

COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 47.23183/-122.0361

SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	305,471		609,564		915,035	
Census Population (1990)	211,836		427,430		639,266	
Census Population (2000)	262,404		530,871		793,275	
Projected Population (2015)	325,952		655,250		981,202	
Forecasted Population (2020)	361,160		724,157		1,085,317	
Historical Annual Change (1990-2000)	50,567	2.4%	103,441	2.4%	154,009	2.4%
Historical Annual Change (2000-2010)	43,068	1.6%	78,693	1.5%	121,761	1.5%
Projected Annual Change (2010-2015)	20,481	1.3%	45,686	1.5%	66,166	1.4%
Est. Population Density (2010)	980.59 <i>psm</i>		2,175.30 <i>psm</i>		1,538.14 <i>psm</i>	
Trade Area Size	311.52 <i>sq mi</i>		280.22 <i>sq mi</i>		594.90 <i>sq mi</i>	
Households						
Estimated Households (2010)	116,090		231,896		347,986	
Census Households (1990)	77,934		161,238		239,173	
Census Households (2000)	97,883		198,312		296,195	
Projected Households (2015)	124,912		252,027		376,939	
Forecasted Households (2020)	139,840		281,677		421,516	
Historical Annual Change (1990-2000)	19,948	2.6%	37,074	2.3%	57,023	2.4%
Projected Annual Change (2000-2015)	27,029	1.8%	53,714	1.8%	80,743	1.8%
Average Household Income						
Est. Average Household Income (2010)	\$76,985		\$81,942		\$80,288	
Census Average Hhld Income (1990)	\$42,223		\$41,747		\$41,902	
Census Average Hhld Income (2000)	\$59,977		\$63,982		\$62,659	
Proj. Average Household Income (2015)	\$84,038		\$89,224		\$87,505	
Historical Annual Change (1990-2000)	\$17,754	4.2%	\$22,235	5.3%	\$20,757	5.0%
Projected Annual Change (2000-2015)	\$24,061	2.7%	\$25,242	2.6%	\$24,847	2.6%
Median Household Income						
Est. Median Household Income (2010)	\$62,039		\$64,897		\$63,944	
Census Median Hhld Income (1990)	\$37,905		\$36,862		\$37,202	
Census Median Hhld Income (2000)	\$52,413		\$54,396		\$53,740	
Proj. Median Household Income (2015)	\$65,781		\$68,881		\$67,854	
Historical Annual Change (1990-2000)	\$14,508	3.8%	\$17,534	4.8%	\$16,539	4.4%
Projected Annual Change (2000-2015)	\$13,368	1.7%	\$14,486	1.8%	\$14,113	1.8%
Per Capita Income						
Est. Per Capita Income (2010)	\$29,689		\$31,768		\$31,074	
Census Per Capita Income (1990)	\$15,534		\$15,748		\$15,677	
Census Per Capita Income (2000)	\$22,242		\$23,755		\$23,255	
Proj. Per Capita Income (2015)	\$32,600		\$34,885		\$34,126	
Historical Annual Change (1990-2000)	\$6,708	4.3%	\$8,007	5.1%	\$7,578	4.8%
Projected Annual Change (2000-2015)	\$10,359	3.1%	\$11,130	3.1%	\$10,871	3.1%
Other Income						
Est. Median Disposable Income (2010)	\$50,873		\$53,045		\$52,320	
Proj. Median Disposable Income (2015)	\$53,538		\$55,836		\$55,075	
Est. Average Household Net Worth (2010)	\$512,739		\$529,487		\$523,900	

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Lat/Lon: 47.23183/-122.0361

SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	3,280	2.8%	8,104	3.5%	11,385	3.3%
HH Income \$150,000 to 199,999	5,277	4.5%	10,639	4.6%	15,916	4.6%
HH Income \$125,000 to 149,999	5,562	4.8%	13,345	5.8%	18,907	5.4%
