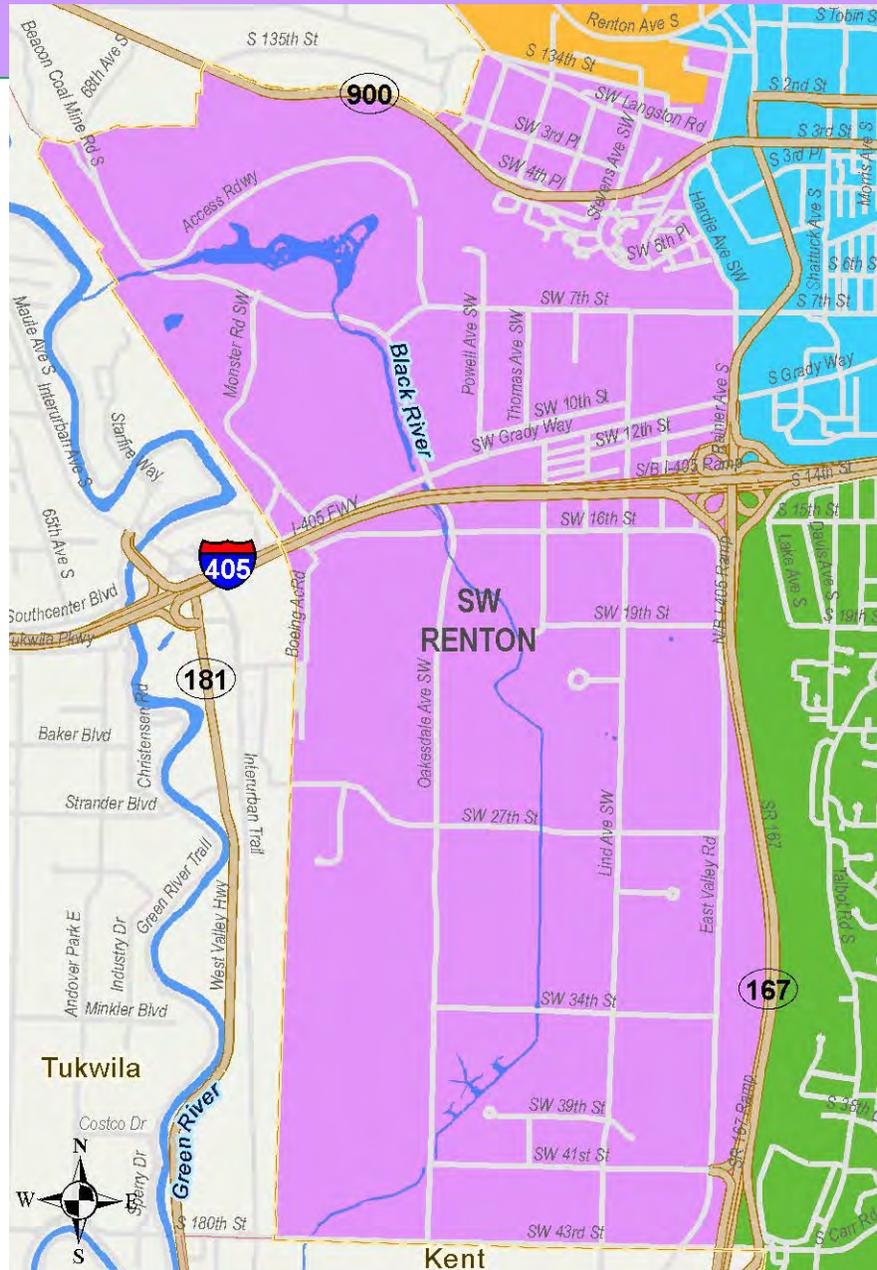


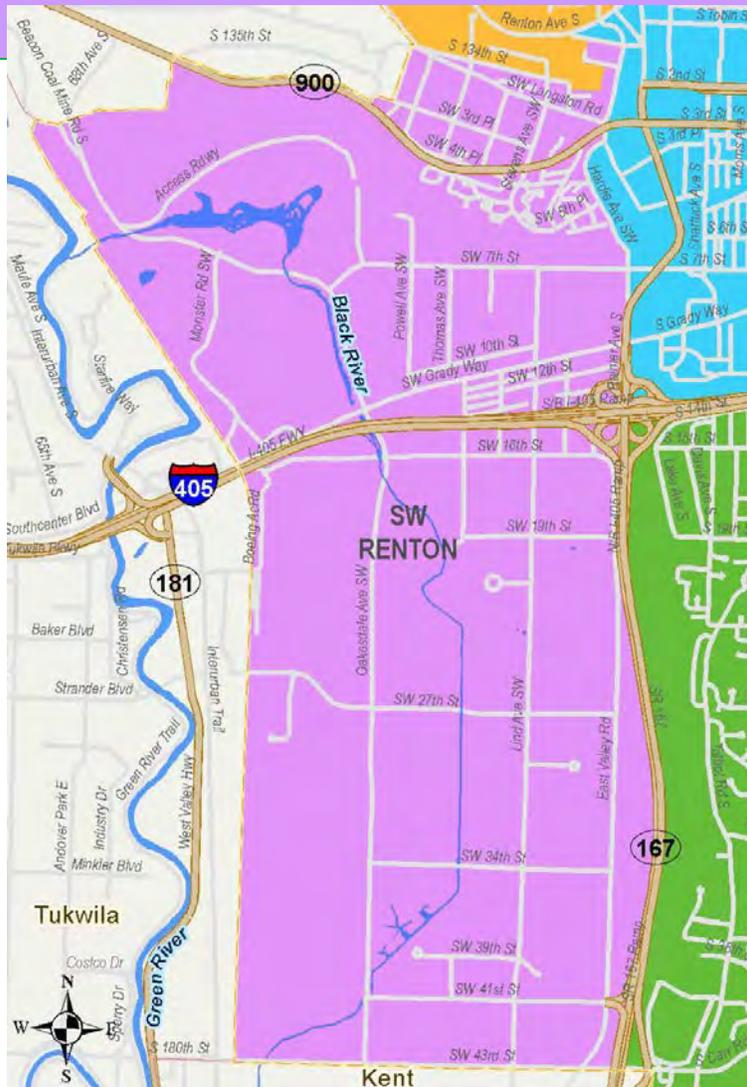
SW Renton Demographics



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SW Renton

Demographics Summary Profile



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Population Summary	
2000 Total Population	2,392
2010 Total Population	3,358
2015 Total Population	3,551
2015 Group Quarters	59
2020 Total Population	3,834
2015-2020 Annual Rate	1.55%
Household Summary	
2000 Households	1,088
2000 Average Household Size	2.12
2010 Households	1,358
2010 Average Household Size	2.43
2015 Households	1,405
2015 Average Household Size	2.49
2020 Households	1,505
2020 Average Household Size	2.51
2015-2020 Annual Rate	1.38%
2010 Families	759
2010 Average Family Size	3.19
2015 Families	790
2015 Average Family Size	3.25
2020 Families	848
2020 Average Family Size	3.28
2015-2020 Annual Rate	1.43%
Housing Unit Summary	
2000 Housing Units	1,140
Owner Occupied Housing Units	25.9%
Renter Occupied Housing Units	69.6%
Vacant Housing Units	4.6%
2010 Housing Units	1,457
Owner Occupied Housing Units	23.4%
Renter Occupied Housing Units	69.8%
Vacant Housing Units	6.8%
2015 Housing Units	1,485
Owner Occupied Housing Units	21.7%
Renter Occupied Housing Units	72.9%
Vacant Housing Units	5.4%
2020 Housing Units	1,590
Owner Occupied Housing Units	21.2%
Renter Occupied Housing Units	73.5%
Vacant Housing Units	5.3%
Median Household Income	
2015	\$47,365
2020	\$54,421
Median Home Value	
2015	\$296,930
2020	\$357,732
Per Capita Income	
2015	\$24,994
2020	\$28,134
Median Age	
2010	31.1
2015	31.5
2020	31.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

2015 Households by Income	
Household Income Base	1,405
< \$15,000	11.5%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	5.3%
\$200,000+	2.4%
Average Household Income	\$64,661
2020 Households by Income	
Household Income Base	1,505
< \$15,000	10.5%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	11.4%
\$75,000 - \$99,999	17.7%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	6.1%
\$200,000+	3.0%
Average Household Income	\$73,345
2015 Owner Occupied Housing Units by Value	
Total	322
< \$50,000	0.0%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	9.3%
\$200,000 - \$249,999	19.3%
\$250,000 - \$299,999	17.7%
\$300,000 - \$399,999	25.5%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	7.5%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	6.5%
Average Home Value	\$379,721
2020 Owner Occupied Housing Units by Value	
Total	337
< \$50,000	0.0%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	5.6%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	11.9%
\$300,000 - \$399,999	28.8%
\$400,000 - \$499,999	17.2%
\$500,000 - \$749,999	8.9%
\$750,000 - \$999,999	3.6%
\$1,000,000 +	8.3%
Average Home Value	\$442,234

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

2010 Population by Age	
Total	3,357
0 - 4	9.7%
5 - 9	8.1%
10 - 14	6.4%
15 - 24	14.7%
25 - 34	17.0%
35 - 44	13.4%
45 - 54	11.2%
55 - 64	9.2%
65 - 74	4.3%
75 - 84	2.8%
85 +	3.1%
18 +	71.9%
2015 Population by Age	
Total	3,553
0 - 4	9.3%
5 - 9	8.3%
10 - 14	6.8%
15 - 24	15.1%
25 - 34	16.2%
35 - 44	12.8%
45 - 54	10.9%
55 - 64	9.7%
65 - 74	5.7%
75 - 84	2.6%
85 +	2.6%
18 +	71.9%
2020 Population by Age	
Total	3,833
0 - 4	9.3%
5 - 9	8.0%
10 - 14	6.8%
15 - 24	14.8%
25 - 34	16.0%
35 - 44	12.7%
45 - 54	10.6%
55 - 64	9.8%
65 - 74	6.6%
75 - 84	3.0%
85 +	2.3%
18 +	72.2%
2010 Population by Sex	
Males	1,627
Females	1,731
2015 Population by Sex	
Males	1,745
Females	1,807
2020 Population by Sex	
Males	1,891
Females	1,944

2010 Population by Race/Ethnicity	
Total	3,358
White Alone	32.3%
Black Alone	36.0%
American Indian Alone	0.9%
Asian Alone	16.0%
Pacific Islander Alone	1.2%
Some Other Race Alone	6.5%
Two or More Races	7.1%
Hispanic Origin	12.7%
Diversity Index	79.8
2015 Population by Race/Ethnicity	
Total	3,551
White Alone	29.1%
Black Alone	37.4%
American Indian Alone	0.9%
Asian Alone	16.9%
Pacific Islander Alone	1.2%
Some Other Race Alone	7.0%
Two or More Races	7.5%
Hispanic Origin	13.4%
Diversity Index	80.5
2020 Population by Race/Ethnicity	
Total	3,834
White Alone	26.4%
Black Alone	38.3%
American Indian Alone	0.9%
Asian Alone	17.9%
Pacific Islander Alone	1.2%
Some Other Race Alone	7.5%
Two or More Races	7.8%
Hispanic Origin	14.3%
Diversity Index	81.2
2010 Population by Relationship and Household Type	
Total	3,358
In Households	98.2%
In Family Households	75.2%
Householder	21.5%
Spouse	11.1%
Child	33.5%
Other relative	6.0%
Nonrelative	3.1%
In Nonfamily Households	23.0%
In Group Quarters	1.8%
Institutionalized Population	1.7%
Noninstitutionalized Population	0.1%

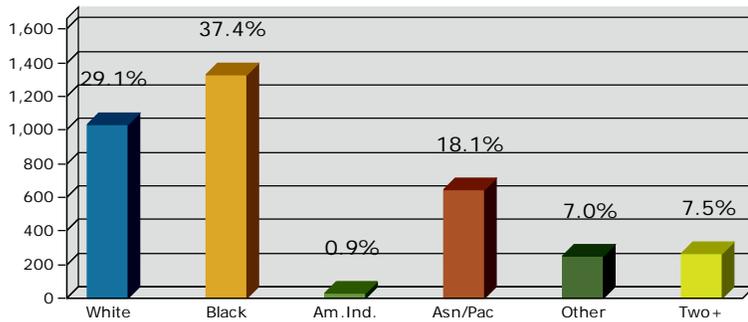
Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

2015 Population 25+ by Educational Attainment	
Total	2,151
Less than 9th Grade	7.8%
9th - 12th Grade, No Diploma	9.6%
High School Graduate	21.1%
GED/Alternative Credential	3.8%
Some College, No Degree	22.8%
Associate Degree	8.6%
Bachelor's Degree	16.0%
Graduate/Professional Degree	10.2%
2015 Population 15+ by Marital Status	
Total	2,689
Never Married	44.0%
Married	33.0%
Widowed	5.9%
Divorced	17.1%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	90.0%
Civilian Unemployed	10.0%
2015 Employed Population 16+ by Industry	
Total	1,501
Agriculture/Mining	0.1%
Construction	4.0%
Manufacturing	11.4%
Wholesale Trade	3.9%
Retail Trade	11.7%
Transportation/Utilities	8.5%
Information	2.8%
Finance/Insurance/Real Estate	4.6%
Services	49.5%
Public Administration	3.4%
2015 Employed Population 16+ by Occupation	
Total	1,499
White Collar	53.4%
Management/Business/Financial	12.3%
Professional	16.1%
Sales	10.0%
Administrative Support	15.0%
Services	26.8%
Blue Collar	19.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	5.3%
Production	3.9%
Transportation/Material Moving	6.1%

2010 Households by Type	
Total	1,358
Households with 1 Person	34.7%
Households with 2+ People	65.3%
Family Households	55.9%
Husband-wife Families	28.5%
With Related Children	15.3%
Other Family (No Spouse Present)	27.4%
Other Family with Male Householder	6.0%
With Related Children	3.5%
Other Family with Female Householder	21.4%
With Related Children	16.3%
Nonfamily Households	9.4%
All Households with Children	35.9%
Multigenerational Households	4.6%
Unmarried Partner Households	9.0%
Male-female	8.0%
Same-sex	1.0%
2010 Households by Size	
Total	1,359
1 Person Household	34.7%
2 Person Household	25.6%
3 Person Household	14.7%
4 Person Household	12.4%
5 Person Household	6.1%
6 Person Household	3.5%
7 + Person Household	2.9%
2010 Households by Tenure and Mortgage Status	
Total	1,358
Owner Occupied	25.1%
Owned with a Mortgage/Loan	20.3%
Owned Free and Clear	4.9%
Renter Occupied	74.9%

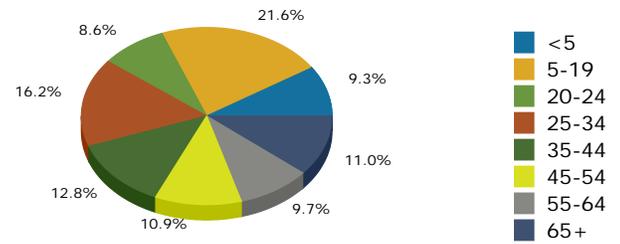
Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

2015 Population by Race

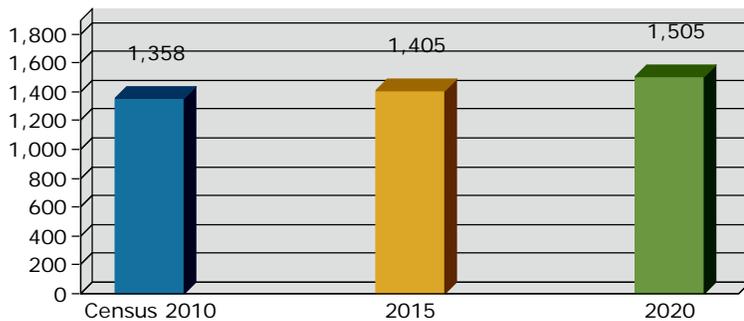


2015 Percent Hispanic Origin: 13.4%

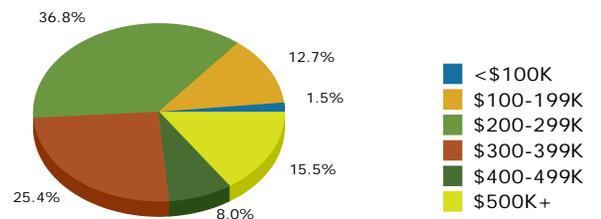
2015 Population by Age



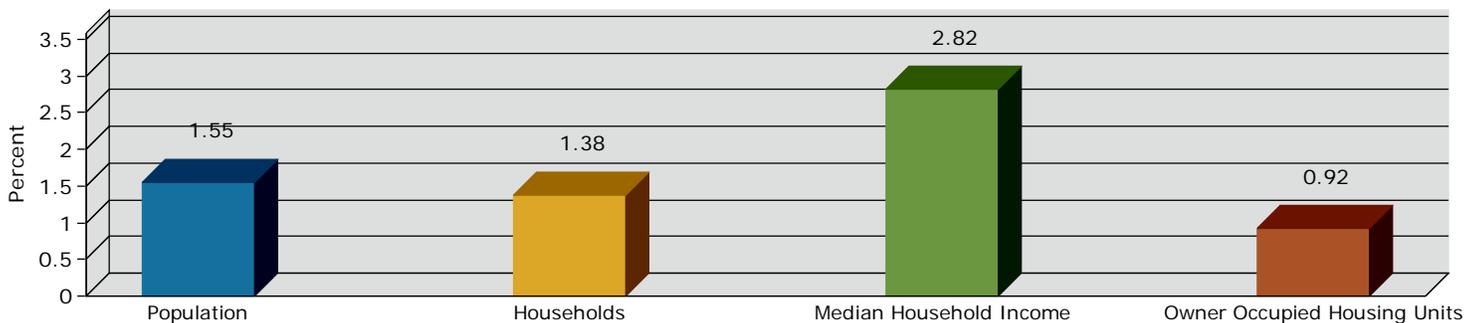
Households



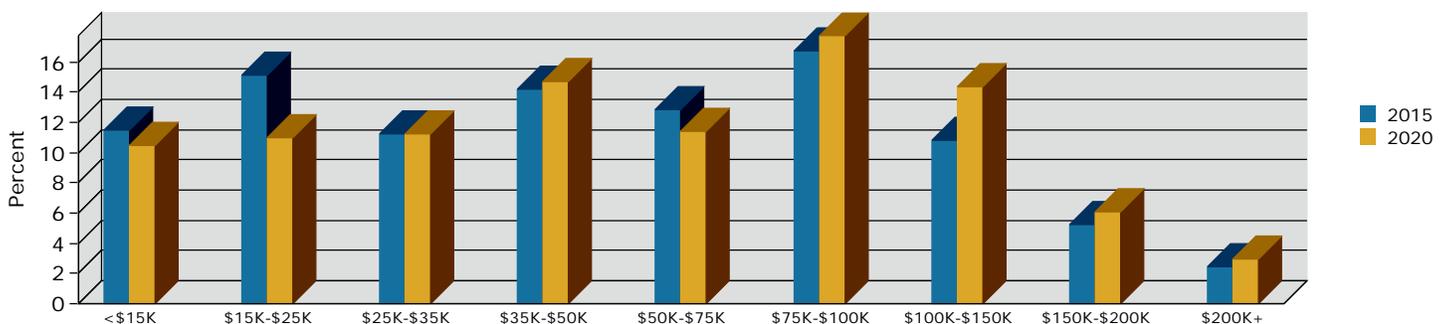
2015 Home Value



2015-2020 Annual Growth Rate



Household Income

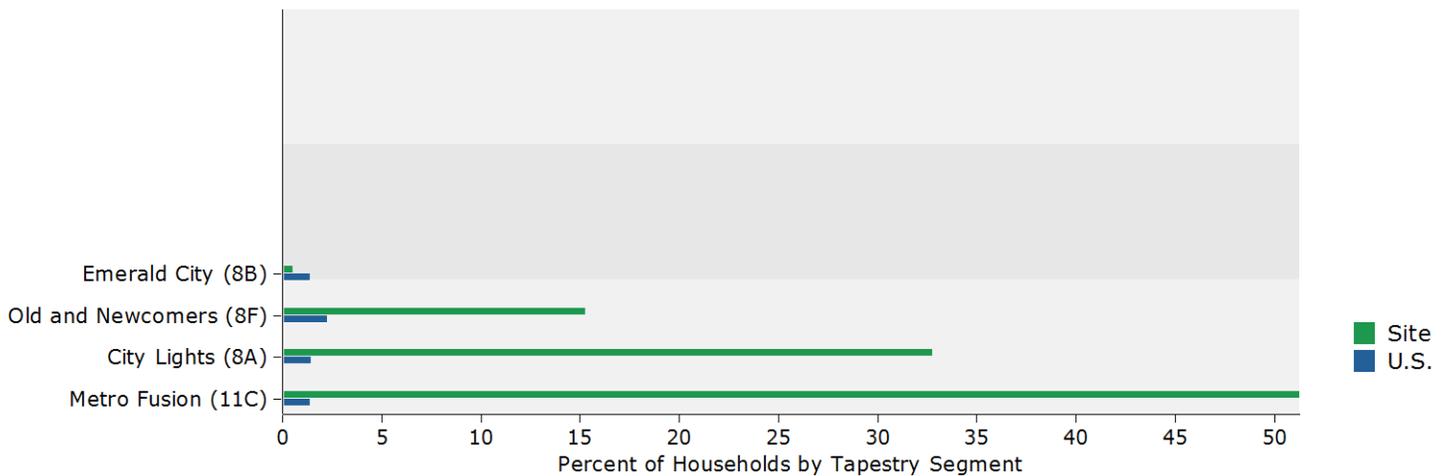


Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Top Twenty Tapestry

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Fusion (11C)	51.3%	51.3%	1.4%	1.4%	3644
2	City Lights (8A)	32.8%	84.1%	1.5%	2.9%	2,224
3	Old and Newcomers (8F)	15.3%	99.4%	2.3%	5.2%	657
4	Emerald City (8B)	0.6%	100.0%	1.4%	6.6%	40
Subtotal		100.0%		6.6%		
Total		100.0%		6.6%		1510

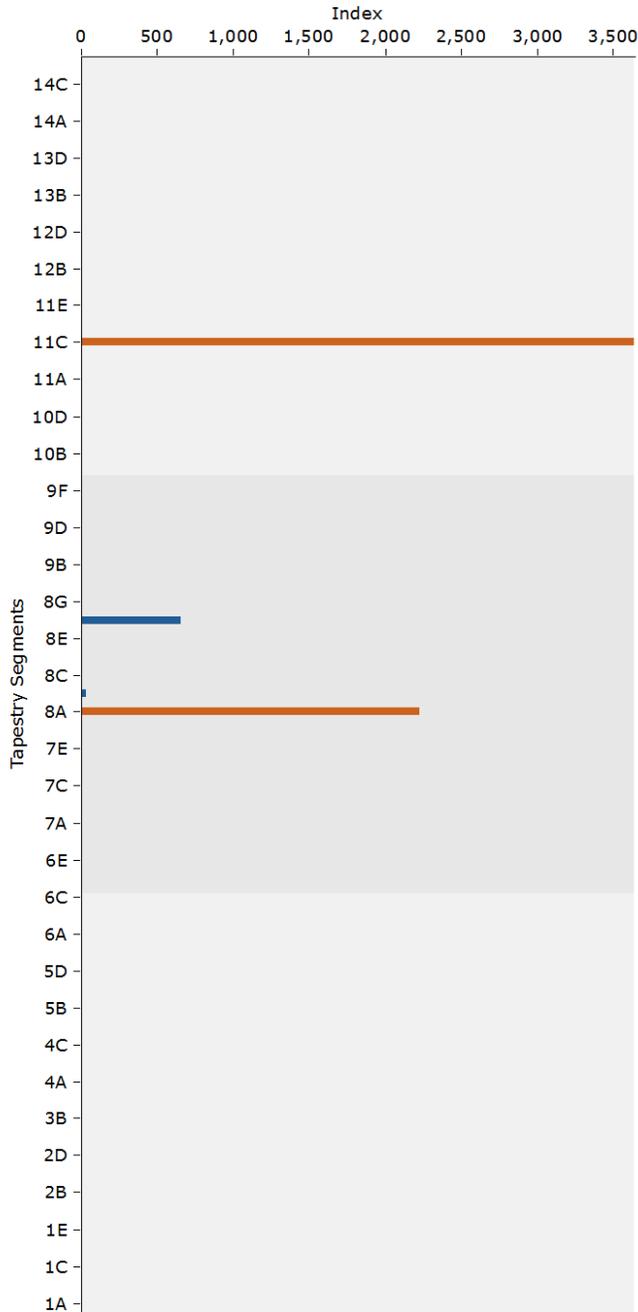
Top Ten Tapestry Segments Site vs. U.S.



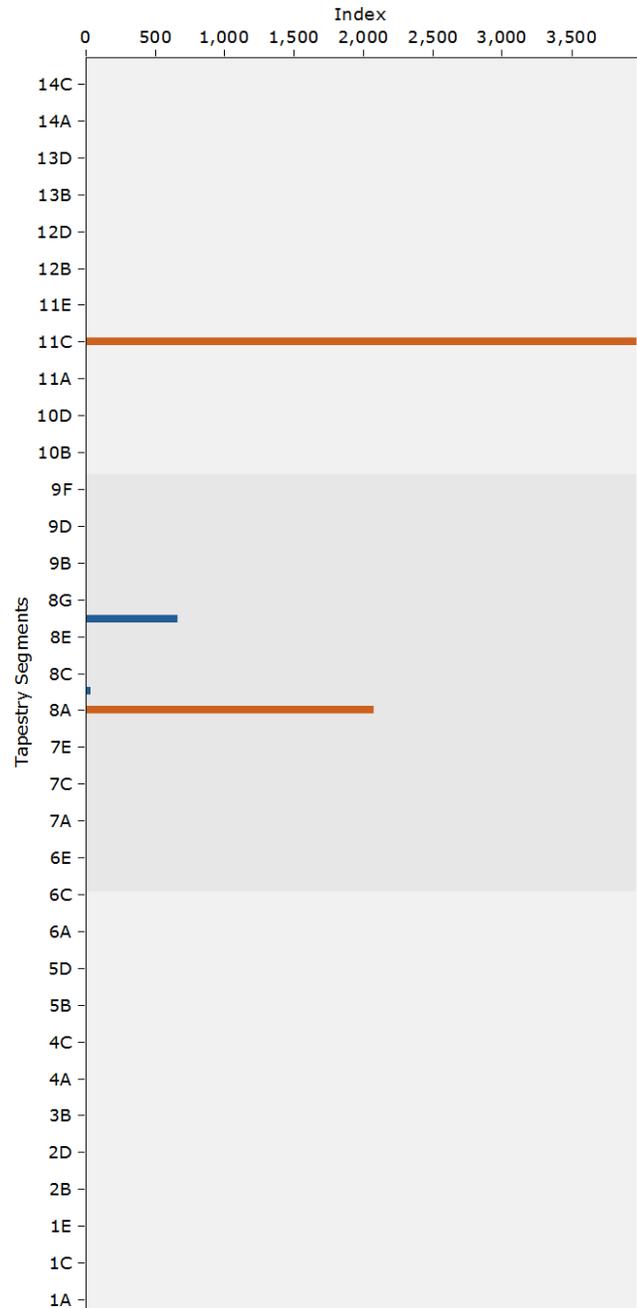
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,405	100.0%		3,552	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,405	100.0%		3,552	100.0%	
8. Middle Ground	684	48.7%	446	1,546	43.5%	431
City Lights (8A)	461	32.8%	2,224	1,077	30.3%	2,080
Emerald City (8B)	8	0.6%	40	16	0.5%	40
Bright Young Professionals	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	215	15.3%	657	453	12.8%	666
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	721	51.3%	828	2,006	56.5%	996
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	721	51.3%	3,644	2,006	56.5%	3,978
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,405	100.0%		3,552	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	1,182	84.1%	499	3,083	86.8%	465
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	461	32.8%	2,224	1,077	30.3%	2,080
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	721	51.3%	3,644	2,006	56.5%	3,978
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	223	15.9%	87	469	13.2%	80
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	8	0.6%	40	16	0.5%	40
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	215	15.3%	657	453	12.8%	666
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,405	100.0%		3,552	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

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	2000	2010	2000-2010 Annual Rate
Population	2,392	3,358	3.45%
Households	1,088	1,358	2.24%
Housing Units	1,140	1,457	2.48%
Population by Race			
		Number	Percent
Total		3,358	100.0%
Population Reporting One Race		3,119	92.9%
White		1,086	32.3%
Black		1,208	36.0%
American Indian		29	0.9%
Asian		538	16.0%
Pacific Islander		39	1.2%
Some Other Race		219	6.5%
Population Reporting Two or More Races		239	7.1%
Total Hispanic Population		425	12.7%
Population by Sex			
Male		1,627	48.5%
Female		1,731	51.5%
Population by Age			
Total		3,357	100.0%
Age 0 - 4		327	9.7%
Age 5 - 9		273	8.1%
Age 10 - 14		215	6.4%
Age 15 - 19		217	6.5%
Age 20 - 24		278	8.3%
Age 25 - 29		315	9.4%
Age 30 - 34		257	7.7%
Age 35 - 39		229	6.8%
Age 40 - 44		220	6.6%
Age 45 - 49		177	5.3%
Age 50 - 54		200	6.0%
Age 55 - 59		154	4.6%
Age 60 - 64		154	4.6%
Age 65 - 69		87	2.6%
Age 70 - 74		58	1.7%
Age 75 - 79		48	1.4%
Age 80 - 84		46	1.4%
Age 85+		104	3.1%
Age 18+		2,414	71.9%
Age 65+		343	10.2%
Median Age by Sex and Race/Hispanic Origin			
Total Population		31.1	
Male		30.5	
Female		31.7	
White Alone		44.4	
Black Alone		25.3	
American Indian Alone		28.8	
Asian Alone		34.6	
Pacific Islander Alone		34.2	
Some Other Race Alone		25.6	
Two or More Races		16.2	
Hispanic Population		24.2	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

Households by Type		
Total	1,358	100.0%
Households with 1 Person	471	34.7%
Households with 2+ People	887	65.3%
Family Households	759	55.9%
Husband-wife Families	387	28.5%
With Own Children	195	14.4%
Other Family (No Spouse Present)	372	27.4%
With Own Children	241	17.7%
Nonfamily Households	128	9.4%
All Households with Children	488	35.9%
Multigenerational Households	62	4.6%
Unmarried Partner Households	122	9.0%
Male-female	109	8.0%
Same-sex	13	1.0%
Average Household Size	2.43	
Family Households by Size		
Total	759	100.0%
2 People	253	33.3%
3 People	181	23.8%
4 People	160	21.1%
5 People	81	10.7%
6 People	46	6.1%
7+ People	38	5.0%
Average Family Size	3.19	
Nonfamily Households by Size		
Total	600	100.0%
1 Person	471	78.5%
2 People	95	15.8%
3 People	19	3.2%
4 People	9	1.5%
5 People	2	0.3%
6 People	2	0.3%
7+ People	2	0.3%
Average Nonfamily Size	1.29	
Population by Relationship and Household Type		
Total	3,358	100.0%
In Households	3,299	98.2%
In Family Households	2,526	75.2%
Householder	723	21.5%
Spouse	374	11.1%
Child	1,124	33.5%
Other relative	201	6.0%
Nonrelative	105	3.1%
In Nonfamily Households	772	23.0%
In Group Quarters	59	1.8%
Institutionalized Population	56	1.7%
Noninstitutionalized Population	4	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Family Households by Age of Householder		
Total	761	100.0%
Householder Age 15 - 44	453	59.5%
Householder Age 45 - 54	139	18.3%
Householder Age 55 - 64	102	13.4%
Householder Age 65 - 74	40	5.3%
Householder Age 75+	27	3.5%
Nonfamily Households by Age of Householder		
Total	598	100.0%
Householder Age 15 - 44	232	38.8%
Householder Age 45 - 54	112	18.7%
Householder Age 55 - 64	101	16.9%
Householder Age 65 - 74	54	9.0%
Householder Age 75+	99	16.6%
Households by Race of Householder		
Total	1,359	100.0%
Householder is White Alone	567	41.7%
Householder is Black Alone	454	33.4%
Householder is American Indian Alone	11	0.8%
Householder is Asian Alone	185	13.6%
Householder is Pacific Islander Alone	11	0.8%
Householder is Some Other Race Alone	67	4.9%
Householder is Two or More Races	64	4.7%
Households with Hispanic Householder	125	9.2%
Husband-wife Families by Race of Householder		
Total	388	100.0%
Householder is White Alone	146	37.6%
Householder is Black Alone	104	26.8%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	99	25.5%
Householder is Pacific Islander Alone	3	0.8%
Householder is Some Other Race Alone	22	5.7%
Householder is Two or More Races	13	3.4%
Husband-wife Families with Hispanic Householder	41	10.6%
Other Families (No Spouse) by Race of Householder		
Total	374	100.0%
Householder is White Alone	72	19.3%
Householder is Black Alone	201	53.7%
Householder is American Indian Alone	5	1.3%
Householder is Asian Alone	34	9.1%
Householder is Pacific Islander Alone	6	1.6%
Householder is Some Other Race Alone	25	6.7%
Householder is Two or More Races	31	8.3%
Other Families with Hispanic Householder	43	11.6%
Nonfamily Households by Race of Householder		
Total	599	100.0%
Householder is White Alone	349	58.3%
Householder is Black Alone	149	24.9%
Householder is American Indian Alone	5	0.8%
Householder is Asian Alone	53	8.8%
Householder is Pacific Islander Alone	2	0.3%
Householder is Some Other Race Alone	21	3.5%
Householder is Two or More Races	20	3.3%
Nonfamily Households with Hispanic Householder	40	6.7%

Total Housing Units by Occupancy		
Total	1,472	100.0%
Occupied Housing Units	1,358	92.3%
Vacant Housing Units		
For Rent	86	5.8%
Rented, not Occupied	3	0.2%
For Sale Only	9	0.6%
Sold, not Occupied	0	0.0%
For Seasonal/Recreational/Occasional Use	2	0.1%
For Migrant Workers	0	0.0%
Other Vacant	14	1.0%
Total Vacancy Rate	6.8%	
Households by Tenure and Mortgage Status		
Total	1,358	100.0%
Owner Occupied	341	25.1%
Owned with a Mortgage/Loan	275	20.3%
Owned Free and Clear	66	4.9%
Average Household Size	2.56	
Renter Occupied	1,017	74.9%
Average Household Size	2.39	
Owner-occupied Housing Units by Race of Householder		
Total	341	100.0%
Householder is White Alone	191	56.0%
Householder is Black Alone	41	12.0%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	91	26.7%
Householder is Pacific Islander Alone	2	0.6%
Householder is Some Other Race Alone	6	1.8%
Householder is Two or More Races	9	2.6%
Owner-occupied Housing Units with Hispanic Householder	15	4.4%
Renter-occupied Housing Units by Race of Householder		
Total	1,016	100.0%
Householder is White Alone	375	36.9%
Householder is Black Alone	413	40.7%
Householder is American Indian Alone	10	1.0%
Householder is Asian Alone	94	9.3%
Householder is Pacific Islander Alone	8	0.8%
Householder is Some Other Race Alone	61	6.0%
Householder is Two or More Races	55	5.4%
Renter-occupied Housing Units with Hispanic Householder	110	10.8%
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	1.91	
Householder is Black Alone	2.64	
Householder is American Indian Alone	2.36	
Householder is Asian Alone	2.94	
Householder is Pacific Islander Alone	3.55	
Householder is Some Other Race Alone	3.22	
Householder is Two or More Races	2.95	
Householder is Hispanic	3.20	

Source: U.S. Census Bureau, Census 2010 Summary File 1.

