

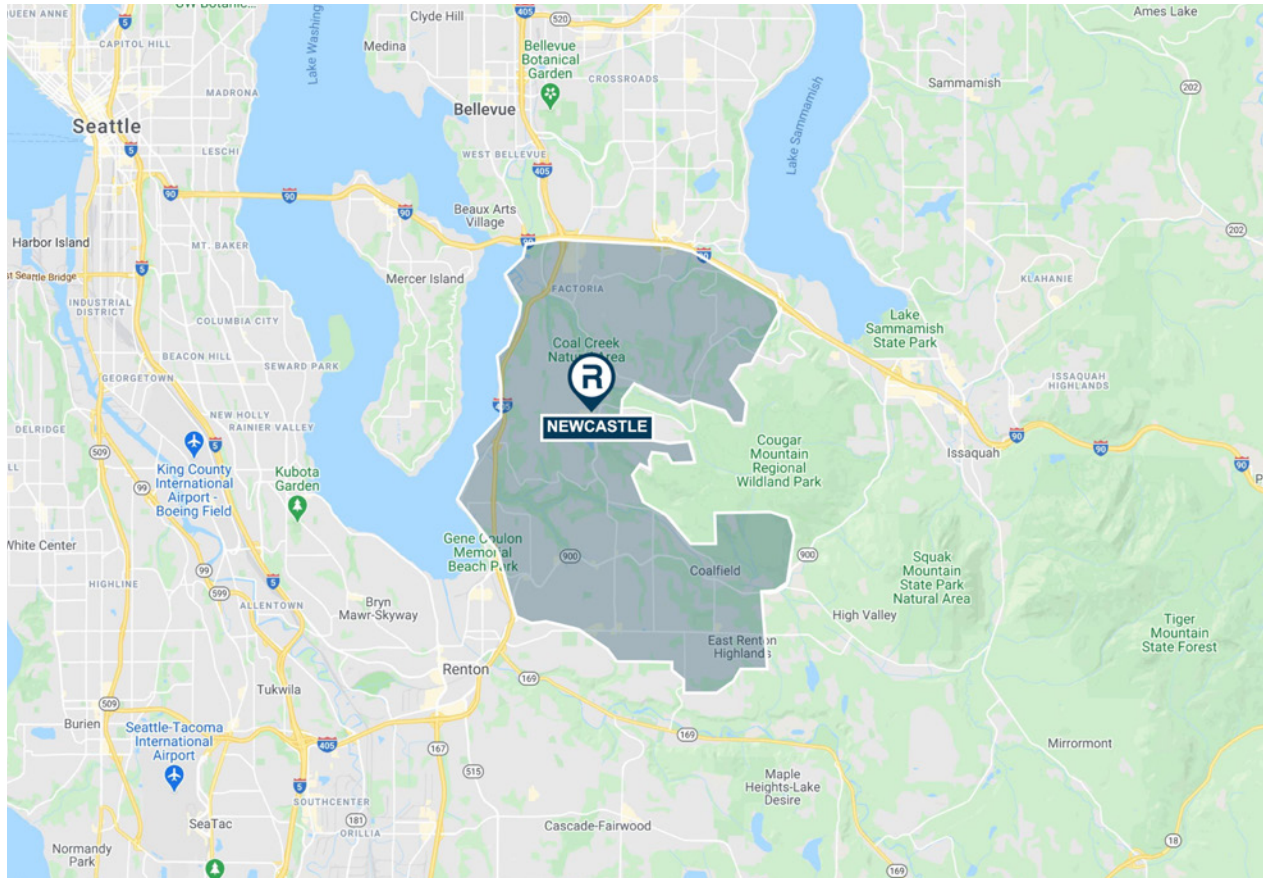


NEWCASTLE, WASHINGTON

# Retail Trade Area Demographic Profile



# Retail Trade Area



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.



