



EDC
ISLAND
COUNTY

Island County Profile Report

Released January 2022

Economic Development Council
for Island County
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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

87,100

(WA State OFM, Nov. 30, 2021 population estimates.)

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

Oak Harbor
Coupeville
Langley

Climate and Geography

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.

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

40% to 90%
Avg relative humidity



34°F
winter avg



72°F
summer avg

<18" rain
per year

Central Whidbey

35" rain
per year

South Whidbey



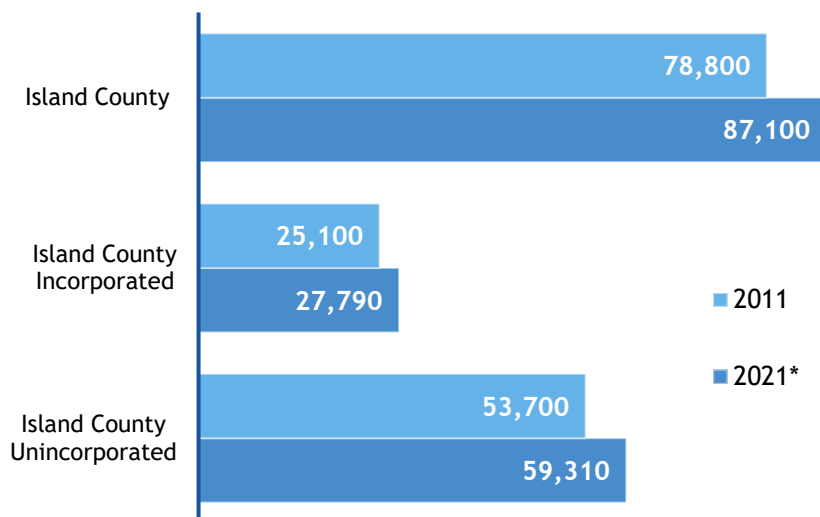
The terrain of Island County is largely rolling with elevations from sea level to 580 feet. More than 50% of the land area is undeveloped and features trees, prairie areas of agricultural lands, marshes, open bays and a generally rural environment.



Population and Demographics

Island County Population

**WA State Office of Financial Management,
Nov. 30, 2021 population estimate*



2011-2021

10.5%
growth

10.7%
growth in
incorporated
areas

10.4%
growth in
unincorporated areas

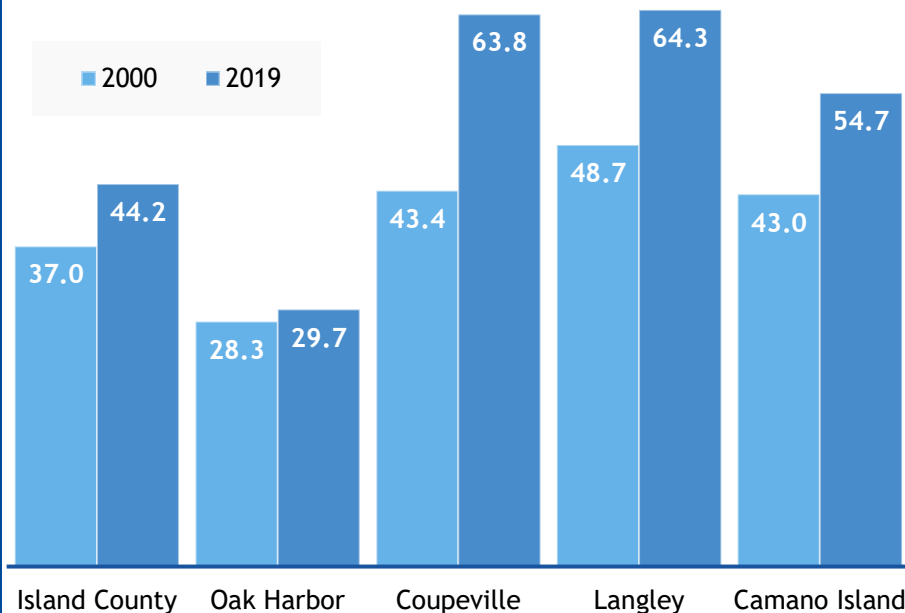
19%
increase
2000-2019

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, 2014-2019



Population and Demographics

Population
increased in



Oak Harbor
Camano Island
Langley
& Freeland

Population
decreased in

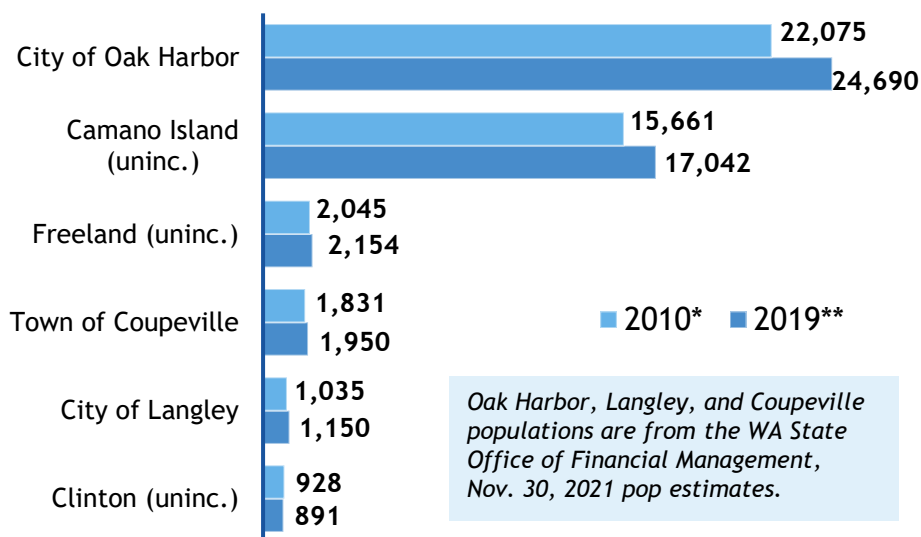


Coupeville
& Clinton

Island County Population Centers

*US Census 2010

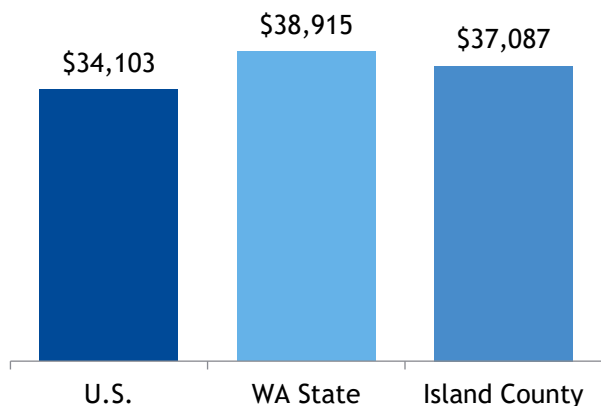
**US Census American Community Survey, 2019, 5-yr estimates



Oak Harbor, Langley, and Coupeville populations are from the WA State Office of Financial Management, Nov. 30, 2021 pop estimates.

Per Capita Income

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



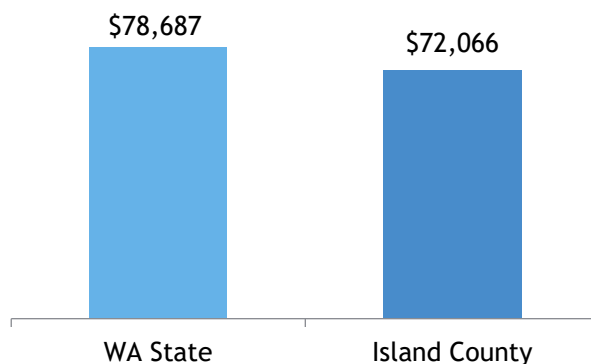
Per Capita Income

9% higher
than U.S.

