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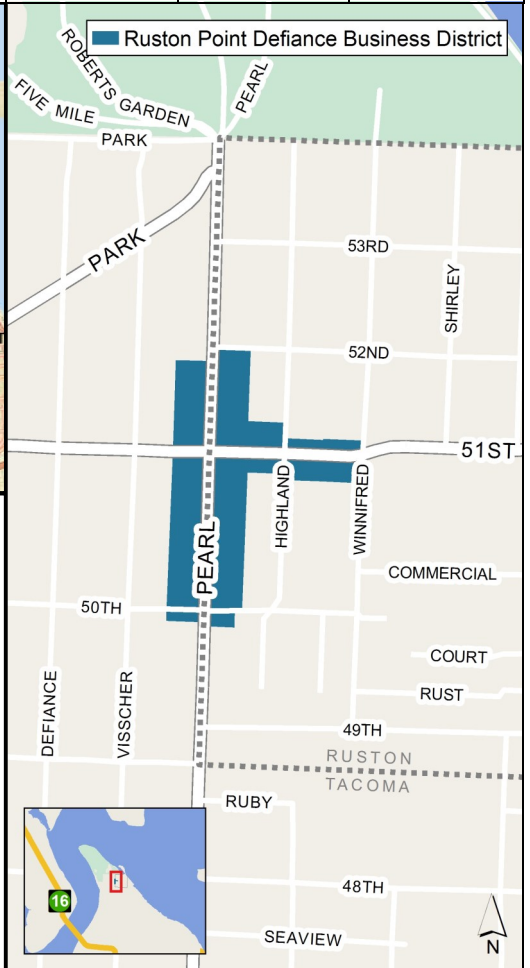
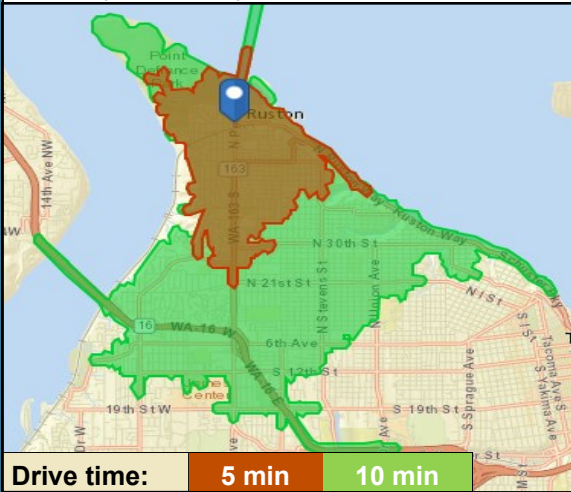
Ruston-Point Defiance Business
 District Association President:
 Joe Atkinson
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For additional demographics
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Ruston - Point Defiance Business District



2016 Residential Profile Summary			
Drive Time	5 Min.	10 Min.	U.S.A.
Population	13,089	42,677	
Households	5,733	18,889	
Average Household Size	2.26	2.21	2.59
Median Age	43.2	43.0	38.0
Median Household Income	\$62,609	\$60,277	\$54,149
Median Value Owner Occupied Housing Unit	\$291,403	\$295,098	\$198,891
Owner Occupied Units	55.1%	56.8%	55.4%
Renter Occupied Units	36.8%	36.1%	32.9%
Population Trend 2016-2021	1.2%	0.9%	0.8%
Median Household Income Trend 2016-2021	3.8%	2.5%	1.9%
2016 Business Profile			
Total Businesses	329	1,329	
Total Daytime Employees	3,100	11,818	



Overview:

Nestled between the Ruston waterfront and Tacoma's Pt. Defiance Park, visitors can enjoy the view as they stroll and browse the great shops along North Pearl and North 51st Streets. Whether you relish traditional soda fountains, antiques, exotic outdoor plants or a home-style meal with live music — find it all in Ruston - Pt. Defiance.

Visit www.ExploreNorthPearl.com for more information about the district.

Special Events:

- Ruston Egg Hunt, *March/April*
- Adirondack Art Chair, *June*
- July 4th Children's Parade, *July*
- Cadillac Car Show, *August*

Ruston - Point Defiance Business District

2016 Resident Profile	Drive Time			
Population by Age	5 Min.	10 Min.	U.S.A.	
0 - 4	5.5%	5.2%	6.2%	
5 - 9	5.6%	5.3%	6.3%	
10 - 14	5.4%	5.2%	6.5%	
15 - 19	4.9%	5.5%	6.6%	
20 - 24	5.2%	6.4%	7.1%	
25 - 34	12.5%	12.5%	13.6%	
35 - 44	13.1%	12.4%	12.6%	
45 - 54	12.9%	13.6%	13.3%	
55 - 64	14.5%	14.7%	12.8%	
65 - 74	10.3%	10.0%	8.8%	
75 - 84	5.7%	5.5%	4.3%	
85+	4.3%	3.8%	1.9%	
Population 25+ by Educational Attainment				
Less than 9th Grade	1.5%	1.6%	5.5%	
9th - 12th Grade, No Diploma	4.2%	4.1%	7.3%	
High School or GED/Alternative Credential	21.6%	21.8%	27.6%	
Some College, No Degree	25.7%	24.0%	20.9%	
Associate Degree	11.1%	10.4%	8.2%	
Bachelor's Degree	21.4%	22.7%	18.8%	
Graduate/Professional Degree	14.5%	15.5%	11.6%	
Employed Population 16+ by Industry				
Agriculture/Mining	0.6%	0.3%	2.0%	
Construction	5.7%	5.2%	6.2%	
Manufacturing	4.2%	6.4%	10.2%	
Wholesale Trade	2.5%	2.4%	2.7%	
Retail Trade	11.5%	11.8%	11.3%	
Transportation/Utilities	6.3%	4.9%	4.9%	
Information	1.4%	1.2%	1.9%	
Finance/Insurance/Real Estate	6.7%	6.3%	6.5%	
Services	53.8%	55.1%	49.5%	
Public Administration	7.3%	6.6%	4.7%	
Annual Household Budget Expenditures	Spending Potential Index*	Average Amount Spent	Spending Potential Index*	Average Amount Spent
Drive Time	5 Min.		10 Min.	
Total Expenditures	104	\$68,991	104	\$68,672
Food at Home	102	\$5,076	102	\$5,101
Food Away from Home	103	\$3,185	103	\$3,187
Alcoholic Beverages	108	\$552	108	\$551
Housing	106	\$21,701	105	\$21,565
Shelter	107	\$16,740	107	\$16,616
Utilities, Fuel and Public Services	102	\$4,961	101	\$4,948
Household Operations	105	\$1,806	104	\$1,782
Housekeeping Supplies	102	\$717	102	\$717
Household Furnishings and Equipment	104	\$1,839	104	\$1,830
Apparel and Services	104	\$2,092	104	\$2,087
Transportation	101	\$8,166	101	\$8,168
Travel	107	\$1,997	106	\$1,966
Health Care	103	\$5,439	102	\$5,410
Entertainment and Recreation	103	\$3,012	103	\$3,003
Personal Care Products & Services	104	\$763	104	\$762
Education	112	\$1,585	111	\$1,572
Life/Other Insurance	105	\$433	103	\$425
Pensions and Social Security	104	\$7,083	103	\$6,984

*Spending Potential Index (SPI) represents the annual amount spent for a product or service related to the national average of 100. A SPI greater than 100 is above the national average. A SPI less than 100 is below the national average. Source: 2016 ESRI Business Analyst Online.