\$298.91	\$188,612
Footwear		55	\$234.20	\$147,778
Watches & Jewelry		113	\$169.90	\$107,208
Apparel Products and Services (1)		182	\$172.52	\$108,859
<b>Computer</b>				
Computers and Hardware for Home Use		115	\$234.34	\$147,867
Portable Memory		110	\$8.36	\$5,273
Computer Software		117	\$23.19	\$14,636
Computer Accessories		116	\$19.26	\$12,156
<b>Entertainment &amp; Recreation</b>		116	\$3,765.31	\$2,375,910
Fees and Admissions		124	\$781.16	\$492,910
Membership Fees for Clubs (2)		121	\$201.75	\$127,302
Fees for Participant Sports, excl. Trips		123	\$144.92	\$91,445
Admission to Movie/Theatre/Opera/Ballet		121	\$189.48	\$119,564
Admission to Sporting Events, excl. Trips		121	\$76.17	\$48,064
Fees for Recreational Lessons		136	\$168.38	\$106,250
Dating Services		105	\$0.45	\$285
TV/Video/Audio		107	\$1,385.54	\$874,273
Cable and Satellite Television Services		106	\$917.45	\$578,910
Televisions		110	\$174.17	\$109,903
Satellite Dishes		94	\$1.49	\$943
VCRs, Video Cameras, and DVD Players		109	\$14.04	\$8,860
Miscellaneous Video Equipment		107	\$8.20	\$5,175
Video Cassettes and DVDs		106	\$37.56	\$23,703
Video Game Hardware/Accessories		103	\$27.92	\$17,620
Video Game Software		110	\$32.72	\$20,644
Streaming/Downloaded Video		124	\$4.62	\$2,917
Rental of Video Cassettes and DVDs		110	\$30.01	\$18,934
Installation of Televisions		128	\$1.10	\$696
Audio (3)		114	\$131.30	\$82,849
Rental and Repair of TV/Radio/Sound Equipment		103	\$4.94	\$3,120
Pets		127	\$678.27	\$427,988
Toys and Games (4)		113	\$157.40	\$99,317
Recreational Vehicles and Fees (5)		125	\$281.39	\$177,555
Sports/Recreation/Exercise Equipment (6)		98	\$175.82	\$110,941
Photo Equipment and Supplies (7)		116	\$90.15	\$56,883
Reading (8)		116	\$179.08	\$113,002
Catered Affairs (9)		138	\$36.52	\$23,042
<b>Food</b>		110	\$9,020.28	\$5,691,794
Food at Home		109	\$5,467.41	\$3,449,938
Bakery and Cereal Products		110	\$772.78	\$487,622
Meats, Poultry, Fish, and Eggs		108	\$1,188.89	\$750,188
Dairy Products		109	\$588.34	\$371,240
Fruits and Vegetables		112	\$1,062.96	\$670,729
Snacks and Other Food at Home (10)		107	\$1,854.45	\$1,170,159
Food Away from Home		111	\$3,552.86	\$2,241,856
Alcoholic Beverages		114	\$607.44	\$383,294
Nonalcoholic Beverages at Home		106	\$504.00	\$318,025

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	135	\$2,805.43	\$1,770,225
Vehicle Loans	105	\$4,033.21	\$2,544,955
<b>Health</b>			
Nonprescription Drugs	104	\$128.64	\$81,173
Prescription Drugs	104	\$501.61	\$316,517
Eyeglasses and Contact Lenses	113	\$97.43	\$61,478
<b>Home</b>			
Mortgage Payment and Basics (11)	125	\$11,891.23	\$7,503,368
Maintenance and Remodeling Services	121	\$1,952.07	\$1,231,756
Maintenance and Remodeling Materials (12)	110	\$318.51	\$200,977
Utilities, Fuel, and Public Services	107	\$5,427.21	\$3,424,569
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	114	\$120.51	\$76,042
Furniture	111	\$532.76	\$336,172
Rugs	133	\$33.93	\$21,409
Major Appliances (14)	107	\$295.82	\$186,662
Housewares (15)	99	\$73.55	\$46,411
Small Appliances	112	\$49.92	\$31,502
Luggage	120	\$10.71	\$6,756
Telephones and Accessories	97	\$52.19	\$32,931
<b>Household Operations</b>			
Child Care	120	\$532.97	\$336,306
Lawn and Garden (16)	111	\$471.76	\$297,682
Moving/Storage/Freight Express	108	\$70.75	\$44,645
Housekeeping Supplies (17)	108	\$766.14	\$483,433
<b>Insurance</b>			
Owners and Renters Insurance	111	\$545.06	\$343,934
Vehicle Insurance	110	\$1,309.57	\$826,337
Life/Other Insurance	112	\$487.23	\$307,441
Health Insurance	110	\$2,723.75	\$1,718,685
Personal Care Products (18)	108	\$479.86	\$302,789
School Books and Supplies (19)	106	\$199.29	\$125,751
Smoking Products	94	\$458.71	\$289,448
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	107	\$3,856.50	\$2,433,454
Gasoline and Motor Oil	104	\$3,222.14	\$2,033,173
Vehicle Maintenance and Repairs	112	\$1,224.56	\$772,699
<b>Travel</b>			
Airline Fares	123	\$568.09	\$358,462
Lodging on Trips	120	\$508.26	\$320,714
Auto/Truck/Van Rental on Trips	124	\$41.90	\$26,441
Food and Drink on Trips	118	\$515.27	\$325,136

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

- (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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (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, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Old and Newcomers	15.9%	Population	87,744	93,370
Main Street, USA	15.0%	Households	34,150	36,263
Pleasant-Ville	14.6%	Families	20,236	21,373
Enterprising Professionals	12.5%	Median Age	35.7	36.4
International Marketplace	11.4%	Median Household	\$52,661	\$62,507
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		64	\$1,451.00	\$49,551,509
Men's		61	\$256.47	\$8,758,381
Women's		54	\$433.87	\$14,816,802
Children's		72	\$265.43	\$9,064,585
Footwear		46	\$198.28	\$6,771,418
Watches & Jewelry		94	\$140.41	\$4,795,002
Apparel Products and Services (1)		165	\$156.52	\$5,345,322
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$198.46	\$6,777,407
Portable Memory		95	\$7.27	\$248,249
Computer Software		100	\$19.67	\$671,691
Computer Accessories		91	\$15.21	\$519,348
<b>Entertainment &amp; Recreation</b>		93	\$3,033.87	\$103,606,532
Fees and Admissions		96	\$602.65	\$20,580,631
Membership Fees for Clubs (2)		92	\$153.21	\$5,232,127
Fees for Participant Sports, excl. Trips		95	\$111.99	\$3,824,562
Admission to Movie/Theatre/Opera/Ballet		99	\$155.10	\$5,296,565
Admission to Sporting Events, excl. Trips		92	\$57.61	\$1,967,410
Fees for Recreational Lessons		100	\$124.29	\$4,244,364
Dating Services		107	\$0.46	\$15,604
TV/Video/Audio		91	\$1,175.97	\$40,159,433
Cable and Satellite Television Services		89	\$771.94	\$26,361,911
Televisions		93	\$148.21	\$5,061,540
Satellite Dishes		81	\$1.28	\$43,808
VCRs, Video Cameras, and DVD Players		97	\$12.44	\$424,856
Miscellaneous Video Equipment		96	\$7.35	\$250,951
Video Cassettes and DVDs		96	\$33.97	\$1,160,224
Video Game Hardware/Accessories		100	\$26.96	\$920,613
Video Game Software		97	\$28.84	\$984,915
Streaming/Downloaded Video		106	\$3.97	\$135,491
Rental of Video Cassettes and DVDs		98	\$26.95	\$920,310
Installation of Televisions		94	\$0.81	\$27,635
Audio (3)		94	\$109.13	\$3,726,683
Rental and Repair of TV/Radio/Sound Equipment		85	\$4.11	\$140,495
Pets		102	\$541.61	\$18,496,030
Toys and Games (4)		96	\$132.85	\$4,536,801
Recreational Vehicles and Fees (5)		87	\$195.79	\$6,686,134
Sports/Recreation/Exercise Equipment (6)		80	\$143.69	\$4,907,159
Photo Equipment and Supplies (7)		95	\$74.19	\$2,533,611
Reading (8)		90	\$138.94	\$4,744,867
Catered Affairs (9)		107	\$28.17	\$961,867
<b>Food</b>		93	\$7,659.34	\$261,566,334
Food at Home		92	\$4,621.89	\$157,837,612
Bakery and Cereal Products		91	\$645.27	\$22,035,991
Meats, Poultry, Fish, and Eggs		92	\$1,016.05	\$34,697,957
Dairy Products		91	\$491.55	\$16,786,424
Fruits and Vegetables		94	\$892.31	\$30,472,371
Snacks and Other Food at Home (10)		91	\$1,576.72	\$53,844,869
Food Away from Home		95	\$3,037.44	\$103,728,722
Alcoholic Beverages		98	\$520.35	\$17,770,118
Nonalcoholic Beverages at Home		91	\$433.29	\$14,796,853

