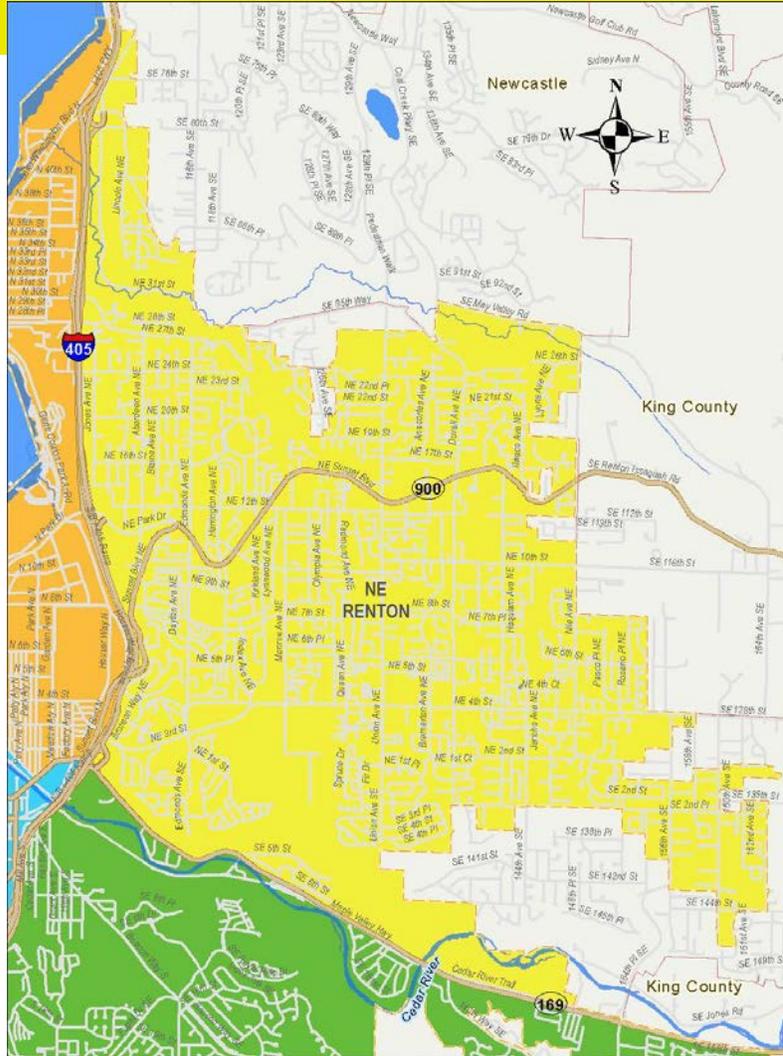


NE Renton Expenditures



CITY OF
Renton



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Demographic Summary	2015	2020
Population	44,624	48,503
Population 18+	33,223	35,823
Households	16,232	17,537
Median Household Income	\$71,029	\$79,902

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,674	50.2%	104
Bought any women's clothing in last 12 months	14,746	44.4%	99
Bought clothing for child <13 years in last 6 months	10,752	32.4%	115
Bought any shoes in last 12 months	18,569	55.9%	102
Bought costume jewelry in last 12 months	6,683	20.1%	101
Bought any fine jewelry in last 12 months	6,568	19.8%	102
Bought a watch in last 12 months	3,811	11.5%	100
Automobiles (Households)			
HH owns/leases any vehicle	14,099	86.9%	102
HH bought/leased new vehicle last 12 mo	1,496	9.2%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	28,899	87.0%	102
Bought/changed motor oil in last 12 months	16,015	48.2%	97
Had tune-up in last 12 months	10,759	32.4%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,833	68.7%	105
Drank regular cola in last 6 months	15,124	45.5%	99
Drank beer/ale in last 6 months	15,029	45.2%	107
Cameras (Adults)			
Own digital point & shoot camera	11,538	34.7%	107
Own digital single-lens reflex (SLR) camera	3,320	10.0%	116
Bought any camera in last 12 months	2,424	7.3%	101
Bought memory card for camera in last 12 months	1,987	6.0%	104
Printed digital photos in last 12 months	1,083	3.3%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,740	38.3%	105
Have a smartphone	19,066	57.4%	118
Have an iPhone	7,516	22.6%	121
Number of cell phones in household: 1	4,314	26.6%	83
Number of cell phones in household: 2	6,455	39.8%	108
Number of cell phones in household: 3+	4,865	30.0%	119
HH has cell phone only (no landline telephone)	6,339	39.1%	103
Computers (Households)			
HH owns a computer	13,322	82.1%	107
HH owns desktop computer	8,209	50.6%	104
HH owns laptop/notebook	9,371	57.7%	113
Spent <\$500 on most recent home computer	2,282	14.1%	100
Spent \$500-\$999 on most recent home computer	3,428	21.1%	104
Spent \$1,000-\$1,499 on most recent home computer	1,743	10.7%	107
Spent \$1,500-\$1,999 on most recent home computer	851	5.2%	114
Spent \$2,000+ on most recent home computer	740	4.6%	118

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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	20,430	61.5%	101
Bought brewed coffee at convenience store in last 30 days	5,291	15.9%	104
Bought cigarettes at convenience store in last 30 days	3,626	10.9%	83
Bought gas at convenience store in last 30 days	10,170	30.6%	92
Spent at convenience store in last 30 days: <\$20	2,921	8.8%	107
Spent at convenience store in last 30 days: \$20-\$39	3,090	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	2,543	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	1,363	4.1%	90
Spent at convenience store in last 30 days: \$100+	7,066	21.3%	92
Entertainment (Adults)			
Attended a movie in last 6 months	21,444	64.5%	107
Went to live theater in last 12 months	4,351	13.1%	104
Went to a bar/night club in last 12 months	6,088	18.3%	107
Dined out in last 12 months	15,577	46.9%	104
Gambled at a casino in last 12 months	5,355	16.1%	109
Visited a theme park in last 12 months	7,488	22.5%	125
Viewed movie (video-on-demand) in last 30 days	6,753	20.3%	130
Viewed TV show (video-on-demand) in last 30 days	5,290	15.9%	130
Watched any pay-per-view TV in last 12 months	5,168	15.6%	119
Downloaded a movie over the Internet in last 30 days	2,531	7.6%	115
Downloaded any individual song in last 6 months	7,683	23.1%	113
Watched a movie online in the last 30 days	5,286	15.9%	117
Watched a TV program online in last 30 days	5,166	15.5%	116
Played a video/electronic game (console) in last 12 months	4,183	12.6%	110
Played a video/electronic game (portable) in last 12 months	1,671	5.0%	112
Financial (Adults)			
Have home mortgage (1st)	11,853	35.7%	113
Used ATM/cash machine in last 12 months	17,763	53.5%	110
Own any stock	2,774	8.3%	107
Own U.S. savings bond	2,020	6.1%	106
Own shares in mutual fund (stock)	2,571	7.7%	103
Own shares in mutual fund (bonds)	1,725	5.2%	105
Have interest checking account	9,748	29.3%	102
Have non-interest checking account	9,392	28.3%	100
Have savings account	18,463	55.6%	104
Have 401K retirement savings plan	5,692	17.1%	116
Own/used any credit/debit card in last 12 months	25,119	75.6%	102
Avg monthly credit card expenditures: <\$111	3,749	11.3%	95
Avg monthly credit card expenditures: \$111-\$225	2,124	6.4%	99
Avg monthly credit card expenditures: \$226-\$450	2,219	6.7%	105
Avg monthly credit card expenditures: \$451-\$700	2,029	6.1%	112
Avg monthly credit card expenditures: \$701-\$1,000	1,532	4.6%	106
Avg monthly credit card expenditures: \$1,001+	3,496	10.5%	115
Did banking online in last 12 months	13,355	40.2%	114
Did banking on mobile device in last 12 months	4,286	12.9%	124
Paid bills online in last 12 months	15,808	47.6%	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 2015 and 2020.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	23,649	71.2%	100
Used bread in last 6 months	31,657	95.3%	100
Used chicken (fresh or frozen) in last 6 mos	24,060	72.4%	101
Used turkey (fresh or frozen) in last 6 mos	5,899	17.8%	97
Used fish/seafood (fresh or frozen) in last 6 months	19,083	57.4%	103
Used fresh fruit/vegetables in last 6 months	28,923	87.1%	100
Used fresh milk in last 6 months	29,792	89.7%	100
Used organic food in last 6 months	7,264	21.9%	111
Health (Adults)			
Exercise at home 2+ times per week	10,272	30.9%	108
Exercise at club 2+ times per week	4,983	15.0%	116
Visited a doctor in last 12 months	24,886	74.9%	99
Used vitamin/dietary supplement in last 6 months	18,074	54.4%	102
Home (Households)			
Any home improvement in last 12 months	4,454	27.4%	99
Used housekeeper/maid/professional HH cleaning service in last	2,384	14.7%	112
Purchased low ticket HH furnishings in last 12 months	2,733	16.8%	108
Purchased big ticket HH furnishings in last 12 months	3,767	23.2%	110
Purchased bedding/bath goods in last 12 months	8,875	54.7%	103
Purchased cooking/serving product in last 12 months	4,281	26.4%	108
Bought any small kitchen appliance in last 12 months	3,823	23.6%	106
Bought any large kitchen appliance in last 12 months	2,217	13.7%	106
Insurance (Adults/Households)			
Currently carry life insurance	14,106	42.5%	98
Carry medical/hospital/accident insurance	21,295	64.1%	99
Carry homeowner insurance	15,294	46.0%	96
Carry renter's insurance	2,670	8.0%	109
Have auto insurance: 1 vehicle in household covered	4,866	30.0%	96
Have auto insurance: 2 vehicles in household covered	5,093	31.4%	112
Have auto insurance: 3+ vehicles in household covered	3,425	21.1%	96
Pets (Households)			
Household owns any pet	8,296	51.1%	96
Household owns any cat	3,212	19.8%	87
Household owns any dog	6,083	37.5%	94
Psychographics (Adults)			
Buying American is important to me	12,813	38.6%	90
Usually buy items on credit rather than wait	3,947	11.9%	104
Usually buy based on quality - not price	5,804	17.5%	97
Price is usually more important than brand name	9,065	27.3%	99
Usually use coupons for brands I buy often	5,824	17.5%	93
Am interested in how to help the environment	5,491	16.5%	99
Usually pay more for environ safe product	4,078	12.3%	97
Usually value green products over convenience	3,090	9.3%	91
Likely to buy a brand that supports a charity	11,006	33.1%	97
Reading (Adults)			
Bought digital book in last 12 months	4,300	12.9%	116
Bought hardcover book in last 12 months	7,784	23.4%	104
Bought paperback book in last 12 month	11,813	35.6%	105
Read any daily newspaper (paper version)	7,898	23.8%	84
Read any digital newspaper in last 30 days	11,424	34.4%	110
Read any magazine (paper/electronic version) in last 6 months	30,711	92.4%	102

