

APPENDIX B

DEMOGRAPHIC REPORT

City of College Place, Comprehensive Plan – Appendix B: Demographic Report



CITY OF COLLEGE PLACE
COMPREHENSIVE PLAN
Demographic Report August 2017

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1.0 A Demographic, Social and Economic Profile for the City of College Place

This report provides information on the location and background of the City of College Place within the State of Washington. It describes and presents demographic, social and economic data for the City, Walla County and Washington State. Most data for the report was collected from the U.S. Census Bureau, with primary use of the American Community Survey (ACS) estimates. The ACS is a nationwide survey designed to provide communities a fresh look at how they are changing. The ACS collects information such as age, race, income, commute time to work, home value, and other important data. The ACS collects and produces population and housing information every year instead of every ten years. Collecting data every year provides more up-to-date information throughout the decade about the U.S. population at the local community level.

1.1 Purpose

The City of College Place employees and public officials can use this report as a reference tool and decision-making guide to inform the development of their comprehensive plan update. The type of data presented and analyzed here can be used for further analysis of trends, assist in the design or modification of existing programs and services, to assess the current or future community needs for services, and to facilitate informed decisions.

2.0 Location and Background

The City of College Place is located in Walla Walla County, in the southeastern portion of Washington State. The city is home to just under 10,000 people and is adjacent to the City of Walla Walla. College Place is one of four cities in the County. The City is backed by the Blue Mountains and apart of the Walla Walla Valley. The area is known for its fertile agricultural land and vineyards.

Figure 1. Map of Washington highlighting Walla Walla County. Source: WA State Department of Transportation.

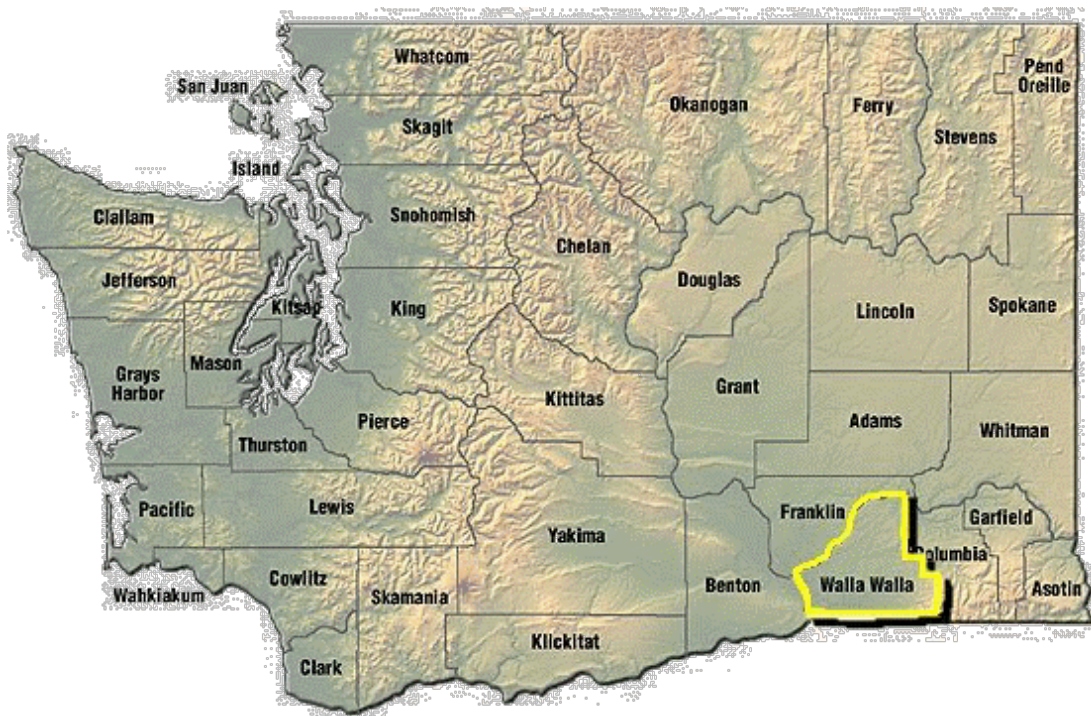


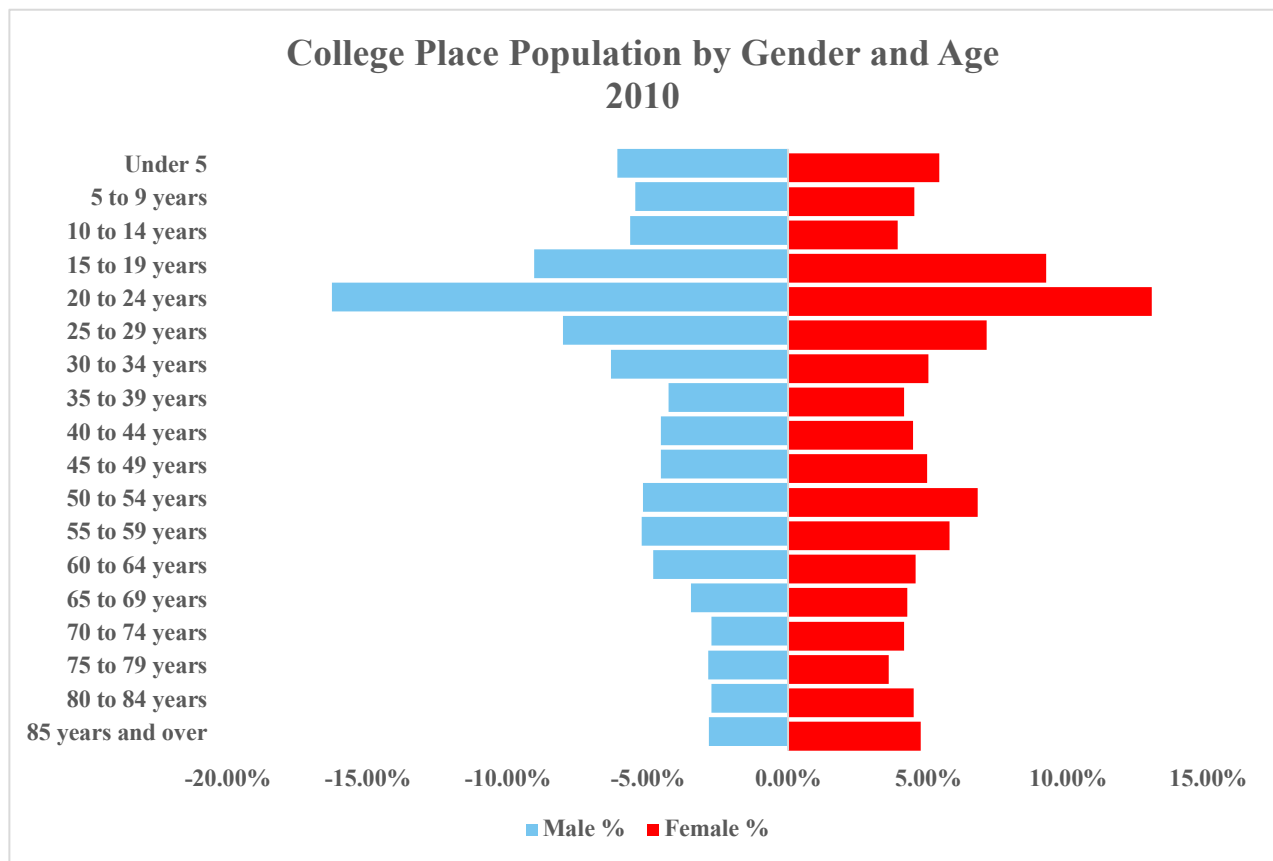
Figure 2. Map of Washington highlighting Walla Walla County and the Incorporated Cities. Source: WA State Department of Transportation.



3.0 Population Pyramids

Population statistics for the Census year 2010 show that the City of College Place had a total population of 8,765 people with 4,216 males and 4,549 females. The 2010 Census data on population by age and gender was used to generate a population pyramid, representing the total population of College Place in 5-year age cohorts for males and females. The largest percentage of the population falls into the age ranges of 0-34 years old with 4,588 people or 52% of the population. There is a significant drop in population starting at the age cohort of 35-39. The largest age cohort was for the ages of 20-24, with 1,277 people and 15% of the population. These figures suggest that many young people may stay or come to the area for educational pursuits, but likely leave the area to look for work after their education.

Figure 3. The City of College Place, WA Population by Gender and Age, 2010



Source: U.S. Census Bureau, American Fact Finder 2010 Demographic Profile Data.

4.0 Population Change

This section examines the total population change in the City of College Place from 1990 to 2010, along with a comparison for the same time period with county and state data.

4.1 Population Data

The City of College Place population was 6,308 people in 1990 (see Table 1). Over the next ten years, the population of City of College Place increased to 7,818 (23.94%). By 2010, the population in the City increased to 8,765 (12.11%). While the population increase and rate of change decreased from 2000 to 2010, growth is still occurring in the City and is a higher rate of growth when compared to the County of Walla Walla.

4.2 Trends in Population Change

Population growth increased slightly for the State of Washington, but the population trend showed an overall declining population growth rate over time. In 1990 the population was 4,866,659, which increased by 1,027,462 people to 5,894,121 (21.1%) in 2000. Then from 2000 to 2010, the State population increased to 6,724,540.

From 1990 to 2000 the Walla Walla County population increased by 6,741 (13.92%), its highest rate of increase from 1990 to 2010. In the subsequent decade, the population increase and rate of change declined. Between 2000 and 2010 the County population only grew by 947 (6.53%). The City's rate of population, when compared to the growth rates for the County and the State, was significantly higher than either the State or the County for the time between 1990 and 2000. The population growth remained high for the City when compared to Walla Walla County between 2000 and 2010. (Table 1. Figure 4).

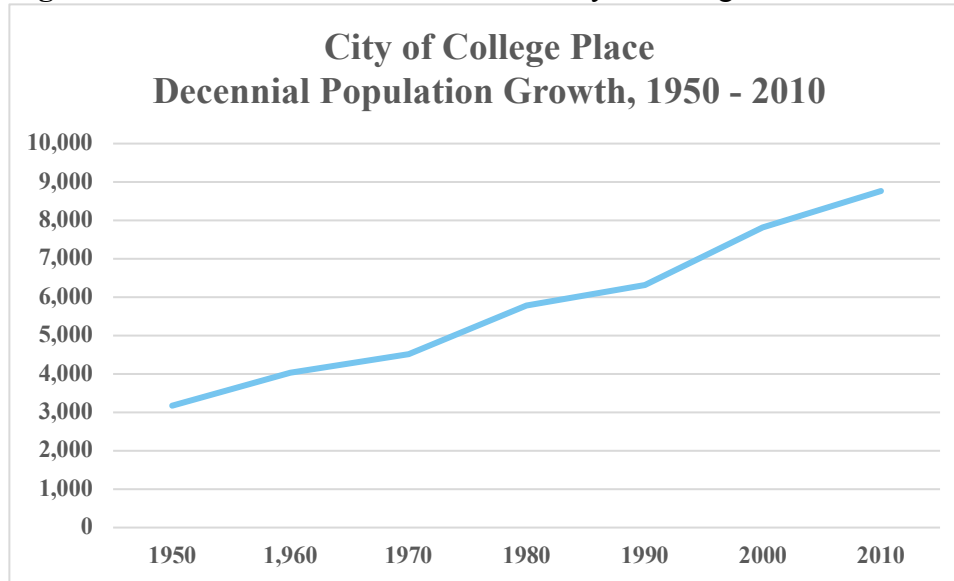
Table. 1. Total Population and Percent Change, Comparing City of College Place and Walla Walla with Washington State, 1990-2010.

	1990	2000	Real Change	Rate of Change	2010	Real Change	Rate of Change
College Place	6,308	7,818	1,510	23.94	8,765	3,601	12.11
Walla Walla	48,439	55,180	6,741	13.92	58,781	947	6.53
Washington	4,866,659	5,894,143	1,027,484	21.11	6,724,540	830,397	14.09

Source: Washington Office of Financial Management, Decennial Census Counts Populations for Cities and Counties.

