

# **Eatonville Community Action Plan**

## Market Assessment Update

For  
Eatonville Chamber of Commerce

June 15, 2006

Presented by  
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Office of the Pierce County Executive  
Economic Development Division

## **Introduction**

In 2000, E.D. Hovee & Company was contracted by the Eatonville Chamber of Commerce to produce a market assessment. The assessment was part of the Community Action Plan and Vision Statement developed by Makers Architecture and Urban Design. The report summarized characteristics such as population, age, employment, income, retail sales leakage and traffic data. This update report provides the most current data available and extends some of the analysis provided in the original market assessment.

In 2000, Hovee found that Eatonville was experiencing growth at a more rapid pace than Pierce County as a whole, as well as exceeding the average growth rate for Washington State. In the report, Hovee also compared certain characteristics of Eatonville to three other small towns – Enumclaw, Granite Falls and Darrington. At that time, Eatonville's growth rate was exceeded by rates in Enumclaw and Granite Falls, but was well above the growth rate in Darrington. The report also found that Eatonville had higher concentrations of people in the 0-19 and 45-64 age ranges than the comparison areas, as well as an increase in median age during the 1990's.

Industry employment was discussed, with a finding that government was largest sector, although the data presented was based on a limited area and there were several privacy disclosure problems with the data. The report also found that Eatonville's average annual wage was about 86% of the Pierce County average. The 1998 unemployment rate was 5.53%, a rate higher than all other comparison areas except Granite Falls. Income was found to be 89% of the statewide average. Median home prices were reported as 89% of the countywide median home price.

Retail sales leakage was reported as 48.4%, with net leakage of \$57.6 million. However, the model used compared sales data for the Town of Eatonville with income and population data from a wider trade area based on zip codes, thus likely overestimating the true rate of retail leakage. Similarly, information on lodging tax receipts was reported for the town only, not the wider trade area. This analysis attempts to broaden the area of study to more closely reflect Eatonville's trade area. Traffic data was also presented which describes average daily traffic volumes, but does not capture either the seasonality or the weekend/weekday fluctuations due to visitor travel.

## **Area of Analysis**

The previous analysis looked generally at the Town of Eatonville. This update includes data for the town, but primarily examines a broader trade area which is roughly similar to the area covered by the Eatonville School District. To be more precise, the area referred to here as the Eatonville Trade Area is defined as the following Census Block Groups:

730053, 730054, 730061, 731172, 731192, 732001, 732002, 732003, 732004, and in Lewis County, 197181.

# Population and Age

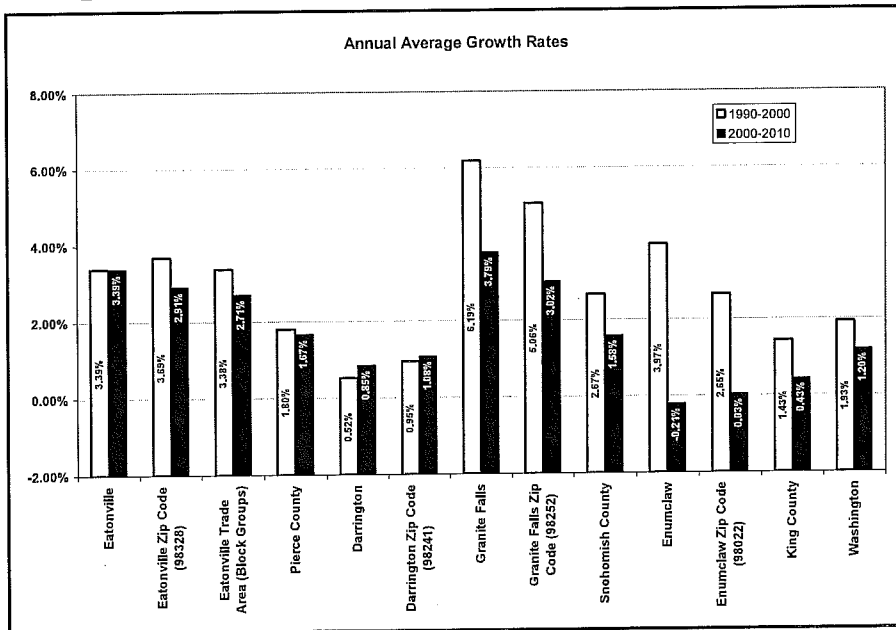
The Eatonville area continues to grow at a more rapid pace than Pierce County and Washington State as a whole, although the rate of growth for the trade area is expected to slow somewhat over the next 5 years. As a result of the higher growth rate, by 2000 the Eatonville area population had increased from 1.55% to 1.81% of the County's total population. Table 1 shows population estimates for Eatonville and the comparison areas. Figure 1 shows a comparison of growth rates.

**Table 1**

	Population Change				Change		% Change		Annual Avg. Change	
	1990 Census	2000 Census	2005 Estimate	2010 Forecast	1990-2000	2000-2010	1990-2000	2000-2010	1990-2000	2000-2010
Eatonville	1,442	2,012	2,419	2,807	570	795	39.53%	39.51%	3.39%	3.39%
Eatonville Zip Code (98328)	6,035	8,667	10,143	11,549	2,632	2,882	43.61%	33.25%	3.69%	2.91%
<b>Eatonville Trade Area (Block Groups)</b>	<b>9,118</b>	<b>12,710</b>	<b>14,702</b>	<b>16,605</b>	<b>3,592</b>	<b>3,895</b>	<b>39.39%</b>	<b>30.65%</b>	<b>3.38%</b>	<b>2.71%</b>
Pierce County	586,498	700,820	765,390	826,736	114,322	125,916	19.49%	17.97%	1.80%	1.67%
Darrington	1,079	1,136	1,184	1,236	57	100	5.28%	8.80%	0.52%	0.85%
Darrington Zip Code (98241)	1,734	1,906	2,012	2,122	172	216	9.92%	11.33%	0.95%	1.08%
Granite Falls	1,288	2,347	2,893	3,404	1,059	1,057	82.22%	45.04%	6.19%	3.79%
Granite Falls Zip Code (98252)	4,063	6,656	7,841	8,959	2,593	2,303	63.82%	34.60%	5.06%	3.02%
Snohomish County	465,649	606,024	659,157	709,128	140,375	103,104	30.15%	17.01%	2.67%	1.58%
Enumclaw	7,532	11,116	10,962	10,886	3,584	-230	47.58%	-2.07%	3.97%	-0.21%
Enumclaw Zip Code (98022)	16,869	21,902	21,879	21,974	5,033	72	29.84%	0.33%	2.65%	0.03%
King County	1,507,018	1,737,034	1,776,168	1,813,432	230,016	76,398	15.26%	4.40%	1.43%	0.43%
Washington	4,866,699	5,894,121	6,275,159	6,639,135	1,027,422	745,014	21.11%	12.64%	1.93%	1.20%

Source: U.S Census; DemographicsNow.com (SRS LLC)

**Figure 1**



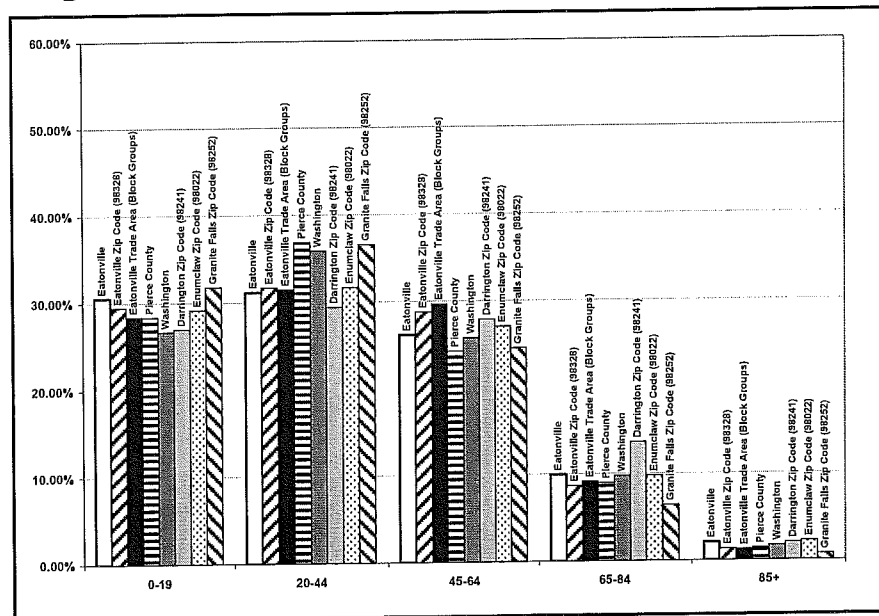
The Eatonville area continues to have a slightly higher proportion of people in the 0-19 age range, and the highest proportion of people in the 45-64 age range, as compared to the reference areas. This could be a good-news/bad-news finding. The age range 45-64 is generally known as the "baby-boom" generation and represents, as a whole, an affluent group which represents an enormous amount of "lifestyle" spending, valuing the experience as much as the product. So, on the one hand, Eatonville-area residents represent a very attractive retail market. On the other hand, of the areas compared in this analysis, the Eatonville trade area has the second highest median age, at 39.5, second only to Darrington. A consideration of all the comparison data presented paints a picture of Darrington as a community in decline. From a marketing perspective, one challenge for Eatonville is how to maintain an active and vibrant community with an aging population. Table 2 shows age distributions for the comparison areas, as does Figure 2, while figure three shows a comparison of median ages.

