

# Thurston County BY THE NUMBERS



The Thurston MSA region\* is leading the way—ranked #1 in the U.S. for middle-class density, top 10 for economic performance, and a top hotspot for job growth. These third-party rankings reflect the strength of our workforce, the resilience of our small businesses, and the power of our entrepreneurial ecosystem, fueled by the Thurston EDC and its programs.

## #1 FOR DENSITY OF MIDDLE-CLASS

The Thurston MSA Region\* has been recognized as the #1 U.S. metro for the share of residents living in middle-class households, with 66% of adults falling into that category based on a 2022 Pew/Seattle Times analysis. Thurston EDC plays a key role in sustaining and building upon that success—by attracting a diverse range of businesses, championing workforce development, and helping small businesses thrive.

## #2 HOTSPOT FOR ECONOMIC GROWTH

Chmura Analytics placed Thurston MSA Region at #2 on their list with particularly strong job growth in target sectors and low unemployment. Programs like the Lacey MakerSpace play a key role in supporting emerging industries & entrepreneurs with education and technology.

## #2 WOMEN'S BUSINESS TRAVEL DESTINATION

Business Traveler named the greater Seattle area for being the 2nd best destination for women on business trips in the country, specifically calling out Thurston's own Washington Center for Women in Business. Thurston EDC leadership sees the WCWB as a key component of the regional and state support ecosystem.

## #8 ECONOMIC PERFORMANCE

Milken Institute's Best Performing Cities report shows that Thurston County ranks 8th in the country among urban areas for economic performance. Several other urban communities around WA also rank quite highly in their analysis. Economic development partnership & a strong ecosystem for entrepreneurs at Thurston EDC are core values for the region and community.



\*The Thurston MSA Region refers to the Olympia-Tumwater Metropolitan Statistical Area, which includes all of Thurston County, Washington. This federally designated region is used for statistical and economic analysis and represents the core area of population and economic activity centered around the state capital, Olympia. The MSA designation helps track regional trends in employment, housing, business growth, and more—providing a clearer picture of the area's economic health and development potential.

Want to learn more? Scan the code to reach Thurston EDC Research Coordinator, Connor Tibke.

