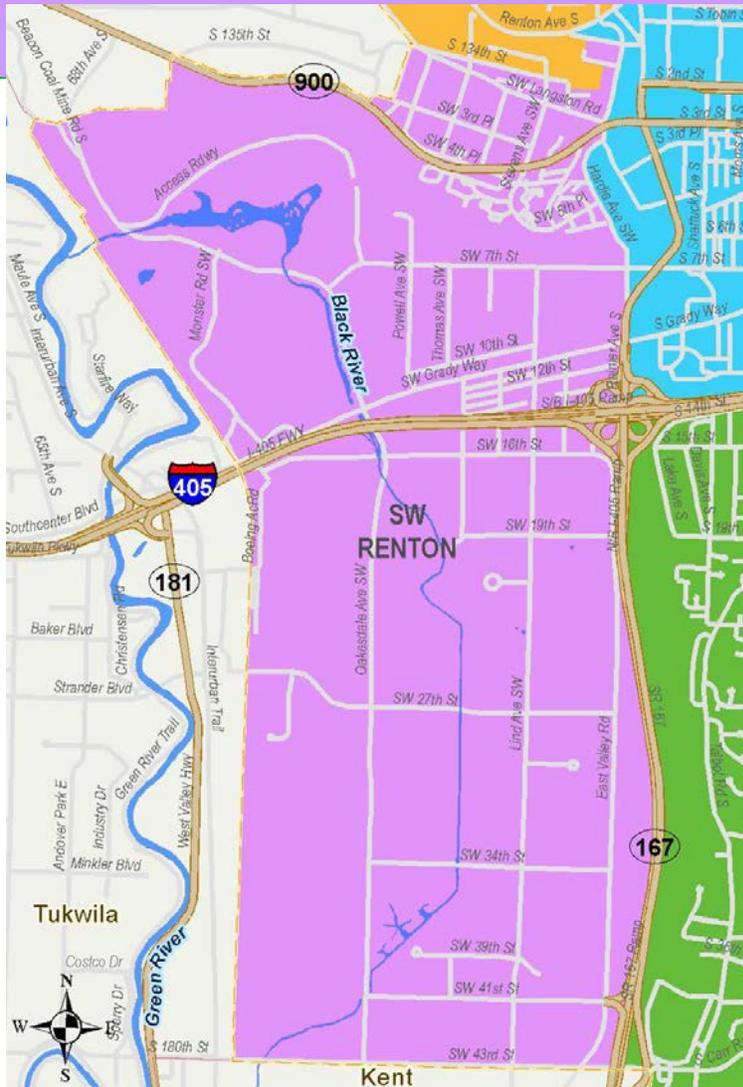


SW Renton Expenditures



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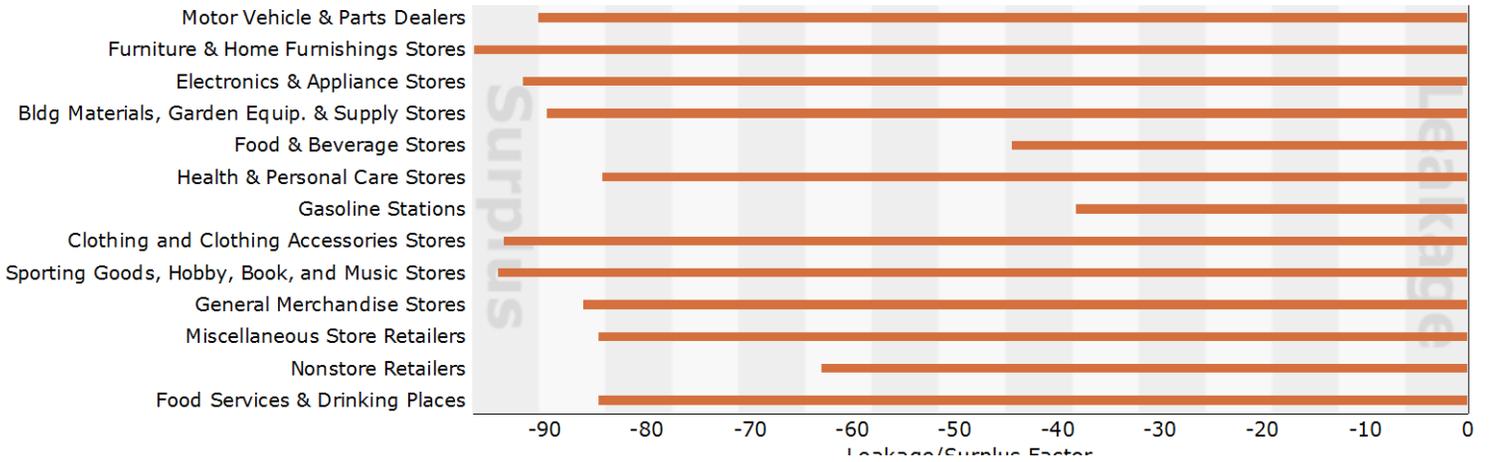
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Summary Demographics						
2015 Population						3,551
2015 Households						1,405
2015 Median Disposable Income						\$40,212
2015 Per Capita Income						\$24,994
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl 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

