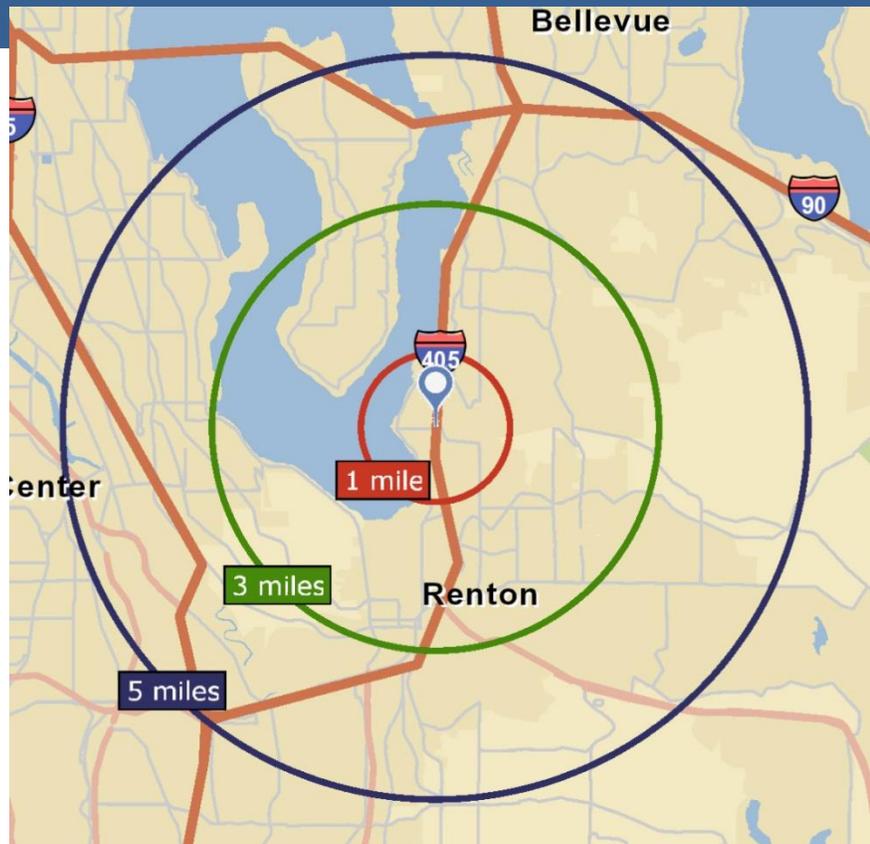


# Expenditures

## Waterfront North Renton

1, 3 and 5 Miles Radii from the Intersection of  
I-405 & NE 30<sup>th</sup> St



RENTON. AHEAD OF THE CURVE.

City of  
**Renton**



Community & Economic Development

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# House and Home Expenditures

WFN midpoint  
 Location  
 Ring: 1 mile radius

Prepared by CED/Planning  
 Latitude: 47.49952  
 Longitude: -122.20546

2013 Housing Summary		2013 Demographic Summary		
Housing Units	5,422	Population	10,780	
2013-2018 Percent Change	6.12%	Households	4,836	
Percent Occupied	89.2%	Families	2,388	
Percent Owner Households	39.6%	Median Age	36.8	
Median Home Value	\$270,015	Median Household Income	\$52,738	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		87	\$10,041.87	\$48,562,505
Mortgage Interest		92	\$3,881.05	\$18,768,748
Mortgage Principal		87	\$1,901.44	\$9,195,344
Property Taxes		86	\$2,156.44	\$10,428,520
Homeowners Insurance		81	\$382.85	\$1,851,443
Ground Rent		93	\$64.62	\$312,480
Maintenance and Remodeling Services		82	\$1,332.70	\$6,444,947
Maintenance and Remodeling Materials		76	\$221.54	\$1,071,352
Property Management and Security		95	\$101.26	\$489,672
<b>Rented Dwellings</b>		152	\$6,195.91	\$29,963,442
Rent		153	\$5,968.69	\$28,864,582
Rent Received as Pay		142	\$158.51	\$766,567
Renters' Insurance		140	\$24.08	\$116,447
Maintenance and Repair Services		99	\$27.42	\$132,608
Maintenance and Repair Materials		119	\$17.21	\$83,238
<b>Owned Vacation Homes</b>		88	\$527.06	\$2,548,849
Mortgage Payment		90	\$184.59	\$892,693
Property Taxes		84	\$135.20	\$653,841
Homeowners Insurance		82	\$11.66	\$56,393
Maintenance and Remodeling		91	\$172.18	\$832,671
Property Management and Security		82	\$23.42	\$113,250
Housing While Attending School		99	\$87.51	\$423,190
<b>Household Operations</b>		96	\$1,676.75	\$8,108,786
Child Care		109	\$482.46	\$2,333,189
Care for Elderly or Handicapped		99	\$60.48	\$292,477
Appliance Rental and Repair		86	\$22.99	\$111,202
Computer Information Services		102	\$418.91	\$2,025,845
Home Security System Services		87	\$29.31	\$141,726
Non-Apparel Household Laundry/Dry Cleaning		30	\$8.72	\$42,158
Housekeeping Services		92	\$137.15	\$663,278
Lawn and Garden		82	\$348.62	\$1,685,909
Moving/Storage/Freight Express		119	\$77.60	\$375,272
Installation of Computers		93	\$0.53	\$2,574
PC Repair (Personal Use)		102	\$9.71	\$46,950
Reupholstering/Furniture Repair		84	\$6.92	\$33,476
Termite/Pest Control		87	\$26.85	\$129,859
Water Softening Services		73	\$4.18	\$20,209
Internet Services Away from Home		111	\$6.79	\$32,851
Voice Over IP Service		107	\$14.37	\$69,512
Other Home Services (1)		89	\$21.15	\$102,299

**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.

WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	96	\$4,825.90	\$23,338,043
Bottled Gas	61	\$46.08	\$222,862
Electricity	94	\$1,822.88	\$8,815,430
Fuel Oil	83	\$95.19	\$460,327
Natural Gas	98	\$575.84	\$2,784,747
Phone Services	100	\$1,632.35	\$7,894,057
Water and Other Public Services	95	\$646.46	\$3,126,294
Coal/Wood/Other Fuel	56	\$7.10	\$34,326
<b>Housekeeping Supplies</b>	95	\$675.35	\$3,265,978
Laundry and Cleaning Supplies	96	\$194.44	\$940,320
Postage and Stationery	92	\$165.37	\$799,731
Other HH Products (2)	96	\$315.53	\$1,525,927
<b>Household Textiles</b>	100	\$105.12	\$508,374
Bathroom Linens	105	\$15.47	\$74,804
Bedroom Linens	104	\$51.90	\$250,987
Kitchen and Dining Room Linens	98	\$2.47	\$11,964
Curtains and Draperies	91	\$18.10	\$87,524
Slipcovers, Decorative Pillows	101	\$5.02	\$24,266
Materials for Slipcovers/Curtains	89	\$10.60	\$51,268
Other Linens	108	\$1.56	\$7,561
<b>Furniture</b>	100	\$479.09	\$2,316,897
Mattresses and Box Springs	101	\$75.62	\$365,715
Other Bedroom Furniture	105	\$95.53	\$461,974
Sofas	102	\$123.88	\$599,070
Living Room Tables and Chairs	93	\$64.80	\$313,358
Kitchen, Dining Room Furniture	99	\$40.55	\$196,111
Infant Furniture	110	\$12.39	\$59,912
Outdoor Furniture	88	\$20.16	\$97,486
Wall Units, Cabinets, Other Furniture (3)	93	\$46.17	\$223,270
<b>Major Appliances</b>	89	\$245.53	\$1,187,383
Dishwashers and Disposals	89	\$19.94	\$96,411
Refrigerators and Freezers	86	\$65.69	\$317,678
Clothes Washers	91	\$42.06	\$203,402
Clothes Dryers	91	\$32.66	\$157,955
Cooking Stoves and Ovens	85	\$34.10	\$164,922
Microwave Ovens	98	\$13.09	\$63,316
Window Air Conditioners	87	\$6.01	\$29,088
Electric Floor Cleaning Equipment	96	\$20.81	\$100,660
Sewing Machines and Miscellaneous Appliances	90	\$11.16	\$53,950

**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

WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	90	\$22.95	\$110,963
Housewares	86	\$64.20	\$310,484
Small Appliances	97	\$43.31	\$209,436
Window Coverings	92	\$24.45	\$118,229
Lamps and Other Lighting Fixtures	100	\$20.38	\$98,571
Infant Equipment	40	\$8.58	\$41,496
Rental of Furniture	107	\$7.63	\$36,922
Laundry and Cleaning Equipment	95	\$22.93	\$110,876
Closet and Storage Items	19	\$4.33	\$20,937
Luggage	101	\$8.98	\$43,438
Clocks and Other Household Decoratives	33	\$49.25	\$238,156
Telephones and Accessories	98	\$52.85	\$255,566
Telephone Answering Devices	97	\$0.63	\$3,070
Grills and Outdoor Equipment	29	\$13.47	\$65,160
Power Tools	37	\$19.45	\$94,040
Hand Tools	103	\$7.60	\$36,776
Office Furniture/Equipment for Home Use	100	\$14.57	\$70,445
Computers and Hardware for Home Use	104	\$212.96	\$1,029,871
Portable Memory	105	\$8.01	\$38,758
Computer Software	107	\$21.17	\$102,402
Computer Accessories	96	\$16.03	\$77,540
Personal Digital Assistants	97	\$7.27	\$35,161
Other Household Items (4)	93	\$77.26	\$373,644

**(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.

WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

2013 Housing Summary		2013 Demographic Summary		
Housing Units	42,516	Population	101,629	
2013-2018 Percent Change	6.57%	Households	39,530	
Percent Occupied	93.0%	Families	24,587	
Percent Owner Households	57.1%	Median Age	37.4	
Median Home Value	\$320,199	Median Household Income	\$60,819	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
<b>Owned Dwellings</b>		112	\$12,872.45	\$508,848,103
Mortgage Interest		114	\$4,849.28	\$191,691,993
Mortgage Principal		111	\$2,427.38	\$95,954,460
Property Taxes		115	\$2,872.79	\$113,561,553
Homeowners Insurance		101	\$479.71	\$18,963,001
Ground Rent		112	\$78.36	\$3,097,493
Maintenance and Remodeling Services		108	\$1,745.72	\$69,008,261
Maintenance and Remodeling Materials		98	\$283.83	\$11,219,842
Property Management and Security		128	\$135.38	\$5,351,500
<b>Rented Dwellings</b>		140	\$5,705.33	\$225,531,552
Rent		141	\$5,491.59	\$217,082,649
Rent Received as Pay		130	\$145.31	\$5,744,052
Renters' Insurance		129	\$22.19	\$877,295
Maintenance and Repair Services		105	\$29.12	\$1,150,966
Maintenance and Repair Materials		119	\$17.12	\$676,590
<b>Owned Vacation Homes</b>		118	\$704.06	\$27,831,683
Mortgage Payment		115	\$237.72	\$9,397,036
Property Taxes		111	\$178.48	\$7,055,270
Homeowners Insurance		107	\$15.22	\$601,798
Maintenance and Remodeling		127	\$240.02	\$9,487,849
Property Management and Security		115	\$32.63	\$1,289,729
Housing While Attending School		118	\$104.34	\$4,124,616
<b>Household Operations</b>		113	\$1,964.53	\$77,658,010
Child Care		122	\$543.38	\$21,479,700
Care for Elderly or Handicapped		124	\$76.14	\$3,009,858
Appliance Rental and Repair		105	\$28.06	\$1,109,350
Computer Information Services		114	\$466.79	\$18,452,301
Home Security System Services		104	\$34.99	\$1,383,011
Non-Apparel Household Laundry/Dry Cleaning		31	\$9.12	\$360,389
Housekeeping Services		119	\$177.08	\$7,000,098
Lawn and Garden		103	\$438.44	\$17,331,553
Moving/Storage/Freight Express		124	\$81.31	\$3,214,355
Installation of Computers		107	\$0.61	\$24,075
PC Repair (Personal Use)		119	\$11.32	\$447,455
Reupholstering/Furniture Repair		108	\$8.86	\$350,374
Termite/Pest Control		101	\$31.13	\$1,230,500
Water Softening Services		90	\$5.17	\$204,233
Internet Services Away from Home		121	\$7.40	\$292,425
Voice Over IP Service		132	\$17.73	\$700,796
Other Home Services (1)		114	\$27.01	\$1,067,537

