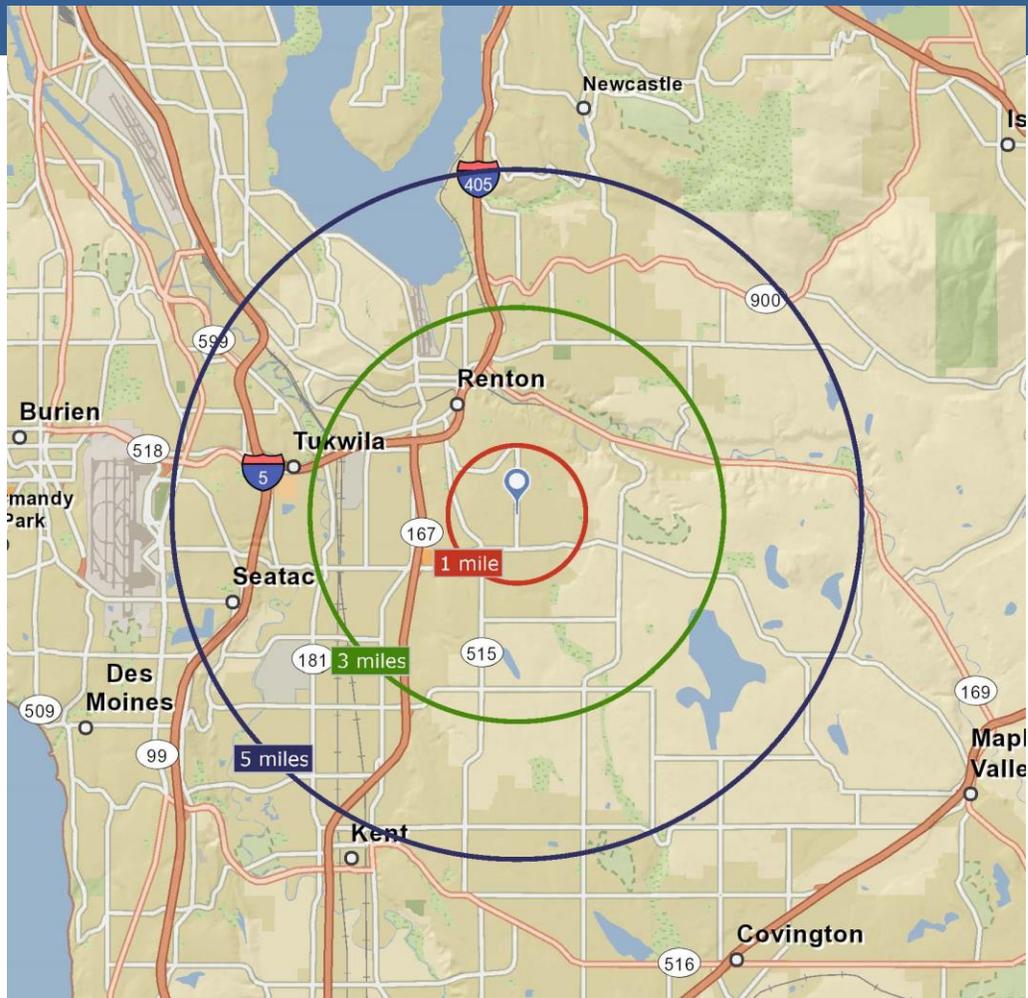


# Expenditures

## SE Renton

1, 3 and 5 Miles Radii from the Intersection of  
SE 168<sup>th</sup> St & 116<sup>th</sup> Ave SE



RENTON. AHEAD OF THE CURVE.

City of  
**Renton**



Community & Economic Development

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# House and Home Expenditures

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

2013 Housing Summary		2013 Demographic Summary	
Housing Units	7,125	Population	17,871
2013-2018 Percent Change	5.26%	Households	6,594
Percent Occupied	92.5%	Families	4,343
Percent Owner Households	58.5%	Median Age	34.4
Median Home Value	\$259,966	Median Household Income	\$58,557
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		98	\$11,282.37
Mortgage Interest		102	\$4,337.45
Mortgage Principal		98	\$2,139.82
Property Taxes		98	\$2,458.44
Homeowners Insurance		88	\$419.38
Ground Rent		95	\$66.18
Maintenance and Remodeling Services		93	\$1,500.54
Maintenance and Remodeling Materials		85	\$245.79
Property Management and Security		108	\$114.77
<b>Rented Dwellings</b>		119	\$4,849.79
Rent		120	\$4,670.79
Rent Received as Pay		108	\$120.96
Renters' Insurance		115	\$19.77
Maintenance and Repair Services		87	\$24.14
Maintenance and Repair Materials		98	\$14.13
<b>Owned Vacation Homes</b>		98	\$585.24
Mortgage Payment		99	\$204.66
Property Taxes		93	\$149.64
Homeowners Insurance		87	\$12.40
Maintenance and Remodeling		101	\$191.93
Property Management and Security		94	\$26.61
Housing While Attending School		99	\$87.30
<b>Household Operations</b>		99	\$1,716.44
Child Care		111	\$491.27
Care for Elderly or Handicapped		98	\$60.21
Appliance Rental and Repair		91	\$24.28
Computer Information Services		100	\$410.84
Home Security System Services		95	\$31.94
Non-Apparel Household Laundry/Dry Cleaning		24	\$7.05
Housekeeping Services		100	\$149.26
Lawn and Garden		88	\$374.42
Moving/Storage/Freight Express		111	\$72.67
Installation of Computers		88	\$0.50
PC Repair (Personal Use)		99	\$9.39
Reupholstering/Furniture Repair		89	\$7.28
Termite/Pest Control		93	\$28.86
Water Softening Services		75	\$4.34
Internet Services Away from Home		103	\$6.32
Voice Over IP Service		112	\$15.08
Other Home Services (1)		96	\$22.73

**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.

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	96	\$4,839.94	\$31,914,548
Bottled Gas	61	\$46.02	\$303,453
Electricity	94	\$1,823.45	\$12,023,834
Fuel Oil	104	\$118.20	\$779,403
Natural Gas	98	\$578.16	\$3,812,398
Phone Services	97	\$1,596.34	\$10,526,240
Water and Other Public Services	99	\$670.68	\$4,422,490
Coal/Wood/Other Fuel	56	\$7.09	\$46,730
<b>Housekeeping Supplies</b>	94	\$668.89	\$4,410,679
Laundry and Cleaning Supplies	93	\$188.24	\$1,241,228
Postage and Stationery	93	\$166.02	\$1,094,712
Other HH Products (2)	95	\$314.64	\$2,074,740
<b>Household Textiles</b>	100	\$105.49	\$695,595
Bathroom Linens	103	\$15.23	\$100,442
Bedroom Linens	102	\$51.25	\$337,942
Kitchen and Dining Room Linens	101	\$2.53	\$16,652
Curtains and Draperies	96	\$19.20	\$126,587
Slipcovers, Decorative Pillows	104	\$5.18	\$34,186
Materials for Slipcovers/Curtains	89	\$10.57	\$69,667
Other Linens	106	\$1.53	\$10,119
<b>Furniture</b>	100	\$483.53	\$3,188,373
Mattresses and Box Springs	101	\$75.89	\$500,388
Other Bedroom Furniture	104	\$94.69	\$624,418
Sofas	101	\$122.92	\$810,560
Living Room Tables and Chairs	96	\$66.94	\$441,394
Kitchen, Dining Room Furniture	99	\$40.53	\$267,284
Infant Furniture	110	\$12.37	\$81,579
Outdoor Furniture	96	\$22.00	\$145,052
Wall Units, Cabinets, Other Furniture (3)	97	\$48.18	\$317,699
<b>Major Appliances</b>	92	\$255.11	\$1,682,191
Dishwashers and Disposals	97	\$21.71	\$143,172
Refrigerators and Freezers	90	\$68.61	\$452,441
Clothes Washers	94	\$43.43	\$286,367
Clothes Dryers	93	\$33.60	\$221,583
Cooking Stoves and Ovens	91	\$36.72	\$242,103
Microwave Ovens	97	\$12.99	\$85,655
Window Air Conditioners	85	\$5.85	\$38,583
Electric Floor Cleaning Equipment	96	\$20.80	\$137,137
Sewing Machines and Miscellaneous Appliances	92	\$11.40	\$75,150

**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.

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	102	\$25.88	\$170,677
Housewares	86	\$64.39	\$424,570
Small Appliances	95	\$42.52	\$280,348
Window Coverings	100	\$26.54	\$174,974
Lamps and Other Lighting Fixtures	104	\$21.17	\$139,590
Infant Equipment	39	\$8.26	\$54,487
Rental of Furniture	91	\$6.48	\$42,756
Laundry and Cleaning Equipment	95	\$22.86	\$150,770
Closet and Storage Items	19	\$4.28	\$28,226
Luggage	105	\$9.36	\$61,719
Clocks and Other Household Decoratives	34	\$51.66	\$340,657
Telephones and Accessories	95	\$50.80	\$334,972
Telephone Answering Devices	97	\$0.63	\$4,137
Grills and Outdoor Equipment	31	\$14.40	\$94,978
Power Tools	38	\$19.90	\$131,200
Hand Tools	101	\$7.46	\$49,223
Office Furniture/Equipment for Home Use	101	\$14.78	\$97,478
Computers and Hardware for Home Use	103	\$211.34	\$1,393,573
Portable Memory	102	\$7.81	\$51,478
Computer Software	107	\$21.10	\$139,107
Computer Accessories	99	\$16.47	\$108,571
Personal Digital Assistants	99	\$7.40	\$48,811
Other Household Items (4)	94	\$77.94	\$513,965

**(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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

2013 Housing Summary		2013 Demographic Summary		
Housing Units	39,982	Population	97,755	
2013-2018 Percent Change	6.57%	Households	37,610	
Percent Occupied	94.1%	Families	24,297	
Percent Owner Households	59.0%	Median Age	36.7	
Median Home Value	\$295,841	Median Household Income	\$61,828	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		108	\$12,457.91	\$468,542,018
Mortgage Interest		111	\$4,714.03	\$177,294,698
Mortgage Principal		108	\$2,372.01	\$89,211,415
Property Taxes		109	\$2,740.61	\$103,074,444
Homeowners Insurance		100	\$474.34	\$17,839,800
Ground Rent		107	\$74.26	\$2,792,982
Maintenance and Remodeling Services		104	\$1,679.99	\$63,184,608
Maintenance and Remodeling Materials		96	\$278.19	\$10,462,792
Property Management and Security		117	\$124.47	\$4,681,279
<b>Rented Dwellings</b>		127	\$5,168.37	\$194,382,407
Rent		127	\$4,971.80	\$186,989,523
Rent Received as Pay		118	\$132.01	\$4,965,052
Renters' Insurance		122	\$21.10	\$793,731
Maintenance and Repair Services		98	\$27.31	\$1,027,257
Maintenance and Repair Materials		112	\$16.14	\$606,844
<b>Owned Vacation Homes</b>		109	\$654.79	\$24,626,475
Mortgage Payment		109	\$225.10	\$8,465,912
Property Taxes		106	\$169.63	\$6,379,705
Homeowners Insurance		102	\$14.48	\$544,654
Maintenance and Remodeling		114	\$215.40	\$8,101,150
Property Management and Security		106	\$30.18	\$1,135,055
Housing While Attending School		112	\$98.93	\$3,720,686
<b>Household Operations</b>		108	\$1,881.21	\$70,752,294
Child Care		118	\$521.47	\$19,612,479
Care for Elderly or Handicapped		111	\$68.12	\$2,562,147
Appliance Rental and Repair		102	\$27.23	\$1,023,952
Computer Information Services		110	\$450.54	\$16,944,713
Home Security System Services		104	\$35.07	\$1,318,873
Non-Apparel Household Laundry/Dry Cleaning		27	\$7.94	\$298,712
Housekeeping Services		110	\$164.43	\$6,184,197
Lawn and Garden		100	\$423.52	\$15,928,502
Moving/Storage/Freight Express		119	\$77.99	\$2,933,203
Installation of Computers		102	\$0.58	\$21,785
PC Repair (Personal Use)		111	\$10.55	\$396,700
Reupholstering/Furniture Repair		104	\$8.49	\$319,401
Termite/Pest Control		102	\$31.47	\$1,183,572
Water Softening Services		88	\$5.06	\$190,213
Internet Services Away from Home		114	\$6.95	\$261,421
Voice Over IP Service		120	\$16.09	\$605,283
Other Home Services (1)		109	\$25.72	\$967,142

**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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	106	\$5,335.96	\$200,685,311
Bottled Gas	74	\$56.13	\$2,111,233
Electricity	103	\$2,000.28	\$75,230,417
Fuel Oil	113	\$129.04	\$4,853,182
Natural Gas	111	\$655.74	\$24,662,335
Phone Services	107	\$1,755.22	\$66,013,882
Water and Other Public Services	108	\$730.65	\$27,479,640
Coal/Wood/Other Fuel	71	\$8.90	\$334,623
<b>Housekeeping Supplies</b>	105	\$746.39	\$28,071,891
Laundry and Cleaning Supplies	104	\$210.03	\$7,899,366
Postage and Stationery	104	\$186.37	\$7,009,350
Other HH Products (2)	106	\$349.99	\$13,163,175
<b>Household Textiles</b>	110	\$115.99	\$4,362,530
Bathroom Linens	113	\$16.65	\$626,198
Bedroom Linens	112	\$56.02	\$2,107,075
Kitchen and Dining Room Linens	112	\$2.80	\$105,394
Curtains and Draperies	106	\$21.17	\$796,156
Slipcovers, Decorative Pillows	114	\$5.67	\$213,427
Materials for Slipcovers/Curtains	101	\$12.01	\$451,881
Other Linens	115	\$1.66	\$62,399
<b>Furniture</b>	110	\$528.61	\$19,880,965
Mattresses and Box Springs	110	\$82.96	\$3,120,217
Other Bedroom Furniture	111	\$101.45	\$3,815,604
Sofas	111	\$134.86	\$5,071,933
Living Room Tables and Chairs	107	\$74.23	\$2,791,823
Kitchen, Dining Room Furniture	109	\$44.44	\$1,671,376
Infant Furniture	116	\$13.03	\$490,073
Outdoor Furniture	107	\$24.43	\$918,890
Wall Units, Cabinets, Other Furniture (3)	108	\$53.21	\$2,001,048
<b>Major Appliances</b>	103	\$283.11	\$10,647,750
Dishwashers and Disposals	108	\$24.29	\$913,540
Refrigerators and Freezers	101	\$76.90	\$2,892,198
Clothes Washers	102	\$47.49	\$1,786,233
Clothes Dryers	101	\$36.53	\$1,373,753
Cooking Stoves and Ovens	102	\$41.09	\$1,545,458
Microwave Ovens	108	\$14.37	\$540,348
Window Air Conditioners	95	\$6.55	\$246,463
Electric Floor Cleaning Equipment	106	\$22.98	\$864,281
Sewing Machines and Miscellaneous Appliances	104	\$12.91	\$485,477

