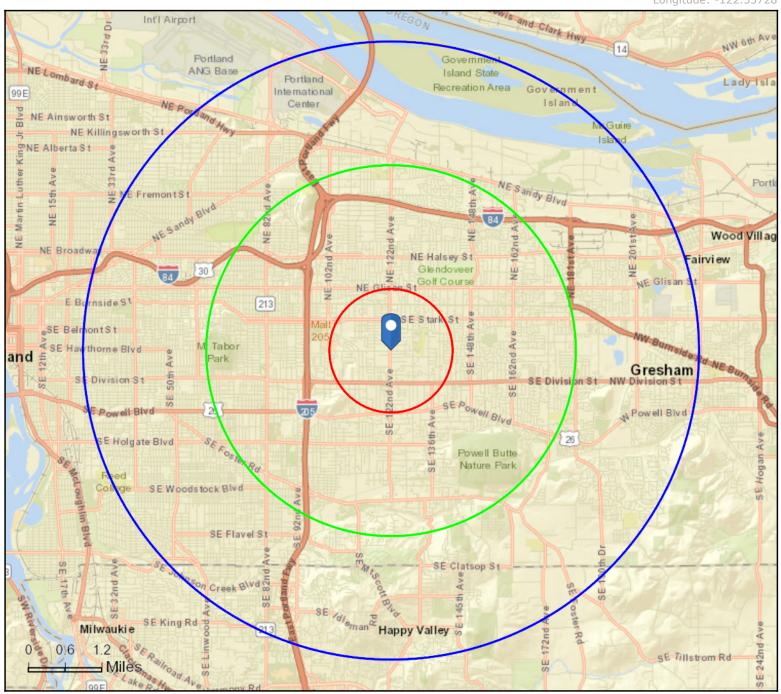# Site Map

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728
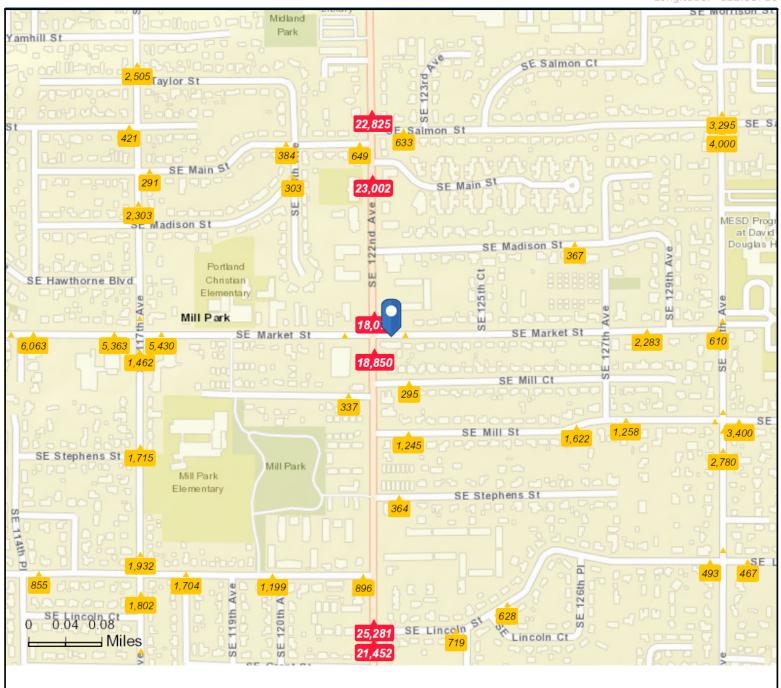
12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728



Map traffic count values:

- 2,505 — Taylor St
- 421
- 291
- 2,303 — SE Madison St
- 22,825 — SE Salmon St
- 633
- 384
- 649
- 303
- 23,002
- 3,295
- 4,000
- 367 — SE Madison St
- SE Hawthorne Blvd
- Mill Park
- 18,0__ — SE Market St
- 18,850
- 6,063
- 5,363
- 5,430
- 1,462
- 2,283
- 610
- 295
- 337
- 1,245
- 1,622
- 1,258
- 3,400
- 2,780
- 1,715 — SE Stephens St
- Mill Park Elementary
- 364 — SE Stephens St
- 1,932
- 855
- 1,704
- 1,199
- 896
- 1,802
- 493
- 467
- 628
- 25,281 — SE Lincoln St
- 719
- 21,452

Scale: 0    0.04    0.08    Miles

**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

July 24, 2018

**First American**

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| Distance: | Street: | Closest Cross-street: | Year of Count: | Count: |
|---|---|---|---|---|
| 0.02 | SE Market St | SE 122nd Ave (0.03 miles W) | 2011 | 2,533 |
| 0.02 | SE 122nd Ave | SE Market St (0.02 miles N) | 2011 | 18,850 |
| 0.03 | SE 122nd Ave | SE Market St (0.02 miles S) | 2011 | 18,070 |
| 0.05 | SE Market St | SE 122nd Ave (0.03 miles E) | 2011 | 4,410 |
| 0.05 | SE Mill Ct | SE 122nd Ave (0.04 miles W) | 2008 | 295 |
| 0.08 | SE Mill Ct | SE 122nd Ave (0.03 miles E) | 2013 | 337 |
| 0.10 | SE Mill St | SE 122nd Ave (0.04 miles W) | 2008 | 1,245 |
| 0.17 | SE Stephens St | SE 122nd Ave (0.03 miles W) | 2008 | 364 |
| 0.17 | SE 122nd Ave | SE Main St (0.02 miles N) | 1992 | 23,002 |
| 0.20 | SE Madison St | SE 120th Ave (0.01 miles NE) | 2008 | 303 |
| 0.21 | SE Main St | SE 122nd Ave (0.02 miles SE) | 1996 | 649 |
| 0.22 | SE Madison St | SE 127th Ave (0.03 miles E) | 2013 | 367 |
| 0.22 | SE Mill St | SE 127th Ave (0.03 miles E) | 2009 | 1,622 |
| 0.22 | SE Salmon St | SE 123rd Ave (0.02 miles E) | 2013 | 633 |
| 0.23 | SE Main St | SE 120th Ave (0.01 miles E) | 2008 | 384 |
| 0.24 | SE 122nd Ave | SE Salmon St (0.03 miles S) | 2013 | 22,825 |
| 0.25 | SE Market St | SE 117th Ave (0.02 miles W) | 1992 | 5,430 |
| 0.26 | SE Lincoln St | SE 122nd Ave (0.01 miles E) | 1997 | 896 |
| 0.27 | SE Mill St | SE 127th Ave (0.02 miles W) | 2008 | 1,258 |
| 0.27 | SE 117th Ave | SE Market St (0.02 miles N) | 2012 | 1,462 |
| 0.27 | SE 117th Ave | SE Market St (0.02 miles S) | 1992 | 3,272 |
| 0.27 | SE Market St | SE 129th Ave (0.02 miles E) | 1997 | 2,283 |
| 0.28 | SE Lincoln St | SE 120th Ave (0.01 miles E) | 2005 | 1,199 |
| 0.29 | SE 117th Ave | SE 114th Pl (0.01 miles S) | 2011 | 1,715 |
| 0.30 | SE Market St | SE 117th Ave (0.03 miles E) | 1996 | 5,363 |
| 0.30 | SE 122nd Ave | SE Lincoln St (0.01 miles S) | 2013 | 25,281 |
| 0.30 | SE 117th Ave | SE Madison St (0.02 miles S) | 2013 | 2,303 |
| 0.31 | SE Lincoln St | SE Lincoln Ct (0.02 miles SW) | 2012 | 628 |
| 0.31 | SE Main St | SE 117th Ave (0.01 miles W) | 1996 | 291 |
| 0.31 | SE Lincoln St | SE 122nd Ave (0.01 miles W) | 1997 | 565 |