5% 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

6,871

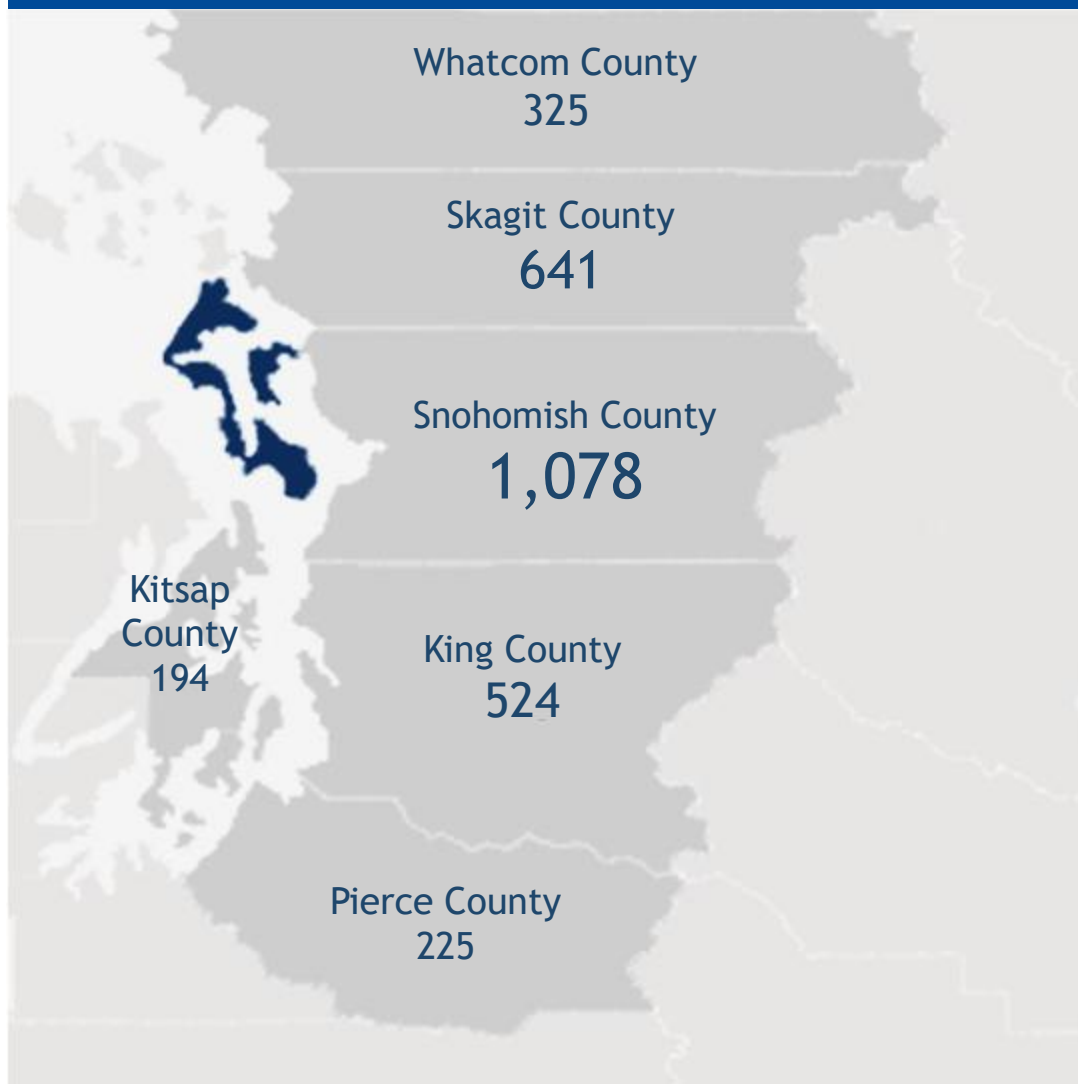
out of County commuters from Whidbey and Camano Islands

35.7%

of workers in Island County
travel outside the county
for work

50%

of workers on Camano Island
travel outside the county
for work



Employment and Labor

Island County averaged **16,485**
nonfarm (and non-military) jobs in March 2021
Bureau of Labor & Statistics

549
jobs lost over 2020
pandemic

-3.2%
in total employment
Bureau of Labor Statistics

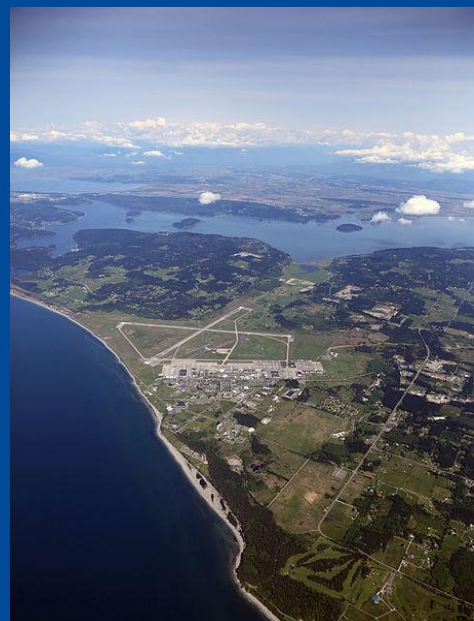
Naval Air Station Whidbey Island

NAS Whidbey Island is the premier naval aviation installation in the Pacific Northwest and home of all Navy tactical electronic attack squadrons flying the EA-18G Growler.

Largest employer in Island County and
four surrounding Counties

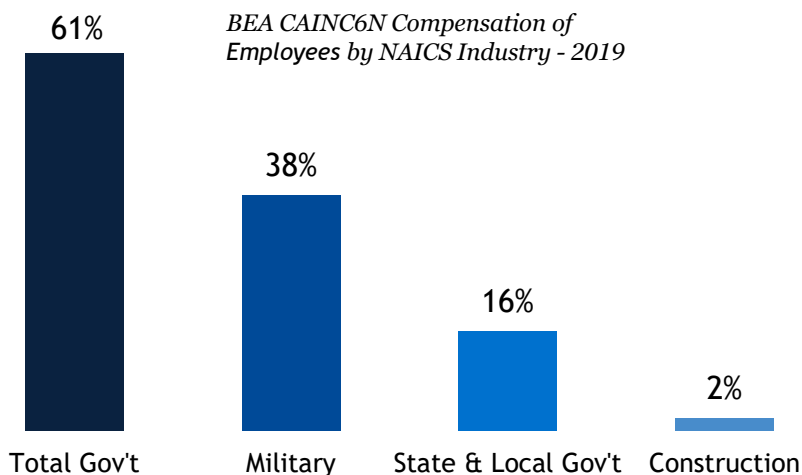
\$701M
Payroll for 10,500 personnel

8,700 military/ **2,100**
civilian and contractors



Percentage of Pay Role

*BEA CAINC6N Compensation of
Employees by NAICS Industry - 2019*



According to the
Bureau of Economic
Analysis

Government
is the largest employer

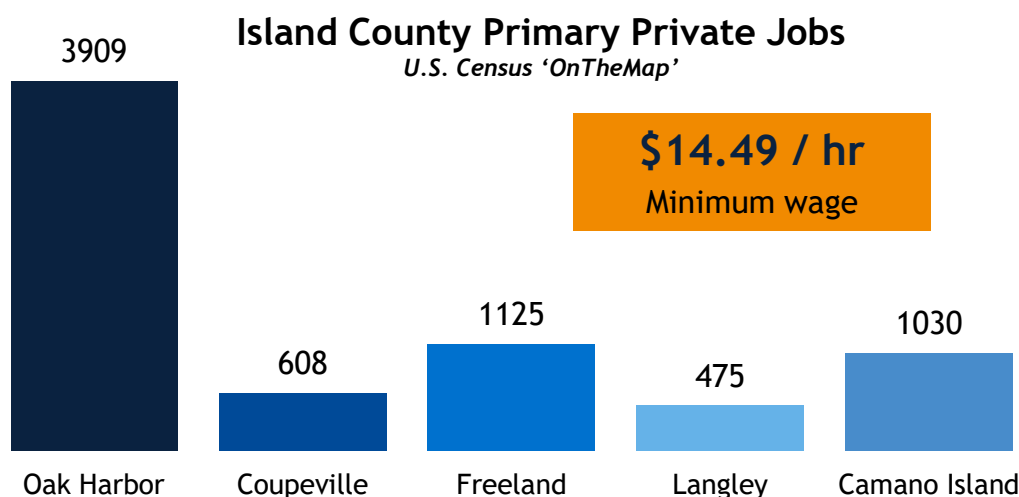
Navy
is the single largest
employer

Employment and Labor

Major Employers (75+ employees)