**Table 2**

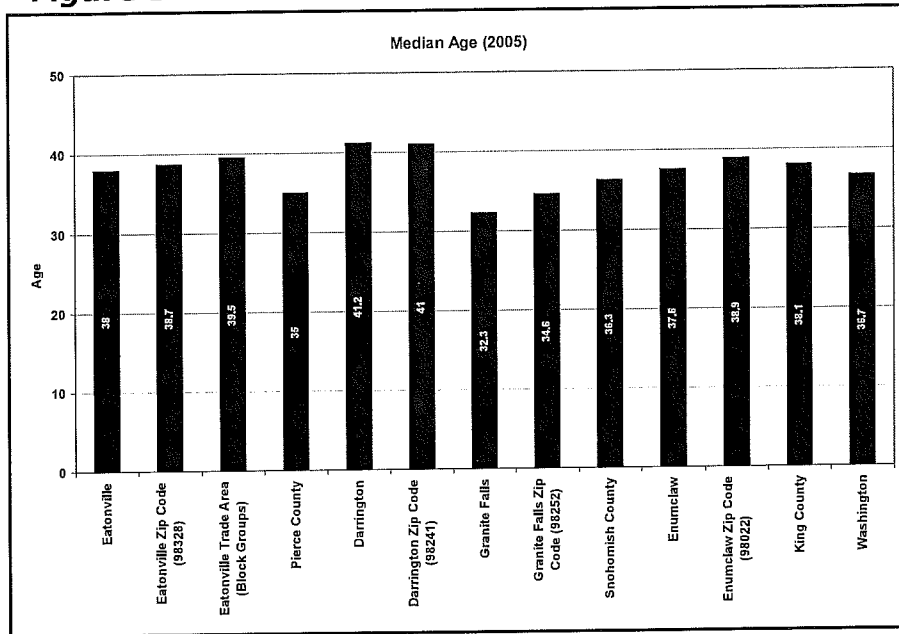
Age Distribution (2005 est.)						Median Age	Median Age	Change in Median
	0-19	20-44	45-64	65-84	85+	1990	2005	Age (years)
Eatonville	30.60%	31.20%	26.20%	10.00%	2.10%	35.3	38	2.7
Eatonville Zip Code (98328)	29.50%	31.70%	28.80%	8.70%	1.30%	34.9	38.7	3.8
<b>Eatonville Trade Area (Block Groups)</b>	<b>28.43%</b>	<b>31.48%</b>	<b>29.68%</b>	<b>9.17%</b>	<b>1.24%</b>	<b>35.2</b>	<b>39.5</b>	<b>4.3</b>
Pierce County	28.40%	36.90%	24.30%	9.00%	1.40%	31.3	35	3.7
Darrington	26.90%	29.20%	27.60%	14.10%	2.20%	35.2	41.2	6
Darrington Zip Code (98241)	27.00%	29.40%	27.90%	13.70%	2.00%	35.4	41	5.6
Granite Falls	32.90%	39.10%	21.00%	6.20%	0.80%	32.5	32.3	-0.2
Granite Falls Zip Code (98252)	31.80%	36.60%	24.60%	6.40%	0.70%	32.8	34.6	1.8
Snohomish County	28.10%	36.40%	25.90%	8.30%	1.30%	32.2	36.3	4.1
Enumclaw	29.60%	32.80%	23.30%	10.90%	3.30%	34	37.6	3.6
Enumclaw Zip Code (98022)	29.20%	31.70%	27.10%	9.80%	2.20%	34.1	38.9	4.8
King County	23.90%	38.10%	27.30%	9.10%	1.70%	33.7	38.1	4.4
Washington	26.70%	35.90%	25.80%	9.80%	1.70%	33.1	36.7	3.6

Source: U.S Census; DemographicsNow.com (SRS LLC)

**Figure 2**



**Figure 3**



## Employment and Unemployment

When the original Market Assessment was conducted, information on employment at the industry level was only available using the Standard Industrial Classification (SIC) system. Since then, the national standard for industrial classification has changed to the North American Industrial Classification System (NAICS), making a direct comparison with the previous data impossible. In addition, the previous assessment examined employment by zip code, whereas this update uses information based on geographic information system (GIS) analysis, which provides a more complete and accurate picture of employment in the trade area.

Tables 3 and 4 show both data on industry employment, although they present slightly different views. While Public Administration (Government) is still one of the strongest industry sectors for the Eatonville area, it is perhaps not as strong as indicated in the previous assessment. More current and complete data show that Construction, at 18.3% of covered employment and 23.9% of all firms, is the strongest industry sector, followed closely by Retail Trade (17.8%) and Accommodation and Food Services (16.3%). Public Administration registers at 10.9%, with all other sectors considerably lower. It is interesting to note that Other Services has the second largest share of firms at 23.3%, but only 4.9% of employment, indicating that firms in this sector tend to be very small.

**Table 3**

<b>Covered Employment by Industry</b>							
<b>NAICS Code</b>	<b>NAICS Description</b>	<b>Number of Firms</b>	<b>Percent of Total</b>	<b>Avg Emp</b>	<b>Percent of Total</b>	<b>Est Avg Ann Wage</b>	<b>% of County Median Household Income</b>
00	Total	486	100.0%	2,550	100.0%	\$ 24,799	51.3%
11	Agriculture-Forestry-Fishing-Hunting	17	3.5%	104	4.1%	\$ 35,698	<b>73.8%</b>
21-22	Mining and Utilities	6	1.2%	80	3.1%	\$ 42,101	<b>87.0%</b>
23	Construction	116	23.9%	466	18.3%	\$ 25,919	<b>53.6%</b>
31-33	Manufacturing	14	2.9%	98	3.8%	\$ 26,471	54.7%
42	Wholesale Trade	21	4.3%	47	1.8%	\$ 31,880	65.9%
44-45	Retail Trade	40	8.2%	453	17.8%	\$ 23,677	<b>49.0%</b>
48-49	Transportation & Warehousing	10	2.1%	49	1.9%	\$ 21,757	45.0%
51	Information	8	1.6%	71	2.8%	\$ 47,036	<b>97.2%</b>
52	Finance & Insurance	9	1.9%	34	1.3%	\$ 29,111	60.2%
53	Real Estate-Rental-Leasing	12	2.5%	26	1.0%	\$ 12,915	26.7%
54	Professional & Technical Services	20	4.1%	88	3.5%	\$ 29,191	<b>60.4%</b>
55	Management of Companies & Enterprises	*	*	*	*	*	*
56	Administrative & Waste Services	16	3.3%	34	1.3%	\$ 16,566	34.2%
61	Educational Services (Private)	5	1.0%	42	1.6%	\$ 36,716	<b>75.9%</b>
62	Health Care & Social Assistance	25	5.1%	104	4.1%	\$ 21,727	44.9%
71	Arts-Entertainment-Recreation	7	1.4%	33	1.3%	\$ 9,838	20.3%
72	Accommodation & Food Services	39	8.0%	416	16.3%	\$ 12,175	<b>25.2%</b>
81	Other Services, Except Public Administration	113	23.3%	126	4.9%	\$ 12,673	26.2%
92	Public Administration	8	1.6%	279	10.9%	\$ 34,442	71.2%

\* Information suppressed to protect confidentiality

Source: Wa. State Employment Security Dept.

While Table 3 shows wage data, Table 4 compares Eatonville-area data with industry employment for all of Pierce County. "Industry Strength" presented in Table 4 is a measure of employment concentration in one area compared to another. If the value is greater than 1, industry employment is considered strong for the area, and it is assumed there is some competitive advantage which leads to the greater concentration. When compared to Pierce County as a whole, Mining and Utilities is an area of extreme strength for the Eatonville area, along with Agriculture-Forestry-Fishing-Hunting, Construction, Information, Accommodation and Food Services, Educational Services (private), and Professional and Technical Services. These measures of industry strength hold when the area is compared to Washington State as a whole, with the exception of Information and Professional and Technical Services, where the Eatonville area registers somewhat below the State levels of concentration.