**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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	113	\$28.61	\$1,075,994
Housewares	95	\$71.07	\$2,672,831
Small Appliances	106	\$47.48	\$1,785,875
Window Coverings	110	\$29.18	\$1,097,279
Lamps and Other Lighting Fixtures	113	\$23.03	\$866,251
Infant Equipment	42	\$8.92	\$335,492
Rental of Furniture	99	\$7.06	\$265,481
Laundry and Cleaning Equipment	105	\$25.36	\$953,960
Closet and Storage Items	21	\$4.63	\$174,221
Luggage	114	\$10.20	\$383,719
Clocks and Other Household Decoratives	38	\$56.47	\$2,123,809
Telephones and Accessories	102	\$54.84	\$2,062,512
Telephone Answering Devices	106	\$0.69	\$25,912
Grills and Outdoor Equipment	34	\$15.92	\$598,651
Power Tools	42	\$22.07	\$830,141
Hand Tools	111	\$8.18	\$307,773
Office Furniture/Equipment for Home Use	112	\$16.31	\$613,526
Computers and Hardware for Home Use	113	\$230.73	\$8,677,925
Portable Memory	112	\$8.56	\$321,997
Computer Software	115	\$22.82	\$858,250
Computer Accessories	110	\$18.26	\$686,892
Personal Digital Assistants	108	\$8.08	\$303,733
Other Household Items (4)	104	\$86.35	\$3,247,715

**(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.

June 13, 2014

SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

2013 Housing Summary		2013 Demographic Summary	
Housing Units	90,955	Population	228,558
2013-2018 Percent Change	6.31%	Households	85,327
Percent Occupied	93.8%	Families	55,946
Percent Owner Households	59.3%	Median Age	36.5
Median Home Value	\$297,660	Median Household Income	\$61,493
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		109	\$1,066,835,687
Mortgage Interest		112	\$4,736.50
Mortgage Principal		109	\$2,376.24
Property Taxes		110	\$2,759.25
Homeowners Insurance		99	\$470.63
Ground Rent		107	\$74.77
Maintenance and Remodeling Services		104	\$1,682.07
Maintenance and Remodeling Materials		95	\$277.05
Property Management and Security		119	\$126.38
<b>Rented Dwellings</b>		128	\$5,200.63
Rent		128	\$5,005.56
Rent Received as Pay		117	\$131.32
Renters' Insurance		120	\$20.64
Maintenance and Repair Services		98	\$27.17
Maintenance and Repair Materials		110	\$15.93
<b>Owned Vacation Homes</b>		111	\$662.89
Mortgage Payment		110	\$227.01
Property Taxes		106	\$170.15
Homeowners Insurance		102	\$14.45
Maintenance and Remodeling		116	\$220.74
Property Management and Security		107	\$30.53
Housing While Attending School		112	\$98.88
<b>Household Operations</b>		108	\$1,881.69
Child Care		118	\$522.79
Care for Elderly or Handicapped		114	\$69.59
Appliance Rental and Repair		101	\$27.12
Computer Information Services		109	\$448.69
Home Security System Services		103	\$34.63
Non-Apparel Household Laundry/Dry Cleaning		28	\$8.20
Housekeeping Services		112	\$166.52
Lawn and Garden		99	\$422.18
Moving/Storage/Freight Express		118	\$77.05
Installation of Computers		102	\$0.58
PC Repair (Personal Use)		112	\$10.63
Reupholstering/Furniture Repair		104	\$8.51
Termite/Pest Control		100	\$30.98
Water Softening Services		87	\$4.99
Internet Services Away from Home		114	\$6.99
Voice Over IP Service		123	\$16.46
Other Home Services (1)		109	\$25.79

**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.

SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	105	\$5,303.30	\$452,514,713
Bottled Gas	73	\$55.17	\$4,707,351
Electricity	102	\$1,973.13	\$168,361,606
Fuel Oil	118	\$134.67	\$11,490,717
Natural Gas	112	\$657.84	\$56,131,229
Phone Services	107	\$1,746.79	\$149,048,700
Water and Other Public Services	107	\$726.87	\$62,021,567
Coal/Wood/Other Fuel	70	\$8.83	\$753,542
<b>Housekeeping Supplies</b>	105	\$744.15	\$63,495,944
Laundry and Cleaning Supplies	103	\$209.46	\$17,872,888
Postage and Stationery	104	\$186.00	\$15,870,486
Other HH Products (2)	106	\$348.69	\$29,752,570
<b>Household Textiles</b>	110	\$116.01	\$9,898,989
Bathroom Linens	113	\$16.59	\$1,415,509
Bedroom Linens	112	\$56.01	\$4,779,095
Kitchen and Dining Room Linens	112	\$2.80	\$238,700
Curtains and Draperies	106	\$21.19	\$1,808,167
Slipcovers, Decorative Pillows	116	\$5.73	\$488,558
Materials for Slipcovers/Curtains	102	\$12.03	\$1,026,758
Other Linens	116	\$1.67	\$142,202
<b>Furniture</b>	109	\$524.85	\$44,783,656
Mattresses and Box Springs	110	\$82.83	\$7,067,301
Other Bedroom Furniture	110	\$100.16	\$8,546,276
Sofas	110	\$133.76	\$11,413,206
Living Room Tables and Chairs	106	\$73.43	\$6,265,234
Kitchen, Dining Room Furniture	108	\$44.28	\$3,778,024
Infant Furniture	115	\$13.02	\$1,110,769
Outdoor Furniture	106	\$24.33	\$2,076,420
Wall Units, Cabinets, Other Furniture (3)	107	\$53.05	\$4,526,425
<b>Major Appliances</b>	102	\$281.03	\$23,979,371
Dishwashers and Disposals	108	\$24.24	\$2,068,653
Refrigerators and Freezers	100	\$76.49	\$6,526,805
Clothes Washers	101	\$46.93	\$4,004,772
Clothes Dryers	100	\$36.05	\$3,076,035
Cooking Stoves and Ovens	101	\$40.85	\$3,485,214
Microwave Ovens	107	\$14.33	\$1,222,720
Window Air Conditioners	96	\$6.64	\$566,931
Electric Floor Cleaning Equipment	105	\$22.70	\$1,936,731
Sewing Machines and Miscellaneous Appliances	103	\$12.79	\$1,091,509

**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.

SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	113	\$28.78	\$2,455,848
Housewares	95	\$71.03	\$6,060,666
Small Appliances	106	\$47.38	\$4,043,174
Window Coverings	109	\$29.03	\$2,477,042
Lamps and Other Lighting Fixtures	112	\$22.81	\$1,946,476
Infant Equipment	42	\$8.88	\$757,404
Rental of Furniture	97	\$6.93	\$591,511
Laundry and Cleaning Equipment	105	\$25.29	\$2,158,107
Closet and Storage Items	21	\$4.61	\$393,429
Luggage	115	\$10.21	\$870,779
Clocks and Other Household Decoratives	38	\$56.30	\$4,803,510
Telephones and Accessories	102	\$54.56	\$4,655,764
Telephone Answering Devices	106	\$0.69	\$58,686
Grills and Outdoor Equipment	34	\$15.94	\$1,360,139
Power Tools	42	\$21.88	\$1,867,261
Hand Tools	110	\$8.14	\$694,375
Office Furniture/Equipment for Home Use	112	\$16.27	\$1,388,186
Computers and Hardware for Home Use	113	\$230.79	\$19,692,272
Portable Memory	111	\$8.47	\$722,971
Computer Software	116	\$22.83	\$1,947,789
Computer Accessories	109	\$18.19	\$1,552,429
Personal Digital Assistants	107	\$8.01	\$683,285
Other Household Items (4)	103	\$85.85	\$7,325,705

**(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.

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SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		17,871	18,885	
Households		6,594	6,934	
Families		4,343	4,551	
Median Age		34.4	35.0	
Median Household Income		\$58,557	\$71,074	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	98	\$67,710.15	\$446,480,732	100.0%
Food	98	\$8,094.33	\$53,374,037	12.0%
Food at Home	96	\$4,856.20	\$32,021,802	7.2%
Food Away from Home	101	\$3,238.13	\$21,352,235	4.8%
Alcoholic Beverages	103	\$549.32	\$3,622,185	0.8%
Housing	102	\$21,644.64	\$142,724,773	32.0%
Shelter	103	\$16,804.71	\$110,810,225	24.8%
Utilities, Fuel and Public Services	96	\$4,839.94	\$31,914,548	7.1%
Household Operations	99	\$1,716.44	\$11,318,182	2.5%
Housekeeping Supplies	94	\$668.89	\$4,410,679	1.0%
Household Furnishings and Equipment	88	\$1,577.56	\$10,402,426	2.3%
Apparel and Services	68	\$1,539.04	\$10,148,439	2.3%
Transportation	98	\$9,459.25	\$62,374,291	14.0%
Travel	99	\$1,822.54	\$12,017,832	2.7%
Health Care	91	\$4,050.87	\$26,711,414	6.0%
Entertainment and Recreation	100	\$3,257.57	\$21,480,432	4.8%
Personal Care Products & Services	99	\$735.05	\$4,846,894	1.1%
Education	105	\$1,525.67	\$10,060,266	2.3%
Smoking Products	90	\$436.62	\$2,879,077	0.6%
Miscellaneous (1)	92	\$1,082.28	\$7,136,578	1.6%
Support Payments/Cash Contributions/Gifts in Kind	93	\$2,136.93	\$14,090,894	3.2%
Life/Other Insurance	88	\$385.88	\$2,544,477	0.6%
Pensions and Social Security	101	\$7,027.28	\$46,337,857	10.4%

**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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		97,755	104,803	
Households		37,610	40,267	
Families		24,297	25,896	
Median Age		36.7	37.4	
Median Household Income		\$61,828	\$76,219	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	108	\$74,600.12	\$2,805,710,547	100.0%
Food	108	\$8,918.47	\$335,423,572	12.0%
Food at Home	107	\$5,381.58	\$202,401,102	7.2%
Food Away from Home	111	\$3,536.89	\$133,022,470	4.7%
Alcoholic Beverages	113	\$602.36	\$22,654,764	0.8%
Housing	111	\$23,715.95	\$891,956,897	31.8%
Shelter	113	\$18,379.99	\$691,271,586	24.6%
Utilities, Fuel and Public Services	106	\$5,335.96	\$200,685,311	7.2%
Household Operations	108	\$1,881.21	\$70,752,294	2.5%
Housekeeping Supplies	105	\$746.39	\$28,071,891	1.0%
Household Furnishings and Equipment	96	\$1,732.55	\$65,161,185	2.3%
Apparel and Services	75	\$1,687.74	\$63,475,863	2.3%
Transportation	108	\$10,375.04	\$390,205,257	13.9%
Travel	110	\$2,024.40	\$76,137,850	2.7%
Health Care	103	\$4,568.69	\$171,828,318	6.1%
Entertainment and Recreation	111	\$3,602.99	\$135,508,596	4.8%
Personal Care Products & Services	109	\$810.29	\$30,474,923	1.1%
Education	116	\$1,693.11	\$63,678,049	2.3%
Smoking Products	101	\$489.05	\$18,393,253	0.7%
Miscellaneous (1)	103	\$1,214.12	\$45,663,002	1.6%
Support Payments/Cash Contributions/Gifts in Kind	104	\$2,391.77	\$89,954,478	3.2%
Life/Other Insurance	100	\$438.42	\$16,488,920	0.6%
Pensions and Social Security	111	\$7,707.56	\$289,881,432	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.

SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		228,558	244,428	
Households		85,327	90,989	
Families		55,946	59,452	
Median Age		36.5	37.1	
Median Household Income		\$61,493	\$75,900	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	107	\$74,497.83	\$6,356,676,074	100.0%
Food	108	\$8,911.42	\$760,384,866	12.0%
Food at Home	107	\$5,377.95	\$458,884,443	7.2%
Food Away from Home	111	\$3,533.47	\$301,500,423	4.7%
Alcoholic Beverages	113	\$600.96	\$51,277,778	0.8%
Housing	112	\$23,768.60	\$2,028,103,729	31.9%
Shelter	114	\$18,465.30	\$1,575,589,017	24.8%
Utilities, Fuel and Public Services	105	\$5,303.30	\$452,514,713	7.1%
Household Operations	108	\$1,881.69	\$160,559,188	2.5%
Housekeeping Supplies	105	\$744.15	\$63,495,944	1.0%
Household Furnishings and Equipment	96	\$1,724.76	\$147,168,823	2.3%
Apparel and Services	75	\$1,687.03	\$143,949,618	2.3%
Transportation	107	\$10,307.14	\$879,477,084	13.8%
Travel	111	\$2,028.29	\$173,067,483	2.7%
Health Care	102	\$4,542.91	\$387,632,679	6.1%
Entertainment and Recreation	110	\$3,591.88	\$306,483,939	4.8%
Personal Care Products & Services	109	\$808.31	\$68,970,346	1.1%
Education	117	\$1,700.63	\$145,109,566	2.3%
Smoking Products	99	\$479.91	\$40,949,512	0.6%
Miscellaneous (1)	103	\$1,213.27	\$103,524,746	1.6%
Support Payments/Cash Contributions/Gifts in Kind	104	\$2,378.67	\$202,965,026	3.2%
Life/Other Insurance	100	\$436.05	\$37,207,093	0.6%
Pensions and Social Security	111	\$7,692.16	\$656,348,655	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.