Employer reported data

10,800-201	200-116	115-75
NAS Whidbey Island Federal Government	Navy Exchange Federal Government	Haggen's Food & Pharmacy Groceries/Food
Oak Harbor School District Education	Navy Commissary Federal Government	Regency Coupeville Healthcare
Boeing (commuters from Island County) Manufacturing	Technical Services, Inc. Manufacturing	New Leaf Non-profit
WhidbeyHealth Hospital Healthcare	City of Oak Harbor Local Government	Whidbey Telecommunication Technical Services
Island County Government Local Government	IDEX Corp Manufacturing	Home Depot Retail
Stanwood-Camano School District (commuters from Island County) Education	Safeway Retail	Island Transit Transportation
Walmart Retail	Nichols Brothers Boat Builders Inc. Manufacturing	Coupeville School District Education
South Whidbey School District Education	Meyers Group Retail	Regency on Whidbey Healthcare
	Payless Foods Groceries/Food	Penn Cove Shellfish Food services
		Whidbey Island Bank Financial



Labor Force

36,114

Average
(non-military)

3.8%

Unemployment
(2021)

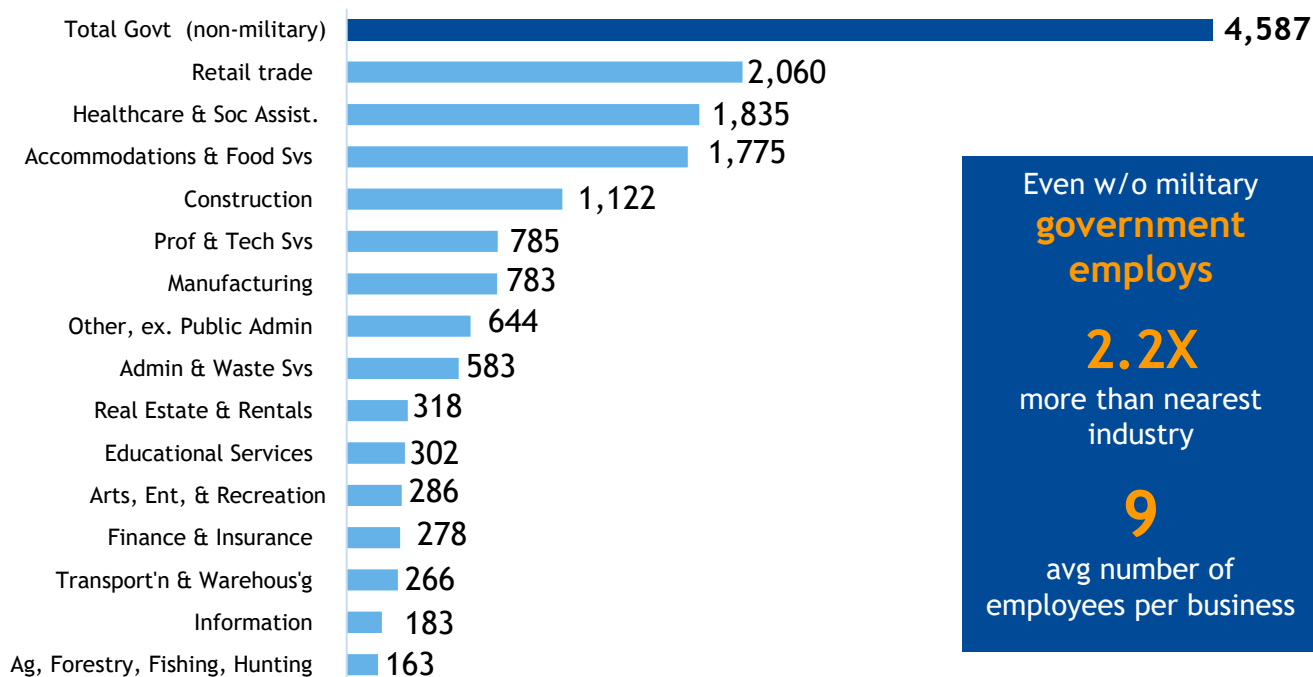
2.8 %

Growth (2020-2021)

(Source: Employment Security Department)

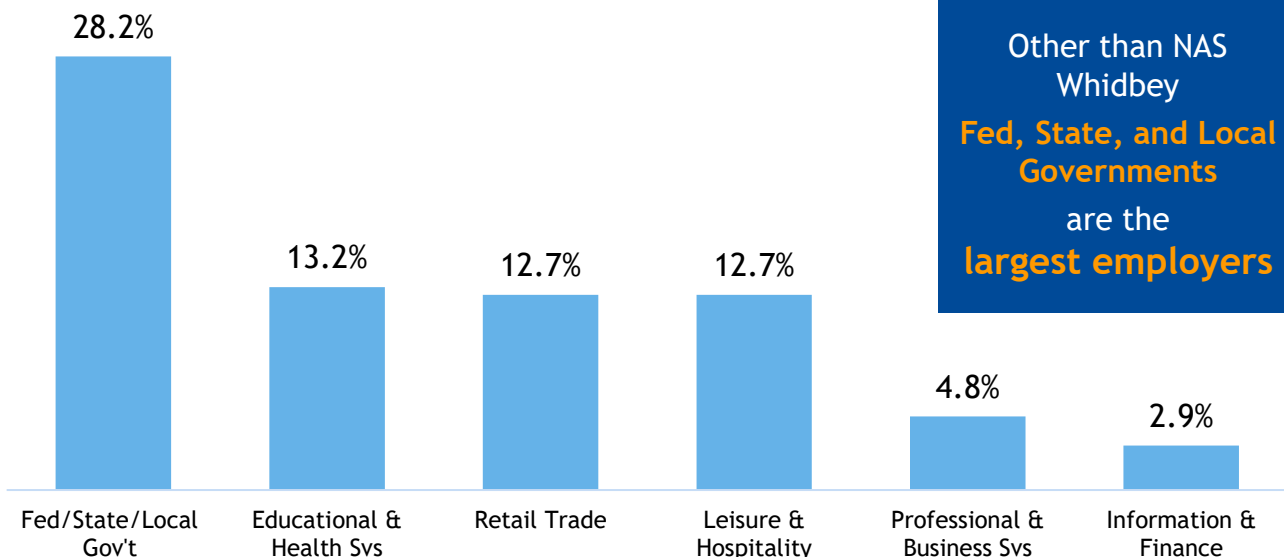
Average Number Employed in Island County

