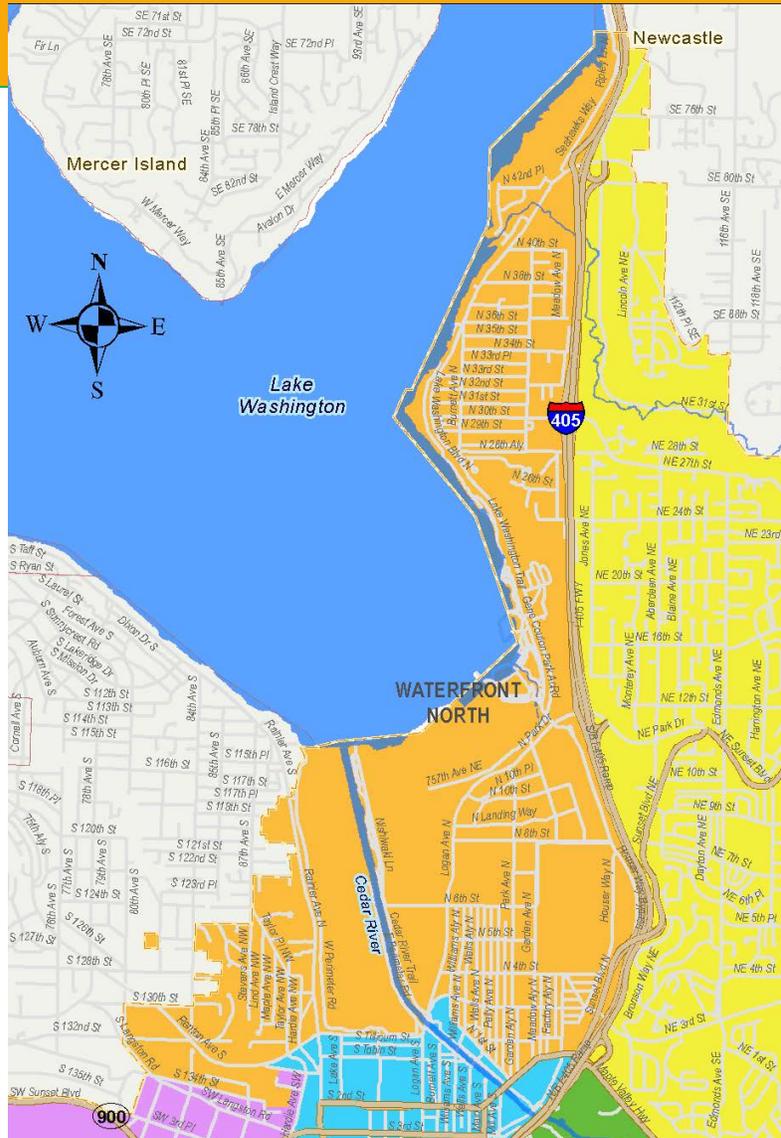


Water Front North Renton Expenditures



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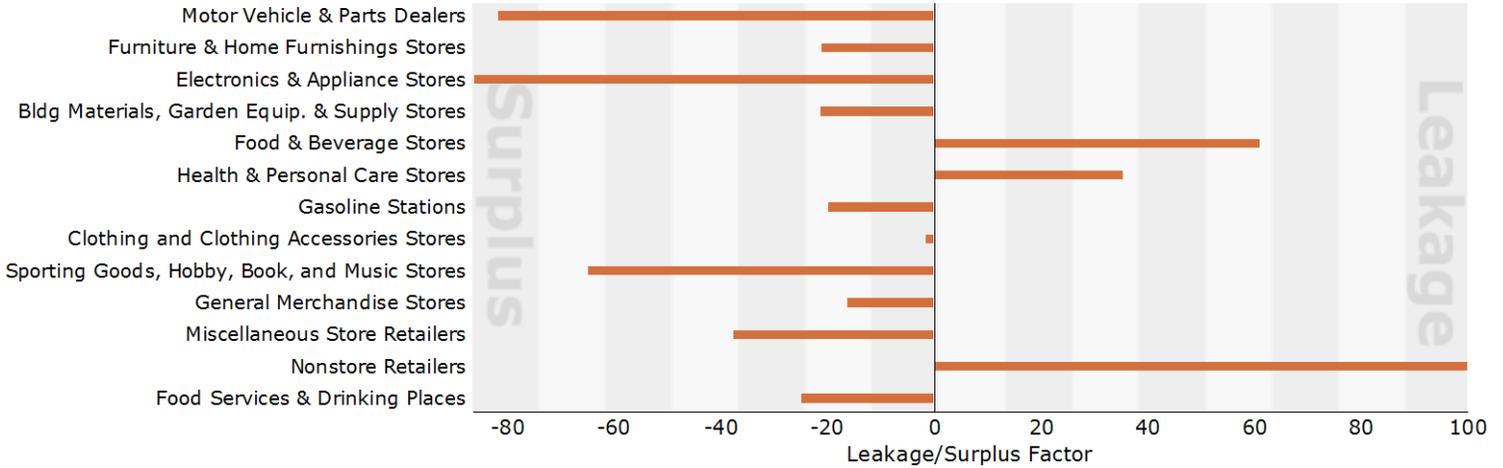
Summary Demographics						
2015 Population						8,211
2015 Households						3,899
2015 Median Disposable Income						\$51,999
2015 Per Capita Income						\$37,842
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$163,790,340	\$548,843,427	-\$385,053,087	-54.0	127
Total Retail Trade	44-45	\$147,243,784	\$521,200,937	-\$373,957,153	-55.9	72
Total Food & Drink	722	\$16,546,557	\$27,642,490	-\$11,095,933	-25.1	55
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,691,540	\$326,046,280	-\$293,354,740	-81.8	13
Automobile Dealers	4411	\$26,429,619	\$312,011,005	-\$285,581,386	-84.4	7
Other Motor Vehicle Dealers	4412	\$4,026,733	\$6,335,208	-\$2,308,475	-22.3	3
Auto Parts, Accessories & Tire Stores	4413	\$2,235,188	\$7,700,067	-\$5,464,879	-55.0	3
Furniture & Home Furnishings Stores	442	\$4,361,619	\$6,724,919	-\$2,363,300	-21.3	5
Furniture Stores	4421	\$2,596,216	\$5,690,670	-\$3,094,454	-37.3	3
Home Furnishings Stores	4422	\$1,765,403	\$1,034,249	\$731,154	26.1	2
Electronics & Appliance Stores	443	\$5,591,780	\$77,763,857	-\$72,172,077	-86.6	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,984,760	\$10,825,464	-\$3,840,704	-21.6	7
Bldg Material & Supplies Dealers	4441	\$6,230,670	\$10,825,464	-\$4,594,794	-26.9	7
Lawn & Garden Equip & Supply Stores	4442	\$754,091	\$0	\$754,091	100.0	0
Food & Beverage Stores	445	\$30,584,459	\$7,412,153	\$23,172,306	61.0	5
Grocery Stores	4451	\$26,901,612	\$5,918,645	\$20,982,967	63.9	3
Specialty Food Stores	4452	\$2,124,416	\$1,458,786	\$665,630	18.6	2
Beer, Wine & Liquor Stores	4453	\$1,558,432	\$0	\$1,558,432	100.0	0
Health & Personal Care Stores	446,4461	\$8,398,850	\$4,010,110	\$4,388,740	35.4	6
Gasoline Stations	447,4471	\$8,464,675	\$12,728,997	-\$4,264,322	-20.1	4
Clothing & Clothing Accessories Stores	448	\$7,791,566	\$8,051,352	-\$259,786	-1.6	4
Clothing Stores	4481	\$5,876,736	\$5,265,862	\$610,874	5.5	3
Shoe Stores	4482	\$884,646	\$992,973	-\$108,327	-5.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,030,184	\$0	\$1,030,184	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,457,954	\$11,644,950	-\$9,186,996	-65.1	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,320,645	\$11,126,518	-\$8,805,873	-65.5	5
Book, Periodical & Music Stores	4512	\$137,309	\$518,432	-\$381,123	-58.1	2
General Merchandise Stores	452	\$27,685,487	\$38,555,588	-\$10,870,101	-16.4	5
Department Stores Excluding Leased Depts.	4521	\$19,768,682	\$35,805,898	-\$16,037,216	-28.9	2
Other General Merchandise Stores	4529	\$7,916,805	\$2,749,690	\$5,167,115	48.4	2
Miscellaneous Store Retailers	453	\$7,354,659	\$16,303,888	-\$8,949,229	-37.8	13
Florists	4531	\$243,384	\$0	\$243,384	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,621,134	\$4,554,897	-\$2,933,763	-47.5	3
Used Merchandise Stores	4533	\$447,192	\$2,511,000	-\$2,063,808	-69.8	5
Other Miscellaneous Store Retailers	4539	\$5,042,948	\$9,216,095	-\$4,173,147	-29.3	5
Nonstore Retailers	454	\$4,876,435	\$0	\$4,876,435	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,351,383	\$0	\$4,351,383	100.0	0
Vending Machine Operators	4542	\$69,242	\$0	\$69,242	100.0	0
Direct Selling Establishments	4543	\$455,810	\$0	\$455,810	100.0	0
Food Services & Drinking Places	722	\$16,546,557	\$27,642,490	-\$11,095,933	-25.1	55
Full-Service Restaurants	7221	\$9,575,873	\$14,856,892	-\$5,281,019	-21.6	34
Limited-Service Eating Places	7222	\$6,280,465	\$11,575,527	-\$5,295,062	-29.7	17
Special Food Services	7223	\$300,845	\$0	\$300,845	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$389,373	\$1,050,625	-\$661,252	-45.9	4

amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

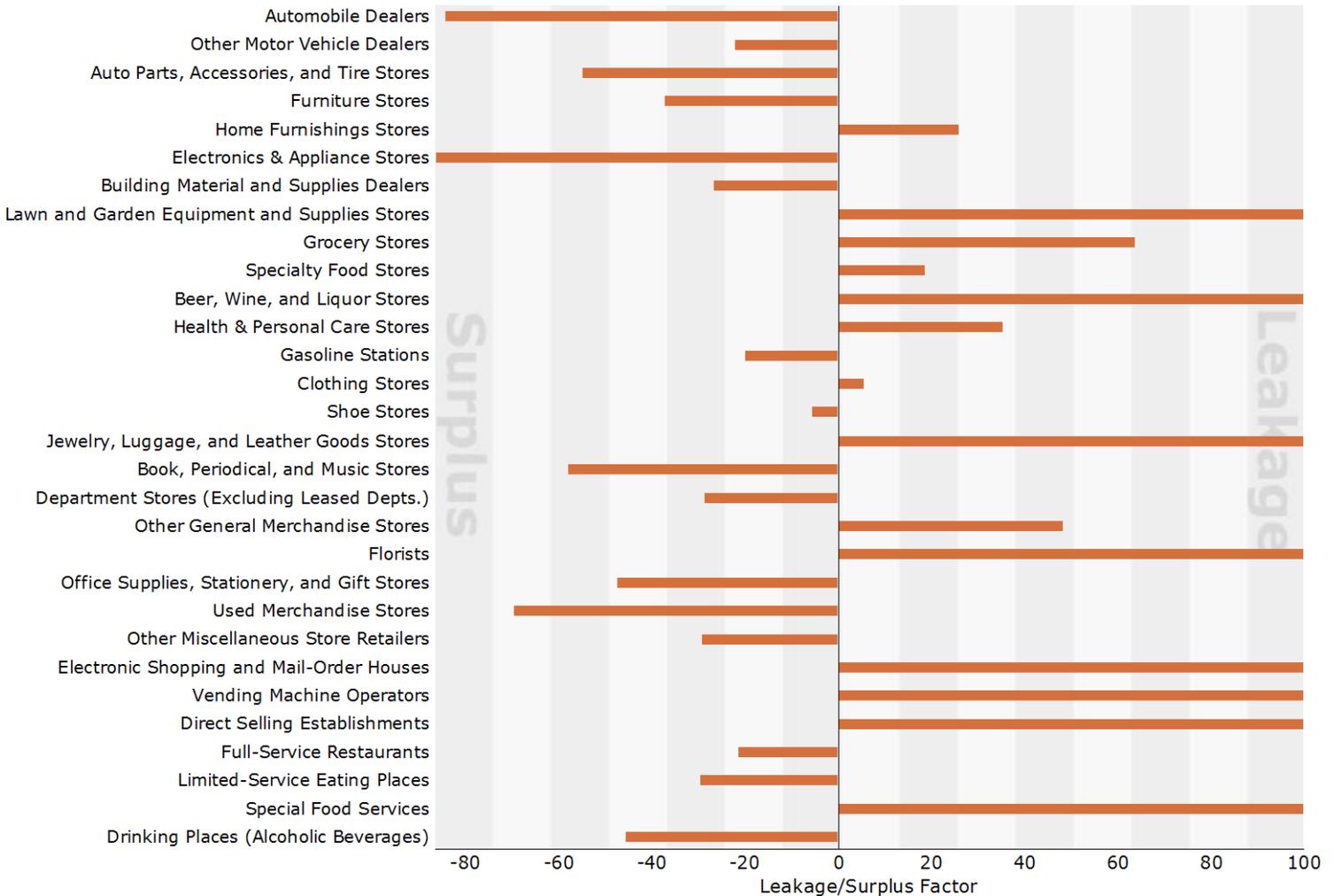
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Demographic Summary		2015	2020	
Population		8,211	8,923	
Households		3,899	4,250	
Families		1,852	2,008	
Median Age		40.3	41.1	
Median Household Income		\$61,959	\$74,429	
	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	106	\$76,365.37	\$297,748,569	100.0%
Food	107	\$9,094.04	\$35,457,678	11.9%
Food at Home	106	\$5,536.00	\$21,584,848	7.2%
Food Away from Home	108	\$3,558.05	\$13,872,830	4.7%
Alcoholic Beverages	114	\$634.53	\$2,474,048	0.8%
Housing	110	\$23,631.35	\$92,138,626	30.9%
Shelter	113	\$18,506.94	\$72,158,545	24.2%
Utilities, Fuel and Public Services	101	\$5,124.41	\$19,980,081	6.7%
Household Operations	107	\$1,975.32	\$7,701,779	2.6%
Housekeeping Supplies	103	\$744.74	\$2,903,741	1.0%
Household Furnishings and Equipment	104	\$1,920.47	\$7,487,918	2.5%
Apparel and Services	109	\$2,515.16	\$9,806,597	3.3%
Transportation	102	\$10,812.16	\$42,156,626	14.2%
Travel	107	\$2,090.07	\$8,149,192	2.7%
Health Care	99	\$4,688.43	\$18,280,187	6.1%
Entertainment and Recreation	105	\$3,463.80	\$13,505,350	4.5%
Personal Care Products & Services	107	\$837.52	\$3,265,471	1.1%
Education	116	\$1,772.54	\$6,911,149	2.3%
Smoking Products	103	\$478.93	\$1,867,341	0.6%
Miscellaneous (1)	104	\$1,209.06	\$4,714,137	1.6%
Support Payments/Cash Contribution/Gifts in Kind	104	\$2,590.62	\$10,100,832	3.4%
Life/Other Insurance	94	\$432.02	\$1,684,465	0.6%
Pensions and Social Security	105	\$7,474.59	\$29,143,430	9.8%

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

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

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2015 Housing Summary		2015 Demographic Summary	
Housing Units	4,586	Population	8,211
2015-2020 Percent Change	9.01%	Households	3,899
Percent Occupied	85.0%	Families	1,852
Percent Owner Households	37.9%	Median Age	40.3
Median Home Value	\$421,255	Median Household Income	\$61,959
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	98	\$11,287.79	\$44,011,112
Mortgage Interest	101	\$4,150.04	\$16,181,018
Mortgage Principal	98	\$2,132.65	\$8,315,204
Property Taxes	98	\$2,492.66	\$9,718,877
Homeowners Insurance	89	\$433.31	\$1,689,457
Ground Rent	93	\$65.24	\$254,375
Maintenance and Remodeling Services	95	\$1,607.47	\$6,267,533
Maintenance and Remodeling Materials	88	\$264.50	\$1,031,270
Property Management and Security	125	\$141.93	\$553,380
Rented Dwellings	151	\$6,443.32	\$25,122,487
Rent	151	\$6,213.38	\$24,225,952
Rent Received as Pay	137	\$159.48	\$621,822
Renters' Insurance	141	\$26.48	\$103,244
Maintenance and Repair Services	126	\$26.93	\$105,006
Maintenance and Repair Materials	128	\$17.05	\$66,463
Owned Vacation Homes	110	\$670.60	\$2,614,662
Mortgage Payment	105	\$183.40	\$715,072
Property Taxes	101	\$148.05	\$577,239
Homeowners Insurance	95	\$16.85	\$65,717
Maintenance and Remodeling	123	\$291.24	\$1,135,527
Property Management and Security	97	\$31.06	\$121,106
Housing While Attending School	111	\$105.23	\$410,284
Household Operations	107	\$1,975.32	\$7,701,779
Child Care	114	\$508.94	\$1,984,363
Care for Elderly or Handicapped	119	\$93.15	\$363,195
Appliance Rental and Repair	97	\$23.62	\$92,108
Computer Information Services	108	\$482.21	\$1,880,155
Home Security System Services	95	\$34.57	\$134,793
Non-Apparel Household Laundry/Dry Cleaning	117	\$36.06	\$140,601
Housekeeping Services	112	\$183.11	\$713,929
Lawn and Garden	95	\$413.21	\$1,611,106
Moving/Storage/Freight Express	124	\$92.14	\$359,239
Installation of Computers	109	\$0.73	\$2,836
PC Repair (Personal Use)	108	\$8.90	\$34,708
Reupholstering/Furniture Repair	107	\$6.64	\$25,892
Termite/Pest Control	90	\$30.38	\$118,462
Water Softening Services	86	\$5.44	\$21,194
Internet Services Away from Home	114	\$12.05	\$46,991
Voice Over IP Service	117	\$16.65	\$64,937
Other Home Services (1)	105	\$27.51	\$107,269

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	101	\$5,124.41	\$19,980,081
Bottled Gas	72	\$51.45	\$200,609
Electricity	98	\$1,896.19	\$7,393,229
Fuel Oil	106	\$123.73	\$482,406
Natural Gas	106	\$567.93	\$2,214,342
Phone Services	104	\$1,759.66	\$6,860,928
Water and Other Public Services	102	\$716.62	\$2,794,105
Coal/Wood/Other Fuel	73	\$8.84	\$34,462
Housekeeping Supplies	103	\$744.74	\$2,903,741
Laundry and Cleaning Supplies	103	\$211.60	\$825,042
Postage and Stationery	104	\$188.01	\$733,046
Other HH Products (2)	103	\$345.13	\$1,345,653
Household Textiles	107	\$105.73	\$412,236
Bathroom Linens	110	\$14.79	\$57,669
Bedroom Linens	110	\$55.11	\$214,855
Kitchen and Dining Room Linens	108	\$2.75	\$10,738
Curtains and Draperies	100	\$14.66	\$57,165
Slipcovers, Decorative Pillows	113	\$5.81	\$22,648
Materials for Slipcovers/Curtains	99	\$11.09	\$43,256
Other Linens	113	\$1.51	\$5,904
Furniture	105	\$543.83	\$2,120,390
Mattresses and Box Springs	108	\$102.81	\$400,842
Other Bedroom Furniture	104	\$96.17	\$374,949
Sofas	107	\$142.34	\$554,975
Living Room Tables and Chairs	98	\$64.53	\$251,608
Kitchen, Dining Room Furniture	107	\$43.82	\$170,838
Infant Furniture	111	\$13.55	\$52,840
Outdoor Furniture	98	\$25.68	\$100,135
Wall Units, Cabinets, Other Furniture (3)	109	\$54.94	\$214,203
Major Appliances	98	\$264.22	\$1,030,191
Dishwashers and Disposals	101	\$22.50	\$87,735
Refrigerators and Freezers	96	\$75.23	\$293,304
Clothes Washers	98	\$45.85	\$178,784
Clothes Dryers	95	\$31.77	\$123,876
Cooking Stoves and Ovens	97	\$35.92	\$140,068
Microwave Ovens	107	\$14.43	\$56,247
Window Air Conditioners	98	\$6.59	\$25,690
Electric Floor Cleaning Equipment	103	\$22.91	\$89,325
Sewing Machines and Miscellaneous Appliances	101	\$9.02	\$35,163

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	102	\$25.16	\$98,118
Housewares	107	\$77.41	\$301,804
Small Appliances	107	\$48.86	\$190,503
Window Coverings	107	\$22.07	\$86,056
Lamps and Other Lighting Fixtures	108	\$17.67	\$68,894
Infant Equipment	106	\$20.31	\$79,207
Rental of Furniture	98	\$7.20	\$28,072
Laundry and Cleaning Equipment	104	\$26.29	\$102,505
Closet and Storage Items	109	\$21.97	\$85,677
Luggage	112	\$10.27	\$40,062
Clocks and Other Household Decoratives	101	\$169.52	\$660,969
Telephones and Accessories	104	\$51.88	\$202,272
Telephone Answering Devices	102	\$0.84	\$3,275
Grills and Outdoor Equipment	94	\$37.05	\$144,443
Power Tools	99	\$51.62	\$201,272
Hand Tools	101	\$8.87	\$34,573
Office Furniture/Equipment for Home Use	104	\$15.36	\$59,870
Computers and Hardware for Home Use	110	\$238.55	\$930,088
Portable Memory	114	\$6.11	\$23,814
Computer Software	119	\$24.14	\$94,111
Computer Accessories	107	\$20.44	\$79,710
Personal Digital Assistants	109	\$8.06	\$31,420
Other Household Items (4)	102	\$97.05	\$378,386

(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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2015	2020
Population		8,211	8,923
Households		3,899	4,250
Families		1,852	2,008
Median Age		40.3	41.1
Median Household Income		\$61,959	\$74,429
	Spending Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	103	\$10,931.50	\$42,621,926
Savings Accounts	102	\$11,538.04	\$44,986,801
U.S. Savings Bonds	109	\$374.71	\$1,460,993
Stocks, Bonds & Mutual Funds	105	\$35,611.93	\$138,850,923
Annual Changes			
Checking Accounts	148	\$148.22	\$577,895
Savings Accounts	104	\$302.83	\$1,180,746
U.S. Savings Bonds	127	-\$43.93	-\$171,277
Earnings			
Dividends, Royalties, Estates, Trusts	109	\$949.22	\$3,701,027
Interest from Savings Accounts or Bonds	98	\$682.38	\$2,660,611
Retirement Plan Contributions	106	\$1,538.81	\$5,999,832
Liabilities			
Original Mortgage Amount	103	\$14,529.14	\$56,649,133
Vehicle Loan Amount 1	104	\$2,346.04	\$9,147,213
Amount Paid: Interest			
Home Mortgage	101	\$4,150.04	\$16,181,018
Lump Sum Home Equity Loan	97	\$75.88	\$295,842
New Car/Truck/Van Loan	99	\$142.65	\$556,206
Used Car/Truck/Van Loan	103	\$150.38	\$586,343
Amount Paid: Principal			
Home Mortgage	98	\$2,132.65	\$8,315,204
Lump Sum Home Equity Loan	93	\$96.81	\$377,481
New Car/Truck/Van Loan	99	\$922.44	\$3,596,613
Used Car/Truck/Van Loan	101	\$769.45	\$3,000,090
Checking Account and Banking Service Charges	116	\$35.99	\$140,311
Finance Charges, excluding Mortgage/Vehicle	111	\$251.15	\$979,241