**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

WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	109	\$5,495.73	\$217,246,122
Bottled Gas	76	\$57.53	\$2,274,309
Electricity	104	\$2,026.36	\$80,101,900
Fuel Oil	134	\$152.73	\$6,037,409
Natural Gas	117	\$690.99	\$27,314,766
Phone Services	111	\$1,813.04	\$71,669,313
Water and Other Public Services	110	\$745.53	\$29,470,993
Coal/Wood/Other Fuel	76	\$9.55	\$377,432
<b>Housekeeping Supplies</b>	108	\$771.43	\$30,494,492
Laundry and Cleaning Supplies	107	\$216.73	\$8,567,281
Postage and Stationery	108	\$193.22	\$7,638,067
Other HH Products (2)	110	\$361.48	\$14,289,143
<b>Household Textiles</b>	115	\$121.45	\$4,800,963
Bathroom Linens	118	\$17.34	\$685,437
Bedroom Linens	117	\$58.64	\$2,318,079
Kitchen and Dining Room Linens	116	\$2.92	\$115,359
Curtains and Draperies	112	\$22.20	\$877,586
Slipcovers, Decorative Pillows	122	\$6.04	\$238,871
Materials for Slipcovers/Curtains	106	\$12.57	\$496,763
Other Linens	121	\$1.74	\$68,868
<b>Furniture</b>	113	\$542.71	\$21,453,405
Mattresses and Box Springs	115	\$86.29	\$3,410,938
Other Bedroom Furniture	113	\$103.04	\$4,073,293
Sofas	114	\$138.23	\$5,464,084
Living Room Tables and Chairs	109	\$75.82	\$2,997,183
Kitchen, Dining Room Furniture	112	\$45.68	\$1,805,533
Infant Furniture	121	\$13.61	\$537,944
Outdoor Furniture	109	\$24.89	\$983,848
Wall Units, Cabinets, Other Furniture (3)	112	\$55.16	\$2,180,583
<b>Major Appliances</b>	105	\$288.78	\$11,415,581
Dishwashers and Disposals	112	\$25.03	\$989,305
Refrigerators and Freezers	103	\$78.44	\$3,100,775
Clothes Washers	104	\$48.05	\$1,899,474
Clothes Dryers	102	\$36.90	\$1,458,652
Cooking Stoves and Ovens	104	\$41.86	\$1,654,580
Microwave Ovens	112	\$14.90	\$589,080
Window Air Conditioners	103	\$7.13	\$282,016
Electric Floor Cleaning Equipment	108	\$23.48	\$928,154
Sewing Machines and Miscellaneous Appliances	105	\$12.99	\$513,543

**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

WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	120	\$30.53	\$1,206,790
Housewares	99	\$73.96	\$2,923,462
Small Appliances	111	\$49.64	\$1,962,421
Window Coverings	111	\$29.61	\$1,170,553
Lamps and Other Lighting Fixtures	116	\$23.74	\$938,489
Infant Equipment	43	\$9.19	\$363,380
Rental of Furniture	103	\$7.35	\$290,468
Laundry and Cleaning Equipment	108	\$26.18	\$1,035,073
Closet and Storage Items	21	\$4.78	\$189,071
Luggage	119	\$10.61	\$419,501
Clocks and Other Household Decoratives	39	\$58.85	\$2,326,232
Telephones and Accessories	106	\$56.80	\$2,245,181
Telephone Answering Devices	111	\$0.72	\$28,640
Grills and Outdoor Equipment	36	\$16.46	\$650,611
Power Tools	43	\$22.62	\$894,245
Hand Tools	114	\$8.46	\$334,269
Office Furniture/Equipment for Home Use	116	\$16.85	\$666,009
Computers and Hardware for Home Use	118	\$242.08	\$9,569,261
Portable Memory	115	\$8.76	\$346,382
Computer Software	121	\$23.87	\$943,717
Computer Accessories	112	\$18.72	\$740,102
Personal Digital Assistants	111	\$8.27	\$326,890
Other Household Items (4)	106	\$88.46	\$3,496,847

**(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.

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

2013 Housing Summary		2013 Demographic Summary	
Housing Units	98,809	Population	248,135
2013-2018 Percent Change	6.29%	Households	92,571
Percent Occupied	93.7%	Families	60,910
Percent Owner Households	60.8%	Median Age	37.6
Median Home Value	\$332,467	Median Household Income	\$63,795
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		123	\$1,304,419,637
Mortgage Interest		126	\$5,343.52
Mortgage Principal		122	\$2,661.02
Property Taxes		124	\$3,120.79
Homeowners Insurance		108	\$515.42
Ground Rent		122	\$84.95
Maintenance and Remodeling Services		118	\$1,909.48
Maintenance and Remodeling Materials		106	\$307.45
Property Management and Security		140	\$148.39
<b>Rented Dwellings</b>		142	\$5,774.84
Rent		142	\$5,561.15
Rent Received as Pay		129	\$143.75
Renters' Insurance		128	\$22.11
Maintenance and Repair Services		109	\$30.31
Maintenance and Repair Materials		121	\$17.51
<b>Owned Vacation Homes</b>		134	\$800.00
Mortgage Payment		129	\$266.11
Property Taxes		122	\$195.58
Homeowners Insurance		116	\$16.48
Maintenance and Remodeling		151	\$285.72
Property Management and Security		127	\$36.10
Housing While Attending School		127	\$112.18
<b>Household Operations</b>		121	\$2,109.52
Child Care		131	\$580.65
Care for Elderly or Handicapped		139	\$85.31
Appliance Rental and Repair		113	\$30.26
Computer Information Services		120	\$492.22
Home Security System Services		112	\$37.65
Non-Apparel Household Laundry/Dry Cleaning		33	\$9.56
Housekeeping Services		133	\$197.63
Lawn and Garden		112	\$473.77
Moving/Storage/Freight Express		130	\$84.83
Installation of Computers		114	\$0.65
PC Repair (Personal Use)		128	\$12.14
Reupholstering/Furniture Repair		118	\$9.66
Termite/Pest Control		108	\$33.47
Water Softening Services		95	\$5.48
Internet Services Away from Home		128	\$7.81
Voice Over IP Service		141	\$18.96
Other Home Services (1)		125	\$29.45

**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

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	115	\$5,783.94	\$535,425,157
Bottled Gas	80	\$60.00	\$5,554,405
Electricity	109	\$2,112.46	\$195,552,432
Fuel Oil	144	\$164.09	\$15,189,705
Natural Gas	125	\$734.68	\$68,010,287
Phone Services	116	\$1,903.44	\$176,203,447
Water and Other Public Services	118	\$799.36	\$73,997,665
Coal/Wood/Other Fuel	79	\$9.91	\$917,216
<b>Housekeeping Supplies</b>	115	\$817.60	\$75,686,507
Laundry and Cleaning Supplies	113	\$228.49	\$21,151,198
Postage and Stationery	116	\$206.75	\$19,139,210
Other HH Products (2)	116	\$382.37	\$35,396,099
<b>Household Textiles</b>	123	\$129.66	\$12,003,150
Bathroom Linens	124	\$18.31	\$1,694,818
Bedroom Linens	124	\$62.22	\$5,760,144
Kitchen and Dining Room Linens	124	\$3.10	\$287,268
Curtains and Draperies	120	\$23.95	\$2,216,683
Slipcovers, Decorative Pillows	130	\$6.45	\$597,509
Materials for Slipcovers/Curtains	116	\$13.76	\$1,274,110
Other Linens	129	\$1.86	\$172,618
<b>Furniture</b>	120	\$575.87	\$53,308,928
Mattresses and Box Springs	122	\$91.97	\$8,513,854
Other Bedroom Furniture	118	\$107.97	\$9,995,135
Sofas	121	\$146.21	\$13,534,695
Living Room Tables and Chairs	116	\$80.71	\$7,471,648
Kitchen, Dining Room Furniture	119	\$48.65	\$4,503,261
Infant Furniture	127	\$14.38	\$1,330,773
Outdoor Furniture	118	\$27.04	\$2,502,994
Wall Units, Cabinets, Other Furniture (3)	119	\$58.94	\$5,456,567
<b>Major Appliances</b>	112	\$309.06	\$28,610,197
Dishwashers and Disposals	122	\$27.24	\$2,521,859
Refrigerators and Freezers	110	\$84.30	\$7,803,760
Clothes Washers	110	\$50.92	\$4,713,448
Clothes Dryers	109	\$39.14	\$3,623,428
Cooking Stoves and Ovens	113	\$45.58	\$4,219,092
Microwave Ovens	119	\$15.88	\$1,469,642
Window Air Conditioners	109	\$7.52	\$696,155
Electric Floor Cleaning Equipment	113	\$24.61	\$2,278,142
Sewing Machines and Miscellaneous Appliances	112	\$13.88	\$1,284,670

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

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	130	\$32.94	\$3,048,892
Housewares	106	\$79.08	\$7,320,520
Small Appliances	117	\$52.56	\$4,865,606
Window Coverings	123	\$32.59	\$3,016,572
Lamps and Other Lighting Fixtures	124	\$25.27	\$2,339,480
Infant Equipment	45	\$9.69	\$897,346
Rental of Furniture	102	\$7.27	\$672,601
Laundry and Cleaning Equipment	115	\$27.74	\$2,567,930
Closet and Storage Items	23	\$5.08	\$469,906
Luggage	129	\$11.47	\$1,061,845
Clocks and Other Household Decoratives	42	\$63.39	\$5,867,680
Telephones and Accessories	111	\$59.70	\$5,526,892
Telephone Answering Devices	117	\$0.76	\$70,570
Grills and Outdoor Equipment	38	\$17.77	\$1,644,822
Power Tools	46	\$24.02	\$2,223,284
Hand Tools	120	\$8.88	\$822,242
Office Furniture/Equipment for Home Use	124	\$18.12	\$1,677,717
Computers and Hardware for Home Use	126	\$257.82	\$23,866,342
Portable Memory	121	\$9.22	\$853,214
Computer Software	129	\$25.58	\$2,367,825
Computer Accessories	120	\$19.97	\$1,848,635
Personal Digital Assistants	118	\$8.82	\$816,190
Other Household Items (4)	113	\$94.16	\$8,716,410

**(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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# Household Budget Expenditures

WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		10,780	11,730	
Households		4,836	5,278	
Families		2,388	2,572	
Median Age		36.8	37.6	
Median Household Income		\$52,738	\$62,137	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	97	\$67,494.08	\$326,401,386	100.0%
Food	100	\$8,253.80	\$39,915,388	12.2%
Food at Home	99	\$4,974.24	\$24,055,437	7.4%
Food Away from Home	103	\$3,279.56	\$15,859,951	4.9%
Alcoholic Beverages	107	\$567.91	\$2,746,423	0.8%
Housing	102	\$21,678.25	\$104,836,030	32.1%
Shelter	104	\$16,852.35	\$81,497,987	25.0%
Utilities, Fuel and Public Services	96	\$4,825.90	\$23,338,043	7.2%
Household Operations	96	\$1,676.75	\$8,108,786	2.5%
Housekeeping Supplies	95	\$675.35	\$3,265,978	1.0%
Household Furnishings and Equipment	86	\$1,558.02	\$7,534,594	2.3%
Apparel and Services	69	\$1,563.54	\$7,561,267	2.3%
Transportation	98	\$9,438.23	\$45,643,302	14.0%
Travel	96	\$1,760.41	\$8,513,366	2.6%
Health Care	90	\$3,999.59	\$19,341,999	5.9%
Entertainment and Recreation	99	\$3,214.90	\$15,547,235	4.8%
Personal Care Products & Services	99	\$737.92	\$3,568,573	1.1%
Education	106	\$1,541.50	\$7,454,708	2.3%
Smoking Products	98	\$477.97	\$2,311,468	0.7%
Miscellaneous (1)	93	\$1,092.15	\$5,281,657	1.6%
Support Payments/Cash Contributions/Gifts in Kind	92	\$2,115.18	\$10,229,027	3.1%
Life/Other Insurance	82	\$359.52	\$1,738,639	0.5%
Pensions and Social Security	98	\$6,783.07	\$32,802,945	10.0%