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SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		17,871	18,885
Households		6,594	6,934
Families		4,343	4,551
Median Age		34.4	35.0
Median Household Income		\$58,557	\$71,074
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		104	\$4,312,110
Admission to Movies, Theater, Opera, Ballet		106	\$1,096,097
Admission to Sporting Events, excl.Trips		99	\$411,614
Fees for Participant Sports, excl.Trips		103	\$801,042
Fees for Recreational Lessons		108	\$885,067
Membership Fees for Social/Recreation/Civic Clubs		101	\$1,115,283
Dating Services		107	\$3,006
Rental of Video Cassettes and DVDs		106	\$190,892
<b>Toys &amp; Games</b>		102	\$933,413
Toys and Playground Equipment		102	\$886,573
Play Arcade Pinball/Video Games		105	\$21,319
Online Entertainment and Games		108	\$25,521
<b>Recreational Vehicles and Fees</b>		95	\$1,405,197
Docking and Landing Fees for Boats and Planes		97	\$77,697
Camp Fees		105	\$253,085
Purchase of RVs or Boats		92	\$1,020,029
Rental of RVs or Boats		99	\$54,386
<b>Sports, Recreation and Exercise Equipment</b>		87	\$1,026,275
Exercise Equipment and Gear, Game Tables		98	\$436,025
Bicycles		110	\$185,754
Camping Equipment		52	\$63,787
Hunting and Fishing Equipment		66	\$176,365
Winter Sports Equipment		100	\$46,456
Water Sports Equipment		95	\$42,023
Other Sports Equipment		93	\$52,685
Rental/Repair of Sports/Recreation/Exercise Equipment		92	\$23,180
<b>Photographic Equipment and Supplies</b>		102	\$522,518
Film		97	\$9,250
Film Processing		95	\$86,924
Photographic Equipment		104	\$240,794
Photographer Fees/Other Supplies & Equip Rental/Repair		103	\$185,549
<b>Reading</b>		96	\$971,814
Magazine/Newspaper Subscriptions		89	\$320,571
Magazine/Newspaper Single Copies		97	\$107,280
Books		100	\$425,101
Digital Book Readers		102	\$118,862

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SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		97,755	104,803
Households		37,610	40,267
Families		24,297	25,896
Median Age		36.7	37.4
Median Household Income		\$61,828	\$76,219
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	114	\$719.09	\$27,045,156
Admission to Movies, Theater, Opera, Ballet	115	\$181.14	\$6,812,630
Admission to Sporting Events, excl.Trips	112	\$70.31	\$2,644,495
Fees for Participant Sports, excl.Trips	113	\$134.11	\$5,043,735
Fees for Recreational Lessons	118	\$146.31	\$5,502,906
Membership Fees for Social/Recreation/Civic Clubs	112	\$186.71	\$7,022,241
Dating Services	119	\$0.51	\$19,148
Rental of Video Cassettes and DVDs	114	\$31.28	\$1,176,496
<b>Toys &amp; Games</b>	111	\$154.27	\$5,801,981
Toys and Playground Equipment	111	\$146.52	\$5,510,517
Play Arcade Pinball/Video Games	114	\$3.53	\$132,830
Online Entertainment and Games	118	\$4.22	\$158,634
<b>Recreational Vehicles and Fees</b>	106	\$239.31	\$9,000,573
Docking and Landing Fees for Boats and Planes	111	\$13.44	\$505,428
Camp Fees	116	\$42.52	\$1,599,003
Purchase of RVs or Boats	103	\$174.18	\$6,550,906
Rental of RVs or Boats	110	\$9.18	\$345,237
<b>Sports, Recreation and Exercise Equipment</b>	96	\$170.95	\$6,429,559
Exercise Equipment and Gear, Game Tables	108	\$73.00	\$2,745,600
Bicycles	119	\$30.47	\$1,146,160
Camping Equipment	57	\$10.69	\$401,908
Hunting and Fishing Equipment	72	\$29.38	\$1,104,895
Winter Sports Equipment	109	\$7.70	\$289,727
Water Sports Equipment	104	\$6.97	\$262,201
Other Sports Equipment	103	\$8.81	\$331,321
Rental/Repair of Sports/Recreation/Exercise Equipment	103	\$3.93	\$147,747
<b>Photographic Equipment and Supplies</b>	112	\$87.16	\$3,278,174
Film	108	\$1.56	\$58,816
Film Processing	107	\$14.85	\$558,386
Photographic Equipment	114	\$40.07	\$1,506,908
Photographer Fees/Other Supplies & Equip Rental/Repair	112	\$30.69	\$1,154,063
<b>Reading</b>	108	\$165.38	\$6,220,047
Magazine/Newspaper Subscriptions	103	\$56.02	\$2,106,812
Magazine/Newspaper Single Copies	108	\$18.19	\$684,066
Books	111	\$71.57	\$2,691,768
Digital Book Readers	111	\$19.61	\$737,400

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SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
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<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		228,558	244,428
Households		85,327	90,989
Families		55,946	59,452
Median Age		36.5	37.1
Median Household Income		\$61,493	\$75,900
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	115	\$721.63	\$61,574,569
Admission to Movies, Theater, Opera, Ballet	116	\$181.97	\$15,527,359
Admission to Sporting Events, excl.Trips	111	\$69.72	\$5,949,345
Fees for Participant Sports, excl.Trips	114	\$134.33	\$11,462,368
Fees for Recreational Lessons	120	\$148.77	\$12,694,051
Membership Fees for Social/Recreation/Civic Clubs	112	\$186.32	\$15,898,217
Dating Services	119	\$0.51	\$43,229
Rental of Video Cassettes and DVDs	114	\$31.09	\$2,652,703
<b>Toys &amp; Games</b>	111	\$153.99	\$13,139,504
Toys and Playground Equipment	110	\$146.19	\$12,474,084
Play Arcade Pinball/Video Games	116	\$3.59	\$306,646
Online Entertainment and Games	117	\$4.20	\$358,774
<b>Recreational Vehicles and Fees</b>	107	\$241.02	\$20,565,856
Docking and Landing Fees for Boats and Planes	111	\$13.45	\$1,147,370
Camp Fees	118	\$43.20	\$3,686,485
Purchase of RVs or Boats	104	\$175.21	\$14,949,801
Rental of RVs or Boats	110	\$9.17	\$782,201
<b>Sports, Recreation and Exercise Equipment</b>	95	\$169.97	\$14,502,712
Exercise Equipment and Gear, Game Tables	108	\$72.72	\$6,204,680
Bicycles	119	\$30.46	\$2,599,447
Camping Equipment	57	\$10.67	\$910,201
Hunting and Fishing Equipment	70	\$28.58	\$2,439,071
Winter Sports Equipment	112	\$7.91	\$674,817
Water Sports Equipment	105	\$6.99	\$596,031
Other Sports Equipment	102	\$8.71	\$742,994
Rental/Repair of Sports/Recreation/Exercise Equipment	103	\$3.93	\$335,471
<b>Photographic Equipment and Supplies</b>	112	\$86.87	\$7,412,539
Film	109	\$1.57	\$133,550
Film Processing	106	\$14.74	\$1,258,069
Photographic Equipment	114	\$40.15	\$3,426,227
Photographer Fees/Other Supplies & Equip Rental/Repair	111	\$30.41	\$2,594,693
<b>Reading</b>	107	\$165.09	\$14,086,914
Magazine/Newspaper Subscriptions	102	\$55.92	\$4,771,105
Magazine/Newspaper Single Copies	109	\$18.26	\$1,558,287
Books	110	\$71.37	\$6,090,141
Digital Book Readers	111	\$19.54	\$1,667,380

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SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
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<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		17,871	18,885
Households		6,594	6,934
Families		4,343	4,551
Median Age		34.4	35.0
Median Household Income		\$58,557	\$71,074
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	95	\$5,474.54	\$36,099,143
Savings Accounts	92	\$11,962.31	\$78,879,451
U.S. Savings Bonds	92	\$317.45	\$2,093,260
Stocks, Bonds & Mutual Funds	96	\$29,326.29	\$193,377,572
<b>Annual Changes</b>			
Checking Accounts	107	\$231.78	\$1,528,330
Savings Accounts	84	-\$301.10	-\$1,985,470
U.S. Savings Bonds	23	\$3.47	\$22,912
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	88	\$774.34	\$5,106,013
Interest from Savings Accounts or Bonds	89	\$543.36	\$3,582,898
Retirement Plan Contributions	101	\$1,430.31	\$9,431,478
<b>Liabilities</b>			
Original Mortgage Amount	106	\$15,227.79	\$100,412,045
Vehicle Loan Amount 1	102	\$1,928.85	\$12,718,822
Amount Paid: Interest			
Home Mortgage	102	\$4,337.45	\$28,601,114
Lump Sum Home Equity Loan	95	\$92.22	\$608,126
New Car/Truck/Van Loan	98	\$145.67	\$960,579
Used Car/Truck/Van Loan	100	\$145.90	\$962,049
<b>Amount Paid: Principal</b>			
Home Mortgage	98	\$2,139.82	\$14,109,972
Lump Sum Home Equity Loan	96	\$115.93	\$764,414
New Car/Truck/Van Loan	97	\$916.41	\$6,042,807
Used Car/Truck/Van Loan	98	\$734.92	\$4,846,062
Checking Account and Banking Service Charges	99	\$30.39	\$200,377
Finance Charges, excluding Mortgage/Vehicle	101	\$231.06	\$1,523,625

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. 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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
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Population		97,755	104,803
Households		37,610	40,267
Families		24,297	25,896
Median Age		36.7	37.4
Median Household Income		\$61,828	\$76,219
		<b>Spending Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	107	\$6,137.66	\$230,837,475
Savings Accounts	104	\$13,579.52	\$510,725,770
U.S. Savings Bonds	105	\$359.84	\$13,533,520
Stocks, Bonds & Mutual Funds	109	\$33,532.41	\$1,261,153,839
<b>Annual Changes</b>			
Checking Accounts	119	\$257.25	\$9,675,014
Savings Accounts	96	-\$343.56	-\$12,921,306
U.S. Savings Bonds	35	\$5.22	\$196,373
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	102	\$891.06	\$33,512,676
Interest from Savings Accounts or Bonds	103	\$624.54	\$23,489,025
Retirement Plan Contributions	112	\$1,590.47	\$59,817,470
<b>Liabilities</b>			
Original Mortgage Amount	115	\$16,450.49	\$618,702,789
Vehicle Loan Amount 1	111	\$2,087.86	\$78,524,283
<b>Amount Paid: Interest</b>			
Home Mortgage	111	\$4,714.03	\$177,294,698
Lump Sum Home Equity Loan	107	\$103.99	\$3,911,239
New Car/Truck/Van Loan	107	\$158.33	\$5,954,675
Used Car/Truck/Van Loan	108	\$157.40	\$5,919,914
<b>Amount Paid: Principal</b>			
Home Mortgage	108	\$2,372.01	\$89,211,415
Lump Sum Home Equity Loan	107	\$129.94	\$4,886,930
New Car/Truck/Van Loan	106	\$1,001.72	\$37,674,667
Used Car/Truck/Van Loan	106	\$795.73	\$29,927,246
<b>Other</b>			
Checking Account and Banking Service Charges	109	\$33.37	\$1,255,131
Finance Charges, excluding Mortgage/Vehicle	111	\$253.47	\$9,532,896

**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.



# Financial Expenditures

SE midpoint  
 Location  
 Ring: 5 miles radius

Prepared by CED/Planning  
 Latitude: 47.45232  
 Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		228,558	244,428
Households		85,327	90,989
Families		55,946	59,452
Median Age		36.5	37.1
Median Household Income		\$61,493	\$75,900
		<b>Spending Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	107	\$6,151.98	\$524,930,166
Savings Accounts	104	\$13,570.63	\$1,157,940,834
U.S. Savings Bonds	105	\$360.66	\$30,773,909
Stocks, Bonds & Mutual Funds	109	\$33,503.13	\$2,858,721,259
<b>Annual Changes</b>			
Checking Accounts	119	\$258.53	\$22,059,213
Savings Accounts	100	-\$355.61	-\$30,343,167
U.S. Savings Bonds	30	\$4.44	\$378,536
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	102	\$890.43	\$75,977,704
Interest from Savings Accounts or Bonds	102	\$621.25	\$53,009,077
Retirement Plan Contributions	112	\$1,588.89	\$135,575,475
<b>Liabilities</b>			
Original Mortgage Amount	116	\$16,581.10	\$1,414,815,265
Vehicle Loan Amount 1	109	\$2,063.41	\$176,064,504
<b>Amount Paid: Interest</b>			
Home Mortgage	112	\$4,736.50	\$404,151,679
Lump Sum Home Equity Loan	108	\$104.80	\$8,941,940
New Car/Truck/Van Loan	105	\$156.59	\$13,360,981
Used Car/Truck/Van Loan	106	\$154.63	\$13,194,088
<b>Amount Paid: Principal</b>			
Home Mortgage	109	\$2,376.24	\$202,757,093
Lump Sum Home Equity Loan	108	\$131.20	\$11,195,303
New Car/Truck/Van Loan	106	\$993.11	\$84,738,701
Used Car/Truck/Van Loan	104	\$780.32	\$66,582,439
<b>Charges</b>			
Checking Account and Banking Service Charges	108	\$33.33	\$2,843,658
Finance Charges, excluding Mortgage/Vehicle	111	\$252.58	\$21,551,800

**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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SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		17,871	18,885
Households		6,594	6,934
Families		4,343	4,551
Median Household Income		\$58,557	\$71,074
Males per 100 Females		98.1	98.1
<b>Population By Age</b>			
Population <5 Years		7.5%	7.5%
Population 65+ Years		9.9%	11.4%
Median Age		34.4	35.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	91	\$4,050.87	\$26,711,414
<b>Medical Care</b>	90	\$1,779.43	\$11,733,550
Physician Services	96	\$241.20	\$1,590,503
Dental Services	94	\$361.17	\$2,381,549
Eyecare Services	90	\$45.65	\$301,019
Lab Tests, X-Rays	87	\$56.35	\$371,549
Hospital Room and Hospital Services	92	\$153.58	\$1,012,678
Convalescent or Nursing Home Care	81	\$12.08	\$79,680
Other Medical services (1)	94	\$102.66	\$676,927
Nonprescription Drugs	89	\$111.04	\$732,187
Prescription Drugs	85	\$413.29	\$2,725,249
Nonprescription Vitamins	94	\$62.08	\$409,343
Medicare Prescription Drug Premium	77	\$64.89	\$427,893
Eyeglasses and Contact Lenses	92	\$79.41	\$523,600
Hearing Aids	76	\$15.52	\$102,330
Medical Equipment for General Use	97	\$4.27	\$28,128
Other Medical Supplies (2)	91	\$56.25	\$370,916
<b>Health Insurance</b>	91	\$2,271.44	\$14,977,863
Blue Cross/Blue Shield	95	\$752.27	\$4,960,469
Commercial Health Insurance	98	\$458.13	\$3,020,927
Health Maintenance Organization	99	\$414.18	\$2,731,093
Medicare Payments	79	\$386.45	\$2,548,253
Long Term Care Insurance	84	\$79.39	\$523,472
Other Health Insurance (3)	83	\$181.02	\$1,193,650