HH Income \$100,000 to 124,999	11,769	10.1%	24,954	10.8%	36,724	10.6%
HH Income \$75,000 to 99,999	18,497	15.9%	37,817	16.3%	56,315	16.2%
HH Income \$50,000 to 74,999	25,050	21.6%	49,908	21.5%	74,958	21.5%
HH Income \$35,000 to 49,999	16,127	13.9%	31,919	13.8%	48,046	13.8%
HH Income \$25,000 to 34,999	10,491	9.0%	20,541	8.9%	31,032	8.9%
HH Income \$15,000 to 24,999	8,919	7.7%	16,598	7.2%	25,516	7.3%
HH Income \$10,000 to 14,999	4,548	3.9%	7,562	3.3%	12,110	3.5%
HH Income \$0 to 9,999	6,569	5.7%	10,510	4.5%	17,079	4.9%
HH Income \$35,000+	85,563	73.7%	176,687	76.2%	262,249	75.4%
HH Income \$50,000+	69,436	59.8%	144,768	62.4%	214,203	61.6%
HH Income \$75,000+	44,385	38.2%	94,860	40.9%	139,245	40.0%
Race & Ethnicity (2010)						
Total Population	305,471		609,564		915,035	
White	252,294	82.6%	446,898	73.3%	699,191	76.4%
Black or African American	13,456	4.4%	49,380	8.1%	62,836	6.9%
American Indian & Alaska Native	4,612	1.5%	6,476	1.1%	11,087	1.2%
Asian	22,209	7.3%	76,867	12.6%	99,076	10.8%
Hawaiian & Pacific Islander	1,879	0.6%	5,765	0.9%	7,643	0.8%
Other Race	4,344	1.4%	8,011	1.3%	12,355	1.4%
Two or More Races	6,679	2.2%	16,168	2.7%	22,847	2.5%
Not Hispanic or Latino Population	279,564	91.5%	560,873	92.0%	840,437	91.8%
Non Hispanic: White	231,729	82.9%	413,245	73.7%	644,974	76.7%
Non Hispanic: Black or African American	11,676	4.2%	44,000	7.8%	55,676	6.6%
Non Hispanic: Amer Indian & AK Native	4,221	1.5%	5,994	1.1%	10,215	1.2%
Non Hispanic: Asian	19,827	7.1%	69,626	12.4%	89,453	10.6%
Non Hispanic: Hawaiian & Pacific Islander	1,666	0.6%	5,094	0.9%	6,760	0.8%
Non Hispanic: Other Race	4,344	1.6%	8,008	1.4%	12,352	1.5%
Non Hispanic: Two or More Races	6,101	2.2%	14,907	2.7%	21,008	2.5%
Hispanic or Latino Population	25,908	8.5%	48,691	8.0%	74,599	8.2%
Hispanic: White	20,565	79.4%	33,653	69.1%	54,217	72.7%
Hispanic: Black or African American	1,780	6.9%	5,380	11.0%	7,159	9.6%
Hispanic: American Indian & Alaska Native	391	1.5%	482	1.0%	873	1.2%
Hispanic: Asian	2,381	9.2%	7,241	14.9%	9,623	12.9%
Hispanic: Hawaiian & Pacific Islander	213	0.8%	671	1.4%	884	1.2%
Hispanic: Other Race	-	-	3	-	3	-
Hispanic: Two or More Races	578	2.2%	1,262	2.6%	1,839	2.5%
Not of Hispanic Origin Population (1990)	205,995	97.2%	414,824	97.1%	620,819	97.1%
Hispanic Origin Population (1990)	5,841	2.8%	12,606	2.9%	18,447	2.9%
Not Hispanic or Latino Population (2000)	246,931	94.1%	502,013	94.6%	748,944	94.4%
Hispanic or Latino Population (2000)	15,472	5.9%	28,858	5.4%	44,330	5.6%
Not Hispanic or Latino Population 5yr (2015)	294,238	90.3%	595,372	90.9%	889,610	90.7%
Hispanic or Latino Population 5yr (2015)	31,714	9.7%	59,878	9.1%	91,592	9.3%
Historical Annual Change (1990-2000)	9,631	16.5%	16,252	12.9%	25,883	14.0%
Projected Annual Change (2000-2015)	16,242	7.0%	31,019	7.2%	47,262	7.1%

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SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	305,471		609,564		915,035	
Age 0 to 4 yrs	21,428	7.0%	43,158	7.1%	64,586	7.1%
Age 5 to 9 yrs	21,989	7.2%	42,213	6.9%	64,202	7.0%
