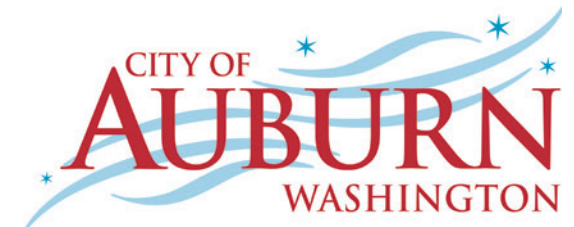# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Auburn, Washington

Prepared for
City of Auburn
January 2019

TheRetailCoach®

CITY OF
AUBURN
WASHINGTON

RETAIL TRADE AREA
Auburn, Washington
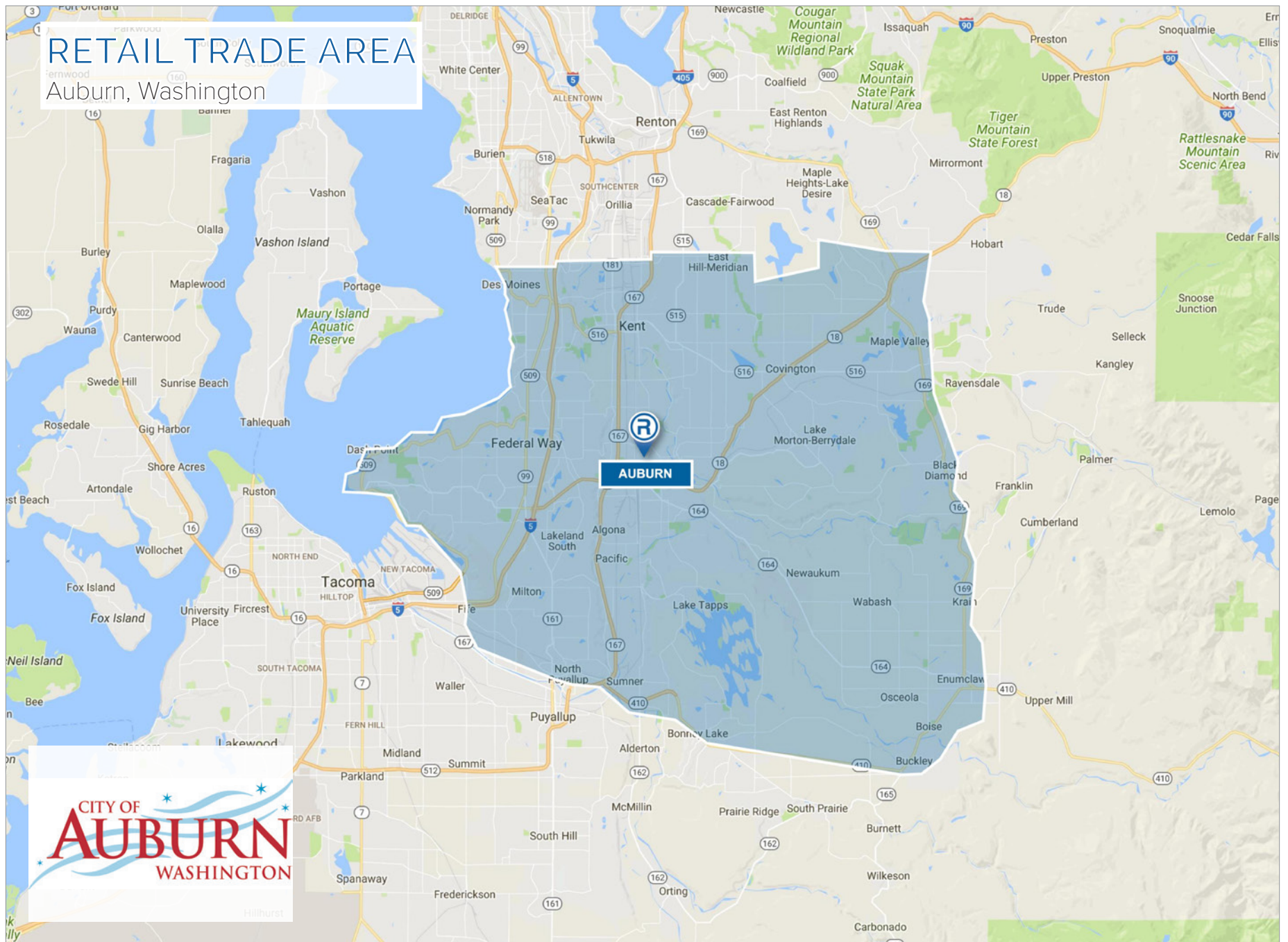
RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS
Auburn, Washington

