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Pioneer Square / International Dist.

2011 Neighborhood Profile

Neighborhood profiles provide a snapshot of data for Downtown Seattle neighborhoods. Each year the most recent available data is used for demographics, employment, street-level businesses and pedestrian counts. For demographics and employment, census tract level data is combined to provide the best approximation of neighborhood boundaries.



- Neighborhood Boundary
- Census Tract Boundary

Pioneer Square is Seattle's original downtown, dating back to 1852. A popular tourist attraction, the neighborhood is characterized by historic buildings, independent boutiques, art galleries, restaurants, bars, and cafes.

Recognizing their appeal to employees, these amenities have recently attracted a number of technology companies to the neighborhood. As part of the City's efforts to attract businesses there, broadband infrastructure improvements are underway.

The International District east of Pioneer Square is another neighborhood rich with history. This neighborhood is home to Asian themed restaurants and gift shops as well. Uwajimaya serves as the neighborhoods largest grocer and features a popular food court with a variety of cuisines.

Both neighborhoods intersect at one of the city's major transit hubs. Light rail, commuter rail, Amtrak and a number of local and commuter buses begin or end their runs here.

Neighborhood Highlights

- The Pioneer Square / International District area saw a population increase of 36 percent; the number of occupied housing increased by 43 percent. The area has the lowest level of owner-occupied housing Downtown (3 percent).
- These neighborhoods have the lowest income and education levels among Downtown neighborhoods.
- With median age for men at 48 and the median age for women at 50, this area has the oldest population among Downtown neighborhoods.
- While nearly every Downtown neighborhood saw a net decrease in employment between 2000 and 2010, the Pioneer Square / International District area saw no change in employment levels.
- The number of street level businesses has increased in both neighborhoods. Among Downtown neighborhoods, Pioneer Square saw the greatest increase (11 percent), followed by the International District (5 percent) between 2007 and 2011.
- The International District saw a sharp decrease in August pedestrian traffic between the 2009 and 2010.

Demographics

	2000	2011
Population	3,919	5,323
Total Housing Units	2,280	3,304
Occupied Housing Units	2,137	6,046
Owner Occupied Units	3%	3%
Family* Households	27%	27%
Average Household Size	1.83	1.75
Income		
Per Capita Income	\$13,763	\$17,181
Average Household Income	\$23,507	\$28,312
Median Household Income	\$14,999	\$16,121
Education (Age 25+)		
Associates Degree or Higher	21%	24%
Age		
Female Median Age	48.2	49.6
Male Median Age	45.4	47.8

Source: Demographic information was provided by The Nielsen Company, 2011. The U.S. Census Bureau defines "family" as "A group of two or more people who reside together and who are related by birth, marriage or adoption".

Employment

	2000	2010
Construction	0	14
Finance, Insurance, Real Estate	322	201
Manufacturing	654	105
Retail & Services	4,389	5,415
Wholesale Trade, Transportation & Utilities	444	223
Education	0	0
Government	771	595
Total	6,580	6,553

Source: Covered Employment Estimates from the Puget Sound Regional Council. Estimates are based on those employees covered by state unemployment insurance. To create comparable categories between 2000 and 2010, retail and services were combined.

