



Market Profile

1700 SE Meadowbrook Blvd, College Place, Washington,
 Drive Time: 20, 40, 60 minute radii

Prepared by Esri
 Latitude: 46.03335
 Longitude: -118.38174

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	56,265	63,798	112,404
2010 Total Population	60,595	67,845	121,434
2017 Total Population	63,116	70,586	126,268
2017 Group Quarters	4,821	4,835	7,022
2022 Total Population	64,770	72,387	129,767
2017-2022 Annual Rate	0.52%	0.51%	0.55%
2017 Total Daytime Population	60,401	68,585	132,465
Workers	27,051	31,225	64,425
Residents	33,350	37,360	68,040
Household Summary			
2000 Households	20,231	22,981	38,983
2000 Average Household Size	2.51	2.53	2.68
2010 Households	22,420	25,229	42,518
2010 Average Household Size	2.50	2.51	2.70
2017 Households	23,135	26,004	43,656
2017 Average Household Size	2.52	2.53	2.73
2022 Households	23,719	26,639	44,663
2022 Average Household Size	2.53	2.54	2.75
2017-2022 Annual Rate	0.50%	0.48%	0.46%
2010 Families	14,427	16,479	28,712
2010 Average Family Size	3.07	3.06	3.25
2017 Families	14,805	16,884	29,309
2017 Average Family Size	3.09	3.08	3.29
2022 Families	15,144	17,252	29,929
2022 Average Family Size	3.10	3.09	3.31
2017-2022 Annual Rate	0.45%	0.43%	0.42%
Housing Unit Summary			
2000 Housing Units	21,730	24,850	42,281
Owner Occupied Housing Units	59.9%	60.4%	58.0%
Renter Occupied Housing Units	33.2%	32.1%	34.2%
Vacant Housing Units	6.9%	7.5%	7.8%
2010 Housing Units	24,182	27,425	46,294
Owner Occupied Housing Units	56.9%	57.8%	56.3%
Renter Occupied Housing Units	35.8%	34.2%	35.5%
Vacant Housing Units	7.3%	8.0%	8.2%
2017 Housing Units	25,209	28,531	48,038
Owner Occupied Housing Units	55.1%	55.9%	54.1%
Renter Occupied Housing Units	36.7%	35.2%	36.8%
Vacant Housing Units	8.2%	8.9%	9.1%
2022 Housing Units	25,914	29,295	49,407
Owner Occupied Housing Units	55.1%	55.9%	53.6%
Renter Occupied Housing Units	36.5%	35.1%	36.8%
Vacant Housing Units	8.5%	9.1%	9.6%
Median Household Income			
2017	\$47,796	\$48,875	\$47,303
2022	\$51,731	\$52,701	\$50,915
Median Home Value			
2017	\$211,824	\$210,503	\$181,291
2022	\$260,357	\$258,363	\$219,673
Per Capita Income			
2017	\$25,166	\$25,443	\$23,005
2022	\$28,413	\$28,766	\$25,794
Median Age			
2010	36.0	36.7	34.1
2017	36.8	37.6	34.8
2022	37.6	38.4	35.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	23,130	25,999	43,651
<\$15,000	14.2%	13.7%	13.4%
\$15,000 - \$24,999	10.5%	10.4%	11.3%
\$25,000 - \$34,999	11.8%	11.6%	12.0%
\$35,000 - \$49,999	15.2%	15.2%	15.4%
\$50,000 - \$74,999	17.6%	18.0%	18.5%
\$75,000 - \$99,999	12.1%	12.3%	11.7%
\$100,000 - \$149,999	10.8%	11.1%	11.1%
\$150,000 - \$199,999	4.8%	4.6%	3.8%
\$200,000+	3.1%	3.2%	2.8%
Average Household Income	\$66,217	\$66,883	\$64,177
2022 Households by Income			
Household Income Base	23,714	26,634	44,658
<\$15,000	14.2%	13.6%	13.4%
\$15,000 - \$24,999	9.9%	9.8%	10.6%
\$25,000 - \$34,999	10.7%	10.6%	11.0%
\$35,000 - \$49,999	13.6%	13.6%	14.1%
\$50,000 - \$74,999	15.9%	16.2%	17.0%
\$75,000 - \$99,999	13.3%	13.6%	12.9%
\$100,000 - \$149,999	12.7%	13.1%	12.8%
\$150,000 - \$199,999	5.9%	5.6%	4.7%
\$200,000+	3.8%	3.9%	3.5%
Average Household Income	\$75,199	\$76,037	\$72,626
2017 Owner Occupied Housing Units by Value			
Total	13,882	15,952	25,966
<\$50,000	6.2%	6.1%	5.9%
\$50,000 - \$99,999	7.8%	8.4%	11.9%
\$100,000 - \$149,999	15.3%	15.3%	21.2%
\$150,000 - \$199,999	16.8%	16.9%	17.7%
\$200,000 - \$249,999	16.1%	15.8%	13.4%
\$250,000 - \$299,999	9.6%	9.4%	8.0%
\$300,000 - \$399,999	13.1%	12.6%	10.0%
\$400,000 - \$499,999	5.9%	6.1%	4.8%
\$500,000 - \$749,999	6.4%	6.6%	4.7%
\$750,000 - \$999,999	1.7%	1.9%	1.5%
\$1,000,000 +	0.9%	0.9%	0.9%
Average Home Value	\$257,699	\$258,788	\$230,740
2022 Owner Occupied Housing Units by Value			
Total	14,265	16,363	26,497
<\$50,000	4.6%	4.6%	4.5%
\$50,000 - \$99,999	5.7%	6.1%	9.4%
\$100,000 - \$149,999	11.2%	11.0%	16.6%
\$150,000 - \$199,999	13.0%	13.1%	14.3%
\$200,000 - \$249,999	13.7%	13.8%	13.1%
\$250,000 - \$299,999	8.5%	8.5%	8.2%
\$300,000 - \$399,999	13.8%	13.4%	11.5%
\$400,000 - \$499,999	9.1%	9.3%	7.4%
\$500,000 - \$749,999	14.2%	13.8%	9.8%
\$750,000 - \$999,999	3.9%	4.2%	3.2%
\$1,000,000 +	2.3%	2.2%	1.9%
Average Home Value	\$336,665	\$336,262	\$293,095

