Section 6: King County Demographics

This section includes information on the demographics of King County and includes maps related to population density, employment, low-income and minority populations. Included in this section is information related to land use, economic growth and social and environmental justices that affect the transit system in King County. This section also provides information on areas of growth, population and growing communities that could impact how the transit system develops in the future.

Information you'll find in this section:

- King County Demographics
- Maps
  - i. 2008 Population Density
  - ii. 2006 Covered Employment
  - iii. Access to Bus Stops
  - iv. Number of people 65 and older by census tract
  - v. Median Income by census tract
  - vi. Low-income census tracts
  - vii. Race characteristics of census tracts
  - viii. Minority Census Tracts
- Metro Riders
- King County Cities

Links to Additional Resource Materials:

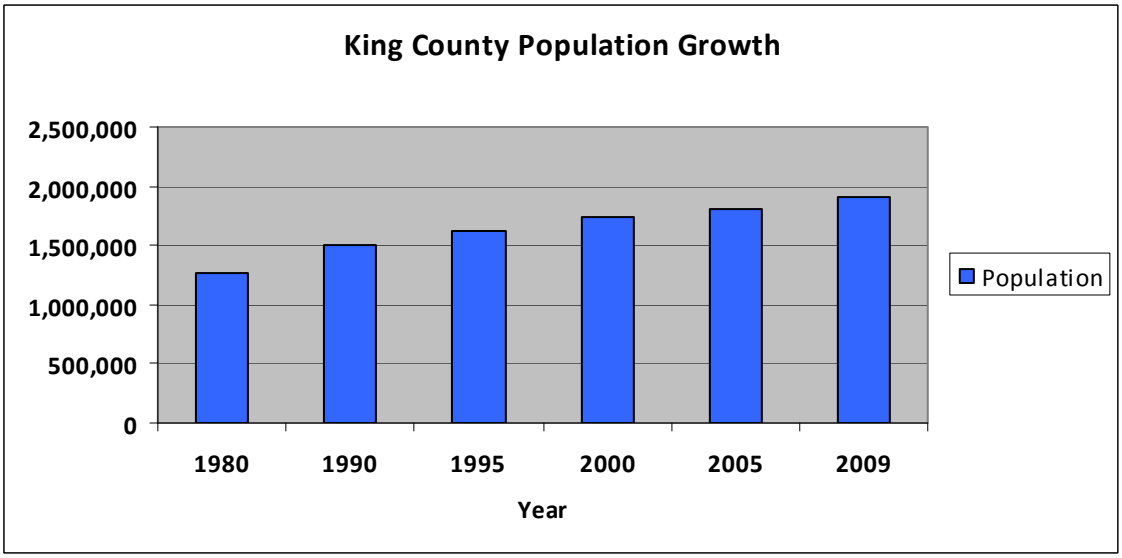
- King County Growth Report: http://www.kingcounty.gov/exec/strategy/PerformMgmt/KCGrowthReport.aspx
- King County Benchmark Reports: http://www.kingcounty.gov/exec/strategy/PerformMgmt/BenchmarkProgram.aspx
- King County Metro Rider/Non Rider Survey: http://metro.kingcounty.gov/am/reports/reports.html

King County Demographics

(Adapted from King County 2010 Executive Proposed budget book)

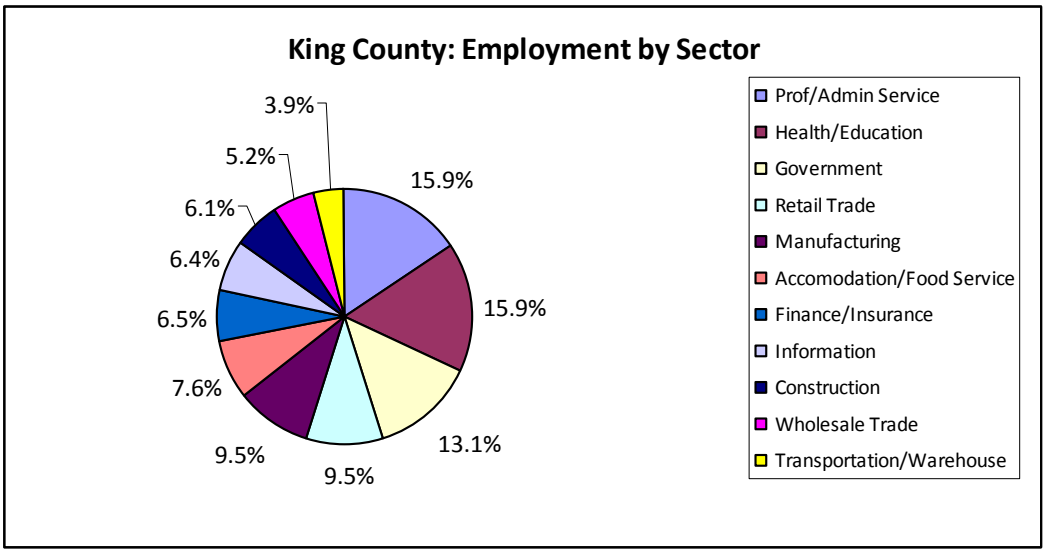
Population Growth

King County has seen substantial growth for the past 30 years. Between 1980 and 1990, the population grew 18.7% and grew another 15.2% between 1990 and 2000. This graph provides a snapshot of King County's growth since 1990.



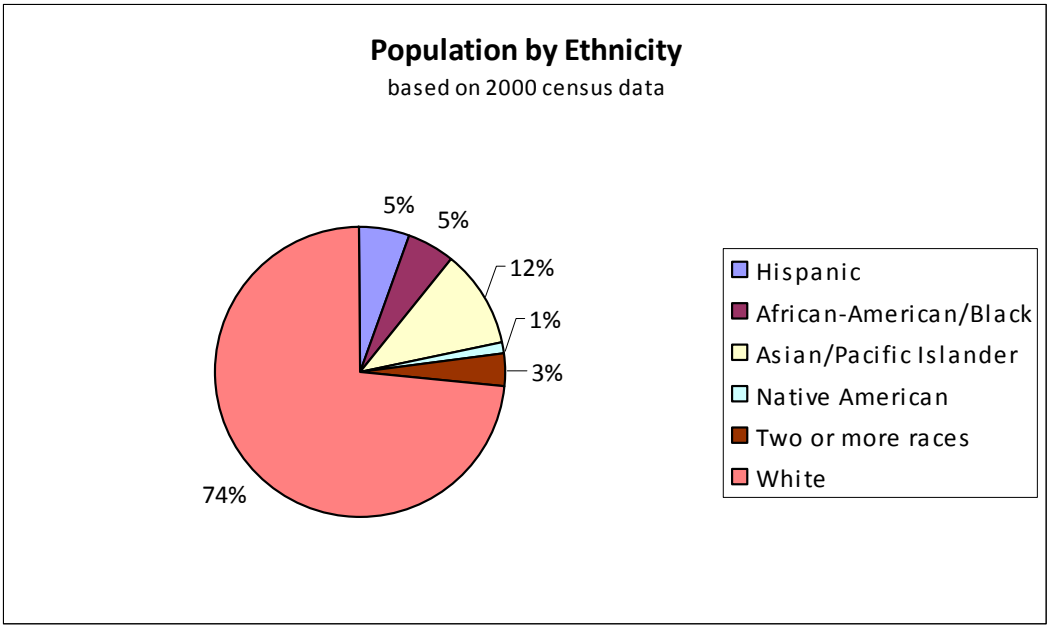
Employment

King County is the largest metropolitan county in the State of Washington not only in terms of population, but in the number of cities and employment. Among the top employment sectors in King County are Professional and Administrative Services, Health and Education, and Government. These sectors reflects presence of large employers in these sectors including the Boeing Company, University of Washington, King County government, City of Seattle, Swedish Healthcare, Microsoft, Starbucks and Group Health.



