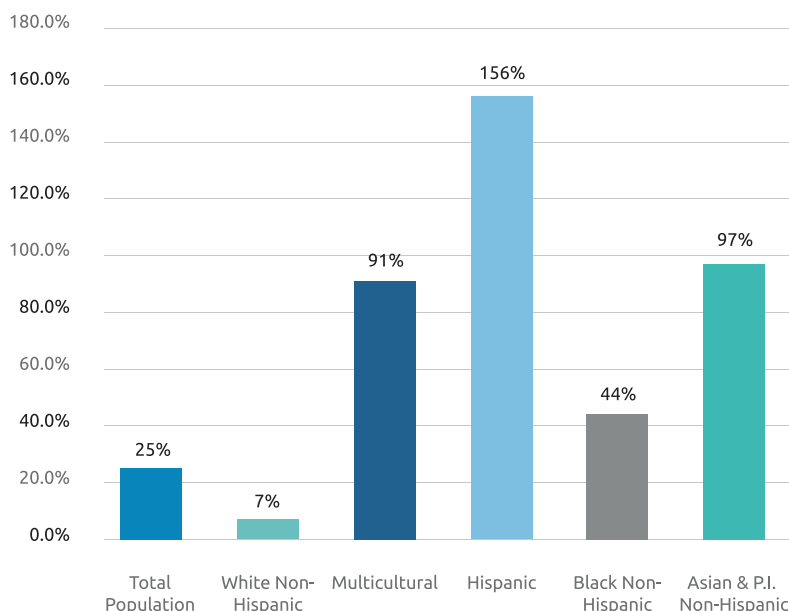# MARKET SNAPSHOT
Seattle-Tacoma DMA

The Seattle-Tacoma Designated Market Area (DMA) is the twelfth largest DMA in the nation and is home to a total population of over 5.3 million people. Seattle-Tacoma is also home to the sixth-largest Asian population in the country. Although the White-Non Hispanic segment makes up nearly 70% of the DMA's total population, its size witnessed less than 10% growth between 2000 and 2017.

Population	2017 Ranking	2017 Population
Total	12	5,304,728
Hispanic	25	607,322
White Non-Hispanic	8	3,553,933
Black Non-Hispanic	50	237,563
Asian Non-Hispanic	6	567,223

Percent Change – 2000 vs. 2017

- Total Population: 25%
- White Non-Hispanic: 7%
- Multicultural: 91%
- Hispanic: 156%
- Black Non-Hispanic: 44%
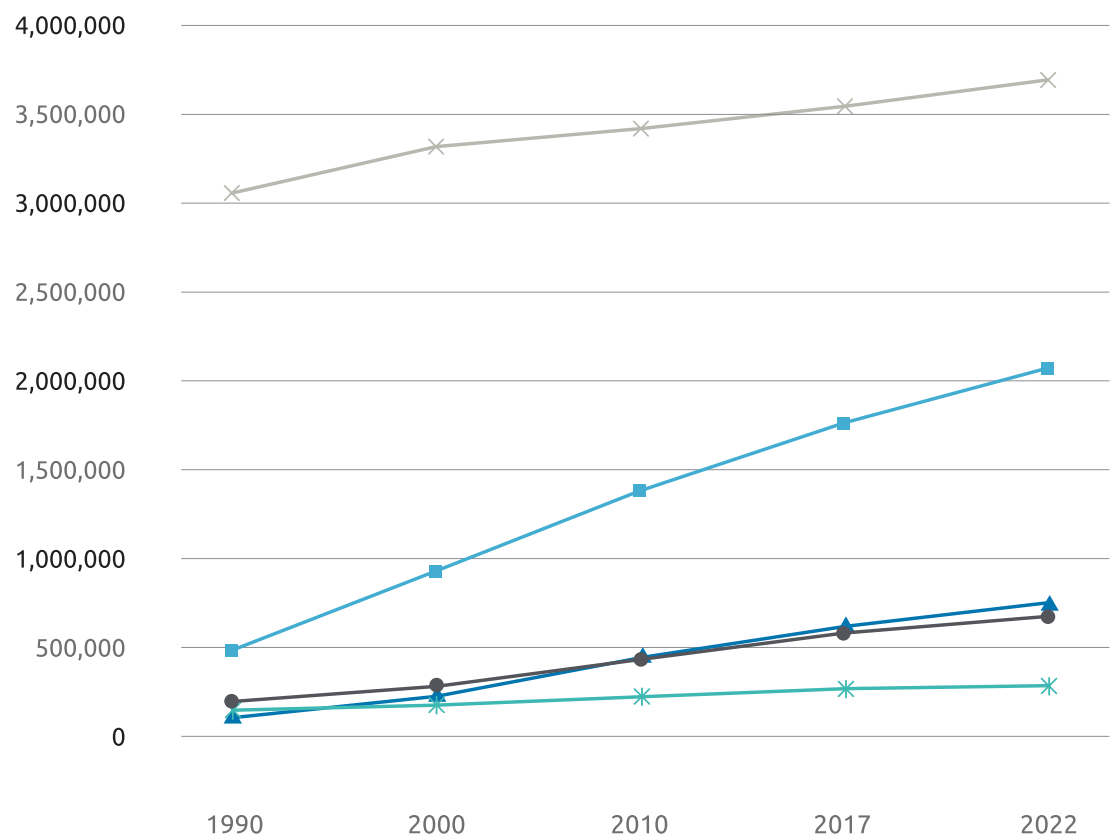- Asian & P.I. Non-Hispanic: 97%

