

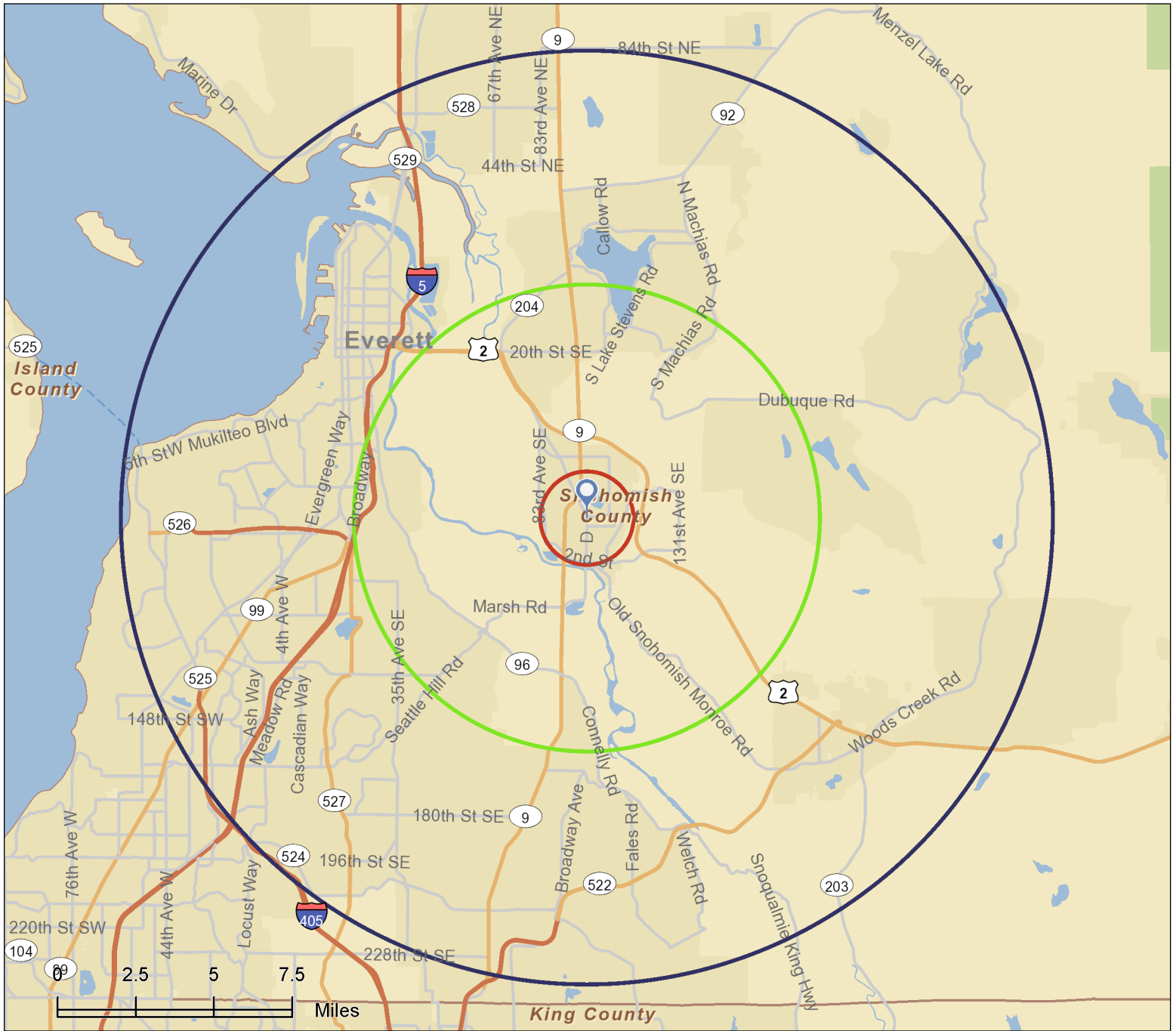
# Site Details Map

Snohomish Trade Area: 1221 Ave D , Snohomish, WA  
Ring: 1, 5, 10 Miles

[www.businessdecision.info](http://www.businessdecision.info)

Latitude: 47.926582

Longitude: -122.098036



### This site is located in:

<b>City:</b>	Snohomish city	<b>County:</b>	Snohomish County
<b>State:</b>	Washington	<b>Census Tract:</b>	53061052401
<b>ZIP Code:</b>	98290	<b>Census Block</b>	530610524015
<b>CBSA:</b>	Seattle-Tacoma-Bellevue, WA Metropolitan Statistical Area (42660)		

# Demographic and Income Profile Report

Snohomish Trade Area: 1221 Ave D , Snohomish, WA  
 Ring: 1 mile radius

www.businessdecision.info

Latitude: 47.926582  
 Longitude: -122.098036

Summary	2000	2010	2015
Population	8,476	8,708	8,861
Households	3,204	3,400	3,479
Families	2,128	2,219	2,258
Average Household Size	2.52	2.47	2.46
Owner Occupied Housing Units	1,881	1,979	2,008
Renter Occupied Housing Units	1,323	1,420	1,471
Median Age	34.9	36.5	36.8
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.35%	1.21%	0.76%
Households	0.46%	1.24%	0.78%
Families	0.35%	1.17%	0.64%
Owner HHs	0.29%	1.27%	0.82%
Median Household Income	3.41%	2.66%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	327	10.4%	236	6.9%	174	5.0%
\$15,000 - \$24,999	340	10.8%	245	7.2%	178	5.1%
\$25,000 - \$34,999	357	11.4%	196	5.8%	149	4.3%
\$35,000 - \$49,999	578	18.4%	479	14.1%	328	9.4%
\$50,000 - \$74,999	670	21.3%	745	21.9%	755	21.7%
\$75,000 - \$99,999	455	14.5%	616	18.1%	578	16.6%
\$100,000 - \$149,999	340	10.8%	694	20.4%	1,025	29.5%
\$150,000 - \$199,999	61	1.9%	113	3.3%	187	5.4%
\$200,000+	15	0.5%	73	2.1%	106	3.0%
Median Household Income	\$49,107		\$67,888		\$80,272	
Average Household Income	\$56,834		\$76,105		\$88,161	
Per Capita Income	\$21,158		\$30,389		\$35,410	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	655	7.7%	649	7.5%	637	7.2%
5 - 9	590	7.0%	653	7.5%	637	7.2%
10 - 14	599	7.1%	595	6.8%	618	7.0%
15 - 19	648	7.6%	534	6.1%	573	6.5%
20 - 24	470	5.5%	501	5.8%	485	5.5%
25 - 34	1,292	15.2%	1,224	14.1%	1,271	14.3%
35 - 44	1,442	17.0%	1,228	14.1%	1,176	13.3%
45 - 54	1,133	13.4%	1,300	14.9%	1,147	12.9%
55 - 64	570	6.7%	983	11.3%	1,094	12.4%
65 - 74	435	5.1%	454	5.2%	631	7.1%
75 - 84	406	4.8%	361	4.1%	366	4.1%
85+	237	2.8%	224	2.6%	224	2.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,962	93.9%	7,912	90.9%	7,952	89.7%
Black Alone	42	0.5%	72	0.8%	86	1.0%
American Indian Alone	45	0.5%	54	0.6%	54	0.6%
Asian Alone	107	1.3%	180	2.1%	219	2.5%
Pacific Islander Alone	10	0.1%	15	0.2%	15	0.2%
Some Other Race Alone	78	0.9%	148	1.7%	170	1.9%
Two or More Races	232	2.7%	327	3.8%	366	4.1%
Hispanic Origin (Any Race)	310	3.7%	583	6.7%	720	8.1%

Data Note: Income is expressed in current dollars

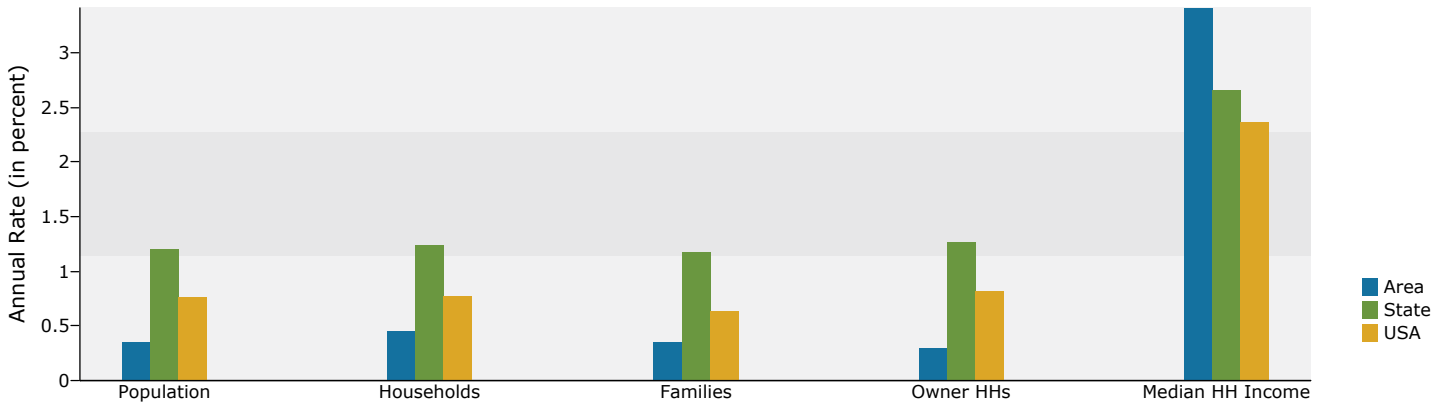
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

# Demographic and Income Profile Report

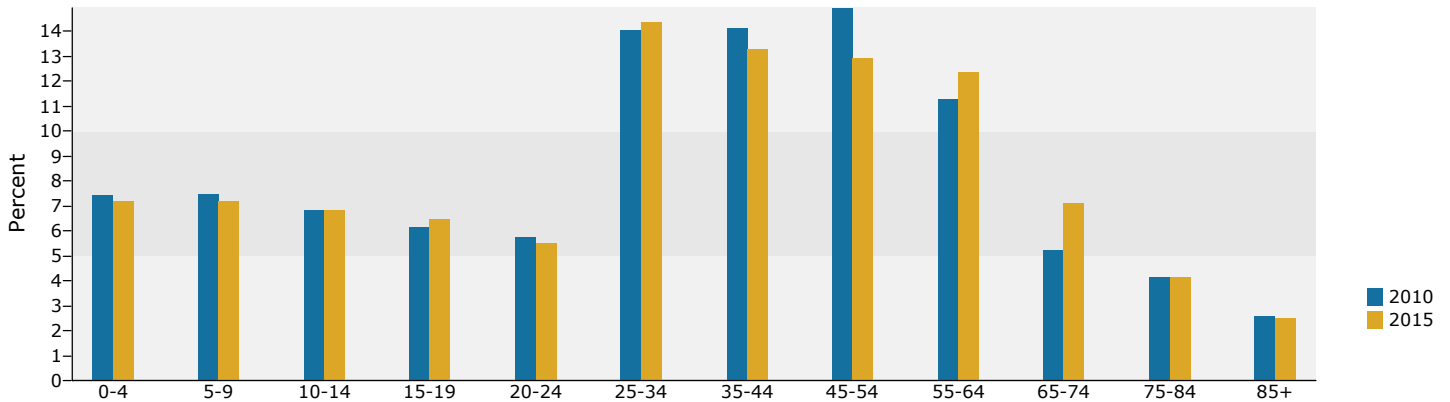
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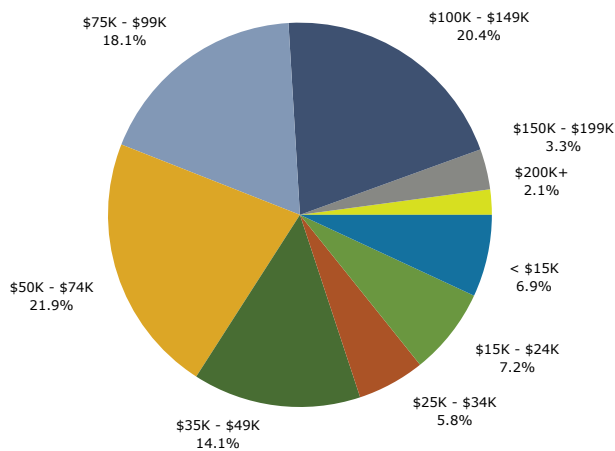
## Trends 2010-2015



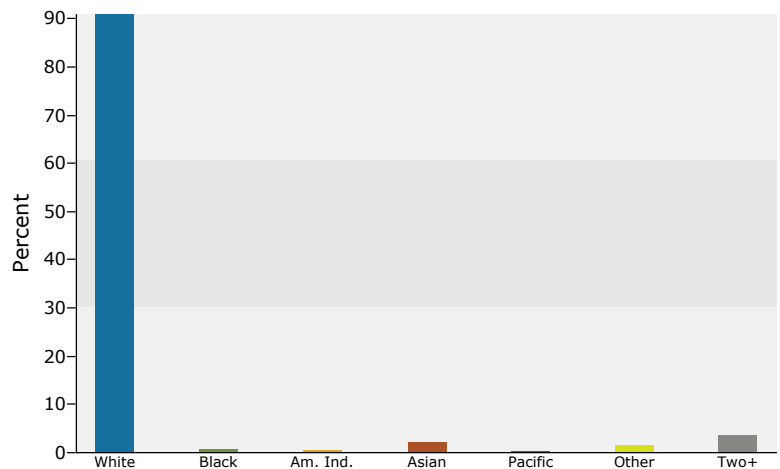
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 6.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