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	100	\$2,081.24	\$71,074,301
Vehicle Loans	91	\$3,465.57	\$118,349,261
<b>Health</b>			
Nonprescription Drugs	84	\$104.74	\$3,576,950
Prescription Drugs	80	\$389.62	\$13,305,609
Eyeglasses and Contact Lenses	87	\$74.79	\$2,553,945
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$8,489.98	\$289,932,684
Maintenance and Remodeling Services	84	\$1,358.25	\$46,384,222
Maintenance and Remodeling Materials (12)	77	\$224.23	\$7,657,540
Utilities, Fuel, and Public Services	89	\$4,505.57	\$153,865,200
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	94	\$98.97	\$3,379,797
Furniture	92	\$444.67	\$15,185,559
Rugs	94	\$23.79	\$812,346
Major Appliances (14)	85	\$233.27	\$7,966,308
Housewares (15)	81	\$60.36	\$2,061,132
Small Appliances	90	\$40.47	\$1,382,098
Luggage	96	\$8.54	\$291,750
Telephones and Accessories	89	\$47.58	\$1,624,878
<b>Household Operations</b>			
Child Care	102	\$451.11	\$15,405,436
Lawn and Garden (16)	81	\$345.07	\$11,784,267
Moving/Storage/Freight Express	104	\$67.87	\$2,317,825
Housekeeping Supplies (17)	89	\$631.56	\$21,567,762
<b>Insurance</b>			
Owners and Renters Insurance	81	\$398.67	\$13,614,567
Vehicle Insurance	92	\$1,092.60	\$37,312,442
Life/Other Insurance	81	\$354.21	\$12,096,347
Health Insurance	86	\$2,127.33	\$72,648,474
Personal Care Products (18)	93	\$415.81	\$14,200,004
School Books and Supplies (19)	93	\$175.30	\$5,986,540
Smoking Products	87	\$420.94	\$14,375,119
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	90	\$3,241.31	\$110,690,859
Gasoline and Motor Oil	89	\$2,757.02	\$94,152,254
Vehicle Maintenance and Repairs	92	\$1,004.43	\$34,301,276
<b>Travel</b>			
Airline Fares	98	\$450.97	\$15,400,624
Lodging on Trips	90	\$380.83	\$13,005,456
Auto/Truck/Van Rental on Trips	96	\$32.30	\$1,103,199
Food and Drink on Trips	92	\$401.11	\$13,697,753

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

- (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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (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, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Main Street, USA	13.4%	Population	258,835	276,348
Pleasant-Ville	12.4%	Households	96,526	102,791
Enterprising Professionals	12.0%	Families	61,544	65,297
Sophisticated Squires	11.0%	Median Age	36.0	36.6
International Marketplace	8.4%	Median Household	\$56,447	\$68,351
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		70	\$1,583.14	\$152,814,366
Men's		66	\$280.56	\$27,081,684
Women's		59	\$474.81	\$45,831,259
Children's		78	\$288.67	\$27,863,968
Footwear		51	\$216.40	\$20,887,937
Watches & Jewelry		103	\$154.61	\$14,924,067
Apparel Products and Services (1)		177	\$168.09	\$16,225,451
<b>Computer</b>				
Computers and Hardware for Home Use		106	\$216.53	\$20,900,490
Portable Memory		104	\$7.92	\$764,676
Computer Software		109	\$21.44	\$2,069,776
Computer Accessories		101	\$16.84	\$1,625,240
<b>Entertainment &amp; Recreation</b>		103	\$3,341.07	\$322,500,421
Fees and Admissions		106	\$667.72	\$64,451,982
Membership Fees for Clubs (2)		102	\$170.85	\$16,491,383
Fees for Participant Sports, excl. Trips		105	\$124.34	\$12,002,124
Admission to Movie/Theatre/Opera/Ballet		108	\$170.22	\$16,430,272
Admission to Sporting Events, excl. Trips		102	\$63.96	\$6,173,906
Fees for Recreational Lessons		111	\$137.86	\$13,307,421
Dating Services		114	\$0.49	\$46,874
TV/Video/Audio		100	\$1,284.89	\$124,025,012
Cable and Satellite Television Services		98	\$843.98	\$81,466,071
Televisions		102	\$162.23	\$15,659,727
Satellite Dishes		89	\$1.41	\$135,875
VCRs, Video Cameras, and DVD Players		106	\$13.60	\$1,313,112
Miscellaneous Video Equipment		105	\$8.09	\$780,643
Video Cassettes and DVDs		105	\$36.89	\$3,561,013
Video Game Hardware/Accessories		107	\$29.00	\$2,798,953
Video Game Software		105	\$31.23	\$3,014,713
Streaming/Downloaded Video		115	\$4.31	\$415,683
Rental of Video Cassettes and DVDs		107	\$29.29	\$2,827,420
Installation of Televisions		105	\$0.90	\$87,331
Audio (3)		103	\$119.42	\$11,526,931
Rental and Repair of TV/Radio/Sound Equipment		94	\$4.53	\$437,540
Pets		113	\$599.66	\$57,882,920
Toys and Games (4)		104	\$144.65	\$13,962,417
Recreational Vehicles and Fees (5)		98	\$220.80	\$21,313,400
Sports/Recreation/Exercise Equipment (6)		89	\$158.14	\$15,264,716
Photo Equipment and Supplies (7)		104	\$81.15	\$7,832,729
Reading (8)		100	\$153.37	\$14,803,750
Catered Affairs (9)		116	\$30.70	\$2,963,493
<b>Food</b>		102	\$8,365.00	\$807,440,157
Food at Home		100	\$5,049.68	\$487,425,405
Bakery and Cereal Products		100	\$704.92	\$68,043,307
Meats, Poultry, Fish, and Eggs		101	\$1,110.04	\$107,147,539
Dairy Products		100	\$537.63	\$51,894,934
Fruits and Vegetables		102	\$974.36	\$94,051,219
Snacks and Other Food at Home (10)		99	\$1,722.73	\$166,288,405
Food Away from Home		104	\$3,315.32	\$320,014,752
Alcoholic Beverages		106	\$565.16	\$54,553,081
Nonalcoholic Beverages at Home		100	\$472.66	\$45,624,094

