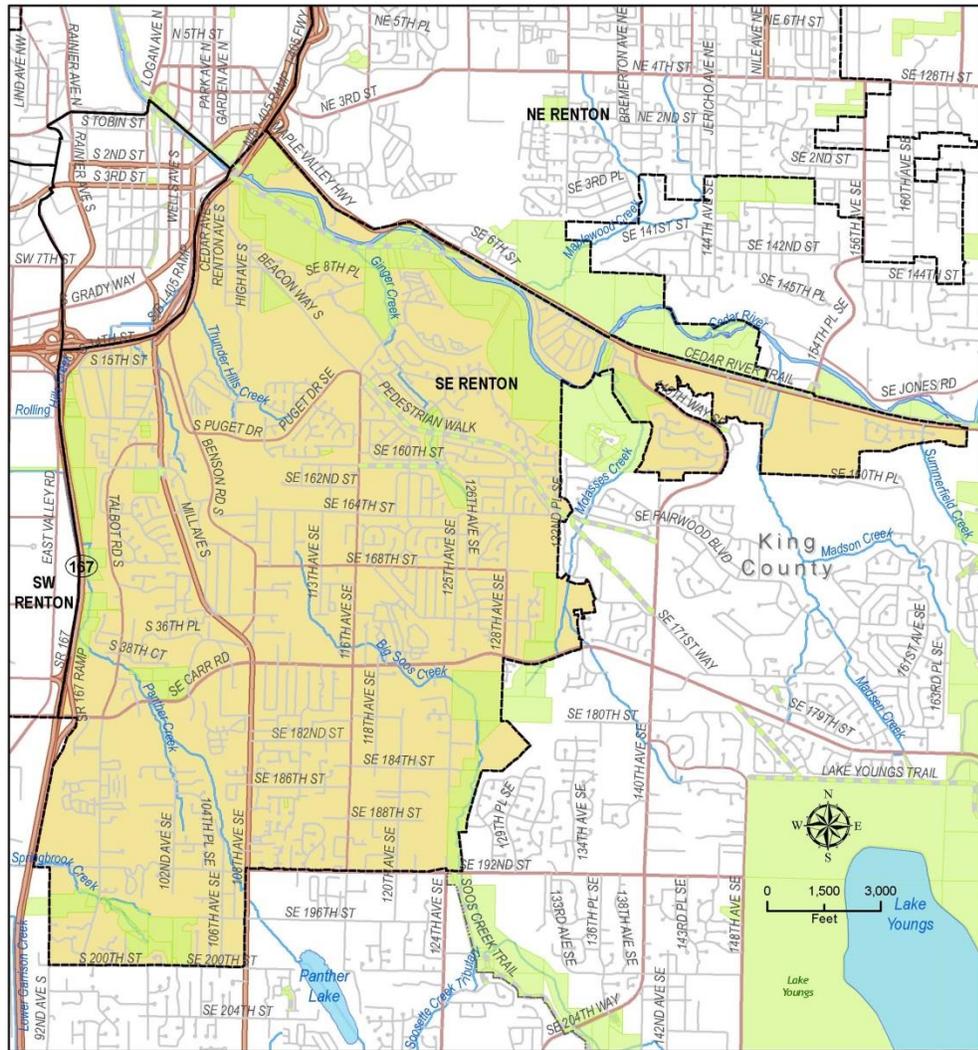


Expenditures SE Renton



RENTON. AHEAD OF THE CURVE.

City of Renton

Community & Economic Development



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2013 Housing Summary		2013 Demographic Summary	
Housing Units	16,035	Population	38,383
2013-2018 Percent Change	5.59%	Households	15,025
Percent Occupied	93.7%	Families	9,400
Percent Owner Households	57.2%	Median Age	35.7
Median Home Value	\$277,692	Median Household Income	\$59,575
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		100	\$11,549.66
Mortgage Interest		105	\$4,442.83
Mortgage Principal		101	\$2,198.57
Property Taxes		100	\$2,502.55
Homeowners Insurance		91	\$433.44
Ground Rent		98	\$68.41
Maintenance and Remodeling Services		95	\$1,535.76
Maintenance and Remodeling Materials		87	\$252.90
Property Management and Security		108	\$115.20
Rented Dwellings		129	\$5,256.16
Rent		130	\$5,062.39
Rent Received as Pay		117	\$131.35
Renters' Insurance		123	\$21.22
Maintenance and Repair Services		93	\$25.76
Maintenance and Repair Materials		107	\$15.45
Owned Vacation Homes		101	\$602.04
Mortgage Payment		102	\$210.12
Property Taxes		96	\$153.86
Homeowners Insurance		91	\$12.92
Maintenance and Remodeling		104	\$198.05
Property Management and Security		95	\$27.09
Housing While Attending School		104	\$91.54
Household Operations		102	\$1,780.52
Child Care		115	\$509.42
Care for Elderly or Handicapped		102	\$62.15
Appliance Rental and Repair		94	\$25.13
Computer Information Services		105	\$429.77
Home Security System Services		98	\$32.98
Non-Apparel Household Laundry/Dry Cleaning		26	\$7.66
Housekeeping Services		103	\$152.88
Lawn and Garden		91	\$386.43
Moving/Storage/Freight Express		117	\$76.19
Installation of Computers		95	\$0.54
PC Repair (Personal Use)		104	\$9.85
Reupholstering/Furniture Repair		93	\$7.65
Termite/Pest Control		96	\$29.87
Water Softening Services		78	\$4.49
Internet Services Away from Home		109	\$6.68
Voice Over IP Service		114	\$15.32
Other Home Services (1)		99	\$23.49

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.

