



Automotive Aftermarket Expenditures

Downtown
Area: 0.86 square miles

Prepared by CED/Planning
Latitude: 47.47760492
Longitude: -122.210786

Demographic Summary	2015	2020
Population	3,019	3,368
Households	1,764	1,975
Families	600	673
Median Age	40.9	41.6
Median Household Income	\$34,630	\$38,596

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	75	\$4.68	\$8,264
Gasoline	70	\$2,387.68	\$4,211,873
Motor Oil	70	\$10.69	\$18,851
Vehicle Parts/Equipment and Accessories	69	\$43.97	\$77,563
Tire Purchase/Replacement	67	\$133.35	\$235,228
Vehicle Audio/Video Equipment and Installation	70	\$3.29	\$5,804
Vehicle Cleaning Products and Services	70	\$9.21	\$16,254
Services			
Auto Repair Service Policy	66	\$12.97	\$22,877
Membership Fees for Automobile Service Clubs	64	\$18.04	\$31,814
Global Positioning Services	60	\$1.61	\$2,847
Vehicle Air Conditioning Repair	65	\$14.20	\$25,051
Vehicle Body Work and Painting	67	\$23.26	\$41,024
Vehicle Brake Work	70	\$57.08	\$100,690
Vehicle Clutch/Transmission Repair	68	\$30.41	\$53,637
Vehicle Cooling System Repair	72	\$19.94	\$35,176
Vehicle Drive Shaft and Rear-end Repair	72	\$6.94	\$12,237
Vehicle Electrical System Repair	71	\$27.33	\$48,213
Vehicle Exhaust System Repair	72	\$12.17	\$21,461
Vehicle Front End Alignment/Wheel Balance & Rotation	69	\$17.89	\$31,564
Lube/Oil Change and Oil Filters	69	\$74.49	\$131,406
Vehicle Motor Repair/Replacement	70	\$64.31	\$113,443
Vehicle Motor Tune-up	69	\$48.31	\$85,220
Vehicle Shock Absorber Replacement	71	\$5.65	\$9,960
Vehicle Steering/Front End Repair	73	\$23.21	\$40,948
Tire Repair and Other Repair Work	70	\$48.58	\$85,697

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2015	2020
Population		3,019	3,368
Households		1,764	1,975
Families		600	673
Median Age		40.9	41.6
Median Household Income		\$34,630	\$38,596

	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	68	\$49,190.83	\$86,772,628	100.0%
Food	71	\$6,008.83	\$10,599,582	12.2%
Food at Home	71	\$3,713.98	\$6,551,462	7.6%
Food Away from Home	70	\$2,294.85	\$4,048,121	4.7%
Alcoholic Beverages	72	\$402.57	\$710,137	0.8%
Housing	71	\$15,199.91	\$26,812,650	30.9%
Shelter	71	\$11,717.61	\$20,669,868	23.8%
Utilities, Fuel and Public Services	69	\$3,482.30	\$6,142,782	7.1%
Household Operations	66	\$1,207.98	\$2,130,873	2.5%
Housekeeping Supplies	68	\$494.02	\$871,446	1.0%
Household Furnishings and Equipment	68	\$1,243.05	\$2,192,740	2.5%
Apparel and Services	70	\$1,628.08	\$2,871,928	3.3%
Transportation	68	\$7,227.35	\$12,749,050	14.7%
Travel	64	\$1,243.38	\$2,193,325	2.5%
Health Care	66	\$3,109.18	\$5,484,599	6.3%
Entertainment and Recreation	67	\$2,211.80	\$3,901,617	4.5%
Personal Care Products & Services	68	\$536.09	\$945,665	1.1%
Education	71	\$1,077.38	\$1,900,499	2.2%
Smoking Products	79	\$369.49	\$651,777	0.8%
Miscellaneous (1)	74	\$801.50	\$1,413,852	1.6%
Support Payments/Cash Contribution/Gifts in Kind	66	\$1,643.31	\$2,898,805	3.3%
Life/Other Insurance	58	\$267.99	\$472,732	0.5%
Pensions and Social Security	64	\$4,518.91	\$7,971,353	9.2%

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2015 Housing Summary		2015 Demographic Summary		
Housing Units	1,968	Population	3,019	
2015-2020 Percent Change	11.53%	Households	1,764	
Percent Occupied	89.6%	Families	600	
Percent Owner Households	16.8%	Median Age	40.9	
Median Home Value	\$264,130	Median Household Income	\$34,630	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
Owned Dwellings		56	\$6,422.03	\$11,328,459
Mortgage Interest		56	\$2,309.03	\$4,073,134
Mortgage Principal		55	\$1,205.60	\$2,126,680
Property Taxes		56	\$1,423.28	\$2,510,666
Homeowners Insurance		56	\$273.61	\$482,650
Ground Rent		67	\$46.73	\$82,439
Maintenance and Remodeling Services		55	\$921.32	\$1,625,207
Maintenance and Remodeling Materials		54	\$161.52	\$284,928
Property Management and Security		71	\$80.93	\$142,755
Rented Dwellings		114	\$4,891.50	\$8,628,599
Rent		115	\$4,707.95	\$8,304,823
Rent Received as Pay		112	\$130.56	\$230,312
Renters' Insurance		109	\$20.56	\$36,275
Maintenance and Repair Services		89	\$19.10	\$33,696
Maintenance and Repair Materials		100	\$13.32	\$23,493
Owned Vacation Homes		57	\$344.66	\$607,978
Mortgage Payment		54	\$94.00	\$165,820
Property Taxes		56	\$81.20	\$143,232
Homeowners Insurance		53	\$9.42	\$16,620
Maintenance and Remodeling		60	\$142.99	\$252,241
Property Management and Security		53	\$17.04	\$30,064
Housing While Attending School		63	\$59.43	\$104,831
Household Operations		66	\$1,207.98	\$2,130,873
Child Care		66	\$296.84	\$523,622
Care for Elderly or Handicapped		70	\$54.65	\$96,405
Appliance Rental and Repair		61	\$14.87	\$26,226
Computer Information Services		72	\$322.95	\$569,685
Home Security System Services		57	\$20.91	\$36,886
Non-Apparel Household Laundry/Dry Cleaning		70	\$21.61	\$38,126
Housekeeping Services		59	\$96.69	\$170,566
Lawn and Garden		58	\$253.84	\$447,767
Moving/Storage/Freight Express		82	\$60.53	\$106,778
Installation of Computers		69	\$0.46	\$809
PC Repair (Personal Use)		71	\$5.83	\$10,287
Reupholstering/Furniture Repair		59	\$3.64	\$6,415
Termite/Pest Control		55	\$18.43	\$32,507
Water Softening Services		62	\$3.93	\$6,936
Internet Services Away from Home		78	\$8.18	\$14,429
Voice Over IP Service		63	\$8.97	\$15,820
Other Home Services (1)		60	\$15.65	\$27,611