2020, WA State ESD



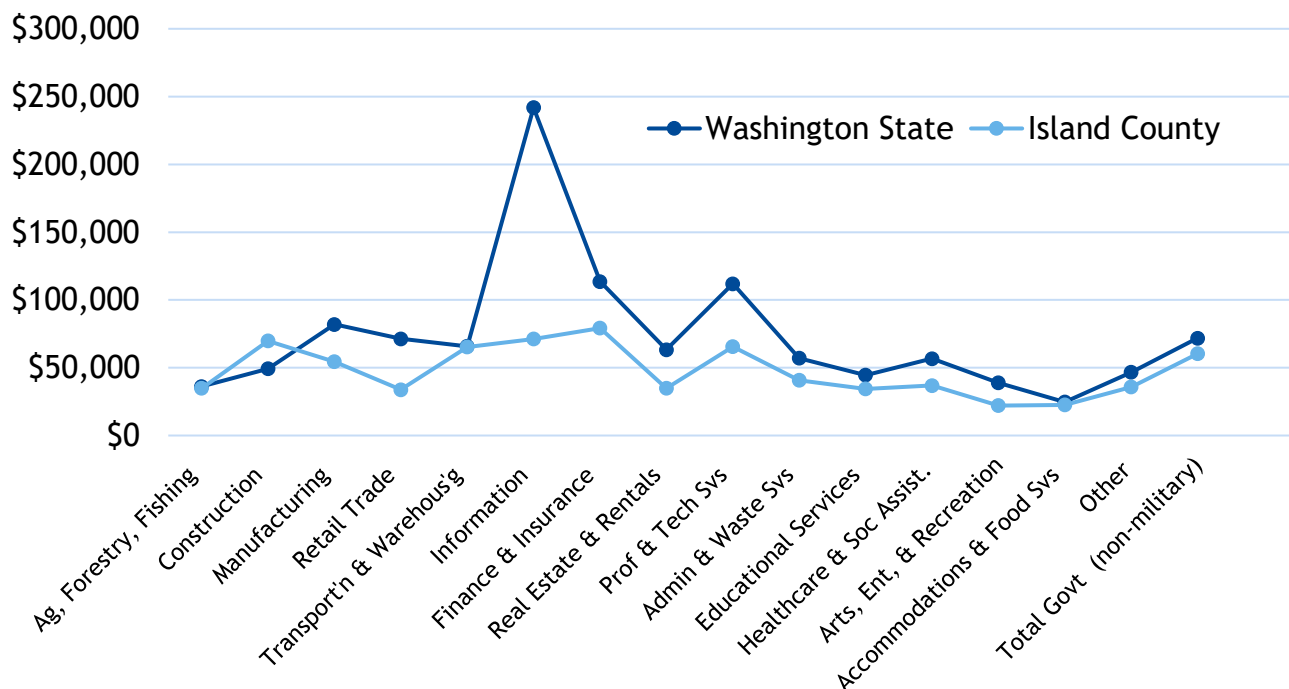
Percentage Employed by Occupation

2020, WA State ESD



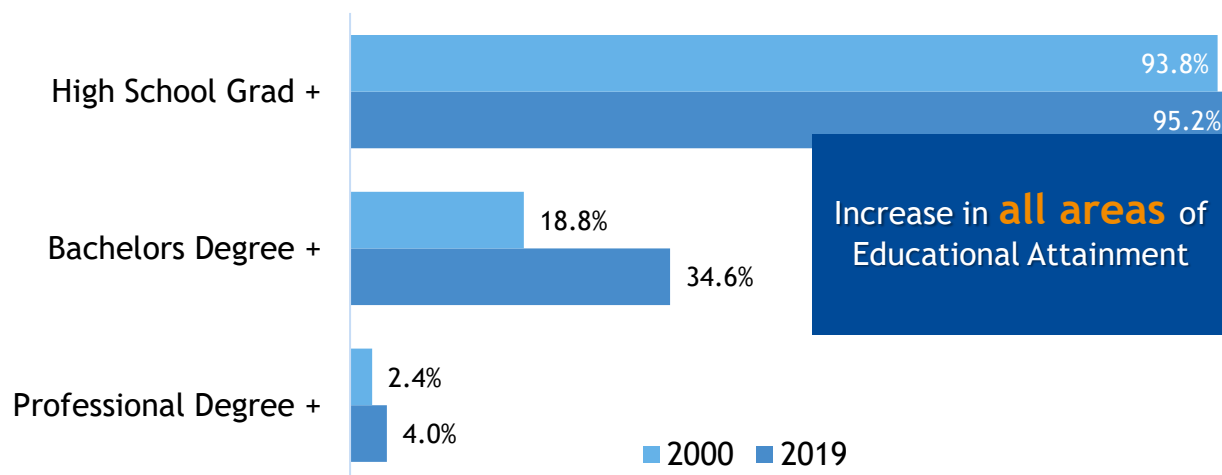
Average Annual Salary per Worker by Industry

Annual 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



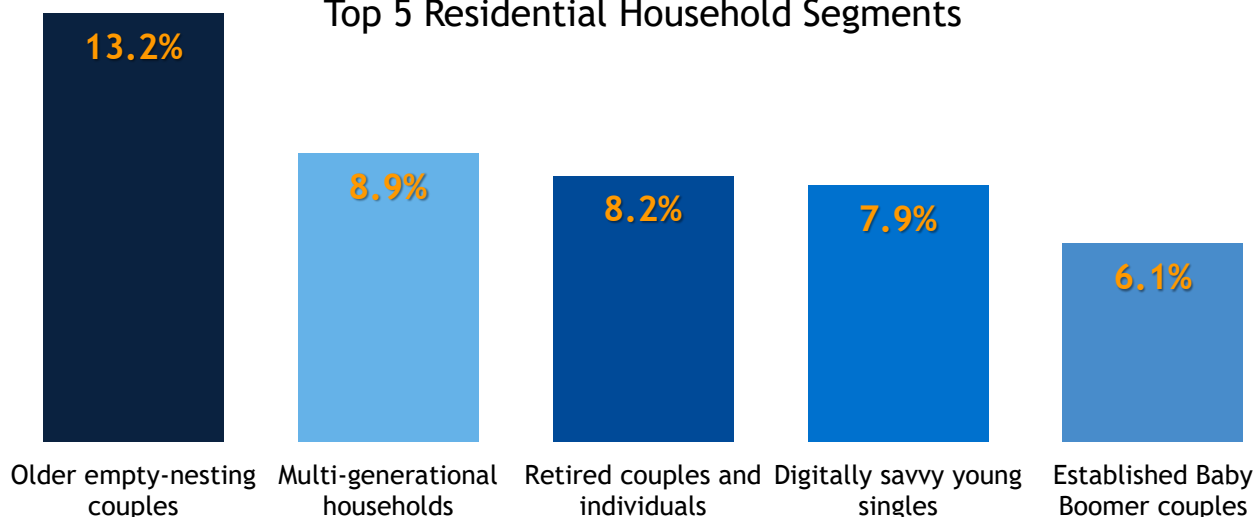
Population Segmentation

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.

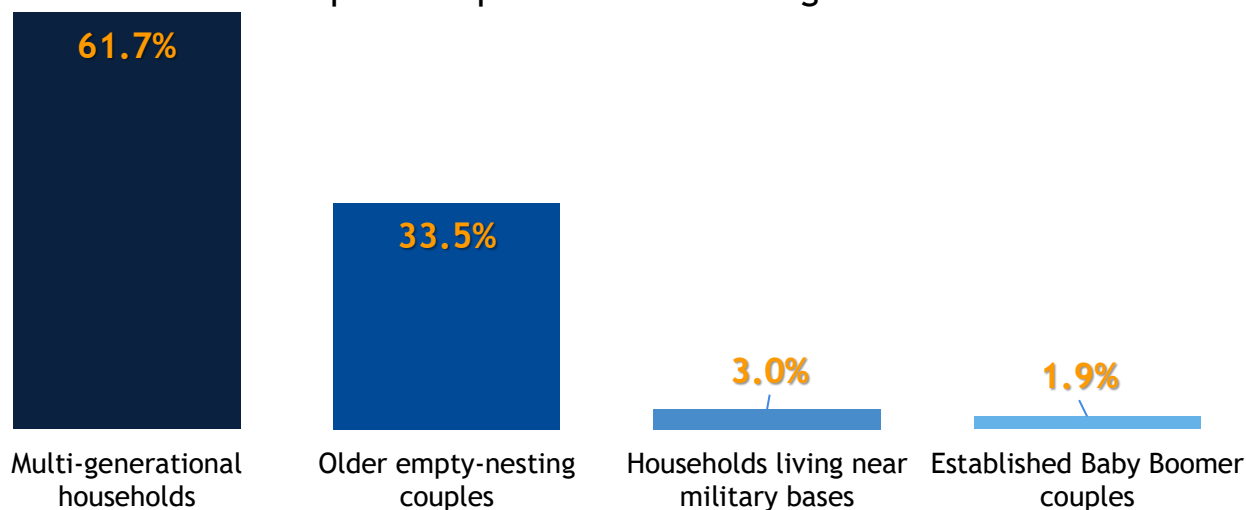
Mosaic, by Experian, divides the U.S. population into 19 groups and 71 more detailed sub-groups, or segments. It paints a unique picture of the U.S. population based on their demographic characteristics, lifestyles, and behavior.

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 four segments of its **workplace households**.

