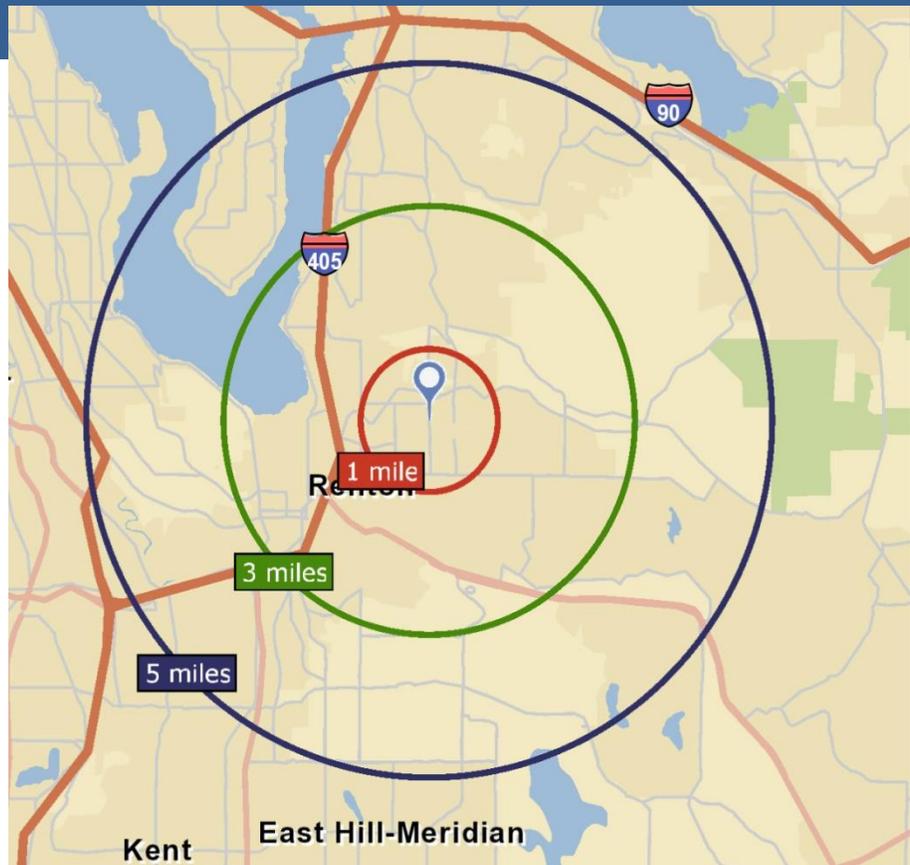


# Expenditures

## NE Renton

1, 3 and 5 Miles Radii from the Intersection of  
NE Sunset Blvd & NE 10<sup>th</sup> St



RENTON. AHEAD OF THE CURVE.

City of  
**Renton**



Community & Economic Development

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NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

2013 Housing Summary		2013 Demographic Summary		
Housing Units	8,654	Population	21,267	
2013-2018 Percent Change	8.08%	Households	8,132	
Percent Occupied	94.0%	Families	5,087	
Percent Owner Households	54.1%	Median Age	35.1	
Median Home Value	\$307,148	Median Household Income	\$52,026	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		88	\$10,069.09	\$81,881,810
Mortgage Interest		91	\$3,868.45	\$31,458,226
Mortgage Principal		87	\$1,910.59	\$15,536,919
Property Taxes		87	\$2,178.82	\$17,718,178
Homeowners Insurance		81	\$383.56	\$3,119,070
Ground Rent		90	\$62.57	\$508,844
Maintenance and Remodeling Services		83	\$1,339.29	\$10,891,068
Maintenance and Remodeling Materials		78	\$226.57	\$1,842,494
Property Management and Security		93	\$99.24	\$807,012
<b>Rented Dwellings</b>		134	\$5,467.07	\$44,458,173
Rent		135	\$5,261.52	\$42,786,715
Rent Received as Pay		127	\$142.24	\$1,156,663
Renters' Insurance		124	\$21.46	\$174,476
Maintenance and Repair Services		94	\$26.15	\$212,689
Maintenance and Repair Materials		109	\$15.70	\$127,632
<b>Owned Vacation Homes</b>		87	\$520.63	\$4,233,793
Mortgage Payment		88	\$182.23	\$1,481,900
Property Taxes		84	\$134.30	\$1,092,093
Homeowners Insurance		81	\$11.52	\$93,704
Maintenance and Remodeling		89	\$169.03	\$1,374,585
Property Management and Security		83	\$23.55	\$191,512
Housing While Attending School		96	\$84.19	\$684,646
<b>Household Operations</b>		93	\$1,622.67	\$13,195,558
Child Care		105	\$465.14	\$3,782,508
Care for Elderly or Handicapped		91	\$55.91	\$454,663
Appliance Rental and Repair		85	\$22.75	\$184,993
Computer Information Services		98	\$400.48	\$3,256,714
Home Security System Services		86	\$28.77	\$233,954
Non-Apparel Household Laundry/Dry Cleaning		27	\$7.97	\$64,811
Housekeeping Services		90	\$133.86	\$1,088,516
Lawn and Garden		82	\$347.78	\$2,828,177
Moving/Storage/Freight Express		110	\$71.87	\$584,467
Installation of Computers		88	\$0.50	\$4,060
PC Repair (Personal Use)		98	\$9.32	\$75,763
Reupholstering/Furniture Repair		83	\$6.81	\$55,351
Termite/Pest Control		84	\$26.09	\$212,125
Water Softening Services		76	\$4.35	\$35,369
Internet Services Away from Home		104	\$6.38	\$51,920
Voice Over IP Service		104	\$13.94	\$113,398
Other Home Services (1)		88	\$20.75	\$168,768

**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

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	93	\$4,689.79	\$38,137,351
Bottled Gas	65	\$48.91	\$397,725
Electricity	91	\$1,772.20	\$14,411,538
Fuel Oil	90	\$102.71	\$835,217
Natural Gas	95	\$557.15	\$4,530,771
Phone Services	96	\$1,570.95	\$12,774,953
Water and Other Public Services	93	\$629.83	\$5,121,779
Coal/Wood/Other Fuel	64	\$8.04	\$65,368
<b>Housekeeping Supplies</b>	92	\$654.82	\$5,324,991
Laundry and Cleaning Supplies	93	\$188.10	\$1,529,593
Postage and Stationery	90	\$160.66	\$1,306,507
Other HH Products (2)	93	\$306.06	\$2,488,891
<b>Household Textiles</b>	96	\$101.28	\$823,592
Bathroom Linens	100	\$14.78	\$120,219
Bedroom Linens	99	\$49.61	\$403,413
Kitchen and Dining Room Linens	95	\$2.39	\$19,439
Curtains and Draperies	90	\$17.86	\$145,197
Slipcovers, Decorative Pillows	98	\$4.87	\$39,593
Materials for Slipcovers/Curtains	87	\$10.30	\$83,775
Other Linens	102	\$1.47	\$11,956
<b>Furniture</b>	96	\$460.49	\$3,744,694
Mattresses and Box Springs	97	\$72.72	\$591,347
Other Bedroom Furniture	100	\$90.93	\$739,415
Sofas	98	\$118.20	\$961,198
Living Room Tables and Chairs	91	\$62.92	\$511,647
Kitchen, Dining Room Furniture	95	\$38.98	\$316,946
Infant Furniture	105	\$11.84	\$96,276
Outdoor Furniture	87	\$19.91	\$161,874
Wall Units, Cabinets, Other Furniture (3)	91	\$45.01	\$365,992
<b>Major Appliances</b>	88	\$241.86	\$1,966,783
Dishwashers and Disposals	88	\$19.69	\$160,131
Refrigerators and Freezers	85	\$65.04	\$528,919
Clothes Washers	89	\$41.53	\$337,695
Clothes Dryers	89	\$32.23	\$262,073
Cooking Stoves and Ovens	84	\$33.78	\$274,720
Microwave Ovens	95	\$12.65	\$102,830
Window Air Conditioners	86	\$5.95	\$48,371
Electric Floor Cleaning Equipment	93	\$20.09	\$163,409
Sewing Machines and Miscellaneous Appliances	88	\$10.90	\$88,636

**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

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	90	\$22.93	\$186,477
Housewares	83	\$61.87	\$503,120
Small Appliances	93	\$41.79	\$339,830
Window Coverings	90	\$23.93	\$194,622
Lamps and Other Lighting Fixtures	96	\$19.56	\$159,059
Infant Equipment	38	\$8.18	\$66,531
Rental of Furniture	103	\$7.33	\$59,633
Laundry and Cleaning Equipment	92	\$22.32	\$181,467
Closet and Storage Items	18	\$4.13	\$33,595
Luggage	97	\$8.64	\$70,279
Clocks and Other Household Decoratives	32	\$47.49	\$386,225
Telephones and Accessories	93	\$49.95	\$406,224
Telephone Answering Devices	95	\$0.62	\$5,062
Grills and Outdoor Equipment	29	\$13.28	\$107,995
Power Tools	37	\$19.10	\$155,296
Hand Tools	99	\$7.29	\$59,320
Office Furniture/Equipment for Home Use	96	\$13.99	\$113,777
Computers and Hardware for Home Use	100	\$203.54	\$1,655,178
Portable Memory	100	\$7.62	\$61,926
Computer Software	102	\$20.10	\$163,436
Computer Accessories	93	\$15.52	\$126,237
Personal Digital Assistants	94	\$7.04	\$57,268
Other Household Items (4)	90	\$75.04	\$610,228

**(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.

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

2013 Housing Summary		2013 Demographic Summary	
Housing Units	38,332	Population	90,921
2013-2018 Percent Change	7.24%	Households	35,835
Percent Occupied	93.5%	Families	22,499
Percent Owner Households	59.6%	Median Age	37.2
Median Home Value	\$327,389	Median Household Income	\$65,004
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		115	\$475,594,618
Mortgage Interest		119	\$180,643,316
Mortgage Principal		115	\$90,357,823
Property Taxes		116	\$104,367,726
Homeowners Insurance		105	\$17,926,799
Ground Rent		114	\$2,853,101
Maintenance and Remodeling Services		110	\$64,100,573
Maintenance and Remodeling Materials		101	\$10,539,596
Property Management and Security		126	\$4,805,684
<b>Rented Dwellings</b>		142	\$206,698,582
Rent		142	\$198,918,960
Rent Received as Pay		131	\$5,258,319
Renters' Insurance		134	\$825,984
Maintenance and Repair Services		107	\$1,065,499
Maintenance and Repair Materials		122	\$629,820
<b>Owned Vacation Homes</b>		118	\$25,417,739
Mortgage Payment		118	\$8,700,698
Property Taxes		113	\$6,482,899
Homeowners Insurance		108	\$551,367
Maintenance and Remodeling		125	\$8,523,889
Property Management and Security		114	\$1,158,886
Housing While Attending School		121	\$3,817,570
<b>Household Operations</b>		116	\$72,502,667
Child Care		127	\$20,223,260
Care for Elderly or Handicapped		122	\$2,682,658
Appliance Rental and Repair		109	\$1,039,733
Computer Information Services		118	\$17,333,797
Home Security System Services		110	\$1,329,505
Non-Apparel Household Laundry/Dry Cleaning		31	\$319,296
Housekeeping Services		120	\$6,396,361
Lawn and Garden		106	\$16,130,132
Moving/Storage/Freight Express		129	\$3,022,396
Installation of Computers		109	\$22,326
PC Repair (Personal Use)		121	\$410,076
Reupholstering/Furniture Repair		110	\$324,010
Termite/Pest Control		108	\$1,195,478
Water Softening Services		93	\$191,181
Internet Services Away from Home		124	\$270,573
Voice Over IP Service		130	\$627,708
Other Home Services (1)		116	\$984,177

**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.

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	113	\$5,696.03	\$204,117,162
Bottled Gas	78	\$58.96	\$2,112,676
Electricity	109	\$2,125.64	\$76,172,354
Fuel Oil	123	\$139.93	\$5,014,554
Natural Gas	119	\$702.02	\$25,156,785
Phone Services	115	\$1,880.61	\$67,391,634
Water and Other Public Services	115	\$779.42	\$27,930,495
Coal/Wood/Other Fuel	75	\$9.45	\$338,665
<b>Housekeeping Supplies</b>	112	\$798.71	\$28,621,831
Laundry and Cleaning Supplies	111	\$224.87	\$8,058,353
Postage and Stationery	112	\$199.70	\$7,156,179
Other HH Products (2)	113	\$374.14	\$13,407,299
<b>Household Textiles</b>	118	\$124.78	\$4,471,471
Bathroom Linens	121	\$17.88	\$640,879
Bedroom Linens	121	\$60.35	\$2,162,684
Kitchen and Dining Room Linens	119	\$2.99	\$107,274
Curtains and Draperies	114	\$22.71	\$813,798
Slipcovers, Decorative Pillows	123	\$6.11	\$219,004
Materials for Slipcovers/Curtains	109	\$12.94	\$463,727
Other Linens	124	\$1.79	\$64,107
<b>Furniture</b>	118	\$565.82	\$20,276,061
Mattresses and Box Springs	119	\$89.31	\$3,200,591
Other Bedroom Furniture	119	\$108.68	\$3,894,590
Sofas	119	\$144.25	\$5,169,103
Living Room Tables and Chairs	114	\$78.95	\$2,829,227
Kitchen, Dining Room Furniture	117	\$47.71	\$1,709,738
Infant Furniture	125	\$14.07	\$504,094
Outdoor Furniture	114	\$26.02	\$932,256
Wall Units, Cabinets, Other Furniture (3)	115	\$56.83	\$2,036,462
<b>Major Appliances</b>	109	\$301.51	\$10,804,631
Dishwashers and Disposals	116	\$25.90	\$928,164
Refrigerators and Freezers	107	\$81.77	\$2,930,101
Clothes Washers	109	\$50.46	\$1,808,332
Clothes Dryers	108	\$38.90	\$1,393,983
Cooking Stoves and Ovens	108	\$43.71	\$1,566,384
Microwave Ovens	115	\$15.40	\$551,979
Window Air Conditioners	103	\$7.11	\$254,695
Electric Floor Cleaning Equipment	113	\$24.49	\$877,458
Sewing Machines and Miscellaneous Appliances	111	\$13.77	\$493,536

