Appendix A: Demographic Analysis

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Service Area
The primary focus for any new aquatic center is to serve the aquatic needs of the citizens of Bellevue first and foremost. As a result, the City of Bellevue has been identified as the primary service area for the study. However, an aquatics facility with significant competitive and recreation amenities will be able to draw from a much larger area beyond the City's boundaries. As a result, a secondary service area has been identified that includes Bellevue, Sammamish, Issaquah, Newcastle, Renton, Kirkland, Redmond, and Mercer Island. It is expected that the vast majority of potential daily use aquatic center patrons will come from this geographic area. In addition, an even larger tertiary service area has been established that includes all of the primary service area, but extends north to the intersection of Interstate 5 and 405 and south to the same intersection markings. This tertiary service area also includes most all of the city of Seattle. However, it will be difficult to draw from this service area on a regular basis, due to distance and the presence of other providers.

A service area in this study has been defined by the distance people will travel on a regular basis (a minimum of once a week) to utilize an aquatics facility or its programs. A 15-20 minute "drivable" secondary service area is not uncommon for a significant aquatic facility.

Within the identified secondary service area, there are currently a number of indoor and outdoor aquatic facilities available. Use by people outside of the secondary service area will be limited to occasional visits from the tertiary service area's individuals and teams participating in competitive aquatic activities.

The exact market for an aquatic facility will be dictated by the type and magnitude of the center that is developed, and as a result, could vary significantly.

Service Area Population
The populations of the service areas identified are as follows:

Area	2000 Census	2007 Estimate	2012 Projection
City of Bellevue	109,569	118,100	126,112
Households	45,836	47,881	49,826
Secondary Service Area	424,193	464,498	492,743
Households	170,083	187,621	199,289
Tertiary Service Area	1,297,078	1,383,067	1,447,486
Households	545,467	585,064	614,397

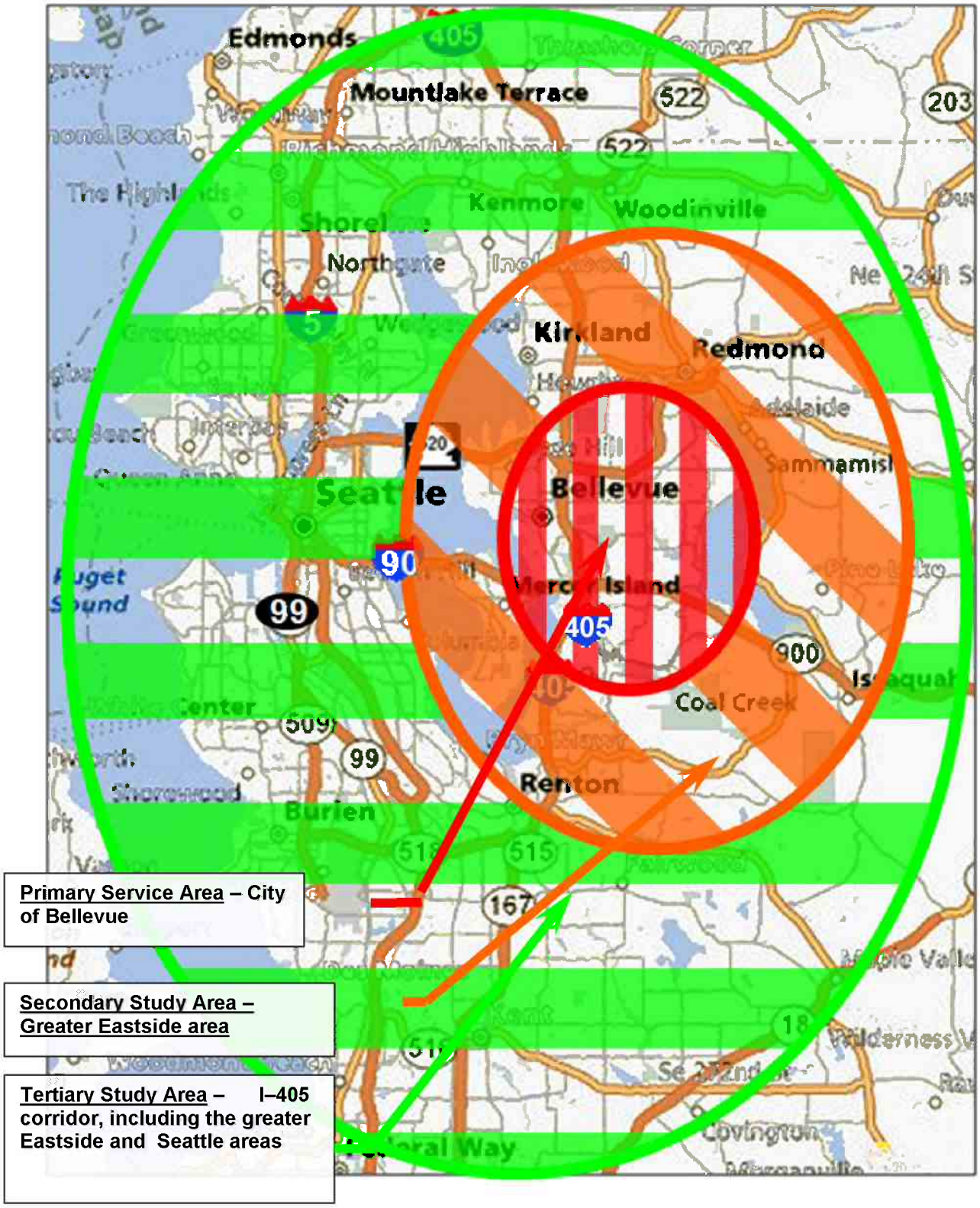
Source - U.S. Census Bureau and ESRI.

