

Island County Profile



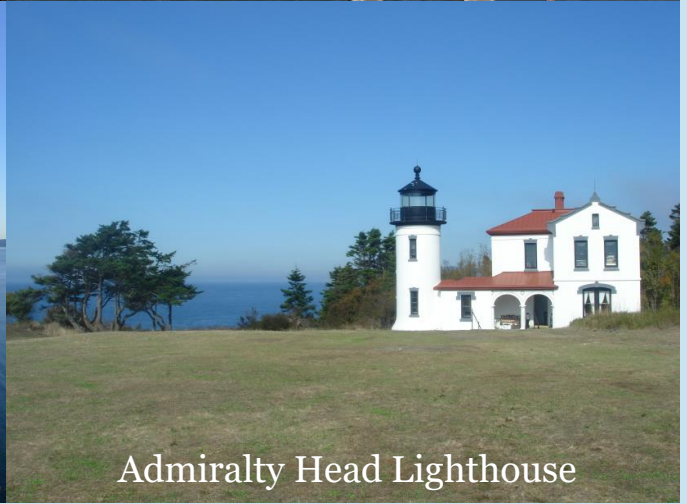
Deception Pass



Coupeville Ferry



Camano Island



Admiralty Head Lighthouse

January 2021

(Updated July 2021)



EDC
ISLAND
COUNTY

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OVERVIEW

ISLAND COUNTY is a unique area, well known for its exceptional quality of life. Island residents and tourists alike marvel at the fantastic views of the snow-covered Cascade and Olympic mountains as they relax in this pastoral setting. The islands comprising Island County are Whidbey, Camano, Ben Ure, Smith, Deception, Strawberry, Baby, Minor and Kalamut.

The two settled islands, Whidbey and Camano, are favorite destinations for weekend visitors with easy access via State Route 20 over Deception Pass, State Route 532 to Camano, and the State Ferry System routes accessed off-island at Mukilteo and Port Townsend.

Whidbey Island is the 5th longest island in the contiguous U.S.—45 miles long with 148 miles of shoreline. Camano is 16 miles long and has 52 miles of shoreline. Whidbey Island is located 27 miles north of Seattle and 50 miles south of the Canadian border. Island County has a total land area of 208 square miles.

The islands were first settled by the Lower Skagit, Swinomish, Suquamish, Snohomish, Kikiallus, and other Native American tribes, who called the area Tscha-kole-chy (Whidbey) and Kol-lut-chen (Camano). European settlements were established in the early 1850s in the Penn Cove-Coupeville area. Today, the small communities along these sheltered shorelines are highly regarded locations for permanent homes and summer residences, as well as small, but successful, businesses.



Island County and surrounding area

Island County has four geographic areas:

North Whidbey
Central Whidbey
South Whidbey
Camano Island

SNAPSHOT

Total population

86,350

(WA State OFM, April 1, 2021 population estimates.)

There are three incorporated locations in Island County, all on Whidbey Island:

Oak Harbor
Coupeville
Langley

CLIMATE

Island County enjoys the moderating effects of water and sheltering mountains to provide a mild, temperate climate. Camano Island and, more so, Whidbey Island both benefit from the Olympic Mountains' "rain shadow" effect. Rainfall averages from about 35" per year in South Whidbey and South Camano to less than 18" on Central Whidbey. This contrasts with the yearly average of approximately 40" in Seattle. Freezes are usually light and rarely continue past February.

40% to 90%
Avg relative humidity

Because of the rain shadow, Central Whidbey receives markedly less rain than the rest of Whidbey Island


<18" rain
per year
Central Whidbey

 **34°F**
winter avg

 **72°F**
summer avg




35" rain
per year
South Whidbey

GEOGRAPHY

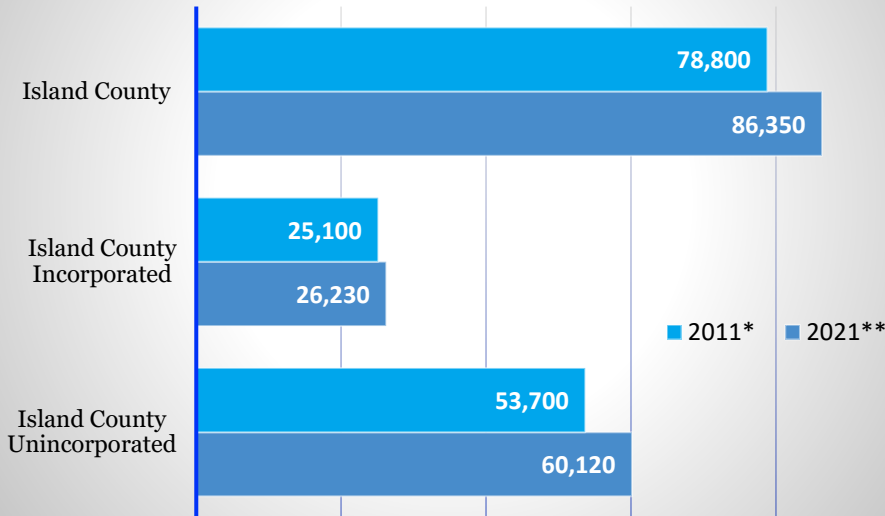
The terrain of Island County is largely rolling with elevations from sea level to 580 feet. More than 50% of the land area is undeveloped and features trees, prairie areas of agricultural lands, marshes, open bays and a generally rural environment.



POPULATION AND DEMOGRAPHICS

Island County Population

***WA State Office of Financial Management, April 1, 2021 pop estimate*



From 2011-2021

9.6%
growth

4.5%
growth in
incorporated
areas

12%
growth in
unincorporated areas

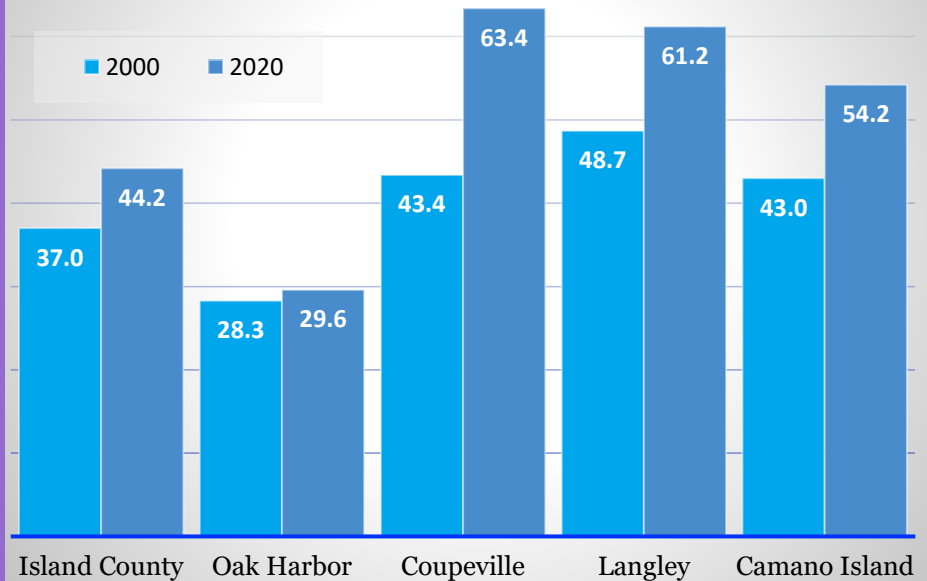
19%
increase from
2000-2018

Oak Harbor
lower median age due
to Navy personnel

**Coupeville,
Langley, &
Camano**
increase in median
age

Median Age

U.S. Census American Community Survey, 5-yr estimates, 2013-2018



POPULATION AND DEMOGRAPHICS

Population **increased**
in



Oak Harbor
Camano Island
& Langley

Population **decreased**
in

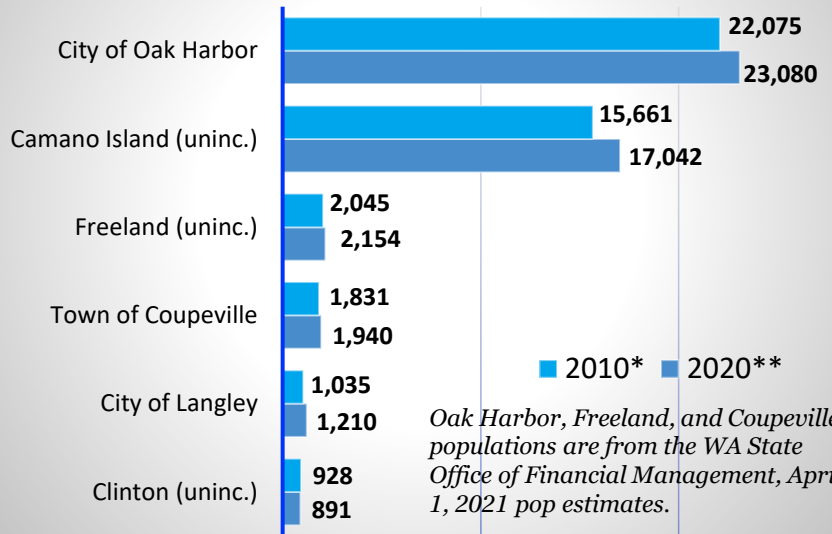


Coupeville
Freeland
& Clinton

Island County Population Centers

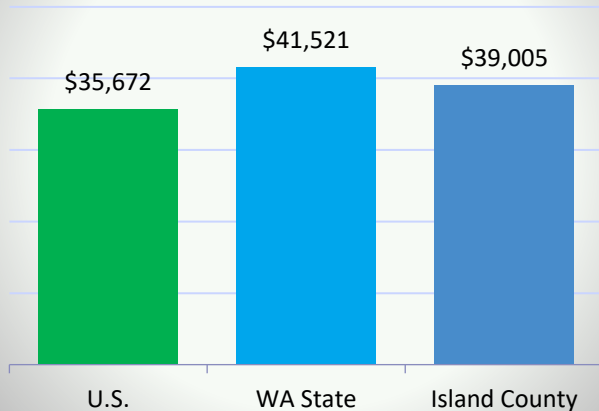
**US Census 2010*

***US Census American Community Survey, 2019, 5-yr estimates*



Per Capita Income

*ACS 2019 1-year estimate
(inflation adjusted 2019 dollars)*



Per Capita Income

10% higher
than U.S.

