

December 2014



# Seattle Chinatown-International District Retail Market Analysis and Business Attraction and Retention Strategy

Submitted to the Seattle Chinatown International District Preservation and Development Authority  
and the Seattle Chinatown International District Business Improvement Area

## Introduction

In July 2014, the Seattle Chinatown International District Preservation & Development Authority and the Chinatown International District Business Improvement Area engaged Larisa Ortiz Associates (the “Consultant”) to provide market research, a strategic plan for business attraction and retention, and marketing materials to business attraction for the Chinatown-International District (C-ID). This Executive Summary offers readers an overview of key findings and recommendations from the study.

## Methodology

### Assess the District and Business Mix

The Consultant began with a **physical analysis** of the district. This was done with an eye towards the district characteristics that undergird a successful business environment, including physical conditions, cleanliness and safety, visibility, access and business and residential density. We then considered the **business mix** by analyzing the district’s size and geographic pull within the region. We completed an **asset matrix** that identified significant and catalogued visitation rates, to anchors and visitation drivers, as well as proximity to key destinations.

### Community Outreach

The Consultant conducted **stakeholder and merchant interviews**, which allowed us to understand the driving vision for the area, the challenges that businesses face, as well as provide insight into the retail mix that might better satisfy customers. We worked with our on-the-ground partners to identify key merchants, property owners, and residential leaders to interview who shed light on the major strengths, weaknesses and needs of the district. These interviews helped us to uncover opportunities to build capacity among local organizations or community leaders to undertake commercial revitalization work.

### Market Analysis

Based on interviews, the analysis of the business mix, physical conditions and access, coupled with our experience working in similar urban business districts, we **defined and analyzed a primary and secondary** trade area. In the case of the C-ID, Uwajimaya, host to more than 2 million annual visitors shared their visitor and zip code data, which allowed us to more accurately define the geographic areas from which **existing** customers are already coming. The top zip codes by sales included the communities in the immediate vicinity of the C-ID, including 98104 (Chinatown International District and Pioneer Square), 98144 and 98122 (Capitol Hill and the northern portion of the Central District), followed by 98105 (University of Washington). Additionally, we considered transit access and proximity of the 98101 zip code (Downtown Seattle) and incorporated that into our trade area analysis. Our primary trade area therefore included 98104 and 98101. Our secondary trade area included 98144, 98122 and 98105.

### Retail Attraction Strategy

The market analysis serves as the foundation of a **retail attraction strategy** that emphasizes improving the physical environment and working with existing property owners in advance of vacancies, while simultaneously targeting specific retail categories and opportunity sites. The appendix of this report contains tools to carry out the tasks delineated in the retail attraction

strategy, including scout cards for evaluating tenant prospects and a sample prospect database.

### **Deliverables**

Our work resulted in three key deliverables:

- 1) Executive Summary (this document) that summarizes significant findings;
- 2) A PowerPoint presentation of the comprehensive findings as well as recommendations for strengthening the retail environment (The PowerPoint presentation is included as an appendix to this document); and
- 3) Fully designed marketing materials to use in the retail attraction effort.

## Key Findings

### Physical Analysis

The boundaries of the Chinatown-International District are generally considered to be 4<sup>th</sup> Avenue South to the west, Yesler Way to the north, Rainier Avenue South to the east and South Dearborn Street to the south.

#### Study Area

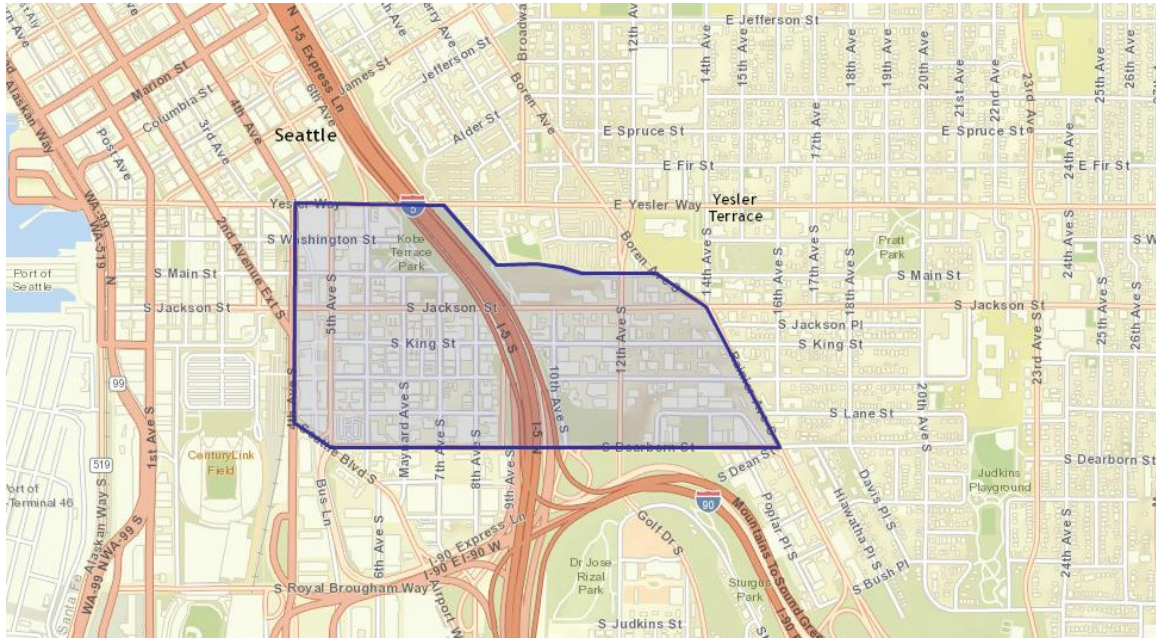


Figure 1: Study Area Map. Larisa Ortiz Associates.

### Gateways and Connections

Major gateways to a neighborhood or shopping district often play a significant role in shaping visitor perception of the area, which in turn affects their likelihood of returning. The Chinatown-International District has two key gateways – 5<sup>th</sup> Avenue and King Street and 5<sup>th</sup> Avenue and Jackson Street. Each gateway has challenges to be addressed and strengths to build upon. Because these are important intersections, strengthening these areas is a high priority.

5 <sup>th</sup> Avenue & King Street	5 <sup>th</sup> Avenue & Jackson Street
<b>Strengths:</b> Symbolic Arch Major transportation hub Significant office worker population	<b>Strengths:</b> New streetcar Historic terminal New Bartell's drugstore
<b>Challenges:</b> Physical disinvestment Loitering Publix – currently a vacant, derelict building	<b>Challenges:</b> Limited retail at this intersection
<b>Opportunity:</b> Publix redevelopment	<b>Opportunity:</b> New streetcar will drive visitation



The physical distance and the uphill climb between Little Saigon and Chinatown create two somewhat distinct markets that function independently for most visitors. That said, there are ways to enhance and encourage visitors to traverse the area that currently functions as a barrier – the underpass below I-5 – with art and light installations. Examples of similar programs are included in the PowerPoint presentation.

### Access and Transportation

The Chinatown-ID has excellent access via public transit, with nearly 384,000 riders using neighborhood transit every day. The ease of access ensures that the district remains a destination for visitors from other communities throughout Seattle. A few new initiatives will further reinforce the area as a transit hub, notably new transit options that include the following:

- First Hill Streetcar (2015) will bring 3,000 daily riders to the area, and provide enhanced connections between C-ID to Capitol Hill & Pioneer Square
- Central Link Light Rail (2017)
- Downtown Streetcar (proposed)

### Pedestrian Counts

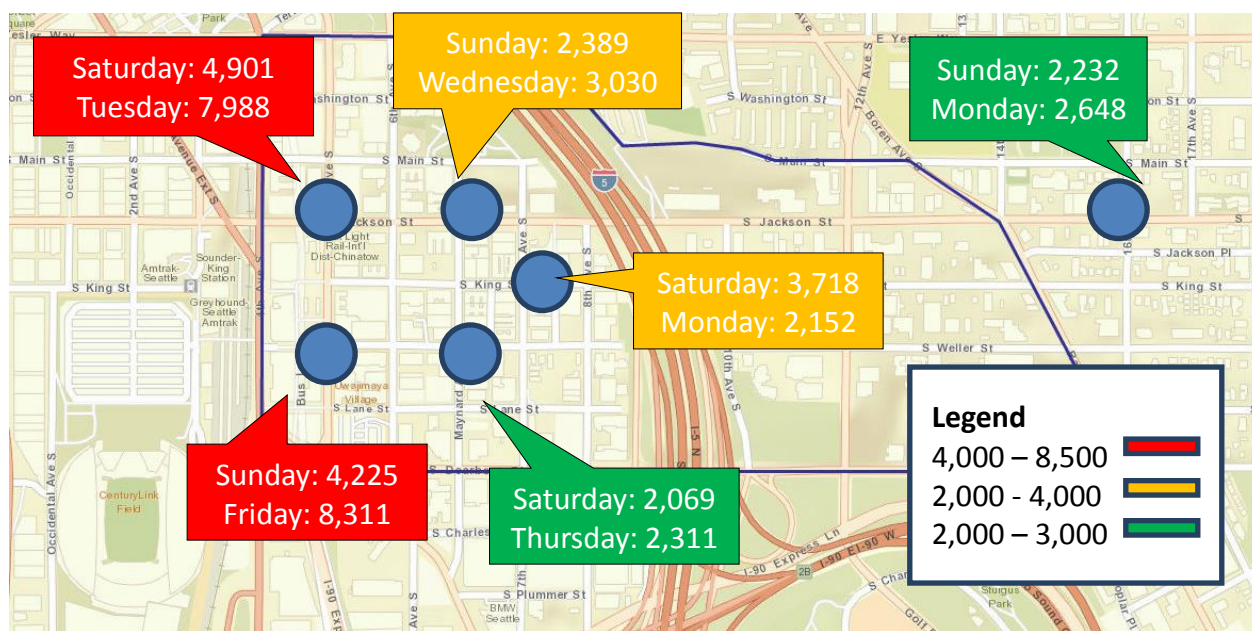


Figure 2: Pedestrian Count Map. Larisa Ortiz Associates

Pedestrian counts are greatest along King Street, the two most significant gateways to the Chinatown-ID. Weekday counts at those locations are nearly double the weekend counts, reaffirming the strength of the daytime office worker market and the transit hub located there. The counts from within the district suggest that weekday and weekend counts are more or less the same. The intersection of Jackson/Maynard is slightly busier than Jackson/12<sup>th</sup> on any given day.

## Business Mix

The District has a mix of soft goods (clothing, accessories, and fabric), grocery stores, gift and hobby stores, and Asian specialty goods across multiple retail categories. Many of these businesses serve local residents as well as visitors from outside the neighborhood seeking authentic Asian or international offerings. Businesses are clustered in multiple nodes throughout the District, including S Jackson Street from 6<sup>th</sup> Avenue and 7<sup>th</sup> Avenue, Maynard Ave from S Lane Street to S Weller Street, 5<sup>th</sup> Avenue between S Dearborn Street and S Weller Street, and 12<sup>th</sup> Avenue and S Jackson Street.



**Figure 3: Retail Nodes Map. Larisa Ortiz Associates.**

## Looking Forward (New and Planned Development)

There is significant new development taking place throughout the District. There are 825 new residential units that are either planned or under construction, as well as 12,000 square feet of retail, a Hampton Inn hotel and the expansion of Hing Hay Park. These new developments will help to grow the customer base for local businesses.

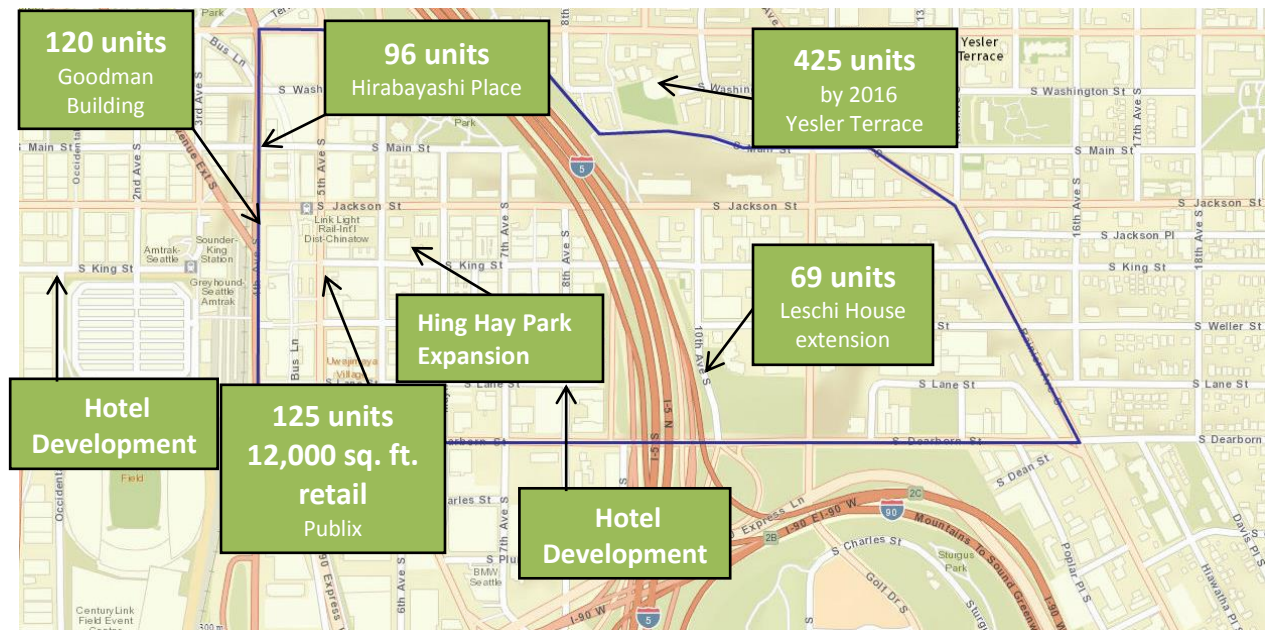


Figure 4: Development Map. Larisa Ortiz Associates.

Link Field, WaMu Theater, and Safeco Field) on the periphery of the neighborhood that attract millions of visitors annually. Together, these destinations draw over eight million visitors to the neighborhood every year.

Theaters + Stadiums	Museums	Retail + Hotels	Events	Public Space
WaMu Theater, Century Link Field, Century Link Events Center <i>2M visitors/year</i>	Pinball Museum <i>20,000 visitors/year</i>	American Hostel <i>35,000 visitors/year</i>	Lunar New Year <i>20,000 visitors/year</i>	Hing Hay Park
Theater off Jackson <i>20,000 visitors/year</i>	Wing Luke Museum <i>40,000 visitors/year</i>	Uwajimaya <i>2M visitors/year</i>	Dragon Fest <i>30,000 visitors/year</i>	International Children's Park
Safeco Field <i>2.15M-3.5M visitors/year</i>			September Night Market <i>25,000 visitors/year</i>	Kobe Terrace Park Chinese Gate



## Market Analysis

### Trade Area

The Chinatown-International District's businesses serve both neighborhood residents as well as visitors from outside of the neighborhood. This suggests a primary trade area that encompasses the Chinatown-ID and nearby neighborhoods, and a secondary trade area who visit the District for its specific offerings and destinations rather than convenience.

Because of public transit and major streets traveling north/south, the primary trade area is defined as the Chinatown-ID, and the zip codes 98104 and 98101. Zip code information from an anchor tenant, Uwajimaya, was analyzed to determine the secondary trade area. Data revealed that the highest number of visitors from outside the immediate area reside within zip codes 98144, 98122 and 98105 (see Fig. 5 below).



Figure 5: Chinatown-International District Trade Area Map.

Data was obtained for each of these geographies in order to understand the wide variety of the Chinatown-ID's customers.



## Demographics

The table below shows key demographic data for each zip code in the primary and secondary trade areas. The Chinatown-International District is primarily located in zip code 98104, with a small section of the neighborhood falling into 98144.

	<b>Primary Trade Area</b>			<b>Secondary Trade Area</b>			
	<b>C-ID</b>	<b>98104</b>	<b>98101</b>	<b>98144</b>	<b>98105</b>	<b>98122</b>	<b>Seattle</b>
<b>Population</b>	<b>3,473</b>	<b>13,495</b>	<b>11,629</b>	29,055	42,194	32,612	638,776
<b>Population: Annual Growth Rate (2014-2019)</b>	<b>1.0</b>	<b>1.13</b>	<b>1.78</b>	1.52	1.32	1.61	1.43
<b>Avg. Household Size</b>	<b>1.48</b>	<b>1.47</b>	<b>1.31</b>	2.27	2.17	1.82	2.05
<b>Median HH Income</b>	<b>\$12,996</b>	<b>\$19,312</b>	<b>\$36,499</b>	\$51,710	\$39,234	\$47,733	\$61,409
<b>Median HH Income: Annual Growth Rate (2014-2019)</b>	<b>0.48</b>	<b>3.41</b>	<b>6.60</b>	3.22	3.64	3.98	4.39
<b>Population Density (Pop/Sq. Mi.)</b>	<b>13,892</b>	<b>18,877</b>	<b>23,161</b>	8,749	13,737	14,579	7,610
<b>Median Age</b>	<b>51</b>	<b>41</b>	<b>43</b>	40	25	33	37
<b>Educational Attainment (Bachelor's+)</b>	<b>29.82%</b>	<b>34.45%</b>	<b>56.32%</b>	48.03%	72.20%	57.78%	72.20%

Figure 6: Trade Area Demographics. Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014-2019.

### The Chinatown-International District

There are 3,473 residents of the Chinatown-International District. The District itself is projected to experience less growth in population and income than the other communities within the trade area and the city of Seattle as a whole, however some growth is projected to occur, suggesting stability and positive change. The District is less dense than the surrounding neighborhoods. Residents are significantly older, with a median age of 51. The large share of older residents is likely one of the factors leading to a low median household income, as older residents are more likely to be on fixed incomes or retired and living on savings.

### The Primary Trade Area

Projected population growth rates, median household income, income growth rates, density and educational attainment increase in the two additional zip codes that make up the primary trade area. Significantly higher population and income growth is anticipated for 98101, to the north of the District, which includes part of Downtown. Growth and development in this area may “spread” south to the District in the future if housing costs rise and as new transit is built.

### The Secondary Trade Area

The secondary trade area is comprised of zip codes with residents whose incomes are higher and whose ages are lower than that of the primary trade area. These visitors, who typically live further from the District than residents of the primary trade area, are likely to visit the District for specific businesses or activities that reflect the area’s rich cultural identity. This presents an opportunity for new and existing businesses to cater not only to low- and moderate-income residents of the neighborhood, but also visitors with more disposable income to spend on retail, dining and entertainment.

## Psychographics

Esri Business Analyst, a leading provider of mapping, retail and market data, has created a psychographic categorization system called *Tapestry Segmentation*, which divides residential areas into segments based on socioeconomic and demographic characteristics. These categorizations paint a more vivid picture of who is living in the trade area and what their habits and preferences are, and is a tool frequently used by retailers to aid in site selection decisions. There are 65 unique segments in total. The majority of residents in the primary trade area fall into the *Social Security Set* and *Uptown Individuals* category. The majority of residents in the secondary trade area fall into *Uptown Individuals* and *Scholars*. The following brief bullet points describe the segments that make up the District's trade areas. Full descriptions of each segment can be found at [esri.com/data/esri\\_data/tapestry](http://esri.com/data/esri_data/tapestry).

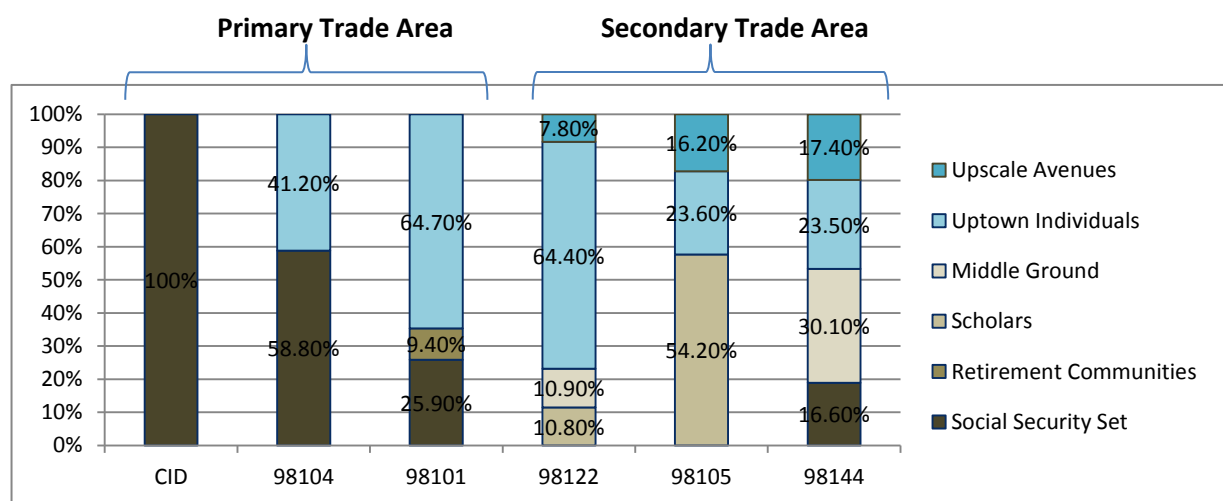


Figure 7: Primary and Secondary Trade Area Psychographics. Source: Esri BAO 2014; Larisa Ortiz Associates.

### Social Security Set

- Eats at home, fast food eateries are restaurants of choice
- Household Income: \$16,000

### Uptown Individuals

- Shop at Trader Joe's and Whole Foods
- Shop for clothes at Banana Republic, The Gap, Nordstrom
- Enjoy wine bars and restaurants
- Active on Social Media
- Household Income: \$52,000 - \$93,000

### Retirement Communities

- Shop at department stores
- Like to travel
- Watch QVC, Golf Channel, CNN and Sports
- Household Income: \$35,000

### Scholars

- Younger, transient lifestyles and life stage
- Pursuing college degrees
- Shop at discounts stores, prefer branded clothing
- Eat at convenient quick-service restaurants
- Enjoy activities (sports, working out)
- Household Income: \$24,047

## Workforce and Employment

The District is located within walking and public transit distance of downtown Seattle, which has a high density of employees. This close proximity presents an opportunity for the District to attract workers on their lunch break or after work.

Zooming in more closely to the zip code 98104, which includes the majority of the District as well as downtown, 68% of employees earn more than \$3,333 per month, or roughly \$40,000 annual salary. This suggests a daytime and evening population with higher incomes than local residents, whose median annual household incomes are \$12,996. Additionally, the local workforce has high educational attainment, with over 40% of employees holding a Bachelor's degree or higher.

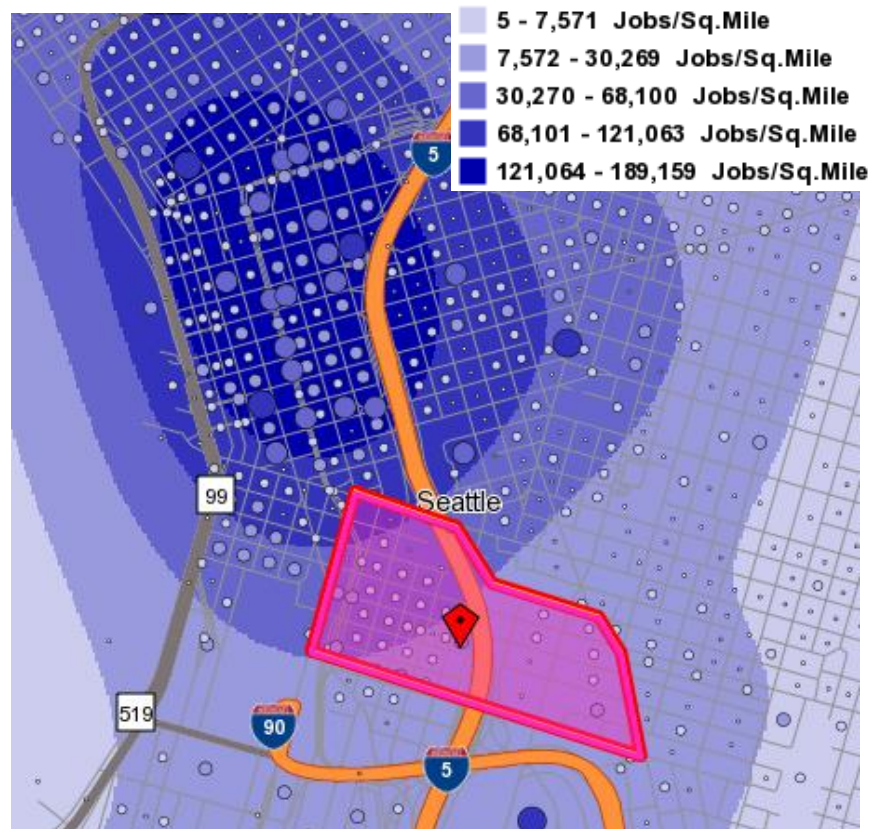


Figure 8: Employment Density Map. Source: 2010 Census, 2002-2011 Origin Destination Employment Statistics

## Jobs by Worker Educational Attainment

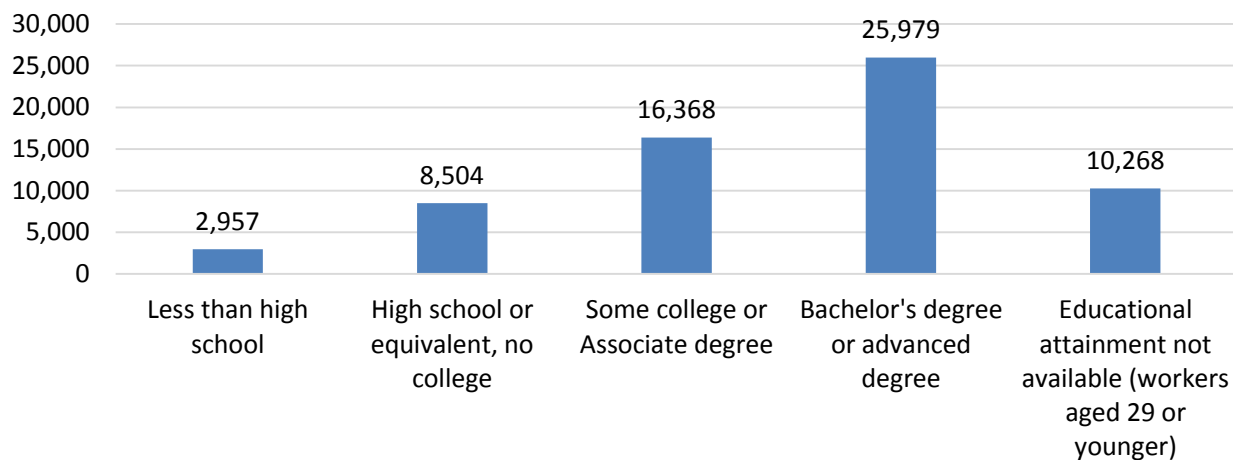
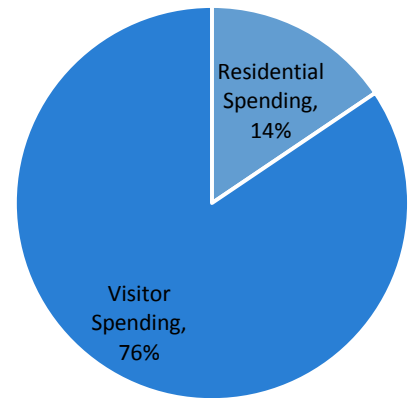


Figure 9: Jobs by Worker Educational Attainment. Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014.

## Retail Supply, Demand and Leakage

Market data confirms that the District is a destination for people visiting from outside of the neighborhood. Seventy-six percent (76%) of the dollars spent in the District are by non-residents. The table below shows the consumer demand (consumer spending) among residents of the primary trade area, compared to retail sales of businesses. A negative retail gap means there is a surplus in that category, or that supply is exceeding local demand. This signifies that non-residents are coming into the area to shop. A positive number in the retail gap column shows that demand from residents in the trade area exceeds local supply of goods and services, or that local residents are leaving the neighborhood to shop for goods in these categories. It may also suggest an opportunity for stores in those categories to locate in the District, or for existing retailers to carry goods in those categories. In the C-ID, the only categories with a “gap” or “retail leakage” are gas stations, motor vehicle and parts dealers and general merchandise. In pedestrian-oriented urban areas, it is common to have leakage in gas and motor vehicle categories and it does not suggest that these types of uses should be pursued.

**Total Spending on Retail Sales, Food & Drink**



**Figure 10: Total Spending on Retail Sales, Food & Drink. Source: Esri and Dun & Bradstreet.**

	Demand	Supply	Retail Gap
Industry Summary	(Retail Potential)	(Retail Sales)	
Total Retail Trade and Food & Drink	\$22,387,556	\$157,302,536	-\$134,914,980
Total Retail Trade	\$20,190,877	\$123,363,727	-\$103,172,850
Total Food & Drink	\$2,196,679	\$33,938,809	-\$31,742,130
Industry Group	Demand	Supply	Retail Gap
	(Retail Potential)	(Retail Sales)	
Motor Vehicle & Parts Dealers	\$3,422,946	\$1,348,131	\$2,074,815
Furniture & Home Furnishings Stores	\$417,172	\$2,737,524	-\$2,320,352
Electronics & Appliance Stores	\$367,799	\$824,988	-\$457,189
Bldg Materials, Garden Equip. & Supply Stores	\$465,040	\$1,341,262	-\$876,222
Food & Beverage Stores	\$4,529,555	\$14,834,731	-\$10,305,176
Health & Personal Care Stores	\$1,396,179	\$4,211,121	-\$2,814,942
Gasoline Stations	\$1,674,547	\$0	\$1,674,547
Clothing & Clothing Accessories Stores	\$1,191,640	\$3,002,916	-\$1,811,276
Sporting Goods, Hobby, Book & Music Stores	\$353,166	\$2,180,709	-\$1,827,543
General Merchandise Stores	\$3,747,515	\$574,307	\$3,173,208
Miscellaneous Store Retailers	\$622,683	\$2,501,070	-\$1,878,387
Nonstore Retailers	\$2,002,634	\$89,806,970	-\$87,804,336
Food Services & Drinking Places	\$2,196,679	\$33,938,809	-\$31,742,130

**Figure 11: Industry Summary – Retail Leakage. Esri and Dun & Bradstreet.**



## Strategy Recommendations

### Who is the Target Customer?

Customer profiles are useful tools to help refine retail mix so that it serves to further enhance the appeal of the district to each targeted customer segment.

The study revealed that the C-ID has four main customer segments. It is notable that three of these customer segments are visitors to the district. In fact, 76% of all spending in local businesses comes from **non-residents**. The customer groups outlined below already visit the District for goods and services. Getting them to stay in the District for longer periods of time and spend more discretionary income during each visit will depend on increasingly the kinds of retail, activities and services that these customers are looking for.



### Students/Young Professionals

Students and young professionals primarily hail from the secondary trade area, including zip codes 98122 (i.e., Capitol Hill, Central District) and 98105 (i.e., University of Washington).

They arrive to the District by public transit or by car. The recently completed First Hill Street car will provide enhanced direct public transit access to both communities, making the District a more convenient place to visit for retail, food and services. Ridership is estimated at 3,000 daily passengers.

These customers are already visiting the District, and currently patronize Uwajimaya for groceries, or local restaurants for affordable, authentic food. International students come to the area seeking familiar sights and smells.

In addition to inexpensive dining options, this customer is seeking entertainment activities, including music, dancing, karaoke, movies and museums during the weekends and after-work.

### Office Workers

Office workers primarily hail from the immediate area surrounding the District. In the 98104 zip code (which encompasses most of the District), there are 64,076 workers, 68% of whom make over \$40,000 annually. They are also well-educated; 40% of all workers have bachelor's degree or advanced degrees, while 26% have some college or associates degree.

While office workers currently patronize local businesses, particularly during lunch, these customers seek a variety of foods, not simply options limited to Asian cuisine. They also seek dining and after-work offerings, including light food and drinks with colleagues and friends.

Office workers in the downtown are also a potential customer base. While the end of the Ride Free Area in September of 2012 resulted in a decline in lunch time office worker visitors, many do not know that the two-hour transfer window, when making multiple bus trips using an ORCA card, allows for a discounted round trip fare that costs the same as a one-way. Marketing and promotional efforts may be in order to communicate this discount fare to downtown office workers who are within a few minutes ride of the District.

### **Tourists/Visitors**

Tourists and visitors are a significant and growing piece of the local customer base. Visitors hail from throughout the region. Many are also tourists visiting Seattle from other states and nations. They go to the District to stay at the area hotels (American Hostel has 35,000+ visitors annually and there are two new hotels under construction) or at local Airbnb rentals (of which there are 30 listings in the neighborhood as of October 2014). Additionally, go to games at Century Link and Safeco Field, combined see nearly 5,000,000 visitors combined annually. The Wing Luke and the Theatre Off Jackson also generate significant visitation, hosting 40,000 and 20,000 visitors annually, respectively.

