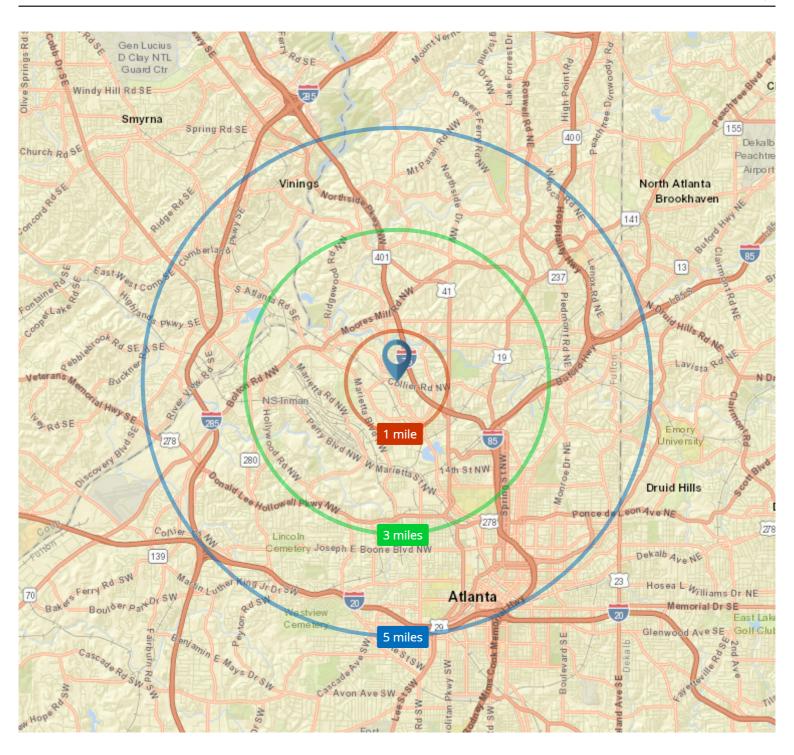


Site Map





Demographic & Income Profile

KING. I WILL			0 1		
SUMMARY	CENSUS 2010	20	116	20	21
Population	10,361	11,	240	12,	116
Households	4,881	5,	140	5,5	506
Families	2,074	2,	142	2,261	
Average Household Size	2.12	2.	19	2.	20
Owner Occupied Housing Units	2,705	2,5	542	2,6	570
Renter Occupied Housing Units	2,176	2,5	598	2,8	336
Median Age	31.4	32	2.3	32	2.6
TRENDS: 2016 - 2021 ANNUAL RA	ATE AREA	STA	ATE	NATIO	ONAL
Population	1.51%	1.0)2%	0.84%	
Households	1.39%	0.9	96%	0.79%	
Families	1.09%	0.0	37%	0.7	'2%
Owner HHs	0.99%	0.9	93%	0.7	'3%
Median Household Income	2.00%	2.3	34%	1.89%	
		20	116	20	21
			PERCENT	20 NUMBER	
HOUSEHOLDS BY INCOME		NUMBER		I	PERCENT
<\$15,000 \$15,000 \$24,000		462	9.0%	464	7.104
\$15,000 - \$24,999		391	7.6%	389	7.1%
\$25,000 - \$34,999		349	6.8%	386	7.0%
\$35,000 - \$49,999		528	10.3%	335	6.1%
\$50,000 - \$74,999		863	16.8%	968	17.6%
\$75,000 - \$99,999		595	11.6%	645	11.7%

	20	16	20	21
HOUSEHOLDS BY INCOME	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	806	15.7%	976	17.7%
\$150,000 - \$199,999	403	7.8%	491	8.9%
\$200,000+	743	14.5%	851	15.5%
Median Household Income	\$74	,069	\$81	,765
Average Household Income	\$116	5,434	\$126	5,074
Per Capita Income	\$53	,949	\$58	,106

	CENSU	S 2010	20	16	20	21
POPULATION BY AGE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	859	8.3%	854	7.6%	916	7.6%
5 - 9	748	7.2%	757	6.7%	752	6.2%
10 - 14	431	4.2%	542	4.8%	519	4.3%
15 - 19	322	3.1%	407	3.6%	431	3.6%
20 - 24	1,119	10.8%	938	8.3%	1,119	9.2%
25 - 34	2,508	24.2%	2,827	25.2%	3,046	25.1%
35 - 44	1,951	18.8%	2,000	17.8%	2,136	17.6%
45 - 54	1,122	10.8%	1,282	11.4%	1,334	11.0%
55 - 64	684	6.6%	797	7.1%	889	7.3%
65 - 74	381	3.7%	537	4.8%	614	5.1%
75 - 84	172	1.7%	220	2.0%	270	2.2%
85+	62	0.6%	78	0.7%	90	0.7%



RING: 1 MILE			Market Profile
HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	5,366	5,668	6,026
Owner Occupied Housing Units	50.4%	44.8%	44.3%
Renter Occupied Housing Units	40.6%	45.8%	47.1%
Vacant Housing Units	9.0%	9.3%	8.6%
Median Home Value		\$367,040	\$375,909
Per Capita Income		\$53,949	\$58,106
Median Age	31.4	32.3	32.6
OWNER OCCUPIED HOUSING UN	IITS BY VALUE	2016	2021
Total		2,542	2,670
<\$50,000		1.5%	0.9%
\$50,000 - \$99,999		5.0%	3.1%
\$100,000 - \$149,999		11.4%	7.6%
\$150,000 - \$199,999		11.5%	12.3%
\$200,000 - \$249,999		7.5%	9.4%
\$250,000 - \$299,999		7.2%	10.3%
\$300,000 - \$399,999		8.8%	8.2%
\$400,000 - \$499,999		8.3%	8.3%
\$500,000 - \$749,999		20.5%	17.3%
\$750,000 - \$999,999		13.7%	16.8%
\$1,000,000 +		4.7%	5.7%
Average Home Value		\$449,125	\$475,178

POPULATION BY SEX	2010	2016	2021
Males	5,166	5,613	6,025
Females	5,195	5,627	6,092
	TLIC		2016
POPULATION 15+ BY MARITAL STA	105		2016
Total			9,086
Never Married			49.4%
Married			36.7%
Widowed			3.5%
Divorced			10.4%
CIVILIAN POPULATION 16+ IN LAB	OR FORCE		2016
Civilian Employed	SICIONEL		96.5%
Civilian Unemployed			3.5%
en man en			5,570
EMPLOYED POPULATION 16+ BY II	NDUSTRY		2016
Total			6,514
Agriculture/Mining			0.0%
Construction			4.1%
Manufacturing			5.1%
Wholesale Trade			2.3%
Retail Trade			11.9%
Transportation/Utilities			4.2%
Information			3.5%
Finance/Insurance/Real Estate			11.5%
Services			55.5%
Public Administration			2.0%