During the same period, the size of the Black Non-Hispanic population increased 44% and that of the Asian Non-Hispanic population grew nearly 97%. Approximately 40% of the DMA's Asian population classifies as AA1 or Very Westernized, and generally maintains very few Asian cultural practices as third-generation immigrants who were born in the U.S. Meanwhile, the size of the Hispanic population increased 156%. Approximately 80% of the DMA's Hispanic population is of Mexican descent as large concentrations of Hispanics live in cities like Bridgeport, George, Stayman, Trinidad, Quincy and Winchester. By 2022, multiculturals will represent almost 36% of the Seattle-Tacoma population.

> The Seattle-Tacoma DMA population is expected to increase another 8.4% by 2022.

> The overall population of Seattle is on the younger end of the spectrum, with the average age of Seattleites being 39.

> 24% of the population of Seattle has a Bachelor's Degree compared to 19% for total U.S. population.

Source: Claritas Pop-Facts® Demographics 2017.
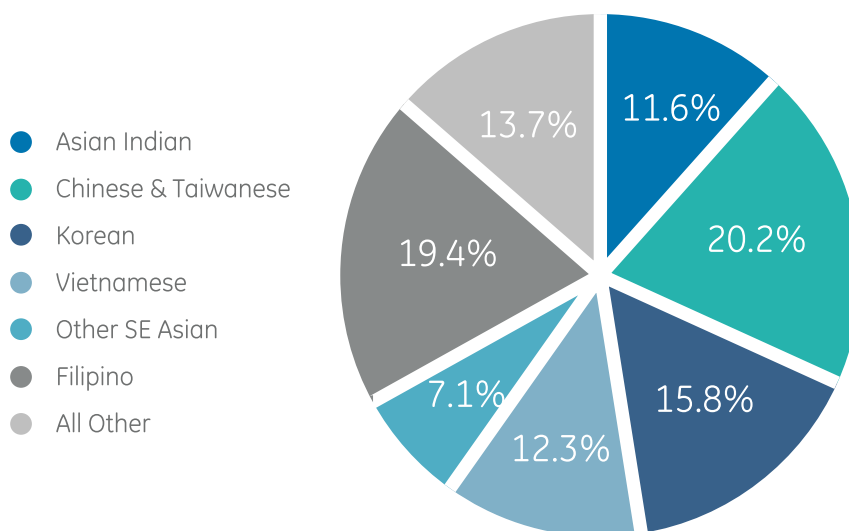
Population by Race/Ethnicity Counts

	1990	2000	2010	2017	2022
White Non Hispanic	3,053,082	3,318,613	3,428,408	3,553,933	3,697,723
Hispanic Population	103,046	237,222	437,087	607,322	746,035
Black Non-Hispanic	129,775	165,221	204,794	237,563	263,979
Asian & P.I. Non-Hispanic	183,103	288,515	431,826	567,223	669,543
Multicultural Population	470,438	915,897	1,369,145	1,750,795	2,053,909

