

2612 Colby Ave, Everett, Washington, 98201 Ring: 1 mile radius Colby Site Data Latitude: 47.98302

Longitude: -122.20856

Ton Tonoctry Segments	Porcent	Domographic Summany	2015	2020
Top Tapestry Segments Set to Impress (11D)	Percent 56.8%	Demographic Summary Population	18,158	19,013
Front Porches (8E)	15.4%	Households	7,471	7,974
Parks and Rec (5C)	13.7%	Families	3,123	3,301
Social Security Set (9F)	5.5%	Median Age	36.6	37.3
Emerald City (8B)	5.5%	Median Household Income	\$39,572	\$44,894
	5.5 %			ψ11,051
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		73	\$1,688.99	\$12,618,464
Men's		73	\$317.86	\$2,374,730
Women's		73	\$586.54	\$4,382,020
Children's		73	\$275.24	\$2,056,315
Footwear		74	\$339.16	\$2,533,875
Watches & Jewelry		70	\$101.40	\$757,524
Apparel Products and Services (1))	70	\$68.80	\$514,000
Computer)	, 0	\$00.00	<i>401</i> ,000
Computers and Hardware for Hom	ne Use	74	\$159.03	\$1,188,094
Portable Memory		79	\$4.23	\$31,608
Computer Software		79	\$15.94	\$119,099
Computer Accessories		70	\$13.34	\$99,691
Entertainment & Recreation		69	\$2,277.71	\$17,016,777
Fees and Admissions		69	\$445.35	\$3,327,225
Membership Fees for Clubs (2)		68	\$115.97	\$866,434
Fees for Participant Sports, exc	l. Trips	68	\$82.36	\$615,302
Admission to Movie/Theatre/Op		73	\$121.09	\$904,663
Admission to Sporting Events, e	•	66	\$43.99	\$328,670
Fees for Recreational Lessons		66	\$81.30	\$607,384
Dating Services		107	\$0.64	\$4,773
TV/Video/Audio		73	\$957.43	\$7,152,992
Cable and Satellite Television Ser	vices	73	\$649.81	\$4,854,746
Televisions		74	\$108.97	\$814,084
Satellite Dishes		73	\$1.14	\$8,540
VCRs, Video Cameras, and DVD P	layers	77	\$8.40	\$62,746
Miscellaneous Video Equipment		67	\$7.17	\$53,534
Video Cassettes and DVDs		77	\$24.74	\$184,819
Video Game Hardware/Accessorie	S	81	\$18.70	\$139,687
Video Game Software		80	\$21.88	\$163,469
Streaming/Downloaded Video		77	\$4.43	\$33,118
Rental of Video Cassettes and DV	Ds	77	\$18.08	\$135,097
Installation of Televisions		61	\$0.68	\$5,110
Audio (3)		73	\$89.78	\$670,740
Rental and Repair of TV/Radio/So	und Equipment	68	\$3.65	\$27,302
Pets		65	\$367.49	\$2,745,511
Toys and Games (4)		74	\$91.29	\$682,002
Recreational Vehicles and Fees (5)	54	\$117.34	\$876,658
Sports/Recreation/Exercise Equip	ment (6)	62	\$118.22	\$883,190
Photo Equipment and Supplies (7))	71	\$57.50	\$429,559
Reading (8)		70	\$106.15	\$793,056
Catered Affairs (9)		71	\$16.94	\$126,584
Food		73	\$6,194.44	\$46,278,670
Food at Home		73	\$3,821.41	\$28,549,774
Bakery and Cereal Products		73	\$535.07	\$3,997,537
Meats, Poultry, Fish, and Eggs		73	\$836.08	\$6,246,337
Dairy Products		72	\$404.68	\$3,023,371
Fruits and Vegetables		74	\$729.58	\$5,450,720
Snacks and Other Food at Hom	e (10)	73	\$1,316.00	\$9,831,809
Food Away from Home		72	\$2,373.03	\$17,728,896
Alcoholic Beverages		76	\$421.10	\$3,146,003
Nonalcoholic Beverages at Home		74	\$368.63	\$2,754,053
Data Note: The Spending Potential Index (SPI)) is household-based, a	and represents the amount spent for a produ	act or service relative to a nationa	al average of 100. Detail

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.