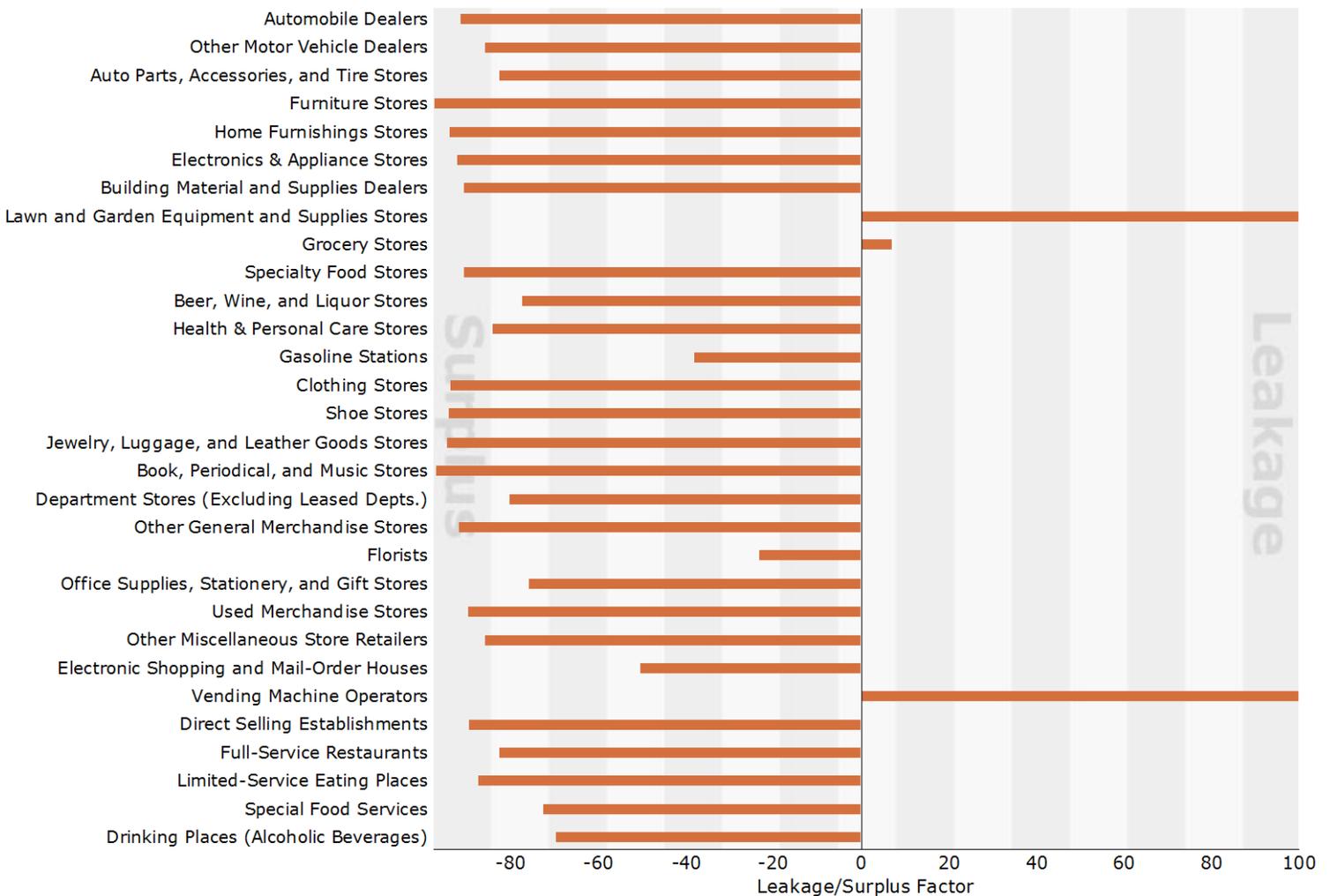
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

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			Employees	
	Number	Percent	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.