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	3,520		331	High
Total Households	1,467		106	High
Total Housing Units	1,557		105	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	2,737	100.0%	215	High
Never married	1,149	42.0%	197	High
Married	940	34.3%	118	High
Widowed	171	6.2%	40	Medium
Divorced	478	17.5%	89	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	3,319	100.0%	293	High
Enrolled in school	895	27.0%	212	High
Enrolled in nursery school, preschool	106	3.2%	102	Medium
Public school	106	3.2%	102	Medium
Private school	0	0.0%	0	
Enrolled in kindergarten	25	0.8%	72	Medium
Public school	25	0.8%	72	Medium
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	170	5.1%	122	Medium
Public school	170	5.1%	122	Medium
Private school	0	0.0%	0	
Enrolled in grade 5 to grade 8	166	5.0%	98	Medium
Public school	166	5.0%	98	Medium
Private school	0	0.0%	0	
Enrolled in grade 9 to grade 12	112	3.4%	59	Medium
Public school	93	2.8%	69	Medium
Private school	19	0.6%	34	Medium
Enrolled in college undergraduate years	261	7.9%	89	High
Public school	243	7.3%	90	High
Private school	18	0.5%	23	Medium
Enrolled in graduate or professional school	55	1.7%	28	High
Public school	41	1.2%	21	High
Private school	14	0.4%	28	Medium
Not enrolled in school	2,424	73.0%	213	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	2,159	100.0%	164	High
No schooling completed	26	1.2%	47	Medium
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	33	1.5%	56	Medium
5-8th Grade	105	4.9%	67	High
Some High School	203	9.4%	79	High
High School Diploma	467	21.6%	97	High
GED	75	3.5%	85	Medium
Some College	512	23.7%	81	High
Associate's degree	192	8.9%	57	High
Bachelor's degree	328	15.2%	70	High
Master's degree	144	6.7%	49	High
Professional school degree	64	3.0%	59	Medium
Doctorate degree	10	0.5%	50	Medium

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	3,173	100.0%	263	
5 to 17 years				
Speak only English	238	7.5%	96	
Speak Spanish	91	2.9%	153	
Speak English "very well" or "well"	91	2.9%	156	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	24	0.8%	60	
Speak English "very well" or "well"	24	0.8%	58	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	142	4.5%	201	
Speak English "very well" or "well"	142	4.5%	201	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	1,307	41.2%	169	
Speak Spanish	372	11.7%	258	
Speak English "very well" or "well"	216	6.8%	209	
Speak English "not well"	151	4.8%	173	
Speak English "not at all"	5	0.2%	15	
Speak other Indo-European languages	45	1.4%	89	
Speak English "very well" or "well"	36	1.1%	81	
Speak English "not well"	9	0.3%	28	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	301	9.5%	84	
Speak English "very well" or "well"	252	7.9%	75	
Speak English "not well"	38	1.2%	20	
Speak English "not at all"	10	0.3%	10	
Speak other languages	245	7.7%	184	
Speak English "very well" or "well"	181	5.7%	165	
Speak English "not well"	64	2.0%	45	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	349	11.0%	103	
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	4	0.1%	10	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	4	0.1%	10	
Speak Asian and Pacific Island languages	40	1.3%	25	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	22	0.7%	19	
Speak English "not at all"	18	0.6%	35	
Speak other languages	16	0.5%	45	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	16	0.5%	45	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability:  high  medium  low

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	1,555	100.0%	173	High
Worked in state and in county of residence	1,524	98.0%	172	High
Worked in state and outside county of residence	31	2.0%	18	Medium
Worked outside state of residence	0	0.0%	0	
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	1,555	100.0%	173	High
Drove alone	948	61.0%	126	High
Carpooled	297	19.1%	123	Medium
Public transportation (excluding taxicab)	139	8.9%	54	Medium
Bus or trolley bus	139	8.9%	54	Medium
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	40	2.6%	82	Low
Motorcycle	0	0.0%	0	
Bicycle	0	0.0%	0	
Walked	68	4.4%	49	Low
Other means	9	0.6%	28	Low
Worked at home	53	3.4%	58	Low
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	1,502	100.0%	171	High
Less than 5 minutes	31	2.1%	72	Low
5 to 9 minutes	101	6.7%	53	Medium
10 to 14 minutes	153	10.2%	67	Medium
15 to 19 minutes	224	14.9%	78	Medium
20 to 24 minutes	202	13.4%	50	Medium
25 to 29 minutes	108	7.2%	73	Low
30 to 34 minutes	360	24.0%	108	Medium
35 to 39 minutes	18	1.2%	24	Low
40 to 44 minutes	86	5.7%	45	Medium
45 to 59 minutes	112	7.5%	56	Medium
60 to 89 minutes	70	4.7%	33	Medium
90 or more minutes	37	2.5%	39	Low
Average Travel Time to Work (in minutes)	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	1,597	100.0%	176	High
Management	103	6.4%	46	Medium
Business and financial operations	8	0.5%	11	Low
Computer and mathematical	103	6.4%	65	Medium
Architecture and engineering	25	1.6%	29	Low
Life, physical, and social science	0	0.0%	0	
Community and social services	16	1.0%	37	Low
Legal	50	3.1%	66	Low
Education, training, and library	69	4.3%	43	Medium
Arts, design, entertainment, sports, and media	0	0.0%	0	
Healthcare practitioner, technologists, and technicians	27	1.7%	16	Medium
Healthcare support	90	5.6%	59	Medium
Protective service	28	1.8%	88	Low
Food preparation and serving related	125	7.8%	61	Medium
Building and grounds cleaning and maintenance	63	3.9%	45	Low
Personal care and service	76	4.8%	48	Medium
Sales and related	194	12.1%	69	Medium
Office and administrative support	151	9.5%	94	Medium
Farming, fishing, and forestry	0	0.0%	0	
Construction and extraction	82	5.1%	101	Low
Installation, maintenance, and repair	45	2.8%	67	Low
Production	218	13.7%	112	Medium
Transportation and material moving	124	7.8%	43	Medium
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	1,597	100.0%	176	High
Agriculture, forestry, fishing and hunting	0	0.0%	0	
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	76	4.8%	63	Low
Manufacturing	200	12.5%	77	Medium
Wholesale trade	74	4.6%	42	Medium
Retail trade	215	13.5%	65	Medium
Transportation and warehousing	81	5.1%	39	Medium
Utilities	7	0.4%	21	Low
Information	80	5.0%	62	Low
Finance and insurance	23	1.4%	20	Low
Real estate and rental and leasing	81	5.1%	38	Medium
Professional, scientific, and technical services	54	3.4%	100	Low
Management of companies and enterprises	40	2.5%	82	Low
Administrative and support and waste management services	70	4.4%	62	Low
Educational services	93	5.8%	62	Low
Health care and social assistance	226	14.2%	77	Medium
Arts, entertainment, and recreation	23	1.4%	29	Low
Accommodation and food services	113	7.1%	67	Medium
Other services, except public administration	102	6.4%	84	Low
Public administration	38	2.4%	68	Low
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	1,057	100.0%	130	High
Own children under 6 years only	116	11.0%	91	Low
In labor force	93	8.8%	74	Low
Not in labor force	24	2.3%	61	Low
Own children under 6 years and 6 to 17 years	98	9.3%	48	Medium
In labor force	88	8.3%	43	Medium
Not in labor force	10	0.9%	27	Low
Own children 6 to 17 years only	90	8.5%	78	Low
In labor force	68	6.4%	71	Low
Not in labor force	22	2.1%	39	Low
No own children under 18 years	753	71.2%	133	High
In labor force	572	54.1%	118	Medium
Not in labor force	181	17.1%	63	Medium

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	3,457	100.0%	333	
Under .50	375	10.8%	328	
.50 to .99	400	11.6%	257	
1.00 to 1.24	152	4.4%	222	
1.25 to 1.49	171	4.9%	118	
1.50 to 1.84	386	11.2%	268	
1.85 to 1.99	196	5.7%	76	
2.00 and over	1,777	51.4%	221	
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	3,456	100.0%	333	
Under 18 years:	842	24.4%	308	
One Type of Health Insurance:	782	22.6%	296	
Employer-Based Health Ins Only	252	7.3%	115	
Direct-Purchase Health Ins Only	0	0.0%	0	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	529	15.3%	327	
TRICARE/Military Hlth Cov Only	2	0.1%	27	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	5	0.1%	15	
No Health Insurance Coverage	55	1.6%	117	
18 to 34 years:	1,185	34.3%	199	
One Type of Health Insurance:	587	17.0%	158	
Employer-Based Health Ins Only	526	15.2%	161	
Direct-Purchase Health Ins Only	11	0.3%	32	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	33	1.0%	48	
TRICARE/Military Hlth Cov Only	7	0.2%	21	
VA Health Care Only	10	0.3%	46	
2+ Types of Health Insurance	17	0.5%	40	
No Health Insurance Coverage	580	16.8%	205	
35 to 64 years:	1,074	31.1%	135	
One Type of Health Insurance:	823	23.8%	113	
Employer-Based Health Ins Only	670	19.4%	95	
Direct-Purchase Health Ins Only	11	0.3%	23	
Medicare Coverage Only	16	0.5%	32	
Medicaid Coverage Only	127	3.7%	89	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	90	2.6%	30	
No Health Insurance Coverage	161	4.7%	82	
65+ years:	355	10.3%	92	
One Type of Health Insurance:	59	1.7%	59	
Employer-Based Health Ins Only	0	0.0%	0	
Direct-Purchase Health Ins Only	0	0.0%	0	
Medicare Coverage Only	59	1.7%	59	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	286	8.3%	76	
No Health Insurance Coverage	10	0.3%	29	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability:  high  medium  low

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	2,678	100.0%	210	■■■
Veteran	218	8.1%	66	■■
Nonveteran	2,460	91.9%	208	■■■
Male	1,383	51.6%	167	■■■
Veteran	191	7.1%	60	■■
Nonveteran	1,192	44.5%	171	■■■
Female	1,295	48.4%	122	■■■
Veteran	27	1.0%	33	■
Nonveteran	1,268	47.3%	123	■■■
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	218	100.0%	66	■■
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	7	3.2%	21	■
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	■■
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	28	12.8%	39	■
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	51	23.4%	32	■■
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	4	1.8%	10	■
Korean War and World War II, no Vietnam Era	0	0.0%	0	
World War II, no Korean War, no Vietnam Era	32	14.7%	37	■
Between Gulf War and Vietnam Era only	19	8.7%	31	■
Between Vietnam Era and Korean War only	76	34.9%	61	■
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	1,467	100.0%	106	■■■
Income in the past 12 months below poverty level	286	19.5%	111	■■
Married-couple family	64	4.4%	59	■
Other family - male householder (no wife present)	0	0.0%	0	
Other family - female householder (no husband present)	77	5.2%	90	■
Nonfamily household - male householder	51	3.5%	69	■
Nonfamily household - female householder	94	6.4%	44	■■
Income in the past 12 months at or above poverty level	1,181	80.5%	100	■■■
Married-couple family	323	22.0%	65	■■
Other family - male householder (no wife present)	77	5.2%	78	■
Other family - female householder (no husband present)	170	11.6%	85	■■
Nonfamily household - male householder	361	24.6%	79	■■
Nonfamily household - female householder	250	17.0%	64	■■

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	1,467	100.0%	106	High
Less than \$10,000	115	7.8%	65	Medium
\$10,000 to \$14,999	126	8.6%	92	Low
\$15,000 to \$19,999	125	8.5%	49	Medium
\$20,000 to \$24,999	110	7.5%	56	Medium
\$25,000 to \$29,999	61	4.2%	45	Low
\$30,000 to \$34,999	94	6.4%	66	Low
\$35,000 to \$39,999	100	6.8%	50	Medium
\$40,000 to \$44,999	89	6.1%	52	Medium
\$45,000 to \$49,999	66	4.5%	62	Low
\$50,000 to \$59,999	37	2.5%	24	Medium
\$60,000 to \$74,999	137	9.3%	48	Medium
\$75,000 to \$99,999	187	12.7%	65	Medium
\$100,000 to \$124,999	62	4.2%	23	Medium
\$125,000 to \$149,999	87	5.9%	46	Medium
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	71	4.8%	67	Low
Median Household Income	\$40,125		N/A	
Average Household Income	\$65,900		\$15,944	Medium
Per Capita Income	\$27,846		\$6,848	Medium
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	153	100.0%	61	Medium
Less than \$10,000	56	36.6%	54	Low
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	31	20.3%	62	Low
\$20,000 to \$24,999	7	4.6%	20	Low
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$74,999	0	0.0%	0	
\$75,000 to \$99,999	59	38.6%	47	Low
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHR <25	\$17,911		N/A	
Average Household Income for HHR <25	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY				
Total	621	100.0%	131	■ ■
Less than \$10,000	20	3.2%	46	■
\$10,000 to \$14,999	88	14.2%	119	■
\$15,000 to \$19,999	9	1.4%	22	■
\$20,000 to \$24,999	70	11.3%	68	■
\$25,000 to \$29,999	29	4.7%	75	■
\$30,000 to \$34,999	59	9.5%	85	■
\$35,000 to \$39,999	39	6.3%	67	■
\$40,000 to \$44,999	29	4.7%	75	■
\$45,000 to \$49,999	13	2.1%	18	■
\$50,000 to \$59,999	20	3.2%	28	■
\$60,000 to \$74,999	49	7.9%	68	■
\$75,000 to \$99,999	81	13.0%	47	■ ■
\$100,000 to \$124,999	27	4.3%	18	■
\$125,000 to \$149,999	25	4.0%	21	■
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	62	10.0%	75	■
Median Household Income for HHr 25-44	\$39,426		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	474	100.0%	77	■ ■ ■
Less than \$10,000	23	4.9%	26	■
\$10,000 to \$14,999	26	5.5%	16	■ ■
\$15,000 to \$19,999	45	9.5%	39	■
\$20,000 to \$24,999	29	6.1%	45	■
\$25,000 to \$29,999	13	2.7%	12	■
\$30,000 to \$34,999	31	6.5%	42	■
\$35,000 to \$39,999	39	8.2%	89	■
\$40,000 to \$44,999	9	1.9%	23	■
\$45,000 to \$49,999	53	11.2%	61	■
\$50,000 to \$59,999	12	2.5%	16	■
\$60,000 to \$74,999	73	15.4%	26	■ ■
\$75,000 to \$99,999	44	9.3%	58	■
\$100,000 to \$124,999	12	2.5%	15	■
\$125,000 to \$149,999	55	11.6%	49	■
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	9	1.9%	53	■
Median Household Income for HHr 45-64	\$46,830		N/A	
Average Household Income for HHr 45-64	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: ■ ■ ■ high ■ ■ medium ■ low

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	219	100.0%	65	
Less than \$10,000	17	7.8%	46	
\$10,000 to \$14,999	11	5.0%	24	
\$15,000 to \$19,999	40	18.3%	33	
\$20,000 to \$24,999	3	1.4%	28	
\$25,000 to \$29,999	18	8.2%	18	
\$30,000 to \$34,999	4	1.8%	20	
\$35,000 to \$39,999	21	9.6%	22	
\$40,000 to \$44,999	51	23.3%	69	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	5	2.3%	27	
\$60,000 to \$74,999	15	6.8%	17	
\$75,000 to \$99,999	3	1.4%	18	
\$100,000 to \$124,999	23	10.5%	15	
\$125,000 to \$149,999	8	3.7%	32	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr 65+	\$38,789		N/A	
Average Household Income for HHr 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	1,467	100.0%	106	
With public assistance income	79	5.4%	52	
No public assistance income	1,388	94.6%	109	
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	1,467	100.0%	106	
With Food Stamps/SNAP	360	24.5%	111	
With No Food Stamps/SNAP	1,107	75.5%	94	
HOUSEHOLDS BY DISABILITY STATUS				
Total	1,467	100.0%	106	
With 1+ Persons w/Disability	289	19.7%	56	
With No Person w/Disability	1,178	80.3%	134	

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2013, adjusted for inflation.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

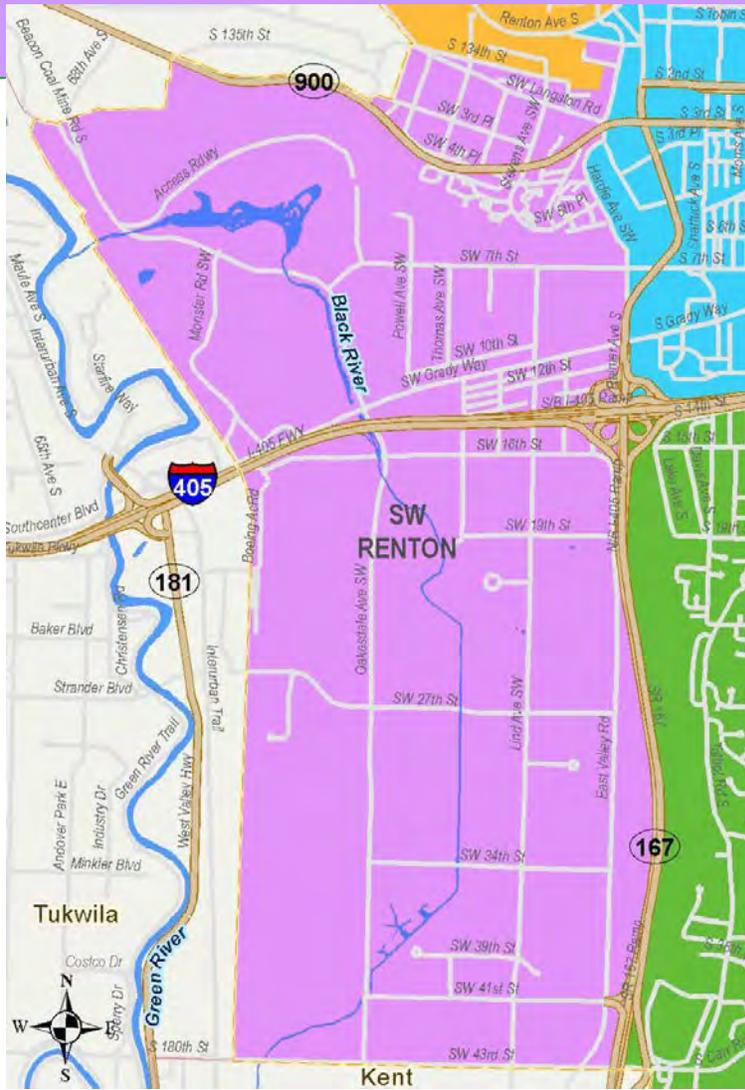
Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

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SW Renton Age

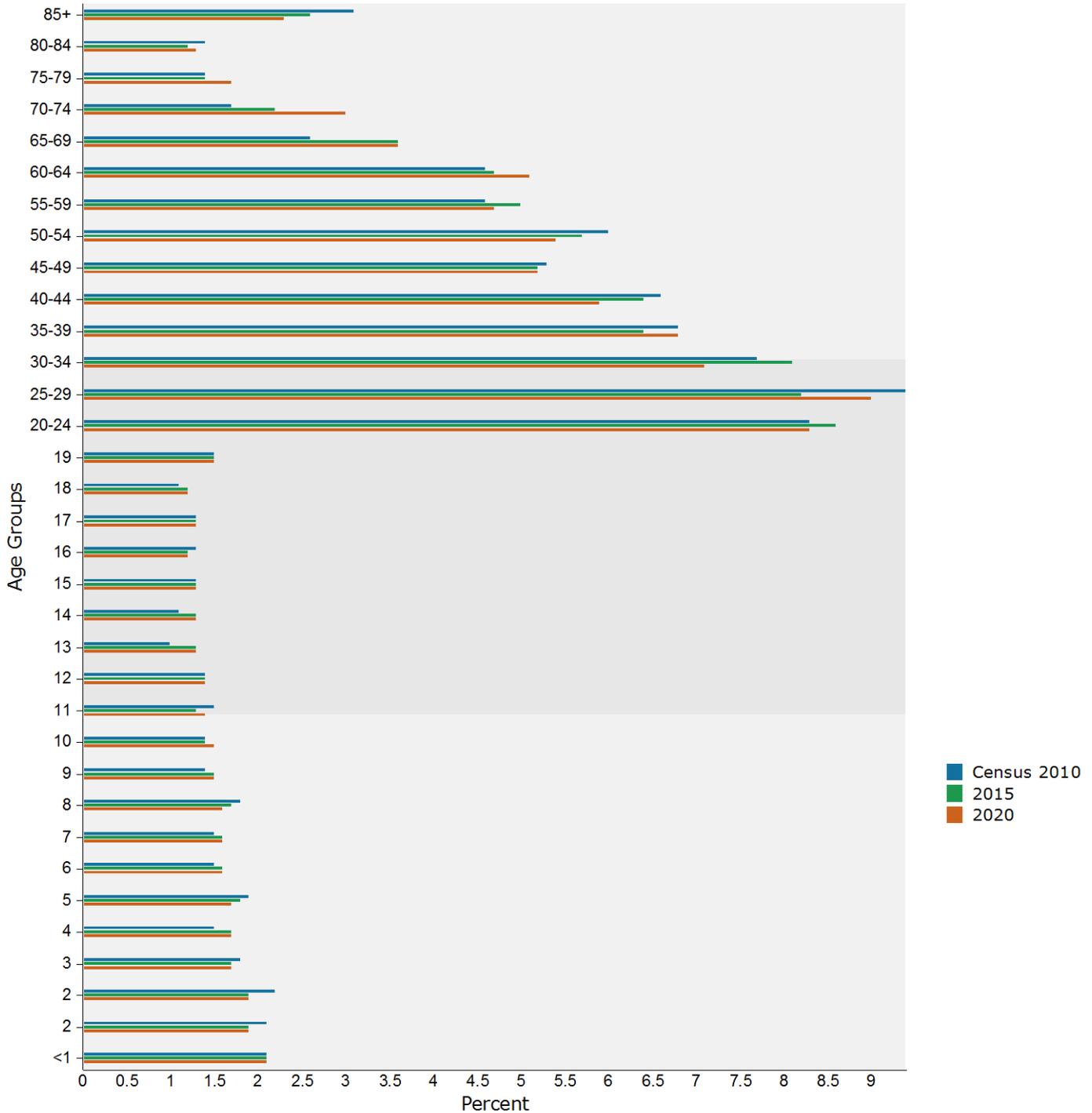


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Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	3,358	3,551	3,834	283	1.55%
Households	1,358	1,405	1,505	100	1.38%
Average Household	2.43	2.49	2.51	0.02	0.16%

Total Population by Detailed Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total	3,357	100.0%	3,549	100.0%	3,835	100.0%
<1	69	2.1%	73	2.1%	81	2.1%
1	70	2.1%	67	1.9%	73	1.9%
2	75	2.2%	67	1.9%	72	1.9%
3	60	1.8%	61	1.7%	65	1.7%
4	52	1.5%	60	1.7%	64	1.7%
5	63	1.9%	65	1.8%	67	1.7%
6	51	1.5%	57	1.6%	61	1.6%
7	50	1.5%	57	1.6%	60	1.6%
8	61	1.8%	59	1.7%	62	1.6%
9	48	1.4%	54	1.5%	57	1.5%
10	47	1.4%	51	1.4%	56	1.5%
11	49	1.5%	47	1.3%	52	1.4%
12	46	1.4%	50	1.4%	54	1.4%
13	35	1.0%	47	1.3%	51	1.3%
14	37	1.1%	45	1.3%	50	1.3%
15	43	1.3%	46	1.3%	49	1.3%
16	42	1.3%	44	1.2%	46	1.2%
17	45	1.3%	46	1.3%	49	1.3%
18	36	1.1%	42	1.2%	46	1.2%
19	51	1.5%	54	1.5%	57	1.5%
20 - 24	278	8.3%	305	8.6%	320	8.3%
25 - 29	315	9.4%	291	8.2%	344	9.0%
30 - 34	257	7.7%	286	8.1%	271	7.1%
35 - 39	229	6.8%	227	6.4%	259	6.8%
40 - 44	220	6.6%	227	6.4%	228	5.9%
45 - 49	177	5.3%	184	5.2%	198	5.2%
50 - 54	200	6.0%	202	5.7%	209	5.4%
55 - 59	154	4.6%	177	5.0%	182	4.7%
60 - 64	154	4.6%	167	4.7%	195	5.1%
65 - 69	87	2.6%	126	3.6%	138	3.6%
70 - 74	58	1.7%	78	2.2%	115	3.0%
75 - 79	48	1.4%	50	1.4%	66	1.7%
80 - 84	46	1.4%	43	1.2%	48	1.3%
85+	104	3.1%	94	2.6%	90	2.3%
<18	945	28.1%	1,000	28.2%	1,068	27.9%
18+	2,414	71.9%	2,553	71.9%	2,767	72.2%
21+	2,268	67.5%	2,397	67.5%	2,603	67.9%
Median Age	31.1		31.5		31.5	

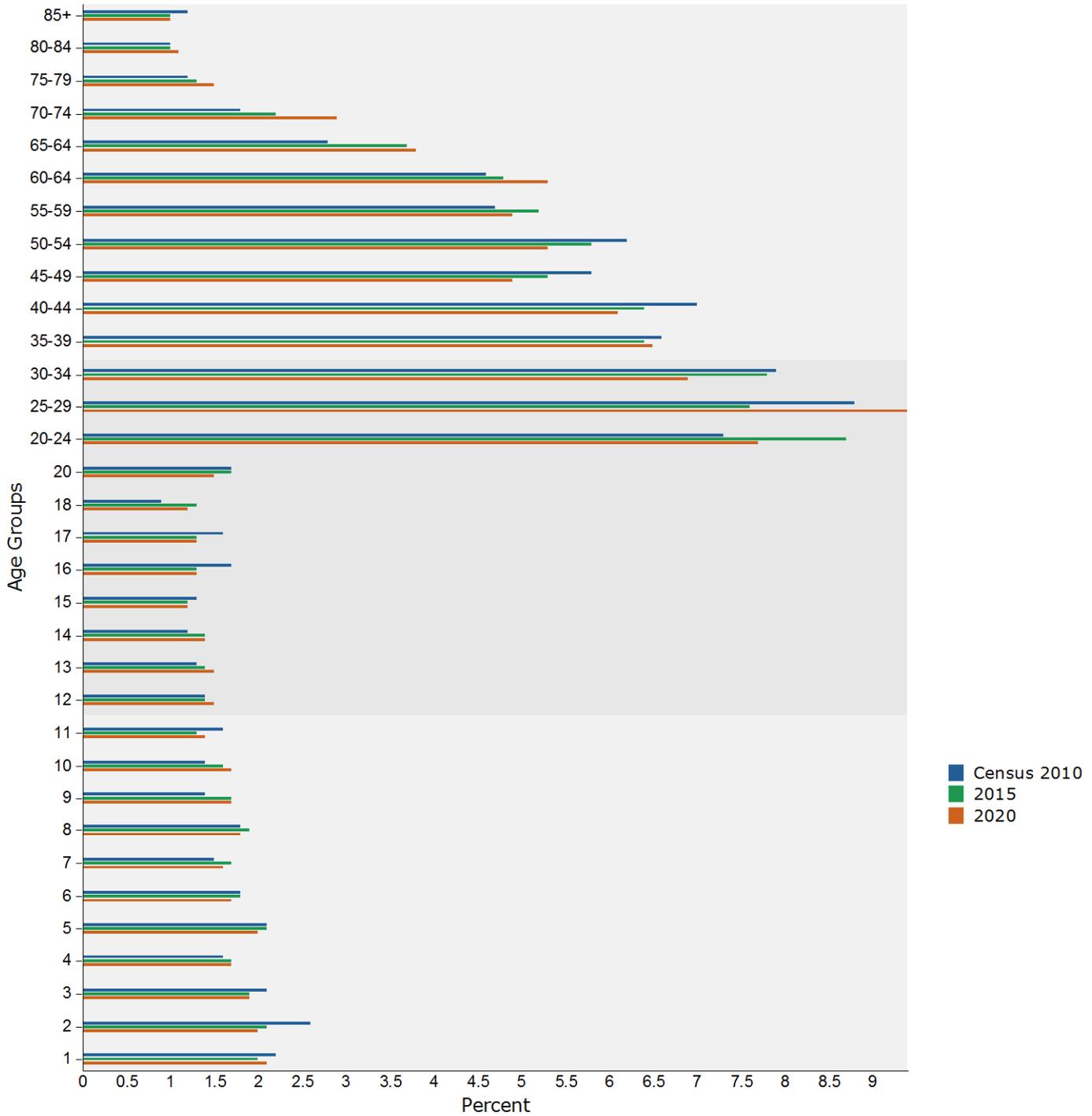
Total Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Male Population by Detailed Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total	1,628	100.0%	1,746	100.0%	1,889	100.0%
<1	31	1.9%	37	2.1%	41	2.2%
1	36	2.2%	35	2.0%	39	2.1%
2	42	2.6%	36	2.1%	38	2.0%
3	34	2.1%	33	1.9%	35	1.9%
4	26	1.6%	30	1.7%	33	1.7%
5	34	2.1%	37	2.1%	37	2.0%
6	30	1.8%	32	1.8%	33	1.7%
7	25	1.5%	29	1.7%	30	1.6%
8	29	1.8%	33	1.9%	34	1.8%
9	22	1.4%	30	1.7%	32	1.7%
10	23	1.4%	28	1.6%	32	1.7%
11	26	1.6%	23	1.3%	27	1.4%
12	22	1.4%	24	1.4%	28	1.5%
13	21	1.3%	24	1.4%	29	1.5%
14	20	1.2%	24	1.4%	27	1.4%
15	21	1.3%	21	1.2%	23	1.2%
16	28	1.7%	23	1.3%	24	1.3%
17	26	1.6%	23	1.3%	24	1.3%
18	15	0.9%	22	1.3%	23	1.2%
19	27	1.7%	29	1.7%	29	1.5%
20 - 24	119	7.3%	152	8.7%	146	7.7%
25 - 29	144	8.8%	133	7.6%	177	9.4%
30 - 34	128	7.9%	137	7.8%	130	6.9%
35 - 39	107	6.6%	112	6.4%	122	6.5%
40 - 44	114	7.0%	111	6.4%	116	6.1%
45 - 49	95	5.8%	92	5.3%	93	4.9%
50 - 54	101	6.2%	102	5.8%	100	5.3%
55 - 59	77	4.7%	91	5.2%	93	4.9%
60 - 64	75	4.6%	84	4.8%	100	5.3%
65 - 69	46	2.8%	64	3.7%	72	3.8%
70 - 74	29	1.8%	38	2.2%	54	2.9%
75 - 79	19	1.2%	22	1.3%	29	1.5%
80 - 84	17	1.0%	17	1.0%	21	1.1%
85+	19	1.2%	18	1.0%	18	1.0%
<18	497	30.5%	522	29.9%	566	29.9%
18+	1,131	69.5%	1,223	70.1%	1,323	70.0%
21+	1,067	65.6%	1,142	65.4%	1,244	65.8%
Median Age	30.5		30.5		30.1	

