

# Expenditures

2015

CITY OF  
Renton



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## Summary Demographics

2015 Population	98,678
2015 Households	38,617
2015 Median Disposable Income	\$53,133
2015 Per Capita Income	\$31,076

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$1,192,949,637	\$1,959,918,157	-\$766,968,520	-24.3	844
Total Retail Trade	44-45	\$1,073,776,829	\$1,777,894,868	-\$704,118,039	-24.7	668
Total Food & Drink	722	\$119,172,808	\$182,023,288	-\$62,850,480	-20.9	175

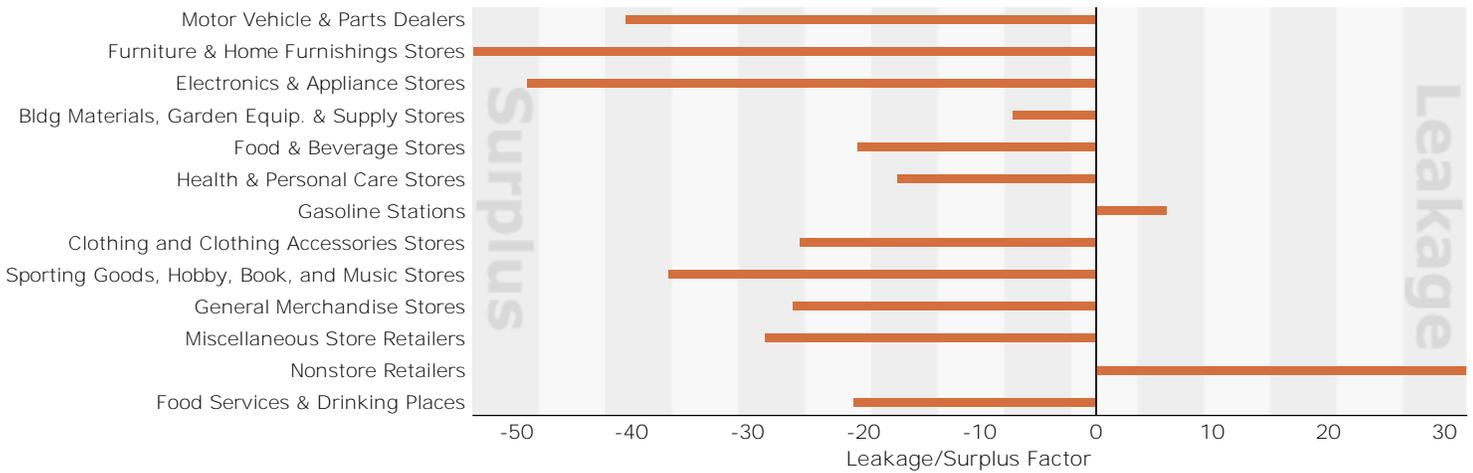
  

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$214,595,880	\$507,865,532	-\$293,269,652	-40.6	54
Automobile Dealers	4411	\$183,976,280	\$390,680,891	-\$206,704,611	-36.0	17
Other Motor Vehicle Dealers	4412	\$14,139,819	\$20,714,695	-\$6,574,876	-18.9	10
Auto Parts, Accessories & Tire Stores	4413	\$16,479,781	\$96,469,945	-\$79,990,164	-70.8	27
Furniture & Home Furnishings Stores	442	\$24,388,944	\$81,297,976	-\$56,909,032	-53.8	60
Furniture Stores	4421	\$13,604,936	\$65,737,332	-\$52,132,396	-65.7	25
Home Furnishings Stores	4422	\$10,784,009	\$15,560,644	-\$4,776,635	-18.1	36
Electronics & Appliance Stores	443	\$20,541,147	\$60,110,149	-\$39,569,002	-49.1	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,803,079	\$40,184,930	-\$5,381,851	-7.2	37
Bldg Material & Supplies Dealers	4441	\$30,379,488	\$38,666,772	-\$8,287,284	-12.0	34
Lawn & Garden Equip & Supply Stores	4442	\$4,423,591	\$1,518,157	\$2,905,434	48.9	3
Food & Beverage Stores	445	\$216,912,044	\$329,771,615	-\$112,859,571	-20.6	88
Grocery Stores	4451	\$201,325,291	\$296,255,021	-\$94,929,730	-19.1	50
Specialty Food Stores	4452	\$5,501,271	\$9,791,787	-\$4,290,516	-28.1	29
Beer, Wine & Liquor Stores	4453	\$10,085,481	\$23,724,807	-\$13,639,326	-40.3	9
Health & Personal Care Stores	446,4461	\$69,611,930	\$98,504,720	-\$28,892,790	-17.2	41
Gasoline Stations	447,4471	\$83,322,332	\$73,535,479	\$9,786,853	6.2	19
Clothing & Clothing Accessories Stores	448	\$64,849,924	\$109,338,153	-\$44,488,229	-25.5	81
Clothing Stores	4481	\$49,157,753	\$77,647,925	-\$28,490,172	-22.5	50
Shoe Stores	4482	\$8,521,271	\$21,831,530	-\$13,310,259	-43.9	10
Jewelry, Luggage & Leather Goods Stores	4483	\$7,170,900	\$9,858,699	-\$2,687,799	-15.8	21
Sporting Goods, Hobby, Book & Music Stores	451	\$18,001,242	\$39,044,558	-\$21,043,316	-36.9	58
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,345,970	\$33,530,147	-\$17,184,177	-34.5	47
Book, Periodical & Music Stores	4512	\$1,655,273	\$5,514,411	-\$3,859,138	-53.8	10
General Merchandise Stores	452	\$189,977,654	\$324,934,066	-\$134,956,412	-26.2	14
Department Stores Excluding Leased Depts.	4521	\$70,293,249	\$180,415,671	-\$110,122,422	-43.9	8
Other General Merchandise Stores	4529	\$119,684,404	\$144,518,395	-\$24,833,991	-9.4	6
Miscellaneous Store Retailers	453	\$33,391,914	\$60,085,812	-\$26,693,898	-28.6	147
Florists	4531	\$1,085,733	\$1,569,799	-\$484,066	-18.2	12
Office Supplies, Stationery & Gift Stores	4532	\$10,226,715	\$20,442,812	-\$10,216,097	-33.3	31
Used Merchandise Stores	4533	\$3,042,837	\$8,635,534	-\$5,592,697	-47.9	21
Other Miscellaneous Store Retailers	4539	\$19,036,629	\$29,437,668	-\$10,401,039	-21.5	82
Nonstore Retailers	454	\$103,380,739	\$53,221,878	\$50,158,861	32.0	42
Electronic Shopping & Mail-Order Houses	4541	\$95,129,700	\$49,650,814	\$45,478,886	31.4	17
Vending Machine Operators	4542	\$937,784	\$1,427,800	-\$490,016	-20.7	6
Direct Selling Establishments	4543	\$7,313,255	\$2,143,264	\$5,169,991	54.7	19
Food Services & Drinking Places	722	\$119,172,808	\$182,023,288	-\$62,850,480	-20.9	175
Full-Service Restaurants	7221	\$56,338,928	\$88,158,941	-\$31,820,013	-22.0	70
Limited-Service Eating Places	7222	\$52,571,377	\$77,567,309	-\$24,995,932	-19.2	63
Special Food Services	7223	\$5,377,554	\$4,080,004	\$1,297,550	13.7	10
Drinking Places - Alcoholic Beverages	7224	\$4,884,949	\$12,217,033	-\$7,332,084	-42.9	32

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Household Budget Expenditures

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>	
Population		98,678	106,553	
Households		38,617	41,566	
Families		23,572	25,390	
Median Age		36.4	36.9	
Median Household Income		\$64,501	\$76,474	
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	106	\$75,960.33	\$2,933,359,937	100.0%
Food	106	\$9,036.11	\$348,947,464	11.9%
Food at Home	105	\$5,483.61	\$211,760,586	7.2%
Food Away from Home	108	\$3,552.50	\$137,186,878	4.7%
Alcoholic Beverages	112	\$620.82	\$23,974,377	0.8%
Housing	109	\$23,389.61	\$903,236,539	30.8%
Shelter	111	\$18,250.95	\$704,797,079	24.0%
Utilities, Fuel and Public Services	102	\$5,138.66	\$198,439,460	6.8%
Household Operations	107	\$1,967.25	\$75,969,469	2.6%
Housekeeping Supplies	103	\$742.71	\$28,681,190	1.0%
Household Furnishings and Equipment	105	\$1,931.23	\$74,578,228	2.5%
Apparel and Services	109	\$2,517.46	\$97,216,941	3.3%
Transportation	103	\$10,898.02	\$420,848,783	14.3%
Travel	106	\$2,075.15	\$80,135,917	2.7%
Health Care	98	\$4,642.68	\$179,286,524	6.1%
Entertainment and Recreation	104	\$3,438.79	\$132,795,897	4.5%
Personal Care Products & Services	107	\$834.90	\$32,241,355	1.1%
Education	113	\$1,716.37	\$66,281,182	2.3%
Smoking Products	98	\$457.20	\$17,655,872	0.6%
Miscellaneous (1)	107	\$1,161.00	\$44,834,482	1.5%
Support Payments/Cash Contribution/Gifts in Kind	101	\$2,515.83	\$97,153,892	3.3%
Life/Other Insurance	95	\$440.54	\$17,012,267	0.6%
Pensions and Social Security	107	\$7,574.63	\$292,509,554	10.0%

**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.



# House and Home Expenditures

City of Renton  
Area: 23.61 square miles

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2015 Housing Summary		2015 Demographic Summary	
Housing Units	41,492	Population	98,678
2015-2020 Percent Change	7.39%	Households	38,617
Percent Occupied	93.1%	Families	23,572
Percent Owner Households	52.8%	Median Age	36.4
Median Home Value	\$357,808	Median Household Income	\$64,501
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		102	\$11,668.97
Mortgage Interest		106	\$4,357.92
Mortgage Principal		102	\$2,221.42
Property Taxes		100	\$2,543.53
Homeowners Insurance		92	\$445.92
Ground Rent		91	\$64.17
Maintenance and Remodeling Services		97	\$1,631.78
Maintenance and Remodeling Materials		90	\$269.91
Property Management and Security		118	\$134.32
<b>Rented Dwellings</b>		136	\$5,835.41
Rent		137	\$5,631.06
Rent Received as Pay		120	\$139.91
Renters' Insurance		129	\$24.22
Maintenance and Repair Services		117	\$25.02
Maintenance and Repair Materials		114	\$15.20
<b>Owned Vacation Homes</b>		106	\$645.10
Mortgage Payment		104	\$181.85
Property Taxes		100	\$146.20
Homeowners Insurance		92	\$16.30
Maintenance and Remodeling		114	\$270.64
Property Management and Security		94	\$30.12
Housing While Attending School		107	\$101.47
<b>Household Operations</b>		107	\$1,967.25
Child Care		117	\$524.59
Care for Elderly or Handicapped		109	\$85.82
Appliance Rental and Repair		97	\$23.67
Computer Information Services		107	\$477.25
Home Security System Services		100	\$36.48
Non-Apparel Household Laundry/Dry Cleaning		114	\$34.95
Housekeeping Services		108	\$176.65
Lawn and Garden		95	\$412.24
Moving/Storage/Freight Express		118	\$87.31
Installation of Computers		104	\$0.70
PC Repair (Personal Use)		105	\$8.62
Reupholstering/Furniture Repair		104	\$6.47
Termite/Pest Control		97	\$32.46
Water Softening Services		80	\$5.09
Internet Services Away from Home		110	\$11.58
Voice Over IP Service		116	\$16.53
Other Home Services (1)		102	\$26.85

**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.

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	102	\$5,138.66	\$198,439,460
Bottled Gas	66	\$47.05	\$1,817,057
Electricity	99	\$1,917.77	\$74,058,601
Fuel Oil	99	\$115.98	\$4,478,745
Natural Gas	104	\$555.47	\$21,450,655
Phone Services	104	\$1,759.36	\$67,941,102
Water and Other Public Services	104	\$735.29	\$28,394,610
Coal/Wood/Other Fuel	64	\$7.73	\$298,689
<b>Housekeeping Supplies</b>	103	\$742.71	\$28,681,190
Laundry and Cleaning Supplies	102	\$210.76	\$8,139,058
Postage and Stationery	103	\$186.46	\$7,200,461
Other HH Products (2)	103	\$345.49	\$13,341,671
<b>Household Textiles</b>	106	\$104.78	\$4,046,228
Bathroom Linens	109	\$14.65	\$565,924
Bedroom Linens	109	\$54.71	\$2,112,687
Kitchen and Dining Room Linens	107	\$2.73	\$105,427
Curtains and Draperies	100	\$14.59	\$563,295
Slipcovers, Decorative Pillows	112	\$5.76	\$222,292
Materials for Slipcovers/Curtains	97	\$10.81	\$417,562
Other Linens	114	\$1.53	\$59,041
<b>Furniture</b>	106	\$548.76	\$21,191,564
Mattresses and Box Springs	108	\$103.08	\$3,980,485
Other Bedroom Furniture	107	\$98.29	\$3,795,548
Sofas	108	\$143.87	\$5,555,899
Living Room Tables and Chairs	99	\$65.08	\$2,513,155
Kitchen, Dining Room Furniture	107	\$43.96	\$1,697,435
Infant Furniture	113	\$13.88	\$536,160
Outdoor Furniture	101	\$26.63	\$1,028,472
Wall Units, Cabinets, Other Furniture (3)	107	\$53.98	\$2,084,410
<b>Major Appliances</b>	100	\$269.95	\$10,424,718
Dishwashers and Disposals	102	\$22.73	\$877,830
Refrigerators and Freezers	99	\$77.46	\$2,991,465
Clothes Washers	101	\$47.32	\$1,827,481
Clothes Dryers	99	\$33.05	\$1,276,254
Cooking Stoves and Ovens	100	\$37.00	\$1,428,963
Microwave Ovens	107	\$14.37	\$554,972
Window Air Conditioners	93	\$6.24	\$241,095
Electric Floor Cleaning Equipment	103	\$22.87	\$883,314
Sewing Machines and Miscellaneous Appliances	99	\$8.89	\$343,345

**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.

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# House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	100	\$24.53	\$947,176
Housewares	105	\$76.10	\$2,938,625
Small Appliances	104	\$47.80	\$1,846,058
Window Coverings	108	\$22.33	\$862,207
Lamps and Other Lighting Fixtures	109	\$17.80	\$687,233
Infant Equipment	111	\$21.22	\$819,539
Rental of Furniture	90	\$6.62	\$255,833
Laundry and Cleaning Equipment	104	\$26.38	\$1,018,540
Closet and Storage Items	109	\$22.01	\$849,912
Luggage	110	\$10.15	\$392,068
Clocks and Other Household Decoratives	103	\$171.87	\$6,636,950
Telephones and Accessories	105	\$52.63	\$2,032,587
Telephone Answering Devices	105	\$0.86	\$33,228
Grills and Outdoor Equipment	98	\$38.81	\$1,498,803
Power Tools	101	\$52.92	\$2,043,734
Hand Tools	101	\$8.84	\$341,318
Office Furniture/Equipment for Home Use	107	\$15.71	\$606,702
Computers and Hardware for Home Use	109	\$236.78	\$9,143,861
Portable Memory	111	\$5.99	\$231,264
Computer Software	118	\$23.82	\$919,689
Computer Accessories	106	\$20.31	\$784,172
Personal Digital Assistants	111	\$8.22	\$317,421
Other Household Items (4)	101	\$96.04	\$3,708,797

(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.