**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

WFN midpoint  
 Location  
 Ring: 3 miles radius

Prepared by CED/Planning  
 Latitude: 47.49952  
 Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>		<b>2018</b>	
Population		101,629		109,252	
Households		39,530		42,393	
Families		24,587		26,241	
Median Age		37.4		38.0	
Median Household Income		\$60,819		\$75,606	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>	
Total Expenditures	112	\$77,626.40	\$3,068,571,438	100.0%	
Food	113	\$9,291.25	\$367,283,159	12.0%	
Food at Home	111	\$5,607.85	\$221,678,475	7.2%	
Food Away from Home	115	\$3,683.40	\$145,604,684	4.7%	
Alcoholic Beverages	119	\$632.31	\$24,995,097	0.8%	
Housing	117	\$24,881.91	\$983,582,075	32.1%	
Shelter	119	\$19,386.19	\$766,335,953	25.0%	
Utilities, Fuel and Public Services	109	\$5,495.73	\$217,246,122	7.1%	
Household Operations	113	\$1,964.53	\$77,658,010	2.5%	
Housekeeping Supplies	108	\$771.43	\$30,494,492	1.0%	
Household Furnishings and Equipment	99	\$1,789.46	\$70,737,543	2.3%	
Apparel and Services	78	\$1,766.08	\$69,813,278	2.3%	
Transportation	110	\$10,657.83	\$421,304,205	13.7%	
Travel	115	\$2,116.00	\$83,645,518	2.7%	
Health Care	106	\$4,710.14	\$186,192,029	6.1%	
Entertainment and Recreation	115	\$3,733.57	\$147,587,864	4.8%	
Personal Care Products & Services	113	\$839.75	\$33,195,124	1.1%	
Education	124	\$1,813.43	\$71,684,790	2.3%	
Smoking Products	103	\$502.33	\$19,857,194	0.6%	
Miscellaneous (1)	109	\$1,273.52	\$50,342,314	1.6%	
Support Payments/Cash Contributions/Gifts in Kind	108	\$2,479.88	\$98,029,469	3.2%	
Life/Other Insurance	103	\$448.42	\$17,725,901	0.6%	
Pensions and Social Security	115	\$7,954.55	\$314,443,373	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

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		248,135	265,700	
Households		92,571	98,859	
Families		60,910	64,808	
Median Age		37.6	38.1	
Median Household Income		\$63,795	\$77,592	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	119	\$82,710.51	\$7,656,594,825	100.0%
Food	120	\$9,839.23	\$910,827,035	11.9%
Food at Home	118	\$5,931.14	\$549,051,943	7.2%
Food Away from Home	122	\$3,908.08	\$361,775,092	4.7%
Alcoholic Beverages	126	\$670.23	\$62,043,785	0.8%
Housing	125	\$26,561.97	\$2,458,868,227	32.1%
Shelter	128	\$20,778.03	\$1,923,443,070	25.1%
Utilities, Fuel and Public Services	115	\$5,783.94	\$535,425,157	7.0%
Household Operations	121	\$2,109.52	\$195,280,553	2.6%
Housekeeping Supplies	115	\$817.60	\$75,686,507	1.0%
Household Furnishings and Equipment	106	\$1,906.48	\$176,484,797	2.3%
Apparel and Services	83	\$1,875.32	\$173,600,175	2.3%
Transportation	117	\$11,253.11	\$1,041,711,305	13.6%
Travel	125	\$2,294.57	\$212,410,732	2.8%
Health Care	113	\$5,011.40	\$463,910,565	6.1%
Entertainment and Recreation	122	\$3,983.72	\$368,776,929	4.8%
Personal Care Products & Services	120	\$894.23	\$82,779,781	1.1%
Education	133	\$1,934.14	\$179,044,881	2.3%
Smoking Products	105	\$510.90	\$47,294,966	0.6%
Miscellaneous (1)	116	\$1,361.79	\$126,062,625	1.6%
Support Payments/Cash Contributions/Gifts in Kind	116	\$2,655.79	\$245,848,974	3.2%
Life/Other Insurance	110	\$481.29	\$44,553,515	0.6%
Pensions and Social Security	123	\$8,549.22	\$791,409,474	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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WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		10,780	11,730
Households		4,836	5,278
Families		2,388	2,572
Median Age		36.8	37.6
Median Household Income		\$52,738	\$62,137
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	99	\$622.49	\$3,010,365
Admission to Movies, Theater, Opera, Ballet	104	\$163.84	\$792,331
Admission to Sporting Events, excl. Trips	96	\$60.70	\$293,542
Fees for Participant Sports, excl. Trips	99	\$116.47	\$563,272
Fees for Recreational Lessons	99	\$122.88	\$594,271
Membership Fees for Social/Recreation/Civic Clubs	95	\$158.08	\$764,473
Dating Services	119	\$0.51	\$2,476
Rental of Video Cassettes and DVDs	109	\$29.82	\$144,205
<b>Toys &amp; Games</b>	103	\$142.91	\$691,104
Toys and Playground Equipment	102	\$135.06	\$653,164
Play Arcade Pinball/Video Games	120	\$3.72	\$17,991
Online Entertainment and Games	115	\$4.12	\$19,948
<b>Recreational Vehicles and Fees</b>	84	\$190.17	\$919,680
Docking and Landing Fees for Boats and Planes	85	\$10.34	\$50,022
Camp Fees	94	\$34.39	\$166,304
Purchase of RVs or Boats	82	\$137.44	\$664,662
Rental of RVs or Boats	96	\$8.00	\$38,692
<b>Sports, Recreation and Exercise Equipment</b>	86	\$153.40	\$741,820
Exercise Equipment and Gear, Game Tables	96	\$64.75	\$313,111
Bicycles	108	\$27.82	\$134,534
Camping Equipment	52	\$9.59	\$46,362
Hunting and Fishing Equipment	66	\$26.81	\$129,675
Winter Sports Equipment	98	\$6.89	\$33,339
Water Sports Equipment	91	\$6.06	\$29,320
Other Sports Equipment	95	\$8.11	\$39,214
Rental/Repair of Sports/Recreation/Exercise Equipment	88	\$3.36	\$16,265
<b>Photographic Equipment and Supplies</b>	102	\$79.56	\$384,762
Film	99	\$1.42	\$6,857
Film Processing	93	\$13.01	\$62,937
Photographic Equipment	106	\$37.28	\$180,266
Photographer Fees/Other Supplies & Equip Rental/Repair	102	\$27.85	\$134,703
<b>Reading</b>	95	\$145.65	\$704,354
Magazine/Newspaper Subscriptions	86	\$46.91	\$226,861
Magazine/Newspaper Single Copies	99	\$16.68	\$80,653
Books	100	\$64.64	\$312,617
Digital Book Readers	99	\$17.42	\$84,223

**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.

WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		101,629	109,252
Households		39,530	42,393
Families		24,587	26,241
Median Age		37.4	38.0
Median Household Income		\$60,819	\$75,606
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	120	\$752.91	\$29,762,702
Admission to Movies, Theater, Opera, Ballet	121	\$190.42	\$7,527,273
Admission to Sporting Events, excl.Trips	114	\$71.91	\$2,842,582
Fees for Participant Sports, excl.Trips	118	\$139.81	\$5,526,524
Fees for Recreational Lessons	126	\$156.60	\$6,190,426
Membership Fees for Social/Recreation/Civic Clubs	116	\$193.65	\$7,654,836
Dating Services	123	\$0.53	\$21,062
Rental of Video Cassettes and DVDs	118	\$32.25	\$1,274,783
<b>Toys &amp; Games</b>	116	\$160.95	\$6,362,183
Toys and Playground Equipment	115	\$152.72	\$6,037,121
Play Arcade Pinball/Video Games	123	\$3.80	\$150,341
Online Entertainment and Games	123	\$4.42	\$174,721
<b>Recreational Vehicles and Fees</b>	111	\$250.72	\$9,911,082
Docking and Landing Fees for Boats and Planes	114	\$13.85	\$547,380
Camp Fees	122	\$44.52	\$1,759,934
Purchase of RVs or Boats	109	\$182.87	\$7,228,751
Rental of RVs or Boats	114	\$9.49	\$375,017
<b>Sports, Recreation and Exercise Equipment</b>	99	\$176.26	\$6,967,563
Exercise Equipment and Gear, Game Tables	112	\$75.69	\$2,992,098
Bicycles	123	\$31.67	\$1,251,741
Camping Equipment	59	\$11.03	\$436,143
Hunting and Fishing Equipment	71	\$29.07	\$1,149,085
Winter Sports Equipment	120	\$8.46	\$334,288
Water Sports Equipment	109	\$7.30	\$288,538
Other Sports Equipment	105	\$9.01	\$355,970
Rental/Repair of Sports/Recreation/Exercise Equipment	106	\$4.04	\$159,701
<b>Photographic Equipment and Supplies</b>	116	\$90.62	\$3,582,101
Film	115	\$1.65	\$65,134
Film Processing	109	\$15.22	\$601,606
Photographic Equipment	119	\$42.05	\$1,662,206
Photographer Fees/Other Supplies & Equip Rental/Repair	116	\$31.70	\$1,253,155
<b>Reading</b>	113	\$173.22	\$6,847,508
Magazine/Newspaper Subscriptions	108	\$58.71	\$2,320,926
Magazine/Newspaper Single Copies	116	\$19.48	\$769,994
Books	116	\$74.80	\$2,956,838
Digital Book Readers	114	\$20.23	\$799,749

**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.

# Recreation Expenditures

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		248,135	265,700
Households		92,571	98,859
Families		60,910	64,808
Median Age		37.6	38.1
Median Household Income		\$63,795	\$77,592
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	130	\$817.48	\$75,674,593
Admission to Movies, Theater, Opera, Ballet	131	\$205.30	\$19,004,890
Admission to Sporting Events, excl.Trips	122	\$77.04	\$7,131,830
Fees for Participant Sports, excl.Trips	129	\$152.83	\$14,147,303
Fees for Recreational Lessons	138	\$171.64	\$15,889,033
Membership Fees for Social/Recreation/Civic Clubs	126	\$210.12	\$19,450,946
Dating Services	128	\$0.55	\$50,591
Rental of Video Cassettes and DVDs	125	\$34.11	\$3,157,162
<b>Toys &amp; Games</b>	122	\$169.86	\$15,724,285
Toys and Playground Equipment	122	\$161.19	\$14,921,771
Play Arcade Pinball/Video Games	130	\$4.03	\$373,329
Online Entertainment and Games	129	\$4.64	\$429,185
<b>Recreational Vehicles and Fees</b>	123	\$278.25	\$25,758,311
Docking and Landing Fees for Boats and Planes	125	\$15.23	\$1,410,028
Camp Fees	138	\$50.20	\$4,647,083
Purchase of RVs or Boats	120	\$202.47	\$18,743,212
Rental of RVs or Boats	124	\$10.35	\$957,989
<b>Sports, Recreation and Exercise Equipment</b>	105	\$188.27	\$17,427,922
Exercise Equipment and Gear, Game Tables	120	\$80.91	\$7,490,336
Bicycles	132	\$33.88	\$3,136,541
Camping Equipment	65	\$12.05	\$1,115,163
Hunting and Fishing Equipment	74	\$30.03	\$2,779,969
Winter Sports Equipment	136	\$9.56	\$885,325
Water Sports Equipment	119	\$7.92	\$733,218
Other Sports Equipment	111	\$9.45	\$874,822
Rental/Repair of Sports/Recreation/Exercise Equipment	117	\$4.46	\$412,547
<b>Photographic Equipment and Supplies</b>	124	\$96.64	\$8,945,818
Film	121	\$1.74	\$161,500
Film Processing	116	\$16.24	\$1,503,558
Photographic Equipment	128	\$45.03	\$4,168,611
Photographer Fees/Other Supplies & Equip Rental/Repair	123	\$33.62	\$3,112,150
<b>Reading</b>	121	\$185.64	\$17,184,770
Magazine/Newspaper Subscriptions	116	\$63.16	\$5,846,342
Magazine/Newspaper Single Copies	123	\$20.62	\$1,908,696
Books	124	\$80.17	\$7,421,201
Digital Book Readers	123	\$21.70	\$2,008,532

