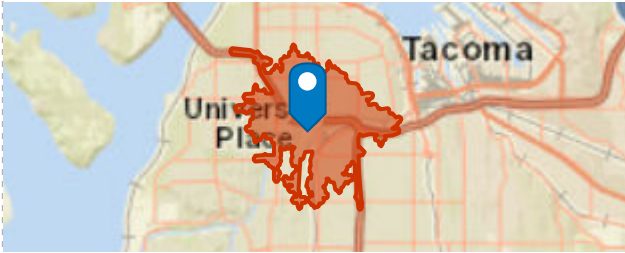


## Key Demographics

Oakland/Madrona--Drive time of 5 minutes



## KEY FACTS

28,987

Population

35.6

Median Age

2.4

Average Household Size

\$61,669

Median Household Income

## BUSINESS



1,682  
Total Businesses



28,197  
Total Employees

### Households By Income

The largest group: \$100,000 - \$149,999 (18.2%)

The smallest group: \$200,000+ (2.8%)

Indicator ▲	Value	Diff
<\$15,000	8.7%	+2.1%
\$15,000 - \$24,999	7.3%	+1.9%
\$25,000 - \$34,999	8.1%	+2.2%
\$35,000 - \$49,999	16%	+4.8%
\$50,000 - \$74,999	17.6%	-0.2%
\$75,000 - \$99,999	17%	+1.3%
\$100,000 - \$149,999	18.2%	-4.3%
\$150,000 - \$199,999	4.3%	-2.9%
\$200,000+	2.8%	-4.9%

