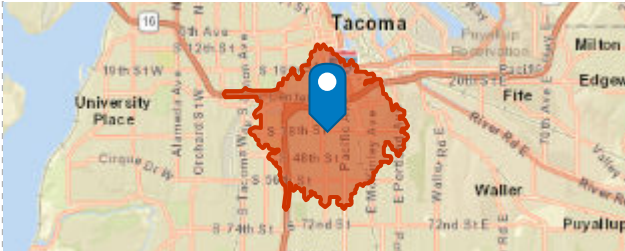


## Key Demographics

Lincoln--Drive time of 5 minutes



## KEY FACTS

42,119

Population

36.4

Median Age

2.6

Average Household Size

\$59,632

Median Household Income

## BUSINESS

1,760

Total Businesses

28,368

Total Employees

### Households By Income

The largest group: \$50,000 - \$74,999 (20.2%)

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

Indicator ▲	Value	Diff		
<\$15,000	12.2%	+5.6%		
\$15,000 - \$24,999	7.8%	+2.4%		
\$25,000 - \$34,999	7.6%	+1.7%		
\$35,000 - \$49,999	12.5%	+1.3%		
\$50,000 - \$74,999	20.2%	+2.4%		
\$75,000 - \$99,999	16.6%	+0.9%		
\$100,000 - \$149,999	16.6%	-5.9%		
\$150,000 - \$199,999	3.9%	-3.3%		
\$200,000+	2.6%	-5.1%		

