



# Business Summary

1716 NW Fairview Dr, Gresham, Oregon, 97030  
 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by First American NCS  
 Latitude: 45.50960  
 Longitude: -122.43145

Data for all businesses in area	0 - 1 mile		1 - 3 mile		3 - 5 mile							
Total Businesses:	1,081		2,555		1,810							
Total Employees:	10,220		35,718		25,467							
Total Residential Population:	18,671		120,463		85,818							
Employee/Residential Population Ratio (per 100 Residents)	55		30		30							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	14	1.3%	86	0.8%	41	1.6%	459	1.3%	44	2.4%	307	1.2%
Construction	32	3.0%	221	2.2%	241	9.4%	5,899	16.5%	196	10.8%	7,182	28.2%
Manufacturing	27	2.5%	248	2.4%	91	3.6%	3,568	10.0%	78	4.3%	2,856	11.2%
Transportation	14	1.3%	172	1.7%	89	3.5%	1,024	2.9%	84	4.6%	1,081	4.2%
Communication	9	0.8%	91	0.9%	22	0.9%	85	0.2%	9	0.5%	36	0.1%
Utility	1	0.1%	16	0.2%	4	0.2%	70	0.2%	3	0.2%	67	0.3%
Wholesale Trade	15	1.4%	80	0.8%	71	2.8%	1,617	4.5%	92	5.1%	2,739	10.8%
Retail Trade Summary	263	24.3%	2,855	27.9%	597	23.4%	8,747	24.5%	366	20.2%	3,074	12.1%
Home Improvement	3	0.3%	12	0.1%	44	1.7%	560	1.6%	28	1.5%	182	0.7%
General Merchandise Stores	7	0.6%	71	0.7%	20	0.8%	776	2.2%	9	0.5%	95	0.4%
Food Stores	19	1.8%	110	1.1%	66	2.6%	1,708	4.8%	44	2.4%	426	1.7%
Auto Dealers & Gas Stations	27	2.5%	260	2.5%	86	3.4%	1,173	3.3%	50	2.8%	683	2.7%
Apparel & Accessory Stores	18	1.7%	145	1.4%	13	0.5%	45	0.1%	17	0.9%	71	0.3%
Furniture & Home Furnishings	24	2.2%	211	2.1%	23	0.9%	110	0.3%	21	1.2%	130	0.5%
Eating & Drinking Places	105	9.7%	1,571	15.4%	231	9.0%	3,542	9.9%	113	6.2%	976	3.8%
Miscellaneous Retail	61	5.6%	475	4.6%	114	4.5%	834	2.3%	84	4.6%	511	2.0%
Finance, Insurance, Real Estate Summary	150	13.9%	899	8.8%	249	9.7%	1,103	3.1%	171	9.4%	611	2.4%
Banks, Savings & Lending Institutions	26	2.4%	198	1.9%	29	1.1%	232	0.6%	11	0.6%	122	0.5%
Securities Brokers	20	1.9%	81	0.8%	18	0.7%	94	0.3%	10	0.6%	27	0.1%
Insurance Carriers & Agents	26	2.4%	111	1.1%	31	1.2%	94	0.3%	20	1.1%	62	0.2%
Real Estate, Holding, Other Investment Offices	77	7.1%	509	5.0%	172	6.7%	683	1.9%	130	7.2%	399	1.6%
Services Summary	447	41.4%	3,642	35.6%	916	35.9%	11,960	33.5%	609	33.6%	7,220	28.4%
Hotels & Lodging	4	0.4%	19	0.2%	14	0.5%	225	0.6%	17	0.9%	158	0.6%
Automotive Services	32	3.0%	147	1.4%	90	3.5%	459	1.3%	43	2.4%	212	0.8%
Movies & Amusements	24	2.2%	254	2.5%	46	1.8%	641	1.8%	29	1.6%	253	1.0%
Health Services	123	11.4%	1,182	11.6%	171	6.7%	2,837	7.9%	71	3.9%	644	2.5%
Legal Services	19	1.8%	72	0.7%	19	0.7%	60	0.2%	14	0.8%	45	0.2%
Education Institutions & Libraries	21	1.9%	659	6.4%	85	3.3%	3,531	9.9%	41	2.3%	1,449	5.7%
Other Services	223	20.6%	1,311	12.8%	490	19.2%	4,207	11.8%	394	21.8%	4,458	17.5%
Government	32	3.0%	1,857	18.2%	39	1.5%	1,041	2.9%	9	0.5%	167	0.7%
Unclassified Establishments	78	7.2%	51	0.5%	195	7.6%	145	0.4%	149	8.2%	127	0.5%
Totals	1,081	100.0%	10,220	100.0%	2,555	100.0%	35,718	100.0%	1,810	100.0%	25,467	100.0%

