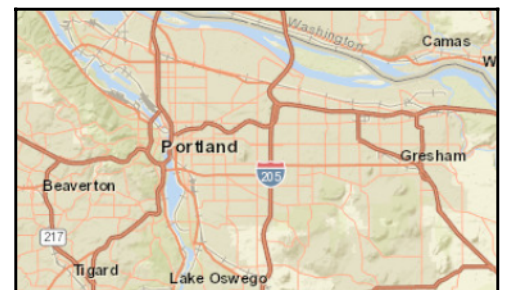
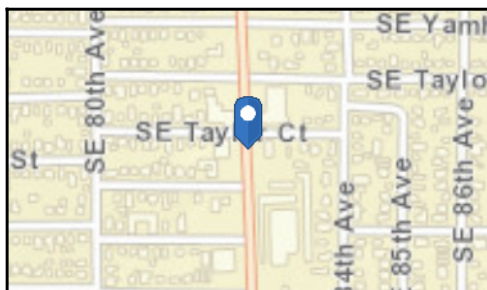
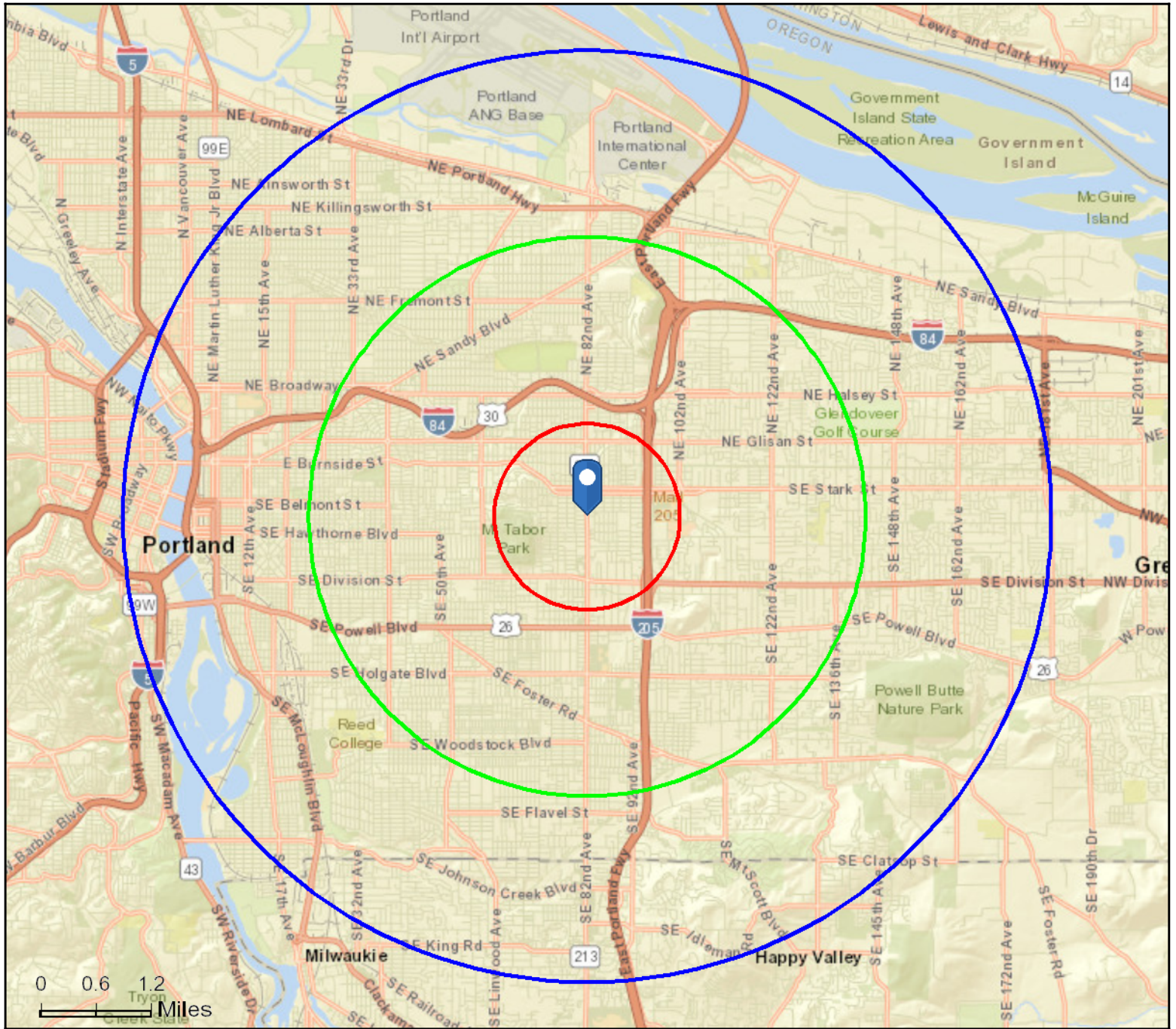




# Site Map

1170 SE 82nd Ave, Portland, Oregon, 97216  
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS  
Latitude: 45.51461  
Longitude: -122.57879



February 09, 2018





# Traffic Count Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.51461  
Longitude: -122.57879

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.11	SE Taylor St	SE 84th Ave (0.01 miles W)	2011	601
0.12	SE Yamhill St	SE 84th Ave (0.03 miles E)	2004	1,234
0.12	SE Yamhill St	SE 82nd Ave (0.05 miles E)	2007	1,444
0.13	SE 80th Ave	SE Salmon St (0.01 miles S)	2015	977
0.14	SE 82nd Ave	SE Morrison St (0.02 miles N)	2015	25,300
0.16	SE Yamhill St	SE 84th Ave (0.03 miles W)	2015	1,294
0.18	SE 80th Ave	SE Morrison St-Yamhill St Aly (0.01 miles N)	2007	997
0.18	SE Taylor St	SE 86th Ave (0.01 miles E)	2011	605
0.20	SE Taylor St	SE 86th Ave (0.01 miles W)	2011	771
0.21	SE Alder St	SE 82nd Ave (0.01 miles W)	1997	1,086
0.22	SE Yamhill St	SE 86th Ave (0.01 miles W)	2006	849
0.23	SE Alder St	SE 84th Ave (0.02 miles W)	1997	374
0.24	SE 84th Ave	SE Washington St-Alder St Aly (0.01 miles N)	1997	1,230
0.24	SE Taylor St	SE 87th Ave (0.01 miles W)	2010	863
0.25	SE 86th Ave	SE Morrison St (0.01 miles S)	2010	347
0.25	SE 82nd Ave	SE Washington St (0.01 miles N)	1990	25,908
0.26	SE Market St	SE 82nd Ave (0.01 miles E)	2009	277
0.26	SE Washington St	SE 84th Ave (0.04 miles E)	2004	9,931
0.27	SE 82nd Ave	SE Washington St (0.01 miles S)	1990	24,019
0.27	SE 80th Ave	SE Market St (0.01 miles S)	2015	499
0.28	SE Hawthorne Blvd	SE 77th Ave (0.01 miles W)	1999	434
0.29	SE 87th Ave	SE Hawthorne Blvd (0.01 miles N)	2016	400
0.29	SE Market St	SE 80th Ave (0.01 miles E)	2009	239
0.30	SE 82nd Ave	SE Stark St (0.01 miles N)	1987	20,837
0.30	SE Taylor St	SE 76th Ave (0.01 miles W)	1994	201
0.31	SE 84th Ave	SE Stark St (0.01 miles N)	1994	811
0.31	SE Mill St	SE 82nd Ave (0.01 miles E)	2010	881
0.31	SE Washington St	SE 80th Ave (0.04 miles E)	2006	10,217
0.31	SE Stark St	SE 83rd Ave (0.01 miles E)	2004	12,369
0.31	SE 76th Ave	SE Taylor St (0.01 miles N)	1995	2,724

**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



# Restaurant Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Demographic Summary	2017	2022
Population	20,864	21,988
Population 18+	16,991	18,027
Households	8,418	8,834
Median Household Income	\$55,377	\$65,094

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	12,936	76.1%	102
Went to family restaurant/steak house 4+ times/mo	4,471	26.3%	96
Spent at family rest/steak hse last 6 months: <\$31	1,152	6.8%	89
Spent at family rest/steak hse last 6 months: \$31-50	1,765	10.4%	120
Spent at family rest/steak hse last 6 months: \$51-100	2,302	13.5%	91
Spent at family rest/steak hse last 6 months: \$101-200	1,931	11.4%	102
Spent at family rest/steak hse last 6 months: \$201-300	844	5.0%	105
Spent at family rest/steak hse last 6 months: \$301+	1,057	6.2%	102
Family restaurant/steak house last 6 months: breakfast	2,450	14.4%	113
Family restaurant/steak house last 6 months: lunch	2,927	17.2%	90
Family restaurant/steak house last 6 months: dinner	8,256	48.6%	105
Family restaurant/steak house last 6 months: snack	387	2.3%	119
Family restaurant/steak house last 6 months: weekday	5,247	30.9%	100
Family restaurant/steak house last 6 months: weekend	7,156	42.1%	102
Fam rest/steak hse/6 months: Applebee`s	3,765	22.2%	97
Fam rest/steak hse/6 months: Bob Evans Farms	472	2.8%	75
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,971	11.6%	121
Fam rest/steak hse/6 months: California Pizza Kitchen	665	3.9%	123
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	676	4.0%	120
Fam rest/steak hse/6 months: The Cheesecake Factory	1,275	7.5%	120
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,729	10.2%	92
Fam rest/steak hse/6 months: CiCi`s Pizza	508	3.0%	76
Fam rest/steak hse/6 months: Cracker Barrel	1,188	7.0%	67
Fam rest/steak hse/6 months: Denny`s	1,699	10.0%	113
Fam rest/steak hse/6 months: Golden Corral	944	5.6%	74
Fam rest/steak hse/6 months: IHOP	1,663	9.8%	93
Fam rest/steak hse/6 months: Logan`s Roadhouse	473	2.8%	75
Fam rest/steak hse/6 months: LongHorn Steakhouse	876	5.2%	105
Fam rest/steak hse/6 months: Olive Garden	2,640	15.5%	91
Fam rest/steak hse/6 months: Outback Steakhouse	1,517	8.9%	98
Fam rest/steak hse/6 months: Red Lobster	1,657	9.8%	85
Fam rest/steak hse/6 months: Red Robin	1,283	7.6%	116
Fam rest/steak hse/6 months: Ruby Tuesday	821	4.8%	83
Fam rest/steak hse/6 months: Texas Roadhouse	1,210	7.1%	89
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,241	7.3%	105
Fam rest/steak hse/6 months: Waffle House	745	4.4%	80
Went to fast food/drive-in restaurant in last 6 mo	15,288	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	6,008	35.4%	90
Spent at fast food/drive-in last 6 months: <\$11	634	3.7%	82
Spent at fast food/drive-in last 6 months: \$11-\$20	1,685	9.9%	119
Spent at fast food/drive-in last 6 months: \$21-\$40	1,983	11.7%	93
Spent at fast food/drive-in last 6 months: \$41-\$50	1,397	8.2%	106
Spent at fast food/drive-in last 6 months: \$51-\$100	2,934	17.3%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	1,825	10.7%	98
Spent at fast food/drive-in last 6 months: \$201+	1,311	7.7%	78

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	5,784	34.0%	93
Fast food/drive-in last 6 months: home delivery	1,269	7.5%	97
Fast food/drive-in last 6 months: take-out/drive-thru	7,743	45.6%	99
Fast food/drive-in last 6 months: take-out/walk-in	3,619	21.3%	106
Fast food/drive-in last 6 months: breakfast	5,651	33.3%	102
Fast food/drive-in last 6 months: lunch	8,338	49.1%	99
Fast food/drive-in last 6 months: dinner	7,592	44.7%	99
Fast food/drive-in last 6 months: snack	2,128	12.5%	104
Fast food/drive-in last 6 months: weekday	9,853	58.0%	99
Fast food/drive-in last 6 months: weekend	7,628	44.9%	97
Fast food/drive-in last 6 months: A & W	445	2.6%	97
Fast food/drive-in last 6 months: Arby`s	2,778	16.3%	101
Fast food/drive-in last 6 months: Baskin-Robbins	550	3.2%	96
Fast food/drive-in last 6 months: Boston Market	736	4.3%	124
Fast food/drive-in last 6 months: Burger King	4,948	29.1%	99
Fast food/drive-in last 6 months: Captain D`s	364	2.1%	61
Fast food/drive-in last 6 months: Carl`s Jr.	1,139	6.7%	119
Fast food/drive-in last 6 months: Checkers	545	3.2%	102
Fast food/drive-in last 6 months: Chick-fil-A	3,203	18.9%	99
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,402	14.1%	119
Fast food/drive-in last 6 months: Chuck E. Cheese`s	530	3.1%	97
Fast food/drive-in last 6 months: Church`s Fr. Chicken	404	2.4%	67
Fast food/drive-in last 6 months: Cold Stone Creamery	460	2.7%	96
Fast food/drive-in last 6 months: Dairy Queen	2,329	13.7%	92
Fast food/drive-in last 6 months: Del Taco	616	3.6%	102
Fast food/drive-in last 6 months: Domino`s Pizza	2,028	11.9%	99
Fast food/drive-in last 6 months: Dunkin` Donuts	2,501	14.7%	117
Fast food/drive-in last 6 months: Hardee`s	494	2.9%	52
Fast food/drive-in last 6 months: Jack in the Box	1,364	8.0%	96
Fast food/drive-in last 6 months: KFC	3,611	21.3%	101
Fast food/drive-in last 6 months: Krispy Kreme	654	3.8%	77
Fast food/drive-in last 6 months: Little Caesars	1,708	10.1%	85
Fast food/drive-in last 6 months: Long John Silver`s	477	2.8%	64
Fast food/drive-in last 6 months: McDonald`s	8,491	50.0%	93
Went to Panda Express in last 6 months	1,589	9.4%	116
Fast food/drive-in last 6 months: Panera Bread	2,398	14.1%	122
Fast food/drive-in last 6 months: Papa John`s	1,540	9.1%	105
Fast food/drive-in last 6 months: Papa Murphy`s	1,003	5.9%	123
Fast food/drive-in last 6 months: Pizza Hut	2,567	15.1%	78
Fast food/drive-in last 6 months: Popeyes Chicken	1,462	8.6%	109
Fast food/drive-in last 6 months: Quiznos	516	3.0%	125
Fast food/drive-in last 6 months: Sonic Drive-In	1,456	8.6%	77
Fast food/drive-in last 6 months: Starbucks	2,981	17.5%	110
Fast food/drive-in last 6 months: Steak `n Shake	523	3.1%	58
Fast food/drive-in last 6 months: Subway	4,980	29.3%	95
Fast food/drive-in last 6 months: Taco Bell	4,898	28.8%	95
Fast food/drive-in last 6 months: Wendy`s	4,448	26.2%	97
Fast food/drive-in last 6 months: Whataburger	486	2.9%	65
Fast food/drive-in last 6 months: White Castle	466	2.7%	86

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
Longitude: -122.57879

Went to fine dining restaurant last month	2,278	13.4%	125
Went to fine dining restaurant 3+ times last month	662	3.9%	126
Spent at fine dining rest in last 6 months: <\$51	344	2.0%	107
Spent at fine dining rest in last 6 months: \$51-\$100	817	4.8%	142
Spent at fine dining rest in last 6 months: \$101-\$200	799	4.7%	145
Spent at fine dining rest in last 6 months: \$201+	763	4.5%	134

**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.

February 09, 2018



# Restaurant Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Demographic Summary		2017	2022	
Population		219,596	232,231	
Population 18+		175,806	186,885	
Households		88,067	92,649	
Median Household Income		\$54,100	\$62,990	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		133,135	75.7%	101
Went to family restaurant/steak house 4+ times/mo		45,252	25.7%	94
Spent at family rest/steak hse last 6 months: <\$31		11,763	6.7%	88
Spent at family rest/steak hse last 6 months: \$31-50		17,584	10.0%	116
Spent at family rest/steak hse last 6 months: \$51-100		23,404	13.3%	90
Spent at family rest/steak hse last 6 months: \$101-200		20,111	11.4%	102
Spent at family rest/steak hse last 6 months: \$201-300		8,698	4.9%	105
Spent at family rest/steak hse last 6 months: \$301+		10,401	5.9%	97
Family restaurant/steak house last 6 months: breakfast		24,395	13.9%	109
Family restaurant/steak house last 6 months: lunch		30,646	17.4%	91
Family restaurant/steak house last 6 months: dinner		83,569	47.5%	103
Family restaurant/steak house last 6 months: snack		4,110	2.3%	122
Family restaurant/steak house last 6 months: weekday		52,963	30.1%	98
Family restaurant/steak house last 6 months: weekend		73,133	41.6%	100
Fam rest/steak hse/6 months: Applebee`s		38,437	21.9%	96
Fam rest/steak hse/6 months: Bob Evans Farms		4,593	2.6%	71
Fam rest/steak hse/6 months: Buffalo Wild Wings		19,923	11.3%	118
Fam rest/steak hse/6 months: California Pizza Kitchen		7,045	4.0%	126
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		6,585	3.7%	113
Fam rest/steak hse/6 months: The Cheesecake Factory		13,152	7.5%	119
Fam rest/steak hse/6 months: Chili`s Grill & Bar		18,187	10.3%	94
Fam rest/steak hse/6 months: CiCi`s Pizza		5,716	3.3%	83
Fam rest/steak hse/6 months: Cracker Barrel		11,840	6.7%	65
Fam rest/steak hse/6 months: Denny`s		18,091	10.3%	116
Fam rest/steak hse/6 months: Golden Corral		9,828	5.6%	74
Fam rest/steak hse/6 months: IHOP		17,975	10.2%	97
Fam rest/steak hse/6 months: Logan`s Roadhouse		4,858	2.8%	74
Fam rest/steak hse/6 months: LongHorn Steakhouse		8,912	5.1%	104
Fam rest/steak hse/6 months: Olive Garden		26,843	15.3%	90
Fam rest/steak hse/6 months: Outback Steakhouse		15,259	8.7%	95
Fam rest/steak hse/6 months: Red Lobster		17,800	10.1%	88
Fam rest/steak hse/6 months: Red Robin		12,864	7.3%	113
Fam rest/steak hse/6 months: Ruby Tuesday		7,864	4.5%	77
Fam rest/steak hse/6 months: Texas Roadhouse		12,399	7.1%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s		13,548	7.7%	111
Fam rest/steak hse/6 months: Waffle House		8,263	4.7%	86
Went to fast food/drive-in restaurant in last 6 mo		158,316	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo		63,106	35.9%	91
Spent at fast food/drive-in last 6 months: <\$11		6,440	3.7%	81
Spent at fast food/drive-in last 6 months: \$11-\$20		16,921	9.6%	115
Spent at fast food/drive-in last 6 months: \$21-\$40		20,610	11.7%	94
Spent at fast food/drive-in last 6 months: \$41-\$50		14,289	8.1%	104
Spent at fast food/drive-in last 6 months: \$51-\$100		30,394	17.3%	104
Spent at fast food/drive-in last 6 months: \$101-\$200		18,074	10.3%	93
Spent at fast food/drive-in last 6 months: \$201+		14,425	8.2%	83