Based on the fact that a majority of the facility options that will be developed for a possible aquatic center will have somewhat of a regional orientation, the demographic statistics for the secondary service area will be utilized for this report with references to the tertiary service area.

State of Washington, Office of Financial Management, indicates that the 2007 population for the City of Bellevue is estimated to be 118,100 which would also result in higher projections for 2012.

It should also be noted that the workday population in Bellevue itself swells by over 135,000 which provides another potential market for an aquatic center.

Service Areas



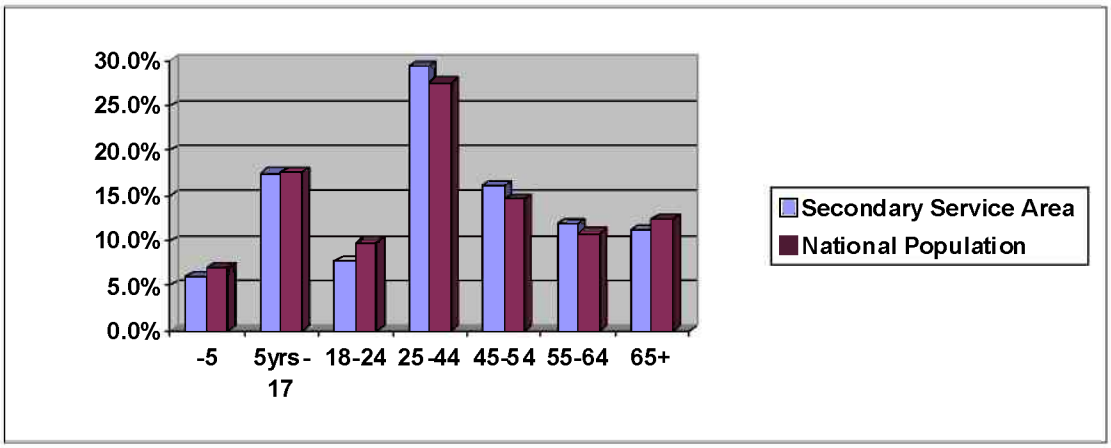
Population Distribution by Age
Utilizing census information for the secondary service area, the following comparisons are possible:

Secondary service area - from 2007 Economic and Social Research Institute (ESRI) census estimate
Table- A

Ages	Pop.	% of Tot.	Nat. Pop.	Diff.
-5	28,449	6.1%	7.0%	-.9%
5-17	80,737	17.5%	17.6%	-.1%
18-24	36,607	7.8%	9.9%	-2.1%
25-44	136,127	29.4%	27.6%	+1.8%
45-54	75,111	16.1%	14.6%	+1.5%
55-64	55,629	11.9%	10.8%	+1.1%
65+	51,835	11.2%	12.5%	-1.3%

Population- 2007 census estimate in the different age groups in the service area.
% of Total- Percentage of the service area population in the age group.
National Population- Percentage of the national population in the age group.
Difference- Percentage difference between the service area population and the national population.

