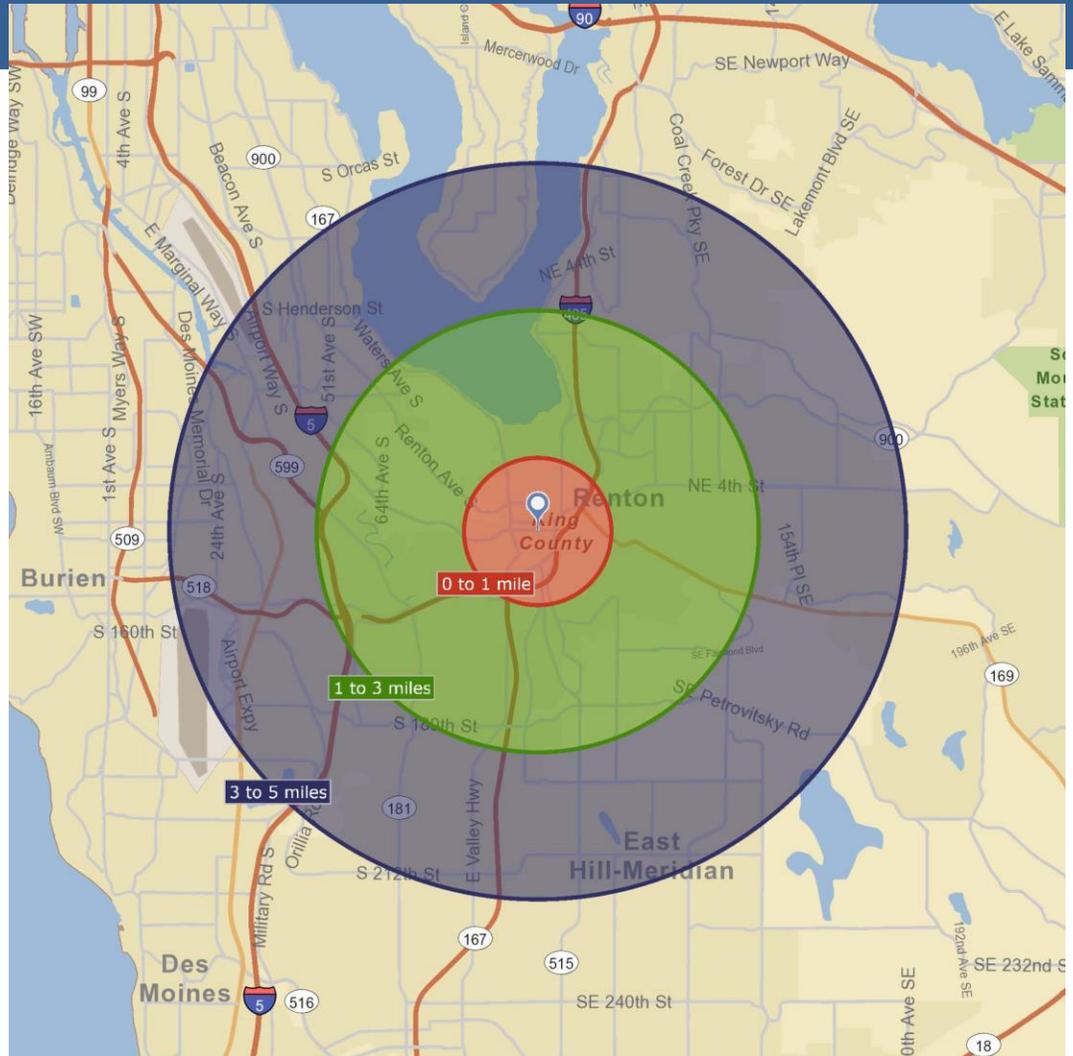


Expenditures Downtown Renton

1, 3 and 5 Miles Radii from Intersection of
S 3rd and Burnett Ave S



RENTON. AHEAD OF THE CURVE.

City of Renton



Community & Economic Development

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House and Home Expenditures

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

2013 Housing Summary		2013 Demographic Summary		
Housing Units	5,806	Population	11,137	
2013-2018 Percent Change	8.03%	Households	5,325	
Percent Occupied	91.7%	Families	2,327	
Percent Owner Households	27.6%	Median Age	36.7	
Median Home Value	\$285,283	Median Household Income	\$42,733	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		68	\$7,832.11	\$41,705,985
Mortgage Interest		71	\$2,990.48	\$15,924,325
Mortgage Principal		67	\$1,472.22	\$7,839,586
Property Taxes		68	\$1,713.35	\$9,123,564
Homeowners Insurance		63	\$301.73	\$1,606,700
Ground Rent		77	\$53.85	\$286,773
Maintenance and Remodeling Services		65	\$1,044.90	\$5,564,083
Maintenance and Remodeling Materials		60	\$173.72	\$925,047
Property Management and Security		77	\$81.86	\$435,906
Rented Dwellings		139	\$5,660.70	\$30,143,220
Rent		140	\$5,453.86	\$29,041,829
Rent Received as Pay		131	\$146.28	\$778,931
Renters' Insurance		126	\$21.67	\$115,396
Maintenance and Repair Services		85	\$23.69	\$126,158
Maintenance and Repair Materials		105	\$15.19	\$80,906
Owned Vacation Homes		69	\$416.09	\$2,215,682
Mortgage Payment		70	\$144.11	\$767,375
Property Taxes		67	\$108.17	\$576,002
Homeowners Insurance		67	\$9.52	\$50,700
Maintenance and Remodeling		71	\$135.37	\$720,870
Property Management and Security		67	\$18.92	\$100,735
Housing While Attending School		84	\$73.98	\$393,940
Household Operations		78	\$1,365.71	\$7,272,390
Child Care		87	\$385.44	\$2,052,464
Care for Elderly or Handicapped		84	\$51.65	\$275,053
Appliance Rental and Repair		69	\$18.54	\$98,742
Computer Information Services		85	\$349.14	\$1,859,181
Home Security System Services		68	\$22.75	\$121,119
Non-Apparel Household Laundry/Dry Cleaning		27	\$7.81	\$41,572
Housekeeping Services		73	\$109.37	\$582,373
Lawn and Garden		66	\$281.27	\$1,497,756
Moving/Storage/Freight Express		102	\$66.51	\$354,186
Installation of Computers		79	\$0.45	\$2,406
PC Repair (Personal Use)		87	\$8.22	\$43,759
Reupholstering/Furniture Repair		68	\$5.61	\$29,879
Termite/Pest Control		67	\$20.61	\$109,734
Water Softening Services		59	\$3.41	\$18,184
Internet Services Away from Home		94	\$5.77	\$30,727
Voice Over IP Service		89	\$11.99	\$63,854
Other Home Services (1)		73	\$17.16	\$91,399

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

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

House and Home Expenditures

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	79	\$4,009.14	\$21,348,674
Bottled Gas	51	\$38.46	\$204,779
Electricity	78	\$1,510.29	\$8,042,275
Fuel Oil	71	\$80.89	\$430,735
Natural Gas	82	\$481.25	\$2,562,670
Phone Services	83	\$1,366.47	\$7,276,456
Water and Other Public Services	77	\$525.79	\$2,799,841
Coal/Wood/Other Fuel	48	\$5.99	\$31,917
Housekeeping Supplies	79	\$561.35	\$2,989,215
Laundry and Cleaning Supplies	81	\$163.26	\$869,365
Postage and Stationery	76	\$135.98	\$724,096
Other HH Products (2)	79	\$262.11	\$1,395,755
Household Textiles	83	\$87.21	\$464,405
Bathroom Linens	88	\$12.95	\$68,966
Bedroom Linens	86	\$43.30	\$230,579
Kitchen and Dining Room Linens	82	\$2.07	\$11,024
Curtains and Draperies	74	\$14.69	\$78,250
Slipcovers, Decorative Pillows	84	\$4.17	\$22,226
Materials for Slipcovers/Curtains	73	\$8.70	\$46,339
Other Linens	92	\$1.32	\$7,021
Furniture	81	\$392.06	\$2,087,703
Mattresses and Box Springs	82	\$61.78	\$328,995
Other Bedroom Furniture	86	\$78.30	\$416,923
Sofas	85	\$102.51	\$545,860
Living Room Tables and Chairs	76	\$52.96	\$282,006
Kitchen, Dining Room Furniture	81	\$33.00	\$175,718
Infant Furniture	91	\$10.27	\$54,698
Outdoor Furniture	69	\$15.70	\$83,614
Wall Units, Cabinets, Other Furniture (3)	76	\$37.54	\$199,888
Major Appliances	72	\$197.78	\$1,053,198
Dishwashers and Disposals	70	\$15.69	\$83,554
Refrigerators and Freezers	69	\$52.61	\$280,156
Clothes Washers	74	\$34.23	\$182,285
Clothes Dryers	73	\$26.46	\$140,883
Cooking Stoves and Ovens	66	\$26.72	\$142,294
Microwave Ovens	81	\$10.87	\$57,894
Window Air Conditioners	73	\$5.07	\$26,977
Electric Floor Cleaning Equipment	79	\$17.24	\$91,809
Sewing Machines and Miscellaneous Appliances	72	\$8.89	\$47,346

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

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

House and Home Expenditures

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	73	\$18.65	\$99,306
Housewares	71	\$53.13	\$282,913
Small Appliances	81	\$36.12	\$192,349
Window Coverings	70	\$18.60	\$99,029
Lamps and Other Lighting Fixtures	81	\$16.55	\$88,111
Infant Equipment	33	\$7.08	\$37,700
Rental of Furniture	97	\$6.91	\$36,799
Laundry and Cleaning Equipment	79	\$19.08	\$101,598
Closet and Storage Items	16	\$3.50	\$18,626
Luggage	82	\$7.31	\$38,914
Clocks and Other Household Decoratives	27	\$39.89	\$212,435
Telephones and Accessories	83	\$44.38	\$236,300
Telephone Answering Devices	82	\$0.53	\$2,829
Grills and Outdoor Equipment	23	\$10.74	\$57,211
Power Tools	30	\$15.85	\$84,417
Hand Tools	86	\$6.37	\$33,925
Office Furniture/Equipment for Home Use	81	\$11.87	\$63,182
Computers and Hardware for Home Use	87	\$177.53	\$945,360
Portable Memory	87	\$6.62	\$35,277
Computer Software	89	\$17.56	\$93,531
Computer Accessories	79	\$13.13	\$69,917
Personal Digital Assistants	79	\$5.93	\$31,581
Other Household Items (4)	76	\$63.19	\$336,464

(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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

2013 Housing Summary		2013 Demographic Summary	
Housing Units	44,315	Population	103,273
2013-2018 Percent Change	6.37%	Households	41,161
Percent Occupied	92.9%	Families	24,249
Percent Owner Households	50.8%	Median Age	36.0
Median Home Value	\$282,661	Median Household Income	\$54,305
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		91	\$432,538,749
Mortgage Interest		94	\$164,311,279
Mortgage Principal		91	\$81,538,994
Property Taxes		93	\$95,752,456
Homeowners Insurance		83	\$16,231,006
Ground Rent		94	\$2,683,159
Maintenance and Remodeling Services		87	\$57,966,478
Maintenance and Remodeling Materials		80	\$9,557,264
Property Management and Security		103	\$4,498,114
Rented Dwellings		131	\$219,256,525
Rent		131	\$211,120,998
Rent Received as Pay		122	\$5,602,551
Renters' Insurance		120	\$853,095
Maintenance and Repair Services		92	\$1,047,473
Maintenance and Repair Materials		106	\$632,407
Owned Vacation Homes		92	\$22,748,284
Mortgage Payment		93	\$7,853,139
Property Taxes		89	\$5,876,121
Homeowners Insurance		86	\$503,294
Maintenance and Remodeling		96	\$7,459,357
Property Management and Security		90	\$1,056,372
Housing While Attending School		98	\$3,554,153
Household Operations		95	\$68,175,282
Child Care		106	\$19,275,334
Care for Elderly or Handicapped		100	\$2,518,747
Appliance Rental and Repair		87	\$957,031
Computer Information Services		98	\$16,579,519
Home Security System Services		87	\$1,201,293
Non-Apparel Household Laundry/Dry Cleaning		28	\$331,492
Housekeeping Services		95	\$5,838,840
Lawn and Garden		85	\$14,785,678
Moving/Storage/Freight Express		109	\$2,946,473
Installation of Computers		89	\$21,094
PC Repair (Personal Use)		101	\$392,455
Reupholstering/Furniture Repair		87	\$293,914
Termite/Pest Control		84	\$1,075,052
Water Softening Services		75	\$176,774
Internet Services Away from Home		106	\$265,297
Voice Over IP Service		111	\$613,026
Other Home Services (1)		93	\$903,264

