



Household Demographics: Primary Retail Trade Area For City of Bonney Lake, WA – Zip Code Area 98391

Bonney Lake’s primary retail trade area is considered by city government officials to be the zip code 98391 area. A map depicting this is in [Appendix 1](#). The source of these demographics is Nielsen Claritas, as of July 2012. [Appendix 2](#) provides background on Claritas’ research methods. Further information is available through contacting City Administrator Don Morrison, 253-447-4307, morrisond@ci.bonney-lake.wa.us.

In summary, as of January 2012 the number of households in the Bonney Lake 98391 zip code area was projected to grow during the next five years by 9.65%, while the Washington growth projection was 5.95%, and the US projection was 4.11%. For this relatively wealthy area the average household income was estimated to be \$88,101 for 2012, while the average household income for Washington was estimated to be \$70,667 and the US overall \$67,315. The median (half above, half below) income for the area was \$76,280.

Although not shown in the tables below, Claritas estimated that the average household income in this area is projected to grow by 2017 from \$88,101 to \$91,104.

Bonney Lake WA Primary Retail Trade Area - Zip Code Area 98391		
Households	Counts	
2017 Projection	18,475	
2012 Estimate	16,849	
2010 Census	n/a	
2000 Census	11,968	
1990 Census	8,539	
Growth 2012-2017	9.65%	WA=5.95% USA=4.11%
Growth 2000-2012	40.78%	
Growth 1990-2000	40.16%	
2012 Est. Households by Household Type	16,849	Percents
Family Households	13,548	80.41
Non-family Households	3,301	19.59
2012 Est. Group Quarters	48	
2012 HHs by Ethnicity, Hispanic/Latino	732	4.34
2012 Est. Households by HH Income	16,849	
Income Less than \$15,000	638	3.79
Income \$15,000 - \$24,999	797	4.73
Income \$25,000 - \$34,999	1,050	6.23
Income \$35,000 - \$49,999	1,904	11.3
Income \$50,000 - \$74,999	3,859	22.9
Income \$75,000 - \$99,999	3,447	20.46
Income \$100,000 - \$124,999	2,537	15.06
Income \$125,000 - \$149,999	1,222	7.25
Income \$150,000 - \$199,999	738	4.38
Income \$200,000 - \$499,999	534	3.17
Income \$500,000 and more	123	0.73
2012 Est. Average Household Income	\$88,101	WA=\$70,667 USA=\$67,315

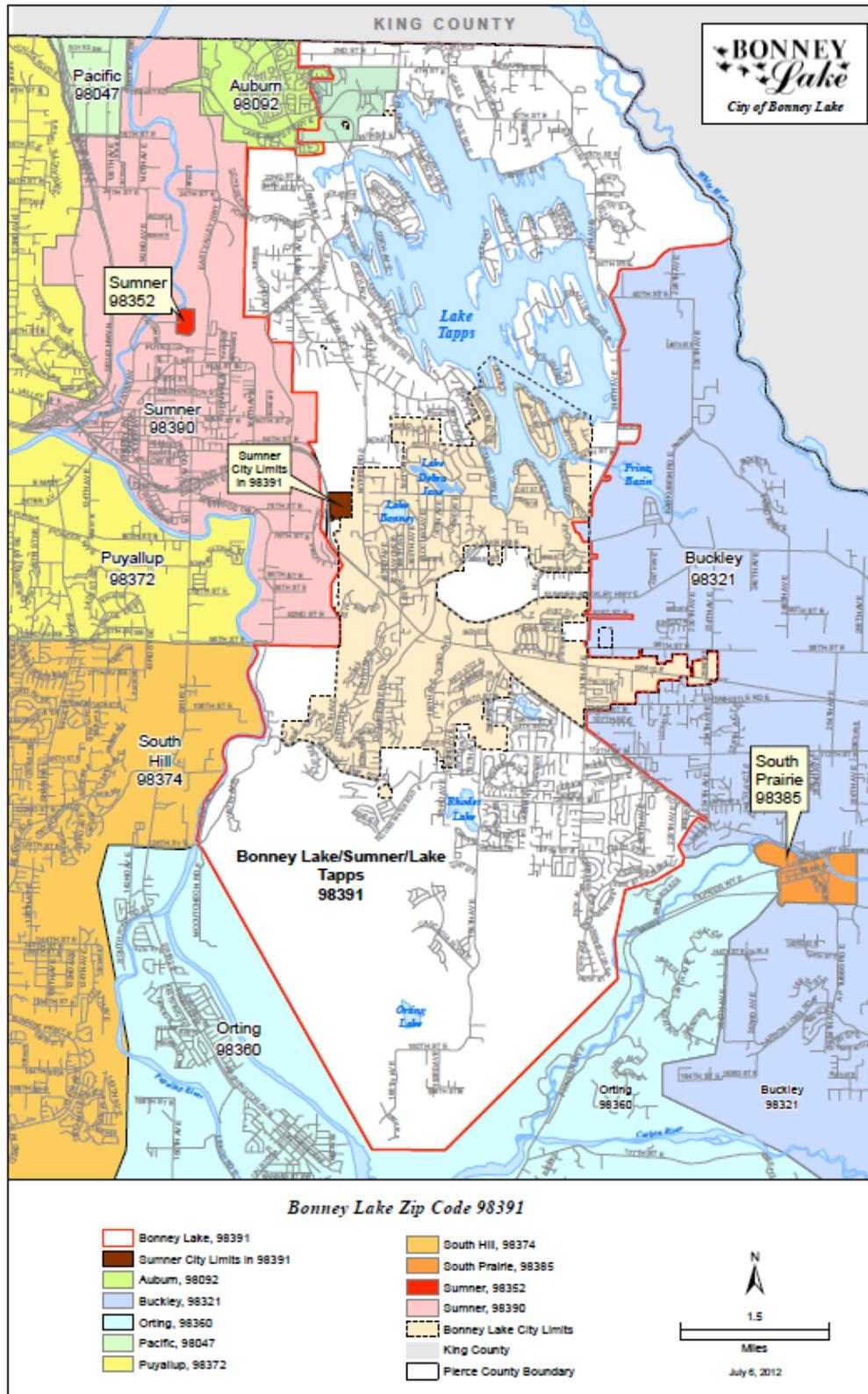
The estimated median household income in January 2012 for the Bonney Lake area was \$76,280, for WA \$55,256, and the US \$49,581. By race class or ethnicity, White Alone had the highest median household income, followed by Asian Alone. The percentage of Bonney Lake retail trade area households consisting of a married couple with children was 37.39% (WA average was 32.59%; US was 31.26%). The average household size was 2.86 people (WA average was 2.51; US was 2.57).