6% lower
than WA State

Median Household Income

*ACS 2019 1-year estimate
(inflation adjusted 2019 dollars)*



Median Household Income

9% lower
than WA State

POPULATION AND DEMOGRAPHICS

County's Workforce Commuting Destinations

Census On The Map Commuting Destinations

9,864

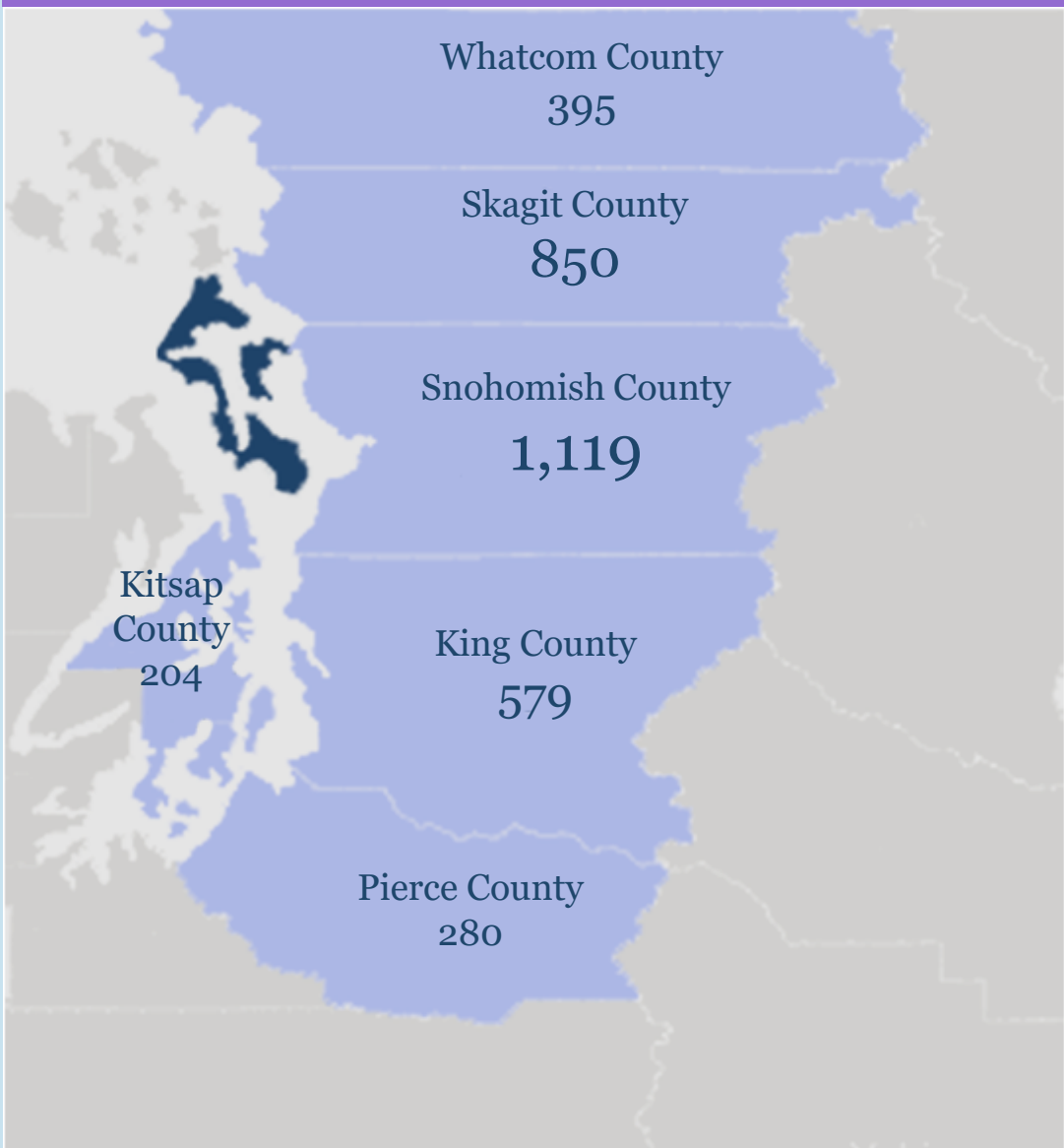
out of County commuters from Whidbey and Camano Islands

280%

increase in commuters
from 2016 to 2017

976

of those commuters
come from Camano
Island



EMPLOYMENT & LABOR

Island County averaged **16,956**
nonfarm (and non-military) jobs in March 2020

Bureau of Labor & Statistics

336
new jobs over 2019

Bureau of Labor Statistics

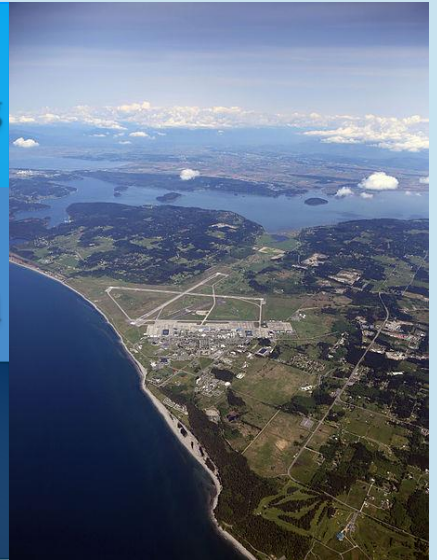
+2%
in total employment

Largest employer in Island
County and four surrounding
Counties

Naval Air Station
Whidbey Island

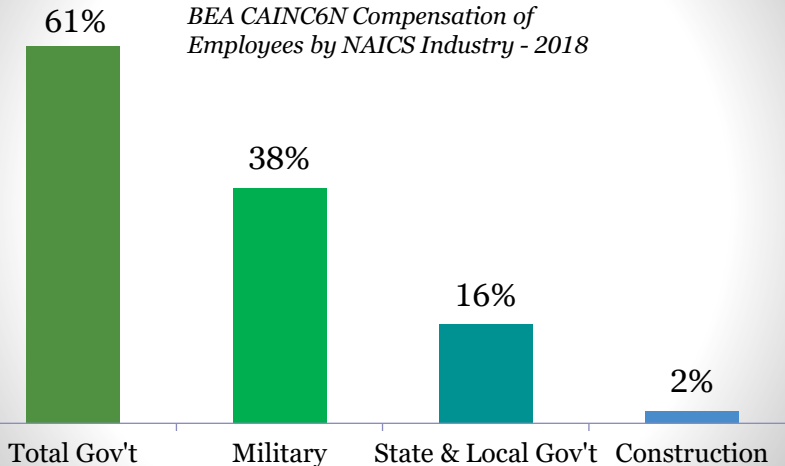
\$701M
Payroll for 10,500 personnel

8,400
military
2,100
civilian and contractors



Percentage of Pay Role

*BEA CAINC6N Compensation of
Employees by NAICS Industry - 2018*



According the
Bureau of Economic
Analysis

Government
is the largest employer

Navy
is the single largest
employer

EMPLOYMENT & LABOR

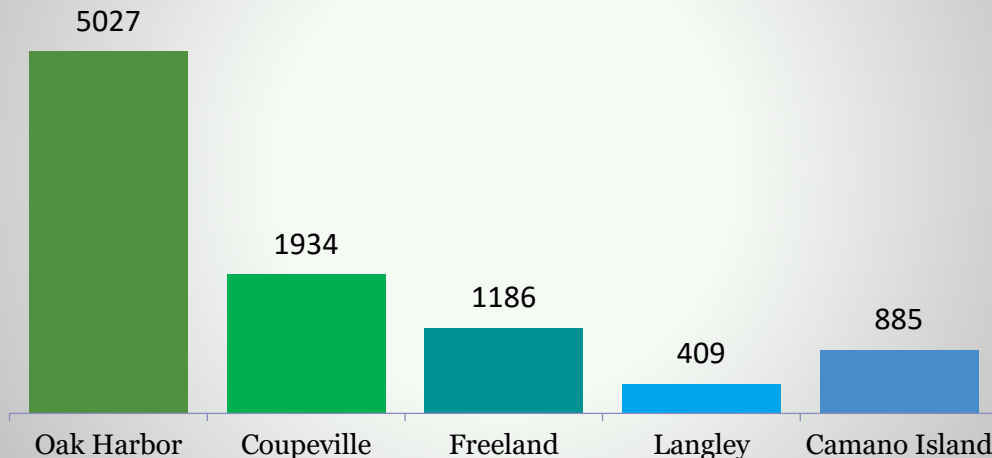
Major Employers (100+ employees)

Employer reported data

NAS Whidbey Island Federal Government	Wal-Mart Retail	Whidbey Telecom Technical Services
Boeing (commuters from Island County) Manufacturing	Navy Commissary Federal Government	New Leaf Non-profit
WhidbeyHealth Hospital Healthcare	Safeway Retail	Payless Foods Groceries/Food
Oak Harbor School District Education	IDEX Corp Manufacturing	Coupeville School District Education
Island County Government Local Government	Nichols Brothers Boat Builders Inc. Manufacturing	Technical Services, Inc. Manufacturing
Navy Exchange Federal Government	City of Oak Harbor Local Government	Regency on Whidbey Healthcare
Skagit Valley College, Whidbey Campus Education	Whidbey Island Bank Financial	Penn Cove Shellfish Food services
South Whidbey School District Education	Regency Coupeville Healthcare	Home Depot Retail
	Island Transit Transportation	Haggen's Food & Pharmacy Groceries/Food