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	113	\$2,339.37	\$225,810,273
Vehicle Loans	99	\$3,804.32	\$367,216,237
<b>Health</b>			
Nonprescription Drugs	93	\$115.58	\$11,156,068
Prescription Drugs	89	\$432.49	\$41,746,719
Eyeglasses and Contact Lenses	96	\$82.78	\$7,990,530
<b>Home</b>			
Mortgage Payment and Basics (11)	101	\$9,538.19	\$920,683,059
Maintenance and Remodeling Services	95	\$1,532.88	\$147,962,627
Maintenance and Remodeling Materials (12)	87	\$252.61	\$24,383,117
Utilities, Fuel, and Public Services	98	\$4,947.11	\$477,524,752
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$108.52	\$10,474,810
Furniture	101	\$488.41	\$47,144,443
Rugs	104	\$26.45	\$2,553,376
Major Appliances (14)	94	\$259.42	\$25,040,881
Housewares (15)	89	\$66.31	\$6,400,851
Small Appliances	99	\$44.34	\$4,279,555
Luggage	106	\$9.46	\$913,271
Telephones and Accessories	96	\$51.53	\$4,973,674
<b>Household Operations</b>			
Child Care	111	\$491.44	\$47,436,912
Lawn and Garden (16)	91	\$386.98	\$37,353,385
Moving/Storage/Freight Express	112	\$73.21	\$7,067,094
Housekeeping Supplies (17)	98	\$694.09	\$66,997,996
<b>Insurance</b>			
Owners and Renters Insurance	91	\$447.60	\$43,205,381
Vehicle Insurance	101	\$1,199.19	\$115,753,298
Life/Other Insurance	91	\$397.88	\$38,405,537
Health Insurance	95	\$2,353.00	\$227,125,672
Personal Care Products (18)	102	\$455.19	\$43,937,208
School Books and Supplies (19)	102	\$190.38	\$18,376,433
Smoking Products	93	\$453.63	\$43,787,350
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	99	\$3,560.19	\$343,651,213
Gasoline and Motor Oil	98	\$3,023.60	\$291,855,917
Vehicle Maintenance and Repairs	101	\$1,104.53	\$106,615,981
<b>Travel</b>			
Airline Fares	108	\$496.88	\$47,961,705
Lodging on Trips	100	\$424.38	\$40,963,980
Auto/Truck/Van Rental on Trips	106	\$35.85	\$3,460,520
Food and Drink on Trips	101	\$444.33	\$42,889,103

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

- (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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (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, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

[Blank Page]

# Automotive Aftermarket Expenditures

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		1,918	2,052
Households		631	670
Families		470	499
Median Age		36.8	37.8
Median Household Income		\$69,919	\$81,697

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	101	\$5.87	\$3,701
Gasoline	104	\$3,156.29	\$1,991,620
Motor Oil	94	\$13.47	\$8,499
Vehicle Parts/Equipment and Accessories	108	\$66.35	\$41,868
Tire Purchase/Replacement	109	\$211.06	\$133,176
Vehicle Audio/Video Equipment and Installation	111	\$5.34	\$3,371
Vehicle Cleaning Products and Services	117	\$12.08	\$7,620
<b>Services</b>			
Auto Repair Service Policy	112	\$23.91	\$15,086
Membership Fees for Automobile Service Clubs	126	\$34.21	\$21,587
Global Positioning Services	127	\$3.01	\$1,897
Vehicle Air Conditioning Repair	108	\$20.64	\$13,023
Vehicle Body Work and Painting	123	\$42.26	\$26,667
Vehicle Brake Work	120	\$101.98	\$64,350
Vehicle Clutch/Transmission Repair	109	\$50.71	\$32,001
Vehicle Cooling System Repair	110	\$34.54	\$21,795
Vehicle Drive Shaft and Rear-end Repair	106	\$9.44	\$5,955
Vehicle Electrical System Repair	114	\$46.65	\$29,436
Vehicle Exhaust System Repair	130	\$20.57	\$12,980
Vehicle Front End Alignment/Wheel Balance & Rotation	113	\$27.32	\$17,236
Lube/Oil Change and Oil Filters	104	\$106.83	\$67,408
Vehicle Motor Repair/Replacement	111	\$99.32	\$62,671
Vehicle Motor Tune-up	120	\$79.11	\$49,920
Vehicle Shock Absorber Replacement	124	\$9.06	\$5,716
Vehicle Steering/Front End Repair	117	\$32.58	\$20,558
Tire Repair and Other Repair Work	112	\$78.54	\$49,561

**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.  
**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Automotive Aftermarket Expenditures

SW midpoint  
 Location  
 Ring: 3 miles radius

Prepared by CED/Planning  
 Latitude: 47.45854  
 Longitude: -122.22751

<b>Demographic Summary</b>	<b>2013</b>	<b>2018</b>
Population	87,744	93,370
Households	34,150	36,263
Families	20,236	21,373
Median Age	35.7	36.4
Median Household Income	\$52,661	\$62,507

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	90	\$5.22	\$178,143
Gasoline	89	\$2,701.84	\$92,267,823
Motor Oil	83	\$11.96	\$408,460
Vehicle Parts/Equipment and Accessories	92	\$56.61	\$1,933,378
Tire Purchase/Replacement	90	\$174.29	\$5,951,867
Vehicle Audio/Video Equipment and Installation	106	\$5.11	\$174,408
Vehicle Cleaning Products and Services	96	\$9.91	\$338,562
<b>Services</b>			
Auto Repair Service Policy	89	\$18.98	\$648,317
Membership Fees for Automobile Service Clubs	93	\$25.33	\$864,885
Global Positioning Services	88	\$2.09	\$71,206
Vehicle Air Conditioning Repair	88	\$16.82	\$574,434
Vehicle Body Work and Painting	97	\$33.41	\$1,141,032
Vehicle Brake Work	96	\$80.97	\$2,765,103
Vehicle Clutch/Transmission Repair	90	\$41.83	\$1,428,626
Vehicle Cooling System Repair	92	\$28.93	\$988,001
Vehicle Drive Shaft and Rear-end Repair	87	\$7.77	\$265,319
Vehicle Electrical System Repair	93	\$38.10	\$1,300,988
Vehicle Exhaust System Repair	99	\$15.70	\$536,230
Vehicle Front End Alignment/Wheel Balance & Rotation	91	\$21.93	\$748,901
Lube/Oil Change and Oil Filters	88	\$90.40	\$3,087,037
Vehicle Motor Repair/Replacement	94	\$84.15	\$2,873,878
Vehicle Motor Tune-up	98	\$64.27	\$2,194,862
Vehicle Shock Absorber Replacement	95	\$6.94	\$236,914
Vehicle Steering/Front End Repair	93	\$25.79	\$880,582
Tire Repair and Other Repair Work	93	\$65.08	\$2,222,545

**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.  
**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Automotive Aftermarket Expenditures

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Demographic Summary</b>	<b>2013</b>	<b>2018</b>
Population	258,835	276,348
Households	96,526	102,791
Families	61,544	65,297
Median Age	36.0	36.6
Median Household Income	\$56,447	\$68,351

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	97	\$5.66	\$546,514
Gasoline	98	\$2,962.03	\$285,913,235
Motor Oil	91	\$13.11	\$1,265,153
Vehicle Parts/Equipment and Accessories	100	\$61.87	\$5,972,411
Tire Purchase/Replacement	99	\$192.15	\$18,547,713
Vehicle Audio/Video Equipment and Installation	115	\$5.54	\$535,012
Vehicle Cleaning Products and Services	105	\$10.90	\$1,052,205
<b>Services</b>			
Auto Repair Service Policy	98	\$20.94	\$2,020,861
Membership Fees for Automobile Service Clubs	103	\$28.01	\$2,703,674
Global Positioning Services	99	\$2.34	\$225,484
Vehicle Air Conditioning Repair	97	\$18.68	\$1,803,375
Vehicle Body Work and Painting	107	\$36.68	\$3,540,991
Vehicle Brake Work	105	\$88.82	\$8,573,256
Vehicle Clutch/Transmission Repair	99	\$46.16	\$4,455,915
Vehicle Cooling System Repair	102	\$31.80	\$3,069,427
Vehicle Drive Shaft and Rear-end Repair	95	\$8.49	\$819,276
Vehicle Electrical System Repair	102	\$41.75	\$4,030,264
Vehicle Exhaust System Repair	107	\$17.07	\$1,648,154
Vehicle Front End Alignment/Wheel Balance & Rotation	100	\$24.11	\$2,327,199
Lube/Oil Change and Oil Filters	97	\$99.41	\$9,596,079
Vehicle Motor Repair/Replacement	104	\$92.37	\$8,915,949
Vehicle Motor Tune-up	108	\$70.89	\$6,842,884
Vehicle Shock Absorber Replacement	104	\$7.59	\$732,370
Vehicle Steering/Front End Repair	101	\$28.25	\$2,726,912
Tire Repair and Other Repair Work	102	\$71.57	\$6,908,399

**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.  
**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

[Blank Page]

