





1520 NE 77th Ave, Portland, OR, 97213

Site Type: Ring

Radius: 0.5 Miles

Radius: 1 Miles

Radius: 3 Miles

### 2009 Population

	0.5 Miles	1 Miles	3 Miles
Total Population	5,722	22,305	178,076
Male Population	48.7%	49.4%	49.0%
Female Population	51.3%	50.6%	51.0%
Median Age	37.1	36.2	37.9

### 2009 Income

	0.5 Miles	1 Miles	3 Miles
Median HH Income	\$50,817	\$54,883	\$57,145
Per Capita Income	\$23,933	\$25,415	\$28,001
Average HH Income	\$59,162	\$62,850	\$66,990

### 2009 Households

	0.5 Miles	1 Miles	3 Miles
Total Households	2,353	8,745	73,255
Average Household Size	2.34	2.45	2.37

### 2009 Housing

	0.5 Miles	1 Miles	3 Miles
Owner Occupied Housing Units	51.6%	54.1%	55.9%
Renter Occupied Housing Units	43.5%	39.9%	38.3%
Vacant Housing Units	4.9%	6.0%	5.8%

### Population

	0.5 Miles	1 Miles	3 Miles
1990 Population	5,232	20,057	157,932
2000 Population	5,477	21,393	167,557
2009 Population	5,722	22,305	178,076
2014 Population	5,922	23,112	184,817
1990-2000 Annual Rate	0.46%	0.65%	0.59%
2000-2009 Annual Rate	0.47%	0.45%	0.66%
2009-2014 Annual Rate	0.69%	0.71%	0.75%

In the identified market area, the current year population is 178,076. In 2000, the Census count in the market area was 167,557. The rate of change since 2000 was 0.66 percent annually. The five-year projection for the population in the market area is 184,817, representing a change of 0.75 percent annually from 2009 to 2014. Currently, the population is 49.0 percent male and 51.0 percent female.

### Households

	0.5 Miles	1 Miles	3 Miles
1990 Households	2,172	8,052	65,805
2000 Households	2,243	8,367	68,786
2009 Households	2,353	8,745	73,255
2014 Households	2,437	9,063	76,019
1990-2000 Annual Rate	0.32%	0.38%	0.44%
2000-2009 Annual Rate	0.52%	0.48%	0.68%
2009-2014 Annual Rate	0.7%	0.72%	0.74%

The household count in this market area has changed from 68,786 in 2000 to 73,255 in the current year, a change of 0.68 percent annually. The five-year projection of households is 76,019, a change of 0.74 percent annually from the current year total. Average household size is currently 2.37, compared to 2.37 in the year 2000. The number of families in the current year is 40,416 in the market area.

### Housing

Currently, 55.9 percent of the 77,754 housing units in the market area are owner occupied; 38.3 percent, renter occupied; and 5.8 percent are vacant. In 2000, there were 72,170 housing units—57.3 percent owner occupied, 38.0 percent renter occupied and 4.7 percent vacant. The rate of change in housing units since 2000 is 0.81 percent. Median home value in the market area is \$263,743, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 4.96 percent annually to \$335,912. From 2000 to the current year, median home value changed by 6.02 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Site Type: Ring	Radius: 0.5 Miles	Radius: 1 Miles	Radius: 3 Miles
<b>Median Household Income</b>			
1990 Median HH Income	\$25,140	\$26,650	\$26,700
2000 Median HH Income	\$36,306	\$40,024	\$41,986
2009 Median HH Income	\$50,817	\$54,883	\$57,145
2014 Median HH Income	\$54,623	\$58,222	\$59,838
1990-2000 Annual Rate	3.74%	4.15%	4.63%
2000-2009 Annual Rate	3.7%	3.47%	3.39%
2009-2014 Annual Rate	1.45%	1.19%	0.93%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$12,494	\$12,529	\$13,363
2000 Per Capita Income	\$17,573	\$19,052	\$21,519
2009 Per Capita Income	\$23,933	\$25,415	\$28,001
2014 Per Capita Income	\$24,795	\$26,302	\$28,987
1990-2000 Annual Rate	3.47%	4.28%	4.88%
2000-2009 Annual Rate	3.4%	3.16%	2.89%
2009-2014 Annual Rate	0.71%	0.69%	0.69%
<b>Average Household Income</b>			
1990 Average Household Income	\$29,391	\$30,028	\$31,575
2000 Average Household Income	\$43,543	\$47,439	\$51,447
2009 Average HH Income	\$59,162	\$62,850	\$66,990
2014 Average HH Income	\$61,240	\$64,918	\$69,294
1990-2000 Annual Rate	4.01%	4.68%	5%
2000-2009 Annual Rate	3.37%	3.09%	2.9%
2009-2014 Annual Rate	0.69%	0.65%	0.68%

### Households by Income

Current median household income is \$57,145 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$59,838 in five years. In 2000, median household income was \$41,986, compared to \$26,700 in 1990.

Current average household income is \$66,990 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$69,294 in five years. In 2000, average household income was \$51,447, compared to \$31,575 in 1990.

Current per capita income is \$28,001 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$28,987 in five years. In 2000, the per capita income was \$21,519, compared to \$13,363 in 1990.

### Population by Employment

Total Businesses	196	707	7,374
Total Employees	2,016	5,143	69,248

Currently, 86.6 percent of the civilian labor force in the identified market area is employed and 13.4 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 91.4 percent of the civilian labor force, and unemployment will be 8.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 68.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 65.7 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 16.9 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 17.5 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 65.3 percent of the market area population drove alone to work, and 4.3 percent worked at home. The average travel time to work in 2000 was 23.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 12.5 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 22.9 percent were high school graduates only (29.8 percent in the U.S.)
- 6.7 percent had completed an Associate degree (7.2 percent in the U.S.)
- 22.1 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 11.9 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)