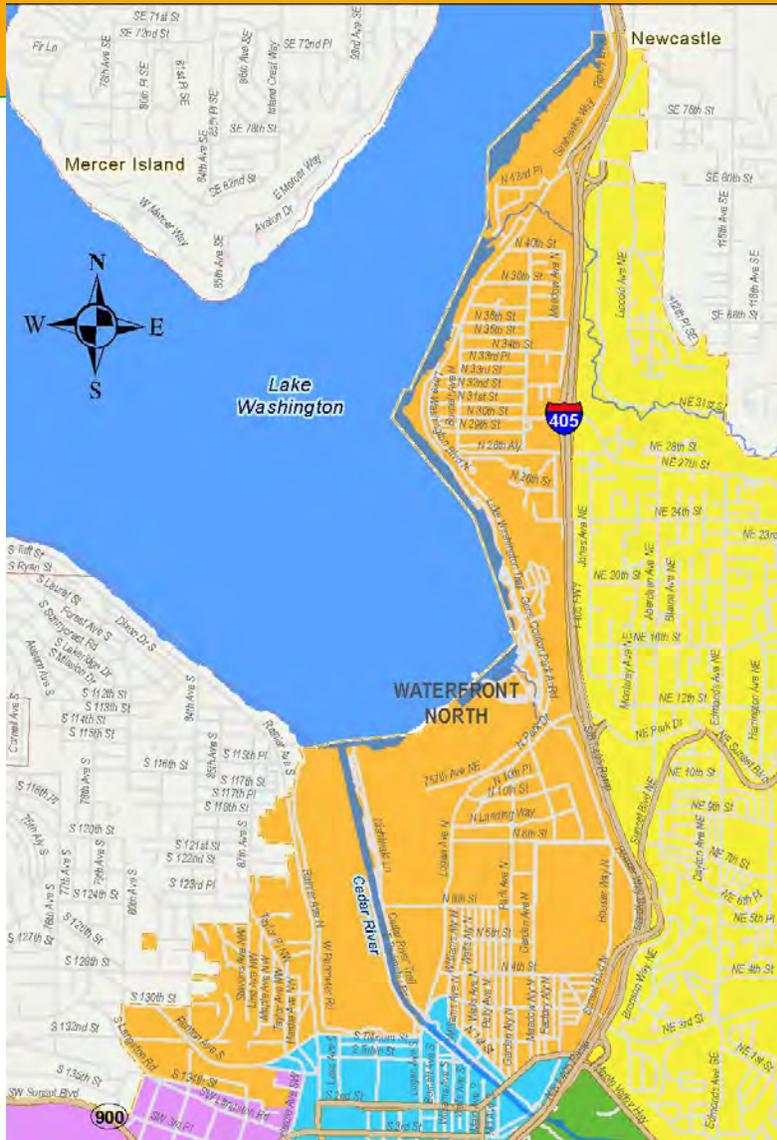


Water Front North Renton Demographics

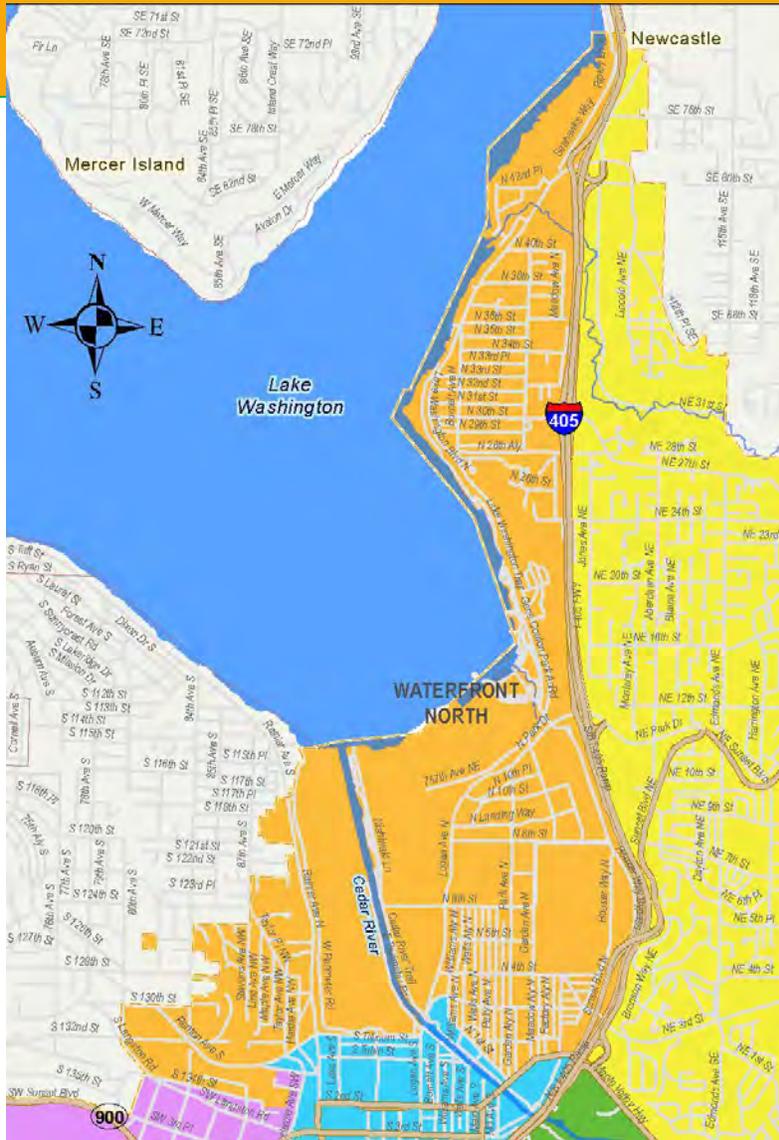


CITY OF
Renton



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Water Front North Renton Demographics Summary Profile



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| Population Summary | |
|--------------------------------|-----------|
| 2000 Total Population | 5,434 |
| 2010 Total Population | 7,542 |
| 2015 Total Population | 8,211 |
| 2015 Group Quarters | 45 |
| 2020 Total Population | 8,923 |
| 2015-2020 Annual Rate | 1.68% |
| Household Summary | |
| 2000 Households | 2,491 |
| 2000 Average Household Size | 2.17 |
| 2010 Households | 3,529 |
| 2010 Average Household Size | 2.12 |
| 2015 Households | 3,899 |
| 2015 Average Household Size | 2.09 |
| 2020 Households | 4,250 |
| 2020 Average Household Size | 2.09 |
| 2015-2020 Annual Rate | 1.74% |
| 2010 Families | 1,704 |
| 2010 Average Family Size | 2.88 |
| 2015 Families | 1,852 |
| 2015 Average Family Size | 2.86 |
| 2020 Families | 2,008 |
| 2020 Average Family Size | 2.85 |
| 2015-2020 Annual Rate | 1.63% |
| Housing Unit Summary | |
| 2000 Housing Units | 2,667 |
| Owner Occupied Housing Units | 50.0% |
| Renter Occupied Housing Units | 43.4% |
| Vacant Housing Units | 6.6% |
| 2010 Housing Units | 4,275 |
| Owner Occupied Housing Units | 33.6% |
| Renter Occupied Housing Units | 49.0% |
| Vacant Housing Units | 17.5% |
| 2015 Housing Units | 4,586 |
| Owner Occupied Housing Units | 32.3% |
| Renter Occupied Housing Units | 52.8% |
| Vacant Housing Units | 15.0% |
| 2020 Housing Units | 4,999 |
| Owner Occupied Housing Units | 31.7% |
| Renter Occupied Housing Units | 53.3% |
| Vacant Housing Units | 15.0% |
| Median Household Income | |
| 2015 | \$61,959 |
| 2020 | \$74,429 |
| Median Home Value | |
| 2015 | \$421,255 |
| 2020 | \$580,409 |
| Per Capita Income | |
| 2015 | \$37,842 |
| 2020 | \$43,679 |
| Median Age | |
| 2010 | 39.2 |
| 2015 | 40.3 |
| 2020 | 41.1 |

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

| 2015 Households by Income | |
|---|-----------|
| Household Income Base | 3,899 |
| < \$15,000 | 9.3% |
| \$15,000 - \$24,999 | 8.2% |
| \$25,000 - \$34,999 | 9.6% |
| \$35,000 - \$49,999 | 12.2% |
| \$50,000 - \$74,999 | 18.7% |
| \$75,000 - \$99,999 | 16.1% |
| \$100,000 - \$149,999 | 13.7% |
| \$150,000 - \$199,999 | 7.2% |
| \$200,000+ | 5.1% |
| Average Household Income | \$79,387 |
| 2020 Households by Income | |
| Household Income Base | 4,250 |
| < \$15,000 | 8.8% |
| \$15,000 - \$24,999 | 6.1% |
| \$25,000 - \$34,999 | 8.0% |
| \$35,000 - \$49,999 | 10.8% |
| \$50,000 - \$74,999 | 16.6% |
| \$75,000 - \$99,999 | 17.3% |
| \$100,000 - \$149,999 | 17.8% |
| \$150,000 - \$199,999 | 8.7% |
| \$200,000+ | 5.9% |
| Average Household Income | \$91,362 |
| 2015 Owner Occupied Housing Units by Value | |
| Total | 1,479 |
| < \$50,000 | 0.0% |
| \$50,000 - \$99,999 | 0.6% |
| \$100,000 - \$149,999 | 1.0% |
| \$150,000 - \$199,999 | 3.9% |
| \$200,000 - \$249,999 | 7.4% |
| \$250,000 - \$299,999 | 10.7% |
| \$300,000 - \$399,999 | 22.9% |
| \$400,000 - \$499,999 | 16.7% |
| \$500,000 - \$749,999 | 21.0% |
| \$750,000 - \$999,999 | 7.4% |
| \$1,000,000 + | 8.5% |
| Average Home Value | \$511,359 |
| 2020 Owner Occupied Housing Units by Value | |
| Total | 1,585 |
| < \$50,000 | 0.0% |
| \$50,000 - \$99,999 | 0.4% |
| \$100,000 - \$149,999 | 0.4% |
| \$150,000 - \$199,999 | 1.9% |
| \$200,000 - \$249,999 | 3.8% |
| \$250,000 - \$299,999 | 5.8% |
| \$300,000 - \$399,999 | 14.8% |
| \$400,000 - \$499,999 | 16.0% |
| \$500,000 - \$749,999 | 21.6% |
| \$750,000 - \$999,999 | 20.5% |
| \$1,000,000 + | 14.9% |
| Average Home Value | \$652,396 |

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Community Profile

WFN_Renton
Area: 2.73 square miles

Prepared by CED/Planning

2010 Population by Age

| | |
|---------|-------|
| Total | 7,541 |
| 0 - 4 | 5.6% |
| 5 - 9 | 4.1% |
| 10 - 14 | 4.3% |
| 15 - 24 | 10.7% |
| 25 - 34 | 18.7% |
| 35 - 44 | 15.1% |
| 45 - 54 | 15.3% |
| 55 - 64 | 12.5% |
| 65 - 74 | 6.7% |
| 75 - 84 | 4.5% |
| 85 + | 2.4% |
| 18 + | 83.4% |

2015 Population by Age

| | |
|---------|-------|
| Total | 8,210 |
| 0 - 4 | 5.3% |
| 5 - 9 | 5.3% |
| 10 - 14 | 4.2% |
| 15 - 24 | 9.6% |
| 25 - 34 | 16.9% |
| 35 - 44 | 15.7% |
| 45 - 54 | 14.1% |
| 55 - 64 | 14.0% |
| 65 - 74 | 8.2% |
| 75 - 84 | 4.3% |
| 85 + | 2.4% |
| 18 + | 82.4% |

2020 Population by Age

| | |
|---------|-------|
| Total | 8,925 |
| 0 - 4 | 5.3% |
| 5 - 9 | 5.1% |
| 10 - 14 | 5.1% |
| 15 - 24 | 9.5% |
| 25 - 34 | 14.8% |
| 35 - 44 | 16.2% |
| 45 - 54 | 13.6% |
| 55 - 64 | 13.5% |
| 65 - 74 | 10.0% |
| 75 - 84 | 4.7% |
| 85 + | 2.3% |
| 18 + | 82.0% |

2010 Population by Sex

| | |
|---------|-------|
| Males | 3,773 |
| Females | 3,769 |

2015 Population by Sex

| | |
|---------|-------|
| Males | 4,103 |
| Females | 4,108 |

2020 Population by Sex

| | |
|---------|-------|
| Males | 4,456 |
| Females | 4,467 |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

| 2010 Population by Race/Ethnicity | |
|---|-------|
| Total | 7,542 |
| White Alone | 63.4% |
| Black Alone | 10.5% |
| American Indian Alone | 0.7% |
| Asian Alone | 16.5% |
| Pacific Islander Alone | 0.3% |
| Some Other Race Alone | 3.1% |
| Two or More Races | 5.4% |
| Hispanic Origin | 8.0% |
| Diversity Index | 62.4 |
| 2015 Population by Race/Ethnicity | |
| Total | 8,210 |
| White Alone | 60.9% |
| Black Alone | 10.8% |
| American Indian Alone | 0.7% |
| Asian Alone | 17.9% |
| Pacific Islander Alone | 0.4% |
| Some Other Race Alone | 3.5% |
| Two or More Races | 5.9% |
| Hispanic Origin | 8.9% |
| Diversity Index | 65.3 |
| 2020 Population by Race/Ethnicity | |
| Total | 8,923 |
| White Alone | 58.0% |
| Black Alone | 11.1% |
| American Indian Alone | 0.7% |
| Asian Alone | 19.5% |
| Pacific Islander Alone | 0.4% |
| Some Other Race Alone | 3.9% |
| Two or More Races | 6.4% |
| Hispanic Origin | 10.0% |
| Diversity Index | 68.3 |
| 2010 Population by Relationship and Household Type | |
| Total | 7,542 |
| In Households | 99.4% |
| In Family Households | 67.7% |
| Householder | 22.7% |
| Spouse | 16.9% |
| Child | 21.3% |
| Other relative | 4.2% |
| Nonrelative | 2.7% |
| In Nonfamily Households | 31.7% |
| In Group Quarters | 0.6% |
| Institutionalized Population | 0.4% |
| Noninstitutionalized Population | 0.2% |

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2015 Population 25+ by Educational Attainment

| | |
|------------------------------|-------|
| Total | 6,208 |
| Less than 9th Grade | 1.8% |
| 9th - 12th Grade, No Diploma | 3.6% |
| High School Graduate | 20.5% |
| GED/Alternative Credential | 3.0% |
| Some College, No Degree | 28.9% |
| Associate Degree | 6.6% |
| Bachelor's Degree | 25.3% |
| Graduate/Professional Degree | 10.4% |

2015 Population 15+ by Marital Status

| | |
|---------------|-------|
| Total | 6,995 |
| Never Married | 37.4% |
| Married | 37.0% |
| Widowed | 7.6% |
| Divorced | 18.0% |

2015 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 94.5% |
| Civilian Unemployed | 5.5% |

2015 Employed Population 16+ by Industry

| | |
|-------------------------------|-------|
| Total | 4,559 |
| Agriculture/Mining | 0.0% |
| Construction | 7.9% |
| Manufacturing | 15.3% |
| Wholesale Trade | 3.2% |
| Retail Trade | 13.7% |
| Transportation/Utilities | 6.4% |
| Information | 2.6% |
| Finance/Insurance/Real Estate | 5.1% |
| Services | 40.9% |
| Public Administration | 4.8% |

2015 Employed Population 16+ by Occupation

| | |
|---------------------------------|-------|
| Total | 4,559 |
| White Collar | 67.6% |
| Management/Business/Financial | 14.2% |
| Professional | 25.1% |
| Sales | 14.5% |
| Administrative Support | 13.8% |
| Services | 16.5% |
| Blue Collar | 16.0% |
| Farming/Forestry/Fishing | 0.0% |
| Construction/Extraction | 5.9% |
| Installation/Maintenance/Repair | 2.5% |
| Production | 4.2% |
| Transportation/Material Moving | 3.4% |

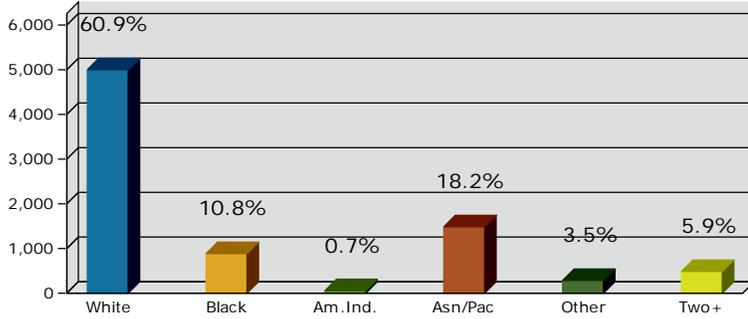
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

| 2010 Households by Type | |
|--|-------|
| Total | 3,530 |
| Households with 1 Person | 40.5% |
| Households with 2+ People | 59.5% |
| Family Households | 48.3% |
| Husband-wife Families | 36.0% |
| With Related Children | 13.3% |
| Other Family (No Spouse Present) | 12.3% |
| Other Family with Male Householder | 4.1% |
| With Related Children | 2.2% |
| Other Family with Female Householder | 8.2% |
| With Related Children | 4.8% |
| Nonfamily Households | 11.3% |
| All Households with Children | 20.8% |
| Multigenerational Households | 2.5% |
| Unmarried Partner Households | 8.9% |
| Male-female | 8.0% |
| Same-sex | 1.0% |
| 2010 Households by Size | |
| Total | 3,530 |
| 1 Person Household | 40.5% |
| 2 Person Household | 33.2% |
| 3 Person Household | 12.2% |
| 4 Person Household | 8.4% |
| 5 Person Household | 3.3% |
| 6 Person Household | 1.4% |
| 7 + Person Household | 0.9% |
| 2010 Households by Tenure and Mortgage Status | |
| Total | 3,529 |
| Owner Occupied | 40.7% |
| Owned with a Mortgage/Loan | 31.0% |
| Owned Free and Clear | 9.7% |
| Renter Occupied | 59.3% |

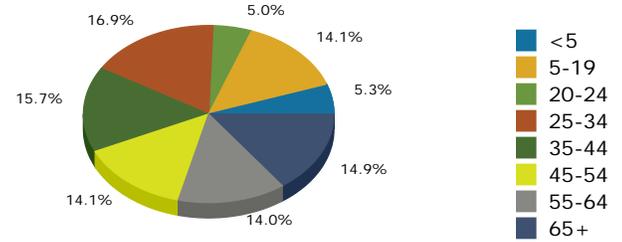
Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

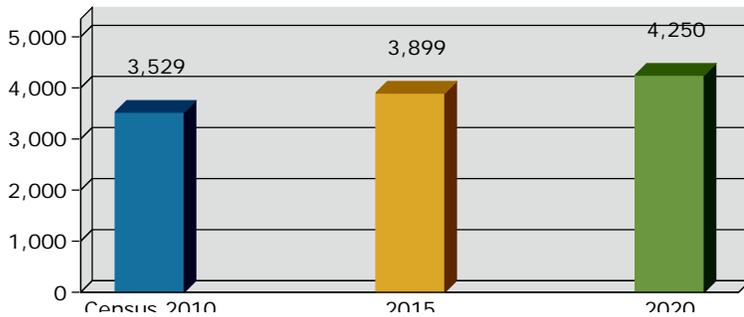
2015 Population by Race



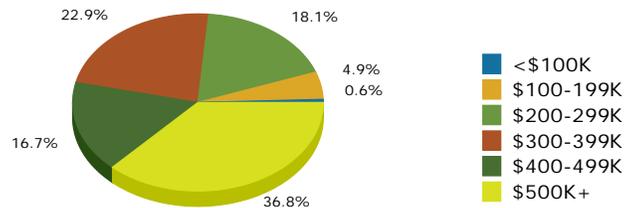
2015 Population by Age



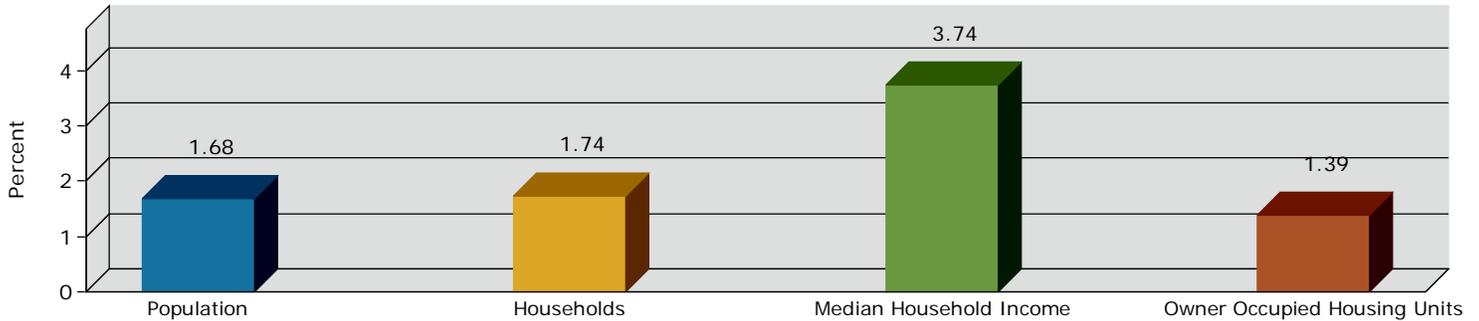
Households



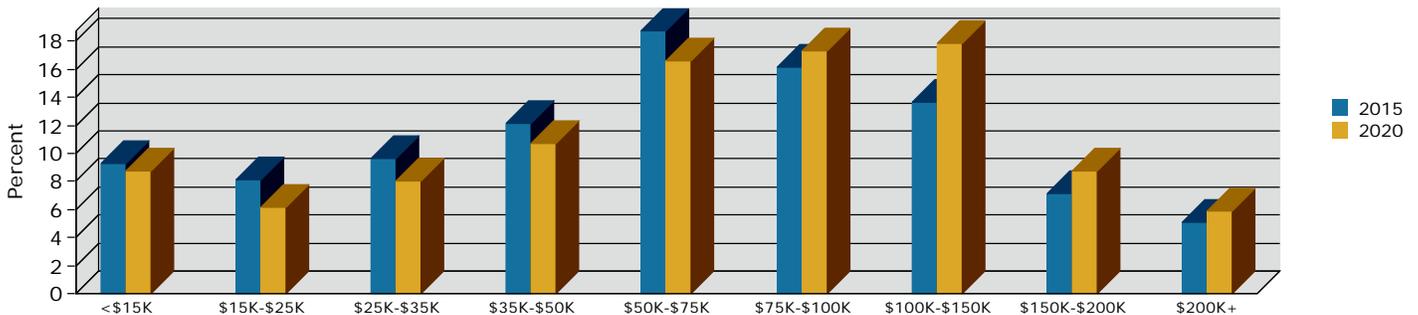
2015 Home Value



2015-2020 Annual Growth Rate



Household Income

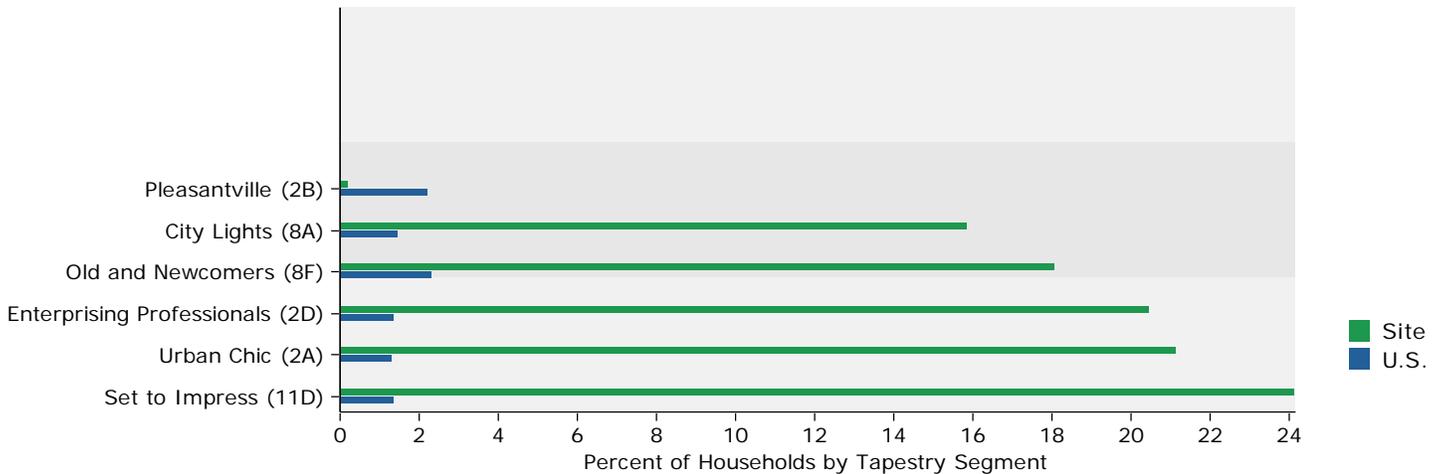


Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Top Twenty Tapestry

| Rank | Tapestry Segment | 2015 Households | | 2015 U.S. Households | | Index |
|------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Set to Impress (11D) | 24.2% | 24.2% | 1.4% | 1.4% | 1739 |
| 2 | Urban Chic (2A) | 21.2% | 45.4% | 1.3% | 2.7% | 1,604 |
| 3 | Enterprising Professionals (2D) | 20.5% | 65.9% | 1.4% | 4.1% | 1,477 |
| 4 | Old and Newcomers (8F) | 18.1% | 84.0% | 2.3% | 6.4% | 778 |
| 5 | City Lights (8A) | 15.9% | 99.9% | 1.5% | 7.9% | 1,076 |
| | Subtotal | 99.9% | | 7.9% | | |
| 6 | Pleasantville (2B) | 0.2% | 100.1% | 2.2% | 10.1% | 10 |
| | Subtotal | 0.2% | | 2.2% | | |
| | Total | 100.0% | | 10.1% | | 987 |

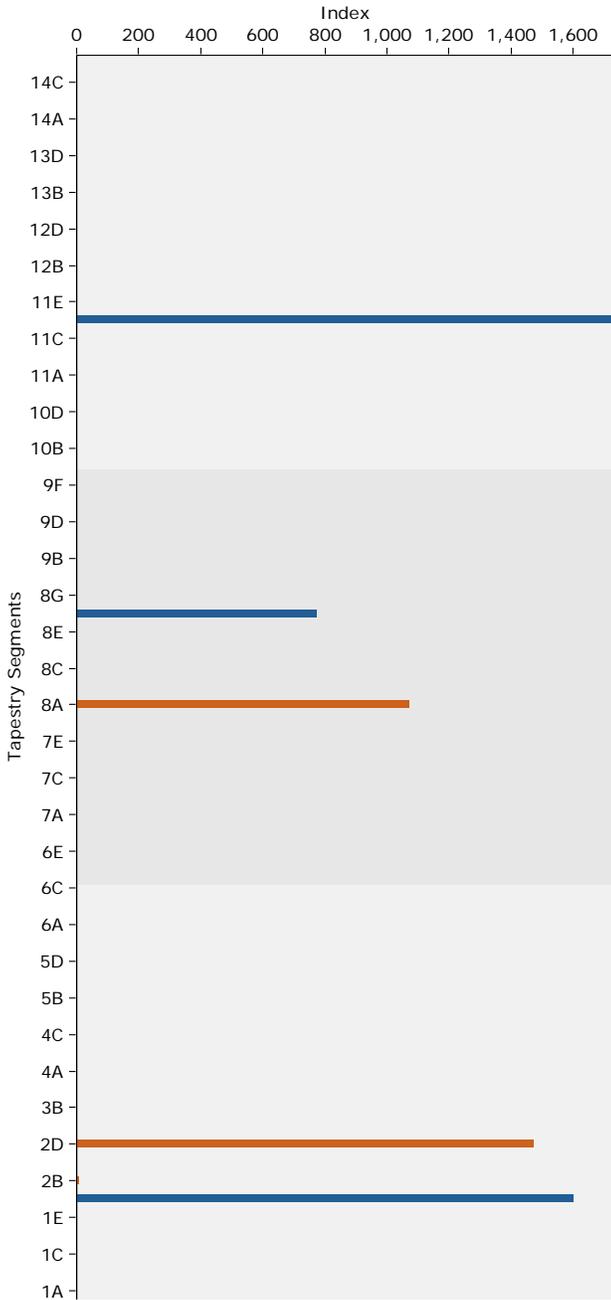
Top Ten Tapestry Segments Site vs. U.S.



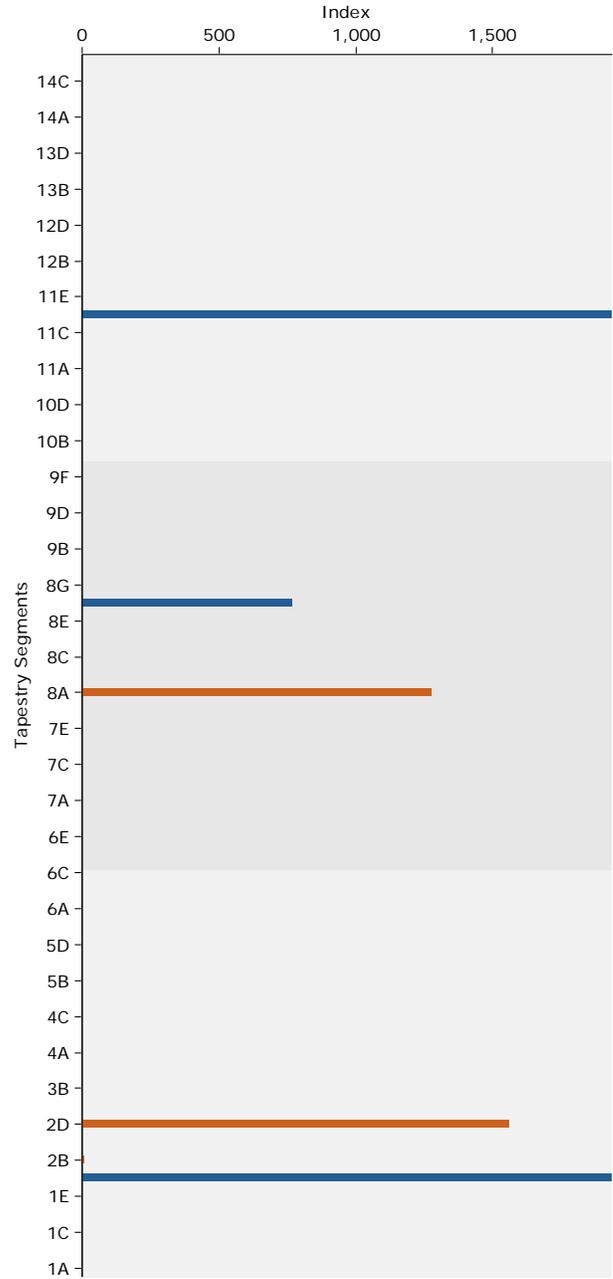
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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

Source: Esri

| Tapestry LifeMode Groups | 2015 Households | | | 2015 Population | | |
|-------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,899 | 100.0% | | 8,211 | 100.0% | |
| 1. Affluent Estates | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Upscale Avenues | 1,632 | 41.9% | 739 | 3,626 | 44.2% | 758 |
| Urban Chic (2A) | 825 | 21.2% | 1,604 | 1,925 | 23.4% | 1,936 |
| Pleasantville (2B) | 9 | 0.2% | 10 | 26 | 0.3% | 13 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals | 798 | 20.5% | 1,477 | 1,675 | 20.4% | 1,566 |
| 3. Uptown Individuals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 4. Family Landscapes | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. GenXurban | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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

Source: Esri

| Tapestry LifeMode Groups | 2015 Households | | | 2015 Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,899 | 100.0% | | 8,211 | 100.0% | |
| 8. Middle Ground | 1,325 | 34.0% | 311 | 2,743 | 33.4% | 331 |
| City Lights (8A) | 619 | 15.9% | 1,076 | 1,534 | 18.7% | 1,281 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 706 | 18.1% | 778 | 1,209 | 14.7% | 769 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10. Rustic Outposts | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 942 | 24.2% | 390 | 1,842 | 22.4% | 395 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 942 | 24.2% | 1,739 | 1,842 | 22.4% | 1,937 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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

Source: Esri

| Tapestry Urbanization | 2015 Households | | | 2015 Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,899 | 100.0% | | 8,211 | 100.0% | |
| 1. Principal Urban Center | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 619 | 15.9% | 94 | 1,534 | 18.7% | 100 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Lights (8A) | 619 | 15.9% | 1,076 | 1,534 | 18.7% | 1,281 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 1,648 | 42.3% | 231 | 3,051 | 37.2% | 226 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 706 | 18.1% | 778 | 1,209 | 14.7% | 769 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 942 | 24.2% | 1,739 | 1,842 | 22.4% | 1,937 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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

Source: Esri

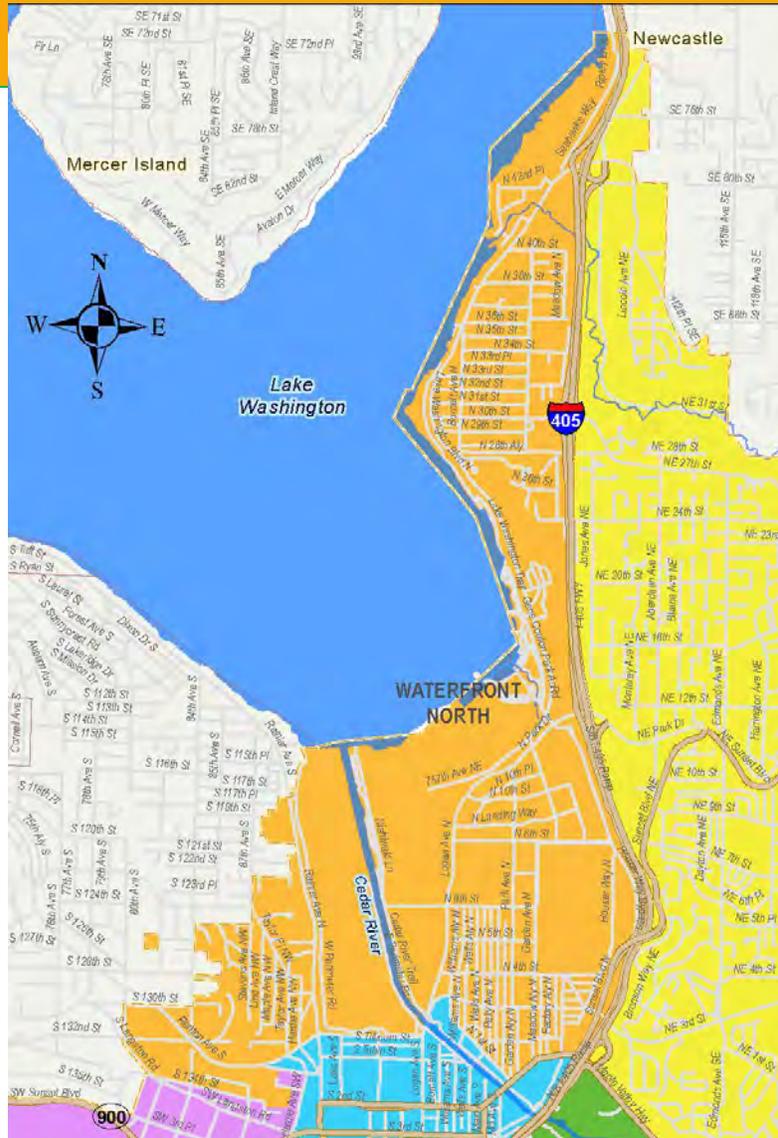
| Tapestry Urbanization | 2015 Households | | | 2015 Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,899 | 100.0% | | 8,211 | 100.0% | |
| 4. Suburban Periphery | 1,632 | 41.9% | 133 | 3,626 | 44.2% | 137 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Chic (2A) | 825 | 21.2% | 1,604 | 1,925 | 23.4% | 1,936 |
| Pleasantville (2B) | 9 | 0.2% | 10 | 26 | 0.3% | 13 |
| Enterprising Professionals (2D) | 798 | 20.5% | 1,477 | 1,675 | 20.4% | 1,566 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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

Source: Esri

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Water Front North Renton Census



CITY OF
Renton



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| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|-----------------------------|---------|--------|-------------|
| TOTALS | | | | |
| Total Population | 7,270 | | 489 | |
| Total Households | 3,531 | | 215 | |
| Total Housing Units | 4,125 | | 224 | |
| POPULATION AGE 15+ YEARS BY MARITAL STATUS | | | | |
| Total | 6,592 | 100.0% | 438 | |
| Never married | 2,393 | 36.3% | 289 | |
| Married | 2,501 | 37.9% | 233 | |
| Widowed | 529 | 8.0% | 111 | |
| Divorced | 1,169 | 17.7% | 156 | |
| POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT | | | | |
| Total | 7,123 | 100.0% | 477 | |
| Enrolled in school | 1,352 | 19.0% | 216 | |
| Enrolled in nursery school, preschool | 31 | 0.4% | 31 | |
| Public school | 18 | 0.3% | 25 | |
| Private school | 13 | 0.2% | 20 | |
| Enrolled in kindergarten | 66 | 0.9% | 32 | |
| Public school | 50 | 0.7% | 25 | |
| Private school | 16 | 0.2% | 24 | |
| Enrolled in grade 1 to grade 4 | 184 | 2.6% | 43 | |
| Public school | 155 | 2.2% | 34 | |
| Private school | 29 | 0.4% | 28 | |
| Enrolled in grade 5 to grade 8 | 176 | 2.5% | 53 | |
| Public school | 176 | 2.5% | 53 | |
| Private school | 0 | 0.0% | 0 | |
| Enrolled in grade 9 to grade 12 | 347 | 4.9% | 140 | |
| Public school | 334 | 4.7% | 134 | |
| Private school | 13 | 0.2% | 22 | |
| Enrolled in college undergraduate years | 404 | 5.7% | 106 | |
| Public school | 385 | 5.4% | 103 | |
| Private school | 19 | 0.3% | 27 | |
| Enrolled in graduate or professional school | 144 | 2.0% | 66 | |
| Public school | 75 | 1.1% | 59 | |
| Private school | 69 | 1.0% | 37 | |
| Not enrolled in school | 5,771 | 81.0% | 323 | |
| POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT | | | | |
| Total | 5,812 | 100.0% | 360 | |
| No schooling completed | 21 | 0.4% | 27 | |
| Nursery School | 0 | 0.0% | 0 | |
| Kindergarten | 0 | 0.0% | 0 | |
| 1-4th Grade | 1 | 0.0% | 20 | |
| 5-8th Grade | 97 | 1.7% | 55 | |
| Some High School | 203 | 3.5% | 54 | |
| High School Diploma | 1,235 | 21.2% | 154 | |
| GED | 164 | 2.8% | 81 | |
| Some College | 1,759 | 30.3% | 247 | |
| Associate's degree | 376 | 6.5% | 76 | |
| Bachelor's degree | 1,397 | 24.0% | 223 | |
| Master's degree | 391 | 6.7% | 90 | |
| Professional school degree | 102 | 1.8% | 46 | |
| Doctorate degree | 67 | 1.2% | 70 | |