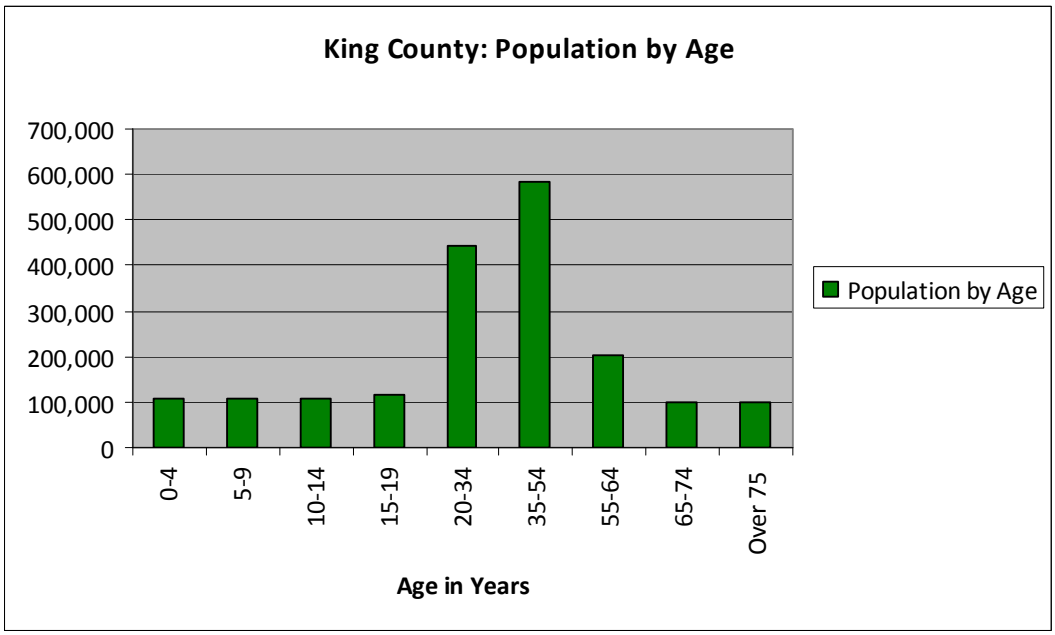
Population by Ethnicity

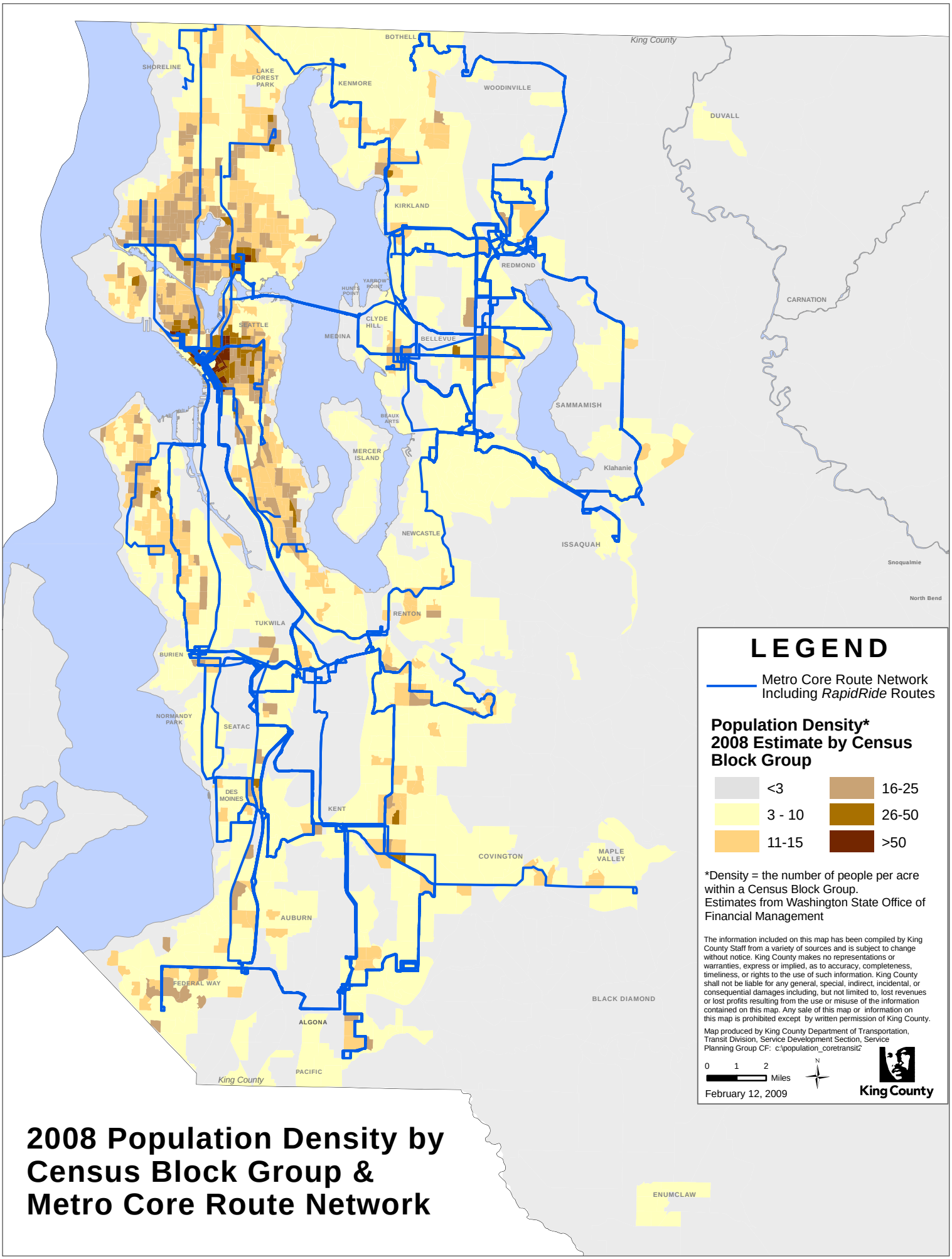
King County is predominantly Caucasian area; Asian-Pacific Islander (11.2%), Black or African American (5.3%) and Hispanic or Latino (5.5%) are the next largest ethnic groups by population.



