



Business Summary

1222 NE Alberta St, Portland, Oregon, 97211
Rings: 1, 3, 5 mile radii

Prepared by First American NCS
Latitude: 45.55893
Longitude: -122.65298

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,301		14,089		27,533							
Total Employees:	8,837		175,068		437,671							
Total Residential Population:	31,329		183,330		374,615							
Employee/Residential Population Ratio (per 100 Residents)	28		95		117							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	15	1.2%	65	0.7%	140	1.0%	1,314	0.8%	281	1.0%	2,120	0.5%
Construction	58	4.5%	246	2.8%	538	3.8%	7,057	4.0%	1,111	4.0%	13,572	3.1%
Manufacturing	29	2.2%	439	5.0%	467	3.3%	12,565	7.2%	922	3.3%	22,789	5.2%
Transportation	17	1.3%	205	2.3%	278	2.0%	8,664	4.9%	578	2.1%	17,196	3.9%
Communication	5	0.4%	28	0.3%	77	0.5%	1,228	0.7%	169	0.6%	4,052	0.9%
Utility	1	0.1%	5	0.1%	25	0.2%	1,844	1.1%	54	0.2%	3,592	0.8%
Wholesale Trade	16	1.2%	115	1.3%	424	3.0%	6,269	3.6%	845	3.1%	12,944	3.0%
Retail Trade Summary	333	25.6%	2,520	28.5%	2,919	20.7%	30,520	17.4%	5,519	20.0%	61,562	14.1%
Home Improvement	10	0.8%	69	0.8%	123	0.9%	1,912	1.1%	254	0.9%	3,682	0.8%
General Merchandise Stores	8	0.6%	13	0.1%	73	0.5%	967	0.6%	137	0.5%	2,413	0.6%
Food Stores	38	2.9%	477	5.4%	266	1.9%	5,138	2.9%	530	1.9%	11,141	2.5%
Auto Dealers & Gas Stations	9	0.7%	82	0.9%	129	0.9%	1,388	0.8%	331	1.2%	2,943	0.7%
Apparel & Accessory Stores	24	1.8%	108	1.2%	171	1.2%	2,238	1.3%	297	1.1%	3,004	0.7%
Furniture & Home Furnishings	12	0.9%	51	0.6%	188	1.3%	1,319	0.8%	346	1.3%	2,834	0.6%
Eating & Drinking Places	157	12.1%	1,385	15.7%	1,250	8.9%	13,231	7.6%	2,299	8.3%	25,472	5.8%
Miscellaneous Retail	76	5.8%	335	3.8%	720	5.1%	4,327	2.5%	1,325	4.8%	10,073	2.3%
Finance, Insurance, Real Estate Summary	89	6.8%	523	5.9%	1,392	9.9%	14,506	8.3%	2,863	10.4%	30,002	6.9%
Banks, Savings & Lending Institutions	13	1.0%	90	1.0%	156	1.1%	1,418	0.8%	328	1.2%	3,171	0.7%
Securities Brokers	6	0.5%	28	0.3%	157	1.1%	1,812	1.0%	355	1.3%	4,376	1.0%
Insurance Carriers & Agents	2	0.2%	6	0.1%	118	0.8%	3,432	2.0%	287	1.0%	8,394	1.9%
Real Estate, Holding, Other Investment Offices	68	5.2%	398	4.5%	961	6.8%	7,845	4.5%	1,893	6.9%	14,061	3.2%
Services Summary	517	39.7%	4,013	45.4%	5,800	41.2%	78,400	44.8%	11,405	41.4%	243,311	55.6%
Hotels & Lodging	7	0.5%	34	0.4%	111	0.8%	3,334	1.9%	217	0.8%	6,962	1.6%
Automotive Services	14	1.1%	139	1.6%	233	1.7%	2,253	1.3%	500	1.8%	23,820	5.4%
Movies & Amusements	46	3.5%	271	3.1%	387	2.7%	4,064	2.3%	737	2.7%	9,063	2.1%
Health Services	69	5.3%	547	6.2%	1,038	7.4%	25,496	14.6%	2,085	7.6%	90,136	20.6%
Legal Services	11	0.8%	38	0.4%	405	2.9%	3,421	2.0%	947	3.4%	8,221	1.9%
Education Institutions & Libraries	21	1.6%	647	7.3%	209	1.5%	6,900	3.9%	439	1.6%	29,732	6.8%
Other Services	348	26.7%	2,336	26.4%	3,418	24.3%	32,931	18.8%	6,479	23.5%	75,376	17.2%
Government	14	1.1%	494	5.6%	254	1.8%	11,282	6.4%	536	1.9%	23,748	5.4%
Unclassified Establishments	208	16.0%	184	2.1%	1,774	12.6%	1,419	0.8%	3,250	11.8%	2,782	0.6%
Totals	1,301	100.0%	8,837	100.0%	14,089	100.0%	175,068	100.0%	27,533	100.0%	437,671	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	5	0.4%	20	0.2%	37	0.3%	293	0.2%	81	0.3%	511	0.1%
Mining	0	0.0%	0	0.0%	4	0.0%	33	0.0%	10	0.0%	82	0.0%