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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	93	\$4,712.13	\$193,955,825
Bottled Gas	63	\$47.60	\$1,959,219
Electricity	90	\$1,754.97	\$72,236,186
Fuel Oil	105	\$119.94	\$4,936,821
Natural Gas	98	\$579.46	\$23,851,195
Phone Services	96	\$1,568.78	\$64,572,600
Water and Other Public Services	93	\$633.62	\$26,080,401
Coal/Wood/Other Fuel	62	\$7.76	\$319,403
Housekeeping Supplies	92	\$658.01	\$27,084,456
Laundry and Cleaning Supplies	92	\$186.96	\$7,695,588
Postage and Stationery	91	\$162.65	\$6,694,834
Other HH Products (2)	93	\$308.40	\$12,694,033
Household Textiles	98	\$103.10	\$4,243,518
Bathroom Linens	101	\$14.93	\$614,726
Bedroom Linens	100	\$50.27	\$2,068,970
Kitchen and Dining Room Linens	98	\$2.46	\$101,428
Curtains and Draperies	93	\$18.43	\$758,468
Slipcovers, Decorative Pillows	103	\$5.09	\$209,336
Materials for Slipcovers/Curtains	88	\$10.42	\$428,844
Other Linens	104	\$1.50	\$61,746
Furniture	96	\$464.23	\$19,108,323
Mattresses and Box Springs	98	\$73.53	\$3,026,661
Other Bedroom Furniture	99	\$90.10	\$3,708,454
Sofas	98	\$118.88	\$4,893,209
Living Room Tables and Chairs	92	\$63.91	\$2,630,425
Kitchen, Dining Room Furniture	96	\$39.14	\$1,611,153
Infant Furniture	105	\$11.89	\$489,436
Outdoor Furniture	90	\$20.47	\$842,388
Wall Units, Cabinets, Other Furniture (3)	94	\$46.32	\$1,906,597
Major Appliances	88	\$243.08	\$10,005,543
Dishwashers and Disposals	91	\$20.46	\$842,339
Refrigerators and Freezers	86	\$65.61	\$2,700,498
Clothes Washers	89	\$41.11	\$1,692,206
Clothes Dryers	88	\$31.67	\$1,303,614
Cooking Stoves and Ovens	85	\$34.44	\$1,417,454
Microwave Ovens	95	\$12.73	\$523,790
Window Air Conditioners	88	\$6.05	\$249,085
Electric Floor Cleaning Equipment	93	\$20.16	\$829,885
Sewing Machines and Miscellaneous Appliances	88	\$10.85	\$446,672

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

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

House and Home Expenditures

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	97	\$24.78	\$1,020,052
Housewares	84	\$62.75	\$2,582,986
Small Appliances	94	\$42.23	\$1,738,109
Window Coverings	91	\$24.31	\$1,000,684
Lamps and Other Lighting Fixtures	98	\$20.09	\$827,127
Infant Equipment	38	\$8.07	\$332,158
Rental of Furniture	96	\$6.82	\$280,823
Laundry and Cleaning Equipment	93	\$22.39	\$921,452
Closet and Storage Items	18	\$4.12	\$169,399
Luggage	100	\$8.88	\$365,639
Clocks and Other Household Decoratives	33	\$49.24	\$2,026,597
Telephones and Accessories	93	\$49.69	\$2,045,225
Telephone Answering Devices	97	\$0.63	\$25,734
Grills and Outdoor Equipment	29	\$13.66	\$562,167
Power Tools	37	\$19.19	\$789,882
Hand Tools	99	\$7.30	\$300,590
Office Furniture/Equipment for Home Use	97	\$14.19	\$584,221
Computers and Hardware for Home Use	101	\$206.69	\$8,507,733
Portable Memory	100	\$7.59	\$312,520
Computer Software	103	\$20.43	\$840,799
Computer Accessories	95	\$15.83	\$651,476
Personal Digital Assistants	94	\$7.03	\$289,242
Other Household Items (4)	90	\$75.28	\$3,098,750

(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.

DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

2013 Housing Summary		2013 Demographic Summary	
Housing Units	97,345	Population	244,053
2013-2018 Percent Change	6.46%	Households	91,146
Percent Occupied	93.6%	Families	59,420
Percent Owner Households	59.8%	Median Age	37.0
Median Home Value	\$304,232	Median Household Income	\$60,985
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		113	\$1,186,407,276
Mortgage Interest		116	\$4,930.44
Mortgage Principal		113	\$2,462.46
Property Taxes		115	\$2,883.36
Homeowners Insurance		101	\$482.36
Ground Rent		113	\$78.52
Maintenance and Remodeling Services		109	\$1,757.72
Maintenance and Remodeling Materials		99	\$286.78
Property Management and Security		127	\$134.93
Rented Dwellings		132	\$5,357.99
Rent		132	\$5,158.41
Rent Received as Pay		120	\$134.26
Renters' Insurance		121	\$20.83
Maintenance and Repair Services		101	\$28.14
Maintenance and Repair Materials		113	\$16.37
Owned Vacation Homes		119	\$713.03
Mortgage Payment		117	\$240.44
Property Taxes		111	\$178.66
Homeowners Insurance		106	\$15.13
Maintenance and Remodeling		130	\$246.18
Property Management and Security		115	\$32.62
Housing While Attending School		117	\$102.79
Household Operations		112	\$1,952.09
Child Care		122	\$539.79
Care for Elderly or Handicapped		125	\$76.22
Appliance Rental and Repair		105	\$28.07
Computer Information Services		112	\$460.07
Home Security System Services		105	\$35.20
Non-Apparel Household Laundry/Dry Cleaning		30	\$8.72
Housekeeping Services		119	\$177.69
Lawn and Garden		103	\$438.68
Moving/Storage/Freight Express		121	\$78.90
Installation of Computers		105	\$0.60
PC Repair (Personal Use)		118	\$11.15
Reupholstering/Furniture Repair		108	\$8.87
Termite/Pest Control		101	\$31.31
Water Softening Services		89	\$5.14
Internet Services Away from Home		119	\$7.25
Voice Over IP Service		129	\$17.38
Other Home Services (1)		114	\$27.04

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.

DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	107	\$5,422.78	\$494,265,001
Bottled Gas	76	\$57.00	\$5,195,221
Electricity	103	\$1,995.10	\$181,845,213
Fuel Oil	130	\$148.52	\$13,536,746
Natural Gas	116	\$682.79	\$62,233,930
Phone Services	109	\$1,784.52	\$162,651,984
Water and Other Public Services	110	\$745.51	\$67,950,022
Coal/Wood/Other Fuel	74	\$9.35	\$851,885
Housekeeping Supplies	107	\$763.83	\$69,619,897
Laundry and Cleaning Supplies	106	\$214.20	\$19,523,141
Postage and Stationery	107	\$192.09	\$17,508,633
Other HH Products (2)	108	\$357.54	\$32,588,123
Household Textiles	114	\$120.10	\$10,946,866
Bathroom Linens	116	\$17.05	\$1,553,594
Bedroom Linens	115	\$57.78	\$5,266,183
Kitchen and Dining Room Linens	115	\$2.89	\$262,992
Curtains and Draperies	111	\$22.07	\$2,011,302
Slipcovers, Decorative Pillows	120	\$5.96	\$543,591
Materials for Slipcovers/Curtains	107	\$12.64	\$1,151,961
Other Linens	120	\$1.73	\$157,244
Furniture	112	\$537.24	\$48,967,050
Mattresses and Box Springs	114	\$85.45	\$7,788,670
Other Bedroom Furniture	111	\$101.44	\$9,246,066
Sofas	113	\$136.56	\$12,447,154
Living Room Tables and Chairs	108	\$75.21	\$6,854,872
Kitchen, Dining Room Furniture	111	\$45.36	\$4,134,583
Infant Furniture	119	\$13.39	\$1,220,615
Outdoor Furniture	110	\$25.06	\$2,283,705
Wall Units, Cabinets, Other Furniture (3)	111	\$54.76	\$4,991,386
Major Appliances	105	\$288.52	\$26,297,656
Dishwashers and Disposals	112	\$25.18	\$2,294,737
Refrigerators and Freezers	103	\$78.73	\$7,175,854
Clothes Washers	103	\$47.81	\$4,357,810
Clothes Dryers	102	\$36.75	\$3,349,200
Cooking Stoves and Ovens	105	\$42.21	\$3,847,150
Microwave Ovens	111	\$14.78	\$1,346,839
Window Air Conditioners	101	\$6.97	\$635,075
Electric Floor Cleaning Equipment	107	\$23.13	\$2,108,232
Sewing Machines and Miscellaneous Appliances	105	\$12.98	\$1,182,761

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

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

House and Home Expenditures

DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	119	\$30.22	\$2,754,106
Housewares	98	\$73.38	\$6,688,639
Small Appliances	109	\$48.95	\$4,462,028
Window Coverings	113	\$29.98	\$2,732,297
Lamps and Other Lighting Fixtures	115	\$23.46	\$2,138,557
Infant Equipment	43	\$9.08	\$827,641
Rental of Furniture	98	\$6.95	\$633,535
Laundry and Cleaning Equipment	107	\$25.94	\$2,364,675
Closet and Storage Items	21	\$4.73	\$430,855
Luggage	119	\$10.56	\$962,940
Clocks and Other Household Decoratives	39	\$58.46	\$5,328,022
Telephones and Accessories	104	\$55.78	\$5,084,089
Telephone Answering Devices	109	\$0.71	\$64,717
Grills and Outdoor Equipment	36	\$16.46	\$1,499,969
Power Tools	43	\$22.48	\$2,048,865
Hand Tools	113	\$8.33	\$759,392
Office Furniture/Equipment for Home Use	115	\$16.77	\$1,528,121
Computers and Hardware for Home Use	117	\$238.70	\$21,756,630
Portable Memory	113	\$8.63	\$786,634
Computer Software	120	\$23.66	\$2,156,624
Computer Accessories	112	\$18.65	\$1,699,761
Personal Digital Assistants	110	\$8.19	\$746,787
Other Household Items (4)	106	\$88.00	\$8,020,834

(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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DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013	2018	
Population		11,137	12,091	
Households		5,325	5,789	
Families		2,327	2,503	
Median Age		36.7	37.4	
Median Household Income		\$42,733	\$47,967	
	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	80	\$55,740.84	\$296,819,961	100.0%
Food	84	\$6,898.04	\$36,732,056	12.4%
Food at Home	83	\$4,171.61	\$22,213,818	7.5%
Food Away from Home	85	\$2,726.43	\$14,518,238	4.9%
Alcoholic Beverages	89	\$474.95	\$2,529,094	0.9%
Housing	84	\$17,992.02	\$95,807,500	32.3%
Shelter	86	\$13,982.88	\$74,458,827	25.1%
Utilities, Fuel and Public Services	79	\$4,009.14	\$21,348,674	7.2%
Household Operations	78	\$1,365.71	\$7,272,390	2.5%
Housekeeping Supplies	79	\$561.35	\$2,989,215	1.0%
Household Furnishings and Equipment	71	\$1,277.57	\$6,803,082	2.3%
Apparel and Services	58	\$1,301.90	\$6,932,613	2.3%
Transportation	81	\$7,791.93	\$41,492,012	14.0%
Travel	78	\$1,429.40	\$7,611,565	2.6%
Health Care	74	\$3,293.81	\$17,539,516	5.9%
Entertainment and Recreation	81	\$2,637.80	\$14,046,268	4.7%
Personal Care Products & Services	82	\$610.48	\$3,250,830	1.1%
Education	89	\$1,304.01	\$6,943,874	2.3%
Smoking Products	85	\$411.47	\$2,191,059	0.7%
Miscellaneous (1)	77	\$902.59	\$4,806,307	1.6%
Support Payments/Cash Contributions/Gifts in Kind	75	\$1,733.77	\$9,232,328	3.1%
Life/Other Insurance	66	\$287.41	\$1,530,475	0.5%
Pensions and Social Security	79	\$5,466.62	\$29,109,774	9.8%

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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013		2018	
Population		103,273		110,559	
Households		41,161		43,979	
Families		24,249		25,759	
Median Age		36.0		36.7	
Median Household Income		\$54,305		\$65,021	
	Spending Index	Average Amount Spent	Total	Percent	
Total Expenditures	95	\$65,998.66	\$2,716,570,968	100.0%	
Food	97	\$7,980.15	\$328,470,999	12.1%	
Food at Home	96	\$4,815.47	\$198,209,504	7.3%	
Food Away from Home	99	\$3,164.68	\$130,261,495	4.8%	
Alcoholic Beverages	102	\$543.05	\$22,352,563	0.8%	
Housing	99	\$21,186.40	\$872,053,536	32.1%	
Shelter	101	\$16,474.28	\$678,097,711	25.0%	
Utilities, Fuel and Public Services	93	\$4,712.13	\$193,955,825	7.1%	
Household Operations	95	\$1,656.31	\$68,175,282	2.5%	
Housekeeping Supplies	92	\$658.01	\$27,084,456	1.0%	
Household Furnishings and Equipment	84	\$1,521.60	\$62,630,746	2.3%	
Apparel and Services	67	\$1,511.96	\$62,233,895	2.3%	
Transportation	95	\$9,155.91	\$376,866,595	13.9%	
Travel	96	\$1,758.27	\$72,371,985	2.7%	
Health Care	89	\$3,962.09	\$163,083,493	6.0%	
Entertainment and Recreation	97	\$3,159.59	\$130,051,814	4.8%	
Personal Care Products & Services	96	\$715.96	\$29,469,436	1.1%	
Education	104	\$1,521.79	\$62,638,382	2.3%	
Smoking Products	92	\$444.87	\$18,311,378	0.7%	
Miscellaneous (1)	91	\$1,073.61	\$44,190,838	1.6%	
Support Payments/Cash Contributions/Gifts in Kind	91	\$2,079.28	\$85,585,057	3.2%	
Life/Other Insurance	85	\$368.78	\$15,179,375	0.6%	
Pensions and Social Security	97	\$6,701.03	\$275,821,135	10.2%	