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# Financial Expenditures

City of Renton  
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<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>
Population		98,678	106,553
Households		38,617	41,566
Families		23,572	25,390
Median Age		36.4	36.9
Median Household Income		\$64,501	\$76,474
	<b>Spending Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	100	\$10,566.62	\$408,051,084
Savings Accounts	99	\$11,293.64	\$436,126,634
U.S. Savings Bonds	106	\$365.07	\$14,097,722
Stocks, Bonds & Mutual Funds	101	\$34,371.77	\$1,327,334,638
<b>Annual Changes</b>			
Checking Accounts	130	\$130.08	\$5,023,327
Savings Accounts	99	\$289.41	\$11,176,262
U.S. Savings Bonds	117	-\$40.39	-\$1,559,897
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	101	\$885.67	\$34,201,789
Interest from Savings Accounts or Bonds	94	\$650.04	\$25,102,712
Retirement Plan Contributions	106	\$1,546.28	\$59,712,837
<b>Liabilities</b>			
Original Mortgage Amount	107	\$15,139.91	\$584,657,835
Vehicle Loan Amount 1	106	\$2,411.07	\$93,108,213
Amount Paid: Interest			
Home Mortgage	106	\$4,357.92	\$168,289,644
Lump Sum Home Equity Loan	98	\$76.24	\$2,944,224
New Car/Truck/Van Loan	104	\$150.13	\$5,797,462
Used Car/Truck/Van Loan	105	\$153.81	\$5,939,630
<b>Amount Paid: Principal</b>			
Home Mortgage	102	\$2,221.42	\$85,784,677
Lump Sum Home Equity Loan	94	\$98.65	\$3,809,420
New Car/Truck/Van Loan	104	\$968.54	\$37,402,225
Used Car/Truck/Van Loan	104	\$788.82	\$30,461,704
Checking Account and Banking Service Charges	111	\$34.60	\$1,336,117
Finance Charges, excluding Mortgage/Vehicle	110	\$248.41	\$9,592,957

**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.



# Retail Goods and Services Expenditures

City of Renton  
Area: 23.61 square miles

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Top Tapestry Segments	Percen	Demographic Summary	2015	2020
Enterprising Professionals (2D)	15.0%	Population	98,678	106,553
City Lights (8A)	9.7%	Households	38,617	41,566
Metro Fusion (11C)	8.9%	Families	23,572	25,390
Old and Newcomers (8F)	7.3%	Median Age	36.4	36.9
Pleasantville (2B)	7.3%	Median Household	\$64,501	\$76,474
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		109	\$2,517.46	\$97,216,941
Men's		109	\$472.68	\$18,253,666
Women's		107	\$866.50	\$33,461,516
Children's		112	\$417.83	\$16,135,272
Footwear		109	\$496.03	\$19,155,296
Watches & Jewelry		110	\$159.18	\$6,147,100
Apparel Products and Services (1)		108	\$105.24	\$4,064,091
<b>Computer</b>				
Computers and Hardware for Home Use		109	\$236.78	\$9,143,861
Portable Memory		111	\$5.99	\$231,264
Computer Software		118	\$23.82	\$919,689
Computer Accessories		106	\$20.31	\$784,172
<b>Entertainment &amp; Recreation</b>		104	\$3,438.79	\$132,795,897
Fees and Admissions		110	\$712.54	\$27,516,276
Membership Fees for Clubs (2)		108	\$185.09	\$7,147,708
Fees for Participant Sports, excl. Trips		111	\$133.37	\$5,150,528
Admission to Movie/Theatre/Opera/Ballet		113	\$186.10	\$7,186,576
Admission to Sporting Events, excl. Trips		103	\$68.68	\$2,652,135
Fees for Recreational Lessons		113	\$138.57	\$5,351,327
Dating Services		122	\$0.73	\$28,001
TV/Video/Audio		104	\$1,360.49	\$52,537,922
Cable and Satellite Television Services		101	\$907.97	\$35,062,886
Televisions		107	\$158.65	\$6,126,421
Satellite Dishes		103	\$1.62	\$62,578
VCRs, Video Cameras, and DVD Players		110	\$12.03	\$464,426
Miscellaneous Video Equipment		112	\$12.01	\$463,682
Video Cassettes and DVDs		109	\$35.16	\$1,357,712
Video Game Hardware/Accessories		111	\$25.67	\$991,419
Video Game Software		111	\$30.41	\$1,174,362
Streaming/Downloaded Video		121	\$6.98	\$269,386
Rental of Video Cassettes and DVDs		111	\$26.22	\$1,012,558
Installation of Televisions		107	\$1.20	\$46,314
Audio (3)		111	\$137.03	\$5,291,813
Rental and Repair of TV/Radio/Sound Equipment		103	\$5.55	\$214,365
Pets		98	\$558.43	\$21,564,789
Toys and Games (4)		107	\$131.36	\$5,072,622
Recreational Vehicles and Fees (5)		94	\$204.18	\$7,884,879
Sports/Recreation/Exercise Equipment (6)		104	\$196.65	\$7,594,062
Photo Equipment and Supplies (7)		112	\$90.89	\$3,509,746
Reading (8)		103	\$156.85	\$6,057,130
Catered Affairs (9)		115	\$27.41	\$1,058,472
<b>Food</b>		106	\$9,036.11	\$348,947,464
Food at Home		105	\$5,483.61	\$211,760,586
Bakery and Cereal Products		104	\$760.70	\$29,375,803
Meats, Poultry, Fish, and Eggs		105	\$1,205.80	\$46,564,517
Dairy Products		105	\$588.53	\$22,727,426
Fruits and Vegetables		107	\$1,052.70	\$40,652,140
Snacks and Other Food at Home (10)		104	\$1,875.88	\$72,440,700
Food Away from Home		108	\$3,552.50	\$137,186,878
Alcoholic Beverages		112	\$620.82	\$23,974,377
Nonalcoholic Beverages at Home		104	\$520.96	\$20,117,813

**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

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	102	\$2,814.47	\$108,686,546
Vehicle Loans	105	\$4,446.58	\$171,713,648
<b>Health</b>			
Nonprescription Drugs	98	\$127.28	\$4,915,206
Prescription Drugs	93	\$464.09	\$17,921,838
Eyeglasses and Contact Lenses	100	\$89.88	\$3,471,055
<b>Home</b>			
Mortgage Payment and Basics (11)	103	\$9,632.96	\$371,996,130
Maintenance and Remodeling Services	97	\$1,631.78	\$63,014,306
Maintenance and Remodeling Materials (12)	90	\$269.91	\$10,423,214
Utilities, Fuel, and Public Services	102	\$5,138.66	\$198,439,460
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	106	\$104.78	\$4,046,228
Furniture	106	\$548.76	\$21,191,564
Rugs	100	\$24.53	\$947,176
Major Appliances (14)	100	\$269.95	\$10,424,718
Housewares (15)	105	\$76.10	\$2,938,625
Small Appliances	104	\$47.80	\$1,846,058
Luggage	110	\$10.15	\$392,068
Telephones and Accessories	105	\$52.63	\$2,032,587
<b>Household Operations</b>			
Child Care	117	\$524.59	\$20,257,938
Lawn and Garden (16)	95	\$412.24	\$15,919,287
Moving/Storage/Freight Express	118	\$87.31	\$3,371,738
Housekeeping Supplies (17)	103	\$742.71	\$28,681,190
<b>Insurance</b>			
Owners and Renters Insurance	93	\$470.13	\$18,155,115
Vehicle Insurance	105	\$1,273.36	\$49,173,444
Life/Other Insurance	95	\$440.54	\$17,012,267
Health Insurance	98	\$2,590.77	\$100,047,629
Personal Care Products (18)	106	\$498.05	\$19,233,035
School Books and Supplies (19)	110	\$197.31	\$7,619,343
Smoking Products	98	\$457.20	\$17,655,872
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	102	\$4,106.54	\$158,582,425
Gasoline and Motor Oil	102	\$3,584.83	\$138,435,190
Vehicle Maintenance and Repairs	105	\$1,176.01	\$45,413,799
<b>Travel</b>			
Airline Fares	112	\$536.92	\$20,734,402
Lodging on Trips	104	\$469.58	\$18,133,881
Auto/Truck/Van Rental on Trips	112	\$37.71	\$1,456,268
Food and Drink on Trips	105	\$489.09	\$18,887,005

**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.

<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>
Population		98,678	106,553
Households		38,617	41,566
Families		23,572	25,390
Median Age		36.4	36.9
Median Household Income		\$64,501	\$76,474
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	110	\$712.54	\$27,516,276
Admission to Movies, Theater, Opera, Ballet	113	\$186.10	\$7,186,576
Admission to Sporting Events, excl. Trips	103	\$68.68	\$2,652,135
Fees for Participant Sports, excl. Trips	111	\$133.37	\$5,150,528
Fees for Recreational Lessons	113	\$138.57	\$5,351,327
Membership Fees for Social/Recreation/Civic Clubs	108	\$185.09	\$7,147,708
Dating Services	122	\$0.73	\$28,001
Rental of Video Cassettes and DVDs	111	\$26.22	\$1,012,558
<b>Toys &amp; Games</b>	107	\$131.36	\$5,072,622
Toys and Playground Equipment	106	\$123.05	\$4,751,977
Play Arcade Pinball/Video Games	123	\$3.76	\$145,385
Online Entertainment and Games	113	\$4.54	\$175,261
<b>Recreational Vehicles and Fees</b>	94	\$204.18	\$7,884,879
Docking and Landing Fees for Boats and Planes	94	\$9.19	\$354,804
Camp Fees	112	\$37.27	\$1,439,297
Purchase of RVs or Boats	89	\$149.54	\$5,774,734
Rental of RVs or Boats	108	\$8.18	\$316,043
<b>Sports, Recreation and Exercise Equipment</b>	104	\$196.65	\$7,594,062
Exercise Equipment and Gear, Game Tables	105	\$80.31	\$3,101,511
Bicycles	116	\$34.86	\$1,346,345
Camping Equipment	116	\$19.64	\$758,358
Hunting and Fishing Equipment	91	\$38.27	\$1,477,899
Winter Sports Equipment	104	\$6.23	\$240,743
Water Sports Equipment	103	\$6.67	\$257,416
Other Sports Equipment	96	\$7.69	\$297,109
Rental/Repair of Sports/Recreation/Exercise Equipment	97	\$2.97	\$114,683
<b>Photographic Equipment and Supplies</b>	112	\$90.89	\$3,509,746
Film	107	\$1.28	\$49,439
Film Processing	100	\$12.35	\$476,929
Photographic Equipment	116	\$45.84	\$1,770,067
Photographer Fees/Other Supplies & Equip Rental/Repair	111	\$31.42	\$1,213,311
<b>Reading</b>	103	\$156.85	\$6,057,130
Magazine/Newspaper Subscriptions	96	\$52.24	\$2,017,261
Magazine/Newspaper Single Copies	104	\$16.28	\$628,785
Books	107	\$68.86	\$2,659,010
Digital Book Readers	108	\$19.48	\$752,074