**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 2017 to 1963. Over 25% of the counts were taken between 2010 and 2017 and over 77% of the counts were taken between 2000 and 2017. 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:** ©2018 Kalibrate Technologies (Q1 2018).

July 24, 2018

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| Data for all businesses in area | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| Total Businesses: | 729 | 4,501 | 12,444 |
| Total Employees: | 7,827 | 46,926 | 137,473 |
| Total Residential Population: | 27,295 | 194,245 | 424,576 |
| Employee/Residential Population Ratio (per 100 Residents) | 29 | 24 | 32 |

| | Businesses | | Employees | | Businesses | | Employees | | Businesses | | Employees | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| by SIC Codes | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Agriculture & Mining | 11 | 1.5% | 135 | 1.7% | 76 | 1.7% | 471 | 1.0% | 192 | 1.5% | 1,291 | 0.9% |
| Construction | 44 | 6.0% | 322 | 4.1% | 313 | 7.0% | 1,622 | 3.5% | 893 | 7.2% | 6,151 | 4.5% |
| Manufacturing | 11 | 1.5% | 64 | 0.8% | 105 | 2.3% | 826 | 1.8% | 452 | 3.6% | 11,851 | 8.6% |
| Transportation | 16 | 2.2% | 183 | 2.3% | 103 | 2.3% | 897 | 1.9% | 340 | 2.7% | 7,291 | 5.3% |
| Communication | 9 | 1.2% | 37 | 0.5% | 52 | 1.2% | 313 | 0.7% | 102 | 0.8% | 894 | 0.7% |
| Utility | 2 | 0.3% | 13 | 0.2% | 9 | 0.2% | 50 | 0.1% | 28 | 0.2% | 305 | 0.2% |
| Wholesale Trade | 15 | 2.1% | 109 | 1.4% | 118 | 2.6% | 888 | 1.9% | 478 | 3.8% | 6,153 | 4.5% |
| | | | | | | | | | | | | |
| Retail Trade Summary | 164 | 22.5% | 2,118 | 27.1% | 1,119 | 24.9% | 12,657 | 27.0% | 3,000 | 24.1% | 34,053 | 24.8% |
|   Home Improvement | 7 | 1.0% | 85 | 1.1% | 72 | 1.6% | 700 | 1.5% | 194 | 1.6% | 2,039 | 1.5% |
|   General Merchandise Stores | 2 | 0.3% | 90 | 1.1% | 33 | 0.7% | 1,851 | 3.9% | 74 | 0.6% | 4,072 | 3.0% |
|   Food Stores | 28 | 3.8% | 211 | 2.7% | 160 | 3.6% | 1,790 | 3.8% | 359 | 2.9% | 5,205 | 3.8% |
|   Auto Dealers, Gas Stations, Auto Aftermarket | 23 | 3.2% | 539 | 6.9% | 160 | 3.6% | 1,494 | 3.2% | 337 | 2.7% | 2,864 | 2.1% |
|   Apparel & Accessory Stores | 5 | 0.7% | 15 | 0.2% | 31 | 0.7% | 115 | 0.2% | 112 | 0.9% | 847 | 0.6% |
|   Furniture & Home Furnishings | 15 | 2.1% | 75 | 1.0% | 73 | 1.6% | 575 | 1.2% | 201 | 1.6% | 1,690 | 1.2% |
|   Eating & Drinking Places | 54 | 7.4% | 739 | 9.4% | 395 | 8.8% | 4,709 | 10.0% | 1,105 | 8.9% | 12,665 | 9.2% |
|   Miscellaneous Retail | 32 | 4.4% | 364 | 4.7% | 195 | 4.3% | 1,423 | 3.0% | 618 | 5.0% | 4,671 | 3.4% |
| | | | | | | | | | | | | |
| Finance, Insurance, Real Estate Summary | 76 | 10.4% | 464 | 5.9% | 410 | 9.1% | 2,219 | 4.7% | 972 | 7.8% | 5,176 | 3.8% |
|   Banks, Savings & Lending Institutions | 14 | 1.9% | 174 | 2.2% | 58 | 1.3% | 561 | 1.2% | 147 | 1.2% | 1,325 | 1.0% |
|   Securities Brokers | 6 | 0.8% | 23 | 0.3% | 38 | 0.8% | 123 | 0.3% | 100 | 0.8% | 376 | 0.3% |
|   Insurance Carriers & Agents | 16 | 2.2% | 67 | 0.9% | 88 | 2.0% | 374 | 0.8% | 181 | 1.5% | 819 | 0.6% |
|   Real Estate, Holding, Other Investment Offices | 40 | 5.5% | 200 | 2.6% | 226 | 5.0% | 1,160 | 2.5% | 544 | 4.4% | 2,655 | 1.9% |
| | | | | | | | | | | | | |
| Services Summary | 334 | 45.8% | 4,029 | 51.5% | 1,911 | 42.5% | 25,981 | 55.4% | 4,991 | 40.1% | 59,985 | 43.6% |
|   Hotels & Lodging | 3 | 0.4% | 11 | 0.1% | 22 | 0.5% | 137 | 0.3% | 86 | 0.7% | 1,367 | 1.0% |
|   Automotive Services | 32 | 4.4% | 159 | 2.0% | 205 | 4.6% | 1,003 | 2.1% | 484 | 3.9% | 2,580 | 1.9% |
|   Motion Pictures & Amusements | 19 | 2.6% | 137 | 1.8% | 118 | 2.6% | 842 | 1.8% | 333 | 2.7% | 2,615 | 1.9% |
|   Health Services | 83 | 11.4% | 1,883 | 24.1% | 398 | 8.8% | 12,350 | 26.3% | 947 | 7.6% | 22,895 | 16.7% |
|   Legal Services | 5 | 0.7% | 20 | 0.3% | 30 | 0.7% | 105 | 0.2% | 91 | 0.7% | 361 | 0.3% |
|   Education Institutions & Libraries | 22 | 3.0% | 762 | 9.7% | 126 | 2.8% | 4,895 | 10.4% | 262 | 2.1% | 8,858 | 6.4% |
|   Other Services | 171 | 23.5% | 1,056 | 13.5% | 1,012 | 22.5% | 6,648 | 14.2% | 2,788 | 22.4% | 21,310 | 15.5% |
| | | | | | | | | | | | | |
| Government | 9 | 1.2% | 352 | 4.5% | 36 | 0.8% | 908 | 1.9% | 136 | 1.1% | 3,948 | 2.9% |
| | | | | | | | | | | | | |
| Unclassified Establishments | 37 | 5.1% | 0 | 0.0% | 248 | 5.5% | 96 | 0.2% | 860 | 6.9% | 373 | 0.3% |
| | | | | | | | | | | | | |
| Totals | 729 | 100.0% | 7,827 | 100.0% | 4,501 | 100.0% | 46,926 | 100.0% | 12,444 | 100.0% | 137,473 | 100.0% |