# Retail Trade Area • Demographic Profile

## Newcastle, Washington

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	107,873	
2021 Estimate	100,516	
2010 Census	84,976	
2000 Census	71,832	
Growth 2021 - 2026		7.32%
Growth 2010 - 2021		18.29%
Growth 2000 - 2010		18.30%
<b>2021 Est. Population by Single-Classification Race</b>	<b>100,516</b>	
White Alone	49,756	49.50%
Black or African American Alone	4,270	4.25%
Amer. Indian and Alaska Native Alone	437	0.44%
Asian Alone	34,934	34.76%
Native Hawaiian and Other Pacific Island Alone	409	0.41%
Some Other Race Alone	5,026	5.00%
Two or More Races	5,683	5.65%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>100,516</b>	
Not Hispanic or Latino	89,762	89.30%
Hispanic or Latino	10,754	10.70%
Mexican	7,913	73.58%
Puerto Rican	330	3.07%
Cuban	150	1.40%
All Other Hispanic or Latino	2,361	21.96%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>10,754</b>	
White Alone	4,694	43.65%
Black or African American Alone	109	1.01%
American Indian and Alaska Native Alone	147	1.37%
Asian Alone	118	1.10%
Native Hawaiian and Other Pacific Islander Alone	26	0.24%
Some Other Race Alone	4,805	44.68%
Two or More Races	855	7.95%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>34,934</b>	
Chinese, except Taiwanese	12,773	36.56%
Filipino	2,275	6.51%
Japanese	1,670	4.78%
Asian Indian	5,213	14.92%
Korean	4,151	11.88%
Vietnamese	4,386	12.56%
Cambodian	533	1.53%
Hmong	20	0.06%
Laotian	718	2.06%
Thai	263	0.75%
All Other Asian Races Including 2+ Category	2,933	8.40%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>100,516</b>	
Arab	532	0.53%
Czech	387	0.39%
Danish	617	0.61%
Dutch	874	0.87%
English	6,691	6.66%
French (except Basque)	1,747	1.74%
French Canadian	403	0.40%
German	9,132	9.09%
Greek	445	0.44%
Hungarian	270	0.27%
Irish	5,800	5.77%
Italian	2,324	2.31%
Lithuanian	123	0.12%
United States or American	2,286	2.27%
Norwegian	3,264	3.25%
Polish	1,512	1.50%
Portuguese	146	0.15%
Russian	1,108	1.10%
Scottish	1,766	1.76%
Scotch-Irish	705	0.70%
Slovak	73	0.07%
Subsaharan African	875	0.87%
Swedish	2,030	2.02%
Swiss	530	0.53%
Ukrainian	640	0.64%
Welsh	741	0.74%
West Indian (except Hisp. groups)	128	0.13%
Other ancestries	45,078	44.85%
Ancestry Unclassified	10,290	10.24%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	62,032	65.77%
Speak Asian/Pacific Island Language at Home	19,663	20.85%
Speak IndoEuropean Language at Home	5,064	5.37%
Speak Spanish at Home	7,097	7.52%
Speak Other Language at Home	464	0.49%

# Retail Trade Area • Demographic Profile

Newcastle, Washington

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>100,516</b>	
Age 0 - 4	6,196	6.16%
Age 5 - 9	6,160	6.13%
Age 10 - 14	6,049	6.02%
Age 15 - 17	3,738	3.72%
Age 18 - 20	3,414	3.40%
Age 21 - 24	4,643	4.62%
Age 25 - 34	15,008	14.93%
Age 35 - 44	13,435	13.37%
Age 45 - 54	13,920	13.85%
Age 55 - 64	13,254	13.19%
Age 65 - 74	9,077	9.03%
Age 75 - 84	4,286	4.26%
Age 85 and over	1,337	1.33%
Age 16 and over	80,879	80.46%
Age 18 and over	78,373	77.97%
Age 21 and over	74,960	74.58%
Age 65 and over	14,700	14.62%
2021 Est. Median Age		38.70
2021 Est. Average Age		39.21
<b>2021 Est. Population by Sex</b>	<b>100,516</b>	
Male	50,150	49.89%
Female	50,366	50.11%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>50,150</b>	
Age 0 - 4	3,154	6.29%
Age 5 - 9	3,155	6.29%
Age 10 - 14	3,054	6.09%
Age 15 - 17	1,907	3.80%
Age 18 - 20	1,776	3.54%
Age 21 - 24	2,410	4.81%
Age 25 - 34	7,861	15.68%
Age 35 - 44	6,783	13.53%
Age 45 - 54	6,841	13.64%
Age 55 - 64	6,508	12.98%
Age 65 - 74	4,244	8.46%
Age 75 - 84	1,939	3.87%
Age 85 and over	519	1.04%
2021 Est. Median Age, Male		37.50
2021 Est. Average Age, Male		38.39
<b>2021 Est. Female Population by Age</b>	<b>50,366</b>	
Age 0 - 4	3,042	6.04%
Age 5 - 9	3,005	5.97%
Age 10 - 14	2,995	5.95%
Age 15 - 17	1,831	3.64%
Age 18 - 20	1,637	3.25%
Age 21 - 24	2,233	4.43%
Age 25 - 34	7,148	14.19%
Age 35 - 44	6,653	13.21%
Age 45 - 54	7,079	14.06%
Age 55 - 64	6,745	13.39%
Age 65 - 74	4,833	9.60%
Age 75 - 84	2,347	4.66%
Age 85 and over	818	1.62%
2021 Est. Median Age, Female		39.94
2021 Est. Average Age, Female		40.00