Top 5 Residential Household Segments



Top 4 Workplace Household Segments



Older Empty-Nesting Couples and Singles

Who They Are

Rural lifestyles
Disposable income
Home and garden enthusiasts
Read newspapers
Married without kids
Trendsetters

26.7%
household income is
\$50,000-\$74,999

61.7%
household size of
1 person

70.6%
are homeowners

91.4%
live in single
family homes

55%
head of household
is between
51-65 years old



Established Multi-Generational Households

Who They Are

Smart shoppers
Tech apprentices
Large households
Social media fans

25%
household income is
\$75,000-\$99,999

23.5%
household size of
5+ people

90.7%
are homeowners

98.2%
live in single
family homes

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



Established Baby Boomer Couples

Who They Are

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

93.2%

are homeowners

35.5%

household size of
2 persons

98.2%

live in single
family homes

30.4%

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

91.9%

head of household
is between
51-65 years old



Retired Couples and Individuals

Who They Are

Retirees
Established credit
Cruise vacations
Brand-loyal
Traditional engagement

81.4%

are homeowners

82.1%

live in single
family homes

34.4%

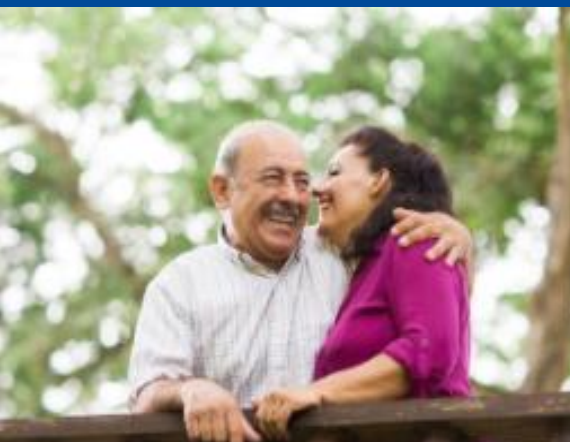
household size of
2 persons

23.3%

household income is
\$35,000-\$49,999

61.1%

head of household
is 76+ years old



Households living near military bases

Who They Are

Renters
Modest educations
Parents
Ethnically diverse
Military base communities
Tech-savvy

10.7%

live in Multi-family: 5-9 units

85.5%

are renters

33.9%

household size of
1 person

21.9%

household income is less
than \$15,000

27.3%

head of household
is between
25-30 years old



Digitally Savvy Young Singles

Who They Are

Ambitious
Single adults
Eager to spend
Digitally savvy

88.8%

live in single
family homes

26.6%

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

73.8%

household size of
1 person

22.3%

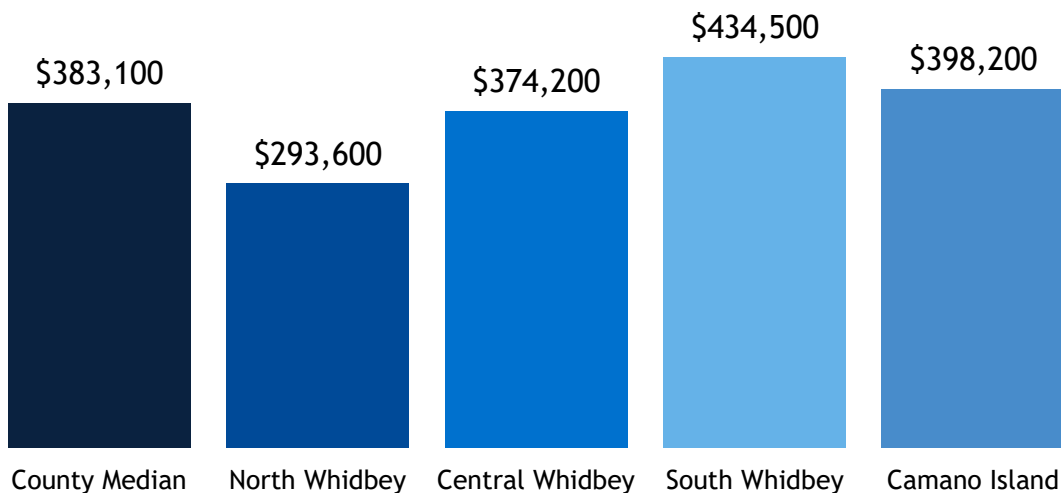
are first-time
home buyers

50.6%

head of household
is between
25-30 years old



Median Housing Prices (Includes existing and new construction American Community Survey 2019 5-yr estimate)



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

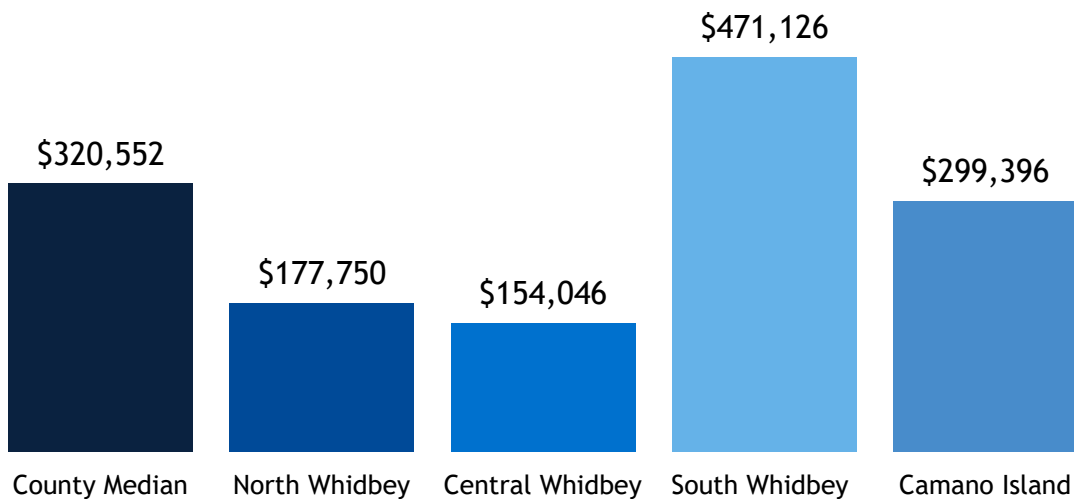
South Whidbey has **highest** median housing prices

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

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.

Average Island County Retail Sales Tax Rate = 8.7%

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

Property Tax Rate:

<https://www.islandcountywa.gov/assessors>

Unemployment Rates:

