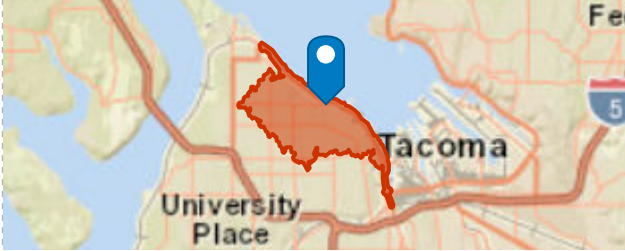


## Key Demographics

Old Town--Drive time of 5 minutes



## KEY FACTS

31,141

Population

39.2

Median Age

2.0

Average Household Size

\$82,199

Median Household Income

## BUSINESS



1,616  
Total Businesses



26,003  
Total Employees

### Households By Income

The largest group: \$100,000 - \$149,999 (22.2%)

The smallest group: \$15,000 - \$24,999 (5.5%)

Indicator ▲	Value	Diff		
<\$15,000	8.3%	+1.7%		
\$15,000 - \$24,999	5.5%	+0.1%		
\$25,000 - \$34,999	5.7%	-0.2%		
\$35,000 - \$49,999	10.3%	-0.9%		
\$50,000 - \$74,999	15.5%	-2.3%		
\$75,000 - \$99,999	13.3%	-2.4%		
\$100,000 - \$149,999	22.2%	-0.3%		
\$150,000 - \$199,999	9.2%	+2%		
\$200,000+	9.9%	+2.2%		