Like students and young professionals, these customers seek entertainment activities and authentic experiences, as well as evening and weekend options for food and drink.

### **Residents**

Residents live locally and are already loyal customers to many of the local ethnic business.

These customers seek convenience goods and services, including authentic, affordable full-service restaurants and quick service restaurants (QSRs). While most residents are low-income seniors on limited incomes; they are frequent shoppers for groceries and other convenience goods.

## **What can we do to better serve the Target Customer?**

### **Objective 1: Set the Stage for successful retail attraction by improving the business environment.**

Issues of cleanliness and safety loom large in the public consciousness. The physical analysis and stakeholder interviews further reinforced the fact that these concerns continue to undermine local businesses. Addressing these issues will ensure that all area businesses continue to grow their customer base and that new businesses thrive. The more comfortable a visitor to the district feels – the more they will be willing to return again and recommend area businesses to others.

### **Strategy 1: Address issues of cleanliness**

Addressing issues of cleanliness and deferred maintenance of buildings and public space go hand in hand with issues of public safety. In some cases, public safety concerns are based on perceptions that are further reinforced by an environment that required upgrades and improvements. To address these issues, the BID is spearheading a number of efforts that focus on these challenges, including:

- Increase cleaning to 7 days a week
- Fully implement Clear Alley Program throughout the district

- targeted façade/signage improvement
- Host volunteer cleaning events like the C-ID Spring Clean

### **Strategy 2: Address issues of public safety**

Left unchecked, public safety concerns will hamper efforts to strengthen the retail mix. The BID is also leading efforts to improve public safety within the district, including:

- Coordinate with incoming development (e.g. the Publix Hotel and the Icon/Bartells development) to leverage investment to improve surrounding area.
- Explore a public safety ambassador program.
- Engage with City/Services to track and troubleshoot homelessness, mental illness, and criminal activity issues in the district.

### **Objective 2: Advance a targeted retail attraction effort**

A targeted retail attraction strategy means defining the retail vision and pursuing retail and food service providers that will improve the overall tenant mix for a defined customer base.

Focus your marketing efforts on retail categories that will improve the mix for the customer segments outlined in this report.

### **Strategy 3: Enroll property owners**

- Share market data and marketing material in one-on-one meetings with property owners. Tell them about your targeted retail attraction strategy and request their formal commitment to allow you to show their vacant retail spaces. Ask them when their existing retail leases expire so that you can prospect for potential tenants in advance of pending vacancies. Consider obtaining MOUs from property owners to formally enroll them in the retail attraction efforts.
- Catalogue and maintain vacancy lists so that you are always in a position to speak with and potentially show interested prospects available spaces. Be sure to keep lease expiration information in the same database so that you can keep on top of vacancies before they occur.

### **Strategy 4: Create opportunities for connections**

- Host a "real estate open house" on a weekday or weekend morning. Over the course of a few hours, participating property owners commit to allow their space to be viewed. The event can begin with a few speakers who serve to orient participants (a map of the open house locations can be provided, as well district marketing material, among other hand outs) to the open house, share the market analysis. Some communities elect to invite small business service providers to set up booths so that interested tenants can also familiarize themselves with the host of small business technical assistance tools and providers in the local marketplace.
- In between real estate open house events, be the "Retail Ombudsman". Actively reach out to potential tenants; offer to give district tours and coordinate viewing of available spaces.

### Strategy 5: Prospecting for Tenants

- Visit similar districts and use these opportunities to identify potential tenants.
- Get referrals from existing merchants about other retailers.
- Consider developing a “Retail Task Force” made up of interested parties who are willing to eat shop and visit other communities and bring back potential prospects. Meet once a month to discuss a few targeted retailers who will be pursued in the following weeks.
- Maintain a robust database of retail prospects that ensure timely follow up. Include the following information:
  - Business Contact Information
  - Broker Contact Information
  - Lifestyle/price point
  - Square footage requirements
  - Desired rent
  - Other locations
  - Strength of prospect (hot/warm/cold)
  - Follow up time frame

### Strategy 6: Recognize Success

- Build credibility and attract more retail by supporting every grand opening with a ribbon cutting and issue press releases. Use these opportunities to communicate with the public about the retail attraction effort.



## Appendix

- Stakeholder Interview List
- Business Prospect Evaluation Template
- Final Presentation, 09/24/14
- Esri reports
  - Demographic and Income Profile (Seattle)
  - Tapestry Segmentation Area Profile (Seattle)
  - Demographic and Income Profile (98105)
  - Tapestry Segmentation Area Profile (98105)
  - Demographic and Income Profile (98144)
  - Tapestry Segmentation Area Profile (98144)
  - Demographic and Income Profile (98104)
  - Tapestry Segmentation Area Profile (98104)
  - Demographic and Income Profile (98101)
  - Tapestry Segmentation Area Profile (98101)
  - Demographic and Income Profile (98122)
  - Tapestry Segmentation Area Profile (98122)
  - Demographic and Income Profile (Chinatown-International District)
  - Tapestry Segmentation Area Profile (Chinatown-International District)
  - Chinatown-International District Trade Area Map

## Stakeholder Interview List

<b>Name</b>	<b>Title/Organization</b>
Phil Fujii	Public Policy Specialist/Vulcan
Cassie Chinn	Deputy Executive Director/The Wing Luke Museum
I-Miun Liu	Oasis and EasternCafe
Tomoko Matsuno	President & CEO/Uwajimaya
Larry Larson	General Manager/American Hotel
Tomio Moriguchi	Uwajimaya
Kenneth Louie	Vice President/Uwajimaya
Denise Moriguchi	Marketing Director/Uwajimaya
Khal Beleh	Owner & Chef/Petra Bistro, LLC
Assunta Ng	Publisher/Northwest Asian Weekly
Timothy Louie	Tsue Chong Company, Inc.
Lei Ann Shiramizu	Mo Mo Seattle
Geralyn Vannoy	Commercial Marketing/Vulcan

## Prospect Evaluation Form

Strength of Prospect (Hot/Warm/Cold) \_\_\_\_\_

Follow-up Date: \_\_\_\_\_

Name of Business \_\_\_\_\_ Years in Business \_\_\_\_\_

Address \_\_\_\_\_

Owner's Name \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_

Store Type/  
Description \_\_\_\_\_  
\_\_\_\_\_

Target Market/  
Customer  
Profile \_\_\_\_\_  
\_\_\_\_\_

Price Point  
(Budget/Moderate/  
High-end) \_\_\_\_\_

Site Requirements/  
Square Footage \_\_\_\_\_

Other locations \_\_\_\_\_  
\_\_\_\_\_

Expansion  
Plans \_\_\_\_\_

Additional Notes (Store Appearance, Stock, Staff, Management):

Date: \_\_\_\_\_ Evaluated by: \_\_\_\_\_

# Seattle Chinatown International District Retail Market Study

Final Presentation  
November 2014





# PHYSICAL ANALYSIS

# Physical Analysis

## Gateway: 5<sup>th</sup> & King

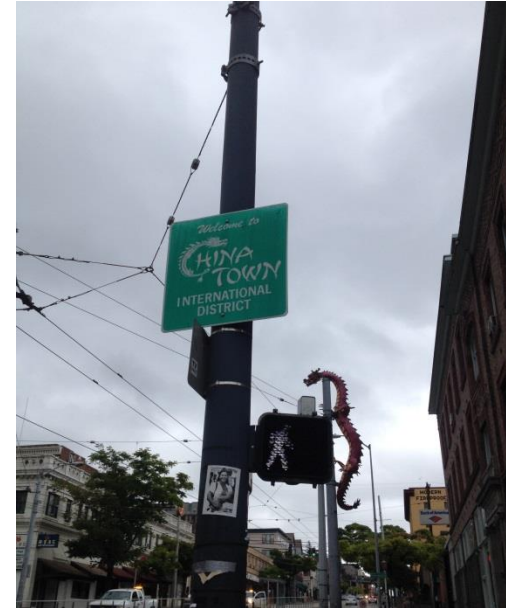
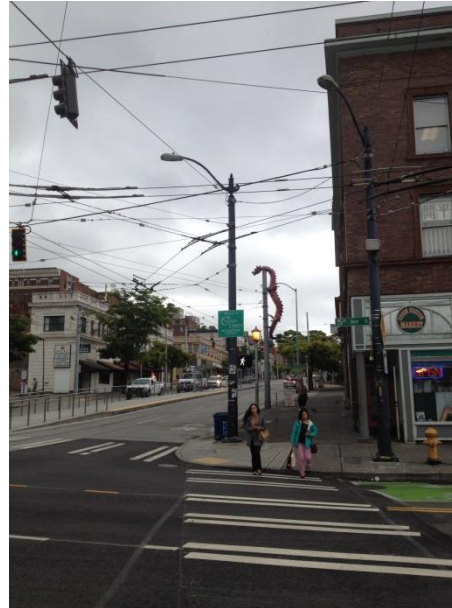
- Symbolic arch
- Physical disinvestment
- Loitering



# Physical Analysis

Gateway: Jackson & 5<sup>th</sup>

- New street car
- Historic terminal
- New drugstore (Bartell's)





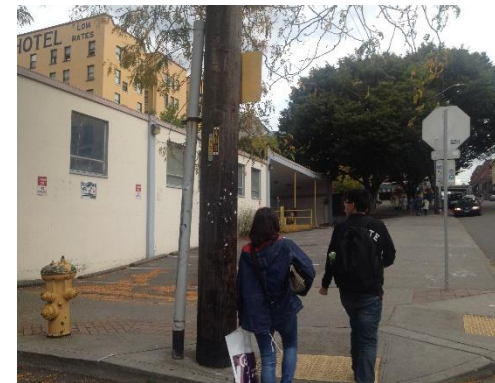
# Physical Analysis

## Barriers to Connectivity

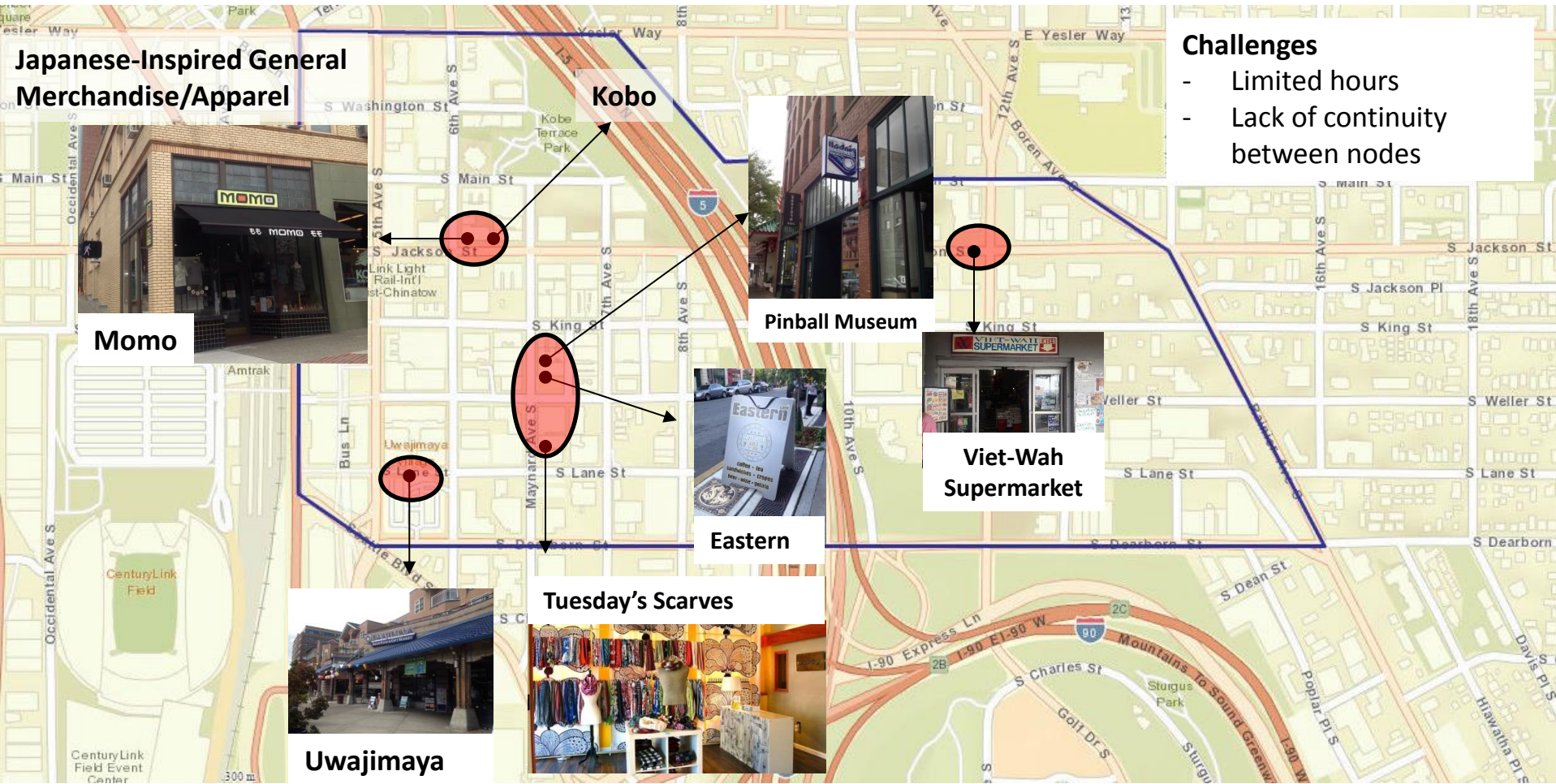
- Between Little Saigon and Chinatown
- Uphill climb further deters connections



- Along King Street – limited entrances/exits

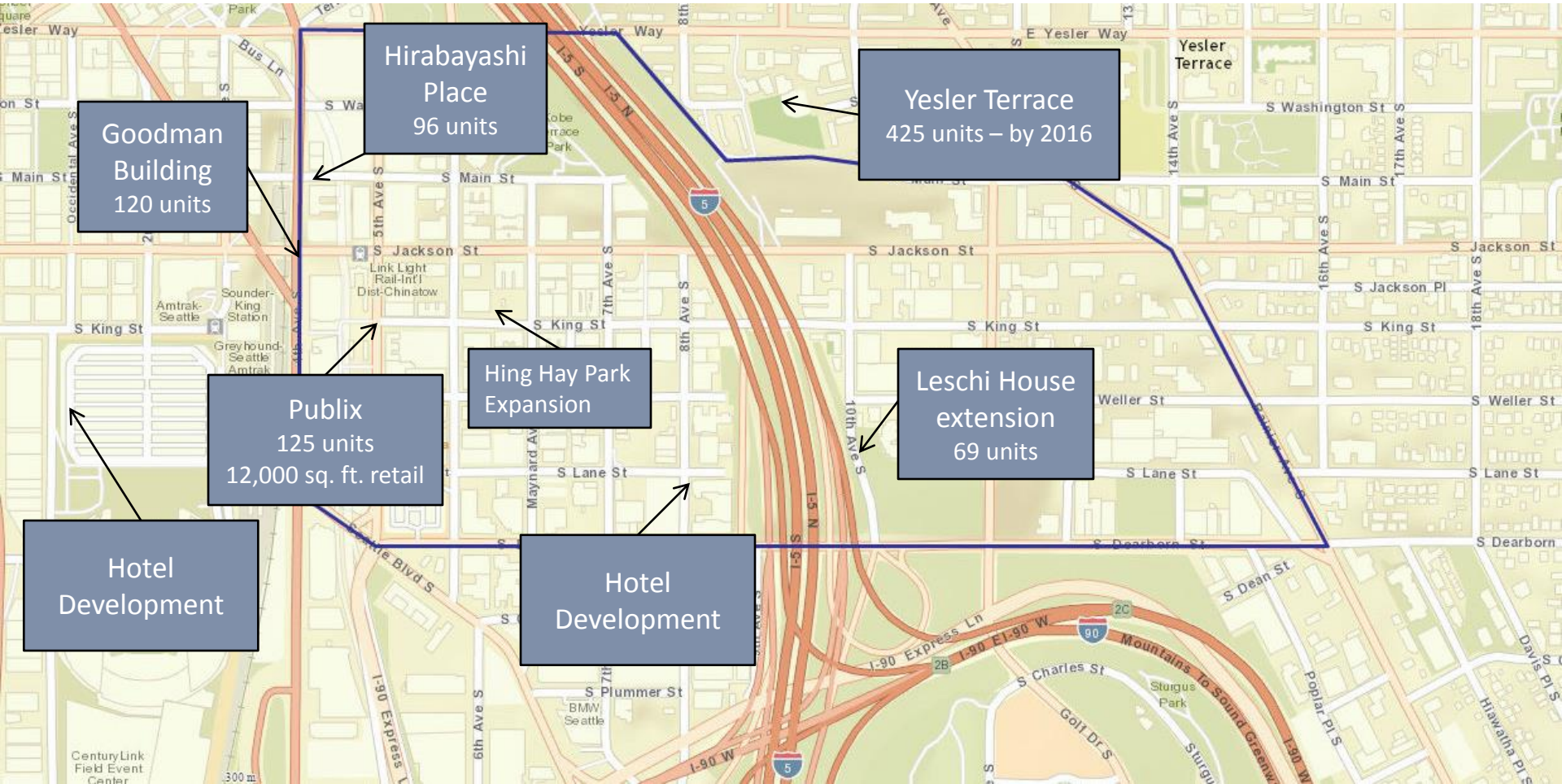


## Concentrated “Soft Goods” Retail Offerings



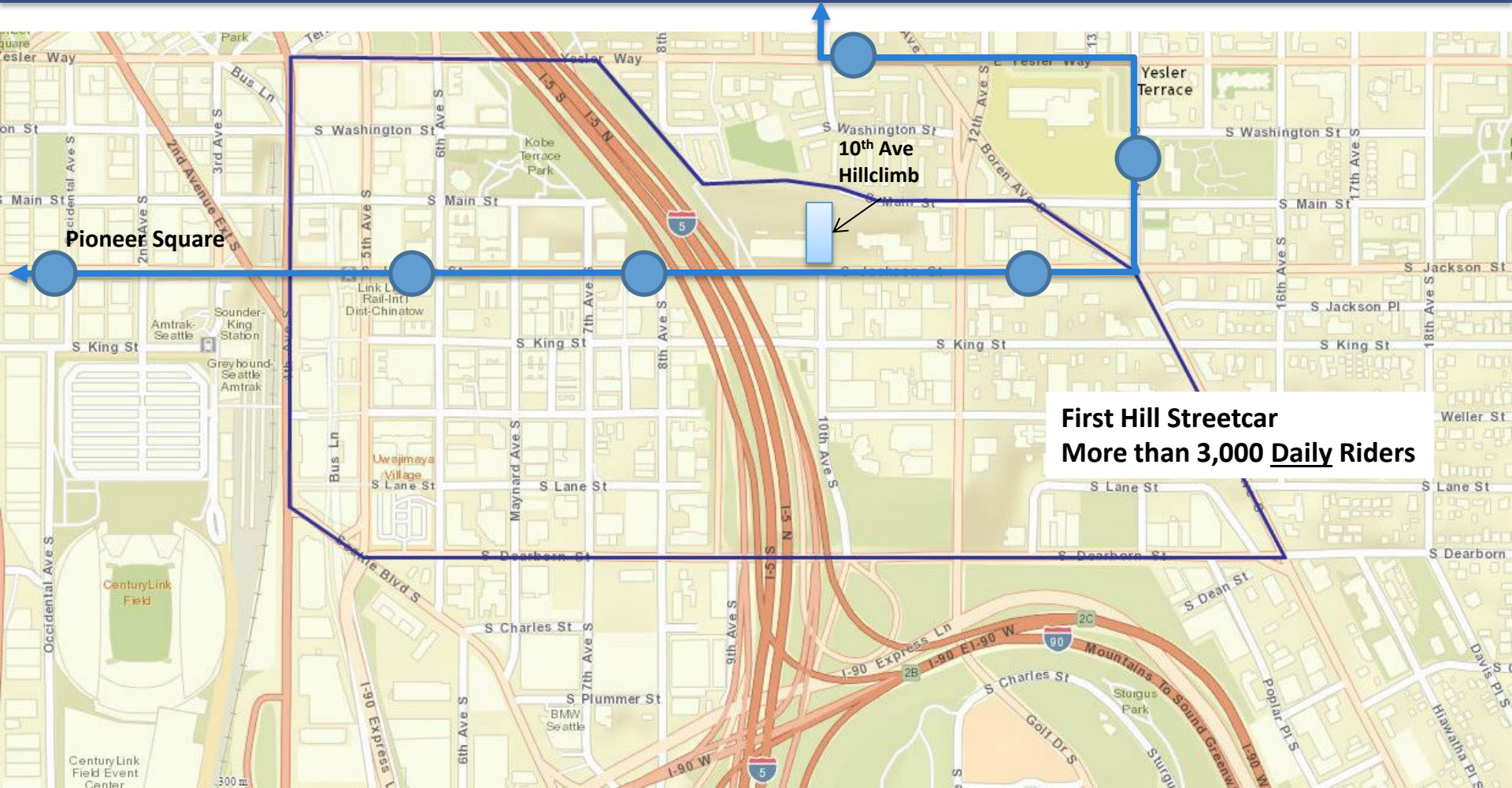


# New Residents



# New Visitors/Improved Access

To Capital Hill/  
Seattle University (7,400 students)





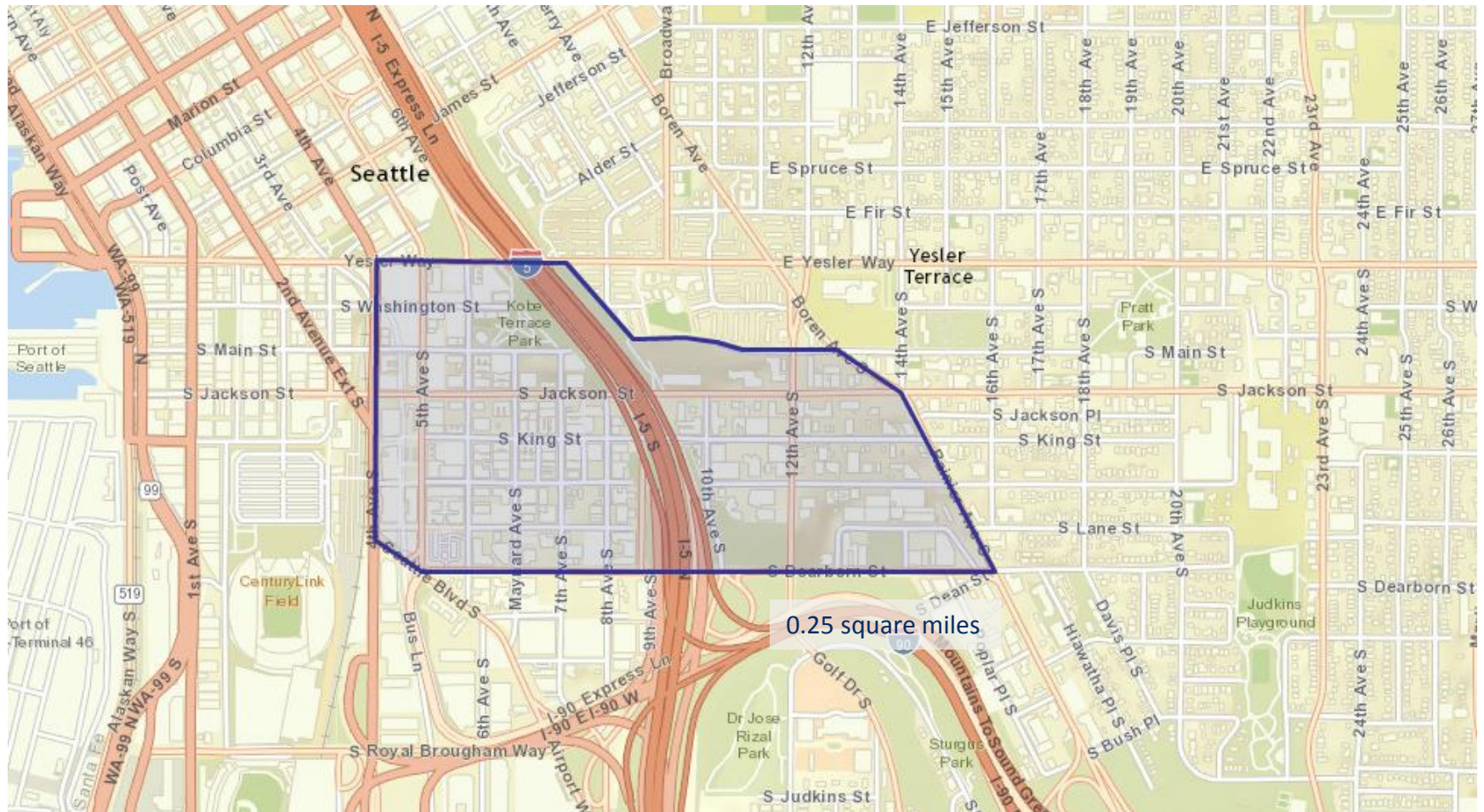
# Transportation

- Excellent access supports the C-ID as a destination for residents of other neighborhoods
- New transit can grow the secondary trade area
  - First Hill Streetcar (2015)
  - Central Link Light Rail (2017)
  - Downtown Streetcar (proposed)
  - Waterfront Trolley (Proposed)
- 384,000 riders using neighborhood transit every day.
- Additional 3,000 daily riders expected on new First Hill Streetcar connecting C-ID to Capitol Hill & Pioneer Square



# TRADE AREAS

# Chinatown-International District Neighborhood Study Area

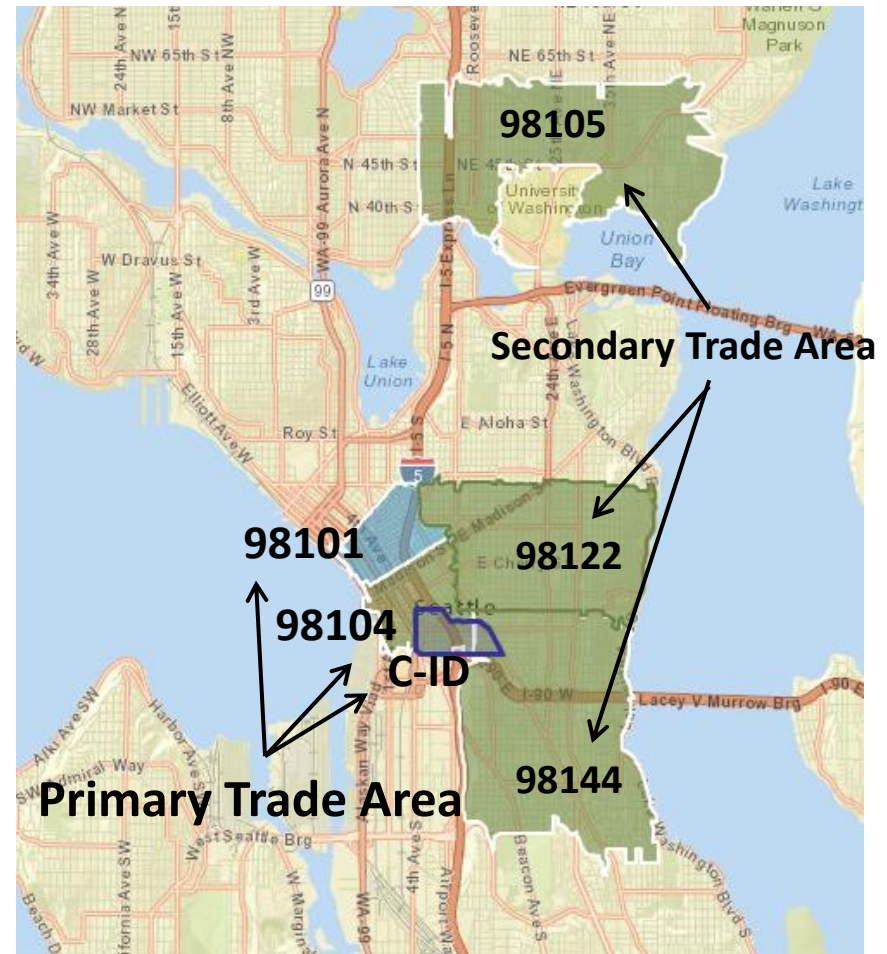




# Chinatown International District Customers

## *Additional Areas for Analysis*

- The C-ID is a destination. Many of the neighborhood's customers visit from outside the area.
  - Areas in Green: Top four zip codes of Uwajimaya customers
  - Light blue: (Potential) additional source of customers due to proximity and strong north/south transit.



# Neighborhood and Trade Area Data

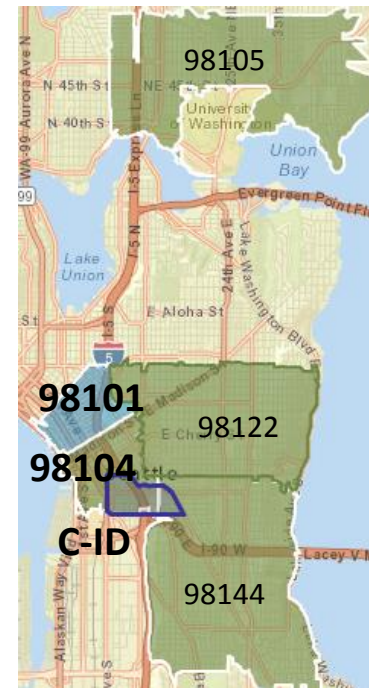
The neighborhood is:

- Growing slowly
- Lower income
- Older
- More dense than the City overall; less dense than nearby communities
- Able to pull customers from nearby areas that are growing in population and income.