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|---|
| POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH | | | | |
| Total | 7,065 | 100.0% | 474 |  |
| 5 to 17 years | | | | |
| Speak only English | 547 | 7.7% | 164 |  |
| Speak Spanish | 10 | 0.1% | 18 |  |
| Speak English "very well" or "well" | 10 | 0.1% | 18 |  |
| Speak English "not well" | 0 | 0.0% | 0 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| Speak other Indo-European languages | 59 | 0.8% | 59 |  |
| Speak English "very well" or "well" | 59 | 0.8% | 59 |  |
| Speak English "not well" | 0 | 0.0% | 0 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| Speak Asian and Pacific Island languages | 128 | 1.8% | 47 |  |
| Speak English "very well" or "well" | 125 | 1.8% | 50 |  |
| Speak English "not well" | 4 | 0.1% | 8 |  |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| Speak other languages | 23 | 0.3% | 38 |  |
| Speak English "very well" or "well" | 23 | 0.3% | 38 |  |
| Speak English "not well" | 0 | 0.0% | 0 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| 18 to 64 years | | | | |
| Speak only English | 4,130 | 58.5% | 354 |  |
| Speak Spanish | 64 | 0.9% | 34 |  |
| Speak English "very well" or "well" | 62 | 0.9% | 35 |  |
| Speak English "not well" | 1 | 0.0% | 15 |  |
| Speak English "not at all" | 1 | 0.0% | 11 |  |
| Speak other Indo-European languages | 219 | 3.1% | 125 |  |
| Speak English "very well" or "well" | 219 | 3.1% | 121 |  |
| Speak English "not well" | 0 | 0.0% | 0 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| Speak Asian and Pacific Island languages | 699 | 9.9% | 149 |  |
| Speak English "very well" or "well" | 532 | 7.5% | 120 |  |
| Speak English "not well" | 156 | 2.2% | 80 |  |
| Speak English "not at all" | 11 | 0.2% | 93 |  |
| Speak other languages | 70 | 1.0% | 81 |  |
| Speak English "very well" or "well" | 66 | 0.9% | 64 |  |
| Speak English "not well" | 4 | 0.1% | 67 |  |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| 65 years and over | | | | |
| Speak only English | 901 | 12.8% | 108 |  |
| Speak Spanish | 17 | 0.2% | 24 |  |
| Speak English "very well" or "well" | 17 | 0.2% | 24 |  |
| Speak English "not well" | 0 | 0.0% | 0 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| Speak other Indo-European languages | 50 | 0.7% | 17 |  |
| Speak English "very well" or "well" | 37 | 0.5% | 21 |  |
| Speak English "not well" | 0 | 0.0% | 0 | |
| Speak English "not at all" | 13 | 0.2% | 30 |  |
| Speak Asian and Pacific Island languages | 140 | 2.0% | 49 |  |
| Speak English "very well" or "well" | 70 | 1.0% | 45 |  |
| Speak English "not well" | 23 | 0.3% | 25 |  |
| Speak English "not at all" | 47 | 0.7% | 64 |  |
| Speak other languages | 7 | 0.1% | 19 |  |
| Speak English "very well" or "well" | 7 | 0.1% | 19 |  |
| Speak English "not well" | 0 | 0.0% | 0 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|---|
| WORKERS AGE 16+ YEARS BY PLACE OF WORK | | | | |
| Total | 3,977 | 100.0% | 328 |  |
| Worked in state and in county of residence | 3,706 | 93.2% | 306 |  |
| Worked in state and outside county of residence | 241 | 6.1% | 85 |  |
| Worked outside state of residence | 30 | 0.8% | 13 |  |
| WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK | | | | |
| Total | 3,977 | 100.0% | 328 |  |
| Drove alone | 2,721 | 68.4% | 293 |  |
| Carpooled | 500 | 12.6% | 106 |  |
| Public transportation (excluding taxicab) | 461 | 11.6% | 127 |  |
| Bus or trolley bus | 454 | 11.4% | 124 |  |
| Streetcar or trolley car | 0 | 0.0% | 0 | |
| Subway or elevated | 0 | 0.0% | 0 | |
| Railroad | 7 | 0.2% | 19 |  |
| Ferryboat | 0 | 0.0% | 0 | |
| Taxicab | 12 | 0.3% | 41 |  |
| Motorcycle | 8 | 0.2% | 16 |  |
| Bicycle | 1 | 0.0% | 19 |  |
| Walked | 159 | 4.0% | 58 |  |
| Other means | 10 | 0.3% | 28 |  |
| Worked at home | 103 | 2.6% | 51 |  |
| WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK | | | | |
| Total | 3,874 | 100.0% | 324 |  |
| Less than 5 minutes | 26 | 0.7% | 27 |  |
| 5 to 9 minutes | 149 | 3.8% | 52 |  |
| 10 to 14 minutes | 316 | 8.2% | 98 |  |
| 15 to 19 minutes | 734 | 18.9% | 150 |  |
| 20 to 24 minutes | 607 | 15.7% | 126 |  |
| 25 to 29 minutes | 330 | 8.5% | 97 |  |
| 30 to 34 minutes | 889 | 22.9% | 177 |  |
| 35 to 39 minutes | 109 | 2.8% | 52 |  |
| 40 to 44 minutes | 160 | 4.1% | 50 |  |
| 45 to 59 minutes | 414 | 10.7% | 122 |  |
| 60 to 89 minutes | 67 | 1.7% | 29 |  |
| 90 or more minutes | 73 | 1.9% | 62 |  |
| Average Travel Time to Work (in minutes) | N/A | | N/A | |

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

Reliability:  high  medium  low

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|-----------------------------|---------|--------|---|
| CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION | | | | |
| Total | 4,033 | 100.0% | 328 |  |
| Management | 471 | 11.7% | 121 |  |
| Business and financial operations | 170 | 4.2% | 87 |  |
| Computer and mathematical | 324 | 8.0% | 122 |  |
| Architecture and engineering | 148 | 3.7% | 54 |  |
| Life, physical, and social science | 10 | 0.2% | 13 |  |
| Community and social services | 88 | 2.2% | 45 |  |
| Legal | 42 | 1.0% | 32 |  |
| Education, training, and library | 129 | 3.2% | 43 |  |
| Arts, design, entertainment, sports, and media | 70 | 1.7% | 51 |  |
| Healthcare practitioner, technologists, and technicians | 229 | 5.7% | 102 |  |
| Healthcare support | 98 | 2.4% | 38 |  |
| Protective service | 87 | 2.2% | 65 |  |
| Food preparation and serving related | 153 | 3.8% | 100 |  |
| Building and grounds cleaning and maintenance | 63 | 1.6% | 44 |  |
| Personal care and service | 116 | 2.9% | 69 |  |
| Sales and related | 375 | 9.3% | 99 |  |
| Office and administrative support | 611 | 15.2% | 137 |  |
| Farming, fishing, and forestry | 19 | 0.5% | 30 |  |
| Construction and extraction | 223 | 5.5% | 92 |  |
| Installation, maintenance, and repair | 82 | 2.0% | 33 |  |
| Production | 310 | 7.7% | 66 |  |
| Transportation and material moving | 215 | 5.3% | 56 |  |
| CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY | | | | |
| Total | 4,033 | 100.0% | 328 |  |
| Agriculture, forestry, fishing and hunting | 72 | 1.8% | 70 |  |
| Mining, quarrying, and oil and gas extraction | 0 | 0.0% | 0 |  |
| Construction | 318 | 7.9% | 110 |  |
| Manufacturing | 670 | 16.6% | 93 |  |
| Wholesale trade | 75 | 1.9% | 49 |  |
| Retail trade | 531 | 13.2% | 124 |  |
| Transportation and warehousing | 177 | 4.4% | 56 |  |
| Utilities | 13 | 0.3% | 24 |  |
| Information | 129 | 3.2% | 76 |  |
| Finance and insurance | 117 | 2.9% | 60 |  |
| Real estate and rental and leasing | 130 | 3.2% | 76 |  |
| Professional, scientific, and technical services | 287 | 7.1% | 102 |  |
| Management of companies and enterprises | 6 | 0.1% | 79 |  |
| Administrative and support and waste management services | 206 | 5.1% | 55 |  |
| Educational services | 176 | 4.4% | 79 |  |
| Health care and social assistance | 495 | 12.3% | 97 |  |
| Arts, entertainment, and recreation | 122 | 3.0% | 73 |  |
| Accommodation and food services | 181 | 4.5% | 99 |  |
| Other services, except public administration | 134 | 3.3% | 80 |  |
| Public administration | 194 | 4.8% | 65 |  |
| FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS | | | | |
| Total | 2,636 | 100.0% | 249 |  |
| Own children under 6 years only | 130 | 4.9% | 61 |  |
| In labor force | 106 | 4.0% | 55 |  |
| Not in labor force | 25 | 0.9% | 27 |  |
| Own children under 6 years and 6 to 17 years | 25 | 0.9% | 32 |  |
| In labor force | 10 | 0.4% | 51 |  |
| Not in labor force | 15 | 0.6% | 24 |  |
| Own children 6 to 17 years only | 431 | 16.4% | 112 |  |
| In labor force | 305 | 11.6% | 99 |  |
| Not in labor force | 126 | 4.8% | 84 |  |
| No own children under 18 years | 2,050 | 77.8% | 230 |  |
| In labor force | 1,646 | 62.4% | 219 |  |
| Not in labor force | 404 | 15.3% | 96 |  |

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

Reliability:  high  medium  low

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|-----------------------------|---------|--------|-------------|
| POPULATION BY RATIO OF INCOME TO POVERTY LEVEL | | | | |
| Total | 7,240 | 100.0% | 489 | |
| Under .50 | 390 | 5.4% | 112 | |
| .50 to .99 | 306 | 4.2% | 78 | |
| 1.00 to 1.24 | 149 | 2.1% | 53 | |
| 1.25 to 1.49 | 134 | 1.9% | 47 | |
| 1.50 to 1.84 | 367 | 5.1% | 100 | |
| 1.85 to 1.99 | 133 | 1.8% | 47 | |
| 2.00 and over | 5,761 | 79.6% | 458 | |
| CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE | | | | |
| Total | 7,226 | 100.0% | 488 | |
| Under 18 years: | 960 | 13.3% | 189 | |
| One Type of Health Insurance: | 864 | 12.0% | 168 | |
| Employer-Based Health Ins Only | 670 | 9.3% | 159 | |
| Direct-Purchase Health Ins Only | 41 | 0.6% | 44 | |
| Medicare Coverage Only | 0 | 0.0% | 0 | |
| Medicaid Coverage Only | 153 | 2.1% | 73 | |
| TRICARE/Military Hlth Cov Only | 0 | 0.0% | 0 | |
| VA Health Care Only | 0 | 0.0% | 0 | |
| 2+ Types of Health Insurance | 41 | 0.6% | 47 | |
| No Health Insurance Coverage | 55 | 0.8% | 26 | |
| 18 to 34 years: | 1,799 | 24.9% | 274 | |
| One Type of Health Insurance: | 1,325 | 18.3% | 196 | |
| Employer-Based Health Ins Only | 1,098 | 15.2% | 194 | |
| Direct-Purchase Health Ins Only | 150 | 2.1% | 80 | |
| Medicare Coverage Only | 0 | 0.0% | 0 | |
| Medicaid Coverage Only | 44 | 0.6% | 38 | |
| TRICARE/Military Hlth Cov Only | 0 | 0.0% | 0 | |
| VA Health Care Only | 33 | 0.5% | 59 | |
| 2+ Types of Health Insurance | 25 | 0.3% | 29 | |
| No Health Insurance Coverage | 449 | 6.2% | 142 | |
| 35 to 64 years: | 3,359 | 46.5% | 302 | |
| One Type of Health Insurance: | 2,814 | 38.9% | 292 | |
| Employer-Based Health Ins Only | 2,265 | 31.3% | 277 | |
| Direct-Purchase Health Ins Only | 341 | 4.7% | 119 | |
| Medicare Coverage Only | 80 | 1.1% | 67 | |
| Medicaid Coverage Only | 109 | 1.5% | 75 | |
| TRICARE/Military Hlth Cov Only | 10 | 0.1% | 20 | |
| VA Health Care Only | 10 | 0.1% | 19 | |
| 2+ Types of Health Insurance | 217 | 3.0% | 134 | |
| No Health Insurance Coverage | 328 | 4.5% | 73 | |
| 65+ years: | 1,108 | 15.3% | 108 | |
| One Type of Health Insurance: | 315 | 4.4% | 63 | |
| Employer-Based Health Ins Only | 46 | 0.6% | 44 | |
| Direct-Purchase Health Ins Only | 0 | 0.0% | 0 | |
| Medicare Coverage Only | 269 | 3.7% | 50 | |
| TRICARE/Military Hlth Cov Only | 0 | 0.0% | 0 | |
| VA Health Care Only | 0 | 0.0% | 0 | |
| 2+ Types of Health Insurance | 780 | 10.8% | 94 | |
| No Health Insurance Coverage | 13 | 0.2% | 29 | |

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

Reliability:   
 high medium low

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|-------------|
| CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS | | | | |
| Total | 6,281 | 100.0% | 380 | |
| Veteran | 609 | 9.7% | 98 | |
| Nonveteran | 5,672 | 90.3% | 377 | |
| Male | 2,968 | 47.3% | 223 | |
| Veteran | 570 | 9.1% | 97 | |
| Nonveteran | 2,398 | 38.2% | 216 | |
| Female | 3,313 | 52.7% | 252 | |
| Veteran | 39 | 0.6% | 79 | |
| Nonveteran | 3,274 | 52.1% | 251 | |
| CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE | | | | |
| Total | 609 | 100.0% | 98 | |
| Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era | 13 | 2.1% | 34 | |
| Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era | 34 | 5.6% | 57 | |
| Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam | 0 | 0.0% | 0 | |
| Gulf War (8/90 to 8/01), no Vietnam Era | 88 | 14.4% | 45 | |
| Gulf War (8/90 to 8/01) and Vietnam Era | 10 | 1.6% | 24 | |
| Vietnam Era, no Korean War, no World War II | 135 | 22.2% | 50 | |
| Vietnam Era and Korean War, no World War II | 7 | 1.1% | 16 | |
| Vietnam Era and Korean War and World War II | 0 | 0.0% | 0 | |
| Korean War, no Vietnam Era, no World War II | 93 | 15.3% | 39 | |
| Korean War and World War II, no Vietnam Era | 0 | 0.0% | 0 | |
| World War II, no Korean War, no Vietnam Era | 41 | 6.7% | 24 | |
| Between Gulf War and Vietnam Era only | 135 | 22.2% | 69 | |
| Between Vietnam Era and Korean War only | 54 | 8.9% | 32 | |
| Between Korean War and World War II only | 0 | 0.0% | 0 | |
| Pre-World War II only | 0 | 0.0% | 0 | |
| HOUSEHOLDS BY POVERTY STATUS | | | | |
| Total | 3,531 | 100.0% | 215 | |
| Income in the past 12 months below poverty level | 348 | 9.9% | 90 | |
| Married-couple family | 33 | 0.9% | 26 | |
| Other family - male householder (no wife present) | 21 | 0.6% | 18 | |
| Other family - female householder (no husband present) | 22 | 0.6% | 26 | |
| Nonfamily household - male householder | 76 | 2.2% | 130 | |
| Nonfamily household - female householder | 196 | 5.6% | 52 | |
| Income in the past 12 months at or above poverty level | 3,184 | 90.2% | 213 | |
| Married-couple family | 1,027 | 29.1% | 152 | |
| Other family - male householder (no wife present) | 159 | 4.5% | 65 | |
| Other family - female householder (no husband present) | 303 | 8.6% | 82 | |
| Nonfamily household - male householder | 913 | 25.9% | 160 | |
| Nonfamily household - female householder | 782 | 22.1% | 135 | |

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

Reliability: high medium low

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|-----------------------------|---------|---------|-------------|
| HOUSEHOLDS BY INCOME | | | | |
| Total | 3,531 | 100.0% | 215 | |
| Less than \$10,000 | 260 | 7.4% | 92 | |
| \$10,000 to \$14,999 | 112 | 3.2% | 40 | |
| \$15,000 to \$19,999 | 106 | 3.0% | 29 | |
| \$20,000 to \$24,999 | 148 | 4.2% | 40 | |
| \$25,000 to \$29,999 | 158 | 4.5% | 80 | |
| \$30,000 to \$34,999 | 147 | 4.2% | 47 | |
| \$35,000 to \$39,999 | 75 | 2.1% | 29 | |
| \$40,000 to \$44,999 | 317 | 9.0% | 134 | |
| \$45,000 to \$49,999 | 72 | 2.0% | 40 | |
| \$50,000 to \$59,999 | 157 | 4.4% | 35 | |
| \$60,000 to \$74,999 | 342 | 9.7% | 128 | |
| \$75,000 to \$99,999 | 654 | 18.5% | 146 | |
| \$100,000 to \$124,999 | 385 | 10.9% | 106 | |
| \$125,000 to \$149,999 | 236 | 6.7% | 88 | |
| \$150,000 to \$199,999 | 145 | 4.1% | 54 | |
| \$200,000 or more | 219 | 6.2% | 71 | |
| Median Household Income | \$68,668 | | N/A | |
| Average Household Income | \$82,731 | | \$9,346 | |
| Per Capita Income | \$41,650 | | \$4,794 | |
| HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME | | | | |
| Total | 126 | 100.0% | 67 | |
| Less than \$10,000 | 25 | 19.8% | 24 | |
| \$10,000 to \$14,999 | 0 | 0.0% | 0 | |
| \$15,000 to \$19,999 | 3 | 2.4% | 66 | |
| \$20,000 to \$24,999 | 7 | 5.6% | 82 | |
| \$25,000 to \$29,999 | 0 | 0.0% | 0 | |
| \$30,000 to \$34,999 | 27 | 21.4% | 21 | |
| \$35,000 to \$39,999 | 0 | 0.0% | 0 | |
| \$40,000 to \$44,999 | 0 | 0.0% | 0 | |
| \$45,000 to \$49,999 | 0 | 0.0% | 0 | |
| \$50,000 to \$59,999 | 2 | 1.6% | 19 | |
| \$60,000 to \$74,999 | 58 | 46.0% | 63 | |
| \$75,000 to \$99,999 | 4 | 3.2% | 59 | |
| \$100,000 to \$124,999 | 0 | 0.0% | 0 | |
| \$125,000 to \$149,999 | 0 | 0.0% | 0 | |
| \$150,000 to \$199,999 | 0 | 0.0% | 0 | |
| \$200,000 or more | 0 | 0.0% | 0 | |
| Median Household Income for HHR <25 | \$54,733 | | N/A | |
| Average Household Income for HHR <25 | N/A | | N/A | |

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

Reliability: high medium low

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|---|
| HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY | | | | |
| Total | 1,285 | 100.0% | 177 |  |
| Less than \$10,000 | 66 | 5.1% | 55 |  |
| \$10,000 to \$14,999 | 37 | 2.9% | 49 |  |
| \$15,000 to \$19,999 | 6 | 0.5% | 18 |  |
| \$20,000 to \$24,999 | 42 | 3.3% | 19 |  |
| \$25,000 to \$29,999 | 72 | 5.6% | 58 |  |
| \$30,000 to \$34,999 | 12 | 0.9% | 24 |  |
| \$35,000 to \$39,999 | 12 | 0.9% | 49 |  |
| \$40,000 to \$44,999 | 103 | 8.0% | 99 |  |
| \$45,000 to \$49,999 | 44 | 3.4% | 47 |  |
| \$50,000 to \$59,999 | 84 | 6.5% | 36 |  |
| \$60,000 to \$74,999 | 108 | 8.4% | 74 |  |
| \$75,000 to \$99,999 | 273 | 21.2% | 100 |  |
| \$100,000 to \$124,999 | 200 | 15.6% | 94 |  |
| \$125,000 to \$149,999 | 80 | 6.2% | 45 |  |
| \$150,000 to \$199,999 | 74 | 5.8% | 34 |  |
| \$200,000 or more | 72 | 5.6% | 36 |  |
| Median Household Income for HHr 25-44 | \$78,764 | | N/A | |
| Average Household Income for HHr 25-44 | N/A | | N/A | |
| HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME | | | | |
| Total | 1,414 | 100.0% | 183 |  |
| Less than \$10,000 | 44 | 3.1% | 44 |  |
| \$10,000 to \$14,999 | 13 | 0.9% | 24 |  |
| \$15,000 to \$19,999 | 26 | 1.8% | 14 |  |
| \$20,000 to \$24,999 | 23 | 1.6% | 26 |  |
| \$25,000 to \$29,999 | 45 | 3.2% | 66 |  |
| \$30,000 to \$34,999 | 84 | 5.9% | 41 |  |
| \$35,000 to \$39,999 | 28 | 2.0% | 20 |  |
| \$40,000 to \$44,999 | 144 | 10.2% | 89 |  |
| \$45,000 to \$49,999 | 19 | 1.3% | 19 |  |
| \$50,000 to \$59,999 | 66 | 4.7% | 29 |  |
| \$60,000 to \$74,999 | 146 | 10.3% | 78 |  |
| \$75,000 to \$99,999 | 284 | 20.1% | 105 |  |
| \$100,000 to \$124,999 | 165 | 11.7% | 56 |  |
| \$125,000 to \$149,999 | 131 | 9.3% | 76 |  |
| \$150,000 to \$199,999 | 71 | 5.0% | 40 |  |
| \$200,000 or more | 123 | 8.7% | 54 |  |
| Median Household Income for HHr 45-64 | \$79,468 | | N/A | |
| Average Household Income for HHr 45-64 | N/A | | N/A | |

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

Reliability:  high  medium  low

| | 2009 - 2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|-----------------------------|---------|--------|---|
| HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME | | | | |
| Total | 706 | 100.0% | 81 |  |
| Less than \$10,000 | 125 | 17.7% | 117 |  |
| \$10,000 to \$14,999 | 61 | 8.6% | 34 |  |
| \$15,000 to \$19,999 | 71 | 10.1% | 25 |  |
| \$20,000 to \$24,999 | 75 | 10.6% | 48 |  |
| \$25,000 to \$29,999 | 40 | 5.7% | 28 |  |
| \$30,000 to \$34,999 | 24 | 3.4% | 23 |  |
| \$35,000 to \$39,999 | 35 | 5.0% | 31 |  |
| \$40,000 to \$44,999 | 69 | 9.8% | 28 |  |
| \$45,000 to \$49,999 | 9 | 1.3% | 12 |  |
| \$50,000 to \$59,999 | 5 | 0.7% | 21 |  |
| \$60,000 to \$74,999 | 30 | 4.2% | 27 |  |
| \$75,000 to \$99,999 | 93 | 13.2% | 39 |  |
| \$100,000 to \$124,999 | 20 | 2.8% | 14 |  |
| \$125,000 to \$149,999 | 24 | 3.4% | 18 |  |
| \$150,000 to \$199,999 | 0 | 0.0% | 0 | |
| \$200,000 or more | 24 | 3.4% | 24 | |
| Median Household Income for HHR 65+ | \$27,378 | | N/A | |
| Average Household Income for HHR 65+ | N/A | | N/A | |
| HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS | | | | |
| Total | 3,531 | 100.0% | 215 |  |
| With public assistance income | 83 | 2.4% | 29 |  |
| No public assistance income | 3,448 | 97.6% | 216 |  |
| HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS | | | | |
| Total | 3,531 | 100.0% | 215 |  |
| With Food Stamps/SNAP | 285 | 8.1% | 61 |  |
| With No Food Stamps/SNAP | 3,246 | 91.9% | 217 |  |
| HOUSEHOLDS BY DISABILITY STATUS | | | | |
| Total | 3,531 | 100.0% | 215 |  |
| With 1+ Persons w/Disability | 623 | 17.6% | 105 |  |
| With No Person w/Disability | 2,909 | 82.4% | 222 |  |

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

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

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

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

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

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

Reliability:  high  medium  low

| | 2000 | 2010 | 2000-2010 Annual Rate |
|---|-------|---------------|-----------------------|
| Population | 5,434 | 7,542 | 3.33% |
| Households | 2,491 | 3,529 | 3.55% |
| Housing Units | 2,667 | 4,275 | 4.83% |
| Population by Race | | | |
| | | Number | Percent |
| Total | | 7,542 | 100.0% |
| Population Reporting One Race | | 7,135 | 94.6% |
| White | | 4,785 | 63.4% |
| Black | | 793 | 10.5% |
| American Indian | | 52 | 0.7% |
| Asian | | 1,245 | 16.5% |
| Pacific Islander | | 26 | 0.3% |
| Some Other Race | | 234 | 3.1% |
| Population Reporting Two or More Races | | 407 | 5.4% |
| Total Hispanic Population | | 605 | 8.0% |
| Population by Sex | | | |
| Male | | 3,773 | 50.0% |
| Female | | 3,769 | 50.0% |
| Population by Age | | | |
| Total | | 7,541 | 100.0% |
| Age 0 - 4 | | 425 | 5.6% |
| Age 5 - 9 | | 311 | 4.1% |
| Age 10 - 14 | | 326 | 4.3% |
| Age 15 - 19 | | 304 | 4.0% |
| Age 20 - 24 | | 502 | 6.7% |
| Age 25 - 29 | | 733 | 9.7% |
| Age 30 - 34 | | 676 | 9.0% |
| Age 35 - 39 | | 588 | 7.8% |
| Age 40 - 44 | | 552 | 7.3% |
| Age 45 - 49 | | 561 | 7.4% |
| Age 50 - 54 | | 592 | 7.9% |
| Age 55 - 59 | | 540 | 7.2% |
| Age 60 - 64 | | 406 | 5.4% |
| Age 65 - 69 | | 292 | 3.9% |
| Age 70 - 74 | | 210 | 2.8% |
| Age 75 - 79 | | 184 | 2.4% |
| Age 80 - 84 | | 156 | 2.1% |
| Age 85+ | | 184 | 2.4% |
| Age 18+ | | 6,288 | 83.4% |
| Age 65+ | | 1,026 | 13.6% |
| Median Age by Sex and Race/Hispanic Origin | | | |
| Total Population | | 39.2 | |
| Male | | 38.7 | |
| Female | | 39.8 | |
| White Alone | | 43.6 | |
| Black Alone | | 35.4 | |
| American Indian Alone | | 37.1 | |
| Asian Alone | | 35.8 | |
| Pacific Islander Alone | | 32.5 | |
| Some Other Race Alone | | 28.0 | |
| Two or More Races | | 24.5 | |
| Hispanic Population | | 27.3 | |

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

| Households by Type | | |
|---|-------|--------|
| Total | 3,530 | 100.0% |
| Households with 1 Person | 1,428 | 40.5% |
| Households with 2+ People | 2,102 | 59.5% |
| Family Households | 1,704 | 48.3% |
| Husband-wife Families | 1,270 | 36.0% |
| With Own Children | 447 | 12.7% |
| Other Family (No Spouse Present) | 434 | 12.3% |
| With Own Children | 221 | 6.3% |
| Nonfamily Households | 398 | 11.3% |
| All Households with Children | 733 | 20.8% |
| Multigenerational Households | 87 | 2.5% |
| Unmarried Partner Households | 315 | 8.9% |
| Male-female | 281 | 8.0% |
| Same-sex | 34 | 1.0% |
| Average Household Size | 2.12 | |
| Family Households by Size | | |
| Total | 1,704 | 100.0% |
| 2 People | 829 | 48.7% |
| 3 People | 397 | 23.3% |
| 4 People | 282 | 16.5% |
| 5 People | 114 | 6.7% |
| 6 People | 51 | 3.0% |
| 7+ People | 31 | 1.8% |
| Average Family Size | 2.88 | |
| Nonfamily Households by Size | | |
| Total | 1,826 | 100.0% |
| 1 Person | 1,428 | 78.2% |
| 2 People | 342 | 18.7% |
| 3 People | 35 | 1.9% |
| 4 People | 16 | 0.9% |
| 5 People | 4 | 0.2% |
| 6 People | 0 | 0.0% |
| 7+ People | 1 | 0.1% |
| Average Nonfamily Size | 1.31 | |
| Population by Relationship and Household Type | | |
| Total | 7,542 | 100.0% |
| In Households | 7,498 | 99.4% |
| In Family Households | 5,109 | 67.7% |
| Householder | 1,713 | 22.7% |
| Spouse | 1,273 | 16.9% |
| Child | 1,603 | 21.3% |
| Other relative | 320 | 4.2% |
| Nonrelative | 200 | 2.7% |
| In Nonfamily Households | 2,388 | 31.7% |
| In Group Quarters | 44 | 0.6% |
| Institutionalized Population | 31 | 0.4% |
| Noninstitutionalized Population | 13 | 0.2% |

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

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

| Family Households by Age of Householder | | |
|---|-------|--------|
| Total | 1,703 | 100.0% |
| Householder Age 15 - 44 | 748 | 43.9% |
| Householder Age 45 - 54 | 377 | 22.1% |
| Householder Age 55 - 64 | 303 | 17.8% |
| Householder Age 65 - 74 | 148 | 8.7% |
| Householder Age 75+ | 127 | 7.5% |
| Nonfamily Households by Age of Householder | | |
| Total | 1,826 | 100.0% |
| Householder Age 15 - 44 | 766 | 42.0% |
| Householder Age 45 - 54 | 328 | 18.0% |
| Householder Age 55 - 64 | 301 | 16.5% |
| Householder Age 65 - 74 | 184 | 10.1% |
| Householder Age 75+ | 247 | 13.5% |
| Households by Race of Householder | | |
| Total | 3,529 | 100.0% |
| Householder is White Alone | 2,484 | 70.4% |
| Householder is Black Alone | 353 | 10.0% |
| Householder is American Indian Alone | 27 | 0.8% |
| Householder is Asian Alone | 454 | 12.9% |
| Householder is Pacific Islander Alone | 8 | 0.2% |
| Householder is Some Other Race Alone | 78 | 2.2% |
| Householder is Two or More Races | 125 | 3.5% |
| Households with Hispanic Householder | 194 | 5.5% |
| Husband-wife Families by Race of Householder | | |
| Total | 1,269 | 100.0% |
| Householder is White Alone | 867 | 68.3% |
| Householder is Black Alone | 95 | 7.5% |
| Householder is American Indian Alone | 7 | 0.6% |
| Householder is Asian Alone | 237 | 18.7% |
| Householder is Pacific Islander Alone | 4 | 0.3% |
| Householder is Some Other Race Alone | 25 | 2.0% |
| Householder is Two or More Races | 34 | 2.7% |
| Husband-wife Families with Hispanic Householder | 71 | 5.6% |
| Other Families (No Spouse) by Race of Householder | | |
| Total | 435 | 100.0% |
| Householder is White Alone | 251 | 57.7% |
| Householder is Black Alone | 79 | 18.2% |
| Householder is American Indian Alone | 4 | 0.9% |
| Householder is Asian Alone | 55 | 12.6% |
| Householder is Pacific Islander Alone | 1 | 0.2% |
| Householder is Some Other Race Alone | 16 | 3.7% |
| Householder is Two or More Races | 29 | 6.7% |
| Other Families with Hispanic Householder | 44 | 10.1% |
| Nonfamily Households by Race of Householder | | |
| Total | 1,826 | 100.0% |
| Householder is White Alone | 1,366 | 74.8% |
| Householder is Black Alone | 179 | 9.8% |
| Householder is American Indian Alone | 16 | 0.9% |
| Householder is Asian Alone | 162 | 8.9% |
| Householder is Pacific Islander Alone | 4 | 0.2% |
| Householder is Some Other Race Alone | 37 | 2.0% |
| Householder is Two or More Races | 62 | 3.4% |
| Nonfamily Households with Hispanic Householder | 79 | 4.3% |

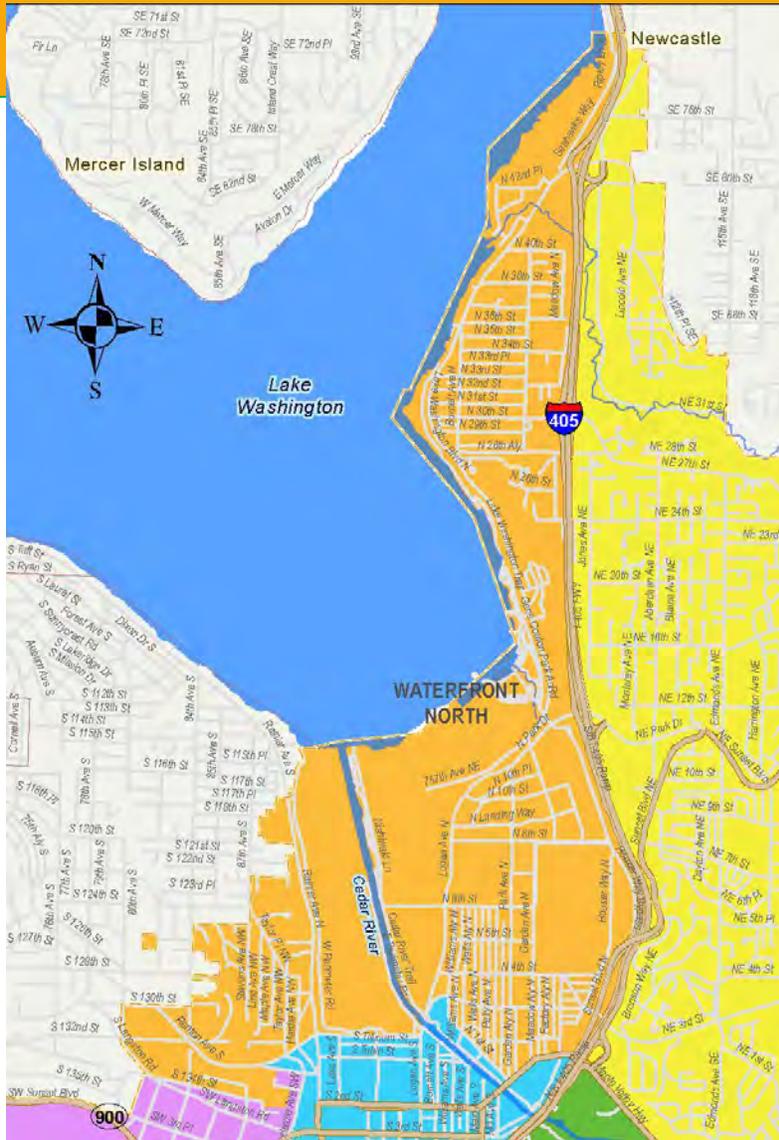
Source: U.S. Census Bureau, Census 2010 Summary File 1.

| Total Housing Units by Occupancy | | |
|---|-------|--------|
| Total | 4,207 | 100.0% |
| Occupied Housing Units | 3,529 | 83.9% |
| Vacant Housing Units | | |
| For Rent | 508 | 12.1% |
| Rented, not Occupied | 13 | 0.3% |
| For Sale Only | 70 | 1.7% |
| Sold, not Occupied | 11 | 0.3% |
| For Seasonal/Recreational/Occasional Use | 22 | 0.5% |
| For Migrant Workers | 0 | 0.0% |
| Other Vacant | 54 | 1.3% |
| Total Vacancy Rate | 17.5% | |
| Households by Tenure and Mortgage Status | | |
| Total | 3,529 | 100.0% |
| Owner Occupied | 1,436 | 40.7% |
| Owned with a Mortgage/Loan | 1,093 | 31.0% |
| Owned Free and Clear | 343 | 9.7% |
| Average Household Size | 2.48 | |
| Renter Occupied | 2,093 | 59.3% |
| Average Household Size | 1.88 | |
| Owner-occupied Housing Units by Race of Householder | | |
| Total | 1,435 | 100.0% |
| Householder is White Alone | 1,051 | 73.2% |
| Householder is Black Alone | 87 | 6.1% |
| Householder is American Indian Alone | 4 | 0.3% |
| Householder is Asian Alone | 239 | 16.7% |
| Householder is Pacific Islander Alone | 2 | 0.1% |
| Householder is Some Other Race Alone | 16 | 1.1% |
| Householder is Two or More Races | 36 | 2.5% |
| Owner-occupied Housing Units with Hispanic Householder | 45 | 3.1% |
| Renter-occupied Housing Units by Race of Householder | | |
| Total | 2,092 | 100.0% |
| Householder is White Alone | 1,433 | 68.5% |
| Householder is Black Alone | 266 | 12.7% |
| Householder is American Indian Alone | 23 | 1.1% |
| Householder is Asian Alone | 214 | 10.2% |
| Householder is Pacific Islander Alone | 6 | 0.3% |
| Householder is Some Other Race Alone | 62 | 3.0% |
| Householder is Two or More Races | 88 | 4.2% |
| Renter-occupied Housing Units with Hispanic Householder | 149 | 7.1% |
| Average Household Size by Race/Hispanic Origin of Householder | | |
| Householder is White Alone | 1.97 | |
| Householder is Black Alone | 2.24 | |
| Householder is American Indian Alone | 2.00 | |
| Householder is Asian Alone | 2.64 | |
| Householder is Pacific Islander Alone | 2.13 | |
| Householder is Some Other Race Alone | 2.91 | |
| Householder is Two or More Races | 2.55 | |
| Householder is Hispanic | 2.94 | |

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

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Water Front North Renton Age