Chart- A



The demographic makeup of the secondary service area, when compared to the characteristics of the national population, indicates that there are a number of differences. The population in the youth age groups is slightly smaller while the numbers in the adult and middle aged categories are higher than the national numbers. However, there is a smaller senior population. Overall, the population is considerably older than the national population.

When the demographics for tertiary service area are compared with those from the secondary service area there are also a number of differences with a larger young adult (18-24) and adult age group and a smaller youth and senior age group. Overall the population is slightly younger than the secondary service area.

Population Distribution Comparison by Age
Utilizing census information from the secondary service area, the following comparisons are possible:

Secondary service area - from census information and ESRI.

Table- B

Ages	2000 Pop.	2007 Pop.	2012 Pop.	% Change
-5	27,153	28,449	30,406	+12.0%
5-17	74,603	80,737	80,904	+8.4%
18-24	32,042	36,607	40,665	+26.9%
25-44	142,408	136,127	134,985	-5.2%
45-54	65,487	75,111	82,871	+26.5%
55-64	38,225	55,629	63,705	+66.7%
65+	44,273	51,835	59,209	+33.7%

Chart- B

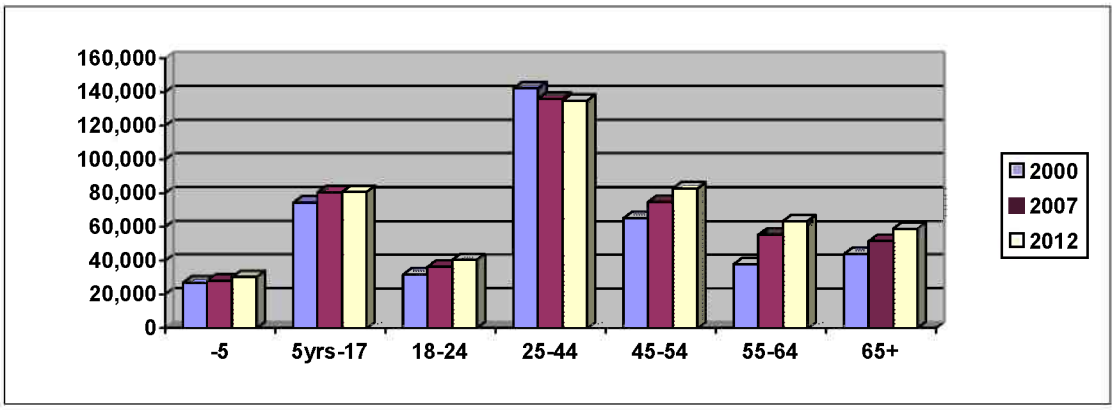


Table-B looks at the growth or decline in age group numbers from the 2000 census until the year 2012. It is projected that in all age categories (except 25-44) there will be an increase in population. The greatest increase will occur in the 55-64 age category. It must be remembered that the population of the United States as a whole is aging, and it is not unusual to find negative growth numbers in the younger age groups and net gains nearing 30% in the 45-plus age groupings in communities which are more stable in their population numbers. The tertiary service area has similar growth characteristics as the secondary service area but will see a slower rate of increase overall.

Race and Ethnicity
Below is listed the distribution of the population by race and ethnicity for the secondary service area based on the 2007 population estimates.

Table- C

Race	Number	Percent
White	356,345	76.7%
Black/African Amer.	12,229	2.6%
American Indian/Alaska	2,053	.4%
Asian	64,672	13.9%
Native Hawaiian/Pac. Island	1,098	.2%
Other	11,222	2.4%
Two or More Races	16,880	3.6%
Hispanic Origin	26,249	5.7%

Source – U.S. Census Bureau and ESRI.
Note:
Total does not add up to 100% as individuals can be classified in several categories.