	C-ID	98104	98101	98144	98105	98122	Seattle
Population	3,473	13,495	11,629	29,055	42,194	32,612	638,776
Population: Annual Growth Rate (2014-2019)	1.0	1.13	1.78	1.52	1.32	1.61	1.43
Avg Household Size	1.48	1.47	1.31	2.27	2.17	1.82	2.05
Median HH Income	\$ 12,996	\$ 19,312	\$ 36,499	\$ 51,710	\$ 39,234	\$ 47,733	\$ 61,409
Median HH Income: Annual Growth Rate (2014-2019)	0.48	3.41	6.60	3.22	3.64	3.98	4.39
Population Density (Pop per Sq Mi)	13,892	18,877	23,161	8,749	13,737	14,579	7,610
Median Age	51	41	43	40	25	33	37
Educational Attainment (Bachelor's Degree+)	29.82%	34.45%	56.32%	48.03%	72.20%	57.78%	72.20%

Primary Trade Area

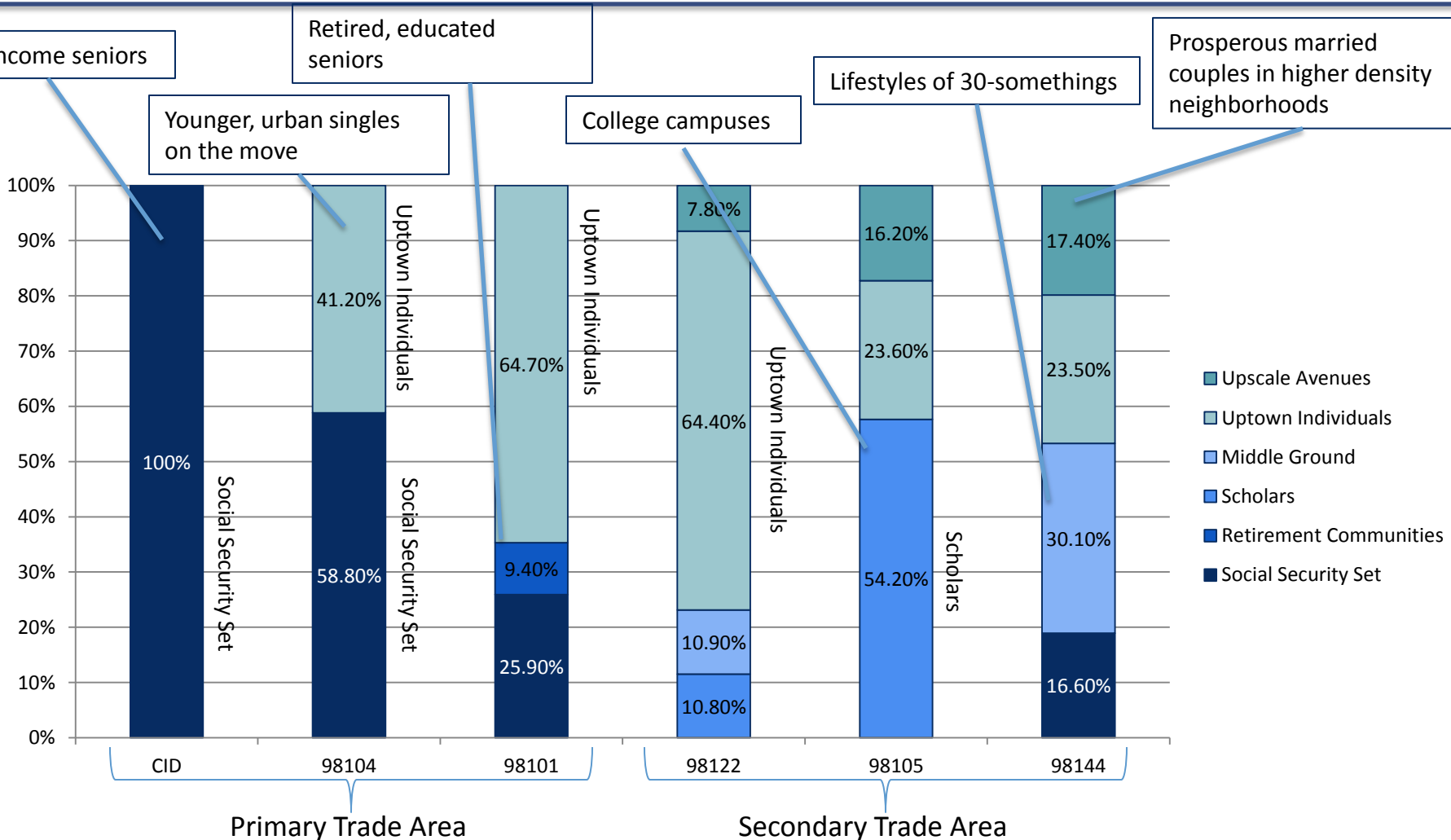
Secondary Trade Area



Source: 2010 Census, ESRI

# Psychographic Data

## Primary and Secondary Customer Groups



# Psychographic Data

## Primary Customers

### Social Security Set

Primary Trade Area: 42%  
Secondary Trade Area: 5.5%

- *Retired*
- *Eats at home, fast food eateries are restaurants of choice*
- *Household Income: \$16,000*

### Uptown Individuals

Primary Trade Area: 53%  
Secondary Trade Area: 40%

- *Shop at Trader Joe's and Whole Foods*
- *Shop for clothes at Banana Republic, The Gap, Nordstrom*
- *Enjoy wine bars and restaurants*
- *Active on Social Media*
- *Household Income: \$52,000 - \$93,000*

### Retirement Communities

Primary Trade Area: 5.1%  
Secondary Trade Area: 0%

- *Shop at department stores*
- *Like to travel*
- *Watch QVC, Golf Channel, CNN and Sports*
- *Household Income: \$35,000*

### Scholars

*"Dorms to Diplomas" – 41.9%*  
*"College Towns" – 11.6%*

Primary Trade Area: 0%  
Secondary Trade Area: 22%

- *Younger, transient lifestyles and life stage*
- *Pursuing college degrees*
- *Shop at discounts stores, prefer branded clothing*
- *Eat at convenient quick-service restaurants*
- *Enjoy activities (sports, working out)*
- *Household Income: \$24,047*

For Full Descriptions: <http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf>

# Psychographic Overview

98101/98104

- Brimming with “Uptown Individuals”
- Strong “Social Security Set”

98144/98122

- Comprised primarily of “Uptown Individuals” & “Upscale Avenues” & “Middle Ground” (98144 only)

98105

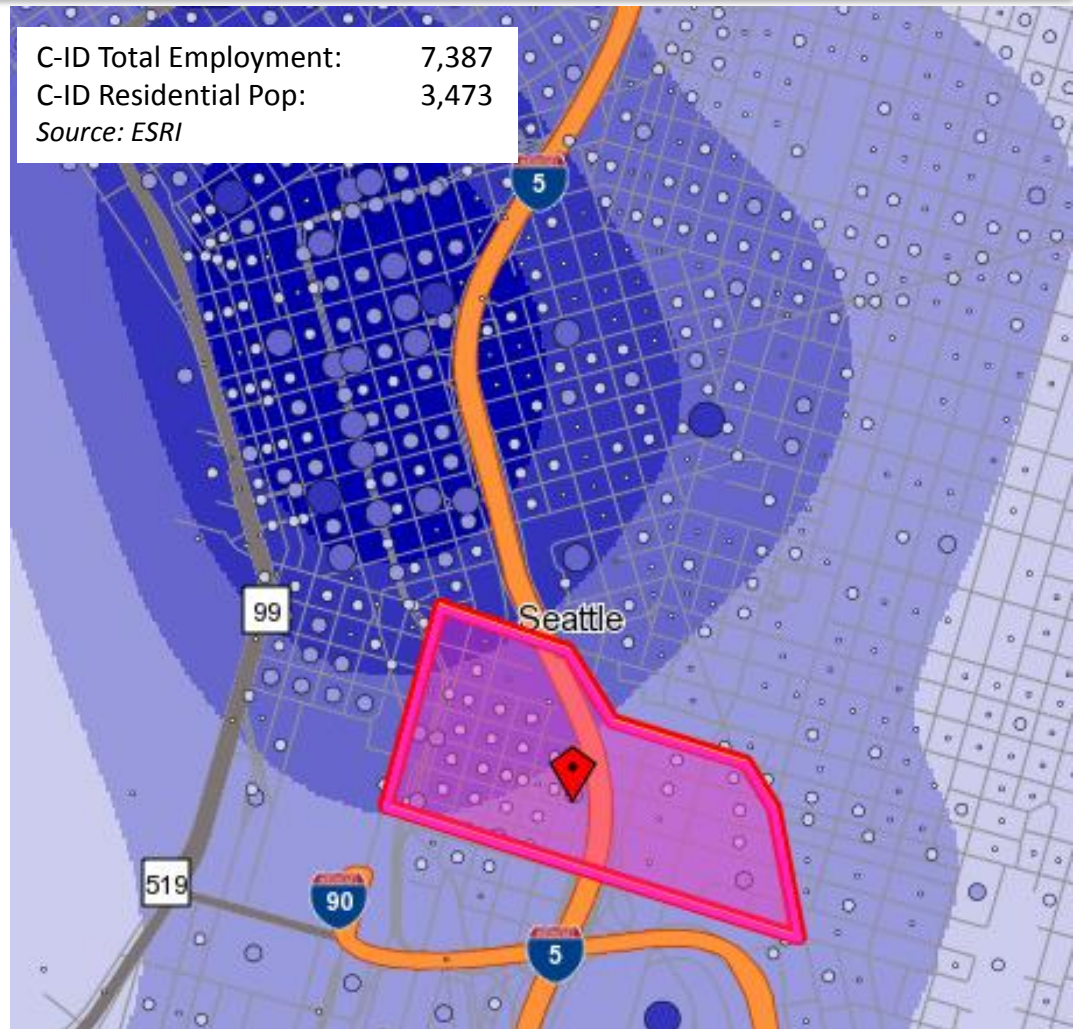
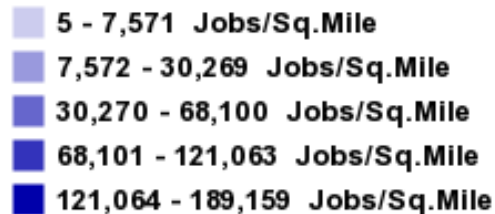
- Majority “Scholars”





# Workforce Density

- High employment density within walking and transit distance.
- Potential to meet the needs of the office worker population
- Loss of the free ride zone downtown increased the costs of visitation for downtown daytime office worker

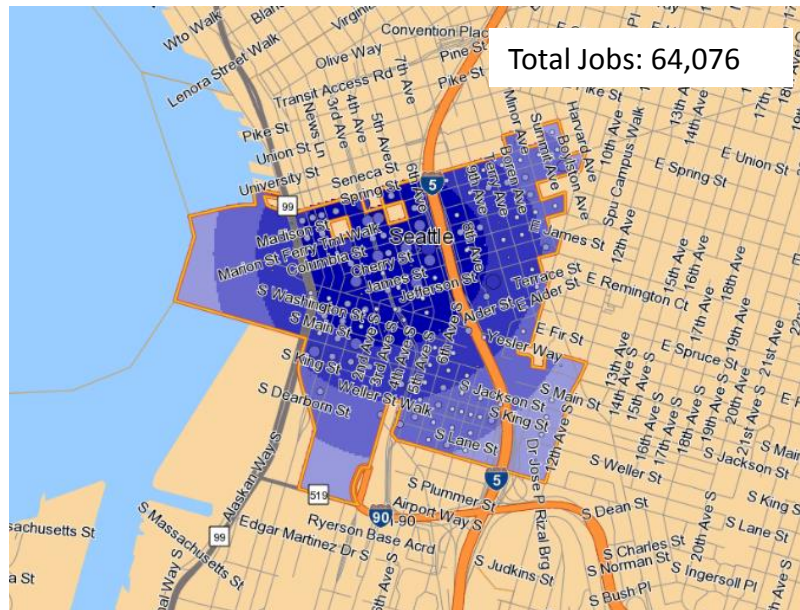


Source: 2010 Census, 2002-2011 Origin Destination Employment Statistics

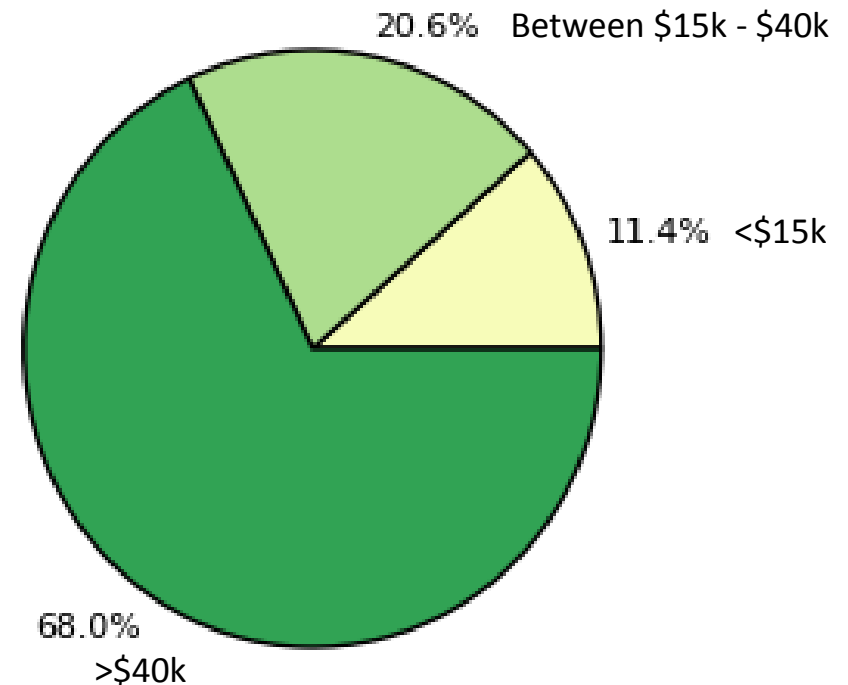
# Employment - 98104

## Jobs by Earnings

	2011		
	Count	Share	
\$1,250 per month or less	7,307	11.4%	<\$15k
\$1,251 to \$3,333 per month	13,217	20.6%	Between \$15k - \$40k
More than \$3,333 per month	43,552	68.0%	>\$40k

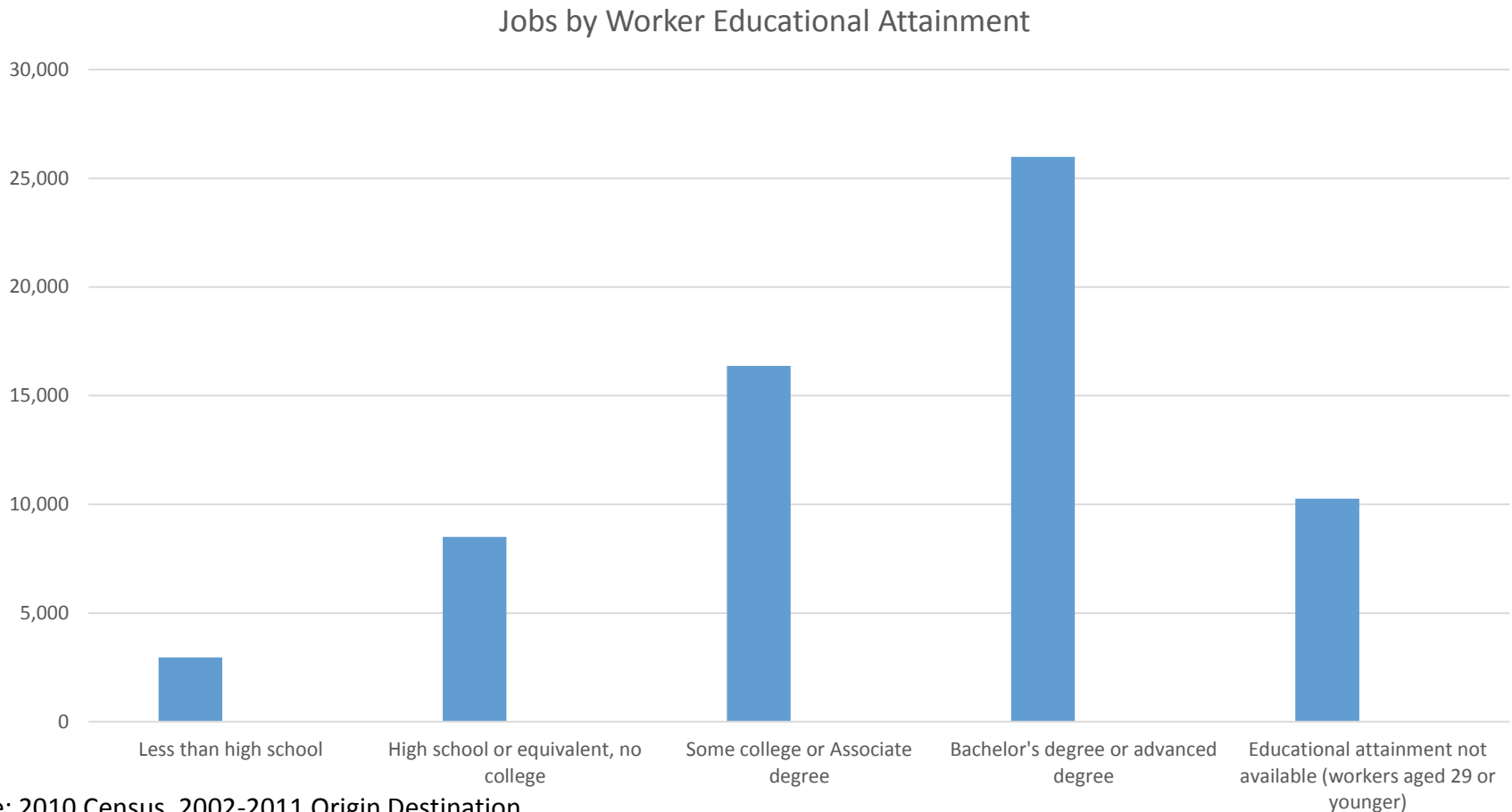


## Job Counts by Earnings in 2011



Source: 2010 Census, 2002-2011 Origin Destination  
Employment Statistics

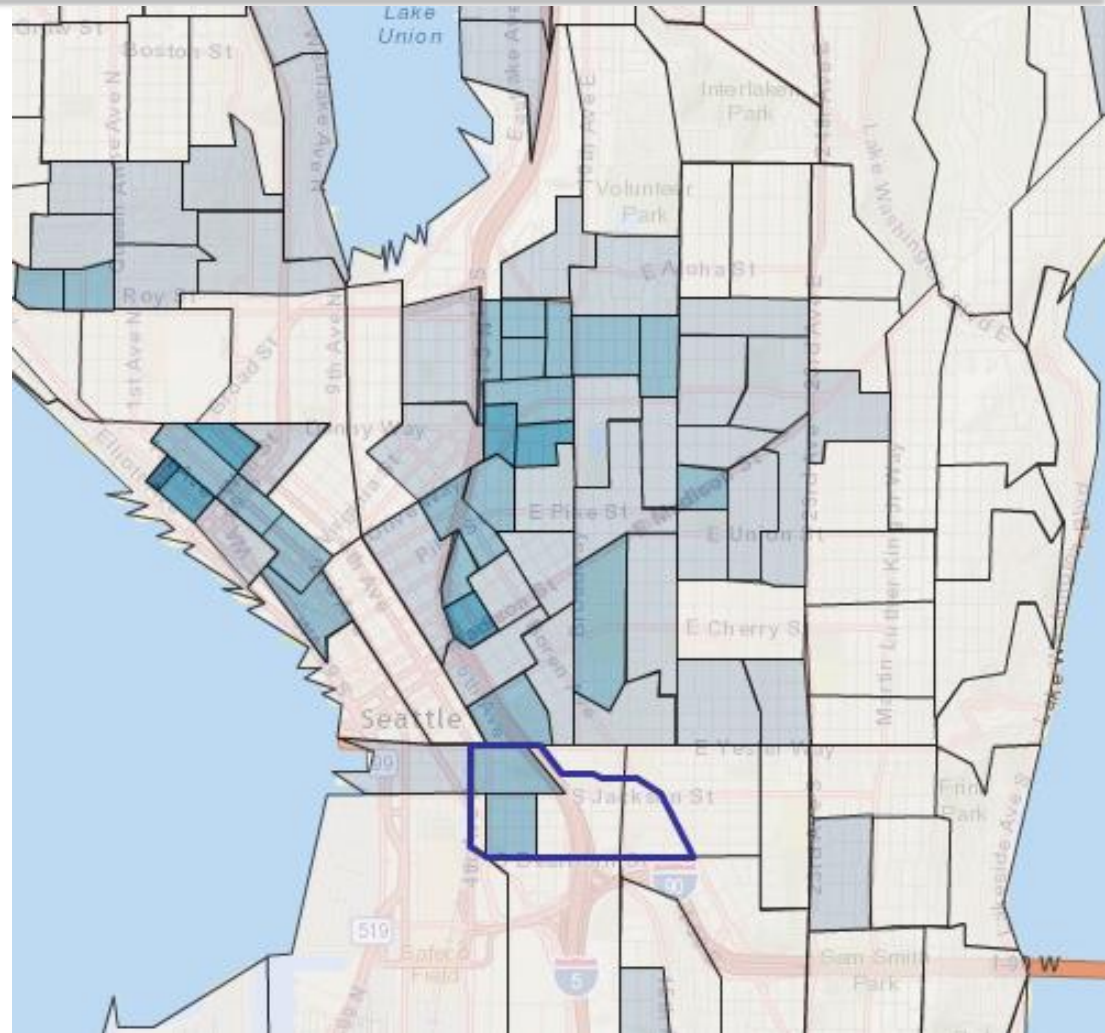
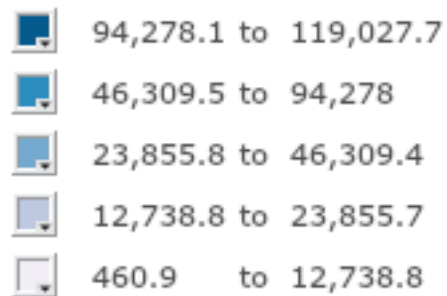
# Employment - 98104



Source: 2010 Census, 2002-2011 Origin Destination  
Employment Statistics

# Population Density

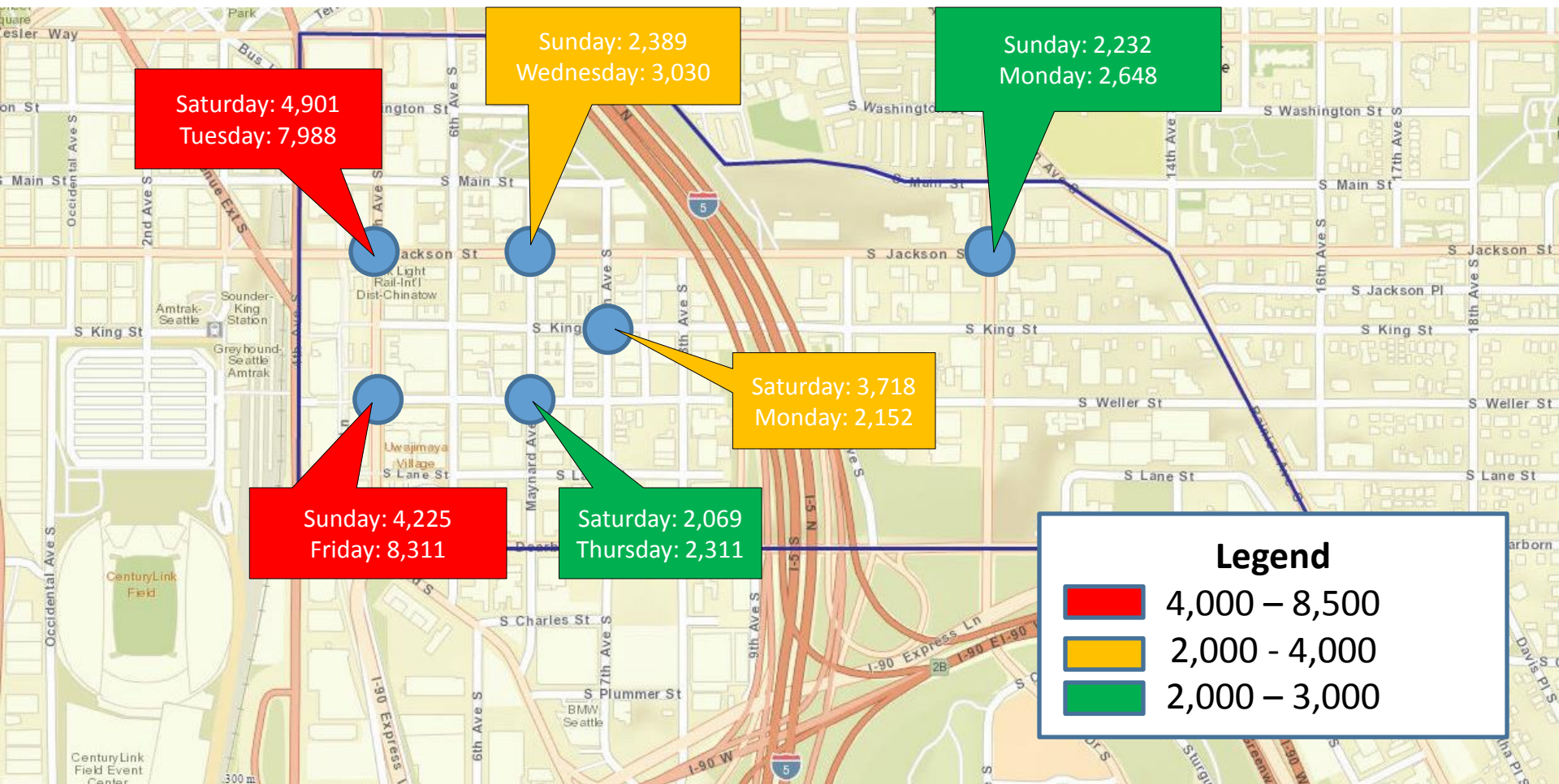
- Residential density in the neighborhood varies
- There are more dense areas to the north west
- Neighborhood businesses draw visitors from other areas



Source: 2010 Census, ESRI



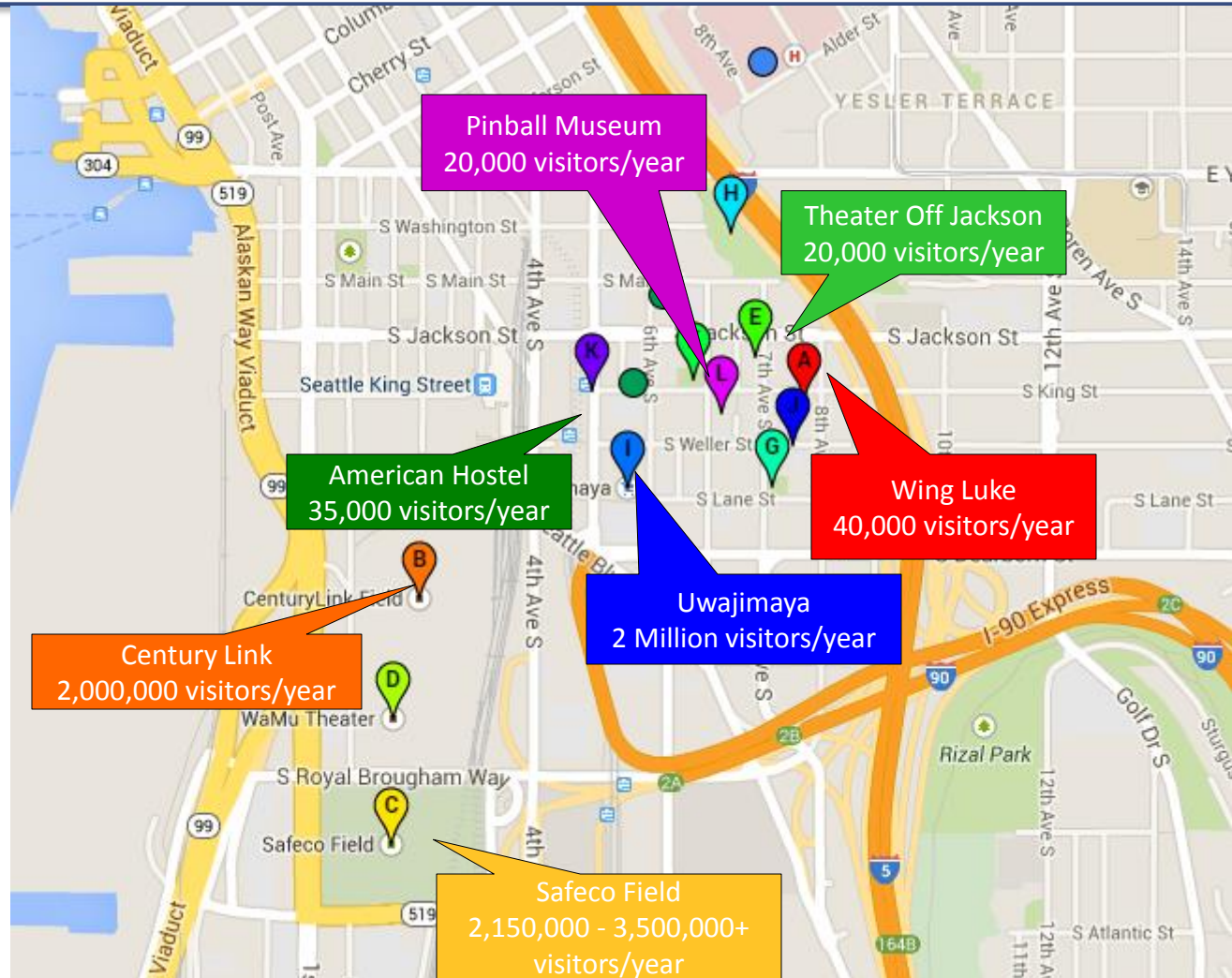
# 2014 Daily Pedestrian Counts (8am – 7pm)





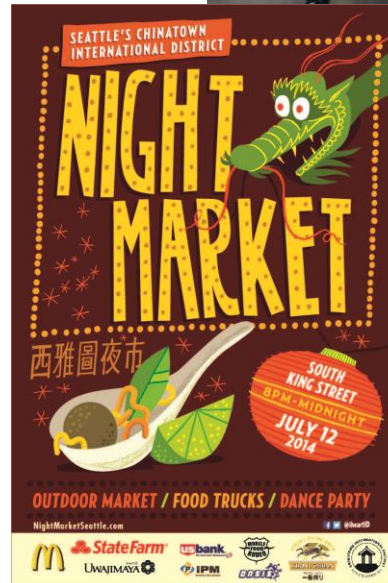
# Anchors and Destinations

- Wing Luke Museum
- CenturyLink Field
- Safeco Field
- WaMu Theater
- Theatre Off Jackson
- Hing Hay Park
- International Childrens Park
- Kobe Terrace Park
- Uwajimaya
- Canton Alley S
- Chinese Gate
- Seattle Pinball Museum
- Hospitals
- Hotels



# Event Marketing Draws over 100k Annually

- **Lunar New Year & \$2 Food Walk** (one day): 20,000 people
- **Dragon Fest & \$2 Food Walk/July Night Market** (two days): 30,000 people
- **September Night Market** (one day): 25,000 people

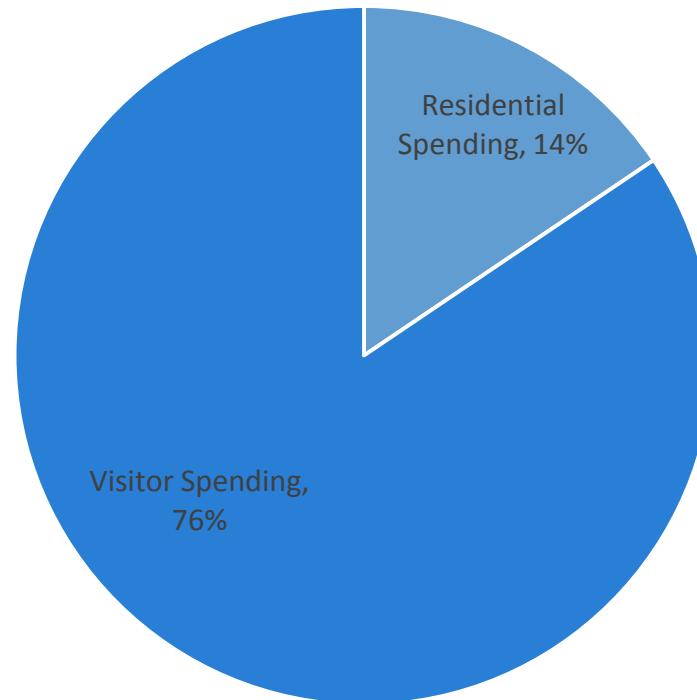


# MARKET DATA

# Retail Sales

Visitors drive  
76% of retail  
spending in the  
district

Total Spending on Retail Sales, Food & Drink





# Stakeholder Feedback

## Retail Environment: Opportunities

- ***Strong Anchors***
  - Uwajimaya, 2 million annual visitors
  - Stadiums (CenturyLink, Safeco), 5+ million annual visitors
  - Wing Luke, 40,000 annual visitors
- ***Excellent Access***
  - Existing transit @ King Street Station, 384,000 daily riders
  - Pending streetcar along Jackson
- ***Growing population within trade area – both income and # of households***
- ***Strong Brand***
  - Affordable
  - Chinese/Vietnamese/Japanese/Asian “inspired”
  - Food offerings

# Leakage

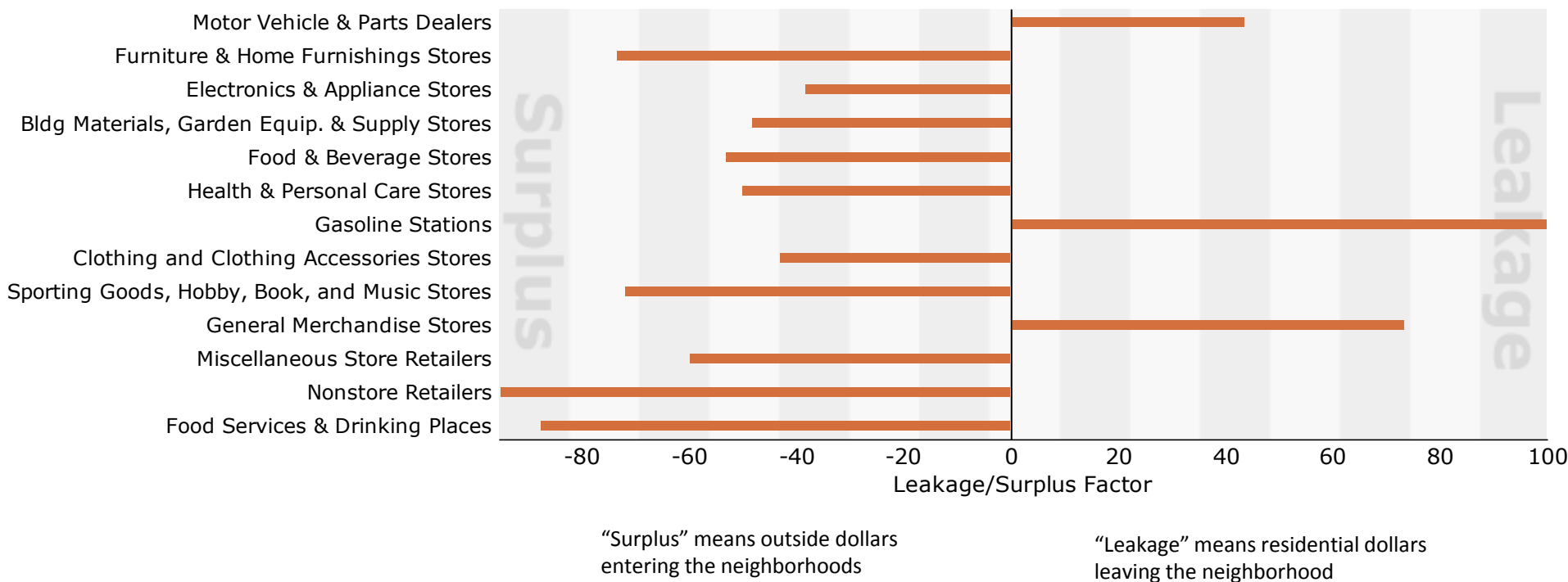
- Market data confirms the C-ID is a destination for people living outside of the neighborhood
- There is a “surplus” in nearly all retail categories.
- There is opportunity for General Merchandise stores

<b>Industry Summary</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>
Total Retail Trade and Food & Drink	44-45,722	\$22,387,556	\$157,302,536	-\$134,914,980
Total Retail Trade	44-45	\$20,190,877	\$123,363,727	-\$103,172,850
Total Food & Drink	722	\$2,196,679	\$33,938,809	-\$31,742,130
<b>Industry Group</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>
Motor Vehicle & Parts Dealers	441	\$3,422,946	\$1,348,131	\$2,074,815
Furniture & Home Furnishings Stores	442	\$417,172	\$2,737,524	-\$2,320,352
Electronics & Appliance Stores	443	\$367,799	\$824,988	-\$457,189
Bldg Materials, Garden Equip. & Supply Stores	444	\$465,040	\$1,341,262	-\$876,222
Food & Beverage Stores	445	\$4,529,555	\$14,834,731	-\$10,305,176
Health & Personal Care Stores	446,4461	\$1,396,179	\$4,211,121	-\$2,814,942
Gasoline Stations	447,4471	\$1,674,547	\$0	\$1,674,547
Clothing & Clothing Accessories Stores	448	\$1,191,640	\$3,002,916	-\$1,811,276
Sporting Goods, Hobby, Book & Music Stores	451	\$353,166	\$2,180,709	-\$1,827,543
General Merchandise Stores	452	\$3,747,515	\$574,307	\$3,173,208
Miscellaneous Store Retailers	453	\$622,683	\$2,501,070	-\$1,878,387
Nonstore Retailers	454	\$2,002,634	\$89,806,970	-\$87,804,336
Food Services & Drinking Places	722	\$2,196,679	\$33,938,809	-\$31,742,130

**Source:** Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

# Leakage

## Leakage/Surplus Factor by Industry Subsector



**STRATEGY**



# Stakeholder Feedback

## Retail Environment: Challenges

- ***Clean/Safe***
  - Public safety concerns – loitering, panhandling, etc.
  - Cleanliness – particularly alleys
  - Deferred maintenance of buildings
- ***Physical Environment***
  - King Street - reticent owners, lack of ground floor continuous retail, loitering at corner of 5th and King
- ***Retail Offerings***
  - Mixed review of food offerings – some quality concerns
  - Limited non-food retail offerings reduce opportunity to cross-shop
- ***Real Estate Redevelopment/Ground Floor Vacancies***
  - Stymied in some cases by the relative isolation of the Chinese community - difficulty renting space from Chinese owners owing to language and culture differences
- ***Access becoming less convenient for traditional customer base***
  - Stricter parking regulations
  - Loss of free travel zone
  - Net loss of parking in South Downtown (stadium related)

# Who are your customers?

---

Customer profiles allows you to better identify strategies and activities that will appeal to each customer segment.