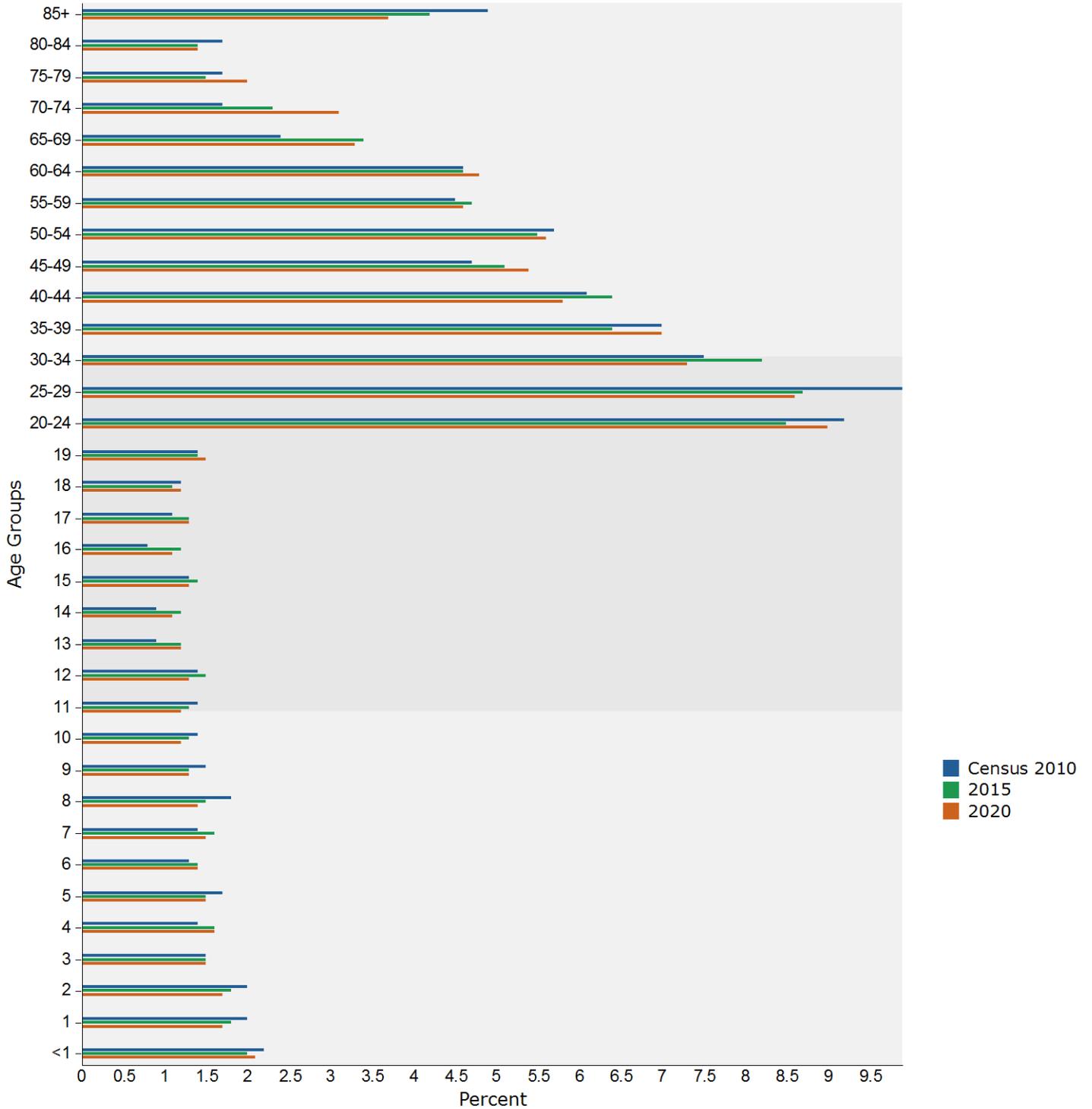
Male Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Estimates for 2015 and 2020.

Female Population by Detailed	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total	1,730	100.0%	1,808	100.0%	1,944	100.0%
<1	38	2.2%	37	2.0%	40	2.1%
1	34	2.0%	32	1.8%	34	1.7%
2	34	2.0%	32	1.8%	34	1.7%
3	26	1.5%	28	1.5%	30	1.5%
4	25	1.4%	29	1.6%	31	1.6%
5	29	1.7%	28	1.5%	30	1.5%
6	22	1.3%	25	1.4%	27	1.4%
7	25	1.4%	29	1.6%	30	1.5%
8	31	1.8%	27	1.5%	27	1.4%
9	26	1.5%	24	1.3%	25	1.3%
10	24	1.4%	23	1.3%	24	1.2%
11	24	1.4%	24	1.3%	24	1.2%
12	24	1.4%	27	1.5%	26	1.3%
13	15	0.9%	22	1.2%	23	1.2%
14	16	0.9%	22	1.2%	22	1.1%
15	22	1.3%	25	1.4%	26	1.3%
16	14	0.8%	21	1.2%	22	1.1%
17	19	1.1%	23	1.3%	25	1.3%
18	21	1.2%	20	1.1%	23	1.2%
19	24	1.4%	26	1.4%	29	1.5%
20 - 24	159	9.2%	153	8.5%	174	9.0%
25 - 29	171	9.9%	158	8.7%	167	8.6%
30 - 34	129	7.5%	149	8.2%	141	7.3%
35 - 39	121	7.0%	115	6.4%	137	7.0%
40 - 44	106	6.1%	116	6.4%	112	5.8%
45 - 49	82	4.7%	92	5.1%	105	5.4%
50 - 54	99	5.7%	100	5.5%	109	5.6%
55 - 59	77	4.5%	85	4.7%	89	4.6%
60 - 64	79	4.6%	83	4.6%	94	4.8%
65 - 69	41	2.4%	62	3.4%	65	3.3%
70 - 74	30	1.7%	41	2.3%	61	3.1%
75 - 79	29	1.7%	28	1.5%	38	2.0%
80 - 84	29	1.7%	26	1.4%	28	1.4%
85+	85	4.9%	76	4.2%	72	3.7%
<18	447	25.8%	478	26.5%	502	25.8%
18+	1,283	74.1%	1,330	73.6%	1,444	74.3%
21+	1,202	69.4%	1,255	69.5%	1,359	69.9%
Median Age	31.7		32.3		32.8	

Female Population by Detailed Age



Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	3,358	3,551	3,834	283	1.55%
Households	1,358	1,405	1,505	100	1.38%
Average Household	2.43	2.49	2.51	0.02	0.16%
Median Age	31.1	31.5	31.5	0.0	0.00%
Median Male Age	30.5	30.5	30.1	-0.4	-0.26%
Median Female Age	31.7	32.3	32.8	0.5	0.31%

Total Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total	3,357	100.0%	3,553	100.0%	3,833	100.0%
0 - 4	327	9.7%	329	9.3%	355	9.3%
5 - 9	273	8.1%	294	8.3%	307	8.0%
10 - 14	215	6.4%	241	6.8%	262	6.8%
15 - 19	217	6.5%	232	6.5%	246	6.4%
20 - 24	278	8.3%	305	8.6%	320	8.3%
25 - 29	315	9.4%	291	8.2%	344	9.0%
30 - 34	257	7.7%	286	8.0%	271	7.1%
35 - 39	229	6.8%	227	6.4%	259	6.8%
40 - 44	220	6.6%	227	6.4%	228	5.9%
45 - 49	177	5.3%	184	5.2%	198	5.2%
50 - 54	200	6.0%	202	5.7%	209	5.5%
55 - 59	154	4.6%	177	5.0%	182	4.7%
60 - 64	154	4.6%	167	4.7%	195	5.1%
65 - 69	87	2.6%	126	3.5%	138	3.6%
70 - 74	58	1.7%	78	2.2%	115	3.0%
75 - 79	48	1.4%	50	1.4%	66	1.7%
80 - 84	46	1.4%	43	1.2%	48	1.3%
85+	104	3.1%	94	2.6%	90	2.3%
18+	2,414	71.9%	2,553	71.9%	2,767	72.2%
21+	2,268	67.5%	2,397	67.5%	2,603	67.9%

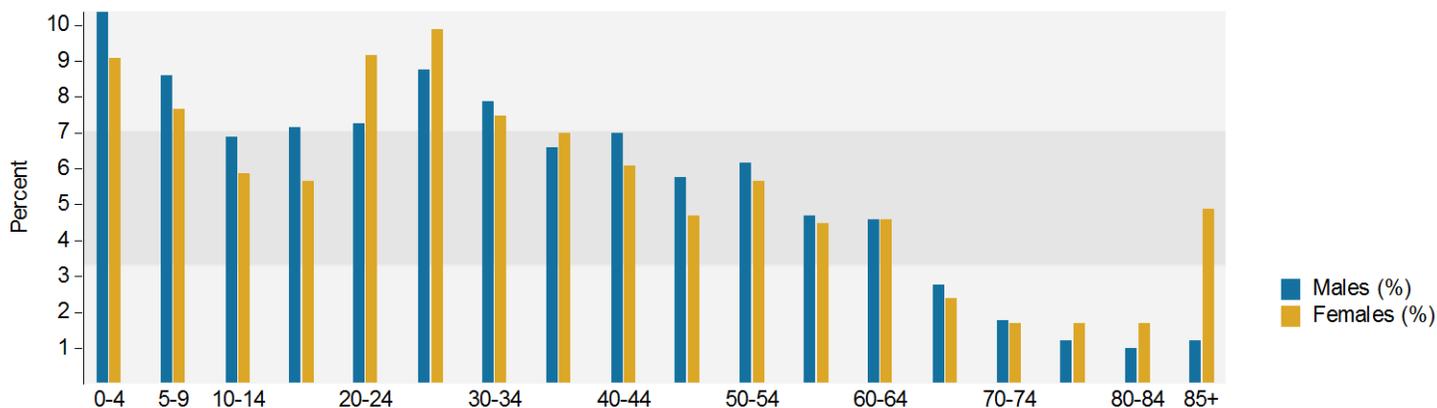
Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

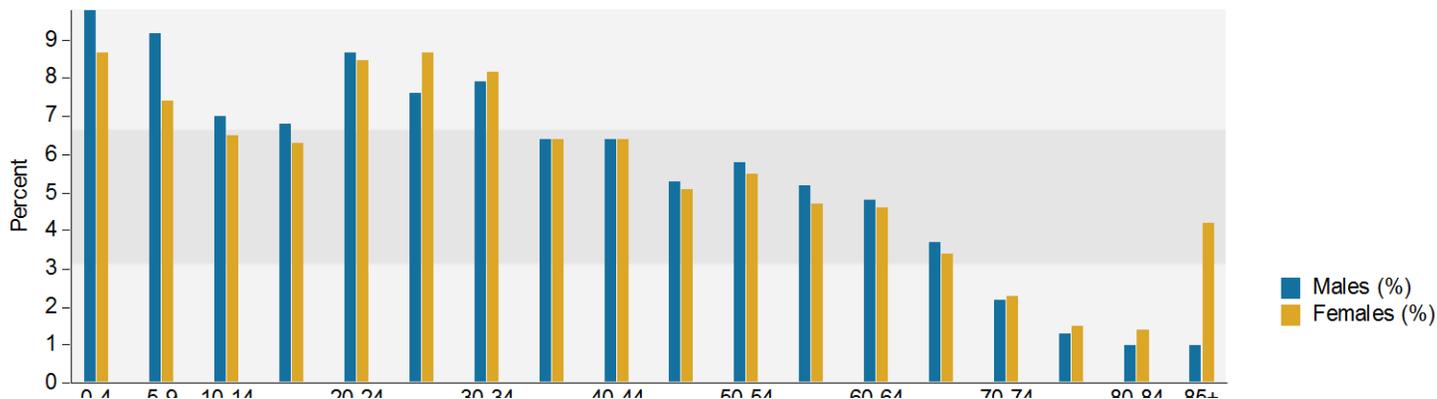
Male Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total	1,629	100.0%	1,745	100.0%	1,891	100.0%
0 - 4	170	10.4%	171	9.8%	185	9.8%
5 - 9	140	8.6%	161	9.2%	167	8.8%
10 - 14	112	6.9%	123	7.0%	143	7.6%
15 - 19	117	7.2%	118	6.8%	123	6.5%
20 - 24	119	7.3%	152	8.7%	146	7.7%
25 - 29	144	8.8%	133	7.6%	177	9.4%
30 - 34	128	7.9%	137	7.9%	130	6.9%
35 - 39	107	6.6%	112	6.4%	122	6.5%
40 - 44	114	7.0%	111	6.4%	116	6.1%
45 - 49	95	5.8%	92	5.3%	93	4.9%
50 - 54	101	6.2%	102	5.8%	100	5.3%
55 - 59	77	4.7%	91	5.2%	93	4.9%
60 - 64	75	4.6%	84	4.8%	100	5.3%
65 - 69	46	2.8%	64	3.7%	72	3.8%
70 - 74	29	1.8%	38	2.2%	54	2.9%
75 - 79	19	1.2%	22	1.3%	29	1.5%
80 - 84	17	1.0%	17	1.0%	21	1.1%
85+	19	1.2%	18	1.0%	18	1.0%
18+	1,131	69.5%	1,223	70.1%	1,323	70.0%

Female Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total	1,728	100.0%	1,807	100.0%	1,944	100.0%
0 - 4	157	9.1%	158	8.7%	170	8.7%
5 - 9	133	7.7%	133	7.4%	140	7.2%
10 - 14	102	5.9%	118	6.5%	119	6.1%
15 - 19	99	5.7%	114	6.3%	124	6.4%
20 - 24	159	9.2%	153	8.5%	174	9.0%
25 - 29	171	9.9%	158	8.7%	167	8.6%
30 - 34	129	7.5%	149	8.2%	141	7.3%
35 - 39	121	7.0%	115	6.4%	137	7.0%
40 - 44	106	6.1%	116	6.4%	112	5.8%
45 - 49	82	4.7%	92	5.1%	105	5.4%
50 - 54	99	5.7%	100	5.5%	109	5.6%
55 - 59	77	4.5%	85	4.7%	89	4.6%
60 - 64	79	4.6%	83	4.6%	94	4.8%
65 - 69	41	2.4%	62	3.4%	65	3.3%
70 - 74	30	1.7%	41	2.3%	61	3.1%
75 - 79	29	1.7%	28	1.5%	38	2.0%
80 - 84	29	1.7%	26	1.4%	28	1.4%
85+	85	4.9%	76	4.2%	72	3.7%
18+	1,283	74.1%	1,330	73.6%	1,444	74.3%

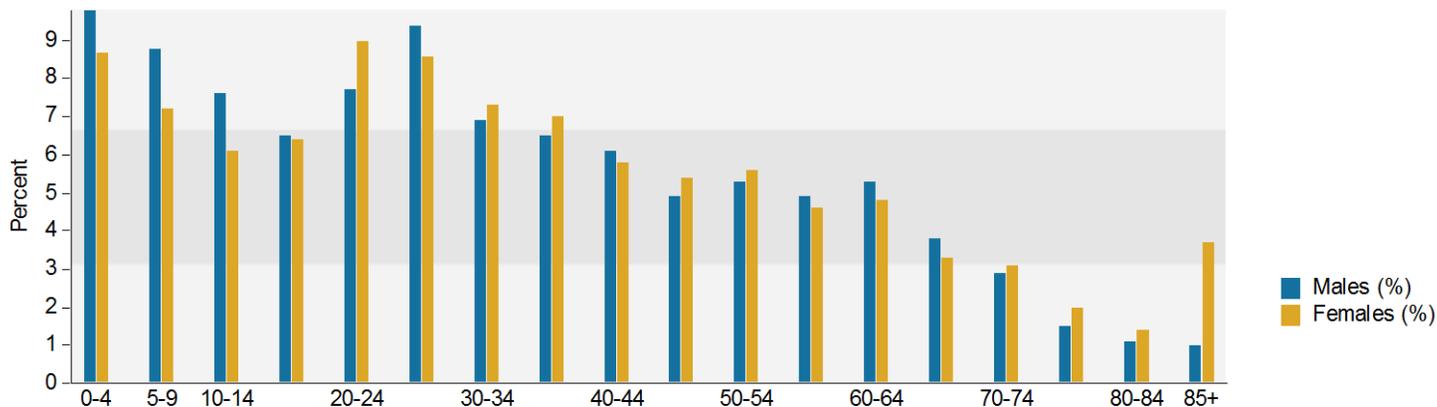
Census 2010 Population by Age and Sex



2015 Population by Age and Sex



2020 Population by Age and Sex



Demographic Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Total Population	3,358	3,551	3,834	283	1.55%
Population 50+	851	937	1,043	106	2.17%
Median Age	31.1	31.5	31.5	0.0	0.00%
Households	1,358	1,405	1,505	100	1.38%
% Householders 55+	31.1%	33.3%	34.7%	1.4	0.83%
Owner/Renter Ratio	0.3	0.3	0.3	0.0	0.00%
Median Home Value	-	\$296,930	\$357,732	\$60,802	3.80%
Average Home Value	-	\$379,721	\$442,234	\$62,513	3.09%
Median Household Income	-	\$47,365	\$54,421	\$7,056	2.82%
Median Household Income for Householder 55+	-	\$37,918	\$43,106	\$5,188	2.60%

Population by Age and Sex

Male Population	Census 2010		2015		2020	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	383	100.0%	436	100.0%	487	100.0%
50-54	101	26.4%	102	23.4%	100	20.5%
55-59	77	20.1%	91	20.9%	93	19.1%
60-64	75	19.6%	84	19.3%	100	20.5%
65-69	46	12.0%	64	14.7%	72	14.8%
70-74	29	7.6%	38	8.7%	54	11.1%
75-79	19	5.0%	22	5.0%	29	6.0%
80-84	17	4.4%	17	3.9%	21	4.3%
85+	19	5.0%	18	4.1%	18	3.7%

Female	Census 2010		2015		2020	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	469	100.0%	501	100.0%	556	100.0%
50-54	99	21.1%	100	20.0%	109	19.6%
55-59	77	16.4%	85	17.0%	89	16.0%
60-64	79	16.8%	83	16.6%	94	16.9%
65-69	41	8.7%	62	12.4%	65	11.7%
70-74	30	6.4%	41	8.2%	61	11.0%
75-79	29	6.2%	28	5.6%	38	6.8%
80-84	29	6.2%	26	5.2%	28	5.0%
85+	85	18.1%	76	15.2%	72	12.9%

Total Population	Census 2010		2015		2020	
	Number	% of Total	Number	% of Total	Number	% of Total
Total(50+)	851	25.4%	937	26.4%	1,043	27.2%
50-54	200	6.0%	202	5.7%	209	5.5%
55-59	154	4.6%	177	5.0%	182	4.7%
60-64	154	4.6%	167	4.7%	195	5.1%
65-69	87	2.6%	126	3.5%	138	3.6%
70-74	58	1.7%	78	2.2%	115	3.0%
75-79	48	1.4%	50	1.4%	66	1.7%
80-84	46	1.4%	43	1.2%	48	1.3%
85+	104	3.1%	94	2.6%	90	2.3%
65+	343	10.2%	391	11.0%	457	11.9%
75+	198	5.9%	187	5.3%	204	5.3%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.

2015 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	222	100%	131	100%	115	100%	468	100%
<\$15,000	29	13.1%	18	13.7%	14	12.2%	61	13.0%
\$15,000-\$24,999	30	13.5%	28	21.4%	45	39.1%	103	22.0%
\$25,000-\$34,999	25	11.3%	14	10.7%	11	9.6%	50	10.7%
\$35,000-\$49,999	24	10.8%	28	21.4%	24	20.9%	76	16.2%
\$50,000-\$74,999	35	15.8%	18	13.7%	6	5.2%	59	12.6%
\$75,000-\$99,999	32	14.4%	15	11.5%	9	7.8%	56	12.0%
\$100,000-\$149,999	21	9.5%	7	5.3%	6	5.2%	34	7.3%
\$150,000-\$199,999	14	6.3%	1	0.8%	0	0.0%	15	3.2%
\$200,000+	12	5.4%	1	0.8%	0	0.0%	13	2.8%
Median HH Income	\$51,496		\$36,859		\$24,434		\$37,918	
Average HH Income	\$73,621		\$45,750		\$37,914		\$57,167	
2020 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	241	100%	159	100%	123	100%	523	100%
<\$15,000	27	11.2%	21	13.2%	17	13.8%	65	12.4%
\$15,000-\$24,999	22	9.1%	24	15.1%	37	30.1%	83	15.9%
\$25,000-\$34,999	26	10.8%	20	12.6%	12	9.8%	58	11.1%
\$35,000-\$49,999	26	10.8%	36	22.6%	27	22.0%	89	17.0%
\$50,000-\$74,999	36	14.9%	22	13.8%	6	4.9%	64	12.2%
\$75,000-\$99,999	38	15.8%	22	13.8%	13	10.6%	73	14.0%
\$100,000-\$149,999	30	12.4%	11	6.9%	10	8.1%	51	9.8%
\$150,000-\$199,999	18	7.5%	2	1.3%	0	0.0%	20	3.8%
\$200,000+	19	7.9%	1	0.6%	0	0.0%	20	3.8%
Median HH Income	\$61,708		\$39,611		\$30,179		\$43,106	
Average HH Income	\$87,475		\$52,229		\$44,282		\$66,602	

Data Note: Income is reported for July 1, 2015 and represents annual income for the preceding year, expressed in current (2014) dollars, including an adjustment for inflation. Income is reported for July 1, 2020 and represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.

2015 Population 50+ by Race	Number	Percent	% Pop
Total	940	100.0%	26.5%
White Alone	470	50.0%	45.4%
Black Alone	242	25.7%	18.2%
American Indian Alone	8	0.9%	25.8%
Asian Alone	180	19.1%	30.0%
Pacific Islander Alone	10	1.1%	23.8%
Some Other Race Alone	20	2.1%	8.1%
Two or More Races	10	1.1%	3.8%
Hispanic Origin (Any Race)	46	4.9%	9.7%

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	423	100.0%	31.1%
Family Households	169	40.0%	12.4%
Householder Age 55-64	102	24.1%	7.5%
Householder Age 65-74	40	9.5%	2.9%
Householder Age 75-84	19	4.5%	1.4%
Householder Age 85+	8	1.9%	0.6%
Nonfamily Households	254	60.0%	18.7%
Householder Age 55-64	101	23.9%	7.4%
Householder Age 65-74	54	12.8%	4.0%
Householder Age 75-84	35	8.3%	2.6%
Householder Age 85+	64	15.1%	4.7%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	423	100.0%	31.1%
Owner Occupied Housing Units	140	33.1%	10.3%
Householder Age 55-64	76	18.0%	5.6%
Householder Age 65-74	38	9.0%	2.8%
Householder Age 75-84	19	4.5%	1.4%
Householder Age 85+	7	1.7%	0.5%
Renter Occupied Housing Units	283	66.9%	20.8%
Householder Age 55-64	127	30.0%	9.4%
Householder Age 65-74	56	13.2%	4.1%
Householder Age 75-84	35	8.3%	2.6%
Householder Age 85+	65	15.4%	4.8%

Data Note: A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.



Age by Sex by Race Profile

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	3,358	3,551	3,834	283	1.55%
Households	1,358	1,405	1,505	100	1.38%
Median Age	31.1	31.5	31.5	0.0	0.00%
Median Male Age	30.5	30.5	30.1	-0.4	-0.26%
Median Female Age	31.7	32.3	32.8	0.5	0.31%

2015 Hispanic Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	476	100.0%	244	100.0%	232	100.0%
0 - 4	61	12.8%	33	13.5%	29	12.5%
5 - 9	49	10.3%	21	8.6%	28	12.1%
10 - 14	39	8.2%	15	6.1%	24	10.3%
15 - 19	40	8.4%	20	8.2%	19	8.2%
20 - 24	60	12.6%	34	13.9%	26	11.2%
25 - 29	52	10.9%	23	9.4%	29	12.5%
30 - 34	53	11.1%	33	13.5%	20	8.6%
35 - 39	30	6.3%	14	5.7%	16	6.9%
40 - 44	28	5.9%	15	6.1%	13	5.6%
45 - 49	18	3.8%	11	4.5%	7	3.0%
50 - 54	13	2.7%	5	2.0%	8	3.4%
55 - 59	7	1.5%	2	0.8%	4	1.7%
60 - 64	10	2.1%	6	2.5%	3	1.3%
65 - 69	6	1.3%	5	2.0%	1	0.4%
70 - 74	6	1.3%	5	2.0%	1	0.4%
75 - 79	1	0.2%	0	0.0%	1	0.4%
80 - 84	1	0.2%	1	0.4%	1	0.4%
85+	2	0.4%	1	0.4%	2	0.9%
Median Age	24.1		24.9		23.1	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

2015 White Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	1,036	100.0%	529	100.0%	506	100.0%
0 - 4	49	4.7%	27	5.1%	21	4.2%
5 - 9	42	4.1%	24	4.5%	18	3.6%
10 - 14	30	2.9%	16	3.0%	15	3.0%
15 - 19	32	3.1%	18	3.4%	15	3.0%
20 - 24	76	7.3%	37	7.0%	39	7.7%
25 - 29	80	7.7%	47	8.9%	33	6.5%
30 - 34	73	7.0%	37	7.0%	36	7.1%
35 - 39	46	4.4%	27	5.1%	18	3.6%
40 - 44	76	7.3%	45	8.5%	31	6.1%
45 - 49	62	6.0%	33	6.2%	29	5.7%
50 - 54	84	8.1%	47	8.9%	37	7.3%
55 - 59	67	6.5%	31	5.9%	36	7.1%
60 - 64	78	7.5%	41	7.8%	37	7.3%
65 - 69	65	6.3%	39	7.4%	26	5.1%
70 - 74	48	4.6%	23	4.3%	24	4.7%
75 - 79	32	3.1%	14	2.6%	18	3.6%
80 - 84	25	2.4%	10	1.9%	15	3.0%
85+	71	6.9%	13	2.5%	58	11.5%
Median Age	46.1		43.5		49.7	

2015 Black Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	1,330	100.0%	628	100.0%	701	100.0%
0 - 4	161	12.1%	80	12.7%	80	11.4%
5 - 9	152	11.4%	86	13.7%	66	9.4%
10 - 14	120	9.0%	61	9.7%	59	8.4%
15 - 19	110	8.3%	52	8.3%	58	8.3%
20 - 24	112	8.4%	60	9.6%	52	7.4%
25 - 29	104	7.8%	39	6.2%	65	9.3%
30 - 34	102	7.7%	42	6.7%	60	8.6%
35 - 39	88	6.6%	38	6.1%	50	7.1%
40 - 44	78	5.9%	31	4.9%	47	6.7%
45 - 49	61	4.6%	28	4.5%	33	4.7%
50 - 54	61	4.6%	27	4.3%	34	4.9%
55 - 59	69	5.2%	41	6.5%	28	4.0%
60 - 64	42	3.2%	18	2.9%	25	3.6%
65 - 69	26	2.0%	10	1.6%	16	2.3%
70 - 74	14	1.1%	5	0.8%	9	1.3%
75 - 79	11	0.8%	4	0.6%	6	0.9%
80 - 84	9	0.7%	4	0.6%	5	0.7%
85+	10	0.8%	2	0.3%	8	1.1%
Median Age	25.5		22.9		27.7	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

2015 American Indian Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	31	100.0%	13	100.0%	18	100.0%
0 - 4	3	9.7%	1	7.7%	2	11.1%
5 - 9	1	3.2%	1	7.7%	0	0.0%
10 - 14	3	9.7%	1	7.7%	3	16.7%
15 - 19	3	9.7%	1	7.7%	2	11.1%
20 - 24	2	6.5%	0	0.0%	2	11.1%
25 - 29	4	12.9%	2	15.4%	2	11.1%
30 - 34	3	9.7%	1	7.7%	2	11.1%
35 - 39	2	6.5%	1	7.7%	1	5.6%
40 - 44	1	3.2%	1	7.7%	0	0.0%
45 - 49	1	3.2%	0	0.0%	1	5.6%
50 - 54	2	6.5%	1	7.7%	1	5.6%
55 - 59	1	3.2%	0	0.0%	0	0.0%
60 - 64	2	6.5%	1	7.7%	1	5.6%
65 - 69	2	6.5%	0	0.0%	2	11.1%
70 - 74	0	0.0%	0	0.0%	0	0.0%
75 - 79	0	0.0%	0	0.0%	0	0.0%
80 - 84	1	3.2%	0	0.0%	1	5.6%
85+	0	0.0%	0	0.0%	0	0.0%
Median Age	29.4		28.8		27.5	

2015 Asian Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	600	100.0%	304	100.0%	296	100.0%
0 - 4	37	6.2%	19	6.3%	18	6.1%
5 - 9	37	6.2%	21	6.9%	16	5.4%
10 - 14	31	5.2%	18	5.9%	14	4.7%
15 - 19	34	5.7%	22	7.2%	12	4.1%
20 - 24	45	7.5%	21	6.9%	24	8.1%
25 - 29	51	8.5%	22	7.2%	29	9.8%
30 - 34	59	9.8%	32	10.5%	26	8.8%
35 - 39	53	8.8%	28	9.2%	24	8.1%
40 - 44	40	6.7%	21	6.9%	19	6.4%
45 - 49	33	5.5%	16	5.3%	17	5.7%
50 - 54	40	6.7%	20	6.6%	21	7.1%
55 - 59	35	5.8%	16	5.3%	19	6.4%
60 - 64	37	6.2%	20	6.6%	18	6.1%
65 - 69	28	4.7%	13	4.3%	14	4.7%
70 - 74	13	2.2%	7	2.3%	7	2.4%
75 - 79	7	1.2%	3	1.0%	4	1.4%
80 - 84	8	1.3%	3	1.0%	4	1.4%
85+	12	2.0%	2	0.7%	10	3.4%
Median Age	35.6		34.5		36.9	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Age by Sex by Race Profile

