

**This site is located in:**

- City:** Portland
- County:** Multnomah County
- State:** Oregon
- ZIP Code:** 97266
- Census Tract:** 41051008302
- Census Block Group:** 410510083021
- CBSA:** Portland-Vancouver-Hillsboro, OR-WA Metropolitan Statistical Area



# Business Summary

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

Prepared by First American NCS  
Latitude: 45.50398  
Longitude: -122.55926

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	687		5,596		17,050							
Total Employees:	7,303		51,146		169,201							
Total Residential Population:	20,484		200,561		472,175							
Employee/Residential Population Ratio (per 100 Residents)	36		26		36							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	1.2%	53	0.7%	83	1.5%	456	0.9%	246	1.4%	1,579	0.9%
Construction	40	5.8%	184	2.5%	374	6.7%	1,672	3.3%	1,080	6.3%	7,436	4.4%
Manufacturing	15	2.2%	163	2.2%	134	2.4%	1,327	2.6%	603	3.5%	10,907	6.4%
Transportation	15	2.2%	273	3.7%	114	2.0%	1,070	2.1%	370	2.2%	9,911	5.9%
Communication	10	1.5%	44	0.6%	52	0.9%	343	0.7%	127	0.7%	1,433	0.8%
Utility	1	0.1%	5	0.1%	12	0.2%	68	0.1%	32	0.2%	505	0.3%
Wholesale Trade	14	2.0%	121	1.7%	145	2.6%	1,452	2.8%	615	3.6%	6,740	4.0%
Retail Trade Summary	174	25.3%	2,000	27.4%	1,336	23.9%	13,272	25.9%	4,040	23.7%	46,314	27.4%
Home Improvement	6	0.9%	194	2.7%	93	1.7%	900	1.8%	256	1.5%	2,918	1.7%
General Merchandise Stores	5	0.7%	211	2.9%	32	0.6%	1,603	3.1%	109	0.6%	6,808	4.0%
Food Stores	29	4.2%	205	2.8%	174	3.1%	1,667	3.3%	444	2.6%	6,212	3.7%
Auto Dealers, Gas Stations, Auto Aftermarket	18	2.6%	99	1.4%	166	3.0%	1,500	2.9%	359	2.1%	3,060	1.8%
Apparel & Accessory Stores	3	0.4%	8	0.1%	26	0.5%	102	0.2%	209	1.2%	2,002	1.2%
Furniture & Home Furnishings	9	1.3%	56	0.8%	77	1.4%	520	1.0%	252	1.5%	2,029	1.2%
Eating & Drinking Places	82	11.9%	1,061	14.5%	516	9.2%	5,576	10.9%	1,552	9.1%	17,512	10.3%
Miscellaneous Retail	23	3.3%	167	2.3%	252	4.5%	1,403	2.7%	859	5.0%	5,774	3.4%
Finance, Insurance, Real Estate Summary	65	9.5%	324	4.4%	462	8.3%	1,981	3.9%	1,396	8.2%	7,340	4.3%
Banks, Savings & Lending Institutions	12	1.7%	98	1.3%	63	1.1%	580	1.1%	186	1.1%	1,577	0.9%
Securities Brokers	9	1.3%	27	0.4%	43	0.8%	131	0.3%	121	0.7%	653	0.4%
Insurance Carriers & Agents	14	2.0%	54	0.7%	85	1.5%	283	0.6%	218	1.3%	855	0.5%
Real Estate, Holding, Other Investment Offices	31	4.5%	145	2.0%	271	4.8%	987	1.9%	870	5.1%	4,256	2.5%
Services Summary	293	42.6%	3,830	52.4%	2,394	42.8%	28,317	55.4%	6,796	39.9%	71,277	42.1%
Hotels & Lodging	4	0.6%	30	0.4%	26	0.5%	151	0.3%	102	0.6%	1,658	1.0%
Automotive Services	22	3.2%	137	1.9%	248	4.4%	1,271	2.5%	565	3.3%	3,063	1.8%
Motion Pictures & Amusements	17	2.5%	126	1.7%	147	2.6%	1,200	2.3%	499	2.9%	4,404	2.6%
Health Services	72	10.5%	1,850	25.3%	527	9.4%	12,755	24.9%	1,200	7.0%	23,037	13.6%
Legal Services	5	0.7%	16	0.2%	37	0.7%	149	0.3%	162	1.0%	755	0.4%
Education Institutions & Libraries	16	2.3%	679	9.3%	116	2.1%	4,226	8.3%	314	1.8%	9,106	5.4%
Other Services	157	22.9%	992	13.6%	1,293	23.1%	8,565	16.7%	3,954	23.2%	29,255	17.3%
Government	7	1.0%	283	3.9%	42	0.8%	1,003	2.0%	144	0.8%	4,867	2.9%
Unclassified Establishments	45	6.6%	22	0.3%	446	8.0%	187	0.4%	1,600	9.4%	891	0.5%
Totals	687	100.0%	7,303	100.0%	5,596	100.0%	51,146	100.0%	17,050	100.0%	169,201	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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# Business Summary