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percen	Demographic Summary	2015	2020
Set to Impress (11D)	24.2%	Population	8,211	8,923
Urban Chic (2A)	21.2%	Households	3,899	4,250
Enterprising Professionals (2D)	20.5%	Families	1,852	2,008
Old and Newcomers (8F)	18.1%	Median Age	40.3	41.1
City Lights (8A)	15.9%	Median Household	\$61,959	\$74,429
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		109	\$2,515.16	\$9,806,597
Men's		110	\$475.96	\$1,855,761
Women's		108	\$873.53	\$3,405,905
Children's		108	\$405.39	\$1,580,626
Footwear		108	\$493.57	\$1,924,428
Watches & Jewelry		110	\$159.56	\$622,111
Apparel Products and Services (1)		110	\$107.15	\$417,766
Computer				
Computers and Hardware for Home Use		110	\$238.55	\$930,088
Portable Memory		114	\$6.11	\$23,814
Computer Software		119	\$24.14	\$94,111
Computer Accessories		107	\$20.44	\$79,710
Entertainment & Recreation		105	\$3,463.80	\$13,505,350
Fees and Admissions		110	\$714.02	\$2,783,979
Membership Fees for Clubs (2)		109	\$187.34	\$730,428
Fees for Participant Sports, excl. Trips		111	\$133.57	\$520,799
Admission to Movie/Theatre/Opera/Ballet		114	\$187.48	\$731,002
Admission to Sporting Events, excl. Trips		103	\$68.62	\$267,567
Fees for Recreational Lessons		111	\$136.21	\$531,094
Dating Services		132	\$0.79	\$3,088
TV/Video/Audio		105	\$1,374.48	\$5,359,110
Cable and Satellite Television Services		103	\$919.06	\$3,583,420
Televisions		107	\$158.17	\$616,721
Satellite Dishes		105	\$1.65	\$6,428
VCRs, Video Cameras, and DVD Players		110	\$12.06	\$47,032
Miscellaneous Video Equipment		106	\$11.44	\$44,620
Video Cassettes and DVDs		111	\$35.80	\$139,578
Video Game Hardware/Accessories		112	\$25.90	\$100,996
Video Game Software		111	\$30.39	\$118,504
Streaming/Downloaded Video		123	\$7.08	\$27,617
Rental of Video Cassettes and DVDs		112	\$26.37	\$102,815
Installation of Televisions		104	\$1.16	\$4,517
Audio (3)		113	\$139.70	\$544,674
Rental and Repair of TV/Radio/Sound Equipment		106	\$5.69	\$22,190
Pets		99	\$564.75	\$2,201,945
Toys and Games (4)		108	\$132.59	\$516,956
Recreational Vehicles and Fees (5)		94	\$205.66	\$801,858
Sports/Recreation/Exercise Equipment (6)		102	\$193.63	\$754,967
Photo Equipment and Supplies (7)		111	\$89.94	\$350,689
Reading (8)		106	\$161.36	\$629,160
Catered Affairs (9)		115	\$27.36	\$106,687
Food		107	\$9,094.04	\$35,457,678
Food at Home		106	\$5,536.00	\$21,584,848
Bakery and Cereal Products		106	\$769.94	\$3,001,987
Meats, Poultry, Fish, and Eggs		105	\$1,208.93	\$4,713,634
Dairy Products		106	\$593.91	\$2,315,671
Fruits and Vegetables		108	\$1,067.45	\$4,162,006
Snacks and Other Food at Home (10)		106	\$1,895.76	\$7,391,550
Food Away from Home		108	\$3,558.05	\$13,872,830
Alcoholic Beverages		114	\$634.53	\$2,474,048
Nonalcoholic Beverages at Home		105	\$525.81	\$2,050,149

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	118	\$3,258.22	\$12,703,783
Vehicle Loans	102	\$4,308.10	\$16,797,293
Health			
Nonprescription Drugs	100	\$129.74	\$505,863
Prescription Drugs	95	\$472.58	\$1,842,595
Eyeglasses and Contact Lenses	101	\$90.67	\$353,504
Home			
Mortgage Payment and Basics (11)	99	\$9,273.90	\$36,158,930
Maintenance and Remodeling Services	95	\$1,607.47	\$6,267,533
Maintenance and Remodeling Materials (12)	88	\$264.50	\$1,031,270
Utilities, Fuel, and Public Services	101	\$5,124.41	\$19,980,081
Household Furnishings and Equipment			
Household Textiles (13)	107	\$105.73	\$412,236
Furniture	105	\$543.83	\$2,120,390
Rugs	102	\$25.16	\$98,118
Major Appliances (14)	98	\$264.22	\$1,030,191
Housewares (15)	107	\$77.41	\$301,804
Small Appliances	107	\$48.86	\$190,503
Luggage	112	\$10.27	\$40,062
Telephones and Accessories	104	\$51.88	\$202,272
Household Operations			
Child Care	114	\$508.94	\$1,984,363
Lawn and Garden (16)	95	\$413.21	\$1,611,106
Moving/Storage/Freight Express	124	\$92.14	\$359,239
Housekeeping Supplies (17)	103	\$744.74	\$2,903,741
Insurance			
Owners and Renters Insurance	91	\$459.78	\$1,792,700
Vehicle Insurance	104	\$1,260.83	\$4,915,960
Life/Other Insurance	94	\$432.02	\$1,684,465
Health Insurance	99	\$2,605.58	\$10,159,149
Personal Care Products (18)	106	\$496.68	\$1,936,556
School Books and Supplies (19)	111	\$199.37	\$777,325
Smoking Products	103	\$478.93	\$1,867,341
Transportation			
Vehicle Purchases (Net Outlay) (20)	100	\$4,041.14	\$15,756,417
Gasoline and Motor Oil	101	\$3,541.04	\$13,806,527
Vehicle Maintenance and Repairs	106	\$1,181.27	\$4,605,755
Travel			
Airline Fares	115	\$547.23	\$2,133,644
Lodging on Trips	104	\$469.48	\$1,830,497
Auto/Truck/Van Rental on Trips	112	\$37.66	\$146,819
Food and Drink on Trips	106	\$491.68	\$1,917,047

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2015	2020
Population		8,211	8,923
Households		3,899	4,250
Families		1,852	2,008
Median Age		40.3	41.1
Median Household Income		\$61,959	\$74,429
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	110	\$714.02	\$2,783,979
Admission to Movies, Theater, Opera, Ballet	114	\$187.48	\$731,002
Admission to Sporting Events, excl. Trips	103	\$68.62	\$267,567
Fees for Participant Sports, excl. Trips	111	\$133.57	\$520,799
Fees for Recreational Lessons	111	\$136.21	\$531,094
Membership Fees for Social/Recreation/Civic Clubs	109	\$187.34	\$730,428
Dating Services	132	\$0.79	\$3,088
Rental of Video Cassettes and DVDs	112	\$26.37	\$102,815
Toys & Games	108	\$132.59	\$516,956
Toys and Playground Equipment	107	\$123.85	\$482,896
Play Arcade Pinball/Video Games	132	\$4.03	\$15,703
Online Entertainment and Games	117	\$4.71	\$18,356
Recreational Vehicles and Fees	94	\$205.66	\$801,858
Docking and Landing Fees for Boats and Planes	93	\$9.13	\$35,608
Camp Fees	111	\$36.91	\$143,930
Purchase of RVs or Boats	90	\$151.21	\$589,587
Rental of RVs or Boats	111	\$8.39	\$32,732
Sports, Recreation and Exercise Equipment	102	\$193.63	\$754,967
Exercise Equipment and Gear, Game Tables	100	\$76.89	\$299,813
Bicycles	118	\$35.23	\$137,377
Camping Equipment	115	\$19.43	\$75,773
Hunting and Fishing Equipment	91	\$38.24	\$149,098
Winter Sports Equipment	109	\$6.50	\$25,331
Water Sports Equipment	101	\$6.58	\$25,651
Other Sports Equipment	99	\$7.90	\$30,795
Rental/Repair of Sports/Recreation/Exercise Equipment	93	\$2.85	\$11,130
Photographic Equipment and Supplies	111	\$89.94	\$350,689
Film	106	\$1.27	\$4,958
Film Processing	100	\$12.27	\$47,837
Photographic Equipment	115	\$45.63	\$177,895
Photographer Fees/Other Supplies & Equip Rental/Repair	109	\$30.78	\$119,999
Reading	106	\$161.36	\$629,160
Magazine/Newspaper Subscriptions	99	\$54.10	\$210,920
Magazine/Newspaper Single Copies	110	\$17.13	\$66,802
Books	110	\$70.81	\$276,092
Digital Book Readers	107	\$19.32	\$75,346

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

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2015	2020
Population		8,211	8,923
Households		3,899	4,250
Families		1,852	2,008
Median Household Income		\$61,959	\$74,429
Males per 100 Females		99.9	99.8
Population By Age			
Population <5 Years		5.3%	5.3%
Population 65+ Years		14.9%	16.9%
Median Age		40.3	41.1
	Spending Potential Index	Average Amount Spent	Total
Health Care	99	\$4,688.43	\$18,280,187
Medical Care	99	\$2,082.85	\$8,121,038
Physician Services	103	\$273.44	\$1,066,137
Dental Services	104	\$402.53	\$1,569,452
Eyecare Services	98	\$54.05	\$210,745
Lab Tests, X-Rays	92	\$61.93	\$241,447
Hospital Room and Hospital Services	96	\$193.55	\$754,661
Convalescent or Nursing Home Care	100	\$31.49	\$122,787
Other Medical services (1)	104	\$119.63	\$466,423
Nonprescription Drugs	100	\$129.74	\$505,863
Prescription Drugs	95	\$472.58	\$1,842,595
Nonprescription Vitamins	104	\$72.83	\$283,945
Medicare Prescription Drug Premium	94	\$82.51	\$321,715
Eyeglasses and Contact Lenses	101	\$90.67	\$353,504
Hearing Aids	94	\$25.40	\$99,040
Medical Equipment for General Use	104	\$6.29	\$24,528
Other Medical Supplies (2)	102	\$66.22	\$258,194
Health Insurance	99	\$2,605.58	\$10,159,149
Blue Cross/Blue Shield	97	\$829.25	\$3,233,263
Commercial Health Insurance	101	\$501.33	\$1,954,691
Health Maintenance Organization	106	\$473.63	\$1,846,671
Medicare Payments	94	\$493.63	\$1,924,676
Long Term Care Insurance	99	\$99.53	\$388,057
Other Health Insurance (3)	94	\$208.20	\$811,791

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor statistics

Demographic Summary		2015	2020
Population		8,211	8,923
Households		3,899	4,250
Families		1,852	2,008
Median Age		40.3	41.1
Median Household Income		\$61,959	\$74,429