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

2015 Pacific Islander Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	44	100.0%	14	100.0%	28	100.0%
0 - 4	2	4.5%	1	7.1%	2	7.1%
5 - 9	5	11.4%	1	7.1%	3	10.7%
10 - 14	1	2.3%	1	7.1%	0	0.0%
15 - 19	5	11.4%	1	7.1%	4	14.3%
20 - 24	2	4.5%	1	7.1%	1	3.6%
25 - 29	4	9.1%	1	7.1%	2	7.1%
30 - 34	3	6.8%	1	7.1%	2	7.1%
35 - 39	5	11.4%	1	7.1%	4	14.3%
40 - 44	3	6.8%	2	14.3%	1	3.6%
45 - 49	4	9.1%	2	14.3%	2	7.1%
50 - 54	1	2.3%	0	0.0%	1	3.6%
55 - 59	1	2.3%	0	0.0%	1	3.6%
60 - 64	2	4.5%	1	7.1%	1	3.6%
65 - 69	4	9.1%	1	7.1%	3	10.7%
70 - 74	1	2.3%	0	0.0%	1	3.6%
75 - 79	0	0.0%	0	0.0%	0	0.0%
80 - 84	0	0.0%	0	0.0%	0	0.0%
85+	1	2.3%	0	0.0%	1	3.6%
Median Age	35.0		35.0		35.6	

2015 Some Other Race Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	248	100.0%	134	100.0%	113	100.0%
0 - 4	26	10.5%	16	11.9%	10	8.8%
5 - 9	22	8.9%	7	5.2%	15	13.3%
10 - 14	16	6.5%	9	6.7%	7	6.2%
15 - 19	20	8.1%	11	8.2%	9	8.0%
20 - 24	38	15.3%	23	17.2%	15	13.3%
25 - 29	26	10.5%	12	9.0%	15	13.3%
30 - 34	28	11.3%	18	13.4%	10	8.8%
35 - 39	22	8.9%	12	9.0%	10	8.8%
40 - 44	18	7.3%	8	6.0%	10	8.8%
45 - 49	12	4.8%	7	5.2%	5	4.4%
50 - 54	8	3.2%	5	3.7%	3	2.7%
55 - 59	4	1.6%	2	1.5%	1	0.9%
60 - 64	3	1.2%	1	0.7%	1	0.9%
65 - 69	1	0.4%	0	0.0%	1	0.9%
70 - 74	3	1.2%	3	2.2%	0	0.0%
75 - 79	0	0.0%	0	0.0%	0	0.0%
80 - 84	1	0.4%	0	0.0%	1	0.9%
85+	0	0.0%	0	0.0%	0	0.0%
Median Age	25.4		25.4		25.2	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Age by Sex by Race Profile

SW_Renton
 Area: 3.4 square miles

Prepared by CED/Planning

2015 Multiple Races Population by Age

	Total		Males		Females	
	Number	Percent	Number	Percent	Number	Percent
Total	265	100.0%	122	100.0%	146	100.0%
0 - 4	51	19.2%	27	22.1%	24	16.4%
5 - 9	35	13.2%	20	16.4%	15	10.3%
10 - 14	39	14.7%	19	15.6%	20	13.7%
15 - 19	29	10.9%	14	11.5%	15	10.3%
20 - 24	29	10.9%	9	7.4%	21	14.4%
25 - 29	22	8.3%	10	8.2%	12	8.2%
30 - 34	17	6.4%	5	4.1%	12	8.2%
35 - 39	11	4.2%	4	3.3%	7	4.8%
40 - 44	11	4.2%	3	2.5%	9	6.2%
45 - 49	11	4.2%	6	4.9%	5	3.4%
50 - 54	6	2.3%	2	1.6%	4	2.7%
55 - 59	1	0.4%	1	0.8%	0	0.0%
60 - 64	2	0.8%	2	1.6%	1	0.7%
65 - 69	0	0.0%	0	0.0%	0	0.0%
70 - 74	0	0.0%	0	0.0%	0	0.0%
75 - 79	0	0.0%	0	0.0%	0	0.0%
80 - 84	0	0.0%	0	0.0%	0	0.0%
85+	1	0.4%	0	0.0%	1	0.7%
Median Age	16.3		13.7		19.7	

Data Note: Multiple Races population includes unique counts of the population who reported at least two races.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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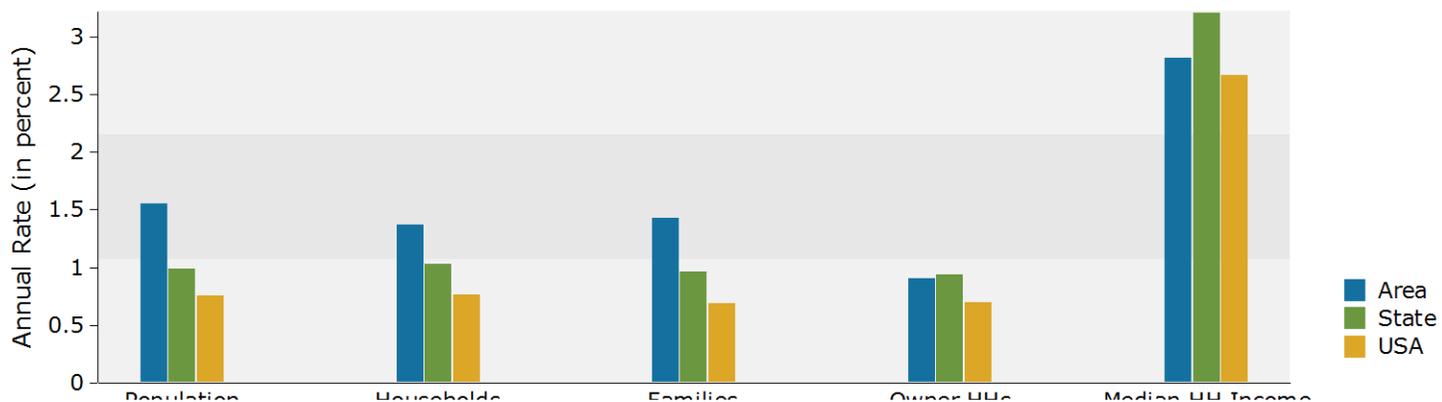
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Summary	Census 2010	2015	2020			
Population	3,358	3,551	3,834			
Households	1,358	1,405	1,505			
Families	759	790	848			
Average Household Size	2.43	2.49	2.51			
Owner Occupied Housing Units	341	322	337			
Renter Occupied Housing Units	1,017	1,083	1,168			
Median Age	31.1	31.5	31.5			
Trends: 2015 - 2020 Annual Rate	Area	State	National			
Population	1.55%	0.99%	0.75%			
Households	1.38%	1.03%	0.77%			
Families	1.43%	0.97%	0.69%			
Owner HHs	0.91%	0.94%	0.70%			
Median Household Income	2.82%	3.22%	2.66%			
Households by Income	2015		2020			
	Number	Percent	Number	Percent		
<\$15,000	161	11.5%	158	10.5%		
\$15,000 - \$24,999	212	15.1%	165	11.0%		
\$25,000 - \$34,999	158	11.2%	169	11.2%		
\$35,000 - \$49,999	199	14.2%	221	14.7%		
\$50,000 - \$74,999	181	12.9%	172	11.4%		
\$75,000 - \$99,999	235	16.7%	267	17.7%		
\$100,000 - \$149,999	152	10.8%	216	14.4%		
\$150,000 - \$199,999	74	5.3%	92	6.1%		
\$200,000+	34	2.4%	45	3.0%		
Median Household Income	\$47,365		\$54,421			
Average Household Income	\$64,661		\$73,345			
Per Capita Income	\$24,994		\$28,134			
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	327	9.7%	329	9.3%	355	9.3%
5 - 9	273	8.1%	294	8.3%	307	8.0%
10 - 14	215	6.4%	241	6.8%	262	6.8%
15 - 19	217	6.5%	232	6.5%	246	6.4%
20 - 24	278	8.3%	305	8.6%	320	8.3%
25 - 34	572	17.0%	577	16.2%	615	16.0%
35 - 44	449	13.4%	454	12.8%	487	12.7%
45 - 54	377	11.2%	386	10.9%	407	10.6%
55 - 64	308	9.2%	344	9.7%	377	9.8%
65 - 74	145	4.3%	204	5.7%	253	6.6%
75 - 84	94	2.8%	93	2.6%	114	3.0%
85+	104	3.1%	94	2.6%	90	2.3%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,086	32.3%	1,035	29.1%	1,011	26.4%
Black Alone	1,208	36.0%	1,329	37.4%	1,468	38.3%
American Indian Alone	29	0.9%	31	0.9%	33	0.9%
Asian Alone	538	16.0%	601	16.9%	688	17.9%
Pacific Islander Alone	39	1.2%	42	1.2%	47	1.2%
Some Other Race Alone	219	6.5%	247	7.0%	288	7.5%
Two or More Races	239	7.1%	266	7.5%	299	7.8%
Hispanic Origin (Any Race)	425	12.7%	476	13.4%	549	14.3%

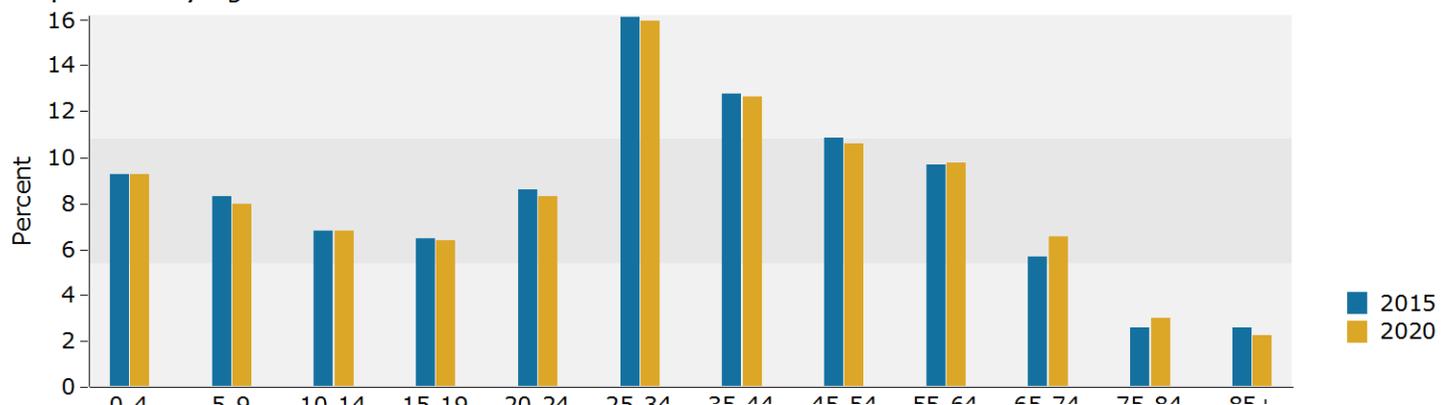
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

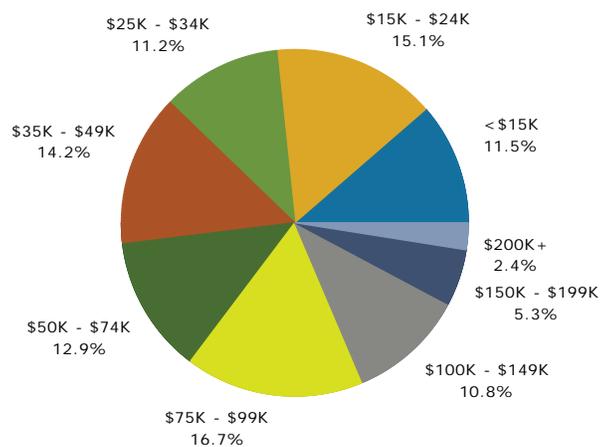
Trends 2015-2020



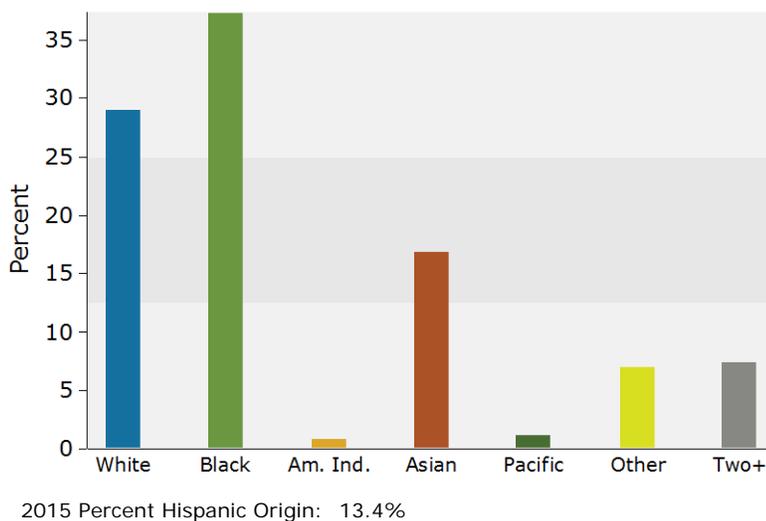
Population by Age



2015 Household Income



2015 Population by Race





Demographic and Income Comparison Profile

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

Census 2010 Summary

Population	3,358
Households	1,358
Families	759
Average Household Size	2.43
Owner Occupied Housing Units	341
Renter Occupied Housing Units	1,017
Median Age	31.1

2015 Summary

Population	3,551
Households	1,405
Families	790
Average Household Size	2.49
Owner Occupied Housing Units	322
Renter Occupied Housing Units	1,083
Median Age	31.5
Median Household Income	\$47,365
Average Household Income	\$64,661

2020 Summary

Population	3,834
Households	1,505
Families	848
Average Household Size	2.51
Owner Occupied Housing Units	337
Renter Occupied Housing Units	1,168
Median Age	31.5
Median Household Income	\$54,421
Average Household Income	\$73,345

Trends: 2015-2020 Annual Rate

Population	1.55%
Households	1.38%
Families	1.43%
Owner Households	0.91%
Median Household Income	2.82%



Demographic and Income Comparison Profile

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

2015 Households by Income	Number	Percent
<\$15,000	161	11.5%
\$15,000 - \$24,999	212	15.1%
\$25,000 - \$34,999	158	11.2%
\$35,000 - \$49,999	199	14.2%
\$50,000 - \$74,999	181	12.9%
\$75,000 - \$99,999	235	16.7%
\$100,000 - \$149,999	152	10.8%
\$150,000 - \$199,999	74	5.3%
\$200,000+	34	2.4%
Median Household Income	\$47,365	
Average Household Income	\$64,661	
Per Capita Income	\$24,994	

2020 Households by Income	Number	Percent
<\$15,000	158	10.5%
\$15,000 - \$24,999	165	11.0%
\$25,000 - \$34,999	169	11.2%
\$35,000 - \$49,999	221	14.7%
\$50,000 - \$74,999	172	11.4%
\$75,000 - \$99,999	267	17.7%
\$100,000 - \$149,999	216	14.4%
\$150,000 - \$199,999	92	6.1%
\$200,000+	45	3.0%
Median Household Income	\$54,421	
Average Household Income	\$73,345	
Per Capita Income	\$28,134	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

2010 Population by Age	Number	Percent
Age 0 - 4	327	9.7%
Age 5 - 9	273	8.1%
Age 10 - 14	215	6.4%
Age 15 - 19	217	6.5%
Age 20 - 24	278	8.3%
Age 25 - 34	572	17.0%
Age 35 - 44	449	13.4%
Age 45 - 54	377	11.2%
Age 55 - 64	308	9.2%
Age 65 - 74	145	4.3%
Age 75 - 84	94	2.8%
Age 85+	104	3.1%

2015 Population by Age	Number	Percent
Age 0 - 4	329	9.3%
Age 5 - 9	294	8.3%
Age 10 - 14	241	6.8%
Age 15 - 19	232	6.5%
Age 20 - 24	305	8.6%
Age 25 - 34	577	16.2%
Age 35 - 44	454	12.8%
Age 45 - 54	386	10.9%
Age 55 - 64	344	9.7%
Age 65 - 74	204	5.7%
Age 75 - 84	93	2.6%
Age 85+	94	2.6%

2020 Population by Age	Number	Percent
Age 0 - 4	355	9.3%
Age 5 - 9	307	8.0%
Age 10 - 14	262	6.8%
Age 15 - 19	246	6.4%
Age 20 - 24	320	8.3%
Age 25 - 34	615	16.0%
Age 35 - 44	487	12.7%
Age 45 - 54	407	10.6%
Age 55 - 64	377	9.8%
Age 65 - 74	253	6.6%
Age 75 - 84	114	3.0%
Age 85+	90	2.3%



Demographic and Income Comparison Profile

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

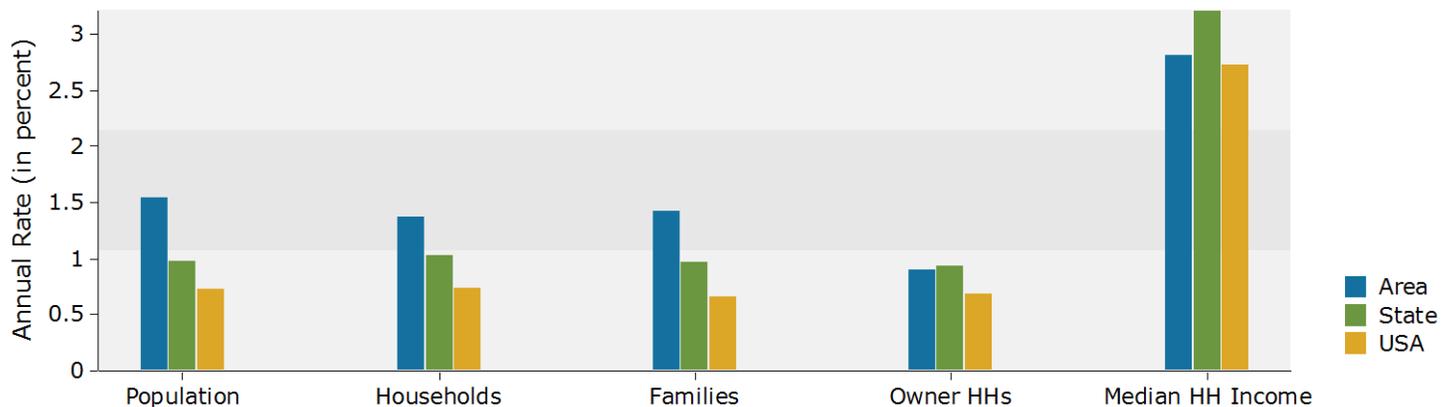
2010 Race and Ethnicity	Number	Percent
White Alone	1,086	32.3%
Black Alone	1,208	36.0%
American Indian Alone	29	0.9%
Asian Alone	538	16.0%
Pacific Islander Alone	39	1.2%
Some Other Race Alone	219	6.5%
Two or More Races	239	7.1%
Hispanic Origin (Any Race)	425	12.7%

2015 Race and Ethnicity	Number	Percent
White Alone	1,035	29.1%
Black Alone	1,329	37.4%
American Indian Alone	31	0.9%
Asian Alone	601	16.9%
Pacific Islander Alone	42	1.2%
Some Other Race Alone	247	7.0%
Two or More Races	266	7.5%
Hispanic Origin (Any Race)	475	13.4%

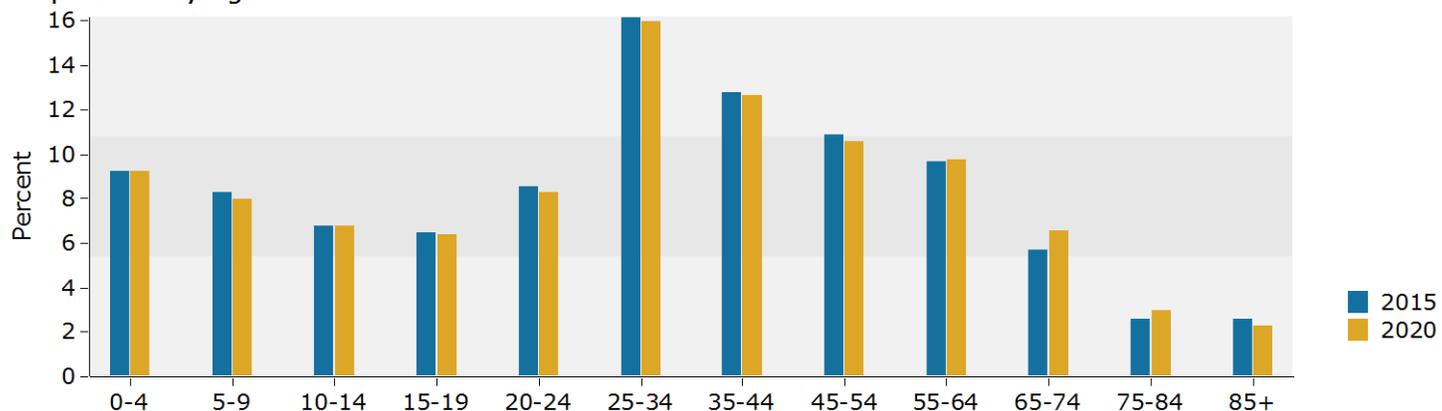
2020 Race and Ethnicity	Number	Percent
White Alone	1,011	26.4%
Black Alone	1,468	38.3%
American Indian Alone	33	0.9%
Asian Alone	688	17.9%
Pacific Islander Alone	47	1.2%
Some Other Race Alone	288	7.5%
Two or More Races	299	7.8%
Hispanic Origin (Any Race)	549	14.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

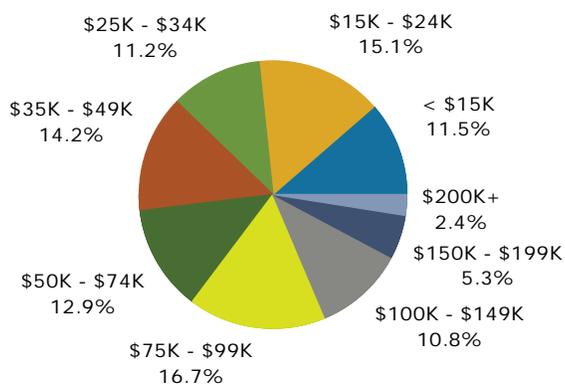
Trends 2015-2020



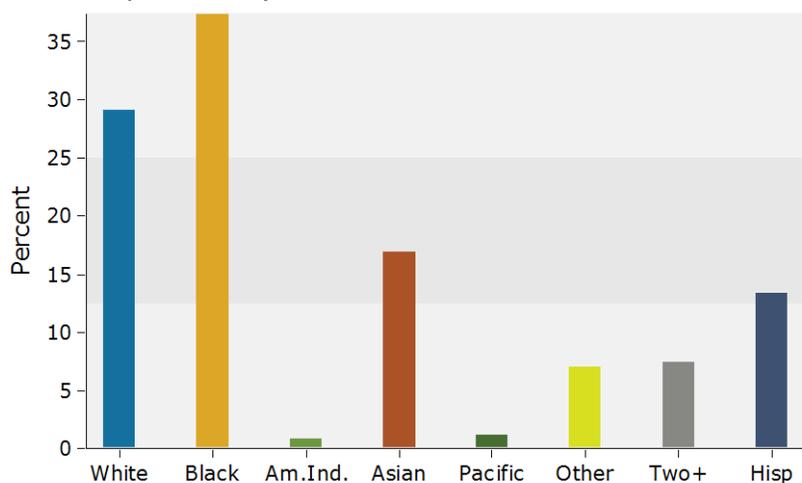
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Household Income Profile

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

Summary	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	3,551	3,834	283	1.55%
Households	1,405	1,505	100	1.38%
Median Age	31.5	31.5	0.0	0.00%
Average Household Size	2.49	2.51	0.02	0.16%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
Household	1,405	100%	1,505	100%
<\$15,000	161	11.5%	158	10.5%
\$15,000-\$24,999	212	15.1%	165	11.0%
\$25,000-\$34,999	158	11.2%	169	11.2%
\$35,000-\$49,999	199	14.2%	221	14.7%
\$50,000-\$74,999	181	12.9%	172	11.4%
\$75,000-\$99,999	235	16.7%	267	17.7%
\$100,000-\$149,999	152	10.8%	216	14.4%
\$150,000-\$199,999	74	5.3%	92	6.1%
\$200,000+	34	2.4%	45	3.0%
Median Household Income	\$47,365		\$54,421	
Average Household Income	\$64,661		\$73,345	
Per Capita Income	\$24,994		\$28,134	

Data Note: Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.

2015 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	97	310	276	253	222	131	115
<\$15,000	12	26	28	34	29	18	14
\$15,000-\$24,999	23	32	34	19	30	28	45
\$25,000-\$34,999	14	41	25	27	25	14	11
\$35,000-\$49,999	13	31	44	35	24	28	24
\$50,000-\$74,999	13	37	32	40	35	18	6
\$75,000-\$99,999	11	68	55	45	32	15	9
\$100,000-	7	51	36	24	21	7	6
\$150,000-	4	19	17	19	14	1	0
\$200,000+	1	5	6	9	12	1	0
Median HH Income	\$35,000	\$65,073	\$54,514	\$55,164	\$51,496	\$36,859	\$24,434
Average HH	\$50,884	\$71,127	\$68,632	\$72,032	\$73,621	\$45,750	\$37,914
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	12.4%	8.4%	10.1%	13.4%	13.1%	13.7%	12.2%
\$15,000-\$24,999	23.7%	10.3%	12.3%	7.5%	13.5%	21.4%	39.1%
\$25,000-\$34,999	14.4%	13.2%	9.1%	10.7%	11.3%	10.7%	9.6%
\$35,000-\$49,999	13.4%	10.0%	15.9%	13.8%	10.8%	21.4%	20.9%
\$50,000-\$74,999	13.4%	11.9%	11.6%	15.8%	15.8%	13.7%	5.2%
\$75,000-\$99,999	11.3%	21.9%	19.9%	17.8%	14.4%	11.5%	7.8%
\$100,000-	7.2%	16.5%	13.0%	9.5%	9.5%	5.3%	5.2%
\$150,000-	4.1%	6.1%	6.2%	7.5%	6.3%	0.8%	0.0%
\$200,000+	1.0%	1.6%	2.2%	3.6%	5.4%	0.8%	0.0%

Data Note: Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.

2020 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	101	327	292	263	241	159	123
<\$15,000	13	24	26	31	27	21	17
\$15,000-\$24,999	19	23	25	15	22	24	37
\$25,000-\$34,999	17	41	25	29	26	20	12
\$35,000-\$49,999	15	34	46	37	26	36	27
\$50,000-\$74,999	11	32	30	35	36	22	6
\$75,000-\$99,999	12	73	61	49	38	22	13
\$100,000-	10	71	50	34	30	11	10
\$150,000-	5	24	21	22	18	2	0
\$200,000+	1	6	8	11	19	1	0
Median HH Income	\$36,866	\$77,385	\$68,707	\$61,846	\$61,708	\$39,611	\$30,179
Average HH	\$56,216	\$79,312	\$77,947	\$80,527	\$87,475	\$52,229	\$44,282
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	12.9%	7.3%	8.9%	11.8%	11.2%	13.2%	13.8%
\$15,000-\$24,999	18.8%	7.0%	8.6%	5.7%	9.1%	15.1%	30.1%
\$25,000-\$34,999	16.8%	12.5%	8.6%	11.0%	10.8%	12.6%	9.8%
\$35,000-\$49,999	14.9%	10.4%	15.8%	14.1%	10.8%	22.6%	22.0%
\$50,000-\$74,999	10.9%	9.8%	10.3%	13.3%	14.9%	13.8%	4.9%
\$75,000-\$99,999	11.9%	22.3%	20.9%	18.6%	15.8%	13.8%	10.6%
\$100,000-	9.9%	21.7%	17.1%	12.9%	12.4%	6.9%	8.1%
\$150,000-	5.0%	7.3%	7.2%	8.4%	7.5%	1.3%	0.0%
\$200,000+	1.0%	1.8%	2.7%	4.2%	7.9%	0.6%	0.0%

Data Note: Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	3,358	3,551	3,834	283	1.55%
Median Age	31.1	31.5	31.5	0.0	0.00%
Households	1,358	1,405	1,505	100	1.38%
Average Household Size	2.43	2.49	2.51	0.02	0.16%

2015 Households by Disposable Income	Number	Percent
Total	1,405	100.0%
<\$15,000	206	14.7%
\$15,000-\$24,999	219	15.6%
\$25,000-\$34,999	199	14.2%
\$35,000-\$49,999	185	13.2%
\$50,000-\$74,999	267	19.0%
\$75,000-\$99,999	153	10.9%
\$100,000-\$149,999	140	10.0%
\$150,000-\$199,999	16	1.1%
\$200,000+	19	1.4%
Median Disposable Income	\$40,212	
Average Disposable Income	\$53,442	

2015 Disposable Income by Age of	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	97	310	276	253	222	131	115
<\$15,000	16	35	32	38	35	27	23
\$15,000-\$24,999	22	35	39	21	34	29	40
\$25,000-\$34,999	16	44	35	36	27	20	21
\$35,000-\$49,999	14	30	42	37	29	21	12
\$50,000-\$74,999	13	71	60	51	43	20	9
\$75,000-\$99,999	8	52	32	28	19	9	5
\$100,000-\$149,999	7	41	31	32	22	5	4
\$150,000-\$199,999	1	2	2	4	6	0	0
\$200,000+	1	2	3	6	6	0	0
Median Disposable Income	\$31,143	\$52,812	\$45,489	\$47,115	\$41,345	\$28,957	\$22,663
Average Disposable Income	\$44,204	\$59,495	\$56,049	\$59,746	\$58,078	\$38,886	\$32,888

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	3,358	3,551	3,834	283	1.55%
Median Age	31.1	31.5	31.5	0.0	0.00%
Households	1,358	1,405	1,505	100	1.38%
Average Household Size	2.43	2.49	2.51	0.02	0.16%

2015 Households by Net	Number	Percent
Total	1,405	100.0%
<\$15,000	655	46.6%
\$15,000-\$34,999	195	13.9%
\$35,000-\$49,999	87	6.2%
\$50,000-\$74,999	118	8.4%
\$75,000-\$99,999	70	5.0%
\$100,000-\$149,999	81	5.8%
\$150,000-\$249,999	76	5.4%
\$250,000-\$500,000	68	4.8%
\$500,000+	55	3.9%

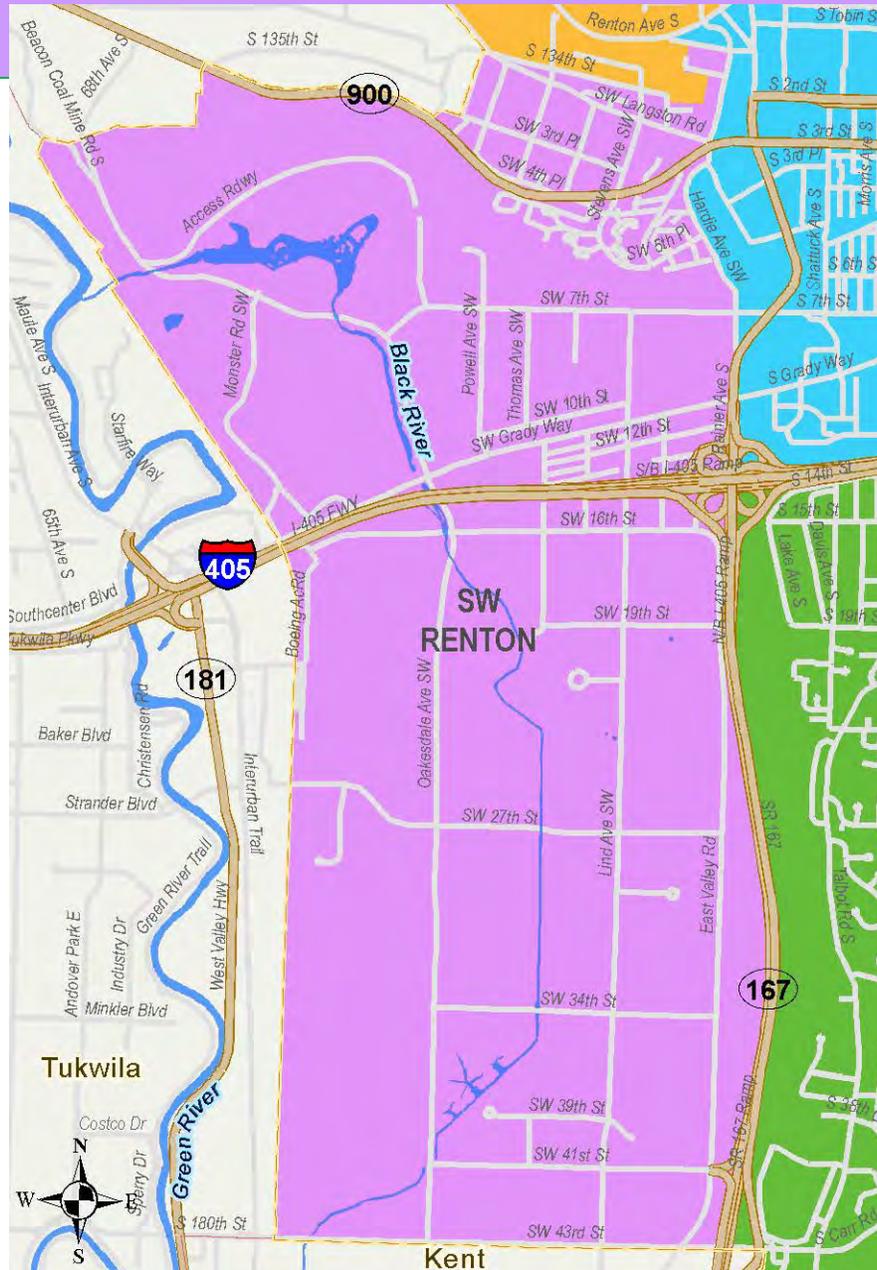
Median Net Worth	\$18,032
Average Net Worth	\$110,024

2015 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	97	310	276	253	222	131	115
<\$15,000	67	183	153	119	75	31	27
\$15,000-\$34,999	20	57	33	32	28	11	15
\$35,000-\$49,999	3	27	18	13	11	8	7
\$50,000-\$99,999	3	26	44	36	29	25	26
\$100,000-\$149,999	1	5	14	13	20	19	9
\$150,000-\$249,999	1	5	6	16	21	13	15
\$250,000+	2	8	9	24	39	24	17
Median Net Worth	\$10,858	\$12,746	\$13,578	\$17,938	\$45,966	\$74,507	\$61,290
Average Net Worth	\$25,739	\$35,709	\$65,970	\$108,950	\$213,963	\$236,297	\$146,003

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.