❯ 2017 POPULATION BY RACE/ETHNICITY
PERCENT

6.4%

11.4%

4.5%

10.7%

67.0%

- Hispanic
- White Non-Hispanic
- Black Non-Hispanic
- Asian & P.I. Non-Hispanic
- All Other
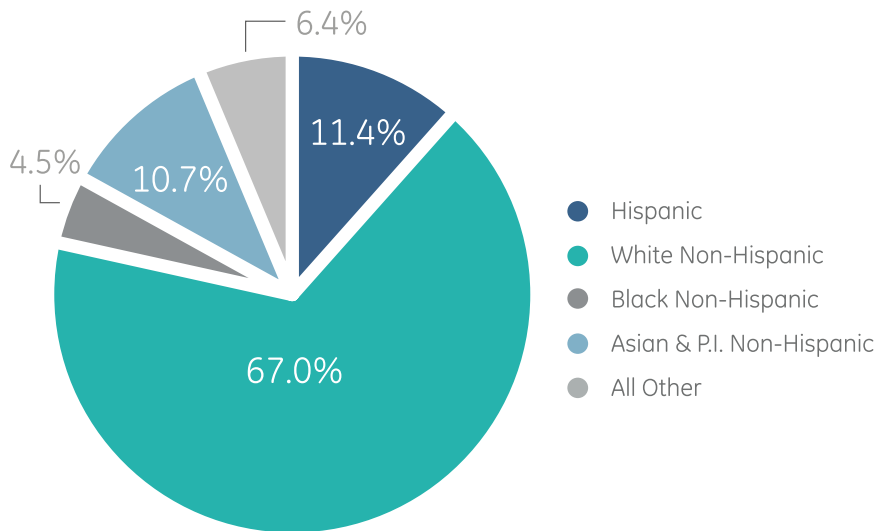
Although two thirds of the DMA's population is White non-Hispanic, the size of this segment relative to the total population is expected to shrink 3 percentage points by 2022.

❯ 2017 HISPANIC COUNTRY OF ORIGIN
PERCENT

- Asian Indian
- Chinese & Taiwanese
- Korean
- Vietnamese
- Other SE Asian
- Filipino
- All Other

13.7%

11.6%

20.2%

19.4%

15.8%

7.1%

12.3%

The pie chart shows that the DMA's major Asian countries of origin are Chinese & Taiwanese and Filipino.

This Market Snapshot is produced by Geoscape using the Geoscape Intelligence System (GIS). For a FREE test drive of GIS, point our browser to: http://geoscape.com/schedule-a-free-demo/ | Call 888 - 211 - 9353 or email info@geoscape.com

Asianicity™ Segments

AA1: Very Westernized
English Dominant

Born in US; 3rd+ generation

Few Asian cultural practices

AA2: Bi-cultural Westernized
English Preferred (some home language)

Born in U.S.; 2nd generation

Some Asian cultural practices; often "retro-acculturate"

AA3: Bi-cultural
Bilingual (equal or nearly)

Immigrant as child or young adult

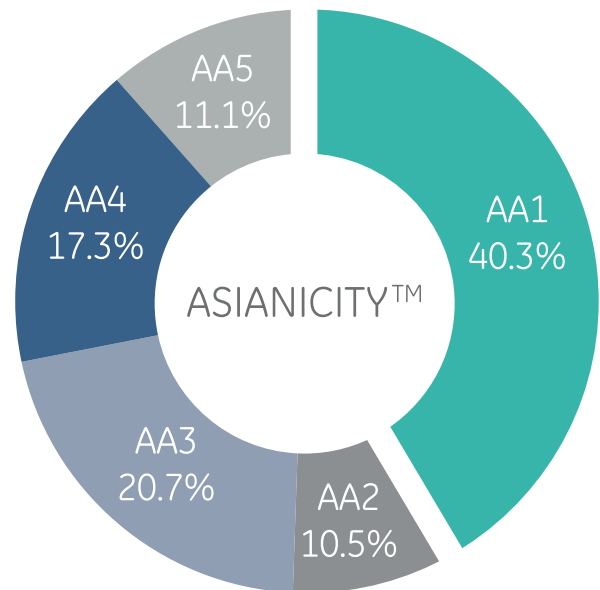Many Asian cultural practices

AA4: Bi-cultural Asian Identity
Asian home language preferred (some English)

Immigrant as adult, in U.S. 10+ years

Pre-dominant Asian cultural practices

AA5: Very Asian Identity
Asian home language dominant (nearly no English)

Recent Immigrant as adult (less than 10 years ago)