Utilities	0	0.0%	0	0.0%	9	0.1%	1,378	0.8%	19	0.1%	2,484	0.6%
Construction	59	4.5%	246	2.8%	580	4.1%	7,358	4.2%	1,209	4.4%	14,377	3.3%
Manufacturing	32	2.5%	497	5.6%	473	3.4%	13,197	7.5%	934	3.4%	23,013	5.3%
Wholesale Trade	16	1.2%	115	1.3%	420	3.0%	6,195	3.5%	836	3.0%	12,826	2.9%
Retail Trade	163	12.5%	1,020	11.5%	1,566	11.1%	15,991	9.1%	3,023	11.0%	34,127	7.8%
Motor Vehicle & Parts Dealers	7	0.5%	62	0.7%	104	0.7%	1,226	0.7%	264	1.0%	2,492	0.6%
Furniture & Home Furnishings Stores	5	0.4%	20	0.2%	106	0.8%	799	0.5%	184	0.7%	1,575	0.4%
Electronics & Appliance Stores	2	0.2%	5	0.1%	49	0.3%	379	0.2%	90	0.3%	820	0.2%
Building Material & Garden Equipment & Supplies Dealers	10	0.8%	69	0.8%	123	0.9%	1,906	1.1%	253	0.9%	3,672	0.8%
Food & Beverage Stores	36	2.8%	414	4.7%	263	1.9%	4,317	2.5%	520	1.9%	10,095	2.3%
Health & Personal Care Stores	9	0.7%	79	0.9%	96	0.7%	756	0.4%	195	0.7%	3,428	0.8%
Gasoline Stations & Fuel Dealers	2	0.2%	22	0.2%	26	0.2%	178	0.1%	70	0.3%	480	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	28	2.2%	113	1.3%	216	1.5%	2,422	1.4%	377	1.4%	3,488	0.8%
Sporting Goods, Hobby, Book, & Music Stores	49	3.8%	203	2.3%	430	3.1%	2,618	1.5%	791	2.9%	4,863	1.1%
General Merchandise Stores	17	1.3%	34	0.4%	153	1.1%	1,390	0.8%	279	1.0%	3,215	0.7%
Transportation & Warehousing	18	1.4%	204	2.3%	242	1.7%	8,183	4.7%	480	1.7%	16,262	3.7%
Information	23	1.8%	138	1.6%	373	2.6%	5,954	3.4%	737	2.7%	13,243	3.0%
Finance & Insurance	21	1.6%	124	1.4%	445	3.2%	6,724	3.8%	1,001	3.6%	16,102	3.7%
Central Bank/Credit Intermediation & Related Activities	13	1.0%	90	1.0%	157	1.1%	1,431	0.8%	325	1.2%	3,159	0.7%
Securities & Commodity Contracts	6	0.5%	28	0.3%	169	1.2%	1,859	1.1%	384	1.4%	4,495	1.0%
Funds, Trusts & Other Financial Vehicles	2	0.2%	6	0.1%	119	0.8%	3,434	2.0%	292	1.1%	8,448	1.9%
Real Estate, Rental & Leasing	69	5.3%	613	6.9%	950	6.7%	8,515	4.9%	1,877	6.8%	14,582	3.3%
Professional, Scientific & Tech Services	133	10.2%	727	8.2%	1,795	12.7%	17,060	9.7%	3,597	13.1%	35,963	8.2%
Legal Services	12	0.9%	40	0.5%	428	3.0%	3,556	2.0%	1,004	3.6%	8,634	2.0%
Management of Companies & Enterprises	4	0.3%	34	0.4%	46	0.3%	458	0.3%	85	0.3%	912	0.2%
Administrative, Support & Waste Management Services	30	2.3%	132	1.5%	363	2.6%	3,391	1.9%	731	2.7%	7,326	1.7%
Educational Services	31	2.4%	663	7.5%	285	2.0%	6,560	3.7%	568	2.1%	29,334	6.7%
Health Care & Social Assistance	109	8.4%	975	11.0%	1,372	9.7%	30,376	17.4%	2,728	9.9%	99,059	22.6%
Arts, Entertainment & Recreation	40	3.1%	319	3.6%	318	2.3%	3,994	2.3%	627	2.3%	8,782	2.0%
Accommodation & Food Services	169	13.0%	1,434	16.2%	1,401	9.9%	16,760	9.6%	2,593	9.4%	32,784	7.5%
Accommodation	7	0.5%	34	0.4%	111	0.8%	3,334	1.9%	217	0.8%	6,962	1.6%
Food Services & Drinking Places	162	12.5%	1,400	15.8%	1,290	9.2%	13,426	7.7%	2,376	8.6%	25,821	5.9%
Other Services (except Public Administration)	156	12.0%	897	10.2%	1,380	9.8%	9,933	5.7%	2,614	9.5%	49,341	11.3%
Automotive Repair & Maintenance	9	0.7%	33	0.4%	151	1.1%	1,129	0.6%	326	1.2%	2,112	0.5%
Public Administration	14	1.1%	494	5.6%	254	1.8%	11,298	6.5%	536	1.9%	23,787	5.4%
Unclassified Establishments	208	16.0%	184	2.1%	1,774	12.6%	1,417	0.8%	3,248	11.8%	2,776	0.6%
Total	1,301	100.0%	8,837	100.0%	14,089	100.0%	175,068	100.0%	27,533	100.0%	437,671	100.0%