SW Renton Housing



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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	3,520		331	■■■
Total Households	1,467		106	■■■
Total Housing Units	1,557		105	■■■
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	430	100.0%	58	■■■
Less than \$10,000	0	0.0%	0	
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$69,999	0	0.0%	0	
\$70,000 to \$79,999	0	0.0%	0	
\$80,000 to \$89,999	10	2.3%	27	■
\$90,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	23	5.3%	59	■
\$125,000 to \$149,999	15	3.5%	10	■
\$150,000 to \$174,999	42	9.8%	31	■
\$175,000 to \$199,999	39	9.1%	22	■■
\$200,000 to \$249,999	129	30.0%	39	■■
\$250,000 to \$299,999	24	5.6%	15	■■
\$300,000 to \$399,999	123	28.6%	77	■■
\$400,000 to \$499,999	0	0.0%	0	
\$500,000 to \$749,999	13	3.0%	42	■
\$750,000 to \$999,999	13	3.0%	51	■
\$1,000,000 or more	0	0.0%	0	
Median Home Value	\$233,527		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	430	100.0%	58	■■■
Housing units with a mortgage/contract to purchase/similar debt	318	74.0%	54	■■■
Second mortgage only	22	5.1%	78	■
Home equity loan only	98	22.8%	44	■■
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	198	46.0%	51	■■
Housing units without a mortgage	113	26.3%	54	■■
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey



	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	1,036	100.0%	106	
With cash rent	973	93.9%	110	
Less than \$100	0	0.0%	0	
\$100 to \$149	10	1.0%	27	
\$150 to \$199	12	1.2%	26	
\$200 to \$249	20	1.9%	39	
\$250 to \$299	23	2.2%	60	
\$300 to \$349	0	0.0%	0	
\$350 to \$399	0	0.0%	0	
\$400 to \$449	3	0.3%	17	
\$450 to \$499	80	7.7%	44	
\$500 to \$549	75	7.2%	79	
\$550 to \$599	0	0.0%	0	
\$600 to \$649	21	2.0%	55	
\$650 to \$699	13	1.3%	18	
\$700 to \$749	7	0.7%	16	
\$750 to \$799	37	3.6%	51	
\$800 to \$899	70	6.8%	45	
\$900 to \$999	200	19.3%	151	
\$1,000 to \$1,249	225	21.7%	89	
\$1,250 to \$1,499	152	14.7%	52	
\$1,500 to \$1,999	14	1.4%	46	
\$2,000 or more	12	1.2%	51	
No cash rent	63	6.1%	60	
Median Contract Rent	\$958		N/A	
Average Contract Rent	\$921		\$151	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	1,036	100.0%	106	
Pay extra for one or more utilities	929	89.7%	114	
No extra payment for any utilities	107	10.3%	49	
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	1,557	100.0%	105	
1, detached	436	28.0%	124	
1, attached	50	3.2%	59	
2	52	3.3%	49	
3 or 4	56	3.6%	54	
5 to 9	56	3.6%	40	
10 to 19	116	7.5%	44	
20 to 49	450	28.9%	162	
50 or more	311	20.0%	91	
Mobile home	18	1.2%	32	
Boat, RV, van, etc.	12	0.8%	24	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability:  high  medium  low

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	1,557	100.0%	105	
Built 2010 or later	20	1.3%	17	
Built 2000 to 2009	339	21.8%	109	
Built 1990 to 1999	302	19.4%	114	
Built 1980 to 1989	351	22.5%	119	
Built 1970 to 1979	87	5.6%	56	
Built 1960 to 1969	150	9.6%	72	
Built 1950 to 1959	108	6.9%	67	
Built 1940 to 1949	108	6.9%	55	
Built 1939 or earlier	93	6.0%	47	
Median Year Structure Built	1987		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	1,467	100.0%	106	
Owner occupied				
Moved in 2010 or later	36	2.5%	29	
Moved in 2000 to 2009	225	15.3%	41	
Moved in 1990 to 1999	137	9.3%	50	
Moved in 1980 to 1989	27	1.8%	19	
Moved in 1970 to 1979	0	0.0%	0	
Moved in 1969 or earlier	6	0.4%	36	
Renter occupied				
Moved in 2010 or later	449	30.6%	86	
Moved in 2000 to 2009	572	39.0%	125	
Moved in 1990 to 1999	15	1.0%	60	
Moved in 1980 to 1989	0	0.0%	0	
Moved in 1970 to 1979	0	0.0%	0	
Moved in 1969 or earlier	0	0.0%	0	
Median Year Householder Moved Into Unit	2007		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	1,467	100.0%	106	
Utility gas	237	16.2%	76	
Bottled, tank, or LP gas	37	2.5%	72	
Electricity	1,061	72.3%	126	
Fuel oil, kerosene, etc.	60	4.1%	40	
Coal or coke	0	0.0%	0	
Wood	50	3.4%	84	
Solar energy	0	0.0%	0	
Other fuel	0	0.0%	0	
No fuel used	22	1.5%	35	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability:  high  medium  low

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	1,467	100.0%	106	
Owner occupied				
No vehicle available	11	0.7%	24	
1 vehicle available	155	10.6%	43	
2 vehicles available	161	11.0%	40	
3 vehicles available	88	6.0%	46	
4 vehicles available	14	1.0%	26	
5 or more vehicles available	0	0.0%	0	
Renter occupied				
No vehicle available	170	11.6%	54	
1 vehicle available	482	32.9%	112	
2 vehicles available	248	16.9%	123	
3 vehicles available	83	5.7%	46	
4 vehicles available	50	3.4%	69	
5 or more vehicles available	3	0.2%	17	
Average Number of Vehicles Available	1.5		0.2	

Data Note: N/A means not available.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Population		Households	
2010 Total Population	3,358	2015 Median Household Income	\$47,365
2015 Total Population	3,551	2020 Median Household Income	\$54,421
2020 Total Population	3,834	2015-2020 Annual Rate	2.82%
2015-2020 Annual Rate	1.55%		

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	1,457	100.0%	1,485	100.0%	1,590	100.0%
Occupied	1,358	93.2%	1,405	94.6%	1,505	94.7%
Owner	341	23.4%	322	21.7%	337	21.2%
Renter	1,017	69.8%	1,083	72.9%	1,168	73.5%
Vacant	99	6.8%	80	5.4%	85	5.3%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	323	100.0%	338	100.0%
< \$50,000	0	0.0%	0	0.0%
\$50,000-\$99,999	5	1.5%	4	1.2%
\$100,000-\$149,999	11	3.4%	7	2.1%
\$150,000-\$199,999	30	9.3%	19	5.6%
\$200,000-\$249,999	62	19.2%	43	12.7%
\$250,000-\$299,999	57	17.6%	40	11.8%
\$300,000-\$399,999	82	25.4%	97	28.7%
\$400,000-\$499,999	26	8.0%	58	17.2%
\$500,000-\$749,999	24	7.4%	30	8.9%
\$750,000-\$999,999	5	1.5%	12	3.6%
\$1,000,000+	21	6.5%	28	8.3%
Median Value	\$296,930		\$357,732	
Average Value	\$379,721		\$442,234	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	341	100.0%
Owned with a Mortgage/Loan	275	80.6%
Owned Free and Clear	66	19.4%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	99	100.0%
For Rent	86	86.9%
Rented- Not Occupied	3	3.0%
For Sale Only	9	9.1%
Sold - Not Occupied	0	0.0%
Seasonal/Recreational/Occasional Use	2	2.0%
For Migrant Workers	0	0.0%
Other Vacant	14	14.1%

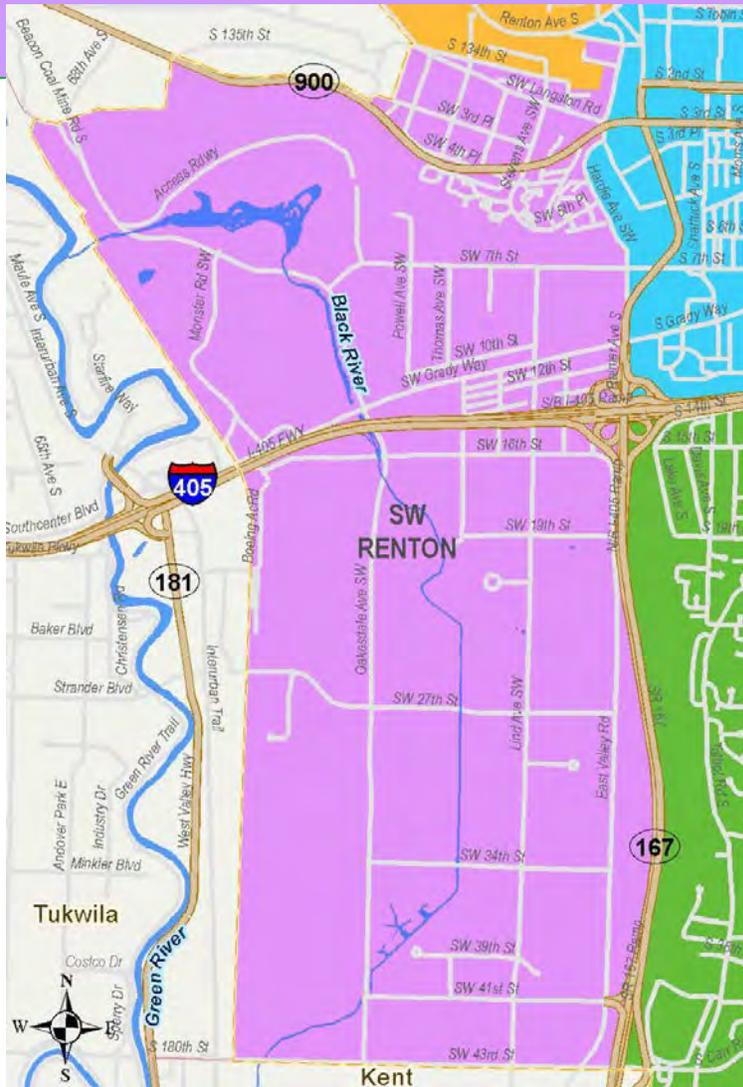
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied	Owner Occupied Units	
		Number	% of Occupied
Total	1,358	341	25.1%
15-24	89	3	3.4%
25-34	315	39	12.4%
35-44	280	70	25.0%
45-54	251	89	35.5%
55-64	203	76	37.4%
65-74	94	38	40.4%
75-84	54	19	35.2%
85+	72	7	9.7%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied	Owner Occupied Units	
		Number	% of Occupied
Total	1,357	341	25.1%
White Alone	566	191	33.7%
Black/African American	454	41	9.0%
American	11	1	9.1%
Asian Alone	185	91	49.2%
Pacific Islander Alone	10	2	20.0%
Other Race Alone	67	6	9.0%
Two or More Races	64	9	14.1%
Hispanic Origin	125	15	12.0%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied	Owner Occupied Units	
		Number	% of Occupied
Total	1,360	342	25.1%
1-Person	471	86	18.3%
2-Person	348	115	33.0%
3-Person	200	53	26.5%
4-Person	169	44	26.0%
5-Person	84	24	28.6%
6-Person	48	13	27.1%
7+ Person	40	7	17.5%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

SW Renton Expenditures



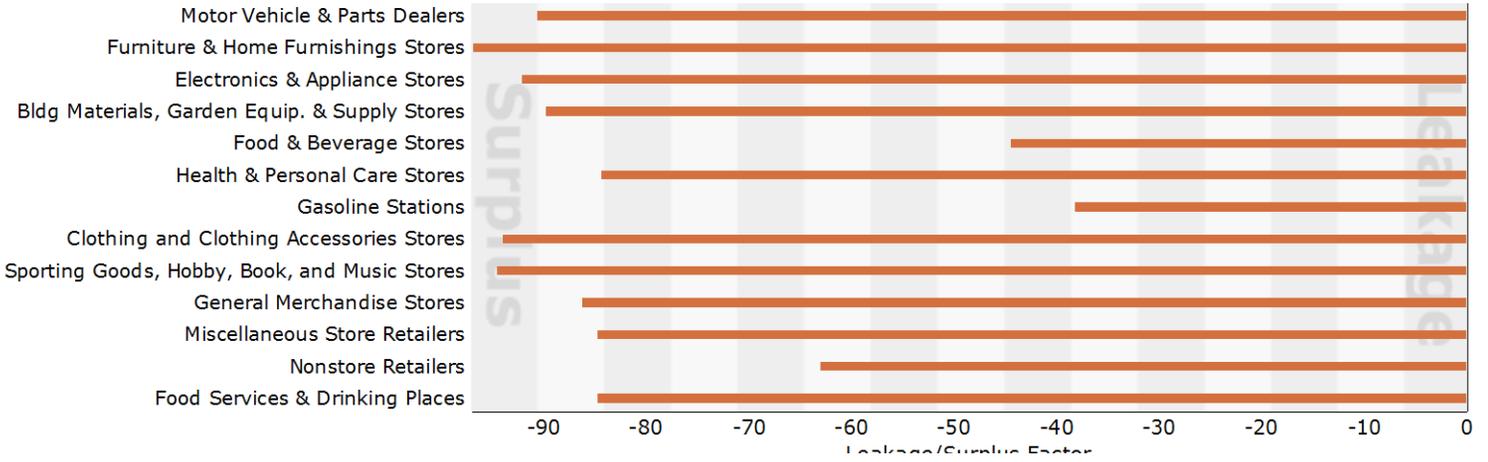
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Summary Demographics						
2015 Population						3,551
2015 Households						1,405
2015 Median Disposable Income						\$40,212
2015 Per Capita Income						\$24,994
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$48,939,100	\$732,783,445	-\$683,844,345	-87.5	205
Total Retail Trade	44-45	\$44,008,373	\$672,288,084	-\$628,279,711	-87.7	152
Total Food & Drink	722	\$4,930,727	\$60,495,360	-\$55,564,633	-84.9	53
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,601,719	\$198,484,823	-\$188,883,104	-90.8	15
Automobile Dealers	4411	\$7,856,887	\$176,706,100	-\$168,849,213	-91.5	6
Other Motor Vehicle Dealers	4412	\$1,086,079	\$14,788,155	-\$13,702,076	-86.3	3
Auto Parts, Accessories & Tire Stores	4413	\$658,754	\$6,990,569	-\$6,331,815	-82.8	6
Furniture & Home Furnishings Stores	442	\$1,281,613	\$85,832,594	-\$84,550,981	-97.1	15
Furniture Stores	4421	\$769,487	\$68,853,024	-\$68,083,537	-97.8	11
Home Furnishings Stores	4422	\$512,127	\$16,979,570	-\$16,467,443	-94.1	4
Electronics & Appliance Stores	443	\$1,634,217	\$41,053,809	-\$39,419,592	-92.3	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,854,115	\$34,806,154	-\$32,952,039	-89.9	11
Bldg Material & Supplies Dealers	4441	\$1,646,918	\$34,576,547	-\$32,929,629	-90.9	10
Lawn & Garden Equip & Supply Stores	4442	\$207,198	\$0	\$207,198	100.0	0
Food & Beverage Stores	445	\$9,410,156	\$24,544,807	-\$15,134,651	-44.6	8
Grocery Stores	4451	\$8,295,672	\$7,175,159	\$1,120,513	7.2	3
Specialty Food Stores	4452	\$656,175	\$13,709,737	-\$13,053,562	-90.9	5
Beer, Wine & Liquor Stores	4453	\$458,309	\$3,659,911	-\$3,201,602	-77.7	1
Health & Personal Care Stores	446,4461	\$2,479,204	\$29,447,037	-\$26,967,833	-84.5	12
Gasoline Stations	447,4471	\$2,625,841	\$5,891,284	-\$3,265,443	-38.3	2
Clothing & Clothing Accessories Stores	448	\$2,375,268	\$78,322,826	-\$75,947,558	-94.1	40
Clothing Stores	4481	\$1,803,441	\$57,622,287	-\$55,818,846	-93.9	27
Shoe Stores	4482	\$282,179	\$10,004,183	-\$9,722,004	-94.5	7
Jewelry, Luggage & Leather Goods Stores	4483	\$289,647	\$10,696,356	-\$10,406,709	-94.7	6
Sporting Goods, Hobby, Book & Music Stores	451	\$709,263	\$25,653,057	-\$24,943,794	-94.6	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$667,915	\$22,552,438	-\$21,884,523	-94.2	10
Book, Periodical & Music Stores	4512	\$41,348	\$3,100,619	-\$3,059,271	-97.4	2
General Merchandise Stores	452	\$8,419,695	\$115,233,956	-\$106,814,261	-86.4	7
Department Stores Excluding Leased Depts.	4521	\$5,980,323	\$55,579,259	-\$49,598,936	-80.6	4
Other General Merchandise Stores	4529	\$2,439,372	\$59,654,697	-\$57,215,325	-92.1	4
Miscellaneous Store Retailers	453	\$2,181,709	\$26,680,887	-\$24,499,178	-84.9	14
Florists	4531	\$66,227	\$106,671	-\$40,444	-23.4	1
Office Supplies, Stationery & Gift Stores	4532	\$480,500	\$3,582,559	-\$3,102,059	-76.3	5
Used Merchandise Stores	4533	\$132,485	\$2,584,736	-\$2,452,251	-90.2	1
Other Miscellaneous Store Retailers	4539	\$1,502,496	\$20,406,921	-\$18,904,425	-86.3	7
Nonstore Retailers	454	\$1,435,573	\$6,336,850	-\$4,901,277	-63.1	3
Electronic Shopping & Mail-Order Houses	4541	\$1,285,965	\$3,927,270	-\$2,641,305	-50.7	2
Vending Machine Operators	4542	\$21,330	\$0	\$21,330	100.0	0
Direct Selling Establishments	4543	\$128,277	\$2,409,580	-\$2,281,303	-89.9	1
Food Services & Drinking Places	722	\$4,930,727	\$60,495,360	-\$55,564,633	-84.9	53
Full-Service Restaurants	7221	\$2,839,000	\$30,436,985	-\$27,597,985	-82.9	29
Limited-Service Eating Places	7222	\$1,887,467	\$28,844,430	-\$26,956,963	-87.7	22
Special Food Services	7223	\$87,698	\$556,289	-\$468,591	-72.8	2
Drinking Places - Alcoholic Beverages	7224	\$116,562	\$657,656	-\$541,094	-69.9	1

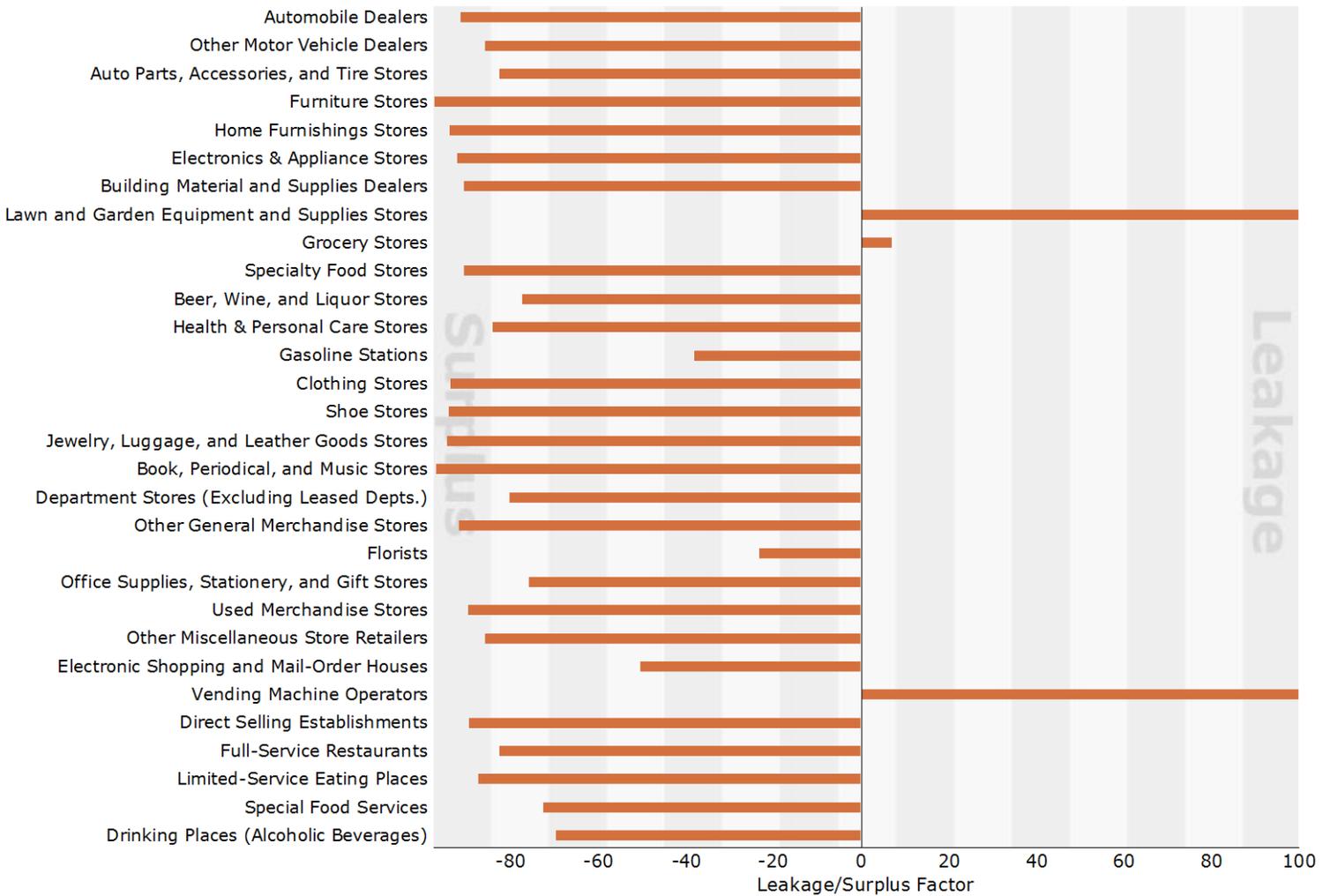
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Demographic Summary		2015	2020	
Population		3,551	3,834	
Households		1,405	1,505	
Families		790	848	
Median Age		31.5	31.5	
Median Household Income		\$47,365	\$54,421	
	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	87	\$62,479.35	\$87,783,493	100.0%
Food	90	\$7,633.77	\$10,725,453	12.2%
Food at Home	89	\$4,673.34	\$6,566,041	7.5%
Food Away from Home	90	\$2,960.44	\$4,159,412	4.7%
Alcoholic Beverages	94	\$519.96	\$730,547	0.8%
Housing	92	\$19,684.85	\$27,657,214	31.5%
Shelter	93	\$15,373.37	\$21,599,588	24.6%
Utilities, Fuel and Public Services	85	\$4,311.48	\$6,057,626	6.9%
Household Operations	85	\$1,566.73	\$2,201,257	2.5%
Housekeeping Supplies	86	\$620.51	\$871,819	1.0%
Household Furnishings and Equipment	85	\$1,565.66	\$2,199,754	2.5%
Apparel and Services	92	\$2,126.29	\$2,987,441	3.4%
Transportation	85	\$9,001.07	\$12,646,497	14.4%
Travel	82	\$1,600.83	\$2,249,162	2.6%
Health Care	78	\$3,703.66	\$5,203,640	5.9%
Entertainment and Recreation	84	\$2,765.41	\$3,885,398	4.4%
Personal Care Products & Services	87	\$683.05	\$959,683	1.1%
Education	92	\$1,407.79	\$1,977,939	2.3%
Smoking Products	91	\$423.43	\$594,922	0.7%
Miscellaneous (1)	82	\$954.97	\$1,341,734	1.5%
Support Payments/Cash Contribution/Gifts in Kind	80	\$1,994.39	\$2,802,124	3.2%
Life/Other Insurance	70	\$325.23	\$456,943	0.5%
Pensions and Social Security	83	\$5,901.76	\$8,291,968	9.4%

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

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

Source: Esri forecasts for 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	1,485	Population	3,551
2015-2020 Percent Change	7.07%	Households	1,405
Percent Occupied	94.6%	Families	790
Percent Owner Households	22.9%	Median Age	31.5
Median Home Value	\$296,930	Median Household Income	\$47,365
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	73	\$8,332.52	\$11,707,191
Mortgage Interest	75	\$3,094.79	\$4,348,174
Mortgage Principal	72	\$1,562.60	\$2,195,454
Property Taxes	73	\$1,841.57	\$2,587,410
Homeowners Insurance	66	\$321.75	\$452,053
Ground Rent	79	\$55.46	\$77,926
Maintenance and Remodeling Services	68	\$1,150.19	\$1,616,023
Maintenance and Remodeling Materials	65	\$193.70	\$272,147
Property Management and Security	99	\$112.46	\$158,004
Rented Dwellings	152	\$6,499.59	\$9,131,928
Rent	153	\$6,271.34	\$8,811,238
Rent Received as Pay	141	\$163.33	\$229,483
Renters' Insurance	136	\$25.64	\$36,028
Maintenance and Repair Services	115	\$24.59	\$34,543
Maintenance and Repair Materials	110	\$14.69	\$20,636
Owned Vacation Homes	76	\$464.66	\$652,843
Mortgage Payment	73	\$128.85	\$181,037
Property Taxes	71	\$103.67	\$145,655
Homeowners Insurance	64	\$11.41	\$16,033
Maintenance and Remodeling	84	\$199.06	\$279,682
Property Management and Security	68	\$21.66	\$30,436
Housing While Attending School	81	\$76.60	\$107,626
Household Operations	85	\$1,566.73	\$2,201,257
Child Care	95	\$423.58	\$595,132
Care for Elderly or Handicapped	87	\$68.60	\$96,387
Appliance Rental and Repair	73	\$17.73	\$24,915
Computer Information Services	91	\$405.04	\$569,077
Home Security System Services	72	\$26.15	\$36,736
Non-Apparel Household Laundry/Dry Cleaning	97	\$29.87	\$41,961
Housekeeping Services	79	\$128.82	\$180,993
Lawn and Garden	70	\$304.72	\$428,131
Moving/Storage/Freight Express	105	\$77.67	\$109,133
Installation of Computers	90	\$0.60	\$847
PC Repair (Personal Use)	91	\$7.47	\$10,502
Reupholstering/Furniture Repair	79	\$4.92	\$6,913
Termite/Pest Control	69	\$23.17	\$32,557
Water Softening Services	64	\$4.08	\$5,739
Internet Services Away from Home	99	\$10.41	\$14,629
Voice Over IP Service	98	\$13.93	\$19,566
Other Home Services (1)	76	\$19.96	\$28,040

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	85	\$4,311.48	\$6,057,626
Bottled Gas	50	\$35.77	\$50,258
Electricity	84	\$1,627.93	\$2,287,242
Fuel Oil	79	\$92.86	\$130,467
Natural Gas	83	\$446.85	\$627,822
Phone Services	90	\$1,513.78	\$2,126,856
Water and Other Public Services	83	\$588.49	\$826,832
Coal/Wood/Other Fuel	48	\$5.80	\$8,150
Housekeeping Supplies	86	\$620.51	\$871,819
Laundry and Cleaning Supplies	88	\$182.02	\$255,733
Postage and Stationery	84	\$151.63	\$213,034
Other HH Products (2)	85	\$286.87	\$403,052
Household Textiles	88	\$86.98	\$122,205
Bathroom Linens	94	\$12.59	\$17,688
Bedroom Linens	92	\$46.15	\$64,839
Kitchen and Dining Room Linens	89	\$2.27	\$3,190
Curtains and Draperies	81	\$11.80	\$16,586
Slipcovers, Decorative Pillows	91	\$4.69	\$6,594
Materials for Slipcovers/Curtains	73	\$8.20	\$11,518
Other Linens	95	\$1.27	\$1,789
Furniture	86	\$444.58	\$624,637
Mattresses and Box Springs	88	\$84.02	\$118,047
Other Bedroom Furniture	89	\$82.33	\$115,674
Sofas	89	\$118.62	\$166,658
Living Room Tables and Chairs	78	\$51.30	\$72,083
Kitchen, Dining Room Furniture	87	\$35.64	\$50,079
Infant Furniture	99	\$12.07	\$16,965
Outdoor Furniture	71	\$18.55	\$26,062
Wall Units, Cabinets, Other Furniture (3)	83	\$42.04	\$59,069
Major Appliances	78	\$209.01	\$293,663
Dishwashers and Disposals	74	\$16.40	\$23,038
Refrigerators and Freezers	75	\$58.30	\$81,909
Clothes Washers	81	\$37.68	\$52,938
Clothes Dryers	79	\$26.30	\$36,957
Cooking Stoves and Ovens	72	\$26.59	\$37,354
Microwave Ovens	90	\$12.15	\$17,068
Window Air Conditioners	83	\$5.55	\$7,799
Electric Floor Cleaning Equipment	85	\$18.84	\$26,477
Sewing Machines and Miscellaneous Appliances	80	\$7.20	\$10,123

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	74	\$18.34	\$25,771
Housewares	86	\$62.05	\$87,174
Small Appliances	87	\$39.90	\$56,066
Window Coverings	77	\$15.88	\$22,311
Lamps and Other Lighting Fixtures	89	\$14.54	\$20,431
Infant Equipment	89	\$17.01	\$23,904
Rental of Furniture	95	\$6.93	\$9,733
Laundry and Cleaning Equipment	87	\$21.99	\$30,895
Closet and Storage Items	91	\$18.28	\$25,689
Luggage	87	\$7.98	\$11,209
Clocks and Other Household Decoratives	83	\$139.32	\$195,751
Telephones and Accessories	90	\$45.22	\$63,535
Telephone Answering Devices	87	\$0.71	\$999
Grills and Outdoor Equipment	73	\$28.79	\$40,443
Power Tools	90	\$46.91	\$65,915
Hand Tools	82	\$7.18	\$10,092
Office Furniture/Equipment for Home Use	84	\$12.39	\$17,408
Computers and Hardware for Home Use	91	\$196.29	\$275,788
Portable Memory	94	\$5.07	\$7,119
Computer Software	100	\$20.22	\$28,413
Computer Accessories	86	\$16.39	\$23,034
Personal Digital Assistants	94	\$6.94	\$9,752
Other Household Items (4)	81	\$76.74	\$107,819

