

7806 SW 30th Ave, Portland OR 97219



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Executive Summary

Prepared By: Chris Johnson, RECS

Site Type: Radius	7806 SW 30th Ave Portland, OR 97219 Radius: .5 mile	7806 SW 30th Ave Portland, OR 97219 Radius: 1 mile	7806 SW 30th Ave Portland, OR 97219 Radius: 3 mile
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2008 Population

Total Population	4,461	15,423	97,023
Male Population	49.0%	48.7%	48.6%
Female Population	51.0%	51.3%	51.4%
Median Age	35.8	37.7	40.5

2008 Income

Median HH Income	\$53,808	\$62,056	\$71,077
Per Capita Income	\$32,863	\$37,171	\$46,074
Average HH Income	\$66,630	\$80,249	\$101,914

2008 Households

Total Households	2,235	7,238	43,407
Average Household Size	2.00	2.11	2.20
1990-2000 Annual Rate	0.58%	0.66%	0.95%

2008 Housing

Owner Occupied Housing Units	44.3%	55.8%	61.6%
Renter Occupied Housing Units	49.7%	38.7%	32.5%
Vacant Housing Units	6.0%	5.6%	5.9%

Population

1990 Population	4,179	14,450	87,738
2000 Population	4,300	15,100	93,364
2008 Population	4,461	15,423	97,023
2013 Population	4,608	15,824	100,882
1990-2000 Annual Rate	0.29%	0.44%	0.62%
2000-2008 Annual Rate	0.45%	0.26%	0.47%
2008-2013 Annual Rate	0.65%	0.51%	0.78%

In the identified market area, the current year population is 97,023. In 2000, the Census count in the market area was 93,364. The rate of change since 2000 was 0.47 percent annually. The five-year projection for the population in the market area is 100,882, representing a change of 0.78 percent annually from 2008 to 2013. Currently, the population is 48.6 percent male and 51.4 percent female.

Households

1990 Households	2,004	6,553	37,676
2000 Households	2,124	7,001	41,398
2008 Households	2,235	7,238	43,407
2013 Households	2,313	7,437	45,225
1990-2000 Annual Rate	0.58%	0.66%	0.95%
2000-2008 Annual Rate	0.62%	0.4%	0.58%
2008-2013 Annual Rate	0.69%	0.54%	0.82%

The household count in this market area has changed from 41,398 in 2000 to 43,407 in the current year, a change of 0.58 percent annually. The five-year projection of households is 45,225, a change of 0.82 percent annually from the current year total. Average household size is currently 2.20, compared to 2.22 in the year 2000. The number of families in the current year is 23,969 in the market area.

Housing

Currently, 61.6 percent of the 46,106 housing units in the market area are owner occupied; 32.5 percent, renter occupied; and 5.9 percent are vacant. In 2000, there were 43,551 housing units— 60.5 percent owner occupied, 34.4 percent renter occupied and 5.1 percent vacant. The rate of change in housing units since 2000 is 0.69 percent. Median home value in the market area is \$406,958, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.46 percent annually to \$437,651. From 2000 to the current year, median home value changed by 7.9 percent annually.



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Median Household Income

1990 Median HH Income	\$27,431	\$30,968	\$37,590
2000 Median HH Income	\$40,402	\$48,134	\$55,984
2008 Median HH Income	\$53,808	\$62,056	\$71,077
2013 Median HH Income	\$63,972	\$70,203	\$78,781
1990-2000 Annual Rate	3.95%	4.51%	4.06%
2000-2008 Annual Rate	3.53%	3.13%	2.94%
2008-2013 Annual Rate	3.52%	2.5%	2.08%

Per Capita Income

1990 Per Capita Income	\$14,371	\$16,940	\$23,203
2000 Per Capita Income	\$25,303	\$29,259	\$35,305
2008 Per Capita Income	\$32,863	\$37,171	\$46,074
2013 Per Capita Income	\$37,342	\$42,881	\$54,274
1990-2000 Annual Rate	5.82%	5.62%	4.29%
2000-2008 Annual Rate	3.22%	2.94%	3.28%
2008-2013 Annual Rate	2.59%	2.9%	3.33%

Average Household Income

1990 Average Household Income	\$30,934	\$37,382	\$53,459
2000 Average Household Income	\$52,291	\$63,085	\$78,364
2008 Average HH Income	\$66,630	\$80,249	\$101,914
2013 Average HH Income	\$75,520	\$92,498	\$119,847
1990-2000 Annual Rate	5.39%	5.37%	3.9%
2000-2008 Annual Rate	2.98%	2.96%	3.24%
2008-2013 Annual Rate	2.54%	2.88%	3.29%

Households by Income

Current median household income is \$71,077 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$78,781 in five years. In 2000, median household income was \$55,984, compared to \$37,590 in 1990.

Current average household income is \$101,914 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$119,847 in five years. In 2000, average household income was \$78,364, compared to \$53,459 in 1990.

Current per capita income is \$46,074 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$54,274 in five years. In 2000, the per capita income was \$35,305, compared to \$23,203 in 1990.

Population by Employment

Total Businesses	433	1,159	6,044
Total Employees	2,593	7,017	59,751

Currently, 95.8 percent of the civilian labor force in the identified market area is employed and 4.2 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 95.9 percent of the civilian labor force, and unemployment will be 4.1 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 71.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

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

- 79.9 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 10.2 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 9.9 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 72.6 percent of the market area population drove alone to work, and 6.0 percent worked at home. The average travel time to work in 2000 was 20.5 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 3.9 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 11.5 percent were high school graduates only (29.6 percent in the U.S.)
- 6.1 percent had completed an Associate degree (7.2 percent in the U.S.)
- 34.6 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 24.6 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)