<https://esd.wa.gov/labormarketinfo>

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

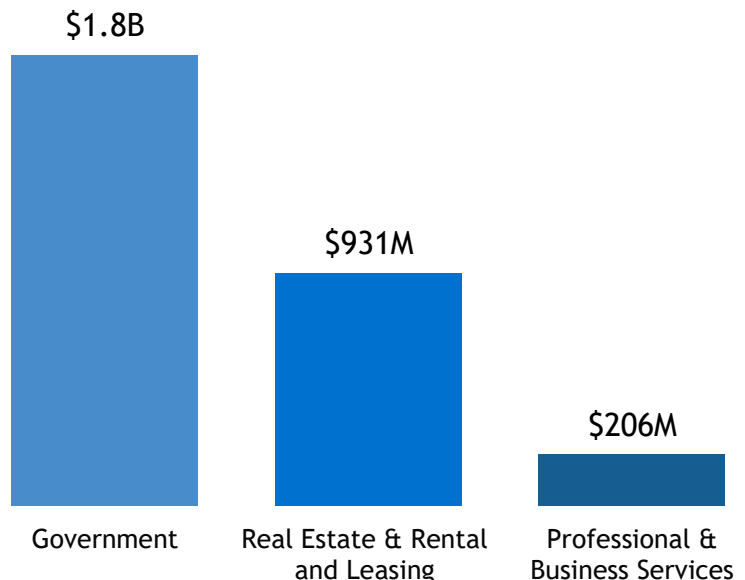
23.1%

Per capita economic
output

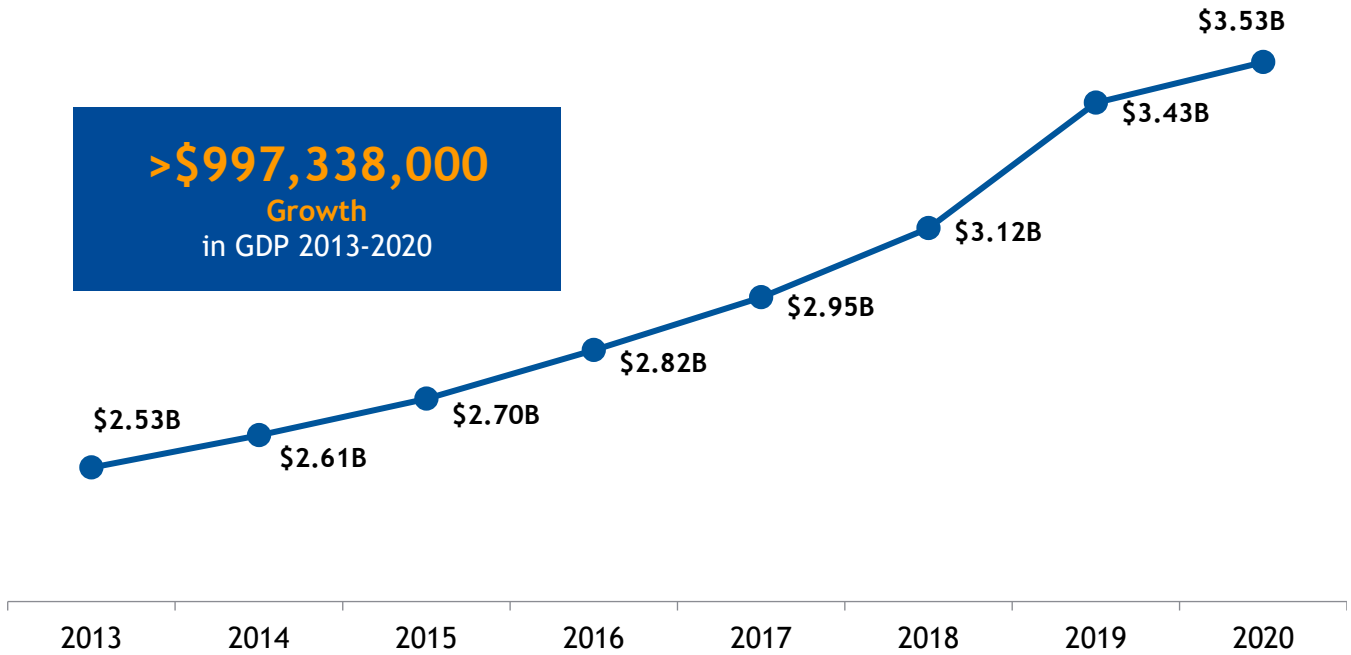
\$32,426

Top Three Industries

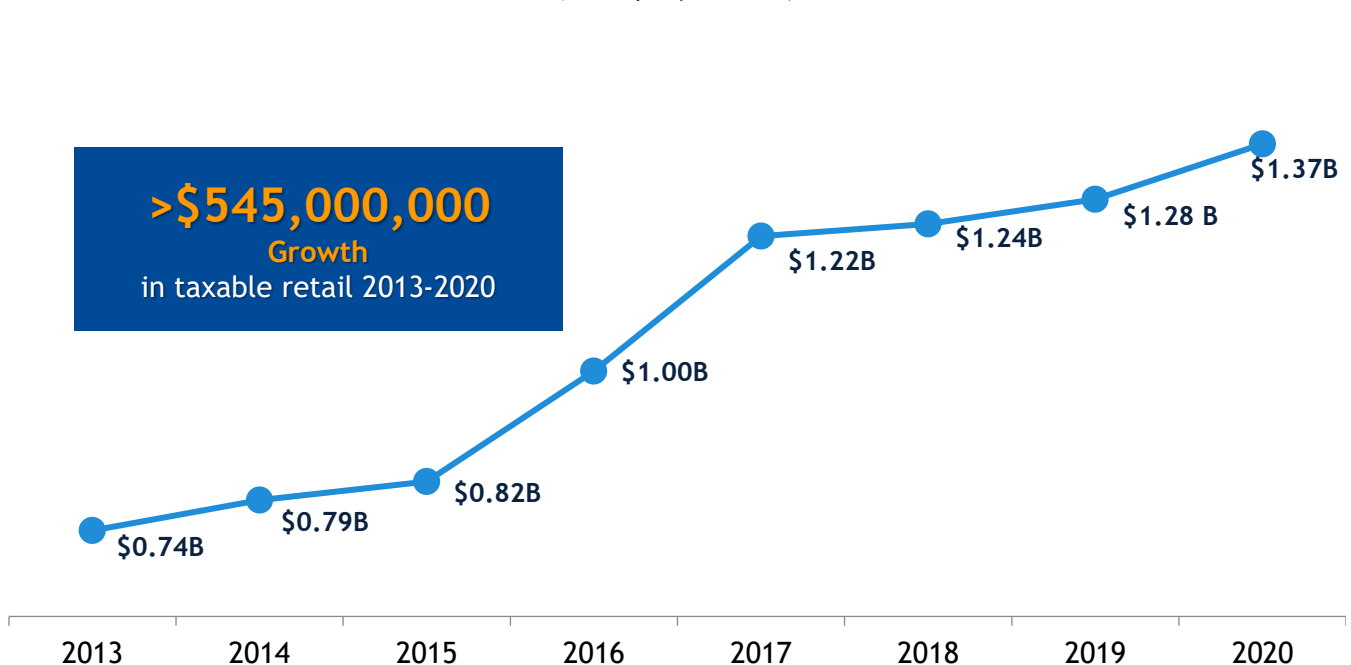
(2019, U.S. Bureau of Economic Analysis)



Island County GDP Growth (U.S. Bureau of Economic Analysis)



Island County Taxable Retail (WA Dept of Revenue)



North Whidbey
Oak Harbor Public Schools
(360) 279-5000
www.ohsd.net

Central Whidbey
Coupeville School District #204
(360) 678-2400
www.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) 969-0282

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

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 and Education

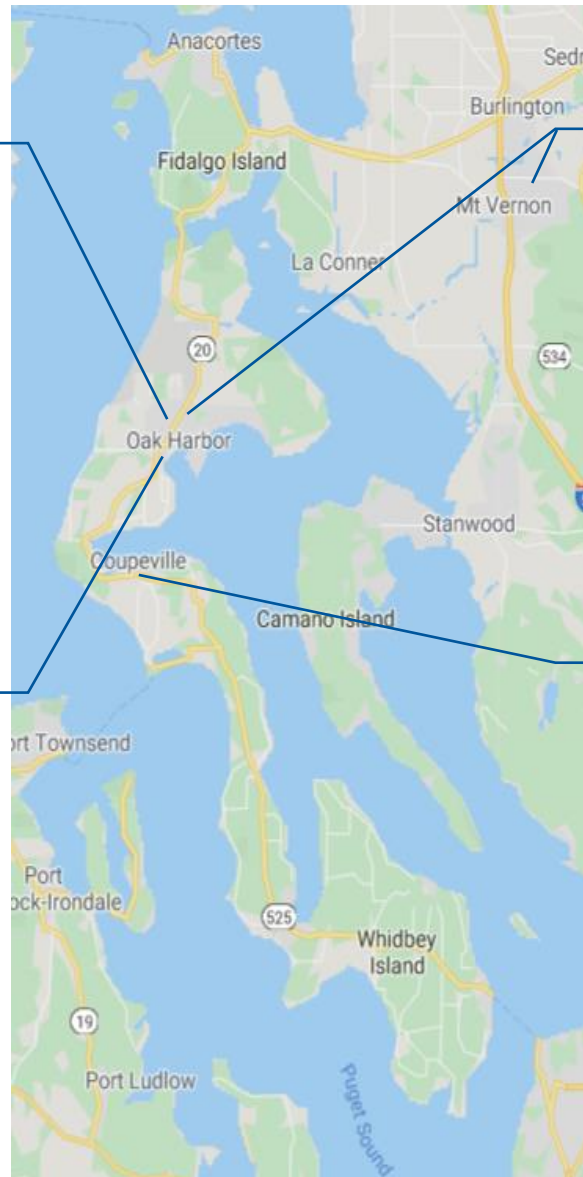
There is a broad range of options for adult and post-secondary education programs in Island County, from technical training to post-graduate programs.

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 a Whidbey Island campus in Oak Harbor.

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.

Recreation Areas

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.



Deception Pass State Park



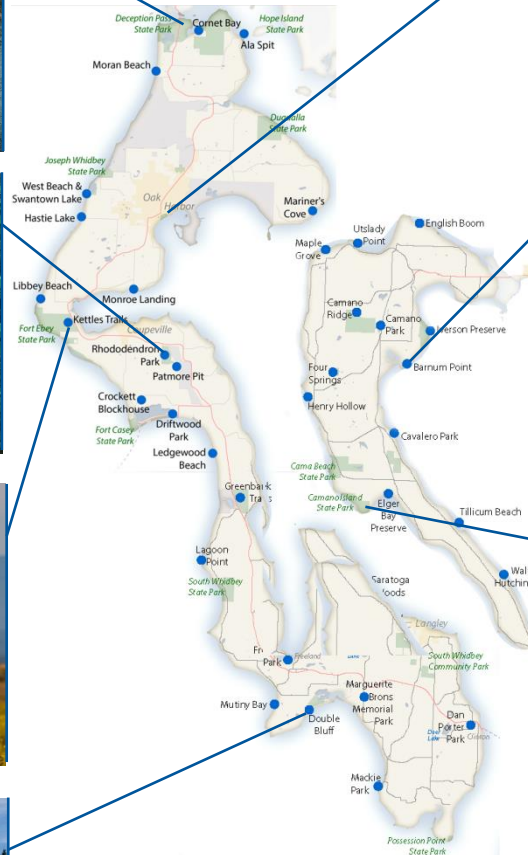
Rhododendron Park



Ebey's Landing National Historical Reserve



Double Bluff Beach County Park



Windjammer City Park



Barnum Point County Park



Camano Island State Park

Island County has
8 State Parks
12 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 whidbeycamanoislands.com for more information.