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	58,238	33.1%	91
Fast food/drive-in last 6 months: home delivery	14,160	8.1%	105
Fast food/drive-in last 6 months: take-out/drive-thru	79,338	45.1%	98
Fast food/drive-in last 6 months: take-out/walk-in	38,429	21.9%	108
Fast food/drive-in last 6 months: breakfast	57,012	32.4%	99
Fast food/drive-in last 6 months: lunch	85,948	48.9%	99
Fast food/drive-in last 6 months: dinner	77,680	44.2%	98
Fast food/drive-in last 6 months: snack	22,280	12.7%	105
Fast food/drive-in last 6 months: weekday	100,856	57.4%	98
Fast food/drive-in last 6 months: weekend	78,480	44.6%	97
Fast food/drive-in last 6 months: A & W	4,527	2.6%	95
Fast food/drive-in last 6 months: Arby`s	26,858	15.3%	94
Fast food/drive-in last 6 months: Baskin-Robbins	6,076	3.5%	102
Fast food/drive-in last 6 months: Boston Market	7,677	4.4%	125
Fast food/drive-in last 6 months: Burger King	49,902	28.4%	96
Fast food/drive-in last 6 months: Captain D`s	3,506	2.0%	57
Fast food/drive-in last 6 months: Carl`s Jr.	13,114	7.5%	132
Fast food/drive-in last 6 months: Checkers	6,068	3.5%	110
Fast food/drive-in last 6 months: Chick-fil-A	31,926	18.2%	96
Fast food/drive-in last 6 months: Chipotle Mex. Grill	25,279	14.4%	121
Fast food/drive-in last 6 months: Chuck E. Cheese`s	5,818	3.3%	103
Fast food/drive-in last 6 months: Church`s Fr. Chicken	4,353	2.5%	69
Fast food/drive-in last 6 months: Cold Stone Creamery	4,908	2.8%	99
Fast food/drive-in last 6 months: Dairy Queen	23,524	13.4%	90
Fast food/drive-in last 6 months: Del Taco	7,314	4.2%	117
Fast food/drive-in last 6 months: Domino`s Pizza	20,703	11.8%	97
Fast food/drive-in last 6 months: Dunkin` Donuts	25,437	14.5%	115
Fast food/drive-in last 6 months: Hardee`s	4,962	2.8%	50
Fast food/drive-in last 6 months: Jack in the Box	15,490	8.8%	105
Fast food/drive-in last 6 months: KFC	36,888	21.0%	100
Fast food/drive-in last 6 months: Krispy Kreme	6,831	3.9%	78
Fast food/drive-in last 6 months: Little Caesars	18,030	10.3%	86
Fast food/drive-in last 6 months: Long John Silver`s	4,861	2.8%	63
Fast food/drive-in last 6 months: McDonald`s	87,307	49.7%	93
Went to Panda Express in last 6 months	17,014	9.7%	120
Fast food/drive-in last 6 months: Panera Bread	23,579	13.4%	116
Fast food/drive-in last 6 months: Papa John`s	16,109	9.2%	107
Fast food/drive-in last 6 months: Papa Murphy`s	10,353	5.9%	122
Fast food/drive-in last 6 months: Pizza Hut	27,637	15.7%	81
Fast food/drive-in last 6 months: Popeyes Chicken	15,581	8.9%	112
Fast food/drive-in last 6 months: Quiznos	5,125	2.9%	120
Fast food/drive-in last 6 months: Sonic Drive-In	14,571	8.3%	74
Fast food/drive-in last 6 months: Starbucks	32,523	18.5%	116
Fast food/drive-in last 6 months: Steak `n Shake	5,608	3.2%	60
Fast food/drive-in last 6 months: Subway	52,007	29.6%	96
Fast food/drive-in last 6 months: Taco Bell	51,995	29.6%	98
Fast food/drive-in last 6 months: Wendy`s	45,435	25.8%	96
Fast food/drive-in last 6 months: Whataburger	5,066	2.9%	66
Fast food/drive-in last 6 months: White Castle	4,983	2.8%	89

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
Longitude: -122.57879

Went to fine dining restaurant last month	22,898	13.0%	122
Went to fine dining restaurant 3+ times last month	7,069	4.0%	130
Spent at fine dining rest in last 6 months: <\$51	3,506	2.0%	106
Spent at fine dining rest in last 6 months: \$51-\$100	7,718	4.4%	130
Spent at fine dining rest in last 6 months: \$101-\$200	7,881	4.5%	138
Spent at fine dining rest in last 6 months: \$201+	8,010	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.

**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.

February 09, 2018



# Restaurant Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Demographic Summary	2017	2022
Population	474,463	502,566
Population 18+	380,733	405,460
Households	191,221	201,933
Median Household Income	\$54,524	\$64,272

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	287,836	75.6%	101
Went to family restaurant/steak house 4+ times/mo	98,481	25.9%	94
Spent at family rest/steak hse last 6 months: <\$31	26,432	6.9%	91
Spent at family rest/steak hse last 6 months: \$31-50	37,249	9.8%	113
Spent at family rest/steak hse last 6 months: \$51-100	51,347	13.5%	91
Spent at family rest/steak hse last 6 months: \$101-200	43,534	11.4%	102
Spent at family rest/steak hse last 6 months: \$201-300	18,458	4.8%	102
Spent at family rest/steak hse last 6 months: \$301+	22,316	5.9%	96
Family restaurant/steak house last 6 months: breakfast	50,824	13.3%	105
Family restaurant/steak house last 6 months: lunch	67,487	17.7%	93
Family restaurant/steak house last 6 months: dinner	179,425	47.1%	102
Family restaurant/steak house last 6 months: snack	8,641	2.3%	119
Family restaurant/steak house last 6 months: weekday	114,648	30.1%	98
Family restaurant/steak house last 6 months: weekend	158,287	41.6%	100
Fam rest/steak hse/6 months: Applebee`s	81,312	21.4%	94
Fam rest/steak hse/6 months: Bob Evans Farms	9,566	2.5%	68
Fam rest/steak hse/6 months: Buffalo Wild Wings	41,266	10.8%	113
Fam rest/steak hse/6 months: California Pizza Kitchen	16,181	4.2%	134
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	13,814	3.6%	110
Fam rest/steak hse/6 months: The Cheesecake Factory	28,051	7.4%	117
Fam rest/steak hse/6 months: Chili`s Grill & Bar	40,457	10.6%	96
Fam rest/steak hse/6 months: CiCi`s Pizza	12,438	3.3%	83
Fam rest/steak hse/6 months: Cracker Barrel	27,433	7.2%	69
Fam rest/steak hse/6 months: Denny`s	38,234	10.0%	113
Fam rest/steak hse/6 months: Golden Corral	21,561	5.7%	75
Fam rest/steak hse/6 months: IHOP	38,822	10.2%	97
Fam rest/steak hse/6 months: Logan`s Roadhouse	10,517	2.8%	74
Fam rest/steak hse/6 months: LongHorn Steakhouse	18,496	4.9%	99
Fam rest/steak hse/6 months: Olive Garden	58,923	15.5%	91
Fam rest/steak hse/6 months: Outback Steakhouse	33,401	8.8%	96
Fam rest/steak hse/6 months: Red Lobster	39,344	10.3%	90
Fam rest/steak hse/6 months: Red Robin	27,907	7.3%	113
Fam rest/steak hse/6 months: Ruby Tuesday	18,100	4.8%	82
Fam rest/steak hse/6 months: Texas Roadhouse	27,585	7.2%	90
Fam rest/steak hse/6 months: T.G.I. Friday`s	29,028	7.6%	109
Fam rest/steak hse/6 months: Waffle House	18,116	4.8%	87
Went to fast food/drive-in restaurant in last 6 mo	342,239	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	138,440	36.4%	93
Spent at fast food/drive-in last 6 months: <\$11	14,606	3.8%	85
Spent at fast food/drive-in last 6 months: \$11-\$20	35,016	9.2%	110
Spent at fast food/drive-in last 6 months: \$21-\$40	44,441	11.7%	93
Spent at fast food/drive-in last 6 months: \$41-\$50	31,814	8.4%	107
Spent at fast food/drive-in last 6 months: \$51-\$100	65,317	17.2%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	39,131	10.3%	93
Spent at fast food/drive-in last 6 months: \$201+	32,424	8.5%	86

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	126,680	33.3%	91
Fast food/drive-in last 6 months: home delivery	31,779	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	170,776	44.9%	97
Fast food/drive-in last 6 months: take-out/walk-in	83,335	21.9%	109
Fast food/drive-in last 6 months: breakfast	122,364	32.1%	98
Fast food/drive-in last 6 months: lunch	185,749	48.8%	99
Fast food/drive-in last 6 months: dinner	168,599	44.3%	98
Fast food/drive-in last 6 months: snack	49,314	13.0%	107
Fast food/drive-in last 6 months: weekday	218,012	57.3%	98
Fast food/drive-in last 6 months: weekend	170,277	44.7%	97
Fast food/drive-in last 6 months: A & W	9,436	2.5%	92
Fast food/drive-in last 6 months: Arby`s	56,592	14.9%	91
Fast food/drive-in last 6 months: Baskin-Robbins	13,124	3.4%	102
Fast food/drive-in last 6 months: Boston Market	16,171	4.2%	122
Fast food/drive-in last 6 months: Burger King	106,440	28.0%	95
Fast food/drive-in last 6 months: Captain D`s	7,922	2.1%	59
Fast food/drive-in last 6 months: Carl`s Jr.	27,493	7.2%	128
Fast food/drive-in last 6 months: Checkers	12,859	3.4%	107
Fast food/drive-in last 6 months: Chick-fil-A	70,731	18.6%	98
Fast food/drive-in last 6 months: Chipotle Mex. Grill	55,395	14.5%	122
Fast food/drive-in last 6 months: Chuck E. Cheese`s	12,497	3.3%	102
Fast food/drive-in last 6 months: Church`s Fr. Chicken	9,626	2.5%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	10,839	2.8%	100
Fast food/drive-in last 6 months: Dairy Queen	50,612	13.3%	89
Fast food/drive-in last 6 months: Del Taco	16,249	4.3%	120
Fast food/drive-in last 6 months: Domino`s Pizza	44,042	11.6%	96
Fast food/drive-in last 6 months: Dunkin` Donuts	54,871	14.4%	115
Fast food/drive-in last 6 months: Hardee`s	10,999	2.9%	51
Fast food/drive-in last 6 months: Jack in the Box	33,721	8.9%	106
Fast food/drive-in last 6 months: KFC	77,614	20.4%	97
Fast food/drive-in last 6 months: Krispy Kreme	15,240	4.0%	80
Fast food/drive-in last 6 months: Little Caesars	39,365	10.3%	87
Fast food/drive-in last 6 months: Long John Silver`s	10,525	2.8%	63
Fast food/drive-in last 6 months: McDonald`s	189,686	49.8%	93
Went to Panda Express in last 6 months	36,368	9.6%	118
Fast food/drive-in last 6 months: Panera Bread	49,841	13.1%	113
Fast food/drive-in last 6 months: Papa John`s	34,866	9.2%	106
Fast food/drive-in last 6 months: Papa Murphy`s	21,774	5.7%	119
Fast food/drive-in last 6 months: Pizza Hut	61,518	16.2%	84
Fast food/drive-in last 6 months: Popeyes Chicken	33,524	8.8%	111
Fast food/drive-in last 6 months: Quiznos	11,483	3.0%	124
Fast food/drive-in last 6 months: Sonic Drive-In	32,169	8.4%	76
Fast food/drive-in last 6 months: Starbucks	72,714	19.1%	120
Fast food/drive-in last 6 months: Steak `n Shake	13,031	3.4%	64
Fast food/drive-in last 6 months: Subway	113,040	29.7%	96
Fast food/drive-in last 6 months: Taco Bell	113,274	29.8%	98
Fast food/drive-in last 6 months: Wendy`s	98,201	25.8%	95
Fast food/drive-in last 6 months: Whataburger	11,418	3.0%	68
Fast food/drive-in last 6 months: White Castle	10,591	2.8%	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.



## Restaurant Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
Longitude: -122.57879

Went to fine dining restaurant last month	49,706	13.1%	122
Went to fine dining restaurant 3+ times last month	16,016	4.2%	136
Spent at fine dining rest in last 6 months: <\$51	7,751	2.0%	108
Spent at fine dining rest in last 6 months: \$51-\$100	15,679	4.1%	122
Spent at fine dining rest in last 6 months: \$101-\$200	16,306	4.3%	132
Spent at fine dining rest in last 6 months: \$201+	17,711	4.7%	139

**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.

February 09, 2018



# Retail Goods and Services Expenditures

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Emerald City (8B)	38.7%	Population	20,864	21,988
Front Porches (8E)	17.9%	Households	8,418	8,834
Parks and Rec (5C)	16.8%	Families	4,602	4,806
Retirement Communities (9E)	8.4%	Median Age	39.1	39.6
Exurbanites (1E)	4.2%	Median Household Income	\$55,377	\$65,094
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		91	\$1,965.25	\$16,543,465
Men's		92	\$387.25	\$3,259,864
Women's		92	\$678.09	\$5,708,120
Children's		89	\$297.25	\$2,502,232
Footwear		90	\$415.41	\$3,496,953
Watches & Jewelry		96	\$114.24	\$961,647
Apparel Products and Services (1)		89	\$73.02	\$614,649
<b>Computer</b>				
Computers and Hardware for Home Use		95	\$163.44	\$1,375,857
Portable Memory		95	\$5.06	\$42,570
Computer Software		99	\$11.40	\$95,927
Computer Accessories		94	\$17.06	\$143,586
<b>Entertainment &amp; Recreation</b>		89	\$2,781.71	\$23,416,446
Fees and Admissions		93	\$593.97	\$5,000,052
Membership Fees for Clubs (2)		93	\$195.58	\$1,646,409
Fees for Participant Sports, excl. Trips		92	\$91.04	\$766,405
Tickets to Theatre/Operas/Concerts		96	\$57.31	\$482,451
Tickets to Movies/Museums/Parks		96	\$73.96	\$622,605
Admission to Sporting Events, excl. Trips		93	\$52.05	\$438,189
Fees for Recreational Lessons		92	\$123.09	\$1,036,168
Dating Services		115	\$0.93	\$7,824
TV/Video/Audio		90	\$1,152.23	\$9,699,495
Cable and Satellite Television Services		89	\$844.78	\$7,111,386
Televisions		93	\$110.82	\$932,923
Satellite Dishes		88	\$1.28	\$10,786
VCRs, Video Cameras, and DVD Players		94	\$6.14	\$51,699
Miscellaneous Video Equipment		86	\$8.22	\$69,232
Video Cassettes and DVDs		93	\$14.13	\$118,978
Video Game Hardware/Accessories		93	\$27.28	\$229,633
Video Game Software		95	\$14.70	\$123,761
Streaming/Downloaded Video		97	\$24.71	\$208,025
Rental of Video Cassettes and DVDs		93	\$14.25	\$119,950
Installation of Televisions		89	\$0.79	\$6,658
Audio (3)		91	\$81.15	\$683,150
Rental and Repair of TV/Radio/Sound Equipment		98	\$3.96	\$33,315
Pets		84	\$501.47	\$4,221,356
Toys/Games/Crafts/Hobbies (4)		91	\$110.03	\$926,207
Recreational Vehicles and Fees (5)		79	\$80.89	\$680,936
Sports/Recreation/Exercise Equipment (6)		89	\$152.88	\$1,286,943
Photo Equipment and Supplies (7)		92	\$51.18	\$430,850
Reading (8)		90	\$112.81	\$949,660
Catered Affairs (9)		86	\$26.25	\$220,949
<b>Food</b>		90	\$7,517.36	\$63,281,173
Food at Home		89	\$4,502.21	\$37,899,606
Bakery and Cereal Products		89	\$592.35	\$4,986,420
Meats, Poultry, Fish, and Eggs		89	\$1,012.74	\$8,525,208
Dairy Products		89	\$475.89	\$4,006,016
Fruits and Vegetables		91	\$888.49	\$7,479,348
Snacks and Other Food at Home (10)		89	\$1,532.74	\$12,902,615
Food Away from Home		90	\$3,015.15	\$25,381,567
Alcoholic Beverages		94	\$522.98	\$4,402,466

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	86	\$5,331.74	\$44,882,608
Value of Retirement Plans	85	\$20,729.51	\$174,501,001
Value of Other Financial Assets	80	\$1,033.73	\$8,701,946
Vehicle Loan Amount excluding Interest	83	\$2,248.50	\$18,927,859
Value of Credit Card Debt	92	\$536.42	\$4,515,548
<b>Health</b>			
Nonprescription Drugs	86	\$110.05	\$926,395
Prescription Drugs	84	\$324.16	\$2,728,806
Eyeglasses and Contact Lenses	87	\$82.45	\$694,036
<b>Home</b>			
Mortgage Payment and Basics (11)	85	\$7,358.36	\$61,942,693
Maintenance and Remodeling Services	84	\$1,622.10	\$13,654,868
Maintenance and Remodeling Materials (12)	77	\$312.42	\$2,629,970
Utilities, Fuel, and Public Services	88	\$4,410.00	\$37,123,356
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	92	\$88.10	\$741,602
Furniture	90	\$517.37	\$4,355,219
Rugs	95	\$22.09	\$185,954
Major Appliances (14)	83	\$265.37	\$2,233,922
Housewares (15)	88	\$83.29	\$701,126
Small Appliances	94	\$45.37	\$381,931
Luggage	94	\$11.18	\$94,109
Telephones and Accessories	91	\$63.27	\$532,620
<b>Household Operations</b>			
Child Care	93	\$445.30	\$3,748,536
Lawn and Garden (16)	81	\$341.24	\$2,872,550
Moving/Storage/Freight Express	102	\$65.36	\$550,194
Housekeeping Supplies (17)	87	\$619.35	\$5,213,666
<b>Insurance</b>			
Owners and Renters Insurance	80	\$415.81	\$3,500,295
Vehicle Insurance	89	\$1,051.83	\$8,854,315
Life/Other Insurance	85	\$363.13	\$3,056,831
Health Insurance	87	\$3,162.84	\$26,624,750
Personal Care Products (18)	91	\$427.02	\$3,594,647
School Books and Supplies (19)	91	\$141.25	\$1,189,032
Smoking Products	85	\$353.05	\$2,972,000
<b>Transportation</b>			
Payments on Vehicles excluding Leases	85	\$1,900.72	\$16,000,246
Gasoline and Motor Oil	87	\$2,403.29	\$20,230,871
Vehicle Maintenance and Repairs	88	\$946.09	\$7,964,225
<b>Travel</b>			
Airline Fares	95	\$482.84	\$4,064,537
Lodging on Trips	89	\$464.33	\$3,908,691
Auto/Truck Rental on Trips	90	\$23.77	\$200,120
Food and Drink on Trips	90	\$443.51	\$3,733,459

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
Ring: 1 mile radius

Prepared by First American Title NCS  
Latitude: 45.51461  
Longitude: -122.57879

- (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.