# Business Summary

SW midpoint  
Location  
Rings: 1, 3, 5 mile radii

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

<b>Data for all businesses in area</b>	<b>1 mile</b>				<b>3 miles</b>				<b>5 miles</b>			
Total Businesses:	674				7,323				15,774			
Total Employees:	11,040				76,749				131,867			
Total Residential Population:	1,918				87,744				258,835			
Employee/Residential Population Ratio:	5.76:1				0.87:1				0.51:1			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	0.3%	87	0.8%	96	1.3%	532	0.7%	350	2.2%	1,247	0.9%
Construction	39	5.8%	318	2.9%	552	7.5%	3,327	4.3%	1,353	8.6%	6,859	5.2%
Manufacturing	38	5.6%	1,656	15.0%	361	4.9%	13,575	17.7%	702	4.5%	20,360	15.4%
Transportation	30	4.5%	368	3.3%	382	5.2%	4,350	5.7%	908	5.8%	10,899	8.3%
Communication	8	1.2%	107	1.0%	66	0.9%	777	1.0%	135	0.9%	1,166	0.9%
Utility	2	0.3%	65	0.6%	19	0.3%	384	0.5%	37	0.2%	649	0.5%
Wholesale Trade	77	11.4%	1,243	11.3%	632	8.6%	9,324	12.1%	1,138	7.2%	15,362	11.6%
<b>Retail Trade Summary</b>	<b>153</b>	<b>22.7%</b>	<b>2,420</b>	<b>21.9%</b>	<b>1,280</b>	<b>17.5%</b>	<b>13,557</b>	<b>17.7%</b>	<b>2,496</b>	<b>15.8%</b>	<b>20,711</b>	<b>15.7%</b>
Home Improvement	4	0.6%	131	1.2%	60	0.8%	859	1.1%	110	0.7%	1,075	0.8%
General Merchandise Stores	4	0.6%	378	3.4%	23	0.3%	1,799	2.3%	34	0.2%	1,945	1.5%
Food Stores	9	1.3%	58	0.5%	117	1.6%	1,012	1.3%	279	1.8%	2,728	2.1%
Auto Dealers, Gas Stations, Auto Aftermarket	11	1.6%	190	1.7%	105	1.4%	1,335	1.7%	211	1.3%	1,932	1.5%
Apparel & Accessory Stores	24	3.6%	448	4.1%	117	1.6%	1,624	2.1%	178	1.1%	1,761	1.3%
Furniture & Home Furnishings	24	3.6%	370	3.4%	151	2.1%	1,602	2.1%	264	1.7%	2,084	1.6%
Eating & Drinking Places	36	5.3%	465	4.2%	346	4.7%	3,108	4.0%	685	4.3%	5,639	4.3%
Miscellaneous Retail	42	6.2%	380	3.4%	361	4.9%	2,218	2.9%	734	4.7%	3,547	2.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>50</b>	<b>7.4%</b>	<b>369</b>	<b>3.3%</b>	<b>526</b>	<b>7.2%</b>	<b>3,084</b>	<b>4.0%</b>	<b>1,025</b>	<b>6.5%</b>	<b>4,937</b>	<b>3.7%</b>
Banks, Savings & Lending Institutions	11	1.6%	139	1.3%	101	1.4%	1,284	1.7%	170	1.1%	1,791	1.4%
Securities Brokers	5	0.7%	22	0.2%	39	0.5%	180	0.2%	70	0.4%	261	0.2%
Insurance Carriers & Agents	12	1.8%	60	0.5%	89	1.2%	377	0.5%	147	0.9%	540	0.4%
Real Estate, Holding, Other Investment Offices	22	3.3%	147	1.3%	297	4.1%	1,242	1.6%	638	4.0%	2,345	1.8%
<b>Services Summary</b>	<b>261</b>	<b>38.7%</b>	<b>2,739</b>	<b>24.8%</b>	<b>3,331</b>	<b>45.5%</b>	<b>21,348</b>	<b>27.8%</b>	<b>7,517</b>	<b>47.7%</b>	<b>40,885</b>	<b>31.0%</b>
Hotels & Lodging	6	0.9%	182	1.6%	51	0.7%	1,235	1.6%	105	0.7%	2,592	2.0%
Automotive Services	11	1.6%	90	0.8%	157	2.1%	807	1.1%	340	2.2%	1,862	1.4%
Motion Pictures & Amusements	10	1.5%	130	1.2%	144	2.0%	1,394	1.8%	318	2.0%	2,110	1.6%
Health Services	47	7.0%	592	5.4%	412	5.6%	3,714	4.8%	674	4.3%	5,354	4.1%
Legal Services	10	1.5%	20	0.2%	79	1.1%	215	0.3%	115	0.7%	320	0.2%
Education Institutions & Libraries	8	1.2%	280	2.5%	98	1.3%	2,558	3.3%	193	1.2%	5,899	4.5%
Other Services	168	24.9%	1,446	13.1%	2,390	32.6%	11,425	14.9%	5,773	36.6%	22,749	17.3%
<b>Government</b>	<b>13</b>	<b>1.9%</b>	<b>1,669</b>	<b>15.1%</b>	<b>78</b>	<b>1.1%</b>	<b>6,491</b>	<b>8.5%</b>	<b>113</b>	<b>0.7%</b>	<b>8,792</b>	<b>6.7%</b>
<b>Totals</b>	<b>674</b>	<b>100%</b>	<b>11,040</b>	<b>100%</b>	<b>7,323</b>	<b>100%</b>	<b>76,749</b>	<b>100%</b>	<b>15,774</b>	<b>100%</b>	<b>131,867</b>	<b>100%</b>

SW midpoint

Location

Rings: 1, 3, 5 mile radii

Prepared by CED/Planning

Latitude: 47.45854

Longitude: -122.22751

Agriculture, Forestry, Fishing & Hunting	1	0.1%	78	0.7%	21	0.3%	296	0.4%	76	0.5%	476	0.4%
Mining	0	0.0%	0	0.0%	0	0.0%	5	0.0%	4	0.0%	16	0.0%
Utilities	1	0.1%	36	0.3%	8	0.1%	155	0.2%	18	0.1%	229	0.2%
Construction	40	5.9%	322	2.9%	562	7.7%	3,355	4.4%	1,374	8.7%	6,900	5.2%
Manufacturing	40	5.9%	1,641	14.9%	378	5.2%	13,690	17.8%	715	4.5%	20,544	15.6%
Wholesale Trade	77	11.4%	1,243	11.3%	631	8.6%	9,311	12.1%	1,136	7.2%	15,346	11.6%
Retail Trade	116	17.2%	1,950	17.7%	918	12.5%	10,316	13.4%	1,774	11.2%	14,804	11.2%
Motor Vehicle & Parts Dealers	9	1.3%	176	1.6%	78	1.1%	1,194	1.6%	152	1.0%	1,614	1.2%
Furniture & Home Furnishings Stores	15	2.2%	297	2.7%	87	1.2%	1,238	1.6%	156	1.0%	1,576	1.2%
Electronics & Appliance Stores	8	1.2%	64	0.6%	58	0.8%	323	0.4%	101	0.6%	459	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.6%	131	1.2%	59	0.8%	856	1.1%	108	0.7%	1,070	0.8%
Food & Beverage Stores	7	1.0%	57	0.5%	110	1.5%	964	1.3%	260	1.6%	2,587	2.0%
Health & Personal Care Stores	9	1.3%	55	0.5%	57	0.8%	413	0.5%	95	0.6%	810	0.6%
Gasoline Stations	3	0.4%	16	0.1%	29	0.4%	149	0.2%	60	0.4%	325	0.2%
Clothing & Clothing Accessories Stores	28	4.2%	469	4.2%	142	1.9%	1,719	2.2%	219	1.4%	1,903	1.4%
Sport Goods, Hobby, Book, & Music Stores	9	1.3%	120	1.1%	65	0.9%	543	0.7%	126	0.8%	663	0.5%
General Merchandise Stores	4	0.6%	378	3.4%	23	0.3%	1,799	2.3%	34	0.2%	1,945	1.5%
Miscellaneous Store Retailers	17	2.5%	176	1.6%	167	2.3%	966	1.3%	356	2.3%	1,493	1.1%
Nonstore Retailers	3	0.4%	10	0.1%	44	0.6%	152	0.2%	104	0.7%	357	0.3%
Transportation & Warehousing	33	4.9%	1,523	13.8%	376	5.1%	7,645	10.0%	870	5.5%	14,095	10.7%
Information	12	1.8%	202	1.8%	135	1.8%	1,333	1.7%	297	1.9%	2,107	1.6%
Finance & Insurance	32	4.7%	236	2.1%	271	3.7%	1,989	2.6%	495	3.1%	2,879	2.2%
Central Bank/Credit Intermediation & Related Activities	11	1.6%	139	1.3%	106	1.4%	1,333	1.7%	176	1.1%	1,822	1.4%
Securities, Commodity Contracts & Other Financial	8	1.2%	35	0.3%	72	1.0%	272	0.4%	163	1.0%	503	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	13	1.9%	62	0.6%	93	1.3%	384	0.5%	156	1.0%	555	0.4%
Real Estate, Rental & Leasing	23	3.4%	239	2.2%	313	4.3%	1,817	2.4%	639	4.1%	3,364	2.6%
Professional, Scientific & Tech Services	75	11.1%	522	4.7%	912	12.5%	3,864	5.0%	2,194	13.9%	7,648	5.8%
Legal Services	10	1.5%	20	0.2%	87	1.2%	266	0.3%	134	0.8%	389	0.3%
Management of Companies & Enterprises	1	0.1%	2	0.0%	11	0.2%	26	0.0%	21	0.1%	52	0.0%
Administrative & Support & Waste Management &	56	8.3%	628	5.7%	882	12.0%	4,080	5.3%	2,298	14.6%	8,217	6.2%
Educational Services	9	1.3%	291	2.6%	118	1.6%	2,579	3.4%	236	1.5%	5,880	4.5%
Health Care & Social Assistance	57	8.5%	657	6.0%	581	7.9%	4,997	6.5%	1,056	6.7%	8,223	6.2%
Arts, Entertainment & Recreation	8	1.2%	65	0.6%	105	1.4%	1,102	1.4%	241	1.5%	1,823	1.4%
Accommodation & Food Services	42	6.2%	647	5.9%	397	5.4%	4,354	5.7%	794	5.0%	8,301	6.3%
Accommodation	6	0.9%	182	1.6%	50	0.7%	1,231	1.6%	103	0.7%	2,588	2.0%
Food Services & Drinking Places	36	5.3%	465	4.2%	347	4.7%	3,122	4.1%	691	4.4%	5,713	4.3%
Other Services (except Public Administration)	43	6.4%	252	2.3%	648	8.8%	3,062	4.0%	1,446	9.2%	5,893	4.5%
Automotive Repair & Maintenance	8	1.2%	62	0.6%	123	1.7%	534	0.7%	256	1.6%	1,001	0.8%
Public Administration	6	0.9%	507	4.6%	57	0.8%	2,770	3.6%	92	0.6%	5,071	3.8%
<b>Total</b>	<b>674</b>	<b>100%</b>	<b>11,040</b>	<b>100%</b>	<b>7,323</b>	<b>100%</b>	<b>76,749</b>	<b>100%</b>	<b>15,774</b>	<b>100%</b>	<b>131,867</b>	<b>100%</b>