**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

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		97,755	104,803
Households		37,610	40,267
Families		24,297	25,896
Median Household Income		\$61,828	\$76,219
Males per 100 Females		97.1	97.2
<b>Population By Age</b>			
Population <5 Years		6.9%	6.8%
Population 65+ Years		11.8%	13.6%
Median Age		36.7	37.4
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	103	\$4,568.69	\$171,828,318
<b>Medical Care</b>	102	\$2,009.46	\$75,575,695
Physician Services	107	\$268.38	\$10,093,587
Dental Services	106	\$404.33	\$15,206,744
Eyecare Services	101	\$51.32	\$1,930,227
Lab Tests, X-Rays	100	\$64.51	\$2,426,194
Hospital Room and Hospital Services	103	\$171.19	\$6,438,557
Convalescent or Nursing Home Care	98	\$14.57	\$548,018
Other Medical services (1)	105	\$114.90	\$4,321,554
Nonprescription Drugs	101	\$124.81	\$4,694,220
Prescription Drugs	98	\$472.90	\$17,785,955
Nonprescription Vitamins	105	\$69.30	\$2,606,515
Medicare Prescription Drug Premium	91	\$76.61	\$2,881,224
Eyeglasses and Contact Lenses	104	\$89.67	\$3,372,603
Hearing Aids	92	\$18.82	\$707,682
Medical Equipment for General Use	110	\$4.83	\$181,725
Other Medical Supplies (2)	103	\$63.30	\$2,380,890
<b>Health Insurance</b>	103	\$2,559.23	\$96,252,623
Blue Cross/Blue Shield	105	\$839.12	\$31,559,185
Commercial Health Insurance	109	\$508.20	\$19,113,560
Health Maintenance Organization	110	\$457.63	\$17,211,455
Medicare Payments	92	\$454.31	\$17,086,766
Long Term Care Insurance	97	\$91.58	\$3,444,341
Other Health Insurance (3)	96	\$208.38	\$7,837,316

**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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**(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

SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>	<b>2013</b>	<b>2018</b>	
Population	228,558	244,428	
Households	85,327	90,989	
Families	55,946	59,452	
Median Household Income	\$61,493	\$75,900	
Males per 100 Females	99.2	99.0	
<b>Population By Age</b>			
Population <5 Years	7.0%	7.0%	
Population 65+ Years	11.2%	13.0%	
Median Age	36.5	37.1	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	102	\$4,542.91	\$387,632,679
<b>Medical Care</b>	101	\$2,000.22	\$170,673,113
Physician Services	106	\$267.06	\$22,787,167
Dental Services	106	\$405.29	\$34,582,243
Eyecare Services	101	\$51.15	\$4,364,723
Lab Tests, X-Rays	99	\$63.80	\$5,444,052
Hospital Room and Hospital Services	102	\$169.13	\$14,431,402
Convalescent or Nursing Home Care	100	\$14.86	\$1,268,012
Other Medical services (1)	105	\$114.67	\$9,784,762
Nonprescription Drugs	100	\$124.24	\$10,601,000
Prescription Drugs	97	\$468.57	\$39,981,395
Nonprescription Vitamins	106	\$69.87	\$5,961,484
Medicare Prescription Drug Premium	90	\$75.84	\$6,471,234
Eyeglasses and Contact Lenses	104	\$89.47	\$7,634,581
Hearing Aids	91	\$18.47	\$1,575,590
Medical Equipment for General Use	111	\$4.86	\$414,858
Other Medical Supplies (2)	102	\$62.94	\$5,370,611
<b>Health Insurance</b>	102	\$2,542.68	\$216,959,566
Blue Cross/Blue Shield	104	\$831.38	\$70,939,130
Commercial Health Insurance	107	\$502.10	\$42,842,474
Health Maintenance Organization	111	\$460.94	\$39,330,212
Medicare Payments	92	\$450.43	\$38,433,900
Long Term Care Insurance	97	\$91.17	\$7,779,325
Other Health Insurance (3)	95	\$206.67	\$17,634,526

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**(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

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# Retail Goods and Services Expenditures

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Pleasant-Ville	30.1%	Population	17,871	18,885
Enterprising Professionals	21.9%	Households	6,594	6,934
Aspiring Young Families	18.0%	Families	4,343	4,551
Young and Restless	13.3%	Median Age	34.4	35.0
Sophisticated Squires	7.3%	Median Household	\$58,557	\$71,074
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		68	\$1,539.04	\$10,148,439
Men's		64	\$272.97	\$1,799,979
Women's		58	\$461.14	\$3,040,739
Children's		77	\$284.30	\$1,874,695
Footwear		49	\$209.90	\$1,384,049
Watches & Jewelry		102	\$152.26	\$1,003,977
Apparel Products and Services (1)		167	\$158.48	\$1,045,000
<b>Computer</b>				
Computers and Hardware for Home Use		103	\$211.34	\$1,393,573
Portable Memory		102	\$7.81	\$51,478
Computer Software		107	\$21.10	\$139,107
Computer Accessories		99	\$16.47	\$108,571
<b>Entertainment &amp; Recreation</b>		100	\$3,257.57	\$21,480,432
Fees and Admissions		104	\$653.94	\$4,312,110
Membership Fees for Clubs (2)		101	\$169.14	\$1,115,283
Fees for Participant Sports, excl. Trips		103	\$121.48	\$801,042
Admission to Movie/Theatre/Opera/Ballet		106	\$166.23	\$1,096,097
Admission to Sporting Events, excl. Trips		99	\$62.42	\$411,614
Fees for Recreational Lessons		108	\$134.22	\$885,067
Dating Services		107	\$0.46	\$3,006
TV/Video/Audio		97	\$1,252.64	\$8,259,929
Cable and Satellite Television Services		95	\$819.05	\$5,400,820
Televisions		100	\$159.34	\$1,050,703
Satellite Dishes		87	\$1.37	\$9,048
VCRs, Video Cameras, and DVD Players		105	\$13.51	\$89,053
Miscellaneous Video Equipment		107	\$8.25	\$54,431
Video Cassettes and DVDs		103	\$36.39	\$239,965
Video Game Hardware/Accessories		107	\$28.85	\$190,241
Video Game Software		104	\$30.89	\$203,720
Streaming/Downloaded Video		112	\$4.20	\$27,723
Rental of Video Cassettes and DVDs		106	\$28.95	\$190,892
Installation of Televisions		101	\$0.87	\$5,722
Audio (3)		101	\$116.62	\$768,977
Rental and Repair of TV/Radio/Sound Equipment		90	\$4.34	\$28,636
Pets		110	\$584.49	\$3,854,100
Toys and Games (4)		102	\$141.55	\$933,413
Recreational Vehicles and Fees (5)		95	\$213.10	\$1,405,197
Sports/Recreation/Exercise Equipment (6)		87	\$155.64	\$1,026,275
Photo Equipment and Supplies (7)		102	\$79.24	\$522,518
Reading (8)		96	\$147.38	\$971,814
Catered Affairs (9)		112	\$29.58	\$195,076
<b>Food</b>		98	\$8,094.33	\$53,374,037
Food at Home		96	\$4,856.20	\$32,021,802
Bakery and Cereal Products		96	\$676.11	\$4,458,292
Meats, Poultry, Fish, and Eggs		97	\$1,069.44	\$7,051,888
Dairy Products		96	\$516.61	\$3,406,516
Fruits and Vegetables		98	\$931.57	\$6,142,754
Snacks and Other Food at Home (10)		96	\$1,662.47	\$10,962,352
Food Away from Home		101	\$3,238.13	\$21,352,235
Alcoholic Beverages		103	\$549.32	\$3,622,185
Nonalcoholic Beverages at Home		96	\$456.13	\$3,007,698

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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	106	\$2,205.31	\$14,541,812
Vehicle Loans	100	\$3,816.44	\$25,165,588
<b>Health</b>			
Nonprescription Drugs	89	\$111.04	\$732,187
Prescription Drugs	85	\$413.29	\$2,725,249
Eyeglasses and Contact Lenses	92	\$79.41	\$523,600
<b>Home</b>			
Mortgage Payment and Basics (11)	99	\$9,421.27	\$62,123,856
Maintenance and Remodeling Services	93	\$1,500.54	\$9,894,533
Maintenance and Remodeling Materials (12)	85	\$245.79	\$1,620,754
Utilities, Fuel, and Public Services	96	\$4,839.94	\$31,914,548
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	100	\$105.49	\$695,595
Furniture	100	\$483.53	\$3,188,373
Rugs	102	\$25.88	\$170,677
Major Appliances (14)	92	\$255.11	\$1,682,191
Housewares (15)	86	\$64.39	\$424,570
Small Appliances	95	\$42.52	\$280,348
Luggage	105	\$9.36	\$61,719
Telephones and Accessories	95	\$50.80	\$334,972
<b>Household Operations</b>			
Child Care	111	\$491.27	\$3,239,440
Lawn and Garden (16)	88	\$374.42	\$2,468,910
Moving/Storage/Freight Express	111	\$72.67	\$479,179
Housekeeping Supplies (17)	94	\$668.89	\$4,410,679
<b>Insurance</b>			
Owners and Renters Insurance	89	\$439.16	\$2,895,794
Vehicle Insurance	99	\$1,178.80	\$7,773,040
Life/Other Insurance	88	\$385.88	\$2,544,477
Health Insurance	91	\$2,271.44	\$14,977,863
Personal Care Products (18)	100	\$444.01	\$2,927,779
School Books and Supplies (19)	99	\$185.58	\$1,223,726
Smoking Products	90	\$436.62	\$2,879,077
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	98	\$3,538.96	\$23,335,889
Gasoline and Motor Oil	96	\$2,975.67	\$19,621,540
Vehicle Maintenance and Repairs	99	\$1,079.30	\$7,116,875
<b>Travel</b>			
Airline Fares	104	\$479.91	\$3,164,542
Lodging on Trips	97	\$413.42	\$2,726,121
Auto/Truck/Van Rental on Trips	103	\$34.59	\$228,073
Food and Drink on Trips	99	\$431.80	\$2,847,317

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SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

- (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

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Sophisticated Squires	18.6%	Population	97,755	104,803
Enterprising Professionals	17.1%	Households	37,610	40,267
Old and Newcomers	12.2%	Families	24,297	25,896
Pleasant-Ville	11.6%	Median Age	36.7	37.4
Young and Restless	7.2%	Median Household	\$61,828	\$76,219
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		75	\$1,687.74	\$63,475,863
Men's		71	\$300.85	\$11,314,815
Women's		64	\$509.97	\$19,180,095
Children's		82	\$305.46	\$11,488,442
Footwear		54	\$230.18	\$8,657,178
Watches & Jewelry		112	\$167.83	\$6,311,923
Apparel Products and Services (1)		183	\$173.45	\$6,523,411
<b>Computer</b>				
Computers and Hardware for Home Use		113	\$230.73	\$8,677,925
Portable Memory		112	\$8.56	\$321,997
Computer Software		115	\$22.82	\$858,250
Computer Accessories		110	\$18.26	\$686,892
<b>Entertainment &amp; Recreation</b>		111	\$3,602.99	\$135,508,596
Fees and Admissions		114	\$719.09	\$27,045,156
Membership Fees for Clubs (2)		112	\$186.71	\$7,022,241
Fees for Participant Sports, excl. Trips		113	\$134.11	\$5,043,735
Admission to Movie/Theatre/Opera/Ballet		115	\$181.14	\$6,812,630
Admission to Sporting Events, excl. Trips		112	\$70.31	\$2,644,495
Fees for Recreational Lessons		118	\$146.31	\$5,502,906
Dating Services		119	\$0.51	\$19,148
TV/Video/Audio		107	\$1,381.90	\$51,973,444
Cable and Satellite Television Services		105	\$908.01	\$34,150,091
Televisions		110	\$175.07	\$6,584,369
Satellite Dishes		100	\$1.58	\$59,327
VCRs, Video Cameras, and DVD Players		114	\$14.62	\$549,734
Miscellaneous Video Equipment		116	\$8.95	\$336,795
Video Cassettes and DVDs		112	\$39.55	\$1,487,602
Video Game Hardware/Accessories		114	\$30.87	\$1,161,090
Video Game Software		113	\$33.59	\$1,263,384
Streaming/Downloaded Video		121	\$4.52	\$170,107
Rental of Video Cassettes and DVDs		114	\$31.28	\$1,176,496
Installation of Televisions		113	\$0.97	\$36,453
Audio (3)		111	\$128.05	\$4,816,099
Rental and Repair of TV/Radio/Sound Equipment		100	\$4.84	\$181,898
Pets		122	\$652.64	\$24,545,821
Toys and Games (4)		111	\$154.27	\$5,801,981
Recreational Vehicles and Fees (5)		106	\$239.31	\$9,000,573
Sports/Recreation/Exercise Equipment (6)		96	\$170.95	\$6,429,559
Photo Equipment and Supplies (7)		112	\$87.16	\$3,278,174
Reading (8)		108	\$165.38	\$6,220,047
Catered Affairs (9)		122	\$32.27	\$1,213,843
<b>Food</b>		108	\$8,918.47	\$335,423,572
Food at Home		107	\$5,381.58	\$202,401,102
Bakery and Cereal Products		107	\$751.92	\$28,279,627
Meats, Poultry, Fish, and Eggs		107	\$1,180.11	\$44,383,798
Dairy Products		106	\$572.74	\$21,540,668
Fruits and Vegetables		108	\$1,032.86	\$38,845,737
Snacks and Other Food at Home (10)		106	\$1,843.96	\$69,351,271
Food Away from Home		111	\$3,536.89	\$133,022,470
Alcoholic Beverages		113	\$602.36	\$22,654,764
Nonalcoholic Beverages at Home		106	\$504.52	\$18,975,097

