



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	9,402	9,627	9,982
Households	3,678	3,753	3,876
Families	2,248	2,270	2,333
Average Household Size	2.54	2.55	2.56
Owner Occupied Housing Units	2,262	2,091	2,169
Renter Occupied Housing Units	1,416	1,662	1,707
Median Age	37.4	38.9	40.3

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.73%	1.02%	0.84%
Households	0.65%	0.96%	0.79%
Families	0.55%	0.87%	0.72%
Owner HHs	0.74%	0.93%	0.73%
Median Household Income	1.29%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	687	18.3%	710	18.3%
\$15,000 - \$24,999	536	14.3%	544	14.0%
\$25,000 - \$34,999	500	13.3%	540	13.9%
\$35,000 - \$49,999	545	14.5%	319	8.2%
\$50,000 - \$74,999	524	14.0%	579	14.9%
\$75,000 - \$99,999	418	11.1%	499	12.9%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	298	7.9%	382	9.9%
\$150,000 - \$199,999	164	4.4%	211	5.4%
\$200,000+	82	2.2%	93	2.4%
Median Household Income	\$38,297		\$40,838	
Average Household Income	\$56,711		\$62,690	
Per Capita Income	\$22,427		\$24,662	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	683	7.3%	640	6.6%	629	6.3%
5 - 9	507	5.4%	645	6.7%	597	6.0%
10 - 14	485	5.2%	537	5.6%	645	6.5%
15 - 19	563	6.0%	479	5.0%	538	5.4%
20 - 24	587	6.2%	500	5.2%	468	4.7%
25 - 34	1,528	16.3%	1,404	14.6%	1,296	13.0%
35 - 44	1,361	14.5%	1,458	15.1%	1,527	15.3%
45 - 54	1,307	13.9%	1,267	13.2%	1,302	13.0%
55 - 64	1,219	13.0%	1,204	12.5%	1,243	12.5%
65 - 74	723	7.7%	953	9.9%	1,070	10.7%
75 - 84	341	3.6%	427	4.4%	527	5.3%
85+	99	1.1%	112	1.2%	141	1.4%

RING: 1 MILE

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	4,518	4,607	4,760
Owner Occupied Housing Units	50.1%	45.4%	45.6%
Renter Occupied Housing Units	31.3%	36.1%	35.9%
Vacant Housing Units	18.6%	18.5%	18.6%
Median Home Value		\$163,014	\$195,422
Per Capita Income		\$22,427	\$24,662
Median Age	37.4	38.9	40.3

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	2,091	2,169
<\$50,000	11.4%	7.7%
\$50,000 - \$99,999	19.3%	14.0%
\$100,000 - \$149,999	14.7%	10.9%
\$150,000 - \$199,999	17.5%	19.1%
\$200,000 - \$249,999	9.9%	14.1%
\$250,000 - \$299,999	12.5%	18.9%
\$300,000 - \$399,999	6.8%	6.7%
\$400,000 - \$499,999	5.0%	5.4%
\$500,000 - \$749,999	1.6%	1.6%
\$750,000 - \$999,999	0.6%	0.7%
\$1,000,000 +	0.6%	0.8%
Average Home Value	\$192,344	\$217,903

POPULATION BY SEX	2010	2016	2021
Males	4,411	4,527	4,723
Females	4,992	5,099	5,258

POPULATION 15+ BY MARITAL STATUS 2016

Total	7,805
Never Married	45.1%
Married	35.8%
Widowed	6.7%
Divorced	12.4%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	90.1%
Civilian Unemployed	9.9%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	4,345
Agriculture/Mining	0.0%
Construction	3.9%
Manufacturing	2.6%
Wholesale Trade	1.3%
Retail Trade	12.8%
Transportation/Utilities	7.2%
Information	2.5%
Finance/Insurance/Real Estate	5.0%
Services	60.3%
Public Administration	4.3%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	4,345
White Collar	66.9%
Management/Business/Financial	12.3%
Professional	28.6%
Sales	13.5%
Administrative Support	12.5%
Services	18.0%
Blue Collar	15.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.3%
Installation/Maintenance/Repair	1.9%
Production	2.4%
Transportation/Material Moving	8.5%

HOUSEHOLDS BY TYPE

Total	3,678	100%
Households with 1 Person	1,049	28.5%
Households with 2+ People	2,629	71.5%
Family Households	2,248	61.1%
Husband-wife Families	1,006	27.4%
With Own Children	294	8.0%
Other Family (No Spouse Present)	1,242	33.8%
With Own Children	469	12.8%
Nonfamily Households	381	10.4%
All Households with Children	1,062	28.9%
Multigenerational Households	318	8.6%
Unmarried Partner Households	331	9.0%
Male-female	230	6.3%
Same-sex	101	2.7%

HOUSEHOLDS BY TYPE

Average Household Size

2.54

FAMILY HOUSEHOLDS BY SIZE

Total	3,676
1 Person	28.5%
2 People	32.4%
3 People	18.0%
4 People	10.6%
5 People	5.3%
6 People	2.6%
7+ People	2.6%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	6,826
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	14.8%
High School Graduate	21.7%
GED/Alternative Credential	4.0%
Some College, No Degree	16.0%
Associate Degree	8.4%
Bachelor's Degree	20.1%
Graduate/Professional Degree	11.4%