SW midpoint  
 Location  
 Ring: 1 mile radius

Prepared by CED/Planning  
 Latitude: 47.45854  
 Longitude: -122.22751

Demographic Summary	2013	2018
Population	1,918	2,052
Population 18+	1,456	1,548
Households	631	670
Median Household Income	\$69,919	\$81,697

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	744	51.1%	103
Bought any women's clothing in last 12 months	670	46.0%	101
Bought clothing for child <13 years in last 6 months	438	30.1%	102
Bought any shoes in last 12 months	819	56.3%	102
Bought costume jewelry in last 12 months	291	20.0%	100
Bought any fine jewelry in last 12 months	296	20.3%	103
Bought a watch in last 12 months	178	12.2%	107
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	563	89.2%	105
HH bought/leased new vehicle last 12 mo	49	7.8%	99
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,311	90.0%	105
Bought/changed motor oil in last 12 months	736	50.5%	100
Had tune-up in last 12 months	457	31.4%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	929	63.8%	100
Drank regular cola in last 6 months	624	42.9%	92
Drank beer/ale in last 6 months	676	46.4%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	571	39.2%	113
Own digital single-lens reflex (SLR) camera	144	9.9%	119
Bought any camera in last 12 months	135	9.3%	106
Bought memory card for camera in last 12 months	100	6.9%	105
Printed digital photos in last 12 months	58	4.0%	91
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	531	36.5%	97
Have a smartphone	534	36.7%	100
Have an iPhone	151	10.4%	89
Number of cell phones in household: 1	166	26.3%	82
Number of cell phones in household: 2	233	36.9%	103
Number of cell phones in household: 3+	186	29.5%	119
HH has cell phone only (no landline telephone)	181	28.7%	85
<b>Computers (Households)</b>			
HH owns a computer	511	81.0%	107
HH owns desktop computer	357	56.6%	109
HH owns laptop/notebook/tablet	341	54.0%	114
Spent <\$500 on most recent home computer	86	13.6%	104
Spent \$500-\$999 on most recent home computer	153	24.2%	117
Spent \$1,000-\$1,499 on most recent home computer	80	12.7%	118
Spent \$1,500-\$1,999 on most recent home computer	30	4.8%	95
Spent \$2,000+ on most recent home computer	26	4.1%	106

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	269	18.5%	117
Bought cigarettes at convenience store in last 30 days	223	15.3%	115
Bought gas at convenience store in last 30 days	475	32.6%	98
Spent at convenience store in last 30 days: <\$11	110	7.6%	108
Spent at convenience store in last 30 days: \$11-\$19	25	1.7%	88
Spent at convenience store in last 30 days: \$20-\$39	151	10.4%	111
Spent at convenience store in last 30 days: \$40-\$50	122	8.4%	110
Spent at convenience store in last 30 days: \$51-\$99	79	5.4%	109
Spent at convenience store in last 30 days: \$100+	314	21.6%	94
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	939	64.5%	106
Went to live theater in last 12 months	197	13.5%	112
Went to a bar/night club in last 12 months	276	19.0%	106
Dined out in last 12 months	742	51.0%	111
Gambled at a casino in last 12 months	260	17.9%	114
Visited a theme park in last 12 months	263	18.1%	99
Viewed movie (video-on-demand) in last 30 days	276	19.0%	122
Viewed TV show (video-on-demand) in last 30 days	204	14.0%	135
Watched any pay-per-view TV in last 12 months	217	14.9%	106
Downloaded a movie over the Internet in last 30 days	89	6.1%	103
Downloaded any individual song in last 6 months	302	20.7%	101
Watched a movie online in the last 30 days	190	13.0%	116
Watched a TV program online in last 30 days	216	14.8%	119
Played a video/electronic game (console) in last 12 months	193	13.3%	112
Played a video/electronic game (portable) in last 12 months	71	4.9%	105
<b>Financial (Adults)</b>			
Have home mortgage (1st)	573	39.4%	122
Used ATM/cash machine in last 12 months	768	52.7%	110
Own any stock	105	7.2%	88
Own U.S. savings bond	109	7.5%	119
Own shares in mutual fund (stock)	116	8.0%	98
Own shares in mutual fund (bonds)	76	5.2%	100
Have interest checking account	472	32.4%	112
Have non-interest checking account	450	30.9%	108
Have savings account	856	58.8%	111
Have 401K retirement savings plan	239	16.4%	112
Own/used any credit/debit card in last 12 months	1,126	77.3%	106
Avg monthly credit card expenditures: <\$111	211	14.5%	116
Avg monthly credit card expenditures: \$111-\$225	112	7.7%	118
Avg monthly credit card expenditures: \$226-\$450	90	6.2%	101
Avg monthly credit card expenditures: \$451-\$700	84	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	67	4.6%	103
Avg monthly credit card expenditures: \$1,001+	129	8.9%	98
Did banking online in last 12 months	578	39.7%	116
Did banking on mobile device in last 12 months	95	6.5%	90
Paid bills online in last 12 months	660	45.3%	113