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	60,600	67,842	121,436
0 - 4	6.3%	6.2%	7.4%
5 - 9	6.4%	6.4%	7.3%
10 - 14	6.3%	6.5%	7.2%
15 - 24	17.2%	16.7%	16.2%
25 - 34	12.7%	12.3%	13.0%
35 - 44	11.3%	11.4%	12.0%
45 - 54	12.8%	13.2%	12.7%
55 - 64	11.6%	12.0%	11.1%
65 - 74	7.1%	7.3%	6.5%
75 - 84	5.3%	5.3%	4.4%
85 +	2.9%	2.8%	2.2%
18 +	77.1%	76.9%	73.7%
2017 Population by Age			
Total	63,114	70,582	126,267
0 - 4	6.0%	5.9%	7.1%
5 - 9	6.0%	6.0%	6.9%
10 - 14	6.1%	6.1%	6.8%
15 - 24	15.7%	15.2%	15.2%
25 - 34	14.3%	13.8%	14.3%
35 - 44	11.0%	11.0%	11.4%
45 - 54	11.3%	11.6%	11.4%
55 - 64	12.1%	12.6%	11.6%
65 - 74	9.4%	9.6%	8.6%
75 - 84	5.1%	5.1%	4.4%
85 +	3.2%	3.1%	2.4%
18 +	78.7%	78.7%	75.4%
2022 Population by Age			
Total	64,770	72,387	129,766
0 - 4	6.0%	5.8%	7.1%
5 - 9	5.9%	5.8%	6.8%
10 - 14	6.0%	6.1%	6.9%
15 - 24	14.7%	14.2%	14.2%
25 - 34	14.2%	13.8%	14.2%
35 - 44	11.7%	11.7%	12.0%
45 - 54	10.5%	10.7%	10.6%
55 - 64	11.5%	12.0%	11.1%
65 - 74	10.3%	10.7%	9.6%
75 - 84	6.1%	6.1%	5.2%
85 +	3.1%	3.0%	2.3%
18 +	78.8%	78.9%	75.4%
2010 Population by Sex			
Males	30,663	34,299	61,932
Females	29,932	33,546	59,502
2017 Population by Sex			
Males	32,171	35,951	64,639
Females	30,945	34,635	61,628
2022 Population by Sex			
Males	33,072	36,951	66,421
Females	31,698	35,436	63,346