**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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WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		10,780	11,730
Households		4,836	5,278
Families		2,388	2,572
Median Age		36.8	37.6
Median Household Income		\$52,738	\$62,137
		<b>Spending Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	91	\$5,221.81	\$25,252,675
Savings Accounts	87	\$11,371.46	\$54,992,396
U.S. Savings Bonds	89	\$306.12	\$1,480,388
Stocks, Bonds & Mutual Funds	87	\$26,815.12	\$129,677,909
<b>Annual Changes</b>			
Checking Accounts	108	\$234.37	\$1,133,398
Savings Accounts	81	-\$288.93	-\$1,397,261
U.S. Savings Bonds	16	\$2.42	\$11,683
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	85	\$744.73	\$3,601,491
Interest from Savings Accounts or Bonds	84	\$508.37	\$2,458,490
Retirement Plan Contributions	94	\$1,329.78	\$6,430,837
<b>Liabilities</b>			
Original Mortgage Amount	96	\$13,785.93	\$66,668,745
Vehicle Loan Amount 1	102	\$1,927.45	\$9,321,131
Amount Paid: Interest			
Home Mortgage	92	\$3,881.05	\$18,768,748
Lump Sum Home Equity Loan	83	\$81.11	\$392,261
New Car/Truck/Van Loan	94	\$139.83	\$676,197
Used Car/Truck/Van Loan	102	\$149.11	\$721,111
<b>Amount Paid: Principal</b>			
Home Mortgage	87	\$1,901.44	\$9,195,344
Lump Sum Home Equity Loan	82	\$99.18	\$479,635
New Car/Truck/Van Loan	93	\$876.30	\$4,237,785
Used Car/Truck/Van Loan	100	\$750.17	\$3,627,832
Checking Account and Banking Service Charges	106	\$32.64	\$157,842
Finance Charges, excluding Mortgage/Vehicle	102	\$233.18	\$1,127,644

**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.

WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		101,629	109,252
Households		39,530	42,393
Families		24,587	26,241
Median Age		37.4	38.0
Median Household Income		\$60,819	\$75,606
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	113	\$6,495.19	\$256,754,952
Savings Accounts	109	\$14,263.86	\$563,850,406
U.S. Savings Bonds	111	\$382.10	\$15,104,533
Stocks, Bonds & Mutual Funds	114	\$35,037.09	\$1,385,016,150
<b>Annual Changes</b>			
Checking Accounts	129	\$279.78	\$11,059,882
Savings Accounts	108	-\$385.98	-\$15,257,810
U.S. Savings Bonds	21	\$3.07	\$121,347
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	108	\$947.10	\$37,439,049
Interest from Savings Accounts or Bonds	108	\$654.00	\$25,852,492
Retirement Plan Contributions	116	\$1,644.28	\$64,998,205
<b>Liabilities</b>			
Original Mortgage Amount	119	\$17,086.67	\$675,436,002
Vehicle Loan Amount 1	112	\$2,114.28	\$83,577,469
Amount Paid: Interest			
Home Mortgage	114	\$4,849.28	\$191,691,993
Lump Sum Home Equity Loan	113	\$109.84	\$4,341,833
New Car/Truck/Van Loan	107	\$158.71	\$6,273,679
Used Car/Truck/Van Loan	108	\$158.05	\$6,247,821
<b>Amount Paid: Principal</b>			
Home Mortgage	111	\$2,427.38	\$95,954,460
Lump Sum Home Equity Loan	113	\$136.73	\$5,405,081
New Car/Truck/Van Loan	107	\$1,009.26	\$39,896,032
Used Car/Truck/Van Loan	106	\$795.43	\$31,443,417
Checking Account and Banking Service Charges	115	\$35.22	\$1,392,135
Finance Charges, excluding Mortgage/Vehicle	114	\$260.87	\$10,312,305

**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.

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		248,135	265,700
Households		92,571	98,859
Families		60,910	64,808
Median Age		37.6	38.1
Median Household Income		\$63,795	\$77,592
		<b>Spending Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	123	\$7,083.72	\$655,746,834
Savings Accounts	119	\$15,565.82	\$1,440,943,596
U.S. Savings Bonds	120	\$413.32	\$38,261,094
Stocks, Bonds & Mutual Funds	126	\$38,521.15	\$3,565,941,591
<b>Annual Changes</b>			
Checking Accounts	140	\$303.01	\$28,049,738
Savings Accounts	125	-\$444.94	-\$41,188,854
U.S. Savings Bonds	13	\$1.93	\$178,546
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	119	\$1,040.13	\$96,286,102
Interest from Savings Accounts or Bonds	117	\$712.43	\$65,950,061
Retirement Plan Contributions	127	\$1,799.81	\$166,610,228
<b>Liabilities</b>			
Original Mortgage Amount	132	\$18,966.24	\$1,755,723,414
Vehicle Loan Amount 1	118	\$2,220.13	\$205,519,877
<b>Amount Paid: Interest</b>			
Home Mortgage	126	\$5,343.52	\$494,655,144
Lump Sum Home Equity Loan	124	\$120.31	\$11,137,069
New Car/Truck/Van Loan	113	\$167.75	\$15,529,089
Used Car/Truck/Van Loan	112	\$163.38	\$15,123,833
<b>Amount Paid: Principal</b>			
Home Mortgage	122	\$2,661.02	\$246,333,551
Lump Sum Home Equity Loan	123	\$148.94	\$13,787,965
New Car/Truck/Van Loan	114	\$1,071.93	\$99,229,347
Used Car/Truck/Van Loan	110	\$820.81	\$75,983,111
<b>Charges</b>			
Checking Account and Banking Service Charges	120	\$36.97	\$3,422,700
Finance Charges, excluding Mortgage/Vehicle	122	\$277.67	\$25,703,950

**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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WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		10,780	11,730
Households		4,836	5,278
Families		2,388	2,572
Median Household Income		\$52,738	\$62,137
Males per 100 Females		97.3	97.0
<b>Population By Age</b>			
Population <5 Years		6.5%	6.4%
Population 65+ Years		11.9%	14.2%
Median Age		36.8	37.6
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	90	\$3,999.59	\$19,341,999
<b>Medical Care</b>	89	\$1,758.60	\$8,504,578
Physician Services	93	\$234.87	\$1,135,837
Dental Services	91	\$346.81	\$1,677,158
Eyecare Services	89	\$45.41	\$219,616
Lab Tests, X-Rays	86	\$55.46	\$268,203
Hospital Room and Hospital Services	93	\$154.13	\$745,361
Convalescent or Nursing Home Care	91	\$13.57	\$65,640
Other Medical services (1)	92	\$100.10	\$484,070
Nonprescription Drugs	90	\$111.57	\$539,567
Prescription Drugs	85	\$412.14	\$1,993,102
Nonprescription Vitamins	93	\$61.09	\$295,411
Medicare Prescription Drug Premium	82	\$68.77	\$332,559
Eyeglasses and Contact Lenses	90	\$77.69	\$375,716
Hearing Aids	78	\$15.95	\$77,126
Medical Equipment for General Use	94	\$4.10	\$19,851
Other Medical Supplies (2)	92	\$56.94	\$275,361
<b>Health Insurance</b>	90	\$2,240.99	\$10,837,422
Blue Cross/Blue Shield	91	\$723.81	\$3,500,321
Commercial Health Insurance	96	\$447.17	\$2,162,537
Health Maintenance Organization	98	\$408.95	\$1,977,673
Medicare Payments	82	\$405.00	\$1,958,566
Long Term Care Insurance	79	\$74.19	\$358,785
Other Health Insurance (3)	84	\$181.87	\$879,540

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

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

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

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

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

WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		101,629	109,252
Households		39,530	42,393
Families		24,587	26,241
Median Household Income		\$60,819	\$75,606
Males per 100 Females		98.2	98.1
<b>Population By Age</b>			
Population <5 Years		6.9%	6.8%
Population 65+ Years		12.0%	13.9%
Median Age		37.4	38.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	106	\$4,710.14	\$186,192,029
<b>Medical Care</b>	105	\$2,073.86	\$81,979,561
Physician Services	109	\$275.45	\$10,888,692
Dental Services	110	\$422.01	\$16,682,089
Eyecare Services	104	\$53.04	\$2,096,628
Lab Tests, X-Rays	101	\$65.04	\$2,570,858
Hospital Room and Hospital Services	104	\$173.31	\$6,850,798
Convalescent or Nursing Home Care	111	\$16.56	\$654,738
Other Medical services (1)	108	\$118.40	\$4,680,539
Nonprescription Drugs	104	\$128.51	\$5,080,152
Prescription Drugs	100	\$485.13	\$19,177,320
Nonprescription Vitamins	111	\$73.17	\$2,892,348
Medicare Prescription Drug Premium	96	\$80.54	\$3,183,565
Eyeglasses and Contact Lenses	108	\$93.01	\$3,676,738
Hearing Aids	95	\$19.34	\$764,447
Medical Equipment for General Use	118	\$5.15	\$203,550
Other Medical Supplies (2)	106	\$65.19	\$2,577,100
<b>Health Insurance</b>	106	\$2,636.29	\$104,212,469
Blue Cross/Blue Shield	107	\$854.06	\$33,760,851
Commercial Health Insurance	110	\$512.39	\$20,254,659
Health Maintenance Organization	116	\$482.24	\$19,063,117
Medicare Payments	97	\$475.88	\$18,811,362
Long Term Care Insurance	101	\$95.36	\$3,769,679
Other Health Insurance (3)	99	\$216.36	\$8,552,802

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

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

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

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		248,135	265,700
Households		92,571	98,859
Families		60,910	64,808
Median Household Income		\$63,795	\$77,592
Males per 100 Females		98.5	98.2
<b>Population By Age</b>			
Population <5 Years		6.8%	6.7%
Population 65+ Years		12.1%	14.1%
Median Age		37.6	38.1
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	113	\$5,011.40	\$463,910,565
<b>Medical Care</b>	112	\$2,213.47	\$204,902,997
Physician Services	117	\$294.82	\$27,292,178
Dental Services	119	\$455.28	\$42,146,106
Eyecare Services	111	\$56.55	\$5,235,351
Lab Tests, X-Rays	107	\$69.01	\$6,388,256
Hospital Room and Hospital Services	110	\$182.54	\$16,898,141
Convalescent or Nursing Home Care	122	\$18.07	\$1,673,216
Other Medical services (1)	117	\$128.17	\$11,864,553
Nonprescription Drugs	110	\$136.55	\$12,640,882
Prescription Drugs	106	\$512.82	\$47,472,046
Nonprescription Vitamins	122	\$80.38	\$7,440,587
Medicare Prescription Drug Premium	100	\$84.40	\$7,812,616
Eyeglasses and Contact Lenses	115	\$99.34	\$9,195,724
Hearing Aids	100	\$20.40	\$1,888,332
Medical Equipment for General Use	127	\$5.55	\$513,648
Other Medical Supplies (2)	113	\$69.58	\$6,441,363
<b>Health Insurance</b>	113	\$2,797.93	\$259,007,568
Blue Cross/Blue Shield	113	\$902.49	\$83,544,490
Commercial Health Insurance	116	\$543.59	\$50,320,841
Health Maintenance Organization	125	\$519.15	\$48,058,269
Medicare Payments	102	\$501.16	\$46,392,628
Long Term Care Insurance	109	\$102.86	\$9,522,273
Other Health Insurance (3)	105	\$228.68	\$21,169,067

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

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

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

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# Automotive Aftermarket Expenditures