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 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	26,151	78.7%	104
Went to family restaurant/steak house: 4+ times a month	10,162	30.6%	106
Went to fast food/drive-in restaurant in last 6 months	30,294	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	14,109	42.5%	105
Fast food/drive-in last 6 months: eat in	12,349	37.2%	102
Fast food/drive-in last 6 months: home delivery	3,064	9.2%	117
Fast food/drive-in last 6 months: take-out/drive-thru	16,239	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	7,051	21.2%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	8,538	25.7%	121
Own any portable MP3 player	12,773	38.4%	115
HH owns 1 TV	3,061	18.9%	94
HH owns 2 TVs	4,081	25.1%	95
HH owns 3 TVs	3,590	22.1%	103
HH owns 4+ TVs	3,399	20.9%	106
HH subscribes to cable TV	8,551	52.7%	104
HH subscribes to fiber optic	1,818	11.2%	168
HH has satellite dish	3,318	20.4%	80
HH owns DVD/Blu-ray player	10,450	64.4%	104
HH owns camcorder	2,995	18.5%	118
HH owns portable GPS navigation device	5,038	31.0%	113
HH purchased video game system in last 12 mos	1,971	12.1%	132
HH owns Internet video device for TV	876	5.4%	124
Travel (Adults)			
Domestic travel in last 12 months	17,767	53.5%	107
Took 3+ domestic non-business trips in last 12 months	4,193	12.6%	101
Spent on domestic vacations in last 12 months: <\$1,000	3,937	11.9%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,247	6.8%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,214	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,324	4.0%	104
Spent on domestic vacations in last 12 months: \$3,000+	1,850	5.6%	102
Domestic travel in the 12 months: used general travel website	2,655	8.0%	114
Foreign travel in last 3 years	9,457	28.5%	120
Took 3+ foreign trips by plane in last 3 years	1,760	5.3%	121
Spent on foreign vacations in last 12 months: <\$1,000	1,638	4.9%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,169	3.5%	116
Spent on foreign vacations in last 12 months: \$3,000+	1,940	5.8%	118
Foreign travel in last 3 years: used general travel website	2,285	6.9%	126
Nights spent in hotel/motel in last 12 months: any	14,848	44.7%	108
Took cruise of more than one day in last 3 years	3,172	9.5%	109
Member of any frequent flyer program	6,651	20.0%	120
Member of any hotel rewards program	5,292	15.9%	113

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.

Demographic Summary		2015	2020	
Population		44,626	48,505	
Households		16,233	17,538	
Families		10,726	11,615	
Median Age		35.9	36.1	
Median Household Income		\$71,023	\$79,902	
	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	112	\$80,304.74	\$1,303,586,830	100.0%
Food	112	\$9,539.47	\$154,854,217	11.9%
Food at Home	111	\$5,775.25	\$93,749,580	7.2%
Food Away from Home	115	\$3,764.22	\$61,104,637	4.7%
Alcoholic Beverages	117	\$648.56	\$10,528,000	0.8%
Housing	114	\$24,576.84	\$398,955,878	30.6%
Shelter	117	\$19,176.62	\$311,294,087	23.9%
Utilities, Fuel and Public Services	107	\$5,400.22	\$87,661,791	6.7%
Household Operations	113	\$2,088.56	\$33,903,615	2.6%
Housekeeping Supplies	109	\$785.80	\$12,755,842	1.0%
Household Furnishings and Equipment	112	\$2,057.86	\$33,405,281	2.6%
Apparel and Services	115	\$2,669.19	\$43,328,980	3.3%
Transportation	109	\$11,542.80	\$187,374,334	14.4%
Travel	113	\$2,216.11	\$35,974,056	2.8%
Health Care	103	\$4,893.70	\$79,439,486	6.1%
Entertainment and Recreation	110	\$3,647.11	\$59,203,595	4.5%
Personal Care Products & Services	113	\$888.34	\$14,420,496	1.1%
Education	118	\$1,794.73	\$29,133,832	2.2%
Smoking Products	100	\$463.72	\$7,527,552	0.6%
Miscellaneous (1)	112	\$1,214.97	\$19,722,674	1.5%
Support Payments/Cash Contribution/Gifts in Kind	107	\$2,664.24	\$43,248,669	3.3%
Life/Other Insurance	103	\$475.22	\$7,714,176	0.6%
Pensions and Social Security	115	\$8,137.51	\$132,096,146	10.1%

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	17,038	Population	44,626
2015-2020 Percent Change	7.66%	Households	16,233
Percent Occupied	95.3%	Families	10,726
Percent Owner Households	59.7%	Median Age	35.9
Median Home Value	\$385,970	Median Household Income	\$71,023
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	110	\$12,657.25	\$205,465,166
Mortgage Interest	117	\$4,810.09	\$78,082,233
Mortgage Principal	112	\$2,430.53	\$39,454,721
Property Taxes	106	\$2,686.58	\$43,611,281
Homeowners Insurance	99	\$479.61	\$7,785,454
Ground Rent	96	\$67.53	\$1,096,292
Maintenance and Remodeling Services	104	\$1,754.59	\$28,482,202
Maintenance and Remodeling Materials	97	\$291.56	\$4,732,832
Property Management and Security	120	\$136.77	\$2,220,152
Rented Dwellings	134	\$5,715.00	\$92,771,662
Rent	134	\$5,518.14	\$89,575,941
Rent Received as Pay	115	\$133.05	\$2,159,858
Renters' Insurance	126	\$23.71	\$384,899
Maintenance and Repair Services	117	\$25.10	\$407,507
Maintenance and Repair Materials	113	\$15.00	\$243,458
Owned Vacation Homes	114	\$695.73	\$11,293,836
Mortgage Payment	112	\$197.11	\$3,199,626
Property Taxes	106	\$155.67	\$2,526,977
Homeowners Insurance	96	\$16.94	\$274,907
Maintenance and Remodeling	125	\$294.55	\$4,781,382
Property Management and Security	98	\$31.48	\$510,944
Housing While Attending School	115	\$108.63	\$1,763,423
Household Operations	113	\$2,088.56	\$33,903,615
Child Care	126	\$565.12	\$9,173,644
Care for Elderly or Handicapped	109	\$85.83	\$1,393,316
Appliance Rental and Repair	104	\$25.34	\$411,307
Computer Information Services	112	\$500.37	\$8,122,488
Home Security System Services	110	\$40.24	\$653,250
Non-Apparel Household Laundry/Dry Cleaning	119	\$36.48	\$592,211
Housekeeping Services	117	\$190.70	\$3,095,711
Lawn and Garden	101	\$438.68	\$7,121,033
Moving/Storage/Freight Express	123	\$91.00	\$1,477,250
Installation of Computers	109	\$0.73	\$11,858
PC Repair (Personal Use)	109	\$8.96	\$145,389
Reupholstering/Furniture Repair	108	\$6.72	\$109,060
Termite/Pest Control	108	\$36.17	\$587,076
Water Softening Services	83	\$5.25	\$85,268
Internet Services Away from Home	113	\$11.93	\$193,633
Voice Over IP Service	117	\$16.74	\$271,679
Other Home Services (1)	108	\$28.30	\$459,440

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	107	\$5,400.22	\$87,661,791
Bottled Gas	68	\$48.16	\$781,817
Electricity	105	\$2,021.71	\$32,818,391
Fuel Oil	91	\$106.02	\$1,720,952
Natural Gas	108	\$576.01	\$9,350,442
Phone Services	110	\$1,847.61	\$29,992,309
Water and Other Public Services	112	\$793.02	\$12,873,085
Coal/Wood/Other Fuel	64	\$7.69	\$124,795
Housekeeping Supplies	109	\$785.80	\$12,755,842
Laundry and Cleaning Supplies	108	\$222.66	\$3,614,407
Postage and Stationery	110	\$197.78	\$3,210,506
Other HH Products (2)	109	\$365.36	\$5,930,930
Household Textiles	112	\$109.89	\$1,783,890
Bathroom Linens	114	\$15.29	\$248,217
Bedroom Linens	114	\$57.31	\$930,277
Kitchen and Dining Room Linens	112	\$2.84	\$46,180
Curtains and Draperies	105	\$15.34	\$248,987
Slipcovers, Decorative Pillows	115	\$5.90	\$95,808
Materials for Slipcovers/Curtains	103	\$11.59	\$188,133
Other Linens	121	\$1.62	\$26,288
Furniture	113	\$585.91	\$9,511,002
Mattresses and Box Springs	115	\$109.54	\$1,778,167
Other Bedroom Furniture	114	\$105.09	\$1,705,897
Sofas	115	\$153.13	\$2,485,718
Living Room Tables and Chairs	105	\$69.23	\$1,123,810
Kitchen, Dining Room Furniture	114	\$46.57	\$756,022
Infant Furniture	119	\$14.63	\$237,533
Outdoor Furniture	112	\$29.38	\$476,869
Wall Units, Cabinets, Other Furniture (3)	116	\$58.34	\$946,986
Major Appliances	108	\$289.65	\$4,701,881
Dishwashers and Disposals	111	\$24.55	\$398,599
Refrigerators and Freezers	108	\$83.89	\$1,361,720
Clothes Washers	108	\$50.54	\$820,421
Clothes Dryers	106	\$35.45	\$575,541
Cooking Stoves and Ovens	108	\$40.22	\$652,886
Microwave Ovens	112	\$15.12	\$245,394
Window Air Conditioners	94	\$6.29	\$102,134
Electric Floor Cleaning Equipment	109	\$24.22	\$393,161
Sewing Machines and Miscellaneous Appliances	105	\$9.37	\$152,027

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	105	\$25.76	\$418,211
Housewares	112	\$80.46	\$1,306,188
Small Appliances	109	\$50.02	\$811,948
Window Coverings	120	\$24.79	\$402,409
Lamps and Other Lighting Fixtures	114	\$18.61	\$302,121
Infant Equipment	119	\$22.83	\$370,622
Rental of Furniture	91	\$6.64	\$107,773
Laundry and Cleaning Equipment	111	\$28.07	\$455,636
Closet and Storage Items	117	\$23.53	\$381,953
Luggage	118	\$10.85	\$176,066
Clocks and Other Household Decoratives	110	\$183.56	\$2,979,789
Telephones and Accessories	112	\$56.23	\$912,842
Telephone Answering Devices	112	\$0.92	\$14,930
Grills and Outdoor Equipment	109	\$42.88	\$696,046
Power Tools	109	\$56.94	\$924,361
Hand Tools	105	\$9.22	\$149,725
Office Furniture/Equipment for Home Use	116	\$17.01	\$276,090
Computers and Hardware for Home Use	116	\$250.40	\$4,064,683
Portable Memory	117	\$6.29	\$102,125
Computer Software	125	\$25.26	\$410,033
Computer Accessories	112	\$21.50	\$348,981
Personal Digital Assistants	118	\$8.74	\$141,901
Other Household Items (4)	107	\$101.90	\$1,654,074

(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.