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Latitude: 45.50398  
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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%	3	0.0%	10	0.2%	25	0.0%	42	0.2%	123	0.1%
Mining	0	0.0%	0	0.0%	3	0.1%	29	0.1%	6	0.0%	51	0.0%
Utilities	0	0.0%	0	0.0%	3	0.1%	12	0.0%	8	0.0%	172	0.1%
Construction	42	6.1%	219	3.0%	400	7.1%	1,846	3.6%	1,172	6.9%	8,223	4.9%
Manufacturing	17	2.5%	170	2.3%	149	2.7%	1,325	2.6%	642	3.8%	11,177	6.6%
Wholesale Trade	10	1.5%	94	1.3%	119	2.1%	1,285	2.5%	554	3.2%	6,402	3.8%
Retail Trade	92	13.4%	949	13.0%	812	14.5%	7,645	14.9%	2,438	14.3%	28,257	16.7%
Motor Vehicle & Parts Dealers	13	1.9%	80	1.1%	135	2.4%	1,339	2.6%	283	1.7%	2,578	1.5%
Furniture & Home Furnishings Stores	4	0.6%	30	0.4%	38	0.7%	176	0.3%	119	0.7%	906	0.5%
Electronics & Appliance Stores	5	0.7%	26	0.4%	27	0.5%	287	0.6%	80	0.5%	753	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.9%	194	2.7%	93	1.7%	900	1.8%	255	1.5%	2,917	1.7%
Food & Beverage Stores	24	3.5%	180	2.5%	158	2.8%	1,543	3.0%	408	2.4%	5,701	3.4%
Health & Personal Care Stores	12	1.7%	104	1.4%	77	1.4%	578	1.1%	223	1.3%	1,883	1.1%
Gasoline Stations	5	0.7%	19	0.3%	31	0.6%	161	0.3%	76	0.4%	481	0.3%
Clothing & Clothing Accessories Stores	5	0.7%	11	0.2%	35	0.6%	326	0.6%	251	1.5%	2,509	1.5%
Sport Goods, Hobby, Book, & Music Stores	3	0.4%	22	0.3%	46	0.8%	240	0.5%	186	1.1%	1,363	0.8%
General Merchandise Stores	5	0.7%	211	2.9%	32	0.6%	1,603	3.1%	109	0.6%	6,808	4.0%
Miscellaneous Store Retailers	9	1.3%	70	1.0%	105	1.9%	470	0.9%	349	2.0%	2,178	1.3%
Nonstore Retailers	1	0.1%	2	0.0%	34	0.6%	23	0.0%	98	0.6%	180	0.1%
Transportation & Warehousing	14	2.0%	270	3.7%	108	1.9%	1,041	2.0%	325	1.9%	9,603	5.7%
Information	15	2.2%	118	1.6%	111	2.0%	1,083	2.1%	389	2.3%	4,213	2.5%
Finance & Insurance	35	5.1%	183	2.5%	199	3.6%	1,052	2.1%	543	3.2%	3,186	1.9%
Central Bank/Credit Intermediation & Related Activities	12	1.7%	98	1.3%	69	1.2%	630	1.2%	193	1.1%	1,634	1.0%
Securities, Commodity Contracts & Other Financial	10	1.5%	31	0.4%	45	0.8%	139	0.3%	131	0.8%	694	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	14	2.0%	54	0.7%	85	1.5%	283	0.6%	219	1.3%	858	0.5%
Real Estate, Rental & Leasing	36	5.2%	151	2.1%	336	6.0%	1,129	2.2%	1,020	6.0%	5,008	3.0%
Professional, Scientific & Tech Services	43	6.3%	207	2.8%	386	6.9%	1,935	3.8%	1,525	8.9%	9,362	5.5%
Legal Services	6	0.9%	24	0.3%	40	0.7%	168	0.3%	180	1.1%	855	0.5%
Management of Companies & Enterprises	1	0.1%	9	0.1%	4	0.1%	40	0.1%	23	0.1%	228	0.1%
Administrative & Support & Waste Management & Remediation	25	3.6%	138	1.9%	190	3.4%	875	1.7%	529	3.1%	3,779	2.2%
Educational Services	18	2.6%	674	9.2%	134	2.4%	4,122	8.1%	392	2.3%	9,129	5.4%
Health Care & Social Assistance	101	14.7%	2,139	29.3%	732	13.1%	15,263	29.8%	1,683	9.9%	29,656	17.5%
Arts, Entertainment & Recreation	11	1.6%	106	1.5%	95	1.7%	1,189	2.3%	334	2.0%	4,030	2.4%
Accommodation & Food Services	87	12.7%	1,097	15.0%	550	9.8%	5,764	11.3%	1,671	9.8%	19,320	11.4%
Accommodation	4	0.6%	30	0.4%	26	0.5%	151	0.3%	102	0.6%	1,658	1.0%
Food Services & Drinking Places	83	12.1%	1,067	14.6%	524	9.4%	5,613	11.0%	1,569	9.2%	17,662	10.4%
Other Services (except Public Administration)	87	12.7%	471	6.4%	770	13.8%	4,298	8.4%	2,012	11.8%	11,527	6.8%
Automotive Repair & Maintenance	17	2.5%	111	1.5%	205	3.7%	1,103	2.2%	449	2.6%	2,308	1.4%
Public Administration	7	1.0%	283	3.9%	42	0.8%	1,003	2.0%	144	0.8%	4,867	2.9%
Unclassified Establishments	45	6.6%	22	0.3%	446	8.0%	187	0.4%	1,599	9.4%	888	0.5%
<b>Total</b>	<b>687</b>	<b>100.0%</b>	<b>7,303</b>	<b>100.0%</b>	<b>5,596</b>	<b>100.0%</b>	<b>51,146</b>	<b>100.0%</b>	<b>17,050</b>	<b>100.0%</b>	<b>169,201</b>	<b>100.0%</b>

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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February 22, 2021



# Executive Summary

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

Prepared by First American NCS

Latitude: 45.50398  
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	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	14,862	164,342	388,986
2010 Population	18,953	182,869	428,784
2020 Population	20,484	200,561	472,175
2025 Population	21,221	209,229	496,983
2000-2010 Annual Rate	2.46%	1.07%	0.98%
2010-2020 Annual Rate	0.76%	0.91%	0.94%
2020-2025 Annual Rate	0.71%	0.85%	1.03%
2020 Male Population	49.1%	49.3%	49.3%
2020 Female Population	50.9%	50.7%	50.7%
2020 Median Age	36.9	37.1	37.5

In the identified area, the current year population is 472,175. In 2010, the Census count in the area was 428,784. The rate of change since 2010 was 0.94% annually. The five-year projection for the population in the area is 496,983 representing a change of 1.03% annually from 2020 to 2025. Currently, the population is 49.3% male and 50.7% female.

### Median Age

The median age in this area is 36.9, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	57.5%	66.6%	71.0%
2020 Black Alone	6.5%	5.4%	5.0%
2020 American Indian/Alaska Native Alone	1.2%	1.1%	1.0%
2020 Asian Alone	20.9%	14.0%	10.7%
2020 Pacific Islander Alone	0.9%	0.9%	0.7%
2020 Other Race	7.8%	6.5%	6.3%
2020 Two or More Races	5.1%	5.5%	5.2%
2020 Hispanic Origin (Any Race)	15.0%	13.2%	13.1%

Persons of Hispanic origin represent 13.1% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 60.0 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	48	66	89
2000 Households	5,683	63,051	156,217
2010 Households	6,984	70,341	170,782
2020 Total Households	7,394	76,294	186,772
2025 Total Households	7,585	79,020	196,195
2000-2010 Annual Rate	2.08%	1.10%	0.90%
2010-2020 Annual Rate	0.56%	0.80%	0.88%
2020-2025 Annual Rate	0.51%	0.70%	0.99%
2020 Average Household Size	2.73	2.58	2.48

The household count in this area has changed from 170,782 in 2010 to 186,772 in the current year, a change of 0.88% annually. The five-year projection of households is 196,195, a change of 0.99% annually from the current year total. Average household size is currently 2.48, compared to 2.46 in the year 2010. The number of families in the current year is 105,158 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2020 Percent of Income for Mortgage	27.5%	24.9%	24.9%
<b>Median Household Income</b>			
2020 Median Household Income	\$46,663	\$58,872	\$65,150
2025 Median Household Income	\$50,589	\$64,179	\$72,255
2020-2025 Annual Rate	1.63%	1.74%	2.09%
<b>Average Household Income</b>			
2020 Average Household Income	\$62,238	\$77,684	\$90,470
2025 Average Household Income	\$67,978	\$86,337	\$101,302
2020-2025 Annual Rate	1.78%	2.13%	2.29%
<b>Per Capita Income</b>			
2020 Per Capita Income	\$22,490	\$29,585	\$35,854
2025 Per Capita Income	\$24,323	\$32,642	\$40,050
2020-2025 Annual Rate	1.58%	1.99%	2.24%

### Households by Income

Current median household income is \$65,150 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$72,255 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$90,470 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$101,302 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$35,854 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$40,050 in five years, compared to \$37,691 for all U.S. households

<b>Housing</b>			
2020 Housing Affordability Index	79	89	89
2000 Total Housing Units	5,982	66,531	164,623
2000 Owner Occupied Housing Units	3,296	37,494	89,998
2000 Renter Occupied Housing Units	2,386	25,558	66,220
2000 Vacant Housing Units	300	3,479	8,405
2010 Total Housing Units	7,398	74,358	180,387
2010 Owner Occupied Housing Units	3,315	38,756	93,880
2010 Renter Occupied Housing Units	3,669	31,585	76,902
2010 Vacant Housing Units	414	4,017	9,605
2020 Total Housing Units	7,782	80,069	195,689
2020 Owner Occupied Housing Units	3,435	41,039	99,940
2020 Renter Occupied Housing Units	3,959	35,255	86,832
2020 Vacant Housing Units	388	3,775	8,917
2025 Total Housing Units	7,967	82,752	205,029
2025 Owner Occupied Housing Units	3,538	42,553	103,626
2025 Renter Occupied Housing Units	4,046	36,467	92,569
2025 Vacant Housing Units	382	3,732	8,834

Currently, 51.1% of the 195,689 housing units in the area are owner occupied; 44.4%, renter occupied; and 4.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 180,387 housing units in the area - 52.0% owner occupied, 42.6% renter occupied, and 5.3% vacant. The annual rate of change in housing units since 2010 is 3.69%. Median home value in the area is \$388,150, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 3.03% annually to \$450,554.

