COMMERCIAL TRADE AREA REPORT

Portland, Oregon

Presented by

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Metro Realty
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Anytown, UT 96543
Criteria Used for Analysis

Income:
- Median Household Income: $53,734

Age:
- Median Age: 37.0

Population Stats:
- Total Population: 620,564

Segmentation:
- 1st Dominant Segment: Emerald City

Consumer Segmentation

Life Mode
- What are the people like that live in this area?
  - Middle Ground
    - Lifestyles of thirtysomethings

Urbanization
- Where do people like this usually live?
  - Metro Cities
    - Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Emerald City</th>
<th>Front Porches</th>
<th>Metro Renters</th>
<th>Urban Chic</th>
<th>Parks and Rec</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Households</td>
<td>64,556 (24.7%)</td>
<td>38,056 (14.5%)</td>
<td>37,923 (14.5%)</td>
<td>19,122 (7.3%)</td>
<td>11,663 (4.5%)</td>
</tr>
<tr>
<td>% of Multnomah County</td>
<td>63,743 (20.3%)</td>
<td>44,676 (14.2%)</td>
<td>37,596 (11.9%)</td>
<td>20,428 (6.5%)</td>
<td>14,054 (4.5%)</td>
</tr>
<tr>
<td>Lifestyle Group</td>
<td>Middle Ground</td>
<td>Middle Ground</td>
<td>Uptown Individuals</td>
<td>Principal Urban Centers</td>
<td>Metro Cities</td>
</tr>
<tr>
<td>Urbanization Group</td>
<td>Metro Cities</td>
<td>Metro Cities</td>
<td>Principal Urban Centers</td>
<td>Suburban Periphery</td>
<td>Metro Cities</td>
</tr>
<tr>
<td>Residence Type</td>
<td>Multi-Units; Single Family</td>
<td>Multi-Units; Single Family</td>
<td>Multi-Unit Rentals</td>
<td>Single Family</td>
<td>Single Family</td>
</tr>
<tr>
<td>Household Type</td>
<td>Singles</td>
<td>Married Couples</td>
<td>Singles</td>
<td>Married Couples</td>
<td>Married Couples</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.05</td>
<td>2.55</td>
<td>1.66</td>
<td>2.37</td>
<td>2.49</td>
</tr>
<tr>
<td>Median Age</td>
<td>36.6</td>
<td>34.2</td>
<td>31.8</td>
<td>38.4</td>
<td>40.3</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>48.1</td>
<td>70.4</td>
<td>59.3</td>
<td>45.2</td>
<td>47.5</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$52,000</td>
<td>$39,000</td>
<td>$52,000</td>
<td>$98,000</td>
<td>$55,000</td>
</tr>
<tr>
<td>Median Net Worth</td>
<td>$37,000</td>
<td>$21,000</td>
<td>$14,000</td>
<td>$226,000</td>
<td>$98,000</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$465,000</td>
<td>$465,000</td>
<td>$465,000</td>
<td>$465,000</td>
<td>$465,000</td>
</tr>
<tr>
<td>Homeownership</td>
<td>49.6 %</td>
<td>47.8 %</td>
<td>20.8 %</td>
<td>66.7 %</td>
<td>70.7 %</td>
</tr>
<tr>
<td>Average Monthly Rent</td>
<td>$1,030</td>
<td>$890</td>
<td>$1,310</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Employment</td>
<td>Professional or Management</td>
<td>Services, Professional or Administration</td>
<td>Professional or Management</td>
<td>Professional or Management</td>
<td>Professional, Management or Administration</td>
</tr>
<tr>
<td>Education</td>
<td>College Degree</td>
<td>High School Graduate</td>
<td>College Degree</td>
<td>College Degree</td>
<td>High School Graduate</td>
</tr>
<tr>
<td>Financial</td>
<td>Contribute to NPR, PBS</td>
<td>Have loans to pay bills</td>
<td>Spend wages on rent</td>
<td>Own healthy portfolios</td>
<td>Budget wisely</td>
</tr>
<tr>
<td>Media</td>
<td>Read books, magazines on tablets</td>
<td>Watch Comedy Central, Nickelodeon, PBS Kids Sprout</td>
<td>Active on Facebook, Twitter, YouTube, LinkedIn</td>
<td>Shop, bank online</td>
<td>Watch Animal Planet, Discovery, History Channel</td>
</tr>
<tr>
<td>Vehicle</td>
<td>Take public transportation</td>
<td>Enjoy fun-to-drive cars</td>
<td>Take public transportation, taxis, walk bike</td>
<td>Choose luxury imports</td>
<td>Own domestic truck or SUV</td>
</tr>
</tbody>
</table>

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Who We Are
Emerald City’s denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the U.S. median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the “foodie” culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Our Neighborhood
- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and non-family types make up over half of all households.
- Median home value and average rent are slightly above the U.S. levels; around half of owned homes are worth $150,000-$300,000.