Age 10 to 14 yrs	21,466	7.0%	40,927	6.7%	62,393	6.8%
Age 15 to 19 yrs	20,660	6.8%	39,366	6.5%	60,025	6.6%
Age 20 to 24 yrs	16,531	5.4%	34,840	5.7%	51,370	5.6%
Age 25 to 29 yrs	16,671	5.5%	38,083	6.2%	54,753	6.0%
Age 30 to 34 yrs	19,600	6.4%	42,506	7.0%	62,106	6.8%
Age 35 to 39 yrs	24,382	8.0%	47,168	7.7%	71,550	7.8%
Age 40 to 44 yrs	25,204	8.3%	47,952	7.9%	73,156	8.0%
Age 45 to 49 yrs	24,003	7.9%	47,331	7.8%	71,334	7.8%
Age 50 to 54 yrs	23,392	7.7%	46,503	7.6%	69,895	7.6%
Age 55 to 59 yrs	21,316	7.0%	42,042	6.9%	63,357	6.9%
Age 60 to 64 yrs	17,544	5.7%	34,236	5.6%	51,780	5.7%
Age 65 to 69 yrs	12,358	4.0%	23,191	3.8%	35,549	3.9%
Age 70 to 74 yrs	7,167	2.3%	14,582	2.4%	21,749	2.4%
Age 75 to 79 yrs	4,803	1.6%	10,193	1.7%	14,996	1.6%
Age 80 to 84 yrs	3,355	1.1%	7,311	1.2%	10,666	1.2%
Age 85 yrs plus	3,603	1.2%	7,963	1.3%	11,567	1.3%
Median Age	37.2 yrs		36.8 yrs		36.9 yrs	
Age 19 yrs or less	85,543	28.0%	165,664	27.2%	251,207	27.5%
Age 20 to 64 years	188,642	61.8%	380,660	62.4%	569,301	62.2%
Age 65 years Plus	31,286	10.2%	63,241	10.4%	94,527	10.3%
Female Age Distribution (2010)						
Female Population	152,085	49.8%	304,856	50.0%	456,941	49.9%
Age 0 to 4 yrs	10,506	6.9%	21,126	6.9%	31,632	6.9%
Age 5 to 9 yrs	10,733	7.1%	20,743	6.8%	31,476	6.9%
Age 10 to 14 yrs	10,566	6.9%	20,039	6.6%	30,605	6.7%
Age 15 to 19 yrs	10,033	6.6%	19,108	6.3%	29,141	6.4%
Age 20 to 24 yrs	7,955	5.2%	16,990	5.6%	24,945	5.5%
Age 25 to 29 yrs	8,230	5.4%	18,688	6.1%	26,917	5.9%
Age 30 to 34 yrs	9,662	6.4%	21,284	7.0%	30,946	6.8%
Age 35 to 39 yrs	12,021	7.9%	23,251	7.6%	35,272	7.7%
Age 40 to 44 yrs	12,345	8.1%	23,507	7.7%	35,852	7.8%
Age 45 to 49 yrs	11,698	7.7%	23,607	7.7%	35,305	7.7%
Age 50 to 54 yrs	11,668	7.7%	23,357	7.7%	35,025	7.7%
Age 55 to 59 yrs	10,632	7.0%	21,166	6.9%	31,798	7.0%
Age 60 to 64 yrs	8,909	5.9%	17,461	5.7%	26,370	5.8%
Age 65 to 69 yrs	6,320	4.2%	11,776	3.9%	18,096	4.0%
Age 70 to 74 yrs	3,748	2.5%	7,676	2.5%	11,424	2.5%
Age 75 to 79 yrs	2,675	1.8%	5,607	1.8%	8,282	1.8%
Age 80 to 84 yrs	2,020	1.3%	4,275	1.4%	6,294	1.4%
Age 85 yrs plus	2,364	1.6%	5,195	1.7%	7,559	1.7%
Female Median Age	37.8 yrs		37.5 yrs		37.6 yrs	
Age 19 yrs or less	41,838	27.5%	81,016	26.6%	122,854	26.9%
Age 20 to 64 years	93,120	61.2%	189,311	62.1%	282,431	61.8%
Age 65 years Plus	17,126	11.3%	34,529	11.3%	51,655	11.3%

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SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	153,387	50.2%	304,708	50.0%	458,095	50.1%
Age 0 to 4 yrs	10,922	7.1%	22,031	7.2%	32,954	7.2%
Age 5 to 9 yrs	11,256	7.3%	21,470	7.0%	32,727	7.1%
Age 10 to 14 yrs	10,900	7.1%	20,887	6.9%	31,788	6.9%
Age 15 to 19 yrs	10,626	6.9%	20,258	6.6%	30,885	6.7%
Age 20 to 24 yrs	8,576	5.6%	17,849	5.9%	26,425	5.8%
Age 25 to 29 yrs	8,441	5.5%	19,395	6.4%	27,836	6.1%
Age 30 to 34 yrs	9,938	6.5%	21,222	7.0%	31,160	6.8%
Age 35 to 39 yrs	12,360	8.1%	23,917	7.8%	36,277	7.9%
Age 40 to 44 yrs	12,859	8.4%	24,445	8.0%	37,304	8.1%
Age 45 to 49 yrs	12,305	8.0%	23,724	7.8%	36,029	7.9%
Age 50 to 54 yrs	11,724	7.6%	23,146	7.6%	34,870	7.6%