Island County Primary Private Jobs

U.S. Census 'OnTheMap'



Labor Force

34,628

Average (non-military)

5.2%

Unemployment (2018)

4.4 %

Growth (2016-2017)

\$13.69 / hr

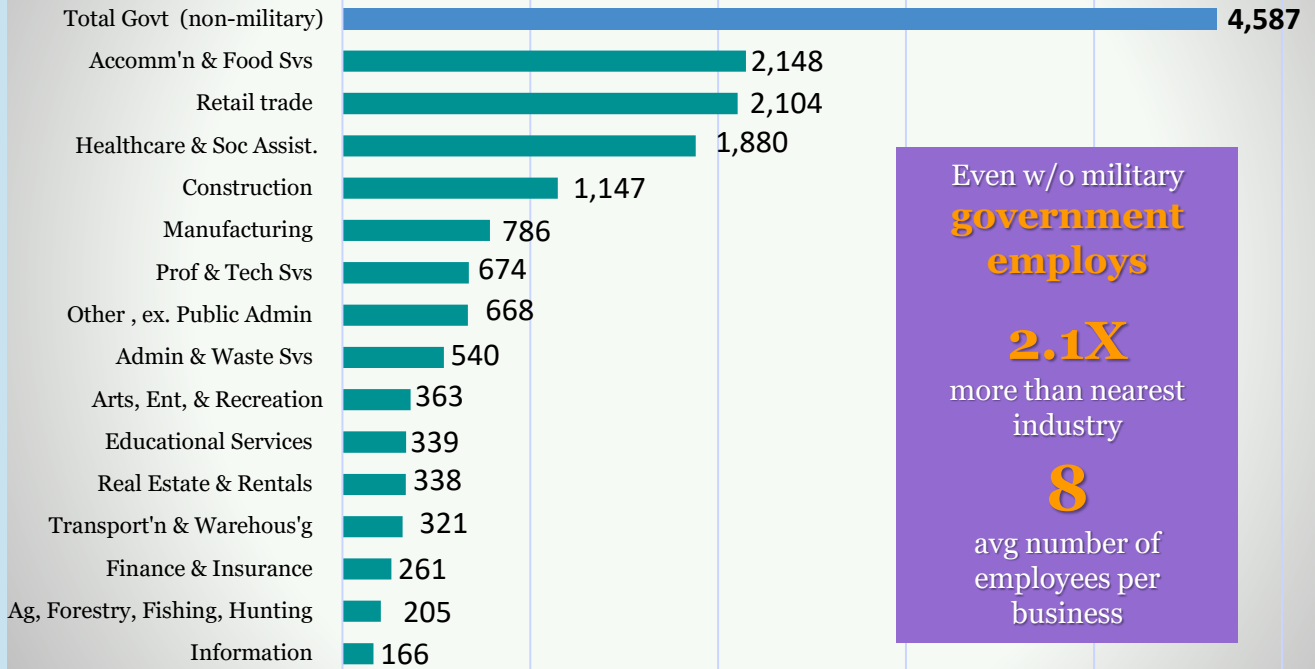
Minimum wage

(Source: Employment Security Department)

EMPLOYMENT & LABOR

Average Number Employed in Island County

2019, WA State ESD



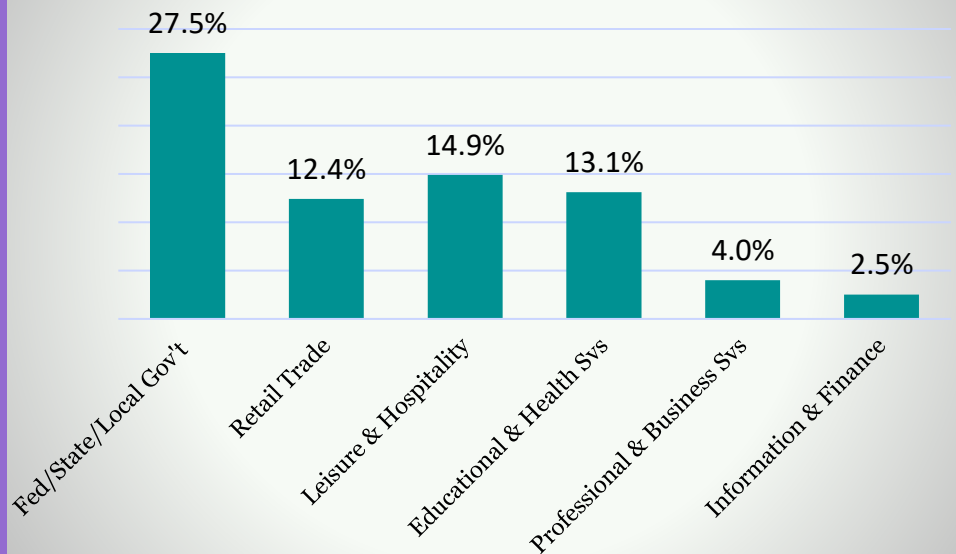
Percentage Employed by Occupation

(2019, WA State ESD)

Other than NAS
Whidbey

**Fed, State, and
Local
Governments**

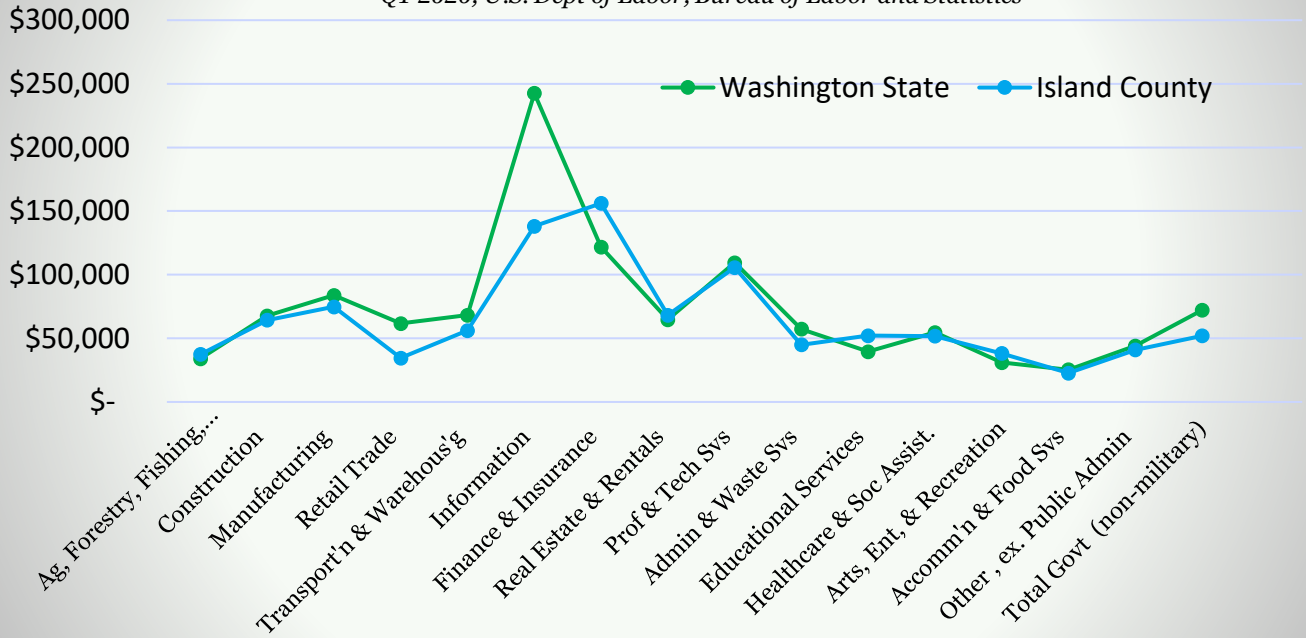
are the
**largest
employers**



EMPLOYMENT & LABOR

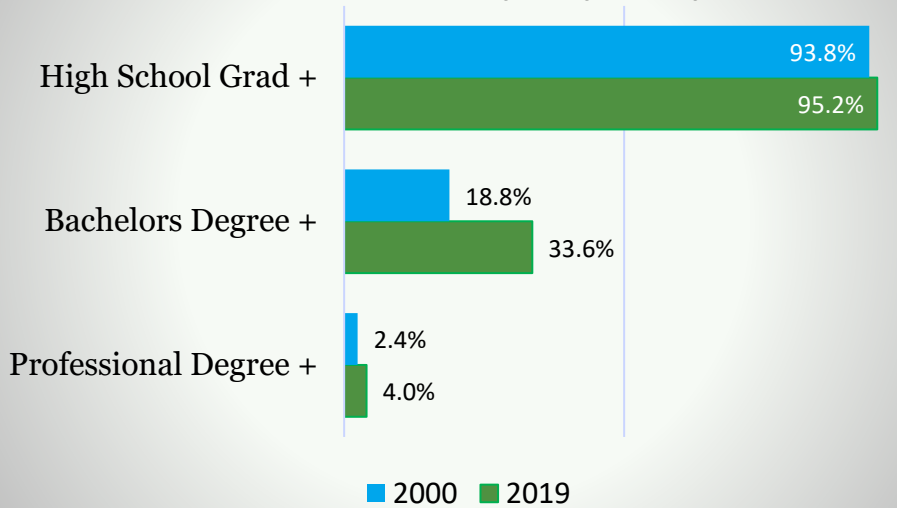
Average Annual Salary per Worker by Industry

