



Pullman, WA

Market Trade Area – 45 Minute Drive

154,114

Population (2020)

Population grew by 5,078 over the last 5 years and is projected to grow by 2,995 over the next 5 years.

69,850

Total Regional Employment

Jobs grew by 2,859 over the last 5 years and are projected to grow by 3,388 over the next 5 years.

\$53.5K

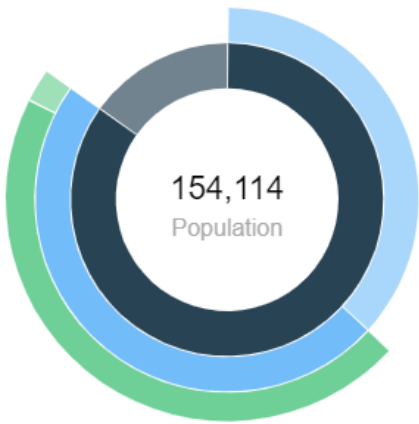
Avg. Earnings Per Job (2020)

Regional average earnings per job are \$16.1K below the national average earnings of \$69.6K per job.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
City of Pullman	36,557	N/A	18,053	113.7	\$1.6B	\$1.8B	\$1.9B
State	7,720,675	3,906,624	3,920,999	113.9	\$570.4B	\$403.8B	\$552.6B
Whitman County, WA	50,540	22,745	22,729	113.7	\$2.1B	\$2.7B	\$2.6B

- As a college town, Pullman’s student population is likely understated. WSU had a student Pullman headcount nearing 21,000 as of Fall Term 2019. Yet current population estimates indicate 17,535 Pullman residents age 15-24. This has the likely effect of underestimating Pullman’s retail potential.
- The average earnings per job in the region along with estimated household incomes likely do not represent the market area’s buying power. Lower incomes are a reflection more of high student populations than poverty-level conditions.
- As of 2020 the City of Pullman’s population **increased by 5.6%** since 2015, growing by 1,941. Population is expected to **increase by 3.1%** between 2020 and 2025, adding 1,125.
- From 2015 to 2020, jobs **increased by 4.2%** in Pullman from 17,333 to **18,053**.
- The top three industries in 2020 in Pullman are Education and Hospitals (State Government), Electrical Equipment Manufacturing, and Restaurants and Other Eating Places.
- As of 2020 the market area population increased by 3.4% since 2015, growing by 5,078. Population is expected to increase by 1.9% between 2020 and 2025, adding 2,995.

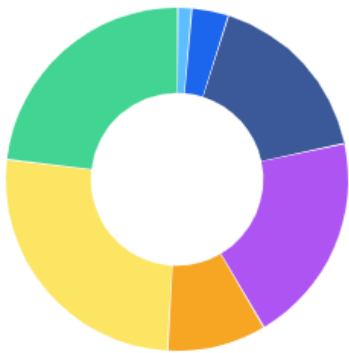
Labor Force Breakdown: Market Trade Area



	Population
● Total Working Age Population	130,698
● Not in Labor Force (15+)	56,737
● Labor Force	73,961
● Employed	70,162
● Unemployed	3,799
● Under 15	23,415