Age 55 to 59 yrs	10,684	7.0%	20,876	6.9%	31,559	6.9%
Age 60 to 64 yrs	8,635	5.6%	16,775	5.5%	25,410	5.5%
Age 65 to 69 yrs	6,038	3.9%	11,415	3.7%	17,453	3.8%
Age 70 to 74 yrs	3,419	2.2%	6,906	2.3%	10,325	2.3%
Age 75 to 79 yrs	2,129	1.4%	4,586	1.5%	6,714	1.5%
Age 80 to 84 yrs	1,335	0.9%	3,037	1.0%	4,372	1.0%
Age 85 yrs plus	1,239	0.8%	2,768	0.9%	4,007	0.9%
Male Median Age	36.6 yrs		36.2 yrs		36.3 yrs	
Age 19 yrs or less	43,705	28.5%	84,647	27.8%	128,353	28.0%
Age 20 to 64 years	95,521	62.3%	191,349	62.8%	286,870	62.6%
Age 65 years Plus	14,160	9.2%	28,712	9.4%	42,872	9.4%
Males per 100 Females (2010)						
Overall Comparison	101		100		100	
Age 0 to 4 yrs	104	51.0%	104	51.0%	104	51.0%
Age 5 to 9 yrs	105	51.2%	104	50.9%	104	51.0%
Age 10 to 14 yrs	103	50.8%	104	51.0%	104	50.9%
Age 15 to 19 yrs	106	51.4%	106	51.5%	106	51.5%
Age 20 to 24 yrs	108	51.9%	105	51.2%	106	51.4%
Age 25 to 29 yrs	103	50.6%	104	50.9%	103	50.8%
Age 30 to 34 yrs	103	50.7%	100	49.9%	101	50.2%
Age 35 to 39 yrs	103	50.7%	103	50.7%	103	50.7%
Age 40 to 44 yrs	104	51.0%	104	51.0%	104	51.0%
Age 45 to 49 yrs	105	51.3%	100	50.1%	102	50.5%
Age 50 to 54 yrs	100	50.1%	99	49.8%	100	49.9%
Age 55 to 59 yrs	100	50.1%	99	49.7%	99	49.8%
Age 60 to 64 yrs	97	49.2%	96	49.0%	96	49.1%
Age 65 to 69 yrs	96	48.9%	97	49.2%	96	49.1%
Age 70 to 74 yrs	91	47.7%	90	47.4%	90	47.5%
Age 75 to 79 yrs	80	44.3%	82	45.0%	81	44.8%
Age 80 to 84 yrs	66	39.8%	71	41.5%	69	41.0%
Age 85 yrs plus	52	34.4%	53	34.8%	53	34.6%
Age 19 yrs or less	104	51.1%	104	51.1%	104	51.1%
Age 20 to 39 yrs	104	50.9%	103	50.7%	103	50.8%
Age 40 to 64 yrs	102	50.4%	100	50.0%	100	50.1%
Age 65 years Plus	83	45.3%	83	45.4%	83	45.4%

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Household Type (2010)						
Total Households	116,090		231,896		347,986	
Households with Children	44,244	38.1%	84,791	36.6%	129,036	37.1%
Average Household Size	2.62		2.60		2.61	
Est. Household Density	372.66	<i>psm</i>	827.55	<i>psm</i>	584.95	<i>psm</i>
Population Family	257,405	84.3%	508,240	83.4%	765,645	83.7%
Population Non-Family	46,235	15.1%	95,625	15.7%	141,860	15.5%
Population Group Qtrs	1,832	0.6%	5,699	0.9%	7,530	0.8%
Family Households	79,773	68.7%	156,441	67.5%	236,214	67.9%
<i>Married Couple Hhlds</i>	61,426	77.0%	118,779	75.9%	180,205	76.3%
<i>Other Family Hhlds</i>	18,347	23.0%	37,663	24.1%	56,009	23.7%
Family Households With Children	43,701	54.8%	83,839	53.6%	127,540	54.0%
<i>Married Couple With Children</i>	30,822	70.5%	58,016	69.2%	88,838	69.7%
<i>Other Family Hhlds With Children</i>	12,879	29.5%	25,823	30.8%	38,703	30.3%
Family Households No Children	36,071	45.2%	72,603	46.4%	108,674	46.0%
<i>Married Couple No Children</i>	30,604	84.8%	60,763	83.7%	91,367	84.1%
<i>Other Family Households No Children</i>	5,467	15.2%	11,840	16.3%	17,307	15.9%
Average Family Household Size	3.23		3.25		3.24	
Average Family Income	\$88,971		\$93,550		\$92,004	
Median Family Income	\$71,794		\$75,358		\$74,154	
Non-Family Households	36,317	31.3%	75,455	32.5%	111,772	32.1%
Non-Family Hhlds With Children	543	1.5%	953	1.3%	1,495	1.3%