Q1 2020, U.S. Dept of Labor, Bureau of Labor and Statistics



Educational Attainment (25 yrs and older)

US Census American Community Survey, 2019 1-yr estimate



Increase in **all areas**
of Educational Attainment

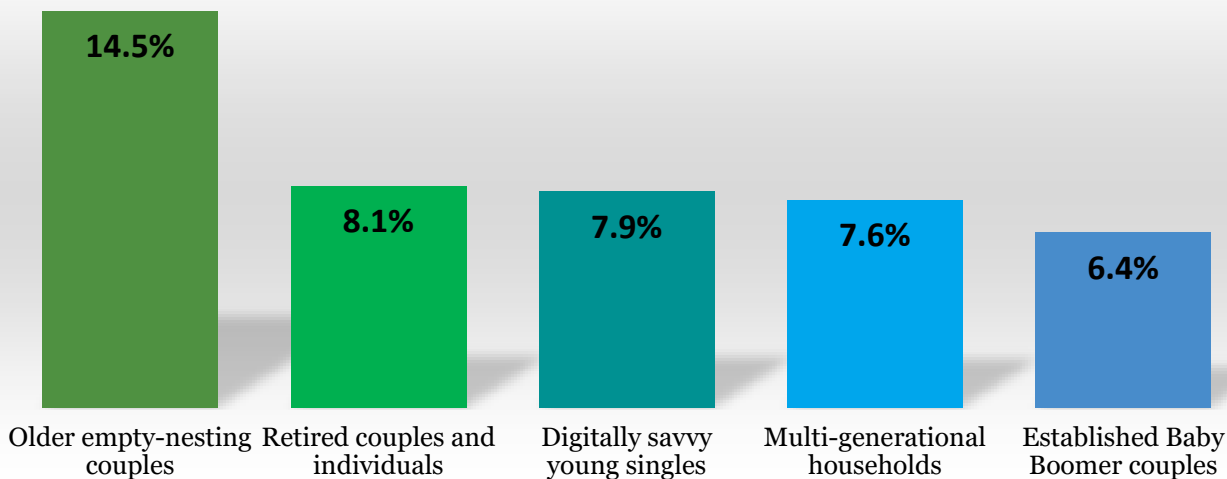
SEGMENTATION

Segmentation is dividing a population into groups defined by individual characteristics. It can be as simple as separating male and female residents, or by something more complex.

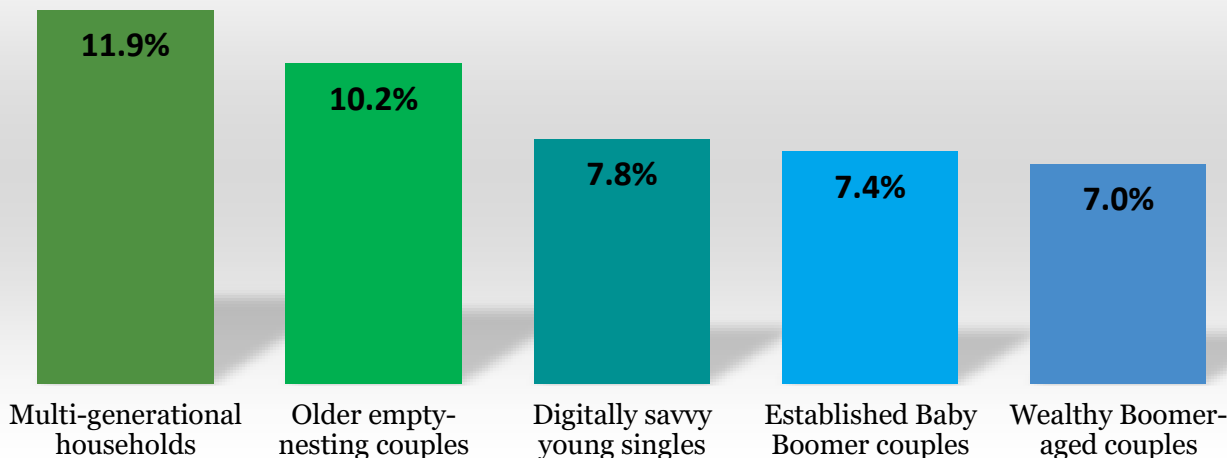
Mosaic, by Experian, which the EDC has access to through the use of the Buxton Analytics Platform, divides the U.S. population into 19 groups and 71 more detailed sub-groups, or segments. It paints a unique picture of the U.S. population based on their demographic characteristics, lifestyles, and behavior.

In this next section we'll look at the top five (5) segments of those 71 that comprise Island County's **residential households**, and the top five segments of its **workplace households**.

Top 5 Residential Household Segments



Top 5 Workplace Household Segments



OLDER EMPTY-NESTING COUPLES AND SINGLES



Fitness walking
Female Married with no kids Truck
Age 51–65 Lived here 1 year or less College
Front page of newspaper Homeowners' insurance
Lottery tickets Visit foxnews.com Enjoy going to beach
Mid-range household income 1 person in household
Home magazines Prefer traveling in U.S. Home built 1999+
Satellite dish 60s to 70s music Mid-range property value

Who They Are

Rural lifestyle
Modest housing
Outdoor recreation
Near retirement
Blue-collar jobs

95.8%
live in single
family homes

80.4%
head of household
is between
51-65 years old

30.4%
household income is
\$50,000-\$74,999

97.2%
are homeowners

39.7%
household size of
1 person

ESTABLISHED MULTI-GENERATIONAL HOUSEHOLDS

Management occupation
Pay bills online MLB on TV Married with no kids
Mid-range property value Age 51–65 Fitness walking
Mid-range household income Facebook Lived here 25+ years
Home built 1970–1979 Buy used car < 5 years old
Own Xbox 360 College Video on Demand Homeowners' insurance
Concert 5+ people in household Gardening
Donate to private foundations



Who They Are

Smart shoppers
Tech apprentices
Large households
Social media fans

99.1%
live in single
family homes

94.2%
are homeowners

25.4%
household income is
\$75,000-\$99,999

49.2%
head of household
is between
51-65 years old

24.4%
household size of
5+ people

COMFORTABLY ESTABLISHED BABY BOOMER COUPLES



Mid-range property value
 Age 51–65
 Satellite dish 3 people in household
 Fresh-water fishing Married with no kids Own a Ford
 Mid-range household income Front page of newspaper
 Homeowners' insurance Winter Olympics on TV Home magazines
 Country music Lived here 25+ years Blue-collar occupation
 Prefer traveling in U.S. High school diploma
 Gardening Home built 1990–1994 Donate to private foundations

Who They Are

Price-conscious
 Do-It-Yourselfers
 Outdoor enthusiasts
 Domestic travelers

98.7%
 live in single
 family homes

91.3%
 head of household
 is between
 51–65 years old

30.8%
 household income is
 \$50,000–\$74,999

96.6%
 are homeowners

33.6%
 household size of
 2 persons

RETIRED COUPLES AND INDIVIDUALS

Prefer traveling in U.S.
 Front page of newspaper Age 76+
 CUV 2 people in household Female Brokerage accounts
 Low household income Retired Winter Olympics on TV AARP member
 General editorial magazines Graduate's degree
 Lived here 25+ years Subscribe to cable TV Married with no kids
 Contribute to charities Home built 1999+ Fitness walking
 Homeowners' insurance



Who They Are

Retirees
 Established credit
 Cruise vacations
 Brand-loyal
 Traditional engagement

90.8%
 are homeowners

88.5%
 live in single
 family homes

21.2%
 household income is
 \$35,000–\$49,999

61.4%
 head of household
 Is 76+ years old

35.1%
 household size of
 2 persons

WEALTHY BOOMER-AGED COUPLES

Fitness walking
NFL on TV Homeowners' insurance Pinterest
Buy new car Graduate's degree Management occupation
Contribute to charities High household income Restaurants Male
Domestic travel for vacation Front page of newspaper Savings accounts
5+ people in household Married with no kids Lived here 25+ years
Own DVR with cable/satellite box Gardening
Age 51–65



Who They Are

Affluent
Highly educated
Upscale housing
Nearing retirement
Philanthropic
Savvy investors

99.4%
live in single
family homes

86.6%
head of household
is between
51-65 years old

18.7%
household income is
\$125,000-149,999

97.4%
are homeowners

33.6%
household size of
5 persons

DIGITALLY SAVVY YOUNG SINGLES



Mid-range household income
1 person in household Low property value
Digital magazine/newspapers Age 25–30 Female
Visit pandora.com Lived here 1 year or less
Enjoy gourmet cooking College Debit cards
Single male with no kids Play board games Blue-collar occupation
Buy games and toys Video gamer Want to get to very top in career
Buy used car Overnight camping trips First-time home buyer

Who They Are

Ambitious
Single adults
Eager to spend
Digitally savvy
9.6 % have children
under the age of 10