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

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

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



Household Budget Expenditures

DT midpoint
 Location
 Ring: 5 miles radius

Prepared by CED/Planning
 Latitude: 47.47699
 Longitude: -122.21074

Demographic Summary		2013		2018	
Population		244,053		261,295	
Households		91,146		97,329	
Families		59,420		63,242	
Median Age		37.0		37.6	
Median Household Income		\$60,985		\$75,518	
	Spending Index	Average Amount Spent	Total	Percent	
Total Expenditures	111	\$76,852.19	\$7,004,769,260	100.0%	
Food	111	\$9,169.72	\$835,783,084	11.9%	
Food at Home	110	\$5,533.24	\$504,332,873	7.2%	
Food Away from Home	114	\$3,636.48	\$331,450,211	4.7%	
Alcoholic Beverages	117	\$621.22	\$56,621,396	0.8%	
Housing	116	\$24,613.16	\$2,243,390,969	32.0%	
Shelter	118	\$19,190.38	\$1,749,125,967	25.0%	
Utilities, Fuel and Public Services	107	\$5,422.78	\$494,265,001	7.1%	
Household Operations	112	\$1,952.09	\$177,925,191	2.5%	
Housekeeping Supplies	107	\$763.83	\$69,619,897	1.0%	
Household Furnishings and Equipment	98	\$1,773.94	\$161,687,291	2.3%	
Apparel and Services	77	\$1,739.90	\$158,585,346	2.3%	
Transportation	109	\$10,538.97	\$960,585,402	13.7%	
Travel	115	\$2,111.74	\$192,476,870	2.7%	
Health Care	105	\$4,676.30	\$426,225,868	6.1%	
Entertainment and Recreation	114	\$3,703.47	\$337,556,031	4.8%	
Personal Care Products & Services	112	\$831.71	\$75,806,650	1.1%	
Education	122	\$1,774.64	\$161,751,715	2.3%	
Smoking Products	100	\$485.12	\$44,216,900	0.6%	
Miscellaneous (1)	107	\$1,261.37	\$114,968,627	1.6%	
Support Payments/Cash Contributions/Gifts in Kind	107	\$2,458.93	\$224,121,691	3.2%	
Life/Other Insurance	103	\$448.48	\$40,876,793	0.6%	
Pensions and Social Security	114	\$7,927.61	\$722,569,541	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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DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013	2018
Population		11,137	12,091
Households		5,325	5,789
Families		2,327	2,503
Median Age		36.7	37.4
Median Household Income		\$42,733	\$47,967
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	80	\$500.94	\$2,667,481
Admission to Movies, Theater, Opera, Ballet	86	\$134.78	\$717,719
Admission to Sporting Events, excl.Trips	77	\$48.66	\$259,125
Fees for Participant Sports, excl.Trips	79	\$93.46	\$497,682
Fees for Recreational Lessons	79	\$98.14	\$522,597
Membership Fees for Social/Recreation/Civic Clubs	75	\$125.43	\$667,919
Dating Services	107	\$0.46	\$2,439
Rental of Video Cassettes and DVDs	91	\$24.83	\$132,222
Toys & Games	85	\$118.39	\$630,438
Toys and Playground Equipment	84	\$111.71	\$594,849
Play Arcade Pinball/Video Games	103	\$3.19	\$17,009
Online Entertainment and Games	97	\$3.49	\$18,580
Recreational Vehicles and Fees	66	\$149.48	\$795,983
Docking and Landing Fees for Boats and Planes	67	\$8.09	\$43,085
Camp Fees	72	\$26.34	\$140,277
Purchase of RVs or Boats	65	\$108.66	\$578,602
Rental of RVs or Boats	77	\$6.39	\$34,019
Sports, Recreation and Exercise Equipment	70	\$125.13	\$666,325
Exercise Equipment and Gear, Game Tables	78	\$52.55	\$279,853
Bicycles	89	\$22.95	\$122,227
Camping Equipment	41	\$7.70	\$40,993
Hunting and Fishing Equipment	54	\$22.06	\$117,447
Winter Sports Equipment	80	\$5.62	\$29,940
Water Sports Equipment	74	\$4.92	\$26,193
Other Sports Equipment	78	\$6.68	\$35,579
Rental/Repair of Sports/Recreation/Exercise Equipment	70	\$2.65	\$14,094
Photographic Equipment and Supplies	84	\$65.31	\$347,787
Film	83	\$1.19	\$6,345
Film Processing	76	\$10.59	\$56,396
Photographic Equipment	88	\$30.82	\$164,125
Photographer Fees/Other Supplies & Equip Rental/Repair	83	\$22.71	\$120,920
Reading	78	\$120.48	\$641,539
Magazine/Newspaper Subscriptions	71	\$38.75	\$206,352
Magazine/Newspaper Single Copies	84	\$14.11	\$75,122
Books	83	\$53.42	\$284,486
Digital Book Readers	80	\$14.19	\$75,578

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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013	2018
Population		103,273	110,559
Households		41,161	43,979
Families		24,249	25,759
Median Age		36.0	36.7
Median Household Income		\$54,305	\$65,021
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	99	\$624.47	\$25,703,888
Admission to Movies, Theater, Opera, Ballet	102	\$160.90	\$6,622,775
Admission to Sporting Events, excl.Trips	95	\$59.90	\$2,465,700
Fees for Participant Sports, excl.Trips	98	\$115.84	\$4,768,273
Fees for Recreational Lessons	103	\$128.05	\$5,270,646
Membership Fees for Social/Recreation/Civic Clubs	95	\$159.30	\$6,556,890
Dating Services	112	\$0.48	\$19,605
Rental of Video Cassettes and DVDs	103	\$28.10	\$1,156,800
Toys & Games	100	\$138.58	\$5,704,116
Toys and Playground Equipment	99	\$131.37	\$5,407,285
Play Arcade Pinball/Video Games	108	\$3.35	\$137,854
Online Entertainment and Games	108	\$3.86	\$158,978
Recreational Vehicles and Fees	89	\$201.42	\$8,290,786
Docking and Landing Fees for Boats and Planes	91	\$10.99	\$452,395
Camp Fees	98	\$35.83	\$1,474,939
Purchase of RVs or Boats	87	\$146.73	\$6,039,614
Rental of RVs or Boats	94	\$7.87	\$323,839
Sports, Recreation and Exercise Equipment	84	\$149.69	\$6,161,417
Exercise Equipment and Gear, Game Tables	94	\$63.82	\$2,626,692
Bicycles	105	\$27.01	\$1,111,612
Camping Equipment	50	\$9.28	\$381,909
Hunting and Fishing Equipment	63	\$25.45	\$1,047,608
Winter Sports Equipment	98	\$6.92	\$284,844
Water Sports Equipment	91	\$6.09	\$250,620
Other Sports Equipment	91	\$7.79	\$320,689
Rental/Repair of Sports/Recreation/Exercise Equipment	88	\$3.34	\$137,443
Photographic Equipment and Supplies	99	\$77.17	\$3,176,510
Film	97	\$1.40	\$57,553
Film Processing	92	\$12.81	\$527,190
Photographic Equipment	102	\$35.84	\$1,475,352
Photographer Fees/Other Supplies & Equip Rental/Repair	99	\$27.12	\$1,116,415
Reading	94	\$144.79	\$5,959,607
Magazine/Newspaper Subscriptions	88	\$48.10	\$1,980,015
Magazine/Newspaper Single Copies	98	\$16.50	\$679,093
Books	97	\$63.04	\$2,594,847
Digital Book Readers	97	\$17.14	\$705,652

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.

DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013	2018
Population		244,053	261,295
Households		91,146	97,329
Families		59,420	63,242
Median Age		37.0	37.6
Median Household Income		\$60,985	\$75,518
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	119	\$751.21	\$68,469,998
Admission to Movies, Theater, Opera, Ballet	120	\$189.15	\$17,240,032
Admission to Sporting Events, excl.Trips	114	\$71.57	\$6,523,458
Fees for Participant Sports, excl.Trips	119	\$140.19	\$12,777,389
Fees for Recreational Lessons	126	\$156.67	\$14,279,675
Membership Fees for Social/Recreation/Civic Clubs	116	\$193.12	\$17,602,442
Dating Services	121	\$0.52	\$47,001
Rental of Video Cassettes and DVDs	116	\$31.83	\$2,901,289
Toys & Games	114	\$158.46	\$14,442,725
Toys and Playground Equipment	114	\$150.41	\$13,709,035
Play Arcade Pinball/Video Games	121	\$3.73	\$339,654
Online Entertainment and Games	120	\$4.32	\$394,036
Recreational Vehicles and Fees	113	\$254.31	\$23,179,097
Docking and Landing Fees for Boats and Planes	115	\$13.97	\$1,273,613
Camp Fees	125	\$45.67	\$4,162,246
Purchase of RVs or Boats	110	\$185.16	\$16,876,551
Rental of RVs or Boats	114	\$9.51	\$866,688
Sports, Recreation and Exercise Equipment	98	\$175.07	\$15,956,696
Exercise Equipment and Gear, Game Tables	111	\$75.06	\$6,841,361
Bicycles	122	\$31.39	\$2,860,886
Camping Equipment	60	\$11.10	\$1,011,789
Hunting and Fishing Equipment	70	\$28.66	\$2,612,185
Winter Sports Equipment	122	\$8.57	\$781,561
Water Sports Equipment	109	\$7.29	\$664,859
Other Sports Equipment	104	\$8.89	\$810,232
Rental/Repair of Sports/Recreation/Exercise Equipment	108	\$4.10	\$373,822
Photographic Equipment and Supplies	115	\$89.72	\$8,177,643
Film	113	\$1.62	\$147,710
Film Processing	109	\$15.15	\$1,380,826
Photographic Equipment	118	\$41.62	\$3,793,772
Photographer Fees/Other Supplies & Equip Rental/Repair	115	\$31.33	\$2,855,334
Reading	112	\$171.61	\$15,641,655
Magazine/Newspaper Subscriptions	107	\$58.36	\$5,319,019
Magazine/Newspaper Single Copies	113	\$19.07	\$1,737,947
Books	114	\$74.05	\$6,749,080
Digital Book Readers	114	\$20.14	\$1,835,609

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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DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013	2018
Population		11,137	12,091
Households		5,325	5,789
Families		2,327	2,503
Median Age		36.7	37.4
Median Household Income		\$42,733	\$47,967
		Spending Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	74	\$4,252.02	\$22,642,011
Savings Accounts	70	\$9,193.80	\$48,956,972
U.S. Savings Bonds	74	\$252.55	\$1,344,847
Stocks, Bonds & Mutual Funds	70	\$21,468.93	\$114,322,056
Annual Changes			
Checking Accounts	92	\$199.12	\$1,060,288
Savings Accounts	68	-\$241.14	-\$1,284,084
U.S. Savings Bonds	8	\$1.21	\$6,464
Earnings			
Dividends, Royalties, Estates, Trusts	70	\$610.17	\$3,249,135
Interest from Savings Accounts or Bonds	68	\$415.02	\$2,209,967
Retirement Plan Contributions	74	\$1,045.63	\$5,567,997
Liabilities			
Original Mortgage Amount	74	\$10,563.30	\$56,249,577
Vehicle Loan Amount 1	84	\$1,578.80	\$8,407,113
Amount Paid: Interest			
Home Mortgage	71	\$2,990.48	\$15,924,325
Lump Sum Home Equity Loan	67	\$64.72	\$344,626
New Car/Truck/Van Loan	75	\$111.99	\$596,364
Used Car/Truck/Van Loan	85	\$123.51	\$657,717
Amount Paid: Principal			
Home Mortgage	67	\$1,472.22	\$7,839,586
Lump Sum Home Equity Loan	65	\$78.62	\$418,677
New Car/Truck/Van Loan	75	\$700.99	\$3,732,749
Used Car/Truck/Van Loan	83	\$621.04	\$3,307,021
Checking Account and Banking Service Charges	91	\$27.90	\$148,554
Finance Charges, excluding Mortgage/Vehicle	84	\$190.81	\$1,016,064

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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013	2018
Population		103,273	110,559
Households		41,161	43,979
Families		24,249	25,759
Median Age		36.0	36.7
Median Household Income		\$54,305	\$65,021
	Spending Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	93	\$5,314.61	\$218,754,658
Savings Accounts	89	\$11,603.54	\$477,613,357
U.S. Savings Bonds	91	\$312.81	\$12,875,540
Stocks, Bonds & Mutual Funds	91	\$27,953.27	\$1,150,584,619
Annual Changes			
Checking Accounts	107	\$232.64	\$9,575,848
Savings Accounts	86	-\$304.94	-\$12,551,725
U.S. Savings Bonds	18	\$2.64	\$108,469
Earnings			
Dividends, Royalties, Estates, Trusts	87	\$760.33	\$31,296,117
Interest from Savings Accounts or Bonds	87	\$526.79	\$21,683,302
Retirement Plan Contributions	95	\$1,345.21	\$55,370,308
Liabilities			
Original Mortgage Amount	98	\$14,042.17	\$577,989,813
Vehicle Loan Amount 1	98	\$1,838.85	\$75,688,914
Amount Paid: Interest			
Home Mortgage	94	\$3,991.92	\$164,311,279
Lump Sum Home Equity Loan	91	\$88.07	\$3,624,945
New Car/Truck/Van Loan	92	\$136.22	\$5,607,005
Used Car/Truck/Van Loan	96	\$139.88	\$5,757,671
Amount Paid: Principal			
Home Mortgage	91	\$1,980.98	\$81,538,994
Lump Sum Home Equity Loan	91	\$109.59	\$4,510,915
New Car/Truck/Van Loan	91	\$860.36	\$35,413,255
Used Car/Truck/Van Loan	94	\$703.71	\$28,965,563
Checking Account and Banking Service Charges	100	\$30.75	\$1,265,574
Finance Charges, excluding Mortgage/Vehicle	98	\$223.92	\$9,216,970

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.

DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary		2013	2018
Population		244,053	261,295
Households		91,146	97,329
Families		59,420	63,242
Median Age		37.0	37.6
Median Household Income		\$60,985	\$75,518
		Spending Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	113	\$6,475.42	\$590,208,744
Savings Accounts	109	\$14,249.93	\$1,298,824,304
U.S. Savings Bonds	111	\$379.64	\$34,602,405
Stocks, Bonds & Mutual Funds	114	\$35,107.56	\$3,199,913,911
Annual Changes			
Checking Accounts	127	\$274.72	\$25,039,234
Savings Accounts	111	-\$394.35	-\$35,943,156
U.S. Savings Bonds	21	\$3.14	\$285,823
Earnings			
Dividends, Royalties, Estates, Trusts	108	\$943.03	\$85,953,581
Interest from Savings Accounts or Bonds	107	\$651.44	\$59,376,132
Retirement Plan Contributions	117	\$1,651.71	\$150,546,804
Liabilities			
Original Mortgage Amount	121	\$17,385.21	\$1,584,592,377
Vehicle Loan Amount 1	111	\$2,090.74	\$190,562,983
Amount Paid: Interest			
Home Mortgage	116	\$4,930.44	\$449,390,298
Lump Sum Home Equity Loan	114	\$110.42	\$10,064,488
New Car/Truck/Van Loan	106	\$158.19	\$14,418,191
Used Car/Truck/Van Loan	106	\$155.28	\$14,152,800
Amount Paid: Principal			
Home Mortgage	113	\$2,462.46	\$224,442,972
Lump Sum Home Equity Loan	114	\$137.47	\$12,529,776
New Car/Truck/Van Loan	107	\$1,007.60	\$91,838,432
Used Car/Truck/Van Loan	104	\$781.48	\$71,228,804
Checking Account and Banking Service Charges	112	\$34.40	\$3,135,337
Finance Charges, excluding Mortgage/Vehicle	113	\$259.15	\$23,620,554

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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Automotive Aftermarket Expenditures

DT midpoint
 Location
 Ring: 1 mile radius

Prepared by CED/Planning
 Latitude: 47.47699
 Longitude: -122.21074

Demographic Summary	2013	2018
Population	11,137	12,091
Households	5,325	5,789
Families	2,327	2,503
Median Age	36.7	37.4
Median Household Income	\$42,733	\$47,967

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	84	\$4.88	\$25,979
Gasoline	80	\$2,432.51	\$12,953,100
Motor Oil	77	\$11.00	\$58,591
Vehicle Parts/Equipment and Accessories	84	\$52.00	\$276,922
Tire Purchase/Replacement	78	\$152.35	\$811,271
Vehicle Audio/Video Equipment and Installation	102	\$4.89	\$26,024
Vehicle Cleaning Products and Services	83	\$8.60	\$45,812
Services			
Auto Repair Service Policy	77	\$16.37	\$87,192
Membership Fees for Automobile Service Clubs	77	\$20.94	\$111,485
Global Positioning Services	69	\$1.63	\$8,702
Vehicle Air Conditioning Repair	76	\$14.63	\$77,892
Vehicle Body Work and Painting	84	\$28.89	\$153,848
Vehicle Brake Work	83	\$70.34	\$374,572
Vehicle Clutch/Transmission Repair	78	\$36.63	\$195,043
Vehicle Cooling System Repair	82	\$25.80	\$137,380
Vehicle Drive Shaft and Rear-end Repair	78	\$6.95	\$37,004
Vehicle Electrical System Repair	84	\$34.36	\$182,960
Vehicle Exhaust System Repair	87	\$13.79	\$73,427
Vehicle Front End Alignment/Wheel Balance & Rotation	81	\$19.50	\$103,815
Lube/Oil Change and Oil Filters	79	\$80.93	\$430,936
Vehicle Motor Repair/Replacement	85	\$75.74	\$403,290
Vehicle Motor Tune-up	84	\$55.37	\$294,830
Vehicle Shock Absorber Replacement	84	\$6.14	\$32,705
Vehicle Steering/Front End Repair	81	\$22.70	\$120,885
Tire Repair and Other Repair Work	82	\$57.45	\$305,936

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Automotive Aftermarket Expenditures

DT midpoint
 Location
 Ring: 3 miles radius

Prepared by CED/Planning
 Latitude: 47.47699
 Longitude: -122.21074

Demographic Summary	2013	2018
Population	103,273	110,559
Households	41,161	43,979
Families	24,249	25,759
Median Age	36.0	36.7
Median Household Income	\$54,305	\$65,021

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	94	\$5.45	\$224,244
Gasoline	93	\$2,825.00	\$116,279,741
Motor Oil	87	\$12.49	\$514,194
Vehicle Parts/Equipment and Accessories	96	\$58.99	\$2,427,954
Tire Purchase/Replacement	93	\$181.78	\$7,482,175
Vehicle Audio/Video Equipment and Installation	112	\$5.41	\$222,486
Vehicle Cleaning Products and Services	99	\$10.28	\$423,175
Services			
Auto Repair Service Policy	93	\$19.74	\$812,372
Membership Fees for Automobile Service Clubs	97	\$26.22	\$1,079,242
Global Positioning Services	91	\$2.16	\$89,029
Vehicle Air Conditioning Repair	92	\$17.61	\$724,739
Vehicle Body Work and Painting	101	\$34.79	\$1,431,922
Vehicle Brake Work	100	\$84.49	\$3,477,598
Vehicle Clutch/Transmission Repair	93	\$43.63	\$1,795,842
Vehicle Cooling System Repair	96	\$30.11	\$1,239,539
Vehicle Drive Shaft and Rear-end Repair	91	\$8.07	\$332,363
Vehicle Electrical System Repair	97	\$39.75	\$1,635,972
Vehicle Exhaust System Repair	103	\$16.41	\$675,628
Vehicle Front End Alignment/Wheel Balance & Rotation	95	\$22.97	\$945,491
Lube/Oil Change and Oil Filters	92	\$94.50	\$3,889,538
Vehicle Motor Repair/Replacement	98	\$87.68	\$3,608,832
Vehicle Motor Tune-up	101	\$66.41	\$2,733,517
Vehicle Shock Absorber Replacement	98	\$7.22	\$297,326
Vehicle Steering/Front End Repair	97	\$27.00	\$1,111,435
Tire Repair and Other Repair Work	97	\$68.05	\$2,800,945

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Automotive Aftermarket Expenditures

DT midpoint
 Location
 Ring: 5 miles radius

Prepared by CED/Planning
 Latitude: 47.47699
 Longitude: -122.21074

Demographic Summary	2013	2018
Population	244,053	261,295
Households	91,146	97,329
Families	59,420	63,242
Median Age	37.0	37.6
Median Household Income	\$60,985	\$75,518

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	105	\$6.13	\$558,482
Gasoline	107	\$3,226.46	\$294,078,949
Motor Oil	99	\$14.20	\$1,294,366
Vehicle Parts/Equipment and Accessories	109	\$67.57	\$6,158,697
Tire Purchase/Replacement	109	\$211.78	\$19,302,517
Vehicle Audio/Video Equipment and Installation	123	\$5.92	\$539,433
Vehicle Cleaning Products and Services	117	\$12.11	\$1,103,407
Services			
Auto Repair Service Policy	109	\$23.28	\$2,122,214
Membership Fees for Automobile Service Clubs	117	\$31.84	\$2,901,812
Global Positioning Services	112	\$2.66	\$242,491
Vehicle Air Conditioning Repair	107	\$20.48	\$1,866,598
Vehicle Body Work and Painting	119	\$40.94	\$3,731,145
Vehicle Brake Work	116	\$98.27	\$8,957,080
Vehicle Clutch/Transmission Repair	109	\$50.81	\$4,631,504
Vehicle Cooling System Repair	112	\$34.96	\$3,186,218
Vehicle Drive Shaft and Rear-end Repair	104	\$9.28	\$846,104
Vehicle Electrical System Repair	112	\$45.97	\$4,190,291
Vehicle Exhaust System Repair	120	\$18.99	\$1,730,683
Vehicle Front End Alignment/Wheel Balance & Rotation	110	\$26.47	\$2,412,448
Lube/Oil Change and Oil Filters	106	\$108.73	\$9,910,709
Vehicle Motor Repair/Replacement	114	\$101.45	\$9,246,481
Vehicle Motor Tune-up	121	\$79.34	\$7,231,213
Vehicle Shock Absorber Replacement	115	\$8.40	\$766,051
Vehicle Steering/Front End Repair	112	\$31.20	\$2,844,206
Tire Repair and Other Repair Work	113	\$78.87	\$7,188,833

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

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

Prepared by CED/Planning
 Latitude: 47.47699
 Longitude: -122.21074

	1				3				5			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:			1,237				7,173				14,970	
Total Employees:			12,283				62,921				117,151	
Total Residential Population:			11,137				103,273				244,053	
Employee/Residential Population Ratio:			1.1:1				0.61:1				0.48:1	
Agriculture & Mining	12	1.0%	64	0.5%	112	1.6%	515	0.8%	332	2.2%	1,154	1.0%
Construction	73	5.9%	338	2.8%	563	7.8%	2,545	4.0%	1,295	8.7%	6,028	5.1%
Manufacturing	40	3.2%	2,840	23.1%	262	3.7%	9,033	14.4%	610	4.1%	16,759	14.3%
Transportation	28	2.3%	236	1.9%	274	3.8%	2,525	4.0%	729	4.9%	8,221	7.0%
Communication	13	1.1%	157	1.3%	67	0.9%	656	1.0%	134	0.9%	1,015	0.9%
Utility	1	0.1%	27	0.2%	16	0.2%	262	0.4%	33	0.2%	525	0.4%
Wholesale Trade	66	5.3%	732	6.0%	443	6.2%	5,530	8.8%	983	6.6%	11,949	10.2%
Retail Trade Summary	279	22.6%	2,946	24.0%	1,290	18.0%	12,743	20.3%	2,309	15.4%	19,202	16.4%
Home Improvement	16	1.3%	280	2.3%	54	0.8%	770	1.2%	99	0.7%	990	0.8%
General Merchandise Stores	4	0.3%	572	4.7%	20	0.3%	1,731	2.8%	33	0.2%	1,879	1.6%
Food Stores	20	1.6%	170	1.4%	116	1.6%	1,117	1.8%	245	1.6%	2,491	2.1%
Auto Dealers, Gas Stations, Auto Aftermarket	29	2.3%	505	4.1%	99	1.4%	1,284	2.0%	182	1.2%	1,691	1.4%
Apparel & Accessory Stores	19	1.5%	223	1.8%	116	1.6%	1,532	2.4%	167	1.1%	1,721	1.5%
Furniture & Home Furnishings	20	1.6%	170	1.4%	142	2.0%	1,350	2.1%	244	1.6%	1,922	1.6%
Eating & Drinking Places	99	8.0%	639	5.2%	363	5.1%	2,825	4.5%	626	4.2%	5,076	4.3%
Miscellaneous Retail	72	5.8%	387	3.2%	381	5.3%	2,133	3.4%	713	4.8%	3,433	2.9%
Finance, Insurance, Real Estate Summary	115	9.3%	698	5.7%	543	7.6%	2,872	4.6%	1,024	6.8%	4,786	4.1%
Banks, Savings & Lending Institutions	23	1.9%	227	1.8%	93	1.3%	1,075	1.7%	169	1.1%	1,768	1.5%
Securities Brokers	7	0.6%	72	0.6%	45	0.6%	179	0.3%	70	0.5%	260	0.2%
Insurance Carriers & Agents	26	2.1%	134	1.1%	98	1.4%	378	0.6%	144	1.0%	505	0.4%
Real Estate, Holding, Other Investment Offices	59	4.8%	265	2.2%	308	4.3%	1,240	2.0%	642	4.3%	2,254	1.9%
Services Summary	598	48.3%	3,584	29.2%	3,533	49.3%	20,183	32.1%	7,417	49.5%	39,569	33.8%
Hotels & Lodging	6	0.5%	228	1.9%	37	0.5%	999	1.6%	84	0.6%	2,082	1.8%
Automotive Services	36	2.9%	155	1.3%	152	2.1%	666	1.1%	284	1.9%	1,372	1.2%
Motion Pictures & Amusements	34	2.7%	562	4.6%	167	2.3%	1,525	2.4%	339	2.3%	2,287	2.0%
Health Services	77	6.2%	479	3.9%	406	5.7%	3,502	5.6%	656	4.4%	5,242	4.5%
Legal Services	31	2.5%	95	0.8%	71	1.0%	192	0.3%	121	0.8%	302	0.3%
Education Institutions & Libraries	16	1.3%	281	2.3%	91	1.3%	3,049	4.8%	198	1.3%	5,977	5.1%
Other Services	399	32.3%	1,784	14.5%	2,609	36.4%	10,250	16.3%	5,735	38.3%	22,308	19.0%
Government	11	0.9%	662	5.4%	70	1.0%	6,057	9.6%	103	0.7%	7,943	6.8%
Totals	1,237	100%	12,283	100%	7,173	100%	62,921	100%	14,970	100%	117,151	100%