Bars show deviation from Pierce County

## EDUCATION

3%

No High School Diploma



15%  
High School Graduate



28%  
Some College



54%  
Bachelor's/Grad /Prof Degree

## HOUSING



15,715

2019 Total Housing Units



187

ACS HUs/Year Built: 2010 or Later



7,398

2019 Owner Occupied HUs



699

ACS HUs/Year Built: 2000-2009



1,172

2019 Vacant Units



660

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$481,276

Median Home Value



\$10,696

Average Spent on Mortgage & Basics



\$989

Median Contract Rent

## EMPLOYMENT



White Collar

74%



Blue Collar

15%



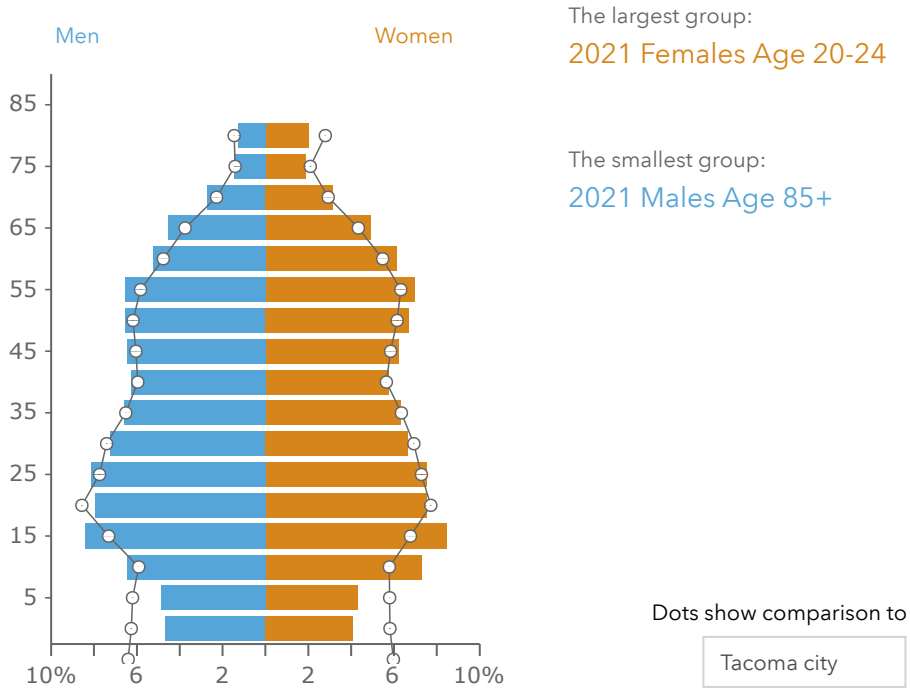
Services

11%

4.1%

Unemployment Rate

## Age Pyramid



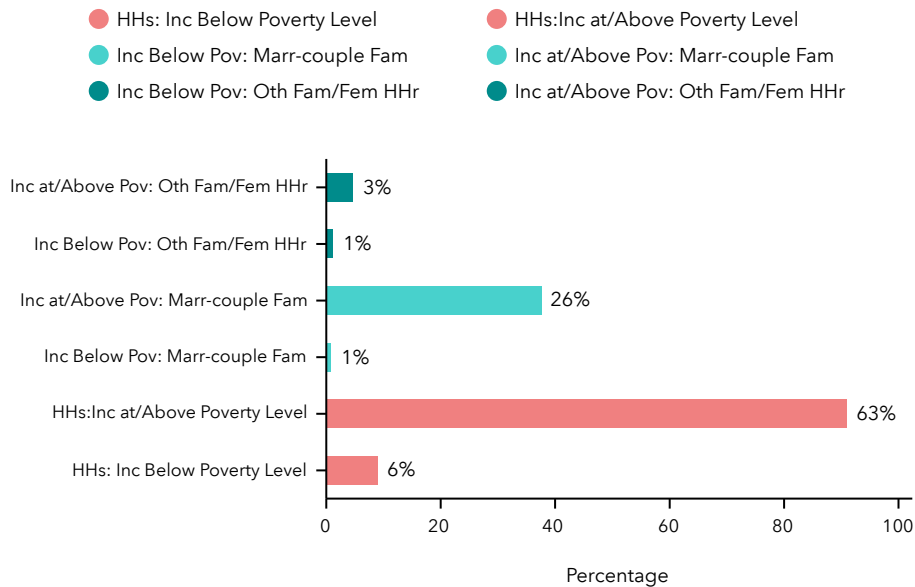
## Race and Ethnicity

The largest group: White Alone (80.1)  
 The smallest group: Pacific Islander Alone (0.46)

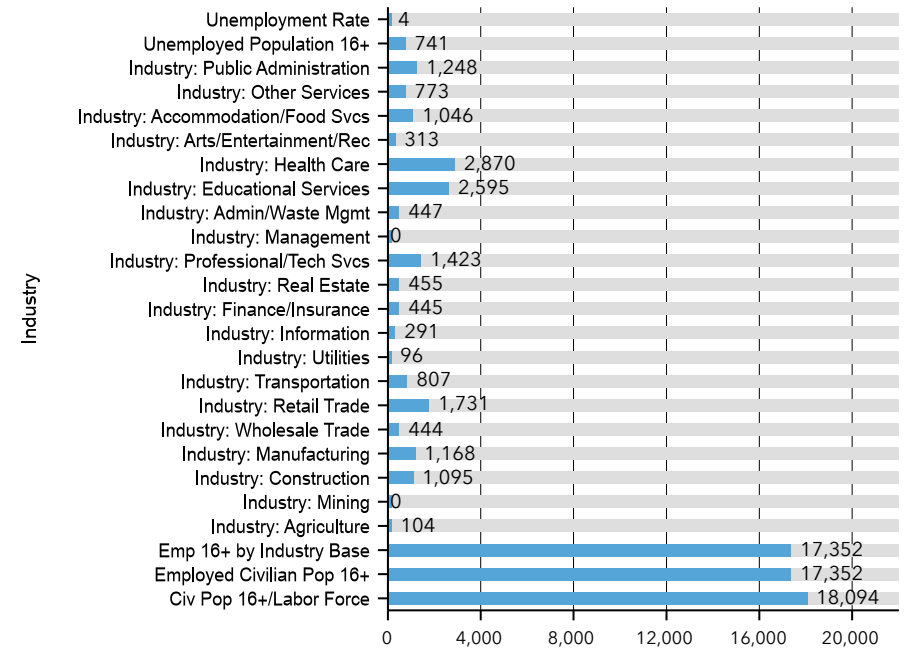
Indicator ▲	Value	Diff
White Alone	80.1	+10.73
Black Alone	5.12	-2.46
American Indian/Alaska Native Alone	1.17	-0.25
Asian Alone	4.27	-2.83
Pacific Islander Alone	0.46	-1.31
Other Race	1.79	-2.7
Two or More Races	7.09	-1.19
Hispanic Origin (Any Race)	7.13	-4.77