**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

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	120	\$30.50	\$1,093,082
Housewares	102	\$76.32	\$2,734,983
Small Appliances	114	\$51.02	\$1,828,301
Window Coverings	118	\$31.26	\$1,120,339
Lamps and Other Lighting Fixtures	121	\$24.61	\$882,071
Infant Equipment	45	\$9.61	\$344,296
Rental of Furniture	107	\$7.61	\$272,532
Laundry and Cleaning Equipment	112	\$27.12	\$971,955
Closet and Storage Items	22	\$5.01	\$179,590
Luggage	123	\$10.97	\$393,086
Clocks and Other Household Decoratives	40	\$60.50	\$2,168,160
Telephones and Accessories	110	\$59.12	\$2,118,699
Telephone Answering Devices	114	\$0.74	\$26,486
Grills and Outdoor Equipment	37	\$17.02	\$609,956
Power Tools	45	\$23.52	\$842,805
Hand Tools	119	\$8.78	\$314,542
Office Furniture/Equipment for Home Use	120	\$17.54	\$628,490
Computers and Hardware for Home Use	122	\$248.88	\$8,918,692
Portable Memory	120	\$9.18	\$329,099
Computer Software	125	\$24.65	\$883,307
Computer Accessories	117	\$19.47	\$697,555
Personal Digital Assistants	116	\$8.65	\$309,918
Other Household Items (4)	111	\$92.21	\$3,304,510

**(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.

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

2013 Housing Summary		2013 Demographic Summary		
Housing Units	84,181	Population	208,157	
2013-2018 Percent Change	6.55%	Households	79,203	
Percent Occupied	94.1%	Families	53,343	
Percent Owner Households	65.2%	Median Age	38.5	
Median Home Value	\$350,481	Median Household Income	\$74,318	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
<b>Owned Dwellings</b>		139	\$15,962.90	\$1,264,309,430
Mortgage Interest		141	\$5,992.46	\$474,620,550
Mortgage Principal		138	\$3,026.85	\$239,735,568
Property Taxes		142	\$3,553.89	\$281,478,763
Homeowners Insurance		125	\$595.45	\$47,161,707
Ground Rent		133	\$92.87	\$7,355,725
Maintenance and Remodeling Services		135	\$2,184.55	\$173,023,269
Maintenance and Remodeling Materials		121	\$350.94	\$27,795,213
Property Management and Security		156	\$165.89	\$13,138,637
<b>Rented Dwellings</b>		140	\$5,705.60	\$451,900,349
Rent		141	\$5,488.67	\$434,719,246
Rent Received as Pay		128	\$143.21	\$11,342,555
Renters' Insurance		133	\$23.01	\$1,822,288
Maintenance and Repair Services		117	\$32.35	\$2,561,974
Maintenance and Repair Materials		127	\$18.36	\$1,454,285
<b>Owned Vacation Homes</b>		149	\$892.75	\$70,708,258
Mortgage Payment		145	\$298.47	\$23,640,113
Property Taxes		139	\$223.77	\$17,723,302
Homeowners Insurance		133	\$18.89	\$1,496,288
Maintenance and Remodeling		164	\$310.62	\$24,602,350
Property Management and Security		144	\$40.99	\$3,246,205
Housing While Attending School		142	\$125.29	\$9,923,114
<b>Household Operations</b>		134	\$2,337.97	\$185,173,874
Child Care		143	\$635.03	\$50,296,109
Care for Elderly or Handicapped		149	\$91.35	\$7,235,168
Appliance Rental and Repair		128	\$34.15	\$2,704,796
Computer Information Services		132	\$541.15	\$42,861,023
Home Security System Services		130	\$43.56	\$3,450,451
Non-Apparel Household Laundry/Dry Cleaning		33	\$9.51	\$752,938
Housekeeping Services		148	\$220.50	\$17,464,460
Lawn and Garden		127	\$538.40	\$42,642,974
Moving/Storage/Freight Express		141	\$92.18	\$7,300,616
Installation of Computers		125	\$0.71	\$56,546
PC Repair (Personal Use)		139	\$13.13	\$1,040,293
Reupholstering/Furniture Repair		135	\$11.02	\$873,138
Termite/Pest Control		126	\$38.91	\$3,082,015
Water Softening Services		108	\$6.19	\$490,475
Internet Services Away from Home		136	\$8.32	\$658,729
Voice Over IP Service		153	\$20.61	\$1,632,555
Other Home Services (1)		141	\$33.23	\$2,631,590

**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

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	127	\$6,430.15	\$509,287,033
Bottled Gas	91	\$68.25	\$5,405,813
Electricity	122	\$2,370.55	\$187,754,422
Fuel Oil	159	\$181.76	\$14,395,879
Natural Gas	138	\$814.06	\$64,475,866
Phone Services	128	\$2,094.44	\$165,886,078
Water and Other Public Services	131	\$890.02	\$70,492,083
Coal/Wood/Other Fuel	88	\$11.07	\$876,892
<b>Housekeeping Supplies</b>	127	\$904.26	\$71,619,800
Laundry and Cleaning Supplies	124	\$250.29	\$19,823,985
Postage and Stationery	128	\$229.82	\$18,202,482
Other HH Products (2)	128	\$424.14	\$33,593,333
<b>Household Textiles</b>	135	\$142.82	\$11,311,939
Bathroom Linens	137	\$20.12	\$1,593,619
Bedroom Linens	136	\$68.24	\$5,404,750
Kitchen and Dining Room Linens	137	\$3.45	\$273,638
Curtains and Draperies	135	\$26.81	\$2,123,267
Slipcovers, Decorative Pillows	144	\$7.12	\$563,694
Materials for Slipcovers/Curtains	127	\$15.06	\$1,193,135
Other Linens	140	\$2.02	\$159,836
<b>Furniture</b>	133	\$642.38	\$50,878,652
Mattresses and Box Springs	135	\$101.65	\$8,050,731
Other Bedroom Furniture	132	\$120.13	\$9,514,275
Sofas	134	\$162.52	\$12,872,073
Living Room Tables and Chairs	132	\$91.41	\$7,239,967
Kitchen, Dining Room Furniture	132	\$53.85	\$4,265,194
Infant Furniture	138	\$15.61	\$1,236,196
Outdoor Furniture	136	\$30.99	\$2,454,519
Wall Units, Cabinets, Other Furniture (3)	134	\$66.23	\$5,245,696
<b>Major Appliances</b>	126	\$347.73	\$27,541,333
Dishwashers and Disposals	138	\$31.01	\$2,456,055
Refrigerators and Freezers	124	\$94.88	\$7,514,561
Clothes Washers	123	\$57.11	\$4,523,384
Clothes Dryers	121	\$43.79	\$3,468,208
Cooking Stoves and Ovens	129	\$51.88	\$4,108,997
Microwave Ovens	131	\$17.44	\$1,381,008
Window Air Conditioners	118	\$8.13	\$644,044
Electric Floor Cleaning Equipment	127	\$27.60	\$2,185,760
Sewing Machines and Miscellaneous Appliances	129	\$15.90	\$1,259,315

**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.

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	148	\$37.52	\$2,971,972
Housewares	117	\$87.22	\$6,908,305
Small Appliances	129	\$57.96	\$4,590,538
Window Coverings	140	\$37.19	\$2,945,279
Lamps and Other Lighting Fixtures	140	\$28.53	\$2,259,351
Infant Equipment	49	\$10.50	\$831,486
Rental of Furniture	107	\$7.58	\$600,396
Laundry and Cleaning Equipment	127	\$30.63	\$2,426,205
Closet and Storage Items	25	\$5.62	\$444,958
Luggage	144	\$12.81	\$1,014,834
Clocks and Other Household Decoratives	47	\$71.08	\$5,629,392
Telephones and Accessories	121	\$64.97	\$5,145,791
Telephone Answering Devices	128	\$0.83	\$65,770
Grills and Outdoor Equipment	43	\$20.07	\$1,589,475
Power Tools	52	\$26.85	\$2,126,956
Hand Tools	132	\$9.78	\$774,859
Office Furniture/Equipment for Home Use	139	\$20.21	\$1,600,898
Computers and Hardware for Home Use	138	\$282.89	\$22,405,538
Portable Memory	134	\$10.20	\$807,950
Computer Software	141	\$27.92	\$2,211,141
Computer Accessories	134	\$22.38	\$1,772,545
Personal Digital Assistants	132	\$9.89	\$783,589
Other Household Items (4)	126	\$104.92	\$8,309,850

**(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.

# Household Budget Expenditures

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		21,267	23,441	
Households		8,132	8,913	
Families		5,087	5,559	
Median Age		35.1	35.5	
Median Household Income		\$52,026	\$64,604	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	94	\$65,123.27	\$529,582,400	100.0%
Food	97	\$7,940.26	\$64,570,222	12.2%
Food at Home	95	\$4,801.91	\$39,049,133	7.4%
Food Away from Home	98	\$3,138.35	\$25,521,089	4.8%
Alcoholic Beverages	100	\$534.57	\$4,347,138	0.8%
Housing	98	\$20,830.76	\$169,395,773	32.0%
Shelter	99	\$16,140.98	\$131,258,423	24.8%
Utilities, Fuel and Public Services	93	\$4,689.79	\$38,137,351	7.2%
Household Operations	93	\$1,622.67	\$13,195,558	2.5%
Housekeeping Supplies	92	\$654.82	\$5,324,991	1.0%
Household Furnishings and Equipment	83	\$1,504.90	\$12,237,857	2.3%
Apparel and Services	66	\$1,495.57	\$12,161,942	2.3%
Transportation	95	\$9,127.31	\$74,223,302	14.0%
Travel	93	\$1,704.98	\$13,864,917	2.6%
Health Care	87	\$3,897.26	\$31,692,487	6.0%
Entertainment and Recreation	96	\$3,116.37	\$25,342,335	4.8%
Personal Care Products & Services	95	\$708.32	\$5,760,073	1.1%
Education	101	\$1,473.32	\$11,981,031	2.3%
Smoking Products	94	\$456.67	\$3,713,613	0.7%
Miscellaneous (1)	91	\$1,062.85	\$8,643,081	1.6%
Support Payments/Cash Contributions/Gifts in Kind	89	\$2,049.65	\$16,667,733	3.1%
Life/Other Insurance	83	\$360.38	\$2,930,636	0.6%
Pensions and Social Security	95	\$6,582.60	\$53,529,713	10.1%

**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

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		90,921	98,545	
Households		35,835	38,749	
Families		22,499	24,239	
Median Age		37.2	37.8	
Median Household Income		\$65,004	\$77,957	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	116	\$80,100.90	\$2,870,415,585	100.0%
Food	117	\$9,588.20	\$343,593,006	12.0%
Food at Home	115	\$5,781.57	\$207,182,650	7.2%
Food Away from Home	119	\$3,806.62	\$136,410,356	4.8%
Alcoholic Beverages	122	\$650.96	\$23,326,989	0.8%
Housing	120	\$25,551.71	\$915,645,670	31.9%
Shelter	122	\$19,855.69	\$711,528,508	24.8%
Utilities, Fuel and Public Services	113	\$5,696.03	\$204,117,162	7.1%
Household Operations	116	\$2,023.24	\$72,502,667	2.5%
Housekeeping Supplies	112	\$798.71	\$28,621,831	1.0%
Household Furnishings and Equipment	103	\$1,856.41	\$66,524,618	2.3%
Apparel and Services	80	\$1,818.76	\$65,175,424	2.3%
Transportation	115	\$11,089.84	\$397,404,327	13.8%
Travel	119	\$2,174.73	\$77,931,438	2.7%
Health Care	109	\$4,868.86	\$174,475,709	6.1%
Entertainment and Recreation	119	\$3,860.98	\$138,358,223	4.8%
Personal Care Products & Services	117	\$869.74	\$31,167,198	1.1%
Education	126	\$1,832.84	\$65,679,873	2.3%
Smoking Products	108	\$522.95	\$18,739,846	0.7%
Miscellaneous (1)	111	\$1,306.10	\$46,803,926	1.6%
Support Payments/Cash Contributions/Gifts in Kind	112	\$2,561.52	\$91,792,041	3.2%
Life/Other Insurance	106	\$464.56	\$16,647,578	0.6%
Pensions and Social Security	119	\$8,260.78	\$296,025,219	10.3%

**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

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		208,157	223,330	
Households		79,203	84,803	
Families		53,343	56,889	
Median Age		38.5	39.0	
Median Household Income		\$74,318	\$84,033	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	132	\$91,411.85	\$7,240,093,076	100.0%
Food	131	\$10,775.85	\$853,479,920	11.8%
Food at Home	129	\$6,487.74	\$513,848,607	7.1%
Food Away from Home	134	\$4,288.11	\$339,631,313	4.7%
Alcoholic Beverages	138	\$734.18	\$58,148,974	0.8%
Housing	137	\$29,116.68	\$2,306,128,184	31.9%
Shelter	140	\$22,686.53	\$1,796,841,151	24.8%
Utilities, Fuel and Public Services	127	\$6,430.15	\$509,287,033	7.0%
Household Operations	134	\$2,337.97	\$185,173,874	2.6%
Housekeeping Supplies	127	\$904.26	\$71,619,800	1.0%
Household Furnishings and Equipment	118	\$2,120.49	\$167,949,001	2.3%
Apparel and Services	91	\$2,058.50	\$163,039,293	2.3%
Transportation	129	\$12,491.38	\$989,354,956	13.7%
Travel	139	\$2,557.54	\$202,564,816	2.8%
Health Care	126	\$5,619.47	\$445,078,821	6.1%
Entertainment and Recreation	136	\$4,429.88	\$350,859,820	4.8%
Personal Care Products & Services	133	\$988.53	\$78,294,425	1.1%
Education	146	\$2,131.65	\$168,833,267	2.3%
Smoking Products	115	\$560.92	\$44,426,434	0.6%
Miscellaneous (1)	128	\$1,500.30	\$118,828,607	1.6%
Support Payments/Cash Contributions/Gifts in Kind	129	\$2,974.52	\$235,590,983	3.3%
Life/Other Insurance	127	\$551.94	\$43,715,431	0.6%
Pensions and Social Security	138	\$9,557.80	\$757,006,469	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.