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

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

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	1		3		5	
	Businesses Number	Percent	Businesses Number	Percent	Businesses Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.2%	21	0.2%	22	0.3%
Mining	0	0.0%	0	0.0%	1	0.0%
Utilities	1	0.1%	20	0.2%	8	0.1%
Construction	75	6.1%	342	2.8%	572	8.0%
Manufacturing	46	3.7%	2,903	23.6%	277	3.9%
Wholesale Trade	66	5.3%	732	6.0%	442	6.2%
Retail Trade	176	14.2%	2,288	18.6%	911	12.7%
Motor Vehicle & Parts Dealers	25	2.0%	484	3.9%	73	1.0%
Furniture & Home Furnishings Stores	10	0.8%	87	0.7%	82	1.1%
Electronics & Appliance Stores	9	0.7%	79	0.6%	55	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	15	1.2%	278	2.3%	53	0.7%
Food & Beverage Stores	19	1.5%	181	1.5%	111	1.5%
Health & Personal Care Stores	10	0.8%	79	0.6%	56	0.8%
Gasoline Stations	5	0.4%	22	0.2%	27	0.4%
Clothing & Clothing Accessories Stores	24	1.9%	240	2.0%	141	2.0%
Sport Goods, Hobby, Book, & Music Stores	13	1.1%	90	0.7%	73	1.0%
General Merchandise Stores	4	0.3%	572	4.7%	20	0.3%
Miscellaneous Store Retailers	37	3.0%	164	1.3%	174	2.4%
Nonstore Retailers	7	0.6%	13	0.1%	46	0.6%
Transportation & Warehousing	26	2.1%	511	4.2%	263	3.7%
Information	29	2.3%	212	1.7%	143	2.0%
Finance & Insurance	61	4.9%	455	3.7%	282	3.9%
Central Bank/Credit Intermediation & Related Activities	24	1.9%	236	1.9%	97	1.4%
Securities, Commodity Contracts & Other Financial	11	0.9%	84	0.7%	82	1.1%
Insurance Carriers & Related Activities; Funds, Trusts &	26	2.1%	135	1.1%	104	1.4%
Real Estate, Rental & Leasing	61	4.9%	319	2.6%	293	4.1%
Professional, Scientific & Tech Services	167	13.5%	816	6.6%	998	13.9%
Legal Services	35	2.8%	134	1.1%	81	1.1%
Management of Companies & Enterprises	2	0.2%	4	0.0%	13	0.2%
Administrative & Support & Waste Management & Educational Services	115	9.3%	444	3.6%	990	13.8%
Educational Services	23	1.9%	297	2.4%	117	1.6%
Health Care & Social Assistance	99	8.0%	625	5.1%	574	8.0%
Arts, Entertainment & Recreation	24	1.9%	528	4.3%	115	1.6%
Accommodation & Food Services	105	8.5%	867	7.1%	400	5.6%
Accommodation	6	0.5%	228	1.9%	35	0.5%
Food Services & Drinking Places	99	8.0%	639	5.2%	365	5.1%
Other Services (except Public Administration)	150	12.1%	523	4.3%	699	9.7%
Automotive Repair & Maintenance	34	2.7%	142	1.2%	130	1.8%
Public Administration	10	0.8%	377	3.1%	51	0.7%

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

Retail Goods and Services Expenditures

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Old and Newcomers	55.9%	Population	11,137	12,091
Main Street, USA	17.1%	Households	5,325	5,789
Young and Restless	14.5%	Families	2,327	2,503
International Marketplace	8.4%	Median Age	36.7	37.4
In Style	3.6%	Median Household	\$42,733	\$47,967
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		58	\$1,301.90	\$6,932,613
Men's		54	\$228.56	\$1,217,071
Women's		48	\$386.11	\$2,056,044
Children's		64	\$238.73	\$1,271,211
Footwear		42	\$177.63	\$945,861
Watches & Jewelry		83	\$123.70	\$658,702
Apparel Products and Services (1)		155	\$147.18	\$783,724
Computer				
Computers and Hardware for Home Use		87	\$177.53	\$945,360
Portable Memory		87	\$6.62	\$35,277
Computer Software		89	\$17.56	\$93,531
Computer Accessories		79	\$13.13	\$69,917
Entertainment & Recreation		81	\$2,637.80	\$14,046,268
Fees and Admissions		80	\$500.94	\$2,667,481
Membership Fees for Clubs (2)		75	\$125.43	\$667,919
Fees for Participant Sports, excl. Trips		79	\$93.46	\$497,682
Admission to Movie/Theatre/Opera/Ballet		86	\$134.78	\$717,719
Admission to Sporting Events, excl. Trips		77	\$48.66	\$259,125
Fees for Recreational Lessons		79	\$98.14	\$522,597
Dating Services		107	\$0.46	\$2,439
TV/Video/Audio		83	\$1,065.52	\$5,673,871
Cable and Satellite Television Services		81	\$698.56	\$3,719,831
Televisions		84	\$134.09	\$714,007
Satellite Dishes		77	\$1.21	\$6,430
VCRs, Video Cameras, and DVD Players		88	\$11.34	\$60,376
Miscellaneous Video Equipment		88	\$6.79	\$36,182
Video Cassettes and DVDs		90	\$31.80	\$169,310
Video Game Hardware/Accessories		96	\$25.82	\$137,495
Video Game Software		89	\$26.55	\$141,356
Streaming/Downloaded Video		95	\$3.55	\$18,921
Rental of Video Cassettes and DVDs		91	\$24.83	\$132,222
Installation of Televisions		76	\$0.65	\$3,460
Audio (3)		84	\$96.70	\$514,917
Rental and Repair of TV/Radio/Sound Equipment		75	\$3.64	\$19,363
Pets		88	\$468.82	\$2,496,491
Toys and Games (4)		85	\$118.39	\$630,438
Recreational Vehicles and Fees (5)		66	\$149.48	\$795,983
Sports/Recreation/Exercise Equipment (6)		70	\$125.13	\$666,325
Photo Equipment and Supplies (7)		84	\$65.31	\$347,787
Reading (8)		78	\$120.48	\$641,539
Catered Affairs (9)		90	\$23.73	\$126,353
Food		84	\$6,898.04	\$36,732,056
Food at Home		83	\$4,171.61	\$22,213,818
Bakery and Cereal Products		82	\$580.27	\$3,089,947
Meats, Poultry, Fish, and Eggs		83	\$917.68	\$4,886,654
Dairy Products		82	\$439.61	\$2,340,940
Fruits and Vegetables		84	\$801.49	\$4,267,949
Snacks and Other Food at Home (10)		83	\$1,432.55	\$7,628,328
Food Away from Home		85	\$2,726.43	\$14,518,238
Alcoholic Beverages		89	\$474.95	\$2,529,094
Nonalcoholic Beverages at Home		83	\$395.71	\$2,107,165

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

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

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	81	\$1,681.95	\$8,956,391
Vehicle Loans	81	\$3,086.48	\$16,435,502
Health			
Nonprescription Drugs	74	\$92.28	\$491,415
Prescription Drugs	70	\$341.52	\$1,818,581
Eyeglasses and Contact Lenses	74	\$63.89	\$340,193
Home			
Mortgage Payment and Basics (11)	69	\$6,531.63	\$34,780,949
Maintenance and Remodeling Services	65	\$1,044.90	\$5,564,083
Maintenance and Remodeling Materials (12)	60	\$173.72	\$925,047
Utilities, Fuel, and Public Services	79	\$4,009.14	\$21,348,674
Household Furnishings and Equipment			
Household Textiles (13)	83	\$87.21	\$464,405
Furniture	81	\$392.06	\$2,087,703
Rugs	73	\$18.65	\$99,306
Major Appliances (14)	72	\$197.78	\$1,053,198
Housewares (15)	71	\$53.13	\$282,913
Small Appliances	81	\$36.12	\$192,349
Luggage	82	\$7.31	\$38,914
Telephones and Accessories	83	\$44.38	\$236,300
Household Operations			
Child Care	87	\$385.44	\$2,052,464
Lawn and Garden (16)	66	\$281.27	\$1,497,756
Moving/Storage/Freight Express	102	\$66.51	\$354,186
Housekeeping Supplies (17)	79	\$561.35	\$2,989,215
Insurance			
Owners and Renters Insurance	66	\$323.40	\$1,722,096
Vehicle Insurance	82	\$970.10	\$5,165,759
Life/Other Insurance	66	\$287.41	\$1,530,475
Health Insurance	74	\$1,846.23	\$9,831,185
Personal Care Products (18)	84	\$375.31	\$1,998,504
School Books and Supplies (19)	87	\$163.97	\$873,121
Smoking Products	85	\$411.47	\$2,191,059
Transportation			
Vehicle Purchases (Net Outlay) (20)	80	\$2,869.30	\$15,279,028
Gasoline and Motor Oil	80	\$2,480.28	\$13,207,480
Vehicle Maintenance and Repairs	81	\$886.13	\$4,718,660
Travel			
Airline Fares	84	\$384.98	\$2,050,012
Lodging on Trips	74	\$313.16	\$1,667,588
Auto/Truck/Van Rental on Trips	80	\$27.09	\$144,274
Food and Drink on Trips	77	\$339.08	\$1,805,605

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.

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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

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

Retail Goods and Services Expenditures

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Enterprising Professionals	17.6%	Population	103,273	110,559
Main Street, USA	17.2%	Households	41,161	43,979
Old and Newcomers	16.0%	Families	24,249	25,759
Pleasant-Ville	13.1%	Median Age	36.0	36.7
International Marketplace	7.4%	Median Household	\$54,305	\$65,021
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		67	\$1,511.96	\$62,233,895
Men's		63	\$267.31	\$11,002,833
Women's		57	\$452.44	\$18,622,821
Children's		75	\$276.43	\$11,378,261
Footwear		48	\$206.51	\$8,499,995
Watches & Jewelry		98	\$146.55	\$6,032,201
Apparel Products and Services (1)		172	\$162.72	\$6,697,784
Computer				
Computers and Hardware for Home Use		101	\$206.69	\$8,507,733
Portable Memory		100	\$7.59	\$312,520
Computer Software		103	\$20.43	\$840,799
Computer Accessories		95	\$15.83	\$651,476
Entertainment & Recreation		97	\$3,159.59	\$130,051,814
Fees and Admissions		99	\$624.47	\$25,703,888
Membership Fees for Clubs (2)		95	\$159.30	\$6,556,890
Fees for Participant Sports, excl. Trips		98	\$115.84	\$4,768,273
Admission to Movie/Theatre/Opera/Ballet		102	\$160.90	\$6,622,775
Admission to Sporting Events, excl. Trips		95	\$59.90	\$2,465,700
Fees for Recreational Lessons		103	\$128.05	\$5,270,646
Dating Services		112	\$0.48	\$19,605
TV/Video/Audio		95	\$1,229.56	\$50,609,949
Cable and Satellite Television Services		94	\$807.92	\$33,254,988
Televisions		97	\$154.72	\$6,368,521
Satellite Dishes		85	\$1.35	\$55,392
VCRs, Video Cameras, and DVD Players		101	\$12.98	\$534,152
Miscellaneous Video Equipment		100	\$7.72	\$317,581
Video Cassettes and DVDs		101	\$35.53	\$1,462,587
Video Game Hardware/Accessories		105	\$28.23	\$1,161,807
Video Game Software		101	\$30.17	\$1,241,796
Streaming/Downloaded Video		110	\$4.11	\$169,302
Rental of Video Cassettes and DVDs		103	\$28.10	\$1,156,800
Installation of Televisions		97	\$0.83	\$34,235
Audio (3)		98	\$113.62	\$4,676,543
Rental and Repair of TV/Radio/Sound Equipment		89	\$4.28	\$176,245
Pets		106	\$564.71	\$23,244,095
Toys and Games (4)		100	\$138.58	\$5,704,116
Recreational Vehicles and Fees (5)		89	\$201.42	\$8,290,786
Sports/Recreation/Exercise Equipment (6)		84	\$149.69	\$6,161,417
Photo Equipment and Supplies (7)		99	\$77.17	\$3,176,510
Reading (8)		94	\$144.79	\$5,959,607
Catered Affairs (9)		111	\$29.19	\$1,201,445
Food		97	\$7,980.15	\$328,470,999
Food at Home		96	\$4,815.47	\$198,209,504
Bakery and Cereal Products		95	\$672.38	\$27,675,658
Meats, Poultry, Fish, and Eggs		96	\$1,058.63	\$43,574,102
Dairy Products		95	\$511.80	\$21,066,351
Fruits and Vegetables		97	\$927.58	\$38,180,173
Snacks and Other Food at Home (10)		95	\$1,645.08	\$67,713,221
Food Away from Home		99	\$3,164.68	\$130,261,495
Alcoholic Beverages		102	\$543.05	\$22,352,563
Nonalcoholic Beverages at Home		95	\$452.25	\$18,615,001