# Demographic and Income Profile Report

Snohomish Trade Area: 1221 Ave D , Snohomish, WA  
Ring: 5 miles radius

www.businessdecision.info

Latitude: 47.926582

Longitude: -122.098036

Summary	2000		2010		2015	
Population	64,191		76,531		82,024	
Households	22,070		26,815		28,833	
Families	17,196		20,830		22,382	
Average Household Size	2.88		2.83		2.82	
Owner Occupied Housing Units	17,749		21,330		22,973	
Renter Occupied Housing Units	4,321		5,485		5,860	
Median Age	34.5		36.5		36.5	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	1.40%		1.21%		0.76%	
Households	1.46%		1.24%		0.78%	
Families	1.45%		1.17%		0.64%	
Owner HHs	1.50%		1.27%		0.82%	
Median Household Income	4.18%		2.66%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,197	5.4%	912	3.4%	653	2.3%
\$15,000 - \$24,999	1,427	6.5%	977	3.6%	699	2.4%
\$25,000 - \$34,999	1,907	8.6%	1,146	4.3%	849	2.9%
\$35,000 - \$49,999	3,499	15.8%	2,709	10.1%	1,808	6.3%
\$50,000 - \$74,999	5,548	25.1%	5,987	22.3%	5,869	20.4%
\$75,000 - \$99,999	4,395	19.9%	5,111	19.1%	4,554	15.8%
\$100,000 - \$149,999	3,246	14.7%	7,715	28.8%	10,852	37.6%
\$150,000 - \$199,999	521	2.4%	1,361	5.1%	2,248	7.8%
\$200,000+	359	1.6%	896	3.3%	1,303	4.5%
Median Household Income	\$62,836		\$81,401		\$99,895	
Average Household Income	\$69,883		\$91,574		\$103,862	
Per Capita Income	\$24,194		\$32,373		\$36,824	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,873	7.6%	5,740	7.5%	6,058	7.4%
5 - 9	5,452	8.5%	6,038	7.9%	6,421	7.8%
10 - 14	5,615	8.7%	6,170	8.1%	6,727	8.2%
15 - 19	4,866	7.6%	5,575	7.3%	5,651	6.9%
20 - 24	2,782	4.3%	3,620	4.7%	3,936	4.8%
25 - 34	9,039	14.1%	9,313	12.2%	10,452	12.7%
35 - 44	12,657	19.7%	12,371	16.2%	12,124	14.8%
45 - 54	9,333	14.5%	12,977	17.0%	12,688	15.5%
55 - 64	4,526	7.1%	8,330	10.9%	9,940	12.1%
65 - 74	2,684	4.2%	3,638	4.8%	5,039	6.1%
75 - 84	1,699	2.6%	1,891	2.5%	2,094	2.6%
85+	667	1.0%	866	1.1%	896	1.1%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	57,924	90.2%	65,452	85.5%	68,698	83.8%
Black Alone	593	0.9%	1,189	1.6%	1,487	1.8%
American Indian Alone	477	0.7%	633	0.8%	681	0.8%
Asian Alone	2,328	3.6%	4,266	5.6%	5,294	6.5%
Pacific Islander Alone	97	0.2%	169	0.2%	182	0.2%
Some Other Race Alone	887	1.4%	1,844	2.4%	2,200	2.7%
Two or More Races	1,885	2.9%	2,979	3.9%	3,482	4.2%
Hispanic Origin (Any Race)	2,255	3.5%	4,749	6.2%	6,027	7.3%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 02, 2011

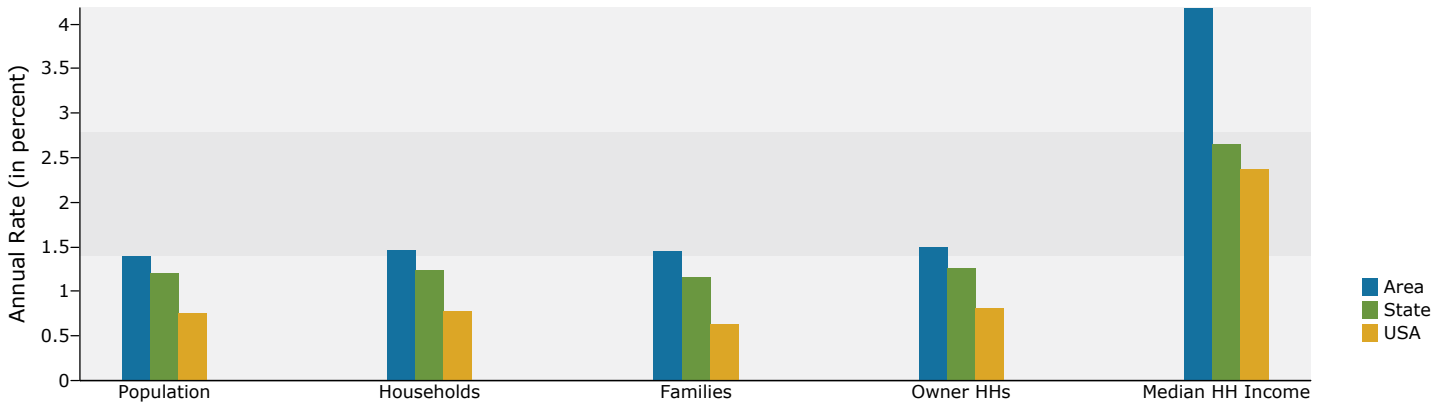
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# Demographic and Income Profile Report

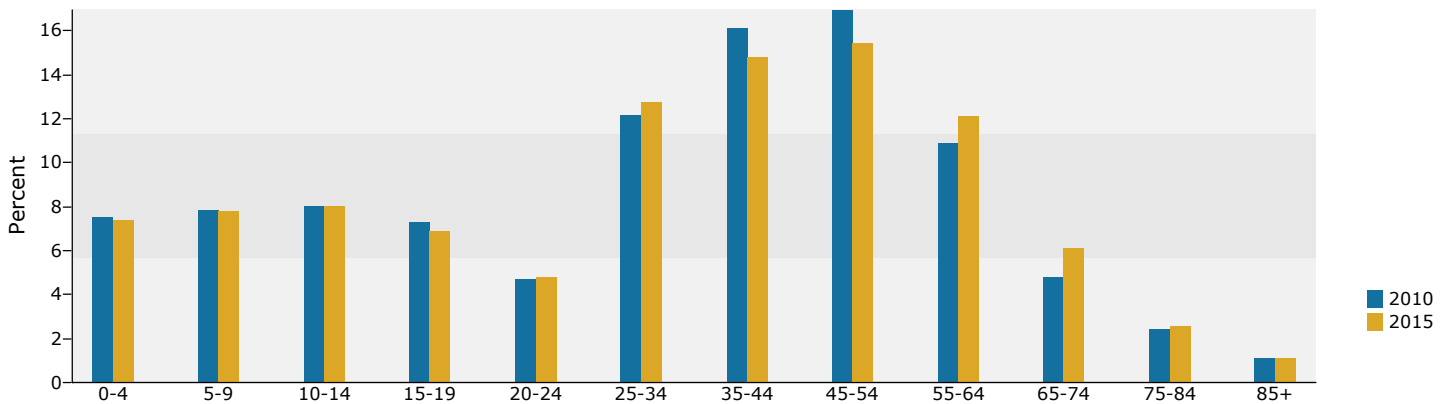
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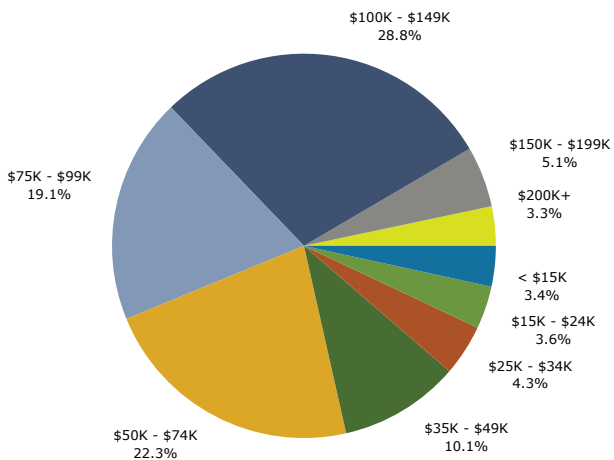
## Trends 2010-2015



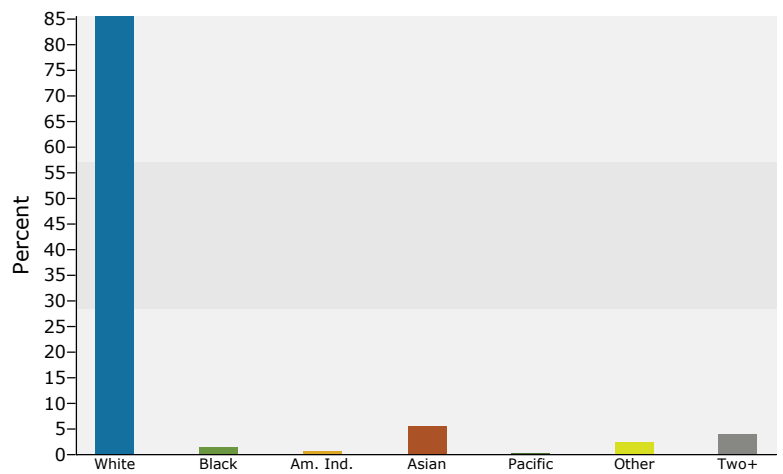
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 6.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 02, 2011

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# Demographic and Income Profile Report

Snohomish Trade Area: 1221 Ave D , Snohomish, WA  
 Ring: 10 miles radius

www.businessdecision.info

Latitude: 47.926582

Longitude: -122.098036

Summary	2000		2010		2015	
Population	334,917		404,746		433,471	
Households	123,074		150,404		161,560	
Families	85,995		104,255		111,690	
Average Household Size	2.66		2.64		2.64	
Owner Occupied Housing Units	79,406		97,569		105,256	
Renter Occupied Housing Units	43,668		52,835		56,304	
Median Age	33.4		35.1		35.2	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	1.38%		1.21%		0.76%	
Households	1.44%		1.24%		0.78%	
Families	1.39%		1.17%		0.64%	
Owner HHs	1.53%		1.27%		0.82%	
Median Household Income	2.86%		2.66%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	10,964	8.9%	8,984	6.0%	7,157	4.4%
\$15,000 - \$24,999	11,263	9.1%	8,983	6.0%	7,071	4.4%
\$25,000 - \$34,999	14,058	11.4%	9,932	6.6%	8,090	5.0%
\$35,000 - \$49,999	20,576	16.7%	18,944	12.6%	14,143	8.8%
\$50,000 - \$74,999	29,943	24.3%	36,167	24.0%	38,426	23.8%
\$75,000 - \$99,999	18,584	15.1%	26,543	17.6%	24,891	15.4%
\$100,000 - \$149,999	13,076	10.6%	30,791	20.5%	45,670	28.3%
\$150,000 - \$199,999	2,569	2.1%	5,518	3.7%	9,584	5.9%
\$200,000+	2,167	1.8%	4,542	3.0%	6,528	4.0%
Median Household Income	\$53,164		\$69,148		\$79,625	
Average Household Income	\$62,645		\$80,481		\$92,123	
Per Capita Income	\$23,358		\$30,289		\$34,743	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	25,627	7.7%	30,765	7.6%	32,617	7.5%
5 - 9	26,879	8.0%	29,656	7.3%	31,828	7.3%
10 - 14	26,205	7.8%	28,780	7.1%	31,279	7.2%
15 - 19	23,632	7.1%	28,030	6.9%	27,778	6.4%
20 - 24	21,642	6.5%	26,273	6.5%	27,878	6.4%
25 - 34	52,345	15.6%	58,244	14.4%	64,323	14.8%
35 - 44	62,046	18.5%	61,588	15.2%	62,078	14.3%
45 - 54	45,999	13.7%	62,998	15.6%	61,655	14.2%
55 - 64	23,444	7.0%	42,634	10.5%	49,368	11.4%
65 - 74	13,848	4.1%	19,985	4.9%	27,721	6.4%
75 - 84	9,846	2.9%	10,731	2.7%	11,787	2.7%
85+	3,402	1.0%	5,063	1.3%	5,162	1.2%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	286,600	85.6%	321,135	79.3%	334,576	77.2%
Black Alone	6,504	1.9%	11,863	2.9%	14,237	3.3%
American Indian Alone	3,623	1.1%	4,721	1.2%	5,015	1.2%
Asian Alone	18,554	5.5%	33,654	8.3%	41,246	9.5%
Pacific Islander Alone	982	0.3%	1,573	0.4%	1,676	0.4%
Some Other Race Alone	7,171	2.1%	13,904	3.4%	16,073	3.7%
Two or More Races	11,484	3.4%	17,896	4.4%	20,647	4.8%
Hispanic Origin (Any Race)	17,313	5.2%	34,695	8.6%	42,764	9.9%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 02, 2011