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		21,267	23,441
Households		8,132	8,913
Families		5,087	5,559
Median Age		35.1	35.5
Median Household Income		\$52,026	\$64,604
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	96	\$603.86	\$4,910,583
Admission to Movies, Theater, Opera, Ballet	100	\$156.96	\$1,276,370
Admission to Sporting Events, excl.Trips	93	\$58.46	\$475,393
Fees for Participant Sports, excl.Trips	95	\$112.49	\$914,729
Fees for Recreational Lessons	98	\$121.69	\$989,582
Membership Fees for Social/Recreation/Civic Clubs	92	\$153.78	\$1,250,543
Dating Services	114	\$0.49	\$3,967
Rental of Video Cassettes and DVDs	103	\$28.30	\$230,160
<b>Toys &amp; Games</b>	99	\$137.71	\$1,119,819
Toys and Playground Equipment	99	\$130.48	\$1,061,051
Play Arcade Pinball/Video Games	109	\$3.37	\$27,390
Online Entertainment and Games	108	\$3.86	\$31,379
<b>Recreational Vehicles and Fees</b>	85	\$192.22	\$1,563,132
Docking and Landing Fees for Boats and Planes	85	\$10.33	\$84,033
Camp Fees	95	\$34.68	\$282,033
Purchase of RVs or Boats	83	\$139.53	\$1,134,633
Rental of RVs or Boats	92	\$7.68	\$62,434
<b>Sports, Recreation and Exercise Equipment</b>	83	\$148.92	\$1,211,045
Exercise Equipment and Gear, Game Tables	93	\$62.84	\$511,021
Bicycles	103	\$26.54	\$215,844
Camping Equipment	50	\$9.25	\$75,212
Hunting and Fishing Equipment	65	\$26.43	\$214,915
Winter Sports Equipment	95	\$6.72	\$54,683
Water Sports Equipment	89	\$5.95	\$48,350
Other Sports Equipment	92	\$7.88	\$64,104
Rental/Repair of Sports/Recreation/Exercise Equipment	87	\$3.31	\$26,915
<b>Photographic Equipment and Supplies</b>	98	\$76.08	\$618,709
Film	94	\$1.35	\$11,011
Film Processing	91	\$12.67	\$103,020
Photographic Equipment	100	\$35.24	\$286,611
Photographer Fees/Other Supplies & Equip Rental/Repair	98	\$26.82	\$218,068
<b>Reading</b>	92	\$140.86	\$1,145,491
Magazine/Newspaper Subscriptions	84	\$46.03	\$374,286
Magazine/Newspaper Single Copies	95	\$16.05	\$130,517
Books	96	\$61.84	\$502,855
Digital Book Readers	96	\$16.95	\$137,832

**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.

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NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		90,921	98,545
Households		35,835	38,749
Families		22,499	24,239
Median Age		37.2	37.8
Median Household Income		\$65,004	\$77,957
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	123	\$773.88	\$27,731,918
Admission to Movies, Theater, Opera, Ballet	124	\$195.51	\$7,006,268
Admission to Sporting Events, excl.Trips	119	\$75.02	\$2,688,218
Fees for Participant Sports, excl.Trips	122	\$144.37	\$5,173,582
Fees for Recreational Lessons	128	\$158.30	\$5,672,702
Membership Fees for Social/Recreation/Civic Clubs	120	\$200.12	\$7,171,424
Dating Services	128	\$0.55	\$19,723
Rental of Video Cassettes and DVDs	123	\$33.69	\$1,207,290
<b>Toys &amp; Games</b>	119	\$166.01	\$5,948,867
Toys and Playground Equipment	119	\$157.52	\$5,644,851
Play Arcade Pinball/Video Games	127	\$3.91	\$140,092
Online Entertainment and Games	127	\$4.57	\$163,924
<b>Recreational Vehicles and Fees</b>	113	\$255.77	\$9,165,449
Docking and Landing Fees for Boats and Planes	118	\$14.27	\$511,445
Camp Fees	126	\$45.97	\$1,647,344
Purchase of RVs or Boats	110	\$185.67	\$6,653,419
Rental of RVs or Boats	118	\$9.86	\$353,241
<b>Sports, Recreation and Exercise Equipment</b>	103	\$183.35	\$6,570,321
Exercise Equipment and Gear, Game Tables	116	\$78.33	\$2,806,908
Bicycles	128	\$32.81	\$1,175,742
Camping Equipment	62	\$11.53	\$413,292
Hunting and Fishing Equipment	76	\$31.04	\$1,112,280
Winter Sports Equipment	121	\$8.50	\$304,426
Water Sports Equipment	112	\$7.50	\$268,793
Other Sports Equipment	110	\$9.42	\$337,489
Rental/Repair of Sports/Recreation/Exercise Equipment	111	\$4.22	\$151,390
<b>Photographic Equipment and Supplies</b>	120	\$93.75	\$3,359,635
Film	117	\$1.68	\$60,222
Film Processing	114	\$15.84	\$567,769
Photographic Equipment	123	\$43.34	\$1,553,125
Photographer Fees/Other Supplies & Equip Rental/Repair	120	\$32.89	\$1,178,519
<b>Reading</b>	115	\$177.41	\$6,357,424
Magazine/Newspaper Subscriptions	109	\$59.69	\$2,139,078
Magazine/Newspaper Single Copies	117	\$19.65	\$704,170
Books	119	\$77.05	\$2,761,011
Digital Book Readers	119	\$21.02	\$753,165

**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.

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		208,157	223,330
Households		79,203	84,803
Families		53,343	56,889
Median Age		38.5	39.0
Median Household Income		\$74,318	\$84,033
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	145	\$913.55	\$72,356,293
Admission to Movies, Theater, Opera, Ballet	144	\$225.44	\$17,855,306
Admission to Sporting Events, excl.Trips	139	\$87.73	\$6,948,591
Fees for Participant Sports, excl.Trips	144	\$170.00	\$13,464,375
Fees for Recreational Lessons	154	\$190.59	\$15,095,286
Membership Fees for Social/Recreation/Civic Clubs	143	\$239.22	\$18,947,099
Dating Services	135	\$0.58	\$45,636
Rental of Video Cassettes and DVDs	136	\$37.15	\$2,942,636
<b>Toys &amp; Games</b>	134	\$186.49	\$14,770,960
Toys and Playground Equipment	134	\$177.27	\$14,040,028
Play Arcade Pinball/Video Games	137	\$4.22	\$333,931
Online Entertainment and Games	140	\$5.01	\$397,001
<b>Recreational Vehicles and Fees</b>	139	\$312.62	\$24,760,092
Docking and Landing Fees for Boats and Planes	146	\$17.71	\$1,402,999
Camp Fees	152	\$55.45	\$4,391,656
Purchase of RVs or Boats	135	\$227.84	\$18,045,871
Rental of RVs or Boats	139	\$11.61	\$919,565
<b>Sports, Recreation and Exercise Equipment</b>	117	\$209.16	\$16,566,091
Exercise Equipment and Gear, Game Tables	134	\$90.36	\$7,156,631
Bicycles	146	\$37.39	\$2,961,729
Camping Equipment	71	\$13.22	\$1,046,757
Hunting and Fishing Equipment	83	\$33.95	\$2,688,973
Winter Sports Equipment	143	\$10.06	\$796,395
Water Sports Equipment	131	\$8.78	\$695,667
Other Sports Equipment	122	\$10.46	\$828,743
Rental/Repair of Sports/Recreation/Exercise Equipment	130	\$4.94	\$391,196
<b>Photographic Equipment and Supplies</b>	137	\$106.80	\$8,458,706
Film	134	\$1.93	\$152,595
Film Processing	131	\$18.23	\$1,444,086
Photographic Equipment	140	\$49.27	\$3,902,651
Photographer Fees/Other Supplies & Equip Rental/Repair	137	\$37.36	\$2,959,374
<b>Reading</b>	134	\$206.72	\$16,372,819
Magazine/Newspaper Subscriptions	131	\$71.28	\$5,645,671
Magazine/Newspaper Single Copies	134	\$22.53	\$1,784,706
Books	137	\$88.79	\$7,032,338
Digital Book Readers	137	\$24.12	\$1,910,104

**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.

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NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		21,267	23,441
Households		8,132	8,913
Families		5,087	5,559
Median Age		35.1	35.5
Median Household Income		\$52,026	\$64,604
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	89	\$5,089.31	\$41,386,300
Savings Accounts	85	\$11,100.91	\$90,272,623
U.S. Savings Bonds	86	\$295.30	\$2,401,419
Stocks, Bonds & Mutual Funds	85	\$26,134.66	\$212,527,034
<b>Annual Changes</b>			
Checking Accounts	101	\$219.80	\$1,787,428
Savings Accounts	82	-\$292.80	-\$2,381,028
U.S. Savings Bonds	20	\$2.91	\$23,644
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	82	\$721.20	\$5,864,787
Interest from Savings Accounts or Bonds	82	\$496.54	\$4,037,878
Retirement Plan Contributions	92	\$1,298.49	\$10,559,359
<b>Liabilities</b>			
Original Mortgage Amount	95	\$13,610.48	\$110,680,408
Vehicle Loan Amount 1	98	\$1,849.09	\$15,036,823
Amount Paid: Interest			
Home Mortgage	91	\$3,868.45	\$31,458,226
Lump Sum Home Equity Loan	85	\$82.90	\$674,142
New Car/Truck/Van Loan	92	\$136.58	\$1,110,628
Used Car/Truck/Van Loan	98	\$143.03	\$1,163,114
<b>Amount Paid: Principal</b>			
Home Mortgage	87	\$1,910.59	\$15,536,919
Lump Sum Home Equity Loan	84	\$101.94	\$828,960
New Car/Truck/Van Loan	91	\$858.56	\$6,981,819
Used Car/Truck/Van Loan	96	\$722.44	\$5,874,916
Checking Account and Banking Service Charges	101	\$30.98	\$251,940
Finance Charges, excluding Mortgage/Vehicle	98	\$222.94	\$1,812,915

**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.

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		90,921	98,545
Households		35,835	38,749
Families		22,499	24,239
Median Age		37.2	37.8
Median Household Income		\$65,004	\$77,957
		<b>Spending Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	115	\$6,603.83	\$236,648,342
Savings Accounts	111	\$14,550.94	\$521,432,789
U.S. Savings Bonds	112	\$386.13	\$13,836,936
Stocks, Bonds & Mutual Funds	117	\$35,747.90	\$1,281,025,951
<b>Annual Changes</b>			
Checking Accounts	129	\$279.91	\$10,030,543
Savings Accounts	106	-\$378.36	-\$13,558,599
U.S. Savings Bonds	30	\$4.39	\$157,321
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	109	\$957.41	\$34,308,930
Interest from Savings Accounts or Bonds	109	\$664.17	\$23,800,481
Retirement Plan Contributions	120	\$1,704.79	\$61,091,180
<b>Liabilities</b>			
Original Mortgage Amount	124	\$17,733.64	\$635,484,895
Vehicle Loan Amount 1	118	\$2,227.96	\$79,838,984
<b>Amount Paid: Interest</b>			
Home Mortgage	119	\$5,040.97	\$180,643,316
Lump Sum Home Equity Loan	114	\$110.87	\$3,973,133
New Car/Truck/Van Loan	113	\$168.06	\$6,022,379
Used Car/Truck/Van Loan	115	\$167.54	\$6,003,689
<b>Amount Paid: Principal</b>			
Home Mortgage	115	\$2,521.50	\$90,357,823
Lump Sum Home Equity Loan	114	\$137.98	\$4,944,577
New Car/Truck/Van Loan	113	\$1,064.31	\$38,139,593
Used Car/Truck/Van Loan	113	\$845.40	\$30,294,958
<b>Charges</b>			
Checking Account and Banking Service Charges	118	\$36.15	\$1,295,560
Finance Charges, excluding Mortgage/Vehicle	119	\$272.34	\$9,759,125

**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.

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		208,157	223,330
Households		79,203	84,803
Families		53,343	56,889
Median Age		38.5	39.0
Median Household Income		\$74,318	\$84,033
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	138	\$7,917.22	\$627,067,427
Savings Accounts	134	\$17,558.43	\$1,390,680,158
U.S. Savings Bonds	135	\$463.23	\$36,688,985
Stocks, Bonds & Mutual Funds	145	\$44,313.94	\$3,509,796,913
<b>Annual Changes</b>			
Checking Accounts	152	\$330.80	\$26,200,078
Savings Accounts	130	-\$462.95	-\$36,667,063
U.S. Savings Bonds	35	\$5.21	\$412,312
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	134	\$1,175.68	\$93,117,723
Interest from Savings Accounts or Bonds	134	\$815.60	\$64,597,841
Retirement Plan Contributions	144	\$2,042.79	\$161,794,716
<b>Liabilities</b>			
Original Mortgage Amount	147	\$21,084.18	\$1,669,930,573
Vehicle Loan Amount 1	131	\$2,473.59	\$195,915,353
<b>Amount Paid: Interest</b>			
Home Mortgage	141	\$5,992.46	\$474,620,550
Lump Sum Home Equity Loan	140	\$136.13	\$10,781,770
New Car/Truck/Van Loan	128	\$190.01	\$15,049,113
Used Car/Truck/Van Loan	124	\$181.53	\$14,377,739
<b>Amount Paid: Principal</b>			
Home Mortgage	138	\$3,026.85	\$239,735,568
Lump Sum Home Equity Loan	141	\$170.31	\$13,488,987
New Car/Truck/Van Loan	129	\$1,212.74	\$96,052,971
Used Car/Truck/Van Loan	122	\$915.67	\$72,523,622
<b>Charges</b>			
Checking Account and Banking Service Charges	129	\$39.64	\$3,139,693
Finance Charges, excluding Mortgage/Vehicle	134	\$305.99	\$24,235,245