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

Museums

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



Admiralty Head Lighthouse



Island County Historical Museum

Art Galleries and Theaters



Whidbey Playhouse

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.

Healthcare 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

**Island County
Emergency Services**
3 paramedic ambulances
serve the island

Camano Island
served by
Skagit Valley Hospital
in Mt. Vernon

Skagit Clinic ON Camano

Camano Island
Health System

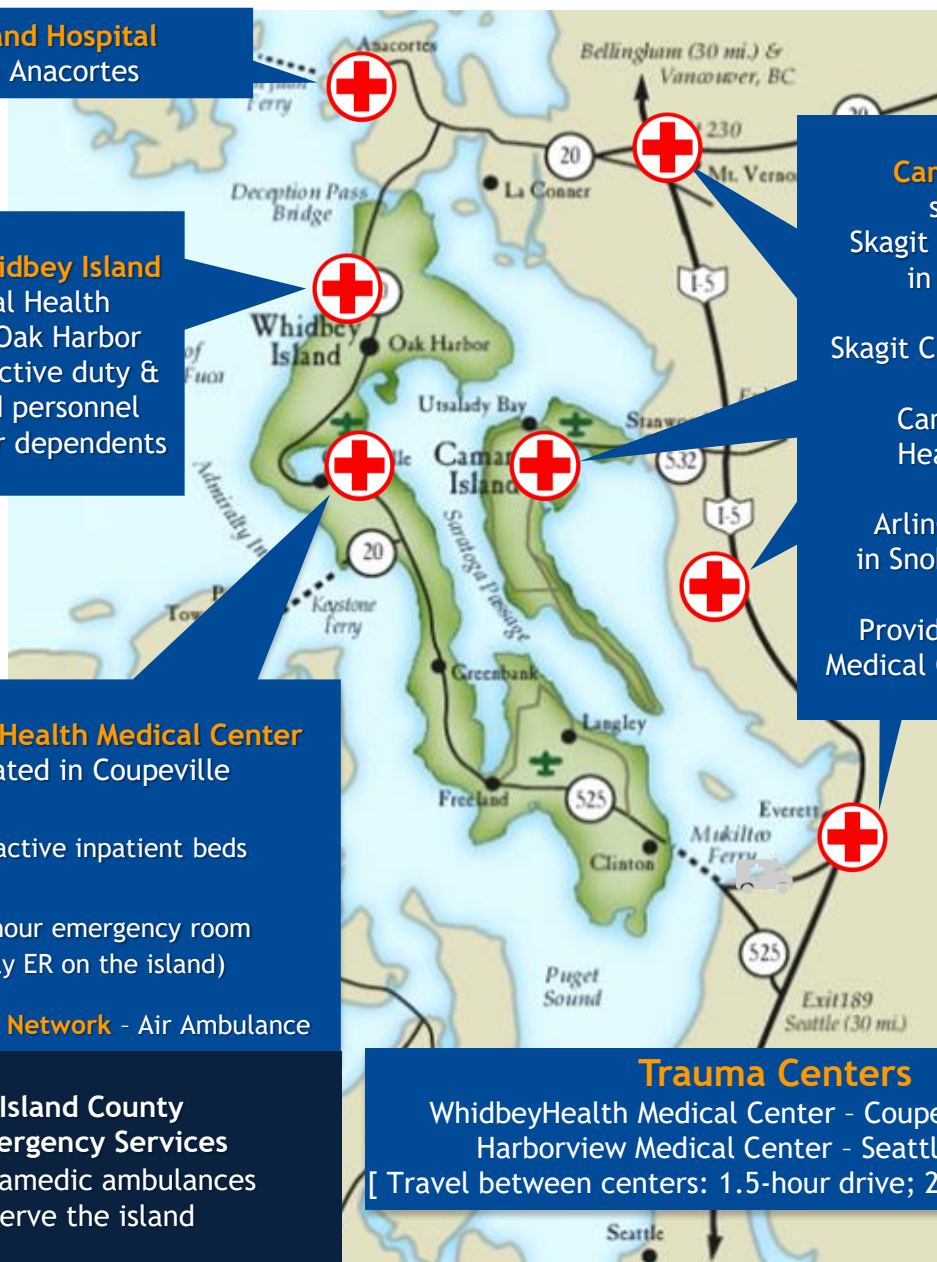
Arlington Hospital
in Snohomish County

Providence Regional
Medical Center - Everett

Trauma Centers

WhidbeyHealth Medical Center - Coupeville (level 3)
Harborview Medical Center - Seattle (level 1)

[Travel between centers: 1.5-hour drive; 20-minute air evac]



Natural Gas

Oak Harbor

Cascade Natural Gas

888-522-1130

<https://www.cngc.com/rates-services/business-services>



Telecommunications

Comcast

(360) 200-6791

www.comcast.com

Zipty Fiber

(360) 707-4817

<https://get.ziptyfiber.com>

Whidbey Telecom (S. Whidbey)

(360) 321-1122

www.whidbeytel.com

WAVE Cable

(855) 971-1252

<https://residential.wavebroadband.com/>

Electricity

Whidbey Island

Puget Sound Energy

(888) 225-5773

www.pse.com/business

Camano Island

Snohomish County PUD

(425) 783-1012

<https://www.snopud.com>

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>

Water and Sewage

City operated water & sewage systems in:

Oak Harbor: (360) 279-4750

Coupeville: (360) 678-4461, ext 106

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 at Penn Cove, near Coupeville, and Holmes Harbor in Freeland.

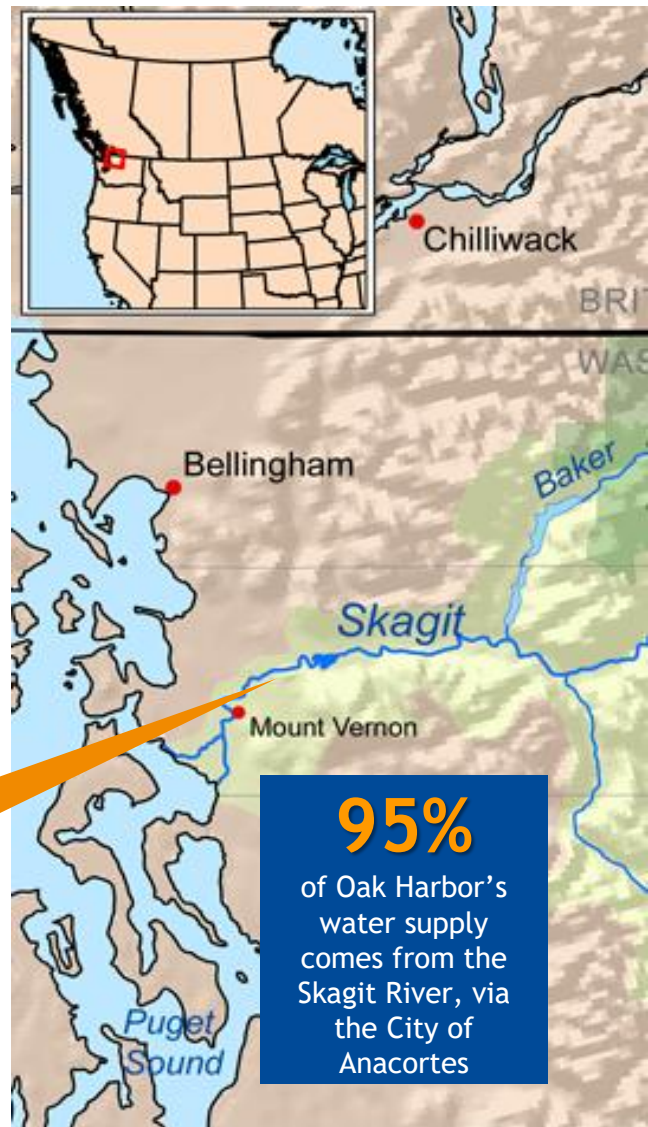
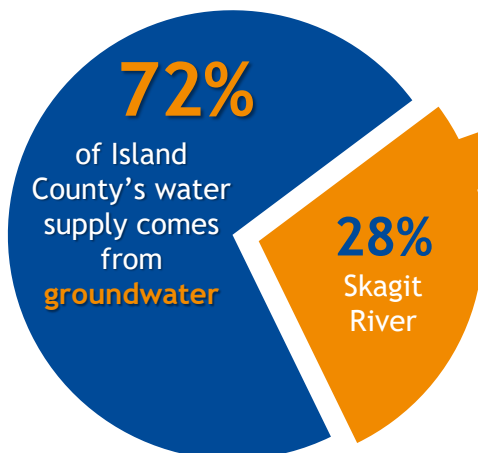
The City of Oak Harbor is the largest water purveyor in Island County

3,700+
connections

2.26 million gallons/day
average daily demand

95% of the water used by Oak Harbor is purchased wholesale from the City of Anacortes, which obtains its water from the Skagit River.