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,075	73.8%	103
Used bread in last 6 months	1,403	96.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,197	82.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	834	57.3%	103
Used fresh fruit/vegetables in last 6 months	1,306	89.7%	103
Used fresh milk in last 6 months	1,328	91.2%	101
Used organic food in last 6 months	275	18.9%	99
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	432	29.7%	109
Exercise at club 2+ times per week	195	13.4%	102
Visited a doctor in last 12 months	1,126	77.3%	102
Used vitamin/dietary supplement in last 6 months	819	56.3%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	219	34.7%	122
Used housekeeper/maid/professional HH cleaning service in last 12	74	11.7%	88
Purchased low ticket HH furnishings in last 12 months	108	17.1%	109
Purchased big ticket HH furnishings in last 12 months	147	23.3%	110
Purchased bedding/bath goods in last 12 months	348	55.2%	103
Purchased cooking/serving product in last 12 months	156	24.7%	101
Bought any small kitchen appliance in last 12 months	152	24.1%	110
Bought any large kitchen appliance in last 12 months	88	13.9%	109
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	673	46.2%	105
Carry medical/hospital/accident insurance	979	67.2%	105
Carry homeowner insurance	809	55.6%	115
Have auto insurance: 1 vehicle in household covered	169	26.8%	86
Have auto insurance: 2 vehicles in household covered	202	32.0%	114
Have auto insurance: 3+ vehicles in household covered	172	27.3%	124
<b>Pets (Households)</b>			
Household owns any pet	362	57.4%	109
Household owns any cat	173	27.4%	119
Household owns any dog	255	40.4%	103
<b>Psychographics (Adults)</b>			
Buying American is important to me	608	41.8%	101
Usually buy items on credit rather than wait	172	11.8%	102
Usually buy based on quality - not price	245	16.8%	93
Price is usually more important than brand name	406	27.9%	103
Usually use coupons for brands I buy often	270	18.5%	99
Am interested in how to help the environment	248	17.0%	97
Usually pay more for environ safe product	162	11.1%	89
Usually value green products over convenience	127	8.7%	88
Likely to buy a brand that supports a charity	497	34.1%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	104	7.1%	102
Bought hardcover book in last 12 months	387	26.6%	105
Bought paperback book in last 12 month	570	39.1%	108
Read newspaper using e-reader/tablet in last 6 months	28	1.9%	77
Read book using e-reader/tablet in last 6 months	103	7.1%	100
Read any daily newspaper (paper version)	487	33.4%	104
Read any magazine (paper/electronic version) in last 6 months	1,350	92.7%	102

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,167	80.2%	106
Went to family restaurant/steak house: 4+ times a month	428	29.4%	99
Went to fast food/drive-in restaurant in last 6 months	1,322	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	606	41.6%	103
Fast food/drive-in last 6 months: eat in	557	38.3%	106
Fast food/drive-in last 6 months: home delivery	116	8.0%	103
Fast food/drive-in last 6 months: take-out/drive-thru	714	49.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	316	21.7%	111
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	149	10.2%	105
Own any portable MP3 player	569	39.1%	116
HH owns 1 TV	103	16.3%	82
HH owns 2 TVs	151	23.9%	91
HH owns 3 TVs	144	22.8%	105
HH owns 4+ TVs	159	25.2%	125
HH subscribes to cable TV	371	58.8%	106
HH subscribes to fiber optic	57	9.0%	147
HH has satellite dish	139	22.0%	86
HH owns DVD/Blu-ray player	425	67.4%	108
HH owns camcorder	138	21.9%	126
HH owns portable GPS navigation device	200	31.7%	121
HH owns video game system	315	49.9%	115
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	792	54.4%	107
Took 3+ domestic non-business trips in last 12 months	203	13.9%	112
Spent on domestic vacations in last 12 months: <\$1,000	204	14.0%	121
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	82	5.6%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	62	4.3%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	54	3.7%	93
Spent on domestic vacations in last 12 months: \$3,000+	82	5.6%	100
Domestic travel in the 12 months: used general travel website	109	7.5%	97
Foreign travel in last 3 years	360	24.7%	101
Took 3+ foreign trips by plane in last 3 years	53	3.6%	82
Spent on foreign vacations in last 12 months: <\$1,000	76	5.2%	107
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	42	2.9%	84
Spent on foreign vacations in last 12 months: \$3,000+	55	3.8%	79
Foreign travel in last 3 years: used general travel website	92	6.3%	104
Stayed 1+ nights at hotel/motel in last 12 months	631	43.3%	103
Took cruise of more than one day in last 3 years	123	8.4%	97
Member of any frequent flyer program	240	16.5%	99
Member of any hotel rewards program	185	12.7%	94

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Demographic Summary	2013	2018
Population	87,744	93,370
Population 18+	67,603	71,806
Households	34,150	36,263
Median Household Income	\$52,661	\$62,507

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	33,662	49.8%	101
Bought any women's clothing in last 12 months	30,659	45.4%	100
Bought clothing for child <13 years in last 6 months	20,071	29.7%	100
Bought any shoes in last 12 months	37,190	55.0%	100
Bought costume jewelry in last 12 months	13,686	20.2%	101
Bought any fine jewelry in last 12 months	13,782	20.4%	103
Bought a watch in last 12 months	7,448	11.0%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	28,868	84.5%	99
HH bought/leased new vehicle last 12 mo	2,447	7.2%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	57,887	85.6%	100
Bought/changed motor oil in last 12 months	32,586	48.2%	96
Had tune-up in last 12 months	21,748	32.2%	102
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	45,407	67.2%	105
Drank regular cola in last 6 months	32,172	47.6%	102
Drank beer/ale in last 6 months	30,084	44.5%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	23,831	35.3%	101
Own digital single-lens reflex (SLR) camera	5,609	8.3%	100
Bought any camera in last 12 months	5,652	8.4%	96
Bought memory card for camera in last 12 months	4,480	6.6%	101
Printed digital photos in last 12 months	2,709	4.0%	91
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	25,496	37.7%	101
Have a smartphone	27,528	40.7%	111
Have an iPhone	8,733	12.9%	110
Number of cell phones in household: 1	10,834	31.7%	99
Number of cell phones in household: 2	12,520	36.7%	102
Number of cell phones in household: 3+	8,491	24.9%	101
HH has cell phone only (no landline telephone)	13,007	38.1%	113
<b>Computers (Households)</b>			
HH owns a computer	26,982	79.0%	104
HH owns desktop computer	18,263	53.5%	103
HH owns laptop/notebook/tablet	17,485	51.2%	108
Spent <\$500 on most recent home computer	4,650	13.6%	104
Spent \$500-\$999 on most recent home computer	7,445	21.8%	105
Spent \$1,000-\$1,499 on most recent home computer	3,750	11.0%	102
Spent \$1,500-\$1,999 on most recent home computer	1,658	4.9%	97
Spent \$2,000+ on most recent home computer	1,338	3.9%	101

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	11,434	16.9%	108
Bought cigarettes at convenience store in last 30 days	9,381	13.9%	104
Bought gas at convenience store in last 30 days	20,028	29.6%	89
Spent at convenience store in last 30 days: <\$11	5,277	7.8%	111
Spent at convenience store in last 30 days: \$11-\$19	1,298	1.9%	99
Spent at convenience store in last 30 days: \$20-\$39	5,920	8.8%	94
Spent at convenience store in last 30 days: \$40-\$50	5,382	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	3,552	5.3%	106
Spent at convenience store in last 30 days: \$100+	14,258	21.1%	92
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	43,246	64.0%	105
Went to live theater in last 12 months	8,289	12.3%	101
Went to a bar/night club in last 12 months	13,002	19.2%	107
Dined out in last 12 months	31,929	47.2%	103
Gambled at a casino in last 12 months	11,849	17.5%	112
Visited a theme park in last 12 months	13,953	20.6%	113
Viewed movie (video-on-demand) in last 30 days	12,804	18.9%	122
Viewed TV show (video-on-demand) in last 30 days	9,592	14.2%	136
Watched any pay-per-view TV in last 12 months	10,106	14.9%	106
Downloaded a movie over the Internet in last 30 days	4,355	6.4%	109
Downloaded any individual song in last 6 months	14,791	21.9%	106
Watched a movie online in the last 30 days	8,745	12.9%	115
Watched a TV program online in last 30 days	10,047	14.9%	120
Played a video/electronic game (console) in last 12 months	8,481	12.5%	106
Played a video/electronic game (portable) in last 12 months	3,384	5.0%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	21,538	31.9%	99
Used ATM/cash machine in last 12 months	34,640	51.2%	107
Own any stock	5,254	7.8%	95
Own U.S. savings bond	4,195	6.2%	99
Own shares in mutual fund (stock)	4,732	7.0%	86
Own shares in mutual fund (bonds)	3,101	4.6%	88
Have interest checking account	19,283	28.5%	98
Have non-interest checking account	19,172	28.4%	99
Have savings account	36,928	54.6%	103
Have 401K retirement savings plan	10,362	15.3%	104
Own/used any credit/debit card in last 12 months	50,303	74.4%	102
Avg monthly credit card expenditures: <\$111	8,636	12.8%	103
Avg monthly credit card expenditures: \$111-\$225	4,776	7.1%	109
Avg monthly credit card expenditures: \$226-\$450	4,222	6.2%	102
Avg monthly credit card expenditures: \$451-\$700	3,903	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	2,941	4.4%	97
Avg monthly credit card expenditures: \$1,001+	5,400	8.0%	88
Did banking online in last 12 months	25,385	37.6%	109
Did banking on mobile device in last 12 months	5,612	8.3%	115
Paid bills online in last 12 months	29,876	44.2%	110