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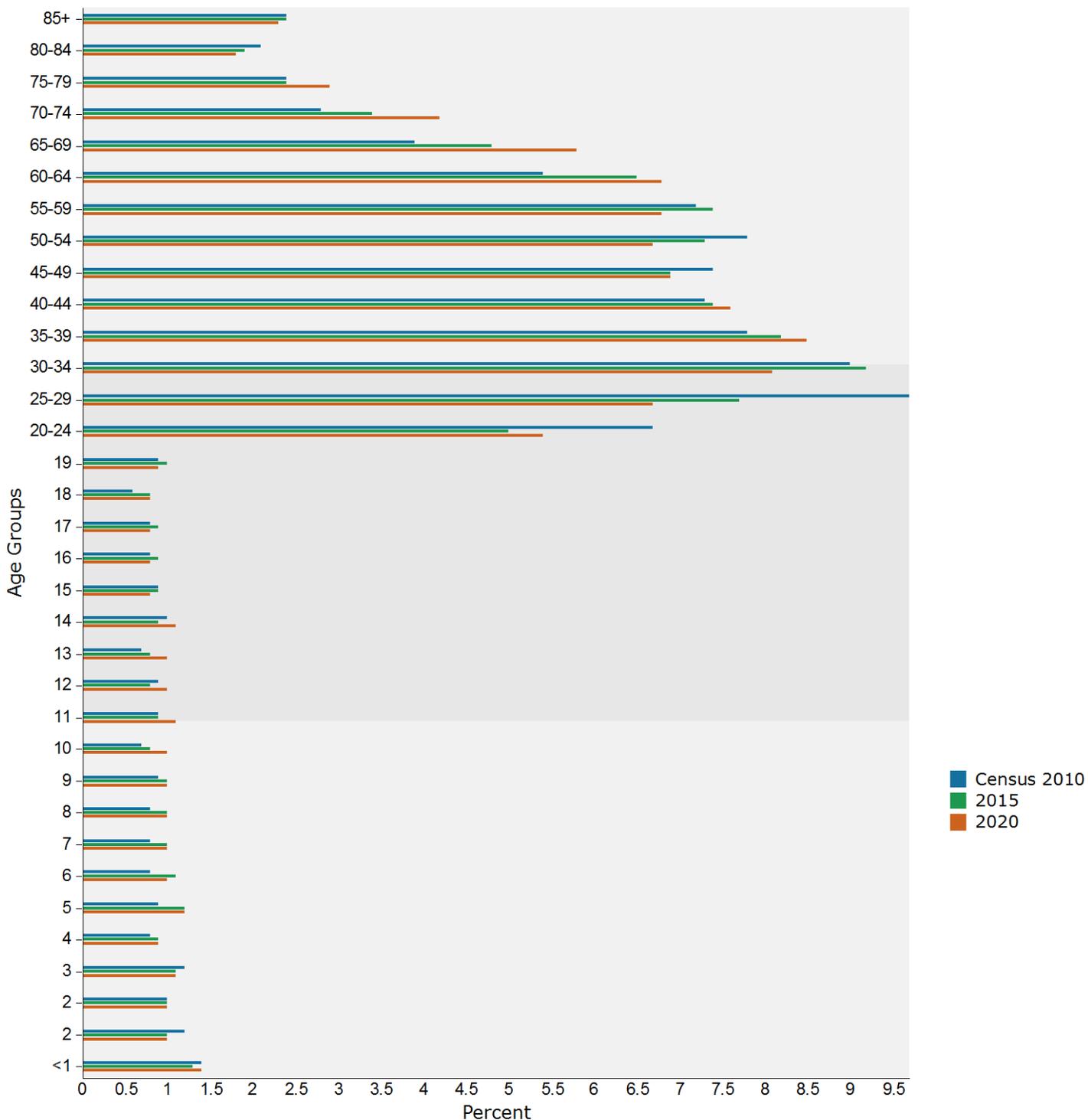
| Summary | Census 2010 | 2015 | 2020 | 2015-2020 Change | 2015-2020 Annual Rate |
|-------------------|-------------|-------|-------|------------------|-----------------------|
| Population | 7,542 | 8,211 | 8,923 | 712 | 1.68% |
| Households | 3,529 | 3,899 | 4,250 | 351 | 1.74% |
| Average Household | 2.12 | 2.09 | 2.09 | 0.00 | 0.00% |

| Total Population by Detailed Age | Census 2010 | | 2015 | | 2020 | |
|----------------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 7,544 | 100.0% | 8,210 | 100.0% | 8,926 | 100.0% |
| <1 | 109 | 1.4% | 106 | 1.3% | 121 | 1.4% |
| 1 | 87 | 1.2% | 80 | 1.0% | 88 | 1.0% |
| 2 | 77 | 1.0% | 82 | 1.0% | 88 | 1.0% |
| 3 | 89 | 1.2% | 92 | 1.1% | 99 | 1.1% |
| 4 | 64 | 0.8% | 73 | 0.9% | 77 | 0.9% |
| 5 | 71 | 0.9% | 99 | 1.2% | 105 | 1.2% |
| 6 | 60 | 0.8% | 91 | 1.1% | 93 | 1.0% |
| 7 | 58 | 0.8% | 83 | 1.0% | 86 | 1.0% |
| 8 | 58 | 0.8% | 83 | 1.0% | 87 | 1.0% |
| 9 | 65 | 0.9% | 83 | 1.0% | 86 | 1.0% |
| 10 | 56 | 0.7% | 67 | 0.8% | 91 | 1.0% |
| 11 | 66 | 0.9% | 72 | 0.9% | 98 | 1.1% |
| 12 | 71 | 0.9% | 66 | 0.8% | 85 | 1.0% |
| 13 | 56 | 0.7% | 65 | 0.8% | 88 | 1.0% |
| 14 | 77 | 1.0% | 74 | 0.9% | 95 | 1.1% |
| 15 | 65 | 0.9% | 74 | 0.9% | 74 | 0.8% |
| 16 | 64 | 0.8% | 74 | 0.9% | 75 | 0.8% |
| 17 | 63 | 0.8% | 77 | 0.9% | 70 | 0.8% |
| 18 | 47 | 0.6% | 65 | 0.8% | 68 | 0.8% |
| 19 | 65 | 0.9% | 82 | 1.0% | 82 | 0.9% |
| 20 - 24 | 502 | 6.7% | 414 | 5.0% | 478 | 5.4% |
| 25 - 29 | 733 | 9.7% | 635 | 7.7% | 594 | 6.7% |
| 30 - 34 | 676 | 9.0% | 756 | 9.2% | 725 | 8.1% |
| 35 - 39 | 588 | 7.8% | 677 | 8.2% | 763 | 8.5% |
| 40 - 44 | 552 | 7.3% | 610 | 7.4% | 680 | 7.6% |
| 45 - 49 | 561 | 7.4% | 564 | 6.9% | 617 | 6.9% |
| 50 - 54 | 592 | 7.8% | 597 | 7.3% | 596 | 6.7% |
| 55 - 59 | 540 | 7.2% | 610 | 7.4% | 603 | 6.8% |
| 60 - 64 | 406 | 5.4% | 537 | 6.5% | 605 | 6.8% |
| 65 - 69 | 292 | 3.9% | 393 | 4.8% | 515 | 5.8% |
| 70 - 74 | 210 | 2.8% | 281 | 3.4% | 374 | 4.2% |
| 75 - 79 | 184 | 2.4% | 195 | 2.4% | 255 | 2.9% |
| 80 - 84 | 156 | 2.1% | 154 | 1.9% | 164 | 1.8% |
| 85+ | 184 | 2.4% | 199 | 2.4% | 201 | 2.3% |
| <18 | 1,254 | 16.6% | 1,441 | 17.5% | 1,605 | 18.0% |
| 18+ | 6,288 | 83.4% | 6,769 | 82.4% | 7,319 | 82.0% |
| 21+ | 6,111 | 81.0% | 6,558 | 79.9% | 7,098 | 79.5% |
| Median Age | 39.2 | | 40.3 | | 41.1 | |

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



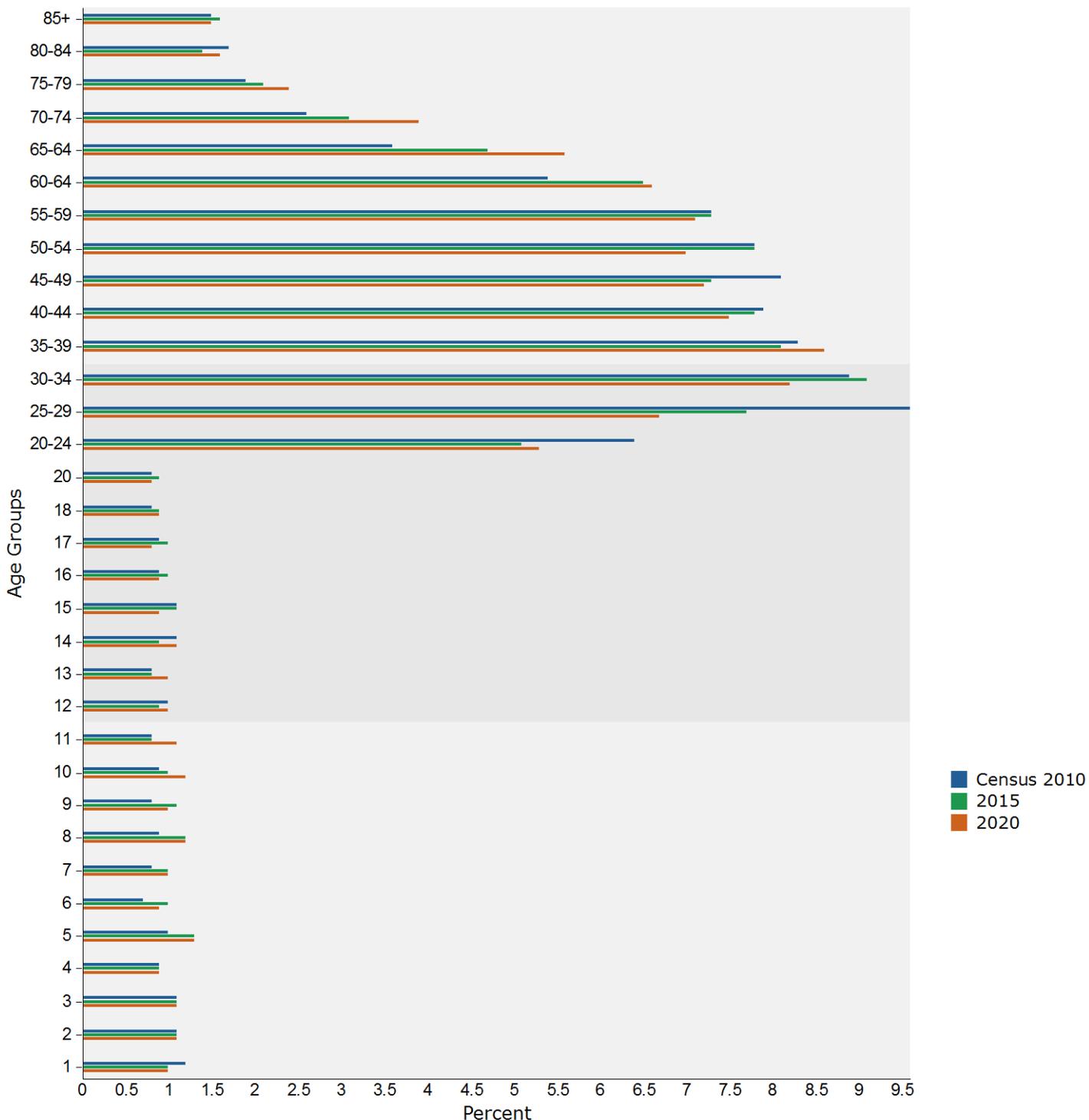
Total Population by Detailed Age



| Male Population by Detailed Age | Census 2010 | | 2015 | | 2020 | |
|---------------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 3,774 | 100.0% | 4,103 | 100.0% | 4,454 | 100.0% |
| <1 | 57 | 1.5% | 56 | 1.4% | 65 | 1.5% |
| 1 | 46 | 1.2% | 41 | 1.0% | 45 | 1.0% |
| 2 | 41 | 1.1% | 46 | 1.1% | 49 | 1.1% |
| 3 | 43 | 1.1% | 46 | 1.1% | 49 | 1.1% |
| 4 | 34 | 0.9% | 36 | 0.9% | 38 | 0.9% |
| 5 | 37 | 1.0% | 53 | 1.3% | 57 | 1.3% |
| 6 | 27 | 0.7% | 41 | 1.0% | 41 | 0.9% |
| 7 | 29 | 0.8% | 43 | 1.0% | 43 | 1.0% |
| 8 | 34 | 0.9% | 49 | 1.2% | 52 | 1.2% |
| 9 | 32 | 0.8% | 44 | 1.1% | 45 | 1.0% |
| 10 | 33 | 0.9% | 39 | 1.0% | 54 | 1.2% |
| 11 | 31 | 0.8% | 34 | 0.8% | 47 | 1.1% |
| 12 | 38 | 1.0% | 36 | 0.9% | 46 | 1.0% |
| 13 | 30 | 0.8% | 32 | 0.8% | 46 | 1.0% |
| 14 | 41 | 1.1% | 38 | 0.9% | 48 | 1.1% |
| 15 | 40 | 1.1% | 44 | 1.1% | 42 | 0.9% |
| 16 | 34 | 0.9% | 40 | 1.0% | 39 | 0.9% |
| 17 | 35 | 0.9% | 42 | 1.0% | 37 | 0.8% |
| 18 | 29 | 0.8% | 38 | 0.9% | 41 | 0.9% |
| 19 | 31 | 0.8% | 36 | 0.9% | 35 | 0.8% |
| 20 - 24 | 241 | 6.4% | 209 | 5.1% | 238 | 5.3% |
| 25 - 29 | 361 | 9.6% | 314 | 7.7% | 300 | 6.7% |
| 30 - 34 | 335 | 8.9% | 375 | 9.1% | 366 | 8.2% |
| 35 - 39 | 312 | 8.3% | 334 | 8.1% | 382 | 8.6% |
| 40 - 44 | 297 | 7.9% | 321 | 7.8% | 334 | 7.5% |
| 45 - 49 | 304 | 8.1% | 300 | 7.3% | 319 | 7.2% |
| 50 - 54 | 295 | 7.8% | 318 | 7.8% | 311 | 7.0% |
| 55 - 59 | 275 | 7.3% | 300 | 7.3% | 318 | 7.1% |
| 60 - 64 | 202 | 5.4% | 268 | 6.5% | 295 | 6.6% |
| 65 - 69 | 136 | 3.6% | 191 | 4.7% | 250 | 5.6% |
| 70 - 74 | 99 | 2.6% | 126 | 3.1% | 174 | 3.9% |
| 75 - 79 | 73 | 1.9% | 87 | 2.1% | 109 | 2.4% |
| 80 - 84 | 64 | 1.7% | 59 | 1.4% | 71 | 1.6% |
| 85+ | 58 | 1.5% | 67 | 1.6% | 68 | 1.5% |
| <18 | 661 | 17.5% | 759 | 18.5% | 844 | 18.9% |
| 18+ | 3,112 | 82.5% | 3,343 | 81.5% | 3,612 | 81.1% |
| 21+ | 3,020 | 80.0% | 3,235 | 78.8% | 3,500 | 78.5% |
| Median Age | 38.7 | | 39.8 | | 40.3 | |

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

Male Population by Detailed Age

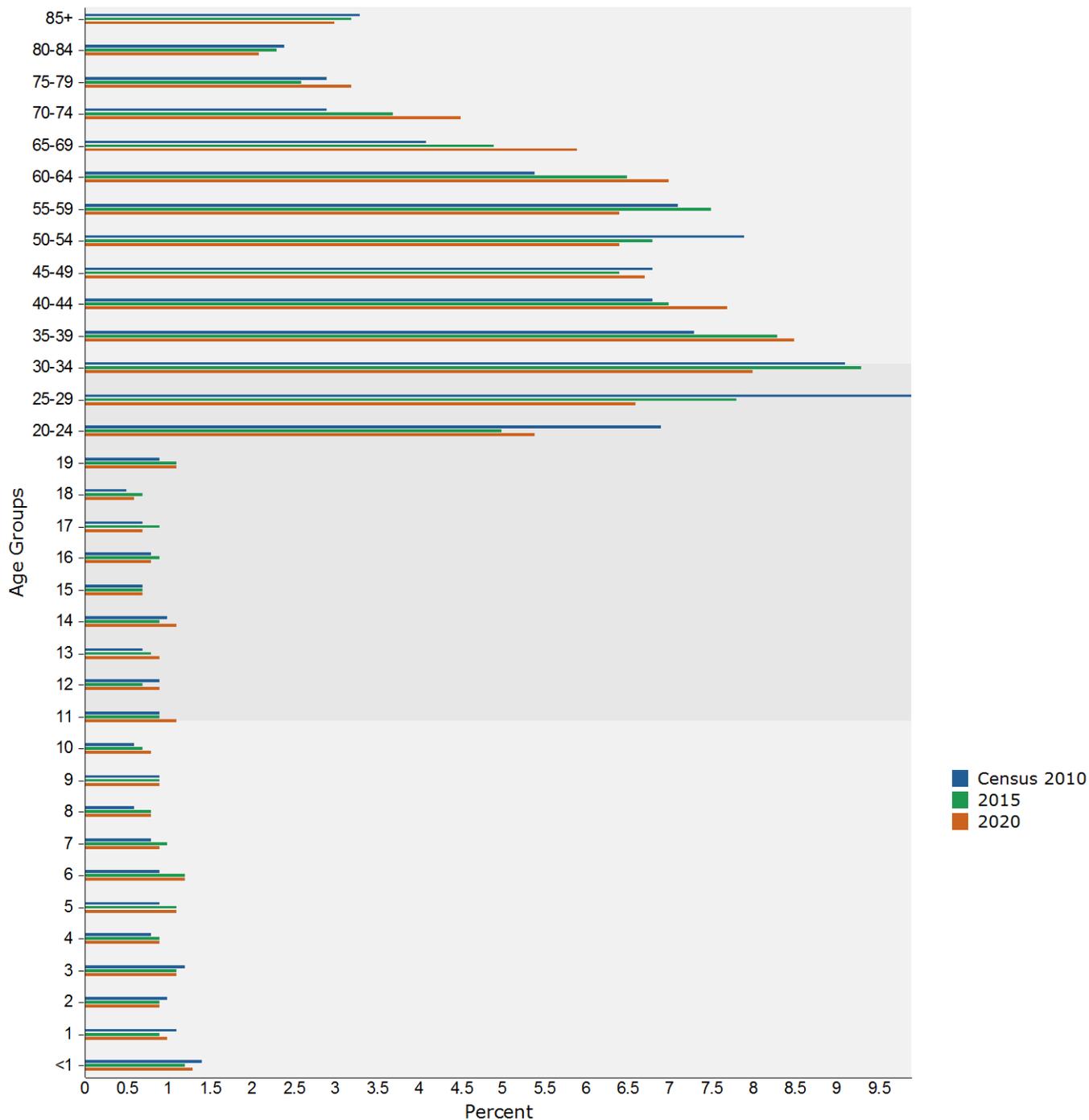


| Female Population by Detailed | Census 2010 | | 2015 | | 2020 | |
|-------------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 3,767 | 100.0% | 4,108 | 100.0% | 4,469 | 100.0% |
| <1 | 52 | 1.4% | 50 | 1.2% | 57 | 1.3% |
| 1 | 40 | 1.1% | 39 | 0.9% | 44 | 1.0% |
| 2 | 36 | 1.0% | 36 | 0.9% | 39 | 0.9% |
| 3 | 46 | 1.2% | 46 | 1.1% | 50 | 1.1% |
| 4 | 29 | 0.8% | 36 | 0.9% | 39 | 0.9% |
| 5 | 34 | 0.9% | 46 | 1.1% | 47 | 1.1% |
| 6 | 33 | 0.9% | 50 | 1.2% | 52 | 1.2% |
| 7 | 29 | 0.8% | 40 | 1.0% | 42 | 0.9% |
| 8 | 23 | 0.6% | 34 | 0.8% | 35 | 0.8% |
| 9 | 33 | 0.9% | 39 | 0.9% | 41 | 0.9% |
| 10 | 23 | 0.6% | 29 | 0.7% | 37 | 0.8% |
| 11 | 35 | 0.9% | 39 | 0.9% | 51 | 1.1% |
| 12 | 33 | 0.9% | 30 | 0.7% | 39 | 0.9% |
| 13 | 26 | 0.7% | 33 | 0.8% | 42 | 0.9% |
| 14 | 36 | 1.0% | 36 | 0.9% | 47 | 1.1% |
| 15 | 25 | 0.7% | 30 | 0.7% | 32 | 0.7% |
| 16 | 30 | 0.8% | 35 | 0.9% | 36 | 0.8% |
| 17 | 28 | 0.7% | 35 | 0.9% | 32 | 0.7% |
| 18 | 18 | 0.5% | 27 | 0.7% | 26 | 0.6% |
| 19 | 34 | 0.9% | 46 | 1.1% | 47 | 1.1% |
| 20 - 24 | 260 | 6.9% | 205 | 5.0% | 240 | 5.4% |
| 25 - 29 | 373 | 9.9% | 321 | 7.8% | 294 | 6.6% |
| 30 - 34 | 342 | 9.1% | 381 | 9.3% | 359 | 8.0% |
| 35 - 39 | 276 | 7.3% | 343 | 8.3% | 381 | 8.5% |
| 40 - 44 | 255 | 6.8% | 289 | 7.0% | 346 | 7.7% |
| 45 - 49 | 257 | 6.8% | 263 | 6.4% | 298 | 6.7% |
| 50 - 54 | 296 | 7.9% | 279 | 6.8% | 285 | 6.4% |
| 55 - 59 | 266 | 7.1% | 310 | 7.5% | 285 | 6.4% |
| 60 - 64 | 204 | 5.4% | 269 | 6.5% | 311 | 7.0% |
| 65 - 69 | 156 | 4.1% | 203 | 4.9% | 264 | 5.9% |
| 70 - 74 | 111 | 2.9% | 154 | 3.7% | 200 | 4.5% |
| 75 - 79 | 111 | 2.9% | 107 | 2.6% | 145 | 3.2% |
| 80 - 84 | 92 | 2.4% | 96 | 2.3% | 93 | 2.1% |
| 85+ | 125 | 3.3% | 132 | 3.2% | 133 | 3.0% |
| <18 | 592 | 15.7% | 683 | 16.6% | 760 | 17.0% |
| 18+ | 3,176 | 84.3% | 3,426 | 83.4% | 3,707 | 83.0% |
| 21+ | 3,091 | 82.0% | 3,324 | 80.9% | 3,598 | 80.5% |
| Median Age | 39.8 | | 40.8 | | 41.8 | |

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



Female Population by Detailed Age



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

| Summary | Census 2010 | 2015 | 2020 | 2015-2020 Change | 2015-2020 Annual Rate |
|-------------------|-------------|-------|-------|------------------|-----------------------|
| Population | 7,542 | 8,211 | 8,923 | 712 | 1.68% |
| Households | 3,529 | 3,899 | 4,250 | 351 | 1.74% |
| Average Household | 2.12 | 2.09 | 2.09 | 0.00 | 0.00% |
| Median Age | 39.2 | 40.3 | 41.1 | 0.8 | 0.39% |
| Median Male Age | 38.7 | 39.8 | 40.3 | 0.5 | 0.25% |
| Median Female Age | 39.8 | 40.8 | 41.8 | 1.0 | 0.49% |

| Total Population by Age | Census 2010 | | 2015 | | 2020 | |
|-------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 7,541 | 100.0% | 8,210 | 100.0% | 8,925 | 100.0% |
| 0 - 4 | 425 | 5.6% | 432 | 5.3% | 474 | 5.3% |
| 5 - 9 | 311 | 4.1% | 439 | 5.3% | 456 | 5.1% |
| 10 - 14 | 326 | 4.3% | 345 | 4.2% | 456 | 5.1% |
| 15 - 19 | 304 | 4.0% | 372 | 4.5% | 369 | 4.1% |
| 20 - 24 | 502 | 6.7% | 414 | 5.0% | 478 | 5.4% |
| 25 - 29 | 733 | 9.7% | 635 | 7.7% | 594 | 6.7% |
| 30 - 34 | 676 | 9.0% | 756 | 9.2% | 725 | 8.1% |
| 35 - 39 | 588 | 7.8% | 677 | 8.2% | 763 | 8.5% |
| 40 - 44 | 552 | 7.3% | 610 | 7.4% | 680 | 7.6% |
| 45 - 49 | 561 | 7.4% | 564 | 6.9% | 617 | 6.9% |
| 50 - 54 | 592 | 7.9% | 597 | 7.3% | 596 | 6.7% |
| 55 - 59 | 540 | 7.2% | 610 | 7.4% | 603 | 6.8% |
| 60 - 64 | 406 | 5.4% | 537 | 6.5% | 605 | 6.8% |
| 65 - 69 | 292 | 3.9% | 393 | 4.8% | 515 | 5.8% |
| 70 - 74 | 210 | 2.8% | 281 | 3.4% | 374 | 4.2% |
| 75 - 79 | 184 | 2.4% | 195 | 2.4% | 255 | 2.9% |
| 80 - 84 | 156 | 2.1% | 154 | 1.9% | 164 | 1.8% |
| 85+ | 184 | 2.4% | 199 | 2.4% | 201 | 2.3% |
| 18+ | 6,288 | 83.4% | 6,769 | 82.4% | 7,319 | 82.0% |
| 21+ | 6,111 | 81.0% | 6,558 | 79.9% | 7,098 | 79.5% |

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

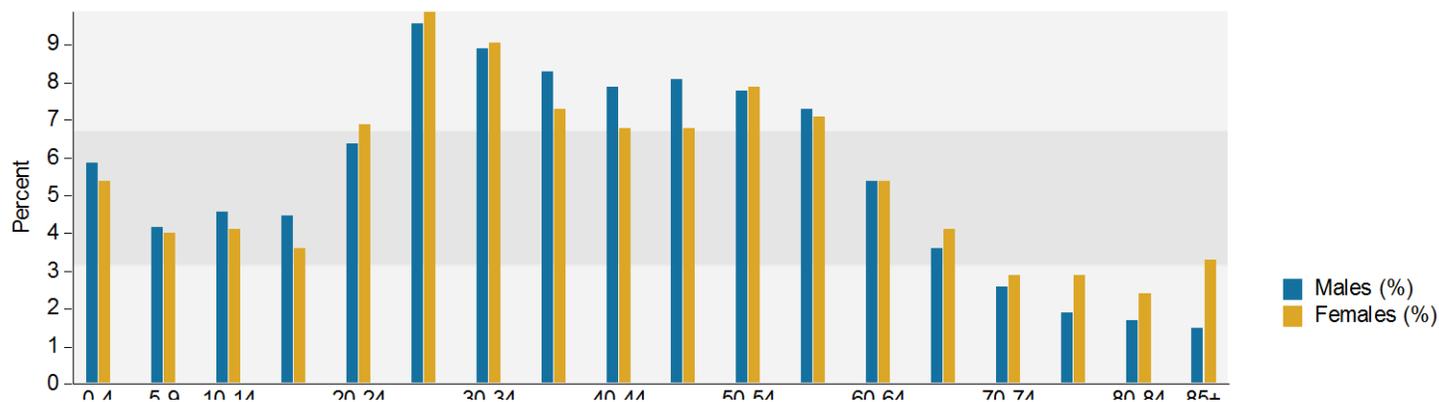
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

| Male Population by Age | Census 2010 | | 2015 | | 2020 | |
|------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 3,772 | 100.0% | 4,103 | 100.0% | 4,456 | 100.0% |
| 0 - 4 | 221 | 5.9% | 225 | 5.5% | 246 | 5.5% |
| 5 - 9 | 159 | 4.2% | 230 | 5.6% | 239 | 5.4% |
| 10 - 14 | 172 | 4.6% | 178 | 4.3% | 241 | 5.4% |
| 15 - 19 | 168 | 4.5% | 200 | 4.9% | 195 | 4.4% |
| 20 - 24 | 241 | 6.4% | 209 | 5.1% | 238 | 5.3% |
| 25 - 29 | 361 | 9.6% | 314 | 7.7% | 300 | 6.7% |
| 30 - 34 | 335 | 8.9% | 375 | 9.1% | 366 | 8.2% |
| 35 - 39 | 312 | 8.3% | 334 | 8.1% | 382 | 8.6% |
| 40 - 44 | 297 | 7.9% | 321 | 7.8% | 334 | 7.5% |
| 45 - 49 | 304 | 8.1% | 300 | 7.3% | 319 | 7.2% |
| 50 - 54 | 295 | 7.8% | 318 | 7.8% | 311 | 7.0% |
| 55 - 59 | 275 | 7.3% | 300 | 7.3% | 318 | 7.1% |
| 60 - 64 | 202 | 5.4% | 268 | 6.5% | 295 | 6.6% |
| 65 - 69 | 136 | 3.6% | 191 | 4.7% | 250 | 5.6% |
| 70 - 74 | 99 | 2.6% | 126 | 3.1% | 174 | 3.9% |
| 75 - 79 | 73 | 1.9% | 87 | 2.1% | 109 | 2.4% |
| 80 - 84 | 64 | 1.7% | 59 | 1.4% | 71 | 1.6% |
| 85+ | 58 | 1.5% | 67 | 1.6% | 68 | 1.5% |
| 18+ | 3,112 | 82.5% | 3,343 | 81.5% | 3,612 | 81.1% |

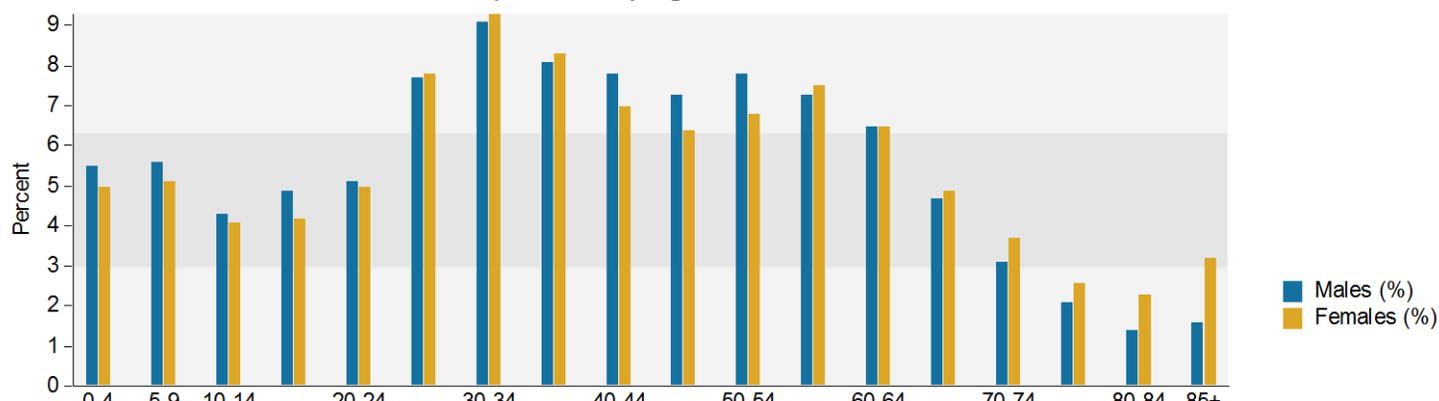
| Female Population by Age | Census 2010 | | 2015 | | 2020 | |
|--------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 3,769 | 100.0% | 4,108 | 100.0% | 4,467 | 100.0% |
| 0 - 4 | 204 | 5.4% | 207 | 5.0% | 228 | 5.1% |
| 5 - 9 | 152 | 4.0% | 209 | 5.1% | 217 | 4.9% |
| 10 - 14 | 153 | 4.1% | 167 | 4.1% | 215 | 4.8% |
| 15 - 19 | 136 | 3.6% | 172 | 4.2% | 174 | 3.9% |
| 20 - 24 | 260 | 6.9% | 205 | 5.0% | 240 | 5.4% |
| 25 - 29 | 373 | 9.9% | 321 | 7.8% | 294 | 6.6% |
| 30 - 34 | 342 | 9.1% | 381 | 9.3% | 359 | 8.0% |
| 35 - 39 | 276 | 7.3% | 343 | 8.3% | 381 | 8.5% |
| 40 - 44 | 255 | 6.8% | 289 | 7.0% | 346 | 7.7% |
| 45 - 49 | 257 | 6.8% | 263 | 6.4% | 298 | 6.7% |
| 50 - 54 | 296 | 7.9% | 279 | 6.8% | 285 | 6.4% |
| 55 - 59 | 266 | 7.1% | 310 | 7.5% | 285 | 6.4% |
| 60 - 64 | 204 | 5.4% | 269 | 6.5% | 311 | 7.0% |
| 65 - 69 | 156 | 4.1% | 203 | 4.9% | 264 | 5.9% |
| 70 - 74 | 111 | 2.9% | 154 | 3.7% | 200 | 4.5% |
| 75 - 79 | 111 | 2.9% | 107 | 2.6% | 145 | 3.2% |
| 80 - 84 | 92 | 2.4% | 96 | 2.3% | 93 | 2.1% |
| 85+ | 125 | 3.3% | 132 | 3.2% | 133 | 3.0% |
| 18+ | 3,176 | 84.3% | 3,426 | 83.4% | 3,707 | 83.0% |

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

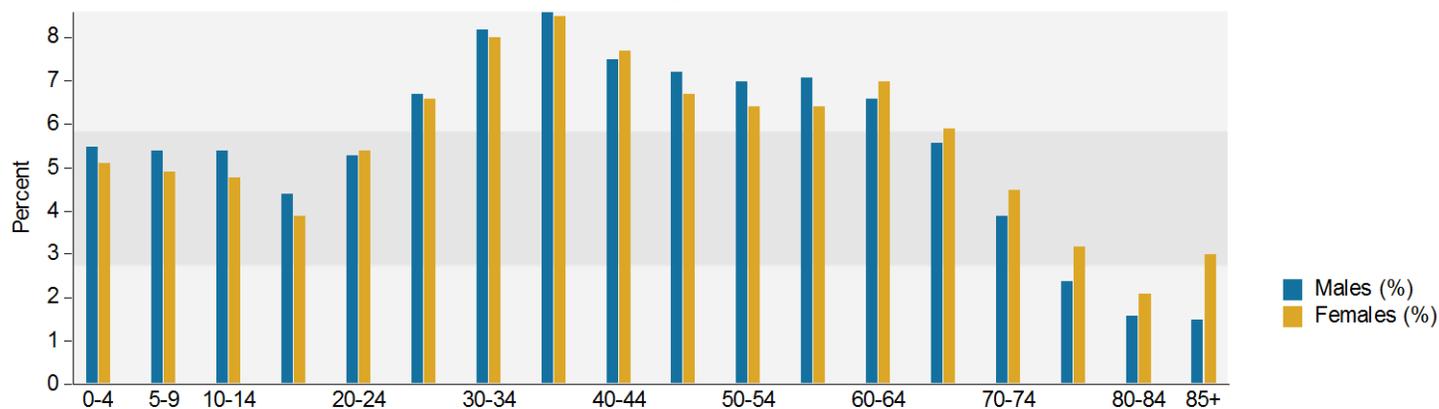
Census 2010 Population by Age and Sex



2015 Population by Age and Sex



2020 Population by Age and Sex



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

| Summary | Census 2010 | 2015 | 2020 | 2015-2020 Change | 2015-2020 Annual Rate |
|-------------------|-------------|-------|-------|------------------|-----------------------|
| Population | 7,542 | 8,211 | 8,923 | 712 | 1.68% |
| Households | 3,529 | 3,899 | 4,250 | 351 | 1.74% |
| Median Age | 39.2 | 40.3 | 41.1 | 0.8 | 0.39% |
| Median Male Age | 38.7 | 39.8 | 40.3 | 0.5 | 0.25% |
| Median Female Age | 39.8 | 40.8 | 41.8 | 1.0 | 0.49% |

2015 Hispanic Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 731 | 100.0% | 391 | 100.0% | 343 | 100.0% |
| 0 - 4 | 76 | 10.4% | 46 | 11.8% | 30 | 8.7% |
| 5 - 9 | 63 | 8.6% | 36 | 9.2% | 27 | 7.9% |
| 10 - 14 | 59 | 8.1% | 29 | 7.4% | 30 | 8.7% |
| 15 - 19 | 65 | 8.9% | 46 | 11.8% | 19 | 5.5% |
| 20 - 24 | 65 | 8.9% | 31 | 7.9% | 34 | 9.9% |
| 25 - 29 | 62 | 8.5% | 35 | 9.0% | 27 | 7.9% |
| 30 - 34 | 91 | 12.4% | 42 | 10.7% | 49 | 14.3% |
| 35 - 39 | 76 | 10.4% | 37 | 9.5% | 39 | 11.4% |
| 40 - 44 | 59 | 8.1% | 33 | 8.4% | 26 | 7.6% |
| 45 - 49 | 20 | 2.7% | 13 | 3.3% | 7 | 2.0% |
| 50 - 54 | 25 | 3.4% | 12 | 3.1% | 14 | 4.1% |
| 55 - 59 | 23 | 3.1% | 8 | 2.0% | 15 | 4.4% |
| 60 - 64 | 20 | 2.7% | 8 | 2.0% | 13 | 3.8% |
| 65 - 69 | 10 | 1.4% | 8 | 2.0% | 2 | 0.6% |
| 70 - 74 | 5 | 0.7% | 0 | 0.0% | 5 | 1.5% |
| 75 - 79 | 5 | 0.7% | 4 | 1.0% | 2 | 0.6% |
| 80 - 84 | 5 | 0.7% | 3 | 0.8% | 2 | 0.6% |
| 85+ | 2 | 0.3% | 0 | 0.0% | 2 | 0.6% |
| Median Age | 28.0 | | 26.1 | | 30.5 | |