**Source:** Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.
**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.

July 24, 2018

# Business Summary

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| by NAICS Codes | Businesses Number | Businesses Percent | Employees Number | Employees Percent | Businesses Number | Businesses Percent | Employees Number | Employees Percent | Businesses Number | Businesses Percent | Employees Number | Employees Percent |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Agriculture, Forestry, Fishing & Hunting | 0 | 0.0% | 0 | 0.0% | 7 | 0.2% | 13 | 0.0% | 25 | 0.2% | 144 | 0.1% |
| Mining | 0 | 0.0% | 0 | 0.0% | 4 | 0.1% | 45 | 0.1% | 5 | 0.0% | 45 | 0.0% |
| Utilities | 0 | 0.0% | 0 | 0.0% | 3 | 0.1% | 18 | 0.0% | 7 | 0.1% | 37 | 0.0% |
| Construction | 49 | 6.7% | 341 | 4.4% | 342 | 7.6% | 1,738 | 3.7% | 987 | 7.9% | 6,833 | 5.0% |
| Manufacturing | 11 | 1.5% | 61 | 0.8% | 118 | 2.6% | 901 | 1.9% | 474 | 3.8% | 11,930 | 8.7% |
| Wholesale Trade | 12 | 1.6% | 74 | 0.9% | 100 | 2.2% | 770 | 1.6% | 436 | 3.5% | 5,917 | 4.3% |
| Retail Trade | 112 | 15.4% | 1,400 | 17.9% | 713 | 15.8% | 7,905 | 16.8% | 1,863 | 15.0% | 21,102 | 15.3% |
| Motor Vehicle & Parts Dealers | 17 | 2.3% | 512 | 6.5% | 115 | 2.6% | 1,226 | 2.6% | 257 | 2.1% | 2,370 | 1.7% |
| Furniture & Home Furnishings Stores | 7 | 1.0% | 35 | 0.4% | 38 | 0.8% | 195 | 0.4% | 103 | 0.8% | 752 | 0.5% |
| Electronics & Appliance Stores | 7 | 1.0% | 34 | 0.4% | 26 | 0.6% | 335 | 0.7% | 61 | 0.5% | 660 | 0.5% |
| Bldg Material & Garden Equipment & Supplies Dealers | 7 | 1.0% | 85 | 1.1% | 72 | 1.6% | 700 | 1.5% | 191 | 1.5% | 2,028 | 1.5% |
| Food & Beverage Stores | 25 | 3.4% | 197 | 2.5% | 147 | 3.3% | 1,701 | 3.6% | 326 | 2.6% | 4,912 | 3.6% |
| Health & Personal Care Stores | 13 | 1.8% | 139 | 1.8% | 65 | 1.4% | 475 | 1.0% | 178 | 1.4% | 1,655 | 1.2% |
| Gasoline Stations | 5 | 0.7% | 27 | 0.3% | 47 | 1.0% | 285 | 0.6% | 81 | 0.7% | 533 | 0.4% |
| Clothing & Clothing Accessories Stores | 5 | 0.7% | 15 | 0.2% | 39 | 0.9% | 337 | 0.7% | 141 | 1.1% | 1,145 | 0.8% |
| Sport Goods, Hobby, Book, & Music Stores | 7 | 1.0% | 180 | 2.3% | 30 | 0.7% | 329 | 0.7% | 126 | 1.0% | 1,100 | 0.8% |
| General Merchandise Stores | 2 | 0.3% | 90 | 1.1% | 33 | 0.7% | 1,851 | 3.9% | 74 | 0.6% | 4,072 | 3.0% |
| Miscellaneous Store Retailers | 16 | 2.2% | 84 | 1.1% | 90 | 2.0% | 444 | 0.9% | 290 | 2.3% | 1,710 | 1.2% |
| Nonstore Retailers | 1 | 0.1% | 2 | 0.0% | 11 | 0.2% | 28 | 0.1% | 34 | 0.3% | 165 | 0.1% |
| Transportation & Warehousing | 17 | 2.3% | 190 | 2.4% | 98 | 2.2% | 917 | 2.0% | 297 | 2.4% | 7,223 | 5.3% |
| Information | 13 | 1.8% | 99 | 1.3% | 91 | 2.0% | 760 | 1.6% | 249 | 2.0% | 2,679 | 1.9% |
| Finance & Insurance | 37 | 5.1% | 274 | 3.5% | 193 | 4.3% | 1,105 | 2.4% | 445 | 3.6% | 2,591 | 1.9% |
| Central Bank/Credit Intermediation & Related Activities | 15 | 2.1% | 184 | 2.4% | 64 | 1.4% | 594 | 1.3% | 155 | 1.2% | 1,363 | 1.0% |
| Securities, Commodity Contracts & Other Financial | 6 | 0.8% | 23 | 0.3% | 41 | 0.9% | 137 | 0.3% | 108 | 0.9% | 407 | 0.3% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 16 | 2.2% | 67 | 0.9% | 88 | 2.0% | 374 | 0.8% | 182 | 1.5% | 821 | 0.6% |
| Real Estate, Rental & Leasing | 48 | 6.6% | 213 | 2.7% | 292 | 6.5% | 1,288 | 2.7% | 697 | 5.6% | 3,249 | 2.4% |
| Professional, Scientific & Tech Services | 46 | 6.3% | 284 | 3.6% | 256 | 5.7% | 1,294 | 2.8% | 867 | 7.0% | 5,229 | 3.8% |
| Legal Services | 5 | 0.7% | 27 | 0.3% | 33 | 0.7% | 119 | 0.3% | 102 | 0.8% | 417 | 0.3% |
| Management of Companies & Enterprises | 1 | 0.1% | 9 | 0.1% | 2 | 0.0% | 24 | 0.1% | 10 | 0.1% | 121 | 0.1% |
| Administrative & Support & Waste Management & Remediation | 30 | 4.1% | 217 | 2.8% | 166 | 3.7% | 873 | 1.9% | 431 | 3.5% | 3,293 | 2.4% |
| Educational Services | 26 | 3.6% | 744 | 9.5% | 140 | 3.1% | 4,770 | 10.2% | 308 | 2.5% | 8,748 | 6.4% |
| Health Care & Social Assistance | 115 | 15.8% | 2,205 | 28.2% | 565 | 12.6% | 14,301 | 30.5% | 1,339 | 10.8% | 28,995 | 21.1% |
| Arts, Entertainment & Recreation | 10 | 1.4% | 125 | 1.6% | 61 | 1.4% | 809 | 1.7% | 197 | 1.6% | 2,150 | 1.6% |
| Accommodation & Food Services | 56 | 7.7% | 749 | 9.6% | 419 | 9.3% | 4,861 | 10.4% | 1,199 | 9.6% | 14,098 | 10.3% |
| Accommodation | 3 | 0.4% | 11 | 0.1% | 22 | 0.5% | 137 | 0.3% | 86 | 0.7% | 1,367 | 1.0% |
| Food Services & Drinking Places | 54 | 7.4% | 739 | 9.4% | 398 | 8.8% | 4,724 | 10.1% | 1,113 | 8.9% | 12,732 | 9.3% |
| Other Services (except Public Administration) | 99 | 13.6% | 468 | 6.0% | 647 | 14.4% | 3,511 | 7.5% | 1,609 | 12.9% | 8,750 | 6.4% |
| Automotive Repair & Maintenance | 23 | 3.2% | 121 | 1.5% | 174 | 3.9% | 862 | 1.8% | 391 | 3.1% | 1,852 | 1.3% |
| Public Administration | 10 | 1.4% | 372 | 4.8% | 37 | 0.8% | 928 | 2.0% | 137 | 1.1% | 3,968 | 2.9% |
| | | | | | | | | | | | | |
| Unclassified Establishments | 37 | 5.1% | 0 | 0.0% | 248 | 5.5% | 96 | 0.2% | 859 | 6.9% | 370 | 0.3% |
| | | | | | | | | | | | | |
| Total | 729 | 100.0% | 7,827 | 100.0% | 4,501 | 100.0% | 46,926 | 100.0% | 12,444 | 100.0% | 137,473 | 100.0% |