EMPLOYED POPULATION 16+ BY OCCUPATION	2016
Total	6,514
White Collar	85.5%
Management/Business/Financial	28.0%
Professional	33.4%
Sales	16.7%
Administrative Support	7.4%
Services	6.2%
Blue Collar	8.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	2.2%
Production	0.2%
Transportation/Material Moving	3.1%

HOUSEHOLDS BY TYPE

Total	4,881	100%
Households with 1 Person	2,072	42.5%
Households with 2+ People	2,809	57.5%
Family Households	2,074	42.5%
Husband-wife Families	1,592	32.6%
With Own Children	876	17.9%
Other Family (No Spouse Present)	481	9.9%
With Own Children	273	5.6%
Nonfamily Households	735	15.0%
All Households with Children	1,181	24.2%
Multigenerational Households	29	0.6%
Unmarried Partner Households	339	6.9%
Male-female	261	5.3%
Same-sex	78	1.6%

FAMILY HOUSEHOLDS BY SIZE

Total	4,881
1 Person	42.5%
2 People	30.1%
3 People	11.8%
4 People	10.1%
5 People	4.3%
6 People	0.8%
7+ People	0.5%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	7,742
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	1.9%
High School Graduate	7.1%
GED/Alternative Credential	0.4%
Some College, No Degree	9.0%
Associate Degree	2.2%
Bachelor's Degree	44.1%
Graduate/Profesional Degree	34.6%



RING: 1 MILE					Tapestry
TOP TAPESTRY SEGMENTS	PERCENT	SLIM	MARY DEMOGRAPHIC	2016	2021
1. Metro Renters (3B)	40.3%	الاال	Population		12,116
			·	11,240	
2. Emerald City (8B)	34.1%		Households	5,140	5,506
3. <u>Top Tier (1A)</u>	17.8%		Families	2,142	2,261
4. Enterprising Professionals (2D)	4.7%		Median Age	32.3	32.6
5. Metro Fusion (11C)	3.2%	Medi	an Household Income	\$74,069	\$81,765
	SPENDING PO		AVERAGE AMOUNT SPENT	TO	ΓAL
Apparel and Services	158		\$3,175.69	\$16,32	23,048
Men's	160		\$643.60	\$3,30	8,121
Women's	156		\$1,072.07	\$5,51	0,423
Children's	158		\$510.61	\$2,62	4,545
Footwear	155		\$665.55	\$3,42	0,909
Watches & Jewelry	159		\$165.24	\$849	,313
Apparel Products and Services (1)	165		\$118.63	\$609	,737
Computer					
Computers and Hardware for Home	Use 165		\$285.03	\$1,46	5,079
Portable Memory	164		\$7.70	\$39,	602
Computer Software	165		\$21.38	\$109	,905
Computer Accessories	149		\$26.48	\$136	,126
Entertainment & Recreation	148		\$4,306.28	\$22,13	34,286
Fees and Admissions	158		\$913.70	\$4,69	6,405
Membership Fees for Clubs (2)	158		\$303.16	\$1,55	8,236
Fees for Participant Sports, excl. Trip	os 152		\$136.17	\$699	,902
Tickets to Theatre/Operas/Concerts	161		\$84.68	\$435	,255

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	165	\$109.94	\$565,094
Admission to Sporting Events, excl. Trips	165	\$88.12	\$452,936
Fees for Recreational Lessons	154	\$190.03	\$976,771
Dating Services	232	\$1.60	\$8,211
TV/Video/Audio	148	\$1,775.62	\$9,126,684
Cable and Satellite Television Services	144	\$1,289.11	\$6,626,001
Televisions	156	\$171.88	\$883,487
Satellite Dishes	124	\$1.81	\$9,314
VCRs, Video Cameras, and DVD Players	161	\$13.04	\$67,024
Miscellaneous Video Equipment	153	\$11.79	\$60,583
Video Cassettes and DVDs	161	\$29.81	\$153,221
Video Game Hardware/Accessories	170	\$43.49	\$223,561
Video Game Software	175	\$24.16	\$124,197
Streaming/Downloaded Video	171	\$30.99	\$159,290
Rental of Video Cassettes and DVDs	162	\$26.44	\$135,922
Installation of Televisions	130	\$1.20	\$6,170
Audio (3)	153	\$125.43	\$644,718
Rental of TV/VCR/Radio/Sound Equipme	nt 172	\$2.25	\$11,566
Repair of TV/Radio/Sound Equipment	161	\$4.21	\$21,630
Pets	139	\$742.19	\$3,814,870
Toys/Games/Crafts/Hobbies (4)	149	\$170.65	\$877,123
Recreational Vehicles and Fees (5)	132	\$141.64	\$728,035
Sports/Recreation/Exercise Equipment (6) 151	\$250.00	\$1,284,995
Photo Equipment and Supplies (7)	158	\$87.27	\$448,544
Reading (8)	143	\$187.70	\$964,785
Live Entertainment for Catered Affairs	132	\$14.26	\$73,312
Rental of Party Supplies for Catered Affa	airs 154	\$23.26	\$119,533
Food	152	\$12,295.32	\$63,197,970
Food at Home	149	\$7,424.92	\$38,164,114

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	147	\$993.20	\$5,105,043
Meats, Poultry, Fish, and Eggs	148	\$1,640.21	\$8,430,669
Dairy Products	147	\$781.79	\$4,018,415
Fruits and Vegetables	152	\$1,451.77	\$7,462,109
Snacks and Other Food at Home (10)	149	\$2,557.95	\$13,147,877
Food Away from Home	157	\$4,870.40	\$25,033,856
Alcoholic Beverages	165	\$843.71	\$4,336,644
Financial			
Value of Stocks/Bonds/Mutual funds	143	\$10,697.95	\$54,987,459
Value of Retirement Plans	128	\$33,640.24	\$172,910,822
Value of Other Financial Assets	147	\$1,658.05	\$8,522,391
Vehicle Loan Amount excluding Interest	150	\$3,661.86	\$18,821,973
Value of Credit Card Debt	144	\$822.17	\$4,225,963
Health			
Nonprescription Drugs	141	\$175.64	\$902,809
Prescription Drugs	126	\$527.63	\$2,712,012
Eyeglasses and Contact Lenses	138	\$123.81	\$636,378
Home			
Mortgage Payment and Basics (11)	131	\$11,210.42	\$57,621,581
Maintenance and Remodeling Services	125	\$2,191.34	\$11,263,499
Maintenance and Remodeling Materials (12) 115	\$418.09	\$2,148,983
Utilities, Fuel, and Public Services	140	\$6,846.77	\$35,192,412
Household Furnishings and Equipment			
Household Textiles (13)	152	\$132.15	\$679,247
Furniture	158	\$777.70	\$3,997,354
Rugs	150	\$36.58	\$188,043
Major Appliances (14)	134	\$379.73	\$1,951,795
Housewares (15)	153	\$127.92	\$657,521
Small Appliances	152	\$71.61	\$368,075