(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		3,551	3,834
Households		1,405	1,505
Families		790	848
Median Age		31.5	31.5
Median Household Income		\$47,365	\$54,421
	Spending Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	75	\$7,920.35	\$11,128,096
Savings Accounts	74	\$8,380.72	\$11,774,915
U.S. Savings Bonds	83	\$285.38	\$400,959
Stocks, Bonds & Mutual Funds	73	\$24,799.93	\$34,843,898
Annual Changes			
Checking Accounts	108	\$107.84	\$151,520
Savings Accounts	63	\$182.34	\$256,188
U.S. Savings Bonds	91	-\$31.48	-\$44,230
Earnings			
Dividends, Royalties, Estates, Trusts	76	\$664.57	\$933,716
Interest from Savings Accounts or Bonds	69	\$477.22	\$670,490
Retirement Plan Contributions	76	\$1,105.10	\$1,552,670
Liabilities			
Original Mortgage Amount	75	\$10,586.55	\$14,874,104
Vehicle Loan Amount 1	87	\$1,967.43	\$2,764,242
Amount Paid: Interest			
Home Mortgage	75	\$3,094.79	\$4,348,174
Lump Sum Home Equity Loan	71	\$55.06	\$77,355
New Car/Truck/Van Loan	81	\$117.24	\$164,724
Used Car/Truck/Van Loan	90	\$132.27	\$185,846
Amount Paid: Principal			
Home Mortgage	72	\$1,562.60	\$2,195,454
Lump Sum Home Equity Loan	67	\$70.48	\$99,021
New Car/Truck/Van Loan	80	\$747.82	\$1,050,694
Used Car/Truck/Van Loan	89	\$673.49	\$946,250
Checking Account and Banking Service Charges	101	\$31.34	\$44,030
Finance Charges, excluding Mortgage/Vehicle	91	\$206.45	\$290,056

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
Metro Fusion (11C)	51.3%	Population	3,551	3,834
City Lights (8A)	32.8%	Households	1,405	1,505
Old and Newcomers (8F)	15.3%	Families	790	848
Emerald City (8B)	0.6%	Median Age	31.5	31.5
Top Tier (1A)	0.0%	Median Household	\$47,365	\$54,421
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		92	\$2,126.29	\$2,987,441
Men's		91	\$395.80	\$556,105
Women's		90	\$725.11	\$1,018,785
Children's		97	\$362.70	\$509,598
Footwear		94	\$431.37	\$606,069
Watches & Jewelry		86	\$125.19	\$175,887
Apparel Products and Services (1)		88	\$86.12	\$120,998
Computer				
Computers and Hardware for Home Use		91	\$196.29	\$275,788
Portable Memory		94	\$5.07	\$7,119
Computer Software		100	\$20.22	\$28,413
Computer Accessories		86	\$16.39	\$23,034
Entertainment & Recreation		84	\$2,765.41	\$3,885,398
Fees and Admissions		85	\$546.82	\$768,289
Membership Fees for Clubs (2)		81	\$139.13	\$195,475
Fees for Participant Sports, excl. Trips		84	\$100.87	\$141,724
Admission to Movie/Theatre/Opera/Ballet		92	\$152.13	\$213,748
Admission to Sporting Events, excl. Trips		76	\$50.74	\$71,283
Fees for Recreational Lessons		84	\$103.24	\$145,056
Dating Services		118	\$0.71	\$1,002
TV/Video/Audio		88	\$1,151.62	\$1,618,022
Cable and Satellite Television Services		86	\$774.15	\$1,087,674
Televisions		90	\$133.32	\$187,313
Satellite Dishes		87	\$1.36	\$1,909
VCRs, Video Cameras, and DVD Players		93	\$10.26	\$14,411
Miscellaneous Video Equipment		84	\$9.04	\$12,707
Video Cassettes and DVDs		93	\$29.93	\$42,049
Video Game Hardware/Accessories		98	\$22.67	\$31,851
Video Game Software		97	\$26.61	\$37,386
Streaming/Downloaded Video		99	\$5.68	\$7,974
Rental of Video Cassettes and DVDs		95	\$22.44	\$31,533
Installation of Televisions		74	\$0.83	\$1,164
Audio (3)		90	\$110.72	\$155,560
Rental and Repair of TV/Radio/Sound Equipment		86	\$4.62	\$6,490
Pets		78	\$443.66	\$623,345
Toys and Games (4)		89	\$109.72	\$154,162
Recreational Vehicles and Fees (5)		66	\$143.54	\$201,680
Sports/Recreation/Exercise Equipment (6)		80	\$151.32	\$212,611
Photo Equipment and Supplies (7)		88	\$71.91	\$101,036
Reading (8)		82	\$125.05	\$175,694
Catered Affairs (9)		91	\$21.75	\$30,561
Food		90	\$7,633.77	\$10,725,453
Food at Home		89	\$4,673.34	\$6,566,041
Bakery and Cereal Products		89	\$646.83	\$908,803
Meats, Poultry, Fish, and Eggs		90	\$1,036.74	\$1,456,615
Dairy Products		88	\$496.77	\$697,959
Fruits and Vegetables		91	\$893.37	\$1,255,184
Snacks and Other Food at Home (10)		89	\$1,599.63	\$2,247,480
Food Away from Home		90	\$2,960.44	\$4,159,412
Alcoholic Beverages		94	\$519.96	\$730,547
Nonalcoholic Beverages at Home		90	\$450.31	\$632,685

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	79	\$2,173.26	\$3,053,434
Vehicle Loans	85	\$3,606.97	\$5,067,792
Health			
Nonprescription Drugs	81	\$104.25	\$146,469
Prescription Drugs	75	\$372.74	\$523,700
Eyeglasses and Contact Lenses	79	\$71.35	\$100,248
Home			
Mortgage Payment and Basics (11)	73	\$6,876.17	\$9,661,017
Maintenance and Remodeling Services	68	\$1,150.19	\$1,616,023
Maintenance and Remodeling Materials (12)	65	\$193.70	\$272,147
Utilities, Fuel, and Public Services	85	\$4,311.48	\$6,057,626
Household Furnishings and Equipment			
Household Textiles (13)	88	\$86.98	\$122,205
Furniture	86	\$444.58	\$624,637
Rugs	74	\$18.34	\$25,771
Major Appliances (14)	78	\$209.01	\$293,663
Housewares (15)	86	\$62.05	\$87,174
Small Appliances	87	\$39.90	\$56,066
Luggage	87	\$7.98	\$11,209
Telephones and Accessories	90	\$45.22	\$63,535
Household Operations			
Child Care	95	\$423.58	\$595,132
Lawn and Garden (16)	70	\$304.72	\$428,131
Moving/Storage/Freight Express	105	\$77.67	\$109,133
Housekeeping Supplies (17)	86	\$620.51	\$871,819
Insurance			
Owners and Renters Insurance	69	\$347.39	\$488,081
Vehicle Insurance	88	\$1,064.24	\$1,495,254
Life/Other Insurance	70	\$325.23	\$456,943
Health Insurance	78	\$2,059.42	\$2,893,481
Personal Care Products (18)	89	\$418.51	\$588,001
School Books and Supplies (19)	94	\$168.64	\$236,934
Smoking Products	91	\$423.43	\$594,922
Transportation			
Vehicle Purchases (Net Outlay) (20)	82	\$3,311.10	\$4,652,090
Gasoline and Motor Oil	86	\$3,010.97	\$4,230,413
Vehicle Maintenance and Repairs	86	\$963.76	\$1,354,078
Travel			
Airline Fares	89	\$423.43	\$594,917
Lodging on Trips	78	\$351.57	\$493,952
Auto/Truck/Van Rental on Trips	85	\$28.65	\$40,259
Food and Drink on Trips	81	\$378.88	\$532,326

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		3,551	3,834
Households		1,405	1,505
Families		790	848
Median Age		31.5	31.5
Median Household Income		\$47,365	\$54,421
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	85	\$546.82	\$768,289
Admission to Movies, Theater, Opera, Ballet	92	\$152.13	\$213,748
Admission to Sporting Events, excl. Trips	76	\$50.74	\$71,283
Fees for Participant Sports, excl. Trips	84	\$100.87	\$141,724
Fees for Recreational Lessons	84	\$103.24	\$145,056
Membership Fees for Social/Recreation/Civic Clubs	81	\$139.13	\$195,475
Dating Services	118	\$0.71	\$1,002
Rental of Video Cassettes and DVDs	95	\$22.44	\$31,533
Toys & Games	89	\$109.72	\$154,162
Toys and Playground Equipment	89	\$102.37	\$143,832
Play Arcade Pinball/Video Games	112	\$3.42	\$4,802
Online Entertainment and Games	98	\$3.93	\$5,528
Recreational Vehicles and Fees	66	\$143.54	\$201,680
Docking and Landing Fees for Boats and Planes	62	\$6.09	\$8,559
Camp Fees	79	\$26.44	\$37,153
Purchase of RVs or Boats	63	\$104.85	\$147,312
Rental of RVs or Boats	82	\$6.16	\$8,655
Sports, Recreation and Exercise Equipment	80	\$151.32	\$212,611
Exercise Equipment and Gear, Game Tables	80	\$61.65	\$86,618
Bicycles	93	\$27.87	\$39,159
Camping Equipment	90	\$15.31	\$21,505
Hunting and Fishing Equipment	67	\$28.05	\$39,408
Winter Sports Equipment	80	\$4.78	\$6,721
Water Sports Equipment	80	\$5.18	\$7,274
Other Sports Equipment	79	\$6.32	\$8,884
Rental/Repair of Sports/Recreation/Exercise Equipment	71	\$2.17	\$3,042
Photographic Equipment and Supplies	88	\$71.91	\$101,036
Film	85	\$1.02	\$1,439
Film Processing	77	\$9.47	\$13,312
Photographic Equipment	91	\$36.11	\$50,736
Photographer Fees/Other Supplies & Equip Rental/Repair	90	\$25.30	\$35,549
Reading	82	\$125.05	\$175,694
Magazine/Newspaper Subscriptions	74	\$40.03	\$56,244
Magazine/Newspaper Single Copies	89	\$13.94	\$19,591
Books	87	\$55.52	\$78,003
Digital Book Readers	86	\$15.56	\$21,856

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		3,551	3,834
Households		1,405	1,505
Families		790	848
Median Household Income		\$47,365	\$54,421
Males per 100 Females		96.6	97.3
Population By Age			
Population <5 Years		9.3%	9.3%
Population 65+ Years		11.0%	11.9%
Median Age		31.5	31.5
	Spending Potential Index	Average Amount Spent	Total
Health Care	78	\$3,703.66	\$5,203,640
Medical Care	78	\$1,644.24	\$2,310,159
Physician Services	81	\$216.78	\$304,573
Dental Services	81	\$315.11	\$442,726
Eyecare Services	78	\$42.97	\$60,372
Lab Tests, X-Rays	72	\$48.15	\$67,644
Hospital Room and Hospital Services	80	\$162.18	\$227,856
Convalescent or Nursing Home Care	71	\$22.25	\$31,258
Other Medical services (1)	80	\$91.99	\$129,250
Nonprescription Drugs	81	\$104.25	\$146,469
Prescription Drugs	75	\$372.74	\$523,700
Nonprescription Vitamins	80	\$56.19	\$78,949
Medicare Prescription Drug Premium	74	\$65.27	\$91,705
Eyeglasses and Contact Lenses	79	\$71.35	\$100,248
Hearing Aids	69	\$18.58	\$26,110
Medical Equipment for General Use	79	\$4.78	\$6,717
Other Medical Supplies (2)	80	\$51.66	\$72,583
Health Insurance	78	\$2,059.42	\$2,893,481
Blue Cross/Blue Shield	77	\$662.10	\$930,248
Commercial Health Insurance	78	\$390.61	\$548,812
Health Maintenance Organization	86	\$383.55	\$538,881
Medicare Payments	75	\$391.06	\$549,441
Long Term Care Insurance	71	\$71.83	\$100,923
Other Health Insurance (3)	72	\$160.27	\$225,176

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		3,551	3,834
Households		1,405	1,505
Families		790	848
Median Age		31.5	31.5
Median Household Income		\$47,365	\$54,421

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	91	\$5.64	\$7,926
Gasoline	86	\$2,957.24	\$4,154,921
Motor Oil	83	\$12.70	\$17,837
Vehicle Parts/Equipment and Accessories	83	\$52.87	\$74,276
Tire Purchase/Replacement	84	\$167.20	\$234,923
Vehicle Audio/Video Equipment and Installation	89	\$4.19	\$5,883
Vehicle Cleaning Products and Services	93	\$12.29	\$17,262
Services			
Auto Repair Service Policy	80	\$15.74	\$22,114
Membership Fees for Automobile Service Clubs	84	\$23.60	\$33,152
Global Positioning Services	70	\$1.88	\$2,637
Vehicle Air Conditioning Repair	81	\$17.55	\$24,656
Vehicle Body Work and Painting	85	\$29.61	\$41,598
Vehicle Brake Work	90	\$73.45	\$103,197
Vehicle Clutch/Transmission Repair	83	\$36.87	\$51,807
Vehicle Cooling System Repair	91	\$25.18	\$35,381
Vehicle Drive Shaft and Rear-end Repair	91	\$8.73	\$12,260
Vehicle Electrical System Repair	89	\$34.36	\$48,282
Vehicle Exhaust System Repair	90	\$15.08	\$21,191
Vehicle Front End Alignment/Wheel Balance & Rotation	84	\$21.75	\$30,554
Lube/Oil Change and Oil Filters	84	\$91.01	\$127,874
Vehicle Motor Repair/Replacement	88	\$80.68	\$113,352
Vehicle Motor Tune-up	92	\$65.00	\$91,326
Vehicle Shock Absorber Replacement	85	\$6.76	\$9,502
Vehicle Steering/Front End Repair	85	\$26.94	\$37,847
Tire Repair and Other Repair Work	89	\$61.57	\$86,502

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

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

Data for all businesses in area

Total Businesses:			708	
Total Employees:			11,946	
Total Residential Population:			3,551	
Employee/Residential Population Ratio:			3.36:1	
by SIC Codes				
	Number	Percent	Employees	
			Number	Percent
Agriculture & Mining	3	0.4%	40	0.3%
Construction	32	4.5%	334	2.8%
Manufacturing	37	5.2%	1,090	9.1%
Transportation	26	3.7%	457	3.8%
Communication	12	1.7%	361	3.0%
Utility	1	0.1%	5	0.0%
Wholesale Trade	55	7.8%	914	7.7%
Retail Trade Summary				
	216	30.5%	4,383	36.7%
Home Improvement	11	1.6%	400	3.3%
General Merchandise Stores	7	1.0%	516	4.3%
Food Stores	14	2.0%	127	1.1%
Auto Dealers, Gas Stations, Auto Aftermarket	20	2.8%	529	4.4%
Apparel & Accessory Stores	34	4.8%	386	3.2%
Furniture & Home Furnishings	32	4.5%	721	6.0%
Eating & Drinking Places	51	7.2%	1,226	10.3%
Miscellaneous Retail	48	6.8%	478	4.0%
Finance, Insurance, Real Estate Summary				
	71	10.0%	653	5.5%
Banks, Savings & Lending Institutions	23	3.2%	92	0.8%
Securities Brokers	9	1.3%	135	1.1%
Insurance Carriers & Agents	13	1.8%	212	1.8%
Real Estate, Holding, Other Investment Offices	25	3.5%	214	1.8%
Services Summary				
	219	30.9%	3,115	26.1%
Hotels & Lodging	7	1.0%	315	2.6%
Automotive Services	17	2.4%	137	1.1%
Motion Pictures & Amusements	13	1.8%	322	2.7%
Health Services	38	5.4%	404	3.4%
Legal Services	9	1.3%	33	0.3%
Education Institutions & Libraries	8	1.1%	237	2.0%
Other Services	126	17.8%	1,666	13.9%
Government				
	10	1.4%	470	3.9%
Unclassified Establishments				
	26	3.7%	123	1.0%
Totals	708	100.0%	11,946	100.0%

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



Business Summary

SW_Renton
 Area: 3.4 square miles

Prepared by CED/Planning

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	3	0.0%
Utilities	0	0.0%	2	0.0%
Construction	37	5.2%	372	3.1%
Manufacturing	41	5.8%	1,119	9.4%
Wholesale Trade	53	7.5%	892	7.5%
Retail Trade	159	22.5%	3,104	26.0%
Motor Vehicle & Parts Dealers	15	2.1%	529	4.4%
Furniture & Home Furnishings Stores	15	2.1%	367	3.1%
Electronics & Appliance Stores	15	2.1%	316	2.6%
Bldg Material & Garden Equipment & Supplies Dealers	11	1.6%	400	3.3%
Food & Beverage Stores	9	1.3%	101	0.8%
Health & Personal Care Stores	13	1.8%	109	0.9%
Gasoline Stations	5	0.7%	8	0.1%
Clothing & Clothing Accessories Stores	40	5.6%	427	3.6%
Sport Goods, Hobby, Book, & Music Stores	11	1.6%	146	1.2%
General Merchandise Stores	7	1.0%	516	4.3%
Miscellaneous Store Retailers	14	2.0%	163	1.4%
Nonstore Retailers	3	0.4%	20	0.2%
Transportation & Warehousing	27	3.8%	468	3.9%
Information	19	2.7%	515	4.3%
Finance & Insurance	46	6.5%	440	3.7%
Central Bank/Credit Intermediation & Related Activities	23	3.2%	92	0.8%
Securities, Commodity Contracts & Other Financial	10	1.4%	136	1.1%
Insurance Carriers & Related Activities; Funds, Trusts &	13	1.8%	212	1.8%
Real Estate, Rental & Leasing	32	4.5%	268	2.2%
Professional, Scientific & Tech Services	53	7.5%	607	5.1%
Legal Services	10	1.4%	57	0.5%
Management of Companies & Enterprises	1	0.1%	5	0.0%
Administrative & Support & Waste Management &	29	4.1%	559	4.7%
Educational Services	10	1.4%	250	2.1%
Health Care & Social Assistance	45	6.4%	536	4.5%
Arts, Entertainment & Recreation	9	1.3%	261	2.2%
Accommodation & Food Services	61	8.6%	1,557	13.0%
Accommodation	7	1.0%	315	2.6%
Food Services & Drinking Places	53	7.5%	1,242	10.4%
Other Services (except Public Administration)	47	6.6%	374	3.1%
Automotive Repair & Maintenance	11	1.6%	83	0.7%
Public Administration	10	1.4%	470	3.9%
Unclassified Establishments	28	4.0%	143	1.2%
Total	708	100.0%	11,946	100.0%

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

Demographic Summary		2015	2020
Population		3,551	3,834
Households		1,405	1,505
Families		790	848
Median Age		31.5	31.5
Median Household Income		\$47,365	\$54,421
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	85	\$546.82	\$768,289
Admission to Movies, Theater, Opera, Ballet	92	\$152.13	\$213,748
Admission to Sporting Events, excl. Trips	76	\$50.74	\$71,283
Fees for Participant Sports, excl. Trips	84	\$100.87	\$141,724
Fees for Recreational Lessons	84	\$103.24	\$145,056
Membership Fees for Social/Recreation/Civic Clubs	81	\$139.13	\$195,475
Dating Services	118	\$0.71	\$1,002
Rental of Video Cassettes and DVDs	95	\$22.44	\$31,533
Toys & Games	89	\$109.72	\$154,162
Toys and Playground Equipment	89	\$102.37	\$143,832
Play Arcade Pinball/Video Games	112	\$3.42	\$4,802
Online Entertainment and Games	98	\$3.93	\$5,528
Recreational Vehicles and Fees	66	\$143.54	\$201,680
Docking and Landing Fees for Boats and Planes	62	\$6.09	\$8,559
Camp Fees	79	\$26.44	\$37,153
Purchase of RVs or Boats	63	\$104.85	\$147,312
Rental of RVs or Boats	82	\$6.16	\$8,655
Sports, Recreation and Exercise Equipment	80	\$151.32	\$212,611
Exercise Equipment and Gear, Game Tables	80	\$61.65	\$86,618
Bicycles	93	\$27.87	\$39,159
Camping Equipment	90	\$15.31	\$21,505
Hunting and Fishing Equipment	67	\$28.05	\$39,408
Winter Sports Equipment	80	\$4.78	\$6,721
Water Sports Equipment	80	\$5.18	\$7,274
Other Sports Equipment	79	\$6.32	\$8,884
Rental/Repair of Sports/Recreation/Exercise Equipment	71	\$2.17	\$3,042
Photographic Equipment and Supplies	88	\$71.91	\$101,036
Film	85	\$1.02	\$1,439
Film Processing	77	\$9.47	\$13,312
Photographic Equipment	91	\$36.11	\$50,736
Photographer Fees/Other Supplies & Equip Rental/Repair	90	\$25.30	\$35,549
Reading	82	\$125.05	\$175,694
Magazine/Newspaper Subscriptions	74	\$40.03	\$56,244
Magazine/Newspaper Single Copies	89	\$13.94	\$19,591
Books	87	\$55.52	\$78,003
Digital Book Readers	86	\$15.56	\$21,856

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	3,551	3,834	
Population 18+	2,553	2,767	
Households	1,405	1,505	
Median Household Income	\$47,365	\$54,421	
Product/Consumer Behavior	Expected Number of	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)	483	18.9%	89
Own e-reader/tablet: iPad	249	9.8%	94
Own e-reader/tablet: Barnes&Noble Nook	61	2.4%	95
Own e-reader/tablet: Amazon Kindle	138	5.4%	68
Own any portable MP3 player	801	31.4%	94
Own Apple iPod classic	216	8.5%	85
Own Apple iPod nano	233	9.1%	95
Own Apple iPod shuffle	103	4.0%	89
Own Apple iPod touch	224	8.8%	86
Purchased portable MP3 player in last 12 months	123	4.8%	93
Spent \$200+ on MP3 player in last 12 months	39	1.5%	74
Own digital point & shoot camera	718	28.1%	87
Own digital single-lens reflex (SLR) camera	173	6.8%	79
Own Canon camera	383	15.0%	88
Own Fujifilm camera	47	1.8%	67
Own Kodak camera	133	5.2%	58
Own Nikon camera	204	8.0%	86
Own Olympus camera	82	3.2%	92
Own Panasonic camera	67	2.6%	119
Own Sony camera	160	6.3%	96
Bought any camera in last 12 months	147	5.8%	80
Spent on cameras in last 12 months: \$1-99	176	6.9%	72
Spent on cameras in last 12 months: \$100-\$199	132	5.2%	92
Spent on cameras in last 12 months: \$200+	173	6.8%	112
Own telephoto/zoom lens	102	4.0%	63
Own wideangle lens	59	2.3%	65
Own memory card for camera	604	23.7%	83
Bought memory card for camera in last 12 months	122	4.8%	83
Own photo paper	272	10.7%	71
Own photo printer	238	9.3%	70
Printed digital photos in last 12 months	49	1.9%	57
Bought film in last 12 months	173	6.8%	89
Use a computer at work	992	38.9%	96
Use desktop computer at work	595	23.3%	94
Use laptop/notebook at work	280	11.0%	82
HH owns a computer	1,072	76.3%	100
Purchased home computer in last 12 months	216	15.4%	106
HH owns desktop computer	568	40.4%	83
HH owns laptop/notebook	745	53.0%	104
HH owns netbook	53	3.8%	102
Child (under 18 yrs) uses home computer	192	13.7%	79
HH owns any Apple/Mac brand computer	186	13.2%	92
HH owns any PC/non-Apple brand computer	955	68.0%	98
Brand of computer HH owns: Acer	113	8.0%	107
Brand of computer HH owns: Compaq	66	4.7%	97
Brand of computer HH owns: Dell	319	22.7%	79
Brand of computer HH owns: Gateway	55	3.9%	89
Brand of computer HH owns: HP	288	20.5%	104

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	39	2.8%	92
Brand of computer HH owns: Toshiba	121	8.6%	108
Purchased most recent home computer 1-2 years ago	238	16.9%	90
Purchased most recent home computer 3-4 years ago	200	14.2%	94
Purchased most recent home computer 5+ years ago	78	5.6%	70
Spent on most recent home computer: <\$500	225	16.0%	114
Spent on most recent home computer: \$500-\$999	235	16.7%	83
Spent on most recent home computer: \$1000-\$1499	110	7.8%	78
Spent on most recent home computer: \$1500-\$1999	51	3.6%	79
Spent on most recent home computer: \$2000+	40	2.8%	74
Purch most recent hm computer at computer superstr	221	15.7%	119
Purch most recent hm computer at dept/discount str	102	7.3%	90
Purch most recent hm computer direct from manufact	91	6.5%	62
Purch most recent hm computer at electronics store	156	11.1%	90
Purch most recent hm computer from online-only co.	47	3.3%	91
HH owns Blu-ray drive	68	4.8%	99
HH owns CD drive	463	33.0%	91
HH owns DVD drive	304	21.6%	95
HH owns external hard drive	206	14.7%	88
HH owns flash drive	307	21.9%	86
HH owns LAN/network interface card	80	5.7%	74
HH owns inkjet printer	431	30.7%	81
HH owns laser printer	172	12.2%	86
HH owns document scanner	196	14.0%	77
HH owns computer speakers	424	30.2%	90
HH owns webcam	274	19.5%	101
HH owns wireless router	386	27.5%	86
HH owns software: accounting	58	4.1%	62
HH owns software: communications/fax	56	4.0%	68
HH owns software: database/filing	60	4.3%	69
HH owns software: desktop publishing	96	6.8%	73
HH owns software: education/training	104	7.4%	86
HH owns software: entertainment/games	288	20.5%	90
HH owns software: personal finance/tax prep	121	8.6%	72
HH owns software: presentation graphics	73	5.2%	78
HH owns software: multimedia	158	11.2%	84
HH owns software: networking	149	10.6%	76
HH owns software: online meeting/conference	31	2.2%	75
HH owns software: security/anti-virus	262	18.6%	72
HH owns software: spreadsheet	209	14.9%	74
HH owns software: utility	53	3.8%	68
HH owns software: web authoring	40	2.8%	122
HH owns software: word processing	334	23.8%	79
HH owns camcorder	165	11.7%	75
HH owns CD player	203	14.4%	76
HH owns DVD/Blu-ray player	812	57.8%	93
HH purchased DVD/Blu-ray player in last 12 months	133	9.5%	110

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

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

Product/Consumer Behavior	Expected Number of	Percent	MPI
HH owns portable GPS navigation device	278	19.8%	72
HH purchased portable GPS navigation device/12 mo	42	3.0%	70
HH owns headphones (ear buds)	391	27.8%	82
HH owns noise reduction headphones	67	4.8%	64
HH owns home theater/entertainment system	109	7.8%	70
HH owns MP3 docking station	97	6.9%	71
HH owns 1 TV	354	25.2%	125
HH owns 2 TVs	393	28.0%	106
HH owns 3 TVs	290	20.6%	96
HH owns 4+ TVs	174	12.4%	63
HH owns DLP TV	17	1.2%	66
HH owns LCD TV	481	34.2%	91
HH owns plasma TV	202	14.4%	93
HH owns projection TV	23	1.6%	51
HH has HDTV	593	42.2%	92
HH has Internet connectable TV	190	13.5%	78
HH owns miniature screen TV (<13 in)	73	5.2%	98
HH owns regular screen TV (13-26 in)	384	27.3%	85
HH owns large screen TV (27-35 in)	537	38.2%	98
HH owns big screen TV (36-42 in)	409	29.1%	90
HH owns giant screen TV (over 42 in)	297	21.1%	89
Most recent HH TV purchase: miniature screen (<13 in)	26	1.9%	112
Most recent HH TV purchase: regular screen (13-26 in)	177	12.6%	85
Most recent HH TV purchase: large screen (27-35 in)	349	24.8%	106
Most recent HH TV purchase: big screen (36-42 in)	301	21.4%	95
Most recent HH TV purchase: giant screen (over 42 in)	217	15.4%	86
HH owns Internet video device for TV	54	3.8%	88
HH purchased video game system in last 12 months	179	12.7%	138
HH owns video game system: handheld	208	14.8%	92
HH owns video game system: attached to TV/computer	633	45.1%	100
HH owns video game system: Nintendo DS/DS Lite	78	5.6%	82
HH owns video game system: Nintendo DSi/DSi XL	55	3.9%	74
HH owns video game system: Nintendo Wii	277	19.7%	81
HH owns video game system: PlayStation 2 (PS2)	154	11.0%	95
HH owns video game system: PlayStation 3 (PS3)	216	15.4%	114
HH owns video game system: Sony PSP/PSPgo	52	3.7%	113
HH owns video game system: Xbox 360	284	20.2%	111
HH purchased 5+ video games in last 12 months	98	7.0%	99
HH spent \$101+ on video games in last 12 months	127	9.0%	93
Have access to Internet at home using a computer	1,945	76.2%	97
Connection to Internet at home: dial-up modem	45	1.8%	83
Connection to Internet at home: cable modem	872	34.2%	109
Connection to Internet at home: DSL	296	11.6%	69
Connection to Internet at home: fiber optic	239	9.4%	105
Connection to Internet at home: wireless	684	26.8%	94
Connection to Internet at home: any high speed	1,818	71.2%	97
Time online in a typical day: 10+ hours	97	3.8%	129
Time online in a typical day: 5-9.9 hours	313	12.3%	132
Time online in a typical day: 2-4.9 hours	454	17.8%	96
Time online in a typical day: 1-1.9 hours	427	16.7%	99
Time online in a typical day: 0.5-0.9 hours	316	12.4%	97
Time online in a typical day: <0.5 hours	300	11.8%	110
Any Internet usage in last 30 days	2,062	80.8%	102
Used Internet/30 days: at home	1,847	72.3%	98
Used Internet/30 days: at work	857	33.6%	91
Used Internet/30 days: at school/library	309	12.1%	108

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
Used Internet/30 days: not hm/work/school/library	650	25.5%	106
Device used to access Internet/30 days: computer	1,885	73.8%	98
Device used to access Internet/30 days: cell phone	1,300	50.9%	109
Used Wi-Fi/wireless connection outside hm/30 days	655	25.7%	96
Internet last 30 days: visited chat room	193	7.6%	142
Internet last 30 days: used email	1,793	70.2%	101
Internet last 30 days: used IM	1,207	47.3%	105
Internet last 30 days: made personal purchase	921	36.1%	92
Internet last 30 days: made business purchase	238	9.3%	87
Internet last 30 days: paid bills online	1,109	43.4%	102
Internet last 30 days: looked for employment	451	17.7%	112
Internet last 30 days: traded/tracked investments	239	9.4%	84
Internet last 30 days: made travel plans	387	15.2%	85
Internet last 30 days: obtained new/used car info	311	12.2%	112
Internet last 30 days: obtained financial info	685	26.8%	92
Internet last 30 days: obtained medical info	489	19.2%	89
Internet last 30 days: checked movie listing/times	560	21.9%	103
Internet last 30 days: obtained latest news	1,022	40.0%	92
Internet last 30 days: obtained parenting info	126	4.9%	98
Internet last 30 days: obtained real estate info	290	11.4%	98
Internet last 30 days: obtained sports news/info	681	26.7%	93
Internet last 30 days: visited online blog	317	12.4%	102
Internet last 30 days: wrote online blog	92	3.6%	117
Internet last 30 days: used online dating website	52	2.0%	120
Internet last 30 days: played games online	676	26.5%	100
Internet last 30 days: sent greeting card	132	5.2%	103
Internet last 30 days: made phone call	359	14.1%	100
Internet last 30 days: shared photos via website	704	27.6%	103
Internet last 30 days: looked for recipes	703	27.5%	89
Internet last 30 days: added video to website	219	8.6%	148
Internet last 30 days: downloaded a movie	207	8.1%	123
Internet last 30 days: downloaded music	647	25.3%	115
Internet last 30 days: downloaded podcast	95	3.7%	99
Internet last 30 days: downloaded TV program	114	4.5%	103
Internet last 30 days: downloaded a video game	281	11.0%	132
Internet last 30 days: watched movie online	380	14.9%	110
Internet last 30 days: watched TV program online	375	14.7%	109
Purch/rntd video download/strm/30 days: amazon.com	79	3.1%	113
Purch/rntd video download/strm/30 days: itunes.com	78	3.1%	97
Purch/rntd video download/strm/30 days: netflix.com	263	10.3%	91
Visited any Spanish language website last 30 days	102	4.0%	156
Visited website in last 30 days: facebook.com	1,420	55.6%	108
Visited website in last 30 days: LinkedIn.com	158	6.2%	75
Visited website in last 30 days: MySpace.com	83	3.3%	154
Visited website in last 30 days: photobucket.com	70	2.7%	110
Visited website in last 30 days: picasa.com	79	3.1%	107
Visited website in last 30 days: shutterfly.com	65	2.5%	83
Visited website in last 30 days: tumblr.com	89	3.5%	143
Visited website in last 30 days: twitter.com	275	10.8%	117
Visited website in last 30 days: yelp.com	73	2.9%	91
Visited website in last 30 days: YouTube.com	1,188	46.5%	114
Used website/search engine/30 days: ask.com	236	9.2%	130
Used website/search engine/30 days: bing.com	433	17.0%	102
Used website/search engine/30 days: google.com	1,864	73.0%	103
Used website/search engine/30 days: yahoo.com	1,071	42.0%	117

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.