Top Tapestry Segments	Percen	Demographic Summary	2015	2020
Enterprising Professionals (2D)	13.2%	Population	44,624	48,503
Metro Fusion (11C)	10.1%	Households	16,232	17,537
Bright Young Professionals (8C)	10.1%	Families	10,725	11,614
Boomburbs (1C)	8.8%	Median Age	35.9	36.1
Soccer Moms (4A)	8.1%	Median Household	\$71,029	\$79,902
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		115	\$2,669.22	\$43,326,764
Men's		115	\$499.80	\$8,112,720
Women's		113	\$914.22	\$14,839,634
Children's		120	\$447.71	\$7,267,237
Footwear		115	\$525.76	\$8,534,127
Watches & Jewelry		118	\$170.18	\$2,762,318
Apparel Products and Services (1)		114	\$111.55	\$1,810,729
Computer				
Computers and Hardware for Home Use		116	\$250.40	\$4,064,473
Portable Memory		117	\$6.29	\$102,119
Computer Software		125	\$25.26	\$410,012
Computer Accessories		112	\$21.50	\$348,964
Entertainment & Recreation		110	\$3,647.16	\$59,200,709
Fees and Admissions		118	\$763.94	\$12,400,287
Membership Fees for Clubs (2)		116	\$198.47	\$3,221,553
Fees for Participant Sports, excl. Trips		120	\$144.14	\$2,339,660
Admission to Movie/Theatre/Opera/Ballet		120	\$197.37	\$3,203,638
Admission to Sporting Events, excl. Trips		111	\$73.68	\$1,195,985
Fees for Recreational Lessons		122	\$149.56	\$2,427,630
Dating Services		122	\$0.73	\$11,821
TV/Video/Audio		109	\$1,424.80	\$23,127,350
Cable and Satellite Television Services		106	\$946.02	\$15,355,721
Televisions		113	\$167.57	\$2,720,024
Satellite Dishes		110	\$1.73	\$28,022
VCRs, Video Cameras, and DVD Players		115	\$12.64	\$205,110
Miscellaneous Video Equipment		123	\$13.27	\$215,366
Video Cassettes and DVDs		116	\$37.16	\$603,109
Video Game Hardware/Accessories		117	\$27.11	\$440,049
Video Game Software		116	\$31.86	\$517,139
Streaming/Downloaded Video		131	\$7.51	\$121,962
Rental of Video Cassettes and DVDs		119	\$27.90	\$452,906
Installation of Televisions		120	\$1.34	\$21,785
Audio (3)		117	\$144.81	\$2,350,520
Rental and Repair of TV/Radio/Sound Equipment		110	\$5.89	\$95,636
Pets		104	\$592.84	\$9,623,028
Toys and Games (4)		113	\$138.24	\$2,243,844
Recreational Vehicles and Fees (5)		102	\$221.58	\$3,596,626
Sports/Recreation/Exercise Equipment (6)		113	\$214.42	\$3,480,535
Photo Equipment and Supplies (7)		120	\$97.73	\$1,586,319
Reading (8)		108	\$164.32	\$2,667,162
Catered Affairs (9)		123	\$29.30	\$475,558
Food		112	\$9,539.55	\$154,846,028
Food at Home		111	\$5,775.29	\$93,744,487
Bakery and Cereal Products		110	\$798.66	\$12,963,785
Meats, Poultry, Fish, and Eggs		111	\$1,271.98	\$20,646,741
Dairy Products		110	\$620.81	\$10,077,052
Fruits and Vegetables		112	\$1,107.90	\$17,983,502
Snacks and Other Food at Home (10)		110	\$1,975.94	\$32,073,407
Food Away from Home		115	\$3,764.26	\$61,101,542
Alcoholic Beverages		117	\$648.56	\$10,527,446
Nonalcoholic Beverages at Home		110	\$546.83	\$8,876,208

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	110	\$3,033.82	\$49,244,926
Vehicle Loans	112	\$4,764.95	\$77,344,649
Health			
Nonprescription Drugs	104	\$134.80	\$2,188,142
Prescription Drugs	98	\$487.26	\$7,909,126
Eyeglasses and Contact Lenses	105	\$94.96	\$1,541,384
Home			
Mortgage Payment and Basics (11)	112	\$10,474.62	\$170,024,096
Maintenance and Remodeling Services	104	\$1,754.63	\$28,481,202
Maintenance and Remodeling Materials (12)	97	\$291.56	\$4,732,656
Utilities, Fuel, and Public Services	107	\$5,400.27	\$87,657,123
Household Furnishings and Equipment			
Household Textiles (13)	112	\$109.89	\$1,783,798
Furniture	113	\$585.91	\$9,510,535
Rugs	105	\$25.76	\$418,193
Major Appliances (14)	108	\$289.65	\$4,701,673
Housewares (15)	112	\$80.47	\$1,306,121
Small Appliances	109	\$50.02	\$811,904
Luggage	118	\$10.85	\$176,058
Telephones and Accessories	112	\$56.23	\$912,796
Household Operations			
Child Care	126	\$565.13	\$9,173,254
Lawn and Garden (16)	101	\$438.69	\$7,120,740
Moving/Storage/Freight Express	123	\$91.00	\$1,477,163
Housekeeping Supplies (17)	109	\$785.81	\$12,755,190
Insurance			
Owners and Renters Insurance	100	\$503.33	\$8,170,010
Vehicle Insurance	111	\$1,342.40	\$21,789,842
Life/Other Insurance	103	\$475.23	\$7,713,866
Health Insurance	103	\$2,727.46	\$44,272,175
Personal Care Products (18)	114	\$531.49	\$8,627,151
School Books and Supplies (19)	116	\$208.82	\$3,389,597
Smoking Products	100	\$463.71	\$7,527,002
Transportation			
Vehicle Purchases (Net Outlay) (20)	108	\$4,377.28	\$71,052,046
Gasoline and Motor Oil	108	\$3,800.43	\$61,688,613
Vehicle Maintenance and Repairs	112	\$1,246.10	\$20,226,680
Travel			
Airline Fares	120	\$571.13	\$9,270,577
Lodging on Trips	111	\$502.98	\$8,164,397
Auto/Truck/Van Rental on Trips	121	\$40.72	\$661,001
Food and Drink on Trips	112	\$521.95	\$8,472,318

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.

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		44,626	48,505
Households		16,233	17,538
Families		10,726	11,615
Median Age		35.9	36.1
Median Household Income		\$71,023	\$79,902
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	118	\$763.93	\$12,400,819
Admission to Movies, Theater, Opera, Ballet	120	\$197.36	\$3,203,790
Admission to Sporting Events, excl. Trips	111	\$73.68	\$1,196,039
Fees for Participant Sports, excl. Trips	120	\$144.14	\$2,339,758
Fees for Recreational Lessons	122	\$149.55	\$2,427,717
Membership Fees for Social/Recreation/Civic Clubs	116	\$198.47	\$3,221,693
Dating Services	122	\$0.73	\$11,822
Rental of Video Cassettes and DVDs	119	\$27.90	\$452,931
Toys & Games	113	\$138.23	\$2,243,964
Toys and Playground Equipment	112	\$129.55	\$2,103,004
Play Arcade Pinball/Video Games	130	\$3.97	\$64,492
Online Entertainment and Games	117	\$4.71	\$76,468
Recreational Vehicles and Fees	102	\$221.57	\$3,596,750
Docking and Landing Fees for Boats and Planes	102	\$9.96	\$161,642
Camp Fees	119	\$39.75	\$645,204
Purchase of RVs or Boats	98	\$163.09	\$2,647,509
Rental of RVs or Boats	116	\$8.77	\$142,395
Sports, Recreation and Exercise Equipment	113	\$214.42	\$3,480,680
Exercise Equipment and Gear, Game Tables	115	\$88.52	\$1,437,013
Bicycles	124	\$37.27	\$604,943
Camping Equipment	129	\$21.95	\$356,336
Hunting and Fishing Equipment	99	\$41.40	\$672,001
Winter Sports Equipment	112	\$6.69	\$108,656
Water Sports Equipment	110	\$7.14	\$115,925
Other Sports Equipment	102	\$8.12	\$131,791
Rental/Repair of Sports/Recreation/Exercise Equipment	109	\$3.33	\$54,016
Photographic Equipment and Supplies	120	\$97.73	\$1,586,391
Film	114	\$1.37	\$22,262
Film Processing	107	\$13.24	\$214,987
Photographic Equipment	125	\$49.56	\$804,525
Photographer Fees/Other Supplies & Equip Rental/Repair	119	\$33.55	\$544,618
Reading	108	\$164.31	\$2,667,295
Magazine/Newspaper Subscriptions	100	\$54.31	\$881,536
Magazine/Newspaper Single Copies	106	\$16.51	\$268,040
Books	113	\$72.64	\$1,179,244
Digital Book Readers	116	\$20.85	\$338,475

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		44,626	48,505
Households		16,233	17,538
Families		10,726	11,615
Median Household Income		\$71,023	\$79,902
Males per 100 Females		98.6	98.2
Population By Age			
Population <5 Years		7.7%	7.5%
Population 65+ Years		10.5%	11.5%
Median Age		35.9	36.1
	Spending Potential Index	Average Amount Spent	Total
Health Care	103	\$4,893.70	\$79,439,486
Medical Care	103	\$2,166.27	\$35,165,126
Physician Services	109	\$290.38	\$4,713,702
Dental Services	108	\$419.06	\$6,802,541
Eyecare Services	104	\$57.16	\$927,867
Lab Tests, X-Rays	99	\$66.27	\$1,075,685
Hospital Room and Hospital Services	104	\$210.50	\$3,417,000
Convalescent or Nursing Home Care	84	\$26.29	\$426,833
Other Medical services (1)	110	\$126.72	\$2,057,000
Nonprescription Drugs	104	\$134.80	\$2,188,253
Prescription Drugs	98	\$487.25	\$7,909,542
Nonprescription Vitamins	107	\$74.83	\$1,214,761
Medicare Prescription Drug Premium	89	\$77.90	\$1,264,478
Eyeglasses and Contact Lenses	105	\$94.96	\$1,541,460
Hearing Aids	91	\$24.57	\$398,804
Medical Equipment for General Use	99	\$5.98	\$97,123
Other Medical Supplies (2)	108	\$69.62	\$1,130,078
Health Insurance	103	\$2,727.43	\$44,274,360
Blue Cross/Blue Shield	105	\$896.02	\$14,545,083
Commercial Health Insurance	111	\$551.76	\$8,956,700
Health Maintenance Organization	112	\$499.95	\$8,115,634
Medicare Payments	90	\$473.27	\$7,682,567
Long Term Care Insurance	100	\$100.67	\$1,634,235
Other Health Insurance (3)	93	\$205.76	\$3,340,141