2612 Colby Ave, Everett, Washington, 98201 Ring: 1 mile radius Colby Site Data

Latitude: 47.98302 Longitude: -122.20856

	Spending Potential	Average Amount	
	Index	Spent	Total
Financial			
Investments	65	\$1,791.70	\$13,385,789
Vehicle Loans	68	\$2,893.56	\$21,617,754
Health			
Nonprescription Drugs	66	\$85.82	\$641,139
Prescription Drugs	65	\$324.23	\$2,422,348
Eyeglasses and Contact Lenses	67	\$60.43	\$451,506
Home			
Mortgage Payment and Basics (11)	60	\$5,590.21	\$41,764,451
Maintenance and Remodeling Services	57	\$959.67	\$7,169,692
Maintenance and Remodeling Materials (12)	54	\$161.24	\$1,204,633
Utilities, Fuel, and Public Services	70	\$3,566.39	\$26,644,463
Household Furnishings and Equipment			
Household Textiles (13)	73	\$71.84	\$536,680
Furniture	70	\$361.86	\$2,703,430
Rugs	64	\$15.78	\$117,901
Major Appliances (14)	64	\$171.61	\$1,282,079
Housewares (15)	71	\$51.23	\$382,765
Small Appliances	73	\$33.49	\$250,167
Luggage	68	\$6.29	\$46,973
Telephones and Accessories	69	\$34.68	\$259,089
Household Operations			
Child Care	72	\$322.20	\$2,407,125
Lawn and Garden (16)	59	\$256.64	\$1,917,362
Moving/Storage/Freight Express	84	\$62.07	\$463,743
Housekeeping Supplies (17)	70	\$502.07	\$3,750,977
Insurance			1-77-
Owners and Renters Insurance	59	\$297.08	\$2,219,468
Vehicle Insurance	71	\$860.33	\$6,427,544
Life/Other Insurance	58	\$269.19	\$2,011,087
Health Insurance	66	\$1,753.81	\$13,102,702
Personal Care Products (18)	71	\$332.26	\$2,482,324
School Books and Supplies (19)	77	\$138.14	\$1,032,043
Smoking Products	80	\$370.72	\$2,769,644
Transportation		\$570.72	Ψ2,705,011
Vehicle Purchases (Net Outlay) (20)	67	\$2,718.31	\$20,308,464
Gasoline and Motor Oil	70	\$2,459.31	\$18,373,491
Vehicle Maintenance and Repairs	70	\$791.77	\$5,915,324
Travel	/1	ψ/ Στ./ /	43,513,32 4
Airline Fares	71	\$339.60	\$2,537,157
Lodging on Trips	63	\$284.74	\$2,127,311
Auto/Truck/Van Rental on Trips	67	\$22.69	\$169,501
Food and Drink on Trips	66	\$22.09	
FUOU ANU DINIK ON TINPS	66	\$308.81	\$2,307,103

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.



2612 Colby Ave, Everett, Washington, 98201 Ring: 1 mile radius

(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.