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%

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Population		3,551	3,834
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Families		790	848
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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
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Other Sports Equipment	79	\$6.32	\$8,884
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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

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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

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

Product/Consumer Behavior	Expected Number of	Percent	MPI
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

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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	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

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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%
Typically spend 3-5 hours exercising per week		541	21.2%
Typically spend 1-2 hours exercising per week		505	19.8%
Exercise at home 2+ times per week		690	27.0%
Exercise at club 2+ times per week		337	13.2%
Exercise at other facility (not club) 2+ times/wk		161	6.3%
Own elliptical		84	3.3%
Own stationary bicycle		97	3.8%
Own treadmill		192	7.5%
Own weight lifting equipment		222	8.7%
Presently controlling diet		876	34.3%
Diet control for blood sugar level		204	8.0%
Diet control for cholesterol level		204	8.0%
Diet control to maintain weight		267	10.5%
Diet control for physical fitness		237	9.3%
Diet control for salt restriction		91	3.6%
Diet control for weight loss		294	11.5%
Used doctor's care/diet for diet method		78	3.1%
Used exercise program for diet method		205	8.0%
Used Weight Watchers as diet method		44	1.7%
Buy foods specifically labeled as fat-free		265	10.4%
Buy foods specifically labeled as gluten-free		81	3.2%
Buy foods specifically labeled as high fiber		213	8.3%
Buy foods specifically labeled as high protein		122	4.8%
Buy foods specifically labeled as lactose-free		53	2.1%
Buy foods specifically labeled as low-calorie		217	8.5%
Buy foods specifically labeled as low-carb		124	4.9%
Buy foods specifically labeled as low-cholesterol		127	5.0%
Buy foods specifically labeled as low-fat		249	9.8%
Buy foods specifically labeled as low-sodium		218	8.5%
Buy foods specifically labeled as natural/organic		250	9.8%
Buy foods specifically labeled as sugar-free		259	10.1%
Used meal/dietary/weight loss supplement last 6 mo		185	7.2%
Used vitamins/dietary supplements in last 6 months		1,240	48.6%
Vitamin/dietary suppl used/6 months: antioxidant		65	2.5%
Vitamin/dietary suppl used/6 months: B complex		145	5.7%
Vitamin/dietary suppl used/6 months: B complex+C		47	1.8%
Vitamin/dietary suppl used/6 months: B-6		62	2.4%
Vitamin/dietary suppl used/6 months: B-12		153	6.0%
Vitamin/dietary suppl used/6 months: C		240	9.4%
Vitamin/dietary suppl used/6 months: calcium		214	8.4%
Vitamin/dietary suppl used/6 months: D		245	9.6%
Vitamin/dietary suppl used/6 months: E		91	3.6%
Vitamin/dietary suppl used/6 months: glucosamine		108	4.2%
Vitamin/dietary suppl used/6 months: iron		91	3.6%
Vitamin/dietary suppl used/6 months: multiple formula		252	9.9%
Vitamin/dietary suppl used/6 months: multiple w/iron		85	3.3%
Vitamin/dietary suppl used/6 months: mult w/minerals		105	4.1%
Vitamin/dietary suppl used/6 months: zinc		68	2.7%
Vitamin/dietary suppl used/6 months: Caltrate 600		26	1.0%
Vitamin/dietary suppl used/6 months: Centrum		92	3.6%
Vitamin/dietary suppl used/6 months: Nature Made		173	6.8%
Primary caregiver/caretaker		137	5.4%

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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

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		
	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

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		
	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.

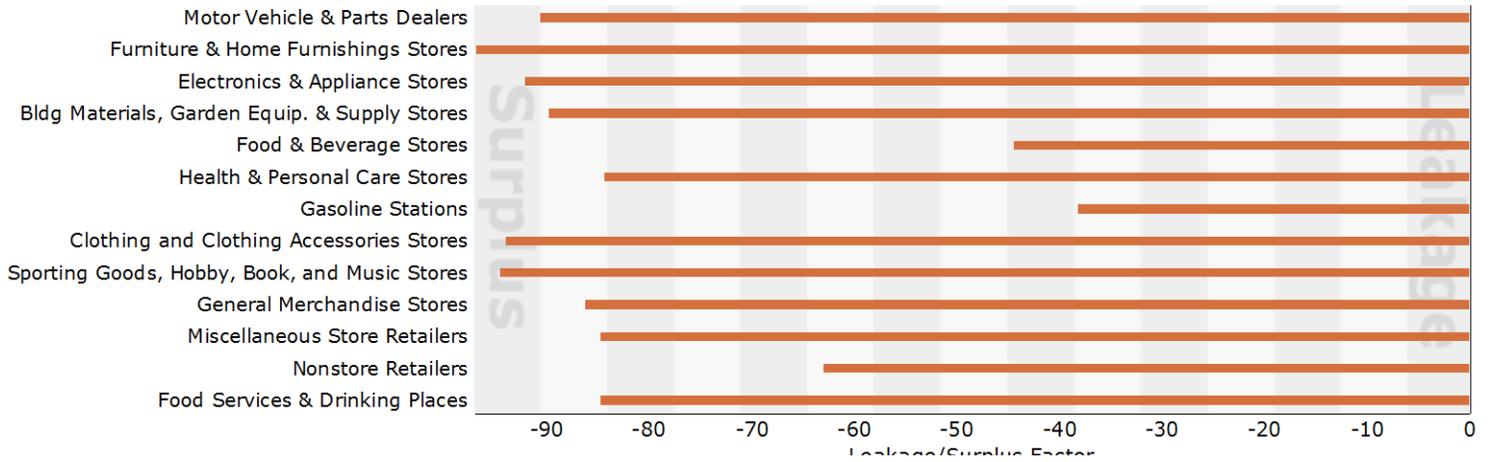
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