Table 4 also compares average annual wages for each industry to the Median Household Income for Pierce County. This is a rough indication of how industry wages contribute to overall income. Very generally speaking, if the Average Annual Wage as a Percent of County Median Income is over 50%, then it will take fewer

than 2 full-time wage earners to bring home the Median Income. All of the industry sectors which are strengths for the area also have average wages greater than 50% of the county median, with the exception of Retail Trade (49.0%) and Accommodation and Food Service (25.2%).

**Table 4**

<b>Covered Employment by Industry</b>						
NAICS Code	Major NAICS Industry Sector Description	Eatonville		Pierce County		Industry Strength
		Avg Emp	Percent of Total	Avg Emp	Percent of Total	
00	Total	2,550		244,559		
11	Agriculture-Forestry-Fishing-Hunting	104	4.1%	1,933	0.8%	<b>5.16</b>
21-22	Mining and Utilities	80	3.1%	573	0.2%	<b>13.39</b>
23	Construction	466	18.3%	16,968	6.9%	<b>2.63</b>
31-33	Manufacturing	98	3.8%	18,590	7.6%	0.51
42	Wholesale Trade	47	1.8%	8,935	3.7%	0.50
44-45	Retail Trade	453	17.8%	28,473	11.6%	<b>1.53</b>
48-49	Transportation & Warehousing	49	1.9%	8,355	3.4%	0.56
51	Information	71	2.8%	2,881	1.2%	<b>2.36</b>
52	Finance & Insurance	34	1.3%	8,651	3.5%	0.38
53	Real Estate-Rental-Leasing	26	1.0%	4,661	1.9%	0.53
54	Professional & Technical Services	88	3.5%	6,770	2.8%	<b>1.25</b>
55	Management of Companies & Enterprises	*	*	1,524	0.6%	N/A
56	Administrative & Waste Services	34	1.3%	11,777	4.8%	0.28
61	Educational Services (Private)	42	1.6%	3,066	1.3%	<b>1.31</b>
62	Health Care & Social Assistance	104	4.1%	32,526	13.3%	0.31
71	Arts-Entertainment-Recreation	33	1.3%	3,795	1.6%	0.83
72	Accommodation & Food Services	416	16.3%	20,446	8.4%	<b>1.95</b>
81	Other Services, Except Public Administration	126	4.9%	13,478	5.5%	0.90
92	Public Administration	279	10.9%	50,954	20.8%	0.53

\* Information suppressed to protect confidentiality  
 Source: Wa. State Employment Security Dept.

One bit of information which can be gleaned from the above tables is that while the Eatonville area has about 1.81% of the total County population, it has only 1.04% of the employment. This suggests that the area is a net exporter of labor. Table 5 seems to support this finding, showing that nearly 76% of workers commute at least 15 minutes to get to work, and over 60% commute 30 minutes or more. Figure 4 shows the areas where people commute to most frequently.

In the previous assessment, unemployment was found to be higher in Eatonville than in the comparison areas, except for Granite Falls. More recent data puts the

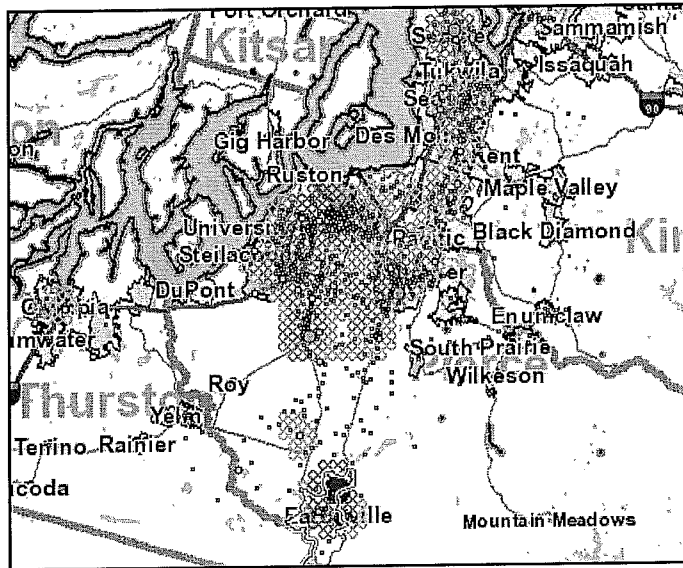
Unemployment Rate at approximately 5.2%, which is lower than the comparison towns, but higher than King, Pierce and Snohomish Counties. It is important to note that although the rate is higher than county levels, the entire region has low unemployment in historical terms. Again, Darrington, with a rate of 10%, shows evidence of a community in decline. Table 6 shows unemployment rates from the 2000 Census and estimates of current rates.

**Table 5**

<b>Travel Time to Work</b>	
Median Travel Time To Work in Minutes	42
0 to 5	5.70%
5 to 9	7.40%
10 to 14	6.30%
15 to 19	5.90%
20 to 24	6.20%
25 to 29	3.20%
30 to 34	6.80%
35 to 39	3.50%
40 to 44	6.60%
45 to 59	21.20%
60 to 89	14.20%
90 or more	8.30%
Worked at home	4.70%
15 Minutes or more	75.90%
30 Minutes or more	60.60%

Source: U.S. Census

**Figure 4**



**Table 6**

<b>Unemployment Rate</b>		
	Census 2000	Current (est.)
<b>Eatonville</b>	<b>6.26%</b>	<b>5.2%</b>
Enumclaw	6.42%	6.7%
Darrington	9.90%	10.0%
Granite Falls	6.25%	6.3%
King County	4.05%	4.2%
Pierce County	6.02%	5.0%
Snohomish County	4.64%	4.7%

Source: U.S. Census; DemographicsNow.com (SRS LLC); Wa. State Employment Security Dept.

## Income

The Hovee report found that Per Capita Income in Eatonville was 89% of the statewide average, and 93% of the Pierce County rate. Table 7, using more recent data, shows that Per Capita Income in the Eatonville Trade Area has dropped to about 87% of the statewide average at \$22,329, however, that puts the area at 95% of the countywide average. That indicates that while the Eatonville area has lost some ground to the state overall, it has not lost ground as quickly as the rest of



Pierce County. It is also important to note that while Per Capita Income seems low, Eatonville's Median Household Income is 101% of the county median and equal to the statewide median. This happens because Eatonville's average household size is 2.76, whereas statewide average is lower, at 2.56. In addition, from 1990 to 2005, the Eatonville Trade Area's median income has increased by 66.2%, while Pierce County's increased by 63.2%, and Washington's increased by 60%.

**Table 7**

<b>Per Capita Income</b>					
	2000 Census	Percent of State Average	2005 Est.	Percent of State	Percent Change
Eatonville	\$20,318	89.9%	\$22,182	86.3%	9.2%
Eatonville Zip Code (98328)	\$20,630	91.3%	\$22,728	88.4%	10.2%
<b>Eatonville Trade Area (Block Groups)</b>	<b>\$20,183</b>	<b>89.3%</b>	<b>\$22,329</b>	<b>86.8%</b>	<b>10.6%</b>
Pierce County	\$20,457	90.5%	\$23,480	91.3%	14.8%
Darrington	\$18,102	80.1%	\$20,416	79.4%	12.8%
Darrington Zip Code (98241)	\$17,271	76.4%	\$19,788	76.9%	14.6%
Granite Falls	\$18,809	83.2%	\$21,468	83.5%	14.1%
Granite Falls Zip Code (98252)	\$20,408	90.3%	\$26,521	103.1%	30.0%
Snohomish County	\$23,147	102.4%	\$28,891	112.3%	24.8%
Enumclaw	\$21,181	93.7%	\$23,511	91.4%	11.0%
Enumclaw Zip Code (98022)	\$22,382	99.0%	\$24,406	94.9%	9.0%
King County	\$29,100	128.7%	\$31,430	122.2%	8.0%
Washington	\$22,603	100.0%	\$25,716	100.0%	13.8%

Source: U.S Census; DemographicsNow.com (SRS LLC)