WFN midpoint  
 Location  
 Ring: 1 mile radius

Prepared by CED/Planning  
 Latitude: 47.49952  
 Longitude: -122.20546

<b>Demographic Summary</b>	<b>2013</b>	<b>2018</b>
Population	10,780	11,730
Households	4,836	5,278
Families	2,388	2,572
Median Age	36.8	37.6
Median Household Income	\$52,738	\$62,137

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	98	\$5.70	\$27,561
Gasoline	97	\$2,930.48	\$14,171,812
Motor Oil	91	\$13.11	\$63,404
Vehicle Parts/Equipment and Accessories	101	\$62.04	\$300,007
Tire Purchase/Replacement	96	\$185.89	\$898,944
Vehicle Audio/Video Equipment and Installation	121	\$5.80	\$28,061
Vehicle Cleaning Products and Services	101	\$10.49	\$50,713
<b>Services</b>			
Auto Repair Service Policy	95	\$20.37	\$98,515
Membership Fees for Automobile Service Clubs	93	\$25.27	\$122,195
Global Positioning Services	86	\$2.03	\$9,802
Vehicle Air Conditioning Repair	95	\$18.17	\$87,887
Vehicle Body Work and Painting	101	\$34.67	\$167,652
Vehicle Brake Work	100	\$84.64	\$409,311
Vehicle Clutch/Transmission Repair	96	\$44.66	\$215,992
Vehicle Cooling System Repair	100	\$31.23	\$151,014
Vehicle Drive Shaft and Rear-end Repair	93	\$8.32	\$40,241
Vehicle Electrical System Repair	100	\$40.79	\$197,251
Vehicle Exhaust System Repair	102	\$16.18	\$78,247
Vehicle Front End Alignment/Wheel Balance & Rotation	97	\$23.43	\$113,313
Lube/Oil Change and Oil Filters	95	\$97.93	\$473,589
Vehicle Motor Repair/Replacement	102	\$91.35	\$441,764
Vehicle Motor Tune-up	102	\$67.35	\$325,686
Vehicle Shock Absorber Replacement	100	\$7.35	\$35,544
Vehicle Steering/Front End Repair	97	\$27.14	\$131,252
Tire Repair and Other Repair Work	100	\$69.75	\$337,292

**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

WFN midpoint  
 Location  
 Ring: 3 miles radius

Prepared by CED/Planning  
 Latitude: 47.49952  
 Longitude: -122.20546

Demographic Summary	2013	2018
Population	101,629	109,252
Households	39,530	42,393
Families	24,587	26,241
Median Age	37.4	38.0
Median Household Income	\$60,819	\$75,606

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	107	\$6.25	\$246,891
Gasoline	108	\$3,266.42	\$129,121,447
Motor Oil	100	\$14.35	\$567,214
Vehicle Parts/Equipment and Accessories	111	\$68.28	\$2,699,284
Tire Purchase/Replacement	110	\$213.06	\$8,422,191
Vehicle Audio/Video Equipment and Installation	126	\$6.07	\$239,863
Vehicle Cleaning Products and Services	117	\$12.16	\$480,855
<b>Services</b>			
Auto Repair Service Policy	110	\$23.39	\$924,681
Membership Fees for Automobile Service Clubs	118	\$31.95	\$1,262,999
Global Positioning Services	112	\$2.66	\$105,087
Vehicle Air Conditioning Repair	107	\$20.58	\$813,363
Vehicle Body Work and Painting	120	\$41.41	\$1,636,864
Vehicle Brake Work	118	\$99.61	\$3,937,397
Vehicle Clutch/Transmission Repair	110	\$51.18	\$2,023,259
Vehicle Cooling System Repair	112	\$35.21	\$1,391,932
Vehicle Drive Shaft and Rear-end Repair	105	\$9.38	\$370,758
Vehicle Electrical System Repair	114	\$46.62	\$1,842,887
Vehicle Exhaust System Repair	123	\$19.46	\$769,405
Vehicle Front End Alignment/Wheel Balance & Rotation	111	\$26.88	\$1,062,470
Lube/Oil Change and Oil Filters	107	\$109.78	\$4,339,765
Vehicle Motor Repair/Replacement	115	\$102.32	\$4,044,899
Vehicle Motor Tune-up	121	\$79.33	\$3,136,000
Vehicle Shock Absorber Replacement	116	\$8.53	\$337,372
Vehicle Steering/Front End Repair	114	\$31.81	\$1,257,390
Tire Repair and Other Repair Work	114	\$79.73	\$3,151,810

**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

WFN midpoint  
 Location  
 Ring: 5 miles radius

Prepared by CED/Planning  
 Latitude: 47.49952  
 Longitude: -122.20546

Demographic Summary	2013	2018
Population	248,135	265,700
Households	92,571	98,859
Families	60,910	64,808
Median Age	37.6	38.1
Median Household Income	\$63,795	\$77,592

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	112	\$6.52	\$603,955
Gasoline	113	\$3,429.46	\$317,468,636
Motor Oil	105	\$15.05	\$1,393,280
Vehicle Parts/Equipment and Accessories	117	\$72.14	\$6,677,827
Tire Purchase/Replacement	117	\$226.74	\$20,989,793
Vehicle Audio/Video Equipment and Installation	130	\$6.26	\$579,291
Vehicle Cleaning Products and Services	127	\$13.10	\$1,212,436
<b>Services</b>			
Auto Repair Service Policy	117	\$25.07	\$2,320,747
Membership Fees for Automobile Service Clubs	128	\$34.84	\$3,225,012
Global Positioning Services	121	\$2.87	\$265,823
Vehicle Air Conditioning Repair	113	\$21.71	\$2,009,453
Vehicle Body Work and Painting	129	\$44.42	\$4,112,199
Vehicle Brake Work	125	\$105.59	\$9,774,338
Vehicle Clutch/Transmission Repair	117	\$54.43	\$5,038,272
Vehicle Cooling System Repair	120	\$37.50	\$3,471,579
Vehicle Drive Shaft and Rear-end Repair	111	\$9.86	\$912,602
Vehicle Electrical System Repair	120	\$49.27	\$4,561,102
Vehicle Exhaust System Repair	129	\$20.47	\$1,894,679
Vehicle Front End Alignment/Wheel Balance & Rotation	116	\$28.12	\$2,603,243
Lube/Oil Change and Oil Filters	113	\$115.74	\$10,714,345
Vehicle Motor Repair/Replacement	122	\$108.90	\$10,080,552
Vehicle Motor Tune-up	132	\$86.70	\$8,025,744
Vehicle Shock Absorber Replacement	123	\$9.01	\$833,919
Vehicle Steering/Front End Repair	120	\$33.39	\$3,090,808
Tire Repair and Other Repair Work	121	\$84.65	\$7,835,919

**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

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

Prepared by CED/Planning  
 Latitude: 47.49952  
 Longitude: -122.20546

Data for all businesses in area	1 mile				3 miles				5 miles							
	Total Businesses:		Total Employees:		Total Residential Population:		Employee/Residential Population Ratio:		Total Businesses:		Total Employees:		Total Residential Population:		Employee/Residential Population Ratio:	
	541		3,563		10,780		0.33:1		5,785		35,095		101,629		0.35:1	
	14,874		101,933		248,135		0.41:1									
	Employees				Employees				Employees							
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Agriculture & Mining	11	2.0%	21	0.6%	120	2.1%	350	1.0%	332	2.2%	1,144	1.1%				
Construction	49	9.1%	156	4.4%	488	8.4%	1,588	4.5%	1,220	8.2%	5,224	5.1%				
Manufacturing	18	3.3%	1,056	29.6%	170	2.9%	4,815	13.7%	538	3.6%	13,224	13.0%				
Transportation	15	2.8%	46	1.3%	171	3.0%	869	2.5%	566	3.8%	4,884	4.8%				
Communication	6	1.1%	97	2.7%	51	0.9%	370	1.1%	136	0.9%	964	0.9%				
Utility	1	0.2%	8	0.2%	11	0.2%	106	0.3%	29	0.2%	396	0.4%				
Wholesale Trade	27	5.0%	247	6.9%	250	4.3%	1,995	5.7%	846	5.7%	9,294	9.1%				
<b>Retail Trade Summary</b>	<b>106</b>	<b>19.6%</b>	<b>759</b>	<b>21.3%</b>	<b>943</b>	<b>16.3%</b>	<b>7,263</b>	<b>20.7%</b>	<b>2,221</b>	<b>14.9%</b>	<b>17,417</b>	<b>17.1%</b>				
Home Improvement	5	0.9%	95	2.7%	40	0.7%	490	1.4%	88	0.6%	921	0.9%				
General Merchandise Stores	2	0.4%	95	2.7%	12	0.2%	915	2.6%	36	0.2%	1,890	1.9%				
Food Stores	12	2.2%	48	1.3%	87	1.5%	814	2.3%	232	1.6%	2,152	2.1%				
Auto Dealers, Gas Stations, Auto Aftermarket	8	1.5%	118	3.3%	79	1.4%	870	2.5%	164	1.1%	1,608	1.6%				
Apparel & Accessory Stores	6	1.1%	60	1.7%	63	1.1%	595	1.7%	174	1.2%	1,742	1.7%				
Furniture & Home Furnishings	7	1.3%	20	0.6%	89	1.5%	596	1.7%	229	1.5%	1,734	1.7%				
Eating & Drinking Places	36	6.7%	200	5.6%	288	5.0%	1,684	4.8%	593	4.0%	4,210	4.1%				
Miscellaneous Retail	31	5.7%	122	3.4%	285	4.9%	1,298	3.7%	705	4.7%	3,161	3.1%				
<b>Finance, Insurance, Real Estate Summary</b>	<b>44</b>	<b>8.1%</b>	<b>181</b>	<b>5.1%</b>	<b>462</b>	<b>8.0%</b>	<b>1,819</b>	<b>5.2%</b>	<b>1,068</b>	<b>7.2%</b>	<b>4,797</b>	<b>4.7%</b>				
Banks, Savings & Lending Institutions	9	1.7%	69	1.9%	65	1.1%	486	1.4%	156	1.0%	1,685	1.7%				
Securities Brokers	4	0.7%	7	0.2%	36	0.6%	136	0.4%	70	0.5%	233	0.2%				
Insurance Carriers & Agents	7	1.3%	14	0.4%	72	1.2%	251	0.7%	147	1.0%	499	0.5%				
Real Estate, Holding, Other Investment Offices	25	4.6%	92	2.6%	290	5.0%	946	2.7%	695	4.7%	2,379	2.3%				
<b>Services Summary</b>	<b>264</b>	<b>48.8%</b>	<b>992</b>	<b>27.8%</b>	<b>3,087</b>	<b>53.4%</b>	<b>13,897</b>	<b>39.6%</b>	<b>7,822</b>	<b>52.6%</b>	<b>37,356</b>	<b>36.6%</b>				
Hotels & Lodging	1	0.2%	4	0.1%	21	0.4%	586	1.7%	68	0.5%	1,214	1.2%				
Automotive Services	12	2.2%	43	1.2%	112	1.9%	391	1.1%	258	1.7%	1,086	1.1%				
Motion Pictures & Amusements	14	2.6%	93	2.6%	165	2.9%	1,458	4.2%	365	2.5%	2,399	2.4%				
Health Services	25	4.6%	126	3.5%	240	4.1%	1,430	4.1%	686	4.6%	5,401	5.3%				
Legal Services	6	1.1%	17	0.5%	68	1.2%	173	0.5%	134	0.9%	331	0.3%				
Education Institutions & Libraries	7	1.3%	159	4.5%	70	1.2%	2,465	7.0%	210	1.4%	5,658	5.6%				
Other Services	199	36.8%	550	15.4%	2,411	41.7%	7,395	21.1%	6,100	41.0%	21,267	20.9%				
<b>Government</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>33</b>	<b>0.6%</b>	<b>2,023</b>	<b>5.8%</b>	<b>95</b>	<b>0.6%</b>	<b>7,233</b>	<b>7.1%</b>				
<b>Totals</b>	<b>541</b>	<b>100%</b>	<b>3,563</b>	<b>100%</b>	<b>5,785</b>	<b>100%</b>	<b>35,095</b>	<b>100%</b>	<b>14,874</b>	<b>100%</b>	<b>101,933</b>	<b>100%</b>				