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
44, 45, 722	**Total retail trade including food and drinking places**	**$9,930,109,833**	**$1,472,050,310**	**$8,458,059,523**	**0.15**
441	Motor vehicle and parts dealers	$1,378,552,967	$404,360,920	$974,192,047	0.29
4411	Automobile dealers	$1,107,248,676	$342,708,017	$764,540,659	0.31
4412	Other motor vehicle dealers	$143,811,221	$33,260,387	$110,550,834	0.23
4413	Automotive parts, accessories, and tire stores	$127,493,070	$28,392,516	$99,100,554	0.22
442	Furniture and home furnishings stores	$137,507,403	$18,614,554	$118,892,849	0.14
4421	Furniture stores	$62,604,552	$3,768,508	$58,836,044	0.06
4422	Home furnishings stores	$74,902,851	$14,846,046	$60,056,805	0.20
443	Electronics and appliance stores	$104,203,583	$3,945,927	$100,257,656	0.04
443141	Household appliance stores	$15,996,861	$898,913	$15,097,948	0.06
443142	Electronics stores	$88,206,721	$3,047,014	$85,159,707	0.03
444	Building material and garden equipment and supplies dealers	$477,269,663	$79,225,520	$398,044,143	0.17
4441	Building material and supplies dealers	$412,122,198	$76,200,104	$335,922,094	0.18
44411	Home centers	$212,124,090	$43,555,757	$168,568,333	0.21
44412	Paint and wallpaper stores	$8,638,098	$3,029,869	$5,608,229	0.35
44413	Hardware stores	$53,498,738	$3,437,171	$50,061,567	0.06
44419	Other building material dealers	$137,861,273	$26,177,307	$111,683,966	0.19
4442	Lawn and garden equipment and supplies stores	$65,147,465	$3,025,416	$62,122,049	0.05
44421	Outdoor power equipment stores	$10,502,020	$144,424	$10,357,596	0.01
44422	Nursery, garden center, and farm supply stores	$54,645,445	$2,880,992	$51,764,453	0.05
445	Food and beverage stores	$1,020,911,904	$133,945,050	$886,966,854	0.13
4451	Grocery stores	$915,817,221	$112,427,319	$803,389,902	0.12
44511	Supermarkets and other grocery (except convenience) stores	$886,189,653	$105,902,361	$780,287,292	0.12
44512	Convenience stores	$29,627,568	$6,524,958	$23,102,610	0.22
4452	Specialty food stores	$30,650,936	$6,735,139	$23,915,797	0.22
4453	Beer, wine, and liquor stores	$74,443,747	$14,782,592	$59,661,155	0.20

*Positive numbers denote leakage, negative numbers denote a surplus.
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RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Auburn, Washington

