

## Key Demographics

Portland Avenue--Drive time of 5 minutes



## KEY FACTS

19,262

Population

32.0

Median Age

\$44,179

Median Household Income

3.0

Average Household Size

## BUSINESS



930

Total Businesses



17,462

Total Employees

## EDUCATION

19%

No High School Diploma



30%

High School Graduate



32%

Some College



20%

Bachelor's/Grad/Prof Degree

## HOUSING



6,652

2017 Total Housing Units



3,186

2017 Owner Occupied HUs



592

2017 Vacant Units



155

ACS HUs/Year Built: 2010 or Later



1,372

ACS HUs/Year Built: 2000-2009



288

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$202,911

Median Home Value



\$5,420

Average Spent on Mortgage & Basics



\$718

Median Contract Rent

## EMPLOYMENT



48%

White Collar



28%

Blue Collar



24%

Services

9.0%

Unemployment Rate

## Households By Income

The largest group: \$50,000 - \$74,999 (19.5%)

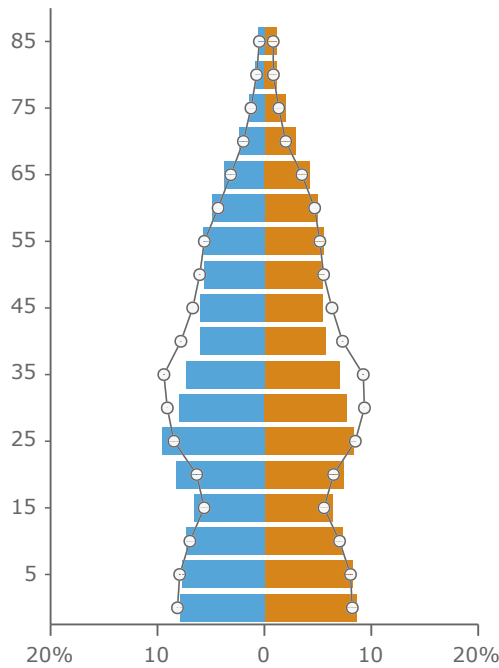
The smallest group: \$200,000+ (1.5%)

Indicator	Value	Difference	
<\$15,000	18.1%	+9.9%	<div style="width: 18.1%;"></div>
\$15,000 - \$24,999	11.7%	+4.9%	<div style="width: 11.7%;"></div>
\$25,000 - \$34,999	10.1%	+2.5%	<div style="width: 10.1%;"></div>
\$35,000 - \$49,999	14.8%	+2.0%	<div style="width: 14.8%;"></div>
\$50,000 - \$74,999	19.5%	+0.5%	<div style="width: 19.5%;"></div>
\$75,000 - \$99,999	11.2%	-3.4%	<div style="width: 11.2%;"></div>
\$100,000 - \$149,999	10.4%	-7.4%	<div style="width: 10.4%;"></div>
\$150,000 - \$199,999	2.8%	-4.2%	<div style="width: 2.8%;"></div>
\$200,000+	1.5%	-4.7%	<div style="width: 1.5%;"></div>

Bars show deviation from

Pierce County

### Age Pyramid



### Race and Ethnicity

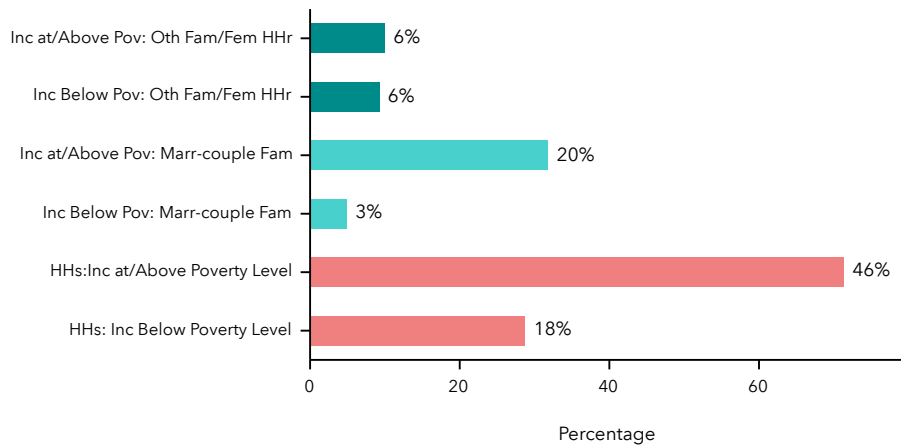
The largest group: White Alone (47.47)  
 The smallest group: Pacific Islander Alone (1.91)

