MarketLink Report

Location Feasibility
Completed: February 2016

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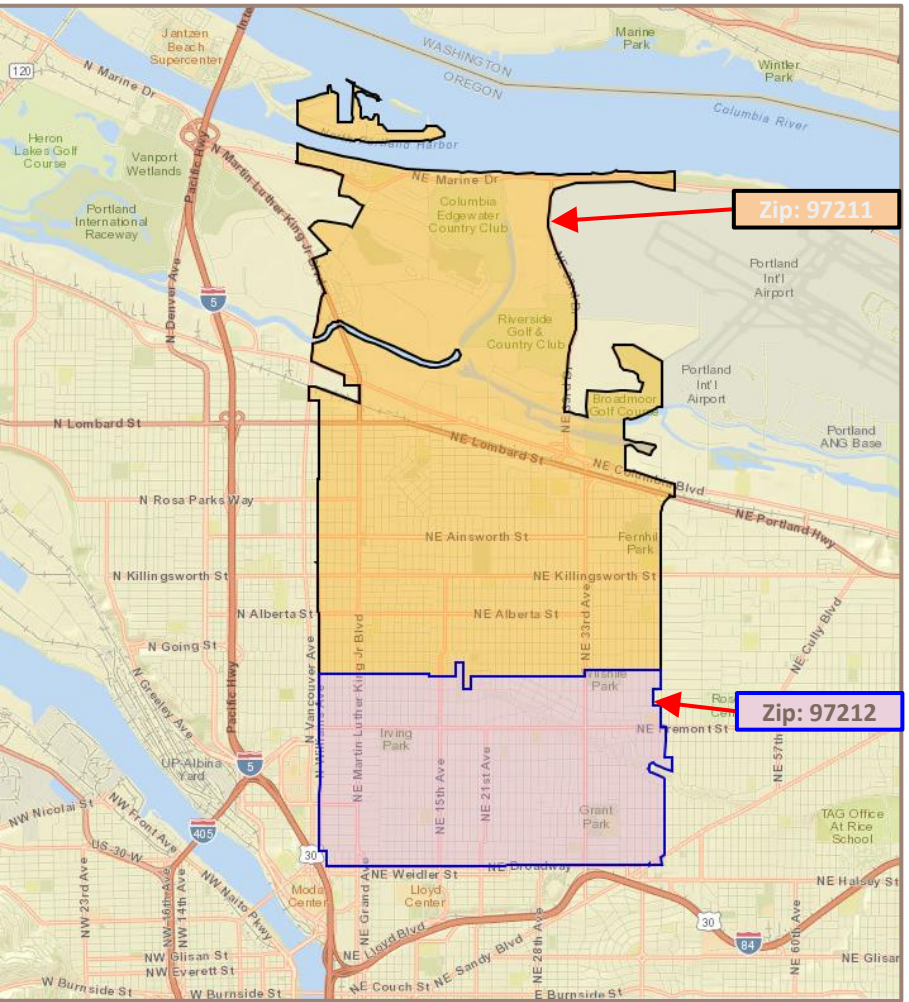
Location: 97211 and 97212 Zip Codes



MarketLink Deliverables

- Demographic Overview
- Community Profile
- Market Potential
- Household Budget Expenditure
- Retail Market Potential
- Average Daily Traffic Volume
- Business Summary
- Business Distribution Map
- Business by Industry Group

MarketLink Deliverables: Market Opportunities

Zip Code 97212: retail trade and food and drinks sales leakage

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$583,574,331	$185,385,057	$398,189,274	51.8	158
Total Retail Trade	44-45	$526,690,139	$159,033,004	$367,657,135	53.6	105
Total Food & Drink	722	$56,884,192	$26,352,053	$30,532,139	36.7	53

Leakage

Zip Code 97211: retail trade and food and drinks sales leakage

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$498,524,046	$559,964,006	-$61,439,960	-5.8	333
Total Retail Trade	44-45	$450,695,962	$496,824,657	-$46,128,695	-4.9	204
Total Food & Drink	722	$47,828,084	$63,139,349	-$15,311,265	-13.8	129

Surplus

NE MLK Jr Blv. Portland, OR [walking time within 10, 15, and 20 minutes]: retail trade and food and drinks sales leakage

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$22,906,147	$310,206,081	-$287,299,934	-86.2	106
Total Retail Trade	44-45	$20,557,862	$281,558,751	-$261,000,889	-86.4	61
Total Food & Drink	722	$2,348,285	$28,647,330	-$26,299,045	-84.8	45

Surplus

Data Source: Esri 2016

→ ***Supply (retail sales)*** *estimates* ***sales to consumers*** *only by business establishments.*

→ ***Demand (retail potential)*** *estimates the expected amount spent by consumer at retail establishments.*

→ ***The Leakage/Surplus Factor present a snapshot of retail opportunity****. It is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus)*

A positive value represents "leakage' of retail opportunity outside the trade area.

A negative value represent a surplus of retail sales, a market where customers are drawn from outside the trade area.

→ ***The Retail Gap*** *represents the difference between retail Potential and Retail Sales.*

Retail leakage occurs *when local people are spending more for goods, than local businesses actually acquire.*

Market Opportunities: NE MLK Blvd Portland, OR

Retail

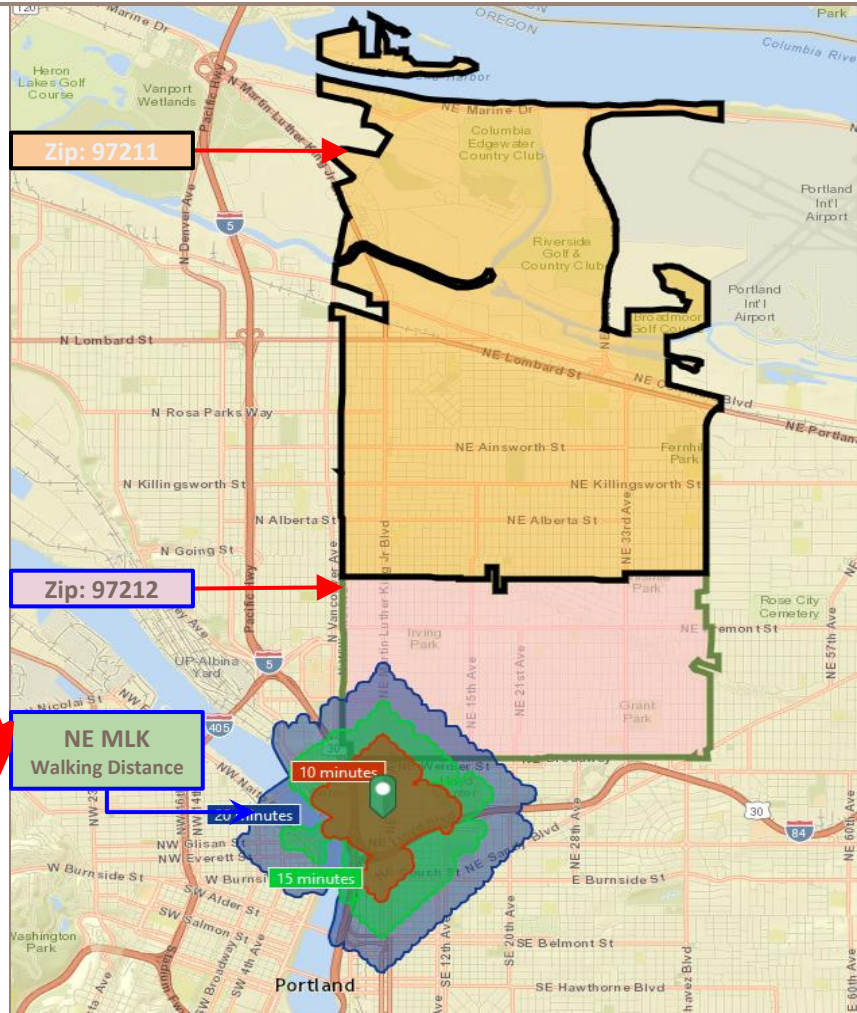
- Speciality, Natural Food Store for Fresh Produce
- Fresh Juice, Ice Cream, Dessert Cafe
- Health Vitamin Store/Pharmacy
- Florists, Party Supply Store

Services

- Family Friendly Entertainment i.e. Art Gallery, Cultural Performance, Cooking Class
- Bookstore, Scrapbooking Store, Creative Art Supply Store
- After School Youth Educational Program
- Languages School

Office Space

- Creative Meeting Space
- Immigration Lawyer, Tax and Payroll Services



Demographics Overview

Community Profile
Zip Code: 97211
Zip Code: 97212

Community Profile
Zip Code: 97211
Zip Code: 97212

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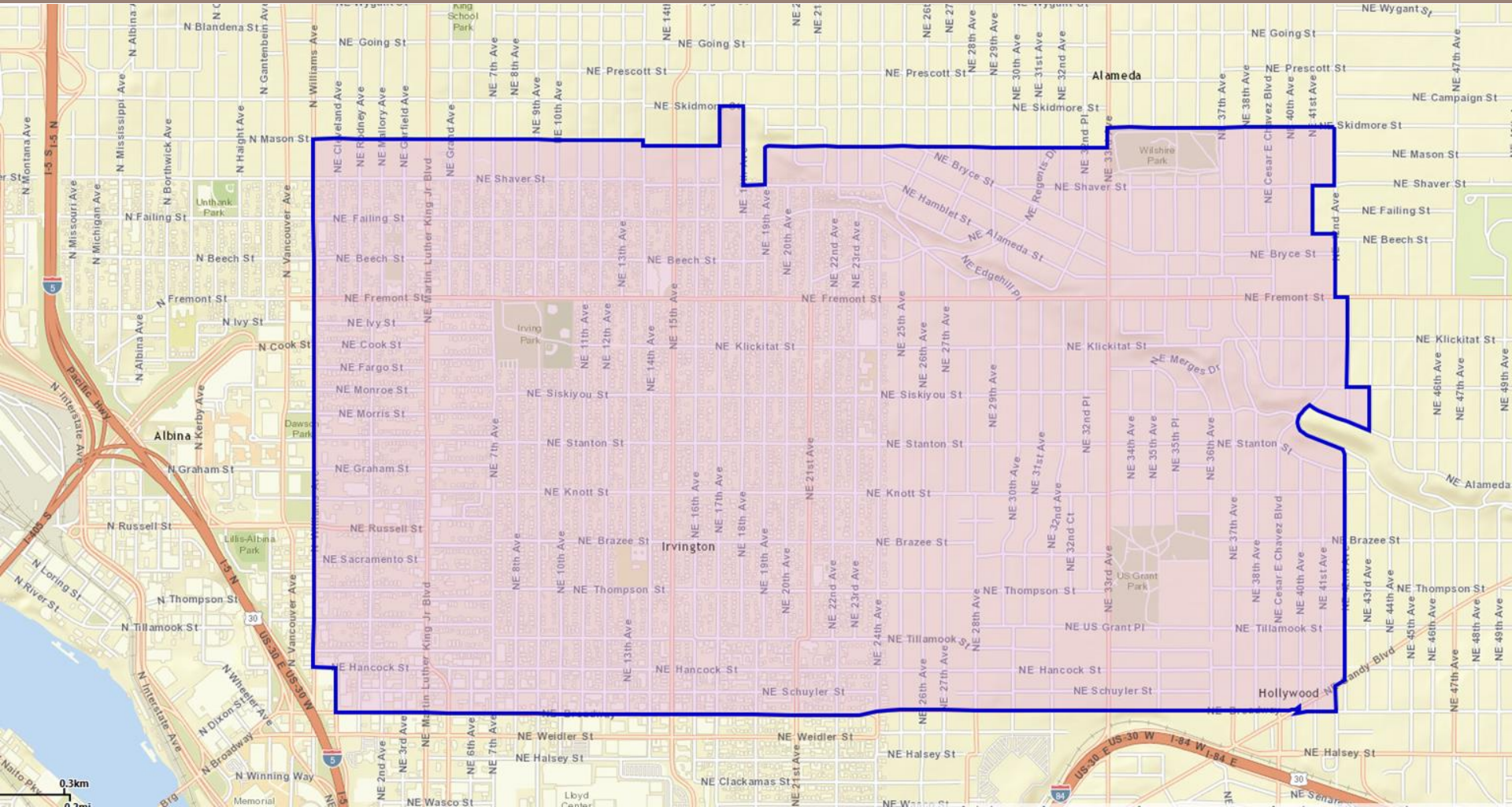
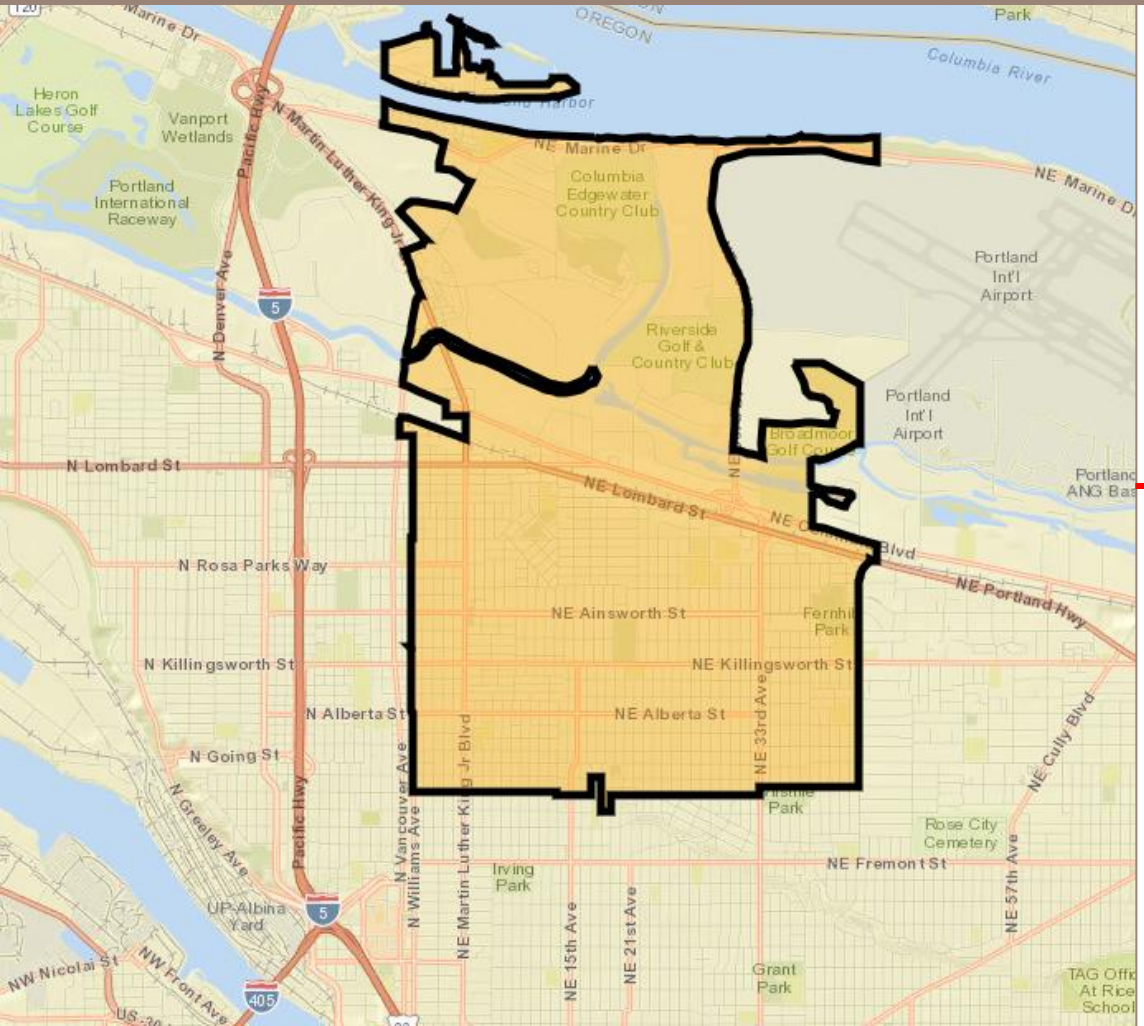
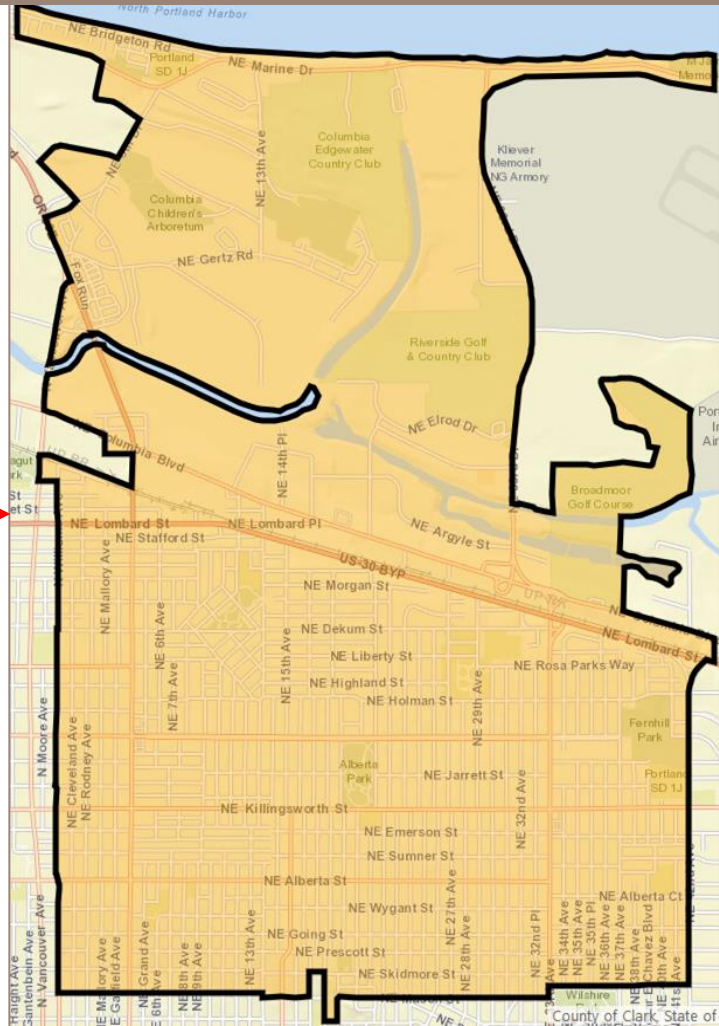
Zip Code 97212



Zip Code 97211





Community Profile: Total Population

2015 Population Comparison:

2015 total population: 26,014 in 97212 and 33,323 in 97211 zip code

Sites	2015 Total Population	2015 Household Population	2015 Family Population
97212 (Portland)	26,014	25,823	17,475
97211 (Portland)	33,323	32,156	19,922
Portland	26,014	25,823	17,475
Multnomah County	762,284	743,007	508,878
Oregon	3,953,654	3,865,959	2,962,478
United States	318,536,439	310,485,401	250,048,968

2020 Population Projection

2020 total population: 27,473 in 97212 and 34,929 in 97211 zip code

Sites	2020 Total Population	2020 Household Population	2020 Family Population
97212 (Portland)	27,473	27,282	18,298
97211 (Portland)	34,929	33,762	20,782
Portland	27,473	27,282	18,298
Multnomah County	799,111	779,834	530,612
Oregon	4,101,646	4,013,951	3,060,939
United States	330,622,575	322,571,537	259,104,285

2015 Housing:

2015 vacant units: 495 in 97212 and 826 in 97211 zip code

Sites	2015 Owner Occupied Housing Units	2015 Renter Occupied Housing Units	2015 Vacant Housing Units
97212 (Portland)	6,847	4,374	495
97211 (Portland)	8,480	4,986	826
Portland	6,847	4,374	495
Multnomah County	163,862	152,926	20,850
Oregon	944,524	631,231	163,341
United States	76,019,723	44,726,626	15,780,957

2020 Housing:

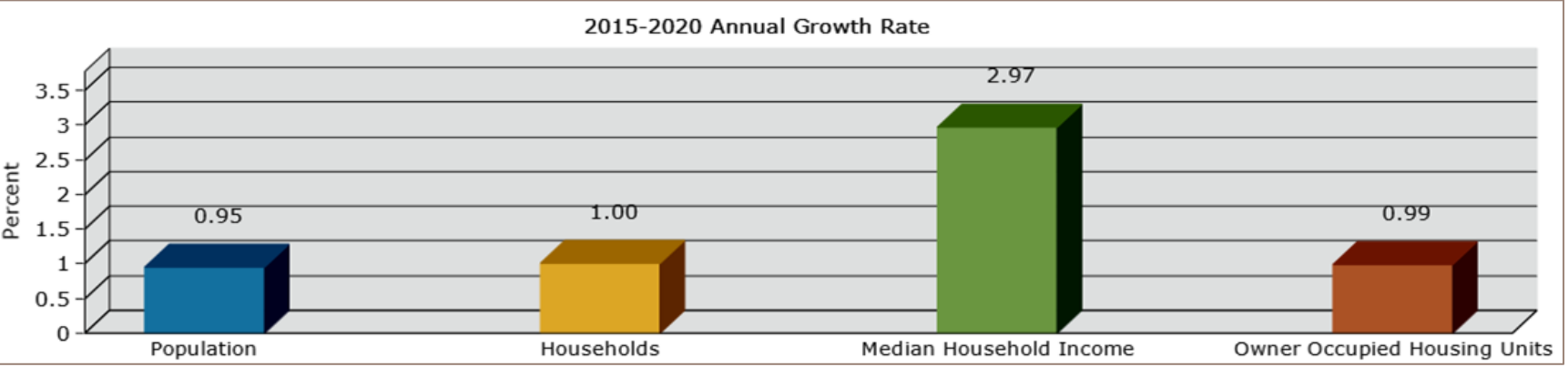
Sites	2020 Owner Occupied Housing Units	2020 Renter Occupied Housing Units	2020 Vacant Housing Units
97212 (Portland)	7,187	4,682	524
97211 (Portland)	8,908	5,246	870
Portland	7,187	4,682	524
Multnomah County	171,467	161,294	21,617
Oregon	980,249	659,077	170,182
United States	78,734,306	46,743,256	16,318,166

The vacancy rate is a useful metric for evaluating a rental property. High vacancy rates indicate that the property is not renting well; low vacancy rates indicates strong rental sales.