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	100	\$5,035.26	\$75,654,788
Bottled Gas	64	\$48.24	\$724,840
Electricity	98	\$1,897.53	\$28,510,402
Fuel Oil	99	\$113.37	\$1,703,394
Natural Gas	103	\$605.09	\$9,091,455
Phone Services	102	\$1,670.09	\$25,093,032
Water and Other Public Services	102	\$693.61	\$10,421,539
Coal/Wood/Other Fuel	58	\$7.33	\$110,124
Housekeeping Supplies	98	\$700.52	\$10,525,323
Laundry and Cleaning Supplies	98	\$198.08	\$2,976,220
Postage and Stationery	97	\$173.61	\$2,608,428
Other HH Products (2)	100	\$328.83	\$4,940,675
Household Textiles	104	\$109.78	\$1,649,382
Bathroom Linens	108	\$15.90	\$238,879
Bedroom Linens	107	\$53.48	\$803,475
Kitchen and Dining Room Linens	105	\$2.63	\$39,456
Curtains and Draperies	99	\$19.72	\$296,335
Slipcovers, Decorative Pillows	108	\$5.35	\$80,377
Materials for Slipcovers/Curtains	94	\$11.11	\$166,859
Other Linens	111	\$1.60	\$24,000
Furniture	105	\$504.60	\$7,581,605
Mattresses and Box Springs	105	\$79.13	\$1,189,000
Other Bedroom Furniture	108	\$98.90	\$1,486,006
Sofas	106	\$128.93	\$1,937,232
Living Room Tables and Chairs	100	\$69.71	\$1,047,371
Kitchen, Dining Room Furniture	104	\$42.44	\$637,606
Infant Furniture	113	\$12.80	\$192,337
Outdoor Furniture	100	\$22.79	\$342,450
Wall Units, Cabinets, Other Furniture (3)	101	\$49.89	\$749,603
Major Appliances	96	\$265.02	\$3,981,911
Dishwashers and Disposals	100	\$22.43	\$337,007
Refrigerators and Freezers	93	\$71.44	\$1,073,392
Clothes Washers	97	\$44.98	\$675,787
Clothes Dryers	96	\$34.79	\$522,788
Cooking Stoves and Ovens	94	\$38.05	\$571,692
Microwave Ovens	102	\$13.57	\$203,944
Window Air Conditioners	88	\$6.07	\$91,264
Electric Floor Cleaning Equipment	100	\$21.69	\$325,834
Sewing Machines and Miscellaneous Appliances	97	\$11.99	\$180,203

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.

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	103	\$26.24	\$394,228
Housewares	90	\$67.19	\$1,009,466
Small Appliances	99	\$44.51	\$668,779
Window Coverings	104	\$27.58	\$414,356
Lamps and Other Lighting Fixtures	107	\$21.91	\$329,259
Infant Equipment	41	\$8.69	\$130,522
Rental of Furniture	97	\$6.90	\$103,688
Laundry and Cleaning Equipment	99	\$23.89	\$358,929
Closet and Storage Items	20	\$4.47	\$67,223
Luggage	109	\$9.70	\$145,743
Clocks and Other Household Decoratives	36	\$53.41	\$802,532
Telephones and Accessories	99	\$53.27	\$800,324
Telephone Answering Devices	100	\$0.65	\$9,817
Grills and Outdoor Equipment	32	\$14.90	\$223,873
Power Tools	40	\$20.69	\$310,872
Hand Tools	106	\$7.81	\$117,295
Office Furniture/Equipment for Home Use	106	\$15.47	\$232,387
Computers and Hardware for Home Use	108	\$220.18	\$3,308,192
Portable Memory	107	\$8.19	\$123,102
Computer Software	111	\$21.96	\$330,023
Computer Accessories	103	\$17.16	\$257,877
Personal Digital Assistants	103	\$7.72	\$115,954
Other Household Items (4)	98	\$81.33	\$1,222,041