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	103	\$6.38	\$24,890
Gasoline	101	\$3,471.19	\$13,534,155
Motor Oil	97	\$14.87	\$57,981
Vehicle Parts/Equipment and Accessories	101	\$64.04	\$249,694
Tire Purchase/Replacement	102	\$204.25	\$796,358
Vehicle Audio/Video Equipment and Installation	104	\$4.90	\$19,093
Vehicle Cleaning Products and Services	113	\$14.83	\$57,831
Services			
Auto Repair Service Policy	104	\$20.45	\$79,724
Membership Fees for Automobile Service Clubs	108	\$30.35	\$118,348
Global Positioning Services	93	\$2.51	\$9,783
Vehicle Air Conditioning Repair	96	\$20.90	\$81,486
Vehicle Body Work and Painting	107	\$37.07	\$144,545
Vehicle Brake Work	109	\$89.25	\$347,982
Vehicle Clutch/Transmission Repair	101	\$45.02	\$175,526
Vehicle Cooling System Repair	111	\$30.63	\$119,415
Vehicle Drive Shaft and Rear-end Repair	108	\$10.39	\$40,523
Vehicle Electrical System Repair	108	\$41.49	\$161,758
Vehicle Exhaust System Repair	112	\$18.80	\$73,313
Vehicle Front End Alignment/Wheel Balance & Rotation	103	\$26.72	\$104,165
Lube/Oil Change and Oil Filters	101	\$109.11	\$425,437
Vehicle Motor Repair/Replacement	107	\$98.05	\$382,286
Vehicle Motor Tune-up	115	\$81.34	\$317,162
Vehicle Shock Absorber Replacement	108	\$8.54	\$33,283
Vehicle Steering/Front End Repair	106	\$33.48	\$130,552
Tire Repair and Other Repair Work	109	\$75.11	\$292,859

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

WFN_Renton
Area: 2.73 square miles

Prepared by CED/Planning

Data for all businesses in area

Total Businesses:	412
Total Employees:	4,169
Total Residential Population:	8,211
Employee/Residential Population Ratio:	0.51:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	6	1.5%	26	0.6%
Construction	19	4.6%	62	1.5%
Manufacturing	8	1.9%	126	3.0%
Transportation	6	1.5%	25	0.6%
Communication	3	0.7%	14	0.3%
Utility	1	0.2%	12	0.3%
Wholesale Trade	18	4.4%	408	9.8%
Retail Trade Summary	133	32.3%	1,994	47.8%
Home Improvement	7	1.7%	116	2.8%
General Merchandise Stores	5	1.2%	132	3.2%
Food Stores	9	2.2%	56	1.3%
Auto Dealers, Gas Stations, Auto Aftermarket	18	4.4%	530	12.7%
Apparel & Accessory Stores	4	1.0%	36	0.9%
Furniture & Home Furnishings	9	2.2%	355	8.5%
Eating & Drinking Places	53	12.9%	559	13.4%
Miscellaneous Retail	28	6.8%	210	5.0%
Finance, Insurance, Real Estate Summary	49	11.9%	220	5.3%
Banks, Savings & Lending Institutions	13	3.2%	43	1.0%
Securities Brokers	5	1.2%	24	0.6%
Insurance Carriers & Agents	11	2.7%	43	1.0%
Real Estate, Holding, Other Investment Offices	20	4.9%	109	2.6%
Services Summary	159	38.6%	1,262	30.3%
Hotels & Lodging	1	0.2%	4	0.1%
Automotive Services	19	4.6%	79	1.9%
Motion Pictures & Amusements	15	3.6%	103	2.5%
Health Services	18	4.4%	207	5.0%
Legal Services	5	1.2%	16	0.4%
Education Institutions & Libraries	3	0.7%	103	2.5%
Other Services	98	23.8%	750	18.0%
Government	0	0.0%	3	0.1%
Unclassified Establishments	13	3.2%	17	0.4%
Totals	412	100.0%	4,169	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.2%	11	0.3%
Construction	23	5.6%	104	2.5%
Manufacturing	11	2.7%	236	5.7%
Wholesale Trade	16	3.9%	403	9.7%
Retail Trade	75	18.2%	1,403	33.7%
Motor Vehicle & Parts Dealers	13	3.2%	517	12.4%
Furniture & Home Furnishings Stores	5	1.2%	26	0.6%
Electronics & Appliance Stores	3	0.7%	327	7.8%
Bldg Material & Garden Equipment & Supplies Dealers	7	1.7%	115	2.8%
Food & Beverage Stores	6	1.5%	43	1.0%
Health & Personal Care Stores	7	1.7%	24	0.6%
Gasoline Stations	5	1.2%	14	0.3%
Clothing & Clothing Accessories Stores	5	1.2%	43	1.0%
Sport Goods, Hobby, Book, & Music Stores	7	1.7%	57	1.4%
General Merchandise Stores	5	1.2%	132	3.2%
Miscellaneous Store Retailers	13	3.2%	105	2.5%
Nonstore Retailers	0	0.0%	2	0.0%
Transportation & Warehousing	5	1.2%	19	0.5%
Information	6	1.5%	53	1.3%
Finance & Insurance	31	7.5%	131	3.1%
Central Bank/Credit Intermediation & Related Activities	15	3.6%	63	1.5%
Securities, Commodity Contracts & Other Financial	5	1.2%	24	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	11	2.7%	43	1.0%
Real Estate, Rental & Leasing	25	6.1%	106	2.5%
Professional, Scientific & Tech Services	32	7.8%	304	7.3%
Legal Services	5	1.2%	16	0.4%
Management of Companies & Enterprises	0	0.0%	10	0.2%
Administrative & Support & Waste Management &	19	4.6%	73	1.8%
Educational Services	7	1.7%	118	2.8%
Health Care & Social Assistance	22	5.3%	288	6.9%
Arts, Entertainment & Recreation	8	1.9%	62	1.5%
Accommodation & Food Services	56	13.6%	569	13.6%
Accommodation	1	0.2%	4	0.1%
Food Services & Drinking Places	55	13.3%	565	13.6%
Other Services (except Public Administration)	61	14.8%	254	6.1%
Automotive Repair & Maintenance	15	3.6%	62	1.5%
Public Administration	0	0.0%	3	0.1%
Unclassified Establishments	13	3.2%	20	0.5%
Total	412	100.0%	4,169	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

Demographic Summary	2015	2020	
Population	8,211	8,923	
Population 18+	6,769	7,319	
Households	3,899	4,250	
Median Household Income	\$61,959	\$74,429	
Product/Consumer Behavior	Expected Number of	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)	1,905	28.1%	133
Own e-reader/tablet: iPad	950	14.0%	136
Own e-reader/tablet: Barnes&Noble Nook	188	2.8%	110
Own e-reader/tablet: Amazon Kindle	686	10.1%	127
Own any portable MP3 player	2,597	38.4%	114
Own Apple iPod classic	843	12.5%	124
Own Apple iPod nano	812	12.0%	125
Own Apple iPod shuffle	321	4.7%	104
Own Apple iPod touch	750	11.1%	109
Purchased portable MP3 player in last 12 months	337	5.0%	96
Spent \$200+ on MP3 player in last 12 months	122	1.8%	87
Own digital point & shoot camera	2,312	34.2%	106
Own digital single-lens reflex (SLR) camera	669	9.9%	115
Own Canon camera	1,344	19.9%	116
Own Fujifilm camera	160	2.4%	87
Own Kodak camera	422	6.2%	70
Own Nikon camera	701	10.4%	112
Own Olympus camera	224	3.3%	95
Own Panasonic camera	209	3.1%	140
Own Sony camera	469	6.9%	106
Bought any camera in last 12 months	452	6.7%	92
Spent on cameras in last 12 months: \$1-99	612	9.0%	94
Spent on cameras in last 12 months: \$100-\$199	358	5.3%	94
Spent on cameras in last 12 months: \$200+	398	5.9%	97
Own telephoto/zoom lens	409	6.0%	96
Own wideangle lens	205	3.0%	86
Own memory card for camera	1,873	27.7%	97
Bought memory card for camera in last 12 months	364	5.4%	93
Own photo paper	946	14.0%	93
Own photo printer	761	11.2%	85
Printed digital photos in last 12 months	155	2.3%	68
Bought film in last 12 months	411	6.1%	80
Use a computer at work	3,268	48.3%	120
Use desktop computer at work	1,957	28.9%	117
Use laptop/notebook at work	1,049	15.5%	116
HH owns a computer	3,188	81.8%	107
Purchased home computer in last 12 months	612	15.7%	108
HH owns desktop computer	1,761	45.2%	93
HH owns laptop/notebook	2,285	58.6%	115
HH owns netbook	169	4.3%	117
Child (under 18 yrs) uses home computer	572	14.7%	85
HH owns any Apple/Mac brand computer	748	19.2%	134
HH owns any PC/non-Apple brand computer	2,751	70.6%	102
Brand of computer HH owns: Acer	245	6.3%	83
Brand of computer HH owns: Compaq	180	4.6%	95
Brand of computer HH owns: Dell	1,154	29.6%	104
Brand of computer HH owns: Gateway	151	3.9%	88
Brand of computer HH owns: HP	792	20.3%	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 2015 and 2020.

Product/Consumer Behavior	Expected Number of	Percent	MPI
Brand of computer HH owns: Sony	129	3.3%	109
Brand of computer HH owns: Toshiba	348	8.9%	112
Purchased most recent home computer 1-2 years ago	819	21.0%	112
Purchased most recent home computer 3-4 years ago	633	16.2%	107
Purchased most recent home computer 5+ years ago	299	7.7%	97
Spent on most recent home computer: <\$500	588	15.1%	107
Spent on most recent home computer: \$500-\$999	791	20.3%	100
Spent on most recent home computer: \$1000-\$1499	454	11.6%	117
Spent on most recent home computer: \$1500-\$1999	195	5.0%	109
Spent on most recent home computer: \$2000+	182	4.7%	121
Purch most recent hm computer at computer superstr	598	15.3%	116
Purch most recent hm computer at dept/discount str	309	7.9%	98
Purch most recent hm computer direct from manufact	476	12.2%	116
Purch most recent hm computer at electronics store	476	12.2%	99
Purch most recent hm computer from online-only co.	169	4.3%	118
HH owns Blu-ray drive	220	5.6%	116
HH owns CD drive	1,468	37.7%	104
HH owns DVD drive	922	23.6%	104
HH owns external hard drive	741	19.0%	114
HH owns flash drive	1,110	28.5%	112
HH owns LAN/network interface card	307	7.9%	102
HH owns inkjet printer	1,547	39.7%	105
HH owns laser printer	573	14.7%	104
HH owns document scanner	694	17.8%	98
HH owns computer speakers	1,272	32.6%	98
HH owns webcam	823	21.1%	109
HH owns wireless router	1,359	34.9%	109
HH owns software: accounting	266	6.8%	103
HH owns software: communications/fax	223	5.7%	98
HH owns software: database/filing	239	6.1%	99
HH owns software: desktop publishing	332	8.5%	91
HH owns software: education/training	345	8.8%	103
HH owns software: entertainment/games	922	23.6%	104
HH owns software: personal finance/tax prep	475	12.2%	102
HH owns software: presentation graphics	298	7.6%	114
HH owns software: multimedia	554	14.2%	106
HH owns software: networking	595	15.3%	109
HH owns software: online meeting/conference	141	3.6%	123
HH owns software: security/anti-virus	1,051	27.0%	104
HH owns software: spreadsheet	864	22.2%	111
HH owns software: utility	214	5.5%	99
HH owns software: web authoring	113	2.9%	124
HH owns software: word processing	1,329	34.1%	113
HH owns camcorder	542	13.9%	89
HH owns CD player	721	18.5%	97
HH owns DVD/Blu-ray player	2,433	62.4%	101
HH purchased DVD/Blu-ray player in last 12 months	333	8.5%	99

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 2015 and 2020.