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
446	Health and personal care stores	$276,604,529	$36,797,103	$239,807,426	0.13
44611	Pharmacies and drug stores	$218,885,436	$24,713,622	$194,171,814	0.11
44612	Cosmetics, beauty supplies, and perfume stores	$15,859,497	$5,696,201	$10,163,296	0.36
44613	Optical goods stores	$12,636,773	$2,432,132	$10,204,641	0.19
44619	Other health and personal care stores	$29,222,823	$3,955,148	$25,267,675	0.14
447	Gasoline stations	$400,078,367	$115,234,564	$284,843,803	0.29
448	Clothing and clothing accessories stores	$268,790,956	$87,180,528	$181,610,428	0.32
4481	Clothing stores	$205,994,161	$66,269,737	$139,724,424	0.32
44811	Men's clothing stores	$6,270,165	$7,500,708	-$1,230,543	1.20
44812	Women's clothing stores	$23,088,745	$14,567,154	$8,521,591	0.63
44813	Children's and infants' clothing stores	$8,572,894	$9,002,229	-$429,335	1.05
44814	Family clothing stores	$145,322,627	$19,705,398	$125,617,229	0.14
44815	Clothing accessories stores	$8,203,073	$5,158,805	$3,044,268	0.63
44819	Other clothing stores	$14,536,658	$10,335,443	$4,201,215	0.71
4482	Shoe stores	$29,423,806	$5,364,701	$24,059,105	0.18
4483	Jewelry, luggage, and leather goods stores	$33,372,989	$15,546,090	$17,826,899	0.47
44831	Jewelry stores	$31,337,083	$15,502,011	$15,835,072	0.49
44832	Luggage and leather goods stores	$2,035,906	$44,079	$1,991,827	0.02
451	Sporting goods, hobby, musical instrument, and book stores	$103,594,210	$22,432,283	$81,161,927	0.22
4511	Sporting goods, hobby, and musical instrument stores	$92,146,290	$21,603,801	$70,542,489	0.23
45111	Sporting goods stores	$54,539,770	$20,290,772	$34,248,998	0.37
45112	Hobby, toy, and game stores	$23,675,873	$1,089,703	$22,586,170	0.05
45113	Sewing, needlework, and piece goods stores	$7,994,624	$223,326	$7,771,298	0.03
45114	Musical instrument and supplies stores	$5,936,022	$0	$5,936,022	0.00
4512	Book stores and news dealers	$11,447,920	$828,482	$10,619,438	0.07

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Auburn, Washington

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
452	General merchandise stores	$1,084,001,504	$337,738,590	$746,262,914	0.31
4522	Department stores	$155,883,470	$44,828,203	$111,055,267	0.29
4523	Other general merchandise stores	$928,118,033	$292,910,387	$635,207,646	0.32
453	Miscellaneous store retailers	$154,429,628	$38,352,054	$116,077,574	0.25
4531	Florists	$5,377,783	$6,358,675	-$980,892	1.18
4532	Office supplies, stationery, and gift stores	$23,965,179	$6,170,278	$17,794,901	0.26
45321	Office supplies and stationery stores	$11,249,905	$5,525,187	$5,724,718	0.49
45322	Gift, novelty, and souvenir stores	$12,715,274	$645,091	$12,070,183	0.05
4533	Used merchandise stores	$39,553,072	$1,939,486	$37,613,586	0.05
4539	Other miscellaneous store retailers	$85,533,594	$23,883,615	$61,649,979	0.28
45391	Pet and pet supplies stores	$30,479,801	$3,129,904	$27,349,897	0.10
45399	All other miscellaneous store retailers	$55,053,793	$20,753,711	$34,300,082	0.38
454	Non-store retailers	$3,678,160,453	$40,717,129	$3,637,443,324	0.01
722	Food services and drinking places	$846,004,667	$153,506,088	$692,498,579	0.18
7223	Special food services	$61,817,420	$4,761,743	$57,055,677	0.08
7224	Drinking places (alcoholic beverages)	$39,957,345	$1,991,989	$37,965,356	0.05
7225	Restaurants and other eating places	$744,229,902	$146,752,356	$597,477,546	0.20
722511	Full-service restaurants	$380,981,640	$53,273,640	$327,708,000	0.14
722513	Limited-service restaurants	$271,838,358	$89,170,379	$182,667,979	0.33
722514	Cafeterias, grill buffets, and buffets	$7,435,199	$2,143,290	$5,291,909	0.29
722515	Snack and nonalcoholic beverage bars	$83,974,704	$2,165,047	$81,809,657	0.03

