



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

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

In summary, as of January 2012, some 66.9% of the population age 16 and over were estimated to be civilian employed, well above the state and US averages. Of the population age 16 and over, 72.57% were for-profit private employed; 8.77% were self-employed. Overall, 24.19% were blue collar (Washington was 19.62%, US 21.15%), 60% white collar (WA was 62.03%, US 60.63%), and 15.81% service & farm workers.

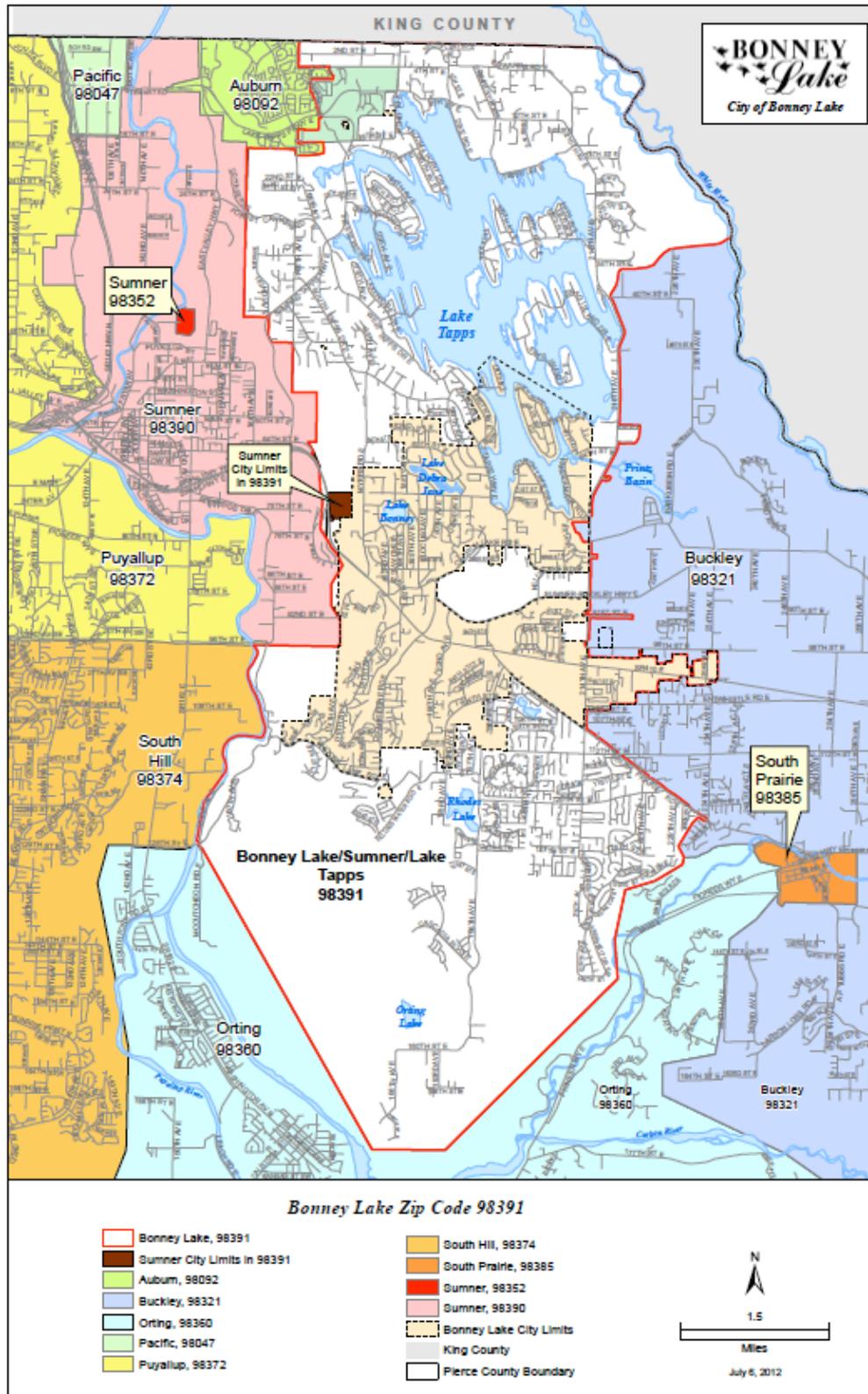
Approximately 76.78 percent of those employed in January 2012 drove alone to work – higher than the state average of 72.06% but only slightly above the US average of 76.02%. A total of 13.08% carpooled; 3.26% took public transportation; 4.66% worked at home. The average drive time to work was 36.67 minutes, while the state average was 27.93 minutes, and the US average was 27.59 minutes.

<b>Bonney Lake WA Primary Retail Trade Area – Zip Code Area 98391</b>	<b>Counts</b>	<b>Percents</b>
<b>2012 Est. Pop Age 16+ by Employment Status</b>	37,367	
In Armed Forces	250	0.67
Civilian – Employed (WA=59.85%, USA=59.14%)	25,000	66.9
Civilian - Unemployed	2,186	5.85
Not in Labor Force	9,931	26.58
<b>2012 Est. Civilian Employed Pop 16+ Class of Worker</b>	26,248	
For-Profit Private Workers (WA=65.27%, USA=67.32%)	19,049	72.57
Non-Profit Private Workers	1,434	5.46
Local Government Workers	2,053	7.82
State Government Workers	937	3.57
Federal Government Workers	464	1.77
Self-Employed Workers (WA=10.54%, USA=10.01%)	2,302	8.77
Unpaid Family Workers	9	0.03
<b>2012 Est. Civilian Employed Pop 16+ by Occupation</b>	26,248	
Architect/Engineer	648	2.47
Arts/Entertain/Sports	333	1.27
Building Grounds Maintenance	700	2.67
Business/Financial Ops	1,297	4.94
Community/Soc Services	231	0.88
Computer/Mathematical	647	2.46
Construction/Extraction	1,730	6.59
Education/Training/Library	1,279	4.87
Farm/Fish/Forestry	32	0.12
Food Prep/Serving	1,238	4.72

Among Bonney Lake retail trade area residents, the largest percentages of occupational groups were estimated as of January 2012 to be Office/Admin Support, Management, and Sales/Related. A total of 29.09% were blue collar – the US average was 21.15%. While approx. 76.78% of those employed drove alone to work, 13.08% carpooled; 3.26% took public transportation; 4.66% worked at home. The average travel time to work was 36.67 minutes; the state average was 27.93 minutes, and the US average was 27.59 minutes.

<b>Bonney Lake WA Primary Retail Trade Area – Zip Area 98391, cont'd.</b>	<b>Counts</b>	<b>Percents</b>
<b>2012 Est. Civilian Employed Pop 16+ by Occupation, cont'd.</b>		
Health Practitioner/Tec	946	3.60
Healthcare Support	517	1.97
Maintenance Repair	1,133	4.32
Legal	95	0.36
Life/Phys/Soc Science	102	0.39
Management	3,119	11.88
Office/Admin Support	3,986	15.19
Production	1,750	6.67
Protective Services	660	2.51
Sales/Related	3,065	11.68
Personal Care/Svc	1,004	3.83
Transportation/Moving	1,736	6.61
<b>2012 Est. Pop 16+ by Occupation Classification</b>	<b>26,248</b>	
Blue Collar (WA=19.62%, USA=21.15%)	6,349	24.19
White Collar (WA=62.03%, USA=60.63%)	15,748	60.00
Service and Farm (WA=18.35%, USA=18.23%)	4,151	15.81
<b>2012 Est. Workers Age 16+, Transportation To Work</b>	<b>25,651</b>	
Drove Alone (WA=72.06%, USA=76.16)	19,696	76.78
Car Pooled (WA=11.51%, USA=10.23%)	3,354	13.08
Public Transportation (WA=5.78%, USA=4.83%)	835	3.26
Walked	170	0.66
Bicycle	71	0.28
Other Means	329	1.28
Worked at Home	1,196	4.66
<b>2012 Est. Workers Age 16+ by Travel Time to Work *</b>		
Less than 15 Minutes	3,557	
15 - 29 Minutes	7,648	
30 - 44 Minutes	6,535	
45 - 59 Minutes	3,491	
60 or more Minutes	3,534	
<b>2012 Est. Avg. Travel Time to Work in Minutes (WA=27.93, USA=27.59)</b>	<b>36.67</b>	

**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.