# Retail Trade Area • Demographic Profile

## Newcastle, Washington

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	23,623	28.77%
Males, Never Married	12,843	15.64%
Females, Never Married	10,780	13.13%
Married, Spouse present	44,811	54.57%
Married, Spouse absent	3,484	4.24%
Widowed	2,755	3.36%
Males Widowed	580	0.71%
Females Widowed	2,175	2.65%
Divorced	7,439	9.06%
Males Divorced	2,861	3.48%
Females Divorced	4,578	5.58%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,282	3.2%
Some High School, no diploma	1,781	2.5%
High School Graduate (or GED)	10,663	15.2%
Some College, no degree	10,959	15.6%
Associate Degree	5,336	7.6%
Bachelor's Degree	23,465	33.4%
Master's Degree	11,323	16.1%
Professional School Degree	2,282	3.2%
Doctorate Degree	2,226	3.2%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,887	31.75%
High School Graduate	1,597	26.87%
Some College or Associate's Degree	1,211	20.37%
Bachelor's Degree or Higher	1,250	21.03%
<b>Households</b>		
2026 Projection	38,992	
2021 Estimate	36,530	
2010 Census	31,588	
2000 Census	27,972	
Growth 2021 - 2026		6.74%
Growth 2010 - 2021		15.65%
Growth 2000 - 2010		12.93%
<b>2021 Est. Households by Household Type</b>	<b>36,530</b>	
Family Households	26,249	71.86%
Nonfamily Households	10,281	28.14%
2021 Est. Group Quarters Population	601	
2021 Households by Ethnicity, Hispanic/Latino	2,840	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>36,530</b>	
Income < \$15,000	1,209	3.31%
Income \$15,000 - \$24,999	1,176	3.22%
Income \$25,000 - \$34,999	1,310	3.59%
Income \$35,000 - \$49,999	2,146	5.88%
Income \$50,000 - \$74,999	4,178	11.44%
Income \$75,000 - \$99,999	4,155	11.37%
Income \$100,000 - \$124,999	3,743	10.25%
Income \$125,000 - \$149,999	3,305	9.05%
Income \$150,000 - \$199,999	4,859	13.30%
Income \$200,000 - \$249,999	3,207	8.78%
Income \$250,000 - \$499,999	4,088	11.19%
Income \$500,000+	3,154	8.63%
2021 Est. Average Household Income		\$175,665
2021 Est. Median Household Income		\$127,470
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$130,799
Black or African American Alone		\$80,170
American Indian and Alaska Native Alone		\$64,404
Asian Alone		\$149,823
Native Hawaiian and Other Pacific Islander Alone		\$69,484
Some Other Race Alone		\$58,440
Two or More Races		\$93,950
Hispanic or Latino		\$74,471
Not Hispanic or Latino		\$133,553
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>26,249</b>	
Married-Couple Family, own children	10,241	39.02%
Married-Couple Family, no own children	11,056	42.12%
Male Householder, own children	770	2.93%
Male Householder, no own children	881	3.36%
Female Householder, own children	1,798	6.85%
Female Householder, no own children	1,505	5.73%
<b>2021 Est. Households by Household Size</b>	<b>36,530</b>	
1-person	7,579	20.75%
2-person	11,864	32.48%
3-person	6,741	18.45%
4-person	6,163	16.87%
5-person	2,638	7.22%
6-person	962	2.63%
7-or-more-person	583	1.60%
2021 Est. Average Household Size		2.73