February 09, 2018



# Retail Goods and Services Expenditures

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS  
 Latitude: 45.51461  
 Longitude: -122.57879

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Emerald City (8B)	30.3%	Population	219,596	232,231
Front Porches (8E)	22.6%	Households	88,067	92,649
Parks and Rec (5C)	8.4%	Families	47,638	49,880
Urban Chic (2A)	5.1%	Median Age	37.5	38.2
Trendsetters (3C)	4.7%	Median Household Income	\$54,100	\$62,990
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		90	\$1,952.60	\$171,959,719
Men's		91	\$383.73	\$33,794,091
Women's		91	\$670.49	\$59,048,073
Children's		89	\$299.64	\$26,388,298
Footwear		89	\$413.81	\$36,442,778
Watches & Jewelry		95	\$112.49	\$9,906,598
Apparel Products and Services (1)		89	\$72.44	\$6,379,881
<b>Computer</b>				
Computers and Hardware for Home Use		94	\$162.15	\$14,279,882
Portable Memory		95	\$5.05	\$445,118
Computer Software		98	\$11.32	\$997,070
Computer Accessories		93	\$16.79	\$1,478,878
<b>Entertainment &amp; Recreation</b>		88	\$2,735.66	\$240,921,622
Fees and Admissions		92	\$582.98	\$51,341,577
Membership Fees for Clubs (2)		91	\$190.65	\$16,789,739
Fees for Participant Sports, excl. Trips		89	\$88.80	\$7,819,913
Tickets to Theatre/Operas/Concerts		94	\$55.89	\$4,921,656
Tickets to Movies/Museums/Parks		96	\$73.98	\$6,515,417
Admission to Sporting Events, excl. Trips		91	\$51.04	\$4,494,605
Fees for Recreational Lessons		91	\$121.70	\$10,718,185
Dating Services		115	\$0.93	\$82,062
TV/Video/Audio		89	\$1,135.94	\$100,038,492
Cable and Satellite Television Services		87	\$830.05	\$73,099,850
Televisions		92	\$109.55	\$9,647,868
Satellite Dishes		89	\$1.29	\$113,555
VCRs, Video Cameras, and DVD Players		94	\$6.14	\$541,148
Miscellaneous Video Equipment		84	\$8.09	\$712,291
Video Cassettes and DVDs		93	\$14.15	\$1,246,072
Video Game Hardware/Accessories		94	\$27.48	\$2,420,508
Video Game Software		96	\$14.92	\$1,314,200
Streaming/Downloaded Video		97	\$24.86	\$2,189,465
Rental of Video Cassettes and DVDs		94	\$14.39	\$1,267,288
Installation of Televisions		85	\$0.76	\$66,998
Audio (3)		90	\$80.26	\$7,067,979
Rental and Repair of TV/Radio/Sound Equipment		99	\$3.99	\$351,270
Pets		82	\$490.93	\$43,234,779
Toys/Games/Crafts/Hobbies (4)		90	\$108.97	\$9,596,821
Recreational Vehicles and Fees (5)		77	\$78.39	\$6,903,145
Sports/Recreation/Exercise Equipment (6)		89	\$152.21	\$13,404,542
Photo Equipment and Supplies (7)		92	\$50.79	\$4,473,145
Reading (8)		88	\$109.80	\$9,669,953
Catered Affairs (9)		84	\$25.65	\$2,259,169
<b>Food</b>		89	\$7,456.90	\$656,707,070
Food at Home		89	\$4,459.24	\$392,711,523
Bakery and Cereal Products		88	\$585.26	\$51,541,830
Meats, Poultry, Fish, and Eggs		88	\$1,004.38	\$88,452,502
Dairy Products		88	\$470.20	\$41,409,301
Fruits and Vegetables		90	\$879.86	\$77,487,035
Snacks and Other Food at Home (10)		88	\$1,519.53	\$133,820,855
Food Away from Home		90	\$2,997.67	\$263,995,547
Alcoholic Beverages		93	\$517.45	\$45,570,701

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# Retail Goods and Services Expenditures

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS  
 Latitude: 45.51461  
 Longitude: -122.57879

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	82	\$5,051.32	\$444,854,548
Value of Retirement Plans	81	\$19,698.86	\$1,734,819,238
Value of Other Financial Assets	76	\$994.16	\$87,553,096
Vehicle Loan Amount excluding Interest	82	\$2,235.31	\$196,857,385
Value of Credit Card Debt	90	\$524.77	\$46,215,150
<b>Health</b>			
Nonprescription Drugs	84	\$107.74	\$9,488,552
Prescription Drugs	81	\$313.47	\$27,606,680
Eyeglasses and Contact Lenses	85	\$80.37	\$7,077,618
<b>Home</b>			
Mortgage Payment and Basics (11)	82	\$7,075.29	\$623,099,971
Maintenance and Remodeling Services	80	\$1,545.53	\$136,110,485
Maintenance and Remodeling Materials (12)	74	\$300.10	\$26,429,114
Utilities, Fuel, and Public Services	86	\$4,327.25	\$381,088,030
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	91	\$86.80	\$7,643,895
Furniture	89	\$511.62	\$45,057,100
Rugs	92	\$21.40	\$1,884,215
Major Appliances (14)	81	\$258.43	\$22,759,092
Housewares (15)	86	\$82.08	\$7,228,386
Small Appliances	93	\$44.78	\$3,943,269
Luggage	93	\$11.03	\$971,562
Telephones and Accessories	91	\$63.10	\$5,556,944
<b>Household Operations</b>			
Child Care	93	\$446.74	\$39,342,975
Lawn and Garden (16)	78	\$327.85	\$28,872,430
Moving/Storage/Freight Express	103	\$65.97	\$5,809,754
Housekeeping Supplies (17)	86	\$610.24	\$53,742,014
<b>Insurance</b>			
Owners and Renters Insurance	77	\$397.79	\$35,031,872
Vehicle Insurance	88	\$1,037.35	\$91,356,671
Life/Other Insurance	82	\$350.14	\$30,835,532
Health Insurance	84	\$3,078.02	\$271,071,985
Personal Care Products (18)	90	\$423.06	\$37,257,913
School Books and Supplies (19)	91	\$140.94	\$12,412,143
Smoking Products	84	\$349.85	\$30,810,276
<b>Transportation</b>			
Payments on Vehicles excluding Leases	84	\$1,885.69	\$166,067,463
Gasoline and Motor Oil	86	\$2,382.68	\$209,835,704
Vehicle Maintenance and Repairs	87	\$930.30	\$81,928,423
<b>Travel</b>			
Airline Fares	93	\$474.55	\$41,792,231
Lodging on Trips	86	\$451.75	\$39,784,563
Auto/Truck Rental on Trips	89	\$23.40	\$2,060,371
Food and Drink on Trips	88	\$433.66	\$38,190,723

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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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February 09, 2018



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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Emerald City (8B)	21.3%	Population	474,463	502,566
Front Porches (8E)	20.4%	Households	191,221	201,933
Metro Renters (3B)	10.7%	Families	101,009	105,868
Parks and Rec (5C)	7.7%	Median Age	37.2	37.8
Urban Chic (2A)	5.8%	Median Household Income	\$54,524	\$64,272
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		94	\$2,037.22	\$389,558,599
Men's		95	\$400.30	\$76,546,350
Women's		94	\$697.38	\$133,353,148
Children's		94	\$314.57	\$60,151,896
Footwear		93	\$432.19	\$82,643,255
Watches & Jewelry		98	\$116.79	\$22,331,819
Apparel Products and Services (1)		93	\$76.00	\$14,532,130
<b>Computer</b>				
Computers and Hardware for Home Use		98	\$168.77	\$32,272,070
Portable Memory		99	\$5.27	\$1,008,050
Computer Software		102	\$11.77	\$2,250,860
Computer Accessories		96	\$17.38	\$3,323,580
<b>Entertainment &amp; Recreation</b>		91	\$2,841.13	\$543,283,357
Fees and Admissions		95	\$603.41	\$115,384,523
Membership Fees for Clubs (2)		94	\$197.43	\$37,752,144
Fees for Participant Sports, excl. Trips		92	\$91.73	\$17,541,340
Tickets to Theatre/Operas/Concerts		97	\$57.78	\$11,047,888
Tickets to Movies/Museums/Parks		100	\$76.89	\$14,702,342
Admission to Sporting Events, excl. Trips		95	\$53.13	\$10,158,883
Fees for Recreational Lessons		94	\$125.50	\$23,997,835
Dating Services		119	\$0.96	\$184,090
TV/Video/Audio		92	\$1,182.55	\$226,128,323
Cable and Satellite Television Services		91	\$863.53	\$165,125,752
Televisions		96	\$114.08	\$21,815,418
Satellite Dishes		92	\$1.34	\$255,998
VCRs, Video Cameras, and DVD Players		98	\$6.41	\$1,225,795
Miscellaneous Video Equipment		88	\$8.45	\$1,615,522
Video Cassettes and DVDs		97	\$14.76	\$2,822,314
Video Game Hardware/Accessories		99	\$28.93	\$5,531,781
Video Game Software		102	\$15.77	\$3,015,081
Streaming/Downloaded Video		102	\$25.97	\$4,965,196
Rental of Video Cassettes and DVDs		99	\$15.05	\$2,877,881
Installation of Televisions		89	\$0.79	\$150,243
Audio (3)		93	\$83.28	\$15,924,308
Rental and Repair of TV/Radio/Sound Equipment		104	\$4.20	\$803,036
Pets		85	\$509.14	\$97,357,345
Toys/Games/Crafts/Hobbies (4)		93	\$113.26	\$21,656,852
Recreational Vehicles and Fees (5)		80	\$81.19	\$15,524,395
Sports/Recreation/Exercise Equipment (6)		92	\$158.24	\$30,259,216
Photo Equipment and Supplies (7)		95	\$52.98	\$10,130,123
Reading (8)		91	\$113.61	\$21,725,188
Catered Affairs (9)		88	\$26.76	\$5,117,393
<b>Food</b>		93	\$7,782.76	\$1,488,227,913
Food at Home		92	\$4,648.69	\$888,926,205
Bakery and Cereal Products		92	\$609.87	\$116,620,227
Meats, Poultry, Fish, and Eggs		92	\$1,047.77	\$200,356,139
Dairy Products		92	\$489.73	\$93,647,429
Fruits and Vegetables		94	\$916.18	\$175,193,643
Snacks and Other Food at Home (10)		92	\$1,585.12	\$303,108,768
Food Away from Home		94	\$3,134.08	\$599,301,708
Alcoholic Beverages		97	\$539.73	\$103,207,690

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	84	\$5,235.34	\$1,001,106,716
Value of Retirement Plans	83	\$20,220.72	\$3,866,625,631
Value of Other Financial Assets	80	\$1,042.47	\$199,343,091
Vehicle Loan Amount excluding Interest	86	\$2,345.50	\$448,507,914
Value of Credit Card Debt	93	\$541.09	\$103,467,942
<b>Health</b>			
Nonprescription Drugs	88	\$111.98	\$21,413,203
Prescription Drugs	84	\$324.26	\$62,005,596
Eyeglasses and Contact Lenses	88	\$83.15	\$15,899,926
<b>Home</b>			
Mortgage Payment and Basics (11)	84	\$7,244.08	\$1,385,219,790
Maintenance and Remodeling Services	82	\$1,584.69	\$303,025,568
Maintenance and Remodeling Materials (12)	76	\$309.40	\$59,164,628
Utilities, Fuel, and Public Services	89	\$4,494.30	\$859,404,927
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	94	\$90.18	\$17,244,229
Furniture	93	\$534.21	\$102,151,289
Rugs	95	\$22.05	\$4,216,419
Major Appliances (14)	83	\$267.35	\$51,122,872
Housewares (15)	90	\$85.52	\$16,353,835
Small Appliances	96	\$46.46	\$8,883,600
Luggage	97	\$11.45	\$2,189,346
Telephones and Accessories	95	\$66.01	\$12,622,107
<b>Household Operations</b>			
Child Care	98	\$468.54	\$89,595,591
Lawn and Garden (16)	81	\$338.23	\$64,676,540
Moving/Storage/Freight Express	108	\$69.13	\$13,219,118
Housekeeping Supplies (17)	89	\$635.99	\$121,614,259
<b>Insurance</b>			
Owners and Renters Insurance	79	\$409.77	\$78,357,321
Vehicle Insurance	92	\$1,077.94	\$206,124,523
Life/Other Insurance	84	\$360.35	\$68,907,383
Health Insurance	87	\$3,185.69	\$609,171,089
Personal Care Products (18)	94	\$440.31	\$84,195,946
School Books and Supplies (19)	95	\$147.42	\$28,189,738
Smoking Products	88	\$367.00	\$70,177,818
<b>Transportation</b>			
Payments on Vehicles excluding Leases	88	\$1,970.65	\$376,829,521
Gasoline and Motor Oil	90	\$2,483.19	\$474,837,547
Vehicle Maintenance and Repairs	90	\$966.32	\$184,779,759
<b>Travel</b>			
Airline Fares	96	\$491.26	\$93,939,918
Lodging on Trips	89	\$467.90	\$89,472,371
Auto/Truck Rental on Trips	92	\$24.24	\$4,634,295
Food and Drink on Trips	91	\$448.95	\$85,848,134

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February 09, 2018



# Retail Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		20,864	21,988
Population 18+		16,991	18,027
Households		8,418	8,834
Median Household Income		\$55,377	\$65,094

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	7,927	46.7%	98
Bought any women's clothing in last 12 months	7,238	42.6%	98
Bought clothing for child <13 years in last 6 months	3,941	23.2%	84
Bought any shoes in last 12 months	9,003	53.0%	98
Bought costume jewelry in last 12 months	3,115	18.3%	96
Bought any fine jewelry in last 12 months	3,197	18.8%	104
Bought a watch in last 12 months	2,518	14.8%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,163	85.1%	100
HH bought/leased new vehicle last 12 mo	966	11.5%	116
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	14,682	86.4%	102
Bought/changed motor oil in last 12 months	7,740	45.6%	94
Had tune-up in last 12 months	4,914	28.9%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,000	64.7%	97
Drank regular cola in last 6 months	6,371	37.5%	85
Drank beer/ale in last 6 months	8,244	48.5%	115
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	4,017	23.6%	111
Own digital SLR camera/camcorder	1,531	9.0%	108
Printed digital photos in last 12 months	2,041	12.0%	86
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,268	36.9%	102
Have a smartphone	11,884	69.9%	105
Have a smartphone: Android phone (any brand)	5,772	34.0%	107
Have a smartphone: Apple iPhone	5,493	32.3%	106
Number of cell phones in household: 1	2,905	34.5%	108
Number of cell phones in household: 2	3,263	38.8%	103
Number of cell phones in household: 3+	1,912	22.7%	87
HH has cell phone only (no landline telephone)	4,246	50.4%	111
<b>Computers (Households)</b>			
HH owns a computer	6,707	79.7%	104
HH owns desktop computer	3,380	40.2%	94
HH owns laptop/notebook	4,937	58.6%	106
HH owns any Apple/Mac brand computer	1,533	18.2%	118
HH owns any PC/non-Apple brand computer	5,659	67.2%	101
HH purchased most recent computer in a store	3,195	38.0%	102
HH purchased most recent computer online	1,156	13.7%	105
Spent <\$500 on most recent home computer	1,245	14.8%	97
Spent \$500-\$999 on most recent home computer	1,681	20.0%	109
Spent \$1,000-\$1,499 on most recent home computer	889	10.6%	116
Spent \$1,500-\$1,999 on most recent home computer	338	4.0%	94
Spent \$2,000+ on most recent home computer	296	3.5%	99