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Family Foundations (12A)	41.2%	Population	9,627	9,982
2. Modest Income Homes (12D)	25.5%	Households	3,753	3,876
3. Emerald City (8B)	18.0%	Families	2,270	2,333
4. City Strivers (11A)	12.4%	Median Age	38.9	40.3
5. Urban Chic (2A)	2.6%	Median Household Income	\$38,297	\$40,838

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	73	\$1,478.28	\$5,547,987
Men's	72	\$289.64	\$1,087,006
Women's	74	\$505.84	\$1,898,422
Children's	74	\$237.84	\$892,600
Footwear	73	\$313.08	\$1,175,003
Watches & Jewelry	72	\$74.95	\$281,294
Apparel Products and Services (1)	79	\$56.93	\$213,661
Computer			
Computers and Hardware for Home Use	74	\$127.63	\$479,002
Portable Memory	74	\$3.50	\$13,120
Computer Software	79	\$10.18	\$38,213
Computer Accessories	73	\$12.98	\$48,711
Entertainment & Recreation	73	\$2,121.44	\$7,961,773
Fees and Admissions	70	\$405.00	\$1,519,948
Membership Fees for Clubs (2)	71	\$135.63	\$509,006
Fees for Participant Sports, excl. Trips	72	\$64.14	\$240,700
Tickets to Theatre/Operas/Concerts	71	\$37.37	\$140,245

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	71	\$46.99	\$176,346
Admission to Sporting Events, excl. Trips	73	\$38.96	\$146,211
Fees for Recreational Lessons	66	\$81.23	\$304,851
Dating Services	100	\$0.69	\$2,588
TV/Video/Audio	78	\$937.53	\$3,518,533
Cable and Satellite Television Services	79	\$710.83	\$2,667,753
Televisions	77	\$84.89	\$318,590
Satellite Dishes	71	\$1.04	\$3,909
VCRs, Video Cameras, and DVD Players	72	\$5.85	\$21,968
Miscellaneous Video Equipment	77	\$5.90	\$22,154
Video Cassettes and DVDs	73	\$13.41	\$50,329
Video Game Hardware/Accessories	76	\$19.40	\$72,807
Video Game Software	76	\$10.44	\$39,200
Streaming/Downloaded Video	68	\$12.41	\$46,566
Rental of Video Cassettes and DVDs	71	\$11.58	\$43,467
Installation of Televisions	87	\$0.80	\$3,018
Audio (3)	71	\$57.99	\$217,618
Rental of TV/VCR/Radio/Sound Equipment	97	\$1.27	\$4,752
Repair of TV/Radio/Sound Equipment	65	\$1.71	\$6,404
Pets	70	\$375.26	\$1,408,345
Toys/Games/Crafts/Hobbies (4)	72	\$81.79	\$306,972
Recreational Vehicles and Fees (5)	65	\$69.80	\$261,967
Sports/Recreation/Exercise Equipment (6)	61	\$100.74	\$378,087
Photo Equipment and Supplies (7)	72	\$39.67	\$148,883
Reading (8)	71	\$93.70	\$351,668
Live Entertainment for Catered Affairs	74	\$7.98	\$29,935
Rental of Party Supplies for Catered Affairs	66	\$9.98	\$37,437
Food	75	\$6,033.80	\$22,644,851
Food at Home	75	\$3,752.77	\$14,084,133

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	76	\$512.76	\$1,924,375
Meats, Poultry, Fish, and Eggs	76	\$848.06	\$3,182,778
Dairy Products	74	\$390.87	\$1,466,933
Fruits and Vegetables	75	\$713.01	\$2,675,938
Snacks and Other Food at Home (10)	75	\$1,288.07	\$4,834,108
Food Away from Home	74	\$2,281.03	\$8,560,718
Alcoholic Beverages	73	\$374.52	\$1,405,580
Financial			
Value of Stocks/Bonds/Mutual funds	78	\$5,864.39	\$22,009,038
Value of Retirement Plans	70	\$18,398.53	\$69,049,696
Value of Other Financial Assets	77	\$871.52	\$3,270,810
Vehicle Loan Amount excluding Interest	74	\$1,803.21	\$6,767,439
Value of Credit Card Debt	74	\$425.12	\$1,595,467
Health			
Nonprescription Drugs	74	\$91.39	\$342,983
Prescription Drugs	77	\$321.20	\$1,205,470
Eyeglasses and Contact Lenses	72	\$64.63	\$242,567
Home			
Mortgage Payment and Basics (11)	70	\$6,020.78	\$22,595,996
Maintenance and Remodeling Services	71	\$1,243.07	\$4,665,225
Maintenance and Remodeling Materials (12)	70	\$253.48	\$951,327
Utilities, Fuel, and Public Services	78	\$3,781.83	\$14,193,213
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.56	\$242,298
Furniture	76	\$371.49	\$1,394,202
Rugs	73	\$17.78	\$66,745
Major Appliances (14)	69	\$194.44	\$729,740
Housewares (15)	74	\$61.59	\$231,146
Small Appliances	73	\$34.42	\$129,172