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



# Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	14,862	164,342	388,986
2010 Total Population	18,953	182,869	428,784
2020 Total Population	20,484	200,561	472,175
2020 Group Quarters	320	3,359	8,188
2025 Total Population	21,221	209,229	496,983
2020-2025 Annual Rate	0.71%	0.85%	1.03%
2020 Total Daytime Population	20,428	171,767	441,684
Workers	8,427	67,567	202,314
Residents	12,001	104,200	239,370
<b>Household Summary</b>			
2000 Households	5,683	63,051	156,217
2000 Average Household Size	2.58	2.55	2.44
2010 Households	6,984	70,341	170,782
2010 Average Household Size	2.67	2.55	2.46
2020 Households	7,394	76,294	186,772
2020 Average Household Size	2.73	2.58	2.48
2025 Households	7,585	79,020	196,195
2025 Average Household Size	2.76	2.61	2.49
2020-2025 Annual Rate	0.51%	0.70%	0.99%
2010 Families	4,353	41,564	97,234
2010 Average Family Size	3.29	3.15	3.10
2020 Families	4,600	44,888	105,158
2020 Average Family Size	3.34	3.18	3.12
2025 Families	4,747	46,741	110,156
2025 Average Family Size	3.36	3.19	3.12
2020-2025 Annual Rate	0.63%	0.81%	0.93%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,982	66,531	164,623
Owner Occupied Housing Units	55.1%	56.4%	54.7%
Renter Occupied Housing Units	39.9%	38.4%	40.2%
Vacant Housing Units	5.0%	5.2%	5.1%
2010 Housing Units	7,398	74,358	180,387
Owner Occupied Housing Units	44.8%	52.1%	52.0%
Renter Occupied Housing Units	49.6%	42.5%	42.6%
Vacant Housing Units	5.6%	5.4%	5.3%
2020 Housing Units	7,782	80,069	195,689
Owner Occupied Housing Units	44.1%	51.3%	51.1%
Renter Occupied Housing Units	50.9%	44.0%	44.4%
Vacant Housing Units	5.0%	4.7%	4.6%
2025 Housing Units	7,967	82,752	205,029
Owner Occupied Housing Units	44.4%	51.4%	50.5%
Renter Occupied Housing Units	50.8%	44.1%	45.1%
Vacant Housing Units	4.8%	4.5%	4.3%
<b>Median Household Income</b>			
2020	\$46,663	\$58,872	\$65,150
2025	\$50,589	\$64,179	\$72,255
<b>Median Home Value</b>			
2020	\$306,936	\$350,869	\$388,150
2025	\$356,237	\$413,491	\$450,554
<b>Per Capita Income</b>			
2020	\$22,490	\$29,585	\$35,854
2025	\$24,323	\$32,642	\$40,050
<b>Median Age</b>			
2010	34.8	35.3	35.7
2020	36.9	37.1	37.5
2025	37.8	37.7	38.1

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	7,394	76,294	186,772
<\$15,000	15.0%	9.6%	8.8%
\$15,000 - \$24,999	11.4%	9.1%	8.4%
\$25,000 - \$34,999	12.5%	9.1%	8.4%
\$35,000 - \$49,999	13.5%	13.7%	12.3%
\$50,000 - \$74,999	15.6%	18.7%	17.6%
\$75,000 - \$99,999	14.6%	14.3%	13.5%
\$100,000 - \$149,999	12.0%	16.2%	17.0%
\$150,000 - \$199,999	3.4%	5.0%	6.6%
\$200,000+	2.1%	4.3%	7.5%
Average Household Income	\$62,238	\$77,684	\$90,470
<b>2025 Households by Income</b>			
Household Income Base	7,585	79,020	196,195
<\$15,000	13.2%	8.2%	7.5%
\$15,000 - \$24,999	10.6%	8.1%	7.3%
\$25,000 - \$34,999	12.2%	8.5%	7.7%
\$35,000 - \$49,999	13.5%	12.9%	11.6%
\$50,000 - \$74,999	16.0%	18.6%	17.4%
\$75,000 - \$99,999	15.2%	14.7%	13.8%
\$100,000 - \$149,999	13.1%	18.0%	18.4%
\$150,000 - \$199,999	3.9%	5.9%	7.6%
\$200,000+	2.3%	4.9%	8.7%
Average Household Income	\$67,978	\$86,337	\$101,302
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	3,435	41,039	99,937
<\$50,000	4.3%	2.4%	2.2%
\$50,000 - \$99,999	1.2%	0.8%	0.8%
\$100,000 - \$149,999	2.3%	1.9%	1.4%
\$150,000 - \$199,999	8.2%	7.0%	5.2%
\$200,000 - \$249,999	13.6%	8.9%	6.5%
\$250,000 - \$299,999	18.0%	14.2%	11.5%
\$300,000 - \$399,999	35.3%	29.2%	25.4%
\$400,000 - \$499,999	9.3%	17.5%	18.5%
\$500,000 - \$749,999	4.2%	14.4%	20.9%
\$750,000 - \$999,999	0.7%	2.5%	5.7%
\$1,000,000 - \$1,499,999	1.0%	0.6%	1.1%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.1%
\$2,000,000 +	1.7%	0.5%	0.5%
Average Home Value	\$352,388	\$389,483	\$439,840
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	3,538	42,553	103,623
<\$50,000	2.5%	1.3%	1.2%
\$50,000 - \$99,999	0.4%	0.3%	0.4%
\$100,000 - \$149,999	1.2%	0.9%	0.7%
\$150,000 - \$199,999	4.2%	3.8%	3.0%
\$200,000 - \$249,999	6.1%	3.8%	2.9%
\$250,000 - \$299,999	12.4%	8.7%	7.2%
\$300,000 - \$399,999	41.2%	28.0%	23.5%
\$400,000 - \$499,999	15.1%	23.2%	21.9%
\$500,000 - \$749,999	9.1%	23.1%	28.7%
\$750,000 - \$999,999	2.0%	4.7%	8.3%
\$1,000,000 - \$1,499,999	2.3%	0.9%	1.2%
\$1,500,000 - \$1,999,999	0.5%	0.2%	0.2%
\$2,000,000 +	3.0%	1.0%	0.8%
Average Home Value	\$448,593	\$466,222	\$502,067

