



Triangle2

North Kitsap/Poulsbo Market Study Refresh

June 20, 2023

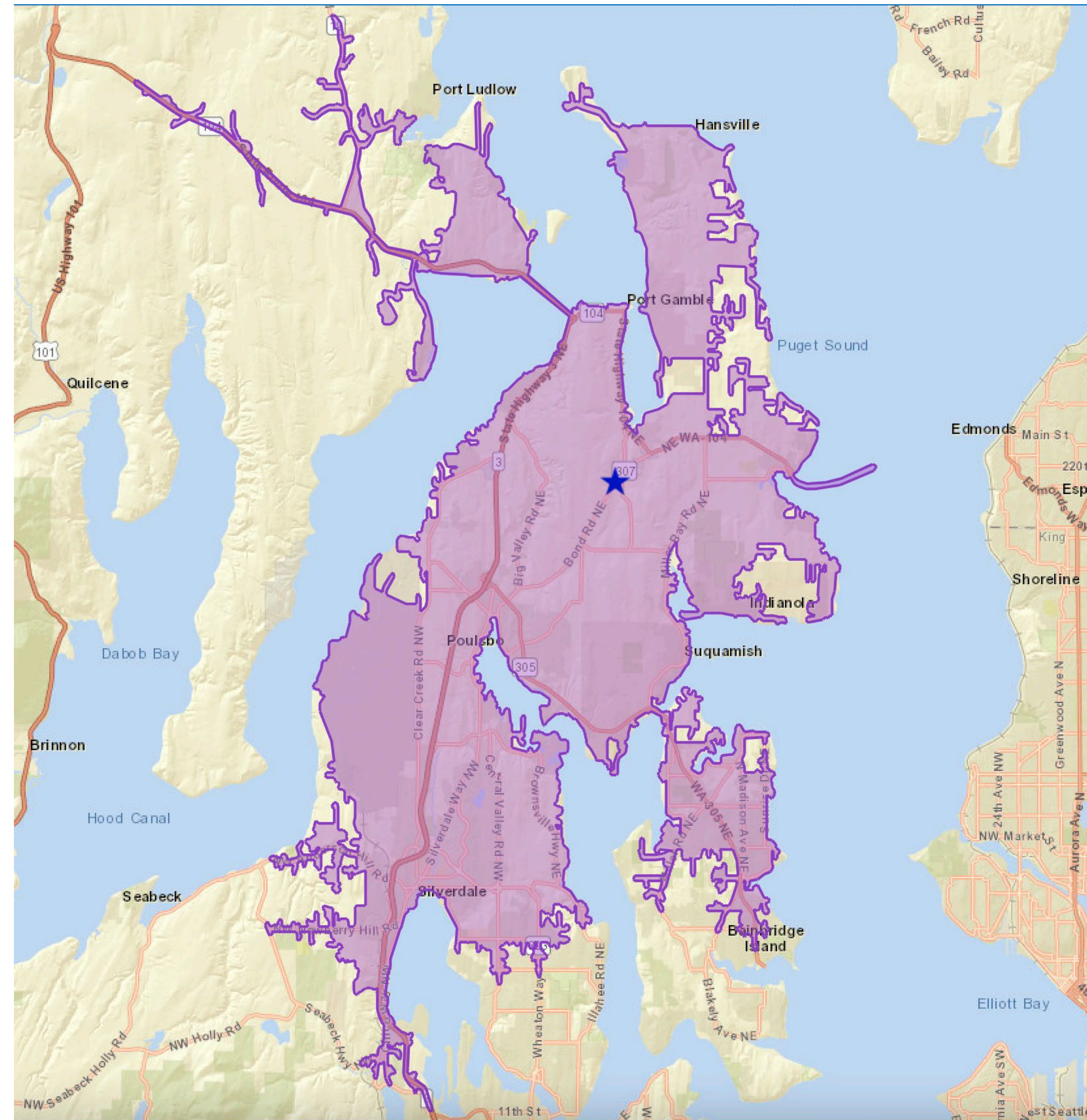
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Overview

The YMCA of Pierce & Kitsap County commissioned a study to refresh data from an original July 2016 study in North Kitsap County. The methodology for this new study included 408 completed phone interviews and a refresh of all demographic data.

Study Area

(23 min drive time)



Triangle2 providing solutions to increase mission impact

COMMUNITY SUMMARY

Bond Rd NE & Stottlemeyer Rd NE, Poulsbo, Washington, 98370
Drive time of 23 minutes

95,474	0.66%	2.52	53.6	41.9	\$100,672	\$553,681	\$331,111	19.7%	59.8%	20.5%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