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	74	\$6.84	\$25,658
Telephones and Accessories	79	\$56.23	\$211,024
Household Operations			
Child Care	73	\$308.77	\$1,158,817
Lawn and Garden (16)	67	\$273.83	\$1,027,701
Moving/Storage/Freight Express	69	\$43.75	\$164,204
Housekeeping Supplies (17)	75	\$524.32	\$1,967,767
Insurance			
Owners and Renters Insurance	75	\$346.96	\$1,302,143
Vehicle Insurance	76	\$852.46	\$3,199,279
Life/Other Insurance	71	\$294.80	\$1,106,399
Health Insurance	75	\$2,531.53	\$9,500,838
Personal Care Products (18)	73	\$316.80	\$1,188,967
School Books & Supplies for College	70	\$44.63	\$167,481
School Books & Supplies for Elementary/High School	77	\$15.86	\$59,541
School Books & Supplies for Vocational/Technical School	75	\$0.98	\$3,672
School Books & Supplies for Preschool/Other Schools	70	\$1.68	\$6,317
Other School Supplies	66	\$50.71	\$190,329
Smoking Products	81	\$331.43	\$1,243,860
Transportation			
Payments on Vehicles excluding Leases	73	\$1,516.96	\$5,693,158
Gasoline and Motor Oil	75	\$2,296.49	\$8,618,718
Vehicle Maintenance and Repairs	73	\$754.59	\$2,831,982
Travel			
Airline Fares	69	\$315.65	\$1,184,638
Lodging on Trips	70	\$325.81	\$1,222,749
Auto/Truck Rental on Trips	68	\$16.37	\$61,420
Food and Drink on Trips	70	\$306.61	\$1,150,700
Financial			

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Value of Stocks/Bonds/Mutual funds	78	\$5,864.39	\$22,009,038
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Value of Credit Card Debt	74	\$425.12	\$1,595,467
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Maintenance and Remodeling Materials (12)	70	\$253.48	\$951,327
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Household Furnishings and Equipment			
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Furniture	76	\$371.49	\$1,394,202
Rugs	73	\$17.78	\$66,745
Major Appliances (14)	69	\$194.44	\$729,740
Housewares (15)	74	\$61.59	\$231,146
Small Appliances	73	\$34.42	\$129,172
Luggage	74	\$6.84	\$25,658
Telephones and Accessories	79	\$56.23	\$211,024
Household Operations			
Child Care	73	\$308.77	\$1,158,817
Lawn and Garden (16)	67	\$273.83	\$1,027,701
Moving/Storage/Freight Express	69	\$43.75	\$164,204
Housekeeping Supplies (17)	75	\$524.32	\$1,967,767
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	75	\$346.96	\$1,302,143
Vehicle Insurance	76	\$852.46	\$3,199,279
Life/Other Insurance	71	\$294.80	\$1,106,399
Health Insurance	75	\$2,531.53	\$9,500,838
Personal Care Products (18)	73	\$316.80	\$1,188,967
School Books & Supplies for College	70	\$44.63	\$167,481
School Books & Supplies for Elementary/High School	77	\$15.86	\$59,541
School Books & Supplies for Vocational/Technical School	75	\$0.98	\$3,672
School Books & Supplies for Preschool/Other Schools	70	\$1.68	\$6,317
Other School Supplies	66	\$50.71	\$190,329
Smoking Products	81	\$331.43	\$1,243,860
Transportation			
Payments on Vehicles excluding Leases	73	\$1,516.96	\$5,693,158
Gasoline and Motor Oil	75	\$2,296.49	\$8,618,718
Vehicle Maintenance and Repairs	73	\$754.59	\$2,831,982
Travel			
Airline Fares	69	\$315.65	\$1,184,638
Lodging on Trips	70	\$325.81	\$1,222,749
Auto/Truck Rental on Trips	68	\$16.37	\$61,420
Food and Drink on Trips	70	\$306.61	\$1,150,700

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	95,916	100,399	105,385
Households	39,220	40,895	42,787
Families	22,919	23,644	24,589
Average Household Size	2.42	2.43	2.44
Owner Occupied Housing Units	23,437	22,157	23,244
Renter Occupied Housing Units	15,783	18,738	19,543
Median Age	36.8	38.1	38.9

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.97%	1.02%	0.84%
Households	0.91%	0.96%	0.79%
Families	0.79%	0.87%	0.72%
Owner HHs	0.96%	0.93%	0.73%
Median Household Income	3.21%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	7,128	17.4%	7,284	17.0%
\$15,000 - \$24,999	5,361	13.1%	5,334	12.5%
\$25,000 - \$34,999	4,485	11.0%	4,902	11.5%
\$35,000 - \$49,999	5,023	12.3%	3,085	7.2%
\$50,000 - \$74,999	6,293	15.4%	6,986	16.3%
\$75,000 - \$99,999	4,173	10.2%	4,806	11.2%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	4,343	10.6%	5,447	12.7%
\$150,000 - \$199,999	1,868	4.6%	2,407	5.6%
\$200,000+	2,220	5.4%	2,535	5.9%
Median Household Income	\$44,378		\$51,977	
Average Household Income	\$70,571		\$77,681	
Per Capita Income	\$29,048		\$31,798	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	6,941	7.2%	6,652	6.6%	6,781	6.4%
5 - 9	5,860	6.1%	6,598	6.6%	6,595	6.3%
10 - 14	5,378	5.6%	6,107	6.1%	6,752	6.4%
15 - 19	5,720	6.0%	5,566	5.5%	6,119	5.8%
20 - 24	5,955	6.2%	5,960	5.9%	5,879	5.6%
25 - 34	15,414	16.1%	14,553	14.5%	14,422	13.7%
35 - 44	14,561	15.2%	14,887	14.8%	15,514	14.7%
45 - 54	13,467	14.0%	13,448	13.4%	13,809	13.1%
55 - 64	12,034	12.5%	12,673	12.6%	13,172	12.5%
65 - 74	6,521	6.8%	9,003	9.0%	10,193	9.7%
75 - 84	3,010	3.1%	3,738	3.7%	4,748	4.5%
85+	1,054	1.1%	1,212	1.2%	1,403	1.3%

