

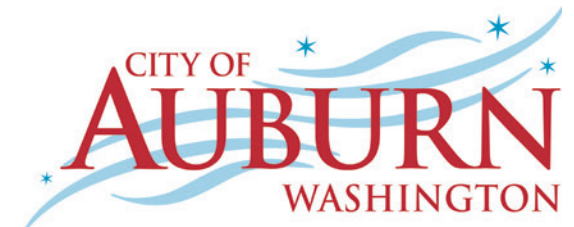


TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

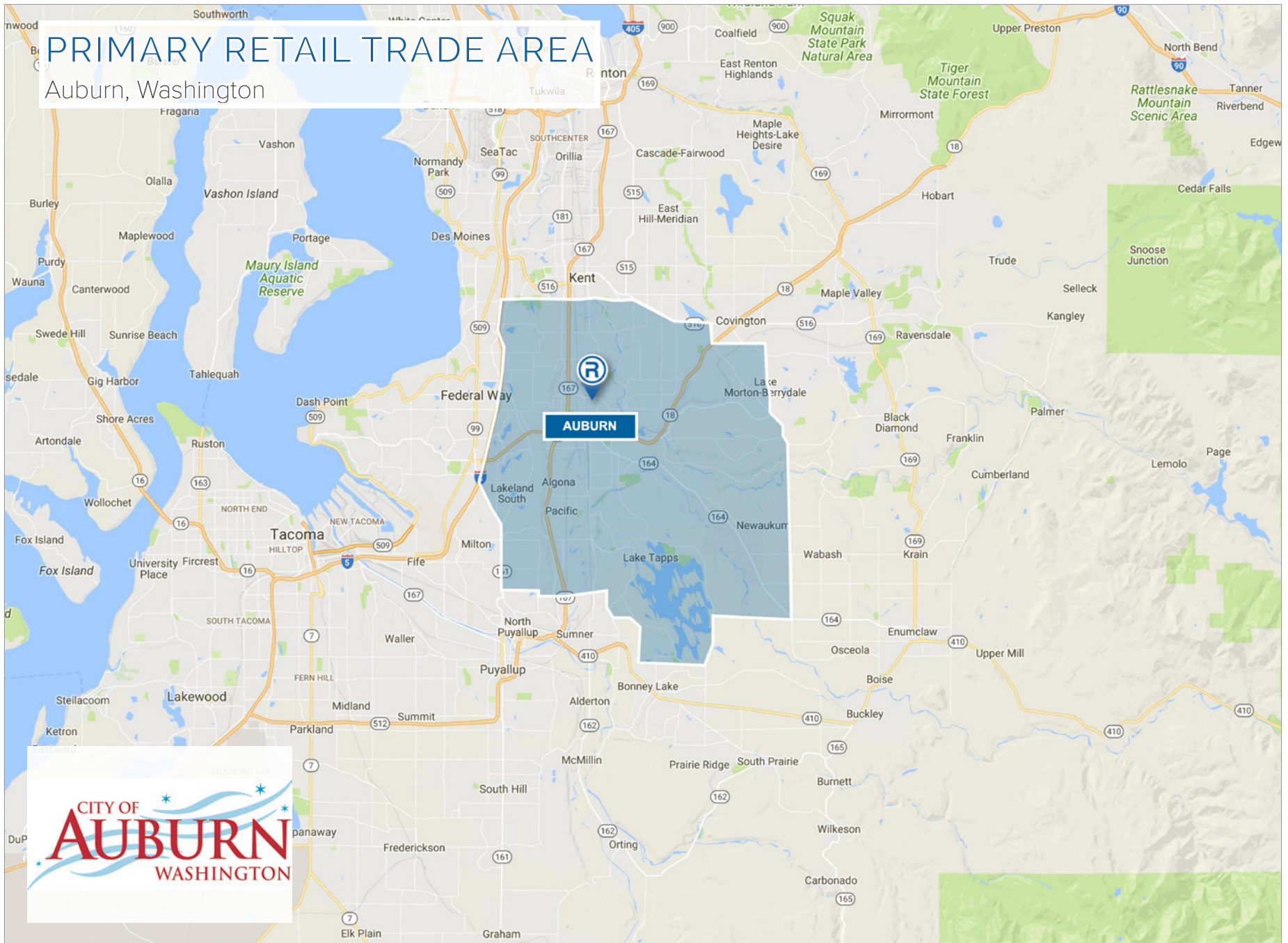
Auburn, Washington

Prepared for
City of Auburn
January 2019



PRIMARY RETAIL TRADE AREA

Auburn, Washington



 TheRetailCoach®

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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Auburn, Washington