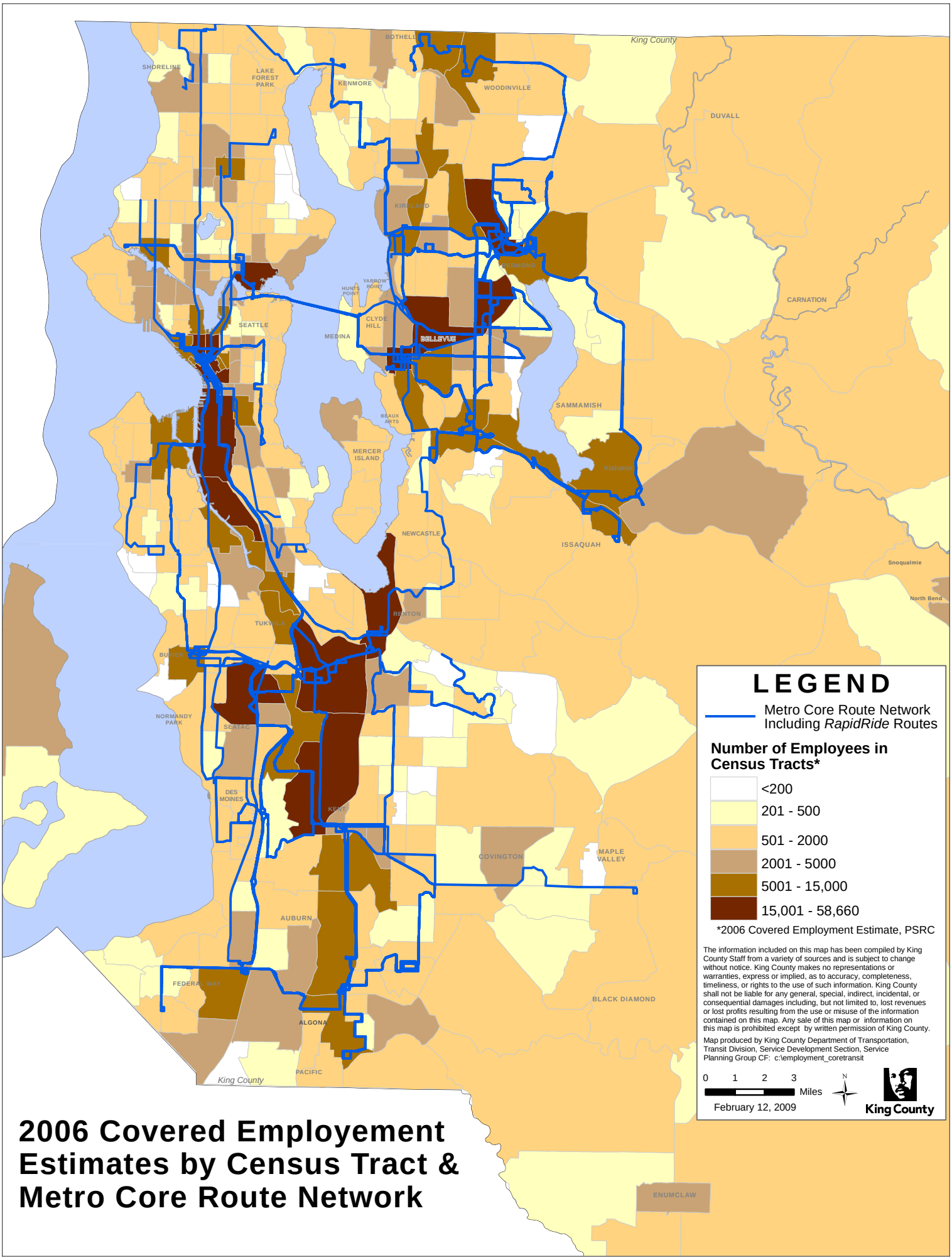
Population by Age

King County population by age, shows most King County residents are between the ages of 20-34 and 35-54, accounting for over half (55%) of the population. Residents under the age of 20 and resident over 55 each account for just over 20% of the population