4.3 Historical Population Growth

Figure 4. Decennial Census counts of the City of College Place 1950 - 2010.



Source: Washington State Office of Financial Management.

Table 2. Decennial Census counts of the City of College Place from 1950 to 2010.

YEAR	1950	1,960	1970	1980	1990	2000	2010
POPULATION	3,174	4,031	4,510	5,790	6,308	7,818	8,765

Source: Washington State Office of Financial Management.

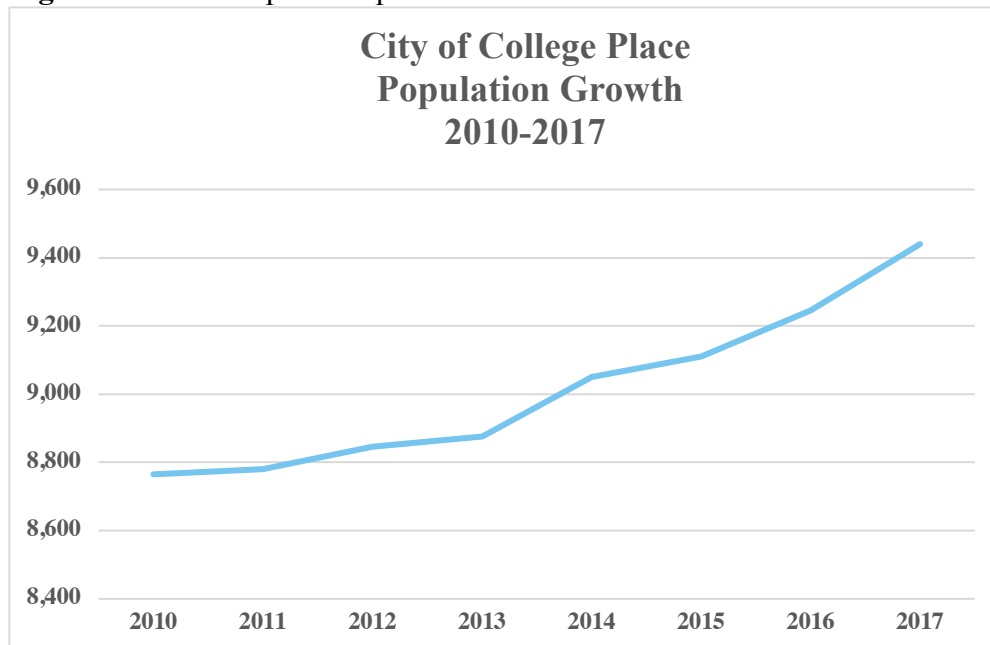
4.4 Recent Population Growth

Table 3. Annual April 1 Population Estimates from 2010 to 2017 for the City of College Place.

YEAR	2010	2011	2012	2013	2014	2015	2016	2017
POPULATION	8,765	8,780	8,845	8,875	9,050	9,110	9,245	9,440

Source: Washington State Office of Financial Management.

Figure 5. Annual April 1 Population Estimates from 2010 to 2017 for the City of College Place.



Source: Washington State Office of Financial Management.

4.5 Summary of Population Change

The population trends for Washington State, Walla Walla County and the City of College Place all show a decline in the population growth rate in the last decade when compared to the growth of the time period from 1990 –2000. However, all three jurisdictions are continuing to experience growth, with the highest growth rate occurring in the City of College Place.

5.0 Race and Ethnicity

This section presents the race, ethnicity data for the City of College Place, Washington based on the population data for 2010 from the United States Census Bureau. Definitions for race, ethnicity, and the combination of race and ethnicity are found in the 2010 Census report.

5.1 Introduction to Race

The Census uses the term race to generally reflect a social definition recognized in this country. They state that the use of the term race is not an attempt to define race biologically, anthropologically, or genetically. Data collection in 2010 used a minimum of five race categories: ‘White’, ‘Black or African American’, ‘American Indian or Alaska Native’, ‘Asian’, and ‘Native Hawaiian or Other Pacific Islander’, and respondents who were unable to identify with any of these five race categories indicated ‘Some Other Race’ or ‘Two or More Races’ (U.S. Census Bureau: Economics and Statistics Administration, 2010). Race was voluntarily self-identified and selected from designated categories that included the origin of peoples from geographic designations, examples of subcategories, and the actual race designation used in the census itself

5.2 Population by Racial Identities

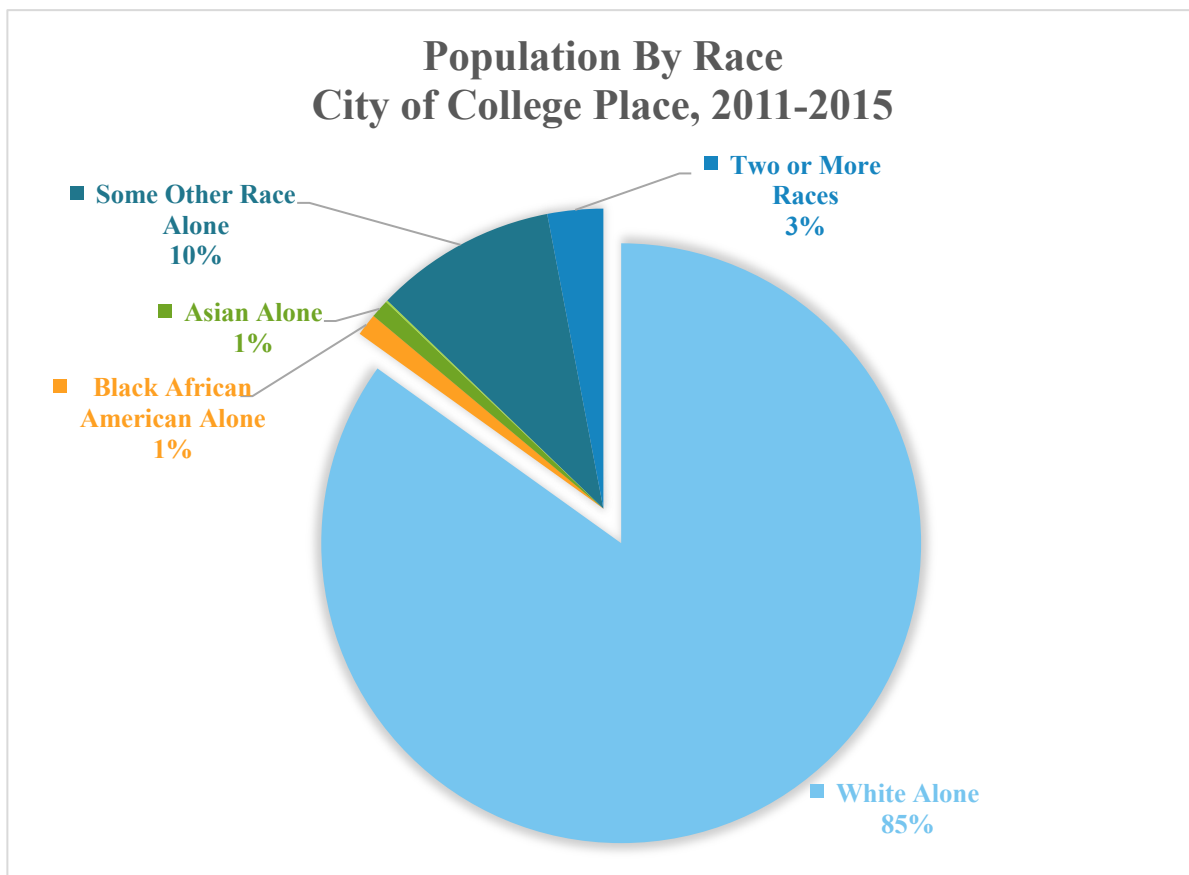
Data estimates showed 7,606 (85%) City of College Place residents racially identified as ‘White Alone’ in 2010. The next largest category was ‘Some other Race’ with 875 people (9.8%). There were 267 (3.0%) who identified as ‘Two or More Races’. The race categories with the smallest populations were, ‘Black African American Alone’ with 109 people (1.2%), ‘Asian Alone’ with 89 people (1%) and ‘Native Hawaiian & other Pacific Islander Alone’ with 11 people (.10%). (Table 4, Figure 6).

Table 4. Racial identities of residents in the City of College Place, WA, 2010.

CATEGORY OF RACE	POPULATION	PERCENT
White Alone	7,606	85%
Black African American Alone	109	1.2%
American Indian and Alaska Native Alone	0	0%
Asian Alone	89	1%
Native Hawaiian and other Pacific Islander Alone	11	0.10%
Some Other Race Alone	875	9.80%
Two or More Races	267	3.00%
TOTAL POPULATION	8,957	100%

Source: U.S. Census Bureau, 5-Year American Estimates Community Survey (ACS), 2011-2015.

Figure 6. Population by Race for the City of College Place, WA, 2010-2014.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

5.3 Population by Ethnicity

The Hispanic or Latino population in the City of College Place based on the Census American Community Survey Estimates for 2011-2015 was 1,284 people (14.3%). 7,673 (85.7%) identified as Not Hispanic or Latino (see Table 5, Figure 7).

Table 5. Hispanic or Latino and Race in the City of College Place, WA, 2011-2015 (ACS).

ETHNICITY	POPULATION	PERCENT
Not Hispanic or Latino	7,673	85.7%
Hispanic or Latino	1,284	14.3%
TOTAL POPULATION	8,957	100%

Source: U.S. Census Bureau, Hispanic or Latino Origin by Race, American Community Survey (ACS) 5-Year Estimates, 2011-2015.

Figure 7. Hispanic or Latino Population Ethnicity, City of College Place, WA, 2011-2015 (ACS).



Source: U.S. Census Bureau, Hispanic or Latino Origin by Race, American Community Survey (ACS) 5-Year Estimates, 2011-2015

5.4 Population by Race and Ethnicity

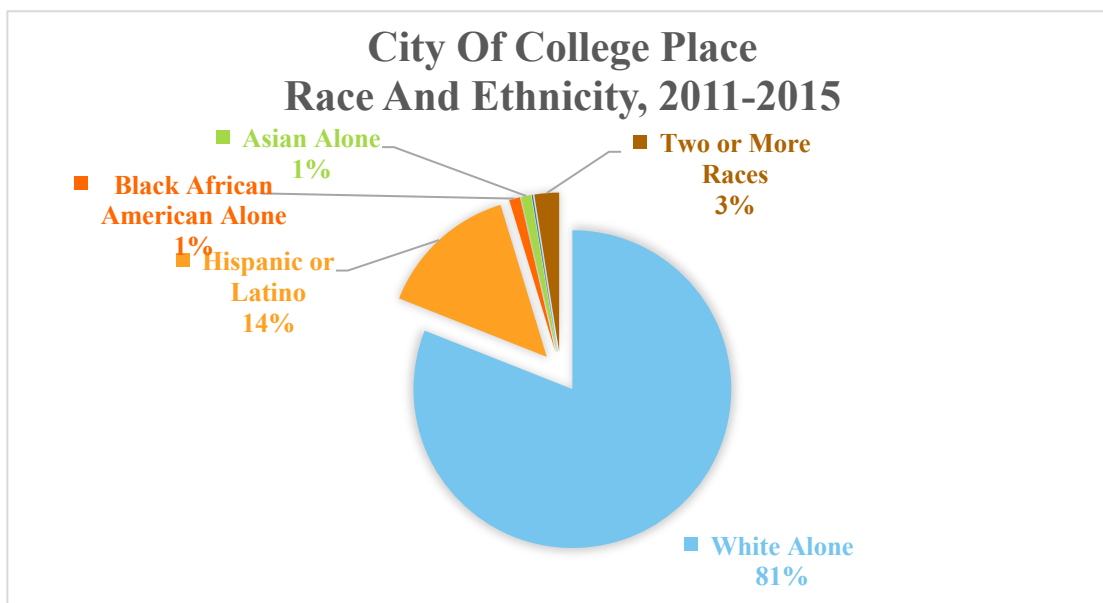
The U.S. Census questionnaires were designed with racial categories that combined with the ethnicity distinction between Hispanic and Non-Hispanic to create a category for race and ethnicity. In the City of College Place, the minority population is very small with 7,251 people reporting 'white' (81%) and a total of 7,673 people reporting to not be Hispanic or Latino (85.7%). (Table 6, Figure 8).