**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.



# Medical Expenditures

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>
Population		98,678	106,553
Households		38,617	41,566
Families		23,572	25,390
Median Household Income		\$64,501	\$76,474
Males per 100 Females		97.9	97.7
<b>Population By Age</b>			
Population <5 Years		7.2%	7.1%
Population 65+ Years		11.8%	13.0%
Median Age		36.4	36.9
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	98	\$4,642.68	\$179,286,524
<b>Medical Care</b>	98	\$2,051.92	\$79,238,895
Physician Services	102	\$273.13	\$10,547,521
Dental Services	103	\$397.82	\$15,362,629
Eyecare Services	98	\$53.87	\$2,080,186
Lab Tests, X-Rays	93	\$62.09	\$2,397,880
Hospital Room and Hospital Services	97	\$196.52	\$7,588,936
Convalescent or Nursing Home Care	84	\$26.53	\$1,024,680
Other Medical services (1)	103	\$118.49	\$4,575,768
Nonprescription Drugs	98	\$127.28	\$4,915,206
Prescription Drugs	93	\$464.09	\$17,921,838
Nonprescription Vitamins	101	\$70.43	\$2,719,740
Medicare Prescription Drug Premium	87	\$76.70	\$2,961,805
Eyeglasses and Contact Lenses	100	\$89.88	\$3,471,055
Hearing Aids	89	\$24.05	\$928,632
Medical Equipment for General Use	97	\$5.87	\$226,671
Other Medical Supplies (2)	101	\$65.16	\$2,516,347
<b>Health Insurance</b>	98	\$2,590.77	\$100,047,629
Blue Cross/Blue Shield	99	\$846.38	\$32,684,667
Commercial Health Insurance	103	\$511.42	\$19,749,438
Health Maintenance Organization	106	\$472.53	\$18,247,801
Medicare Payments	89	\$464.31	\$17,930,136
Long Term Care Insurance	96	\$96.58	\$3,729,497
Other Health Insurance (3)	90	\$199.55	\$7,706,090

**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



# Automotive Aftermarket Expenditures

City of Renton  
 Area: 23.61 square miles

Prepared by CED/Planning  
 Latitude: 47.47585908  
 Longitude: -122.190323

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	98,678	106,553
Households	38,617	41,566
Families	23,572	25,390
Median Age	36.4	36.9
Median Household Income	\$64,501	\$76,474

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	101	\$6.25	\$241,237
Gasoline	103	\$3,514.34	\$135,713,439
Motor Oil	96	\$14.67	\$566,573
Vehicle Parts/Equipment and Accessories	100	\$63.72	\$2,460,794
Tire Purchase/Replacement	103	\$205.39	\$7,931,682
Vehicle Audio/Video Equipment and Installation	106	\$5.01	\$193,649
Vehicle Cleaning Products and Services	113	\$14.85	\$573,444
<b>Services</b>			
Auto Repair Service Policy	104	\$20.60	\$795,601
Membership Fees for Automobile Service Clubs	105	\$29.48	\$1,138,553
Global Positioning Services	94	\$2.52	\$97,398
Vehicle Air Conditioning Repair	102	\$22.14	\$854,926
Vehicle Body Work and Painting	106	\$36.76	\$1,419,550
Vehicle Brake Work	109	\$88.78	\$3,428,292
Vehicle Clutch/Transmission Repair	101	\$44.78	\$1,729,187
Vehicle Cooling System Repair	110	\$30.52	\$1,178,503
Vehicle Drive Shaft and Rear-end Repair	106	\$10.20	\$393,998
Vehicle Electrical System Repair	107	\$41.04	\$1,584,945
Vehicle Exhaust System Repair	107	\$18.00	\$694,932
Vehicle Front End Alignment/Wheel Balance & Rotation	103	\$26.80	\$1,034,743
Lube/Oil Change and Oil Filters	102	\$109.94	\$4,245,690
Vehicle Motor Repair/Replacement	108	\$98.65	\$3,809,378
Vehicle Motor Tune-up	113	\$79.93	\$3,086,511
Vehicle Shock Absorber Replacement	103	\$8.17	\$315,523
Vehicle Steering/Front End Repair	102	\$32.43	\$1,252,286
Tire Repair and Other Repair Work	107	\$74.02	\$2,858,535

**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

City of Renton  
 Area: 23.61 square miles

Prepared by CED/Planning  
 Latitude: 47.47585908  
 Longitude: -122.190323

## Data for all businesses in area

Total Businesses:	3,844
Total Employees:	37,765
Total Residential Population:	98,678
Employee/Residential Population Ratio:	0.38: 1

by SIC Codes	Employees			
	Number	Percent	Number	Percent
Agriculture & Mining	65	1.7%	302	0.8%
Construction	264	6.9%	1,179	3.1%
Manufacturing	88	2.3%	1,609	4.3%
Transportation	105	2.7%	1,026	2.7%
Communication	40	1.0%	534	1.4%
Utility	4	0.1%	27	0.1%
Wholesale Trade	141	3.7%	1,796	4.8%
<b>Retail Trade Summary</b>	<b>941</b>	<b>24.5%</b>	<b>13,062</b>	<b>34.6%</b>
Home Improvement	59	1.5%	740	2.0%
General Merchandise Stores	24	0.6%	1,483	3.9%
Food Stores	85	2.2%	1,093	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	102	2.7%	1,681	4.5%
Apparel & Accessory Stores	54	1.4%	474	1.3%
Furniture & Home Furnishings	83	2.2%	1,386	3.7%
Eating & Drinking Places	313	8.1%	4,169	11.0%
Miscellaneous Retail	221	5.7%	2,036	5.4%
<b>Finance, Insurance, Real Estate Summary</b>	<b>462</b>	<b>12.0%</b>	<b>2,742</b>	<b>7.3%</b>
Banks, Savings & Lending Institutions	134	3.5%	598	1.6%
Securities Brokers	38	1.0%	314	0.8%
Insurance Carriers & Agents	84	2.2%	536	1.4%
Real Estate, Holding, Other Investment Offices	206	5.4%	1,293	3.4%
<b>Services Summary</b>	<b>1,554</b>	<b>40.4%</b>	<b>13,809</b>	<b>36.6%</b>
Hotels & Lodging	14	0.4%	417	1.1%
Automotive Services	133	3.5%	577	1.5%
Motion Pictures & Amusements	112	2.9%	1,134	3.0%
Health Services	241	6.3%	2,951	7.8%
Legal Services	50	1.3%	224	0.6%
Education Institutions & Libraries	51	1.3%	2,545	6.7%
Other Services	953	24.8%	5,962	15.8%
<b>Government</b>	<b>53</b>	<b>1.4%</b>	<b>1,277</b>	<b>3.4%</b>
<b>Unclassified Establishments</b>	<b>128</b>	<b>3.3%</b>	<b>401</b>	<b>1.1%</b>
<b>Totals</b>	<b>3,844</b>	<b>100.0%</b>	<b>37,765</b>	<b>100.0%</b>

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



# Business Summary

City of Renton  
 Area: 23.61 square miles

Prepared by CED/Planning  
 Latitude: 47.47585908  
 Longitude: -122.190323

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	5	0.1%	11	0.0%
Mining	0	0.0%	3	0.0%
Utilities	1	0.0%	17	0.0%
Construction	296	7.7%	1,343	3.6%
Manufacturing	107	2.8%	1,845	4.9%
Wholesale Trade	132	3.4%	1,749	4.6%
Retail Trade	596	15.5%	8,719	23.1%
Motor Vehicle & Parts Dealers	68	1.8%	1,601	4.2%
Furniture & Home Furnishings Stores	36	0.9%	478	1.3%
Electronics & Appliance Stores	40	1.0%	858	2.3%
Bldg Material & Garden Equipment & Supplies Dealers	58	1.5%	738	2.0%
Food & Beverage Stores	58	1.5%	983	2.6%
Health & Personal Care Stores	59	1.5%	597	1.6%
Gasoline Stations	35	0.9%	89	0.2%
Clothing & Clothing Accessories Stores	69	1.8%	1,031	2.7%
Sport Goods, Hobby, Book, & Music Stores	44	1.1%	300	0.8%
General Merchandise Stores	24	0.6%	1,483	3.9%
Miscellaneous Store Retailers	91	2.4%	485	1.3%
Nonstore Retailers	14	0.4%	76	0.2%
Transportation & Warehousing	91	2.4%	959	2.5%
Information	81	2.1%	1,136	3.0%
Finance & Insurance	263	6.8%	1,490	3.9%
Central Bank/Credit Intermediation & Related Activities	140	3.6%	634	1.7%
Securities, Commodity Contracts & Other Financial	39	1.0%	320	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	84	2.2%	536	1.4%
Real Estate, Rental & Leasing	250	6.5%	1,269	3.4%
Professional, Scientific & Tech Services	323	8.4%	2,087	5.5%
Legal Services	52	1.4%	259	0.7%
Management of Companies & Enterprises	4	0.1%	102	0.3%
Administrative & Support & Waste Management &	221	5.7%	1,269	3.4%
Educational Services	79	2.1%	2,589	6.9%
Health Care & Social Assistance	324	8.4%	3,775	10.0%
Arts, Entertainment & Recreation	67	1.7%	952	2.5%
Accommodation & Food Services	338	8.8%	4,629	12.3%
Accommodation	14	0.4%	417	1.1%
Food Services & Drinking Places	324	8.4%	4,213	11.2%
Other Services (except Public Administration)	478	12.4%	2,104	5.6%
Automotive Repair & Maintenance	98	2.5%	437	1.2%
Public Administration	53	1.4%	1,277	3.4%
Unclassified Establishments	135	3.5%	438	1.2%
<b>Total</b>	<b>3,844</b>	<b>100.0%</b>	<b>37,765</b>	<b>100.0%</b>

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

Demographic Summary	2015	2020	
Population	98,678	106,553	
Population 18+	75,253	80,931	
Households	38,617	41,566	
Median Household Income	\$64,501	\$76,474	
Product/Consumer Behavior	Expected Number of	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)	19,061	25.3%	119
Own e-reader/tablet: iPad	9,781	13.0%	126
Own e-reader/tablet: Barnes&Noble Nook	2,106	2.8%	111
Own e-reader/tablet: Amazon Kindle	6,170	8.2%	103
Own any portable MP3 player	28,537	37.9%	113
Own Apple iPod classic	8,696	11.6%	115
Own Apple iPod nano	8,603	11.4%	119
Own Apple iPod shuffle	3,798	5.0%	111
Own Apple iPod touch	8,718	11.6%	114
Purchased portable MP3 player in last 12 months	4,097	5.4%	105
Spent \$200+ on MP3 player in last 12 months	1,552	2.1%	99
Own digital point & shoot camera	25,734	34.2%	106
Own digital single-lens reflex (SLR) camera	7,248	9.6%	112
Own Canon camera	14,088	18.7%	110
Own Fujifilm camera	2,075	2.8%	101
Own Kodak camera	5,396	7.2%	81
Own Nikon camera	7,888	10.5%	113
Own Olympus camera	2,737	3.6%	104
Own Panasonic camera	1,909	2.5%	115
Own Sony camera	5,531	7.3%	112
Bought any camera in last 12 months	5,414	7.2%	100
Spent on cameras in last 12 months: \$1-99	6,681	8.9%	93
Spent on cameras in last 12 months: \$100-\$199	4,459	5.9%	105
Spent on cameras in last 12 months: \$200+	5,135	6.8%	113
Own telephoto/zoom lens	4,636	6.2%	98
Own wideangle lens	2,538	3.4%	95
Own memory card for camera	22,205	29.5%	103
Bought memory card for camera in last 12 months	4,418	5.9%	102
Own photo paper	11,532	15.3%	102
Own photo printer	9,872	13.1%	99
Printed digital photos in last 12 months	2,258	3.0%	89
Bought film in last 12 months	5,215	6.9%	91
Use a computer at work	35,742	47.5%	118
Use desktop computer at work	21,273	28.3%	114
Use laptop/notebook at work	11,934	15.9%	119
HH owns a computer	31,549	81.7%	107
Purchased home computer in last 12 months	6,174	16.0%	110
HH owns desktop computer	18,832	48.8%	100
HH owns laptop/notebook	22,173	57.4%	112
HH owns netbook	1,647	4.3%	115
Child (under 18 yrs) uses home computer	6,930	17.9%	104
HH owns any Apple/Mac brand computer	6,641	17.2%	120
HH owns any PC/non-Apple brand computer	28,128	72.8%	105
Brand of computer HH owns: Acer	2,795	7.2%	96
Brand of computer HH owns: Compaq	1,883	4.9%	100
Brand of computer HH owns: Dell	11,263	29.2%	102
Brand of computer HH owns: Gateway	1,663	4.3%	97
Brand of computer HH owns: HP	8,258	21.4%	108

**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

City of Renton  
 Area: 23.61 square miles

Prepared by CED/Planning  
 Latitude: 47.47585908  
 Longitude: -122.190323

Product/Consumer Behavior	Expected Number of	Percent	MPI
Brand of computer HH owns: Sony	1,345	3.5%	115
Brand of computer HH owns: Toshiba	3,584	9.3%	116
Purchased most recent home computer 1-2 years ago	7,676	19.9%	106
Purchased most recent home computer 3-4 years ago	6,070	15.7%	104
Purchased most recent home computer 5+ years ago	2,932	7.6%	96
Spent on most recent home computer: <\$500	5,559	14.4%	102
Spent on most recent home computer: \$500-\$999	7,923	20.5%	101
Spent on most recent home computer: \$1000-\$1499	4,249	11.0%	110
Spent on most recent home computer: \$1500-\$1999	1,919	5.0%	108
Spent on most recent home computer: \$2000+	1,665	4.3%	112
Purch most recent hm computer at computer superstr	5,909	15.3%	116
Purch most recent hm computer at dept/discount str	2,690	7.0%	86
Purch most recent hm computer direct from manufact	4,253	11.0%	105
Purch most recent hm computer at electronics store	5,102	13.2%	107
Purch most recent hm computer from online-only co.	1,606	4.2%	113
HH owns Blu-ray drive	2,224	5.8%	118
HH owns CD drive	14,803	38.3%	106
HH owns DVD drive	9,599	24.9%	109
HH owns external hard drive	7,291	18.9%	114
HH owns flash drive	10,726	27.8%	110
HH owns LAN/network interface card	3,160	8.2%	106
HH owns inkjet printer	15,159	39.3%	104
HH owns laser printer	6,018	15.6%	110
HH owns document scanner	7,213	18.7%	103
HH owns computer speakers	13,462	34.9%	104
HH owns webcam	8,538	22.1%	114
HH owns wireless router	13,386	34.7%	108
HH owns software: accounting	2,496	6.5%	97
HH owns software: communications/fax	2,281	5.9%	101
HH owns software: database/filing	2,474	6.4%	103
HH owns software: desktop publishing	3,727	9.7%	104
HH owns software: education/training	3,665	9.5%	110
HH owns software: entertainment/games	9,237	23.9%	105
HH owns software: personal finance/tax prep	5,101	13.2%	110
HH owns software: presentation graphics	2,981	7.7%	115
HH owns software: multimedia	5,638	14.6%	109
HH owns software: networking	5,813	15.1%	108
HH owns software: online meeting/conference	1,361	3.5%	120
HH owns software: security/anti-virus	10,533	27.3%	105
HH owns software: spreadsheet	8,601	22.3%	111
HH owns software: utility	2,282	5.9%	107
HH owns software: web authoring	1,146	3.0%	127
HH owns software: word processing	12,872	33.3%	110
HH owns camcorder	6,362	16.5%	106
HH owns CD player	7,479	19.4%	101
HH owns DVD/Blu-ray player	24,529	63.5%	103
HH purchased DVD/Blu-ray player in last 12 months	3,440	8.9%	103