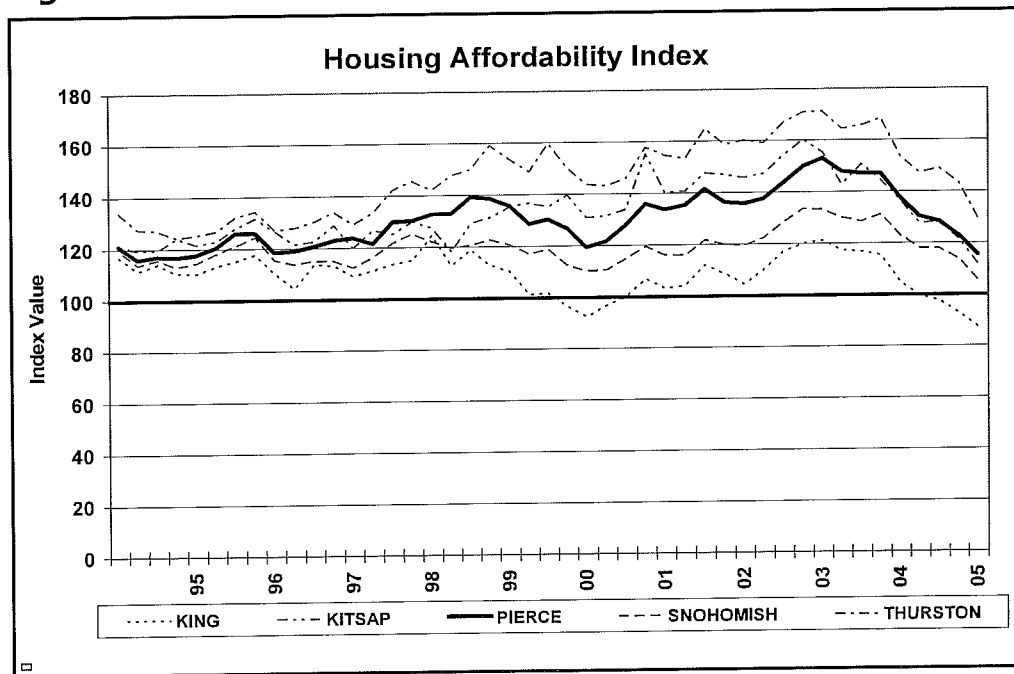
## Housing Affordability

Housing has remained generally affordable in Pierce County over the past decade, although trends are pushing affordability levels down. Figure 4 tracks the combined affects of house prices, incomes and interest rates from 2nd Quarter, 1994 through 2nd Quarter 2005. Data indicate that affordability has remained above the index level of 100 for the entire time, starting at 121.2, rising to its peak in 2003, and recently falling to 115.4. An index value of 100 means a family earning the median family income can afford a median priced home, spending no more than 30% of their income on housing costs. Home ownership for first-time homebuyers has been less affordable. The index value in Pierce County started at 75.3, followed a similar rise, and has now fallen to 67.5. For the First-Time Home Buyer Index, a value of 100 means a family earning 70% of the median income can afford a house priced at 85% of the median house price, and still pay no more than 30% of their income on housing costs. Table 8 shows selected percentile price rankings for homes in the South Pierce County area. The median listed price (meaning that half of the homes listed for sale are above this price, and half are below) for new and existing homes in the area was \$357,950 as of May 5, 2006, which is 36.1% higher than the median sales price of \$262,950 for all homes sold in Pierce County in May of 2006. As homes in other counties have shown significant increases in value over the past 20 years, homes in Pierce County have not appreciated as quickly and therefore have remained fairly affordable. However, market pressure from people being priced out of other areas is increasing competition for housing in Pierce County and helping to drive prices higher, especially over the last two years.

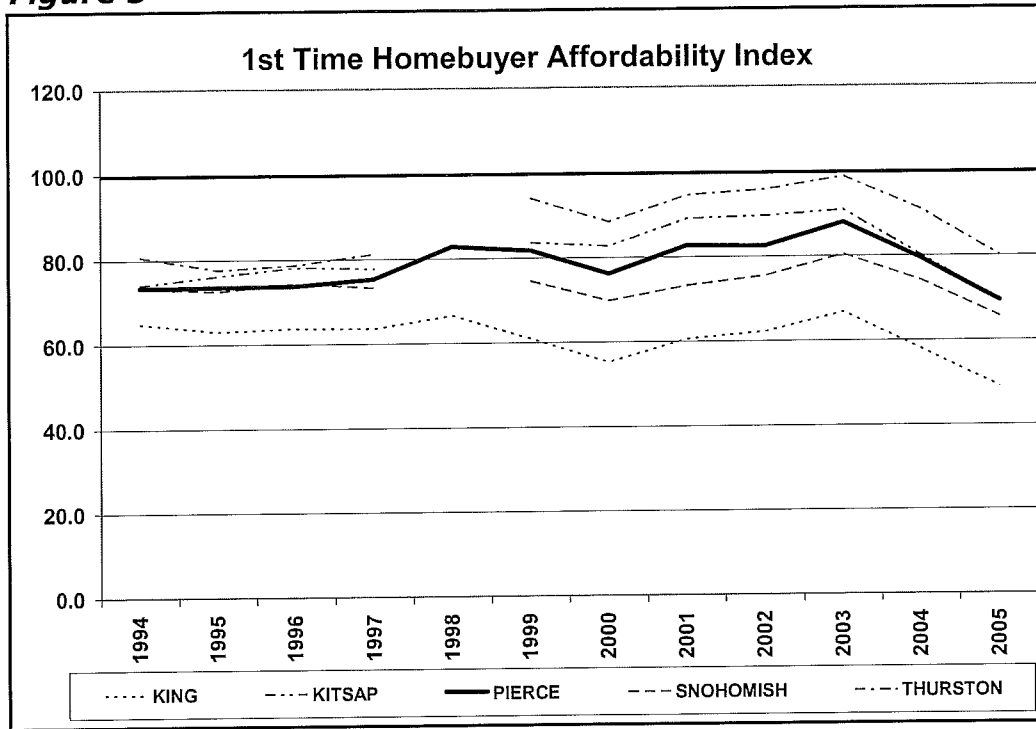
**Table 8**

<b>Home Prices</b>			
<b>Price Percentile</b>	<b>New Construction</b>	<b>Existing Homes</b>	<b>Combined</b>
90th	\$ 559,000	\$ 642,285	\$ 599,190
75th	\$ 527,500	\$ 512,463	\$ 527,500
63rd	\$ 424,960	\$ 463,986	\$ 450,400
<b>Median</b>	<b>\$ 345,000</b>	<b>\$ 407,500</b>	<b>\$ 357,950</b>
38th	\$ 285,950	\$ 317,277	\$ 310,152
25th	\$ 265,950	\$ 279,750	\$ 269,950
10th	\$ 244,950	\$ 227,800	\$ 239,460
<b>Total Listings</b>	<b>41</b>	<b>68</b>	<b>109</b>
Homes listed as of May 5, 2006, by MLS in South Pierce County, including: Roy, McKenna, Harts Lake, Tanwax Lake, Kapowsin Lake, Eatonville, Alder, Elbe, Ashford, Clear Lake, East Pierce, Greenwater			
Source: Northwest Multiple Listing Service (MLS)			

**Figure 4**



**Figure 5**



## Retail Sales and Travel Spending

Table 9 shows that Lodging Tax Distributions, which fluctuate with spending on hotels and accommodations and are an indication of overall travel spending, increased in the Eatonville Trade area by 3.35% from 2004 to 2005. This rate was lower than most areas reported and well behind the overall Pierce County change of 12.59%. Figure 6 shows that travel spending in Puget Sound region counties fell somewhat from 2000 through 2003 and has been rising since then. This trend follows the overall economic downturn experienced in the region during that time. With the work taking place at Paradise in Mount Rainier National Park, businesses should be prepared for an interruption in normal travel and spending patterns. Paradise represents a large share of spending for accommodation in the trade area, and its temporary closure is likely to have short-term impacts.

Table 10 lists the estimated Taxable Retail Sales for the Eatonville Trade Area by industry sector. Some sectors such as Construction, Accommodation and Food Services, and Arts, Entertainment and Recreation, have show fairly steady increases. Retail Trade dropped significantly from 1999 to 2000, but has been steadily increasing since then. Information, which includes newspaper publishing, software development, and other related lines of business, has fluctuated with a somewhat downward trend, and other industry sectors were generally flat.

Table 11 presents an updated Retail Sales Leakage analysis. The analysis presented differs from the analysis presented in the 2000 Assessment. The previous assessment used sales data from only within the city limits of Eatonville, and compared it to income data for an undisclosed number of zip codes in the area. This

likely had the effect of somewhat overstating the actual leakage from the area. The current analysis uses income, spending and sales data from the entire Eatonville Trade Area, as well as for the comparison jurisdictions. The current model was tested against the former model to check that trends moved in the same direction and as a general check on the reasonableness of the findings. Using the current model, leakage is estimated at 22.6%, for a cumulative amount of \$73,989,754. Using the previous model, leakage would be estimated at 22.9% and \$75,070,268. The comparative results were similar across all jurisdictions. The overarching message is that there is about \$75 million in retail spending by area residents that is not being captured by area businesses, and would represent nearly a 50% increase in sales if captured. One weakness of this analysis is that it does not differentiate between spending by residents and spending by visitors. Also, it does not take into account spending potential by visitors.