RING: 3 MILES

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	45,327	46,947	49,138
Owner Occupied Housing Units	51.7%	47.2%	47.3%
Renter Occupied Housing Units	34.8%	39.9%	39.8%
Vacant Housing Units	13.5%	12.9%	12.9%
Median Home Value		\$192,821	\$222,303
Per Capita Income		\$29,048	\$31,798
Median Age	36.8	38.1	38.9

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	22,154	23,241
<\$50,000	7.2%	5.1%
\$50,000 - \$99,999	16.6%	12.0%
\$100,000 - \$149,999	15.1%	12.4%
\$150,000 - \$199,999	12.9%	14.2%
\$200,000 - \$249,999	10.3%	14.2%
\$250,000 - \$299,999	8.5%	13.1%
\$300,000 - \$399,999	13.2%	12.5%
\$400,000 - \$499,999	7.0%	7.1%
\$500,000 - \$749,999	6.8%	6.4%
\$750,000 - \$999,999	1.5%	2.1%
\$1,000,000 +	0.8%	1.0%
Average Home Value	\$246,084	\$264,700

POPULATION BY SEX	2010	2016	2021
Males	44,403	46,708	49,284
Females	51,513	53,691	56,101

POPULATION 15+ BY MARITAL STATUS 2016

Total	81,041
Never Married	45.2%
Married	35.4%
Widowed	6.4%
Divorced	13.0%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	90.8%
Civilian Unemployed	9.2%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	45,483
Agriculture/Mining	0.1%
Construction	3.1%
Manufacturing	4.7%
Wholesale Trade	2.2%
Retail Trade	9.2%
Transportation/Utilities	6.7%
Information	3.2%
Finance/Insurance/Real Estate	5.2%
Services	59.6%
Public Administration	6.1%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	45,483
White Collar	69.2%
Management/Business/Financial	16.7%
Professional	30.4%
Sales	9.5%
Administrative Support	12.6%
Services	17.2%
Blue Collar	13.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	1.6%
Production	3.3%
Transportation/Material Moving	6.4%

HOUSEHOLDS BY TYPE

Total	39,220	100%
Households with 1 Person	12,414	31.7%
Households with 2+ People	26,806	68.3%
Family Households	22,919	58.4%
Husband-wife Families	11,975	30.5%
With Own Children	4,425	11.3%
Other Family (No Spouse Present)	10,944	27.9%
With Own Children	4,847	12.4%
Nonfamily Households	3,887	9.9%
All Households with Children	11,653	29.7%
Multigenerational Households	2,491	6.4%
Unmarried Partner Households	3,323	8.5%
Male-female	2,276	5.8%
Same-sex	1,047	2.7%

HOUSEHOLDS BY TYPE

Average Household Size

2.42

FAMILY HOUSEHOLDS BY SIZE

Total	39,222
1 Person	31.7%
2 People	31.5%
3 People	16.7%
4 People	11.1%
5 People	4.9%
6 People	2.1%
7+ People	2.0%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	69,516
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	22.1%
GED/Alternative Credential	3.3%
Some College, No Degree	19.2%
Associate Degree	5.4%
Bachelor's Degree	21.0%
Graduate/Professional Degree	16.7%

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Family Foundations (12A)	31.9%	Population	100,399	105,385
2. Emerald City (8B)	16.9%	Households	40,895	42,787
3. Urban Chic (2A)	12.7%	Families	23,644	24,589
4. City Commons (11E)	9.4%	Median Age	38.1	38.9
5. Modest Income Homes (12D)	7.0%	Median Household Income	\$44,378	\$51,977

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	92	\$1,856.89	\$75,937,659
Men's	91	\$366.47	\$14,986,588
Women's	92	\$633.34	\$25,900,273
Children's	93	\$299.97	\$12,267,378
Footwear	92	\$392.52	\$16,051,911
Watches & Jewelry	91	\$94.77	\$3,875,668
Apparel Products and Services (1)	97	\$69.83	\$2,855,842
Computer			
Computers and Hardware for Home Use	94	\$163.02	\$6,666,833
Portable Memory	95	\$4.45	\$181,923
Computer Software	98	\$12.71	\$519,876
Computer Accessories	92	\$16.29	\$666,141
Entertainment & Recreation	91	\$2,644.32	\$108,139,285
Fees and Admissions	90	\$521.20	\$21,314,670
Membership Fees for Clubs (2)	90	\$173.15	\$7,080,954
Fees for Participant Sports, excl. Trips	92	\$81.98	\$3,352,553
Tickets to Theatre/Operas/Concerts	91	\$48.08	\$1,966,145