Non-Family Hhld No Children	35,774	98.5%	74,503	98.7%	110,277	98.7%
<i>N-F Hhld Lone Person No Children</i>	29,087	80.1%	60,252	79.9%	89,339	79.9%
Lone Male Householder	14,242	49.0%	29,507	49.0%	43,749	49.0%
Lone Female Householder	14,845	51.0%	30,745	51.0%	45,591	51.0%
<i>N-F Hhld 2+ Persons No Children</i>	6,687	18.4%	14,250	18.9%	20,937	18.7%
Average Non-Family Hhld Size	1.27		1.27		1.27	
Marital Status (2010)						
(15 Years or Older)	240,368		482,942		723,310	
Never Married	60,327	25.1%	125,246	25.9%	185,573	25.7%
Now Married	131,575	54.7%	262,142	54.3%	393,717	54.4%
Previously Married	48,466	20.2%	95,554	19.8%	144,020	19.9%
Separated	8,469	17.5%	18,723	19.6%	27,192	18.9%
Widowed	10,695	22.1%	20,532	21.5%	31,227	21.7%
Divorced	29,302	60.5%	56,299	58.9%	85,601	59.4%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	203,398		409,061		612,458	
Elementary (0 to 8)	6,566	3.2%	16,309	4.0%	22,875	3.7%
Some High School (9 to 11)	12,540	6.2%	23,353	5.7%	35,893	5.9%
High School Graduate (12)	56,990	28.0%	104,818	25.6%	161,807	26.4%
Some College (13 to 16)	50,788	25.0%	99,327	24.3%	150,115	24.5%
Associate Degree Only	20,062	9.9%	39,937	9.8%	59,999	9.8%
Bachelor Degree Only	38,201	18.8%	85,079	20.8%	123,280	20.1%
Graduate Degree	18,250	9.0%	40,238	9.8%	58,488	9.5%
Any College + (Some College or higher)	127,302	62.6%	264,581	64.7%	391,883	64.0%
College Degree + (Bachelor Degree or higher)	56,451	27.8%	125,317	30.6%	181,768	29.7%

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SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	123,081		247,356		370,438	
Housing Units, Occupied	116,090	94.3%	231,896	93.8%	347,986	93.9%
Housing Units, Owner-Occupied	80,236	69.1%	155,224	66.9%	235,460	67.7%
Housing Units, Renter-Occupied	35,854	30.9%	76,673	33.1%	112,527	32.3%
Housing Units, Vacant	6,992	5.4%	15,460	5.9%	22,451	5.7%
Total Housing Units (2000)	101,505		206,910		308,415	
Historical Annual Change (2000-2010)	21,577	2.1%	40,446	2.0%	62,022	2.0%
Household Size (2010)						
Total Households	116,090		231,896		347,986	
1 Person Household	29,087	25.1%	60,252	26.0%	89,339	25.7%
2 Person Households	36,760	31.7%	73,358	31.6%	110,118	31.6%
3 Person Households	19,617	16.9%	37,793	16.3%	57,410	16.5%
4 Person Households	18,353	15.8%	35,725	15.4%	54,078	15.5%
5 Person Households	7,864	6.8%	15,445	6.7%	23,309	6.7%
6 Person Households	2,776	2.4%	5,618	2.4%	8,395	2.4%
7+ Person Households	1,633	1.4%	3,705	1.6%	5,338	1.5%
Household Stability (2010)						
Total Households	116,090		231,896		347,986	
In current residence < 1 year	29,580	25.5%	62,172	26.8%	91,752	26.4%
In current residence 1-2 years	34,859	30.0%	71,085	30.7%	105,945	30.4%
In current residence 3-5 years	19,684	17.0%	37,230	16.1%	56,913	16.4%
In current residence 6-10 years	13,467	11.6%	24,008	10.4%	37,476	10.8%
In current residence > 10 years	18,500	15.9%	37,401	16.1%	55,901	16.1%
Turnover (% Annual Residential Turnover)		25.5%		26.8%		26.4%
Stability (% In Current Residence 5+ Years)		27.5%		26.5%		26.8%
Median Years in Residence	2.8 yrs		2.6 yrs		2.7 yrs	