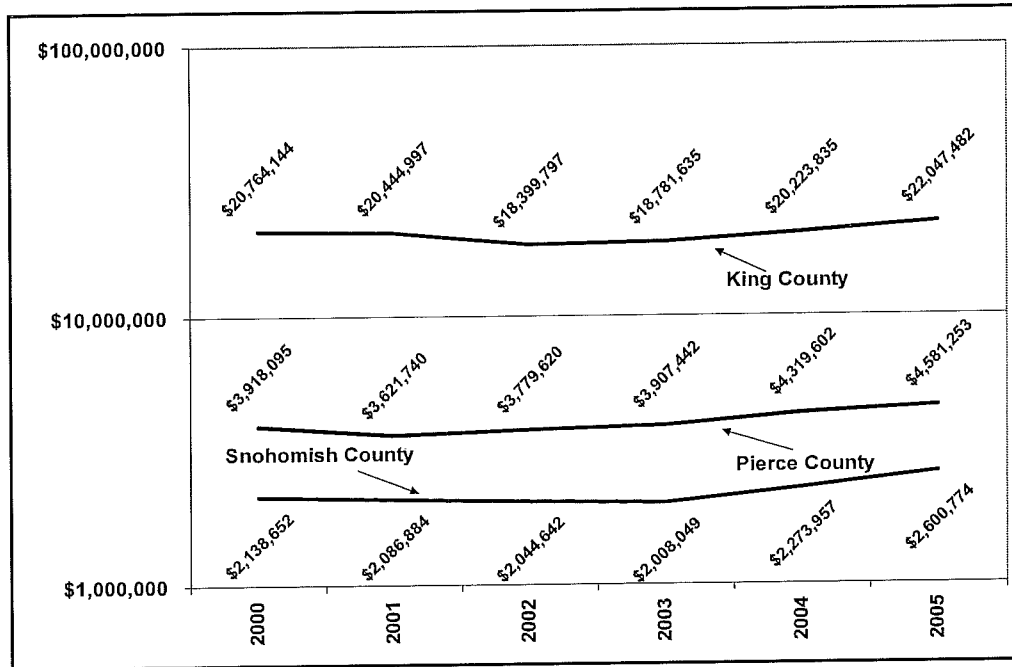
**Table 9**

**Lodging Tax Distributions**

Pierce County					
	2004	% of County Total	2005	% of County Total	% change 04-05
Buckley	\$ 2,069	0.05%	\$ 2,247	0.05%	8.63%
Du Pont	\$ 8,617	0.21%	\$ 11,792	0.26%	36.83%
Eatonville (town)	\$ 646	0.02%	\$ 455	0.01%	-29.63%
<b>Eatonville (trade area)</b>	<b>\$ 250,707</b>	<b>5.80%</b>	<b>\$ 259,096</b>	<b>5.66%</b>	<b>3.35%</b>
Fife	\$ 559,874	13.76%	\$ 626,078	13.67%	11.82%
Gig Harbor	\$ 205,732	5.06%	\$ 216,427	4.72%	5.20%
Lakewood	\$ 240,062	5.90%	\$ 286,353	6.25%	19.28%
Puyallup	\$ 451,408	11.09%	\$ 505,291	11.03%	11.94%
Sumner	\$ 863	0.02%	N/A	N/A	N/A
Tacoma	\$ 2,089,419	51.35%	\$ 2,375,408	51.85%	13.69%
Pierce County (uninc.)	\$ 510,203	12.54%	\$ 557,203	12.16%	9.21%
<b>Total</b>	<b>\$ 4,068,895</b>	<b>100.00%</b>	<b>\$ 4,581,253</b>	<b>100.00%</b>	<b>12.59%</b>
King County					
Auburn	\$ 55,520	0.27%	\$ 60,890	0.28%	9.67%
Bellevue	\$ 3,916,236	19.36%	\$ 4,299,423	19.50%	9.78%
Bothell (King)	\$ 37,368	0.18%	\$ 28,634	0.13%	-23.37%
Des Moines	N/A	N/A	\$ 6,415	0.03%	N/A
Federal Way	\$ 141,737	0.70%	\$ 156,430	0.71%	10.37%
Issaquah	\$ 46,519	0.23%	\$ 42,745	0.19%	-8.11%
Kent	\$ 122,281	0.60%	\$ 135,407	0.61%	10.73%
Kirkland	\$ 124,953	0.62%	\$ 135,211	0.61%	8.21%
North Bend	N/A	N/A	N/A	N/A	N/A
Pacific	N/A	N/A	N/A	N/A	N/A
Redmond	\$ 158,359	0.78%	\$ 241,357	1.09%	52.41%
Renton	\$ 154,114	0.76%	\$ 179,977	0.82%	16.78%
SeaTac	\$ 874,708	4.33%	\$ 950,850	4.31%	8.70%
Snoqualmie	\$ 17,418	0.09%	\$ 9,908	0.04%	-43.11%
Tukwila	\$ 390,221	1.93%	\$ 443,605	2.01%	13.68%
Woodinville	N/A	N/A	N/A	N/A	N/A
King County (uninc.)	\$ 14,184,401	70.14%	\$ 15,356,630	69.65%	8.26%
<b>Total</b>	<b>\$ 20,223,835</b>	<b>100.00%</b>	<b>\$ 22,047,482</b>	<b>100.00%</b>	<b>9.02%</b>
Snohomish County					
Arlington	N/A	N/A	\$ 35,239	1.35%	N/A
Bothell	\$ 129,562	5.70%	\$ 147,434	5.67%	13.79%
Edmonds	\$ 61,309	2.70%	\$ 64,144	2.47%	4.62%
Everett	\$ 191,078	8.40%	\$ 197,265	7.58%	3.24%
Lynnwood	\$ 375,548	16.52%	\$ 440,030	16.92%	17.17%
Marysville	\$ 9,080	0.40%	N/A	N/A	N/A
Monroe	\$ 44,148	1.94%	\$ 47,009	1.81%	6.48%
Mountlake Terrace	N/A	N/A	\$ 1,224	0.05%	N/A
Mukilteo	\$ 88,132	3.88%	\$ 91,519	3.52%	3.84%
Snohomish	\$ 2,143	0.09%	\$ 1,127	0.04%	-47.42%
Snohomish County	\$ 1,372,959	60.38%	\$ 1,575,783	60.59%	14.77%
<b>Total</b>	<b>\$ 2,273,957</b>	<b>100.00%</b>	<b>\$ 2,600,774</b>	<b>100.00%</b>	<b>14.37%</b>

Source: Wa. State Dept. of Revenue; Pierce County Budget & Finance

**Figure 6**



**Table 10**

**Taxable Retail Sales - Eatonville Trade Area (estimated)**

NAICS	NAICS Description	1999	2000	2001	2002	2003	2004	2005
11	Agriculture, Forestry, Fishing & Hunting	\$ 2,647,609	\$ 1,660,013	\$ 2,099,556	\$ 4,656,581	\$ 1,939,473	\$ 1,228,811	\$ 185,250
21-22	Mining and Utilities	\$ 4,002,279	\$ 3,762,859	\$ 3,691,952	\$ 3,091,467	\$ 3,260,637	\$ 4,613,458	\$ 4,741,007
23	Construction	\$ 9,763,621	\$ 10,881,201	\$ 12,115,332	\$ 14,031,276	\$ 12,644,422	\$ 13,875,853	\$ 14,648,592
31-33	Manufacturing	\$ 450,612	\$ 831,030	\$ 772,823	\$ 868,040	\$ 1,088,992	\$ 939,918	\$ 998,823
42	Wholesale Trade	\$ 683,570	\$ 949,501	\$ 1,030,606	\$ 1,236,275	\$ 1,170,959	\$ 847,269	\$ 1,140,484
44-45	Retail Trade	\$ 64,410,658	\$ 43,587,644	\$ 48,231,930	\$ 53,106,858	\$ 53,994,549	\$ 57,173,317	\$ 61,364,089
48	Transportation and Warehousing	\$ 529,325	\$ 1,068,059	\$ 1,099,014	\$ 1,080,469	\$ 1,199,546	\$ 1,319,249	\$ 1,237,514
51	Information	\$ 4,490,007	\$ 5,777,373	\$ 4,627,603	\$ 4,687,089	\$ 3,591,091	\$ 2,794,168	\$ 3,887,952
52-53	Finance, Insurance, & Real Estate	\$ 981,953	\$ 1,056,656	\$ 1,087,280	\$ 1,068,933	\$ 1,186,739	\$ 1,305,164	\$ 1,224,302
54	Scientific, and Technical Services	\$ 487,835	\$ 741,446	\$ 545,057	\$ 566,548	\$ 676,641	\$ 749,271	\$ 733,092
56	Support and Waste Mgmt	\$ 310,944	\$ 492,912	\$ 567,914	\$ 740,486	\$ 496,594	\$ 449,181	\$ 1,116,092
61	Educational Services (Private)	\$ 648,379	\$ 589,282	\$ 584,045	\$ 654,342	\$ 862,827	\$ 1,606,364	\$ 3,505,928
62	Health Care & Social Assistance	\$ 16,523	\$ 23,878	\$ 15,425	\$ 21,588	\$ 14,903	\$ 8,387	\$ 6,118
71	Arts, Entertainment, and Recreation	\$ 1,808,717	\$ 10,338,107	\$ 6,761,394	\$ 5,808,351	\$ 4,100,913	\$ 4,185,865	\$ 5,434,877
72	Accommodation and Food Services (except Public Admin.)	\$ 39,424,524	\$ 40,080,030	\$ 46,797,109	\$ 49,037,942	\$ 48,860,179	\$ 48,879,401	\$ 52,646,531
81	(except Public Admin.)	\$ 2,274,326	\$ 3,219,032	\$ 4,530,800	\$ 3,746,084	\$ 3,922,515	\$ 4,028,531	\$ 4,153,718
<b>Total All Industries</b>		<b>\$ 132,930,881</b>	<b>\$ 125,059,023</b>	<b>\$ 134,557,839</b>	<b>\$ 144,402,327</b>	<b>\$ 139,010,980</b>	<b>\$ 144,004,207</b>	<b>\$ 157,024,370</b>