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		44,624	48,503
Households		16,232	17,537
Families		10,725	11,614
Median Age		35.9	36.1
Median Household Income		\$71,029	\$79,902
	Spending Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	105	\$11,154.13	\$181,053,871
Savings Accounts	105	\$11,942.13	\$193,844,604
U.S. Savings Bonds	107	\$367.34	\$5,962,698
Stocks, Bonds & Mutual Funds	108	\$36,438.17	\$591,464,396
Annual Changes			
Checking Accounts	137	\$136.78	\$2,220,239
Savings Accounts	110	\$321.73	\$5,222,359
U.S. Savings Bonds	126	-\$43.62	-\$707,983
Earnings			
Dividends, Royalties, Estates, Trusts	106	\$928.98	\$15,079,190
Interest from Savings Accounts or Bonds	98	\$678.85	\$11,019,021
Retirement Plan Contributions	116	\$1,683.64	\$27,328,864
Liabilities			
Original Mortgage Amount	119	\$16,791.35	\$272,557,246
Vehicle Loan Amount 1	114	\$2,576.28	\$41,818,131
Amount Paid: Interest			
Home Mortgage	117	\$4,810.23	\$78,079,669
Lump Sum Home Equity Loan	103	\$80.28	\$1,303,097
New Car/Truck/Van Loan	113	\$162.19	\$2,632,717
Used Car/Truck/Van Loan	112	\$163.14	\$2,648,087
Amount Paid: Principal			
Home Mortgage	112	\$2,430.59	\$39,453,391
Lump Sum Home Equity Loan	100	\$104.20	\$1,691,373
New Car/Truck/Van Loan	113	\$1,048.58	\$17,020,515
Used Car/Truck/Van Loan	110	\$838.88	\$13,616,710
Checking Account and Banking Service Charges	115	\$35.73	\$579,962
Finance Charges, excluding Mortgage/Vehicle	116	\$262.89	\$4,267,239

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.



Business Summary

NE Renton
 Area: 8.02 square miles

Prepared by CED/Planning
 Latitude: 47.49677758
 Longitude: -122.167491

Data for all businesses in area

Total Businesses:			1,031	
Total Employees:			7,135	
Total Residential Population:			44,626	
Employee/Residential Population Ratio:			0.16:1	
by SIC Codes				
	Number	Percent	Employees	
			Number	Percent
Agriculture & Mining	28	2.7%	90	1.3%
Construction	93	9.0%	382	5.4%
Manufacturing	18	1.7%	78	1.1%
Transportation	27	2.6%	126	1.8%
Communication	6	0.6%	22	0.3%
Utility	1	0.1%	2	0.0%
Wholesale Trade	20	1.9%	78	1.1%
Retail Trade Summary				
Home Improvement	242	23.5%	2,178	30.5%
General Merchandise Stores	12	1.2%	57	0.8%
Food Stores	4	0.4%	61	0.9%
Auto Dealers, Gas Stations, Auto Aftermarket	33	3.2%	519	7.3%
Apparel & Accessory Stores	22	2.1%	141	2.0%
Furniture & Home Furnishings	3	0.3%	8	0.1%
Eating & Drinking Places	15	1.5%	98	1.4%
Miscellaneous Retail	90	8.7%	1,035	14.5%
	62	6.0%	258	3.6%
Finance, Insurance, Real Estate Summary				
Banks, Savings & Lending Institutions	130	12.6%	697	9.8%
Securities Brokers	43	4.2%	151	2.1%
Insurance Carriers & Agents	6	0.6%	28	0.4%
Real Estate, Holding, Other Investment Offices	16	1.6%	70	1.0%
	65	6.3%	448	6.3%
Services Summary				
Hotels & Lodging	421	40.8%	3,052	42.8%
Automotive Services	3	0.3%	34	0.5%
Motion Pictures & Amusements	48	4.7%	164	2.3%
Health Services	29	2.8%	145	2.0%
Legal Services	45	4.4%	430	6.0%
Education Institutions & Libraries	3	0.3%	21	0.3%
Other Services	16	1.6%	1,338	18.8%
	277	26.9%	921	12.9%
Government				
	13	1.3%	393	5.5%
Unclassified Establishments				
	32	3.1%	39	0.5%
Totals	1,031	100.0%	7,135	100.0%

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



Business Summary

NE Renton
 Area: 8.02 square miles

Prepared by CED/Planning
 Latitude: 47.49677758
 Longitude: -122.167491

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.3%	7	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	1	0.0%
Construction	99	9.6%	396	5.6%
Manufacturing	25	2.4%	116	1.6%
Wholesale Trade	18	1.7%	72	1.0%
Retail Trade	141	13.7%	1,095	15.3%
Motor Vehicle & Parts Dealers	11	1.1%	106	1.5%
Furniture & Home Furnishings Stores	5	0.5%	47	0.7%
Electronics & Appliance Stores	6	0.6%	45	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.2%	57	0.8%
Food & Beverage Stores	23	2.2%	472	6.6%
Health & Personal Care Stores	14	1.4%	95	1.3%
Gasoline Stations	11	1.1%	35	0.5%
Clothing & Clothing Accessories Stores	7	0.7%	24	0.3%
Sport Goods, Hobby, Book, & Music Stores	10	1.0%	38	0.5%
General Merchandise Stores	4	0.4%	61	0.9%
Miscellaneous Store Retailers	32	3.1%	111	1.6%
Nonstore Retailers	4	0.4%	3	0.0%
Transportation & Warehousing	20	1.9%	110	1.5%
Information	16	1.6%	61	0.9%
Finance & Insurance	66	6.4%	253	3.5%
Central Bank/Credit Intermediation & Related Activities	43	4.2%	151	2.1%
Securities, Commodity Contracts & Other Financial	7	0.7%	32	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	16	1.6%	70	1.0%
Real Estate, Rental & Leasing	84	8.1%	458	6.4%
Professional, Scientific & Tech Services	99	9.6%	300	4.2%
Legal Services	3	0.3%	21	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management &	69	6.7%	183	2.6%
Educational Services	22	2.1%	1,334	18.7%
Health Care & Social Assistance	66	6.4%	581	8.1%
Arts, Entertainment & Recreation	15	1.5%	134	1.9%
Accommodation & Food Services	97	9.4%	1,079	15.1%
Accommodation	3	0.3%	34	0.5%
Food Services & Drinking Places	94	9.1%	1,045	14.6%
Other Services (except Public Administration)	147	14.3%	518	7.3%
Automotive Repair & Maintenance	38	3.7%	133	1.9%
Public Administration	13	1.3%	393	5.5%
Unclassified Establishments	35	3.4%	45	0.6%
Total	1,031	100.0%	7,135	100.0%

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

Demographic Summary		2015	2020
Population		44,624	48,503
Households		16,232	17,537
Families		10,725	11,614
Median Age		35.9	36.1
Median Household Income		\$71,029	\$79,902

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	105	\$6.54	\$106,145
Gasoline	109	\$3,722.78	\$60,428,238
Motor Oil	102	\$15.57	\$252,669
Vehicle Parts/Equipment and Accessories	107	\$67.60	\$1,097,322
Tire Purchase/Replacement	110	\$218.77	\$3,551,022
Vehicle Audio/Video Equipment and Installation	113	\$5.32	\$86,384
Vehicle Cleaning Products and Services	121	\$15.85	\$257,346
Services			
Auto Repair Service Policy	113	\$22.36	\$363,023
Membership Fees for Automobile Service Clubs	109	\$30.57	\$496,161
Global Positioning Services	99	\$2.66	\$43,229
Vehicle Air Conditioning Repair	111	\$24.12	\$391,435
Vehicle Body Work and Painting	112	\$38.71	\$628,388
Vehicle Brake Work	113	\$92.27	\$1,497,713
Vehicle Clutch/Transmission Repair	107	\$47.59	\$772,465
Vehicle Cooling System Repair	117	\$32.35	\$525,114
Vehicle Drive Shaft and Rear-end Repair	111	\$10.68	\$173,277
Vehicle Electrical System Repair	112	\$43.20	\$701,156
Vehicle Exhaust System Repair	108	\$18.18	\$295,027
Vehicle Front End Alignment/Wheel Balance & Rotation	109	\$28.24	\$458,420
Lube/Oil Change and Oil Filters	108	\$116.63	\$1,893,127
Vehicle Motor Repair/Replacement	116	\$106.14	\$1,722,815
Vehicle Motor Tune-up	122	\$85.83	\$1,393,219
Vehicle Shock Absorber Replacement	106	\$8.43	\$136,810
Vehicle Steering/Front End Repair	105	\$33.37	\$541,638
Tire Repair and Other Repair Work	113	\$77.92	\$1,264,784

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.

Demographic Summary	2015	2020	
Population	44,624	48,503	
Population 18+	33,223	35,823	
Households	16,232	17,537	
Median Household Income	\$71,029	\$79,902	
Product/Consumer Behavior	Expected Number of	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)	8,538	25.7%	121
Own e-reader/tablet: iPad	4,633	13.9%	135
Own e-reader/tablet: Barnes&Noble Nook	984	3.0%	118
Own e-reader/tablet: Amazon Kindle	2,672	8.0%	101
Own any portable MP3 player	12,773	38.4%	115
Own Apple iPod classic	3,953	11.9%	119
Own Apple iPod nano	3,921	11.8%	123
Own Apple iPod shuffle	1,797	5.4%	119
Own Apple iPod touch	4,102	12.3%	122
Purchased portable MP3 player in last 12 months	1,873	5.6%	109
Spent \$200+ on MP3 player in last 12 months	719	2.2%	104
Own digital point & shoot camera	11,538	34.7%	107
Own digital single-lens reflex (SLR) camera	3,320	10.0%	116
Own Canon camera	6,273	18.9%	111
Own Fujifilm camera	982	3.0%	108
Own Kodak camera	2,422	7.3%	82
Own Nikon camera	3,585	10.8%	117
Own Olympus camera	1,187	3.6%	102
Own Panasonic camera	838	2.5%	114
Own Sony camera	2,576	7.8%	118
Bought any camera in last 12 months	2,424	7.3%	101
Spent on cameras in last 12 months: \$1-99	2,947	8.9%	93
Spent on cameras in last 12 months: \$100-\$199	1,955	5.9%	105
Spent on cameras in last 12 months: \$200+	2,495	7.5%	124
Own telephoto/zoom lens	2,185	6.6%	104
Own wideangle lens	1,162	3.5%	99
Own memory card for camera	10,073	30.3%	106
Bought memory card for camera in last 12 months	1,987	6.0%	104
Own photo paper	5,276	15.9%	105
Own photo printer	4,571	13.8%	104
Printed digital photos in last 12 months	1,083	3.3%	97
Bought film in last 12 months	2,341	7.0%	93
Use a computer at work	15,818	47.6%	118
Use desktop computer at work	9,350	28.1%	114
Use laptop/notebook at work	5,506	16.6%	124
HH owns a computer	13,322	82.1%	107
Purchased home computer in last 12 months	2,633	16.2%	111
HH owns desktop computer	8,209	50.6%	104
HH owns laptop/notebook	9,371	57.7%	113
HH owns netbook	692	4.3%	115
Child (under 18 yrs) uses home computer	3,311	20.4%	118
HH owns any Apple/Mac brand computer	2,891	17.8%	124
HH owns any PC/non-Apple brand computer	11,907	73.4%	106
Brand of computer HH owns: Acer	1,205	7.4%	98
Brand of computer HH owns: Compaq	771	4.7%	98
Brand of computer HH owns: Dell	4,812	29.6%	104
Brand of computer HH owns: Gateway	719	4.4%	100
Brand of computer HH owns: HP	3,491	21.5%	109