**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.

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NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		21,267	23,441
Households		8,132	8,913
Families		5,087	5,559
Median Household Income		\$52,026	\$64,604
Males per 100 Females		99.0	99.1
<b>Population By Age</b>			
Population <5 Years		7.8%	7.7%
Population 65+ Years		10.6%	12.0%
Median Age		35.1	35.5
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	87	\$3,897.26	\$31,692,487
<b>Medical Care</b>	87	\$1,716.40	\$13,957,730
Physician Services	91	\$228.85	\$1,860,981
Dental Services	89	\$339.61	\$2,761,749
Eyecare Services	88	\$44.58	\$362,536
Lab Tests, X-Rays	85	\$54.49	\$443,116
Hospital Room and Hospital Services	90	\$149.60	\$1,216,558
Convalescent or Nursing Home Care	86	\$12.81	\$104,151
Other Medical services (1)	90	\$97.67	\$794,285
Nonprescription Drugs	88	\$108.92	\$885,765
Prescription Drugs	83	\$403.02	\$3,277,371
Nonprescription Vitamins	90	\$59.26	\$481,915
Medicare Prescription Drug Premium	79	\$66.84	\$543,537
Eyeglasses and Contact Lenses	88	\$76.21	\$619,732
Hearing Aids	76	\$15.45	\$125,600
Medical Equipment for General Use	92	\$4.01	\$32,612
Other Medical Supplies (2)	89	\$55.07	\$447,822
<b>Health Insurance</b>	88	\$2,180.86	\$17,734,757
Blue Cross/Blue Shield	89	\$708.79	\$5,763,916
Commercial Health Insurance	92	\$432.14	\$3,514,203
Health Maintenance Organization	95	\$396.21	\$3,221,988
Medicare Payments	80	\$391.93	\$3,187,136
Long Term Care Insurance	78	\$73.45	\$597,257
Other Health Insurance (3)	82	\$178.34	\$1,450,258

**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

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		90,921	98,545
Households		35,835	38,749
Families		22,499	24,239
Median Household Income		\$65,004	\$77,957
Males per 100 Females		98.4	98.0
<b>Population By Age</b>			
Population <5 Years		7.1%	6.9%
Population 65+ Years		11.4%	13.2%
Median Age		37.2	37.8
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	109	\$4,868.86	\$174,475,709
<b>Medical Care</b>	109	\$2,143.90	\$76,826,690
Physician Services	114	\$286.47	\$10,265,808
Dental Services	113	\$432.77	\$15,508,203
Eyecare Services	108	\$54.86	\$1,966,016
Lab Tests, X-Rays	106	\$68.23	\$2,444,986
Hospital Room and Hospital Services	109	\$181.97	\$6,520,825
Convalescent or Nursing Home Care	108	\$16.07	\$575,921
Other Medical services (1)	113	\$123.08	\$4,410,394
Nonprescription Drugs	107	\$133.28	\$4,776,025
Prescription Drugs	104	\$502.16	\$17,995,000
Nonprescription Vitamins	113	\$74.81	\$2,680,849
Medicare Prescription Drug Premium	97	\$81.63	\$2,925,221
Eyeglasses and Contact Lenses	111	\$95.72	\$3,430,124
Hearing Aids	97	\$19.87	\$712,129
Medical Equipment for General Use	118	\$5.19	\$186,014
Other Medical Supplies (2)	110	\$67.79	\$2,429,175
<b>Health Insurance</b>	110	\$2,724.96	\$97,649,020
Blue Cross/Blue Shield	112	\$889.57	\$31,877,900
Commercial Health Insurance	116	\$540.13	\$19,355,658
Health Maintenance Organization	118	\$492.94	\$17,664,674
Medicare Payments	98	\$483.78	\$17,336,337
Long Term Care Insurance	103	\$96.93	\$3,473,495
Other Health Insurance (3)	102	\$221.60	\$7,940,955

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**(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

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		208,157	223,330
Households		79,203	84,803
Families		53,343	56,889
Median Household Income		\$74,318	\$84,033
Males per 100 Females		97.9	97.7
<b>Population By Age</b>			
Population <5 Years		6.5%	6.4%
Population 65+ Years		12.2%	14.1%
Median Age		38.5	39.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	126	\$5,619.47	\$445,078,821
<b>Medical Care</b>	126	\$2,476.66	\$196,158,639
Physician Services	131	\$330.13	\$26,147,247
Dental Services	133	\$508.94	\$40,309,227
Eyecare Services	124	\$62.89	\$4,980,872
Lab Tests, X-Rays	122	\$78.39	\$6,208,839
Hospital Room and Hospital Services	123	\$204.23	\$16,175,517
Convalescent or Nursing Home Care	129	\$19.11	\$1,513,635
Other Medical services (1)	131	\$143.07	\$11,331,866
Nonprescription Drugs	122	\$151.49	\$11,998,442
Prescription Drugs	120	\$579.04	\$45,861,661
Nonprescription Vitamins	132	\$87.47	\$6,928,119
Medicare Prescription Drug Premium	111	\$93.80	\$7,428,945
Eyeglasses and Contact Lenses	129	\$111.23	\$8,809,994
Hearing Aids	115	\$23.46	\$1,858,300
Medical Equipment for General Use	141	\$6.17	\$489,071
Other Medical Supplies (2)	125	\$77.23	\$6,116,904
<b>Health Insurance</b>	127	\$3,142.81	\$248,920,181
Blue Cross/Blue Shield	129	\$1,025.66	\$81,235,318
Commercial Health Insurance	132	\$616.72	\$48,845,965
Health Maintenance Organization	136	\$568.58	\$45,032,969
Medicare Payments	114	\$557.89	\$44,186,562
Long Term Care Insurance	125	\$117.56	\$9,311,130
Other Health Insurance (3)	118	\$256.41	\$20,308,237

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**(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

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NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		21,267	23,441
Households		8,132	8,913
Families		5,087	5,559
Median Age		35.1	35.5
Median Household Income		\$52,026	\$64,604

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	95	\$5.55	\$45,099
Gasoline	94	\$2,843.51	\$23,123,452
Motor Oil	90	\$12.90	\$104,872
Vehicle Parts/Equipment and Accessories	96	\$59.27	\$481,955
Tire Purchase/Replacement	93	\$181.20	\$1,473,488
Vehicle Audio/Video Equipment and Installation	112	\$5.40	\$43,906
Vehicle Cleaning Products and Services	97	\$10.05	\$81,766
<b>Services</b>			
Auto Repair Service Policy	91	\$19.42	\$157,924
Membership Fees for Automobile Service Clubs	91	\$24.77	\$201,420
Global Positioning Services	86	\$2.04	\$16,573
Vehicle Air Conditioning Repair	92	\$17.64	\$143,470
Vehicle Body Work and Painting	97	\$33.52	\$272,579
Vehicle Brake Work	97	\$82.11	\$667,701
Vehicle Clutch/Transmission Repair	93	\$43.57	\$354,327
Vehicle Cooling System Repair	96	\$30.07	\$244,516
Vehicle Drive Shaft and Rear-end Repair	91	\$8.07	\$65,648
Vehicle Electrical System Repair	96	\$39.30	\$319,598
Vehicle Exhaust System Repair	98	\$15.62	\$127,053
Vehicle Front End Alignment/Wheel Balance & Rotation	94	\$22.69	\$184,531
Lube/Oil Change and Oil Filters	92	\$95.00	\$772,521
Vehicle Motor Repair/Replacement	98	\$87.21	\$709,193
Vehicle Motor Tune-up	98	\$64.82	\$527,147
Vehicle Shock Absorber Replacement	96	\$7.02	\$57,120
Vehicle Steering/Front End Repair	95	\$26.41	\$214,732
Tire Repair and Other Repair Work	96	\$67.35	\$547,710

**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

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		90,921	98,545
Households		35,835	38,749
Families		22,499	24,239
Median Age		37.2	37.8
Median Household Income		\$65,004	\$77,957

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	110	\$6.43	\$230,488
Gasoline	113	\$3,412.44	\$122,284,687
Motor Oil	105	\$15.02	\$538,218
Vehicle Parts/Equipment and Accessories	115	\$71.22	\$2,552,164
Tire Purchase/Replacement	114	\$221.81	\$7,948,525
Vehicle Audio/Video Equipment and Installation	134	\$6.44	\$230,708
Vehicle Cleaning Products and Services	121	\$12.54	\$449,267
<b>Services</b>			
Auto Repair Service Policy	114	\$24.40	\$874,413
Membership Fees for Automobile Service Clubs	117	\$31.91	\$1,143,422
Global Positioning Services	114	\$2.71	\$96,985
Vehicle Air Conditioning Repair	114	\$21.85	\$782,984
Vehicle Body Work and Painting	122	\$42.02	\$1,505,909
Vehicle Brake Work	120	\$101.89	\$3,651,142
Vehicle Clutch/Transmission Repair	114	\$53.27	\$1,909,051
Vehicle Cooling System Repair	117	\$36.65	\$1,313,219
Vehicle Drive Shaft and Rear-end Repair	109	\$9.71	\$348,106
Vehicle Electrical System Repair	117	\$48.07	\$1,722,760
Vehicle Exhaust System Repair	123	\$19.51	\$699,228
Vehicle Front End Alignment/Wheel Balance & Rotation	116	\$27.97	\$1,002,483
Lube/Oil Change and Oil Filters	112	\$114.95	\$4,119,237
Vehicle Motor Repair/Replacement	120	\$106.65	\$3,821,837
Vehicle Motor Tune-up	123	\$81.22	\$2,910,494
Vehicle Shock Absorber Replacement	119	\$8.75	\$313,724
Vehicle Steering/Front End Repair	117	\$32.62	\$1,169,116
Tire Repair and Other Repair Work	118	\$82.73	\$2,964,670

**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

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		208,157	223,330
Households		79,203	84,803
Families		53,343	56,889
Median Age		38.5	39.0
Median Household Income		\$74,318	\$84,033

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	121	\$7.03	\$556,946
Gasoline	126	\$3,803.14	\$301,220,004
Motor Oil	114	\$16.44	\$1,301,806
Vehicle Parts/Equipment and Accessories	128	\$79.04	\$6,259,843
Tire Purchase/Replacement	129	\$251.82	\$19,944,901
Vehicle Audio/Video Equipment and Installation	146	\$7.02	\$556,010
Vehicle Cleaning Products and Services	140	\$14.44	\$1,143,779
<b>Services</b>			
Auto Repair Service Policy	131	\$28.04	\$2,221,186
Membership Fees for Automobile Service Clubs	141	\$38.19	\$3,024,411
Global Positioning Services	138	\$3.27	\$259,264
Vehicle Air Conditioning Repair	129	\$24.76	\$1,960,861
Vehicle Body Work and Painting	142	\$48.84	\$3,868,352
Vehicle Brake Work	138	\$117.16	\$9,279,359
Vehicle Clutch/Transmission Repair	129	\$60.46	\$4,788,661
Vehicle Cooling System Repair	132	\$41.34	\$3,274,231
Vehicle Drive Shaft and Rear-end Repair	122	\$10.84	\$858,688
Vehicle Electrical System Repair	133	\$54.48	\$4,314,794
Vehicle Exhaust System Repair	143	\$22.64	\$1,793,218
Vehicle Front End Alignment/Wheel Balance & Rotation	131	\$31.73	\$2,513,425
Lube/Oil Change and Oil Filters	125	\$128.87	\$10,206,740
Vehicle Motor Repair/Replacement	135	\$120.27	\$9,525,606
Vehicle Motor Tune-up	143	\$94.40	\$7,476,486
Vehicle Shock Absorber Replacement	137	\$10.01	\$792,615
Vehicle Steering/Front End Repair	134	\$37.39	\$2,961,137
Tire Repair and Other Repair Work	135	\$94.12	\$7,454,917

**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.

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Data for all businesses in area	1 mile				3 miles				5 miles			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	1,007				4,878				11,823			
Total Employees:	4,466				24,327				65,640			
Total Residential Population:	21,267				90,921				208,157			
Employee/Residential Population Ratio:	0.21:1				0.27:1				0.32:1			
Agriculture & Mining	26	2.6%	63	1.4%	117	2.4%	309	1.3%	251	2.1%	786	1.2%
Construction	88	8.7%	238	5.3%	472	9.7%	1,527	6.3%	1,008	8.5%	3,360	5.1%
Manufacturing	22	2.2%	48	1.1%	129	2.6%	3,404	14.0%	367	3.1%	7,407	11.3%
Transportation	32	3.2%	112	2.5%	134	2.7%	524	2.2%	346	2.9%	2,000	3.0%
Communication	7	0.7%	15	0.3%	47	1.0%	281	1.2%	115	1.0%	656	1.0%
Utility	3	0.3%	11	0.2%	9	0.2%	63	0.3%	22	0.2%	269	0.4%
Wholesale Trade	26	2.6%	59	1.3%	190	3.9%	853	3.5%	576	4.9%	4,469	6.8%
Retail Trade Summary	189	18.8%	1,211	27.1%	773	15.8%	4,978	20.5%	1,678	14.2%	12,040	18.3%
Home Improvement	7	0.7%	27	0.6%	34	0.7%	353	1.5%	71	0.6%	692	1.1%
General Merchandise Stores	2	0.2%	28	0.6%	9	0.2%	575	2.4%	22	0.2%	1,327	2.0%
Food Stores	25	2.5%	454	10.2%	75	1.5%	794	3.3%	157	1.3%	1,510	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	12	1.2%	75	1.7%	66	1.4%	688	2.8%	118	1.0%	1,177	1.8%
Apparel & Accessory Stores	7	0.7%	13	0.3%	39	0.8%	189	0.8%	119	1.0%	1,077	1.6%
Furniture & Home Furnishings	18	1.8%	71	1.6%	70	1.4%	272	1.1%	175	1.5%	1,101	1.7%
Eating & Drinking Places	60	6.0%	269	6.0%	235	4.8%	1,238	5.1%	450	3.8%	2,834	4.3%
Miscellaneous Retail	58	5.8%	275	6.2%	245	5.0%	870	3.6%	567	4.8%	2,323	3.5%
Finance, Insurance, Real Estate Summary	77	7.6%	268	6.0%	378	7.7%	1,404	5.8%	913	7.7%	3,316	5.1%
Banks, Savings & Lending Institutions	13	1.3%	82	1.8%	53	1.1%	365	1.5%	116	1.0%	814	1.2%
Securities Brokers	6	0.6%	11	0.2%	27	0.6%	110	0.5%	62	0.5%	198	0.3%
Insurance Carriers & Agents	11	1.1%	20	0.4%	61	1.3%	201	0.8%	121	1.0%	391	0.6%
Real Estate, Holding, Other Investment Offices	47	4.7%	154	3.4%	237	4.9%	728	3.0%	614	5.2%	1,912	2.9%
Services Summary	535	53.1%	2,417	54.1%	2,610	53.5%	10,512	43.2%	6,482	54.8%	26,603	40.5%
Hotels & Lodging	1	0.1%	4	0.1%	10	0.2%	213	0.9%	41	0.3%	812	1.2%
Automotive Services	22	2.2%	73	1.6%	102	2.1%	336	1.4%	186	1.6%	676	1.0%
Motion Pictures & Amusements	25	2.5%	123	2.8%	121	2.5%	973	4.0%	301	2.5%	2,019	3.1%
Health Services	33	3.3%	154	3.4%	182	3.7%	811	3.3%	557	4.7%	3,537	5.4%
Legal Services	1	0.1%	2	0.0%	42	0.9%	121	0.5%	120	1.0%	298	0.5%
Education Institutions & Libraries	11	1.1%	1,034	23.2%	64	1.3%	2,226	9.2%	159	1.3%	4,348	6.6%
Other Services	443	44.0%	1,026	23.0%	2,088	42.8%	5,830	24.0%	5,118	43.3%	14,913	22.7%
Government	2	0.2%	26	0.6%	20	0.4%	473	1.9%	66	0.6%	4,734	7.2%
<b>Totals</b>	<b>1,007</b>	<b>100%</b>	<b>4,466</b>	<b>100%</b>	<b>4,878</b>	<b>100%</b>	<b>24,327</b>	<b>100%</b>	<b>11,823</b>	<b>100%</b>	<b>65,640</b>	<b>100%</b>