Bars show deviation from Pierce County

## EDUCATION

8%

No High School Diploma



35%

Some College

27%

High School Graduate



29%

Bachelor's/Grad /Prof Degree

## HOUSING



12,944

2019 Total Housing Units



6,114

2019 Owner Occupied HUs



1,043

2019 Vacant Units



456

ACS HUs/Year Built: 2010 or Later



1,146

ACS HUs/Year Built: 2000-2009



1,055

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$342,054

Median Home Value



\$7,679

Average Spent on Mortgage & Basics



\$1,013

Median Contract Rent

## EMPLOYMENT



White Collar



Blue Collar



Services

64%

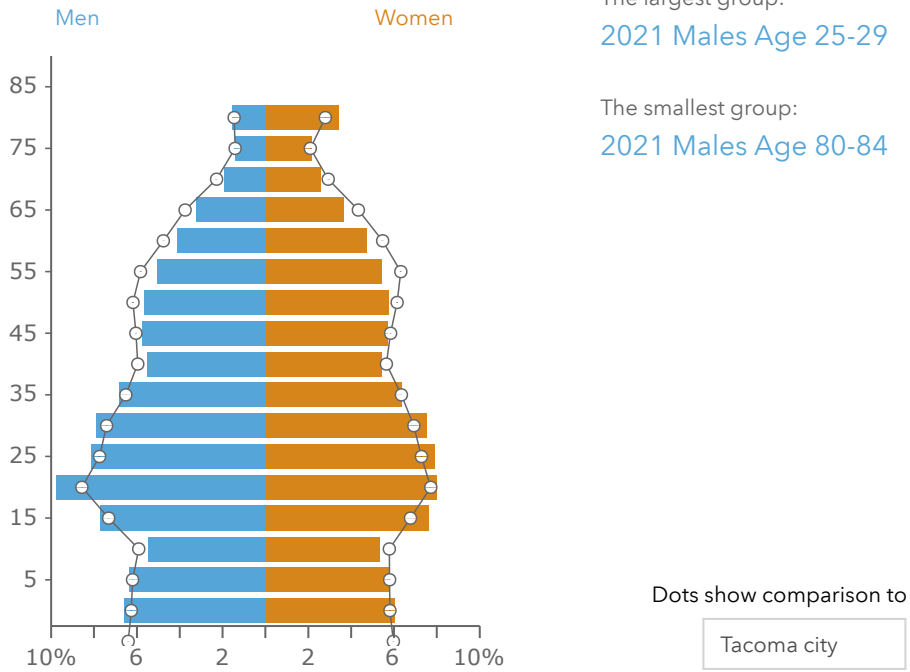
22%

15%

5.5%

Unemployment Rate

### Age Pyramid



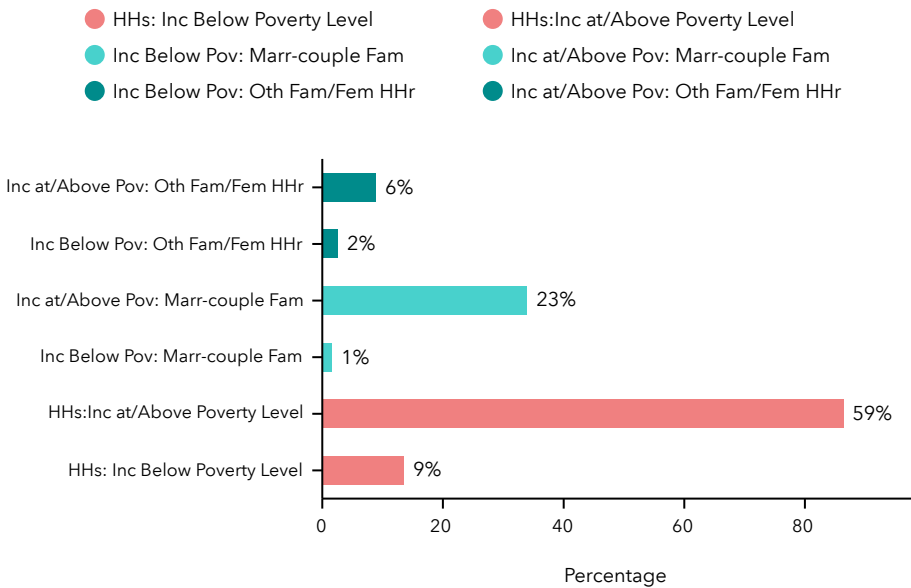
### Race and Ethnicity

The largest group: White Alone (58.65)  
 The smallest group: Pacific Islander Alone (1.33)

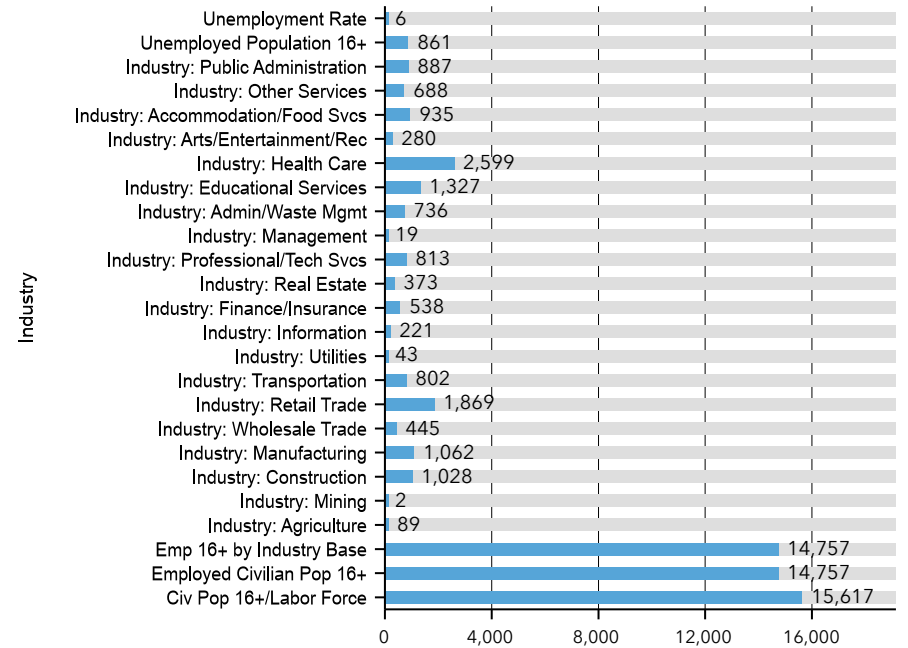
Indicator ▲	Value	Diff
White Alone	58.65	-10.72
Black Alone	16.55	+8.97
American Indian/Alaska Native Alone	1.48	+0.06
Asian Alone	6.85	-0.25
Pacific Islander Alone	1.33	-0.44
Other Race	4.49	0
Two or More Races	10.65	+2.37
Hispanic Origin (Any Race)	12.97	+1.07

Bars show deviation from Pierce County

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



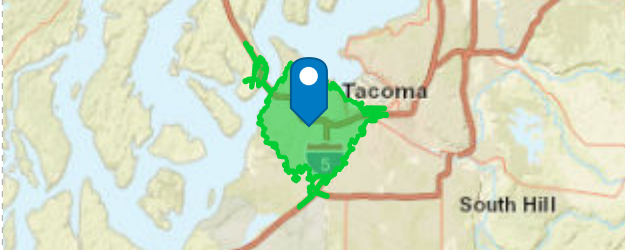
### 2019 Labor Force by Industry (Esri)



Source: This infographic contains data provided by Esri, Esri and Data Axle, American Community Survey (ACS). The vintage of the data is 2021, 2021, 2015-2019.