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	69	\$3,482.30	\$6,142,782
Bottled Gas	55	\$39.24	\$69,224
Electricity	69	\$1,334.69	\$2,354,390
Fuel Oil	53	\$61.53	\$108,532
Natural Gas	70	\$372.91	\$657,805
Phone Services	71	\$1,204.68	\$2,125,051
Water and Other Public Services	66	\$462.68	\$816,160
Coal/Wood/Other Fuel	55	\$6.59	\$11,621
Housekeeping Supplies	68	\$494.02	\$871,446
Laundry and Cleaning Supplies	70	\$144.92	\$255,641
Postage and Stationery	67	\$120.86	\$213,192
Other HH Products (2)	68	\$228.24	\$402,613
Household Textiles	70	\$68.70	\$121,184
Bathroom Linens	74	\$9.92	\$17,496
Bedroom Linens	72	\$36.09	\$63,664
Kitchen and Dining Room Linens	70	\$1.78	\$3,141
Curtains and Draperies	65	\$9.45	\$16,671
Slipcovers, Decorative Pillows	64	\$3.31	\$5,838
Materials for Slipcovers/Curtains	64	\$7.16	\$12,634
Other Linens	74	\$0.99	\$1,740
Furniture	68	\$353.46	\$623,495
Mattresses and Box Springs	68	\$64.61	\$113,976
Other Bedroom Furniture	70	\$64.96	\$114,581
Sofas	72	\$96.20	\$169,695
Living Room Tables and Chairs	66	\$43.44	\$76,622
Kitchen, Dining Room Furniture	67	\$27.57	\$48,639
Infant Furniture	74	\$9.07	\$16,001
Outdoor Furniture	57	\$14.97	\$26,411
Wall Units, Cabinets, Other Furniture (3)	65	\$32.64	\$57,570
Major Appliances	63	\$168.63	\$297,457
Dishwashers and Disposals	58	\$12.84	\$22,649
Refrigerators and Freezers	61	\$47.20	\$83,257
Clothes Washers	64	\$30.04	\$52,982
Clothes Dryers	65	\$21.59	\$38,080
Cooking Stoves and Ovens	56	\$20.88	\$36,826
Microwave Ovens	72	\$9.69	\$17,097
Window Air Conditioners	68	\$4.57	\$8,069
Electric Floor Cleaning Equipment	71	\$15.74	\$27,773
Sewing Machines and Miscellaneous Appliances	68	\$6.08	\$10,723

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	60	\$14.73	\$25,982
Housewares	69	\$50.10	\$88,368
Small Appliances	70	\$32.26	\$56,915
Window Coverings	59	\$12.13	\$21,400
Lamps and Other Lighting Fixtures	68	\$11.07	\$19,525
Infant Equipment	64	\$12.29	\$21,683
Rental of Furniture	85	\$6.22	\$10,967
Laundry and Cleaning Equipment	69	\$17.49	\$30,855
Closet and Storage Items	67	\$13.45	\$23,733
Luggage	64	\$5.92	\$10,446
Clocks and Other Household Decoratives	67	\$112.09	\$197,720
Telephones and Accessories	69	\$34.54	\$60,931
Telephone Answering Devices	68	\$0.56	\$986
Grills and Outdoor Equipment	60	\$23.65	\$41,717
Power Tools	68	\$35.65	\$62,882
Hand Tools	65	\$5.68	\$10,020
Office Furniture/Equipment for Home Use	66	\$9.75	\$17,195
Computers and Hardware for Home Use	71	\$153.18	\$270,208
Portable Memory	76	\$4.09	\$7,218
Computer Software	75	\$15.10	\$26,638
Computer Accessories	67	\$12.90	\$22,755
Personal Digital Assistants	71	\$5.24	\$9,246
Other Household Items (4)	68	\$64.18	\$113,213

(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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary	2015	2020	
Population	3,019	3,368	
Households	1,764	1,975	
Families	600	673	
Median Age	40.9	41.6	
Median Household Income	\$34,630	\$38,596	
	Spending Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	62	\$6,530.88	\$11,520,466
Savings Accounts	62	\$7,027.83	\$12,397,099
U.S. Savings Bonds	59	\$204.81	\$361,289
Stocks, Bonds & Mutual Funds	60	\$20,375.40	\$35,942,200
Annual Changes			
Checking Accounts	86	\$86.28	\$152,201
Savings Accounts	55	\$158.99	\$280,462
U.S. Savings Bonds	61	-\$21.25	-\$37,484
Earnings			
Dividends, Royalties, Estates, Trusts	65	\$564.67	\$996,074
Interest from Savings Accounts or Bonds	60	\$418.97	\$739,062
Retirement Plan Contributions	58	\$846.01	\$1,492,363
Liabilities			
Original Mortgage Amount	56	\$7,861.59	\$13,867,847
Vehicle Loan Amount 1	69	\$1,557.01	\$2,746,557
Amount Paid: Interest			
Home Mortgage	56	\$2,309.03	\$4,073,134
Lump Sum Home Equity Loan	55	\$42.55	\$75,050
New Car/Truck/Van Loan	62	\$89.91	\$158,607
Used Car/Truck/Van Loan	72	\$105.73	\$186,512
Amount Paid: Principal			
Home Mortgage	55	\$1,205.60	\$2,126,680
Lump Sum Home Equity Loan	54	\$55.99	\$98,765
New Car/Truck/Van Loan	62	\$576.94	\$1,017,726
Used Car/Truck/Van Loan	72	\$545.37	\$962,034
Checking Account and Banking Service Charges	80	\$24.75	\$43,655
Finance Charges, excluding Mortgage/Vehicle	71	\$161.92	\$285,633