Bonney Lake WA Retail Trade Area - Zip Code Area 98391, cont'd.	Counts	
2012 Est. Median Household Income	\$76,280	WA=\$55,256 USA=\$49,581
2012 Est. Per Capita Household Income	\$30,993	WA=\$28,019 USA=\$25,919
2012 Median HH Inc by Single Race Class. or Ethnicity		
White Alone	78,095	
Black or African American Alone	61,634	
American Indian and Alaska Native Alone	55,469	
Asian Alone	64,593	
Native Hawaiian and Other Pacific Islander Alone	49,250	
Some Other Race Alone	63,889	
Two or More Races	75,236	
Hispanic or Latino	61,979	
Not Hispanic or Latino	76,933	
2012 Est. Family HH Type, Presence Own Children	13,548	Percents
Married-Couple Family, own children (WA=32.59%, USA=31.26%)	5,065	37.39
Married-Couple Family, no own children	6,082	44.89
Male Householder, own children	550	4.06
Male Householder, no own children	294	2.17
Female Householder, own children	1,054	7.78
Female Householder, no own children	503	3.71
2012 Est. Households by Household Size	16,849	
1-person household	2,561	
2-person household	5,448	15.2
3-person household	3,633	32.33
4-person household	3,217	21.56
5-person household	1,380	19.09
6-person household	446	8.19
7 or more person household	164	2.65
2012 Est. Average Household Size (WA=2.51, USA=2.57)	2.86	
2012 Est. Households by Presence of People	16,849	
Households with 1 or more People under Age 18:	7,230	42.91
Married-Couple Family	5,335	73.79
Other Family, Male Householder	606	8.38
Other Family, Female Householder	1,146	15.85
Non-family, Male Householder	118	1.63
Non-family, Female Householder	25	0.35
Households no People under Age 18:	9,619	57.09
Married-Couple Family	5,509	57.27
Other Family, Male Householder	209	2.17
Other Family, Female Householder	397	4.13
Non-family, Male Householder	1,843	19.16
Non-family, Female Householder	1,661	17.27

The estimated average number of vehicles per household in the Bonney Lake area was 2.41 vehicles as of January 2012 (WA average was 1.95, US 1.78). Growth in family households was projected to be 9.71% over the next five years, considerably exceeding the 6.08% for WA and the 4.39% for the US overall. The percentage of families below the poverty level in 2012 was 2.81%, and 2.18% of families with children.

Bonney Lake WA Retail Trade Area – Zip Code Area 98391, cont'd.	Counts	Percents
2012 Est. Households by Number of Vehicles	16,849	
No Vehicles	163	0.97
1 Vehicle	3,030	17.98
2 Vehicles	6,988	41.47
3 Vehicles	4,370	25.94
4 Vehicles	1,613	9.57
5 or more Vehicles	685	4.07
2012 Est. Average Number of Vehicles	2.41	WA=1.95 USA=1.78
Family Households		
2017 Projection	14,864	
2012 Estimate	13,548	
2010 Census	n/a	
2000 Census	9,673	
1990 Census	7,008	
Growth 2012-2017	9.71%	WA=6.08% USA=4.39%
Growth 2000-2012	40.06%	
Growth 1990-2000	38.03%	
2012 Est. Families by Poverty Status	13,548	
2012 Families at or Above Poverty	13,167	97.19
2012 Families at or Above Poverty with Children	6,973	51.47
2012 Families Below Poverty (WA=7.95%, USA=10.25%)	381	2.81
2012 Families Below Poverty with Children (WA=6.26%, USA=8.04%)	296	2.18

Appendix 1: Bonney Lake, WA Retail Trade Area – ZIP 98391 Area



Appendix 2: Research Methods

Nielsen Claritas estimates are based on data from the U.S. Census Bureau, including its ongoing American Community Survey and the decennial census, as well as data from the US Postal Service, new construction data, Hanley Wood residential development counts, and the Nielsen Master Address File, which is based on various household-level sources such as Epsilon, Valassis, and InfoUSA. Widely used by developers, national-level retailers, and commercial real estate professionals, Nielsen Claritas is considered by many as “the gold standard” in demographic services.

The Nielsen demographic database traces back to the early 1980s, and is updated annually. Data estimates are allocated to census block group levels, enabling combinations at higher geographic levels by place, zip code, concentric circles, or custom polygon boundaries.