Household Vehicles (2010)						
Total Vehicles Available	241,200		466,336		707,536	
Household: 0 Vehicles Available	6,049	5.2%	11,573	5.0%	17,622	5.1%
Household: 1 Vehicles Available	33,340	28.7%	70,991	30.6%	104,331	30.0%
Household: 2 Vehicles Available	45,242	39.0%	90,853	39.2%	136,094	39.1%
Household: 3+ Vehicles Available	31,459	27.1%	58,480	25.2%	89,939	25.8%
Average Per Household	2.1 Vehicles		2.0 Vehicles		2.0 Vehicles	
Owner Occupied Hhlds Vehicles	189,877	78.7%	353,499	75.8%	543,376	76.8%
Average Per Owner Household	2.4 Vehicles		2.3 Vehicles		2.3 Vehicles	
Renter Occupied Hhlds Vehicles	51,323	21.3%	112,837	24.2%	164,159	23.2%
Average Per Renter Household	1.4 Vehicles		1.5 Vehicles		1.5 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	131,390		269,845		401,235	
Travel to Work in 14 Minutes or Less	24,580	18.7%	51,022	18.9%	75,602	18.8%
Travel to Work in 15 to 29 Minutes	42,608	32.4%	93,426	34.6%	136,035	33.9%
Travel to Work in 30 to 59 Minutes	45,432	34.6%	91,563	33.9%	136,995	34.1%
Travel to Work in 60 Minutes or More	14,119	10.7%	25,093	9.3%	39,212	9.8%
Work at Home	4,651	3.5%	8,741	3.2%	13,393	3.3%
Average Travel Time to Work	28.4 mins		27.3 mins		27.7 mins	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 47.23183/-122.0361

SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	131,390		269,845		401,235	
Drive to Work Alone	100,698	76.6%	206,018	76.3%	306,716	76.4%
Drive to Work in Carpool	17,972	13.7%	35,379	13.1%	53,351	13.3%
Travel to Work - Public Transportation	4,896	3.7%	13,184	4.9%	18,080	4.5%
Drive to Work on Motorcycle	115	0.1%	318	0.1%	433	0.1%
Bicycle to Work	323	0.2%	563	0.2%	886	0.2%
Walk to Work	1,986	1.5%	4,021	1.5%	6,007	1.5%
Other Means	749	0.6%	1,621	0.6%	2,370	0.6%
Work at Home	4,651	3.5%	8,741	3.2%	13,393	3.3%
Daytime Demos (2010)						
Total Number of Businesses	12,096		18,108		30,204	
Total Number of Employees	154,255		231,791		386,046	
Company Headqtrs: Businesses	15	0.1%	17	0.1%	33	0.1%
Company Headqtrs: Employees	3,095	2.0%	1,054	0.5%	4,149	1.1%
Employee Population per Business	12.8 to 1		12.8 to 1		12.8 to 1	
Residential Population per Business	25.3 to 1		33.7 to 1		30.3 to 1	
Est. Adj. Daytime Demographics (Age16+)	239,917		402,243		642,160	
Labor Force (2010)						
Labor: Population Age 16+	235,989		474,687		710,676	
Unemployment Rate		7.2%		6.3%		6.6%
Labor Force Total: Males	117,906	50.0%	235,856	49.7%	353,761	49.8%
<i>Male civilian employed</i>	82,268	69.8%	162,034	68.7%	244,302	69.1%
<i>Male civilian unemployed</i>	9,068	7.7%	15,859	6.7%	24,927	7.0%
<i>Males in Armed Forces</i>	724	0.6%	3,031	1.3%	3,755	1.1%
<i>Males not in labor force</i>	25,846	21.9%	54,932	23.3%	80,778	22.8%
Labor Force Total: Females	118,083	50.0%	238,831	50.3%	356,914	50.2%
<i>Female civilian employed</i>	67,275	57.0%	138,646	58.1%	205,921	57.7%
<i>Female civilian unemployed</i>	7,992	6.8%	14,109	5.9%	22,102	6.2%
<i>Females in Armed Forces</i>	59	0.1%	524	0.2%	583	0.2%
<i>Females not in labor force</i>	42,756	36.2%	85,552	35.8%	128,308	35.9%