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Auburn, Washington

DESCRIPTION	DATA	%
Population		
2024 Projection	612,937	
2019 Estimate	573,010	
2010 Census	501,421	
2000 Census	439,046	
Growth 2019 - 2024		6.97%
Growth 2010 - 2019		14.28%
Growth 2000 - 2010		14.21%
2019 Est. Population by Single-Classification Race	573,010	
White Alone	356,581	62.23%
Black or African American Alone	43,694	7.63%
Amer. Indian and Alaska Native Alone	7,543	1.32%
Asian Alone	77,179	13.47%
Native Hawaiian and Other Pacific Island Alone	11,021	1.92%
Some Other Race Alone	39,719	6.93%
Two or More Races	37,273	6.51%
2019 Est. Population by Hispanic or Latino Origin	573,010	
Not Hispanic or Latino	491,323	85.74%
Hispanic or Latino	81,687	14.26%
Mexican	63,333	77.53%
Puerto Rican	2,925	3.58%
Cuban	670	0.82%
All Other Hispanic or Latino	14,760	18.07%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	81,687	
White Alone	31,281	38.29%
Black or African American Alone	1,512	1.85%
American Indian and Alaska Native Alone	1,370	1.68%
Asian Alone	823	1.01%
Native Hawaiian and Other Pacific Islander Alone	222	0.27%
Some Other Race Alone	38,670	47.34%
Two or More Races	7,808	9.56%
2019 Est. Pop by Race, Asian Alone, by Category	77,179	
Chinese, except Taiwanese	9,264	12.00%
Filipino	17,199	22.29%
Japanese	3,282	4.25%
Asian Indian	11,992	15.54%
Korean	12,497	16.19%
Vietnamese	10,194	13.21%
Cambodian	3,706	4.80%
Hmong	261	0.34%
Laotian	1,470	1.91%
Thai	560	0.73%
All Other Asian Races Including 2+ Category	6,753	8.75%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	573,010	
Arab	2,946	0.51%
Czech	1,024	0.18%
Danish	3,012	0.53%
Dutch	4,833	0.84%
English	30,153	5.26%
French (except Basque)	7,090	1.24%
French Canadian	2,752	0.48%
German	55,125	9.62%
Greek	1,773	0.31%
Hungarian	821	0.14%
Irish	29,734	5.19%
Italian	14,462	2.52%
Lithuanian	472	0.08%
United States or American	16,890	2.95%
Norwegian	18,996	3.32%
Polish	5,737	1.00%
Portuguese	1,191	0.21%
Russian	5,183	0.91%
Scottish	7,629	1.33%
Scotch-Irish	4,539	0.79%
Slovak	294	0.05%
Subsaharan African	9,598	1.68%
Swedish	8,027	1.40%
Swiss	1,779	0.31%
Ukrainian	13,829	2.41%
Welsh	2,635	0.46%
West Indian (except Hisp. groups)	655	0.11%
Other ancestries	232,963	40.66%
Ancestry Unclassified	88,867	15.51%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	397,974	74.51%
Speak Asian/Pacific Island Language at Home	45,071	8.44%
Speak IndoEuropean Language at Home	31,592	5.92%
Speak Spanish at Home	48,322	9.05%
Speak Other Language at Home	11,168	2.09%
2019 Est. Population by Age	573,010	
Age 0 - 4	38,883	6.79%
Age 5 - 9	37,941	6.62%
Age 10 - 14	36,264	6.33%
Age 15 - 17	22,224	3.88%
Age 18 - 20	20,608	3.60%
Age 21 - 24	28,814	5.03%
Age 25 - 34	88,944	15.52%
Age 35 - 44	76,404	13.33%
Age 45 - 54	74,518	13.01%
Age 55 - 64	73,698	12.86%
Age 65 - 74	46,975	8.20%
Age 75 - 84	20,154	3.52%
Age 85 and over	7,581	1.32%
Age 16 and over	452,633	78.99%
Age 18 and over	437,698	76.39%
Age 21 and over	417,090	72.79%
Age 65 and over	74,711	13.04%
2019 Est. Median Age		36.60
2019 Est. Average Age		37.82