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	1 mile	3 miles	5 miles
Population			
2010 Population	27,980	149,014	318,069
2020 Population	31,092	176,753	364,315
2023 Population	31,329	183,330	374,615
2028 Population	31,689	188,761	386,565
2010-2020 Annual Rate	1.06%	1.72%	1.37%
2020-2023 Annual Rate	0.23%	1.13%	0.86%
2023-2028 Annual Rate	0.23%	0.59%	0.63%
2023 Male Population	48.9%	50.2%	50.2%
2023 Female Population	51.1%	49.8%	49.8%
2023 Median Age	36.5	38.4	38.3

In the identified area, the current year population is 374,615. In 2020, the Census count in the area was 364,315. The rate of change since 2020 was 0.86% annually. The five-year projection for the population in the area is 386,565 representing a change of 0.63% annually from 2023 to 2028. Currently, the population is 50.2% male and 49.8% female.

Median Age

The median age in this area is 38.3, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	66.7%	70.6%	70.8%
2023 Black Alone	13.9%	7.8%	6.2%
2023 American Indian/Alaska Native Alone	0.9%	1.2%	1.1%
2023 Asian Alone	3.2%	4.8%	6.0%
2023 Pacific Islander Alone	0.4%	0.4%	0.4%
2023 Other Race	3.2%	3.9%	4.2%
2023 Two or More Races	11.7%	11.3%	11.3%
2023 Hispanic Origin (Any Race)	9.3%	10.4%	10.6%

Persons of Hispanic origin represent 10.6% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 57.6 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	119	105	100
2010 Households	11,549	68,013	146,322
2020 Households	13,438	84,571	172,527
2023 Households	13,759	88,726	179,336
2028 Households	14,012	92,771	188,151
2010-2020 Annual Rate	1.53%	2.20%	1.66%
2020-2023 Annual Rate	0.73%	1.49%	1.20%
2023-2028 Annual Rate	0.37%	0.90%	0.96%
2023 Average Household Size	2.26	2.00	2.02

The household count in this area has changed from 172,527 in 2020 to 179,336 in the current year, a change of 1.20% annually. The five-year projection of households is 188,151, a change of 0.96% annually from the current year total. Average household size is currently 2.02, compared to 2.04 in the year 2020. The number of families in the current year is 71,934 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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	1 mile	3 miles	5 miles
Mortgage Income			
2023 Percent of Income for Mortgage	35.3%	41.1%	42.1%
Median Household Income			
2023 Median Household Income	\$105,824	\$91,422	\$86,378
2028 Median Household Income	\$124,203	\$106,647	\$102,798
2023-2028 Annual Rate	3.25%	3.13%	3.54%
Average Household Income			
2023 Average Household Income	\$149,076	\$131,467	\$126,212
2028 Average Household Income	\$172,491	\$151,466	\$146,134
2023-2028 Annual Rate	2.96%	2.87%	2.97%
Per Capita Income			
2023 Per Capita Income	\$64,802	\$63,571	\$60,505
2028 Per Capita Income	\$75,502	\$74,320	\$71,189
2023-2028 Annual Rate	3.10%	3.17%	3.31%
GINI Index			
2023 Gini Index	37.1	39.9	40.6
Households by Income			
Current median household income is \$86,378 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$102,798 in five years, compared to \$82,410 for all U.S. households			
Current average household income is \$126,212 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$146,134 in five years, compared to \$122,048 for all U.S. households			
Current per capita income is \$60,505 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$71,189 in five years, compared to \$47,525 for all U.S. households			
Housing			
2023 Housing Affordability Index	72	59	57
2010 Total Housing Units	12,160	72,785	157,492
2010 Owner Occupied Housing Units	7,065	34,794	71,440
2010 Renter Occupied Housing Units	4,484	33,212	74,882
2010 Vacant Housing Units	611	4,772	11,170
2020 Total Housing Units	14,317	92,087	187,178
2020 Vacant Housing Units	879	7,516	14,651
2023 Total Housing Units	14,816	97,764	196,611
2023 Owner Occupied Housing Units	8,181	39,716	81,921
2023 Renter Occupied Housing Units	5,578	49,010	97,415
2023 Vacant Housing Units	1,057	9,038	17,275
2028 Total Housing Units	15,045	101,328	205,109
2028 Owner Occupied Housing Units	8,312	40,178	82,983
2028 Renter Occupied Housing Units	5,699	52,593	105,169
2028 Vacant Housing Units	1,033	8,557	16,958
Socioeconomic Status Index			
2023 Socioeconomic Status Index	55.6	53.5	52.0

Currently, 41.7% of the 196,611 housing units in the area are owner occupied; 49.5%, renter occupied; and 8.8% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 187,178 housing units in the area and 7.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.52%. Median home value in the area is \$604,945, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.09% annually to \$638,635.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	27,980	149,014	318,069
2020 Total Population	31,092	176,753	364,315
2020 Group Quarters	254	5,544	12,332
2023 Total Population	31,329	183,330	374,615
2023 Group Quarters	252	5,557	12,314
2028 Total Population	31,689	188,761	386,565
2023-2028 Annual Rate	0.23%	0.59%	0.63%
2023 Total Daytime Population	23,288	247,616	559,645
Workers	12,025	177,582	410,194
Residents	11,263	70,034	149,451
Household Summary			
2010 Households	11,549	68,013	146,322
2010 Average Household Size	2.40	2.12	2.09
2020 Total Households	13,438	84,571	172,527
2020 Average Household Size	2.29	2.02	2.04
2023 Total Households	13,759	88,726	179,336
2023 Average Household Size	2.26	2.00	2.02
2028 Total Households	14,012	92,771	188,151
2028 Average Household Size	2.24	1.97	1.99
2023-2028 Annual Rate	0.37%	0.90%	0.96%
2010 Families	5,828	29,448	62,889
2010 Average Family Size	2.92	2.88	2.85
2023 Families	6,688	34,956	71,934
2023 Average Family Size	2.80	2.83	2.83
2028 Families	6,827	35,947	74,496
2028 Average Family Size	2.77	2.80	2.79
2023-2028 Annual Rate	0.41%	0.56%	0.70%
Housing Unit Summary			
2000 Housing Units	11,400	63,600	140,793
Owner Occupied Housing Units	58.9%	50.4%	46.9%
Renter Occupied Housing Units	35.4%	43.9%	46.7%
Vacant Housing Units	5.7%	5.7%	6.3%
2010 Housing Units	12,160	72,785	157,492
Owner Occupied Housing Units	58.1%	47.8%	45.4%
Renter Occupied Housing Units	36.9%	45.6%	47.5%
Vacant Housing Units	5.0%	6.6%	7.1%
2020 Housing Units	14,317	92,087	187,178
Vacant Housing Units	6.1%	8.2%	7.8%
2023 Housing Units	14,816	97,764	196,611
Owner Occupied Housing Units	55.2%	40.6%	41.7%
Renter Occupied Housing Units	37.6%	50.1%	49.5%
Vacant Housing Units	7.1%	9.2%	8.8%
2028 Housing Units	15,045	101,328	205,109
Owner Occupied Housing Units	55.2%	39.7%	40.5%
Renter Occupied Housing Units	37.9%	51.9%	51.3%
Vacant Housing Units	6.9%	8.4%	8.3%
Median Household Income			
2023	\$105,824	\$91,422	\$86,378
2028	\$124,203	\$106,647	\$102,798
Median Home Value			
2023	\$622,456	\$625,292	\$604,945
2028	\$637,903	\$649,738	\$638,635
Per Capita Income			
2023	\$64,802	\$63,571	\$60,505
2028	\$75,502	\$74,320	\$71,189
Median Age			
2010	34.3	36.2	35.8
2023	36.5	38.4	38.3
2028	37.4	38.8	39.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	13,759	88,726	179,336
<\$15,000	8.3%	9.6%	10.1%
\$15,000 - \$24,999	4.2%	4.9%	5.2%
\$25,000 - \$34,999	3.6%	5.5%	5.8%
\$35,000 - \$49,999	5.2%	7.3%	8.0%
\$50,000 - \$74,999	13.5%	14.1%	14.6%
\$75,000 - \$99,999	12.2%	11.9%	12.1%
\$100,000 - \$149,999	18.2%	19.3%	18.8%
\$150,000 - \$199,999	14.7%	11.5%	10.9%
\$200,000+	20.1%	15.9%	14.6%
Average Household Income	\$149,076	\$131,467	\$126,212
2028 Households by Income			
Household Income Base	14,012	92,771	188,151
<\$15,000	6.6%	8.2%	8.7%
\$15,000 - \$24,999	3.0%	3.7%	3.9%
\$25,000 - \$34,999	2.6%	4.2%	4.4%
\$35,000 - \$49,999	3.9%	6.0%	6.6%
\$50,000 - \$74,999	11.4%	12.2%	12.7%
\$75,000 - \$99,999	11.5%	11.7%	11.9%
\$100,000 - \$149,999	19.1%	21.1%	20.5%
\$150,000 - \$199,999	18.4%	14.6%	14.0%
\$200,000+	23.6%	18.4%	17.2%
Average Household Income	\$172,491	\$151,466	\$146,134
2023 Owner Occupied Housing Units by Value			
Total	8,181	39,716	81,921
<\$50,000	0.1%	0.3%	0.6%
\$50,000 - \$99,999	0.3%	0.4%	0.7%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.0%	0.2%
\$200,000 - \$249,999	0.0%	0.1%	0.4%
\$250,000 - \$299,999	0.1%	0.4%	0.5%
\$300,000 - \$399,999	1.7%	2.8%	5.3%
\$400,000 - \$499,999	15.0%	17.9%	21.1%
\$500,000 - \$749,999	66.7%	56.0%	50.2%
\$750,000 - \$999,999	14.2%	16.0%	14.0%
\$1,000,000 - \$1,499,999	1.5%	5.2%	5.6%
\$1,500,000 - \$1,999,999	0.2%	0.7%	1.1%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$639,014	\$663,289	\$647,375
2028 Owner Occupied Housing Units by Value			
Total	8,312	40,178	82,983
<\$50,000	0.0%	0.0%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%	0.1%
\$300,000 - \$399,999	0.4%	0.9%	2.1%
\$400,000 - \$499,999	9.4%	12.2%	16.2%
\$500,000 - \$749,999	72.8%	61.5%	56.0%
\$750,000 - \$999,999	14.6%	15.9%	14.1%
\$1,000,000 - \$1,499,999	2.3%	7.8%	8.5%
\$1,500,000 - \$1,999,999	0.4%	1.5%	2.2%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$663,357	\$708,336	\$704,824

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 23, 2023



Market Profile

1222 NE Alberta St, Portland, Oregon, 97211
Rings: 1, 3, 5 mile radii

Prepared by First American NCS

Latitude: 45.55893
Longitude: -122.65298

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	27,981	149,014	318,066
0 - 4	6.8%	5.7%	5.3%
5 - 9	5.1%	4.7%	4.5%
10 - 14	4.3%	3.9%	3.8%
15 - 24	10.7%	10.2%	12.5%
25 - 34	24.7%	23.0%	22.4%
35 - 44	20.0%	18.6%	17.0%
45 - 54	11.3%	13.3%	12.8%
55 - 64	9.7%	11.9%	11.9%
65 - 74	4.4%	5.0%	5.3%
75 - 84	2.0%	2.4%	2.8%
85 +	0.9%	1.3%	1.5%
18 +	81.3%	83.5%	84.1%
2023 Population by Age			
Total	31,328	183,332	374,617
0 - 4	5.6%	4.5%	4.3%
5 - 9	5.1%	4.3%	4.2%
10 - 14	4.8%	4.2%	4.1%
15 - 24	10.6%	10.5%	11.7%
25 - 34	20.8%	19.8%	19.6%
35 - 44	19.5%	18.0%	17.0%
45 - 54	12.1%	13.0%	12.3%
55 - 64	9.5%	11.3%	11.6%
65 - 74	7.8%	9.1%	9.4%
75 - 84	3.3%	3.7%	4.1%
85 +	1.0%	1.5%	1.8%
18 +	81.9%	84.5%	85.0%
2028 Population by Age			
Total	31,689	188,760	386,563
0 - 4	5.5%	4.5%	4.3%
5 - 9	4.7%	4.0%	3.9%
10 - 14	4.5%	3.8%	3.7%
15 - 24	11.0%	11.3%	12.2%
25 - 34	19.4%	19.4%	18.9%
35 - 44	18.5%	17.0%	16.3%
45 - 54	13.2%	13.5%	12.8%
55 - 64	9.4%	10.7%	10.9%
65 - 74	8.0%	9.0%	9.5%
75 - 84	4.4%	5.0%	5.4%
85 +	1.2%	1.7%	2.0%
18 +	82.7%	85.4%	85.8%
2010 Population by Sex			
Males	13,513	74,740	158,983
Females	14,466	74,273	159,085
2023 Population by Sex			
Males	15,315	92,057	187,876
Females	16,014	91,273	186,739
2028 Population by Sex			
Males	15,519	94,413	193,038
Females	16,171	94,348	193,527

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 23, 2023



Market Profile

1222 NE Alberta St, Portland, Oregon, 97211
Rings: 1, 3, 5 mile radii

Prepared by First American NCS

Latitude: 45.55893
Longitude: -122.65298

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	27,978	149,013	318,069
White Alone	67.9%	76.0%	77.7%
Black Alone	20.1%	10.9%	7.5%
American Indian Alone	0.9%	1.0%	1.0%
Asian Alone	2.1%	3.7%	5.3%
Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	3.2%	3.2%	3.3%
Two or More Races	5.4%	4.8%	4.7%
Hispanic Origin	7.9%	7.9%	7.9%
Diversity Index	56.7	49.3	47.4
2020 Population by Race/Ethnicity			
Total	31,092	176,753	364,315
White Alone	68.2%	71.9%	72.1%
Black Alone	13.1%	7.5%	5.9%
American Indian Alone	0.9%	1.1%	1.1%
Asian Alone	3.1%	4.5%	5.7%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	3.0%	3.7%	3.9%
Two or More Races	11.3%	10.9%	10.8%
Hispanic Origin	8.7%	9.8%	10.0%
Diversity Index	58.2	55.7	55.8
2023 Population by Race/Ethnicity			
Total	31,329	183,329	374,617
White Alone	66.7%	70.6%	70.8%
Black Alone	13.9%	7.8%	6.2%
American Indian Alone	0.9%	1.2%	1.1%
Asian Alone	3.2%	4.8%	6.0%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	3.2%	3.9%	4.2%
Two or More Races	11.7%	11.3%	11.3%
Hispanic Origin	9.3%	10.4%	10.6%
Diversity Index	60.1	57.5	57.6
2028 Population by Race/Ethnicity			
Total	31,690	188,760	386,565
White Alone	64.2%	68.3%	68.7%
Black Alone	14.7%	8.2%	6.4%
American Indian Alone	1.0%	1.2%	1.2%
Asian Alone	3.5%	5.2%	6.5%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	3.5%	4.2%	4.5%
Two or More Races	12.8%	12.4%	12.3%
Hispanic Origin	10.0%	11.2%	11.4%
Diversity Index	62.9	60.4	60.3
2010 Population by Relationship and Household Type			
Total	27,979	149,013	318,068
In Households	99.1%	96.6%	96.2%
In Family Households	64.3%	59.7%	59.1%
Householder	20.6%	19.7%	19.8%
Spouse	13.6%	14.3%	14.3%
Child	23.2%	20.2%	19.6%
Other relative	3.3%	2.7%	2.8%
Nonrelative	3.5%	2.7%	2.6%
In Nonfamily Households	34.8%	36.9%	37.1%
In Group Quarters	0.9%	3.4%	3.8%
Institutionalized Population	0.0%	1.0%	0.9%
Noninstitutionalized Population	0.9%	2.5%	2.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

1222 NE Alberta St, Portland, Oregon, 97211
Rings: 1, 3, 5 mile radii

Prepared by First American NCS

Latitude: 45.55893
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	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	23,185	140,072	283,783
Less than 9th Grade	0.7%	1.3%	1.7%
9th - 12th Grade, No Diploma	1.5%	2.0%	2.4%
High School Graduate	8.4%	8.0%	8.9%
GED/Alternative Credential	1.9%	2.4%	2.5%
Some College, No Degree	14.1%	15.1%	16.3%
Associate Degree	5.8%	5.9%	6.2%
Bachelor's Degree	39.8%	40.9%	38.0%
Graduate/Professional Degree	27.7%	24.5%	24.1%
2023 Population 15+ by Marital Status			
Total	26,494	159,392	327,466
Never Married	47.1%	47.2%	46.3%
Married	40.5%	38.7%	38.9%
Widowed	2.5%	2.7%	3.0%
Divorced	9.9%	11.4%	11.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	21,469	120,771	240,255
Population 16+ Employed	94.4%	94.5%	94.7%
Population 16+ Unemployment rate	5.6%	5.5%	5.3%
Population 16-24 Employed	10.4%	10.3%	11.2%
Population 16-24 Unemployment rate	10.8%	10.8%	10.5%
Population 25-54 Employed	73.1%	70.9%	69.3%
Population 25-54 Unemployment rate	4.0%	4.6%	4.4%
Population 55-64 Employed	10.4%	12.4%	12.9%
Population 55-64 Unemployment rate	8.6%	4.7%	5.0%
Population 65+ Employed	6.0%	6.5%	6.6%
Population 65+ Unemployment rate	10.1%	7.9%	5.8%
2023 Employed Population 16+ by Industry			
Total	20,258	114,118	227,478
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	3.1%	3.4%	3.8%
Manufacturing	6.0%	7.0%	7.4%
Wholesale Trade	1.6%	2.2%	2.2%
Retail Trade	9.8%	9.5%	9.5%
Transportation/Utilities	3.8%	4.8%	5.2%
Information	2.5%	2.2%	2.1%
Finance/Insurance/Real Estate	5.8%	5.7%	5.9%
Services	62.3%	60.8%	59.5%
Public Administration	4.7%	4.1%	4.0%
2023 Employed Population 16+ by Occupation			
Total	20,261	114,117	227,479
White Collar	82.0%	78.4%	76.0%
Management/Business/Financial	26.1%	24.8%	22.9%
Professional	41.3%	37.5%	36.9%
Sales	7.5%	7.7%	7.7%
Administrative Support	7.1%	8.4%	8.5%
Services	11.0%	12.1%	12.8%
Blue Collar	7.0%	9.5%	11.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.4%	1.8%	2.1%
Installation/Maintenance/Repair	0.9%	1.2%	1.3%
Production	1.6%	2.4%	2.9%
Transportation/Material Moving	3.1%	4.1%	4.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 23, 2023