93.9%
live in single
family homes

51.8%
head of household
is between
25-30 years old

22.3%
are first-time
home buyers

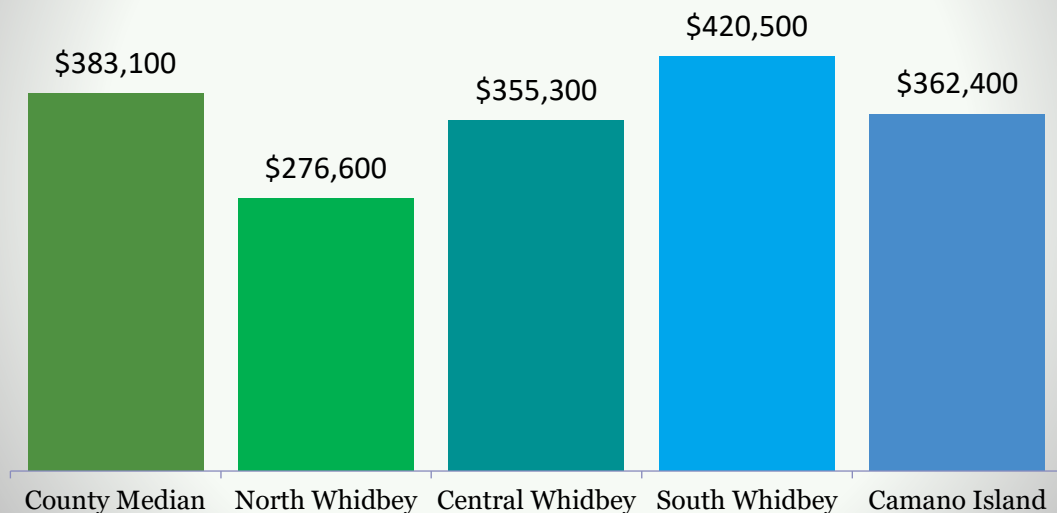
28.4%
household income is
\$50,000-\$74,999

69.8%
household size of
1 person

REAL ESTATE & COMMERCIAL REALTY

Median Housing Prices

(Includes existing and new construction – American Community Survey – 2018
5-yr estimate)

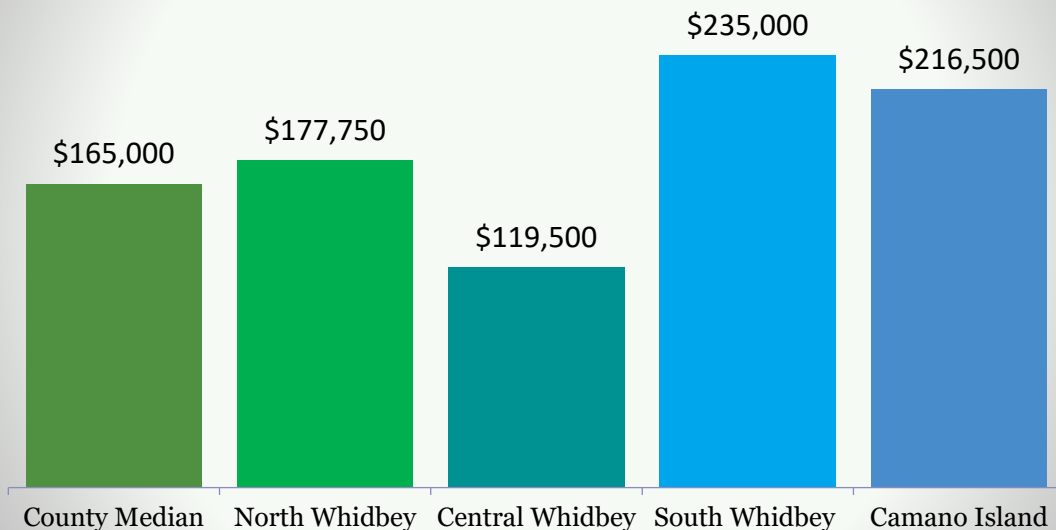


Camano, North and Central Whidbey prices **lower** than County median

South Whidbey has **highest** median housing prices

Median Land Prices

(Land is platted lots at median prices. Source: Courtesy NWMLS via Redfin)



South Whidbey has **highest** median land prices

Central Whidbey has **lowest** median land prices

COMMERCIAL CONSTRUCTION

\$250-\$350

per sq ft

average for new construction
for office and retail locations

COMMERCIAL RENTAL

\$10-\$18

sq ft /year

average range

TAXES & GDP

Washington charges a gross income tax of 1.8% on your revenue after your first \$35,000 of gross receipts. Washington calls this a business and occupations tax, or better known in the state as a B & O tax. This is tracked by your Washington state UBI number (Unified Business Identifier number). There are basically no deductions. Washington State will deduct the money you made and paid taxes for in another state, which makes it a very attractive state in which to own a national company.

Island County Retail Sales Tax Rate = 8.7%

Island County has one of the lowest tax bases in Washington state.

Property Tax Rate:

www.islandcountywa.gov/assessors/

Unemployment Rates:

<https://fortress.wa.gov/esd/employmentdata/>

Business Personal Property Tax:

www.dor.wa.gov

No State Personal Income Tax

Industrial Insurance Rates:

www.lni.wa.gov

Business & Occupation Tax:

www.dor.wa.gov/

County economic
production

\$2.8B

Production change

Short-term
2018-2019

3.1%

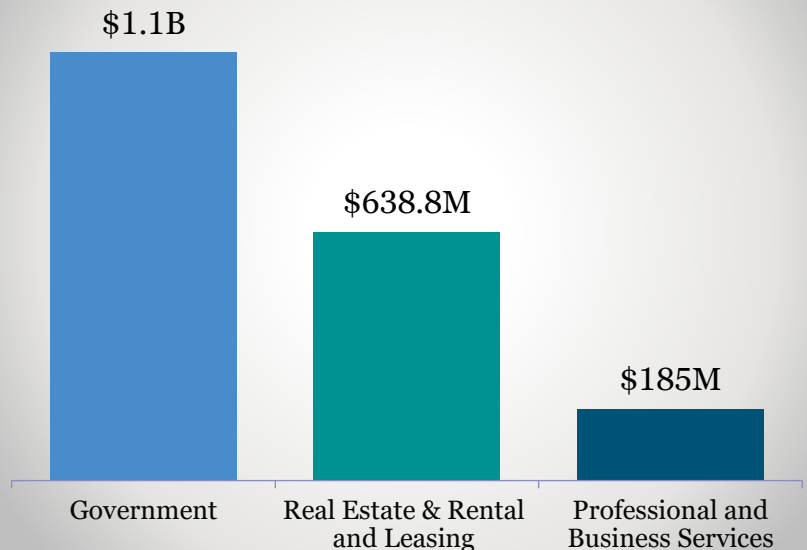
Long-term
2001-2019

23.1%

Per capita economic
output

\$32,914

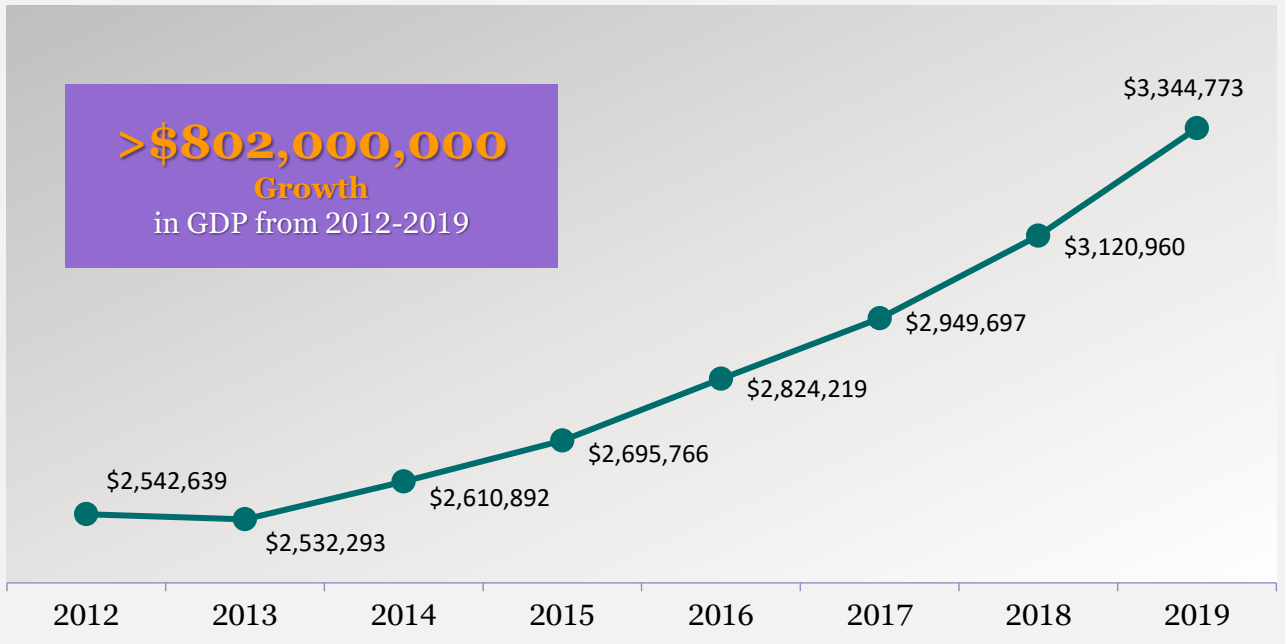
Top Three Industries (2019, U.S. Bureau of Economic Analysis)