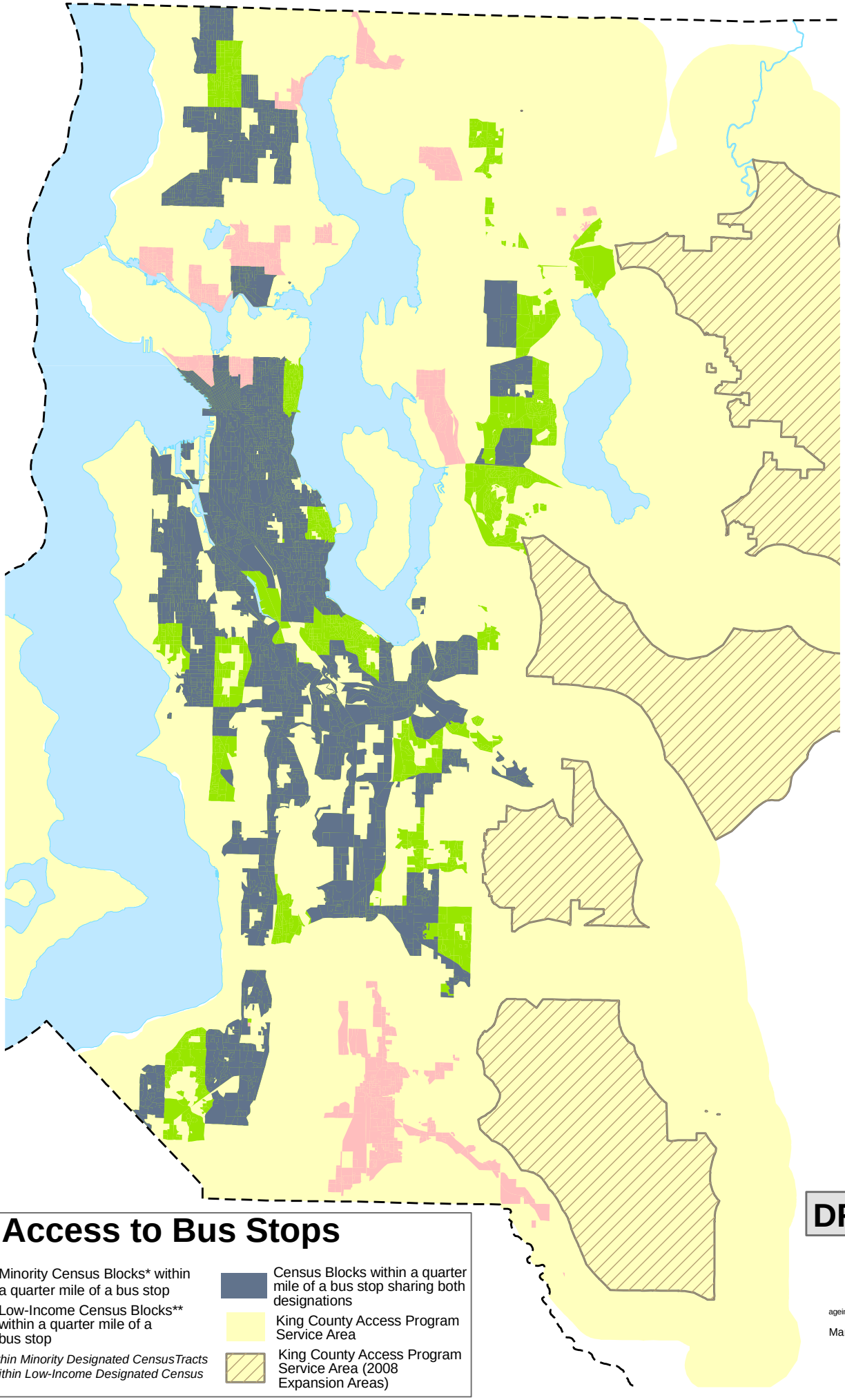




2008 Population Density by Census Block Group & Metro Core Route Network



2006 Covered Employement Estimates by Census Tract & Metro Core Route Network


Access to Bus Stops
Minority Census Blocks* within a quarter mile of a bus stop
Low-Income Census Blocks** within a quarter mile of a bus stop
*Blocks within Minority Designated CensusTracts