Educational Attainment: Pullman

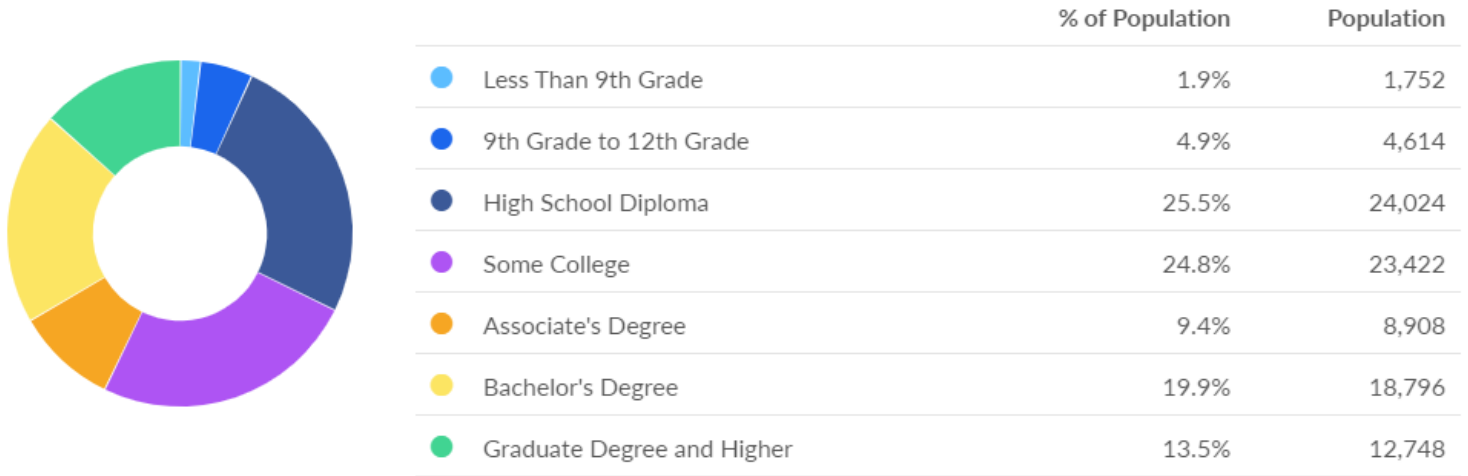
Concerning educational attainment, 26.0% of Whitman County, WA residents possess a Bachelor's Degree (6.9% above the national average), and 9.3% hold an Associate's Degree (1.2% above the national average).



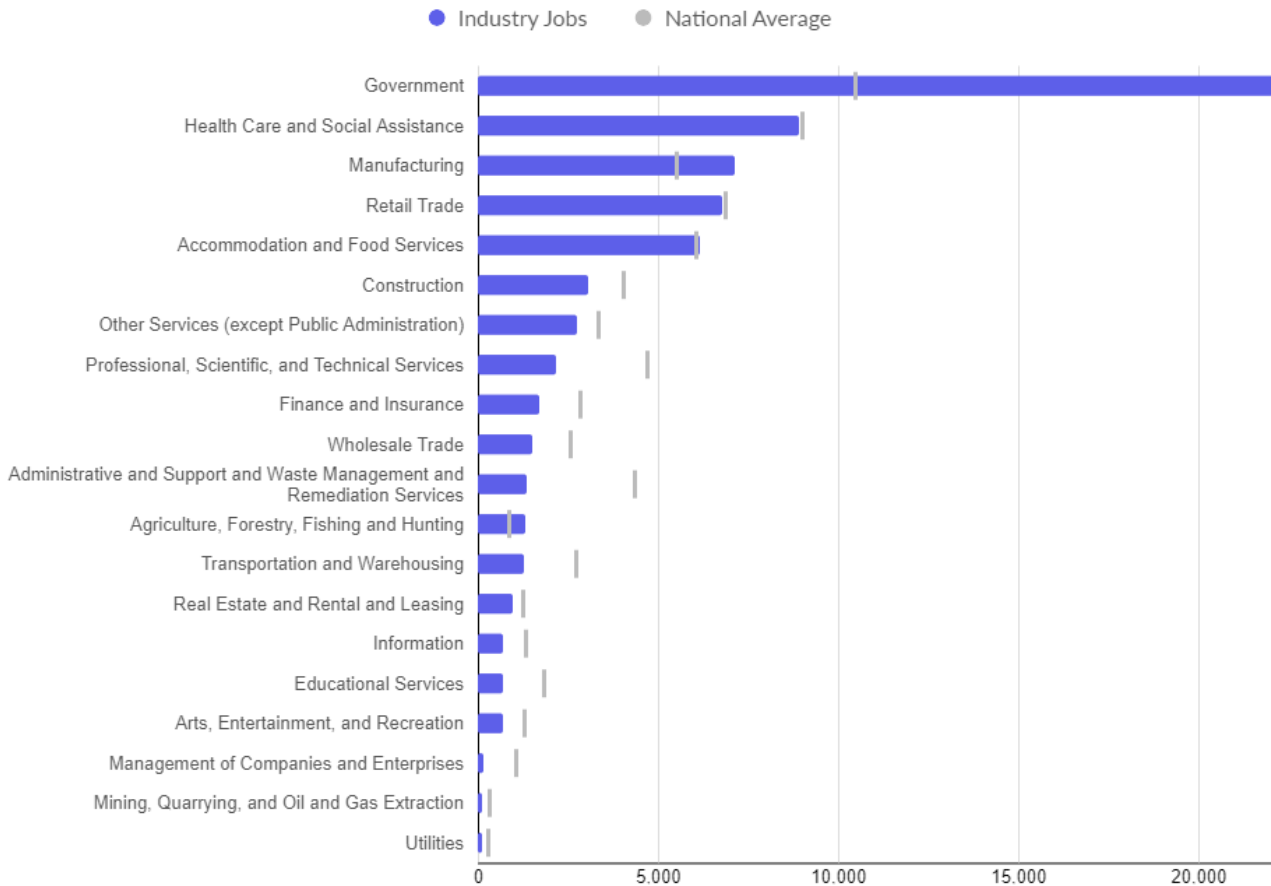
	% of Population	Population
● Less Than 9th Grade	1.3%	333
● 9th Grade to 12th Grade	3.5%	885
● High School Diploma	16.8%	4,258
● Some College	19.9%	5,049
● Associate's Degree	9.3%	2,369
● Bachelor's Degree	26.0%	6,592
● Graduate Degree and Higher	23.2%	5,893