Bars show deviation from Pierce County

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

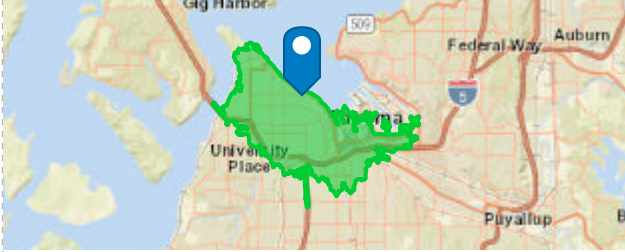


## 2019 Labor Force by Industry (Esri)



## Key Demographics

Old Town--Drive time of 10 minutes



## KEY FACTS

110,510

Population

39.1

Median Age

2.2

Average Household Size

\$69,650

Median Household Income

## BUSINESS



5,108  
Total Businesses



83,032  
Total Employees

### Households By Income

The largest group: \$100,000 - \$149,999 (19.6%)

The smallest group: \$200,000+ (6.3%)

Indicator ▲	Value	Diff		
<\$15,000	10.8%	+4.2%		
\$15,000 - \$24,999	7%	+1.6%		
\$25,000 - \$34,999	6.9%	+1%		
\$35,000 - \$49,999	11.6%	+0.4%		
\$50,000 - \$74,999	16.4%	-1.4%		
\$75,000 - \$99,999	14.8%	-0.9%		
\$100,000 - \$149,999	19.6%	-2.9%		
\$150,000 - \$199,999	6.6%	-0.6%		
\$200,000+	6.3%	-1.4%		