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

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



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	15	0.6%	271	0.8%	13	0.7%	59	0.2%
Mining	1	0.1%	6	0.1%	0	0.0%	0	0.0%	3	0.2%	33	0.1%
Utilities	1	0.1%	15	0.1%	0	0.0%	18	0.1%	1	0.1%	58	0.2%
Construction	36	3.3%	240	2.3%	251	9.8%	5,953	16.7%	206	11.4%	7,221	28.4%
Manufacturing	26	2.4%	201	2.0%	100	3.9%	3,626	10.2%	85	4.7%	2,915	11.4%
Wholesale Trade	15	1.4%	80	0.8%	70	2.7%	1,615	4.5%	91	5.0%	2,736	10.7%
Retail Trade	154	14.2%	1,255	12.3%	352	13.8%	5,134	14.4%	237	13.1%	1,985	7.8%
Motor Vehicle & Parts Dealers	23	2.1%	240	2.3%	50	2.0%	768	2.2%	37	2.0%	589	2.3%
Furniture & Home Furnishings Stores	15	1.4%	71	0.7%	14	0.5%	53	0.1%	12	0.7%	41	0.2%
Electronics & Appliance Stores	4	0.4%	122	1.2%	8	0.3%	53	0.1%	4	0.2%	16	0.1%
Building Material & Garden Equipment & Supplies Dealers	3	0.3%	12	0.1%	43	1.7%	560	1.6%	28	1.5%	182	0.7%
Food & Beverage Stores	15	1.4%	81	0.8%	60	2.3%	1,623	4.5%	42	2.3%	419	1.6%
Health & Personal Care Stores	16	1.5%	99	1.0%	33	1.3%	428	1.2%	8	0.4%	104	0.4%
Gasoline Stations & Fuel Dealers	4	0.4%	20	0.2%	35	1.4%	405	1.1%	13	0.7%	94	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	18	1.7%	145	1.4%	19	0.7%	63	0.2%	18	1.0%	80	0.3%
Sporting Goods, Hobby, Book, & Music Stores	46	4.3%	387	3.8%	59	2.3%	345	1.0%	45	2.5%	201	0.8%
General Merchandise Stores	10	0.9%	78	0.8%	32	1.3%	835	2.3%	30	1.7%	260	1.0%
Transportation & Warehousing	12	1.1%	146	1.4%	74	2.9%	992	2.8%	78	4.3%	1,059	4.2%
Information	19	1.8%	245	2.4%	45	1.8%	1,041	2.9%	22	1.2%	137	0.5%
Finance & Insurance	74	6.8%	392	3.8%	80	3.1%	425	1.2%	45	2.5%	234	0.9%
Central Bank/Credit Intermediation & Related Activities	26	2.4%	198	1.9%	31	1.2%	237	0.7%	14	0.8%	143	0.6%
Securities & Commodity Contracts	21	1.9%	83	0.8%	18	0.7%	94	0.3%	11	0.6%	29	0.1%
Funds, Trusts & Other Financial Vehicles	26	2.4%	111	1.1%	31	1.2%	94	0.3%	20	1.1%	62	0.2%
Real Estate, Rental & Leasing	71	6.6%	476	4.7%	196	7.7%	790	2.2%	137	7.6%	442	1.7%
Professional, Scientific & Tech Services	77	7.1%	382	3.7%	162	6.3%	895	2.5%	136	7.5%	867	3.4%
Legal Services	23	2.1%	101	1.0%	19	0.7%	62	0.2%	15	0.8%	48	0.2%
Management of Companies & Enterprises	1	0.1%	5	0.0%	2	0.1%	23	0.1%	4	0.2%	31	0.1%
Administrative, Support & Waste Management Services	20	1.9%	110	1.1%	58	2.3%	1,288	3.6%	67	3.7%	1,389	5.5%
Educational Services	29	2.7%	652	6.4%	92	3.6%	2,772	7.8%	44	2.4%	1,458	5.7%
Health Care & Social Assistance	159	14.7%	1,488	14.6%	241	9.4%	3,864	10.8%	128	7.1%	1,911	7.5%
Arts, Entertainment & Recreation	16	1.5%	193	1.9%	43	1.7%	590	1.7%	29	1.6%	231	0.9%
Accommodation & Food Services	112	10.4%	1,611	15.8%	249	9.7%	3,777	10.6%	135	7.5%	1,146	4.5%
Accommodation	4	0.4%	19	0.2%	14	0.5%	225	0.6%	17	0.9%	158	0.6%
Food Services & Drinking Places	108	10.0%	1,592	15.6%	235	9.2%	3,553	9.9%	118	6.5%	988	3.9%
Other Services (except Public Administration)	147	13.6%	815	8.0%	292	11.4%	1,459	4.1%	192	10.6%	1,288	5.1%
Automotive Repair & Maintenance	26	2.4%	121	1.2%	75	2.9%	390	1.1%	33	1.8%	183	0.7%
Public Administration	32	3.0%	1,857	18.2%	39	1.5%	1,041	2.9%	8	0.4%	164	0.6%
Unclassified Establishments	78	7.2%	51	0.5%	195	7.6%	145	0.4%	148	8.2%	100	0.4%
<b>Total</b>	<b>1,081</b>	<b>100.0%</b>	<b>10,220</b>	<b>100.0%</b>	<b>2,555</b>	<b>100.0%</b>	<b>35,718</b>	<b>100.0%</b>	<b>1,810</b>	<b>100.0%</b>	<b>25,467</b>	<b>100.0%</b>

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# Executive Summary

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population</b>			
2010 Population	17,098	110,770	78,019
2020 Population	18,435	119,521	84,974
2023 Population	18,671	120,463	85,818
2028 Population	18,627	120,374	85,789
2010-2020 Annual Rate	0.76%	0.76%	0.86%
2020-2023 Annual Rate	0.39%	0.24%	0.30%
2023-2028 Annual Rate	-0.05%	-0.01%	-0.01%
2020 Male Population	47.7%	49.3%	49.4%
2020 Female Population	52.3%	50.7%	50.6%
2020 Median Age	37.5	36.4	37.8
2023 Male Population	48.2%	49.7%	49.5%
2023 Female Population	51.8%	50.3%	50.5%
2023 Median Age	36.2	35.6	37.2

In the identified area, the current year population is 85,818. In 2020, the Census count in the area was 84,974. The rate of change since 2020 was 0.30% annually. The five-year projection for the population in the area is 85,789 representing a change of -0.01% annually from 2023 to 2028. Currently, the population is 49.5% male and 50.5% female.

## Median Age

The median age in this area is 37.2, compared to U.S. median age of 39.1.

## Race and Ethnicity

2023 White Alone	63.1%	61.4%	56.3%
2023 Black Alone	4.7%	4.8%	8.4%
2023 American Indian/Alaska Native Alone	1.9%	1.8%	1.4%
2023 Asian Alone	4.1%	6.4%	13.6%
2023 Pacific Islander Alone	1.3%	1.0%	1.3%
2023 Other Race	12.2%	12.5%	8.6%
2023 Two or More Races	12.7%	12.1%	10.5%
2023 Hispanic Origin (Any Race)	22.6%	22.8%	16.4%

Persons of Hispanic origin represent 16.4% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 73.8 in the identified area, compared to 72.1 for the U.S. as a whole.

## Households

2023 Wealth Index	53	72	79
2010 Households	6,907	39,889	27,634
2020 Households	7,411	42,617	29,648
2023 Households	7,555	42,975	29,979
2028 Households	7,576	43,073	30,027
2010-2020 Annual Rate	0.71%	0.66%	0.71%
2020-2023 Annual Rate	0.59%	0.26%	0.34%
2023-2028 Annual Rate	0.06%	0.05%	0.03%
2023 Average Household Size	2.43	2.77	2.82

The household count in this area has changed from 29,648 in 2020 to 29,979 in the current year, a change of 0.34% annually. The five-year projection of households is 30,027, a change of 0.03% annually from the current year total. Average household size is currently 2.82, compared to 2.82 in the year 2020. The number of families in the current year is 20,539 in the specified area.

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

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



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	44.3%	37.3%	40.2%
<b>Median Household Income</b>			
2023 Median Household Income	\$56,507	\$67,508	\$68,209
2028 Median Household Income	\$66,317	\$80,208	\$82,495
2023-2028 Annual Rate	3.25%	3.51%	3.88%
<b>Average Household Income</b>			
2023 Average Household Income	\$78,212	\$90,283	\$93,375
2028 Average Household Income	\$91,849	\$106,596	\$110,888
2023-2028 Annual Rate	3.27%	3.38%	3.50%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$31,622	\$32,193	\$32,726
2028 Per Capita Income	\$37,320	\$38,102	\$38,967
2023-2028 Annual Rate	3.37%	3.43%	3.55%
<b>GINI Index</b>			
2023 Gini Index	41.3	39.1	40.8

## Households by Income

Current median household income is \$68,209 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$82,495 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$93,375 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$110,888 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$32,726 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$38,967 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	55	64	59
2010 Total Housing Units	7,349	42,148	29,311
2010 Owner Occupied Housing Units	2,765	22,786	16,892
2010 Renter Occupied Housing Units	4,143	17,103	10,742
2010 Vacant Housing Units	442	2,259	1,677
2020 Total Housing Units	7,710	44,180	30,978
2020 Owner Occupied Housing Units	2,913	24,006	18,029
2020 Renter Occupied Housing Units	4,498	18,611	11,619
2020 Vacant Housing Units	294	1,605	1,307
2023 Total Housing Units	8,063	44,747	31,401
2023 Owner Occupied Housing Units	3,106	25,500	18,672
2023 Renter Occupied Housing Units	4,449	17,475	11,307
2023 Vacant Housing Units	508	1,772	1,422
2028 Total Housing Units	8,138	45,147	31,670
2028 Owner Occupied Housing Units	3,126	25,786	18,924
2028 Renter Occupied Housing Units	4,450	17,288	11,104
2028 Vacant Housing Units	562	2,074	1,643
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	41.6	41.3	41.6

Currently, 59.5% of the 31,401 housing units in the area are owner occupied; 36.0%, renter occupied; and 4.5% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 30,978 housing units in the area and 4.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.42%. Median home value in the area is \$456,092, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 2.30% annually to \$511,094.

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

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



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<b>Population Summary</b>			
2010 Total Population	17,098	110,770	78,019
2020 Total Population	18,435	119,521	84,974
2020 Group Quarters	344	1,617	1,367
2023 Total Population	18,671	120,463	85,818
2023 Group Quarters	344	1,616	1,368
2028 Total Population	18,627	120,374	85,789
2023-2028 Annual Rate	-0.05%	-0.01%	-0.01%
2023 Total Daytime Population	19,466	103,515	67,115
Workers	10,088	42,117	21,278
Residents	9,378	61,398	45,837
<b>Household Summary</b>			
2010 Households	6,907	39,889	27,634
2010 Average Household Size	2.44	2.74	2.78
2020 Total Households	7,411	42,617	29,648
2020 Average Household Size	2.44	2.77	2.82
2023 Households	7,555	42,975	29,979
2023 Average Household Size	2.43	2.77	2.82
2028 Households	7,576	43,073	30,027
2028 Average Household Size	2.41	2.76	2.81
2023-2028 Annual Rate	0.06%	0.05%	0.03%
2010 Families	4,046	27,328	19,100
2010 Average Family Size	3.11	3.23	3.27
2023 Families	4,323	29,017	20,539
2023 Average Family Size	3.14	3.29	3.34
2028 Families	4,344	29,176	20,659
2028 Average Family Size	3.11	3.27	3.32
2023-2028 Annual Rate	0.10%	0.11%	0.12%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,607	37,196	25,067
Owner Occupied Housing Units	46.4%	56.3%	61.4%
Renter Occupied Housing Units	48.9%	38.1%	33.0%
Vacant Housing Units	4.7%	5.6%	5.6%
2010 Housing Units	7,349	42,148	29,311
Owner Occupied Housing Units	37.6%	54.1%	57.6%
Renter Occupied Housing Units	56.4%	40.6%	36.6%
Vacant Housing Units	6.0%	5.4%	5.7%
2020 Housing Units	7,710	44,180	30,978
Owner Occupied Housing Units	37.8%	54.3%	58.2%
Renter Occupied Housing Units	58.3%	42.1%	37.5%
Vacant Housing Units	3.8%	3.6%	4.2%
2023 Housing Units	8,063	44,747	31,401
Owner Occupied Housing Units	38.5%	57.0%	59.5%
Renter Occupied Housing Units	55.2%	39.1%	36.0%
Vacant Housing Units	6.3%	4.0%	4.5%
2028 Housing Units	8,138	45,147	31,670
Owner Occupied Housing Units	38.4%	57.1%	59.8%
Renter Occupied Housing Units	54.7%	38.3%	35.1%
Vacant Housing Units	6.9%	4.6%	5.2%