**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

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 Ring: 1 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	9,172	54.0%	108
Bought brewed coffee at convenience store in last 30 days	2,777	16.3%	105
Bought cigarettes at convenience store in last 30 days	1,945	11.4%	94
Bought gas at convenience store in last 30 days	5,696	33.5%	99
Spent at convenience store in last 30 days: <\$20	1,341	7.9%	100
Spent at convenience store in last 30 days: \$20-\$39	1,566	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	1,230	7.2%	96
Spent at convenience store in last 30 days: \$51-\$99	719	4.2%	91
Spent at convenience store in last 30 days: \$100+	3,972	23.4%	100
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	10,614	62.5%	106
Went to live theater in last 12 months	2,559	15.1%	116
Went to a bar/night club in last 12 months	3,724	21.9%	130
Dined out in last 12 months	8,166	48.1%	106
Gambled at a casino in last 12 months	2,645	15.6%	112
Visited a theme park in last 12 months	2,694	15.9%	89
Viewed movie (video-on-demand) in last 30 days	3,606	21.2%	116
Viewed TV show (video-on-demand) in last 30 days	2,555	15.0%	114
Watched any pay-per-view TV in last 12 months	2,070	12.2%	98
Downloaded a movie over the Internet in last 30 days	1,461	8.6%	104
Downloaded any individual song in last 6 months	3,722	21.9%	103
Watched a movie online in the last 30 days	3,606	21.2%	113
Watched a TV program online in last 30 days	3,526	20.8%	122
Played a video/electronic game (console) in last 12 months	1,859	10.9%	110
Played a video/electronic game (portable) in last 12 months	737	4.3%	96
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,560	32.7%	107
Used ATM/cash machine in last 12 months	9,279	54.6%	110
Own any stock	1,488	8.8%	121
Own U.S. savings bond	807	4.7%	92
Own shares in mutual fund (stock)	1,369	8.1%	110
Own shares in mutual fund (bonds)	832	4.9%	97
Have interest checking account	5,034	29.6%	109
Have non-interest checking account	4,980	29.3%	100
Have savings account	10,159	59.8%	110
Have 401K retirement savings plan	3,065	18.0%	123
Own/used any credit/debit card in last 12 months	13,337	78.5%	104
Avg monthly credit card expenditures: <\$111	2,134	12.6%	105
Avg monthly credit card expenditures: \$111-\$225	1,258	7.4%	105
Avg monthly credit card expenditures: \$226-\$450	1,173	6.9%	105
Avg monthly credit card expenditures: \$451-\$700	1,002	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	874	5.1%	111
Avg monthly credit card expenditures: \$1,001+	2,039	12.0%	130
Did banking online in last 12 months	7,185	42.3%	116
Did banking on mobile device in last 12 months	3,259	19.2%	111
Paid bills online in last 12 months	8,443	49.7%	111

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# Retail Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,509	65.4%	94
Used bread in last 6 months	7,906	93.9%	100
Used chicken (fresh or frozen) in last 6 months	5,685	67.5%	98
Used turkey (fresh or frozen) in last 6 months	1,214	14.4%	91
Used fish/seafood (fresh or frozen) in last 6 months	4,624	54.9%	101
Used fresh fruit/vegetables in last 6 months	7,216	85.7%	99
Used fresh milk in last 6 months	7,279	86.5%	99
Used organic food in last 6 months	2,104	25.0%	121
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,290	31.1%	108
Exercise at club 2+ times per week	2,869	16.9%	126
Visited a doctor in last 12 months	12,857	75.7%	100
Used vitamin/dietary supplement in last 6 months	9,098	53.5%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,186	26.0%	96
Used housekeeper/maid/professional HH cleaning service in last 12	999	11.9%	89
Purchased low ticket HH furnishings in last 12 months	1,453	17.3%	106
Purchased big ticket HH furnishings in last 12 months	1,798	21.4%	100
Bought any small kitchen appliance in last 12 months	2,119	25.2%	114
Bought any large kitchen appliance in last 12 months	1,176	14.0%	110
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	7,477	44.0%	102
Carry medical/hospital/accident insurance	12,388	72.9%	105
Carry homeowner insurance	7,846	46.2%	98
Carry renter's insurance	1,774	10.4%	119
Have auto insurance: 1 vehicle in household covered	2,976	35.4%	114
Have auto insurance: 2 vehicles in household covered	2,405	28.6%	100
Have auto insurance: 3+ vehicles in household covered	1,469	17.5%	81
<b>Pets (Households)</b>			
Household owns any pet	4,450	52.9%	97
Household owns any cat	1,980	23.5%	104
Household owns any dog	3,159	37.5%	91
<b>Psychographics (Adults)</b>			
Buying American is important to me	6,528	38.4%	93
Usually buy items on credit rather than wait	2,276	13.4%	109
Usually buy based on quality - not price	3,254	19.2%	104
Price is usually more important than brand name	4,253	25.0%	94
Usually use coupons for brands I buy often	2,910	17.1%	94
Am interested in how to help the environment	3,053	18.0%	109
Usually pay more for environ safe product	2,550	15.0%	112
Usually value green products over convenience	1,808	10.6%	98
Likely to buy a brand that supports a charity	6,360	37.4%	107
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,937	17.3%	122
Bought hardcover book in last 12 months	3,774	22.2%	108
Bought paperback book in last 12 month	5,418	31.9%	107
Read any daily newspaper (paper version)	4,351	25.6%	106
Read any digital newspaper in last 30 days	7,129	42.0%	123
Read any magazine (paper/electronic version) in last 6 months	15,852	93.3%	103

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# Retail Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	12,936	76.1%	102
Went to family restaurant/steak house: 4+ times a month	4,471	26.3%	96
Went to fast food/drive-in restaurant in last 6 months	15,288	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	6,008	35.4%	90
Fast food/drive-in last 6 months: eat in	5,784	34.0%	93
Fast food/drive-in last 6 months: home delivery	1,269	7.5%	97
Fast food/drive-in last 6 months: take-out/drive-thru	7,743	45.6%	99
Fast food/drive-in last 6 months: take-out/walk-in	3,619	21.3%	106
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	6,057	35.6%	106
Own any e-reader	1,701	10.0%	116
Own e-reader/tablet: iPad	3,671	21.6%	105
HH has Internet connectable TV	1,687	20.0%	100
Own any portable MP3 player	5,727	33.7%	121
HH owns 1 TV	2,226	26.4%	127
HH owns 2 TVs	2,224	26.4%	102
HH owns 3 TVs	1,682	20.0%	93
HH owns 4+ TVs	1,046	12.4%	68
HH subscribes to cable TV	4,391	52.2%	109
HH subscribes to fiber optic	657	7.8%	98
HH owns portable GPS navigation device	2,133	25.3%	93
HH purchased video game system in last 12 mos	626	7.4%	96
HH owns Internet video device for TV	1,038	12.3%	111
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	9,461	55.7%	109
Took 3+ domestic non-business trips in last 12 months	2,204	13.0%	116
Spent on domestic vacations in last 12 months: <\$1,000	2,054	12.1%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,145	6.7%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	644	3.8%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	685	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	1,053	6.2%	108
Domestic travel in the 12 months: used general travel website	1,527	9.0%	128
Foreign travel in last 3 years	4,984	29.3%	121
Took 3+ foreign trips by plane in last 3 years	1,314	7.7%	176
Spent on foreign vacations in last 12 months: <\$1,000	824	4.8%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	783	4.6%	132
Spent on foreign vacations in last 12 months: \$3,000+	1,231	7.2%	144
Foreign travel in last 3 years: used general travel website	1,229	7.2%	126
Nights spent in hotel/motel in last 12 months: any	7,717	45.4%	109
Took cruise of more than one day in last 3 years	1,336	7.9%	98
Member of any frequent flyer program	3,915	23.0%	141
Member of any hotel rewards program	3,059	18.0%	121

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# Retail Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
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<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		219,596	232,231
Population 18+		175,806	186,885
Households		88,067	92,649
Median Household Income		\$54,100	\$62,990

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	81,327	46.3%	97
Bought any women's clothing in last 12 months	74,838	42.6%	98
Bought clothing for child <13 years in last 6 months	40,791	23.2%	84
Bought any shoes in last 12 months	93,521	53.2%	99
Bought costume jewelry in last 12 months	31,595	18.0%	94
Bought any fine jewelry in last 12 months	32,641	18.6%	103
Bought a watch in last 12 months	25,721	14.6%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	74,061	84.1%	98
HH bought/leased new vehicle last 12 mo	9,425	10.7%	109
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	150,145	85.4%	100
Bought/changed motor oil in last 12 months	78,144	44.4%	92
Had tune-up in last 12 months	51,607	29.4%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	115,481	65.7%	99
Drank regular cola in last 6 months	67,912	38.6%	88
Drank beer/ale in last 6 months	83,573	47.5%	113
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	40,713	23.2%	109
Own digital SLR camera/camcorder	15,488	8.8%	106
Printed digital photos in last 12 months	21,929	12.5%	90
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	63,995	36.4%	100
Have a smartphone	125,265	71.3%	106
Have a smartphone: Android phone (any brand)	60,124	34.2%	107
Have a smartphone: Apple iPhone	58,133	33.1%	108
Number of cell phones in household: 1	31,226	35.5%	111
Number of cell phones in household: 2	33,369	37.9%	101
Number of cell phones in household: 3+	20,150	22.9%	88
HH has cell phone only (no landline telephone)	45,960	52.2%	115
<b>Computers (Households)</b>			
HH owns a computer	70,335	79.9%	105
HH owns desktop computer	35,207	40.0%	94
HH owns laptop/notebook	52,207	59.3%	107
HH owns any Apple/Mac brand computer	16,365	18.6%	121
HH owns any PC/non-Apple brand computer	59,015	67.0%	101
HH purchased most recent computer in a store	33,183	37.7%	101
HH purchased most recent computer online	12,000	13.6%	104
Spent <\$500 on most recent home computer	13,047	14.8%	97
Spent \$500-\$999 on most recent home computer	16,812	19.1%	104
Spent \$1,000-\$1,499 on most recent home computer	9,119	10.4%	114
Spent \$1,500-\$1,999 on most recent home computer	3,616	4.1%	96
Spent \$2,000+ on most recent home computer	3,192	3.6%	102

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# Retail Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	93,802	53.4%	107
Bought brewed coffee at convenience store in last 30 days	28,062	16.0%	102
Bought cigarettes at convenience store in last 30 days	20,846	11.9%	98
Bought gas at convenience store in last 30 days	56,853	32.3%	95
Spent at convenience store in last 30 days: <\$20	14,071	8.0%	102
Spent at convenience store in last 30 days: \$20-\$39	15,847	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	12,708	7.2%	96
Spent at convenience store in last 30 days: \$51-\$99	6,917	3.9%	85
Spent at convenience store in last 30 days: \$100+	40,351	23.0%	98
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	111,438	63.4%	107
Went to live theater in last 12 months	25,911	14.7%	113
Went to a bar/night club in last 12 months	38,969	22.2%	132
Dined out in last 12 months	83,358	47.4%	105
Gambled at a casino in last 12 months	26,923	15.3%	111
Visited a theme park in last 12 months	28,296	16.1%	90
Viewed movie (video-on-demand) in last 30 days	37,056	21.1%	115
Viewed TV show (video-on-demand) in last 30 days	26,383	15.0%	114
Watched any pay-per-view TV in last 12 months	21,960	12.5%	101
Downloaded a movie over the Internet in last 30 days	15,505	8.8%	107
Downloaded any individual song in last 6 months	38,827	22.1%	104
Watched a movie online in the last 30 days	39,583	22.5%	120
Watched a TV program online in last 30 days	37,227	21.2%	125
Played a video/electronic game (console) in last 12 months	20,075	11.4%	115
Played a video/electronic game (portable) in last 12 months	7,781	4.4%	98
<b>Financial (Adults)</b>			
Have home mortgage (1st)	54,640	31.1%	102
Used ATM/cash machine in last 12 months	96,111	54.7%	110
Own any stock	14,826	8.4%	116
Own U.S. savings bond	8,168	4.6%	90
Own shares in mutual fund (stock)	13,319	7.6%	103
Own shares in mutual fund (bonds)	8,099	4.6%	91
Have interest checking account	49,406	28.1%	103
Have non-interest checking account	51,638	29.4%	100
Have savings account	102,619	58.4%	107
Have 401K retirement savings plan	30,423	17.3%	118
Own/used any credit/debit card in last 12 months	136,858	77.8%	103
Avg monthly credit card expenditures: <\$111	21,586	12.3%	102
Avg monthly credit card expenditures: \$111-\$225	12,821	7.3%	103
Avg monthly credit card expenditures: \$226-\$450	11,796	6.7%	102
Avg monthly credit card expenditures: \$451-\$700	10,088	5.7%	108
Avg monthly credit card expenditures: \$701-\$1,000	8,873	5.0%	109
Avg monthly credit card expenditures: \$1,001+	19,990	11.4%	123
Did banking online in last 12 months	73,924	42.0%	115
Did banking on mobile device in last 12 months	35,087	20.0%	115
Paid bills online in last 12 months	88,104	50.1%	112

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# Retail Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	56,945	64.7%	93
Used bread in last 6 months	81,868	93.0%	99
Used chicken (fresh or frozen) in last 6 months	59,462	67.5%	98
Used turkey (fresh or frozen) in last 6 months	12,415	14.1%	89
Used fish/seafood (fresh or frozen) in last 6 months	47,656	54.1%	99
Used fresh fruit/vegetables in last 6 months	75,384	85.6%	99
Used fresh milk in last 6 months	75,346	85.6%	98
Used organic food in last 6 months	21,911	24.9%	121
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	53,886	30.7%	106
Exercise at club 2+ times per week	29,804	17.0%	127
Visited a doctor in last 12 months	131,678	74.9%	99
Used vitamin/dietary supplement in last 6 months	93,553	53.2%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	21,659	24.6%	91
Used housekeeper/maid/professional HH cleaning service in last 12	10,276	11.7%	87
Purchased low ticket HH furnishings in last 12 months	14,879	16.9%	104
Purchased big ticket HH furnishings in last 12 months	18,995	21.6%	101
Bought any small kitchen appliance in last 12 months	21,604	24.5%	111
Bought any large kitchen appliance in last 12 months	11,485	13.0%	103
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	73,888	42.0%	97
Carry medical/hospital/accident insurance	126,226	71.8%	104
Carry homeowner insurance	76,271	43.4%	92
Carry renter's insurance	19,408	11.0%	126
Have auto insurance: 1 vehicle in household covered	31,711	36.0%	116
Have auto insurance: 2 vehicles in household covered	23,902	27.1%	95
Have auto insurance: 3+ vehicles in household covered	14,830	16.8%	78
<b>Pets (Households)</b>			
Household owns any pet	45,597	51.8%	95
Household owns any cat	20,189	22.9%	102
Household owns any dog	32,116	36.5%	88
<b>Psychographics (Adults)</b>			
Buying American is important to me	66,073	37.6%	91
Usually buy items on credit rather than wait	22,510	12.8%	105
Usually buy based on quality - not price	33,238	18.9%	103
Price is usually more important than brand name	44,028	25.0%	94
Usually use coupons for brands I buy often	29,524	16.8%	92
Am interested in how to help the environment	31,926	18.2%	110
Usually pay more for environ safe product	26,804	15.2%	114
Usually value green products over convenience	18,761	10.7%	98
Likely to buy a brand that supports a charity	65,711	37.4%	107
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	29,472	16.8%	118
Bought hardcover book in last 12 months	38,437	21.9%	107
Bought paperback book in last 12 month	54,983	31.3%	105
Read any daily newspaper (paper version)	43,018	24.5%	101
Read any digital newspaper in last 30 days	73,640	41.9%	123
Read any magazine (paper/electronic version) in last 6 months	163,882	93.2%	103

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# Retail Market Potential

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	133,135	75.7%	101
Went to family restaurant/steak house: 4+ times a month	45,252	25.7%	94
Went to fast food/drive-in restaurant in last 6 months	158,316	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	63,106	35.9%	91
Fast food/drive-in last 6 months: eat in	58,238	33.1%	91
Fast food/drive-in last 6 months: home delivery	14,160	8.1%	105
Fast food/drive-in last 6 months: take-out/drive-thru	79,338	45.1%	98
Fast food/drive-in last 6 months: take-out/walk-in	38,429	21.9%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	62,601	35.6%	106
Own any e-reader	16,946	9.6%	111
Own e-reader/tablet: iPad	38,587	21.9%	106
HH has Internet connectable TV	17,662	20.1%	100
Own any portable MP3 player	58,235	33.1%	119
HH owns 1 TV	24,124	27.4%	132
HH owns 2 TVs	23,071	26.2%	101
HH owns 3 TVs	17,287	19.6%	91
HH owns 4+ TVs	10,777	12.2%	67
HH subscribes to cable TV	45,879	52.1%	109
HH subscribes to fiber optic	7,024	8.0%	100
HH owns portable GPS navigation device	21,505	24.4%	90
HH purchased video game system in last 12 mos	6,870	7.8%	101
HH owns Internet video device for TV	10,961	12.4%	112
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	95,965	54.6%	107
Took 3+ domestic non-business trips in last 12 months	21,790	12.4%	111
Spent on domestic vacations in last 12 months: <\$1,000	21,007	11.9%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,860	6.2%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,364	3.6%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,756	3.8%	101
Spent on domestic vacations in last 12 months: \$3,000+	10,000	5.7%	99
Domestic travel in the 12 months: used general travel website	15,729	8.9%	128
Foreign travel in last 3 years	52,407	29.8%	123
Took 3+ foreign trips by plane in last 3 years	13,050	7.4%	169
Spent on foreign vacations in last 12 months: <\$1,000	8,420	4.8%	112
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,944	4.5%	130
Spent on foreign vacations in last 12 months: \$3,000+	12,317	7.0%	139
Foreign travel in last 3 years: used general travel website	12,874	7.3%	127
Nights spent in hotel/motel in last 12 months: any	78,124	44.4%	107
Took cruise of more than one day in last 3 years	14,051	8.0%	100
Member of any frequent flyer program	39,137	22.3%	137
Member of any hotel rewards program	29,769	16.9%	114

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

Demographic Summary	2017	2022
Population	474,463	502,566
Population 18+	380,733	405,460
Households	191,221	201,933
Median Household Income	\$54,524	\$64,272