Bars show deviation from Pierce County

## EDUCATION

12%

No High School Diploma



35%

Some College

28%

High School Graduate

25%

Bachelor's/Grad /Prof Degree

## HOUSING



17,535

2019 Total Housing Units



9,586

2019 Owner Occupied HUs



1,577

2019 Vacant Units



668

ACS HUs/Year Built: 2010 or Later



1,849

ACS HUs/Year Built: 2000-2009



719

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$323,040

Median Home Value



\$7,788

Average Spent on Mortgage & Basics



\$996

Median Contract Rent

## EMPLOYMENT



White Collar

56%



Blue Collar

27%



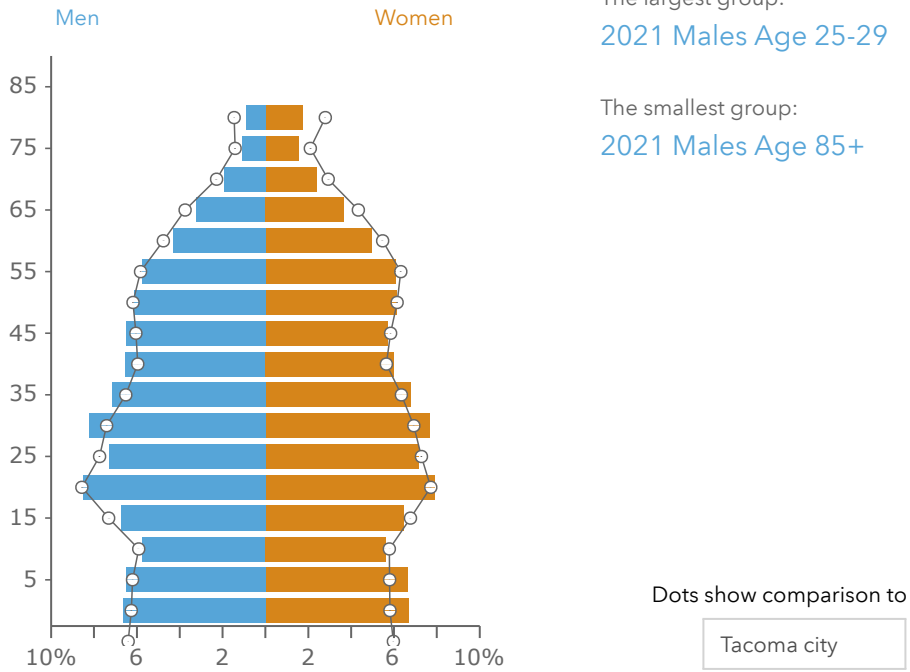
Services

16%

6.2%

Unemployment Rate

## Age Pyramid



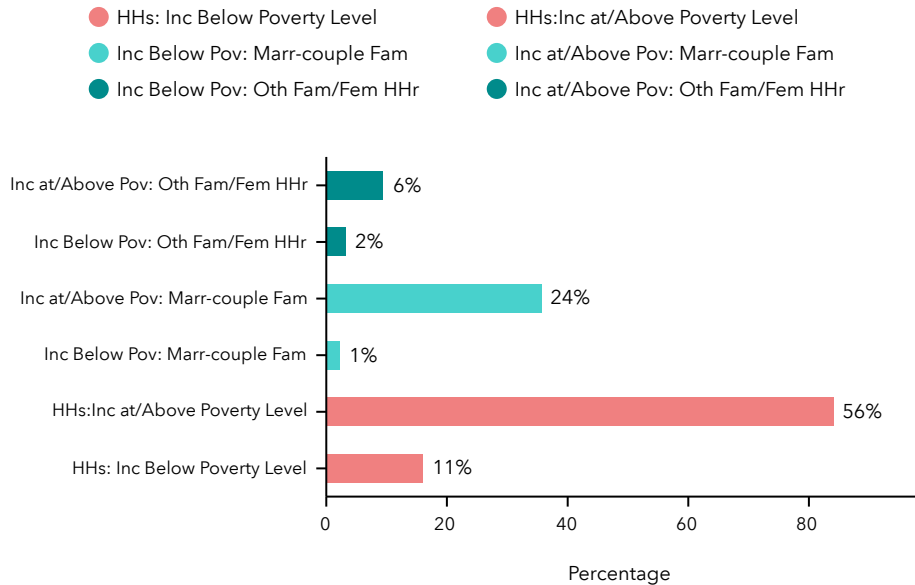
## Race and Ethnicity

The largest group: White Alone (51.09)  
 The smallest group: Pacific Islander Alone (1.79)

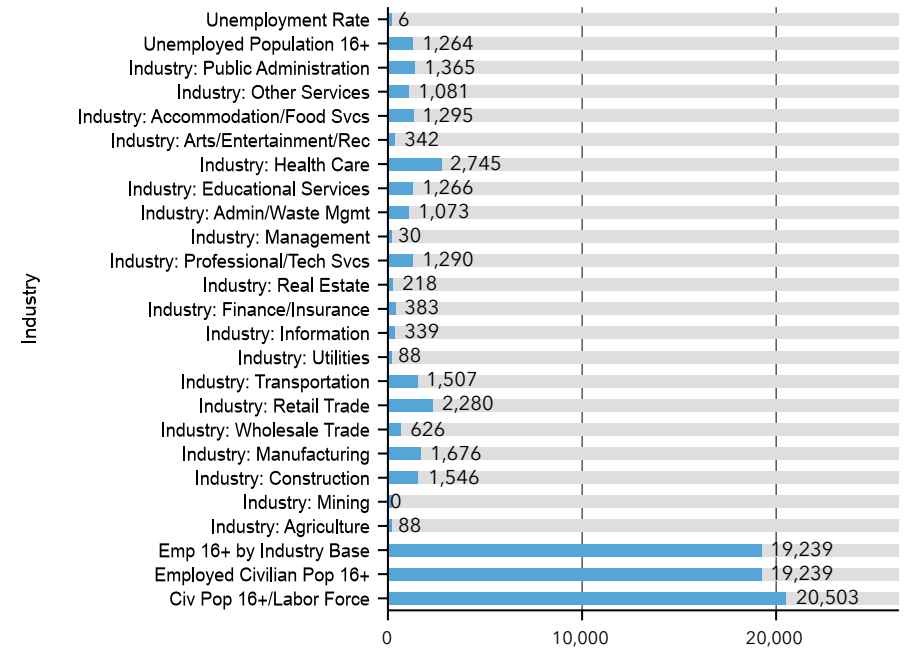
Indicator ▲	Value	Diff
White Alone	51.09	-18.28
Black Alone	15.19	+7.61
American Indian/Alaska Native Alone	2.79	+1.37
Asian Alone	10.03	+2.93
Pacific Islander Alone	1.79	+0.02
Other Race	7.81	+3.32
Two or More Races	11.3	+3.02
Hispanic Origin (Any Race)	17.68	+5.78

Bars show deviation from Pierce County

## 2014-2018 Households by Poverty Status (ACS)

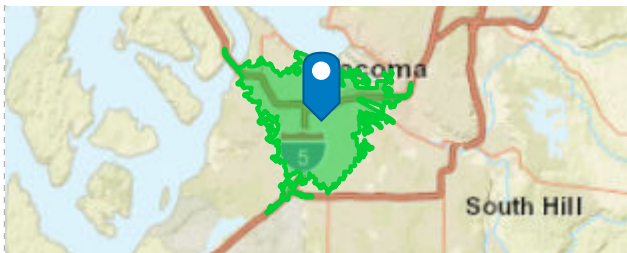


## 2019 Labor Force by Industry (Esri)



## Key Demographics

Lincoln--Drive time of 10 minutes



## KEY FACTS

172,919

Population

36.2

Median Age



Average Household Size

\$59,405

Median Household Income

## BUSINESS



7,640  
Total Businesses



117,031  
Total Employees

### Households By Income

The largest group: \$50,000 - \$74,999 (18.7%)

The smallest group: \$200,000+ (3.6%)

Indicator ▲	Value	Diff		
<\$15,000	11.3%	+4.7%		
\$15,000 - \$24,999	8.2%	+2.8%		
\$25,000 - \$34,999	7.7%	+1.8%		
\$35,000 - \$49,999	14%	+2.8%		
\$50,000 - \$74,999	18.7%	+0.9%		
\$75,000 - \$99,999	14.5%	-1.2%		
\$100,000 - \$149,999	17.8%	-4.7%		
\$150,000 - \$199,999	4.3%	-2.9%		
\$200,000+	3.6%	-4.1%		