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$3,206,901,598	\$1,472,050,310	\$1,734,851,288	0.46
441	Motor vehicle and parts dealers	\$445,199,881	\$404,360,920	\$40,838,961	0.91
4411	Automobile dealers	\$357,582,908	\$342,708,017	\$14,874,891	0.96
4412	Other motor vehicle dealers	\$46,443,437	\$33,260,387	\$13,183,050	0.72
4413	Automotive parts, accessories, and tire stores	\$41,173,536	\$28,392,516	\$12,781,020	0.69
442	Furniture and home furnishings stores	\$44,407,637	\$18,614,554	\$25,793,083	0.42
4421	Furniture stores	\$20,217,968	\$3,768,508	\$16,449,460	0.19
4422	Home furnishings stores	\$24,189,669	\$14,846,046	\$9,343,623	0.61
443	Electronics and appliance stores	\$33,652,260	\$3,945,927	\$29,706,333	0.12
443141	Household appliance stores	\$5,166,142	\$898,913	\$4,267,229	0.17
443142	Electronics stores	\$28,486,117	\$3,047,014	\$25,439,103	0.11
444	Building material and garden equipment and supplies dealers	\$154,132,922	\$79,225,520	\$74,907,402	0.51
4441	Building material and supplies dealers	\$133,093,728	\$76,200,104	\$56,893,624	0.57
44411	Home centers	\$68,504,890	\$43,555,757	\$24,949,133	0.64
44412	Paint and wallpaper stores	\$2,789,650	\$3,029,869	-\$240,219	1.09
44413	Hardware stores	\$17,277,270	\$3,437,171	\$13,840,099	0.20
44419	Other building material dealers	\$44,521,918	\$26,177,307	\$18,344,611	0.59
4442	Lawn and garden equipment and supplies stores	\$21,039,194	\$3,025,416	\$18,013,778	0.14
44421	Outdoor power equipment stores	\$3,391,598	\$144,424	\$3,247,174	0.04
44422	Nursery, garden center, and farm supply stores	\$17,647,596	\$2,880,992	\$14,766,604	0.16
445	Food and beverage stores	\$329,700,685	\$133,945,050	\$195,755,635	0.41
4451	Grocery stores	\$295,760,647	\$112,427,319	\$183,333,328	0.38
44511	Supermarkets and other grocery (except convenience) stores	\$286,192,506	\$105,902,361	\$180,290,145	0.37
44512	Convenience stores	\$9,568,141	\$6,524,958	\$3,043,183	0.68
4452	Specialty food stores	\$9,898,635	\$6,735,139	\$3,163,496	0.68
4453	Beer, wine, and liquor stores	\$24,041,403	\$14,782,592	\$9,258,811	0.61

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Auburn, Washington



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
446	Health and personal care stores	\$89,328,670	\$36,797,103	\$52,531,567	0.41
44611	Pharmacies and drug stores	\$70,688,448	\$24,713,622	\$45,974,826	0.35
44612	Cosmetics, beauty supplies, and perfume stores	\$5,121,781	\$5,696,201	-\$574,420	1.11
44613	Optical goods stores	\$4,081,011	\$2,432,132	\$1,648,879	0.60
44619	Other health and personal care stores	\$9,437,430	\$3,955,148	\$5,482,282	0.42
447	Gasoline stations	\$129,204,206	\$115,234,564	\$13,969,642	0.89
448	Clothing and clothing accessories stores	\$86,805,298	\$87,180,528	-\$375,230	1.00
4481	Clothing stores	\$66,525,246	\$66,269,737	\$255,509	1.00
44811	Men's clothing stores	\$2,024,932	\$7,500,708	-\$5,475,776	3.70
44812	Women's clothing stores	\$7,456,446	\$14,567,154	-\$7,110,708	1.95
44813	Children's and infants' clothing stores	\$2,768,592	\$9,002,229	-\$6,233,637	3.25
44814	Family clothing stores	\$46,931,542	\$19,705,398	\$27,226,144	0.42
44815	Clothing accessories stores	\$2,649,160	\$5,158,805	-\$2,509,645	1.95
44819	Other clothing stores	\$4,694,574	\$10,335,443	-\$5,640,869	2.20
4482	Shoe stores	\$9,502,337	\$5,364,701	\$4,137,636	0.56
4483	Jewelry, luggage, and leather goods stores	\$10,777,715	\$15,546,090	-\$4,768,375	1.44
44831	Jewelry stores	\$10,120,225	\$15,502,011	-\$5,381,786	1.53
44832	Luggage and leather goods stores	\$657,490	\$44,079	\$613,411	0.07
451	Sporting goods, hobby, musical instrument, and book stores	\$33,455,464	\$22,432,283	\$11,023,181	0.67
4511	Sporting goods, hobby, and musical instrument stores	\$29,758,390	\$21,603,801	\$8,154,589	0.73
45111	Sporting goods stores	\$17,613,468	\$20,290,772	-\$2,677,304	1.15
45112	Hobby, toy, and game stores	\$7,646,058	\$1,089,703	\$6,556,355	0.14
45113	Sewing, needlework, and piece goods stores	\$2,581,842	\$223,326	\$2,358,516	0.09
45114	Musical instrument and supplies stores	\$1,917,022	\$0	\$1,917,022	0.00
4512	Book stores and news dealers	\$3,697,074	\$828,482	\$2,868,592	0.22

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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Auburn, Washington