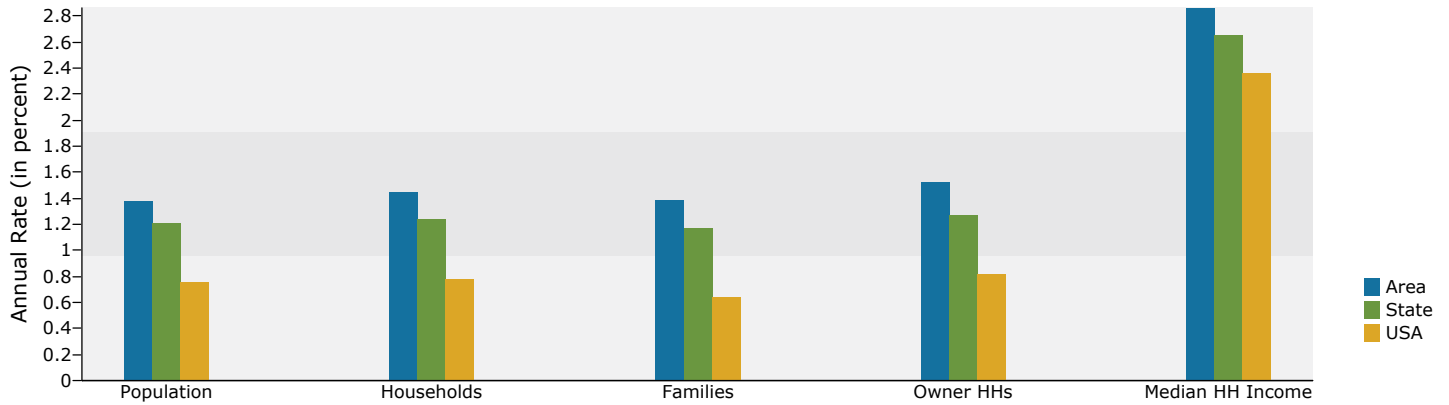
Made with Esri Business Analyst

# Demographic and Income Profile Report

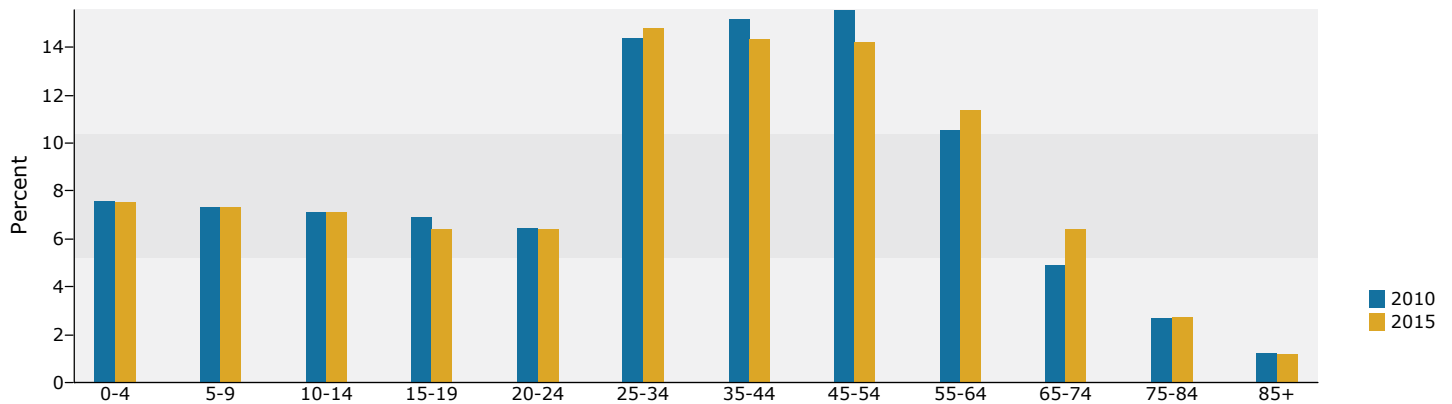
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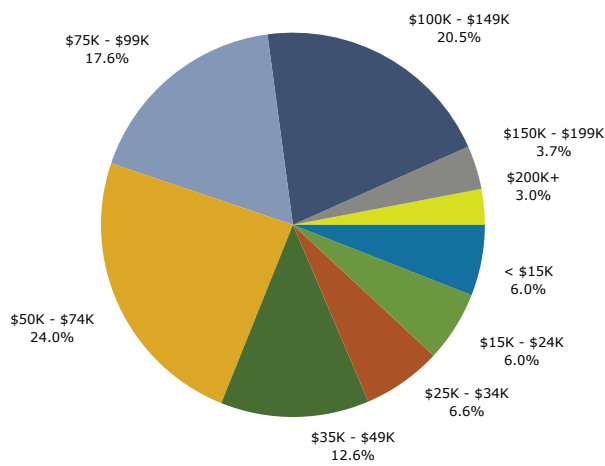
## Trends 2010-2015



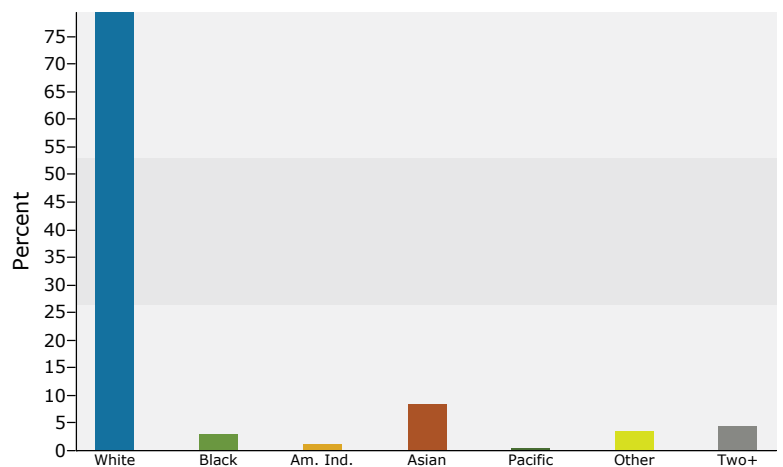
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 8.6%




Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1, 5, 10 Miles

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	1 mile radius	5 miles radius	10 miles radius
 2000 Total Population	8,476	64,191	334,917
2000 Group Quarters	402	711	7,158
2010 Total Population	8,708	76,531	404,746
2015 Total Population	8,861	82,024	433,471
2010 - 2015 Annual Rate	0.35%	1.4%	1.38%
 2000 Households	3,204	22,070	123,074
2000 Average Household Size	2.52	2.88	2.66
2010 Households	3,400	26,815	150,404
2010 Average Household Size	2.47	2.83	2.64
2015 Households	3,479	28,833	161,560
2015 Average Household Size	2.46	2.82	2.64
2010 - 2015 Annual Rate	0.46%	1.46%	1.44%
2000 Families	2,128	17,196	85,995
2000 Average Family Size	3.05	3.22	3.14
2010 Families	2,219	20,830	104,255
2010 Average Family Size	3.01	3.17	3.12
2015 Families	2,258	22,382	111,690
2015 Average Family Size	3	3.16	3.12
2010 - 2015 Annual Rate	0.35%	1.45%	1.39%
 <b>2000 Housing Units</b>	3,356	22,815	129,309
Owner Occupied Housing Units	56.3%	77.8%	61.4%
Renter Occupied Housing Units	39.6%	18.9%	33.8%
Vacant Housing Units	4.0%	3.3%	4.8%
<b>2010 Housing Units</b>	3,613	28,027	160,590
Owner Occupied Housing Units	54.8%	76.1%	60.8%
Renter Occupied Housing Units	39.3%	19.6%	32.9%
Vacant Housing Units	5.9%	4.3%	6.3%
<b>2015 Housing Units</b>	3,749	30,451	174,998
Owner Occupied Housing Units	53.6%	75.4%	60.1%
Renter Occupied Housing Units	39.2%	19.2%	32.2%
Vacant Housing Units	7.2%	5.3%	7.7%
<b>Median Household Income</b>			
2000	\$49,107	\$62,836	\$53,164
2010	\$67,888	\$81,401	\$69,148
2015	\$80,272	\$99,895	\$79,625
<b>Median Home Value</b>			
2000	\$176,810	\$195,135	\$191,516
2010	\$288,289	\$326,763	\$318,294
2015	\$348,560	\$383,119	\$377,310
<b>Per Capita Income</b>			
2000	\$21,159	\$24,194	\$23,358
2010	\$30,389	\$32,373	\$30,289
2015	\$35,410	\$36,824	\$34,743
<b>Median Age</b>			
2000	34.9	34.5	33.4
2010	36.5	36.5	35.1
2015	36.8	36.5	35.2


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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	1 mile radius	5 miles radius	10 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	3,143	22,099	123,200
< \$15,000	10.4%	5.4%	8.9%
\$15,000 - \$24,999	10.8%	6.5%	9.1%
\$25,000 - \$34,999	11.4%	8.6%	11.4%
\$35,000 - \$49,999	18.4%	15.8%	16.7%
\$50,000 - \$74,999	21.3%	25.1%	24.3%
\$75,000 - \$99,999	14.5%	19.9%	15.1%
\$100,000 - \$149,999	10.8%	14.7%	10.6%
\$150,000 - \$199,999	1.9%	2.4%	2.1%
\$200,000+	0.5%	1.6%	1.8%
Average Household Income	\$56,834	\$69,883	\$62,645
<b>2010 Households by Income</b>			
Household Income Base	3,397	26,814	150,404
< \$15,000	6.9%	3.4%	6.0%
\$15,000 - \$24,999	7.2%	3.6%	6.0%
\$25,000 - \$34,999	5.8%	4.3%	6.6%
\$35,000 - \$49,999	14.1%	10.1%	12.6%
\$50,000 - \$74,999	21.9%	22.3%	24.0%
\$75,000 - \$99,999	18.1%	19.1%	17.6%
\$100,000 - \$149,999	20.4%	28.8%	20.5%
\$150,000 - \$199,999	3.3%	5.1%	3.7%
\$200,000+	2.1%	3.3%	3.0%
Average Household Income	\$76,105	\$91,574	\$80,481
<b>2015 Households by Income</b>			
Household Income Base	3,480	28,835	161,560
< \$15,000	5.0%	2.3%	4.4%
\$15,000 - \$24,999	5.1%	2.4%	4.4%
\$25,000 - \$34,999	4.3%	2.9%	5.0%
\$35,000 - \$49,999	9.4%	6.3%	8.8%
\$50,000 - \$74,999	21.7%	20.4%	23.8%
\$75,000 - \$99,999	16.6%	15.8%	15.4%
\$100,000 - \$149,999	29.5%	37.6%	28.3%
\$150,000 - \$199,999	5.4%	7.8%	5.9%
\$200,000+	3.0%	4.5%	4.0%
Average Household Income	\$88,161	\$103,862	\$92,123
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,908	17,767	79,583
<\$50,000	1.7%	1.7%	4.1%
\$50,000 - 99,999	3.1%	2.9%	4.2%
\$100,000 - 149,999	19.0%	13.7%	15.8%
\$150,000 - 199,999	44.3%	35.0%	31.4%
\$200,000 - \$299,999	23.4%	35.7%	30.5%
\$300,000 - 499,999	7.9%	9.4%	11.7%
\$500,000 - 999,999	0.2%	1.3%	2.0%
\$1,000,000+	0.4%	0.2%	0.3%
Average Home Value	\$195,368	\$215,471	\$215,396
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,306	4,252	43,445
With Cash Rent	97.7%	96.6%	97.9%
No Cash Rent	2.3%	3.4%	2.1%
Median Rent	\$606	\$683	\$679
Average Rent	\$618	\$698	\$692

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1, 5, 10 Miles



Latitude: 47.926582  
Longitude: -122.098036

	1 mile radius	5 miles radius	10 miles radius
<b>2000 Population by Age</b>			
 Total	8,477	64,192	334,914
Age 0 - 4	7.7%	7.6%	7.7%
Age 5 - 9	7.0%	8.5%	8.0%
Age 10 - 14	7.1%	8.7%	7.8%
Age 15 - 19	7.6%	7.6%	7.1%
Age 20 - 24	5.5%	4.3%	6.5%
Age 25 - 34	15.2%	14.1%	15.6%
Age 35 - 44	17.0%	19.7%	18.5%
Age 45 - 54	13.4%	14.5%	13.7%
Age 55 - 64	6.7%	7.1%	7.0%
Age 65 - 74	5.1%	4.2%	4.1%
Age 75 - 84	4.8%	2.6%	2.9%
Age 85+	2.8%	1.0%	1.0%
Age 18+	73.4%	70.2%	72.1%
<b>2010 Population by Age</b>			
Total	8,705	76,530	404,748
Age 0 - 4	7.5%	7.5%	7.6%
Age 5 - 9	7.5%	7.9%	7.3%
Age 10 - 14	6.8%	8.1%	7.1%
Age 15 - 19	6.1%	7.3%	6.9%
Age 20 - 24	5.8%	4.7%	6.5%
Age 25 - 34	14.1%	12.2%	14.4%
Age 35 - 44	14.1%	16.2%	15.2%
Age 45 - 54	14.9%	17.0%	15.6%
Age 55 - 64	11.3%	10.9%	10.5%
Age 65 - 74	5.2%	4.8%	4.9%
Age 75 - 84	4.1%	2.5%	2.7%
Age 85+	2.6%	1.1%	1.3%
Age 18+	74.4%	71.9%	73.7%
<b>2015 Population by Age</b>			
Total	8,858	82,025	433,474
Age 0 - 4	7.2%	7.4%	7.5%
Age 5 - 9	7.2%	7.8%	7.3%
Age 10 - 14	7.0%	8.2%	7.2%
Age 15 - 19	6.5%	6.9%	6.4%
Age 20 - 24	5.5%	4.8%	6.4%
Age 25 - 34	14.3%	12.7%	14.8%
Age 35 - 44	13.3%	14.8%	14.3%
Age 45 - 54	12.9%	15.5%	14.2%
Age 55 - 64	12.4%	12.1%	11.4%
Age 65 - 74	7.1%	6.1%	6.4%
Age 75 - 84	4.1%	2.6%	2.7%
Age 85+	2.5%	1.1%	1.2%
Age 18+	74.5%	72.1%	74.0%
<b>2000 Population by Sex</b>			
Males	47.8%	49.8%	50.5%
Females	52.2%	50.2%	49.5%
<b>2010 Population by Sex</b>			
Males	48.4%	49.7%	50.3%
Females	51.6%	50.3%	49.7%
<b>2015 Population by Sex</b>			
Males	48.7%	49.7%	50.3%
Females	51.3%	50.3%	49.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1, 5, 10 Miles

Latitude: 47.926582  
Longitude: -122.098036




	1 mile radius	5 miles radius	10 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	8,476	64,191	334,918
White Alone	93.9%	90.2%	85.6%
Black Alone	0.5%	0.9%	1.9%
American Indian Alone	0.5%	0.7%	1.1%
Asian or Pacific Islander Alone	1.4%	3.8%	5.8%
Some Other Race Alone	0.9%	1.4%	2.1%
Two or More Races	2.7%	2.9%	3.4%
Hispanic Origin	3.7%	3.5%	5.2%
Diversity Index	18.0	24.0	33.6
<b>2010 Population by Race/Ethnicity</b>			
Total	8,708	76,532	404,746
White Alone	90.9%	85.5%	79.3%
Black Alone	0.8%	1.6%	2.9%
American Indian Alone	0.6%	0.8%	1.2%
Asian or Pacific Islander Alone	2.2%	5.8%	8.7%
Some Other Race Alone	1.7%	2.4%	3.4%
Two or More Races	3.8%	3.9%	4.4%
Hispanic Origin	6.7%	6.2%	8.6%
Diversity Index	27.7	35.1	46.2
<b>2015 Population by Race/Ethnicity</b>			
Total	8,862	82,024	433,470
White Alone	89.7%	83.8%	77.2%
Black Alone	1.0%	1.8%	3.3%
American Indian Alone	0.6%	0.8%	1.2%
Asian or Pacific Islander Alone	2.6%	6.7%	9.9%
Some Other Race Alone	1.9%	2.7%	3.7%
Two or More Races	4.1%	4.2%	4.8%
Hispanic Origin	8.1%	7.3%	9.9%
Diversity Index	31.4	39.0	50.2
<b>2000 Population 3+ by School Enrollment</b>			
 Total	8,211	61,411	319,544
Enrolled in Nursery/Preschool	2.9%	2.2%	1.9%
Enrolled in Kindergarten	1.9%	1.8%	1.6%
Enrolled in Grade 1-8	11.4%	14.3%	13.3%
Enrolled in Grade 9-12	7.1%	7.0%	6.3%
Enrolled in College	3.9%	4.0%	4.5%
Enrolled in Grad/Prof School	0.6%	0.7%	0.7%
Not Enrolled in School	72.2%	70.0%	71.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	5,774	49,386	261,241
Less than 9th Grade	4.9%	2.2%	2.8%
9th - 12th Grade, No Diploma	8.6%	5.5%	6.1%
High School Graduate	25.7%	26.4%	26.2%
Some College, No Degree	23.0%	25.9%	25.9%
Associate Degree	11.6%	11.1%	11.1%
Bachelor's Degree	17.8%	19.9%	19.5%
Graduate/Professional Degree	8.3%	8.9%	8.4%