(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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Demographic Summary			2013	2018
Population			38,383	40,973
Households			15,025	15,983
Families			9,400	9,978
Median Age			35.7	36.3
Median Household Income			\$59,575	\$73,124
	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	102	\$70,584.05	\$1,060,525,375	100.0%
Food	103	\$8,467.43	\$127,223,099	12.0%
Food at Home	101	\$5,086.68	\$76,427,333	7.2%
Food Away from Home	106	\$3,380.75	\$50,795,765	4.8%
Alcoholic Beverages	108	\$576.07	\$8,655,384	0.8%
Housing	106	\$22,534.67	\$338,583,343	31.9%
Shelter	108	\$17,499.40	\$262,928,555	24.8%
Utilities, Fuel and Public Services	100	\$5,035.26	\$75,654,788	7.1%
Household Operations	102	\$1,780.52	\$26,752,281	2.5%
Housekeeping Supplies	98	\$700.52	\$10,525,323	1.0%
Household Furnishings and Equipment	91	\$1,643.22	\$24,689,380	2.3%
Apparel and Services	71	\$1,609.78	\$24,186,954	2.3%
Transportation	102	\$9,858.74	\$148,127,632	14.0%
Travel	103	\$1,896.73	\$28,498,300	2.7%
Health Care	95	\$4,229.42	\$63,547,076	6.0%
Entertainment and Recreation	104	\$3,393.78	\$50,991,477	4.8%
Personal Care Products & Services	103	\$768.19	\$11,542,020	1.1%
Education	109	\$1,590.77	\$23,901,269	2.3%
Smoking Products	95	\$462.10	\$6,943,042	0.7%
Miscellaneous (1)	96	\$1,132.43	\$17,014,742	1.6%
Support Payments/Cash Contributions/Gifts in Kind	97	\$2,231.53	\$33,528,801	3.2%
Life/Other Insurance	92	\$400.50	\$6,017,468	0.6%
Pensions and Social Security	105	\$7,307.67	\$109,797,784	10.4%

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

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

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

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Demographic Summary		2013	2018
Population		38,383	40,973
Households		15,025	15,983
Families		9,400	9,978
Median Age		35.7	36.3
Median Household Income		\$59,575	\$73,124
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	108	\$677.47	\$10,178,927
Admission to Movies, Theater, Opera, Ballet	110	\$172.80	\$2,596,334
Admission to Sporting Events, excl. Trips	104	\$65.57	\$985,219
Fees for Participant Sports, excl. Trips	107	\$126.15	\$1,895,477
Fees for Recreational Lessons	111	\$137.48	\$2,065,610
Membership Fees for Social/Recreation/Civic Clubs	105	\$174.97	\$2,628,942
Dating Services	114	\$0.49	\$7,345
Rental of Video Cassettes and DVDs	111	\$30.32	\$455,569
Toys & Games	106	\$147.51	\$2,216,318
Toys and Playground Equipment	106	\$139.95	\$2,102,708
Play Arcade Pinball/Video Games	113	\$3.48	\$52,319
Online Entertainment and Games	114	\$4.08	\$61,291
Recreational Vehicles and Fees	97	\$218.84	\$3,288,086
Docking and Landing Fees for Boats and Planes	100	\$12.19	\$183,186
Camp Fees	109	\$39.66	\$595,867
Purchase of RVs or Boats	94	\$158.36	\$2,379,363
Rental of RVs or Boats	104	\$8.63	\$129,669
Sports, Recreation and Exercise Equipment	91	\$162.12	\$2,435,899
Exercise Equipment and Gear, Game Tables	102	\$68.83	\$1,034,208
Bicycles	114	\$29.32	\$440,467
Camping Equipment	54	\$10.14	\$152,310
Hunting and Fishing Equipment	69	\$27.93	\$419,716
Winter Sports Equipment	104	\$7.29	\$109,485
Water Sports Equipment	98	\$6.57	\$98,677
Other Sports Equipment	98	\$8.37	\$125,778
Rental/Repair of Sports/Recreation/Exercise Equipment	97	\$3.68	\$55,259
Photographic Equipment and Supplies	106	\$82.92	\$1,245,941
Film	101	\$1.46	\$21,985
Film Processing	99	\$13.85	\$208,060
Photographic Equipment	109	\$38.35	\$576,171
Photographer Fees/Other Supplies & Equip Rental/Repair	107	\$29.27	\$439,725
Reading	100	\$153.63	\$2,308,250
Magazine/Newspaper Subscriptions	93	\$50.60	\$760,294
Magazine/Newspaper Single Copies	101	\$16.97	\$254,990
Books	104	\$67.39	\$1,012,597
Digital Book Readers	106	\$18.66	\$280,370