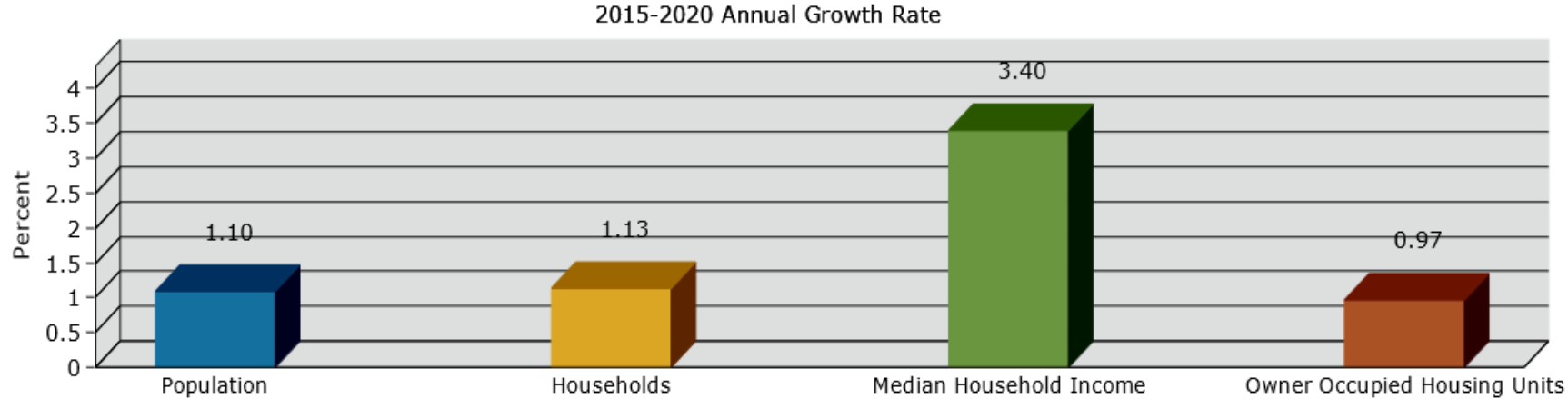
The 2020 projected vacancy rate for the study area is very low:
→ 2020 projected vacant Housing Units in zip 97211 is 870 (16.58%)
→ 2020 projected vacant housing units in zip code 97212 is 524 (11.19%)

Community Profile: Total Population

2015- 2020 Annual Growth Rate Zip Code 97211: Owner Occupied Units Annual Growth Rate is higher (0.99%) compared to Zip code 97212

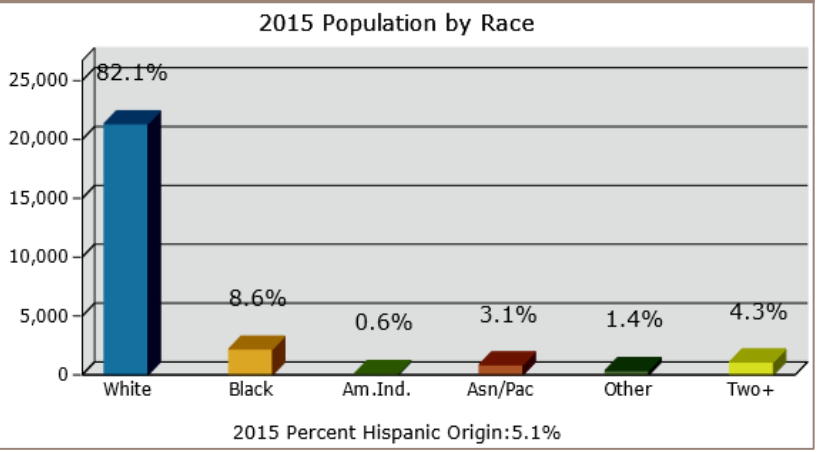


2015- 2020 Annual Growth Rate Zip Code 97212: Population, Households, and Median Household Income annual growth rate is relatively higher than 97211 zip code

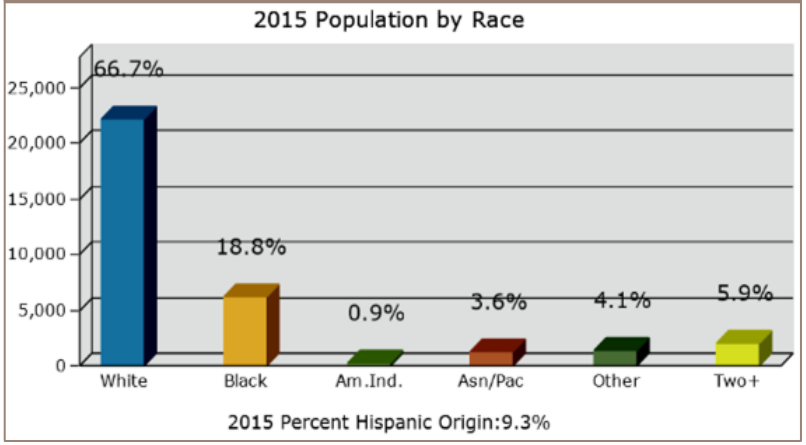


2015 Population by Race and Age

2015 Population by Race: 97212



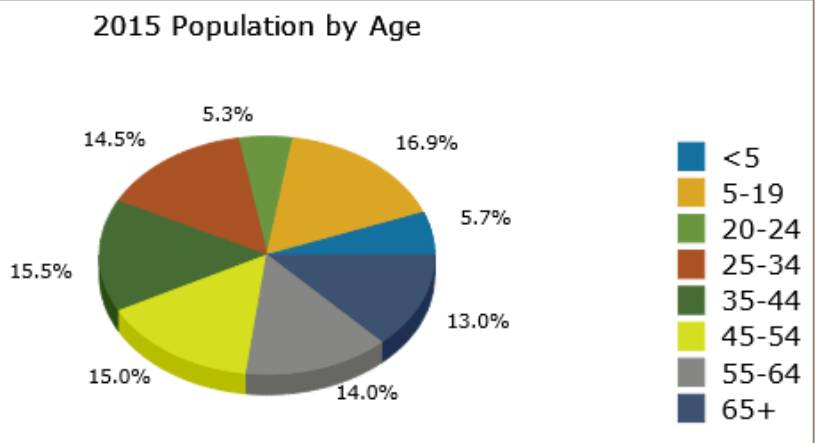
2015 Population by Race: 97211



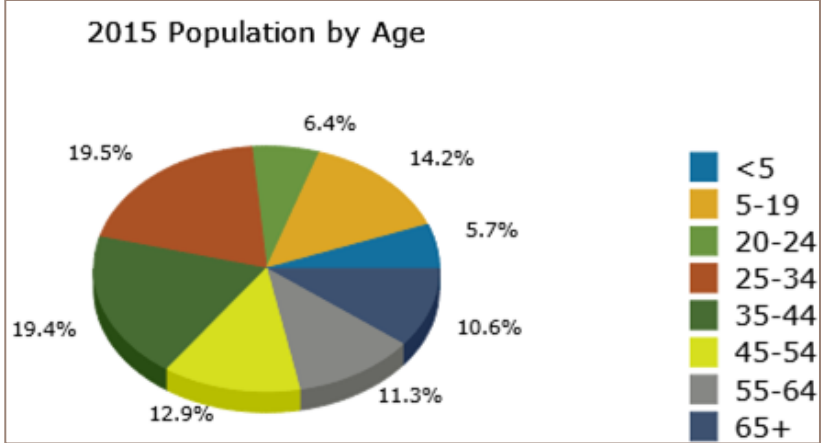
→ The total number of White population is higher in 97212 zip code.

→ The total number of Black population is higher in 97211 zip code.

2015 Population by Age: 97212



2015 Population by Age: 97211



→ The total number of population aged 25-34 is higher in 97211 zip code.

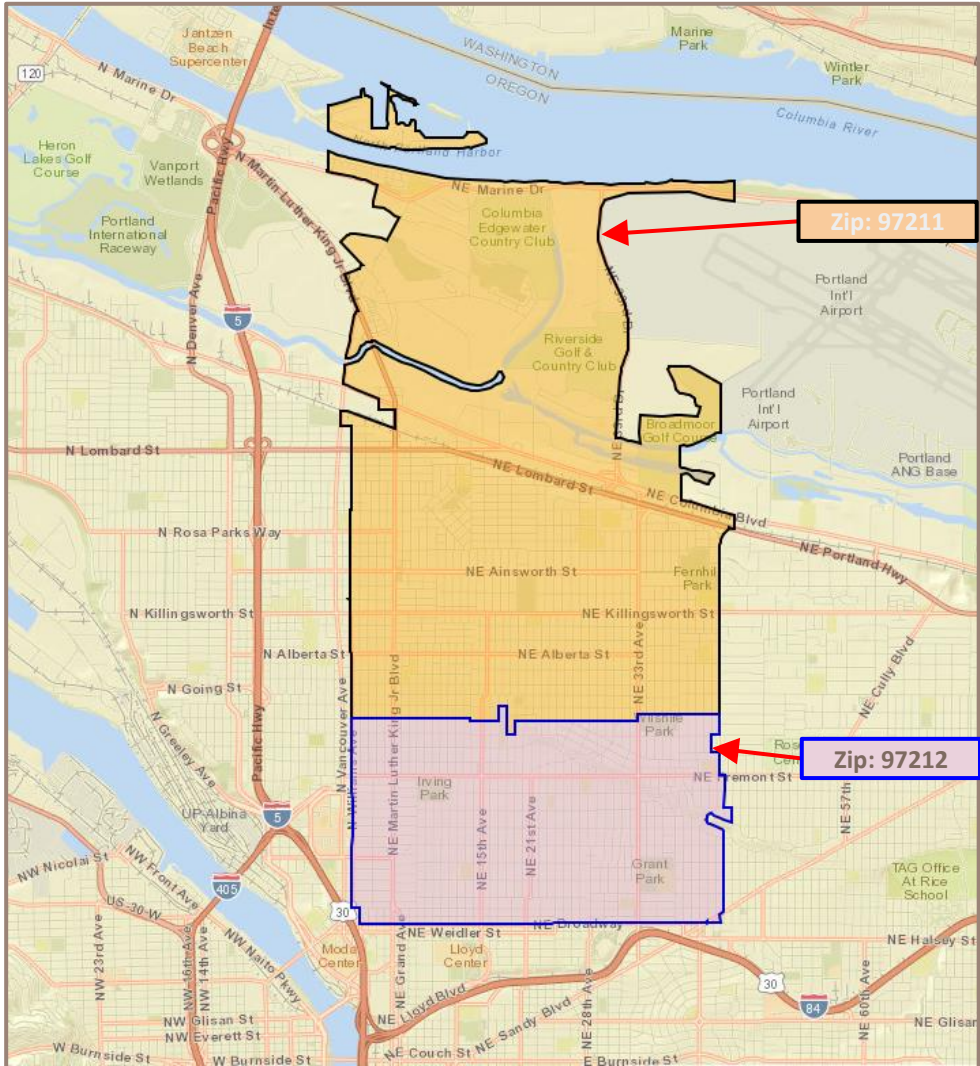
→ The total number of population aged 5-19 is higher in 97212 zip code.

2020 Projection: 97211	
2020 Population by Age	
Total	34,929
0 - 4	5.5%
5 - 9	4.9%
10 - 14	4.7%
15 - 24	10.8%
25 - 34	18.6%
35 - 44	17.9%
45 - 54	13.8%
55 - 64	11.2%
65 - 74	8.2%
75 - 84	3.2%
85 +	1.1%
18 +	82.5%
2010 Population by Sex	
Males	15,859
Females	16,410
2015 Population by Sex	
Males	16,356
Females	16,967
2020 Population by Sex	
Males	17,179
Females	17,750

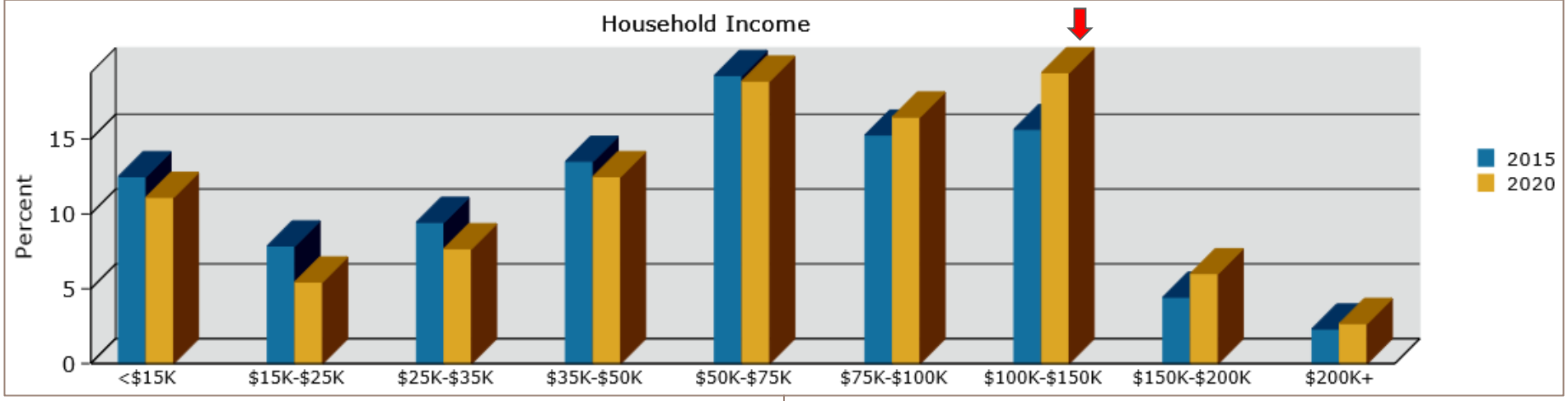
2020 Projection: 97212	
2020 Population by Age	
Total	27,473
0 - 4	5.4%
5 - 9	5.8%
10 - 14	5.9%
15 - 24	10.8%
25 - 34	14.7%
35 - 44	13.7%
45 - 54	15.1%
55 - 64	12.4%
65 - 74	11.1%
75 - 84	3.7%
85 +	1.4%
18 +	79.9%
2010 Population by Sex	
Males	12,011
Females	12,855
2015 Population by Sex	
Males	12,642
Females	13,372
2020 Population by Sex	
Males	13,400
Females	14,073

2020 Projection: 97211	
2020 Population by Race/Ethnicity	
Total	34,929
White Alone	66.0%
Black Alone	18.3%
American Indian Alone	0.9%
Asian Alone	3.4%
Pacific Islander Alone	0.6%
Some Other Race Alone	4.4%
Two or More Races	6.4%
Hispanic Origin	10.1%
Diversity Index	61.5

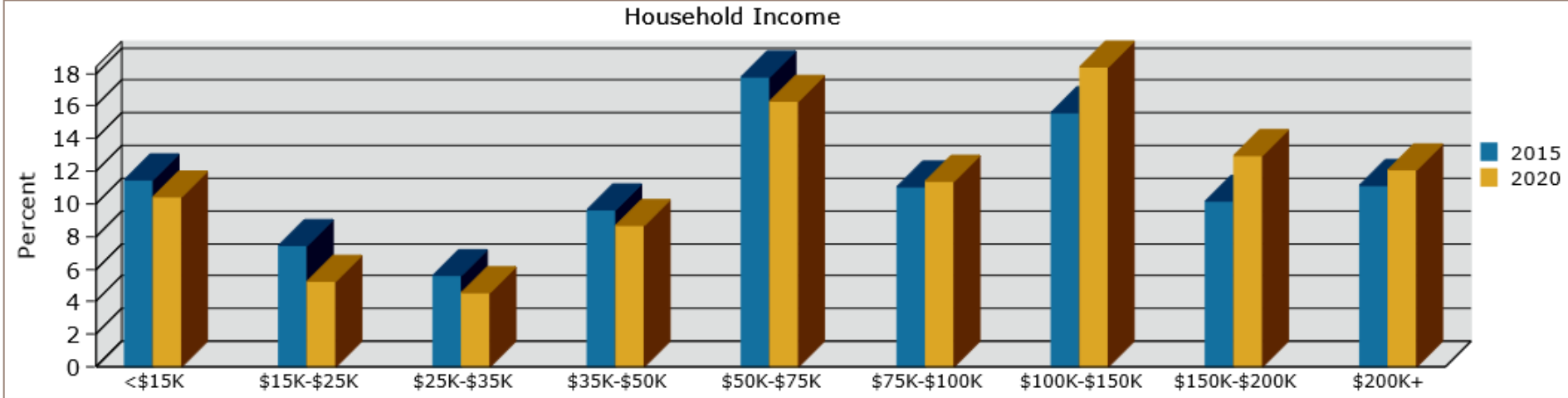
2020 Projection: 97212	
2020 Population by Race/Ethnicity	
Total	27,473
White Alone	81.4%
Black Alone	8.5%
American Indian Alone	0.6%
Asian Alone	3.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.5%
Two or More Races	4.7%
Hispanic Origin	5.6%
Diversity Index	40.0



2015, 2020 Household Income: 97211



2015, 2020 Household Income: 97212



Zip Code: 97211

Net Worth: 97211

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	32,269	33,323	34,929	1,606	0.95%
Median Age	35.5	37.0	37.9	0.9	0.48%
Households	12,955	13,466	14,154	688	1.00%
Average Household Size	2.40	2.39	2.39	0.00	0.00%

2015 Total Population by Age
<25 (374)
25-34 (2,631)
35-44 (3,420)
45-54 (2,413)
55-64 (2,276)
65-74 (1,489)
75+ (863)

2015 Households by Net Worth	Number	Percent
Total	13,466	100.0%
<$15,000	4,358	32.4%
$15,000-$34,999	1,177	8.7%
$35,000-$49,999	617	4.6%
$50,000-$74,999	999	7.4%
$75,000-$99,999	676	5.0%
$100,000-$149,999	892	6.6%
$150,000-$249,999	1,274	9.5%
$250,000-$500,000	1,766	13.1%
$500,000+	1,707	12.7%

Median Net Worth	$62,837
Average Net Worth	$357,981

	Number of Households						
2015 Net Worth by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	374	2,631	3,420	2,413	2,276	1,489	863
<$15,000	266	1,450	1,112	645	506	224	155
$15,000-$34,999	73	373	339	175	134	47	36
$35,000-$49,999	9	161	216	89	81	49	12
$50,000-$99,999	11	299	588	325	220	134	98
$100,000-$149,999	7	116	274	172	167	112	44
$150,000-$249,999	8	110	354	247	235	170	150
$250,000+	0	122	537	760	933	753	368
Median Net Worth	$10,545	$13,609	$52,151	$93,646	$159,143	$250,001	$197,082
Average Net Worth	$23,038	$62,852	$204,140	$368,756	$622,625	$853,270	$429,917

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.

Zip Code: 97212

Average net worth is relatively higher for 97212 zip code compared to 97211.

2015 Total Population by Age

<25 (359)
25-34 (1,674)
35-44 (2,234)
45-54 (2,268)
55-64 (2,276)
65-74 (1,622)
75+ (788)

Net Worth: 97212

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	24,866	26,014	27,473	1,459	1.10%
Median Age	39.0	40.2	40.3	0.1	0.05%
Households	10,688	11,221	11,869	648	1.13%
Average Household Size	2.31	2.30	2.30	0.00	0.00%

2015 Households by Net Worth	Number	Percent
Total	11,221	100.0%
<$15,000	3,302	29.4%
$15,000-$34,999	725	6.5%
$35,000-$49,999	369	3.3%
$50,000-$74,999	546	4.9%
$75,000-$99,999	376	3.4%
$100,000-$149,999	578	5.2%
$150,000-$249,999	694	6.2%
$250,000-$500,000	1,319	11.8%
$500,000+	3,312	29.5%

Median Net Worth	$122,136
Average Net Worth	$892,861

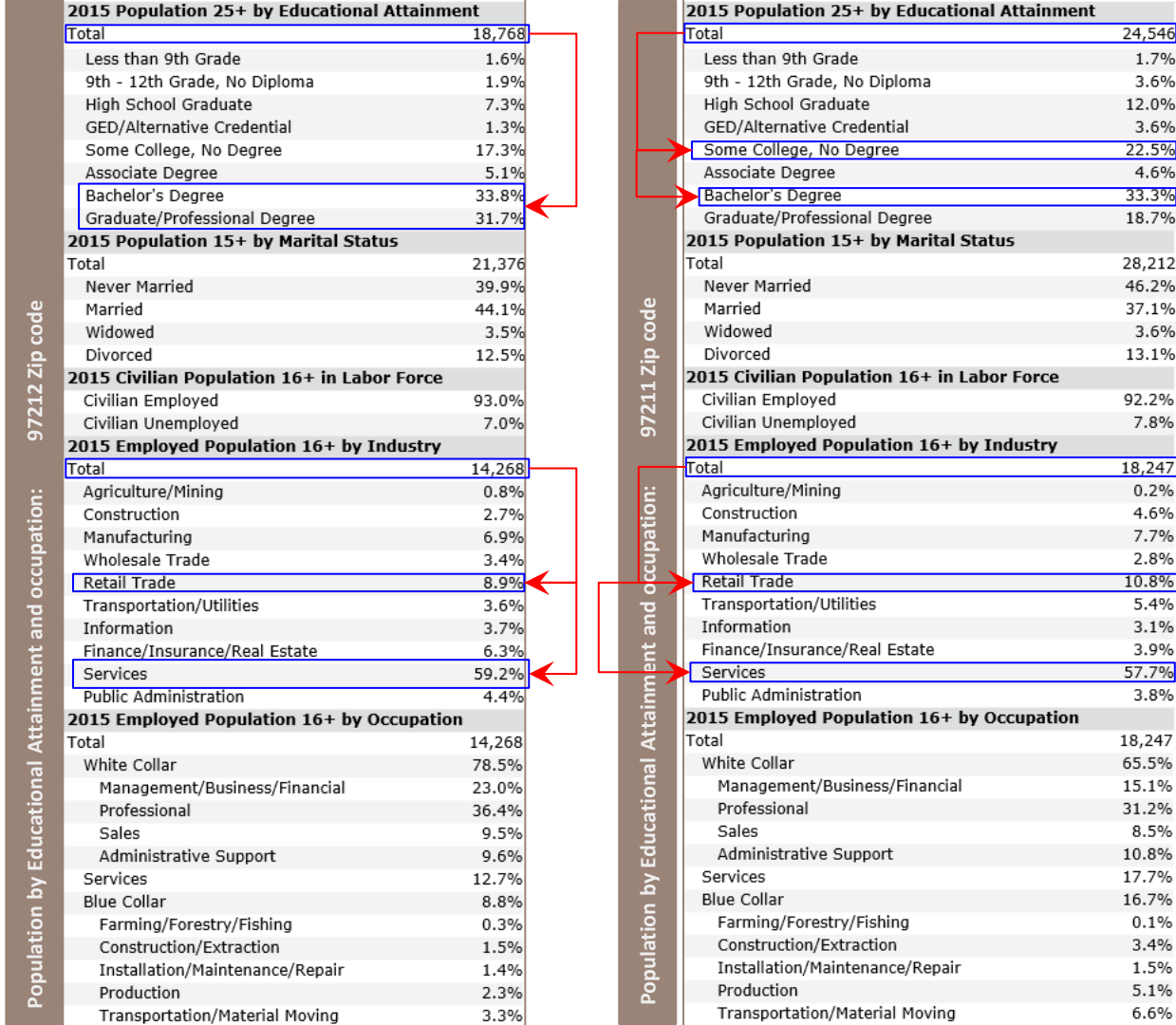
	Number of Households						
2015 Net Worth by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	359	1,674	2,234	2,268	2,276	1,622	788
<$15,000	294	976	669	486	437	252	188
$15,000-$34,999	43	231	180	108	85	39	39
$35,000-$49,999	7	101	110	62	48	32	9
$50,000-$99,999	7	153	255	186	150	121	50
$100,000-$149,999	2	49	154	110	105	120	38
$150,000-$249,999	5	47	165	168	152	95	62
$250,000+	1	117	701	1,148	1,299	963	402
Median Net Worth	$9,158	$12,864	$75,413	$250,001	$250,001	$250,001	$250,001
Average Net Worth	$18,125	$79,781	$797,843	$969,364	$1,286,989	$1,405,761	$873,738

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.