Socioeconomic Traits
- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

Market Profile
- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe’s and Whole Foods.
- Budget time—utilize home cleaning services so there’s time for yoga.
- Use the web for professional networking, blogging and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

An overview of who makes up this segment across the United States

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.
Who We Are
Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the U.S. Half of householders are renters, and many of the homes are older townhomes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the U.S. average, and many families have taken out loans to make ends meet.

Our Neighborhood
- Nearly one in five homes is a duplex, triplex or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

Socioeconomic Traits
- Composed of a blue-collar workforce with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

Market Profile
- Go online for gaming, online dating and chat rooms.
- Use their cell phones to redeem mobile coupons and listen to hip hop and R&B music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, indoor water parks, bingo and video games.
- Watch Comedy Central, Nickelodeon and PBS Kids Sprout.

An overview of who makes up this segment across the United States

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Who We Are
Residents in the highly mobile and educated Metro Renters market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Residents’ income is close to the U.S. average, but they spend a large portion of their wages on rent, clothes and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood
- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking and biking are popular ways to navigate the city.

Socioeconomic Traits
- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

Market Profile
- Enjoy wine at bars and restaurants.
- Shop at Trader Joe’s and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates and downhill skiing.
An overview of who makes up this segment across the United States

#### Who We Are

Urban Chic residents are professionals who live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families, and about 30 percent are singles. These are busy, well-connected and well-educated consumers—avid readers and moviegoers, environmentally active and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

#### Our Neighborhood

- More than half of Urban Chic households include married couples; 30% are singles.
- Average household size is slightly lower than average at 2.37.
- Homes range from prewar to recent construction, high-rise to single family.
- Over 60% of householders live in single-family homes, more than one in four live in multi-unit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common.

#### Socioeconomic Traits

- Well educated, more than 60% of residents hold a bachelor's degree or higher.
- Unemployment rate is well below average at 5%; labor force participation is higher at 69%.
- Residents are employed in white-collar occupations—in managerial, technical and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking and staying current—a top market for Apple computers.

#### Market Profile

- Shop at Trader Joe’s, Costco or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking and tennis.

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**About this segment**

**Urban Chic**

<table>
<thead>
<tr>
<th>Dominant Segment</th>
<th>#4</th>
<th>This area</th>
<th>7.3%</th>
<th>In the United States</th>
<th>1.3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>of households fall into this segment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.
About this segment

Parks and Rec

An overview of who makes up this segment across the United States

Who We Are

Practical Parks and Rec suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and townhomes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

Our Neighborhood

- Homes are primarily owner-occupied, single-family residences built prior to 1970; townhomes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the U.S. distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.49, but this market is also a bit older.

Socioeconomic Traits

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The workforce is diverse: professionals in health care, retail trade and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the U.S.
- These practical residents tend to use their cell phones for calls and texting only.

Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy domestic SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pastime at home watching documentaries on Animal Planet, Discovery or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Between trips to the casinos, they gamble on lottery tickets and practice their blackjack and poker skills online.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim or run.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.
### Total Population

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>620,554</td>
<td>762,158</td>
<td>4,029,968</td>
</tr>
<tr>
<td>2021</td>
<td>655,848</td>
<td>823,140</td>
<td>4,218,101</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

### Population Density

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>4,275.7</td>
<td>3,637.8</td>
<td>1,788.9</td>
</tr>
<tr>
<td>2021</td>
<td>4,519.8</td>
<td>4,137.8</td>
<td>1,858.9</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

### Population Change Since 2010

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>6.38%</td>
<td>6.07%</td>
<td>5.19%</td>
</tr>
<tr>
<td>2021</td>
<td>5.69%</td>
<td>5.55%</td>
<td>4.57%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

### Average Household Size

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>2.31</td>
<td>2.35</td>
<td>2.48</td>
</tr>
<tr>
<td>2021</td>
<td>2.32</td>
<td>2.39</td>
<td>2.45</td>
</tr>
</tbody>
</table>
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2021 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>393,230</td>
<td></td>
</tr>
<tr>
<td>Multnomah County</td>
<td>568,772</td>
<td></td>
</tr>
<tr>
<td>Oregon</td>
<td>3,013,279</td>
<td>3,139,733</td>
</tr>
</tbody>
</table>

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>50.4%</td>
<td>49.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multnomah County</td>
<td>50.3%</td>
<td>49.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oregon</td>
<td>50.4%</td>
<td>49.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Portland, Oregon: Age Comparison

Median Age
This chart shows the median age in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2021 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>37.0</td>
<td></td>
</tr>
<tr>
<td>Multnomah County</td>
<td>36.7</td>
<td></td>
</tr>
<tr>
<td>Oregon</td>
<td>35.9</td>
<td></td>
</tr>
</tbody>
</table>