Primarily Asian cultural practices

Identify with home country more so than Asian - American

2017 ASIANICITY™ SEGMENTS
PERCENT

ASIANICITY™

AA5 11.1%
AA4 17.3%
AA3 20.7%
AA2 10.5%
AA1 40.3%

More than 50% of the DMA's Asian population classifies as Bi-cultural Westernized or Very Westernized. These individuals, known as AA1s and AA2s, speak primarily English and maintain some or few Asian cultural practices.
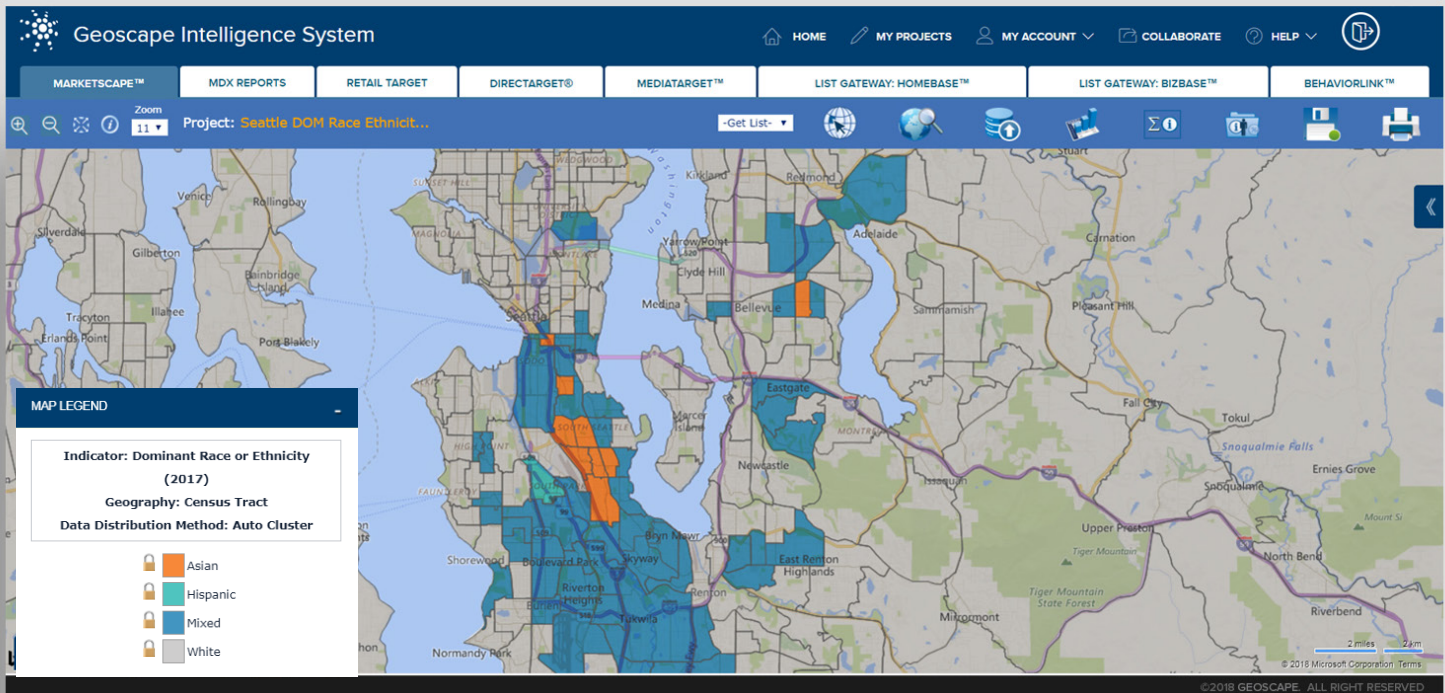
The variation in dominant race or ethnicity is illustrated by Census Tract for the Seattle-Tacoma DMA. As you can see, Asian and Hispanic households are concentrated in the city center while White and Mixed households are spread further throughout the outlying areas of the DMA.