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2015	2020
Population		3,019	3,368
Households		1,764	1,975
Families		600	673
Median Household Income		\$34,630	\$38,596
Males per 100 Females		95.6	96.8
Population By Age			
Population <5 Years		5.3%	5.5%
Population 65+ Years		17.4%	18.5%
Median Age		40.9	41.6
	Spending Potential Index	Average Amount Spent	Total
Health Care	66	\$3,109.18	\$5,484,599
Medical Care	66	\$1,381.45	\$2,436,875
Physician Services	67	\$178.30	\$314,525
Dental Services	64	\$249.20	\$439,592
Eyecare Services	65	\$36.12	\$63,711
Lab Tests, X-Rays	63	\$42.30	\$74,615
Hospital Room and Hospital Services	67	\$135.43	\$238,897
Convalescent or Nursing Home Care	75	\$23.65	\$41,720
Other Medical services (1)	64	\$73.35	\$129,386
Nonprescription Drugs	67	\$86.35	\$152,315
Prescription Drugs	66	\$327.88	\$578,381
Nonprescription Vitamins	64	\$44.60	\$78,674
Medicare Prescription Drug Premium	70	\$61.54	\$108,551
Eyeglasses and Contact Lenses	65	\$58.99	\$104,052
Hearing Aids	61	\$16.54	\$29,173
Medical Equipment for General Use	72	\$4.37	\$7,704
Other Medical Supplies (2)	66	\$42.85	\$75,580
Health Insurance	65	\$1,727.73	\$3,047,724
Blue Cross/Blue Shield	63	\$541.80	\$955,730
Commercial Health Insurance	65	\$321.94	\$567,905
Health Maintenance Organization	66	\$295.05	\$520,469
Medicare Payments	69	\$363.10	\$640,516
Long Term Care Insurance	59	\$59.99	\$105,824
Other Health Insurance (3)	66	\$145.85	\$257,281

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor statistics

Demographic Summary		2015	2020
Population		3,019	3,368
Households		1,764	1,975
Families		600	673
Median Age		40.9	41.6
Median Household Income		\$34,630	\$38,596
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	65	\$419.88	\$740,670
Admission to Movies, Theater, Opera, Ballet	69	\$113.45	\$200,131
Admission to Sporting Events, excl. Trips	64	\$42.66	\$75,257
Fees for Participant Sports, excl. Trips	66	\$79.27	\$139,830
Fees for Recreational Lessons	59	\$72.26	\$127,464
Membership Fees for Social/Recreation/Civic Clubs	65	\$111.62	\$196,889
Dating Services	103	\$0.62	\$1,098
Rental of Video Cassettes and DVDs	75	\$17.75	\$31,318
Toys & Games	71	\$87.16	\$153,743
Toys and Playground Equipment	70	\$81.34	\$143,492
Play Arcade Pinball/Video Games	84	\$2.58	\$4,557
Online Entertainment and Games	80	\$3.23	\$5,694
Recreational Vehicles and Fees	53	\$114.44	\$201,873
Docking and Landing Fees for Boats and Planes	52	\$5.07	\$8,936
Camp Fees	49	\$16.19	\$28,566
Purchase of RVs or Boats	53	\$88.31	\$155,771
Rental of RVs or Boats	65	\$4.88	\$8,601
Sports, Recreation and Exercise Equipment	62	\$117.60	\$207,438
Exercise Equipment and Gear, Game Tables	58	\$44.76	\$78,958
Bicycles	70	\$20.90	\$36,861
Camping Equipment	58	\$9.92	\$17,505
Hunting and Fishing Equipment	65	\$27.34	\$48,225
Winter Sports Equipment	63	\$3.77	\$6,656
Water Sports Equipment	59	\$3.86	\$6,810
Other Sports Equipment	66	\$5.24	\$9,236
Rental/Repair of Sports/Recreation/Exercise Equipment	59	\$1.81	\$3,188
Photographic Equipment and Supplies	68	\$55.47	\$97,845
Film	66	\$0.79	\$1,386
Film Processing	64	\$7.89	\$13,921
Photographic Equipment	69	\$27.24	\$48,053
Photographer Fees/Other Supplies & Equip Rental/Repair	69	\$19.55	\$34,486
Reading	67	\$102.30	\$180,456
Magazine/Newspaper Subscriptions	64	\$34.61	\$61,047
Magazine/Newspaper Single Copies	70	\$10.97	\$19,352
Books	70	\$44.65	\$78,762
Digital Book Readers	67	\$12.07	\$21,296

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Downtown
Area: 0.86 square miles