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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Demographic Summary		2013	2018
Population		38,383	40,973
Households		15,025	15,983
Families		9,400	9,978
Median Household Income		\$59,575	\$73,124
Males per 100 Females		97.2	97.6
Population By Age			
Population <5 Years		7.2%	7.2%
Population 65+ Years		11.3%	12.7%
Median Age		35.7	36.3
	Spending Potential Index	Average Amount Spent	Total
Health Care	95	\$4,229.42	\$63,547,076
Medical Care	94	\$1,859.16	\$27,933,818
Physician Services	100	\$251.33	\$3,776,242
Dental Services	98	\$374.58	\$5,628,080
Eyecare Services	94	\$47.69	\$716,523
Lab Tests, X-Rays	92	\$59.34	\$891,581
Hospital Room and Hospital Services	97	\$161.14	\$2,421,057
Convalescent or Nursing Home Care	87	\$12.96	\$194,661
Other Medical services (1)	98	\$107.24	\$1,611,265
Nonprescription Drugs	94	\$116.26	\$1,746,769
Prescription Drugs	89	\$432.86	\$6,503,664
Nonprescription Vitamins	98	\$64.61	\$970,818
Medicare Prescription Drug Premium	81	\$68.33	\$1,026,609
Eyeglasses and Contact Lenses	96	\$82.82	\$1,244,377
Hearing Aids	81	\$16.52	\$248,202
Medical Equipment for General Use	101	\$4.41	\$66,253
Other Medical Supplies (2)	96	\$59.08	\$887,715
Health Insurance	95	\$2,370.27	\$35,613,258
Blue Cross/Blue Shield	98	\$782.43	\$11,756,067
Commercial Health Insurance	103	\$479.10	\$7,198,510
Health Maintenance Organization	103	\$430.91	\$6,474,348
Medicare Payments	83	\$406.67	\$6,110,242
Long Term Care Insurance	87	\$81.98	\$1,231,715
Other Health Insurance (3)	87	\$189.18	\$2,842,376

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

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Demographic Summary		2013	2018
Population		38,383	40,973
Households		15,025	15,983
Families		9,400	9,978
Median Age		35.7	36.3
Median Household Income		\$59,575	\$73,124
	Spending Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	99	\$5,658.10	\$85,012,893
Savings Accounts	95	\$12,417.22	\$186,568,710
U.S. Savings Bonds	96	\$328.58	\$4,936,840
Stocks, Bonds & Mutual Funds	99	\$30,424.33	\$457,125,545
Annual Changes			
Checking Accounts	111	\$240.63	\$3,615,392
Savings Accounts	86	-\$307.79	-\$4,624,619
U.S. Savings Bonds	27	\$4.02	\$60,400
Earnings			
Dividends, Royalties, Estates, Trusts	92	\$806.33	\$12,115,057
Interest from Savings Accounts or Bonds	93	\$562.77	\$8,455,673
Retirement Plan Contributions	105	\$1,485.72	\$22,322,973
Liabilities			
Original Mortgage Amount	109	\$15,635.57	\$234,924,420
Vehicle Loan Amount 1	107	\$2,013.06	\$30,246,159
Amount Paid: Interest			
Home Mortgage	105	\$4,442.83	\$66,753,576
Lump Sum Home Equity Loan	97	\$93.88	\$1,410,596
New Car/Truck/Van Loan	102	\$151.19	\$2,271,703
Used Car/Truck/Van Loan	104	\$152.55	\$2,292,059
Amount Paid: Principal			
Home Mortgage	101	\$2,198.57	\$33,033,570
Lump Sum Home Equity Loan	97	\$117.47	\$1,765,021
New Car/Truck/Van Loan	101	\$951.44	\$14,295,382
Used Car/Truck/Van Loan	103	\$768.97	\$11,553,765
Checking Account and Banking Service Charges	104	\$31.98	\$480,544
Finance Charges, excluding Mortgage/Vehicle	106	\$241.96	\$3,635,443