**Blocks within Low-Income Designated Census Tracts
Census Blocks within a quarter mile of a bus stop sharing both designations
King County Access Program Service Area
King County Access Program Service Area (2008 Expansion Areas)
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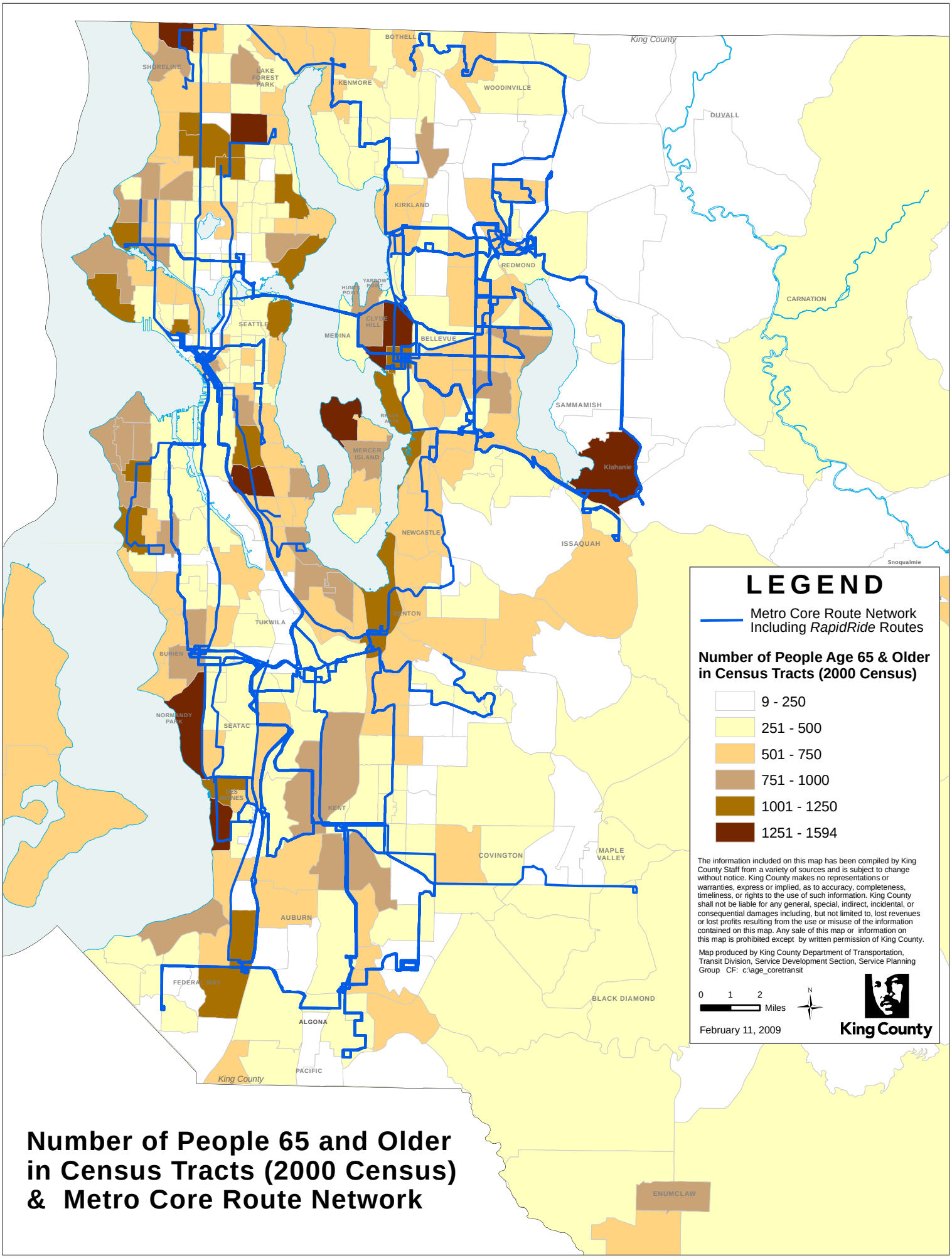
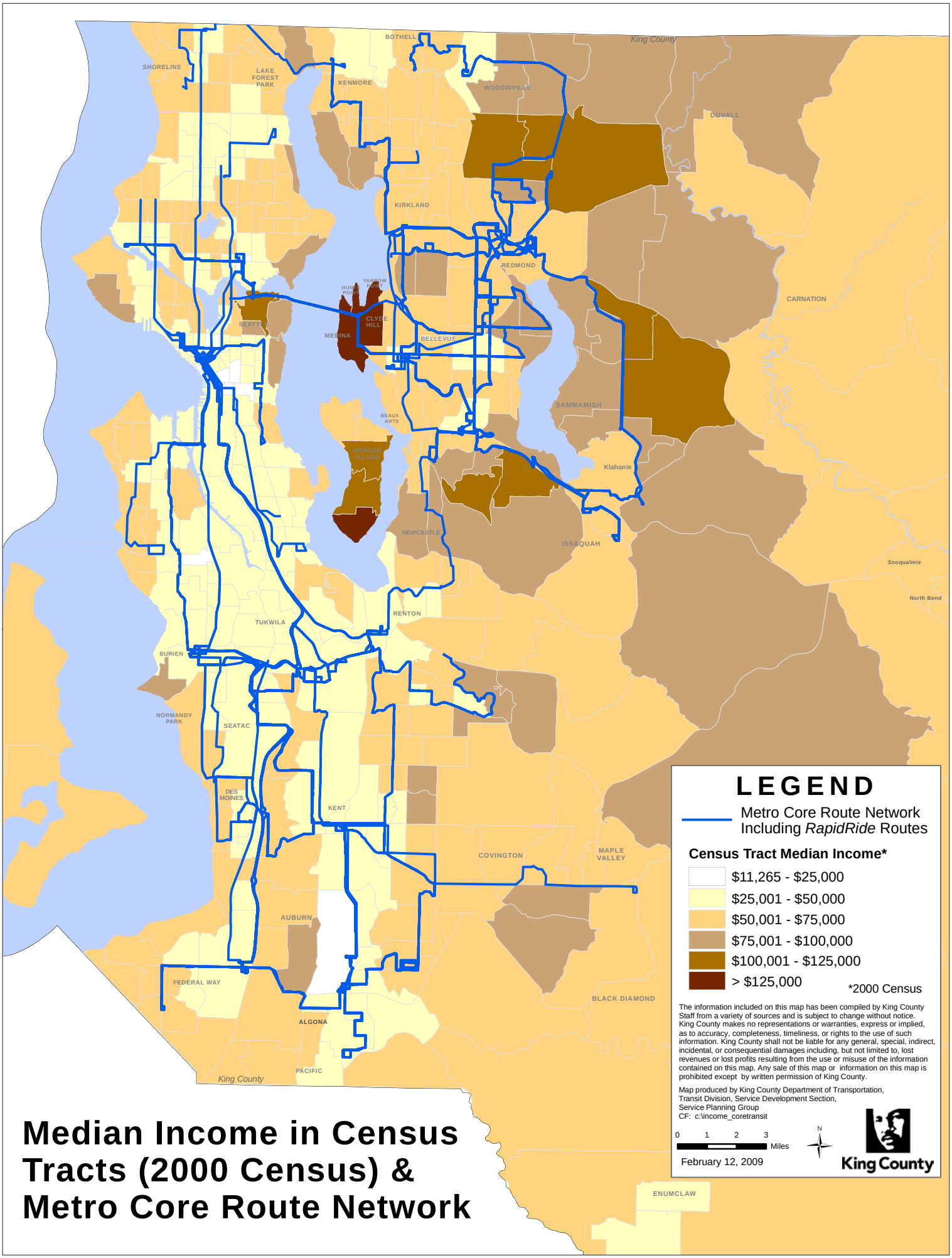
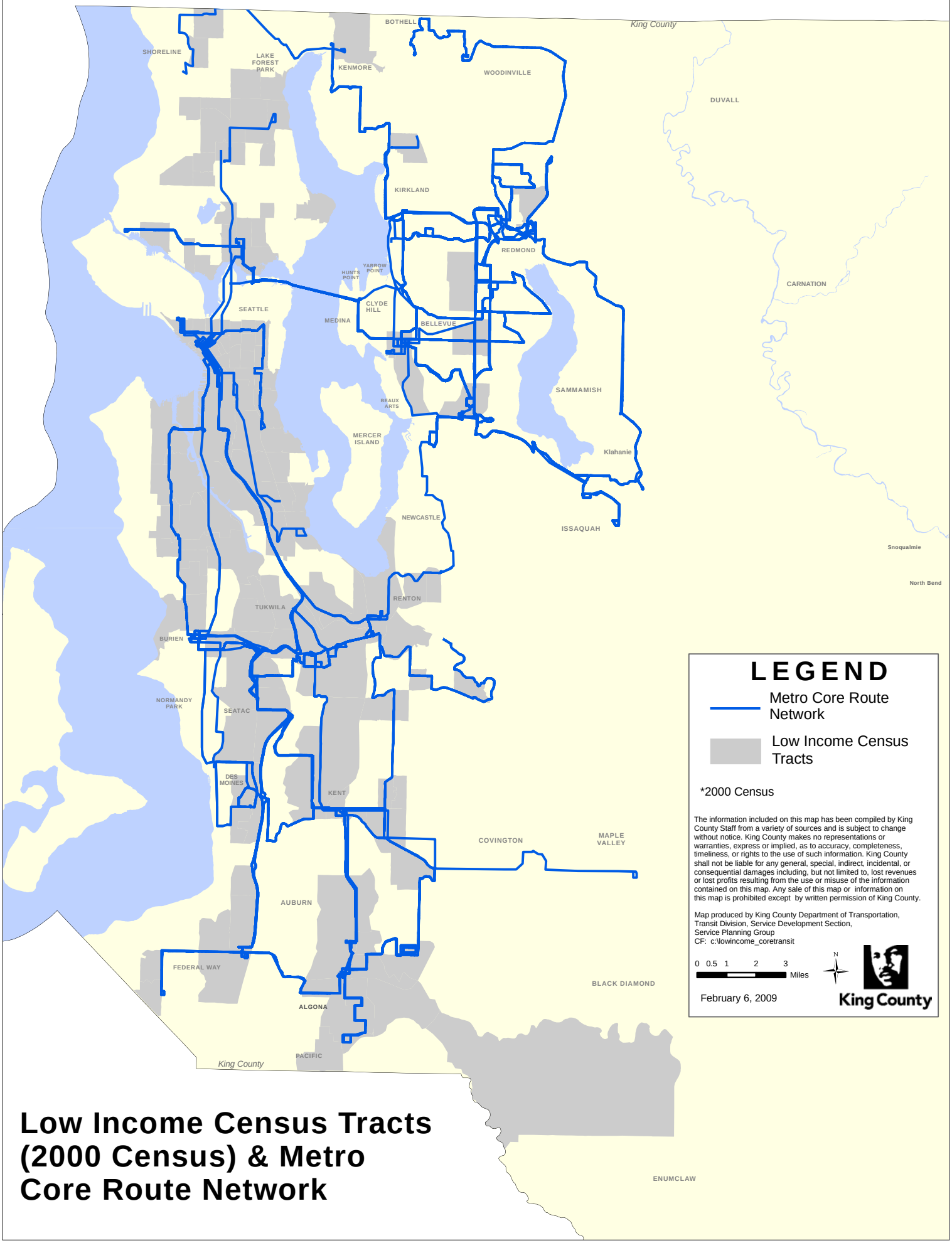
March 11, 2009



