### Key Demographics

- **Old Town**—Drive time of 5 minutes

### Key Facts

- **Population**: 21,084
- **Median Age**: 40.1
- **Average Household Size**: 2.0
- **Median Household Income**: $79,287

### Business

- **Total Businesses**: 954
- **Total Employees**: 10,861

### Housing

- **2019 Total Housing Units**: 10,759
- **2019 Owner Occupied HUs**: 5,366
- **2019 Vacant Units**: 815

### Education

- **4%** No High School Diploma
- **30%** High School Graduate
- **51%** Bachelor’s/Grad /Prof Degree

### Housing Stats

- **Median Home Value**: $440,082
- **Average Spent on Mortgage & Basics**: $11,147
- **Median Contract Rent**: $953

### Employment

- **72%** White Collar
- **15%** Blue Collar
- **13%** Services
- **Unemployment Rate**: 3.0%

### Households by Income

- **The largest group**: $100,000 - $149,999 (19.4%)
- **The smallest group**: $15,000 - $24,999 (5.2%)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Difference</th>
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</thead>
<tbody>
<tr>
<td>&lt;$15,000</td>
<td>9.8%</td>
<td>+1.5%</td>
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<tr>
<td>$15,000 - $24,999</td>
<td>5.2%</td>
<td>-1.2%</td>
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<tr>
<td>$25,000 - $34,999</td>
<td>6.4%</td>
<td>-0.6%</td>
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<td>$35,000 - $49,999</td>
<td>11.0%</td>
<td>-0.9%</td>
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<td>$50,000 - $74,999</td>
<td>15.1%</td>
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<td>$75,000 - $99,999</td>
<td>12.2%</td>
<td>-2.3%</td>
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<tr>
<td>$100,000 - $149,999</td>
<td>19.4%</td>
<td>-0.1%</td>
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<td>$150,000 - $199,999</td>
<td>10.0%</td>
<td>+2.6%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>11.0%</td>
<td>+4.8%</td>
</tr>
</tbody>
</table>
Age Pyramid

- The largest group: 2019 Female Population Age 25-29 (Esri)
- The smallest group: 2019 Male Population Age 85+ (Esri)

Race and Ethnicity

- The largest group: White Alone (82.75)
- The smallest group: Pacific Islander Alone (0.37)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>82.75</td>
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<tr>
<td>Black Alone</td>
<td>4.06</td>
<td>-3.30</td>
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<tr>
<td>American Indian/Alaska</td>
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<tr>
<td>Native Alone</td>
<td>3.79</td>
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<tr>
<td>Asian Alone</td>
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<tr>
<td>Pacific Islander Alone</td>
<td>1.63</td>
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<tr>
<td>Other Race</td>
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<tr>
<td>Two or More Races</td>
<td>6.58</td>
<td>-4.87</td>
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</table>

2014-2018 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

- Inc at/Above Pov: Oth Fam/Fem HHr: 3%
- Inc Below Pov: Oth Fam/Fem HHr: 1%
- Inc at/Above Pov: Marr-couple Fam: 27%
- Inc Below Pov: Marr-couple Fam: 1%
- HHs: Inc at/Above Poverty Level: 63%
- HHs: Inc Below Poverty Level: 6%

2019 Labor Force by Industry (Esri)

- Unemployment Rate: 3.64%
- Industry: Public Administration: 362,804
- Industry: Accommodation/Food Svcs: 603
- Industry: Health Care: 245
- Industry: Utilities: 1,645
- Industry: Professional/Techn Svcs: 292
- Industry: Finance/Insurance: 840
- Industry: Retail Trade: 294
- Industry: Mining: 1,840
- Industry: Manufacturing: 374
- Industry: Construction: 160
- Industry: Manufacturing: 34
- Industry: Mining: 570
- Industry: Manufacturing: 80
- Industry: Public Administration: 1,109
- Industry: Manufacturing: 778
- Industry: Construction: 763
- Emp 16+ by Industry Base: 65
- Civ Pop 16+/Labor Force: 11,791


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**Key Demographics**

- **Old Town--Drive time of 10 minutes**

**Key Facts**

- **Population**: 95,613
- **Median Age**: 38.8
- **Average Household Size**: 2.2
- **Median Household Income**: $60,758

**Business**

- **Total Businesses**: 4,761
- **Total Employees**: 70,983

**Housing**

- **Total Housing Units**: 44,488
- **Owner Occupied HUs**: 21,797
- **Vacant Units**: 3,712
- **ACS HUs/Year Built: 2010 or Later**: 1,032
- **ACS HUs/Year Built: 2000-2009**: 2,788
- **ACS HUs/Year Built: 1990-1999**: 2,388

**Education**

- **No High School Diploma**: 9%
- **High School Graduate**: 22%
- **Some College**: 32%
- **Bachelor’s/Grad/Prof Degree**: 37%

**Housing Stats**

- **Median Home Value**: $327,911
- **Average Spent on Mortgage & Basics**: $8,468
- **Median Contract Rent**: $928

**Employment**

- **White Collar**: 66%
- **Blue Collar**: 17%
- **Services**: 17%
- **Unemployment Rate**: 5.2%

**Households By Income**

- The largest group: $50,000 - $74,999 (17.1%)
- The smallest group: $200,000+ (5.1%)

### Age Pyramid

The largest group:
- **2019 Male Population Age 25-29** (Esri)

The smallest group:
- **2019 Male Population Age 80-84** (Esri)

Dots show comparison to Tacoma city

### Race and Ethnicity

The largest group: White Alone (69.92)

The smallest group: Pacific Islander Alone (0.85)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Difference</th>
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</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>69.92</td>
<td>-0.66</td>
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<tr>
<td>Black Alone</td>
<td>10.91</td>
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<td>1.68</td>
<td>+0.26</td>
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<tr>
<td>Asian Alone</td>
<td>5.36</td>
<td>-1.28</td>
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<td>Pacific Islander Alone</td>
<td>0.85</td>
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<tr>
<td>Other Race</td>
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<td>+0.25</td>
</tr>
<tr>
<td>Hispanic Origin (Any Race)</td>
<td>10.12</td>
<td>-1.33</td>
</tr>
</tbody>
</table>

Bars show deviation from Pierce County

### 2014-2018 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**

- Inc at/Above Pov: Oth Fam/Fem HHr: 25%
- Inc Below Pov: Oth Fam/Fem HHr: 58%
- HHs: Inc Below Poverty Level: 10%

### 2019 Labor Force by Industry (Esri)

- **Unemployment Rate**: 5.237%
- **Industry: Public Administration**: 4,337
- **Industry: Accommodation/Food Svcs**: 3,226
- **Industry: Health Care**: 5,210
- **Industry: Utilities**: 1,704
- **Industry: Professional/Tech Svcs**: 7,531
- **Industry: Finance/Insurance**: 4,890
- **Industry: Admin/Waste Mgmt**: 2,949
- **Industry: Hospitality**: 1,248
- **Industry: Public Administration**: 3,363
- **Industry: Manufacturing**: 2,874
- **Industry: Mining**: 190
- **Emp 16+ by Industry Base**: 44,705
- **Civ Pop 16+/Labor Force**: 49,284


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