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

2015 White Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 5,002 | 100.0% | 2,533 | 100.0% | 2,470 | 100.0% |
| 0 - 4 | 195 | 3.9% | 104 | 4.1% | 91 | 3.7% |
| 5 - 9 | 202 | 4.0% | 113 | 4.5% | 90 | 3.6% |
| 10 - 14 | 169 | 3.4% | 82 | 3.2% | 87 | 3.5% |
| 15 - 19 | 171 | 3.4% | 90 | 3.6% | 80 | 3.2% |
| 20 - 24 | 226 | 4.5% | 117 | 4.6% | 108 | 4.4% |
| 25 - 29 | 352 | 7.0% | 177 | 7.0% | 175 | 7.1% |
| 30 - 34 | 406 | 8.1% | 206 | 8.1% | 200 | 8.1% |
| 35 - 39 | 386 | 7.7% | 197 | 7.8% | 190 | 7.7% |
| 40 - 44 | 380 | 7.6% | 207 | 8.2% | 174 | 7.0% |
| 45 - 49 | 362 | 7.2% | 191 | 7.5% | 170 | 6.9% |
| 50 - 54 | 402 | 8.0% | 224 | 8.8% | 178 | 7.2% |
| 55 - 59 | 429 | 8.6% | 213 | 8.4% | 216 | 8.7% |
| 60 - 64 | 383 | 7.7% | 200 | 7.9% | 183 | 7.4% |
| 65 - 69 | 299 | 6.0% | 145 | 5.7% | 154 | 6.2% |
| 70 - 74 | 204 | 4.1% | 93 | 3.7% | 111 | 4.5% |
| 75 - 79 | 156 | 3.1% | 73 | 2.9% | 83 | 3.4% |
| 80 - 84 | 113 | 2.3% | 45 | 1.8% | 69 | 2.8% |
| 85+ | 167 | 3.3% | 56 | 2.2% | 111 | 4.5% |
| Median Age | 45.2 | | 44.4 | | 46.2 | |

2015 Black Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 886 | 100.0% | 435 | 100.0% | 449 | 100.0% |
| 0 - 4 | 55 | 6.2% | 25 | 5.7% | 30 | 6.7% |
| 5 - 9 | 50 | 5.6% | 28 | 6.4% | 22 | 4.9% |
| 10 - 14 | 56 | 6.3% | 28 | 6.4% | 27 | 6.0% |
| 15 - 19 | 62 | 7.0% | 31 | 7.1% | 31 | 6.9% |
| 20 - 24 | 50 | 5.6% | 26 | 6.0% | 24 | 5.3% |
| 25 - 29 | 65 | 7.3% | 34 | 7.8% | 31 | 6.9% |
| 30 - 34 | 80 | 9.0% | 38 | 8.7% | 42 | 9.4% |
| 35 - 39 | 76 | 8.6% | 36 | 8.3% | 40 | 8.9% |
| 40 - 44 | 59 | 6.7% | 26 | 6.0% | 32 | 7.1% |
| 45 - 49 | 75 | 8.5% | 42 | 9.7% | 33 | 7.3% |
| 50 - 54 | 64 | 7.2% | 33 | 7.6% | 31 | 6.9% |
| 55 - 59 | 64 | 7.2% | 32 | 7.4% | 32 | 7.1% |
| 60 - 64 | 45 | 5.1% | 20 | 4.6% | 24 | 5.3% |
| 65 - 69 | 29 | 3.3% | 15 | 3.4% | 14 | 3.1% |
| 70 - 74 | 28 | 3.2% | 10 | 2.3% | 19 | 4.2% |
| 75 - 79 | 11 | 1.2% | 6 | 1.4% | 5 | 1.1% |
| 80 - 84 | 9 | 1.0% | 3 | 0.7% | 6 | 1.3% |
| 85+ | 8 | 0.9% | 2 | 0.5% | 6 | 1.3% |
| Median Age | 36.6 | | 36.0 | | 37.2 | |

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

2015 American Indian Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 58 | 100.0% | 22 | 100.0% | 34 | 100.0% |
| 0 - 4 | 1 | 1.7% | 0 | 0.0% | 1 | 2.9% |
| 5 - 9 | 1 | 1.7% | 1 | 4.5% | 0 | 0.0% |
| 10 - 14 | 2 | 3.4% | 1 | 4.5% | 1 | 2.9% |
| 15 - 19 | 4 | 6.9% | 2 | 9.1% | 2 | 5.9% |
| 20 - 24 | 5 | 8.6% | 2 | 9.1% | 4 | 11.8% |
| 25 - 29 | 7 | 12.1% | 2 | 9.1% | 5 | 14.7% |
| 30 - 34 | 4 | 6.9% | 2 | 9.1% | 2 | 5.9% |
| 35 - 39 | 8 | 13.8% | 1 | 4.5% | 7 | 20.6% |
| 40 - 44 | 6 | 10.3% | 4 | 18.2% | 2 | 5.9% |
| 45 - 49 | 6 | 10.3% | 3 | 13.6% | 3 | 8.8% |
| 50 - 54 | 3 | 5.2% | 1 | 4.5% | 2 | 5.9% |
| 55 - 59 | 3 | 5.2% | 2 | 9.1% | 1 | 2.9% |
| 60 - 64 | 1 | 1.7% | 0 | 0.0% | 1 | 2.9% |
| 65 - 69 | 2 | 3.4% | 1 | 4.5% | 1 | 2.9% |
| 70 - 74 | 2 | 3.4% | 1 | 4.5% | 1 | 2.9% |
| 75 - 79 | 1 | 1.7% | 0 | 0.0% | 1 | 2.9% |
| 80 - 84 | 1 | 1.7% | 0 | 0.0% | 1 | 2.9% |
| 85+ | 1 | 1.7% | 0 | 0.0% | 1 | 2.9% |
| Median Age | 38.1 | | 40.6 | | 37.1 | |

2015 Asian Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 1,466 | 100.0% | 694 | 100.0% | 774 | 100.0% |
| 0 - 4 | 90 | 6.1% | 50 | 7.2% | 40 | 5.2% |
| 5 - 9 | 95 | 6.5% | 50 | 7.2% | 45 | 5.8% |
| 10 - 14 | 56 | 3.8% | 33 | 4.8% | 24 | 3.1% |
| 15 - 19 | 68 | 4.6% | 31 | 4.5% | 37 | 4.8% |
| 20 - 24 | 72 | 4.9% | 36 | 5.2% | 35 | 4.5% |
| 25 - 29 | 138 | 9.4% | 67 | 9.7% | 71 | 9.2% |
| 30 - 34 | 164 | 11.2% | 74 | 10.7% | 90 | 11.6% |
| 35 - 39 | 134 | 9.1% | 59 | 8.5% | 74 | 9.6% |
| 40 - 44 | 105 | 7.2% | 53 | 7.6% | 53 | 6.8% |
| 45 - 49 | 103 | 7.0% | 50 | 7.2% | 54 | 7.0% |
| 50 - 54 | 89 | 6.1% | 40 | 5.8% | 50 | 6.5% |
| 55 - 59 | 93 | 6.3% | 44 | 6.3% | 49 | 6.3% |
| 60 - 64 | 87 | 5.9% | 38 | 5.5% | 49 | 6.3% |
| 65 - 69 | 55 | 3.8% | 24 | 3.5% | 31 | 4.0% |
| 70 - 74 | 42 | 2.9% | 19 | 2.7% | 23 | 3.0% |
| 75 - 79 | 26 | 1.8% | 8 | 1.2% | 18 | 2.3% |
| 80 - 84 | 26 | 1.8% | 9 | 1.3% | 17 | 2.2% |
| 85+ | 23 | 1.6% | 9 | 1.3% | 14 | 1.8% |
| Median Age | 36.9 | | 35.5 | | 38.0 | |

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

2015 Pacific Islander Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 29 | 100.0% | 15 | 100.0% | 13 | 100.0% |
| 0 - 4 | 1 | 3.4% | 1 | 6.7% | 1 | 7.7% |
| 5 - 9 | 2 | 6.9% | 0 | 0.0% | 2 | 15.4% |
| 10 - 14 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| 15 - 19 | 1 | 3.4% | 1 | 6.7% | 0 | 0.0% |
| 20 - 24 | 3 | 10.3% | 1 | 6.7% | 2 | 15.4% |
| 25 - 29 | 3 | 10.3% | 1 | 6.7% | 2 | 15.4% |
| 30 - 34 | 4 | 13.8% | 2 | 13.3% | 2 | 15.4% |
| 35 - 39 | 4 | 13.8% | 1 | 6.7% | 3 | 23.1% |
| 40 - 44 | 1 | 3.4% | 1 | 6.7% | 0 | 0.0% |
| 45 - 49 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| 50 - 54 | 4 | 13.8% | 3 | 20.0% | 1 | 7.7% |
| 55 - 59 | 3 | 10.3% | 2 | 13.3% | 0 | 0.0% |
| 60 - 64 | 2 | 6.9% | 1 | 6.7% | 0 | 0.0% |
| 65 - 69 | 1 | 3.4% | 0 | 0.0% | 0 | 0.0% |
| 70 - 74 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| 75 - 79 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| 80 - 84 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| 85+ | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Median Age | 35.6 | | 40.0 | | 28.8 | |

2015 Some Other Race Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 286 | 100.0% | 172 | 100.0% | 117 | 100.0% |
| 0 - 4 | 15 | 5.2% | 8 | 4.7% | 7 | 6.0% |
| 5 - 9 | 23 | 8.0% | 12 | 7.0% | 11 | 9.4% |
| 10 - 14 | 22 | 7.7% | 11 | 6.4% | 11 | 9.4% |
| 15 - 19 | 29 | 10.1% | 26 | 15.1% | 3 | 2.6% |
| 20 - 24 | 31 | 10.8% | 17 | 9.9% | 14 | 12.0% |
| 25 - 29 | 28 | 9.8% | 15 | 8.7% | 13 | 11.1% |
| 30 - 34 | 35 | 12.2% | 21 | 12.2% | 15 | 12.8% |
| 35 - 39 | 33 | 11.5% | 21 | 12.2% | 13 | 11.1% |
| 40 - 44 | 28 | 9.8% | 14 | 8.1% | 15 | 12.8% |
| 45 - 49 | 7 | 2.4% | 7 | 4.1% | 0 | 0.0% |
| 50 - 54 | 10 | 3.5% | 6 | 3.5% | 4 | 3.4% |
| 55 - 59 | 10 | 3.5% | 4 | 2.3% | 6 | 5.1% |
| 60 - 64 | 6 | 2.1% | 3 | 1.7% | 3 | 2.6% |
| 65 - 69 | 5 | 1.7% | 5 | 2.9% | 0 | 0.0% |
| 70 - 74 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| 75 - 79 | 1 | 0.3% | 1 | 0.6% | 0 | 0.0% |
| 80 - 84 | 3 | 1.0% | 1 | 0.6% | 2 | 1.7% |
| 85+ | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Median Age | 29.1 | | 29.0 | | 29.8 | |

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

2015 Multiple Races Population by Age

| | Total | | Males | | Females | |
|------------|--------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 487 | 100.0% | 234 | 100.0% | 253 | 100.0% |
| 0 - 4 | 74 | 15.2% | 37 | 15.8% | 38 | 15.0% |
| 5 - 9 | 66 | 13.6% | 28 | 12.0% | 38 | 15.0% |
| 10 - 14 | 40 | 8.2% | 23 | 9.8% | 17 | 6.7% |
| 15 - 19 | 38 | 7.8% | 19 | 8.1% | 19 | 7.5% |
| 20 - 24 | 28 | 5.7% | 10 | 4.3% | 18 | 7.1% |
| 25 - 29 | 42 | 8.6% | 17 | 7.3% | 24 | 9.5% |
| 30 - 34 | 63 | 12.9% | 33 | 14.1% | 30 | 11.9% |
| 35 - 39 | 36 | 7.4% | 19 | 8.1% | 17 | 6.7% |
| 40 - 44 | 30 | 6.2% | 16 | 6.8% | 14 | 5.5% |
| 45 - 49 | 11 | 2.3% | 8 | 3.4% | 4 | 1.6% |
| 50 - 54 | 26 | 5.3% | 12 | 5.1% | 13 | 5.1% |
| 55 - 59 | 9 | 1.8% | 3 | 1.3% | 6 | 2.4% |
| 60 - 64 | 13 | 2.7% | 4 | 1.7% | 9 | 3.6% |
| 65 - 69 | 3 | 0.6% | 0 | 0.0% | 3 | 1.2% |
| 70 - 74 | 5 | 1.0% | 4 | 1.7% | 1 | 0.4% |
| 75 - 79 | 1 | 0.2% | 0 | 0.0% | 1 | 0.4% |
| 80 - 84 | 2 | 0.4% | 1 | 0.4% | 1 | 0.4% |
| 85+ | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Median Age | 24.6 | | 25.0 | | 24.0 | |

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

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

| Demographic Summary | Census 2010 | 2015 | 2020 | 2015-2020 Change | 2015-2020 Annual Rate |
|---|-------------|-----------|-----------|------------------|-----------------------|
| Total Population | 7,542 | 8,211 | 8,923 | 712 | 1.68% |
| Population 50+ | 2,564 | 2,966 | 3,313 | 347 | 2.24% |
| Median Age | 39.2 | 40.3 | 41.1 | 0.8 | 0.39% |
| Households | 3,529 | 3,899 | 4,250 | 351 | 1.74% |
| % Householders 55+ | 37.1% | 40.5% | 42.7% | 2.2 | 1.06% |
| Owner/Renter Ratio | 0.7 | 0.6 | 0.6 | 0.0 | 0.00% |
| Median Home Value | - | \$421,255 | \$580,409 | \$159,154 | 6.62% |
| Average Home Value | - | \$511,359 | \$652,396 | \$141,037 | 4.99% |
| Median Household Income | - | \$61,959 | \$74,429 | \$12,470 | 3.74% |
| Median Household Income for Householder 55+ | - | \$51,342 | \$58,260 | \$6,918 | 2.56% |

| Population by Age and Sex | | | | | | |
|---------------------------|-------------|----------|--------|----------|--------|----------|
| Male Population | Census 2010 | | 2015 | | 2020 | |
| | Number | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+) | 1,202 | 100.0% | 1,416 | 100.0% | 1,596 | 100.0% |
| 50-54 | 295 | 24.5% | 318 | 22.5% | 311 | 19.5% |
| 55-59 | 275 | 22.9% | 300 | 21.2% | 318 | 19.9% |
| 60-64 | 202 | 16.8% | 268 | 18.9% | 295 | 18.5% |
| 65-69 | 136 | 11.3% | 191 | 13.5% | 250 | 15.7% |
| 70-74 | 99 | 8.2% | 126 | 8.9% | 174 | 10.9% |
| 75-79 | 73 | 6.1% | 87 | 6.1% | 109 | 6.8% |
| 80-84 | 64 | 5.3% | 59 | 4.2% | 71 | 4.4% |
| 85+ | 58 | 4.8% | 67 | 4.7% | 68 | 4.3% |

| Female | Census 2010 | | 2015 | | 2020 | |
|-------------|-------------|----------|--------|----------|--------|----------|
| | Number | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+) | 1,361 | 100.0% | 1,550 | 100.0% | 1,716 | 100.0% |
| 50-54 | 296 | 21.7% | 279 | 18.0% | 285 | 16.6% |
| 55-59 | 266 | 19.5% | 310 | 20.0% | 285 | 16.6% |
| 60-64 | 204 | 15.0% | 269 | 17.4% | 311 | 18.1% |
| 65-69 | 156 | 11.5% | 203 | 13.1% | 264 | 15.4% |
| 70-74 | 111 | 8.2% | 154 | 9.9% | 200 | 11.7% |
| 75-79 | 111 | 8.2% | 107 | 6.9% | 145 | 8.4% |
| 80-84 | 92 | 6.8% | 96 | 6.2% | 93 | 5.4% |
| 85+ | 125 | 9.2% | 132 | 8.5% | 133 | 7.8% |

| Total Population | Census 2010 | | 2015 | | 2020 | |
|------------------|-------------|------------|--------|------------|--------|------------|
| | Number | % of Total | Number | % of Total | Number | % of Total |
| Total(50+) | 2,564 | 34.0% | 2,966 | 36.1% | 3,313 | 37.1% |
| 50-54 | 592 | 7.9% | 597 | 7.3% | 596 | 6.7% |
| 55-59 | 540 | 7.2% | 610 | 7.4% | 603 | 6.8% |
| 60-64 | 406 | 5.4% | 537 | 6.5% | 605 | 6.8% |
| 65-69 | 292 | 3.9% | 393 | 4.8% | 515 | 5.8% |
| 70-74 | 210 | 2.8% | 281 | 3.4% | 374 | 4.2% |
| 75-79 | 184 | 2.4% | 195 | 2.4% | 255 | 2.9% |
| 80-84 | 156 | 2.1% | 154 | 1.9% | 164 | 1.8% |
| 85+ | 184 | 2.4% | 199 | 2.4% | 201 | 2.3% |
| 65+ | 1,026 | 13.6% | 1,222 | 14.9% | 1,509 | 16.9% |
| 75+ | 524 | 6.9% | 548 | 6.7% | 620 | 6.9% |

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

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

| 2015 Households by Income and Age of Householder 55+ | | | | | | | | |
|--|-----------|---------|----------|---------|----------|---------|----------|---------|
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 739 | 100% | 449 | 100% | 393 | 100% | 1,581 | 100% |
| <\$15,000 | 64 | 8.7% | 64 | 14.3% | 87 | 22.1% | 215 | 13.6% |
| \$15,000-\$24,999 | 44 | 6.0% | 54 | 12.0% | 106 | 27.0% | 204 | 12.9% |
| \$25,000-\$34,999 | 66 | 8.9% | 55 | 12.2% | 38 | 9.7% | 159 | 10.1% |
| \$35,000-\$49,999 | 80 | 10.8% | 59 | 13.1% | 51 | 13.0% | 190 | 12.0% |
| \$50,000-\$74,999 | 147 | 19.9% | 93 | 20.7% | 44 | 11.2% | 284 | 18.0% |
| \$75,000-\$99,999 | 119 | 16.1% | 52 | 11.6% | 28 | 7.1% | 199 | 12.6% |
| \$100,000-\$149,999 | 89 | 12.0% | 42 | 9.4% | 33 | 8.4% | 164 | 10.4% |
| \$150,000-\$199,999 | 69 | 9.3% | 17 | 3.8% | 3 | 0.8% | 89 | 5.6% |
| \$200,000+ | 59 | 8.0% | 14 | 3.1% | 4 | 1.0% | 77 | 4.9% |
| Median HH Income | \$67,649 | | \$47,701 | | \$25,820 | | \$51,342 | |
| Average HH Income | \$90,286 | | \$62,489 | | \$42,034 | | \$70,397 | |
| 2020 Households by Income and Age of Householder 55+ | | | | | | | | |
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 781 | 100% | 595 | 100% | 440 | 100% | 1,816 | 100% |
| <\$15,000 | 65 | 8.3% | 83 | 13.9% | 88 | 20.0% | 236 | 13.0% |
| \$15,000-\$24,999 | 35 | 4.5% | 55 | 9.2% | 92 | 20.9% | 182 | 10.0% |
| \$25,000-\$34,999 | 54 | 6.9% | 64 | 10.8% | 38 | 8.6% | 156 | 8.6% |
| \$35,000-\$49,999 | 79 | 10.1% | 75 | 12.6% | 57 | 13.0% | 211 | 11.6% |
| \$50,000-\$74,999 | 133 | 17.0% | 109 | 18.3% | 54 | 12.3% | 296 | 16.3% |
| \$75,000-\$99,999 | 124 | 15.9% | 75 | 12.6% | 42 | 9.5% | 241 | 13.3% |
| \$100,000-\$149,999 | 122 | 15.6% | 82 | 13.8% | 58 | 13.2% | 262 | 14.4% |
| \$150,000-\$199,999 | 95 | 12.2% | 28 | 4.7% | 5 | 1.1% | 128 | 7.0% |
| \$200,000+ | 75 | 9.6% | 24 | 4.0% | 6 | 1.4% | 105 | 5.8% |
| Median HH Income | \$78,875 | | \$53,325 | | \$35,383 | | \$58,260 | |
| Average HH Income | \$105,480 | | \$73,761 | | \$52,668 | | \$82,246 | |

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

| 2015 Population 50+ by Race | Number | Percent | % Pop |
|-----------------------------|--------|---------|-------|
| Total | 2,970 | 100.0% | 36.2% |
| White Alone | 2,153 | 72.5% | 43.0% |
| Black Alone | 258 | 8.7% | 29.1% |
| American Indian Alone | 14 | 0.5% | 25.0% |
| Asian Alone | 441 | 14.8% | 30.1% |
| Pacific Islander Alone | 10 | 0.3% | 34.5% |
| Some Other Race Alone | 35 | 1.2% | 12.2% |
| Two or More Races | 59 | 2.0% | 12.2% |
| Hispanic Origin (Any Race) | 95 | 3.2% | 12.9% |

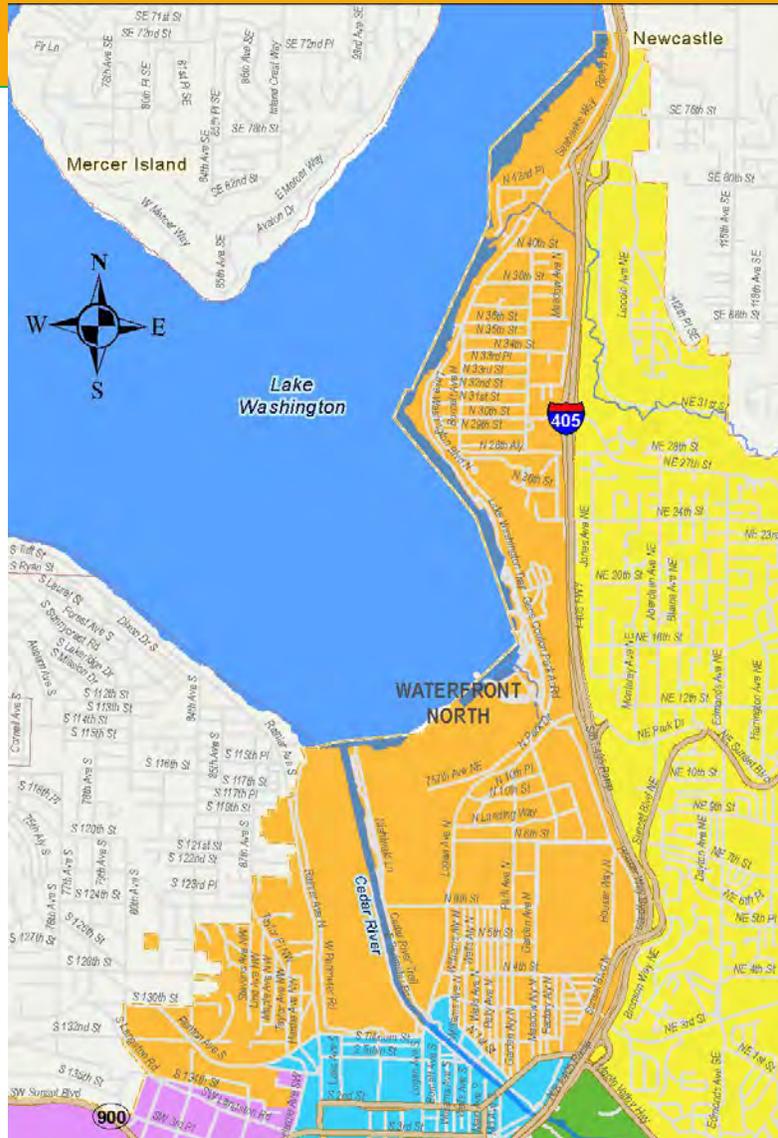
| Census 2010 Households and Age of Householder | Number | Percent | % Total HHs |
|---|--------|---------|-------------|
| Total | 1,310 | 100.0% | 37.1% |
| Family Households | 578 | 44.1% | 16.4% |
| Householder Age 55-64 | 303 | 23.1% | 8.6% |
| Householder Age 65-74 | 148 | 11.3% | 4.2% |
| Householder Age 75-84 | 94 | 7.2% | 2.7% |
| Householder Age 85+ | 33 | 2.5% | 0.9% |
| Nonfamily Households | 732 | 55.9% | 20.7% |
| Householder Age 55-64 | 301 | 23.0% | 8.5% |
| Householder Age 65-74 | 184 | 14.0% | 5.2% |
| Householder Age 75-84 | 144 | 11.0% | 4.1% |
| Householder Age 85+ | 103 | 7.9% | 2.9% |

| Census 2010 Occupied Housing Units by Age of Householder | Number | Percent | % Total HHs |
|--|--------|---------|-------------|
| Total | 1,311 | 100.0% | 37.1% |
| Owner Occupied Housing Units | 691 | 52.7% | 19.6% |
| Householder Age 55-64 | 342 | 26.1% | 9.7% |
| Householder Age 65-74 | 178 | 13.6% | 5.0% |
| Householder Age 75-84 | 127 | 9.7% | 3.6% |
| Householder Age 85+ | 44 | 3.4% | 1.2% |
| Renter Occupied Housing Units | 620 | 47.3% | 17.6% |
| Householder Age 55-64 | 263 | 20.1% | 7.5% |
| Householder Age 65-74 | 154 | 11.7% | 4.4% |
| Householder Age 75-84 | 111 | 8.5% | 3.1% |
| Householder Age 85+ | 92 | 7.0% | 2.6% |

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

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Water Front North Renton Income



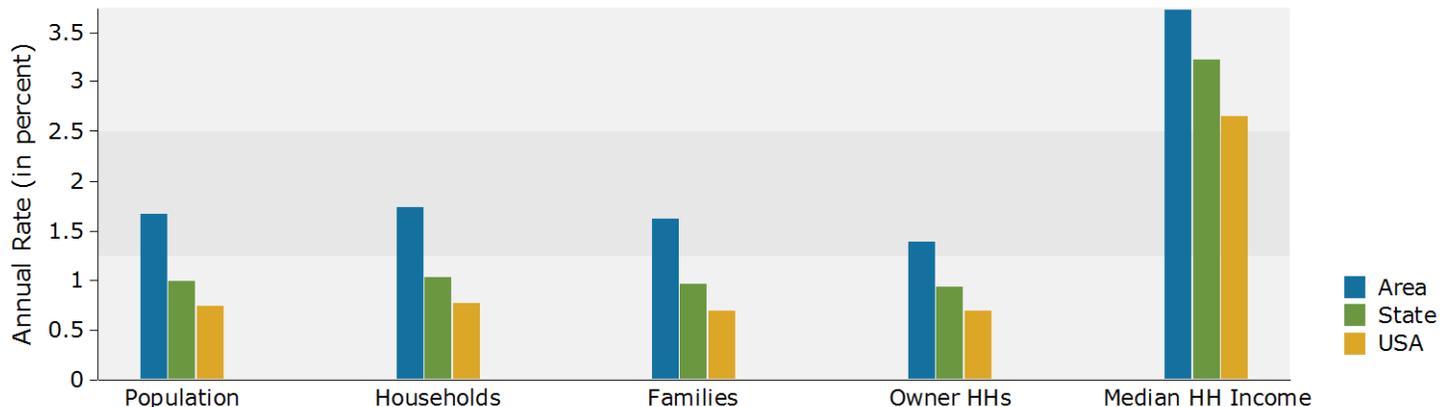
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| Summary | Census 2010 | 2015 | 2020 | | | |
|---------------------------------|-------------|---------|----------|---------|--------|---------|
| Population | 7,542 | 8,211 | 8,923 | | | |
| Households | 3,529 | 3,899 | 4,250 | | | |
| Families | 1,704 | 1,852 | 2,008 | | | |
| Average Household Size | 2.12 | 2.09 | 2.09 | | | |
| Owner Occupied Housing Units | 1,436 | 1,479 | 1,585 | | | |
| Renter Occupied Housing Units | 2,093 | 2,421 | 2,665 | | | |
| Median Age | 39.2 | 40.3 | 41.1 | | | |
| Trends: 2015 - 2020 Annual Rate | Area | State | National | | | |
| Population | 1.68% | 0.99% | 0.75% | | | |
| Households | 1.74% | 1.03% | 0.77% | | | |
| Families | 1.63% | 0.97% | 0.69% | | | |
| Owner HHs | 1.39% | 0.94% | 0.70% | | | |
| Median Household Income | 3.74% | 3.22% | 2.66% | | | |
| Households by Income | 2015 | | 2020 | | | |
| | Number | Percent | Number | Percent | | |
| <\$15,000 | 362 | 9.3% | 373 | 8.8% | | |
| \$15,000 - \$24,999 | 318 | 8.2% | 261 | 6.1% | | |
| \$25,000 - \$34,999 | 376 | 9.6% | 341 | 8.0% | | |
| \$35,000 - \$49,999 | 474 | 12.2% | 457 | 10.8% | | |
| \$50,000 - \$74,999 | 731 | 18.7% | 705 | 16.6% | | |
| \$75,000 - \$99,999 | 629 | 16.1% | 736 | 17.3% | | |
| \$100,000 - \$149,999 | 533 | 13.7% | 758 | 17.8% | | |
| \$150,000 - \$199,999 | 280 | 7.2% | 370 | 8.7% | | |
| \$200,000+ | 197 | 5.1% | 250 | 5.9% | | |
| Median Household Income | \$61,959 | | \$74,429 | | | |
| Average Household Income | \$79,387 | | \$91,362 | | | |
| Per Capita Income | \$37,842 | | \$43,679 | | | |
| Population by Age | Census 2010 | | 2015 | | 2020 | |
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 425 | 5.6% | 432 | 5.3% | 474 | 5.3% |
| 5 - 9 | 311 | 4.1% | 439 | 5.3% | 456 | 5.1% |
| 10 - 14 | 326 | 4.3% | 345 | 4.2% | 456 | 5.1% |
| 15 - 19 | 304 | 4.0% | 372 | 4.5% | 369 | 4.1% |
| 20 - 24 | 502 | 6.7% | 414 | 5.0% | 478 | 5.4% |
| 25 - 34 | 1,409 | 18.7% | 1,391 | 16.9% | 1,319 | 14.8% |
| 35 - 44 | 1,140 | 15.1% | 1,287 | 15.7% | 1,443 | 16.2% |
| 45 - 54 | 1,153 | 15.3% | 1,161 | 14.1% | 1,213 | 13.6% |
| 55 - 64 | 946 | 12.5% | 1,147 | 14.0% | 1,208 | 13.5% |
| 65 - 74 | 502 | 6.7% | 674 | 8.2% | 889 | 10.0% |
| 75 - 84 | 340 | 4.5% | 349 | 4.3% | 419 | 4.7% |
| 85+ | 184 | 2.4% | 199 | 2.4% | 201 | 2.3% |
| Race and Ethnicity | Census 2010 | | 2015 | | 2020 | |
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 4,785 | 63.4% | 5,002 | 60.9% | 5,172 | 58.0% |
| Black Alone | 793 | 10.5% | 886 | 10.8% | 994 | 11.1% |
| American Indian Alone | 52 | 0.7% | 56 | 0.7% | 59 | 0.7% |
| Asian Alone | 1,245 | 16.5% | 1,466 | 17.9% | 1,742 | 19.5% |
| Pacific Islander Alone | 26 | 0.3% | 29 | 0.4% | 35 | 0.4% |
| Some Other Race Alone | 234 | 3.1% | 286 | 3.5% | 351 | 3.9% |
| Two or More Races | 407 | 5.4% | 485 | 5.9% | 570 | 6.4% |
| Hispanic Origin (Any Race) | 605 | 8.0% | 734 | 8.9% | 895 | 10.0% |

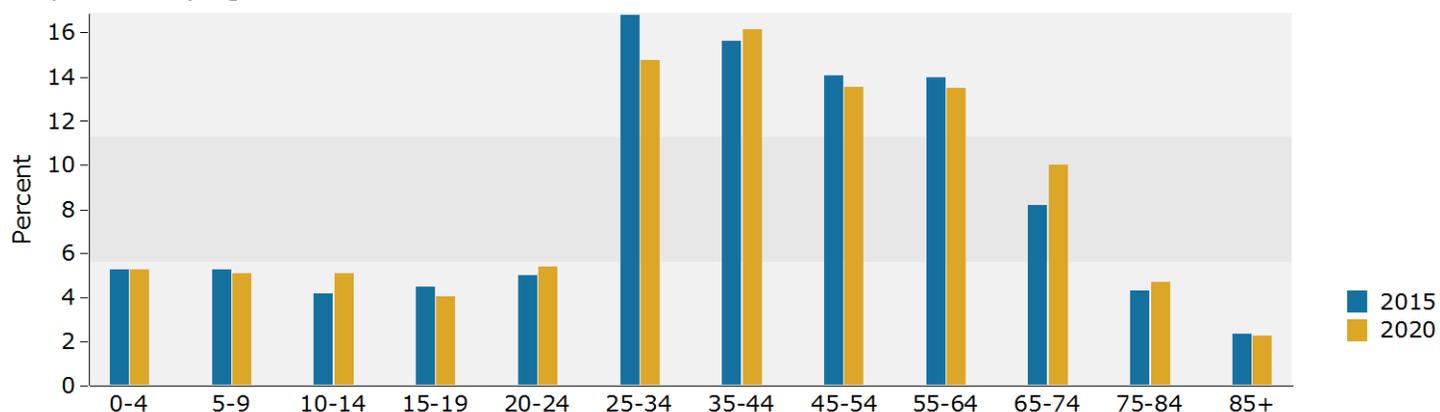
Data Note: Income is expressed in current dollars.