TAXES & GDP

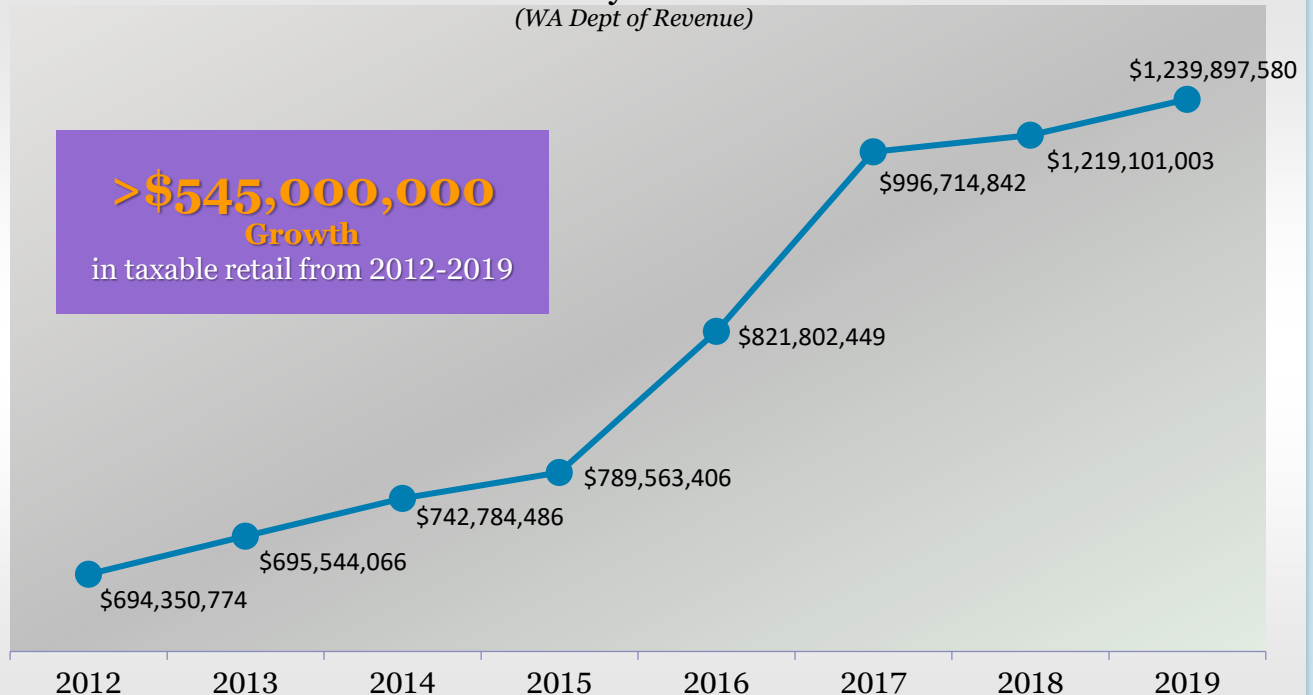
Island County GDP Growth

(U.S. Bureau of Economic Analysis)



Island County Taxable Retail

(WA Dept of Revenue)



SCHOOLS & EDUCATION

North Whidbey:

Oak Harbor Public Schools
(360) 679-5800
www.ohsd.net

Central Whidbey:

Coupeville School District #204
(360) 678-4522
coupeville.k12.wa.us

South Whidbey:

South Whidbey School District #206
(360) 221-6100
www.sw.wednet.edu/

Camano Island:

Stanwood-Camano School District #401
(360) 629-1200
www.stanwood.wednet.edu



Whidbey Island also boasts an impressive public school system, with **95% graduation rates**, as well as a plethora of private schooling options for families with children.

PRIVATE SCHOOLS

Oak Harbor

Oak Harbor Christian School PS-5
(360) 675-2831

North Whidbey Christian High School
(360) 675-5352

Montessori K-4
(360) 675-4165

Seventh Day Adventist 1-8
(360) 675-4412

Lighthouse Christian Academy 1-12
(360) 679-3158

Langley

Island Christian Academy PreK-12
(360) 221-0919

Clinton

Whidbey Island Waldorf School PS-8
(360) 341-5686

Wellington Day School K-8
(360) 341-1252

SCHOOLS & EDUCATION

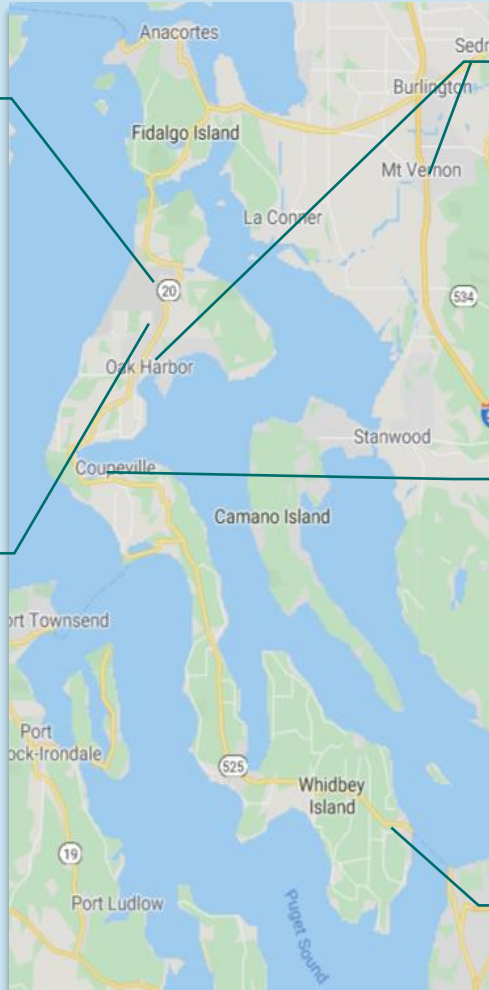
There is a broad range of options for adult and post-secondary education programs in Island County, from technical training to post-graduate programs.

Embry Riddle Aeronautical University

Located at the Naval Air Station, Embry offers 2 & 4-year degree programs in Aeronautics Science, Aviation, Business Administration Management, and Technical Operations.

Brandman University

Located at the Naval Air Station, Brandman offers 4-year degree programs in Business Administration, Computer Science & Information Systems, Social Sciences, Psychology, and Criminal Justice as well as graduate degree programs for Human Resources and Organizational Leadership.



Skagit Valley College

Skagit Valley College provides an Associate Degree program transferable to a 4-year institution and occupational/workplace training. Based in Mt. Vernon, with Whidbey Island campuses in Oak Harbor and Clinton.

Washington State University

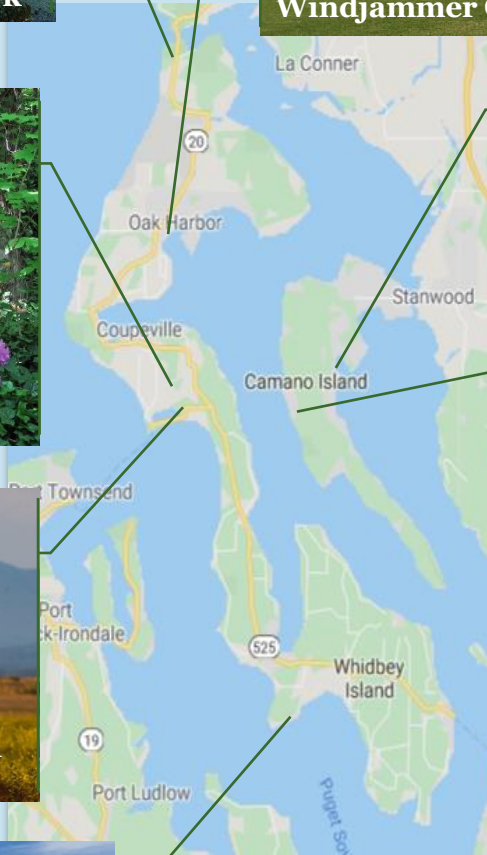
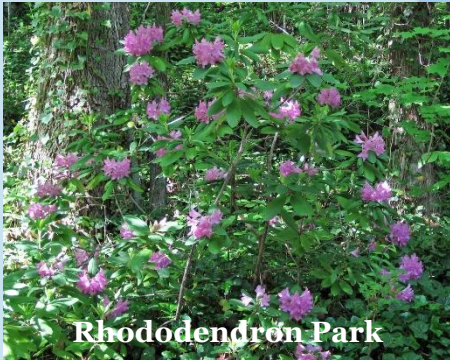
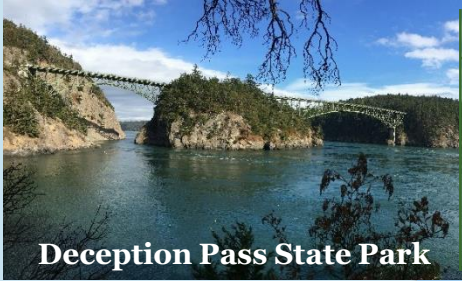
WSU offers continuing education and a number of degree and certificate programs through their Extended Degree Programs. Courses are delivered via internet, video, video conferencing, and correspondence.

Skagit Valley College, Clinton Branch



RECREATION AREAS AND FACILITIES

Island County features exceptional recreation opportunities. Boating, fishing, biking, bird watching, clamming, golfing and hiking are especially popular with residents and tourists alike. The county enjoys abundant wildlife and has developed a county-wide system of trails for hiking, biking, and equestrian use. Organized sports activities are offered by the county's recreation districts and cover a wide gamut of team and individual sports.



Island County has

8 State Parks

9 County Parks

44 City Parks

and many private parks,
marinas, golf courses,
port facilities, and
campgrounds

LODGING & FACILITIES



An abundance of lodging and RV/camping choices are available along with facilities for events or meetings.

Contact area Chambers of Commerce or <https://whidbeycamanoislands.com> for more information.

HISTORICAL SITES/MUSEUMS



HISTORICAL SITES

Deception Pass
Coupeville Waterfront
Fort Casey State Park
Admiralty Head Lighthouse
Fort Ebey State Park
Sunnyside Cemetery
Ebey's Landing National Historic Reserve
Cama Beach Resort & Archaeological Site
Utsalady Ladies Aid Building (Camano Island)

MUSEUMS

PBY Aircraft Museum - Oak Harbor
Island County Historical Museum - Coupeville
South Whidbey Museum – Langley

ART GALLERIES & THEATERS



Movie cinemas are located in Oak Harbor, NAS Whidbey, and Langley.

There are also live theaters in Oak Harbor and Langley, and a drive-in theater in Oak Harbor.