Source: WA State Department of Revenue

**Table 11**

	Eatonville	Eatonville Trade Area (Block Groups)	Pierce County	Darrington	Granite Falls	Snohomish County	Enumclaw	King County	Washington
Total Households	881	5,325	278,976	506	1,071	251,587	4,272	729,120	2,450,580
Average Household Income	\$ 61,240	\$ 61,362	\$ 62,048	\$ 47,862	\$ 58,768	\$ 73,757	\$ 57,323	\$ 74,077	\$ 63,770
Total Household Income	\$ 53,952,440	\$ 326,752,650	\$ 17,309,902,848	\$ 24,218,172	\$ 62,940,528	\$ 18,556,302,359	\$ 244,883,856	\$ 54,011,022,240	\$ 156,273,486,600
Total Household Expenditure	\$ 46,626,925	\$ 279,892,650	\$ 14,678,043,264	\$ 22,393,030	\$ 54,563,166	\$ 14,923,889,253	\$ 213,540,192	\$ 43,093,179,360	\$ 130,995,753,900
Taxable Retail Sales (2005)	\$ 38,363,402	\$ 157,024,370	\$ 11,266,230,629	\$ 9,608,276	\$ 31,669,041	\$ 9,716,521,668	\$ 214,503,536	\$ 39,951,928,499	\$ 101,367,480,051
Sales as % of Expenditure	82.3%	56.1%	76.8%	42.9%	58.0%	65.1%	100.5%	92.7%	77.4%
Sales as % of Total Income	71.1%	48.1%	65.1%	39.7%	50.3%	52.4%	87.6%	74.0%	64.9%
Leakage Percent	-0.4%	22.6%	5.6%	31.0%	20.4%	18.3%	-16.9%	-3.3%	5.8%
Net Retail Leakage	\$ 219,027	\$ (73,989,754)	\$ (971,870,685)	\$ (7,513,972)	\$ (12,829,912)	\$ (3,402,784,100)	\$ 41,370,650	\$ 1,766,135,775	\$ (9,117,874,975)

Source: Wa. State Dept. of Revenue; Demographicstnow.com (SRS LLC)

## Traffic Volume

Average daily traffic volume from 2002 through 2005 for the main state routes within the Eatonville Trade Area is presented in Table 12. Generally speaking, reported traffic volumes in the northern portion of the area increased slightly during that period, while traffic in other areas remained flat. One problem with this data is that it does not differentiate between week-day and weekend traffic volumes, nor does it show differences between the summer tourist season and the rest of the year.

**Table 12**

### AVERAGE DAILY TRAFFIC VOLUME

State Route	Milepost	Location	Traffic Count				
			2002	2003	2004	2005	
<b>SR 161</b>							
	2.89	BEFORE JCT MASHSELL AVE S	1,200	1,200	1,300	1,200	
	3.04	BEFORE JCT CENTER ST E	840	1,100	1,100	1,100	
	3.04	AFTER JCT CENTER ST E	6,100	6,000	6,100	6,100	
	6.12	BEFORE JCT EATONVILLE CUTOFF RD	7,000	6,500	6,600	6,500	
	6.12	AFTER JCT EATONVILLE CUTOFF RD	4,800	4,300	4,400	4,400	
	13.17	BEFORE JCT 304TH ST E*KAPOWSIN HWY		5,800	5,900	5,900	
	13.17	AFTER JCT 304TH ST E*KAPOWSIN HWY	7,700	7,500	7,600	7,600	
	17.32	AFTER JCT PVT RD*238TH ST E	12,000	12,000	12,000	12,000	
	18.21	BEFORE JCT 224TH ST E	13,000	13,000	14,000	14,000	
<b>SR 7</b>							
	4.52	AT TILTON RIVER BRIDGE	2,200	2,300	2,400	1,900	
	14.6	AFTER JCT PLEASANT VALLEY RD	2,300	2,200	2,300	2,300	
	16.82	BEFORE JCT SR 706	2,700	2,600	2,400	2,400	
	16.82	AFTER JCT SR 706	5,300	5,200	5,300	5,300	
	17.07	AFTER JCT 541ST ST E	3,600	3,600			
	21.69	AFTER JCT ALDER CUTOFF RD	2,500	2,200	2,300	2,300	
	26.99	BEFORE JCT SR 161*WEYERHAEUSER RD	1,900	1,900	1,700	1,600	
	26.99	AFTER JCT SR 161*WEYERHAEUSER RD	1,500	1,500	1,300	1,300	
	28.59	AFTER JCT EATONVILLE HWY	1,800	1,700			
	36.08	BEFORE JCT SR 702*EATONVILLE CUTOFF	2,500	2,600	3,000	2,900	
	36.08	AFTER JCT SR 702*EATONVILLE CUTOFF	5,700	5,800	7,400	7,400	
	39.09	AFTER JCT KAPOWSIN HWY*304TH ST	6,700	6,700	8,600	9,700	
	42.01	AFTER JCT 260TH ST E	14,000	14,000	14,000	15,000	
<b>SR 706</b>							
	0.01	AFTER JCT 182ND AVE CT	3,800	3,300	3,300	3,300	
	7.91	AFTER JCT 304TH AVE E	3,300	3,300	3,400	3,400	



## Summary

With a rapidly growing population, especially strong in baby-boomers, the Eatonville trade area represents an attractive growth market. With median incomes increasing more rapidly in the trade area than in Pierce County and Washington as a whole, and with home values showing dramatic increases, it appears the market is not only growing in density, but also in wealth. As found in the previous assessment, it appears the area is not capturing travel spending to the same degree as found in other similar areas.

A growing and increasingly wealthy market presents many potential opportunities, but the nature of the travel trade in the Mount Rainier Region requires that entrepreneurs do their homework. The visitor season is short, intense and very cyclical, focused on weekends and holidays, and greatly influenced by the weather in the Puget Sound lowlands.

The level of retail leakage also suggests there may be opportunities for expanded trade in the area, but again, potential business operators should be encouraged to thoroughly research the market segment they are contemplating. One piece of that research may be aided by the information provided in the Appendix. Presented there are estimates of retail spending by category for 2005 and 2010 for the Eatonville trade area. The data is based on extensive survey research conducted by the Census Bureau and the demographic attributes of the trade area. Potential business owners may want to consult the table to get a sense of the market size for the goods or services they plan to offer, then research the competition to develop an understanding of how much of the market is already being served. Similarly the Chamber of Commerce could take an inventory of businesses in the area, compare that to estimated spending, then develop a list of potential business opportunities to use in business recruitment and expansion efforts.