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

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

November 30, 2023



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<b>2023 Households by Income</b>			
Household Income Base	7,555	42,975	29,979
<\$15,000	9.5%	8.6%	9.2%
\$15,000 - \$24,999	11.7%	5.9%	7.7%
\$25,000 - \$34,999	9.1%	8.0%	8.3%
\$35,000 - \$49,999	13.5%	12.7%	11.1%
\$50,000 - \$74,999	18.2%	19.1%	17.3%
\$75,000 - \$99,999	13.2%	14.0%	12.9%
\$100,000 - \$149,999	15.7%	18.6%	17.9%
\$150,000 - \$199,999	5.3%	7.7%	9.2%
\$200,000+	3.9%	5.4%	6.4%
Average Household Income	\$78,212	\$90,283	\$93,375
<b>2028 Households by Income</b>			
Household Income Base	7,576	43,073	30,027
<\$15,000	9.0%	7.4%	7.7%
\$15,000 - \$24,999	9.4%	4.4%	5.8%
\$25,000 - \$34,999	7.3%	6.3%	6.4%
\$35,000 - \$49,999	12.5%	11.1%	9.4%
\$50,000 - \$74,999	16.3%	17.1%	15.7%
\$75,000 - \$99,999	13.4%	14.1%	13.7%
\$100,000 - \$149,999	19.5%	21.7%	20.7%
\$150,000 - \$199,999	7.6%	10.7%	12.1%
\$200,000+	5.0%	7.2%	8.5%
Average Household Income	\$91,849	\$106,596	\$110,888
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,106	25,500	18,672
<\$50,000	2.7%	7.2%	1.8%
\$50,000 - \$99,999	2.6%	4.5%	1.9%
\$100,000 - \$149,999	0.6%	0.7%	0.3%
\$150,000 - \$199,999	2.8%	1.4%	0.9%
\$200,000 - \$249,999	3.8%	2.1%	2.1%
\$250,000 - \$299,999	6.1%	4.3%	3.1%
\$300,000 - \$399,999	25.6%	23.5%	19.6%
\$400,000 - \$499,999	34.8%	33.0%	36.0%
\$500,000 - \$749,999	14.7%	17.7%	26.5%
\$750,000 - \$999,999	4.7%	3.2%	4.5%
\$1,000,000 - \$1,499,999	0.6%	1.9%	2.3%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.4%
\$2,000,000 +	0.7%	0.2%	0.6%
Average Home Value	\$441,090	\$427,033	\$500,446
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,126	25,786	18,924
<\$50,000	0.0%	4.7%	0.1%
\$50,000 - \$99,999	0.0%	2.4%	0.1%
\$100,000 - \$149,999	0.0%	0.2%	0.0%
\$150,000 - \$199,999	0.0%	0.3%	0.0%
\$200,000 - \$249,999	0.0%	0.4%	0.0%
\$250,000 - \$299,999	0.0%	0.5%	0.0%
\$300,000 - \$399,999	26.2%	15.1%	9.8%
\$400,000 - \$499,999	38.5%	38.0%	38.1%
\$500,000 - \$749,999	23.7%	28.8%	39.5%
\$750,000 - \$999,999	8.7%	5.1%	6.1%
\$1,000,000 - \$1,499,999	1.2%	3.5%	4.4%
\$1,500,000 - \$1,999,999	0.6%	0.7%	1.0%
\$2,000,000 +	1.1%	0.3%	0.8%
Average Home Value	\$539,619	\$516,678	\$596,298

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

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



# Market Profile

1716 NW Fairview Dr, Gresham, Oregon, 97030  
 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by First American NCS

Latitude: 45.50960  
 Longitude: -122.43145

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Median Household Income</b>			
2023	\$56,507	\$67,508	\$68,209
2028	\$66,317	\$80,208	\$82,495
<b>Median Home Value</b>			
2023	\$416,759	\$419,100	\$456,092
2028	\$461,845	\$469,461	\$511,094
<b>Per Capita Income</b>			
2023	\$31,622	\$32,193	\$32,726
2028	\$37,320	\$38,102	\$38,967
<b>Median Age</b>			
2010	33.5	33.7	35.5
2020	37.5	36.4	37.8
2023	36.2	35.6	37.2
2028	37.2	36.4	37.8
<b>2020 Population by Age</b>			
Total	18,435	119,521	84,974
0 - 4	5.9%	6.2%	5.9%
5 - 9	6.1%	6.6%	6.5%
10 - 14	6.1%	6.9%	6.6%
15 - 24	13.1%	13.4%	12.8%
25 - 34	15.4%	14.9%	14.0%
35 - 44	13.0%	13.4%	14.0%
45 - 54	11.0%	11.9%	12.3%
55 - 64	12.0%	12.0%	12.6%
65 - 74	9.3%	9.1%	9.4%
75 - 84	5.0%	4.0%	4.3%
85 +	3.0%	1.5%	1.7%
18 +	78.6%	76.3%	77.0%
<b>2023 Population by Age</b>			
Total	18,672	120,461	85,817
0 - 4	6.5%	6.9%	6.6%
5 - 9	6.2%	6.8%	6.7%
10 - 14	5.8%	6.7%	6.7%
15 - 24	13.2%	13.0%	12.6%
25 - 34	16.6%	15.6%	14.5%
35 - 44	13.2%	13.7%	13.3%
45 - 54	10.5%	11.0%	11.4%
55 - 64	10.8%	11.4%	11.8%
65 - 74	9.7%	9.2%	9.8%
75 - 84	5.1%	4.1%	4.8%
85 +	2.4%	1.4%	1.9%
18 +	78.2%	75.8%	76.2%
<b>2028 Population by Age</b>			
Total	18,630	120,374	85,790
0 - 4	6.5%	7.0%	6.6%
5 - 9	6.0%	6.6%	6.5%
10 - 14	5.9%	6.7%	6.6%
15 - 24	12.6%	12.5%	11.9%
25 - 34	15.6%	15.1%	14.4%
35 - 44	14.0%	14.4%	13.6%
45 - 54	10.8%	11.4%	11.6%
55 - 64	9.6%	10.0%	10.6%
65 - 74	9.8%	9.4%	10.2%
75 - 84	6.5%	5.3%	6.0%
85 +	2.6%	1.7%	2.1%
18 +	78.6%	76.1%	76.7%
<b>2020 Population by Sex</b>			