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	92	\$60.96	\$2,492,762
Admission to Sporting Events, excl. Trips	93	\$49.76	\$2,034,962
Fees for Recreational Lessons	86	\$106.45	\$4,353,280
Dating Services	120	\$0.83	\$34,015
TV/Video/Audio	95	\$1,137.44	\$46,515,713
Cable and Satellite Television Services	95	\$851.14	\$34,807,527
Televisions	95	\$104.98	\$4,293,352
Satellite Dishes	86	\$1.26	\$51,544
VCRs, Video Cameras, and DVD Players	93	\$7.52	\$307,327
Miscellaneous Video Equipment	96	\$7.42	\$303,427
Video Cassettes and DVDs	93	\$17.11	\$699,525
Video Game Hardware/Accessories	96	\$24.65	\$1,008,012
Video Game Software	98	\$13.44	\$549,498
Streaming/Downloaded Video	91	\$16.59	\$678,566
Rental of Video Cassettes and DVDs	92	\$15.02	\$614,422
Installation of Televisions	98	\$0.90	\$36,860
Audio (3)	90	\$73.65	\$3,012,099
Rental of TV/VCR/Radio/Sound Equipment	114	\$1.49	\$61,025
Repair of TV/Radio/Sound Equipment	86	\$2.26	\$92,529
Pets	87	\$468.47	\$19,158,022
Toys/Games/Crafts/Hobbies (4)	90	\$102.75	\$4,201,768
Recreational Vehicles and Fees (5)	83	\$89.28	\$3,651,304
Sports/Recreation/Exercise Equipment (6)	82	\$135.05	\$5,523,040
Photo Equipment and Supplies (7)	91	\$50.31	\$2,057,591
Reading (8)	89	\$117.33	\$4,798,172
Live Entertainment for Catered Affairs	89	\$9.55	\$390,646
Rental of Party Supplies for Catered Affairs	86	\$12.92	\$528,358
Food	93	\$7,488.13	\$306,226,890
Food at Home	93	\$4,625.82	\$189,172,976

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	93	\$627.26	\$25,651,736
Meats, Poultry, Fish, and Eggs	93	\$1,036.51	\$42,388,017
Dairy Products	91	\$483.46	\$19,770,905
Fruits and Vegetables	93	\$885.02	\$36,193,050
Snacks and Other Food at Home (10)	93	\$1,593.58	\$65,169,269
Food Away from Home	93	\$2,862.30	\$117,053,913
Alcoholic Beverages	93	\$476.38	\$19,481,489
Financial			
Value of Stocks/Bonds/Mutual funds	95	\$7,086.88	\$289,817,835
Value of Retirement Plans	86	\$22,579.77	\$923,399,764
Value of Other Financial Assets	96	\$1,090.11	\$44,579,852
Vehicle Loan Amount excluding Interest	92	\$2,252.52	\$92,116,727
Value of Credit Card Debt	91	\$519.06	\$21,227,073
Health			
Nonprescription Drugs	90	\$112.47	\$4,599,438
Prescription Drugs	91	\$380.12	\$15,544,849
Eyeglasses and Contact Lenses	89	\$79.46	\$3,249,420
Home			
Mortgage Payment and Basics (11)	86	\$7,398.19	\$302,549,032
Maintenance and Remodeling Services	86	\$1,506.64	\$61,614,209
Maintenance and Remodeling Materials (12)	83	\$301.71	\$12,338,322
Utilities, Fuel, and Public Services	93	\$4,550.89	\$186,108,785
Household Furnishings and Equipment			
Household Textiles (13)	92	\$80.39	\$3,287,489
Furniture	94	\$464.59	\$18,999,366
Rugs	90	\$22.06	\$901,992
Major Appliances (14)	86	\$244.00	\$9,978,515
Housewares (15)	92	\$76.86	\$3,143,334
Small Appliances	91	\$42.90	\$1,754,257

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	93	\$8.60	\$351,630
Telephones and Accessories	97	\$69.03	\$2,822,978
Household Operations			
Child Care	93	\$392.38	\$16,046,347
Lawn and Garden (16)	84	\$341.93	\$13,983,369
Moving/Storage/Freight Express	92	\$58.63	\$2,397,730
Housekeeping Supplies (17)	92	\$644.38	\$26,351,894
Insurance			
Owners and Renters Insurance	88	\$407.60	\$16,668,842
Vehicle Insurance	93	\$1,041.24	\$42,581,402
Life/Other Insurance	87	\$360.31	\$14,734,744
Health Insurance	91	\$3,059.58	\$125,121,391
Personal Care Products (18)	92	\$397.89	\$16,271,875
School Books & Supplies for College	92	\$58.11	\$2,376,600
School Books & Supplies for Elementary/High School	94	\$19.25	\$787,051
School Books & Supplies for Vocational/Technical School	96	\$1.26	\$51,503
School Books & Supplies for Preschool/Other Schools	92	\$2.21	\$90,384
Other School Supplies	87	\$66.90	\$2,736,074
Smoking Products	96	\$393.15	\$16,077,910
Transportation			
Payments on Vehicles excluding Leases	90	\$1,879.76	\$76,872,725
Gasoline and Motor Oil	92	\$2,821.63	\$115,390,576
Vehicle Maintenance and Repairs	91	\$939.05	\$38,402,470
Travel			
Airline Fares	89	\$407.54	\$16,666,509
Lodging on Trips	89	\$410.70	\$16,795,683
Auto/Truck Rental on Trips	89	\$21.27	\$869,896
Food and Drink on Trips	89	\$388.15	\$15,873,248
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	95	\$7,086.88	\$289,817,835
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Airline Fares	89	\$407.54	\$16,666,509
Lodging on Trips	89	\$410.70	\$16,795,683
Auto/Truck Rental on Trips	89	\$21.27	\$869,896
Food and Drink on Trips	89	\$388.15	\$15,873,248

