

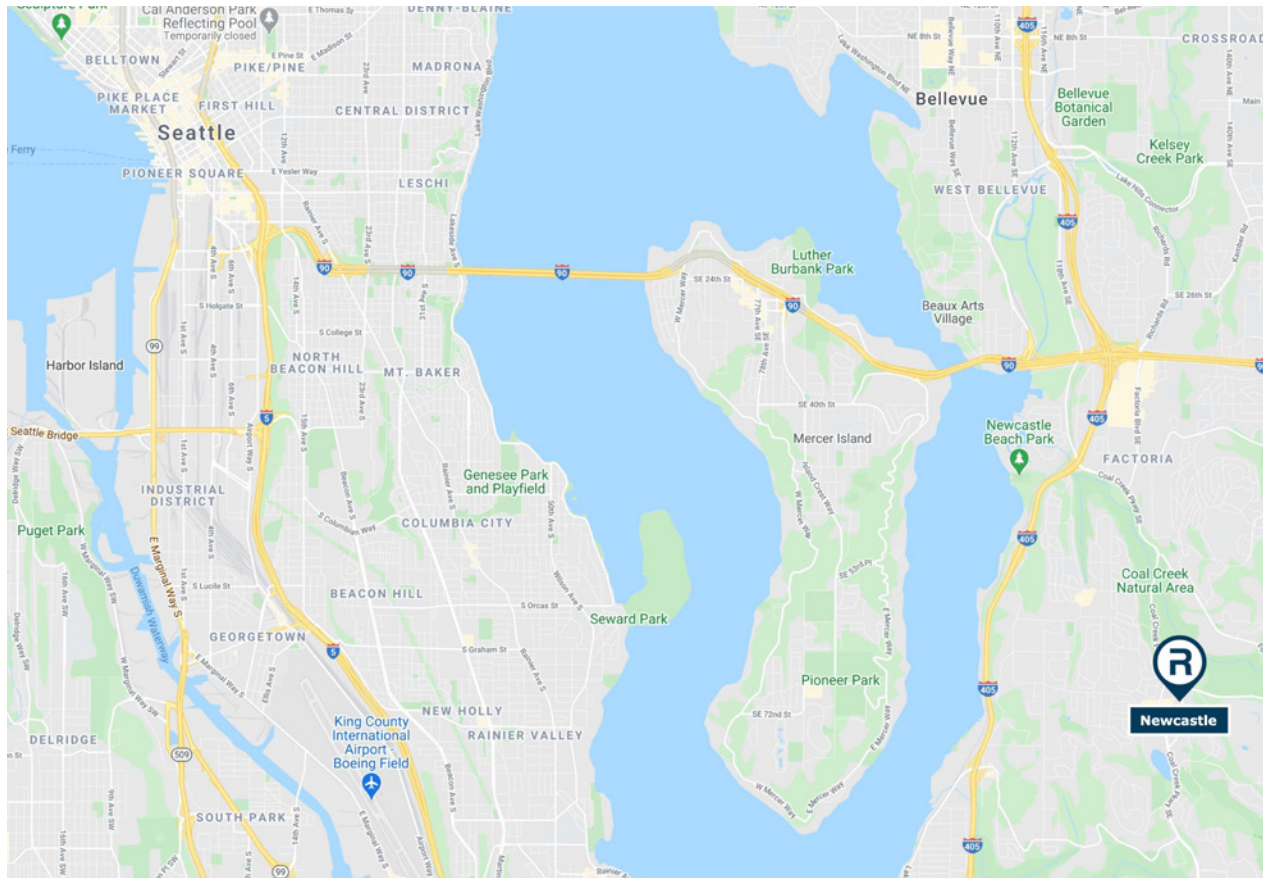


NEWCASTLE, WASHINGTON

# Community Demographic Profile



# Community



Prepared for:



## City of Newcastle

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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

## Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.