2015 Population by Educational Attainment and Occupation

Population: 97211		
Summary	**2015**	**2020**
Population	33,323	34,929
Median Age	37.0	37.9
Households	13,466	14,154
Average Household Size	2.39	2.39

Population: 97212		
Summary	**2015**	**2020**
Population	26,014	27,473
Median Age	40.2	40.3
Households	11,221	11,869
Average Household Size	2.30	2.30



Population by Educational Attainment and occupation: 97212 Zip code

2015 Population 25+ by Educational Attainment	
Total	18,768
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	1.9%
High School Graduate	7.3%
GED/Alternative Credential	1.3%
Some College, No Degree	17.3%
Associate Degree	5.1%
Bachelor's Degree	33.8%
Graduate/Professional Degree	31.7%
2015 Population 15+ by Marital Status	
Total	21,376
Never Married	39.9%
Married	44.1%
Widowed	3.5%
Divorced	12.5%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	93.0%
Civilian Unemployed	7.0%
2015 Employed Population 16+ by Industry	
Total	14,268
Agriculture/Mining	0.8%
Construction	2.7%
Manufacturing	6.9%
Wholesale Trade	3.4%
Retail Trade	8.9%
Transportation/Utilities	3.6%
Information	3.7%
Finance/Insurance/Real Estate	6.3%
Services	59.2%
Public Administration	4.4%
2015 Employed Population 16+ by Occupation	
Total	14,268
White Collar	78.5%
Management/Business/Financial	23.0%
Professional	36.4%
Sales	9.5%
Administrative Support	9.6%
Services	12.7%
Blue Collar	8.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	1.5%
Installation/Maintenance/Repair	1.4%
Production	2.3%
Transportation/Material Moving	3.3%

Population by Educational Attainment and occupation: 97211 Zip code

2015 Population 25+ by Educational Attainment	
Total	24,546
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	12.0%
GED/Alternative Credential	3.6%
Some College, No Degree	22.5%
Associate Degree	4.6%
Bachelor's Degree	33.3%
Graduate/Professional Degree	18.7%
2015 Population 15+ by Marital Status	
Total	28,212
Never Married	46.2%
Married	37.1%
Widowed	3.6%
Divorced	13.1%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.2%
Civilian Unemployed	7.8%
2015 Employed Population 16+ by Industry	
Total	18,247
Agriculture/Mining	0.2%
Construction	4.6%
Manufacturing	7.7%
Wholesale Trade	2.8%
Retail Trade	10.8%
Transportation/Utilities	5.4%
Information	3.1%
Finance/Insurance/Real Estate	3.9%
Services	57.7%
Public Administration	3.8%
2015 Employed Population 16+ by Occupation	
Total	18,247
White Collar	65.5%
Management/Business/Financial	15.1%
Professional	31.2%
Sales	8.5%
Administrative Support	10.8%
Services	17.7%
Blue Collar	16.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	1.5%
Production	5.1%
Transportation/Material Moving	6.6%

Market Potential

Household Budget Expenditure
Zip Code: 97211
Zip Code: 97212

Average Daily Traffic Volume
Zip Code: 97211
Zip Code: 97212

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Location Feasibility: Household Budget Expenditures

97211 (Portland)

Demographic Summary	2015	2020
Population	33,323	34,929
Households	13,466	14,154
Families	6,813	7,112
Median Age	37.0	37.9
Median Household Income	$56,625	$65,546

	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	93	$66,718.79	$898,435,219	100.0%
Food	93	$7,898.69	$106,363,712	11.8%
Food at Home	92	$4,804.05	$64,691,309	7.2%
Food Away from Home	94	$3,094.64	$41,672,402	4.6%
Alcoholic Beverages	99	$552.40	$7,438,635	0.8%
Housing	95	$20,514.89	$276,253,553	30.7%
Shelter	97	$15,969.12	$215,040,194	23.9%
Utilities, Fuel and Public Services	90	$4,545.77	$61,213,359	6.8%
Household Operations	93	$1,719.31	$23,152,200	2.6%
Housekeeping Supplies	90	$650.58	$8,760,667	1.0%
Household Furnishings and Equipment	92	$1,694.81	$22,822,332	2.5%
Apparel and Services	94	$2,182.21	$29,385,589	3.3%
Transportation	91	$9,594.29	$129,196,700	14.4%
Travel	93	$1,821.69	$24,530,907	2.7%
Health Care	88	$4,184.51	$56,348,652	6.3%
Entertainment and Recreation	91	$3,029.56	$40,796,120	4.5%
Personal Care Products & Services	93	$732.54	$9,864,360	1.1%
Education	98	$1,490.22	$20,067,245	2.2%
Smoking Products	90	$419.01	$5,642,422	0.6%
Miscellaneous (1)	89	$1,035.63	$13,945,832	1.6%
Support Payments/Cash Contribution/Gifts in Kind	90	$2,250.79	$30,309,139	3.4%
Life/Other Insurance	84	$388.48	$5,231,230	0.6%
Pensions and Social Security	93	$6,559.18	$88,325,923	9.8%

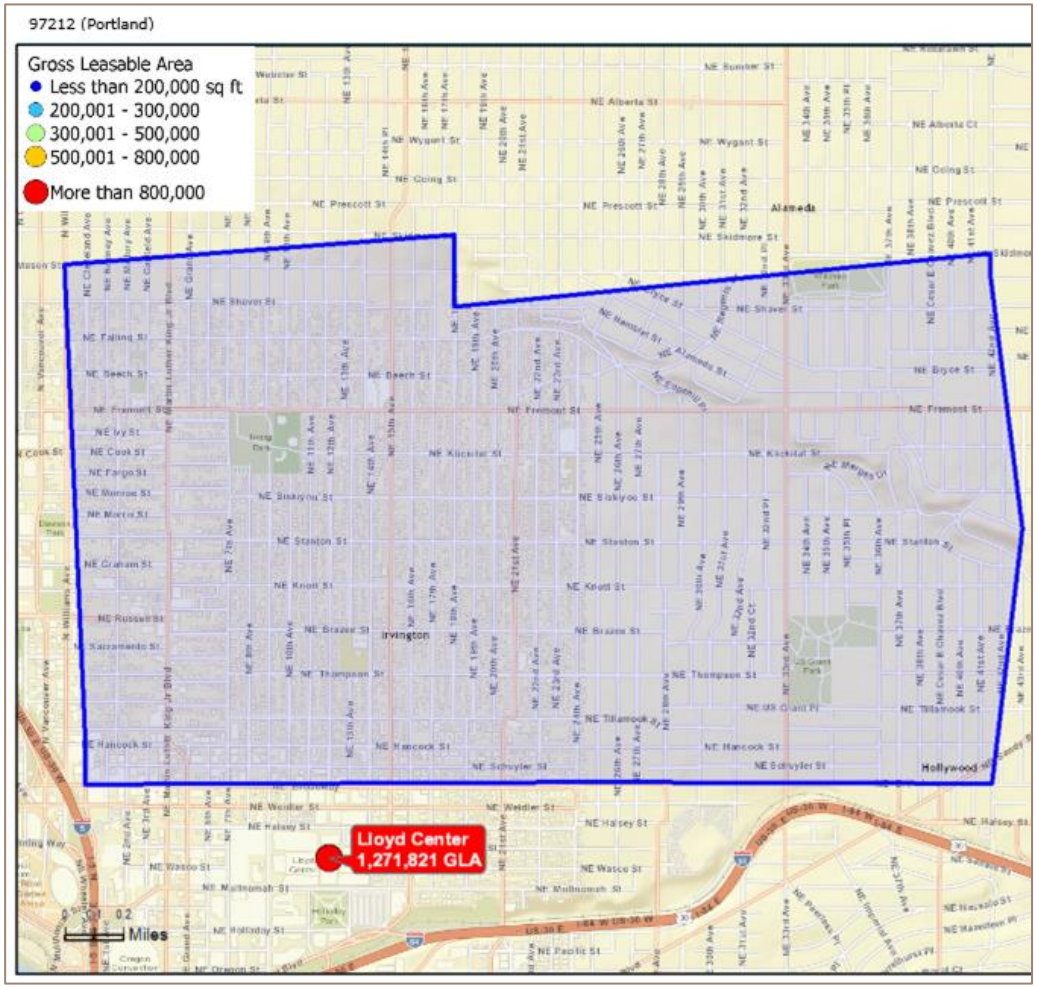
97212 (Portland)

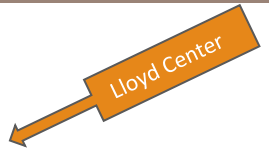
Demographic Summary	2015	2020
Population	26,014	27,473
Households	11,221	11,869
Families	5,979	6,258
Median Age	40.2	40.3
Median Household Income	$71,130	$84,080

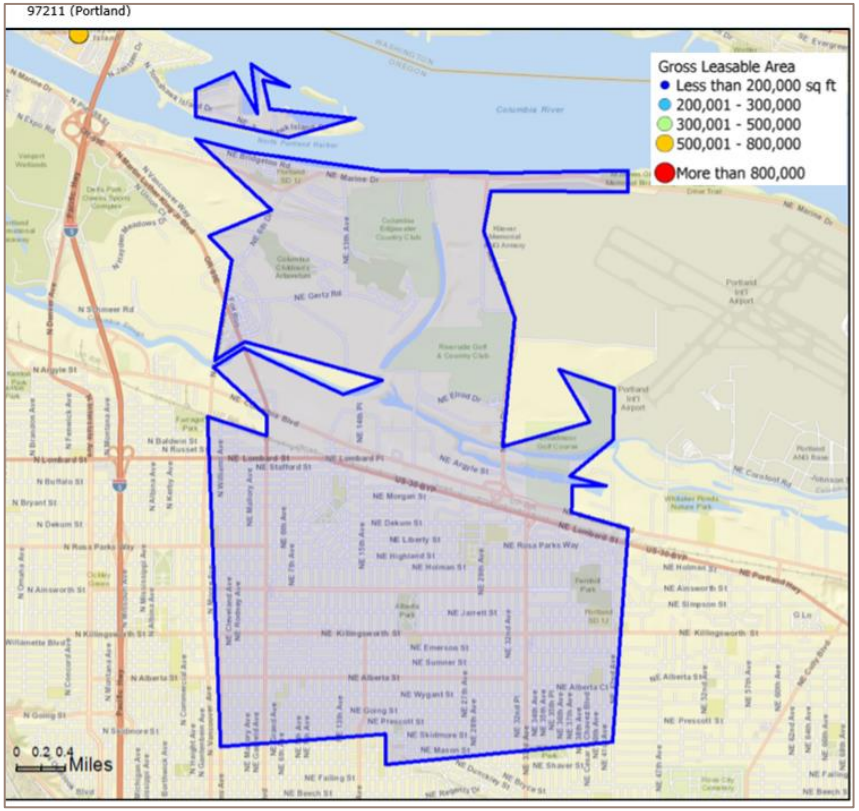
	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	134	$95,966.28	$1,076,837,582	100.0%
Food	131	$11,160.31	$125,229,870	11.6%
Food at Home	129	$6,721.06	$75,416,989	7.0%
Food Away from Home	135	$4,439.26	$49,812,882	4.6%
Alcoholic Beverages	145	$805.83	$9,042,247	0.8%
Housing	137	$29,469.93	$330,682,104	30.7%
Shelter	141	$23,209.64	$260,435,369	24.2%
Utilities, Fuel and Public Services	124	$6,260.29	$70,246,735	6.5%
Household Operations	138	$2,541.20	$28,514,786	2.6%
Housekeeping Supplies	127	$915.23	$10,269,848	1.0%
Household Furnishings and Equipment	132	$2,430.36	$27,271,110	2.5%
Apparel and Services	135	$3,134.75	$35,175,047	3.3%
Transportation	127	$13,365.62	$149,975,605	13.9%
Travel	142	$2,771.21	$31,095,798	2.9%
Health Care	124	$5,863.52	$65,794,540	6.1%
Entertainment and Recreation	133	$4,391.25	$49,274,209	4.6%
Personal Care Products & Services	135	$1,059.30	$11,886,353	1.1%
Education	152	$2,321.67	$26,051,479	2.4%
Smoking Products	116	$541.08	$6,071,485	0.6%
Miscellaneous (1)	129	$1,503.89	$16,875,167	1.6%
Support Payments/Cash Contribution/Gifts in Kind	136	$3,391.03	$38,050,698	3.5%
Life/Other Insurance	124	$571.29	$6,410,429	0.6%
Pensions and Social Security	137	$9,728.79	$109,166,808	10.1%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
(1) Miscellaneous includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.
Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Major Shopping Centers





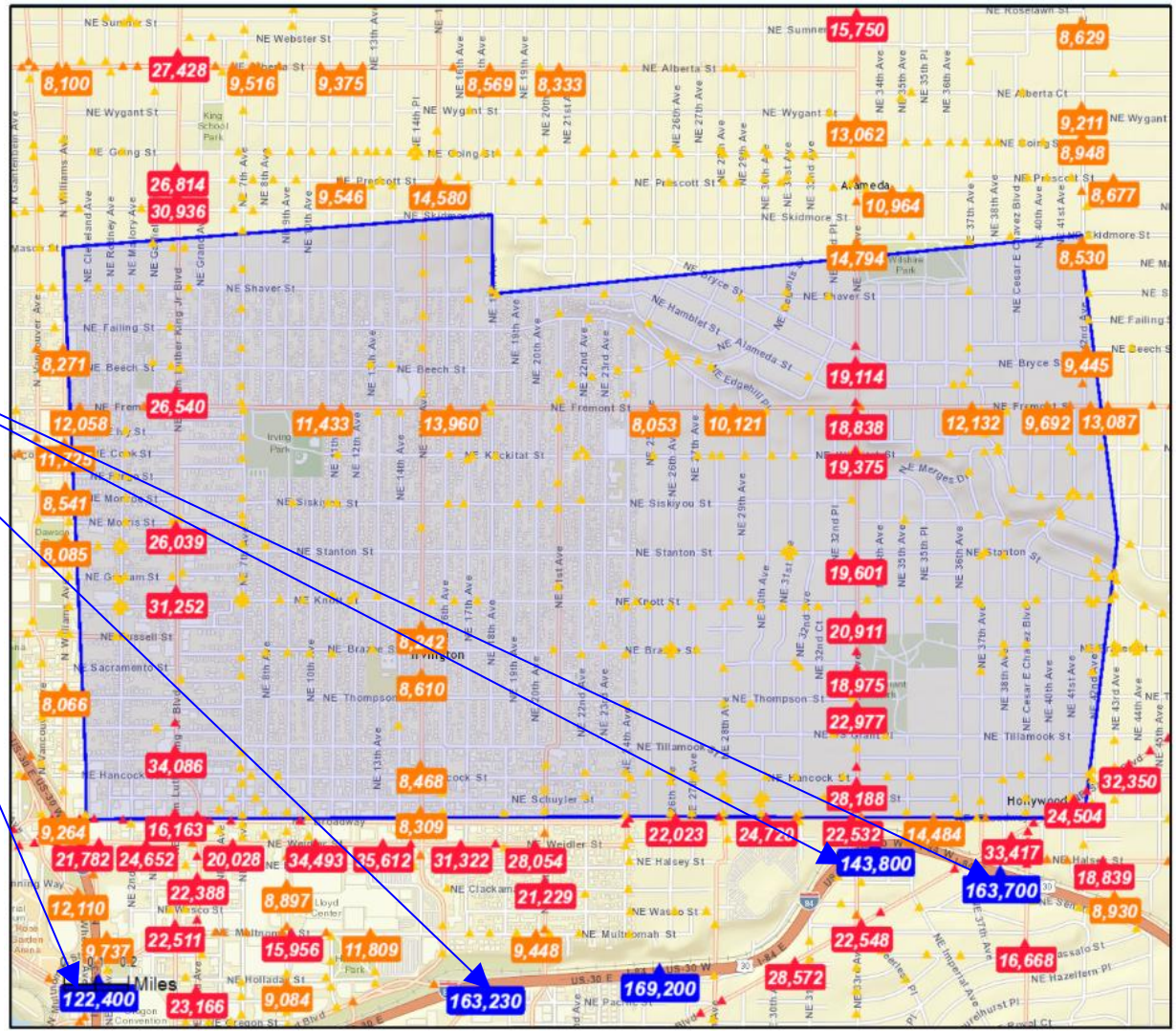


Average Daily Traffic Volume: 97212

The dark blue marked areas on the map have the highest average daily traffic volume (over 100,000 per day) compared to yellow marked areas.

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

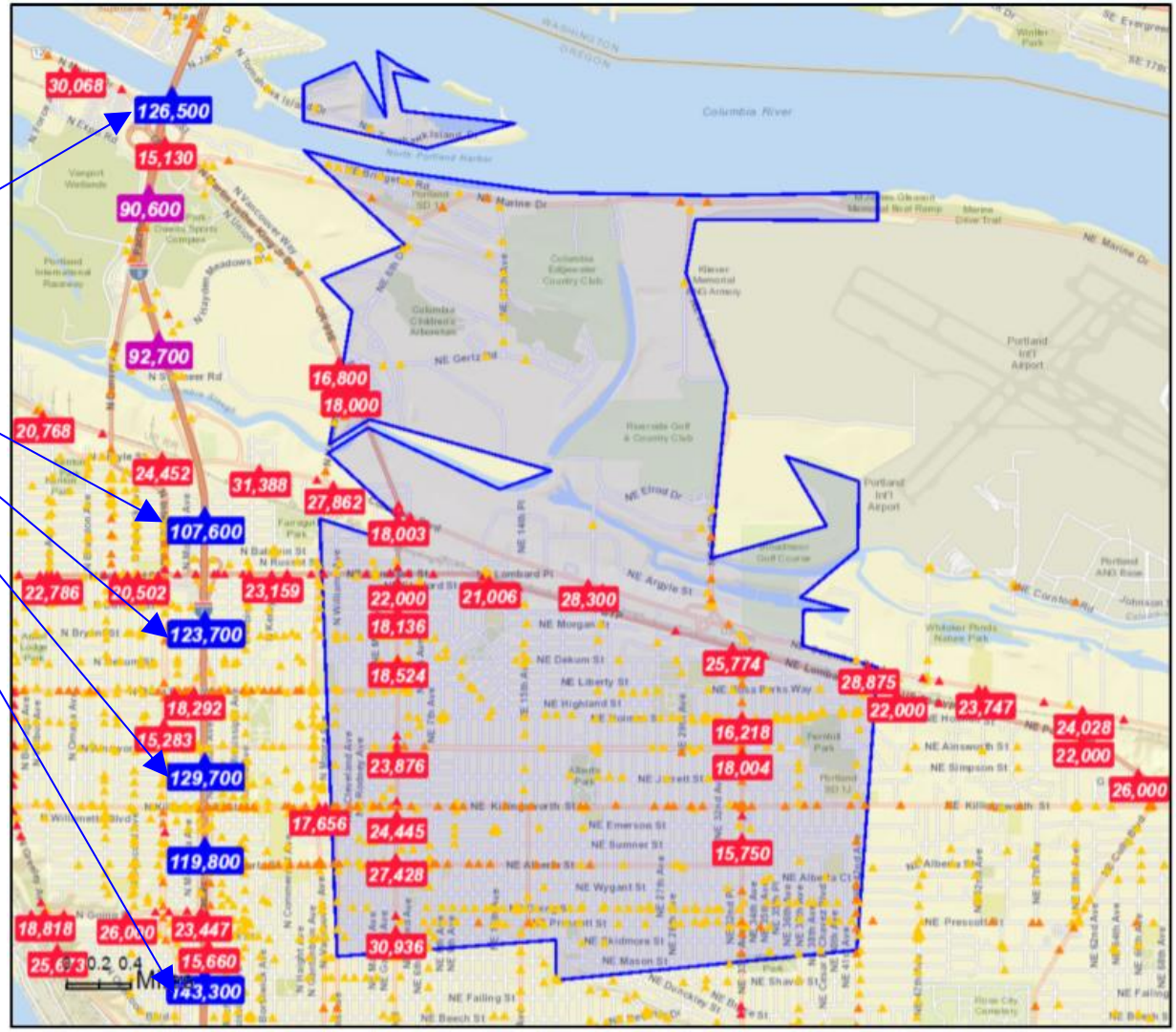


Average Daily Traffic Volume: 97211

The dark blue marked areas on the map have the highest average daily traffic volume (over 100,000 per day) compared to yellow marked areas.

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



Business Summary

Business Distribution
Zip Code: 97211
Zip Code: 97212

Retail Marketplace Potential
Zip Code: 97211
Zip Code: 97212

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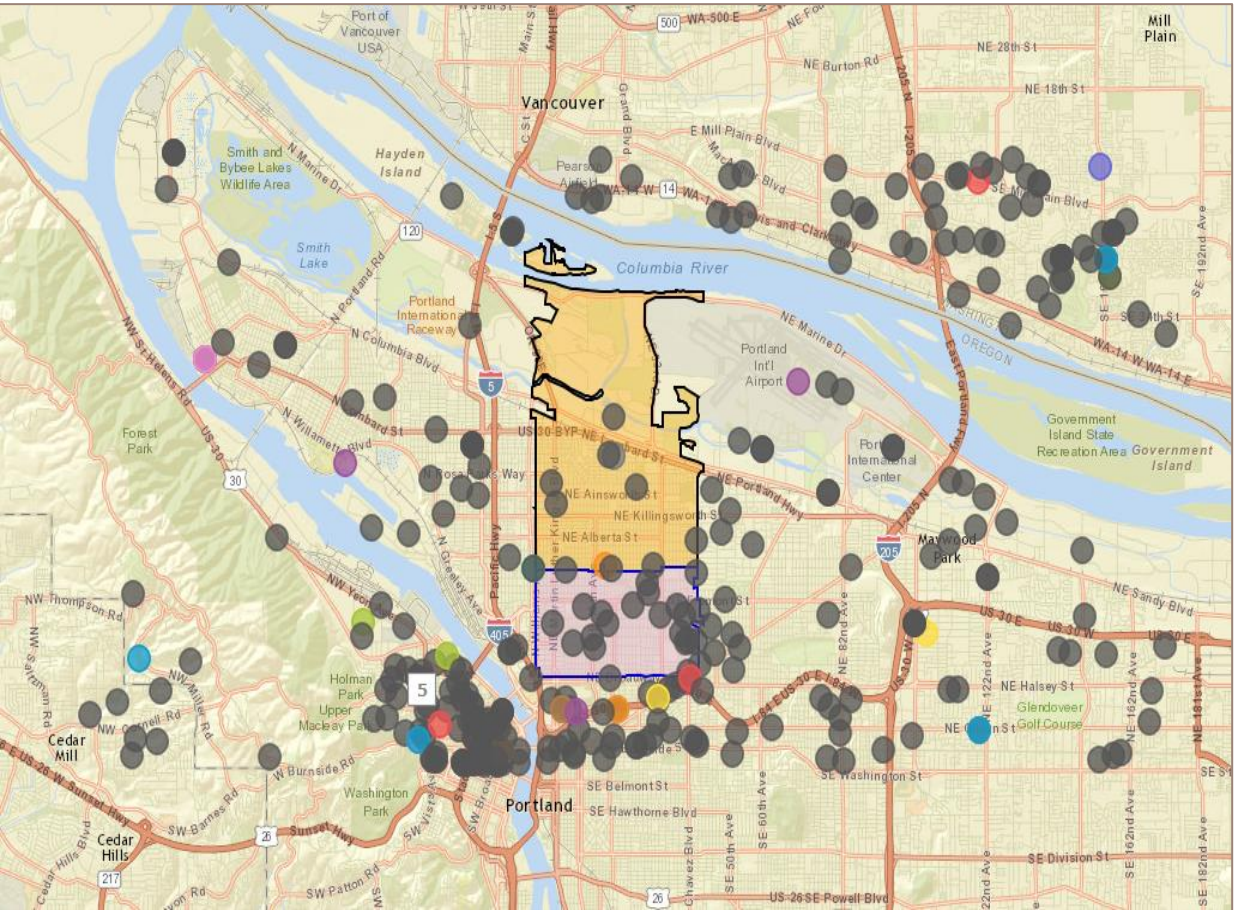
348 Businesses: Portland Metro Area

State
- Oregon (282)
- Washington (66)

City
- Portland (282)
- Vancouver (66)

ZIP Code
- 97212 (19)
- 97211 (9)

