



# 3 MILE AMP Site Profile

## TACOMA VS CEDAR HILLS

TACOMA

CEDAR HILLS

Market Specific Criteria Zip 98005		3 Mile Radius Top 5 Segments		3 Mile Radius Top 5 Segments	
Prodominant Consumer Lifestyles	U3 U3 U1 U2 U3	LOW RISE LIVING URBAN MODERN MIX THE COSMOPOLITANS URBAN ACHIEVERS CITY ROOTS	U3 U3 S2 U3 S2	LOW RISE LIVING URBAN MODERN MIX UPWARD BOUND CITY ROOTS EXECUTIVE SUITES	
<b>Population</b>					
2019 Population		113,793		144,523	
2019 HHs		46,986		58,564	
8 year Market Growth		4.95%		6.04%	
Business Population		52,284		74,160	
<b>Income</b>					
Average HH Income		\$ 74,000		\$ 107,006	
Median HH Income		\$ 57,562		\$ 77,053	
<b>Occupation Classification</b>					
White Collar	56.3%	29,451	68.8%	51,034	
Blue Collar	21.4%	11,212	14.8%	11,004	
<b>Education Level</b>					
HS	25.9%	20,212	30.2%	17,231	
COLLEGE AND GRAD LEVEL	28.9%	22,548	79.7%	45,491	
<b>Ethnicity</b>					
White	63.6%	72,335	70.6%	101,995	
Black	12.4%	14,165	2.8%	3,976	
Asian	6.7%	7,573	10.2%	14,688	
Hispanic	13.0%	14,776	18.6%	26,920	
<b>Partial Service Rest. Sales</b>					
Demand		\$ 88,499,813		\$ 145,009,402	
Fulfillment		\$ 154,840,428		\$ 118,698,768	
Sales Gap		\$ (66,340,615)		\$ 26,310,634	
<b>DEMAND PER HH FOR REST. SALES</b>		\$ 1,884		\$ 2,476	
<b>CLARITAS SEGMENTATION DETAILS</b>					
<b>TACOMA</b>					
LOW RISE LIVING	U3	LOWER MIDSACLE MIDDLE AGE MOSTLY W/O KIDS COLL. GRAD RENTER			
URBAN MODERN MIX	U3	MIDSACLE MIDDLE AGE MOSTLY W/O KIDS SOME COLLEGE RENTER			
THE COSMOPOLITANS	U1	UPSCALE YOUNGER FAMILY MIX W/O KIDS POST GRAD HOMEOWNER			
URBAN ACHIEVERS	U2	MIDSACLE MIDDLE AGE W/O KIDS COLLEGE GRAD RENTERS			
CITY ROOTS	U3	MIDSACLE MIDDLE AGE MOSTLY W/O KIDS SOME COLLEGE RENTER			
<b>CEDAR HILLS</b>					
LOW RISE LIVING	U3	LOWER MIDSACLE MIDDLE AGE MOSTLY W/O KIDS COLL. GRAD RENTER			
URBAN MODERN MIX	U3	MIDSACLE MIDDLE AGE MOSTLY W/O KIDS SOME COLLEGE RENTER			
UPWARD BOUND	S2	UPSCALE YOUNGER FAMILY MIX W/O KIDS POST GRAD HOMEOWNER			
CITY ROOTS	U3	UPSCALE YOUNGER FAMILY MIX W/O KIDS POST GRAD HOMEOWNER			
EXECUTIVE SUITES	S2	UPSCALE MIDDLE AGE MOSTLY W/KIDS POST GRAD HOMEOWNER			