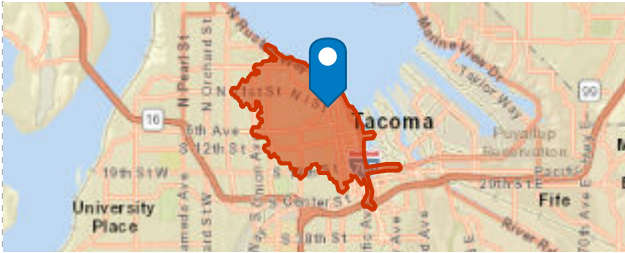


## Key Demographics

Stadium--Drive time of 5 minutes



## KEY FACTS

38,718

Population

36.8

Median Age

2.0

Average Household Size

\$65,039

Median Household Income

## BUSINESS



2,338  
Total Businesses



41,125  
Total Employees

### Households By Income

The largest group: \$100,000 - \$149,999 (19.9%)

The smallest group: \$200,000+ (6.2%)

Indicator ▲	Value	Diff		
<\$15,000	13.6%	+7%		
\$15,000 - \$24,999	7.3%	+1.9%		
\$25,000 - \$34,999	7%	+1.1%		
\$35,000 - \$49,999	11.2%	0		
\$50,000 - \$74,999	15.8%	-2%		
\$75,000 - \$99,999	11.9%	-3.8%		
\$100,000 - \$149,999	19.9%	-2.6%		
\$150,000 - \$199,999	7%	-0.2%		
\$200,000+	6.2%	-1.5%		