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Population by Sex	573,010	
Male	284,869	49.71%
Female	288,141	50.29%
2019 Est. Male Population by Age	284,869	
Age 0 - 4	19,861	6.97%
Age 5 - 9	19,332	6.79%
Age 10 - 14	18,483	6.49%
Age 15 - 17	11,379	3.99%
Age 18 - 20	10,721	3.76%
Age 21 - 24	14,883	5.23%
Age 25 - 34	45,453	15.96%
Age 35 - 44	37,973	13.33%
Age 45 - 54	36,922	12.96%
Age 55 - 64	36,210	12.71%
Age 65 - 74	22,116	7.76%
Age 75 - 84	8,813	3.09%
Age 85 and over	2,722	0.96%
2019 Est. Median Age, Male		35.57
2019 Est. Average Age, Male		37.02

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	288,141	
Age 0 - 4	19,022	6.60%
Age 5 - 9	18,609	6.46%
Age 10 - 14	17,781	6.17%
Age 15 - 17	10,845	3.76%
Age 18 - 20	9,887	3.43%
Age 21 - 24	13,931	4.84%
Age 25 - 34	43,491	15.09%
Age 35 - 44	38,431	13.34%
Age 45 - 54	37,597	13.05%
Age 55 - 64	37,488	13.01%
Age 65 - 74	24,860	8.63%
Age 75 - 84	11,341	3.94%
Age 85 and over	4,859	1.69%
2019 Est. Median Age, Female		37.64
2019 Est. Average Age, Female		38.59
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	147,003	31.96%
Males, Never Married	80,394	17.48%
Females, Never Married	66,609	14.48%
Married, Spouse present	221,779	48.22%
Married, Spouse absent	19,158	4.17%
Widowed	19,587	4.26%
Males Widowed	4,094	0.89%
Females Widowed	15,494	3.37%
Divorced	52,395	11.39%
Males Divorced	21,405	4.65%
Females Divorced	30,990	6.74%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	17,419	4.5%
Some High School, no diploma	25,046	6.5%
High School Graduate (or GED)	102,356	26.4%
Some College, no degree	95,085	24.5%
Associate Degree	41,903	10.8%
Bachelor's Degree	73,902	19.0%
Master's Degree	24,957	6.4%
Professional School Degree	4,879	1.3%
Doctorate Degree	2,729	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	15,962	37.59%
High School Graduate	11,606	27.33%
Some College or Associate's Degree	10,285	24.22%
Bachelor's Degree or Higher	4,609	10.85%
Households		
2024 Projection	221,287	
2019 Estimate	207,650	
2010 Census	184,146	
2000 Census	163,037	
Growth 2019 - 2024		6.57%
Growth 2010 - 2019		12.76%
Growth 2000 - 2010		12.95%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	207,650	
Family Households	143,603	69.16%
Nonfamily Households	64,047	30.84%
2019 Est. Group Quarters Population	4,524	
2019 Households by Ethnicity, Hispanic/Latino	20,511	
2019 Est. Households by Household Income	207,650	
Income < $15,000	13,230	6.37%
Income $15,000 - $24,999	11,929	5.75%
Income $25,000 - $34,999	14,007	6.75%
Income $35,000 - $49,999	23,457	11.30%
Income $50,000 - $74,999	36,603	17.63%
Income $75,000 - $99,999	29,353	14.14%
Income $100,000 - $124,999	23,427	11.28%
Income $125,000 - $149,999	17,797	8.57%
Income $150,000 - $199,999	18,907	9.11%
Income $200,000 - $249,999	8,894	4.28%
Income $250,000 - $499,999	7,379	3.55%
Income $500,000+	2,667	1.28%
2019 Est. Average Household Income		$101,337
2019 Est. Median Household Income		$78,562

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Auburn, Washington

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$83,341
Black or African American Alone		$58,155
American Indian and Alaska Native Alone		$56,371
Asian Alone		$88,853
Native Hawaiian and Other Pacific Islander Alone		$63,801
Some Other Race Alone		$57,625
Two or More Races		$67,996
Hispanic or Latino		$58,619
Not Hispanic or Latino		$81,766
2019 Est. Family HH Type by Presence of Own Child.	143,603	
Married-Couple Family, own children	48,353	33.67%
Married-Couple Family, no own children	57,874	40.30%
Male Householder, own children	6,047	4.21%
Male Householder, no own children	5,761	4.01%
Female Householder, own children	15,479	10.78%
Female Householder, no own children	10,089	7.03%
2019 Est. Households by Household Size	207,650	
1-person	48,534	23.37%
2-person	65,500	31.54%
3-person	35,891	17.28%
4-person	30,428	14.65%
5-person	15,136	7.29%
6-person	6,847	3.30%
7-or-more-person	5,315	2.56%
2019 Est. Average Household Size		2.74