# Business Summary

NE midpoint

Location

Rings: 1, 3, 5 mile radii

Prepared by CED/Planning

Latitude: 47.49577

Longitude: -122.1639

Agriculture, Forestry, Fishing & Hunting	5	0.5%	8	0.2%	27	0.6%	51	0.2%	64	0.5%	268	0.4%
Mining	1	0.1%	1	0.0%	2	0.0%	4	0.0%	4	0.0%	10	0.0%
Utilities	2	0.2%	8	0.2%	7	0.1%	54	0.2%	14	0.1%	178	0.3%
Construction	90	8.9%	236	5.3%	479	9.8%	1,533	6.3%	1,024	8.7%	3,385	5.2%
Manufacturing	23	2.3%	55	1.2%	130	2.7%	3,485	14.3%	364	3.1%	7,456	11.4%
Wholesale Trade	26	2.6%	59	1.3%	190	3.9%	853	3.5%	575	4.9%	4,468	6.8%
Retail Trade	125	12.4%	927	20.8%	528	10.8%	3,691	15.2%	1,204	10.2%	9,110	13.9%
Motor Vehicle & Parts Dealers	7	0.7%	52	1.2%	50	1.0%	609	2.5%	85	0.7%	1,019	1.6%
Furniture & Home Furnishings Stores	12	1.2%	38	0.9%	40	0.8%	102	0.4%	98	0.8%	735	1.1%
Electronics & Appliance Stores	8	0.8%	35	0.8%	29	0.6%	169	0.7%	70	0.6%	341	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.7%	27	0.6%	33	0.7%	350	1.4%	70	0.6%	689	1.0%
Food & Beverage Stores	24	2.4%	446	10.0%	73	1.5%	804	3.3%	145	1.2%	1,484	2.3%
Health & Personal Care Stores	8	0.8%	74	1.7%	23	0.5%	180	0.7%	74	0.6%	586	0.9%
Gasoline Stations	5	0.5%	22	0.5%	16	0.3%	79	0.3%	33	0.3%	162	0.2%
Clothing & Clothing Accessories Stores	11	1.1%	34	0.8%	53	1.1%	235	1.0%	151	1.3%	1,185	1.8%
Sport Goods, Hobby, Book, & Music Stores	10	1.0%	27	0.6%	47	1.0%	138	0.6%	108	0.9%	452	0.7%
General Merchandise Stores	2	0.2%	28	0.6%	9	0.2%	575	2.4%	22	0.2%	1,327	2.0%
Miscellaneous Store Retailers	28	2.8%	131	2.9%	118	2.4%	383	1.6%	259	2.2%	934	1.4%
Nonstore Retailers	6	0.6%	11	0.2%	37	0.8%	68	0.3%	89	0.8%	198	0.3%
Transportation & Warehousing	28	2.8%	102	2.3%	114	2.3%	475	2.0%	308	2.6%	4,003	6.1%
Information	19	1.9%	38	0.9%	111	2.3%	421	1.7%	279	2.4%	1,176	1.8%
Finance & Insurance	35	3.5%	123	2.8%	182	3.7%	773	3.2%	420	3.6%	1,682	2.6%
Central Bank/Credit Intermediation & Related Activities	13	1.3%	82	1.8%	55	1.1%	382	1.6%	121	1.0%	817	1.2%
Securities, Commodity Contracts & Other Financial	11	1.1%	21	0.5%	64	1.3%	187	0.8%	166	1.4%	451	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	11	1.1%	20	0.4%	63	1.3%	204	0.8%	134	1.1%	414	0.6%
Real Estate, Rental & Leasing	41	4.1%	155	3.5%	208	4.3%	737	3.0%	523	4.4%	1,931	2.9%
Professional, Scientific & Tech Services	160	15.9%	279	6.2%	823	16.9%	2,063	8.5%	2,221	18.8%	5,696	8.7%
Legal Services	2	0.2%	3	0.1%	50	1.0%	168	0.7%	132	1.1%	350	0.5%
Management of Companies & Enterprises	1	0.1%	3	0.1%	10	0.2%	22	0.1%	28	0.2%	118	0.2%
Administrative & Support & Waste Management & Educational Services	176	17.5%	336	7.5%	830	17.0%	2,042	8.4%	1,949	16.5%	5,473	8.3%
Health Care & Social Assistance	16	1.6%	1,044	23.4%	88	1.8%	2,257	9.3%	214	1.8%	4,441	6.8%
Arts, Entertainment & Recreation	56	5.6%	301	6.7%	297	6.1%	1,386	5.7%	824	7.0%	4,804	7.3%
Accommodation & Food Services	17	1.7%	91	2.0%	86	1.8%	889	3.7%	219	1.9%	1,704	2.6%
Accommodation	63	6.3%	305	6.8%	248	5.1%	1,512	6.2%	496	4.2%	3,710	5.7%
Food Services & Drinking Places	1	0.1%	4	0.1%	10	0.2%	213	0.9%	40	0.3%	810	1.2%
Other Services (except Public Administration)	62	6.2%	301	6.7%	239	4.9%	1,299	5.3%	456	3.9%	2,899	4.4%
Automotive Repair & Maintenance	123	12.2%	372	8.3%	498	10.2%	1,608	6.6%	1,035	8.8%	3,416	5.2%
Public Administration	20	2.0%	55	1.2%	91	1.9%	296	1.2%	160	1.4%	557	0.8%
Public Administration	2	0.2%	26	0.6%	20	0.4%	473	1.9%	54	0.5%	2,611	4.0%
<b>Total</b>	<b>1,007</b>	<b>100%</b>	<b>4,466</b>	<b>100%</b>	<b>4,878</b>	<b>100%</b>	<b>24,327</b>	<b>100%</b>	<b>11,823</b>	<b>100%</b>	<b>65,640</b>	<b>100%</b>

Source: Copyright 2013 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2013.

June 13, 2014

# Retail Goods and Services Expenditures

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Main Street, USA	22.4%	Population	21,267	23,441
Enterprising Professionals	16.1%	Households	8,132	8,913
Simple Living	10.8%	Families	5,087	5,559
Young and Restless	10.1%	Median Age	35.1	35.5
International Marketplace	7.8%	Median Household	\$52,026	\$64,604
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
Men's		66	\$1,495.57	\$12,161,942
Women's		62	\$263.12	\$2,139,719
Children's		56	\$443.94	\$3,610,116
Footwear		75	\$278.52	\$2,264,905
Watches & Jewelry		48	\$204.74	\$1,664,921
Apparel Products and Services (1)		97	\$144.70	\$1,176,690
<b>Computer</b>				
Computers and Hardware for Home Use		169	\$160.55	\$1,305,590
Portable Memory		100	\$203.54	\$1,655,178
Computer Software		100	\$7.62	\$61,926
Computer Accessories		102	\$20.10	\$163,436
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		93	\$15.52	\$126,237
Membership Fees for Clubs (2)		96	\$3,116.37	\$25,342,335
Fees for Participant Sports, excl. Trips		96	\$603.86	\$4,910,583
Admission to Movie/Theatre/Opera/Ballet		92	\$153.78	\$1,250,543
Admission to Sporting Events, excl. Trips		95	\$112.49	\$914,729
Fees for Recreational Lessons		100	\$156.96	\$1,276,370
Dating Services		93	\$58.46	\$475,393
TV/Video/Audio		98	\$121.69	\$989,582
Cable and Satellite Television Services		114	\$0.49	\$3,967
Televisions		95	\$1,226.64	\$9,975,074
Satellite Dishes		93	\$805.38	\$6,549,357
VCRs, Video Cameras, and DVD Players		97	\$154.35	\$1,255,138
Miscellaneous Video Equipment		88	\$1.39	\$11,332
Video Cassettes and DVDs		101	\$13.04	\$106,029
Video Game Hardware/Accessories		102	\$7.81	\$63,493
Video Game Software		102	\$35.93	\$292,181
Streaming/Downloaded Video		107	\$28.81	\$234,306
Rental of Video Cassettes and DVDs		102	\$30.34	\$246,691
Installation of Televisions		108	\$4.03	\$32,768
Audio (3)		103	\$28.30	\$230,160
Rental and Repair of TV/Radio/Sound Equipment		92	\$0.79	\$6,455
Pets		97	\$112.21	\$912,473
Toys and Games (4)		89	\$4.27	\$34,690
Recreational Vehicles and Fees (5)		106	\$562.30	\$4,572,611
Sports/Recreation/Exercise Equipment (6)		99	\$137.71	\$1,119,819
Photo Equipment and Supplies (7)		85	\$192.22	\$1,563,132
Reading (8)		83	\$148.92	\$1,211,045
Catered Affairs (9)		98	\$76.08	\$618,709
<b>Food</b>				
Food at Home		92	\$140.86	\$1,145,491
Bakery and Cereal Products		105	\$27.78	\$225,870
Meats, Poultry, Fish, and Eggs		97	\$7,940.26	\$64,570,222
Dairy Products		95	\$4,801.91	\$39,049,133
Fruits and Vegetables		95	\$669.25	\$5,442,321
Snacks and Other Food at Home (10)		96	\$1,057.09	\$8,596,234
Food Away from Home		95	\$509.15	\$4,140,395
Alcoholic Beverages		97	\$919.21	\$7,475,055
Nonalcoholic Beverages at Home		95	\$1,647.21	\$13,395,128
		98	\$3,138.35	\$25,521,089
		100	\$534.57	\$4,347,138
		96	\$453.13	\$3,684,872

**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.

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	95	\$1,979.74	\$16,099,275
Vehicle Loans	96	\$3,656.36	\$29,733,551
<b>Health</b>			
Nonprescription Drugs	88	\$108.92	\$885,765
Prescription Drugs	83	\$403.02	\$3,277,371
Eyeglasses and Contact Lenses	88	\$76.21	\$619,732
<b>Home</b>			
Mortgage Payment and Basics (11)	89	\$8,403.99	\$68,341,236
Maintenance and Remodeling Services	83	\$1,339.29	\$10,891,068
Maintenance and Remodeling Materials (12)	78	\$226.57	\$1,842,494
Utilities, Fuel, and Public Services	93	\$4,689.79	\$38,137,351
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	96	\$101.28	\$823,592
Furniture	96	\$460.49	\$3,744,694
Rugs	90	\$22.93	\$186,477
Major Appliances (14)	88	\$241.86	\$1,966,783
Housewares (15)	83	\$61.87	\$503,120
Small Appliances	93	\$41.79	\$339,830
Luggage	97	\$8.64	\$70,279
Telephones and Accessories	93	\$49.95	\$406,224
<b>Household Operations</b>			
Child Care	105	\$465.14	\$3,782,508
Lawn and Garden (16)	82	\$347.78	\$2,828,177
Moving/Storage/Freight Express	110	\$71.87	\$584,467
Housekeeping Supplies (17)	92	\$654.82	\$5,324,991
<b>Insurance</b>			
Owners and Renters Insurance	82	\$405.01	\$3,293,546
Vehicle Insurance	95	\$1,131.40	\$9,200,520
Life/Other Insurance	83	\$360.38	\$2,930,636
Health Insurance	88	\$2,180.86	\$17,734,757
Personal Care Products (18)	97	\$432.41	\$3,516,362
School Books and Supplies (19)	99	\$184.88	\$1,503,455
Smoking Products	94	\$456.67	\$3,713,613
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	94	\$3,389.62	\$27,564,357
Gasoline and Motor Oil	94	\$2,903.79	\$23,613,627
Vehicle Maintenance and Repairs	95	\$1,036.23	\$8,426,588
<b>Travel</b>			
Airline Fares	98	\$450.72	\$3,665,228
Lodging on Trips	90	\$380.84	\$3,096,980
Auto/Truck/Van Rental on Trips	95	\$32.11	\$261,128
Food and Drink on Trips	92	\$404.65	\$3,290,586

**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.

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

- (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.

