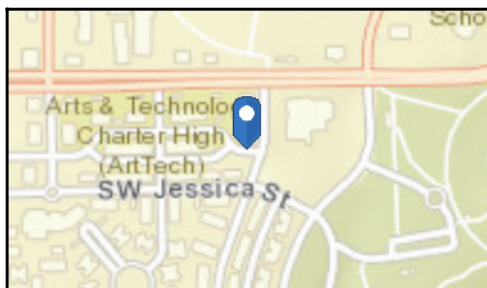
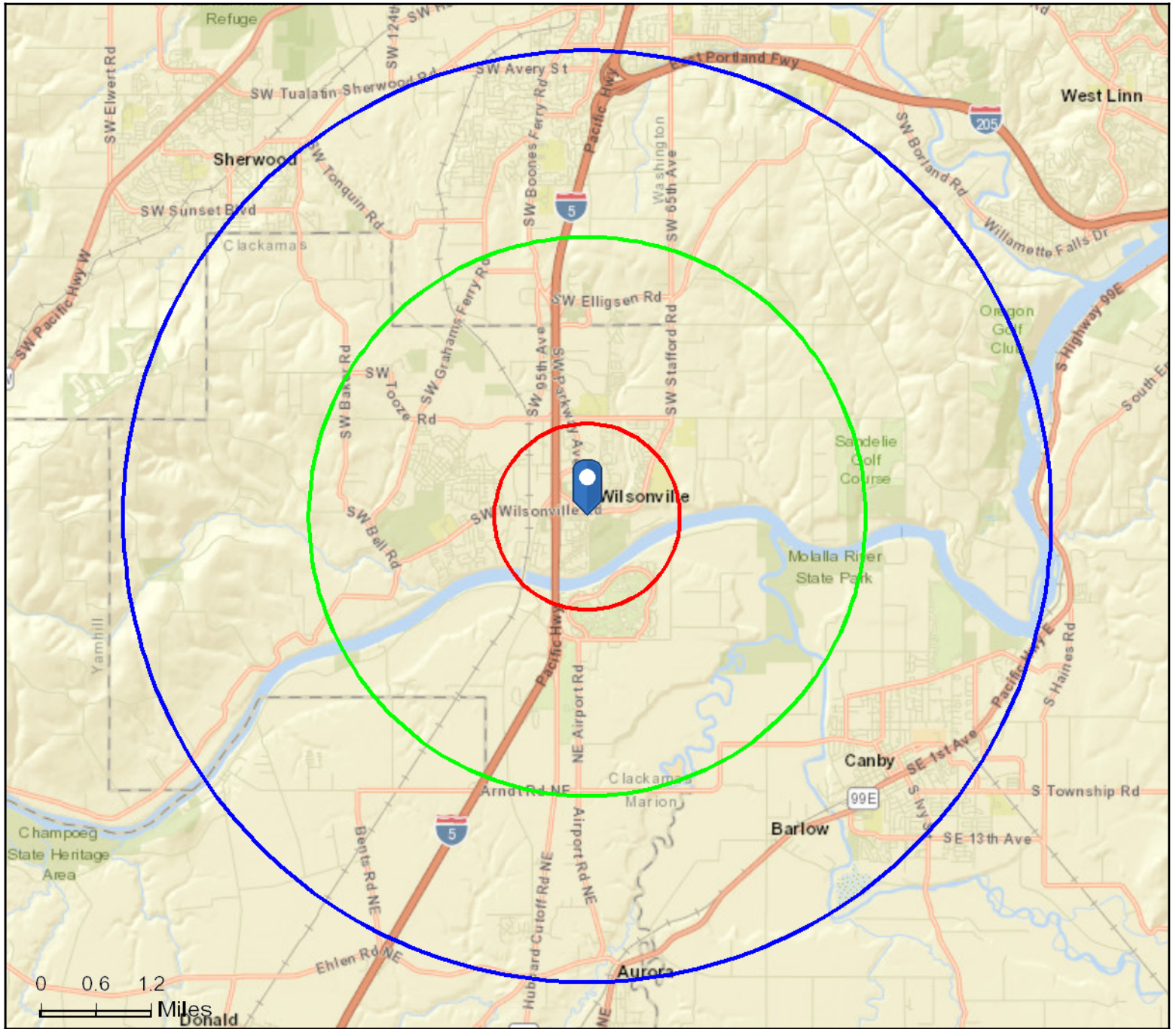




Site Map

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.30208
Longitude: -122.76239



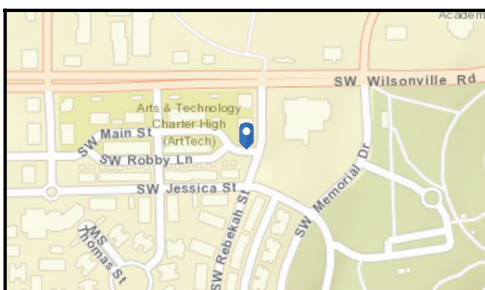
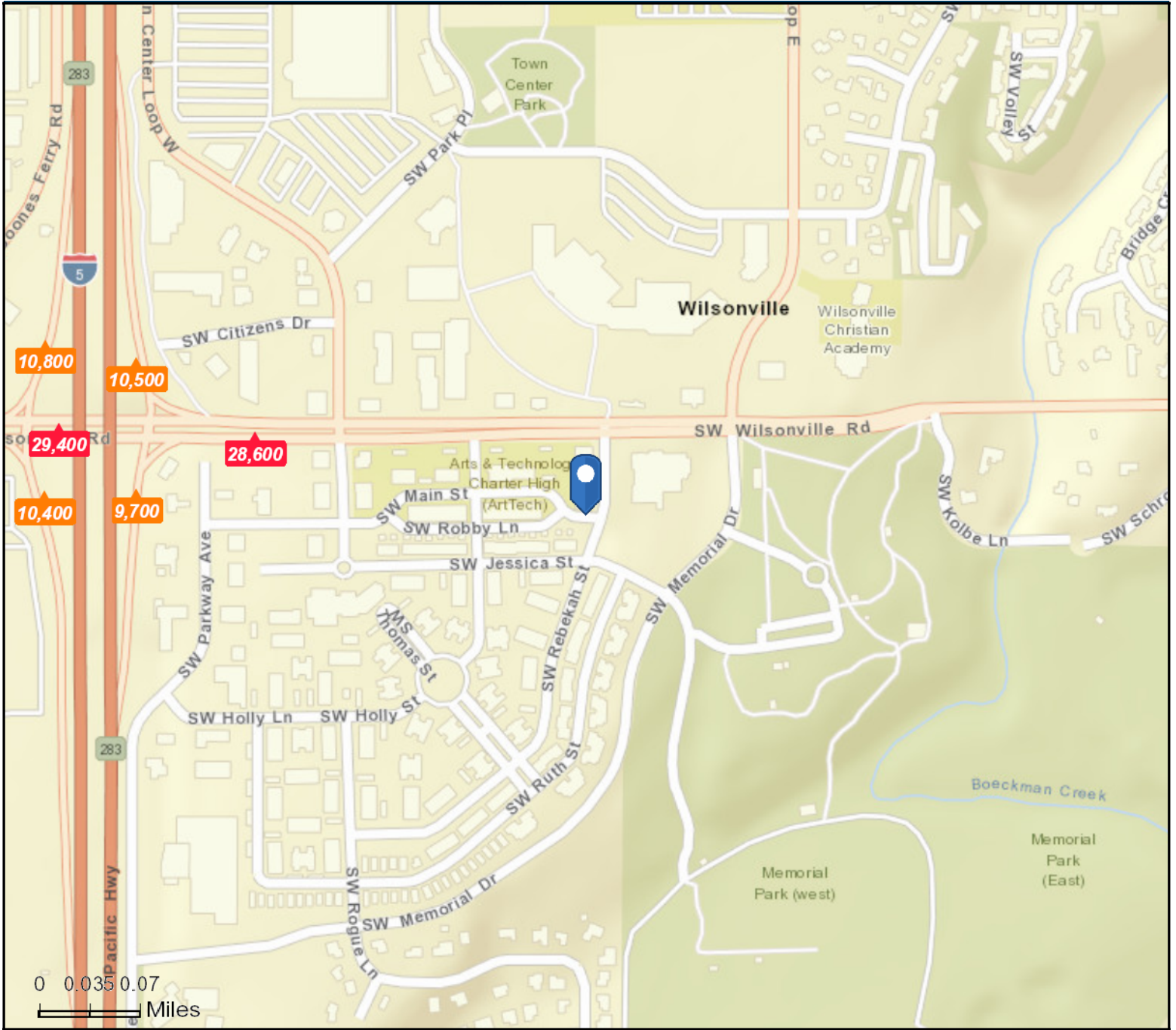
April 03, 2018



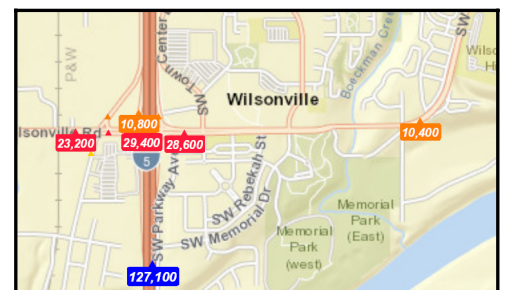
Traffic Count Map - Close Up

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.30208
Longitude: -122.76239



- 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: ©2017 Kalibrate Technologies

April 03, 2018



Traffic Count Profile

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.30208
Longitude: -122.76239

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.23	Wilsonville Rd	SW Parkway Ave (0.03 miles W)	2015	28,600
0.31	I- 5	Wilsonville Rd (0.04 miles NW)	2015	9,700
0.33	I- 5	Wilsonville Rd (0.05 miles SW)	2015	10,500
0.37	Wilsonville Rd	I- 5 (0.01 miles E)	2015	29,400
0.37		(0.00 miles)	2015	10,400
0.39		(0.00 miles)	2015	10,800
0.47	Wilsonville Rd	SW Boones Ferry Rd (0.04 miles W)	2015	30,600
0.48	SW Boones Ferry Rd	Wilsonville Rd (0.06 miles SW)	2009	8,810
0.48	I- 5	Wilsonville Rd (0.41 miles N)	2015	127,100
0.52	SW Boones Ferry Rd	Wilsonville Rd (0.07 miles N)	2009	6,150
0.52	Wilsonville Rd	SW Rose Ln (0.06 miles W)	2015	10,400
0.57	Wilsonville Rd	SW Boones Ferry Rd (0.06 miles E)	2015	23,200
0.68	SW Barber St	SW Boones Ferry Rd (0.02 miles E)	2007	846
0.74	Casting St	SW Peyton Ln (0.05 miles S)	2007	279
0.81	SW Boberg Rd	Boberg Rd (0.08 miles S)	2007	1,301
0.92	SW Kinsman Rd	SW Barber St (0.09 miles N)	2007	1,067
1.00	NE Butteville Rd	NE Boones Ferry Rd (0.16 miles SE)	2015	1,540
1.09	SW Boeckman Rd	SW Parkway Ave (0.07 miles E)	2008	6,778
1.13	SW Boeckman Rd	Canyon Creek Rd S (0.10 miles W)	2009	2,554
1.14	NE Butteville Rd	NE Boones Ferry Rd (0.07 miles N)	2008	1,200
1.14	Barber St	SW Montebello Dr (0.04 miles E)	2015	420
1.16	SW Willow Creek Dr	SW Fernbrook Ct (0.03 miles SW)	2007	987
1.17	I- 5	NE Butteville Rd (0.11 miles S)	2007	88,200
1.19		(0.00 miles)	2015	5,500
1.20		(0.00 miles)	2015	5,500
1.25	SW Willow Creek Dr	Landover Dr (0.05 miles S)	2007	1,048
1.25	NE Butteville Rd	NE PrahI Rd (0.09 miles NW)	2015	1,900
1.26	SW Boeckman Rd	SW Laurel Glen St (0.06 miles W)	2008	4,859
1.26	SW Boeckman Rd	SW 95th Ave (0.10 miles E)	2015	5,200
1.27	NE Boones Ferry Rd	NE PrahI Rd (0.07 miles NE)	2015	270

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: ©2017 Kalibrate Technologies



Business Summary

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.30208
Longitude: -122.76239