Source: Esri

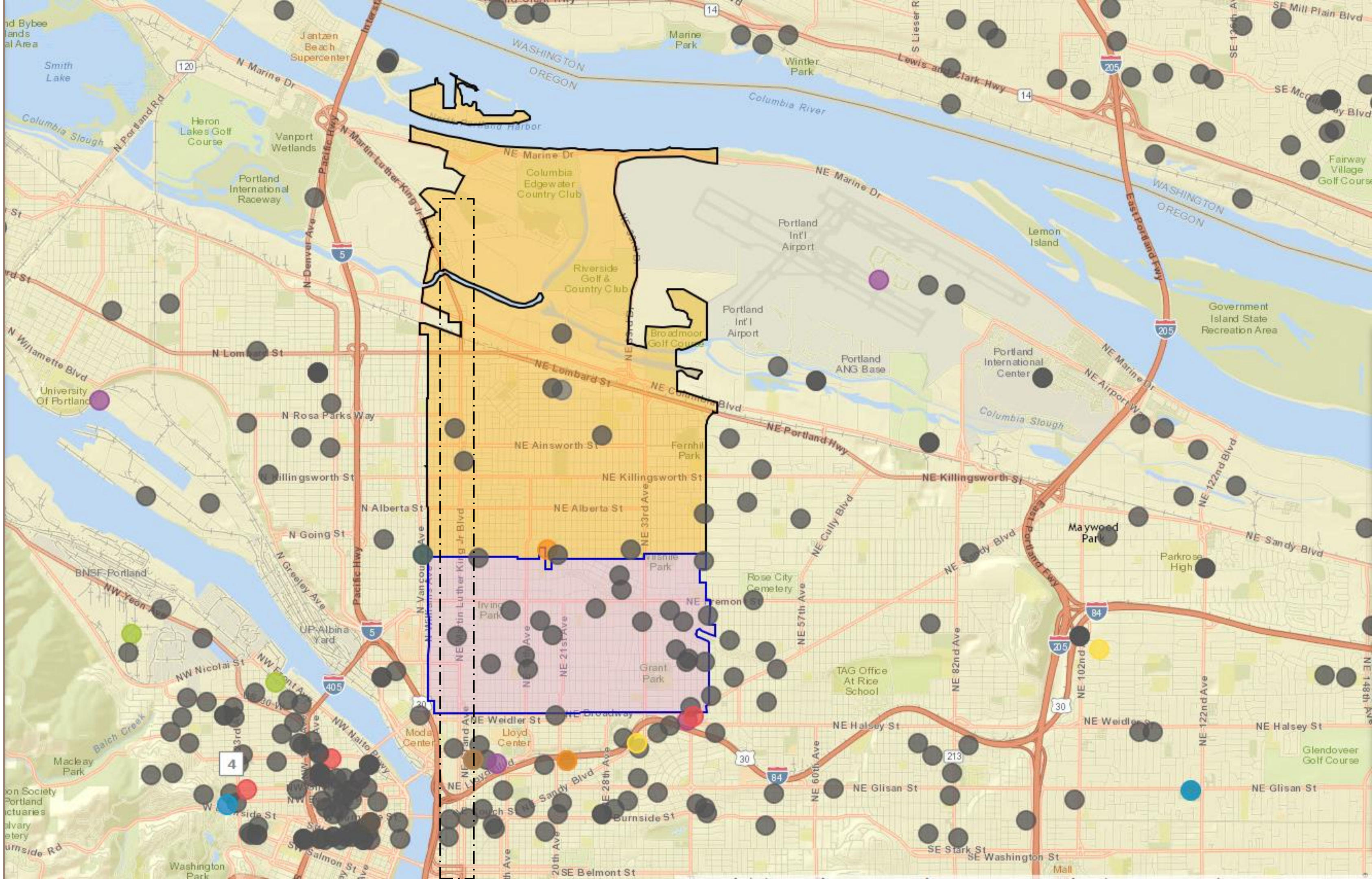


By NAICS Code

- BUSINESS MANAGEMENT CONS... (137)
- BUSINESS SERVICES NEC (69)
- CONSULTANTS-BUSINESS NEC (31)
- EDUCATIONAL SERVICE-BUSINESS (15)
- BUSINESS SERVICE CENTERS (11)
- BUSINESS & TRADE ORGANIZATI... (8)
- BUSINESS BROKERS (7)
- BUSINESS FORMS & SYSTEMS (W... (7)
- BUSINESS RECORDS & DOCUME... (7)
- SCHOOLS-BUSINESS & VOCATIO... (6)
- ATTORNEYS (3)
- ENTERTAINERS-FAMILY & BUSIN... (3)
- OFFICE BUILDINGS & PARKS (3)
- TAX RETURN PREPARATION & FI... (2)
- JANITOR SERVICE (2)
- EMPLOYMENT CONTRACTORS-... (2)
- ORGANIZING SERVICES-HOUSEH... (2)
- PRINTERS (MFRS) (2)
- SPORTING GOODS-RETAIL (2)
- REAL ESTATE (1)
- COPYING MACHINES & SUPPLIE... (1)
- OFFICE FURNITURE & EQUIP-DE... (1)
- LOANS (1)
- TELEPHONE EQUIPMENT & SYST... (1)
- COPYING & DUPLICATING MAC... (1)
- CONSUMER PROTECTION AGEN... (1)
- CHECK PROTECTION SIGN/ENDR... (1)
- REAL ESTATE MANAGEMENT (1)
- SECRETARIAL & COURT REPORTI... (1)
- ACCOUNTANTS (1)
- PUBLISHERS-BOOK (MFRS) (1)
- ACCOUNTING & BOOKKEEPING ... (1)
- FINANCIAL ADVISORY SERVICES (1)
- CASH REGISTERS & SUPPLIES (W... (1)
- PET SERVICES (1)
- INTERNET SERVICE (1)
- ENVIRONMENTAL & ECOLOGIC... (1)
- INDUSTRIAL DEVELOPMENTS (1)
- SCHOOLS-UNIVERSITIES & COLL... (1)
- MEDICAL RESEARCH (1)
- INFORMATION TECHNOLOGY SE... (1)
- COMPUTER SOFTWARE (1)
- MEDICAL BUSINESS ADMINISTRA... (1)
- ASSOCIATIONS (1)
- BUSINESS SUPPORT SERVICE (1)
- PRINTERS-BUSINESS FORMS (MF... (1)
- BUSINESS FORMS & SYSTEMS-M... (1)
- ACUPUNCTURE (1)

Expanded map
348 Businesses

- ☑ City
  - ☑ Portland (282)
  - ☑ Vancouver (66)
- ☑ State
  - ☑ Oregon (282)
  - ☑ Washington (66)
- ☑ ZIP Code
  - ☑ 97212 (19)
  - ☑ 97211 (9)



Business Summary 97212 Zip code: by SIC Code: Total businesses 837

97212 (Portland)

Data for all businesses in area	97212 (Portland,...
Total Businesses:	837
Total Employees:	4,926
Total Residential Population:	26,014
Employee/Residential Population Ratio:	0.19:1

by SIC Codes	Number	Percent	Employees Number	Employees Percent
Agriculture & Mining	13	1.6%	51	1.0%
Construction	59	7.0%	194	3.9%
Manufacturing	20	2.4%	176	3.6%
Transportation	13	1.6%	109	2.2%
Communication	2	0.2%	18	0.4%
Utility	0	0.0%	0	0.0%
Wholesale Trade	14	1.7%	95	1.9%
Retail Trade Summary	171	20.4%	1,259	25.6%
Home Improvement	11	1.3%	40	0.8%
General Merchandise Stores	2	0.2%	3	0.1%
Food Stores	24	2.9%	296	6.0%
Auto Dealers, Gas Stations, Auto Aftermarket	9	1.1%	101	2.1%
Apparel & Accessory Stores	11	1.3%	110	2.2%
Furniture & Home Furnishings	16	1.9%	62	1.3%
Eating & Drinking Places	54	6.5%	496	10.1%
Miscellaneous Retail	44	5.3%	151	3.1%
Finance, Insurance, Real Estate Summary	98	11.7%	363	7.4%
Banks, Savings & Lending Institutions	19	2.3%	29	0.6%
Securities Brokers	8	1.0%	78	1.6%
Insurance Carriers & Agents	16	1.9%	47	1.0%
Real Estate, Holding, Other Investment Offices	55	6.6%	209	4.2%
Services Summary	390	46.6%	2,551	51.8%
Hotels & Lodging	8	1.0%	46	0.9%
Automotive Services	11	1.3%	39	0.8%
Motion Pictures & Amusements	31	3.7%	170	3.5%
Health Services	42	5.0%	420	8.5%
Legal Services	13	1.6%	71	1.4%
Education Institutions & Libraries	29	3.5%	691	14.0%
Other Services	256	30.6%	1,114	22.6%
Government	4	0.5%	29	0.6%
Unclassified Establishments	53	6.3%	81	1.6%
Totals	837	100.0%	4,926	100.0%

Business Summary 97212 Zip code: by NAICS Code: Total businesses 837

97212 (Portland)

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	2	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	64	7.6%	218	4.4%
Manufacturing	19	2.3%	184	3.7%
Wholesale Trade	13	1.6%	83	1.7%
Retail Trade	112	13.4%	744	15.1%
Motor Vehicle & Parts Dealers	4	0.5%	94	1.9%
Furniture & Home Furnishings Stores	5	0.6%	26	0.5%
Electronics & Appliance Stores	7	0.8%	21	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	11	1.3%	40	0.8%
Food & Beverage Stores	23	2.7%	288	5.8%
Health & Personal Care Stores	4	0.5%	28	0.6%
Gasoline Stations	5	0.6%	7	0.1%
Clothing & Clothing Accessories Stores	13	1.6%	114	2.3%
Sport Goods, Hobby, Book, & Music Stores	11	1.3%	54	1.1%
General Merchandise Stores	2	0.2%	3	0.1%
Miscellaneous Store Retailers	22	2.6%	59	1.2%
Nonstore Retailers	5	0.6%	10	0.2%
Transportation & Warehousing	10	1.2%	105	2.1%
Information	21	2.5%	211	4.3%
Finance & Insurance	43	5.1%	154	3.1%
Central Bank/Credit Intermediation & Related Activities	19	2.3%	29	0.6%
Securities, Commodity Contracts & Other Financial	8	1.0%	78	1.6%
Insurance Carriers & Related Activities; Funds, Trusts &	16	1.9%	47	1.0%
Real Estate, Rental & Leasing	55	6.6%	180	3.7%
Professional, Scientific & Tech Services	91	10.9%	363	7.4%
Legal Services	13	1.6%	71	1.4%
Management of Companies & Enterprises	1	0.1%	18	0.4%
Administrative & Support & Waste Management & Remediation	26	3.1%	80	1.6%
Educational Services	33	3.9%	572	11.6%
Health Care & Social Assistance	86	10.3%	741	15.0%
Arts, Entertainment & Recreation	20	2.4%	127	2.6%
Accommodation & Food Services	62	7.4%	542	11.0%
Accommodation	8	1.0%	46	0.9%
Food Services & Drinking Places	54	6.5%	496	10.1%
Other Services (except Public Administration)	122	14.6%	480	9.7%
Automotive Repair & Maintenance	11	1.3%	39	0.8%
Public Administration	4	0.5%	29	0.6%
Unclassified Establishments	54	6.5%	93	1.9%
Total	837	100.0%	4,926	100.0%

Business Summary 97211 Zip code: by SIC Codes: Total businesses 1,308

97211 (Portland)

Data for all businesses in area	97211 (Portland,...
Total Businesses:	1,308
Total Employees:	15,004
Total Residential Population:	33,323
Employee/Residential Population Ratio:	0.45:1

			Employees	
by SIC Codes	Number	Percent	Number	Percent
Agriculture & Mining	17	1.3%	85	0.6%
Construction	93	7.1%	659	4.4%
Manufacturing	81	6.2%	2,252	15.0%
Transportation	55	4.2%	1,336	8.9%
Communication	6	0.5%	24	0.2%
Utility	2	0.2%	22	0.1%
Wholesale Trade	84	6.4%	1,204	8.0%
Retail Trade Summary	354	27.1%	3,845	25.6%
Home Improvement	20	1.5%	220	1.5%
General Merchandise Stores	4	0.3%	6	0.0%
Food Stores	34	2.6%	465	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	53	4.1%	1,046	7.0%
Apparel & Accessory Stores	15	1.1%	71	0.5%
Furniture & Home Furnishings	23	1.8%	194	1.3%
Eating & Drinking Places	129	9.9%	1,438	9.6%
Miscellaneous Retail	76	5.8%	405	2.7%
Finance, Insurance, Real Estate Summary	74	5.7%	197	1.3%
Banks, Savings & Lending Institutions	46	3.5%	59	0.4%
Securities Brokers	1	0.1%	2	0.0%
Insurance Carriers & Agents	2	0.2%	4	0.0%
Real Estate, Holding, Other Investment Offices	25	1.9%	132	0.9%
Services Summary	459	35.1%	4,395	29.3%
Hotels & Lodging	9	0.7%	124	0.8%
Automotive Services	54	4.1%	906	6.0%
Motion Pictures & Amusements	34	2.6%	265	1.8%
Health Services	29	2.2%	270	1.8%
Legal Services	4	0.3%	21	0.1%
Education Institutions & Libraries	21	1.6%	646	4.3%
Other Services	308	23.5%	2,163	14.4%
Government	17	1.3%	760	5.1%
Unclassified Establishments	66	5.0%	225	1.5%
Totals	1,308	100.0%	15,004	100.0%

Business Summary 97211 Zip code: by NAICS Code: Total businesses 1,308

97211 (Portland)

	Businesses		Employees	
by NAICS Codes	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.2%	6	0.0%
Mining	1	0.1%	1	0.0%
Utilities	0	0.0%	0	0.0%
Construction	98	7.5%	701	4.7%
Manufacturing	87	6.7%	2,429	16.2%
Wholesale Trade	81	6.2%	1,187	7.9%
Retail Trade	214	16.4%	2,206	14.7%
Motor Vehicle & Parts Dealers	40	3.1%	501	3.3%
Furniture & Home Furnishings Stores	5	0.4%	23	0.2%
Electronics & Appliance Stores	10	0.8%	53	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	20	1.5%	220	1.5%
Food & Beverage Stores	33	2.5%	404	2.7%
Health & Personal Care Stores	12	0.9%	100	0.7%
Gasoline Stations	13	1.0%	545	3.6%
Clothing & Clothing Accessories Stores	17	1.3%	74	0.5%
Sport Goods, Hobby, Book, & Music Stores	16	1.2%	169	1.1%
General Merchandise Stores	4	0.3%	6	0.0%
Miscellaneous Store Retailers	37	2.8%	88	0.6%
Nonstore Retailers	7	0.5%	23	0.2%
Transportation & Warehousing	44	3.4%	1,289	8.6%
Information	26	2.0%	125	0.8%
Finance & Insurance	50	3.8%	70	0.5%
Central Bank/Credit Intermediation & Related Activities	47	3.6%	64	0.4%
Securities, Commodity Contracts & Other Financial	1	0.1%	2	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	2	0.2%	4	0.0%
Real Estate, Rental & Leasing	48	3.7%	922	6.1%
Professional, Scientific & Tech Services	72	5.5%	491	3.3%
Legal Services	4	0.3%	21	0.1%
Management of Companies & Enterprises	1	0.1%	3	0.0%
Administrative & Support & Waste Management & Remediation	40	3.1%	187	1.2%
Educational Services	25	1.9%	647	4.3%
Health Care & Social Assistance	76	5.8%	746	5.0%
Arts, Entertainment & Recreation	34	2.6%	294	2.0%
Accommodation & Food Services	139	10.6%	1,566	10.4%
Accommodation	9	0.7%	124	0.8%
Food Services & Drinking Places	130	9.9%	1,442	9.6%
Other Services (except Public Administration)	184	14.1%	1,099	7.3%
Automotive Repair & Maintenance	41	3.1%	318	2.1%
Public Administration	18	1.4%	800	5.3%
Unclassified Establishments	68	5.2%	235	1.6%
Total	1,308	100.0%	15,004	100.0%

Retail Marketplace Potential: 97212

Summary Demographics	
2015 Population	26,014
2015 Households	11,221
2015 Median Disposable Income	$55,309
2015 Per Capita Income	$43,272

Data Source: Esri 2016

→ ***Supply (retail sales)*** *estimates* ***sales to consumers*** *only by business establishments.*

→ ***Demand (retail potential)*** *estimates the expected amount spent by consumer at retail establishments.*

→ ***The Leakage/Surplus Factor present a snapshot of retail opportunity****. It is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus)*

A positive value represents "leakage' of retail opportunity outside the trade area.

A negative value represent a surplus of retail sales, a market where customers are drawn from outside the trade area.

→ ***The Retail Gap*** *represents the difference between retail Potential and Retail Sales.*

Retail leakage occurs *when local people are spending more for goods, than local businesses actually acquire.*

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$583,574,331	$185,385,057	$398,189,274	51.8	158
Total Retail Trade	44-45	$526,690,139	$159,033,004	$367,657,135	53.6	105
Total Food & Drink	722	$56,884,192	$26,352,053	$30,532,139	36.7	53
Industry Group	**NAICS**	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers	441	$112,432,738	$27,644,508	$84,788,230	60.5	4
Automobile Dealers	4411	$88,337,013	$26,223,416	$62,113,597	54.2	2
Other Motor Vehicle Dealers	4412	$14,724,095	$413,125	$14,310,970	94.5	1
Auto Parts, Accessories & Tire Stores	4413	$9,371,630	$1,007,967	$8,363,663	80.6	1
Furniture & Home Furnishings Stores	442	$15,299,073	$4,971,429	$10,327,644	50.9	5
Furniture Stores	4421	$9,253,775	$2,370,055	$6,883,720	59.2	1
Home Furnishings Stores	4422	$6,045,298	$2,601,374	$3,443,924	39.8	4
Electronics & Appliance Stores	443	$35,763,650	$5,158,088	$30,605,562	74.8	6
Bldg Materials, Garden Equip. & Supply Stores	444	$28,046,091	$4,167,139	$23,878,952	74.1	10
Bldg Material & Supplies Dealers	4441	$23,358,029	$3,140,043	$20,217,986	76.3	8
Lawn & Garden Equip & Supply Stores	4442	$4,688,062	$1,027,096	$3,660,966	64.1	2
Food & Beverage Stores	445	$102,584,857	$64,171,120	$38,413,737	23.0	22
Grocery Stores	4451	$90,640,587	$60,899,633	$29,740,954	19.6	15
Specialty Food Stores	4452	$5,008,795	$840,187	$4,168,608	71.3	3
Beer, Wine & Liquor Stores	4453	$6,935,475	$2,431,300	$4,504,175	48.1	4
Health & Personal Care Stores	446,4461	$27,354,825	$4,162,641	$23,192,184	73.6	4
Gasoline Stations	447,4471	$30,176,410	$5,789,533	$24,386,877	67.8	1
Clothing & Clothing Accessories Stores	448	$29,095,996	$14,782,563	$14,313,433	32.6	13
Clothing Stores	4481	$20,445,681	$5,730,865	$14,714,816	56.2	8
Shoe Stores	4482	$3,940,649	$8,142,212	-$4,201,563	-34.8	3
Jewelry, Luggage & Leather Goods Stores	4483	$4,709,666	$909,486	$3,800,180	67.6	2
Sporting Goods, Hobby, Book & Music Stores	451	$16,769,700	$4,693,540	$12,076,160	56.3	11
Sporting Goods/Hobby/Musical Instr Stores	4511	$14,712,590	$4,433,770	$10,278,820	53.7	9
Book, Periodical & Music Stores	4512	$2,057,110	$259,770	$1,797,340	77.6	2
General Merchandise Stores	452	$89,887,988	$1,258,971	$88,629,017	97.2	2
Department Stores Excluding Leased Depts.	4521	$69,650,029	$0	$69,650,029	100.0	0
Other General Merchandise Stores	4529	$20,237,959	$1,258,971	$18,978,988	88.3	2
Miscellaneous Store Retailers	453	$29,682,015	$5,862,612	$23,819,403	67.0	22
Florists	4531	$514,901	$73,286	$441,615	75.1	1
Office Supplies, Stationery & Gift Stores	4532	$6,608,763	$1,087,698	$5,521,065	71.7	5
Used Merchandise Stores	4533	$4,937,914	$1,104,337	$3,833,577	63.4	6
Other Miscellaneous Store Retailers	4539	$17,620,437	$3,597,291	$14,023,146	66.1	10
Nonstore Retailers	454	$9,596,796	$16,370,860	-$6,774,064	-26.1	5
Electronic Shopping & Mail-Order Houses	4541	$6,917,406	$4,399,177	$2,518,229	22.3	4
Vending Machine Operators	4542	$395,512	$0	$395,512	100.0	0
Direct Selling Establishments	4543	$2,283,878	$11,971,683	-$9,687,805	-68.0	1
Food Services & Drinking Places	722	$56,884,192	$26,352,053	$30,532,139	36.7	53
Full-Service Restaurants	7221	$31,300,432	$18,721,457	$12,578,975	25.1	38
Limited-Service Eating Places	7222	$21,208,071	$5,695,623	$15,512,448	57.7	8
Special Food Services	7223	$906,319	$683,711	$222,608	14.0	2
Drinking Places - Alcoholic Beverages	7224	$3,469,370	$1,251,262	$2,218,108	47.0	5

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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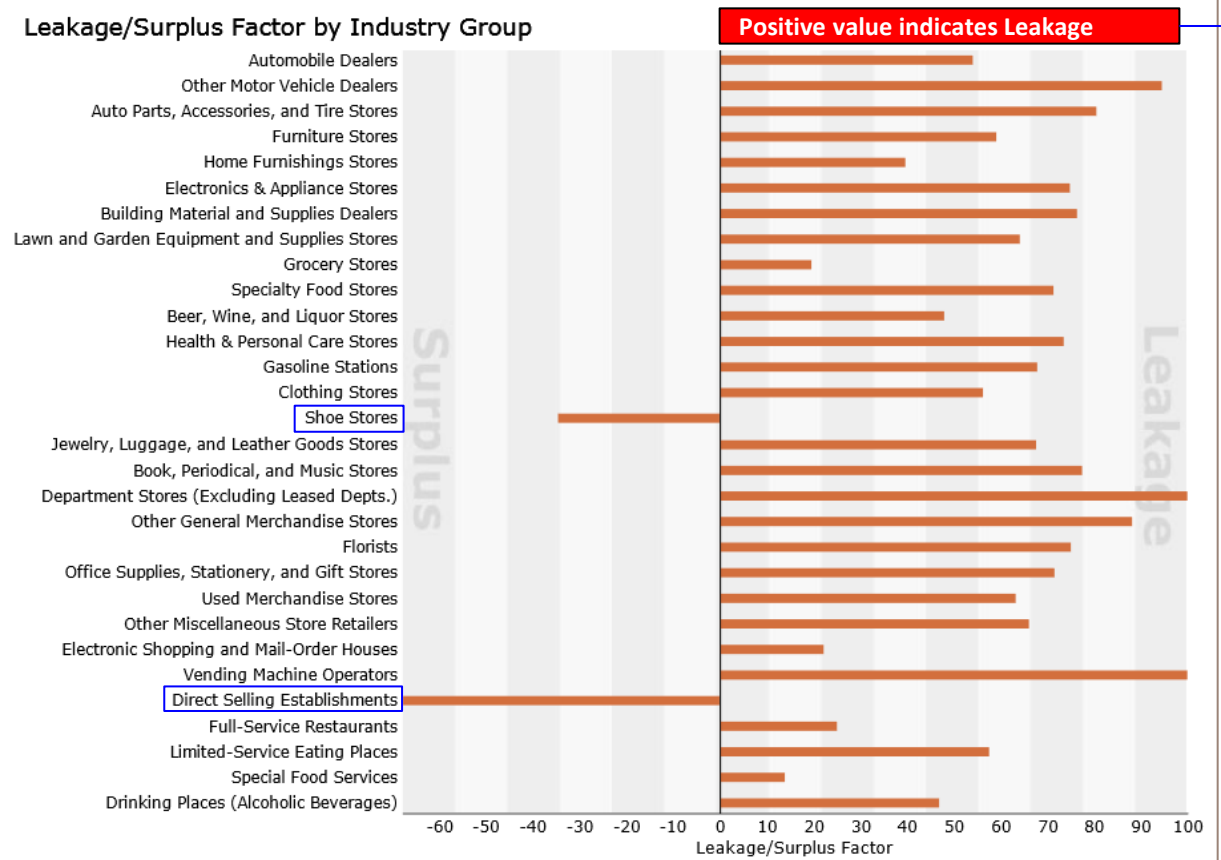
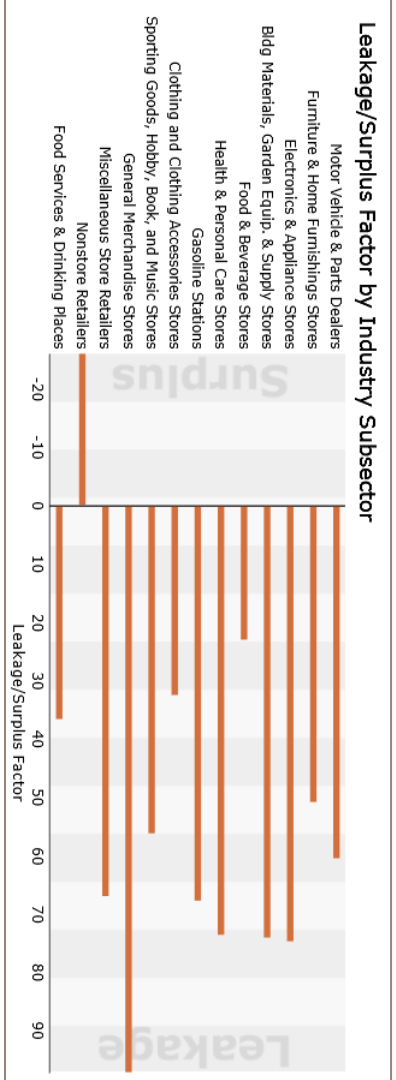
Retail Marketplace Potential: 97212



Retail leakage occurs *when local people are spending more for goods, than local businesses actually acquire. Retail sales leakage occurs when there is unsatisfied demand within the trading area and that the locality should provide extra stores spaces for such type of businesses. After all, retail leakage does not necessarily translate into opportunity. For instance, there could be a tough competition in a nearby locality that leads the market for same type of product. Many small - to medium-sized communities experience leakage of retail expenditures as local citizens drive to neighboring towns to shop at national retail chains.*



Retail Marketplace Potential: 97211

Summary Demographics	
2015 Population	33,323
2015 Households	13,466
2015 Median Disposable Income	$45,409
2015 Per Capita Income	$28,226

Data Source: Esri 2016

→ ***Supply (retail sales)*** *estimates* ***sales to consumers*** *only by business establishments.*

→ ***Demand (retail potential)*** *estimates the expected amount spent by consumer at retail establishments.*

→ ***The Leakage/Surplus Factor present a snapshot of retail opportunity****. It is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus)*

A positive value represents "leakage' of retail opportunity outside the trade area.