Electronics and Internet Market Potential

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

Product/Consumer Behavior	Expected Number of	Percent	MPI
Visited news website in last 30 days: ABCnews.com	104	4.1%	97
Visited news website in last 30 days: CBSnews.com	58	2.3%	85
Visited news website in last 30 days: cnn.com	256	10.0%	94
Visited news website in last 30 days: foxnews.com	169	6.6%	80
Visited news website in last 30 days: msnbc.com	143	5.6%	89
Visited news website in last 30 days: Yahoo! News	441	17.3%	127

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		3,551	3,834	
Population 18+		2,553	2,767	
Households		1,405	1,505	
Median Household Income		\$47,365	\$54,421	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		1,210	47.4%	86
Bank/financial institution used: Bank of America		434	17.0%	115
Bank/financial institution used: Capital One		115	4.5%	113
Bank/financial institution used: Chase		353	13.8%	116
Bank/financial institution used: Citibank		109	4.3%	130
Bank/financial institution used: PNC		69	2.7%	84
Bank/financial institution used: U.S. Bank		72	2.8%	95
Bank/financial institution used: Wells Fargo		306	12.0%	104
Bank/financial institution used: credit union		341	13.4%	78
Did banking by mail in last 12 months		80	3.1%	92
Did banking by phone in last 12 months		207	8.1%	92
Did banking online in last 12 months		742	29.1%	83
Did banking on mobile device in last 12 months		250	9.8%	94
Used ATM/cash machine in last 12 months		1,247	48.8%	100
Used direct deposit of paycheck in last 12 months		854	33.5%	85
Did banking w/paperless statements in last 12 mo		361	14.1%	81
Have interest checking account		568	22.2%	77
Have non-interest checking account		628	24.6%	87
Have savings account		1,150	45.0%	84
Have overdraft protection		491	19.2%	73
Have auto loan		281	11.0%	65
Have personal loan for education (student loan)		154	6.0%	87
Have personal loan - not for education		51	2.0%	80
Have home mortgage (1st)		534	20.9%	66
Have 2nd mortgage (home equity loan)		104	4.1%	61
Have home equity line of credit		54	2.1%	52
Have personal line of credit		61	2.4%	72
Have 401(k) retirement savings plan		279	10.9%	74
Have 403(b) retirement savings plan		49	1.9%	70
Have IRA retirement savings plan		198	7.8%	61
Own any securities investment		540	21.2%	70
Own any annuity		39	1.5%	53
Own certificate of deposit (more than 6 months)		66	2.6%	70
Own shares in money market fund		87	3.4%	68
Own shares in mutual fund (bonds)		71	2.8%	56
Own shares in mutual fund (stock)		134	5.2%	70
Own any stock		137	5.4%	69
Own common/preferred stock in company you work for		49	1.9%	85
Own common stock in company you don't work for		82	3.2%	59
Own U.S. savings bond		124	4.9%	85
Own investment real estate		81	3.2%	88
Own vacation/weekend home		57	2.2%	64
Used a real estate agent in last 12 months		100	3.9%	72
Used financial planner in last 12 months		97	3.8%	62
Own 1 credit card		352	13.8%	91
Own 2 credit cards		268	10.5%	80
Own 3 credit cards		164	6.4%	71
Own 4 credit cards		126	4.9%	83
Own 5 credit cards		66	2.6%	74
Own 6+ credit cards		127	5.0%	88

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 of Adults	Percent	MPI
Avg monthly credit card expenditures: <\$111	239	9.4%	79
Avg monthly credit card expenditures: \$111-\$225	130	5.1%	79
Avg monthly credit card expenditures: \$226-\$450	139	5.4%	86
Avg monthly credit card expenditures: \$451-\$700	146	5.7%	105
Avg monthly credit card expenditures: \$701-\$1000	78	3.1%	70
Avg monthly credit card expenditures: \$1001+	175	6.9%	75
Own 1 debit card	1,079	42.3%	98
Own 2 debit cards	196	7.7%	80
Own 3+ debit cards	75	2.9%	135
Avg monthly debit card expenditures: <\$91	101	4.0%	95
Avg monthly debit card expenditures: \$91-\$180	121	4.7%	105
Avg monthly debit card expenditures: \$181-\$225	114	4.5%	95
Avg monthly debit card expenditures: \$226-\$450	204	8.0%	98
Avg monthly debit card expenditures: \$451-\$700	202	7.9%	92
Avg monthly debit card expenditures: \$701-\$1000	171	6.7%	103
Avg monthly debit card expenditures: \$1001+	148	5.8%	84
Own/used last 12 months: any credit/debit card	1,712	67.1%	91
Own/used last 12 months: any major credit/debit card	1,500	58.8%	89
Own/used last 12 months: any store credit card	545	21.3%	80
Credit/debit card rewards: airline miles	174	6.8%	80
Credit/debit card rewards: cash back	442	17.3%	87
Credit/debit card rewards: gasoline discounts	60	2.4%	75
Credit/debit card rewards: gifts	109	4.3%	88
Credit/debit card rewards: hotel/car rental awards	60	2.4%	85
Own/used card last 12 months: American Express Green	91	3.6%	117
Own/used card last 12 months: American Express Gold	56	2.2%	75
Own/used card last 12 months: American Express	59	2.3%	96
Own/used card last 12 months: American Express Blue	74	2.9%	90
Own/used card last 12 months: Discover	144	5.6%	54
Own/used card last 12 months: MasterCard Standard	268	10.5%	80
Own/used card last 12 months: MasterCard Gold	91	3.6%	87
Own/used card last 12 months: MasterCard Platinum	140	5.5%	82
Own/used card last 12 months: MasterCard debit card	146	5.7%	87
Own/used card last 12 months: Visa Regular/Classic	496	19.4%	96
Own/used card last 12 months: Visa Gold	85	3.3%	91
Own/used card last 12 months: Visa Platinum	182	7.1%	72
Own/used card last 12 months: Visa Signature	53	2.1%	52
Own/used card last 12 months: Visa debit card	521	20.4%	92
Paid bills last 12 months: by mail	954	37.4%	79
Paid bills last 12 months: online	984	38.5%	92
Paid bills last 12 months: in person	829	32.5%	106
Paid bills last 12 months: by phone using credit card	453	17.7%	99
Paid bills last 12 months: by mobile phone	246	9.6%	108
Paid bills last 12 months: charged to credit card	230	9.0%	81
Paid bills last 12 months: deducted from bank account	441	17.3%	74
Wired/sent money in last 6 months	558	21.9%	106
Wired/sent money in last 6 months: using MoneyGram	76	3.0%	113
Wired/sent money in last 6 months: using PayPal	231	9.0%	85
Wired/sent money in last 6 months: using Western Union	200	7.8%	175

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Wired/sent money in last 6 months: bank wire transfer	63	2.5%	98
Tax preparation: did manually	385	15.1%	129
Tax preparation: used software (TurboTax)	229	9.0%	93
Tax preparation: used online tax srv (TurboTax)	155	6.1%	121
Tax preparation: used H&R Block on-site	91	3.6%	68
Tax preparation: used CPA/other tax professional	377	14.8%	75

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Demographic Summary		2015	2020
Population		3,551	3,834
Population 18+		2,553	2,767
Households		1,405	1,505
Median Household Income		\$47,365	\$54,421
Product/Consumer Behavior		Expected Number	MPI
	Adults	Percent	
Typically spend 6+ hours exercising per week	565	22.1%	97
Typically spend 3-5 hours exercising per week	541	21.2%	97
Typically spend 1-2 hours exercising per week	505	19.8%	98
Exercise at home 2+ times per week	690	27.0%	95
Exercise at club 2+ times per week	337	13.2%	102
Exercise at other facility (not club) 2+ times/wk	161	6.3%	82
Own elliptical	84	3.3%	83
Own stationary bicycle	97	3.8%	68
Own treadmill	192	7.5%	73
Own weight lifting equipment	222	8.7%	68
Presently controlling diet	876	34.3%	95
Diet control for blood sugar level	204	8.0%	104
Diet control for cholesterol level	204	8.0%	88
Diet control to maintain weight	267	10.5%	96
Diet control for physical fitness	237	9.3%	91
Diet control for salt restriction	91	3.6%	112
Diet control for weight loss	294	11.5%	84
Used doctor's care/diet for diet method	78	3.1%	111
Used exercise program for diet method	205	8.0%	106
Used Weight Watchers as diet method	44	1.7%	63
Buy foods specifically labeled as fat-free	265	10.4%	83
Buy foods specifically labeled as gluten-free	81	3.2%	96
Buy foods specifically labeled as high fiber	213	8.3%	87
Buy foods specifically labeled as high protein	122	4.8%	77
Buy foods specifically labeled as lactose-free	53	2.1%	92
Buy foods specifically labeled as low-calorie	217	8.5%	81
Buy foods specifically labeled as low-carb	124	4.9%	75
Buy foods specifically labeled as low-cholesterol	127	5.0%	76
Buy foods specifically labeled as low-fat	249	9.8%	86
Buy foods specifically labeled as low-sodium	218	8.5%	84
Buy foods specifically labeled as natural/organic	250	9.8%	104
Buy foods specifically labeled as sugar-free	259	10.1%	100
Used meal/dietary/weight loss supplement last 6 mo	185	7.2%	96
Used vitamins/dietary supplements in last 6 months	1,240	48.6%	91
Vitamin/dietary suppl used/6 months: antioxidant	65	2.5%	103
Vitamin/dietary suppl used/6 months: B complex	145	5.7%	104
Vitamin/dietary suppl used/6 months: B complex+C	47	1.8%	90
Vitamin/dietary suppl used/6 months: B-6	62	2.4%	119
Vitamin/dietary suppl used/6 months: B-12	153	6.0%	74
Vitamin/dietary suppl used/6 months: C	240	9.4%	117
Vitamin/dietary suppl used/6 months: calcium	214	8.4%	78
Vitamin/dietary suppl used/6 months: D	245	9.6%	83
Vitamin/dietary suppl used/6 months: E	91	3.6%	92
Vitamin/dietary suppl used/6 months: glucosamine	108	4.2%	113
Vitamin/dietary suppl used/6 months: iron	91	3.6%	106
Vitamin/dietary suppl used/6 months: multiple formula	252	9.9%	79
Vitamin/dietary suppl used/6 months: multiple w/iron	85	3.3%	86
Vitamin/dietary suppl used/6 months: mult w/minerals	105	4.1%	78
Vitamin/dietary suppl used/6 months: zinc	68	2.7%	121
Vitamin/dietary suppl used/6 months: Caltrate 600	26	1.0%	43
Vitamin/dietary suppl used/6 months: Centrum	92	3.6%	89
Vitamin/dietary suppl used/6 months: Nature Made	173	6.8%	78
Primary caregiver/caretaker	137	5.4%	77

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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 Adults	Percent	MPI
Visited doctor in last 12 months	1,781	69.8%	92
Visited doctor in last 12 months: 1-2 times	604	23.7%	99
Visited doctor in last 12 months: 3-5 times	527	20.6%	92
Visited doctor in last 12 months: 6+ times	650	25.5%	87
Visited doctor in last 12 months: cardiologist	120	4.7%	73
Visited doctor in last 12 months: chiropractor	115	4.5%	66
Visited doctor in last 12 months: dentist	800	31.3%	88
Visited doctor in last 12 months: dermatologist	146	5.7%	72
Visited doctor in last 12 months: ear/nose/throat	112	4.4%	103
Visited doctor in last 12 months: eye	481	18.8%	93
Visited doctor in last 12 months: gastroenterologist	86	3.4%	86
Visited doctor in last 12 months: general/family	869	34.0%	83
Visited doctor in last 12 months: internist	134	5.2%	89
Visited doctor in last 12 months: physical therapist	84	3.3%	71
Visited doctor in last 12 months: podiatrist	76	3.0%	110
Visited doctor in last 12 months: urologist	89	3.5%	91
Visited nurse practitioner in last 12 months	89	3.5%	75
Wear regular/sun/tinted prescription eyeglasses	687	26.9%	77
Wear bi-focals	258	10.1%	63
Wear disposable contact lenses	138	5.4%	81
Wear soft contact lenses	184	7.2%	73
Wear transition lenses	100	3.9%	71
Spent on eyeglasses in last 12 months: <\$100	71	2.8%	101
Spent on eyeglasses in last 12 months: \$100-\$199	108	4.2%	104
Spent on eyeglasses in last 12 months: \$200-\$249	51	2.0%	65
Spent on eyeglasses in last 12 months: \$250+	177	6.9%	75
Spent on contact lenses in last 12 months: <\$100	63	2.5%	90
Spent on contact lenses in last 12 months: \$100-\$199	76	3.0%	81
Spent on contact lenses in last 12 months: \$200+	57	2.2%	68
Bought prescription eyewear: discount optical ctr	190	7.4%	86
Bought prescription eyewear: private eye doctor	465	18.2%	75
Bought prescription eyewear: retail optical chain	220	8.6%	73
Used prescription drug for allergy/hay fever	105	4.1%	75
Used prescription drug for anxiety/panic	123	4.8%	107
Used prescr drug for arthritis/osteoarthritis	79	3.1%	100
Used prescr drug for rheumatoid arthritis	61	2.4%	97
Used prescription drug for asthma	109	4.3%	108
Used prescription drug for backache/back pain	154	6.0%	79
Used prescription drug for depression	128	5.0%	80
Used prescr drug for diabetes (insulin dependent)	48	1.9%	94
Used prescr drug for diabetes (non-insulin depend)	102	4.0%	106
Used prescription drug for heartburn/acid reflux	113	4.4%	73
Used prescription drug for high blood pressure	302	11.8%	87
Used prescription drug for high cholesterol	150	5.9%	65
Used prescription drug for migraine headache	60	2.4%	73
Used prescr drug for sinus congestion/headache	59	2.3%	62
Used prescription drug for urinary tract infection	51	2.0%	70
Filled prescription last 12 months: discnt/dept store	85	3.3%	75
Filled prescription last 12 months: drug str/pharmacy	832	32.6%	90
Filled prescription last 12 months: supermarket	193	7.6%	99
Filled prescription last 12 months: mail order	141	5.5%	68
Used last 6 months: adhesive bandages	1,216	47.6%	86

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Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Used last 6 months: athlete`s foot/medicated foot prod	279	10.9%	104
Used last 6 months: children`s cold tablets/liquids	336	13.2%	95
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,235	48.4%	99
Used last 6 months: contact lens cleaning solution	253	9.9%	78
Used last 6 months: cotton swabs	1,176	46.1%	94
Used last 6 months: children`s cough syrup	406	15.9%	114
Used last 6 months: cough syrup/suppressant(nonprescr)	943	36.9%	107
Used last 6 months: eye wash/drops	736	28.8%	99
Used last 6 months: headache/pain reliever (nonprescr)	2,003	78.5%	96
Used last 6 months: heartburn/indigest/diarrhea remedy	1,032	40.4%	92
Used last 6 months: hemorrhoid remedy	171	6.7%	84
Used last 6 months: lactose intolerance product	95	3.7%	94
Used last 6 months: laxative/fiber supplement	357	14.0%	89
Used last 6 months: medicated skin cream/lotion/spray	668	26.2%	91
Used last 6 months: nasal spray	377	14.8%	91
Used last 6 months: pain reliever/fever reducer (kids)	570	22.3%	105
Used last 6 months: pain relieving rub/liquid/patch	607	23.8%	107
Used last 6 months: sleeping aid/snore relief	238	9.3%	112
Used last 6 months: sore throat remedy/cough drops	1,193	46.7%	97
Used last 12 months: sunburn remedy	316	12.4%	88
Used last 12 months: suntan/sunscreen product	843	33.0%	86
Used last 12 months: SPF 15 suntan/sunscreen product	230	9.0%	96
Used last 12 months: SPF 30-49 suntan/sunscreen prod	301	11.8%	73
Used last 12 months: SPF 50+ suntan/sunscreen product	227	8.9%	78
Used last 6 months: toothache/gum/canker sore remedy	305	11.9%	117
Used last 6 months: vitamins/nutritional suppl (kids)	393	15.4%	106
Used body powder in last 6 months	656	25.7%	109
Used body wash/shower gel in last 6 months	1,633	64.0%	109
Used breath freshener in last 6 months	1,119	43.8%	104
Used breath freshener in last 6 months: gum	702	27.5%	102
Used breath freshener in last 6 months: mints	491	19.2%	107
Used breath freshener in last 6 months: spray/drops	44	1.7%	98
Used breath freshener in last 6 months: thin film	59	2.3%	104
Used breath freshener 8+ times in last 7 days	319	12.5%	116
Used complexion care product in last 6 months	1,190	46.6%	99
Used complexion care prod in last 6 months: astringent	134	5.2%	91
Used complexion care prod in last 6 months: cleanser	585	22.9%	92
Used complexion care prod in last 6 months: toner	166	6.5%	102
Used dental floss in last 6 months	1,479	57.9%	91
Used dental rinse in last 6 months	564	22.1%	98
Used denture adhesive/fixative in last 6 months	133	5.2%	85
Used denture cleaner in last 6 months	203	8.0%	76
Used deodorant/antiperspirant in last 6 months	2,349	92.0%	99
Used disposable razor in last 6 months	1,415	55.4%	99
Used electric shaver in last 6 months	392	15.4%	85

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Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Used facial moisturizer in last 6 months	1,022	40.0%	94
Used personal foot care product in last 6 months	569	22.3%	108
Used hair coloring product (at home) last 6 months	563	22.1%	111
Used hair conditioner (at home) in last 6 months	1,625	63.7%	105
Used hair conditioning treatment (at home)/6 mo	762	29.8%	127
Used hair growth product in last 6 months	67	2.6%	100
Used hair spray (at home) in last 6 months	743	29.1%	87
Used hair styling gel/lotion/mousse in last 6 mo	932	36.5%	105
Used hand & body cream/lotion/oil in last 6 months	1,849	72.4%	100
Used lip care product in last 6 months	1,563	61.2%	98
Used liquid soap/hand sanitizer in last 6 months	1,881	73.7%	95
Used mouthwash in last 6 months	1,791	70.2%	106
Used mouthwash 8+ times in last 7 days	541	21.2%	130
Used shampoo (at home) in last 6 months	2,324	91.0%	100
Used shaving cream/gel in last 6 months	1,225	48.0%	95
Bought toothbrush in last 6 months	2,224	87.1%	103
Bought electric toothbrush in last 6 months	174	6.8%	92
Used toothpaste in last 6 months	2,475	96.9%	101
Used toothpaste (gel) in last 6 months	595	23.3%	92
Used toothpaste (paste) in last 6 months	1,306	51.2%	99
Used whitening toothpaste in last 6 months	760	29.8%	90
Used toothpaste with baking soda in last 6 months	603	23.6%	110
Used toothpaste for sensitive teeth in last 6 mo	251	9.8%	84
Used tooth whitener (not toothpaste) in last 6 mo	259	10.1%	105
Used tooth whitener (gel) in last 6 mos	71	2.8%	146
Used tooth whitener (strips) in last 6 months	147	5.8%	110
Visited a day spa in last 6 months	120	4.7%	84
Purchased product at salon/day spa in last 6 mo	147	5.8%	87
Professional srv last 6 months: haircut	1,395	54.6%	87
Professional srv last 6 months: hair color/highlights	315	12.3%	74
Professional srv last 6 months: facial	75	2.9%	93
Professional srv last 6 months: massage	177	6.9%	84
Professional srv last 6 months: manicure	373	14.6%	110
Professional srv last 6 months: pedicure	436	17.1%	108
Spent \$150+ at barber shops in last 6 months	52	2.0%	90
Spent \$150+ at beauty salons in last 6 months	208	8.1%	74

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		3,551	3,834
Population 18+		2,553	2,767
Households		1,405	1,505
Median Household Income		\$47,365	\$54,421

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	560	39.9%	75
HH owns any bird	41	2.9%	104
HH owns any cat	222	15.8%	69
HH owns any dog	361	25.7%	65
HH owns 1 cat	128	9.1%	74
HH owns 2+ cats	93	6.6%	63
HH owns 1 dog	240	17.1%	71
HH owns 2+ dogs	121	8.6%	54
HH used canned/wet cat food in last 6 months	125	8.9%	76
HH used <4 containers of cat food in last 7 days	65	4.6%	99
HH used 8+ containers of cat food in last 7 days	46	3.3%	102
HH used packaged dry cat food in last 6 months	218	15.5%	71
HH used <4 pounds pkgd dry cat food last 30 days	98	7.0%	103
HH used 9+ pounds pkgd dry cat food last 30 days	81	5.8%	58
HH used cat treats in last 6 months	113	8.0%	71
HH used 3+ packages of cat treats in last 30 days	50	3.6%	98
HH used cat litter in last 6 months	193	13.7%	70
HH used 21+ pounds of cat litter in last 30 days	59	4.2%	74
HH used canned/wet dog food in last 6 months	136	9.7%	68
HH used <3 containers of dog food in last 7 days	54	3.8%	58
HH used 7+ containers of dog food in last 7 days	45	3.2%	68
HH used packaged dry dog food in last 6 months	339	24.1%	64
HH used <10 pounds pkgd dry dog food last 30 days	184	13.1%	75
HH used 25+ pounds pkgd dry dog food last 30 days	89	6.3%	55
HH used dog biscuits/treats in last 6 months	288	20.5%	65
HH used 3+ pkgs dog biscuits/treats last 30 days	87	6.2%	73
HH used flea/tick/parasite product for cat/dog	341	24.3%	68
HH Bought pet food from any pet specialty store/12 mo	232	16.5%	80
HH Bought pet food in last 12 months: from discount store	86	6.1%	62
HH Bought pet food in last 12 months: from grocery store	283	20.1%	74
HH Bought pet food in last 12 months: from PETCO	110	7.8%	92
HH Bought pet food in last 12 months: from PetSmart	127	9.0%	78
HH Bought pet food in last 12 months: from wholesale club	41	2.9%	65
HH Bought pet food in last 12 months: from vet	48	3.4%	75
HH Bought flea control product from vet in last 12 mo	104	7.4%	61
HH member took pet to vet in last 12 months: 1 time	121	8.6%	67
HH member took pet to vet in last 12 months: 2 times	121	8.6%	74
HH member took pet to vet in last 12 months: 3 times	52	3.7%	65
HH member took pet to vet in last 12 months: 4 times	29	2.1%	58
HH member took pet to vet in last 12 months: 5+ times	47	3.3%	66

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.

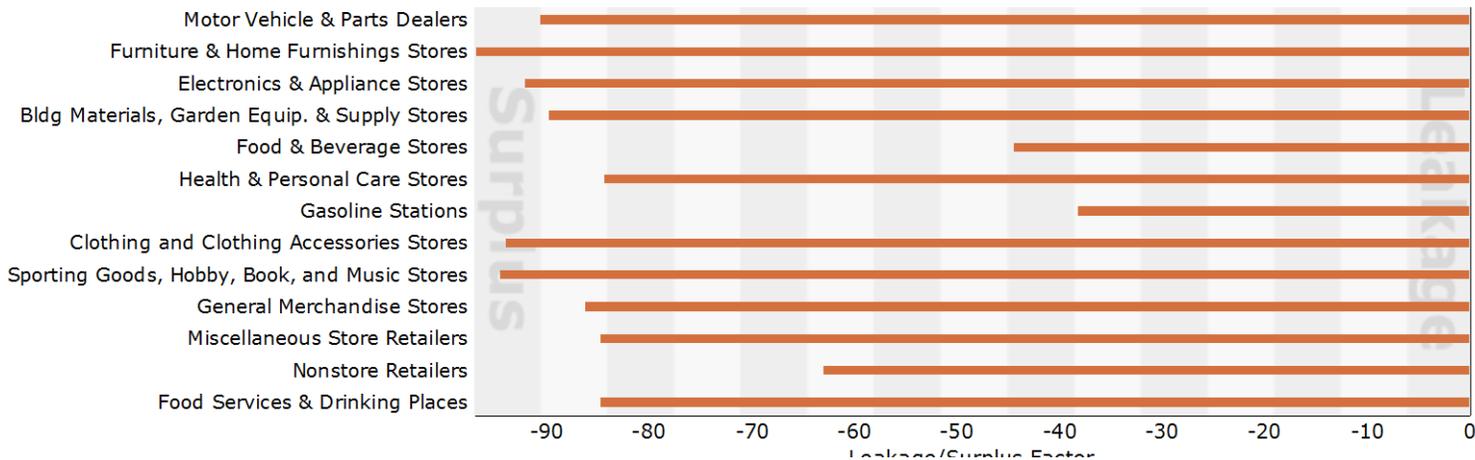
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

Summary Demographics						
2015 Population						3,551
2015 Households						1,405
2015 Median Disposable Income						\$40,212
2015 Per Capita Income						\$24,994
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$48,939,100	\$732,783,445	-\$683,844,345	-87.5	205
Total Retail Trade	44-45	\$44,008,373	\$672,288,084	-\$628,279,711	-87.7	152
Total Food & Drink	722	\$4,930,727	\$60,495,360	-\$55,564,633	-84.9	53
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,601,719	\$198,484,823	-\$188,883,104	-90.8	15
Automobile Dealers	4411	\$7,856,887	\$176,706,100	-\$168,849,213	-91.5	6
Other Motor Vehicle Dealers	4412	\$1,086,079	\$14,788,155	-\$13,702,076	-86.3	3
Auto Parts, Accessories & Tire Stores	4413	\$658,754	\$6,990,569	-\$6,331,815	-82.8	6
Furniture & Home Furnishings Stores	442	\$1,281,613	\$85,832,594	-\$84,550,981	-97.1	15
Furniture Stores	4421	\$769,487	\$68,853,024	-\$68,083,537	-97.8	11
Home Furnishings Stores	4422	\$512,127	\$16,979,570	-\$16,467,443	-94.1	4
Electronics & Appliance Stores	443	\$1,634,217	\$41,053,809	-\$39,419,592	-92.3	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,854,115	\$34,806,154	-\$32,952,039	-89.9	11
Bldg Material & Supplies Dealers	4441	\$1,646,918	\$34,576,547	-\$32,929,629	-90.9	10
Lawn & Garden Equip & Supply Stores	4442	\$207,198	\$0	\$207,198	100.0	0
Food & Beverage Stores	445	\$9,410,156	\$24,544,807	-\$15,134,651	-44.6	8
Grocery Stores	4451	\$8,295,672	\$7,175,159	\$1,120,513	7.2	3
Specialty Food Stores	4452	\$656,175	\$13,709,737	-\$13,053,562	-90.9	5
Beer, Wine & Liquor Stores	4453	\$458,309	\$3,659,911	-\$3,201,602	-77.7	1
Health & Personal Care Stores	446,4461	\$2,479,204	\$29,447,037	-\$26,967,833	-84.5	12
Gasoline Stations	447,4471	\$2,625,841	\$5,891,284	-\$3,265,443	-38.3	2
Clothing & Clothing Accessories Stores	448	\$2,375,268	\$78,322,826	-\$75,947,558	-94.1	40
Clothing Stores	4481	\$1,803,441	\$57,622,287	-\$55,818,846	-93.9	27
Shoe Stores	4482	\$282,179	\$10,004,183	-\$9,722,004	-94.5	7
Jewelry, Luggage & Leather Goods Stores	4483	\$289,647	\$10,696,356	-\$10,406,709	-94.7	6
Sporting Goods, Hobby, Book & Music Stores	451	\$709,263	\$25,653,057	-\$24,943,794	-94.6	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$667,915	\$22,552,438	-\$21,884,523	-94.2	10
Book, Periodical & Music Stores	4512	\$41,348	\$3,100,619	-\$3,059,271	-97.4	2
General Merchandise Stores	452	\$8,419,695	\$115,233,956	-\$106,814,261	-86.4	7
Department Stores Excluding Leased Depts.	4521	\$5,980,323	\$55,579,259	-\$49,598,936	-80.6	4
Other General Merchandise Stores	4529	\$2,439,372	\$59,654,697	-\$57,215,325	-92.1	4
Miscellaneous Store Retailers	453	\$2,181,709	\$26,680,887	-\$24,499,178	-84.9	14
Florists	4531	\$66,227	\$106,671	-\$40,444	-23.4	1
Office Supplies, Stationery & Gift Stores	4532	\$480,500	\$3,582,559	-\$3,102,059	-76.3	5
Used Merchandise Stores	4533	\$132,485	\$2,584,736	-\$2,452,251	-90.2	1
Other Miscellaneous Store Retailers	4539	\$1,502,496	\$20,406,921	-\$18,904,425	-86.3	7
Nonstore Retailers	454	\$1,435,573	\$6,336,850	-\$4,901,277	-63.1	3
Electronic Shopping & Mail-Order Houses	4541	\$1,285,965	\$3,927,270	-\$2,641,305	-50.7	2
Vending Machine Operators	4542	\$21,330	\$0	\$21,330	100.0	0
Direct Selling Establishments	4543	\$128,277	\$2,409,580	-\$2,281,303	-89.9	1
Food Services & Drinking Places	722	\$4,930,727	\$60,495,360	-\$55,564,633	-84.9	53
Full-Service Restaurants	7221	\$2,839,000	\$30,436,985	-\$27,597,985	-82.9	29
Limited-Service Eating Places	7222	\$1,887,467	\$28,844,430	-\$26,956,963	-87.7	22
Special Food Services	7223	\$87,698	\$556,289	-\$468,591	-72.8	2
Drinking Places - Alcoholic Beverages	7224	\$116,562	\$657,656	-\$541,094	-69.9	1

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>

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Demographic Summary		2015	2020
Population		3,551	3,834
Population 18+		2,553	2,767
Households		1,405	1,505
Median Household Income		\$47,365	\$54,421