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

November 30, 2023



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Males	8,792	58,931	42,000
Females	9,643	60,590	42,974
<b>2023 Population by Sex</b>			
Males	9,008	59,909	42,501
Females	9,663	60,554	43,317
<b>2028 Population by Sex</b>			
Males	8,934	59,712	42,395
Females	9,693	60,663	43,394
<b>2010 Population by Race/Ethnicity</b>			
Total	17,098	110,771	78,020
White Alone	77.5%	76.2%	69.8%
Black Alone	3.0%	3.4%	6.1%
American Indian Alone	1.5%	1.3%	1.1%
Asian Alone	3.2%	4.5%	10.0%
Pacific Islander Alone	0.5%	0.6%	0.9%
Some Other Race Alone	9.8%	9.6%	7.6%
Two or More Races	4.5%	4.5%	4.5%
Hispanic Origin	20.6%	18.3%	14.3%
Diversity Index	58.7	58.3	61.6
<b>2020 Population by Race/Ethnicity</b>			
Total	18,435	119,521	84,974
White Alone	64.6%	63.0%	57.7%
Black Alone	4.5%	4.7%	8.2%
American Indian Alone	1.8%	1.7%	1.4%
Asian Alone	3.9%	6.2%	13.1%
Pacific Islander Alone	1.3%	1.0%	1.3%
Some Other Race Alone	11.5%	11.7%	8.2%
Two or More Races	12.3%	11.7%	10.2%
Hispanic Origin	21.4%	21.5%	15.7%
Diversity Index	70.2	71.5	72.5
<b>2023 Population by Race/Ethnicity</b>			
Total	18,672	120,463	85,818
White Alone	63.1%	61.4%	56.3%
Black Alone	4.7%	4.8%	8.4%
American Indian Alone	1.9%	1.8%	1.4%
Asian Alone	4.1%	6.4%	13.6%
Pacific Islander Alone	1.3%	1.0%	1.3%
Some Other Race Alone	12.2%	12.5%	8.6%
Two or More Races	12.7%	12.1%	10.5%
Hispanic Origin	22.6%	22.8%	16.4%
Diversity Index	71.8	73.1	73.8
<b>2028 Population by Race/Ethnicity</b>			
Total	18,628	120,374	85,789
White Alone	60.3%	58.7%	53.7%
Black Alone	4.9%	5.1%	8.7%
American Indian Alone	2.0%	1.9%	1.4%
Asian Alone	4.3%	6.8%	14.4%
Pacific Islander Alone	1.4%	1.0%	1.3%
Some Other Race Alone	13.3%	13.5%	9.2%
Two or More Races	13.8%	13.1%	11.2%
Hispanic Origin	24.2%	24.4%	17.4%
Diversity Index	74.3	75.6	75.9

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

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

November 30, 2023



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<b>2020 Population by Relationship and Household Type</b>			
Total	18,435	119,521	84,974
In Households	98.1%	98.6%	98.4%
Householder	40.2%	35.6%	35.1%
Opposite-Sex Spouse	14.2%	15.8%	15.5%
Same-Sex Spouse	0.2%	0.2%	0.3%
Opposite-Sex Unmarried Partner	3.6%	3.3%	2.7%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	25.7%	28.4%	27.9%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.1%	1.2%	1.1%
Grandchild	2.3%	2.3%	2.3%
Brother or Sister	1.4%	1.7%	2.0%
Parent	1.5%	1.8%	2.1%
Parent-in-law	0.3%	0.4%	0.5%
Son-in-law or Daughter-in-law	0.5%	0.6%	0.7%
Other Relatives	1.3%	1.6%	2.0%
Foster Child	0.2%	0.2%	0.2%
Other Nonrelatives	4.9%	4.7%	5.3%
In Group Quarters	1.9%	1.4%	1.6%
Institutionalized	0.6%	0.4%	0.3%
Noninstitutionalized	1.2%	1.0%	1.3%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	12,762	80,155	57,919
Less than 9th Grade	3.0%	5.4%	5.2%
9th - 12th Grade, No Diploma	6.0%	6.3%	5.6%
High School Graduate	22.7%	22.1%	21.5%
GED/Alternative Credential	7.3%	5.4%	5.1%
Some College, No Degree	23.5%	24.6%	24.8%
Associate Degree	11.3%	11.6%	11.1%
Bachelor's Degree	17.5%	17.1%	17.9%
Graduate/Professional Degree	8.7%	7.5%	8.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	15,222	95,826	68,719
Never Married	40.8%	35.3%	35.3%
Married	39.5%	48.7%	48.4%
Widowed	6.1%	4.3%	5.0%
Divorced	13.6%	11.7%	11.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	10,080	63,816	43,302
Population 16+ Employed	94.1%	94.5%	94.2%
Population 16+ Unemployment rate	5.9%	5.5%	5.8%
Population 16-24 Employed	16.1%	15.1%	14.0%
Population 16-24 Unemployment rate	12.8%	11.2%	9.3%
Population 25-54 Employed	65.5%	65.1%	64.5%
Population 25-54 Unemployment rate	4.5%	4.2%	4.0%
Population 55-64 Employed	13.2%	14.7%	14.7%
Population 55-64 Unemployment rate	3.3%	5.0%	10.0%
Population 65+ Employed	5.3%	5.2%	6.7%
Population 65+ Unemployment rate	5.7%	5.6%	5.4%