# Community • Demographic Profile

## Newcastle, Washington

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	13,787	
2021 Estimate	12,686	
2010 Census	10,380	
2000 Census	8,102	
Growth 2021 - 2026		8.68%
Growth 2010 - 2021		22.22%
Growth 2000 - 2010		28.12%
<b>2021 Est. Population by Single-Classification Race</b>	<b>12,686</b>	
White Alone	6,540	51.55%
Black or African American Alone	401	3.16%
Amer. Indian and Alaska Native Alone	38	0.30%
Asian Alone	4,599	36.25%
Native Hawaiian and Other Pacific Island Alone	51	0.40%
Some Other Race Alone	217	1.71%
Two or More Races	840	6.62%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>12,686</b>	
Not Hispanic or Latino	12,067	95.12%
Hispanic or Latino	619	4.88%
Mexican	367	59.29%
Puerto Rican	38	6.14%
Cuban	28	4.52%
All Other Hispanic or Latino	186	30.05%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>619</b>	
White Alone	334	53.96%
Black or African American Alone	19	3.07%
American Indian and Alaska Native Alone	7	1.13%
Asian Alone	16	2.59%
Native Hawaiian and Other Pacific Islander Alone	2	0.32%
Some Other Race Alone	187	30.21%
Two or More Races	54	8.72%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>4,599</b>	
Chinese, except Taiwanese	1,644	35.75%
Filipino	169	3.68%
Japanese	273	5.94%
Asian Indian	977	21.24%
Korean	733	15.94%
Vietnamese	339	7.37%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	6	0.13%
Thai	4	0.09%
All Other Asian Races Including 2+ Category	454	9.87%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>12,686</b>	
Arab	129	1.02%
Czech	45	0.36%
Danish	69	0.54%
Dutch	178	1.40%
English	921	7.26%
French (except Basque)	257	2.03%
French Canadian	32	0.25%
German	1,308	10.31%
Greek	94	0.74%
Hungarian	24	0.19%
Irish	865	6.82%
Italian	345	2.72%
Lithuanian	6	0.05%
United States or American	308	2.43%
Norwegian	383	3.02%
Polish	285	2.25%
Portuguese	29	0.23%
Russian	111	0.88%
Scottish	219	1.73%
Scotch-Irish	92	0.73%
Slovak	10	0.08%
Subsaharan African	108	0.85%
Swedish	193	1.52%
Swiss	35	0.28%
Ukrainian	114	0.90%
Welsh	70	0.55%
West Indian (except Hisp. groups)	17	0.13%
Other ancestries	4,970	39.18%
Ancestry Unclassified	1,469	11.58%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	8,350	70.13%
Speak Asian/Pacific Island Language at Home	2,312	19.42%
Speak IndoEuropean Language at Home	710	5.96%
Speak Spanish at Home	510	4.28%
Speak Other Language at Home	25	0.21%



# Community • Demographic Profile

## Newcastle, Washington

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>12,686</b>	
Age 0 - 4	779	6.14%
Age 5 - 9	879	6.93%
Age 10 - 14	810	6.39%
Age 15 - 17	464	3.66%
Age 18 - 20	418	3.30%
Age 21 - 24	549	4.33%
Age 25 - 34	1,753	13.82%
Age 35 - 44	1,739	13.71%
Age 45 - 54	1,895	14.94%
Age 55 - 64	1,725	13.60%
Age 65 - 74	1,114	8.78%
Age 75 - 84	439	3.46%
Age 85 and over	122	0.96%
Age 16 and over	10,064	79.33%
Age 18 and over	9,754	76.89%
Age 21 and over	9,336	73.59%
Age 65 and over	1,675	13.20%
2021 Est. Median Age		39.01
2021 Est. Average Age		38.70
<b>2021 Est. Population by Sex</b>	<b>12,686</b>	
Male	6,275	49.46%
Female	6,411	50.54%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>6,275</b>	
Age 0 - 4	397	6.33%
Age 5 - 9	476	7.59%
Age 10 - 14	375	5.98%
Age 15 - 17	220	3.51%
Age 18 - 20	207	3.30%
Age 21 - 24	282	4.49%
Age 25 - 34	892	14.22%
Age 35 - 44	858	13.67%
Age 45 - 54	936	14.92%
Age 55 - 64	835	13.31%
Age 65 - 74	544	8.67%
Age 75 - 84	200	3.19%
Age 85 and over	53	0.85%
2021 Est. Median Age, Male		38.37
2021 Est. Average Age, Male		38.20
<b>2021 Est. Female Population by Age</b>	<b>6,411</b>	
Age 0 - 4	382	5.96%
Age 5 - 9	403	6.29%
Age 10 - 14	435	6.79%
Age 15 - 17	244	3.81%
Age 18 - 20	211	3.29%
Age 21 - 24	267	4.17%
Age 25 - 34	861	13.43%
Age 35 - 44	881	13.74%
Age 45 - 54	959	14.96%
Age 55 - 64	890	13.88%
Age 65 - 74	570	8.89%
Age 75 - 84	239	3.73%
Age 85 and over	69	1.08%
2021 Est. Median Age, Female		39.63
2021 Est. Average Age, Female		39.10