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	176,747	46.4%	97
Bought any women's clothing in last 12 months	162,276	42.6%	98
Bought clothing for child <13 years in last 6 months	88,873	23.3%	85
Bought any shoes in last 12 months	202,311	53.1%	99
Bought costume jewelry in last 12 months	68,605	18.0%	94
Bought any fine jewelry in last 12 months	70,331	18.5%	102
Bought a watch in last 12 months	57,252	15.0%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	159,639	83.5%	98
HH bought/leased new vehicle last 12 mo	19,706	10.3%	105
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	322,583	84.7%	100
Bought/changed motor oil in last 12 months	168,745	44.3%	92
Had tune-up in last 12 months	112,268	29.5%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	251,723	66.1%	99
Drank regular cola in last 6 months	151,570	39.8%	90
Drank beer/ale in last 6 months	178,769	47.0%	111
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	86,872	22.8%	107
Own digital SLR camera/camcorder	33,647	8.8%	106
Printed digital photos in last 12 months	49,152	12.9%	93
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	139,134	36.5%	101
Have a smartphone	273,889	71.9%	107
Have a smartphone: Android phone (any brand)	129,471	34.0%	107
Have a smartphone: Apple iPhone	128,990	33.9%	111
Number of cell phones in household: 1	69,047	36.1%	113
Number of cell phones in household: 2	71,758	37.5%	100
Number of cell phones in household: 3+	43,574	22.8%	87
HH has cell phone only (no landline telephone)	100,817	52.7%	116
<b>Computers (Households)</b>			
HH owns a computer	152,269	79.6%	104
HH owns desktop computer	76,586	40.1%	94
HH owns laptop/notebook	113,650	59.4%	107
HH owns any Apple/Mac brand computer	36,703	19.2%	125
HH owns any PC/non-Apple brand computer	126,431	66.1%	100
HH purchased most recent computer in a store	71,652	37.5%	100
HH purchased most recent computer online	26,485	13.9%	106
Spent <\$500 on most recent home computer	28,089	14.7%	96
Spent \$500-\$999 on most recent home computer	35,169	18.4%	101
Spent \$1,000-\$1,499 on most recent home computer	19,982	10.4%	115
Spent \$1,500-\$1,999 on most recent home computer	8,667	4.5%	106
Spent \$2,000+ on most recent home computer	7,265	3.8%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	201,219	52.9%	106
Bought brewed coffee at convenience store in last 30 days	59,338	15.6%	100
Bought cigarettes at convenience store in last 30 days	46,122	12.1%	100
Bought gas at convenience store in last 30 days	120,786	31.7%	94
Spent at convenience store in last 30 days: <\$20	31,676	8.3%	106
Spent at convenience store in last 30 days: \$20-\$39	35,085	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	27,385	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	14,729	3.9%	83
Spent at convenience store in last 30 days: \$100+	84,905	22.3%	95
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	241,570	63.4%	107
Went to live theater in last 12 months	56,115	14.7%	113
Went to a bar/night club in last 12 months	83,007	21.8%	130
Dined out in last 12 months	180,315	47.4%	105
Gambled at a casino in last 12 months	57,608	15.1%	109
Visited a theme park in last 12 months	62,438	16.4%	92
Viewed movie (video-on-demand) in last 30 days	80,291	21.1%	115
Viewed TV show (video-on-demand) in last 30 days	58,410	15.3%	117
Watched any pay-per-view TV in last 12 months	48,052	12.6%	102
Downloaded a movie over the Internet in last 30 days	34,699	9.1%	110
Downloaded any individual song in last 6 months	84,944	22.3%	105
Watched a movie online in the last 30 days	87,799	23.1%	122
Watched a TV program online in last 30 days	81,297	21.4%	126
Played a video/electronic game (console) in last 12 months	43,321	11.4%	115
Played a video/electronic game (portable) in last 12 months	17,052	4.5%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	116,754	30.7%	100
Used ATM/cash machine in last 12 months	207,853	54.6%	110
Own any stock	31,724	8.3%	115
Own U.S. savings bond	18,364	4.8%	94
Own shares in mutual fund (stock)	28,918	7.6%	104
Own shares in mutual fund (bonds)	17,549	4.6%	91
Have interest checking account	105,561	27.7%	102
Have non-interest checking account	111,289	29.2%	99
Have savings account	220,014	57.8%	106
Have 401K retirement savings plan	64,801	17.0%	116
Own/used any credit/debit card in last 12 months	294,497	77.4%	103
Avg monthly credit card expenditures: <\$111	45,319	11.9%	99
Avg monthly credit card expenditures: \$111-\$225	27,169	7.1%	101
Avg monthly credit card expenditures: \$226-\$450	25,006	6.6%	100
Avg monthly credit card expenditures: \$451-\$700	22,084	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	19,579	5.1%	111
Avg monthly credit card expenditures: \$1,001+	43,714	11.5%	124
Did banking online in last 12 months	158,267	41.6%	114
Did banking on mobile device in last 12 months	76,746	20.2%	116
Paid bills online in last 12 months	190,991	50.2%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	123,374	64.5%	93
Used bread in last 6 months	176,336	92.2%	98
Used chicken (fresh or frozen) in last 6 months	129,319	67.6%	98
Used turkey (fresh or frozen) in last 6 months	26,877	14.1%	89
Used fish/seafood (fresh or frozen) in last 6 months	102,764	53.7%	98
Used fresh fruit/vegetables in last 6 months	163,969	85.7%	99
Used fresh milk in last 6 months	163,241	85.4%	98
Used organic food in last 6 months	47,567	24.9%	121
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	115,412	30.3%	105
Exercise at club 2+ times per week	64,567	17.0%	127
Visited a doctor in last 12 months	284,824	74.8%	99
Used vitamin/dietary supplement in last 6 months	201,714	53.0%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	45,986	24.0%	89
Used housekeeper/maid/professional HH cleaning service in last 12	23,106	12.1%	90
Purchased low ticket HH furnishings in last 12 months	32,099	16.8%	103
Purchased big ticket HH furnishings in last 12 months	41,761	21.8%	102
Bought any small kitchen appliance in last 12 months	45,156	23.6%	106
Bought any large kitchen appliance in last 12 months	23,765	12.4%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	157,114	41.3%	95
Carry medical/hospital/accident insurance	271,760	71.4%	103
Carry homeowner insurance	161,725	42.5%	91
Carry renter's insurance	44,227	11.6%	133
Have auto insurance: 1 vehicle in household covered	69,187	36.2%	116
Have auto insurance: 2 vehicles in household covered	51,050	26.7%	93
Have auto insurance: 3+ vehicles in household covered	32,164	16.8%	78
<b>Pets (Households)</b>			
Household owns any pet	97,189	50.8%	94
Household owns any cat	42,411	22.2%	98
Household owns any dog	68,299	35.7%	86
<b>Psychographics (Adults)</b>			
Buying American is important to me	142,709	37.5%	90
Usually buy items on credit rather than wait	48,198	12.7%	103
Usually buy based on quality - not price	71,111	18.7%	102
Price is usually more important than brand name	94,746	24.9%	93
Usually use coupons for brands I buy often	64,299	16.9%	93
Am interested in how to help the environment	69,416	18.2%	111
Usually pay more for environ safe product	57,552	15.1%	113
Usually value green products over convenience	41,554	10.9%	101
Likely to buy a brand that supports a charity	140,454	36.9%	105
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	63,062	16.6%	117
Bought hardcover book in last 12 months	84,232	22.1%	108
Bought paperback book in last 12 month	118,529	31.1%	104
Read any daily newspaper (paper version)	91,877	24.1%	100
Read any digital newspaper in last 30 days	156,580	41.1%	121
Read any magazine (paper/electronic version) in last 6 months	354,617	93.1%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	287,836	75.6%	101
Went to family restaurant/steak house: 4+ times a month	98,481	25.9%	94
Went to fast food/drive-in restaurant in last 6 months	342,239	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	138,440	36.4%	93
Fast food/drive-in last 6 months: eat in	126,680	33.3%	91
Fast food/drive-in last 6 months: home delivery	31,779	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	170,776	44.9%	97
Fast food/drive-in last 6 months: take-out/walk-in	83,335	21.9%	109
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	136,669	35.9%	106
Own any e-reader	37,275	9.8%	113
Own e-reader/tablet: iPad	85,881	22.6%	109
HH has Internet connectable TV	38,545	20.2%	100
Own any portable MP3 player	122,956	32.3%	116
HH owns 1 TV	51,889	27.1%	131
HH owns 2 TVs	49,996	26.1%	101
HH owns 3 TVs	37,301	19.5%	91
HH owns 4+ TVs	24,075	12.6%	69
HH subscribes to cable TV	99,796	52.2%	109
HH subscribes to fiber optic	15,199	7.9%	99
HH owns portable GPS navigation device	46,364	24.2%	89
HH purchased video game system in last 12 mos	14,609	7.6%	99
HH owns Internet video device for TV	24,235	12.7%	114
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	207,311	54.5%	107
Took 3+ domestic non-business trips in last 12 months	47,537	12.5%	112
Spent on domestic vacations in last 12 months: <\$1,000	45,278	11.9%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	22,979	6.0%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	14,010	3.7%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	14,988	3.9%	104
Spent on domestic vacations in last 12 months: \$3,000+	21,954	5.8%	101
Domestic travel in the 12 months: used general travel website	34,853	9.2%	131
Foreign travel in last 3 years	112,852	29.6%	122
Took 3+ foreign trips by plane in last 3 years	27,258	7.2%	163
Spent on foreign vacations in last 12 months: <\$1,000	18,312	4.8%	113
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	17,191	4.5%	130
Spent on foreign vacations in last 12 months: \$3,000+	26,085	6.9%	136
Foreign travel in last 3 years: used general travel website	27,624	7.3%	126
Nights spent in hotel/motel in last 12 months: any	167,009	43.9%	106
Took cruise of more than one day in last 3 years	31,166	8.2%	102
Member of any frequent flyer program	84,746	22.3%	137
Member of any hotel rewards program	63,487	16.7%	112

**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.

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# Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	18,772	188,528	397,600
2010 Total Population	19,401	202,435	436,510
2017 Total Population	20,864	219,596	474,463
2017 Group Quarters	443	3,567	11,246
2022 Total Population	21,988	232,231	502,566
2017-2022 Annual Rate	1.05%	1.13%	1.16%
2017 Total Daytime Population	18,493	176,122	526,366
Workers	8,604	73,857	301,113
Residents	9,889	102,265	225,253
<b>Household Summary</b>			
2000 Households	7,245	76,317	162,423
2000 Average Household Size	2.47	2.42	2.38
2010 Households	7,947	82,642	178,360
2010 Average Household Size	2.39	2.41	2.38
2017 Households	8,418	88,067	191,221
2017 Average Household Size	2.43	2.45	2.42
2022 Households	8,834	92,649	201,933
2022 Average Household Size	2.44	2.47	2.43
2017-2022 Annual Rate	0.97%	1.02%	1.10%
2010 Families	4,397	45,265	95,840
2010 Average Family Size	2.99	3.04	3.06
2017 Families	4,602	47,638	101,009
2017 Average Family Size	3.04	3.10	3.11
2022 Families	4,806	49,880	105,868
2022 Average Family Size	3.05	3.11	3.12
2017-2022 Annual Rate	0.87%	0.92%	0.94%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,631	80,181	171,752
Owner Occupied Housing Units	59.9%	55.9%	53.8%
Renter Occupied Housing Units	35.0%	39.2%	40.7%
Vacant Housing Units	5.1%	4.8%	5.4%
2010 Housing Units	8,384	87,124	188,964
Owner Occupied Housing Units	56.3%	52.5%	51.0%
Renter Occupied Housing Units	38.5%	42.4%	43.4%
Vacant Housing Units	5.2%	5.1%	5.6%
2017 Housing Units	8,826	92,123	201,027
Owner Occupied Housing Units	53.8%	49.9%	48.4%
Renter Occupied Housing Units	41.6%	45.7%	46.7%
Vacant Housing Units	4.6%	4.4%	4.9%
2022 Housing Units	9,239	96,634	211,710
Owner Occupied Housing Units	53.9%	50.1%	48.4%
Renter Occupied Housing Units	41.7%	45.8%	47.0%
Vacant Housing Units	4.4%	4.1%	4.6%
<b>Median Household Income</b>			
2017	\$55,377	\$54,100	\$54,524
2022	\$65,094	\$62,990	\$64,272
<b>Median Home Value</b>			
2017	\$261,821	\$282,840	\$297,320
2022	\$310,152	\$333,329	\$348,791
<b>Per Capita Income</b>			
2017	\$29,899	\$29,202	\$30,560
2022	\$34,664	\$33,903	\$35,449
<b>Median Age</b>			
2010	37.4	36.1	35.8
2017	39.1	37.5	37.2
2022	39.6	38.2	37.8

**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.



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	1 mile	3 miles	5 miles
<b>2017 Households by Income</b>			
Household Income Base	8,418	88,067	191,221
<\$15,000	11.9%	11.6%	12.1%
\$15,000 - \$24,999	10.3%	10.8%	10.6%
\$25,000 - \$34,999	9.3%	10.4%	10.3%
\$35,000 - \$49,999	12.9%	12.6%	12.4%
\$50,000 - \$74,999	19.2%	19.6%	18.6%
\$75,000 - \$99,999	14.4%	13.6%	13.0%
\$100,000 - \$149,999	14.1%	13.1%	13.5%
\$150,000 - \$199,999	3.8%	4.1%	4.8%
\$200,000+	4.2%	4.0%	4.7%
Average Household Income	\$72,766	\$71,630	\$74,467
<b>2022 Households by Income</b>			
Household Income Base	8,834	92,649	201,933
<\$15,000	10.6%	10.5%	10.9%
\$15,000 - \$24,999	8.8%	9.2%	9.0%
\$25,000 - \$34,999	7.6%	8.5%	8.4%
\$35,000 - \$49,999	10.3%	10.1%	9.8%
\$50,000 - \$74,999	18.5%	19.0%	18.0%
\$75,000 - \$99,999	17.3%	16.7%	16.1%
\$100,000 - \$149,999	17.1%	16.1%	16.4%
\$150,000 - \$199,999	4.6%	5.0%	5.7%
\$200,000+	5.2%	4.9%	5.6%
Average Household Income	\$85,059	\$83,841	\$86,966
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	4,750	46,008	97,302
<\$50,000	2.9%	2.7%	3.3%
\$50,000 - \$99,999	0.5%	1.0%	1.2%
\$100,000 - \$149,999	4.1%	5.5%	4.7%
\$150,000 - \$199,999	14.3%	12.2%	11.2%
\$200,000 - \$249,999	24.6%	19.5%	16.8%
\$250,000 - \$299,999	15.5%	13.9%	13.7%
\$300,000 - \$399,999	22.6%	24.3%	23.8%
\$400,000 - \$499,999	9.3%	12.4%	13.0%
\$500,000 - \$749,999	5.3%	6.6%	8.9%
\$750,000 - \$999,999	1.0%	1.4%	2.6%
\$1,000,000 +	0.0%	0.4%	0.9%
Average Home Value	\$291,800	\$312,042	\$334,317
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	4,983	48,432	102,393
<\$50,000	1.6%	1.5%	1.9%
\$50,000 - \$99,999	0.2%	0.5%	0.7%
\$100,000 - \$149,999	2.3%	3.1%	2.6%
\$150,000 - \$199,999	8.8%	7.7%	7.0%
\$200,000 - \$249,999	18.3%	14.3%	12.1%
\$250,000 - \$299,999	15.9%	12.9%	12.2%
\$300,000 - \$399,999	29.1%	29.9%	27.8%
\$400,000 - \$499,999	14.4%	17.0%	17.4%
\$500,000 - \$749,999	7.9%	10.0%	12.8%
\$750,000 - \$999,999	1.6%	2.3%	3.9%
\$1,000,000 +	0.0%	0.8%	1.6%
Average Home Value	\$333,437	\$359,666	\$387,532

**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.



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	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	19,401	202,439	436,508
0 - 4	6.2%	6.6%	6.4%
5 - 9	5.0%	5.7%	5.8%
10 - 14	4.7%	5.1%	5.2%
15 - 24	11.7%	11.6%	12.2%
25 - 34	18.2%	19.1%	19.0%
35 - 44	16.2%	16.4%	15.9%
45 - 54	13.8%	13.5%	13.5%
55 - 64	11.7%	11.4%	11.5%
65 - 74	5.5%	5.2%	5.4%
75 - 84	3.8%	3.4%	3.4%
85 +	3.1%	2.0%	1.9%
18 +	81.1%	79.5%	79.5%
<b>2017 Population by Age</b>			
Total	20,865	219,597	474,462
0 - 4	5.6%	6.0%	5.9%
5 - 9	5.2%	5.7%	5.6%
10 - 14	5.0%	5.3%	5.3%
15 - 24	11.8%	11.5%	11.9%
25 - 34	15.8%	17.3%	17.8%
35 - 44	15.6%	15.8%	15.4%
45 - 54	13.8%	13.1%	12.9%
55 - 64	12.6%	12.3%	12.1%
65 - 74	8.1%	7.6%	7.7%
75 - 84	3.7%	3.3%	3.4%
85 +	2.8%	2.1%	2.0%
18 +	81.4%	80.1%	80.2%
<b>2022 Population by Age</b>			
Total	21,990	232,231	502,567
0 - 4	5.6%	5.9%	5.8%
5 - 9	4.8%	5.4%	5.3%
10 - 14	4.9%	5.3%	5.2%
15 - 24	11.5%	11.2%	11.5%
25 - 34	16.3%	17.2%	17.7%
35 - 44	14.7%	15.3%	15.1%
45 - 54	13.3%	12.9%	12.6%
55 - 64	12.3%	11.8%	11.6%
65 - 74	9.4%	9.0%	8.9%
75 - 84	4.6%	4.0%	4.2%
85 +	2.6%	1.9%	1.9%
18 +	82.0%	80.5%	80.7%
<b>2010 Population by Sex</b>			
Males	9,505	99,260	216,217
Females	9,896	103,175	220,293
<b>2017 Population by Sex</b>			
Males	10,220	107,873	235,372
Females	10,645	111,723	239,091
<b>2022 Population by Sex</b>			
Males	10,767	114,283	249,618
Females	11,221	117,948	252,947