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$350,075,298	\$337,738,590	\$12,336,708	0.96
4522	Department stores	\$50,342,137	\$44,828,203	\$5,513,934	0.89
4523	Other general merchandise stores	\$299,733,161	\$292,910,387	\$6,822,774	0.98
453	Miscellaneous store retailers	\$49,872,623	\$38,352,054	\$11,520,569	0.77
4531	Florists	\$1,736,740	\$6,358,675	-\$4,621,935	3.66
4532	Office supplies, stationery, and gift stores	\$7,739,489	\$6,170,278	\$1,569,211	0.80
45321	Office supplies and stationery stores	\$3,633,126	\$5,525,187	-\$1,892,061	1.52
45322	Gift, novelty, and souvenir stores	\$4,106,363	\$645,091	\$3,461,272	0.16
4533	Used merchandise stores	\$12,773,556	\$1,939,486	\$10,834,070	0.15
4539	Other miscellaneous store retailers	\$27,622,838	\$23,883,615	\$3,739,223	0.86
45391	Pet and pet supplies stores	\$9,843,368	\$3,129,904	\$6,713,464	0.32
45399	All other miscellaneous store retailers	\$17,779,471	\$20,753,711	-\$2,974,240	1.17
454	Non-store retailers	\$1,187,851,779	\$40,717,129	\$1,147,134,650	0.03
722	Food services and drinking places	\$273,214,875	\$153,506,088	\$119,708,787	0.56
7223	Special food services	\$19,963,765	\$4,761,743	\$15,202,022	0.24
7224	Drinking places (alcoholic beverages)	\$12,904,114	\$1,991,989	\$10,912,125	0.15
7225	Restaurants and other eating places	\$240,346,995	\$146,752,356	\$93,594,639	0.61
722511	Full-service restaurants	\$123,036,971	\$53,273,640	\$69,763,331	0.43
722513	Limited-service restaurants	\$87,789,448	\$89,170,379	-\$1,380,931	1.02
722514	Cafeterias, grill buffets, and buffets	\$2,401,177	\$2,143,290	\$257,887	0.89
722515	Snack and nonalcoholic beverage bars	\$27,119,399	\$2,165,047	\$24,954,352	0.08

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
Population		
2024 Projection	198,895	
2019 Estimate	185,052	
2010 Census	158,446	
2000 Census	132,468	
Growth 2019 - 2024		7.48%
Growth 2010 - 2019		16.79%
Growth 2000 - 2010		19.61%
2019 Est. Population by Single-Classification Race	185,052	
White Alone	119,784	64.73%
Black or African American Alone	11,397	6.16%
Amer. Indian and Alaska Native Alone	3,483	1.88%
Asian Alone	23,886	12.91%
Native Hawaiian and Other Pacific Island Alone	3,310	1.79%
Some Other Race Alone	11,679	6.31%
Two or More Races	11,512	6.22%
2019 Est. Population by Hispanic or Latino Origin	185,052	
Not Hispanic or Latino	160,893	86.95%
Hispanic or Latino	24,159	13.06%
Mexican	18,864	78.08%
Puerto Rican	847	3.51%
Cuban	240	0.99%
All Other Hispanic or Latino	4,208	17.42%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	24,159	
White Alone	9,359	38.74%
Black or African American Alone	363	1.50%
American Indian and Alaska Native Alone	458	1.90%
Asian Alone	256	1.06%
Native Hawaiian and Other Pacific Islander Alone	53	0.22%
Some Other Race Alone	11,349	46.98%
Two or More Races	2,322	9.61%
2019 Est. Pop by Race, Asian Alone, by Category	23,886	
Chinese, except Taiwanese	2,046	8.57%
Filipino	4,893	20.49%
Japanese	978	4.09%
Asian Indian	4,563	19.10%
Korean	3,885	16.27%
Vietnamese	3,348	14.02%
Cambodian	1,460	6.11%
Hmong	127	0.53%
Laotian	409	1.71%
Thai	116	0.49%
All Other Asian Races Including 2+ Category	2,061	8.63%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	185,052	
Arab	694	0.38%
Czech	296	0.16%
Danish	690	0.37%
Dutch	1,357	0.73%
English	9,546	5.16%
French (except Basque)	2,239	1.21%
French Canadian	787	0.43%
German	18,543	10.02%
Greek	718	0.39%
Hungarian	212	0.12%
Irish	10,387	5.61%
Italian	4,757	2.57%
Lithuanian	154	0.08%
United States or American	5,391	2.91%
Norwegian	6,564	3.55%
Polish	1,754	0.95%
Portuguese	400	0.22%
Russian	2,452	1.33%
Scottish	2,574	1.39%
Scotch-Irish	1,722	0.93%
Slovak	82	0.04%
Subsaharan African	1,630	0.88%
Swedish	2,427	1.31%
Swiss	737	0.40%
Ukrainian	5,567	3.01%
Welsh	953	0.52%
West Indian (except Hisp. groups)	35	0.02%
Other ancestries	69,634	37.63%
Ancestry Unclassified	32,748	17.70%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	131,370	76.16%
Speak Asian/Pacific Island Language at Home	13,261	7.69%
Speak IndoEuropean Language at Home	12,112	7.02%
Speak Spanish at Home	13,540	7.85%
Speak Other Language at Home	2,219	1.29%
2019 Est. Population by Age	185,052	
Age 0 - 4	12,549	6.78%
Age 5 - 9	12,245	6.62%
Age 10 - 14	11,798	6.38%
Age 15 - 17	7,419	4.01%
Age 18 - 20	6,847	3.70%
Age 21 - 24	9,489	5.13%
Age 25 - 34	28,630	15.47%
Age 35 - 44	23,956	12.95%
Age 45 - 54	24,247	13.10%
Age 55 - 64	24,243	13.10%
Age 65 - 74	15,252	8.24%
Age 75 - 84	6,363	3.44%
Age 85 and over	2,013	1.09%
Age 16 and over	146,031	78.91%
Age 18 and over	141,040	76.22%
Age 21 and over	134,193	72.52%
Age 65 and over	23,628	12.77%
2019 Est. Median Age		36.40
2019 Est. Average Age		37.67