Table 6. Population for the College Place, WA by Race and Ethnicity.

RACE AND ETHNICITY	POPULATION	PERCENT
Not Hispanic or Latino	7,673	85.7%
White Alone	7,251	81.0%
Hispanic or Latino	1,284	14.3%
Black African American Alone	102	1.1%
American Indian & Alaska Native Alone	0	0.0%
Asian Alone	89	1.0%
Native Hawaiian & Alaska Native Alone	11	0.1%
Some other Race	0	0.0%
Two or More Races	220	2.5%
TOTAL POPULATION	8,957	100%

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 8. Population for the City of College Place, WA by Race and Ethnicity, 2011-2015 (ACS).



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

5.5 Summary of Population by Race and Ethnicity

The racial identity of most residents in the City of College Place was reported as ‘White Alone’ (7,251 people, 81%) by the American Community Survey for the 5-year estimates from 2011-2015. In the same time period, 7,673 people (85.7%) of residents identified as ‘Not Hispanic or Latino’. 220 people (2.5%) of the population reported ‘Two or More Races’.

6.0 Households and Housing

This section describes trends in the composition of the City of College Place households along with the most recent American Community Survey 5-Year estimates for housing data by type, housing occupancy, and housing tenure for 2011-2015.

6.1 Household Types

The categories of household types defined by the U.S. Census are divided into two sections, 'family' and 'non-family' households. These are then broken out into further descriptive groupings. Under 'family' households there are 'husband-wife' families, 'male' or 'female' householders with no spouse present, and under the 'non-family' category there is the category of 'householders living alone'. The number of householders not living alone, includes households where multiple householders are living together.

6.1.1 Analysis of Household Types

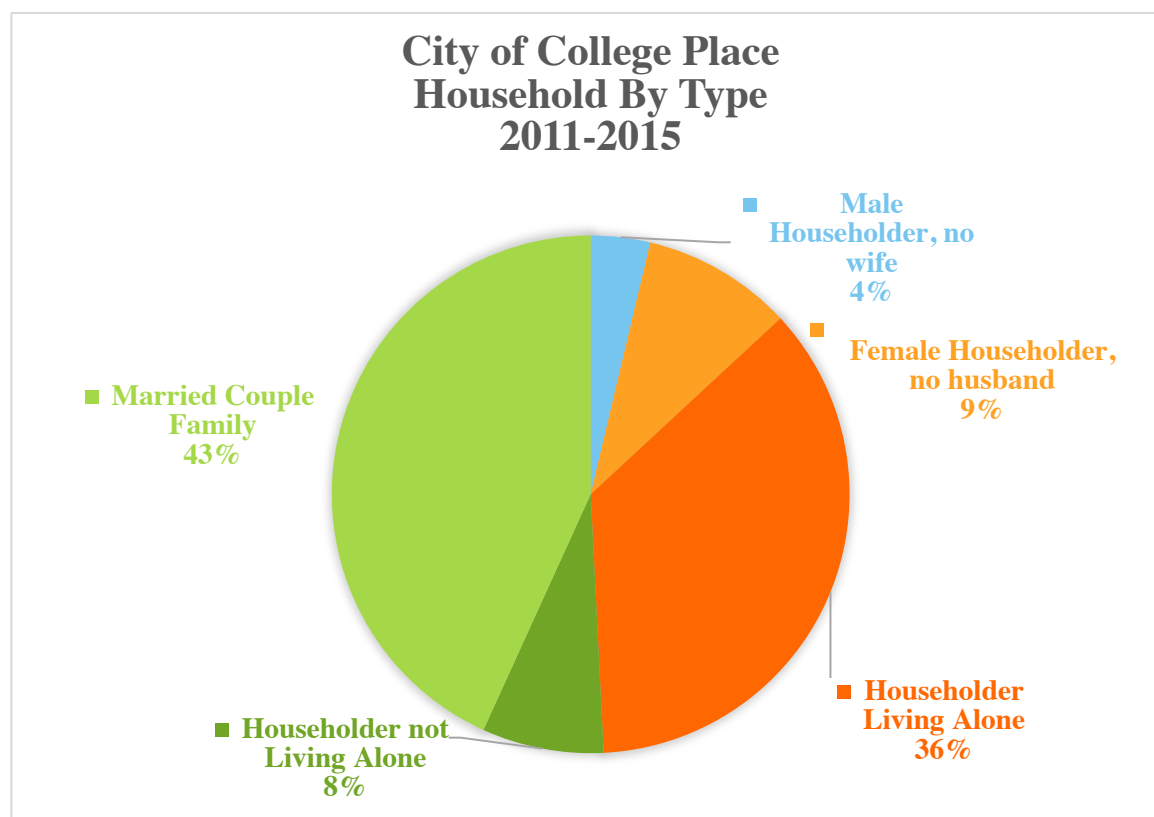
The analysis was conducted using the U.S. Census American Community Survey (ACS) 2011-2015 estimates. Out of a total of 3,459 occupied housing units, more than half of the households in the City were estimated to be 'family households' (56.2%) with 43.2% 'married couples' and 13.1% 'other families'. Over 36% of the households are single people living alone. The proportion of women without husbands consist of 9.4% of the households overall, with male householders living without wives consist of 3.7%. Multiple householders living together is estimated at 7.6% of the 3,459 total occupied housing units in the City of College Place. (Table 7, Figure 9).

Table 7. Households by Type for the City of College Place, WA.

HOUSEHOLDS BY TYPE	PERCENT
Family Households	56.2%
Non-Family Households	43.8%
TOTAL HOUSEHOLDS	100.0%
Male Householder, no wife	3.7%
Female Householder, no husband	9.4%
Householder Living Alone	36.1%
Householder not Living Alone	7.6%
Married Couple Family	43.2%
TOTAL HOUSEHOLDS	100.0%

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 9. Households by Type for the City of College Place, WA. Households by Type 5-year Estimates 2011-2015 (ACS).



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

6.2 Housing Occupancy

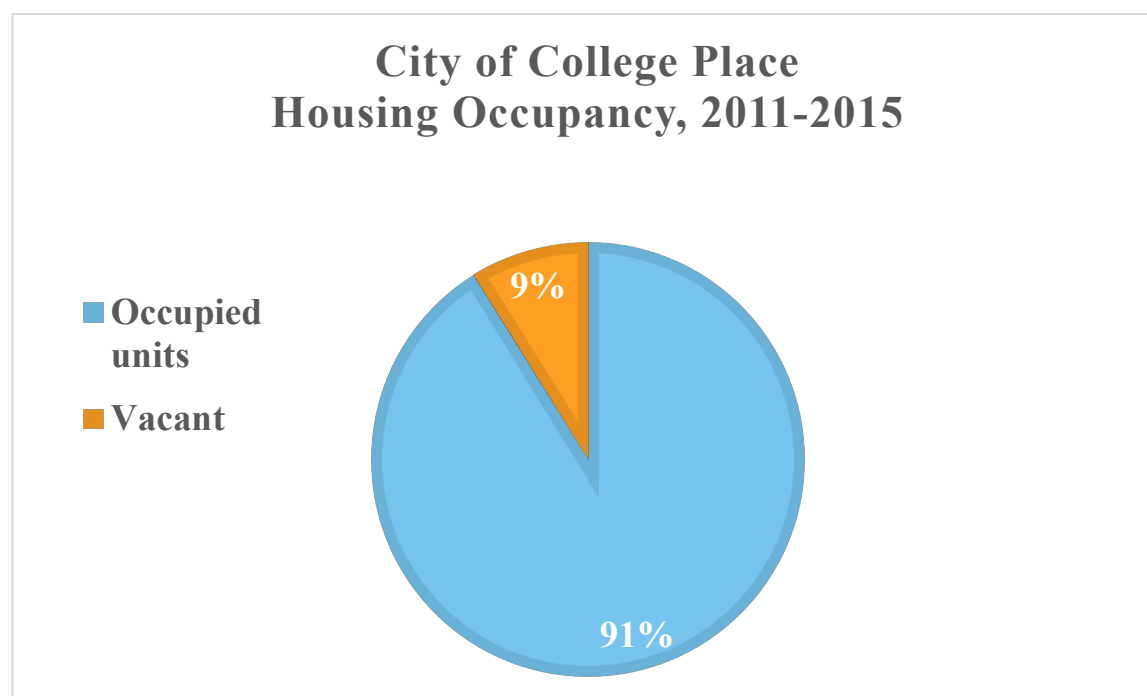
The Census collects data for the following housing occupancy categories: ‘occupied’ or ‘vacant’, with units further subdivided into ‘rented’ or ‘owner-occupied’. According to the Census, occupied means a “housing unit is the usual place of residence of the person or group of people living in it at the time of enumeration.” Of the total 3,794 housing units in the City of College Place, 3,459 (91.2%) were occupied and 335 (8.8%) were vacant. College Place has a very high occupancy rate, with few vacancies. According to the American Community Survey estimates for 2011-2015, the City of College Place had 1,833 (53%) owner-occupied units versus 1,626 (47%) rental-occupied units. (Table 8, Figure 10).

Table 8. Housing Occupancy and Housing Tenure for the City of College Place, WA.

HOUSING OCCUPANCY	ESTIMATE	PERCENT
Occupied units	3,459	91.2%
Vacant	335	8.8%
Owner occupied	1,833	53.0%
Renter occupied	1,626	47.0%
Homeowner vacancy rate	2.5	-
Rental vacancy rate	9.1	-
Average household size of owner-occupied unit	2.35	-
Average household size of renter-occupied unit	2.24	-
TOTAL HOUSING UNITS	3,794	100%

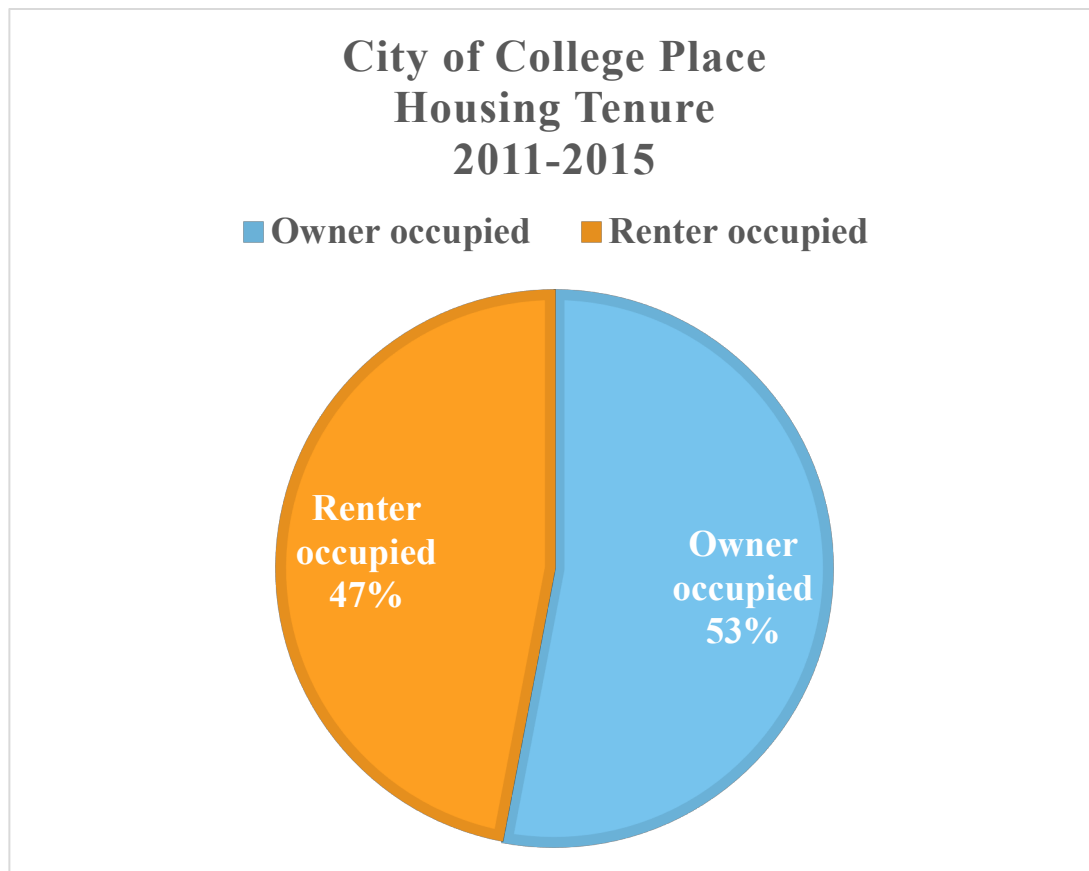
Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 10. Housing Occupancy, City of College Place, WA.



