



Community Profile

Ruston town, WA (5360510)
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 Geography: Place

Invest Pierce County

	Ruston town, ...
Population Summary	
2000 Total Population	777
2010 Total Population	749
2021 Total Population	980
2021 Group Quarters	0
2026 Total Population	1,051
2021-2026 Annual Rate	1.41%
2021 Total Daytime Population	865
Workers	372
Residents	493
Household Summary	
2000 Households	336
2000 Average Household Size	2.31
2010 Households	336
2010 Average Household Size	2.23
2021 Households	433
2021 Average Household Size	2.26
2026 Households	464
2026 Average Household Size	2.27
2021-2026 Annual Rate	1.39%
2010 Families	194
2010 Average Family Size	2.78
2021 Families	244
2021 Average Family Size	2.83
2026 Families	259
2026 Average Family Size	2.84
2021-2026 Annual Rate	1.20%
Housing Unit Summary	
2000 Housing Units	395
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	14.9%
2010 Housing Units	430
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	26.5%
Vacant Housing Units	21.9%
2021 Housing Units	507
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	14.6%
2026 Housing Units	538
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	13.8%
Median Household Income	
2021	\$93,464
2026	\$102,855
Median Home Value	
2021	\$494,304
2026	\$599,472
Per Capita Income	
2021	\$51,604
2026	\$57,559
Median Age	
2010	39.6
2021	42.2
2026	43.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income

Household Income Base	433
<\$15,000	6.2%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	6.2%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	8.3%
\$200,000+	13.9%
Average Household Income	\$117,945

2026 Households by Income

Household Income Base	464
<\$15,000	4.7%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	3.0%
\$35,000 - \$49,999	5.0%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	27.2%
\$150,000 - \$199,999	10.1%
\$200,000+	15.3%
Average Household Income	\$131,539

2021 Owner Occupied Housing Units by Value

Total	307
<\$50,000	0.7%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	1.0%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	19.2%
\$400,000 - \$499,999	25.7%
\$500,000 - \$749,999	37.1%
\$750,000 - \$999,999	7.2%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.3%
Average Home Value	\$569,055

2026 Owner Occupied Housing Units by Value

Total	329
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.9%
\$300,000 - \$399,999	10.0%
\$400,000 - \$499,999	21.9%
\$500,000 - \$749,999	43.2%
\$750,000 - \$999,999	12.5%
\$1,000,000 - \$1,499,999	4.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	7.0%
Average Home Value	\$729,179

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	749
0 - 4	7.2%
5 - 9	4.3%
10 - 14	4.9%
15 - 24	11.2%
25 - 34	14.3%
35 - 44	16.3%
45 - 54	15.2%
55 - 64	16.6%
65 - 74	5.9%
75 - 84	3.2%
85 +	0.9%
18 +	79.2%
2021 Population by Age	
Total	981
0 - 4	5.4%
5 - 9	5.7%
10 - 14	5.9%
15 - 24	8.6%
25 - 34	12.5%
35 - 44	16.2%
45 - 54	13.5%
55 - 64	13.6%
65 - 74	12.5%
75 - 84	4.7%
85 +	1.4%
18 +	80.1%
2026 Population by Age	
Total	1,049
0 - 4	5.1%
5 - 9	5.4%
10 - 14	5.8%
15 - 24	9.6%
25 - 34	11.8%
35 - 44	14.6%
45 - 54	13.5%
55 - 64	13.1%
65 - 74	12.7%
75 - 84	6.7%
85 +	1.6%
18 +	80.2%
2010 Population by Sex	
Males	365
Females	384
2021 Population by Sex	
Males	497
Females	484
2026 Population by Sex	
Males	532
Females	517