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
2019 Est. Population by Sex	185,052	
Male	92,555	50.02%
Female	92,497	49.98%
2019 Est. Male Population by Age	92,555	
Age 0 - 4	6,407	6.92%
Age 5 - 9	6,217	6.72%
Age 10 - 14	5,978	6.46%
Age 15 - 17	3,808	4.11%
Age 18 - 20	3,569	3.86%
Age 21 - 24	4,908	5.30%
Age 25 - 34	14,623	15.80%
Age 35 - 44	11,932	12.89%
Age 45 - 54	12,158	13.14%
Age 55 - 64	12,065	13.04%
Age 65 - 74	7,275	7.86%
Age 75 - 84	2,844	3.07%
Age 85 and over	772	0.83%
2019 Est. Median Age, Male		35.60
2019 Est. Average Age, Male		37.01

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	92,497	
Age 0 - 4	6,142	6.64%
Age 5 - 9	6,029	6.52%
Age 10 - 14	5,820	6.29%
Age 15 - 17	3,612	3.91%
Age 18 - 20	3,278	3.54%
Age 21 - 24	4,582	4.95%
Age 25 - 34	14,007	15.14%
Age 35 - 44	12,024	13.00%
Age 45 - 54	12,089	13.07%
Age 55 - 64	12,177	13.17%
Age 65 - 74	7,977	8.62%
Age 75 - 84	3,520	3.81%
Age 85 and over	1,241	1.34%
2019 Est. Median Age, Female		37.22
2019 Est. Average Age, Female		38.31
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	47,916	32.28%
Males, Never Married	26,781	18.04%
Females, Never Married	21,135	14.24%
Married, Spouse present	72,609	48.91%
Married, Spouse absent	5,273	3.55%
Widowed	6,118	4.12%
Males Widowed	1,280	0.86%
Females Widowed	4,838	3.26%
Divorced	16,543	11.14%
Males Divorced	6,573	4.43%
Females Divorced	9,970	6.72%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,559	4.5%
Some High School, no diploma	8,312	6.7%
High School Graduate (or GED)	34,733	27.9%
Some College, no degree	29,705	23.8%
Associate Degree	13,946	11.2%
Bachelor's Degree	23,057	18.5%
Master's Degree	7,358	5.9%
Professional School Degree	1,235	1.0%
Doctorate Degree	800	0.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,363	34.62%
High School Graduate	3,369	26.73%
Some College or Associate's Degree	3,475	27.57%
Bachelor's Degree or Higher	1,396	11.08%
Households		
2024 Projection	69,187	
2019 Estimate	64,683	
2010 Census	56,402	
2000 Census	47,971	
Growth 2019 - 2024		6.96%
Growth 2010 - 2019		14.68%
Growth 2000 - 2010		17.58%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	64,683	
Family Households	46,282	71.55%
Nonfamily Households	18,402	28.45%
2019 Est. Group Quarters Population	1,164	
2019 Households by Ethnicity, Hispanic/Latino	5,737	
2019 Est. Households by Household Income	64,683	
Income < \$15,000	3,789	5.86%
Income \$15,000 - \$24,999	3,462	5.35%
Income \$25,000 - \$34,999	4,143	6.41%
Income \$35,000 - \$49,999	7,356	11.37%
Income \$50,000 - \$74,999	11,421	17.66%
Income \$75,000 - \$99,999	9,463	14.63%
Income \$100,000 - \$124,999	7,321	11.32%
Income \$125,000 - \$149,999	5,582	8.63%
Income \$150,000 - \$199,999	6,141	9.49%
Income \$200,000 - \$249,999	2,862	4.43%
Income \$250,000 - \$499,999	2,330	3.60%
Income \$500,000+	814	1.26%
2019 Est. Average Household Income		\$102,751
2019 Est. Median Household Income		\$80,290

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$83,808
Black or African American Alone		\$65,284
American Indian and Alaska Native Alone		\$61,485
Asian Alone		\$90,869
Native Hawaiian and Other Pacific Islander Alone		\$68,944
Some Other Race Alone		\$54,690
Two or More Races		\$69,303
Hispanic or Latino		\$63,184
Not Hispanic or Latino		\$82,909
2019 Est. Family HH Type by Presence of Own Child.	46,282	
Married-Couple Family, own children	15,696	33.91%
Married-Couple Family, no own children	18,926	40.89%
Male Householder, own children	1,970	4.26%
Male Householder, no own children	1,988	4.30%
Female Householder, own children	4,562	9.86%
Female Householder, no own children	3,140	6.78%
2019 Est. Households by Household Size	64,683	
1-person	13,379	20.68%
2-person	20,511	31.71%
3-person	11,559	17.87%
4-person	9,931	15.35%
5-person	4,962	7.67%
6-person	2,373	3.67%
7-or-more-person	1,968	3.04%
2019 Est. Average Household Size		2.84

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	64,683	
Households with 1 or More People under Age 18:	24,763	38.28%
Married-Couple Family	16,738	67.59%
Other Family, Male Householder	2,362	9.54%
Other Family, Female Householder	5,308	21.44%
Nonfamily, Male Householder	241	0.97%
Nonfamily, Female Householder	114	0.46%
Households with No People under Age 18:	39,921	61.72%
Married-Couple Family	17,869	44.76%
Other Family, Male Householder	1,610	4.03%
Other Family, Female Householder	2,390	5.99%
Nonfamily, Male Householder	9,336	23.39%
Nonfamily, Female Householder	8,715	21.83%
2019 Est. Households by Number of Vehicles	64,683	
No Vehicles	3,514	5.43%
1 Vehicle	16,047	24.81%
2 Vehicles	25,756	39.82%
3 Vehicles	12,626	19.52%
4 Vehicles	4,314	6.67%
5 or more Vehicles	2,427	3.75%
2019 Est. Average Number of Vehicles		2.12