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	207,650	
Households with 1 or More People under Age 18:	77,052	37.11%
Married-Couple Family	51,303	66.58%
Other Family, Male Householder	7,139	9.27%
Other Family, Female Householder	17,602	22.84%
Nonfamily, Male Householder	736	0.96%
Nonfamily, Female Householder	272	0.35%
Households with No People under Age 18:	130,597	62.89%
Married-Couple Family	54,902	42.04%
Other Family, Male Householder	4,705	3.60%
Other Family, Female Householder	7,960	6.10%
Nonfamily, Male Householder	31,311	23.98%
Nonfamily, Female Householder	31,719	24.29%
2019 Est. Households by Number of Vehicles	207,650	
No Vehicles	11,510	5.54%
1 Vehicle	55,596	26.77%
2 Vehicles	81,613	39.30%
3 Vehicles	39,161	18.86%
4 Vehicles	13,227	6.37%
5 or more Vehicles	6,544	3.15%
2019 Est. Average Number of Vehicles		2.07

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
Family Households		
2024 Projection	153,057	
2019 Estimate	143,603	
2010 Census	127,185	
2000 Census	114,642	
Growth 2019 - 2024		6.58%
Growth 2010 - 2019		12.91%
Growth 2000 - 2010		10.94%
2019 Est. Families by Poverty Status	143,603	
2019 Families at or Above Poverty	132,379	92.18%
2019 Families at or Above Poverty with Children	62,139	43.27%
2019 Families Below Poverty	11,224	7.82%
2019 Families Below Poverty with Children	8,601	5.99%
2019 Est. Pop 16+ by Employment Status	452,633	
Civilian Labor Force, Employed	287,844	63.59%
Civilian Labor Force, Unemployed	16,479	3.64%
Armed Forces	616	0.14%
Not in Labor Force	147,694	32.63%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	283,916	
For-Profit Private Workers	205,097	72.24%
Non-Profit Private Workers	18,418	6.49%
Local Government Workers	6,445	2.27%
State Government Workers	12,440	4.38%
Federal Government Workers	18,551	6.53%
Self-Employed Workers	22,451	7.91%
Unpaid Family Workers	513	0.18%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	283,916	
Architect/Engineer	6,816	2.40%
Arts/Entertainment/Sports	3,905	1.38%
Building Grounds Maintenance	10,330	3.64%
Business/Financial Operations	13,171	4.64%
Community/Social Services	3,461	1.22%
Computer/Mathematical	9,377	3.30%
Construction/Extraction	16,133	5.68%
Education/Training/Library	12,748	4.49%
Farming/Fishing/Forestry	1,439	0.51%
Food Prep/Serving	15,091	5.32%
Health Practitioner/Technician	12,556	4.42%
Healthcare Support	6,422	2.26%
Maintenance Repair	9,987	3.52%
Legal	1,740	0.61%
Life/Physical/Social Science	1,188	0.42%
Management	28,802	10.15%
Office/Admin. Support	40,369	14.22%
Production	19,092	6.73%
Protective Services	4,731	1.67%
Sales/Related	27,880	9.82%
Personal Care/Service	12,753	4.49%
Transportation/Moving	25,926	9.13%
2019 Est. Pop 16+ by Occupation Classification	283,916	
White Collar	162,013	57.06%
Blue Collar	71,138	25.06%
Service and Farm	50,765	17.88%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	278,108	
Drove Alone	209,300	75.26%
Car Pooled	28,895	10.39%
Public Transportation	18,042	6.49%
Walked	3,992	1.44%
Bicycle	837	0.30%
Other Means	3,391	1.22%
Worked at Home	13,653	4.91%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	39,814	
15 - 29 Minutes	83,809	
30 - 44 Minutes	66,454	
45 - 59 Minutes	33,194	
60 or more Minutes	42,145	
2019 Est. Avg Travel Time to Work in Minutes		36.5
2019 Est. Occupied Housing Units by Tenure	207,650	
Owner Occupied	133,581	64.33%
Renter Occupied	74,069	35.67%
2019 Owner Occ. HUs: Avg. Length of Residence		14.59
2019 Renter Occ. HUs: Avg. Length of Residence		5.69