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	504		1,216		2,338							
Total Employees:	6,536		19,921		31,660							
Total Residential Population:	8,951		23,879		63,843							
Employee/Residential Population Ratio (per 100 Residents)	73		83		50							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.4%	40	0.6%	54	4.4%	404	2.0%	97	4.1%	793	2.5%
Construction	25	5.0%	141	2.2%	90	7.4%	1,103	5.5%	219	9.4%	2,372	7.5%
Manufacturing	19	3.8%	486	7.4%	69	5.7%	3,038	15.3%	141	6.0%	4,654	14.7%
Transportation	18	3.6%	138	2.1%	43	3.5%	409	2.1%	85	3.6%	1,359	4.3%
Communication	2	0.4%	11	0.2%	5	0.4%	42	0.2%	10	0.4%	87	0.3%
Utility	0	0.0%	2	0.0%	5	0.4%	43	0.2%	7	0.3%	73	0.2%
Wholesale Trade	18	3.6%	583	8.9%	81	6.7%	3,945	19.8%	150	6.4%	5,171	16.3%
Retail Trade Summary	108	21.4%	2,422	37.1%	227	18.7%	4,780	24.0%	425	18.2%	6,769	21.4%
Home Improvement	8	1.6%	229	3.5%	24	2.0%	499	2.5%	52	2.2%	879	2.8%
General Merchandise Stores	3	0.6%	182	2.8%	7	0.6%	558	2.8%	16	0.7%	683	2.2%
Food Stores	8	1.6%	483	7.4%	12	1.0%	814	4.1%	25	1.1%	995	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	8	1.6%	215	3.3%	26	2.1%	568	2.9%	55	2.4%	873	2.8%
Apparel & Accessory Stores	1	0.2%	2	0.0%	5	0.4%	15	0.1%	10	0.4%	35	0.1%
Furniture & Home Furnishings	10	2.0%	434	6.6%	36	3.0%	866	4.3%	59	2.5%	1,027	3.2%
Eating & Drinking Places	50	9.9%	768	11.8%	69	5.7%	1,029	5.2%	106	4.5%	1,405	4.4%
Miscellaneous Retail	19	3.8%	110	1.7%	47	3.9%	430	2.2%	104	4.4%	872	2.8%
Finance, Insurance, Real Estate Summary	58	11.5%	315	4.8%	112	9.2%	547	2.7%	198	8.5%	921	2.9%
Banks, Savings & Lending Institutions	11	2.2%	82	1.3%	18	1.5%	119	0.6%	27	1.2%	188	0.6%
Securities Brokers	4	0.8%	8	0.1%	10	0.8%	27	0.1%	25	1.1%	60	0.2%
Insurance Carriers & Agents	9	1.8%	36	0.6%	22	1.8%	86	0.4%	41	1.8%	145	0.5%
Real Estate, Holding, Other Investment Offices	34	6.7%	190	2.9%	62	5.1%	315	1.6%	106	4.5%	528	1.7%
Services Summary	194	38.5%	1,603	24.5%	411	33.8%	4,246	21.3%	791	33.8%	7,760	24.5%
Hotels & Lodging	7	1.4%	43	0.7%	13	1.1%	181	0.9%	16	0.7%	207	0.7%
Automotive Services	7	1.4%	53	0.8%	29	2.4%	205	1.0%	58	2.5%	352	1.1%
Motion Pictures & Amusements	15	3.0%	186	2.8%	33	2.7%	371	1.9%	62	2.7%	632	2.0%
Health Services	43	8.5%	251	3.8%	68	5.6%	481	2.4%	117	5.0%	903	2.9%
Legal Services	4	0.8%	13	0.2%	6	0.5%	18	0.1%	13	0.6%	40	0.1%
Education Institutions & Libraries	12	2.4%	359	5.5%	21	1.7%	536	2.7%	47	2.0%	1,660	5.2%
Other Services	106	21.0%	698	10.7%	242	19.9%	2,454	12.3%	477	20.4%	3,966	12.5%
Government	24	4.8%	774	11.8%	34	2.8%	1,298	6.5%	64	2.7%	1,616	5.1%
Unclassified Establishments	31	6.2%	20	0.3%	85	7.0%	65	0.3%	150	6.4%	87	0.3%
Totals	504	100.0%	6,536	100.0%	1,216	100.0%	19,921	100.0%	2,338	100.0%	31,660	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

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.



Business Summary

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.30208
Longitude: -122.76239

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	1	0.2%	2	0.0%	24	2.0%	119	0.6%	42	1.8%	306	1.0%
Mining	0	0.0%	0	0.0%	1	0.1%	4	0.0%	1	0.0%	4	0.0%
Utilities	0	0.0%	2	0.0%	2	0.2%	25	0.1%	2	0.1%	28	0.1%
Construction	27	5.4%	131	2.0%	93	7.6%	1,085	5.4%	225	9.6%	2,407	7.6%
Manufacturing	19	3.8%	502	7.7%	70	5.8%	3,106	15.6%	141	6.0%	4,671	14.8%
Wholesale Trade	17	3.4%	577	8.8%	80	6.6%	3,939	19.8%	148	6.3%	5,160	16.3%
Retail Trade	58	11.5%	1,647	25.2%	156	12.8%	3,690	18.5%	314	13.4%	5,247	16.6%
Motor Vehicle & Parts Dealers	8	1.6%	209	3.2%	23	1.9%	542	2.7%	43	1.8%	728	2.3%
Furniture & Home Furnishings Stores	6	1.2%	42	0.6%	21	1.7%	270	1.4%	33	1.4%	377	1.2%
Electronics & Appliance Stores	3	0.6%	373	5.7%	11	0.9%	503	2.5%	20	0.9%	546	1.7%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.6%	229	3.5%	24	2.0%	499	2.5%	52	2.2%	879	2.8%
Food & Beverage Stores	9	1.8%	488	7.5%	15	1.2%	827	4.2%	26	1.1%	965	3.0%
Health & Personal Care Stores	5	1.0%	31	0.5%	12	1.0%	72	0.4%	21	0.9%	137	0.4%
Gasoline Stations	1	0.2%	8	0.1%	4	0.3%	40	0.2%	13	0.6%	160	0.5%
Clothing & Clothing Accessories Stores	3	0.6%	11	0.2%	8	0.7%	31	0.2%	13	0.6%	53	0.2%
Sport Goods, Hobby, Book, & Music Stores	4	0.8%	38	0.6%	13	1.1%	214	1.1%	22	0.9%	270	0.9%
General Merchandise Stores	3	0.6%	182	2.8%	7	0.6%	558	2.8%	16	0.7%	683	2.2%
Miscellaneous Store Retailers	6	1.2%	36	0.6%	14	1.2%	122	0.6%	42	1.8%	350	1.1%
Nonstore Retailers	2	0.4%	1	0.0%	4	0.3%	12	0.1%	13	0.6%	99	0.3%
Transportation & Warehousing	14	2.8%	129	2.0%	37	3.0%	395	2.0%	73	3.1%	1,211	3.8%
Information	8	1.6%	73	1.1%	18	1.5%	162	0.8%	40	1.7%	536	1.7%
Finance & Insurance	24	4.8%	125	1.9%	51	4.2%	232	1.2%	93	4.0%	399	1.3%
Central Bank/Credit Intermediation & Related Activities	11	2.2%	82	1.3%	18	1.5%	119	0.6%	27	1.2%	188	0.6%
Securities, Commodity Contracts & Other Financial	4	0.8%	8	0.1%	10	0.8%	27	0.1%	25	1.1%	61	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	9	1.8%	36	0.6%	22	1.8%	86	0.4%	41	1.8%	149	0.5%
Real Estate, Rental & Leasing	37	7.3%	200	3.1%	72	5.9%	410	2.1%	131	5.6%	609	1.9%
Professional, Scientific & Tech Services	46	9.1%	256	3.9%	111	9.1%	1,175	5.9%	196	8.4%	1,769	5.6%
Legal Services	5	1.0%	14	0.2%	7	0.6%	20	0.1%	17	0.7%	46	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Administrative & Support & Waste Management & Remediation	16	3.2%	81	1.2%	53	4.4%	438	2.2%	100	4.3%	726	2.3%
Educational Services	14	2.8%	349	5.3%	25	2.1%	534	2.7%	55	2.4%	1,661	5.2%
Health Care & Social Assistance	54	10.7%	436	6.7%	87	7.2%	994	5.0%	166	7.1%	1,763	5.6%
Arts, Entertainment & Recreation	10	2.0%	164	2.5%	24	2.0%	344	1.7%	46	2.0%	589	1.9%
Accommodation & Food Services	57	11.3%	810	12.4%	82	6.7%	1,210	6.1%	122	5.2%	1,613	5.1%
Accommodation	7	1.4%	43	0.7%	13	1.1%	181	0.9%	16	0.7%	207	0.7%
Food Services & Drinking Places	50	9.9%	768	11.8%	69	5.7%	1,029	5.2%	106	4.5%	1,406	4.4%
Other Services (except Public Administration)	48	9.5%	258	3.9%	111	9.1%	696	3.5%	227	9.7%	1,250	3.9%
Automotive Repair & Maintenance	6	1.2%	46	0.7%	20	1.6%	127	0.6%	40	1.7%	227	0.7%
Public Administration	24	4.8%	774	11.8%	34	2.8%	1,298	6.5%	64	2.7%	1,616	5.1%
Unclassified Establishments	31	6.2%	20	0.3%	85	7.0%	65	0.3%	150	6.4%	87	0.3%
Total	504	100.0%	6,536	100.0%	1,216	100.0%	19,921	100.0%	2,338	100.0%	31,660	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

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.



Market Profile

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.30208
Longitude: -122.76239

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,199	16,293	47,588
2010 Total Population	8,153	20,435	57,539
2017 Total Population	8,951	23,879	63,843
2017 Group Quarters	6	605	1,804
2022 Total Population	9,536	25,894	68,007
2017-2022 Annual Rate	1.27%	1.63%	1.27%
2017 Total Daytime Population	10,499	33,071	65,755
Workers	6,160	21,046	33,952
Residents	4,339	12,025	31,803
Household Summary			
2000 Households	3,178	6,868	17,663
2000 Average Household Size	2.24	2.36	2.68
2010 Households	3,644	8,781	21,323
2010 Average Household Size	2.24	2.26	2.62
2017 Households	3,962	10,214	23,631
2017 Average Household Size	2.26	2.28	2.63
2022 Households	4,211	11,051	25,181
2022 Average Household Size	2.26	2.29	2.63
2017-2022 Annual Rate	1.23%	1.59%	1.28%
2010 Families	2,161	5,407	15,104
2010 Average Family Size	2.85	2.86	3.10
2017 Families	2,318	6,209	16,497
2017 Average Family Size	2.89	2.89	3.12
2022 Families	2,442	6,673	17,474
2022 Average Family Size	2.90	2.90	3.13
2017-2022 Annual Rate	1.05%	1.45%	1.16%
Housing Unit Summary			
2000 Housing Units	3,427	7,474	18,856
Owner Occupied Housing Units	44.9%	53.8%	64.8%
Renter Occupied Housing Units	47.8%	38.1%	28.9%
Vacant Housing Units	7.3%	8.1%	6.3%
2010 Housing Units	3,941	9,474	22,565
Owner Occupied Housing Units	41.5%	47.0%	62.6%
Renter Occupied Housing Units	51.0%	45.7%	31.9%
Vacant Housing Units	7.5%	7.3%	5.5%
2017 Housing Units	4,251	10,919	24,822
Owner Occupied Housing Units	39.1%	45.0%	60.7%
Renter Occupied Housing Units	54.1%	48.5%	34.5%
Vacant Housing Units	6.8%	6.5%	4.8%
2022 Housing Units	4,515	11,805	26,458
Owner Occupied Housing Units	38.7%	44.9%	60.4%
Renter Occupied Housing Units	54.6%	48.7%	34.8%
Vacant Housing Units	6.7%	6.4%	4.8%
Median Household Income			
2017	\$57,543	\$62,078	\$75,992
2022	\$70,077	\$75,669	\$83,558
Median Home Value			
2017	\$389,096	\$405,626	\$369,156
2022	\$450,723	\$457,296	\$422,673
Per Capita Income			
2017	\$35,096	\$36,449	\$36,951
2022	\$40,483	\$42,001	\$41,489
Median Age			
2010	36.4	37.7	38.3
2017	37.3	38.3	39.4
2022	36.7	37.8	39.9

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

8309 SW Main St, Wilsonville, Oregon, 97070
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Latitude: 45.30208
Longitude: -122.76239

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	3,962	10,214	23,631
<\$15,000	7.0%	8.7%	6.1%
\$15,000 - \$24,999	9.1%	8.2%	6.6%
\$25,000 - \$34,999	11.1%	9.0%	7.3%
\$35,000 - \$49,999	16.6%	14.5%	11.8%
\$50,000 - \$74,999	16.1%	16.6%	17.4%
\$75,000 - \$99,999	12.6%	11.9%	15.2%
\$100,000 - \$149,999	15.0%	17.0%	18.9%
\$150,000 - \$199,999	7.0%	7.2%	8.2%
\$200,000+	5.5%	6.8%	8.5%
Average Household Income	\$80,759	\$86,204	\$98,197
2022 Households by Income			
Household Income Base	4,211	11,051	25,181
<\$15,000	6.8%	8.4%	5.8%
\$15,000 - \$24,999	8.1%	7.2%	5.8%
\$25,000 - \$34,999	9.3%	7.4%	6.0%
\$35,000 - \$49,999	13.1%	11.2%	9.2%
\$50,000 - \$74,999	14.9%	15.3%	15.9%
\$75,000 - \$99,999	14.9%	13.9%	17.3%
\$100,000 - \$149,999	17.8%	19.9%	21.1%
\$150,000 - \$199,999	8.4%	8.5%	9.2%
\$200,000+	6.6%	8.2%	9.6%
Average Household Income	\$93,415	\$99,781	\$110,506
2017 Owner Occupied Housing Units by Value			
Total	1,664	4,918	15,073
<\$50,000	2.3%	2.1%	3.4%
\$50,000 - \$99,999	0.6%	0.3%	0.5%
\$100,000 - \$149,999	3.2%	1.6%	2.1%
\$150,000 - \$199,999	2.8%	2.3%	3.9%
\$200,000 - \$249,999	5.4%	4.5%	7.5%
\$250,000 - \$299,999	8.6%	8.9%	14.5%
\$300,000 - \$399,999	30.6%	29.0%	26.3%
\$400,000 - \$499,999	23.1%	24.0%	18.0%
\$500,000 - \$749,999	16.9%	16.9%	14.1%
\$750,000 - \$999,999	5.5%	7.2%	6.2%
\$1,000,000 +	1.3%	3.2%	3.6%
Average Home Value	\$425,705	\$459,702	\$427,617
2022 Owner Occupied Housing Units by Value			
Total	1,746	5,298	15,977
<\$50,000	0.9%	0.8%	1.9%
\$50,000 - \$99,999	0.2%	0.1%	0.5%
\$100,000 - \$149,999	1.0%	0.5%	0.9%
\$150,000 - \$199,999	0.9%	0.8%	1.6%
\$200,000 - \$249,999	2.3%	1.8%	4.0%
\$250,000 - \$299,999	4.8%	4.9%	10.2%
\$300,000 - \$399,999	25.8%	24.5%	25.8%
\$400,000 - \$499,999	27.7%	29.0%	22.5%
\$500,000 - \$749,999	24.8%	23.6%	20.1%
\$750,000 - \$999,999	9.2%	10.0%	8.1%
\$1,000,000 +	2.3%	4.0%	4.4%
Average Home Value	\$501,347	\$521,394	\$484,763

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.30208
Longitude: -122.76239