Source: U.S. Census Bureau, 2011-2015, 5-Year American Community Survey (ACS).

Figure 11. Housing Tenure, City of College Place, WA.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

6.3 Housing Vacancy Rates

The vacancy rate is the percentage of all available units in a rental property, such as an apartment complex, that are vacant or unoccupied at a particular time. High vacancy rates indicate that the property is not renting well. Low vacancy rates point to strong rental sales.

The City of College Place has the highest rental vacancy rate when compared with Walla Walla County and the City of Spokane with a rate of 9.1. This is compared to Walla Walla County's rental vacancy rate of 6.1 and the City of Spokane's rental vacancy rate of 5.7. Since 2009, nationally, the rental vacancy rate has dropped to near 6.5. Washington State reported a rental vacancy rate of 3.65 on average for the first two quarters of 2017. (Table 9).

Table 9. Housing Vacancy Rates for City of College Place, Walla Walla County and City of Spokane.

HOUSING VACANCY RATES		RATE
College Place		
Homeowner Vacancy Rate		2.5
Rental Vacancy Rate		9.1
Walla Walla County		
Homeowner Vacancy Rate		1.7
Rental Vacancy Rate		6.1
City of Spokane		
Homeowner Vacancy Rate		2.3
Rental Vacancy Rate		5.7

6.4 Value of Homes

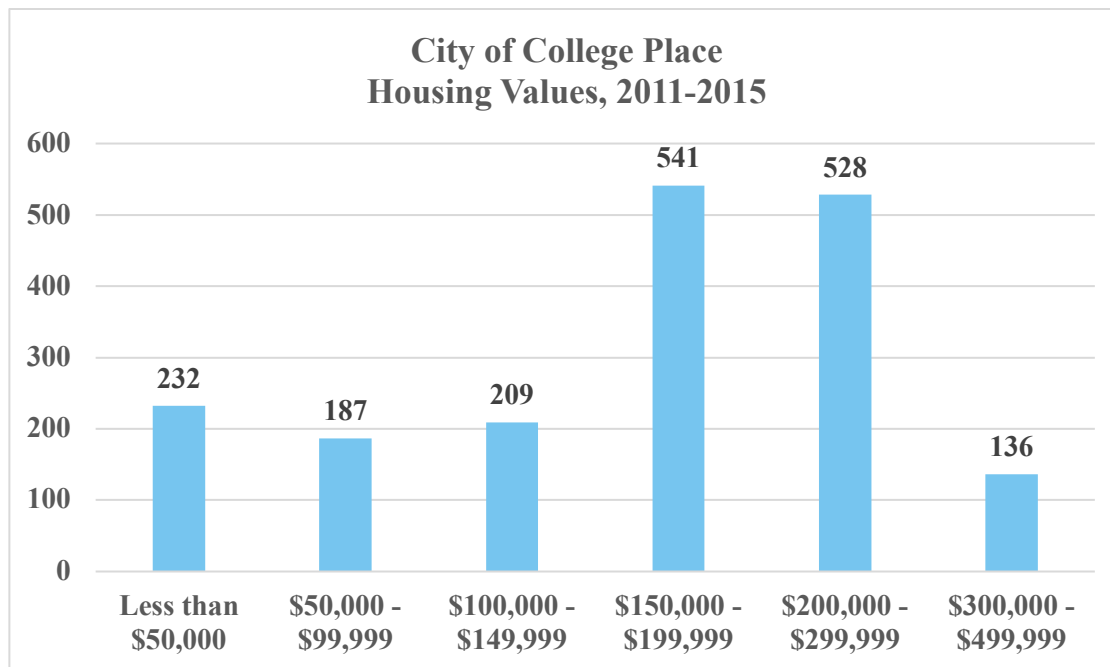
The average value of owner-occupied homes in the City of College Place, according to the Census American Community Survey for 2011-2015 was \$175,000 dollars. The home value category with the most owner-occupied units was \$150,000 to \$199,999 with 541 houses (29.5%). With almost the same number of owner-occupied units, homes valued between \$200,000 - \$299,999 with 528 houses (28.8%). There were 232 (12.7%) homes valued at under \$232,000. (Table 10, Figure 13).

Table 10. City of College Place, WA Housing Values 2011-2015 (ACS).

HOUSING VALUE	ESTIMATE	PERCENT
Less than \$50,000	232	12.7%
\$50,000 - \$99,999	187	10.2%
\$100,000 - \$149,999	209	11.4%
\$150,000 - \$199,999	541	29.5%
\$200,000 - \$299,999	528	28.8%
\$300,000 - \$499,999	136	7.4%
\$500,000 - \$999,999	0	0.0%
TOTAL OWNER-OCCUPIED UNITS	1,833	100%

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 13. Housing Values for the City of College Place, WA.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

6.5 Age of Structures

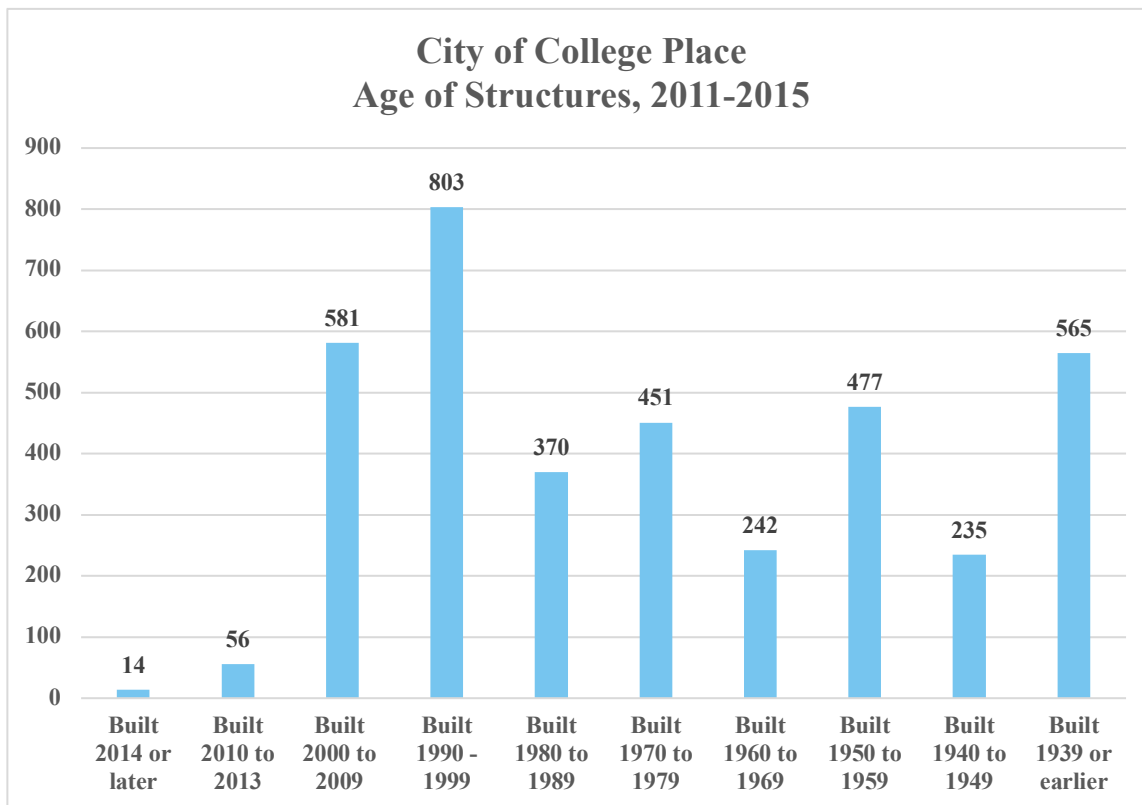
In the City of College Place, the majority of the houses within the City were built before 2010. The largest portion of houses were built between 1990 to 1999 with 803 (21.2%) units. The numbers of houses being built remained relatively high until 2010, with 581 (15.3%) units built between 2000 and 2009. There are also a significant number of homes that were built before 1939 (565 units, 14.9%). (Table 11, Figure14).

Table 11. Age of Housing Units in the City of College Place, WA.

AGE OF STRUCTURES	ESTIMATE	PERCENT
Built 2014 or later	14	0.4%
Built 2010 to 2013	56	1.5%
Built 2000 to 2009	581	15.3%
Built 1990 to 1999	803	21.2%
Built 1980 to 1989	370	9.8%
Built 1970 to 1979	451	11.9%
Built 1960 to 1969	242	6.4%
Built 1950 to 1959	477	12.6%
Built 1940 to 1949	235	6.2%
Built 1939 or earlier	565	14.9%
TOTAL UNITS	3,794	100%

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 14. Age of Structures for the City of College Place, WA.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

6.6 Cost of Rent

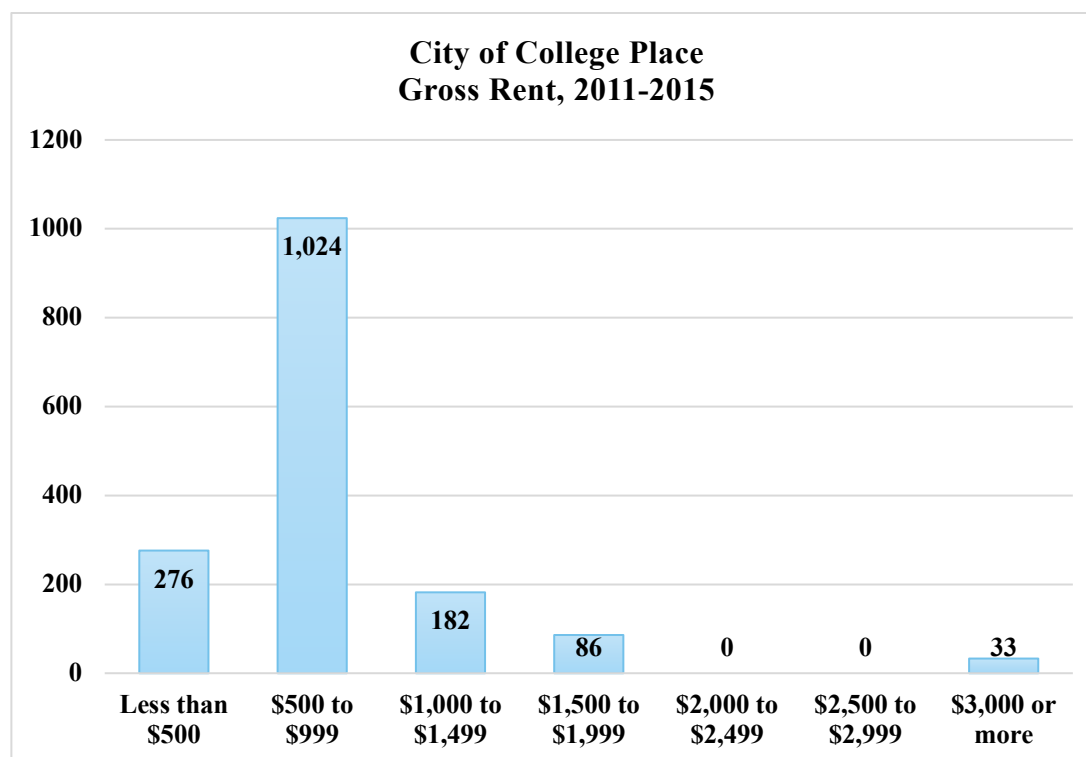
The average cost of rent for housing in the City of College Place was estimated at \$753 by the American Community Survey for 2011 to 2015. Of the 1,601 rental units available, the majority of rental prices fell into the \$500 to \$999 range with 1,024 units (64%). This price range was much larger than all the other rent categories. The next closest range was under \$500 with 276 units (17.2%). (Table 11, Figure 16).