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	624	3.8%	127
Brand of computer HH owns: Toshiba	1,505	9.3%	116
Purchased most recent home computer 1-2 years ago	3,305	20.4%	108
Purchased most recent home computer 3-4 years ago	2,509	15.5%	102
Purchased most recent home computer 5+ years ago	1,217	7.5%	94
Spent on most recent home computer: <\$500	2,282	14.1%	100
Spent on most recent home computer: \$500-\$999	3,428	21.1%	104
Spent on most recent home computer: \$1000-\$1499	1,743	10.7%	107
Spent on most recent home computer: \$1500-\$1999	851	5.2%	114
Spent on most recent home computer: \$2000+	740	4.6%	118
Purch most recent hm computer at computer superstr	2,499	15.4%	117
Purch most recent hm computer at dept/discount str	1,113	6.9%	85
Purch most recent hm computer direct from manufact	1,787	11.0%	105
Purch most recent hm computer at electronics store	2,234	13.8%	112
Purch most recent hm computer from online-only co.	688	4.2%	115
HH owns Blu-ray drive	966	6.0%	122
HH owns CD drive	6,228	38.4%	106
HH owns DVD drive	4,096	25.2%	111
HH owns external hard drive	3,161	19.5%	117
HH owns flash drive	4,558	28.1%	111
HH owns LAN/network interface card	1,424	8.8%	114
HH owns inkjet printer	6,474	39.9%	106
HH owns laser printer	2,641	16.3%	115
HH owns document scanner	3,158	19.5%	107
HH owns computer speakers	5,807	35.8%	107
HH owns webcam	3,662	22.6%	116
HH owns wireless router	5,735	35.3%	110
HH owns software: accounting	1,086	6.7%	101
HH owns software: communications/fax	1,023	6.3%	108
HH owns software: database/filing	1,095	6.7%	108
HH owns software: desktop publishing	1,710	10.5%	113
HH owns software: education/training	1,602	9.9%	114
HH owns software: entertainment/games	3,905	24.1%	106
HH owns software: personal finance/tax prep	2,278	14.0%	117
HH owns software: presentation graphics	1,313	8.1%	121
HH owns software: multimedia	2,403	14.8%	110
HH owns software: networking	2,503	15.4%	110
HH owns software: online meeting/conference	607	3.7%	128
HH owns software: security/anti-virus	4,482	27.6%	106
HH owns software: spreadsheet	3,727	23.0%	115
HH owns software: utility	1,030	6.3%	115
HH owns software: web authoring	509	3.1%	134
HH owns software: word processing	5,454	33.6%	111
HH owns camcorder	2,995	18.5%	118
HH owns CD player	3,295	20.3%	106
HH owns DVD/Blu-ray player	10,450	64.4%	104
HH purchased DVD/Blu-ray player in last 12 months	1,538	9.5%	110

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

Product/Consumer Behavior	Expected Number of	Percent	MPI
HH owns portable GPS navigation device	5,038	31.0%	113
HH purchased portable GPS navigation device/12 mo	719	4.4%	104
HH owns headphones (ear buds)	6,283	38.7%	113
HH owns noise reduction headphones	1,443	8.9%	119
HH owns home theater/entertainment system	2,068	12.7%	114
HH owns MP3 docking station	1,921	11.8%	122
HH owns 1 TV	3,061	18.9%	94
HH owns 2 TVs	4,081	25.1%	95
HH owns 3 TVs	3,590	22.1%	103
HH owns 4+ TVs	3,399	20.9%	106
HH owns DLP TV	339	2.1%	114
HH owns LCD TV	6,527	40.2%	107
HH owns plasma TV	2,792	17.2%	111
HH owns projection TV	589	3.6%	113
HH has HDTV	8,029	49.5%	108
HH has Internet connectable TV	3,133	19.3%	111
HH owns miniature screen TV (<13 in)	763	4.7%	88
HH owns regular screen TV (13-26 in)	4,837	29.8%	92
HH owns large screen TV (27-35 in)	6,244	38.5%	98
HH owns big screen TV (36-42 in)	5,600	34.5%	107
HH owns giant screen TV (over 42 in)	4,553	28.0%	118
Most recent HH TV purchase: miniature screen (<13 in)	252	1.6%	94
Most recent HH TV purchase: regular screen (13-26 in)	2,066	12.7%	85
Most recent HH TV purchase: large screen (27-35 in)	3,564	22.0%	94
Most recent HH TV purchase: big screen (36-42 in)	3,801	23.4%	103
Most recent HH TV purchase: giant screen (over 42 in)	3,366	20.7%	115
HH owns Internet video device for TV	876	5.4%	124
HH purchased video game system in last 12 months	1,971	12.1%	132
HH owns video game system: handheld	3,127	19.3%	119
HH owns video game system: attached to TV/computer	8,450	52.1%	115
HH owns video game system: Nintendo DS/DS Lite	1,303	8.0%	119
HH owns video game system: Nintendo DSi/DSi XL	974	6.0%	114
HH owns video game system: Nintendo Wii	4,702	29.0%	119
HH owns video game system: PlayStation 2 (PS2)	1,969	12.1%	106
HH owns video game system: PlayStation 3 (PS3)	2,769	17.1%	126
HH owns video game system: Sony PSP/PSPgo	644	4.0%	122
HH owns video game system: Xbox 360	3,437	21.2%	116
HH purchased 5+ video games in last 12 months	1,299	8.0%	114
HH spent \$101+ on video games in last 12 months	1,877	11.6%	119
Have access to Internet at home using a computer	28,206	84.9%	108
Connection to Internet at home: dial-up modem	528	1.6%	75
Connection to Internet at home: cable modem	11,735	35.3%	112
Connection to Internet at home: DSL	5,004	15.1%	90
Connection to Internet at home: fiber optic	4,712	14.2%	159
Connection to Internet at home: wireless	10,194	30.7%	108
Connection to Internet at home: any high speed	26,808	80.7%	110
Time online in a typical day: 10+ hours	1,165	3.5%	119
Time online in a typical day: 5-9.9 hours	3,530	10.6%	114
Time online in a typical day: 2-4.9 hours	7,063	21.3%	115
Time online in a typical day: 1-1.9 hours	6,138	18.5%	109
Time online in a typical day: 0.5-0.9 hours	4,348	13.1%	103
Time online in a typical day: <0.5 hours	3,690	11.1%	104
Any Internet usage in last 30 days	28,344	85.3%	107
Used Internet/30 days: at home	26,722	80.4%	109
Used Internet/30 days: at work	14,627	44.0%	119
Used Internet/30 days: at school/library	3,651	11.0%	98

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Used Internet/30 days: not hm/work/school/library	9,105	27.4%	114
Device used to access Internet/30 days: computer	26,772	80.6%	107
Device used to access Internet/30 days: cell phone	18,385	55.3%	118
Used Wi-Fi/wireless connection outside hm/30 days	10,229	30.8%	115
Internet last 30 days: visited chat room	2,069	6.2%	117
Internet last 30 days: used email	25,633	77.2%	111
Internet last 30 days: used IM	16,882	50.8%	113
Internet last 30 days: made personal purchase	14,839	44.7%	114
Internet last 30 days: made business purchase	4,076	12.3%	114
Internet last 30 days: paid bills online	16,930	51.0%	120
Internet last 30 days: looked for employment	5,666	17.1%	108
Internet last 30 days: traded/tracked investments	4,326	13.0%	117
Internet last 30 days: made travel plans	6,773	20.4%	115
Internet last 30 days: obtained new/used car info	4,252	12.8%	118
Internet last 30 days: obtained financial info	11,256	33.9%	116
Internet last 30 days: obtained medical info	7,927	23.9%	111
Internet last 30 days: checked movie listing/times	8,480	25.5%	119
Internet last 30 days: obtained latest news	16,215	48.8%	112
Internet last 30 days: obtained parenting info	2,158	6.5%	129
Internet last 30 days: obtained real estate info	4,821	14.5%	125
Internet last 30 days: obtained sports news/info	10,872	32.7%	115
Internet last 30 days: visited online blog	4,763	14.3%	118
Internet last 30 days: wrote online blog	1,181	3.6%	116
Internet last 30 days: used online dating website	725	2.2%	129
Internet last 30 days: played games online	9,223	27.8%	105
Internet last 30 days: sent greeting card	1,970	5.9%	118
Internet last 30 days: made phone call	5,765	17.4%	123
Internet last 30 days: shared photos via website	10,167	30.6%	114
Internet last 30 days: looked for recipes	11,300	34.0%	110
Internet last 30 days: added video to website	2,360	7.1%	122
Internet last 30 days: downloaded a movie	2,531	7.6%	115
Internet last 30 days: downloaded music	8,443	25.4%	115
Internet last 30 days: downloaded podcast	1,478	4.4%	119
Internet last 30 days: downloaded TV program	1,561	4.7%	108
Internet last 30 days: downloaded a video game	3,259	9.8%	117
Internet last 30 days: watched movie online	5,286	15.9%	117
Internet last 30 days: watched TV program online	5,166	15.5%	116
Purch/rntd video download/strm/30 days: amazon.com	1,040	3.1%	114
Purch/rntd video download/strm/30 days: itunes.com	1,218	3.7%	117
Purch/rntd video download/strm/30 days: netflix.com	4,645	14.0%	123
Visited any Spanish language website last 30 days	1,199	3.6%	141
Visited website in last 30 days: facebook.com	18,902	56.9%	110
Visited website in last 30 days: LinkedIn.com	3,423	10.3%	125
Visited website in last 30 days: MySpace.com	778	2.3%	111
Visited website in last 30 days: photobucket.com	904	2.7%	109
Visited website in last 30 days: picasa.com	1,293	3.9%	135
Visited website in last 30 days: shutterfly.com	1,333	4.0%	130
Visited website in last 30 days: tumblr.com	932	2.8%	115
Visited website in last 30 days: twitter.com	3,268	9.8%	107
Visited website in last 30 days: yelp.com	1,307	3.9%	126
Visited website in last 30 days: YouTube.com	15,347	46.2%	113
Used website/search engine/30 days: ask.com	2,566	7.7%	109
Used website/search engine/30 days: bing.com	6,093	18.3%	111
Used website/search engine/30 days: google.com	25,836	77.8%	110
Used website/search engine/30 days: yahoo.com	13,323	40.1%	112

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Electronics and Internet Market Potential

NE_Renton
Area: 7.99 square miles

Prepared by CED/Planning

Product/Consumer Behavior	Expected Number of	Percent	MPI
Visited news website in last 30 days: ABCnews.com	1,491	4.5%	107
Visited news website in last 30 days: CBSnews.com	894	2.7%	101
Visited news website in last 30 days: cnn.com	4,324	13.0%	122
Visited news website in last 30 days: foxnews.com	3,092	9.3%	112
Visited news website in last 30 days: msnbc.com	2,138	6.4%	102
Visited news website in last 30 days: Yahoo! News	5,770	17.4%	128

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.