Prepared by CED/Planning
Latitude: 47.47760492
Longitude: -122.210786

Top Tapestry Segments	Percen	Demographic Summary	2015	2020
Old and Newcomers (8F)	53.4%	Population	3,019	3,368
Set to Impress (11D)	44.2%	Households	1,764	1,975
City Lights (8A)	2.4%	Families	600	673
Top Tier (1A)	0.0%	Median Age	40.9	41.6
Professional Pride (1B)	0.0%	Median Household	\$34,630	\$38,596
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		70	\$1,628.08	\$2,871,928
Men's		70	\$305.13	\$538,255
Women's		71	\$571.69	\$1,008,463
Children's		70	\$261.46	\$461,210
Footwear		71	\$325.76	\$574,647
Watches & Jewelry		68	\$98.37	\$173,529
Apparel Products and Services (1)		67	\$65.66	\$115,825
Computer				
Computers and Hardware for Home Use		71	\$153.18	\$270,208
Portable Memory		76	\$4.09	\$7,218
Computer Software		75	\$15.10	\$26,638
Computer Accessories		67	\$12.90	\$22,755
Entertainment & Recreation		67	\$2,211.80	\$3,901,617
Fees and Admissions		65	\$419.88	\$740,670
Membership Fees for Clubs (2)		65	\$111.62	\$196,889
Fees for Participant Sports, excl. Trips		66	\$79.27	\$139,830
Admission to Movie/Theatre/Opera/Ballet		69	\$113.45	\$200,131
Admission to Sporting Events, excl. Trips		64	\$42.66	\$75,257
Fees for Recreational Lessons		59	\$72.26	\$127,464
Dating Services		103	\$0.62	\$1,098
TV/Video/Audio		71	\$932.49	\$1,644,914
Cable and Satellite Television Services		71	\$635.39	\$1,120,830
Televisions		72	\$106.11	\$187,176
Satellite Dishes		74	\$1.16	\$2,049
VCRs, Video Cameras, and DVD Players		74	\$8.11	\$14,313
Miscellaneous Video Equipment		68	\$7.36	\$12,985
Video Cassettes and DVDs		76	\$24.38	\$43,010
Video Game Hardware/Accessories		79	\$18.33	\$32,341
Video Game Software		78	\$21.44	\$37,823
Streaming/Downloaded Video		73	\$4.18	\$7,375
Rental of Video Cassettes and DVDs		75	\$17.75	\$31,318
Installation of Televisions		57	\$0.64	\$1,128
Audio (3)		68	\$84.09	\$148,326
Rental and Repair of TV/Radio/Sound Equipment		66	\$3.54	\$6,241
Pets		65	\$367.23	\$647,785
Toys and Games (4)		71	\$87.16	\$153,743
Recreational Vehicles and Fees (5)		53	\$114.44	\$201,873
Sports/Recreation/Exercise Equipment (6)		62	\$117.60	\$207,438
Photo Equipment and Supplies (7)		68	\$55.47	\$97,845
Reading (8)		67	\$102.30	\$180,456
Catered Affairs (9)		64	\$15.24	\$26,892
Food		71	\$6,008.83	\$10,599,582
Food at Home		71	\$3,713.98	\$6,551,462
Bakery and Cereal Products		71	\$518.34	\$914,350
Meats, Poultry, Fish, and Eggs		71	\$811.99	\$1,432,345
Dairy Products		70	\$392.81	\$692,916
Fruits and Vegetables		71	\$701.34	\$1,237,155
Snacks and Other Food at Home (10)		72	\$1,289.51	\$2,274,697
Food Away from Home		70	\$2,294.85	\$4,048,121
Alcoholic Beverages		72	\$402.57	\$710,137
Nonalcoholic Beverages at Home		72	\$360.32	\$635,596

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	63	\$1,723.29	\$3,039,876
Vehicle Loans	68	\$2,860.76	\$5,046,389
Health			
Nonprescription Drugs	67	\$86.35	\$152,315
Prescription Drugs	66	\$327.88	\$578,381
Eyeglasses and Contact Lenses	65	\$58.99	\$104,052
Home			
Mortgage Payment and Basics (11)	56	\$5,258.26	\$9,275,569
Maintenance and Remodeling Services	55	\$921.32	\$1,625,207
Maintenance and Remodeling Materials (12)	54	\$161.52	\$284,928
Utilities, Fuel, and Public Services	69	\$3,482.30	\$6,142,782
Household Furnishings and Equipment			
Household Textiles (13)	70	\$68.70	\$121,184
Furniture	68	\$353.46	\$623,495
Rugs	60	\$14.73	\$25,982
Major Appliances (14)	63	\$168.63	\$297,457
Housewares (15)	69	\$50.10	\$88,368
Small Appliances	70	\$32.26	\$56,915
Luggage	64	\$5.92	\$10,446
Telephones and Accessories	69	\$34.54	\$60,931
Household Operations			
Child Care	66	\$296.84	\$523,622
Lawn and Garden (16)	58	\$253.84	\$447,767
Moving/Storage/Freight Express	82	\$60.53	\$106,778
Housekeeping Supplies (17)	68	\$494.02	\$871,446
Insurance			
Owners and Renters Insurance	58	\$294.18	\$518,925
Vehicle Insurance	69	\$834.18	\$1,471,487
Life/Other Insurance	58	\$267.99	\$472,732
Health Insurance	65	\$1,727.73	\$3,047,724
Personal Care Products (18)	70	\$327.93	\$578,466
School Books and Supplies (19)	75	\$134.66	\$237,540
Smoking Products	79	\$369.49	\$651,777
Transportation			
Vehicle Purchases (Net Outlay) (20)	67	\$2,707.93	\$4,776,780
Gasoline and Motor Oil	69	\$2,435.42	\$4,296,080
Vehicle Maintenance and Repairs	69	\$769.35	\$1,357,133
Travel			
Airline Fares	67	\$317.81	\$560,620
Lodging on Trips	60	\$273.07	\$481,690
Auto/Truck/Van Rental on Trips	64	\$21.74	\$38,342
Food and Drink on Trips	64	\$297.65	\$525,056

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Summary Demographics

2015 Population	3,019
2015 Households	1,764
2015 Median Disposable Income	\$30,272
2015 Per Capita Income	\$27,995

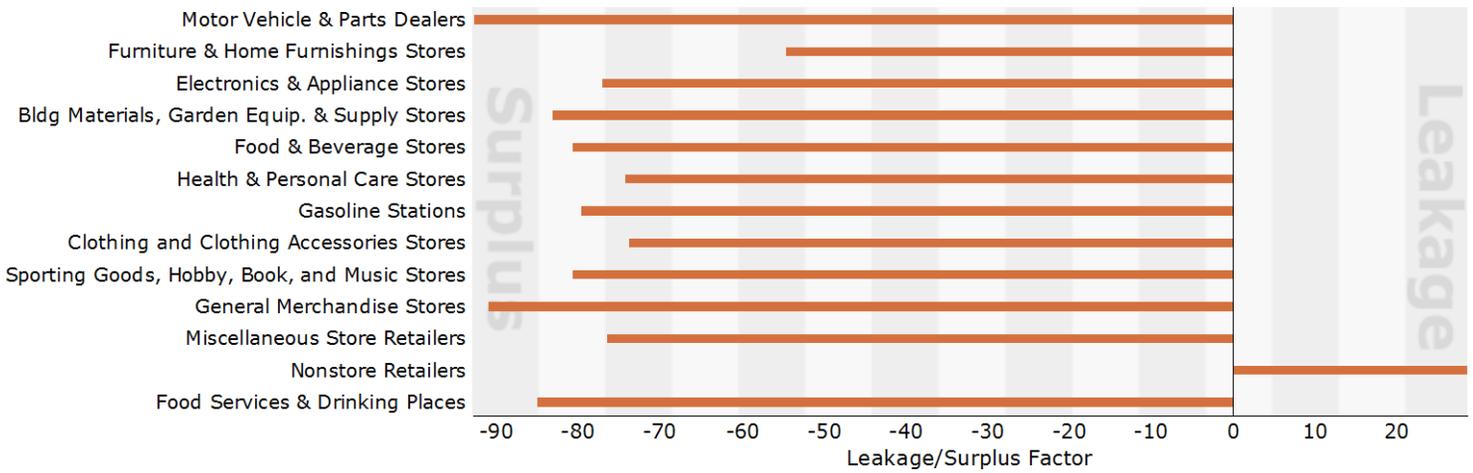
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$37,391,141	\$510,052,336	-\$472,661,195	-86.3	132
Total Retail Trade	44-45	\$33,768,381	\$464,583,260	-\$430,814,879	-86.4	89
Total Food & Drink	722	\$3,622,760	\$45,469,076	-\$41,846,316	-85.2	43