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	60,595	67,845	121,434
White Alone	82.8%	83.5%	74.2%
Black Alone	1.8%	1.6%	1.5%
American Indian Alone	1.0%	1.1%	2.3%
Asian Alone	1.3%	1.2%	1.0%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	9.8%	9.3%	17.8%
Two or More Races	3.1%	3.0%	3.0%
Hispanic Origin	22.2%	21.0%	30.7%
Diversity Index	55.1	53.4	68.3
2017 Population by Race/Ethnicity			
Total	63,116	70,585	126,267
White Alone	80.9%	81.6%	71.7%
Black Alone	1.9%	1.8%	1.7%
American Indian Alone	1.0%	1.1%	2.3%
Asian Alone	1.5%	1.4%	1.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	11.1%	10.5%	19.6%
Two or More Races	3.4%	3.3%	3.2%
Hispanic Origin	25.1%	23.8%	33.5%
Diversity Index	59.2	57.5	71.4
2022 Population by Race/Ethnicity			
Total	64,769	72,388	129,767
White Alone	79.6%	80.4%	70.1%
Black Alone	2.0%	1.8%	1.8%
American Indian Alone	1.1%	1.2%	2.3%
Asian Alone	1.7%	1.6%	1.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	11.8%	11.2%	20.8%
Two or More Races	3.6%	3.5%	3.4%
Hispanic Origin	27.4%	26.1%	35.9%
Diversity Index	61.8	60.2	73.4
2010 Population by Relationship and Household Type			
Total	60,595	67,845	121,434
In Households	92.5%	93.3%	94.4%
In Family Households	75.7%	76.9%	80.0%
Householder	23.8%	24.3%	23.7%
Spouse	18.1%	18.6%	17.4%
Child	28.2%	28.4%	31.7%
Other relative	3.1%	3.1%	4.2%
Nonrelative	2.5%	2.6%	3.1%
In Nonfamily Households	16.8%	16.4%	14.5%
In Group Quarters	7.5%	6.7%	5.6%
Institutionalized Population	4.5%	4.0%	3.8%
Noninstitutionalized Population	3.0%	2.7%	1.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment			
Total	41,876	47,188	80,829
Less than 9th Grade	7.0%	6.8%	10.2%
9th - 12th Grade, No Diploma	5.2%	5.2%	7.2%
High School Graduate	15.9%	16.5%	17.8%
GED/Alternative Credential	6.6%	6.4%	6.9%
Some College, No Degree	24.7%	25.0%	24.1%
Associate Degree	12.4%	12.5%	11.5%
Bachelor's Degree	16.8%	16.5%	13.5%
Graduate/Professional Degree	11.4%	11.1%	8.7%
2017 Population 15+ by Marital Status			
Total	51,763	57,943	100,047
Never Married	35.1%	34.3%	34.7%
Married	46.8%	47.9%	47.9%
Widowed	6.2%	6.0%	5.2%
Divorced	11.9%	11.8%	12.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	94.7%	94.6%
Civilian Unemployed (Unemployment Rate)	5.5%	5.3%	5.4%
2017 Employed Population 16+ by Industry			
Total	27,598	31,055	55,266
Agriculture/Mining	6.6%	7.9%	11.3%
Construction	5.6%	5.6%	5.7%
Manufacturing	7.6%	7.5%	9.6%
Wholesale Trade	1.9%	2.0%	2.9%
Retail Trade	9.9%	9.9%	10.1%
Transportation/Utilities	1.9%	2.3%	3.4%
Information	1.5%	1.4%	1.1%
Finance/Insurance/Real Estate	4.9%	4.7%	3.7%
Services	54.1%	52.5%	46.2%
Public Administration	6.1%	6.2%	6.0%
2017 Employed Population 16+ by Occupation			
Total	27,599	31,054	55,268
White Collar	56.0%	55.6%	49.4%
Management/Business/Financial	11.3%	11.5%	9.6%
Professional	22.7%	22.3%	18.9%
Sales	8.0%	8.3%	7.8%
Administrative Support	14.0%	13.5%	13.1%
Services	22.6%	22.1%	21.0%
Blue Collar	21.4%	22.4%	29.6%
Farming/Forestry/Fishing	4.9%	5.6%	9.1%
Construction/Extraction	4.5%	4.3%	4.4%
Installation/Maintenance/Repair	2.5%	2.8%	3.0%
Production	3.9%	3.8%	5.4%
Transportation/Material Moving	5.5%	5.8%	7.7%
2010 Population By Urban/ Rural Status			
Total Population	60,595	67,845	121,434
Population Inside Urbanized Area	91.7%	82.2%	67.5%
Population Inside Urbanized Cluster	0.0%	0.0%	16.2%
Rural Population	8.3%	17.7%	16.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	22,420	25,228	42,518
Households with 1 Person	29.0%	28.3%	26.2%
Households with 2+ People	71.0%	71.7%	73.8%