Indicator	Value	Difference
White Alone	47.47	-23.62
Black Alone	13.33	+6.04
American Indian/Alaska Native Alone	4.95	+3.54
Asian Alone	11.81	+5.28
Pacific Islander Alone	1.91	+0.35
Other Race	9.64	+5.41
Two or More Races	10.90	+3.03
Hispanic Origin (Any Race)	22.05	+10.88

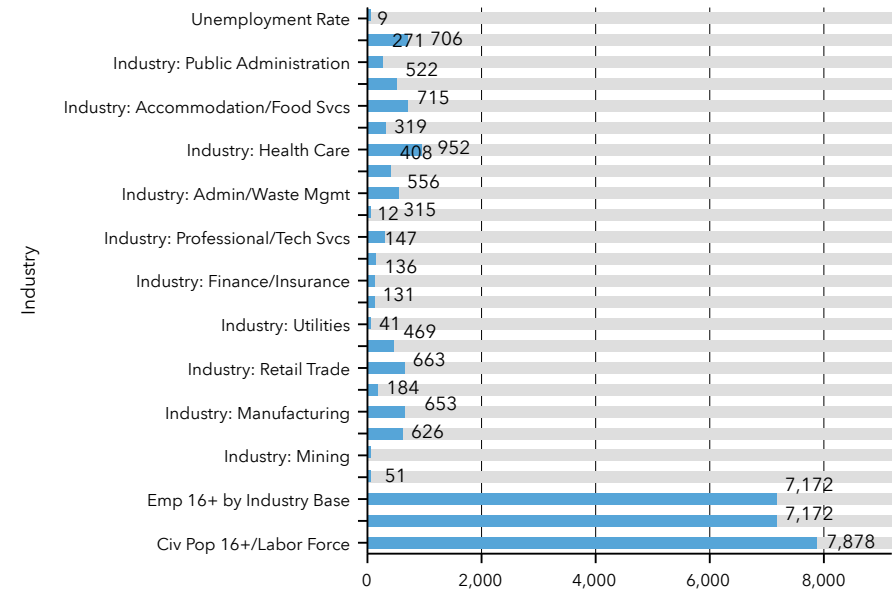
Bars show deviation from Pierce County

### 2011-2015 Households by Poverty Status (ACS)

- HHS: Inc Below Poverty Level
- HHS: Inc at/Above Poverty Level
- Inc Below Pov: Marr-couple Fam
- Inc at/Above Pov: Marr-couple Fam
- Inc Below Pov: Oth Fam/Fem HHr
- Inc at/Above Pov: Oth Fam/Fem HHr

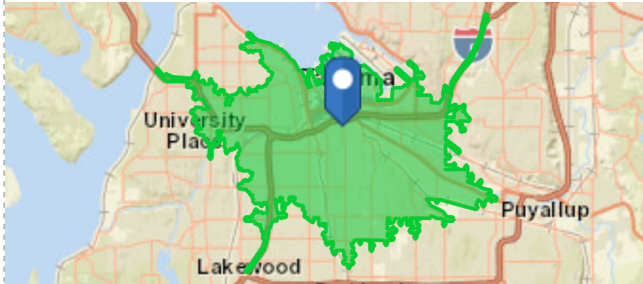


### 2017 Labor Force by Industry (Esri)



## Key Demographics

Portland Avenue--Drive time of 10 minutes



## KEY FACTS

134,472

Population

35.5

Median Age

\$51,052

Median Household Income

2.5

Average Household Size

## HOUSING



57,100

2017 Total Housing Units



25,073

2017 Owner Occupied HUs



5,152

2017 Vacant Units



872

ACS HUs/Year Built: 2010 or Later



7,420

ACS HUs/Year Built: 2000-2009



4,058

ACS HUs/Year Built: 1990-1999

## EDUCATION

14%

No High School Diploma



28%

High School Graduate



34%

Some College



25%

Bachelor's/Grad/Prof Degree

## EMPLOYMENT



55%

White Collar



25%

Blue Collar



20%

Services

6.7%

Unemployment Rate

## BUSINESS



6,782

Total Businesses



109,502

Total Employees

## Households By Income

The largest group: \$50,000 - \$74,999 (20.0%)

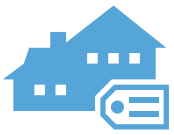
The smallest group: \$200,000+ (2.6%)