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,645,507	\$183,814,185	-\$177,168,678	-93.0	15
Automobile Dealers	4411	\$5,728,678	\$155,473,453	-\$149,744,775	-92.9	5
Other Motor Vehicle Dealers	4412	\$410,235	\$1,277,071	-\$866,836	-51.4	3
Auto Parts, Accessories & Tire Stores	4413	\$506,594	\$27,063,661	-\$26,557,067	-96.3	6
Furniture & Home Furnishings Stores	442	\$730,396	\$2,499,297	-\$1,768,901	-54.8	2
Furniture Stores	4421	\$414,411	\$2,424,171	-\$2,009,760	-70.8	1
Home Furnishings Stores	4422	\$315,985	\$75,126	\$240,859	61.6	1
Electronics & Appliance Stores	443	\$620,309	\$4,854,254	-\$4,233,945	-77.3	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$988,333	\$10,828,305	-\$9,839,972	-83.3	8
Bldg Material & Supplies Dealers	4441	\$850,574	\$10,670,850	-\$9,820,276	-85.2	7
Lawn & Garden Equip & Supply Stores	4442	\$137,759	\$157,455	-\$19,696	-6.7	1
Food & Beverage Stores	445	\$6,974,429	\$65,631,210	-\$58,656,781	-80.8	10
Grocery Stores	4451	\$6,491,815	\$59,116,974	-\$52,625,159	-80.2	7
Specialty Food Stores	4452	\$177,282	\$980,158	-\$802,876	-69.4	2
Beer, Wine & Liquor Stores	4453	\$305,332	\$5,534,077	-\$5,228,745	-89.5	1
Health & Personal Care Stores	446,4461	\$2,250,681	\$15,341,918	-\$13,091,237	-74.4	6
Gasoline Stations	447,4471	\$2,705,196	\$23,934,069	-\$21,228,873	-79.7	3
Clothing & Clothing Accessories Stores	448	\$1,985,177	\$13,235,924	-\$11,250,747	-73.9	7
Clothing Stores	4481	\$1,509,878	\$11,380,524	-\$9,870,646	-76.6	5
Shoe Stores	4482	\$266,974	\$1,242,680	-\$975,706	-64.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$208,325	\$612,720	-\$404,395	-49.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$553,388	\$5,243,292	-\$4,689,904	-80.9	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$500,573	\$5,000,378	-\$4,499,805	-81.8	8
Book, Periodical & Music Stores	4512	\$52,815	\$242,914	-\$190,099	-64.3	2
General Merchandise Stores	452	\$6,047,334	\$129,413,843	-\$123,366,509	-91.1	2
Department Stores Excluding Leased Depts.	4521	\$2,173,254	\$59,543,461	-\$57,370,207	-93.0	1
Other General Merchandise Stores	4529	\$3,874,080	\$69,870,382	-\$65,996,302	-89.5	1
Miscellaneous Store Retailers	453	\$1,063,053	\$8,013,362	-\$6,950,309	-76.6	22
Florists	4531	\$32,300	\$546,609	-\$514,309	-88.8	2
Office Supplies, Stationery & Gift Stores	4532	\$312,314	\$2,269,271	-\$1,956,957	-75.8	4
Used Merchandise Stores	4533	\$94,256	\$1,654,886	-\$1,560,630	-89.2	9
Other Miscellaneous Store Retailers	4539	\$624,182	\$3,542,596	-\$2,918,414	-70.0	7
Nonstore Retailers	454	\$3,204,577	\$1,773,602	\$1,430,975	28.7	3
Electronic Shopping & Mail-Order Houses	4541	\$2,958,606	\$1,626,423	\$1,332,183	29.1	2
Vending Machine Operators	4542	\$29,993	\$118,004	-\$88,011	-59.5	1
Direct Selling Establishments	4543	\$215,978	\$29,174	\$186,804	76.2	1
Food Services & Drinking Places	722	\$3,622,760	\$45,469,076	-\$41,846,316	-85.2	43
Full-Service Restaurants	7221	\$1,707,979	\$22,310,065	-\$20,602,086	-85.8	19
Limited-Service Eating Places	7222	\$1,606,545	\$19,612,926	-\$18,006,381	-84.9	14
Special Food Services	7223	\$155,712	\$129,667	\$26,045	9.1	1
Drinking Places - Alcoholic Beverages	7224	\$152,524	\$3,416,418	-\$3,263,894	-91.5	9