SF	PENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	157	\$14.55	\$74,807
Telephones and Accessories	165	\$117.37	\$603,306
Household Operations			
Child Care	172	\$727.74	\$3,740,559
Lawn and Garden (16)	125	\$511.05	\$2,626,815
Moving/Storage/Freight Express	175	\$111.18	\$571,468
Housekeeping Supplies (17)	145	\$1,019.39	\$5,239,681
Insurance			
Owners and Renters Insurance	119	\$552.82	\$2,841,511
Vehicle Insurance	146	\$1,632.72	\$8,392,195
Life/Other Insurance	129	\$535.51	\$2,752,526
Health Insurance	136	\$4,601.28	\$23,650,554
Personal Care Products (18)	153	\$663.21	\$3,408,876
School Books & Supplies for College	168	\$106.36	\$546,685
School Books & Supplies for Elementary/High Sch	nool 142	\$29.17	\$149,920
School Books & Supplies for Vocational/Technical	School 171	\$2.24	\$11,522
School Books & Supplies for Preschool/Other Sch	ools 159	\$3.80	\$19,534
Other School Supplies	152	\$116.35	\$598,039
Smoking Products	141	\$576.89	\$2,965,214
Transportation			
Payments on Vehicles excluding Leases	143	\$2,978.51	\$15,309,540
Gasoline and Motor Oil	143	\$4,406.19	\$22,647,838
Vehicle Maintenance and Repairs	145	\$1,504.07	\$7,730,904
Travel			
Airline Fares	158	\$720.55	\$3,703,627
Lodging on Trips	145	\$672.04	\$3,454,280
Auto/Truck Rental on Trips	150	\$35.98	\$184,926
Food and Drink on Trips	147	\$646.34	\$3,322,189
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	143	\$10,697.95	\$54,987,459
Value of Retirement Plans	128	\$33,640.24	\$172,910,822
Value of Other Financial Assets	147	\$1,658.05	\$8,522,391
Vehicle Loan Amount excluding Interest	150	\$3,661.86	\$18,821,973
Value of Credit Card Debt	144	\$822.17	\$4,225,963
Health			
Nonprescription Drugs	141	\$175.64	\$902,809
Prescription Drugs	126	\$527.63	\$2,712,012
Eyeglasses and Contact Lenses	138	\$123.81	\$636,378
Home			
Mortgage Payment and Basics (11)	131	\$11,210.42	\$57,621,581
Maintenance and Remodeling Services	125	\$2,191.34	\$11,263,499
Maintenance and Remodeling Materials ((12) 115	\$418.09	\$2,148,983
Utilities, Fuel, and Public Services	140	\$6,846.77	\$35,192,412
Household Furnishings and Equipment			
Household Textiles (13)	152	\$132.15	\$679,247
Furniture	158	\$777.70	\$3,997,354
Rugs	150	\$36.58	\$188,043
Major Appliances (14)	134	\$379.73	\$1,951,795
Housewares (15)	153	\$127.92	\$657,521
Small Appliances	152	\$71.61	\$368,075
Luggage	157	\$14.55	\$74,807
Telephones and Accessories	165	\$117.37	\$603,306
Household Operations			
Child Care	172	\$727.74	\$3,740,559
Lawn and Garden (16)	125	\$511.05	\$2,626,815
Moving/Storage/Freight Express	175	\$111.18	\$571,468
Housekeeping Supplies (17)	145	\$1,019.39	\$5,239,681

Insurance

SF.	PENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	119	\$552.82	\$2,841,511
Vehicle Insurance	146	\$1,632.72	\$8,392,195
Life/Other Insurance	129	\$535.51	\$2,752,526
Health Insurance	136	\$4,601.28	\$23,650,554
Personal Care Products (18)	153	\$663.21	\$3,408,876
School Books & Supplies for College	168	\$106.36	\$546,685
School Books & Supplies for Elementary/High Sch	nool 142	\$29.17	\$149,920
School Books & Supplies for Vocational/Technical	School 171	\$2.24	\$11,522
School Books & Supplies for Preschool/Other Sch	ools 159	\$3.80	\$19,534
Other School Supplies	152	\$116.35	\$598,039
Smoking Products	141	\$576.89	\$2,965,214
Transportation			
Payments on Vehicles excluding Leases	143	\$2,978.51	\$15,309,540
Gasoline and Motor Oil	143	\$4,406.19	\$22,647,838
Vehicle Maintenance and Repairs	145	\$1,504.07	\$7,730,904
Travel			
Airline Fares	158	\$720.55	\$3,703,627
Lodging on Trips	145	\$672.04	\$3,454,280
Auto/Truck Rental on Trips	150	\$35.98	\$184,926
Food and Drink on Trips	147	\$646.34	\$3,322,189



Demographic & Income Profile

KING. 3 WILLS			0 1							
·										
SUMMARY	CENSUS 2010	20	16	20	21					
Population	77,765	86,	513	93,284						
Households	35,074	39,	096	42,414						
Families	13,647	14,	583	15,494						
Average Household Size	1.98	1.	98	1.	99					
Owner Occupied Housing Units	16,402	16,197 17,258								
Renter Occupied Housing Units	18,672	22,	899	25,	156					
Median Age	31.2	32	2.0	32	2.5					
TRENDS: 2016 - 2021 ANNUAL RA	ATE AREA	ST/	ATE	NATIONAL						
Population	1.52%	1.0	12%	0.84%						
Households	1.64%	0.9	06%	0.79%						
Families	1.22%	0.8	37%	0.72%						
Owner HHs	1.28%	0.9	93%	0.73%						
Median Household Income	2.96%	2.3	34%	1.89%						
		20	16	20	21					
HOUSEHOLDS DVINSOME		NUMBER	PERCENT	NUMBER	PERCENT					
HOUSEHOLDS BY INCOME <\$15,000		5,514	14.1%	5,619	13.2%					
\$15,000 - \$24,999		3,530	9.0%	3,610	8.5%					
\$25,000 - \$34,999		3,116	8.0%	3,665						
\$35,000 - \$49,999		3,948								
\$50,000 - \$74,999		5,338	5,338 13.7% 5,986							
\$75,000 - \$99,999		4,268	4,743	11.2%						