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
Family Households		
2024 Projection	49,506	
2019 Estimate	46,282	
2010 Census	40,216	
2000 Census	34,917	
Growth 2019 - 2024		6.97%
Growth 2010 - 2019		15.08%
Growth 2000 - 2010		15.18%
2019 Est. Families by Poverty Status	46,282	
2019 Families at or Above Poverty	43,031	92.98%
2019 Families at or Above Poverty with Children	19,959	43.13%
2019 Families Below Poverty	3,251	7.02%
2019 Families Below Poverty with Children	2,479	5.36%
2019 Est. Pop 16+ by Employment Status	146,030	
Civilian Labor Force, Employed	91,530	62.68%
Civilian Labor Force, Unemployed	5,398	3.70%
Armed Forces	124	0.09%
Not in Labor Force	48,978	33.54%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	90,160	
For-Profit Private Workers	64,309	71.33%
Non-Profit Private Workers	5,830	6.47%
Local Government Workers	2,160	2.40%
State Government Workers	4,122	4.57%
Federal Government Workers	5,903	6.55%
Self-Employed Workers	7,699	8.54%
Unpaid Family Workers	138	0.15%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	90,160	
Architect/Engineer	2,142	2.38%
Arts/Entertainment/Sports	1,161	1.29%
Building Grounds Maintenance	3,119	3.46%
Business/Financial Operations	4,019	4.46%
Community/Social Services	1,259	1.40%
Computer/Mathematical	2,561	2.84%
Construction/Extraction	5,237	5.81%
Education/Training/Library	4,279	4.75%
Farming/Fishing/Forestry	395	0.44%
Food Prep/Serving	4,367	4.84%
Health Practitioner/Technician	3,698	4.10%
Healthcare Support	1,941	2.15%
Maintenance Repair	3,253	3.61%
Legal	502	0.56%
Life/Physical/Social Science	368	0.41%
Management	8,905	9.88%
Office/Admin. Support	13,478	14.95%
Production	6,761	7.50%
Protective Services	1,406	1.56%
Sales/Related	9,091	10.08%
Personal Care/Service	4,014	4.45%
Transportation/Moving	8,203	9.10%
2019 Est. Pop 16+ by Occupation Classification	90,160	
White Collar	51,464	57.08%
Blue Collar	23,454	26.01%
Service and Farm	15,243	16.91%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	88,048	
Drove Alone	66,313	75.32%
Car Pooled	8,996	10.22%
Public Transportation	6,074	6.90%
Walked	1,323	1.50%
Bicycle	194	0.22%
Other Means	1,234	1.40%
Worked at Home	3,914	4.45%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,112	
15 - 29 Minutes	27,367	
30 - 44 Minutes	19,985	
45 - 59 Minutes	10,248	
60 or more Minutes	13,636	
2019 Est. Avg Travel Time to Work in Minutes		36.23
2019 Est. Occupied Housing Units by Tenure	64,683	
Owner Occupied	44,406	68.65%
Renter Occupied	20,277	31.35%
2019 Owner Occ. HUs: Avg. Length of Residence		14.33
2019 Renter Occ. HUs: Avg. Length of Residence		5.72

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	64,683	
Value Less than \$20,000	1,427	3.21%
Value \$20,000 - \$39,999	1,711	3.85%
Value \$40,000 - \$59,999	742	1.67%
Value \$60,000 - \$79,999	572	1.29%
Value \$80,000 - \$99,999	425	0.96%
Value \$100,000 - \$149,999	1,314	2.96%
Value \$150,000 - \$199,999	2,272	5.12%
Value \$200,000 - \$299,999	9,687	21.82%
Value \$300,000 - \$399,999	10,452	23.54%
Value \$400,000 - \$499,999	7,243	16.31%
Value \$500,000 - \$749,999	5,475	12.33%
Value \$750,000 - \$999,999	2,069	4.66%
Value \$1,000,000 or \$1,499,999	675	1.52%
Value \$1,500,000 or \$1,999,999	136	0.31%
Value \$2,000,000+	207	0.47%
2019 Est. Median All Owner-Occupied Housing Value		\$337,799
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	44,964	65.90%
1 Unit Detached	2,967	4.35%
2 Units	1,585	2.32%
3 or 4 Units	3,719	5.45%
5 to 19 Units	6,207	9.10%
20 to 49 Units	1,530	2.24%
50 or More Units	2,315	3.39%
Mobile Home or Trailer	4,907	7.19%
Boat, RV, Van, etc.	36	0.05%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	6,910	10.13%
Housing Units Built 2010 to 2014	1,819	2.67%
Housing Units Built 2000 to 2009	11,221	16.45%
Housing Units Built 1990 to 1999	11,125	16.31%
Housing Units Built 1980 to 1989	11,739	17.21%
Housing Units Built 1970 to 1979	11,115	16.29%
Housing Units Built 1960 to 1969	7,451	10.92%
Housing Units Built 1950 to 1959	2,737	4.01%
Housing Units Built 1940 to 1949	1,620	2.37%
Housing Unit Built 1939 or Earlier	2,492	3.65%
2019 Est. Median Year Structure Built		1987