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1, 5, 10 Miles


Latitude: 47.926582  
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	1 mile radius	5 miles radius	10 miles radius
 <b>2010 Population 15+ by Marital Status</b>			
Total	6,811	58,582	315,545
Never Married	28.9%	25.0%	27.8%
Married	49.0%	59.8%	55.7%
Widowed	6.3%	3.7%	3.9%
Divorced	15.9%	11.5%	12.7%
 <b>2000 Population 16+ by Employment Status</b>			
Total	6,499	47,165	251,604
In Labor Force	67.7%	73.0%	71.4%
Civilian Employed	64.1%	69.8%	66.3%
Civilian Unemployed	3.5%	2.9%	3.6%
In Armed Forces	0.0%	0.3%	1.5%
Not in Labor Force	32.3%	27.0%	28.6%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.7%	91.6%	91.0%
Civilian Unemployed	9.3%	8.4%	9.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.2%	93.0%	92.5%
Civilian Unemployed	7.8%	7.0%	7.5%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	3,402	23,948	125,237
Own Children < 6 Only	9.7%	10.1%	9.8%
Employed/in Armed Forces	7.2%	6.9%	5.7%
Unemployed	0.3%	0.2%	0.4%
Not in Labor Force	2.2%	2.9%	3.7%
Own Children < 6 and 6-17 Only	6.1%	7.2%	7.1%
Employed/in Armed Forces	3.7%	4.0%	4.0%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	2.3%	3.2%	2.9%
Own Children 6-17 Only	18.1%	22.6%	20.2%
Employed/in Armed Forces	15.4%	17.6%	15.0%
Unemployed	0.7%	0.6%	0.7%
Not in Labor Force	2.0%	4.4%	4.5%
No Own Children < 18	66.1%	60.1%	63.0%
Employed/in Armed Forces	33.7%	34.6%	36.1%
Unemployed	1.4%	1.7%	2.3%
Not in Labor Force	30.9%	23.8%	24.6%
 <b>2010 Employed Population 16+ by Industry</b>			
Total	4,080	37,670	193,652
Agriculture/Mining	1.3%	1.1%	0.7%
Construction	12.0%	9.6%	8.8%
Manufacturing	9.0%	13.7%	13.3%
Wholesale Trade	1.8%	2.9%	2.9%
Retail Trade	9.7%	11.1%	11.3%
Transportation/Utilities	3.2%	4.1%	4.4%
Information	3.1%	3.1%	3.1%
Finance/Insurance/Real Estate	6.1%	7.1%	7.3%
Services	48.0%	42.8%	44.0%
Public Administration	5.7%	4.5%	4.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1, 5, 10 Miles



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	1 mile radius	5 miles radius	10 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	4,080	37,668	193,654
White Collar	60.4%	63.9%	62.4%
Management/Business/Financial	11.9%	16.4%	15.3%
Professional	26.5%	23.2%	21.8%
Sales	10.1%	11.3%	11.3%
Administrative Support	11.9%	13.0%	14.0%
Services	17.9%	15.2%	16.4%
Blue Collar	21.8%	20.9%	21.3%
Farming/Forestry/Fishing	0.8%	0.4%	0.4%
Construction/Extraction	8.7%	7.5%	7.1%
Installation/Maintenance/Repair	2.9%	4.2%	3.9%
Production	5.0%	4.5%	5.2%
Transportation/Material Moving	4.4%	4.3%	4.7%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	4,095	32,315	166,676
Drove Alone - Car, Truck, or Van	75.2%	78.4%	74.7%
Carpooled - Car, Truck, or Van	16.2%	13.9%	14.6%
Public Transportation	1.9%	2.4%	3.5%
Walked	2.6%	1.0%	2.2%
Other Means	1.1%	0.8%	1.0%
Worked at Home	3.1%	3.6%	4.0%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	4,094	32,315	166,675
Did Not Work at Home	96.9%	96.4%	96.0%
Less than 5 minutes	5.2%	2.1%	2.5%
5 to 9 minutes	11.9%	5.8%	8.1%
10 to 19 minutes	20.2%	23.3%	24.4%
20 to 24 minutes	12.7%	14.5%	13.4%
25 to 34 minutes	17.8%	20.1%	18.7%
35 to 44 minutes	6.4%	7.9%	7.6%
45 to 59 minutes	10.4%	11.1%	10.5%
60 to 89 minutes	8.9%	8.7%	7.8%
90 or more minutes	3.3%	2.8%	2.9%
Worked at Home	3.1%	3.6%	4.0%
Average Travel Time to Work (in min)	28.9	30.2	29.3
<b>2000 Households by Vehicles Available</b>			
Total	3,217	22,099	123,206
None	5.7%	2.7%	5.4%
1	31.7%	20.7%	29.5%
2	39.0%	47.1%	41.9%
3	15.8%	20.6%	16.4%
4	5.3%	6.0%	4.6%
5+	2.5%	2.9%	2.2%
Average Number of Vehicles Available	1.9	2.2	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1, 5, 10 Miles

Latitude: 47.926582  
Longitude: -122.098036

	1 mile radius	5 miles radius	10 miles radius
<b>2000 Households by Type</b>			
 Total	3,203	22,069	123,074
Family Households	66.4%	77.9%	69.9%
Married-couple Family	47.5%	64.5%	55.2%
With Related Children	24.5%	35.5%	29.5%
Other Family (No Spouse)	18.9%	13.5%	14.7%
With Related Children	14.2%	9.6%	10.6%
Nonfamily Households	33.6%	22.1%	30.1%
Householder Living Alone	27.0%	16.3%	22.7%
Householder Not Living Alone	6.6%	5.8%	7.4%
Households with Related Children	38.7%	45.2%	40.2%
Households with Persons 65+	19.1%	14.8%	15.4%
<b>2000 Households by Size</b>			
Total	3,204	22,070	123,074
1 Person Household	27.0%	16.3%	22.7%
2 Person Household	30.9%	32.3%	32.3%
3 Person Household	18.8%	19.3%	17.8%
4 Person Household	14.6%	19.7%	16.6%
5 Person Household	5.7%	8.3%	6.9%
6 Person Household	2.0%	2.8%	2.3%
7+ Person Household	0.9%	1.4%	1.4%
<b>2000 Households by Year Householder Moved In</b>			
Total	3,217	22,100	123,206
Moved in 1999 to March 2000	25.4%	20.2%	25.8%
Moved in 1995 to 1998	38.8%	33.9%	35.0%
Moved in 1990 to 1994	14.6%	18.0%	16.0%
Moved in 1980 to 1989	8.3%	15.4%	13.3%
Moved in 1970 to 1979	5.8%	7.3%	5.6%
Moved in 1969 or Earlier	7.1%	5.3%	4.3%
Median Year Householder Moved In	1996	1995	1996
<b>2000 Housing Units by Units in Structure</b>			
 Total	3,354	22,869	129,443
1, Detached	62.9%	79.6%	59.2%
1, Attached	1.7%	2.6%	4.3%
2	6.9%	3.3%	3.5%
3 or 4	8.3%	3.1%	4.2%
5 to 9	7.8%	2.6%	5.3%
10 to 19	4.8%	1.5%	7.9%
20+	3.6%	1.3%	9.3%
Mobile Home	4.0%	5.8%	6.0%
Other	0.0%	0.1%	0.3%
<b>2000 Housing Units by Year Structure Built</b>			
Total	3,371	22,860	129,425
1999 to March 2000	2.4%	4.9%	5.1%
1995 to 1998	9.2%	13.2%	12.8%
1990 to 1994	10.9%	13.3%	13.7%
1980 to 1989	14.6%	20.4%	23.2%
1970 to 1979	17.2%	19.6%	17.1%
1969 or Earlier	45.7%	28.5%	28.0%
Median Year Structure Built	1972	1981	1982

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1, 5, 10 Miles

Latitude: 47.926582  
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	1 mile radius	5 miles radius	10 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Main Street, USA	Sophisticated Squires	Sophisticated Squires
2.	Inner City Tenants	Up and Coming Families	Up and Coming Families
3.	Old and Newcomers	Main Street, USA	Main Street, USA



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$6,371,909	\$58,722,843	\$295,339,022
Average Spent	\$1,874.09	\$2,189.93	\$1,963.64
Spending Potential Index	78	91	82
Computers & Accessories: Total \$	\$837,244	\$7,846,659	\$39,415,267
Average Spent	\$246.25	\$292.62	\$262.06
Spending Potential Index	112	133	119
Education: Total \$	\$4,764,086	\$44,728,982	\$220,054,484
Average Spent	\$1,401.20	\$1,668.06	\$1,463.09
Spending Potential Index	115	137	120
Entertainment/Recreation: Total \$	\$12,140,176	\$116,802,965	\$570,002,612
Average Spent	\$3,570.64	\$4,355.88	\$3,789.81
Spending Potential Index	111	135	118
Food at Home: Total \$	\$16,612,673	\$150,422,168	\$762,368,725
Average Spent	\$4,886.08	\$5,609.63	\$5,068.81
Spending Potential Index	109	125	113
Food Away from Home: Total \$	\$12,098,604	\$112,023,593	\$564,729,288
Average Spent	\$3,558.41	\$4,177.65	\$3,754.75
Spending Potential Index	111	130	117
Health Care: Total \$	\$13,133,078	\$123,276,172	\$606,482,974
Average Spent	\$3,862.67	\$4,597.28	\$4,032.36
Spending Potential Index	104	123	108
HH Furnishings & Equipment: Total \$	\$6,746,890	\$65,459,512	\$318,134,958
Average Spent	\$1,984.38	\$2,441.15	\$2,115.20
Spending Potential Index	96	119	103
Investments: Total \$	\$6,266,896	\$59,785,153	\$279,777,269
Average Spent	\$1,843.20	\$2,229.54	\$1,860.17
Spending Potential Index	106	128	107
Retail Goods: Total \$	\$87,135,326	\$830,727,995	\$4,101,957,436
Average Spent	\$25,628.04	\$30,979.97	\$27,272.93
Spending Potential Index	103	125	110
Shelter: Total \$	\$61,555,360	\$573,088,324	\$2,832,357,125
Average Spent	\$18,104.52	\$21,371.93	\$18,831.66
Spending Potential Index	115	135	119
TV/Video/Audio: Total \$	\$4,570,097	\$42,139,862	\$213,188,452
Average Spent	\$1,344.15	\$1,571.50	\$1,417.44
Spending Potential Index	108	127	114
Travel: Total \$	\$7,258,521	\$70,755,971	\$336,069,149
Average Spent	\$2,134.86	\$2,638.67	\$2,234.44
Spending Potential Index	113	139	118
Vehicle Maintenance & Repairs: Total \$	\$3,476,561	\$32,743,808	\$163,013,103
Average Spent	\$1,022.52	\$1,221.10	\$1,083.83
Spending Potential Index	108	130	115

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Latitude: 47.926582

Longitude: -122.098036

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290

Ring: 1 mile radius

2000 Total Population	8,476	2000 Median HH Income	\$49,107
2010 Total Population	8,708	2010 Median HH Income	\$67,888
2015 Total Population	8,861	2015 Median HH Income	\$80,272
2010 - 2015 Annual Rate	0.35%	2010 - 2015 Annual Rate	3.41%

Housing Units by Occupancy Status and Tenure

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,339	100.0%	3,613	100.0%	3,749	100.0%
Occupied	3,204	96.0%	3,399	94.1%	3,479	92.8%
Owner	1,881	56.3%	1,979	54.8%	2,008	53.6%
Renter	1,323	39.6%	1,420	39.3%	1,471	39.2%
Vacant	135	4.0%	214	5.9%	270	7.2%

Owner Occupied Housing Units by Value

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	1,908	100.0%	1,980	100.0%	2,008	100.0%
< \$10,000	20	1.0%	14	0.7%	10	0.5%
\$10,000 - \$14,999	3	0.2%	9	0.5%	6	0.3%
\$15,000 - \$19,999	2	0.1%	4	0.2%	4	0.2%
\$20,000 - \$24,999	0	0.0%	2	0.1%	3	0.1%
\$25,000 - \$29,999	0	0.0%	1	0.1%	1	0.0%
\$30,000 - \$34,999	0	0.0%	1	0.1%	1	0.0%
\$35,000 - \$39,999	0	0.0%	0	0.0%	1	0.0%
\$40,000 - \$49,999	8	0.4%	0	0.0%	0	0.0%
\$50,000 - \$59,999	13	0.7%	0	0.0%	0	0.0%
\$60,000 - \$69,999	0	0.0%	4	0.2%	0	0.0%
\$70,000 - \$79,999	15	0.8%	8	0.4%	2	0.1%
\$80,000 - \$89,999	0	0.0%	15	0.8%	6	0.3%
\$90,000 - \$99,999	31	1.6%	12	0.6%	8	0.4%
\$100,000 - \$124,999	168	8.8%	19	1.0%	27	1.3%
\$125,000 - \$149,999	194	10.2%	19	1.0%	16	0.8%
\$150,000 - \$174,999	473	24.8%	113	5.7%	26	1.3%
\$175,000 - \$199,999	373	19.5%	124	6.3%	80	4.0%
\$200,000 - \$249,999	289	15.1%	269	13.6%	183	9.1%
\$250,000 - \$299,999	157	8.2%	491	24.8%	276	13.7%
\$300,000 - \$399,999	132	6.9%	514	26.0%	729	36.3%
\$400,000 - \$499,999	19	1.0%	153	7.7%	339	16.9%
\$500,000 - \$749,999	1	0.1%	186	9.4%	217	10.8%
\$750,000 - \$999,999	2	0.1%	14	0.7%	48	2.4%
\$1,000,000+	8	0.4%	8	0.4%	25	1.2%
Median Value	\$176,810		\$288,289		\$348,560	
Average Value	\$195,368		\$319,593		\$378,433	

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
 Ring: 1 mile radius

Latitude: 47.926582  
 Longitude: -122.098036

**Census 2000 Vacant Housing Units by Status**

	Number	Percent
Total	136	100.0%
For Rent	52	38.2%
For Sale Only	38	27.9%
Rented/Sold, Unoccupied	20	14.7%
Seasonal/Recreational/Occasional Use	8	5.9%
For Migrant Workers	0	0.0%
Other Vacant	18	13.2%