Employment Force Change (2000-2010)	18,496	14.1%	32,649	12.2%	51,145	12.8%
Male Change (2000-2010)	10,472	14.6%	17,611	12.2%	28,083	13.0%
Female Change (2000-2010)	8,024	13.5%	15,039	12.2%	23,063	12.6%
Occupation (2000)						
Occupation: Population Age 16+	131,048		268,031		399,078	
Occupation Total: Males	71,796	54.8%	144,423	53.9%	216,219	54.2%
Occupation Total: Females	59,252	45.2%	123,607	46.1%	182,859	45.8%
Mgmt, Business, & Financial Operations	17,376	13.3%	38,671	14.4%	56,047	14.0%
Professional and Related	21,757	16.6%	50,971	19.0%	72,728	18.2%
Service	18,612	14.2%	37,593	14.0%	56,205	14.1%
Sales and Office	37,446	28.6%	75,847	28.3%	113,293	28.4%
Farming, Fishing, & Forestry	417	0.3%	751	0.3%	1,168	0.3%
Construction, Extraction, & Maintenance	14,685	11.2%	26,198	9.8%	40,883	10.2%
Production, Transport, & Material Moving	20,754	15.8%	38,000	14.2%	58,754	14.7%
White Collar		58.4%		61.7%		60.7%
Blue Collar		41.6%		38.3%		39.3%

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SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	101,505		206,910		308,415	
1 Detached Unit	58,815	57.9%	129,644	62.7%	188,459	61.1%
1 Attached Unit	3,720	3.7%	7,049	3.4%	10,769	3.5%
2 Units	1,915	1.9%	3,961	1.9%	5,876	1.9%
3 to 4 Units	5,442	5.4%	8,138	3.9%	13,581	4.4%
5 to 9 Units	5,236	5.2%	12,567	6.1%	17,803	5.8%
10 to 19 Units	7,084	7.0%	14,839	7.2%	21,923	7.1%
20 to 49 Units	3,359	3.3%	8,095	3.9%	11,455	3.7%
50 or more Units	5,024	4.9%	10,494	5.1%	15,518	5.0%
Mobile Home or Trailer	10,745	10.6%	11,616	5.6%	22,362	7.3%
Other Structure	163	0.2%	506	0.2%	669	0.2%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	1,952	1.9%	6,729	3.3%	8,681	2.8%
Homes Built 1995 to 1998	9,478	9.3%	18,375	8.9%	27,853	9.0%
Homes Built 1990 to 1994	12,868	12.7%	23,227	11.2%	36,095	11.7%
Homes Built 1980 to 1989	25,040	24.7%	44,148	21.3%	69,187	22.4%
Homes Built 1970 to 1979	23,035	22.7%	42,056	20.3%	65,090	21.1%
Homes Built 1960 to 1969	15,594	15.4%	32,196	15.6%	47,790	15.5%
Homes Built 1950 to 1959	5,860	5.8%	16,947	8.2%	22,807	7.4%
Homes Built 1940 to 1949	2,776	2.7%	9,448	4.6%	12,224	4.0%
Homes Built Before 1939	4,901	4.8%	13,786	6.7%	18,687	6.1%
Median Age of Homes	21.7 yrs		23.9 yrs		23.1 yrs	
Home Values (2000)						
Owner Specified Housing Units	51,177		110,266		161,443	
Home Values \$1,000,000 or More	88	0.2%	343	0.3%	432	0.3%
Home Values \$750,000 to \$999,999	82	0.2%	514	0.5%	596	0.4%
Home Values \$500,000 to \$749,999	529	1.0%	1,474	1.3%	2,003	1.2%
Home Values \$400,000 to \$499,999	1,006	2.0%	2,539	2.3%	3,545	2.2%
Home Values \$300,000 to \$399,999	3,608	7.1%	7,621	6.9%	11,229	7.0%
Home Values \$250,000 to \$299,999	4,189	8.2%	9,895	9.0%	14,084	8.7%
Home Values \$200,000 to \$249,999	7,520	14.7%	18,290	16.6%	25,811	16.0%
Home Values \$175,000 to \$199,999	7,340	14.3%	17,295	15.7%	24,635	15.3%
Home Values \$150,000 to \$174,999	9,948	19.4%	21,006	19.0%	30,954	19.2%
Home Values \$125,000 to \$149,999	9,842	19.2%	17,414	15.8%	27,256	16.9%
Home Values \$100,000 to \$124,999	4,796	9.4%	8,797	8.0%	13,593	8.4%