Product/Consumer Behavior	Expected Number of	Percent	MPI
HH owns portable GPS navigation device	1,072	27.5%	100
HH purchased portable GPS navigation device/12 mo	159	4.1%	96
HH owns headphones (ear buds)	1,458	37.4%	110
HH owns noise reduction headphones	280	7.2%	96
HH owns home theater/entertainment system	426	10.9%	98
HH owns MP3 docking station	401	10.3%	106
HH owns 1 TV	972	24.9%	124
HH owns 2 TVs	1,077	27.6%	105
HH owns 3 TVs	735	18.9%	88
HH owns 4+ TVs	596	15.3%	78
HH owns DLP TV	67	1.7%	94
HH owns LCD TV	1,512	38.8%	103
HH owns plasma TV	545	14.0%	91
HH owns projection TV	87	2.2%	69
HH has HDTV	1,883	48.3%	105
HH has Internet connectable TV	685	17.6%	101
HH owns miniature screen TV (<13 in)	158	4.1%	76
HH owns regular screen TV (13-26 in)	1,172	30.1%	93
HH owns large screen TV (27-35 in)	1,449	37.2%	95
HH owns big screen TV (36-42 in)	1,265	32.4%	101
HH owns giant screen TV (over 42 in)	927	23.8%	100
Most recent HH TV purchase: miniature screen (<13 in)	58	1.5%	90
Most recent HH TV purchase: regular screen (13-26 in)	536	13.7%	92
Most recent HH TV purchase: large screen (27-35 in)	883	22.6%	97
Most recent HH TV purchase: big screen (36-42 in)	922	23.6%	104
Most recent HH TV purchase: giant screen (over 42 in)	715	18.3%	102
HH owns Internet video device for TV	200	5.1%	118
HH purchased video game system in last 12 months	443	11.4%	123
HH owns video game system: handheld	594	15.2%	94
HH owns video game system: attached to TV/computer	1,737	44.5%	99
HH owns video game system: Nintendo DS/DS Lite	245	6.3%	93
HH owns video game system: Nintendo DSi/DSi XL	153	3.9%	74
HH owns video game system: Nintendo Wii	895	23.0%	94
HH owns video game system: PlayStation 2 (PS2)	420	10.8%	94
HH owns video game system: PlayStation 3 (PS3)	527	13.5%	100
HH owns video game system: Sony PSP/PSPgo	130	3.3%	102
HH owns video game system: Xbox 360	684	17.5%	96
HH purchased 5+ video games in last 12 months	302	7.7%	110
HH spent \$101+ on video games in last 12 months	357	9.2%	94
Have access to Internet at home using a computer	5,762	85.1%	108
Connection to Internet at home: dial-up modem	102	1.5%	71
Connection to Internet at home: cable modem	2,545	37.6%	120
Connection to Internet at home: DSL	930	13.7%	82
Connection to Internet at home: fiber optic	890	13.1%	148
Connection to Internet at home: wireless	2,222	32.8%	116
Connection to Internet at home: any high speed	5,515	81.5%	111
Time online in a typical day: 10+ hours	266	3.9%	133
Time online in a typical day: 5-9.9 hours	780	11.5%	124
Time online in a typical day: 2-4.9 hours	1,547	22.9%	124
Time online in a typical day: 1-1.9 hours	1,246	18.4%	109
Time online in a typical day: 0.5-0.9 hours	865	12.8%	100
Time online in a typical day: <0.5 hours	694	10.3%	96
Any Internet usage in last 30 days	5,888	87.0%	109
Used Internet/30 days: at home	5,518	81.5%	111
Used Internet/30 days: at work	3,003	44.4%	120
Used Internet/30 days: at school/library	836	12.4%	110

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Used Internet/30 days: not hm/work/school/library	2,005	29.6%	123
Device used to access Internet/30 days: computer	5,611	82.9%	110
Device used to access Internet/30 days: cell phone	3,824	56.5%	121
Used Wi-Fi/wireless connection outside hm/30 days	2,331	34.4%	129
Internet last 30 days: visited chat room	351	5.2%	97
Internet last 30 days: used email	5,439	80.4%	115
Internet last 30 days: used IM	3,338	49.3%	110
Internet last 30 days: made personal purchase	3,317	49.0%	125
Internet last 30 days: made business purchase	832	12.3%	114
Internet last 30 days: paid bills online	3,472	51.3%	120
Internet last 30 days: looked for employment	1,236	18.3%	116
Internet last 30 days: traded/tracked investments	942	13.9%	125
Internet last 30 days: made travel plans	1,617	23.9%	134
Internet last 30 days: obtained new/used car info	721	10.7%	98
Internet last 30 days: obtained financial info	2,381	35.2%	121
Internet last 30 days: obtained medical info	1,725	25.5%	119
Internet last 30 days: checked movie listing/times	1,758	26.0%	121
Internet last 30 days: obtained latest news	3,608	53.3%	122
Internet last 30 days: obtained parenting info	451	6.7%	133
Internet last 30 days: obtained real estate info	1,095	16.2%	139
Internet last 30 days: obtained sports news/info	2,299	34.0%	119
Internet last 30 days: visited online blog	1,233	18.2%	150
Internet last 30 days: wrote online blog	304	4.5%	146
Internet last 30 days: used online dating website	173	2.6%	151
Internet last 30 days: played games online	1,776	26.2%	99
Internet last 30 days: sent greeting card	440	6.5%	129
Internet last 30 days: made phone call	1,262	18.6%	132
Internet last 30 days: shared photos via website	2,135	31.5%	117
Internet last 30 days: looked for recipes	2,439	36.0%	117
Internet last 30 days: added video to website	443	6.5%	113
Internet last 30 days: downloaded a movie	522	7.7%	117
Internet last 30 days: downloaded music	1,746	25.8%	117
Internet last 30 days: downloaded podcast	359	5.3%	141
Internet last 30 days: downloaded TV program	395	5.8%	135
Internet last 30 days: downloaded a video game	608	9.0%	108
Internet last 30 days: watched movie online	1,151	17.0%	125
Internet last 30 days: watched TV program online	1,205	17.8%	132
Purch/rntd video download/strm/30 days: amazon.com	223	3.3%	120
Purch/rntd video download/strm/30 days: itunes.com	270	4.0%	127
Purch/rntd video download/strm/30 days: netflix.com	934	13.8%	122
Visited any Spanish language website last 30 days	181	2.7%	104
Visited website in last 30 days: facebook.com	3,989	58.9%	114
Visited website in last 30 days: LinkedIn.com	836	12.4%	149
Visited website in last 30 days: MySpace.com	144	2.1%	101
Visited website in last 30 days: photobucket.com	198	2.9%	118
Visited website in last 30 days: picasa.com	292	4.3%	150
Visited website in last 30 days: shutterfly.com	285	4.2%	137
Visited website in last 30 days: tumblr.com	252	3.7%	153
Visited website in last 30 days: twitter.com	780	11.5%	125
Visited website in last 30 days: yelp.com	350	5.2%	165
Visited website in last 30 days: YouTube.com	3,188	47.1%	115
Used website/search engine/30 days: ask.com	487	7.2%	101
Used website/search engine/30 days: bing.com	1,208	17.8%	108
Used website/search engine/30 days: google.com	5,359	79.2%	112
Used website/search engine/30 days: yahoo.com	2,594	38.3%	107

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Visited news website in last 30 days: ABCnews.com	336	5.0%	119
Visited news website in last 30 days: CBSnews.com	202	3.0%	112
Visited news website in last 30 days: cnn.com	1,073	15.9%	149
Visited news website in last 30 days: foxnews.com	576	8.5%	103
Visited news website in last 30 days: msnbc.com	489	7.2%	114
Visited news website in last 30 days: Yahoo! News	1,233	18.2%	134

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Demographic Summary		2015	2020	
Population		8,211	8,923	
Population 18+		6,769	7,319	
Households		3,899	4,250	
Median Household Income		\$61,959	\$74,429	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		3,737	55.2%	101
Bank/financial institution used: Bank of America		1,288	19.0%	129
Bank/financial institution used: Capital One		352	5.2%	130
Bank/financial institution used: Chase		955	14.1%	119
Bank/financial institution used: Citibank		337	5.0%	152
Bank/financial institution used: PNC		228	3.4%	104
Bank/financial institution used: U.S. Bank		253	3.7%	126
Bank/financial institution used: Wells Fargo		871	12.9%	112
Bank/financial institution used: credit union		1,060	15.7%	91
Did banking by mail in last 12 months		252	3.7%	109
Did banking by phone in last 12 months		624	9.2%	105
Did banking online in last 12 months		2,691	39.8%	113
Did banking on mobile device in last 12 months		839	12.4%	119
Used ATM/cash machine in last 12 months		3,690	54.5%	112
Used direct deposit of paycheck in last 12 months		2,653	39.2%	100
Did banking w/paperless statements in last 12 mo		1,366	20.2%	116
Have interest checking account		1,939	28.6%	99
Have non-interest checking account		1,965	29.0%	103
Have savings account		3,766	55.6%	104
Have overdraft protection		1,720	25.4%	97
Have auto loan		1,048	15.5%	91
Have personal loan for education (student loan)		501	7.4%	107
Have personal loan - not for education		128	1.9%	76
Have home mortgage (1st)		2,182	32.2%	102
Have 2nd mortgage (home equity loan)		469	6.9%	104
Have home equity line of credit		269	4.0%	98
Have personal line of credit		209	3.1%	94
Have 401(k) retirement savings plan		1,037	15.3%	104
Have 403(b) retirement savings plan		186	2.7%	100
Have IRA retirement savings plan		918	13.6%	106
Own any securities investment		2,175	32.1%	106
Own any annuity		177	2.6%	92
Own certificate of deposit (more than 6 months)		231	3.4%	92
Own shares in money market fund		349	5.2%	102
Own shares in mutual fund (bonds)		356	5.3%	107
Own shares in mutual fund (stock)		584	8.6%	115
Own any stock		577	8.5%	109
Own common/preferred stock in company you work for		169	2.5%	110
Own common stock in company you don't work for		399	5.9%	107
Own U.S. savings bond		420	6.2%	108
Own investment real estate		297	4.4%	121
Own vacation/weekend home		237	3.5%	100
Used a real estate agent in last 12 months		386	5.7%	105
Used financial planner in last 12 months		406	6.0%	99
Own 1 credit card		1,116	16.5%	108
Own 2 credit cards		879	13.0%	99
Own 3 credit cards		643	9.5%	105
Own 4 credit cards		482	7.1%	120
Own 5 credit cards		262	3.9%	111
Own 6+ credit cards		443	6.5%	116