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

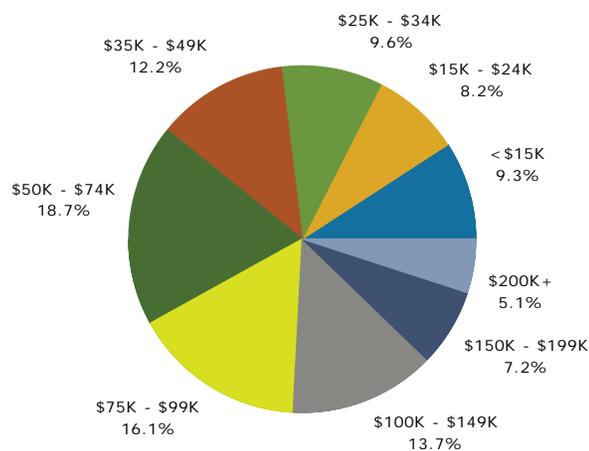
Trends 2015-2020



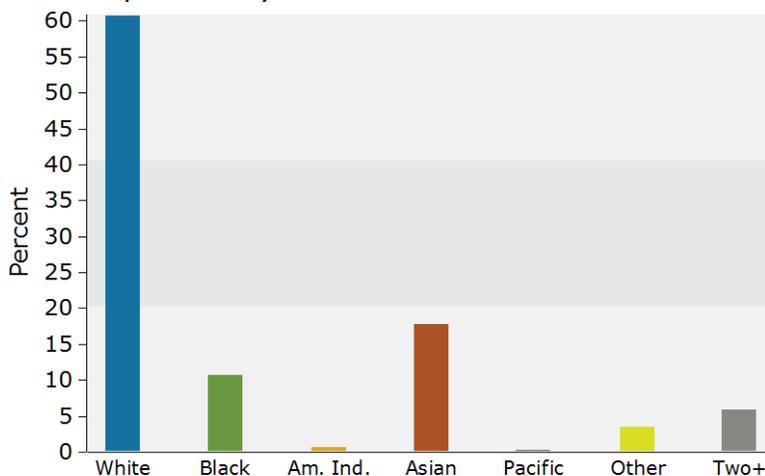
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 8.9%



Household Income Profile

WFn_Renton
Area: 2.73 square miles

Prepared by CED/Planning

| Summary | 2015 | 2020 | 2015-2020 Change | 2015-2020 Annual Rate |
|------------------------|-------|-------|------------------|-----------------------|
| Population | 8,211 | 8,923 | 712 | 1.68% |
| Households | 3,899 | 4,250 | 351 | 1.74% |
| Median Age | 40.3 | 41.1 | 0.8 | 0.39% |
| Average Household Size | 2.09 | 2.09 | 0.00 | 0.00% |

| Households by Income | 2015 | | 2020 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| Household | 3,899 | 100% | 4,250 | 100% |
| <\$15,000 | 362 | 9.3% | 373 | 8.8% |
| \$15,000-\$24,999 | 318 | 8.2% | 261 | 6.1% |
| \$25,000-\$34,999 | 376 | 9.6% | 341 | 8.0% |
| \$35,000-\$49,999 | 474 | 12.2% | 457 | 10.8% |
| \$50,000-\$74,999 | 731 | 18.7% | 705 | 16.6% |
| \$75,000-\$99,999 | 629 | 16.1% | 736 | 17.3% |
| \$100,000-\$149,999 | 533 | 13.7% | 758 | 17.8% |
| \$150,000-\$199,999 | 280 | 7.2% | 370 | 8.7% |
| \$200,000+ | 197 | 5.1% | 250 | 5.9% |
| Median Household Income | \$61,959 | | \$74,429 | |
| Average Household Income | \$79,387 | | \$91,362 | |
| Per Capita Income | \$37,842 | | \$43,679 | |

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

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

| 2015 Households by Income and Age of Householder | | | | | | | |
|--|----------|----------|----------|----------|----------|----------|----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 157 | 697 | 749 | 715 | 739 | 449 | 393 |
| <\$15,000 | 15 | 47 | 37 | 48 | 64 | 64 | 87 |
| \$15,000-\$24,999 | 15 | 29 | 38 | 32 | 44 | 54 | 106 |
| \$25,000-\$34,999 | 38 | 64 | 58 | 57 | 66 | 55 | 38 |
| \$35,000-\$49,999 | 29 | 90 | 88 | 75 | 80 | 59 | 51 |
| \$50,000-\$74,999 | 27 | 123 | 154 | 144 | 147 | 93 | 44 |
| \$75,000-\$99,999 | 17 | 144 | 139 | 130 | 119 | 52 | 28 |
| \$100,000- | 12 | 132 | 112 | 113 | 89 | 42 | 33 |
| \$150,000- | 0 | 52 | 69 | 70 | 69 | 17 | 3 |
| \$200,000+ | 3 | 16 | 54 | 46 | 59 | 14 | 4 |
| Median HH Income | \$38,977 | \$73,718 | \$74,882 | \$75,201 | \$67,649 | \$47,701 | \$25,820 |
| Average HH | \$52,998 | \$79,463 | \$92,880 | \$90,850 | \$90,286 | \$62,489 | \$42,034 |
| Percent Distribution | | | | | | | |
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| <\$15,000 | 9.6% | 6.7% | 4.9% | 6.7% | 8.7% | 14.3% | 22.1% |
| \$15,000-\$24,999 | 9.6% | 4.2% | 5.1% | 4.5% | 6.0% | 12.0% | 27.0% |
| \$25,000-\$34,999 | 24.2% | 9.2% | 7.7% | 8.0% | 8.9% | 12.2% | 9.7% |
| \$35,000-\$49,999 | 18.5% | 12.9% | 11.7% | 10.5% | 10.8% | 13.1% | 13.0% |
| \$50,000-\$74,999 | 17.2% | 17.6% | 20.6% | 20.1% | 19.9% | 20.7% | 11.2% |
| \$75,000-\$99,999 | 10.8% | 20.7% | 18.6% | 18.2% | 16.1% | 11.6% | 7.1% |
| \$100,000- | 7.6% | 18.9% | 15.0% | 15.8% | 12.0% | 9.4% | 8.4% |
| \$150,000- | 0.0% | 7.5% | 9.2% | 9.8% | 9.3% | 3.8% | 0.8% |
| \$200,000+ | 1.9% | 2.3% | 7.2% | 6.4% | 8.0% | 3.1% | 1.0% |

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

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

| 2020 Households by Income and Age of Householder | | | | | | | |
|--|----------|----------|-----------|-----------|-----------|----------|----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 183 | 655 | 843 | 752 | 781 | 595 | 440 |
| <\$15,000 | 20 | 35 | 35 | 46 | 65 | 83 | 88 |
| \$15,000-\$24,999 | 13 | 20 | 24 | 23 | 35 | 55 | 92 |
| \$25,000-\$34,999 | 42 | 44 | 52 | 48 | 54 | 64 | 38 |
| \$35,000-\$49,999 | 33 | 66 | 81 | 66 | 79 | 75 | 57 |
| \$50,000-\$74,999 | 30 | 101 | 150 | 128 | 133 | 109 | 54 |
| \$75,000-\$99,999 | 25 | 146 | 175 | 149 | 124 | 75 | 42 |
| \$100,000- | 16 | 160 | 167 | 152 | 122 | 82 | 58 |
| \$150,000- | 0 | 66 | 90 | 86 | 95 | 28 | 5 |
| \$200,000+ | 4 | 18 | 69 | 54 | 75 | 24 | 6 |
| Median HH Income | \$41,162 | \$83,404 | \$84,198 | \$83,827 | \$78,875 | \$53,325 | \$35,383 |
| Average HH | \$58,377 | \$92,663 | \$106,793 | \$102,986 | \$105,480 | \$73,761 | \$52,668 |
| Percent Distribution | | | | | | | |
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| <\$15,000 | 10.9% | 5.3% | 4.2% | 6.1% | 8.3% | 13.9% | 20.0% |
| \$15,000-\$24,999 | 7.1% | 3.1% | 2.8% | 3.1% | 4.5% | 9.2% | 20.9% |
| \$25,000-\$34,999 | 23.0% | 6.7% | 6.2% | 6.4% | 6.9% | 10.8% | 8.6% |
| \$35,000-\$49,999 | 18.0% | 10.1% | 9.6% | 8.8% | 10.1% | 12.6% | 13.0% |
| \$50,000-\$74,999 | 16.4% | 15.4% | 17.8% | 17.0% | 17.0% | 18.3% | 12.3% |
| \$75,000-\$99,999 | 13.7% | 22.3% | 20.8% | 19.8% | 15.9% | 12.6% | 9.5% |
| \$100,000- | 8.7% | 24.4% | 19.8% | 20.2% | 15.6% | 13.8% | 13.2% |
| \$150,000- | 0.0% | 10.1% | 10.7% | 11.4% | 12.2% | 4.7% | 1.1% |
| \$200,000+ | 2.2% | 2.7% | 8.2% | 7.2% | 9.6% | 4.0% | 1.4% |

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

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



Demographic and Income Comparison Profile

WFN_Renton
Area: 2.73 square miles

Prepared by CED/Planning

Census 2010 Summary

| | |
|-------------------------------|-------|
| Population | 7,542 |
| Households | 3,529 |
| Families | 1,704 |
| Average Household Size | 2.12 |
| Owner Occupied Housing Units | 1,436 |
| Renter Occupied Housing Units | 2,093 |
| Median Age | 39.2 |

2015 Summary

| | |
|-------------------------------|----------|
| Population | 8,211 |
| Households | 3,899 |
| Families | 1,852 |
| Average Household Size | 2.09 |
| Owner Occupied Housing Units | 1,479 |
| Renter Occupied Housing Units | 2,421 |
| Median Age | 40.3 |
| Median Household Income | \$61,959 |
| Average Household Income | \$79,387 |

2020 Summary

| | |
|-------------------------------|----------|
| Population | 8,923 |
| Households | 4,250 |
| Families | 2,008 |
| Average Household Size | 2.09 |
| Owner Occupied Housing Units | 1,585 |
| Renter Occupied Housing Units | 2,665 |
| Median Age | 41.1 |
| Median Household Income | \$74,429 |
| Average Household Income | \$91,362 |

Trends: 2015-2020 Annual Rate

| | |
|-------------------------|-------|
| Population | 1.68% |
| Households | 1.74% |
| Families | 1.63% |
| Owner Households | 1.39% |
| Median Household Income | 3.74% |

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

| 2015 Households by Income | Number | Percent |
|---------------------------|----------|---------|
| <\$15,000 | 362 | 9.3% |
| \$15,000 - \$24,999 | 318 | 8.2% |
| \$25,000 - \$34,999 | 376 | 9.6% |
| \$35,000 - \$49,999 | 474 | 12.2% |
| \$50,000 - \$74,999 | 731 | 18.7% |
| \$75,000 - \$99,999 | 629 | 16.1% |
| \$100,000 - \$149,999 | 533 | 13.7% |
| \$150,000 - \$199,999 | 280 | 7.2% |
| \$200,000+ | 197 | 5.1% |
| Median Household Income | \$61,959 | |
| Average Household Income | \$79,387 | |
| Per Capita Income | \$37,842 | |

| 2020 Households by Income | Number | Percent |
|---------------------------|----------|---------|
| <\$15,000 | 373 | 8.8% |
| \$15,000 - \$24,999 | 261 | 6.1% |
| \$25,000 - \$34,999 | 341 | 8.0% |
| \$35,000 - \$49,999 | 457 | 10.8% |
| \$50,000 - \$74,999 | 705 | 16.6% |
| \$75,000 - \$99,999 | 736 | 17.3% |
| \$100,000 - \$149,999 | 758 | 17.8% |
| \$150,000 - \$199,999 | 370 | 8.7% |
| \$200,000+ | 250 | 5.9% |
| Median Household Income | \$74,429 | |
| Average Household Income | \$91,362 | |
| Per Capita Income | \$43,679 | |

Data Note: Income is expressed in current dollars.

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

| 2010 Population by Age | Number | Percent |
|------------------------|--------|---------|
| Age 0 - 4 | 425 | 5.6% |
| Age 5 - 9 | 311 | 4.1% |
| Age 10 - 14 | 326 | 4.3% |
| Age 15 - 19 | 304 | 4.0% |
| Age 20 - 24 | 502 | 6.7% |
| Age 25 - 34 | 1,409 | 18.7% |
| Age 35 - 44 | 1,140 | 15.1% |
| Age 45 - 54 | 1,153 | 15.3% |
| Age 55 - 64 | 946 | 12.5% |
| Age 65 - 74 | 502 | 6.7% |
| Age 75 - 84 | 340 | 4.5% |
| Age 85+ | 184 | 2.4% |

| 2015 Population by Age | Number | Percent |
|------------------------|--------|---------|
| Age 0 - 4 | 432 | 5.3% |
| Age 5 - 9 | 439 | 5.3% |
| Age 10 - 14 | 345 | 4.2% |
| Age 15 - 19 | 372 | 4.5% |
| Age 20 - 24 | 414 | 5.0% |
| Age 25 - 34 | 1,391 | 16.9% |
| Age 35 - 44 | 1,287 | 15.7% |
| Age 45 - 54 | 1,161 | 14.1% |
| Age 55 - 64 | 1,147 | 14.0% |
| Age 65 - 74 | 674 | 8.2% |
| Age 75 - 84 | 349 | 4.3% |
| Age 85+ | 199 | 2.4% |

| 2020 Population by Age | Number | Percent |
|------------------------|--------|---------|
| Age 0 - 4 | 474 | 5.3% |
| Age 5 - 9 | 456 | 5.1% |
| Age 10 - 14 | 456 | 5.1% |
| Age 15 - 19 | 369 | 4.1% |
| Age 20 - 24 | 478 | 5.4% |
| Age 25 - 34 | 1,319 | 14.8% |
| Age 35 - 44 | 1,443 | 16.2% |
| Age 45 - 54 | 1,213 | 13.6% |
| Age 55 - 64 | 1,208 | 13.5% |
| Age 65 - 74 | 889 | 10.0% |
| Age 75 - 84 | 419 | 4.7% |
| Age 85+ | 201 | 2.3% |

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

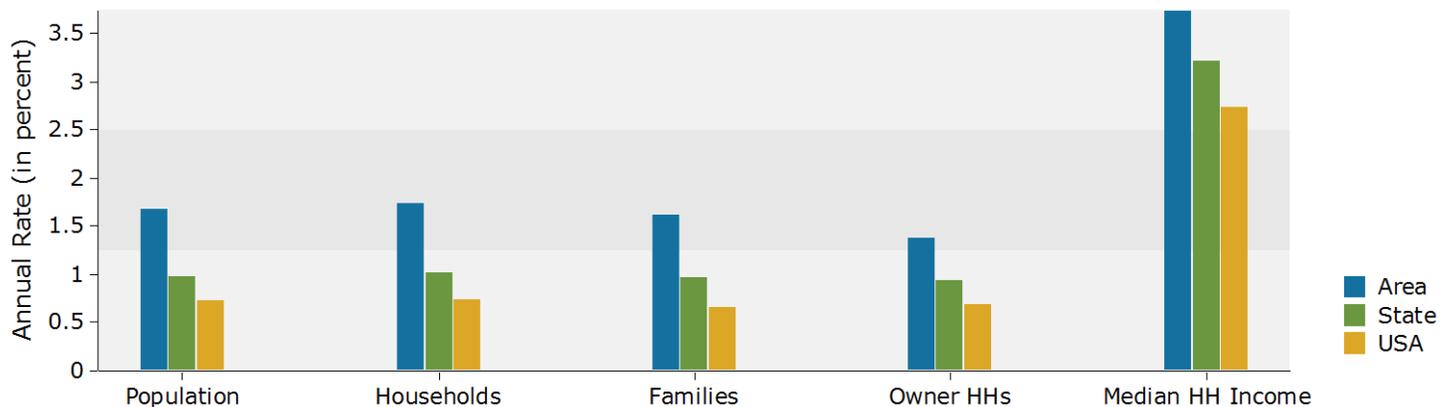
| 2010 Race and Ethnicity | Number | Percent |
|--------------------------------|---------------|----------------|
| White Alone | 4,785 | 63.4% |
| Black Alone | 793 | 10.5% |
| American Indian Alone | 52 | 0.7% |
| Asian Alone | 1,245 | 16.5% |
| Pacific Islander Alone | 26 | 0.3% |
| Some Other Race Alone | 234 | 3.1% |
| Two or More Races | 407 | 5.4% |
| Hispanic Origin (Any Race) | 605 | 8.0% |

| 2015 Race and Ethnicity | Number | Percent |
|--------------------------------|---------------|----------------|
| White Alone | 5,002 | 60.9% |
| Black Alone | 886 | 10.8% |
| American Indian Alone | 56 | 0.7% |
| Asian Alone | 1,466 | 17.9% |
| Pacific Islander Alone | 29 | 0.4% |
| Some Other Race Alone | 286 | 3.5% |
| Two or More Races | 485 | 5.9% |
| Hispanic Origin (Any Race) | 734 | 8.9% |

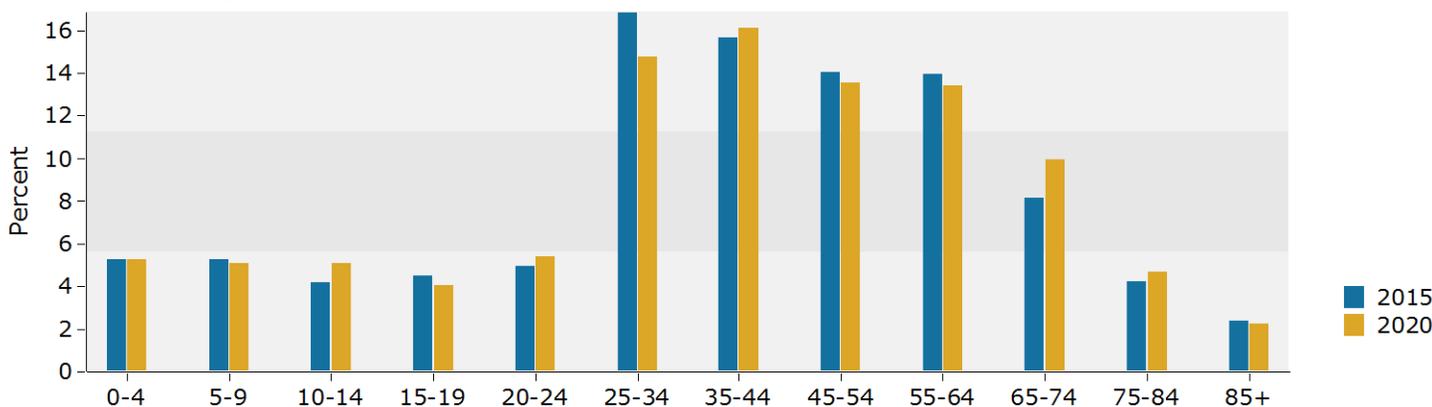
| 2020 Race and Ethnicity | Number | Percent |
|--------------------------------|---------------|----------------|
| White Alone | 5,172 | 58.0% |
| Black Alone | 994 | 11.1% |
| American Indian Alone | 59 | 0.7% |
| Asian Alone | 1,742 | 19.5% |
| Pacific Islander Alone | 35 | 0.4% |
| Some Other Race Alone | 351 | 3.9% |
| Two or More Races | 570 | 6.4% |
| Hispanic Origin (Any Race) | 894 | 10.0% |

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

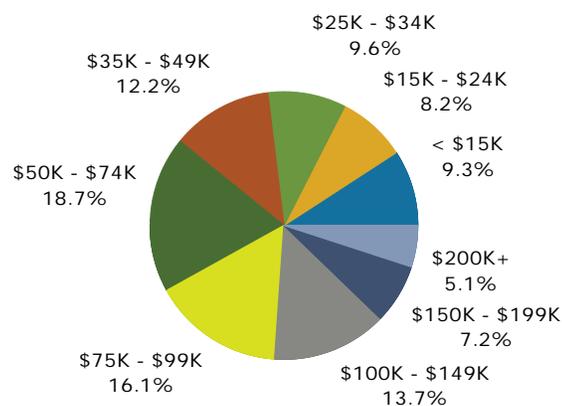
Trends 2015-2020



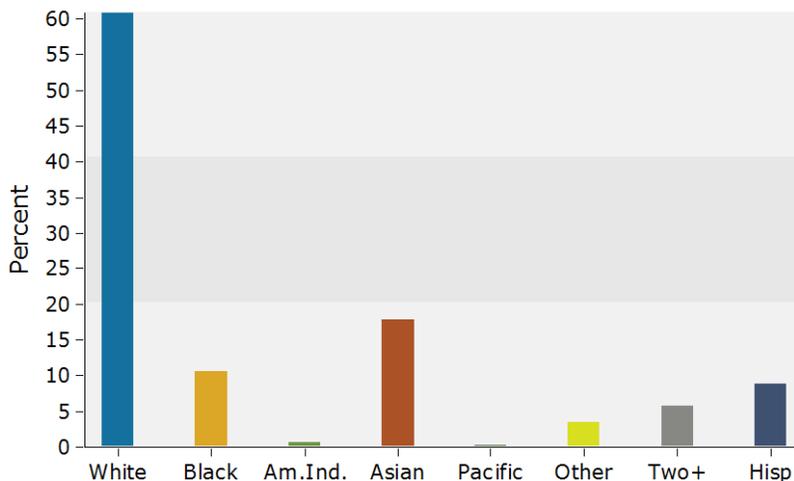
Population by Age



2015 Household Income



2015 Population by Race



| | Census 2010 | 2015 | 2020 | 2015-2020 Change | 2015-2020 Annual Rate |
|------------------------|-------------|-------|-------|---------------------|--------------------------|
| Population | 7,542 | 8,211 | 8,923 | 712 | 1.68% |
| Median Age | 39.2 | 40.3 | 41.1 | 0.8 | 0.39% |
| Households | 3,529 | 3,899 | 4,250 | 351 | 1.74% |
| Average Household Size | 2.12 | 2.09 | 2.09 | 0.00 | 0.00% |

| 2015 Households by Disposable Income | Number | Percent |
|--------------------------------------|----------|---------|
| Total | 3,899 | 100.0% |
| <\$15,000 | 430 | 11.0% |
| \$15,000-\$24,999 | 377 | 9.7% |
| \$25,000-\$34,999 | 465 | 11.9% |
| \$35,000-\$49,999 | 574 | 14.7% |
| \$50,000-\$74,999 | 854 | 21.9% |
| \$75,000-\$99,999 | 468 | 12.0% |
| \$100,000-\$149,999 | 523 | 13.4% |
| \$150,000-\$199,999 | 96 | 2.5% |
| \$200,000+ | 113 | 2.9% |
| Median Disposable Income | \$51,999 | |
| Average Disposable Income | \$65,151 | |

| 2015 Disposable Income by Age of | Number of Households | | | | | | |
|----------------------------------|----------------------|----------|----------|----------|----------|----------|----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 157 | 697 | 749 | 715 | 739 | 449 | 393 |
| <\$15,000 | 17 | 55 | 42 | 54 | 73 | 81 | 108 |
| \$15,000-\$24,999 | 20 | 40 | 51 | 37 | 61 | 70 | 99 |
| \$25,000-\$34,999 | 38 | 90 | 76 | 76 | 79 | 51 | 54 |
| \$35,000-\$49,999 | 32 | 93 | 130 | 103 | 113 | 67 | 37 |
| \$50,000-\$74,999 | 24 | 175 | 188 | 164 | 169 | 87 | 45 |
| \$75,000-\$99,999 | 14 | 122 | 95 | 97 | 77 | 37 | 26 |
| \$100,000-\$149,999 | 8 | 107 | 113 | 132 | 105 | 40 | 19 |
| \$150,000-\$199,999 | 1 | 7 | 28 | 21 | 30 | 8 | 2 |
| \$200,000+ | 3 | 8 | 28 | 33 | 32 | 8 | 3 |
| Median Disposable Income | \$36,118 | \$57,408 | \$57,503 | \$60,808 | \$54,477 | \$38,978 | \$23,409 |
| Average Disposable Income | \$48,356 | \$65,855 | \$72,989 | \$76,260 | \$71,944 | \$52,452 | \$37,200 |

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

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

| Summary | Census 2010 | 2015 | 2020 | 2015-2020 Change | 2015-2020 Annual Rate |
|------------------------|-------------|-------|-------|------------------|-----------------------|
| Population | 7,542 | 8,211 | 8,923 | 712 | 1.68% |
| Median Age | 39.2 | 40.3 | 41.1 | 0.8 | 0.39% |
| Households | 3,529 | 3,899 | 4,250 | 351 | 1.74% |
| Average Household Size | 2.12 | 2.09 | 2.09 | 0.00 | 0.00% |

| 2015 Households by Net | Number | Percent |
|------------------------|--------|---------|
| Total | 3,899 | 100.0% |
| <\$15,000 | 1,252 | 32.1% |
| \$15,000-\$34,999 | 440 | 11.3% |
| \$35,000-\$49,999 | 242 | 6.2% |
| \$50,000-\$74,999 | 330 | 8.5% |
| \$75,000-\$99,999 | 200 | 5.1% |
| \$100,000-\$149,999 | 251 | 6.4% |
| \$150,000-\$249,999 | 296 | 7.6% |
| \$250,000-\$500,000 | 366 | 9.4% |
| \$500,000+ | 524 | 13.4% |

| | |
|-------------------|-----------|
| Median Net Worth | \$50,939 |
| Average Net Worth | \$353,005 |

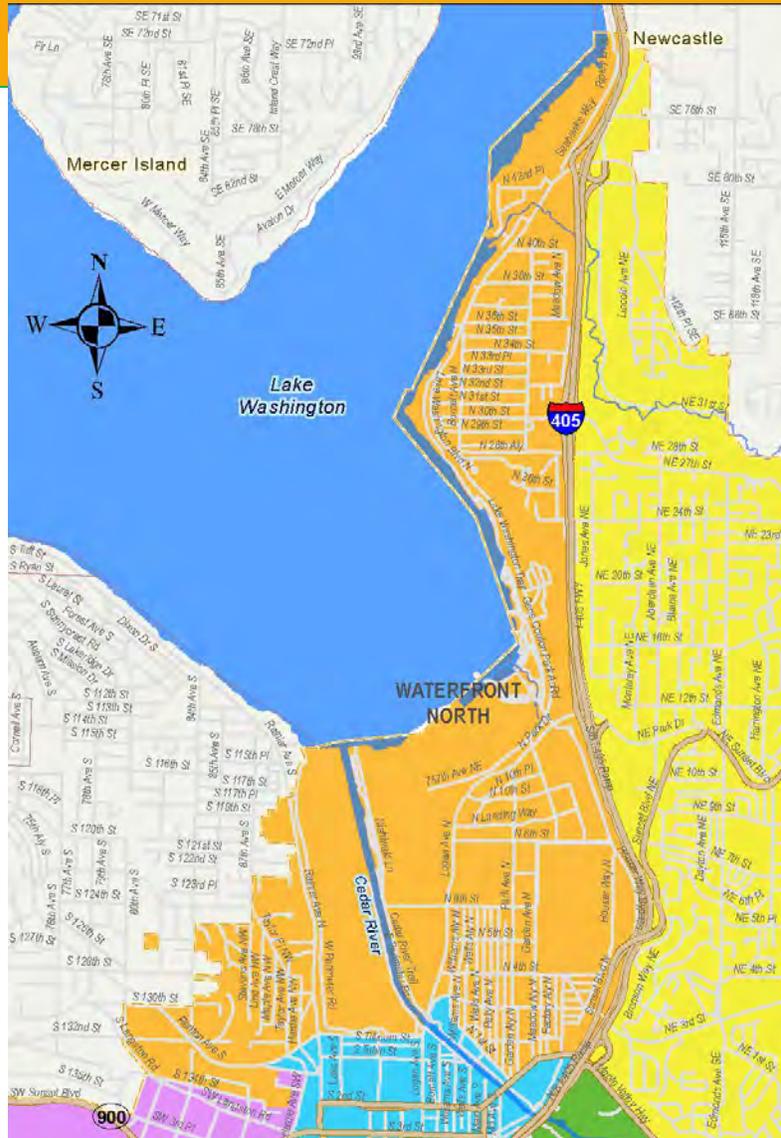
| 2015 Net Worth by Age of Householder | Number of Households | | | | | | |
|--------------------------------------|----------------------|----------|-----------|-----------|-----------|-----------|-----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 157 | 697 | 749 | 715 | 739 | 449 | 393 |
| <\$15,000 | 114 | 331 | 246 | 178 | 151 | 106 | 125 |
| \$15,000-\$34,999 | 27 | 145 | 108 | 64 | 42 | 19 | 35 |
| \$35,000-\$49,999 | 1 | 65 | 69 | 43 | 30 | 22 | 12 |
| \$50,000-\$99,999 | 8 | 72 | 138 | 134 | 94 | 53 | 31 |
| \$100,000-\$149,999 | 0 | 21 | 44 | 55 | 73 | 39 | 18 |
| \$150,000-\$249,999 | 3 | 21 | 40 | 65 | 76 | 46 | 45 |
| \$250,000+ | 3 | 43 | 103 | 176 | 274 | 165 | 125 |
| Median Net Worth | \$10,263 | \$16,327 | \$38,546 | \$70,440 | \$133,179 | \$128,645 | \$83,723 |
| Average Net Worth | \$28,654 | \$62,024 | \$294,589 | \$345,322 | \$580,887 | \$634,255 | \$374,119 |

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

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

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Water Front North Renton



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| Population | | Households | |
|-----------------------|-------|------------------------------|----------|
| 2010 Total Population | 7,542 | 2015 Median Household Income | \$61,959 |
| 2015 Total Population | 8,211 | 2020 Median Household Income | \$74,429 |
| 2020 Total Population | 8,923 | 2015-2020 Annual Rate | 3.74% |
| 2015-2020 Annual Rate | 1.68% | | |

| Housing Units by Occupancy Status and Tenure | Census 2010 | | 2015 | | 2020 | |
|--|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total Housing Units | 4,275 | 100.0% | 4,586 | 100.0% | 4,999 | 100.0% |
| Occupied | 3,529 | 82.5% | 3,900 | 85.0% | 4,250 | 85.0% |
| Owner | 1,436 | 33.6% | 1,479 | 32.3% | 1,585 | 31.7% |
| Renter | 2,093 | 49.0% | 2,421 | 52.8% | 2,665 | 53.3% |
| Vacant | 746 | 17.5% | 687 | 15.0% | 749 | 15.0% |

| Owner Occupied Housing Units by Value | 2015 | | 2020 | |
|---------------------------------------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| Total | 1,479 | 100.0% | 1,586 | 100.0% |
| < \$50,000 | 0 | 0.0% | 0 | 0.0% |
| \$50,000-\$99,999 | 9 | 0.6% | 6 | 0.4% |
| \$100,000-\$149,999 | 15 | 1.0% | 6 | 0.4% |
| \$150,000-\$199,999 | 57 | 3.9% | 30 | 1.9% |
| \$200,000-\$249,999 | 109 | 7.4% | 61 | 3.8% |
| \$250,000-\$299,999 | 158 | 10.7% | 92 | 5.8% |
| \$300,000-\$399,999 | 339 | 22.9% | 235 | 14.8% |
| \$400,000-\$499,999 | 247 | 16.7% | 253 | 16.0% |
| \$500,000-\$749,999 | 311 | 21.0% | 342 | 21.6% |
| \$750,000-\$999,999 | 109 | 7.4% | 325 | 20.5% |
| \$1,000,000+ | 125 | 8.5% | 236 | 14.9% |
| Median Value | \$421,255 | | \$580,409 | |
| Average Value | \$511,359 | | \$652,396 | |

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

| Census 2010 Owner Occupied Housing Units by Mortgage Status | | |
|---|--------|---------|
| | Number | Percent |
| Total | 1,436 | 100.0% |
| Owned with a Mortgage/Loan | 1,093 | 76.1% |
| Owned Free and Clear | 343 | 23.9% |

| Census 2010 Vacant Housing Units by Status | | |
|--|--------|---------|
| | Number | Percent |
| Total | 746 | 100.0% |
| For Rent | 508 | 68.1% |
| Rented- Not Occupied | 13 | 1.7% |
| For Sale Only | 70 | 9.4% |
| Sold - Not Occupied | 11 | 1.5% |
| Seasonal/Recreational/Occasional Use | 22 | 2.9% |
| For Migrant Workers | 0 | 0.0% |
| Other Vacant | 54 | 7.2% |

| Census 2010 Occupied Housing Units by Age of Householder and Home Ownership | | | |
|---|----------|----------------------|---------------|
| | Occupied | Owner Occupied Units | |
| | | Number | % of Occupied |
| Total | 3,530 | 1,437 | 40.7% |
| 15-24 | 162 | 6 | 3.7% |
| 25-34 | 699 | 131 | 18.7% |
| 35-44 | 653 | 269 | 41.2% |
| 45-54 | 705 | 340 | 48.2% |
| 55-64 | 605 | 342 | 56.5% |
| 65-74 | 332 | 178 | 53.6% |
| 75-84 | 238 | 127 | 53.4% |
| 85+ | 136 | 44 | 32.4% |

| Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership | | | |
|--|----------|----------------------|---------------|
| | Occupied | Owner Occupied Units | |
| | | Number | % of Occupied |
| Total | 3,527 | 1,435 | 40.7% |
| White Alone | 2,484 | 1,051 | 42.3% |
| Black/African American | 353 | 87 | 24.6% |
| American | 27 | 4 | 14.8% |
| Asian Alone | 453 | 239 | 52.8% |
| Pacific Islander Alone | 8 | 2 | 25.0% |
| Other Race Alone | 78 | 16 | 20.5% |
| Two or More Races | 124 | 36 | 29.0% |
| Hispanic Origin | 194 | 45 | 23.2% |

| Census 2010 Occupied Housing Units by Size and Home Ownership | | | |
|---|----------|----------------------|---------------|
| | Occupied | Owner Occupied Units | |
| | | Number | % of Occupied |
| Total | 3,529 | 1,436 | 40.7% |
| 1-Person | 1,428 | 343 | 24.0% |
| 2-Person | 1,172 | 554 | 47.3% |
| 3-Person | 432 | 221 | 51.2% |
| 4-Person | 297 | 190 | 64.0% |
| 5-Person | 118 | 78 | 66.1% |
| 6-Person | 50 | 29 | 58.0% |
| 7+ Person | 32 | 21 | 65.6% |

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

| | 2009-2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---------------------------|---------|---|-------------|
| TOTALS | | | | |
| Total Population | 7,270 | | 489  | |
| Total Households | 3,531 | | 215  | |
| Total Housing Units | 4,125 | | 224  | |
| OWNER-OCCUPIED HOUSING UNITS BY VALUE | | | | |
| Total | 1,377 | 100.0% | 143  | |
| Less than \$10,000 | 4 | 0.3% | 32  | |
| \$10,000 to \$14,999 | 5 | 0.4% | 39  | |
| \$15,000 to \$19,999 | 2 | 0.1% | 23  | |
| \$20,000 to \$24,999 | 0 | 0.0% | 0 | |
| \$25,000 to \$29,999 | 7 | 0.5% | 14  | |
| \$30,000 to \$34,999 | 0 | 0.0% | 0 | |
| \$35,000 to \$39,999 | 0 | 0.0% | 0 | |
| \$40,000 to \$49,999 | 2 | 0.1% | 50  | |
| \$50,000 to \$59,999 | 0 | 0.0% | 0 | |
| \$60,000 to \$69,999 | 0 | 0.0% | 0 | |
| \$70,000 to \$79,999 | 1 | 0.1% | 40  | |
| \$80,000 to \$89,999 | 0 | 0.0% | 0 | |
| \$90,000 to \$99,999 | 0 | 0.0% | 0 | |
| \$100,000 to \$124,999 | 21 | 1.5% | 32  | |
| \$125,000 to \$149,999 | 41 | 3.0% | 26  | |
| \$150,000 to \$174,999 | 59 | 4.3% | 43  | |
| \$175,000 to \$199,999 | 72 | 5.2% | 63  | |
| \$200,000 to \$249,999 | 81 | 5.9% | 25  | |
| \$250,000 to \$299,999 | 192 | 13.9% | 61  | |
| \$300,000 to \$399,999 | 302 | 21.9% | 81  | |
| \$400,000 to \$499,999 | 268 | 19.5% | 71  | |
| \$500,000 to \$749,999 | 229 | 16.6% | 87  | |
| \$750,000 to \$999,999 | 53 | 3.8% | 33  | |
| \$1,000,000 or more | 38 | 2.8% | 29  | |
| Median Home Value | \$366,722 | | N/A | |
| Average Home Value | N/A | | N/A | |
| OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS | | | | |
| Total | 1,377 | 100.0% | 143  | |
| Housing units with a mortgage/contract to purchase/similar debt | 1,057 | 76.8% | 141  | |
| Second mortgage only | 91 | 6.6% | 54  | |
| Home equity loan only | 190 | 13.8% | 68  | |
| Both second mortgage and home equity loan | 36 | 2.6% | 25  | |
| No second mortgage and no home equity loan | 740 | 53.7% | 119  | |
| Housing units without a mortgage | 320 | 23.2% | 61  | |
| AVERAGE VALUE BY MORTGAGE STATUS | | | | |
| Housing units with a mortgage | N/A | | N/A | |
| Housing units without a mortgage | N/A | | N/A | |

| | 2009-2013 ACS Estimate | Percent | MOE(±) | Reliability |
|--|---------------------------|---------|--------|-------------|
| RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT | | | | |
| Total | 2,155 | 100.0% | 223 | |
| With cash rent | 2,130 | 98.8% | 224 | |
| Less than \$100 | 0 | 0.0% | 0 | |
| \$100 to \$149 | 0 | 0.0% | 0 | |
| \$150 to \$199 | 66 | 3.1% | 120 | |
| \$200 to \$249 | 5 | 0.2% | 15 | |
| \$250 to \$299 | 30 | 1.4% | 60 | |
| \$300 to \$349 | 29 | 1.3% | 43 | |
| \$350 to \$399 | 0 | 0.0% | 0 | |
| \$400 to \$449 | 18 | 0.8% | 32 | |
| \$450 to \$499 | 5 | 0.2% | 60 | |
| \$500 to \$549 | 57 | 2.6% | 31 | |
| \$550 to \$599 | 21 | 1.0% | 31 | |
| \$600 to \$649 | 75 | 3.5% | 42 | |
| \$650 to \$699 | 55 | 2.6% | 38 | |
| \$700 to \$749 | 63 | 2.9% | 67 | |
| \$750 to \$799 | 41 | 1.9% | 24 | |
| \$800 to \$899 | 187 | 8.7% | 49 | |
| \$900 to \$999 | 181 | 8.4% | 83 | |
| \$1,000 to \$1,249 | 441 | 20.5% | 110 | |
| \$1,250 to \$1,499 | 330 | 15.3% | 149 | |
| \$1,500 to \$1,999 | 391 | 18.1% | 122 | |
| \$2,000 or more | 136 | 6.3% | 81 | |
| No cash rent | 25 | 1.2% | 38 | |
| Median Contract Rent | \$1,132 | | N/A | |
| Average Contract Rent | \$1,191 | | \$194 | |
| RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT | | | | |
| Total | 2,155 | 100.0% | 223 | |
| Pay extra for one or more utilities | 1,849 | 85.8% | 216 | |
| No extra payment for any utilities | 306 | 14.2% | 88 | |
| HOUSING UNITS BY UNITS IN STRUCTURE | | | | |
| Total | 4,125 | 100.0% | 224 | |
| 1, detached | 1,855 | 45.0% | 174 | |
| 1, attached | 97 | 2.4% | 55 | |
| 2 | 41 | 1.0% | 25 | |
| 3 or 4 | 131 | 3.2% | 73 | |
| 5 to 9 | 354 | 8.6% | 130 | |
| 10 to 19 | 311 | 7.5% | 125 | |
| 20 to 49 | 242 | 5.9% | 54 | |
| 50 or more | 1,070 | 25.9% | 127 | |
| Mobile home | 23 | 0.6% | 69 | |
| Boat, RV, van, etc. | 1 | 0.0% | 30 | |

| | 2009-2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---------------------------|---------|--------|---|
| HOUSING UNITS BY YEAR STRUCTURE BUILT | | | | |
| Total | 4,125 | 100.0% | 224 |  |
| Built 2010 or later | 153 | 3.7% | 95 |  |
| Built 2000 to 2009 | 1,049 | 25.4% | 137 |  |
| Built 1990 to 1999 | 510 | 12.4% | 148 |  |
| Built 1980 to 1989 | 376 | 9.1% | 109 |  |
| Built 1970 to 1979 | 308 | 7.5% | 119 |  |
| Built 1960 to 1969 | 454 | 11.0% | 101 |  |
| Built 1950 to 1959 | 462 | 11.2% | 109 |  |
| Built 1940 to 1949 | 277 | 6.7% | 80 |  |
| Built 1939 or earlier | 536 | 13.0% | 124 |  |
| Median Year Structure Built | 1981 | | N/A | |
| OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT | | | | |
| Total | 3,531 | 100.0% | 215 |  |
| Owner occupied | | | | |
| Moved in 2010 or later | 145 | 4.1% | 67 |  |
| Moved in 2000 to 2009 | 612 | 17.3% | 132 |  |
| Moved in 1990 to 1999 | 215 | 6.1% | 63 |  |
| Moved in 1980 to 1989 | 183 | 5.2% | 56 |  |
| Moved in 1970 to 1979 | 106 | 3.0% | 39 |  |
| Moved in 1969 or earlier | 116 | 3.3% | 42 |  |
| Renter occupied | | | | |
| Moved in 2010 or later | 977 | 27.7% | 182 |  |
| Moved in 2000 to 2009 | 1,047 | 29.7% | 179 |  |
| Moved in 1990 to 1999 | 67 | 1.9% | 29 |  |
| Moved in 1980 to 1989 | 20 | 0.6% | 16 |  |
| Moved in 1970 to 1979 | 14 | 0.4% | 25 |  |
| Moved in 1969 or earlier | 29 | 0.8% | 31 |  |
| Median Year Householder Moved Into Unit | 2006 | | N/A | |
| OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL | | | | |
| Total | 3,531 | 100.0% | 215 |  |
| Utility gas | 1,086 | 30.8% | 137 |  |
| Bottled, tank, or LP gas | 34 | 1.0% | 31 |  |
| Electricity | 2,222 | 62.9% | 222 |  |
| Fuel oil, kerosene, etc. | 165 | 4.7% | 65 |  |
| Coal or coke | 0 | 0.0% | 0 | |
| Wood | 5 | 0.1% | 87 |  |
| Solar energy | 0 | 0.0% | 0 | |
| Other fuel | 3 | 0.1% | 39 |  |
| No fuel used | 15 | 0.4% | 23 |  |

| | 2009-2013 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---------------------------|---------|--------|---|
| OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE | | | | |
| Total | 3,531 | 100.0% | 215 |  |
| Owner occupied | | | | |
| No vehicle available | 47 | 1.3% | 38 |  |
| 1 vehicle available | 218 | 6.2% | 55 |  |
| 2 vehicles available | 552 | 15.6% | 101 |  |
| 3 vehicles available | 381 | 10.8% | 89 |  |
| 4 vehicles available | 123 | 3.5% | 45 |  |
| 5 or more vehicles available | 55 | 1.6% | 63 |  |
| Renter occupied | | | | |
| No vehicle available | 350 | 9.9% | 143 |  |
| 1 vehicle available | 1,068 | 30.2% | 166 |  |
| 2 vehicles available | 605 | 17.1% | 153 |  |
| 3 vehicles available | 92 | 2.6% | 70 |  |
| 4 vehicles available | 4 | 0.1% | 88 |  |
| 5 or more vehicles available | 34 | 1.0% | 34 |  |
| Average Number of Vehicles Available | 1.7 | | 0.2 |  |

Data Note: N/A means not available.