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## Newcastle, Washington

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	2,562	25.07%
Males, Never Married	1,318	12.90%
Females, Never Married	1,244	12.18%
Married, Spouse present	6,053	59.24%
Married, Spouse absent	387	3.79%
Widowed	342	3.35%
Males Widowed	79	0.77%
Females Widowed	263	2.57%
Divorced	874	8.55%
Males Divorced	405	3.96%
Females Divorced	469	4.59%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	105	1.2%
Some High School, no diploma	103	1.2%
High School Graduate (or GED)	877	10.0%
Some College, no degree	1,122	12.8%
Associate Degree	622	7.1%
Bachelor's Degree	3,439	39.1%
Master's Degree	1,830	20.8%
Professional School Degree	375	4.3%
Doctorate Degree	314	3.6%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	37	9.66%
High School Graduate	58	15.14%
Some College or Associate's Degree	93	24.28%
Bachelor's Degree or Higher	195	50.91%
<b>Households</b>		
2026 Projection	5,225	
2021 Estimate	4,821	
2010 Census	4,034	
2000 Census	3,204	
Growth 2021 - 2026		8.38%
Growth 2010 - 2021		19.51%
Growth 2000 - 2010		25.91%
<b>2021 Est. Households by Household Type</b>	<b>4,821</b>	
Family Households	3,416	70.86%
Nonfamily Households	1,405	29.14%
2021 Est. Group Quarters Population	26	
2021 Households by Ethnicity, Hispanic/Latino	204	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>4,821</b>	
Income < \$15,000	120	2.49%
Income \$15,000 - \$24,999	54	1.12%
Income \$25,000 - \$34,999	172	3.57%
Income \$35,000 - \$49,999	253	5.25%
Income \$50,000 - \$74,999	488	10.12%
Income \$75,000 - \$99,999	581	12.05%
Income \$100,000 - \$124,999	510	10.58%
Income \$125,000 - \$149,999	404	8.38%
Income \$150,000 - \$199,999	592	12.28%
Income \$200,000 - \$249,999	392	8.13%
Income \$250,000 - \$499,999	580	12.03%
Income \$500,000+	675	14.00%
2021 Est. Average Household Income		\$204,063
2021 Est. Median Household Income		\$138,724
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$140,610
Black or African American Alone		\$121,098
American Indian and Alaska Native Alone		\$75,000
Asian Alone		\$147,171
Native Hawaiian and Other Pacific Islander Alone		\$68,506
Some Other Race Alone		\$49,173
Two or More Races		\$139,224
Hispanic or Latino		\$83,419
Not Hispanic or Latino		\$139,704
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>3,416</b>	
Married-Couple Family, own children	1,431	41.89%
Married-Couple Family, no own children	1,527	44.70%
Male Householder, own children	71	2.08%
Male Householder, no own children	95	2.78%
Female Householder, own children	157	4.60%
Female Householder, no own children	135	3.95%
<b>2021 Est. Households by Household Size</b>	<b>4,821</b>	
1-person	1,092	22.65%
2-person	1,592	33.02%
3-person	851	17.65%
4-person	816	16.93%
5-person	329	6.82%
6-person	107	2.22%
7-or-more-person	34	0.71%
2021 Est. Average Household Size		2.63