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

Prepared by First American NCS  
Latitude: 45.50398  
Longitude: -122.55926

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	18,953	182,872	428,788
0 - 4	7.3%	7.0%	6.7%
5 - 9	6.6%	6.2%	6.1%
10 - 14	6.7%	5.8%	5.7%
15 - 24	13.6%	12.6%	12.4%
25 - 34	16.1%	17.9%	18.0%
35 - 44	13.6%	15.2%	15.4%
45 - 54	12.8%	13.5%	13.5%
55 - 64	10.1%	10.9%	11.4%
65 - 74	5.6%	5.2%	5.4%
75 - 84	4.6%	3.6%	3.5%
85 +	3.0%	2.0%	1.9%
18 +	75.4%	77.4%	78.1%
<b>2020 Population by Age</b>			
Total	20,485	200,561	472,175
0 - 4	6.7%	6.3%	6.0%
5 - 9	6.4%	6.0%	5.8%
10 - 14	6.2%	5.9%	5.7%
15 - 24	13.2%	12.3%	12.0%
25 - 34	14.8%	16.2%	16.5%
35 - 44	13.6%	15.0%	14.9%
45 - 54	12.0%	12.7%	12.7%
55 - 64	11.3%	11.8%	11.9%
65 - 74	8.1%	8.2%	8.6%
75 - 84	4.5%	3.6%	3.8%
85 +	3.1%	2.0%	2.0%
18 +	77.0%	78.4%	79.2%
<b>2025 Population by Age</b>			
Total	21,220	209,229	496,982
0 - 4	6.6%	6.3%	6.0%
5 - 9	6.2%	5.8%	5.6%
10 - 14	6.2%	5.7%	5.5%
15 - 24	12.3%	12.1%	11.9%
25 - 34	15.0%	16.3%	16.5%
35 - 44	13.3%	14.2%	14.5%
45 - 54	12.1%	12.7%	12.5%
55 - 64	11.0%	11.3%	11.3%
65 - 74	9.2%	9.1%	9.3%
75 - 84	5.1%	4.6%	4.9%
85 +	3.0%	1.9%	2.0%
18 +	77.5%	78.9%	79.8%
<b>2010 Population by Sex</b>			
Males	9,322	90,177	211,040
Females	9,631	92,692	217,745
<b>2020 Population by Sex</b>			
Males	10,059	98,959	232,574
Females	10,425	101,602	239,601
<b>2025 Population by Sex</b>			
Males	10,409	103,246	244,745
Females	10,812	105,983	252,238

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

Prepared by First American NCS  
Latitude: 45.50398  
Longitude: -122.55926

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	18,952	182,870	428,783
White Alone	62.8%	71.1%	74.9%
Black Alone	6.4%	5.2%	4.8%
American Indian Alone	1.3%	1.2%	1.1%
Asian Alone	16.9%	11.0%	8.5%
Pacific Islander Alone	0.8%	0.7%	0.6%
Some Other Race Alone	7.2%	5.9%	5.7%
Two or More Races	4.6%	4.9%	4.5%
Hispanic Origin	13.8%	11.9%	11.8%
Diversity Index	67.5	58.9	54.8
<b>2020 Population by Race/Ethnicity</b>			
Total	20,484	200,561	472,175
White Alone	57.5%	66.6%	71.0%
Black Alone	6.5%	5.4%	5.0%
American Indian Alone	1.2%	1.1%	1.0%
Asian Alone	20.9%	14.0%	10.7%
Pacific Islander Alone	0.9%	0.9%	0.7%
Some Other Race Alone	7.8%	6.5%	6.3%
Two or More Races	5.1%	5.5%	5.2%
Hispanic Origin	15.0%	13.2%	13.1%
Diversity Index	71.8	64.1	60.0
<b>2025 Population by Race/Ethnicity</b>			
Total	21,221	209,229	496,984
White Alone	54.9%	64.3%	69.1%
Black Alone	6.5%	5.5%	5.1%
American Indian Alone	1.1%	1.1%	1.0%
Asian Alone	22.8%	15.4%	11.8%
Pacific Islander Alone	1.0%	1.0%	0.8%
Some Other Race Alone	8.3%	6.9%	6.6%
Two or More Races	5.3%	5.8%	5.6%
Hispanic Origin	16.0%	14.2%	14.0%
Diversity Index	73.8	66.7	62.5
<b>2010 Population by Relationship and Household Type</b>			
Total	18,953	182,869	428,784
In Households	98.3%	98.1%	98.0%
In Family Households	79.1%	75.5%	73.6%
Householder	22.9%	22.7%	22.7%
Spouse	15.3%	15.2%	15.9%
Child	31.3%	28.6%	27.2%
Other relative	6.0%	5.2%	4.4%
Nonrelative	3.6%	3.8%	3.4%
In Nonfamily Households	19.1%	22.6%	24.4%
In Group Quarters	1.7%	1.9%	2.0%
Institutionalized Population	0.7%	0.8%	0.8%
Noninstitutionalized Population	1.1%	1.1%	1.2%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

