



LAKE STEVENS AT A GLANCE

Community Information

City Area — 9 square miles

Founded — 1838

Settled — 1886

Incorporated — 1960

Demographics

A city's residents are the source of its identity and the foundation for its future

2011 Population — 28,069

Median age — 32.9 years

Number of housing units — 10,206

Median family income — \$75,574

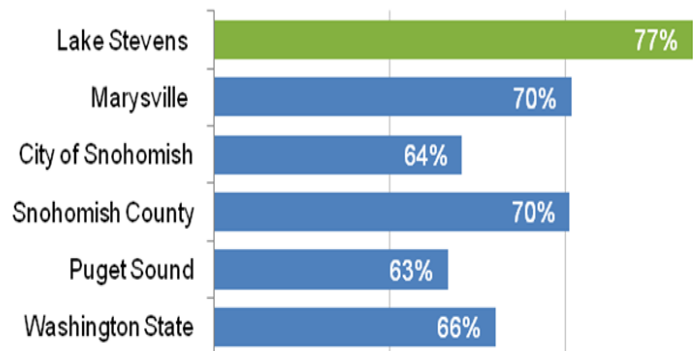
Median home cost — \$316,500

Monthly housing costs —

Mortgaged \$1,879.00 /

Rental \$1,139.00

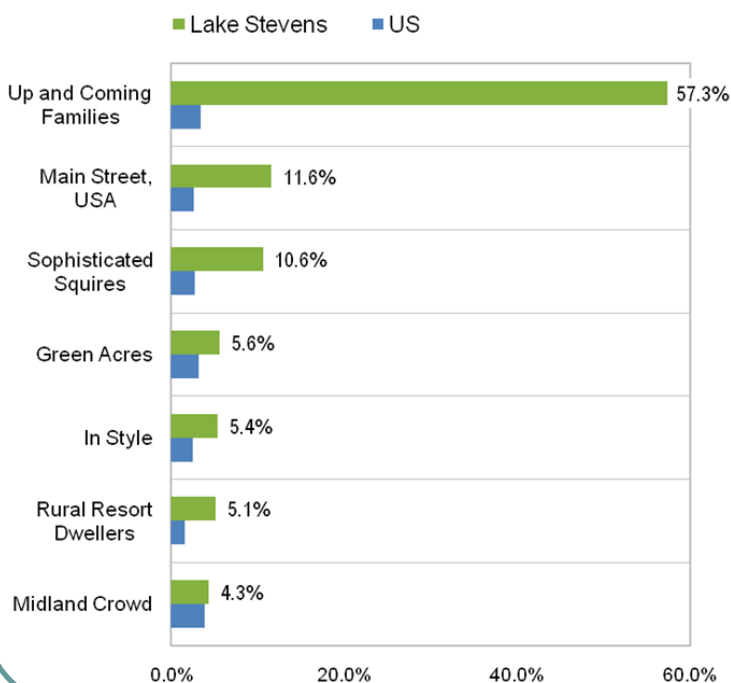
Families as Percent of All Households



Households & Community

A **tapestry segment model** describes a community by its qualities. This system uses traditional categories such as age & income along with categories that reflect the population's values, interests, and preferences. Nearly 60 percent of Lake Stevens' households are "Up and Coming Families."

Lake Stevens Tapestry Segments



Characteristics of Up and Coming Families

- Young parents & young children
- Working parents
- Relatively affluent
- Well-educated
- Budgeting for furniture, kids clothes, & minivans
- Entertainment — family restaurants, zoos, & theme parks

Employment Capacity

- The Puget Sound Regional Council estimates that Lake Stevens had 3,248 jobs in 2009
- Between 2005 – 2009, employment grew nearly 39.86 % annually
- The most significant increases were in the **Retail**, **FIRE** (finance, insurance and real estate), and **Services**
- Approximately 11% of the City's remaining capacity is on vacant land, while over two-thirds of the remaining capacity is on redevelopable or partially used land

Job Sector	2009	Annual Growth
Construction/Resources	308	33.33
FIRE	130	137.50
Manufacturing	71	<-2.24>
Retail	697	472.86
Services	1,220	98.48
WTU	63	4.17
Government	178	39.49
Education	581	<-1.46>
Total	3,248	39.86

Key Industry Clusters for the Future

Aerospace

Clean Technology

Life Sciences (Health)

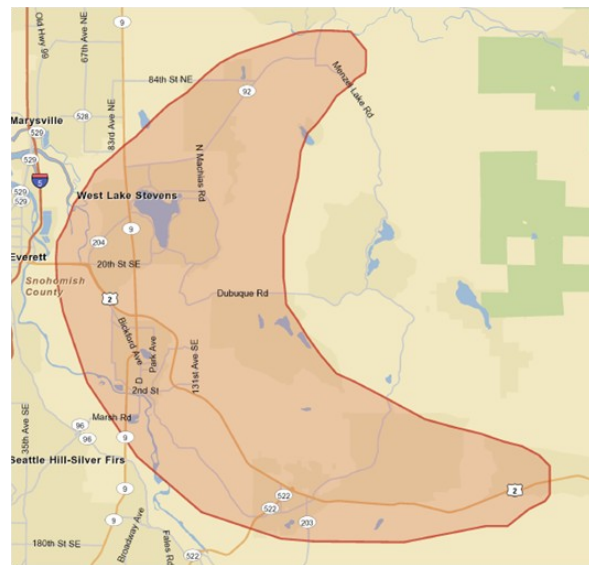
Outdoor Sports/Recreation Gear

Primary Retail Market



Potential to capture most local retail spending

Secondary Retail Market



Potential to capture a significant amount of regional spending as a retail center

Sources: *Washington State Office of Financial Management and United States Census Bureau, 2005-2009 American Community Survey; Puget Sound Regional Council, April 2010; Leland Consulting Group and LMN Architects, 2011a; and Leland Consulting Group and LMN Architects, 2011b*