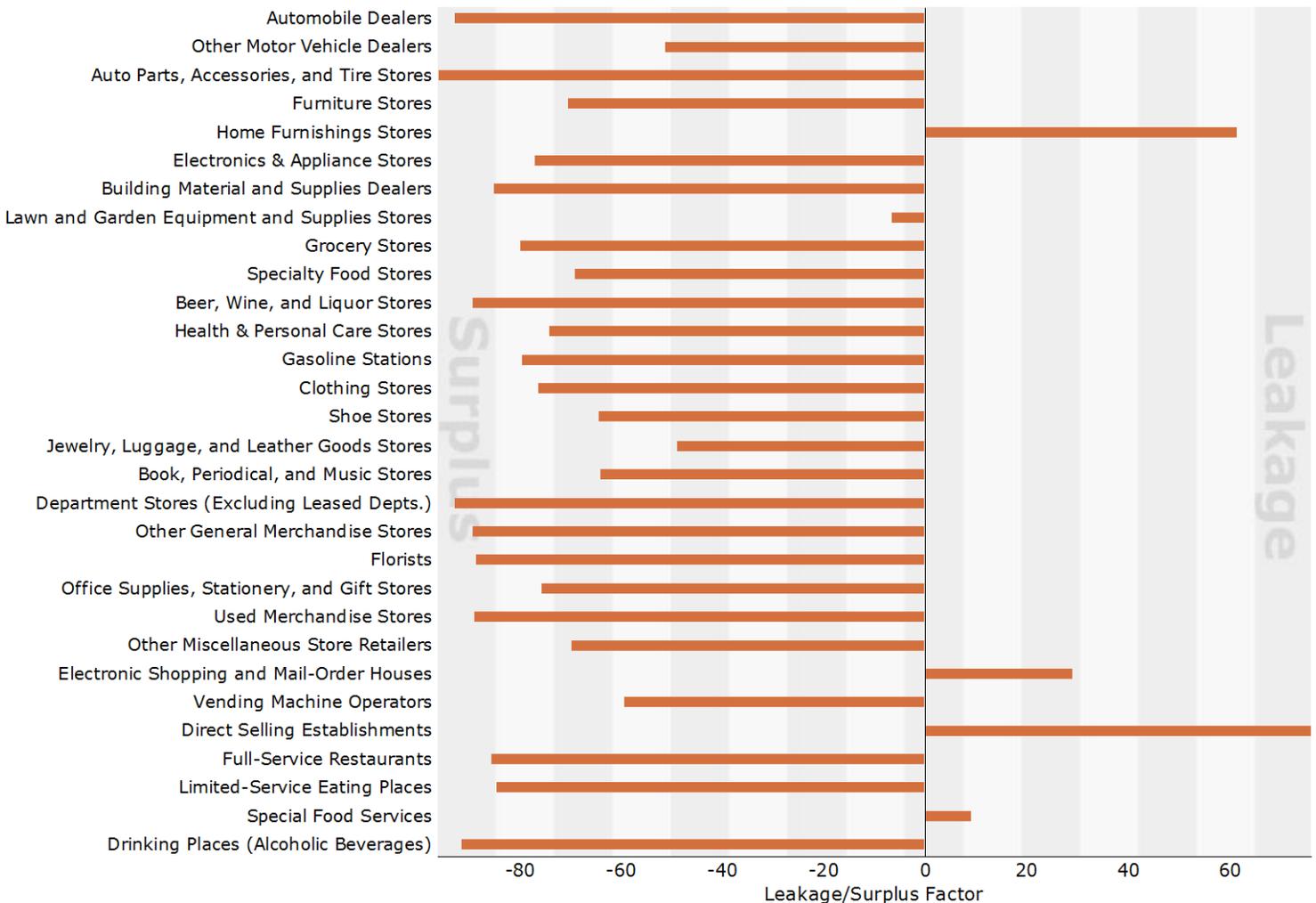
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Business Summary

Downtown
Area: 0.86 square miles

Prepared by CED/Planning
Latitude: 47.47760492
Longitude: -122.210786

Data for all businesses in area

Total Businesses:	875
Total Employees:	9,366
Total Residential Population:	3,019
Employee/Residential Population Ratio:	3.1:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	6	0.7%	37	0.4%
Construction	45	5.1%	224	2.4%
Manufacturing	16	1.8%	267	2.9%
Transportation	17	1.9%	161	1.7%
Communication	4	0.5%	57	0.6%
Utility	0	0.0%	4	0.0%
Wholesale Trade	31	3.5%	360	3.8%
Retail Trade Summary	230	26.3%	3,654	39.0%
Home Improvement	15	1.7%	140	1.5%
General Merchandise Stores	6	0.7%	778	8.3%
Food Stores	17	1.9%	355	3.8%
Auto Dealers, Gas Stations, Auto Aftermarket	33	3.8%	471	5.0%
Apparel & Accessory Stores	7	0.8%	31	0.3%
Furniture & Home Furnishings	16	1.8%	177	1.9%
Eating & Drinking Places	85	9.7%	1,005	10.7%
Miscellaneous Retail	50	5.7%	697	7.4%
Finance, Insurance, Real Estate Summary	114	13.0%	763	8.1%
Banks, Savings & Lending Institutions	40	4.6%	268	2.9%
Securities Brokers	12	1.4%	111	1.2%
Insurance Carriers & Agents	25	2.9%	155	1.7%
Real Estate, Holding, Other Investment Offices	37	4.2%	229	2.4%
Services Summary	351	40.1%	3,301	35.2%
Hotels & Lodging	3	0.3%	64	0.7%
Automotive Services	28	3.2%	142	1.5%
Motion Pictures & Amusements	29	3.3%	465	5.0%
Health Services	40	4.6%	413	4.4%
Legal Services	25	2.9%	125	1.3%
Education Institutions & Libraries	7	0.8%	270	2.9%
Other Services	219	25.0%	1,822	19.5%
Government	25	2.9%	350	3.7%
Unclassified Establishments	35	4.0%	188	2.0%
Totals	875	100.0%	9,366	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.