Prepared by First American NCS  
Latitude: 45.50398  
Longitude: -122.55926

	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	13,822	139,397	332,478
Less than 9th Grade	8.3%	5.7%	4.7%
9th - 12th Grade, No Diploma	9.0%	7.0%	5.6%
High School Graduate	21.0%	16.8%	15.0%
GED/Alternative Credential	3.7%	4.2%	3.4%
Some College, No Degree	25.1%	23.5%	22.5%
Associate Degree	8.7%	9.2%	8.4%
Bachelor's Degree	17.5%	22.0%	25.4%
Graduate/Professional Degree	6.7%	11.6%	15.1%
<b>2020 Population 15+ by Marital Status</b>			
Total	16,526	163,972	389,305
Never Married	38.7%	39.7%	38.7%
Married	44.0%	43.2%	45.1%
Widowed	6.7%	4.8%	4.5%
Divorced	10.6%	12.3%	11.7%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	10,016	109,142	261,194
Population 16+ Employed	85.7%	88.9%	89.5%
Population 16+ Unemployment rate	14.3%	11.1%	10.5%
Population 16-24 Employed	12.8%	11.4%	11.3%
Population 16-24 Unemployment rate	21.2%	20.3%	18.3%
Population 25-54 Employed	67.9%	70.4%	69.5%
Population 25-54 Unemployment rate	13.9%	9.9%	9.5%
Population 55-64 Employed	13.9%	13.8%	14.2%
Population 55-64 Unemployment rate	11.2%	9.4%	9.1%
Population 65+ Employed	5.3%	4.3%	4.9%
Population 65+ Unemployment rate	8.7%	9.1%	9.0%
<b>2020 Employed Population 16+ by Industry</b>			
Total	8,583	97,022	233,763
Agriculture/Mining	0.9%	0.7%	0.8%
Construction	5.1%	6.8%	6.3%
Manufacturing	12.8%	10.0%	9.6%
Wholesale Trade	2.6%	2.8%	2.8%
Retail Trade	8.4%	9.9%	9.5%
Transportation/Utilities	4.3%	5.4%	5.3%
Information	1.5%	1.4%	1.8%
Finance/Insurance/Real Estate	5.9%	5.1%	5.6%
Services	54.7%	54.8%	54.9%
Public Administration	3.8%	3.1%	3.4%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	8,583	97,024	233,764
White Collar	49.4%	56.5%	61.6%
Management/Business/Financial	9.8%	13.1%	14.8%
Professional	17.4%	22.9%	25.9%
Sales	7.6%	7.5%	8.1%
Administrative Support	14.6%	12.9%	12.9%
Services	28.3%	22.3%	19.4%
Blue Collar	22.3%	21.3%	19.0%
Farming/Forestry/Fishing	1.1%	0.6%	0.7%
Construction/Extraction	4.6%	4.8%	4.4%
Installation/Maintenance/Repair	3.0%	2.3%	2.1%
Production	8.0%	7.3%	6.4%
Transportation/Material Moving	5.5%	6.2%	5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

February 22, 2021



# Market Profile

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

Prepared by First American NCS

Latitude: 45.50398  
Longitude: -122.55926

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	6,984	70,341	170,781
Households with 1 Person	27.9%	28.3%	29.8%
Households with 2+ People	72.1%	71.7%	70.2%
Family Households	62.3%	59.1%	56.9%
Husband-wife Families	41.5%	39.5%	39.9%
With Related Children	20.2%	18.6%	18.4%
Other Family (No Spouse Present)	20.8%	19.6%	17.0%
Other Family with Male Householder	6.0%	5.8%	5.0%
With Related Children	3.2%	3.2%	2.8%
Other Family with Female Householder	14.8%	13.8%	12.0%
With Related Children	10.1%	8.9%	7.8%
Nonfamily Households	9.7%	12.6%	13.2%
All Households with Children	34.0%	31.3%	29.6%
Multigenerational Households	4.8%	4.1%	3.3%
Unmarried Partner Households	8.7%	10.3%	10.3%
Male-female	7.6%	8.7%	8.6%
Same-sex	1.0%	1.7%	1.7%
<b>2010 Households by Size</b>			
Total	6,982	70,340	170,784
1 Person Household	28.0%	28.3%	29.8%
2 Person Household	29.5%	32.3%	33.2%
3 Person Household	16.4%	16.5%	15.7%
4 Person Household	12.3%	11.9%	11.7%
5 Person Household	7.5%	5.8%	5.3%
6 Person Household	3.4%	2.8%	2.3%
7 + Person Household	3.0%	2.4%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,984	70,341	170,782
Owner Occupied	47.5%	55.1%	55.0%
Owned with a Mortgage/Loan	35.8%	43.4%	42.8%
Owned Free and Clear	11.7%	11.7%	12.2%
Renter Occupied	52.5%	44.9%	45.0%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	79	89	89
Percent of Income for Mortgage	27.5%	24.9%	24.9%
Wealth Index	48	66	89
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,398	74,358	180,387
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	18,953	182,869	428,784
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%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