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

February 09, 2018



# Market Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.51461  
Longitude: -122.57879

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	19,401	202,435	436,509
White Alone	72.2%	75.2%	74.9%
Black Alone	4.5%	4.5%	5.8%
American Indian Alone	1.2%	1.1%	1.1%
Asian Alone	13.0%	9.6%	8.0%
Pacific Islander Alone	0.7%	0.6%	0.5%
Some Other Race Alone	3.7%	4.5%	5.1%
Two or More Races	4.7%	4.6%	4.6%
Hispanic Origin	8.3%	9.7%	10.7%
Diversity Index	54.2	52.5	53.8
<b>2017 Population by Race/Ethnicity</b>			
Total	20,865	219,596	474,463
White Alone	69.5%	72.9%	72.8%
Black Alone	4.3%	4.4%	5.7%
American Indian Alone	1.1%	1.0%	1.0%
Asian Alone	15.1%	11.2%	9.4%
Pacific Islander Alone	0.9%	0.7%	0.6%
Some Other Race Alone	3.9%	4.7%	5.4%
Two or More Races	5.2%	5.1%	5.0%
Hispanic Origin	8.8%	10.3%	11.4%
Diversity Index	57.3	55.5	56.7
<b>2022 Population by Race/Ethnicity</b>			
Total	21,988	232,231	502,566
White Alone	67.7%	71.3%	71.3%
Black Alone	4.2%	4.3%	5.6%
American Indian Alone	1.1%	1.0%	1.0%
Asian Alone	16.6%	12.4%	10.4%
Pacific Islander Alone	1.0%	0.7%	0.7%
Some Other Race Alone	4.0%	5.0%	5.6%
Two or More Races	5.5%	5.4%	5.3%
Hispanic Origin	9.3%	11.0%	12.2%
Diversity Index	59.5	57.8	58.9
<b>2010 Population by Relationship and Household Type</b>			
Total	19,401	202,435	436,510
In Households	97.7%	98.2%	97.4%
In Family Households	71.3%	71.5%	70.3%
Householder	22.9%	22.4%	22.0%
Spouse	15.9%	15.5%	15.4%
Child	24.3%	25.9%	25.6%
Other relative	4.7%	4.3%	4.1%
Nonrelative	3.5%	3.4%	3.3%
In Nonfamily Households	26.4%	26.8%	27.1%
In Group Quarters	2.3%	1.8%	2.6%
Institutionalized Population	0.4%	0.7%	0.9%
Noninstitutionalized Population	1.9%	1.0%	1.7%

**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

1170 SE 82nd Ave, Portland, Oregon, 97216  
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.51461  
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	1 mile	3 miles	5 miles
<b>2017 Population 25+ by Educational Attainment</b>			
Total	15,119	156,968	338,461
Less than 9th Grade	4.9%	4.8%	4.4%
9th - 12th Grade, No Diploma	3.6%	5.7%	5.7%
High School Graduate	14.9%	14.8%	14.8%
GED/Alternative Credential	2.5%	3.6%	3.7%
Some College, No Degree	23.0%	21.6%	22.1%
Associate Degree	9.4%	8.0%	7.8%
Bachelor's Degree	26.2%	26.2%	26.2%
Graduate/Professional Degree	15.4%	15.4%	15.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	17,571	182,263	394,954
Never Married	38.8%	40.5%	40.5%
Married	43.1%	41.8%	41.9%
Widowed	5.1%	4.4%	4.5%
Divorced	13.0%	13.3%	13.1%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.1%	95.6%	95.2%
Civilian Unemployed (Unemployment Rate)	4.9%	4.4%	4.8%
<b>2017 Employed Population 16+ by Industry</b>			
Total	11,181	119,583	252,995
Agriculture/Mining	0.1%	0.8%	0.8%
Construction	4.1%	4.7%	4.8%
Manufacturing	9.3%	9.3%	9.5%
Wholesale Trade	2.7%	2.8%	3.0%
Retail Trade	11.5%	11.0%	10.7%
Transportation/Utilities	3.1%	4.0%	4.2%
Information	2.4%	2.0%	2.0%
Finance/Insurance/Real Estate	4.4%	5.1%	5.5%
Services	59.1%	57.5%	56.5%
Public Administration	3.2%	2.9%	3.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	11,181	119,584	252,997
White Collar	60.1%	60.6%	61.6%
Management/Business/Financial	12.6%	13.8%	14.6%
Professional	28.0%	26.3%	26.4%
Sales	8.9%	9.3%	9.2%
Administrative Support	10.7%	11.3%	11.4%
Services	22.6%	21.7%	20.3%
Blue Collar	17.3%	17.7%	18.1%
Farming/Forestry/Fishing	0.0%	0.4%	0.5%
Construction/Extraction	3.1%	3.6%	3.9%
Installation/Maintenance/Repair	2.1%	1.9%	2.0%
Production	5.4%	5.8%	5.5%
Transportation/Material Moving	6.7%	6.0%	6.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,401	202,435	436,510
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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

February 09, 2018



# Market Profile

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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	7,947	82,643	178,360
Households with 1 Person	30.9%	30.6%	31.9%
Households with 2+ People	69.1%	69.4%	68.1%
Family Households	55.3%	54.8%	53.7%
Husband-wife Families	38.5%	37.9%	37.7%
With Related Children	16.5%	17.4%	17.1%
Other Family (No Spouse Present)	16.8%	16.9%	16.0%
Other Family with Male Householder	5.5%	4.9%	4.7%
With Related Children	2.8%	2.7%	2.6%
Other Family with Female Householder	11.3%	11.9%	11.3%
With Related Children	6.9%	7.5%	7.2%
Nonfamily Households	13.8%	14.6%	14.4%
All Households with Children	26.7%	28.1%	27.4%
Multigenerational Households	3.1%	3.1%	3.0%
Unmarried Partner Households	10.5%	10.9%	10.6%
Male-female	8.5%	8.9%	8.7%
Same-sex	2.0%	2.0%	1.9%
<b>2010 Households by Size</b>			
Total	7,947	82,642	178,359
1 Person Household	30.9%	30.6%	31.9%
2 Person Household	34.5%	33.6%	33.3%
3 Person Household	15.9%	16.0%	15.2%
4 Person Household	11.0%	11.2%	11.0%
5 Person Household	4.5%	4.8%	4.8%
6 Person Household	1.9%	2.0%	2.0%
7 + Person Household	1.4%	1.7%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,947	82,642	178,360
Owner Occupied	59.4%	55.3%	54.0%
Owned with a Mortgage/Loan	46.0%	43.7%	42.2%
Owned Free and Clear	13.4%	11.7%	11.8%
Renter Occupied	40.6%	44.7%	46.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,384	87,124	188,964
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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

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



# Market Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS

Latitude: 45.51461  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Emerald City (8B)	Emerald City (8B)	Emerald City (8B)
<b>2.</b>	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
<b>3.</b>	Parks and Rec (5C)	Parks and Rec (5C)	Metro Renters (3B)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,543,465	\$171,959,719	\$389,558,599
Average Spent	\$1,965.25	\$1,952.60	\$2,037.22
Spending Potential Index	91	90	94
Education: Total \$	\$11,817,688	\$121,789,459	\$275,991,219
Average Spent	\$1,403.86	\$1,382.92	\$1,443.31
Spending Potential Index	96	95	99
Entertainment/Recreation: Total \$	\$23,416,446	\$240,921,622	\$543,283,357
Average Spent	\$2,781.71	\$2,735.66	\$2,841.13
Spending Potential Index	89	88	91
Food at Home: Total \$	\$37,899,606	\$392,711,523	\$888,926,205
Average Spent	\$4,502.21	\$4,459.24	\$4,648.69
Spending Potential Index	89	89	92
Food Away from Home: Total \$	\$25,381,567	\$263,995,547	\$599,301,708
Average Spent	\$3,015.15	\$2,997.67	\$3,134.08
Spending Potential Index	90	90	94
Health Care: Total \$	\$40,630,530	\$413,545,435	\$929,122,671
Average Spent	\$4,826.63	\$4,695.80	\$4,858.89
Spending Potential Index	86	84	87
HH Furnishings & Equipment: Total \$	\$14,504,481	\$149,448,910	\$337,601,456
Average Spent	\$1,723.03	\$1,696.99	\$1,765.50
Spending Potential Index	89	87	91
Personal Care Products & Services: Total \$	\$6,071,550	\$62,700,112	\$141,640,863
Average Spent	\$721.26	\$711.96	\$740.72
Spending Potential Index	91	89	93
Shelter: Total \$	\$129,599,155	\$1,341,144,308	\$3,027,705,365
Average Spent	\$15,395.48	\$15,228.68	\$15,833.54
Spending Potential Index	95	94	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,211,557	\$175,252,483	\$394,398,867
Average Spent	\$2,044.61	\$1,989.99	\$2,062.53
Spending Potential Index	87	85	88
Travel: Total \$	\$15,840,851	\$162,190,310	\$364,588,686
Average Spent	\$1,881.78	\$1,841.67	\$1,906.64
Spending Potential Index	91	89	92
Vehicle Maintenance & Repairs: Total \$	\$7,964,225	\$81,928,423	\$184,779,759
Average Spent	\$946.09	\$930.30	\$966.32
Spending Potential Index	88	87	90

**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.





# Business Summary

1170 SE 82nd Ave, Portland, Oregon, 97216  
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS  
Latitude: 45.51461  
Longitude: -122.57879

<b>Data for all businesses in area</b>	<b>1 mile</b>		<b>3 miles</b>		<b>5 miles</b>							
Total Businesses:	845		7,290		22,480							
Total Employees:	8,647		68,285		274,894							
Total Residential Population:	20,864		219,596		474,463							
Employee/Residential Population Ratio (per 100 Residents)	41		31		58							
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	15	1.8%	75	0.9%	107	1.5%	1,173	1.7%	268	1.2%	2,956	1.1%
Construction	42	5.0%	235	2.7%	427	5.9%	1,944	2.8%	1,315	5.8%	10,248	3.7%
Manufacturing	21	2.5%	199	2.3%	193	2.6%	2,033	3.0%	816	3.6%	16,076	5.8%
Transportation	10	1.2%	54	0.6%	121	1.7%	1,051	1.5%	483	2.1%	13,900	5.1%
Communication	13	1.5%	64	0.7%	49	0.7%	388	0.6%	174	0.8%	2,897	1.1%
Utility	3	0.4%	18	0.2%	12	0.2%	56	0.1%	53	0.2%	3,742	1.4%
Wholesale Trade	22	2.6%	207	2.4%	176	2.4%	1,346	2.0%	840	3.7%	11,244	4.1%
<b>Retail Trade Summary</b>	<b>248</b>	<b>29.3%</b>	<b>2,308</b>	<b>26.7%</b>	<b>1,933</b>	<b>26.5%</b>	<b>19,319</b>	<b>28.3%</b>	<b>5,220</b>	<b>23.2%</b>	<b>60,509</b>	<b>22.0%</b>
Home Improvement	11	1.3%	211	2.4%	131	1.8%	1,238	1.8%	320	1.4%	3,460	1.3%
General Merchandise Stores	2	0.2%	146	1.7%	33	0.5%	1,903	2.8%	102	0.5%	7,019	2.6%
Food Stores	32	3.8%	222	2.6%	239	3.3%	3,041	4.5%	546	2.4%	7,327	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	51	6.0%	239	2.8%	197	2.7%	1,779	2.6%	430	1.9%	4,240	1.5%
Apparel & Accessory Stores	6	0.7%	20	0.2%	64	0.9%	272	0.4%	313	1.4%	2,877	1.0%
Furniture & Home Furnishings	10	1.2%	47	0.5%	121	1.7%	718	1.1%	372	1.7%	3,222	1.2%
Eating & Drinking Places	92	10.9%	1,210	14.0%	731	10.0%	8,145	11.9%	1,974	8.8%	23,391	8.5%
Miscellaneous Retail	45	5.3%	212	2.5%	417	5.7%	2,224	3.3%	1,163	5.2%	8,973	3.3%
<b>Finance, Insurance, Real Estate Summary</b>	<b>69</b>	<b>8.2%</b>	<b>604</b>	<b>7.0%</b>	<b>581</b>	<b>8.0%</b>	<b>3,245</b>	<b>4.8%</b>	<b>1,835</b>	<b>8.2%</b>	<b>19,941</b>	<b>7.3%</b>
Banks, Savings & Lending Institutions	13	1.5%	125	1.4%	99	1.4%	1,012	1.5%	294	1.3%	2,896	1.1%
Securities Brokers	11	1.3%	34	0.4%	66	0.9%	224	0.3%	256	1.1%	2,697	1.0%
Insurance Carriers & Agents	18	2.1%	56	0.6%	110	1.5%	402	0.6%	301	1.3%	6,916	2.5%
Real Estate, Holding, Other Investment Offices	26	3.1%	389	4.5%	308	4.2%	1,606	2.4%	983	4.4%	7,433	2.7%
<b>Services Summary</b>	<b>356</b>	<b>42.1%</b>	<b>4,744</b>	<b>54.9%</b>	<b>3,187</b>	<b>43.7%</b>	<b>35,681</b>	<b>52.3%</b>	<b>9,342</b>	<b>41.6%</b>	<b>114,530</b>	<b>41.7%</b>
Hotels & Lodging	5	0.6%	44	0.5%	32	0.4%	228	0.3%	152	0.7%	4,682	1.7%
Automotive Services	50	5.9%	299	3.5%	268	3.7%	1,429	2.1%	709	3.2%	4,267	1.6%
Motion Pictures & Amusements	22	2.6%	300	3.5%	231	3.2%	1,562	2.3%	628	2.8%	5,670	2.1%
Health Services	74	8.8%	2,119	24.5%	659	9.0%	15,527	22.7%	1,360	6.0%	28,878	10.5%
Legal Services	4	0.5%	7	0.1%	65	0.9%	226	0.3%	560	2.5%	5,662	2.1%
Education Institutions & Libraries	23	2.7%	758	8.8%	151	2.1%	4,908	7.2%	391	1.7%	13,059	4.8%
Other Services	178	21.1%	1,217	14.1%	1,781	24.4%	11,801	17.3%	5,542	24.7%	52,312	19.0%
<b>Government</b>	<b>5</b>	<b>0.6%</b>	<b>92</b>	<b>1.1%</b>	<b>68</b>	<b>0.9%</b>	<b>1,897</b>	<b>2.8%</b>	<b>485</b>	<b>2.2%</b>	<b>17,801</b>	<b>6.5%</b>
<b>Unclassified Establishments</b>	<b>41</b>	<b>4.9%</b>	<b>48</b>	<b>0.6%</b>	<b>436</b>	<b>6.0%</b>	<b>151</b>	<b>0.2%</b>	<b>1,650</b>	<b>7.3%</b>	<b>1,050</b>	<b>0.4%</b>
<b>Totals</b>	<b>845</b>	<b>100.0%</b>	<b>8,647</b>	<b>100.0%</b>	<b>7,290</b>	<b>100.0%</b>	<b>68,285</b>	<b>100.0%</b>	<b>22,480</b>	<b>100.0%</b>	<b>274,894</b>	<b>100.0%</b>