Demographic Summary		2015	2020	
Population		44,624	48,503	
Population 18+		33,223	35,823	
Households		16,232	17,537	
Median Household Income		\$71,029	\$79,902	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		17,985	54.1%	99
Bank/financial institution used: Bank of America		6,153	18.5%	126
Bank/financial institution used: Capital One		1,562	4.7%	118
Bank/financial institution used: Chase		4,815	14.5%	122
Bank/financial institution used: Citibank		1,255	3.8%	115
Bank/financial institution used: PNC		1,072	3.2%	100
Bank/financial institution used: U.S. Bank		1,105	3.3%	113
Bank/financial institution used: Wells Fargo		4,650	14.0%	122
Bank/financial institution used: credit union		5,798	17.5%	102
Did banking by mail in last 12 months		1,206	3.6%	106
Did banking by phone in last 12 months		3,031	9.1%	104
Did banking online in last 12 months		13,355	40.2%	114
Did banking on mobile device in last 12 months		4,286	12.9%	124
Used ATM/cash machine in last 12 months		17,763	53.5%	110
Used direct deposit of paycheck in last 12 months		13,484	40.6%	103
Did banking w/paperless statements in last 12 mo		6,713	20.2%	116
Have interest checking account		9,748	29.3%	102
Have non-interest checking account		9,392	28.3%	100
Have savings account		18,463	55.6%	104
Have overdraft protection		8,864	26.7%	102
Have auto loan		5,950	17.9%	105
Have personal loan for education (student loan)		2,611	7.9%	114
Have personal loan - not for education		706	2.1%	85
Have home mortgage (1st)		11,853	35.7%	113
Have 2nd mortgage (home equity loan)		2,504	7.5%	113
Have home equity line of credit		1,262	3.8%	94
Have personal line of credit		1,044	3.1%	95
Have 401(k) retirement savings plan		5,692	17.1%	116
Have 403(b) retirement savings plan		980	2.9%	108
Have IRA retirement savings plan		4,358	13.1%	103
Own any securities investment		10,625	32.0%	105
Own any annuity		790	2.4%	83
Own certificate of deposit (more than 6 months)		1,127	3.4%	91
Own shares in money market fund		1,640	4.9%	98
Own shares in mutual fund (bonds)		1,725	5.2%	105
Own shares in mutual fund (stock)		2,571	7.7%	103
Own any stock		2,774	8.3%	107
Own common/preferred stock in company you work for		978	2.9%	130
Own common stock in company you don't work for		1,853	5.6%	102
Own U.S. savings bond		2,020	6.1%	106
Own investment real estate		1,316	4.0%	109
Own vacation/weekend home		1,155	3.5%	99
Used a real estate agent in last 12 months		1,948	5.9%	108
Used financial planner in last 12 months		1,924	5.8%	95
Own 1 credit card		5,011	15.1%	99
Own 2 credit cards		4,462	13.4%	102
Own 3 credit cards		3,196	9.6%	107
Own 4 credit cards		2,017	6.1%	102
Own 5 credit cards		1,367	4.1%	118
Own 6+ credit cards		2,004	6.0%	107

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Avg monthly credit card expenditures: <\$111	3,749	11.3%	95
Avg monthly credit card expenditures: \$111-\$225	2,124	6.4%	99
Avg monthly credit card expenditures: \$226-\$450	2,219	6.7%	105
Avg monthly credit card expenditures: \$451-\$700	2,029	6.1%	112
Avg monthly credit card expenditures: \$701-\$1000	1,532	4.6%	106
Avg monthly credit card expenditures: \$1001+	3,496	10.5%	115
Own 1 debit card	14,967	45.1%	104
Own 2 debit cards	3,687	11.1%	116
Own 3+ debit cards	835	2.5%	115
Avg monthly debit card expenditures: <\$91	1,383	4.2%	100
Avg monthly debit card expenditures: \$91-\$180	1,655	5.0%	111
Avg monthly debit card expenditures: \$181-\$225	1,640	4.9%	105
Avg monthly debit card expenditures: \$226-\$450	2,838	8.5%	104
Avg monthly debit card expenditures: \$451-\$700	2,996	9.0%	105
Avg monthly debit card expenditures: \$701-\$1000	2,307	6.9%	107
Avg monthly debit card expenditures: \$1001+	2,613	7.9%	114
Own/used last 12 months: any credit/debit card	25,119	75.6%	102
Own/used last 12 months: any major credit/debit card	22,622	68.1%	104
Own/used last 12 months: any store credit card	9,080	27.3%	102
Credit/debit card rewards: airline miles	3,179	9.6%	112
Credit/debit card rewards: cash back	7,283	21.9%	110
Credit/debit card rewards: gasoline discounts	1,063	3.2%	102
Credit/debit card rewards: gifts	1,842	5.5%	114
Credit/debit card rewards: hotel/car rental awards	1,100	3.3%	119
Own/used card last 12 months: American Express Green	1,215	3.7%	120
Own/used card last 12 months: American Express Gold	1,094	3.3%	113
Own/used card last 12 months: American Express	953	2.9%	119
Own/used card last 12 months: American Express Blue	1,382	4.2%	129
Own/used card last 12 months: Discover	3,451	10.4%	100
Own/used card last 12 months: MasterCard Standard	4,737	14.3%	109
Own/used card last 12 months: MasterCard Gold	1,301	3.9%	96
Own/used card last 12 months: MasterCard Platinum	2,408	7.2%	108
Own/used card last 12 months: MasterCard debit card	2,125	6.4%	98
Own/used card last 12 months: Visa Regular/Classic	7,140	21.5%	106
Own/used card last 12 months: Visa Gold	1,260	3.8%	104
Own/used card last 12 months: Visa Platinum	3,330	10.0%	101
Own/used card last 12 months: Visa Signature	1,473	4.4%	110
Own/used card last 12 months: Visa debit card	7,790	23.4%	106
Paid bills last 12 months: by mail	14,607	44.0%	94
Paid bills last 12 months: online	15,808	47.6%	114
Paid bills last 12 months: in person	8,534	25.7%	84
Paid bills last 12 months: by phone using credit card	6,299	19.0%	106
Paid bills last 12 months: by mobile phone	3,312	10.0%	112
Paid bills last 12 months: charged to credit card	3,964	11.9%	107
Paid bills last 12 months: deducted from bank account	7,649	23.0%	99
Wired/sent money in last 6 months	7,189	21.6%	105
Wired/sent money in last 6 months: using MoneyGram	801	2.4%	91
Wired/sent money in last 6 months: using PayPal	3,782	11.4%	107
Wired/sent money in last 6 months: using Western Union	1,571	4.7%	105

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.

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Finances Market Potential

NE_Renton
Area: 7.99 square miles

Prepared by CED/Planning

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Wired/sent money in last 6 months: bank wire transfer	949	2.9%	113
Tax preparation: did manually	4,318	13.0%	111
Tax preparation: used software (TurboTax)	3,848	11.6%	120
Tax preparation: used online tax srv (TurboTax)	1,816	5.5%	109
Tax preparation: used H&R Block on-site	1,631	4.9%	93
Tax preparation: used CPA/other tax professional	6,728	20.3%	103

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.

Demographic Summary		2015	2020
Population		44,624	48,503
Population 18+		33,223	35,823
Households		16,232	17,537
Median Household Income		\$71,029	\$79,902
Product/Consumer Behavior		Expected Number	MPI
	Adults	Percent	
Typically spend 6+ hours exercising per week	7,568	22.8%	100
Typically spend 3-5 hours exercising per week	7,875	23.7%	109
Typically spend 1-2 hours exercising per week	7,129	21.5%	107
Exercise at home 2+ times per week	10,272	30.9%	108
Exercise at club 2+ times per week	4,983	15.0%	116
Exercise at other facility (not club) 2+ times/wk	2,820	8.5%	110
Own elliptical	1,458	4.4%	111
Own stationary bicycle	1,839	5.5%	98
Own treadmill	3,492	10.5%	102
Own weight lifting equipment	4,499	13.5%	105
Presently controlling diet	12,179	36.7%	101
Diet control for blood sugar level	2,185	6.6%	86
Diet control for cholesterol level	2,650	8.0%	88
Diet control to maintain weight	3,739	11.3%	103
Diet control for physical fitness	3,700	11.1%	109
Diet control for salt restriction	847	2.5%	80
Diet control for weight loss	4,822	14.5%	106
Used doctor's care/diet for diet method	739	2.2%	81
Used exercise program for diet method	2,765	8.3%	109
Used Weight Watchers as diet method	971	2.9%	107
Buy foods specifically labeled as fat-free	4,146	12.5%	100
Buy foods specifically labeled as gluten-free	1,198	3.6%	109
Buy foods specifically labeled as high fiber	3,226	9.7%	101
Buy foods specifically labeled as high protein	2,262	6.8%	110
Buy foods specifically labeled as lactose-free	831	2.5%	111
Buy foods specifically labeled as low-calorie	3,414	10.3%	98
Buy foods specifically labeled as low-carb	2,163	6.5%	101
Buy foods specifically labeled as low-cholesterol	2,106	6.3%	97
Buy foods specifically labeled as low-fat	3,937	11.9%	104
Buy foods specifically labeled as low-sodium	3,199	9.6%	95
Buy foods specifically labeled as natural/organic	3,596	10.8%	115
Buy foods specifically labeled as sugar-free	3,300	9.9%	98
Used meal/dietary/weight loss supplement last 6 mo	2,704	8.1%	107
Used vitamins/dietary supplements in last 6 months	18,074	54.4%	102
Vitamin/dietary suppl used/6 months: antioxidant	878	2.6%	107
Vitamin/dietary suppl used/6 months: B complex	2,074	6.2%	114
Vitamin/dietary suppl used/6 months: B complex+C	614	1.8%	90
Vitamin/dietary suppl used/6 months: B-6	684	2.1%	101
Vitamin/dietary suppl used/6 months: B-12	2,699	8.1%	100
Vitamin/dietary suppl used/6 months: C	2,852	8.6%	107
Vitamin/dietary suppl used/6 months: calcium	3,372	10.1%	94
Vitamin/dietary suppl used/6 months: D	3,740	11.3%	97
Vitamin/dietary suppl used/6 months: E	1,213	3.7%	94
Vitamin/dietary suppl used/6 months: glucosamine	1,237	3.7%	99
Vitamin/dietary suppl used/6 months: iron	1,121	3.4%	101
Vitamin/dietary suppl used/6 months: multiple formula	4,123	12.4%	100
Vitamin/dietary suppl used/6 months: multiple w/iron	1,393	4.2%	108
Vitamin/dietary suppl used/6 months: mult w/minerals	1,865	5.6%	106
Vitamin/dietary suppl used/6 months: zinc	771	2.3%	105
Vitamin/dietary suppl used/6 months: Caltrate 600	659	2.0%	84
Vitamin/dietary suppl used/6 months: Centrum	1,529	4.6%	114
Vitamin/dietary suppl used/6 months: Nature Made	3,091	9.3%	107
Primary caregiver/caretaker	1,906	5.7%	82