## ***Our Customers***

***Students & Young Professionals***

***Residents***

***Office Workers***

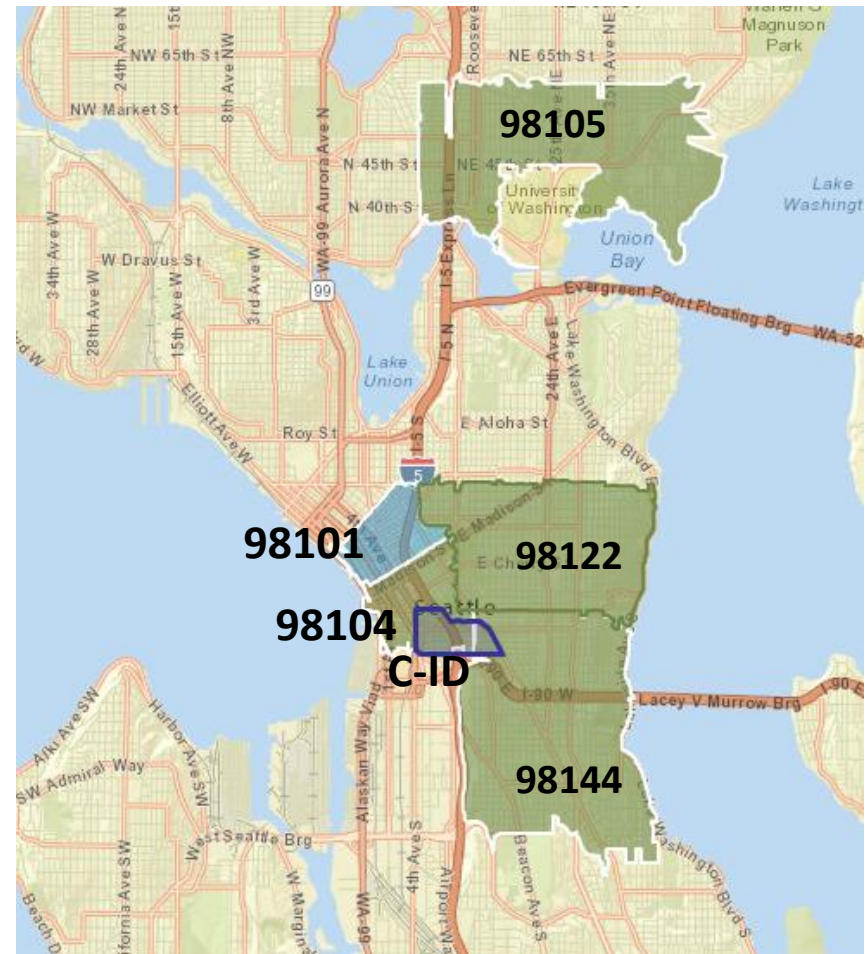
***Tourists/Visitors***

# Where are your customers coming from?

Location of your customer base informs marketing efforts

Your customers are based in the following communities:

- Primary: C-ID, 98104, 98101
- Secondary: 98144, 98133, 98105



# Your customers

**Students and Young Professionals**

## Why?

- Already visiting
- Strong International student base seeking familiar food
- Ease of access to areas where they live
- New streetcar will enhance convenience

## Targeted Retail Focus

- Entertainment activities, including music, dancing, karaoke, movies, museums
- After-work/weekend options for food, beers and wine



# Your customers

## Residents

### Why?

- Live locally
- Already loyal customers

### Targeted Retail Focus

- Convenience goods
- Authentic, affordable full-service restaurants
- Quick Service Restaurants (QSR) offering affordable price points

# Your customers

## Office Workers

### Why?

- Located in immediate proximity and downtown

### What they want:

- Quick Service Restaurants (QSR) offering affordable variety
- After-work options for light food and drinks

# Your customers

## Tourists

### Why?

- Already staying at hotels in the area
- Visiting for unique offerings and culture
- 30+ Airbnb rentals in the neighborhood

### Targeted Retail Focus

- Entertainment activities, including music, dancing, karaoke, movies, museums
- Evening and weekend options for food and drinks
- Quick Service Restaurants (QSR) offering a variety of price points

# Your customers

## Where?

## Why?

- Already staying at hotels in the area
- Visiting for unique offerings and culture
- 30+ Airbnb rentals in the neighborhood

## Targeted Retail Focus

- Entertainment activities, including music, dancing, karaoke, movies, museums
- Evening and weekend options for food and drinks
- Quick Service Restaurants (QSR) offering a variety of price points



# Strategies for Retail Attraction

**Objective 1: Set the Stage for successful retail attraction by improving the business environment.**

## Strategy 1: Address issues of cleanliness

- Clear Alley program
- Façade/signage improvements
- Regular street cleaning

## Strategy 2: Address issues of public safety

- Development of Publix will help improve 5<sup>th</sup>/King intersection
- Public safety ambassadors
- Lighting studies
- Consider efforts to address needs of homeless/vagrant population

# Strategies for Retail Attraction

## **Objective 2: Advance a targeted retail attraction effort**

### Strategy 3: Enroll property owners

- Share market data and marketing material in one-on-one meetings
- Request their formal commitment and allow you to show their spaces
- Catalogue and maintain vacancy lists

### Strategy 4: Create opportunities for connections

- Hold quarterly or bi-annual “C-ID Real Estate Open House” event
- Be the “Retail Ombudsman” – offer to give tours and coordinate viewing to prospects

# Strategies for Retail Attraction

## Objective 2: Advance a targeted retail attraction effort

### Strategy 5: Prospecting

- Visit similar districts to identify potential tenants.
- Get referrals from existing merchants about other retailers.
- Consider a “Retail Task Force” comprised of local stakeholders who are empowered to eat, shop and visit other districts and can bring prospects back to the team.
- Maintain a robust database of retail prospects that ensure timely follow up. Include the following information:
  - Business Contact Information
  - Broker Contact Information
  - Lifestyle/price point
  - Square footage requirements
  - Desired rent
  - Other locations
  - Strength of prospect (hot/warm/cold)
  - Follow up time frame

### Strategy 6: Recognize Success

- Build credibility and attract more retail by supporting every Grand Opening with a ribbon cutting, issue press releases
- Use Grand Openings to further reinforce to press and partners how new the retail reflects the retail vision and overall strategy



# Demographic and Income Profile

Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

Summary	Census 2010		2014		2019	
Population	608,660		638,776		685,701	
Households	283,510		298,322		321,474	
Families	121,690		126,224		134,661	
Average Household Size	2.06		2.05		2.05	
Owner Occupied Housing Units	136,362		136,260		144,990	
Renter Occupied Housing Units	147,148		162,062		176,484	
Median Age	36.2		36.8		37.3	
Trends: 2014 - 2019 Annual Rate	Area		State		National	
Population	1.43%		0.98%		0.73%	
Households	1.51%		1.03%		0.75%	
Families	1.30%		0.92%		0.66%	
Owner HHs	1.25%		0.97%		0.69%	
Median Household Income	4.39%		3.16%		2.74%	
Households by Income	2014		2019			
	Number	Percent	Number	Percent		
<\$15,000	39,273	13.2%	38,901	12.1%		
\$15,000 - \$24,999	24,238	8.1%	18,882	5.9%		
\$25,000 - \$34,999	25,458	8.5%	20,227	6.3%		
\$35,000 - \$49,999	34,359	11.5%	33,047	10.3%		
\$50,000 - \$74,999	47,295	15.9%	46,832	14.6%		
\$75,000 - \$99,999	38,658	13.0%	47,678	14.8%		
\$100,000 - \$149,999	49,477	16.6%	58,693	18.3%		
\$150,000 - \$199,999	18,601	6.2%	28,082	8.7%		
\$200,000+	20,961	7.0%	29,129	9.1%		
Median Household Income	\$61,409		\$76,107			
Average Household Income	\$84,986		\$99,546			
Per Capita Income	\$40,258		\$47,331			
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	32,036	5.3%	31,366	4.9%	33,106	4.8%
5 - 9	25,943	4.3%	29,346	4.6%	30,322	4.4%
10 - 14	22,091	3.6%	25,503	4.0%	29,237	4.3%
15 - 19	30,585	5.0%	32,250	5.0%	34,944	5.1%
20 - 24	54,885	9.0%	55,228	8.6%	55,852	8.1%
25 - 34	126,616	20.8%	127,053	19.9%	133,784	19.5%
35 - 44	99,704	16.4%	99,948	15.6%	102,084	14.9%
45 - 54	80,543	13.2%	84,624	13.2%	87,928	12.8%
55 - 64	70,762	11.6%	75,846	11.9%	81,642	11.9%
65 - 74	33,069	5.4%	44,359	6.9%	57,597	8.4%
75 - 84	20,059	3.3%	20,481	3.2%	25,592	3.7%
85+	12,367	2.0%	12,772	2.0%	13,613	2.0%
Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	422,870	69.5%	430,771	67.4%	444,134	64.8%
Black Alone	48,316	7.9%	52,388	8.2%	58,481	8.5%
American Indian Alone	4,809	0.8%	4,886	0.8%	5,090	0.7%
Asian Alone	84,215	13.8%	95,354	14.9%	112,140	16.4%
Pacific Islander Alone	2,351	0.4%	2,637	0.4%	3,071	0.4%
Some Other Race Alone	14,852	2.4%	17,333	2.7%	21,331	3.1%
Two or More Races	31,247	5.1%	35,406	5.5%	41,454	6.0%
Hispanic Origin (Any Race)	40,329	6.6%	47,405	7.4%	59,111	8.6%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014

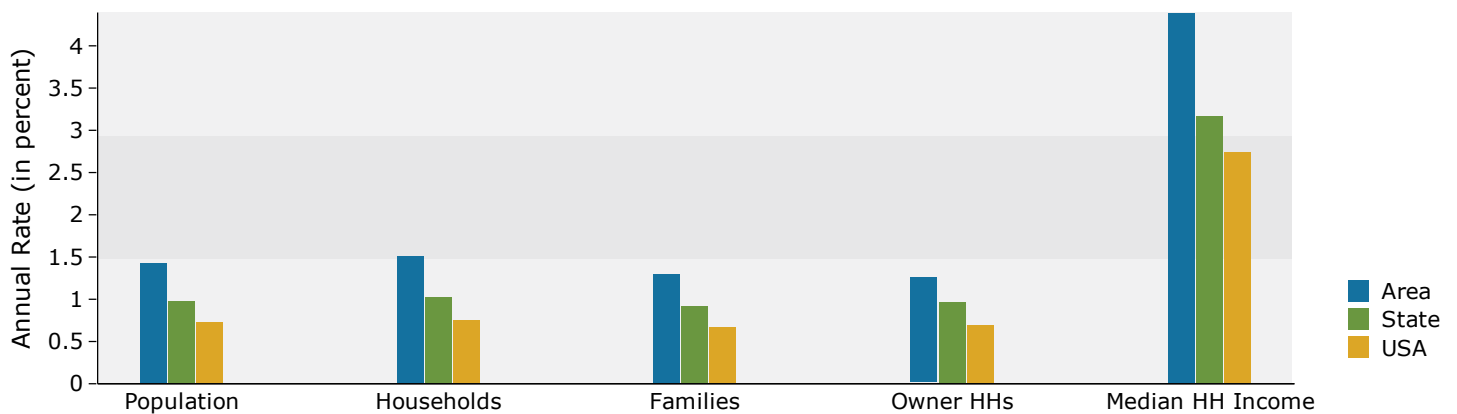


# Demographic and Income Profile

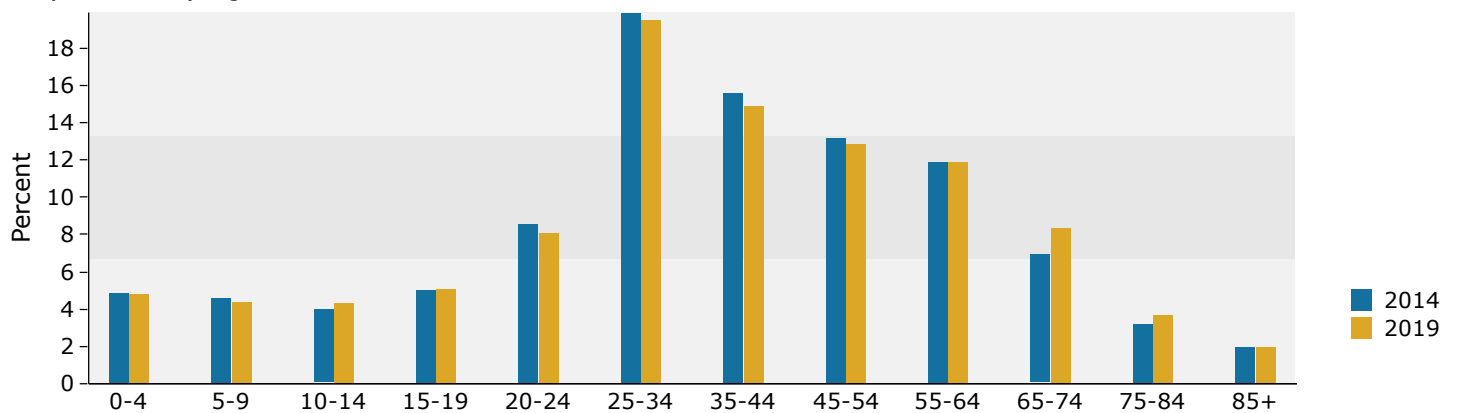
Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

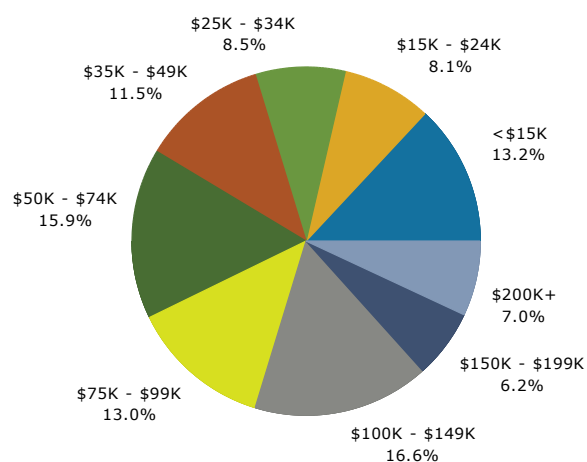
## Trends 2014-2019



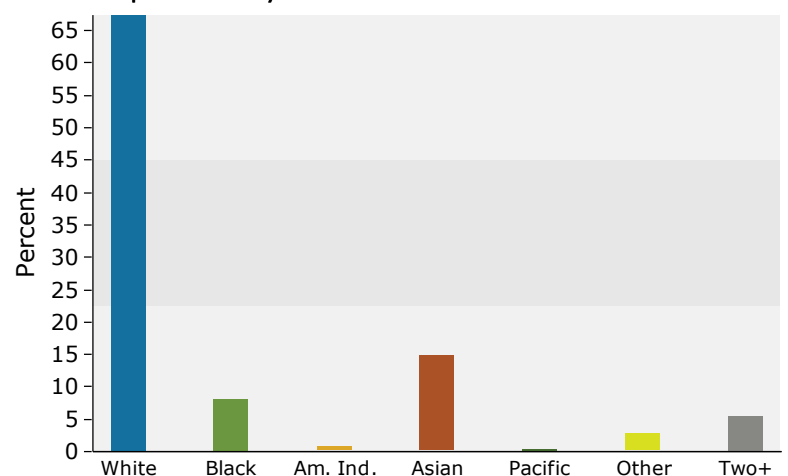
## Population by Age



## 2014 Household Income



## 2014 Population by Race



2014 Percent Hispanic Origin: 7.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014





# Tapestry Segmentation Area Profile (2014)

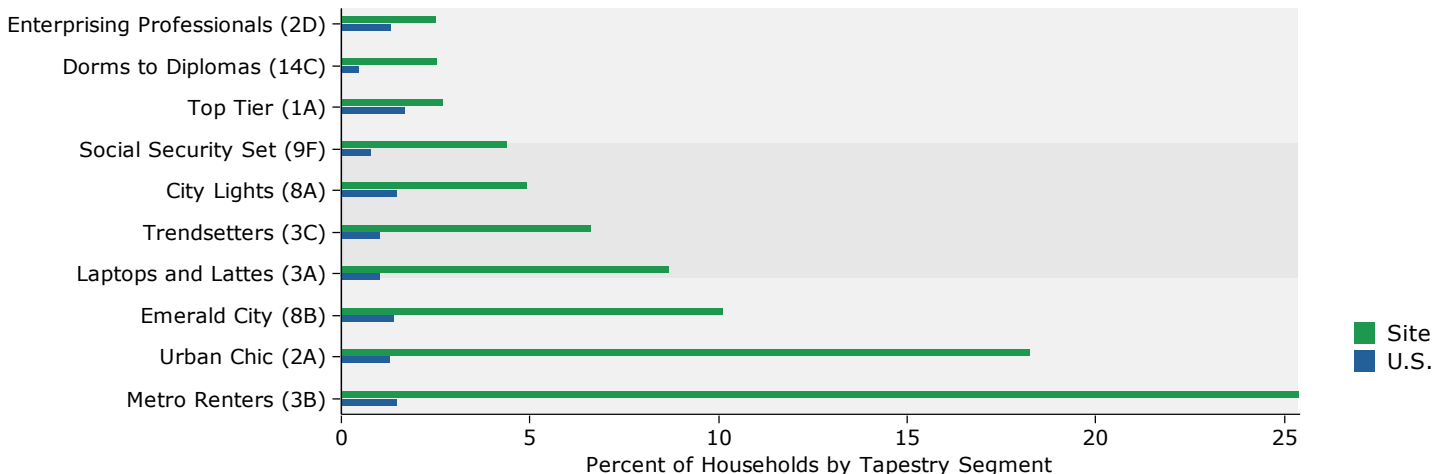
Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	25.4%	25.4%	1.5%	1.5%	1714
2	Urban Chic (2A)	18.3%	43.7%	1.3%	2.8%	1,383
3	Emerald City (8B)	10.1%	53.8%	1.4%	4.2%	720
4	Laptops and Lattes (3A)	8.7%	62.5%	1.0%	5.2%	831
5	Trendsetters (3C)	6.7%	69.2%	1.1%	6.3%	624
<b>Subtotal</b>		<b>69.2%</b>		<b>6.3%</b>		
6	City Lights (8A)	5.0%	74.2%	1.5%	7.8%	335
7	Social Security Set (9F)	4.4%	78.6%	0.8%	8.6%	548
8	Top Tier (1A)	2.7%	81.3%	1.7%	10.3%	157
9	Dorms to Diplomas (14C)	2.6%	83.9%	0.5%	10.8%	513
10	Enterprising Professionals (2D)	2.5%	86.4%	1.4%	12.2%	185
<b>Subtotal</b>		<b>17.2%</b>		<b>5.9%</b>		
11	Young and Restless (11B)	1.9%	88.3%	1.7%	13.9%	113
12	International Marketplace (13A)	1.8%	90.1%	1.2%	15.1%	144
13	Pleasantville (2B)	1.4%	91.5%	2.2%	17.3%	63
14	Golden Years (9B)	1.0%	92.5%	1.3%	18.6%	77
15	College Towns (14B)	1.0%	93.5%	0.9%	19.5%	107
<b>Subtotal</b>		<b>7.1%</b>		<b>7.3%</b>		
16	Set to Impress (11D)	0.9%	94.4%	1.4%	20.9%	68
17	Urban Villages (7B)	0.8%	95.2%	1.1%	22.0%	78
18	Pacific Heights (2C)	0.8%	96.0%	0.7%	22.7%	105
19	Downtown Melting Pot (8D)	0.8%	96.8%	0.7%	23.4%	115
20	Fresh Ambitions (13D)	0.6%	97.4%	0.6%	24.0%	93
<b>Subtotal</b>		<b>3.9%</b>		<b>4.5%</b>		
<b>Total</b>		<b>97.5%</b>		<b>24.2%</b>		<b>403</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014

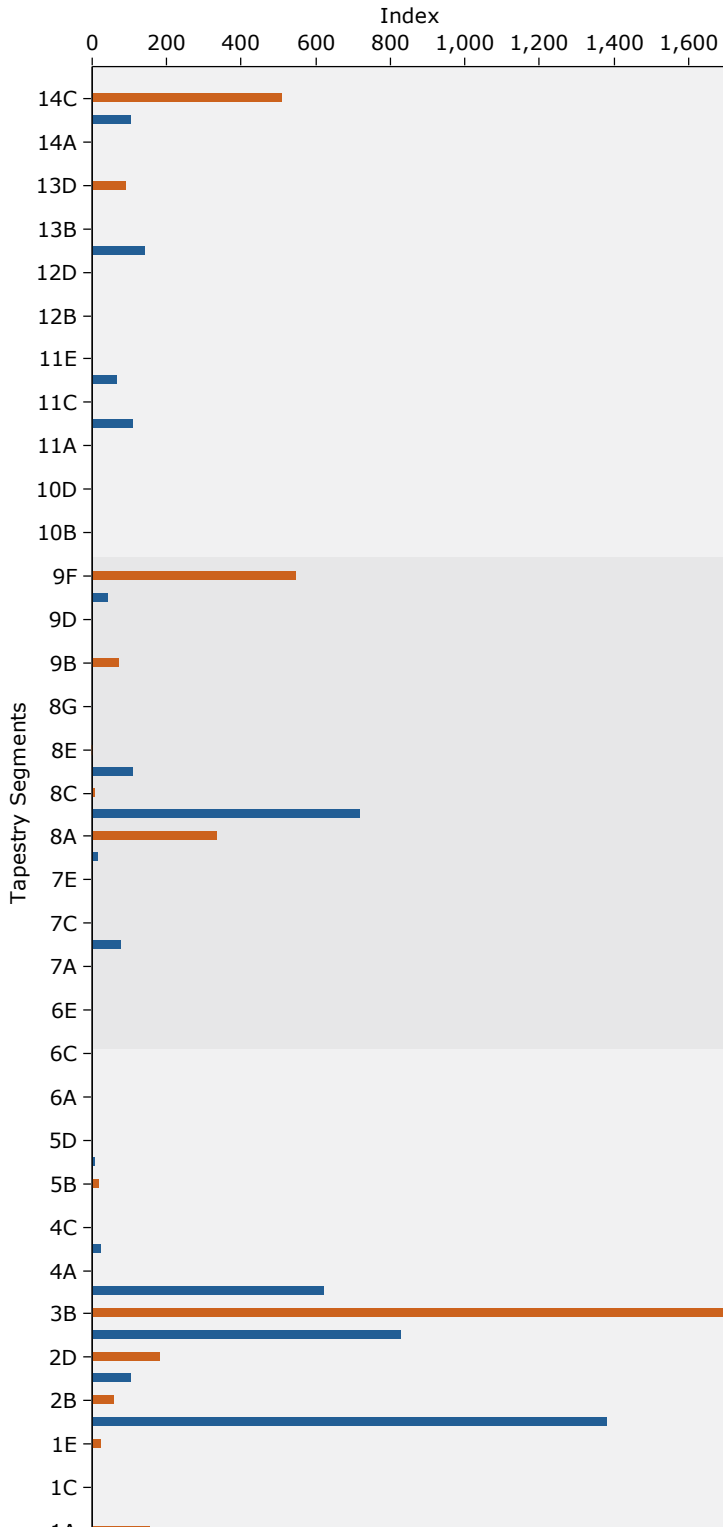


# Tapestry Segmentation Area Profile (2014)

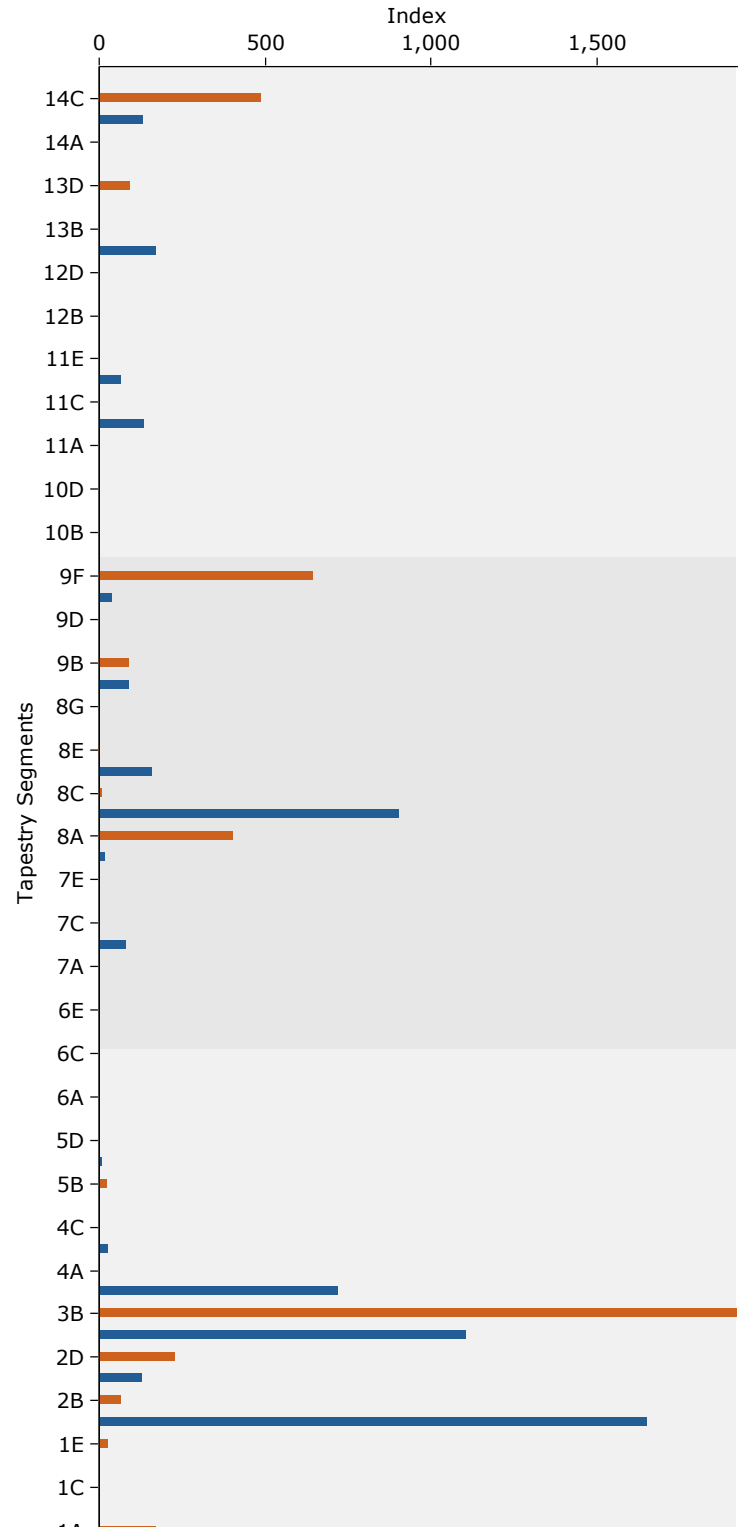
Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

## 2014 Tapestry Indexes by Households



## 2014 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	298,322	100.0%		638,776	100.0%	
<b>1. Affluent Estates</b>	<b>9,599</b>	<b>3.2%</b>	<b>33</b>	<b>24,192</b>	<b>3.8%</b>	<b>36</b>
Top Tier (1A)	8,073	2.7%	157	20,601	3.2%	173
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	1,526	0.5%	26	3,591	0.6%	30
<b>2. Upscale Avenues</b>	<b>68,635</b>	<b>23.0%</b>	<b>406</b>	<b>165,527</b>	<b>25.9%</b>	<b>444</b>
Urban Chic (2A)	54,524	18.3%	1,383	128,282	20.1%	1,656
Pleasantville (2B)	4,229	1.4%	63	10,783	1.7%	69
Pacific Heights (2C)	2,284	0.8%	105	7,374	1.2%	132
Enterprising Professionals (2D)	7,598	2.5%	185	19,088	3.0%	231
<b>3. Uptown Individuals</b>	<b>121,665</b>	<b>40.8%</b>	<b>1134</b>	<b>215,176</b>	<b>33.7%</b>	<b>1289</b>
Laptops and Lattes (3A)	25,986	8.7%	831	53,680	8.4%	1,108
Metro Renters (3B)	75,827	25.4%	1,714	121,491	19.0%	1,925
Trendsetters (3C)	19,852	6.7%	624	40,005	6.3%	722
<b>4. Family Landscapes</b>	<b>1,393</b>	<b>0.5%</b>	<b>6</b>	<b>3,677</b>	<b>0.6%</b>	<b>7</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	1,393	0.5%	27	3,677	0.6%	31
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>2,024</b>	<b>0.7%</b>	<b>6</b>	<b>5,164</b>	<b>0.8%</b>	<b>8</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,426	0.5%	21	3,625	0.6%	28
Parks and Rec (5C)	598	0.2%	10	1,539	0.2%	13
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>2,914</b>	<b>1.0%</b>	<b>14</b>	<b>9,845</b>	<b>1.5%</b>	<b>18</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,520	0.8%	78	8,540	1.3%	86
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	394	0.1%	16	1,305	0.2%	20