**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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	116	\$2,407.52	\$90,546,846
Vehicle Loans	108	\$4,144.22	\$155,864,196
<b>Health</b>			
Nonprescription Drugs	101	\$124.81	\$4,694,220
Prescription Drugs	98	\$472.90	\$17,785,955
Eyeglasses and Contact Lenses	104	\$89.67	\$3,372,603
<b>Home</b>			
Mortgage Payment and Basics (11)	109	\$10,375.25	\$390,213,339
Maintenance and Remodeling Services	104	\$1,679.99	\$63,184,608
Maintenance and Remodeling Materials (12)	96	\$278.19	\$10,462,792
Utilities, Fuel, and Public Services	106	\$5,335.96	\$200,685,311
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	110	\$115.99	\$4,362,530
Furniture	110	\$528.61	\$19,880,965
Rugs	113	\$28.61	\$1,075,994
Major Appliances (14)	103	\$283.11	\$10,647,750
Housewares (15)	95	\$71.07	\$2,672,831
Small Appliances	106	\$47.48	\$1,785,875
Luggage	114	\$10.20	\$383,719
Telephones and Accessories	102	\$54.84	\$2,062,512
<b>Household Operations</b>			
Child Care	118	\$521.47	\$19,612,479
Lawn and Garden (16)	100	\$423.52	\$15,928,502
Moving/Storage/Freight Express	119	\$77.99	\$2,933,203
Housekeeping Supplies (17)	105	\$746.39	\$28,071,891
<b>Insurance</b>			
Owners and Renters Insurance	101	\$495.44	\$18,633,531
Vehicle Insurance	109	\$1,291.38	\$48,568,632
Life/Other Insurance	100	\$438.42	\$16,488,920
Health Insurance	103	\$2,559.23	\$96,252,623
Personal Care Products (18)	109	\$485.67	\$18,266,169
School Books and Supplies (19)	110	\$205.50	\$7,728,942
Smoking Products	101	\$489.05	\$18,393,253
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	107	\$3,869.27	\$145,523,380
Gasoline and Motor Oil	105	\$3,266.82	\$122,865,199
Vehicle Maintenance and Repairs	109	\$1,189.59	\$44,740,414
<b>Travel</b>			
Airline Fares	115	\$528.65	\$19,882,704
Lodging on Trips	108	\$460.84	\$17,332,170
Auto/Truck/Van Rental on Trips	114	\$38.27	\$1,439,483
Food and Drink on Trips	109	\$479.35	\$18,028,340

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SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

- (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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SE midpoint  
Location  
Ring: 5 miles radius

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Latitude: 47.45232  
Longitude: -122.1859

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Sophisticated Squires	15.6%	Population	228,558	244,428
Pleasant-Ville	12.6%	Households	85,327	90,989
Enterprising Professionals	11.2%	Families	55,946	59,452
Main Street, USA	9.5%	Median Age	36.5	37.1
Old and Newcomers	8.7%	Median Household	\$61,493	\$75,900
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		75	\$1,687.03	\$143,949,618
Men's		71	\$300.26	\$25,619,976
Women's		64	\$508.39	\$43,379,635
Children's		82	\$305.86	\$26,097,832
Footwear		54	\$230.35	\$19,654,923
Watches & Jewelry		111	\$166.47	\$14,204,679
Apparel Products and Services (1)		185	\$175.71	\$14,992,572
<b>Computer</b>				
Computers and Hardware for Home Use		113	\$230.79	\$19,692,272
Portable Memory		111	\$8.47	\$722,971
Computer Software		116	\$22.83	\$1,947,789
Computer Accessories		109	\$18.19	\$1,552,429
<b>Entertainment &amp; Recreation</b>		110	\$3,591.88	\$306,483,939
Fees and Admissions		115	\$721.63	\$61,574,569
Membership Fees for Clubs (2)		112	\$186.32	\$15,898,217
Fees for Participant Sports, excl. Trips		114	\$134.33	\$11,462,368
Admission to Movie/Theatre/Opera/Ballet		116	\$181.97	\$15,527,359
Admission to Sporting Events, excl. Trips		111	\$69.72	\$5,949,345
Fees for Recreational Lessons		120	\$148.77	\$12,694,051
Dating Services		119	\$0.51	\$43,229
TV/Video/Audio		106	\$1,372.67	\$117,125,767
Cable and Satellite Television Services		104	\$901.91	\$76,957,618
Televisions		109	\$173.70	\$14,821,426
Satellite Dishes		97	\$1.53	\$130,950
VCRs, Video Cameras, and DVD Players		113	\$14.50	\$1,237,648
Miscellaneous Video Equipment		114	\$8.76	\$747,514
Video Cassettes and DVDs		111	\$39.16	\$3,341,285
Video Game Hardware/Accessories		113	\$30.57	\$2,608,859
Video Game Software		112	\$33.24	\$2,836,465
Streaming/Downloaded Video		122	\$4.56	\$388,737
Rental of Video Cassettes and DVDs		114	\$31.09	\$2,652,703
Installation of Televisions		114	\$0.98	\$83,765
Audio (3)		110	\$127.81	\$10,905,325
Rental and Repair of TV/Radio/Sound Equipment		101	\$4.85	\$413,472
Pets		122	\$647.93	\$55,285,803
Toys and Games (4)		111	\$153.99	\$13,139,504
Recreational Vehicles and Fees (5)		107	\$241.02	\$20,565,856
Sports/Recreation/Exercise Equipment (6)		95	\$169.97	\$14,502,712
Photo Equipment and Supplies (7)		112	\$86.87	\$7,412,539
Reading (8)		107	\$165.09	\$14,086,914
Catered Affairs (9)		124	\$32.70	\$2,790,276
<b>Food</b>		108	\$8,911.42	\$760,384,866
Food at Home		107	\$5,377.95	\$458,884,443
Bakery and Cereal Products		107	\$751.45	\$64,119,264
Meats, Poultry, Fish, and Eggs		107	\$1,180.72	\$100,747,683
Dairy Products		107	\$572.98	\$48,890,436
Fruits and Vegetables		109	\$1,036.14	\$88,411,006
Snacks and Other Food at Home (10)		106	\$1,836.65	\$156,716,055
Food Away from Home		111	\$3,533.47	\$301,500,423
Alcoholic Beverages		113	\$600.96	\$51,277,778
Nonalcoholic Beverages at Home		106	\$503.04	\$42,922,543

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SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	120	\$2,486.22	\$212,142,110
Vehicle Loans	107	\$4,091.76	\$349,137,285
<b>Health</b>			
Nonprescription Drugs	100	\$124.24	\$10,601,000
Prescription Drugs	97	\$468.57	\$39,981,395
Eyeglasses and Contact Lenses	104	\$89.47	\$7,634,581
<b>Home</b>			
Mortgage Payment and Basics (11)	110	\$10,417.40	\$888,885,563
Maintenance and Remodeling Services	104	\$1,682.07	\$143,526,174
Maintenance and Remodeling Materials (12)	95	\$277.05	\$23,640,189
Utilities, Fuel, and Public Services	105	\$5,303.30	\$452,514,713
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	110	\$116.01	\$9,898,989
Furniture	109	\$524.85	\$44,783,656
Rugs	113	\$28.78	\$2,455,848
Major Appliances (14)	102	\$281.03	\$23,979,371
Housewares (15)	95	\$71.03	\$6,060,666
Small Appliances	106	\$47.38	\$4,043,174
Luggage	115	\$10.21	\$870,779
Telephones and Accessories	102	\$54.56	\$4,655,764
<b>Household Operations</b>			
Child Care	118	\$522.79	\$44,608,000
Lawn and Garden (16)	99	\$422.18	\$36,023,211
Moving/Storage/Freight Express	118	\$77.05	\$6,574,247
Housekeeping Supplies (17)	105	\$744.15	\$63,495,944
<b>Insurance</b>			
Owners and Renters Insurance	100	\$491.28	\$41,919,145
Vehicle Insurance	108	\$1,285.20	\$109,662,577
Life/Other Insurance	100	\$436.05	\$37,207,093
Health Insurance	102	\$2,542.68	\$216,959,566
Personal Care Products (18)	109	\$485.12	\$41,394,095
School Books and Supplies (19)	108	\$203.11	\$17,330,404
Smoking Products	99	\$479.91	\$40,949,512
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	106	\$3,828.38	\$326,664,485
Gasoline and Motor Oil	105	\$3,238.36	\$276,319,221
Vehicle Maintenance and Repairs	108	\$1,184.63	\$101,080,889
<b>Travel</b>			
Airline Fares	116	\$532.53	\$45,439,613
Lodging on Trips	109	\$461.11	\$39,344,741
Auto/Truck/Van Rental on Trips	114	\$38.58	\$3,291,872
Food and Drink on Trips	110	\$479.66	\$40,928,011

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SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

- (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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# Automotive Aftermarket Expenditures

SE midpoint  
 Location  
 Ring: 1 mile radius

Prepared by CED/Planning  
 Latitude: 47.45232  
 Longitude: -122.1859

<b>Demographic Summary</b>	<b>2013</b>	<b>2018</b>
Population	17,871	18,885
Households	6,594	6,934
Families	4,343	4,551
Median Age	34.4	35.0
Median Household Income	\$58,557	\$71,074

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	93	\$5.41	\$35,705
Gasoline	96	\$2,915.32	\$19,223,647
Motor Oil	88	\$12.68	\$83,604
Vehicle Parts/Equipment and Accessories	97	\$59.94	\$395,267
Tire Purchase/Replacement	98	\$189.68	\$1,250,732
Vehicle Audio/Video Equipment and Installation	120	\$5.79	\$38,176
Vehicle Cleaning Products and Services	103	\$10.62	\$70,029
<b>Services</b>			
Auto Repair Service Policy	95	\$20.26	\$133,607
Membership Fees for Automobile Service Clubs	98	\$26.53	\$174,915
Global Positioning Services	95	\$2.25	\$14,818
Vehicle Air Conditioning Repair	98	\$18.76	\$123,699
Vehicle Body Work and Painting	104	\$35.62	\$234,887
Vehicle Brake Work	102	\$86.66	\$571,436
Vehicle Clutch/Transmission Repair	97	\$45.28	\$298,545
Vehicle Cooling System Repair	99	\$30.93	\$203,966
Vehicle Drive Shaft and Rear-end Repair	90	\$8.06	\$53,115
Vehicle Electrical System Repair	98	\$40.22	\$265,207
Vehicle Exhaust System Repair	103	\$16.31	\$107,566
Vehicle Front End Alignment/Wheel Balance & Rotation	98	\$23.62	\$155,778
Lube/Oil Change and Oil Filters	95	\$97.82	\$645,041
Vehicle Motor Repair/Replacement	102	\$90.61	\$597,461
Vehicle Motor Tune-up	104	\$68.50	\$451,714
Vehicle Shock Absorber Replacement	98	\$7.17	\$47,269
Vehicle Steering/Front End Repair	99	\$27.47	\$181,146
Tire Repair and Other Repair Work	101	\$70.84	\$467,103

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
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# Automotive Aftermarket Expenditures

SE midpoint  
 Location  
 Ring: 3 miles radius

Prepared by CED/Planning  
 Latitude: 47.45232  
 Longitude: -122.1859

Demographic Summary	2013	2018
Population	97,755	104,803
Households	37,610	40,267
Families	24,297	25,896
Median Age	36.7	37.4
Median Household Income	\$61,828	\$76,219

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	103	\$5.98	\$225,052
Gasoline	106	\$3,199.14	\$120,319,751
Motor Oil	98	\$14.06	\$528,745
Vehicle Parts/Equipment and Accessories	108	\$66.50	\$2,501,107
Tire Purchase/Replacement	107	\$207.44	\$7,801,889
Vehicle Audio/Video Equipment and Installation	126	\$6.06	\$227,995
Vehicle Cleaning Products and Services	113	\$11.65	\$438,046
<b>Services</b>			
Auto Repair Service Policy	107	\$22.73	\$855,018
Membership Fees for Automobile Service Clubs	109	\$29.55	\$1,111,508
Global Positioning Services	108	\$2.55	\$95,962
Vehicle Air Conditioning Repair	108	\$20.65	\$776,754
Vehicle Body Work and Painting	113	\$39.01	\$1,467,334
Vehicle Brake Work	112	\$95.18	\$3,579,838
Vehicle Clutch/Transmission Repair	107	\$49.81	\$1,873,237
Vehicle Cooling System Repair	109	\$34.16	\$1,284,832
Vehicle Drive Shaft and Rear-end Repair	102	\$9.10	\$342,323
Vehicle Electrical System Repair	110	\$44.94	\$1,690,211
Vehicle Exhaust System Repair	115	\$18.21	\$685,029
Vehicle Front End Alignment/Wheel Balance & Rotation	109	\$26.38	\$992,289
Lube/Oil Change and Oil Filters	105	\$107.89	\$4,057,606
Vehicle Motor Repair/Replacement	112	\$99.50	\$3,742,250
Vehicle Motor Tune-up	114	\$75.03	\$2,821,829
Vehicle Shock Absorber Replacement	112	\$8.19	\$307,921
Vehicle Steering/Front End Repair	110	\$30.58	\$1,150,241
Tire Repair and Other Repair Work	111	\$77.27	\$2,906,063

**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.

SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

<b>Demographic Summary</b>	<b>2013</b>	<b>2018</b>
Population	228,558	244,428
Households	85,327	90,989
Families	55,946	59,452
Median Age	36.5	37.1
Median Household Income	\$61,493	\$75,900