15.0%
Services

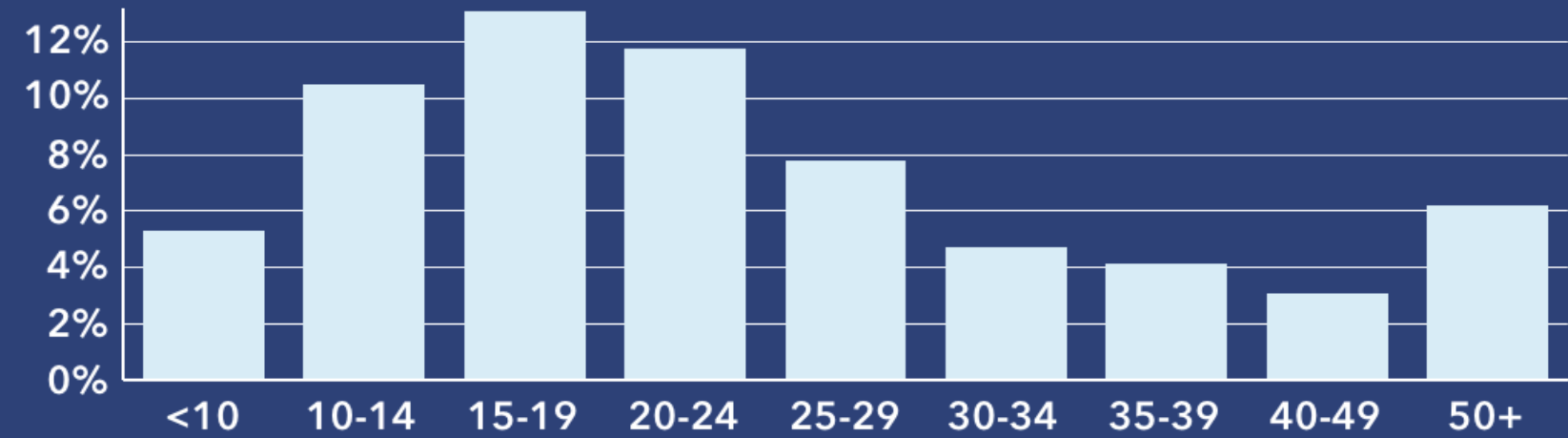


18.0%
Blue Collar

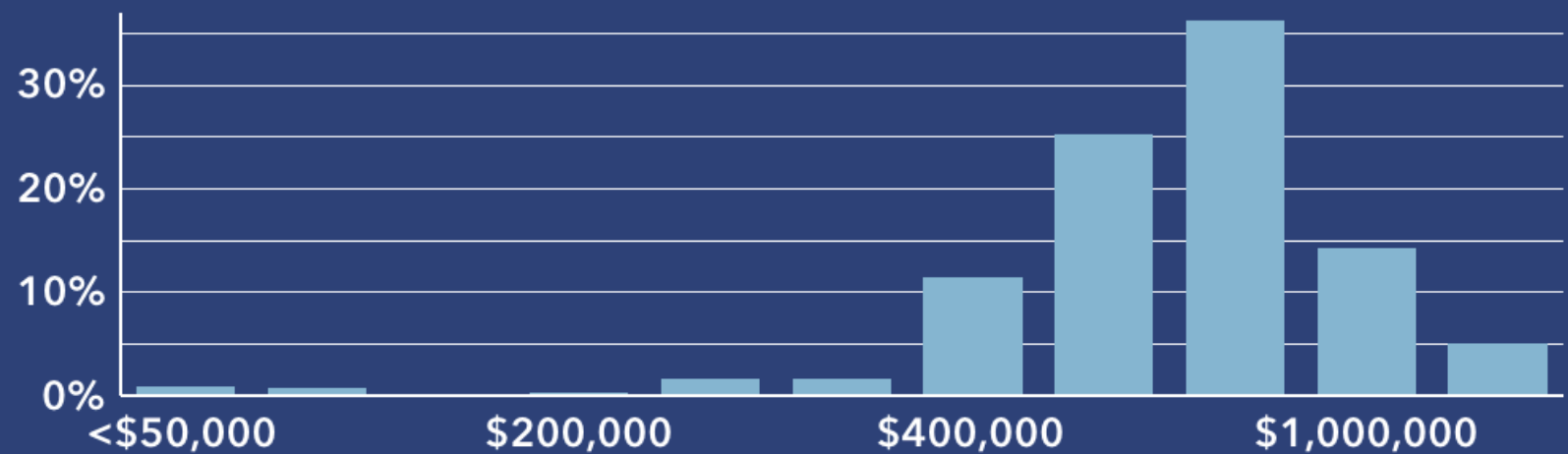


67.1%
White Collar

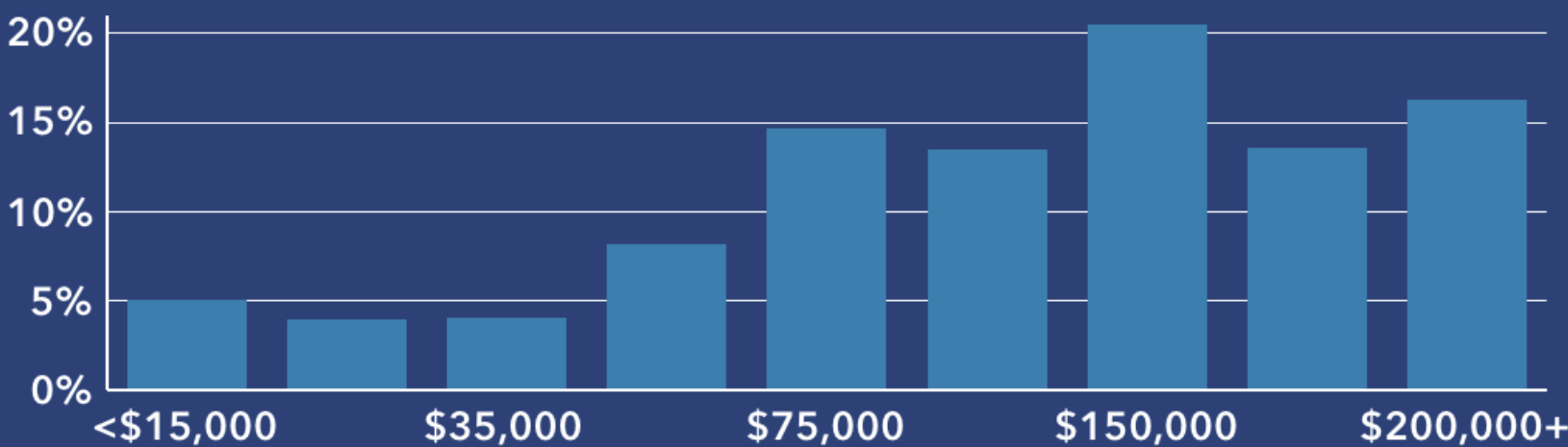
Mortgage as Percent of Salary



Home Value



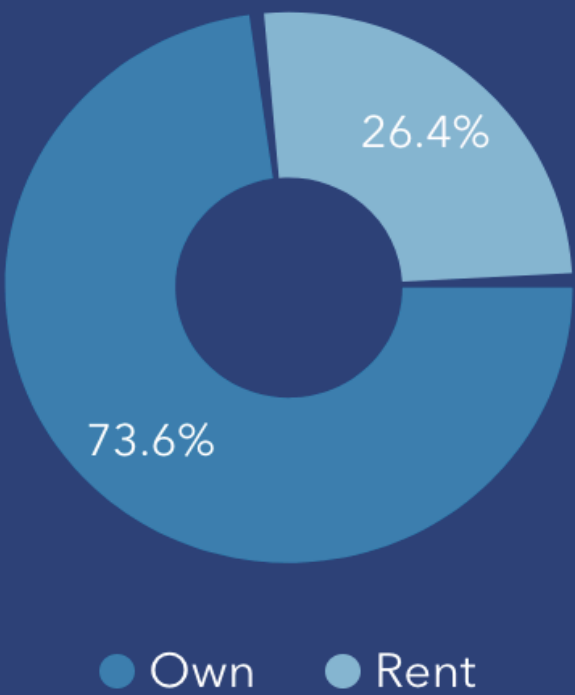
Household Income



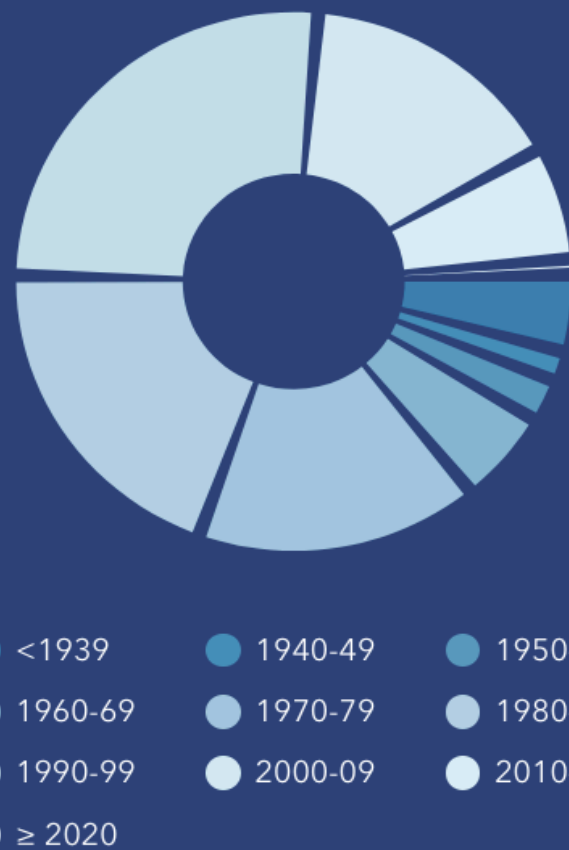
Age Profile: 5 Year Increments



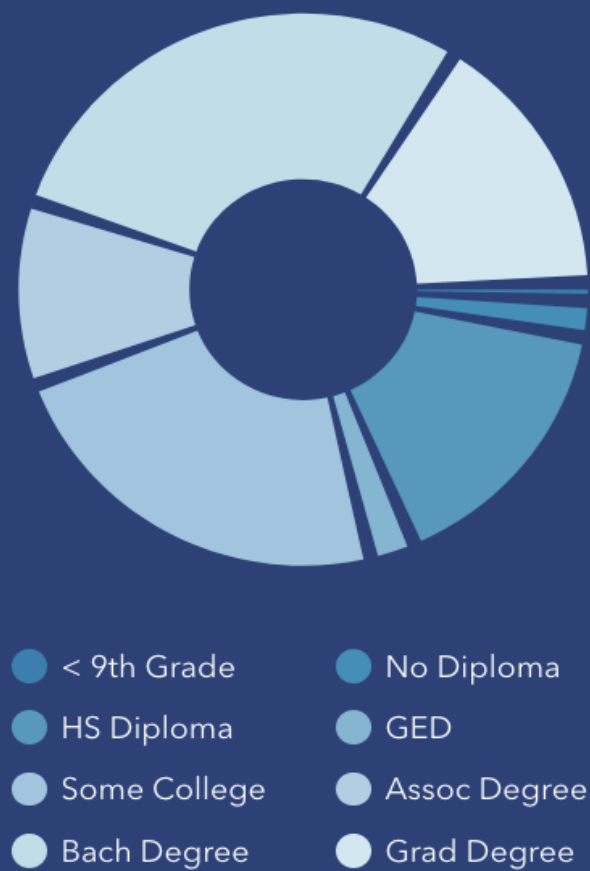
Home Ownership



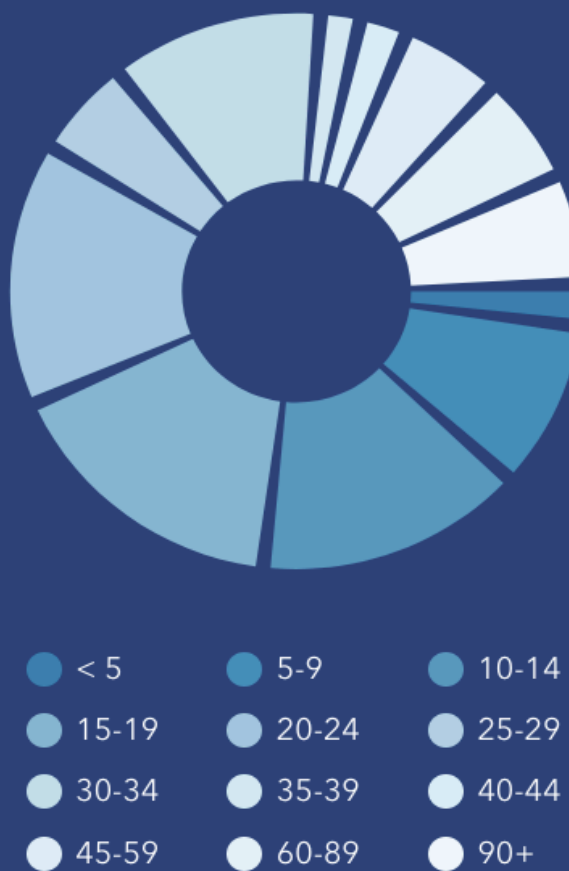
Housing: Year Built



Educational Attainment



Commute Time: Minutes