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

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

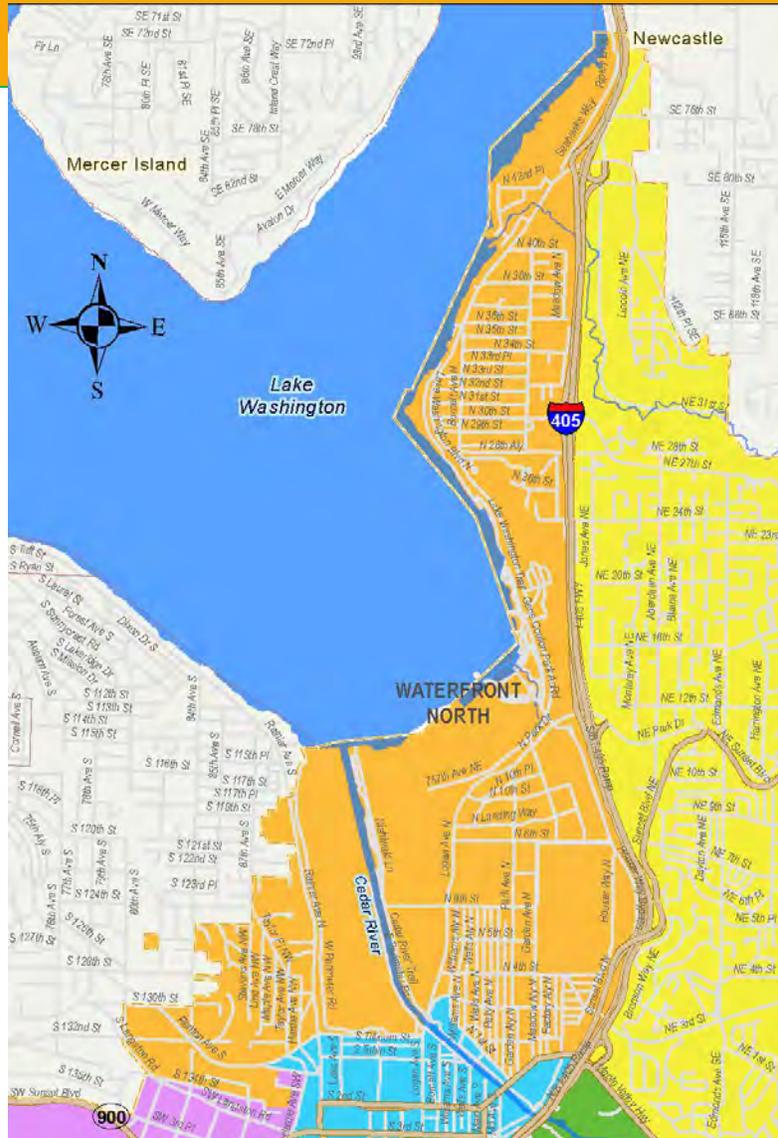
Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

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

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

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

Water Front North Renton Expenditures



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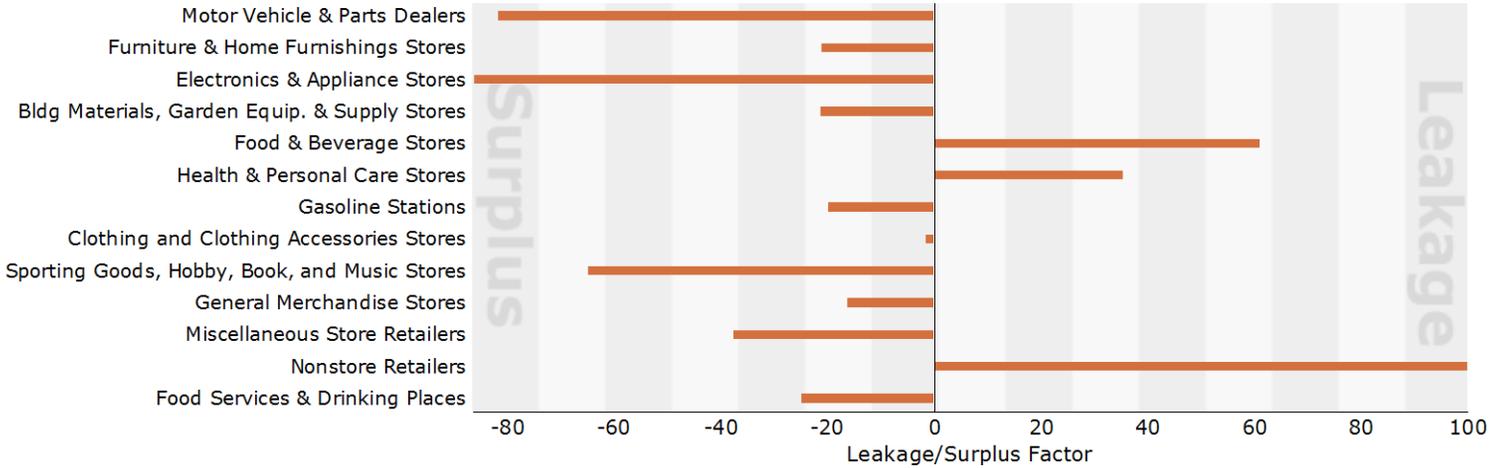
| Summary Demographics | | | | | | |
|---|----------|------------------------------|--------------------------|----------------|-------------------------|-------------------------|
| 2015 Population | | | | | | 8,211 |
| 2015 Households | | | | | | 3,899 |
| 2015 Median Disposable Income | | | | | | \$51,999 |
| 2015 Per Capita Income | | | | | | \$37,842 |
| Industry Summary | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surpl Factor | Number of Businesses |
| Total Retail Trade and Food & Drink | 44- | \$163,790,340 | \$548,843,427 | -\$385,053,087 | -54.0 | 127 |
| Total Retail Trade | 44-45 | \$147,243,784 | \$521,200,937 | -\$373,957,153 | -55.9 | 72 |
| Total Food & Drink | 722 | \$16,546,557 | \$27,642,490 | -\$11,095,933 | -25.1 | 55 |
| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surpl Factor | Number of Businesses |
| Motor Vehicle & Parts Dealers | 441 | \$32,691,540 | \$326,046,280 | -\$293,354,740 | -81.8 | 13 |
| Automobile Dealers | 4411 | \$26,429,619 | \$312,011,005 | -\$285,581,386 | -84.4 | 7 |
| Other Motor Vehicle Dealers | 4412 | \$4,026,733 | \$6,335,208 | -\$2,308,475 | -22.3 | 3 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$2,235,188 | \$7,700,067 | -\$5,464,879 | -55.0 | 3 |
| Furniture & Home Furnishings Stores | 442 | \$4,361,619 | \$6,724,919 | -\$2,363,300 | -21.3 | 5 |
| Furniture Stores | 4421 | \$2,596,216 | \$5,690,670 | -\$3,094,454 | -37.3 | 3 |
| Home Furnishings Stores | 4422 | \$1,765,403 | \$1,034,249 | \$731,154 | 26.1 | 2 |
| Electronics & Appliance Stores | 443 | \$5,591,780 | \$77,763,857 | -\$72,172,077 | -86.6 | 3 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$6,984,760 | \$10,825,464 | -\$3,840,704 | -21.6 | 7 |
| Bldg Material & Supplies Dealers | 4441 | \$6,230,670 | \$10,825,464 | -\$4,594,794 | -26.9 | 7 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$754,091 | \$0 | \$754,091 | 100.0 | 0 |
| Food & Beverage Stores | 445 | \$30,584,459 | \$7,412,153 | \$23,172,306 | 61.0 | 5 |
| Grocery Stores | 4451 | \$26,901,612 | \$5,918,645 | \$20,982,967 | 63.9 | 3 |
| Specialty Food Stores | 4452 | \$2,124,416 | \$1,458,786 | \$665,630 | 18.6 | 2 |
| Beer, Wine & Liquor Stores | 4453 | \$1,558,432 | \$0 | \$1,558,432 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | \$8,398,850 | \$4,010,110 | \$4,388,740 | 35.4 | 6 |
| Gasoline Stations | 447,4471 | \$8,464,675 | \$12,728,997 | -\$4,264,322 | -20.1 | 4 |
| Clothing & Clothing Accessories Stores | 448 | \$7,791,566 | \$8,051,352 | -\$259,786 | -1.6 | 4 |
| Clothing Stores | 4481 | \$5,876,736 | \$5,265,862 | \$610,874 | 5.5 | 3 |
| Shoe Stores | 4482 | \$884,646 | \$992,973 | -\$108,327 | -5.8 | 1 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$1,030,184 | \$0 | \$1,030,184 | 100.0 | 0 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$2,457,954 | \$11,644,950 | -\$9,186,996 | -65.1 | 7 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$2,320,645 | \$11,126,518 | -\$8,805,873 | -65.5 | 5 |
| Book, Periodical & Music Stores | 4512 | \$137,309 | \$518,432 | -\$381,123 | -58.1 | 2 |
| General Merchandise Stores | 452 | \$27,685,487 | \$38,555,588 | -\$10,870,101 | -16.4 | 5 |
| Department Stores Excluding Leased Depts. | 4521 | \$19,768,682 | \$35,805,898 | -\$16,037,216 | -28.9 | 2 |
| Other General Merchandise Stores | 4529 | \$7,916,805 | \$2,749,690 | \$5,167,115 | 48.4 | 2 |
| Miscellaneous Store Retailers | 453 | \$7,354,659 | \$16,303,888 | -\$8,949,229 | -37.8 | 13 |
| Florists | 4531 | \$243,384 | \$0 | \$243,384 | 100.0 | 0 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$1,621,134 | \$4,554,897 | -\$2,933,763 | -47.5 | 3 |
| Used Merchandise Stores | 4533 | \$447,192 | \$2,511,000 | -\$2,063,808 | -69.8 | 5 |
| Other Miscellaneous Store Retailers | 4539 | \$5,042,948 | \$9,216,095 | -\$4,173,147 | -29.3 | 5 |
| Nonstore Retailers | 454 | \$4,876,435 | \$0 | \$4,876,435 | 100.0 | 0 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$4,351,383 | \$0 | \$4,351,383 | 100.0 | 0 |
| Vending Machine Operators | 4542 | \$69,242 | \$0 | \$69,242 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | \$455,810 | \$0 | \$455,810 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | \$16,546,557 | \$27,642,490 | -\$11,095,933 | -25.1 | 55 |
| Full-Service Restaurants | 7221 | \$9,575,873 | \$14,856,892 | -\$5,281,019 | -21.6 | 34 |
| Limited-Service Eating Places | 7222 | \$6,280,465 | \$11,575,527 | -\$5,295,062 | -29.7 | 17 |
| Special Food Services | 7223 | \$300,845 | \$0 | \$300,845 | 100.0 | 0 |
| Drinking Places - Alcoholic Beverages | 7224 | \$389,373 | \$1,050,625 | -\$661,252 | -45.9 | 4 |

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.

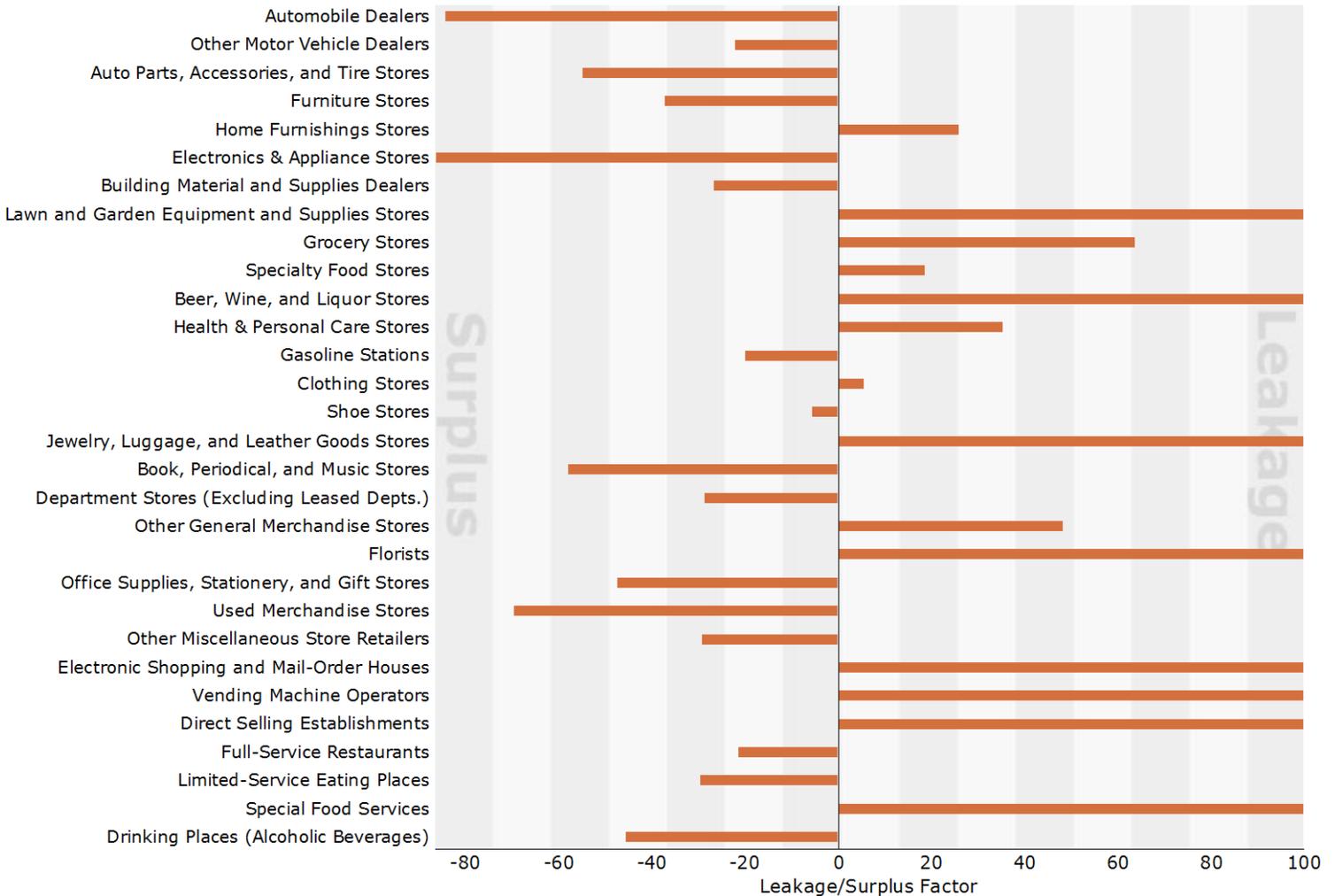
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Household Budget Expenditures

WFN_Renton
Area: 2.73 square miles

Prepared by CED/Planning

| Demographic Summary | | 2015 | 2020 | |
|--|----------------|----------------------|---------------|---------|
| Population | | 8,211 | 8,923 | |
| Households | | 3,899 | 4,250 | |
| Families | | 1,852 | 2,008 | |
| Median Age | | 40.3 | 41.1 | |
| Median Household Income | | \$61,959 | \$74,429 | |
| | Spending Index | Average Amount Spent | Total | Percent |
| Total Expenditures | 106 | \$76,365.37 | \$297,748,569 | 100.0% |
| Food | 107 | \$9,094.04 | \$35,457,678 | 11.9% |
| Food at Home | 106 | \$5,536.00 | \$21,584,848 | 7.2% |
| Food Away from Home | 108 | \$3,558.05 | \$13,872,830 | 4.7% |
| Alcoholic Beverages | 114 | \$634.53 | \$2,474,048 | 0.8% |
| Housing | 110 | \$23,631.35 | \$92,138,626 | 30.9% |
| Shelter | 113 | \$18,506.94 | \$72,158,545 | 24.2% |
| Utilities, Fuel and Public Services | 101 | \$5,124.41 | \$19,980,081 | 6.7% |
| Household Operations | 107 | \$1,975.32 | \$7,701,779 | 2.6% |
| Housekeeping Supplies | 103 | \$744.74 | \$2,903,741 | 1.0% |
| Household Furnishings and Equipment | 104 | \$1,920.47 | \$7,487,918 | 2.5% |
| Apparel and Services | 109 | \$2,515.16 | \$9,806,597 | 3.3% |
| Transportation | 102 | \$10,812.16 | \$42,156,626 | 14.2% |
| Travel | 107 | \$2,090.07 | \$8,149,192 | 2.7% |
| Health Care | 99 | \$4,688.43 | \$18,280,187 | 6.1% |
| Entertainment and Recreation | 105 | \$3,463.80 | \$13,505,350 | 4.5% |
| Personal Care Products & Services | 107 | \$837.52 | \$3,265,471 | 1.1% |
| Education | 116 | \$1,772.54 | \$6,911,149 | 2.3% |
| Smoking Products | 103 | \$478.93 | \$1,867,341 | 0.6% |
| Miscellaneous (1) | 104 | \$1,209.06 | \$4,714,137 | 1.6% |
| Support Payments/Cash Contribution/Gifts in Kind | 104 | \$2,590.62 | \$10,100,832 | 3.4% |
| Life/Other Insurance | 94 | \$432.02 | \$1,684,465 | 0.6% |
| Pensions and Social Security | 105 | \$7,474.59 | \$29,143,430 | 9.8% |

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 | 4,586 | Population | 8,211 |
| 2015-2020 Percent Change | 9.01% | Households | 3,899 |
| Percent Occupied | 85.0% | Families | 1,852 |
| Percent Owner Households | 37.9% | Median Age | 40.3 |
| Median Home Value | \$421,255 | Median Household Income | \$61,959 |
| | Spending Potential Index | Average Amount Spent | Total |
| Owned Dwellings | 98 | \$11,287.79 | \$44,011,112 |
| Mortgage Interest | 101 | \$4,150.04 | \$16,181,018 |
| Mortgage Principal | 98 | \$2,132.65 | \$8,315,204 |
| Property Taxes | 98 | \$2,492.66 | \$9,718,877 |
| Homeowners Insurance | 89 | \$433.31 | \$1,689,457 |
| Ground Rent | 93 | \$65.24 | \$254,375 |
| Maintenance and Remodeling Services | 95 | \$1,607.47 | \$6,267,533 |
| Maintenance and Remodeling Materials | 88 | \$264.50 | \$1,031,270 |
| Property Management and Security | 125 | \$141.93 | \$553,380 |
| Rented Dwellings | 151 | \$6,443.32 | \$25,122,487 |
| Rent | 151 | \$6,213.38 | \$24,225,952 |
| Rent Received as Pay | 137 | \$159.48 | \$621,822 |
| Renters' Insurance | 141 | \$26.48 | \$103,244 |
| Maintenance and Repair Services | 126 | \$26.93 | \$105,006 |
| Maintenance and Repair Materials | 128 | \$17.05 | \$66,463 |
| Owned Vacation Homes | 110 | \$670.60 | \$2,614,662 |
| Mortgage Payment | 105 | \$183.40 | \$715,072 |
| Property Taxes | 101 | \$148.05 | \$577,239 |
| Homeowners Insurance | 95 | \$16.85 | \$65,717 |
| Maintenance and Remodeling | 123 | \$291.24 | \$1,135,527 |
| Property Management and Security | 97 | \$31.06 | \$121,106 |
| Housing While Attending School | 111 | \$105.23 | \$410,284 |
| Household Operations | 107 | \$1,975.32 | \$7,701,779 |
| Child Care | 114 | \$508.94 | \$1,984,363 |
| Care for Elderly or Handicapped | 119 | \$93.15 | \$363,195 |
| Appliance Rental and Repair | 97 | \$23.62 | \$92,108 |
| Computer Information Services | 108 | \$482.21 | \$1,880,155 |
| Home Security System Services | 95 | \$34.57 | \$134,793 |
| Non-Apparel Household Laundry/Dry Cleaning | 117 | \$36.06 | \$140,601 |
| Housekeeping Services | 112 | \$183.11 | \$713,929 |
| Lawn and Garden | 95 | \$413.21 | \$1,611,106 |
| Moving/Storage/Freight Express | 124 | \$92.14 | \$359,239 |
| Installation of Computers | 109 | \$0.73 | \$2,836 |
| PC Repair (Personal Use) | 108 | \$8.90 | \$34,708 |
| Reupholstering/Furniture Repair | 107 | \$6.64 | \$25,892 |
| Termite/Pest Control | 90 | \$30.38 | \$118,462 |
| Water Softening Services | 86 | \$5.44 | \$21,194 |
| Internet Services Away from Home | 114 | \$12.05 | \$46,991 |
| Voice Over IP Service | 117 | \$16.65 | \$64,937 |
| Other Home Services (1) | 105 | \$27.51 | \$107,269 |

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 | 101 | \$5,124.41 | \$19,980,081 |
| Bottled Gas | 72 | \$51.45 | \$200,609 |
| Electricity | 98 | \$1,896.19 | \$7,393,229 |
| Fuel Oil | 106 | \$123.73 | \$482,406 |
| Natural Gas | 106 | \$567.93 | \$2,214,342 |
| Phone Services | 104 | \$1,759.66 | \$6,860,928 |
| Water and Other Public Services | 102 | \$716.62 | \$2,794,105 |
| Coal/Wood/Other Fuel | 73 | \$8.84 | \$34,462 |
| Housekeeping Supplies | 103 | \$744.74 | \$2,903,741 |
| Laundry and Cleaning Supplies | 103 | \$211.60 | \$825,042 |
| Postage and Stationery | 104 | \$188.01 | \$733,046 |
| Other HH Products (2) | 103 | \$345.13 | \$1,345,653 |
| Household Textiles | 107 | \$105.73 | \$412,236 |
| Bathroom Linens | 110 | \$14.79 | \$57,669 |
| Bedroom Linens | 110 | \$55.11 | \$214,855 |
| Kitchen and Dining Room Linens | 108 | \$2.75 | \$10,738 |
| Curtains and Draperies | 100 | \$14.66 | \$57,165 |
| Slipcovers, Decorative Pillows | 113 | \$5.81 | \$22,648 |
| Materials for Slipcovers/Curtains | 99 | \$11.09 | \$43,256 |
| Other Linens | 113 | \$1.51 | \$5,904 |
| Furniture | 105 | \$543.83 | \$2,120,390 |
| Mattresses and Box Springs | 108 | \$102.81 | \$400,842 |
| Other Bedroom Furniture | 104 | \$96.17 | \$374,949 |
| Sofas | 107 | \$142.34 | \$554,975 |
| Living Room Tables and Chairs | 98 | \$64.53 | \$251,608 |
| Kitchen, Dining Room Furniture | 107 | \$43.82 | \$170,838 |
| Infant Furniture | 111 | \$13.55 | \$52,840 |
| Outdoor Furniture | 98 | \$25.68 | \$100,135 |
| Wall Units, Cabinets, Other Furniture (3) | 109 | \$54.94 | \$214,203 |
| Major Appliances | 98 | \$264.22 | \$1,030,191 |
| Dishwashers and Disposals | 101 | \$22.50 | \$87,735 |
| Refrigerators and Freezers | 96 | \$75.23 | \$293,304 |
| Clothes Washers | 98 | \$45.85 | \$178,784 |
| Clothes Dryers | 95 | \$31.77 | \$123,876 |
| Cooking Stoves and Ovens | 97 | \$35.92 | \$140,068 |
| Microwave Ovens | 107 | \$14.43 | \$56,247 |
| Window Air Conditioners | 98 | \$6.59 | \$25,690 |
| Electric Floor Cleaning Equipment | 103 | \$22.91 | \$89,325 |
| Sewing Machines and Miscellaneous Appliances | 101 | \$9.02 | \$35,163 |

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 | 102 | \$25.16 | \$98,118 |
| Housewares | 107 | \$77.41 | \$301,804 |
| Small Appliances | 107 | \$48.86 | \$190,503 |
| Window Coverings | 107 | \$22.07 | \$86,056 |
| Lamps and Other Lighting Fixtures | 108 | \$17.67 | \$68,894 |
| Infant Equipment | 106 | \$20.31 | \$79,207 |
| Rental of Furniture | 98 | \$7.20 | \$28,072 |
| Laundry and Cleaning Equipment | 104 | \$26.29 | \$102,505 |
| Closet and Storage Items | 109 | \$21.97 | \$85,677 |
| Luggage | 112 | \$10.27 | \$40,062 |
| Clocks and Other Household Decoratives | 101 | \$169.52 | \$660,969 |
| Telephones and Accessories | 104 | \$51.88 | \$202,272 |
| Telephone Answering Devices | 102 | \$0.84 | \$3,275 |
| Grills and Outdoor Equipment | 94 | \$37.05 | \$144,443 |
| Power Tools | 99 | \$51.62 | \$201,272 |
| Hand Tools | 101 | \$8.87 | \$34,573 |
| Office Furniture/Equipment for Home Use | 104 | \$15.36 | \$59,870 |
| Computers and Hardware for Home Use | 110 | \$238.55 | \$930,088 |
| Portable Memory | 114 | \$6.11 | \$23,814 |
| Computer Software | 119 | \$24.14 | \$94,111 |
| Computer Accessories | 107 | \$20.44 | \$79,710 |
| Personal Digital Assistants | 109 | \$8.06 | \$31,420 |
| Other Household Items (4) | 102 | \$97.05 | \$378,386 |

(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 | | 8,211 | 8,923 |
| Households | | 3,899 | 4,250 |
| Families | | 1,852 | 2,008 |
| Median Age | | 40.3 | 41.1 |
| Median Household Income | | \$61,959 | \$74,429 |
| | Spending Index | Average Amount Spent | Total |
| Assets | | | |
| Market Value | | | |
| Checking Accounts | 103 | \$10,931.50 | \$42,621,926 |
| Savings Accounts | 102 | \$11,538.04 | \$44,986,801 |
| U.S. Savings Bonds | 109 | \$374.71 | \$1,460,993 |
| Stocks, Bonds & Mutual Funds | 105 | \$35,611.93 | \$138,850,923 |
| Annual Changes | | | |
| Checking Accounts | 148 | \$148.22 | \$577,895 |
| Savings Accounts | 104 | \$302.83 | \$1,180,746 |
| U.S. Savings Bonds | 127 | -\$43.93 | -\$171,277 |
| Earnings | | | |
| Dividends, Royalties, Estates, Trusts | 109 | \$949.22 | \$3,701,027 |
| Interest from Savings Accounts or Bonds | 98 | \$682.38 | \$2,660,611 |
| Retirement Plan Contributions | 106 | \$1,538.81 | \$5,999,832 |
| Liabilities | | | |
| Original Mortgage Amount | 103 | \$14,529.14 | \$56,649,133 |
| Vehicle Loan Amount 1 | 104 | \$2,346.04 | \$9,147,213 |
| Amount Paid: Interest | | | |
| Home Mortgage | 101 | \$4,150.04 | \$16,181,018 |
| Lump Sum Home Equity Loan | 97 | \$75.88 | \$295,842 |
| New Car/Truck/Van Loan | 99 | \$142.65 | \$556,206 |
| Used Car/Truck/Van Loan | 103 | \$150.38 | \$586,343 |
| Amount Paid: Principal | | | |
| Home Mortgage | 98 | \$2,132.65 | \$8,315,204 |
| Lump Sum Home Equity Loan | 93 | \$96.81 | \$377,481 |
| New Car/Truck/Van Loan | 99 | \$922.44 | \$3,596,613 |
| Used Car/Truck/Van Loan | 101 | \$769.45 | \$3,000,090 |
| Checking Account and Banking Service Charges | 116 | \$35.99 | \$140,311 |
| Finance Charges, excluding Mortgage/Vehicle | 111 | \$251.15 | \$979,241 |

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 |
|---|--------|---------------------|----------------|--------------|
| Set to Impress (11D) | 24.2% | Population | 8,211 | 8,923 |
| Urban Chic (2A) | 21.2% | Households | 3,899 | 4,250 |
| Enterprising Professionals (2D) | 20.5% | Families | 1,852 | 2,008 |
| Old and Newcomers (8F) | 18.1% | Median Age | 40.3 | 41.1 |
| City Lights (8A) | 15.9% | Median Household | \$61,959 | \$74,429 |
| | | Spending Potential | Average Amount | |
| | | Index | Spent | Total |
| Apparel and Services | | 109 | \$2,515.16 | \$9,806,597 |
| Men's | | 110 | \$475.96 | \$1,855,761 |
| Women's | | 108 | \$873.53 | \$3,405,905 |
| Children's | | 108 | \$405.39 | \$1,580,626 |
| Footwear | | 108 | \$493.57 | \$1,924,428 |
| Watches & Jewelry | | 110 | \$159.56 | \$622,111 |
| Apparel Products and Services (1) | | 110 | \$107.15 | \$417,766 |
| Computer | | | | |
| Computers and Hardware for Home Use | | 110 | \$238.55 | \$930,088 |
| Portable Memory | | 114 | \$6.11 | \$23,814 |
| Computer Software | | 119 | \$24.14 | \$94,111 |
| Computer Accessories | | 107 | \$20.44 | \$79,710 |
| Entertainment & Recreation | | 105 | \$3,463.80 | \$13,505,350 |
| Fees and Admissions | | 110 | \$714.02 | \$2,783,979 |
| Membership Fees for Clubs (2) | | 109 | \$187.34 | \$730,428 |
| Fees for Participant Sports, excl. Trips | | 111 | \$133.57 | \$520,799 |
| Admission to Movie/Theatre/Opera/Ballet | | 114 | \$187.48 | \$731,002 |
| Admission to Sporting Events, excl. Trips | | 103 | \$68.62 | \$267,567 |
| Fees for Recreational Lessons | | 111 | \$136.21 | \$531,094 |
| Dating Services | | 132 | \$0.79 | \$3,088 |
| TV/Video/Audio | | 105 | \$1,374.48 | \$5,359,110 |
| Cable and Satellite Television Services | | 103 | \$919.06 | \$3,583,420 |
| Televisions | | 107 | \$158.17 | \$616,721 |
| Satellite Dishes | | 105 | \$1.65 | \$6,428 |
| VCRs, Video Cameras, and DVD Players | | 110 | \$12.06 | \$47,032 |
| Miscellaneous Video Equipment | | 106 | \$11.44 | \$44,620 |
| Video Cassettes and DVDs | | 111 | \$35.80 | \$139,578 |
| Video Game Hardware/Accessories | | 112 | \$25.90 | \$100,996 |
| Video Game Software | | 111 | \$30.39 | \$118,504 |
| Streaming/Downloaded Video | | 123 | \$7.08 | \$27,617 |
| Rental of Video Cassettes and DVDs | | 112 | \$26.37 | \$102,815 |
| Installation of Televisions | | 104 | \$1.16 | \$4,517 |
| Audio (3) | | 113 | \$139.70 | \$544,674 |
| Rental and Repair of TV/Radio/Sound Equipment | | 106 | \$5.69 | \$22,190 |
| Pets | | 99 | \$564.75 | \$2,201,945 |
| Toys and Games (4) | | 108 | \$132.59 | \$516,956 |
| Recreational Vehicles and Fees (5) | | 94 | \$205.66 | \$801,858 |
| Sports/Recreation/Exercise Equipment (6) | | 102 | \$193.63 | \$754,967 |
| Photo Equipment and Supplies (7) | | 111 | \$89.94 | \$350,689 |
| Reading (8) | | 106 | \$161.36 | \$629,160 |
| Catered Affairs (9) | | 115 | \$27.36 | \$106,687 |
| Food | | 107 | \$9,094.04 | \$35,457,678 |
| Food at Home | | 106 | \$5,536.00 | \$21,584,848 |
| Bakery and Cereal Products | | 106 | \$769.94 | \$3,001,987 |
| Meats, Poultry, Fish, and Eggs | | 105 | \$1,208.93 | \$4,713,634 |
| Dairy Products | | 106 | \$593.91 | \$2,315,671 |
| Fruits and Vegetables | | 108 | \$1,067.45 | \$4,162,006 |
| Snacks and Other Food at Home (10) | | 106 | \$1,895.76 | \$7,391,550 |
| Food Away from Home | | 108 | \$3,558.05 | \$13,872,830 |
| Alcoholic Beverages | | 114 | \$634.53 | \$2,474,048 |
| Nonalcoholic Beverages at Home | | 105 | \$525.81 | \$2,050,149 |

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.