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Enterprising Professionals	15.5%	Population	90,921	98,545
Old and Newcomers	13.3%	Households	35,835	38,749
Pleasant-Ville	12.1%	Families	22,499	24,239
Main Street, USA	11.2%	Median Age	37.2	37.8
Sophisticated Squires	8.3%	Median Household	\$65,004	\$77,957
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
Men's		80	\$1,818.76	\$65,175,424
Women's		76	\$323.63	\$11,597,221
Children's		69	\$547.76	\$19,629,045
Footwear		89	\$329.03	\$11,790,789
Watches & Jewelry		58	\$247.79	\$8,879,475
Apparel Products and Services (1)		120	\$180.56	\$6,470,516
		200	\$189.99	\$6,808,379
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$248.88	\$8,918,692
Portable Memory		120	\$9.18	\$329,099
Computer Software		125	\$24.65	\$883,307
Computer Accessories		117	\$19.47	\$697,555
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		119	\$3,860.98	\$138,358,223
Membership Fees for Clubs (2)		123	\$773.88	\$27,731,918
Fees for Participant Sports, excl. Trips		120	\$200.12	\$7,171,424
Admission to Movie/Theatre/Opera/Ballet		122	\$144.37	\$5,173,582
Admission to Sporting Events, excl. Trips		124	\$195.51	\$7,006,268
Fees for Recreational Lessons		119	\$75.02	\$2,688,218
Dating Services		128	\$158.30	\$5,672,702
TV/Video/Audio		128	\$0.55	\$19,723
TV/Video/Audio		115	\$1,480.01	\$53,035,986
Cable and Satellite Television Services		113	\$971.59	\$34,816,961
Televisions		118	\$187.12	\$6,705,492
Satellite Dishes		106	\$1.67	\$59,750
VCRs, Video Cameras, and DVD Players		122	\$15.68	\$561,892
Miscellaneous Video Equipment		124	\$9.50	\$340,351
Video Cassettes and DVDs		120	\$42.50	\$1,522,849
Video Game Hardware/Accessories		123	\$33.21	\$1,190,088
Video Game Software		121	\$35.98	\$1,289,388
Streaming/Downloaded Video		132	\$4.93	\$176,806
Rental of Video Cassettes and DVDs		123	\$33.69	\$1,207,290
Installation of Televisions		121	\$1.04	\$37,258
Audio (3)		119	\$137.91	\$4,941,847
Rental and Repair of TV/Radio/Sound Equipment		108	\$5.19	\$186,012
Pets		131	\$695.91	\$24,938,083
Toys and Games (4)		119	\$166.01	\$5,948,867
Recreational Vehicles and Fees (5)		113	\$255.77	\$9,165,449
Sports/Recreation/Exercise Equipment (6)		103	\$183.35	\$6,570,321
Photo Equipment and Supplies (7)		120	\$93.75	\$3,359,635
Reading (8)		115	\$177.41	\$6,357,424
Catered Affairs (9)		132	\$34.90	\$1,250,539
<b>Food</b>				
Food at Home		117	\$9,588.20	\$343,593,006
Food at Home		115	\$5,781.57	\$207,182,650
Bakery and Cereal Products		115	\$807.67	\$28,942,953
Meats, Poultry, Fish, and Eggs		115	\$1,268.34	\$45,451,097
Dairy Products		114	\$615.36	\$22,051,572
Fruits and Vegetables		117	\$1,112.75	\$39,875,435
Snacks and Other Food at Home (10)		114	\$1,977.44	\$70,861,593
Food Away from Home		119	\$3,806.62	\$136,410,356
Alcoholic Beverages		122	\$650.96	\$23,326,989
Nonalcoholic Beverages at Home		114	\$541.27	\$19,396,368

**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.

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	129	\$2,682.04	\$96,110,794
Vehicle Loans	115	\$4,412.87	\$158,135,325
<b>Health</b>			
Nonprescription Drugs	107	\$133.28	\$4,776,025
Prescription Drugs	104	\$502.16	\$17,995,000
Eyeglasses and Contact Lenses	111	\$95.72	\$3,430,124
<b>Home</b>			
Mortgage Payment and Basics (11)	117	\$11,054.80	\$396,148,765
Maintenance and Remodeling Services	110	\$1,788.77	\$64,100,573
Maintenance and Remodeling Materials (12)	101	\$294.11	\$10,539,596
Utilities, Fuel, and Public Services	113	\$5,696.03	\$204,117,162
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	118	\$124.78	\$4,471,471
Furniture	118	\$565.82	\$20,276,061
Rugs	120	\$30.50	\$1,093,082
Major Appliances (14)	109	\$301.51	\$10,804,631
Housewares (15)	102	\$76.32	\$2,734,983
Small Appliances	114	\$51.02	\$1,828,301
Luggage	123	\$10.97	\$393,086
Telephones and Accessories	110	\$59.12	\$2,118,699
<b>Household Operations</b>			
Child Care	127	\$564.34	\$20,223,260
Lawn and Garden (16)	106	\$450.12	\$16,130,132
Moving/Storage/Freight Express	129	\$84.34	\$3,022,396
Housekeeping Supplies (17)	112	\$798.71	\$28,621,831
<b>Insurance</b>			
Owners and Renters Insurance	106	\$523.31	\$18,752,783
Vehicle Insurance	116	\$1,380.33	\$49,464,182
Life/Other Insurance	106	\$464.56	\$16,647,578
Health Insurance	110	\$2,724.96	\$97,649,020
Personal Care Products (18)	117	\$522.32	\$18,717,422
School Books and Supplies (19)	118	\$220.38	\$7,897,439
Smoking Products	108	\$522.95	\$18,739,846
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	115	\$4,126.49	\$147,872,798
Gasoline and Motor Oil	112	\$3,484.31	\$124,860,285
Vehicle Maintenance and Repairs	116	\$1,273.45	\$45,634,217
<b>Travel</b>			
Airline Fares	124	\$572.03	\$20,498,686
Lodging on Trips	116	\$493.26	\$17,676,050
Auto/Truck/Van Rental on Trips	123	\$41.39	\$1,483,368
Food and Drink on Trips	117	\$514.31	\$18,430,457

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NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

- (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.

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## Retail Goods and Services Expenditures

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Enterprising Professionals	13.3%	Population	208,157	223,330
Pleasant-Ville	11.4%	Households	79,203	84,803
Main Street, USA	9.4%	Families	53,343	56,889
Old and Newcomers	9.4%	Median Age	38.5	39.0
Sophisticated Squires	9.4%	Median Household	\$74,318	\$84,033
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>		91	\$2,058.50	\$163,039,293
Men's		87	\$369.30	\$29,249,853
Women's		78	\$626.28	\$49,602,975
Children's		98	\$363.57	\$28,795,714
Footwear		66	\$279.54	\$22,140,679
Watches & Jewelry		139	\$208.12	\$16,483,790
Apparel Products and Services (1)		223	\$211.69	\$16,766,282
<b>Computer</b>				
Computers and Hardware for Home Use		138	\$282.89	\$22,405,538
Portable Memory		134	\$10.20	\$807,950
Computer Software		141	\$27.92	\$2,211,141
Computer Accessories		134	\$22.38	\$1,772,545
<b>Entertainment &amp; Recreation</b>		136	\$4,429.88	\$350,859,820
Fees and Admissions		145	\$913.55	\$72,356,293
Membership Fees for Clubs (2)		143	\$239.22	\$18,947,099
Fees for Participant Sports, excl. Trips		144	\$170.00	\$13,464,375
Admission to Movie/Theatre/Opera/Ballet		144	\$225.44	\$17,855,306
Admission to Sporting Events, excl. Trips		139	\$87.73	\$6,948,591
Fees for Recreational Lessons		154	\$190.59	\$15,095,286
Dating Services		135	\$0.58	\$45,636
TV/Video/Audio		129	\$1,657.01	\$131,240,484
Cable and Satellite Television Services		126	\$1,089.68	\$86,306,021
Televisions		132	\$209.22	\$16,570,962
Satellite Dishes		115	\$1.81	\$143,058
VCRs, Video Cameras, and DVD Players		135	\$17.41	\$1,378,764
Miscellaneous Video Equipment		137	\$10.53	\$833,895
Video Cassettes and DVDs		132	\$46.55	\$3,687,160
Video Game Hardware/Accessories		132	\$35.58	\$2,817,909
Video Game Software		133	\$39.53	\$3,130,641
Streaming/Downloaded Video		149	\$5.59	\$442,560
Rental of Video Cassettes and DVDs		136	\$37.15	\$2,942,636
Installation of Televisions		145	\$1.25	\$98,916
Audio (3)		136	\$156.78	\$12,417,611
Rental and Repair of TV/Radio/Sound Equipment		123	\$5.94	\$470,349
Pets		149	\$796.27	\$63,066,837
Toys and Games (4)		134	\$186.49	\$14,770,960
Recreational Vehicles and Fees (5)		139	\$312.62	\$24,760,092
Sports/Recreation/Exercise Equipment (6)		117	\$209.16	\$16,566,091
Photo Equipment and Supplies (7)		137	\$106.80	\$8,458,706
Reading (8)		134	\$206.72	\$16,372,819
Catered Affairs (9)		156	\$41.26	\$3,267,538
<b>Food</b>		131	\$10,775.85	\$853,479,920
Food at Home		129	\$6,487.74	\$513,848,607
Bakery and Cereal Products		129	\$908.46	\$71,952,416
Meats, Poultry, Fish, and Eggs		129	\$1,420.89	\$112,538,908
Dairy Products		129	\$693.56	\$54,932,333
Fruits and Vegetables		132	\$1,255.04	\$99,402,627
Snacks and Other Food at Home (10)		128	\$2,209.79	\$175,022,323
Food Away from Home		134	\$4,288.11	\$339,631,313
Alcoholic Beverages		138	\$734.18	\$58,148,974
Nonalcoholic Beverages at Home		127	\$602.70	\$47,735,967

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NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	164	\$3,393.77	\$268,797,129
Vehicle Loans	128	\$4,909.80	\$388,871,034
<b>Health</b>			
Nonprescription Drugs	122	\$151.49	\$11,998,442
Prescription Drugs	120	\$579.04	\$45,861,661
Eyeglasses and Contact Lenses	129	\$111.23	\$8,809,994
<b>Home</b>			
Mortgage Payment and Basics (11)	140	\$13,261.52	\$1,050,352,312
Maintenance and Remodeling Services	135	\$2,184.55	\$173,023,269
Maintenance and Remodeling Materials (12)	121	\$350.94	\$27,795,213
Utilities, Fuel, and Public Services	127	\$6,430.15	\$509,287,033
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	135	\$142.82	\$11,311,939
Furniture	133	\$642.38	\$50,878,652
Rugs	148	\$37.52	\$2,971,972
Major Appliances (14)	126	\$347.73	\$27,541,333
Housewares (15)	117	\$87.22	\$6,908,305
Small Appliances	129	\$57.96	\$4,590,538
Luggage	144	\$12.81	\$1,014,834
Telephones and Accessories	121	\$64.97	\$5,145,791
<b>Household Operations</b>			
Child Care	143	\$635.03	\$50,296,109
Lawn and Garden (16)	127	\$538.40	\$42,642,974
Moving/Storage/Freight Express	141	\$92.18	\$7,300,616
Housekeeping Supplies (17)	127	\$904.26	\$71,619,800
<b>Insurance</b>			
Owners and Renters Insurance	126	\$618.46	\$48,983,995
Vehicle Insurance	131	\$1,560.12	\$123,565,855
Life/Other Insurance	127	\$551.94	\$43,715,431
Health Insurance	127	\$3,142.81	\$248,920,181
Personal Care Products (18)	132	\$586.26	\$46,433,887
School Books and Supplies (19)	130	\$243.89	\$19,317,009
Smoking Products	115	\$560.92	\$44,426,434
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	129	\$4,641.84	\$367,647,986
Gasoline and Motor Oil	125	\$3,883.53	\$307,587,416
Vehicle Maintenance and Repairs	132	\$1,449.04	\$114,768,679
<b>Travel</b>			
Airline Fares	146	\$670.80	\$53,129,765
Lodging on Trips	138	\$588.07	\$46,576,827
Auto/Truck/Van Rental on Trips	146	\$49.22	\$3,898,278
Food and Drink on Trips	138	\$602.95	\$47,755,688

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NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
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NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
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Demographic Summary	2013	2018
Population	21,267	23,441
Population 18+	16,149	17,695
Households	8,132	8,913
Median Household Income	\$52,026	\$64,604

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	8,017	49.6%	101
Bought any women's clothing in last 12 months	7,238	44.8%	99
Bought clothing for child <13 years in last 6 months	4,741	29.4%	99
Bought any shoes in last 12 months	8,854	54.8%	100
Bought costume jewelry in last 12 months	3,177	19.7%	98
Bought any fine jewelry in last 12 months	3,276	20.3%	102
Bought a watch in last 12 months	1,773	11.0%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	6,748	83.0%	97
HH bought/leased new vehicle last 12 mo	531	6.5%	83
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	13,752	85.2%	100
Bought/changed motor oil in last 12 months	7,820	48.4%	96
Had tune-up in last 12 months	5,067	31.4%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	10,616	65.7%	103
Drank regular cola in last 6 months	7,637	47.3%	102
Drank beer/ale in last 6 months	7,084	43.9%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	5,551	34.4%	99
Own digital single-lens reflex (SLR) camera	1,337	8.3%	99
Bought any camera in last 12 months	1,346	8.3%	96
Bought memory card for camera in last 12 months	1,047	6.5%	99
Printed digital photos in last 12 months	649	4.0%	91
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,140	38.0%	102
Have a smartphone	6,542	40.5%	111
Have an iPhone	1,964	12.2%	104
Number of cell phones in household: 1	2,723	33.5%	105
Number of cell phones in household: 2	2,871	35.3%	98
Number of cell phones in household: 3+	1,892	23.3%	94
HH has cell phone only (no landline telephone)	3,218	39.6%	118
<b>Computers (Households)</b>			
HH owns a computer	6,211	76.4%	101
HH owns desktop computer	4,112	50.6%	97
HH owns laptop/notebook/tablet	4,075	50.1%	105
Spent <\$500 on most recent home computer	1,091	13.4%	102
Spent \$500-\$999 on most recent home computer	1,748	21.5%	104
Spent \$1,000-\$1,499 on most recent home computer	857	10.5%	98
Spent \$1,500-\$1,999 on most recent home computer	380	4.7%	94
Spent \$2,000+ on most recent home computer	321	3.9%	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.