Family Households	64.3%	65.3%	67.5%
Husband-wife Families	48.8%	49.9%	49.6%
With Related Children	20.3%	20.5%	22.4%
Other Family (No Spouse Present)	15.6%	15.4%	17.9%
Other Family with Male Householder	4.7%	4.8%	5.6%
With Related Children	2.9%	3.0%	3.6%
Other Family with Female Householder	10.9%	10.6%	12.3%
With Related Children	7.2%	7.1%	8.8%
Nonfamily Households	6.6%	6.4%	6.3%
All Households with Children	31.0%	31.2%	35.5%
Multigenerational Households	3.1%	3.1%	3.9%
Unmarried Partner Households	6.3%	6.3%	7.2%
Male-female	5.7%	5.7%	6.7%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	22,421	25,229	42,517
1 Person Household	29.0%	28.3%	26.2%
2 Person Household	34.3%	34.9%	32.6%
3 Person Household	13.8%	14.0%	14.2%
4 Person Household	11.6%	11.6%	12.4%
5 Person Household	6.5%	6.6%	7.7%
6 Person Household	2.9%	2.8%	3.8%
7 + Person Household	1.9%	1.9%	3.0%
2010 Households by Tenure and Mortgage Status			
Total	22,420	25,229	42,518
Owner Occupied	61.4%	62.8%	61.3%
Owned with a Mortgage/Loan	39.4%	40.1%	39.7%
Owned Free and Clear	22.0%	22.7%	21.6%
Renter Occupied	38.6%	37.2%	38.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	24,182	27,425	46,294
Housing Units Inside Urbanized Area	91.6%	81.0%	63.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	17.8%
Rural Housing Units	8.4%	18.9%	18.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Old and Newcomers (8F)	Old and Newcomers (8F)	Midlife Constants (5E)
	2. Midlife Constants (5E)	Midlife Constants (5E)	Valley Growers (7E)
	3. Exurbanites (1E)	Exurbanites (1E)	The Great Outdoors (6C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$40,727,038	\$45,959,376	\$75,217,660
Average Spent	\$1,760.41	\$1,767.40	\$1,722.96
Spending Potential Index	82	82	80
Education: Total \$	\$27,371,721	\$30,393,968	\$47,944,159
Average Spent	\$1,183.13	\$1,168.82	\$1,098.23
Spending Potential Index	81	80	75
Entertainment/Recreation: Total \$	\$59,829,834	\$68,287,661	\$109,741,304
Average Spent	\$2,586.12	\$2,626.04	\$2,513.77
Spending Potential Index	83	84	81
Food at Home: Total \$	\$97,786,289	\$111,517,426	\$180,492,156
Average Spent	\$4,226.77	\$4,288.47	\$4,134.42
Spending Potential Index	84	85	82
Food Away from Home: Total \$	\$63,556,878	\$71,917,404	\$116,529,931
Average Spent	\$2,747.22	\$2,765.63	\$2,669.28
Spending Potential Index	82	83	80
Health Care: Total \$	\$108,856,522	\$125,192,358	\$199,623,600
Average Spent	\$4,705.27	\$4,814.35	\$4,572.65
Spending Potential Index	84	86	82
HH Furnishings & Equipment: Total \$	\$37,228,284	\$42,398,119	\$68,302,607
Average Spent	\$1,609.18	\$1,630.45	\$1,564.56
Spending Potential Index	83	84	80
Personal Care Products & Services: Total \$	\$15,192,019	\$17,226,435	\$27,932,000
Average Spent	\$656.67	\$662.45	\$639.82
Spending Potential Index	82	83	80
Shelter: Total \$	\$309,515,522	\$348,224,311	\$568,014,837
Average Spent	\$13,378.67	\$13,391.18	\$13,011.15
Spending Potential Index	82	82	80
Support Payments/Cash Contributions/Gifts in Kind: Total	\$44,863,049	\$51,155,395	\$81,967,671
Average Spent	\$1,939.19	\$1,967.21	\$1,877.58
Spending Potential Index	83	84	80
Travel: Total \$	\$38,741,068	\$44,022,970	\$71,122,006
Average Spent	\$1,674.57	\$1,692.93	\$1,629.15
Spending Potential Index	81	82	79
Vehicle Maintenance & Repairs: Total \$	\$20,750,387	\$23,731,380	\$38,264,435
Average Spent	\$896.93	\$912.60	\$876.50
Spending Potential Index	84	85	82

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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