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	259,011	270,846	284,275
Households	105,245	110,355	115,850
Families	55,875	57,478	59,721
Average Household Size	2.33	2.34	2.34
Owner Occupied Housing Units	58,957	55,626	58,063
Renter Occupied Housing Units	46,288	54,729	57,788
Median Age	34.8	35.7	36.4

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.97%	1.02%	0.84%
Households	0.98%	0.96%	0.79%
Families	0.77%	0.87%	0.72%
Owner HHs	0.86%	0.93%	0.73%
Median Household Income	2.67%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	17,553	15.9%	17,886	15.4%
\$15,000 - \$24,999	12,759	11.6%	12,821	11.1%
\$25,000 - \$34,999	11,310	10.3%	12,382	10.7%
\$35,000 - \$49,999	14,479	13.1%	8,672	7.5%
\$50,000 - \$74,999	18,309	16.6%	20,545	17.7%
\$75,000 - \$99,999	11,749	10.6%	13,529	11.7%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	12,671	11.5%	16,151	13.9%
\$150,000 - \$199,999	5,069	4.6%	6,445	5.6%
\$200,000+	6,441	5.8%	7,404	6.4%
Median Household Income	\$48,734		\$55,588	
Average Household Income	\$74,092		\$81,756	
Per Capita Income	\$31,036		\$34,136	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	17,683	6.8%	17,002	6.3%	17,428	6.1%
5 - 9	14,606	5.6%	15,798	5.8%	15,976	5.6%
10 - 14	13,562	5.2%	14,434	5.3%	15,583	5.5%
15 - 19	15,948	6.2%	15,491	5.7%	16,248	5.7%
20 - 24	21,160	8.2%	21,586	8.0%	21,312	7.5%
25 - 34	47,560	18.4%	47,912	17.7%	49,230	17.3%
35 - 44	41,047	15.8%	41,617	15.4%	43,782	15.4%
45 - 54	35,043	13.5%	34,551	12.8%	35,002	12.3%
55 - 64	28,597	11.0%	30,989	11.4%	31,885	11.2%
65 - 74	14,033	5.4%	19,981	7.4%	23,789	8.4%
75 - 84	6,806	2.6%	8,155	3.0%	10,304	3.6%
85+	2,966	1.1%	3,330	1.2%	3,737	1.3%

RING: 5 MILES

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	120,317	125,702	132,049
Owner Occupied Housing Units	49.0%	44.3%	44.0%
Renter Occupied Housing Units	38.5%	43.5%	43.8%
Vacant Housing Units	12.5%	12.2%	12.3%
Median Home Value		\$194,108	\$222,970
Per Capita Income		\$31,036	\$34,136
Median Age	34.8	35.7	36.4

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	55,612	58,049
<\$50,000	6.2%	4.4%
\$50,000 - \$99,999	16.1%	11.1%
\$100,000 - \$149,999	16.1%	12.8%
\$150,000 - \$199,999	13.2%	14.3%
\$200,000 - \$249,999	11.8%	16.3%
\$250,000 - \$299,999	7.6%	11.6%
\$300,000 - \$399,999	10.8%	10.3%
\$400,000 - \$499,999	6.7%	6.9%
\$500,000 - \$749,999	7.2%	6.8%
\$750,000 - \$999,999	2.7%	3.5%
\$1,000,000 +	1.8%	2.1%
Average Home Value	\$262,615	\$285,458

POPULATION BY SEX	2010	2016	2021
Males	124,789	130,911	137,861
Females	134,222	139,936	146,414

POPULATION 15+ BY MARITAL STATUS 2016

Total	223,612
Never Married	48.5%
Married	34.0%
Widowed	5.1%
Divorced	12.4%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	92.0%
Civilian Unemployed	8.0%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	127,863
Agriculture/Mining	0.2%
Construction	3.0%
Manufacturing	5.1%
Wholesale Trade	2.0%
Retail Trade	10.1%
Transportation/Utilities	6.3%
Information	3.4%
Finance/Insurance/Real Estate	5.8%
Services	58.7%
Public Administration	5.5%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	127,863
White Collar	70.4%
Management/Business/Financial	17.1%
Professional	31.5%
Sales	9.7%
Administrative Support	12.1%
Services	16.0%
Blue Collar	13.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.3%
Installation/Maintenance/Repair	1.6%
Production	3.6%
Transportation/Material Moving	5.9%

HOUSEHOLDS BY TYPE

Total	105,245	100%
Households with 1 Person	37,019	35.2%
Households with 2+ People	68,226	64.8%
Family Households	55,875	53.1%
Husband-wife Families	31,338	29.8%
With Own Children	12,452	11.8%
Other Family (No Spouse Present)	24,537	23.3%
With Own Children	11,646	11.1%
Nonfamily Households	12,351	11.7%
All Households with Children	29,088	27.6%
Multigenerational Households	5,347	5.1%
Unmarried Partner Households	8,917	8.5%
Male-female	6,298	6.0%
Same-sex	2,619	2.5%