A negative value represent a surplus of retail sales, a market where customers are drawn from outside the trade area.

→ ***The Retail Gap*** *represents the difference between retail Potential and Retail Sales.*

Retail leakage occurs *when local people are spending more for goods, than local businesses actually acquire.*

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$498,524,046	$559,964,006	-$61,439,960	-5.8	333
Total Retail Trade	44-45	$450,695,962	$496,824,657	-$46,128,695	-4.9	204
Total Food & Drink	722	$47,828,084	$63,139,349	-$15,311,265	-13.8	129

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$96,691,844	$126,161,435	-$29,469,591	-13.2	39
Automobile Dealers	4411	$77,322,691	$80,441,590	-$3,118,899	-2.0	18
Other Motor Vehicle Dealers	4412	$11,511,384	$21,965,596	-$10,454,212	-31.2	12
Auto Parts, Accessories & Tire Stores	4413	$7,857,769	$23,754,249	-$15,896,480	-50.3	9
Furniture & Home Furnishings Stores	442	$12,877,919	$8,056,435	$4,821,484	23.0	5
Furniture Stores	4421	$7,853,946	$6,954,601	$899,345	6.1	3
Home Furnishings Stores	4422	$5,023,973	$1,101,834	$3,922,139	64.0	2
Electronics & Appliance Stores	443	$30,016,760	$9,030,337	$20,986,423	53.7	8
Bldg Materials, Garden Equip. & Supply Stores	444	$20,966,459	$28,730,518	-$7,764,059	-15.6	20
Bldg Material & Supplies Dealers	4441	$17,087,698	$28,100,147	-$11,012,449	-24.4	18
Lawn & Garden Equip & Supply Stores	4442	$3,878,761	$630,371	$3,248,390	72.0	2
Food & Beverage Stores	445	$89,854,950	$77,209,785	$12,645,165	7.6	32
Grocery Stores	4451	$79,684,354	$67,019,403	$12,664,951	8.6	19
Specialty Food Stores	4452	$4,397,190	$5,659,049	-$1,261,859	-12.5	8
Beer, Wine & Liquor Stores	4453	$5,773,406	$4,531,333	$1,242,073	12.1	5
Health & Personal Care Stores	446,4461	$23,537,210	$38,548,690	-$15,011,480	-24.2	12
Gasoline Stations	447,4471	$27,102,617	$142,845,494	-$115,742,877	-68.1	9
Clothing & Clothing Accessories Stores	448	$24,603,755	$12,702,063	$11,901,692	31.9	17
Clothing Stores	4481	$17,384,749	$4,847,669	$12,537,080	56.4	12
Shoe Stores	4482	$3,445,397	$6,853,138	-$3,407,741	-33.1	3
Jewelry, Luggage & Leather Goods Stores	4483	$3,773,609	$1,001,256	$2,772,353	58.1	2
Sporting Goods, Hobby, Book & Music Stores	451	$13,857,547	$18,126,119	-$4,268,572	-13.3	17
Sporting Goods/Hobby/Musical Instr Stores	4511	$12,116,162	$16,744,488	-$4,628,326	-16.0	11
Book, Periodical & Music Stores	4512	$1,741,385	$1,381,631	$359,754	11.5	6
General Merchandise Stores	452	$77,403,641	$11,591,001	$65,812,640	74.0	3
Department Stores Excluding Leased Depts.	4521	$59,597,298	$0	$59,597,298	100.0	0
Other General Merchandise Stores	4529	$17,806,343	$11,591,001	$6,215,342	21.1	3
Miscellaneous Store Retailers	453	$25,720,132	$14,773,230	$10,946,902	27.0	37
Florists	4531	$419,289	$647,591	-$228,302	-21.4	4
Office Supplies, Stationery & Gift Stores	4532	$5,538,971	$2,658,303	$2,880,668	35.1	8
Used Merchandise Stores	4533	$4,147,414	$1,179,420	$2,967,994	55.7	6
Other Miscellaneous Store Retailers	4539	$15,614,458	$10,287,916	$5,326,542	20.6	19
Nonstore Retailers	454	$8,063,128	$9,049,550	-$986,422	-5.8	5
Electronic Shopping & Mail-Order Houses	4541	$5,867,701	$4,414,896	$1,452,805	14.1	4
Vending Machine Operators	4542	$345,772	$0	$345,772	100.0	0
Direct Selling Establishments	4543	$1,849,655	$4,634,654	-$2,784,999	-42.9	1
Food Services & Drinking Places	722	$47,828,084	$63,139,349	-$15,311,265	-13.8	129
Full-Service Restaurants	7221	$26,379,806	$47,353,111	-$20,973,305	-28.4	91
Limited-Service Eating Places	7222	$17,951,706	$13,280,632	$4,671,074	15.0	29
Special Food Services	7223	$739,258	$824,328	-$85,070	-5.4	3
Drinking Places - Alcoholic Beverages	7224	$2,757,314	$1,681,278	$1,076,036	24.2	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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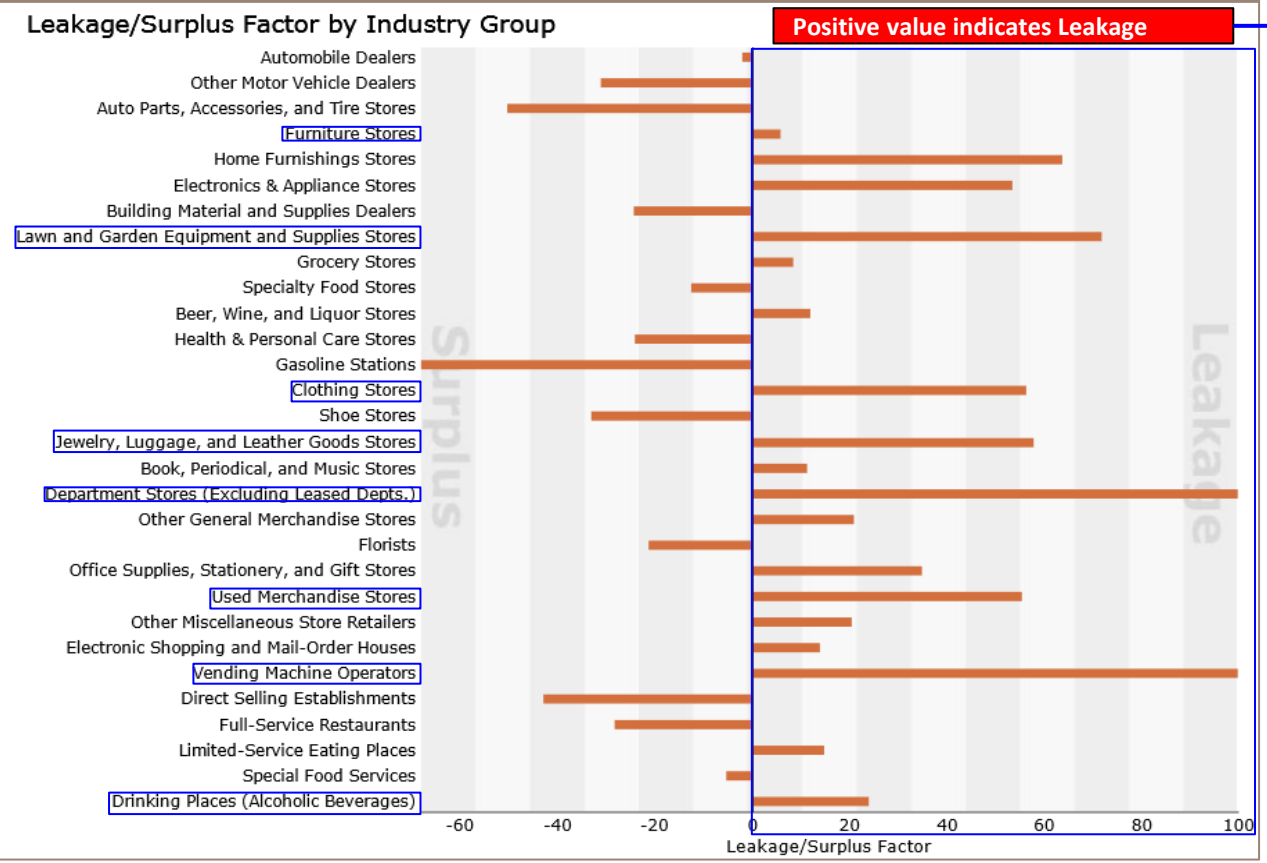
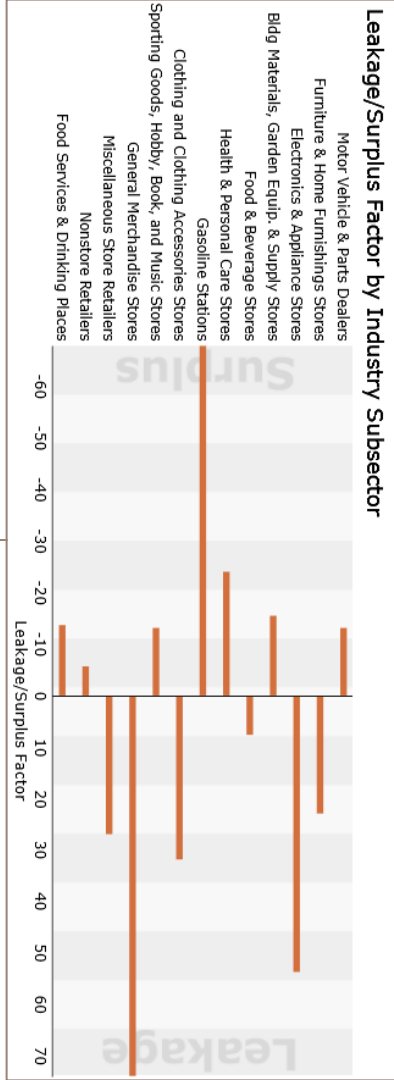
Retail Marketplace Potential: 97211





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Retail Market Potential

Community Profile:
NE MLK Jr. Blvd
Radii: 10, 15, 20 minutes walking distance

Business Summary
NE MLK Jr. Blvd
Radii: 10, 15, 20 minutes walking distance

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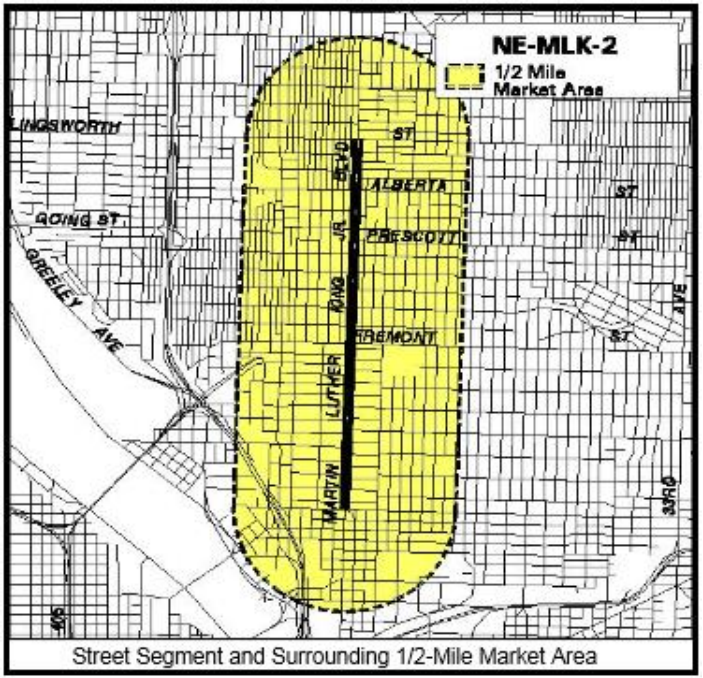
NE MLK Jr. Blvd, Portland [2000-2004]

Street Segment: NE Martin Luther King Jr. Blvd.
Boundaries: NE Killingsworth to NE Hancock
Length: 1.81 miles

The segment is average in business size.
→ There is a mix of business types, ranging from Retail, Personal Services, Other Services, Office, Auto Service and Repair, and Institutional use.
→ Industrial use alone comprised 39% of the employment in the segment.
→ Zoning in this segment is primarily Employment (50%), General Commercial (18%), and Multi Dwelling Residential (32%)

→ Compared to the citywide average, people and households per acre are twice the average.
→ Household size is average.
→ Housing prices have appreciated 330% and are slightly higher than the city average; household incomes, however, are well below the average.
→ The segment is racially diverse, with 43% White, 38% African-American, and 9.8% Hispanic.
→ The segment has a higher than average child (0-17) population.

Data Sources:
→ Portland Office of Transportation, 2003;
→ Metro, 2004;
→ US Census, 2000;
→ County Assessor, 2004



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic *Source: PDOT*	
TSP Street Classification[1]:	Major City Traffic Street
Average Daily Traffic Volume[2]:	29,514
Number of Traffic Lanes:	4
Transit *Sources: PDOT and Metro*	
TSP Street Classification[1]:	Major Transit Priority Street
Transit Service:	Bus Routes 6 and 72
Pedestrian *Source: PDOT*	
TSP Street Classification[1]:	City Walkway
Pedestrian District:	Partial
Bicycle *Source: PDOT*	
TSP Street Classification[1]:	City Bikeway
Bike Lane:	No

NE MLK Jr. BLVD

Boundaries: NE Killingsworth to NE Hancock
Length: 1.81 miles

MARKET AREA SUMMARY for 1/2-mile area around the street segment

Demographic Information *Source: CN*

	Segment	Portland
Total Population	**18,177**	**530,638**
People per Acre	11.0	5.5
Total Households	**7,597**	**224,425**
Households per Acre	4.6	2.3
Mean Household Size	**2.4**	**2.4**
Mean Household Income	**$39,334**	**$52,020**

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	24%	21%
18 - 34 Years Old	32%	29%
35 - 64 Years Old	35%	39%
65+ Years Old	10%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	**90.2%**	**93.2%**
White	43.0%	75.5%
Black	38.2%	6.2%
Native American	1.1%	0.9%
Asian	1.5%	6.3%
Pacific Islander	0.8%	0.4%
Other Race	0.4%	0.2%
Two or More Races	5.2%	3.8%
Hispanic	**9.8%**	**6.8%**

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR[3] Sales Price (00-04)	$163,000	$160,500
% Change in SFR[3] Sales Price (from 1990-94 to 2000-04)	330%	114%

DATA SOURCES / YEAR: Portland Office of Transportation, 2003 (PDOT); Metro, 2004 (Metro); US Census, 2000 (CN); County Assessor, 2004 (CA)

[1] Where more than one classification in Portland's Transportation System Plan (TSP) exists per category, the one that spans the greatest distance is reported.

[2] This figure represents the mean weighted Average Daily Traffic Volume for the segment.

[3] Single-Family Residence

Zoning: NE MLK Jr. Blvd, Portland [2000-2004]

NE MLK Jr. BLVD
Boundaries: NE Killingsworth to NE Hancock
Length: 1.81 miles

LAND USE AND ZONING SUMMARY for lots that front the street segment

Number and Size of Lots by Zone Type *Source: BOP*

ZONE TYPE	Number of Lots		Size of Lots			Number of Lots by Size (SQFT)				
	Total Lots	% of Total Lots	Total SQFT	% of Total SQFT	Average SQFT	0-4,999	5,000-19,999	20,000-43,559	43,560-99,999	100,000+
Commercial	32	18%	349,585	19%	10,925	9	20	3	0	0
Employment & Industrial	91	50%	1,007,349	55%	11,070	19	63	7	2	0
Residential	59	32%	472,957	26%	8,016	24	32	3	0	0
Other[1]	0	0%	0	0%	0	0	0	0	0	0
Total	**182**	**100%**	**1,829,891**	**100%**	**10,054**	**52**	**115**	**13**	**2**	**0**

Distribution of Lots by Zone Type *Source: BOP*

		Segment	All Segments[2]
COMMERCIAL	General Commercial	18%	23%
	Central Commercial	0%	4%
	Storefront Commercial	0%	24%
	Mixed Commercial/Residential	0%	2%
	Neighborhood Commercial	0%	6%
	Office Commercial	0%	1%
E & I	Employment	50%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	0%	4%
	Multi-Dwelling Residential	32%	24%
	Other[1]	0%	1%

Approximate Lot Utilization (lots used as zoned) by Zone Type *Sources: BOP and CA*

	Segment	All Segments[2]
Commercial	81%	79%
Employment & Industrial	89%	82%
Residential	76%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments[2]
Commercial	16%	6%
Employment & Industrial	9%	13%
Residential	14%	6%

[1] "Other" zone type includes Portland's Open Space (OS) and Institutional Residential (IR) zones, as well as commercial zones in other jurisdictions

NE MLK Jr. BLVD

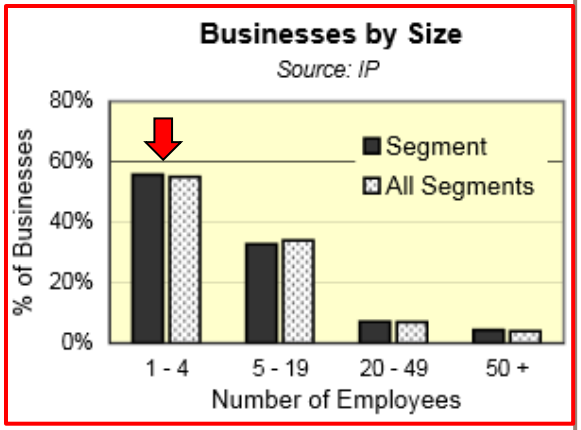
Boundaries: NE Killingsworth to NE Hancock
Length: 1.81 miles

BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees[3]	
	Segment	All Segments[2]	Segment	All Segments[2]
Retail	29%	34%	21%	34%
Personal Services	11%	8%	6%	5%
Other Services	11%	10%	7%	11%
Office	21%	28%	29%	26%
Auto Service/Repair	6%	5%	2%	3%
Auto Sales/Rental	3%	2%	1%	3%
Institutional	13%	4%	28%	10%
Industrial	6%	9%	6%	8%
Agriculture/Mining	0%	0%	0%	0%

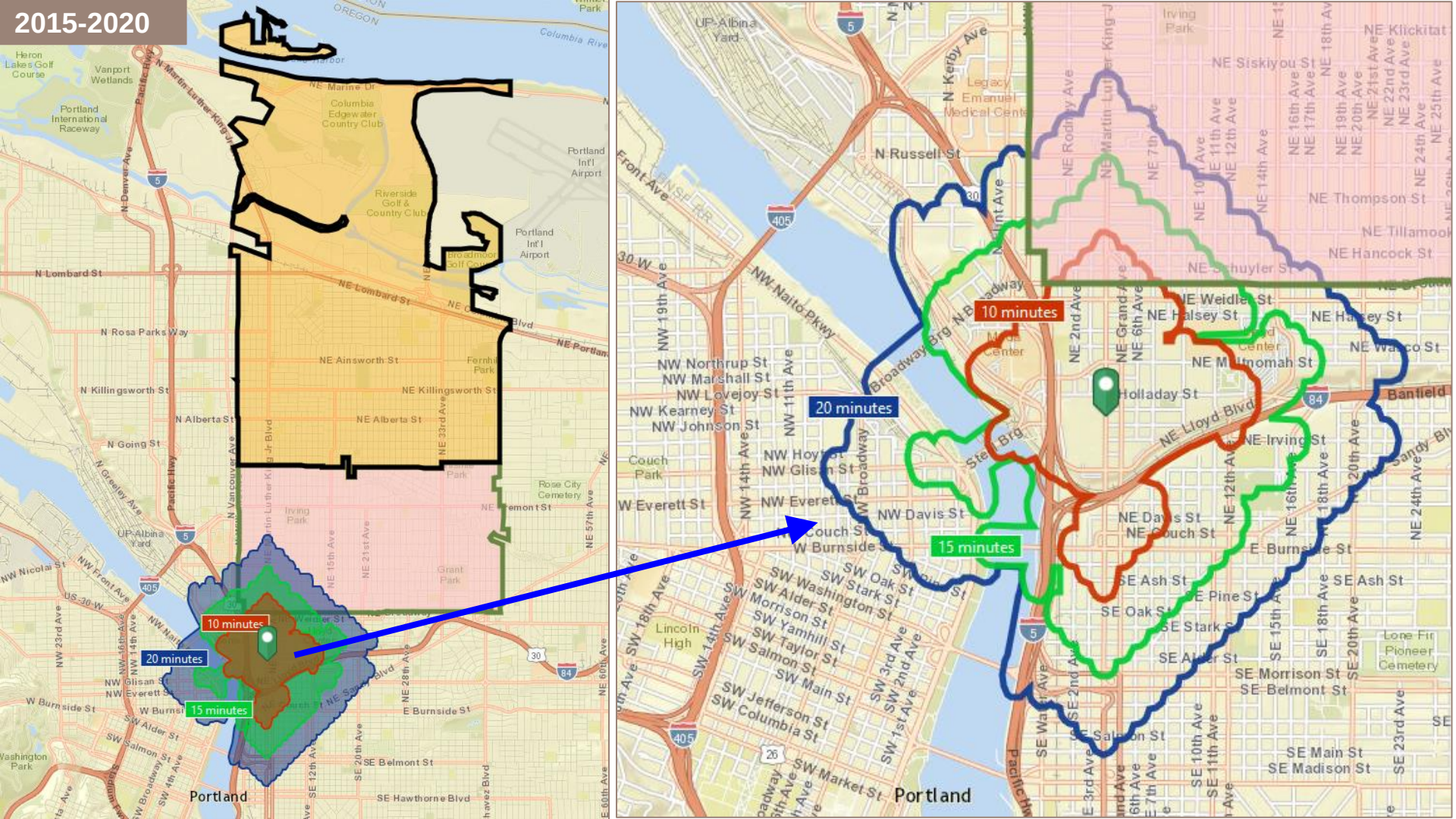
Approximate Number of Businesses *Source: IP*	113
Businesses per Mile	62
Businesses per Mile for All Segments[2]	70
% Different from All Segments[2]	-11%
Estimated Number of Employees[3] *Source: IP*	1273
Employees per Mile	703
Employees per Mile for All Segments[2]	837
% Different from All Segments[2]	-16%



DATA SOURCES / YEAR: Portland Bureau of Planning, 2004 (BOP); County Assessor, 2004 (CA); Inside Prospects, 2002-3 (IP)

[2] "All Segments" figures derived from data from all ninety-three commercial street segments in this study.