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,150	20,436	57,541
0 - 4	6.8%	6.2%	6.2%
5 - 9	6.7%	6.6%	7.0%
10 - 14	6.4%	6.5%	7.5%
15 - 24	12.2%	11.9%	12.1%
25 - 34	16.0%	15.0%	12.8%
35 - 44	13.3%	13.6%	14.2%
45 - 54	13.0%	14.0%	15.2%
55 - 64	10.5%	11.6%	12.7%
65 - 74	6.7%	6.9%	6.7%
75 - 84	5.0%	4.7%	3.7%
85 +	3.4%	2.9%	1.9%
18 +	76.7%	76.9%	74.8%
2017 Population by Age			
Total	8,951	23,877	63,842
0 - 4	6.3%	5.9%	5.8%
5 - 9	6.0%	5.8%	6.2%
10 - 14	5.9%	5.9%	6.7%
15 - 24	12.8%	12.7%	12.4%
25 - 34	15.7%	15.2%	13.1%
35 - 44	13.1%	12.9%	12.9%
45 - 54	11.5%	12.5%	13.7%
55 - 64	11.7%	12.4%	13.5%
65 - 74	8.9%	9.3%	9.5%
75 - 84	4.6%	4.4%	4.0%
85 +	3.5%	3.0%	2.1%
18 +	78.4%	78.9%	77.4%
2022 Population by Age			
Total	9,535	25,894	68,004
0 - 4	6.6%	6.2%	5.9%
5 - 9	5.8%	5.5%	5.9%
10 - 14	5.6%	5.4%	6.3%
15 - 24	13.3%	12.2%	11.5%
25 - 34	16.5%	16.9%	14.0%
35 - 44	12.7%	12.7%	12.9%
45 - 54	10.6%	11.1%	12.5%
55 - 64	11.0%	11.8%	13.0%
65 - 74	9.8%	10.3%	10.8%
75 - 84	5.3%	5.3%	5.2%
85 +	2.8%	2.5%	1.9%
18 +	78.8%	79.6%	78.2%
2010 Population by Sex			
Males	3,938	9,797	27,832
Females	4,215	10,638	29,707
2017 Population by Sex			
Males	4,333	11,504	31,000
Females	4,618	12,375	32,844
2022 Population by Sex			
Males	4,607	12,480	33,113
Females	4,929	13,414	34,894

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.30208
Longitude: -122.76239

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	8,152	20,434	57,540
White Alone	85.0%	86.2%	85.9%
Black Alone	0.9%	1.0%	1.0%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	4.5%	3.7%	2.6%
Pacific Islander Alone	0.4%	0.4%	0.3%
Some Other Race Alone	4.8%	4.6%	6.2%
Two or More Races	3.6%	3.2%	3.1%
Hispanic Origin	11.8%	11.7%	12.6%
Diversity Index	42.6	40.9	42.3
2017 Population by Race/Ethnicity			
Total	8,951	23,878	63,844
White Alone	82.2%	83.7%	83.7%
Black Alone	1.2%	1.3%	1.1%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	5.4%	4.6%	3.3%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	5.7%	5.2%	6.9%
Two or More Races	4.2%	3.9%	3.7%
Hispanic Origin	13.7%	13.1%	14.1%
Diversity Index	48.2	45.8	46.9
2022 Population by Race/Ethnicity			
Total	9,536	25,894	68,007
White Alone	80.0%	81.6%	81.8%
Black Alone	1.4%	1.4%	1.3%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	6.3%	5.4%	3.8%
Pacific Islander Alone	0.6%	0.6%	0.4%
Some Other Race Alone	6.3%	5.8%	7.6%
Two or More Races	4.8%	4.4%	4.1%
Hispanic Origin	15.3%	14.5%	15.6%
Diversity Index	52.3	49.7	50.5
2010 Population by Relationship and Household Type			
Total	8,153	20,435	57,539
In Households	99.9%	97.1%	97.0%
In Family Households	77.8%	77.5%	83.4%
Householder	26.0%	25.7%	26.3%
Spouse	19.5%	20.1%	21.3%
Child	27.9%	27.6%	30.8%
Other relative	2.3%	2.3%	2.9%
Nonrelative	2.1%	1.9%	2.1%
In Nonfamily Households	22.2%	19.6%	13.6%
In Group Quarters	0.1%	2.9%	3.0%
Institutionalized Population	0.1%	2.6%	2.8%
Noninstitutionalized Population	0.0%	0.3%	0.2%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS
Latitude: 45.30208
Longitude: -122.76239

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	6,170	16,655	43,968
Less than 9th Grade	0.6%	1.1%	2.6%
9th - 12th Grade, No Diploma	2.4%	2.4%	3.5%
High School Graduate	16.0%	14.2%	14.0%
GED/Alternative Credential	1.1%	2.4%	3.4%
Some College, No Degree	29.5%	25.9%	25.6%
Associate Degree	6.3%	7.9%	9.2%
Bachelor's Degree	28.0%	28.8%	27.7%
Graduate/Professional Degree	16.1%	17.3%	13.9%
2017 Population 15+ by Marital Status			
Total	7,321	19,686	51,911
Never Married	29.8%	27.5%	26.5%
Married	50.5%	52.8%	56.1%
Widowed	3.7%	4.4%	4.3%
Divorced	16.1%	15.2%	13.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.5%	95.9%	95.7%
Civilian Unemployed (Unemployment Rate)	4.5%	4.1%	4.3%
2017 Employed Population 16+ by Industry			
Total	4,703	12,112	31,520
Agriculture/Mining	0.2%	1.2%	2.3%
Construction	3.6%	3.8%	5.3%
Manufacturing	14.1%	12.1%	13.1%
Wholesale Trade	2.7%	3.5%	4.1%
Retail Trade	14.3%	13.1%	10.5%
Transportation/Utilities	4.3%	3.1%	3.5%
Information	2.1%	1.7%	1.9%
Finance/Insurance/Real Estate	9.4%	7.7%	7.5%
Services	46.4%	50.0%	48.0%
Public Administration	3.0%	3.9%	3.8%
2017 Employed Population 16+ by Occupation			
Total	4,703	12,113	31,521
White Collar	71.3%	72.9%	68.9%
Management/Business/Financial	17.8%	20.0%	19.0%
Professional	25.3%	26.7%	24.5%
Sales	14.1%	12.8%	12.5%
Administrative Support	14.1%	13.4%	12.9%
Services	13.9%	13.4%	13.4%
Blue Collar	14.8%	13.7%	17.7%
Farming/Forestry/Fishing	0.3%	0.8%	1.5%
Construction/Extraction	1.8%	2.0%	3.3%
Installation/Maintenance/Repair	4.7%	3.4%	2.8%
Production	3.7%	2.8%	4.2%
Transportation/Material Moving	4.4%	4.8%	5.8%
2010 Population By Urban/ Rural Status			
Total Population	8,153	20,435	57,539
Population Inside Urbanized Area	99.3%	90.5%	60.8%
Population Inside Urbanized Cluster	0.0%	0.4%	25.0%
Rural Population	0.7%	9.1%	14.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.30208
Longitude: -122.76239

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	3,645	8,781	21,324
Households with 1 Person	32.8%	31.1%	23.3%
Households with 2+ People	67.2%	68.9%	76.7%
Family Households	59.3%	61.6%	70.8%
Husband-wife Families	44.5%	48.1%	57.3%
With Related Children	19.5%	20.6%	26.4%
Other Family (No Spouse Present)	14.8%	13.5%	13.5%
Other Family with Male Householder	4.3%	4.0%	4.1%
With Related Children	2.7%	2.5%	2.5%
Other Family with Female Householder	10.5%	9.5%	9.4%
With Related Children	6.9%	6.3%	6.1%
Nonfamily Households	7.9%	7.3%	5.9%
All Households with Children	29.4%	29.7%	35.4%
Multigenerational Households	1.6%	1.7%	2.7%
Unmarried Partner Households	7.1%	6.7%	5.9%
Male-female	6.3%	6.0%	5.3%
Same-sex	0.7%	0.7%	0.6%
2010 Households by Size			
Total	3,645	8,781	21,323
1 Person Household	32.8%	31.1%	23.3%
2 Person Household	35.4%	35.9%	35.3%
3 Person Household	13.3%	14.0%	15.9%
4 Person Household	11.6%	11.7%	15.0%
5 Person Household	4.5%	4.9%	6.6%
6 Person Household	1.5%	1.7%	2.4%
7 + Person Household	0.9%	0.9%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	3,644	8,781	21,323
Owner Occupied	44.9%	50.7%	66.3%
Owned with a Mortgage/Loan	34.2%	38.1%	51.7%
Owned Free and Clear	10.7%	12.6%	14.6%
Renter Occupied	55.1%	49.3%	33.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,941	9,474	22,565
Housing Units Inside Urbanized Area	99.4%	91.0%	62.3%
Housing Units Inside Urbanized Cluster	0.0%	0.3%	23.4%
Rural Housing Units	0.6%	8.6%	14.3%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

8309 SW Main St, Wilsonville, Oregon, 97070
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.30208
Longitude: -122.76239

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
	1. Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
	2. Silver & Gold (9A)	Enterprising Professionals	Enterprising Professionals
	3. American Dreamers (7C)	American Dreamers (7C)	Savvy Suburbanites (1D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$8,830,012	\$24,018,254	\$62,262,502
Average Spent	\$2,228.68	\$2,351.50	\$2,634.78
Spending Potential Index	103	109	122
Education: Total \$	\$5,518,768	\$15,289,043	\$41,939,713
Average Spent	\$1,392.92	\$1,496.87	\$1,774.78
Spending Potential Index	96	103	122
Entertainment/Recreation: Total \$	\$12,392,916	\$33,954,474	\$89,058,485
Average Spent	\$3,127.94	\$3,324.31	\$3,768.71
Spending Potential Index	100	107	121
Food at Home: Total \$	\$20,468,173	\$54,910,073	\$140,270,067
Average Spent	\$5,166.12	\$5,375.96	\$5,935.85
Spending Potential Index	103	107	118
Food Away from Home: Total \$	\$13,970,332	\$37,645,745	\$96,094,672
Average Spent	\$3,526.08	\$3,685.70	\$4,066.47
Spending Potential Index	106	111	122
Health Care: Total \$	\$21,656,077	\$59,654,720	\$157,815,575
Average Spent	\$5,465.95	\$5,840.49	\$6,678.33
Spending Potential Index	98	104	119
HH Furnishings & Equipment: Total \$	\$7,910,514	\$21,572,240	\$56,259,813
Average Spent	\$1,996.60	\$2,112.03	\$2,380.76
Spending Potential Index	103	109	122
Personal Care Products & Services: Total \$	\$3,250,594	\$8,906,151	\$23,091,506
Average Spent	\$820.44	\$871.96	\$977.17
Spending Potential Index	103	110	123
Shelter: Total \$	\$66,343,908	\$181,252,019	\$465,647,609
Average Spent	\$16,745.06	\$17,745.45	\$19,704.95
Spending Potential Index	103	109	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,300,754	\$25,893,558	\$68,435,984
Average Spent	\$2,347.49	\$2,535.10	\$2,896.03
Spending Potential Index	100	108	124
Travel: Total \$	\$8,028,481	\$22,714,688	\$61,240,289
Average Spent	\$2,026.37	\$2,223.88	\$2,591.52
Spending Potential Index	98	107	125
Vehicle Maintenance & Repairs: Total \$	\$4,305,957	\$11,671,470	\$30,342,081
Average Spent	\$1,086.81	\$1,142.69	\$1,283.99
Spending Potential Index	101	107	120