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

Product/Consumer Behavior	Expected Number of	Percent	MPI
HH owns portable GPS navigation device	11,458	29.7%	108
HH purchased portable GPS navigation device/12 mo	1,678	4.3%	102
HH owns headphones (ear buds)	14,549	37.7%	110
HH owns noise reduction headphones	3,118	8.1%	108
HH owns home theater/entertainment system	4,647	12.0%	108
HH owns MP3 docking station	4,283	11.1%	115
HH owns 1 TV	7,987	20.7%	103
HH owns 2 TVs	10,001	25.9%	98
HH owns 3 TVs	8,260	21.4%	100
HH owns 4+ TVs	7,347	19.0%	97
HH owns DLP TV	745	1.9%	105
HH owns LCD TV	15,349	39.7%	106
HH owns plasma TV	6,153	15.9%	103
HH owns projection TV	1,169	3.0%	94
HH has HDTV	18,789	48.7%	106
HH has Internet connectable TV	7,124	18.4%	106
HH owns miniature screen TV (<13 in)	1,824	4.7%	89
HH owns regular screen TV (13-26 in)	11,616	30.1%	93
HH owns large screen TV (27-35 in)	14,876	38.5%	99
HH owns big screen TV (36-42 in)	12,869	33.3%	104
HH owns giant screen TV (over 42 in)	10,046	26.0%	109
Most recent HH TV purchase: miniature screen (<13 in)	635	1.6%	100
Most recent HH TV purchase: regular screen (13-26 in)	5,094	13.2%	89
Most recent HH TV purchase: large screen (27-35 in)	8,794	22.8%	97
Most recent HH TV purchase: big screen (36-42 in)	8,918	23.1%	102
Most recent HH TV purchase: giant screen (over 42 in)	7,510	19.4%	108
HH owns Internet video device for TV	1,962	5.1%	116
HH purchased video game system in last 12 months	4,569	11.8%	128
HH owns video game system: handheld	6,878	17.8%	110
HH owns video game system: attached to TV/computer	19,234	49.8%	110
HH owns video game system: Nintendo DS/DS Lite	2,853	7.4%	109
HH owns video game system: Nintendo DSi/DSi XL	2,046	5.3%	100
HH owns video game system: Nintendo Wii	10,339	26.8%	110
HH owns video game system: PlayStation 2 (PS2)	4,532	11.7%	102
HH owns video game system: PlayStation 3 (PS3)	6,304	16.3%	121
HH owns video game system: Sony PSP/PSPgo	1,447	3.7%	115
HH owns video game system: Xbox 360	7,801	20.2%	111
HH purchased 5+ video games in last 12 months	3,002	7.8%	111
HH spent \$101+ on video games in last 12 months	4,145	10.7%	111
Have access to Internet at home using a computer	63,961	85.0%	108
Connection to Internet at home: dial-up modem	1,194	1.6%	75
Connection to Internet at home: cable modem	27,398	36.4%	116
Connection to Internet at home: DSL	10,809	14.4%	85
Connection to Internet at home: fiber optic	10,380	13.8%	155
Connection to Internet at home: wireless	23,174	30.8%	108
Connection to Internet at home: any high speed	60,887	80.9%	111
Time online in a typical day: 10+ hours	2,742	3.6%	123
Time online in a typical day: 5-9.9 hours	8,208	10.9%	117
Time online in a typical day: 2-4.9 hours	16,329	21.7%	117
Time online in a typical day: 1-1.9 hours	13,842	18.4%	109
Time online in a typical day: 0.5-0.9 hours	9,620	12.8%	101
Time online in a typical day: <0.5 hours	8,216	10.9%	102
Any Internet usage in last 30 days	64,508	85.7%	108
Used Internet/30 days: at home	60,551	80.5%	109
Used Internet/30 days: at work	32,835	43.6%	118
Used Internet/30 days: at school/library	8,365	11.1%	99

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

Product/Consumer Behavior	Expected Number of	Percent	MPI
Used Internet/30 days: not hm/work/school/library	20,267	26.9%	112
Device used to access Internet/30 days: computer	61,033	81.1%	108
Device used to access Internet/30 days: cell phone	41,161	54.7%	117
Used Wi-Fi/wireless connection outside hm/30 days	23,142	30.8%	115
Internet last 30 days: visited chat room	4,625	6.1%	116
Internet last 30 days: used email	58,539	77.8%	112
Internet last 30 days: used IM	37,898	50.4%	112
Internet last 30 days: made personal purchase	33,891	45.0%	115
Internet last 30 days: made business purchase	9,166	12.2%	113
Internet last 30 days: paid bills online	38,245	50.8%	119
Internet last 30 days: looked for employment	13,318	17.7%	112
Internet last 30 days: traded/tracked investments	9,385	12.5%	112
Internet last 30 days: made travel plans	15,207	20.2%	114
Internet last 30 days: obtained new/used car info	9,423	12.5%	115
Internet last 30 days: obtained financial info	25,621	34.0%	117
Internet last 30 days: obtained medical info	18,009	23.9%	111
Internet last 30 days: checked movie listing/times	19,161	25.5%	119
Internet last 30 days: obtained latest news	37,003	49.2%	113
Internet last 30 days: obtained parenting info	4,684	6.2%	124
Internet last 30 days: obtained real estate info	11,028	14.7%	126
Internet last 30 days: obtained sports news/info	24,384	32.4%	113
Internet last 30 days: visited online blog	11,078	14.7%	121
Internet last 30 days: wrote online blog	2,748	3.7%	119
Internet last 30 days: used online dating website	1,675	2.2%	131
Internet last 30 days: played games online	21,140	28.1%	106
Internet last 30 days: sent greeting card	4,537	6.0%	120
Internet last 30 days: made phone call	12,914	17.2%	122
Internet last 30 days: shared photos via website	22,802	30.3%	113
Internet last 30 days: looked for recipes	25,818	34.3%	111
Internet last 30 days: added video to website	5,298	7.0%	121
Internet last 30 days: downloaded a movie	5,820	7.7%	117
Internet last 30 days: downloaded music	19,053	25.3%	115
Internet last 30 days: downloaded podcast	3,415	4.5%	121
Internet last 30 days: downloaded TV program	3,753	5.0%	115
Internet last 30 days: downloaded a video game	7,552	10.0%	120
Internet last 30 days: watched movie online	12,205	16.2%	120
Internet last 30 days: watched TV program online	11,922	15.8%	118
Purch/rntd video download/strm/30 days: amazon.com	2,316	3.1%	112
Purch/rntd video download/strm/30 days: itunes.com	2,644	3.5%	112
Purch/rntd video download/strm/30 days: netflix.com	10,175	13.5%	119
Visited any Spanish language website last 30 days	2,373	3.2%	123
Visited website in last 30 days: facebook.com	43,295	57.5%	111
Visited website in last 30 days: LinkedIn.com	7,495	10.0%	120
Visited website in last 30 days: MySpace.com	1,785	2.4%	113
Visited website in last 30 days: photobucket.com	2,101	2.8%	112
Visited website in last 30 days: picasa.com	2,874	3.8%	133
Visited website in last 30 days: shutterfly.com	2,851	3.8%	123
Visited website in last 30 days: tumblr.com	2,326	3.1%	127
Visited website in last 30 days: twitter.com	7,735	10.3%	112
Visited website in last 30 days: yelp.com	2,854	3.8%	121
Visited website in last 30 days: YouTube.com	34,993	46.5%	114
Used website/search engine/30 days: ask.com	5,924	7.9%	111
Used website/search engine/30 days: bing.com	13,868	18.4%	111
Used website/search engine/30 days: google.com	58,723	78.0%	110
Used website/search engine/30 days: yahoo.com	30,077	40.0%	111

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# Electronics and Internet Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Product/Consumer Behavior	Expected Number of	Percent	MPI
Visited news website in last 30 days: ABCnews.com	3,429	4.6%	109
Visited news website in last 30 days: CBSnews.com	2,027	2.7%	101
Visited news website in last 30 days: cnn.com	9,905	13.2%	123
Visited news website in last 30 days: foxnews.com	6,608	8.8%	106
Visited news website in last 30 days: msnbc.com	5,056	6.7%	106
Visited news website in last 30 days: Yahoo! News	13,016	17.3%	127

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<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>	
Population		98,678	106,553	
Population 18+		75,253	80,931	
Households		38,617	41,566	
Median Household Income		\$64,501	\$76,474	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Did banking in person in last 12 months		41,156	54.7%	100
Bank/financial institution used: Bank of America		13,578	18.0%	122
Bank/financial institution used: Capital One		3,591	4.8%	120
Bank/financial institution used: Chase		10,556	14.0%	118
Bank/financial institution used: Citibank		2,990	4.0%	121
Bank/financial institution used: PNC		2,539	3.4%	105
Bank/financial institution used: U.S. Bank		2,481	3.3%	112
Bank/financial institution used: Wells Fargo		9,973	13.3%	115
Bank/financial institution used: credit union		13,293	17.7%	103
Did banking by mail in last 12 months		2,591	3.4%	101
Did banking by phone in last 12 months		6,881	9.1%	104
Did banking online in last 12 months		30,006	39.9%	114
Did banking on mobile device in last 12 months		9,563	12.7%	122
Used ATM/cash machine in last 12 months		40,315	53.6%	110
Used direct deposit of paycheck in last 12 months		30,208	40.1%	102
Did banking w/paperless statements in last 12 mo		15,020	20.0%	114
Have interest checking account		21,619	28.7%	99
Have non-interest checking account		21,597	28.7%	102
Have savings account		41,857	55.6%	104
Have overdraft protection		19,649	26.1%	100
Have auto loan		12,876	17.1%	100
Have personal loan for education (student loan)		5,986	8.0%	115
Have personal loan - not for education		1,550	2.1%	83
Have home mortgage (1st)		25,559	34.0%	107
Have 2nd mortgage (home equity loan)		5,421	7.2%	108
Have home equity line of credit		2,865	3.8%	94
Have personal line of credit		2,270	3.0%	92
Have 401(k) retirement savings plan		12,413	16.5%	112
Have 403(b) retirement savings plan		2,128	2.8%	103
Have IRA retirement savings plan		9,485	12.6%	99
Own any securities investment		23,708	31.5%	104
Own any annuity		1,762	2.3%	82
Own certificate of deposit (more than 6 months)		2,477	3.3%	89
Own shares in money market fund		3,489	4.6%	92
Own shares in mutual fund (bonds)		3,657	4.9%	99
Own shares in mutual fund (stock)		5,632	7.5%	100
Own any stock		6,022	8.0%	103
Own common/preferred stock in company you work for		2,044	2.7%	120
Own common stock in company you don` t work for		3,964	5.3%	96
Own U.S. savings bond		4,454	5.9%	103
Own investment real estate		2,920	3.9%	107
Own vacation/weekend home		2,565	3.4%	97
Used a real estate agent in last 12 months		4,170	5.5%	102
Used financial planner in last 12 months		4,284	5.7%	94
Own 1 credit card		11,733	15.6%	102
Own 2 credit cards		9,910	13.2%	100
Own 3 credit cards		6,989	9.3%	103
Own 4 credit cards		4,650	6.2%	104
Own 5 credit cards		2,970	3.9%	113
Own 6+ credit cards		4,557	6.1%	108