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Avg monthly credit card expenditures: <\$111	784	11.6%	98
Avg monthly credit card expenditures: \$111-\$225	419	6.2%	96
Avg monthly credit card expenditures: \$226-\$450	466	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	459	6.8%	125
Avg monthly credit card expenditures: \$701-\$1000	340	5.0%	116
Avg monthly credit card expenditures: \$1001+	761	11.2%	122
Own 1 debit card	3,182	47.0%	109
Own 2 debit cards	691	10.2%	106
Own 3+ debit cards	178	2.6%	121
Avg monthly debit card expenditures: <\$91	295	4.4%	104
Avg monthly debit card expenditures: \$91-\$180	295	4.4%	97
Avg monthly debit card expenditures: \$181-\$225	403	6.0%	126
Avg monthly debit card expenditures: \$226-\$450	583	8.6%	105
Avg monthly debit card expenditures: \$451-\$700	759	11.2%	131
Avg monthly debit card expenditures: \$701-\$1000	433	6.4%	98
Avg monthly debit card expenditures: \$1001+	504	7.4%	107
Own/used last 12 months: any credit/debit card	5,282	78.0%	106
Own/used last 12 months: any major credit/debit card	4,760	70.3%	107
Own/used last 12 months: any store credit card	1,945	28.7%	107
Credit/debit card rewards: airline miles	774	11.4%	134
Credit/debit card rewards: cash back	1,540	22.8%	114
Credit/debit card rewards: gasoline discounts	218	3.2%	102
Credit/debit card rewards: gifts	344	5.1%	104
Credit/debit card rewards: hotel/car rental awards	215	3.2%	115
Own/used card last 12 months: American Express Green	305	4.5%	148
Own/used card last 12 months: American Express Gold	248	3.7%	126
Own/used card last 12 months: American Express	217	3.2%	133
Own/used card last 12 months: American Express Blue	267	3.9%	122
Own/used card last 12 months: Discover	669	9.9%	95
Own/used card last 12 months: MasterCard Standard	1,005	14.8%	113
Own/used card last 12 months: MasterCard Gold	298	4.4%	108
Own/used card last 12 months: MasterCard Platinum	530	7.8%	117
Own/used card last 12 months: MasterCard debit card	401	5.9%	90
Own/used card last 12 months: Visa Regular/Classic	1,508	22.3%	110
Own/used card last 12 months: Visa Gold	276	4.1%	111
Own/used card last 12 months: Visa Platinum	696	10.3%	104
Own/used card last 12 months: Visa Signature	283	4.2%	104
Own/used card last 12 months: Visa debit card	1,530	22.6%	102
Paid bills last 12 months: by mail	3,228	47.7%	101
Paid bills last 12 months: online	3,336	49.3%	118
Paid bills last 12 months: in person	1,704	25.2%	82
Paid bills last 12 months: by phone using credit card	1,328	19.6%	110
Paid bills last 12 months: by mobile phone	609	9.0%	101
Paid bills last 12 months: charged to credit card	843	12.5%	111
Paid bills last 12 months: deducted from bank account	1,581	23.4%	100
Wired/sent money in last 6 months	1,517	22.4%	108
Wired/sent money in last 6 months: using MoneyGram	199	2.9%	111
Wired/sent money in last 6 months: using PayPal	756	11.2%	105
Wired/sent money in last 6 months: using Western Union	284	4.2%	94

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Wired/sent money in last 6 months: bank wire transfer	232	3.4%	136
Tax preparation: did manually	890	13.1%	112
Tax preparation: used software (TurboTax)	717	10.6%	110
Tax preparation: used online tax srv (TurboTax)	310	4.6%	91
Tax preparation: used H&R Block on-site	283	4.2%	79
Tax preparation: used CPA/other tax professional	1,447	21.4%	108

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Population		8,211	8,923
Population 18+		6,769	7,319
Households		3,899	4,250
Median Household Income		\$61,959	\$74,429
Product/Consumer Behavior		Expected Number	MPI
		Adults	Percent
Typically spend 6+ hours exercising per week		1,712	25.3%
Typically spend 3-5 hours exercising per week		1,664	24.6%
Typically spend 1-2 hours exercising per week		1,331	19.7%
Exercise at home 2+ times per week		2,067	30.5%
Exercise at club 2+ times per week		1,159	17.1%
Exercise at other facility (not club) 2+ times/wk		552	8.2%
Own elliptical		247	3.6%
Own stationary bicycle		352	5.2%
Own treadmill		521	7.7%
Own weight lifting equipment		844	12.5%
Presently controlling diet		2,536	37.5%
Diet control for blood sugar level		404	6.0%
Diet control for cholesterol level		516	7.6%
Diet control to maintain weight		771	11.4%
Diet control for physical fitness		800	11.8%
Diet control for salt restriction		209	3.1%
Diet control for weight loss		985	14.6%
Used doctor's care/diet for diet method		175	2.6%
Used exercise program for diet method		528	7.8%
Used Weight Watchers as diet method		184	2.7%
Buy foods specifically labeled as fat-free		891	13.2%
Buy foods specifically labeled as gluten-free		284	4.2%
Buy foods specifically labeled as high fiber		725	10.7%
Buy foods specifically labeled as high protein		458	6.8%
Buy foods specifically labeled as lactose-free		159	2.3%
Buy foods specifically labeled as low-calorie		742	11.0%
Buy foods specifically labeled as low-carb		397	5.9%
Buy foods specifically labeled as low-cholesterol		450	6.6%
Buy foods specifically labeled as low-fat		840	12.4%
Buy foods specifically labeled as low-sodium		707	10.4%
Buy foods specifically labeled as natural/organic		793	11.7%
Buy foods specifically labeled as sugar-free		708	10.5%
Used meal/dietary/weight loss supplement last 6 mo		459	6.8%
Used vitamins/dietary supplements in last 6 months		3,788	56.0%
Vitamin/dietary suppl used/6 months: antioxidant		184	2.7%
Vitamin/dietary suppl used/6 months: B complex		415	6.1%
Vitamin/dietary suppl used/6 months: B complex+C		104	1.5%
Vitamin/dietary suppl used/6 months: B-6		139	2.1%
Vitamin/dietary suppl used/6 months: B-12		528	7.8%
Vitamin/dietary suppl used/6 months: C		586	8.7%
Vitamin/dietary suppl used/6 months: calcium		732	10.8%
Vitamin/dietary suppl used/6 months: D		874	12.9%
Vitamin/dietary suppl used/6 months: E		291	4.3%
Vitamin/dietary suppl used/6 months: glucosamine		245	3.6%
Vitamin/dietary suppl used/6 months: iron		237	3.5%
Vitamin/dietary suppl used/6 months: multiple formula		894	13.2%
Vitamin/dietary suppl used/6 months: multiple w/iron		283	4.2%
Vitamin/dietary suppl used/6 months: mult w/minerals		425	6.3%
Vitamin/dietary suppl used/6 months: zinc		198	2.9%
Vitamin/dietary suppl used/6 months: Caltrate 600		121	1.8%
Vitamin/dietary suppl used/6 months: Centrum		285	4.2%
Vitamin/dietary suppl used/6 months: Nature Made		665	9.8%
Primary caregiver/caretaker		337	5.0%

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Product/Consumer Behavior	Expected Number Adults	Percent	MPI
Visited doctor in last 12 months	5,138	75.9%	100
Visited doctor in last 12 months: 1-2 times	1,606	23.7%	100
Visited doctor in last 12 months: 3-5 times	1,479	21.8%	97
Visited doctor in last 12 months: 6+ times	2,052	30.3%	103
Visited doctor in last 12 months: cardiologist	399	5.9%	91
Visited doctor in last 12 months: chiropractor	439	6.5%	94
Visited doctor in last 12 months: dentist	2,532	37.4%	105
Visited doctor in last 12 months: dermatologist	559	8.3%	105
Visited doctor in last 12 months: ear/nose/throat	298	4.4%	103
Visited doctor in last 12 months: eye	1,385	20.5%	101
Visited doctor in last 12 months: gastroenterologist	245	3.6%	92
Visited doctor in last 12 months: general/family	2,701	39.9%	98
Visited doctor in last 12 months: internist	473	7.0%	118
Visited doctor in last 12 months: physical therapist	344	5.1%	110
Visited doctor in last 12 months: podiatrist	199	2.9%	109
Visited doctor in last 12 months: urologist	247	3.6%	96
Visited nurse practitioner in last 12 months	252	3.7%	80
Wear regular/sun/tinted prescription eyeglasses	2,355	34.8%	100
Wear bi-focals	932	13.8%	86
Wear disposable contact lenses	432	6.4%	96
Wear soft contact lenses	675	10.0%	100
Wear transition lenses	346	5.1%	93
Spent on eyeglasses in last 12 months: <\$100	183	2.7%	98
Spent on eyeglasses in last 12 months: \$100-\$199	259	3.8%	94
Spent on eyeglasses in last 12 months: \$200-\$249	166	2.5%	80
Spent on eyeglasses in last 12 months: \$250+	673	9.9%	107
Spent on contact lenses in last 12 months: <\$100	178	2.6%	95
Spent on contact lenses in last 12 months: \$100-\$199	245	3.6%	98
Spent on contact lenses in last 12 months: \$200+	210	3.1%	94
Bought prescription eyewear: discount optical ctr	521	7.7%	89
Bought prescription eyewear: private eye doctor	1,599	23.6%	97
Bought prescription eyewear: retail optical chain	776	11.5%	98
Used prescription drug for allergy/hay fever	327	4.8%	88
Used prescription drug for anxiety/panic	259	3.8%	85
Used prescr drug for arthritis/osteoarthritis	208	3.1%	99
Used prescr drug for rheumatoid arthritis	130	1.9%	78
Used prescription drug for asthma	302	4.5%	113
Used prescription drug for backache/back pain	412	6.1%	80
Used prescription drug for depression	405	6.0%	96
Used prescr drug for diabetes (insulin dependent)	112	1.7%	82
Used prescr drug for diabetes (non-insulin depend)	232	3.4%	91
Used prescription drug for heartburn/acid reflux	355	5.2%	86
Used prescription drug for high blood pressure	723	10.7%	79
Used prescription drug for high cholesterol	460	6.8%	75
Used prescription drug for migraine headache	200	3.0%	92
Used prescr drug for sinus congestion/headache	198	2.9%	78
Used prescription drug for urinary tract infection	167	2.5%	86
Filled prescription last 12 months: discnt/dept store	233	3.4%	78
Filled prescription last 12 months: drug str/pharmacy	2,377	35.1%	97
Filled prescription last 12 months: supermarket	442	6.5%	85
Filled prescription last 12 months: mail order	504	7.4%	92
Used last 6 months: adhesive bandages	3,725	55.0%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2015 and 2020.