**Source:** Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.
**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.

July 24, 2018

# Executive Summary

12208 SE Market St, Portland, Oregon, 97233          Prepared by First American Title NCS
Rings: 1, 3, 5 mile radii                                                    Latitude: 45.51152
                                                                            Longitude: -122.53728

|  | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **Population** | | | |
| 2000 Population | 19,896 | 154,948 | 344,380 |
| 2010 Population | 24,532 | 176,858 | 386,794 |
| 2018 Population | 27,295 | 194,245 | 424,576 |
| 2023 Population | 29,111 | 205,488 | 449,821 |
| 2000-2010 Annual Rate | 2.12% | 1.33% | 1.17% |
| 2010-2018 Annual Rate | 1.30% | 1.14% | 1.14% |
| 2018-2023 Annual Rate | 1.30% | 1.13% | 1.16% |
| 2018 Male Population | 49.1% | 49.1% | 49.2% |
| 2018 Female Population | 50.9% | 50.9% | 50.8% |
| 2018 Median Age | 34.4 | 36.5 | 37.2 |

In the identified area, the current year population is 424,576. In 2010, the Census count in the area was 386,794. The rate of change since 2010 was 1.14% annually. The five-year projection for the population in the area is 449,821 representing a change of 1.16% annually from 2018 to 2023. Currently, the population is 49.2% male and 50.8% female.

### Median Age

The median age in this area is 34.4, compared to U.S. median age of 38.3.

| **Race and Ethnicity** | | | |
|---|---|---|---|
| 2018 White Alone | 63.7% | 64.8% | 70.9% |
| 2018 Black Alone | 7.2% | 6.2% | 4.9% |
| 2018 American Indian/Alaska Native Alone | 1.1% | 1.2% | 1.0% |
| 2018 Asian Alone | 12.4% | 13.1% | 10.6% |
| 2018 Pacific Islander Alone | 1.0% | 1.1% | 0.8% |
| 2018 Other Race | 9.2% | 8.3% | 6.7% |
| 2018 Two or More Races | 5.3% | 5.4% | 5.1% |
| 2018 Hispanic Origin (Any Race) | 17.6% | 15.8% | 13.4% |

Persons of Hispanic origin represent 13.4% of the population in the identified area compared to 18.3% 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 60.4 in the identified area, compared to 64.3 for the U.S. as a whole.

| **Households** | | | |
|---|---|---|---|
| 2000 Households | 7,333 | 57,940 | 134,176 |
| 2010 Households | 8,700 | 65,097 | 149,432 |
| 2018 Total Households | 9,422 | 69,696 | 160,210 |
| 2023 Total Households | 9,959 | 73,104 | 168,429 |
| 2000-2010 Annual Rate | 1.72% | 1.17% | 1.08% |
| 2010-2018 Annual Rate | 0.97% | 0.83% | 0.85% |
| 2018-2023 Annual Rate | 1.11% | 0.96% | 1.01% |
| 2018  Average Household Size | 2.84 | 2.73 | 2.60 |

The household count in this area has changed from 149,432 in 2010 to 160,210 in the current year, a change of 0.85% annually. The five-year projection of households is 168,429, a change of 1.01% annually from the current year total. Average household size is currently 2.60, compared to 2.54 in the year 2010. The number of families in the current year is 95,050 in the specified area.