Bars show deviation from Pierce County

## EDUCATION

6%

No High School Diploma



19%

High School Graduate



30%

Some College



46%

Bachelor's/Grad /Prof Degree

## HOUSING



19,549

2019 Total Housing Units



416

ACS HUs/Year Built: 2010 or Later



7,100

2019 Owner Occupied HUs



1,236

ACS HUs/Year Built: 2000-2009



1,923

2019 Vacant Units



854

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$437,664

Median Home Value



\$8,003

Average Spent on Mortgage & Basics



\$938

Median Contract Rent

## EMPLOYMENT



White Collar

70%



Blue Collar

16%



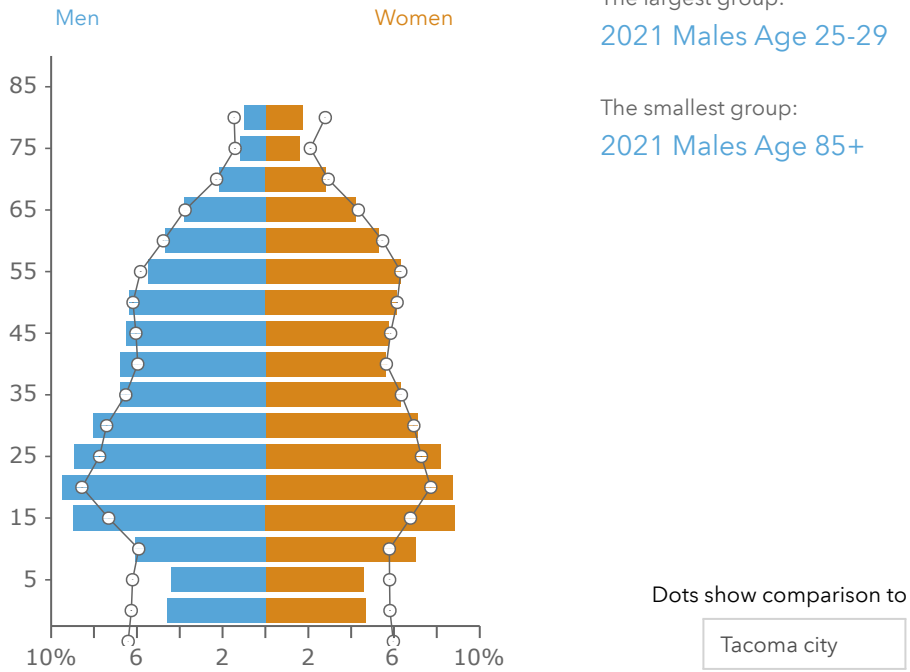
Services

13%

6.2%

Unemployment Rate

## Age Pyramid



## Race and Ethnicity

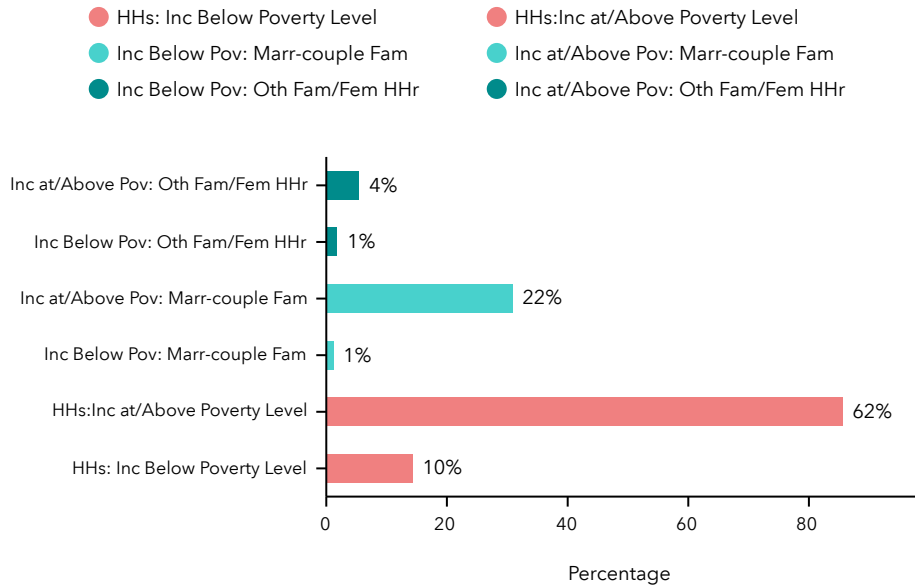
The largest group: White Alone (67.19)

The smallest group: Pacific Islander Alone (0.9)

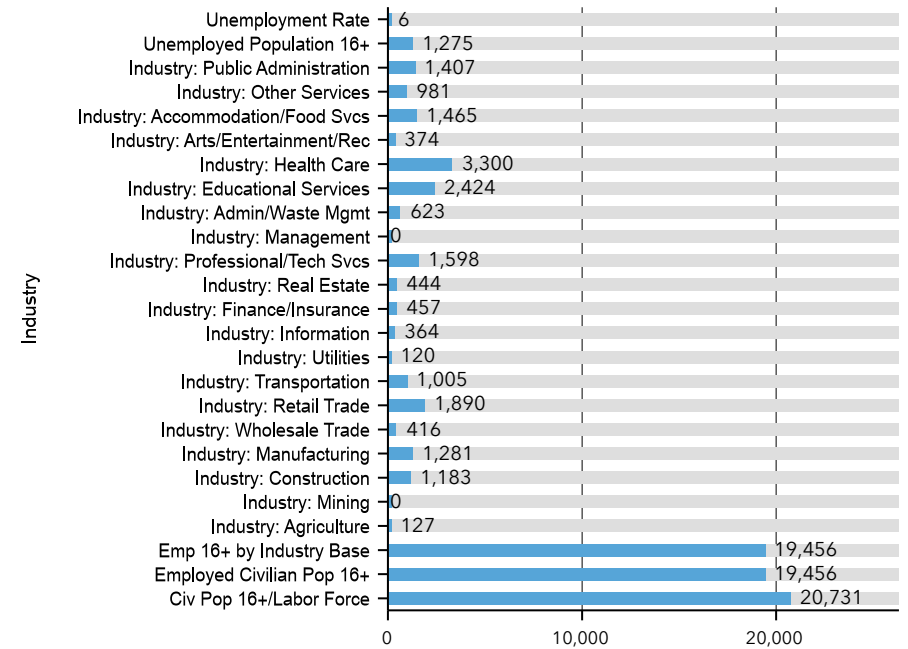
Indicator ▲	Value	Diff
White Alone	67.19	-2.18
Black Alone	13.67	+6.09
American Indian/Alaska Native Alone	1.71	+0.29
Asian Alone	5.84	-1.26
Pacific Islander Alone	0.9	-0.87
Other Race	2.28	-2.21
Two or More Races	8.42	+0.14
Hispanic Origin (Any Race)	9.16	-2.74

Bars show deviation from Pierce County

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

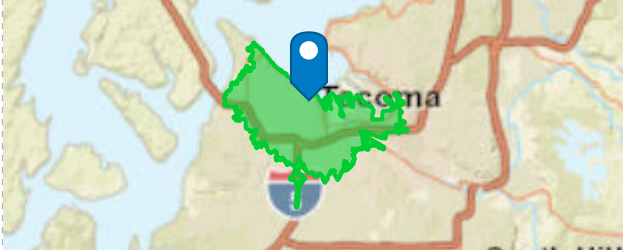


## 2019 Labor Force by Industry (Esri)



## Key Demographics

Stadium--Drive time of 10 minutes



## KEY FACTS

118,542

Population

38.3

Median Age

2.3

Average Household Size

\$66,742

Median Household Income

## BUSINESS



6,028  
Total Businesses



97,860  
Total Employees

### Households By Income

The largest group: \$100,000 - \$149,999 (19.1%)

The smallest group: \$200,000+ (5.6%)

Indicator ▲	Value	Diff		
<\$15,000	11.2%	+4.6%		
\$15,000 - \$24,999	7.5%	+2.1%		
\$25,000 - \$34,999	7.1%	+1.2%		
\$35,000 - \$49,999	12%	+0.8%		
\$50,000 - \$74,999	16.5%	-1.3%		
\$75,000 - \$99,999	14.7%	-1%		
\$100,000 - \$149,999	19.1%	-3.4%		
\$150,000 - \$199,999	6.3%	-0.9%		
\$200,000+	5.6%	-2.1%		