Population by Age
This chart breaks down the population of an area by age group.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

- **Children**: 19.5% (2016), 19.5% (2021)
- **Tweens**: 3.0% (2016), 3.0% (2021)
- **Teens**: 7.1% (2016), 6.5% (2021)
- **20s**: 15.4% (2016), 15.4% (2021)
- **30s**: 17.6% (2016), 17.1% (2021)
- **40s**: 13.7% (2016), 13.5% (2021)
- **50s**: 12.8% (2016), 12.1% (2021)
- **60s**: 19.5% (2016), 19.9% (2021)
- **70s**: 4.8% (2016), 6.5% (2021)
- **Over 80**: 3.2% (2016), 3.3% (2021)
Portland, Oregon: Marital Status Comparison

Married / Unmarried Adults Ratio
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

Married
This chart shows the number of people in an area who are married, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

Never Married
This chart shows the number of people in an area who have never been married, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

Widowed
This chart shows the number of people in an area who are widowed, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

Divorced
This chart shows the number of people in an area who are divorced, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually
### Portland, Oregon: Economic Comparison

#### Average Household Income

- **Portland**: $76,823
- **Multnomah County**: $65,459
- **Oregon**: $66,219

Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

#### Median Household Income

- **Portland**: $53,734
- **Multnomah County**: $41,532
- **Oregon**: $52,136

Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

#### Per Capita Income

- **Portland**: $35,113
- **Multnomah County**: $26,144
- **Oregon**: $26,424

Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

#### Average Disposable Income

- **Portland**: $55,719
- **Multnomah County**: $54,431
- **Oregon**: $52,466

Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually
Unemployment Rate
This chart shows the unemployment trend in an area, compared with other geographies.
Data Source: Bureau of Labor Statistics via 3DL
Update Frequency: Monthly

Employment Count by Industry
This chart shows industries in an area and the number of people employed in each category.
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>53,572</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>34,732</td>
</tr>
<tr>
<td>Accommodation and Food</td>
<td>34,269</td>
</tr>
<tr>
<td>Education</td>
<td>32,777</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>32,466</td>
</tr>
<tr>
<td>Professional, Scientific and Technical</td>
<td>32,224</td>
</tr>
<tr>
<td>Other</td>
<td>17,834</td>
</tr>
<tr>
<td>Construction</td>
<td>13,603</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>12,608</td>
</tr>
<tr>
<td>Public Administration</td>
<td>11,941</td>
</tr>
<tr>
<td>Administrative Support and Waste Management</td>
<td>11,633</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>10,799</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>9,824</td>
</tr>
<tr>
<td>Arts, Entertainment and Recreation</td>
<td>8,852</td>
</tr>
<tr>
<td>Real Estate, Rental and Leasing</td>
<td>6,951</td>
</tr>
<tr>
<td>Information</td>
<td>6,905</td>
</tr>
<tr>
<td>Utilities</td>
<td></td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td></td>
</tr>
<tr>
<td>Business Management</td>
<td></td>
</tr>
<tr>
<td>Mining</td>
<td></td>
</tr>
</tbody>
</table>
Portland, Oregon: Education Comparison

Less than 9th Grade
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0%</td>
<td>4.3%</td>
<td>4.3%</td>
<td></td>
</tr>
</tbody>
</table>

Some High School
This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.7%</td>
<td>5.1%</td>
<td>6.2%</td>
<td></td>
</tr>
</tbody>
</table>

High School GED
This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2%</td>
<td>3.7%</td>
<td>4.7%</td>
<td></td>
</tr>
</tbody>
</table>

High School Graduate
This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.4%</td>
<td>14.4%</td>
<td>16.0%</td>
<td></td>
</tr>
</tbody>
</table>

Some College
This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2016
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>Multnomah County</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.6%</td>
<td>22.0%</td>
<td>26.6%</td>
<td></td>
</tr>
</tbody>
</table>
### Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>7.2%</td>
</tr>
<tr>
<td>Multnomah County</td>
<td>7.0%</td>
</tr>
<tr>
<td>Oregon</td>
<td>8.7%</td>
</tr>
</tbody>
</table>

### Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>27.6%</td>
</tr>
<tr>
<td>Multnomah County</td>
<td>24.5%</td>
</tr>
<tr>
<td>Oregon</td>
<td>26.1%</td>
</tr>
</tbody>
</table>

### Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>18.4%</td>
</tr>
<tr>
<td>Multnomah County</td>
<td>16.2%</td>
</tr>
<tr>
<td>Oregon</td>
<td>12.0%</td>
</tr>
</tbody>
</table>
Portland, Oregon: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly
Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2016
Update Frequency: Annually