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Demographic Summary		2017	2022	
Population		8,951	9,536	
Population 18+		7,017	7,513	
Households		3,962	4,211	
Median Household Income		\$57,543	\$70,077	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		5,271	75.1%	100
Went to family restaurant/steak house 4+ times/mo		2,001	28.5%	104
Spent at family rest/steak hse last 6 months: <\$31		505	7.2%	94
Spent at family rest/steak hse last 6 months: \$31-50		558	8.0%	92
Spent at family rest/steak hse last 6 months: \$51-100		979	14.0%	94
Spent at family rest/steak hse last 6 months: \$101-200		767	10.9%	98
Spent at family rest/steak hse last 6 months: \$201-300		342	4.9%	103
Spent at family rest/steak hse last 6 months: \$301+		479	6.8%	112
Family restaurant/steak house last 6 months: breakfast		963	13.7%	108
Family restaurant/steak house last 6 months: lunch		1,453	20.7%	109
Family restaurant/steak house last 6 months: dinner		3,316	47.3%	102
Family restaurant/steak house last 6 months: snack		171	2.4%	127
Family restaurant/steak house last 6 months: weekday		2,413	34.4%	112
Family restaurant/steak house last 6 months: weekend		2,997	42.7%	103
Fam rest/steak hse/6 months: Applebee`s		1,627	23.2%	102
Fam rest/steak hse/6 months: Bob Evans Farms		144	2.1%	56
Fam rest/steak hse/6 months: Buffalo Wild Wings		752	10.7%	112
Fam rest/steak hse/6 months: California Pizza Kitchen		163	2.3%	73
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		198	2.8%	85
Fam rest/steak hse/6 months: The Cheesecake Factory		428	6.1%	97
Fam rest/steak hse/6 months: Chili`s Grill & Bar		912	13.0%	118
Fam rest/steak hse/6 months: CiCi`s Pizza		252	3.6%	91
Fam rest/steak hse/6 months: Cracker Barrel		798	11.4%	109
Fam rest/steak hse/6 months: Denny`s		670	9.5%	108
Fam rest/steak hse/6 months: Golden Corral		472	6.7%	89
Fam rest/steak hse/6 months: IHOP		844	12.0%	115
Fam rest/steak hse/6 months: Logan`s Roadhouse		161	2.3%	62
Fam rest/steak hse/6 months: LongHorn Steakhouse		312	4.4%	91
Fam rest/steak hse/6 months: Olive Garden		1,320	18.8%	111
Fam rest/steak hse/6 months: Outback Steakhouse		763	10.9%	119
Fam rest/steak hse/6 months: Red Lobster		818	11.7%	102
Fam rest/steak hse/6 months: Red Robin		596	8.5%	131
Fam rest/steak hse/6 months: Ruby Tuesday		455	6.5%	112
Fam rest/steak hse/6 months: Texas Roadhouse		603	8.6%	107
Fam rest/steak hse/6 months: T.G.I. Friday`s		574	8.2%	117
Fam rest/steak hse/6 months: Waffle House		459	6.5%	120
Went to fast food/drive-in restaurant in last 6 mo		6,530	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo		2,824	40.2%	102
Spent at fast food/drive-in last 6 months: <\$11		321	4.6%	101
Spent at fast food/drive-in last 6 months: \$11-\$20		582	8.3%	99
Spent at fast food/drive-in last 6 months: \$21-\$40		892	12.7%	101
Spent at fast food/drive-in last 6 months: \$41-\$50		464	6.6%	85
Spent at fast food/drive-in last 6 months: \$51-\$100		1,109	15.8%	95
Spent at fast food/drive-in last 6 months: \$101-\$200		790	11.3%	102
Spent at fast food/drive-in last 6 months: \$201+		825	11.8%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,681	38.2%	105
Fast food/drive-in last 6 months: home delivery	579	8.3%	107
Fast food/drive-in last 6 months: take-out/drive-thru	3,198	45.6%	99
Fast food/drive-in last 6 months: take-out/walk-in	1,781	25.4%	126
Fast food/drive-in last 6 months: breakfast	2,566	36.6%	112
Fast food/drive-in last 6 months: lunch	3,733	53.2%	107
Fast food/drive-in last 6 months: dinner	3,387	48.3%	107
Fast food/drive-in last 6 months: snack	883	12.6%	104
Fast food/drive-in last 6 months: weekday	4,353	62.0%	106
Fast food/drive-in last 6 months: weekend	3,431	48.9%	106
Fast food/drive-in last 6 months: A & W	108	1.5%	57
Fast food/drive-in last 6 months: Arby`s	959	13.7%	84
Fast food/drive-in last 6 months: Baskin-Robbins	198	2.8%	84
Fast food/drive-in last 6 months: Boston Market	239	3.4%	98
Fast food/drive-in last 6 months: Burger King	2,156	30.7%	104
Fast food/drive-in last 6 months: Captain D`s	198	2.8%	81
Fast food/drive-in last 6 months: Carl`s Jr.	493	7.0%	124
Fast food/drive-in last 6 months: Checkers	269	3.8%	122
Fast food/drive-in last 6 months: Chick-fil-A	1,558	22.2%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	998	14.2%	119
Fast food/drive-in last 6 months: Chuck E. Cheese`s	268	3.8%	118
Fast food/drive-in last 6 months: Church`s Fr. Chicken	305	4.3%	122
Fast food/drive-in last 6 months: Cold Stone Creamery	160	2.3%	80
Fast food/drive-in last 6 months: Dairy Queen	1,034	14.7%	99
Fast food/drive-in last 6 months: Del Taco	276	3.9%	111
Fast food/drive-in last 6 months: Domino`s Pizza	808	11.5%	95
Fast food/drive-in last 6 months: Dunkin` Donuts	741	10.6%	84
Fast food/drive-in last 6 months: Hardee`s	359	5.1%	91
Fast food/drive-in last 6 months: Jack in the Box	944	13.5%	161
Fast food/drive-in last 6 months: KFC	1,222	17.4%	83
Fast food/drive-in last 6 months: Krispy Kreme	354	5.0%	101
Fast food/drive-in last 6 months: Little Caesars	1,056	15.0%	127
Fast food/drive-in last 6 months: Long John Silver`s	178	2.5%	57
Fast food/drive-in last 6 months: McDonald`s	3,818	54.4%	101
Went to Panda Express in last 6 months	774	11.0%	136
Fast food/drive-in last 6 months: Panera Bread	782	11.1%	96
Fast food/drive-in last 6 months: Papa John`s	688	9.8%	114
Fast food/drive-in last 6 months: Papa Murphy`s	349	5.0%	103
Fast food/drive-in last 6 months: Pizza Hut	1,225	17.5%	90
Fast food/drive-in last 6 months: Popeyes Chicken	599	8.5%	108
Fast food/drive-in last 6 months: Quiznos	150	2.1%	88
Fast food/drive-in last 6 months: Sonic Drive-In	810	11.5%	103
Fast food/drive-in last 6 months: Starbucks	1,355	19.3%	121
Fast food/drive-in last 6 months: Steak `n Shake	201	2.9%	54
Fast food/drive-in last 6 months: Subway	2,324	33.1%	107
Fast food/drive-in last 6 months: Taco Bell	2,491	35.5%	117
Fast food/drive-in last 6 months: Wendy`s	1,663	23.7%	88
Fast food/drive-in last 6 months: Whataburger	342	4.9%	111
Fast food/drive-in last 6 months: White Castle	176	2.5%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.30208

Longitude: -122.76239

Went to fine dining restaurant last month	725	10.3%	97
Went to fine dining restaurant 3+ times last month	237	3.4%	109
Spent at fine dining rest in last 6 months: <\$51	118	1.7%	89
Spent at fine dining rest in last 6 months: \$51-\$100	264	3.8%	111
Spent at fine dining rest in last 6 months: \$101-\$200	223	3.2%	98
Spent at fine dining rest in last 6 months: \$201+	208	3.0%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

April 03, 2018



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Demographic Summary		2017	2022	
Population		23,879	25,894	
Population 18+		18,839	20,611	
Households		10,214	11,051	
Median Household Income		\$62,078	\$75,669	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		14,445	76.7%	102
Went to family restaurant/steak house 4+ times/mo		5,341	28.4%	103
Spent at family rest/steak hse last 6 months: <\$31		1,244	6.6%	86
Spent at family rest/steak hse last 6 months: \$31-50		1,587	8.4%	98
Spent at family rest/steak hse last 6 months: \$51-100		2,814	14.9%	101
Spent at family rest/steak hse last 6 months: \$101-200		2,218	11.8%	105
Spent at family rest/steak hse last 6 months: \$201-300		1,036	5.5%	116
Spent at family rest/steak hse last 6 months: \$301+		1,303	6.9%	113
Family restaurant/steak house last 6 months: breakfast		2,572	13.7%	107
Family restaurant/steak house last 6 months: lunch		3,814	20.2%	106
Family restaurant/steak house last 6 months: dinner		9,083	48.2%	104
Family restaurant/steak house last 6 months: snack		393	2.1%	109
Family restaurant/steak house last 6 months: weekday		6,233	33.1%	107
Family restaurant/steak house last 6 months: weekend		8,153	43.3%	104
Fam rest/steak hse/6 months: Applebee`s		4,262	22.6%	100
Fam rest/steak hse/6 months: Bob Evans Farms		462	2.5%	66
Fam rest/steak hse/6 months: Buffalo Wild Wings		2,024	10.7%	112
Fam rest/steak hse/6 months: California Pizza Kitchen		819	4.3%	137
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		647	3.4%	104
Fam rest/steak hse/6 months: The Cheesecake Factory		1,561	8.3%	132
Fam rest/steak hse/6 months: Chili`s Grill & Bar		2,343	12.4%	112
Fam rest/steak hse/6 months: CiCi`s Pizza		662	3.5%	89
Fam rest/steak hse/6 months: Cracker Barrel		1,891	10.0%	96
Fam rest/steak hse/6 months: Denny`s		1,752	9.3%	105
Fam rest/steak hse/6 months: Golden Corral		1,131	6.0%	80
Fam rest/steak hse/6 months: IHOP		2,208	11.7%	112
Fam rest/steak hse/6 months: Logan`s Roadhouse		462	2.5%	66
Fam rest/steak hse/6 months: LongHorn Steakhouse		895	4.8%	97
Fam rest/steak hse/6 months: Olive Garden		3,487	18.5%	109
Fam rest/steak hse/6 months: Outback Steakhouse		2,111	11.2%	123
Fam rest/steak hse/6 months: Red Lobster		2,181	11.6%	101
Fam rest/steak hse/6 months: Red Robin		1,685	8.9%	138
Fam rest/steak hse/6 months: Ruby Tuesday		1,169	6.2%	107
Fam rest/steak hse/6 months: Texas Roadhouse		1,487	7.9%	98
Fam rest/steak hse/6 months: T.G.I. Friday`s		1,491	7.9%	114
Fam rest/steak hse/6 months: Waffle House		1,018	5.4%	99
Went to fast food/drive-in restaurant in last 6 mo		17,261	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo		7,338	39.0%	99
Spent at fast food/drive-in last 6 months: <\$11		811	4.3%	95
Spent at fast food/drive-in last 6 months: \$11-\$20		1,609	8.5%	102
Spent at fast food/drive-in last 6 months: \$21-\$40		2,433	12.9%	103
Spent at fast food/drive-in last 6 months: \$41-\$50		1,327	7.0%	91
Spent at fast food/drive-in last 6 months: \$51-\$100		3,088	16.4%	98
Spent at fast food/drive-in last 6 months: \$101-\$200		2,065	11.0%	100
Spent at fast food/drive-in last 6 months: \$201+		2,096	11.1%	112

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	7,114	37.8%	103
Fast food/drive-in last 6 months: home delivery	1,486	7.9%	102
Fast food/drive-in last 6 months: take-out/drive-thru	8,396	44.6%	97
Fast food/drive-in last 6 months: take-out/walk-in	4,477	23.8%	118
Fast food/drive-in last 6 months: breakfast	6,559	34.8%	106
Fast food/drive-in last 6 months: lunch	9,716	51.6%	104
Fast food/drive-in last 6 months: dinner	8,818	46.8%	104
Fast food/drive-in last 6 months: snack	2,318	12.3%	102
Fast food/drive-in last 6 months: weekday	11,468	60.9%	104
Fast food/drive-in last 6 months: weekend	9,058	48.1%	104
Fast food/drive-in last 6 months: A & W	329	1.7%	65
Fast food/drive-in last 6 months: Arby`s	2,426	12.9%	79
Fast food/drive-in last 6 months: Baskin-Robbins	708	3.8%	111
Fast food/drive-in last 6 months: Boston Market	735	3.9%	112
Fast food/drive-in last 6 months: Burger King	5,333	28.3%	96
Fast food/drive-in last 6 months: Captain D`s	450	2.4%	68
Fast food/drive-in last 6 months: Carl`s Jr.	1,383	7.3%	130
Fast food/drive-in last 6 months: Checkers	627	3.3%	106
Fast food/drive-in last 6 months: Chick-fil-A	4,052	21.5%	113
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,025	16.1%	135
Fast food/drive-in last 6 months: Chuck E. Cheese`s	723	3.8%	119
Fast food/drive-in last 6 months: Church`s Fr. Chicken	639	3.4%	95
Fast food/drive-in last 6 months: Cold Stone Creamery	555	2.9%	104
Fast food/drive-in last 6 months: Dairy Queen	2,518	13.4%	89
Fast food/drive-in last 6 months: Del Taco	801	4.3%	120
Fast food/drive-in last 6 months: Domino`s Pizza	2,311	12.3%	101
Fast food/drive-in last 6 months: Dunkin` Donuts	2,312	12.3%	98
Fast food/drive-in last 6 months: Hardee`s	764	4.1%	72
Fast food/drive-in last 6 months: Jack in the Box	2,223	11.8%	141
Fast food/drive-in last 6 months: KFC	3,444	18.3%	87
Fast food/drive-in last 6 months: Krispy Kreme	980	5.2%	104
Fast food/drive-in last 6 months: Little Caesars	2,403	12.8%	107
Fast food/drive-in last 6 months: Long John Silver`s	463	2.5%	56
Fast food/drive-in last 6 months: McDonald`s	9,799	52.0%	97
Went to Panda Express in last 6 months	2,056	10.9%	135
Fast food/drive-in last 6 months: Panera Bread	2,615	13.9%	120
Fast food/drive-in last 6 months: Papa John`s	1,811	9.6%	112
Fast food/drive-in last 6 months: Papa Murphy`s	899	4.8%	99
Fast food/drive-in last 6 months: Pizza Hut	3,073	16.3%	84
Fast food/drive-in last 6 months: Popeyes Chicken	1,555	8.3%	104
Fast food/drive-in last 6 months: Quiznos	520	2.8%	113
Fast food/drive-in last 6 months: Sonic Drive-In	1,870	9.9%	89
Fast food/drive-in last 6 months: Starbucks	3,935	20.9%	131
Fast food/drive-in last 6 months: Steak `n Shake	691	3.7%	69
Fast food/drive-in last 6 months: Subway	6,165	32.7%	106
Fast food/drive-in last 6 months: Taco Bell	6,004	31.9%	105
Fast food/drive-in last 6 months: Wendy`s	4,491	23.8%	88
Fast food/drive-in last 6 months: Whataburger	714	3.8%	86
Fast food/drive-in last 6 months: White Castle	429	2.3%	72

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.30208

Longitude: -122.76239

Went to fine dining restaurant last month	2,325	12.3%	115
Went to fine dining restaurant 3+ times last month	752	4.0%	129
Spent at fine dining rest in last 6 months: <\$51	365	1.9%	103
Spent at fine dining rest in last 6 months: \$51-\$100	721	3.8%	113
Spent at fine dining rest in last 6 months: \$101-\$200	629	3.3%	103
Spent at fine dining rest in last 6 months: \$201+	760	4.0%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Demographic Summary	2017	2022
Population	63,843	68,007
Population 18+	49,400	53,206
Households	23,631	25,181
Median Household Income	\$75,992	\$83,558