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# Business Summary

WFN midpoint

Location

Rings: 1, 3, 5 mile radii

Prepared by CED/Planning

Latitude: 47.49952

Longitude: -122.20546

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.4%	3	0.1%	28	0.5%	117	0.3%	78	0.5%	447	0.4%
Mining	0	0.0%	0	0.0%	2	0.0%	5	0.0%	3	0.0%	9	0.0%
Utilities	1	0.2%	8	0.2%	7	0.1%	71	0.2%	17	0.1%	224	0.2%
Construction	51	9.4%	158	4.4%	496	8.6%	1,598	4.6%	1,237	8.3%	5,253	5.2%
Manufacturing	20	3.7%	1,089	30.6%	176	3.0%	4,889	13.9%	534	3.6%	13,240	13.0%
Wholesale Trade	27	5.0%	247	6.9%	250	4.3%	1,995	5.7%	845	5.7%	9,279	9.1%
Retail Trade	68	12.6%	546	15.3%	640	11.1%	5,520	15.7%	1,598	10.7%	13,065	12.8%
Motor Vehicle & Parts Dealers	6	1.1%	111	3.1%	58	1.0%	774	2.2%	122	0.8%	1,397	1.4%
Furniture & Home Furnishings Stores	4	0.7%	12	0.3%	50	0.9%	360	1.0%	125	0.8%	1,235	1.2%
Electronics & Appliance Stores	3	0.6%	9	0.3%	36	0.6%	227	0.6%	95	0.6%	467	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	5	0.9%	94	2.6%	39	0.7%	487	1.4%	86	0.6%	915	0.9%
Food & Beverage Stores	12	2.2%	53	1.5%	82	1.4%	818	2.3%	223	1.5%	2,128	2.1%
Health & Personal Care Stores	2	0.4%	5	0.1%	34	0.6%	273	0.8%	90	0.6%	709	0.7%
Gasoline Stations	2	0.4%	7	0.2%	21	0.4%	97	0.3%	44	0.3%	218	0.2%
Clothing & Clothing Accessories Stores	7	1.3%	65	1.8%	81	1.4%	665	1.9%	217	1.5%	1,892	1.9%
Sport Goods, Hobby, Book, & Music Stores	6	1.1%	33	0.9%	55	1.0%	248	0.7%	133	0.9%	653	0.6%
General Merchandise Stores	2	0.4%	95	2.7%	12	0.2%	915	2.6%	36	0.2%	1,890	1.9%
Miscellaneous Store Retailers	16	3.0%	58	1.6%	132	2.3%	552	1.6%	330	2.2%	1,298	1.3%
Nonstore Retailers	4	0.7%	5	0.1%	38	0.7%	103	0.3%	97	0.7%	263	0.3%
Transportation & Warehousing	11	2.0%	37	1.0%	149	2.6%	1,844	5.3%	530	3.6%	8,065	7.9%
Information	10	1.8%	110	3.1%	133	2.3%	635	1.8%	340	2.3%	1,852	1.8%
Finance & Insurance	25	4.6%	108	3.0%	227	3.9%	1,001	2.9%	506	3.4%	2,733	2.7%
Central Bank/Credit Intermediation & Related Activities	10	1.8%	76	2.1%	69	1.2%	506	1.4%	161	1.1%	1,705	1.7%
Securities, Commodity Contracts & Other Financial	7	1.3%	16	0.4%	79	1.4%	234	0.7%	183	1.2%	504	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	9	1.7%	16	0.4%	80	1.4%	262	0.7%	162	1.1%	524	0.5%
Real Estate, Rental & Leasing	20	3.7%	108	3.0%	250	4.3%	995	2.8%	635	4.3%	2,763	2.7%
Professional, Scientific & Tech Services	72	13.3%	157	4.4%	975	16.9%	2,865	8.2%	2,475	16.6%	8,221	8.1%
Legal Services	8	1.5%	26	0.7%	79	1.4%	224	0.6%	146	1.0%	384	0.4%
Management of Companies & Enterprises	1	0.2%	2	0.1%	11	0.2%	37	0.1%	26	0.2%	109	0.1%
Administrative & Support & Waste Management &	81	15.0%	206	5.8%	919	15.9%	2,495	7.1%	2,331	15.7%	7,269	7.1%
Educational Services	9	1.7%	163	4.6%	97	1.7%	2,496	7.1%	269	1.8%	5,676	5.6%
Health Care & Social Assistance	37	6.8%	185	5.2%	380	6.6%	2,124	6.1%	1,076	7.2%	7,783	7.6%
Arts, Entertainment & Recreation	12	2.2%	88	2.5%	113	2.0%	1,281	3.7%	264	1.8%	2,071	2.0%
Accommodation & Food Services	37	6.8%	205	5.8%	312	5.4%	2,326	6.6%	666	4.5%	5,497	5.4%
Accommodation	1	0.2%	4	0.1%	21	0.4%	586	1.7%	66	0.4%	1,210	1.2%
Food Services & Drinking Places	36	6.7%	201	5.6%	292	5.0%	1,740	5.0%	600	4.0%	4,287	4.2%
Other Services (except Public Administration)	56	10.4%	144	4.0%	592	10.2%	1,821	5.2%	1,369	9.2%	4,864	4.8%
Automotive Repair & Maintenance	11	2.0%	41	1.2%	99	1.7%	324	0.9%	205	1.4%	712	0.7%
Public Administration	0	0.0%	0	0.0%	27	0.5%	977	2.8%	74	0.5%	3,512	3.4%
<b>Total</b>	<b>541</b>	<b>100%</b>	<b>3,563</b>	<b>100%</b>	<b>5,785</b>	<b>100%</b>	<b>35,095</b>	<b>100%</b>	<b>14,874</b>	<b>100%</b>	<b>101,933</b>	<b>100%</b>

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

WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

Demographic Summary	2013	2018
Population	10,780	11,730
Population 18+	8,654	9,397
Households	4,836	5,278
Median Household Income	\$52,738	\$62,137

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	4,223	48.8%	99
Bought any women's clothing in last 12 months	3,899	45.1%	99
Bought clothing for child <13 years in last 6 months	2,530	29.2%	99
Bought any shoes in last 12 months	4,750	54.9%	100
Bought costume jewelry in last 12 months	1,821	21.0%	105
Bought any fine jewelry in last 12 months	1,848	21.4%	108
Bought a watch in last 12 months	926	10.7%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,961	81.9%	96
HH bought/leased new vehicle last 12 mo	278	5.7%	73
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	7,332	84.7%	99
Bought/changed motor oil in last 12 months	4,227	48.8%	97
Had tune-up in last 12 months	2,627	30.4%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,666	65.5%	103
Drank regular cola in last 6 months	4,106	47.4%	102
Drank beer/ale in last 6 months	3,796	43.9%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	2,975	34.4%	99
Own digital single-lens reflex (SLR) camera	716	8.3%	99
Bought any camera in last 12 months	779	9.0%	103
Bought memory card for camera in last 12 months	583	6.7%	103
Printed digital photos in last 12 months	304	3.5%	80
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	3,295	38.1%	102
Have a smartphone	3,557	41.1%	112
Have an iPhone	1,188	13.7%	117
Number of cell phones in household: 1	1,741	36.0%	113
Number of cell phones in household: 2	1,768	36.6%	102
Number of cell phones in household: 3+	953	19.7%	80
HH has cell phone only (no landline telephone)	2,096	43.3%	129
<b>Computers (Households)</b>			
HH owns a computer	3,727	77.1%	102
HH owns desktop computer	2,468	51.0%	98
HH owns laptop/notebook/tablet	2,370	49.0%	103
Spent <\$500 on most recent home computer	624	12.9%	98
Spent \$500-\$999 on most recent home computer	1,068	22.1%	107
Spent \$1,000-\$1,499 on most recent home computer	529	10.9%	102
Spent \$1,500-\$1,999 on most recent home computer	218	4.5%	90
Spent \$2,000+ on most recent home computer	177	3.7%	94

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

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

WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	1,475	17.0%	108
Bought cigarettes at convenience store in last 30 days	1,283	14.8%	111
Bought gas at convenience store in last 30 days	2,667	30.8%	93
Spent at convenience store in last 30 days: <\$11	614	7.1%	101
Spent at convenience store in last 30 days: \$11-\$19	166	1.9%	99
Spent at convenience store in last 30 days: \$20-\$39	729	8.4%	90
Spent at convenience store in last 30 days: \$40-\$50	713	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	454	5.2%	106
Spent at convenience store in last 30 days: \$100+	1,890	21.8%	95
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	5,580	64.5%	106
Went to live theater in last 12 months	1,076	12.4%	103
Went to a bar/night club in last 12 months	1,614	18.7%	104
Dined out in last 12 months	4,099	47.4%	103
Gambled at a casino in last 12 months	1,448	16.7%	107
Visited a theme park in last 12 months	1,631	18.8%	104
Viewed movie (video-on-demand) in last 30 days	1,686	19.5%	125
Viewed TV show (video-on-demand) in last 30 days	1,242	14.4%	138
Watched any pay-per-view TV in last 12 months	1,229	14.2%	101
Downloaded a movie over the Internet in last 30 days	601	6.9%	117
Downloaded any individual song in last 6 months	1,896	21.9%	107
Watched a movie online in the last 30 days	1,233	14.2%	127
Watched a TV program online in last 30 days	1,484	17.1%	138
Played a video/electronic game (console) in last 12 months	1,152	13.3%	113
Played a video/electronic game (portable) in last 12 months	417	4.8%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,488	28.7%	89
Used ATM/cash machine in last 12 months	4,479	51.8%	108
Own any stock	697	8.1%	98
Own U.S. savings bond	470	5.4%	87
Own shares in mutual fund (stock)	639	7.4%	91
Own shares in mutual fund (bonds)	392	4.5%	86
Have interest checking account	2,339	27.0%	93
Have non-interest checking account	2,524	29.2%	102
Have savings account	4,612	53.3%	100
Have 401K retirement savings plan	1,356	15.7%	107
Own/used any credit/debit card in last 12 months	6,338	73.2%	101
Avg monthly credit card expenditures: <\$111	1,030	11.9%	96
Avg monthly credit card expenditures: \$111-\$225	602	7.0%	107
Avg monthly credit card expenditures: \$226-\$450	513	5.9%	97
Avg monthly credit card expenditures: \$451-\$700	538	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	356	4.1%	92
Avg monthly credit card expenditures: \$1,001+	642	7.4%	82
Did banking online in last 12 months	3,278	37.9%	110
Did banking on mobile device in last 12 months	751	8.7%	120
Paid bills online in last 12 months	3,815	44.1%	110

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

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

WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,052	69.9%	97
Used bread in last 6 months	8,203	94.8%	99
Used chicken/turkey (fresh or frozen) in last 6 months	6,937	80.2%	99
Used fish/seafood (fresh or frozen) in last 6 months	4,754	54.9%	99
Used fresh fruit/vegetables in last 6 months	7,534	87.1%	100
Used fresh milk in last 6 months	7,687	88.8%	99
Used organic food in last 6 months	1,738	20.1%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,230	25.8%	95
Exercise at club 2+ times per week	1,275	14.7%	112
Visited a doctor in last 12 months	6,451	74.5%	99
Used vitamin/dietary supplement in last 6 months	4,633	53.5%	100
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,057	21.9%	77
Used housekeeper/maid/professional HH cleaning service in last 12	581	12.0%	90
Purchased low ticket HH furnishings in last 12 months	818	16.9%	108
Purchased big ticket HH furnishings in last 12 months	1,249	25.8%	122
Purchased bedding/bath goods in last 12 months	2,632	54.4%	101
Purchased cooking/serving product in last 12 months	1,301	26.9%	110
Bought any small kitchen appliance in last 12 months	1,129	23.3%	106
Bought any large kitchen appliance in last 12 months	667	13.8%	108
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,557	41.1%	94
Carry medical/hospital/accident insurance	5,451	63.0%	98
Carry homeowner insurance	3,305	38.2%	79
Have auto insurance: 1 vehicle in household covered	1,829	37.8%	122
Have auto insurance: 2 vehicles in household covered	1,253	25.9%	93
Have auto insurance: 3+ vehicles in household covered	694	14.4%	65
<b>Pets (Households)</b>			
Household owns any pet	2,120	43.8%	83
Household owns any cat	1,040	21.5%	94
Household owns any dog	1,312	27.1%	69
<b>Psychographics (Adults)</b>			
Buying American is important to me	3,507	40.5%	98
Usually buy items on credit rather than wait	1,017	11.8%	101
Usually buy based on quality - not price	1,502	17.4%	96
Price is usually more important than brand name	2,322	26.8%	99
Usually use coupons for brands I buy often	1,497	17.3%	92
Am interested in how to help the environment	1,545	17.9%	102
Usually pay more for environ safe product	1,151	13.3%	106
Usually value green products over convenience	840	9.7%	98
Likely to buy a brand that supports a charity	2,992	34.6%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	677	7.8%	112
Bought hardcover book in last 12 months	2,329	26.9%	106
Bought paperback book in last 12 month	3,256	37.6%	104
Read newspaper using e-reader/tablet in last 6 months	206	2.4%	95
Read book using e-reader/tablet in last 6 months	681	7.9%	111
Read any daily newspaper (paper version)	2,543	29.4%	92
Read any magazine (paper/electronic version) in last 6 months	7,984	92.3%	101