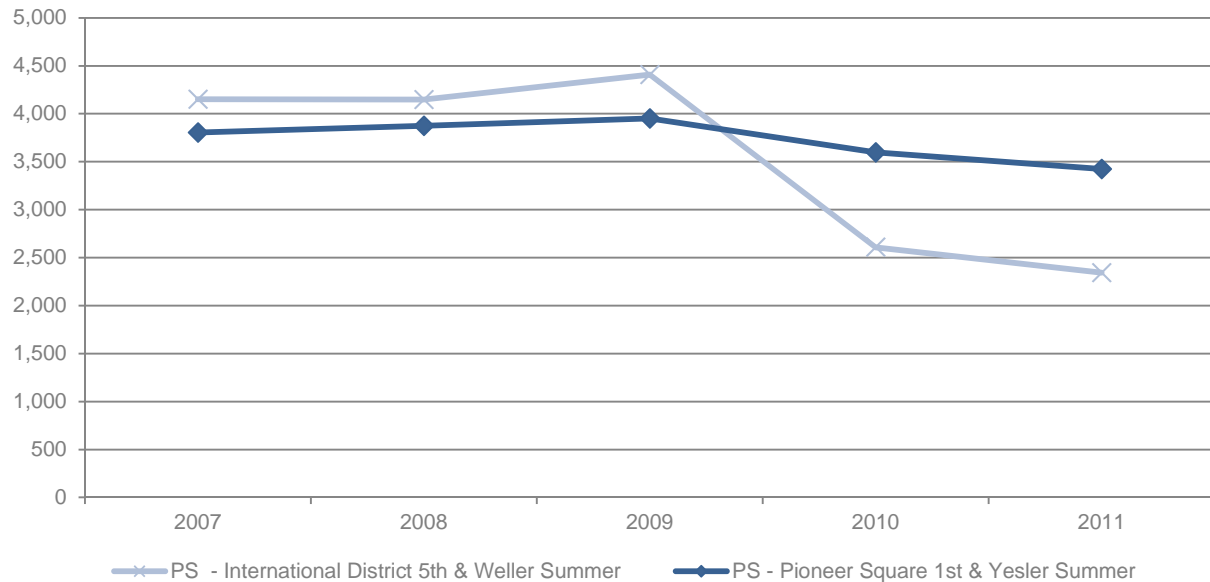
Street Level Businesses

	Chinatown / ID		Pioneer Square	
	2007	2011	2007	2011
Education	7	4	1	0
Government	3	3	4	4
Housing	27	28	24	33
Industrial	3	2		
Retail	103	102	106	100
Merchandise & Gifts	58	51	31	24
Clothing & Accessories	3	2	14	12
Arts-related	2	5	39	37
Other Retail	40	44	22	27
Services	234	256	139	167
Restaurants, Bars, Cafes	99	112	71	78
Professional Services	49	47	25	37
Personal Services	17	27	10	16
Other Services	69	70	33	36
Total Street Level Businesses	377	395	274	304

Source: Metropolitan Improvement District 2011 Street Level Business Inventory (Includes businesses accessible from street level and select Downtown shopping centers). Comparable data are available for all Downtown neighborhoods since 2007.

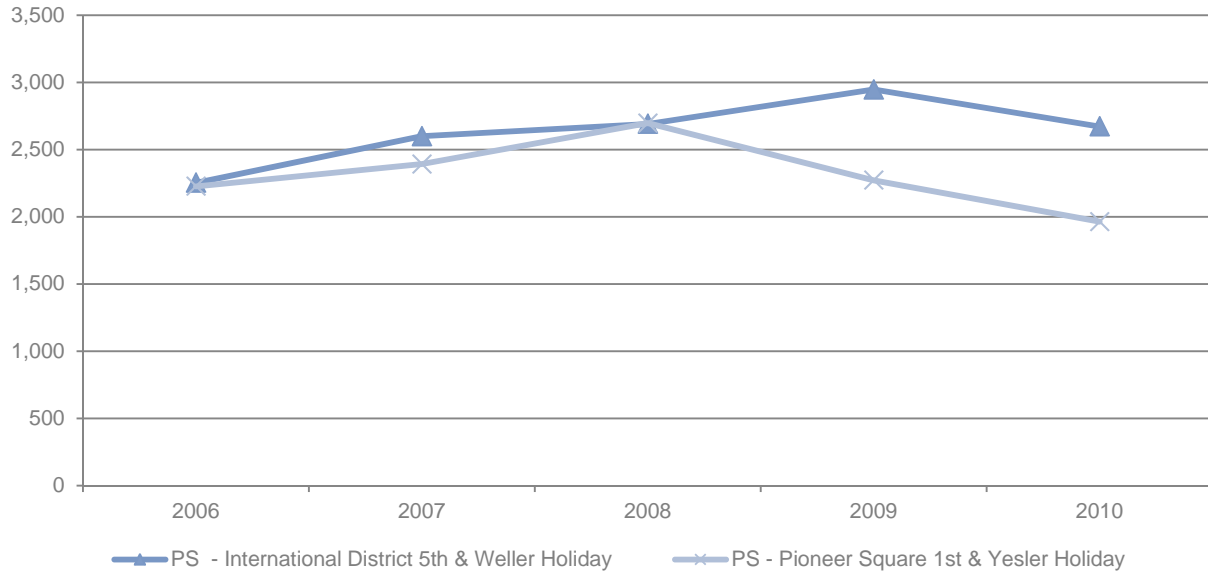
Pedestrian Counts

Summer Pioneer Square/ International District Pedestrian Counts



Counts represent the sum of three shifts: 7:30 am to 9:00 am; 11:30 am to 1:00 pm; and 4:00 pm to 5:30 pm.

Holiday Pioneer Square/ International District Pedestrian Counts



Counts represent the sum of three shifts: 7:30 am to 9:00 am; 11:30 am to 1:00 pm; and 4:00 pm to 5:30 pm.