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	298,322	100.0%		638,776	100.0%	
<b>8. Middle Ground</b>	<b>47,925</b>	<b>16.1%</b>	<b>147</b>	<b>111,534</b>	<b>17.5%</b>	<b>173</b>
City Lights (8A)	14,772	5.0%	335	37,864	5.9%	406
Emerald City (8B)	30,275	10.1%	720	64,706	10.1%	906
Bright Young Professionals (8C)	574	0.2%	9	1,269	0.2%	10
Downtown Melting Pot (8D)	2,266	0.8%	115	7,592	1.2%	162
Front Porches (8E)	38	0.0%	1	103	0.0%	1
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>17,816</b>	<b>6.0%</b>	<b>104</b>	<b>33,677</b>	<b>5.3%</b>	<b>119</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,077	1.0%	77	6,309	1.0%	91
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,582	0.5%	44	2,563	0.4%	44
Social Security Set (9F)	13,157	4.4%	548	24,805	3.9%	649
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>8,503</b>	<b>2.9%</b>	<b>46</b>	<b>16,714</b>	<b>2.6%</b>	<b>46</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,698	1.9%	113	11,509	1.8%	137
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,805	0.9%	68	5,205	0.8%	71
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>7,099</b>	<b>2.4%</b>	<b>61</b>	<b>20,660</b>	<b>3.2%</b>	<b>66</b>
International Marketplace (13A)	5,306	1.8%	144	15,810	2.5%	172
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	1,793	0.6%	93	4,850	0.8%	97
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>10,749</b>	<b>3.6%</b>	<b>225</b>	<b>32,610</b>	<b>5.1%</b>	<b>257</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	3,017	1.0%	107	7,705	1.2%	135
Dorms to Diplomas (14C)	7,732	2.6%	513	24,905	3.9%	491
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	298,322	100.0%		638,776	100.0%	
<b>1. Principal Urban Center</b>	<b>125,724</b>	<b>42.1%</b>	<b>606</b>	<b>227,618</b>	<b>35.6%</b>	<b>550</b>
Laptops and Lattes (3A)	25,986	8.7%	831	53,680	8.4%	1,108
Metro Renters (3B)	75,827	25.4%	1,714	121,491	19.0%	1,925
Trendsetters (3C)	19,852	6.7%	624	40,005	6.3%	722
Downtown Melting Pot (8D)	2,266	0.8%	115	7,592	1.2%	162
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	1,793	0.6%	93	4,850	0.8%	97
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>25,850</b>	<b>8.7%</b>	<b>51</b>	<b>72,162</b>	<b>11.3%</b>	<b>60</b>
Pacific Heights (2C)	2,284	0.8%	105	7,374	1.2%	132
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,520	0.8%	78	8,540	1.3%	86
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	394	0.1%	16	1,305	0.2%	20
City Lights (8A)	14,772	5.0%	335	37,864	5.9%	406
Bright Young Professionals (8C)	574	0.2%	9	1,269	0.2%	10
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	5,306	1.8%	144	15,810	2.5%	172
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>65,730</b>	<b>22.0%</b>	<b>121</b>	<b>145,126</b>	<b>22.7%</b>	<b>138</b>
In Style (5B)	1,426	0.5%	21	3,625	0.6%	28
Emerald City (8B)	30,275	10.1%	720	64,706	10.1%	906
Front Porches (8E)	38	0.0%	1	103	0.0%	1
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,582	0.5%	44	2,563	0.4%	44
Social Security Set (9F)	13,157	4.4%	548	24,805	3.9%	649
Young and Restless (11B)	5,698	1.9%	113	11,509	1.8%	137
Set to Impress (11D)	2,805	0.9%	68	5,205	0.8%	71
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	3,017	1.0%	107	7,705	1.2%	135
Dorms to Diplomas (14C)	7,732	2.6%	513	24,905	3.9%	491

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014





# Tapestry Segmentation Area Profile (2014)

Seattle City, WA  
Seattle city, WA (5363000)  
Place

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	298,322	100.0%		638,776	100.0%	
<b>4. Suburban Periphery</b>	<b>81,018</b>	<b>27.2%</b>	<b>86</b>	<b>193,870</b>	<b>30.4%</b>	<b>94</b>
Top Tier (1A)	8,073	2.7%	157	20,601	3.2%	173
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	1,526	0.5%	26	3,591	0.6%	30
Urban Chic (2A)	54,524	18.3%	1,383	128,282	20.1%	1,656
Pleasantville (2B)	4,229	1.4%	63	10,783	1.7%	69
Enterprising Professionals (2D)	7,598	2.5%	185	19,088	3.0%	231
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	1,393	0.5%	27	3,677	0.6%	31
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	598	0.2%	10	1,539	0.2%	13
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,077	1.0%	77	6,309	1.0%	91
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Demographic and Income Profile

98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Summary	Census 2010		2014		2019	
Population	39,607		42,194		45,046	
Households	15,353		16,184		17,459	
Families	5,293		5,463		5,792	
Average Household Size	2.17		2.17		2.18	
Owner Occupied Housing Units	5,152		5,121		5,427	
Renter Occupied Housing Units	10,201		11,063		12,032	
Median Age	24.4		24.6		24.8	
Trends: 2014 - 2019 Annual Rate	Area		State		National	
Population	1.32%		0.98%		0.73%	
Households	1.53%		1.03%		0.75%	
Families	1.18%		0.92%		0.66%	
Owner HHs	1.17%		0.97%		0.69%	
Median Household Income	3.64%		3.16%		2.74%	
Households by Income	2014		2019			
	Number	Percent	Number	Percent		
<\$15,000	4,045	25.0%	4,248	24.3%		
\$15,000 - \$24,999	2,084	12.9%	1,763	10.1%		
\$25,000 - \$34,999	1,372	8.5%	1,284	7.4%		
\$35,000 - \$49,999	1,716	10.6%	1,719	9.8%		
\$50,000 - \$74,999	1,679	10.4%	1,655	9.5%		
\$75,000 - \$99,999	1,094	6.8%	1,419	8.1%		
\$100,000 - \$149,999	1,896	11.7%	2,058	11.8%		
\$150,000 - \$199,999	996	6.2%	1,448	8.3%		
\$200,000+	1,302	8.0%	1,865	10.7%		
Median Household Income	\$39,234		\$46,910			
Average Household Income	\$73,929		\$88,560			
Per Capita Income	\$30,690		\$37,057			
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,442	3.6%	1,385	3.3%	1,467	3.3%
5 - 9	1,231	3.1%	1,249	3.0%	1,259	2.8%
10 - 14	941	2.4%	1,163	2.8%	1,215	2.7%
15 - 19	5,266	13.3%	5,776	13.7%	6,089	13.5%
20 - 24	12,312	31.1%	12,613	29.9%	12,913	28.7%
25 - 34	6,690	16.9%	7,879	18.7%	8,882	19.7%
35 - 44	3,915	9.9%	3,657	8.7%	3,736	8.3%
45 - 54	2,784	7.0%	3,009	7.1%	3,194	7.1%
55 - 64	2,713	6.8%	2,709	6.4%	2,840	6.3%
65 - 74	1,208	3.0%	1,635	3.9%	2,103	4.7%
75 - 84	721	1.8%	710	1.7%	906	2.0%
85+	386	1.0%	409	1.0%	442	1.0%
Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	28,382	71.7%	29,206	69.2%	29,752	66.0%
Black Alone	859	2.2%	961	2.3%	1,097	2.4%
American Indian Alone	170	0.4%	172	0.4%	179	0.4%
Asian Alone	7,284	18.4%	8,499	20.1%	10,071	22.4%
Pacific Islander Alone	104	0.3%	120	0.3%	142	0.3%
Some Other Race Alone	617	1.6%	728	1.7%	900	2.0%
Two or More Races	2,190	5.5%	2,508	5.9%	2,905	6.4%
Hispanic Origin (Any Race)	1,861	4.7%	2,212	5.2%	2,757	6.1%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014

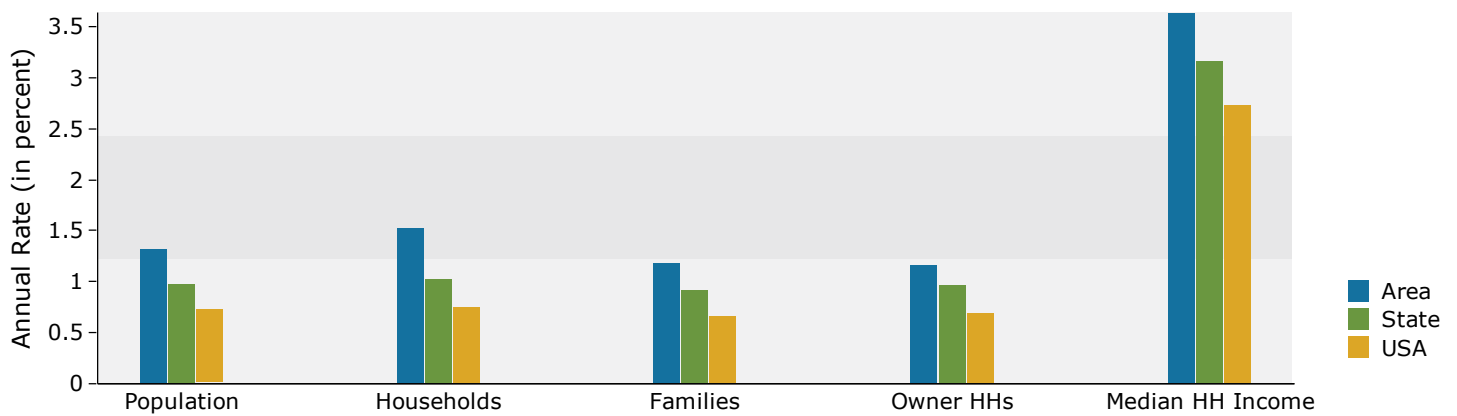


## Demographic and Income Profile

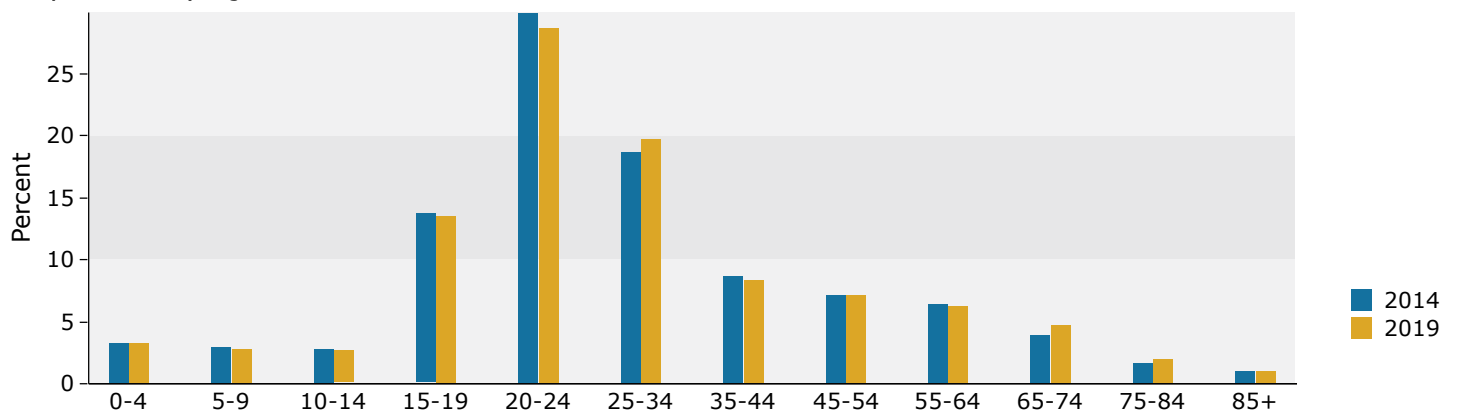
98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

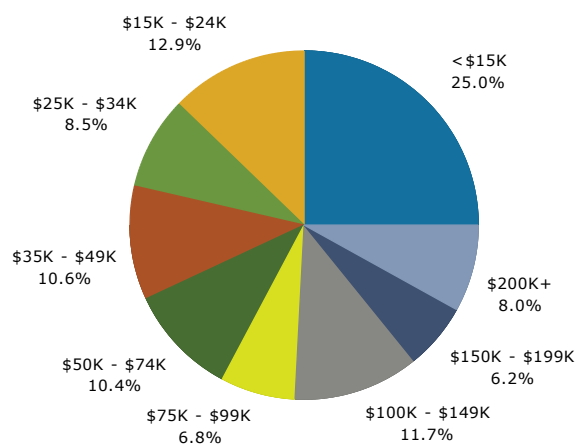
### Trends 2014-2019



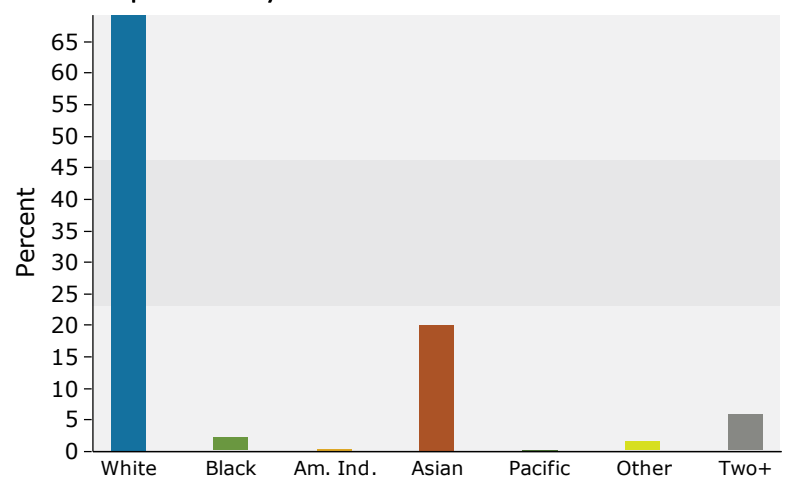
### Population by Age



### 2014 Household Income



### 2014 Population by Race



2014 Percent Hispanic Origin: 5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014



## Tapestry Segmentation Area Profile (2014)

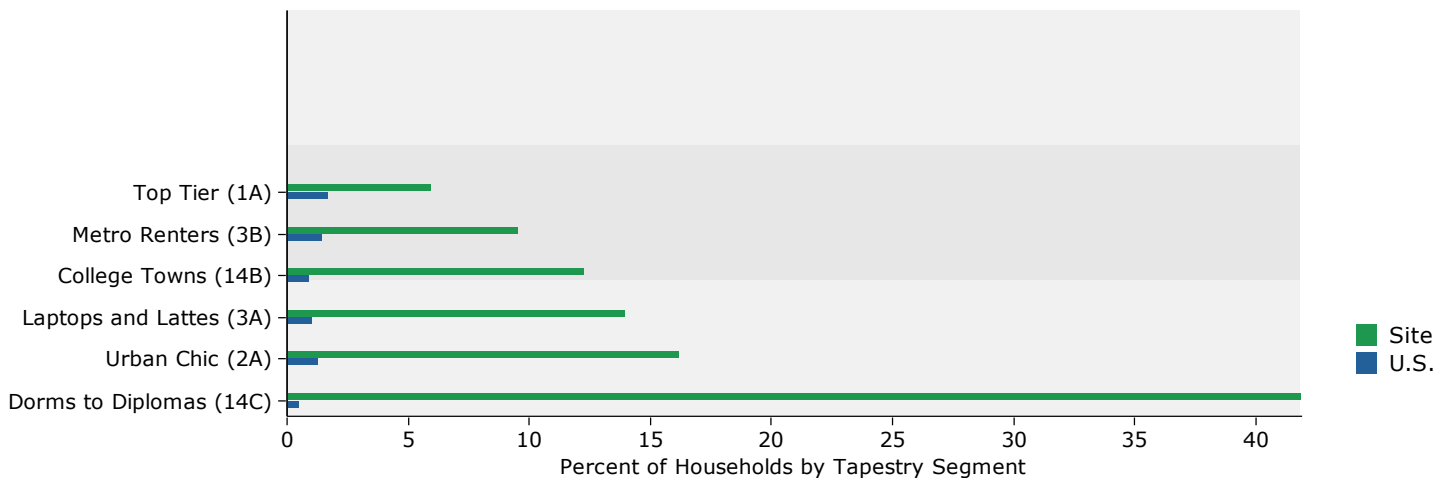
98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Dorms to Diplomas (14C)	41.9%	41.9%	0.5%	0.5%	8294
2	Urban Chic (2A)	16.2%	58.1%	1.3%	1.8%	1,227
3	Laptops and Lattes (3A)	14.0%	72.1%	1.0%	2.8%	1,337
4	College Towns (14B)	12.3%	84.4%	0.9%	3.7%	1,309
5	Metro Renters (3B)	9.6%	94.0%	1.5%	5.2%	646
Subtotal		94.0%		5.2%		
6	Top Tier (1A)	6.0%	100.0%	1.7%	6.9%	346
Subtotal		6.0%		1.7%		
Total		100.0%		7.0%		1424

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014

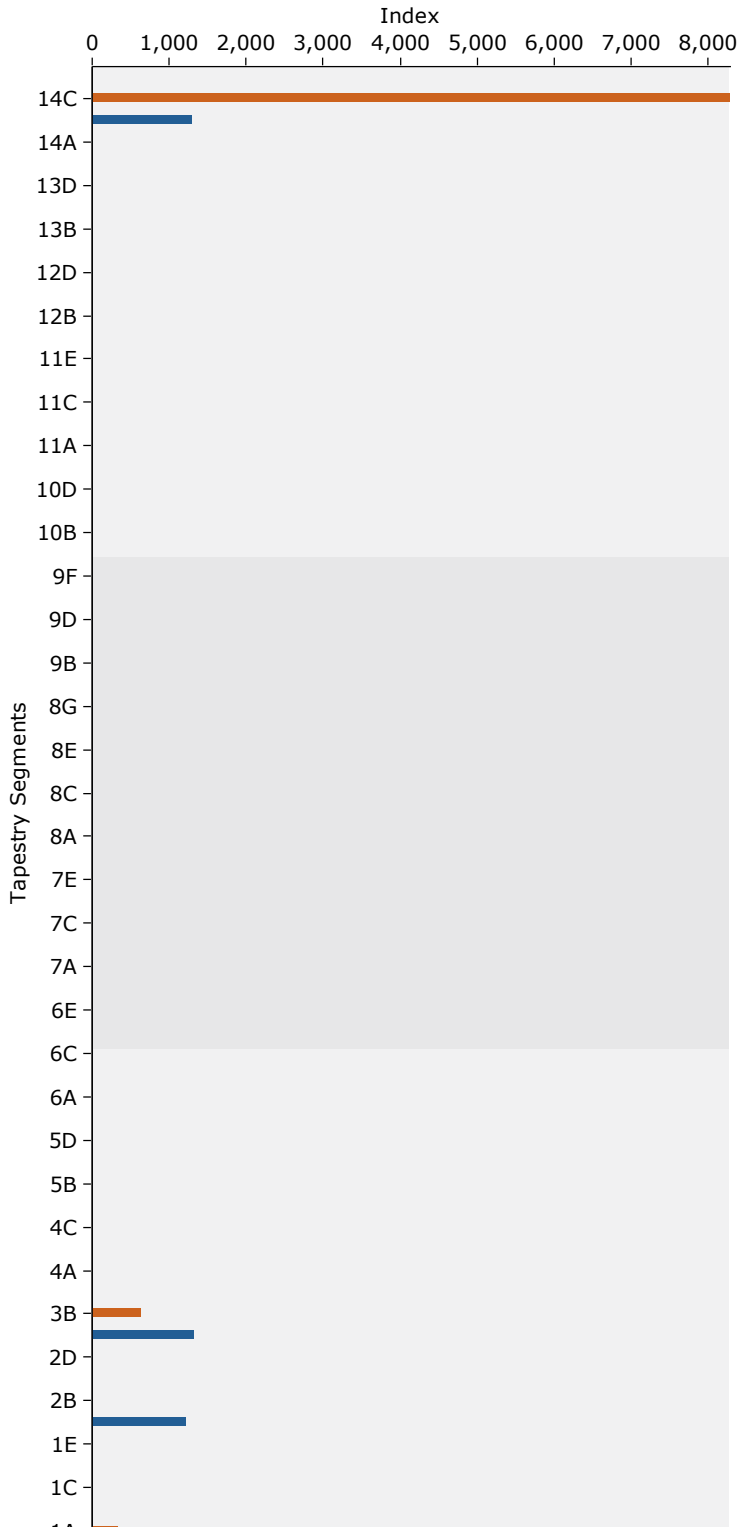


# Tapestry Segmentation Area Profile (2014)

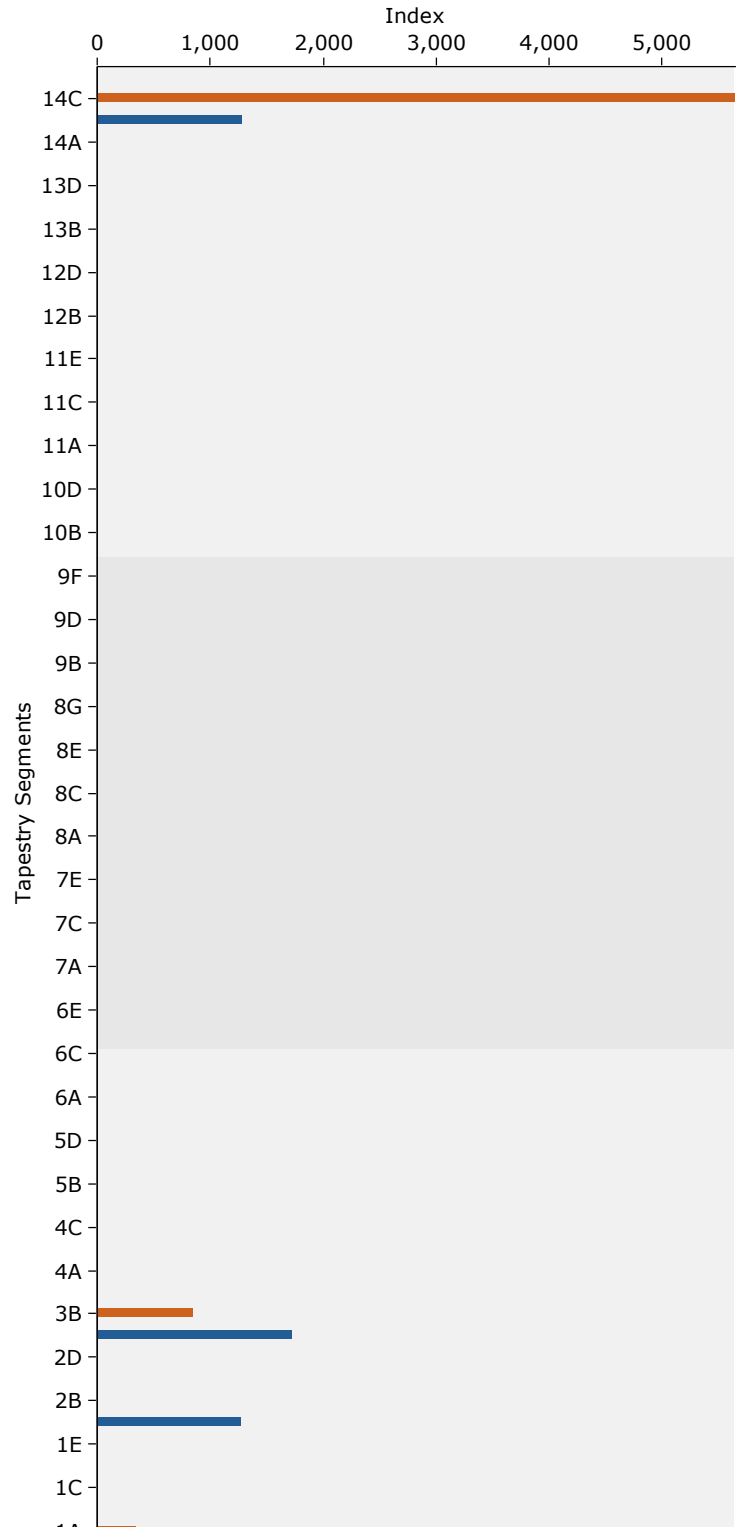
98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

## 2014 Tapestry Indexes by Households



## 2014 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri





# Tapestry Segmentation Area Profile (2014)

98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,184	100.0%		42,194	100.0%	
<b>1. Affluent Estates</b>	<b>964</b>	<b>6.0%</b>	<b>61</b>	<b>2,734</b>	<b>6.5%</b>	<b>61</b>
Top Tier (1A)	964	6.0%	346	2,734	6.5%	348
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>2,624</b>	<b>16.2%</b>	<b>286</b>	<b>6,551</b>	<b>15.5%</b>	<b>266</b>
Urban Chic (2A)	2,624	16.2%	1,227	6,551	15.5%	1,280
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>3,817</b>	<b>23.6%</b>	<b>656</b>	<b>9,107</b>	<b>21.6%</b>	<b>826</b>
Laptops and Lattes (3A)	2,268	14.0%	1,337	5,531	13.1%	1,728
Metro Renters (3B)	1,549	9.6%	646	3,576	8.5%	858
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,184	100.0%		42,194	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>8,779</b>	<b>54.2%</b>	<b>3,384</b>	<b>23,802</b>	<b>56.4%</b>	<b>2,842</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,996	12.3%	1,309	4,877	11.6%	1,290
Dorms to Diplomas (14C)	6,783	41.9%	8,294	18,925	44.9%	5,654
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,184	100.0%		42,194	100.0%	
<b>1. Principal Urban Center</b>	<b>3,817</b>	<b>23.6%</b>	<b>339</b>	<b>9,107</b>	<b>21.6%</b>	<b>333</b>
Laptops and Lattes (3A)	2,268	14.0%	1,337	5,531	13.1%	1,728
Metro Renters (3B)	1,549	9.6%	646	3,576	8.5%	858
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>8,779</b>	<b>54.2%</b>	<b>297</b>	<b>23,802</b>	<b>56.4%</b>	<b>344</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,996	12.3%	1,309	4,877	11.6%	1,290
Dorms to Diplomas (14C)	6,783	41.9%	8,294	18,925	44.9%	5,654

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98105 (Seattle)  
98105 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,184	100.0%		42,194	100.0%	
<b>4. Suburban Periphery</b>	<b>3,588</b>	<b>22.2%</b>	<b>71</b>	<b>9,285</b>	<b>22.0%</b>	<b>68</b>
Top Tier (1A)	964	6.0%	346	2,734	6.5%	348
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	2,624	16.2%	1,227	6,551	15.5%	1,280
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Demographic and Income Profile

98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Summary	Census 2010		2014		2019	
Population	27,665		29,055		31,339	
Households	11,789		12,444		13,472	
Families	5,896		6,143		6,590	
Average Household Size	2.28		2.27		2.27	
Owner Occupied Housing Units	5,915		5,905		6,319	
Renter Occupied Housing Units	5,874		6,539		7,153	
Median Age	38.4		39.5		39.9	
Trends: 2014 - 2019 Annual Rate	Area		State		National	
Population	1.52%		0.98%		0.73%	
Households	1.60%		1.03%		0.75%	
Families	1.41%		0.92%		0.66%	
Owner HHs	1.36%		0.97%		0.69%	
Median Household Income	3.22%		3.16%		2.74%	
Households by Income	2014		2019			
	Number	Percent	Number	Percent		
<\$15,000	2,407	19.3%	2,480	18.4%		
\$15,000 - \$24,999	958	7.7%	773	5.7%		
\$25,000 - \$34,999	1,147	9.2%	944	7.0%		
\$35,000 - \$49,999	1,513	12.2%	1,490	11.1%		
\$50,000 - \$74,999	2,011	16.2%	2,051	15.2%		
\$75,000 - \$99,999	1,534	12.3%	2,003	14.9%		
\$100,000 - \$149,999	1,550	12.5%	2,057	15.3%		
\$150,000 - \$199,999	543	4.4%	737	5.5%		
\$200,000+	781	6.3%	937	7.0%		
Median Household Income	\$51,710		\$60,578			
Average Household Income	\$74,202		\$83,759			
Per Capita Income	\$32,158		\$36,444			
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,632	5.9%	1,620	5.6%	1,722	5.5%
5 - 9	1,414	5.1%	1,534	5.3%	1,582	5.0%
10 - 14	1,146	4.1%	1,403	4.8%	1,527	4.9%
15 - 19	1,221	4.4%	1,207	4.2%	1,430	4.6%
20 - 24	1,679	6.1%	1,848	6.4%	1,812	5.8%
25 - 34	5,081	18.4%	4,793	16.5%	5,271	16.8%
35 - 44	4,756	17.2%	4,751	16.4%	4,611	14.7%
45 - 54	3,884	14.0%	4,126	14.2%	4,249	13.6%
55 - 64	3,231	11.7%	3,498	12.0%	3,848	12.3%
65 - 74	1,736	6.3%	2,307	7.9%	2,937	9.4%
75 - 84	1,254	4.5%	1,272	4.4%	1,556	5.0%
85+	632	2.3%	696	2.4%	794	2.5%
Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,028	43.5%	11,828	40.7%	11,727	37.4%
Black Alone	5,068	18.3%	5,477	18.9%	6,082	19.4%
American Indian Alone	255	0.9%	253	0.9%	252	0.8%
Asian Alone	6,945	25.1%	7,724	26.6%	8,893	28.4%
Pacific Islander Alone	113	0.4%	125	0.4%	140	0.4%
Some Other Race Alone	1,576	5.7%	1,795	6.2%	2,146	6.8%
Two or More Races	1,681	6.1%	1,853	6.4%	2,099	6.7%
Hispanic Origin (Any Race)	2,976	10.8%	3,388	11.7%	4,050	12.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014



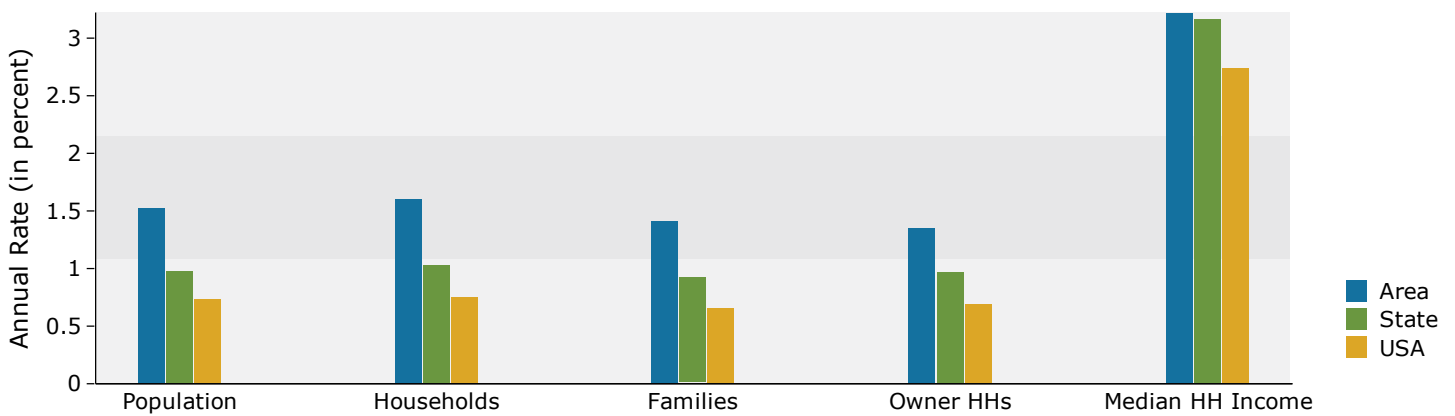


## Demographic and Income Profile

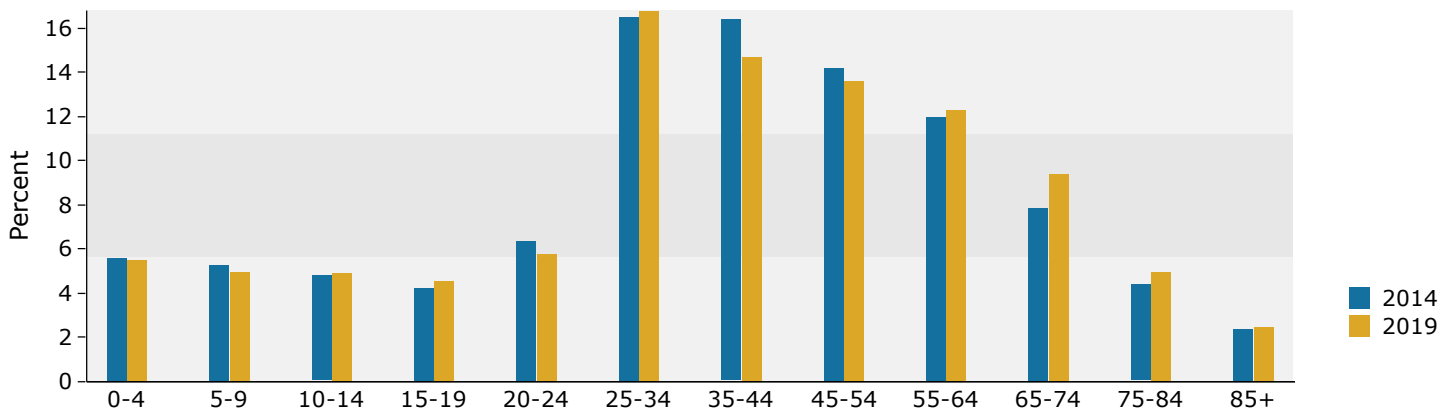
98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