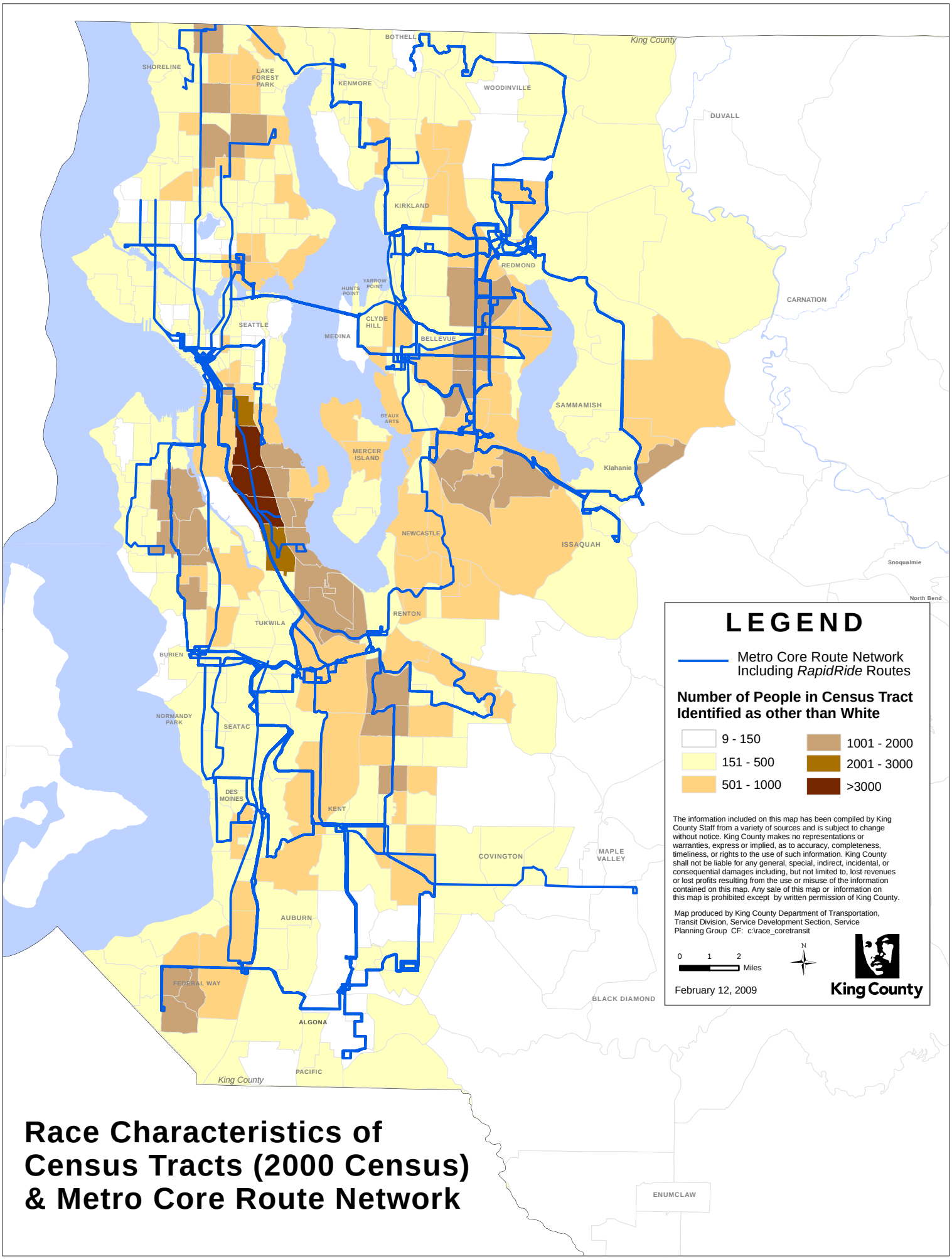
Number of People 65 and Older in Census Tracts (2000 Census) & Metro Core Route Network



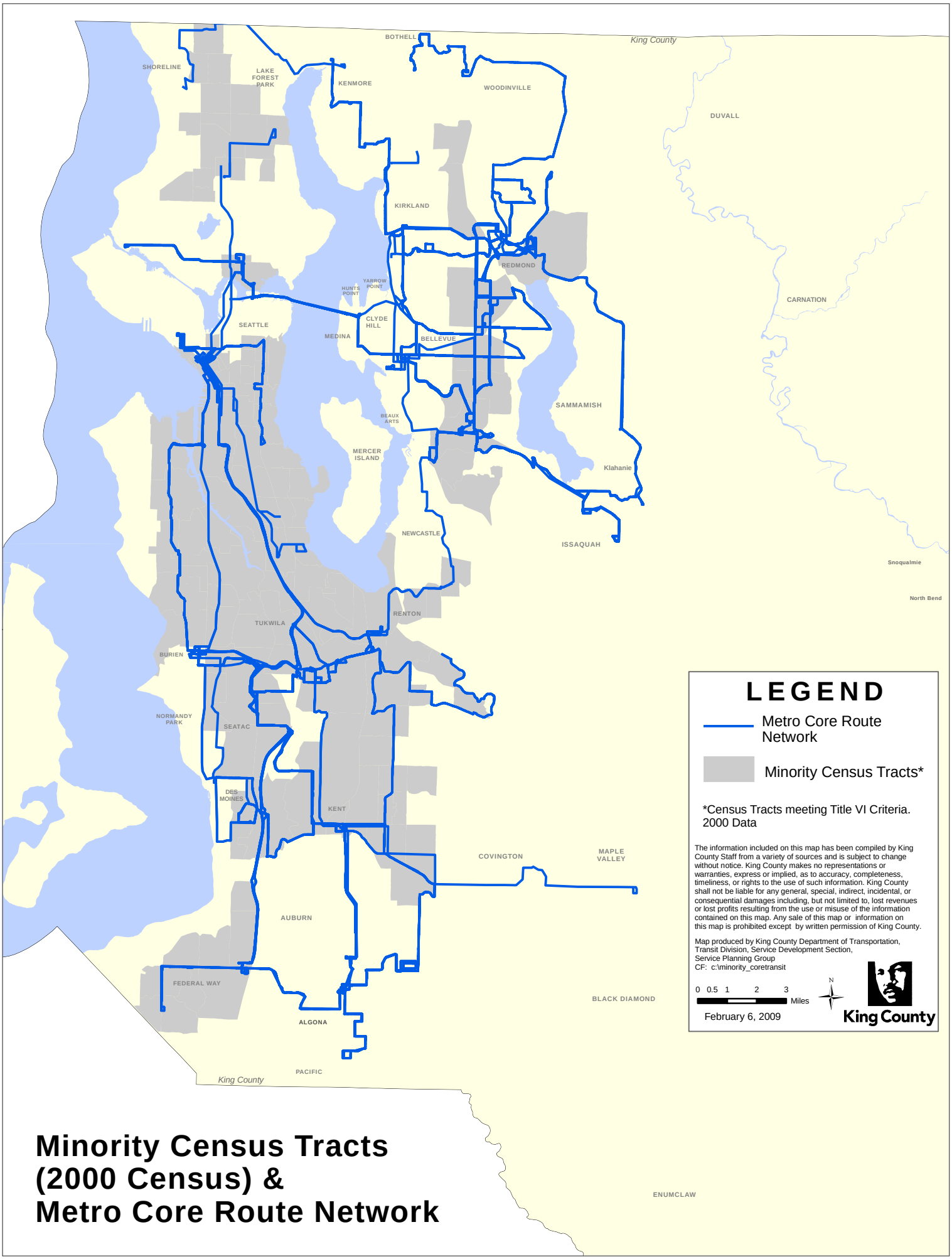
Median Income in Census Tracts (2000 Census) & Metro Core Route Network