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	103	\$5.97	\$509,755
Gasoline	105	\$3,171.76	\$270,636,437
Motor Oil	97	\$13.95	\$1,190,491
Vehicle Parts/Equipment and Accessories	107	\$65.96	\$5,628,018
Tire Purchase/Replacement	106	\$206.38	\$17,609,930
Vehicle Audio/Video Equipment and Installation	123	\$5.92	\$504,887
Vehicle Cleaning Products and Services	113	\$11.69	\$997,148
<b>Services</b>			
Auto Repair Service Policy	106	\$22.61	\$1,929,648
Membership Fees for Automobile Service Clubs	110	\$29.99	\$2,559,020
Global Positioning Services	108	\$2.56	\$218,149
Vehicle Air Conditioning Repair	106	\$20.32	\$1,733,619
Vehicle Body Work and Painting	114	\$39.18	\$3,343,185
Vehicle Brake Work	112	\$95.16	\$8,119,944
Vehicle Clutch/Transmission Repair	106	\$49.61	\$4,232,676
Vehicle Cooling System Repair	109	\$34.05	\$2,905,664
Vehicle Drive Shaft and Rear-end Repair	102	\$9.08	\$774,523
Vehicle Electrical System Repair	109	\$44.71	\$3,814,951
Vehicle Exhaust System Repair	115	\$18.21	\$1,553,953
Vehicle Front End Alignment/Wheel Balance & Rotation	108	\$26.03	\$2,221,274
Lube/Oil Change and Oil Filters	104	\$106.78	\$9,111,164
Vehicle Motor Repair/Replacement	111	\$98.92	\$8,440,246
Vehicle Motor Tune-up	115	\$75.70	\$6,459,623
Vehicle Shock Absorber Replacement	111	\$8.15	\$695,259
Vehicle Steering/Front End Repair	109	\$30.36	\$2,590,589
Tire Repair and Other Repair Work	110	\$76.77	\$6,550,723

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**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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# Business Summary

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

Prepared by CED/Planning  
 Latitude: 47.45232  
 Longitude: -122.1859

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Data for all businesses in area</b>	<b>1 mile</b>				<b>3 miles</b>				<b>5 miles</b>			
Total Businesses:	791				6,380				14,299			
Total Employees:	2,652				50,215				112,359			
Total Residential Population:	17,871				97,755				228,558			
Employee/Residential Population Ratio:	0.15:1				0.51:1				0.49:1			
Agriculture & Mining	18	2.3%	43	1.6%	119	1.9%	470	0.9%	303	2.1%	1,036	0.9%
Construction	96	12.1%	190	7.2%	530	8.3%	2,210	4.4%	1,282	9.0%	5,983	5.3%
Manufacturing	16	2.0%	48	1.8%	240	3.8%	7,866	15.7%	641	4.5%	18,127	16.1%
Transportation	34	4.3%	143	5.4%	250	3.9%	2,194	4.4%	711	5.0%	7,083	6.3%
Communication	5	0.6%	11	0.4%	62	1.0%	464	0.9%	125	0.9%	1,019	0.9%
Utility	0	0.0%	0	0.0%	12	0.2%	256	0.5%	34	0.2%	602	0.5%
Wholesale Trade	24	3.0%	54	2.0%	419	6.6%	4,668	9.3%	1,050	7.3%	13,126	11.7%
<b>Retail Trade Summary</b>	<b>104</b>	<b>13.1%</b>	<b>490</b>	<b>18.5%</b>	<b>1,096</b>	<b>17.2%</b>	<b>9,888</b>	<b>19.7%</b>	<b>2,257</b>	<b>15.8%</b>	<b>18,713</b>	<b>16.7%</b>
Home Improvement	4	0.5%	8	0.3%	49	0.8%	594	1.2%	108	0.8%	1,088	1.0%
General Merchandise Stores	1	0.1%	2	0.1%	15	0.2%	1,220	2.4%	32	0.2%	1,998	1.8%
Food Stores	10	1.3%	102	3.8%	104	1.6%	1,114	2.2%	242	1.7%	2,435	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket	4	0.5%	21	0.8%	83	1.3%	1,024	2.0%	178	1.2%	1,705	1.5%
Apparel & Accessory Stores	4	0.5%	7	0.3%	88	1.4%	1,003	2.0%	166	1.2%	1,735	1.5%
Furniture & Home Furnishings	12	1.5%	19	0.7%	120	1.9%	989	2.0%	253	1.8%	2,061	1.8%
Eating & Drinking Places	26	3.3%	235	8.9%	302	4.7%	2,193	4.4%	595	4.2%	4,324	3.8%
Miscellaneous Retail	43	5.4%	95	3.6%	333	5.2%	1,750	3.5%	683	4.8%	3,366	3.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>44</b>	<b>5.6%</b>	<b>120</b>	<b>4.5%</b>	<b>430</b>	<b>6.7%</b>	<b>2,071</b>	<b>4.1%</b>	<b>937</b>	<b>6.6%</b>	<b>4,596</b>	<b>4.1%</b>
Banks, Savings & Lending Institutions	6	0.8%	27	1.0%	73	1.1%	643	1.3%	150	1.0%	1,617	1.4%
Securities Brokers	4	0.5%	11	0.4%	32	0.5%	159	0.3%	66	0.5%	253	0.2%
Insurance Carriers & Agents	5	0.6%	10	0.4%	69	1.1%	289	0.6%	141	1.0%	572	0.5%
Real Estate, Holding, Other Investment Offices	29	3.7%	71	2.7%	256	4.0%	979	1.9%	581	4.1%	2,154	1.9%
<b>Services Summary</b>	<b>445</b>	<b>56.3%</b>	<b>1,546</b>	<b>58.3%</b>	<b>3,171</b>	<b>49.7%</b>	<b>16,063</b>	<b>32.0%</b>	<b>6,860</b>	<b>48.0%</b>	<b>34,444</b>	<b>30.7%</b>
Hotels & Lodging	0	0.0%	1	0.0%	26	0.4%	589	1.2%	72	0.5%	1,574	1.4%
Automotive Services	19	2.4%	58	2.2%	127	2.0%	532	1.1%	274	1.9%	1,230	1.1%
Motion Pictures & Amusements	17	2.1%	35	1.3%	136	2.1%	1,104	2.2%	285	2.0%	1,965	1.7%
Health Services	43	5.4%	341	12.9%	359	5.6%	2,926	5.8%	649	4.5%	4,687	4.2%
Legal Services	4	0.5%	11	0.4%	59	0.9%	165	0.3%	112	0.8%	303	0.3%
Education Institutions & Libraries	12	1.5%	287	10.8%	74	1.2%	2,222	4.4%	176	1.2%	5,565	5.0%
Other Services	350	44.2%	813	30.7%	2,391	37.5%	8,525	17.0%	5,292	37.0%	19,120	17.0%
<b>Government</b>	<b>4</b>	<b>0.5%</b>	<b>8</b>	<b>0.3%</b>	<b>50</b>	<b>0.8%</b>	<b>4,066</b>	<b>8.1%</b>	<b>99</b>	<b>0.7%</b>	<b>7,630</b>	<b>6.8%</b>
<b>Totals</b>	<b>791</b>	<b>100%</b>	<b>2,652</b>	<b>100%</b>	<b>6,380</b>	<b>100%</b>	<b>50,215</b>	<b>100%</b>	<b>14,299</b>	<b>100%</b>	<b>112,359</b>	<b>100%</b>

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

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

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.4%	6	0.2%	26	0.4%	206	0.4%	72	0.5%	413	0.4%
Mining	0	0.0%	0	0.0%	1	0.0%	4	0.0%	5	0.0%	16	0.0%
Utilities	0	0.0%	0	0.0%	6	0.1%	124	0.2%	16	0.1%	218	0.2%
Construction	96	12.1%	190	7.2%	539	8.4%	2,223	4.4%	1,301	9.1%	6,022	5.4%
Manufacturing	15	1.9%	46	1.7%	247	3.9%	7,940	15.8%	656	4.6%	18,327	16.3%
Wholesale Trade	24	3.0%	54	2.0%	419	6.6%	4,668	9.3%	1,049	7.3%	13,113	11.7%
Retail Trade	76	9.6%	248	9.4%	782	12.3%	7,614	15.2%	1,626	11.4%	14,124	12.6%
Motor Vehicle & Parts Dealers	2	0.3%	17	0.6%	68	1.1%	930	1.9%	129	0.9%	1,424	1.3%
Furniture & Home Furnishings Stores	10	1.3%	16	0.6%	73	1.1%	741	1.5%	153	1.1%	1,545	1.4%
Electronics & Appliance Stores	1	0.1%	3	0.1%	43	0.7%	221	0.4%	92	0.6%	461	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.5%	8	0.3%	49	0.8%	593	1.2%	107	0.7%	1,085	1.0%
Food & Beverage Stores	11	1.4%	108	4.1%	101	1.6%	1,103	2.2%	219	1.5%	2,287	2.0%
Health & Personal Care Stores	3	0.4%	18	0.7%	52	0.8%	499	1.0%	94	0.7%	770	0.7%
Gasoline Stations	1	0.1%	4	0.2%	16	0.3%	98	0.2%	52	0.4%	289	0.3%
Clothing & Clothing Accessories Stores	6	0.8%	11	0.4%	108	1.7%	1,074	2.1%	205	1.4%	1,872	1.7%
Sport Goods, Hobby, Book, & Music Stores	6	0.8%	14	0.5%	56	0.9%	349	0.7%	122	0.9%	660	0.6%
General Merchandise Stores	1	0.1%	2	0.1%	15	0.2%	1,220	2.4%	32	0.2%	1,998	1.8%
Miscellaneous Store Retailers	18	2.3%	29	1.1%	153	2.4%	672	1.3%	324	2.3%	1,435	1.3%
Nonstore Retailers	11	1.4%	17	0.6%	49	0.8%	113	0.2%	98	0.7%	298	0.3%
Transportation & Warehousing	36	4.6%	147	5.5%	246	3.9%	4,308	8.6%	681	4.8%	10,290	9.2%
Information	11	1.4%	26	1.0%	124	1.9%	787	1.6%	274	1.9%	1,762	1.6%
Finance & Insurance	19	2.4%	61	2.3%	208	3.3%	1,189	2.4%	455	3.2%	2,707	2.4%
Central Bank/Credit Intermediation & Related Activities	7	0.9%	33	1.2%	74	1.2%	635	1.3%	156	1.1%	1,646	1.5%
Securities, Commodity Contracts & Other Financial	8	1.0%	17	0.6%	62	1.0%	261	0.5%	150	1.0%	476	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	5	0.6%	10	0.4%	72	1.1%	293	0.6%	149	1.0%	585	0.5%
Real Estate, Rental & Leasing	28	3.5%	73	2.8%	248	3.9%	1,253	2.5%	566	4.0%	2,873	2.6%
Professional, Scientific & Tech Services	116	14.7%	238	9.0%	941	14.7%	2,952	5.9%	2,064	14.4%	6,206	5.5%
Legal Services	4	0.5%	11	0.4%	67	1.1%	212	0.4%	130	0.9%	373	0.3%
Management of Companies & Enterprises	2	0.3%	3	0.1%	14	0.2%	35	0.1%	23	0.2%	55	0.0%
Administrative & Support & Waste Management &	148	18.7%	290	10.9%	905	14.2%	3,057	6.1%	2,107	14.7%	7,083	6.3%
Educational Services	17	2.1%	305	11.5%	97	1.5%	2,263	4.5%	218	1.5%	5,599	5.0%
Health Care & Social Assistance	78	9.9%	490	18.5%	513	8.0%	3,770	7.5%	975	6.8%	7,005	6.2%
Arts, Entertainment & Recreation	12	1.5%	19	0.7%	103	1.6%	909	1.8%	209	1.5%	1,604	1.4%
Accommodation & Food Services	26	3.3%	235	8.9%	329	5.2%	2,833	5.6%	671	4.7%	5,967	5.3%
Accommodation	0	0.0%	0	0.0%	25	0.4%	587	1.2%	70	0.5%	1,570	1.4%
Food Services & Drinking Places	26	3.3%	235	8.9%	304	4.8%	2,246	4.5%	601	4.2%	4,397	3.9%
Other Services (except Public Administration)	80	10.1%	214	8.1%	593	9.3%	2,164	4.3%	1,256	8.8%	5,066	4.5%
Automotive Repair & Maintenance	17	2.1%	51	1.9%	108	1.7%	428	0.9%	221	1.5%	845	0.8%
Public Administration	4	0.5%	8	0.3%	38	0.6%	1,916	3.8%	78	0.5%	3,909	3.5%
<b>Total</b>	<b>791</b>	<b>100%</b>	<b>2,652</b>	<b>100%</b>	<b>6,380</b>	<b>100%</b>	<b>50,215</b>	<b>100%</b>	<b>14,299</b>	<b>100%</b>	<b>112,359</b>	<b>100%</b>

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

Demographic Summary	2013	2018
Population	17,871	18,885
Population 18+	13,506	14,236
Households	6,594	6,934
Median Household Income	\$58,557	\$71,074

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	7,027	52.0%	105
Bought any women's clothing in last 12 months	6,094	45.1%	99
Bought clothing for child <13 years in last 6 months	3,968	29.4%	99
Bought any shoes in last 12 months	7,556	55.9%	102
Bought costume jewelry in last 12 months	2,874	21.3%	106
Bought any fine jewelry in last 12 months	2,849	21.1%	106
Bought a watch in last 12 months	1,507	11.2%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,784	87.7%	103
HH bought/leased new vehicle last 12 mo	553	8.4%	106
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	12,004	88.9%	104
Bought/changed motor oil in last 12 months	6,659	49.3%	98
Had tune-up in last 12 months	4,548	33.7%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	9,253	68.5%	107
Drank regular cola in last 6 months	6,324	46.8%	101
Drank beer/ale in last 6 months	6,244	46.2%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	5,056	37.4%	108
Own digital single-lens reflex (SLR) camera	1,263	9.4%	112
Bought any camera in last 12 months	1,133	8.4%	96
Bought memory card for camera in last 12 months	1,007	7.5%	114
Printed digital photos in last 12 months	600	4.4%	101
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	5,274	39.0%	104
Have a smartphone	5,850	43.3%	118
Have an iPhone	1,847	13.7%	117
Number of cell phones in household: 1	1,938	29.4%	92
Number of cell phones in household: 2	2,510	38.1%	106
Number of cell phones in household: 3+	1,816	27.5%	111
HH has cell phone only (no landline telephone)	2,439	37.0%	110
<b>Computers (Households)</b>			
HH owns a computer	5,454	82.7%	109
HH owns desktop computer	3,716	56.4%	108
HH owns laptop/notebook/tablet	3,624	55.0%	116
Spent <\$500 on most recent home computer	858	13.0%	99
Spent \$500-\$999 on most recent home computer	1,571	23.8%	115
Spent \$1,000-\$1,499 on most recent home computer	772	11.7%	109
Spent \$1,500-\$1,999 on most recent home computer	355	5.4%	108
Spent \$2,000+ on most recent home computer	292	4.4%	114