# Retail Trade Area • Demographic Profile

## Newcastle, Washington

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>36,530</b>	
Households with 1 or More People under Age 18:	13,589	37.20%
Married-Couple Family	10,544	77.59%
Other Family, Male Householder	915	6.73%
Other Family, Female Householder	2,021	14.87%
Nonfamily, Male Householder	81	0.60%
Nonfamily, Female Householder	28	0.21%
<b>Households with No People under Age 18:</b>	<b>22,940</b>	<b>62.80%</b>
Married-Couple Family	10,753	46.88%
Other Family, Male Householder	740	3.23%
Other Family, Female Householder	1,279	5.58%
Nonfamily, Male Householder	4,927	21.48%
Nonfamily, Female Householder	5,242	22.85%
<b>2021 Est. Households by Number of Vehicles</b>	<b>36,530</b>	
No Vehicles	1,155	3.16%
1 Vehicle	9,031	24.72%
2 Vehicles	16,786	45.95%
3 Vehicles	6,579	18.01%
4 Vehicles	2,102	5.75%
5 or more Vehicles	877	2.40%
2021 Est. Average Number of Vehicles		2.08
<b>Family Households</b>		
2026 Projection	28,006	
2021 Estimate	26,249	
2010 Census	22,735	
2000 Census	19,745	
Growth 2021 - 2026		6.69%
Growth 2010 - 2021		15.46%
Growth 2000 - 2010		15.14%
<b>2021 Est. Families by Poverty Status</b>	<b>26,249</b>	
2021 Families at or Above Poverty	25,220	96.08%
2021 Families at or Above Poverty with Children	12,327	46.96%
2021 Families Below Poverty	1,029	3.92%
2021 Families Below Poverty with Children	725	2.76%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>80,879</b>	
Civilian Labor Force, Employed	53,836	66.56%
Civilian Labor Force, Unemployed	1,949	2.41%
Armed Forces	44	0.05%
Not in Labor Force	25,050	30.97%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>52,509</b>	
For-Profit Private Workers	37,252	70.94%
Non-Profit Private Workers	3,980	7.58%
Local Government Workers	870	1.66%
State Government Workers	1,697	3.23%
Federal Government Workers	2,713	5.17%
Self-Employed Workers	5,935	11.30%
Unpaid Family Workers	62	0.12%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>52,509</b>	
Architect/Engineer	2,141	4.08%
Arts/Entertainment/Sports	1,543	2.94%
Building Grounds Maintenance	1,131	2.15%
Business/Financial Operations	4,388	8.36%
Community/Social Services	831	1.58%
Computer/Mathematical	4,562	8.69%
Construction/Extraction	1,685	3.21%
Education/Training/Library	2,524	4.81%
Farming/Fishing/Forestry	41	0.08%
Food Prep/Serving	2,707	5.16%
Health Practitioner/Technician	3,279	6.25%
Healthcare Support	1,195	2.28%
Maintenance Repair	916	1.75%
Legal	840	1.60%
Life/Physical/Social Science	475	0.91%
Management	7,611	14.50%
Office/Admin. Support	4,764	9.07%
Production	1,477	2.81%
Protective Services	461	0.88%
Sales/Related	5,858	11.16%
Personal Care/Service	1,674	3.19%
Transportation/Moving	2,406	4.58%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>52,509</b>	
White Collar	38,816	73.92%
Blue Collar	6,485	12.35%
Service and Farm	7,208	13.73%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>51,721</b>	
Drove Alone	36,247	70.08%
Car Pooled	5,560	10.75%
Public Transportation	4,292	8.30%
Walked	863	1.67%
Bicycle	116	0.22%
Other Means	456	0.88%
Worked at Home	4,187	8.10%

# Retail Trade Area • Demographic Profile

## Newcastle, Washington

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,430	
15 - 29 Minutes	17,710	
30 - 44 Minutes	15,349	
45 - 59 Minutes	5,074	
60 or more Minutes	4,194	
2021 Est. Avg Travel Time to Work in Minutes		33
2021 Est. Occupied Housing Units by Tenure	36,530	
Owner Occupied	26,225	71.79%
Renter Occupied	10,305	28.21%
2021 Owner Occ. HUs: Avg. Length of Residence		14.35
2021 Renter Occ. HUs: Avg. Length of Residence		5.97
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>36,530</b>	
Value Less than \$20,000	82	0.31%
Value \$20,000 - \$39,999	55	0.21%
Value \$40,000 - \$59,999	121	0.46%
Value \$60,000 - \$79,999	39	0.15%
Value \$80,000 - \$99,999	48	0.18%
Value \$100,000 - \$149,999	87	0.33%
Value \$150,000 - \$199,999	154	0.59%
Value \$200,000 - \$299,999	671	2.56%
Value \$300,000 - \$399,999	1,545	5.89%
Value \$400,000 - \$499,999	2,181	8.32%
Value \$500,000 - \$749,999	6,432	24.53%
Value \$750,000 - \$999,999	5,900	22.50%
Value \$1,000,000 or \$1,499,999	5,804	22.13%
Value \$1,500,000 or \$1,999,999	1,984	7.57%
Value \$2,000,000+	1,120	4.27%
2021 Est. Median All Owner-Occupied Housing Value		\$817,432
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	27,116	70.94%
1 Unit Attached	1,761	4.61%
2 Units	615	1.61%
3 or 4 Units	1,300	3.40%
5 to 19 Units	3,974	10.40%
20 to 49 Units	1,391	3.64%
50 or More Units	1,580	4.13%
Mobile Home or Trailer	474	1.24%
Boat, RV, Van, etc.	14	0.04%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,700	12.30%
Housing Units Built 2010 to 2014	1,459	3.82%
Housing Units Built 2000 to 2009	5,026	13.15%
Housing Units Built 1990 to 1999	5,608	14.67%
Housing Units Built 1980 to 1989	5,739	15.01%
Housing Units Built 1970 to 1979	5,785	15.13%
Housing Units Built 1960 to 1969	5,219	13.65%
Housing Units Built 1950 to 1959	3,084	8.07%
Housing Units Built 1940 to 1949	967	2.53%
Housing Unit Built 1939 or Earlier	638	1.67%
2021 Est. Median Year Structure Built		1986





## 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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