Study Site Demographics

Summary	Census 2010	Census 2020	2022	2027
Population	86,616	93,528	94,746	96,381
Households	33,076	35,807	36,275	36,865
Families	23,129	-	24,943	25,407
Average Household Size	2.53	2.54	2.54	2.54
Owner Occupied Housing Units	22,913	-	26,639	27,207
Renter Occupied Housing Units	10,162	-	9,636	9,657
Median Age	39.3	-	41.9	42.9
Trends: 2022-2027 Annual Rate	Area	State	National	
Population	0.34%	0.52%	0.25%	
Households	0.32%	0.50%	0.31%	
Families	0.37%	0.52%	0.28%	
Owner HHs	0.42%	0.74%	0.53%	
Median Household Income	2.71%	3.77%	3.12%	
Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	1,417	3.9%	902	2.4%
\$15,000 - \$24,999	1,341	3.7%	856	2.3%
\$25,000 - \$34,999	1,306	3.6%	819	2.2%
\$35,000 - \$49,999	2,920	8.0%	1,944	5.3%
\$50,000 - \$74,999	6,463	17.8%	5,739	15.6%
\$75,000 - \$99,999	5,543	15.3%	5,634	15.3%
\$100,000 - \$149,999	8,720	24.0%	9,719	26.4%
\$150,000 - \$199,999	3,930	10.8%	5,363	14.5%
\$200,000+	4,633	12.8%	5,887	16.0%
Median Household Income	\$95,137		\$108,762	
Average Household Income	\$126,173		\$148,863	
Per Capita Income	\$48,907		\$57,583	