Retail Goods and Services Expenditures

WFn_Renton
Area: 2.73 square miles

Prepared by CED/Planning

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|--------------|
| Financial | | | |
| Investments | 118 | \$3,258.22 | \$12,703,783 |
| Vehicle Loans | 102 | \$4,308.10 | \$16,797,293 |
| Health | | | |
| Nonprescription Drugs | 100 | \$129.74 | \$505,863 |
| Prescription Drugs | 95 | \$472.58 | \$1,842,595 |
| Eyeglasses and Contact Lenses | 101 | \$90.67 | \$353,504 |
| Home | | | |
| Mortgage Payment and Basics (11) | 99 | \$9,273.90 | \$36,158,930 |
| Maintenance and Remodeling Services | 95 | \$1,607.47 | \$6,267,533 |
| Maintenance and Remodeling Materials (12) | 88 | \$264.50 | \$1,031,270 |
| Utilities, Fuel, and Public Services | 101 | \$5,124.41 | \$19,980,081 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | 107 | \$105.73 | \$412,236 |
| Furniture | 105 | \$543.83 | \$2,120,390 |
| Rugs | 102 | \$25.16 | \$98,118 |
| Major Appliances (14) | 98 | \$264.22 | \$1,030,191 |
| Housewares (15) | 107 | \$77.41 | \$301,804 |
| Small Appliances | 107 | \$48.86 | \$190,503 |
| Luggage | 112 | \$10.27 | \$40,062 |
| Telephones and Accessories | 104 | \$51.88 | \$202,272 |
| Household Operations | | | |
| Child Care | 114 | \$508.94 | \$1,984,363 |
| Lawn and Garden (16) | 95 | \$413.21 | \$1,611,106 |
| Moving/Storage/Freight Express | 124 | \$92.14 | \$359,239 |
| Housekeeping Supplies (17) | 103 | \$744.74 | \$2,903,741 |
| Insurance | | | |
| Owners and Renters Insurance | 91 | \$459.78 | \$1,792,700 |
| Vehicle Insurance | 104 | \$1,260.83 | \$4,915,960 |
| Life/Other Insurance | 94 | \$432.02 | \$1,684,465 |
| Health Insurance | 99 | \$2,605.58 | \$10,159,149 |
| Personal Care Products (18) | 106 | \$496.68 | \$1,936,556 |
| School Books and Supplies (19) | 111 | \$199.37 | \$777,325 |
| Smoking Products | 103 | \$478.93 | \$1,867,341 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) (20) | 100 | \$4,041.14 | \$15,756,417 |
| Gasoline and Motor Oil | 101 | \$3,541.04 | \$13,806,527 |
| Vehicle Maintenance and Repairs | 106 | \$1,181.27 | \$4,605,755 |
| Travel | | | |
| Airline Fares | 115 | \$547.23 | \$2,133,644 |
| Lodging on Trips | 104 | \$469.48 | \$1,830,497 |
| Auto/Truck/Van Rental on Trips | 112 | \$37.66 | \$146,819 |
| Food and Drink on Trips | 106 | \$491.68 | \$1,917,047 |

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 | | 8,211 | 8,923 |
| Households | | 3,899 | 4,250 |
| Families | | 1,852 | 2,008 |
| Median Age | | 40.3 | 41.1 |
| Median Household Income | | \$61,959 | \$74,429 |
| | Spending Potential Index | Average Amount Spent | Total |
| Entertainment/Recreation Fees and Admissions | 110 | \$714.02 | \$2,783,979 |
| Admission to Movies, Theater, Opera, Ballet | 114 | \$187.48 | \$731,002 |
| Admission to Sporting Events, excl. Trips | 103 | \$68.62 | \$267,567 |
| Fees for Participant Sports, excl. Trips | 111 | \$133.57 | \$520,799 |
| Fees for Recreational Lessons | 111 | \$136.21 | \$531,094 |
| Membership Fees for Social/Recreation/Civic Clubs | 109 | \$187.34 | \$730,428 |
| Dating Services | 132 | \$0.79 | \$3,088 |
| Rental of Video Cassettes and DVDs | 112 | \$26.37 | \$102,815 |
| Toys & Games | 108 | \$132.59 | \$516,956 |
| Toys and Playground Equipment | 107 | \$123.85 | \$482,896 |
| Play Arcade Pinball/Video Games | 132 | \$4.03 | \$15,703 |
| Online Entertainment and Games | 117 | \$4.71 | \$18,356 |
| Recreational Vehicles and Fees | 94 | \$205.66 | \$801,858 |
| Docking and Landing Fees for Boats and Planes | 93 | \$9.13 | \$35,608 |
| Camp Fees | 111 | \$36.91 | \$143,930 |
| Purchase of RVs or Boats | 90 | \$151.21 | \$589,587 |
| Rental of RVs or Boats | 111 | \$8.39 | \$32,732 |
| Sports, Recreation and Exercise Equipment | 102 | \$193.63 | \$754,967 |
| Exercise Equipment and Gear, Game Tables | 100 | \$76.89 | \$299,813 |
| Bicycles | 118 | \$35.23 | \$137,377 |
| Camping Equipment | 115 | \$19.43 | \$75,773 |
| Hunting and Fishing Equipment | 91 | \$38.24 | \$149,098 |
| Winter Sports Equipment | 109 | \$6.50 | \$25,331 |
| Water Sports Equipment | 101 | \$6.58 | \$25,651 |
| Other Sports Equipment | 99 | \$7.90 | \$30,795 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | 93 | \$2.85 | \$11,130 |
| Photographic Equipment and Supplies | 111 | \$89.94 | \$350,689 |
| Film | 106 | \$1.27 | \$4,958 |
| Film Processing | 100 | \$12.27 | \$47,837 |
| Photographic Equipment | 115 | \$45.63 | \$177,895 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 109 | \$30.78 | \$119,999 |
| Reading | 106 | \$161.36 | \$629,160 |
| Magazine/Newspaper Subscriptions | 99 | \$54.10 | \$210,920 |
| Magazine/Newspaper Single Copies | 110 | \$17.13 | \$66,802 |
| Books | 110 | \$70.81 | \$276,092 |
| Digital Book Readers | 107 | \$19.32 | \$75,346 |

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 | | 8,211 | 8,923 |
| Households | | 3,899 | 4,250 |
| Families | | 1,852 | 2,008 |
| Median Household Income | | \$61,959 | \$74,429 |
| Males per 100 Females | | 99.9 | 99.8 |
| Population By Age | | | |
| Population <5 Years | | 5.3% | 5.3% |
| Population 65+ Years | | 14.9% | 16.9% |
| Median Age | | 40.3 | 41.1 |
| | Spending Potential Index | Average Amount Spent | Total |
| Health Care | 99 | \$4,688.43 | \$18,280,187 |
| Medical Care | 99 | \$2,082.85 | \$8,121,038 |
| Physician Services | 103 | \$273.44 | \$1,066,137 |
| Dental Services | 104 | \$402.53 | \$1,569,452 |
| Eyecare Services | 98 | \$54.05 | \$210,745 |
| Lab Tests, X-Rays | 92 | \$61.93 | \$241,447 |
| Hospital Room and Hospital Services | 96 | \$193.55 | \$754,661 |
| Convalescent or Nursing Home Care | 100 | \$31.49 | \$122,787 |
| Other Medical services (1) | 104 | \$119.63 | \$466,423 |
| Nonprescription Drugs | 100 | \$129.74 | \$505,863 |
| Prescription Drugs | 95 | \$472.58 | \$1,842,595 |
| Nonprescription Vitamins | 104 | \$72.83 | \$283,945 |
| Medicare Prescription Drug Premium | 94 | \$82.51 | \$321,715 |
| Eyeglasses and Contact Lenses | 101 | \$90.67 | \$353,504 |
| Hearing Aids | 94 | \$25.40 | \$99,040 |
| Medical Equipment for General Use | 104 | \$6.29 | \$24,528 |
| Other Medical Supplies (2) | 102 | \$66.22 | \$258,194 |
| Health Insurance | 99 | \$2,605.58 | \$10,159,149 |
| Blue Cross/Blue Shield | 97 | \$829.25 | \$3,233,263 |
| Commercial Health Insurance | 101 | \$501.33 | \$1,954,691 |
| Health Maintenance Organization | 106 | \$473.63 | \$1,846,671 |
| Medicare Payments | 94 | \$493.63 | \$1,924,676 |
| Long Term Care Insurance | 99 | \$99.53 | \$388,057 |
| Other Health Insurance (3) | 94 | \$208.20 | \$811,791 |

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 | | 8,211 | 8,923 |
| Households | | 3,899 | 4,250 |
| Families | | 1,852 | 2,008 |
| Median Age | | 40.3 | 41.1 |
| Median Household Income | | \$61,959 | \$74,429 |

| | Spending Potential Index | Average Amount Spent | Total |
|--|---------------------------------|-----------------------------|--------------|
| Products | | | |
| Vehicle Coolant/Brake/Transmission Fluids | 103 | \$6.38 | \$24,890 |
| Gasoline | 101 | \$3,471.19 | \$13,534,155 |
| Motor Oil | 97 | \$14.87 | \$57,981 |
| Vehicle Parts/Equipment and Accessories | 101 | \$64.04 | \$249,694 |
| Tire Purchase/Replacement | 102 | \$204.25 | \$796,358 |
| Vehicle Audio/Video Equipment and Installation | 104 | \$4.90 | \$19,093 |
| Vehicle Cleaning Products and Services | 113 | \$14.83 | \$57,831 |
| Services | | | |
| Auto Repair Service Policy | 104 | \$20.45 | \$79,724 |
| Membership Fees for Automobile Service Clubs | 108 | \$30.35 | \$118,348 |
| Global Positioning Services | 93 | \$2.51 | \$9,783 |
| Vehicle Air Conditioning Repair | 96 | \$20.90 | \$81,486 |
| Vehicle Body Work and Painting | 107 | \$37.07 | \$144,545 |
| Vehicle Brake Work | 109 | \$89.25 | \$347,982 |
| Vehicle Clutch/Transmission Repair | 101 | \$45.02 | \$175,526 |
| Vehicle Cooling System Repair | 111 | \$30.63 | \$119,415 |
| Vehicle Drive Shaft and Rear-end Repair | 108 | \$10.39 | \$40,523 |
| Vehicle Electrical System Repair | 108 | \$41.49 | \$161,758 |
| Vehicle Exhaust System Repair | 112 | \$18.80 | \$73,313 |
| Vehicle Front End Alignment/Wheel Balance & Rotation | 103 | \$26.72 | \$104,165 |
| Lube/Oil Change and Oil Filters | 101 | \$109.11 | \$425,437 |
| Vehicle Motor Repair/Replacement | 107 | \$98.05 | \$382,286 |
| Vehicle Motor Tune-up | 115 | \$81.34 | \$317,162 |
| Vehicle Shock Absorber Replacement | 108 | \$8.54 | \$33,283 |
| Vehicle Steering/Front End Repair | 106 | \$33.48 | \$130,552 |
| Tire Repair and Other Repair Work | 109 | \$75.11 | \$292,859 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

WFN_Renton
Area: 2.73 square miles

Prepared by CED/Planning

Data for all businesses in area

| | |
|--|--------|
| Total Businesses: | 412 |
| Total Employees: | 4,169 |
| Total Residential Population: | 8,211 |
| Employee/Residential Population Ratio: | 0.51:1 |

| by SIC Codes | | | Employees | |
|--|------------|---------------|--------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture & Mining | 6 | 1.5% | 26 | 0.6% |
| Construction | 19 | 4.6% | 62 | 1.5% |
| Manufacturing | 8 | 1.9% | 126 | 3.0% |
| Transportation | 6 | 1.5% | 25 | 0.6% |
| Communication | 3 | 0.7% | 14 | 0.3% |
| Utility | 1 | 0.2% | 12 | 0.3% |
| Wholesale Trade | 18 | 4.4% | 408 | 9.8% |
| Retail Trade Summary | 133 | 32.3% | 1,994 | 47.8% |
| Home Improvement | 7 | 1.7% | 116 | 2.8% |
| General Merchandise Stores | 5 | 1.2% | 132 | 3.2% |
| Food Stores | 9 | 2.2% | 56 | 1.3% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 18 | 4.4% | 530 | 12.7% |
| Apparel & Accessory Stores | 4 | 1.0% | 36 | 0.9% |
| Furniture & Home Furnishings | 9 | 2.2% | 355 | 8.5% |
| Eating & Drinking Places | 53 | 12.9% | 559 | 13.4% |
| Miscellaneous Retail | 28 | 6.8% | 210 | 5.0% |
| Finance, Insurance, Real Estate Summary | 49 | 11.9% | 220 | 5.3% |
| Banks, Savings & Lending Institutions | 13 | 3.2% | 43 | 1.0% |
| Securities Brokers | 5 | 1.2% | 24 | 0.6% |
| Insurance Carriers & Agents | 11 | 2.7% | 43 | 1.0% |
| Real Estate, Holding, Other Investment Offices | 20 | 4.9% | 109 | 2.6% |
| Services Summary | 159 | 38.6% | 1,262 | 30.3% |
| Hotels & Lodging | 1 | 0.2% | 4 | 0.1% |
| Automotive Services | 19 | 4.6% | 79 | 1.9% |
| Motion Pictures & Amusements | 15 | 3.6% | 103 | 2.5% |
| Health Services | 18 | 4.4% | 207 | 5.0% |
| Legal Services | 5 | 1.2% | 16 | 0.4% |
| Education Institutions & Libraries | 3 | 0.7% | 103 | 2.5% |
| Other Services | 98 | 23.8% | 750 | 18.0% |
| Government | 0 | 0.0% | 3 | 0.1% |
| Unclassified Establishments | 13 | 3.2% | 17 | 0.4% |
| Totals | 412 | 100.0% | 4,169 | 100.0% |

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



Business Summary

WFN_Renton
Area: 2.73 square miles

Prepared by CED/Planning

| by NAICS Codes | Businesses | | Employees | |
|--|------------|---------------|--------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 0 | 0.0% | 0 | 0.0% |
| Mining | 0 | 0.0% | 0 | 0.0% |
| Utilities | 1 | 0.2% | 11 | 0.3% |
| Construction | 23 | 5.6% | 104 | 2.5% |
| Manufacturing | 11 | 2.7% | 236 | 5.7% |
| Wholesale Trade | 16 | 3.9% | 403 | 9.7% |
| Retail Trade | 75 | 18.2% | 1,403 | 33.7% |
| Motor Vehicle & Parts Dealers | 13 | 3.2% | 517 | 12.4% |
| Furniture & Home Furnishings Stores | 5 | 1.2% | 26 | 0.6% |
| Electronics & Appliance Stores | 3 | 0.7% | 327 | 7.8% |
| Bldg Material & Garden Equipment & Supplies Dealers | 7 | 1.7% | 115 | 2.8% |
| Food & Beverage Stores | 6 | 1.5% | 43 | 1.0% |
| Health & Personal Care Stores | 7 | 1.7% | 24 | 0.6% |
| Gasoline Stations | 5 | 1.2% | 14 | 0.3% |
| Clothing & Clothing Accessories Stores | 5 | 1.2% | 43 | 1.0% |
| Sport Goods, Hobby, Book, & Music Stores | 7 | 1.7% | 57 | 1.4% |
| General Merchandise Stores | 5 | 1.2% | 132 | 3.2% |
| Miscellaneous Store Retailers | 13 | 3.2% | 105 | 2.5% |
| Nonstore Retailers | 0 | 0.0% | 2 | 0.0% |
| Transportation & Warehousing | 5 | 1.2% | 19 | 0.5% |
| Information | 6 | 1.5% | 53 | 1.3% |
| Finance & Insurance | 31 | 7.5% | 131 | 3.1% |
| Central Bank/Credit Intermediation & Related Activities | 15 | 3.6% | 63 | 1.5% |
| Securities, Commodity Contracts & Other Financial | 5 | 1.2% | 24 | 0.6% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 11 | 2.7% | 43 | 1.0% |
| Real Estate, Rental & Leasing | 25 | 6.1% | 106 | 2.5% |
| Professional, Scientific & Tech Services | 32 | 7.8% | 304 | 7.3% |
| Legal Services | 5 | 1.2% | 16 | 0.4% |
| Management of Companies & Enterprises | 0 | 0.0% | 10 | 0.2% |
| Administrative & Support & Waste Management & | 19 | 4.6% | 73 | 1.8% |
| Educational Services | 7 | 1.7% | 118 | 2.8% |
| Health Care & Social Assistance | 22 | 5.3% | 288 | 6.9% |
| Arts, Entertainment & Recreation | 8 | 1.9% | 62 | 1.5% |
| Accommodation & Food Services | 56 | 13.6% | 569 | 13.6% |
| Accommodation | 1 | 0.2% | 4 | 0.1% |
| Food Services & Drinking Places | 55 | 13.3% | 565 | 13.6% |
| Other Services (except Public Administration) | 61 | 14.8% | 254 | 6.1% |
| Automotive Repair & Maintenance | 15 | 3.6% | 62 | 1.5% |
| Public Administration | 0 | 0.0% | 3 | 0.1% |
| Unclassified Establishments | 13 | 3.2% | 20 | 0.5% |
| Total | 412 | 100.0% | 4,169 | 100.0% |

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

| Demographic Summary | 2015 | 2020 | |
|--|--------------------|----------|-----|
| Population | 8,211 | 8,923 | |
| Population 18+ | 6,769 | 7,319 | |
| Households | 3,899 | 4,250 | |
| Median Household Income | \$61,959 | \$74,429 | |
| Product/Consumer Behavior | Expected Number of | Percent | MPI |
| Own any e-reader/tablet (such as Kindle or iPad) | 1,905 | 28.1% | 133 |
| Own e-reader/tablet: iPad | 950 | 14.0% | 136 |
| Own e-reader/tablet: Barnes&Noble Nook | 188 | 2.8% | 110 |
| Own e-reader/tablet: Amazon Kindle | 686 | 10.1% | 127 |
| Own any portable MP3 player | 2,597 | 38.4% | 114 |
| Own Apple iPod classic | 843 | 12.5% | 124 |
| Own Apple iPod nano | 812 | 12.0% | 125 |
| Own Apple iPod shuffle | 321 | 4.7% | 104 |
| Own Apple iPod touch | 750 | 11.1% | 109 |
| Purchased portable MP3 player in last 12 months | 337 | 5.0% | 96 |
| Spent \$200+ on MP3 player in last 12 months | 122 | 1.8% | 87 |
| Own digital point & shoot camera | 2,312 | 34.2% | 106 |
| Own digital single-lens reflex (SLR) camera | 669 | 9.9% | 115 |
| Own Canon camera | 1,344 | 19.9% | 116 |
| Own Fujifilm camera | 160 | 2.4% | 87 |
| Own Kodak camera | 422 | 6.2% | 70 |
| Own Nikon camera | 701 | 10.4% | 112 |
| Own Olympus camera | 224 | 3.3% | 95 |
| Own Panasonic camera | 209 | 3.1% | 140 |
| Own Sony camera | 469 | 6.9% | 106 |
| Bought any camera in last 12 months | 452 | 6.7% | 92 |
| Spent on cameras in last 12 months: \$1-99 | 612 | 9.0% | 94 |
| Spent on cameras in last 12 months: \$100-\$199 | 358 | 5.3% | 94 |
| Spent on cameras in last 12 months: \$200+ | 398 | 5.9% | 97 |
| Own telephoto/zoom lens | 409 | 6.0% | 96 |
| Own wideangle lens | 205 | 3.0% | 86 |
| Own memory card for camera | 1,873 | 27.7% | 97 |
| Bought memory card for camera in last 12 months | 364 | 5.4% | 93 |
| Own photo paper | 946 | 14.0% | 93 |
| Own photo printer | 761 | 11.2% | 85 |
| Printed digital photos in last 12 months | 155 | 2.3% | 68 |
| Bought film in last 12 months | 411 | 6.1% | 80 |
| Use a computer at work | 3,268 | 48.3% | 120 |
| Use desktop computer at work | 1,957 | 28.9% | 117 |
| Use laptop/notebook at work | 1,049 | 15.5% | 116 |
| HH owns a computer | 3,188 | 81.8% | 107 |
| Purchased home computer in last 12 months | 612 | 15.7% | 108 |
| HH owns desktop computer | 1,761 | 45.2% | 93 |
| HH owns laptop/notebook | 2,285 | 58.6% | 115 |
| HH owns netbook | 169 | 4.3% | 117 |
| Child (under 18 yrs) uses home computer | 572 | 14.7% | 85 |
| HH owns any Apple/Mac brand computer | 748 | 19.2% | 134 |
| HH owns any PC/non-Apple brand computer | 2,751 | 70.6% | 102 |
| Brand of computer HH owns: Acer | 245 | 6.3% | 83 |
| Brand of computer HH owns: Compaq | 180 | 4.6% | 95 |
| Brand of computer HH owns: Dell | 1,154 | 29.6% | 104 |
| Brand of computer HH owns: Gateway | 151 | 3.9% | 88 |
| Brand of computer HH owns: HP | 792 | 20.3% | 103 |

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 | 129 | 3.3% | 109 |
| Brand of computer HH owns: Toshiba | 348 | 8.9% | 112 |
| Purchased most recent home computer 1-2 years ago | 819 | 21.0% | 112 |
| Purchased most recent home computer 3-4 years ago | 633 | 16.2% | 107 |
| Purchased most recent home computer 5+ years ago | 299 | 7.7% | 97 |
| Spent on most recent home computer: <\$500 | 588 | 15.1% | 107 |
| Spent on most recent home computer: \$500-\$999 | 791 | 20.3% | 100 |
| Spent on most recent home computer: \$1000-\$1499 | 454 | 11.6% | 117 |
| Spent on most recent home computer: \$1500-\$1999 | 195 | 5.0% | 109 |
| Spent on most recent home computer: \$2000+ | 182 | 4.7% | 121 |
| Purch most recent hm computer at computer superstr | 598 | 15.3% | 116 |
| Purch most recent hm computer at dept/discount str | 309 | 7.9% | 98 |
| Purch most recent hm computer direct from manufact | 476 | 12.2% | 116 |
| Purch most recent hm computer at electronics store | 476 | 12.2% | 99 |
| Purch most recent hm computer from online-only co. | 169 | 4.3% | 118 |
| HH owns Blu-ray drive | 220 | 5.6% | 116 |
| HH owns CD drive | 1,468 | 37.7% | 104 |
| HH owns DVD drive | 922 | 23.6% | 104 |
| HH owns external hard drive | 741 | 19.0% | 114 |
| HH owns flash drive | 1,110 | 28.5% | 112 |
| HH owns LAN/network interface card | 307 | 7.9% | 102 |
| HH owns inkjet printer | 1,547 | 39.7% | 105 |
| HH owns laser printer | 573 | 14.7% | 104 |
| HH owns document scanner | 694 | 17.8% | 98 |
| HH owns computer speakers | 1,272 | 32.6% | 98 |
| HH owns webcam | 823 | 21.1% | 109 |
| HH owns wireless router | 1,359 | 34.9% | 109 |
| HH owns software: accounting | 266 | 6.8% | 103 |
| HH owns software: communications/fax | 223 | 5.7% | 98 |
| HH owns software: database/filing | 239 | 6.1% | 99 |
| HH owns software: desktop publishing | 332 | 8.5% | 91 |
| HH owns software: education/training | 345 | 8.8% | 103 |
| HH owns software: entertainment/games | 922 | 23.6% | 104 |
| HH owns software: personal finance/tax prep | 475 | 12.2% | 102 |
| HH owns software: presentation graphics | 298 | 7.6% | 114 |
| HH owns software: multimedia | 554 | 14.2% | 106 |
| HH owns software: networking | 595 | 15.3% | 109 |
| HH owns software: online meeting/conference | 141 | 3.6% | 123 |
| HH owns software: security/anti-virus | 1,051 | 27.0% | 104 |
| HH owns software: spreadsheet | 864 | 22.2% | 111 |
| HH owns software: utility | 214 | 5.5% | 99 |
| HH owns software: web authoring | 113 | 2.9% | 124 |
| HH owns software: word processing | 1,329 | 34.1% | 113 |
| HH owns camcorder | 542 | 13.9% | 89 |
| HH owns CD player | 721 | 18.5% | 97 |
| HH owns DVD/Blu-ray player | 2,433 | 62.4% | 101 |
| HH purchased DVD/Blu-ray player in last 12 months | 333 | 8.5% | 99 |

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 | 1,072 | 27.5% | 100 |
| HH purchased portable GPS navigation device/12 mo | 159 | 4.1% | 96 |
| HH owns headphones (ear buds) | 1,458 | 37.4% | 110 |
| HH owns noise reduction headphones | 280 | 7.2% | 96 |
| HH owns home theater/entertainment system | 426 | 10.9% | 98 |
| HH owns MP3 docking station | 401 | 10.3% | 106 |
| HH owns 1 TV | 972 | 24.9% | 124 |
| HH owns 2 TVs | 1,077 | 27.6% | 105 |
| HH owns 3 TVs | 735 | 18.9% | 88 |
| HH owns 4+ TVs | 596 | 15.3% | 78 |
| HH owns DLP TV | 67 | 1.7% | 94 |
| HH owns LCD TV | 1,512 | 38.8% | 103 |
| HH owns plasma TV | 545 | 14.0% | 91 |
| HH owns projection TV | 87 | 2.2% | 69 |
| HH has HDTV | 1,883 | 48.3% | 105 |
| HH has Internet connectable TV | 685 | 17.6% | 101 |
| HH owns miniature screen TV (<13 in) | 158 | 4.1% | 76 |
| HH owns regular screen TV (13-26 in) | 1,172 | 30.1% | 93 |
| HH owns large screen TV (27-35 in) | 1,449 | 37.2% | 95 |
| HH owns big screen TV (36-42 in) | 1,265 | 32.4% | 101 |
| HH owns giant screen TV (over 42 in) | 927 | 23.8% | 100 |
| Most recent HH TV purchase: miniature screen (<13 in) | 58 | 1.5% | 90 |
| Most recent HH TV purchase: regular screen (13-26 in) | 536 | 13.7% | 92 |
| Most recent HH TV purchase: large screen (27-35 in) | 883 | 22.6% | 97 |
| Most recent HH TV purchase: big screen (36-42 in) | 922 | 23.6% | 104 |
| Most recent HH TV purchase: giant screen (over 42 in) | 715 | 18.3% | 102 |
| HH owns Internet video device for TV | 200 | 5.1% | 118 |
| HH purchased video game system in last 12 months | 443 | 11.4% | 123 |
| HH owns video game system: handheld | 594 | 15.2% | 94 |
| HH owns video game system: attached to TV/computer | 1,737 | 44.5% | 99 |
| HH owns video game system: Nintendo DS/DS Lite | 245 | 6.3% | 93 |
| HH owns video game system: Nintendo DSi/DSi XL | 153 | 3.9% | 74 |
| HH owns video game system: Nintendo Wii | 895 | 23.0% | 94 |
| HH owns video game system: PlayStation 2 (PS2) | 420 | 10.8% | 94 |
| HH owns video game system: PlayStation 3 (PS3) | 527 | 13.5% | 100 |
| HH owns video game system: Sony PSP/PSPgo | 130 | 3.3% | 102 |
| HH owns video game system: Xbox 360 | 684 | 17.5% | 96 |
| HH purchased 5+ video games in last 12 months | 302 | 7.7% | 110 |
| HH spent \$101+ on video games in last 12 months | 357 | 9.2% | 94 |
| Have access to Internet at home using a computer | 5,762 | 85.1% | 108 |
| Connection to Internet at home: dial-up modem | 102 | 1.5% | 71 |
| Connection to Internet at home: cable modem | 2,545 | 37.6% | 120 |
| Connection to Internet at home: DSL | 930 | 13.7% | 82 |
| Connection to Internet at home: fiber optic | 890 | 13.1% | 148 |
| Connection to Internet at home: wireless | 2,222 | 32.8% | 116 |
| Connection to Internet at home: any high speed | 5,515 | 81.5% | 111 |
| Time online in a typical day: 10+ hours | 266 | 3.9% | 133 |
| Time online in a typical day: 5-9.9 hours | 780 | 11.5% | 124 |
| Time online in a typical day: 2-4.9 hours | 1,547 | 22.9% | 124 |
| Time online in a typical day: 1-1.9 hours | 1,246 | 18.4% | 109 |
| Time online in a typical day: 0.5-0.9 hours | 865 | 12.8% | 100 |
| Time online in a typical day: <0.5 hours | 694 | 10.3% | 96 |
| Any Internet usage in last 30 days | 5,888 | 87.0% | 109 |
| Used Internet/30 days: at home | 5,518 | 81.5% | 111 |
| Used Internet/30 days: at work | 3,003 | 44.4% | 120 |
| Used Internet/30 days: at school/library | 836 | 12.4% | 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 |
|---|--------------------|---------|-----|
| Used Internet/30 days: not hm/work/school/library | 2,005 | 29.6% | 123 |
| Device used to access Internet/30 days: computer | 5,611 | 82.9% | 110 |
| Device used to access Internet/30 days: cell phone | 3,824 | 56.5% | 121 |
| Used Wi-Fi/wireless connection outside hm/30 days | 2,331 | 34.4% | 129 |
| Internet last 30 days: visited chat room | 351 | 5.2% | 97 |
| Internet last 30 days: used email | 5,439 | 80.4% | 115 |
| Internet last 30 days: used IM | 3,338 | 49.3% | 110 |
| Internet last 30 days: made personal purchase | 3,317 | 49.0% | 125 |
| Internet last 30 days: made business purchase | 832 | 12.3% | 114 |
| Internet last 30 days: paid bills online | 3,472 | 51.3% | 120 |
| Internet last 30 days: looked for employment | 1,236 | 18.3% | 116 |
| Internet last 30 days: traded/tracked investments | 942 | 13.9% | 125 |
| Internet last 30 days: made travel plans | 1,617 | 23.9% | 134 |
| Internet last 30 days: obtained new/used car info | 721 | 10.7% | 98 |
| Internet last 30 days: obtained financial info | 2,381 | 35.2% | 121 |
| Internet last 30 days: obtained medical info | 1,725 | 25.5% | 119 |
| Internet last 30 days: checked movie listing/times | 1,758 | 26.0% | 121 |
| Internet last 30 days: obtained latest news | 3,608 | 53.3% | 122 |
| Internet last 30 days: obtained parenting info | 451 | 6.7% | 133 |
| Internet last 30 days: obtained real estate info | 1,095 | 16.2% | 139 |
| Internet last 30 days: obtained sports news/info | 2,299 | 34.0% | 119 |
| Internet last 30 days: visited online blog | 1,233 | 18.2% | 150 |
| Internet last 30 days: wrote online blog | 304 | 4.5% | 146 |
| Internet last 30 days: used online dating website | 173 | 2.6% | 151 |
| Internet last 30 days: played games online | 1,776 | 26.2% | 99 |
| Internet last 30 days: sent greeting card | 440 | 6.5% | 129 |
| Internet last 30 days: made phone call | 1,262 | 18.6% | 132 |
| Internet last 30 days: shared photos via website | 2,135 | 31.5% | 117 |
| Internet last 30 days: looked for recipes | 2,439 | 36.0% | 117 |
| Internet last 30 days: added video to website | 443 | 6.5% | 113 |
| Internet last 30 days: downloaded a movie | 522 | 7.7% | 117 |
| Internet last 30 days: downloaded music | 1,746 | 25.8% | 117 |
| Internet last 30 days: downloaded podcast | 359 | 5.3% | 141 |
| Internet last 30 days: downloaded TV program | 395 | 5.8% | 135 |
| Internet last 30 days: downloaded a video game | 608 | 9.0% | 108 |
| Internet last 30 days: watched movie online | 1,151 | 17.0% | 125 |
| Internet last 30 days: watched TV program online | 1,205 | 17.8% | 132 |
| Purch/rntd video download/strm/30 days: amazon.com | 223 | 3.3% | 120 |
| Purch/rntd video download/strm/30 days: itunes.com | 270 | 4.0% | 127 |
| Purch/rntd video download/strm/30 days: netflix.com | 934 | 13.8% | 122 |
| Visited any Spanish language website last 30 days | 181 | 2.7% | 104 |
| Visited website in last 30 days: facebook.com | 3,989 | 58.9% | 114 |
| Visited website in last 30 days: LinkedIn.com | 836 | 12.4% | 149 |
| Visited website in last 30 days: MySpace.com | 144 | 2.1% | 101 |
| Visited website in last 30 days: photobucket.com | 198 | 2.9% | 118 |
| Visited website in last 30 days: picasa.com | 292 | 4.3% | 150 |
| Visited website in last 30 days: shutterfly.com | 285 | 4.2% | 137 |
| Visited website in last 30 days: tumblr.com | 252 | 3.7% | 153 |
| Visited website in last 30 days: twitter.com | 780 | 11.5% | 125 |
| Visited website in last 30 days: yelp.com | 350 | 5.2% | 165 |
| Visited website in last 30 days: YouTube.com | 3,188 | 47.1% | 115 |
| Used website/search engine/30 days: ask.com | 487 | 7.2% | 101 |
| Used website/search engine/30 days: bing.com | 1,208 | 17.8% | 108 |
| Used website/search engine/30 days: google.com | 5,359 | 79.2% | 112 |
| Used website/search engine/30 days: yahoo.com | 2,594 | 38.3% | 107 |

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

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



Electronics and Internet Market Potential

WFN_Renton
Area: 2.73 square miles

Prepared by CED/Planning

| Product/Consumer Behavior | Expected Number of | Percent | MPI |
|---|--------------------|---------|-----|
| Visited news website in last 30 days: ABCnews.com | 336 | 5.0% | 119 |
| Visited news website in last 30 days: CBSnews.com | 202 | 3.0% | 112 |
| Visited news website in last 30 days: cnn.com | 1,073 | 15.9% | 149 |
| Visited news website in last 30 days: foxnews.com | 576 | 8.5% | 103 |
| Visited news website in last 30 days: msnbc.com | 489 | 7.2% | 114 |
| Visited news website in last 30 days: Yahoo! News | 1,233 | 18.2% | 134 |

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

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

| Demographic Summary | | 2015 | 2020 | |
|--|--|----------------------------------|----------------|------------|
| Population | | 8,211 | 8,923 | |
| Population 18+ | | 6,769 | 7,319 | |
| Households | | 3,899 | 4,250 | |
| Median Household Income | | \$61,959 | \$74,429 | |
| Product/Consumer Behavior | | Expected Number of Adults | Percent | MPI |
| Did banking in person in last 12 months | | 3,737 | 55.2% | 101 |
| Bank/financial institution used: Bank of America | | 1,288 | 19.0% | 129 |
| Bank/financial institution used: Capital One | | 352 | 5.2% | 130 |
| Bank/financial institution used: Chase | | 955 | 14.1% | 119 |
| Bank/financial institution used: Citibank | | 337 | 5.0% | 152 |
| Bank/financial institution used: PNC | | 228 | 3.4% | 104 |
| Bank/financial institution used: U.S. Bank | | 253 | 3.7% | 126 |
| Bank/financial institution used: Wells Fargo | | 871 | 12.9% | 112 |
| Bank/financial institution used: credit union | | 1,060 | 15.7% | 91 |
| Did banking by mail in last 12 months | | 252 | 3.7% | 109 |
| Did banking by phone in last 12 months | | 624 | 9.2% | 105 |
| Did banking online in last 12 months | | 2,691 | 39.8% | 113 |
| Did banking on mobile device in last 12 months | | 839 | 12.4% | 119 |
| Used ATM/cash machine in last 12 months | | 3,690 | 54.5% | 112 |
| Used direct deposit of paycheck in last 12 months | | 2,653 | 39.2% | 100 |
| Did banking w/paperless statements in last 12 mo | | 1,366 | 20.2% | 116 |
| Have interest checking account | | 1,939 | 28.6% | 99 |
| Have non-interest checking account | | 1,965 | 29.0% | 103 |
| Have savings account | | 3,766 | 55.6% | 104 |
| Have overdraft protection | | 1,720 | 25.4% | 97 |
| Have auto loan | | 1,048 | 15.5% | 91 |
| Have personal loan for education (student loan) | | 501 | 7.4% | 107 |
| Have personal loan - not for education | | 128 | 1.9% | 76 |
| Have home mortgage (1st) | | 2,182 | 32.2% | 102 |
| Have 2nd mortgage (home equity loan) | | 469 | 6.9% | 104 |
| Have home equity line of credit | | 269 | 4.0% | 98 |
| Have personal line of credit | | 209 | 3.1% | 94 |
| Have 401(k) retirement savings plan | | 1,037 | 15.3% | 104 |
| Have 403(b) retirement savings plan | | 186 | 2.7% | 100 |
| Have IRA retirement savings plan | | 918 | 13.6% | 106 |
| Own any securities investment | | 2,175 | 32.1% | 106 |
| Own any annuity | | 177 | 2.6% | 92 |
| Own certificate of deposit (more than 6 months) | | 231 | 3.4% | 92 |
| Own shares in money market fund | | 349 | 5.2% | 102 |
| Own shares in mutual fund (bonds) | | 356 | 5.3% | 107 |
| Own shares in mutual fund (stock) | | 584 | 8.6% | 115 |
| Own any stock | | 577 | 8.5% | 109 |
| Own common/preferred stock in company you work for | | 169 | 2.5% | 110 |
| Own common stock in company you don't work for | | 399 | 5.9% | 107 |
| Own U.S. savings bond | | 420 | 6.2% | 108 |
| Own investment real estate | | 297 | 4.4% | 121 |
| Own vacation/weekend home | | 237 | 3.5% | 100 |
| Used a real estate agent in last 12 months | | 386 | 5.7% | 105 |
| Used financial planner in last 12 months | | 406 | 6.0% | 99 |
| Own 1 credit card | | 1,116 | 16.5% | 108 |
| Own 2 credit cards | | 879 | 13.0% | 99 |
| Own 3 credit cards | | 643 | 9.5% | 105 |
| Own 4 credit cards | | 482 | 7.1% | 120 |
| Own 5 credit cards | | 262 | 3.9% | 111 |
| Own 6+ credit cards | | 443 | 6.5% | 116 |

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

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

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|--|---------------------------|---------|-----|
| Avg monthly credit card expenditures: <\$111 | 784 | 11.6% | 98 |
| Avg monthly credit card expenditures: \$111-\$225 | 419 | 6.2% | 96 |
| Avg monthly credit card expenditures: \$226-\$450 | 466 | 6.9% | 109 |
| Avg monthly credit card expenditures: \$451-\$700 | 459 | 6.8% | 125 |
| Avg monthly credit card expenditures: \$701-\$1000 | 340 | 5.0% | 116 |
| Avg monthly credit card expenditures: \$1001+ | 761 | 11.2% | 122 |
| Own 1 debit card | 3,182 | 47.0% | 109 |
| Own 2 debit cards | 691 | 10.2% | 106 |
| Own 3+ debit cards | 178 | 2.6% | 121 |
| Avg monthly debit card expenditures: <\$91 | 295 | 4.4% | 104 |
| Avg monthly debit card expenditures: \$91-\$180 | 295 | 4.4% | 97 |
| Avg monthly debit card expenditures: \$181-\$225 | 403 | 6.0% | 126 |
| Avg monthly debit card expenditures: \$226-\$450 | 583 | 8.6% | 105 |
| Avg monthly debit card expenditures: \$451-\$700 | 759 | 11.2% | 131 |
| Avg monthly debit card expenditures: \$701-\$1000 | 433 | 6.4% | 98 |
| Avg monthly debit card expenditures: \$1001+ | 504 | 7.4% | 107 |
| Own/used last 12 months: any credit/debit card | 5,282 | 78.0% | 106 |
| Own/used last 12 months: any major credit/debit card | 4,760 | 70.3% | 107 |
| Own/used last 12 months: any store credit card | 1,945 | 28.7% | 107 |
| Credit/debit card rewards: airline miles | 774 | 11.4% | 134 |
| Credit/debit card rewards: cash back | 1,540 | 22.8% | 114 |
| Credit/debit card rewards: gasoline discounts | 218 | 3.2% | 102 |
| Credit/debit card rewards: gifts | 344 | 5.1% | 104 |
| Credit/debit card rewards: hotel/car rental awards | 215 | 3.2% | 115 |
| Own/used card last 12 months: American Express Green | 305 | 4.5% | 148 |
| Own/used card last 12 months: American Express Gold | 248 | 3.7% | 126 |
| Own/used card last 12 months: American Express | 217 | 3.2% | 133 |
| Own/used card last 12 months: American Express Blue | 267 | 3.9% | 122 |
| Own/used card last 12 months: Discover | 669 | 9.9% | 95 |
| Own/used card last 12 months: MasterCard Standard | 1,005 | 14.8% | 113 |
| Own/used card last 12 months: MasterCard Gold | 298 | 4.4% | 108 |
| Own/used card last 12 months: MasterCard Platinum | 530 | 7.8% | 117 |
| Own/used card last 12 months: MasterCard debit card | 401 | 5.9% | 90 |
| Own/used card last 12 months: Visa Regular/Classic | 1,508 | 22.3% | 110 |
| Own/used card last 12 months: Visa Gold | 276 | 4.1% | 111 |
| Own/used card last 12 months: Visa Platinum | 696 | 10.3% | 104 |
| Own/used card last 12 months: Visa Signature | 283 | 4.2% | 104 |
| Own/used card last 12 months: Visa debit card | 1,530 | 22.6% | 102 |
| Paid bills last 12 months: by mail | 3,228 | 47.7% | 101 |
| Paid bills last 12 months: online | 3,336 | 49.3% | 118 |
| Paid bills last 12 months: in person | 1,704 | 25.2% | 82 |
| Paid bills last 12 months: by phone using credit card | 1,328 | 19.6% | 110 |
| Paid bills last 12 months: by mobile phone | 609 | 9.0% | 101 |
| Paid bills last 12 months: charged to credit card | 843 | 12.5% | 111 |
| Paid bills last 12 months: deducted from bank account | 1,581 | 23.4% | 100 |
| Wired/sent money in last 6 months | 1,517 | 22.4% | 108 |
| Wired/sent money in last 6 months: using MoneyGram | 199 | 2.9% | 111 |
| Wired/sent money in last 6 months: using PayPal | 756 | 11.2% | 105 |
| Wired/sent money in last 6 months: using Western Union | 284 | 4.2% | 94 |

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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 | Percent | MPI |
|---|---------------------------|---------|-----|
| Wired/sent money in last 6 months: bank wire transfer | 232 | 3.4% | 136 |
| Tax preparation: did manually | 890 | 13.1% | 112 |
| Tax preparation: used software (TurboTax) | 717 | 10.6% | 110 |
| Tax preparation: used online tax srv (TurboTax) | 310 | 4.6% | 91 |
| Tax preparation: used H&R Block on-site | 283 | 4.2% | 79 |
| Tax preparation: used CPA/other tax professional | 1,447 | 21.4% | 108 |

