



Housing Unit 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. Background on Claritas' research methods is noted in [Appendix 2](#). Further information is available through City Administrator Don Morrison, 253-447-4307, morrisond@ci.bonney-lake.wa.us.

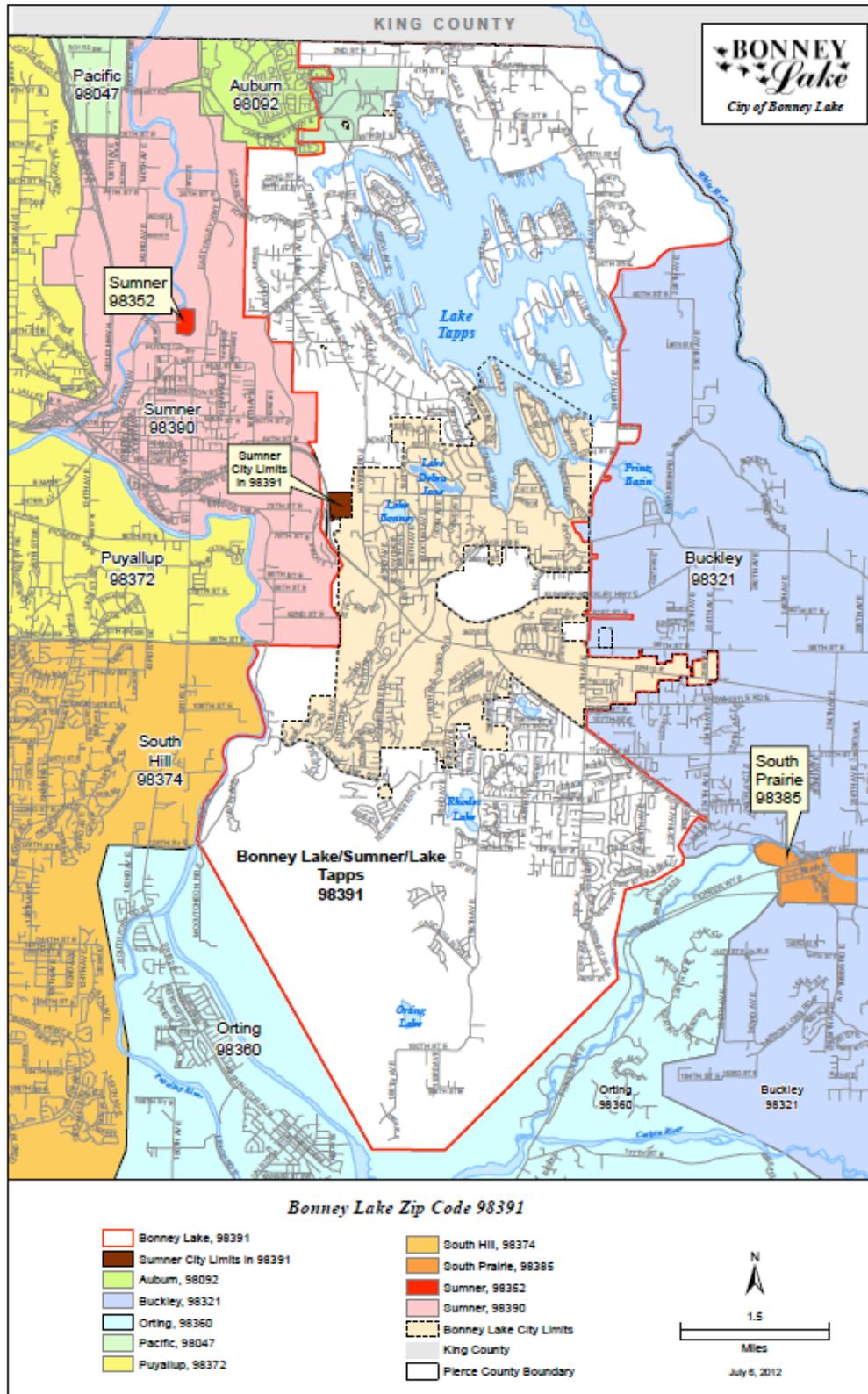
In summary, as of January 2012, some 84.84% of the area's housing units were owner-occupied (Washington's average was 64.68, and US 66.13%). The estimated median all owner-occupied housing value in the Bonney Lake retail trade area was **\$263,485**, while the WA median (half above, half below) was \$256,411 and the US median was \$168,275. The average length of residence for owner-occupied housing units was 13 yrs., compared with the WA average of 16 years and the US average of 18 years.

Bonney Lake Primary Retail Trade Area – Zip Code Area 98391	Counts	Percents
2012 Est. Tenure of Occupied Housing Units	16,849	Percents
Owner Occupied (WA=64.68%, USA=66.13%)	14,295	84.84
Renter Occupied (WA=35.32%, USA=33.87%)	2,554	15.16
2012 Owner Occ. HUs: Avg. Length of Residence – yrs.	13 yrs	WA=16 yrs USA=18 yrs
2012 Renter Occ. HUs: Avg. Length of Residence – yrs.	5 yrs	WA=6 yrs USA=7 yrs
2012 Est. All Owner-Occupied Housing Values	14,295	Percents
Value Less than \$20,000	45	0.31
Value \$20,000 - \$39,999	92	0.64
Value \$40,000 - \$59,999	119	0.83
Value \$60,000 - \$79,999	277	1.94
Value \$80,000 - \$99,999	327	2.29
Value \$100,000 - \$149,999	1,212	8.48
Value \$150,000 - \$199,999	1,740	12.17
Value \$200,000 - \$299,999	5,254	36.75
Value \$300,000 - \$399,999	2,475	17.31
Value \$400,000 - \$499,999	1,186	8.3
Value \$500,000 - \$749,999	1,180	8.25
Value \$750,000 - \$999,999	260	1.82
Value \$1,000,000 or more	128	0.9
2012 Est. Median All Owner-Occupied Housing Value	\$263,485	WA=\$256,411 USA=\$168,275
2012 Est. Housing Units by Units in Structure	17,846	
1 Unit Attached	505	2.83
1 Unit Detached	14,364	80.49
2 Units	285	1.6
3 or 4 Units	186	1.04
5 to 19 Units	312	1.75
20 to 49 Units	90	0.5
50 or More Units	72	0.4
Mobile Home or Trailer	2,017	11.3
Boat, RV, Van, etc.	15	0.08

The 2012 estimated median year of structures built in the Bonney Area was 1993, whereas the WA median year was 1979 and the US median year was 1976.

Bonney Lake Primary Retail Trade Area – Zip Code Area 98391, cont'd.	Counts	
2012 Est. Housing Units by Year Structure Built	17,846	Percents
Housing Unit Built 2005 or later	2,318	12.99
Housing Unit Built 2000 to 2004	3,602	20.18
Housing Unit Built 1990 to 1999	4,293	24.06
Housing Unit Built 1980 to 1989	3,147	17.63
Housing Unit Built 1970 to 1979	3,042	17.05
Housing Unit Built 1960 to 1969	950	5.32
Housing Unit Built 1950 to 1959	179	1
Housing Unit Built 1940 to 1949	90	0.5
Housing Unit Built 1939 or Earlier	225	1.26
2012 Est. Median Year Structure Built	1993	WA=1979 USA=1976

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



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.