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

1170 SE 82nd Ave, Portland, Oregon, 97216  
Rings: 1, 3, 5 mile radii

Prepared by First American Title NCS  
Latitude: 45.51461  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	1	0.0%	11	0.2%	91	0.1%	39	0.2%	805	0.3%
Mining	0	0.0%	0	0.0%	2	0.0%	8	0.0%	7	0.0%	48	0.0%
Utilities	3	0.4%	18	0.2%	4	0.1%	25	0.0%	20	0.1%	2,950	1.1%
Construction	47	5.6%	275	3.2%	476	6.5%	2,212	3.2%	1,448	6.4%	11,167	4.1%
Manufacturing	21	2.5%	202	2.3%	203	2.8%	1,969	2.9%	830	3.7%	16,496	6.0%
Wholesale Trade	18	2.1%	188	2.2%	148	2.0%	1,201	1.8%	779	3.5%	10,934	4.0%
Retail Trade	154	18.2%	1,082	12.5%	1,184	16.2%	11,087	16.2%	3,169	14.1%	35,915	13.1%
Motor Vehicle & Parts Dealers	45	5.3%	207	2.4%	153	2.1%	1,543	2.3%	337	1.5%	3,706	1.3%
Furniture & Home Furnishings Stores	7	0.8%	37	0.4%	56	0.8%	259	0.4%	183	0.8%	1,406	0.5%
Electronics & Appliance Stores	2	0.2%	4	0.0%	41	0.6%	352	0.5%	123	0.5%	1,396	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	11	1.3%	211	2.4%	131	1.8%	1,238	1.8%	318	1.4%	3,453	1.3%
Food & Beverage Stores	28	3.3%	201	2.3%	221	3.0%	2,911	4.3%	501	2.2%	6,542	2.4%
Health & Personal Care Stores	12	1.4%	87	1.0%	119	1.6%	800	1.2%	244	1.1%	1,865	0.7%
Gasoline Stations	5	0.6%	32	0.4%	45	0.6%	252	0.4%	96	0.4%	575	0.2%
Clothing & Clothing Accessories Stores	9	1.1%	25	0.3%	87	1.2%	340	0.5%	409	1.8%	3,402	1.2%
Sport Goods, Hobby, Book, & Music Stores	7	0.8%	32	0.4%	87	1.2%	705	1.0%	240	1.1%	1,788	0.7%
General Merchandise Stores	2	0.2%	146	1.7%	33	0.5%	1,903	2.8%	102	0.5%	7,019	2.6%
Miscellaneous Store Retailers	24	2.8%	98	1.1%	194	2.7%	755	1.1%	541	2.4%	3,914	1.4%
Nonstore Retailers	3	0.4%	2	0.0%	19	0.3%	30	0.0%	74	0.3%	849	0.3%
Transportation & Warehousing	8	0.9%	52	0.6%	101	1.4%	1,010	1.5%	404	1.8%	13,233	4.8%
Information	24	2.8%	160	1.9%	154	2.1%	1,303	1.9%	656	2.9%	9,394	3.4%
Finance & Insurance	44	5.2%	220	2.5%	285	3.9%	1,680	2.5%	882	3.9%	12,702	4.6%
Central Bank/Credit Intermediation & Related Activities	14	1.7%	129	1.5%	106	1.5%	1,047	1.5%	298	1.3%	2,912	1.1%
Securities, Commodity Contracts & Other Financial	12	1.4%	35	0.4%	69	0.9%	230	0.3%	276	1.2%	2,800	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	18	2.1%	56	0.6%	110	1.5%	404	0.6%	307	1.4%	6,990	2.5%
Real Estate, Rental & Leasing	39	4.6%	439	5.1%	391	5.4%	1,802	2.6%	1,161	5.2%	8,395	3.1%
Professional, Scientific & Tech Services	41	4.9%	145	1.7%	543	7.4%	2,887	4.2%	2,506	11.1%	26,480	9.6%
Legal Services	4	0.5%	7	0.1%	74	1.0%	279	0.4%	601	2.7%	5,957	2.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	4	0.1%	57	0.1%	17	0.1%	216	0.1%
Administrative & Support & Waste Management & Remediation	33	3.9%	156	1.8%	245	3.4%	1,452	2.1%	738	3.3%	6,482	2.4%
Educational Services	26	3.1%	747	8.6%	188	2.6%	4,890	7.2%	487	2.2%	12,810	4.7%
Health Care & Social Assistance	96	11.4%	2,510	29.0%	905	12.4%	18,878	27.6%	1,981	8.8%	38,275	13.9%
Arts, Entertainment & Recreation	10	1.2%	364	4.2%	130	1.8%	1,312	1.9%	415	1.8%	5,261	1.9%
Accommodation & Food Services	97	11.5%	1,261	14.6%	768	10.5%	8,412	12.3%	2,139	9.5%	28,212	10.3%
Accommodation	5	0.6%	44	0.5%	32	0.4%	228	0.3%	152	0.7%	4,682	1.7%
Food Services & Drinking Places	93	11.0%	1,217	14.1%	736	10.1%	8,184	12.0%	1,987	8.8%	23,529	8.6%
Other Services (except Public Administration)	136	16.1%	687	7.9%	1,043	14.3%	5,942	8.7%	2,667	11.9%	16,236	5.9%
Automotive Repair & Maintenance	47	5.6%	276	3.2%	228	3.1%	1,210	1.8%	501	2.2%	2,659	1.0%
Public Administration	5	0.6%	92	1.1%	69	0.9%	1,917	2.8%	487	2.2%	17,842	6.5%
Unclassified Establishments	41	4.9%	48	0.6%	436	6.0%	151	0.2%	1,649	7.3%	1,041	0.4%
<b>Total</b>	<b>845</b>	<b>100.0%</b>	<b>8,647</b>	<b>100.0%</b>	<b>7,290</b>	<b>100.0%</b>	<b>68,285</b>	<b>100.0%</b>	<b>22,480</b>	<b>100.0%</b>	<b>274,894</b>	<b>100.0%</b>

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.

February 09, 2018



# Retail MarketPlace Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

## Summary Demographics

2017 Population	20,864
2017 Households	8,418
2017 Median Disposable Income	\$44,477
2017 Per Capita Income	\$29,899

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$283,906,372	\$321,062,674	-\$37,156,302	-6.1	244
Total Retail Trade	44-45	\$255,386,921	\$265,006,490	-\$9,619,569	-1.8	152
Total Food & Drink	722	\$28,519,451	\$56,056,184	-\$27,536,733	-32.6	92

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$52,545,961	\$80,816,014	-\$28,270,053	-21.2	45
Automobile Dealers	4411	\$41,460,391	\$71,622,988	-\$30,162,597	-26.7	33
Other Motor Vehicle Dealers	4412	\$5,772,580	\$1,984,855	\$3,787,725	48.8	2
Auto Parts, Accessories & Tire Stores	4413	\$5,312,990	\$7,208,171	-\$1,895,181	-15.1	9
Furniture & Home Furnishings Stores	442	\$8,464,919	\$6,827,677	\$1,637,242	10.7	7
Furniture Stores	4421	\$5,188,899	\$3,858,400	\$1,330,499	14.7	1
Home Furnishings Stores	4422	\$3,276,020	\$2,969,277	\$306,743	4.9	5
Electronics & Appliance Stores	443	\$8,682,520	\$901,852	\$7,780,668	81.2	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,158,138	\$27,774,391	-\$11,616,253	-26.4	11
Bldg Material & Supplies Dealers	4441	\$13,855,504	\$27,409,338	-\$13,553,834	-32.8	10
Lawn & Garden Equip & Supply Stores	4442	\$2,302,634	\$365,053	\$1,937,581	72.6	1
Food & Beverage Stores	445	\$43,317,977	\$39,633,400	\$3,684,577	4.4	27
Grocery Stores	4451	\$37,943,908	\$27,252,490	\$10,691,418	16.4	17
Specialty Food Stores	4452	\$2,871,878	\$3,159,698	-\$287,820	-4.8	8
Beer, Wine & Liquor Stores	4453	\$2,502,191	\$9,221,212	-\$6,719,021	-57.3	2
Health & Personal Care Stores	446,4461	\$15,481,938	\$35,347,874	-\$19,865,936	-39.1	10
Gasoline Stations	447,4471	\$25,822,843	\$26,205,273	-\$382,430	-0.7	6
Clothing & Clothing Accessories Stores	448	\$13,832,320	\$3,209,875	\$10,622,445	62.3	9
Clothing Stores	4481	\$8,664,228	\$1,646,983	\$7,017,245	68.1	5
Shoe Stores	4482	\$2,476,926	\$702,228	\$1,774,698	55.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,691,167	\$860,664	\$1,830,503	51.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$9,419,264	\$4,750,232	\$4,669,032	33.0	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,365,823	\$3,103,623	\$5,262,200	45.9	5
Book, Periodical & Music Stores	4512	\$1,053,441	\$1,646,609	-\$593,168	-22.0	2
General Merchandise Stores	452	\$45,824,371	\$28,125,701	\$17,698,670	23.9	2
Department Stores Excluding Leased Depts.	4521	\$33,316,283	\$27,659,972	\$5,656,311	9.3	1
Other General Merchandise Stores	4529	\$12,508,087	\$465,730	\$12,042,357	92.8	2
Miscellaneous Store Retailers	453	\$12,142,599	\$10,897,253	\$1,245,346	5.4	24
Florists	4531	\$270,125	\$0	\$270,125	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$2,459,078	\$2,116,513	\$342,565	7.5	5
Used Merchandise Stores	4533	\$2,773,194	\$2,937,916	-\$164,722	-2.9	8
Other Miscellaneous Store Retailers	4539	\$6,640,203	\$5,777,457	\$862,746	6.9	10
Nonstore Retailers	454	\$3,694,070	\$516,946	\$3,177,124	75.4	2
Electronic Shopping & Mail-Order Houses	4541	\$2,825,135	\$516,946	\$2,308,189	69.1	2
Vending Machine Operators	4542	\$200,713	\$0	\$200,713	100.0	0
Direct Selling Establishments	4543	\$668,222	\$0	\$668,222	100.0	0
Food Services & Drinking Places	722	\$28,519,451	\$56,056,184	-\$27,536,733	-32.6	92
Special Food Services	7223	\$554,700	\$0	\$554,700	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,495,042	\$4,175,963	-\$2,680,921	-47.3	11
Restaurants/Other Eating Places	7225	\$26,469,710	\$51,870,884	-\$25,401,174	-32.4	81

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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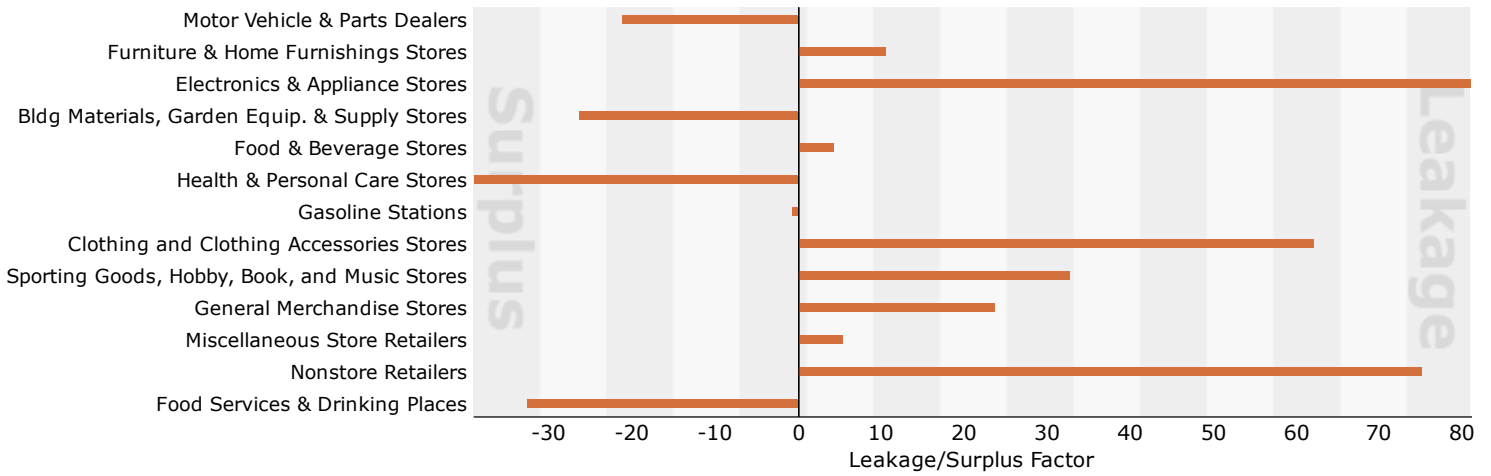
# Retail MarketPlace Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 1 mile radius

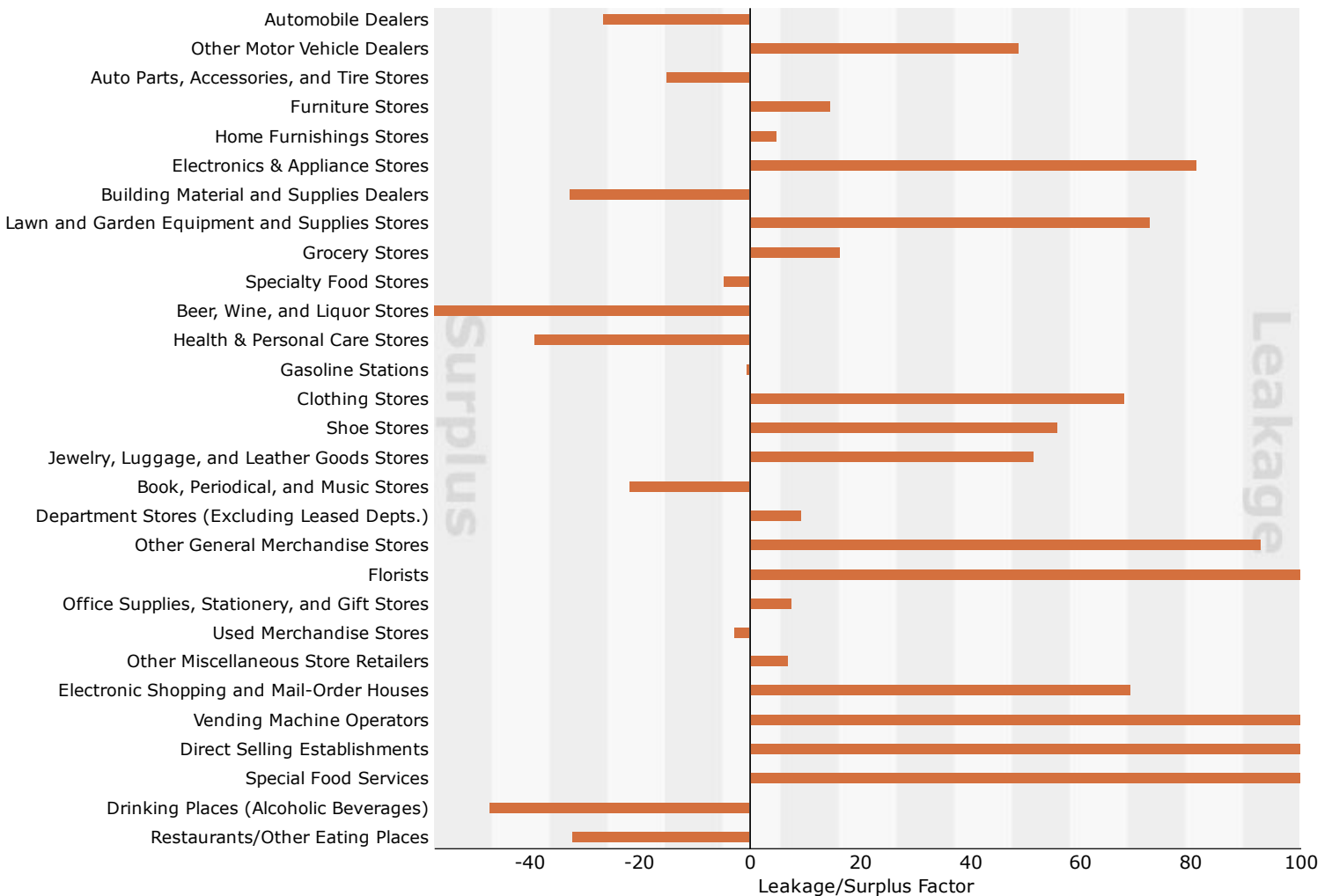
Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

## Summary Demographics

2017 Population	219,596
2017 Households	88,067
2017 Median Disposable Income	\$43,148
2017 Per Capita Income	\$29,202

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$2,927,335,374	\$2,929,990,344	-\$2,654,970	0.0	1,910
Total Retail Trade	44-45	\$2,632,082,696	\$2,511,146,172	\$120,936,524	2.4	1,178
Total Food & Drink	722	\$295,252,678	\$418,844,172	-\$123,591,494	-17.3	732

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$542,248,248	\$618,288,407	-\$76,040,159	-6.6	153
Automobile Dealers	4411	\$428,224,013	\$555,285,016	-\$127,061,003	-12.9	89
Other Motor Vehicle Dealers	4412	\$59,436,130	\$12,302,777	\$47,133,353	65.7	15
Auto Parts, Accessories & Tire Stores	4413	\$54,588,105	\$50,700,614	\$3,887,491	3.7	49
Furniture & Home Furnishings Stores	442	\$87,250,601	\$53,939,711	\$33,310,890	23.6	56
Furniture Stores	4421	\$53,651,027	\$20,069,663	\$33,581,364	45.6	20
Home Furnishings Stores	4422	\$33,599,574	\$33,870,048	-\$270,474	-0.4	36
Electronics & Appliance Stores	443	\$89,428,486	\$31,443,753	\$57,984,733	48.0	41
Bldg Materials, Garden Equip. & Supply Stores	444	\$165,128,665	\$182,152,081	-\$17,023,416	-4.9	132
Bldg Material & Supplies Dealers	4441	\$141,590,850	\$176,470,322	-\$34,879,472	-11.0	116
Lawn & Garden Equip & Supply Stores	4442	\$23,537,814	\$5,681,759	\$17,856,055	61.1	16
Food & Beverage Stores	445	\$446,667,074	\$616,991,753	-\$170,324,679	-16.0	214
Grocery Stores	4451	\$391,244,018	\$516,214,820	-\$124,970,802	-13.8	144
Specialty Food Stores	4452	\$29,628,563	\$22,881,313	\$6,747,250	12.8	50
Beer, Wine & Liquor Stores	4453	\$25,794,492	\$77,895,620	-\$52,101,128	-50.2	20
Health & Personal Care Stores	446,4461	\$158,116,623	\$307,839,706	-\$149,723,083	-32.1	114
Gasoline Stations	447,4471	\$266,577,583	\$184,700,103	\$81,877,480	18.1	52
Clothing & Clothing Accessories Stores	448	\$143,189,349	\$49,801,434	\$93,387,915	48.4	88
Clothing Stores	4481	\$89,702,675	\$29,624,440	\$60,078,235	50.3	55
Shoe Stores	4482	\$25,745,249	\$6,165,310	\$19,579,939	61.4	11
Jewelry, Luggage & Leather Goods Stores	4483	\$27,741,425	\$14,011,683	\$13,729,742	32.9	23
Sporting Goods, Hobby, Book & Music Stores	451	\$97,457,982	\$80,994,878	\$16,463,104	9.2	87
Sporting Goods/Hobby/Musical Instr Stores	4511	\$86,539,192	\$70,178,803	\$16,360,389	10.4	74
Book, Periodical & Music Stores	4512	\$10,918,790	\$10,816,074	\$102,716	0.5	13
General Merchandise Stores	452	\$473,020,299	\$293,797,663	\$179,222,636	23.4	33
Department Stores Excluding Leased Depts.	4521	\$343,956,370	\$273,396,066	\$70,560,304	11.4	17
Other General Merchandise Stores	4529	\$129,063,929	\$20,401,598	\$108,662,331	72.7	16
Miscellaneous Store Retailers	453	\$125,013,038	\$82,893,811	\$42,119,227	20.3	194
Florists	4531	\$2,763,557	\$3,293,862	-\$530,305	-8.8	24
Office Supplies, Stationery & Gift Stores	4532	\$25,306,443	\$12,350,540	\$12,955,903	34.4	30
Used Merchandise Stores	4533	\$28,677,185	\$21,029,028	\$7,648,157	15.4	54
Other Miscellaneous Store Retailers	4539	\$68,265,853	\$46,220,382	\$22,045,471	19.3	86
Nonstore Retailers	454	\$37,984,749	\$8,302,873	\$29,681,876	64.1	15
Electronic Shopping & Mail-Order Houses	4541	\$29,235,193	\$7,034,550	\$22,200,643	61.2	12
Vending Machine Operators	4542	\$2,070,462	\$0	\$2,070,462	100.0	0
Direct Selling Establishments	4543	\$6,679,094	\$1,268,323	\$5,410,771	68.1	2
Food Services & Drinking Places	722	\$295,252,678	\$418,844,172	-\$123,591,494	-17.3	732
Special Food Services	7223	\$5,752,332	\$2,261,078	\$3,491,254	43.6	10
Drinking Places - Alcoholic Beverages	7224	\$15,484,658	\$40,330,085	-\$24,845,427	-44.5	92
Restaurants/Other Eating Places	7225	\$274,015,688	\$376,253,008	-\$102,237,320	-15.7	631