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	48,145	71.2%	99
Used bread in last 6 months	64,357	95.2%	100
Used chicken/turkey (fresh or frozen) in last 6 months	55,030	81.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	38,384	56.8%	102
Used fresh fruit/vegetables in last 6 months	59,359	87.8%	101
Used fresh milk in last 6 months	60,581	89.6%	100
Used organic food in last 6 months	13,406	19.8%	104
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	18,114	26.8%	99
Exercise at club 2+ times per week	9,605	14.2%	108
Visited a doctor in last 12 months	50,883	75.3%	100
Used vitamin/dietary supplement in last 6 months	36,317	53.7%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,737	25.6%	90
Used housekeeper/maid/professional HH cleaning service in last 12	4,058	11.9%	89
Purchased low ticket HH furnishings in last 12 months	5,601	16.4%	105
Purchased big ticket HH furnishings in last 12 months	8,013	23.5%	111
Purchased bedding/bath goods in last 12 months	18,607	54.5%	101
Purchased cooking/serving product in last 12 months	8,806	25.8%	106
Bought any small kitchen appliance in last 12 months	7,924	23.2%	106
Bought any large kitchen appliance in last 12 months	4,504	13.2%	103
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	28,371	42.0%	95
Carry medical/hospital/accident insurance	43,287	64.0%	100
Carry homeowner insurance	29,569	43.7%	90
Have auto insurance: 1 vehicle in household covered	11,686	34.2%	110
Have auto insurance: 2 vehicles in household covered	9,629	28.2%	101
Have auto insurance: 3+ vehicles in household covered	6,041	17.7%	80
<b>Pets (Households)</b>			
Household owns any pet	16,560	48.5%	92
Household owns any cat	7,540	22.1%	96
Household owns any dog	11,080	32.4%	83
<b>Psychographics (Adults)</b>			
Buying American is important to me	26,097	38.6%	93
Usually buy items on credit rather than wait	8,464	12.5%	108
Usually buy based on quality - not price	12,197	18.0%	99
Price is usually more important than brand name	18,185	26.9%	99
Usually use coupons for brands I buy often	12,129	17.9%	96
Am interested in how to help the environment	11,939	17.7%	101
Usually pay more for environ safe product	8,507	12.6%	100
Usually value green products over convenience	6,233	9.2%	93
Likely to buy a brand that supports a charity	22,531	33.3%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,644	6.9%	99
Bought hardcover book in last 12 months	17,800	26.3%	104
Bought paperback book in last 12 month	25,269	37.4%	103
Read newspaper using e-reader/tablet in last 6 months	1,641	2.4%	97
Read book using e-reader/tablet in last 6 months	4,750	7.0%	99
Read any daily newspaper (paper version)	20,539	30.4%	95
Read any magazine (paper/electronic version) in last 6 months	62,382	92.3%	102

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	52,368	77.5%	102
Went to family restaurant/steak house: 4+ times a month	19,626	29.0%	98
Went to fast food/drive-in restaurant in last 6 months	61,416	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	29,749	44.0%	109
Fast food/drive-in last 6 months: eat in	24,766	36.6%	101
Fast food/drive-in last 6 months: home delivery	6,728	10.0%	128
Fast food/drive-in last 6 months: take-out/drive-thru	32,428	48.0%	102
Fast food/drive-in last 6 months: take-out/walk-in	13,936	20.6%	106
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	6,573	9.7%	100
Own any portable MP3 player	25,775	38.1%	113
HH owns 1 TV	7,243	21.2%	107
HH owns 2 TVs	9,211	27.0%	103
HH owns 3 TVs	6,978	20.4%	94
HH owns 4+ TVs	6,370	18.7%	92
HH subscribes to cable TV	21,146	61.9%	112
HH subscribes to fiber optic	3,188	9.3%	152
HH has satellite dish	5,971	17.5%	69
HH owns DVD/Blu-ray player	22,119	64.8%	104
HH owns camcorder	6,290	18.4%	106
HH owns portable GPS navigation device	9,295	27.2%	104
HH owns video game system	16,039	47.0%	108
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	34,375	50.8%	100
Took 3+ domestic non-business trips in last 12 months	7,575	11.2%	90
Spent on domestic vacations in last 12 months: <\$1,000	8,686	12.8%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,772	5.6%	94
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,521	3.7%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,439	3.6%	90
Spent on domestic vacations in last 12 months: \$3,000+	3,530	5.2%	93
Domestic travel in the 12 months: used general travel website	5,409	8.0%	103
Foreign travel in last 3 years	17,609	26.0%	106
Took 3+ foreign trips by plane in last 3 years	2,696	4.0%	90
Spent on foreign vacations in last 12 months: <\$1,000	3,537	5.2%	107
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,409	3.6%	104
Spent on foreign vacations in last 12 months: \$3,000+	2,760	4.1%	85
Foreign travel in last 3 years: used general travel website	4,203	6.2%	102
Stayed 1+ nights at hotel/motel in last 12 months	28,244	41.8%	99
Took cruise of more than one day in last 3 years	6,010	8.9%	102
Member of any frequent flyer program	10,358	15.3%	92
Member of any hotel rewards program	8,927	13.2%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Demographic Summary	2013	2018
Population	258,835	276,348
Population 18+	197,759	210,699
Households	96,526	102,791
Median Household Income	\$56,447	\$68,351

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	98,824	50.0%	101
Bought any women's clothing in last 12 months	89,639	45.3%	100
Bought clothing for child <13 years in last 6 months	59,770	30.2%	102
Bought any shoes in last 12 months	109,314	55.3%	101
Bought costume jewelry in last 12 months	39,725	20.1%	100
Bought any fine jewelry in last 12 months	40,455	20.5%	103
Bought a watch in last 12 months	22,144	11.2%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	82,259	85.2%	100
HH bought/leased new vehicle last 12 mo	7,243	7.5%	95
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	170,465	86.2%	101
Bought/changed motor oil in last 12 months	95,783	48.4%	96
Had tune-up in last 12 months	63,753	32.2%	102
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	133,021	67.3%	106
Drank regular cola in last 6 months	93,199	47.1%	101
Drank beer/ale in last 6 months	89,047	45.0%	106
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	70,682	35.7%	103
Own digital single-lens reflex (SLR) camera	16,884	8.5%	102
Bought any camera in last 12 months	16,832	8.5%	98
Bought memory card for camera in last 12 months	13,347	6.7%	103
Printed digital photos in last 12 months	8,021	4.1%	92
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	75,671	38.3%	102
Have a smartphone	80,383	40.6%	111
Have an iPhone	25,149	12.7%	109
Number of cell phones in household: 1	29,586	30.7%	96
Number of cell phones in household: 2	35,442	36.7%	102
Number of cell phones in household: 3+	25,320	26.2%	106
HH has cell phone only (no landline telephone)	35,058	36.3%	108
<b>Computers (Households)</b>			
HH owns a computer	76,710	79.5%	105
HH owns desktop computer	52,067	53.9%	104
HH owns laptop/notebook/tablet	50,066	51.9%	109
Spent <\$500 on most recent home computer	12,721	13.2%	100
Spent \$500-\$999 on most recent home computer	21,249	22.0%	107
Spent \$1,000-\$1,499 on most recent home computer	10,674	11.1%	103
Spent \$1,500-\$1,999 on most recent home computer	4,896	5.1%	102
Spent \$2,000+ on most recent home computer	3,939	4.1%	105