## **Appendix – Detailed Consumer Expenditures**

## 2005 Consumer Expenditures (Average Household Annual Expenditures):

	Eatonville	98328 Eatonville	Eatonville Trade Area (Block Groups)	Pierce County
Total Households	881	3,541	5,325	278,976
Median Household Income	\$49,650	\$52,413		\$49,630
Total Average Household Expenditure	\$52,925	\$54,545	\$52,562	\$52,614
Total Avg Retail Expenditure	\$22,946	\$23,608	\$22,784	\$22,813
Airline Fares	\$349.07	\$361.28	\$346.93	\$346.90
Alcoholic Beverages	\$555.71	\$570.80	\$549.44	\$553.11
Alimony And Child Support	\$265.20	\$274.31	\$262.89	\$265.64
Apparel	\$2,320.33	\$2,381.53	\$2,293.14	\$2,303.36
Apparel Services And Accessories	\$361.67	\$375.60	\$359.80	\$359.66
Audio Equipment	\$88.41	\$91.07	\$87.98	\$87.78
Babysitting And Elderly Care	\$421.71	\$438.46	\$417.88	\$424.64
Books	\$65.50	\$67.47	\$65.00	\$65.44
Books And Supplies	\$153.17	\$157.40	\$150.66	\$153.08
Boys Apparel	\$126.65	\$129.88	\$124.81	\$124.78
Cellular Phone Service	\$268.34	\$273.82	\$265.29	\$268.18
Cigarettes	\$349.03	\$353.49	\$345.78	\$344.80
Computer Hardware	\$370.93	\$386.53	\$370.18	\$371.20
Computer Information Services	\$37.37	\$38.75	\$37.07	\$37.85
Computer Software	\$53.27	\$55.45	\$53.11	\$53.28
Contributions	\$1,935.47	\$2,005.66	\$1,922.70	\$1,909.74
Coolant And Other Fluids	\$8.61	\$8.88	\$8.56	\$8.58
Cosmetics and Perfume	\$104.40	\$107.41	\$103.59	\$103.91
Deodorants and Other Personal Care Products	\$28.88	\$29.65	\$28.60	\$28.77
Education	\$1,092.02	\$1,120.64	\$1,072.35	\$1,096.07
Electricity	\$1,411.21	\$1,437.47	\$1,395.88	\$1,404.06
Entertainment	\$2,889.32	\$2,991.41	\$2,876.95	\$2,874.55
Fees And Admissions	\$719.58	\$749.73	\$715.02	\$716.21
Finance Charges Excluding Mortgage And Vehicle	\$535.99	\$551.06	\$532.96	\$535.80
Floor Coverings	\$72.96	\$76.90	\$73.10	\$72.98
Food And Beverages	\$7,944.69	\$8,139.62	\$7,867.51	\$7,883.82
Food At Home	\$4,243.29	\$4,322.35	\$4,192.82	\$4,207.10
Food Away From Home	\$3,145.69	\$3,246.48	\$3,125.25	\$3,123.61
Footwear	\$402.05	\$408.80	\$396.90	\$398.58
Fuel Oil And Other Fuels	\$142.93	\$146.76	\$141.99	\$141.56
Funeral And Cemetery	\$90.89	\$93.65	\$90.58	\$89.63
Furniture	\$584.48	\$609.94	\$583.39	\$580.04
Gasoline And Oil	\$1,876.71	\$1,937.08	\$1,871.57	\$1,857.98
Gifts	\$1,414.48	\$1,470.11	\$1,408.43	\$1,413.04
Girls Apparel	\$155.95	\$160.23	\$153.48	\$154.24
Hair Care	\$57.30	\$58.82	\$56.72	\$57.12

	Eatonville	98328 Eatonville	Eatonville Trade Area (Block Groups)	Pierce County
Hard Surface Flooring	\$28.29	\$29.38	\$28.18	\$28.34
Health Care	\$3,281.51	\$3,361.77	\$3,262.76	\$3,258.93
Health Care Insurance	\$1,704.98	\$1,746.16	\$1,694.75	\$1,695.64
Health Care Services	\$797.46	\$815.71	\$791.12	\$794.39
Health Care Supplies And Equipment	\$779.06	\$799.90	\$776.90	\$768.90
Household Services	\$329.26	\$343.23	\$329.11	\$327.24
Household Supplies	\$756.24	\$789.45	\$755.46	\$751.52
Household Textiles	\$160.86	\$166.82	\$160.23	\$160.26
Housewares And Small Appliances	\$1,059.00	\$1,103.54	\$1,056.76	\$1,059.57
Indoor Plants And Fresh Flowers	\$72.58	\$75.33	\$71.97	\$73.49
Infants Apparel	\$118.85	\$121.98	\$117.01	\$118.10
Jewelry	\$144.36	\$150.15	\$143.84	\$143.05
Legal And Accounting	\$100.03	\$102.98	\$99.64	\$99.30
Magazines	\$36.67	\$37.77	\$36.38	\$36.66
Major Appliances	\$262.52	\$273.16	\$262.81	\$259.41
Mass Transit	\$93.62	\$96.96	\$93.12	\$93.03
Men's Apparel	\$406.40	\$417.82	\$401.79	\$403.96
Mortgage Interest	\$4,257.67	\$4,450.96	\$4,239.63	\$4,264.23
Natural Gas	\$534.64	\$546.60	\$529.71	\$531.69
New Car Purchased	\$1,692.72	\$1,764.68	\$1,684.24	\$1,695.88
New Truck Purchased	\$1,307.28	\$1,364.71	\$1,302.09	\$1,309.15
New Vehicle Purchase	\$3,000.01	\$3,129.39	\$2,986.33	\$3,005.03
Newspapers	\$76.59	\$78.85	\$75.96	\$76.44
Oral Hygeine Products	\$26.57	\$27.31	\$26.33	\$26.48
Other Lodging	\$597.64	\$621.59	\$590.33	\$607.10
Other Miscellaneous Expenses	\$103.07	\$105.89	\$102.43	\$102.99
Other Repairs And Maintenance	\$161.53	\$167.54	\$160.91	\$161.97
Other Tobacco Products	\$38.84	\$39.35	\$38.48	\$38.39
Other Transportation Costs	\$619.30	\$640.96	\$614.46	\$616.24
Other Utilities	\$442.49	\$453.50	\$438.49	\$439.66
Paint And Wallpaper	\$71.75	\$74.27	\$71.40	\$71.86
Personal Care Products	\$172.20	\$177.08	\$170.77	\$171.47
Personal Care Services	\$494.42	\$508.58	\$490.35	\$492.90
Personal Insurance	\$561.41	\$584.23	\$559.27	\$559.68
Pet Supplies And Services	\$283.72	\$293.54	\$282.79	\$283.09
Photographic Equipment And Supplies	\$127.45	\$132.00	\$127.20	\$127.36
Plumbing And Heating	\$120.70	\$125.95	\$121.00	\$120.12
Property Taxes	\$1,759.11	\$1,832.10	\$1,757.07	\$1,733.29
Public Transportation	\$541.73	\$560.56	\$538.31	\$538.39
Records / Tapes / CD Purchases	\$141.28	\$144.95	\$139.99	\$140.85
Recreational Equipment And Supplies	\$1,151.89	\$1,196.57	\$1,152.67	\$1,144.99
Rental Costs	\$2,659.60	\$2,640.75	\$2,615.86	\$2,593.99
Roofing And Siding	\$87.84	\$91.37	\$87.81	\$87.58
Satellite Dishes	\$11.07	\$11.37	\$10.98	\$10.98
Shaving Needs	\$12.36	\$12.70	\$12.25	\$12.31
Shelter	\$10,593.44	\$10,913.59	\$10,517.61	\$10,520.21

	Eatonville	98328 Eatonville	Eatonville Trade Area (Block Groups)	Pierce County
Telephone Service Excl Cell Phones	\$1,045.44	\$1,068.48	\$1,035.41	\$1,041.85
Televisions	\$129.31	\$133.01	\$128.43	\$128.32
Transportation	\$10,999.77	\$11,383.96	\$10,953.43	\$10,940.69
Tuition	\$938.85	\$963.24	\$921.69	\$942.99
Used Car Purchase	\$1,363.88	\$1,400.76	\$1,358.67	\$1,345.43
Used Truck Purchase	\$831.81	\$856.13	\$830.05	\$819.64
Used Vehicle Purchase	\$2,195.69	\$2,256.89	\$2,188.72	\$2,165.07
VCRs And Related Equipment	\$53.35	\$54.78	\$52.90	\$53.13
Vehicle Insurance	\$1,268.99	\$1,310.63	\$1,264.25	\$1,264.47
Vehicle Repair	\$859.13	\$885.27	\$853.48	\$856.63
Vehicle Repair And Maintenance	\$867.74	\$894.15	\$862.04	\$865.21
Video And Audio Equipment	\$1,017.86	\$1,045.11	\$1,009.26	\$1,013.35
Video Game Hardware And Software	\$33.05	\$33.86	\$32.70	\$32.90
Watches	\$26.36	\$27.38	\$26.24	\$26.24
Women's Apparel	\$748.76	\$767.21	\$739.35	\$744.04

Source: U.S Census; DemographicsNow.com (SRS LLC)