[3] Number of employees derived by multiplying number of businesses by average number of employees. See methodology section for further detail.


2015-2020
10 minutes
20 minutes
15 minutes
Portland
10 minutes
20 minutes
15 minutes
Portland

NE Martin Luther King Jr. Blvd, Portland, OR

Walk Times: 10, 15, 20 minute radii

	10 minutes	15 minutes	20 minutes
Population Summary			
2000 Total Population	824	2,859	10,321
2010 Total Population	1,229	3,673	12,653
2015 Total Population	1,429	4,057	13,359
2015 Group Quarters	171	474	1,902
2020 Total Population	1,544	4,384	14,169
2015-2020 Annual Rate	1.56%	1.56%	1.18%

	10 minutes	15 minutes	20 minutes
Median Household Income			
2015	$37,772	$37,699	$35,279
2020	$42,445	$42,907	$40,473
Median Home Value			
2015	$383,333	$404,902	$414,575
2020	$481,579	$492,466	$490,751
Per Capita Income			
2015	$30,139	$30,157	$30,361
2020	$35,716	$35,294	$35,451
Median Age			
2010	34.8	36.3	38.0
2015	34.4	36.0	38.3
2020	34.7	36.1	38.1

	10 minutes	15 minutes	20 minutes
2010 Population by Sex			
Males	631	1,916	7,078
Females	598	1,757	5,575
2015 Population by Sex			
Males	732	2,104	7,425
Females	697	1,953	5,934
2020 Population by Sex			
Males	794	2,264	7,819
Females	750	2,120	6,350

	10 minutes	15 minutes	20 minutes
Household Summary			
2000 Households	498	1,563	5,521
2000 Average Household Size	1.57	1.68	1.58
2010 Households	710	1,926	6,946
2010 Average Household Size	1.51	1.66	1.54
2015 Households	834	2,165	7,416
2015 Average Household Size	1.51	1.66	1.55
2020 Households	910	2,363	7,944
2020 Average Household Size	1.51	1.65	1.54
2015-2020 Annual Rate	1.76%	1.77%	1.39%
2010 Families	132	400	1,378
2010 Average Family Size	2.38	2.55	2.50
2015 Families	146	433	1,440
2015 Average Family Size	2.39	2.54	2.50
2020 Families	157	465	1,528
2020 Average Family Size	2.39	2.55	2.49
2015-2020 Annual Rate	1.46%	1.44%	1.19%

	10 minutes	15 minutes	20 minutes
Housing Unit Summary			
2000 Housing Units	599	1,759	6,187
Owner Occupied Housing Units	11.7%	15.8%	17.9%
Renter Occupied Housing Units	71.5%	73.1%	71.3%
Vacant Housing Units	16.9%	11.1%	10.8%
2010 Housing Units	790	2,098	7,530
Owner Occupied Housing Units	8.0%	14.2%	17.9%
Renter Occupied Housing Units	81.9%	77.6%	74.3%
Vacant Housing Units	10.1%	8.2%	7.8%
2015 Housing Units	922	2,358	8,000
Owner Occupied Housing Units	6.6%	12.4%	16.2%
Renter Occupied Housing Units	83.8%	79.4%	76.5%
Vacant Housing Units	9.5%	8.2%	7.3%
2020 Housing Units	1,005	2,574	8,494
Owner Occupied Housing Units	6.6%	12.2%	16.3%
Renter Occupied Housing Units	84.0%	79.6%	77.2%
Vacant Housing Units	9.5%	8.2%	6.5%

NE Martin Luther King Jr. Blvd, Portland, OR

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii

Walk Times:	10 minutes	15 minutes	20 minutes
2015 Population by Age			
Total	1,428	4,055	13,358
0 - 4	2.3%	2.4%	2.4%
5 - 9	1.4%	1.7%	1.7%
10 - 14	0.8%	1.1%	1.4%
15 - 24	13.9%	12.2%	10.4%
25 - 34	33.1%	31.0%	28.3%
35 - 44	13.8%	14.7%	17.1%
45 - 54	8.7%	11.2%	14.2%
55 - 64	7.3%	10.0%	12.0%
65 - 74	3.8%	5.0%	5.8%
75 - 84	4.8%	4.0%	3.1%
85 +	10.2%	6.7%	3.6%
18 +	94.7%	94.0%	93.6%
2020 Population by Age			
Total	1,542	4,383	14,171
0 - 4	2.3%	2.5%	2.4%
5 - 9	1.3%	1.6%	1.6%
10 - 14	0.8%	1.0%	1.3%
15 - 24	12.6%	11.4%	9.9%
25 - 34	33.8%	31.7%	29.0%
35 - 44	13.7%	14.7%	17.2%
45 - 54	8.0%	10.2%	13.2%
55 - 64	7.3%	9.8%	11.7%
65 - 74	4.5%	5.8%	6.4%
75 - 84	5.3%	4.5%	3.6%
85 +	10.4%	6.8%	3.6%
18 +	95.0%	94.1%	93.9%

Walk Times:	10 minutes	15 minutes	20 minutes
2015 Population by Race/Ethnicity			
Total	1,428	4,056	13,359
White Alone	79.8%	78.9%	78.3%
Black Alone	8.1%	8.9%	9.4%
American Indian Alone	1.1%	1.4%	1.6%
Asian Alone	3.5%	3.2%	3.2%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	2.8%	2.6%	2.3%
Two or More Races	4.3%	4.8%	4.9%
Hispanic Origin	6.8%	7.0%	7.1%
Diversity Index	43.7	45.1	46.0
2020 Population by Race/Ethnicity			
Total	1,544	4,384	14,169
White Alone	79.1%	78.1%	77.5%
Black Alone	7.9%	8.7%	9.3%
American Indian Alone	1.2%	1.4%	1.6%
Asian Alone	3.8%	3.5%	3.6%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	3.0%	2.8%	2.4%
Two or More Races	4.7%	5.2%	5.4%
Hispanic Origin	7.4%	7.7%	7.8%
Diversity Index	45.4	46.9	47.7

NE Martin Luther King Jr. Blvd, Portland, OR

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii

	10 minutes	15 minutes	20 minutes
2015 Households by Income			
Household Income Base	834	2,165	7,416
<$15,000	18.2%	20.2%	25.1%
$15,000 - $24,999	12.8%	12.4%	13.4%
$25,000 - $34,999	13.5%	13.3%	11.2%
$35,000 - $49,999	21.1%	17.0%	13.6%
$50,000 - $74,999	15.5%	13.6%	12.2%
$75,000 - $99,999	8.8%	9.9%	10.5%
$100,000 - $149,999	7.1%	8.7%	8.7%
$150,000 - $199,999	1.2%	3.4%	3.3%
$200,000+	1.8%	1.5%	2.1%
Average Household Income	$50,582	$53,027	$53,169
2020 Households by Income			
Household Income Base	910	2,363	7,944
<$15,000	17.3%	19.0%	23.6%
$15,000 - $24,999	9.3%	9.3%	10.0%
$25,000 - $34,999	11.2%	11.5%	10.6%
$35,000 - $49,999	20.7%	16.7%	13.3%
$50,000 - $74,999	17.4%	14.7%	12.7%
$75,000 - $99,999	10.8%	11.4%	11.9%
$100,000 - $149,999	9.1%	10.8%	10.7%
$150,000 - $199,999	1.9%	4.6%	4.5%
$200,000+	2.4%	2.0%	2.8%
Average Household Income	$59,312	$61,606	$61,908

Walk Times:	10 minutes	15 minutes	20 minutes
2015 Owner Occupied Housing Units by Value			
Total	61	291	1,297
<$50,000	0.0%	0.0%	0.0%
$50,000 - $99,999	0.0%	0.3%	0.3%
$100,000 - $149,999	3.3%	3.1%	1.8%
$150,000 - $199,999	4.9%	6.2%	5.2%
$200,000 - $249,999	8.2%	10.3%	8.5%
$250,000 - $299,999	13.1%	10.7%	10.6%
$300,000 - $399,999	24.6%	18.9%	20.9%
$400,000 - $499,999	18.0%	17.5%	19.0%
$500,000 - $749,999	16.4%	24.1%	23.6%
$750,000 - $999,999	4.9%	4.5%	4.9%
$1,000,000 +	6.6%	5.2%	5.3%
Average Home Value	$461,885	$463,140	$474,750
2020 Owner Occupied Housing Units by Value			
Total	66	314	1,387
<$50,000	0.0%	0.0%	0.0%
$50,000 - $99,999	0.0%	0.3%	0.1%
$100,000 - $149,999	0.0%	0.3%	0.2%
$150,000 - $199,999	1.5%	1.3%	1.2%
$200,000 - $249,999	3.0%	3.2%	2.9%
$250,000 - $299,999	6.1%	4.8%	4.4%
$300,000 - $399,999	16.7%	18.5%	18.5%
$400,000 - $499,999	28.8%	23.2%	24.9%
$500,000 - $749,999	33.3%	32.8%	29.8%
$750,000 - $999,999	9.1%	11.1%	11.8%
$1,000,000 +	3.0%	4.1%	6.1%
Average Home Value	$531,716	$548,482	$563,977

NE Martin Luther King Jr. Blvd, Portland, OR

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii

2015 Population 25+ by Educational Attainment	10 minutes	15 minutes	20 minutes
Total	1,166	3,348	11,243
Less than 9th Grade	2.1%	1.7%	1.7%
9th - 12th Grade, No Diploma	3.0%	4.0%	5.2%
High School Graduate	10.0%	10.3%	9.4%
GED/Alternative Credential	4.5%	4.4%	3.9%
Some College, No Degree	20.1%	20.2%	20.8%
Associate Degree	8.5%	7.8%	7.0%
Bachelor's Degree	35.8%	31.5%	29.3%
Graduate/Professional Degree	16.0%	20.0%	22.7%

2015 Population 15+ by Marital Status	10 minutes	15 minutes	20 minutes
Total	1,364	3,842	12,625
Never Married	57.3%	55.4%	56.9%
Married	21.7%	24.1%	21.9%
Widowed	9.7%	6.8%	5.3%
Divorced	11.4%	13.7%	15.9%

2015 Civilian Population 16+ in Labor Force	10 minutes	15 minutes	20 minutes
Civilian Employed	92.0%	90.8%	86.5%
Civilian Unemployed	8.0%	9.2%	13.5%

2015 Employed Population 16+ by Occupation	10 minutes	15 minutes	20 minutes
Total	845	2,342	6,997
White Collar	62.3%	65.8%	69.4%
Management/Business/Financial	16.7%	17.3%	18.5%
Professional	23.4%	26.9%	27.6%
Sales	11.9%	10.8%	10.4%
Administrative Support	10.3%	10.8%	12.8%
Services	21.5%	19.9%	16.9%
Blue Collar	16.5%	14.3%	13.7%
Farming/Forestry/Fishing	0.1%	0.9%	0.7%
Construction/Extraction	4.7%	2.7%	1.8%
Installation/Maintenance/Repair	1.2%	1.4%	1.2%
Production	3.4%	3.8%	4.2%
Transportation/Material Moving	7.0%	5.6%	5.7%

2015 Employed Population 16+ by Industry	10 minutes	15 minutes	20 minutes
Total	843	2,342	6,997
Agriculture/Mining	0.1%	1.3%	1.1%
Construction	3.4%	2.3%	2.1%
Manufacturing	10.2%	8.2%	7.9%
Wholesale Trade	2.6%	3.0%	2.6%
Retail Trade	18.5%	15.6%	11.5%
Transportation/Utilities	5.3%	5.5%	4.6%
Information	3.3%	3.4%	4.5%
Finance/Insurance/Real Estate	4.9%	6.1%	6.5%
Services	46.6%	50.2%	56.0%
Public Administration	5.1%	4.4%	3.2%

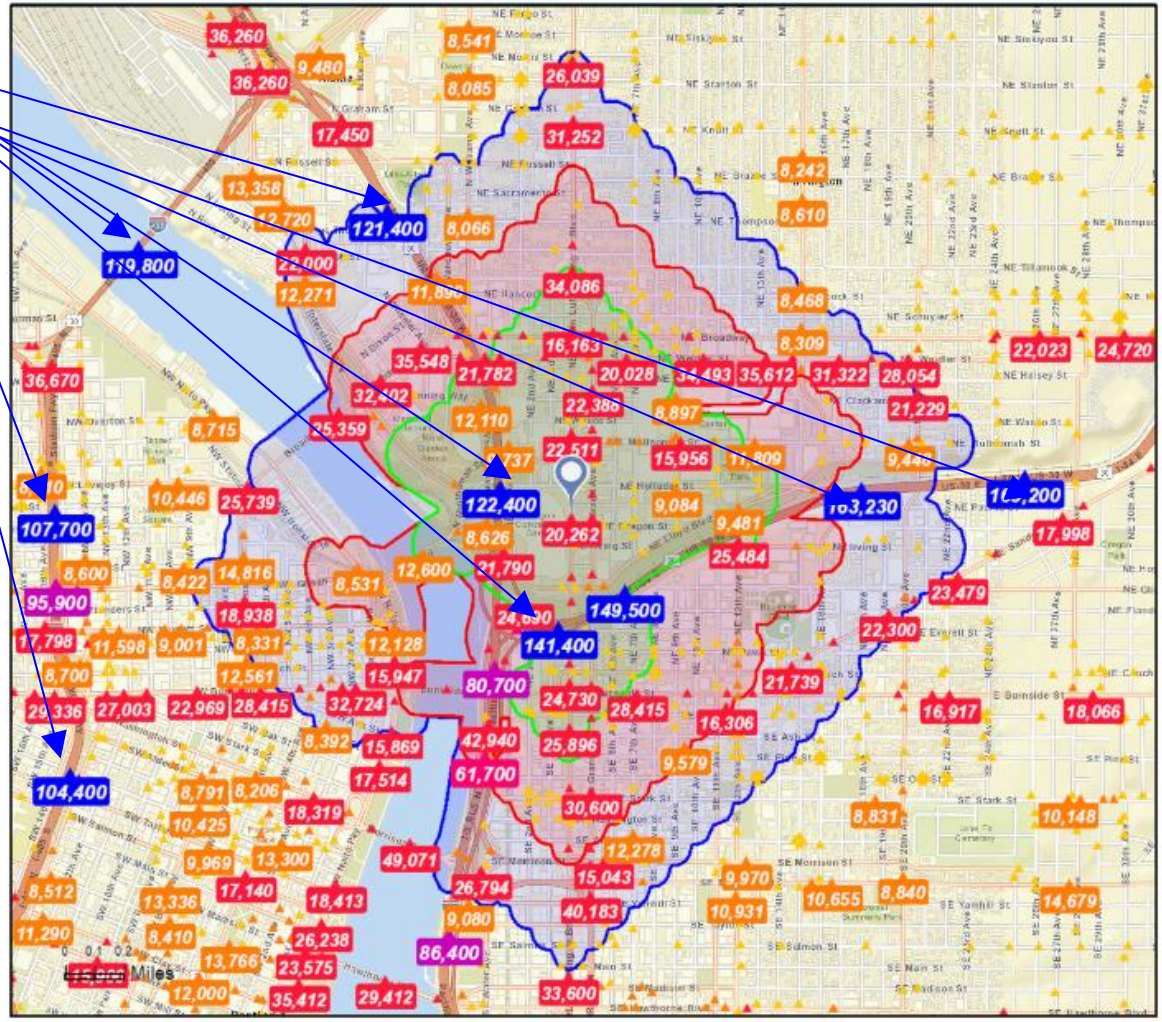
Average Daily Traffic Volume: NE MLK

The dark blue marked areas on the map have the highest average daily traffic volume (over 100,000 per day) compared to yellow marked areas.

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

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii



Businesses:
by #Employees

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii

Data for all businesses in area	10 minutes	15 minutes	20 minutes
Total Businesses:	494	1,186	2,708
Total Employees:	12,812	23,629	42,834
Total Residential Population:	1,429	4,057	13,359
Employee/Residential Population Ratio:	8.97:1	5.82:1	3.21:1

	Employees		Employees		Employees		Employees		Employees		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	0.8%	75	0.6%	8	0.7%	117	0.5%	17	0.6%	274	0.6%
Construction	12	2.4%	94	0.7%	42	3.5%	415	1.8%	105	3.9%	1,032	2.4%
Manufacturing	11	2.2%	216	1.7%	39	3.3%	698	3.0%	91	3.4%	1,548	3.6%
Transportation	8	1.6%	201	1.6%	22	1.9%	543	2.3%	49	1.8%	1,914	4.5%
Communication	6	1.2%	32	0.2%	12	1.0%	75	0.3%	26	1.0%	223	0.5%
Utility	4	0.8%	687	5.4%	5	0.4%	837	3.5%	8	0.3%	1,207	2.8%
Wholesale Trade	18	3.6%	363	2.8%	56	4.7%	1,163	4.9%	107	4.0%	1,765	4.1%
Retail Trade Summary	116	23.5%	1,916	15.0%	295	24.9%	4,534	19.2%	745	27.5%	9,941	23.2%
Home Improvement	3	0.6%	30	0.2%	13	1.1%	111	0.5%	33	1.2%	215	0.5%
General Merchandise Stores	1	0.2%	64	0.5%	4	0.3%	221	0.9%	10	0.4%	528	1.2%
Food Stores	7	1.4%	231	1.8%	25	2.1%	790	3.3%	62	2.3%	1,237	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	19	3.8%	412	3.2%	38	3.2%	664	2.8%	61	2.3%	809	1.9%
Apparel & Accessory Stores	6	1.2%	81	0.6%	24	2.0%	302	1.3%	78	2.9%	1,112	2.6%
Furniture & Home Furnishings	13	2.6%	205	1.6%	34	2.9%	422	1.8%	77	2.8%	905	2.1%
Eating & Drinking Places	45	9.1%	637	5.0%	99	8.3%	1,333	5.6%	261	9.6%	3,318	7.7%
Miscellaneous Retail	21	4.3%	255	2.0%	59	5.0%	691	2.9%	163	6.0%	1,817	4.2%
Finance, Insurance, Real Estate Summary	68	13.8%	1,656	12.9%	135	11.4%	2,606	11.0%	299	11.0%	3,787	8.8%
Banks, Savings & Lending Institutions	22	4.5%	103	0.8%	44	3.7%	182	0.8%	96	3.5%	369	0.9%
Securities Brokers	5	1.0%	145	1.1%	11	0.9%	432	1.8%	26	1.0%	695	1.6%
Insurance Carriers & Agents	15	3.0%	1,018	7.9%	26	2.2%	1,289	5.5%	44	1.6%	1,409	3.3%
Real Estate, Holding, Other Investment Offices	26	5.3%	391	3.1%	54	4.6%	703	3.0%	134	4.9%	1,313	3.1%
Services Summary	183	37.0%	5,224	40.8%	444	37.4%	9,101	38.5%	1,000	36.9%	15,528	36.3%
Hotels & Lodging	8	1.6%	320	2.5%	15	1.3%	505	2.1%	23	0.8%	776	1.8%
Automotive Services	21	4.3%	148	1.2%	42	3.5%	289	1.2%	80	3.0%	524	1.2%
Motion Pictures & Amusements	15	3.0%	94	0.7%	43	3.6%	329	1.4%	89	3.3%	720	1.7%
Health Services	36	7.3%	2,617	20.4%	70	5.9%	3,582	15.2%	114	4.2%	4,041	9.4%
Legal Services	7	1.4%	61	0.5%	20	1.7%	153	0.6%	58	2.1%	501	1.2%
Education Institutions & Libraries	5	1.0%	248	1.9%	15	1.3%	771	3.3%	32	1.2%	1,520	3.5%
Other Services	90	18.2%	1,737	13.6%	239	20.2%	3,472	14.7%	603	22.3%	7,445	17.4%
Government	40	8.1%	2,317	18.1%	64	5.4%	3,461	14.6%	102	3.8%	5,392	12.6%
Unclassified Establishments	22	4.5%	31	0.2%	62	5.2%	78	0.3%	157	5.8%	225	0.5%
Totals	494	100.0%	12,812	100.0%	1,186	100.0%	23,629	100.0%	2,708	100.0%	42,834	100.0%

Businesses
by NAICS Codes

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii

10, minute radii | 15, minute radii | 20 minute radii

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	2	0.4%	68	0.5%	4	0.3%	86	0.4%	5	0.2%	159	0.4%
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	1	0.0%	3	0.0%
Utilities	3	0.6%	681	5.3%	4	0.3%	826	3.5%	5	0.2%	1,185	2.8%
Construction	13	2.6%	99	0.8%	45	3.8%	437	1.8%	117	4.3%	1,103	2.6%
Manufacturing	12	2.4%	282	2.2%	42	3.5%	908	3.8%	98	3.6%	1,858	4.3%
Wholesale Trade	18	3.6%	359	2.8%	53	4.5%	1,145	4.8%	101	3.7%	1,723	4.0%
Retail Trade	69	14.0%	1,177	9.2%	189	15.9%	2,868	12.1%	464	17.1%	6,112	14.3%
Motor Vehicle & Parts Dealers	12	2.4%	400	3.1%	27	2.3%	649	2.7%	43	1.6%	791	1.8%
Furniture & Home Furnishings Stores	5	1.0%	30	0.2%	16	1.3%	114	0.5%	37	1.4%	319	0.7%
Electronics & Appliance Stores	8	1.6%	176	1.4%	16	1.3%	307	1.3%	35	1.3%	814	1.9%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.6%	30	0.2%	13	1.1%	111	0.5%	33	1.2%	215	0.5%
Food & Beverage Stores	5	1.0%	126	1.0%	18	1.5%	458	1.9%	46	1.7%	749	1.7%
Health & Personal Care Stores	3	0.6%	21	0.2%	9	0.8%	67	0.3%	21	0.8%	177	0.4%
Gasoline Stations	7	1.4%	12	0.1%	11	0.9%	16	0.1%	18	0.7%	18	0.0%
Clothing & Clothing Accessories Stores	9	1.8%	91	0.7%	31	2.6%	331	1.4%	96	3.5%	1,191	2.8%
Sport Goods, Hobby, Book, & Music Stores	5	1.0%	58	0.5%	16	1.3%	157	0.7%	38	1.4%	306	0.7%
General Merchandise Stores	1	0.2%	64	0.5%	4	0.3%	221	0.9%	10	0.4%	528	1.2%
Miscellaneous Store Retailers	8	1.6%	34	0.3%	22	1.9%	114	0.5%	77	2.8%	494	1.2%
Nonstore Retailers	4	0.8%	133	1.0%	6	0.5%	324	1.4%	11	0.4%	511	1.2%
Transportation & Warehousing	6	1.2%	120	0.9%	15	1.3%	270	1.1%	35	1.3%	1,541	3.6%
Information	12	2.4%	92	0.7%	32	2.7%	297	1.3%	75	2.8%	752	1.8%
Finance & Insurance	42	8.5%	1,265	9.9%	81	6.8%	1,903	8.1%	167	6.2%	2,480	5.8%
Central Bank/Credit Intermediation & Related Activities	22	4.5%	103	0.8%	44	3.7%	182	0.8%	95	3.5%	359	0.8%
Securities, Commodity Contracts & Other Financial	5	1.0%	145	1.1%	11	0.9%	432	1.8%	28	1.0%	711	1.7%
Insurance Carriers & Related Activities; Funds, Trusts &	15	3.0%	1,018	7.9%	26	2.2%	1,289	5.5%	44	1.6%	1,410	3.3%
Real Estate, Rental & Leasing	27	5.5%	357	2.8%	59	5.0%	720	3.0%	144	5.3%	1,446	3.4%
Professional, Scientific & Tech Services	48	9.7%	1,049	8.2%	128	10.8%	1,876	7.9%	317	11.7%	4,054	9.5%
Legal Services	11	2.2%	93	0.7%	25	2.1%	192	0.8%	65	2.4%	557	1.3%
Management of Companies & Enterprises	1	0.2%	15	0.1%	1	0.1%	18	0.1%	2	0.1%	20	0.0%
Administrative & Support & Waste Management & Remediation	13	2.6%	170	1.3%	31	2.6%	364	1.5%	73	2.7%	754	1.8%
Educational Services	8	1.6%	263	2.1%	22	1.9%	803	3.4%	47	1.7%	1,526	3.6%
Health Care & Social Assistance	46	9.3%	3,022	23.6%	95	8.0%	4,379	18.5%	185	6.8%	5,517	12.9%
Arts, Entertainment & Recreation	7	1.4%	60	0.5%	25	2.1%	250	1.1%	58	2.1%	627	1.5%
Accommodation & Food Services	54	10.9%	972	7.6%	117	9.9%	1,885	8.0%	290	10.7%	4,177	9.8%
Accommodation	8	1.6%	320	2.5%	15	1.3%	505	2.1%	23	0.8%	776	1.8%
Food Services & Drinking Places	45	9.1%	652	5.1%	102	8.6%	1,380	5.8%	266	9.8%	3,401	7.9%
Other Services (except Public Administration)	50	10.1%	412	3.2%	115	9.7%	1,049	4.4%	265	9.8%	2,162	5.0%
Automotive Repair & Maintenance	16	3.2%	106	0.8%	33	2.8%	187	0.8%	58	2.1%	334	0.8%
Public Administration	40	8.1%	2,317	18.1%	64	5.4%	3,461	14.6%	102	3.8%	5,398	12.6%
Unclassified Establishments	22	4.5%	31	0.2%	62	5.2%	80	0.3%	158	5.8%	237	0.6%
Total	494	100.0%	12,812	100.0%	1,186	100.0%	23,629	100.0%	2,708	100.0%	42,834	100.0%