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

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

WFN midpoint  
Location  
Ring: 1 mile radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	6,698	77.4%	102
Went to family restaurant/steak house: 4+ times a month	2,555	29.5%	100
Went to fast food/drive-in restaurant in last 6 months	7,805	90.2%	100
Went to fast food/drive-in restaurant 9+ times/mo	3,902	45.1%	111
Fast food/drive-in last 6 months: eat in	3,145	36.3%	100
Fast food/drive-in last 6 months: home delivery	925	10.7%	138
Fast food/drive-in last 6 months: take-out/drive-thru	4,157	48.0%	102
Fast food/drive-in last 6 months: take-out/walk-in	1,778	20.5%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	889	10.3%	105
Own any portable MP3 player	3,221	37.2%	111
HH owns 1 TV	1,153	23.8%	120
HH owns 2 TVs	1,406	29.1%	111
HH owns 3 TVs	884	18.3%	84
HH owns 4+ TVs	714	14.8%	73
HH subscribes to cable TV	3,002	62.1%	112
HH subscribes to fiber optic	362	7.5%	122
HH has satellite dish	762	15.8%	62
HH owns DVD/Blu-ray player	3,087	63.8%	102
HH owns camcorder	818	16.9%	98
HH owns portable GPS navigation device	1,221	25.2%	97
HH owns video game system	2,175	45.0%	104
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,360	50.4%	99
Took 3+ domestic non-business trips in last 12 months	922	10.7%	85
Spent on domestic vacations in last 12 months: <\$1,000	1,091	12.6%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	473	5.5%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	307	3.5%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	258	3.0%	74
Spent on domestic vacations in last 12 months: \$3,000+	384	4.4%	79
Domestic travel in the 12 months: used general travel website	743	8.6%	111
Foreign travel in last 3 years	2,105	24.3%	99
Took 3+ foreign trips by plane in last 3 years	295	3.4%	77
Spent on foreign vacations in last 12 months: <\$1,000	351	4.1%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	275	3.2%	93
Spent on foreign vacations in last 12 months: \$3,000+	269	3.1%	65
Foreign travel in last 3 years: used general travel website	500	5.8%	95
Stayed 1+ nights at hotel/motel in last 12 months	3,550	41.0%	98
Took cruise of more than one day in last 3 years	722	8.3%	96
Member of any frequent flyer program	1,270	14.7%	88
Member of any hotel rewards program	1,048	12.1%	90

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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.

WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

Demographic Summary	2013	2018
Population	101,629	109,252
Population 18+	78,245	83,759
Households	39,530	42,393
Median Household Income	\$60,819	\$75,606

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	39,009	49.9%	101
Bought any women's clothing in last 12 months	35,612	45.5%	100
Bought clothing for child <13 years in last 6 months	22,758	29.1%	98
Bought any shoes in last 12 months	43,284	55.3%	101
Bought costume jewelry in last 12 months	15,973	20.4%	102
Bought any fine jewelry in last 12 months	16,044	20.5%	104
Bought a watch in last 12 months	8,993	11.5%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	33,735	85.3%	100
HH bought/leased new vehicle last 12 mo	3,076	7.8%	99
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	67,720	86.5%	101
Bought/changed motor oil in last 12 months	37,290	47.7%	94
Had tune-up in last 12 months	25,501	32.6%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	52,350	66.9%	105
Drank regular cola in last 6 months	35,467	45.3%	97
Drank beer/ale in last 6 months	35,612	45.5%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	28,636	36.6%	105
Own digital single-lens reflex (SLR) camera	6,984	8.9%	107
Bought any camera in last 12 months	6,805	8.7%	100
Bought memory card for camera in last 12 months	5,218	6.7%	102
Printed digital photos in last 12 months	3,068	3.9%	89
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	29,339	37.5%	100
Have a smartphone	31,853	40.7%	111
Have an iPhone	10,382	13.3%	113
Number of cell phones in household: 1	12,278	31.1%	97
Number of cell phones in household: 2	14,469	36.6%	102
Number of cell phones in household: 3+	10,071	25.5%	103
HH has cell phone only (no landline telephone)	13,758	34.8%	104
<b>Computers (Households)</b>			
HH owns a computer	31,438	79.5%	105
HH owns desktop computer	21,413	54.2%	104
HH owns laptop/notebook/tablet	20,446	51.7%	109
Spent <\$500 on most recent home computer	5,201	13.2%	100
Spent \$500-\$999 on most recent home computer	8,675	21.9%	106
Spent \$1,000-\$1,499 on most recent home computer	4,500	11.4%	106
Spent \$1,500-\$1,999 on most recent home computer	2,052	5.2%	104
Spent \$2,000+ on most recent home computer	1,679	4.2%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	13,111	16.8%	107
Bought cigarettes at convenience store in last 30 days	10,382	13.3%	99
Bought gas at convenience store in last 30 days	22,681	29.0%	87
Spent at convenience store in last 30 days: <\$11	6,136	7.8%	112
Spent at convenience store in last 30 days: \$11-\$19	1,533	2.0%	101
Spent at convenience store in last 30 days: \$20-\$39	7,024	9.0%	96
Spent at convenience store in last 30 days: \$40-\$50	6,122	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	3,972	5.1%	102
Spent at convenience store in last 30 days: \$100+	15,836	20.2%	88
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	50,621	64.7%	107
Went to live theater in last 12 months	10,531	13.5%	111
Went to a bar/night club in last 12 months	15,046	19.2%	107
Dined out in last 12 months	38,078	48.7%	106
Gambled at a casino in last 12 months	13,841	17.7%	113
Visited a theme park in last 12 months	16,051	20.5%	113
Viewed movie (video-on-demand) in last 30 days	15,370	19.6%	126
Viewed TV show (video-on-demand) in last 30 days	11,270	14.4%	138
Watched any pay-per-view TV in last 12 months	11,980	15.3%	109
Downloaded a movie over the Internet in last 30 days	5,123	6.5%	111
Downloaded any individual song in last 6 months	17,289	22.1%	107
Watched a movie online in the last 30 days	10,263	13.1%	117
Watched a TV program online in last 30 days	11,806	15.1%	121
Played a video/electronic game (console) in last 12 months	9,830	12.6%	107
Played a video/electronic game (portable) in last 12 months	3,906	5.0%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	26,476	33.8%	105
Used ATM/cash machine in last 12 months	40,984	52.4%	109
Own any stock	6,941	8.9%	108
Own U.S. savings bond	5,185	6.6%	106
Own shares in mutual fund (stock)	6,406	8.2%	101
Own shares in mutual fund (bonds)	4,269	5.5%	104
Have interest checking account	23,454	30.0%	103
Have non-interest checking account	22,851	29.2%	102
Have savings account	43,803	56.0%	105
Have 401K retirement savings plan	12,682	16.2%	110
Own/used any credit/debit card in last 12 months	59,100	75.5%	104
Avg monthly credit card expenditures: <\$111	9,904	12.7%	102
Avg monthly credit card expenditures: \$111-\$225	5,456	7.0%	107
Avg monthly credit card expenditures: \$226-\$450	4,944	6.3%	103
Avg monthly credit card expenditures: \$451-\$700	4,735	6.1%	114
Avg monthly credit card expenditures: \$701-\$1,000	3,676	4.7%	105
Avg monthly credit card expenditures: \$1,001+	7,664	9.8%	108
Did banking online in last 12 months	30,278	38.7%	113
Did banking on mobile device in last 12 months	6,315	8.1%	111
Paid bills online in last 12 months	35,122	44.9%	112

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WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	55,443	70.9%	99
Used bread in last 6 months	74,594	95.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	63,598	81.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	44,379	56.7%	102
Used fresh fruit/vegetables in last 6 months	68,949	88.1%	101
Used fresh milk in last 6 months	70,296	89.8%	100
Used organic food in last 6 months	16,085	20.6%	108
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	21,690	27.7%	102
Exercise at club 2+ times per week	11,902	15.2%	115
Visited a doctor in last 12 months	59,684	76.3%	101
Used vitamin/dietary supplement in last 6 months	43,136	55.1%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	10,818	27.4%	97
Used housekeeper/maid/professional HH cleaning service in last 12	5,518	14.0%	104
Purchased low ticket HH furnishings in last 12 months	6,576	16.6%	106
Purchased big ticket HH furnishings in last 12 months	9,225	23.3%	110
Purchased bedding/bath goods in last 12 months	21,612	54.7%	102
Purchased cooking/serving product in last 12 months	10,100	25.6%	105
Bought any small kitchen appliance in last 12 months	9,088	23.0%	105
Bought any large kitchen appliance in last 12 months	5,258	13.3%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	34,022	43.5%	99
Carry medical/hospital/accident insurance	51,291	65.6%	102
Carry homeowner insurance	36,416	46.5%	96
Have auto insurance: 1 vehicle in household covered	12,928	32.7%	106
Have auto insurance: 2 vehicles in household covered	11,509	29.1%	104
Have auto insurance: 3+ vehicles in household covered	7,628	19.3%	87
<b>Pets (Households)</b>			
Household owns any pet	19,528	49.4%	94
Household owns any cat	8,942	22.6%	98
Household owns any dog	13,155	33.3%	85
<b>Psychographics (Adults)</b>			
Buying American is important to me	30,321	38.8%	93
Usually buy items on credit rather than wait	9,844	12.6%	108
Usually buy based on quality - not price	14,344	18.3%	101
Price is usually more important than brand name	20,743	26.5%	98
Usually use coupons for brands I buy often	14,233	18.2%	97
Am interested in how to help the environment	13,674	17.5%	100
Usually pay more for environ safe product	9,904	12.7%	101
Usually value green products over convenience	7,174	9.2%	93
Likely to buy a brand that supports a charity	26,245	33.5%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,965	7.6%	109
Bought hardcover book in last 12 months	21,385	27.3%	108
Bought paperback book in last 12 month	30,298	38.7%	107
Read newspaper using e-reader/tablet in last 6 months	2,242	2.9%	114
Read book using e-reader/tablet in last 6 months	6,315	8.1%	114
Read any daily newspaper (paper version)	25,281	32.3%	101
Read any magazine (paper/electronic version) in last 6 months	72,545	92.7%	102

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WFN midpoint  
Location  
Ring: 3 miles radius