Market Profile

1222 NE Alberta St, Portland, Oregon, 97211
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	11,549	68,010	146,323
Households with 1 Person	27.1%	39.0%	39.6%
Households with 2+ People	72.9%	61.0%	60.4%
Family Households	50.5%	43.3%	43.0%
Husband-wife Families	33.3%	31.4%	31.1%
With Related Children	15.9%	13.5%	12.7%
Other Family (No Spouse Present)	17.1%	11.9%	11.9%
Other Family with Male Householder	4.1%	3.2%	3.4%
With Related Children	2.3%	1.7%	1.8%
Other Family with Female Householder	13.1%	8.7%	8.5%
With Related Children	8.3%	5.5%	5.3%
Nonfamily Households	22.5%	17.7%	17.4%
All Households with Children	27.0%	21.1%	20.1%
Multigenerational Households	2.5%	1.7%	1.7%
Unmarried Partner Households	13.4%	11.7%	11.4%
Male-female	10.2%	9.0%	9.0%
Same-sex	3.2%	2.7%	2.4%
2010 Households by Size			
Total	11,550	68,013	146,322
1 Person Household	27.1%	39.0%	39.6%
2 Person Household	35.5%	33.1%	33.9%
3 Person Household	18.3%	13.5%	12.9%
4 Person Household	12.4%	9.3%	8.6%
5 Person Household	4.0%	3.1%	3.0%
6 Person Household	1.5%	1.1%	1.1%
7 + Person Household	1.3%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	11,549	68,006	146,322
Owner Occupied	61.2%	51.2%	48.8%
Owned with a Mortgage/Loan	52.2%	41.8%	38.6%
Owned Free and Clear	9.0%	9.4%	10.2%
Renter Occupied	38.8%	48.8%	51.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	72	59	57
Percent of Income for Mortgage	35.3%	41.1%	42.1%
Wealth Index	119	105	100
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,160	72,785	157,492
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
2010 Population By Urban/ Rural Status			
Total Population	27,980	149,014	318,069
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

1222 NE Alberta St, Portland, Oregon, 97211
Rings: 1, 3, 5 mile radii

Prepared by First American NCS

Latitude: 45.55893
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Emerald City (8B)	Metro Renters (3B)	Emerald City (8B)
2.	Set to Impress (11D)	Emerald City (8B)	Metro Renters (3B)
3.	Urban Chic (2A)	Urban Chic (2A)	Urban Chic (2A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$43,099,734	\$250,411,293	\$487,092,720
Average Spent	\$3,132.48	\$2,822.30	\$2,716.09
Spending Potential Index	142	128	124
Education: Total \$	\$35,192,874	\$207,563,312	\$405,916,291
Average Spent	\$2,557.81	\$2,339.37	\$2,263.44
Spending Potential Index	143	130	126
Entertainment/Recreation: Total \$	\$71,267,549	\$398,752,174	\$774,242,694
Average Spent	\$5,179.70	\$4,494.20	\$4,317.27
Spending Potential Index	137	119	114
Food at Home: Total \$	\$129,120,126	\$738,431,540	\$1,439,694,517
Average Spent	\$9,384.41	\$8,322.61	\$8,027.92
Spending Potential Index	138	122	118
Food Away from Home: Total \$	\$72,849,808	\$422,584,169	\$820,006,631
Average Spent	\$5,294.70	\$4,762.80	\$4,572.46
Spending Potential Index	142	128	123
Health Care: Total \$	\$133,432,884	\$735,833,007	\$1,433,097,128
Average Spent	\$9,697.86	\$8,293.32	\$7,991.13
Spending Potential Index	132	113	109
HH Furnishings & Equipment: Total \$	\$56,760,295	\$320,979,600	\$623,205,232
Average Spent	\$4,125.32	\$3,617.65	\$3,475.07
Spending Potential Index	140	122	118
Personal Care Products & Services: Total \$	\$18,875,283	\$107,818,985	\$209,324,572
Average Spent	\$1,371.85	\$1,215.19	\$1,167.22
Spending Potential Index	143	127	122
Shelter: Total \$	\$488,417,394	\$2,809,543,059	\$5,461,278,963
Average Spent	\$35,498.03	\$31,665.39	\$30,452.78
Spending Potential Index	143	128	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$58,742,507	\$312,770,275	\$607,897,265
Average Spent	\$4,269.39	\$3,525.13	\$3,389.71
Spending Potential Index	136	113	108
Travel: Total \$	\$43,452,890	\$244,537,386	\$472,727,874
Average Spent	\$3,158.14	\$2,756.10	\$2,635.99
Spending Potential Index	140	123	117
Vehicle Maintenance & Repairs: Total \$	\$25,208,285	\$140,379,596	\$272,915,288
Average Spent	\$1,832.13	\$1,582.17	\$1,521.81
Spending Potential Index	140	121	116