July 24, 2018

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **Median Household Income** | | | |
| 2018 Median Household Income | $47,242 | $51,918 | $56,759 |
| 2023 Median Household Income | $53,586 | $56,807 | $62,790 |
| 2018-2023 Annual Rate | 2.55% | 1.82% | 2.04% |
| **Average Household Income** | | | |
| 2018 Average Household Income | $62,261 | $65,399 | $75,333 |
| 2023 Average Household Income | $73,666 | $75,617 | $86,068 |
| 2018-2023 Annual Rate | 3.42% | 2.95% | 2.70% |
| **Per Capita Income** | | | |
| 2018 Per Capita Income | $22,111 | $24,047 | $28,967 |
| 2023 Per Capita Income | $25,810 | $27,466 | $32,752 |
| 2018-2023 Annual Rate | 3.14% | 2.69% | 2.49% |
| **Households by Income** | | | |

Current median  household income is $56,759 in the area, compared to $58,100 for all U.S. households. Median household income is projected to be $62,790 in five years, compared to $65,727 for all U.S. households

Current average household income is $75,333 in this area, compared to $83,694 for all U.S. households.  Average household income is projected to be $86,068 in five years, compared to $96,109 for all U.S. households

Current per capita income is $28,967 in the area, compared to the U.S. per capita income of $31,950.  The per capita income is projected to be $32,752 in five years, compared to $36,530 for all U.S. households

| | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **Housing** | | | |
| 2000 Total Housing Units | 7,758 | 61,113 | 141,550 |
| 2000 Owner Occupied Housing Units | 4,051 | 34,926 | 80,792 |
| 2000 Renter Occupied Housing Units | 3,282 | 23,014 | 53,385 |
| 2000 Vacant Housing Units | 425 | 3,173 | 7,373 |
| 2010 Total Housing Units | 9,225 | 69,009 | 157,859 |
| 2010 Owner Occupied Housing Units | 4,075 | 35,633 | 84,836 |
| 2010 Renter Occupied Housing Units | 4,625 | 29,464 | 64,596 |
| 2010 Vacant Housing Units | 525 | 3,912 | 8,427 |
| 2018 Total Housing Units | 9,681 | 72,883 | 167,487 |
| 2018 Owner Occupied Housing Units | 4,286 | 37,239 | 88,866 |
| 2018 Renter Occupied Housing Units | 5,136 | 32,457 | 71,343 |
| 2018 Vacant Housing Units | 259 | 3,187 | 7,277 |
| 2023 Total Housing Units | 10,182 | 76,122 | 175,482 |
| 2023 Owner Occupied Housing Units | 4,691 | 40,260 | 95,825 |
| 2023 Renter Occupied Housing Units | 5,268 | 32,844 | 72,604 |
| 2023 Vacant Housing Units | 223 | 3,018 | 7,053 |

Currently, 53.1% of the 167,487 housing units in the area are owner occupied; 42.6%, renter occupied; and 4.3% are vacant.  Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant.  In 2010, there were 157,859 housing units in the area - 53.7% owner occupied, 40.9% renter occupied, and 5.3% vacant.  The annual rate of change in housing units since 2010 is 2.67%. Median home value in the area is $289,553, compared to a median home value of $218,492 for the U.S. In five years, median value is projected to change by 3.36% annually to $341,612.

July 24, 2018

# Market Profile

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **Population Summary** | | | |
| 2000 Total Population | 19,896 | 154,948 | 344,380 |
| 2010 Total Population | 24,532 | 176,858 | 386,794 |
| 2018 Total Population | 27,295 | 194,245 | 424,576 |
| 2018 Group Quarters | 494 | 3,655 | 7,636 |
| 2023 Total Population | 29,111 | 205,488 | 449,821 |
| 2018-2023 Annual Rate | 1.30% | 1.13% | 1.16% |
| 2018 Total Daytime Population | 24,005 | 155,720 | 357,914 |
| Workers | 9,646 | 52,816 | 151,072 |
| Residents | 14,359 | 102,904 | 206,842 |
| **Household Summary** | | | |
| 2000 Households | 7,333 | 57,940 | 134,176 |
| 2000 Average Household Size | 2.68 | 2.61 | 2.52 |
| 2010 Households | 8,700 | 65,097 | 149,432 |
| 2010 Average Household Size | 2.76 | 2.66 | 2.54 |
| 2018 Households | 9,422 | 69,696 | 160,210 |
| 2018 Average Household Size | 2.84 | 2.73 | 2.60 |
| 2023 Households | 9,959 | 73,104 | 168,429 |
| 2023 Average Household Size | 2.87 | 2.76 | 2.63 |
| 2018-2023 Annual Rate | 1.11% | 0.96% | 1.01% |
| 2010 Families | 5,556 | 40,778 | 89,001 |
| 2010 Average Family Size | 3.38 | 3.25 | 3.14 |
| 2018 Families | 6,012 | 43,559 | 95,050 |
| 2018 Average Family Size | 3.45 | 3.32 | 3.20 |
| 2023 Families | 6,364 | 45,744 | 99,982 |
| 2023 Average Family Size | 3.47 | 3.34 | 3.21 |
| 2018-2023 Annual Rate | 1.14% | 0.98% | 1.02% |
| **Housing Unit Summary** | | | |
| 2000 Housing Units | 7,758 | 61,113 | 141,550 |
| Owner Occupied Housing Units | 52.2% | 57.1% | 57.1% |
| Renter Occupied Housing Units | 42.3% | 37.7% | 37.7% |
| Vacant Housing Units | 5.5% | 5.2% | 5.2% |
| 2010 Housing Units | 9,225 | 69,009 | 157,859 |
| Owner Occupied Housing Units | 44.2% | 51.6% | 53.7% |
| Renter Occupied Housing Units | 50.1% | 42.7% | 40.9% |
| Vacant Housing Units | 5.7% | 5.7% | 5.3% |
| 2018 Housing Units | 9,681 | 72,883 | 167,487 |
| Owner Occupied Housing Units | 44.3% | 51.1% | 53.1% |
| Renter Occupied Housing Units | 53.1% | 44.5% | 42.6% |
| Vacant Housing Units | 2.7% | 4.4% | 4.3% |
| 2023 Housing Units | 10,182 | 76,122 | 175,482 |
| Owner Occupied Housing Units | 46.1% | 52.9% | 54.6% |
| Renter Occupied Housing Units | 51.7% | 43.1% | 41.4% |
| Vacant Housing Units | 2.2% | 4.0% | 4.0% |
| **Median Household Income** | | | |
| 2018 | $47,242 | $51,918 | $56,759 |
| 2023 | $53,586 | $56,807 | $62,790 |
| **Median Home Value** | | | |
| 2018 | $241,674 | $249,951 | $289,553 |
| 2023 | $287,043 | $299,997 | $341,612 |
| **Per Capita Income** | | | |
| 2018 | $22,111 | $24,047 | $28,967 |
| 2023 | $25,810 | $27,466 | $32,752 |
| **Median Age** | | | |
| 2010 | 33.4 | 35.1 | 35.7 |
| 2018 | 34.4 | 36.5 | 37.2 |
| 2023 | 34.9 | 37.1 | 37.9 |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 24, 2018