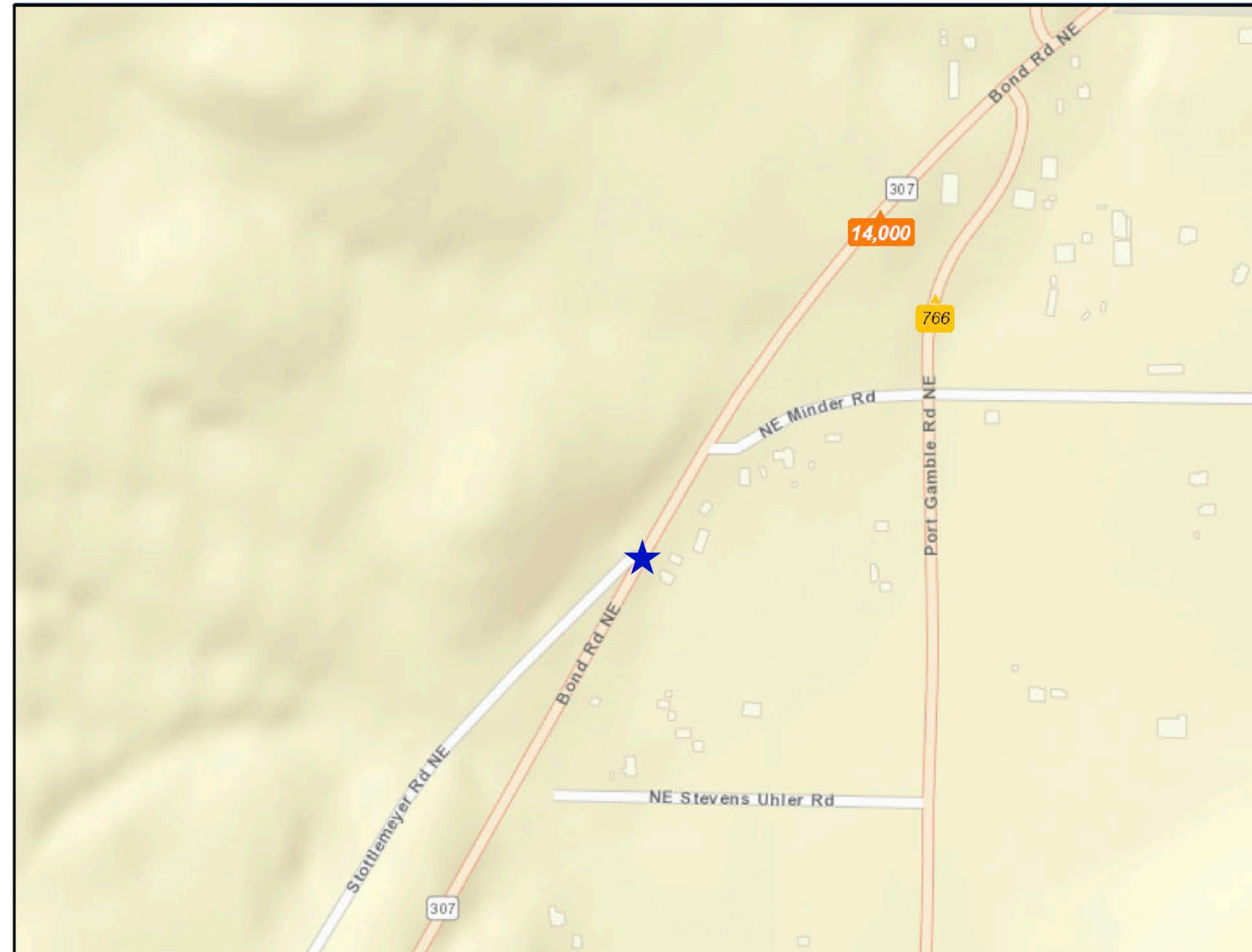
Traffic Count



Traffic Count Map - Close Up

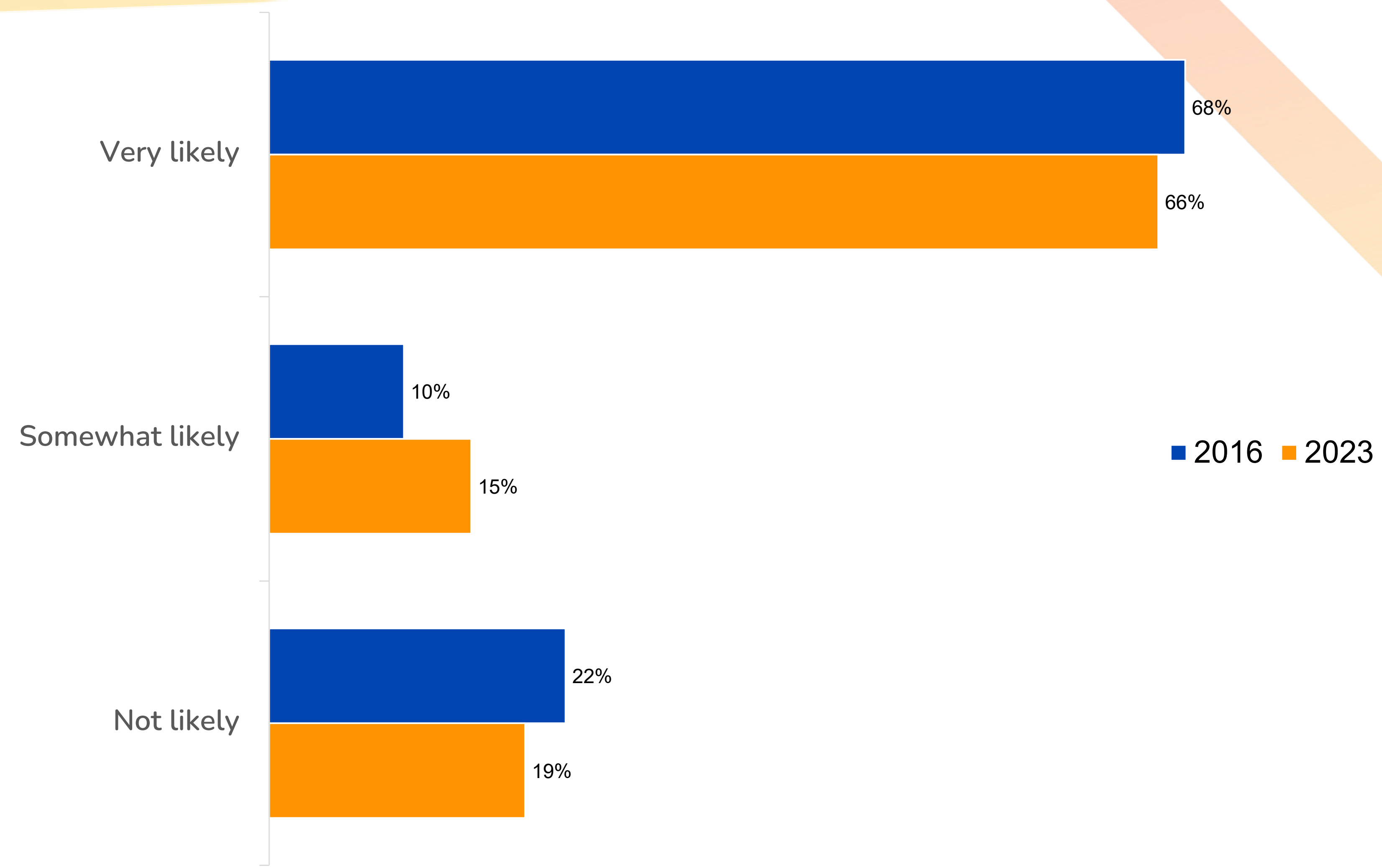
Bond Rd NE & Stottlemeyer Rd NE, Poulsbo, Washington,
Drive Time: 23 minute radii