Art galleries abound on Whidbey and Camano, especially in Langley, Coupeville, and Camano.

Request a complete listing from the local Chambers of Commerce.



Whidbey Playhouse

HEALTH CARE PROVIDERS



Whidbey Island served by
Whidbey Island Public Hospital District and **NAS Whidbey Island**

Camano Island served by
Skagit Valley Hospital in Mt Vernon
Arlington Hospital in Snohomish County
Providence Regional Medical Center in Everett

Island Hospital
in Anacortes

NAS Whidbey Island
Naval Health Clinic Oak Harbor
serves active duty & retired personnel
and their dependents

WhidbeyHealth Medical Center
located in Coupeville
25 active inpatient beds
24 hour emergency room
(only ER on the island)
Life Flight Network – Air Ambulance

Camano Island
served by
Skagit Valley Hospital
in Mt. Vernon

Skagit Clinic ON Camano

Camano Island Health System

Arlington Hospital
in Snohomish County

Providence Regional Medical
Center - Everett

Island County Emergency Services
3 paramedic ambulances
serve the island

Trauma Centers

WhidbeyHealth Medical Center – Coupeville (level 3)
Harborview Medical Center – Seattle (level 1)
[1.5-hour drive; 20-minute air evac]

UTILITIES

ELECTRICITY

Whidbey Island:

Puget Sound Energy
(888) 225-5773
www.pse.com/business

Camano Island:

Snohomish County PUD
(877) 783-1000
www.snopud.com/business.ashx?p=1099



SOLID WASTE

Service is provided by each of the incorporated cities to its residents.

Resource:

<https://www.islandcountywa.gov/PublicWorks/solidwaste/Pages/Home.aspx>

Island Disposal (serving Whidbey):

(360) 678-5701
<https://www.islanddisposalinc.com/commercial-service>

Stanwood Camano Disposal (serving Camano):

(800) 592-9995
<http://wmnorthwest.com/camano/commercial.html>

Waste Management

(360) 757 4068
<https://www.wm.com/>

TELECOMMUNICATIONS

Comcast
(800) 266-2278
www.comcast.com

Ziplay Fiber
(360) 707-4817
<https://get.ziplayfiber.com/>

Whidbey Telecom (S. Whidbey)
(360) 321-1122
www.whidbeytel.com

WAVE Cable
(866) 928 3123
<https://residential.wavebroadband.com/>



NATURAL GAS

Oak Harbor:
Cascade Natural Gas
(360) 675-6641
<https://www.cngc.com/rates-services/business-services/>

WATER AND SEWAGE

City operated water & sewage systems in:

Oak Harbor: (360) 279-4750

Coupeville: (360) 678-4461, ext 6

Langley: (360) 221-4246, ext 13

Public Water Districts operate in Freeland, Clinton and parts of Camano Island. There are also a number of privately owned water systems in the county. Private Sewage Systems are at Penn Cove, near Coupeville and Holmes Harbor in Freeland

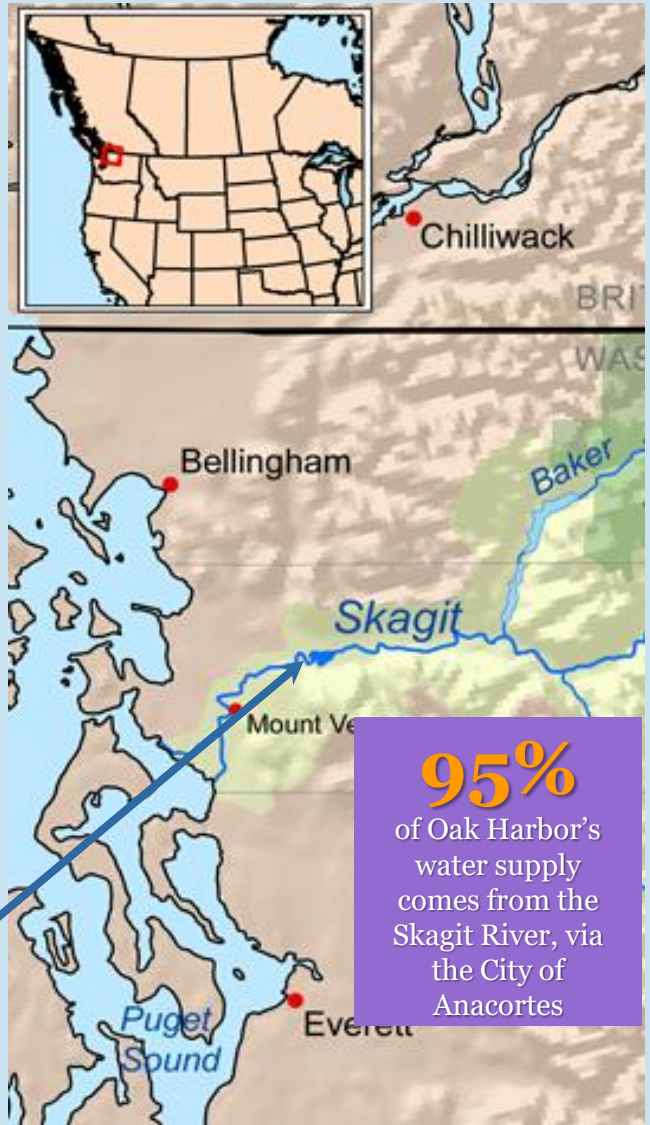
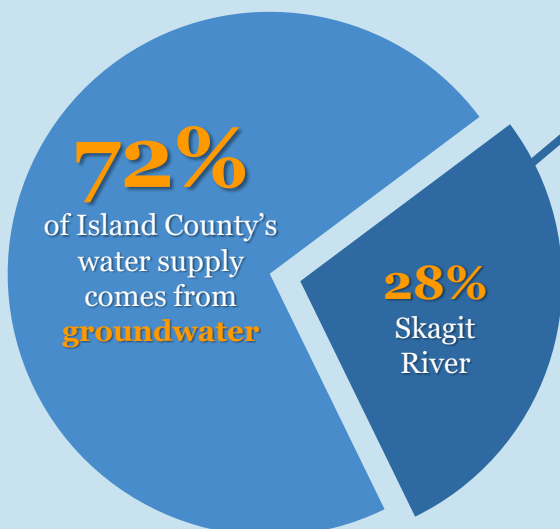
The City of Oak Harbor is the largest water purveyor in Island County

3,700+
connections

2.26 million gallons/day
average daily demand

Anacortes obtains water from the Skagit River, the City of Anacortes holding this water right. **95%** of the water used by Oak Harbor is purchased wholesale from the City of Anacortes.

This imported water comprises **28%** of the water used in Island County.



GENERAL TRANSPORTATION INFORMATION

STATE HIGHWAYS

Connections to the state highway system and I-5 are via bridges and state highways

SR 20 and SR 525

main routes through Whidbey Island

SR 532

main route on Camano Island

From Whidbey Island:

39 mi
to I-5

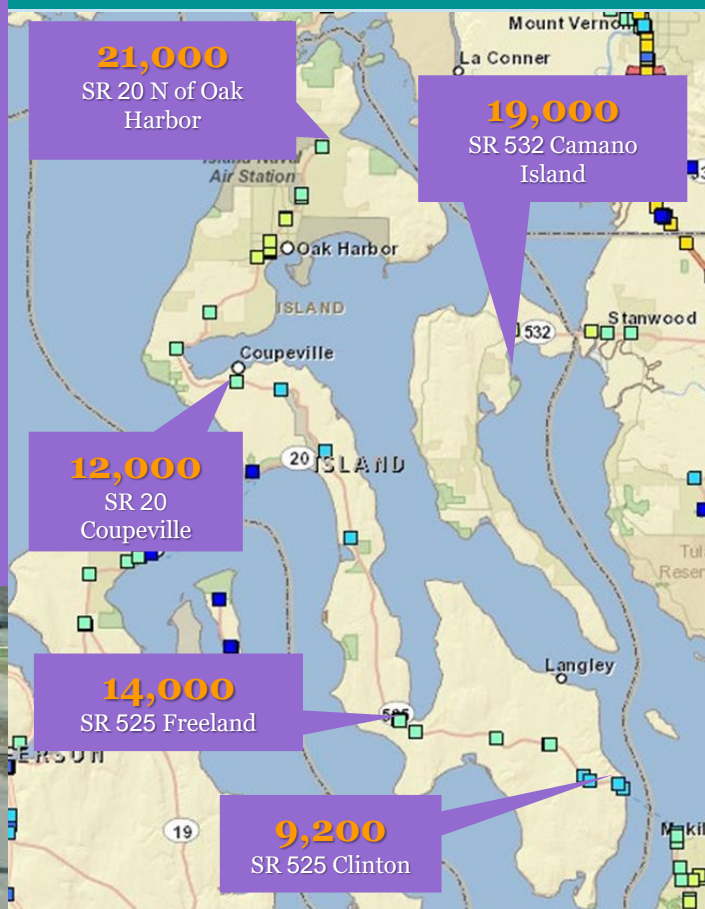
49 mi
to HWY
99

90 mi
to I-590



Average Daily Vehicle Count

2019 (Source: WSDOT)



BUS SERVICE

Island County provides fare-free bus service throughout the county, on Whidbey Island from Deception Pass to Clinton, and to the ferries at Clinton-Mukilteo and Keystone-Port Townsend. Bus service is also available on Camano Island, connecting to Stanwood.



Island Transit bus

Island Transit

(360) 678-7771

www.islandtransit.org

WHIDBEY-SEATAc SHUTTLE

Airport shuttle service from Whidbey Island.

