



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	10,299	10,664	11,064
Households	4,866	4,935	5,075
Families	2,246	2,245	2,292
Average Household Size	2.10	2.14	2.16
Owner Occupied Housing Units	2,220	1,992	2,030
Renter Occupied Housing Units	2,646	2,942	3,045
Median Age	36.2	37.5	38.3

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.74%	1.02%	0.84%
Households	0.56%	0.96%	0.79%
Families	0.42%	0.87%	0.72%
Owner HHs	0.38%	0.93%	0.73%
Median Household Income	2.46%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	735	14.9%	733	14.4%
\$15,000 - \$24,999	558	11.3%	550	10.8%
\$25,000 - \$34,999	531	10.8%	567	11.2%
\$35,000 - \$49,999	658	13.3%	369	7.3%
\$50,000 - \$74,999	901	18.3%	992	19.5%
\$75,000 - \$99,999	588	11.9%	673	13.3%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	576	11.7%	726	14.3%
\$150,000 - \$199,999	268	5.4%	327	6.4%
\$200,000+	119	2.4%	138	2.7%
Median Household Income	\$49,545		\$55,946	
Average Household Income	\$65,436		\$72,468	
Per Capita Income	\$31,082		\$34,120	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	689	6.7%	655	6.1%	656	5.9%
5 - 9	460	4.5%	567	5.3%	566	5.1%
10 - 14	369	3.6%	450	4.2%	526	4.8%
15 - 19	379	3.7%	412	3.9%	469	4.2%
20 - 24	695	6.7%	719	6.7%	714	6.5%
25 - 34	2,337	22.7%	2,015	18.9%	1,942	17.5%
35 - 44	1,693	16.4%	1,848	17.3%	1,907	17.2%
45 - 54	1,362	13.2%	1,402	13.1%	1,418	12.8%
55 - 64	1,051	10.2%	1,157	10.8%	1,171	10.6%
65 - 74	543	5.3%	742	7.0%	926	8.4%
75 - 84	425	4.1%	407	3.8%	475	4.3%
85+	295	2.9%	290	2.7%	296	2.7%

RING: 1 MILE

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	5,405	5,463	5,631
Owner Occupied Housing Units	41.1%	36.5%	36.1%
Renter Occupied Housing Units	49.0%	53.9%	54.1%
Vacant Housing Units	10.0%	9.7%	9.9%
Median Home Value		\$218,705	\$229,586
Per Capita Income		\$31,082	\$34,120
Median Age	36.2	37.5	38.3

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	1,986	2,024
<\$50,000	2.5%	1.3%
\$50,000 - \$99,999	3.2%	1.6%
\$100,000 - \$149,999	14.2%	7.9%
\$150,000 - \$199,999	17.0%	14.5%
\$200,000 - \$249,999	35.0%	41.7%
\$250,000 - \$299,999	15.5%	21.1%
\$300,000 - \$399,999	8.7%	7.7%
\$400,000 - \$499,999	2.7%	2.9%
\$500,000 - \$749,999	1.2%	1.1%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	0.1%	0.1%
Average Home Value	\$222,759	\$237,401

POPULATION BY SEX	2010	2016	2021
Males	4,949	5,174	5,403
Females	5,350	5,489	5,661

POPULATION 15+ BY MARITAL STATUS 2016

Total	8,991
Never Married	39.0%
Married	39.3%
Widowed	7.9%
Divorced	13.8%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	93.9%
Civilian Unemployed	6.1%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	5,434
Agriculture/Mining	0.2%
Construction	4.1%
Manufacturing	5.7%
Wholesale Trade	1.3%
Retail Trade	16.5%
Transportation/Utilities	5.4%
Information	4.5%
Finance/Insurance/Real Estate	4.9%
Services	52.6%
Public Administration	4.8%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	5,434
White Collar	72.8%
Management/Business/Financial	16.1%
Professional	38.3%
Sales	10.3%
Administrative Support	8.1%
Services	14.4%
Blue Collar	12.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	1.0%
Production	2.5%
Transportation/Material Moving	6.6%

HOUSEHOLDS BY TYPE

Total	4,866	100%
Households with 1 Person	2,055	42.2%
Households with 2+ People	2,811	57.8%
Family Households	2,246	46.2%
Husband-wife Families	1,624	33.4%
With Own Children	664	13.6%
Other Family (No Spouse Present)	622	12.8%
With Own Children	284	5.8%
Nonfamily Households	565	11.6%
All Households with Children	1,020	21.0%
Multigenerational Households	94	1.9%
Unmarried Partner Households	301	6.1%
Male-female	197	4.0%
Same-sex	104	2.1%

HOUSEHOLDS BY TYPE

Average Household Size

2.10

FAMILY HOUSEHOLDS BY SIZE

Total	4,867
1 Person	42.2%
2 People	31.5%
3 People	13.2%
4 People	8.3%
5 People	2.8%
6 People	1.0%
7+ People	1.0%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	7,861
Less than 9th Grade	5.5%
9th - 12th Grade, No Diploma	5.5%
High School Graduate	11.1%
GED/Alternative Credential	2.0%
Some College, No Degree	17.0%
Associate Degree	6.2%
Bachelor's Degree	29.3%
Graduate/Professional Degree	23.5%

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Emerald City (8B)	19.8%	Population	10,664	11,064
2. Metro Renters (3B)	19.6%	Households	4,935	5,075
3. Bright Young Professionals (8C)	16.3%	Families	2,245	2,292
4. Young and Restless (11B)	15.6%	Median Age	37.5	38.3
5. Parks and Rec (5C)	10.9%	Median Household Income	\$49,545	\$55,946

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	90	\$1,806.12	\$8,913,212
Men's	91	\$363.81	\$1,795,387
Women's	89	\$607.55	\$2,998,252
Children's	92	\$296.23	\$1,461,916
Footwear	89	\$381.51	\$1,882,730
Watches & Jewelry	88	\$91.21	\$450,127
Apparel Products and Services (1)	91	\$65.82	\$324,799
Computer			
Computers and Hardware for Home Use	94	\$162.14	\$800,166
Portable Memory	93	\$4.36	\$21,514
Computer Software	96	\$12.38	\$61,118
Computer Accessories	85	\$15.10	\$74,509
Entertainment & Recreation	84	\$2,445.10	\$12,066,567
Fees and Admissions	86	\$493.74	\$2,436,599
Membership Fees for Clubs (2)	84	\$161.65	\$797,757
Fees for Participant Sports, excl. Trips	84	\$75.14	\$370,823
Tickets to Theatre/Operas/Concerts	86	\$45.54	\$224,754

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	93	\$61.94	\$305,659
Admission to Sporting Events, excl. Trips	90	\$47.78	\$235,796
Fees for Recreational Lessons	82	\$100.79	\$497,387
Dating Services	130	\$0.90	\$4,423
TV/Video/Audio	86	\$1,039.65	\$5,130,694
Cable and Satellite Television Services	85	\$759.82	\$3,749,709
Televisions	90	\$99.33	\$490,213
Satellite Dishes	72	\$1.05	\$5,163
VCRs, Video Cameras, and DVD Players	94	\$7.59	\$37,456
Miscellaneous Video Equipment	92	\$7.12	\$35,144
Video Cassettes and DVDs	94	\$17.38	\$85,755
Video Game Hardware/Accessories	99	\$25.47	\$125,686
Video Game Software	104	\$14.27	\$70,409
Streaming/Downloaded Video	98	\$17.79	\$87,790
Rental of Video Cassettes and DVDs	95	\$15.44	\$76,183
Installation of Televisions	71	\$0.65	\$3,217
Audio (3)	85	\$69.91	\$344,985
Rental of TV/VCR/Radio/Sound Equipment	111	\$1.46	\$7,217
Repair of TV/Radio/Sound Equipment	91	\$2.38	\$11,768
Pets	79	\$422.42	\$2,084,620
Toys/Games/Crafts/Hobbies (4)	86	\$97.81	\$482,691
Recreational Vehicles and Fees (5)	72	\$77.92	\$384,521
Sports/Recreation/Exercise Equipment (6)	84	\$138.52	\$683,611
Photo Equipment and Supplies (7)	88	\$48.22	\$237,982
Reading (8)	82	\$107.09	\$528,475
Live Entertainment for Catered Affairs	69	\$7.49	\$36,987
Rental of Party Supplies for Catered Affairs	81	\$12.24	\$60,387
Food	88	\$7,125.50	\$35,164,366
Food at Home	87	\$4,345.17	\$21,443,416

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	86	\$582.27	\$2,873,521
Meats, Poultry, Fish, and Eggs	87	\$966.28	\$4,768,586
Dairy Products	86	\$456.48	\$2,252,712
Fruits and Vegetables	88	\$843.84	\$4,164,342
Snacks and Other Food at Home (10)	87	\$1,496.30	\$7,384,255
Food Away from Home	90	\$2,780.33	\$13,720,950
Alcoholic Beverages	92	\$473.15	\$2,334,988
Financial			
Value of Stocks/Bonds/Mutual funds	76	\$5,669.88	\$27,980,880
Value of Retirement Plans	68	\$17,684.24	\$87,271,729
Value of Other Financial Assets	86	\$974.52	\$4,809,261
Vehicle Loan Amount excluding Interest	88	\$2,142.82	\$10,574,795
Value of Credit Card Debt	82	\$470.14	\$2,320,124
Health			
Nonprescription Drugs	82	\$101.31	\$499,978
Prescription Drugs	74	\$309.93	\$1,529,492
Eyeglasses and Contact Lenses	79	\$70.35	\$347,196
Home			
Mortgage Payment and Basics (11)	71	\$6,104.03	\$30,123,398
Maintenance and Remodeling Services	67	\$1,181.35	\$5,829,965
Maintenance and Remodeling Materials (12)	64	\$231.60	\$1,142,968
Utilities, Fuel, and Public Services	82	\$4,013.41	\$19,806,173
Household Furnishings and Equipment			
Household Textiles (13)	86	\$74.77	\$368,967
Furniture	90	\$440.53	\$2,174,025
Rugs	80	\$19.65	\$96,953
Major Appliances (14)	75	\$213.63	\$1,054,269
Housewares (15)	88	\$73.28	\$361,626
Small Appliances	87	\$41.16	\$203,115

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	86	\$7.96	\$39,260
Telephones and Accessories	93	\$66.45	\$327,919
Household Operations			
Child Care	93	\$393.18	\$1,940,365
Lawn and Garden (16)	69	\$281.97	\$1,391,515
Moving/Storage/Freight Express	101	\$63.87	\$315,197
Housekeeping Supplies (17)	84	\$590.85	\$2,915,864
Insurance			
Owners and Renters Insurance	68	\$312.88	\$1,544,076
Vehicle Insurance	85	\$952.89	\$4,702,499
Life/Other Insurance	72	\$297.96	\$1,470,425
Health Insurance	78	\$2,648.57	\$13,070,694
Personal Care Products (18)	88	\$381.57	\$1,883,048
School Books & Supplies for College	95	\$60.51	\$298,599
School Books & Supplies for Elementary/High School	82	\$16.86	\$83,204
School Books & Supplies for Vocational/Technical School	102	\$1.33	\$6,543
School Books & Supplies for Preschool/Other Schools	87	\$2.09	\$10,303
Other School Supplies	86	\$65.97	\$325,586
Smoking Products	86	\$352.18	\$1,738,032
Transportation			
Payments on Vehicles excluding Leases	83	\$1,737.68	\$8,575,459
Gasoline and Motor Oil	84	\$2,592.80	\$12,795,471
Vehicle Maintenance and Repairs	84	\$866.68	\$4,277,071
Travel			
Airline Fares	85	\$387.97	\$1,914,655
Lodging on Trips	78	\$363.67	\$1,794,698
Auto/Truck Rental on Trips	82	\$19.68	\$97,132
Food and Drink on Trips	81	\$354.53	\$1,749,593
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	76	\$5,669.88	\$27,980,880
Value of Retirement Plans	68	\$17,684.24	\$87,271,729
Value of Other Financial Assets	86	\$974.52	\$4,809,261
Vehicle Loan Amount excluding Interest	88	\$2,142.82	\$10,574,795
Value of Credit Card Debt	82	\$470.14	\$2,320,124
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Maintenance and Remodeling Materials (12)	64	\$231.60	\$1,142,968
Utilities, Fuel, and Public Services	82	\$4,013.41	\$19,806,173
Household Furnishings and Equipment			
Household Textiles (13)	86	\$74.77	\$368,967
Furniture	90	\$440.53	\$2,174,025
Rugs	80	\$19.65	\$96,953
Major Appliances (14)	75	\$213.63	\$1,054,269
Housewares (15)	88	\$73.28	\$361,626
Small Appliances	87	\$41.16	\$203,115
Luggage	86	\$7.96	\$39,260
Telephones and Accessories	93	\$66.45	\$327,919
Household Operations			
Child Care	93	\$393.18	\$1,940,365
Lawn and Garden (16)	69	\$281.97	\$1,391,515
Moving/Storage/Freight Express	101	\$63.87	\$315,197
Housekeeping Supplies (17)	84	\$590.85	\$2,915,864
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	68	\$312.88	\$1,544,076
Vehicle Insurance	85	\$952.89	\$4,702,499
Life/Other Insurance	72	\$297.96	\$1,470,425
Health Insurance	78	\$2,648.57	\$13,070,694
Personal Care Products (18)	88	\$381.57	\$1,883,048
School Books & Supplies for College	95	\$60.51	\$298,599
School Books & Supplies for Elementary/High School	82	\$16.86	\$83,204
School Books & Supplies for Vocational/Technical School	102	\$1.33	\$6,543
School Books & Supplies for Preschool/Other Schools	87	\$2.09	\$10,303
Other School Supplies	86	\$65.97	\$325,586
Smoking Products	86	\$352.18	\$1,738,032
Transportation			
Payments on Vehicles excluding Leases	83	\$1,737.68	\$8,575,459
Gasoline and Motor Oil	84	\$2,592.80	\$12,795,471
Vehicle Maintenance and Repairs	84	\$866.68	\$4,277,071
Travel			
Airline Fares	85	\$387.97	\$1,914,655
Lodging on Trips	78	\$363.67	\$1,794,698
Auto/Truck Rental on Trips	82	\$19.68	\$97,132
Food and Drink on Trips	81	\$354.53	\$1,749,593

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	105,080	109,207	114,269
Households	42,799	44,546	46,513
Families	22,222	22,760	23,592
Average Household Size	2.27	2.29	2.30
Owner Occupied Housing Units	21,846	20,441	21,274
Renter Occupied Housing Units	20,953	24,105	25,240
Median Age	34.4	35.1	35.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.91%	1.02%	0.84%
Households	0.87%	0.96%	0.79%
Families	0.72%	0.87%	0.72%
Owner HHs	0.80%	0.93%	0.73%
Median Household Income	3.03%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	7,365	16.5%	7,420	16.0%
\$15,000 - \$24,999	4,833	10.9%	4,759	10.2%
\$25,000 - \$34,999	4,199	9.4%	4,519	9.7%
\$35,000 - \$49,999	5,332	12.0%	3,282	7.1%
\$50,000 - \$74,999	6,081	13.7%	6,795	14.6%
\$75,000 - \$99,999	4,579	10.3%	5,002	10.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	5,691	12.8%	7,092	15.2%
\$150,000 - \$199,999	2,807	6.3%	3,494	7.5%
\$200,000+	3,652	8.2%	4,143	8.9%
Median Household Income	\$51,593		\$59,887	
Average Household Income	\$84,367		\$92,884	
Per Capita Income	\$35,573		\$38,950	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	7,319	7.0%	6,972	6.4%	7,147	6.3%
5 - 9	6,203	5.9%	6,481	5.9%	6,659	5.8%
10 - 14	5,181	4.9%	5,991	5.5%	6,262	5.5%
15 - 19	6,845	6.5%	7,190	6.6%	7,597	6.6%
20 - 24	10,318	9.8%	10,800	9.9%	11,063	9.7%
25 - 34	17,685	16.8%	17,071	15.6%	18,068	15.8%
35 - 44	15,987	15.2%	15,535	14.2%	15,630	13.7%
45 - 54	13,873	13.2%	13,977	12.8%	13,989	12.2%
55 - 64	10,635	10.1%	12,006	11.0%	12,498	10.9%
65 - 74	5,071	4.8%	7,176	6.6%	8,864	7.8%
75 - 84	3,667	3.5%	3,573	3.3%	4,102	3.6%
85+	2,295	2.2%	2,434	2.2%	2,390	2.1%

RING: 3 MILES

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	47,544	49,354	51,658
Owner Occupied Housing Units	45.9%	41.4%	41.2%
Renter Occupied Housing Units	44.1%	48.8%	48.9%
Vacant Housing Units	10.0%	9.7%	10.0%
Median Home Value		\$295,793	\$292,269
Per Capita Income		\$35,573	\$38,950
Median Age	34.4	35.1	35.2

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	20,432	21,264
<\$50,000	2.7%	1.6%
\$50,000 - \$99,999	4.9%	3.1%
\$100,000 - \$149,999	7.2%	4.6%
\$150,000 - \$199,999	10.1%	9.2%
\$200,000 - \$249,999	15.0%	18.4%
\$250,000 - \$299,999	11.0%	15.5%
\$300,000 - \$399,999	19.0%	17.0%
\$400,000 - \$499,999	11.3%	11.0%
\$500,000 - \$749,999	11.7%	10.6%
\$750,000 - \$999,999	4.8%	6.1%
\$1,000,000 +	2.3%	2.8%
Average Home Value	\$356,032	\$373,061

POPULATION BY SEX	2010	2016	2021
Males	50,619	52,842	55,581
Females	54,461	56,365	58,688

POPULATION 15+ BY MARITAL STATUS 2016

Total	89,764
Never Married	42.9%
Married	41.1%
Widowed	5.0%
Divorced	10.9%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	93.6%
Civilian Unemployed	6.4%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	51,085
Agriculture/Mining	0.2%
Construction	2.7%
Manufacturing	6.8%
Wholesale Trade	2.3%
Retail Trade	10.0%
Transportation/Utilities	4.5%
Information	3.2%
Finance/Insurance/Real Estate	5.4%
Services	60.3%
Public Administration	4.6%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	51,085
White Collar	74.2%
Management/Business/Financial	17.3%
Professional	37.5%
Sales	8.8%
Administrative Support	10.6%
Services	13.0%
Blue Collar	12.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	1.4%
Production	5.0%
Transportation/Material Moving	4.3%

HOUSEHOLDS BY TYPE

Total	42,799	100%
Households with 1 Person	15,617	36.5%
Households with 2+ People	27,182	63.5%
Family Households	22,222	51.9%
Husband-wife Families	15,447	36.1%
With Own Children	7,312	17.1%
Other Family (No Spouse Present)	6,775	15.8%
With Own Children	3,680	8.6%
Nonfamily Households	4,960	11.6%
All Households with Children	11,855	27.7%
Multigenerational Households	1,050	2.5%
Unmarried Partner Households	2,977	7.0%
Male-female	1,864	4.4%
Same-sex	1,113	2.6%

HOUSEHOLDS BY TYPE

Average Household Size

2.27

FAMILY HOUSEHOLDS BY SIZE

Total	42,798
1 Person	36.5%
2 People	31.3%
3 People	14.4%
4 People	10.6%
5 People	4.2%
6 People	1.7%
7+ People	1.3%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	71,773
Less than 9th Grade	5.5%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	12.4%
GED/Alternative Credential	1.6%
Some College, No Degree	16.4%
Associate Degree	4.3%
Bachelor's Degree	26.8%
Graduate/Professional Degree	27.9%

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Emerald City (8B)	17.3%	Population	109,207	114,269
2. Urban Chic (2A)	17.0%	Households	44,546	46,513
3. Metro Fusion (11C)	12.2%	Families	22,760	23,592
4. Metro Renters (3B)	10.8%	Median Age	35.1	35.2
5. In Style (5B)	7.4%	Median Household Income	\$51,593	\$59,887

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	114	\$2,305.52	\$102,701,787
Men's	116	\$464.47	\$20,690,239
Women's	113	\$775.96	\$34,565,883
Children's	116	\$374.68	\$16,690,575
Footwear	114	\$489.00	\$21,782,857
Watches & Jewelry	113	\$116.78	\$5,202,102
Apparel Products and Services (1)	117	\$84.63	\$3,770,132
Computer			
Computers and Hardware for Home Use	119	\$205.98	\$9,175,617
Portable Memory	117	\$5.50	\$244,865
Computer Software	119	\$15.41	\$686,531
Computer Accessories	110	\$19.56	\$871,358
Entertainment & Recreation	108	\$3,146.05	\$140,143,906
Fees and Admissions	113	\$655.08	\$29,181,364
Membership Fees for Clubs (2)	112	\$215.25	\$9,588,491
Fees for Participant Sports, excl. Trips	111	\$99.36	\$4,426,111
Tickets to Theatre/Operas/Concerts	115	\$60.49	\$2,694,652

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	120	\$79.70	\$3,550,222
Admission to Sporting Events, excl. Trips	116	\$61.74	\$2,750,052
Fees for Recreational Lessons	112	\$137.47	\$6,123,733
Dating Services	157	\$1.08	\$48,103
TV/Video/Audio	109	\$1,313.67	\$58,518,612
Cable and Satellite Television Services	107	\$960.46	\$42,784,679
Televisions	114	\$125.63	\$5,596,526
Satellite Dishes	94	\$1.37	\$60,962
VCRs, Video Cameras, and DVD Players	118	\$9.54	\$425,106
Miscellaneous Video Equipment	111	\$8.53	\$379,774
Video Cassettes and DVDs	117	\$21.62	\$963,279
Video Game Hardware/Accessories	121	\$31.14	\$1,387,144
Video Game Software	126	\$17.32	\$771,344
Streaming/Downloaded Video	122	\$22.24	\$990,790
Rental of Video Cassettes and DVDs	118	\$19.33	\$861,036
Installation of Televisions	91	\$0.84	\$37,313
Audio (3)	111	\$90.73	\$4,041,555
Rental of TV/VCR/Radio/Sound Equipment	134	\$1.76	\$78,202
Repair of TV/Radio/Sound Equipment	121	\$3.16	\$140,901
Pets	102	\$544.08	\$24,236,498
Toys/Games/Crafts/Hobbies (4)	109	\$124.09	\$5,527,872
Recreational Vehicles and Fees (5)	96	\$103.48	\$4,609,492
Sports/Recreation/Exercise Equipment (6)	108	\$178.79	\$7,964,527
Photo Equipment and Supplies (7)	112	\$61.66	\$2,746,521
Reading (8)	106	\$138.62	\$6,174,930
Live Entertainment for Catered Affairs	94	\$10.12	\$450,610
Rental of Party Supplies for Catered Affairs	109	\$16.47	\$733,481
Food	112	\$9,019.16	\$401,767,500
Food at Home	110	\$5,500.48	\$245,024,227

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	109	\$736.60	\$32,812,693
Meats, Poultry, Fish, and Eggs	110	\$1,223.65	\$54,508,708
Dairy Products	109	\$579.38	\$25,809,210
Fruits and Vegetables	112	\$1,072.88	\$47,792,526
Snacks and Other Food at Home (10)	110	\$1,887.96	\$84,101,090
Food Away from Home	114	\$3,518.68	\$156,743,274
Alcoholic Beverages	117	\$597.82	\$26,630,556
Financial			
Value of Stocks/Bonds/Mutual funds	101	\$7,542.89	\$336,005,788
Value of Retirement Plans	94	\$24,583.95	\$1,095,116,655
Value of Other Financial Assets	107	\$1,214.05	\$54,081,054
Vehicle Loan Amount excluding Interest	109	\$2,656.79	\$118,349,525
Value of Credit Card Debt	106	\$605.85	\$26,988,378
Health			
Nonprescription Drugs	105	\$130.13	\$5,796,620
Prescription Drugs	96	\$400.47	\$17,839,510
Eyeglasses and Contact Lenses	103	\$91.67	\$4,083,540
Home			
Mortgage Payment and Basics (11)	97	\$8,277.80	\$368,742,688
Maintenance and Remodeling Services	92	\$1,606.76	\$71,574,685
Maintenance and Remodeling Materials (12)	84	\$306.33	\$13,645,912
Utilities, Fuel, and Public Services	105	\$5,117.99	\$227,985,942
Household Furnishings and Equipment			
Household Textiles (13)	110	\$96.13	\$4,282,191
Furniture	114	\$560.87	\$24,984,550
Rugs	106	\$25.99	\$1,157,738
Major Appliances (14)	100	\$282.35	\$12,577,780
Housewares (15)	111	\$92.70	\$4,129,549
Small Appliances	112	\$52.63	\$2,344,273

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	112	\$10.39	\$462,802
Telephones and Accessories	115	\$81.66	\$3,637,649
Household Operations			
Child Care	117	\$497.38	\$22,156,356
Lawn and Garden (16)	94	\$381.35	\$16,987,584
Moving/Storage/Freight Express	127	\$80.27	\$3,575,846
Housekeeping Supplies (17)	107	\$752.59	\$33,524,686
Insurance			
Owners and Renters Insurance	89	\$412.48	\$18,374,455
Vehicle Insurance	108	\$1,209.01	\$53,856,766
Life/Other Insurance	97	\$399.90	\$17,814,148
Health Insurance	101	\$3,412.30	\$152,004,527
Personal Care Products (18)	112	\$486.47	\$21,670,359
School Books & Supplies for College	122	\$77.58	\$3,455,752
School Books & Supplies for Elementary/High School	106	\$21.73	\$968,173
School Books & Supplies for Vocational/Technical School	124	\$1.62	\$72,138
School Books & Supplies for Preschool/Other Schools	114	\$2.73	\$121,514
Other School Supplies	112	\$85.95	\$3,828,745
Smoking Products	105	\$429.35	\$19,125,789
Transportation			
Payments on Vehicles excluding Leases	105	\$2,179.69	\$97,096,596
Gasoline and Motor Oil	106	\$3,268.53	\$145,599,794
Vehicle Maintenance and Repairs	107	\$1,108.97	\$49,400,122
Travel			
Airline Fares	113	\$514.40	\$22,914,656
Lodging on Trips	104	\$484.30	\$21,573,624
Auto/Truck Rental on Trips	109	\$26.22	\$1,168,208
Food and Drink on Trips	106	\$466.45	\$20,778,467
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	101	\$7,542.89	\$336,005,788
Value of Retirement Plans	94	\$24,583.95	\$1,095,116,655
Value of Other Financial Assets	107	\$1,214.05	\$54,081,054
Vehicle Loan Amount excluding Interest	109	\$2,656.79	\$118,349,525
Value of Credit Card Debt	106	\$605.85	\$26,988,378
Health			
Nonprescription Drugs	105	\$130.13	\$5,796,620
Prescription Drugs	96	\$400.47	\$17,839,510
Eyeglasses and Contact Lenses	103	\$91.67	\$4,083,540
Home			
Mortgage Payment and Basics (11)	97	\$8,277.80	\$368,742,688
Maintenance and Remodeling Services	92	\$1,606.76	\$71,574,685
Maintenance and Remodeling Materials (12)	84	\$306.33	\$13,645,912
Utilities, Fuel, and Public Services	105	\$5,117.99	\$227,985,942
Household Furnishings and Equipment			
Household Textiles (13)	110	\$96.13	\$4,282,191
Furniture	114	\$560.87	\$24,984,550
Rugs	106	\$25.99	\$1,157,738
Major Appliances (14)	100	\$282.35	\$12,577,780
Housewares (15)	111	\$92.70	\$4,129,549
Small Appliances	112	\$52.63	\$2,344,273
Luggage	112	\$10.39	\$462,802
Telephones and Accessories	115	\$81.66	\$3,637,649
Household Operations			
Child Care	117	\$497.38	\$22,156,356
Lawn and Garden (16)	94	\$381.35	\$16,987,584
Moving/Storage/Freight Express	127	\$80.27	\$3,575,846
Housekeeping Supplies (17)	107	\$752.59	\$33,524,686
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	89	\$412.48	\$18,374,455
Vehicle Insurance	108	\$1,209.01	\$53,856,766
Life/Other Insurance	97	\$399.90	\$17,814,148
Health Insurance	101	\$3,412.30	\$152,004,527
Personal Care Products (18)	112	\$486.47	\$21,670,359
School Books & Supplies for College	122	\$77.58	\$3,455,752
School Books & Supplies for Elementary/High School	106	\$21.73	\$968,173
School Books & Supplies for Vocational/Technical School	124	\$1.62	\$72,138
School Books & Supplies for Preschool/Other Schools	114	\$2.73	\$121,514
Other School Supplies	112	\$85.95	\$3,828,745
Smoking Products	105	\$429.35	\$19,125,789
Transportation			
Payments on Vehicles excluding Leases	105	\$2,179.69	\$97,096,596
Gasoline and Motor Oil	106	\$3,268.53	\$145,599,794
Vehicle Maintenance and Repairs	107	\$1,108.97	\$49,400,122
Travel			
Airline Fares	113	\$514.40	\$22,914,656
Lodging on Trips	104	\$484.30	\$21,573,624
Auto/Truck Rental on Trips	109	\$26.22	\$1,168,208
Food and Drink on Trips	106	\$466.45	\$20,778,467

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	295,809	308,768	323,504
Households	123,768	128,754	134,632
Families	62,822	64,368	66,740
Average Household Size	2.31	2.33	2.34
Owner Occupied Housing Units	62,692	58,789	61,216
Renter Occupied Housing Units	61,076	69,965	73,416
Median Age	34.0	34.9	35.3

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.94%	1.02%	0.84%
Households	0.90%	0.96%	0.79%
Families	0.73%	0.87%	0.72%
Owner HHs	0.81%	0.93%	0.73%
Median Household Income	2.73%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	18,276	14.2%	18,433	13.7%
\$15,000 - \$24,999	13,620	10.6%	13,509	10.0%
\$25,000 - \$34,999	11,978	9.3%	12,798	9.5%
\$35,000 - \$49,999	16,450	12.8%	9,991	7.4%
\$50,000 - \$74,999	20,309	15.8%	22,955	17.1%
\$75,000 - \$99,999	13,890	10.8%	15,433	11.5%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	16,595	12.9%	20,727	15.4%
\$150,000 - \$199,999	7,408	5.8%	9,298	6.9%
\$200,000+	10,220	7.9%	11,481	8.5%
Median Household Income	\$53,638		\$61,384	
Average Household Income	\$84,256		\$92,494	
Per Capita Income	\$35,742		\$39,082	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	21,800	7.4%	20,503	6.6%	20,977	6.5%
5 - 9	17,412	5.9%	19,103	6.2%	19,125	5.9%
10 - 14	14,430	4.9%	16,892	5.5%	18,126	5.6%
15 - 19	15,840	5.4%	16,945	5.5%	18,033	5.6%
20 - 24	25,341	8.6%	24,960	8.1%	25,343	7.8%
25 - 34	58,652	19.8%	56,525	18.3%	58,776	18.2%
35 - 44	47,416	16.0%	47,267	15.3%	48,106	14.9%
45 - 54	39,041	13.2%	39,885	12.9%	40,147	12.4%
55 - 64	29,203	9.9%	33,277	10.8%	35,066	10.8%
65 - 74	13,892	4.7%	19,786	6.4%	24,416	7.5%
75 - 84	8,540	2.9%	8,960	2.9%	10,574	3.3%
85+	4,239	1.4%	4,663	1.5%	4,816	1.5%

RING: 5 MILES

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	138,490	143,959	150,688
Owner Occupied Housing Units	45.3%	40.8%	40.6%
Renter Occupied Housing Units	44.1%	48.6%	48.7%
Vacant Housing Units	10.6%	10.6%	10.7%
Median Home Value		\$272,718	\$278,633
Per Capita Income		\$35,742	\$39,082
Median Age	34.0	34.9	35.3

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	58,775	61,201
<\$50,000	4.1%	2.6%
\$50,000 - \$99,999	8.7%	5.8%
\$100,000 - \$149,999	9.8%	7.2%
\$150,000 - \$199,999	11.5%	11.6%
\$200,000 - \$249,999	11.8%	15.4%
\$250,000 - \$299,999	9.0%	13.0%
\$300,000 - \$399,999	17.0%	15.6%
\$400,000 - \$499,999	10.0%	9.9%
\$500,000 - \$749,999	11.1%	10.1%
\$750,000 - \$999,999	4.7%	6.1%
\$1,000,000 +	2.3%	2.7%
Average Home Value	\$334,785	\$354,418

POPULATION BY SEX	2010	2016	2021
Males	145,867	152,703	160,174
Females	149,942	156,065	163,330

POPULATION 15+ BY MARITAL STATUS 2016

Total	252,269
Never Married	45.2%
Married	39.4%
Widowed	4.6%
Divorced	10.8%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	93.9%
Civilian Unemployed	6.1%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	158,663
Agriculture/Mining	0.2%
Construction	4.7%
Manufacturing	5.7%
Wholesale Trade	2.3%
Retail Trade	10.1%
Transportation/Utilities	4.4%
Information	3.2%
Finance/Insurance/Real Estate	6.7%
Services	58.0%
Public Administration	4.6%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	158,663
White Collar	70.8%
Management/Business/Financial	19.1%
Professional	31.7%
Sales	9.8%
Administrative Support	10.2%
Services	15.4%
Blue Collar	13.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	1.5%
Production	3.8%
Transportation/Material Moving	4.5%

HOUSEHOLDS BY TYPE

Total	123,768	100%
Households with 1 Person	45,018	36.4%
Households with 2+ People	78,750	63.6%
Family Households	62,822	50.8%
Husband-wife Families	41,210	33.3%
With Own Children	18,901	15.3%
Other Family (No Spouse Present)	21,611	17.5%
With Own Children	10,720	8.7%
Nonfamily Households	15,928	12.8%
All Households with Children	33,267	26.9%
Multigenerational Households	3,933	3.2%
Unmarried Partner Households	9,968	8.0%
Male-female	6,591	5.3%
Same-sex	3,377	2.7%

HOUSEHOLDS BY TYPE

Average Household Size

2.31

FAMILY HOUSEHOLDS BY SIZE

Total	123,768
1 Person	36.4%
2 People	31.0%
3 People	14.0%
4 People	10.1%
5 People	4.5%
6 People	2.0%
7+ People	1.9%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	210,364
Less than 9th Grade	5.5%
9th - 12th Grade, No Diploma	5.3%
High School Graduate	14.8%
GED/Alternative Credential	2.0%
Some College, No Degree	16.5%
Associate Degree	5.3%
Bachelor's Degree	26.9%
Graduate/Professional Degree	23.6%

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Metro Renters (3B)	17.2%	Population	308,768	323,504
2. Emerald City (8B)	12.9%	Households	128,754	134,632
3. Urban Chic (2A)	11.7%	Families	64,368	66,740
4. Young and Restless (11B)	8.0%	Median Age	34.9	35.3
5. Metro Fusion (11C)	6.4%	Median Household Income	\$53,638	\$61,384

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	115	\$2,313.17	\$297,830,302
Men's	116	\$465.07	\$59,880,044
Women's	113	\$777.47	\$100,102,740
Children's	117	\$378.75	\$48,765,158
Footwear	114	\$490.04	\$63,094,061
Watches & Jewelry	113	\$116.72	\$15,028,117
Apparel Products and Services (1)	118	\$85.12	\$10,960,183
Computer			
Computers and Hardware for Home Use	119	\$205.48	\$26,456,630
Portable Memory	117	\$5.50	\$707,982
Computer Software	119	\$15.44	\$1,987,526
Computer Accessories	109	\$19.34	\$2,489,912
Entertainment & Recreation	108	\$3,137.01	\$403,902,372
Fees and Admissions	112	\$644.94	\$83,038,065
Membership Fees for Clubs (2)	111	\$212.13	\$27,312,527
Fees for Participant Sports, excl. Trips	109	\$97.76	\$12,587,208
Tickets to Theatre/Operas/Concerts	112	\$59.28	\$7,633,172

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	120	\$79.48	\$10,233,472
Admission to Sporting Events, excl. Trips	115	\$61.03	\$7,857,725
Fees for Recreational Lessons	109	\$134.14	\$17,271,088
Dating Services	161	\$1.11	\$142,873
TV/Video/Audio	110	\$1,322.40	\$170,263,759
Cable and Satellite Television Services	108	\$968.11	\$124,647,397
Televisions	115	\$126.31	\$16,262,504
Satellite Dishes	95	\$1.38	\$178,208
VCRs, Video Cameras, and DVD Players	118	\$9.55	\$1,230,114
Miscellaneous Video Equipment	112	\$8.60	\$1,107,060
Video Cassettes and DVDs	118	\$21.79	\$2,805,145
Video Game Hardware/Accessories	123	\$31.53	\$4,060,077
Video Game Software	128	\$17.60	\$2,266,100
Streaming/Downloaded Video	122	\$22.19	\$2,856,566
Rental of Video Cassettes and DVDs	119	\$19.45	\$2,504,284
Installation of Televisions	93	\$0.86	\$110,580
Audio (3)	110	\$90.13	\$11,604,516
Rental of TV/VCR/Radio/Sound Equipment	137	\$1.79	\$231,077
Repair of TV/Radio/Sound Equipment	119	\$3.11	\$400,132
Pets	101	\$541.79	\$69,757,965
Toys/Games/Crafts/Hobbies (4)	109	\$124.53	\$16,033,461
Recreational Vehicles and Fees (5)	94	\$101.58	\$13,078,470
Sports/Recreation/Exercise Equipment (6)	107	\$176.99	\$22,788,399
Photo Equipment and Supplies (7)	112	\$61.60	\$7,931,809
Reading (8)	104	\$137.03	\$17,643,198
Live Entertainment for Catered Affairs	93	\$10.00	\$1,288,064
Rental of Party Supplies for Catered Affairs	107	\$16.15	\$2,079,182
Food	112	\$9,072.10	\$1,168,069,397
Food at Home	111	\$5,530.47	\$712,070,450