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
Population		
2024 Projection	89,702	
2019 Estimate	83,231	
2010 Census	70,180	
2000 Census	56,238	
Growth 2019 - 2024		7.78%
Growth 2010 - 2019		18.60%
Growth 2000 - 2010		24.79%
2019 Est. Population by Single-Classification Race	83,231	
White Alone	51,328	61.67%
Black or African American Alone	5,516	6.63%
Amer. Indian and Alaska Native Alone	1,923	2.31%
Asian Alone	10,926	13.13%
Native Hawaiian and Other Pacific Island Alone	1,903	2.29%
Some Other Race Alone	6,334	7.61%
Two or More Races	5,301	6.37%
2019 Est. Population by Hispanic or Latino Origin	83,231	
Not Hispanic or Latino	70,483	84.68%
Hispanic or Latino	12,748	15.32%
Mexican	10,261	80.49%
Puerto Rican	396	3.11%
Cuban	103	0.81%
All Other Hispanic or Latino	1,988	15.60%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	12,748	
White Alone	4,890	38.36%
Black or African American Alone	199	1.56%
American Indian and Alaska Native Alone	242	1.90%
Asian Alone	120	0.94%
Native Hawaiian and Other Pacific Islander Alone	22	0.17%
Some Other Race Alone	6,210	48.71%
Two or More Races	1,065	8.35%
2019 Est. Pop by Race, Asian Alone, by Category	10,926	
Chinese, except Taiwanese	1,563	14.31%
Filipino	2,231	20.42%
Japanese	326	2.98%
Asian Indian	1,887	17.27%
Korean	1,422	13.02%
Vietnamese	1,511	13.83%
Cambodian	750	6.86%
Hmong	120	1.10%
Laotian	154	1.41%
Thai	36	0.33%
All Other Asian Races Including 2+ Category	926	8.48%

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	83,231	
Arab	239	0.29%
Czech	99	0.12%
Danish	305	0.37%
Dutch	615	0.74%
English	4,099	4.93%
French (except Basque)	1,126	1.35%
French Canadian	421	0.51%
German	7,840	9.42%
Greek	434	0.52%
Hungarian	72	0.09%
Irish	4,608	5.54%
Italian	1,933	2.32%
Lithuanian	96	0.12%
United States or American	1,863	2.24%
Norwegian	2,709	3.26%
Polish	686	0.82%
Portuguese	117	0.14%
Russian	983	1.18%
Scottish	1,127	1.35%
Scotch-Irish	873	1.05%
Slovak	34	0.04%
Subsaharan African	753	0.91%
Swedish	928	1.12%
Swiss	176	0.21%
Ukrainian	2,542	3.05%
Welsh	346	0.42%
West Indian (except Hisp. groups)	15	0.02%
Other ancestries	33,085	39.75%
Ancestry Unclassified	15,107	18.15%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	57,614	74.65%
Speak Asian/Pacific Island Language at Home	5,868	7.60%
Speak IndoEuropean Language at Home	5,144	6.67%
Speak Spanish at Home	7,521	9.75%
Speak Other Language at Home	1,031	1.34%
2019 Est. Population by Age	83,231	
Age 0 - 4	6,053	7.27%
Age 5 - 9	5,816	6.99%
Age 10 - 14	5,519	6.63%
Age 15 - 17	3,378	4.06%
Age 18 - 20	3,078	3.70%
Age 21 - 24	4,158	5.00%
Age 25 - 34	13,241	15.91%
Age 35 - 44	11,404	13.70%
Age 45 - 54	10,387	12.48%
Age 55 - 64	9,870	11.86%
Age 65 - 74	6,344	7.62%
Age 75 - 84	2,941	3.53%
Age 85 and over	1,042	1.25%
Age 16 and over	64,736	77.78%
Age 18 and over	62,465	75.05%
Age 21 and over	59,387	71.35%
Age 65 and over	10,327	12.41%
2019 Est. Median Age		35.31
2019 Est. Average Age		36.90

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
2019 Est. Population by Sex	83,231	
Male	41,361	49.69%
Female	41,870	50.31%
2019 Est. Male Population by Age	41,361	
Age 0 - 4	3,090	7.47%
Age 5 - 9	2,952	7.14%
Age 10 - 14	2,806	6.78%
Age 15 - 17	1,735	4.20%
Age 18 - 20	1,600	3.87%
Age 21 - 24	2,145	5.19%
Age 25 - 34	6,627	16.02%
Age 35 - 44	5,739	13.88%
Age 45 - 54	5,231	12.65%
Age 55 - 64	4,869	11.77%
Age 65 - 74	2,938	7.10%
Age 75 - 84	1,261	3.05%
Age 85 and over	368	0.89%
2019 Est. Median Age, Male		34.58
2019 Est. Average Age, Male		36.10