**Census 2000 Occupied Housing Units by Age of Householder and Home Ownership**

	Occupied Units		Owner Occupied Units	
	Number	Percent	Number	% of Occupied
Total	3,204		1,882	58.7%
15 - 24	165		21	12.7%
25 - 34	643		309	48.1%
35 - 44	807		487	60.3%
45 - 54	663		455	68.6%
55 - 64	346		237	68.5%
65 - 74	267		188	70.4%
75 - 84	223		136	61.0%
85+	90		49	54.4%

**Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership**

	Occupied Units		Owner Occupied Units	
	Number	Percent	Number	% of Occupied
Total	3,203		1,881	58.7%
White Alone	3,044		1,808	59.4%
Black Alone	11		4	36.4%
American Indian Alone	20		7	35.0%
Asian Alone	33		21	63.6%
Pacific Islander Alone	5		1	20.0%
Some Other Race Alone	23		12	52.2%
Two or More Races	67		28	41.8%
Hispanic Origin	79		38	48.1%

**Census 2000 Housing Units by Units in Structure and Occupancy**

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	3,354	100.0%	3,217	100.0%
1, Detached	2,109	62.9%	2,024	62.9%
1, Attached	58	1.7%	58	1.8%
2	232	6.9%	230	7.1%
3 to 4	278	8.3%	270	8.4%
5 to 9	262	7.8%	258	8.0%
10 to 19	160	4.8%	144	4.5%
20 to 49	120	3.6%	105	3.3%
50 or More	0	0.0%	0	0.0%
Mobile Home	135	4.0%	128	4.0%
Other	0	0.0%	0	0.0%

Data Note: Persons of Hispanic Origin may be of any race.  
 Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290

Ring: 1 mile radius

**Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost**

	Number	Percent
Total	1,615	100.0%
With Mortgage	1,305	80.8%
<\$200	0	0.0%
\$200 - \$299	0	0.0%
\$300 - \$399	0	0.0%
\$400 - \$499	9	0.6%
\$500 - \$599	23	1.4%
\$600 - \$699	17	1.1%
\$700 - \$799	10	0.6%
\$800 - \$899	61	3.8%
\$900 - \$999	33	2.0%
\$1000 - \$1249	264	16.3%
\$1250 - \$1499	390	24.1%
\$1500 - \$1999	369	22.8%
\$2000 - \$2499	108	6.7%
\$2500 - \$2999	20	1.2%
\$3000+	1	0.1%
With No Mortgage	310	19.2%
Median Monthly Owner Costs for Units with Mortgage	\$1,401	
Average Monthly Owner Costs for Units with Mortgage	\$1,428	

**Census 2000 Specified Renter Occupied Housing Units by Contract Rent**

	Number	Percent
Total	1,306	100.0%
Paying Cash Rent	1,276	97.7%
< \$100	1	0.1%
\$100 - \$149	8	0.6%
\$150 - \$199	47	3.6%
\$200 - \$249	42	3.2%
\$250 - \$299	34	2.6%
\$300 - \$349	27	2.1%
\$350 - \$399	45	3.4%
\$400 - \$449	79	6.0%
\$450 - \$499	118	9.0%
\$500 - \$549	77	5.9%
\$550 - \$599	148	11.3%
\$600 - \$649	100	7.7%
\$650 - \$699	158	12.1%
\$700 - \$749	62	4.7%
\$750 - \$799	82	6.3%
\$800 - \$899	53	4.1%
\$900 - \$999	99	7.6%
\$1000 - \$1249	78	6.0%
\$1250 - \$1499	2	0.2%
\$1500 - \$1999	16	1.2%
\$2000+	0	0.0%
No Cash Rent	30	2.3%
Median Rent	\$606	
Average Rent	\$618	
Average Gross Rent (with Utilities)	\$702	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent. Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Latitude: 47.926582

Longitude: -122.098036

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290

Ring: 5 miles radius

2000 Total Population	64,191	2000 Median HH Income	\$62,836
2010 Total Population	76,531	2010 Median HH Income	\$81,401
2015 Total Population	82,024	2015 Median HH Income	\$99,895
2010 - 2015 Annual Rate	1.4%	2010 - 2015 Annual Rate	4.18%

**Housing Units by Occupancy Status and Tenure**

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	22,824	100.0%	28,027	100.0%	30,451	100.0%
Occupied	22,070	96.7%	26,815	95.7%	28,833	94.7%
Owner	17,749	77.8%	21,330	76.1%	22,973	75.4%
Renter	4,321	18.9%	5,485	19.6%	5,860	19.2%
Vacant	754	3.3%	1,212	4.3%	1,618	5.3%

**Owner Occupied Housing Units by Value**

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	17,767	100.0%	21,330	100.0%	22,973	100.0%
< \$10,000	95	0.5%	80	0.4%	63	0.3%
\$10,000 - \$14,999	65	0.4%	48	0.2%	36	0.2%
\$15,000 - \$19,999	40	0.2%	52	0.2%	38	0.2%
\$20,000 - \$24,999	14	0.1%	44	0.2%	43	0.2%
\$25,000 - \$29,999	15	0.1%	28	0.1%	37	0.2%
\$30,000 - \$34,999	3	0.0%	29	0.1%	23	0.1%
\$35,000 - \$39,999	18	0.1%	11	0.1%	21	0.1%
\$40,000 - \$49,999	50	0.3%	28	0.1%	28	0.1%
\$50,000 - \$59,999	28	0.2%	13	0.1%	24	0.1%
\$60,000 - \$69,999	68	0.4%	48	0.2%	10	0.0%
\$70,000 - \$79,999	97	0.5%	48	0.2%	34	0.1%
\$80,000 - \$89,999	159	0.9%	40	0.2%	45	0.2%
\$90,000 - \$99,999	170	1.0%	44	0.2%	32	0.1%
\$100,000 - \$124,999	815	4.6%	259	1.2%	133	0.6%
\$125,000 - \$149,999	1,617	9.1%	376	1.8%	213	0.9%
\$150,000 - \$174,999	3,190	18.0%	633	3.0%	317	1.4%
\$175,000 - \$199,999	3,029	17.0%	674	3.2%	451	2.0%
\$200,000 - \$249,999	3,929	22.1%	2,473	11.6%	1,254	5.5%
\$250,000 - \$299,999	2,422	13.6%	3,927	18.4%	2,478	10.8%
\$300,000 - \$399,999	1,319	7.4%	6,763	31.7%	7,467	32.5%
\$400,000 - \$499,999	350	2.0%	2,798	13.1%	5,056	22.0%
\$500,000 - \$749,999	174	1.0%	2,344	11.0%	3,395	14.8%
\$750,000 - \$999,999	60	0.3%	397	1.9%	1,294	5.6%
\$1,000,000+	40	0.2%	173	0.8%	481	2.1%
Median Value	\$195,135		\$326,763		\$383,119	
Average Value	\$215,471		\$357,361		\$431,182	

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 5 miles radius

Latitude: 47.926582  
Longitude: -122.098036

**Census 2000 Vacant Housing Units by Status**

	Number	Percent
Total	755	100.0%
For Rent	194	25.7%
For Sale Only	268	35.5%
Rented/Sold, Unoccupied	92	12.2%
Seasonal/Recreational/Occasional Use	72	9.5%
For Migrant Workers	3	0.4%
Other Vacant	126	16.7%

**Census 2000 Occupied Housing Units by Age of Householder and Home Ownership**

	Occupied Units		Owner Occupied Units	
	Number	% of Occupied	Number	% of Occupied
Total	22,071	100.0%	17,749	80.4%
15 - 24	649	2.9%	189	29.1%
25 - 34	4,080	18.5%	2,896	71.0%
35 - 44	6,700	30.4%	5,454	81.4%
45 - 54	5,199	23.6%	4,498	86.5%
55 - 64	2,621	11.9%	2,280	87.0%
65 - 74	1,580	7.2%	1,390	88.0%
75 - 84	974	4.4%	834	85.6%
85+	268	1.2%	208	77.6%

**Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership**

	Occupied Units		Owner Occupied Units	
	Number	% of Occupied	Number	% of Occupied
Total	22,070	100.0%	17,750	80.4%
White Alone	20,485	92.8%	16,503	80.6%
Black Alone	183	0.8%	139	76.0%
American Indian Alone	150	0.7%	101	67.3%
Asian Alone	620	2.8%	573	92.4%
Pacific Islander Alone	29	0.1%	17	58.6%
Some Other Race Alone	208	0.9%	145	69.7%
Two or More Races	395	1.8%	272	68.9%
Hispanic Origin	558	2.5%	381	68.3%

**Census 2000 Housing Units by Units in Structure and Occupancy**

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	22,869	100.0%	22,099	100.0%
1, Detached	18,197	79.6%	17,698	80.1%
1, Attached	596	2.6%	587	2.7%
2	762	3.3%	737	3.3%
3 to 4	708	3.1%	655	3.0%
5 to 9	585	2.6%	568	2.6%
10 to 19	352	1.5%	320	1.4%
20 to 49	247	1.1%	211	1.0%
50 or More	60	0.3%	55	0.2%
Mobile Home	1,336	5.8%	1,254	5.7%
Other	26	0.1%	14	0.1%

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 5 miles radius

Latitude: 47.926582  
Longitude: -122.098036

**Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost**

	Number	Percent
Total	15,386	100.0%
With Mortgage	13,233	86.0%
<\$200	0	0.0%
\$200 - \$299	26	0.2%
\$300 - \$399	30	0.2%
\$400 - \$499	111	0.7%
\$500 - \$599	121	0.8%
\$600 - \$699	134	0.9%
\$700 - \$799	310	2.0%
\$800 - \$899	417	2.7%
\$900 - \$999	559	3.6%
\$1000 - \$1249	2,136	13.9%
\$1250 - \$1499	3,129	20.3%
\$1500 - \$1999	4,386	28.5%
\$2000 - \$2499	1,412	9.2%
\$2500 - \$2999	300	1.9%
\$3000+	162	1.1%
With No Mortgage	2,153	14.0%
Median Monthly Owner Costs for Units with Mortgage	\$1,472	
Average Monthly Owner Costs for Units with Mortgage	\$1,515	

**Census 2000 Specified Renter Occupied Housing Units by Contract Rent**

	Number	Percent
Total	4,252	100.0%
Paying Cash Rent	4,108	96.6%
< \$100	31	0.7%
\$100 - \$149	53	1.2%
\$150 - \$199	98	2.3%
\$200 - \$249	73	1.7%
\$250 - \$299	65	1.5%
\$300 - \$349	81	1.9%
\$350 - \$399	70	1.6%
\$400 - \$449	170	4.0%
\$450 - \$499	208	4.9%
\$500 - \$549	265	6.2%
\$550 - \$599	340	8.0%
\$600 - \$649	370	8.7%
\$650 - \$699	353	8.3%
\$700 - \$749	264	6.2%
\$750 - \$799	288	6.8%
\$800 - \$899	474	11.1%
\$900 - \$999	304	7.1%
\$1000 - \$1249	482	11.3%
\$1250 - \$1499	53	1.2%
\$1500 - \$1999	61	1.4%
\$2000+	5	0.1%
No Cash Rent	144	3.4%
Median Rent	\$683	
Average Rent	\$698	
Average Gross Rent (with Utilities)	\$802	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent.  
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Latitude: 47.926582  
Longitude: -122.098036

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 10 miles radius

2000 Total Population	334,917	2000 Median HH Income	\$53,164
2010 Total Population	404,746	2010 Median HH Income	\$69,148
2015 Total Population	433,471	2015 Median HH Income	\$79,625
2010 - 2015 Annual Rate	1.38%	2010 - 2015 Annual Rate	2.86%

Housing Units by Occupancy Status and Tenure

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	129,326	100.0%	160,590	100.0%	174,998	100.0%
Occupied	123,074	95.2%	150,404	93.7%	161,560	92.3%
Owner	79,406	61.4%	97,569	60.8%	105,256	60.1%
Renter	43,668	33.8%	52,835	32.9%	56,304	32.2%
Vacant	6,252	4.8%	10,186	6.3%	13,438	7.7%

Owner Occupied Housing Units by Value

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	79,583	100.0%	97,568	100.0%	105,255	100.0%
< \$10,000	424	0.5%	388	0.4%	338	0.3%
\$10,000 - \$14,999	359	0.5%	231	0.2%	190	0.2%
\$15,000 - \$19,999	394	0.5%	338	0.3%	210	0.2%
\$20,000 - \$24,999	341	0.4%	346	0.4%	303	0.3%
\$25,000 - \$29,999	306	0.4%	323	0.3%	299	0.3%
\$30,000 - \$34,999	343	0.4%	410	0.4%	280	0.3%
\$35,000 - \$39,999	416	0.5%	274	0.3%	296	0.3%
\$40,000 - \$49,999	666	0.8%	612	0.6%	606	0.6%
\$50,000 - \$59,999	490	0.6%	674	0.7%	494	0.5%
\$60,000 - \$69,999	491	0.6%	765	0.8%	599	0.6%
\$70,000 - \$79,999	545	0.7%	583	0.6%	585	0.6%
\$80,000 - \$89,999	851	1.1%	658	0.7%	606	0.6%
\$90,000 - \$99,999	974	1.2%	624	0.6%	445	0.4%
\$100,000 - \$124,999	4,294	5.4%	1,513	1.6%	1,483	1.4%
\$125,000 - \$149,999	8,275	10.4%	1,931	2.0%	1,311	1.2%
\$150,000 - \$174,999	12,111	15.2%	3,371	3.5%	1,664	1.6%
\$175,000 - \$199,999	12,884	16.2%	3,549	3.6%	2,353	2.2%
\$200,000 - \$249,999	15,318	19.2%	11,836	12.1%	6,434	6.1%
\$250,000 - \$299,999	8,936	11.2%	15,403	15.8%	11,509	10.9%
\$300,000 - \$399,999	6,936	8.7%	27,085	27.8%	29,262	27.8%
\$400,000 - \$499,999	2,399	3.0%	10,182	10.4%	19,514	18.5%
\$500,000 - \$749,999	1,307	1.6%	12,458	12.8%	14,494	13.8%
\$750,000 - \$999,999	255	0.3%	2,750	2.8%	8,535	8.1%
\$1,000,000+	268	0.3%	1,264	1.3%	3,445	3.3%
Median Value	\$191,516		\$318,294		\$377,310	
Average Value	\$215,396		\$355,714		\$435,148	

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 10 miles radius

Latitude: 47.926582  
Longitude: -122.098036

**Census 2000 Vacant Housing Units by Status**

	Number	Percent
Total	6,252	100.0%
For Rent	2,938	47.0%
For Sale Only	1,353	21.6%
Rented/Sold, Unoccupied	477	7.6%
Seasonal/Recreational/Occasional Use	577	9.2%
For Migrant Workers	9	0.1%
Other Vacant	898	14.4%

**Census 2000 Occupied Housing Units by Age of Householder and Home Ownership**

	Occupied Units		Owner Occupied Units	
	Number	% of Occupied	Number	% of Occupied
Total	123,075	79,407	64.5%	
15 - 24	7,041	920	13.1%	
25 - 34	25,021	12,184	48.7%	
35 - 44	33,952	23,024	67.8%	
45 - 54	26,484	19,912	75.2%	
55 - 64	14,045	10,983	78.2%	
65 - 74	8,452	6,688	79.1%	
75 - 84	6,173	4,548	73.7%	
85+	1,907	1,148	60.2%	

**Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership**

	Occupied Units		Owner Occupied Units	
	Number	% of Occupied	Number	% of Occupied
Total	123,073	79,406	64.5%	
White Alone	109,744	72,798	66.3%	
Black Alone	2,113	782	37.0%	
American Indian Alone	1,153	490	42.5%	
Asian Alone	5,351	3,390	63.4%	
Pacific Islander Alone	275	113	41.1%	
Some Other Race Alone	1,795	630	35.1%	
Two or More Races	2,642	1,203	45.5%	
Hispanic Origin	4,379	1,670	38.1%	

**Census 2000 Housing Units by Units in Structure and Occupancy**

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	129,443	100.0%	123,207	100.0%
1, Detached	76,599	59.2%	74,339	60.3%
1, Attached	5,538	4.3%	5,323	4.3%
2	4,574	3.5%	4,347	3.5%
3 to 4	5,461	4.2%	5,116	4.2%
5 to 9	6,924	5.3%	6,264	5.1%
10 to 19	10,176	7.9%	9,094	7.4%
20 to 49	5,515	4.3%	4,857	3.9%
50 or More	6,559	5.1%	6,157	5.0%
Mobile Home	7,739	6.0%	7,380	6.0%
Other	358	0.3%	330	0.3%

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290

Ring: 10 miles radius

**Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost**

	Number	Percent
Total	65,468	100.0%
With Mortgage	55,020	84.0%
<\$200	0	0.0%
\$200 - \$299	68	0.1%
\$300 - \$399	140	0.2%
\$400 - \$499	406	0.6%
\$500 - \$599	469	0.7%
\$600 - \$699	719	1.1%
\$700 - \$799	1,226	1.9%
\$800 - \$899	1,745	2.7%
\$900 - \$999	2,474	3.8%
\$1000 - \$1249	9,238	14.1%
\$1250 - \$1499	13,149	20.1%
\$1500 - \$1999	16,826	25.7%
\$2000 - \$2499	5,894	9.0%
\$2500 - \$2999	1,541	2.4%
\$3000+	1,125	1.7%
With No Mortgage	10,448	16.0%
Median Monthly Owner Costs for Units with Mortgage	\$1,460	
Average Monthly Owner Costs for Units with Mortgage	\$1,533	

**Census 2000 Specified Renter Occupied Housing Units by Contract Rent**

	Number	Percent
Total	43,445	100.0%
Paying Cash Rent	42,543	97.9%
< \$100	573	1.3%
\$100 - \$149	723	1.7%
\$150 - \$199	598	1.4%
\$200 - \$249	547	1.3%
\$250 - \$299	456	1.0%
\$300 - \$349	854	2.0%
\$350 - \$399	810	1.9%
\$400 - \$449	1,292	3.0%
\$450 - \$499	1,702	3.9%
\$500 - \$549	2,949	6.8%
\$550 - \$599	3,620	8.3%
\$600 - \$649	4,640	10.7%
\$650 - \$699	4,259	9.8%
\$700 - \$749	4,086	9.4%
\$750 - \$799	3,565	8.2%
\$800 - \$899	4,545	10.5%
\$900 - \$999	2,671	6.1%
\$1000 - \$1249	3,168	7.3%
\$1250 - \$1499	771	1.8%
\$1500 - \$1999	531	1.2%
\$2000+	183	0.4%
No Cash Rent	902	2.1%
Median Rent	\$679	
Average Rent	\$692	
Average Gross Rent (with Utilities)	\$779	

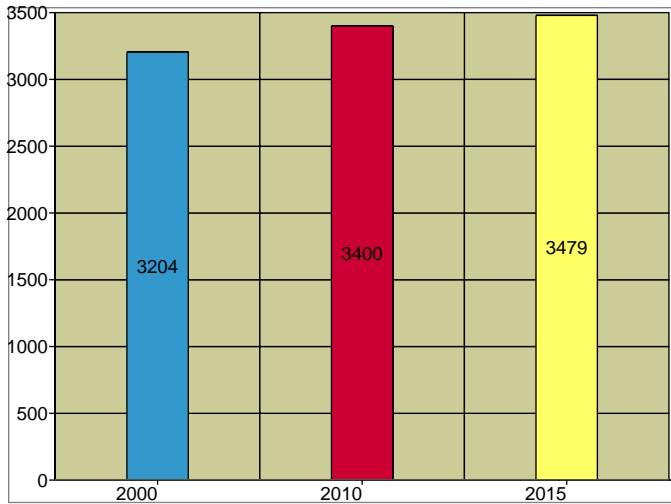
Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

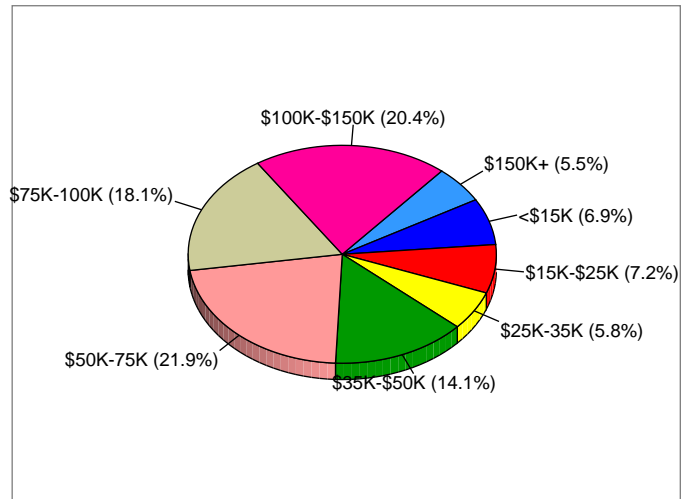


Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
 Ring: 1 mile radius

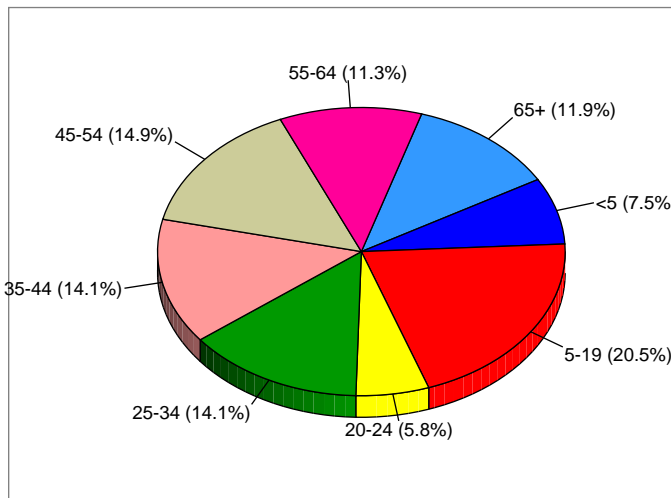
Households



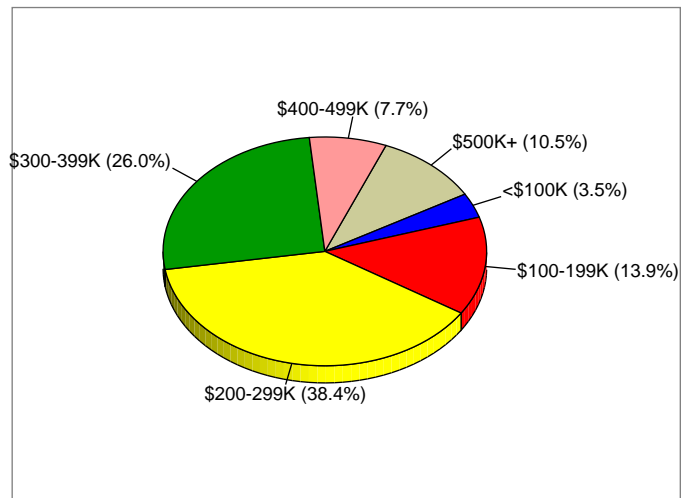
2010 Households by Income



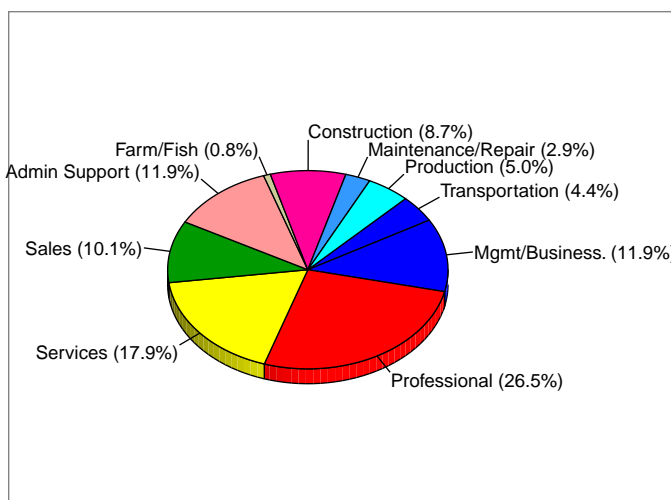
2010 Population by Age



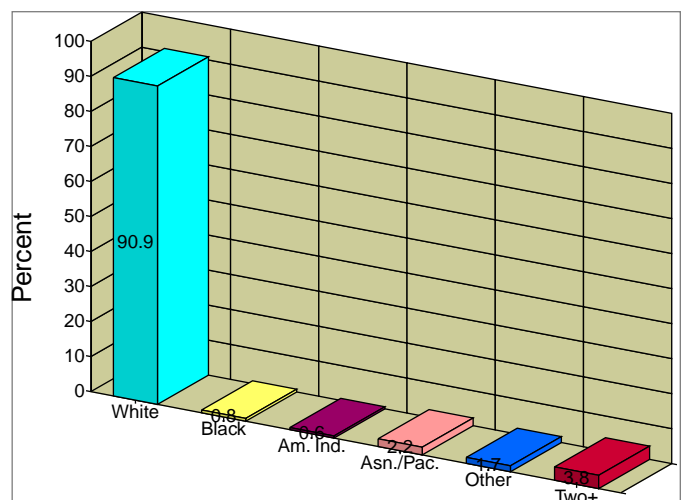
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race

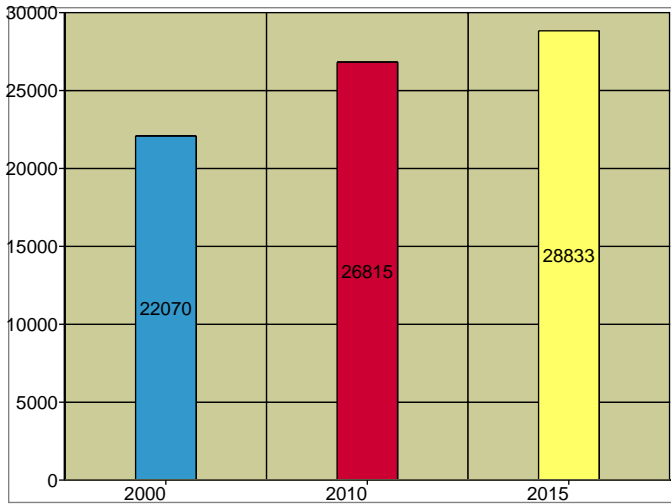


2010 Percent Hispanic Origin: 6.7%

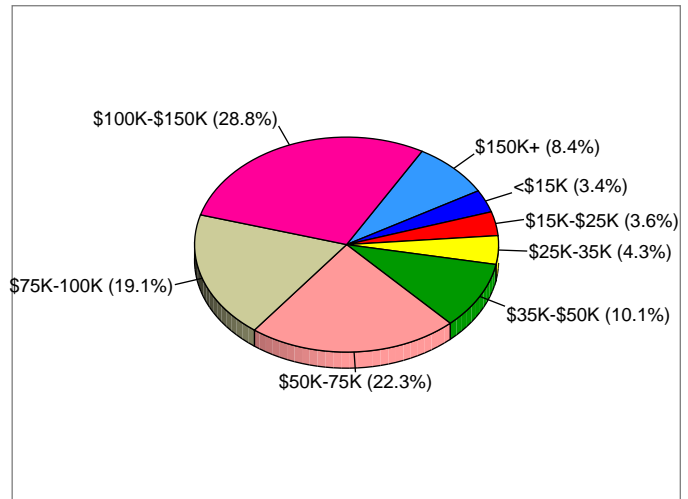
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
 Ring: 5 miles radius