Prepared by T2
Latitude: 47.79390
Longitude: -122.58915

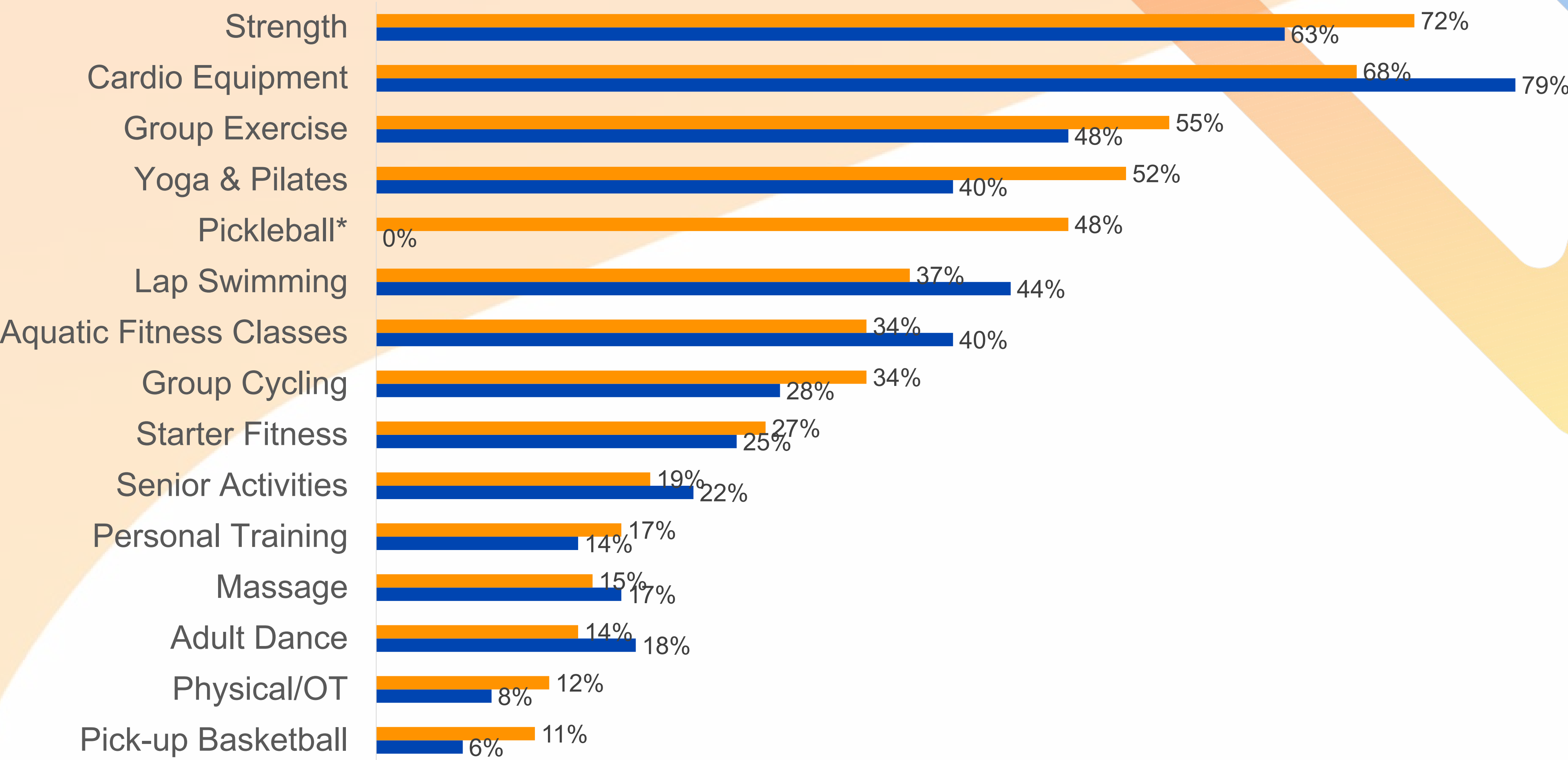


Findings

If a multipurpose recreation center or YMCA was developed to serve the health and fitness needs of Poulsbo and the surrounding communities, how likely would you be to use it?