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	41,870	
Age 0 - 4	2,963	7.08%
Age 5 - 9	2,864	6.84%
Age 10 - 14	2,713	6.48%
Age 15 - 17	1,643	3.92%
Age 18 - 20	1,478	3.53%
Age 21 - 24	2,013	4.81%
Age 25 - 34	6,614	15.80%
Age 35 - 44	5,665	13.53%
Age 45 - 54	5,156	12.31%
Age 55 - 64	5,001	11.94%
Age 65 - 74	3,406	8.14%
Age 75 - 84	1,680	4.01%
Age 85 and over	674	1.61%
2019 Est. Median Age, Female		36.07
2019 Est. Average Age, Female		37.70
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,670	32.91%
Males, Never Married	11,914	18.10%
Females, Never Married	9,756	14.82%
Married, Spouse present	30,392	46.16%
Married, Spouse absent	2,663	4.04%
Widowed	2,821	4.28%
Males Widowed	606	0.92%
Females Widowed	2,215	3.36%
Divorced	8,297	12.60%
Males Divorced	3,182	4.83%
Females Divorced	5,115	7.77%

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,902	5.3%
Some High School, no diploma	4,004	7.3%
High School Graduate (or GED)	15,528	28.1%
Some College, no degree	13,082	23.7%
Associate Degree	5,820	10.5%
Bachelor's Degree	9,715	17.6%
Master's Degree	3,289	6.0%
Professional School Degree	477	0.9%
Doctorate Degree	412	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,709	41.09%
High School Graduate	1,723	26.13%
Some College or Associate's Degree	1,560	23.66%
Bachelor's Degree or Higher	601	9.12%
Households		
2024 Projection	32,380	
2019 Estimate	30,235	
2010 Census	26,103	
2000 Census	21,457	
Growth 2019 - 2024		7.09%
Growth 2010 - 2019		15.83%
Growth 2000 - 2010		21.65%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type		
Family Households	19,992	66.12%
Nonfamily Households	10,243	33.88%
2019 Est. Group Quarters Population	667	
2019 Households by Ethnicity, Hispanic/Latino	3,145	
2019 Est. Households by Household Income		
Income < \$15,000	2,150	7.11%
Income \$15,000 - \$24,999	2,107	6.97%
Income \$25,000 - \$34,999	2,304	7.62%
Income \$35,000 - \$49,999	3,774	12.48%
Income \$50,000 - \$74,999	5,529	18.29%
Income \$75,000 - \$99,999	4,381	14.49%
Income \$100,000 - \$124,999	3,154	10.43%
Income \$125,000 - \$149,999	2,168	7.17%
Income \$150,000 - \$199,999	2,423	8.01%
Income \$200,000 - \$249,999	1,129	3.73%
Income \$250,000 - \$499,999	814	2.69%
Income \$500,000+	302	1.00%
2019 Est. Average Household Income		\$92,498
2019 Est. Median Household Income		\$71,313

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$73,687
Black or African American Alone		\$54,245
American Indian and Alaska Native Alone		\$62,979
Asian Alone		\$90,450
Native Hawaiian and Other Pacific Islander Alone		\$67,071
Some Other Race Alone		\$51,085
Two or More Races		\$67,765
Hispanic or Latino		\$55,176
Not Hispanic or Latino		\$74,906
2019 Est. Family HH Type by Presence of Own Child.	19,992	
Married-Couple Family, own children	6,685	33.44%
Married-Couple Family, no own children	7,671	38.37%
Male Householder, own children	898	4.49%
Male Householder, no own children	897	4.49%
Female Householder, own children	2,303	11.52%
Female Householder, no own children	1,538	7.69%
2019 Est. Households by Household Size	30,235	
1-person	7,489	24.77%
2-person	9,328	30.85%
3-person	5,061	16.74%
4-person	4,306	14.24%
5-person	2,140	7.08%
6-person	1,039	3.44%
7-or-more-person	872	2.88%
2019 Est. Average Household Size		2.73

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	30,235	
Households with 1 or More People under Age 18:	11,023	36.46%
Married-Couple Family	7,074	64.18%
Other Family, Male Householder	1,076	9.76%
Other Family, Female Householder	2,678	24.30%
Nonfamily, Male Householder	118	1.07%
Nonfamily, Female Householder	77	0.70%
Households with No People under Age 18:	19,212	63.54%
Married-Couple Family	7,277	37.88%
Other Family, Male Householder	725	3.77%
Other Family, Female Householder	1,162	6.05%
Nonfamily, Male Householder	4,969	25.86%
Nonfamily, Female Householder	5,079	26.44%
2019 Est. Households by Number of Vehicles	30,235	
No Vehicles	2,429	8.03%
1 Vehicle	9,129	30.19%
2 Vehicles	11,724	38.78%
3 Vehicles	4,932	16.31%
4 Vehicles	1,374	4.54%
5 or more Vehicles	647	2.14%
2019 Est. Average Number of Vehicles		1.9