Indicator	Value	Difference	
<\$15,000	14.0%	+5.8%	<div style="width: 14%;"></div>
\$15,000 - \$24,999	10.0%	+3.2%	<div style="width: 10%;"></div>
\$25,000 - \$34,999	9.9%	+2.3%	<div style="width: 9.9%;"></div>
\$35,000 - \$49,999	14.9%	+2.1%	<div style="width: 14.9%;"></div>
\$50,000 - \$74,999	20.0%	+1.0%	<div style="width: 20%;"></div>
\$75,000 - \$99,999	11.8%	-2.8%	<div style="width: 11.8%;"></div>
\$100,000 - \$149,999	13.2%	-4.6%	<div style="width: 13.2%;"></div>
\$150,000 - \$199,999	3.7%	-3.3%	<div style="width: 3.7%;"></div>
\$200,000+	2.6%	-3.6%	<div style="width: 2.6%;"></div>

Bars show deviation from

Pierce County

## HOUSING STATS



\$232,848

Median Home Value



\$6,163

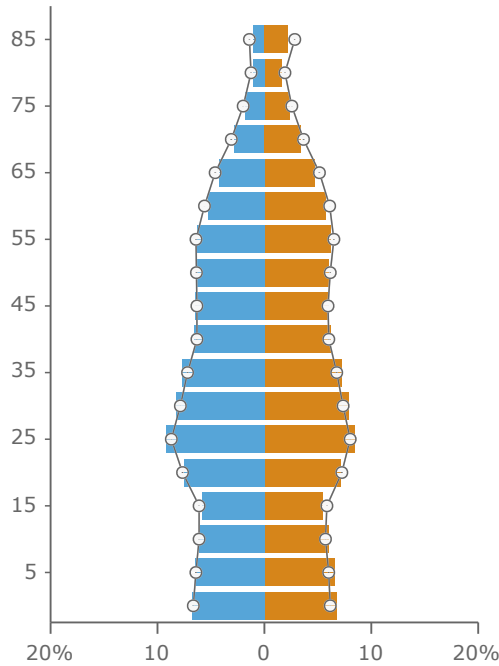
Average Spent on Mortgage & Basics



\$842

Median Contract Rent

## Age Pyramid



## Race and Ethnicity

The largest group: White Alone (57.26)

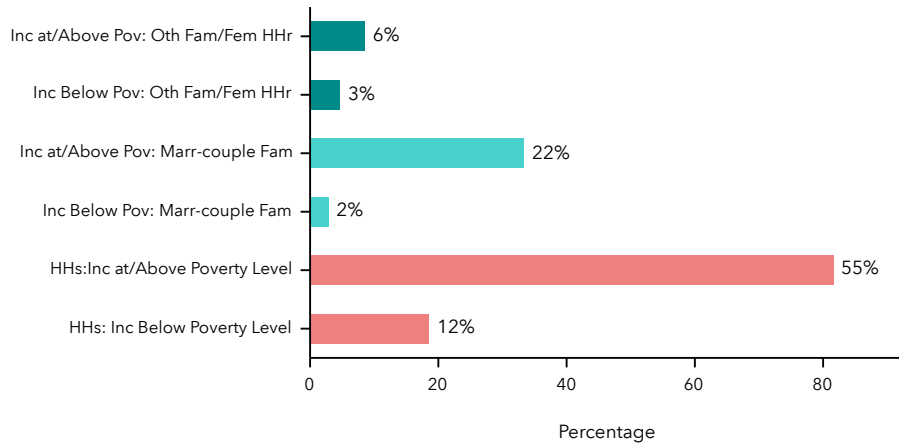
The smallest group: Pacific Islander Alone (1.57)

Indicator	Value	Difference
White Alone	57.26	-13.83
Black Alone	13.06	+5.77
American Indian/Alaska Native Alone	2.64	+1.23
Asian Alone	8.95	+2.42
Pacific Islander Alone	1.57	+0.01
Other Race	7.05	+2.82
Two or More Races	9.47	+1.60
Hispanic Origin (Any Race)	16.40	+5.23

Bars show deviation from Pierce County

## 2011-2015 Households by Poverty Status (ACS)

- HHS: Inc Below Poverty Level
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- Inc at/Above Pov: Marr-couple Fam
- Inc Below Pov: Oth Fam/Fem HHr
- Inc at/Above Pov: Oth Fam/Fem HHr



## 2017 Labor Force by Industry (Esri)