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	749
White Alone	87.0%
Black Alone	2.9%
American Indian Alone	1.1%
Asian Alone	2.7%
Pacific Islander Alone	0.7%
Some Other Race Alone	0.9%
Two or More Races	4.7%
Hispanic Origin	6.0%
Diversity Index	32.6
2021 Population by Race/Ethnicity	
Total	981
White Alone	81.8%
Black Alone	4.4%
American Indian Alone	1.4%
Asian Alone	3.9%
Pacific Islander Alone	0.6%
Some Other Race Alone	1.5%
Two or More Races	6.4%
Hispanic Origin	6.9%
Diversity Index	41.4
2026 Population by Race/Ethnicity	
Total	1,051
White Alone	81.7%
Black Alone	4.4%
American Indian Alone	1.4%
Asian Alone	3.9%
Pacific Islander Alone	0.6%
Some Other Race Alone	1.5%
Two or More Races	6.5%
Hispanic Origin	7.0%
Diversity Index	41.6
2010 Population by Relationship and Household Type	
Total	749
In Households	100.0%
In Family Households	74.8%
Householder	25.9%
Spouse	19.6%
Child	24.6%
Other relative	1.9%
Nonrelative	2.8%
In Nonfamily Households	25.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment	
Total	730
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	3.8%
High School Graduate	22.6%
GED/Alternative Credential	2.3%
Some College, No Degree	25.6%
Associate Degree	7.7%
Bachelor's Degree	22.7%
Graduate/Professional Degree	13.4%
2021 Population 15+ by Marital Status	
Total	813
Never Married	25.7%
Married	52.5%
Widowed	5.7%
Divorced	16.1%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	501
Population 16+ Employed	96.2%
Population 16+ Unemployment rate	3.8%
Population 16-24 Employed	11.2%
Population 16-24 Unemployment rate	3.6%
Population 25-54 Employed	72.6%
Population 25-54 Unemployment rate	2.5%
Population 55-64 Employed	12.0%
Population 55-64 Unemployment rate	12.1%
Population 65+ Employed	4.4%
Population 65+ Unemployment rate	0.0%
2021 Employed Population 16+ by Industry	
Total	482
Agriculture/Mining	0.6%
Construction	7.9%
Manufacturing	7.5%
Wholesale Trade	2.5%
Retail Trade	7.2%
Transportation/Utilities	6.0%
Information	4.6%
Finance/Insurance/Real Estate	5.8%
Services	52.4%
Public Administration	5.6%
2021 Employed Population 16+ by Occupation	
Total	481
White Collar	65.5%
Management/Business/Financial	13.5%
Professional	33.7%
Sales	6.4%
Administrative Support	11.9%
Services	15.2%
Blue Collar	19.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	7.1%
Installation/Maintenance/Repair	4.4%
Production	2.5%
Transportation/Material Moving	5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

June 17, 2022



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2010 Households by Type	
Total	336
Households with 1 Person	30.1%
Households with 2+ People	69.9%
Family Households	57.7%
Husband-wife Families	43.8%
With Related Children	18.8%
Other Family (No Spouse Present)	14.0%
Other Family with Male Householder	4.8%
With Related Children	3.9%
Other Family with Female Householder	9.2%
With Related Children	5.4%
Nonfamily Households	12.2%
All Households with Children	28.0%
Multigenerational Households	2.4%
Unmarried Partner Households	8.6%
Male-female	8.0%
Same-sex	0.6%
2010 Households by Size	
Total	336
1 Person Household	30.1%
2 Person Household	41.1%
3 Person Household	12.8%
4 Person Household	9.8%
5 Person Household	4.8%
6 Person Household	1.2%
7 + Person Household	0.3%
2010 Households by Tenure and Mortgage Status	
Total	336
Owner Occupied	66.1%
Owned with a Mortgage/Loan	49.7%
Owned Free and Clear	16.4%
Renter Occupied	33.9%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	118
Percent of Income for Mortgage	22.2%
Wealth Index	149
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	430
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	749
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Parks and Rec (5C)
2. In Style (5B)
- 3.

2021 Consumer Spending

Apparel & Services: Total \$	\$1,146,987
Average Spent	\$2,648.93
Spending Potential Index	125
Education: Total \$	\$1,113,698
Average Spent	\$2,572.05
Spending Potential Index	149
Entertainment/Recreation: Total \$	\$1,768,646
Average Spent	\$4,084.63
Spending Potential Index	126
Food at Home: Total \$	\$2,922,392
Average Spent	\$6,749.17
Spending Potential Index	124
Food Away from Home: Total \$	\$1,994,577
Average Spent	\$4,606.41
Spending Potential Index	121
Health Care: Total \$	\$3,380,349
Average Spent	\$7,806.81
Spending Potential Index	125
HH Furnishings & Equipment: Total \$	\$1,238,515
Average Spent	\$2,860.31
Spending Potential Index	127
Personal Care Products & Services: Total \$	\$494,261
Average Spent	\$1,141.48
Spending Potential Index	127
Shelter: Total \$	\$11,292,894
Average Spent	\$26,080.59
Spending Potential Index	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,261,161
Average Spent	\$2,912.61
Spending Potential Index	122
Travel: Total \$	\$1,424,479
Average Spent	\$3,289.79
Spending Potential Index	130
Vehicle Maintenance & Repairs: Total \$	\$587,587
Average Spent	\$1,357.01
Spending Potential Index	122

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

June 17, 2022