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,876	73.5%	97
Went to family restaurant/steak house 4+ times/mo	721	28.2%	98
Spent at family rest/steak hse last 6 months: <\$31	188	7.4%	102
Spent at family rest/steak hse last 6 months: \$31-50	210	8.2%	97
Spent at family rest/steak hse last 6 months: \$51-100	341	13.4%	89
Spent at family rest/steak hse last 6 months: \$101-200	280	11.0%	90
Spent at family rest/steak hse last 6 months: \$201-300	165	6.5%	109
Spent at family rest/steak hse last 6 months: \$301+	130	5.1%	69
Family restaurant/steak house last 6 months: breakfast	330	12.9%	103
Family restaurant/steak house last 6 months: lunch	455	17.8%	92
Family restaurant/steak house last 6 months: dinner	1,110	43.5%	91
Family restaurant/steak house last 6 months: snack	54	2.1%	121
Family restaurant/steak house last 6 months: weekday	705	27.6%	87
Family restaurant/steak house last 6 months: weekend	992	38.9%	92
Fam rest/steak hse/6 months: Applebee`s	623	24.4%	98
Fam rest/steak hse/6 months: Bob Evans Farms	85	3.3%	89
Fam rest/steak hse/6 months: Buffalo Wild Wings	174	6.8%	89
Fam rest/steak hse/6 months: California Pizza Kitchen	71	2.8%	85
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	52	2.0%	66
Fam rest/steak hse/6 months: The Cheesecake Factory	171	6.7%	98
Fam rest/steak hse/6 months: Chili`s Grill & Bar	284	11.1%	91
Fam rest/steak hse/6 months: CiCi`s Pizza	174	6.8%	154
Fam rest/steak hse/6 months: Cracker Barrel	196	7.7%	79
Fam rest/steak hse/6 months: Denny`s	335	13.1%	138
Fam rest/steak hse/6 months: Golden Corral	192	7.5%	87
Fam rest/steak hse/6 months: IHOP	358	14.0%	120
Fam rest/steak hse/6 months: Logan`s Roadhouse	81	3.2%	89
Fam rest/steak hse/6 months: LongHorn Steakhouse	92	3.6%	84
Fam rest/steak hse/6 months: Old Country Buffet	51	2.0%	95
Fam rest/steak hse/6 months: Olive Garden	418	16.4%	93
Fam rest/steak hse/6 months: Outback Steakhouse	187	7.3%	74
Fam rest/steak hse/6 months: Red Lobster	298	11.7%	92
Fam rest/steak hse/6 months: Red Robin	139	5.4%	91
Fam rest/steak hse/6 months: Ruby Tuesday	134	5.2%	76
Fam rest/steak hse/6 months: Texas Roadhouse	162	6.3%	86
Fam rest/steak hse/6 months: T.G.I. Friday`s	240	9.4%	117
Fam rest/steak hse/6 months: Waffle House	166	6.5%	120
Went to fast food/drive-in restaurant in last 6 mo	2,307	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	1,079	42.3%	104
Spent at fast food/drive-in last 6 months: <\$11	127	5.0%	114
Spent at fast food/drive-in last 6 months: \$11-\$20	191	7.5%	97
Spent at fast food/drive-in last 6 months: \$21-\$40	350	13.7%	114
Spent at fast food/drive-in last 6 months: \$41-\$50	156	6.1%	81
Spent at fast food/drive-in last 6 months: \$51-\$100	401	15.7%	95
Spent at fast food/drive-in last 6 months: \$101-\$200	277	10.8%	90
Spent at fast food/drive-in last 6 months: \$201+	274	10.7%	88

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 of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	849	33.3%	91
Fast food/drive-in last 6 months: home delivery	281	11.0%	140
Fast food/drive-in last 6 months: take-out/drive-thru	1,130	44.3%	94
Fast food/drive-in last 6 months: take-out/walk-in	540	21.2%	108
Fast food/drive-in last 6 months: breakfast	835	32.7%	99
Fast food/drive-in last 6 months: lunch	1,233	48.3%	96
Fast food/drive-in last 6 months: dinner	1,098	43.0%	97
Fast food/drive-in last 6 months: snack	354	13.9%	111
Fast food/drive-in last 6 months: weekday	1,440	56.4%	95
Fast food/drive-in last 6 months: weekend	1,231	48.2%	106
Fast food/drive-in last 6 months: A & W	78	3.1%	94
Fast food/drive-in last 6 months: Arby` s	288	11.3%	67
Fast food/drive-in last 6 months: Baskin-Robbins	122	4.8%	137
Fast food/drive-in last 6 months: Boston Market	114	4.5%	130
Fast food/drive-in last 6 months: Burger King	824	32.3%	102
Fast food/drive-in last 6 months: Captain D` s	113	4.4%	129
Fast food/drive-in last 6 months: Carl` s Jr.	192	7.5%	129
Fast food/drive-in last 6 months: Checkers	99	3.9%	132
Fast food/drive-in last 6 months: Chick-fil-A	333	13.0%	79
Fast food/drive-in last 6 months: Chipotle Mex. Grill	224	8.8%	94
Fast food/drive-in last 6 months: Chuck E. Cheese` s	106	4.2%	116
Fast food/drive-in last 6 months: Church` s Fr. Chicken	151	5.9%	164
Fast food/drive-in last 6 months: Cold Stone Creamery	80	3.1%	93
Fast food/drive-in last 6 months: Dairy Queen	247	9.7%	70
Fast food/drive-in last 6 months: Del Taco	132	5.2%	148
Fast food/drive-in last 6 months: Domino` s Pizza	378	14.8%	126
Fast food/drive-in last 6 months: Dunkin` Donuts	315	12.3%	109
Fast food/drive-in last 6 months: Hardee` s	96	3.8%	63
Fast food/drive-in last 6 months: Jack in the Box	322	12.6%	147
Fast food/drive-in last 6 months: KFC	558	21.9%	94
Fast food/drive-in last 6 months: Krispy Kreme	117	4.6%	109
Fast food/drive-in last 6 months: Little Caesars	349	13.7%	125
Fast food/drive-in last 6 months: Long John Silver` s	112	4.4%	78
Fast food/drive-in last 6 months: McDonald` s	1,493	58.5%	105
Fast food/drive-in last 6 months: Panera Bread	240	9.4%	89
Fast food/drive-in last 6 months: Papa John` s	284	11.1%	118
Fast food/drive-in last 6 months: Papa Murphy` s	72	2.8%	68
Fast food/drive-in last 6 months: Pizza Hut	536	21.0%	104
Fast food/drive-in last 6 months: Popeyes Chicken	297	11.6%	150
Fast food/drive-in last 6 months: Quiznos	103	4.0%	97
Fast food/drive-in last 6 months: Sonic Drive-In	277	10.8%	105
Fast food/drive-in last 6 months: Starbucks	340	13.3%	91
Fast food/drive-in last 6 months: Steak ` n Shake	101	4.0%	82
Fast food/drive-in last 6 months: Subway	771	30.2%	90
Fast food/drive-in last 6 months: Taco Bell	821	32.2%	102
Fast food/drive-in last 6 months: Wendy` s	766	30.0%	105
Fast food/drive-in last 6 months: Whataburger	119	4.7%	123
Fast food/drive-in last 6 months: White Castle	90	3.5%	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.

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.



Restaurant Market Potential

SW_Renton
Area: 3.4 square miles

Prepared by CED/Planning

Went to fine dining restaurant last month	263	10.3%	89
Went to fine dining restaurant 3+ times last month	69	2.7%	83
Spent at fine dining rest in last 6 months: <\$51	53	2.1%	104
Spent at fine dining rest in last 6 months: \$51-\$100	96	3.8%	101
Spent at fine dining rest in last 6 months: \$101-\$200	77	3.0%	83
Spent at fine dining rest in last 6 months: \$201+	91	3.6%	85

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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Demographic Summary	2015	2020
Population	3,551	3,834
Population 18+	2,553	2,767
Households	1,405	1,505
Median Household Income	\$47,365	\$54,421

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,193	46.7%	97
Bought any women's clothing in last 12 months	1,080	42.3%	94
Bought clothing for child <13 years in last 6 months	775	30.4%	108
Bought any shoes in last 12 months	1,337	52.4%	96
Bought costume jewelry in last 12 months	486	19.0%	95
Bought any fine jewelry in last 12 months	522	20.4%	105
Bought a watch in last 12 months	270	10.6%	92
Automobiles (Households)			
HH owns/leases any vehicle	1,099	78.2%	92
HH bought/leased new vehicle last 12 mo	82	5.8%	68
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,039	79.9%	94
Bought/changed motor oil in last 12 months	1,183	46.3%	93
Had tune-up in last 12 months	718	28.1%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,690	66.2%	101
Drank regular cola in last 6 months	1,283	50.3%	110
Drank beer/ale in last 6 months	1,159	45.4%	107
Cameras (Adults)			
Own digital point & shoot camera	718	28.1%	87
Own digital single-lens reflex (SLR) camera	173	6.8%	79
Bought any camera in last 12 months	147	5.8%	80
Bought memory card for camera in last 12 months	122	4.8%	83
Printed digital photos in last 12 months	49	1.9%	57
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	966	37.8%	104
Have a smartphone	1,395	54.6%	112
Have an iPhone	476	18.6%	100
Number of cell phones in household: 1	472	33.6%	105
Number of cell phones in household: 2	548	39.0%	106
Number of cell phones in household: 3+	312	22.2%	88
HH has cell phone only (no landline telephone)	714	50.8%	134
Computers (Households)			
HH owns a computer	1,072	76.3%	100
HH owns desktop computer	568	40.4%	83
HH owns laptop/notebook	745	53.0%	104
Spent <\$500 on most recent home computer	225	16.0%	114
Spent \$500-\$999 on most recent home computer	235	16.7%	83
Spent \$1,000-\$1,499 on most recent home computer	110	7.8%	78
Spent \$1,500-\$1,999 on most recent home computer	51	3.6%	79
Spent \$2,000+ on most recent home computer	40	2.8%	74

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	1,558	61.0%	101
Bought brewed coffee at convenience store in last 30 days	398	15.6%	102
Bought cigarettes at convenience store in last 30 days	388	15.2%	116
Bought gas at convenience store in last 30 days	691	27.1%	81
Spent at convenience store in last 30 days: <\$20	216	8.5%	103
Spent at convenience store in last 30 days: \$20-\$39	204	8.0%	88
Spent at convenience store in last 30 days: \$40-\$50	218	8.5%	111
Spent at convenience store in last 30 days: \$51-\$99	84	3.3%	72
Spent at convenience store in last 30 days: \$100+	537	21.0%	91
Entertainment (Adults)			
Attended a movie in last 6 months	1,559	61.1%	101
Went to live theater in last 12 months	256	10.0%	80
Went to a bar/night club in last 12 months	458	17.9%	105
Dined out in last 12 months	992	38.9%	86
Gambled at a casino in last 12 months	341	13.4%	91
Visited a theme park in last 12 months	496	19.4%	108
Viewed movie (video-on-demand) in last 30 days	465	18.2%	117
Viewed TV show (video-on-demand) in last 30 days	399	15.6%	128
Watched any pay-per-view TV in last 12 months	394	15.4%	118
Downloaded a movie over the Internet in last 30 days	207	8.1%	123
Downloaded any individual song in last 6 months	518	20.3%	99
Watched a movie online in the last 30 days	380	14.9%	110
Watched a TV program online in last 30 days	375	14.7%	109
Played a video/electronic game (console) in last 12 months	323	12.7%	111
Played a video/electronic game (portable) in last 12 months	157	6.1%	137
Financial (Adults)			
Have home mortgage (1st)	534	20.9%	66
Used ATM/cash machine in last 12 months	1,247	48.8%	100
Own any stock	137	5.4%	69
Own U.S. savings bond	124	4.9%	85
Own shares in mutual fund (stock)	134	5.2%	70
Own shares in mutual fund (bonds)	71	2.8%	56
Have interest checking account	568	22.2%	77
Have non-interest checking account	628	24.6%	87
Have savings account	1,150	45.0%	84
Have 401K retirement savings plan	279	10.9%	74
Own/used any credit/debit card in last 12 months	1,712	67.1%	91
Avg monthly credit card expenditures: <\$111	239	9.4%	79
Avg monthly credit card expenditures: \$111-\$225	130	5.1%	79
Avg monthly credit card expenditures: \$226-\$450	139	5.4%	86
Avg monthly credit card expenditures: \$451-\$700	146	5.7%	105
Avg monthly credit card expenditures: \$701-\$1,000	78	3.1%	70
Avg monthly credit card expenditures: \$1,001+	175	6.9%	75
Did banking online in last 12 months	742	29.1%	83
Did banking on mobile device in last 12 months	250	9.8%	94
Paid bills online in last 12 months	984	38.5%	92

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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 Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,797	70.4%	98
Used bread in last 6 months	2,414	94.6%	99
Used chicken (fresh or frozen) in last 6 mos	1,717	67.3%	94
Used turkey (fresh or frozen) in last 6 mos	380	14.9%	81
Used fish/seafood (fresh or frozen) in last 6 months	1,429	56.0%	100
Used fresh fruit/vegetables in last 6 months	2,133	83.5%	96
Used fresh milk in last 6 months	2,228	87.3%	97
Used organic food in last 6 months	497	19.5%	99
Health (Adults)			
Exercise at home 2+ times per week	690	27.0%	95
Exercise at club 2+ times per week	337	13.2%	102
Visited a doctor in last 12 months	1,781	69.8%	92
Used vitamin/dietary supplement in last 6 months	1,240	48.6%	91
Home (Households)			
Any home improvement in last 12 months	213	15.2%	55
Used housekeeper/maid/professional HH cleaning service in last	124	8.8%	67
Purchased low ticket HH furnishings in last 12 months	237	16.9%	108
Purchased big ticket HH furnishings in last 12 months	311	22.1%	105
Purchased bedding/bath goods in last 12 months	704	50.1%	94
Purchased cooking/serving product in last 12 months	344	24.5%	101
Bought any small kitchen appliance in last 12 months	321	22.8%	103
Bought any large kitchen appliance in last 12 months	165	11.7%	91
Insurance (Adults/Households)			
Currently carry life insurance	837	32.8%	75
Carry medical/hospital/accident insurance	1,342	52.6%	82
Carry homeowner insurance	690	27.0%	57
Carry renter's insurance	209	8.2%	111
Have auto insurance: 1 vehicle in household covered	574	40.9%	130
Have auto insurance: 2 vehicles in household covered	330	23.5%	84
Have auto insurance: 3+ vehicles in household covered	132	9.4%	43
Pets (Households)			
Household owns any pet	560	39.9%	75
Household owns any cat	222	15.8%	69
Household owns any dog	361	25.7%	65
Psychographics (Adults)			
Buying American is important to me	906	35.5%	83
Usually buy items on credit rather than wait	282	11.0%	97
Usually buy based on quality - not price	493	19.3%	108
Price is usually more important than brand name	715	28.0%	102
Usually use coupons for brands I buy often	454	17.8%	94
Am interested in how to help the environment	389	15.2%	91
Usually pay more for environ safe product	321	12.6%	100
Usually value green products over convenience	233	9.1%	90
Likely to buy a brand that supports a charity	768	30.1%	88
Reading (Adults)			
Bought digital book in last 12 months	257	10.1%	90
Bought hardcover book in last 12 months	567	22.2%	99
Bought paperback book in last 12 month	809	31.7%	94
Read any daily newspaper (paper version)	573	22.4%	80
Read any digital newspaper in last 30 days	830	32.5%	104
Read any magazine (paper/electronic version) in last 6 months	2,368	92.8%	102

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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	1,876	73.5%	97
Went to family restaurant/steak house: 4+ times a month	721	28.2%	98
Went to fast food/drive-in restaurant in last 6 months	2,307	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	1,079	42.3%	104
Fast food/drive-in last 6 months: eat in	849	33.3%	91
Fast food/drive-in last 6 months: home delivery	281	11.0%	140
Fast food/drive-in last 6 months: take-out/drive-thru	1,130	44.3%	94
Fast food/drive-in last 6 months: take-out/walk-in	540	21.2%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	483	18.9%	89
Own any portable MP3 player	801	31.4%	94
HH owns 1 TV	354	25.2%	125
HH owns 2 TVs	393	28.0%	106
HH owns 3 TVs	290	20.6%	96
HH owns 4+ TVs	174	12.4%	63
HH subscribes to cable TV	847	60.3%	119
HH subscribes to fiber optic	93	6.6%	99
HH has satellite dish	188	13.4%	52
HH owns DVD/Blu-ray player	812	57.8%	93
HH owns camcorder	165	11.7%	75
HH owns portable GPS navigation device	278	19.8%	72
HH purchased video game system in last 12 mos	179	12.7%	138
HH owns Internet video device for TV	54	3.8%	88
Travel (Adults)			
Domestic travel in last 12 months	1,156	45.3%	90
Took 3+ domestic non-business trips in last 12 months	214	8.4%	67
Spent on domestic vacations in last 12 months: <\$1,000	254	9.9%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	117	4.6%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	52	2.0%	58
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	82	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	87	3.4%	63
Domestic travel in the 12 months: used general travel website	139	5.4%	77
Foreign travel in last 3 years	569	22.3%	94
Took 3+ foreign trips by plane in last 3 years	97	3.8%	87
Spent on foreign vacations in last 12 months: <\$1,000	98	3.8%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	82	3.2%	106
Spent on foreign vacations in last 12 months: \$3,000+	96	3.8%	76
Foreign travel in last 3 years: used general travel website	133	5.2%	95
Nights spent in hotel/motel in last 12 months: any	933	36.5%	88
Took cruise of more than one day in last 3 years	195	7.6%	87
Member of any frequent flyer program	292	11.4%	69
Member of any hotel rewards program	248	9.7%	69

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Demographic Summary		2015	2020
Population		3,551	3,834
Population 18+		2,553	2,767
Households		1,405	1,505
Median Household Income		\$47,365	\$54,421
Product/Consumer Behavior	Expected Number of	Percent	MPI
Participated in aerobics in last 12 months	231	9.0%	101
Participated in archery in last 12 months	59	2.3%	84
Participated in auto racing in last 12 months	44	1.7%	86
Participated in backpacking in last 12 months	61	2.4%	82
Participated in baseball in last 12 months	152	6.0%	133
Participated in basketball in last 12 months	248	9.7%	117
Participated in bicycling (mountain) in last 12 months	98	3.8%	96
Participated in bicycling (road) in last 12 months	234	9.2%	93
Participated in boating (power) in last 12 months	81	3.2%	60
Participated in bowling in last 12 months	254	9.9%	102
Participated in canoeing/kayaking in last 12 months	100	3.9%	73
Participated in fishing (fresh water) in last 12 months	244	9.6%	77
Participated in fishing (salt water) in last 12 months	95	3.7%	92
Participated in football in last 12 months	176	6.9%	138
Participated in Frisbee in last 12 months	140	5.5%	119
Participated in golf in last 12 months	147	5.8%	61
Participated in hiking in last 12 months	283	11.1%	111
Participated in horseback riding in last 12 months	53	2.1%	85
Participated in hunting with rifle in last 12 months	73	2.9%	62
Participated in hunting with shotgun in last 12 months	56	2.2%	54
Participated in ice skating in last 12 months	59	2.3%	90
Participated in jogging/running in last 12 months	338	13.2%	104
Participated in motorcycling in last 12 months	44	1.7%	56
Participated in Pilates in last 12 months	52	2.0%	73
Participated in skiing (downhill) in last 12 months	52	2.0%	71
Participated in soccer in last 12 months	104	4.1%	108
Participated in softball in last 12 months	110	4.3%	126
Participated in swimming in last 12 months	347	13.6%	86
Participated in target shooting in last 12 months	111	4.3%	96
Participated in tennis in last 12 months	131	5.1%	120
Participated in volleyball in last 12 months	112	4.4%	124
Participated in walking for exercise in last 12 months	625	24.5%	87
Participated in weight lifting in last 12 months	225	8.8%	83
Participated in yoga in last 12 months	177	6.9%	97
Spent on sports/rec equip in last 12 months: \$1-99	108	4.2%	71
Spent on sports/rec equip in last 12 months: \$100-\$249	100	3.9%	60
Spent on sports/rec equip in last 12 months: \$250+	148	5.8%	83
Attend sports events	566	22.2%	94
Attend sports events: auto racing (NASCAR)	28	1.1%	54
Attend sports events: baseball game - MLB reg seas	230	9.0%	94
Attend sports events: basketball game (college)	71	2.8%	94
Attend sports events: basketball game-NBA reg seas	82	3.2%	102
Attend sports events: football game (college)	120	4.7%	83
Attend sports events: football game-NFL Mon/Thurs	61	2.4%	92
Attend sports events: football game - NFL weekend	87	3.4%	73
Attend sports events: high school sports	73	2.9%	62
Attend sports events: ice hockey game-NHL reg seas	47	1.8%	66

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Listen to sports on radio	400	15.7%	101
Listen to baseball (MLB reg season) on radio often	77	3.0%	127
Listen to football (NFL Mon/Thurs) on radio often	49	1.9%	100
Listen to football (NFL wknd games) on radio often	63	2.5%	112
Listen to football (college) on radio often	53	2.1%	96
Watch sports on TV	1,561	61.1%	97
Watch on TV: alpine skiing/ski jumping	124	4.9%	87
Watch on TV: auto racing (NASCAR)	281	11.0%	76
Watch on TV: auto racing (not NASCAR)	123	4.8%	80
Watch on TV: baseball (MLB regular season)	604	23.7%	100
Watch on TV: baseball (MLB playoffs/World Series)	605	23.7%	102
Watch on TV: basketball (college)	392	15.4%	99
Watch on TV: basketball (NCAA tournament)	350	13.7%	87
Watch on TV: basketball (NBA regular season)	583	22.8%	124
Watch on TV: basketball (NBA playoffs/finals)	573	22.4%	113
Watch on TV: basketball (WNBA)	102	4.0%	88
Watch on TV: bicycle racing	53	2.1%	71
Watch on TV: bowling	98	3.8%	113
Watch on TV: boxing	281	11.0%	128
Watch on TV: bull riding (pro)	94	3.7%	67
Watch on TV: Equestrian events	68	2.7%	80
Watch on TV: extreme sports (summer)	127	5.0%	81
Watch on TV: extreme sports (winter)	142	5.6%	82
Watch on TV: figure skating	188	7.4%	70
Watch on TV: fishing	129	5.1%	74
Watch on TV: football (college)	559	21.9%	83
Watch on TV: football (NFL Mon/Thurs night games)	855	33.5%	98
Watch on TV: football (NFL weekend games)	891	34.9%	96
Watch on TV: football (NFL playoffs/Super Bowl)	918	36.0%	96
Watch on TV: golf (PGA)	286	11.2%	76
Watch on TV: golf (LPGA)	89	3.5%	70
Watch on TV: gymnastics	135	5.3%	64
Watch on TV: horse racing	67	2.6%	70
Watch on TV: ice hockey (NHL regular season)	195	7.6%	84
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	207	8.1%	86
Watch on TV: marathon/road running/triathlon	41	1.6%	72
Watch on TV: mixed martial arts (MMA)	128	5.0%	99
Watch on TV: motorcycle racing	106	4.2%	91
Watch on TV: Olympics (summer)	553	21.7%	82
Watch on TV: Olympics (winter)	525	20.6%	81
Watch on TV: poker	149	5.8%	89
Watch on TV: rodeo	69	2.7%	54
Watch on TV: soccer (MLS)	137	5.4%	98
Watch on TV: soccer (World Cup)	246	9.6%	101
Watch on TV: tennis (men` s)	221	8.7%	95
Watch on TV: tennis (women` s)	213	8.3%	95
Watch on TV: track & field	140	5.5%	98
Watch on TV: truck and tractor pull/mud racing	48	1.9%	64
Watch on TV: volleyball (pro beach)	103	4.0%	91
Watch on TV: weightlifting	39	1.5%	86
Watch on TV: wrestling (WWE)	89	3.5%	106

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Member of AARP	212	8.3%	70
Member of charitable organization	74	2.9%	64
Member of church board	69	2.7%	87
Member of fraternal order	60	2.4%	89
Member of religious club	98	3.8%	105
Member of union	92	3.6%	88
Member of veterans club	37	1.4%	61
Attended adult education course in last 12 months	117	4.6%	70
Went to art gallery in last 12 months	172	6.7%	92
Attended auto show in last 12 months	186	7.3%	88
Did baking in last 12 months	431	16.9%	73
Went to bar/night club in last 12 months	458	17.9%	105
Went to beach in last 12 months	523	20.5%	87
Played billiards/pool in last 12 months	231	9.0%	118
Played bingo in last 12 months	117	4.6%	110
Did birdwatching in last 12 months	96	3.8%	79
Played board game in last 12 months	278	10.9%	82
Read book in last 12 months	723	28.3%	82
Participated in book club in last 12 months	71	2.8%	102
Went on overnight camping trip in last 12 months	245	9.6%	75
Played cards in last 12 months	366	14.3%	87
Played chess in last 12 months	93	3.6%	112
Played computer game (offline w/software)/12 months	181	7.1%	98
Played computer game (online w/software)/12 months	180	7.1%	101
Played computer game (online w/o software)/12 months	207	8.1%	87
Cooked for fun in last 12 months	512	20.1%	91
Did crossword puzzle in last 12 months	240	9.4%	83
Danced/went dancing in last 12 months	273	10.7%	123
Attended dance performance in last 12 months	103	4.0%	99
Dined out in last 12 months	992	38.9%	86
Participated in fantasy sports league last 12 months	97	3.8%	93
Did furniture refinishing in last 12 months	68	2.7%	95
Gambled at casino in last 12 months	341	13.4%	91
Gambled in Atlantic City in last 12 months	90	3.5%	146
Gambled in Las Vegas in last 12 months	102	4.0%	97
Participate in indoor gardening/plant care	189	7.4%	77
Attended horse races in last 12 months	80	3.1%	113
Participated in karaoke in last 12 months	104	4.1%	112
Bought lottery ticket in last 12 months	902	35.3%	97
Played lottery 6+ times in last 30 days	309	12.1%	105
Bought lottery ticket in last 12 months: Daily Drawing	120	4.7%	113
Bought lottery ticket in last 12 months: Instant Game	436	17.1%	101
Bought lottery ticket in last 12 months: Mega Millions	460	18.0%	101
Bought lottery ticket in last 12 months: Powerball	451	17.7%	94
Attended a movie in last 6 months	1,559	61.1%	101
Attended movie in last 90 days: once/week or more	63	2.5%	107
Attended movie in last 90 days: 2-3 times a month	149	5.8%	95
Attended movie in last 90 days: once a month	286	11.2%	107
Attended movie in last 90 days: < once a month	913	35.8%	99
Movie genre seen at theater/6 months: action	712	27.9%	105

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Movie genre seen at theater/6 months: adventure	728	28.5%	101
Movie genre seen at theater/6 months: comedy	770	30.2%	107
Movie genre seen at theater/6 months: crime	412	16.1%	108
Movie genre seen at theater/6 months: drama	820	32.1%	107
Movie genre seen at theater/6 months: family	299	11.7%	85
Movie genre seen at theater/6 months: fantasy	453	17.7%	95
Movie genre seen at theater/6 months: horror	240	9.4%	133
Movie genre seen at theater/6 months: romance	417	16.3%	106
Movie genre seen at theater/6 months: science fiction	446	17.5%	112
Movie genre seen at theater/6 months: thriller	464	18.2%	109
Went to museum in last 12 months	272	10.7%	82
Attended classical music/opera performance/12 months	81	3.2%	83
Attended country music performance in last 12 months	77	3.0%	55
Attended rock music performance in last 12 months	205	8.0%	82
Played musical instrument in last 12 months	177	6.9%	99
Did painting/drawing in last 12 months	169	6.6%	113
Did photo album/scrapbooking in last 12 months	112	4.4%	77
Did photography in last 12 months	177	6.9%	70
Did Sudoku puzzle in last 12 months	225	8.8%	83
Went to live theater in last 12 months	256	10.0%	80
Visited a theme park in last 12 months	496	19.4%	108
Visited a theme park 5+ times in last 12 months	73	2.9%	76
Participated in trivia games in last 12 months	125	4.9%	94
Played video/electronic game (console) last 12 months	323	12.7%	111
Played video/electronic game (portable) last 12 months	157	6.1%	137
Visited an indoor water park in last 12 months	81	3.2%	102
Did woodworking in last 12 months	70	2.7%	63
Participated in word games in last 12 months	232	9.1%	85
Went to zoo in last 12 months	262	10.3%	87
Purchased DVDs in last 30 days: 1	68	2.7%	70
Purchased DVDs in last 30 days: 2	68	2.7%	85
Purchased DVDs in last 30 days: 3+	186	7.3%	130
Purchased DVD/Blu-ray disc online in last 12 months	147	5.8%	89
Rented DVDs in last 30 days: 1	98	3.8%	100
Rented DVDs in last 30 days: 2	88	3.4%	71
Rented DVDs in last 30 days: 3+	471	18.4%	109
Rented movie/oth video/30 days: action/adventure	707	27.7%	107
Rented movie/oth video/30 days: classics	193	7.6%	100
Rented movie/oth video/30 days: comedy	683	26.8%	104
Rented movie/oth video/30 days: drama	451	17.7%	101
Rented movie/oth video/30 days: family/children	246	9.6%	86
Rented movie/oth video/30 days: foreign	121	4.7%	147
Rented movie/oth video/30 days: horror	299	11.7%	125
Rented movie/oth video/30 days: musical	76	3.0%	100
Rented movie/oth video/30 days: news/documentary	109	4.3%	103
Rented movie/oth video/30 days: romance	327	12.8%	122
Rented movie/oth video/30 days: science fiction	219	8.6%	105
Rented movie/oth video/30 days: TV show	203	8.0%	96
Rented movie/oth video/30 days: western	72	2.8%	86

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	95	3.7%	113
Rented DVD/Blu-ray/30 days: from netflix.com	315	12.3%	97
Rented/purch DVD/Blu-ray/30 days: from Redbox	508	19.9%	111
HH owns ATV/UTV	34	2.4%	44
Bought any children`s toy/game in last 12 months	798	31.3%	94
Spent on toys/games for child last 12 months: <\$50	141	5.5%	90
Spent on toys/games for child last 12 months: \$50-99	69	2.7%	101
Spent on toys/games for child last 12 months: \$100-199	137	5.4%	86
Spent on toys/games for child last 12 months: \$200-499	233	9.1%	95
Spent on toys/games for child last 12 months: \$500+	102	4.0%	80
Bought any toys/games online in last 12 months	135	5.3%	80
Bought infant toy in last 12 months	106	4.2%	63
Bought pre-school toy in last 12 months	153	6.0%	85
Bought for child last 12 months: boy action figure	176	6.9%	96
Bought for child last 12 months: girl action figure	83	3.3%	111
Bought for child last 12 months: action game	89	3.5%	133
Bought for child last 12 months: bicycle	175	6.9%	104
Bought for child last 12 months: board game	224	8.8%	87
Bought for child last 12 months: builder set	85	3.3%	84
Bought for child last 12 months: car	249	9.8%	104
Bought for child last 12 months: construction toy	96	3.8%	75
Bought for child last 12 months: fashion doll	127	5.0%	106
Bought for child last 12 months: large/baby doll	138	5.4%	81
Bought for child last 12 months: doll accessories	73	2.9%	80
Bought for child last 12 months: doll clothing	84	3.3%	87
Bought for child last 12 months: educational toy	270	10.6%	89
Bought for child last 12 months: electronic doll/animal	38	1.5%	62
Bought for child last 12 months: electronic game	168	6.6%	81
Bought for child last 12 months: mechanical toy	112	4.4%	122
Bought for child last 12 months: model kit/set	58	2.3%	93
Bought for child last 12 months: plush doll/animal	159	6.2%	84
Bought for child last 12 months: sound game	84	3.3%	153
Bought for child last 12 months: water toy	207	8.1%	87
Bought for child last 12 months: word game	67	2.6%	84

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

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

Product/Consumer Behavior	Expected Number of	Percent	MPI
Bought digital book in last 12 months	257	10.1%	90
Bought hardcover book in last 12 months	567	22.2%	99
Bought paperback book in last 12 months	809	31.7%	94
Bought 1-3 books in last 12 months	524	20.5%	103
Bought 4-6 books in last 12 months	284	11.1%	104
Bought 7+ books in last 12 months	344	13.5%	75
Bought book (fiction) in last 12 months	654	25.6%	91
Bought book (non-fiction) in last 12 months	521	20.4%	86
Bought biography in last 12 months	201	7.9%	107
Bought children`s book in last 12 months	217	8.5%	88
Bought cookbook in last 12 months	226	8.9%	98
Bought history book in last 12 months	189	7.4%	94
Bought mystery book in last 12 months	282	11.0%	95
Bought novel in last 12 months	385	15.1%	93
Bought religious book (not bible) in last 12 mo	157	6.1%	94
Bought romance book in last 12 months	194	7.6%	106
Bought science fiction book in last 12 months	191	7.5%	133
Bought personal/business self-help book last 12 months	150	5.9%	98
Bought travel book in last 12 months	39	1.5%	64
Bought book online in last 12 months	397	15.6%	81
Bought book last 12 months: amazon.com	319	12.5%	77
Bought book last 12 months: barnes&noble.com	86	3.4%	102
Bought book last 12 months: Barnes & Noble book store	420	16.5%	103
Bought book last 12 months: other book store (not B&N)	268	10.5%	89
Bought book last 12 months: through book club	45	1.8%	96
Bought book last 12 months: mail order	42	1.6%	74
Listened to/purchased audiobook in last 6 months	116	4.5%	98

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.

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