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

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<b>2023 Employed Population 16+ by Industry</b>			
Total	9,488	60,303	40,783
Agriculture/Mining	0.6%	1.0%	0.4%
Construction	5.3%	9.9%	7.8%
Manufacturing	11.7%	10.0%	10.3%
Wholesale Trade	3.6%	2.6%	2.9%
Retail Trade	10.4%	12.0%	10.5%
Transportation/Utilities	7.6%	10.0%	9.0%
Information	0.8%	0.8%	0.8%
Finance/Insurance/Real Estate	4.5%	5.0%	6.1%
Services	52.6%	45.3%	48.7%
Public Administration	2.8%	3.5%	3.4%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	9,490	60,303	40,783
White Collar	56.2%	50.4%	52.8%
Management/Business/Financial	8.1%	13.1%	13.7%
Professional	24.8%	17.3%	19.3%
Sales	8.5%	8.8%	8.3%
Administrative Support	14.7%	11.2%	11.5%
Services	20.6%	20.2%	19.6%
Blue Collar	23.3%	29.4%	27.6%
Farming/Forestry/Fishing	0.0%	0.5%	0.2%
Construction/Extraction	5.1%	7.2%	5.6%
Installation/Maintenance/Repair	3.6%	2.6%	3.6%
Production	5.6%	7.1%	7.1%
Transportation/Material Moving	8.9%	11.9%	11.1%
<b>2020 Households by Type</b>			
Total	7,411	42,617	29,648
Married Couple Households	36.1%	44.9%	45.3%
With Own Children <18	13.6%	18.0%	18.0%
Without Own Children <18	22.5%	26.9%	27.3%
Cohabiting Couple Households	9.5%	9.8%	8.5%
With Own Children <18	3.1%	3.7%	2.9%
Without Own Children <18	6.4%	6.1%	5.6%
Male Householder, No Spouse/Partner	20.4%	18.0%	19.0%
Living Alone	13.3%	10.2%	10.6%
65 Years and over	4.3%	3.1%	3.3%
With Own Children <18	1.9%	2.0%	2.1%
Without Own Children <18, With Relatives	3.0%	3.5%	3.6%
No Relatives Present	2.2%	2.4%	2.7%
Female Householder, No Spouse/Partner	34.0%	27.2%	27.1%
Living Alone	19.0%	12.6%	12.2%
65 Years and over	11.4%	6.4%	6.4%
With Own Children <18	6.1%	6.1%	6.2%
Without Own Children <18, With Relatives	6.8%	6.7%	6.8%
No Relatives Present	2.0%	1.8%	1.9%
<b>2020 Households by Size</b>			
Total	7,411	42,617	29,648
1 Person Household	32.3%	22.8%	22.8%
2 Person Household	30.9%	32.1%	32.2%
3 Person Household	15.6%	17.1%	17.4%
4 Person Household	11.0%	13.9%	13.9%
5 Person Household	5.3%	7.5%	7.3%
6 Person Household	3.0%	4.0%	3.6%
7 + Person Household	2.0%	2.5%	2.8%

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# Market Profile

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	7,411	42,617	29,648
Owner Occupied	39.3%	56.3%	60.8%
Owned with a Mortgage/Loan	30.3%	42.4%	45.0%
Owned Free and Clear	9.1%	13.9%	15.8%
Renter Occupied	60.7%	43.7%	39.2%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	55	64	59
Percent of Income for Mortgage	44.3%	37.3%	40.2%
Wealth Index	53	72	79
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	7,710	44,180	30,978
Urban Housing Units	100.0%	99.6%	97.2%
Rural Housing Units	0.0%	0.4%	2.8%
<b>2020 Population By Urban/ Rural Status</b>			
Total	18,435	119,521	84,974
Urban Population	100.0%	99.6%	97.3%
Rural Population	0.0%	0.4%	2.7%

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

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



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<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Bright Young Professionals	Front Porches (8E)
2.	Metro Fusion (11C)	Front Porches (8E)	Workday Drive (4A)
3.	Bright Young Professionals	Home Improvement (4B)	Parks and Rec (5C)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,666,696	\$81,813,510	\$58,447,787
Average Spent	\$1,676.60	\$1,903.75	\$1,949.62
Spending Potential Index	76	87	89
Education: Total \$	\$9,609,211	\$66,286,619	\$49,298,868
Average Spent	\$1,271.90	\$1,542.45	\$1,644.45
Spending Potential Index	71	86	92
Entertainment/Recreation: Total \$	\$20,660,990	\$134,924,372	\$97,402,559
Average Spent	\$2,734.74	\$3,139.60	\$3,249.03
Spending Potential Index	72	83	86
Food at Home: Total \$	\$38,839,205	\$250,440,120	\$180,366,951
Average Spent	\$5,140.86	\$5,827.58	\$6,016.44
Spending Potential Index	76	86	88
Food Away from Home: Total \$	\$21,511,166	\$138,113,990	\$98,139,567
Average Spent	\$2,847.28	\$3,213.82	\$3,273.61
Spending Potential Index	76	86	88
Health Care: Total \$	\$40,366,774	\$257,825,353	\$186,312,839
Average Spent	\$5,343.05	\$5,999.43	\$6,214.78
Spending Potential Index	73	82	84
HH Furnishings & Equipment: Total \$	\$16,437,980	\$107,030,576	\$76,669,639
Average Spent	\$2,175.77	\$2,490.53	\$2,557.44
Spending Potential Index	74	84	87
Personal Care Products & Services: Total \$	\$5,560,573	\$35,468,008	\$25,501,410
Average Spent	\$736.01	\$825.32	\$850.64
Spending Potential Index	77	86	89
Shelter: Total \$	\$142,048,058	\$923,101,712	\$667,134,276
Average Spent	\$18,801.86	\$21,479.97	\$22,253.39
Spending Potential Index	76	87	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,930,055	\$109,536,867	\$80,012,006
Average Spent	\$2,240.91	\$2,548.85	\$2,668.94
Spending Potential Index	72	81	85
Travel: Total \$	\$12,272,581	\$81,010,635	\$58,375,618
Average Spent	\$1,624.43	\$1,885.06	\$1,947.22
Spending Potential Index	72	84	87
Vehicle Maintenance & Repairs: Total \$	\$7,583,427	\$47,907,900	\$34,070,970
Average Spent	\$1,003.76	\$1,114.79	\$1,136.49
Spending Potential Index	77	85	87