Educational Attainment: Market Trade Area

Concerning educational attainment, 19.9% of the selected regions' residents possess a Bachelor's Degree (0.9% above the national average), and 9.4% hold an Associate's Degree (1.3% above the national average).

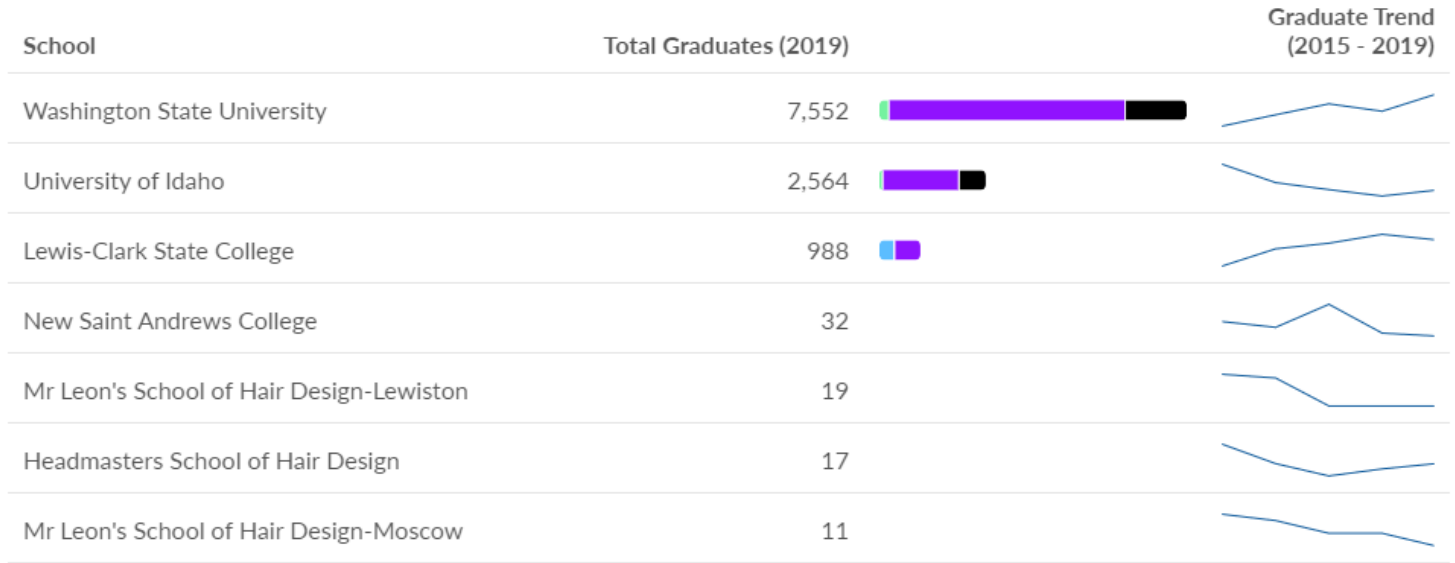


Largest Industries: Market Area



Educational Pipeline

In 2019, there were 11,183 graduates in 4 Counties. This pipeline has grown by 6% over the last 5 years. The highest share of these graduates come from "Psychology, General", Registered Nursing/Registered Nurse, and "Social Sciences, General".



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher