



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

The following data represent the city of Bonney Lake’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.

In [summary](#), as of January 2012 the [increasing population](#) of the Bonney Lake zip code 98391 area was [projected to grow by 2017 at 9.55%](#), a rate [considerably higher than the Washington projected rate of 5.57% and the US projected rate of 3.88%](#). The area as of January 2012 had a slightly younger population than the state and the US overall: the median age overall was 35.22 yrs.; Washington’s was 36.87 yrs.; for the US it was 36.74. (In a separate report, Claritas estimated that by 2017 the area’s median age would rise to 35.8 yrs.) The [relatively high percentage of 58.33% of those age 15+ were married with spouse present](#) (Washington’s average was 48.95%; the US average was 46.92%).

Bonney Lake WA Primary Retail Trade Area – Zip Code Area 98391		
Population		Counts
2017 Projection		52,778
2012 Estimate		48,177
2010 Census	(City of Bonney Lake only = 17,374)	n/a
2000 Census		35,505
1990 Census		25,915
Growth rates:		Percents
Growth 2012-2017	(WA=5.57%, USA=3.88%)	9.55%
Growth 2000-2012	(WA=16.43%, USA=11.25%)	35.69%
Growth 1990-2000	(WA=21.11%, USA=13.15%)	37.01%
2012 Est. Population by Single Race Class		48,177
		Percents
White Alone		42,444
		88.1
Black or African American Alone		603
		1.25
Amer. Indian and Alaska Native Alone		485
		1.01
Asian Alone		1,530
		3.18
Native Hawaiian and Other Pac. Isl. Alone		129
		0.27
Some Other Race Alone		834
		1.73
Two or More Races		2,152
		4.47
2012 Est. Population - Hispanic or Latino by Origin		48,177
		Percents
Not Hispanic or Latino		45,306
		94.04
Hispanic or Latino:		2,871
		5.96
Mexican		2,096
		73.01
Puerto Rican		160
		5.57
Cuban		25
		0.87
All Other Hispanic or Latino		590
		20.55

Bonney Lake's retail trade area population as of January 2012 included 17.38% having German ancestry, 8.88% having Irish ancestry, and 8.22 % having English ancestry. Hispanics or Latinos comprised 5.96% of the population (see previous page). The Asian Alone population – 3.18% – was largely Filipino, Korean, and Vietnamese.

Bonney Lake WA Primary Retail Trade Area – Zip Area 98391, cont'd.	Counts	Percents
2012 Est. Hisp or Latino by Single Race Class	2,871	
White Alone	1,582	55.1
Black or African American Alone	44	1.53
American Indian and Alaska Native Alone	73	2.54
Asian Alone	56	1.95
Native Hawaiian and Other Pacific Islander Alone	7	0.24
Some Other Race Alone	769	26.79
Two or More Races	340	11.84
2012 Est. Pop. Asian Alone Race by Category	1,530	
Chinese, except Taiwanese	257	16.8
Filipino	323	21.11
Japanese	96	6.27
Asian Indian	11	0.72
Korean	365	23.86
Vietnamese	203	13.27
Cambodian	140	9.15
Hmong	0	0
Laotian	4	0.26
Thai	29	1.9
All Other Asian Races Including 2+ Category	102	6.67
2012 Est. Population by Ancestry	48,177	
Pop, Arab	18	0.04
Pop, Czech	155	0.32
Pop, Danish	202	0.42
Pop, Dutch	869	1.8
Pop, English	3,959	8.22
Pop, French (except Basque)	1,478	3.07
Pop, French Canadian	424	0.88
Pop, German	8,373	17.38
Pop, Greek	139	0.29
Pop, Hungarian	76	0.16
Pop, Irish	4,278	8.88
Pop, Italian	1,466	3.04
Pop, Lithuanian	22	0.05
Pop, United States or American	2,219	4.61
Pop, Norwegian	2,606	5.41
Pop, Polish	581	1.21
Pop, Portuguese	90	0.19
Pop, Russian	324	0.67
Pop, Scottish	919	1.91
Pop, Scotch-Irish	769	1.6
Pop, Slovak	45	0.09
Pop, Sub-Saharan African	55	0.11
Pop, Swedish	1,297	2.69
Pop, Swiss	215	0.45
Pop, Ukrainian	286	0.59
Pop, Welsh	243	0.5
Pop, West Indian (except Hispanic groups)	11	0.02

As of January 2012 almost 93.32% of Bonney Lake's zip code area residents spoke only English at home; 2.53% spoke an Asian/Pacific Islander language at home; 2.43% spoke Spanish at home. A total of 7.97% of the residents were age 65 or older (the US average was 12.86%). The median (half above, half below) age was somewhat lower for the Bonney Lake area than for Washington and the US overall.

Bonney Lake WA Retail Trade Area – Zip Area 98391, cont'd.	Counts	Percents	
2012 Est. Population by Ancestry, cont'd.	48,177		
Pop, Other ancestries	11,103	23.05	
Pop, Ancestry Unclassified	5,955	12.36	
2012 Est. Pop Age 5+ by Language Spoken At Home	44,892		
Speak Only English at Home (WA=83.08%, USA=80.08%)	41,892	93.32	
Speak Asian/Pac. Isl. Lang. at Home	1,134	2.53	
Speak IndoEuropean Language at Home	740	1.65	
Speak Spanish at Home (WA=7.39%, USA=12.41%)	1,090	2.43	
Speak Other Language at Home	36	0.08	
2012 Est. Population by Gender	48,177		
Male	24,252	50.34	WA=49.93% USA=49.33%
Female	23,925	49.66	WA=50.07% USA=50.67%
2012 Est. Population by Age	48,177		
Age 0 - 4	3,285	6.82	
Age 5 - 9	3,247	6.74	
Age 10 - 14	3,393	7.04	
Age 15 - 17	2,530	5.25	
Age 18 - 20	2,125	4.41	
Age 21 - 24	2,831	5.88	
Age 25 - 34	6,543	13.58	
Age 35 - 44	6,272	13.02	
Age 45 - 54	8,601	17.85	
Age 55 - 64	5,508	11.43	
Age 65 - 74	2,580	5.36	
Age 75 - 84	1,020	2.12	
Age 85 and over	242	0.5	
Age 16 and over	37,367	77.56	
Age 18 and over	35,722	74.15	
Age 21 and over	33,597	69.74	
Age 65 and over	3,842	7.97	WA=12.05% USA=12.86%
2012 Est. Median Age (half over, half under)	35.22		WA=36.87 USA=36.74
2012 Est. Average Age	35.5		
2012 Est. Male Population by Age	24,252		
Age 0 - 4	1,680	6.93	
Age 5 - 9	1,650	6.8	
Age 10 - 14	1,665	6.87	
Age 15 - 17	1,281	5.28	
Age 18 - 20	1,116	4.6	
Age 21 - 24	1,474	6.08	
Age 25 - 34	3,313	13.66	
Age 35 - 44	3,031	12.5	
Age 45 - 54	4,380	18.06	
Age 55 - 64	2,791	11.51	

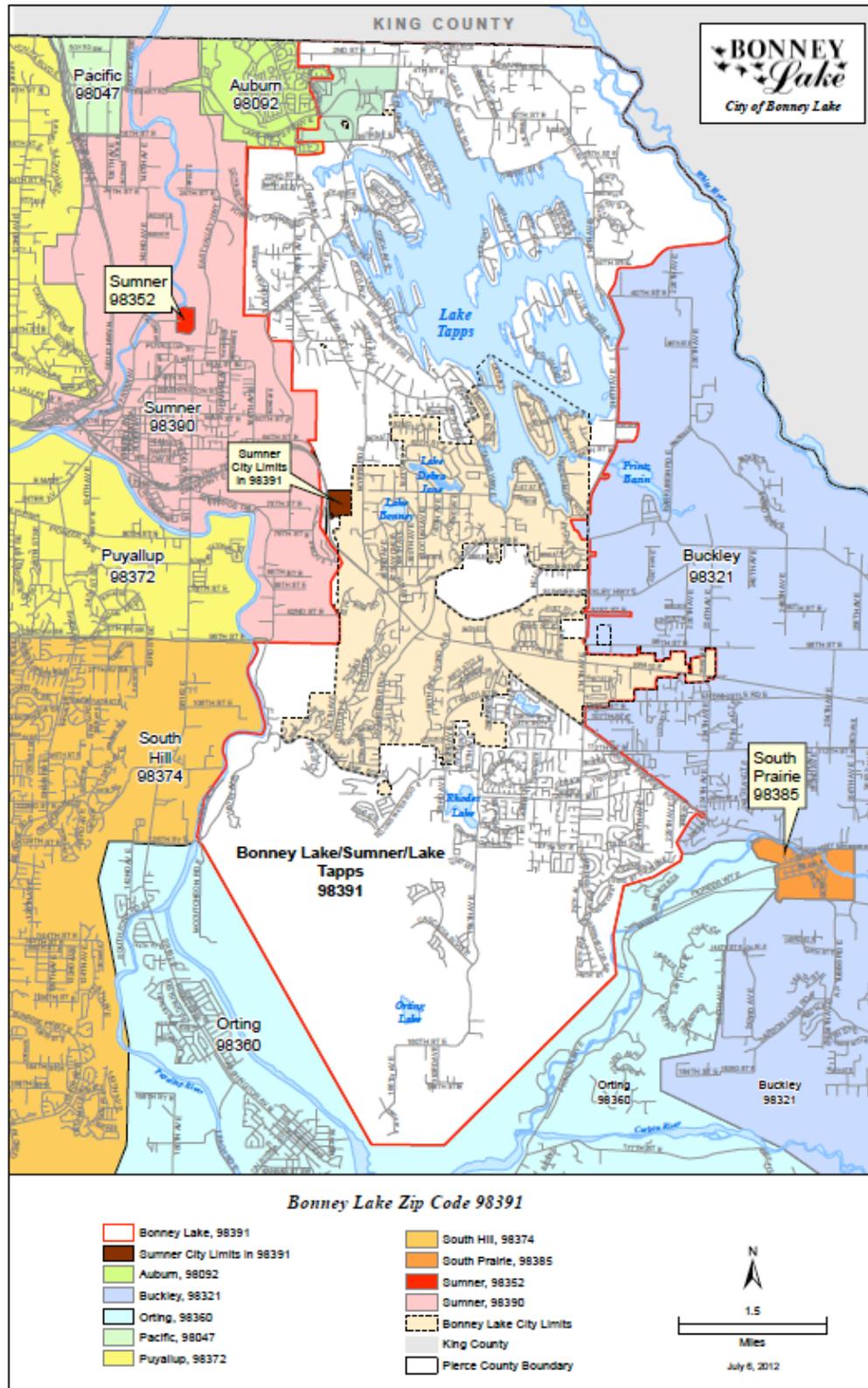
Notable in this section is that as of January 2012 58.33% of the population age 15+ were married with spouse present (WA average was 48.95%; US was 46.92%). Some 25.61% were never married. A higher percentage (30.74%) had some college but no degree, as compared with state and national percents.

Bonney Lake WA Primary Retail Trade Area – Zip Area 98391, cont'd.	Counts	Percents
2012 Est. Male Population by Age, cont'd.	24,252	
Age 65 - 74	1,304	5.38
Age 75 - 84	470	1.94
Age 85 and over	97	0.4
2012 Est. Median Age, Male	34.84	WA=35.84 USA=35.42
2012 Est. Average Age, Male	35.3	
2012 Est. Female Population by Age	23,925	
Age 0 - 4	1,605	6.71
Age 5 - 9	1,597	6.68
Age 10 - 14	1,728	7.22
Age 15 - 17	1,249	5.22
Age 18 - 20	1,009	4.22
Age 21 - 24	1,357	5.67
Age 25 - 34	3,230	13.5
Age 35 - 44	3,241	13.55
Age 45 - 54	4,221	17.64
Age 55 - 64	2,717	11.36
Age 65 - 74	1,276	5.33
Age 75 - 84	550	2.3
Age 85 and over	145	0.61
2012 Est. Median Age, Female	35.58	WA=37.93 USA=38.08
2012 Est. Average Age, Female	35.6	
2012 Est. Pop Age 15+ by Marital Status	38,252	
Total, Never Married (WA=29.81, USA=31.57%)	9,795	25.61
Males, Never Married	5,613	14.67
Females, Never Married	4,182	10.93
Married, Spouse present (WA=48.95%, USA=46.92%)	22,314	58.33
Married, Spouse absent	848	2.22
Widowed	965	2.52
Males Widowed	168	0.44
Females Widowed	797	2.08
Divorced	4,330	11.32
Males Divorced	1,950	5.1
Females Divorced	2,380	6.22
2012 Est. Pop. Age 25+ by Education Attainment	30,766	
Less than 9th grade	401	1.3
Some High School, no diploma	1,902	6.18
High School Grad (or GED) (WA=24.18%, USA=28.73%)	9,006	29.27
Some College, no degree (WA=25.21%, USA=21.02%)	9,458	30.74
Associate Degree	2,840	9.23
Bachelor's Degree (WA=19.92%, USA=17.56%)	4,992	16.23
Master's Degree	1,758	5.71
Professional School Degree	241	0.78
Doctorate Degree	168	0.55

In this final table it is evident that as of January 2012 a somewhat higher percentage of Hispanics or Latinos age 25+ had some college as compared with the state and national averages for this group.

Bonney Lake WA Primary Retail Trade Area – Zip Area 98391, cont'd.	Counts	Percents
2012 Est. Pop. Age 25+ by Edu. Attain., Hispanic or Latino	1,466	
Less than 9th grade	125	8.53
Some High School, no diploma	252	17.19
High School Grad. (or GED) (WA=24.41%, USA=26.11%)	387	26.4
Some College, no degree (WA=18.03%, USA=17.1%)	296	20.19
Associate Degree	132	9
Bachelor's Degree (WA=8.37%, USA=9.47%)	95	6.48
Graduate or Professional Degree	179	12.21

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.