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

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

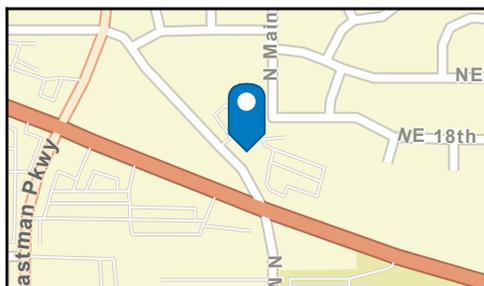
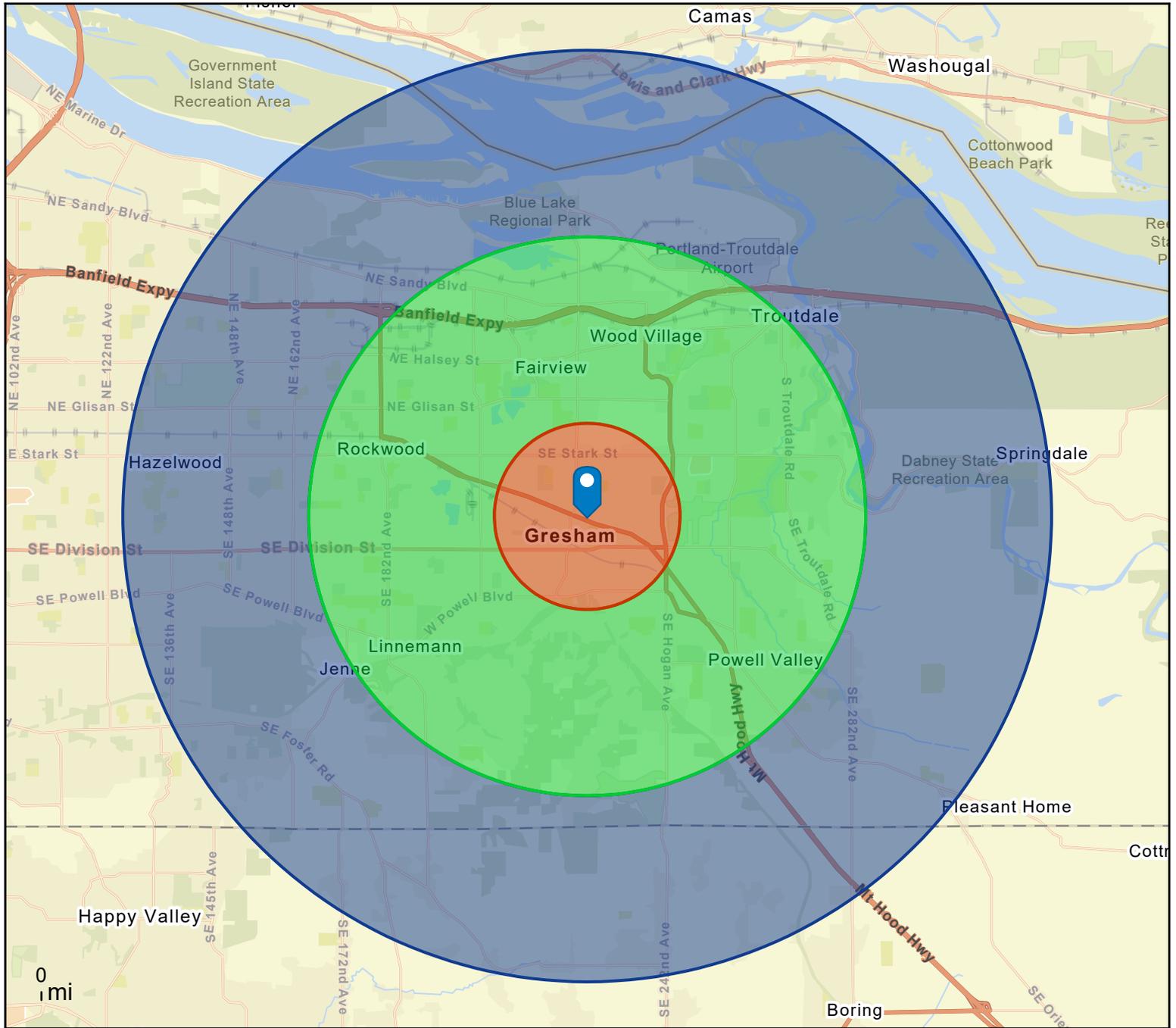
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 30, 2023