# Community • Demographic Profile

## Newcastle, Washington

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>4,821</b>	
Households with 1 or More People under Age 18:	1,716	35.59%
Married-Couple Family	1,451	84.56%
Other Family, Male Householder	80	4.66%
Other Family, Female Householder	175	10.20%
Nonfamily, Male Householder	8	0.47%
Nonfamily, Female Householder	2	0.12%
<b>Households with No People under Age 18:</b>	<b>3,105</b>	<b>64.41%</b>
Married-Couple Family	1,507	48.54%
Other Family, Male Householder	84	2.71%
Other Family, Female Householder	119	3.83%
Nonfamily, Male Householder	697	22.45%
Nonfamily, Female Householder	698	22.48%
<b>2021 Est. Households by Number of Vehicles</b>	<b>4,821</b>	
No Vehicles	135	2.80%
1 Vehicle	1,217	25.24%
2 Vehicles	2,199	45.61%
3 Vehicles	870	18.05%
4 Vehicles	311	6.45%
5 or more Vehicles	89	1.85%
2021 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2026 Projection	3,696	
2021 Estimate	3,416	
2010 Census	2,851	
2000 Census	2,280	
Growth 2021 - 2026		8.20%
Growth 2010 - 2021		19.82%
Growth 2000 - 2010		25.04%
<b>2021 Est. Families by Poverty Status</b>	<b>3,416</b>	
2021 Families at or Above Poverty	3,330	97.48%
2021 Families at or Above Poverty with Children	1,558	45.61%
2021 Families Below Poverty	86	2.52%
2021 Families Below Poverty with Children	70	2.05%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>10,064</b>	
Civilian Labor Force, Employed	6,913	68.69%
Civilian Labor Force, Unemployed	244	2.43%
Armed Forces	8	0.08%
Not in Labor Force	2,899	28.81%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>6,930</b>	
For-Profit Private Workers	4,909	70.84%
Non-Profit Private Workers	511	7.37%
Local Government Workers	126	1.82%
State Government Workers	230	3.32%
Federal Government Workers	269	3.88%
Self-Employed Workers	880	12.70%
Unpaid Family Workers	5	0.07%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>6,930</b>	
Architect/Engineer	379	5.47%
Arts/Entertainment/Sports	165	2.38%
Building Grounds Maintenance	34	0.49%
Business/Financial Operations	691	9.97%
Community/Social Services	38	0.55%
Computer/Mathematical	650	9.38%
Construction/Extraction	184	2.66%
Education/Training/Library	263	3.80%
Farming/Fishing/Forestry	7	0.10%
Food Prep/Serving	244	3.52%
Health Practitioner/Technician	600	8.66%
Healthcare Support	126	1.82%
Maintenance Repair	58	0.84%
Legal	158	2.28%
Life/Physical/Social Science	78	1.13%
Management	1,201	17.33%
Office/Admin. Support	549	7.92%
Production	102	1.47%
Protective Services	51	0.74%
Sales/Related	895	12.92%
Personal Care/Service	243	3.51%
Transportation/Moving	214	3.09%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>6,930</b>	
White Collar	5,667	81.78%
Blue Collar	558	8.05%
Service and Farm	705	10.17%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>6,815</b>	
Drove Alone	4,778	70.11%
Car Pooled	770	11.30%
Public Transportation	407	5.97%
Walked	99	1.45%
Bicycle	40	0.59%
Other Means	55	0.81%
Worked at Home	666	9.77%

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DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	658	
15 - 29 Minutes	2,147	
30 - 44 Minutes	2,181	
45 - 59 Minutes	689	
60 or more Minutes	515	
2021 Est. Avg Travel Time to Work in Minutes		34
2021 Est. Occupied Housing Units by Tenure	4,821	
Owner Occupied	3,588	74.42%
Renter Occupied	1,233	25.58%
2021 Owner Occ. HUs: Avg. Length of Residence		13.7
2021 Renter Occ. HUs: Avg. Length of Residence		5.1
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>4,821</b>	
Value Less than \$20,000	11	0.31%
Value \$20,000 - \$39,999	0	0.00%
Value \$40,000 - \$59,999	5	0.14%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	0	0.00%
Value \$100,000 - \$149,999	6	0.17%
Value \$150,000 - \$199,999	10	0.28%
Value \$200,000 - \$299,999	59	1.64%
Value \$300,000 - \$399,999	113	3.15%
Value \$400,000 - \$499,999	189	5.27%
Value \$500,000 - \$749,999	835	23.27%
Value \$750,000 - \$999,999	979	27.29%
Value \$1,000,000 or \$1,499,999	960	26.76%
Value \$1,500,000 or \$1,999,999	265	7.39%
Value \$2,000,000+	156	4.35%
2021 Est. Median All Owner-Occupied Housing Value		\$890,498
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	3,443	68.52%
1 Unit Attached	229	4.56%
2 Units	15	0.30%
3 or 4 Units	63	1.25%
5 to 19 Units	525	10.45%
20 to 49 Units	340	6.77%
50 or More Units	372	7.40%
Mobile Home or Trailer	27	0.54%
Boat, RV, Van, etc.	11	0.22%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	802	15.96%
Housing Units Built 2010 to 2014	150	2.99%
Housing Units Built 2000 to 2009	1,114	22.17%
Housing Units Built 1990 to 1999	1,045	20.80%
Housing Units Built 1980 to 1989	911	18.13%
Housing Units Built 1970 to 1979	349	6.95%
Housing Units Built 1960 to 1969	461	9.17%
Housing Units Built 1950 to 1959	132	2.63%
Housing Units Built 1940 to 1949	22	0.44%
Housing Unit Built 1939 or Earlier	39	0.78%
2021 Est. Median Year Structure Built		1996





## ACKNOWLEDGMENTS

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, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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