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	
Visited doctor in last 12 months	24,886	74.9%	99
Visited doctor in last 12 months: 1-2 times	7,860	23.7%	99
Visited doctor in last 12 months: 3-5 times	7,544	22.7%	101
Visited doctor in last 12 months: 6+ times	9,483	28.5%	97
Visited doctor in last 12 months: cardiologist	1,811	5.5%	84
Visited doctor in last 12 months: chiropractor	2,128	6.4%	93
Visited doctor in last 12 months: dentist	12,657	38.1%	107
Visited doctor in last 12 months: dermatologist	2,579	7.8%	98
Visited doctor in last 12 months: ear/nose/throat	1,437	4.3%	101
Visited doctor in last 12 months: eye	6,575	19.8%	97
Visited doctor in last 12 months: gastroenterologist	1,314	4.0%	101
Visited doctor in last 12 months: general/family	12,781	38.5%	94
Visited doctor in last 12 months: internist	1,927	5.8%	98
Visited doctor in last 12 months: physical therapist	1,440	4.3%	94
Visited doctor in last 12 months: podiatrist	775	2.3%	86
Visited doctor in last 12 months: urologist	1,145	3.4%	90
Visited nurse practitioner in last 12 months	1,336	4.0%	87
Wear regular/sun/tinted prescription eyeglasses	11,252	33.9%	97
Wear bi-focals	4,126	12.4%	78
Wear disposable contact lenses	2,270	6.8%	103
Wear soft contact lenses	3,424	10.3%	104
Wear transition lenses	1,622	4.9%	89
Spent on eyeglasses in last 12 months: <\$100	849	2.6%	93
Spent on eyeglasses in last 12 months: \$100-\$199	1,364	4.1%	101
Spent on eyeglasses in last 12 months: \$200-\$249	955	2.9%	94
Spent on eyeglasses in last 12 months: \$250+	3,030	9.1%	98
Spent on contact lenses in last 12 months: <\$100	907	2.7%	99
Spent on contact lenses in last 12 months: \$100-\$199	1,277	3.8%	104
Spent on contact lenses in last 12 months: \$200+	1,197	3.6%	109
Bought prescription eyewear: discount optical ctr	2,718	8.2%	95
Bought prescription eyewear: private eye doctor	7,324	22.0%	90
Bought prescription eyewear: retail optical chain	4,000	12.0%	103
Used prescription drug for allergy/hay fever	1,860	5.6%	102
Used prescription drug for anxiety/panic	1,380	4.2%	92
Used prescr drug for arthritis/osteoarthritis	814	2.5%	79
Used prescr drug for rheumatoid arthritis	651	2.0%	79
Used prescription drug for asthma	1,227	3.7%	93
Used prescription drug for backache/back pain	2,040	6.1%	81
Used prescription drug for depression	1,657	5.0%	80
Used prescr drug for diabetes (insulin dependent)	535	1.6%	80
Used prescr drug for diabetes (non-insulin depend)	1,143	3.4%	91
Used prescription drug for heartburn/acid reflux	1,496	4.5%	74
Used prescription drug for high blood pressure	3,689	11.1%	82
Used prescription drug for high cholesterol	2,376	7.2%	79
Used prescription drug for migraine headache	986	3.0%	93
Used prescr drug for sinus congestion/headache	1,114	3.4%	89
Used prescription drug for urinary tract infection	877	2.6%	92
Filled prescription last 12 months: discnt/dept store	1,177	3.5%	80
Filled prescription last 12 months: drug str/pharmacy	11,183	33.7%	93
Filled prescription last 12 months: supermarket	2,712	8.2%	107
Filled prescription last 12 months: mail order	2,419	7.3%	90
Used last 6 months: adhesive bandages	17,824	53.6%	96

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Product/Consumer Behavior	Expected Number		MPI
	Adults	Percent	
Used last 6 months: athlete`s foot/medicated foot prod	3,497	10.5%	100
Used last 6 months: children`s cold tablets/liquids	5,041	15.2%	110
Used last 6 months: cold/sinus/allergy med (nonprescr)	16,538	49.8%	102
Used last 6 months: contact lens cleaning solution	4,452	13.4%	106
Used last 6 months: cotton swabs	16,533	49.8%	102
Used last 6 months: children`s cough syrup	5,224	15.7%	113
Used last 6 months: cough syrup/suppressant(nonprescr)	11,834	35.6%	103
Used last 6 months: eye wash/drops	9,823	29.6%	102
Used last 6 months: headache/pain reliever (nonprescr)	26,921	81.0%	99
Used last 6 months: heartburn/indigest/diarrhea remedy	13,976	42.1%	95
Used last 6 months: hemorrhoid remedy	2,306	6.9%	87
Used last 6 months: lactose intolerance product	1,399	4.2%	107
Used last 6 months: laxative/fiber supplement	4,658	14.0%	89
Used last 6 months: medicated skin cream/lotion/spray	9,497	28.6%	99
Used last 6 months: nasal spray	5,536	16.7%	103
Used last 6 months: pain reliever/fever reducer (kids)	7,997	24.1%	113
Used last 6 months: pain relieving rub/liquid/patch	6,954	20.9%	94
Used last 6 months: sleeping aid/snore relief	2,762	8.3%	100
Used last 6 months: sore throat remedy/cough drops	16,090	48.4%	100
Used last 12 months: sunburn remedy	4,747	14.3%	102
Used last 12 months: suntan/sunscreen product	13,929	41.9%	109
Used last 12 months: SPF 15 suntan/sunscreen product	3,343	10.1%	108
Used last 12 months: SPF 30-49 suntan/sunscreen prod	6,003	18.1%	112
Used last 12 months: SPF 50+ suntan/sunscreen product	4,008	12.1%	106
Used last 6 months: toothache/gum/canker sore remedy	3,013	9.1%	88
Used last 6 months: vitamins/nutritional suppl (kids)	5,842	17.6%	122
Used body powder in last 6 months	7,152	21.5%	91
Used body wash/shower gel in last 6 months	19,548	58.8%	100
Used breath freshener in last 6 months	13,824	41.6%	99
Used breath freshener in last 6 months: gum	9,010	27.1%	101
Used breath freshener in last 6 months: mints	5,860	17.6%	98
Used breath freshener in last 6 months: spray/drops	611	1.8%	104
Used breath freshener in last 6 months: thin film	836	2.5%	113
Used breath freshener 8+ times in last 7 days	3,696	11.1%	103
Used complexion care product in last 6 months	16,372	49.3%	105
Used complexion care prod in last 6 months: astringent	1,902	5.7%	99
Used complexion care prod in last 6 months: cleanser	9,116	27.4%	110
Used complexion care prod in last 6 months: toner	2,530	7.6%	120
Used dental floss in last 6 months	22,382	67.4%	106
Used dental rinse in last 6 months	7,236	21.8%	97
Used denture adhesive/fixative in last 6 months	1,514	4.6%	75
Used denture cleaner in last 6 months	2,450	7.4%	71
Used deodorant/antiperspirant in last 6 months	30,409	91.5%	99
Used disposable razor in last 6 months	18,443	55.5%	99
Used electric shaver in last 6 months	6,116	18.4%	102

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Product/Consumer Behavior	Expected Number		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	14,885	44.8%	105
Used personal foot care product in last 6 months	6,807	20.5%	100
Used hair coloring product (at home) last 6 months	6,870	20.7%	104
Used hair conditioner (at home) in last 6 months	20,428	61.5%	102
Used hair conditioning treatment (at home)/6 mo	7,998	24.1%	102
Used hair growth product in last 6 months	969	2.9%	111
Used hair spray (at home) in last 6 months	10,626	32.0%	95
Used hair styling gel/lotion/mousse in last 6 mo	12,377	37.3%	108
Used hand & body cream/lotion/oil in last 6 months	24,234	72.9%	101
Used lip care product in last 6 months	20,646	62.1%	100
Used liquid soap/hand sanitizer in last 6 months	25,997	78.3%	101
Used mouthwash in last 6 months	22,134	66.6%	101
Used mouthwash 8+ times in last 7 days	5,653	17.0%	105
Used shampoo (at home) in last 6 months	30,310	91.2%	100
Used shaving cream/gel in last 6 months	16,953	51.0%	101
Bought toothbrush in last 6 months	28,121	84.6%	100
Bought electric toothbrush in last 6 months	2,896	8.7%	118
Used toothpaste in last 6 months	32,048	96.5%	101
Used toothpaste (gel) in last 6 months	8,393	25.3%	99
Used toothpaste (paste) in last 6 months	17,397	52.4%	102
Used whitening toothpaste in last 6 months	11,075	33.3%	101
Used toothpaste with baking soda in last 6 months	6,726	20.2%	94
Used toothpaste for sensitive teeth in last 6 mo	3,656	11.0%	94
Used tooth whitener (not toothpaste) in last 6 mo	3,230	9.7%	101
Used tooth whitener (gel) in last 6 mos	677	2.0%	107
Used tooth whitener (strips) in last 6 months	1,709	5.1%	98
Visited a day spa in last 6 months	2,145	6.5%	116
Purchased product at salon/day spa in last 6 mo	2,299	6.9%	105
Professional srv last 6 months: haircut	20,936	63.0%	100
Professional srv last 6 months: hair color/highlights	5,755	17.3%	104
Professional srv last 6 months: facial	1,253	3.8%	119
Professional srv last 6 months: massage	3,176	9.6%	116
Professional srv last 6 months: manicure	4,986	15.0%	113
Professional srv last 6 months: pedicure	6,196	18.6%	118
Spent \$150+ at barber shops in last 6 months	967	2.9%	128
Spent \$150+ at beauty salons in last 6 months	4,070	12.3%	112