# Site Map

1716 NW Fairview Dr, Gresham, Oregon, 97030  
Ring bands: 0-1, 1-3, 3-5 mile radii

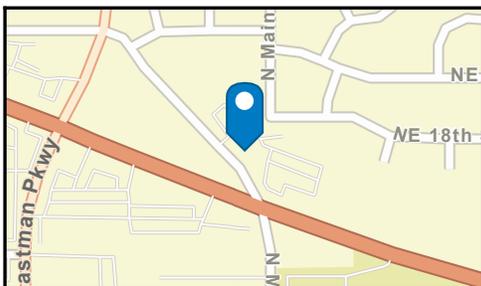
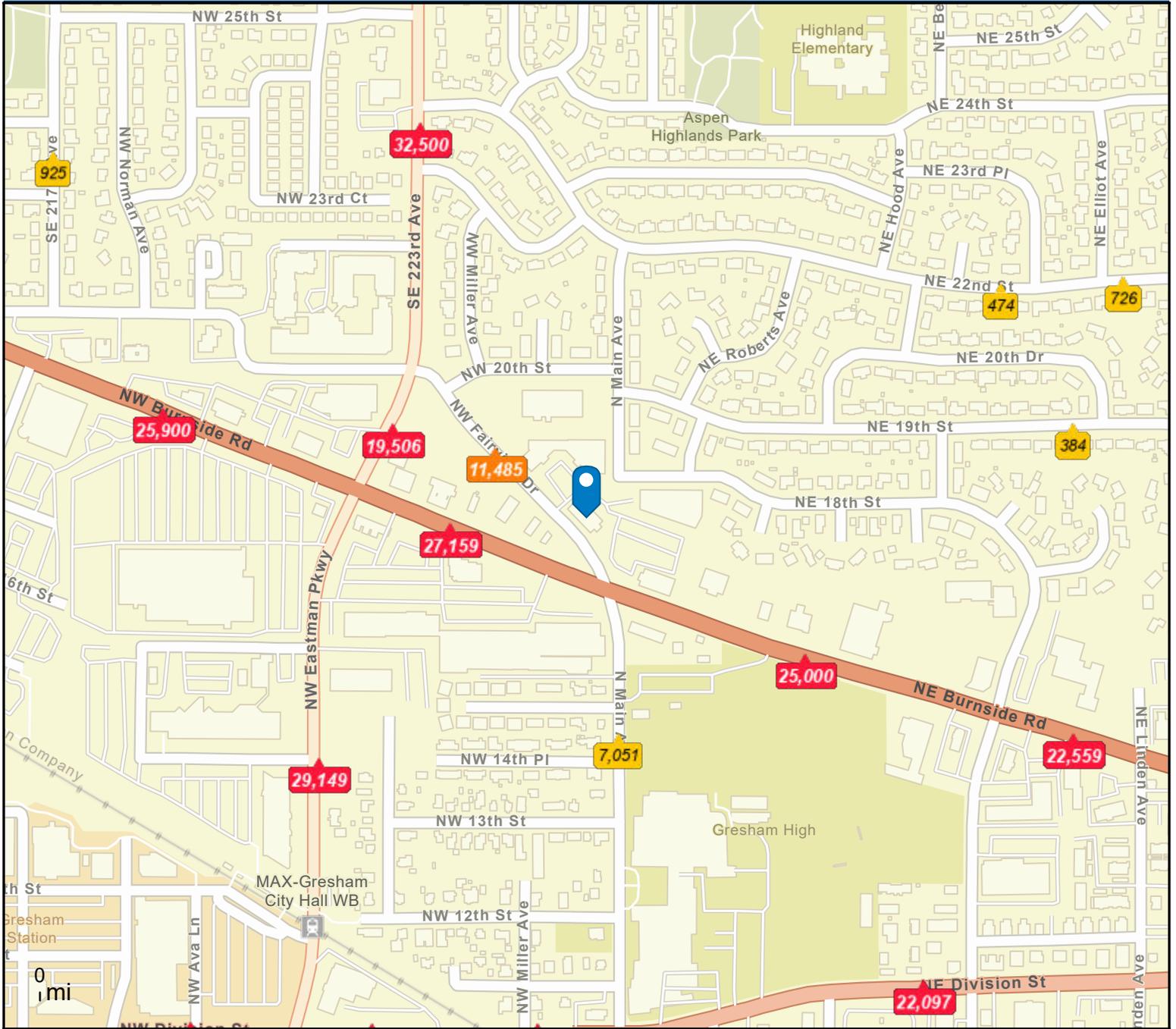
Prepared by First American NCS  
Latitude: 45.50960  
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# Traffic Count Map - Close Up

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 Latitude: 45.50960  
 Longitude: -122.43145



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



Source: ©2023 Kalibrate Technologies (Q3 2023).



# Traffic Count Profile

1716 NW Fairview Dr, Gresham, Oregon, 97030  
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by First American NCS

Latitude: 45.50960  
Longitude: -122.43145

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.08	NW Fairview Dr	NW 20th St (0.06 miles NW)	2002	11,485
0.09	NW Burnside Rd	NW Eastman Pkwy (0.07 miles NW)	2010	27,159
0.15	SE 223rd Avenue	NW Burnside Rd (0.04 miles SW)	2020	19,506
0.15	N Main Ave	NW 14th Pl (0.02 miles S)	2002	7,051
0.18	NE Burnside Rd	NE Kelly Ave (0.13 miles E)	2015	25,000
0.25	NW Eastman Parkway	Max RR (0.12 miles S)	2020	29,149
0.29	Southeast 223rd Avenue	SE Salmon Ct (0.02 miles N)	2018	32,500
0.30	NW Burnside Rd	NW Civic Dr (0.1 miles NW)	2015	25,900
0.32	NE 22nd St	NE Kelly Ave (0.02 miles E)	2016	474
0.34	NE 19th St	NE 20th Dr (0.02 miles E)	2016	384
0.35	NW Division St	NW Miller Ave (0.01 miles W)	2010	21,557
0.37	NE Burnside Rd	NE Linden Ave (0.05 miles E)	2020	22,559
0.37	N Main Avenue	NE Division St (0.02 miles N)	2020	5,997
0.38	NW Division St	NW Victoria Ave (0.03 miles E)	2002	21,234
0.39	NE Roberts Ave	NE Division St (0.04 miles N)	2010	869
0.40	NE Division St	NE Kelly Ave (0.03 miles E)	2010	22,097
0.40	NE 22nd St	NE Elliott Ave (0.01 miles W)	2010	726
0.40	SE 223rd Avenue	NW 25th St (0.04 miles S)	2020	29,346
0.43	NW Civic Dr	NW 16th St (0.01 miles SW)	2013	4,924
0.44	NW 217th Ave	SE Salmon St (0.02 miles N)	2016	925
0.44	NW Division St	Ava Ln (0.01 miles E)	2002	25,914
0.45	NW Burnside Rd	NW Fariss Rd (0.02 miles SE)	2017	26,400
0.47	SE 223rd Ave	SE Yamhill St (0.03 miles S)	2017	31,700
0.47	Northeast 10th Drive	NE Hood Ave (0.04 miles SE)	2018	1,700
0.47	Northeast Kelly Avenue	NE 9th St (0.01 miles S)	2018	3,500
0.48	North Main Avenue	NW 8th St (0.02 miles N)	2018	6,600
0.49	NE Roberts Ave	Max RR (0.04 miles N)	2010	966
0.51	NE Kelly Avenue	NE 9th St (0.02 miles N)	2020	3,155
0.52	NE Cleveland Ave	NE 22nd St (0.02 miles N)	2004	7,003
0.53	Northeast Division Street	NE Linden Ave (0.05 miles W)	2018	20,900

**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 2022 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

**Source:** ©2023 Kalibrate Technologies (Q3 2023).