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

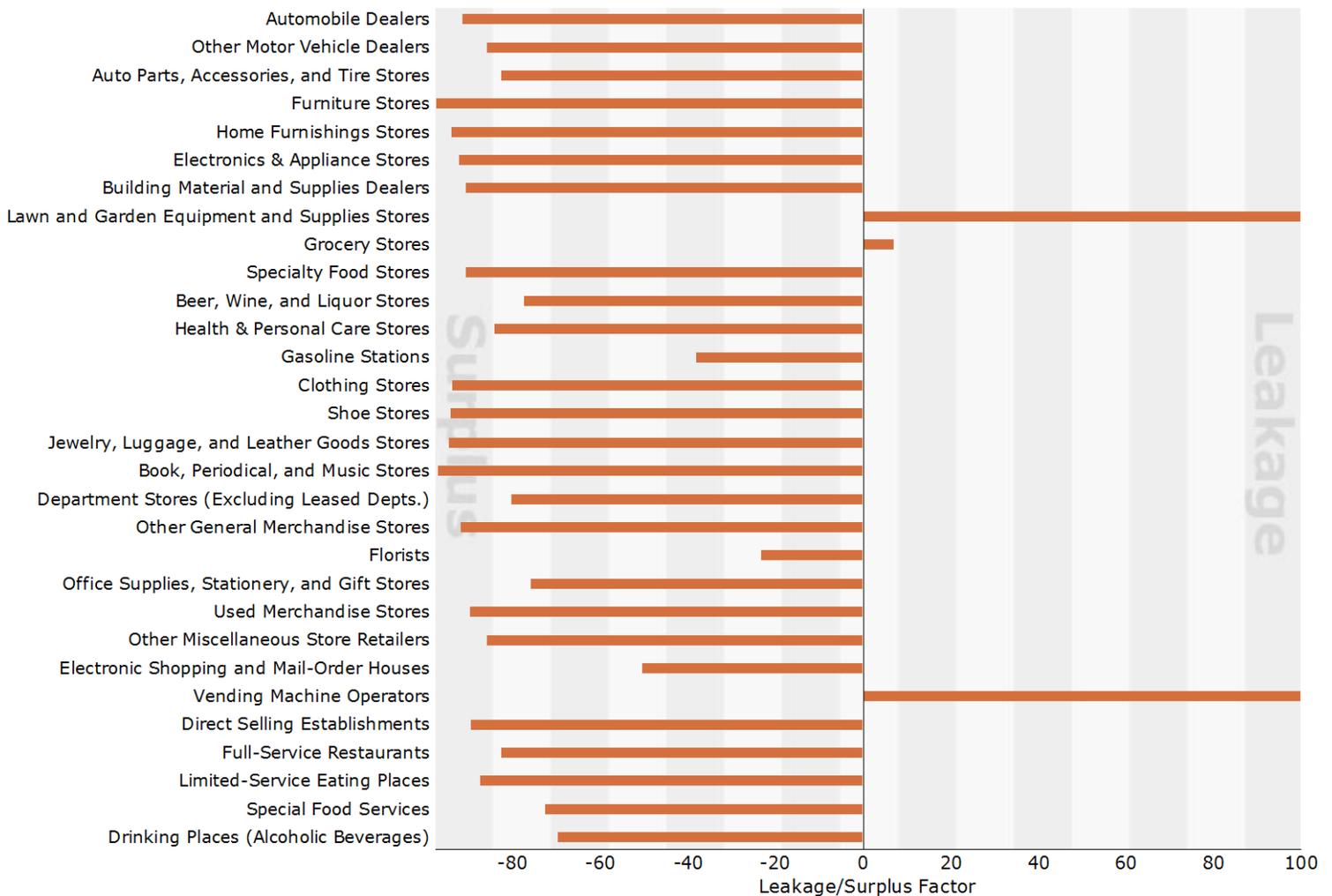
amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). 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.

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

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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.

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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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	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/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

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
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

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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

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