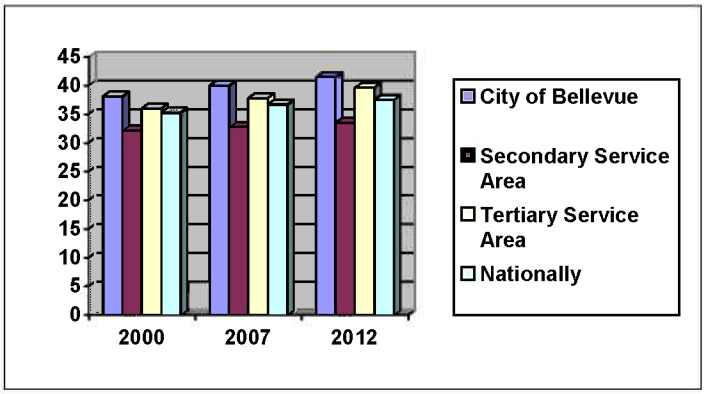
Race and ethnicity distribution for the secondary service area indicates a very high percentage of White residents followed by Asian. For the tertiary service area, the percentages are similar with a somewhat lower White population and a slightly higher African American percentage than the secondary service area. The percentages for the City of Bellevue show a much higher Asian population than the other service areas.

Next, the median age and household income levels are compared with the national numbers. Both of these factors are primary determiners of participation in sports and recreation activities (see Table-D). The lower the median age the higher the participation rates are for most activities. The level of participation also increases as the income level goes up.

Median Age

Area	2000 Census	2007 Estimate	2012 Projection
City of Bellevue	38.1	40.0	41.5
Secondary Service Area	36.7	38.6	40.0
Tertiary Service Area	36.0	37.8	39.6
Nationally	35.3	36.7	37.6

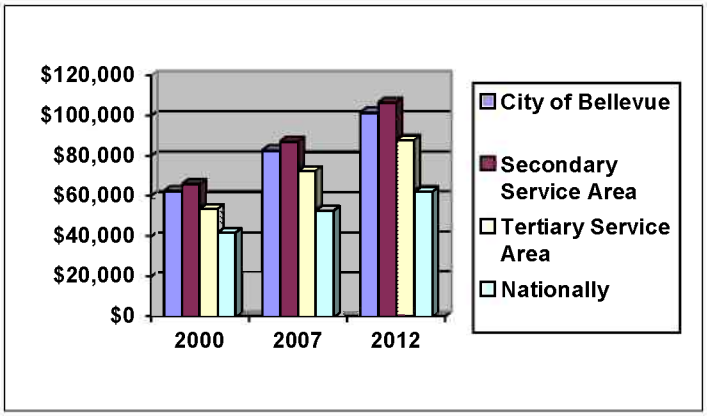
Chart- C



Median Household Income

Area	2000 Census	2007 Estimate	2012 Projection
City of Bellevue	$62,673	$82,928	$101,747
Secondary Service Area	$66,025	$87,296	$106,726
Tertiary Service Area	$54,010	$72,883	$88,143
Nationally	$42,164	$53,154	$62,503

Chart- D



The median household income level must be balanced against the cost of living for the area to determine possible discretionary income available for recreation purposes. The income levels for all the service areas are substantially higher than the national median number. However, the relative high cost of living in the area reduces some of the level of discretionary income for residents of the greater Bellevue area.

It is estimated that only about 9% of the households in the secondary service area have a household income level under $25,000 annually.

Key Demographic Findings:

Secondary Service Area

- The population is expected to increase steadily during the 2000's.
- The population density is low to medium.
- The median age is significantly above the national average.
- Household size is substantially lower than the national average which indicates a smaller number of households with children.
- Median income is much higher than the national levels.
- There is a significant Asian population in the area.

Tertiary Service Area

- The demographic characteristics of the tertiary service area are similar to those of the secondary service area but with a slightly younger population and lower income levels.

City of Bellevue

- The demographic characteristics of the City of Bellevue are similar to those of the secondary service area but with a slightly older population, lower income levels and higher number of Asian residents.