Table 11. Average Cost of Rent for Rental Housing in the City of College Place, WA.

GROSS RENT	ESTIMATE	PERCENT
Less than \$500	276	17.2%
\$500 to \$999	1,024	64.0%
\$1,000 to \$1,499	182	11.4%
\$1,500 to \$1,999	86	5.4%
\$2,000 to \$2,499	0	0.0%
\$2,500 to \$2,999	0	0.0%
\$3,000 or more	33	2.1%
TOTAL RENTAL UNITS	1,601	100%
Median Rent	\$753	-

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 16. Gross Monthly Rents for Rental Units Available in the City of College Place, WA.



Source: U.S. Census, Profile of General Population and Housing Characteristics: 2011-2015 American Community Survey (ACS).

6.7 Summary of Households and Housing

The majority of houses in the City of College Place are valued between \$150,000 and \$299,000. The biggest surge of new home construction took place between 1990 and 1999 with 803 homes. Sixty-four percent or 1,024 rental units have a gross rent of \$500-\$999. The median rent is \$753.

7.0 Education Characteristics

The educational and school enrollment characteristics for the City of College Place were drawn from the U.S. Census Bureau, 5-Year Estimates 2011-2015 American Community Survey Estimates (ACS).

7.1 Educational Attainment Estimates

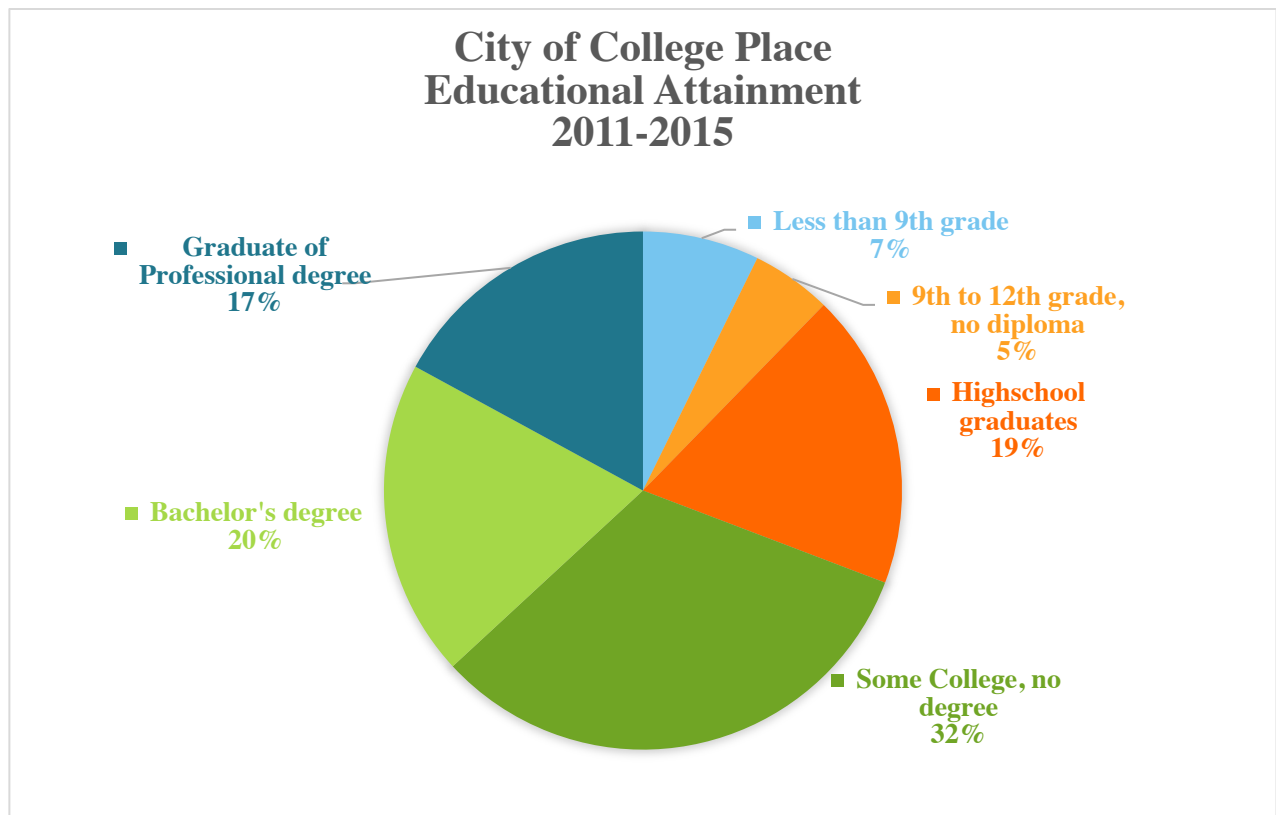
The definition of ‘educational attainment’ for Census purposes is a measure of the highest level of education completed for a particular portion of the population. Out of 5,460 people living in College Place over the age of 25, 1,481 (27.1%) had some college, but no degree. The next largest category for education attainment was 908 (16.6%) people with a bachelor’s degree. The category was closely followed by high school graduates with 846 people (15.5%) and 782 people with a graduate or professional degree (782 people or 14.3%). (Table 12, Figure 17).

Table 12. Educational Attainment for the Population of the City of College Place, WA.

LEVEL OF EDUCATION	ESTIMATE	PERCENT
Total Population 25 years and older	5,460	100.0%
Less than 9th grade	335	6.1%
9th to 12th grade, no diploma	229	4.2%
High school graduates	846	15.5%
Some College, no degree	1,481	27.1%
Bachelor's degree	908	16.6%
Graduate of Professional degree	782	14.3%
Percent High school graduate or higher		89.7%
Percent Bachelor's degree or higher		31.0%

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015 Estimates.

Figure 17. Educational attainment estimates for the City of College Place, WA, 2011-2015.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

7.2 School Enrollment Estimates

The school enrollment designation reports on the population “Enrolled in a Regular School” (U.S. Census Bureau, 2015). “Regular school” means an educational institution where a person works “towards an elementary school certificate, high school diploma, or college, university, or professional school degree” (U.S. Census Bureau, 2015).

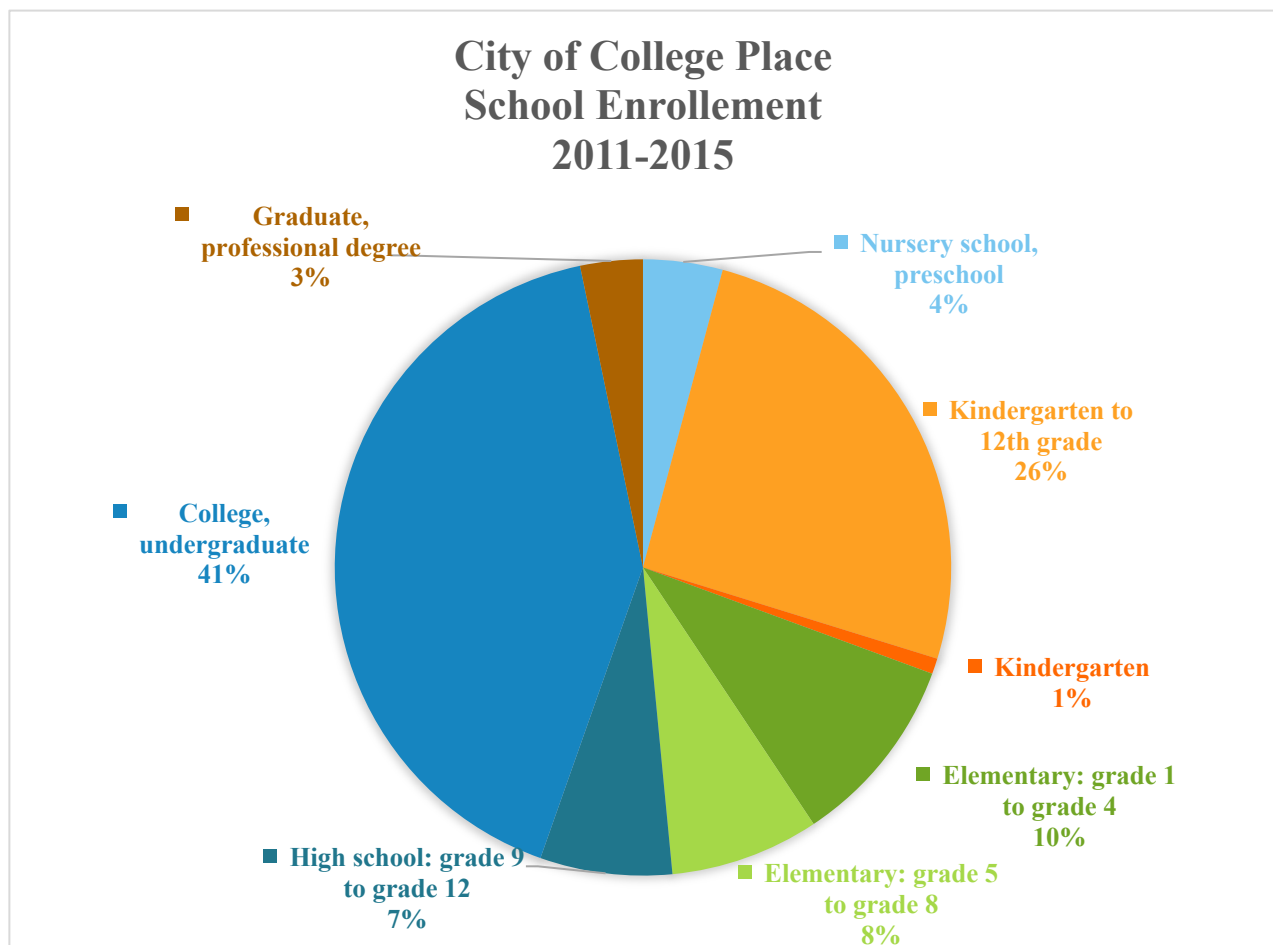
The City of College Place population for educational enrollment numbers showed that there were 774 students (34.4%) enrolled in Kindergarten to 12th grade, as compared with the 1,249 students (55.5%) that were enrolled in undergraduate college programs (Table 13, Figure 18).

Table 13. Levels of Educational Enrollment for the City of College Place, WA.

SCHOOL ENROLLMENT	ESTIMATE	PERCENT
Population 3 years and over, enrolled in school	2,250	100.0%
Nursery school, preschool	127	5.6%
Kindergarten to 12th grade	774	34.4%
Kindergarten	25	1.1%
Elementary: grade 1 to grade 4	303	13.5%
Elementary: grade 5 to grade 8	236	10.5%
High school: grade 9 to grade 12	210	9.3%
College, undergraduate	1,249	55.5%
Graduate, professional degree	100	4.4%

Source: U.S. Census Bureau, 5-Year American Community Survey, 2011-2015.

Figure 18. Educational Enrollment Estimates for the City of College Place, WA. (ACS).



Source: U.S. Census Bureau, 2011-2015, 5-Year American Community Survey (ACS) Estimates.

7.3 Summary of Education Characteristics

Of the 5,460 people that are 25 and older within the City of College Place, there are 229 (4.2%) that have not received a high school diploma or equivalency of that. The highest percentage of educational attainment was in the category of ‘some college, no degree, with 1,481 (27.1%) of the population.