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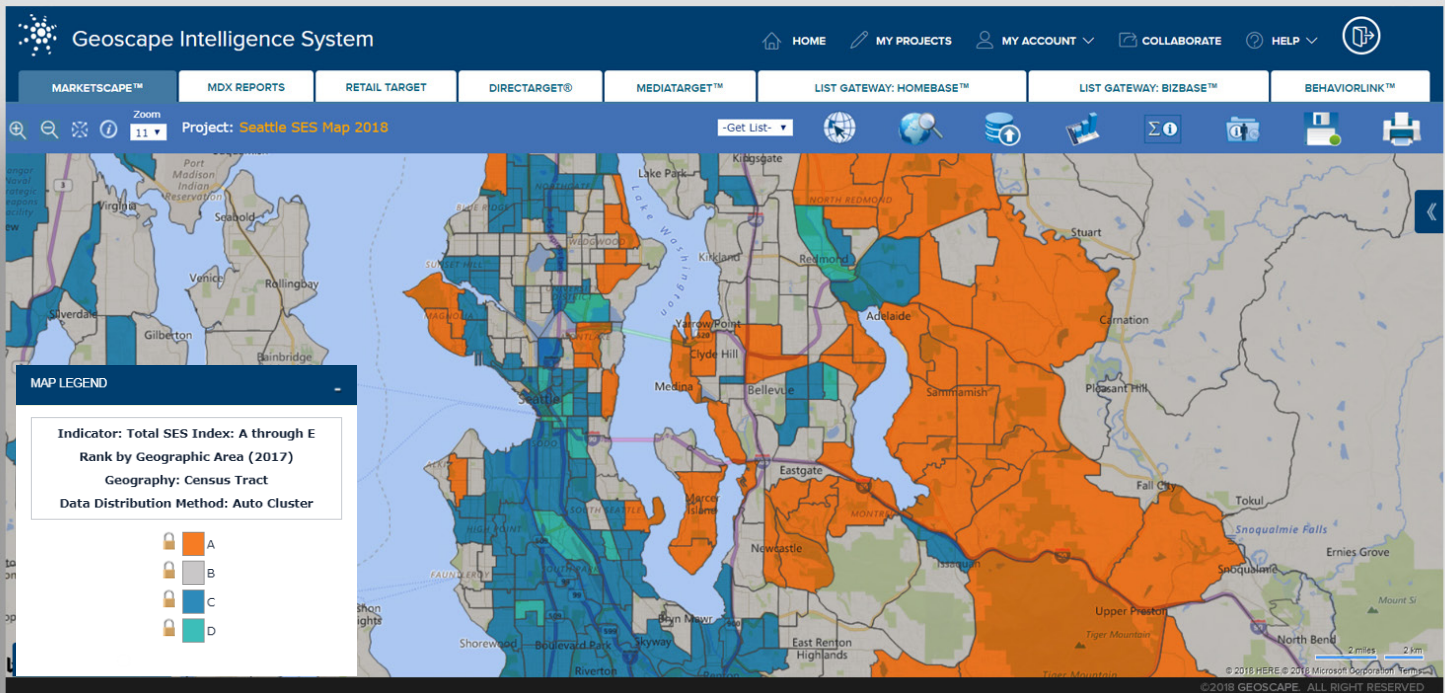
This map illustrates the Socio-Economic Status of all households in the Seattle-Tacoma DMA by Census Tract. Those households ranked "A" and falling within the orange areas of the map typically have annual incomes over $85,000, a 4 year college or graduate degree, own housing, and are employed in professional occupations. The blue areas indicate a concentration of households ranked "C", typically having annual incomes between $30,000 and $75,000, high school graduates to some college, and employed as skilled labor or service workers.
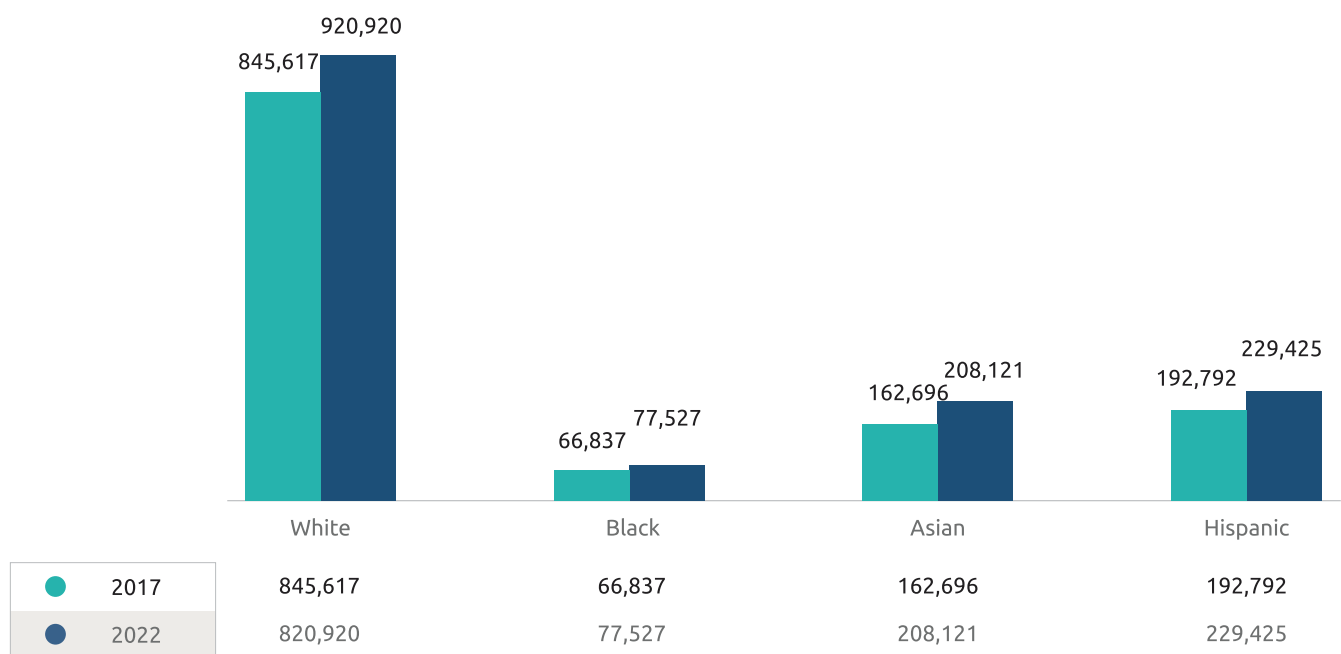
This Market Snapshot is produced by Geoscape using the Geoscape Intelligence System (GIS). For a FREE test drive of GIS, point our browser to: http://geoscape.com/schedule-a-free-demo/ | Call 888 - 211 - 9353 or email info@geoscape.com