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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	102	\$2,119.89	\$87,256,732
Vehicle Loans	95	\$3,625.96	\$149,248,198
Health			
Nonprescription Drugs	88	\$109.14	\$4,492,387
Prescription Drugs	84	\$407.74	\$16,783,089
Eyeglasses and Contact Lenses	90	\$77.78	\$3,201,422
Home			
Mortgage Payment and Basics (11)	92	\$8,758.70	\$360,516,894
Maintenance and Remodeling Services	87	\$1,408.29	\$57,966,478
Maintenance and Remodeling Materials (12)	80	\$232.19	\$9,557,264
Utilities, Fuel, and Public Services	93	\$4,712.13	\$193,955,825
Household Furnishings and Equipment			
Household Textiles (13)	98	\$103.10	\$4,243,518
Furniture	96	\$464.23	\$19,108,323
Rugs	97	\$24.78	\$1,020,052
Major Appliances (14)	88	\$243.08	\$10,005,543
Housewares (15)	84	\$62.75	\$2,582,986
Small Appliances	94	\$42.23	\$1,738,109
Luggage	100	\$8.88	\$365,639
Telephones and Accessories	93	\$49.69	\$2,045,225
Household Operations			
Child Care	106	\$468.29	\$19,275,334
Lawn and Garden (16)	85	\$359.22	\$14,785,678
Moving/Storage/Freight Express	109	\$71.58	\$2,946,473
Housekeeping Supplies (17)	92	\$658.01	\$27,084,456
Insurance			
Owners and Renters Insurance	84	\$415.06	\$17,084,101
Vehicle Insurance	96	\$1,140.80	\$46,956,671
Life/Other Insurance	85	\$368.78	\$15,179,375
Health Insurance	89	\$2,220.86	\$91,412,944
Personal Care Products (18)	97	\$433.00	\$17,822,510
School Books and Supplies (19)	98	\$183.52	\$7,553,972
Smoking Products	92	\$444.87	\$18,311,378
Transportation			
Vehicle Purchases (Net Outlay) (20)	94	\$3,389.84	\$139,529,216
Gasoline and Motor Oil	93	\$2,882.59	\$118,650,189
Vehicle Maintenance and Repairs	96	\$1,047.18	\$43,102,937
Travel			
Airline Fares	101	\$466.41	\$19,197,753
Lodging on Trips	93	\$395.41	\$16,275,425
Auto/Truck/Van Rental on Trips	99	\$33.39	\$1,374,208
Food and Drink on Trips	95	\$416.22	\$17,132,100

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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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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

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Retail Goods and Services Expenditures

DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Pleasant-Ville	12.9%	Population	244,053	261,295
Main Street, USA	12.3%	Households	91,146	97,329
Enterprising Professionals	11.2%	Families	59,420	63,242
Sophisticated Squires	9.5%	Median Age	37.0	37.6
International Marketplace	8.5%	Median Household	\$60,985	\$75,518
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,739.90	\$158,585,346
Men's		73	\$309.59	\$28,217,575
Women's		66	\$524.65	\$47,819,587
Children's		84	\$312.87	\$28,516,837
Footwear		56	\$237.46	\$21,643,897
Watches & Jewelry		115	\$171.87	\$15,665,552
Apparel Products and Services (1)		193	\$183.46	\$16,721,899
Computer				
Computers and Hardware for Home Use		117	\$238.70	\$21,756,630
Portable Memory		113	\$8.63	\$786,634
Computer Software		120	\$23.66	\$2,156,624
Computer Accessories		112	\$18.65	\$1,699,761
Entertainment & Recreation		114	\$3,703.47	\$337,556,031
Fees and Admissions		119	\$751.21	\$68,469,998
Membership Fees for Clubs (2)		116	\$193.12	\$17,602,442
Fees for Participant Sports, excl. Trips		119	\$140.19	\$12,777,389
Admission to Movie/Theatre/Opera/Ballet		120	\$189.15	\$17,240,032
Admission to Sporting Events, excl. Trips		114	\$71.57	\$6,523,458
Fees for Recreational Lessons		126	\$156.67	\$14,279,675
Dating Services		121	\$0.52	\$47,001
TV/Video/Audio		109	\$1,404.30	\$127,996,068
Cable and Satellite Television Services		107	\$923.26	\$84,151,425
Televisions		111	\$176.98	\$16,130,846
Satellite Dishes		96	\$1.51	\$137,435
VCRs, Video Cameras, and DVD Players		115	\$14.81	\$1,349,955
Miscellaneous Video Equipment		113	\$8.71	\$794,235
Video Cassettes and DVDs		113	\$39.92	\$3,638,584
Video Game Hardware/Accessories		115	\$30.95	\$2,820,688
Video Game Software		113	\$33.78	\$3,079,201
Streaming/Downloaded Video		127	\$4.76	\$433,792
Rental of Video Cassettes and DVDs		116	\$31.83	\$2,901,289
Installation of Televisions		120	\$1.03	\$93,596
Audio (3)		114	\$131.74	\$12,007,543
Rental and Repair of TV/Radio/Sound Equipment		104	\$5.02	\$457,477
Pets		125	\$664.29	\$60,546,972
Toys and Games (4)		114	\$158.46	\$14,442,725
Recreational Vehicles and Fees (5)		113	\$254.31	\$23,179,097
Sports/Recreation/Exercise Equipment (6)		98	\$175.07	\$15,956,696
Photo Equipment and Supplies (7)		115	\$89.72	\$8,177,643
Reading (8)		112	\$171.61	\$15,641,655
Catered Affairs (9)		131	\$34.51	\$3,145,177
Food		111	\$9,169.72	\$835,783,084
Food at Home		110	\$5,533.24	\$504,332,873
Bakery and Cereal Products		110	\$773.48	\$70,499,162
Meats, Poultry, Fish, and Eggs		110	\$1,214.37	\$110,684,652
Dairy Products		110	\$590.75	\$53,844,326
Fruits and Vegetables		112	\$1,071.29	\$97,643,666
Snacks and Other Food at Home (10)		109	\$1,883.36	\$171,661,068
Food Away from Home		114	\$3,636.48	\$331,450,211
Alcoholic Beverages		117	\$621.22	\$56,621,396
Nonalcoholic Beverages at Home		109	\$515.35	\$46,972,325

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DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	133	\$2,767.53	\$252,248,992
Vehicle Loans	108	\$4,137.30	\$377,098,455
Health			
Nonprescription Drugs	103	\$127.67	\$11,636,781
Prescription Drugs	99	\$480.53	\$43,798,691
Eyeglasses and Contact Lenses	107	\$92.41	\$8,422,485
Home			
Mortgage Payment and Basics (11)	114	\$10,837.14	\$987,761,928
Maintenance and Remodeling Services	109	\$1,757.72	\$160,208,891
Maintenance and Remodeling Materials (12)	99	\$286.78	\$26,138,442
Utilities, Fuel, and Public Services	107	\$5,422.78	\$494,265,001
Household Furnishings and Equipment			
Household Textiles (13)	114	\$120.10	\$10,946,866
Furniture	112	\$537.24	\$48,967,050
Rugs	119	\$30.22	\$2,754,106
Major Appliances (14)	105	\$288.52	\$26,297,656
Housewares (15)	98	\$73.38	\$6,688,639
Small Appliances	109	\$48.95	\$4,462,028
Luggage	119	\$10.56	\$962,940
Telephones and Accessories	104	\$55.78	\$5,084,089
Household Operations			
Child Care	122	\$539.79	\$49,199,284
Lawn and Garden (16)	103	\$438.68	\$39,983,527
Moving/Storage/Freight Express	121	\$78.90	\$7,191,489
Housekeeping Supplies (17)	107	\$763.83	\$69,619,897
Insurance			
Owners and Renters Insurance	102	\$503.18	\$45,863,161
Vehicle Insurance	111	\$1,315.38	\$119,892,055
Life/Other Insurance	103	\$448.48	\$40,876,793
Health Insurance	105	\$2,614.27	\$238,279,852
Personal Care Products (18)	112	\$498.66	\$45,450,676
School Books and Supplies (19)	110	\$206.92	\$18,860,365
Smoking Products	100	\$485.12	\$44,216,900
Transportation			
Vehicle Purchases (Net Outlay) (20)	108	\$3,897.35	\$355,228,005
Gasoline and Motor Oil	106	\$3,294.34	\$300,265,672
Vehicle Maintenance and Repairs	111	\$1,218.54	\$111,065,471
Travel			
Airline Fares	121	\$558.27	\$50,883,651
Lodging on Trips	113	\$479.79	\$43,730,826
Auto/Truck/Van Rental on Trips	120	\$40.58	\$3,698,851
Food and Drink on Trips	114	\$498.50	\$45,436,129

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DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

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- (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.
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- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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

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

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DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary	2013	2018
Population	11,137	12,091
Population 18+	8,972	9,747
Households	5,325	5,789
Median Household Income	\$42,733	\$47,967

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,227	47.1%	95
Bought any women's clothing in last 12 months	4,152	46.3%	102
Bought clothing for child <13 years in last 6 months	2,527	28.2%	95
Bought any shoes in last 12 months	4,832	53.9%	98
Bought costume jewelry in last 12 months	1,887	21.0%	105
Bought any fine jewelry in last 12 months	1,798	20.0%	101
Bought a watch in last 12 months	1,075	12.0%	105
Automobiles (Households)			
HH owns/leases any vehicle	4,247	79.8%	94
HH bought/leased new vehicle last 12 mo	319	6.0%	76
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,398	82.5%	97
Bought/changed motor oil in last 12 months	4,305	48.0%	95
Had tune-up in last 12 months	2,766	30.8%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,908	65.8%	103
Drank regular cola in last 6 months	4,446	49.6%	107
Drank beer/ale in last 6 months	3,821	42.6%	100
Cameras (Adults)			
Own digital point & shoot camera	2,995	33.4%	96
Own digital single-lens reflex (SLR) camera	627	7.0%	84
Bought any camera in last 12 months	741	8.3%	95
Bought memory card for camera in last 12 months	525	5.9%	89
Printed digital photos in last 12 months	312	3.5%	79
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,333	37.1%	99
Have a smartphone	3,508	39.1%	107
Have an iPhone	1,215	13.5%	116
Number of cell phones in household: 1	2,087	39.2%	123
Number of cell phones in household: 2	1,780	33.4%	93
Number of cell phones in household: 3+	937	17.6%	71
HH has cell phone only (no landline telephone)	2,397	45.0%	134
Computers (Households)			
HH owns a computer	3,900	73.2%	97
HH owns desktop computer	2,618	49.2%	94
HH owns laptop/notebook/tablet	2,405	45.2%	95
Spent <\$500 on most recent home computer	811	15.2%	116
Spent \$500-\$999 on most recent home computer	1,070	20.1%	97
Spent \$1,000-\$1,499 on most recent home computer	494	9.3%	86
Spent \$1,500-\$1,999 on most recent home computer	228	4.3%	86
Spent \$2,000+ on most recent home computer	174	3.3%	84

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.

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	1,405	15.7%	100
Bought cigarettes at convenience store in last 30 days	1,457	16.2%	121
Bought gas at convenience store in last 30 days	2,635	29.4%	88
Spent at convenience store in last 30 days: <\$11	704	7.8%	112
Spent at convenience store in last 30 days: \$11-\$19	201	2.2%	115
Spent at convenience store in last 30 days: \$20-\$39	653	7.3%	78
Spent at convenience store in last 30 days: \$40-\$50	670	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	539	6.0%	121
Spent at convenience store in last 30 days: \$100+	1,814	20.2%	88
Entertainment (Adults)			
Attended a movie in last 6 months	5,544	61.8%	102
Went to live theater in last 12 months	976	10.9%	90
Went to a bar/night club in last 12 months	1,635	18.2%	102
Dined out in last 12 months	4,031	44.9%	98
Gambled at a casino in last 12 months	1,342	15.0%	96
Visited a theme park in last 12 months	1,537	17.1%	94
Viewed movie (video-on-demand) in last 30 days	1,588	17.7%	114
Viewed TV show (video-on-demand) in last 30 days	1,291	14.4%	138
Watched any pay-per-view TV in last 12 months	1,288	14.4%	102
Downloaded a movie over the Internet in last 30 days	652	7.3%	123
Downloaded any individual song in last 6 months	1,848	20.6%	100
Watched a movie online in the last 30 days	1,145	12.8%	114
Watched a TV program online in last 30 days	1,492	16.6%	134
Played a video/electronic game (console) in last 12 months	1,054	11.7%	100
Played a video/electronic game (portable) in last 12 months	448	5.0%	108
Financial (Adults)			
Have home mortgage (1st)	2,025	22.6%	70
Used ATM/cash machine in last 12 months	4,353	48.5%	101
Own any stock	613	6.8%	83
Own U.S. savings bond	349	3.9%	62
Own shares in mutual fund (stock)	528	5.9%	73
Own shares in mutual fund (bonds)	341	3.8%	73
Have interest checking account	2,263	25.2%	87
Have non-interest checking account	2,334	26.0%	91
Have savings account	4,457	49.7%	93
Have 401K retirement savings plan	1,155	12.9%	88
Own/used any credit/debit card in last 12 months	6,146	68.5%	94
Avg monthly credit card expenditures: <\$111	1,078	12.0%	97
Avg monthly credit card expenditures: \$111-\$225	667	7.4%	114
Avg monthly credit card expenditures: \$226-\$450	448	5.0%	82
Avg monthly credit card expenditures: \$451-\$700	500	5.6%	105
Avg monthly credit card expenditures: \$701-\$1,000	252	2.8%	63
Avg monthly credit card expenditures: \$1,001+	477	5.3%	59
Did banking online in last 12 months	3,023	33.7%	98
Did banking on mobile device in last 12 months	796	8.9%	123
Paid bills online in last 12 months	3,641	40.6%	101

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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.

DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,160	68.7%	95
Used bread in last 6 months	8,489	94.6%	99
Used chicken/turkey (fresh or frozen) in last 6 months	7,038	78.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	4,692	52.3%	94
Used fresh fruit/vegetables in last 6 months	7,807	87.0%	100
Used fresh milk in last 6 months	8,012	89.3%	99
Used organic food in last 6 months	1,705	19.0%	100
Health (Adults)			
Exercise at home 2+ times per week	2,085	23.2%	85
Exercise at club 2+ times per week	1,178	13.1%	100
Visited a doctor in last 12 months	6,659	74.2%	98
Used vitamin/dietary supplement in last 6 months	4,677	52.1%	98
Home (Households)			
Any home improvement in last 12 months	985	18.5%	65
Used housekeeper/maid/professional HH cleaning service in last 12	534	10.0%	75
Purchased low ticket HH furnishings in last 12 months	801	15.0%	96
Purchased big ticket HH furnishings in last 12 months	1,240	23.3%	110
Purchased bedding/bath goods in last 12 months	2,781	52.2%	97
Purchased cooking/serving product in last 12 months	1,402	26.3%	108
Bought any small kitchen appliance in last 12 months	1,164	21.9%	99
Bought any large kitchen appliance in last 12 months	666	12.5%	98
Insurance (Adults/Households)			
Currently carry life insurance	3,337	37.2%	85
Carry medical/hospital/accident insurance	5,365	59.8%	93
Carry homeowner insurance	2,941	32.8%	68
Have auto insurance: 1 vehicle in household covered	2,119	39.8%	128
Have auto insurance: 2 vehicles in household covered	1,269	23.8%	85
Have auto insurance: 3+ vehicles in household covered	582	10.9%	50
Pets (Households)			
Household owns any pet	2,325	43.7%	83
Household owns any cat	1,157	21.7%	95
Household owns any dog	1,396	26.2%	67
Psychographics (Adults)			
Buying American is important to me	3,577	39.9%	96
Usually buy items on credit rather than wait	978	10.9%	94
Usually buy based on quality - not price	1,626	18.1%	100
Price is usually more important than brand name	2,481	27.7%	102
Usually use coupons for brands I buy often	1,573	17.5%	93
Am interested in how to help the environment	1,599	17.8%	102
Usually pay more for environ safe product	1,247	13.9%	111
Usually value green products over convenience	955	10.6%	108
Likely to buy a brand that supports a charity	3,222	35.9%	107
Reading (Adults)			
Bought digital book in last 12 months	681	7.6%	109
Bought hardcover book in last 12 months	2,487	27.7%	109
Bought paperback book in last 12 month	3,300	36.8%	101
Read newspaper using e-reader/tablet in last 6 months	201	2.2%	89
Read book using e-reader/tablet in last 6 months	611	6.8%	96
Read any daily newspaper (paper version)	2,593	28.9%	90
Read any magazine (paper/electronic version) in last 6 months	8,181	91.2%	100

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DT midpoint
Location
Ring: 1 mile radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	6,614	73.7%	97
Went to family restaurant/steak house: 4+ times a month	2,567	28.6%	96
Went to fast food/drive-in restaurant in last 6 months	8,064	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	3,972	44.3%	109
Fast food/drive-in last 6 months: eat in	3,166	35.3%	97
Fast food/drive-in last 6 months: home delivery	947	10.6%	136
Fast food/drive-in last 6 months: take-out/drive-thru	4,247	47.3%	100
Fast food/drive-in last 6 months: take-out/walk-in	1,712	19.1%	98
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	745	8.3%	85
Own any portable MP3 player	3,118	34.8%	103
HH owns 1 TV	1,438	27.0%	136
HH owns 2 TVs	1,513	28.4%	108
HH owns 3 TVs	959	18.0%	83
HH owns 4+ TVs	652	12.2%	61
HH subscribes to cable TV	3,285	61.7%	111
HH subscribes to fiber optic	329	6.2%	101
HH has satellite dish	740	13.9%	54
HH owns DVD/Blu-ray player	3,314	62.2%	100
HH owns camcorder	845	15.9%	92
HH owns portable GPS navigation device	1,112	20.9%	80
HH owns video game system	2,176	40.9%	94
Travel (Adults)			
Domestic travel in last 12 months	4,167	46.4%	91
Took 3+ domestic non-business trips in last 12 months	938	10.5%	84
Spent on domestic vacations in last 12 months: <\$1,000	1,058	11.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	448	5.0%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	294	3.3%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	267	3.0%	74
Spent on domestic vacations in last 12 months: \$3,000+	363	4.0%	72
Domestic travel in the 12 months: used general travel website	593	6.6%	85
Foreign travel in last 3 years	2,075	23.1%	94
Took 3+ foreign trips by plane in last 3 years	277	3.1%	70
Spent on foreign vacations in last 12 months: <\$1,000	412	4.6%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	298	3.3%	97
Spent on foreign vacations in last 12 months: \$3,000+	239	2.7%	56
Foreign travel in last 3 years: used general travel website	421	4.7%	77
Stayed 1+ nights at hotel/motel in last 12 months	3,490	38.9%	92
Took cruise of more than one day in last 3 years	730	8.1%	93
Member of any frequent flyer program	1,156	12.9%	77
Member of any hotel rewards program	1,058	11.8%	87

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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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary	2013	2018
Population	103,273	110,559
Population 18+	79,889	85,233
Households	41,161	43,979
Median Household Income	\$54,305	\$65,021

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	39,857	49.9%	101
Bought any women's clothing in last 12 months	35,961	45.0%	99
Bought clothing for child <13 years in last 6 months	23,193	29.0%	98
Bought any shoes in last 12 months	43,913	55.0%	100
Bought costume jewelry in last 12 months	16,282	20.4%	102
Bought any fine jewelry in last 12 months	16,544	20.7%	105
Bought a watch in last 12 months	8,850	11.1%	97
Automobiles (Households)			
HH owns/leases any vehicle	34,646	84.2%	99
HH bought/leased new vehicle last 12 mo	2,902	7.1%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	68,570	85.8%	101
Bought/changed motor oil in last 12 months	38,601	48.3%	96
Had tune-up in last 12 months	25,436	31.8%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	53,261	66.7%	105
Drank regular cola in last 6 months	37,618	47.1%	101
Drank beer/ale in last 6 months	35,657	44.6%	105
Cameras (Adults)			
Own digital point & shoot camera	28,155	35.2%	101
Own digital single-lens reflex (SLR) camera	6,740	8.4%	101
Bought any camera in last 12 months	6,815	8.5%	98
Bought memory card for camera in last 12 months	5,366	6.7%	103
Printed digital photos in last 12 months	3,098	3.9%	88
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	30,177	37.8%	101
Have a smartphone	32,460	40.6%	111
Have an iPhone	10,284	12.9%	110
Number of cell phones in household: 1	13,467	32.7%	103
Number of cell phones in household: 2	14,997	36.4%	101
Number of cell phones in household: 3+	9,767	23.7%	96
HH has cell phone only (no landline telephone)	15,805	38.4%	114
Computers (Households)			
HH owns a computer	32,296	78.5%	104
HH owns desktop computer	21,789	52.9%	102
HH owns laptop/notebook/tablet	20,863	50.7%	107
Spent <\$500 on most recent home computer	5,482	13.3%	101
Spent \$500-\$999 on most recent home computer	9,054	22.0%	106
Spent \$1,000-\$1,499 on most recent home computer	4,514	11.0%	102
Spent \$1,500-\$1,999 on most recent home computer	1,994	4.8%	97
Spent \$2,000+ on most recent home computer	1,626	4.0%	102

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

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

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	13,760	17.2%	110
Bought cigarettes at convenience store in last 30 days	11,237	14.1%	105
Bought gas at convenience store in last 30 days	23,949	30.0%	90
Spent at convenience store in last 30 days: <\$11	6,110	7.6%	109
Spent at convenience store in last 30 days: \$11-\$19	1,546	1.9%	100
Spent at convenience store in last 30 days: \$20-\$39	7,013	8.8%	94
Spent at convenience store in last 30 days: \$40-\$50	6,485	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	4,237	5.3%	107
Spent at convenience store in last 30 days: \$100+	17,023	21.3%	93
Entertainment (Adults)			
Attended a movie in last 6 months	51,034	63.9%	105
Went to live theater in last 12 months	9,927	12.4%	103
Went to a bar/night club in last 12 months	15,344	19.2%	107
Dined out in last 12 months	37,980	47.5%	103
Gambled at a casino in last 12 months	14,042	17.6%	112
Visited a theme park in last 12 months	15,962	20.0%	110
Viewed movie (video-on-demand) in last 30 days	15,350	19.2%	124
Viewed TV show (video-on-demand) in last 30 days	11,427	14.3%	137
Watched any pay-per-view TV in last 12 months	11,794	14.8%	105
Downloaded a movie over the Internet in last 30 days	5,228	6.5%	111
Downloaded any individual song in last 6 months	17,430	21.8%	106
Watched a movie online in the last 30 days	10,623	13.3%	118
Watched a TV program online in last 30 days	12,235	15.3%	123
Played a video/electronic game (console) in last 12 months	10,164	12.7%	108
Played a video/electronic game (portable) in last 12 months	4,007	5.0%	108
Financial (Adults)			
Have home mortgage (1st)	25,614	32.1%	100
Used ATM/cash machine in last 12 months	41,327	51.7%	108
Own any stock	6,433	8.1%	98
Own U.S. savings bond	5,040	6.3%	101
Own shares in mutual fund (stock)	5,868	7.3%	91
Own shares in mutual fund (bonds)	3,800	4.8%	91
Have interest checking account	22,980	28.8%	99
Have non-interest checking account	23,106	28.9%	101
Have savings account	44,005	55.1%	104
Have 401K retirement savings plan	12,605	15.8%	107
Own/used any credit/debit card in last 12 months	59,767	74.8%	103
Avg monthly credit card expenditures: <\$111	10,131	12.7%	102
Avg monthly credit card expenditures: \$111-\$225	5,671	7.1%	109
Avg monthly credit card expenditures: \$226-\$450	5,111	6.4%	104
Avg monthly credit card expenditures: \$451-\$700	4,816	6.0%	114
Avg monthly credit card expenditures: \$701-\$1,000	3,598	4.5%	101
Avg monthly credit card expenditures: \$1,001+	6,596	8.3%	91
Did banking online in last 12 months	30,350	38.0%	111
Did banking on mobile device in last 12 months	6,613	8.3%	114
Paid bills online in last 12 months	35,436	44.4%	111

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.

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DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	56,627	70.9%	99
Used bread in last 6 months	76,020	95.2%	100
Used chicken/turkey (fresh or frozen) in last 6 months	64,783	81.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	45,245	56.6%	102
Used fresh fruit/vegetables in last 6 months	69,961	87.6%	100
Used fresh milk in last 6 months	71,458	89.4%	99
Used organic food in last 6 months	15,884	19.9%	105
Health (Adults)			
Exercise at home 2+ times per week	21,364	26.7%	98
Exercise at club 2+ times per week	11,484	14.4%	109
Visited a doctor in last 12 months	60,132	75.3%	100
Used vitamin/dietary supplement in last 6 months	43,279	54.2%	101
Home (Households)			
Any home improvement in last 12 months	10,501	25.5%	90
Used housekeeper/maid/professional HH cleaning service in last 12	5,058	12.3%	92
Purchased low ticket HH furnishings in last 12 months	6,808	16.5%	106
Purchased big ticket HH furnishings in last 12 months	9,818	23.9%	113
Purchased bedding/bath goods in last 12 months	22,539	54.8%	102
Purchased cooking/serving product in last 12 months	10,665	25.9%	106
Bought any small kitchen appliance in last 12 months	9,555	23.2%	106
Bought any large kitchen appliance in last 12 months	5,464	13.3%	104
Insurance (Adults/Households)			
Currently carry life insurance	34,072	42.6%	97
Carry medical/hospital/accident insurance	51,448	64.4%	100
Carry homeowner insurance	34,852	43.6%	90
Have auto insurance: 1 vehicle in household covered	14,271	34.7%	112
Have auto insurance: 2 vehicles in household covered	11,422	27.7%	99
Have auto insurance: 3+ vehicles in household covered	7,229	17.6%	80
Pets (Households)			
Household owns any pet	19,635	47.7%	90
Household owns any cat	9,105	22.1%	96
Household owns any dog	12,982	31.5%	80
Psychographics (Adults)			
Buying American is important to me	31,304	39.2%	94
Usually buy items on credit rather than wait	10,044	12.6%	108
Usually buy based on quality - not price	14,457	18.1%	100
Price is usually more important than brand name	21,306	26.7%	98
Usually use coupons for brands I buy often	14,287	17.9%	95
Am interested in how to help the environment	13,926	17.4%	100
Usually pay more for environ safe product	10,128	12.7%	101
Usually value green products over convenience	7,355	9.2%	93
Likely to buy a brand that supports a charity	26,722	33.4%	100
Reading (Adults)			
Bought digital book in last 12 months	5,671	7.1%	102
Bought hardcover book in last 12 months	21,246	26.6%	105
Bought paperback book in last 12 month	29,968	37.5%	103
Read newspaper using e-reader/tablet in last 6 months	2,023	2.5%	101
Read book using e-reader/tablet in last 6 months	5,850	7.3%	103
Read any daily newspaper (paper version)	24,658	30.9%	96
Read any magazine (paper/electronic version) in last 6 months	73,887	92.5%	102

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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.