Bars show deviation from Pierce County

## EDUCATION

13%

No High School Diploma



33%

Some College

27%

High School Graduate



27%

Bachelor's/Grad /Prof Degree

## HOUSING



74,466

2019 Total Housing Units



36,535

2019 Owner Occupied HUs



6,067

2019 Vacant Units

1,852

ACS HUs/Year Built: 2010 or Later

6,109

ACS HUs/Year Built: 2000-2009

5,058

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$343,144

Median Home Value



\$7,841

Average Spent on Mortgage & Basics



\$961

Median Contract Rent

## EMPLOYMENT



White Collar



Blue Collar



Services

60%

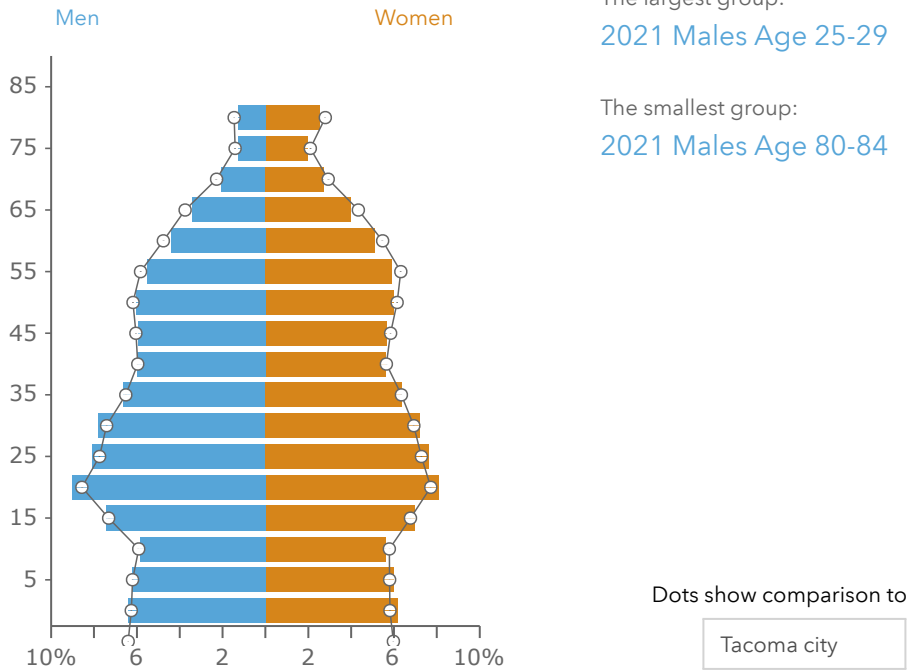
25%

15%

6.1%

Unemployment Rate

## Age Pyramid



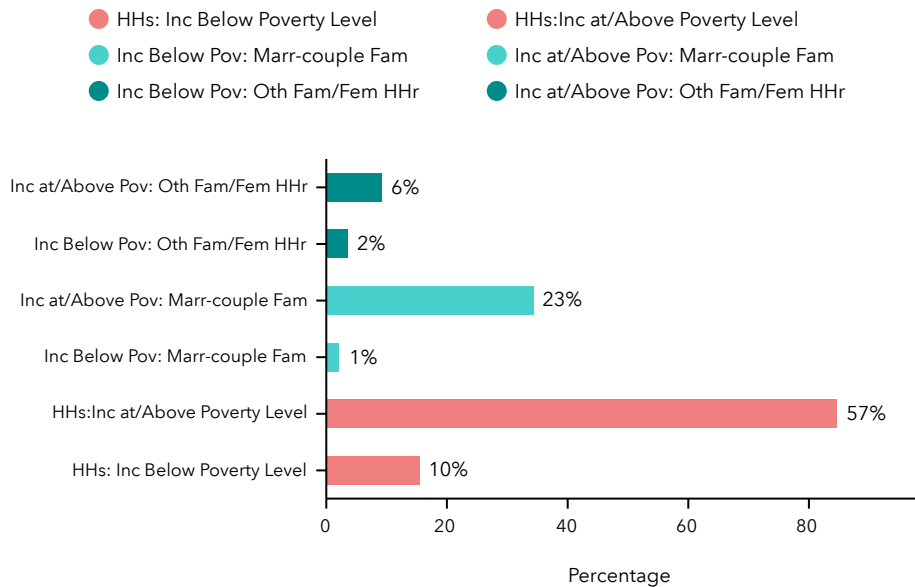
## Race and Ethnicity

The largest group: White Alone (54.58)  
 The smallest group: Pacific Islander Alone (1.92)

Indicator ▲	Value	Diff
White Alone	54.58	-14.79
Black Alone	14.04	+6.46
American Indian/Alaska Native Alone	2.26	+0.84
Asian Alone	9.7	+2.6
Pacific Islander Alone	1.92	+0.15
Other Race	7.35	+2.86
Two or More Races	10.16	+1.88
Hispanic Origin (Any Race)	16.84	+4.94

Bars show deviation from Pierce County

## 2014-2018 Households by Poverty Status (ACS)



## 2019 Labor Force by Industry (Esri)