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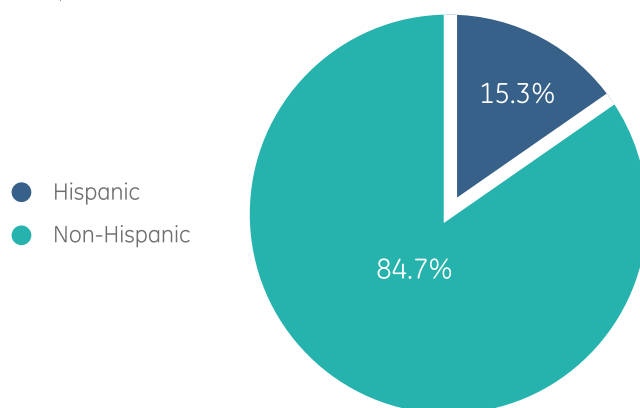a **claritas** company

claritas

❯ | MILLENNIALS AND GEN Z

The young population of Seattle has a very full social calendar. From sending 50 or more text messages a day, in addition to constant Snapchatting, they love to shop at trendy stores like H&M, Express and Forever 21 for fresh clothes to ride in their Uber to see the latest rap and hip-hop star in concert at their local venue. Seattleites are known for heavy use of their smart-phones and tablets to keep up with their college courses, when they're not using them to watch TV and movies or listen to podcasts or music on Spotify. Looking to the future, big milestones are on the map for the population of Seattle. Over the next few years, expect to see a boom in the Millennial population growth.
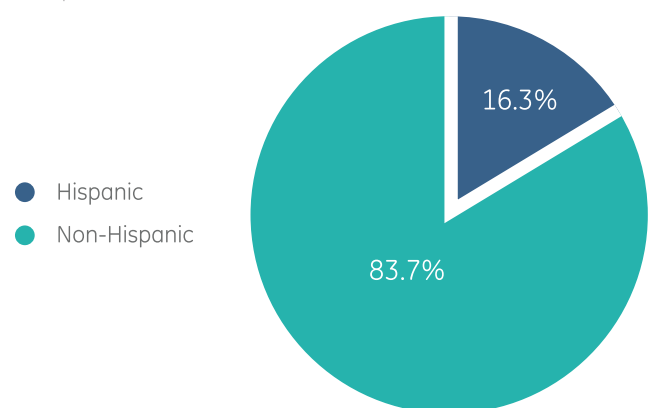
❯ | MILLENNIALS: PROJECTED POPULATION GROWTH (2017-2022)