Business Summary

Downtown
Area: 0.86 square miles

Prepared by CED/Planning
Latitude: 47.47760492
Longitude: -122.210786

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	1	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	4	0.0%
Construction	51	5.8%	249	2.7%
Manufacturing	21	2.4%	343	3.7%
Wholesale Trade	27	3.1%	346	3.7%
Retail Trade	140	16.0%	2,629	28.1%
Motor Vehicle & Parts Dealers	26	3.0%	460	4.9%
Furniture & Home Furnishings Stores	3	0.3%	19	0.2%
Electronics & Appliance Stores	12	1.4%	155	1.7%
Bldg Material & Garden Equipment & Supplies Dealers	15	1.7%	140	1.5%
Food & Beverage Stores	12	1.4%	343	3.7%
Health & Personal Care Stores	16	1.8%	326	3.5%
Gasoline Stations	7	0.8%	11	0.1%
Clothing & Clothing Accessories Stores	11	1.3%	224	2.4%
Sport Goods, Hobby, Book, & Music Stores	8	0.9%	45	0.5%
General Merchandise Stores	6	0.7%	778	8.3%
Miscellaneous Store Retailers	21	2.4%	82	0.9%
Nonstore Retailers	2	0.2%	47	0.5%
Transportation & Warehousing	11	1.3%	99	1.1%
Information	15	1.7%	341	3.6%
Finance & Insurance	78	8.9%	540	5.8%
Central Bank/Credit Intermediation & Related Activities	42	4.8%	274	2.9%
Securities, Commodity Contracts & Other Financial	12	1.4%	111	1.2%
Insurance Carriers & Related Activities; Funds, Trusts &	25	2.9%	155	1.7%
Real Estate, Rental & Leasing	41	4.7%	145	1.5%
Professional, Scientific & Tech Services	78	8.9%	709	7.6%
Legal Services	26	3.0%	135	1.4%
Management of Companies & Enterprises	1	0.1%	83	0.9%
Administrative & Support & Waste Management &	40	4.6%	254	2.7%
Educational Services	14	1.6%	271	2.9%
Health Care & Social Assistance	62	7.1%	633	6.8%
Arts, Entertainment & Recreation	21	2.4%	441	4.7%
Accommodation & Food Services	91	10.4%	1,076	11.5%
Accommodation	3	0.3%	64	0.7%
Food Services & Drinking Places	88	10.1%	1,012	10.8%
Other Services (except Public Administration)	122	13.9%	658	7.0%
Automotive Repair & Maintenance	24	2.7%	122	1.3%
Public Administration	25	2.9%	350	3.7%
Unclassified Establishments	37	4.2%	196	2.1%
Total	875	100.0%	9,366	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

Demographic Summary	2015	2020
Population	3,019	3,368
Population 18+	2,523	2,804
Households	1,764	1,975
Median Household Income	\$34,630	\$38,596

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,258	49.9%	103
Bought any women's clothing in last 12 months	1,121	44.4%	99
Bought clothing for child <13 years in last 6 months	617	24.5%	87
Bought any shoes in last 12 months	1,324	52.5%	96
Bought costume jewelry in last 12 months	477	18.9%	95
Bought any fine jewelry in last 12 months	411	16.3%	84
Bought a watch in last 12 months	237	9.4%	82
Automobiles (Households)			
HH owns/leases any vehicle	1,485	84.2%	99
HH bought/leased new vehicle last 12 mo	126	7.1%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,141	84.9%	100
Bought/changed motor oil in last 12 months	1,311	52.0%	105
Had tune-up in last 12 months	795	31.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,559	61.8%	94
Drank regular cola in last 6 months	1,228	48.7%	106
Drank beer/ale in last 6 months	1,147	45.5%	107
Cameras (Adults)			
Own digital point & shoot camera	708	28.1%	87
Own digital single-lens reflex (SLR) camera	214	8.5%	99
Bought any camera in last 12 months	138	5.5%	76
Bought memory card for camera in last 12 months	137	5.4%	94
Printed digital photos in last 12 months	57	2.3%	67
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	936	37.1%	102
Have a smartphone	1,258	49.9%	102
Have an iPhone	461	18.3%	98
Number of cell phones in household: 1	729	41.3%	129
Number of cell phones in household: 2	648	36.7%	99
Number of cell phones in household: 3+	272	15.4%	61
HH has cell phone only (no landline telephone)	918	52.0%	138
Computers (Households)			
HH owns a computer	1,335	75.7%	99
HH owns desktop computer	712	40.4%	83
HH owns laptop/notebook	941	53.3%	104
Spent <\$500 on most recent home computer	315	17.9%	127
Spent \$500-\$999 on most recent home computer	364	20.6%	102
Spent \$1,000-\$1,499 on most recent home computer	147	8.3%	83
Spent \$1,500-\$1,999 on most recent home computer	66	3.7%	81
Spent \$2,000+ on most recent home computer	78	4.4%	115

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 2015 and 2020.