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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February 09, 2018



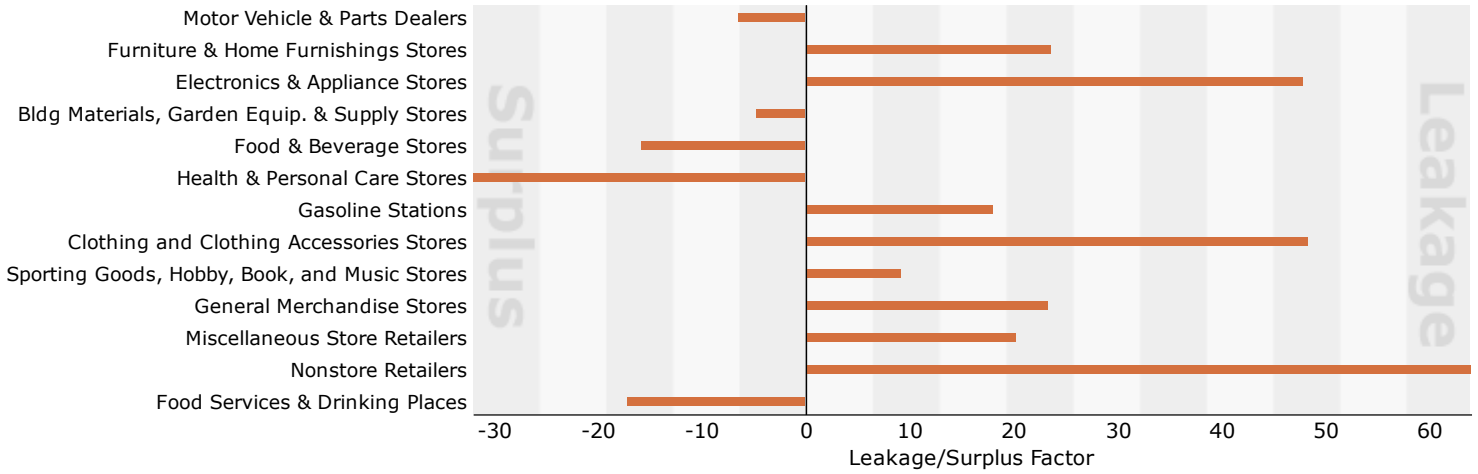
# Retail MarketPlace Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 3 mile radius

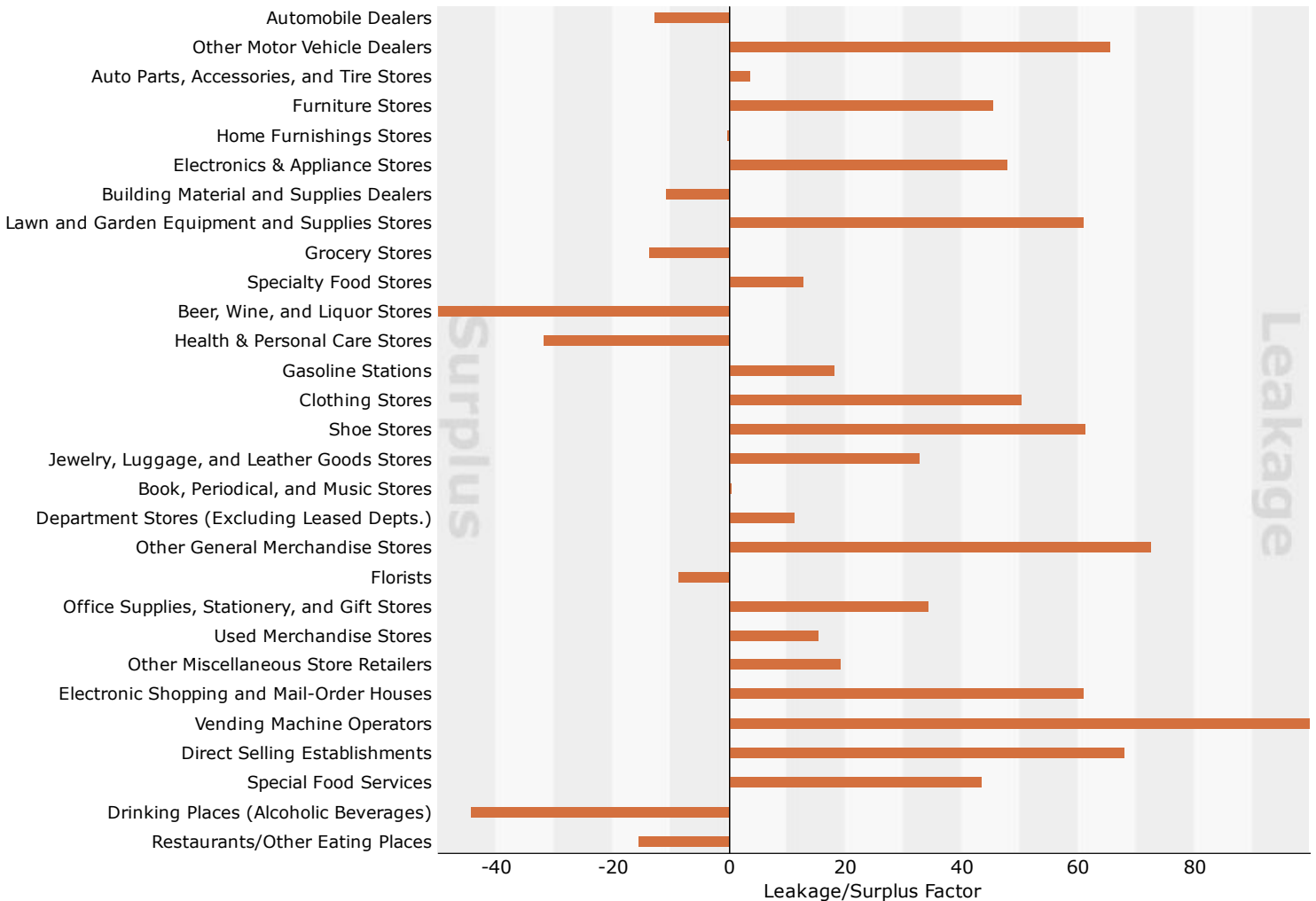
Prepared by First American Title NCS

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 Longitude: -122.57879

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 5 mile radius

Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

## Summary Demographics

2017 Population	474,463
2017 Households	191,221
2017 Median Disposable Income	\$43,542
2017 Per Capita Income	\$30,560

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$6,607,589,065	\$7,853,743,748	-\$1,246,154,683	-8.6	5,120
Total Retail Trade	44-45	\$5,939,171,626	\$6,711,222,299	-\$772,050,673	-6.1	3,142
Total Food & Drink	722	\$668,417,440	\$1,142,521,449	-\$474,104,009	-26.2	1,978

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,225,800,276	\$1,200,399,747	\$25,400,529	1.0	336
Automobile Dealers	4411	\$968,674,643	\$945,884,701	\$22,789,942	1.2	163
Other Motor Vehicle Dealers	4412	\$134,287,036	\$78,031,598	\$56,255,438	26.5	53
Auto Parts, Accessories & Tire Stores	4413	\$122,838,598	\$176,483,448	-\$53,644,850	-17.9	120
Furniture & Home Furnishings Stores	442	\$197,317,980	\$287,211,873	-\$89,893,893	-18.6	182
Furniture Stores	4421	\$121,465,593	\$159,849,038	-\$38,383,445	-13.6	78
Home Furnishings Stores	4422	\$75,852,387	\$127,362,835	-\$51,510,448	-25.3	103
Electronics & Appliance Stores	443	\$201,555,798	\$182,890,897	\$18,664,901	4.9	119
Bldg Materials, Garden Equip. & Supply Stores	444	\$372,400,852	\$501,461,578	-\$129,060,726	-14.8	316
Bldg Material & Supplies Dealers	4441	\$319,087,344	\$490,136,382	-\$171,049,038	-21.1	280
Lawn & Garden Equip & Supply Stores	4442	\$53,313,508	\$11,325,195	\$41,988,313	65.0	36
Food & Beverage Stores	445	\$1,006,891,480	\$1,447,001,171	-\$440,109,691	-17.9	486
Grocery Stores	4451	\$881,844,827	\$983,015,924	-\$101,171,097	-5.4	304
Specialty Food Stores	4452	\$66,777,732	\$74,152,562	-\$7,374,830	-5.2	114
Beer, Wine & Liquor Stores	4453	\$58,268,921	\$389,832,685	-\$331,563,764	-74.0	68
Health & Personal Care Stores	446,4461	\$355,531,961	\$628,923,503	-\$273,391,542	-27.8	230
Gasoline Stations	447,4471	\$600,346,703	\$415,114,777	\$185,231,926	18.2	110
Clothing & Clothing Accessories Stores	448	\$323,723,566	\$450,599,053	-\$126,875,487	-16.4	404
Clothing Stores	4481	\$202,755,991	\$265,186,697	-\$62,430,706	-13.3	252
Shoe Stores	4482	\$58,280,883	\$104,721,454	-\$46,440,571	-28.5	59
Jewelry, Luggage & Leather Goods Stores	4483	\$62,686,692	\$80,690,903	-\$18,004,211	-12.6	93
Sporting Goods, Hobby, Book & Music Stores	451	\$220,226,182	\$232,046,866	-\$11,820,684	-2.6	239
Sporting Goods/Hobby/Musical Instr Stores	4511	\$195,527,950	\$203,620,617	-\$8,092,667	-2.0	200
Book, Periodical & Music Stores	4512	\$24,698,232	\$28,426,249	-\$3,728,017	-7.0	38
General Merchandise Stores	452	\$1,067,720,306	\$896,689,063	\$171,031,243	8.7	101
Department Stores Excluding Leased Depts.	4521	\$776,639,755	\$689,386,341	\$87,253,414	6.0	53
Other General Merchandise Stores	4529	\$291,080,550	\$207,302,722	\$83,777,828	16.8	48
Miscellaneous Store Retailers	453	\$282,120,239	\$391,431,522	-\$109,311,283	-16.2	549
Florists	4531	\$6,279,460	\$10,426,787	-\$4,147,327	-24.8	56
Office Supplies, Stationery & Gift Stores	4532	\$57,134,867	\$60,470,931	-\$3,336,064	-2.8	103
Used Merchandise Stores	4533	\$64,838,774	\$135,844,843	-\$71,006,069	-35.4	134
Other Miscellaneous Store Retailers	4539	\$153,867,138	\$184,688,961	-\$30,821,823	-9.1	255
Nonstore Retailers	454	\$85,536,282	\$77,452,248	\$8,084,034	5.0	70
Electronic Shopping & Mail-Order Houses	4541	\$66,022,592	\$42,893,343	\$23,129,249	21.2	45
Vending Machine Operators	4542	\$4,665,646	\$5,281,992	-\$616,346	-6.2	9
Direct Selling Establishments	4543	\$14,848,043	\$29,276,914	-\$14,428,871	-32.7	16
Food Services & Drinking Places	722	\$668,417,440	\$1,142,521,449	-\$474,104,009	-26.2	1,978
Special Food Services	7223	\$13,031,771	\$23,019,830	-\$9,988,059	-27.7	47
Drinking Places - Alcoholic Beverages	7224	\$35,098,438	\$113,114,741	-\$78,016,303	-52.6	236
Restaurants/Other Eating Places	7225	\$620,287,231	\$1,006,386,879	-\$386,099,648	-23.7	1,696

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.



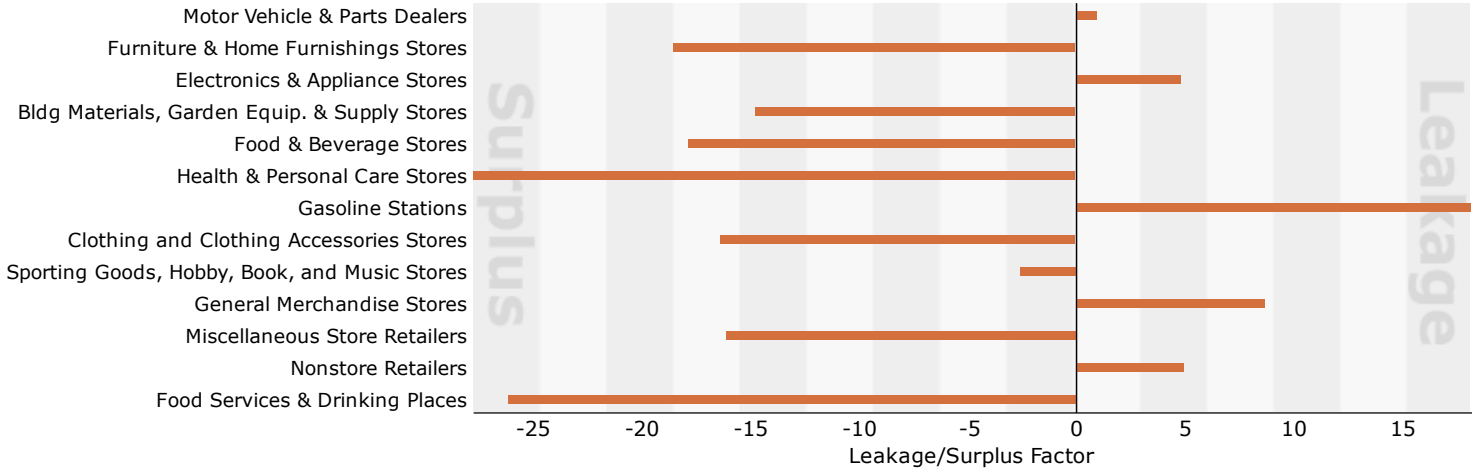
# Retail MarketPlace Profile

1170 SE 82nd Ave, Portland, Oregon, 97216  
 Ring: 5 mile radius

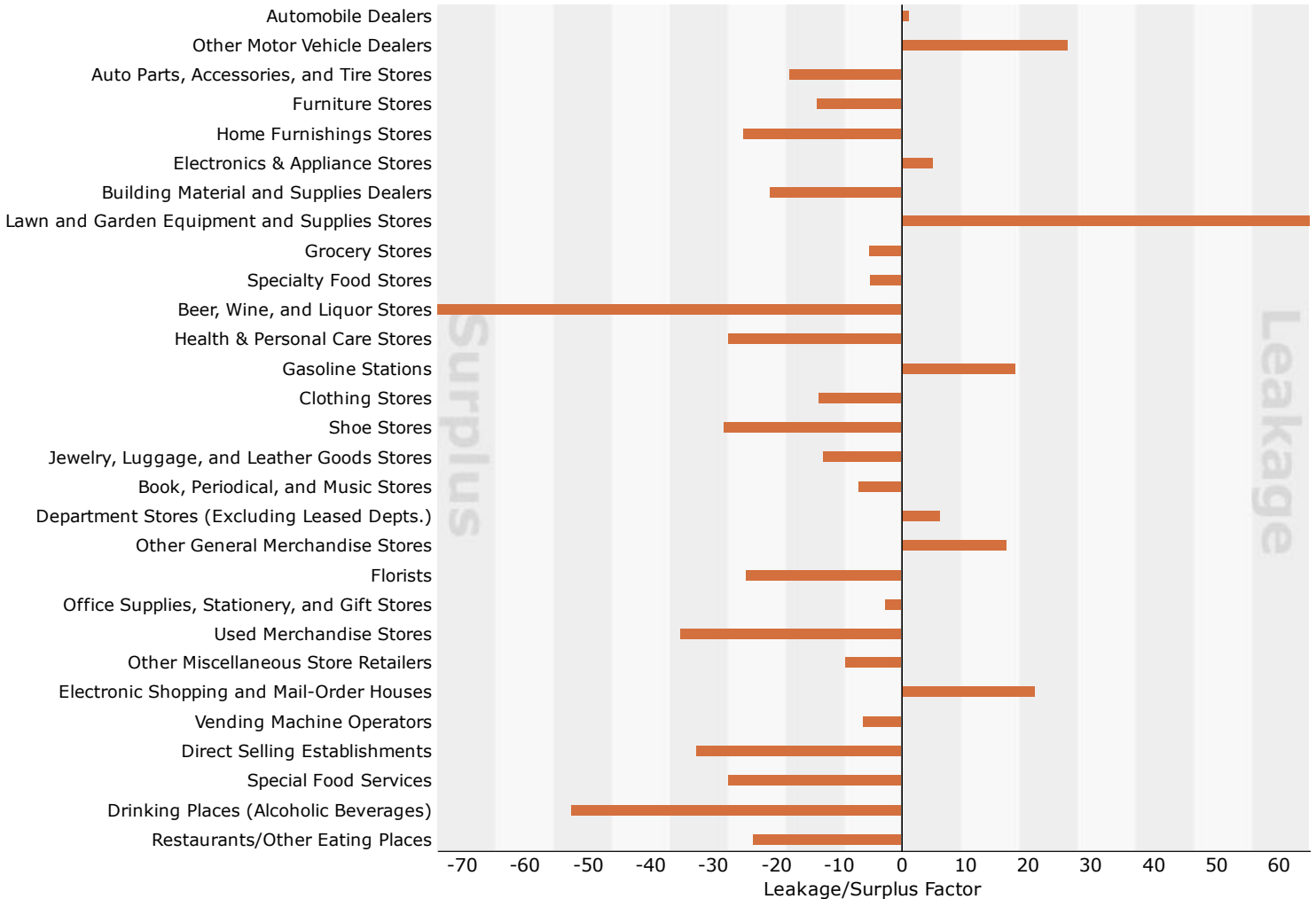
Prepared by First American Title NCS

Latitude: 45.51461  
 Longitude: -122.57879

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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