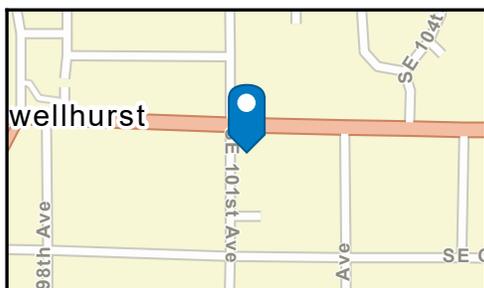
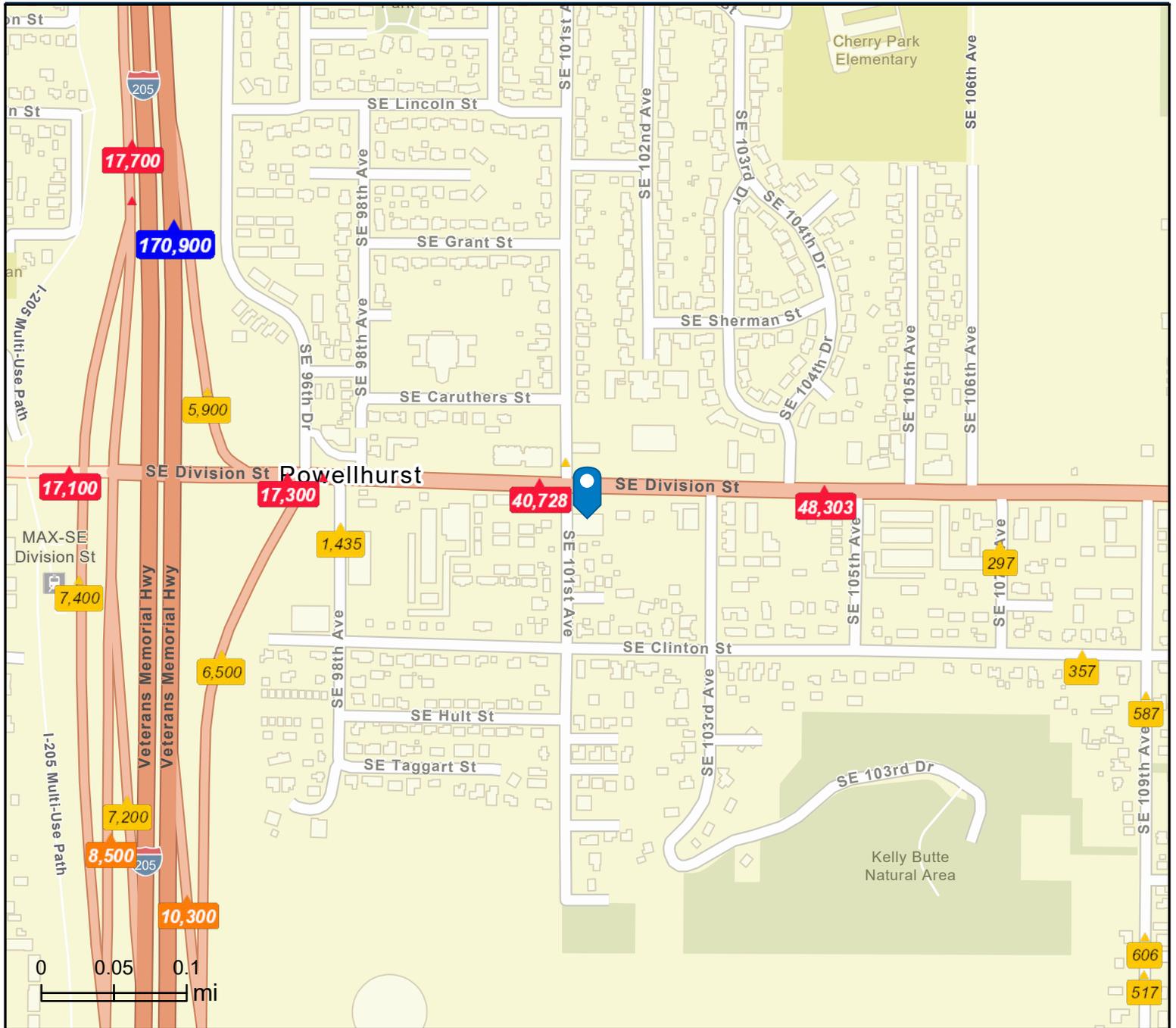
Prepared by First American NCS  
Latitude: 45.50398  
Longitude: -122.55926