2612 Colby Ave, Everett, Washington, 98201 Ring: 3 mile radius Colby Site Data Latitude: 47.98302

Longitude: -122.20856

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Fees for Recreational Lessons 82 \$100.33 \$1,913,073 Dating Services 103 \$0.62 \$11,829 TV/Video/Audio 82 \$1,075.01 \$20,498,377 Cable and Satellite Television Services 82 \$731.66 \$13,951,310 Televisions 82 \$121.82 \$2,322,774 Satellite Dishes 79 \$1.24 \$23,605 VCRs, Video Cameras, and DVD Players 84 \$9.25 \$176,469 Miscellaneous Video Equipment 73 \$7.87 \$150,033 Video Game Entware/Accessories 86 \$19.85 \$378,576 Video Game Software 86 \$23.53 \$448,726 Streaming/Downloaded Video 86 \$4.92 \$93,817 Rental of Video Cassettes and DVDs 83 \$19.49 \$371,624 Installation of Televisions 74 \$0.83 \$1,946,413 Rental and Repair of TV/Radio/Sound Equipment 78 \$424.08 \$8,086,372 Pots 75 \$424.08 \$8,086,372 Sports/Recreational Vechicle	Admission to Movie/Theatre/Ope	era/Ballet	84	\$138.87	\$2,648,055
Dating Services 103 \$0.62 \$11,829 TV/Video/Audio 82 \$1,075.01 \$20,498,377 Cable and Satellite Television Services 82 \$731.66 \$13,951,310 Televisions 82 \$121.82 \$2,322,774 Satellite Dishes 79 \$1.24 \$23,605 VCRs, Video Cameras, and DVD Players 84 \$9.25 \$176,469 Miscellaneous Video Equipment 73 \$7.87 \$1510,421 Video Cassettes and DVDs 83 \$26.77 \$510,421 Video Game Hardware/Accessories 86 \$13.85 \$378,576 Video Game Software 86 \$4.92 \$93,817 Rental of Video Cassettes and DVDs 83 \$19.49 \$331,624 Installation of Televisions 74 \$0.83 \$15,864 Audio (3) 84 \$103.56 \$1,974,641 Rental and Repair of TV/Radio/Sound Equipment 78 \$42.42 \$80,65,372 Toys and Games (4) 84 \$102.80 \$1,960,109 Recational Vehicles and Fees (5)	Admission to Sporting Events, e	xcl. Trips	77	\$51.48	\$981,573
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Cable and Satellite Television Services 82 \$731.66 \$13,951,310 Televisions 82 \$121.82 \$2,32,774 Satellite Dishes 79 \$1.24 \$23,605 VCRs, Video Cameras, and DVD Players 84 \$9.25 \$176,469 Miscellaneous Video Equipment 73 \$7.87 \$150,038 Video Cassettes and DVDS 83 \$26.77 \$510,0421 Video Game Hardware/Accessories 86 \$19.85 \$378,576 Video Game Hardware/Accessories 86 \$4.92 \$93,817 Rental of Video Cassettes and DVDs 83 \$19.49 \$371,624 Installation of Televisions 74 \$0.83 \$15,864 Audio (3) 84 \$103.56 \$1,974,641 Rental and Repair of TV/Radio/Sound Equipment 78 \$42.22 \$80,512 Pets 75 \$424.08 \$8,086,372 Toys and Games (4) 84 \$102.80 \$1,960,109 Recreational Vehicles and Fees (5) 68 \$148.39 \$2,829,467 Sports/Recreation/Exercise Equipment (6) 72 \$136.85 \$2,609,525	Dating Services		103	\$0.62	\$11,829
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Satellite Dishes 79 \$1.24 \$23,605 VCRs, Video Cameras, and DVD Players 84 \$9.25 \$176,469 Miscellaneous Video Equipment 73 \$7.87 \$150,038 Video Cassettes and DVDs 83 \$26.77 \$510,421 Video Game Hardware/Accessories 86 \$23.53 \$4448,726 Streaming/Downloaded Video 86 \$23.53 \$4448,726 Streaming/Downloaded Video 86 \$4.92 \$93,817 Rental of Video Cassettes and DVDs 83 \$19.49 \$371,624 Installation of Televisions 74 \$0.83 \$15,864 Audio (3) 84 \$103.56 \$1,974,641 Rental and Repair of TV/Radio/Sound Equipment 78 \$4.22 \$80,512 Pets 75 \$424.08 \$8,066,372 \$50075 Toys and Games (4) 84 \$102.80 \$1,960,109 Recreational Vehicles and Fees (5) 68 \$148.39 \$2,829,467 Sports/Recreation/Exercise Equipment (6) 72 \$136.85 \$20.07 \$334,672 <td>Cable and Satellite Television Serv</td> <td>vices</td> <td></td> <td></td> <td></td>	Cable and Satellite Television Serv	vices			
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	5	is household-based			

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.



2612 Colby Ave, Everett, Washington, 98201 Ring: 3 mile radius Colby Site Data

Latitude: 47.98302 Longitude: -122.20856

	Spending Potential Index	Average Amount Spent	Total
Financial	Index	Spent	Totai
Investments	76	\$2,080.00	\$39,661,452
Vehicle Loans	77	\$3,266.34	\$62,282,641
Health		+0)200101	<i>+02/202/0</i> ·2
Nonprescription Drugs	76	\$98.24	\$1,873,213
Prescription Drugs	76	\$375.85	\$7,166,659
Eyeqlasses and Contact Lenses	78	\$70.32	\$1,340,904
Home		T	+-/ /
Mortgage Payment and Basics (11)	75	\$6,989.38	\$133,273,444
Maintenance and Remodeling Services	72	\$1,215.82	\$23,183,307
Maintenance and Remodeling Materials (12)	68	\$203.04	\$3,871,541
Utilities, Fuel, and Public Services	80	\$4,052.04	\$77,264,251
Household Furnishings and Equipment		\$ 1,032.01	φ//,201,231
Household Textiles (13)	83	\$81.97	\$1,563,069
Furniture	79	\$409.59	\$7,810,141
Rugs	79	\$19.37	\$369,434
Major Appliances (14)	75	\$201.49	\$3,842,036
Housewares (15)	81	\$58.12	\$1,108,246
Small Appliances	82	\$37.70	\$718,945
Luggage	80	\$7.39	\$140,857
Telephones and Accessories	78	\$38.93	\$742,365
Household Operations	70	450.95	φ/ +2,305
Child Care	84	\$373.70	\$7,125,746
	72	\$313.84	\$5,984,275
Lawn and Garden (16)	89	\$515.64	
Moving/Storage/Freight Express	79		\$1,261,335
Housekeeping Supplies (17)	/9	\$571.25	\$10,892,599
Insurance	72	¢262.07	¢C 002 020
Owners and Renters Insurance		\$362.07	\$6,903,929
Vehicle Insurance	81 71	\$979.36	\$18,674,490
Life/Other Insurance		\$325.98	\$6,215,801
Health Insurance	78	\$2,052.19	\$39,131,097
Personal Care Products (18)	80	\$372.04	\$7,094,085
School Books and Supplies (19)	84	\$150.56	\$2,870,837
Smoking Products	84	\$392.68	\$7,487,705
Transportation	76		+50 (01 002
Vehicle Purchases (Net Outlay) (20)	76	\$3,077.51	\$58,681,993
Gasoline and Motor Oil	78	\$2,750.17	\$52,440,287
Vehicle Maintenance and Repairs	80	\$898.26	\$17,128,115
Travel		+206.45	
Airline Fares	83	\$396.46	\$7,559,623
Lodging on Trips	76	\$343.30	\$6,546,017
Auto/Truck/Van Rental on Trips	79	\$26.53	\$505,823
Food and Drink on Trips	78	\$362.24	\$6,907,261

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.



2612 Colby Ave, Everett, Washington, 98201 Ring: 3 mile radius

(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.



2612 Colby Ave, Everett, Washington, 98201 Ring: 5 mile radius Colby Site Data Latitude: 47.98302

Longitude: -122.20856

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Front Porches (8E)	18.0%	Population	107,812	114,160
Parks and Rec (5C)	13.5%	Households	41,842	44,465
Set to Impress (11D)	10.7%	Families	24,915	26,396
Up and Coming Families (7A)	9.0%	Median Age	36.0	36.5
Metro Fusion (11C)	6.6%	Median Household Income	\$54,052	\$62,313
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		92	\$2,139.14	\$89,505,861
Men's		92	\$400.19	\$16,744,682
Women's		92	\$738.74	\$30,910,524
Children's		95	\$353.51	\$14,791,691
Footwear		93		
		93	\$425.04	\$17,784,401
Watches & Jewelry			\$132.90	\$5,560,627
Apparel Products and Services (1)		91	\$88.76	\$3,713,936
Computer	11	02	+200.20	+0.000.014
Computers and Hardware for Home	Use	93	\$200.36	\$8,383,644
Portable Memory		95	\$5.12	\$214,433
Computer Software		98	\$19.86	\$830,944
Computer Accessories		91	\$17.32	\$724,781
Entertainment & Recreation		89	\$2,949.08	\$123,395,270
Fees and Admissions		92	\$591.88	\$24,765,398
Membership Fees for Clubs (2)		90	\$153.72	\$6,431,940
Fees for Participant Sports, excl.	•	92	\$110.98	\$4,643,625
Admission to Movie/Theatre/Ope	ra/Ballet	95	\$155.82	\$6,519,790
Admission to Sporting Events, ex	cl. Trips	87	\$58.00	\$2,426,881
Fees for Recreational Lessons		92	\$112.72	\$4,716,352
Dating Services		107	\$0.64	\$26,808
TV/Video/Audio		91	\$1,189.35	\$49,764,896
Cable and Satellite Television Servi	ces	90	\$803.77	\$33,631,526
Televisions		93	\$136.94	\$5,729,932
Satellite Dishes		90	\$1.41	\$58,879
VCRs, Video Cameras, and DVD Pla	vers	94	\$10.28	\$430,100
Miscellaneous Video Equipment	/	91	\$9.78	\$409,368
Video Cassettes and DVDs		94	\$30.16	\$1,261,937
Video Game Hardware/Accessories		96	\$22.17	\$927,610
Video Game Software		95	\$26.20	\$1,096,361
Streaming/Downloaded Video		99	\$5.69	\$238,278
Rental of Video Cassettes and DVD	2	95	\$22.34	\$934,857
Installation of Televisions	5	87	\$0.98	\$41,037
Audio (3)		93	\$114.85	\$4,805,517
Rental and Repair of TV/Radio/Sour	nd Equipmont	89	\$114.05	\$199,496
Pets		85	\$483.66	\$20,237,402
Toys and Games (4)		93	\$113.60	\$4,753,142
Recreational Vehicles and Fees (5)	ant (C)	79	\$172.50	\$7,217,613
Sports/Recreation/Exercise Equipm	ent (6)	87	\$164.19	\$6,870,018
Photo Equipment and Supplies (7)		93	\$75.77	\$3,170,173
Reading (8)		89	\$135.58	\$5,672,772
Catered Affairs (9)		95	\$22.56	\$943,855
Food		91	\$7,774.95	\$325,319,619
Food at Home		91	\$4,755.49	\$198,979,065
Bakery and Cereal Products		91	\$662.23	\$27,709,174
Meats, Poultry, Fish, and Eggs		91	\$1,046.57	\$43,790,618
Dairy Products		90	\$508.35	\$21,270,582
Fruits and Vegetables		92	\$908.36	\$38,007,714
Snacks and Other Food at Home	(10)	91	\$1,629.96	\$68,200,977
Food Away from Home		92	\$3,019.47	\$126,340,554
Alcoholic Beverages		94	\$522.27	\$21,852,978
Nonalcoholic Beverages at Home		91	\$453.97	\$18,994,926
Data Note: The Spending Potential Index (SPI) is	s household-based,	and represents the amount spent for a prod	uct or service relative to a nation	al average of 100. Detail