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	38,660	78.3%	105
Went to family restaurant/steak house 4+ times/mo	14,457	29.3%	107
Spent at family rest/steak hse last 6 months: <\$31	3,247	6.6%	86
Spent at family rest/steak hse last 6 months: \$31-50	4,444	9.0%	104
Spent at family rest/steak hse last 6 months: \$51-100	7,605	15.4%	104
Spent at family rest/steak hse last 6 months: \$101-200	6,384	12.9%	116
Spent at family rest/steak hse last 6 months: \$201-300	2,700	5.5%	116
Spent at family rest/steak hse last 6 months: \$301+	3,665	7.4%	122
Family restaurant/steak house last 6 months: breakfast	6,975	14.1%	111
Family restaurant/steak house last 6 months: lunch	9,908	20.1%	105
Family restaurant/steak house last 6 months: dinner	25,161	50.9%	110
Family restaurant/steak house last 6 months: snack	890	1.8%	94
Family restaurant/steak house last 6 months: weekday	16,877	34.2%	111
Family restaurant/steak house last 6 months: weekend	22,178	44.9%	108
Fam rest/steak hse/6 months: Applebee`s	11,452	23.2%	102
Fam rest/steak hse/6 months: Bob Evans Farms	1,583	3.2%	87
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,432	11.0%	115
Fam rest/steak hse/6 months: California Pizza Kitchen	1,994	4.0%	127
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,959	4.0%	120
Fam rest/steak hse/6 months: The Cheesecake Factory	4,148	8.4%	134
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,304	12.8%	115
Fam rest/steak hse/6 months: CiCi`s Pizza	1,681	3.4%	87
Fam rest/steak hse/6 months: Cracker Barrel	5,391	10.9%	105
Fam rest/steak hse/6 months: Denny`s	4,399	8.9%	101
Fam rest/steak hse/6 months: Golden Corral	3,139	6.4%	85
Fam rest/steak hse/6 months: IHOP	5,699	11.5%	110
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,539	3.1%	84
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,587	5.2%	107
Fam rest/steak hse/6 months: Olive Garden	9,378	19.0%	112
Fam rest/steak hse/6 months: Outback Steakhouse	5,584	11.3%	124
Fam rest/steak hse/6 months: Red Lobster	5,731	11.6%	101
Fam rest/steak hse/6 months: Red Robin	4,165	8.4%	130
Fam rest/steak hse/6 months: Ruby Tuesday	3,177	6.4%	111
Fam rest/steak hse/6 months: Texas Roadhouse	4,284	8.7%	108
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,846	7.8%	112
Fam rest/steak hse/6 months: Waffle House	2,628	5.3%	97
Went to fast food/drive-in restaurant in last 6 mo	45,160	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	19,662	39.8%	101
Spent at fast food/drive-in last 6 months: <\$11	2,025	4.1%	90
Spent at fast food/drive-in last 6 months: \$11-\$20	4,158	8.4%	101
Spent at fast food/drive-in last 6 months: \$21-\$40	6,107	12.4%	99
Spent at fast food/drive-in last 6 months: \$41-\$50	3,844	7.8%	100
Spent at fast food/drive-in last 6 months: \$51-\$100	8,572	17.4%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	5,628	11.4%	104
Spent at fast food/drive-in last 6 months: \$201+	5,573	11.3%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	18,806	38.1%	104
Fast food/drive-in last 6 months: home delivery	3,923	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	23,395	47.4%	103
Fast food/drive-in last 6 months: take-out/walk-in	11,159	22.6%	112
Fast food/drive-in last 6 months: breakfast	17,185	34.8%	106
Fast food/drive-in last 6 months: lunch	26,114	52.9%	107
Fast food/drive-in last 6 months: dinner	23,507	47.6%	106
Fast food/drive-in last 6 months: snack	6,296	12.7%	106
Fast food/drive-in last 6 months: weekday	30,522	61.8%	106
Fast food/drive-in last 6 months: weekend	23,622	47.8%	104
Fast food/drive-in last 6 months: A & W	1,025	2.1%	77
Fast food/drive-in last 6 months: Arby`s	7,505	15.2%	93
Fast food/drive-in last 6 months: Baskin-Robbins	1,809	3.7%	109
Fast food/drive-in last 6 months: Boston Market	2,017	4.1%	117
Fast food/drive-in last 6 months: Burger King	14,154	28.7%	97
Fast food/drive-in last 6 months: Captain D`s	1,291	2.6%	75
Fast food/drive-in last 6 months: Carl`s Jr.	3,000	6.1%	107
Fast food/drive-in last 6 months: Checkers	1,444	2.9%	93
Fast food/drive-in last 6 months: Chick-fil-A	11,471	23.2%	122
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,635	15.5%	130
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,580	3.2%	99
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,400	2.8%	79
Fast food/drive-in last 6 months: Cold Stone Creamery	1,635	3.3%	117
Fast food/drive-in last 6 months: Dairy Queen	7,030	14.2%	95
Fast food/drive-in last 6 months: Del Taco	1,738	3.5%	99
Fast food/drive-in last 6 months: Domino`s Pizza	6,033	12.2%	101
Fast food/drive-in last 6 months: Dunkin` Donuts	7,082	14.3%	114
Fast food/drive-in last 6 months: Hardee`s	2,191	4.4%	79
Fast food/drive-in last 6 months: Jack in the Box	4,695	9.5%	114
Fast food/drive-in last 6 months: KFC	9,717	19.7%	93
Fast food/drive-in last 6 months: Krispy Kreme	2,692	5.4%	109
Fast food/drive-in last 6 months: Little Caesars	5,608	11.4%	96
Fast food/drive-in last 6 months: Long John Silver`s	1,434	2.9%	66
Fast food/drive-in last 6 months: McDonald`s	25,953	52.5%	98
Went to Panda Express in last 6 months	4,811	9.7%	120
Fast food/drive-in last 6 months: Panera Bread	7,705	15.6%	135
Fast food/drive-in last 6 months: Papa John`s	4,675	9.5%	110
Fast food/drive-in last 6 months: Papa Murphy`s	2,515	5.1%	106
Fast food/drive-in last 6 months: Pizza Hut	8,180	16.6%	86
Fast food/drive-in last 6 months: Popeyes Chicken	3,912	7.9%	100
Fast food/drive-in last 6 months: Quiznos	1,457	2.9%	121
Fast food/drive-in last 6 months: Sonic Drive-In	5,242	10.6%	95
Fast food/drive-in last 6 months: Starbucks	9,905	20.1%	126
Fast food/drive-in last 6 months: Steak `n Shake	2,464	5.0%	94
Fast food/drive-in last 6 months: Subway	16,327	33.1%	107
Fast food/drive-in last 6 months: Taco Bell	15,107	30.6%	101
Fast food/drive-in last 6 months: Wendy`s	13,204	26.7%	99
Fast food/drive-in last 6 months: Whataburger	2,118	4.3%	97
Fast food/drive-in last 6 months: White Castle	1,331	2.7%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Restaurant Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.30208

Longitude: -122.76239

Went to fine dining restaurant last month	6,700	13.6%	127
Went to fine dining restaurant 3+ times last month	1,892	3.8%	124
Spent at fine dining rest in last 6 months: <\$51	951	1.9%	102
Spent at fine dining rest in last 6 months: \$51-\$100	2,031	4.1%	121
Spent at fine dining rest in last 6 months: \$101-\$200	2,056	4.2%	128
Spent at fine dining rest in last 6 months: \$201+	2,248	4.6%	136

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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April 03, 2018



Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Bright Young Professionals (8C)	79.0%	Population	8,951	9,536
Silver & Gold (9A)	12.4%	Households	3,962	4,211
American Dreamers (7C)	5.6%	Families	2,318	2,442
The Elders (9C)	2.3%	Median Age	37.3	36.7
The Great Outdoors (6C)	0.7%	Median Household Income	\$57,543	\$70,077
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,228.68	\$8,830,012
Men's		102	\$429.74	\$1,702,623
Women's		102	\$753.56	\$2,985,606
Children's		107	\$358.23	\$1,419,323
Footwear		104	\$481.95	\$1,909,505
Watches & Jewelry		100	\$119.13	\$471,998
Apparel Products and Services (1)		105	\$86.06	\$340,957
Computer				
Computers and Hardware for Home Use		106	\$184.06	\$729,254
Portable Memory		108	\$5.76	\$22,802
Computer Software		110	\$12.65	\$50,122
Computer Accessories		104	\$18.84	\$74,644
Entertainment & Recreation		100	\$3,127.94	\$12,392,916
Fees and Admissions		99	\$631.84	\$2,503,339
Membership Fees for Clubs (2)		98	\$206.33	\$817,480
Fees for Participant Sports, excl. Trips		104	\$103.10	\$408,465
Tickets to Theatre/Operas/Concerts		96	\$57.25	\$226,830
Tickets to Movies/Museums/Parks		108	\$82.86	\$328,294
Admission to Sporting Events, excl. Trips		98	\$54.99	\$217,867
Fees for Recreational Lessons		95	\$126.34	\$500,576
Dating Services		120	\$0.97	\$3,827
TV/Video/Audio		103	\$1,314.98	\$5,209,942
Cable and Satellite Television Services		101	\$963.57	\$3,817,673
Televisions		105	\$125.40	\$496,826
Satellite Dishes		111	\$1.61	\$6,394
VCRs, Video Cameras, and DVD Players		109	\$7.09	\$28,092
Miscellaneous Video Equipment		97	\$9.32	\$36,912
Video Cassettes and DVDs		109	\$16.57	\$65,666
Video Game Hardware/Accessories		111	\$32.28	\$127,876
Video Game Software		119	\$18.43	\$73,034
Streaming/Downloaded Video		112	\$28.64	\$113,482
Rental of Video Cassettes and DVDs		113	\$17.18	\$68,081
Installation of Televisions		99	\$0.88	\$3,486
Audio (3)		100	\$89.31	\$353,828
Rental and Repair of TV/Radio/Sound Equipment		116	\$4.69	\$18,591
Pets		98	\$582.09	\$2,306,244
Toys/Games/Crafts/Hobbies (4)		102	\$123.12	\$487,818
Recreational Vehicles and Fees (5)		90	\$91.92	\$364,204
Sports/Recreation/Exercise Equipment (6)		101	\$173.11	\$685,879
Photo Equipment and Supplies (7)		105	\$58.36	\$231,205
Reading (8)		98	\$122.21	\$484,194
Catered Affairs (9)		100	\$30.31	\$120,091
Food		104	\$8,692.20	\$34,438,505
Food at Home		103	\$5,166.12	\$20,468,173
Bakery and Cereal Products		101	\$672.69	\$2,665,203
Meats, Poultry, Fish, and Eggs		103	\$1,172.94	\$4,647,169
Dairy Products		100	\$533.98	\$2,115,643
Fruits and Vegetables		103	\$1,001.44	\$3,967,689
Snacks and Other Food at Home (10)		104	\$1,785.08	\$7,072,469
Food Away from Home		106	\$3,526.08	\$13,970,332
Alcoholic Beverages		103	\$574.68	\$2,276,891

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS
 Latitude: 45.30208
 Longitude: -122.76239

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	95	\$5,876.68	\$23,283,401
Value of Retirement Plans	87	\$21,251.89	\$84,199,987
Value of Other Financial Assets	102	\$1,330.63	\$5,271,973
Vehicle Loan Amount excluding Interest	106	\$2,890.14	\$11,450,733
Value of Credit Card Debt	98	\$570.01	\$2,258,394
Health			
Nonprescription Drugs	99	\$125.92	\$498,912
Prescription Drugs	96	\$373.88	\$1,481,306
Eyeglasses and Contact Lenses	97	\$91.25	\$361,525
Home			
Mortgage Payment and Basics (11)	91	\$7,844.85	\$31,081,297
Maintenance and Remodeling Services	90	\$1,745.20	\$6,914,497
Maintenance and Remodeling Materials (12)	84	\$338.91	\$1,342,762
Utilities, Fuel, and Public Services	100	\$5,021.04	\$19,893,356
Household Furnishings and Equipment			
Household Textiles (13)	103	\$97.91	\$387,910
Furniture	106	\$607.96	\$2,408,747
Rugs	91	\$21.14	\$83,748
Major Appliances (14)	98	\$315.48	\$1,249,950
Housewares (15)	104	\$98.77	\$391,308
Small Appliances	102	\$49.25	\$195,114
Luggage	101	\$12.00	\$47,534
Telephones and Accessories	110	\$75.98	\$301,030
Household Operations			
Child Care	103	\$491.04	\$1,945,482
Lawn and Garden (16)	93	\$389.72	\$1,544,060
Moving/Storage/Freight Express	117	\$75.14	\$297,689
Housekeeping Supplies (17)	102	\$727.64	\$2,882,904
Insurance			
Owners and Renters Insurance	92	\$474.54	\$1,880,113
Vehicle Insurance	103	\$1,212.63	\$4,804,445
Life/Other Insurance	90	\$385.34	\$1,526,735
Health Insurance	98	\$3,567.22	\$14,133,320
Personal Care Products (18)	103	\$484.05	\$1,917,798
School Books and Supplies (19)	106	\$164.18	\$650,498
Smoking Products	100	\$414.51	\$1,642,307
Transportation			
Payments on Vehicles excluding Leases	105	\$2,366.94	\$9,377,826
Gasoline and Motor Oil	104	\$2,871.57	\$11,377,175
Vehicle Maintenance and Repairs	101	\$1,086.81	\$4,305,957
Travel			
Airline Fares	99	\$502.15	\$1,989,537
Lodging on Trips	96	\$500.68	\$1,983,695
Auto/Truck Rental on Trips	101	\$26.63	\$105,511
Food and Drink on Trips	97	\$481.03	\$1,905,824

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Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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April 03, 2018



Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Bright Young Professionals (8C)	40.8%	Population	23,879	25,894
Enterprising Professionals (2D)	21.6%	Households	10,214	11,051
American Dreamers (7C)	9.5%	Families	6,209	6,673
Silver & Gold (9A)	8.6%	Median Age	38.3	37.8
The Elders (9C)	6.8%	Median Household Income	\$62,078	\$75,669
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,351.50	\$24,018,254
Men's		107	\$453.87	\$4,635,789
Women's		109	\$803.08	\$8,202,654
Children's		109	\$365.46	\$3,732,788
Footwear		109	\$505.26	\$5,160,708
Watches & Jewelry		110	\$130.61	\$1,334,022
Apparel Products and Services (1)		114	\$93.23	\$952,293
Computer				
Computers and Hardware for Home Use		112	\$193.72	\$1,978,707
Portable Memory		112	\$5.96	\$60,855
Computer Software		115	\$13.28	\$135,666
Computer Accessories		111	\$20.13	\$205,567
Entertainment & Recreation		107	\$3,324.31	\$33,954,474
Fees and Admissions		109	\$695.40	\$7,102,772
Membership Fees for Clubs (2)		108	\$228.18	\$2,330,677
Fees for Participant Sports, excl. Trips		114	\$112.70	\$1,151,092
Tickets to Theatre/Operas/Concerts		106	\$63.37	\$647,240
Tickets to Movies/Museums/Parks		114	\$88.17	\$900,557
Admission to Sporting Events, excl. Trips		106	\$59.09	\$603,498
Fees for Recreational Lessons		107	\$142.92	\$1,459,736
Dating Services		121	\$0.98	\$9,973
TV/Video/Audio		107	\$1,369.09	\$13,983,877
Cable and Satellite Television Services		106	\$1,003.17	\$10,246,383
Televisions		110	\$131.02	\$1,338,192
Satellite Dishes		119	\$1.72	\$17,540
VCRs, Video Cameras, and DVD Players		112	\$7.30	\$74,593
Miscellaneous Video Equipment		104	\$9.96	\$101,769
Video Cassettes and DVDs		112	\$17.02	\$173,871
Video Game Hardware/Accessories		110	\$32.23	\$329,248
Video Game Software		117	\$18.13	\$185,215
Streaming/Downloaded Video		115	\$29.46	\$300,928
Rental of Video Cassettes and DVDs		115	\$17.55	\$179,267
Installation of Televisions		115	\$1.02	\$10,430
Audio (3)		108	\$95.84	\$978,894
Rental and Repair of TV/Radio/Sound Equipment		116	\$4.65	\$47,546
Pets		104	\$619.47	\$6,327,231
Toys/Games/Crafts/Hobbies (4)		106	\$128.36	\$1,311,107
Recreational Vehicles and Fees (5)		99	\$100.66	\$1,028,092
Sports/Recreation/Exercise Equipment (6)		108	\$184.35	\$1,882,998
Photo Equipment and Supplies (7)		112	\$62.02	\$633,511
Reading (8)		105	\$131.92	\$1,347,480
Catered Affairs (9)		109	\$33.03	\$337,404
Food		108	\$9,061.66	\$92,555,818
Food at Home		107	\$5,375.96	\$54,910,073
Bakery and Cereal Products		106	\$700.58	\$7,155,704
Meats, Poultry, Fish, and Eggs		106	\$1,213.56	\$12,395,318
Dairy Products		105	\$558.09	\$5,700,288
Fruits and Vegetables		108	\$1,050.48	\$10,729,584
Snacks and Other Food at Home (10)		108	\$1,853.26	\$18,929,179
Food Away from Home		111	\$3,685.70	\$37,645,745
Alcoholic Beverages		110	\$611.31	\$6,243,971