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| Demographic Summary | | 2015 | 2020 |
|---|--|-----------------|----------|
| Population | | 8,211 | 8,923 |
| Population 18+ | | 6,769 | 7,319 |
| Households | | 3,899 | 4,250 |
| Median Household Income | | \$61,959 | \$74,429 |
| Product/Consumer Behavior | | Expected Number | MPI |
| | | Adults | Percent |
| Typically spend 6+ hours exercising per week | | 1,712 | 25.3% |
| Typically spend 3-5 hours exercising per week | | 1,664 | 24.6% |
| Typically spend 1-2 hours exercising per week | | 1,331 | 19.7% |
| Exercise at home 2+ times per week | | 2,067 | 30.5% |
| Exercise at club 2+ times per week | | 1,159 | 17.1% |
| Exercise at other facility (not club) 2+ times/wk | | 552 | 8.2% |
| Own elliptical | | 247 | 3.6% |
| Own stationary bicycle | | 352 | 5.2% |
| Own treadmill | | 521 | 7.7% |
| Own weight lifting equipment | | 844 | 12.5% |
| Presently controlling diet | | 2,536 | 37.5% |
| Diet control for blood sugar level | | 404 | 6.0% |
| Diet control for cholesterol level | | 516 | 7.6% |
| Diet control to maintain weight | | 771 | 11.4% |
| Diet control for physical fitness | | 800 | 11.8% |
| Diet control for salt restriction | | 209 | 3.1% |
| Diet control for weight loss | | 985 | 14.6% |
| Used doctor's care/diet for diet method | | 175 | 2.6% |
| Used exercise program for diet method | | 528 | 7.8% |
| Used Weight Watchers as diet method | | 184 | 2.7% |
| Buy foods specifically labeled as fat-free | | 891 | 13.2% |
| Buy foods specifically labeled as gluten-free | | 284 | 4.2% |
| Buy foods specifically labeled as high fiber | | 725 | 10.7% |
| Buy foods specifically labeled as high protein | | 458 | 6.8% |
| Buy foods specifically labeled as lactose-free | | 159 | 2.3% |
| Buy foods specifically labeled as low-calorie | | 742 | 11.0% |
| Buy foods specifically labeled as low-carb | | 397 | 5.9% |
| Buy foods specifically labeled as low-cholesterol | | 450 | 6.6% |
| Buy foods specifically labeled as low-fat | | 840 | 12.4% |
| Buy foods specifically labeled as low-sodium | | 707 | 10.4% |
| Buy foods specifically labeled as natural/organic | | 793 | 11.7% |
| Buy foods specifically labeled as sugar-free | | 708 | 10.5% |
| Used meal/dietary/weight loss supplement last 6 mo | | 459 | 6.8% |
| Used vitamins/dietary supplements in last 6 months | | 3,788 | 56.0% |
| Vitamin/dietary suppl used/6 months: antioxidant | | 184 | 2.7% |
| Vitamin/dietary suppl used/6 months: B complex | | 415 | 6.1% |
| Vitamin/dietary suppl used/6 months: B complex+C | | 104 | 1.5% |
| Vitamin/dietary suppl used/6 months: B-6 | | 139 | 2.1% |
| Vitamin/dietary suppl used/6 months: B-12 | | 528 | 7.8% |
| Vitamin/dietary suppl used/6 months: C | | 586 | 8.7% |
| Vitamin/dietary suppl used/6 months: calcium | | 732 | 10.8% |
| Vitamin/dietary suppl used/6 months: D | | 874 | 12.9% |
| Vitamin/dietary suppl used/6 months: E | | 291 | 4.3% |
| Vitamin/dietary suppl used/6 months: glucosamine | | 245 | 3.6% |
| Vitamin/dietary suppl used/6 months: iron | | 237 | 3.5% |
| Vitamin/dietary suppl used/6 months: multiple formula | | 894 | 13.2% |
| Vitamin/dietary suppl used/6 months: multiple w/iron | | 283 | 4.2% |
| Vitamin/dietary suppl used/6 months: mult w/minerals | | 425 | 6.3% |
| Vitamin/dietary suppl used/6 months: zinc | | 198 | 2.9% |
| Vitamin/dietary suppl used/6 months: Caltrate 600 | | 121 | 1.8% |
| Vitamin/dietary suppl used/6 months: Centrum | | 285 | 4.2% |
| Vitamin/dietary suppl used/6 months: Nature Made | | 665 | 9.8% |
| Primary caregiver/caretaker | | 337 | 5.0% |

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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 | | MPI |
|--|-----------------|---------|-----|
| | Adults | Percent | |
| Visited doctor in last 12 months | 5,138 | 75.9% | 100 |
| Visited doctor in last 12 months: 1-2 times | 1,606 | 23.7% | 100 |
| Visited doctor in last 12 months: 3-5 times | 1,479 | 21.8% | 97 |
| Visited doctor in last 12 months: 6+ times | 2,052 | 30.3% | 103 |
| Visited doctor in last 12 months: cardiologist | 399 | 5.9% | 91 |
| Visited doctor in last 12 months: chiropractor | 439 | 6.5% | 94 |
| Visited doctor in last 12 months: dentist | 2,532 | 37.4% | 105 |
| Visited doctor in last 12 months: dermatologist | 559 | 8.3% | 105 |
| Visited doctor in last 12 months: ear/nose/throat | 298 | 4.4% | 103 |
| Visited doctor in last 12 months: eye | 1,385 | 20.5% | 101 |
| Visited doctor in last 12 months: gastroenterologist | 245 | 3.6% | 92 |
| Visited doctor in last 12 months: general/family | 2,701 | 39.9% | 98 |
| Visited doctor in last 12 months: internist | 473 | 7.0% | 118 |
| Visited doctor in last 12 months: physical therapist | 344 | 5.1% | 110 |
| Visited doctor in last 12 months: podiatrist | 199 | 2.9% | 109 |
| Visited doctor in last 12 months: urologist | 247 | 3.6% | 96 |
| Visited nurse practitioner in last 12 months | 252 | 3.7% | 80 |
| Wear regular/sun/tinted prescription eyeglasses | 2,355 | 34.8% | 100 |
| Wear bi-focals | 932 | 13.8% | 86 |
| Wear disposable contact lenses | 432 | 6.4% | 96 |
| Wear soft contact lenses | 675 | 10.0% | 100 |
| Wear transition lenses | 346 | 5.1% | 93 |
| Spent on eyeglasses in last 12 months: <\$100 | 183 | 2.7% | 98 |
| Spent on eyeglasses in last 12 months: \$100-\$199 | 259 | 3.8% | 94 |
| Spent on eyeglasses in last 12 months: \$200-\$249 | 166 | 2.5% | 80 |
| Spent on eyeglasses in last 12 months: \$250+ | 673 | 9.9% | 107 |
| Spent on contact lenses in last 12 months: <\$100 | 178 | 2.6% | 95 |
| Spent on contact lenses in last 12 months: \$100-\$199 | 245 | 3.6% | 98 |
| Spent on contact lenses in last 12 months: \$200+ | 210 | 3.1% | 94 |
| Bought prescription eyewear: discount optical ctr | 521 | 7.7% | 89 |
| Bought prescription eyewear: private eye doctor | 1,599 | 23.6% | 97 |
| Bought prescription eyewear: retail optical chain | 776 | 11.5% | 98 |
| Used prescription drug for allergy/hay fever | 327 | 4.8% | 88 |
| Used prescription drug for anxiety/panic | 259 | 3.8% | 85 |
| Used prescr drug for arthritis/osteoarthritis | 208 | 3.1% | 99 |
| Used prescr drug for rheumatoid arthritis | 130 | 1.9% | 78 |
| Used prescription drug for asthma | 302 | 4.5% | 113 |
| Used prescription drug for backache/back pain | 412 | 6.1% | 80 |
| Used prescription drug for depression | 405 | 6.0% | 96 |
| Used prescr drug for diabetes (insulin dependent) | 112 | 1.7% | 82 |
| Used prescr drug for diabetes (non-insulin depend) | 232 | 3.4% | 91 |
| Used prescription drug for heartburn/acid reflux | 355 | 5.2% | 86 |
| Used prescription drug for high blood pressure | 723 | 10.7% | 79 |
| Used prescription drug for high cholesterol | 460 | 6.8% | 75 |
| Used prescription drug for migraine headache | 200 | 3.0% | 92 |
| Used prescr drug for sinus congestion/headache | 198 | 2.9% | 78 |
| Used prescription drug for urinary tract infection | 167 | 2.5% | 86 |
| Filled prescription last 12 months: discnt/dept store | 233 | 3.4% | 78 |
| Filled prescription last 12 months: drug str/pharmacy | 2,377 | 35.1% | 97 |
| Filled prescription last 12 months: supermarket | 442 | 6.5% | 85 |
| Filled prescription last 12 months: mail order | 504 | 7.4% | 92 |
| Used last 6 months: adhesive bandages | 3,725 | 55.0% | 99 |

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

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

| Product/Consumer Behavior | Expected Number | | MPI |
|--|-----------------|---------|-----|
| | Adults | Percent | |
| Used last 6 months: athlete`s foot/medicated foot prod | 606 | 9.0% | 85 |
| Used last 6 months: children`s cold tablets/liquids | 793 | 11.7% | 85 |
| Used last 6 months: cold/sinus/allergy med (nonprescr) | 3,182 | 47.0% | 97 |
| Used last 6 months: contact lens cleaning solution | 868 | 12.8% | 101 |
| Used last 6 months: cotton swabs | 3,299 | 48.7% | 99 |
| Used last 6 months: children`s cough syrup | 824 | 12.2% | 87 |
| Used last 6 months: cough syrup/suppressant(nonprescr) | 2,265 | 33.5% | 97 |
| Used last 6 months: eye wash/drops | 1,998 | 29.5% | 101 |
| Used last 6 months: headache/pain reliever (nonprescr) | 5,395 | 79.7% | 98 |
| Used last 6 months: heartburn/indigest/diarrhea remedy | 2,760 | 40.8% | 92 |
| Used last 6 months: hemorrhoid remedy | 459 | 6.8% | 85 |
| Used last 6 months: lactose intolerance product | 286 | 4.2% | 107 |
| Used last 6 months: laxative/fiber supplement | 976 | 14.4% | 92 |
| Used last 6 months: medicated skin cream/lotion/spray | 1,808 | 26.7% | 93 |
| Used last 6 months: nasal spray | 1,024 | 15.1% | 93 |
| Used last 6 months: pain reliever/fever reducer (kids) | 1,290 | 19.1% | 90 |
| Used last 6 months: pain relieving rub/liquid/patch | 1,340 | 19.8% | 89 |
| Used last 6 months: sleeping aid/snore relief | 568 | 8.4% | 101 |
| Used last 6 months: sore throat remedy/cough drops | 3,083 | 45.5% | 94 |
| Used last 12 months: sunburn remedy | 855 | 12.6% | 90 |
| Used last 12 months: suntan/sunscreen product | 2,799 | 41.4% | 108 |
| Used last 12 months: SPF 15 suntan/sunscreen product | 722 | 10.7% | 114 |
| Used last 12 months: SPF 30-49 suntan/sunscreen prod | 1,301 | 19.2% | 119 |
| Used last 12 months: SPF 50+ suntan/sunscreen product | 797 | 11.8% | 104 |
| Used last 6 months: toothache/gum/canker sore remedy | 650 | 9.6% | 94 |
| Used last 6 months: vitamins/nutritional suppl (kids) | 952 | 14.1% | 97 |
| Used body powder in last 6 months | 1,384 | 20.4% | 87 |
| Used body wash/shower gel in last 6 months | 3,874 | 57.2% | 97 |
| Used breath freshener in last 6 months | 2,616 | 38.6% | 92 |
| Used breath freshener in last 6 months: gum | 1,608 | 23.8% | 88 |
| Used breath freshener in last 6 months: mints | 1,081 | 16.0% | 89 |
| Used breath freshener in last 6 months: spray/drops | 130 | 1.9% | 109 |
| Used breath freshener in last 6 months: thin film | 177 | 2.6% | 117 |
| Used breath freshener 8+ times in last 7 days | 648 | 9.6% | 89 |
| Used complexion care product in last 6 months | 3,303 | 48.8% | 104 |
| Used complexion care prod in last 6 months: astringent | 468 | 6.9% | 120 |
| Used complexion care prod in last 6 months: cleanser | 1,760 | 26.0% | 104 |
| Used complexion care prod in last 6 months: toner | 636 | 9.4% | 147 |
| Used dental floss in last 6 months | 4,531 | 66.9% | 105 |
| Used dental rinse in last 6 months | 1,344 | 19.9% | 88 |
| Used denture adhesive/fixative in last 6 months | 414 | 6.1% | 100 |
| Used denture cleaner in last 6 months | 622 | 9.2% | 88 |
| Used deodorant/antiperspirant in last 6 months | 6,158 | 91.0% | 98 |
| Used disposable razor in last 6 months | 3,702 | 54.7% | 98 |
| Used electric shaver in last 6 months | 1,167 | 17.2% | 95 |

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| Product/Consumer Behavior | Expected Number | | MPI |
|---|-----------------|---------|-----|
| | Adults | Percent | |
| Used facial moisturizer in last 6 months | 3,072 | 45.4% | 107 |
| Used personal foot care product in last 6 months | 1,251 | 18.5% | 90 |
| Used hair coloring product (at home) last 6 months | 1,437 | 21.2% | 107 |
| Used hair conditioner (at home) in last 6 months | 3,960 | 58.5% | 97 |
| Used hair conditioning treatment (at home)/6 mo | 1,469 | 21.7% | 92 |
| Used hair growth product in last 6 months | 210 | 3.1% | 118 |
| Used hair spray (at home) in last 6 months | 2,035 | 30.1% | 90 |
| Used hair styling gel/lotion/mousse in last 6 mo | 2,321 | 34.3% | 99 |
| Used hand & body cream/lotion/oil in last 6 months | 4,887 | 72.2% | 100 |
| Used lip care product in last 6 months | 4,117 | 60.8% | 98 |
| Used liquid soap/hand sanitizer in last 6 months | 5,117 | 75.6% | 97 |
| Used mouthwash in last 6 months | 4,465 | 66.0% | 100 |
| Used mouthwash 8+ times in last 7 days | 1,105 | 16.3% | 100 |
| Used shampoo (at home) in last 6 months | 6,130 | 90.6% | 99 |
| Used shaving cream/gel in last 6 months | 3,391 | 50.1% | 99 |
| Bought toothbrush in last 6 months | 5,701 | 84.2% | 100 |
| Bought electric toothbrush in last 6 months | 613 | 9.1% | 122 |
| Used toothpaste in last 6 months | 6,574 | 97.1% | 101 |
| Used toothpaste (gel) in last 6 months | 1,563 | 23.1% | 91 |
| Used toothpaste (paste) in last 6 months | 3,524 | 52.1% | 101 |
| Used whitening toothpaste in last 6 months | 2,189 | 32.3% | 98 |
| Used toothpaste with baking soda in last 6 months | 1,324 | 19.6% | 91 |
| Used toothpaste for sensitive teeth in last 6 mo | 774 | 11.4% | 97 |
| Used tooth whitener (not toothpaste) in last 6 mo | 652 | 9.6% | 100 |
| Used tooth whitener (gel) in last 6 mos | 163 | 2.4% | 127 |
| Used tooth whitener (strips) in last 6 months | 345 | 5.1% | 97 |
| Visited a day spa in last 6 months | 490 | 7.2% | 130 |
| Purchased product at salon/day spa in last 6 mo | 456 | 6.7% | 102 |
| Professional srv last 6 months: haircut | 4,268 | 63.1% | 100 |
| Professional srv last 6 months: hair color/highlights | 1,172 | 17.3% | 104 |
| Professional srv last 6 months: facial | 288 | 4.3% | 134 |
| Professional srv last 6 months: massage | 770 | 11.4% | 138 |
| Professional srv last 6 months: manicure | 1,118 | 16.5% | 125 |
| Professional srv last 6 months: pedicure | 1,280 | 18.9% | 120 |
| Spent \$150+ at barber shops in last 6 months | 175 | 2.6% | 114 |
| Spent \$150+ at beauty salons in last 6 months | 853 | 12.6% | 115 |

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 | | 8,211 | 8,923 |
| Population 18+ | | 6,769 | 7,319 |
| Households | | 3,899 | 4,250 |
| Median Household Income | | \$61,959 | \$74,429 |

| Product/Consumer Behavior | Expected Number | | |
|---|-----------------|---------|-----|
| | Adults | Percent | MPI |
| Went to family restaurant/steak house in last 6 mo | 5,093 | 75.2% | 100 |
| Went to family restaurant/steak house 4+ times/mo | 1,811 | 26.8% | 93 |
| Spent at family rest/steak hse last 6 months: <\$31 | 498 | 7.4% | 102 |
| Spent at family rest/steak hse last 6 months: \$31-50 | 581 | 8.6% | 101 |
| Spent at family rest/steak hse last 6 months: \$51-100 | 1,006 | 14.9% | 99 |
| Spent at family rest/steak hse last 6 months: \$101-200 | 778 | 11.5% | 95 |
| Spent at family rest/steak hse last 6 months: \$201-300 | 431 | 6.4% | 108 |
| Spent at family rest/steak hse last 6 months: \$301+ | 448 | 6.6% | 89 |
| Family restaurant/steak house last 6 months: breakfast | 904 | 13.4% | 107 |
| Family restaurant/steak house last 6 months: lunch | 1,224 | 18.1% | 93 |
| Family restaurant/steak house last 6 months: dinner | 3,158 | 46.7% | 98 |
| Family restaurant/steak house last 6 months: snack | 143 | 2.1% | 120 |
| Family restaurant/steak house last 6 months: weekday | 2,093 | 30.9% | 97 |
| Family restaurant/steak house last 6 months: weekend | 2,724 | 40.2% | 95 |
| Fam rest/steak hse/6 months: Applebee` s | 1,490 | 22.0% | 89 |
| Fam rest/steak hse/6 months: Bob Evans Farms | 269 | 4.0% | 107 |
| Fam rest/steak hse/6 months: Buffalo Wild Wings | 466 | 6.9% | 90 |
| Fam rest/steak hse/6 months: California Pizza Kitchen | 362 | 5.3% | 164 |
| Fam rest/steak hse/6 months: Carrabba` s Italian Grill | 184 | 2.7% | 89 |
| Fam rest/steak hse/6 months: The Cheesecake Factory | 640 | 9.5% | 138 |
| Fam rest/steak hse/6 months: Chili` s Grill & Bar | 744 | 11.0% | 90 |
| Fam rest/steak hse/6 months: CiCi` s Pizza | 236 | 3.5% | 79 |
| Fam rest/steak hse/6 months: Cracker Barrel | 503 | 7.4% | 77 |
| Fam rest/steak hse/6 months: Denny` s | 653 | 9.6% | 102 |
| Fam rest/steak hse/6 months: Golden Corral | 403 | 6.0% | 69 |
| Fam rest/steak hse/6 months: IHOP | 737 | 10.9% | 93 |
| Fam rest/steak hse/6 months: Logan` s Roadhouse | 209 | 3.1% | 87 |
| Fam rest/steak hse/6 months: LongHorn Steakhouse | 255 | 3.8% | 88 |
| Fam rest/steak hse/6 months: Old Country Buffet | 140 | 2.1% | 98 |
| Fam rest/steak hse/6 months: Olive Garden | 1,069 | 15.8% | 90 |
| Fam rest/steak hse/6 months: Outback Steakhouse | 682 | 10.1% | 101 |
| Fam rest/steak hse/6 months: Red Lobster | 740 | 10.9% | 86 |
| Fam rest/steak hse/6 months: Red Robin | 501 | 7.4% | 124 |
| Fam rest/steak hse/6 months: Ruby Tuesday | 349 | 5.2% | 75 |
| Fam rest/steak hse/6 months: Texas Roadhouse | 336 | 5.0% | 67 |
| Fam rest/steak hse/6 months: T.G.I. Friday` s | 613 | 9.1% | 113 |
| Fam rest/steak hse/6 months: Waffle House | 242 | 3.6% | 66 |
| Went to fast food/drive-in restaurant in last 6 mo | 6,090 | 90.0% | 100 |
| Went to fast food/drive-in restaurant 9+ times/mo | 2,650 | 39.1% | 97 |
| Spent at fast food/drive-in last 6 months: <\$11 | 309 | 4.6% | 105 |
| Spent at fast food/drive-in last 6 months: \$11-\$20 | 530 | 7.8% | 102 |
| Spent at fast food/drive-in last 6 months: \$21-\$40 | 781 | 11.5% | 96 |
| Spent at fast food/drive-in last 6 months: \$41-\$50 | 481 | 7.1% | 94 |
| Spent at fast food/drive-in last 6 months: \$51-\$100 | 1,108 | 16.4% | 99 |
| Spent at fast food/drive-in last 6 months: \$101-\$200 | 908 | 13.4% | 112 |
| Spent at fast food/drive-in last 6 months: \$201+ | 729 | 10.8% | 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 | 2,266 | 33.5% | 92 |
| Fast food/drive-in last 6 months: home delivery | 613 | 9.1% | 115 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 3,002 | 44.3% | 95 |
| Fast food/drive-in last 6 months: take-out/walk-in | 1,381 | 20.4% | 104 |
| Fast food/drive-in last 6 months: breakfast | 2,104 | 31.1% | 94 |
| Fast food/drive-in last 6 months: lunch | 3,290 | 48.6% | 96 |
| Fast food/drive-in last 6 months: dinner | 3,035 | 44.8% | 101 |
| Fast food/drive-in last 6 months: snack | 884 | 13.1% | 104 |
| Fast food/drive-in last 6 months: weekday | 3,919 | 57.9% | 98 |
| Fast food/drive-in last 6 months: weekend | 3,107 | 45.9% | 100 |
| Fast food/drive-in last 6 months: A & W | 186 | 2.7% | 84 |
| Fast food/drive-in last 6 months: Arby` s | 883 | 13.0% | 77 |
| Fast food/drive-in last 6 months: Baskin-Robbins | 280 | 4.1% | 118 |
| Fast food/drive-in last 6 months: Boston Market | 306 | 4.5% | 132 |
| Fast food/drive-in last 6 months: Burger King | 2,036 | 30.1% | 95 |
| Fast food/drive-in last 6 months: Captain D` s | 156 | 2.3% | 67 |
| Fast food/drive-in last 6 months: Carl` s Jr. | 454 | 6.7% | 115 |
| Fast food/drive-in last 6 months: Checkers | 173 | 2.6% | 87 |
| Fast food/drive-in last 6 months: Chick-fil-A | 964 | 14.2% | 86 |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill | 845 | 12.5% | 133 |
| Fast food/drive-in last 6 months: Chuck E. Cheese` s | 249 | 3.7% | 102 |
| Fast food/drive-in last 6 months: Church` s Fr. Chicken | 138 | 2.0% | 57 |
| Fast food/drive-in last 6 months: Cold Stone Creamery | 275 | 4.1% | 120 |
| Fast food/drive-in last 6 months: Dairy Queen | 683 | 10.1% | 73 |
| Fast food/drive-in last 6 months: Del Taco | 290 | 4.3% | 122 |
| Fast food/drive-in last 6 months: Domino` s Pizza | 852 | 12.6% | 107 |
| Fast food/drive-in last 6 months: Dunkin` Donuts | 938 | 13.9% | 123 |
| Fast food/drive-in last 6 months: Hardee` s | 238 | 3.5% | 58 |
| Fast food/drive-in last 6 months: Jack in the Box | 660 | 9.8% | 114 |
| Fast food/drive-in last 6 months: KFC | 1,407 | 20.8% | 90 |
| Fast food/drive-in last 6 months: Krispy Kreme | 259 | 3.8% | 91 |
| Fast food/drive-in last 6 months: Little Caesars | 577 | 8.5% | 78 |
| Fast food/drive-in last 6 months: Long John Silver` s | 218 | 3.2% | 57 |
| Fast food/drive-in last 6 months: McDonald` s | 3,499 | 51.7% | 93 |
| Fast food/drive-in last 6 months: Panera Bread | 901 | 13.3% | 127 |
| Fast food/drive-in last 6 months: Papa John` s | 503 | 7.4% | 79 |
| Fast food/drive-in last 6 months: Papa Murphy` s | 214 | 3.2% | 76 |
| Fast food/drive-in last 6 months: Pizza Hut | 1,097 | 16.2% | 81 |
| Fast food/drive-in last 6 months: Popeyes Chicken | 519 | 7.7% | 99 |
| Fast food/drive-in last 6 months: Quiznos | 295 | 4.4% | 105 |
| Fast food/drive-in last 6 months: Sonic Drive-In | 479 | 7.1% | 68 |
| Fast food/drive-in last 6 months: Starbucks | 1,196 | 17.7% | 121 |
| Fast food/drive-in last 6 months: Steak ` n Shake | 250 | 3.7% | 77 |
| Fast food/drive-in last 6 months: Subway | 2,184 | 32.3% | 96 |
| Fast food/drive-in last 6 months: Taco Bell | 2,104 | 31.1% | 98 |
| Fast food/drive-in last 6 months: Wendy` s | 1,723 | 25.5% | 89 |
| Fast food/drive-in last 6 months: Whataburger | 187 | 2.8% | 73 |
| Fast food/drive-in last 6 months: White Castle | 198 | 2.9% | 87 |

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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.

WFN_Renton
 Area: 2.73 square miles

Prepared by CED/Planning

| | | | |
|---|-----|-------|-----|
| Went to fine dining restaurant last month | 971 | 14.3% | 123 |
| Went to fine dining restaurant 3+ times last month | 287 | 4.2% | 130 |
| Spent at fine dining rest in last 6 months: <\$51 | 148 | 2.2% | 110 |
| Spent at fine dining rest in last 6 months: \$51-\$100 | 286 | 4.2% | 113 |
| Spent at fine dining rest in last 6 months: \$101-\$200 | 326 | 4.8% | 133 |
| Spent at fine dining rest in last 6 months: \$201+ | 381 | 5.6% | 134 |

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| Demographic Summary | 2015 | 2020 |
|-------------------------|----------|----------|
| Population | 8,211 | 8,923 |
| Population 18+ | 6,769 | 7,319 |
| Households | 3,899 | 4,250 |
| Median Household Income | \$61,959 | \$74,429 |

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's clothing in last 12 months | 3,349 | 49.5% | 103 |
| Bought any women's clothing in last 12 months | 3,006 | 44.4% | 99 |
| Bought clothing for child <13 years in last 6 months | 1,747 | 25.8% | 92 |
| Bought any shoes in last 12 months | 3,653 | 54.0% | 99 |
| Bought costume jewelry in last 12 months | 1,314 | 19.4% | 97 |
| Bought any fine jewelry in last 12 months | 1,238 | 18.3% | 94 |
| Bought a watch in last 12 months | 696 | 10.3% | 90 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 3,374 | 86.5% | 102 |
| HH bought/leased new vehicle last 12 mo | 326 | 8.4% | 97 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 5,880 | 86.9% | 102 |
| Bought/changed motor oil in last 12 months | 3,153 | 46.6% | 94 |
| Had tune-up in last 12 months | 2,345 | 34.6% | 114 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 4,492 | 66.4% | 101 |
| Drank regular cola in last 6 months | 2,881 | 42.6% | 93 |
| Drank beer/ale in last 6 months | 3,123 | 46.1% | 109 |
| Cameras (Adults) | | | |
| Own digital point & shoot camera | 2,312 | 34.2% | 106 |
| Own digital single-lens reflex (SLR) camera | 669 | 9.9% | 115 |
| Bought any camera in last 12 months | 452 | 6.7% | 92 |
| Bought memory card for camera in last 12 months | 364 | 5.4% | 93 |
| Printed digital photos in last 12 months | 155 | 2.3% | 68 |
| Cell Phones (Adults/Households) | | | |
| Bought cell phone in last 12 months | 2,453 | 36.2% | 99 |
| Have a smartphone | 3,822 | 56.5% | 116 |
| Have an iPhone | 1,628 | 24.1% | 129 |
| Number of cell phones in household: 1 | 1,346 | 34.5% | 107 |
| Number of cell phones in household: 2 | 1,526 | 39.1% | 106 |
| Number of cell phones in household: 3+ | 843 | 21.6% | 86 |
| HH has cell phone only (no landline telephone) | 1,653 | 42.4% | 112 |
| Computers (Households) | | | |
| HH owns a computer | 3,188 | 81.8% | 107 |
| HH owns desktop computer | 1,761 | 45.2% | 93 |
| HH owns laptop/notebook | 2,285 | 58.6% | 115 |
| Spent <\$500 on most recent home computer | 588 | 15.1% | 107 |
| Spent \$500-\$999 on most recent home computer | 791 | 20.3% | 100 |
| Spent \$1,000-\$1,499 on most recent home computer | 454 | 11.6% | 117 |
| Spent \$1,500-\$1,999 on most recent home computer | 195 | 5.0% | 109 |
| Spent \$2,000+ on most recent home computer | 182 | 4.7% | 121 |

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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 |
|---|-------------------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 mos | 4,178 | 61.7% | 102 |
| Bought brewed coffee at convenience store in last 30 days | 1,082 | 16.0% | 104 |
| Bought cigarettes at convenience store in last 30 days | 839 | 12.4% | 94 |
| Bought gas at convenience store in last 30 days | 1,825 | 27.0% | 81 |
| Spent at convenience store in last 30 days: <\$20 | 735 | 10.9% | 132 |
| Spent at convenience store in last 30 days: \$20-\$39 | 633 | 9.4% | 103 |
| Spent at convenience store in last 30 days: \$40-\$50 | 545 | 8.1% | 105 |
| Spent at convenience store in last 30 days: \$51-\$99 | 245 | 3.6% | 79 |
| Spent at convenience store in last 30 days: \$100+ | 1,344 | 19.9% | 86 |
| Entertainment (Adults) | | | |
| Attended a movie in last 6 months | 4,406 | 65.1% | 108 |
| Went to live theater in last 12 months | 1,054 | 15.6% | 124 |
| Went to a bar/night club in last 12 months | 1,435 | 21.2% | 124 |
| Dined out in last 12 months | 3,165 | 46.8% | 104 |
| Gambled at a casino in last 12 months | 1,119 | 16.5% | 112 |
| Visited a theme park in last 12 months | 1,346 | 19.9% | 110 |
| Viewed movie (video-on-demand) in last 30 days | 1,428 | 21.1% | 135 |
| Viewed TV show (video-on-demand) in last 30 days | 1,158 | 17.1% | 140 |
| Watched any pay-per-view TV in last 12 months | 921 | 13.6% | 104 |
| Downloaded a movie over the Internet in last 30 days | 522 | 7.7% | 117 |
| Downloaded any individual song in last 6 months | 1,535 | 22.7% | 110 |
| Watched a movie online in the last 30 days | 1,151 | 17.0% | 125 |
| Watched a TV program online in last 30 days | 1,205 | 17.8% | 132 |
| Played a video/electronic game (console) in last 12 months | 832 | 12.3% | 108 |
| Played a video/electronic game (portable) in last 12 months | 271 | 4.0% | 89 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 2,182 | 32.2% | 102 |
| Used ATM/cash machine in last 12 months | 3,690 | 54.5% | 112 |
| Own any stock | 577 | 8.5% | 109 |
| Own U.S. savings bond | 420 | 6.2% | 108 |
| Own shares in mutual fund (stock) | 584 | 8.6% | 115 |
| Own shares in mutual fund (bonds) | 356 | 5.3% | 107 |
| Have interest checking account | 1,939 | 28.6% | 99 |
| Have non-interest checking account | 1,965 | 29.0% | 103 |
| Have savings account | 3,766 | 55.6% | 104 |
| Have 401K retirement savings plan | 1,037 | 15.3% | 104 |
| Own/used any credit/debit card in last 12 months | 5,282 | 78.0% | 106 |
| Avg monthly credit card expenditures: <\$111 | 784 | 11.6% | 98 |
| Avg monthly credit card expenditures: \$111-\$225 | 419 | 6.2% | 96 |
| Avg monthly credit card expenditures: \$226-\$450 | 466 | 6.9% | 109 |
| Avg monthly credit card expenditures: \$451-\$700 | 459 | 6.8% | 125 |
| Avg monthly credit card expenditures: \$701-\$1,000 | 340 | 5.0% | 116 |
| Avg monthly credit card expenditures: \$1,001+ | 761 | 11.2% | 122 |
| Did banking online in last 12 months | 2,691 | 39.8% | 113 |
| Did banking on mobile device in last 12 months | 839 | 12.4% | 119 |
| Paid bills online in last 12 months | 3,336 | 49.3% | 118 |

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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 | 4,516 | 66.7% | 93 |
| Used bread in last 6 months | 6,332 | 93.5% | 98 |
| Used chicken (fresh or frozen) in last 6 mos | 4,713 | 69.6% | 98 |
| Used turkey (fresh or frozen) in last 6 mos | 1,140 | 16.8% | 92 |
| Used fish/seafood (fresh or frozen) in last 6 months | 3,651 | 53.9% | 96 |
| Used fresh fruit/vegetables in last 6 months | 5,926 | 87.5% | 101 |
| Used fresh milk in last 6 months | 5,972 | 88.2% | 98 |
| Used organic food in last 6 months | 1,587 | 23.4% | 119 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 2,067 | 30.5% | 107 |
| Exercise at club 2+ times per week | 1,159 | 17.1% | 132 |
| Visited a doctor in last 12 months | 5,138 | 75.9% | 100 |
| Used vitamin/dietary supplement in last 6 months | 3,788 | 56.0% | 104 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 920 | 23.6% | 86 |
| Used housekeeper/maid/professional HH cleaning service in last | 563 | 14.4% | 110 |
| Purchased low ticket HH furnishings in last 12 months | 623 | 16.0% | 102 |
| Purchased big ticket HH furnishings in last 12 months | 856 | 22.0% | 104 |
| Purchased bedding/bath goods in last 12 months | 2,029 | 52.0% | 98 |
| Purchased cooking/serving product in last 12 months | 953 | 24.4% | 100 |
| Bought any small kitchen appliance in last 12 months | 860 | 22.1% | 99 |
| Bought any large kitchen appliance in last 12 months | 486 | 12.5% | 97 |
| Insurance (Adults/Households) | | | |
| Currently carry life insurance | 2,889 | 42.7% | 98 |
| Carry medical/hospital/accident insurance | 4,573 | 67.6% | 105 |
| Carry homeowner insurance | 2,969 | 43.9% | 92 |
| Carry renter's insurance | 718 | 10.6% | 143 |
| Have auto insurance: 1 vehicle in household covered | 1,429 | 36.7% | 117 |
| Have auto insurance: 2 vehicles in household covered | 1,161 | 29.8% | 106 |
| Have auto insurance: 3+ vehicles in household covered | 602 | 15.4% | 70 |
| Pets (Households) | | | |
| Household owns any pet | 1,885 | 48.3% | 91 |
| Household owns any cat | 912 | 23.4% | 103 |
| Household owns any dog | 1,170 | 30.0% | 75 |
| Psychographics (Adults) | | | |
| Buying American is important to me | 2,751 | 40.6% | 95 |
| Usually buy items on credit rather than wait | 878 | 13.0% | 114 |
| Usually buy based on quality - not price | 1,247 | 18.4% | 103 |
| Price is usually more important than brand name | 1,801 | 26.6% | 97 |
| Usually use coupons for brands I buy often | 1,332 | 19.7% | 104 |
| Am interested in how to help the environment | 1,281 | 18.9% | 113 |
| Usually pay more for environ safe product | 959 | 14.2% | 112 |
| Usually value green products over convenience | 749 | 11.1% | 109 |
| Likely to buy a brand that supports a charity | 2,330 | 34.4% | 101 |
| Reading (Adults) | | | |
| Bought digital book in last 12 months | 1,051 | 15.5% | 139 |
| Bought hardcover book in last 12 months | 1,760 | 26.0% | 116 |
| Bought paperback book in last 12 month | 2,543 | 37.6% | 111 |
| Read any daily newspaper (paper version) | 1,889 | 27.9% | 99 |
| Read any digital newspaper in last 30 days | 2,700 | 39.9% | 128 |
| Read any magazine (paper/electronic version) in last 6 months | 6,321 | 93.4% | 103 |

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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 | 5,093 | 75.2% | 100 |
| Went to family restaurant/steak house: 4+ times a month | 1,811 | 26.8% | 93 |
| Went to fast food/drive-in restaurant in last 6 months | 6,090 | 90.0% | 100 |
| Went to fast food/drive-in restaurant 9+ times/mo | 2,650 | 39.1% | 97 |
| Fast food/drive-in last 6 months: eat in | 2,266 | 33.5% | 92 |
| Fast food/drive-in last 6 months: home delivery | 613 | 9.1% | 115 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 3,002 | 44.3% | 95 |
| Fast food/drive-in last 6 months: take-out/walk-in | 1,381 | 20.4% | 104 |
| Television & Electronics (Adults/Households) | | | |
| Own any e-reader/tablet | 1,905 | 28.1% | 133 |
| Own any portable MP3 player | 2,597 | 38.4% | 114 |
| HH owns 1 TV | 972 | 24.9% | 124 |
| HH owns 2 TVs | 1,077 | 27.6% | 105 |
| HH owns 3 TVs | 735 | 18.9% | 88 |
| HH owns 4+ TVs | 596 | 15.3% | 78 |
| HH subscribes to cable TV | 2,214 | 56.8% | 112 |
| HH subscribes to fiber optic | 409 | 10.5% | 157 |
| HH has satellite dish | 587 | 15.1% | 59 |
| HH owns DVD/Blu-ray player | 2,433 | 62.4% | 101 |
| HH owns camcorder | 542 | 13.9% | 89 |
| HH owns portable GPS navigation device | 1,072 | 27.5% | 100 |
| HH purchased video game system in last 12 mos | 443 | 11.4% | 123 |
| HH owns Internet video device for TV | 200 | 5.1% | 118 |
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 3,605 | 53.3% | 106 |
| Took 3+ domestic non-business trips in last 12 months | 948 | 14.0% | 112 |
| Spent on domestic vacations in last 12 months: <\$1,000 | 791 | 11.7% | 104 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499 | 498 | 7.4% | 122 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999 | 241 | 3.6% | 101 |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999 | 275 | 4.1% | 106 |
| Spent on domestic vacations in last 12 months: \$3,000+ | 359 | 5.3% | 97 |
| Domestic travel in the 12 months: used general travel website | 595 | 8.8% | 125 |
| Foreign travel in last 3 years | 2,058 | 30.4% | 128 |
| Took 3+ foreign trips by plane in last 3 years | 457 | 6.8% | 154 |
| Spent on foreign vacations in last 12 months: <\$1,000 | 340 | 5.0% | 119 |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999 | 274 | 4.0% | 133 |
| Spent on foreign vacations in last 12 months: \$3,000+ | 425 | 6.3% | 127 |
| Foreign travel in last 3 years: used general travel website | 531 | 7.8% | 143 |
| Nights spent in hotel/motel in last 12 months: any | 3,035 | 44.8% | 109 |
| Took cruise of more than one day in last 3 years | 623 | 9.2% | 105 |
| Member of any frequent flyer program | 1,447 | 21.4% | 128 |
| Member of any hotel rewards program | 1,047 | 15.5% | 109 |

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

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

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