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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Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Enterprising Professionals	23.9%	Population	38,383	40,973
Pleasant-Ville	16.3%	Households	15,025	15,983
Young and Restless	12.4%	Families	9,400	9,978
Sophisticated Squires	10.7%	Median Age	35.7	36.3
Aspiring Young Families	7.9%	Median Household	\$59,575	\$73,124
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,609.78	\$24,186,954
Men's		67	\$285.49	\$4,289,489
Women's		60	\$482.02	\$7,242,316
Children's		80	\$296.25	\$4,451,197
Footwear		51	\$219.22	\$3,293,745
Watches & Jewelry		106	\$159.52	\$2,396,737
Apparel Products and Services (1)		176	\$167.29	\$2,513,469
Computer				
Computers and Hardware for Home Use		108	\$220.18	\$3,308,192
Portable Memory		107	\$8.19	\$123,102
Computer Software		111	\$21.96	\$330,023
Computer Accessories		103	\$17.16	\$257,877
Entertainment & Recreation		104	\$3,393.78	\$50,991,477
Fees and Admissions		108	\$677.47	\$10,178,927
Membership Fees for Clubs (2)		105	\$174.97	\$2,628,942
Fees for Participant Sports, excl. Trips		107	\$126.15	\$1,895,477
Admission to Movie/Theatre/Opera/Ballet		110	\$172.80	\$2,596,334
Admission to Sporting Events, excl. Trips		104	\$65.57	\$985,219
Fees for Recreational Lessons		111	\$137.48	\$2,065,610
Dating Services		114	\$0.49	\$7,345
TV/Video/Audio		102	\$1,310.93	\$19,696,748
Cable and Satellite Television Services		99	\$856.63	\$12,870,829
Televisions		105	\$167.05	\$2,509,919
Satellite Dishes		94	\$1.49	\$22,392
VCRs, Video Cameras, and DVD Players		110	\$14.14	\$212,468
Miscellaneous Video Equipment		113	\$8.71	\$130,880
Video Cassettes and DVDs		108	\$38.21	\$574,101
Video Game Hardware/Accessories		112	\$30.27	\$454,880
Video Game Software		108	\$32.30	\$485,313
Streaming/Downloaded Video		117	\$4.39	\$65,928
Rental of Video Cassettes and DVDs		111	\$30.32	\$455,569
Installation of Televisions		105	\$0.90	\$13,453
Audio (3)		105	\$121.99	\$1,832,904
Rental and Repair of TV/Radio/Sound Equipment		94	\$4.53	\$68,111
Pets		114	\$609.95	\$9,164,496
Toys and Games (4)		106	\$147.51	\$2,216,318
Recreational Vehicles and Fees (5)		97	\$218.84	\$3,288,086
Sports/Recreation/Exercise Equipment (6)		91	\$162.12	\$2,435,899
Photo Equipment and Supplies (7)		106	\$82.92	\$1,245,941
Reading (8)		100	\$153.63	\$2,308,250
Catered Affairs (9)		115	\$30.40	\$456,812
Food		103	\$8,467.43	\$127,223,099
Food at Home		101	\$5,086.68	\$76,427,333
Bakery and Cereal Products		100	\$708.32	\$10,642,564
Meats, Poultry, Fish, and Eggs		101	\$1,118.82	\$16,810,228
Dairy Products		100	\$540.13	\$8,115,427
Fruits and Vegetables		102	\$976.09	\$14,665,685
Snacks and Other Food at Home (10)		101	\$1,743.32	\$26,193,430
Food Away from Home		106	\$3,380.75	\$50,795,765
Alcoholic Beverages		108	\$576.07	\$8,655,384
Nonalcoholic Beverages at Home		101	\$478.01	\$7,182,155

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	109	\$2,259.96	\$33,955,914
Vehicle Loans	104	\$3,980.97	\$59,814,024
Health			
Nonprescription Drugs	94	\$116.26	\$1,746,769
Prescription Drugs	89	\$432.86	\$6,503,664
Eyeglasses and Contact Lenses	96	\$82.82	\$1,244,377
Home			
Mortgage Payment and Basics (11)	102	\$9,645.81	\$144,928,275
Maintenance and Remodeling Services	95	\$1,535.76	\$23,074,816
Maintenance and Remodeling Materials (12)	87	\$252.90	\$3,799,778
Utilities, Fuel, and Public Services	100	\$5,035.26	\$75,654,788
Household Furnishings and Equipment			
Household Textiles (13)	104	\$109.78	\$1,649,382
Furniture	105	\$504.60	\$7,581,605
Rugs	103	\$26.24	\$394,228
Major Appliances (14)	96	\$265.02	\$3,981,911
Housewares (15)	90	\$67.19	\$1,009,466
Small Appliances	99	\$44.51	\$668,779
Luggage	109	\$9.70	\$145,743
Telephones and Accessories	99	\$53.27	\$800,324
Household Operations			
Child Care	115	\$509.42	\$7,654,097
Lawn and Garden (16)	91	\$386.43	\$5,806,168
Moving/Storage/Freight Express	117	\$76.19	\$1,144,816
Housekeeping Supplies (17)	98	\$700.52	\$10,525,323
Insurance			
Owners and Renters Insurance	92	\$454.66	\$6,831,283
Vehicle Insurance	103	\$1,226.16	\$18,423,015
Life/Other Insurance	92	\$400.50	\$6,017,468
Health Insurance	95	\$2,370.27	\$35,613,258
Personal Care Products (18)	104	\$464.19	\$6,974,521
School Books and Supplies (19)	104	\$194.97	\$2,929,388
Smoking Products	95	\$462.10	\$6,943,042
Transportation			
Vehicle Purchases (Net Outlay) (20)	102	\$3,689.97	\$55,441,861
Gasoline and Motor Oil	100	\$3,104.04	\$46,638,140
Vehicle Maintenance and Repairs	103	\$1,123.78	\$16,884,822
Travel			
Airline Fares	109	\$500.20	\$7,515,473
Lodging on Trips	101	\$428.09	\$6,432,108
Auto/Truck/Van Rental on Trips	107	\$35.99	\$540,736
Food and Drink on Trips	103	\$449.31	\$6,750,813

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.