## Key Demographics

Oakland/Madrona--Drive time of 10 minutes



## KEY FACTS

194,094

Population

37.7

Median Age

2.3

Average Household Size

\$65,915

Median Household Income

## BUSINESS



7,973  
Total Businesses



116,757  
Total Employees

### Households By Income

The largest group: \$100,000 - \$149,999 (18.9%)

The smallest group: \$150,000 - \$199,999 (5.5%)

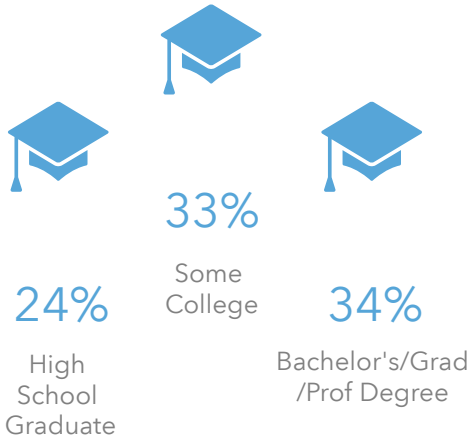
Indicator ▲	Value	Diff		
<\$15,000	10%	+3.4%		
\$15,000 - \$24,999	7.1%	+1.7%		
\$25,000 - \$34,999	7.3%	+1.4%		
\$35,000 - \$49,999	12.5%	+1.3%		
\$50,000 - \$74,999	18.1%	+0.3%		
\$75,000 - \$99,999	14.9%	-0.8%		
\$100,000 - \$149,999	18.9%	-3.6%		
\$150,000 - \$199,999	5.5%	-1.7%		
\$200,000+	5.6%	-2.1%		