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



95%

of Oak Harbor's
water supply
comes from the
Skagit River, via
the City of
Anacortes

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

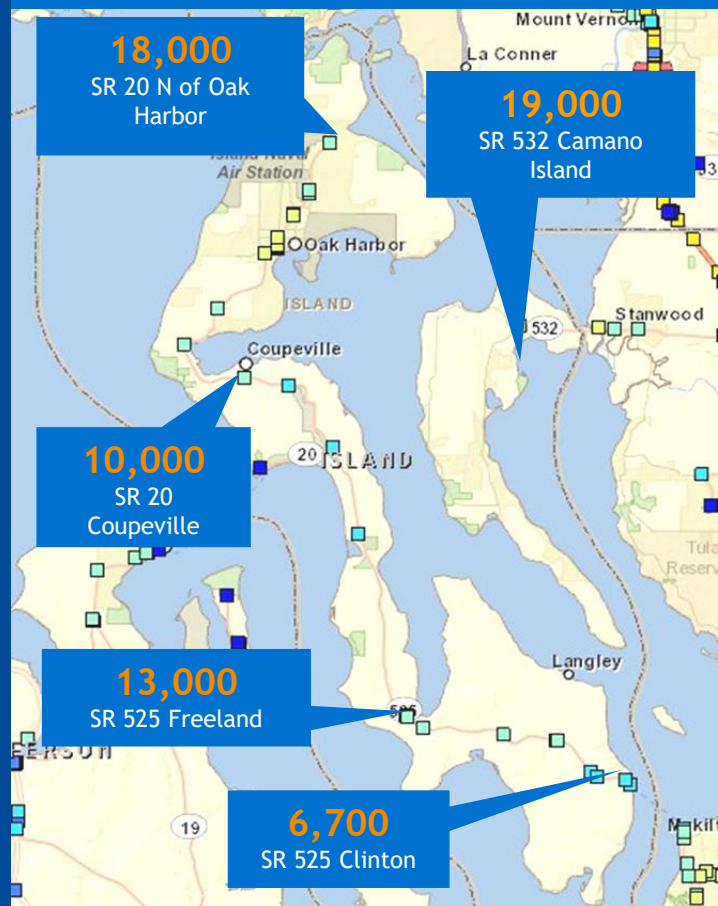
90 mi
to I-590

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.

Average Daily Vehicle Count

2020 (Source: WSDOT)



Island Transit bus

Island Transit

(360) 678-7771

www.islandtransit.org

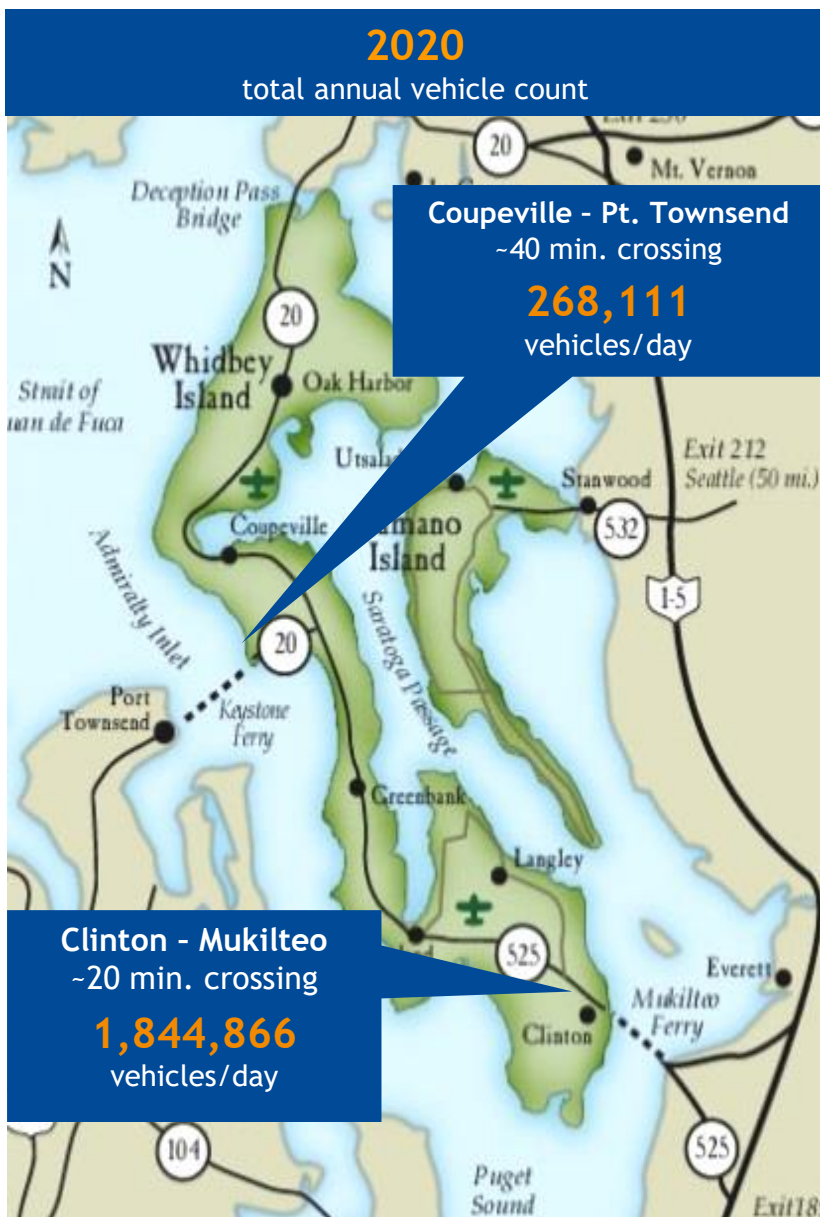
Whidbey-Seatac Shuttle

Airport shuttle service from Whidbey Island
639 Industrial Ave Suite A, Oak Harbor, WA 98277

360-679-4003

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

Ferry Service and Airports



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:

(206) 464-6400

Toll free: 888-808-7977

[https://wsdot.wa.gov/travel/
washington-state-ferries](https://wsdot.wa.gov/travel/washington-state-ferries)

Airports

Camano Air Park

Camano Island
Runway: 1,750 ft.
No scheduled air service

A.J. Eisenberg Airport

Oak Harbor
Runway: 3,200 ft.
No scheduled air service

Whidbey Air Park

Langley
Runway: 2,400 ft.
No scheduled air service

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

Port of South Whidbey

(360) 331-5494

portofsouthwhidbey.com

City of Oak Harbor

(360) 279-4500

www.oakharbor.org

City of Langley

(360) 221-4246

www.langleywa.org

Port of Coupeville

(360) 222-3151

<https://portoc.org>



The Economic Development Council for Island County (EDC) is an independent nonprofit that works to create a thriving economic environment where business can grow and create jobs while preserving our unique quality of life.

- Providing one-on-one business advising, connecting owners to state and local resources, nurturing startup entrepreneurs, and sharing economic data and information.
- Giving members a voice in the economic development of their community.
- We are the County's designated partner with the WA State Department of Commerce and a channel for information and assistance between the State, County, and businesses.

info@edcislandcounty.org

www.iscoedc.com

(360) 678-6889

Join us! Becoming a member or sponsor of the EDC you can help support economic vitality in Island County.