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Times: 10, 15, 20 minute radii

Businesses: Walking Distance of NE MLK Jr. Blvd, Portland, OR

NE Martin Luther King Jr Blvd, Portland,
Walk Times: 10, 15, 20 minute radii

2010 Residential Population:	12,653	2015 Total Sales ($000)	$10,292,017
2015 Residential Population:	13,359	2015 Daytime Business Population	43,013
2020 Residential Population:	14,169	Daytime Business/Residential Ratio:	3.22:1
Annual Population Growth 2015 - 2020	1.18%	Total Number of Businesses:	2,823

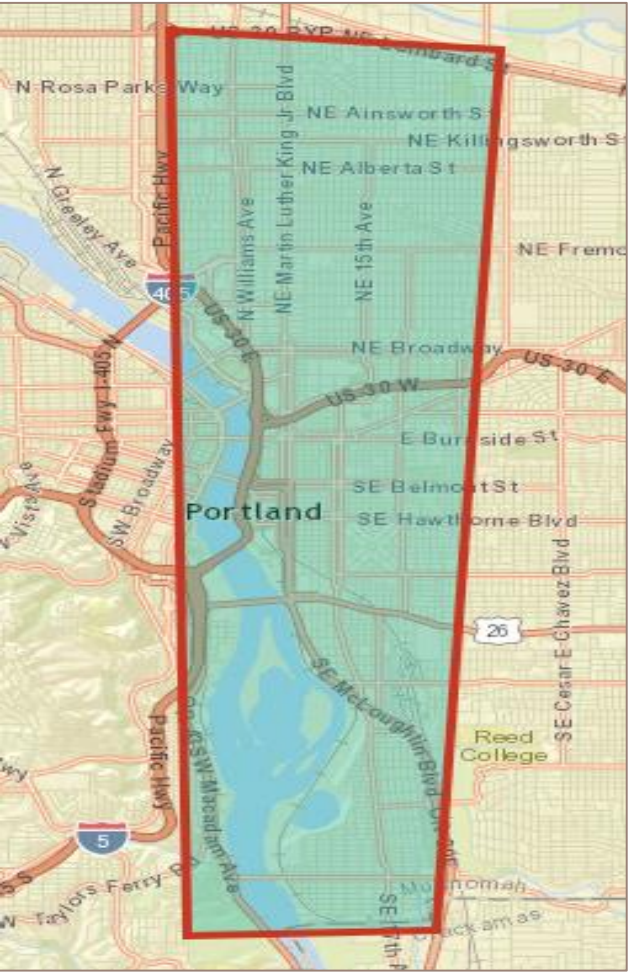
Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
FLANIGAN CREATIVE NE M L KING BLVD PORTLAND, OR 97232		0.00 SW	3	$0
ANZEN PACIFIC CORP NE M L KING BLVD PORTLAND, OR 97232		0.04 SE	3	$0
ANZEN HIROSHI'S NE M L KING BLVD PORTLAND, OR 97232		0.04 SE	10	$20,465
INN AT THE CONVENTION CTR NE HOLLADAY ST PORTLAND, OR 97232		0.06 NE	18	$1,707
PACIFIC CONTINENTAL BANK NE GRAND AVE PORTLAND, OR 97232		0.06 SE	12	$0
CARDTRONICS ATM NE M L KING BLVD PORTLAND, OR 97232		0.08 SW	0	$0
OREGON CONVENTION CTR NE M L KING BLVD PORTLAND, OR 97232		0.08 SW	125	$0
METROPOLITAN EXPOSITION NE M L KING BLVD PORTLAND, OR 97232		0.08 SW	20	$0
PORTLAND CENTER FOR PERFORMING NE M L KING BLVD PORTLAND, OR 97232		0.08 SW	3	$0
ELECTRIC CHARGING STATION NE M L KING BLVD PORTLAND, OR 97232		0.08 SW	0	$0
E V CHARGING STATION NE M L KING BLVD PORTLAND, OR 97232	J	0.08 SW	0	$0
ARAMARK NE M L KING BLVD PORTLAND, OR 97232		0.08 SW	100	$20,964

NE Martin Luther King Jr Blvd, Portland,
Walk Times: 10, 15, 20 minute radii

Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
N O A A FISHERIES NE OREGON ST PORTLAND, OR 97232		0.08 SE	6	$0
EAST WEST COLLEGE LLC NE OREGON ST PORTLAND, OR 97232		0.08 SE	25	$0
EAST-WEST COLLEGE-HEALING ARTS NE OREGON ST PORTLAND, OR 97232		0.08 SE	24	$1,621
SCOOTER STATION NE M L KING BLVD PORTLAND, OR 97232		0.08 SE	2	$750
CONVENTION CENTER AUTO BODY NE M L KING BLVD PORTLAND, OR 97232		0.08 SE	6	$810
G A E C CORP NE GRAND AVE PORTLAND, OR 97232		0.09 SE	0	$0
LAND ROVER PORTLAND NE GRAND AVE PORTLAND, OR 97232	4	0.09 SE	35	$24,103
DON RASMUSSEN CO AUTOS NE GRAND AVE PORTLAND, OR 97232		0.09 SE	2	$1,377
FEDERAL GRAIN INSPECTION SVC NE HOLLADAY ST PORTLAND, OR 97232		0.09 NE	3	$0
MOTEL 6 NE HOLLADAY ST PORTLAND, OR 97232	J	0.09 NE	3	$284
RED LION HOTEL-CONVENTION CTR NE GRAND AVE PORTLAND, OR 97232		0.10 NE	100	$3,900
WINDOWS SKY LOUNGE NE GRAND AVE PORTLAND, OR 97232		0.10 NE	9	$452
CAFE 10 21 NE GRAND AVE PORTLAND, OR 97232		0.10 NE	6	$301
UP/OUT INC NE 6TH PL PORTLAND, OR 97214		0.11 SE	7	$679
J CAFE NE HOLLADAY ST PORTLAND, OR 97232		0.12 NE	5	$251
V CARDS NE HOLLADAY ST PORTLAND, OR 97232		0.12 NE	1	$95

Businesses

Total Area: 16.17 square miles



Area: 16.17 square miles

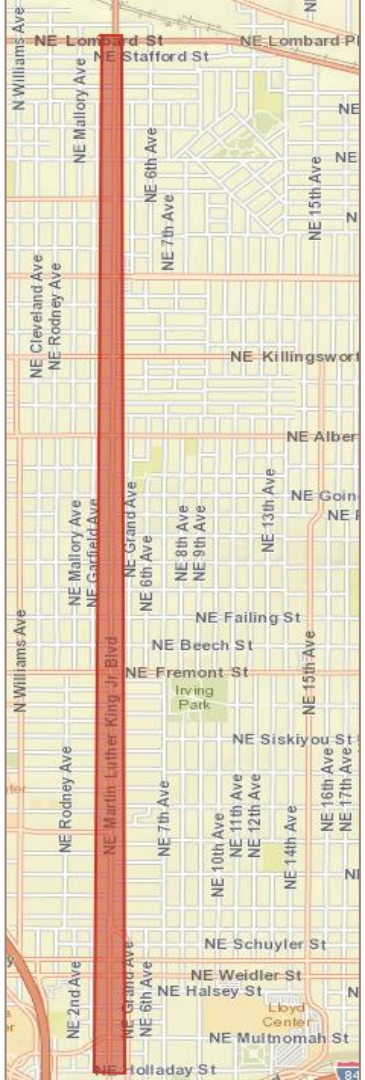
by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	18	0.2%	631	0.5%
Mining	2	0.0%	14	0.0%
Utilities	15	0.2%	2,548	2.1%
Construction	610	6.3%	5,272	4.3%
Manufacturing	407	4.2%	6,734	5.6%
Wholesale Trade	368	3.8%	4,385	3.6%
Retail Trade	1,392	14.5%	16,839	13.9%
Motor Vehicle & Parts Dealers	114	1.2%	1,871	1.5%
Furniture & Home Furnishings Stores	95	1.0%	651	0.5%
Electronics & Appliance Stores	115	1.2%	1,659	1.4%
Bldg Material & Garden Equipment & Supplies Dealers	123	1.3%	1,061	0.9%
Food & Beverage Stores	192	2.0%	2,460	2.0%
Health & Personal Care Stores	51	0.5%	355	0.3%
Gasoline Stations	65	0.7%	127	0.1%
Clothing & Clothing Accessories Stores	195	2.0%	1,768	1.5%
Sport Goods, Hobby, Book, & Music Stores	127	1.3%	787	0.6%
General Merchandise Stores	31	0.3%	3,414	2.8%
Miscellaneous Store Retailers	250	2.6%	2,020	1.7%
Nonstore Retailers	35	0.4%	665	0.5%
Transportation & Warehousing	120	1.2%	5,060	4.2%
Information	262	2.7%	3,805	3.1%
Finance & Insurance	573	6.0%	4,736	3.9%
Central Bank/Credit Intermediation & Related Activities	316	3.3%	1,145	0.9%
Securities, Commodity Contracts & Other Financial	113	1.2%	1,193	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	144	1.5%	2,397	2.0%
Real Estate, Rental & Leasing	489	5.1%	4,572	3.8%
Professional, Scientific & Tech Services	1,147	11.9%	11,327	9.3%
Legal Services	273	2.8%	2,269	1.9%
Management of Companies & Enterprises	5	0.1%	38	0.0%
Administrative & Support & Waste Management & Remediation	311	3.2%	3,402	2.8%
Educational Services	193	2.0%	4,014	3.3%
Health Care & Social Assistance	748	7.8%	16,595	13.7%
Arts, Entertainment & Recreation	189	2.0%	2,043	1.7%
Accommodation & Food Services	939	9.8%	11,727	9.7%
Accommodation	46	0.5%	1,418	1.2%
Food Services & Drinking Places	892	9.3%	10,309	8.5%
Other Services (except Public Administration)	1,072	11.1%	6,742	5.6%
Automotive Repair & Maintenance	186	1.9%	931	0.8%
Public Administration	233	2.4%	9,972	8.2%
Unclassified Establishments	529	5.5%	822	0.7%
Total	9,619	100.0%	121,276	100.0%

Businesses

Total Area: 0.23 square miles

Area: 0.23 square miles

Data for all businesses in area	
Total Businesses:	219
Total Employees:	2,928
Total Residential Population:	1,317
Employee/Residential Population Ratio:	2.22:1



Area: 0.23 square miles

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	13	0.4%
Mining	0	0.0%	0	0.0%
Utilities	1	0.5%	130	4.4%
Construction	8	3.7%	41	1.4%
Manufacturing	6	2.7%	70	2.4%
Wholesale Trade	4	1.8%	30	1.0%
Retail Trade	32	14.6%	202	6.9%
Motor Vehicle & Parts Dealers	2	0.9%	65	2.2%
Furniture & Home Furnishings Stores	2	0.9%	10	0.3%
Electronics & Appliance Stores	2	0.9%	35	1.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	8	0.3%
Food & Beverage Stores	5	2.3%	15	0.5%
Health & Personal Care Stores	3	1.4%	7	0.2%
Gasoline Stations	4	1.8%	8	0.3%
Clothing & Clothing Accessories Stores	3	1.4%	9	0.3%
Sport Goods, Hobby, Book, & Music Stores	2	0.9%	12	0.4%
General Merchandise Stores	1	0.5%	1	0.0%
Miscellaneous Store Retailers	5	2.3%	14	0.5%
Nonstore Retailers	1	0.5%	20	0.7%
Transportation & Warehousing	1	0.5%	22	0.8%
Information	5	2.3%	21	0.7%
Finance & Insurance	11	5.0%	227	7.8%
Central Bank/Credit Intermediation & Related Activities	7	3.2%	31	1.1%
Securities, Commodity Contracts & Other Financial	1	0.5%	5	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	3	1.4%	192	6.6%
Real Estate, Rental & Leasing	10	4.6%	83	2.8%
Professional, Scientific & Tech Services	17	7.8%	296	10.1%
Legal Services	3	1.4%	18	0.6%
Management of Companies & Enterprises	0	0.0%	3	0.1%
Administrative & Support & Waste Management & Remediation	4	1.8%	31	1.1%
Educational Services	5	2.3%	75	2.6%
Health Care & Social Assistance	28	12.8%	678	23.2%
Arts, Entertainment & Recreation	3	1.4%	30	1.0%
Accommodation & Food Services	21	9.6%	286	9.8%
Accommodation	2	0.9%	73	2.5%
Food Services & Drinking Places	19	8.7%	213	7.3%
Other Services (except Public Administration)	39	17.8%	155	5.3%
Automotive Repair & Maintenance	4	1.8%	22	0.8%
Public Administration	12	5.5%	518	17.7%
Unclassified Establishments	13	5.9%	16	0.5%
Total	219	100.0%	2,928	100.0%

Retail Marketplace Potential

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 10 minute radius

Summary Demographics	
2015 Population	1,429
2015 Households	834
2015 Median Disposable Income	$31,684
2015 Per Capita Income	$30,139

Data Source: Esri 2016
→ ***Supply (retail sales)*** *estimates* ***sales to consumers*** *only by business establishments.*
→ ***Demand (retail potential)*** *estimates the expected amount spent by consumer at retail establishments.*
→ ***The Leakage/Surplus Factor present a snapshot of retail opportunity****. It is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus)*
A positive value represents "leakage' of retail opportunity outside the trade area. A negative value represent a surplus of retail sales, a market where customers are drawn from outside the trade area.
→ ***The Retail Gap*** *represents the difference between retail Potential and Retail Sales.*

Retail leakage occurs *when local people are spending more for goods, than local businesses actually acquire.*

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$22,906,147	$310,206,081	-$287,299,934	-86.2	106
Total Retail Trade	44-45	$20,557,862	$281,558,751	-$261,000,889	-86.4	61
Total Food & Drink	722	$2,348,285	$28,647,330	-$26,299,045	-84.8	45

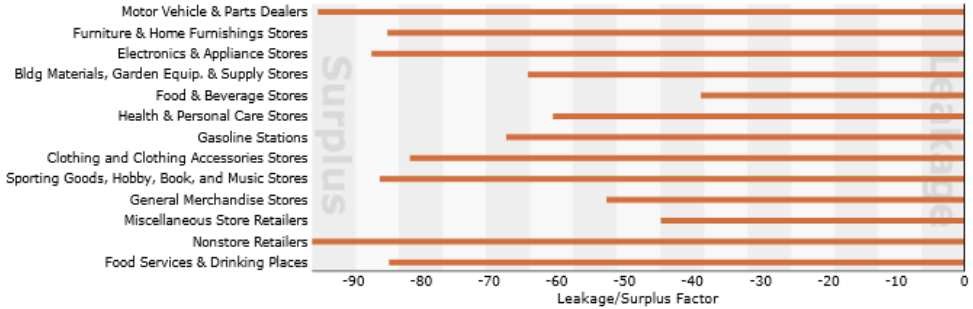
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$4,316,270	$177,137,357	-$172,821,087	-95.2	12
Automobile Dealers	4411	$3,555,685	$172,452,246	-$168,896,561	-96.0	7
Other Motor Vehicle Dealers	4412	$416,690	$689,073	-$272,383	-24.6	1
Auto Parts, Accessories & Tire Stores	4413	$343,894	$3,996,038	-$3,652,144	-84.2	4
Furniture & Home Furnishings Stores	442	$595,606	$7,358,412	-$6,762,806	-85.0	5
Furniture Stores	4421	$374,595	$3,379,610	-$3,005,015	-80.0	3
Home Furnishings Stores	4422	$221,011	$3,978,802	-$3,757,791	-89.5	1
Electronics & Appliance Stores	443	$1,360,560	$20,187,334	-$18,826,774	-87.4	7
Bldg Materials, Garden Equip. & Supply Stores	444	$768,884	$3,540,121	-$2,771,237	-64.3	3
Bldg Material & Supplies Dealers	4441	$623,298	$3,134,663	-$2,511,365	-66.8	3
Lawn & Garden Equip & Supply Stores	4442	$145,587	$0	$145,587	100.0	0
Food & Beverage Stores	445	$4,241,378	$9,616,471	-$5,375,093	-38.8	5
Grocery Stores	4451	$3,757,386	$5,954,948	-$2,197,562	-22.6	2
Specialty Food Stores	4452	$207,867	$3,570,653	-$3,362,786	-89.0	3
Beer, Wine & Liquor Stores	4453	$276,125	$0	$276,125	100.0	0
Health & Personal Care Stores	446,4461	$976,927	$3,976,176	-$2,999,249	-60.6	3
Gasoline Stations	447,4471	$1,239,133	$6,395,030	-$5,155,897	-67.5	1
Clothing & Clothing Accessories Stores	448	$1,219,267	$12,128,874	-$10,909,607	-81.7	9
Clothing Stores	4481	$864,472	$9,153,172	-$8,288,700	-82.7	5
Shoe Stores	4482	$175,055	$1,111,704	-$936,649	-72.8	1
Jewelry, Luggage & Leather Goods Stores	4483	$179,740	$1,863,998	-$1,684,258	-82.4	3
Sporting Goods, Hobby, Book & Music Stores	451	$631,784	$8,489,077	-$7,857,293	-86.1	5
Sporting Goods/Hobby/Musical Instr Stores	4511	$544,723	$7,715,029	-$7,170,306	-86.8	4
Book, Periodical & Music Stores	4512	$87,061	$774,049	-$686,988	-79.8	1
General Merchandise Stores	452	$3,666,316	$11,847,236	-$8,180,920	-52.7	1
Department Stores Excluding Leased Depts.	4521	$2,828,960	$11,017,522	-$8,188,562	-59.1	1
Other General Merchandise Stores	4529	$837,356	$0	$837,356	100.0	0
Miscellaneous Store Retailers	453	$1,191,770	$3,117,586	-$1,925,816	-44.7	8
Florists	4531	$15,861	$149,137	-$133,276	-80.8	1
Office Supplies, Stationery & Gift Stores	4532	$248,717	$1,441,527	-$1,192,810	-70.6	3
Used Merchandise Stores	4533	$203,559	$522,014	-$318,455	-43.9	2
Other Miscellaneous Store Retailers	4539	$723,633	$1,004,909	-$281,276	-16.3	2
Nonstore Retailers	454	$349,967	$17,765,077	-$17,415,110	-96.1	3
Electronic Shopping & Mail-Order Houses	4541	$269,134	$1,370,713	-$1,101,579	-67.2	1
Vending Machine Operators	4542	$16,405	$0	$16,405	100.0	0
Direct Selling Establishments	4543	$64,429	$16,394,363	-$16,329,934	-99.2	2
Food Services & Drinking Places	722	$2,348,285	$28,647,330	-$26,299,045	-84.8	45
Full-Service Restaurants	7221	$1,304,873	$10,855,372	-$9,550,499	-78.5	22
Limited-Service Eating Places	7222	$876,516	$14,950,631	-$14,074,115	-88.9	16
Special Food Services	7223	$33,522	$1,547,251	-$1,513,729	-95.8	3
Drinking Places - Alcoholic Beverages	7224	$133,374	$1,294,076	-$1,160,702	-81.3	4

Retail Marketplace Potential

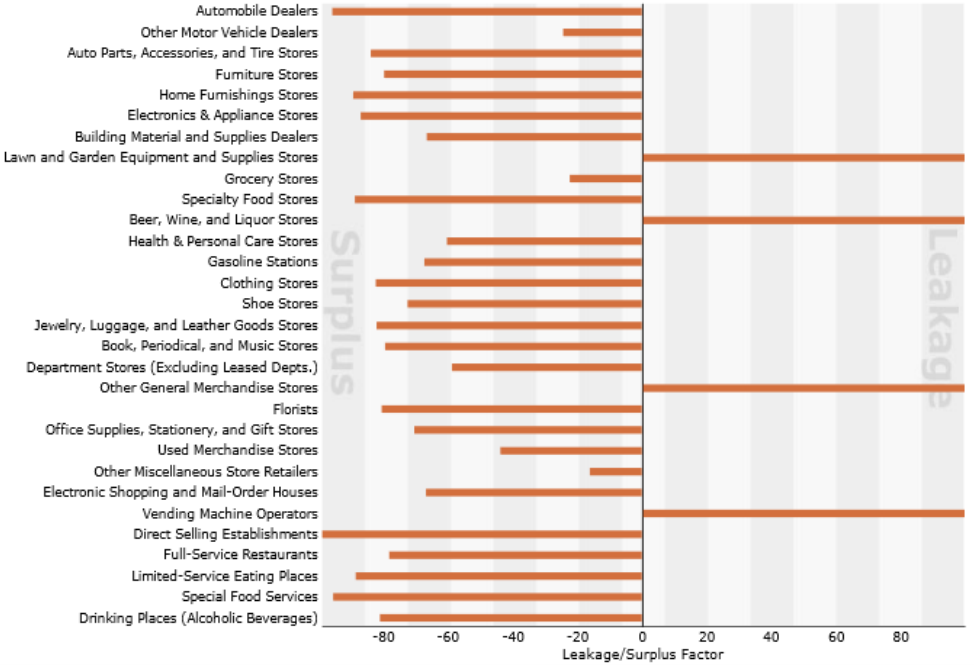
NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 10 minute radius

Summary Demographics	
2015 Population	1,429
2015 Households	834
2015 Median Disposable Income	$31,684
2015 Per Capita Income	$30,139

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail Marketplace Potential

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 15 minute radius

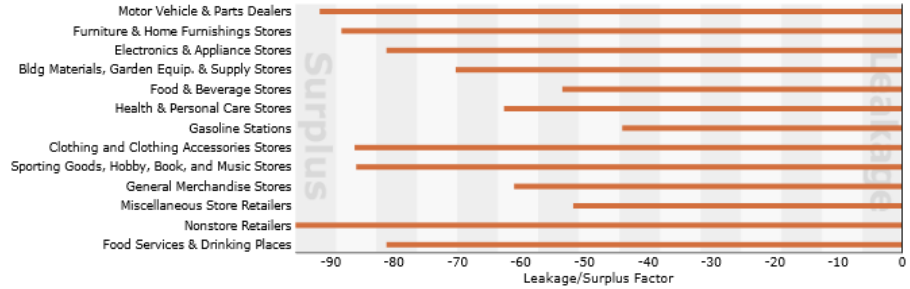
Summary Demographics	
2015 Population	4,057
2015 Households	2,165
2015 Median Disposable Income	$31,716
2015 Per Capita Income	$30,157