Product/Consumer Behavior	Expected Number		MPI
	Adults	Percent	
Used last 6 months: athlete`s foot/medicated foot prod	606	9.0%	85
Used last 6 months: children`s cold tablets/liquids	793	11.7%	85
Used last 6 months: cold/sinus/allergy med (nonprescr)	3,182	47.0%	97
Used last 6 months: contact lens cleaning solution	868	12.8%	101
Used last 6 months: cotton swabs	3,299	48.7%	99
Used last 6 months: children`s cough syrup	824	12.2%	87
Used last 6 months: cough syrup/suppressant(nonprescr)	2,265	33.5%	97
Used last 6 months: eye wash/drops	1,998	29.5%	101
Used last 6 months: headache/pain reliever (nonprescr)	5,395	79.7%	98
Used last 6 months: heartburn/indigest/diarrhea remedy	2,760	40.8%	92
Used last 6 months: hemorrhoid remedy	459	6.8%	85
Used last 6 months: lactose intolerance product	286	4.2%	107
Used last 6 months: laxative/fiber supplement	976	14.4%	92
Used last 6 months: medicated skin cream/lotion/spray	1,808	26.7%	93
Used last 6 months: nasal spray	1,024	15.1%	93
Used last 6 months: pain reliever/fever reducer (kids)	1,290	19.1%	90
Used last 6 months: pain relieving rub/liquid/patch	1,340	19.8%	89
Used last 6 months: sleeping aid/snore relief	568	8.4%	101
Used last 6 months: sore throat remedy/cough drops	3,083	45.5%	94
Used last 12 months: sunburn remedy	855	12.6%	90
Used last 12 months: suntan/sunscreen product	2,799	41.4%	108
Used last 12 months: SPF 15 suntan/sunscreen product	722	10.7%	114
Used last 12 months: SPF 30-49 suntan/sunscreen prod	1,301	19.2%	119
Used last 12 months: SPF 50+ suntan/sunscreen product	797	11.8%	104
Used last 6 months: toothache/gum/canker sore remedy	650	9.6%	94
Used last 6 months: vitamins/nutritional suppl (kids)	952	14.1%	97
Used body powder in last 6 months	1,384	20.4%	87
Used body wash/shower gel in last 6 months	3,874	57.2%	97
Used breath freshener in last 6 months	2,616	38.6%	92
Used breath freshener in last 6 months: gum	1,608	23.8%	88
Used breath freshener in last 6 months: mints	1,081	16.0%	89
Used breath freshener in last 6 months: spray/drops	130	1.9%	109
Used breath freshener in last 6 months: thin film	177	2.6%	117
Used breath freshener 8+ times in last 7 days	648	9.6%	89
Used complexion care product in last 6 months	3,303	48.8%	104
Used complexion care prod in last 6 months: astringent	468	6.9%	120
Used complexion care prod in last 6 months: cleanser	1,760	26.0%	104
Used complexion care prod in last 6 months: toner	636	9.4%	147
Used dental floss in last 6 months	4,531	66.9%	105
Used dental rinse in last 6 months	1,344	19.9%	88
Used denture adhesive/fixative in last 6 months	414	6.1%	100
Used denture cleaner in last 6 months	622	9.2%	88
Used deodorant/antiperspirant in last 6 months	6,158	91.0%	98
Used disposable razor in last 6 months	3,702	54.7%	98
Used electric shaver in last 6 months	1,167	17.2%	95

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Product/Consumer Behavior	Expected Number		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	3,072	45.4%	107
Used personal foot care product in last 6 months	1,251	18.5%	90
Used hair coloring product (at home) last 6 months	1,437	21.2%	107
Used hair conditioner (at home) in last 6 months	3,960	58.5%	97
Used hair conditioning treatment (at home)/6 mo	1,469	21.7%	92
Used hair growth product in last 6 months	210	3.1%	118
Used hair spray (at home) in last 6 months	2,035	30.1%	90
Used hair styling gel/lotion/mousse in last 6 mo	2,321	34.3%	99
Used hand & body cream/lotion/oil in last 6 months	4,887	72.2%	100
Used lip care product in last 6 months	4,117	60.8%	98
Used liquid soap/hand sanitizer in last 6 months	5,117	75.6%	97
Used mouthwash in last 6 months	4,465	66.0%	100
Used mouthwash 8+ times in last 7 days	1,105	16.3%	100
Used shampoo (at home) in last 6 months	6,130	90.6%	99
Used shaving cream/gel in last 6 months	3,391	50.1%	99
Bought toothbrush in last 6 months	5,701	84.2%	100
Bought electric toothbrush in last 6 months	613	9.1%	122
Used toothpaste in last 6 months	6,574	97.1%	101
Used toothpaste (gel) in last 6 months	1,563	23.1%	91
Used toothpaste (paste) in last 6 months	3,524	52.1%	101
Used whitening toothpaste in last 6 months	2,189	32.3%	98
Used toothpaste with baking soda in last 6 months	1,324	19.6%	91
Used toothpaste for sensitive teeth in last 6 mo	774	11.4%	97
Used tooth whitener (not toothpaste) in last 6 mo	652	9.6%	100
Used tooth whitener (gel) in last 6 mos	163	2.4%	127
Used tooth whitener (strips) in last 6 months	345	5.1%	97
Visited a day spa in last 6 months	490	7.2%	130
Purchased product at salon/day spa in last 6 mo	456	6.7%	102
Professional srv last 6 months: haircut	4,268	63.1%	100
Professional srv last 6 months: hair color/highlights	1,172	17.3%	104
Professional srv last 6 months: facial	288	4.3%	134
Professional srv last 6 months: massage	770	11.4%	138
Professional srv last 6 months: manicure	1,118	16.5%	125
Professional srv last 6 months: pedicure	1,280	18.9%	120
Spent \$150+ at barber shops in last 6 months	175	2.6%	114
Spent \$150+ at beauty salons in last 6 months	853	12.6%	115

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Demographic Summary		2015	2020
Population		8,211	8,923
Population 18+		6,769	7,319
Households		3,899	4,250
Median Household Income		\$61,959	\$74,429

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,093	75.2%	100
Went to family restaurant/steak house 4+ times/mo	1,811	26.8%	93
Spent at family rest/steak hse last 6 months: <\$31	498	7.4%	102
Spent at family rest/steak hse last 6 months: \$31-50	581	8.6%	101
Spent at family rest/steak hse last 6 months: \$51-100	1,006	14.9%	99
Spent at family rest/steak hse last 6 months: \$101-200	778	11.5%	95
Spent at family rest/steak hse last 6 months: \$201-300	431	6.4%	108
Spent at family rest/steak hse last 6 months: \$301+	448	6.6%	89
Family restaurant/steak house last 6 months: breakfast	904	13.4%	107
Family restaurant/steak house last 6 months: lunch	1,224	18.1%	93
Family restaurant/steak house last 6 months: dinner	3,158	46.7%	98
Family restaurant/steak house last 6 months: snack	143	2.1%	120
Family restaurant/steak house last 6 months: weekday	2,093	30.9%	97
Family restaurant/steak house last 6 months: weekend	2,724	40.2%	95
Fam rest/steak hse/6 months: Applebee` s	1,490	22.0%	89
Fam rest/steak hse/6 months: Bob Evans Farms	269	4.0%	107
Fam rest/steak hse/6 months: Buffalo Wild Wings	466	6.9%	90
Fam rest/steak hse/6 months: California Pizza Kitchen	362	5.3%	164
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	184	2.7%	89
Fam rest/steak hse/6 months: The Cheesecake Factory	640	9.5%	138
Fam rest/steak hse/6 months: Chili` s Grill & Bar	744	11.0%	90
Fam rest/steak hse/6 months: CiCi` s Pizza	236	3.5%	79
Fam rest/steak hse/6 months: Cracker Barrel	503	7.4%	77
Fam rest/steak hse/6 months: Denny` s	653	9.6%	102
Fam rest/steak hse/6 months: Golden Corral	403	6.0%	69
Fam rest/steak hse/6 months: IHOP	737	10.9%	93
Fam rest/steak hse/6 months: Logan` s Roadhouse	209	3.1%	87
Fam rest/steak hse/6 months: LongHorn Steakhouse	255	3.8%	88
Fam rest/steak hse/6 months: Old Country Buffet	140	2.1%	98
Fam rest/steak hse/6 months: Olive Garden	1,069	15.8%	90
Fam rest/steak hse/6 months: Outback Steakhouse	682	10.1%	101
Fam rest/steak hse/6 months: Red Lobster	740	10.9%	86
Fam rest/steak hse/6 months: Red Robin	501	7.4%	124
Fam rest/steak hse/6 months: Ruby Tuesday	349	5.2%	75
Fam rest/steak hse/6 months: Texas Roadhouse	336	5.0%	67
Fam rest/steak hse/6 months: T.G.I. Friday` s	613	9.1%	113
Fam rest/steak hse/6 months: Waffle House	242	3.6%	66
Went to fast food/drive-in restaurant in last 6 mo	6,090	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,650	39.1%	97
Spent at fast food/drive-in last 6 months: <\$11	309	4.6%	105
Spent at fast food/drive-in last 6 months: \$11-\$20	530	7.8%	102
Spent at fast food/drive-in last 6 months: \$21-\$40	781	11.5%	96
Spent at fast food/drive-in last 6 months: \$41-\$50	481	7.1%	94
Spent at fast food/drive-in last 6 months: \$51-\$100	1,108	16.4%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	908	13.4%	112
Spent at fast food/drive-in last 6 months: \$201+	729	10.8%	88

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,266	33.5%	92
Fast food/drive-in last 6 months: home delivery	613	9.1%	115
Fast food/drive-in last 6 months: take-out/drive-thru	3,002	44.3%	95
Fast food/drive-in last 6 months: take-out/walk-in	1,381	20.4%	104
Fast food/drive-in last 6 months: breakfast	2,104	31.1%	94
Fast food/drive-in last 6 months: lunch	3,290	48.6%	96
Fast food/drive-in last 6 months: dinner	3,035	44.8%	101
Fast food/drive-in last 6 months: snack	884	13.1%	104
Fast food/drive-in last 6 months: weekday	3,919	57.9%	98
Fast food/drive-in last 6 months: weekend	3,107	45.9%	100
Fast food/drive-in last 6 months: A & W	186	2.7%	84
Fast food/drive-in last 6 months: Arby` s	883	13.0%	77
Fast food/drive-in last 6 months: Baskin-Robbins	280	4.1%	118
Fast food/drive-in last 6 months: Boston Market	306	4.5%	132
Fast food/drive-in last 6 months: Burger King	2,036	30.1%	95
Fast food/drive-in last 6 months: Captain D` s	156	2.3%	67
Fast food/drive-in last 6 months: Carl` s Jr.	454	6.7%	115
Fast food/drive-in last 6 months: Checkers	173	2.6%	87
Fast food/drive-in last 6 months: Chick-fil-A	964	14.2%	86
Fast food/drive-in last 6 months: Chipotle Mex. Grill	845	12.5%	133
Fast food/drive-in last 6 months: Chuck E. Cheese` s	249	3.7%	102
Fast food/drive-in last 6 months: Church` s Fr. Chicken	138	2.0%	57
Fast food/drive-in last 6 months: Cold Stone Creamery	275	4.1%	120
Fast food/drive-in last 6 months: Dairy Queen	683	10.1%	73
Fast food/drive-in last 6 months: Del Taco	290	4.3%	122
Fast food/drive-in last 6 months: Domino` s Pizza	852	12.6%	107
Fast food/drive-in last 6 months: Dunkin` Donuts	938	13.9%	123
Fast food/drive-in last 6 months: Hardee` s	238	3.5%	58
Fast food/drive-in last 6 months: Jack in the Box	660	9.8%	114
Fast food/drive-in last 6 months: KFC	1,407	20.8%	90
Fast food/drive-in last 6 months: Krispy Kreme	259	3.8%	91
Fast food/drive-in last 6 months: Little Caesars	577	8.5%	78
Fast food/drive-in last 6 months: Long John Silver` s	218	3.2%	57
Fast food/drive-in last 6 months: McDonald` s	3,499	51.7%	93
Fast food/drive-in last 6 months: Panera Bread	901	13.3%	127
Fast food/drive-in last 6 months: Papa John` s	503	7.4%	79
Fast food/drive-in last 6 months: Papa Murphy` s	214	3.2%	76
Fast food/drive-in last 6 months: Pizza Hut	1,097	16.2%	81
Fast food/drive-in last 6 months: Popeyes Chicken	519	7.7%	99
Fast food/drive-in last 6 months: Quiznos	295	4.4%	105
Fast food/drive-in last 6 months: Sonic Drive-In	479	7.1%	68
Fast food/drive-in last 6 months: Starbucks	1,196	17.7%	121
Fast food/drive-in last 6 months: Steak ` n Shake	250	3.7%	77
Fast food/drive-in last 6 months: Subway	2,184	32.3%	96
Fast food/drive-in last 6 months: Taco Bell	2,104	31.1%	98
Fast food/drive-in last 6 months: Wendy` s	1,723	25.5%	89
Fast food/drive-in last 6 months: Whataburger	187	2.8%	73
Fast food/drive-in last 6 months: White Castle	198	2.9%	87