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Avg monthly credit card expenditures: <\$111	8,752	11.6%	98
Avg monthly credit card expenditures: \$111-\$225	4,897	6.5%	100
Avg monthly credit card expenditures: \$226-\$450	5,052	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	4,645	6.2%	113
Avg monthly credit card expenditures: \$701-\$1000	3,441	4.6%	105
Avg monthly credit card expenditures: \$1001+	7,467	9.9%	108
Own 1 debit card	34,348	45.6%	105
Own 2 debit cards	8,024	10.7%	111
Own 3+ debit cards	1,953	2.6%	119
Avg monthly debit card expenditures: <\$91	3,106	4.1%	99
Avg monthly debit card expenditures: \$91-\$180	3,740	5.0%	111
Avg monthly debit card expenditures: \$181-\$225	3,832	5.1%	108
Avg monthly debit card expenditures: \$226-\$450	6,440	8.6%	104
Avg monthly debit card expenditures: \$451-\$700	7,037	9.4%	109
Avg monthly debit card expenditures: \$701-\$1000	5,243	7.0%	107
Avg monthly debit card expenditures: \$1001+	5,631	7.5%	108
Own/used last 12 months: any credit/debit card	57,328	76.2%	103
Own/used last 12 months: any major credit/debit card	51,520	68.5%	104
Own/used last 12 months: any store credit card	20,811	27.7%	103
Credit/debit card rewards: airline miles	6,911	9.2%	108
Credit/debit card rewards: cash back	16,314	21.7%	109
Credit/debit card rewards: gasoline discounts	2,344	3.1%	99
Credit/debit card rewards: gifts	4,115	5.5%	112
Credit/debit card rewards: hotel/car rental awards	2,413	3.2%	116
Own/used card last 12 months: American Express Green	2,819	3.7%	123
Own/used card last 12 months: American Express Gold	2,370	3.1%	108
Own/used card last 12 months: American Express	2,115	2.8%	117
Own/used card last 12 months: American Express Blue	2,978	4.0%	123
Own/used card last 12 months: Discover	7,608	10.1%	97
Own/used card last 12 months: MasterCard Standard	10,654	14.2%	108
Own/used card last 12 months: MasterCard Gold	3,004	4.0%	98
Own/used card last 12 months: MasterCard Platinum	5,506	7.3%	109
Own/used card last 12 months: MasterCard debit card	4,801	6.4%	97
Own/used card last 12 months: Visa Regular/Classic	16,431	21.8%	108
Own/used card last 12 months: Visa Gold	2,918	3.9%	106
Own/used card last 12 months: Visa Platinum	7,401	9.8%	99
Own/used card last 12 months: Visa Signature	2,983	4.0%	98
Own/used card last 12 months: Visa debit card	17,521	23.3%	105
Paid bills last 12 months: by mail	33,784	44.9%	95
Paid bills last 12 months: online	36,069	47.9%	115
Paid bills last 12 months: in person	19,550	26.0%	85
Paid bills last 12 months: by phone using credit card	14,280	19.0%	106
Paid bills last 12 months: by mobile phone	7,568	10.1%	113
Paid bills last 12 months: charged to credit card	9,005	12.0%	107
Paid bills last 12 months: deducted from bank account	17,343	23.0%	99
Wired/sent money in last 6 months	16,511	21.9%	106
Wired/sent money in last 6 months: using MoneyGram	1,949	2.6%	98
Wired/sent money in last 6 months: using PayPal	8,409	11.2%	105
Wired/sent money in last 6 months: using Western Union	3,647	4.8%	108

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# Finances Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wired/sent money in last 6 months: bank wire transfer	2,186	2.9%	115
Tax preparation: did manually	10,063	13.4%	114
Tax preparation: used software (TurboTax)	8,500	11.3%	117
Tax preparation: used online tax srv (TurboTax)	4,006	5.3%	106
Tax preparation: used H&R Block on-site	3,752	5.0%	95
Tax preparation: used CPA/other tax professional	15,059	20.0%	102

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<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>
Population		98,678	106,553
Population 18+		75,253	80,931
Households		38,617	41,566
Median Household Income		\$64,501	\$76,474
<b>Product/Consumer Behavior</b>		<b>Expected Number</b>	<b>MPI</b>
		<b>Adults</b>	<b>Percent</b>
Typically spend 6+ hours exercising per week		17,413	23.1%
Typically spend 3-5 hours exercising per week		17,755	23.6%
Typically spend 1-2 hours exercising per week		15,727	20.9%
Exercise at home 2+ times per week		22,456	29.8%
Exercise at club 2+ times per week		11,436	15.2%
Exercise at other facility (not club) 2+ times/wk		6,056	8.0%
Own elliptical		2,986	4.0%
Own stationary bicycle		4,048	5.4%
Own treadmill		7,240	9.6%
Own weight lifting equipment		9,584	12.7%
Presently controlling diet		27,733	36.9%
Diet control for blood sugar level		4,951	6.6%
Diet control for cholesterol level		5,978	7.9%
Diet control to maintain weight		8,355	11.1%
Diet control for physical fitness		8,459	11.2%
Diet control for salt restriction		2,074	2.8%
Diet control for weight loss		10,811	14.4%
Used doctor's care/diet for diet method		1,768	2.3%
Used exercise program for diet method		6,047	8.0%
Used Weight Watchers as diet method		2,129	2.8%
Buy foods specifically labeled as fat-free		9,426	12.5%
Buy foods specifically labeled as gluten-free		2,641	3.5%
Buy foods specifically labeled as high fiber		7,331	9.7%
Buy foods specifically labeled as high protein		5,046	6.7%
Buy foods specifically labeled as lactose-free		1,754	2.3%
Buy foods specifically labeled as low-calorie		7,787	10.3%
Buy foods specifically labeled as low-carb		4,643	6.2%
Buy foods specifically labeled as low-cholesterol		4,784	6.4%
Buy foods specifically labeled as low-fat		9,028	12.0%
Buy foods specifically labeled as low-sodium		7,387	9.8%
Buy foods specifically labeled as natural/organic		8,220	10.9%
Buy foods specifically labeled as sugar-free		7,491	10.0%
Used meal/dietary/weight loss supplement last 6 mo		5,749	7.6%
Used vitamins/dietary supplements in last 6 months		40,987	54.5%
Vitamin/dietary suppl used/6 months: antioxidant		1,939	2.6%
Vitamin/dietary suppl used/6 months: B complex		4,621	6.1%
Vitamin/dietary suppl used/6 months: B complex+C		1,282	1.7%
Vitamin/dietary suppl used/6 months: B-6		1,520	2.0%
Vitamin/dietary suppl used/6 months: B-12		5,892	7.8%
Vitamin/dietary suppl used/6 months: C		6,387	8.5%
Vitamin/dietary suppl used/6 months: calcium		7,679	10.2%
Vitamin/dietary suppl used/6 months: D		8,489	11.3%
Vitamin/dietary suppl used/6 months: E		2,708	3.6%
Vitamin/dietary suppl used/6 months: glucosamine		2,737	3.6%
Vitamin/dietary suppl used/6 months: iron		2,511	3.3%
Vitamin/dietary suppl used/6 months: multiple formula		9,579	12.7%
Vitamin/dietary suppl used/6 months: multiple w/iron		3,131	4.2%
Vitamin/dietary suppl used/6 months: mult w/minerals		4,108	5.5%
Vitamin/dietary suppl used/6 months: zinc		1,817	2.4%
Vitamin/dietary suppl used/6 months: Caltrate 600		1,353	1.8%
Vitamin/dietary suppl used/6 months: Centrum		3,306	4.4%
Vitamin/dietary suppl used/6 months: Nature Made		6,759	9.0%
Primary caregiver/caretaker		4,325	5.7%

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

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

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Visited doctor in last 12 months	56,325	74.8%	99
Visited doctor in last 12 months: 1-2 times	17,895	23.8%	100
Visited doctor in last 12 months: 3-5 times	16,949	22.5%	100
Visited doctor in last 12 months: 6+ times	21,479	28.5%	97
Visited doctor in last 12 months: cardiologist	4,222	5.6%	87
Visited doctor in last 12 months: chiropractor	4,662	6.2%	90
Visited doctor in last 12 months: dentist	28,005	37.2%	105
Visited doctor in last 12 months: dermatologist	5,708	7.6%	96
Visited doctor in last 12 months: ear/nose/throat	3,243	4.3%	101
Visited doctor in last 12 months: eye	15,116	20.1%	99
Visited doctor in last 12 months: gastroenterologist	2,927	3.9%	99
Visited doctor in last 12 months: general/family	29,130	38.7%	95
Visited doctor in last 12 months: internist	4,486	6.0%	101
Visited doctor in last 12 months: physical therapist	3,280	4.4%	95
Visited doctor in last 12 months: podiatrist	1,942	2.6%	95
Visited doctor in last 12 months: urologist	2,720	3.6%	95
Visited nurse practitioner in last 12 months	2,999	4.0%	86
Wear regular/sun/tinted prescription eyeglasses	25,690	34.1%	98
Wear bi-focals	9,514	12.6%	79
Wear disposable contact lenses	5,089	6.8%	102
Wear soft contact lenses	7,737	10.3%	104
Wear transition lenses	3,699	4.9%	90
Spent on eyeglasses in last 12 months: <\$100	1,975	2.6%	95
Spent on eyeglasses in last 12 months: \$100-\$199	3,014	4.0%	99
Spent on eyeglasses in last 12 months: \$200-\$249	2,080	2.8%	90
Spent on eyeglasses in last 12 months: \$250+	6,908	9.2%	99
Spent on contact lenses in last 12 months: <\$100	2,002	2.7%	97
Spent on contact lenses in last 12 months: \$100-\$199	2,956	3.9%	106
Spent on contact lenses in last 12 months: \$200+	2,472	3.3%	99
Bought prescription eyewear: discount optical ctr	6,043	8.0%	93
Bought prescription eyewear: private eye doctor	16,988	22.6%	93
Bought prescription eyewear: retail optical chain	8,933	11.9%	101
Used prescription drug for allergy/hay fever	3,948	5.2%	96
Used prescription drug for anxiety/panic	3,153	4.2%	93
Used prescr drug for arthritis/osteoarthritis	2,013	2.7%	86
Used prescr drug for rheumatoid arthritis	1,442	1.9%	78
Used prescription drug for asthma	2,931	3.9%	98
Used prescription drug for backache/back pain	4,670	6.2%	81
Used prescription drug for depression	3,824	5.1%	81
Used prescr drug for diabetes (insulin dependent)	1,235	1.6%	82
Used prescr drug for diabetes (non-insulin depend)	2,640	3.5%	93
Used prescription drug for heartburn/acid reflux	3,535	4.7%	77
Used prescription drug for high blood pressure	8,481	11.3%	83
Used prescription drug for high cholesterol	5,307	7.1%	78
Used prescription drug for migraine headache	2,242	3.0%	93
Used prescr drug for sinus congestion/headache	2,350	3.1%	83
Used prescription drug for urinary tract infection	1,923	2.6%	89
Filled prescription last 12 months: discont/dept store	2,662	3.5%	80
Filled prescription last 12 months: drug str/pharmacy	25,799	34.3%	95
Filled prescription last 12 months: supermarket	5,879	7.8%	102
Filled prescription last 12 months: mail order	5,643	7.5%	93
Used last 6 months: adhesive bandages	40,598	53.9%	97

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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		Percent	MPI
	Adults			
Used last 6 months: athlete`s foot/medicated foot prod	7,484		9.9%	95
Used last 6 months: children`s cold tablets/liquids	10,150		13.5%	98
Used last 6 months: cold/sinus/allergy med (nonprescr)	36,732		48.8%	100
Used last 6 months: contact lens cleaning solution	10,032		13.3%	105
Used last 6 months: cotton swabs	36,844		49.0%	100
Used last 6 months: children`s cough syrup	10,707		14.2%	102
Used last 6 months: cough syrup/suppressant(nonprescr)	26,364		35.0%	101
Used last 6 months: eye wash/drops	22,020		29.3%	101
Used last 6 months: headache/pain reliever (nonprescr)	60,736		80.7%	99
Used last 6 months: heartburn/indigest/diarrhea remedy	31,374		41.7%	95
Used last 6 months: hemorrhoid remedy	5,135		6.8%	86
Used last 6 months: lactose intolerance product	3,100		4.1%	104
Used last 6 months: laxative/fiber supplement	10,519		14.0%	89
Used last 6 months: medicated skin cream/lotion/spray	21,039		28.0%	97
Used last 6 months: nasal spray	12,344		16.4%	101
Used last 6 months: pain reliever/fever reducer (kids)	16,493		21.9%	103
Used last 6 months: pain relieving rub/liquid/patch	15,864		21.1%	95
Used last 6 months: sleeping aid/snore relief	6,390		8.5%	102
Used last 6 months: sore throat remedy/cough drops	36,150		48.0%	99
Used last 12 months: sunburn remedy	10,542		14.0%	100
Used last 12 months: suntan/sunscreen product	30,830		41.0%	107
Used last 12 months: SPF 15 suntan/sunscreen product	7,527		10.0%	107
Used last 12 months: SPF 30-49 suntan/sunscreen prod	13,487		17.9%	111
Used last 12 months: SPF 50+ suntan/sunscreen product	8,792		11.7%	103
Used last 6 months: toothache/gum/canker sore remedy	6,979		9.3%	90
Used last 6 months: vitamins/nutritional suppl (kids)	11,950		15.9%	110
Used body powder in last 6 months	16,640		22.1%	94
Used body wash/shower gel in last 6 months	44,208		58.7%	100
Used breath freshener in last 6 months	31,372		41.7%	99
Used breath freshener in last 6 months: gum	20,082		26.7%	99
Used breath freshener in last 6 months: mints	13,342		17.7%	99
Used breath freshener in last 6 months: spray/drops	1,328		1.8%	100
Used breath freshener in last 6 months: thin film	2,038		2.7%	122
Used breath freshener 8+ times in last 7 days	8,368		11.1%	103
Used complexion care product in last 6 months	36,596		48.6%	103
Used complexion care prod in last 6 months: astringent	4,467		5.9%	103
Used complexion care prod in last 6 months: cleanser	20,190		26.8%	107
Used complexion care prod in last 6 months: toner	5,785		7.7%	121
Used dental floss in last 6 months	50,459		67.1%	105
Used dental rinse in last 6 months	15,996		21.3%	94
Used denture adhesive/fixative in last 6 months	3,772		5.0%	82
Used denture cleaner in last 6 months	5,964		7.9%	76
Used deodorant/antiperspirant in last 6 months	69,010		91.7%	99
Used disposable razor in last 6 months	41,700		55.4%	99
Used electric shaver in last 6 months	13,674		18.2%	100