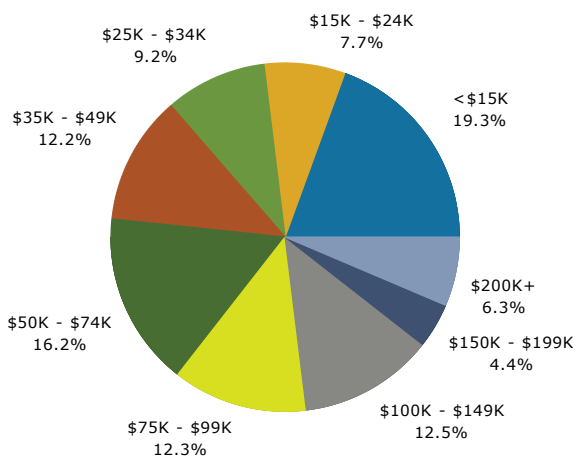
### Trends 2014-2019



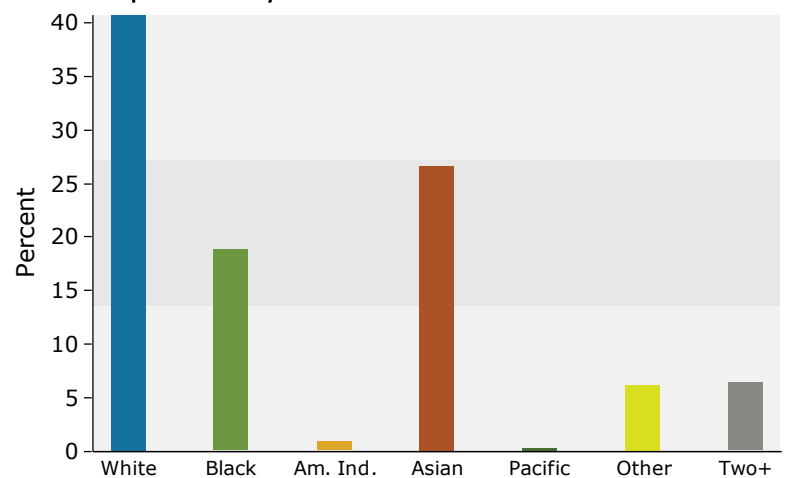
### Population by Age



### 2014 Household Income



### 2014 Population by Race



2014 Percent Hispanic Origin: 11.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

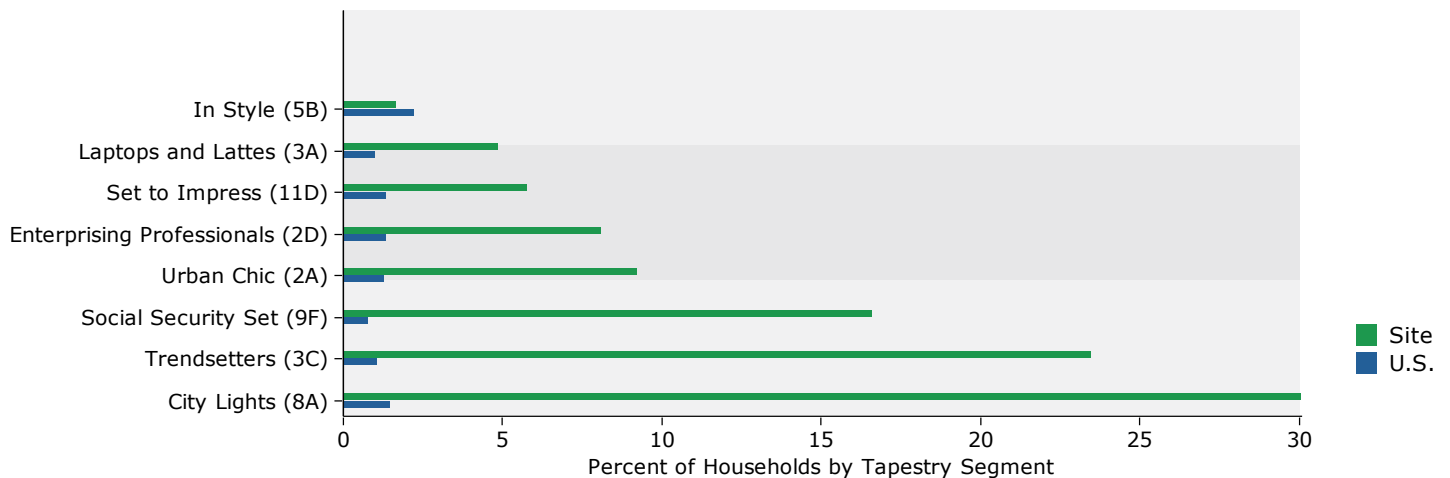
98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	City Lights (8A)	30.1%	30.1%	1.5%	1.5%	2037
2	Trendsetters (3C)	23.5%	53.6%	1.1%	2.6%	2,204
3	Social Security Set (9F)	16.6%	70.2%	0.8%	3.4%	2,064
4	Urban Chic (2A)	9.3%	79.5%	1.3%	4.7%	700
5	Enterprising Professionals (2D)	8.1%	87.6%	1.4%	6.1%	589
Subtotal		87.6%		6.1%		
6	Set to Impress (11D)	5.8%	93.4%	1.4%	7.5%	419
7	Laptops and Lattes (3A)	4.9%	98.3%	1.0%	8.5%	467
8	In Style (5B)	1.7%	100.0%	2.3%	10.8%	76
Subtotal		12.4%		4.7%		
Total		100.0%		10.7%		932

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014

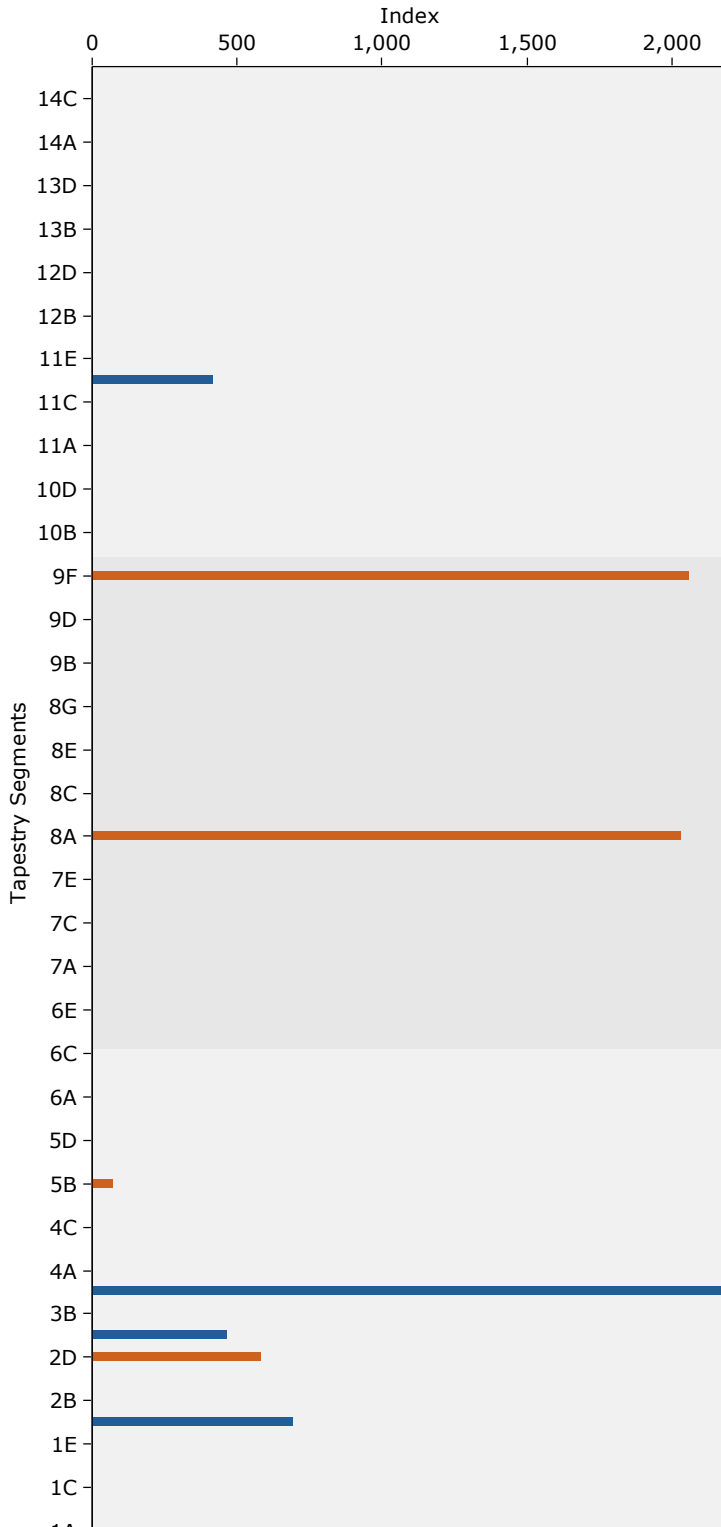


# Tapestry Segmentation Area Profile (2014)

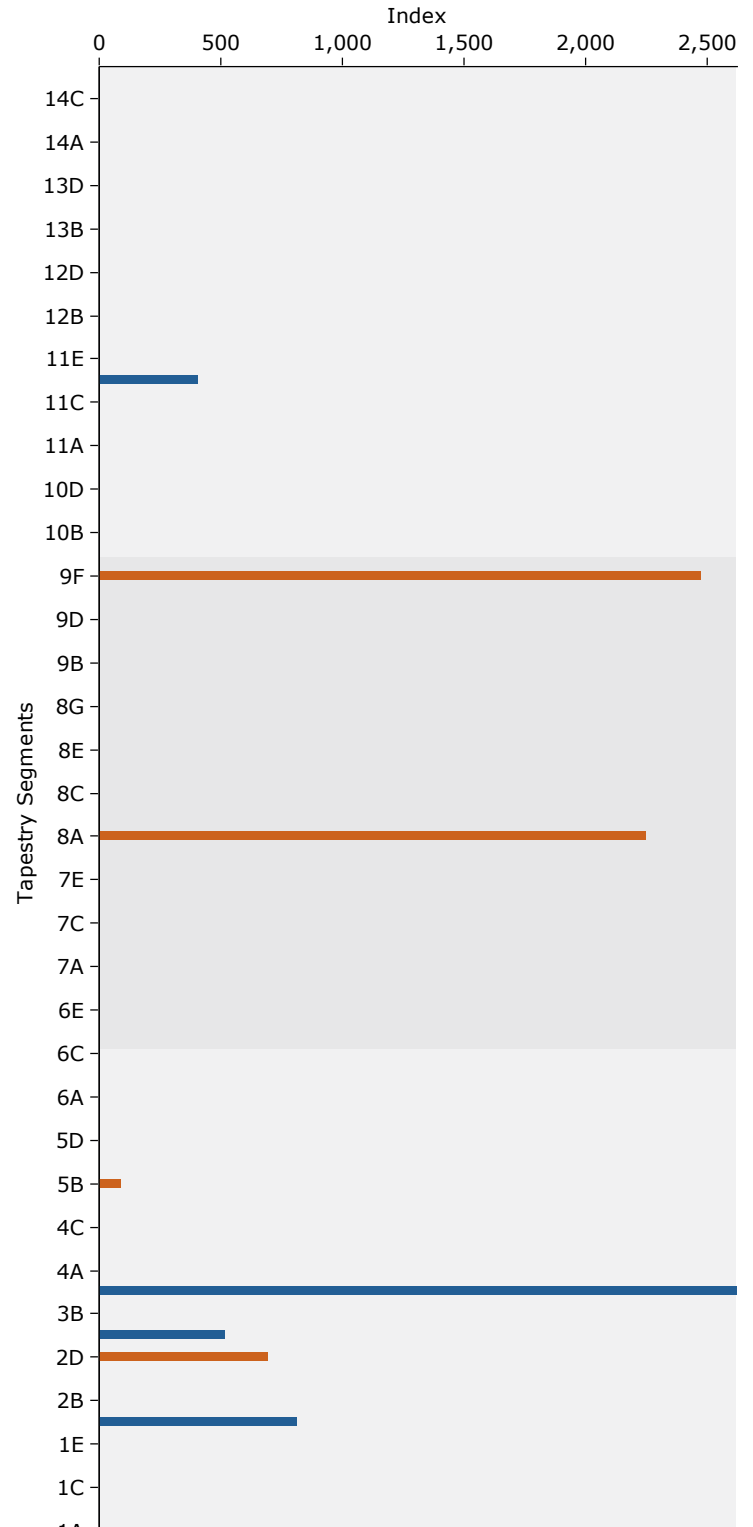
98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

## 2014 Tapestry Indexes by Households



## 2014 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,444	100.0%		29,055	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>2,160</b>	<b>17.4%</b>	<b>306</b>	<b>5,502</b>	<b>18.9%</b>	<b>325</b>
Urban Chic (2A)	1,152	9.3%	700	2,879	9.9%	817
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,008	8.1%	589	2,623	9.0%	699
<b>3. Uptown Individuals</b>	<b>3,536</b>	<b>28.4%</b>	<b>790</b>	<b>7,769</b>	<b>26.7%</b>	<b>1023</b>
Laptops and Lattes (3A)	609	4.9%	467	1,152	4.0%	523
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	2,927	23.5%	2,204	6,617	22.8%	2,625
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>212</b>	<b>1.7%</b>	<b>15</b>	<b>553</b>	<b>1.9%</b>	<b>18</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	212	1.7%	76	553	1.9%	94
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,444	100.0%		29,055	100.0%	
<b>8. Middle Ground</b>	<b>3,745</b>	<b>30.1%</b>	<b>276</b>	<b>9,541</b>	<b>32.8%</b>	<b>326</b>
City Lights (8A)	3,745	30.1%	2,037	9,541	32.8%	2,249
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>2,069</b>	<b>16.6%</b>	<b>289</b>	<b>4,313</b>	<b>14.8%</b>	<b>336</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,069	16.6%	2,064	4,313	14.8%	2,480
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>722</b>	<b>5.8%</b>	<b>94</b>	<b>1,377</b>	<b>4.7%</b>	<b>84</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	722	5.8%	419	1,377	4.7%	410
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014





# Tapestry Segmentation Area Profile (2014)

98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,444	100.0%		29,055	100.0%	
<b>1. Principal Urban Center</b>	<b>3,536</b>	<b>28.4%</b>	<b>409</b>	<b>7,769</b>	<b>26.7%</b>	<b>413</b>
Laptops and Lattes (3A)	609	4.9%	467	1,152	4.0%	523
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	2,927	23.5%	2,204	6,617	22.8%	2,625
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>3,745</b>	<b>30.1%</b>	<b>178</b>	<b>9,541</b>	<b>32.8%</b>	<b>176</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	3,745	30.1%	2,037	9,541	32.8%	2,249
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>3,003</b>	<b>24.1%</b>	<b>132</b>	<b>6,243</b>	<b>21.5%</b>	<b>131</b>
In Style (5B)	212	1.7%	76	553	1.9%	94
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,069	16.6%	2,064	4,313	14.8%	2,480
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	722	5.8%	419	1,377	4.7%	410
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98144 (Seattle)  
98144 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,444	100.0%		29,055	100.0%	
<b>4. Suburban Periphery</b>	<b>2,160</b>	<b>17.4%</b>	<b>55</b>	<b>5,502</b>	<b>18.9%</b>	<b>59</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	1,152	9.3%	700	2,879	9.9%	817
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,008	8.1%	589	2,623	9.0%	699
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Demographic and Income Profile

98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Summary	Census 2010		2014		2019		
Population	13,039		13,495		14,273		
Households	6,707		7,029		7,546		
Families	1,463		1,511		1,604		
Average Household Size	1.48		1.47		1.48		
Owner Occupied Housing Units	664		644		694		
Renter Occupied Housing Units	6,043		6,385		6,852		
Median Age	40.5		41.0		41.4		
Trends: 2014 - 2019 Annual Rate	Area		State		National		
Population	1.13%		0.98%		0.73%		
Households	1.43%		1.03%		0.75%		
Families	1.20%		0.92%		0.66%		
Owner HHs	1.51%		0.97%		0.69%		
Median Household Income	3.41%		3.16%		2.74%		
			2014		2019		
Households by Income			Number	Percent	Number	Percent	
	<\$15,000		2,964	42.2%	3,024	40.1%	
	\$15,000 - \$24,999		1,036	14.7%	893	11.8%	
	\$25,000 - \$34,999		678	9.6%	598	7.9%	
	\$35,000 - \$49,999		532	7.6%	587	7.8%	
	\$50,000 - \$74,999		673	9.6%	761	10.1%	
	\$75,000 - \$99,999		376	5.3%	518	6.9%	
	\$100,000 - \$149,999		351	5.0%	562	7.4%	
	\$150,000 - \$199,999		107	1.5%	228	3.0%	
	\$200,000+		312	4.4%	375	5.0%	
Median Household Income		\$19,312		\$22,840			
Average Household Income		\$44,441		\$53,622			
Per Capita Income		\$26,396		\$32,188			
			2014		2019		
Population by Age	Census 2010						
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	283	2.2%	282	2.1%	299	2.1%
	5 - 9	238	1.8%	223	1.7%	222	1.6%
	10 - 14	228	1.7%	214	1.6%	204	1.4%
	15 - 19	354	2.7%	349	2.6%	334	2.3%
	20 - 24	1,244	9.5%	1,213	9.0%	1,203	8.4%
	25 - 34	3,024	23.2%	3,206	23.8%	3,396	23.8%
	35 - 44	2,040	15.6%	2,064	15.3%	2,187	15.3%
	45 - 54	1,933	14.8%	1,931	14.3%	1,960	13.7%
	55 - 64	1,599	12.3%	1,691	12.5%	1,727	12.1%
	65 - 74	908	7.0%	1,083	8.0%	1,336	9.4%
	75 - 84	796	6.1%	797	5.9%	907	6.4%
	85+	393	3.0%	442	3.3%	498	3.5%
				2014		2019	
	Race and Ethnicity	Census 2010					
Number		Percent	Number	Percent	Number	Percent	
White Alone		6,188	47.5%	6,199	45.9%	6,228	43.6%
Black Alone		2,462	18.9%	2,566	19.0%	2,745	19.2%
American Indian Alone		283	2.2%	280	2.1%	280	2.0%
Asian Alone		3,163	24.3%	3,374	25.0%	3,747	26.3%
Pacific Islander Alone		44	0.3%	46	0.3%	51	0.4%
Some Other Race Alone		392	3.0%	469	3.5%	585	4.1%
Two or More Races		508	3.9%	561	4.2%	637	4.5%
Hispanic Origin (Any Race)		975	7.5%	1,154	8.6%	1,432	10.0%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014

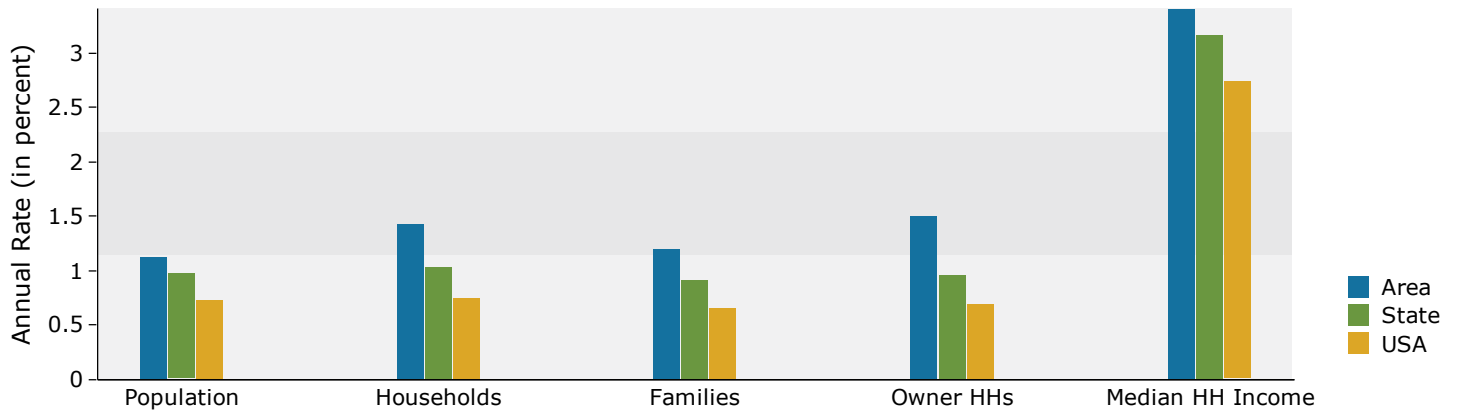


## Demographic and Income Profile

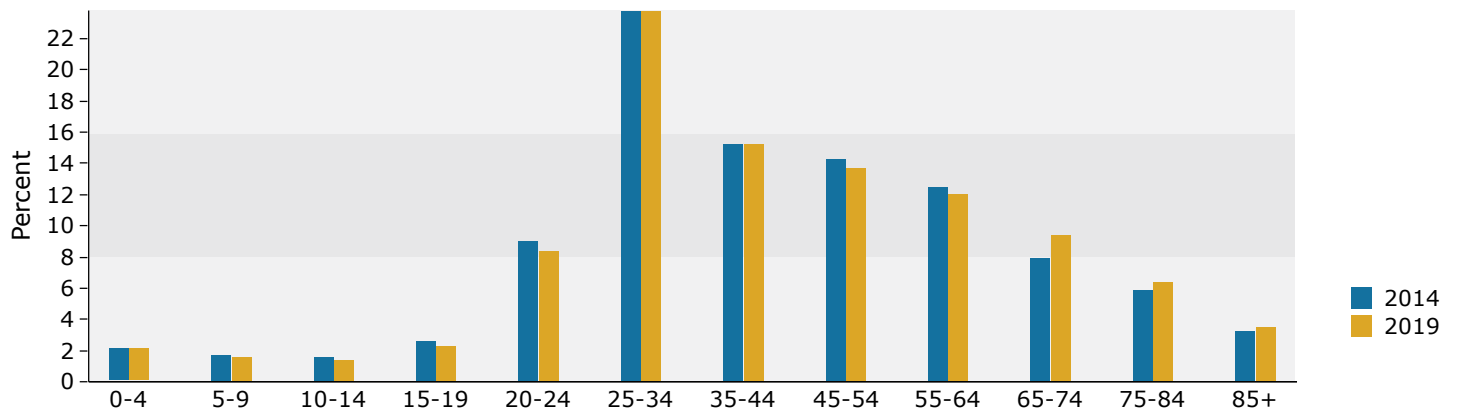
98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

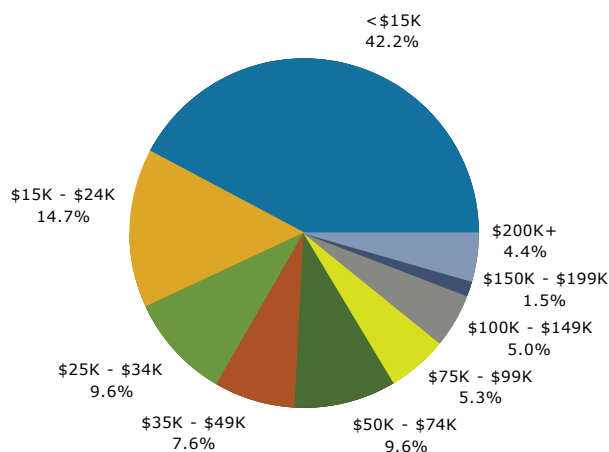
### Trends 2014-2019



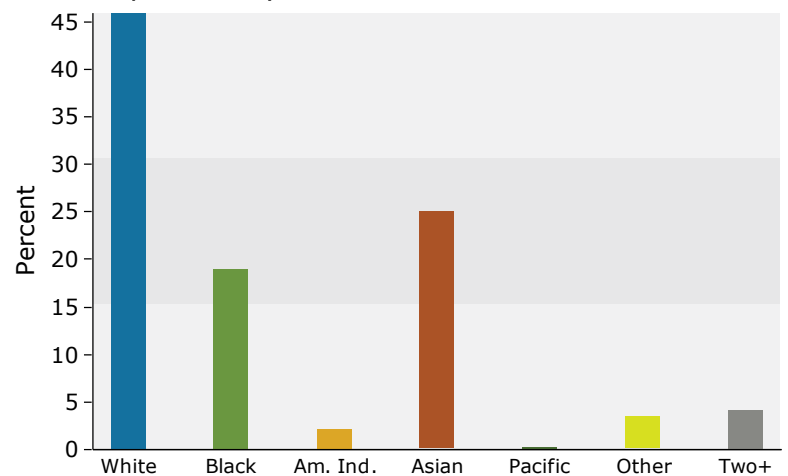
### Population by Age



### 2014 Household Income



### 2014 Population by Race



2014 Percent Hispanic Origin: 8.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014



## Tapestry Segmentation Area Profile (2014)

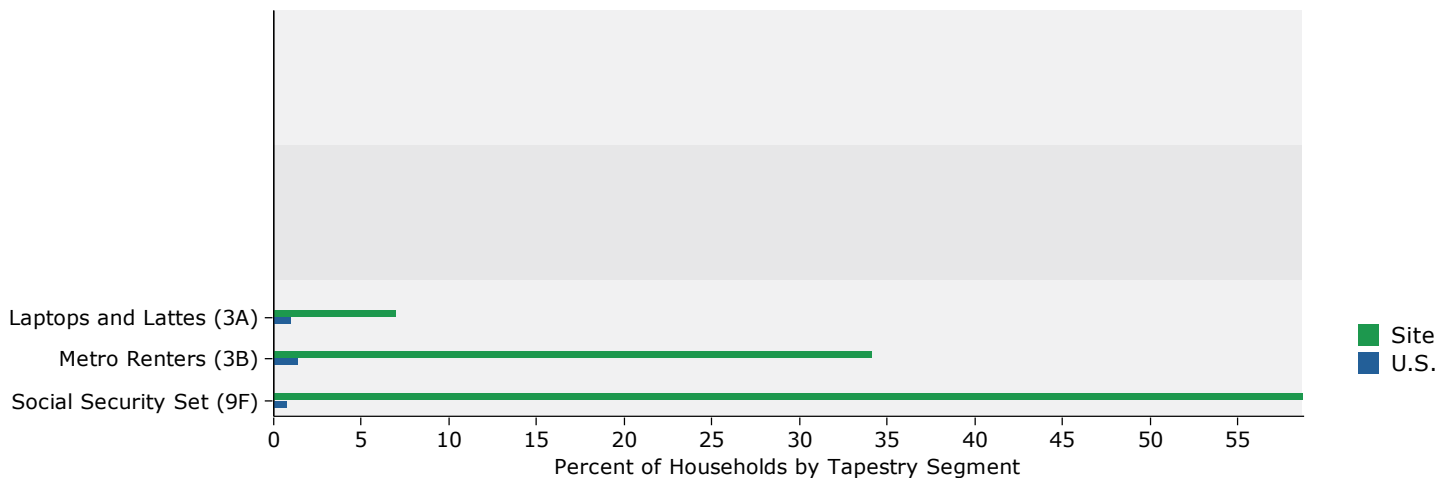
98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Security Set (9F)	58.8%	58.8%	0.8%	0.8%	7301
2	Metro Renters (3B)	34.2%	93.0%	1.5%	2.3%	2,308
3	Laptops and Lattes (3A)	7.0%	100.0%	1.0%	3.3%	666
Subtotal		100.0%		3.3%		
Total		100.0%		3.3%		2997

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014

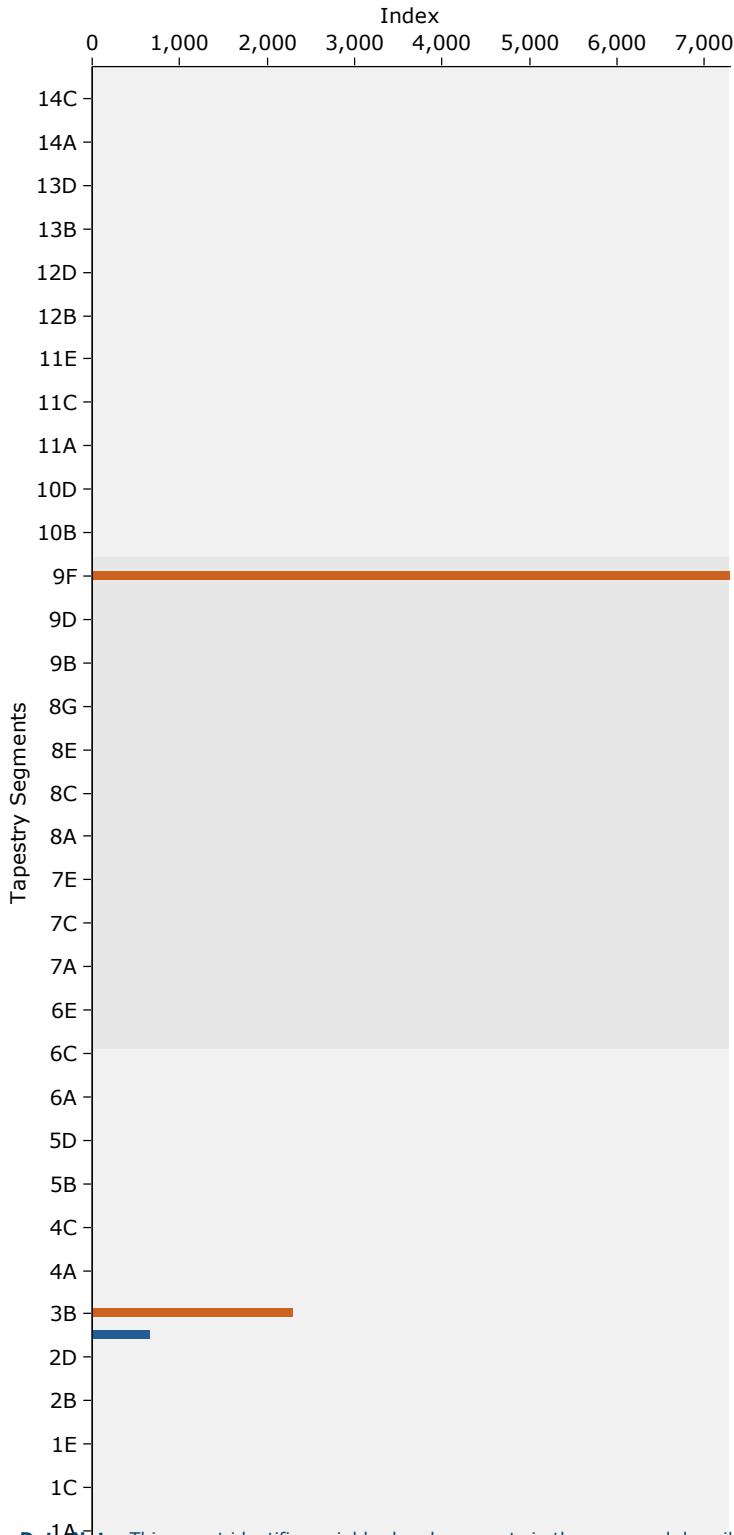


# Tapestry Segmentation Area Profile (2014)

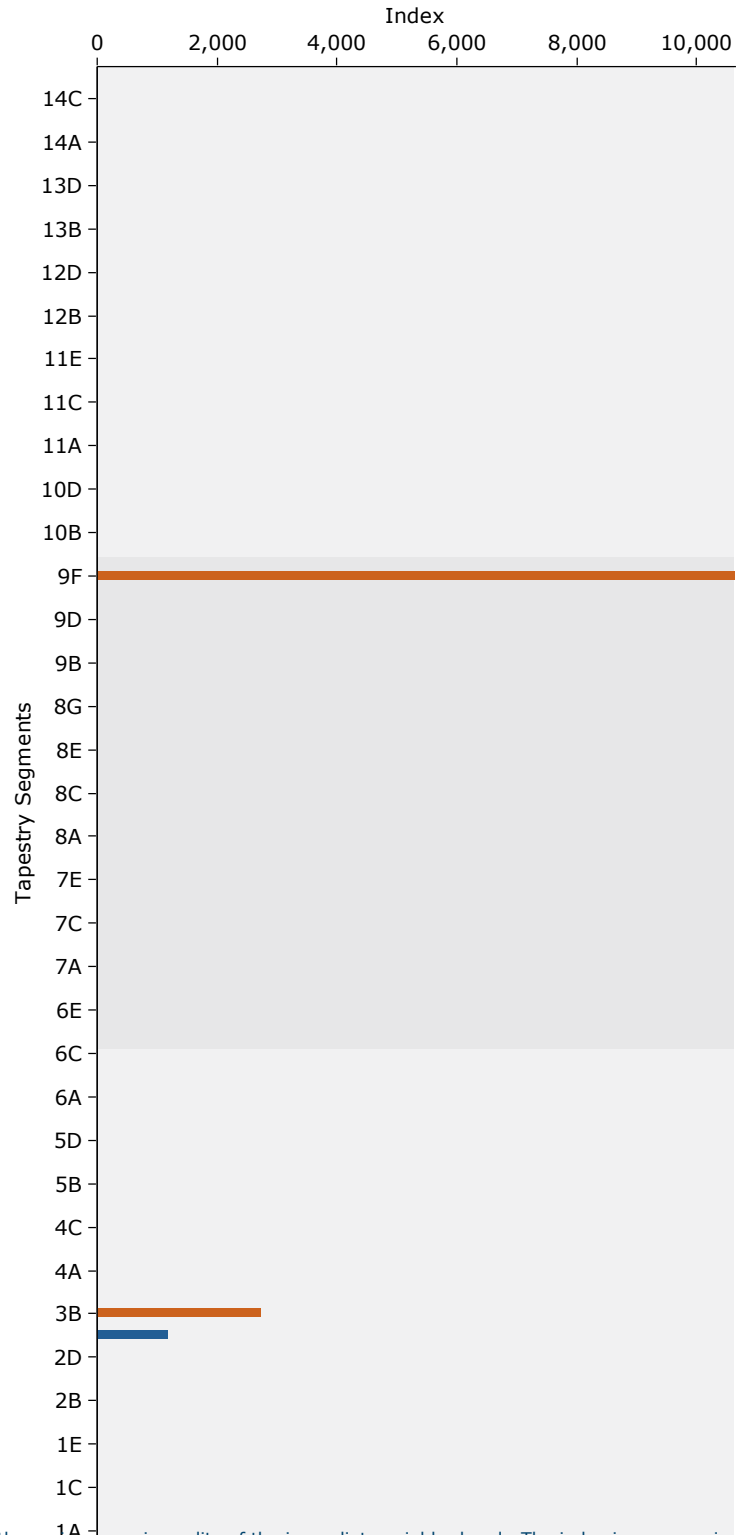
98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