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

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

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

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Demographic Summary	2013	2018
Population	38,383	40,973
Population 18+	29,531	31,372
Households	15,025	15,983
Median Household Income	\$59,575	\$73,124

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,275	51.7%	105
Bought any women's clothing in last 12 months	13,458	45.6%	100
Bought clothing for child <13 years in last 6 months	8,703	29.5%	100
Bought any shoes in last 12 months	16,631	56.3%	103
Bought costume jewelry in last 12 months	6,267	21.2%	106
Bought any fine jewelry in last 12 months	6,265	21.2%	107
Bought a watch in last 12 months	3,377	11.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	13,050	86.9%	102
HH bought/leased new vehicle last 12 mo	1,212	8.1%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	26,126	88.5%	104
Bought/changed motor oil in last 12 months	14,620	49.5%	98
Had tune-up in last 12 months	9,604	32.5%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,011	67.8%	106
Drank regular cola in last 6 months	13,593	46.0%	99
Drank beer/ale in last 6 months	13,443	45.5%	107
Cameras (Adults)			
Own digital point & shoot camera	11,121	37.7%	108
Own digital single-lens reflex (SLR) camera	2,732	9.3%	111
Bought any camera in last 12 months	2,569	8.7%	100
Bought memory card for camera in last 12 months	2,170	7.3%	112
Printed digital photos in last 12 months	1,204	4.1%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,585	39.2%	105
Have a smartphone	12,735	43.1%	118
Have an iPhone	4,168	14.1%	121
Number of cell phones in household: 1	4,602	30.6%	96
Number of cell phones in household: 2	5,691	37.9%	105
Number of cell phones in household: 3+	3,931	26.2%	106
HH has cell phone only (no landline telephone)	5,662	37.7%	112
Computers (Households)			
HH owns a computer	12,376	82.4%	109
HH owns desktop computer	8,375	55.7%	107
HH owns laptop/notebook/tablet	8,150	54.2%	114
Spent <\$500 on most recent home computer	1,962	13.1%	99
Spent \$500-\$999 on most recent home computer	3,538	23.5%	114
Spent \$1,000-\$1,499 on most recent home computer	1,758	11.7%	109
Spent \$1,500-\$1,999 on most recent home computer	816	5.4%	109
Spent \$2,000+ on most recent home computer	668	4.4%	114

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

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	5,160	17.5%	111
Bought cigarettes at convenience store in last 30 days	3,821	12.9%	97
Bought gas at convenience store in last 30 days	9,310	31.5%	95
Spent at convenience store in last 30 days: <\$11	2,310	7.8%	112
Spent at convenience store in last 30 days: \$11-\$19	581	2.0%	101
Spent at convenience store in last 30 days: \$20-\$39	2,676	9.1%	97
Spent at convenience store in last 30 days: \$40-\$50	2,459	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	1,563	5.3%	107
Spent at convenience store in last 30 days: \$100+	6,602	22.4%	97
Entertainment (Adults)			
Attended a movie in last 6 months	19,514	66.1%	109
Went to live theater in last 12 months	3,773	12.8%	106
Went to a bar/night club in last 12 months	5,952	20.2%	112
Dined out in last 12 months	14,789	50.1%	109
Gambled at a casino in last 12 months	5,440	18.4%	118
Visited a theme park in last 12 months	6,348	21.5%	118
Viewed movie (video-on-demand) in last 30 days	6,081	20.6%	133
Viewed TV show (video-on-demand) in last 30 days	4,443	15.0%	144
Watched any pay-per-view TV in last 12 months	4,702	15.9%	113
Downloaded a movie over the Internet in last 30 days	1,996	6.8%	114
Downloaded any individual song in last 6 months	6,952	23.5%	115
Watched a movie online in the last 30 days	4,002	13.6%	121
Watched a TV program online in last 30 days	4,665	15.8%	127
Played a video/electronic game (console) in last 12 months	3,793	12.8%	109
Played a video/electronic game (portable) in last 12 months	1,552	5.3%	114
Financial (Adults)			
Have home mortgage (1st)	10,945	37.1%	115
Used ATM/cash machine in last 12 months	16,156	54.7%	114
Own any stock	2,638	8.9%	109
Own U.S. savings bond	2,028	6.9%	109
Own shares in mutual fund (stock)	2,444	8.3%	102
Own shares in mutual fund (bonds)	1,608	5.4%	104
Have interest checking account	9,201	31.2%	108
Have non-interest checking account	8,755	29.6%	103
Have savings account	17,264	58.5%	110
Have 401K retirement savings plan	5,372	18.2%	124
Own/used any credit/debit card in last 12 months	23,189	78.5%	108
Avg monthly credit card expenditures: <\$111	3,813	12.9%	104
Avg monthly credit card expenditures: \$111-\$225	2,275	7.7%	119
Avg monthly credit card expenditures: \$226-\$450	2,155	7.3%	119
Avg monthly credit card expenditures: \$451-\$700	1,939	6.6%	124
Avg monthly credit card expenditures: \$701-\$1,000	1,551	5.3%	117
Avg monthly credit card expenditures: \$1,001+	2,815	9.5%	105
Did banking online in last 12 months	12,309	41.7%	122
Did banking on mobile device in last 12 months	2,672	9.0%	125
Paid bills online in last 12 months	14,101	47.7%	119