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	207,650	
Value Less than $20,000	3,414	2.56%
Value $20,000 - $39,999	3,189	2.39%
Value $40,000 - $59,999	1,417	1.06%
Value $60,000 - $79,999	1,200	0.90%
Value $80,000 - $99,999	966	0.72%
Value $100,000 - $149,999	3,533	2.65%
Value $150,000 - $199,999	6,966	5.22%
Value $200,000 - $299,999	29,635	22.19%
Value $300,000 - $399,999	32,512	24.34%
Value $400,000 - $499,999	23,091	17.29%
Value $500,000 - $749,999	17,463	13.07%
Value $750,000 - $999,999	6,502	4.87%
Value $1,000,000 or $1,499,999	2,156	1.61%
Value $1,500,000 or $1,999,999	522	0.39%
Value $2,000,000+	1,016	0.76%
2019 Est. Median All Owner-Occupied Housing Value		$349,372
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	136,012	61.92%
1 Unit Detached	8,842	4.03%
2 Units	3,723	1.70%
3 or 4 Units	12,465	5.68%
5 to 19 Units	30,634	13.95%
20 to 49 Units	6,754	3.08%
50 or More Units	9,365	4.26%
Mobile Home or Trailer	11,536	5.25%
Boat, RV, Van, etc.	313	0.14%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Auburn, Washington

