

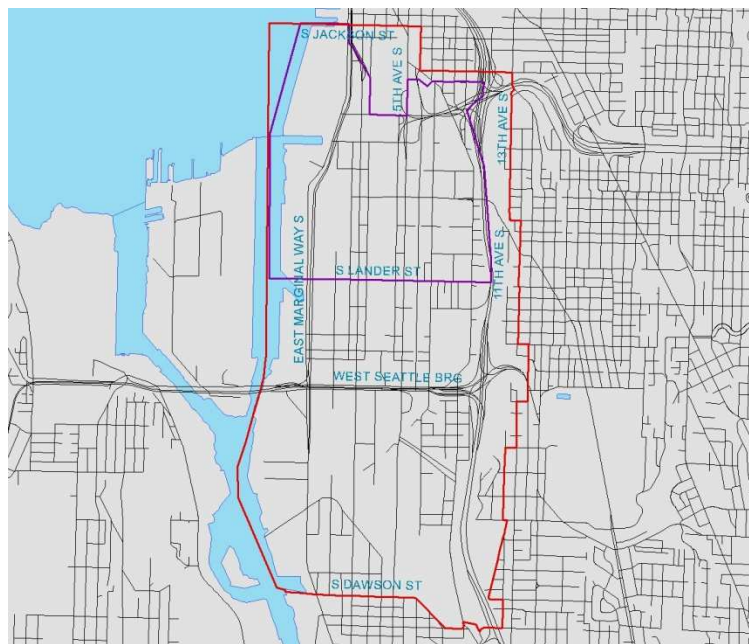


Downtown Seattle Association  
 206-623-0340  
[info@downtownseattle.org](mailto:info@downtownseattle.org)  
[www.DowntownSeattle.com](http://www.DowntownSeattle.com)

# SoDo

## 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. Please note that the SoDo census tract extends beyond the southern border of Downtown to South Dawson Street.



- Neighborhood Boundary
- Census Tract Boundary

SoDo was originally named for the area south of the former Kingdome ("South of the Dome"). Just south of Pioneer Square and the International District, it is the northern portion of Seattle's main industrial area.

SoDo is home the Starbucks Coffee Company headquarters, Pyramid Brewery and Safeco Field. The Port of Seattle is another major employer in the area.

Current development in SoDo includes American Life's Home Plate North and Home Plate South, a two building project with 270,000 square feet of office and nearly 40,000 square feet of retail.

SoDo retains much of its industrial character. It is a transportation hub and a center for international trade in Seattle. A majority of Downtown's manufacturing jobs are located there.

### Neighborhood Highlights

- With less than 3,000 residents across its 3.9 mile census tract, the SoDo area is sparsely populated compared to the rest of Downtown.
- SoDo has the highest percentage of owner occupied housing (48 percent) as well as the largest average household size (2.5).
- In 2011, SoDo had the highest median household income among Downtown neighborhoods.
- SoDo is second only to the CBD when it comes to the number of jobs in Downtown neighborhoods. Within Downtown census tracts, 52 percent of construction and resources jobs, 56 percent of manufacturing and 45 percent of wholesale trade and utilities jobs are located in SoDo.
- Since 2007, SoDo has seen a five percent decrease in the number of occupied street-level businesses. Ninety percent of Downtown Seattle's wholesale and distribution businesses at street-level are located in SoDo as well as 59 percent of its transportation related businesses and 38 percent of trade services.

## Demographics

	2000	2011
Population	2,602	2,919
Total Housing Units	1,024	1,232
Occupied Housing Units	994	1,168
Owner Occupied Units	48%	46%
Family* Households	41%	41%
Average Household Size	2.62	2.5
<b>Income</b>		
Per Capita Income	\$22,172	\$30,785
Average Household Income	\$48,221	\$68,410
Median Household Income	\$41,213	\$54,005
<b>Education (Age 25+)</b>		
Associates Degree or Higher	38%	46%
<b>Age</b>		
Female Median Age	40.1	42.9
Male Median Age	42.2	45.7

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	2,630	3,076
Finance, Insurance, Real Estate	746	1,191
Manufacturing	2,835	2,661
Retail & Services	19,470	16,716
Wholesale Trade, Transportation & Utilities	10,550	6,675
Education	69	404
Government	7,971	8,559
<b>Total</b>	<b>44,271</b>	<b>39,282</b>

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

	2007	2011
Education	3	3
Government	16	17
Housing	3	2
Industrial	9	2
Retail	105	90
Merchandise & Gifts	36	30
Clothing & Accessories	3	6
Arts-related	4	5
Other Retail	62	49
Services	145	153
Restaurants, Bars, Cafes	22	24
Professional Services	41	36
Personal Services	0	12
Other Services	82	81
<b>Total Street Level Businesses</b>	<b>281</b>	<b>267</b>

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

While other Neighborhood Profiles feature pedestrian counts, there are no SoDo counts conducted. Locations in SoDo are considered more destinations driven than other downtown neighborhoods.