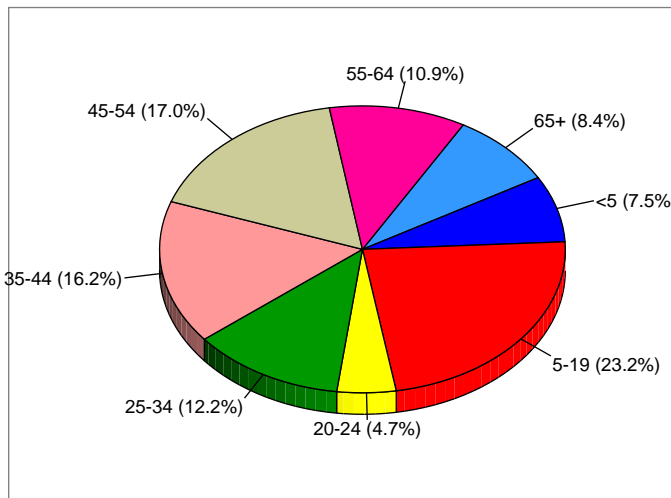
Households



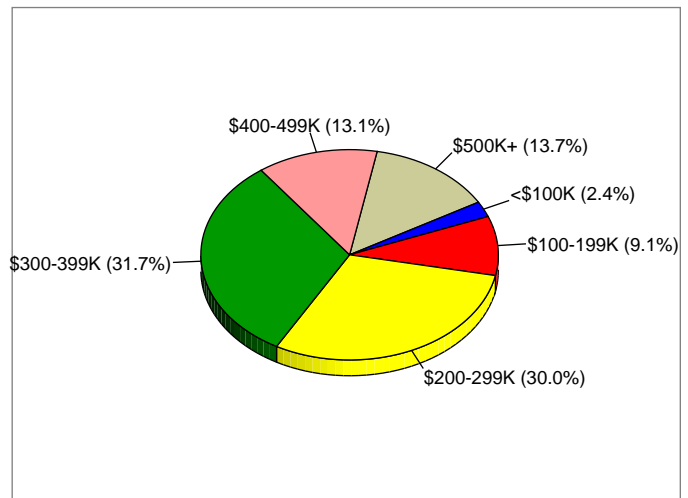
2010 Households by Income



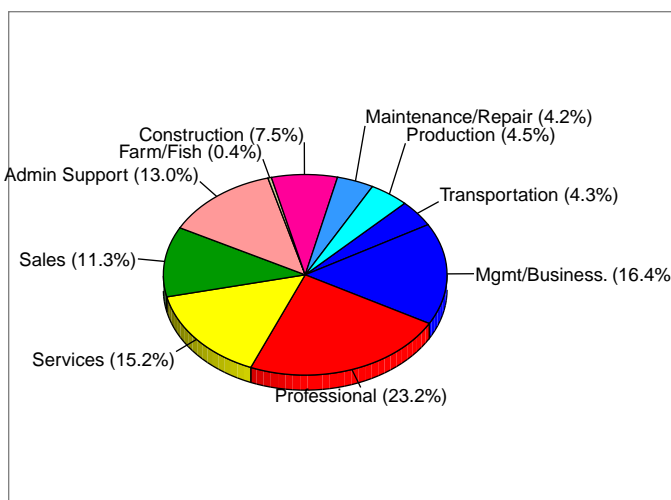
2010 Population by Age



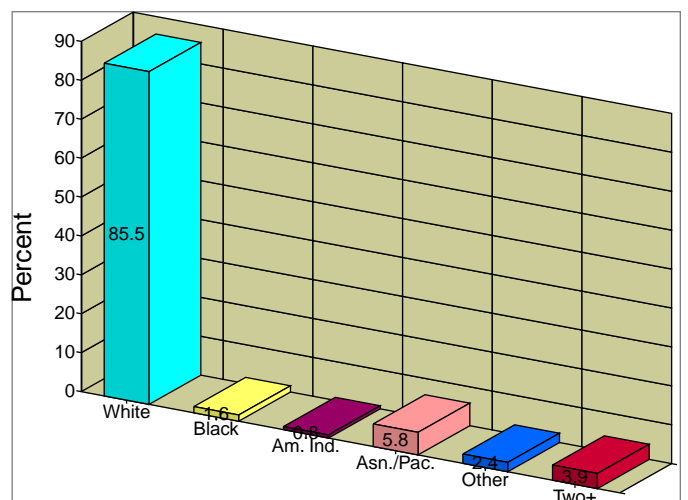
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race

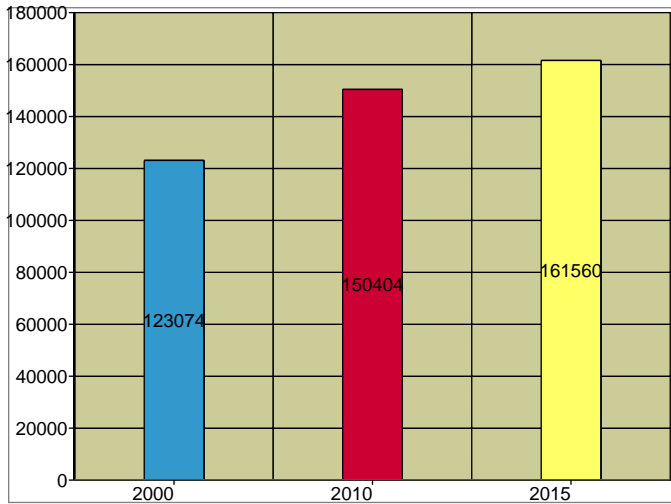


2010 Percent Hispanic Origin: 6.2%

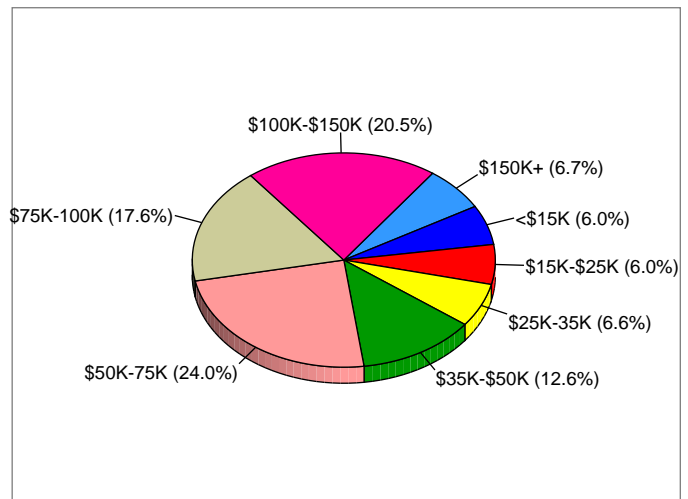
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
 Ring: 10 miles radius

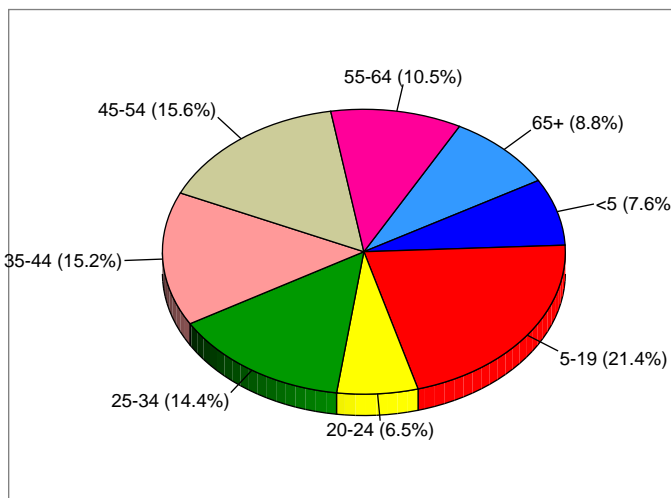
Households



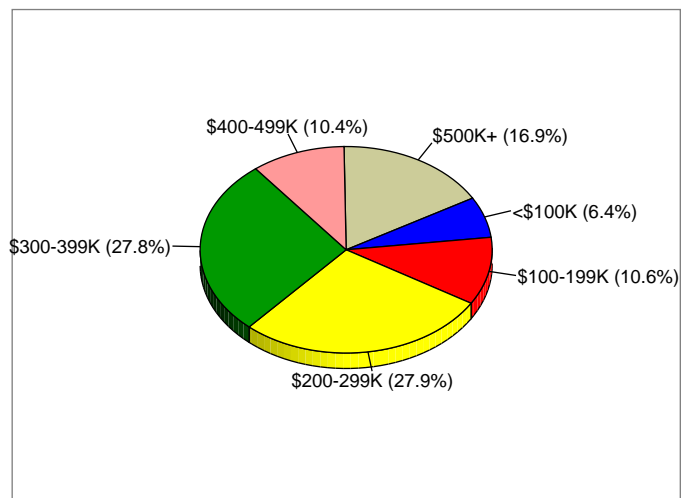
2010 Households by Income



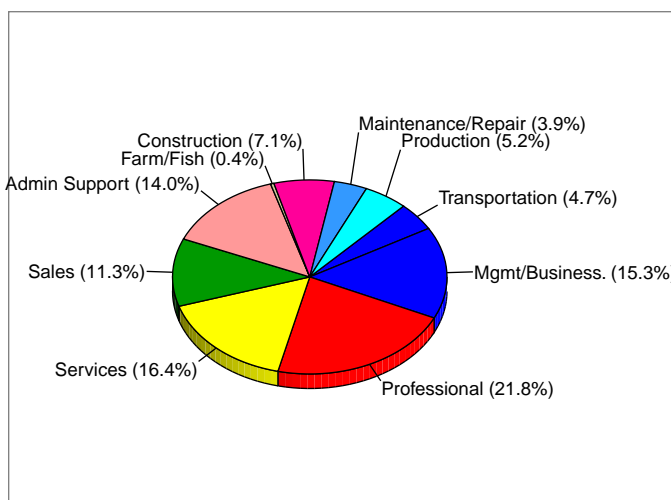
2010 Population by Age



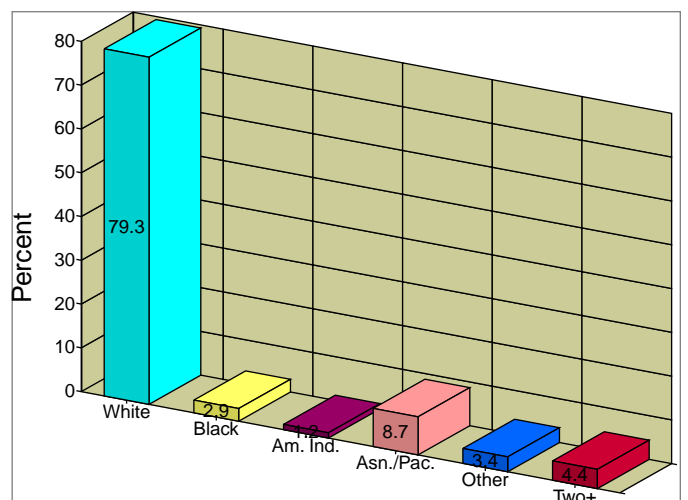
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



2010 Percent Hispanic Origin: 8.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1 mile radius

Latitude: 47.926582  
Longitude: -122.098036

Top Tapestry Segments:		Demographic Summary		2010	2015
Main Street, USA	41.1%	Population		8,708	8,861
Inner City Tenants	11.8%	Households		3,400	3,479
Old and Newcomers	11.6%	Families		2,219	2,258
Green Acres	9.9%	Median Age		36.5	36.8
In Style	9.3%	Median Household Income		\$67,888	\$80,272

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	78	\$1,874.09	\$6,371,909
Men's	73	\$336.63	\$1,144,538
Women's	70	\$577.75	\$1,964,336
Children's	82	\$327.81	\$1,114,547
Footwear	54	\$226.72	\$770,841
Watches & Jewelry	113	\$218.79	\$743,882
Apparel Products and Services <sup>1</sup>	199	\$186.40	\$633,765
<b>Computer</b>			
Computers and Hardware for Home Use	112	\$214.20	\$728,286
Software and Accessories for Home Use	112	\$32.05	\$108,958
<b>Entertainment &amp; Recreation</b>	111	\$3,570.64	\$12,140,176
<b>Fees and Admissions</b>	116	\$716.24	\$2,435,217
Membership Fees for Clubs <sup>2</sup>	115	\$189.13	\$643,042
Fees for Participant Sports, excl. Trips	112	\$119.30	\$405,619
Admission to Movie/Theatre/Opera/Ballet	116	\$176.08	\$598,667
Admission to Sporting Events, excl. Trips	111	\$66.33	\$225,505
Fees for Recreational Lessons	120	\$164.41	\$558,985
Dating Services	130	\$1.00	\$3,399
<b>TV/Video/Audio</b>	108	\$1,344.15	\$4,570,097
Community Antenna or Cable TV	107	\$772.88	\$2,627,801
Televisions	110	\$212.39	\$722,120
VCRs, Video Cameras, and DVD Players	112	\$22.72	\$77,249
Video Cassettes and DVDs	111	\$58.36	\$198,436
Video and Computer Game Hardware and Software	115	\$64.06	\$217,793
Satellite Dishes	102	\$1.29	\$4,399
Rental of Video Cassettes and DVDs	112	\$46.16	\$156,939
Streaming/Downloaded Video	119	\$1.66	\$5,628
Audio <sup>3</sup>	106	\$156.09	\$530,702
Rental and Repair of TV/Radio/Audio	113	\$8.54	\$29,031
Pets	130	\$560.56	\$1,905,891
Toys and Games <sup>4</sup>	110	\$159.41	\$541,982
Recreational Vehicles and Fees <sup>5</sup>	99	\$318.24	\$1,082,015
Sports/Recreation/Exercise Equipment <sup>6</sup>	85	\$154.67	\$525,891
Photo Equipment and Supplies <sup>7</sup>	111	\$114.70	\$389,990
Reading <sup>8</sup>	112	\$173.88	\$591,183
Catered Affairs <sup>9</sup>	117	\$28.80	\$97,913
<b>Food</b>	110	\$8,444.49	\$28,711,278
<b>Food at Home</b>	109	\$4,886.08	\$16,612,673
Bakery and Cereal Products	109	\$650.06	\$2,210,202
Meat, Poultry, Fish, and Eggs	109	\$1,134.35	\$3,856,783
Dairy Products	108	\$539.36	\$1,833,822
Fruit and Vegetables	111	\$868.84	\$2,954,054
Snacks and Other Food at Home <sup>10</sup>	109	\$1,693.47	\$5,757,810
<b>Food Away from Home</b>	111	\$3,558.41	\$12,098,604
Alcoholic Beverages	116	\$659.49	\$2,242,261
Nonalcoholic Beverages at Home	108	\$474.70	\$1,613,972

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1 mile radius

Latitude: 47.926582  
Longitude: -122.098036

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	106	\$1,843.20	\$6,266,896
Vehicle Loans	103	\$5,040.10	\$17,136,325
<b>Health</b>			
Nonprescription Drugs	99	\$102.48	\$348,420
Prescription Drugs	99	\$491.65	\$1,671,604
Eyeglasses and Contact Lenses	109	\$83.54	\$284,052
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	111	\$10,379.35	\$35,289,803
Maintenance and Remodeling Services	110	\$2,188.27	\$7,440,115
Maintenance and Remodeling Materials <sup>12</sup>	103	\$384.48	\$1,307,244
Utilities, Fuel, and Public Services	107	\$4,838.26	\$16,450,084
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	109	\$145.25	\$493,857
Furniture	110	\$663.06	\$2,254,399
Floor Coverings	115	\$86.23	\$293,165
Major Appliances <sup>14</sup>	104	\$316.93	\$1,077,553
Housewares <sup>15</sup>	98	\$84.66	\$287,837
Small Appliances	108	\$35.45	\$120,515
Luggage	112	\$10.38	\$35,295
Telephones and Accessories	74	\$31.54	\$107,235
<b>Household Operations</b>			
Child Care	113	\$521.87	\$1,774,372
Lawn and Garden <sup>16</sup>	104	\$434.54	\$1,477,440
Moving/Storage/Freight Express	111	\$67.22	\$228,563
Housekeeping Supplies <sup>17</sup>	106	\$746.01	\$2,536,432
<b>Insurance</b>			
Owners and Renters Insurance	101	\$466.86	\$1,587,331
Vehicle Insurance	109	\$1,267.34	\$4,308,954
Life/Other Insurance	105	\$437.71	\$1,488,225
Health Insurance	104	\$2,005.59	\$6,818,989
Personal Care Products <sup>18</sup>	108	\$430.96	\$1,465,271
School Books and Supplies <sup>19</sup>	111	\$118.23	\$401,998
Smoking Products	106	\$453.68	\$1,542,520
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	105	\$4,623.94	\$15,721,399
Gasoline and Motor Oil	104	\$2,994.10	\$10,179,940
Vehicle Maintenance and Repairs	108	\$1,022.52	\$3,476,561
<b>Travel</b>			
Airline Fares	117	\$536.24	\$1,823,210
Lodging on Trips	113	\$490.63	\$1,668,129
Auto/Truck/Van Rental on Trips	117	\$43.35	\$147,383
Food and Drink on Trips	111	\$483.55	\$1,644,083

**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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 1 mile radius

Latitude: 47.926582  
Longitude: -122.098036

- 
- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**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.
- <sup>13</sup>**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.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**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.
- <sup>18</sup>**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, and personal care appliances.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 5 miles radius

Latitude: 47.926582  
Longitude: -122.098036

Top Tapestry Segments:		Demographic Summary		2010	2015
Sophisticated Squires	32.0%	Population		76,531	82,024
Up and Coming Families	16.0%	Households		26,815	28,833
Main Street, USA	9.7%	Families		20,830	22,382
Boomburbs	8.5%	Median Age		36.5	36.5
Exurbanites	8.0%	Median Household Income		\$81,401	\$99,895

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	91	\$2,189.93	\$58,722,843
Men's	86	\$395.37	\$10,601,794
Women's	82	\$677.42	\$18,164,891
Children's	98	\$393.38	\$10,548,515
Footwear	63	\$262.44	\$7,037,404
Watches & Jewelry	136	\$263.51	\$7,065,993
Apparel Products and Services <sup>1</sup>	211	\$197.81	\$5,304,246
<b>Computer</b>			
Computers and Hardware for Home Use	133	\$254.54	\$6,825,529
Software and Accessories for Home Use	134	\$38.08	\$1,021,130
<b>Entertainment &amp; Recreation</b>	135	\$4,355.88	\$116,802,965
<b>Fees and Admissions</b>	144	\$891.88	\$23,915,646
Membership Fees for Clubs <sup>2</sup>	142	\$232.49	\$6,234,162
Fees for Participant Sports, excl. Trips	142	\$151.07	\$4,050,847
Admission to Movie/Theatre/Opera/Ballet	137	\$208.07	\$5,579,311
Admission to Sporting Events, excl. Trips	146	\$87.11	\$2,335,767
Fees for Recreational Lessons	155	\$212.24	\$5,691,093
Dating Services	118	\$0.91	\$24,466
<b>TV/Video/Audio</b>	127	\$1,571.50	\$42,139,862
Community Antenna or Cable TV	123	\$886.21	\$23,763,751
Televisions	137	\$264.76	\$7,099,508
VCRs, Video Cameras, and DVD Players	130	\$26.37	\$707,148
Video Cassettes and DVDs	126	\$66.48	\$1,782,736
Video and Computer Game Hardware and Software	137	\$76.50	\$2,051,442
Satellite Dishes	139	\$1.75	\$46,804
Rental of Video Cassettes and DVDs	130	\$53.69	\$1,439,606
Streaming/Downloaded Video	136	\$1.91	\$51,105
Audio <sup>3</sup>	125	\$183.99	\$4,933,570
Rental and Repair of TV/Radio/Audio	130	\$9.85	\$264,191
Pets	162	\$697.29	\$18,697,908
Toys and Games <sup>4</sup>	132	\$191.30	\$5,129,692
Recreational Vehicles and Fees <sup>5</sup>	133	\$429.02	\$11,504,250
Sports/Recreation/Exercise Equipment <sup>6</sup>	108	\$195.96	\$5,254,690
Photo Equipment and Supplies <sup>7</sup>	137	\$141.65	\$3,798,235
Reading <sup>8</sup>	131	\$202.94	\$5,441,833
Catered Affairs <sup>9</sup>	139	\$34.34	\$920,851
<b>Food</b>	127	\$9,787.27	\$262,445,763
<b>Food at Home</b>	125	\$5,609.63	\$150,422,168
Bakery and Cereal Products	125	\$748.28	\$20,065,220
Meat, Poultry, Fish, and Eggs	125	\$1,293.42	\$34,682,976
Dairy Products	125	\$621.09	\$16,654,620
Fruit and Vegetables	126	\$990.92	\$26,571,587
Snacks and Other Food at Home <sup>10</sup>	125	\$1,955.91	\$52,447,768
<b>Food Away from Home</b>	130	\$4,177.65	\$112,023,593
Alcoholic Beverages	130	\$741.83	\$19,892,200
Nonalcoholic Beverages at Home	124	\$544.95	\$14,612,897

Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 5 miles radius

Latitude: 47.926582  
Longitude: -122.098036

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	128	\$2,229.54	\$59,785,153
Vehicle Loans	129	\$6,325.28	\$169,612,484
<b>Health</b>			
Nonprescription Drugs	120	\$124.19	\$3,330,205
Prescription Drugs	117	\$584.28	\$15,667,512
Eyeglasses and Contact Lenses	132	\$101.78	\$2,729,154
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	150	\$14,043.72	\$376,582,359
Maintenance and Remodeling Services	147	\$2,911.11	\$78,061,357
Maintenance and Remodeling Materials <sup>12</sup>	139	\$515.16	\$13,814,094
Utilities, Fuel, and Public Services	125	\$5,668.52	\$152,001,488
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	133	\$177.13	\$4,749,715
Furniture	137	\$821.13	\$22,018,698
Floor Coverings	140	\$104.70	\$2,807,497
Major Appliances <sup>14</sup>	132	\$401.14	\$10,756,499
Housewares <sup>15</sup>	116	\$99.51	\$2,668,419
Small Appliances	126	\$41.41	\$1,110,483
Luggage	141	\$13.07	\$350,547
Telephones and Accessories	88	\$37.44	\$1,003,983
<b>Household Operations</b>			
Child Care	146	\$676.37	\$18,136,732
Lawn and Garden <sup>16</sup>	135	\$565.00	\$15,150,608
Moving/Storage/Freight Express	126	\$76.44	\$2,049,782
Housekeeping Supplies <sup>17</sup>	127	\$890.95	\$23,890,925
<b>Insurance</b>			
Owners and Renters Insurance	135	\$625.16	\$16,763,607
Vehicle Insurance	128	\$1,496.20	\$40,120,507
Life/Other Insurance	134	\$560.64	\$15,033,685
Health Insurance	123	\$2,369.11	\$63,527,651
Personal Care Products <sup>18</sup>	129	\$516.03	\$13,837,232
School Books and Supplies <sup>19</sup>	123	\$131.77	\$3,533,305
Smoking Products	111	\$472.34	\$12,665,672
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	131	\$5,729.28	\$153,630,733
Gasoline and Motor Oil	125	\$3,581.30	\$96,032,651
Vehicle Maintenance and Repairs	130	\$1,221.10	\$32,743,808
<b>Travel</b>			
Airline Fares	143	\$655.17	\$17,568,486
Lodging on Trips	142	\$616.88	\$16,541,559
Auto/Truck/Van Rental on Trips	148	\$54.46	\$1,460,379
Food and Drink on Trips	138	\$598.80	\$16,056,846

**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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 5 miles radius

Latitude: 47.926582  
Longitude: -122.098036

- 
- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
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Snohomish Trade Area: 1221 Ave D , Snohomish, WA 98290  
Ring: 10 miles radius

Latitude: 47.926582  
Longitude: -122.098036

Top Tapestry Segments:		Demographic Summary		2010	2015
Sophisticated Squires	20.4%	Population		404,746	433,471
Up and Coming Families	10.9%	Households		150,404	161,560
Main Street, USA	8.0%	Families		104,255	111,690
Aspiring Young Families	7.8%	Median Age		35.1	35.2
Old and Newcomers	6.3%	Median Household Income		\$69,148	\$79,625

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	82	\$1,963.64	\$295,339,022
Men's	77	\$353.98	\$53,239,700
Women's	73	\$601.88	\$90,524,770
Children's	88	\$353.33	\$53,142,174
Footwear	57	\$239.00	\$35,946,978
Watches & Jewelry	117	\$228.16	\$34,316,434
Apparel Products and Services <sup>1</sup>	200	\$187.29	\$28,168,966
<b>Computer</b>			
Computers and Hardware for Home Use	119	\$227.84	\$34,268,066
Software and Accessories for Home Use	120	\$34.22	\$5,147,201
<b>Entertainment &amp; Recreation</b>	118	\$3,789.81	\$570,002,612
<b>Fees and Admissions</b>	122	\$752.62	\$113,196,486
Membership Fees for Clubs <sup>2</sup>	119	\$195.13	\$29,347,685
Fees for Participant Sports, excl. Trips	120	\$128.32	\$19,299,410
Admission to Movie/Theatre/Opera/Ballet	121	\$183.58	\$27,611,714
Admission to Sporting Events, excl. Trips	123	\$73.20	\$11,010,137
Fees for Recreational Lessons	126	\$171.50	\$25,794,039
Dating Services	116	\$0.89	\$133,501
<b>TV/Video/Audio</b>	114	\$1,417.44	\$213,188,452
Community Antenna or Cable TV	111	\$802.04	\$120,629,472
Televisions	120	\$232.61	\$34,984,961
VCRs, Video Cameras, and DVD Players	119	\$24.28	\$3,652,182
Video Cassettes and DVDs	118	\$62.29	\$9,369,275
Video and Computer Game Hardware and Software	124	\$69.13	\$10,396,977
Satellite Dishes	121	\$1.52	\$228,172
Rental of Video Cassettes and DVDs	121	\$49.76	\$7,483,712
Streaming/Downloaded Video	119	\$1.66	\$250,157
Audio <sup>3</sup>	113	\$165.41	\$24,878,921
Rental and Repair of TV/Radio/Audio	115	\$8.74	\$1,314,623
Pets	140	\$601.32	\$90,440,893
Toys and Games <sup>4</sup>	117	\$169.97	\$25,564,189
Recreational Vehicles and Fees <sup>5</sup>	108	\$349.19	\$52,519,746
Sports/Recreation/Exercise Equipment <sup>6</sup>	93	\$168.71	\$25,374,203
Photo Equipment and Supplies <sup>7</sup>	119	\$123.01	\$18,500,474
Reading <sup>8</sup>	113	\$175.73	\$26,430,915
Catered Affairs <sup>9</sup>	129	\$31.83	\$4,787,254
<b>Food</b>	115	\$8,823.56	\$1,327,098,014
<b>Food at Home</b>	113	\$5,068.81	\$762,368,725
Bakery and Cereal Products	112	\$671.14	\$100,942,264
Meat, Poultry, Fish, and Eggs	113	\$1,174.09	\$176,588,241
Dairy Products	112	\$558.76	\$84,039,330
Fruit and Vegetables	114	\$892.22	\$134,192,852
Snacks and Other Food at Home <sup>10</sup>	114	\$1,772.60	\$266,606,038
<b>Food Away from Home</b>	117	\$3,754.75	\$564,729,288
Alcoholic Beverages	119	\$679.39	\$102,183,028
Nonalcoholic Beverages at Home	113	\$496.14	\$74,620,966

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	107	\$1,860.17	\$279,777,269
Vehicle Loans	115	\$5,650.87	\$849,914,018
<b>Health</b>			
Nonprescription Drugs	108	\$111.31	\$16,740,758
Prescription Drugs	104	\$516.21	\$77,640,020
Eyeglasses and Contact Lenses	114	\$87.73	\$13,194,831
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	121	\$11,340.38	\$1,705,638,773
Maintenance and Remodeling Services	118	\$2,331.94	\$350,733,620
Maintenance and Remodeling Materials <sup>12</sup>	112	\$415.02	\$62,421,419
Utilities, Fuel, and Public Services	112	\$5,057.80	\$760,713,286
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	116	\$154.43	\$23,226,469
Furniture	118	\$711.98	\$107,084,476
Floor Coverings	115	\$86.47	\$13,004,871
Major Appliances <sup>14</sup>	112	\$340.41	\$51,199,278
Housewares <sup>15</sup>	104	\$89.21	\$13,417,780
Small Appliances	112	\$36.76	\$5,529,170
Luggage	120	\$11.15	\$1,676,684
Telephones and Accessories	81	\$34.63	\$5,208,485
<b>Household Operations</b>			
Child Care	128	\$590.24	\$88,774,136
Lawn and Garden <sup>16</sup>	111	\$466.30	\$70,133,312
Moving/Storage/Freight Express	117	\$71.09	\$10,692,845
Housekeeping Supplies <sup>17</sup>	113	\$792.60	\$119,210,163
<b>Insurance</b>			
Owners and Renters Insurance	112	\$518.77	\$78,025,286
Vehicle Insurance	114	\$1,333.50	\$200,563,940
Life/Other Insurance	112	\$466.82	\$70,211,414
Health Insurance	108	\$2,079.60	\$312,780,467
Personal Care Products <sup>18</sup>	116	\$463.75	\$69,749,228
School Books and Supplies <sup>19</sup>	118	\$125.91	\$18,936,881
Smoking Products	107	\$457.18	\$68,762,207
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	116	\$5,089.63	\$765,501,054
Gasoline and Motor Oil	113	\$3,236.37	\$486,763,667
Vehicle Maintenance and Repairs	115	\$1,083.83	\$163,013,103
<b>Travel</b>			
Airline Fares	122	\$558.93	\$84,065,473
Lodging on Trips	118	\$513.04	\$77,164,001
Auto/Truck/Van Rental on Trips	125	\$46.15	\$6,941,311
Food and Drink on Trips	117	\$508.13	\$76,424,117

**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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
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