## 2010 Consumer Expenditures (Ave HH Exp):

	Eatonville	98328 Eatonville	Eatonville Trade Area (Block Groups)	Pierce County
Total Households	1,005	3,968	5,923	296,136
Median Household Income	\$55,618	\$57,843		\$55,441
Total Household Expenditure (\$000's)	\$56,797	\$58,744	\$56,527	\$56,330
Total Avg Retail Expenditure	\$24,594	\$25,400	\$24,475	\$24,388
Airline Fares	\$383.93	\$400.45	\$382.81	\$382.24
Alcoholic Beverages	\$604.70	\$626.69	\$601.88	\$602.64
Alimony And Child Support	\$292.44	\$304.58	\$290.83	\$293.01
Apparel	\$2,480.60	\$2,558.61	\$2,461.58	\$2,462.70
Apparel Services And Accessories	\$397.70	\$416.01	\$396.69	\$396.52
Audio Equipment	\$94.16	\$97.17	\$93.76	\$93.15
Babysitting And Elderly Care	\$461.35	\$482.86	\$458.93	\$464.74
Books	\$70.79	\$73.14	\$70.31	\$70.52
Books And Supplies	\$172.31	\$179.20	\$170.87	\$172.72
Boys Apparel	\$132.54	\$136.76	\$131.58	\$131.08
Cellular Phone Service	\$284.61	\$290.83	\$281.50	\$282.80
Cigarettes	\$359.00	\$362.29	\$354.28	\$351.82
Computer Hardware	\$405.95	\$423.09	\$404.31	\$403.78
Computer Information Services	\$41.40	\$42.96	\$40.99	\$41.58
Computer Software	\$58.27	\$60.68	\$57.99	\$57.93
Contributions	\$2,128.94	\$2,224.44	\$2,124.20	\$2,111.43
Coolant And Other Fluids	\$9.17	\$9.47	\$9.12	\$9.10
Cosmetics and Perfume	\$111.85	\$115.34	\$111.02	\$110.95
Deodorants and Other Personal Care Products	\$30.94	\$31.85	\$30.66	\$30.71
Education	\$1,230.14	\$1,278.01	\$1,218.20	\$1,237.53
Electricity	\$1,484.84	\$1,514.04	\$1,469.15	\$1,469.66
Entertainment	\$3,109.80	\$3,227.61	\$3,098.47	\$3,086.82
Fees And Admissions	\$795.82	\$835.54	\$794.85	\$794.38
Finance Charges Excluding Mortgage And Vehicle	\$574.69	\$594.09	\$573.89	\$571.64
Floor Coverings	\$82.63	\$87.54	\$82.87	\$82.72
Food And Beverages	\$8,431.88	\$8,667.41	\$8,372.71	\$8,346.27
Food At Home	\$4,441.37	\$4,534.55	\$4,399.50	\$4,390.34
Food Away From Home	\$3,385.81	\$3,506.17	\$3,371.34	\$3,353.29
Footwear	\$422.97	\$431.77	\$419.07	\$417.79
Fuel Oil And Other Fuels	\$151.00	\$155.10	\$150.04	\$148.92
Funeral And Cemetery	\$96.66	\$100.17	\$96.80	\$95.04
Furniture	\$638.17	\$666.31	\$635.88	\$631.17
Gasoline And Oil	\$1,978.91	\$2,042.60	\$1,973.70	\$1,949.55
Gifts	\$1,563.54	\$1,641.55	\$1,568.92	\$1,565.10
Girls Apparel	\$163.57	\$168.67	\$161.88	\$162.34
Hair Care	\$61.44	\$63.22	\$60.86	\$61.04

	Eatonville	98328 Eatonville	Eatonville Trade Area (Block Groups)	Pierce County
Hard Surface Flooring	\$30.94	\$32.27	\$30.86	\$30.91
Health Care	\$3,469.98	\$3,557.35	\$3,448.19	\$3,426.25
Health Care Insurance	\$1,804.36	\$1,849.18	\$1,792.37	\$1,783.73
Health Care Services	\$842.66	\$862.82	\$835.80	\$834.77
Health Care Supplies And Equipment	\$822.97	\$845.35	\$820.02	\$807.75
Household Services	\$362.12	\$379.52	\$362.63	\$360.09
Household Supplies	\$826.97	\$868.21	\$828.21	\$822.97
Household Textiles	\$173.42	\$180.09	\$172.69	\$172.23
Housewares And Small Appliances	\$1,159.26	\$1,208.22	\$1,154.47	\$1,152.76
Indoor Plants And Fresh Flowers	\$80.46	\$83.55	\$79.63	\$80.75
Infants Apparel	\$125.29	\$129.00	\$123.93	\$124.68
Jewelry	\$158.63	\$166.11	\$158.42	\$157.66
Legal And Accounting	\$106.79	\$110.54	\$106.84	\$105.57
Magazines	\$39.64	\$40.94	\$39.35	\$39.50
Major Appliances	\$281.33	\$292.46	\$280.65	\$277.14
Mass Transit	\$102.88	\$107.37	\$102.66	\$102.45
Men's Apparel	\$436.61	\$449.63	\$431.99	\$432.75
Mortgage Interest	\$4,651.90	\$4,886.53	\$4,650.74	\$4,656.29
Natural Gas	\$566.08	\$580.79	\$562.24	\$561.27
New Car Purchased	\$1,853.23	\$1,934.71	\$1,847.21	\$1,848.00
New Truck Purchased	\$1,431.34	\$1,496.08	\$1,428.01	\$1,426.52
New Vehicle Purchase	\$3,284.57	\$3,430.79	\$3,275.22	\$3,274.52
Newspapers	\$82.72	\$85.41	\$82.11	\$82.32
Oral Hygeine Products	\$28.50	\$29.36	\$28.25	\$28.29
Other Lodging	\$681.50	\$717.17	\$678.24	\$693.33
Other Miscellaneous Expenses	\$110.43	\$114.09	\$110.23	\$109.82
Other Repairs And Maintenance	\$176.80	\$184.15	\$176.30	\$176.77
Other Tobacco Products	\$39.94	\$40.31	\$39.42	\$39.15
Other Transportation Costs	\$671.27	\$700.81	\$670.87	\$669.88
Other Utilities	\$467.11	\$479.47	\$463.37	\$462.62
Paint And Wallpaper	\$78.33	\$81.44	\$78.04	\$78.23
Personal Care Products	\$184.53	\$190.20	\$183.08	\$183.10
Personal Care Services	\$530.23	\$546.62	\$526.04	\$526.64
Personal Insurance	\$616.10	\$644.96	\$615.12	\$614.95
Pet Supplies And Services	\$302.98	\$313.38	\$301.37	\$300.96
Photographic Equipment And Supplies	\$136.27	\$141.07	\$135.70	\$135.46
Plumbing And Heating	\$131.79	\$137.98	\$132.14	\$130.92
Property Taxes	\$1,921.00	\$2,010.14	\$1,923.65	\$1,893.94
Public Transportation	\$595.67	\$621.20	\$593.85	\$593.10
Records / Tapes / CD Purchases	\$150.70	\$154.93	\$149.45	\$149.65
Recreational Equipment And Supplies	\$1,228.91	\$1,275.65	\$1,226.76	\$1,216.21
Rental Costs	\$2,705.00	\$2,684.38	\$2,660.70	\$2,620.83
Roofing And Siding	\$95.73	\$99.95	\$95.77	\$95.27
Satellite Dishes	\$11.77	\$12.11	\$11.69	\$11.63
Shaving Needs	\$13.25	\$13.66	\$13.14	\$13.15
Shelter	\$11,402.72	\$11,800.75	\$11,352.59	\$11,305.37

	Eatonville	98328 Eatonville	Eatonville Trade Area (Block Groups)	Pierce County
Telephone Service Excl Cell Phones	\$1,107.54	\$1,133.36	\$1,097.30	\$1,097.66
Televisions	\$137.64	\$141.85	\$136.82	\$136.16
Transportation	\$11,751.76	\$12,182.89	\$11,717.39	\$11,642.61
Tuition	\$1,057.83	\$1,098.81	\$1,047.33	\$1,064.81
Used Car Purchase	\$1,415.60	\$1,456.57	\$1,412.45	\$1,391.70
Used Truck Purchase	\$862.79	\$889.44	\$862.18	\$847.20
Used Vehicle Purchase	\$2,278.38	\$2,346.01	\$2,274.63	\$2,238.90
VCRs And Related Equipment	\$56.89	\$58.54	\$56.46	\$56.45
Vehicle Insurance	\$1,346.14	\$1,391.35	\$1,342.13	\$1,334.56
Vehicle Repair	\$914.80	\$943.22	\$908.59	\$907.73
Vehicle Repair And Maintenance	\$923.97	\$952.68	\$917.70	\$916.83
Video And Audio Equipment	\$1,085.07	\$1,116.42	\$1,076.85	\$1,076.23
Video Game Hardware And Software	\$35.23	\$36.17	\$34.89	\$34.93
Watches	\$29.01	\$30.34	\$28.94	\$28.93
Women's Apparel	\$801.92	\$826.78	\$796.44	\$797.54
Source: U.S Census; DemographicsNow.com (SRS LLC)				