# Market Profile

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

|  | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **2018 Households by Income** | | | |
| Household Income Base | 9,422 | 69,696 | 160,210 |
| <$15,000 | 11.9% | 12.0% | 10.2% |
| $15,000 - $24,999 | 11.8% | 10.6% | 9.3% |
| $25,000 - $34,999 | 12.9% | 10.7% | 9.9% |
| $35,000 - $49,999 | 15.6% | 14.2% | 13.6% |
| $50,000 - $74,999 | 19.9% | 20.8% | 19.6% |
| $75,000 - $99,999 | 10.3% | 12.7% | 13.3% |
| $100,000 - $149,999 | 12.1% | 13.0% | 14.8% |
| $150,000 - $199,999 | 2.5% | 3.2% | 4.9% |
| $200,000+ | 3.0% | 2.7% | 4.4% |
| Average Household Income | $62,261 | $65,399 | $75,333 |
| **2023 Households by Income** | | | |
| Household Income Base | 9,959 | 73,104 | 168,429 |
| <$15,000 | 9.2% | 9.7% | 8.3% |
| $15,000 - $24,999 | 10.1% | 9.4% | 8.2% |
| $25,000 - $34,999 | 11.7% | 9.8% | 9.1% |
| $35,000 - $49,999 | 14.8% | 13.5% | 12.7% |
| $50,000 - $74,999 | 20.2% | 20.7% | 19.2% |
| $75,000 - $99,999 | 11.3% | 13.7% | 14.0% |
| $100,000 - $149,999 | 15.3% | 15.8% | 17.5% |
| $150,000 - $199,999 | 3.2% | 3.8% | 5.6% |
| $200,000+ | 4.1% | 3.6% | 5.3% |
| Average Household Income | $73,666 | $75,617 | $86,068 |
| **2018 Owner Occupied Housing Units by Value** | | | |
| Total | 4,286 | 37,239 | 88,866 |
| <$50,000 | 5.4% | 4.1% | 3.8% |
| $50,000 - $99,999 | 2.8% | 1.8% | 1.4% |
| $100,000 - $149,999 | 6.1% | 5.6% | 3.8% |
| $150,000 - $199,999 | 12.7% | 15.1% | 10.3% |
| $200,000 - $249,999 | 27.5% | 23.5% | 17.6% |
| $250,000 - $299,999 | 20.5% | 18.7% | 16.4% |
| $300,000 - $399,999 | 18.6% | 20.4% | 23.5% |
| $400,000 - $499,999 | 3.3% | 6.8% | 12.8% |
| $500,000 - $749,999 | 1.6% | 3.0% | 7.8% |
| $750,000 - $999,999 | 0.8% | 0.6% | 1.7% |
| $1,000,000 - $1,499,999 | 0.2% | 0.3% | 0.7% |
| $1,500,000 - $1,999,999 | 0.0% | 0.0% | 0.0% |
| $2,000,000 + | 0.3% | 0.1% | 0.1% |
| Average Home Value | $260,024 | $272,386 | $323,588 |
| **2023 Owner Occupied Housing Units by Value** | | | |
| Total | 4,691 | 40,260 | 95,825 |
| <$50,000 | 4.8% | 3.5% | 3.3% |
| $50,000 - $99,999 | 1.8% | 1.2% | 1.0% |
| $100,000 - $149,999 | 2.9% | 2.8% | 2.0% |
| $150,000 - $199,999 | 5.9% | 7.4% | 5.1% |
| $200,000 - $249,999 | 18.3% | 16.5% | 11.8% |
| $250,000 - $299,999 | 22.2% | 18.6% | 14.9% |
| $300,000 - $399,999 | 29.8% | 29.5% | 28.8% |
| $400,000 - $499,999 | 6.9% | 11.7% | 17.5% |
| $500,000 - $749,999 | 4.2% | 6.5% | 11.9% |
| $750,000 - $999,999 | 2.2% | 1.3% | 2.5% |
| $1,000,000 - $1,499,999 | 0.5% | 0.6% | 1.1% |
| $1,500,000 - $1,999,999 | 0.0% | 0.1% | 0.0% |
| $2,000,000 + | 0.6% | 0.2% | 0.1% |
| Average Home Value | $319,662 | $328,862 | $373,578 |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 24, 2018

# Market Profile

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **2010 Population by Age** | | | |
| Total | 24,531 | 176,855 | 386,790 |
| 0 - 4 | 8.1% | 7.4% | 6.9% |
| 5 - 9 | 7.2% | 6.7% | 6.3% |
| 10 - 14 | 6.9% | 6.4% | 5.9% |
| 15 - 24 | 14.4% | 13.3% | 12.6% |
| 25 - 34 | 15.9% | 16.0% | 17.2% |
| 35 - 44 | 13.4% | 13.8% | 15.1% |
| 45 - 54 | 13.3% | 13.4% | 13.7% |
| 55 - 64 | 10.0% | 10.7% | 11.4% |
| 65 - 74 | 4.8% | 5.7% | 5.5% |
| 75 - 84 | 3.7% | 4.2% | 3.5% |
| 85 + | 2.4% | 2.4% | 1.9% |
| 18 + | 73.6% | 75.6% | 77.3% |
| **2018 Population by Age** | | | |
| Total | 27,295 | 194,247 | 424,573 |
| 0 - 4 | 7.6% | 6.9% | 6.3% |
| 5 - 9 | 7.0% | 6.5% | 6.1% |
| 10 - 14 | 6.8% | 6.3% | 5.9% |
| 15 - 24 | 13.9% | 13.0% | 12.3% |
| 25 - 34 | 15.7% | 15.2% | 16.1% |
| 35 - 44 | 13.0% | 13.6% | 14.6% |
| 45 - 54 | 12.1% | 12.3% | 12.7% |
| 55 - 64 | 11.2% | 11.8% | 12.2% |
| 65 - 74 | 6.9% | 7.9% | 8.1% |
| 75 - 84 | 3.4% | 4.1% | 3.7% |
| 85 + | 2.4% | 2.4% | 2.0% |
| 18 + | 74.9% | 76.8% | 78.4% |
| **2023 Population by Age** | | | |
| Total | 29,111 | 205,489 | 449,821 |
| 0 - 4 | 7.6% | 6.9% | 6.3% |
| 5 - 9 | 6.8% | 6.3% | 5.8% |
| 10 - 14 | 6.7% | 6.2% | 5.8% |
| 15 - 24 | 13.0% | 12.3% | 11.9% |
| 25 - 34 | 16.1% | 15.5% | 16.1% |
| 35 - 44 | 13.3% | 13.5% | 14.4% |
| 45 - 54 | 11.4% | 11.9% | 12.4% |
| 55 - 64 | 10.8% | 11.3% | 11.6% |
| 65 - 74 | 8.0% | 9.0% | 9.3% |
| 75 - 84 | 4.0% | 4.8% | 4.6% |
| 85 + | 2.2% | 2.3% | 1.9% |
| 18 + | 75.2% | 77.1% | 78.9% |
| **2010 Population by Sex** | | | |
| Males | 12,027 | 86,686 | 190,321 |
| Females | 12,505 | 90,172 | 196,473 |
| **2018 Population by Sex** | | | |
| Males | 13,410 | 95,281 | 209,042 |
| Females | 13,885 | 98,964 | 215,533 |
| **2023 Population by Sex** | | | |
| Males | 14,339 | 100,956 | 221,886 |
| Females | 14,772 | 104,531 | 227,936 |