	20	16	20	21			
HOUSEHOLDS BY INCOME	NUMBER	PERCENT	NUMBER	PERCENT			
\$100,000 - \$149,999	5,382	13.8%	6,834	16.1%			
\$150,000 - \$199,999	2,537	6.5%	3,214	7.6%			
\$200,000+	5,462	14.0%	6,277	14.8%			
Median Household Income	\$64	,118	\$74,202				
Average Household Income	\$108	3,164	\$117,306				
Per Capita Income	\$50	,424	\$54,788				

	CENSU	S 2010	20	16	2021			
POPULATION BY AGE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT		
0 - 4	4,464	5.7%	4,477	5.2%	4,746	5.1%		
5 - 9	3,683	4.7%	3,977	4.6%	3,982	4.3%		
10 - 14	2,906	3.7%	3,537	4.1%	3,571	3.8%		
15 - 19	5,150	6.6%	5,687	6.6%	5,876	6.3%		
20 - 24	11,219	14.4%	10,872	12.6%	10,147	10.9%		
25 - 34	17,002	21.9%	19,879	23.0%	23,591	25.3%		
35 - 44	11,173	14.4%	11,915	13.8%	12,618	13.5%		
45 - 54	8,477	10.9%	9,368	10.8%	9,681	10.4%		
55 - 64	6,395	8.2%	7,416	8.6%	8,094	8.7%		
65 - 74	3,842	4.9%	5,337	6.2%	6,145	6.6%		
75 - 84	2,217	2.9%	2,624	3.0%	3,301	3.5%		
85+	1,237	1.6%	1,425	1.6%	1,531	1.6%		



RING: 3 MILES			Market Profile
HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	42,505	46,698	50,089
Owner Occupied Housing Units	38.6%	34.7%	34.5%
Renter Occupied Housing Units	43.9%	49.0%	50.2%
Vacant Housing Units	17.5%	16.3%	15.3%
Median Home Value		\$414,416	\$427,880
Per Capita Income		\$50,424	\$54,788
Median Age	31.2	32.0	32.5
OWNER OCCUPIED HOUSING UNI	TS BY VALUE	2016	2021
Total		16,192	17,253
<\$50,000		2.1%	1.3%
\$50,000 - \$99,999		5.3%	3.4%
\$100,000 - \$149,999		6.3%	4.1%
\$150,000 - \$199,999		7.9%	7.3%
\$200,000 - \$249,999		7.6%	9.9%
\$250,000 - \$299,999		7.1%	10.2%
\$300,000 - \$399,999		12.7%	11.9%
\$400,000 - \$499,999		7.1%	6.9%
\$500,000 - \$749,999		14.0%	11.5%
\$750,000 - \$999,999		12.9%	15.1%
\$1,000,000 +		17.1%	18.4%
Average Home Value		\$552,410	\$577,857

POPULATION BY SEX	2010	2016	2021							
Males	40,518	45,080	48,383							
Females	37,247	41,433	44,901							
	T. 10		0015							
POPULATION 15+ BY MARITAL STA	IUS		2016							
Total	74,522									
Never Married			54.8%							
Married	Married									
Widowed			4.4%							
Divorced			7.9%							
CIVILIAN POPULATION 16+ IN LAB	2016									
Civilian Employed	95.5%									
Civilian Unemployed	Civilian Unemployed									
EMPLOYED POPULATION 16+ BY I	VIDLISTRY		2016							
Total	NOOSTINI		44,399							
Agriculture/Mining			0.3%							
Construction			3.8%							
Manufacturing			4.8%							
Wholesale Trade			2.9%							
Retail Trade			9.5%							
Transportation/Utilities			4.2%							
Information			3.3%							
Finance/Insurance/Real Estate			9.4%							
Services			59.3%							
Public Administration			2.5%							

1	_ N	1 [λl		\ /	г		Г	7	\neg		1 1	П	٨	\top	17	$\overline{}$	Λ	1.	1 /	6+		١/	1	-/	- I	1	\Box	۸.	T	1		N	ı
	\equiv 1 \	/ [1	U	Y		レノ	' 1	- (J	М	U	L	_ /-'	۱I	١,	U	1	V.	1 (() —	\Box	Y	ハ	. (U	М	\vdash	ш	Iι)	ΙV	1

2016	
44 200	

Total	44,399
White Collar	82.2%
Management/Business/Financial	25.4%
Professional	34.6%
Sales	14.6%
Administrative Support	7.6%
Services	9.6%
Blue Collar	8.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	1.7%
Production	0.8%
Transportation/Material Moving	3.4%

HOUSEHOLDS BY TYPE

Total	35,074	100%
Households with 1 Person	16,481	47.0%
Households with 2+ People	18,593	53.0%
Family Households	13,647	38.9%
Husband-wife Families	9,857	28.1%
With Own Children	4,319	12.3%
Other Family (No Spouse Present)	3,790	10.8%
With Own Children	1,931	5.5%
Nonfamily Households	4,946	14.1%
All Households with Children	6,695	19.1%
Multigenerational Households	419	1.2%
Unmarried Partner Households	2,265	6.4%
Male-female	1,661	4.7%
Same-sex	604	1.7%

FAMILY HOUSEHOLDS BY SIZE

Total	35,073
1 Person	47.0%
2 People	29.8%
3 People	10.1%
4 People	7.9%
5 People	3.4%
6 People	1.0%
7+ People	0.8%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	57,963
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	4.1%
High School Graduate	9.7%
GED/Alternative Credential	1.3%
Some College, No Degree	11.8%
Associate Degree	3.7%
Bachelor's Degree	38.1%
Graduate/Profesional Degree	29.6%



Tapestry RING: 3 MILES TOP TAPESTRY SEGMENTS 2016 2021 PERCENT SUMMARY DEMOGRAPHIC 1. Metro Renters (3B) 41.8% **Population** 86,513 93,284 12.7% Households 39,096 42,414 2. Emerald City (8B) 3. Top Tier (1A) 11.0% **Families** 14,583 15,494 5.4% 32.5 4. Golden Years (9B) Median Age 32.0 4.4% Median Household Income \$64,118 \$74,202 5. Urban Chic (2A) SPENDING POTENTIAL **AVERAGE AMOUNT** TOTAL INDEX **SPENT Apparel and Services** 148 \$2,972.24 \$116,202,817 Men's 150 \$601.43 \$23,513,551 Women's 147 \$1,004.85 \$39,285,539 Children's 148 \$477.12 \$18,653,655 Footwear 146 \$624.09 \$24,399,335 Watches & Jewelry 148 \$153.27 \$5,992,360 Apparel Products and Services (1) \$111.48 \$4,358,376 155 Computer Computers and Hardware for Home Use 154 \$266.41 \$10,415,428 Portable Memory 153 \$7.18 \$280,861 **Computer Software** 156 \$20.15 \$787,853 **Computer Accessories** 138 \$24.59 \$961,533 **Entertainment & Recreation** 137 \$3,999.04 \$156,346,566 **Fees and Admissions** 144 \$830.72 \$32,477,763 Membership Fees for Clubs (2) \$277.50 \$10,848,966 145 Fees for Participant Sports, excl. Trips 137 \$122.63 \$4,794,465 Tickets to Theatre/Operas/Concerts \$3,053,054 148 \$78.09