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

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,144	71.6%	100
Used bread in last 6 months	28,187	95.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	24,173	81.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	17,095	57.9%	104
Used fresh fruit/vegetables in last 6 months	25,934	87.8%	101
Used fresh milk in last 6 months	26,482	89.7%	100
Used organic food in last 6 months	5,902	20.0%	105
Health (Adults)			
Exercise at home 2+ times per week	8,384	28.4%	104
Exercise at club 2+ times per week	4,663	15.8%	120
Visited a doctor in last 12 months	22,501	76.2%	101
Used vitamin/dietary supplement in last 6 months	16,397	55.5%	104
Home (Households)			
Any home improvement in last 12 months	4,171	27.8%	98
Used housekeeper/maid/professional HH cleaning service in last 12	2,022	13.5%	100
Purchased low ticket HH furnishings in last 12 months	2,576	17.1%	109
Purchased big ticket HH furnishings in last 12 months	3,681	24.5%	116
Purchased bedding/bath goods in last 12 months	8,485	56.5%	105
Purchased cooking/serving product in last 12 months	4,017	26.7%	109
Bought any small kitchen appliance in last 12 months	3,590	23.9%	109
Bought any large kitchen appliance in last 12 months	2,039	13.6%	106
Insurance (Adults/Households)			
Currently carry life insurance	13,693	46.4%	105
Carry medical/hospital/accident insurance	19,862	67.3%	105
Carry homeowner insurance	14,160	47.9%	99
Have auto insurance: 1 vehicle in household covered	4,990	33.2%	107
Have auto insurance: 2 vehicles in household covered	4,483	29.8%	107
Have auto insurance: 3+ vehicles in household covered	3,006	20.0%	91
Pets (Households)			
Household owns any pet	7,481	49.8%	94
Household owns any cat	3,290	21.9%	95
Household owns any dog	5,149	34.3%	87
Psychographics (Adults)			
Buying American is important to me	11,514	39.0%	94
Usually buy items on credit rather than wait	3,832	13.0%	112
Usually buy based on quality - not price	5,308	18.0%	99
Price is usually more important than brand name	7,812	26.5%	97
Usually use coupons for brands I buy often	5,147	17.4%	93
Am interested in how to help the environment	4,869	16.5%	94
Usually pay more for environ safe product	3,504	11.9%	94
Usually value green products over convenience	2,505	8.5%	86
Likely to buy a brand that supports a charity	9,721	32.9%	98
Reading (Adults)			
Bought digital book in last 12 months	2,236	7.6%	109
Bought hardcover book in last 12 months	8,156	27.6%	109
Bought paperback book in last 12 month	11,480	38.9%	107
Read newspaper using e-reader/tablet in last 6 months	894	3.0%	121
Read book using e-reader/tablet in last 6 months	2,500	8.5%	119
Read any daily newspaper (paper version)	9,189	31.1%	97
Read any magazine (paper/electronic version) in last 6 months	27,721	93.9%	103

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

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	23,732	80.4%	106
Went to family restaurant/steak house: 4+ times a month	9,222	31.2%	105
Went to fast food/drive-in restaurant in last 6 months	27,123	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,280	45.0%	111
Fast food/drive-in last 6 months: eat in	11,135	37.7%	104
Fast food/drive-in last 6 months: home delivery	3,083	10.4%	135
Fast food/drive-in last 6 months: take-out/drive-thru	14,943	50.6%	107
Fast food/drive-in last 6 months: take-out/walk-in	6,367	21.6%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	3,416	11.6%	118
Own any portable MP3 player	11,865	40.2%	119
HH owns 1 TV	2,934	19.5%	98
HH owns 2 TVs	4,001	26.6%	102
HH owns 3 TVs	3,195	21.3%	98
HH owns 4+ TVs	3,116	20.7%	103
HH subscribes to cable TV	9,612	64.0%	115
HH subscribes to fiber optic	1,596	10.6%	173
HH has satellite dish	2,693	17.9%	70
HH owns DVD/Blu-ray player	10,061	67.0%	107
HH owns camcorder	2,989	19.9%	115
HH owns portable GPS navigation device	4,621	30.8%	118
HH owns video game system	7,345	48.9%	113
Travel (Adults)			
Domestic travel in last 12 months	16,452	55.7%	110
Took 3+ domestic non-business trips in last 12 months	3,668	12.4%	100
Spent on domestic vacations in last 12 months: <\$1,000	3,980	13.5%	117
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,823	6.2%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,327	4.5%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,249	4.2%	106
Spent on domestic vacations in last 12 months: \$3,000+	1,778	6.0%	107
Domestic travel in the 12 months: used general travel website	2,767	9.4%	121
Foreign travel in last 3 years	8,280	28.0%	114
Took 3+ foreign trips by plane in last 3 years	1,327	4.5%	101
Spent on foreign vacations in last 12 months: <\$1,000	1,663	5.6%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,128	3.8%	112
Spent on foreign vacations in last 12 months: \$3,000+	1,388	4.7%	98
Foreign travel in last 3 years: used general travel website	2,017	6.8%	112
Stayed 1+ nights at hotel/motel in last 12 months	13,575	46.0%	109
Took cruise of more than one day in last 3 years	2,932	9.9%	114
Member of any frequent flyer program	5,263	17.8%	107
Member of any hotel rewards program	4,466	15.1%	112

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.