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
Family Households		
2024 Projection	21,422	
2019 Estimate	19,992	
2010 Census	17,126	
2000 Census	14,371	
Growth 2019 - 2024		7.15%
Growth 2010 - 2019		16.74%
Growth 2000 - 2010		19.17%
2019 Est. Families by Poverty Status	19,992	
2019 Families at or Above Poverty	18,441	92.24%
2019 Families at or Above Poverty with Children	8,517	42.60%
2019 Families Below Poverty	1,551	7.76%
2019 Families Below Poverty with Children	1,282	6.41%
2019 Est. Pop 16+ by Employment Status	64,736	
Civilian Labor Force, Employed	40,199	62.10%
Civilian Labor Force, Unemployed	2,729	4.22%
Armed Forces	60	0.09%
Not in Labor Force	21,748	33.60%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	39,893	
For-Profit Private Workers	28,966	72.61%
Non-Profit Private Workers	2,495	6.25%
Local Government Workers	993	2.49%
State Government Workers	1,912	4.79%
Federal Government Workers	2,313	5.80%
Self-Employed Workers	3,137	7.86%
Unpaid Family Workers	77	0.19%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	39,893	
Architect/Engineer	854	2.14%
Arts/Entertainment/Sports	700	1.76%
Building Grounds Maintenance	1,640	4.11%
Business/Financial Operations	1,715	4.30%
Community/Social Services	524	1.31%
Computer/Mathematical	1,222	3.06%
Construction/Extraction	2,491	6.24%
Education/Training/Library	1,873	4.70%
Farming/Fishing/Forestry	215	0.54%
Food Prep/Serving	2,027	5.08%
Health Practitioner/Technician	1,485	3.72%
Healthcare Support	871	2.18%
Maintenance Repair	1,239	3.11%
Legal	209	0.52%
Life/Physical/Social Science	164	0.41%
Management	3,246	8.14%
Office/Admin. Support	6,431	16.12%
Production	3,149	7.89%
Protective Services	570	1.43%
Sales/Related	3,891	9.75%
Personal Care/Service	1,883	4.72%
Transportation/Moving	3,494	8.76%
2019 Est. Pop 16+ by Occupation Classification	39,893	
White Collar	22,314	55.94%
Blue Collar	10,373	26.00%
Service and Farm	7,206	18.06%

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	38,934	
Drove Alone	29,209	75.02%
Car Pooled	3,745	9.62%
Public Transportation	3,063	7.87%
Walked	760	1.95%
Bicycle	102	0.26%
Other Means	579	1.49%
Worked at Home	1,476	3.79%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,803	
15 - 29 Minutes	11,825	
30 - 44 Minutes	9,037	
45 - 59 Minutes	4,021	
60 or more Minutes	5,827	
2019 Est. Avg Travel Time to Work in Minutes		35
2019 Est. Occupied Housing Units by Tenure	30,235	
Owner Occupied	18,293	60.50%
Renter Occupied	11,942	39.50%
2019 Owner Occ. HUs: Avg. Length of Residence		13.2
2019 Renter Occ. HUs: Avg. Length of Residence		5.6

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	30,235	
Value Less than \$20,000	896	4.90%
Value \$20,000 - \$39,999	1,128	6.17%
Value \$40,000 - \$59,999	511	2.79%
Value \$60,000 - \$79,999	410	2.24%
Value \$80,000 - \$99,999	223	1.22%
Value \$100,000 - \$149,999	655	3.58%
Value \$150,000 - \$199,999	1,135	6.21%
Value \$200,000 - \$299,999	4,094	22.38%
Value \$300,000 - \$399,999	4,144	22.65%
Value \$400,000 - \$499,999	2,671	14.60%
Value \$500,000 - \$749,999	1,710	9.35%
Value \$750,000 - \$999,999	518	2.83%
Value \$1,000,000 or \$1,499,999	137	0.75%
Value \$1,500,000 or \$1,999,999	23	0.13%
Value \$2,000,000+	38	0.21%
2019 Est. Median All Owner-Occupied Housing Value		\$302,189
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	16,847	52.56%
1 Unit Detached	2,005	6.26%
2 Units	924	2.88%
3 or 4 Units	2,640	8.24%
5 to 19 Units	3,819	11.91%
20 to 49 Units	1,284	4.01%
50 or More Units	1,649	5.14%
Mobile Home or Trailer	2,866	8.94%
Boat, RV, Van, etc.	20	0.06%

COMMUNITY • DEMOGRAPHIC PROFILE

Auburn, Washington

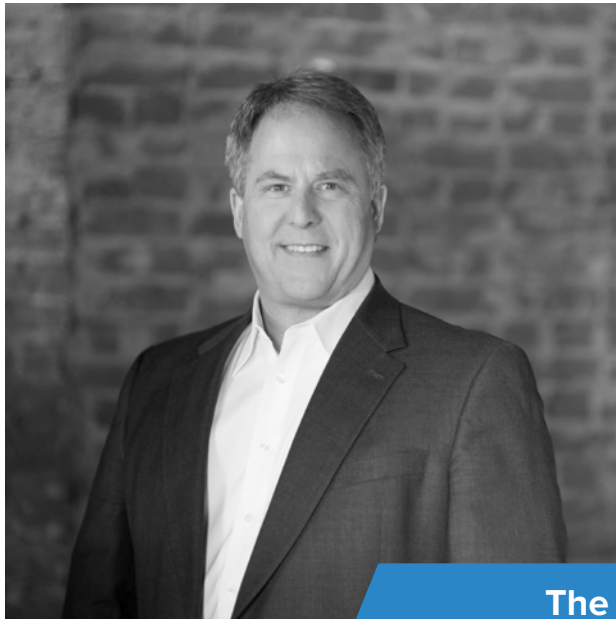
DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,261	10.17%
Housing Units Built 2010 to 2014	1,011	3.15%
Housing Units Built 2000 to 2009	5,475	17.08%
Housing Units Built 1990 to 1999	5,510	17.19%
Housing Units Built 1980 to 1989	5,261	16.41%
Housing Units Built 1970 to 1979	4,508	14.06%
Housing Units Built 1960 to 1969	3,384	10.56%
Housing Units Built 1950 to 1959	1,348	4.21%
Housing Units Built 1940 to 1949	801	2.50%
Housing Unit Built 1939 or Earlier	1,495	4.66%
2019 Est. Median Year Structure Built		
		1989

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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