**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.

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

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	2,369	17.5%	112
Bought cigarettes at convenience store in last 30 days	1,722	12.7%	95
Bought gas at convenience store in last 30 days	4,160	30.8%	93
Spent at convenience store in last 30 days: <\$11	1,067	7.9%	113
Spent at convenience store in last 30 days: \$11-\$19	277	2.1%	106
Spent at convenience store in last 30 days: \$20-\$39	1,219	9.0%	97
Spent at convenience store in last 30 days: \$40-\$50	1,135	8.4%	110
Spent at convenience store in last 30 days: \$51-\$99	689	5.1%	103
Spent at convenience store in last 30 days: \$100+	3,035	22.5%	98
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	8,892	65.8%	108
Went to live theater in last 12 months	1,734	12.8%	106
Went to a bar/night club in last 12 months	2,744	20.3%	113
Dined out in last 12 months	6,712	49.7%	108
Gambled at a casino in last 12 months	2,492	18.5%	118
Visited a theme park in last 12 months	2,965	22.0%	121
Viewed movie (video-on-demand) in last 30 days	2,801	20.7%	133
Viewed TV show (video-on-demand) in last 30 days	2,065	15.3%	147
Watched any pay-per-view TV in last 12 months	2,183	16.2%	115
Downloaded a movie over the Internet in last 30 days	866	6.4%	108
Downloaded any individual song in last 6 months	3,164	23.4%	114
Watched a movie online in the last 30 days	1,802	13.3%	119
Watched a TV program online in last 30 days	2,078	15.4%	124
Played a video/electronic game (console) in last 12 months	1,719	12.7%	108
Played a video/electronic game (portable) in last 12 months	715	5.3%	114
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,096	37.7%	117
Used ATM/cash machine in last 12 months	7,418	54.9%	114
Own any stock	1,193	8.8%	108
Own U.S. savings bond	984	7.3%	116
Own shares in mutual fund (stock)	1,031	7.6%	94
Own shares in mutual fund (bonds)	711	5.3%	100
Have interest checking account	4,251	31.5%	109
Have non-interest checking account	3,964	29.3%	102
Have savings account	7,996	59.2%	111
Have 401K retirement savings plan	2,416	17.9%	122
Own/used any credit/debit card in last 12 months	10,658	78.9%	108
Avg monthly credit card expenditures: <\$111	1,764	13.1%	105
Avg monthly credit card expenditures: \$111-\$225	1,047	7.8%	119
Avg monthly credit card expenditures: \$226-\$450	1,001	7.4%	121
Avg monthly credit card expenditures: \$451-\$700	884	6.5%	123
Avg monthly credit card expenditures: \$701-\$1,000	722	5.3%	119
Avg monthly credit card expenditures: \$1,001+	1,285	9.5%	105
Did banking online in last 12 months	5,579	41.3%	120
Did banking on mobile device in last 12 months	1,241	9.2%	127
Paid bills online in last 12 months	6,410	47.5%	119

**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.

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

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	9,775	72.4%	101
Used bread in last 6 months	12,902	95.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	11,161	82.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	7,977	59.1%	107
Used fresh fruit/vegetables in last 6 months	11,888	88.0%	101
Used fresh milk in last 6 months	12,129	89.8%	100
Used organic food in last 6 months	2,697	20.0%	105
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,878	28.7%	106
Exercise at club 2+ times per week	2,108	15.6%	118
Visited a doctor in last 12 months	10,241	75.8%	100
Used vitamin/dietary supplement in last 6 months	7,521	55.7%	104
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,879	28.5%	100
Used housekeeper/maid/professional HH cleaning service in last 12	883	13.4%	100
Purchased low ticket HH furnishings in last 12 months	1,125	17.1%	109
Purchased big ticket HH furnishings in last 12 months	1,592	24.1%	114
Purchased bedding/bath goods in last 12 months	3,743	56.8%	106
Purchased cooking/serving product in last 12 months	1,746	26.5%	108
Bought any small kitchen appliance in last 12 months	1,567	23.8%	108
Bought any large kitchen appliance in last 12 months	878	13.3%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,318	46.8%	106
Carry medical/hospital/accident insurance	9,123	67.5%	105
Carry homeowner insurance	6,573	48.7%	100
Have auto insurance: 1 vehicle in household covered	2,164	32.8%	106
Have auto insurance: 2 vehicles in household covered	2,004	30.4%	109
Have auto insurance: 3+ vehicles in household covered	1,349	20.5%	93
<b>Pets (Households)</b>			
Household owns any pet	3,308	50.2%	95
Household owns any cat	1,444	21.9%	95
Household owns any dog	2,311	35.0%	89
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,212	38.6%	93
Usually buy items on credit rather than wait	1,871	13.9%	119
Usually buy based on quality - not price	2,533	18.8%	103
Price is usually more important than brand name	3,587	26.6%	98
Usually use coupons for brands I buy often	2,357	17.5%	93
Am interested in how to help the environment	2,202	16.3%	93
Usually pay more for environ safe product	1,620	12.0%	95
Usually value green products over convenience	1,129	8.4%	85
Likely to buy a brand that supports a charity	4,363	32.3%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	956	7.1%	102
Bought hardcover book in last 12 months	3,764	27.9%	110
Bought paperback book in last 12 month	5,324	39.4%	108
Read newspaper using e-reader/tablet in last 6 months	411	3.0%	121
Read book using e-reader/tablet in last 6 months	1,080	8.0%	113
Read any daily newspaper (paper version)	4,174	30.9%	96
Read any magazine (paper/electronic version) in last 6 months	12,685	93.9%	103

**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.

SE midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

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	10,836	80.2%	106
Went to family restaurant/steak house: 4+ times a month	4,152	30.7%	104
Went to fast food/drive-in restaurant in last 6 months	12,436	92.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	6,024	44.6%	110
Fast food/drive-in last 6 months: eat in	4,986	36.9%	102
Fast food/drive-in last 6 months: home delivery	1,425	10.6%	136
Fast food/drive-in last 6 months: take-out/drive-thru	6,836	50.6%	107
Fast food/drive-in last 6 months: take-out/walk-in	2,898	21.5%	110
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	1,512	11.2%	115
Own any portable MP3 player	5,396	40.0%	119
HH owns 1 TV	1,227	18.6%	94
HH owns 2 TVs	1,719	26.1%	99
HH owns 3 TVs	1,449	22.0%	102
HH owns 4+ TVs	1,434	21.7%	108
HH subscribes to cable TV	4,300	65.2%	118
HH subscribes to fiber optic	779	11.8%	192
HH has satellite dish	1,156	17.5%	69
HH owns DVD/Blu-ray player	4,418	67.0%	108
HH owns camcorder	1,299	19.7%	114
HH owns portable GPS navigation device	2,053	31.1%	119
HH owns video game system	3,275	49.7%	114
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	7,475	55.3%	109
Took 3+ domestic non-business trips in last 12 months	1,659	12.3%	98
Spent on domestic vacations in last 12 months: <\$1,000	1,868	13.8%	120
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	827	6.1%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	600	4.4%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	599	4.4%	111
Spent on domestic vacations in last 12 months: \$3,000+	812	6.0%	107
Domestic travel in the 12 months: used general travel website	1,265	9.4%	121
Foreign travel in last 3 years	3,838	28.4%	116
Took 3+ foreign trips by plane in last 3 years	627	4.6%	105
Spent on foreign vacations in last 12 months: <\$1,000	788	5.8%	119
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	519	3.8%	112
Spent on foreign vacations in last 12 months: \$3,000+	661	4.9%	102
Foreign travel in last 3 years: used general travel website	949	7.0%	115
Stayed 1+ nights at hotel/motel in last 12 months	6,151	45.5%	108
Took cruise of more than one day in last 3 years	1,361	10.1%	116
Member of any frequent flyer program	2,403	17.8%	106
Member of any hotel rewards program	2,082	15.4%	114

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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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

Demographic Summary	2013	2018
Population	97,755	104,803
Population 18+	75,230	80,564
Households	37,610	40,267
Median Household Income	\$61,828	\$76,219

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	38,753	51.5%	104
Bought any women's clothing in last 12 months	34,613	46.0%	101
Bought clothing for child <13 years in last 6 months	21,994	29.2%	99
Bought any shoes in last 12 months	42,373	56.3%	103
Bought costume jewelry in last 12 months	15,923	21.2%	106
Bought any fine jewelry in last 12 months	15,961	21.2%	107
Bought a watch in last 12 months	9,066	12.1%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	32,722	87.0%	102
HH bought/leased new vehicle last 12 mo	3,088	8.2%	104
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	66,601	88.5%	104
Bought/changed motor oil in last 12 months	37,475	49.8%	99
Had tune-up in last 12 months	24,249	32.2%	102
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	50,486	67.1%	105
Drank regular cola in last 6 months	34,407	45.7%	98
Drank beer/ale in last 6 months	34,278	45.6%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	28,655	38.1%	110
Own digital single-lens reflex (SLR) camera	6,959	9.3%	111
Bought any camera in last 12 months	6,555	8.7%	100
Bought memory card for camera in last 12 months	5,519	7.3%	112
Printed digital photos in last 12 months	3,036	4.0%	92
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	29,579	39.3%	105
Have a smartphone	31,679	42.1%	115
Have an iPhone	10,540	14.0%	120
Number of cell phones in household: 1	11,481	30.5%	96
Number of cell phones in household: 2	13,987	37.2%	103
Number of cell phones in household: 3+	9,930	26.4%	107
HH has cell phone only (no landline telephone)	13,472	35.8%	107
<b>Computers (Households)</b>			
HH owns a computer	30,841	82.0%	108
HH owns desktop computer	21,109	56.1%	108
HH owns laptop/notebook/tablet	20,159	53.6%	113
Spent <\$500 on most recent home computer	5,098	13.6%	103
Spent \$500-\$999 on most recent home computer	8,843	23.5%	114
Spent \$1,000-\$1,499 on most recent home computer	4,409	11.7%	109
Spent \$1,500-\$1,999 on most recent home computer	1,991	5.3%	106
Spent \$2,000+ on most recent home computer	1,669	4.4%	114

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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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

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	13,065	17.4%	110
Bought cigarettes at convenience store in last 30 days	9,775	13.0%	97
Bought gas at convenience store in last 30 days	23,635	31.4%	95
Spent at convenience store in last 30 days: <\$11	6,033	8.0%	114
Spent at convenience store in last 30 days: \$11-\$19	1,538	2.0%	105
Spent at convenience store in last 30 days: \$20-\$39	6,956	9.2%	99
Spent at convenience store in last 30 days: \$40-\$50	6,208	8.3%	108
Spent at convenience store in last 30 days: \$51-\$99	3,987	5.3%	107
Spent at convenience store in last 30 days: \$100+	16,662	22.1%	97
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	49,299	65.5%	108
Went to live theater in last 12 months	9,702	12.9%	107
Went to a bar/night club in last 12 months	15,023	20.0%	111
Dined out in last 12 months	37,641	50.0%	109
Gambled at a casino in last 12 months	13,604	18.1%	116
Visited a theme park in last 12 months	15,980	21.2%	117
Viewed movie (video-on-demand) in last 30 days	15,317	20.4%	131
Viewed TV show (video-on-demand) in last 30 days	11,150	14.8%	142
Watched any pay-per-view TV in last 12 months	11,940	15.9%	113
Downloaded a movie over the Internet in last 30 days	4,906	6.5%	110
Downloaded any individual song in last 6 months	17,632	23.4%	114
Watched a movie online in the last 30 days	9,766	13.0%	116
Watched a TV program online in last 30 days	11,566	15.4%	124
Played a video/electronic game (console) in last 12 months	9,513	12.6%	107
Played a video/electronic game (portable) in last 12 months	3,754	5.0%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	27,636	36.7%	114
Used ATM/cash machine in last 12 months	40,824	54.3%	113
Own any stock	6,728	8.9%	109
Own U.S. savings bond	5,238	7.0%	111
Own shares in mutual fund (stock)	6,271	8.3%	103
Own shares in mutual fund (bonds)	4,156	5.5%	105
Have interest checking account	23,525	31.3%	108
Have non-interest checking account	22,364	29.7%	103
Have savings account	43,711	58.1%	109
Have 401K retirement savings plan	13,363	17.8%	121
Own/used any credit/debit card in last 12 months	58,789	78.1%	107
Avg monthly credit card expenditures: <\$111	9,866	13.1%	105
Avg monthly credit card expenditures: \$111-\$225	5,734	7.6%	117
Avg monthly credit card expenditures: \$226-\$450	5,248	7.0%	114
Avg monthly credit card expenditures: \$451-\$700	4,780	6.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	3,786	5.0%	112
Avg monthly credit card expenditures: \$1,001+	7,254	9.6%	106
Did banking online in last 12 months	30,860	41.0%	120
Did banking on mobile device in last 12 months	6,515	8.7%	120
Paid bills online in last 12 months	35,292	46.9%	117

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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.

SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

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	54,114	71.9%	100
Used bread in last 6 months	71,790	95.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	61,543	81.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	42,987	57.1%	103
Used fresh fruit/vegetables in last 6 months	66,396	88.3%	101
Used fresh milk in last 6 months	67,694	90.0%	100
Used organic food in last 6 months	15,109	20.1%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	21,677	28.8%	106
Exercise at club 2+ times per week	11,866	15.8%	120
Visited a doctor in last 12 months	57,752	76.8%	102
Used vitamin/dietary supplement in last 6 months	41,799	55.6%	104
<b>Home (Households)</b>			
Any home improvement in last 12 months	10,580	28.1%	99
Used housekeeper/maid/professional HH cleaning service in last 12	5,131	13.6%	102
Purchased low ticket HH furnishings in last 12 months	6,395	17.0%	109
Purchased big ticket HH furnishings in last 12 months	9,127	24.3%	115
Purchased bedding/bath goods in last 12 months	21,062	56.0%	104
Purchased cooking/serving product in last 12 months	9,969	26.5%	108
Bought any small kitchen appliance in last 12 months	8,872	23.6%	107
Bought any large kitchen appliance in last 12 months	5,203	13.8%	109
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	34,716	46.1%	105
Carry medical/hospital/accident insurance	50,578	67.2%	105
Carry homeowner insurance	36,882	49.0%	101
Have auto insurance: 1 vehicle in household covered	12,141	32.3%	104
Have auto insurance: 2 vehicles in household covered	11,249	29.9%	107
Have auto insurance: 3+ vehicles in household covered	7,841	20.8%	95
<b>Pets (Households)</b>			
Household owns any pet	19,184	51.0%	97
Household owns any cat	8,427	22.4%	98
Household owns any dog	13,247	35.2%	90
<b>Psychographics (Adults)</b>			
Buying American is important to me	29,851	39.7%	96
Usually buy items on credit rather than wait	9,467	12.6%	109
Usually buy based on quality - not price	13,253	17.6%	97
Price is usually more important than brand name	19,927	26.5%	98
Usually use coupons for brands I buy often	13,384	17.8%	95
Am interested in how to help the environment	12,506	16.6%	95
Usually pay more for environ safe product	8,924	11.9%	94
Usually value green products over convenience	6,500	8.6%	87
Likely to buy a brand that supports a charity	25,330	33.7%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,732	7.6%	109
Bought hardcover book in last 12 months	20,837	27.7%	109
Bought paperback book in last 12 month	29,521	39.2%	108
Read newspaper using e-reader/tablet in last 6 months	2,167	2.9%	115
Read book using e-reader/tablet in last 6 months	6,355	8.4%	119
Read any daily newspaper (paper version)	24,133	32.1%	100
Read any magazine (paper/electronic version) in last 6 months	70,410	93.6%	103

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SE midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

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	59,995	79.7%	105
Went to family restaurant/steak house: 4+ times a month	23,193	30.8%	104
Went to fast food/drive-in restaurant in last 6 months	68,846	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	33,182	44.1%	109
Fast food/drive-in last 6 months: eat in	28,266	37.6%	104
Fast food/drive-in last 6 months: home delivery	7,444	9.9%	128
Fast food/drive-in last 6 months: take-out/drive-thru	37,824	50.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	16,011	21.3%	109
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	8,626	11.5%	117
Own any portable MP3 player	29,899	39.7%	118
HH owns 1 TV	7,361	19.6%	99
HH owns 2 TVs	9,941	26.4%	101
HH owns 3 TVs	7,966	21.2%	98
HH owns 4+ TVs	7,917	21.1%	104
HH subscribes to cable TV	23,758	63.2%	114
HH subscribes to fiber optic	3,851	10.2%	167
HH has satellite dish	6,850	18.2%	71
HH owns DVD/Blu-ray player	25,070	66.7%	107
HH owns camcorder	7,448	19.8%	114
HH owns portable GPS navigation device	11,459	30.5%	117
HH owns video game system	18,165	48.3%	111
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	41,948	55.8%	110
Took 3+ domestic non-business trips in last 12 months	9,666	12.8%	103
Spent on domestic vacations in last 12 months: <\$1,000	9,794	13.0%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,881	6.5%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,371	4.5%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,279	4.4%	109
Spent on domestic vacations in last 12 months: \$3,000+	4,669	6.2%	110
Domestic travel in the 12 months: used general travel website	6,879	9.1%	118
Foreign travel in last 3 years	20,885	27.8%	113
Took 3+ foreign trips by plane in last 3 years	3,424	4.6%	103
Spent on foreign vacations in last 12 months: <\$1,000	4,251	5.7%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,789	3.7%	108
Spent on foreign vacations in last 12 months: \$3,000+	3,625	4.8%	101
Foreign travel in last 3 years: used general travel website	4,995	6.6%	109
Stayed 1+ nights at hotel/motel in last 12 months	34,904	46.4%	110
Took cruise of more than one day in last 3 years	7,525	10.0%	115
Member of any frequent flyer program	13,790	18.3%	110
Member of any hotel rewards program	11,387	15.1%	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.

SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

Demographic Summary	2013	2018
Population	228,558	244,428
Population 18+	174,317	186,054
Households	85,327	90,989
Median Household Income	\$61,493	\$75,900

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	88,673	50.9%	103
Bought any women's clothing in last 12 months	79,820	45.8%	101
Bought clothing for child <13 years in last 6 months	52,482	30.1%	102
Bought any shoes in last 12 months	97,684	56.0%	102
Bought costume jewelry in last 12 months	35,955	20.6%	103
Bought any fine jewelry in last 12 months	35,991	20.6%	104
Bought a watch in last 12 months	20,298	11.6%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	73,799	86.5%	102
HH bought/leased new vehicle last 12 mo	6,934	8.1%	103
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	152,585	87.5%	103
Bought/changed motor oil in last 12 months	85,319	48.9%	97
Had tune-up in last 12 months	56,610	32.5%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	117,681	67.5%	106
Drank regular cola in last 6 months	80,808	46.4%	100
Drank beer/ale in last 6 months	79,638	45.7%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	65,090	37.3%	107
Own digital single-lens reflex (SLR) camera	15,666	9.0%	108
Bought any camera in last 12 months	15,130	8.7%	100
Bought memory card for camera in last 12 months	12,171	7.0%	107
Printed digital photos in last 12 months	7,236	4.2%	95
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	67,690	38.8%	104
Have a smartphone	72,448	41.6%	114
Have an iPhone	23,412	13.4%	115
Number of cell phones in household: 1	25,340	29.7%	93
Number of cell phones in household: 2	31,705	37.2%	103
Number of cell phones in household: 3+	23,214	27.2%	110
HH has cell phone only (no landline telephone)	29,900	35.0%	104
<b>Computers (Households)</b>			
HH owns a computer	69,144	81.0%	107
HH owns desktop computer	47,289	55.4%	106
HH owns laptop/notebook/tablet	45,317	53.1%	112
Spent <\$500 on most recent home computer	11,356	13.3%	101
Spent \$500-\$999 on most recent home computer	19,456	22.8%	110
Spent \$1,000-\$1,499 on most recent home computer	9,771	11.5%	106
Spent \$1,500-\$1,999 on most recent home computer	4,538	5.3%	107
Spent \$2,000+ on most recent home computer	3,652	4.3%	110

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SE midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.45232  
Longitude: -122.1859

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	29,911	17.2%	109
Bought cigarettes at convenience store in last 30 days	22,941	13.2%	98
Bought gas at convenience store in last 30 days	53,542	30.7%	93
Spent at convenience store in last 30 days: <\$11	13,897	8.0%	114
Spent at convenience store in last 30 days: \$11-\$19	3,488	2.0%	103
Spent at convenience store in last 30 days: \$20-\$39	16,171	9.3%	99
Spent at convenience store in last 30 days: \$40-\$50	14,235	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	8,943	5.1%	103
Spent at convenience store in last 30 days: \$100+	37,480	21.5%	94
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	113,489	65.1%	107
Went to live theater in last 12 months	22,162	12.7%	105
Went to a bar/night club in last 12 months	34,234	19.6%	110
Dined out in last 12 months	85,328	48.9%	106
Gambled at a casino in last 12 months	31,024	17.8%	114
Visited a theme park in last 12 months	37,426	21.5%	118
Viewed movie (video-on-demand) in last 30 days	34,501	19.8%	127
Viewed TV show (video-on-demand) in last 30 days	24,849	14.3%	137
Watched any pay-per-view TV in last 12 months	27,788	15.9%	113
Downloaded a movie over the Internet in last 30 days	11,195	6.4%	109
Downloaded any individual song in last 6 months	40,023	23.0%	112
Watched a movie online in the last 30 days	22,317	12.8%	114
Watched a TV program online in last 30 days	25,812	14.8%	119
Played a video/electronic game (console) in last 12 months	22,217	12.7%	108
Played a video/electronic game (portable) in last 12 months	8,881	5.1%	110
<b>Financial (Adults)</b>			
Have home mortgage (1st)	62,128	35.6%	111
Used ATM/cash machine in last 12 months	92,126	52.8%	110
Own any stock	14,643	8.4%	102
Own U.S. savings bond	11,809	6.8%	108
Own shares in mutual fund (stock)	13,824	7.9%	98
Own shares in mutual fund (bonds)	9,279	5.3%	102
Have interest checking account	52,864	30.3%	105
Have non-interest checking account	51,278	29.4%	102
Have savings account	98,954	56.8%	107
Have 401K retirement savings plan	29,244	16.8%	114
Own/used any credit/debit card in last 12 months	133,535	76.6%	105
Avg monthly credit card expenditures: <\$111	22,586	13.0%	104
Avg monthly credit card expenditures: \$111-\$225	12,730	7.3%	112
Avg monthly credit card expenditures: \$226-\$450	11,854	6.8%	111
Avg monthly credit card expenditures: \$451-\$700	10,374	6.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	8,439	4.8%	108
Avg monthly credit card expenditures: \$1,001+	16,338	9.4%	103
Did banking online in last 12 months	69,120	39.7%	116
Did banking on mobile device in last 12 months	14,725	8.4%	117
Paid bills online in last 12 months	79,567	45.6%	114

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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	125,381	71.9%	100
Used bread in last 6 months	166,586	95.6%	100
Used chicken/turkey (fresh or frozen) in last 6 months	142,987	82.0%	102
Used fish/seafood (fresh or frozen) in last 6 months	100,270	57.5%	104
Used fresh fruit/vegetables in last 6 months	154,124	88.4%	101
Used fresh milk in last 6 months	157,022	90.1%	100
Used organic food in last 6 months	34,906	20.0%	105
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	49,530	28.4%	104
Exercise at club 2+ times per week	26,737	15.3%	116
Visited a doctor in last 12 months	132,852	76.2%	101
Used vitamin/dietary supplement in last 6 months	95,851	55.0%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	24,035	28.2%	99
Used housekeeper/maid/professional HH cleaning service in last 12	11,317	13.3%	99
Purchased low ticket HH furnishings in last 12 months	14,377	16.8%	108
Purchased big ticket HH furnishings in last 12 months	20,090	23.5%	111
Purchased bedding/bath goods in last 12 months	47,350	55.5%	103
Purchased cooking/serving product in last 12 months	22,359	26.2%	107
Bought any small kitchen appliance in last 12 months	19,919	23.3%	106
Bought any large kitchen appliance in last 12 months	11,647	13.6%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	77,439	44.4%	101
Carry medical/hospital/accident insurance	115,059	66.0%	103
Carry homeowner insurance	83,956	48.2%	99
Have auto insurance: 1 vehicle in household covered	26,959	31.6%	102
Have auto insurance: 2 vehicles in household covered	25,352	29.7%	106
Have auto insurance: 3+ vehicles in household covered	17,911	21.0%	95
<b>Pets (Households)</b>			
Household owns any pet	43,558	51.0%	97
Household owns any cat	19,106	22.4%	97
Household owns any dog	30,311	35.5%	91
<b>Psychographics (Adults)</b>			
Buying American is important to me	67,824	38.9%	94
Usually buy items on credit rather than wait	22,152	12.7%	110
Usually buy based on quality - not price	31,243	17.9%	99
Price is usually more important than brand name	46,356	26.6%	98
Usually use coupons for brands I buy often	31,466	18.1%	96
Am interested in how to help the environment	29,754	17.1%	98
Usually pay more for environ safe product	21,104	12.1%	96
Usually value green products over convenience	15,349	8.8%	89
Likely to buy a brand that supports a charity	58,090	33.3%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	12,855	7.4%	106
Bought hardcover book in last 12 months	47,035	27.0%	107
Bought paperback book in last 12 month	67,487	38.7%	107
Read newspaper using e-reader/tablet in last 6 months	4,744	2.7%	109
Read book using e-reader/tablet in last 6 months	13,629	7.8%	110
Read any daily newspaper (paper version)	55,162	31.6%	99
Read any magazine (paper/electronic version) in last 6 months	162,326	93.1%	102

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	137,575	78.9%	104
Went to family restaurant/steak house: 4+ times a month	52,536	30.1%	102
Went to fast food/drive-in restaurant in last 6 months	158,997	91.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	76,465	43.9%	108
Fast food/drive-in last 6 months: eat in	64,914	37.2%	103
Fast food/drive-in last 6 months: home delivery	16,461	9.4%	122
Fast food/drive-in last 6 months: take-out/drive-thru	85,502	49.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	36,746	21.1%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	19,070	10.9%	112
Own any portable MP3 player	68,729	39.4%	117
HH owns 1 TV	16,546	19.4%	98
HH owns 2 TVs	22,384	26.2%	100
HH owns 3 TVs	18,142	21.3%	98
HH owns 4+ TVs	18,086	21.2%	105
HH subscribes to cable TV	52,640	61.7%	111
HH subscribes to fiber optic	8,607	10.1%	164
HH has satellite dish	16,170	19.0%	74
HH owns DVD/Blu-ray player	56,445	66.2%	106
HH owns camcorder	17,061	20.0%	116
HH owns portable GPS navigation device	25,457	29.8%	114
HH owns video game system	41,433	48.6%	112
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	94,304	54.1%	107
Took 3+ domestic non-business trips in last 12 months	21,832	12.5%	100
Spent on domestic vacations in last 12 months: <\$1,000	22,410	12.9%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,716	6.1%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,313	4.2%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,259	4.2%	104
Spent on domestic vacations in last 12 months: \$3,000+	10,544	6.0%	107
Domestic travel in the 12 months: used general travel website	15,008	8.6%	111
Foreign travel in last 3 years	48,101	27.6%	112
Took 3+ foreign trips by plane in last 3 years	7,833	4.5%	101
Spent on foreign vacations in last 12 months: <\$1,000	9,803	5.6%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,513	3.7%	109
Spent on foreign vacations in last 12 months: \$3,000+	8,405	4.8%	101
Foreign travel in last 3 years: used general travel website	11,551	6.6%	109
Stayed 1+ nights at hotel/motel in last 12 months	78,339	44.9%	107
Took cruise of more than one day in last 3 years	16,920	9.7%	112
Member of any frequent flyer program	31,032	17.8%	106
Member of any hotel rewards program	25,709	14.7%	109

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