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# Health and Beauty Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Used facial moisturizer in last 6 months	33,364	44.3%	104
Used personal foot care product in last 6 months	15,053	20.0%	97
Used hair coloring product (at home) last 6 months	15,588	20.7%	104
Used hair conditioner (at home) in last 6 months	46,052	61.2%	101
Used hair conditioning treatment (at home)/6 mo	17,786	23.6%	101
Used hair growth product in last 6 months	2,134	2.8%	108
Used hair spray (at home) in last 6 months	23,543	31.3%	93
Used hair styling gel/lotion/mousse in last 6 mo	27,340	36.3%	105
Used hand & body cream/lotion/oil in last 6 months	54,414	72.3%	100
Used lip care product in last 6 months	46,651	62.0%	100
Used liquid soap/hand sanitizer in last 6 months	58,619	77.9%	100
Used mouthwash in last 6 months	50,421	67.0%	101
Used mouthwash 8+ times in last 7 days	12,767	17.0%	104
Used shampoo (at home) in last 6 months	68,553	91.1%	100
Used shaving cream/gel in last 6 months	38,271	50.9%	100
Bought toothbrush in last 6 months	63,844	84.8%	101
Bought electric toothbrush in last 6 months	6,318	8.4%	113
Used toothpaste in last 6 months	72,685	96.6%	101
Used toothpaste (gel) in last 6 months	18,873	25.1%	98
Used toothpaste (paste) in last 6 months	39,090	51.9%	101
Used whitening toothpaste in last 6 months	24,982	33.2%	101
Used toothpaste with baking soda in last 6 months	15,216	20.2%	94
Used toothpaste for sensitive teeth in last 6 mo	8,232	10.9%	93
Used tooth whitener (not toothpaste) in last 6 mo	7,111	9.4%	98
Used tooth whitener (gel) in last 6 mos	1,586	2.1%	111
Used tooth whitener (strips) in last 6 months	3,824	5.1%	97
Visited a day spa in last 6 months	4,694	6.2%	112
Purchased product at salon/day spa in last 6 mo	5,092	6.8%	102
Professional srv last 6 months: haircut	47,315	62.9%	100
Professional srv last 6 months: hair color/highlights	12,879	17.1%	103
Professional srv last 6 months: facial	2,759	3.7%	116
Professional srv last 6 months: massage	7,149	9.5%	115
Professional srv last 6 months: manicure	11,541	15.3%	116
Professional srv last 6 months: pedicure	13,757	18.3%	116
Spent \$150+ at barber shops in last 6 months	2,005	2.7%	117
Spent \$150+ at beauty salons in last 6 months	8,996	12.0%	109

**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.



# Pets and Products Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Demographic Summary		2015	2020
Population		98,678	106,553
Population 18+		75,253	80,931
Households		38,617	41,566
Median Household Income		\$64,501	\$76,474

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	19,303	50.0%	94
HH owns any bird	1,019	2.6%	94
HH owns any cat	8,058	20.9%	92
HH owns any dog	13,483	34.9%	88
HH owns 1 cat	4,592	11.9%	96
HH owns 2+ cats	3,477	9.0%	86
HH owns 1 dog	8,706	22.5%	94
HH owns 2+ dogs	4,776	12.4%	77
HH used canned/wet cat food in last 6 months	4,420	11.4%	97
HH used <4 containers of cat food in last 7 days	1,813	4.7%	100
HH used 8+ containers of cat food in last 7 days	1,190	3.1%	96
HH used packaged dry cat food in last 6 months	7,735	20.0%	92
HH used <4 pounds pkgd dry cat food last 30 days	2,690	7.0%	103
HH used 9+ pounds pkgd dry cat food last 30 days	3,187	8.3%	82
HH used cat treats in last 6 months	4,222	10.9%	96
HH used 3+ packages of cat treats in last 30 days	1,347	3.5%	96
HH used cat litter in last 6 months	7,301	18.9%	96
HH used 21+ pounds of cat litter in last 30 days	2,044	5.3%	93
HH used canned/wet dog food in last 6 months	4,814	12.5%	87
HH used <3 containers of dog food in last 7 days	2,289	5.9%	90
HH used 7+ containers of dog food in last 7 days	1,544	4.0%	85
HH used packaged dry dog food in last 6 months	12,855	33.3%	88
HH used <10 pounds pkgd dry dog food last 30 days	6,280	16.3%	93
HH used 25+ pounds pkgd dry dog food last 30 days	3,486	9.0%	78
HH used dog biscuits/treats in last 6 months	10,735	27.8%	89
HH used 3+ pkgs dog biscuits/treats last 30 days	2,972	7.7%	90
HH used flea/tick/parasite product for cat/dog	12,115	31.4%	88
HH Bought pet food from any pet specialty store/12 mo	8,577	22.2%	108
HH Bought pet food in last 12 months: from discount store	2,840	7.4%	74
HH Bought pet food in last 12 months: from grocery store	9,394	24.3%	89
HH Bought pet food in last 12 months: from PETCO	3,677	9.5%	111
HH Bought pet food in last 12 months: from PetSmart	4,751	12.3%	107
HH Bought pet food in last 12 months: from wholesale club	1,608	4.2%	93
HH Bought pet food in last 12 months: from vet	1,612	4.2%	91
HH Bought flea control product from vet in last 12 mo	4,026	10.4%	86
HH member took pet to vet in last 12 months: 1 time	4,584	11.9%	92
HH member took pet to vet in last 12 months: 2 times	4,256	11.0%	95
HH member took pet to vet in last 12 months: 3 times	1,965	5.1%	90
HH member took pet to vet in last 12 months: 4 times	1,168	3.0%	85
HH member took pet to vet in last 12 months: 5+ times	1,891	4.9%	97

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

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



# Restaurant Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>
Population		98,678	106,553
Population 18+		75,253	80,931
Households		38,617	41,566
Median Household Income		\$64,501	\$76,474

<b>Product/Consumer Behavior</b>	<b>Expected Number</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 mo	58,676	78.0%	103
Went to family restaurant/steak house 4+ times/mo	22,452	29.8%	104
Spent at family rest/steak hse last 6 months: <\$31	4,982	6.6%	92
Spent at family rest/steak hse last 6 months: \$31-50	6,108	8.1%	95
Spent at family rest/steak hse last 6 months: \$51-100	11,186	14.9%	99
Spent at family rest/steak hse last 6 months: \$101-200	9,845	13.1%	108
Spent at family rest/steak hse last 6 months: \$201-300	5,082	6.8%	114
Spent at family rest/steak hse last 6 months: \$301+	6,084	8.1%	109
Family restaurant/steak house last 6 months: breakfast	10,082	13.4%	107
Family restaurant/steak house last 6 months: lunch	14,782	19.6%	101
Family restaurant/steak house last 6 months: dinner	37,660	50.0%	105
Family restaurant/steak house last 6 months: snack	1,531	2.0%	116
Family restaurant/steak house last 6 months: weekday	24,239	32.2%	101
Family restaurant/steak house last 6 months: weekend	32,892	43.7%	103
Fam rest/steak hse/6 months: Applebee` s	18,539	24.6%	99
Fam rest/steak hse/6 months: Bob Evans Farms	2,394	3.2%	85
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,253	8.3%	109
Fam rest/steak hse/6 months: California Pizza Kitchen	3,300	4.4%	135
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	2,489	3.3%	108
Fam rest/steak hse/6 months: The Cheesecake Factory	6,715	8.9%	131
Fam rest/steak hse/6 months: Chili` s Grill & Bar	10,369	13.8%	113
Fam rest/steak hse/6 months: CiCi` s Pizza	3,371	4.5%	101
Fam rest/steak hse/6 months: Cracker Barrel	6,277	8.3%	86
Fam rest/steak hse/6 months: Denny` s	8,223	10.9%	115
Fam rest/steak hse/6 months: Golden Corral	5,393	7.2%	83
Fam rest/steak hse/6 months: IHOP	10,136	13.5%	115
Fam rest/steak hse/6 months: Logan` s Roadhouse	2,259	3.0%	84
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,502	4.7%	108
Fam rest/steak hse/6 months: Old Country Buffet	1,639	2.2%	104
Fam rest/steak hse/6 months: Olive Garden	13,980	18.6%	106
Fam rest/steak hse/6 months: Outback Steakhouse	8,072	10.7%	108
Fam rest/steak hse/6 months: Red Lobster	9,166	12.2%	96
Fam rest/steak hse/6 months: Red Robin	5,431	7.2%	121
Fam rest/steak hse/6 months: Ruby Tuesday	4,863	6.5%	94
Fam rest/steak hse/6 months: Texas Roadhouse	5,165	6.9%	93
Fam rest/steak hse/6 months: T.G.I. Friday` s	7,596	10.1%	126
Fam rest/steak hse/6 months: Waffle House	3,490	4.6%	85
Went to fast food/drive-in restaurant in last 6 mo	68,400	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	31,469	41.8%	103
Spent at fast food/drive-in last 6 months: <\$11	3,245	4.3%	99
Spent at fast food/drive-in last 6 months: \$11-\$20	5,581	7.4%	96
Spent at fast food/drive-in last 6 months: \$21-\$40	8,409	11.2%	93
Spent at fast food/drive-in last 6 months: \$41-\$50	5,465	7.3%	96
Spent at fast food/drive-in last 6 months: \$51-\$100	13,056	17.3%	105
Spent at fast food/drive-in last 6 months: \$101-\$200	9,599	12.8%	106
Spent at fast food/drive-in last 6 months: \$201+	9,451	12.6%	103

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	27,133	36.1%	99
Fast food/drive-in last 6 months: home delivery	6,948	9.2%	118
Fast food/drive-in last 6 months: take-out/drive-thru	36,060	47.9%	102
Fast food/drive-in last 6 months: take-out/walk-in	15,780	21.0%	107
Fast food/drive-in last 6 months: breakfast	24,621	32.7%	99
Fast food/drive-in last 6 months: lunch	38,349	51.0%	101
Fast food/drive-in last 6 months: dinner	34,869	46.3%	105
Fast food/drive-in last 6 months: snack	10,546	14.0%	112
Fast food/drive-in last 6 months: weekday	44,746	59.5%	100
Fast food/drive-in last 6 months: weekend	36,253	48.2%	105
Fast food/drive-in last 6 months: A & W	1,875	2.5%	76
Fast food/drive-in last 6 months: Arby` s	10,514	14.0%	83
Fast food/drive-in last 6 months: Baskin-Robbins	3,467	4.6%	132
Fast food/drive-in last 6 months: Boston Market	3,312	4.4%	128
Fast food/drive-in last 6 months: Burger King	23,473	31.2%	99
Fast food/drive-in last 6 months: Captain D` s	1,894	2.5%	73
Fast food/drive-in last 6 months: Carl` s Jr.	6,054	8.0%	138
Fast food/drive-in last 6 months: Checkers	2,293	3.0%	104
Fast food/drive-in last 6 months: Chick-fil-A	13,506	17.9%	109
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,699	12.9%	138
Fast food/drive-in last 6 months: Chuck E. Cheese` s	3,153	4.2%	117
Fast food/drive-in last 6 months: Church` s Fr. Chicken	2,218	2.9%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	3,126	4.2%	123
Fast food/drive-in last 6 months: Dairy Queen	8,542	11.4%	82
Fast food/drive-in last 6 months: Del Taco	3,801	5.1%	144
Fast food/drive-in last 6 months: Domino` s Pizza	10,027	13.3%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	10,672	14.2%	126
Fast food/drive-in last 6 months: Hardee` s	2,546	3.4%	56
Fast food/drive-in last 6 months: Jack in the Box	8,399	11.2%	130
Fast food/drive-in last 6 months: KFC	16,542	22.0%	95
Fast food/drive-in last 6 months: Krispy Kreme	3,361	4.5%	106
Fast food/drive-in last 6 months: Little Caesars	8,043	10.7%	98
Fast food/drive-in last 6 months: Long John Silver` s	2,852	3.8%	68
Fast food/drive-in last 6 months: McDonald` s	42,010	55.8%	100
Fast food/drive-in last 6 months: Panera Bread	9,942	13.2%	126
Fast food/drive-in last 6 months: Papa John` s	7,579	10.1%	107
Fast food/drive-in last 6 months: Papa Murphy` s	2,894	3.8%	92
Fast food/drive-in last 6 months: Pizza Hut	14,138	18.8%	93
Fast food/drive-in last 6 months: Popeyes Chicken	6,642	8.8%	114
Fast food/drive-in last 6 months: Quiznos	3,241	4.3%	104
Fast food/drive-in last 6 months: Sonic Drive-In	6,902	9.2%	89
Fast food/drive-in last 6 months: Starbucks	13,120	17.4%	119
Fast food/drive-in last 6 months: Steak ` n Shake	3,120	4.1%	86
Fast food/drive-in last 6 months: Subway	25,292	33.6%	101
Fast food/drive-in last 6 months: Taco Bell	24,269	32.2%	102
Fast food/drive-in last 6 months: Wendy` s	21,604	28.7%	100
Fast food/drive-in last 6 months: Whataburger	2,764	3.7%	97
Fast food/drive-in last 6 months: White Castle	2,535	3.4%	101

**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.



# Restaurant Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Went to fine dining restaurant last month	9,483	12.6%	108
Went to fine dining restaurant 3+ times last month	2,559	3.4%	104
Spent at fine dining rest in last 6 months: <\$51	1,508	2.0%	101
Spent at fine dining rest in last 6 months: \$51-\$100	2,971	3.9%	106
Spent at fine dining rest in last 6 months: \$101-\$200	3,135	4.2%	115
Spent at fine dining rest in last 6 months: \$201+	3,518	4.7%	112

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# Retail Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Demographic Summary	2015	2020
Population	98,678	106,553
Population 18+	75,253	80,931
Households	38,617	41,566
Median Household Income	\$64,501	\$76,474