Data for all businesses in area

Total Businesses:	1,709			
Total Employees:	6,236			
Total Residential Population:	38,383			
Employee/Residential Population Ratio:	0.16:1			
Agriculture & Mining	32	1.9%	71	1.1%
Construction	179	10.5%	416	6.7%
Manufacturing	37	2.2%	108	1.7%
Transportation	72	4.2%	244	3.9%
Communication	12	0.7%	28	0.4%
Utility	1	0.1%	0	0.0%
Wholesale Trade	61	3.6%	134	2.1%
Retail Trade Summary	216	12.6%	955	15.3%
Home Improvement	6	0.4%	13	0.2%
General Merchandise Stores	3	0.2%	5	0.1%
Food Stores	20	1.2%	272	4.4%
Auto Dealers, Gas Stations, Auto Aftermarket	11	0.6%	45	0.7%
Apparel & Accessory Stores	12	0.7%	22	0.4%
Furniture & Home Furnishings	26	1.5%	42	0.7%
Eating & Drinking Places	54	3.2%	346	5.5%
Miscellaneous Retail	83	4.9%	210	3.4%
Finance, Insurance, Real Estate Summary	105	6.1%	312	5.0%
Banks, Savings & Lending Institutions	14	0.8%	56	0.9%
Securities Brokers	6	0.4%	14	0.2%
Insurance Carriers & Agents	13	0.8%	26	0.4%
Real Estate, Holding, Other Investment Offices	71	4.2%	216	3.5%
Services Summary	986	57.7%	3,951	63.4%
Hotels & Lodging	2	0.1%	52	0.8%
Automotive Services	32	1.9%	106	1.7%
Motion Pictures & Amusements	39	2.3%	84	1.3%
Health Services	153	9.0%	1,387	22.2%
Legal Services	11	0.6%	28	0.4%
Education Institutions & Libraries	22	1.3%	463	7.4%
Other Services	726	42.5%	1,831	29.4%
Government	7	0.4%	16	0.3%
Totals	1,709	100%	6,236	100%

Agriculture, Forestry, Fishing & Hunting	4	0.2%	8	0.1%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	0	0.0%
Construction	181	10.6%	420	6.7%
Manufacturing	39	2.3%	118	1.9%
Wholesale Trade	61	3.6%	134	2.1%
Retail Trade	160	9.4%	602	9.7%
Motor Vehicle & Parts Dealers	8	0.5%	35	0.6%
Furniture & Home Furnishings Stores	17	1.0%	26	0.4%
Electronics & Appliance Stores	7	0.4%	14	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.4%	13	0.2%
Food & Beverage Stores	22	1.3%	279	4.5%
Health & Personal Care Stores	10	0.6%	64	1.0%
Gasoline Stations	3	0.2%	10	0.2%
Clothing & Clothing Accessories Stores	16	0.9%	29	0.5%
Sport Goods, Hobby, Book, & Music Stores	14	0.8%	32	0.5%
General Merchandise Stores	3	0.2%	5	0.1%
Miscellaneous Store Retailers	34	2.0%	65	1.0%
Nonstore Retailers	19	1.1%	28	0.4%
Transportation & Warehousing	70	4.1%	242	3.9%
Information	29	1.7%	69	1.1%
Finance & Insurance	42	2.5%	120	1.9%
Central Bank/Credit Intermediation & Related Activities	15	0.9%	62	1.0%
Securities, Commodity Contracts & Other Financial	14	0.8%	32	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	13	0.8%	26	0.4%
Real Estate, Rental & Leasing	70	4.1%	221	3.5%
Professional, Scientific & Tech Services	253	14.8%	509	8.2%
Legal Services	12	0.7%	30	0.5%
Management of Companies & Enterprises	4	0.2%	6	0.1%
Administrative & Support & Waste Management &	298	17.4%	596	9.6%
Educational Services	29	1.7%	476	7.6%
Health Care & Social Assistance	216	12.6%	1,712	27.5%
Arts, Entertainment & Recreation	26	1.5%	44	0.7%
Accommodation & Food Services	55	3.2%	396	6.4%
Accommodation	1	0.1%	50	0.8%
Food Services & Drinking Places	54	3.2%	346	5.5%
Other Services (except Public Administration)	161	9.4%	546	8.8%
Automotive Repair & Maintenance	29	1.7%	98	1.6%
Public Administration	7	0.4%	16	0.3%
Total	1,709	100%	6,236	100%