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	33,543	17.0%	108
Bought cigarettes at convenience store in last 30 days	26,851	13.6%	102
Bought gas at convenience store in last 30 days	59,622	30.1%	91
Spent at convenience store in last 30 days: <\$11	15,309	7.7%	110
Spent at convenience store in last 30 days: \$11-\$19	3,793	1.9%	99
Spent at convenience store in last 30 days: \$20-\$39	18,227	9.2%	99
Spent at convenience store in last 30 days: \$40-\$50	16,087	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	10,138	5.1%	103
Spent at convenience store in last 30 days: \$100+	41,832	21.2%	92
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	127,111	64.3%	106
Went to live theater in last 12 months	24,370	12.3%	102
Went to a bar/night club in last 12 months	37,909	19.2%	107
Dined out in last 12 months	93,855	47.5%	103
Gambled at a casino in last 12 months	34,887	17.6%	113
Visited a theme park in last 12 months	41,566	21.0%	116
Viewed movie (video-on-demand) in last 30 days	37,977	19.2%	124
Viewed TV show (video-on-demand) in last 30 days	27,478	13.9%	133
Watched any pay-per-view TV in last 12 months	30,411	15.4%	109
Downloaded a movie over the Internet in last 30 days	12,634	6.4%	108
Downloaded any individual song in last 6 months	43,687	22.1%	107
Watched a movie online in the last 30 days	25,571	12.9%	115
Watched a TV program online in last 30 days	28,926	14.6%	118
Played a video/electronic game (console) in last 12 months	25,117	12.7%	108
Played a video/electronic game (portable) in last 12 months	10,079	5.1%	110
<b>Financial (Adults)</b>			
Have home mortgage (1st)	65,741	33.2%	103
Used ATM/cash machine in last 12 months	101,416	51.3%	107
Own any stock	15,515	7.8%	96
Own U.S. savings bond	12,671	6.4%	102
Own shares in mutual fund (stock)	14,571	7.4%	91
Own shares in mutual fund (bonds)	9,696	4.9%	94
Have interest checking account	57,008	28.8%	99
Have non-interest checking account	57,104	28.9%	101
Have savings account	108,668	54.9%	103
Have 401K retirement savings plan	30,999	15.7%	107
Own/used any credit/debit card in last 12 months	147,950	74.8%	103
Avg monthly credit card expenditures: <\$111	25,233	12.8%	103
Avg monthly credit card expenditures: \$111-\$225	13,882	7.0%	108
Avg monthly credit card expenditures: \$226-\$450	12,893	6.5%	106
Avg monthly credit card expenditures: \$451-\$700	11,293	5.7%	108
Avg monthly credit card expenditures: \$701-\$1,000	9,060	4.6%	102
Avg monthly credit card expenditures: \$1,001+	16,969	8.6%	95
Did banking online in last 12 months	74,807	37.8%	110
Did banking on mobile device in last 12 months	16,116	8.1%	113
Paid bills online in last 12 months	87,224	44.1%	110

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	141,109	71.4%	99
Used bread in last 6 months	188,797	95.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	161,363	81.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	113,125	57.2%	103
Used fresh fruit/vegetables in last 6 months	173,770	87.9%	101
Used fresh milk in last 6 months	177,420	89.7%	100
Used organic food in last 6 months	39,532	20.0%	105
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	54,284	27.4%	101
Exercise at club 2+ times per week	28,756	14.5%	110
Visited a doctor in last 12 months	148,851	75.3%	100
Used vitamin/dietary supplement in last 6 months	107,247	54.2%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	25,966	26.9%	95
Used housekeeper/maid/professional HH cleaning service in last 12	12,129	12.6%	94
Purchased low ticket HH furnishings in last 12 months	15,959	16.5%	106
Purchased big ticket HH furnishings in last 12 months	22,450	23.3%	110
Purchased bedding/bath goods in last 12 months	52,865	54.8%	102
Purchased cooking/serving product in last 12 months	24,920	25.8%	106
Bought any small kitchen appliance in last 12 months	22,366	23.2%	105
Bought any large kitchen appliance in last 12 months	12,910	13.4%	105
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	83,924	42.4%	97
Carry medical/hospital/accident insurance	127,372	64.4%	100
Carry homeowner insurance	89,936	45.5%	94
Have auto insurance: 1 vehicle in household covered	31,605	32.7%	106
Have auto insurance: 2 vehicles in household covered	27,602	28.6%	102
Have auto insurance: 3+ vehicles in household covered	18,894	19.6%	89
<b>Pets (Households)</b>			
Household owns any pet	47,834	49.6%	94
Household owns any cat	21,263	22.0%	96
Household owns any dog	32,788	34.0%	87
<b>Psychographics (Adults)</b>			
Buying American is important to me	76,383	38.6%	93
Usually buy items on credit rather than wait	25,493	12.9%	111
Usually buy based on quality - not price	35,831	18.1%	100
Price is usually more important than brand name	53,051	26.8%	99
Usually use coupons for brands I buy often	35,667	18.0%	96
Am interested in how to help the environment	34,850	17.6%	101
Usually pay more for environ safe product	24,778	12.5%	100
Usually value green products over convenience	18,017	9.1%	92
Likely to buy a brand that supports a charity	65,417	33.1%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	13,855	7.0%	101
Bought hardcover book in last 12 months	51,783	26.2%	103
Bought paperback book in last 12 month	74,185	37.5%	103
Read newspaper using e-reader/tablet in last 6 months	4,987	2.5%	101
Read book using e-reader/tablet in last 6 months	14,369	7.3%	103
Read any daily newspaper (paper version)	61,460	31.1%	97
Read any magazine (paper/electronic version) in last 6 months	183,053	92.6%	102

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

SW midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45854  
Longitude: -122.22751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	154,083	77.9%	103
Went to family restaurant/steak house: 4+ times a month	58,411	29.5%	100
Went to fast food/drive-in restaurant in last 6 months	179,648	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	86,480	43.7%	108
Fast food/drive-in last 6 months: eat in	72,764	36.8%	102
Fast food/drive-in last 6 months: home delivery	18,572	9.4%	121
Fast food/drive-in last 6 months: take-out/drive-thru	94,763	47.9%	102
Fast food/drive-in last 6 months: take-out/walk-in	40,964	20.7%	106
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	20,071	10.1%	104
Own any portable MP3 player	75,804	38.3%	114
HH owns 1 TV	19,482	20.2%	102
HH owns 2 TVs	25,629	26.6%	101
HH owns 3 TVs	20,043	20.8%	96
HH owns 4+ TVs	19,348	20.0%	99
HH subscribes to cable TV	59,447	61.6%	111
HH subscribes to fiber optic	9,262	9.6%	156
HH has satellite dish	17,716	18.4%	72
HH owns DVD/Blu-ray player	62,772	65.0%	104
HH owns camcorder	18,474	19.1%	111
HH owns portable GPS navigation device	27,384	28.4%	109
HH owns video game system	46,103	47.8%	110
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	102,193	51.7%	102
Took 3+ domestic non-business trips in last 12 months	23,041	11.7%	93
Spent on domestic vacations in last 12 months: <\$1,000	24,861	12.6%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	11,309	5.7%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,704	3.9%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,480	3.8%	94
Spent on domestic vacations in last 12 months: \$3,000+	10,903	5.5%	98
Domestic travel in the 12 months: used general travel website	16,142	8.2%	106
Foreign travel in last 3 years	52,431	26.5%	108
Took 3+ foreign trips by plane in last 3 years	8,283	4.2%	94
Spent on foreign vacations in last 12 months: <\$1,000	10,531	5.3%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,163	3.6%	106
Spent on foreign vacations in last 12 months: \$3,000+	8,777	4.4%	93
Foreign travel in last 3 years: used general travel website	12,656	6.4%	105
Stayed 1+ nights at hotel/motel in last 12 months	84,343	42.6%	101
Took cruise of more than one day in last 3 years	17,987	9.1%	104
Member of any frequent flyer program	32,010	16.2%	97
Member of any hotel rewards program	26,816	13.6%	100

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.