Bars show deviation from Pierce County

## EDUCATION

7%

No High School Diploma



23%

High School Graduate



32%

Some College



37%

Bachelor's/Grad /Prof Degree

## HOUSING



51,484

2019 Total Housing Units



1,099

ACS HUs/Year Built: 2010 or Later



25,568

2019 Owner Occupied HUs



3,162

ACS HUs/Year Built: 2000-2009



4,248

2019 Vacant Units



2,710

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$395,126

Median Home Value



\$9,298

Average Spent on Mortgage & Basics



\$977

Median Contract Rent

## EMPLOYMENT



White Collar

68%



Blue Collar

19%



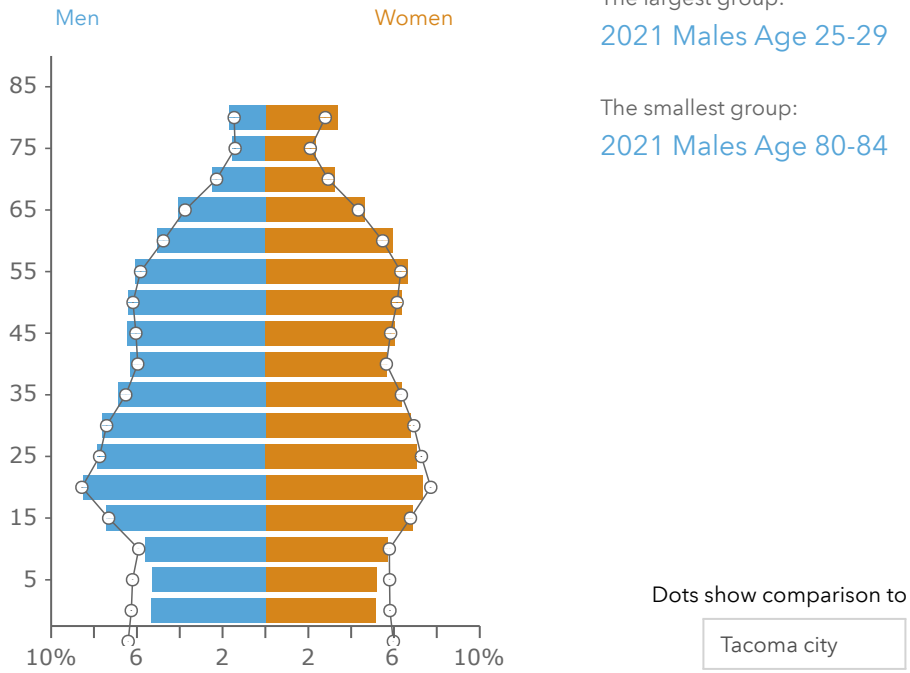
Services

13%

5.7%

Unemployment Rate

### Age Pyramid



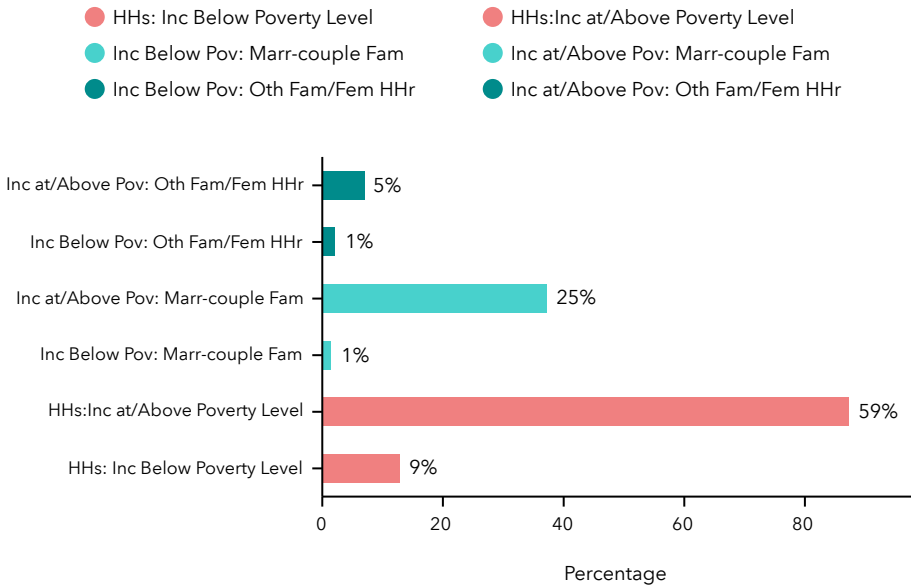
### Race and Ethnicity

The largest group: White Alone (67.28)  
 The smallest group: Pacific Islander Alone (0.99)

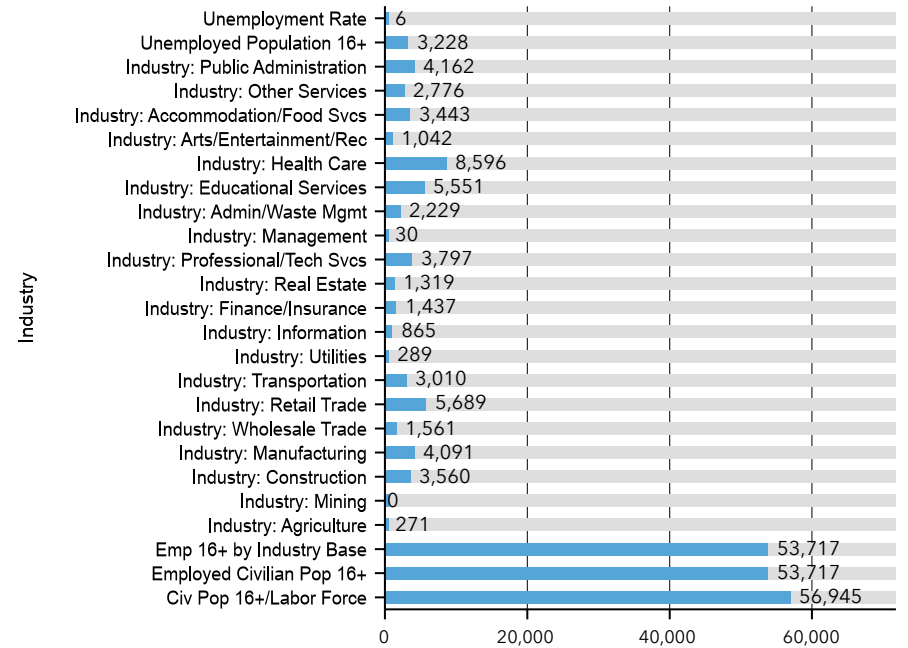
Indicator ▲	Value	Diff
White Alone	67.28	-2.09
Black Alone	11.37	+3.79
American Indian/Alaska Native Alone	1.83	+0.41
Asian Alone	6.15	-0.95
Pacific Islander Alone	0.99	-0.78
Other Race	3.68	-0.81
Two or More Races	8.71	+0.43
Hispanic Origin (Any Race)	11.3	-0.6

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.