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	20,828	9.48%
Housing Units Built 2010 to 2014	4,090	1.86%
Housing Units Built 2000 to 2009	30,426	13.85%
Housing Units Built 1990 to 1999	40,098	18.26%
Housing Units Built 1980 to 1989	41,300	18.80%
Housing Units Built 1970 to 1979	37,433	17.04%
Housing Units Built 1960 to 1969	24,034	10.94%
Housing Units Built 1950 to 1959	9,021	4.11%
Housing Units Built 1940 to 1949	4,335	1.97%
Housing Unit Built 1939 or Earlier	8,079	3.68%
2019 Est. Median Year Structure Built		1987
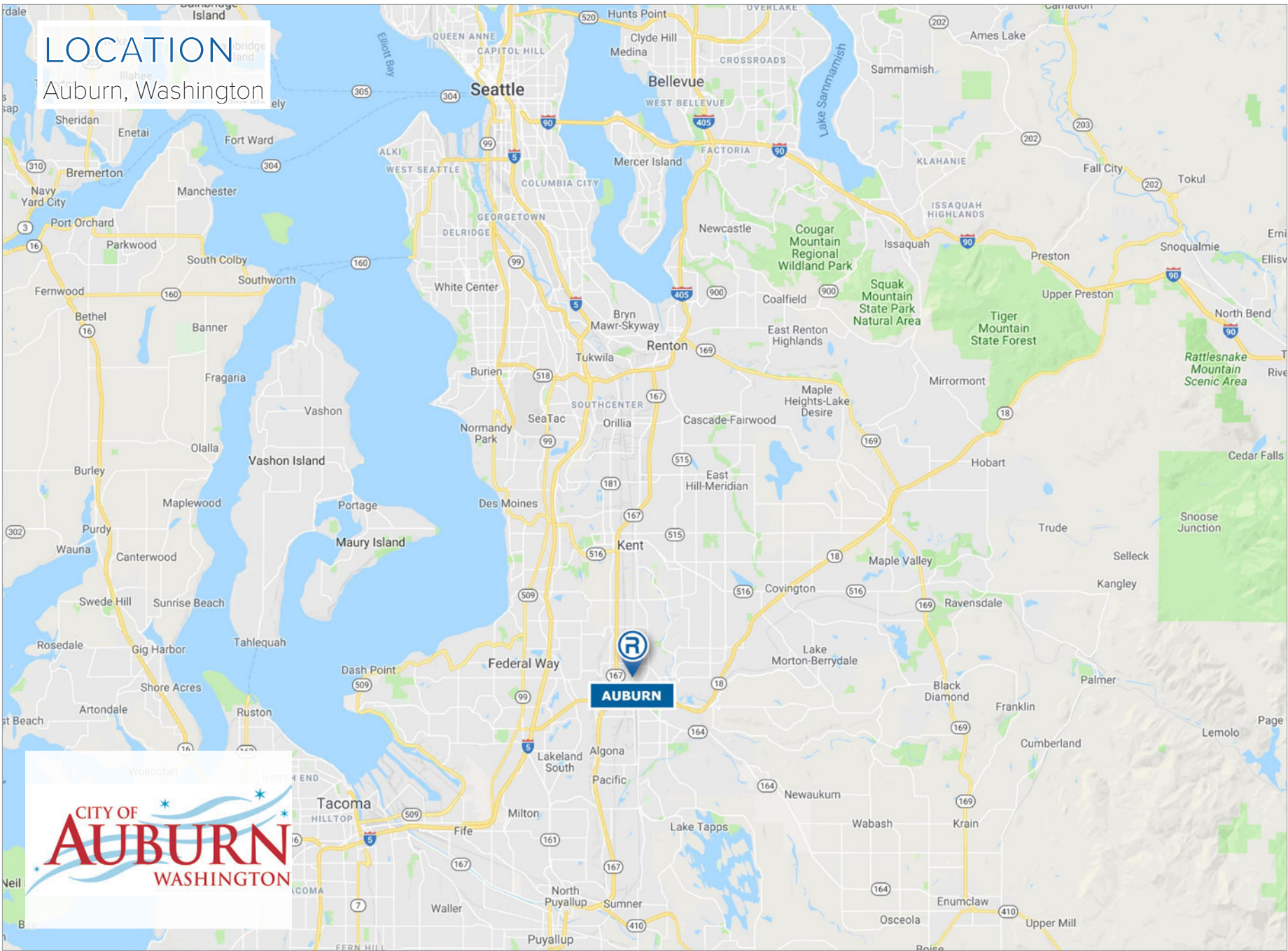
CONTACT   **DOUG LEIN, ECONOMIC DEVELOPMENT MANAGER**

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	30,235	
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	30,235	
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

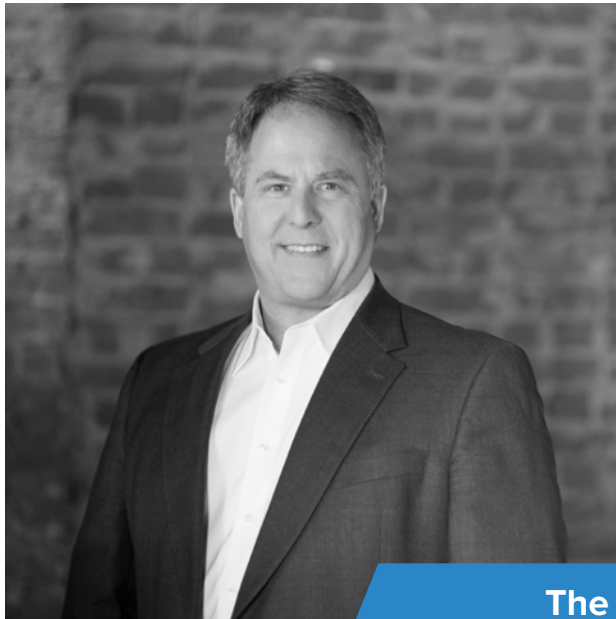| DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,261	10.17%
Housing Units Built 2010 to 2014	1,011	3.15%
Housing Units Built 2000 to 2009	5,475	17.08%
Housing Units Built 1990 to 1999	5,510	17.19%
Housing Units Built 1980 to 1989	5,261	16.41%
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.

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.

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

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.

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