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	37,399	49.7%	103
Bought any women's clothing in last 12 months	33,466	44.5%	99
Bought clothing for child <13 years in last 6 months	22,155	29.4%	105
Bought any shoes in last 12 months	41,303	54.9%	100
Bought costume jewelry in last 12 months	14,974	19.9%	100
Bought any fine jewelry in last 12 months	14,855	19.7%	102
Bought a watch in last 12 months	8,408	11.2%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	33,334	86.3%	101
HH bought/leased new vehicle last 12 mo	3,370	8.7%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	65,360	86.9%	102
Bought/changed motor oil in last 12 months	35,863	47.7%	96
Had tune-up in last 12 months	24,666	32.8%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	51,158	68.0%	104
Drank regular cola in last 6 months	34,114	45.3%	99
Drank beer/ale in last 6 months	34,177	45.4%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	25,734	34.2%	106
Own digital single-lens reflex (SLR) camera	7,248	9.6%	112
Bought any camera in last 12 months	5,414	7.2%	100
Bought memory card for camera in last 12 months	4,418	5.9%	102
Printed digital photos in last 12 months	2,258	3.0%	89
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	28,607	38.0%	104
Have a smartphone	42,313	56.2%	115
Have an iPhone	16,319	21.7%	116
Number of cell phones in household: 1	11,428	29.6%	92
Number of cell phones in household: 2	15,051	39.0%	106
Number of cell phones in household: 3+	10,461	27.1%	108
HH has cell phone only (no landline telephone)	15,550	40.3%	106
<b>Computers (Households)</b>			
HH owns a computer	31,549	81.7%	107
HH owns desktop computer	18,832	48.8%	100
HH owns laptop/notebook	22,173	57.4%	112
Spent <\$500 on most recent home computer	5,559	14.4%	102
Spent \$500-\$999 on most recent home computer	7,923	20.5%	101
Spent \$1,000-\$1,499 on most recent home computer	4,249	11.0%	110
Spent \$1,500-\$1,999 on most recent home computer	1,919	5.0%	108
Spent \$2,000+ on most recent home computer	1,665	4.3%	112

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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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	46,570	61.9%	102
Bought brewed coffee at convenience store in last 30 days	12,184	16.2%	105
Bought cigarettes at convenience store in last 30 days	9,102	12.1%	92
Bought gas at convenience store in last 30 days	22,609	30.0%	90
Spent at convenience store in last 30 days: <\$20	6,745	9.0%	109
Spent at convenience store in last 30 days: \$20-\$39	7,190	9.6%	105
Spent at convenience store in last 30 days: \$40-\$50	6,117	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	3,100	4.1%	90
Spent at convenience store in last 30 days: \$100+	15,862	21.1%	91
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	48,367	64.3%	107
Went to live theater in last 12 months	10,116	13.4%	107
Went to a bar/night club in last 12 months	14,464	19.2%	112
Dined out in last 12 months	35,241	46.8%	104
Gambled at a casino in last 12 months	12,317	16.4%	111
Visited a theme park in last 12 months	16,203	21.5%	120
Viewed movie (video-on-demand) in last 30 days	15,560	20.7%	132
Viewed TV show (video-on-demand) in last 30 days	12,507	16.6%	136
Watched any pay-per-view TV in last 12 months	11,237	14.9%	114
Downloaded a movie over the Internet in last 30 days	5,820	7.7%	117
Downloaded any individual song in last 6 months	17,042	22.6%	110
Watched a movie online in the last 30 days	12,205	16.2%	120
Watched a TV program online in last 30 days	11,922	15.8%	118
Played a video/electronic game (console) in last 12 months	9,635	12.8%	112
Played a video/electronic game (portable) in last 12 months	3,733	5.0%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	25,559	34.0%	107
Used ATM/cash machine in last 12 months	40,315	53.6%	110
Own any stock	6,022	8.0%	103
Own U.S. savings bond	4,454	5.9%	103
Own shares in mutual fund (stock)	5,632	7.5%	100
Own shares in mutual fund (bonds)	3,657	4.9%	99
Have interest checking account	21,619	28.7%	99
Have non-interest checking account	21,597	28.7%	102
Have savings account	41,857	55.6%	104
Have 401K retirement savings plan	12,413	16.5%	112
Own/used any credit/debit card in last 12 months	57,328	76.2%	103
Avg monthly credit card expenditures: <\$111	8,752	11.6%	98
Avg monthly credit card expenditures: \$111-\$225	4,897	6.5%	100
Avg monthly credit card expenditures: \$226-\$450	5,052	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	4,645	6.2%	113
Avg monthly credit card expenditures: \$701-\$1,000	3,441	4.6%	105
Avg monthly credit card expenditures: \$1,001+	7,467	9.9%	108
Did banking online in last 12 months	30,006	39.9%	114
Did banking on mobile device in last 12 months	9,563	12.7%	122
Paid bills online in last 12 months	36,069	47.9%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	52,750	70.1%	98
Used bread in last 6 months	71,523	95.0%	100
Used chicken (fresh or frozen) in last 6 mos	53,689	71.3%	100
Used turkey (fresh or frozen) in last 6 mos	13,144	17.5%	95
Used fish/seafood (fresh or frozen) in last 6 months	42,335	56.3%	100
Used fresh fruit/vegetables in last 6 months	65,441	87.0%	100
Used fresh milk in last 6 months	67,150	89.2%	99
Used organic food in last 6 months	16,081	21.4%	108
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	22,456	29.8%	104
Exercise at club 2+ times per week	11,436	15.2%	117
Visited a doctor in last 12 months	56,325	74.8%	99
Used vitamin/dietary supplement in last 6 months	40,987	54.5%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	9,963	25.8%	94
Used housekeeper/maid/professional HH cleaning service in last 12	5,201	13.5%	103
Purchased low ticket HH furnishings in last 12 months	6,462	16.7%	107
Purchased big ticket HH furnishings in last 12 months	8,872	23.0%	109
Purchased bedding/bath goods in last 12 months	20,877	54.1%	101
Purchased cooking/serving product in last 12 months	9,917	25.7%	105
Bought any small kitchen appliance in last 12 months	8,951	23.2%	104
Bought any large kitchen appliance in last 12 months	5,085	13.2%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	31,750	42.2%	97
Carry medical/hospital/accident insurance	48,754	64.8%	101
Carry homeowner insurance	33,696	44.8%	94
Carry renter's insurance	6,693	8.9%	120
Have auto insurance: 1 vehicle in household covered	12,635	32.7%	104
Have auto insurance: 2 vehicles in household covered	11,738	30.4%	108
Have auto insurance: 3+ vehicles in household covered	7,367	19.1%	87
<b>Pets (Households)</b>			
Household owns any pet	19,303	50.0%	94
Household owns any cat	8,058	20.9%	92
Household owns any dog	13,483	34.9%	88
<b>Psychographics (Adults)</b>			
Buying American is important to me	29,462	39.2%	91
Usually buy items on credit rather than wait	9,090	12.1%	106
Usually buy based on quality - not price	13,371	17.8%	99
Price is usually more important than brand name	20,551	27.3%	99
Usually use coupons for brands I buy often	13,531	18.0%	95
Am interested in how to help the environment	12,504	16.6%	99
Usually pay more for environ safe product	9,421	12.5%	99
Usually value green products over convenience	7,296	9.7%	95
Likely to buy a brand that supports a charity	24,933	33.1%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	9,707	12.9%	116
Bought hardcover book in last 12 months	17,823	23.7%	105
Bought paperback book in last 12 month	26,642	35.4%	105
Read any daily newspaper (paper version)	18,917	25.1%	89
Read any digital newspaper in last 30 days	26,570	35.3%	113
Read any magazine (paper/electronic version) in last 6 months	69,788	92.7%	102

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# Retail Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	58,676	78.0%	103
Went to family restaurant/steak house: 4+ times a month	22,452	29.8%	104
Went to fast food/drive-in restaurant in last 6 months	68,400	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	31,469	41.8%	103
Fast food/drive-in last 6 months: eat in	27,133	36.1%	99
Fast food/drive-in last 6 months: home delivery	6,948	9.2%	118
Fast food/drive-in last 6 months: take-out/drive-thru	36,060	47.9%	102
Fast food/drive-in last 6 months: take-out/walk-in	15,780	21.0%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	19,061	25.3%	119
Own any portable MP3 player	28,537	37.9%	113
HH owns 1 TV	7,987	20.7%	103
HH owns 2 TVs	10,001	25.9%	98
HH owns 3 TVs	8,260	21.4%	100
HH owns 4+ TVs	7,347	19.0%	97
HH subscribes to cable TV	21,196	54.9%	108
HH subscribes to fiber optic	4,214	10.9%	164
HH has satellite dish	7,000	18.1%	71
HH owns DVD/Blu-ray player	24,529	63.5%	103
HH owns camcorder	6,362	16.5%	106
HH owns portable GPS navigation device	11,458	29.7%	108
HH purchased video game system in last 12 mos	4,569	11.8%	128
HH owns Internet video device for TV	1,962	5.1%	116
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	39,757	52.8%	105
Took 3+ domestic non-business trips in last 12 months	9,419	12.5%	101
Spent on domestic vacations in last 12 months: <\$1,000	9,015	12.0%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,163	6.9%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,592	3.4%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,905	3.9%	101
Spent on domestic vacations in last 12 months: \$3,000+	3,952	5.3%	96
Domestic travel in the 12 months: used general travel website	5,802	7.7%	110
Foreign travel in last 3 years	20,795	27.6%	116
Took 3+ foreign trips by plane in last 3 years	3,820	5.1%	116
Spent on foreign vacations in last 12 months: <\$1,000	3,621	4.8%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,715	3.6%	119
Spent on foreign vacations in last 12 months: \$3,000+	4,081	5.4%	110
Foreign travel in last 3 years: used general travel website	4,922	6.5%	120
Nights spent in hotel/motel in last 12 months: any	32,933	43.8%	106
Took cruise of more than one day in last 3 years	6,880	9.1%	105
Member of any frequent flyer program	14,243	18.9%	114
Member of any hotel rewards program	11,221	14.9%	106

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# Sports and Leisure Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Demographic Summary	2015	2020
Population	98,678	106,553
Population 18+	75,253	80,931
Households	38,617	41,566
Median Household Income	\$64,501	\$76,474

Product/Consumer Behavior	Expected Number of	Percent	MPI
Participated in aerobics in last 12 months	7,465	9.9%	111
Participated in archery in last 12 months	1,560	2.1%	75
Participated in auto racing in last 12 months	1,276	1.7%	85
Participated in backpacking in last 12 months	2,227	3.0%	101
Participated in baseball in last 12 months	3,597	4.8%	107
Participated in basketball in last 12 months	6,470	8.6%	104
Participated in bicycling (mountain) in last 12 months	3,335	4.4%	110
Participated in bicycling (road) in last 12 months	7,803	10.4%	106
Participated in boating (power) in last 12 months	3,517	4.7%	88
Participated in bowling in last 12 months	8,226	10.9%	112
Participated in canoeing/kayaking in last 12 months	3,634	4.8%	90
Participated in fishing (fresh water) in last 12 months	7,540	10.0%	81
Participated in fishing (salt water) in last 12 months	2,970	3.9%	98
Participated in football in last 12 months	3,931	5.2%	104
Participated in Frisbee in last 12 months	3,717	4.9%	107
Participated in golf in last 12 months	7,084	9.4%	100
Participated in hiking in last 12 months	8,733	11.6%	116
Participated in horseback riding in last 12 months	1,771	2.4%	96
Participated in hunting with rifle in last 12 months	2,205	2.9%	64
Participated in hunting with shotgun in last 12 months	2,076	2.8%	68
Participated in ice skating in last 12 months	2,195	2.9%	113
Participated in jogging/running in last 12 months	10,798	14.3%	113
Participated in motorcycling in last 12 months	2,123	2.8%	92
Participated in Pilates in last 12 months	2,209	2.9%	105
Participated in skiing (downhill) in last 12 months	2,248	3.0%	104
Participated in soccer in last 12 months	3,355	4.5%	118
Participated in softball in last 12 months	2,684	3.6%	104
Participated in swimming in last 12 months	12,518	16.6%	105
Participated in target shooting in last 12 months	2,939	3.9%	86
Participated in tennis in last 12 months	3,529	4.7%	110
Participated in volleyball in last 12 months	2,901	3.9%	109
Participated in walking for exercise in last 12 months	21,057	28.0%	100
Participated in weight lifting in last 12 months	8,436	11.2%	105
Participated in yoga in last 12 months	6,003	8.0%	111
Spent on sports/rec equip in last 12 months: \$1-99	4,504	6.0%	100
Spent on sports/rec equip in last 12 months: \$100-\$249	4,921	6.5%	100
Spent on sports/rec equip in last 12 months: \$250+	5,183	6.9%	99
Attend sports events	19,542	26.0%	110
Attend sports events: auto racing (NASCAR)	1,426	1.9%	94
Attend sports events: baseball game - MLB reg seas	8,781	11.7%	121
Attend sports events: basketball game (college)	2,264	3.0%	102
Attend sports events: basketball game-NBA reg seas	3,051	4.1%	128
Attend sports events: football game (college)	4,244	5.6%	100
Attend sports events: football game-NFL Mon/Thurs	2,334	3.1%	120
Attend sports events: football game - NFL weekend	4,337	5.8%	124
Attend sports events: high school sports	2,818	3.7%	81
Attend sports events: ice hockey game-NHL reg seas	2,506	3.3%	119

