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# Oakland Madrona Business District



## 2016 Residential Profile Summary

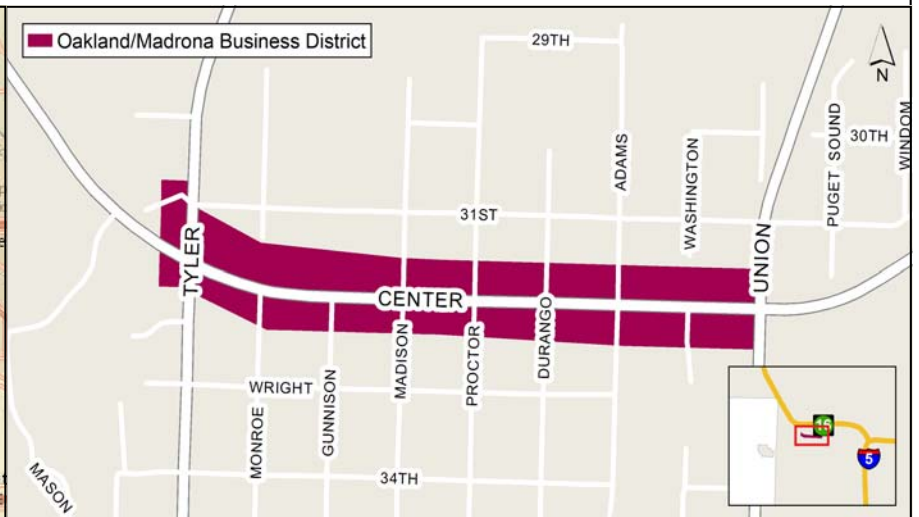
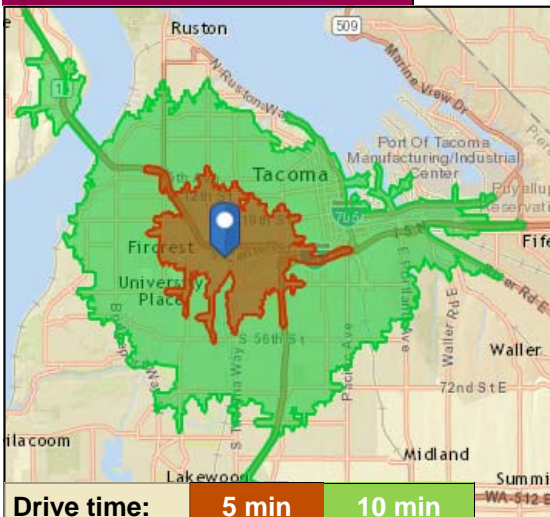
Drive Time	5 Min.	10 Min.	U.S.A.
Population	21,128	172,320	
Households	8,856	70,849	
Average Household Size	2.35	2.35	2.59
Median Age	34.3	36.3	38.0
Median Household Income	\$47,491	\$49,410	\$54,149
Median Value Owner Occupied Housing Unit	\$224,354	\$236,464	\$198,891
Owner Occupied Units	41.8%	44.1%	55.4%
Renter Occupied Units	48.6%	46.7%	32.9%
Population Trend 2016-2021	1.2%	0.9%	0.8%
Median Household Income Trend 2016-2021	0.9%	0.6%	1.9%

## 2016 Business Profile

Total Businesses	1,768	9,425	
Total Daytime Employees	23,581	123,335	

### Overview:

Oakland Madrona is a family neighborhood and has stayed true to its lumber mill history as the shopping destination for home improvement needs. You can take care of your back at the local chiropractor, take your dog to its very own boutique, enjoy the golf driving range and bring home a bouquet of beautiful flowers.



# Oakland Madrona Business District

2016 Resident Profile	Drive Time			U.S.A.
	5 Min.	10 Min.		
<b>Population by Age</b>				
0 - 4	7.2%	6.4%	6.2%	
5 - 9	6.5%	6.1%	6.3%	
10 - 14	5.7%	5.7%	6.5%	
15 - 19	5.6%	6.0%	6.6%	
20 - 24	8.4%	8.0%	7.1%	
25 - 34	17.8%	16.1%	13.6%	
35 - 44	13.1%	13.0%	12.6%	
45 - 54	12.2%	12.9%	13.3%	
55 - 64	10.6%	12.2%	12.8%	
65 - 74	6.5%	7.6%	8.8%	
75 - 84	3.8%	3.9%	4.3%	
85+	2.6%	2.1%	1.9%	
<b>Population 25+ by Educational Attainment</b>				
Less than 9th Grade	3.2%	390.0%	5.5%	
9th - 12th Grade, No Diploma	7.0%	7.1%	7.3%	
High School or GED/Alternative Credential	28.1%	26.5%	27.6%	
Some College, No Degree	26.9%	25.1%	20.9%	
Associate Degree	9.6%	9.7%	8.2%	
Bachelor's Degree	17.4%	17.7%	18.8%	
Graduate/Professional Degree	7.8%	9.9%	11.6%	
<b>Employed Population 16+ by Industry</b>				
Agriculture/Mining	0.8%	0.5%	2.0%	
Construction	6.7%	6.0%	6.2%	
Manufacturing	9.0%	7.4%	10.2%	
Wholesale Trade	2.9%	2.7%	2.7%	
Retail Trade	10.6%	11.7%	11.3%	
Transportation/Utilities	4.9%	5.5%	4.9%	
Information	2.1%	1.7%	1.9%	
Finance/Insurance/Real Estate	5.0%	5.6%	6.5%	
Services	50.9%	52.9%	49.5%	
Public Administration	7.0%	6.0%	4.7%	
<b>Annual Household Budget Expenditures</b>	<b>Spending Potential Index*</b>	<b>Average Amount Spent</b>	<b>Spending Potential Index*</b>	<b>Average Amount Spent</b>
<b>Drive Time</b>	<b>5 Min.</b>		<b>10 Min.</b>	
Total Expenditures	76	\$50,112	84	\$55,636
Food at Home	77	\$3,838	85	\$4,243
Food Away from Home	77	\$2,396	85	\$2,643
Alcoholic Beverages	79	\$405	87	\$448
Housing	78	\$15,996	87	\$17,757
Shelter	79	\$12,345	88	\$13,725
Utilities, Fuel and Public Services	75	\$3,651	83	\$4,031
Household Operations	74	\$1,263	82	\$1,408
Housekeeping Supplies	75	\$526	83	\$583
Household Furnishings and Equipment	75	\$1,322	83	\$1,467
Apparel and Services	78	\$1,565	86	\$1,728
Transportation	75	\$6,100	83	\$6,710
Travel	72	\$1,342	81	\$1,508
Health Care	72	\$3,794	80	\$4,236
Entertainment and Recreation	74	\$2,163	83	\$2,409
Personal Care Products & Services	76	\$554	84	\$615
Education	79	\$1,111	88	\$1,249
Life/Other Insurance	68	\$281	76	\$316
Pensions and Social Security	73	\$4,952	81	\$5,523

\*Spending Potential Index (SPI) represents the annual amount spent for a product or service related to the national average of 100. A SPI greater