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
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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	2,795	17.3%	110
Bought cigarettes at convenience store in last 30 days	2,343	14.5%	108
Bought gas at convenience store in last 30 days	5,145	31.9%	96
Spent at convenience store in last 30 days: <\$11	1,193	7.4%	105
Spent at convenience store in last 30 days: \$11-\$19	288	1.8%	92
Spent at convenience store in last 30 days: \$20-\$39	1,445	8.9%	96
Spent at convenience store in last 30 days: \$40-\$50	1,344	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	867	5.4%	108
Spent at convenience store in last 30 days: \$100+	3,552	22.0%	96
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	10,195	63.1%	104
Went to live theater in last 12 months	1,878	11.6%	96
Went to a bar/night club in last 12 months	3,115	19.3%	108
Dined out in last 12 months	7,555	46.8%	102
Gambled at a casino in last 12 months	2,777	17.2%	110
Visited a theme park in last 12 months	3,081	19.1%	105
Viewed movie (video-on-demand) in last 30 days	2,958	18.3%	118
Viewed TV show (video-on-demand) in last 30 days	2,160	13.4%	128
Watched any pay-per-view TV in last 12 months	2,355	14.6%	104
Downloaded a movie over the Internet in last 30 days	1,076	6.7%	113
Downloaded any individual song in last 6 months	3,422	21.2%	103
Watched a movie online in the last 30 days	2,178	13.5%	120
Watched a TV program online in last 30 days	2,463	15.3%	123
Played a video/electronic game (console) in last 12 months	2,088	12.9%	110
Played a video/electronic game (portable) in last 12 months	859	5.3%	115
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,197	32.2%	100
Used ATM/cash machine in last 12 months	8,231	51.0%	106
Own any stock	1,223	7.6%	92
Own U.S. savings bond	980	6.1%	97
Own shares in mutual fund (stock)	1,197	7.4%	91
Own shares in mutual fund (bonds)	754	4.7%	89
Have interest checking account	4,604	28.5%	98
Have non-interest checking account	4,696	29.1%	101
Have savings account	8,808	54.5%	103
Have 401K retirement savings plan	2,526	15.6%	106
Own/used any credit/debit card in last 12 months	11,887	73.6%	101
Avg monthly credit card expenditures: <\$111	2,114	13.1%	105
Avg monthly credit card expenditures: \$111-\$225	1,096	6.8%	104
Avg monthly credit card expenditures: \$226-\$450	1,035	6.4%	105
Avg monthly credit card expenditures: \$451-\$700	918	5.7%	107
Avg monthly credit card expenditures: \$701-\$1,000	724	4.5%	100
Avg monthly credit card expenditures: \$1,001+	1,307	8.1%	89
Did banking online in last 12 months	6,075	37.6%	110
Did banking on mobile device in last 12 months	1,343	8.3%	115
Paid bills online in last 12 months	7,135	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.

NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

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	11,377	70.5%	98
Used bread in last 6 months	15,403	95.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	13,005	80.5%	100
Used fish/seafood (fresh or frozen) in last 6 months	8,986	55.6%	100
Used fresh fruit/vegetables in last 6 months	14,043	87.0%	100
Used fresh milk in last 6 months	14,469	89.6%	100
Used organic food in last 6 months	3,116	19.3%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,341	26.9%	99
Exercise at club 2+ times per week	2,262	14.0%	106
Visited a doctor in last 12 months	12,105	75.0%	99
Used vitamin/dietary supplement in last 6 months	8,716	54.0%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,087	25.7%	91
Used housekeeper/maid/professional HH cleaning service in last 12	985	12.1%	90
Purchased low ticket HH furnishings in last 12 months	1,326	16.3%	104
Purchased big ticket HH furnishings in last 12 months	1,854	22.8%	108
Purchased bedding/bath goods in last 12 months	4,427	54.4%	101
Purchased cooking/serving product in last 12 months	2,073	25.5%	104
Bought any small kitchen appliance in last 12 months	1,844	22.7%	103
Bought any large kitchen appliance in last 12 months	1,047	12.9%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,878	42.6%	97
Carry medical/hospital/accident insurance	10,233	63.4%	99
Carry homeowner insurance	6,949	43.0%	89
Have auto insurance: 1 vehicle in household covered	2,762	34.0%	110
Have auto insurance: 2 vehicles in household covered	2,162	26.6%	95
Have auto insurance: 3+ vehicles in household covered	1,463	18.0%	82
<b>Pets (Households)</b>			
Household owns any pet	3,859	47.5%	90
Household owns any cat	1,796	22.1%	96
Household owns any dog	2,559	31.5%	80
<b>Psychographics (Adults)</b>			
Buying American is important to me	6,325	39.2%	94
Usually buy items on credit rather than wait	1,910	11.8%	102
Usually buy based on quality - not price	2,925	18.1%	100
Price is usually more important than brand name	4,331	26.8%	99
Usually use coupons for brands I buy often	2,827	17.5%	93
Am interested in how to help the environment	2,726	16.9%	97
Usually pay more for environ safe product	2,010	12.4%	99
Usually value green products over convenience	1,463	9.1%	92
Likely to buy a brand that supports a charity	5,218	32.3%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,116	6.9%	99
Bought hardcover book in last 12 months	4,166	25.8%	102
Bought paperback book in last 12 month	5,895	36.5%	100
Read newspaper using e-reader/tablet in last 6 months	414	2.6%	102
Read book using e-reader/tablet in last 6 months	1,159	7.2%	101
Read any daily newspaper (paper version)	4,867	30.1%	94
Read any magazine (paper/electronic version) in last 6 months	14,932	92.5%	102

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NE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

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	12,628	78.2%	103
Went to family restaurant/steak house: 4+ times a month	4,783	29.6%	100
Went to fast food/drive-in restaurant in last 6 months	14,666	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	7,033	43.6%	107
Fast food/drive-in last 6 months: eat in	6,015	37.2%	103
Fast food/drive-in last 6 months: home delivery	1,631	10.1%	130
Fast food/drive-in last 6 months: take-out/drive-thru	7,849	48.6%	103
Fast food/drive-in last 6 months: take-out/walk-in	3,376	20.9%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	1,551	9.6%	98
Own any portable MP3 player	6,032	37.4%	111
HH owns 1 TV	1,832	22.5%	114
HH owns 2 TVs	2,182	26.8%	102
HH owns 3 TVs	1,596	19.6%	91
HH owns 4+ TVs	1,492	18.3%	91
HH subscribes to cable TV	5,023	61.8%	112
HH subscribes to fiber optic	651	8.0%	130
HH has satellite dish	1,474	18.1%	71
HH owns DVD/Blu-ray player	5,287	65.0%	104
HH owns camcorder	1,488	18.3%	106
HH owns portable GPS navigation device	2,163	26.6%	102
HH owns video game system	3,754	46.2%	106
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	8,193	50.7%	100
Took 3+ domestic non-business trips in last 12 months	1,788	11.1%	89
Spent on domestic vacations in last 12 months: <\$1,000	2,070	12.8%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	852	5.3%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	600	3.7%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	555	3.4%	86
Spent on domestic vacations in last 12 months: \$3,000+	842	5.2%	93
Domestic travel in the 12 months: used general travel website	1,240	7.7%	99
Foreign travel in last 3 years	3,925	24.3%	99
Took 3+ foreign trips by plane in last 3 years	592	3.7%	83
Spent on foreign vacations in last 12 months: <\$1,000	794	4.9%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	559	3.5%	101
Spent on foreign vacations in last 12 months: \$3,000+	624	3.9%	81
Foreign travel in last 3 years: used general travel website	974	6.0%	99
Stayed 1+ nights at hotel/motel in last 12 months	6,619	41.0%	97
Took cruise of more than one day in last 3 years	1,369	8.5%	97
Member of any frequent flyer program	2,320	14.4%	86
Member of any hotel rewards program	2,100	13.0%	96

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**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.

NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

Demographic Summary	2013	2018
Population	90,921	98,545
Population 18+	69,836	75,130
Households	35,835	38,749
Median Household Income	\$65,004	\$77,957

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	35,584	51.0%	103
Bought any women's clothing in last 12 months	31,885	45.7%	100
Bought clothing for child <13 years in last 6 months	20,441	29.3%	99
Bought any shoes in last 12 months	39,057	55.9%	102
Bought costume jewelry in last 12 months	14,547	20.8%	104
Bought any fine jewelry in last 12 months	14,559	20.8%	105
Bought a watch in last 12 months	8,164	11.7%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	30,871	86.1%	101
HH bought/leased new vehicle last 12 mo	2,858	8.0%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	61,172	87.6%	103
Bought/changed motor oil in last 12 months	34,087	48.8%	97
Had tune-up in last 12 months	22,682	32.5%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	46,838	67.1%	105
Drank regular cola in last 6 months	31,808	45.5%	98
Drank beer/ale in last 6 months	31,944	45.7%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	26,240	37.6%	108
Own digital single-lens reflex (SLR) camera	6,421	9.2%	110
Bought any camera in last 12 months	6,195	8.9%	102
Bought memory card for camera in last 12 months	4,926	7.1%	108
Printed digital photos in last 12 months	2,833	4.1%	92
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	27,005	38.7%	103
Have a smartphone	29,363	42.0%	115
Have an iPhone	9,785	14.0%	120
Number of cell phones in household: 1	11,038	30.8%	97
Number of cell phones in household: 2	13,320	37.2%	103
Number of cell phones in household: 3+	9,242	25.8%	104
HH has cell phone only (no landline telephone)	12,820	35.8%	106
<b>Computers (Households)</b>			
HH owns a computer	28,983	80.9%	107
HH owns desktop computer	19,755	55.1%	106
HH owns laptop/notebook/tablet	18,948	52.9%	111
Spent <\$500 on most recent home computer	4,700	13.1%	100
Spent \$500-\$999 on most recent home computer	8,181	22.8%	110
Spent \$1,000-\$1,499 on most recent home computer	4,158	11.6%	108
Spent \$1,500-\$1,999 on most recent home computer	1,925	5.4%	108
Spent \$2,000+ on most recent home computer	1,550	4.3%	111

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NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

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	11,860	17.0%	108
Bought cigarettes at convenience store in last 30 days	9,103	13.0%	97
Bought gas at convenience store in last 30 days	21,314	30.5%	92
Spent at convenience store in last 30 days: <\$11	5,563	8.0%	114
Spent at convenience store in last 30 days: \$11-\$19	1,384	2.0%	102
Spent at convenience store in last 30 days: \$20-\$39	6,281	9.0%	96
Spent at convenience store in last 30 days: \$40-\$50	5,676	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	3,602	5.2%	104
Spent at convenience store in last 30 days: \$100+	14,886	21.3%	93
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	45,772	65.5%	108
Went to live theater in last 12 months	9,160	13.1%	108
Went to a bar/night club in last 12 months	13,799	19.8%	110
Dined out in last 12 months	34,656	49.6%	108
Gambled at a casino in last 12 months	12,490	17.9%	114
Visited a theme park in last 12 months	14,673	21.0%	115
Viewed movie (video-on-demand) in last 30 days	13,929	19.9%	128
Viewed TV show (video-on-demand) in last 30 days	10,064	14.4%	138
Watched any pay-per-view TV in last 12 months	10,983	15.7%	112
Downloaded a movie over the Internet in last 30 days	4,666	6.7%	113
Downloaded any individual song in last 6 months	16,190	23.2%	113
Watched a movie online in the last 30 days	9,285	13.3%	118
Watched a TV program online in last 30 days	10,759	15.4%	124
Played a video/electronic game (console) in last 12 months	9,041	12.9%	110
Played a video/electronic game (portable) in last 12 months	3,571	5.1%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	24,857	35.6%	111
Used ATM/cash machine in last 12 months	37,532	53.7%	112
Own any stock	6,255	9.0%	109
Own U.S. savings bond	4,755	6.8%	109
Own shares in mutual fund (stock)	5,860	8.4%	104
Own shares in mutual fund (bonds)	3,899	5.6%	107
Have interest checking account	21,367	30.6%	106
Have non-interest checking account	20,744	29.7%	103
Have savings account	40,053	57.4%	108
Have 401K retirement savings plan	12,125	17.4%	118
Own/used any credit/debit card in last 12 months	53,748	77.0%	106
Avg monthly credit card expenditures: <\$111	8,981	12.9%	103
Avg monthly credit card expenditures: \$111-\$225	5,046	7.2%	111
Avg monthly credit card expenditures: \$226-\$450	4,660	6.7%	109
Avg monthly credit card expenditures: \$451-\$700	4,369	6.3%	118
Avg monthly credit card expenditures: \$701-\$1,000	3,407	4.9%	109
Avg monthly credit card expenditures: \$1,001+	6,894	9.9%	109
Did banking online in last 12 months	28,214	40.4%	118
Did banking on mobile device in last 12 months	6,009	8.6%	119
Paid bills online in last 12 months	32,421	46.4%	116

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NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