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	152	\$101.05	\$3,950,548
Admission to Sporting Events, excl. Trips	152	\$80.96	\$3,165,310
Fees for Recreational Lessons	137	\$168.93	\$6,604,308
Dating Services	226	\$1.56	\$61,113
TV/Video/Audio	140	\$1,687.96	\$65,992,429
Cable and Satellite Television Services	137	\$1,232.48	\$48,185,096
Televisions	147	\$161.85	\$6,327,681
Satellite Dishes	112	\$1.64	\$64,072
VCRs, Video Cameras, and DVD Players	151	\$12.24	\$478,570
Miscellaneous Video Equipment	142	\$10.94	\$427,649
Video Cassettes and DVDs	152	\$28.06	\$1,096,946
Video Game Hardware/Accessories	162	\$41.43	\$1,619,612
Video Game Software	166	\$22.92	\$896,105
Streaming/Downloaded Video	159	\$28.86	\$1,128,377
Rental of Video Cassettes and DVDs	151	\$24.59	\$961,362
Installation of Televisions	118	\$1.09	\$42,593
Audio (3)	141	\$115.65	\$4,521,330
Rental of TV/VCR/Radio/Sound Equipme	nt 179	\$2.35	\$91,752
Repair of TV/Radio/Sound Equipment	148	\$3.87	\$151,283
Pets	127	\$682.19	\$26,670,834
Toys/Games/Crafts/Hobbies (4)	138	\$158.28	\$6,188,158
Recreational Vehicles and Fees (5)	116	\$124.87	\$4,881,902
Sports/Recreation/Exercise Equipment (6) 136	\$225.77	\$8,826,762
Photo Equipment and Supplies (7)	145	\$80.11	\$3,132,033
Reading (8)	134	\$175.63	\$6,866,563
Live Entertainment for Catered Affairs	119	\$12.81	\$500,728
Rental of Party Supplies for Catered Affa	airs 137	\$20.70	\$809,394
Food	143	\$11,583.18	\$452,855,857
Food at Home	141	\$7,027.88	\$274,762,168

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	140	\$943.86	\$36,901,264
Meats, Poultry, Fish, and Eggs	140	\$1,557.96	\$60,909,932
Dairy Products	140	\$740.81	\$28,962,553
Fruits and Vegetables	143	\$1,370.39	\$53,576,683
Snacks and Other Food at Home (10)	141	\$2,414.87	\$94,411,736
Food Away from Home	147	\$4,555.29	\$178,093,689
Alcoholic Beverages	154	\$790.97	\$30,923,821
Financial			
Value of Stocks/Bonds/Mutual funds	131	\$9,840.05	\$384,706,634
Value of Retirement Plans	116	\$30,297.65	\$1,184,516,971
Value of Other Financial Assets	137	\$1,552.53	\$60,697,894
Vehicle Loan Amount excluding Interest	139	\$3,392.33	\$132,626,532
Value of Credit Card Debt	134	\$765.19	\$29,915,711
Health			
Nonprescription Drugs	133	\$165.47	\$6,469,124
Prescription Drugs	120	\$501.29	\$19,598,295
Eyeglasses and Contact Lenses	129	\$115.41	\$4,512,116
Home			
Mortgage Payment and Basics (11)	116	\$9,944.74	\$388,799,707
Maintenance and Remodeling Services	112	\$1,961.88	\$76,701,670
Maintenance and Remodeling Materials (12) 102	\$371.58	\$14,527,323
Utilities, Fuel, and Public Services	133	\$6,472.14	\$253,034,896
Household Furnishings and Equipment			
Household Textiles (13)	142	\$123.49	\$4,828,158
Furniture	147	\$724.05	\$28,307,281
Rugs	137	\$33.33	\$1,302,966
Major Appliances (14)	122	\$345.27	\$13,498,573
Housewares (15)	142	\$119.12	\$4,657,202
Small Appliances	143	\$67.25	\$2,629,197

SP	ENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	144	\$13.31	\$520,507
Telephones and Accessories	155	\$110.46	\$4,318,388
Household Operations			
Child Care	157	\$666.53	\$26,058,479
Lawn and Garden (16)	114	\$462.66	\$18,088,101
Moving/Storage/Freight Express	165	\$104.72	\$4,094,054
Housekeeping Supplies (17)	136	\$959.15	\$37,498,982
Insurance			
Owners and Renters Insurance	110	\$506.79	\$19,813,288
Vehicle Insurance	137	\$1,532.09	\$59,898,637
Life/Other Insurance	119	\$490.96	\$19,194,642
Health Insurance	128	\$4,306.20	\$168,355,371
Personal Care Products (18)	143	\$620.19	\$24,247,093
School Books & Supplies for College	162	\$102.36	\$4,001,810
School Books & Supplies for Elementary/High Sch	ool 130	\$26.79	\$1,047,511
School Books & Supplies for Vocational/Technical	School 160	\$2.09	\$81,572
School Books & Supplies for Preschool/Other Sch	ools 142	\$3.40	\$133,077
Other School Supplies	138	\$106.04	\$4,145,812
Smoking Products	138	\$565.62	\$22,113,355
Transportation			
Payments on Vehicles excluding Leases	132	\$2,747.22	\$107,405,497
Gasoline and Motor Oil	134	\$4,125.55	\$161,292,392
Vehicle Maintenance and Repairs	135	\$1,399.93	\$54,731,793
Travel			
Airline Fares	144	\$657.56	\$25,707,897
Lodging on Trips	131	\$609.69	\$23,836,586
Auto/Truck Rental on Trips	136	\$32.63	\$1,275,535
Food and Drink on Trips	134	\$589.35	\$23,041,196
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	131	\$9,840.05	\$384,706,634
Value of Retirement Plans	116	\$30,297.65	\$1,184,516,971
Value of Other Financial Assets	137	\$1,552.53	\$60,697,894
Vehicle Loan Amount excluding Interest	139	\$3,392.33	\$132,626,532
Value of Credit Card Debt	134	\$765.19	\$29,915,711
Health			
Nonprescription Drugs	133	\$165.47	\$6,469,124
Prescription Drugs	120	\$501.29	\$19,598,295
Eyeglasses and Contact Lenses	129	\$115.41	\$4,512,116
Home			
Mortgage Payment and Basics (11)	116	\$9,944.74	\$388,799,707
Maintenance and Remodeling Services	112	\$1,961.88	\$76,701,670
Maintenance and Remodeling Materials	(12) 102	\$371.58	\$14,527,323
Utilities, Fuel, and Public Services	133	\$6,472.14	\$253,034,896
Household Furnishings and Equipment			
Household Textiles (13)	142	\$123.49	\$4,828,158
Furniture	147	\$724.05	\$28,307,281
Rugs	137	\$33.33	\$1,302,966
Major Appliances (14)	122	\$345.27	\$13,498,573
Housewares (15)	142	\$119.12	\$4,657,202
Small Appliances	143	\$67.25	\$2,629,197
Luggage	144	\$13.31	\$520,507
Telephones and Accessories	155	\$110.46	\$4,318,388
Household Operations			
Child Care	157	\$666.53	\$26,058,479
Lawn and Garden (16)	114	\$462.66	\$18,088,101
Moving/Storage/Freight Express	165	\$104.72	\$4,094,054
Housekeeping Supplies (17)	136	\$959.15	\$37,498,982