Home Values \$90,000 to \$99,999	936	1.8%	2,084	1.9%	3,020	1.9%
Home Values \$80,000 to \$89,999	588	1.1%	1,271	1.2%	1,859	1.2%
Home Values \$70,000 to \$79,999	211	0.4%	394	0.4%	605	0.4%
Home Values \$60,000 to \$69,999	167	0.3%	363	0.3%	530	0.3%
Home Values \$50,000 to \$59,999	78	0.2%	157	0.1%	235	0.1%
Home Values \$35,000 to \$49,999	80	0.2%	190	0.2%	269	0.2%
Home Values \$25,000 to \$34,999	35	0.1%	151	0.1%	187	0.1%
Home Values \$10,000 to \$24,999	95	0.2%	445	0.4%	540	0.3%
Home Values \$0 to \$9,999	39	0.1%	22	-	61	-
Owner Occupied Median Home Value	\$183,246		\$193,094		\$189,972	
Renter Occupied Median Rent	\$632		\$677		\$663	
Average Property Value (2010)	\$346,613		\$344,019		\$344,885	

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SuperMall of the Great Northwest	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$6.78 B		\$14.2 B		\$21.0 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$3.91 B		\$8.18 B		\$12.1 B	
<i>Total Retail Expenditures (2010)</i>	\$2.87 B		\$5.99 B		\$8.86 B	
Apparel (2010)	\$324 M		\$678 M		\$1.00 B	
Contributions (2010)	\$252 M		\$533 M		\$785 M	
Education (2010)	\$164 M		\$348 M		\$513 M	
Entertainment (2010)	\$381 M		\$796 M		\$1.18 B	
Food And Beverages (2010)	\$1.03 B		\$2.15 B		\$3.18 B	
Furnishings And Equipment (2010)	\$303 M		\$636 M		\$939 M	
Gifts (2010)	\$180 M		\$381 M		\$562 M	
Health Care (2010)	\$409 M		\$851 M		\$1.26 B	
Household Operations (2010)	\$246 M		\$517 M		\$763 M	
Miscellaneous Expenses (2010)	\$113 M		\$235 M		\$348 M	
Personal Care (2010)	\$98.3 M		\$205 M		\$304 M	
Personal Insurance (2010)	\$70.0 M		\$148 M		\$218 M	
Reading (2010)	\$22.2 M		\$46.6 M		\$68.8 M	
Shelter (2010)	\$1.31 B		\$2.74 B		\$4.04 B	
Tobacco (2010)	\$43.0 M		\$88.5 M		\$131 M	
Transportation (2010)	\$1.37 B		\$2.85 B		\$4.22 B	
Utilities (2010)	\$469 M		\$975 M		\$1.44 B	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$4,869		\$5,094		\$5,019	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,809	57.7%	\$2,940	57.7%	\$2,897	57.7%
<i>Total Retail Expenditures (2010)</i>	\$2,060	42.3%	\$2,154	42.3%	\$2,123	42.3%
Apparel (2010)	\$233	4.8%	\$243	4.8%	\$240	4.8%
Contributions (2010)	\$181	3.7%	\$191	3.8%	\$188	3.7%
Education (2010)	\$118	2.4%	\$125	2.5%	\$123	2.4%
Entertainment (2010)	\$273	5.6%	\$286	5.6%	\$282	5.6%
Food And Beverages (2010)	\$741	15.2%	\$773	15.2%	\$762	15.2%
Furnishings And Equipment (2010)	\$218	4.5%	\$229	4.5%	\$225	4.5%
Gifts (2010)	\$130	2.7%	\$137	2.7%	\$134	2.7%
Health Care (2010)	\$294	6.0%	\$306	6.0%	\$302	6.0%
Household Operations (2010)	\$176	3.6%	\$186	3.6%	\$183	3.6%
Miscellaneous Expenses (2010)	\$81	1.7%	\$85	1.7%	\$83	1.7%
Personal Care (2010)	\$71	1.4%	\$74	1.4%	\$73	1.4%
Personal Insurance (2010)	\$50	1.0%	\$53	1.0%	\$52	1.0%
Reading (2010)	\$16	0.3%	\$17	0.3%	\$16	0.3%
Shelter (2010)	\$939	19.3%	\$983	19.3%	\$969	19.3%
Tobacco (2010)	\$31	0.6%	\$32	0.6%	\$31	0.6%
Transportation (2010)	\$982	20.2%	\$1,025	20.1%	\$1,010	20.1%
Utilities (2010)	\$336	6.9%	\$350	6.9%	\$346	6.9%

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