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WFN_Renton
 Area: 2.73 square miles

Prepared by CED/Planning

Went to fine dining restaurant last month	971	14.3%	123
Went to fine dining restaurant 3+ times last month	287	4.2%	130
Spent at fine dining rest in last 6 months: <\$51	148	2.2%	110
Spent at fine dining rest in last 6 months: \$51-\$100	286	4.2%	113
Spent at fine dining rest in last 6 months: \$101-\$200	326	4.8%	133
Spent at fine dining rest in last 6 months: \$201+	381	5.6%	134

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Population	8,211	8,923
Population 18+	6,769	7,319
Households	3,899	4,250
Median Household Income	\$61,959	\$74,429

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,349	49.5%	103
Bought any women's clothing in last 12 months	3,006	44.4%	99
Bought clothing for child <13 years in last 6 months	1,747	25.8%	92
Bought any shoes in last 12 months	3,653	54.0%	99
Bought costume jewelry in last 12 months	1,314	19.4%	97
Bought any fine jewelry in last 12 months	1,238	18.3%	94
Bought a watch in last 12 months	696	10.3%	90
Automobiles (Households)			
HH owns/leases any vehicle	3,374	86.5%	102
HH bought/leased new vehicle last 12 mo	326	8.4%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,880	86.9%	102
Bought/changed motor oil in last 12 months	3,153	46.6%	94
Had tune-up in last 12 months	2,345	34.6%	114
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,492	66.4%	101
Drank regular cola in last 6 months	2,881	42.6%	93
Drank beer/ale in last 6 months	3,123	46.1%	109
Cameras (Adults)			
Own digital point & shoot camera	2,312	34.2%	106
Own digital single-lens reflex (SLR) camera	669	9.9%	115
Bought any camera in last 12 months	452	6.7%	92
Bought memory card for camera in last 12 months	364	5.4%	93
Printed digital photos in last 12 months	155	2.3%	68
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,453	36.2%	99
Have a smartphone	3,822	56.5%	116
Have an iPhone	1,628	24.1%	129
Number of cell phones in household: 1	1,346	34.5%	107
Number of cell phones in household: 2	1,526	39.1%	106
Number of cell phones in household: 3+	843	21.6%	86
HH has cell phone only (no landline telephone)	1,653	42.4%	112
Computers (Households)			
HH owns a computer	3,188	81.8%	107
HH owns desktop computer	1,761	45.2%	93
HH owns laptop/notebook	2,285	58.6%	115
Spent <\$500 on most recent home computer	588	15.1%	107
Spent \$500-\$999 on most recent home computer	791	20.3%	100
Spent \$1,000-\$1,499 on most recent home computer	454	11.6%	117
Spent \$1,500-\$1,999 on most recent home computer	195	5.0%	109
Spent \$2,000+ on most recent home computer	182	4.7%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	4,178	61.7%	102
Bought brewed coffee at convenience store in last 30 days	1,082	16.0%	104
Bought cigarettes at convenience store in last 30 days	839	12.4%	94
Bought gas at convenience store in last 30 days	1,825	27.0%	81
Spent at convenience store in last 30 days: <\$20	735	10.9%	132
Spent at convenience store in last 30 days: \$20-\$39	633	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	545	8.1%	105
Spent at convenience store in last 30 days: \$51-\$99	245	3.6%	79
Spent at convenience store in last 30 days: \$100+	1,344	19.9%	86
Entertainment (Adults)			
Attended a movie in last 6 months	4,406	65.1%	108
Went to live theater in last 12 months	1,054	15.6%	124
Went to a bar/night club in last 12 months	1,435	21.2%	124
Dined out in last 12 months	3,165	46.8%	104
Gambled at a casino in last 12 months	1,119	16.5%	112
Visited a theme park in last 12 months	1,346	19.9%	110
Viewed movie (video-on-demand) in last 30 days	1,428	21.1%	135
Viewed TV show (video-on-demand) in last 30 days	1,158	17.1%	140
Watched any pay-per-view TV in last 12 months	921	13.6%	104
Downloaded a movie over the Internet in last 30 days	522	7.7%	117
Downloaded any individual song in last 6 months	1,535	22.7%	110
Watched a movie online in the last 30 days	1,151	17.0%	125
Watched a TV program online in last 30 days	1,205	17.8%	132
Played a video/electronic game (console) in last 12 months	832	12.3%	108
Played a video/electronic game (portable) in last 12 months	271	4.0%	89
Financial (Adults)			
Have home mortgage (1st)	2,182	32.2%	102
Used ATM/cash machine in last 12 months	3,690	54.5%	112
Own any stock	577	8.5%	109
Own U.S. savings bond	420	6.2%	108
Own shares in mutual fund (stock)	584	8.6%	115
Own shares in mutual fund (bonds)	356	5.3%	107
Have interest checking account	1,939	28.6%	99
Have non-interest checking account	1,965	29.0%	103
Have savings account	3,766	55.6%	104
Have 401K retirement savings plan	1,037	15.3%	104
Own/used any credit/debit card in last 12 months	5,282	78.0%	106
Avg monthly credit card expenditures: <\$111	784	11.6%	98
Avg monthly credit card expenditures: \$111-\$225	419	6.2%	96
Avg monthly credit card expenditures: \$226-\$450	466	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	459	6.8%	125
Avg monthly credit card expenditures: \$701-\$1,000	340	5.0%	116
Avg monthly credit card expenditures: \$1,001+	761	11.2%	122
Did banking online in last 12 months	2,691	39.8%	113
Did banking on mobile device in last 12 months	839	12.4%	119
Paid bills online in last 12 months	3,336	49.3%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,516	66.7%	93
Used bread in last 6 months	6,332	93.5%	98
Used chicken (fresh or frozen) in last 6 mos	4,713	69.6%	98
Used turkey (fresh or frozen) in last 6 mos	1,140	16.8%	92
Used fish/seafood (fresh or frozen) in last 6 months	3,651	53.9%	96
Used fresh fruit/vegetables in last 6 months	5,926	87.5%	101
Used fresh milk in last 6 months	5,972	88.2%	98
Used organic food in last 6 months	1,587	23.4%	119
Health (Adults)			
Exercise at home 2+ times per week	2,067	30.5%	107
Exercise at club 2+ times per week	1,159	17.1%	132
Visited a doctor in last 12 months	5,138	75.9%	100
Used vitamin/dietary supplement in last 6 months	3,788	56.0%	104
Home (Households)			
Any home improvement in last 12 months	920	23.6%	86
Used housekeeper/maid/professional HH cleaning service in last	563	14.4%	110
Purchased low ticket HH furnishings in last 12 months	623	16.0%	102
Purchased big ticket HH furnishings in last 12 months	856	22.0%	104
Purchased bedding/bath goods in last 12 months	2,029	52.0%	98
Purchased cooking/serving product in last 12 months	953	24.4%	100
Bought any small kitchen appliance in last 12 months	860	22.1%	99
Bought any large kitchen appliance in last 12 months	486	12.5%	97
Insurance (Adults/Households)			
Currently carry life insurance	2,889	42.7%	98
Carry medical/hospital/accident insurance	4,573	67.6%	105
Carry homeowner insurance	2,969	43.9%	92
Carry renter's insurance	718	10.6%	143
Have auto insurance: 1 vehicle in household covered	1,429	36.7%	117
Have auto insurance: 2 vehicles in household covered	1,161	29.8%	106
Have auto insurance: 3+ vehicles in household covered	602	15.4%	70
Pets (Households)			
Household owns any pet	1,885	48.3%	91
Household owns any cat	912	23.4%	103
Household owns any dog	1,170	30.0%	75
Psychographics (Adults)			
Buying American is important to me	2,751	40.6%	95
Usually buy items on credit rather than wait	878	13.0%	114
Usually buy based on quality - not price	1,247	18.4%	103
Price is usually more important than brand name	1,801	26.6%	97
Usually use coupons for brands I buy often	1,332	19.7%	104
Am interested in how to help the environment	1,281	18.9%	113
Usually pay more for environ safe product	959	14.2%	112
Usually value green products over convenience	749	11.1%	109
Likely to buy a brand that supports a charity	2,330	34.4%	101
Reading (Adults)			
Bought digital book in last 12 months	1,051	15.5%	139
Bought hardcover book in last 12 months	1,760	26.0%	116
Bought paperback book in last 12 month	2,543	37.6%	111
Read any daily newspaper (paper version)	1,889	27.9%	99
Read any digital newspaper in last 30 days	2,700	39.9%	128
Read any magazine (paper/electronic version) in last 6 months	6,321	93.4%	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 2015 and 2020.

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	5,093	75.2%	100
Went to family restaurant/steak house: 4+ times a month	1,811	26.8%	93
Went to fast food/drive-in restaurant in last 6 months	6,090	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,650	39.1%	97
Fast food/drive-in last 6 months: eat in	2,266	33.5%	92
Fast food/drive-in last 6 months: home delivery	613	9.1%	115
Fast food/drive-in last 6 months: take-out/drive-thru	3,002	44.3%	95
Fast food/drive-in last 6 months: take-out/walk-in	1,381	20.4%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,905	28.1%	133
Own any portable MP3 player	2,597	38.4%	114
HH owns 1 TV	972	24.9%	124
HH owns 2 TVs	1,077	27.6%	105
HH owns 3 TVs	735	18.9%	88
HH owns 4+ TVs	596	15.3%	78
HH subscribes to cable TV	2,214	56.8%	112
HH subscribes to fiber optic	409	10.5%	157
HH has satellite dish	587	15.1%	59
HH owns DVD/Blu-ray player	2,433	62.4%	101
HH owns camcorder	542	13.9%	89
HH owns portable GPS navigation device	1,072	27.5%	100
HH purchased video game system in last 12 mos	443	11.4%	123
HH owns Internet video device for TV	200	5.1%	118
Travel (Adults)			
Domestic travel in last 12 months	3,605	53.3%	106
Took 3+ domestic non-business trips in last 12 months	948	14.0%	112
Spent on domestic vacations in last 12 months: <\$1,000	791	11.7%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	498	7.4%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	241	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	275	4.1%	106
Spent on domestic vacations in last 12 months: \$3,000+	359	5.3%	97
Domestic travel in the 12 months: used general travel website	595	8.8%	125
Foreign travel in last 3 years	2,058	30.4%	128
Took 3+ foreign trips by plane in last 3 years	457	6.8%	154
Spent on foreign vacations in last 12 months: <\$1,000	340	5.0%	119
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	274	4.0%	133
Spent on foreign vacations in last 12 months: \$3,000+	425	6.3%	127
Foreign travel in last 3 years: used general travel website	531	7.8%	143
Nights spent in hotel/motel in last 12 months: any	3,035	44.8%	109
Took cruise of more than one day in last 3 years	623	9.2%	105
Member of any frequent flyer program	1,447	21.4%	128
Member of any hotel rewards program	1,047	15.5%	109

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