DT midpoint
Location
Ring: 3 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	62,091	77.7%	102
Went to family restaurant/steak house: 4+ times a month	23,318	29.2%	98
Went to fast food/drive-in restaurant in last 6 months	72,443	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	34,918	43.7%	108
Fast food/drive-in last 6 months: eat in	29,112	36.4%	101
Fast food/drive-in last 6 months: home delivery	8,036	10.1%	130
Fast food/drive-in last 6 months: take-out/drive-thru	38,224	47.8%	102
Fast food/drive-in last 6 months: take-out/walk-in	16,542	20.7%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	7,982	10.0%	102
Own any portable MP3 player	30,230	37.8%	112
HH owns 1 TV	8,895	21.6%	109
HH owns 2 TVs	11,245	27.3%	104
HH owns 3 TVs	8,268	20.1%	93
HH owns 4+ TVs	7,493	18.2%	90
HH subscribes to cable TV	25,768	62.6%	113
HH subscribes to fiber optic	3,830	9.3%	151
HH has satellite dish	6,957	16.9%	66
HH owns DVD/Blu-ray player	26,652	64.8%	104
HH owns camcorder	7,497	18.2%	105
HH owns portable GPS navigation device	11,290	27.4%	105
HH owns video game system	19,045	46.3%	107
Travel (Adults)			
Domestic travel in last 12 months	41,025	51.4%	101
Took 3+ domestic non-business trips in last 12 months	9,013	11.3%	90
Spent on domestic vacations in last 12 months: <\$1,000	10,268	12.9%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,516	5.7%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,058	3.8%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,868	3.6%	90
Spent on domestic vacations in last 12 months: \$3,000+	4,167	5.2%	93
Domestic travel in the 12 months: used general travel website	6,587	8.2%	107
Foreign travel in last 3 years	20,696	25.9%	105
Took 3+ foreign trips by plane in last 3 years	3,181	4.0%	90
Spent on foreign vacations in last 12 months: <\$1,000	4,069	5.1%	104
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,855	3.6%	105
Spent on foreign vacations in last 12 months: \$3,000+	3,220	4.0%	84
Foreign travel in last 3 years: used general travel website	5,012	6.3%	103
Stayed 1+ nights at hotel/motel in last 12 months	33,477	41.9%	100
Took cruise of more than one day in last 3 years	7,123	8.9%	102
Member of any frequent flyer program	12,361	15.5%	93
Member of any hotel rewards program	10,597	13.3%	98

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DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Demographic Summary	2013	2018
Population	244,053	261,295
Population 18+	186,515	199,113
Households	91,146	97,329
Median Household Income	\$60,985	\$75,518

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	93,541	50.2%	102
Bought any women's clothing in last 12 months	85,034	45.6%	100
Bought clothing for child <13 years in last 6 months	55,867	30.0%	101
Bought any shoes in last 12 months	103,670	55.6%	101
Bought costume jewelry in last 12 months	37,820	20.3%	101
Bought any fine jewelry in last 12 months	38,343	20.6%	104
Bought a watch in last 12 months	21,175	11.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	78,608	86.2%	101
HH bought/leased new vehicle last 12 mo	7,281	8.0%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	161,791	86.7%	102
Bought/changed motor oil in last 12 months	88,906	47.7%	94
Had tune-up in last 12 months	61,007	32.7%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	126,288	67.7%	106
Drank regular cola in last 6 months	85,338	45.8%	98
Drank beer/ale in last 6 months	84,609	45.4%	106
Cameras (Adults)			
Own digital point & shoot camera	68,220	36.6%	105
Own digital single-lens reflex (SLR) camera	16,590	8.9%	107
Bought any camera in last 12 months	15,956	8.6%	98
Bought memory card for camera in last 12 months	12,648	6.8%	104
Printed digital photos in last 12 months	7,549	4.0%	92
Cell Phones (Adults/Housholds)			
Bought cell phone in last 12 months	70,486	37.8%	101
Have a smartphone	76,661	41.1%	112
Have an iPhone	24,952	13.4%	114
Number of cell phones in household: 1	26,793	29.4%	92
Number of cell phones in household: 2	33,775	37.1%	103
Number of cell phones in household: 3+	25,045	27.5%	111
HH has cell phone only (no landline telephone)	30,861	33.9%	101
Computers (Households)			
HH owns a computer	73,632	80.8%	107
HH owns desktop computer	50,363	55.3%	106
HH owns laptop/notebook/tablet	48,232	52.9%	111
Spent <\$500 on most recent home computer	11,779	12.9%	98
Spent \$500-\$999 on most recent home computer	20,190	22.2%	107
Spent \$1,000-\$1,499 on most recent home computer	10,524	11.5%	107
Spent \$1,500-\$1,999 on most recent home computer	4,870	5.3%	107
Spent \$2,000+ on most recent home computer	3,951	4.3%	112

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Retail Market Potential

DT midpoint
 Location
 Ring: 5 miles radius

Prepared by CED/Planning
 Latitude: 47.47699
 Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	31,255	16.8%	107
Bought cigarettes at convenience store in last 30 days	23,346	12.5%	94
Bought gas at convenience store in last 30 days	53,621	28.7%	87
Spent at convenience store in last 30 days: <\$11	14,739	7.9%	113
Spent at convenience store in last 30 days: \$11-\$19	3,660	2.0%	101
Spent at convenience store in last 30 days: \$20-\$39	17,263	9.3%	99
Spent at convenience store in last 30 days: \$40-\$50	14,667	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	9,185	4.9%	99
Spent at convenience store in last 30 days: \$100+	37,759	20.2%	88
Entertainment (Adults)			
Attended a movie in last 6 months	121,133	64.9%	107
Went to live theater in last 12 months	24,537	13.2%	109
Went to a bar/night club in last 12 months	35,608	19.1%	107
Dined out in last 12 months	90,318	48.4%	105
Gambled at a casino in last 12 months	33,641	18.0%	115
Visited a theme park in last 12 months	40,387	21.7%	119
Viewed movie (video-on-demand) in last 30 days	36,436	19.5%	126
Viewed TV show (video-on-demand) in last 30 days	26,270	14.1%	135
Watched any pay-per-view TV in last 12 months	29,068	15.6%	111
Downloaded a movie over the Internet in last 30 days	11,864	6.4%	108
Downloaded any individual song in last 6 months	41,722	22.4%	109
Watched a movie online in the last 30 days	23,963	12.8%	114
Watched a TV program online in last 30 days	27,298	14.6%	118
Played a video/electronic game (console) in last 12 months	23,088	12.4%	105
Played a video/electronic game (portable) in last 12 months	9,309	5.0%	108
Financial (Adults)			
Have home mortgage (1st)	64,327	34.5%	107
Used ATM/cash machine in last 12 months	97,054	52.0%	108
Own any stock	16,056	8.6%	105
Own U.S. savings bond	12,529	6.7%	107
Own shares in mutual fund (stock)	14,975	8.0%	99
Own shares in mutual fund (bonds)	10,001	5.4%	102
Have interest checking account	55,567	29.8%	103
Have non-interest checking account	54,074	29.0%	101
Have savings account	104,216	55.9%	105
Have 401K retirement savings plan	30,118	16.1%	110
Own/used any credit/debit card in last 12 months	141,499	75.9%	104
Avg monthly credit card expenditures: <\$111	23,645	12.7%	102
Avg monthly credit card expenditures: \$111-\$225	13,076	7.0%	108
Avg monthly credit card expenditures: \$226-\$450	12,154	6.5%	106
Avg monthly credit card expenditures: \$451-\$700	11,059	5.9%	112
Avg monthly credit card expenditures: \$701-\$1,000	8,982	4.8%	108
Avg monthly credit card expenditures: \$1,001+	18,087	9.7%	107
Did banking online in last 12 months	71,936	38.6%	112
Did banking on mobile device in last 12 months	15,024	8.1%	111
Paid bills online in last 12 months	83,469	44.8%	112

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DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	132,657	71.1%	99
Used bread in last 6 months	177,838	95.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	152,356	81.7%	101
Used fish/seafood (fresh or frozen) in last 6 months	106,775	57.2%	103
Used fresh fruit/vegetables in last 6 months	164,431	88.2%	101
Used fresh milk in last 6 months	167,298	89.7%	100
Used organic food in last 6 months	38,691	20.7%	109
Health (Adults)			
Exercise at home 2+ times per week	52,418	28.1%	103
Exercise at club 2+ times per week	28,456	15.3%	116
Visited a doctor in last 12 months	141,814	76.0%	101
Used vitamin/dietary supplement in last 6 months	102,464	54.9%	103
Home (Households)			
Any home improvement in last 12 months	25,451	27.9%	98
Used housekeeper/maid/professional HH cleaning service in last 12	12,655	13.9%	104
Purchased low ticket HH furnishings in last 12 months	15,142	16.6%	106
Purchased big ticket HH furnishings in last 12 months	21,096	23.1%	109
Purchased bedding/bath goods in last 12 months	49,991	54.8%	102
Purchased cooking/serving product in last 12 months	23,298	25.6%	105
Bought any small kitchen appliance in last 12 months	21,040	23.1%	105
Bought any large kitchen appliance in last 12 months	12,255	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	80,484	43.2%	98
Carry medical/hospital/accident insurance	122,144	65.5%	102
Carry homeowner insurance	88,354	47.4%	98
Have auto insurance: 1 vehicle in household covered	28,954	31.8%	103
Have auto insurance: 2 vehicles in household covered	27,044	29.7%	106
Have auto insurance: 3+ vehicles in household covered	18,766	20.6%	93
Pets (Households)			
Household owns any pet	45,946	50.4%	96
Household owns any cat	20,188	22.1%	96
Household owns any dog	31,729	34.8%	89
Psychographics (Adults)			
Buying American is important to me	71,591	38.4%	92
Usually buy items on credit rather than wait	24,333	13.0%	112
Usually buy based on quality - not price	33,872	18.2%	100
Price is usually more important than brand name	49,412	26.5%	98
Usually use coupons for brands I buy often	33,955	18.2%	97
Am interested in how to help the environment	32,926	17.7%	101
Usually pay more for environ safe product	23,428	12.6%	100
Usually value green products over convenience	17,112	9.2%	93
Likely to buy a brand that supports a charity	62,064	33.3%	99
Reading (Adults)			
Bought digital book in last 12 months	13,822	7.4%	106
Bought hardcover book in last 12 months	49,988	26.8%	106
Bought paperback book in last 12 month	71,536	38.4%	106
Read newspaper using e-reader/tablet in last 6 months	5,224	2.8%	112
Read book using e-reader/tablet in last 6 months	14,903	8.0%	113
Read any daily newspaper (paper version)	59,540	31.9%	99
Read any magazine (paper/electronic version) in last 6 months	172,965	92.7%	102

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DT midpoint
Location
Ring: 5 miles radius

Prepared by CED/Planning
Latitude: 47.47699
Longitude: -122.21074

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	145,331	77.9%	103
Went to family restaurant/steak house: 4+ times a month	54,624	29.3%	99
Went to fast food/drive-in restaurant in last 6 months	169,011	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	79,784	42.8%	106
Fast food/drive-in last 6 months: eat in	68,388	36.7%	101
Fast food/drive-in last 6 months: home delivery	17,193	9.2%	119
Fast food/drive-in last 6 months: take-out/drive-thru	87,996	47.2%	100
Fast food/drive-in last 6 months: take-out/walk-in	38,464	20.6%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	20,776	11.1%	114
Own any portable MP3 player	72,526	38.9%	116
HH owns 1 TV	18,046	19.8%	100
HH owns 2 TVs	23,875	26.2%	100
HH owns 3 TVs	19,068	20.9%	97
HH owns 4+ TVs	18,945	20.8%	103
HH subscribes to cable TV	56,194	61.7%	111
HH subscribes to fiber optic	9,283	10.2%	166
HH has satellite dish	17,156	18.8%	74
HH owns DVD/Blu-ray player	59,515	65.3%	105
HH owns camcorder	17,920	19.7%	114
HH owns portable GPS navigation device	26,679	29.3%	112
HH owns video game system	43,577	47.8%	110
Travel (Adults)			
Domestic travel in last 12 months	99,420	53.3%	105
Took 3+ domestic non-business trips in last 12 months	22,597	12.1%	97
Spent on domestic vacations in last 12 months: <\$1,000	23,416	12.6%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	11,166	6.0%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,722	4.1%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,594	4.1%	102
Spent on domestic vacations in last 12 months: \$3,000+	11,286	6.1%	107
Domestic travel in the 12 months: used general travel website	16,018	8.6%	111
Foreign travel in last 3 years	52,778	28.3%	115
Took 3+ foreign trips by plane in last 3 years	8,910	4.8%	108
Spent on foreign vacations in last 12 months: <\$1,000	10,420	5.6%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,151	3.8%	112
Spent on foreign vacations in last 12 months: \$3,000+	9,305	5.0%	104
Foreign travel in last 3 years: used general travel website	12,783	6.9%	112
Stayed 1+ nights at hotel/motel in last 12 months	82,095	44.0%	105
Took cruise of more than one day in last 3 years	17,846	9.6%	110
Member of any frequent flyer program	33,775	18.1%	108
Member of any hotel rewards program	27,189	14.6%	108

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