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Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	106	\$6,584.07	\$67,249,652
Value of Retirement Plans	98	\$23,959.98	\$244,727,211
Value of Other Financial Assets	108	\$1,402.47	\$14,324,873
Vehicle Loan Amount excluding Interest	108	\$2,948.69	\$30,117,911
Value of Credit Card Debt	105	\$610.40	\$6,234,645
Health			
Nonprescription Drugs	104	\$132.97	\$1,358,180
Prescription Drugs	102	\$397.17	\$4,056,734
Eyeglasses and Contact Lenses	103	\$97.24	\$993,195
Home			
Mortgage Payment and Basics (11)	102	\$8,761.28	\$89,487,740
Maintenance and Remodeling Services	102	\$1,974.22	\$20,164,729
Maintenance and Remodeling Materials (12)	93	\$376.39	\$3,844,424
Utilities, Fuel, and Public Services	104	\$5,241.51	\$53,536,733
Household Furnishings and Equipment			
Household Textiles (13)	109	\$103.93	\$1,061,585
Furniture	111	\$636.62	\$6,502,460
Rugs	101	\$23.38	\$238,753
Major Appliances (14)	105	\$336.95	\$3,441,654
Housewares (15)	109	\$103.91	\$1,061,310
Small Appliances	107	\$51.90	\$530,142
Luggage	111	\$13.11	\$133,947
Telephones and Accessories	113	\$78.16	\$798,298
Household Operations			
Child Care	110	\$526.49	\$5,377,550
Lawn and Garden (16)	102	\$426.81	\$4,359,435
Moving/Storage/Freight Express	123	\$78.56	\$802,380
Housekeeping Supplies (17)	107	\$761.90	\$7,782,004
Insurance			
Owners and Renters Insurance	99	\$512.98	\$5,239,587
Vehicle Insurance	108	\$1,266.98	\$12,940,941
Life/Other Insurance	100	\$426.16	\$4,352,840
Health Insurance	104	\$3,808.85	\$38,903,555
Personal Care Products (18)	108	\$509.58	\$5,204,882
School Books and Supplies (19)	110	\$170.37	\$1,740,189
Smoking Products	98	\$409.80	\$4,185,734
Transportation			
Payments on Vehicles excluding Leases	109	\$2,442.86	\$24,951,418
Gasoline and Motor Oil	107	\$2,961.11	\$30,244,737
Vehicle Maintenance and Repairs	107	\$1,142.69	\$11,671,470
Travel			
Airline Fares	109	\$556.72	\$5,686,384
Lodging on Trips	105	\$550.36	\$5,621,404
Auto/Truck Rental on Trips	110	\$29.09	\$297,152
Food and Drink on Trips	106	\$524.36	\$5,355,766

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Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
Ring: 3 mile radius

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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April 03, 2018



Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 5 mile radius

Prepared by First American Title NCS
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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Bright Young Professionals (8C)	17.6%	Population	63,843	68,007
Enterprising Professionals (2D)	9.3%	Households	23,631	25,181
Savvy Suburbanites (1D)	8.4%	Families	16,497	17,474
Home Improvement (4B)	8.2%	Median Age	39.4	39.9
Middleburg (4C)	8.2%	Median Household Income	\$75,992	\$83,558
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		122	\$2,634.78	\$62,262,502
Men's		121	\$512.18	\$12,103,260
Women's		122	\$901.37	\$21,300,384
Children's		120	\$401.37	\$9,484,870
Footwear		122	\$564.41	\$13,337,660
Watches & Jewelry		126	\$149.25	\$3,527,038
Apparel Products and Services (1)		130	\$106.19	\$2,509,291
Computer				
Computers and Hardware for Home Use		124	\$213.81	\$5,052,630
Portable Memory		122	\$6.48	\$153,041
Computer Software		125	\$14.41	\$340,532
Computer Accessories		124	\$22.46	\$530,704
Entertainment & Recreation		121	\$3,768.71	\$89,058,485
Fees and Admissions		128	\$812.59	\$19,202,291
Membership Fees for Clubs (2)		128	\$269.26	\$6,362,862
Fees for Participant Sports, excl. Trips		130	\$129.31	\$3,055,716
Tickets to Theatre/Operas/Concerts		125	\$74.47	\$1,759,744
Tickets to Movies/Museums/Parks		126	\$96.93	\$2,290,556
Admission to Sporting Events, excl. Trips		125	\$69.81	\$1,649,796
Fees for Recreational Lessons		129	\$171.83	\$4,060,595
Dating Services		120	\$0.97	\$23,021
TV/Video/Audio		117	\$1,505.99	\$35,588,123
Cable and Satellite Television Services		116	\$1,105.19	\$26,116,637
Televisions		121	\$144.18	\$3,407,183
Satellite Dishes		132	\$1.91	\$45,251
VCRs, Video Cameras, and DVD Players		120	\$7.83	\$185,141
Miscellaneous Video Equipment		121	\$11.64	\$274,991
Video Cassettes and DVDs		118	\$18.07	\$427,045
Video Game Hardware/Accessories		117	\$34.23	\$808,812
Video Game Software		119	\$18.50	\$437,225
Streaming/Downloaded Video		122	\$31.16	\$736,440
Rental of Video Cassettes and DVDs		121	\$18.42	\$435,394
Installation of Televisions		140	\$1.25	\$29,651
Audio (3)		122	\$108.91	\$2,573,672
Rental and Repair of TV/Radio/Sound Equipment		116	\$4.68	\$110,680
Pets		119	\$709.89	\$16,775,475
Toys/Games/Crafts/Hobbies (4)		119	\$144.55	\$3,415,786
Recreational Vehicles and Fees (5)		123	\$125.14	\$2,957,195
Sports/Recreation/Exercise Equipment (6)		123	\$210.70	\$4,979,164
Photo Equipment and Supplies (7)		125	\$69.28	\$1,637,107
Reading (8)		120	\$150.62	\$3,559,336
Catered Affairs (9)		131	\$39.95	\$944,008
Food		120	\$10,002.32	\$236,364,739
Food at Home		118	\$5,935.85	\$140,270,067
Bakery and Cereal Products		117	\$777.68	\$18,377,373
Meats, Poultry, Fish, and Eggs		117	\$1,337.21	\$31,599,676
Dairy Products		117	\$621.51	\$14,686,844
Fruits and Vegetables		119	\$1,159.69	\$27,404,696
Snacks and Other Food at Home (10)		119	\$2,039.76	\$48,201,478
Food Away from Home		122	\$4,066.47	\$96,094,672
Alcoholic Beverages		123	\$683.56	\$16,153,313

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Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
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 Longitude: -122.76239

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	130	\$8,048.27	\$190,188,750
Value of Retirement Plans	125	\$30,296.94	\$715,946,899
Value of Other Financial Assets	123	\$1,599.70	\$37,802,596
Vehicle Loan Amount excluding Interest	118	\$3,224.60	\$76,200,607
Value of Credit Card Debt	121	\$703.51	\$16,624,700
Health			
Nonprescription Drugs	117	\$149.93	\$3,542,947
Prescription Drugs	117	\$452.76	\$10,699,206
Eyeglasses and Contact Lenses	119	\$112.63	\$2,661,587
Home			
Mortgage Payment and Basics (11)	126	\$10,818.47	\$255,651,359
Maintenance and Remodeling Services	126	\$2,442.30	\$57,713,937
Maintenance and Remodeling Materials (12)	118	\$477.11	\$11,274,693
Utilities, Fuel, and Public Services	117	\$5,878.85	\$138,923,144
Household Furnishings and Equipment			
Household Textiles (13)	122	\$116.63	\$2,756,135
Furniture	123	\$706.58	\$16,697,198
Rugs	122	\$28.23	\$667,208
Major Appliances (14)	121	\$389.51	\$9,204,417
Housewares (15)	122	\$116.26	\$2,747,346
Small Appliances	119	\$57.50	\$1,358,728
Luggage	127	\$15.09	\$356,518
Telephones and Accessories	122	\$84.76	\$2,002,981
Household Operations			
Child Care	124	\$595.07	\$14,062,204
Lawn and Garden (16)	122	\$510.82	\$12,071,300
Moving/Storage/Freight Express	125	\$80.04	\$1,891,495
Housekeeping Supplies (17)	119	\$850.52	\$20,098,549
Insurance			
Owners and Renters Insurance	119	\$617.36	\$14,588,879
Vehicle Insurance	119	\$1,403.15	\$33,157,846
Life/Other Insurance	122	\$522.54	\$12,348,167
Health Insurance	119	\$4,362.55	\$103,091,477
Personal Care Products (18)	121	\$567.21	\$13,403,740
School Books and Supplies (19)	122	\$189.11	\$4,468,960
Smoking Products	106	\$440.16	\$10,401,490
Transportation			
Payments on Vehicles excluding Leases	120	\$2,702.48	\$63,862,307
Gasoline and Motor Oil	117	\$3,256.98	\$76,965,624
Vehicle Maintenance and Repairs	120	\$1,283.99	\$30,342,081
Travel			
Airline Fares	127	\$644.73	\$15,235,536
Lodging on Trips	124	\$652.39	\$15,416,658
Auto/Truck Rental on Trips	127	\$33.50	\$791,586
Food and Drink on Trips	124	\$612.23	\$14,467,644

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

8309 SW Main St, Wilsonville, Oregon, 97070
Ring: 5 mile radius

Prepared by First American Title NCS
Latitude: 45.30208
Longitude: -122.76239

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 03, 2018



Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Demographic Summary		2017	2022
Population		8,951	9,536
Population 18+		7,017	7,513
Households		3,962	4,211
Median Household Income		\$57,543	\$70,077

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,317	47.3%	99
Bought any women's clothing in last 12 months	2,948	42.0%	97
Bought clothing for child <13 years in last 6 months	1,915	27.3%	99
Bought any shoes in last 12 months	3,750	53.4%	99
Bought costume jewelry in last 12 months	1,404	20.0%	105
Bought any fine jewelry in last 12 months	1,507	21.5%	119
Bought a watch in last 12 months	1,092	15.6%	102
Automobiles (Households)			
HH owns/leases any vehicle	3,553	89.7%	105
HH bought/leased new vehicle last 12 mo	398	10.0%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,248	89.0%	105
Bought/changed motor oil in last 12 months	3,251	46.3%	96
Had tune-up in last 12 months	2,339	33.3%	116
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,756	67.8%	102
Drank regular cola in last 6 months	3,176	45.3%	103
Drank beer/ale in last 6 months	3,045	43.4%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,477	21.0%	99
Own digital SLR camera/camcorder	565	8.1%	97
Printed digital photos in last 12 months	1,039	14.8%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,703	38.5%	106
Have a smartphone	5,142	73.3%	109
Have a smartphone: Android phone (any brand)	2,453	35.0%	110
Have a smartphone: Apple iPhone	2,272	32.4%	106
Number of cell phones in household: 1	1,486	37.5%	117
Number of cell phones in household: 2	1,503	37.9%	101
Number of cell phones in household: 3+	870	22.0%	84
HH has cell phone only (no landline telephone)	2,179	55.0%	121
Computers (Households)			
HH owns a computer	3,231	81.5%	107
HH owns desktop computer	1,504	38.0%	89
HH owns laptop/notebook	2,538	64.1%	115
HH owns any Apple/Mac brand computer	574	14.5%	94
HH owns any PC/non-Apple brand computer	2,852	72.0%	109
HH purchased most recent computer in a store	1,520	38.4%	103
HH purchased most recent computer online	576	14.5%	111
Spent <\$500 on most recent home computer	685	17.3%	113
Spent \$500-\$999 on most recent home computer	770	19.4%	106
Spent \$1,000-\$1,499 on most recent home computer	363	9.2%	101
Spent \$1,500-\$1,999 on most recent home computer	136	3.4%	80
Spent \$2,000+ on most recent home computer	119	3.0%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,664	52.2%	105
Bought brewed coffee at convenience store in last 30 days	1,260	18.0%	115
Bought cigarettes at convenience store in last 30 days	920	13.1%	108
Bought gas at convenience store in last 30 days	2,661	37.9%	112
Spent at convenience store in last 30 days: <\$20	505	7.2%	91
Spent at convenience store in last 30 days: \$20-\$39	641	9.1%	100
Spent at convenience store in last 30 days: \$40-\$50	535	7.6%	101
Spent at convenience store in last 30 days: \$51-\$99	347	4.9%	106
Spent at convenience store in last 30 days: \$100+	1,787	25.5%	109
Entertainment (Adults)			
Attended a movie in last 6 months	4,530	64.6%	109
Went to live theater in last 12 months	840	12.0%	92
Went to a bar/night club in last 12 months	1,428	20.4%	121
Dined out in last 12 months	3,663	52.2%	116
Gambled at a casino in last 12 months	871	12.4%	90
Visited a theme park in last 12 months	1,337	19.1%	107
Viewed movie (video-on-demand) in last 30 days	1,276	18.2%	99
Viewed TV show (video-on-demand) in last 30 days	935	13.3%	101
Watched any pay-per-view TV in last 12 months	823	11.7%	95
Downloaded a movie over the Internet in last 30 days	785	11.2%	135
Downloaded any individual song in last 6 months	1,436	20.5%	97
Watched a movie online in the last 30 days	1,744	24.9%	132
Watched a TV program online in last 30 days	1,407	20.1%	118
Played a video/electronic game (console) in last 12 months	754	10.7%	108
Played a video/electronic game (portable) in last 12 months	372	5.3%	118
Financial (Adults)			
Have home mortgage (1st)	1,898	27.0%	88
Used ATM/cash machine in last 12 months	3,880	55.3%	111
Own any stock	507	7.2%	100
Own U.S. savings bond	307	4.4%	85
Own shares in mutual fund (stock)	508	7.2%	99
Own shares in mutual fund (bonds)	263	3.7%	74
Have interest checking account	2,028	28.9%	106
Have non-interest checking account	2,129	30.3%	103
Have savings account	3,841	54.7%	100
Have 401K retirement savings plan	1,021	14.6%	99
Own/used any credit/debit card in last 12 months	5,535	78.9%	105
Avg monthly credit card expenditures: <\$111	753	10.7%	89
Avg monthly credit card expenditures: \$111-\$225	502	7.2%	101
Avg monthly credit card expenditures: \$226-\$450	414	5.9%	90
Avg monthly credit card expenditures: \$451-\$700	293	4.2%	79
Avg monthly credit card expenditures: \$701-\$1,000	252	3.6%	78
Avg monthly credit card expenditures: \$1,001+	720	10.3%	111
Did banking online in last 12 months	3,056	43.6%	119
Did banking on mobile device in last 12 months	1,545	22.0%	127
Paid bills online in last 12 months	3,542	50.5%	113