639 Industrial Ave Suite A, Oak Harbor, WA 98277

360-679-4003

877-679-4003 (Toll-free)

<http://www.seatacshuttle.com/>

GENERAL TRANSPORTATION INFORMATION

AIRPORTS

Camano Air Park

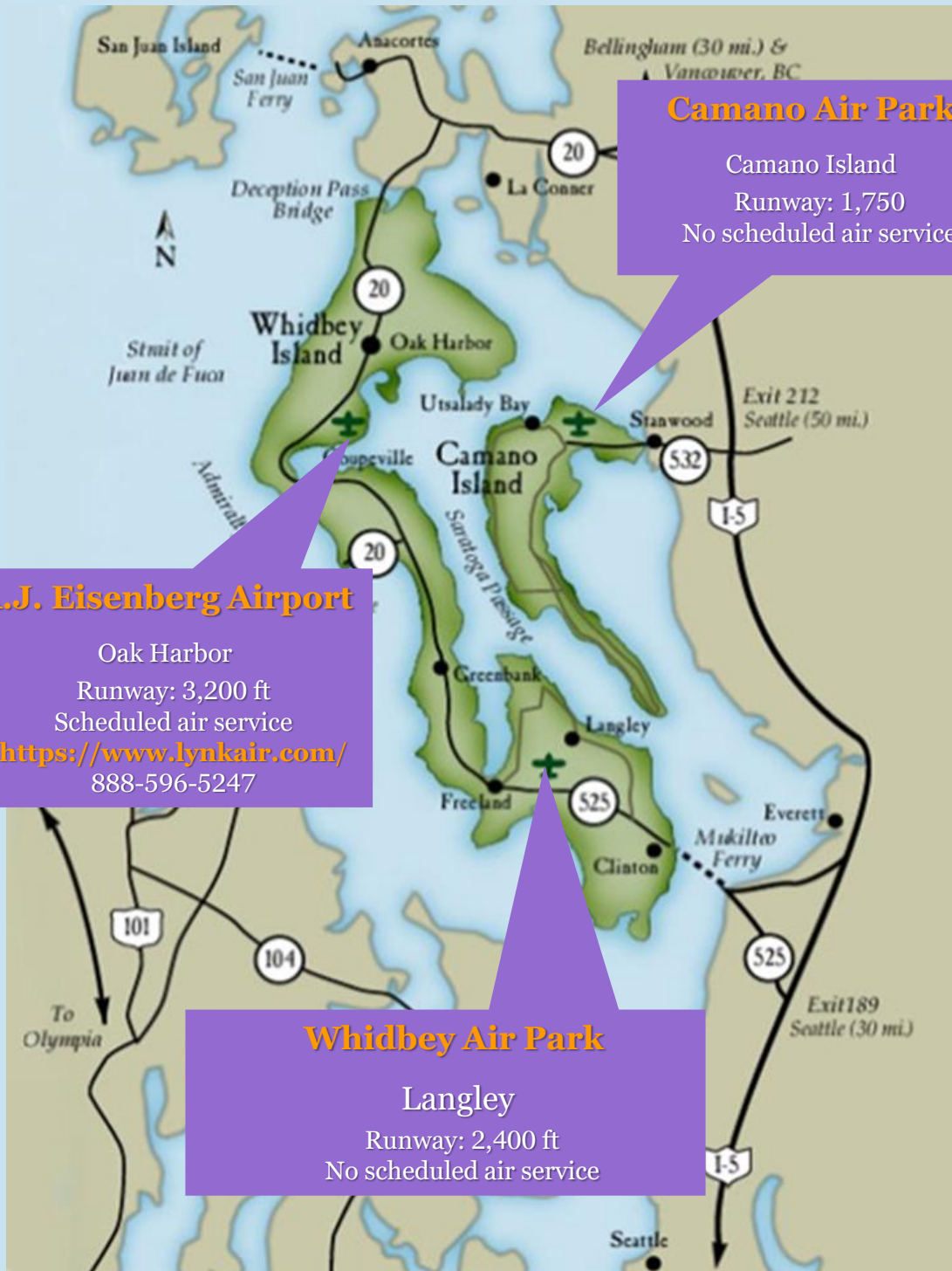
Camano Island
Runway: 1,750
No scheduled air service

A.J. Eisenberg Airport

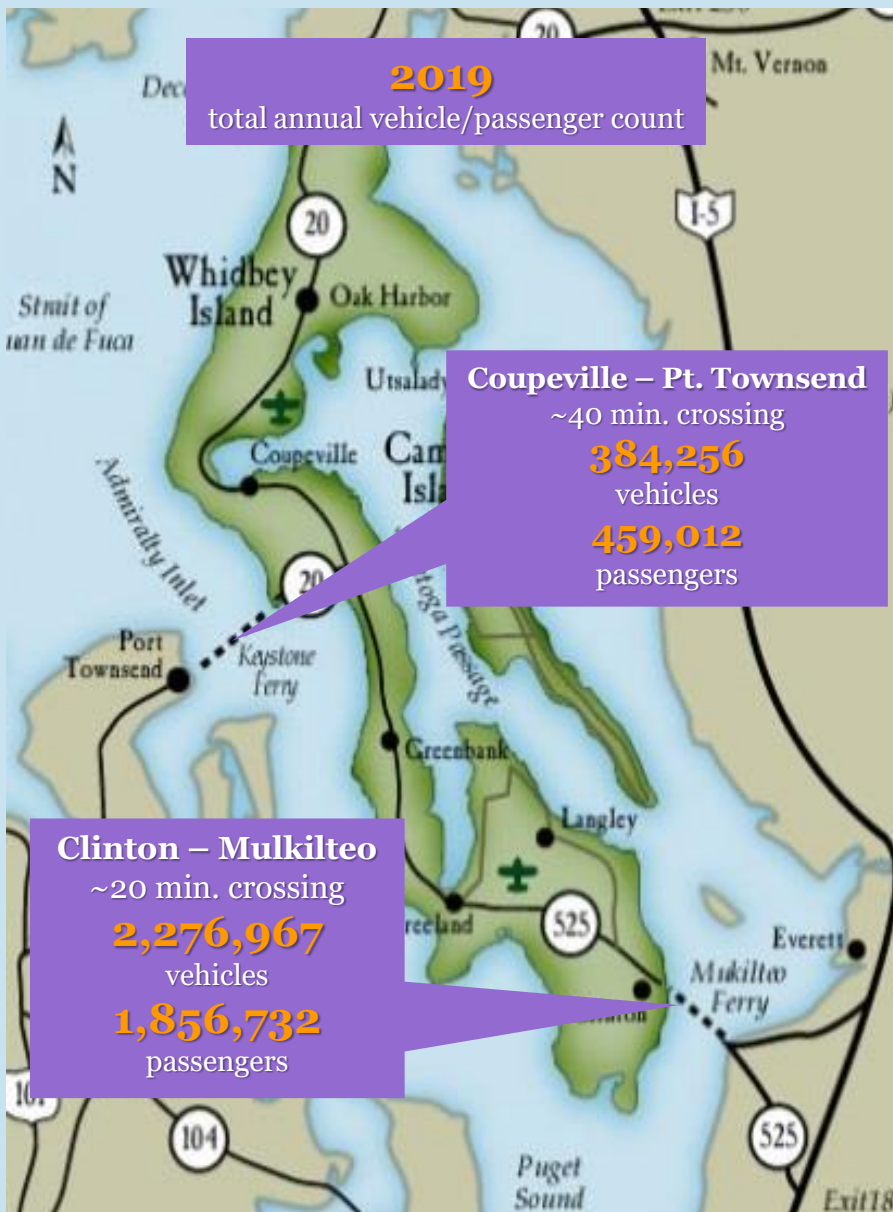
Oak Harbor
Runway: 3,200 ft
Scheduled air service
<https://www.lynkair.com/>
888-596-5247

Whidbey Air Park

Langley
Runway: 2,400 ft
No scheduled air service



FERRY SERVICE



2 Ferries

Clinton - Mukilteo
Coupeville - Port Townsend

Clinton—Mukilteo
ferry runs

Each half hour

Coupeville—Port Townsend
ferry runs

**every 90 minutes/
every 45 minutes**
in summer

A reservation system is
available for use on the
Coupeville—Port Townsend
run.

Reservations: (888) 808-7977
www.wsdot.wa.gov/ferries



RESOURCES



info@edcislandcounty.org

www.iscoedc.com

(360) 678-6889

The Economic Development Council for Island County (EDCIC) is a 501(c)6 non-profit dedicated to:

- ✓ Enhancing economic vitality of Island County
- ✓ Assisting local businesses find resources and connections
- ✓ Working to attract new businesses to our communities, and
- ✓ Engaging with community partners and leaders to enhance our collective prosperity and encourage our economic future

Membership in the EDCIC starts as low as \$70 for many businesses. Contact us for more information.

CHAMBERS OF COMMERCE

Greater Oak Harbor

(360) 675-3755

www.oakharborchamber.org

Greater Freeland

(360) 331-1980

www.freelandchamber.org

Clinton

(360) 331-3929

www.discoverclintonwa.com

Coupeville

(360) 678-5434

www.coupevillechamber.com

Langley

(360) 221-6765

www.visitlangley.com

Camano

(360) 629-7136

www.camanoisland.org

Tourism Information

www.whidbeycamanoislands.com



GOVERNMENT

Island County

(360) 678-5111 (main number)

www.islandcountywa.gov

Town of Coupeville

(360) 678-4461

townofcoupeville.org

City of Langley

(360) 221-4246

www.langleywa.org

City of Oak Harbor

(360) 279-4500

www.oakharbor.org

Port of South Whidbey

(360) 331-5494

portofsouthwhidbey.com

Port of Coupeville

(360) 222-3151

<https://portoc.org/>