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	110	\$740.37	\$95,325,940
Meats, Poultry, Fish, and Eggs	111	\$1,233.62	\$158,832,867
Dairy Products	110	\$581.25	\$74,838,898
Fruits and Vegetables	113	\$1,076.27	\$138,574,281
Snacks and Other Food at Home (10)	111	\$1,898.96	\$244,498,463
Food Away from Home	115	\$3,541.63	\$455,998,947
Alcoholic Beverages	117	\$598.67	\$77,081,286
Financial			
Value of Stocks/Bonds/Mutual funds	100	\$7,468.59	\$961,611,237
Value of Retirement Plans	91	\$23,824.82	\$3,067,541,194
Value of Other Financial Assets	108	\$1,218.64	\$156,904,756
Vehicle Loan Amount excluding Interest	111	\$2,695.14	\$347,010,121
Value of Credit Card Debt	106	\$603.73	\$77,733,257
Health			
Nonprescription Drugs	105	\$129.89	\$16,723,359
Prescription Drugs	95	\$400.20	\$51,527,276
Eyeglasses and Contact Lenses	102	\$90.82	\$11,693,609
Home			
Mortgage Payment and Basics (11)	95	\$8,106.54	\$1,043,749,255
Maintenance and Remodeling Services	90	\$1,572.44	\$202,458,537
Maintenance and Remodeling Materials (12)	84	\$303.92	\$39,131,185
Utilities, Fuel, and Public Services	106	\$5,143.77	\$662,281,002
Household Furnishings and Equipment			
Household Textiles (13)	110	\$95.90	\$12,347,339
Furniture	115	\$563.06	\$72,495,637
Rugs	105	\$25.64	\$3,301,569
Major Appliances (14)	98	\$278.77	\$35,893,308
Housewares (15)	111	\$93.00	\$11,974,547
Small Appliances	111	\$52.50	\$6,760,199

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	111	\$10.30	\$1,326,608
Telephones and Accessories	117	\$83.24	\$10,717,496
Household Operations			
Child Care	120	\$507.19	\$65,302,809
Lawn and Garden (16)	91	\$372.81	\$48,000,722
Moving/Storage/Freight Express	127	\$80.32	\$10,340,962
Housekeeping Supplies (17)	107	\$755.00	\$97,209,065
Insurance			
Owners and Renters Insurance	89	\$410.52	\$52,855,520
Vehicle Insurance	109	\$1,215.34	\$156,480,140
Life/Other Insurance	95	\$393.39	\$50,650,330
Health Insurance	101	\$3,406.26	\$438,569,242
Personal Care Products (18)	112	\$487.41	\$62,756,488
School Books & Supplies for College	121	\$76.49	\$9,848,497
School Books & Supplies for Elementary/High School	107	\$21.94	\$2,824,708
School Books & Supplies for Vocational/Technical School	124	\$1.63	\$209,831
School Books & Supplies for Preschool/Other Schools	115	\$2.74	\$352,640
Other School Supplies	112	\$85.55	\$11,014,912
Smoking Products	107	\$437.34	\$56,309,708
Transportation			
Payments on Vehicles excluding Leases	106	\$2,203.83	\$283,752,285
Gasoline and Motor Oil	107	\$3,296.33	\$424,415,417
Vehicle Maintenance and Repairs	107	\$1,107.55	\$142,601,726
Travel			
Airline Fares	111	\$506.63	\$65,230,625
Lodging on Trips	103	\$476.13	\$61,303,016
Auto/Truck Rental on Trips	107	\$25.77	\$3,318,023
Food and Drink on Trips	105	\$460.84	\$59,334,451
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	100	\$7,468.59	\$961,611,237
Value of Retirement Plans	91	\$23,824.82	\$3,067,541,194
Value of Other Financial Assets	108	\$1,218.64	\$156,904,756
Vehicle Loan Amount excluding Interest	111	\$2,695.14	\$347,010,121
Value of Credit Card Debt	106	\$603.73	\$77,733,257
Health			
Nonprescription Drugs	105	\$129.89	\$16,723,359
Prescription Drugs	95	\$400.20	\$51,527,276
Eyeglasses and Contact Lenses	102	\$90.82	\$11,693,609
Home			
Mortgage Payment and Basics (11)	95	\$8,106.54	\$1,043,749,255
Maintenance and Remodeling Services	90	\$1,572.44	\$202,458,537
Maintenance and Remodeling Materials (12)	84	\$303.92	\$39,131,185
Utilities, Fuel, and Public Services	106	\$5,143.77	\$662,281,002
Household Furnishings and Equipment			
Household Textiles (13)	110	\$95.90	\$12,347,339
Furniture	115	\$563.06	\$72,495,637
Rugs	105	\$25.64	\$3,301,569
Major Appliances (14)	98	\$278.77	\$35,893,308
Housewares (15)	111	\$93.00	\$11,974,547
Small Appliances	111	\$52.50	\$6,760,199
Luggage	111	\$10.30	\$1,326,608
Telephones and Accessories	117	\$83.24	\$10,717,496
Household Operations			
Child Care	120	\$507.19	\$65,302,809
Lawn and Garden (16)	91	\$372.81	\$48,000,722
Moving/Storage/Freight Express	127	\$80.32	\$10,340,962
Housekeeping Supplies (17)	107	\$755.00	\$97,209,065
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	89	\$410.52	\$52,855,520
Vehicle Insurance	109	\$1,215.34	\$156,480,140
Life/Other Insurance	95	\$393.39	\$50,650,330
Health Insurance	101	\$3,406.26	\$438,569,242
Personal Care Products (18)	112	\$487.41	\$62,756,488
School Books & Supplies for College	121	\$76.49	\$9,848,497
School Books & Supplies for Elementary/High School	107	\$21.94	\$2,824,708
School Books & Supplies for Vocational/Technical School	124	\$1.63	\$209,831
School Books & Supplies for Preschool/Other Schools	115	\$2.74	\$352,640
Other School Supplies	112	\$85.55	\$11,014,912
Smoking Products	107	\$437.34	\$56,309,708
Transportation			
Payments on Vehicles excluding Leases	106	\$2,203.83	\$283,752,285
Gasoline and Motor Oil	107	\$3,296.33	\$424,415,417
Vehicle Maintenance and Repairs	107	\$1,107.55	\$142,601,726
Travel			
Airline Fares	111	\$506.63	\$65,230,625
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