Bars show deviation from Pierce County

## EDUCATION

8%

No High School Diploma



## HOUSING



87,584

2019 Total Housing Units



43,629

2019 Owner Occupied HUs



6,638

2019 Vacant Units



2,127

ACS HUs/Year Built: 2010 or Later



6,150

ACS HUs/Year Built: 2000-2009



6,799

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$380,127

Median Home Value



\$8,815

Average Spent on Mortgage & Basics



\$1,000

Median Contract Rent

## EMPLOYMENT



White Collar

65%



Blue Collar

21%



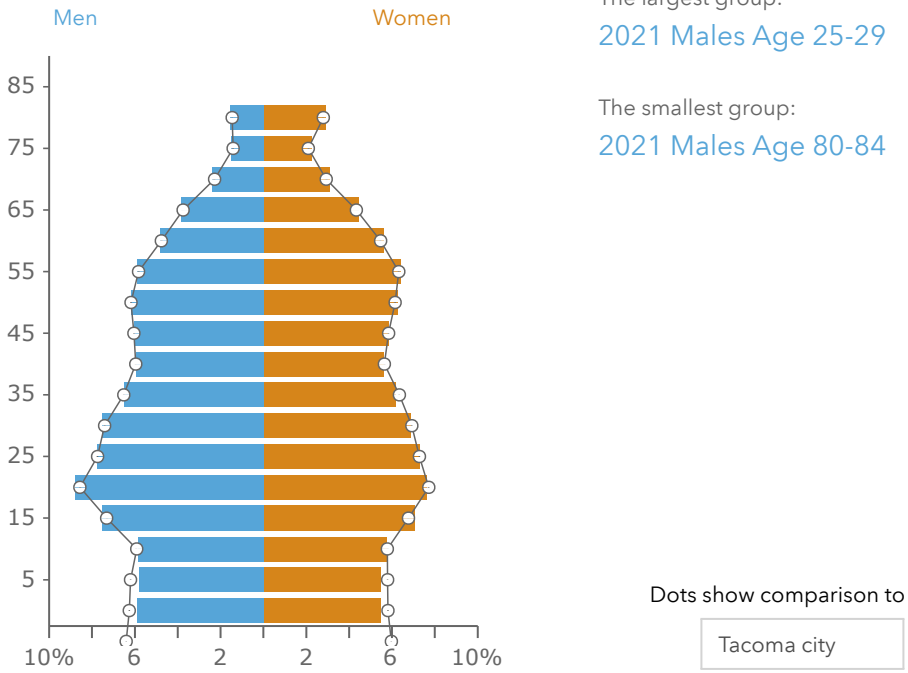
Services

14%

5.8%

Unemployment Rate

### Age Pyramid



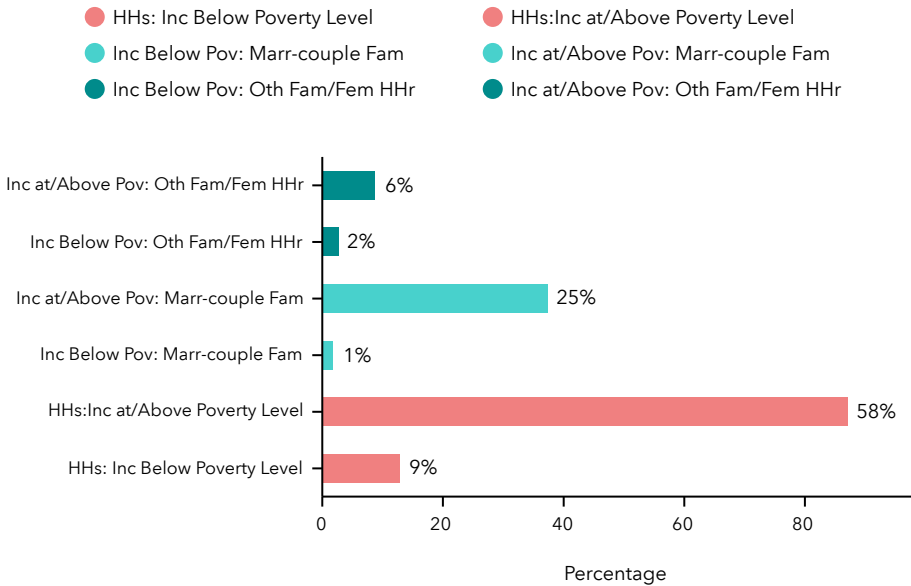
### Race and Ethnicity

The largest group: White Alone (61.99)  
 The smallest group: Pacific Islander Alone (1.41)

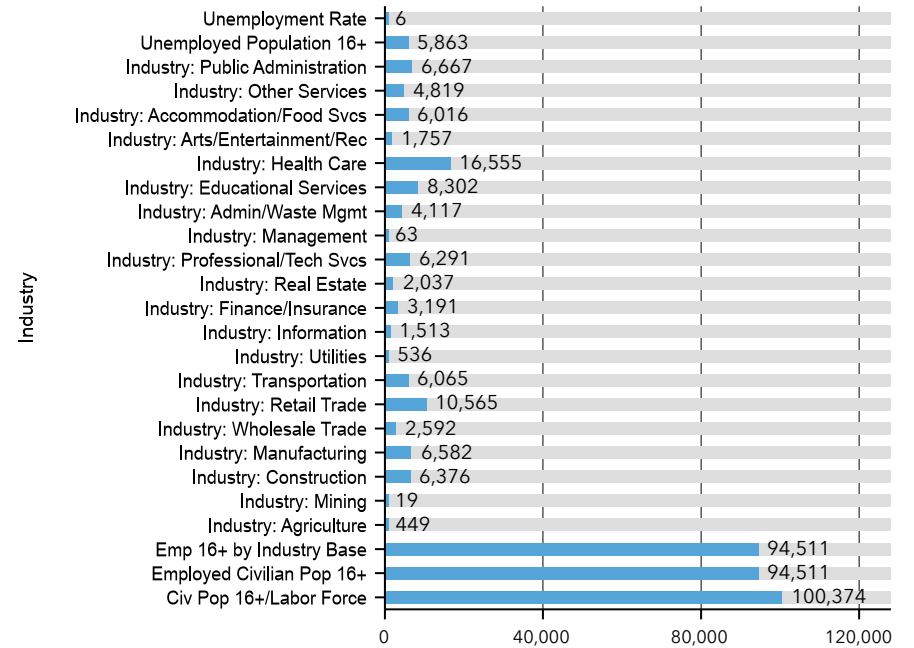
Indicator ▲	Value	Diff
White Alone	61.99	-7.38
Black Alone	12.64	+5.06
American Indian/Alaska Native Alone	1.62	+0.2
Asian Alone	7.98	+0.88
Pacific Islander Alone	1.41	-0.36
Other Race	4.71	+0.22
Two or More Races	9.65	+1.37
Hispanic Origin (Any Race)	12.82	+0.92

Bars show deviation from Pierce County

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



### 2019 Labor Force by Industry (Esri)



Source: This infographic contains data provided by Esri, Esri and Data Axle, American Community Survey (ACS). The vintage of the data is 2021, 2021, 2015-2019.