Out of the 2,250 people that are 3 years and over and enrolled in school, 774 (34.4%) of them were enrolled in Kindergarten through 12th grade. Whereas over half of that population was enrolled in undergraduate college degrees, with 1,249 people (55.5%). This shows that a large percentage of the population are pursuing college degrees in the City of College Place.

The enrollment rates for Walla Walla University in the City of College Place reached 1,894 students, with 1,700 undergraduates in 2016. The University offers one and two bedroom apartments fifty homes with one to four bedrooms. According to the U.S. Census, college students living at their parental home while attending college are counted as living in their parental home, and college students living away from their parental home while attending college are counted at the on-campus or off-campus residence where they live and sleep most of the time.

8.0 Employment, Income, and Occupation by Industry

This section reports the U.S. Census Bureau 2011-2015 American Community Survey estimates for the City of College Place in the categories of employment status, income levels, and occupations by industry.

8.1 Employment Status of the Workforce

Employment data is centered on calculations of those persons who are considered part of the workforce. The official workforce consists of those people of working age who are capable, willing and able to work, as well as those actively seeking work (United States Census, 2015).

The employment data is categorized into ‘employed’, ‘unemployed’, ‘military’, and ‘not in the workforce’. The table below depicts the 2011-2015 estimates for the employment status of the City of College Place residents. The total population over 16 years old for this time period was 7,499. The estimated overall unemployment rate was 4.7% (221 people). There are 4,974 people within the labor force, of those 4,741 (63.2%) are currently employed (Table 14, Figure 19).

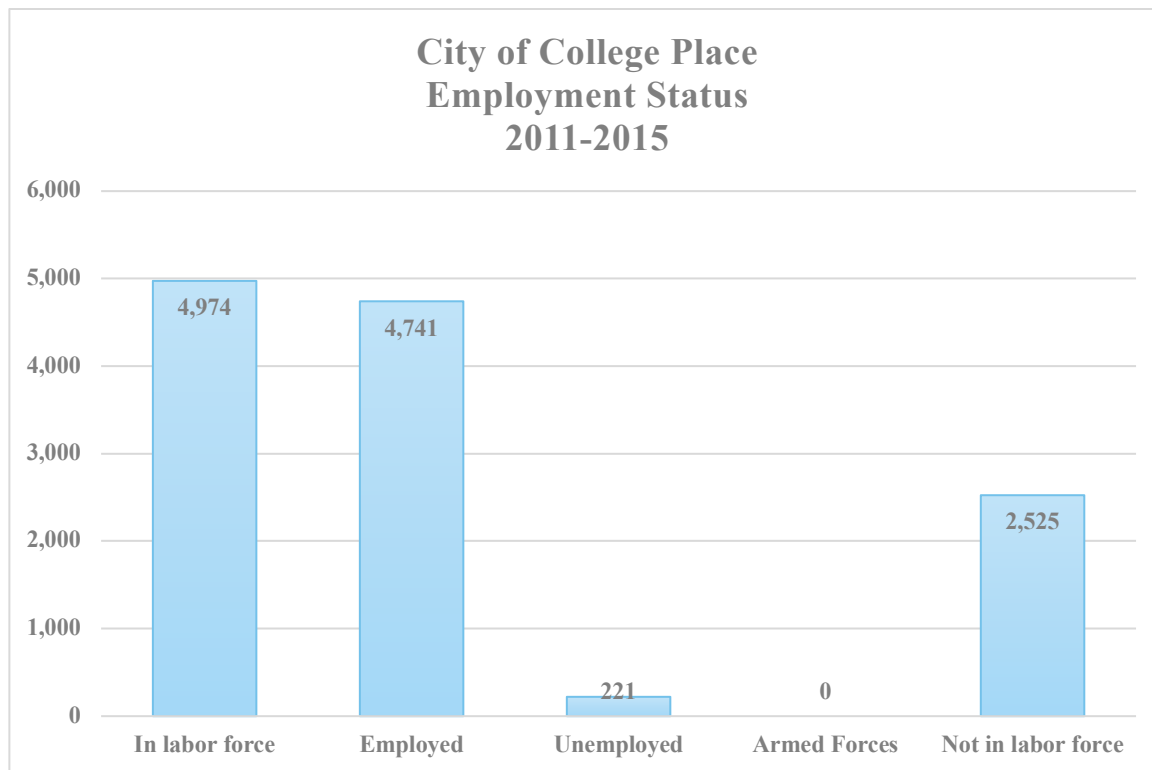
Table 14. Employment Status in the City of College Place, WA.

EMPLOYMENT STATUS	ESTIMATE	PERCENT
Population 16 and over	7,499	100.0%
In labor force	4,974	66.3%
Employed	4,741	63.2%
Unemployed	221	3.1%
Armed Forces	0	0.0%
Not in labor force	2,525	33.7%

Unemployment rate	4.7%
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Source: U.S. Census Bureau, 5-Year American Community Survey (ACS) 2011-2015.

Figure 19. Employment Status in the City of College Place, WA.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS) 2011-2015.

8.2 Household Income

Household income data offers insight into a community's vitality. Household income is based on the income of the head of household, plus the income of all household occupants over 15 years of age, regardless of their relationship to the householder. The largest group of households have an income in the range of \$50,000 to \$74,999 a year with 735 (21.2%) households. The second largest group of households were those making \$35,000 to \$49,999 a year, with 706 (20.4%) households in this group (Table 15, Figure 20).

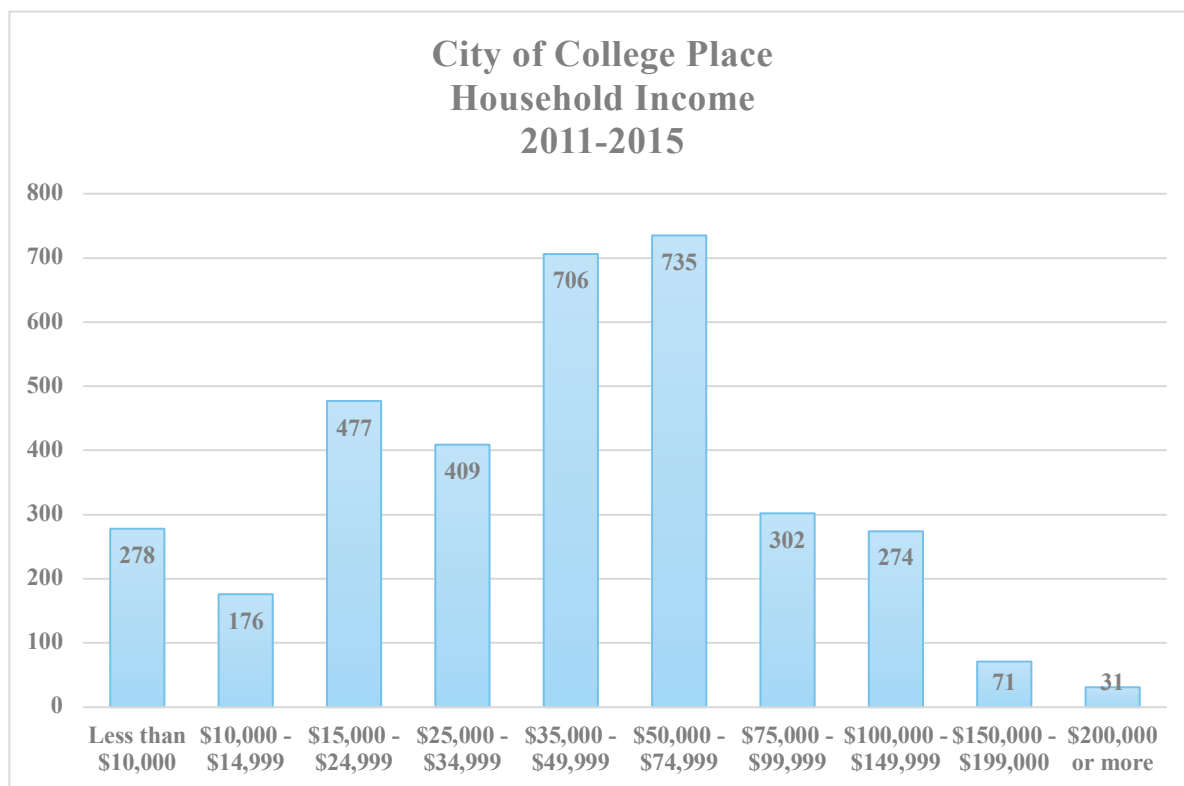
Table 15. Household Income estimates for the City of College Place, WA.

HOUSEHOLD INCOME	ESTIMATED HOUSEHOLDS	PERCENT
Total Households	3,459	100.0%
Less than \$10,000	278	8.0%
\$10,000 - \$14,999	176	5.1%
\$15,000 - \$24,999	477	13.8%
\$25,000 - \$34,999	409	11.8%
\$35,000 - \$49,999	706	20.4%
\$50,000 - \$74,999	735	21.2%
\$75,000 - \$99,999	302	8.7%
\$100,000 - \$149,999	274	7.9%
\$150,000 - \$199,000	71	2.1%
\$200,000 or more	31	0.9%

Median Household Income \$42,704

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 20. Range of household incomes in the City of College Place, WA.



Source: U.S. Census Bureau, 2011-2015, 5-Year American Community Survey (ACS).

8.3 Occupation by Industry

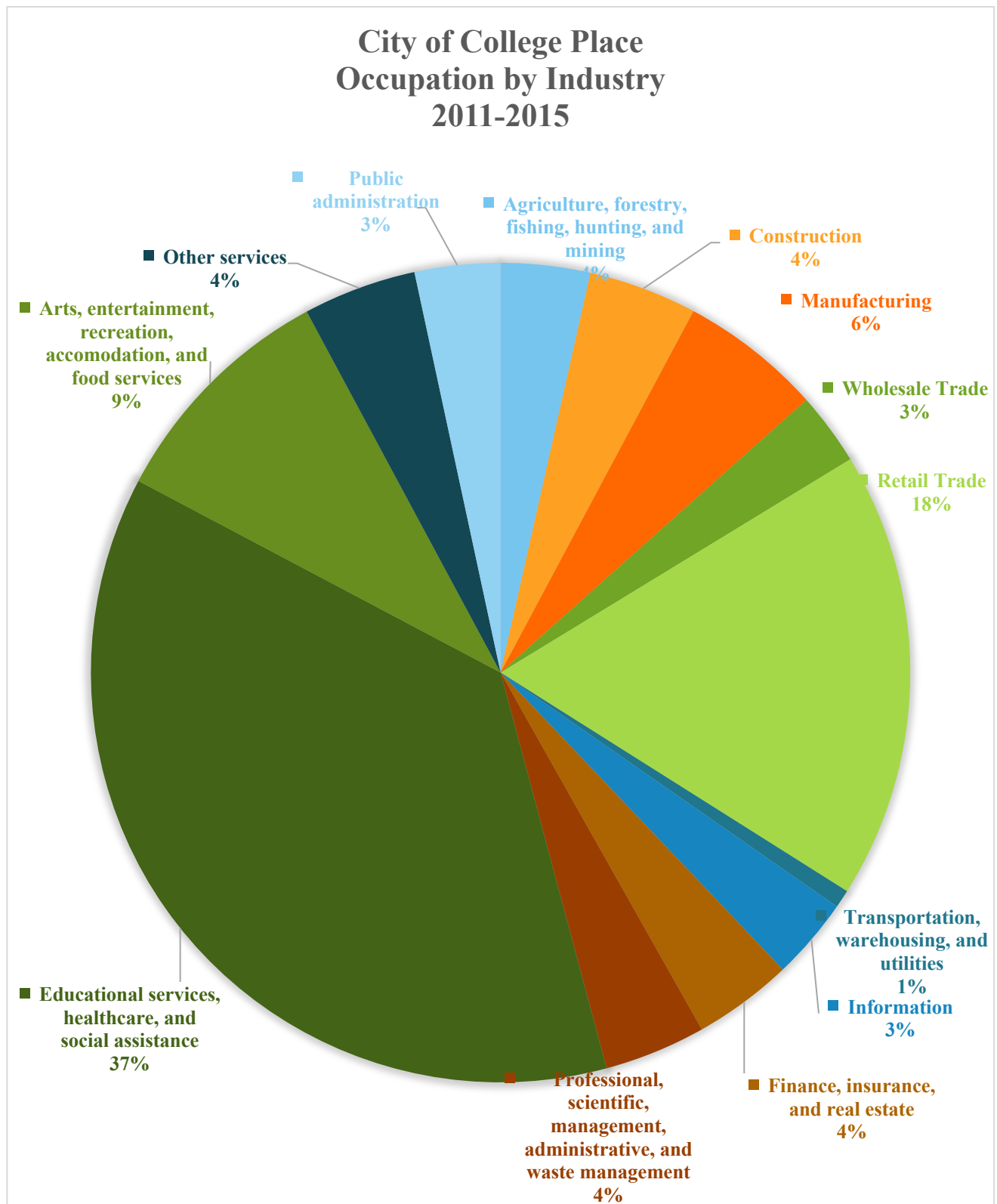
Occupations are classified using the North American Industrial Classification System (NAICS). Below is a pie chart showing the categories of industry by occupation in the City of College Place. There are thirteen industries included in the City of College Place, 'Occupation by Industry' reports are based on the estimates provided in the U.S. Census Bureau American Community 5-year estimates for 2011-2015. The largest industry within the city is 'Educational Services, Health Care, and Social Assistance' with 1,750 workers (36.9%). The second largest industry is 'Retail Trade' with 838 workers (17.7%). (Table 16, Figure 21.)