	White	Black	Asian	Hispanic
● 2017	845,617	66,837	162,696	192,792
● 2022	820,920	77,527	208,121	229,425

❯ | MILLENNIALS (2017)

● Hispanic
● Non-Hispanic

15.3%
84.7%

❯ | MILLENNIALS (2022)

● Hispanic
● Non-Hispanic

16.3%
83.7%
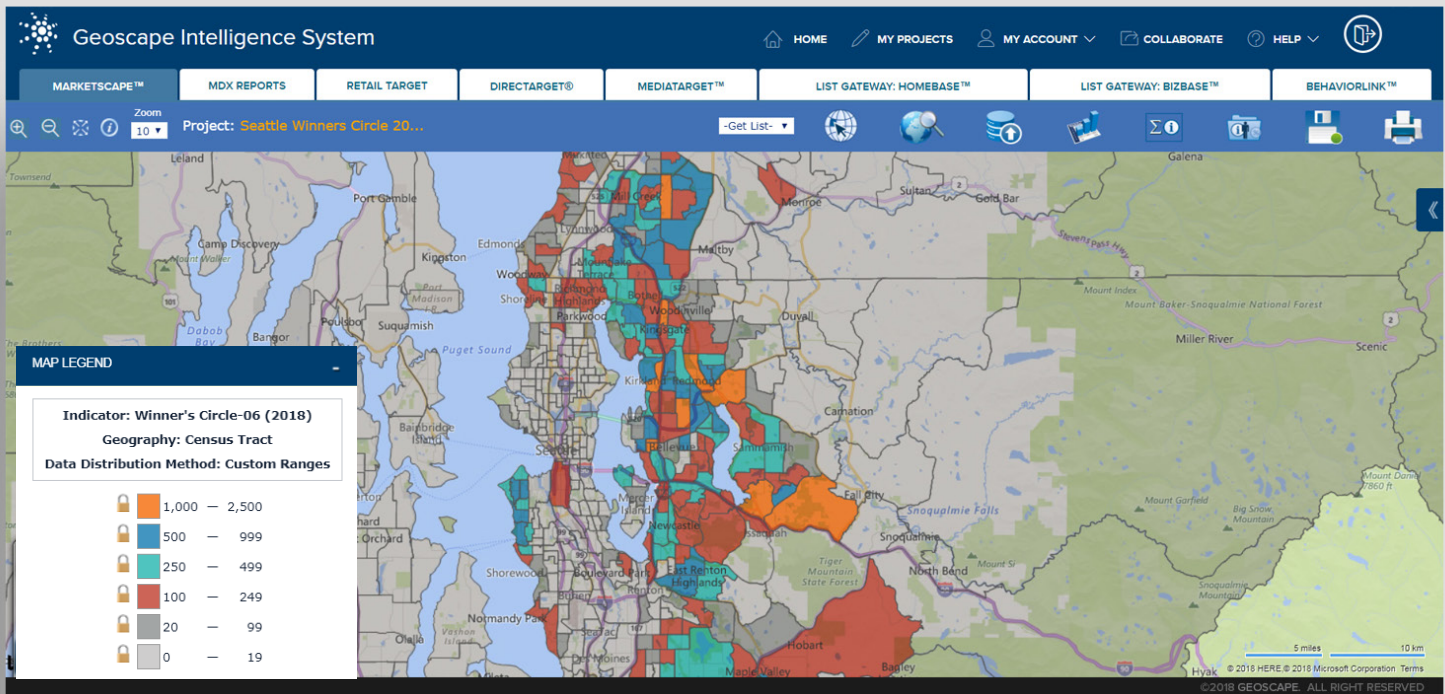
PRIZM® Premier Segmentation

Seattle households are made up of many segments, but here is a look at two of the highest indexing PRIZM® Premier segments for the Seattle DMA.