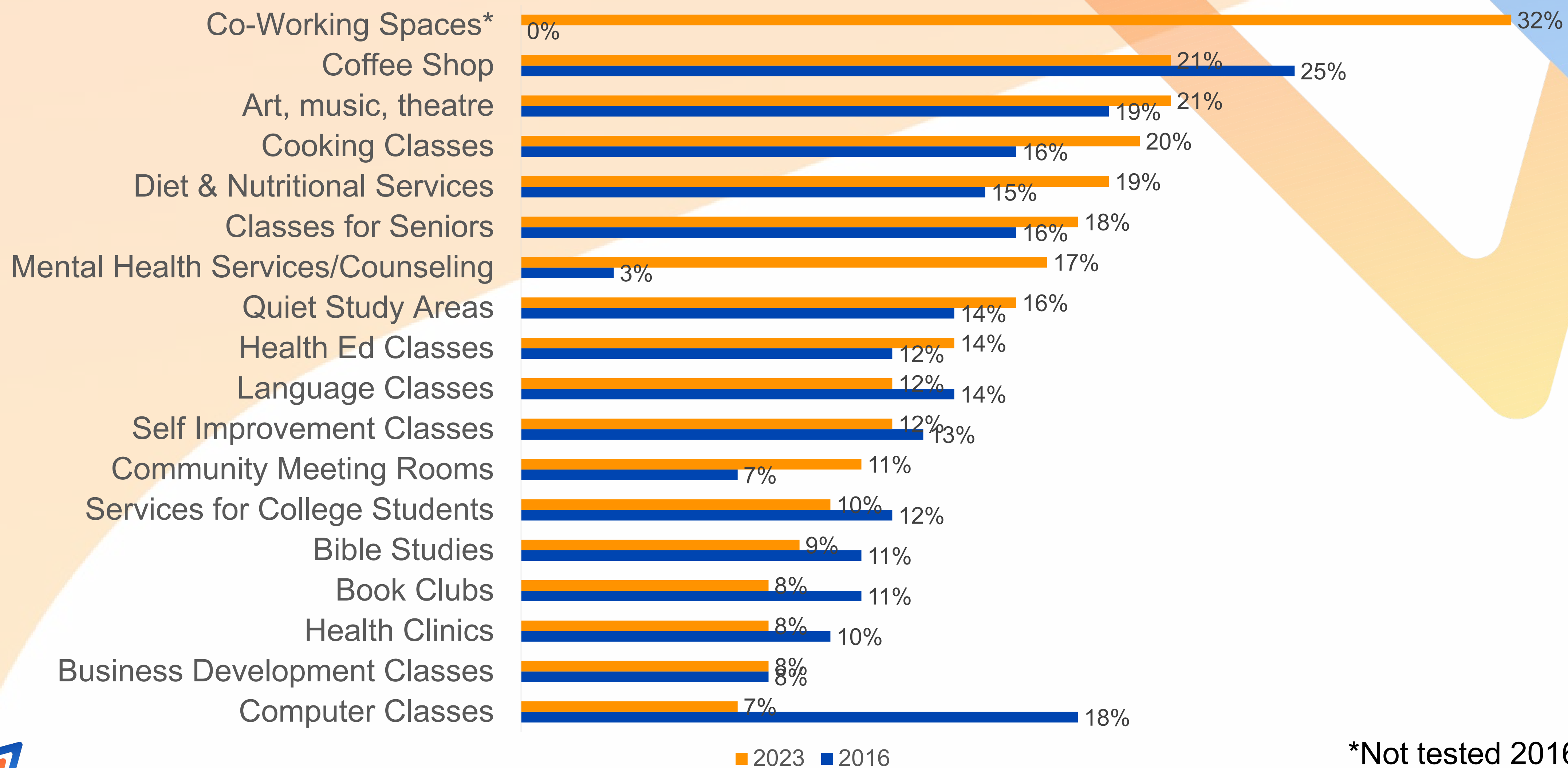
Top Fitness Activities



2023 2016

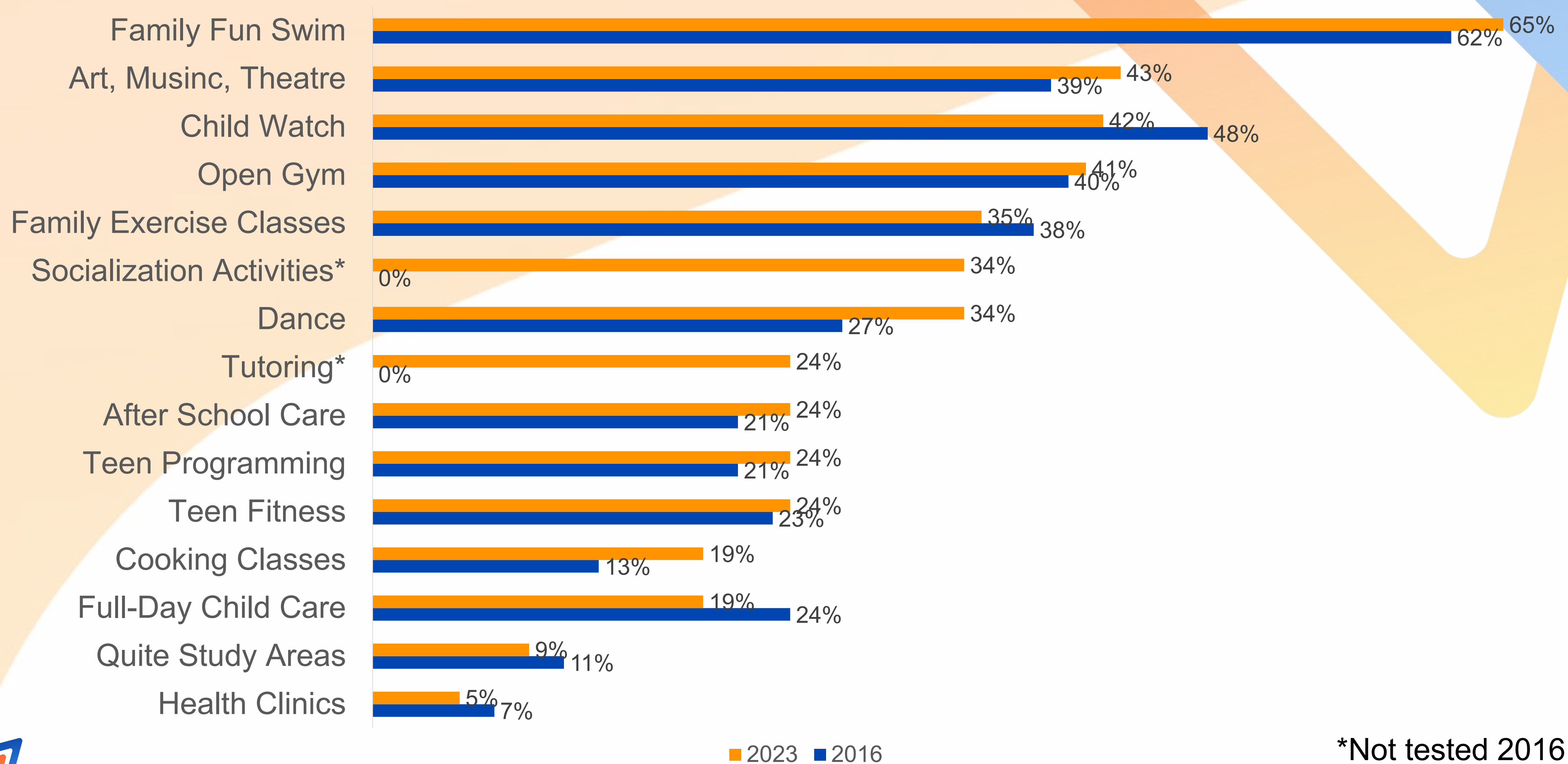
*Not tested 2016

Most in Demand Services

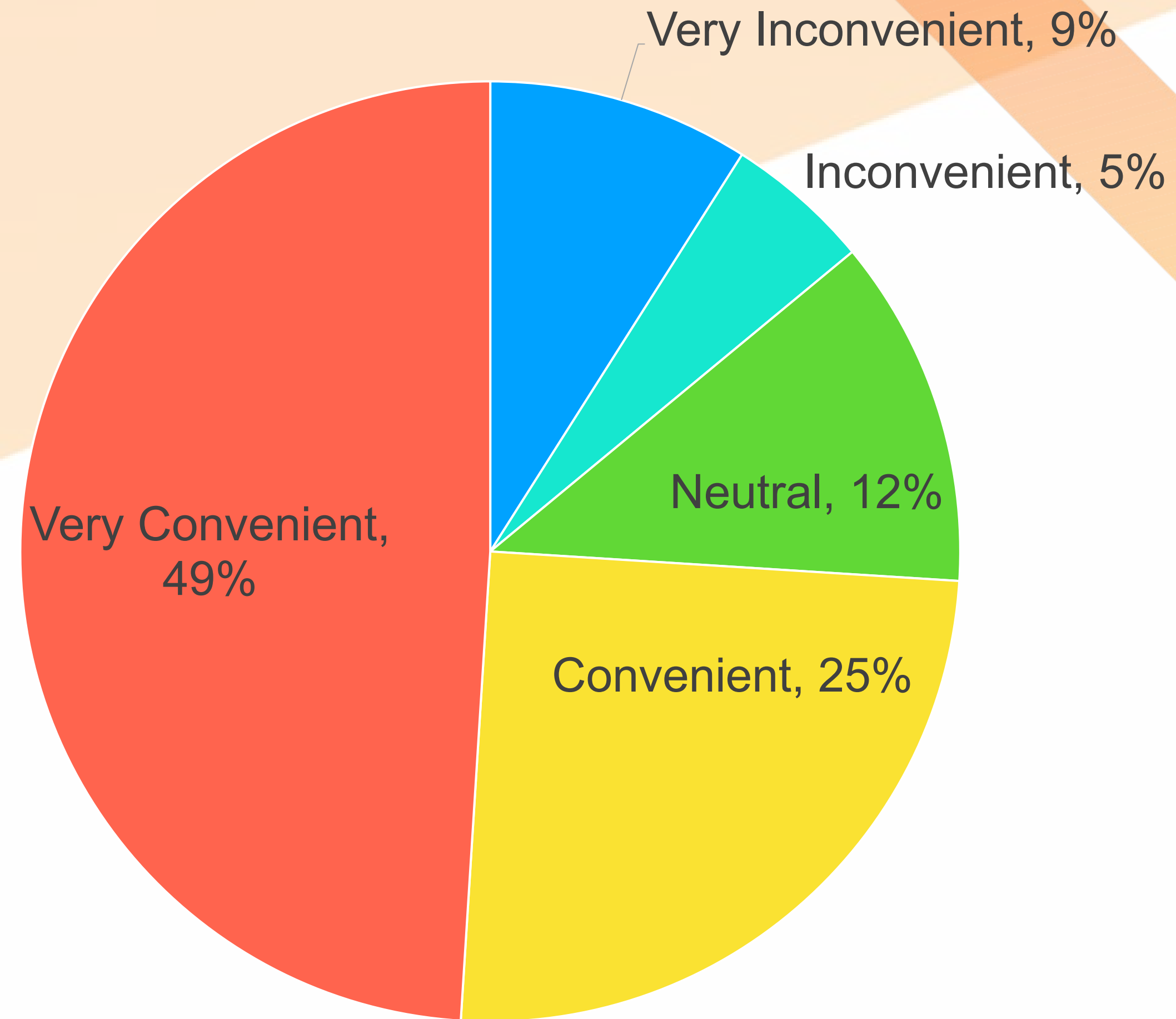


*Not tested 2016

Top Programs for Children & Youth



How convenient is the location at Bond and Stottlemeyer Roads?



Membership Unit Projections

	2016	2023
Total Households	31,543	36,865
Projected Family Units	1,470	1,890
Projected Adult Units	930	1,418
Projected Couple Units	160	420
Projected Young Adult Units	1,855	1,802
Total	4,416	5,530
Current YMCA Units that will transfer some or all usage to new facility (included above)	1,884	?