



Households Demographics: Arlington WA Retail Trade Area

Centering on Arlington’s downtown, the city’s primary retail trade area extends north along I-5 from Smokey Point to the intersection with Stanwood-Bryant Road. At that point the area continues along a diagonal to the northeast, encompassing all of Lake Cavanaugh, to a point northeast of Darrington. From there the area extends directly south, taking in all of Darrington, and then west and southwest back to Smokey Point, staying well north of Granite Falls and North Marysville.

A [map](#) of Arlington’s primary retail trade area is pictured on the last page of this report, in [Appendix 1](#). Background information on [methodology](#) is noted in [Appendix 2](#).

The source of these demographics is Nielsen Claritas, as of April 2012. For further information contact Arlington’s Community Development Director, David Kuhl, at 360-403-3445, or dkuhl@arlingtonwa.gov.

[In summary](#), as of January 2012 the number of households in the Arlington retail trade area was estimated to grow over the next five years by 10.23%, while the US growth projection was only 4.0%. The area’s average household income was estimated to be \$69,472 for 2012, while the average household income for the US overall was estimated to be \$67,315. The average household income was projected to change over the next five years to \$71,637. The 2012 per capita income for this area was estimated to be \$25,906.

Arlington Primary Retail Trade Area Demographics		
Households	Counts	
2017 Projection	14,907	
2012 Estimate	13,524	
2000 Census	9,948	
1990 Census	6,693	
Growth 2012-2017	10.23%	(USA=4.11%)
Growth 2000-2012	35.95%	
Growth 1990-2000	48.63%	
2012 Est. Households by Household Type	13,524	Percents
Family Households	10,051	74.32
Non-family Households	3,473	25.68
2012 Est. Group Quarters	233	
2012 HHs by Ethnicity, Hispanic/Latino	718	5.31
2012 Est. Households by HH Income	13,524	
Income Less than \$15,000	1,127	8.33
Income \$15,000 - \$24,999	981	7.25
Income \$25,000 - \$34,999	1,186	8.77
Income \$35,000 - \$49,999	2,185	16.16
Income \$50,000 - \$74,999	3,235	23.92
Income \$75,000 - \$99,999	2,331	17.24
Income \$100,000 - \$124,999	1,325	9.8
Income \$125,000 - \$149,999	553	4.09
Income \$150,000 - \$199,999	316	2.34
Income \$200,000 - \$499,999	245	1.81
Income \$500,000 and more	40	0.3

The single race class with the highest estimated median income in January 2012 was "White Alone." The percentage of Arlington retail trade area households consisting of a married couple with children was 32.68%. The average household size was 2.68 people (US average was 2.57).

Arlington Primary Retail Trade Area Demographics, cont'd.	Counts	
	Arlington Area	USA Overall
2012 Est. Average Household Income	\$69,472	\$67,315
2012 Est. Median Household Income	\$59,913	\$49,581
2012 Est. Per Capita Household Income	\$25,906	\$25,919
2012 Median HH Inc by Single Race Class. or Ethnicity		
White Alone	\$60,928	
Black or African American Alone	55,256	
American Indian and Alaska Native Alone	35,815	
Asian Alone	54,582	
Native Hawaiian and Other Pacific Islander Alone	58,204	
Some Other Race Alone	48,538	
Two or More Races	47,849	
Hispanic or Latino	48,772	
Not Hispanic or Latino	60,353	
2012 Est. Family HH Type, Presence Own Children	10,051	Percents
Married-Couple Family, own children	3,285	32.68
Married-Couple Family, no own children	4,642	46.18
Male Householder, own children	407	4.05
Male Householder, no own children	295	2.94
Female Householder, own children	888	8.83
Female Householder, no own children	533	5.3
2012 Est. Households by Household Size	5,599	
1-person household	13,524	
2-person household	2,900	21.44
3-person household	4,457	32.96
4-person household	2,498	18.47
5-person household	2,201	16.27
6-person household	949	7.02
7 or more person household	368	2.72
2012 Est. Average Household Size	2.68	(USA = 2.57)
2012 Est. Households by Presence of People	13,524	
Households with 1 or more People under Age 18:	4,734	35
Married-Couple Family	3,351	70.79
Other Family, Male Householder	422	8.91
Other Family, Female Householder	931	19.67
Non-family, Male Householder	28	0.59
Non-family, Female Householder	3	0.06
Households no People under Age 18:	8,789	64.99
Married-Couple Family	4,347	49.46
Other Family, Male Householder	261	2.97
Other Family, Female Householder	440	5.01
Non-family, Male Householder	1,988	22.62
Non-family, Female Householder	1,753	19.95

The estimated average number of vehicles per household in the Arlington retail trade area was 2.27 vehicles as of January 2012 (US average was 1.78). Growth in family households was projected to be 10.17% over the next five years, as compared with 4.39% for the US overall. The percentage of families below the poverty level in 2012 was 5.7%, including 4.78% for families with children.

Arlington Primary Retail Trade Area Characteristics, cont'd.	Counts	Percents
2012 Est. Households by Number of Vehicles	13,524	
No Vehicles	403	2.98
1 Vehicle	3,377	24.97
2 Vehicles	5,034	37.22
3 Vehicles	2,853	21.1
4 Vehicles	1,193	8.82
5 or more Vehicles	663	4.9
2012 Est. Average Number of Vehicles	2.27	(USA=1.78)
Family Households		
2017 Projection	11,073	
2012 Estimate	10,051	
2000 Census	7,443	
1990 Census	5,080	
Growth 2012-2017	10.17%	(USA=4.39%)
Growth 2000-2012	35.04%	
Growth 1990-2000	46.52%	
2012 Est. Families by Poverty Status	10,051	
2012 Families at or Above Poverty	9,478	94.3
2012 Families at or Above Poverty with Children	4,395	43.73
2012 Families Below Poverty	573	5.7
2012 Families Below Poverty with Children	480	4.78

Appendix 2: Research Methodology

Nielsen Claritas estimates are based on data from the U.S. Census Bureau, including its ongoing American Community Survey and the decennial census, US Postal Service information, new construction data, Hanley Wood residential development counts, and the Nielsen Master Address File, which is based on various household-level sources such as Epsilon, Valassis, and InfoUSA. Widely used by developers, national-level retailers, and commercial real estate professionals, Nielsen Claritas is considered by many as “the gold standard” in demographic services.