HOUSEHOLDS BY TYPE

Average Household Size

2.33

FAMILY HOUSEHOLDS BY SIZE

Total	105,246
1 Person	35.2%
2 People	31.0%
3 People	15.3%
4 People	10.1%
5 People	4.6%
6 People	2.1%
7+ People	1.8%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	186,535
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	18.8%
GED/Alternative Credential	3.4%
Some College, No Degree	19.2%
Associate Degree	5.8%
Bachelor's Degree	23.1%
Graduate/Professional Degree	19.2%

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Family Foundations (12A)	21.8%	Population	270,846	284,275
2. Metro Renters (3B)	15.0%	Households	110,355	115,850
3. Emerald City (8B)	13.8%	Families	57,478	59,721
4. Urban Chic (2A)	7.9%	Median Age	35.7	36.4
5. City Commons (11E)	4.0%	Median Household Income	\$48,734	\$55,588

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	99	\$2,001.29	\$220,851,819
Men's	99	\$398.86	\$44,015,913
Women's	99	\$677.09	\$74,720,299
Children's	101	\$326.19	\$35,996,994
Footwear	99	\$423.14	\$46,695,355
Watches & Jewelry	98	\$101.49	\$11,199,395
Apparel Products and Services (1)	103	\$74.52	\$8,223,863
Computer			
Computers and Hardware for Home Use	102	\$177.00	\$19,533,098
Portable Memory	102	\$4.80	\$529,853
Computer Software	105	\$13.57	\$1,497,327
Computer Accessories	96	\$16.99	\$1,875,225
Entertainment & Recreation	95	\$2,764.95	\$305,126,286
Fees and Admissions	96	\$552.33	\$60,952,247
Membership Fees for Clubs (2)	95	\$182.41	\$20,129,614
Fees for Participant Sports, excl. Trips	95	\$85.14	\$9,396,123
Tickets to Theatre/Operas/Concerts	96	\$50.81	\$5,607,116

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	101	\$67.19	\$7,414,510
Admission to Sporting Events, excl. Trips	100	\$53.08	\$5,857,863
Fees for Recreational Lessons	92	\$112.73	\$12,440,181
Dating Services	141	\$0.97	\$106,840
TV/Video/Audio	98	\$1,184.88	\$130,757,949
Cable and Satellite Television Services	98	\$876.71	\$96,749,339
Televisions	101	\$111.24	\$12,275,846
Satellite Dishes	86	\$1.26	\$139,478
VCRs, Video Cameras, and DVD Players	101	\$8.19	\$904,218
Miscellaneous Video Equipment	102	\$7.84	\$865,109
Video Cassettes and DVDs	101	\$18.75	\$2,069,347
Video Game Hardware/Accessories	107	\$27.34	\$3,017,151
Video Game Software	110	\$15.10	\$1,666,284
Streaming/Downloaded Video	103	\$18.68	\$2,060,883
Rental of Video Cassettes and DVDs	101	\$16.56	\$1,827,552
Installation of Televisions	93	\$0.86	\$94,926
Audio (3)	96	\$78.23	\$8,632,726
Rental of TV/VCR/Radio/Sound Equipment	122	\$1.60	\$176,900
Repair of TV/Radio/Sound Equipment	96	\$2.52	\$278,190
Pets	90	\$482.31	\$53,225,418
Toys/Games/Crafts/Hobbies (4)	95	\$109.10	\$12,039,507
Recreational Vehicles and Fees (5)	84	\$89.93	\$9,923,755
Sports/Recreation/Exercise Equipment (6)	90	\$148.27	\$16,362,641
Photo Equipment and Supplies (7)	98	\$53.82	\$5,939,772
Reading (8)	92	\$121.28	\$13,383,408
Live Entertainment for Catered Affairs	87	\$9.33	\$1,029,467
Rental of Party Supplies for Catered Affairs	91	\$13.70	\$1,512,121
Food	99	\$7,963.43	\$878,804,348
Food at Home	98	\$4,881.72	\$538,722,500

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	98	\$658.15	\$72,630,007
Meats, Poultry, Fish, and Eggs	98	\$1,091.01	\$120,398,599
Dairy Products	96	\$511.38	\$56,432,808
Fruits and Vegetables	99	\$941.74	\$103,926,068
Snacks and Other Food at Home (10)	98	\$1,679.44	\$185,335,017
Food Away from Home	100	\$3,081.71	\$340,081,848
Alcoholic Beverages	101	\$517.08	\$57,062,106
Financial			
Value of Stocks/Bonds/Mutual funds	92	\$6,874.83	\$758,671,578
Value of Retirement Plans	83	\$21,692.14	\$2,393,835,884
Value of Other Financial Assets	97	\$1,092.22	\$120,532,275
Vehicle Loan Amount excluding Interest	98	\$2,380.12	\$262,657,933
Value of Credit Card Debt	94	\$537.55	\$59,321,627
Health			
Nonprescription Drugs	93	\$115.78	\$12,776,833
Prescription Drugs	89	\$374.01	\$41,274,307
Eyeglasses and Contact Lenses	91	\$81.29	\$8,971,154
Home			
Mortgage Payment and Basics (11)	85	\$7,311.67	\$806,879,744
Maintenance and Remodeling Services	83	\$1,454.06	\$160,462,775
Maintenance and Remodeling Materials (12)	80	\$288.67	\$31,855,932
Utilities, Fuel, and Public Services	95	\$4,651.27	\$513,290,433
Household Furnishings and Equipment			
Household Textiles (13)	97	\$84.36	\$9,309,405
Furniture	100	\$493.27	\$54,434,385
Rugs	93	\$22.70	\$2,504,871
Major Appliances (14)	87	\$247.60	\$27,323,967
Housewares (15)	98	\$81.82	\$9,029,162
Small Appliances	97	\$45.77	\$5,051,364