## 2014 Tapestry Indexes by Households



## 2014 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014





# Tapestry Segmentation Area Profile (2014)

98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,029	100.0%		13,495	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>2,896</b>	<b>41.2%</b>	<b>1145</b>	<b>4,890</b>	<b>36.2%</b>	<b>1386</b>
Laptops and Lattes (3A)	491	7.0%	666	1,218	9.0%	1,190
Metro Renters (3B)	2,405	34.2%	2,308	3,672	27.2%	2,754
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,029	100.0%		13,495	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>4,133</b>	<b>58.8%</b>	<b>1022</b>	<b>8,605</b>	<b>63.8%</b>	<b>1443</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	4,133	58.8%	7,301	8,605	63.8%	10,653
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,029	100.0%		13,495	100.0%	
<b>1. Principal Urban Center</b>	<b>2,896</b>	<b>41.2%</b>	<b>593</b>	<b>4,890</b>	<b>36.2%</b>	<b>560</b>
Laptops and Lattes (3A)	491	7.0%	666	1,218	9.0%	1,190
Metro Renters (3B)	2,405	34.2%	2,308	3,672	27.2%	2,754
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>4,133</b>	<b>58.8%</b>	<b>322</b>	<b>8,605</b>	<b>63.8%</b>	<b>389</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	4,133	58.8%	7,301	8,605	63.8%	10,653
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98104 (Seattle) 2  
98104 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,029	100.0%		13,495	100.0%	
<b>4. Suburban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Demographic and Income Profile

98101 (Seattle)  
98101 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Summary	Census 2010		2014		2019	
Population	10,507		11,629		12,704	
Households	7,431		8,264		9,050	
Families	1,396		1,532		1,667	
Average Household Size	1.31		1.31		1.31	
Owner Occupied Housing Units	1,446		1,438		1,550	
Renter Occupied Housing Units	5,985		6,826		7,500	
Median Age	42.5		42.6		43.2	
Trends: 2014 - 2019 Annual Rate	Area		State		National	
Population	1.78%		0.98%		0.73%	
Households	1.83%		1.03%		0.75%	
Families	1.70%		0.92%		0.66%	
Owner HHs	1.51%		0.97%		0.69%	
Median Household Income	6.60%		3.16%		2.74%	
Households by Income	2014		2019			
	Number	Percent	Number	Percent		
<\$15,000	1,923	23.3%	1,917	21.2%		
\$15,000 - \$24,999	1,202	14.5%	965	10.7%		
\$25,000 - \$34,999	903	10.9%	722	8.0%		
\$35,000 - \$49,999	807	9.8%	907	10.0%		
\$50,000 - \$74,999	875	10.6%	1,020	11.3%		
\$75,000 - \$99,999	744	9.0%	934	10.3%		
\$100,000 - \$149,999	966	11.7%	1,317	14.6%		
\$150,000 - \$199,999	203	2.5%	471	5.2%		
\$200,000+	641	7.8%	797	8.8%		
Median Household Income	\$36,499		\$50,247			
Average Household Income	\$67,971		\$81,969			
Per Capita Income	\$49,271		\$59,501			
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	133	1.3%	150	1.3%	165	1.3%
5 - 9	60	0.6%	83	0.7%	100	0.8%
10 - 14	46	0.4%	53	0.5%	65	0.5%
15 - 19	214	2.0%	181	1.6%	182	1.4%
20 - 24	907	8.6%	978	8.4%	817	6.4%
25 - 34	2,692	25.6%	3,027	26.0%	3,444	27.1%
35 - 44	1,554	14.8%	1,702	14.6%	1,862	14.7%
45 - 54	1,444	13.7%	1,522	13.1%	1,509	11.9%
55 - 64	1,349	12.8%	1,514	13.0%	1,687	13.3%
65 - 74	801	7.6%	995	8.6%	1,215	9.6%
75 - 84	724	6.9%	775	6.7%	947	7.5%
85+	583	5.5%	649	5.6%	711	5.6%
Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,716	73.4%	8,228	70.8%	8,579	67.5%
Black Alone	748	7.1%	912	7.8%	1,083	8.5%
American Indian Alone	141	1.3%	152	1.3%	159	1.3%
Asian Alone	1,286	12.2%	1,568	13.5%	1,937	15.2%
Pacific Islander Alone	31	0.3%	42	0.4%	51	0.4%
Some Other Race Alone	187	1.8%	242	2.1%	309	2.4%
Two or More Races	398	3.8%	485	4.2%	586	4.6%
Hispanic Origin (Any Race)	593	5.6%	754	6.5%	980	7.7%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014

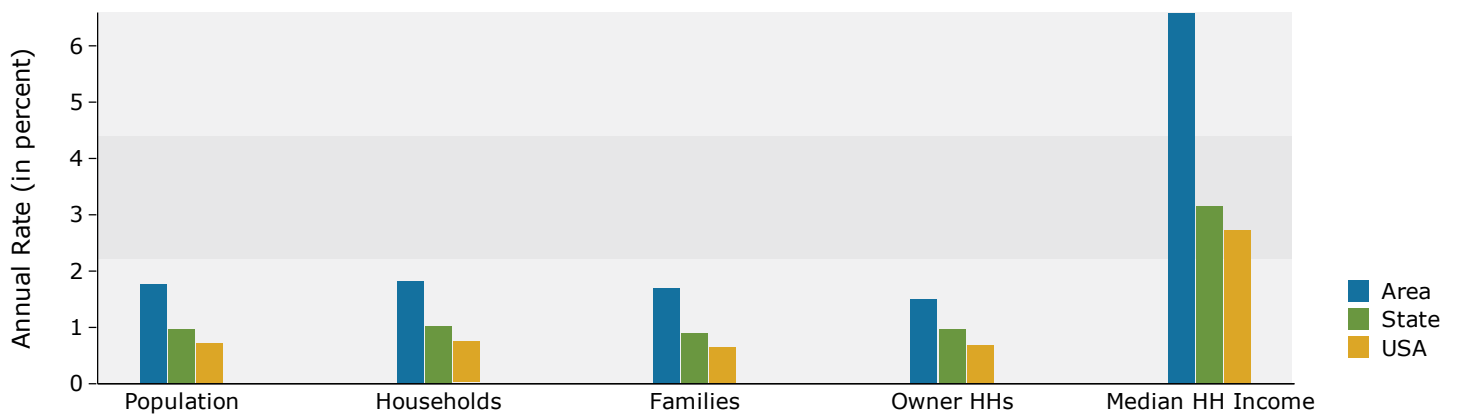


## Demographic and Income Profile

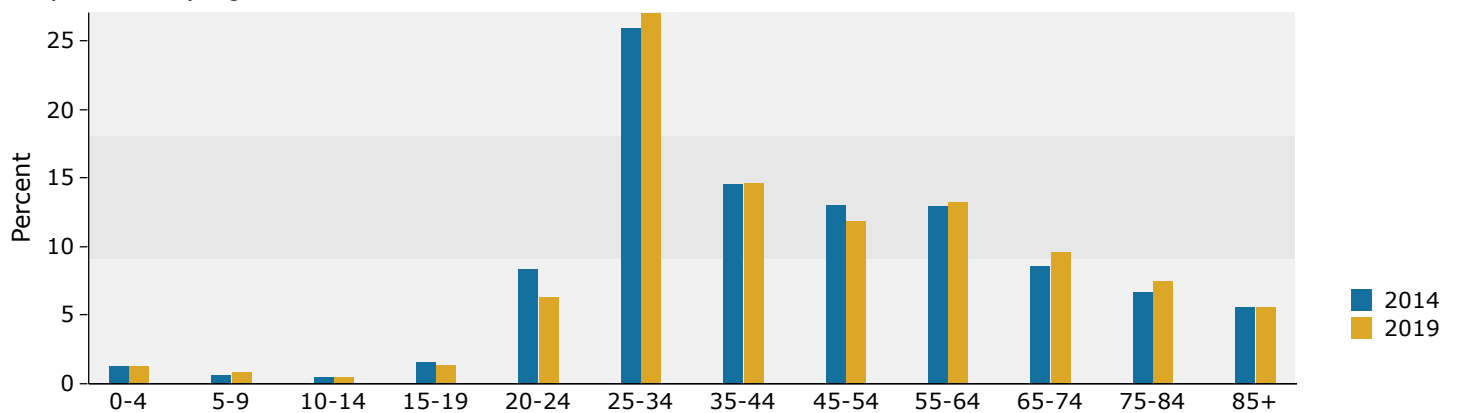
98101 (Seattle)  
98101 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

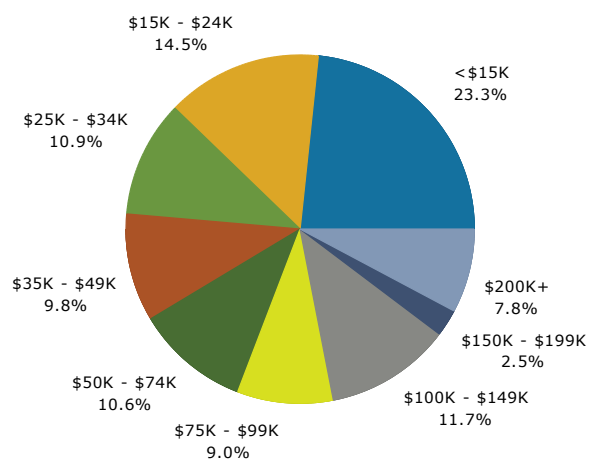
### Trends 2014-2019



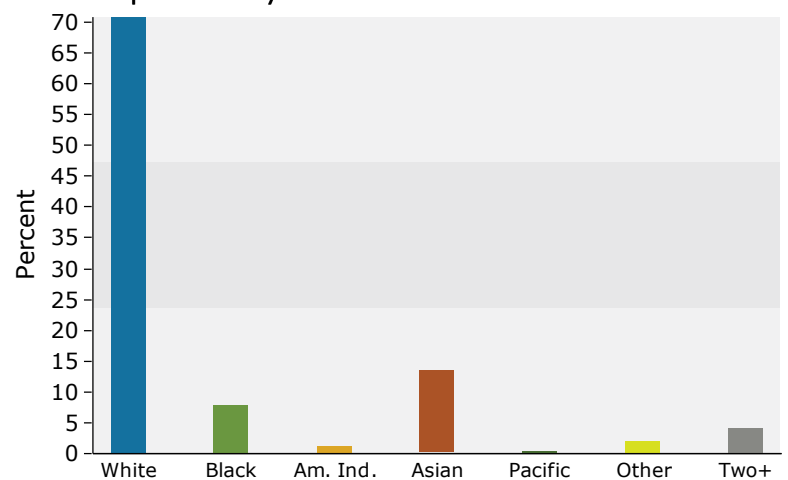
### Population by Age



### 2014 Household Income



### 2014 Population by Race



2014 Percent Hispanic Origin: 6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

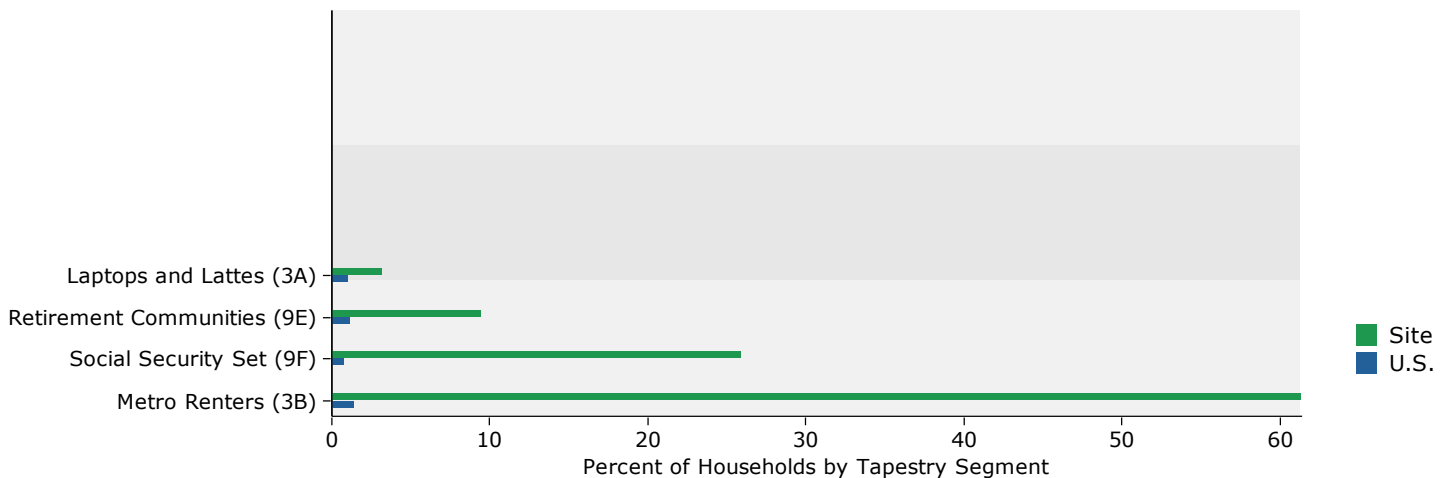
November 18, 2014





Prepared by Larisa Ortiz Associates

		2014 Households		2014 U.S. Households		
		Cumulative		Cumulative		
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Metro Renters (3B)	61.4%	61.4%	1.5%	1.5%	4141
2	Social Security Set (9F)	25.9%	87.3%	0.8%	2.3%	3,217
3	Retirement Communities (9E)	9.4%	96.7%	1.2%	3.5%	778
4	Laptops and Lattes (3A)	3.3%	100.0%	1.0%	4.5%	312
Subtotal		100.0%		4.5%		
Total		100.0%		4.5%		2198



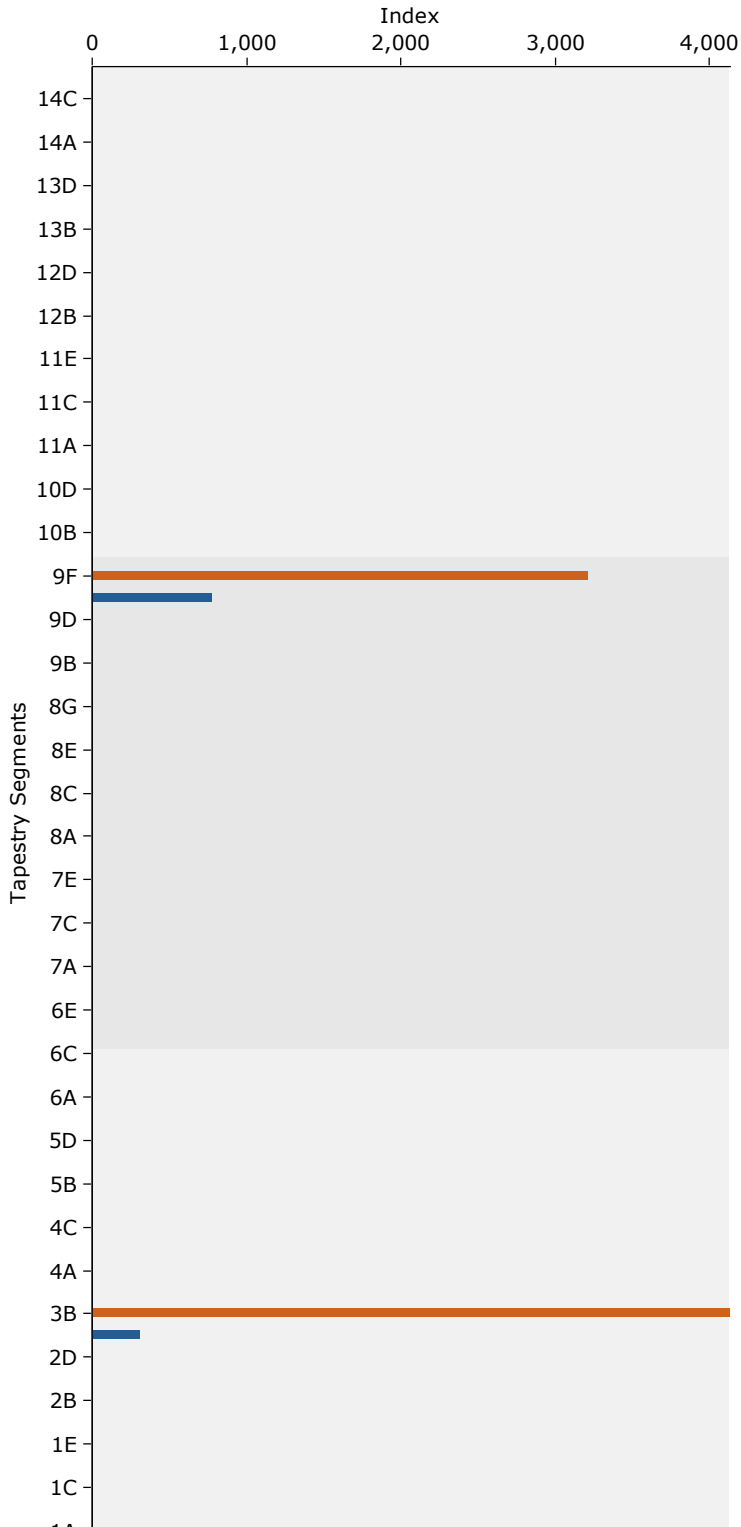


# Tapestry Segmentation Area Profile (2014)

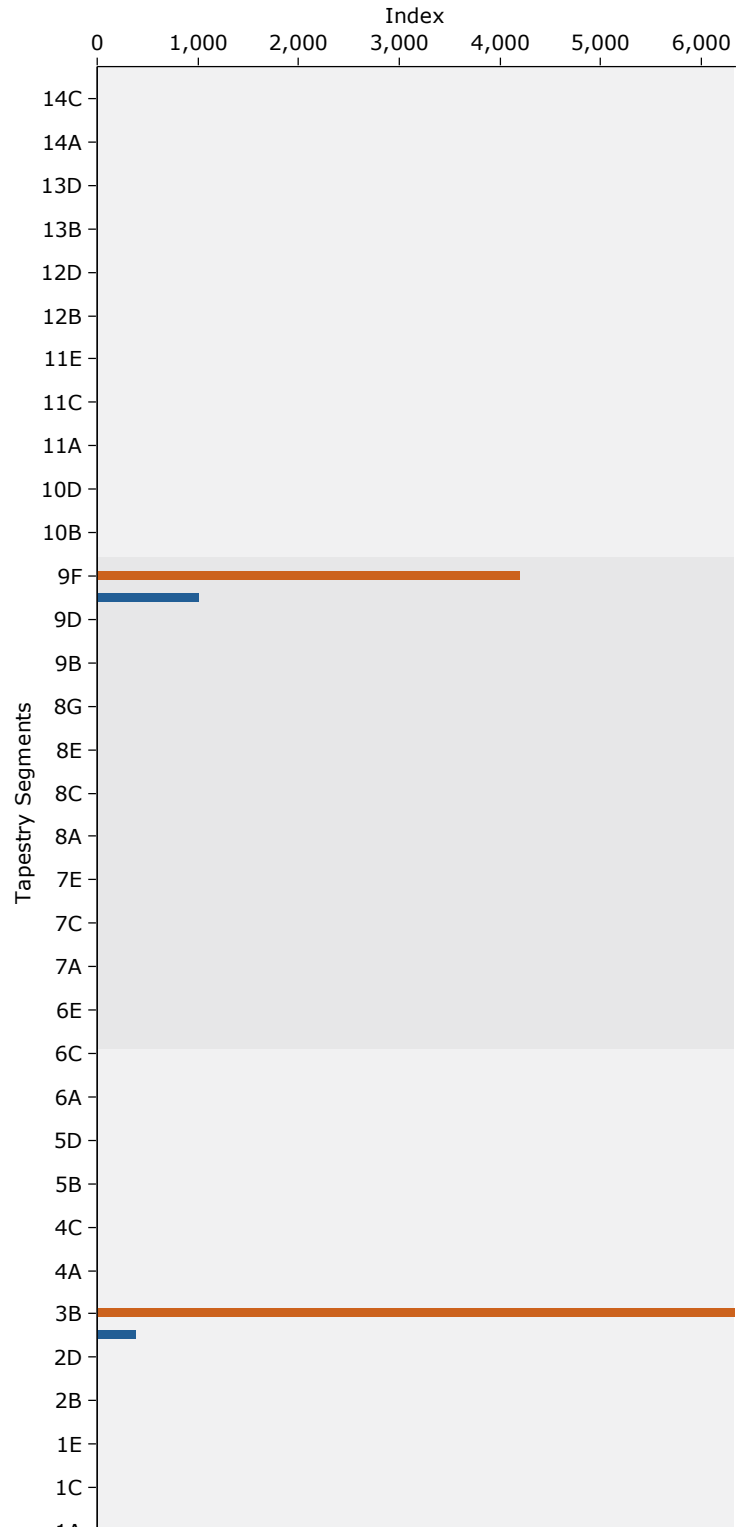
98101 (Seattle)  
98101 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

## 2014 Tapestry Indexes by Households



## 2014 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98101 (Seattle)  
98101 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,264	100.0%		11,629	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>5,343</b>	<b>64.7%</b>	<b>1797</b>	<b>7,628</b>	<b>65.6%</b>	<b>2509</b>
Laptops and Lattes (3A)	270	3.3%	312	342	2.9%	388
Metro Renters (3B)	5,073	61.4%	4,141	7,286	62.7%	6,341
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98101 (Seattle)  
98101 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,264	100.0%		11,629	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>2,921</b>	<b>35.3%</b>	<b>614</b>	<b>4,001</b>	<b>34.4%</b>	<b>778</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	780	9.4%	778	1,077	9.3%	1,018
Social Security Set (9F)	2,141	25.9%	3,217	2,924	25.1%	4,201
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98101 (Seattle)  
98101 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,264	100.0%		11,629	100.0%	
<b>1. Principal Urban Center</b>	<b>5,343</b>	<b>64.7%</b>	<b>930</b>	<b>7,628</b>	<b>65.6%</b>	<b>1013</b>
Laptops and Lattes (3A)	270	3.3%	312	342	2.9%	388
Metro Renters (3B)	5,073	61.4%	4,141	7,286	62.7%	6,341
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>2,921</b>	<b>35.3%</b>	<b>194</b>	<b>4,001</b>	<b>34.4%</b>	<b>210</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	780	9.4%	778	1,077	9.3%	1,018
Social Security Set (9F)	2,141	25.9%	3,217	2,924	25.1%	4,201
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98101 (Seattle)  
98101 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,264	100.0%		11,629	100.0%	
<b>4. Suburban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014





# Demographic and Income Profile

98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Summary	Census 2010		2014		2019	
Population	30,776		32,612		35,322	
Households	15,491		16,572		18,067	
Families	4,378		4,582		4,923	
Average Household Size	1.83		1.82		1.82	
Owner Occupied Housing Units	5,276		5,283		5,677	
Renter Occupied Housing Units	10,215		11,289		12,390	
Median Age	32.3		33.0		33.3	
Trends: 2014 - 2019 Annual Rate	Area		State		National	
Population	1.61%		0.98%		0.73%	
Households	1.74%		1.03%		0.75%	
Families	1.45%		0.92%		0.66%	
Owner HHs	1.45%		0.97%		0.69%	
Median Household Income	3.98%		3.16%		2.74%	
Households by Income	2014		2019			
	Number	Percent	Number	Percent		
<\$15,000	2,860	17.3%	2,933	16.2%		
\$15,000 - \$24,999	1,838	11.1%	1,475	8.2%		
\$25,000 - \$34,999	1,611	9.7%	1,317	7.3%		
\$35,000 - \$49,999	2,238	13.5%	2,257	12.5%		
\$50,000 - \$74,999	2,500	15.1%	2,617	14.5%		
\$75,000 - \$99,999	1,979	11.9%	2,597	14.4%		
\$100,000 - \$149,999	1,919	11.6%	2,497	13.8%		
\$150,000 - \$199,999	605	3.7%	959	5.3%		
\$200,000+	1,022	6.2%	1,415	7.8%		
Median Household Income	\$47,733		\$58,011			
Average Household Income	\$71,838		\$85,293			
Per Capita Income	\$37,530		\$44,809			
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,268	4.1%	1,266	3.9%	1,341	3.8%
5 - 9	914	3.0%	1,065	3.3%	1,082	3.1%
10 - 14	832	2.7%	943	2.9%	1,051	3.0%
15 - 19	2,044	6.6%	2,029	6.2%	2,117	6.0%
20 - 24	4,118	13.4%	4,034	12.4%	4,133	11.7%
25 - 34	8,157	26.5%	8,516	26.1%	9,349	26.5%
35 - 44	5,251	17.1%	5,376	16.5%	5,361	15.2%
45 - 54	3,473	11.3%	3,939	12.1%	4,225	12.0%
55 - 64	2,559	8.3%	2,822	8.7%	3,340	9.5%
65 - 74	1,225	4.0%	1,675	5.1%	2,135	6.0%
75 - 84	631	2.1%	637	2.0%	842	2.4%
85+	305	1.0%	310	1.0%	346	1.0%
Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,838	64.5%	20,272	62.2%	20,853	59.0%
Black Alone	5,042	16.4%	5,520	16.9%	6,273	17.8%
American Indian Alone	290	0.9%	297	0.9%	317	0.9%
Asian Alone	2,792	9.1%	3,260	10.0%	3,957	11.2%
Pacific Islander Alone	113	0.4%	137	0.4%	163	0.5%
Some Other Race Alone	859	2.8%	1,022	3.1%	1,279	3.6%
Two or More Races	1,843	6.0%	2,104	6.5%	2,480	7.0%
Hispanic Origin (Any Race)	2,306	7.5%	2,752	8.4%	3,478	9.8%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014

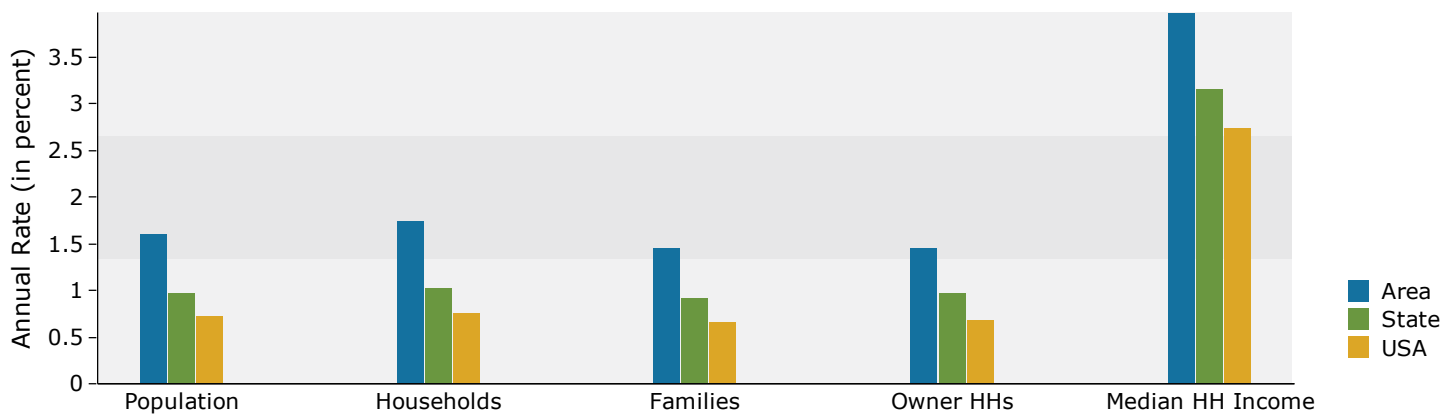


# Demographic and Income Profile

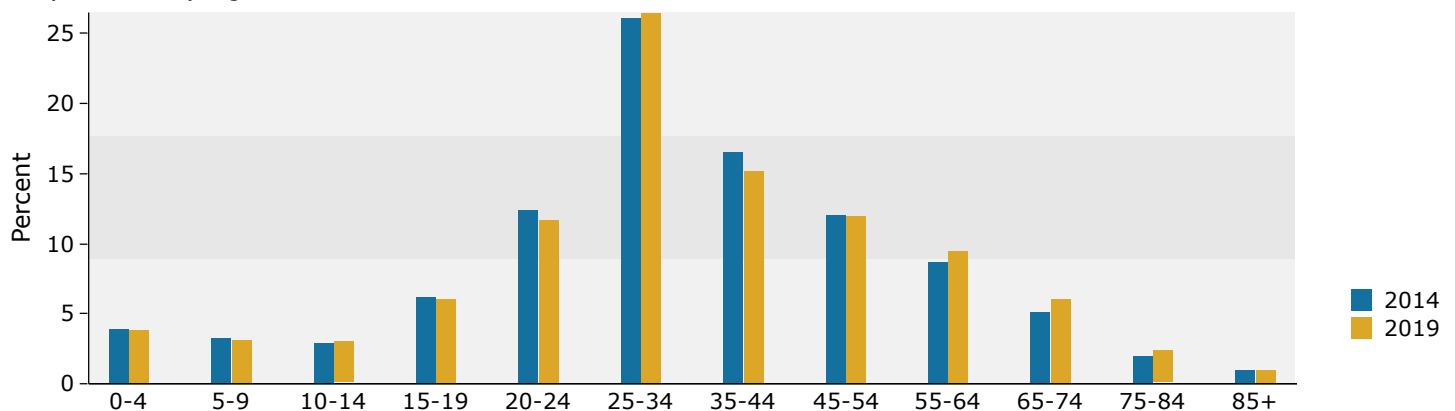
98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