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
2.	Fresh Ambitions (13D)	Emerald City (8B)	Emerald City (8B)
3.	Social Security Set (9F)	Parks and Rec (5C)	Parks and Rec (5C)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,177,224	\$143,577,037	\$410,332,766
Average Spent	\$1,511.66	\$1,881.89	\$2,196.97
Spending Potential Index	70	88	102
Education: Total \$	\$9,745,416	\$120,737,824	\$347,069,291
Average Spent	\$1,318.02	\$1,582.53	\$1,858.25
Spending Potential Index	74	88	104
Entertainment/Recreation: Total \$	\$16,257,499	\$210,043,947	\$596,161,258
Average Spent	\$2,198.74	\$2,753.09	\$3,191.92
Spending Potential Index	68	85	98
Food at Home: Total \$	\$28,104,468	\$354,811,880	\$1,003,834,826
Average Spent	\$3,800.98	\$4,650.59	\$5,374.65
Spending Potential Index	71	87	101
Food Away from Home: Total \$	\$19,470,925	\$251,122,674	\$717,803,829
Average Spent	\$2,633.34	\$3,291.51	\$3,843.21
Spending Potential Index	70	87	102
Health Care: Total \$	\$27,985,696	\$363,228,363	\$1,023,904,898
Average Spent	\$3,784.92	\$4,760.90	\$5,482.11
Spending Potential Index	66	83	95
HH Furnishings & Equipment: Total \$	\$10,841,580	\$142,087,658	\$403,035,102
Average Spent	\$1,466.27	\$1,862.37	\$2,157.90
Spending Potential Index	67	85	99
Personal Care Products & Services: Total \$	\$4,648,928	\$60,534,574	\$172,721,136
Average Spent	\$628.74	\$793.44	\$924.77
Spending Potential Index	68	86	101
Shelter: Total \$	\$106,466,993	\$1,336,723,986	\$3,803,927,085
Average Spent	\$14,399.11	\$17,520.70	\$20,366.69
Spending Potential Index	74	90	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,847,608	\$146,825,282	\$414,189,375
Average Spent	\$1,467.08	\$1,924.47	\$2,217.62
Spending Potential Index	63	82	95
Travel: Total \$	\$12,101,809	\$157,597,161	\$449,245,247
Average Spent	\$1,636.71	\$2,065.66	\$2,405.31
Spending Potential Index	68	86	100
Vehicle Maintenance & Repairs: Total \$	\$5,934,283	\$76,956,665	\$216,719,382
Average Spent	\$802.58	\$1,008.69	\$1,160.34
Spending Potential Index	69	87	100

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Source: ©2020 Kalibrate Technologies (Q4 2020).



# Traffic Count Profile

10114 SE Division St, Portland, Oregon, 97266  
Rings: 1, 3, 5 mile radii

Prepared by First American NCS

Latitude: 45.50398  
Longitude: -122.55926

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.02	SE 101st Ave	SE Division St (0.01 miles N)	2006	707
0.04	SE 101st Ave	SE Division St (0.01 miles S)	2006	835
0.04	SE Division St	SE 101st Ave (0.02 miles E)	2006	40,728
0.16	SE Division St	SE 105th Ave (0.02 miles E)	2004	48,303
0.17	SE 98th Ave	SE Division St (0.03 miles N)	2007	1,435
0.18	SE Division St	SE 96th Dr (0.01 miles W)	2007	46,430
0.21	Southeast Division Street	SE 96th Dr (0.01 miles E)	2018	17,300
0.27		(0.0 miles )	2018	6,500
0.27	I- 205	SE Division St (0.06 miles SW)	2018	5,900
0.28	SE 107th Ave	SE Division St (0.04 miles N)	2017	297
0.35	Veterans Memorial Highway	(0.0 miles )	2018	170,900
0.35		(0.0 miles )	2018	7,400
0.35	SE Clinton St	SE 109th Ave (0.04 miles E)	2017	357
0.36	SE Division St	I- 205 (0.05 miles E)	2017	17,100
0.37	I- 205	SE Division St (0.22 miles N)	2018	7,200
0.38	I- 205	SE Powell Blvd (0.2 miles S)	2018	10,300
0.38	I- 205	SE Division St (0.19 miles S)	2017	17,080
0.39	SE 98th Dr	SE 98th Ave (0.13 miles E)	2018	8,500
0.40	SE 109th Ave	SE Clinton St (0.03 miles N)	2017	587
0.40	SE 94th Ave	SE Lincoln St (0.04 miles NW)	2018	17,700
0.46	SE 96th Ave	SE Mill St (0.02 miles N)	2016	7,550
0.48	SE 109th Ave	SE Tibbetts St (0.01 miles S)	2009	606
0.49	SE Market St	SE 100th Ave (0.01 miles SW)	2011	3,848
0.49	SE 109th Ave	SE Tibbetts St (0.01 miles N)	2009	517
0.52		(0.0 miles )	2017	8,400
0.52	SE Division St	SE 112th Ave (0.02 miles E)	2003	38,581
0.53	SE 92nd Ave	SE Lincoln St (0.01 miles N)	2009	7,975
0.53	SE Market St	SE 96th Ave (0.03 miles W)	2011	4,050
0.53	SE Powell Blvd	Powell Garage Tc (0.01 miles NW)	2017	20,300
0.54	SE Market St	SE Market Dr (0.03 miles W)	2011	3,387

**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 2020 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:** ©2020 Kalibrate Technologies (Q4 2020).