Insurance

SP	ENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	110	\$506.79	\$19,813,288
Vehicle Insurance	137	\$1,532.09	\$59,898,637
Life/Other Insurance	119	\$490.96	\$19,194,642
Health Insurance	128	\$4,306.20	\$168,355,371
Personal Care Products (18)	143	\$620.19	\$24,247,093
School Books & Supplies for College	162	\$102.36	\$4,001,810
School Books & Supplies for Elementary/High Sch	ool 130	\$26.79	\$1,047,511
School Books & Supplies for Vocational/Technical	School 160	\$2.09	\$81,572
School Books & Supplies for Preschool/Other Sch	pols 142	\$3.40	\$133,077
Other School Supplies	138	\$106.04	\$4,145,812
Smoking Products	138	\$565.62	\$22,113,355
Transportation			
Payments on Vehicles excluding Leases	132	\$2,747.22	\$107,405,497
Gasoline and Motor Oil	134	\$4,125.55	\$161,292,392
Vehicle Maintenance and Repairs	135	\$1,399.93	\$54,731,793
Travel			
Airline Fares	144	\$657.56	\$25,707,897
Lodging on Trips	131	\$609.69	\$23,836,586
Auto/Truck Rental on Trips	136	\$32.63	\$1,275,535
Food and Drink on Trips	134	\$589.35	\$23,041,196



RING:	5	MIL	ES
	$\overline{}$		

Demographic & Income Profile

MING. 5 MILLS						
SUMMARY	CENSUS 2010	20	2016		2021	
Population	258,901	285,310 306,836		836		
Households	121,310	133	,326	144,	074	
Families	45,118	48,	48,196 51,290			
Average Household Size	1.92	1.	94	1.9	94	
Owner Occupied Housing Units	52,638	50,	662	54,	025	
Renter Occupied Housing Units	68,672	82,	664	90,	049	
Median Age	32.3	33	3.0	33	3.4	
TRENDS: 2016 - 2021 ANNUAL RAT	E AREA	STA	ATE	NATIO	DNAL	
Population	1.47%	1.02% 0.84%		4%		
Households	1.56%	0.9	6%	0.79%		
Families	1.25%	0.8	0.87% 0.72%		2%	
Owner HHs	1.29%	0.9	3%	0.7	3%	
Median Household Income	2.72%	2.3	4%	1.89%		
		20	16	20	21	
LIQUICEUOL DC DVINICOME		NUMBER	PERCENT	NUMBER	PERCENT	
HOUSEHOLDS BY INCOME <\$15,000		20,300	15.2%	20,492	14.2%	
\$15,000 - \$24,999		11,815	8.9%	11,973	8.3%	
\$25,000 - \$34,999		10,870	8.2%	12,542	8.7%	
\$35,000 - \$49,999		14,271	10.7%	9,023	6.3%	
\$50,000 - \$74,999		19,969	15.0%	22,807	15.8%	
¢75,000, ¢00,000		14269	10.00/	16 124	11 70/	

\$75,000 - \$99,999

11.2%

10.8%

14,368

16,124

	2016		2021	
HOUSEHOLDS BY INCOME	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	18,413	13.8%	23,389	16.2%
\$150,000 - \$199,999	7,810	5.9%	9,936	6.9%
\$200,000+	15,505	11.6%	17,783	12.3%
Median Household Income	\$59,605		\$68,150	
Average Household Income	\$98,159		\$106,912	
Per Capita Income	\$47,567		\$51,783	

	CENSU	S 2010	20	16	20	21
POPULATION BY AGE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	14,076	5.4%	14,175	5.0%	15,223	5.0%
5 - 9	11,482	4.4%	12,480	4.4%	12,741	4.2%
10 - 14	9,524	3.7%	11,382	4.0%	11,662	3.8%
15 - 19	17,691	6.8%	19,648	6.9%	20,140	6.6%
20 - 24	32,443	12.5%	32,637	11.4%	32,178	10.5%
25 - 34	57,494	22.2%	63,746	22.3%	71,857	23.4%
35 - 44	39,253	15.2%	41,349	14.5%	44,390	14.5%
45 - 54	30,967	12.0%	33,615	11.8%	34,365	11.2%
55 - 64	23,239	9.0%	27,064	9.5%	29,350	9.6%
65 - 74	12,256	4.7%	17,269	6.1%	20,817	6.8%
75 - 84	6,957	2.7%	7,964	2.8%	9,878	3.2%
85+	3,518	1.4%	3,979	1.4%	4,236	1.4%



RING: 5 MILES			Market Profile
HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	147,517	160,453	171,678
Owner Occupied Housing Units	35.7%	31.6%	31.5%
Renter Occupied Housing Units	46.6%	51.5%	52.5%
Vacant Housing Units	17.8%	16.9%	16.1%
Median Home Value		\$353,096	\$364,146
Per Capita Income		\$47,567	\$51,783
Median Age	32.3	33.0	33.4
OWNER OCCUPIED HOUSING UN	IITS BY VALUE	2016	2021
Total		50,634	53,996
<\$50,000		3.7%	2.5%
\$50,000 - \$99,999		7.7%	5.1%
\$100,000 - \$149,999		7.8%	5.6%
\$150,000 - \$199,999		8.8%	8.3%
\$200,000 - \$249,999		8.4%	10.9%
\$250,000 - \$299,999		7.0%	10.2%
\$300,000 - \$399,999		12.4%	11.6%
\$400,000 - \$499,999		8.3%	8.3%
\$500,000 - \$749,999		14.5%	12.8%
\$750,000 - \$999,999		10.4%	12.7%
\$1,000,000 +		11.0%	12.0%
Average Home Value		\$469,927	\$498,115