Bars show deviation from Pierce County

## EDUCATION

8%

No High School Diploma



32%

Some College

24%

High School Graduate



36%

Bachelor's/Grad /Prof Degree

## HOUSING



54,546

2019 Total Housing Units



26,941

2019 Owner Occupied HUs



4,517

2019 Vacant Units



1,314

ACS HUs/Year Built: 2010 or Later



3,852

ACS HUs/Year Built: 2000-2009



2,671

ACS HUs/Year Built: 1990-1999

## HOUSING STATS



\$383,096

Median Home Value



\$8,927

Average Spent on Mortgage & Basics



\$963

Median Contract Rent

## EMPLOYMENT



White Collar



Blue Collar



Services

67%

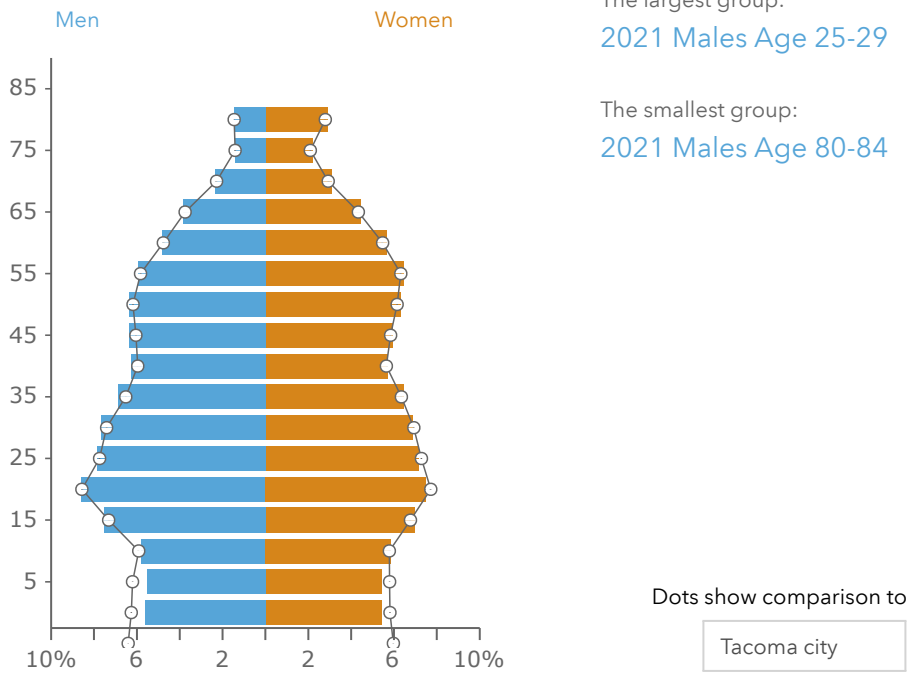
20%

13%

5.6%

Unemployment Rate

## Age Pyramid



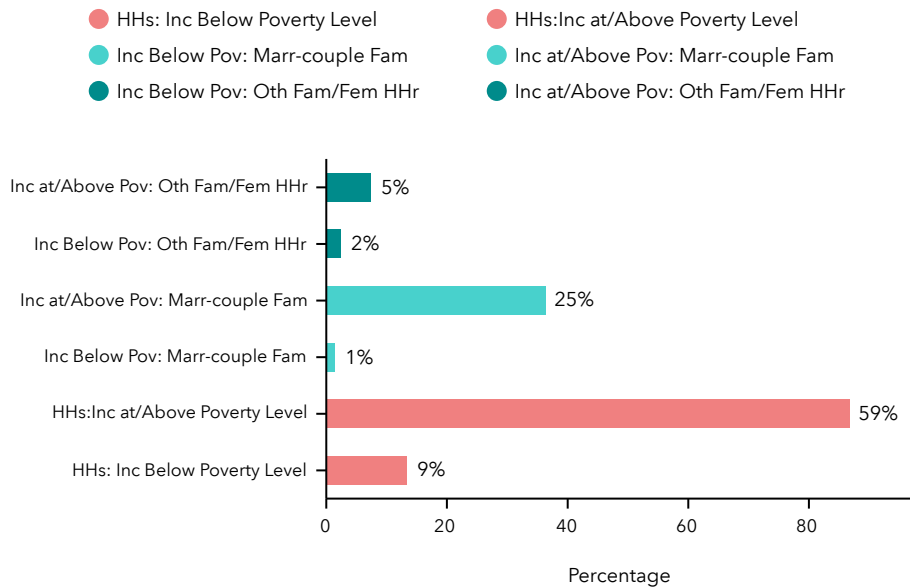
## Race and Ethnicity

The largest group: White Alone (64.58)  
 The smallest group: Pacific Islander Alone (1.16)

Indicator ▲	Value	Diff
White Alone	64.58	-4.79
Black Alone	11.98	+4.4
American Indian/Alaska Native Alone	2.07	+0.65
Asian Alone	6.87	-0.23
Pacific Islander Alone	1.16	-0.61
Other Race	4.29	-0.2
Two or More Races	9.06	+0.78
Hispanic Origin (Any Race)	12.36	+0.46

Bars show deviation from Pierce County

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



## 2019 Labor Force by Industry (Esri)