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	49,878	71.4%	99
Used bread in last 6 months	66,570	95.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	56,980	81.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	39,741	56.9%	103
Used fresh fruit/vegetables in last 6 months	61,568	88.2%	101
Used fresh milk in last 6 months	62,757	89.9%	100
Used organic food in last 6 months	14,237	20.4%	107
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	19,815	28.4%	104
Exercise at club 2+ times per week	11,069	15.8%	120
Visited a doctor in last 12 months	53,411	76.5%	101
Used vitamin/dietary supplement in last 6 months	38,670	55.4%	104
<b>Home (Households)</b>			
Any home improvement in last 12 months	9,911	27.7%	98
Used housekeeper/maid/professional HH cleaning service in last 12	4,968	13.9%	103
Purchased low ticket HH furnishings in last 12 months	6,090	17.0%	108
Purchased big ticket HH furnishings in last 12 months	8,621	24.1%	114
Purchased bedding/bath goods in last 12 months	19,898	55.5%	103
Purchased cooking/serving product in last 12 months	9,412	26.3%	107
Bought any small kitchen appliance in last 12 months	8,344	23.3%	106
Bought any large kitchen appliance in last 12 months	4,887	13.6%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	31,384	44.9%	102
Carry medical/hospital/accident insurance	46,375	66.4%	104
Carry homeowner insurance	33,167	47.5%	98
Have auto insurance: 1 vehicle in household covered	11,635	32.5%	105
Have auto insurance: 2 vehicles in household covered	10,602	29.6%	106
Have auto insurance: 3+ vehicles in household covered	7,204	20.1%	91
<b>Pets (Households)</b>			
Household owns any pet	17,981	50.2%	95
Household owns any cat	8,110	22.6%	99
Household owns any dog	12,276	34.3%	87
<b>Psychographics (Adults)</b>			
Buying American is important to me	27,359	39.2%	94
Usually buy items on credit rather than wait	8,704	12.5%	107
Usually buy based on quality - not price	12,614	18.1%	99
Price is usually more important than brand name	18,400	26.3%	97
Usually use coupons for brands I buy often	12,519	17.9%	96
Am interested in how to help the environment	11,932	17.1%	98
Usually pay more for environ safe product	8,616	12.3%	98
Usually value green products over convenience	6,189	8.9%	90
Likely to buy a brand that supports a charity	23,488	33.6%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,450	7.8%	112
Bought hardcover book in last 12 months	19,216	27.5%	109
Bought paperback book in last 12 month	27,371	39.2%	108
Read newspaper using e-reader/tablet in last 6 months	2,013	2.9%	115
Read book using e-reader/tablet in last 6 months	5,843	8.4%	118
Read any daily newspaper (paper version)	22,114	31.7%	99
Read any magazine (paper/electronic version) in last 6 months	65,066	93.2%	102

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NE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

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	55,212	79.1%	104
Went to family restaurant/steak house: 4+ times a month	21,124	30.2%	102
Went to fast food/drive-in restaurant in last 6 months	63,609	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	30,314	43.4%	107
Fast food/drive-in last 6 months: eat in	25,894	37.1%	102
Fast food/drive-in last 6 months: home delivery	6,813	9.8%	126
Fast food/drive-in last 6 months: take-out/drive-thru	34,185	49.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	14,687	21.0%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	8,036	11.5%	118
Own any portable MP3 player	27,623	39.6%	117
HH owns 1 TV	7,297	20.4%	103
HH owns 2 TVs	9,569	26.7%	102
HH owns 3 TVs	7,393	20.6%	95
HH owns 4+ TVs	7,234	20.2%	100
HH subscribes to cable TV	22,310	62.3%	112
HH subscribes to fiber optic	3,506	9.8%	159
HH has satellite dish	6,610	18.4%	72
HH owns DVD/Blu-ray player	23,687	66.1%	106
HH owns camcorder	7,071	19.7%	114
HH owns portable GPS navigation device	10,584	29.5%	113
HH owns video game system	17,045	47.6%	109
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	38,252	54.8%	108
Took 3+ domestic non-business trips in last 12 months	8,698	12.5%	100
Spent on domestic vacations in last 12 months: <\$1,000	9,038	12.9%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,403	6.3%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,003	4.3%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,927	4.2%	105
Spent on domestic vacations in last 12 months: \$3,000+	4,230	6.1%	108
Domestic travel in the 12 months: used general travel website	6,328	9.1%	117
Foreign travel in last 3 years	19,507	27.9%	114
Took 3+ foreign trips by plane in last 3 years	3,275	4.7%	106
Spent on foreign vacations in last 12 months: <\$1,000	3,892	5.6%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,644	3.8%	111
Spent on foreign vacations in last 12 months: \$3,000+	3,353	4.8%	101
Foreign travel in last 3 years: used general travel website	4,766	6.8%	112
Stayed 1+ nights at hotel/motel in last 12 months	31,665	45.3%	108
Took cruise of more than one day in last 3 years	6,801	9.7%	112
Member of any frequent flyer program	12,915	18.5%	111
Member of any hotel rewards program	10,590	15.2%	112

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**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.

NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

Demographic Summary	2013	2018
Population	208,157	223,330
Population 18+	159,460	170,755
Households	79,203	84,803
Median Household Income	\$74,318	\$84,033

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	81,497	51.1%	103
Bought any women's clothing in last 12 months	73,831	46.3%	102
Bought clothing for child <13 years in last 6 months	46,319	29.0%	98
Bought any shoes in last 12 months	90,427	56.7%	103
Bought costume jewelry in last 12 months	33,961	21.3%	106
Bought any fine jewelry in last 12 months	33,482	21.0%	106
Bought a watch in last 12 months	19,163	12.0%	105
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	69,644	87.9%	103
HH bought/leased new vehicle last 12 mo	7,185	9.1%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	141,557	88.8%	104
Bought/changed motor oil in last 12 months	76,174	47.8%	95
Had tune-up in last 12 months	53,386	33.5%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	108,015	67.7%	106
Drank regular cola in last 6 months	68,645	43.0%	93
Drank beer/ale in last 6 months	74,586	46.8%	110
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	62,665	39.3%	113
Own digital single-lens reflex (SLR) camera	15,840	9.9%	119
Bought any camera in last 12 months	14,346	9.0%	103
Bought memory card for camera in last 12 months	11,344	7.1%	109
Printed digital photos in last 12 months	6,392	4.0%	91
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	61,047	38.3%	102
Have a smartphone	67,988	42.6%	117
Have an iPhone	23,587	14.8%	127
Number of cell phones in household: 1	22,516	28.4%	89
Number of cell phones in household: 2	30,173	38.1%	106
Number of cell phones in household: 3+	22,255	28.1%	114
HH has cell phone only (no landline telephone)	24,741	31.2%	93
<b>Computers (Households)</b>			
HH owns a computer	66,077	83.4%	110
HH owns desktop computer	45,491	57.4%	110
HH owns laptop/notebook/tablet	43,498	54.9%	115
Spent <\$500 on most recent home computer	9,954	12.6%	96
Spent \$500-\$999 on most recent home computer	18,418	23.3%	113
Spent \$1,000-\$1,499 on most recent home computer	9,869	12.5%	116
Spent \$1,500-\$1,999 on most recent home computer	4,642	5.9%	118
Spent \$2,000+ on most recent home computer	3,878	4.9%	126

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NE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49577  
Longitude: -122.1639

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	26,608	16.7%	106
Bought cigarettes at convenience store in last 30 days	18,518	11.6%	87
Bought gas at convenience store in last 30 days	45,837	28.7%	87
Spent at convenience store in last 30 days: <\$11	12,945	8.1%	116
Spent at convenience store in last 30 days: \$11-\$19	3,254	2.0%	105
Spent at convenience store in last 30 days: \$20-\$39	14,853	9.3%	100
Spent at convenience store in last 30 days: \$40-\$50	12,314	7.7%	101
Spent at convenience store in last 30 days: \$51-\$99	7,507	4.7%	95
Spent at convenience store in last 30 days: \$100+	32,071	20.1%	88
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	106,649	66.9%	110
Went to live theater in last 12 months	23,788	14.9%	123
Went to a bar/night club in last 12 months	31,508	19.8%	110
Dined out in last 12 months	82,134	51.5%	112
Gambled at a casino in last 12 months	29,165	18.3%	117
Visited a theme park in last 12 months	34,957	21.9%	120
Viewed movie (video-on-demand) in last 30 days	33,522	21.0%	135
Viewed TV show (video-on-demand) in last 30 days	23,998	15.0%	145
Watched any pay-per-view TV in last 12 months	26,083	16.4%	116
Downloaded a movie over the Internet in last 30 days	10,510	6.6%	111
Downloaded any individual song in last 6 months	37,672	23.6%	115
Watched a movie online in the last 30 days	20,814	13.1%	116
Watched a TV program online in last 30 days	24,566	15.4%	124
Played a video/electronic game (console) in last 12 months	19,736	12.4%	105
Played a video/electronic game (portable) in last 12 months	7,746	4.9%	105
<b>Financial (Adults)</b>			
Have home mortgage (1st)	60,977	38.2%	119
Used ATM/cash machine in last 12 months	87,979	55.2%	115
Own any stock	16,653	10.4%	127
Own U.S. savings bond	11,844	7.4%	118
Own shares in mutual fund (stock)	15,551	9.8%	120
Own shares in mutual fund (bonds)	10,548	6.6%	126
Have interest checking account	51,998	32.6%	113
Have non-interest checking account	47,987	30.1%	105
Have savings account	94,113	59.0%	111
Have 401K retirement savings plan	29,138	18.3%	124
Own/used any credit/debit card in last 12 months	125,899	79.0%	108
Avg monthly credit card expenditures: <\$111	19,903	12.5%	100
Avg monthly credit card expenditures: \$111-\$225	11,566	7.3%	112
Avg monthly credit card expenditures: \$226-\$450	10,922	6.8%	112
Avg monthly credit card expenditures: \$451-\$700	10,525	6.6%	125
Avg monthly credit card expenditures: \$701-\$1,000	8,723	5.5%	122
Avg monthly credit card expenditures: \$1,001+	19,276	12.1%	133
Did banking online in last 12 months	66,657	41.8%	122
Did banking on mobile device in last 12 months	13,372	8.4%	116
Paid bills online in last 12 months	75,737	47.5%	119

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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	113,829	71.4%	99
Used bread in last 6 months	152,231	95.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	130,898	82.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	91,840	57.6%	104
Used fresh fruit/vegetables in last 6 months	141,829	88.9%	102
Used fresh milk in last 6 months	143,707	90.1%	100
Used organic food in last 6 months	34,362	21.5%	113
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	47,247	29.6%	109
Exercise at club 2+ times per week	27,339	17.1%	130
Visited a doctor in last 12 months	124,228	77.9%	103
Used vitamin/dietary supplement in last 6 months	90,664	56.9%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	23,687	29.9%	105
Used housekeeper/maid/professional HH cleaning service in last 12	13,157	16.6%	124
Purchased low ticket HH furnishings in last 12 months	13,706	17.3%	110
Purchased big ticket HH furnishings in last 12 months	19,033	24.0%	113
Purchased bedding/bath goods in last 12 months	44,261	55.9%	104
Purchased cooking/serving product in last 12 months	20,672	26.1%	107
Bought any small kitchen appliance in last 12 months	18,524	23.4%	106
Bought any large kitchen appliance in last 12 months	10,926	13.8%	108
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	74,448	46.7%	106
Carry medical/hospital/accident insurance	109,562	68.7%	107
Carry homeowner insurance	82,192	51.5%	106
Have auto insurance: 1 vehicle in household covered	23,954	30.2%	98
Have auto insurance: 2 vehicles in household covered	25,001	31.6%	113
Have auto insurance: 3+ vehicles in household covered	17,611	22.2%	101
<b>Pets (Households)</b>			
Household owns any pet	40,826	51.5%	98
Household owns any cat	17,884	22.6%	98
Household owns any dog	28,454	35.9%	92
<b>Psychographics (Adults)</b>			
Buying American is important to me	61,655	38.7%	93
Usually buy items on credit rather than wait	20,634	12.9%	112
Usually buy based on quality - not price	29,018	18.2%	100
Price is usually more important than brand name	41,306	25.9%	95
Usually use coupons for brands I buy often	28,923	18.1%	97
Am interested in how to help the environment	26,910	16.9%	97
Usually pay more for environ safe product	19,486	12.2%	97
Usually value green products over convenience	13,999	8.8%	89
Likely to buy a brand that supports a charity	53,828	33.8%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	13,525	8.5%	122
Bought hardcover book in last 12 months	46,097	28.9%	114
Bought paperback book in last 12 month	65,420	41.0%	113
Read newspaper using e-reader/tablet in last 6 months	5,511	3.5%	138
Read book using e-reader/tablet in last 6 months	15,285	9.6%	135
Read any daily newspaper (paper version)	54,195	34.0%	106
Read any magazine (paper/electronic version) in last 6 months	149,655	93.9%	103

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	126,210	79.1%	104
Went to family restaurant/steak house: 4+ times a month	47,956	30.1%	101
Went to fast food/drive-in restaurant in last 6 months	144,520	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	66,623	41.8%	103
Fast food/drive-in last 6 months: eat in	58,484	36.7%	101
Fast food/drive-in last 6 months: home delivery	14,564	9.1%	118
Fast food/drive-in last 6 months: take-out/drive-thru	76,204	47.8%	101
Fast food/drive-in last 6 months: take-out/walk-in	33,608	21.1%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	21,263	13.3%	137
Own any portable MP3 player	64,409	40.4%	120
HH owns 1 TV	15,010	19.0%	95
HH owns 2 TVs	20,570	26.0%	99
HH owns 3 TVs	16,982	21.4%	99
HH owns 4+ TVs	17,463	22.0%	109
HH subscribes to cable TV	49,826	62.9%	114
HH subscribes to fiber optic	8,871	11.2%	182
HH has satellite dish	14,849	18.7%	74
HH owns DVD/Blu-ray player	52,894	66.8%	107
HH owns camcorder	16,457	20.8%	120
HH owns portable GPS navigation device	25,087	31.7%	121
HH owns video game system	37,909	47.9%	110
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	92,762	58.2%	115
Took 3+ domestic non-business trips in last 12 months	21,849	13.7%	110
Spent on domestic vacations in last 12 months: <\$1,000	20,471	12.8%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,807	6.8%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,568	4.7%	125
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,620	4.8%	119
Spent on domestic vacations in last 12 months: \$3,000+	11,639	7.3%	130
Domestic travel in the 12 months: used general travel website	15,536	9.7%	126
Foreign travel in last 3 years	50,099	31.4%	128
Took 3+ foreign trips by plane in last 3 years	9,531	6.0%	135
Spent on foreign vacations in last 12 months: <\$1,000	9,767	6.1%	125
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,726	4.2%	123
Spent on foreign vacations in last 12 months: \$3,000+	9,826	6.2%	129
Foreign travel in last 3 years: used general travel website	12,252	7.7%	126
Stayed 1+ nights at hotel/motel in last 12 months	76,910	48.2%	115
Took cruise of more than one day in last 3 years	17,009	10.7%	123
Member of any frequent flyer program	35,826	22.5%	134
Member of any hotel rewards program	27,255	17.1%	127

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