Prepared by CED/Planning  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	60,769	77.7%	102
Went to family restaurant/steak house: 4+ times a month	22,739	29.1%	98
Went to fast food/drive-in restaurant in last 6 months	70,711	90.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	33,066	42.3%	104
Fast food/drive-in last 6 months: eat in	28,419	36.3%	100
Fast food/drive-in last 6 months: home delivery	7,337	9.4%	121
Fast food/drive-in last 6 months: take-out/drive-thru	36,827	47.1%	100
Fast food/drive-in last 6 months: take-out/walk-in	16,104	20.6%	106
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	8,761	11.2%	115
Own any portable MP3 player	30,145	38.5%	114
HH owns 1 TV	8,248	20.9%	105
HH owns 2 TVs	10,516	26.6%	101
HH owns 3 TVs	8,122	20.5%	95
HH owns 4+ TVs	7,735	19.6%	97
HH subscribes to cable TV	24,578	62.2%	112
HH subscribes to fiber optic	3,844	9.7%	158
HH has satellite dish	6,996	17.7%	69
HH owns DVD/Blu-ray player	25,734	65.1%	104
HH owns camcorder	7,597	19.2%	111
HH owns portable GPS navigation device	11,245	28.4%	109
HH owns video game system	18,324	46.4%	107
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	41,626	53.2%	105
Took 3+ domestic non-business trips in last 12 months	9,520	12.2%	97
Spent on domestic vacations in last 12 months: <\$1,000	9,908	12.7%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,643	5.9%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,224	4.1%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,128	4.0%	100
Spent on domestic vacations in last 12 months: \$3,000+	4,717	6.0%	107
Domestic travel in the 12 months: used general travel website	6,647	8.5%	110
Foreign travel in last 3 years	21,877	28.0%	114
Took 3+ foreign trips by plane in last 3 years	3,775	4.8%	109
Spent on foreign vacations in last 12 months: <\$1,000	4,354	5.6%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,991	3.8%	112
Spent on foreign vacations in last 12 months: \$3,000+	3,810	4.9%	102
Foreign travel in last 3 years: used general travel website	5,347	6.8%	112
Stayed 1+ nights at hotel/motel in last 12 months	34,146	43.6%	104
Took cruise of more than one day in last 3 years	7,338	9.4%	108
Member of any frequent flyer program	14,230	18.2%	109
Member of any hotel rewards program	11,443	14.6%	108

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WFN midpoint  
Location  
Ring: 5 miles radius

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Latitude: 47.49952  
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Demographic Summary	2013	2018
Population	248,135	265,700
Population 18+	189,356	202,325
Households	92,571	98,859
Median Household Income	\$63,795	\$77,592

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	93,951	49.6%	100
Bought any women's clothing in last 12 months	86,370	45.6%	100
Bought clothing for child <13 years in last 6 months	56,573	29.9%	101
Bought any shoes in last 12 months	105,216	55.6%	101
Bought costume jewelry in last 12 months	38,311	20.2%	101
Bought any fine jewelry in last 12 months	38,901	20.5%	104
Bought a watch in last 12 months	21,304	11.3%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	79,388	85.8%	101
HH bought/leased new vehicle last 12 mo	7,556	8.2%	104
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	162,735	85.9%	101
Bought/changed motor oil in last 12 months	87,334	46.1%	91
Had tune-up in last 12 months	62,430	33.0%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	128,943	68.1%	107
Drank regular cola in last 6 months	84,908	44.8%	96
Drank beer/ale in last 6 months	85,809	45.3%	106
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	68,744	36.3%	104
Own digital single-lens reflex (SLR) camera	17,051	9.0%	108
Bought any camera in last 12 months	16,259	8.6%	99
Bought memory card for camera in last 12 months	12,614	6.7%	102
Printed digital photos in last 12 months	7,480	4.0%	90
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	70,772	37.4%	100
Have a smartphone	78,558	41.5%	113
Have an iPhone	26,213	13.8%	118
Number of cell phones in household: 1	26,703	28.8%	90
Number of cell phones in household: 2	34,476	37.2%	103
Number of cell phones in household: 3+	25,912	28.0%	113
HH has cell phone only (no landline telephone)	30,149	32.6%	97
<b>Computers (Households)</b>			
HH owns a computer	74,899	80.9%	107
HH owns desktop computer	51,141	55.2%	106
HH owns laptop/notebook/tablet	49,136	53.1%	112
Spent <\$500 on most recent home computer	11,498	12.4%	95
Spent \$500-\$999 on most recent home computer	19,965	21.6%	104
Spent \$1,000-\$1,499 on most recent home computer	10,875	11.7%	109
Spent \$1,500-\$1,999 on most recent home computer	5,171	5.6%	112
Spent \$2,000+ on most recent home computer	4,225	4.6%	117

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WFN midpoint  
Location  
Ring: 5 miles radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	30,566	16.1%	103
Bought cigarettes at convenience store in last 30 days	22,186	11.7%	88
Bought gas at convenience store in last 30 days	51,066	27.0%	81
Spent at convenience store in last 30 days: <\$11	15,010	7.9%	113
Spent at convenience store in last 30 days: \$11-\$19	3,722	2.0%	101
Spent at convenience store in last 30 days: \$20-\$39	17,505	9.2%	99
Spent at convenience store in last 30 days: \$40-\$50	14,265	7.5%	99
Spent at convenience store in last 30 days: \$51-\$99	8,796	4.6%	94
Spent at convenience store in last 30 days: \$100+	36,188	19.1%	83
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	123,802	65.4%	108
Went to live theater in last 12 months	26,152	13.8%	114
Went to a bar/night club in last 12 months	35,597	18.8%	105
Dined out in last 12 months	91,451	48.3%	105
Gambled at a casino in last 12 months	34,485	18.2%	117
Visited a theme park in last 12 months	41,868	22.1%	122
Viewed movie (video-on-demand) in last 30 days	37,001	19.5%	126
Viewed TV show (video-on-demand) in last 30 days	26,536	14.0%	135
Watched any pay-per-view TV in last 12 months	29,515	15.6%	111
Downloaded a movie over the Internet in last 30 days	12,150	6.4%	109
Downloaded any individual song in last 6 months	42,257	22.3%	109
Watched a movie online in the last 30 days	24,509	12.9%	115
Watched a TV program online in last 30 days	27,649	14.6%	117
Played a video/electronic game (console) in last 12 months	22,809	12.0%	102
Played a video/electronic game (portable) in last 12 months	9,300	4.9%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	64,192	33.9%	105
Used ATM/cash machine in last 12 months	98,131	51.8%	108
Own any stock	17,295	9.1%	111
Own U.S. savings bond	12,625	6.7%	106
Own shares in mutual fund (stock)	16,083	8.5%	105
Own shares in mutual fund (bonds)	10,795	5.7%	109
Have interest checking account	56,199	29.7%	102
Have non-interest checking account	54,629	28.8%	100
Have savings account	104,728	55.3%	104
Have 401K retirement savings plan	30,329	16.0%	109
Own/used any credit/debit card in last 12 months	142,998	75.5%	104
Avg monthly credit card expenditures: <\$111	23,080	12.2%	98
Avg monthly credit card expenditures: \$111-\$225	12,810	6.8%	104
Avg monthly credit card expenditures: \$226-\$450	12,090	6.4%	104
Avg monthly credit card expenditures: \$451-\$700	11,283	6.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	9,330	4.9%	110
Avg monthly credit card expenditures: \$1,001+	19,947	10.5%	116
Did banking online in last 12 months	72,336	38.2%	111
Did banking on mobile device in last 12 months	15,064	8.0%	110
Paid bills online in last 12 months	84,104	44.4%	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	132,967	70.2%	98
Used bread in last 6 months	180,187	95.2%	100
Used chicken/turkey (fresh or frozen) in last 6 months	154,082	81.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	107,738	56.9%	103
Used fresh fruit/vegetables in last 6 months	166,792	88.1%	101
Used fresh milk in last 6 months	169,225	89.4%	99
Used organic food in last 6 months	40,893	21.6%	114
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	53,072	28.0%	103
Exercise at club 2+ times per week	29,802	15.7%	119
Visited a doctor in last 12 months	144,097	76.1%	101
Used vitamin/dietary supplement in last 6 months	104,297	55.1%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	25,513	27.6%	97
Used housekeeper/maid/professional HH cleaning service in last 12	14,113	15.2%	114
Purchased low ticket HH furnishings in last 12 months	15,275	16.5%	105
Purchased big ticket HH furnishings in last 12 months	21,193	22.9%	108
Purchased bedding/bath goods in last 12 months	50,396	54.4%	101
Purchased cooking/serving product in last 12 months	23,514	25.4%	104
Bought any small kitchen appliance in last 12 months	21,136	22.8%	104
Bought any large kitchen appliance in last 12 months	12,290	13.3%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	80,434	42.5%	97
Carry medical/hospital/accident insurance	123,761	65.4%	102
Carry homeowner insurance	88,700	46.8%	97
Have auto insurance: 1 vehicle in household covered	29,081	31.4%	101
Have auto insurance: 2 vehicles in household covered	27,501	29.7%	106
Have auto insurance: 3+ vehicles in household covered	19,009	20.5%	93
<b>Pets (Households)</b>			
Household owns any pet	45,798	49.5%	94
Household owns any cat	19,886	21.5%	94
Household owns any dog	31,519	34.0%	87
<b>Psychographics (Adults)</b>			
Buying American is important to me	71,142	37.6%	91
Usually buy items on credit rather than wait	25,268	13.3%	115
Usually buy based on quality - not price	34,967	18.5%	102
Price is usually more important than brand name	49,663	26.2%	97
Usually use coupons for brands I buy often	34,540	18.2%	97
Am interested in how to help the environment	33,883	17.9%	102
Usually pay more for environ safe product	24,397	12.9%	102
Usually value green products over convenience	17,867	9.4%	95
Likely to buy a brand that supports a charity	62,906	33.2%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	14,689	7.8%	111
Bought hardcover book in last 12 months	51,141	27.0%	107
Bought paperback book in last 12 month	73,115	38.6%	106
Read newspaper using e-reader/tablet in last 6 months	5,797	3.1%	122
Read book using e-reader/tablet in last 6 months	16,056	8.5%	120
Read any daily newspaper (paper version)	61,216	32.3%	101
Read any magazine (paper/electronic version) in last 6 months	175,502	92.7%	102

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

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

WFN midpoint  
Location  
Ring: 5 miles radius

Prepared by CED/Planning  
Latitude: 47.49952  
Longitude: -122.20546

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	146,068	77.1%	102
Went to family restaurant/steak house: 4+ times a month	54,480	28.8%	97
Went to fast food/drive-in restaurant in last 6 months	170,422	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	79,146	41.8%	103
Fast food/drive-in last 6 months: eat in	68,469	36.2%	100
Fast food/drive-in last 6 months: home delivery	16,928	8.9%	115
Fast food/drive-in last 6 months: take-out/drive-thru	86,167	45.5%	97
Fast food/drive-in last 6 months: take-out/walk-in	38,520	20.3%	104
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	22,385	11.8%	121
Own any portable MP3 player	73,472	38.8%	115
HH owns 1 TV	18,705	20.2%	102
HH owns 2 TVs	24,285	26.2%	100
HH owns 3 TVs	18,996	20.5%	95
HH owns 4+ TVs	19,047	20.6%	102
HH subscribes to cable TV	57,105	61.7%	111
HH subscribes to fiber optic	9,691	10.5%	170
HH has satellite dish	17,176	18.6%	73
HH owns DVD/Blu-ray player	59,975	64.8%	104
HH owns camcorder	18,213	19.7%	114
HH owns portable GPS navigation device	26,901	29.1%	111
HH owns video game system	43,639	47.1%	109
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	101,415	53.6%	105
Took 3+ domestic non-business trips in last 12 months	22,917	12.1%	97
Spent on domestic vacations in last 12 months: <\$1,000	23,081	12.2%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	11,447	6.0%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,868	4.2%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,837	4.1%	103
Spent on domestic vacations in last 12 months: \$3,000+	12,087	6.4%	113
Domestic travel in the 12 months: used general travel website	16,723	8.8%	114
Foreign travel in last 3 years	56,647	29.9%	122
Took 3+ foreign trips by plane in last 3 years	10,112	5.3%	120
Spent on foreign vacations in last 12 months: <\$1,000	10,709	5.7%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,772	4.1%	120
Spent on foreign vacations in last 12 months: \$3,000+	10,508	5.5%	116
Foreign travel in last 3 years: used general travel website	13,654	7.2%	118
Stayed 1+ nights at hotel/motel in last 12 months	83,594	44.1%	105
Took cruise of more than one day in last 3 years	18,529	9.8%	112
Member of any frequent flyer program	37,049	19.6%	117
Member of any hotel rewards program	28,684	15.1%	112

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