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Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,601	65.6%	94
Used bread in last 6 months	3,705	93.5%	100
Used chicken (fresh or frozen) in last 6 months	2,806	70.8%	103
Used turkey (fresh or frozen) in last 6 months	553	14.0%	88
Used fish/seafood (fresh or frozen) in last 6 months	2,144	54.1%	99
Used fresh fruit/vegetables in last 6 months	3,452	87.1%	101
Used fresh milk in last 6 months	3,406	86.0%	98
Used organic food in last 6 months	912	23.0%	112
Health (Adults)			
Exercise at home 2+ times per week	2,021	28.8%	99
Exercise at club 2+ times per week	1,175	16.7%	125
Visited a doctor in last 12 months	5,380	76.7%	101
Used vitamin/dietary supplement in last 6 months	3,758	53.6%	102
Home (Households)			
Any home improvement in last 12 months	924	23.3%	86
Used housekeeper/maid/professional HH cleaning service in last 12	435	11.0%	82
Purchased low ticket HH furnishings in last 12 months	650	16.4%	101
Purchased big ticket HH furnishings in last 12 months	870	22.0%	103
Bought any small kitchen appliance in last 12 months	821	20.7%	93
Bought any large kitchen appliance in last 12 months	512	12.9%	102
Insurance (Adults/Households)			
Currently carry life insurance	2,879	41.0%	95
Carry medical/hospital/accident insurance	4,998	71.2%	103
Carry homeowner insurance	3,205	45.7%	97
Carry renter's insurance	943	13.4%	154
Have auto insurance: 1 vehicle in household covered	1,474	37.2%	120
Have auto insurance: 2 vehicles in household covered	1,023	25.8%	90
Have auto insurance: 3+ vehicles in household covered	756	19.1%	88
Pets (Households)			
Household owns any pet	1,983	50.1%	92
Household owns any cat	791	20.0%	88
Household owns any dog	1,393	35.2%	85
Psychographics (Adults)			
Buying American is important to me	2,618	37.3%	90
Usually buy items on credit rather than wait	823	11.7%	96
Usually buy based on quality - not price	1,475	21.0%	114
Price is usually more important than brand name	1,988	28.3%	106
Usually use coupons for brands I buy often	1,241	17.7%	97
Am interested in how to help the environment	1,100	15.7%	95
Usually pay more for environ safe product	1,000	14.3%	106
Usually value green products over convenience	780	11.1%	103
Likely to buy a brand that supports a charity	2,517	35.9%	102
Reading (Adults)			
Bought digital book in last 12 months	1,039	14.8%	104
Bought hardcover book in last 12 months	1,524	21.7%	106
Bought paperback book in last 12 month	2,195	31.3%	105
Read any daily newspaper (paper version)	1,733	24.7%	102
Read any digital newspaper in last 30 days	2,369	33.8%	99
Read any magazine (paper/electronic version) in last 6 months	6,568	93.6%	104

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 1 mile radius

Prepared by First American Title NCS
 Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,271	75.1%	100
Went to family restaurant/steak house: 4+ times a month	2,001	28.5%	104
Went to fast food/drive-in restaurant in last 6 months	6,530	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,824	40.2%	102
Fast food/drive-in last 6 months: eat in	2,681	38.2%	105
Fast food/drive-in last 6 months: home delivery	579	8.3%	107
Fast food/drive-in last 6 months: take-out/drive-thru	3,198	45.6%	99
Fast food/drive-in last 6 months: take-out/walk-in	1,781	25.4%	126
Television & Electronics (Adults/Households)			
Own any tablet	2,449	34.9%	104
Own any e-reader	597	8.5%	98
Own e-reader/tablet: iPad	1,427	20.3%	99
HH has Internet connectable TV	919	23.2%	115
Own any portable MP3 player	1,996	28.4%	102
HH owns 1 TV	1,090	27.5%	133
HH owns 2 TVs	1,104	27.9%	107
HH owns 3 TVs	803	20.3%	94
HH owns 4+ TVs	543	13.7%	75
HH subscribes to cable TV	2,079	52.5%	110
HH subscribes to fiber optic	283	7.1%	89
HH owns portable GPS navigation device	1,086	27.4%	101
HH purchased video game system in last 12 mos	304	7.7%	99
HH owns Internet video device for TV	499	12.6%	114
Travel (Adults)			
Domestic travel in last 12 months	3,646	52.0%	102
Took 3+ domestic non-business trips in last 12 months	778	11.1%	99
Spent on domestic vacations in last 12 months: <\$1,000	662	9.4%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	266	3.8%	66
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	187	2.7%	72
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	223	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	441	6.3%	110
Domestic travel in the 12 months: used general travel website	401	5.7%	82
Foreign travel in last 3 years	1,767	25.2%	104
Took 3+ foreign trips by plane in last 3 years	356	5.1%	115
Spent on foreign vacations in last 12 months: <\$1,000	344	4.9%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	251	3.6%	103
Spent on foreign vacations in last 12 months: \$3,000+	315	4.5%	89
Foreign travel in last 3 years: used general travel website	414	5.9%	103
Nights spent in hotel/motel in last 12 months: any	2,949	42.0%	101
Took cruise of more than one day in last 3 years	556	7.9%	99
Member of any frequent flyer program	1,148	16.4%	100
Member of any hotel rewards program	1,047	14.9%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Demographic Summary		2017	2022
Population		23,879	25,894
Population 18+		18,839	20,611
Households		10,214	11,051
Median Household Income		\$62,078	\$75,669

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,838	46.9%	98
Bought any women's clothing in last 12 months	7,986	42.4%	98
Bought clothing for child <13 years in last 6 months	4,986	26.5%	96
Bought any shoes in last 12 months	10,314	54.7%	102
Bought costume jewelry in last 12 months	3,744	19.9%	104
Bought any fine jewelry in last 12 months	3,783	20.1%	111
Bought a watch in last 12 months	3,017	16.0%	105
Automobiles (Households)			
HH owns/leases any vehicle	9,200	90.1%	105
HH bought/leased new vehicle last 12 mo	1,137	11.1%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,999	90.2%	106
Bought/changed motor oil in last 12 months	8,662	46.0%	95
Had tune-up in last 12 months	6,013	31.9%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,711	67.5%	101
Drank regular cola in last 6 months	7,979	42.4%	96
Drank beer/ale in last 6 months	8,450	44.9%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,294	22.8%	107
Own digital SLR camera/camcorder	1,800	9.6%	115
Printed digital photos in last 12 months	2,845	15.1%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,026	37.3%	103
Have a smartphone	13,902	73.8%	110
Have a smartphone: Android phone (any brand)	6,208	33.0%	103
Have a smartphone: Apple iPhone	6,791	36.0%	118
Number of cell phones in household: 1	3,470	34.0%	106
Number of cell phones in household: 2	4,108	40.2%	107
Number of cell phones in household: 3+	2,362	23.1%	89
HH has cell phone only (no landline telephone)	4,936	48.3%	107
Computers (Households)			
HH owns a computer	8,525	83.5%	109
HH owns desktop computer	4,291	42.0%	98
HH owns laptop/notebook	6,516	63.8%	115
HH owns any Apple/Mac brand computer	1,851	18.1%	118
HH owns any PC/non-Apple brand computer	7,308	71.5%	108
HH purchased most recent computer in a store	4,150	40.6%	109
HH purchased most recent computer online	1,528	15.0%	115
Spent <\$500 on most recent home computer	1,631	16.0%	104
Spent \$500-\$999 on most recent home computer	2,051	20.1%	110
Spent \$1,000-\$1,499 on most recent home computer	1,093	10.7%	118
Spent \$1,500-\$1,999 on most recent home computer	495	4.8%	114
Spent \$2,000+ on most recent home computer	372	3.6%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	9,799	52.0%	104
Bought brewed coffee at convenience store in last 30 days	3,242	17.2%	110
Bought cigarettes at convenience store in last 30 days	1,975	10.5%	86
Bought gas at convenience store in last 30 days	6,332	33.6%	99
Spent at convenience store in last 30 days: <\$20	1,540	8.2%	104
Spent at convenience store in last 30 days: \$20-\$39	1,745	9.3%	101
Spent at convenience store in last 30 days: \$40-\$50	1,454	7.7%	102
Spent at convenience store in last 30 days: \$51-\$99	883	4.7%	101
Spent at convenience store in last 30 days: \$100+	4,173	22.2%	94
Entertainment (Adults)			
Attended a movie in last 6 months	12,352	65.6%	111
Went to live theater in last 12 months	2,593	13.8%	106
Went to a bar/night club in last 12 months	3,718	19.7%	117
Dined out in last 12 months	9,820	52.1%	115
Gambled at a casino in last 12 months	2,627	13.9%	101
Visited a theme park in last 12 months	3,809	20.2%	113
Viewed movie (video-on-demand) in last 30 days	3,863	20.5%	112
Viewed TV show (video-on-demand) in last 30 days	2,872	15.2%	116
Watched any pay-per-view TV in last 12 months	2,380	12.6%	102
Downloaded a movie over the Internet in last 30 days	2,068	11.0%	133
Downloaded any individual song in last 6 months	4,032	21.4%	101
Watched a movie online in the last 30 days	4,529	24.0%	128
Watched a TV program online in last 30 days	3,968	21.1%	124
Played a video/electronic game (console) in last 12 months	2,000	10.6%	107
Played a video/electronic game (portable) in last 12 months	929	4.9%	110
Financial (Adults)			
Have home mortgage (1st)	5,816	30.9%	101
Used ATM/cash machine in last 12 months	10,507	55.8%	112
Own any stock	1,540	8.2%	113
Own U.S. savings bond	950	5.0%	98
Own shares in mutual fund (stock)	1,551	8.2%	112
Own shares in mutual fund (bonds)	1,004	5.3%	106
Have interest checking account	5,761	30.6%	113
Have non-interest checking account	5,586	29.7%	101
Have savings account	11,002	58.4%	107
Have 401K retirement savings plan	3,085	16.4%	112
Own/used any credit/debit card in last 12 months	15,238	80.9%	107
Avg monthly credit card expenditures: <\$111	2,102	11.2%	93
Avg monthly credit card expenditures: \$111-\$225	1,341	7.1%	101
Avg monthly credit card expenditures: \$226-\$450	1,277	6.8%	103
Avg monthly credit card expenditures: \$451-\$700	1,029	5.5%	103
Avg monthly credit card expenditures: \$701-\$1,000	997	5.3%	114
Avg monthly credit card expenditures: \$1,001+	2,204	11.7%	126
Did banking online in last 12 months	8,448	44.8%	123
Did banking on mobile device in last 12 months	4,050	21.5%	124
Paid bills online in last 12 months	9,872	52.4%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 3 mile radius

Prepared by First American Title NCS
 Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,685	65.4%	94
Used bread in last 6 months	9,565	93.6%	100
Used chicken (fresh or frozen) in last 6 months	7,160	70.1%	102
Used turkey (fresh or frozen) in last 6 months	1,439	14.1%	89
Used fish/seafood (fresh or frozen) in last 6 months	5,641	55.2%	101
Used fresh fruit/vegetables in last 6 months	8,935	87.5%	101
Used fresh milk in last 6 months	8,773	85.9%	98
Used organic food in last 6 months	2,450	24.0%	116
Health (Adults)			
Exercise at home 2+ times per week	5,823	30.9%	107
Exercise at club 2+ times per week	3,369	17.9%	134
Visited a doctor in last 12 months	14,573	77.4%	102
Used vitamin/dietary supplement in last 6 months	10,325	54.8%	104
Home (Households)			
Any home improvement in last 12 months	2,540	24.9%	92
Used housekeeper/maid/professional HH cleaning service in last 12	1,384	13.6%	101
Purchased low ticket HH furnishings in last 12 months	1,702	16.7%	102
Purchased big ticket HH furnishings in last 12 months	2,320	22.7%	106
Bought any small kitchen appliance in last 12 months	2,224	21.8%	98
Bought any large kitchen appliance in last 12 months	1,327	13.0%	103
Insurance (Adults/Households)			
Currently carry life insurance	7,976	42.3%	98
Carry medical/hospital/accident insurance	13,708	72.8%	105
Carry homeowner insurance	8,863	47.0%	100
Carry renter's insurance	2,373	12.6%	144
Have auto insurance: 1 vehicle in household covered	3,681	36.0%	116
Have auto insurance: 2 vehicles in household covered	3,003	29.4%	103
Have auto insurance: 3+ vehicles in household covered	1,965	19.2%	89
Pets (Households)			
Household owns any pet	5,035	49.3%	91
Household owns any cat	2,027	19.8%	88
Household owns any dog	3,577	35.0%	85
Psychographics (Adults)			
Buying American is important to me	6,994	37.1%	89
Usually buy items on credit rather than wait	2,431	12.9%	105
Usually buy based on quality - not price	3,810	20.2%	110
Price is usually more important than brand name	5,099	27.1%	102
Usually use coupons for brands I buy often	3,426	18.2%	100
Am interested in how to help the environment	3,140	16.7%	101
Usually pay more for environ safe product	2,753	14.6%	109
Usually value green products over convenience	2,050	10.9%	100
Likely to buy a brand that supports a charity	6,816	36.2%	103
Reading (Adults)			
Bought digital book in last 12 months	3,132	16.6%	117
Bought hardcover book in last 12 months	4,169	22.1%	108
Bought paperback book in last 12 month	5,946	31.6%	106
Read any daily newspaper (paper version)	4,530	24.0%	100
Read any digital newspaper in last 30 days	7,215	38.3%	112
Read any magazine (paper/electronic version) in last 6 months	17,571	93.3%	103