> | SEGMENT 11 - WINNER'S CIRCLE

Wealthy Middle Age Mostly w/ Kids

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over $100,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.
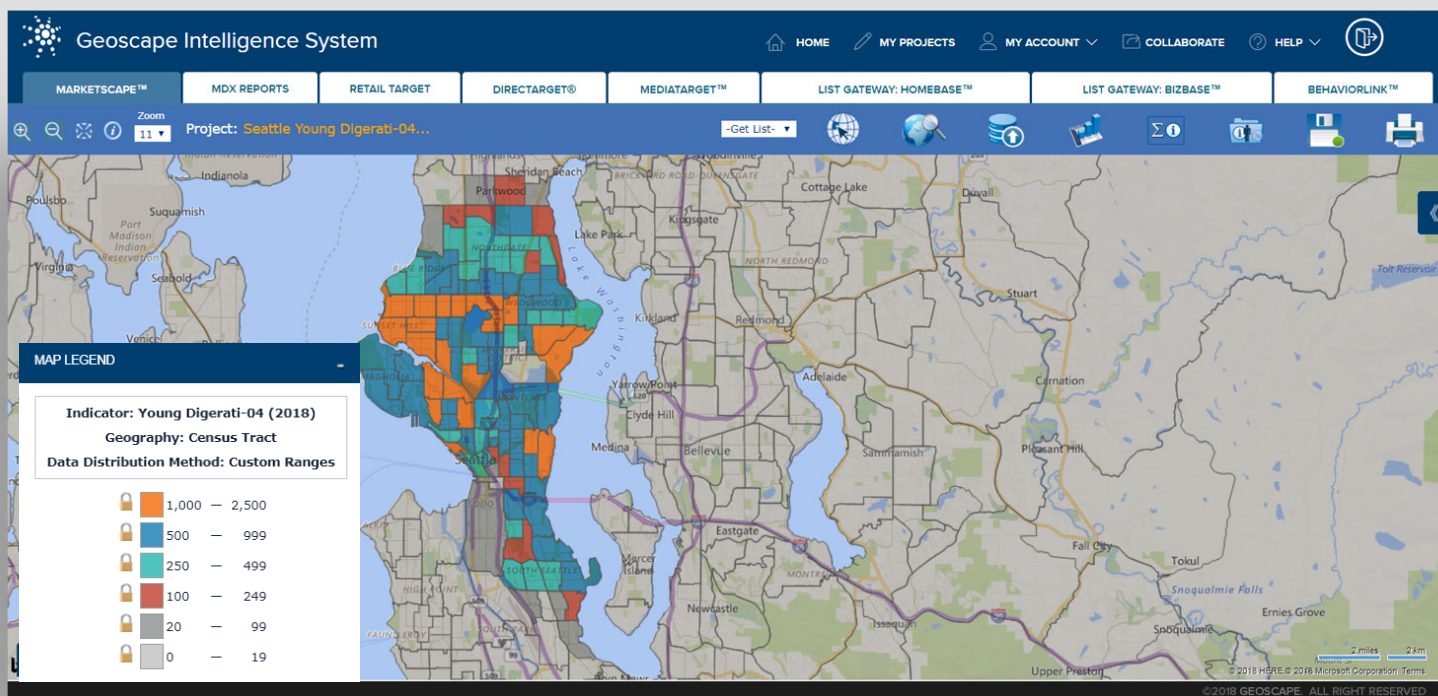
Winner's Circle Households are likely to:

> Shop at trendy clothing stores like H&M & Forever 21
> Use Uber and Snapchat
> Use their smartphone and tablet for their college courses
> Listen to music on Spotify and Podcasts
> Bank online
> Watch TV and movies on their phone
> Own a BMW
> Fly United

Demographics Traits:

> Urbanicity : Metro Mix
> Income : Wealthy
> Income Producing Assets : Elite
> Age Ranges : Age 35-54
> Presence of Kids : Mostly w/ Kids
> Homeownership : Mostly Owners
> Employment Levels : Management and Professional
> Education Levels : Graduate Plus

Source: Claritas PRIZM Premier 2018

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PRIZM® Premier Segmentation

> | SEGMENT 4 - YOUNG DIGERATI

Wealthy Middle Age Mostly w/ Kids

Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars, from juice to coffee to microbrew. Many have chosen to start families while remaining in an urban environment.

Demographics Traits

> Urbanicity: Urban
> Income: Wealthy
> Income Producing Assets: Millionaires
> Age Ranges: Age 35-54
> Presence of Kids: Mostly w/ Kids
> Homeownership: Homeowners
> Employment Levels: Management and Professional
> Education Levels: Graduate Plus

Young Digerati Households are likely to:

> Own an Audi
> Send 50 or more text messages a day
> Eat at Starbucks
> Have a school loan
> Shop at Bloomingdales
> Go hiking/backpacking
> Visit Asia
> Use Uber
> Listen to Alternative

Source: Claritas PRIZM Premier 2018.