Table 16. Estimates of Population in the Labor Force by Industry, City of College Place, WA.

OCCUPATION BY INDUSTRY	ESTIMATE	PERCENT
Civilian employed population, 16 years and over	4,741	100.0%
Agriculture, forestry, fishing, hunting, and mining	167	3.5%
Construction	203	4.3%
Manufacturing	266	5.6%
Wholesale Trade	136	2.9%
Retail Trade	838	17.7%
Transportation, warehousing, and utilities	34	0.7%
Information	153	3.2%
Finance, insurance, and real estate	186	3.9%
Professional, scientific, management, administrative, and waste management	190	4.0%
Educational services, healthcare, and social assistance	1,750	36.9%
Arts, entertainment, recreation, accommodation, and food services	446	9.4%
Other services	212	4.5%
Public administration	160	3.4%

Source: U.S. Census Bureau, 2011-2015, 5-Year American Community Survey (ACS).

Figure 21. Scope of Occupations by Industry for the City of College Place, WA.

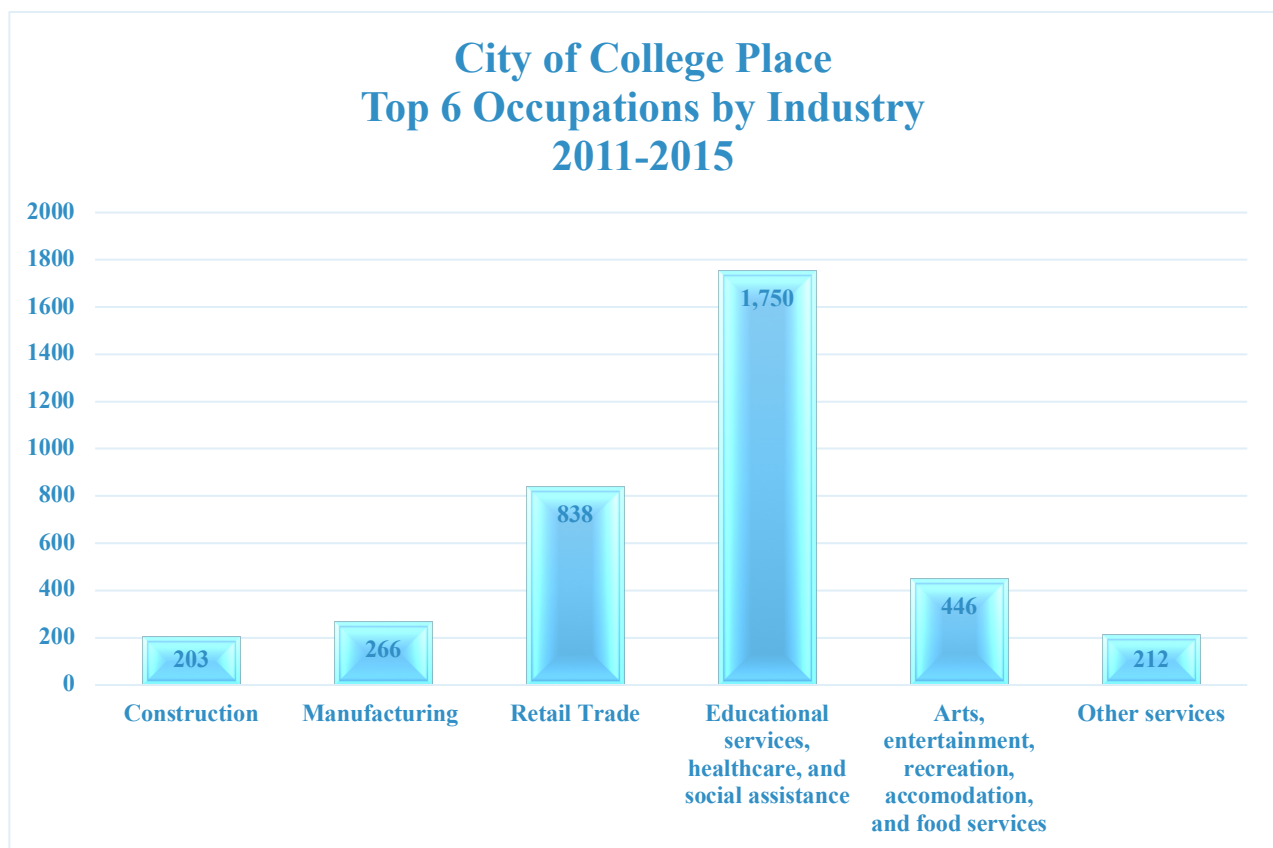


Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2014.

8.3.1 Top Six Occupations by Industry

The main proportion of the jobs in the City of College Place appear to be in ‘Retail Trade’ and ‘Educational Services, Healthcare, and Social Assistance’, with a combined total of 2,588 people (54.6%). The top six occupations by industry for the City of College Place employed an estimated 3,715 of the total employed population 16 years and over (4,741 people, 78%). The top sectors were ‘Educational Services, Healthcare, and Social Assistance’ with 1,750 (36.9%) employees; ‘Retail Trade’ at 838 (17.7%); ‘Arts, Entertainment, Recreation, Accommodation and Food Services’ with 446 (9.4%); ‘Manufacturing’ with 266 (5.6%); ‘Other Services’ with 212 people (4.5%); and ‘Construction’ with 203 (4.3%). (Table 16, Figure 22).

Figure 22. Top Six Occupations by Industry for the City of College Place, WA.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

8.4 Summary of Industry

Of the 3,459 total households in the City of College Place 1,441 (41.6%) have a household income between \$35,000 - \$74,999. The median income is \$42,704. The largest industry occupation is in the educational services, healthcare and social assistance with 1,750 (36.9%) people. The

unemployment rate for the City of College Place is 4.7%. Of the total population over the age of 16, 63% are employed.

9.0 Transportation

The U.S. Census Bureau collects data on commuting characteristics that includes modes of transportation, estimated travel time to work, and the number of autos per households. This report used 5-year estimates collected by the U.S. Census Bureau American Community Survey for 2011 – 2015.

9.1 Number of Vehicles Per Household

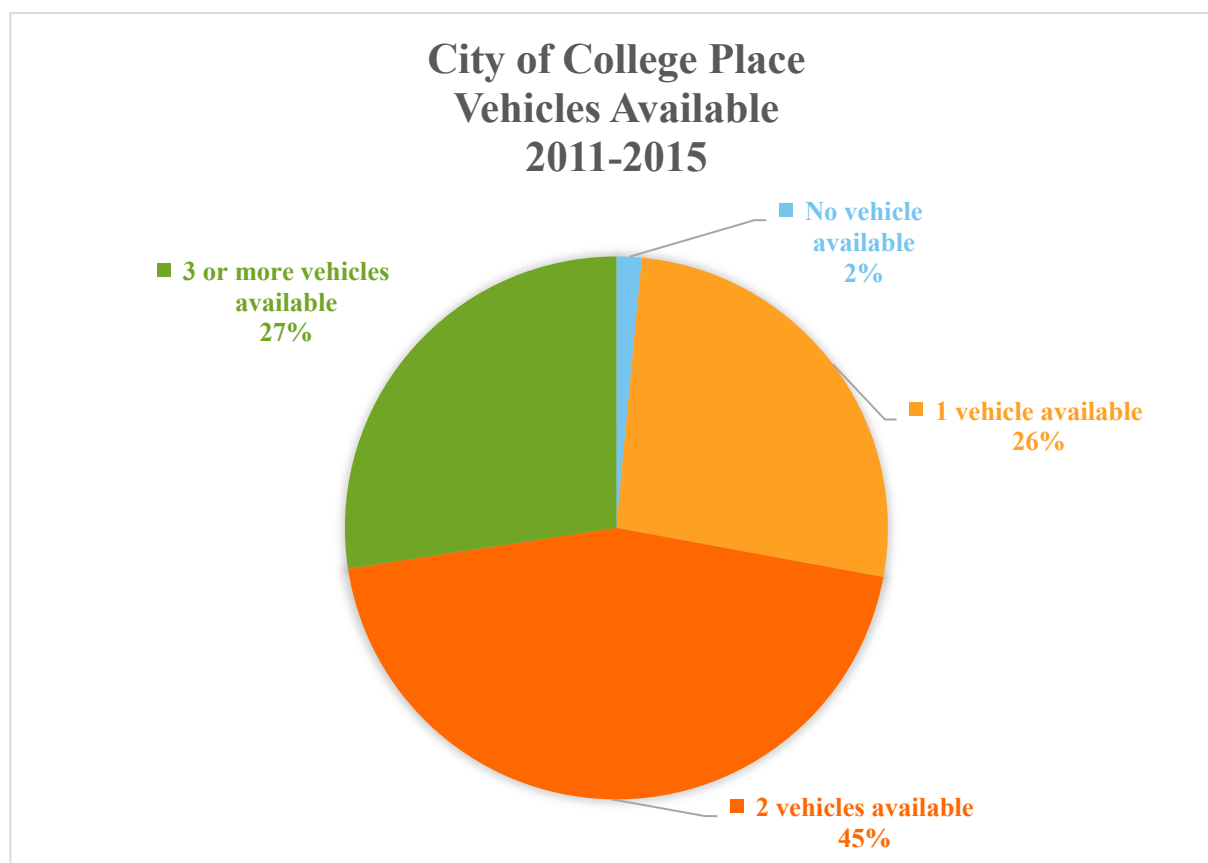
The number of households with workers age 16 years and over was approximately 4,116. The two most common vehicle ownership patterns for College Place households were the 1,839 (44.7%) households reporting 2 vehicles available, and 1,127 households (27.4 %) with 3 or more vehicles available. There were an estimated 1,086 (26.4%) households with 1 vehicle available. (Table 17, Figure 23).

Table 17. Number of Vehicles Available for City of College Place, WA.