Low Income Census Tracts (2000 Census) & Metro Core Route Network



Race Characteristics of Census Tracts (2000 Census) & Metro Core Route Network



Minority Census Tracts (2000 Census) & Metro Core Route Network

Metro Riders

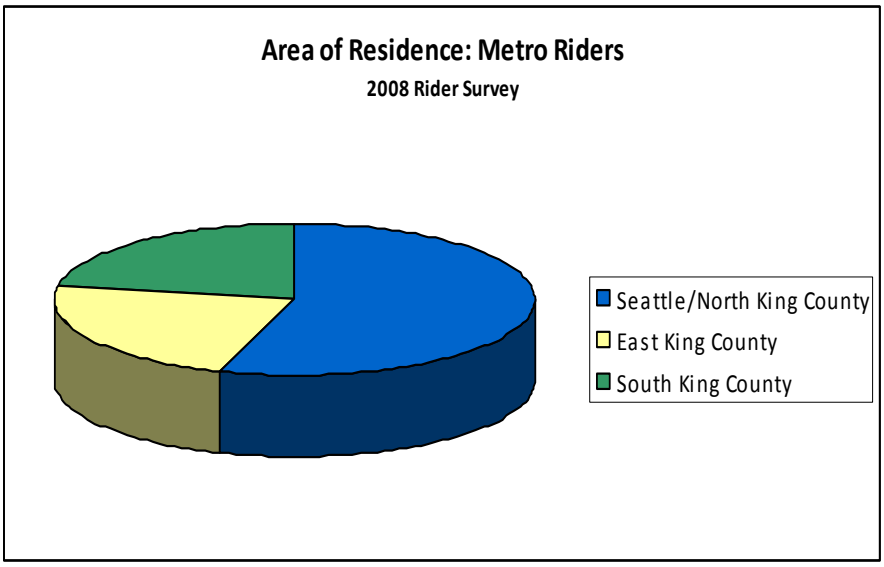
(From the 2008 Rider Survey, Gilmore Research Group)

Who are Metro Riders?

For more than 25 years, Metro Transit has conducted a telephone survey of transit riders and non-riders on an almost annual basis for more than 25 years. In the two most recent surveys, 2007 and 2008, Metro decided to focus on the behavior of regular and infrequent riders. For the 2008 Rider Survey, the Gilmore Research Group conducted 400 telephone interviews with randomly selected residents age 16 or older. The survey profiled both groups of riders including demographics, rider travel habits and rider satisfaction.

Rider Characteristics

Two-thirds of the respondents surveyed were identified as regular riders (those who take five or more transit tips per month and the remainder as infrequent riders (1-4 trips per month).The demographic characteristics of these riders are based on area of residents, gender, age, ethnicity, income, employment status and average number of transit trips per month. Some of the findings from the study show:



- Households in North King County/ Seattle are almost twice as likely to have a Regular Rider in residence as those in South or East King County.
- Metro riders are just as likely to be female (52%) as they are male (47%).
- The average age of a Metro rider is 47.
- Most riders (67%) are employed full or part time, 9% are students, 18% are retired and 6% are unemployed or homemakers.
- Although the median income for all rides is $69,468; 23% of Metro riders earn more than $100,000 annually.

The characteristics of regular riders to those outlined above, but characteristics of infrequent riders vary slightly. Infrequent rider are more likely to be female (55%) than male (45%), are an average age of 52 and tend to be Caucasian. Fewer infrequent riders are employed full-time (41%) and fewer own their own homes. Regular riders take an average of 24.5 trips per month compared to infrequent riders, with 2.2 transit trips per month.

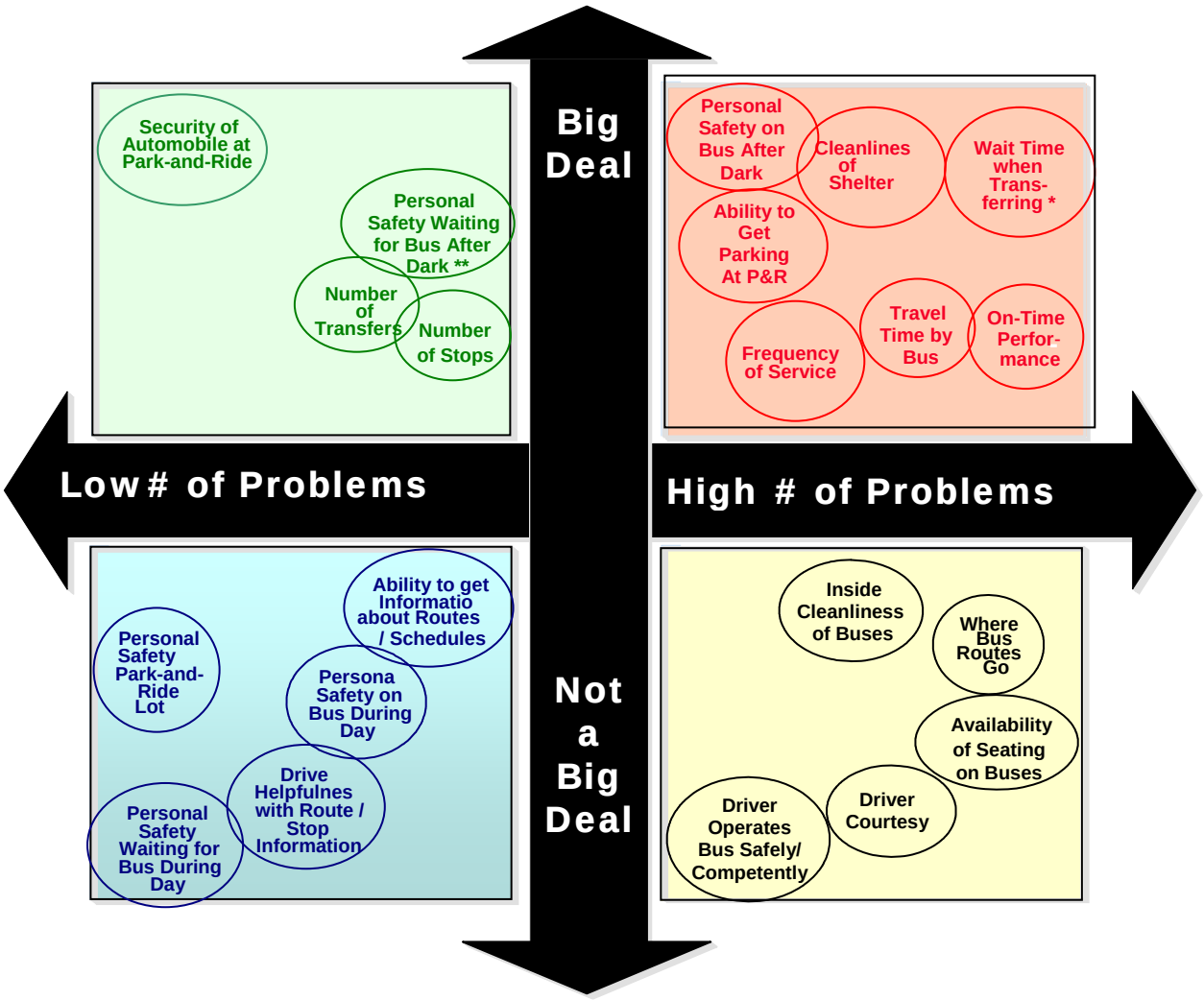
Transit Use

Half of all riders use Metro primarily to get to work (50%), while 7% use Metro mainly for school trips. Entertainment is the second most common purpose for using Metro (23%). The number of riders using Metro primarily for work has increased by 5% between 2007 and 2008. Most riders walk to the bus stop (72%), make their trips within a single zone (58%) and some transfer (49%). A majority of rider (75%) take the bus during peak hours.