July 24, 2018

# Market Profile

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **2010 Population by Race/Ethnicity** | | | |
| Total | 24,531 | 176,858 | 386,795 |
| White Alone | 66.5% | 67.6% | 73.4% |
| Black Alone | 7.3% | 6.3% | 5.0% |
| American Indian Alone | 1.2% | 1.2% | 1.1% |
| Asian Alone | 10.7% | 11.3% | 9.1% |
| Pacific Islander Alone | 0.9% | 0.9% | 0.6% |
| Some Other Race Alone | 8.7% | 7.7% | 6.2% |
| Two or More Races | 4.8% | 4.9% | 4.6% |
| Hispanic Origin | 16.5% | 14.8% | 12.5% |
| Diversity Index | 66.8 | 64.5 | 57.1 |
| **2018 Population by Race/Ethnicity** | | | |
| Total | 27,294 | 194,244 | 424,576 |
| White Alone | 63.7% | 64.8% | 70.9% |
| Black Alone | 7.2% | 6.2% | 4.9% |
| American Indian Alone | 1.1% | 1.2% | 1.0% |
| Asian Alone | 12.4% | 13.1% | 10.6% |
| Pacific Islander Alone | 1.0% | 1.1% | 0.8% |
| Some Other Race Alone | 9.2% | 8.3% | 6.7% |
| Two or More Races | 5.3% | 5.4% | 5.1% |
| Hispanic Origin | 17.6% | 15.8% | 13.4% |
| Diversity Index | 69.7 | 67.7 | 60.4 |
| **2023 Population by Race/Ethnicity** | | | |
| Total | 29,111 | 205,489 | 449,821 |
| White Alone | 61.7% | 62.7% | 69.1% |
| Black Alone | 7.2% | 6.2% | 4.9% |
| American Indian Alone | 1.1% | 1.1% | 1.0% |
| Asian Alone | 13.5% | 14.2% | 11.6% |
| Pacific Islander Alone | 1.2% | 1.3% | 0.9% |
| Some Other Race Alone | 9.8% | 8.8% | 7.0% |
| Two or More Races | 5.6% | 5.7% | 5.5% |
| Hispanic Origin | 18.7% | 16.9% | 14.4% |
| Diversity Index | 71.9 | 70.0 | 62.9 |
| **2010 Population by Relationship and Household Type** | | | |
| Total | 24,532 | 176,858 | 386,794 |
| In Households | 98.0% | 97.9% | 98.0% |
| In Family Households | 80.5% | 78.9% | 75.8% |
| Householder | 22.8% | 23.1% | 23.1% |
| Spouse | 14.6% | 15.4% | 16.0% |
| Child | 33.1% | 30.7% | 28.4% |
| Other relative | 6.1% | 5.8% | 4.7% |
| Nonrelative | 4.0% | 3.9% | 3.5% |
| In Nonfamily Households | 17.5% | 19.1% | 22.3% |
| In Group Quarters | 2.0% | 2.1% | 2.0% |
| Institutionalized Population | 0.6% | 0.7% | 0.8% |
| Noninstitutionalized Population | 1.4% | 1.4% | 1.2% |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 24, 2018

# Market Profile

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **2018 Population 25+ by Educational Attainment** | | | |
| Total | 17,688 | 130,858 | 294,982 |
| Less than 9th Grade | 9.0% | 7.4% | 5.5% |
| 9th - 12th Grade, No Diploma | 11.9% | 8.5% | 6.4% |
| High School Graduate | 22.0% | 20.1% | 16.6% |
| GED/Alternative Credential | 5.2% | 5.0% | 4.4% |
| Some College, No Degree | 24.4% | 26.2% | 24.4% |
| Associate Degree | 6.6% | 8.2% | 8.0% |
| Bachelor's Degree | 14.2% | 16.9% | 21.8% |
| Graduate/Professional Degree | 6.6% | 7.8% | 13.0% |
| **2018 Population 15+ by Marital Status** | | | |
| Total | 21,473 | 156,044 | 347,039 |
| Never Married | 40.4% | 37.7% | 37.9% |
| Married | 42.9% | 43.4% | 44.8% |
| Widowed | 6.6% | 6.4% | 5.2% |
| Divorced | 10.1% | 12.5% | 12.2% |
| **2018 Civilian Population 16+ in Labor Force** | | | |
| Civilian Employed | 96.2% | 94.4% | 94.8% |
| Civilian Unemployed (Unemployment Rate) | 3.8% | 5.6% | 5.2% |
| **2018 Employed Population 16+ by Industry** | | | |
| Total | 13,132 | 93,186 | 221,335 |
| Agriculture/Mining | 1.1% | 1.0% | 1.0% |
| Construction | 8.1% | 6.9% | 6.0% |
| Manufacturing | 8.8% | 10.7% | 10.4% |
| Wholesale Trade | 2.7% | 3.1% | 3.1% |
| Retail Trade | 11.9% | 11.7% | 11.1% |
| Transportation/Utilities | 5.2% | 5.3% | 5.1% |
| Information | 1.1% | 1.6% | 1.8% |
| Finance/Insurance/Real Estate | 4.2% | 5.7% | 5.8% |
| Services | 54.0% | 50.9% | 52.5% |
| Public Administration | 2.9% | 3.1% | 3.1% |
| **2018 Employed Population 16+ by Occupation** | | | |
| Total | 13,132 | 93,187 | 221,334 |
| White Collar | 38.4% | 47.8% | 56.7% |
| Management/Business/Financial | 7.3% | 10.4% | 13.0% |
| Professional | 11.3% | 15.8% | 22.0% |
| Sales | 8.9% | 9.4% | 9.6% |
| Administrative Support | 10.9% | 12.3% | 12.1% |
| Services | 33.6% | 26.1% | 21.4% |
| Blue Collar | 28.0% | 26.1% | 21.9% |
| Farming/Forestry/Fishing | 0.7% | 0.8% | 0.8% |
| Construction/Extraction | 6.3% | 5.8% | 4.7% |
| Installation/Maintenance/Repair | 3.2% | 2.8% | 2.5% |
| Production | 8.6% | 7.7% | 6.6% |
| Transportation/Material Moving | 9.2% | 9.1% | 7.3% |
| **2010 Population By Urban/ Rural Status** | | | |
| Total Population | 24,532 | 176,858 | 386,794 |
| Population Inside Urbanized Area | 100.0% | 100.0% | 100.0% |
| Population Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Population | 0.0% | 0.0% | 0.0% |