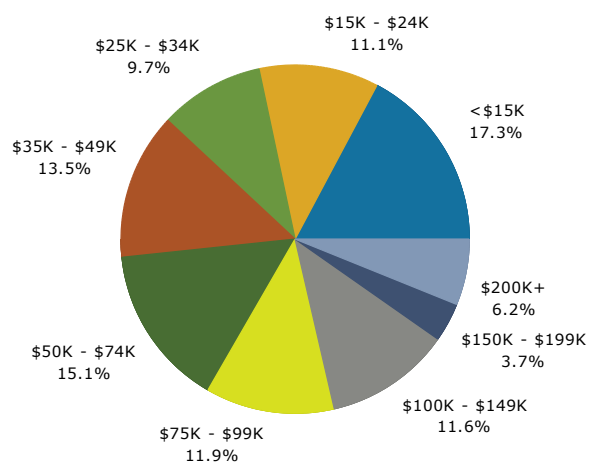
## Trends 2014-2019



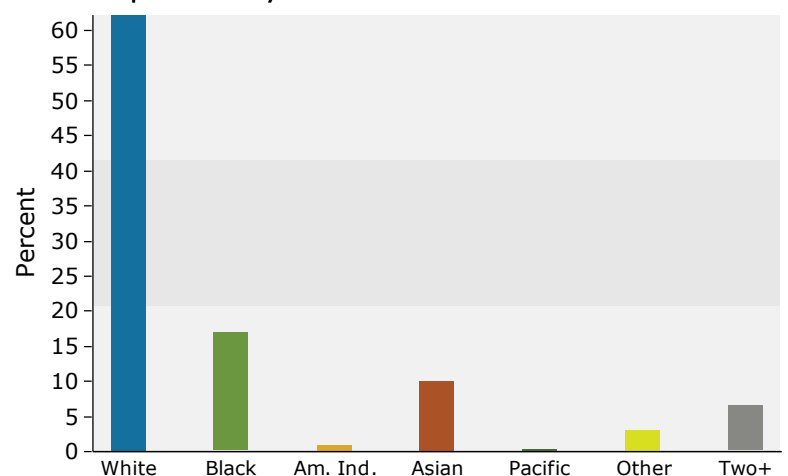
## Population by Age



## 2014 Household Income



## 2014 Population by Race



2014 Percent Hispanic Origin: 8.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014



## Tapestry Segmentation Area Profile (2014)

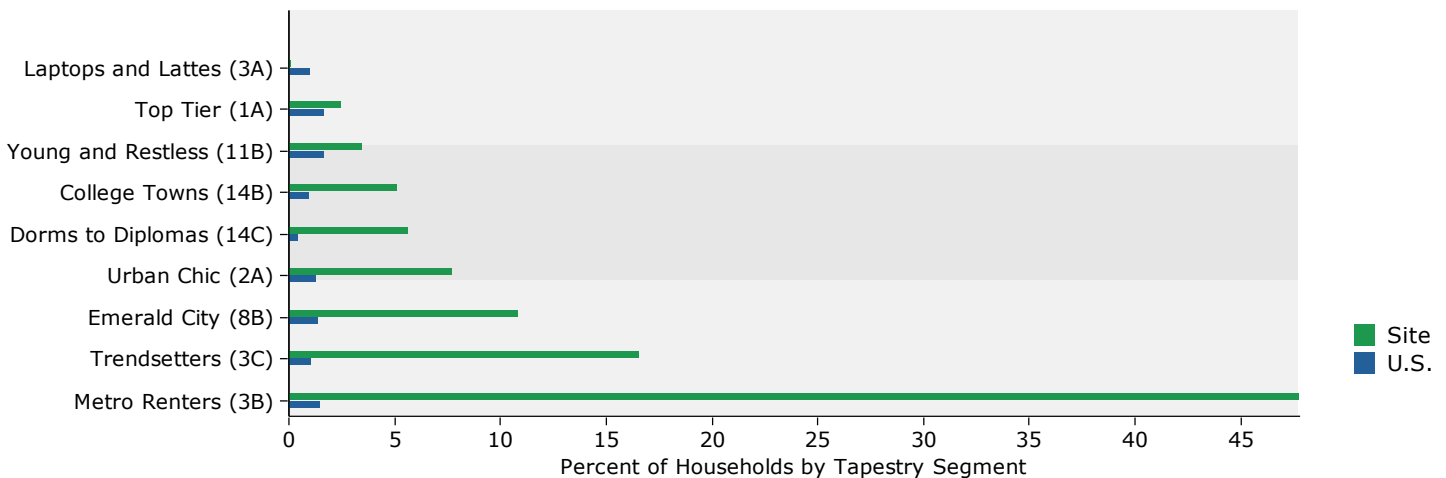
98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	47.8%	47.8%	1.5%	1.5%	3224
2	Trendsetters (3C)	16.6%	64.4%	1.1%	2.6%	1,555
3	Emerald City (8B)	10.9%	75.3%	1.4%	4.0%	774
4	Urban Chic (2A)	7.8%	83.1%	1.3%	5.3%	587
5	Dorms to Diplomas (14C)	5.7%	88.8%	0.5%	5.8%	1,121
Subtotal		88.8%		5.8%		
6	College Towns (14B)	5.1%	93.9%	0.9%	6.7%	545
7	Young and Restless (11B)	3.5%	97.4%	1.7%	8.4%	206
8	Top Tier (1A)	2.5%	99.9%	1.7%	10.1%	146
9	Laptops and Lattes (3A)	0.1%	100.0%	1.0%	11.1%	13
Subtotal		11.2%		5.3%		
Total		100.0%		11.2%		894

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014

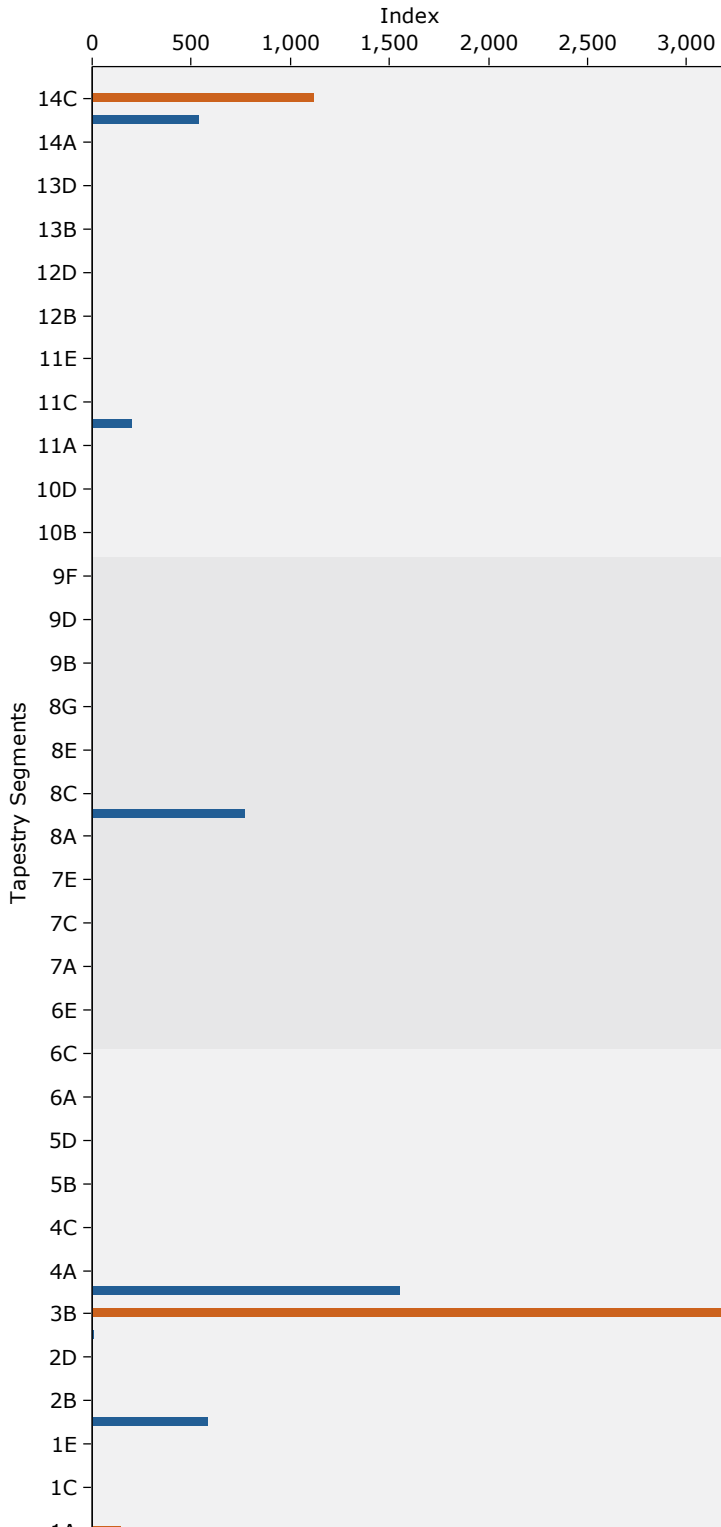


# Tapestry Segmentation Area Profile (2014)

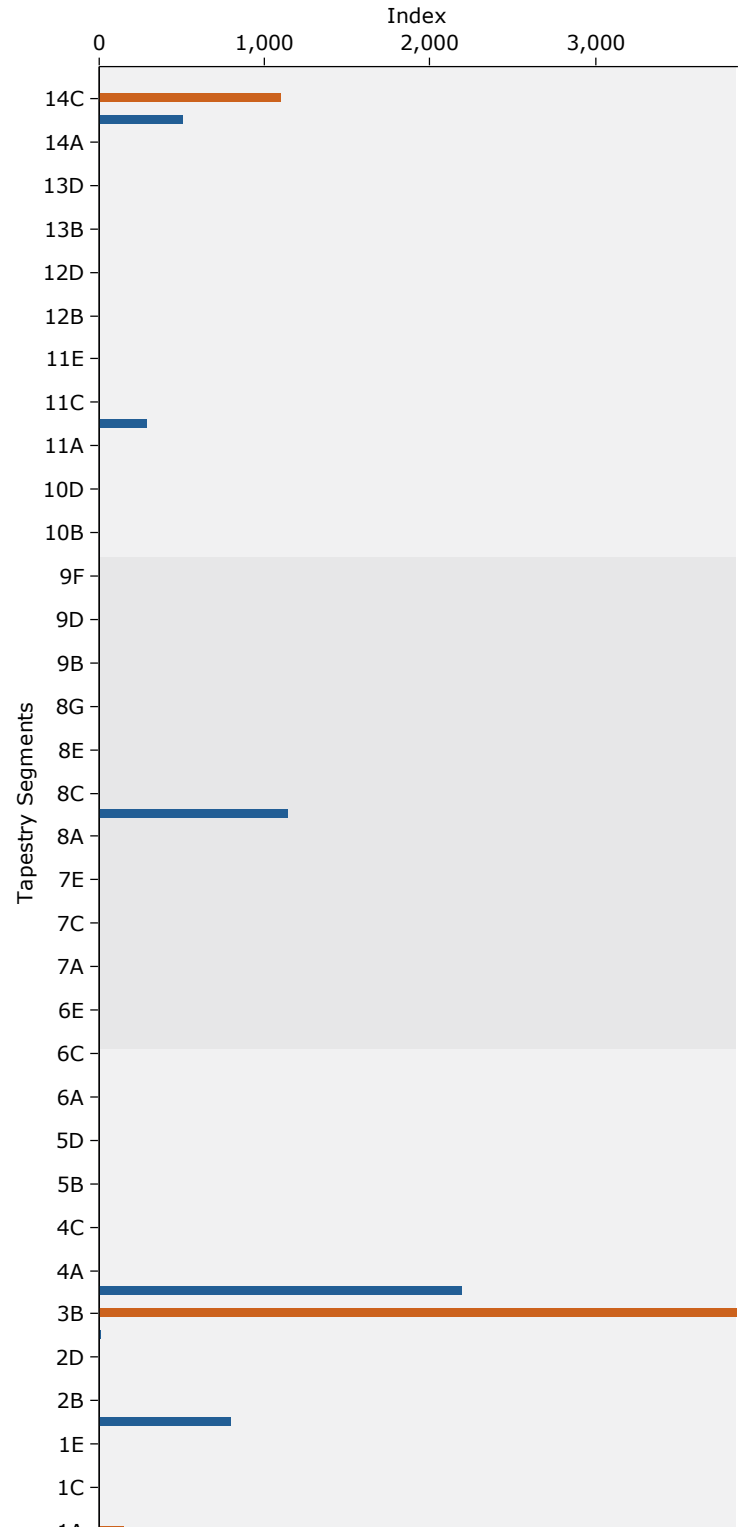
98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

## 2014 Tapestry Indexes by Households



## 2014 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,572	100.0%		32,612	100.0%	
<b>1. Affluent Estates</b>	<b>416</b>	<b>2.5%</b>	<b>26</b>	<b>918</b>	<b>2.8%</b>	<b>27</b>
Top Tier (1A)	416	2.5%	146	918	2.8%	151
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>1,285</b>	<b>7.8%</b>	<b>137</b>	<b>3,186</b>	<b>9.8%</b>	<b>167</b>
Urban Chic (2A)	1,285	7.8%	587	3,186	9.8%	805
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>10,694</b>	<b>64.5%</b>	<b>1794</b>	<b>18,705</b>	<b>57.4%</b>	<b>2194</b>
Laptops and Lattes (3A)	23	0.1%	13	32	0.1%	13
Metro Renters (3B)	7,921	47.8%	3,224	12,448	38.2%	3,863
Trendsetters (3C)	2,750	16.6%	1,555	6,225	19.1%	2,201
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,572	100.0%		32,612	100.0%	
<b>8. Middle Ground</b>	<b>1,809</b>	<b>10.9%</b>	<b>100</b>	<b>4,181</b>	<b>12.8%</b>	<b>127</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,809	10.9%	774	4,181	12.8%	1,147
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>578</b>	<b>3.5%</b>	<b>57</b>	<b>1,251</b>	<b>3.8%</b>	<b>68</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	578	3.5%	206	1,251	3.8%	292
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>1,790</b>	<b>10.8%</b>	<b>674</b>	<b>4,371</b>	<b>13.4%</b>	<b>675</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	851	5.1%	545	1,500	4.6%	513
Dorms to Diplomas (14C)	939	5.7%	1,121	2,871	8.8%	1,110
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014





# Tapestry Segmentation Area Profile (2014)

98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,572	100.0%		32,612	100.0%	
<b>1. Principal Urban Center</b>	<b>10,694</b>	<b>64.5%</b>	<b>928</b>	<b>18,705</b>	<b>57.4%</b>	<b>886</b>
Laptops and Lattes (3A)	23	0.1%	13	32	0.1%	13
Metro Renters (3B)	7,921	47.8%	3,224	12,448	38.2%	3,863
Trendsetters (3C)	2,750	16.6%	1,555	6,225	19.1%	2,201
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>4,177</b>	<b>25.2%</b>	<b>138</b>	<b>9,803</b>	<b>30.1%</b>	<b>183</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,809	10.9%	774	4,181	12.8%	1,147
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	578	3.5%	206	1,251	3.8%	292
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	851	5.1%	545	1,500	4.6%	513
Dorms to Diplomas (14C)	939	5.7%	1,121	2,871	8.8%	1,110

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

98122 (Seattle)  
98122 (Seattle, WA)  
Geography: ZIP Code

Prepared by Larisa Ortiz Associates

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,572	100.0%		32,612	100.0%	
<b>4. Suburban Periphery</b>	<b>1,701</b>	<b>10.3%</b>	<b>33</b>	<b>4,104</b>	<b>12.6%</b>	<b>39</b>
Top Tier (1A)	416	2.5%	146	918	2.8%	151
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	1,285	7.8%	587	3,186	9.8%	805
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Demographic and Income Profile

Proposed C-ID trade area  
Area: 0.25 square miles

Prepared by Larisa Ortiz Associates

Latitude: 47.59826727  
Longitude: -122.321676

Summary	Census 2010		2014		2019		
Population	3,399		3,473		3,651		
Households	2,223		2,270		2,379		
Families	567		573		596		
Average Household Size	1.48		1.48		1.49		
Owner Occupied Housing Units	112		107		114		
Renter Occupied Housing Units	2,111		2,163		2,265		
Median Age	49.4		50.7		52.3		
Trends: 2014 - 2019 Annual Rate	Area		State		National		
Population	1.00%		0.98%		0.73%		
Households	0.94%		1.03%		0.75%		
Families	0.79%		0.92%		0.66%		
Owner HHs	1.28%		0.97%		0.69%		
Median Household Income	0.48%		3.16%		2.74%		
Households by Income	2014			2019			
	Number		Percent	Number		Percent	
	<\$15,000		1,310	57.7%	1,340		56.3%
	\$15,000 - \$24,999		375	16.5%	341		14.3%
	\$25,000 - \$34,999		212	9.3%	214		9.0%
	\$35,000 - \$49,999		80	3.5%	115		4.8%
	\$50,000 - \$74,999		122	5.4%	136		5.7%
	\$75,000 - \$99,999		65	2.9%	82		3.4%
	\$100,000 - \$149,999		57	2.5%	94		4.0%
	\$150,000 - \$199,999		10	0.4%	21		0.9%
\$200,000+		39	1.7%	35		1.5%	
Median Household Income			\$12,996		\$13,310		
Average Household Income			\$25,505		\$28,215		
Per Capita Income			\$17,863		\$19,948		
Population by Age	Census 2010		2014		2019		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4		88	2.6%	90		2.6%
	5 - 9		80	2.4%	76		2.2%
	10 - 14		93	2.7%	90		2.6%
	15 - 19		77	2.3%	87		2.5%
	20 - 24		198	5.8%	186		5.4%
	25 - 34		596	17.5%	558		16.1%
	35 - 44		409	12.0%	419		12.1%
	45 - 54		395	11.6%	405		11.7%
55 - 64		499	14.7%	521		15.0%	
65 - 74		352	10.4%	419		12.1%	
75 - 84		394	11.6%	377		10.9%	
85+		216	6.4%	245		7.1%	
216		6.4%	245		276		7.6%
Race and Ethnicity	Census 2010		2014		2019		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone		847	24.9%	805		23.2%
	Black Alone		463	13.6%	470		13.5%
	American Indian Alone		31	0.9%	28		0.8%
	Asian Alone		1,843	54.2%	1,939		55.8%
	Pacific Islander Alone		13	0.4%	13		0.4%
	Some Other Race Alone		53	1.6%	59		1.7%
	Two or More Races		150	4.4%	159		4.6%
	Hispanic Origin (Any Race)		170	5.0%	184		5.3%
211		5.8%	211		5.8%		

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014



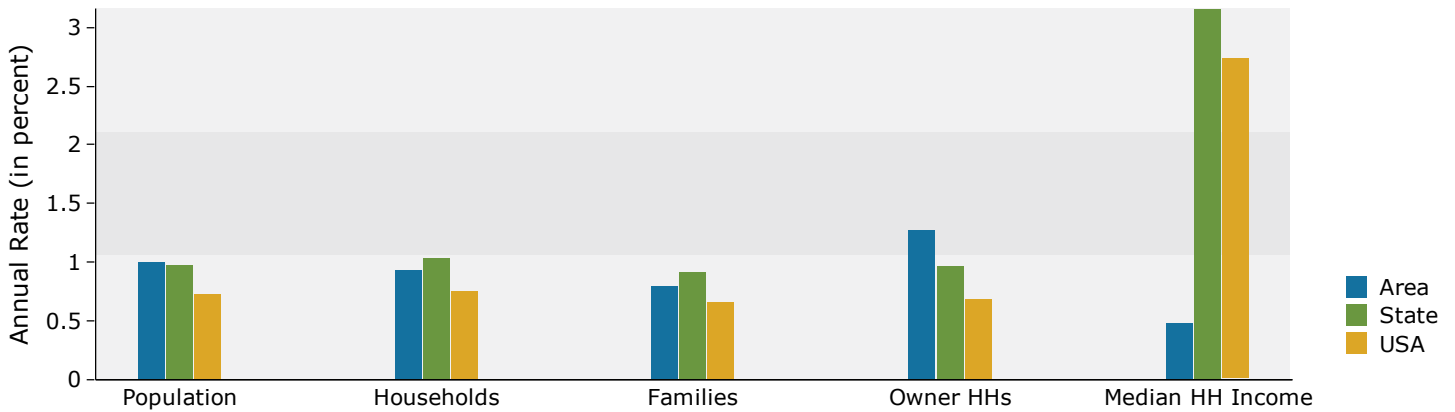
# Demographic and Income Profile

Proposed C-ID trade area  
Area: 0.25 square miles

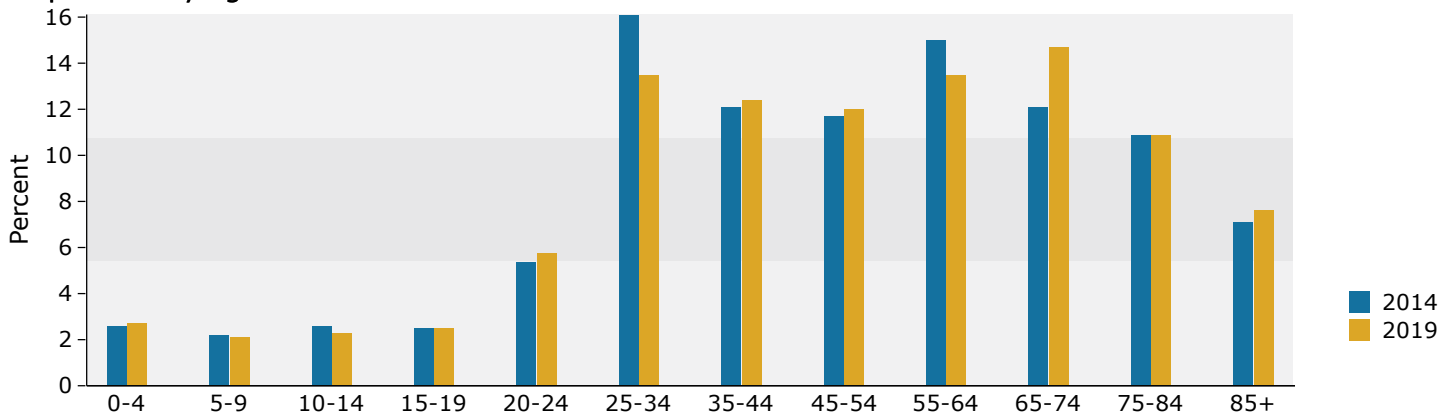
Prepared by Larisa Ortiz Associates

Latitude: 47.59826727  
Longitude: -122.321676

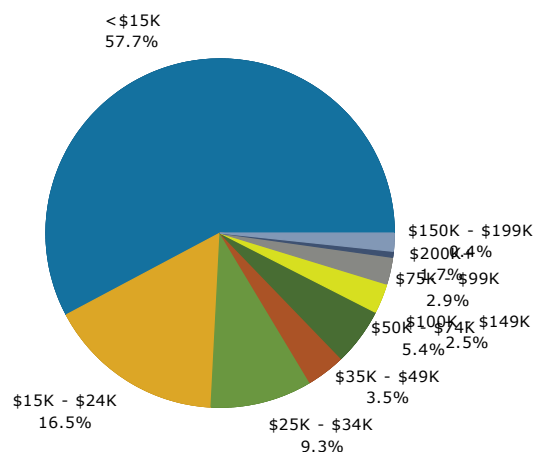
## Trends 2014-2019



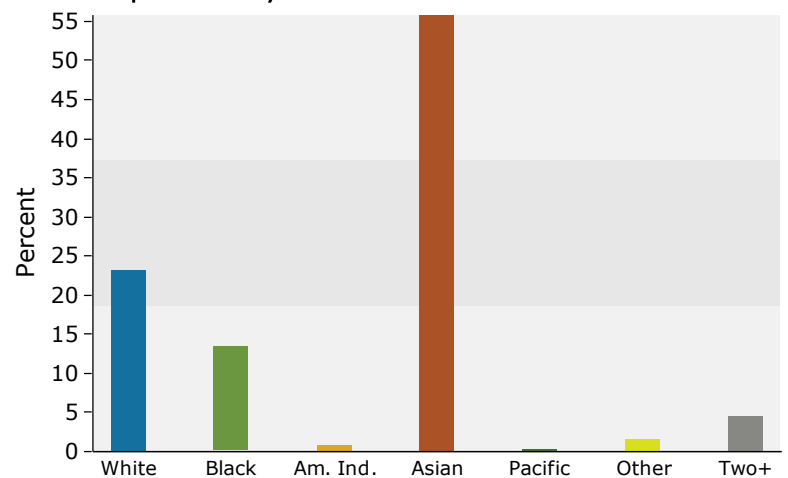
## Population by Age



## 2014 Household Income



## 2014 Population by Race



2014 Percent Hispanic Origin: 5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

November 18, 2014



Latitude: 47.59826727  
Longitude: -122.321676



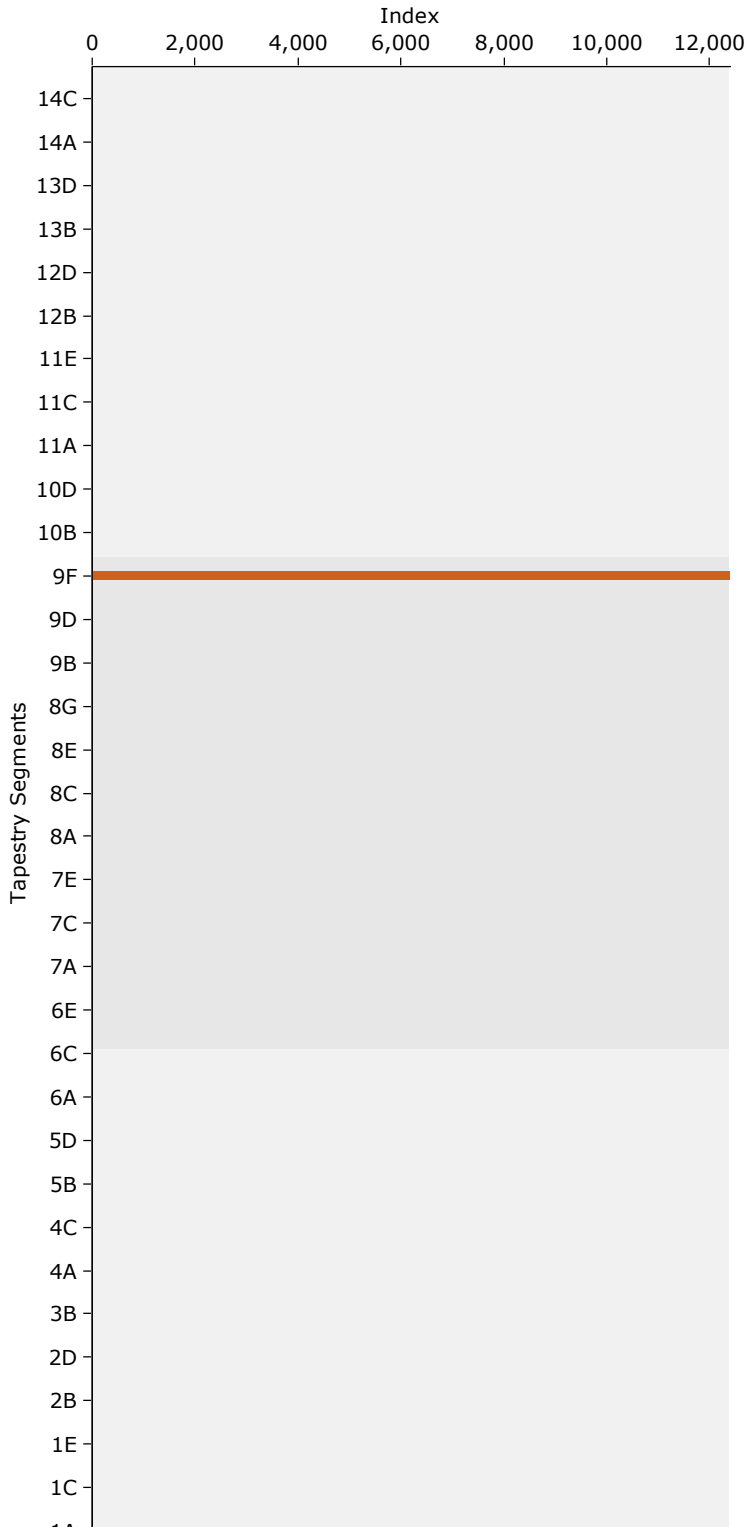
# Tapestry Segmentation Area Profile (2014)

Proposed C-ID trade area  
Area: 0.25 square miles

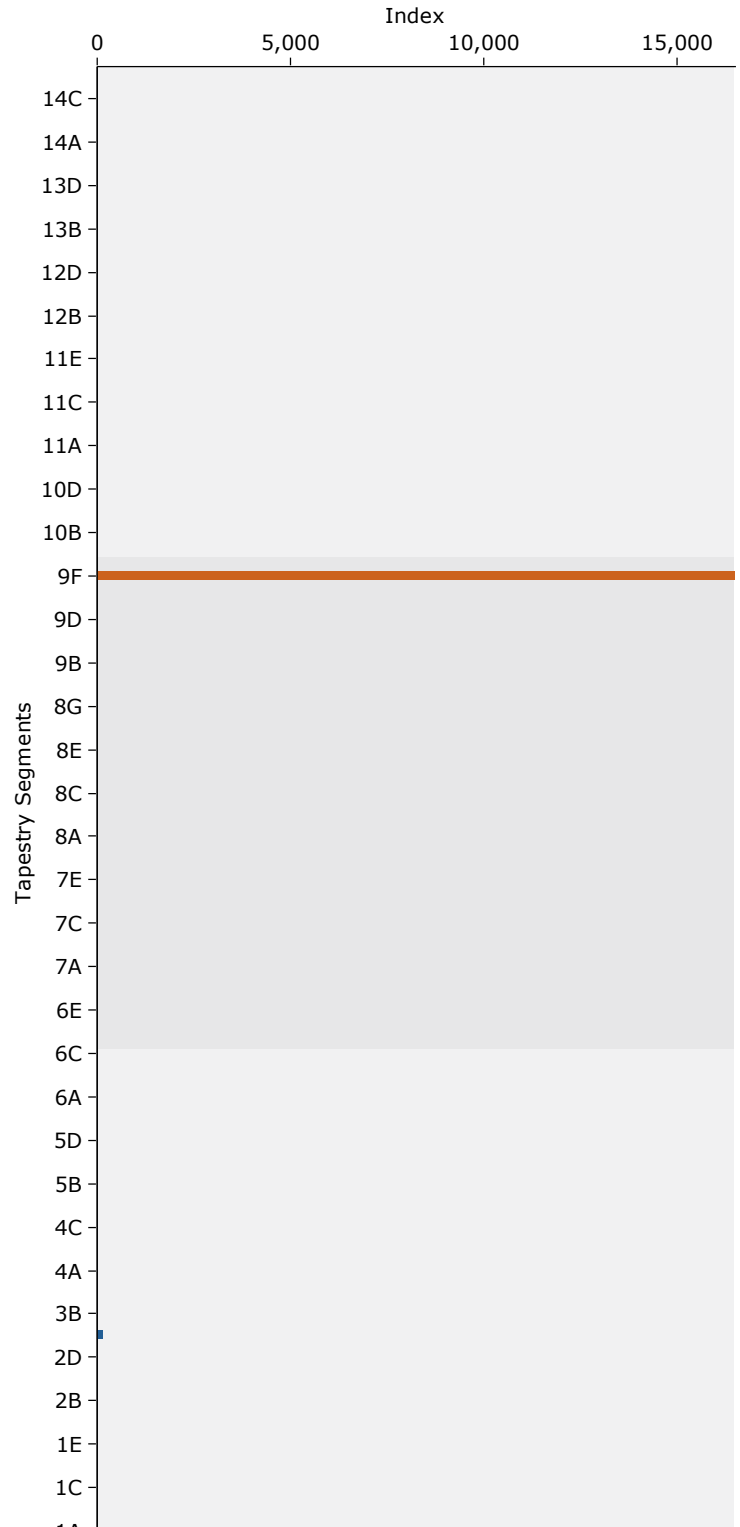
Prepared by Larisa Ortiz Associates

Latitude: 47.59826727  
Longitude: -122.321676

## 2014 Tapestry Indexes by Households



## 2014 Tapestry Indexes by Population



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**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

Proposed C-ID trade area  
Area: 0.25 square miles

Prepared by Larisa Ortiz Associates

Latitude: 47.59826727  
Longitude: -122.321676

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	2,270	100.0%		3,473	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>40</b>	<b>1.2%</b>	<b>44</b>
Laptops and Lattes (3A)	0	0.0%	0	40	1.2%	152
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014





# Tapestry Segmentation Area Profile (2014)

Proposed C-ID trade area  
Area: 0.25 square miles

Prepared by Larisa Ortiz Associates

Latitude: 47.59826727  
Longitude: -122.321676

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	2,270	100.0%		3,473	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>2,270</b>	<b>100.0%</b>	<b>1738</b>	<b>3,433</b>	<b>98.8%</b>	<b>2236</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,270	100.0%	12,416	3,433	98.8%	16,515
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

Proposed C-ID trade area  
Area: 0.25 square miles

Prepared by Larisa Ortiz Associates

Latitude: 47.59826727  
Longitude: -122.321676

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	2,270	100.0%		3,473	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>40</b>	<b>1.2%</b>	<b>18</b>
Laptops and Lattes (3A)	0	0.0%	0	40	1.2%	152
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>2,270</b>	<b>100.0%</b>	<b>548</b>	<b>3,433</b>	<b>98.8%</b>	<b>602</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,270	100.0%	12,416	3,433	98.8%	16,515
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

November 18, 2014



# Tapestry Segmentation Area Profile (2014)

Proposed C-ID trade area  
Area: 0.25 square miles

Prepared by Larisa Ortiz Associates

Latitude: 47.59826727  
Longitude: -122.321676

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	2,270	100.0%		3,473	100.0%	
<b>4. Suburban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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