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.



2612 Colby Ave, Everett, Washington, 98201 Ring: 5 mile radius Colby Site Data

Latitude: 47.98302 Longitude: -122.20856

	Spending Potential Index	Average Amount Spent	Total
Financial	Index	Spent	TOLAI
Investments	87	\$2,385.77	\$99,825,475
Vehicle Loans	90	\$3,818.58	\$159,777,129
Health	50	\$5,610.50	<i><i><i>q</i>135,777,125</i></i>
Nonprescription Drugs	86	\$110.86	\$4,638,761
Prescription Drugs	84	\$417.10	\$17,452,318
Eyeglasses and Contact Lenses	87	\$78.17	\$3,270,704
Home	0,	¢, 011,	<i>43727077</i> 01
Mortgage Payment and Basics (11)	87	\$8,160.31	\$341,443,494
Maintenance and Remodeling Services	83	\$1,397.84	\$58,488,254
Maintenance and Remodeling Materials (12)	79	\$236.64	\$9,901,460
Utilities, Fuel, and Public Services	89	\$4,520.80	\$189,159,132
Household Furnishings and Equipment	69	\$7,520.00	\$109,109,102
Household Textiles (13)	92	\$90.45	\$3,784,779
Furniture	91	\$468.19	\$19,590,204
Rugs	85	\$20.91	\$875,025
Major Appliances (14)	87	\$233.55	\$9,772,310
Housewares (15)	90	\$65.24	\$2,729,792
Small Appliances	91	\$41.56	\$1,739,092
	92	\$8.42	\$352,135
Telephones and Accessories	90	\$44.88	\$1,878,009
Household Operations	90	\$44.00	\$1,878,009
Child Care	96	¢439.73	¢17 029 400
		\$428.72	\$17,938,499
Lawn and Garden (16)	82	\$357.67	\$14,965,541
Moving/Storage/Freight Express	99	\$73.45	\$3,073,218
Housekeeping Supplies (17)	89	\$642.34	\$26,876,739
Insurance	22		+17 001 170
Owners and Renters Insurance	83	\$415.64	\$17,391,179
Vehicle Insurance	91	\$1,103.38	\$46,167,751
Life/Other Insurance	82	\$379.14	\$15,864,074
Health Insurance	86	\$2,283.56	\$95,548,925
Personal Care Products (18)	91	\$425.82	\$17,817,268
School Books and Supplies (19)	93	\$168.09	\$7,033,072
Smoking Products	90	\$417.88	\$17,484,869
Transportation			
Vehicle Purchases (Net Outlay) (20)	88	\$3,552.06	\$148,625,501
Gasoline and Motor Oil	89	\$3,131.91	\$131,045,280
Vehicle Maintenance and Repairs	91	\$1,013.40	\$42,402,689
Travel			
Airline Fares	93	\$444.79	\$18,610,974
Lodging on Trips	87	\$393.59	\$16,468,451
Auto/Truck/Van Rental on Trips	92	\$31.00	\$1,297,220
Food and Drink on Trips	89	\$413.04	\$17,282,515

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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2612 Colby Ave, Everett, Washington, 98201 Ring: 5 mile radius

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(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.

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(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.