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 24, 2018

# Market Profile

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| **2010 Households by Type** | | | |
| Total | 8,700 | 65,097 | 149,432 |
| Households with 1 Person | 27.1% | 27.3% | 28.2% |
| Households with 2+ People | 72.9% | 72.7% | 71.8% |
| Family Households | 63.9% | 62.6% | 59.6% |
| Husband-wife Families | 40.9% | 41.6% | 41.5% |
| With Related Children | 20.9% | 19.8% | 19.3% |
| Other Family (No Spouse Present) | 22.9% | 21.0% | 18.1% |
| Other Family with Male Householder | 6.3% | 6.2% | 5.4% |
| With Related Children | 3.3% | 3.5% | 3.0% |
| Other Family with Female Householder | 16.7% | 14.8% | 12.8% |
| With Related Children | 11.4% | 9.8% | 8.3% |
| Nonfamily Households | 9.1% | 10.1% | 12.3% |
| | | | |
| All Households with Children | 36.4% | 33.8% | 31.2% |
| | | | |
| Multigenerational Households | 5.2% | 4.7% | 3.8% |
| Unmarried Partner Households | 8.8% | 9.1% | 10.0% |
| Male-female | 7.8% | 7.9% | 8.4% |
| Same-sex | 1.1% | 1.3% | 1.6% |
| **2010 Households by Size** | | | |
| Total | 8,699 | 65,097 | 149,433 |
| 1 Person Household | 27.1% | 27.3% | 28.2% |
| 2 Person Household | 29.2% | 31.1% | 33.0% |
| 3 Person Household | 16.0% | 16.1% | 16.2% |
| 4 Person Household | 12.4% | 12.4% | 12.1% |
| 5 Person Household | 7.7% | 6.8% | 5.7% |
| 6 Person Household | 3.9% | 3.2% | 2.6% |
| 7 + Person Household | 3.7% | 3.1% | 2.2% |
| **2010 Households by Tenure and Mortgage Status** | | | |
| Total | 8,700 | 65,097 | 149,432 |
| Owner Occupied | 46.8% | 54.7% | 56.8% |
| Owned with a Mortgage/Loan | 34.7% | 41.6% | 44.2% |
| Owned Free and Clear | 12.1% | 13.1% | 12.6% |
| Renter Occupied | 53.2% | 45.3% | 43.2% |
| **2010 Housing Units By Urban/ Rural Status** | | | |
| Total Housing Units | 9,225 | 69,009 | 157,859 |
| Housing Units Inside Urbanized Area | 100.0% | 100.0% | 100.0% |
| Housing Units Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Housing Units | 0.0% | 0.0% | 0.0% |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 24, 2018

# Market Profile

12208 SE Market St, Portland, Oregon, 97233
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.51152
Longitude: -122.53728

| | | 1 mile | 3 miles | 5 miles |
|---|---|---|---|---|
| **Top 3 Tapestry Segments** | | | | |
| | 1. | Front Porches (8E) | Front Porches (8E) | Front Porches (8E) |
| | 2. | International Marketplace | Parks and Rec (5C) | Emerald City (8B) |
| | 3. | Old and Newcomers (8F) | Emerald City (8B) | Parks and Rec (5C) |
| **2018 Consumer Spending** | | | | |
| Apparel & Services:  Total $ | | $15,643,342 | $120,572,416 | $319,575,229 |
| Average Spent | | $1,660.30 | $1,729.98 | $1,994.73 |
| Spending Potential Index | | 76 | 80 | 92 |
| Education:  Total $ | | $10,403,487 | $80,535,522 | $214,111,491 |
| Average Spent | | $1,104.17 | $1,155.53 | $1,336.44 |
| Spending Potential Index | | 76 | 80 | 92 |
| Entertainment/Recreation:  Total $ | | $22,187,600 | $172,941,375 | $457,410,758 |
| Average Spent | | $2,354.87 | $2,481.37 | $2,855.07 |
| Spending Potential Index | | 73 | 77 | 89 |
| Food at Home:  Total $ | | $35,877,506 | $277,118,969 | $725,837,061 |
| Average Spent | | $3,807.84 | $3,976.11 | $4,530.54 |
| Spending Potential Index | | 76 | 79 | 90 |
| Food Away from Home:  Total $ | | $24,957,590 | $193,169,833 | $513,760,647 |
| Average Spent | | $2,648.86 | $2,771.61 | $3,206.80 |
| Spending Potential Index | | 75 | 79 | 91 |
| Health Care:  Total $ | | $38,338,879 | $301,739,822 | $790,203,042 |
| Average Spent | | $4,069.08 | $4,329.37 | $4,932.30 |
| Spending Potential Index | | 71 | 76 | 86 |
| HH Furnishings & Equipment:  Total $ | | $14,374,320 | $112,128,523 | $298,134,032 |
| Average Spent | | $1,525.61 | $1,608.82 | $1,860.90 |
| Spending Potential Index | | 73 | 77 | 89 |
| Personal Care Products & Services: Total $ | | $5,784,840 | $45,031,894 | $119,817,755 |
| Average Spent | | $613.97 | $646.12 | $747.88 |
| Spending Potential Index | | 74 | 78 | 90 |
| Shelter:  Total $ | | $126,147,576 | $967,623,972 | $2,534,570,853 |
| Average Spent | | $13,388.62 | $13,883.49 | $15,820.30 |
| Spending Potential Index | | 80 | 83 | 94 |
| Support Payments/Cash Contributions/Gifts in Kind: Total $ | | $16,944,600 | $133,001,496 | $350,110,410 |
| Average Spent | | $1,798.41 | $1,908.31 | $2,185.32 |
| Spending Potential Index | | 72 | 77 | 88 |
| Travel:  Total $ | | $14,976,022 | $116,504,003 | $310,582,005 |
| Average Spent | | $1,589.47 | $1,671.60 | $1,938.59 |
| Spending Potential Index | | 74 | 78 | 90 |
| Vehicle Maintenance & Repairs: Total $ | | $7,515,044 | $58,387,227 | $153,734,648 |
| Average Spent | | $797.61 | $837.74 | $959.58 |
| Spending Potential Index | | 74 | 78 | 89 |

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 24, 2018