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

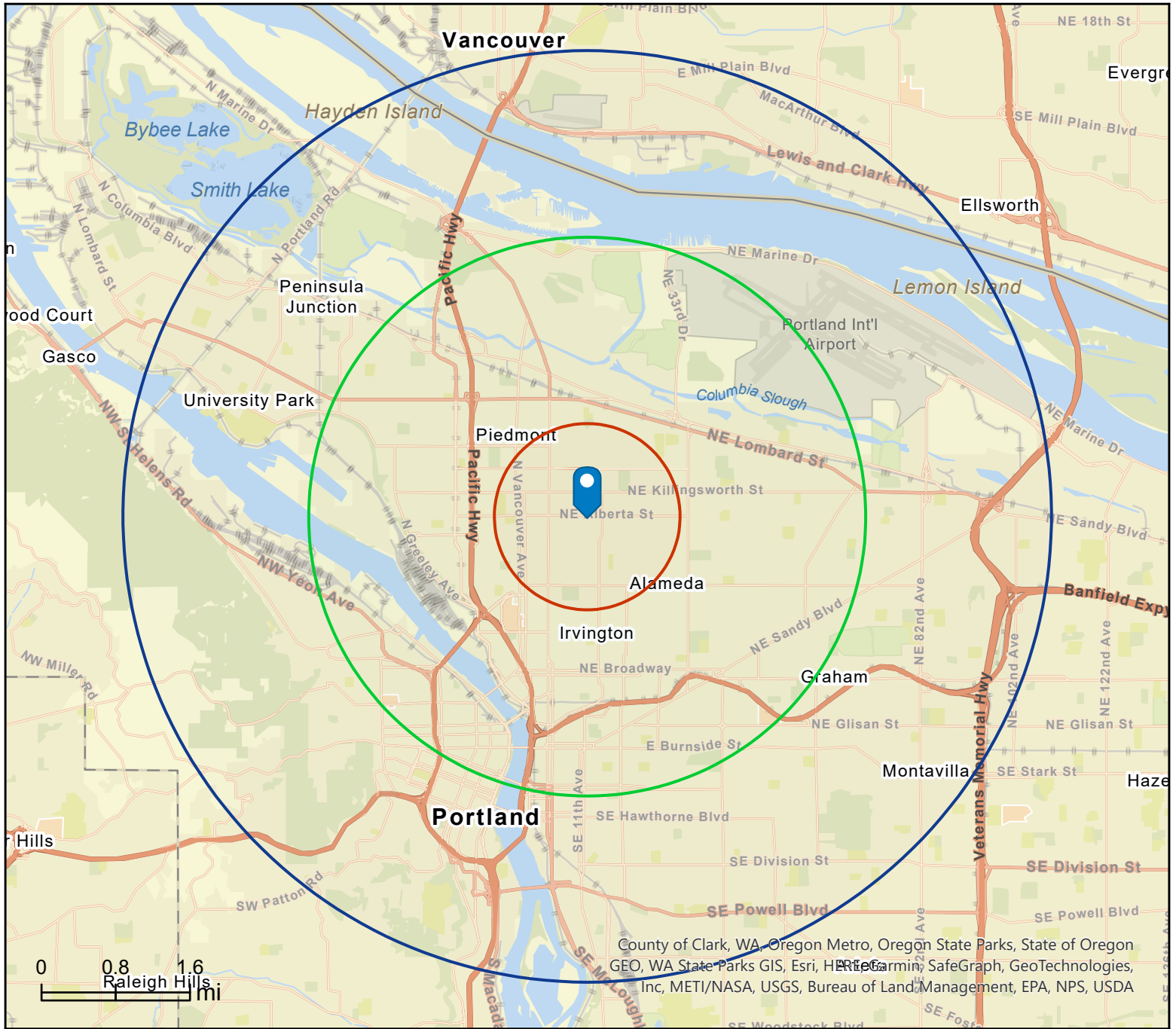
Site Map

1222 NE Alberta St, Portland, Oregon, 97211
 Rings: 1, 3, 5 mile radii

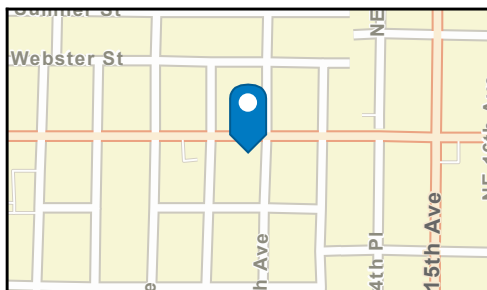
Prepared by First American NCS

Latitude: 45.55893

Longitude: -122.65298



County of Clark, WA, Oregon Metro, Oregon State Parks, State of Oregon GEO, WA State Parks GIS, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA



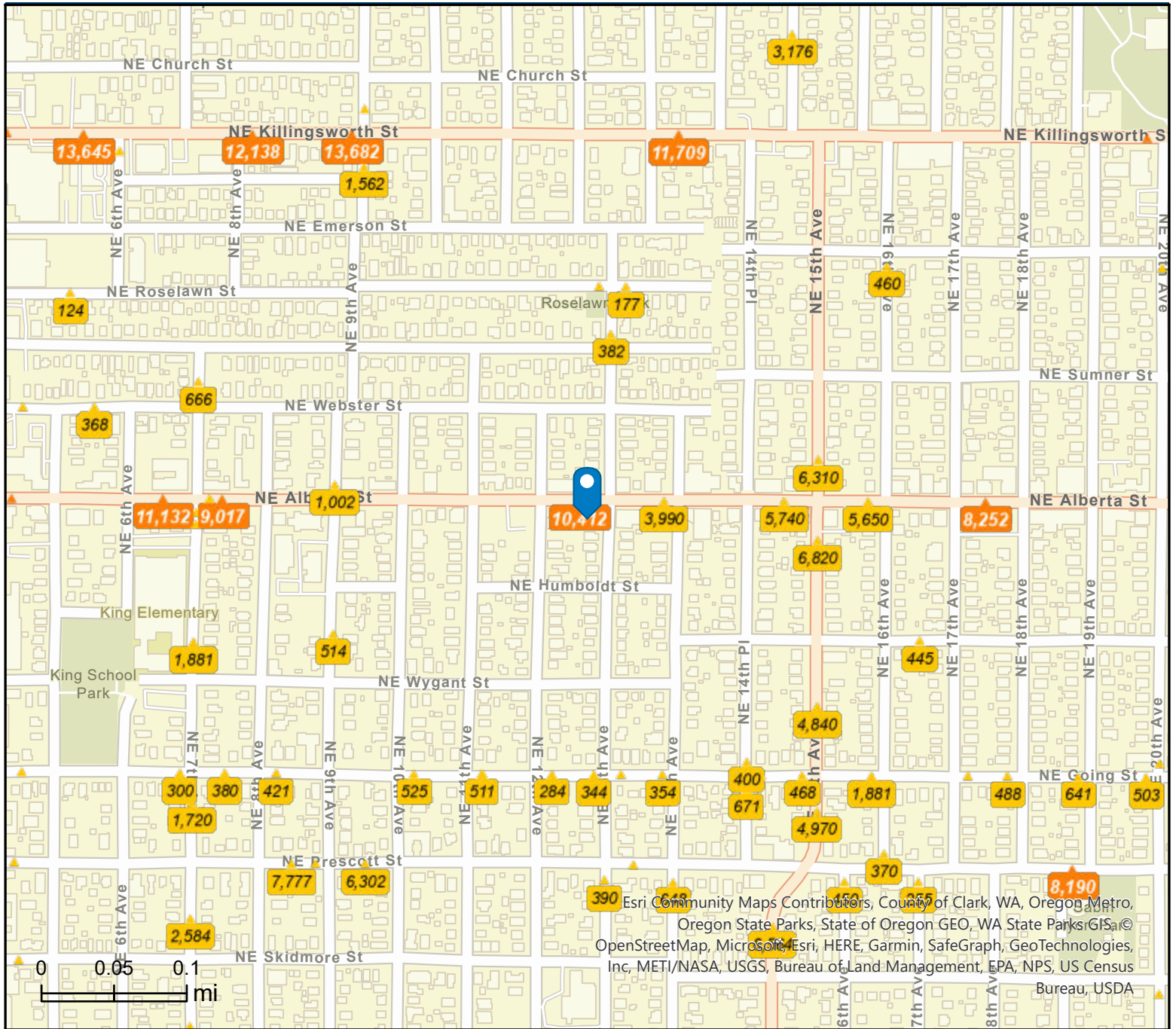
Traffic Count Map - Close Up

1222 NE Alberta St, Portland, Oregon, 97211
 Rings: 1, 3, 5 mile radii

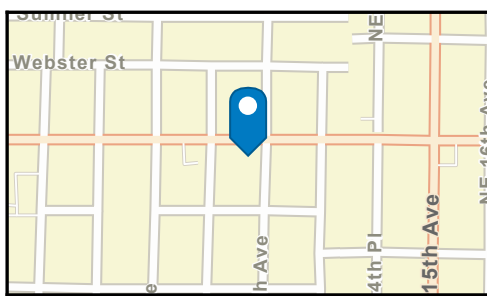
Prepared by First American NCS

Latitude: 45.55893

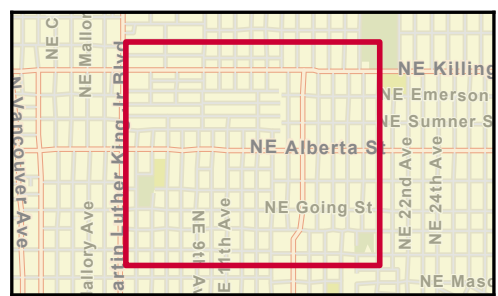
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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q2 2023).

October 23, 2023



Traffic Count Profile

1222 NE Alberta St, Portland, Oregon, 97211
 Rings: 1, 3, 5 mile radii

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Latitude: 45.55893
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Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.01	NE Alberta St	NE 13th Ave (0.02 miles E)	2002	10,412
0.05	Northeast Alberta Street	NE 12th Ave (0.02 miles E)	2019	3,990
0.13	Northeast 13th Avenue	NE Roselawn St (0.01 miles S)	2018	382
0.14	NE Alberta St	NE 15th Ave (0.02 miles E)	2015	5,740
0.15	NE 13th Ave	NE Roselawn St (0.01 miles N)	2004	936
0.16	NE Roselawn St	NE 13th Ave (0.01 miles E)	2004	237
0.16	NE 15th Ave	NE Alberta St (0.03 miles N)	2015	6,820
0.16	NE Roselawn St	NE 13th Ave (0.01 miles W)	2004	177
0.16	NE 15th Ave	NE Alberta St (0.03 miles S)	2015	6,310
0.18	Northeast 9th Avenue	NE Roselawn St (0.02 miles N)	2018	1,002
0.18	NE Going St	NE 13th Ave (0.01 miles E)	2010	344
0.18	NE Going St	NE 12th Ave (0.01 miles W)	2010	284
0.18	NE Going St	NE 13th Ave (0.01 miles W)	2010	654
0.18	NE Going St	NE 14th Ave (0.01 miles E)	2011	354
0.19	NE Going St	NE 11th Ave (0.01 miles W)	2010	297
0.19	Northeast Going Street	NE 9th Ave (0.01 miles W)	2022	511
0.19	NE 9th Ave	NE Humboldt St (0.03 miles N)	2018	514
0.19	NE Alberta St	NE 16th Ave (0.01 miles E)	2015	5,650
0.20	NE 14th Pl	NE Going St (0.01 miles S)	2010	400
0.20	NE Going St	NE 14th Pl (0.01 miles E)	2010	697
0.20	NE 15th Ave	NE Wygant St (0.05 miles N)	2012	4,840
0.21	NE Going St	NE 10th Ave (0.01 miles W)	2010	525
0.21	NE Going St	NE 14th Pl (0.01 miles W)	2012	471
0.22	NE 14th Pl	NE Going St (0.01 miles N)	2010	671
0.23	NE Going St	NE 15th Ave (0.01 miles E)	2016	468
0.24	NE Prescott St	NE 13th Ave (0.02 miles W)	2011	7,108
0.24	NE Wygant St	NE 16th Ave (0.02 miles W)	2009	445
0.25	NE 13th Ave	NE Prescott St (0.01 miles N)	2001	390
0.25	NE Alberta St	NE 7th Ave (0.02 miles W)	2018	9,017
0.26	NE 15th Ave	NE Going St (0.02 miles N)	2012	4,970

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2023 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2023 Kalibrate Technologies (Q2 2023).