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

Product/Consumer Behavior	Expected Number of	Percent	MPI
Listen to sports on radio	12,378	16.4%	106
Listen to baseball (MLB reg season) on radio often	2,159	2.9%	121
Listen to football (NFL Mon/Thurs) on radio often	1,533	2.0%	106
Listen to football (NFL wknd games) on radio often	1,866	2.5%	112
Listen to football (college) on radio often	1,397	1.9%	86
Watch sports on TV	48,014	63.8%	101
Watch on TV: alpine skiing/ski jumping	4,061	5.4%	97
Watch on TV: auto racing (NASCAR)	9,248	12.3%	85
Watch on TV: auto racing (not NASCAR)	4,264	5.7%	94
Watch on TV: baseball (MLB regular season)	19,461	25.9%	109
Watch on TV: baseball (MLB playoffs/World Series)	18,829	25.0%	108
Watch on TV: basketball (college)	11,198	14.9%	96
Watch on TV: basketball (NCAA tournament)	11,340	15.1%	96
Watch on TV: basketball (NBA regular season)	15,033	20.0%	109
Watch on TV: basketball (NBA playoffs/finals)	16,073	21.4%	108
Watch on TV: basketball (WNBA)	3,142	4.2%	92
Watch on TV: bicycle racing	2,338	3.1%	106
Watch on TV: bowling	2,842	3.8%	111
Watch on TV: boxing	7,331	9.7%	113
Watch on TV: bull riding (pro)	3,192	4.2%	77
Watch on TV: Equestrian events	2,219	2.9%	89
Watch on TV: extreme sports (summer)	4,837	6.4%	104
Watch on TV: extreme sports (winter)	5,260	7.0%	103
Watch on TV: figure skating	7,795	10.4%	98
Watch on TV: fishing	4,294	5.7%	83
Watch on TV: football (college)	18,549	24.6%	93
Watch on TV: football (NFL Mon/Thurs night games)	27,120	36.0%	105
Watch on TV: football (NFL weekend games)	28,784	38.2%	106
Watch on TV: football (NFL playoffs/Super Bowl)	29,400	39.1%	105
Watch on TV: golf (PGA)	11,174	14.8%	101
Watch on TV: golf (LPGA)	3,598	4.8%	97
Watch on TV: gymnastics	6,011	8.0%	97
Watch on TV: horse racing	2,374	3.2%	85
Watch on TV: ice hockey (NHL regular season)	7,938	10.5%	115
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	8,304	11.0%	117
Watch on TV: marathon/road running/triathlon	1,824	2.4%	108
Watch on TV: mixed martial arts (MMA)	4,228	5.6%	111
Watch on TV: motorcycle racing	3,294	4.4%	96
Watch on TV: Olympics (summer)	20,410	27.1%	102
Watch on TV: Olympics (winter)	19,576	26.0%	102
Watch on TV: poker	5,029	6.7%	102
Watch on TV: rodeo	2,679	3.6%	72
Watch on TV: soccer (MLS)	4,867	6.5%	118
Watch on TV: soccer (World Cup)	8,133	10.8%	113
Watch on TV: tennis (men` s)	7,603	10.1%	111
Watch on TV: tennis (women` s)	7,308	9.7%	111
Watch on TV: track & field	4,386	5.8%	104
Watch on TV: truck and tractor pull/mud racing	1,715	2.3%	78
Watch on TV: volleyball (pro beach)	3,356	4.5%	101
Watch on TV: weightlifting	1,341	1.8%	101
Watch on TV: wrestling (WWE)	2,394	3.2%	96

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# Sports and Leisure Market Potential

City of Renton  
Area: 23.61 square miles

Prepared by CED/Planning  
Latitude: 47.47585908  
Longitude: -122.190323

Product/Consumer Behavior	Expected Number of	Percent	MPI
Member of AARP	7,927	10.5%	89
Member of charitable organization	3,219	4.3%	94
Member of church board	2,043	2.7%	87
Member of fraternal order	1,855	2.5%	93
Member of religious club	2,778	3.7%	101
Member of union	3,354	4.5%	109
Member of veterans club	1,391	1.8%	78
Attended adult education course in last 12 months	4,965	6.6%	101
Went to art gallery in last 12 months	6,063	8.1%	110
Attended auto show in last 12 months	6,346	8.4%	102
Did baking in last 12 months	17,252	22.9%	99
Went to bar/night club in last 12 months	14,464	19.2%	112
Went to beach in last 12 months	19,824	26.3%	111
Played billiards/pool in last 12 months	6,338	8.4%	109
Played bingo in last 12 months	3,291	4.4%	105
Did birdwatching in last 12 months	3,051	4.1%	85
Played board game in last 12 months	10,521	14.0%	105
Read book in last 12 months	26,430	35.1%	102
Participated in book club in last 12 months	2,069	2.7%	101
Went on overnight camping trip in last 12 months	8,918	11.9%	93
Played cards in last 12 months	11,746	15.6%	95
Played chess in last 12 months	2,689	3.6%	110
Played computer game (offline w/software)/12 months	5,599	7.4%	103
Played computer game (online w/software)/12 months	5,836	7.8%	111
Played computer game (online w/o software)/12 months	7,085	9.4%	102
Cooked for fun in last 12 months	17,228	22.9%	104
Did crossword puzzle in last 12 months	8,099	10.8%	95
Danced/went dancing in last 12 months	7,334	9.7%	112
Attended dance performance in last 12 months	3,493	4.6%	113
Dined out in last 12 months	35,241	46.8%	104
Participated in fantasy sports league last 12 months	3,701	4.9%	121
Did furniture refinishing in last 12 months	2,106	2.8%	100
Gambled at casino in last 12 months	12,317	16.4%	111
Gambled in Atlantic City in last 12 months	2,540	3.4%	140
Gambled in Las Vegas in last 12 months	3,945	5.2%	127
Participate in indoor gardening/plant care	6,470	8.6%	89
Attended horse races in last 12 months	2,402	3.2%	116
Participated in karaoke in last 12 months	3,180	4.2%	116
Bought lottery ticket in last 12 months	27,865	37.0%	102
Played lottery 6+ times in last 30 days	8,660	11.5%	100
Bought lottery ticket in last 12 months: Daily Drawing	3,088	4.1%	99
Bought lottery ticket in last 12 months: Instant Game	12,512	16.6%	98
Bought lottery ticket in last 12 months: Mega Millions	15,284	20.3%	114
Bought lottery ticket in last 12 months: Powerball	13,807	18.3%	97
Attended a movie in last 6 months	48,367	64.3%	107
Attended movie in last 90 days: once/week or more	1,972	2.6%	114
Attended movie in last 90 days: 2-3 times a month	5,039	6.7%	109
Attended movie in last 90 days: once a month	8,341	11.1%	106
Attended movie in last 90 days: < once a month	28,862	38.4%	106
Movie genre seen at theater/6 months: action	21,834	29.0%	109

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Movie genre seen at theater/6 months: adventure	22,990	30.6%	108
Movie genre seen at theater/6 months: comedy	23,133	30.7%	109
Movie genre seen at theater/6 months: crime	12,524	16.6%	111
Movie genre seen at theater/6 months: drama	24,237	32.2%	108
Movie genre seen at theater/6 months: family	10,691	14.2%	103
Movie genre seen at theater/6 months: fantasy	14,947	19.9%	107
Movie genre seen at theater/6 months: horror	5,865	7.8%	110
Movie genre seen at theater/6 months: romance	12,318	16.4%	106
Movie genre seen at theater/6 months: science fiction	13,082	17.4%	111
Movie genre seen at theater/6 months: thriller	13,853	18.4%	110
Went to museum in last 12 months	10,920	14.5%	112
Attended classical music/opera performance/12 months	3,029	4.0%	105
Attended country music performance in last 12 months	3,569	4.7%	86
Attended rock music performance in last 12 months	8,560	11.4%	117
Played musical instrument in last 12 months	5,670	7.5%	108
Did painting/drawing in last 12 months	4,999	6.6%	113
Did photo album/scrapbooking in last 12 months	4,459	5.9%	105
Did photography in last 12 months	8,143	10.8%	110
Did Sudoku puzzle in last 12 months	8,083	10.7%	101
Went to live theater in last 12 months	10,116	13.4%	107
Visited a theme park in last 12 months	16,203	21.5%	120
Visited a theme park 5+ times in last 12 months	3,196	4.2%	113
Participated in trivia games in last 12 months	4,146	5.5%	106
Played video/electronic game (console) last 12 months	9,635	12.8%	112
Played video/electronic game (portable) last 12 months	3,733	5.0%	111
Visited an indoor water park in last 12 months	2,521	3.4%	107
Did woodworking in last 12 months	2,724	3.6%	84
Participated in word games in last 12 months	8,579	11.4%	106
Went to zoo in last 12 months	9,821	13.1%	111
Purchased DVDs in last 30 days: 1	2,845	3.8%	100
Purchased DVDs in last 30 days: 2	2,300	3.1%	98
Purchased DVDs in last 30 days: 3+	4,169	5.5%	99
Purchased DVD/Blu-ray disc online in last 12 months	5,837	7.8%	120
Rented DVDs in last 30 days: 1	3,221	4.3%	111
Rented DVDs in last 30 days: 2	3,674	4.9%	101
Rented DVDs in last 30 days: 3+	13,817	18.4%	109
Rented movie/oth video/30 days: action/adventure	21,474	28.5%	110
Rented movie/oth video/30 days: classics	6,550	8.7%	115
Rented movie/oth video/30 days: comedy	21,337	28.4%	110
Rented movie/oth video/30 days: drama	14,770	19.6%	112
Rented movie/oth video/30 days: family/children	8,772	11.7%	105
Rented movie/oth video/30 days: foreign	2,915	3.9%	120
Rented movie/oth video/30 days: horror	7,456	9.9%	106
Rented movie/oth video/30 days: musical	2,466	3.3%	110
Rented movie/oth video/30 days: news/documentary	3,536	4.7%	113
Rented movie/oth video/30 days: romance	9,043	12.0%	114
Rented movie/oth video/30 days: science fiction	6,647	8.8%	108
Rented movie/oth video/30 days: TV show	6,563	8.7%	106
Rented movie/oth video/30 days: western	2,284	3.0%	92

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	2,874	3.8%	116
Rented DVD/Blu-ray/30 days: from netflix.com	11,193	14.9%	117
Rented/purch DVD/Blu-ray/30 days: from Redbox	15,499	20.6%	115
HH owns ATV/UTV	1,217	3.2%	57
Bought any children`s toy/game in last 12 months	25,837	34.3%	103
Spent on toys/games for child last 12 months: <\$50	4,425	5.9%	96
Spent on toys/games for child last 12 months: \$50-99	1,992	2.6%	99
Spent on toys/games for child last 12 months: \$100-199	4,607	6.1%	99
Spent on toys/games for child last 12 months: \$200-499	7,581	10.1%	105
Spent on toys/games for child last 12 months: \$500+	4,154	5.5%	111
Bought any toys/games online in last 12 months	5,661	7.5%	113
Bought infant toy in last 12 months	5,083	6.8%	103
Bought pre-school toy in last 12 months	5,303	7.0%	100
Bought for child last 12 months: boy action figure	5,768	7.7%	107
Bought for child last 12 months: girl action figure	2,464	3.3%	112
Bought for child last 12 months: action game	2,121	2.8%	108
Bought for child last 12 months: bicycle	5,235	7.0%	106
Bought for child last 12 months: board game	7,918	10.5%	104
Bought for child last 12 months: builder set	3,125	4.2%	105
Bought for child last 12 months: car	7,445	9.9%	105
Bought for child last 12 months: construction toy	3,486	4.6%	93
Bought for child last 12 months: fashion doll	3,603	4.8%	102
Bought for child last 12 months: large/baby doll	4,781	6.4%	95
Bought for child last 12 months: doll accessories	2,700	3.6%	100
Bought for child last 12 months: doll clothing	2,926	3.9%	103
Bought for child last 12 months: educational toy	9,369	12.5%	104
Bought for child last 12 months: electronic doll/animal	1,622	2.2%	90
Bought for child last 12 months: electronic game	6,319	8.4%	104
Bought for child last 12 months: mechanical toy	2,972	3.9%	110
Bought for child last 12 months: model kit/set	2,049	2.7%	112
Bought for child last 12 months: plush doll/animal	5,954	7.9%	107
Bought for child last 12 months: sound game	1,606	2.1%	99
Bought for child last 12 months: water toy	7,240	9.6%	103
Bought for child last 12 months: word game	2,396	3.2%	101

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Product/Consumer Behavior	Expected Number of	Percent	MPI
Bought digital book in last 12 months	9,707	12.9%	116
Bought hardcover book in last 12 months	17,823	23.7%	105
Bought paperback book in last 12 months	26,642	35.4%	105
Bought 1-3 books in last 12 months	15,975	21.2%	107
Bought 4-6 books in last 12 months	8,278	11.0%	103
Bought 7+ books in last 12 months	14,052	18.7%	103
Bought book (fiction) in last 12 months	22,215	29.5%	105
Bought book (non-fiction) in last 12 months	18,559	24.7%	104
Bought biography in last 12 months	5,893	7.8%	107
Bought children`s book in last 12 months	7,632	10.1%	105
Bought cookbook in last 12 months	6,812	9.1%	100
Bought history book in last 12 months	6,281	8.3%	105
Bought mystery book in last 12 months	8,828	11.7%	101
Bought novel in last 12 months	12,982	17.3%	106
Bought religious book (not bible) in last 12 mo	4,614	6.1%	94
Bought romance book in last 12 months	5,258	7.0%	97
Bought science fiction book in last 12 months	4,651	6.2%	110
Bought personal/business self-help book last 12 months	5,134	6.8%	114
Bought travel book in last 12 months	1,672	2.2%	93
Bought book online in last 12 months	16,010	21.3%	111
Bought book last 12 months: amazon.com	13,775	18.3%	113
Bought book last 12 months: barnes&noble.com	2,659	3.5%	107
Bought book last 12 months: Barnes & Noble book store	14,136	18.8%	118
Bought book last 12 months: other book store (not B&N)	8,597	11.4%	96
Bought book last 12 months: through book club	1,459	1.9%	106
Bought book last 12 months: mail order	1,395	1.9%	83
Listened to/purchased audiobook in last 6 months	3,725	4.9%	107

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