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Demographic Summary		2015	2020
Population		44,624	48,503
Population 18+		33,223	35,823
Households		16,232	17,537
Median Household Income		\$71,029	\$79,902

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	8,296	51.1%	96
HH owns any bird	429	2.6%	94
HH owns any cat	3,212	19.8%	87
HH owns any dog	6,083	37.5%	94
HH owns 1 cat	1,855	11.4%	92
HH owns 2+ cats	1,367	8.4%	80
HH owns 1 dog	3,920	24.1%	101
HH owns 2+ dogs	2,164	13.3%	83
HH used canned/wet cat food in last 6 months	1,743	10.7%	91
HH used <4 containers of cat food in last 7 days	714	4.4%	94
HH used 8+ containers of cat food in last 7 days	451	2.8%	87
HH used packaged dry cat food in last 6 months	3,057	18.8%	86
HH used <4 pounds pkgd dry cat food last 30 days	1,051	6.5%	96
HH used 9+ pounds pkgd dry cat food last 30 days	1,270	7.8%	78
HH used cat treats in last 6 months	1,636	10.1%	89
HH used 3+ packages of cat treats in last 30 days	501	3.1%	85
HH used cat litter in last 6 months	2,861	17.6%	90
HH used 21+ pounds of cat litter in last 30 days	805	5.0%	87
HH used canned/wet dog food in last 6 months	2,148	13.2%	93
HH used <3 containers of dog food in last 7 days	1,020	6.3%	95
HH used 7+ containers of dog food in last 7 days	697	4.3%	91
HH used packaged dry dog food in last 6 months	5,763	35.5%	94
HH used <10 pounds pkgd dry dog food last 30 days	2,770	17.1%	97
HH used 25+ pounds pkgd dry dog food last 30 days	1,580	9.7%	84
HH used dog biscuits/treats in last 6 months	4,826	29.7%	95
HH used 3+ pkgs dog biscuits/treats last 30 days	1,310	8.1%	95
HH used flea/tick/parasite product for cat/dog	5,239	32.3%	90
HH Bought pet food from any pet specialty store/12 mo	3,725	22.9%	111
HH Bought pet food in last 12 months: from discount store	1,230	7.6%	77
HH Bought pet food in last 12 months: from grocery store	3,967	24.4%	90
HH Bought pet food in last 12 months: from PETCO	1,625	10.0%	117
HH Bought pet food in last 12 months: from PetSmart	2,054	12.7%	110
HH Bought pet food in last 12 months: from wholesale club	721	4.4%	99
HH Bought pet food in last 12 months: from vet	678	4.2%	91
HH Bought flea control product from vet in last 12 mo	1,763	10.9%	89
HH member took pet to vet in last 12 months: 1 time	1,941	12.0%	93
HH member took pet to vet in last 12 months: 2 times	1,812	11.2%	97
HH member took pet to vet in last 12 months: 3 times	883	5.4%	96
HH member took pet to vet in last 12 months: 4 times	525	3.2%	91
HH member took pet to vet in last 12 months: 5+ times	828	5.1%	101

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

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Demographic Summary		2015	2020
Population		44,624	48,503
Population 18+		33,223	35,823
Households		16,232	17,537
Median Household Income		\$71,029	\$79,902

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	26,151	78.7%	104
Went to family restaurant/steak house 4+ times/mo	10,162	30.6%	106
Spent at family rest/steak hse last 6 months: <\$31	2,091	6.3%	87
Spent at family rest/steak hse last 6 months: \$31-50	2,629	7.9%	93
Spent at family rest/steak hse last 6 months: \$51-100	4,926	14.8%	99
Spent at family rest/steak hse last 6 months: \$101-200	4,579	13.8%	113
Spent at family rest/steak hse last 6 months: \$201-300	2,281	6.9%	116
Spent at family rest/steak hse last 6 months: \$301+	2,992	9.0%	122
Family restaurant/steak house last 6 months: breakfast	4,600	13.8%	110
Family restaurant/steak house last 6 months: lunch	6,765	20.4%	105
Family restaurant/steak house last 6 months: dinner	16,999	51.2%	107
Family restaurant/steak house last 6 months: snack	712	2.1%	122
Family restaurant/steak house last 6 months: weekday	10,880	32.7%	103
Family restaurant/steak house last 6 months: weekend	15,003	45.2%	107
Fam rest/steak hse/6 months: Applebee`s	8,123	24.4%	98
Fam rest/steak hse/6 months: Bob Evans Farms	980	2.9%	79
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,895	8.7%	114
Fam rest/steak hse/6 months: California Pizza Kitchen	1,584	4.8%	147
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,177	3.5%	116
Fam rest/steak hse/6 months: The Cheesecake Factory	3,059	9.2%	135
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,918	14.8%	121
Fam rest/steak hse/6 months: CiCi`s Pizza	1,564	4.7%	106
Fam rest/steak hse/6 months: Cracker Barrel	2,875	8.7%	89
Fam rest/steak hse/6 months: Denny`s	3,796	11.4%	120
Fam rest/steak hse/6 months: Golden Corral	2,478	7.5%	87
Fam rest/steak hse/6 months: IHOP	4,586	13.8%	118
Fam rest/steak hse/6 months: Logan`s Roadhouse	929	2.8%	78
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,582	4.8%	111
Fam rest/steak hse/6 months: Old Country Buffet	673	2.0%	96
Fam rest/steak hse/6 months: Olive Garden	6,413	19.3%	110
Fam rest/steak hse/6 months: Outback Steakhouse	3,630	10.9%	110
Fam rest/steak hse/6 months: Red Lobster	4,081	12.3%	97
Fam rest/steak hse/6 months: Red Robin	2,576	7.8%	130
Fam rest/steak hse/6 months: Ruby Tuesday	2,109	6.3%	92
Fam rest/steak hse/6 months: Texas Roadhouse	2,433	7.3%	99
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,421	10.3%	128
Fam rest/steak hse/6 months: Waffle House	1,599	4.8%	88
Went to fast food/drive-in restaurant in last 6 mo	30,294	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	14,109	42.5%	105
Spent at fast food/drive-in last 6 months: <\$11	1,341	4.0%	93
Spent at fast food/drive-in last 6 months: \$11-\$20	2,330	7.0%	91
Spent at fast food/drive-in last 6 months: \$21-\$40	3,647	11.0%	91
Spent at fast food/drive-in last 6 months: \$41-\$50	2,530	7.6%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	5,852	17.6%	106
Spent at fast food/drive-in last 6 months: \$101-\$200	4,193	12.6%	105
Spent at fast food/drive-in last 6 months: \$201+	4,433	13.3%	109

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	12,349	37.2%	102
Fast food/drive-in last 6 months: home delivery	3,064	9.2%	117
Fast food/drive-in last 6 months: take-out/drive-thru	16,239	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	7,051	21.2%	108
Fast food/drive-in last 6 months: breakfast	11,047	33.3%	101
Fast food/drive-in last 6 months: lunch	17,443	52.5%	104
Fast food/drive-in last 6 months: dinner	15,434	46.5%	105
Fast food/drive-in last 6 months: snack	4,640	14.0%	111
Fast food/drive-in last 6 months: weekday	20,003	60.2%	102
Fast food/drive-in last 6 months: weekend	16,287	49.0%	107
Fast food/drive-in last 6 months: A & W	797	2.4%	74
Fast food/drive-in last 6 months: Arby` s	4,719	14.2%	84
Fast food/drive-in last 6 months: Baskin-Robbins	1,587	4.8%	137
Fast food/drive-in last 6 months: Boston Market	1,393	4.2%	122
Fast food/drive-in last 6 months: Burger King	10,280	30.9%	98
Fast food/drive-in last 6 months: Captain D` s	819	2.5%	72
Fast food/drive-in last 6 months: Carl` s Jr.	3,060	9.2%	157
Fast food/drive-in last 6 months: Checkers	982	3.0%	101
Fast food/drive-in last 6 months: Chick-fil-A	6,432	19.4%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,452	13.4%	143
Fast food/drive-in last 6 months: Chuck E. Cheese` s	1,435	4.3%	120
Fast food/drive-in last 6 months: Church` s Fr. Chicken	1,040	3.1%	87
Fast food/drive-in last 6 months: Cold Stone Creamery	1,503	4.5%	134
Fast food/drive-in last 6 months: Dairy Queen	3,824	11.5%	83
Fast food/drive-in last 6 months: Del Taco	1,909	5.7%	164
Fast food/drive-in last 6 months: Domino` s Pizza	4,468	13.4%	114
Fast food/drive-in last 6 months: Dunkin` Donuts	4,382	13.2%	117
Fast food/drive-in last 6 months: Hardee` s	1,082	3.3%	54
Fast food/drive-in last 6 months: Jack in the Box	4,059	12.2%	142
Fast food/drive-in last 6 months: KFC	7,459	22.5%	97
Fast food/drive-in last 6 months: Krispy Kreme	1,552	4.7%	111
Fast food/drive-in last 6 months: Little Caesars	3,853	11.6%	106
Fast food/drive-in last 6 months: Long John Silver` s	1,257	3.8%	68
Fast food/drive-in last 6 months: McDonald` s	18,706	56.3%	101
Fast food/drive-in last 6 months: Panera Bread	4,489	13.5%	129
Fast food/drive-in last 6 months: Papa John` s	3,574	10.8%	115
Fast food/drive-in last 6 months: Papa Murphy` s	1,437	4.3%	104
Fast food/drive-in last 6 months: Pizza Hut	6,582	19.8%	98
Fast food/drive-in last 6 months: Popeyes Chicken	2,951	8.9%	115
Fast food/drive-in last 6 months: Quiznos	1,501	4.5%	109
Fast food/drive-in last 6 months: Sonic Drive-In	3,339	10.1%	97
Fast food/drive-in last 6 months: Starbucks	6,088	18.3%	125
Fast food/drive-in last 6 months: Steak ` n Shake	1,428	4.3%	89
Fast food/drive-in last 6 months: Subway	11,458	34.5%	103
Fast food/drive-in last 6 months: Taco Bell	10,807	32.5%	103
Fast food/drive-in last 6 months: Wendy` s	9,581	28.8%	101
Fast food/drive-in last 6 months: Whataburger	1,344	4.0%	107
Fast food/drive-in last 6 months: White Castle	1,117	3.4%	101

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.

Went to fine dining restaurant last month	4,181	12.6%	108
Went to fine dining restaurant 3+ times last month	1,120	3.4%	104
Spent at fine dining rest in last 6 months: <\$51	620	1.9%	94
Spent at fine dining rest in last 6 months: \$51-\$100	1,294	3.9%	104
Spent at fine dining rest in last 6 months: \$101-\$200	1,383	4.2%	115
Spent at fine dining rest in last 6 months: \$201+	1,629	4.9%	117

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.