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	97	\$9.00	\$993,296
Telephones and Accessories	105	\$74.39	\$8,209,038
Household Operations			
Child Care	103	\$434.43	\$47,941,235
Lawn and Garden (16)	82	\$335.97	\$37,076,109
Moving/Storage/Freight Express	105	\$66.52	\$7,340,700
Housekeeping Supplies (17)	96	\$671.93	\$74,151,261
Insurance			
Owners and Renters Insurance	84	\$390.62	\$43,106,770
Vehicle Insurance	97	\$1,082.67	\$119,478,382
Life/Other Insurance	86	\$356.08	\$39,295,159
Health Insurance	92	\$3,098.01	\$341,880,508
Personal Care Products (18)	98	\$424.71	\$46,868,917
School Books & Supplies for College	103	\$65.18	\$7,193,173
School Books & Supplies for Elementary/High School	96	\$19.72	\$2,176,125
School Books & Supplies for Vocational/Technical School	108	\$1.41	\$156,076
School Books & Supplies for Preschool/Other Schools	98	\$2.34	\$258,604
Other School Supplies	94	\$72.11	\$7,958,194
Smoking Products	98	\$403.32	\$44,507,936
Transportation			
Payments on Vehicles excluding Leases	94	\$1,960.64	\$216,366,205
Gasoline and Motor Oil	96	\$2,939.10	\$324,344,468
Vehicle Maintenance and Repairs	95	\$978.74	\$108,009,176
Travel			
Airline Fares	95	\$433.29	\$47,815,534
Lodging on Trips	90	\$419.58	\$46,302,466
Auto/Truck Rental on Trips	92	\$22.14	\$2,443,456
Food and Drink on Trips	92	\$403.17	\$44,491,560
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	92	\$6,874.83	\$758,671,578
Value of Retirement Plans	83	\$21,692.14	\$2,393,835,884
Value of Other Financial Assets	97	\$1,092.22	\$120,532,275
Vehicle Loan Amount excluding Interest	98	\$2,380.12	\$262,657,933
Value of Credit Card Debt	94	\$537.55	\$59,321,627
Health			
Nonprescription Drugs	93	\$115.78	\$12,776,833
Prescription Drugs	89	\$374.01	\$41,274,307
Eyeglasses and Contact Lenses	91	\$81.29	\$8,971,154
Home			
Mortgage Payment and Basics (11)	85	\$7,311.67	\$806,879,744
Maintenance and Remodeling Services	83	\$1,454.06	\$160,462,775
Maintenance and Remodeling Materials (12)	80	\$288.67	\$31,855,932
Utilities, Fuel, and Public Services	95	\$4,651.27	\$513,290,433
Household Furnishings and Equipment			
Household Textiles (13)	97	\$84.36	\$9,309,405
Furniture	100	\$493.27	\$54,434,385
Rugs	93	\$22.70	\$2,504,871
Major Appliances (14)	87	\$247.60	\$27,323,967
Housewares (15)	98	\$81.82	\$9,029,162
Small Appliances	97	\$45.77	\$5,051,364
Luggage	97	\$9.00	\$993,296
Telephones and Accessories	105	\$74.39	\$8,209,038
Household Operations			
Child Care	103	\$434.43	\$47,941,235
Lawn and Garden (16)	82	\$335.97	\$37,076,109
Moving/Storage/Freight Express	105	\$66.52	\$7,340,700
Housekeeping Supplies (17)	96	\$671.93	\$74,151,261
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	84	\$390.62	\$43,106,770
Vehicle Insurance	97	\$1,082.67	\$119,478,382
Life/Other Insurance	86	\$356.08	\$39,295,159
Health Insurance	92	\$3,098.01	\$341,880,508
Personal Care Products (18)	98	\$424.71	\$46,868,917
School Books & Supplies for College	103	\$65.18	\$7,193,173
School Books & Supplies for Elementary/High School	96	\$19.72	\$2,176,125
School Books & Supplies for Vocational/Technical School	108	\$1.41	\$156,076
School Books & Supplies for Preschool/Other Schools	98	\$2.34	\$258,604
Other School Supplies	94	\$72.11	\$7,958,194
Smoking Products	98	\$403.32	\$44,507,936
Transportation			
Payments on Vehicles excluding Leases	94	\$1,960.64	\$216,366,205
Gasoline and Motor Oil	96	\$2,939.10	\$324,344,468
Vehicle Maintenance and Repairs	95	\$978.74	\$108,009,176
Travel			
Airline Fares	95	\$433.29	\$47,815,534
Lodging on Trips	90	\$419.58	\$46,302,466
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