POPULATION BY SEX	2010	2016	2021
Males	133,191	146,873	157,408
Females	125,710	138,437	149,428
POPULATION 15+ BY MARITAL S	TATI IC		2016
Total	IAIUS		
Never Married			247,272
			55.6%
Married			30.2%
Widowed			4.6%
Divorced			9.6%
CIVILIAN POPULATION 16+ IN LA	ABOR FORCE		2016
Civilian Employed			94.9%
Civilian Unemployed			5.1%
EMPLOYED POPULATION 16+ BY	/ INDUSTRY		2016
Total			152,073
Agriculture/Mining			0.4%
Construction			2.9%
Manufacturing			4.7%
Wholesale Trade			2.6%
Retail Trade			9.8%
Transportation/Utilities			4.9%
Information			3.6%
Finance/Insurance/Real Estate			9.7%
Services			58.2%
Public Administration			3.3%

EMPLOYED	10N 16+	RV OCC	LIPATION

2016

Total	152,073
White Collar	80.2%
Management/Business/Financial	26.0%
Professional	31.5%
Sales	13.4%
Administrative Support	9.3%
Services	12.2%
Blue Collar	7.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	1.6%
Installation/Maintenance/Repair	1.2%
Production	1.1%
Transportation/Material Moving	3.5%

HOUSEHOLDS BY TYPE

Total	121,310	100%
Households with 1 Person	59,321	48.9%
Households with 2+ People	61,989	51.1%
Family Households	45,118	37.2%
Husband-wife Families	29,020	23.9%
With Own Children	11,620	9.6%
Other Family (No Spouse Present)	16,098	13.3%
With Own Children	8,124	6.7%
Nonfamily Households	16,871	13.9%
All Households with Children	21,877	18.0%
Multigenerational Households	2,225	1.8%
Unmarried Partner Households	8,738	7.2%
Male-female	6,191	5.1%
Same-sex	2,547	2.1%

FAMILY HOUSEHOLDS BY SIZE

Total	121,310
1 Person	48.9%
2 People	29.7%
3 People	10.0%
4 People	6.6%
5 People	2.9%
6 People	1.1%
7+ People	0.9%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	194,990
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	11.6%
GED/Alternative Credential	1.8%
Some College, No Degree	14.6%
Associate Degree	3.9%
Bachelor's Degree	34.6%
Graduate/Profesional Degree	26.7%



Tapestry RING: 5 MILES TOP TAPESTRY SEGMENTS 2016 2021 PERCENT SUMMARY DEMOGRAPHIC 1. Metro Renters (3B) 41.5% **Population** 285,310 306,836 8.4% Households 144,074 2. Laptops and Lattes (3A) 133,326 3. Modest Income Homes (12D) 7.8% **Families** 48,196 51,290 6.9% 33.4 4. Emerald City (8B) Median Age 33.0 Median Household Income \$59,605 5. Urban Chic (2A) 6.2% \$68,150 AVERAGE AMOUNT SPENDING POTENTIAL TOTAL **INDEX SPENT Apparel and Services** 135 \$2,713.66 \$361,801,145 Men's 137 \$547.78 \$73,033,717 Women's 133 \$912.31 \$121,634,168 Children's 137 \$442.79 \$59,036,028 Footwear 133 \$570.91 \$76,116,489 Watches & Jewelry 134 \$138.61 \$18,480,613 Apparel Products and Services (1) 140 \$101.26 \$13,500,130 Computer Computers and Hardware for Home Use 140 \$242.53 \$32,335,268 Portable Memory 139 \$6.55 \$873,629 **Computer Software** \$18.35 142 \$2,446,093 **Computer Accessories** 124 \$22.11 \$2,948,302 **Entertainment & Recreation** 125 \$3,630.67 \$484,062,776 **Fees and Admissions** \$744.09 129 \$99,206,439 Membership Fees for Clubs (2) \$247.51 \$32,999,380 129 Fees for Participant Sports, excl. Trips 123 \$109.65 \$14,619,614 Tickets to Theatre/Operas/Concerts 131 \$69.22 \$9,229,062

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	139	\$92.15	\$12,286,390
Admission to Sporting Events, excl. Trips	136	\$72.63	\$9,683,001
Fees for Recreational Lessons	123	\$151.47	\$20,194,289
Dating Services	212	\$1.46	\$194,705
TV/Video/Audio	129	\$1,546.96	\$206,250,093
Cable and Satellite Television Services	126	\$1,129.76	\$150,626,995
Televisions	135	\$148.46	\$19,794,170
Satellite Dishes	104	\$1.52	\$203,055
VCRs, Video Cameras, and DVD Players	138	\$11.18	\$1,490,802
Miscellaneous Video Equipment	131	\$10.07	\$1,342,533
Video Cassettes and DVDs	140	\$25.82	\$3,442,283
Video Game Hardware/Accessories	150	\$38.37	\$5,115,354
Video Game Software	154	\$21.27	\$2,835,493
Streaming/Downloaded Video	145	\$26.41	\$3,521,746
Rental of Video Cassettes and DVDs	139	\$22.63	\$3,016,506
Installation of Televisions	108	\$0.99	\$132,165
Audio (3)	128	\$104.76	\$13,967,758
Rental of TV/VCR/Radio/Sound Equipmen	nt 169	\$2.22	\$296,357
Repair of TV/Radio/Sound Equipment	133	\$3.49	\$464,876
Pets	115	\$618.03	\$82,399,639
Toys/Games/Crafts/Hobbies (4)	127	\$145.37	\$19,382,049
Recreational Vehicles and Fees (5)	104	\$111.65	\$14,885,708
Sports/Recreation/Exercise Equipment (6	5) 124	\$204.59	\$27,277,080
Photo Equipment and Supplies (7)	132	\$72.90	\$9,719,019
Reading (8)	120	\$157.40	\$20,985,365
Live Entertainment for Catered Affairs	105	\$11.34	\$1,511,773
Rental of Party Supplies for Catered Affa	irs 122	\$18.34	\$2,445,612
Food	131	\$10,597.79	\$1,412,960,321
Food at Home	129	\$6,433.10	\$857,698,911