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Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,445	76.7%	102
Went to family restaurant/steak house: 4+ times a month	5,341	28.4%	103
Went to fast food/drive-in restaurant in last 6 months	17,261	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	7,338	39.0%	99
Fast food/drive-in last 6 months: eat in	7,114	37.8%	103
Fast food/drive-in last 6 months: home delivery	1,486	7.9%	102
Fast food/drive-in last 6 months: take-out/drive-thru	8,396	44.6%	97
Fast food/drive-in last 6 months: take-out/walk-in	4,477	23.8%	118
Television & Electronics (Adults/Households)			
Own any tablet	7,422	39.4%	117
Own any e-reader	1,868	9.9%	114
Own e-reader/tablet: iPad	4,676	24.8%	120
HH has Internet connectable TV	2,433	23.8%	118
Own any portable MP3 player	5,846	31.0%	111
HH owns 1 TV	2,507	24.5%	118
HH owns 2 TVs	2,761	27.0%	104
HH owns 3 TVs	2,182	21.4%	99
HH owns 4+ TVs	1,569	15.4%	84
HH subscribes to cable TV	5,596	54.8%	115
HH subscribes to fiber optic	965	9.4%	118
HH owns portable GPS navigation device	2,989	29.3%	108
HH purchased video game system in last 12 mos	757	7.4%	96
HH owns Internet video device for TV	1,433	14.0%	127
Travel (Adults)			
Domestic travel in last 12 months	10,537	55.9%	110
Took 3+ domestic non-business trips in last 12 months	2,318	12.3%	110
Spent on domestic vacations in last 12 months: <\$1,000	2,082	11.1%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,075	5.7%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	723	3.8%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	678	3.6%	95
Spent on domestic vacations in last 12 months: \$3,000+	1,274	6.8%	118
Domestic travel in the 12 months: used general travel website	1,509	8.0%	114
Foreign travel in last 3 years	5,645	30.0%	124
Took 3+ foreign trips by plane in last 3 years	1,140	6.1%	138
Spent on foreign vacations in last 12 months: <\$1,000	1,045	5.5%	130
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	815	4.3%	124
Spent on foreign vacations in last 12 months: \$3,000+	1,190	6.3%	125
Foreign travel in last 3 years: used general travel website	1,469	7.8%	136
Nights spent in hotel/motel in last 12 months: any	8,667	46.0%	111
Took cruise of more than one day in last 3 years	1,838	9.8%	122
Member of any frequent flyer program	3,928	20.9%	128
Member of any hotel rewards program	3,340	17.7%	119

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Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 5 mile radius

Prepared by First American Title NCS
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Demographic Summary		2017	2022
Population		63,843	68,007
Population 18+		49,400	53,206
Households		23,631	25,181
Median Household Income		\$75,992	\$83,558

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	24,010	48.6%	102
Bought any women's clothing in last 12 months	22,083	44.7%	103
Bought clothing for child <13 years in last 6 months	13,600	27.5%	100
Bought any shoes in last 12 months	27,967	56.6%	105
Bought costume jewelry in last 12 months	9,932	20.1%	105
Bought any fine jewelry in last 12 months	9,224	18.7%	103
Bought a watch in last 12 months	7,761	15.7%	103
Automobiles (Households)			
HH owns/leases any vehicle	21,441	90.7%	106
HH bought/leased new vehicle last 12 mo	2,918	12.3%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	44,677	90.4%	106
Bought/changed motor oil in last 12 months	23,463	47.5%	98
Had tune-up in last 12 months	15,396	31.2%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	33,387	67.6%	102
Drank regular cola in last 6 months	19,803	40.1%	91
Drank beer/ale in last 6 months	22,483	45.5%	108
Cameras (Adults)			
Own digital point & shoot camera/camcorder	11,965	24.2%	114
Own digital SLR camera/camcorder	5,116	10.4%	124
Printed digital photos in last 12 months	7,622	15.4%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,108	36.7%	101
Have a smartphone	36,254	73.4%	110
Have a smartphone: Android phone (any brand)	15,704	31.8%	100
Have a smartphone: Apple iPhone	18,441	37.3%	122
Number of cell phones in household: 1	6,601	27.9%	87
Number of cell phones in household: 2	9,611	40.7%	108
Number of cell phones in household: 3+	6,769	28.6%	110
HH has cell phone only (no landline telephone)	9,995	42.3%	93
Computers (Households)			
HH owns a computer	19,898	84.2%	110
HH owns desktop computer	11,047	46.7%	110
HH owns laptop/notebook	14,848	62.8%	113
HH owns any Apple/Mac brand computer	4,456	18.9%	122
HH owns any PC/non-Apple brand computer	17,036	72.1%	109
HH purchased most recent computer in a store	9,820	41.6%	111
HH purchased most recent computer online	3,605	15.3%	117
Spent <\$500 on most recent home computer	3,560	15.1%	98
Spent \$500-\$999 on most recent home computer	4,923	20.8%	114
Spent \$1,000-\$1,499 on most recent home computer	2,647	11.2%	123
Spent \$1,500-\$1,999 on most recent home computer	1,271	5.4%	126
Spent \$2,000+ on most recent home computer	998	4.2%	119

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Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	25,924	52.5%	105
Bought brewed coffee at convenience store in last 30 days	8,257	16.7%	107
Bought cigarettes at convenience store in last 30 days	4,831	9.8%	81
Bought gas at convenience store in last 30 days	16,809	34.0%	100
Spent at convenience store in last 30 days: <\$20	4,246	8.6%	109
Spent at convenience store in last 30 days: \$20-\$39	4,730	9.6%	105
Spent at convenience store in last 30 days: \$40-\$50	3,712	7.5%	99
Spent at convenience store in last 30 days: \$51-\$99	2,334	4.7%	102
Spent at convenience store in last 30 days: \$100+	11,184	22.6%	96
Entertainment (Adults)			
Attended a movie in last 6 months	31,983	64.7%	110
Went to live theater in last 12 months	7,557	15.3%	118
Went to a bar/night club in last 12 months	9,326	18.9%	112
Dined out in last 12 months	25,744	52.1%	115
Gambled at a casino in last 12 months	7,193	14.6%	105
Visited a theme park in last 12 months	10,053	20.4%	114
Viewed movie (video-on-demand) in last 30 days	11,064	22.4%	122
Viewed TV show (video-on-demand) in last 30 days	8,073	16.3%	124
Watched any pay-per-view TV in last 12 months	6,727	13.6%	110
Downloaded a movie over the Internet in last 30 days	4,677	9.5%	114
Downloaded any individual song in last 6 months	11,157	22.6%	107
Watched a movie online in the last 30 days	10,417	21.1%	112
Watched a TV program online in last 30 days	9,501	19.2%	113
Played a video/electronic game (console) in last 12 months	4,941	10.0%	101
Played a video/electronic game (portable) in last 12 months	2,220	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	18,209	36.9%	120
Used ATM/cash machine in last 12 months	27,680	56.0%	113
Own any stock	4,503	9.1%	126
Own U.S. savings bond	2,795	5.7%	110
Own shares in mutual fund (stock)	4,550	9.2%	126
Own shares in mutual fund (bonds)	3,122	6.3%	125
Have interest checking account	16,072	32.5%	120
Have non-interest checking account	15,302	31.0%	105
Have savings account	30,226	61.2%	112
Have 401K retirement savings plan	8,951	18.1%	123
Own/used any credit/debit card in last 12 months	40,358	81.7%	108
Avg monthly credit card expenditures: <\$111	5,952	12.0%	100
Avg monthly credit card expenditures: \$111-\$225	3,619	7.3%	103
Avg monthly credit card expenditures: \$226-\$450	3,502	7.1%	108
Avg monthly credit card expenditures: \$451-\$700	3,082	6.2%	118
Avg monthly credit card expenditures: \$701-\$1,000	2,759	5.6%	121
Avg monthly credit card expenditures: \$1,001+	6,331	12.8%	139
Did banking online in last 12 months	22,134	44.8%	122
Did banking on mobile device in last 12 months	10,272	20.8%	120
Paid bills online in last 12 months	26,084	52.8%	118

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Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	16,373	69.3%	100
Used bread in last 6 months	22,276	94.3%	100
Used chicken (fresh or frozen) in last 6 months	16,901	71.5%	104
Used turkey (fresh or frozen) in last 6 months	3,755	15.9%	100
Used fish/seafood (fresh or frozen) in last 6 months	13,335	56.4%	103
Used fresh fruit/vegetables in last 6 months	20,823	88.1%	102
Used fresh milk in last 6 months	20,701	87.6%	100
Used organic food in last 6 months	5,417	22.9%	111
Health (Adults)			
Exercise at home 2+ times per week	15,759	31.9%	110
Exercise at club 2+ times per week	8,523	17.3%	129
Visited a doctor in last 12 months	39,093	79.1%	105
Used vitamin/dietary supplement in last 6 months	27,484	55.6%	106
Home (Households)			
Any home improvement in last 12 months	7,033	29.8%	110
Used housekeeper/maid/professional HH cleaning service in last 12	3,632	15.4%	115
Purchased low ticket HH furnishings in last 12 months	4,098	17.3%	107
Purchased big ticket HH furnishings in last 12 months	5,407	22.9%	107
Bought any small kitchen appliance in last 12 months	5,340	22.6%	102
Bought any large kitchen appliance in last 12 months	3,236	13.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	23,332	47.2%	109
Carry medical/hospital/accident insurance	36,468	73.8%	107
Carry homeowner insurance	26,600	53.8%	115
Carry renter's insurance	4,609	9.3%	107
Have auto insurance: 1 vehicle in household covered	7,007	29.7%	95
Have auto insurance: 2 vehicles in household covered	7,600	32.2%	113
Have auto insurance: 3+ vehicles in household covered	5,828	24.7%	114
Pets (Households)			
Household owns any pet	13,195	55.8%	103
Household owns any cat	5,358	22.7%	100
Household owns any dog	9,889	41.8%	101
Psychographics (Adults)			
Buying American is important to me	19,520	39.5%	95
Usually buy items on credit rather than wait	6,172	12.5%	102
Usually buy based on quality - not price	9,316	18.9%	103
Price is usually more important than brand name	13,032	26.4%	99
Usually use coupons for brands I buy often	8,816	17.8%	98
Am interested in how to help the environment	7,873	15.9%	97
Usually pay more for environ safe product	6,733	13.6%	102
Usually value green products over convenience	5,067	10.3%	95
Likely to buy a brand that supports a charity	17,464	35.4%	101
Reading (Adults)			
Bought digital book in last 12 months	8,627	17.5%	123
Bought hardcover book in last 12 months	11,352	23.0%	112
Bought paperback book in last 12 month	16,408	33.2%	111
Read any daily newspaper (paper version)	12,298	24.9%	103
Read any digital newspaper in last 30 days	19,507	39.5%	116
Read any magazine (paper/electronic version) in last 6 months	46,073	93.3%	103

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Retail Market Potential

8309 SW Main St, Wilsonville, Oregon, 97070
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.30208
 Longitude: -122.76239

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	38,660	78.3%	105
Went to family restaurant/steak house: 4+ times a month	14,457	29.3%	107
Went to fast food/drive-in restaurant in last 6 months	45,160	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	19,662	39.8%	101
Fast food/drive-in last 6 months: eat in	18,806	38.1%	104
Fast food/drive-in last 6 months: home delivery	3,923	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	23,395	47.4%	103
Fast food/drive-in last 6 months: take-out/walk-in	11,159	22.6%	112
Television & Electronics (Adults/Households)			
Own any tablet	19,755	40.0%	119
Own any e-reader	5,380	10.9%	126
Own e-reader/tablet: iPad	12,773	25.9%	125
HH has Internet connectable TV	5,686	24.1%	120
Own any portable MP3 player	15,804	32.0%	114
HH owns 1 TV	4,704	19.9%	96
HH owns 2 TVs	6,188	26.2%	101
HH owns 3 TVs	5,336	22.6%	105
HH owns 4+ TVs	4,651	19.7%	108
HH subscribes to cable TV	12,108	51.2%	107
HH subscribes to fiber optic	2,590	11.0%	137
HH owns portable GPS navigation device	7,517	31.8%	117
HH purchased video game system in last 12 mos	1,795	7.6%	98
HH owns Internet video device for TV	3,220	13.6%	123
Travel (Adults)			
Domestic travel in last 12 months	29,426	59.6%	117
Took 3+ domestic non-business trips in last 12 months	6,913	14.0%	126
Spent on domestic vacations in last 12 months: <\$1,000	5,659	11.5%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,303	6.7%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,175	4.4%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,281	4.6%	122
Spent on domestic vacations in last 12 months: \$3,000+	3,813	7.7%	135
Domestic travel in the 12 months: used general travel website	4,187	8.5%	121
Foreign travel in last 3 years	14,976	30.3%	125
Took 3+ foreign trips by plane in last 3 years	2,966	6.0%	136
Spent on foreign vacations in last 12 months: <\$1,000	2,656	5.4%	126
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,051	4.2%	119
Spent on foreign vacations in last 12 months: \$3,000+	3,396	6.9%	137
Foreign travel in last 3 years: used general travel website	3,630	7.3%	128
Nights spent in hotel/motel in last 12 months: any	24,080	48.7%	118
Took cruise of more than one day in last 3 years	4,972	10.1%	126
Member of any frequent flyer program	11,159	22.6%	139
Member of any hotel rewards program	9,699	19.6%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.