What is important to Our Riders?

(From the 2008 Rider Survey, Gilmore Research Group)

The chart below illustrates which issue are most important to Metro ride satisfaction, in terms of rider response to the problem and the frequency of the issue occurring. Background on rider satisfaction and an explanation of the chart can be found on the page following.



Rider Satisfaction

Rider satisfaction ratings for Metro have not changed significantly in the past five years. A majority of riders (94%) are satisfied with Metro Transit, with 54% of riders being very satisfied with the agency. Certain factors can help predict what rider satisfaction will be.

Rider satisfaction is largely driven by time, whether a bus is on-time, where the routes go and travel time by bus[1]. Regular rider rank on-time performance and travel time by bus as among the elements that affect their satisfaction the most. New riders and infrequent riders tend to focus on where routes go as a factor in their satisfaction with the agency.

Explanation of chart

The chart on the previous page is intended to explain the relationship between different elements that impact customer satisfaction and the occurrence of rider issues with those elements.

Vertically, the chart represents how much different elements impact customer satisfaction. Certain elements are a "big deal" if a customer has a bad experience, such as when buses don't operate on-time, when service is infrequent, when travel time by bus is long and when people don't feel safe on the bus after dark. Other elements such as personal safety during the day, and inside cleanliness of a bus are have less impact to rider satisfaction when expectations are not met.

The horizontal portion of the chart represents how often a bad experience happens. There are few incidents of riders feeling unsafe waiting or riding a bus during the day; however, there are more issues with on-time performance, travel time and where buses go are more frequent issues that arise for customers. Monitoring customer satisfaction, combined with other measures of our performance can help identify those areas where we may have the most to gain in terms of rider satisfaction (upper red box) compared to areas where we have more flexibility (lower blue box).

[1] 2008 Rider Survey, Gilmore Research Group

King County Cities

King County includes 39 cities within a 2,134 square mile area. These 39 cities encompass 400 square miles while unincorporated areas account for 1,734 square miles. Below are population estimates for King County jurisdictions from the Washington State Office of Financial Management. King County has seen a 9.9% increase in growth since 2000, with 12.8% growth in King County cities.

2009 Population Estimates King County and its Cities

Jurisdiction	1980 Census	1990 Census	2000 *Corrected*	2008 Estimate	2009 Estimate	Change 2000-2009	% Change 2000-2009
Algona	1,467	1,694	2,460	2,740	2,760	300	12.2%
Auburn (K.C. portion)	26,417	33,102	*42,901*	60,400	60,820	17,919	41.8%
Beaux Arts	328	303	307	310	315	8	2.6%
Bellevue	73,903	86,874	109,827	119,200	120,600	10,773	9.8%
Black Diamond	1,170	1,422	3,970	4,155	4,180	210	5.3%
Bothell (K.C.portion)	7,943	11,986	*16,119*	17,130	17,260	1,141	7.1%
Burien	-	-	31,881	31,540	31,890	9	0.0%
Carnation	951	1,243	1,893	1,905	1,910	17	0.9%
Clyde Hill	3,229	2,972	2,890	2,805	2,815	(75)	-2.6%
Covington	NA	-	13,783	17,360	17,530	3,747	27.2%
Des Moines	7,378	17,283	29,267	29,180	29,270	3	0.0%
Duvall	729	2,770	4,616	5,925	5,980	1,364	29.5%
Enumclaw	5,427	7,227	11,116	11,470	11,460	344	3.1%
Federal Way	-	67,304	83,259	88,040	88,580	5,321	6.4%
Hunts Point	483	513	443	475	465	22	5.0%
Issaquah	5,536	7,786	11,212	26,320	26,890	15,678	139.8%
Kenmore	-	-	18,678	20,220	20,450	1,772	9.5%
Kent	22,961	37,960	79,524	86,980	88,380	8,856	11.1%
Kirkland	18,785	40,052	45,054	48,410	49,010	3,956	8.8%
Lake Forest Park	2,485	4,031	*12,871*	12,810	12,820	(51)	-0.4%
Maple Valley	-	-	14,209	20,480	20,840	6,631	46.7%
Medina	3,220	2,981	3,011	2,955	2,970	(41)	-1.4%
Mercer Island	21,522	20,816	22,036	22,650	22,720	684	3.1%
Milton (K.C.portion)	218	697	814	825	830	16	2.0%
Newcastle	-	-	7,737	9,720	9,925	2,188	28.3%
Normandy Park	4,268	6,709	6,392	6,425	6,485	93	1.5%
North Bend	1,701	2,578	4,746	4,710	4,760	14	0.3%
Pacific (K.C. portion)	2,261	4,622	5,373	6,120	6,200	827	15.4%
Redmond	23,318	35,800	45,256	51,320	51,890	6,634	14.7%
Renton	31,031	41,688	50,052	78,780	83,650	33,598	67.1%
Sammamish	-	-	34,104	40,550	40,670	6,566	19.3%
SeaTac	-	22,694	25,496	25,720	25,730	234	0.9%
Seattle	493,846	516,259	*563,376*	592,800	602,000	38,624	6.9%
Shoreline	-	-	*53,296*	53,440	54,320	1,024	1.9%
Skykomish	209	273	214	210	210	(4)	-1.9%
Snoqualmie	1,370	1,546	1,631	*9,360*	9,730	8,099	496.6%
Tukwila	3,578	11,874	17,181	18,080	18,170	989	5.8%
Woodinville	-	-	*9,809*	10,560	10,670	861	8.8%
Yarrow Point	1,077	962	1,008	970	965	(43)	-4.3%
Cities Total:	766,811	994,021	1,387,812	1,543,050	1,566,120	178,308	12.8%
Uninc. King County:	503,087	513,298	*349,234*	341,150	343,180	(6,054)	-1.7%
King County	1,269,898	1,507,319	*1,737,046*	1,884,200	1,909,300	172,254	9.9%

Note: " - " means that the city incorporated after 1990. *Italics* represent corrections by the US Census Bureau or Washington State.
Source: Washington State Office of Financial Management, 2000 through 2009.