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	128	\$863.49	\$115,125,358
Meats, Poultry, Fish, and Eggs	129	\$1,430.96	\$190,784,225
Dairy Products	128	\$676.54	\$90,199,959
Fruits and Vegetables	131	\$1,250.29	\$166,696,607
Snacks and Other Food at Home (10)	129	\$2,211.82	\$294,892,762
Food Away from Home	135	\$4,164.69	\$555,261,410
Alcoholic Beverages	140	\$718.20	\$95,754,777
Financial			
Value of Stocks/Bonds/Mutual funds	114	\$8,542.97	\$1,138,999,579
Value of Retirement Plans	101	\$26,330.67	\$3,510,562,290
Value of Other Financial Assets	124	\$1,400.06	\$186,663,937
Vehicle Loan Amount excluding Interest	128	\$3,126.40	\$416,830,161
Value of Credit Card Debt	122	\$695.63	\$92,745,249
Health			
Nonprescription Drugs	121	\$149.84	\$19,977,449
Prescription Drugs	108	\$453.22	\$60,425,543
Eyeglasses and Contact Lenses	116	\$103.98	\$13,862,748
Home			
Mortgage Payment and Basics (11)	103	\$8,850.02	\$1,179,937,769
Maintenance and Remodeling Services	98	\$1,725.23	\$230,018,295
Maintenance and Remodeling Materials ((12) 92	\$334.07	\$44,539,563
Utilities, Fuel, and Public Services	121	\$5,922.92	\$789,678,611
Household Furnishings and Equipment			
Household Textiles (13)	129	\$112.19	\$14,957,364
Furniture	134	\$661.07	\$88,137,426
Rugs	122	\$29.67	\$3,955,946
Major Appliances (14)	110	\$310.99	\$41,462,431
Housewares (15)	129	\$107.99	\$14,397,382
Small Appliances	130	\$61.09	\$8,145,389

SP	ENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	129	\$11.92	\$1,588,656
Telephones and Accessories	143	\$101.60	\$13,545,717
Household Operations			
Child Care	146	\$619.10	\$82,541,820
Lawn and Garden (16)	100	\$409.00	\$54,530,455
Moving/Storage/Freight Express	151	\$95.53	\$12,736,145
Housekeeping Supplies (17)	124	\$873.67	\$116,483,184
Insurance			
Owners and Renters Insurance	98	\$455.01	\$60,665,168
Vehicle Insurance	125	\$1,400.70	\$186,749,071
Life/Other Insurance	106	\$438.07	\$58,405,827
Health Insurance	115	\$3,895.03	\$519,308,467
Personal Care Products (18)	130	\$565.46	\$75,390,869
School Books & Supplies for College	146	\$92.48	\$12,330,220
School Books & Supplies for Elementary/High Sch	ool 121	\$24.88	\$3,317,477
School Books & Supplies for Vocational/Technical	School 146	\$1.91	\$255,316
School Books & Supplies for Preschool/Other Scho	pols 130	\$3.10	\$413,482
Other School Supplies	126	\$96.36	\$12,847,374
Smoking Products	129	\$526.88	\$70,246,534
Transportation			
Payments on Vehicles excluding Leases	121	\$2,529.28	\$337,218,646
Gasoline and Motor Oil	123	\$3,792.29	\$505,611,280
Vehicle Maintenance and Repairs	123	\$1,271.39	\$169,509,688
Travel			
Airline Fares	129	\$588.17	\$78,418,006
Lodging on Trips	117	\$543.27	\$72,432,581
Auto/Truck Rental on Trips	121	\$29.16	\$3,888,008
Food and Drink on Trips	121	\$528.34	\$70,440,799
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	114	\$8,542.97	\$1,138,999,579
Value of Retirement Plans	101	\$26,330.67	\$3,510,562,290
Value of Other Financial Assets	124	\$1,400.06	\$186,663,937
Vehicle Loan Amount excluding Interest	128	\$3,126.40	\$416,830,161
Value of Credit Card Debt	122	\$695.63	\$92,745,249
Health			
Nonprescription Drugs	121	\$149.84	\$19,977,449
Prescription Drugs	108	\$453.22	\$60,425,543
Eyeglasses and Contact Lenses	116	\$103.98	\$13,862,748
Home			
Mortgage Payment and Basics (11)	103	\$8,850.02	\$1,179,937,769
Maintenance and Remodeling Services	98	\$1,725.23	\$230,018,295
Maintenance and Remodeling Materials ((12) 92	\$334.07	\$44,539,563
Utilities, Fuel, and Public Services	121	\$5,922.92	\$789,678,611
Household Furnishings and Equipment			
Household Textiles (13)	129	\$112.19	\$14,957,364
Furniture	134	\$661.07	\$88,137,426
Rugs	122	\$29.67	\$3,955,946
Major Appliances (14)	110	\$310.99	\$41,462,431
Housewares (15)	129	\$107.99	\$14,397,382
Small Appliances	130	\$61.09	\$8,145,389
Luggage	129	\$11.92	\$1,588,656
Telephones and Accessories	143	\$101.60	\$13,545,717
Household Operations			
Child Care	146	\$619.10	\$82,541,820
Lawn and Garden (16)	100	\$409.00	\$54,530,455
Moving/Storage/Freight Express	151	\$95.53	\$12,736,145
Housekeeping Supplies (17)	124	\$873.67	\$116,483,184

Insurance

S	PENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	98	\$455.01	\$60,665,168
Vehicle Insurance	125	\$1,400.70	\$186,749,071
Life/Other Insurance	106	\$438.07	\$58,405,827
Health Insurance	115	\$3,895.03	\$519,308,467
Personal Care Products (18)	130	\$565.46	\$75,390,869
School Books & Supplies for College	146	\$92.48	\$12,330,220
School Books & Supplies for Elementary/High Sc	thool 121	\$24.88	\$3,317,477
School Books & Supplies for Vocational/Technica	al School 146	\$1.91	\$255,316
School Books & Supplies for Preschool/Other Sc	hools 130	\$3.10	\$413,482
Other School Supplies	126	\$96.36	\$12,847,374
Smoking Products	129	\$526.88	\$70,246,534
Transportation			
Payments on Vehicles excluding Leases	121	\$2,529.28	\$337,218,646
Gasoline and Motor Oil	123	\$3,792.29	\$505,611,280
Vehicle Maintenance and Repairs	123	\$1,271.39	\$169,509,688
Travel			
Airline Fares	129	\$588.17	\$78,418,006
Lodging on Trips	117	\$543.27	\$72,432,581
Auto/Truck Rental on Trips	121	\$29.16	\$3,888,008
Food and Drink on Trips	121	\$528.34	\$70,440,799

Source: demographic data provided by esri & business data provided by Infogroup, Inc. All rights reserved.