Downtown
Area: 0.86 square miles

Prepared by CED/Planning
Latitude: 47.47760492
Longitude: -122.210786

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,710	67.8%	112
Bought brewed coffee at convenience store in last 30 days	427	16.9%	110
Bought cigarettes at convenience store in last 30 days	470	18.6%	142
Bought gas at convenience store in last 30 days	848	33.6%	101
Spent at convenience store in last 30 days: <\$20	285	11.3%	138
Spent at convenience store in last 30 days: \$20-\$39	245	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	216	8.6%	112
Spent at convenience store in last 30 days: \$51-\$99	97	3.8%	84
Spent at convenience store in last 30 days: \$100+	647	25.6%	111
Entertainment (Adults)			
Attended a movie in last 6 months	1,515	60.0%	100
Went to live theater in last 12 months	316	12.5%	100
Went to a bar/night club in last 12 months	519	20.6%	120
Dined out in last 12 months	1,050	41.6%	92
Gambled at a casino in last 12 months	373	14.8%	100
Visited a theme park in last 12 months	343	13.6%	76
Viewed movie (video-on-demand) in last 30 days	436	17.3%	111
Viewed TV show (video-on-demand) in last 30 days	318	12.6%	103
Watched any pay-per-view TV in last 12 months	267	10.6%	81
Downloaded a movie over the Internet in last 30 days	173	6.9%	104
Downloaded any individual song in last 6 months	488	19.3%	94
Watched a movie online in the last 30 days	383	15.2%	112
Watched a TV program online in last 30 days	413	16.4%	122
Played a video/electronic game (console) in last 12 months	353	14.0%	123
Played a video/electronic game (portable) in last 12 months	114	4.5%	101
Financial (Adults)			
Have home mortgage (1st)	672	26.6%	84
Used ATM/cash machine in last 12 months	1,225	48.6%	100
Own any stock	164	6.5%	83
Own U.S. savings bond	145	5.7%	100
Own shares in mutual fund (stock)	180	7.1%	95
Own shares in mutual fund (bonds)	104	4.1%	84
Have interest checking account	593	23.5%	81
Have non-interest checking account	657	26.0%	92
Have savings account	1,246	49.4%	92
Have 401K retirement savings plan	288	11.4%	77
Own/used any credit/debit card in last 12 months	1,879	74.5%	101
Avg monthly credit card expenditures: <\$111	341	13.5%	114
Avg monthly credit card expenditures: \$111-\$225	128	5.1%	78
Avg monthly credit card expenditures: \$226-\$450	164	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	145	5.7%	106
Avg monthly credit card expenditures: \$701-\$1,000	76	3.0%	69
Avg monthly credit card expenditures: \$1,001+	159	6.3%	69
Did banking online in last 12 months	814	32.3%	92
Did banking on mobile device in last 12 months	269	10.7%	103
Paid bills online in last 12 months	1,068	42.3%	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 2015 and 2020.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,772	70.2%	98
Used bread in last 6 months	2,390	94.7%	100
Used chicken (fresh or frozen) in last 6 mos	1,754	69.5%	97
Used turkey (fresh or frozen) in last 6 mos	456	18.1%	99
Used fish/seafood (fresh or frozen) in last 6 months	1,275	50.5%	90
Used fresh fruit/vegetables in last 6 months	2,171	86.0%	99
Used fresh milk in last 6 months	2,263	89.7%	100
Used organic food in last 6 months	425	16.8%	86
Health (Adults)			
Exercise at home 2+ times per week	744	29.5%	103
Exercise at club 2+ times per week	337	13.4%	103
Visited a doctor in last 12 months	1,864	73.9%	98
Used vitamin/dietary supplement in last 6 months	1,315	52.1%	97
Home (Households)			
Any home improvement in last 12 months	341	19.3%	70
Used housekeeper/maid/professional HH cleaning service in last 12	204	11.6%	88
Purchased low ticket HH furnishings in last 12 months	256	14.5%	93
Purchased big ticket HH furnishings in last 12 months	353	20.0%	95
Purchased bedding/bath goods in last 12 months	874	49.5%	93
Purchased cooking/serving product in last 12 months	374	21.2%	87
Bought any small kitchen appliance in last 12 months	378	21.4%	96
Bought any large kitchen appliance in last 12 months	196	11.1%	86
Insurance (Adults/Households)			
Currently carry life insurance	1,046	41.5%	95
Carry medical/hospital/accident insurance	1,602	63.5%	99
Carry homeowner insurance	1,020	40.4%	85
Carry renter's insurance	297	11.8%	159
Have auto insurance: 1 vehicle in household covered	711	40.3%	128
Have auto insurance: 2 vehicles in household covered	431	24.4%	87
Have auto insurance: 3+ vehicles in household covered	233	13.2%	60
Pets (Households)			
Household owns any pet	846	48.0%	90
Household owns any cat	455	25.8%	113
Household owns any dog	516	29.3%	74
Psychographics (Adults)			
Buying American is important to me	1,186	47.0%	109
Usually buy items on credit rather than wait	286	11.3%	100
Usually buy based on quality - not price	437	17.3%	97
Price is usually more important than brand name	711	28.2%	103
Usually use coupons for brands I buy often	518	20.5%	109
Am interested in how to help the environment	477	18.9%	113
Usually pay more for environ safe product	324	12.8%	102
Usually value green products over convenience	278	11.0%	108
Likely to buy a brand that supports a charity	852	33.8%	99
Reading (Adults)			
Bought digital book in last 12 months	367	14.5%	131
Bought hardcover book in last 12 months	585	23.2%	103
Bought paperback book in last 12 month	820	32.5%	96
Read any daily newspaper (paper version)	713	28.3%	100
Read any digital newspaper in last 30 days	949	37.6%	120
Read any magazine (paper/electronic version) in last 6 months	2,335	92.5%	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 2015 and 2020.

Downtown
Area: 0.86 square miles

Prepared by CED/Planning
Latitude: 47.47760492
Longitude: -122.210786

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,889	74.9%	99
Went to family restaurant/steak house: 4+ times a month	656	26.0%	90
Went to fast food/drive-in restaurant in last 6 months	2,327	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,063	42.1%	104
Fast food/drive-in last 6 months: eat in	893	35.4%	97
Fast food/drive-in last 6 months: home delivery	277	11.0%	140
Fast food/drive-in last 6 months: take-out/drive-thru	1,228	48.7%	104
Fast food/drive-in last 6 months: take-out/walk-in	489	19.4%	99
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	566	22.4%	106
Own any portable MP3 player	857	34.0%	101
HH owns 1 TV	461	26.1%	130
HH owns 2 TVs	485	27.5%	104
HH owns 3 TVs	331	18.8%	87
HH owns 4+ TVs	258	14.6%	74
HH subscribes to cable TV	1,022	57.9%	114
HH subscribes to fiber optic	77	4.4%	66
HH has satellite dish	268	15.2%	60
HH owns DVD/Blu-ray player	1,069	60.6%	98
HH owns camcorder	178	10.1%	65
HH owns portable GPS navigation device	387	21.9%	80
HH purchased video game system in last 12 mos	156	8.8%	96
HH owns Internet video device for TV	66	3.7%	86
Travel (Adults)			
Domestic travel in last 12 months	1,087	43.1%	86
Took 3+ domestic non-business trips in last 12 months	302	12.0%	96
Spent on domestic vacations in last 12 months: <\$1,000	248	9.8%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	165	6.5%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	45	1.8%	51
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	77	3.1%	80
Spent on domestic vacations in last 12 months: \$3,000+	71	2.8%	52
Domestic travel in the 12 months: used general travel website	141	5.6%	79
Foreign travel in last 3 years	479	19.0%	80
Took 3+ foreign trips by plane in last 3 years	74	2.9%	67
Spent on foreign vacations in last 12 months: <\$1,000	74	2.9%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	47	1.9%	61
Spent on foreign vacations in last 12 months: \$3,000+	81	3.2%	65
Foreign travel in last 3 years: used general travel website	109	4.3%	79
Nights spent in hotel/motel in last 12 months: any	918	36.4%	88
Took cruise of more than one day in last 3 years	195	7.7%	88
Member of any frequent flyer program	291	11.5%	69
Member of any hotel rewards program	251	9.9%	70

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 2015 and 2020.