NUMBER OF VEHICLES AVAILABLE	ESTIMATE	PERCENT
Workers 16 years and over in households	4,116	100.0%
No vehicle available	64	1.5%
1 vehicle available	1,086	26.4%
2 vehicles available	1,839	44.7%
3 or more vehicles available	1,127	27.4%

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

Figure 23. Number Vehicles Available by Household for the City of College Place, WA.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

9.2 Means of Transportation

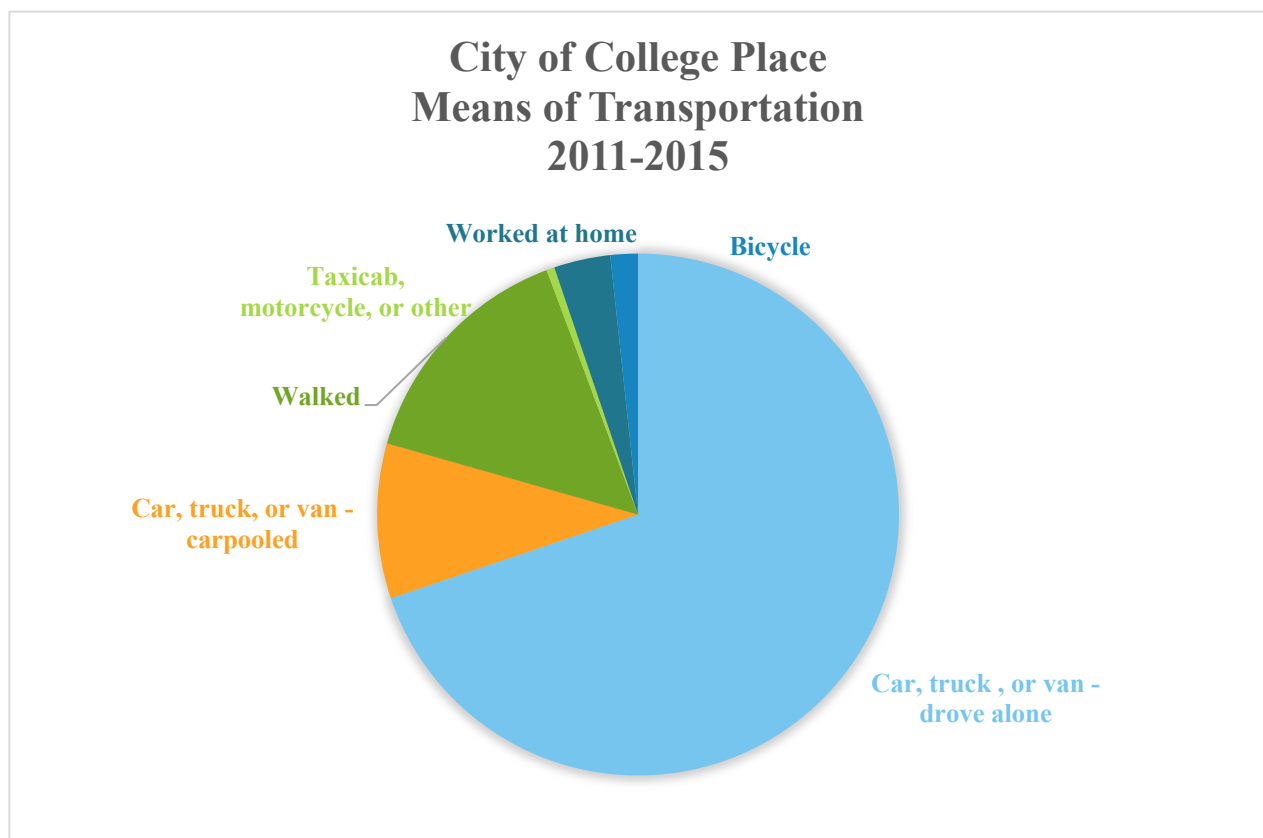
The six different modes of transportation reported in the American Community Survey for 2011-2015 were: 'car', 'truck or van', 'public transportation', 'walking', 'worked at home', 'taxicab', 'motorcycle', and 'bicycle'. The largest group of people reported they primarily drove alone (3,257 people, 69.8%) in a vehicle to and from work. The second largest category reported walking as their primary mode of transportation to work with 695 people (14.9%) and the third largest section of the population were those that carpooled with 448 people (9.6%). The lowest transportation categories were public transportation (0%) and taxicab, motorcycle or other (.5%). (Table 18, Figure 24.).

Table 18. Means of Transportation Estimates in the City of College Place, WA.

MEANS OF TRANSPORTATION	WORKERS 16 and OVER	PERCENT
Car, truck, or van - drove alone	3,257	69.8%
Car, truck, or van - carpooled	448	9.6%
Public Transportation	0	0.0%
Walked	695	14.9%
Taxicab, motorcycle, or other	23	0.5%
Worked at home	163	3.5%
Bicycle	79	1.7%
Workers 16 years and over	4,665	100%

Source: U.S. Census Bureau, 2011-2015, 5-Year American Community Survey (ACS)

Figure 24. Means of Transportation Estimates, City of College Place, WA.



Source: U.S. Census Bureau, 2011-2015, 5-Year American Community Survey (ACS).

9.3 Travel Time to Work

The majority of workers 16 years and older in the City of College Place took 10 to 14 minutes to

commute to work with 1,950 people (41.8%). The next largest segment of the population fell into the category for commute times of less than 10 minutes with 1,535 people (32.9%). (Table 19. Figure 25.)

Table 19. Residents who drove to work alone by age, City of College Place, WA.

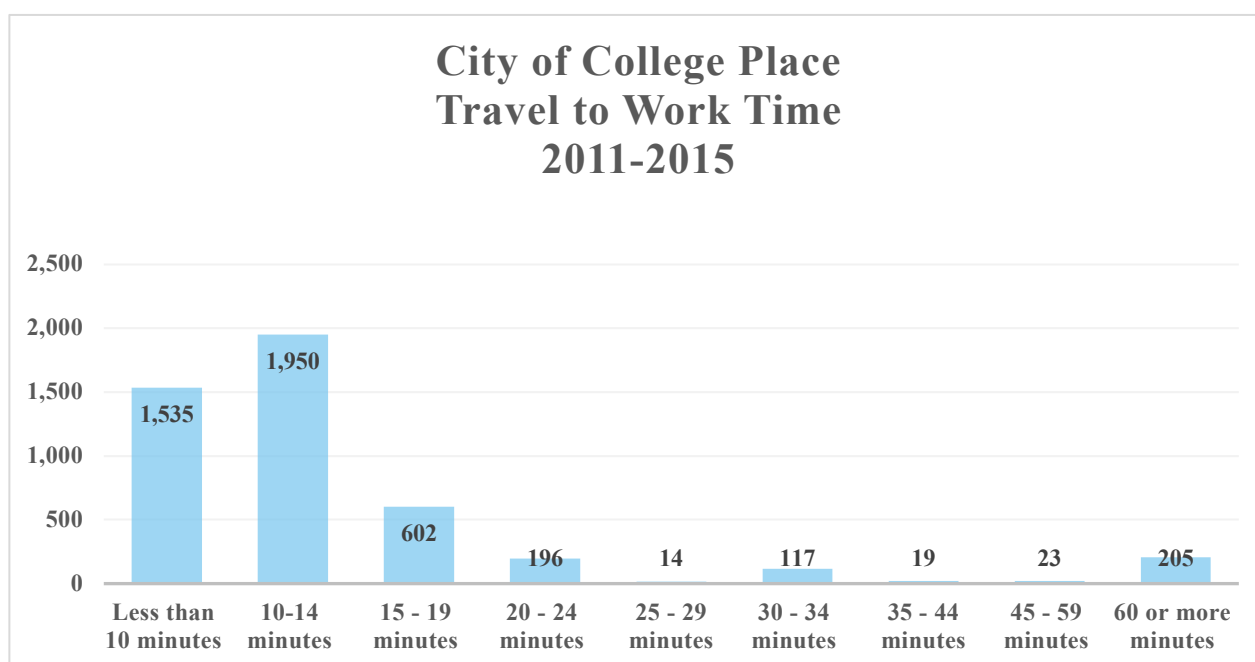
TRAVEL TO WORK TIME	NUMBER OF WORKERS	PERCENT
Less than 10 minutes	1,535	32.9%
10-14 minutes	1,950	41.8%
15 - 19 minutes	602	12.9%
20 - 24 minutes	196	4.2%
25 - 29 minutes	14	0.3%
30 - 34 minutes	117	2.5%
35 - 44 minutes	19	0.4%
45 - 59 minutes	23	0.5%
60 or more minutes	205	4.4%
Workers 16 years and over	4,665	100.0%

Mean Travel Time

13.4 minutes

Source: U.S. Census Bureau, 2011-2015, 5-Year American Community Survey (ACS).

Figure 25. Travel Time to Work, City of College Place, WA.



Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

9.4 Time Leaving Home to go to Work

The U.S Census Bureau collects data on the time workers over the age of 16 leave home to commute to work. Most workers left home between 9:00 a.m. and 11:59 a.m. to go to work with 1,318 (29.3%) people. The other top three categories included: 7:30 a.m. to 7:59 a.m. with 701 people (15.6%), 7:00 a.m. to 7:29 a.m. with 643 people (14.3%) and 8:00 a.m. to 8:30 a.m. with 580 people (12.9%).

Figure 26. Time Leaving Home to go to Work for College Place, WA.

TIME LEAVING HOME TO GO TO WORK	NUMBER OF WORKERS	PERCENT
12:00 a.m. to 4:59 a.m.	35	0.8%
5:00 a.m. to 5:29 a.m.	166	3.7%
5:30 a.m. to 5:59 a.m.	134	3.0%
6:00 a.m. to 6:29 a.m.	229	5.1%
6:30 a.m. to 6:59 a.m.	329	7.3%
7:00 a.m. to 7:29 a.m.	643	14.3%
7:30 a.m. to 7:59 a.m.	701	15.6%
8:00 a.m. to 8:29 a.m.	580	12.9%
8:30 a.m. to 8:59 a.m.	369	8.2%
9:00 a.m. to 11:59 a.m.	1,318	29.3%

Workers 16 years and over who did not work at home

Source: U.S. Census Bureau, 5-Year American Community Survey (ACS), 2011-2015.

9.5 Summary of Transportation

The most common vehicle ownership pattern for College Place households were the 1,839 (44.7%) households reporting 2 vehicles available. The most commonly reported mode of transportation was people who drove alone in a car, truck or van with 3,257 commuters (69.8%). The most commonly reported commute time was between 10-14 minutes with 1,950 (41.8%) people. The most common time people reported leaving home for work was from 9:00 a.m. to 11:59 a.m. by 1,318 people, (29.3%) 9 minutes to work.

10.0 Conclusion

The largest population cohort for the City of College Place was in the age range of 20-24 years old. College Place population growth has remained high despite drops in growth trends in Walla Walla County and the State of Washington.

The predominant race and ethnicity data reported was white, with a small minority population within the City.

More than half of the households reported to be ‘family households’, and close in number (36%) were ‘householders living alone’. The City has a higher vacancy rate than the City of Spokane or Walla Walla County. The City of College Place reported a near equal split between owner-occupied to rental-occupied units, with 53% owner-occupied and 47% rental-occupied units.

Most homes (58.3%) were valued between \$150,000 - \$299,999 in the City of College Place. Most homes were built between 1990-1999, showing a surge in population growth during that time period. The average cost of rent was reported at \$500-\$999, which equaled 64% of the total 1,601 rental units in the City.

27.1% of the 5,460 people over 25 years of age reported having some college, but no degree and 34.4% of the 2,250 people over 3 years of age and enrolled in school are in the K-12 system. 55% of the people reported being enrolled in an undergraduate college degree.

63.2% of the population 16 and over are employed with an unemployment rate of 4.7%.

The median household income was \$42,704 for the 2011 - 2015 reporting period. The main occupation by industry for the same time period was ‘educational services, healthcare, and social assistance’ with 1,750 people (36.9%).

Most households (44.7% of the 1,839 workers 16 years of age and over in households reported that they had two vehicles available. The most common form of transportation reported was car, truck or van, with 69.8% of the 4,665 workers over 16 using this mode to drive alone to work.

Travel time to work was primarily 10 minutes to 14 minutes with 74.7% of the workers 16 years and over reporting this time for their commute to work. The most common time for commuting to work was between 7:00 a.m. to 8:29 a.m. with 42.8% of the workers 16 years of age and over who do not work from home reporting this was the time they left to travel to work.