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$62,186,272	$629,953,187	-$567,766,915	-82.0	276
Total Retail Trade	44-45	$55,972,764	$569,536,972	-$513,564,208	-82.1	174
Total Food & Drink	722	$6,213,508	$60,416,215	-$54,202,707	-81.3	102

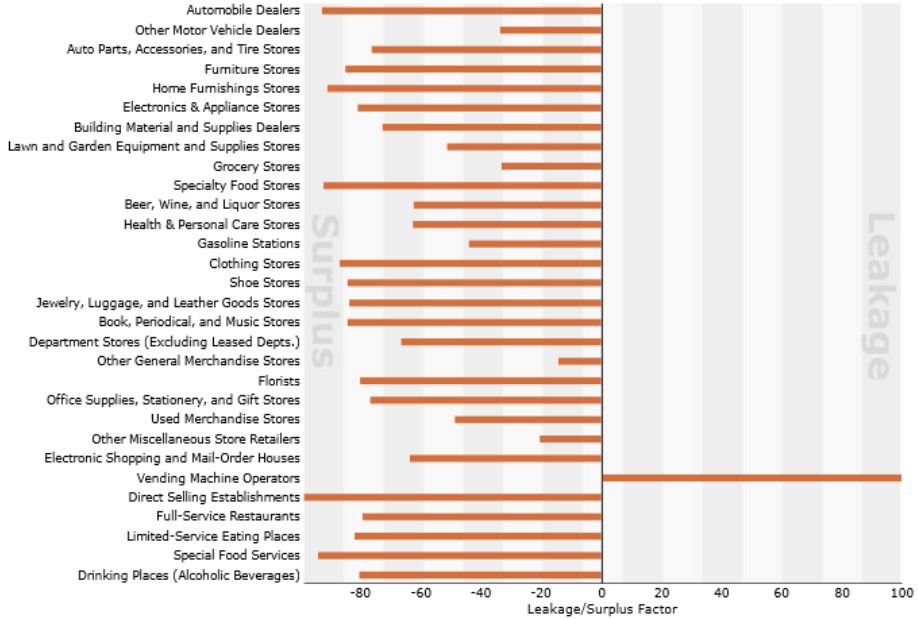
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$11,791,084	$275,413,814	-$263,622,730	-91.8	27
Automobile Dealers	4411	$9,626,245	$265,781,398	-$256,155,153	-93.0	15
Other Motor Vehicle Dealers	4412	$1,217,234	$2,464,769	-$1,247,535	-33.9	3
Auto Parts, Accessories & Tire Stores	4413	$947,604	$7,167,647	-$6,220,043	-76.6	9
Furniture & Home Furnishings Stores	442	$1,607,782	$26,073,260	-$24,465,478	-88.4	15
Furniture Stores	4421	$1,001,399	$12,677,066	-$11,675,667	-85.4	10
Home Furnishings Stores	4422	$606,384	$13,396,194	-$12,789,810	-91.3	5
Electronics & Appliance Stores	443	$3,692,723	$35,583,577	-$31,890,854	-81.2	14
Bldg Materials, Garden Equip. & Supply Stores	444	$2,250,667	$12,945,629	-$10,694,962	-70.4	13
Bldg Material & Supplies Dealers	4441	$1,825,626	$11,623,196	-$9,797,570	-72.9	12
Lawn & Garden Equip & Supply Stores	4442	$425,041	$1,322,434	-$897,393	-51.4	1
Food & Beverage Stores	445	$11,469,978	$37,945,622	-$26,475,644	-53.6	16
Grocery Stores	4451	$10,170,965	$20,264,767	-$10,093,802	-33.2	6
Specialty Food Stores	4452	$562,033	$14,474,664	-$13,912,631	-92.5	9
Beer, Wine & Liquor Stores	4453	$736,980	$3,206,191	-$2,469,211	-62.6	1
Health & Personal Care Stores	446,4461	$2,781,049	$12,178,394	-$9,397,345	-62.8	8
Gasoline Stations	447,4471	$3,381,348	$8,709,213	-$5,327,865	-44.1	2
Clothing & Clothing Accessories Stores	448	$3,220,292	$43,660,258	-$40,439,966	-86.3	31
Clothing Stores	4481	$2,283,200	$32,726,503	-$30,443,303	-87.0	19
Shoe Stores	4482	$459,516	$5,464,541	-$5,005,025	-84.5	5
Jewelry, Luggage & Leather Goods Stores	4483	$477,575	$5,469,214	-$4,991,639	-83.9	8
Sporting Goods, Hobby, Book & Music Stores	451	$1,707,884	$22,737,530	-$21,029,646	-86.0	17
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,477,953	$20,022,284	-$18,544,331	-86.3	15
Book, Periodical & Music Stores	4512	$229,931	$2,715,246	-$2,485,315	-84.4	3
General Merchandise Stores	452	$9,858,674	$40,942,463	-$31,083,789	-61.2	4
Department Stores Excluding Leased Depts.	4521	$7,591,449	$37,914,117	-$30,322,668	-66.6	3
Other General Merchandise Stores	4529	$2,267,225	$3,028,345	-$761,120	-14.4	1
Miscellaneous Store Retailers	453	$3,244,821	$10,211,759	-$6,966,938	-51.8	22
Florists	4531	$46,192	$424,172	-$377,980	-80.4	2
Office Supplies, Stationery & Gift Stores	4532	$681,212	$5,219,196	-$4,537,984	-76.9	9
Used Merchandise Stores	4533	$539,708	$1,572,598	-$1,032,890	-48.9	5
Other Miscellaneous Store Retailers	4539	$1,977,708	$2,995,793	-$1,018,085	-20.5	5
Nonstore Retailers	454	$966,462	$43,135,454	-$42,168,992	-95.6	5
Electronic Shopping & Mail-Order Houses	4541	$731,185	$3,297,994	-$2,566,809	-63.7	2
Vending Machine Operators	4542	$44,265	$0	$44,265	100.0	0
Direct Selling Establishments	4543	$191,013	$39,727,481	-$39,536,468	-99.0	3
Food Services & Drinking Places	722	$6,213,508	$60,416,215	-$54,202,707	-81.3	102
Full-Service Restaurants	7221	$3,444,835	$30,445,572	-$27,000,737	-79.7	56
Limited-Service Eating Places	7222	$2,325,796	$23,591,169	-$21,265,373	-82.1	30
Special Food Services	7223	$90,052	$3,079,472	-$2,989,420	-94.3	6
Drinking Places - Alcoholic Beverages	7224	$352,824	$3,300,002	-$2,947,178	-80.7	10

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 15 minute radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



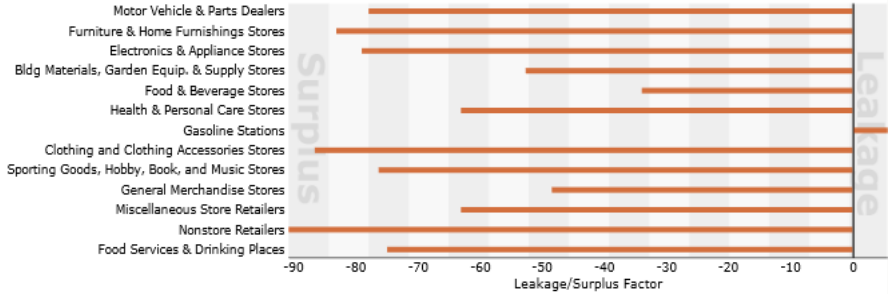
Retail Marketplace Potential

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 20 minute radius

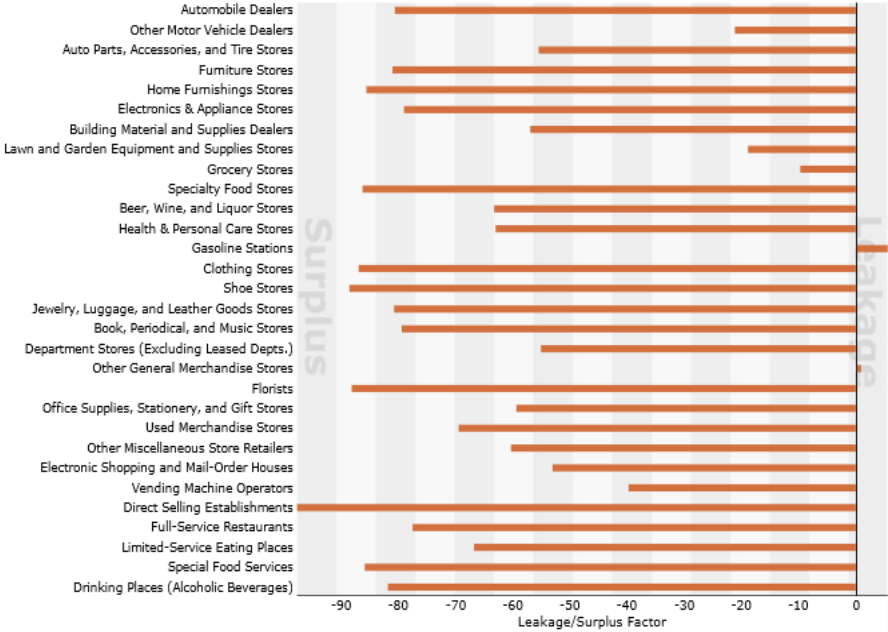
Summary Demographics						
2015 Population						13,359
2015 Households						7,416
2015 Median Disposable Income						$29,245
2015 Per Capita Income						$30,361
Industry Summary	**NAICS**	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink	44-45,722	$213,018,797	$1,213,371,565	-$1,000,352,768	-70.1	701
Total Retail Trade	44-45	$191,834,549	$1,064,268,982	-$872,434,433	-69.5	436
Total Food & Drink	722	$21,184,248	$149,102,584	-$127,918,336	-75.1	265
Industry Group	**NAICS**	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers	441	$39,922,516	$322,879,845	-$282,957,329	-78.0	42
Automobile Dealers	4411	$32,499,580	$305,084,575	-$272,584,995	-80.7	22
Other Motor Vehicle Dealers	4412	$4,158,226	$6,400,650	-$2,242,424	-21.2	6
Auto Parts, Accessories & Tire Stores	4413	$3,264,710	$11,394,621	-$8,129,911	-55.5	15
Furniture & Home Furnishings Stores	442	$5,463,026	$59,544,272	-$54,081,246	-83.2	35
Furniture Stores	4421	$3,395,030	$32,614,278	-$29,219,248	-81.1	20
Home Furnishings Stores	4422	$2,067,996	$26,929,994	-$24,861,998	-85.7	15
Electronics & Appliance Stores	443	$12,606,913	$108,012,995	-$95,406,082	-79.1	29
Bldg Materials, Garden Equip. & Supply Stores	444	$7,764,570	$25,116,262	-$17,351,692	-52.8	32
Bldg Material & Supplies Dealers	4441	$6,299,259	$22,968,151	-$16,668,892	-57.0	30
Lawn & Garden Equip & Supply Stores	4442	$1,465,312	$2,148,111	-$682,799	-18.9	2
Food & Beverage Stores	445	$39,658,468	$80,491,055	-$40,832,587	-34.0	43
Grocery Stores	4451	$35,195,957	$42,842,763	-$7,646,806	-9.8	19
Specialty Food Stores	4452	$1,946,664	$26,427,968	-$24,481,304	-86.3	19
Beer, Wine & Liquor Stores	4453	$2,515,847	$11,220,324	-$8,704,477	-63.4	5
Health & Personal Care Stores	446,4461	$9,698,515	$42,898,625	-$33,200,110	-63.1	20
Gasoline Stations	447,4471	$11,573,019	$10,321,278	$1,251,741	5.7	2
Clothing & Clothing Accessories Stores	448	$10,996,328	$153,923,489	-$142,927,161	-86.7	95
Clothing Stores	4481	$7,810,301	$112,656,790	-$104,846,489	-87.0	61
Shoe Stores	4482	$1,575,162	$26,022,743	-$24,447,581	-88.6	16
Jewelry, Luggage & Leather Goods Stores	4483	$1,610,864	$15,243,955	-$13,633,091	-80.9	18
Sporting Goods, Hobby, Book & Music Stores	451	$5,816,521	$43,546,080	-$37,729,559	-76.4	41
Sporting Goods/Hobby/Musical Instr Stores	4511	$5,030,720	$36,658,980	-$31,628,260	-75.9	32
Book, Periodical & Music Stores	4512	$785,801	$6,887,100	-$6,101,299	-79.5	9
General Merchandise Stores	452	$33,801,288	$97,712,116	-$63,910,828	-48.6	10
Department Stores Excluding Leased Depts.	4521	$25,969,819	$90,038,422	-$64,068,603	-55.2	7
Other General Merchandise Stores	4529	$7,831,470	$7,673,695	$157,775	1.0	3
Miscellaneous Store Retailers	453	$11,183,474	$49,629,105	-$38,445,631	-63.2	76
Florists	4531	$159,333	$2,531,082	-$2,371,749	-88.2	11
Office Supplies, Stationery & Gift Stores	4532	$2,345,536	$9,198,080	-$6,852,544	-59.4	20
Used Merchandise Stores	4533	$1,842,691	$10,238,654	-$8,395,963	-69.5	11
Other Miscellaneous Store Retailers	4539	$6,835,914	$27,661,289	-$20,825,375	-60.4	34
Nonstore Retailers	454	$3,349,910	$70,193,860	-$66,843,950	-90.9	9
Electronic Shopping & Mail-Order Houses	4541	$2,508,040	$8,184,927	-$5,676,887	-53.1	5
Vending Machine Operators	4542	$153,065	$355,691	-$202,626	-39.8	1
Direct Selling Establishments	4543	$688,804	$61,653,242	-$60,964,438	-97.8	4
Food Services & Drinking Places	722	$21,184,248	$149,102,584	-$127,918,336	-75.1	265
Full-Service Restaurants	7221	$11,741,619	$93,034,089	-$81,292,470	-77.6	163
Limited-Service Eating Places	7222	$7,938,146	$39,917,390	-$31,979,244	-66.8	65
Special Food Services	7223	$306,891	$4,090,160	-$3,783,269	-86.0	10
Drinking Places - Alcoholic Beverages	7224	$1,197,592	$12,060,945	-$10,863,353	-81.9	28

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 20 minute radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

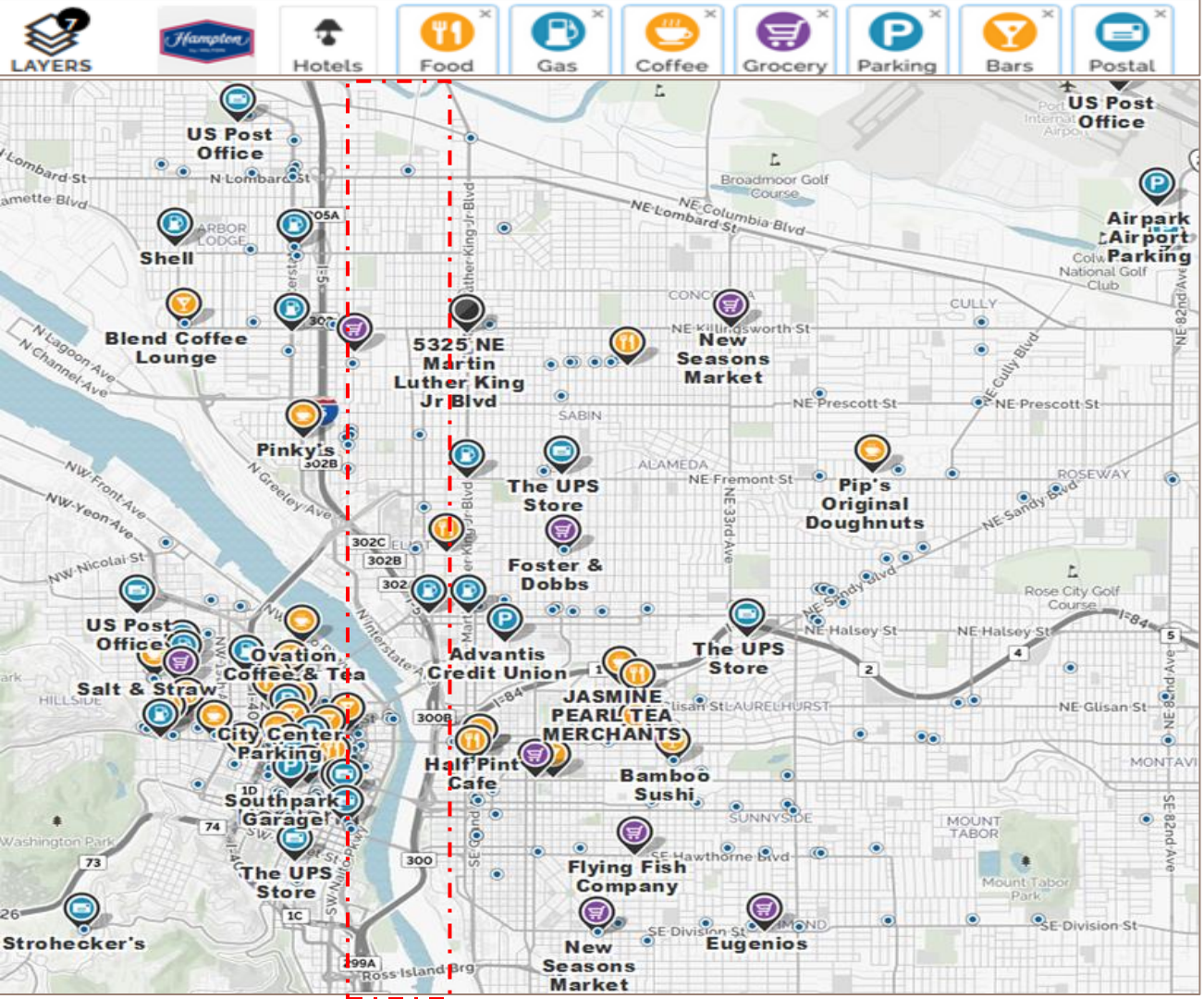


NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 10 minute radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs
Restaurants (Adults)		
Went to family restaurant/steak house in last 6 months	999	73.8%
Went to family restaurant/steak house: 4+ times a month	325	24.0%
Went to fast food/drive-in restaurant in last 6 months	1,235	91.3%
Went to fast food/drive-in restaurant 9+ times/mo	550	40.7%
Fast food/drive-in last 6 months: eat in	507	37.5%
Fast food/drive-in last 6 months: home delivery	127	9.4%
Fast food/drive-in last 6 months: take-out/drive-thru	583	43.1%
Fast food/drive-in last 6 months: take-out/walk-in	265	19.6%
Television & Electronics (Adults/Households)		
Own any e-reader/tablet	406	30.0%
Own any portable MP3 player	656	48.5%
HH owns 1 TV	343	41.1%
HH owns 2 TVs	208	24.9%
HH owns 3 TVs	93	11.2%
HH owns 4+ TVs	51	6.1%
HH subscribes to cable TV	429	51.4%
HH subscribes to fiber optic	54	6.5%
HH has satellite dish	62	7.4%
HH owns DVD/Blu-ray player	518	62.1%
HH owns camcorder	107	12.8%
HH owns portable GPS navigation device	158	18.9%
HH purchased video game system in last 12 mos	57	6.8%
HH owns Internet video device for TV	63	7.6%
Travel (Adults)		
Domestic travel in last 12 months	901	66.6%
Took 3+ domestic non-business trips in last 12 months	269	19.9%
Spent on domestic vacations in last 12 months: <$1,000	240	17.7%
Spent on domestic vacations in last 12 months: $1,000-$1,499	128	9.5%
Spent on domestic vacations in last 12 months: $1,500-$1,999	53	3.9%
Spent on domestic vacations in last 12 months: $2,000-$2,999	55	4.1%
Spent on domestic vacations in last 12 months: $3,000+	51	3.8%
Domestic travel in the 12 months: used general travel website	157	11.6%
Foreign travel in last 3 years	532	39.3%
Took 3+ foreign trips by plane in last 3 years	108	8.0%
Spent on foreign vacations in last 12 months: <$1,000	99	7.3%
Spent on foreign vacations in last 12 months: $1,000-$2,999	57	4.2%
Spent on foreign vacations in last 12 months: $3,000+	93	6.9%
Foreign travel in last 3 years: used general travel website	109	8.1%
Nights spent in hotel/motel in last 12 months: any	671	49.6%
Took cruise of more than one day in last 3 years	138	10.2%
Member of any frequent flyer program	397	29.3%
Member of any hotel rewards program	209	15.4%

NE Martin Luther King Jr Blvd, Portland, Oregon, 97232
Walk Time: 10 minute radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs
Grocery (Adults)		
Used beef (fresh/frozen) in last 6 months	801	59.2%
Used bread in last 6 months	1,244	91.9%
Used chicken (fresh or frozen) in last 6 mos	925	68.4%
Used turkey (fresh or frozen) in last 6 mos	124	9.2%
Used fish/seafood (fresh or frozen) in last 6 months	720	53.2%
Used fresh fruit/vegetables in last 6 months	1,155	85.4%
Used fresh milk in last 6 months	1,132	83.7%
Used organic food in last 6 months	469	34.7%
Health (Adults)		
Exercise at home 2+ times per week	431	31.9%
Exercise at club 2+ times per week	332	24.5%
Visited a doctor in last 12 months	1,039	76.8%
Used vitamin/dietary supplement in last 6 months	743	54.9%
Home (Households)		
Any home improvement in last 12 months	88	10.6%
Used housekeeper/maid/professional HH cleaning service in last 12	122	14.6%
Purchased low ticket HH furnishings in last 12 months	167	20.0%
Purchased big ticket HH furnishings in last 12 months	191	22.9%
Purchased bedding/bath goods in last 12 months	411	49.3%
Purchased cooking/serving product in last 12 months	215	25.8%
Bought any small kitchen appliance in last 12 months	172	20.6%
Bought any large kitchen appliance in last 12 months	58	7.0%
Insurance (Adults/Households)		
Currently carry life insurance	477	35.3%
Carry medical/hospital/accident insurance	910	67.3%
Carry homeowner insurance	430	31.8%
Carry renter's insurance	184	13.6%
Have auto insurance: 1 vehicle in household covered	403	48.3%
Have auto insurance: 2 vehicles in household covered	142	17.0%
Have auto insurance: 3+ vehicles in household covered	51	6.1%
Pets (Households)		
Household owns any pet	291	34.9%
Household owns any cat	136	16.3%
Household owns any dog	172	20.6%
Psychographics (Adults)		
Buying American is important to me	363	26.8%
Usually buy items on credit rather than wait	123	9.1%
Usually buy based on quality - not price	243	18.0%
Price is usually more important than brand name	346	25.6%
Usually use coupons for brands I buy often	183	13.5%
Am interested in how to help the environment	237	17.5%
Usually pay more for environ safe product	269	19.9%
Usually value green products over convenience	167	12.3%
Likely to buy a brand that supports a charity	476	35.2%
Reading (Adults)		
Bought digital book in last 12 months	245	18.1%
Bought hardcover book in last 12 months	407	30.1%
Bought paperback book in last 12 month	574	42.4%
Read any daily newspaper (paper version)	337	24.9%
Read any digital newspaper in last 30 days	803	59.3%
Read any magazine (paper/electronic version) in last 6 months	1,330	98.3%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Hotels
Food
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US Post Office
Shell
Blend Coffee Lounge
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Pinky's
The UPS Store
Foster & Dobbs
Pip's Original Doughnuts
Advantis Credit Union
Ovation Coffee & Tea
Salt & Straw
City Center Parking
Southpark Garage
Half Pint Cafe
JASMINE PEARL TEA MERCHANTS
Bamboo Sushi
Flying Fish Company
Strohecker's
Eugenios
Airpark Airport Parking
Broadmoor Golf Course
Columbia National Golf Club
NE Lombard St
NE Columbia Blvd
NE Killingsworth St
NE Prescott St
NE Fremont St
NE Sandy Blvd
NE Halsey St
NE Glisan St
SE Hawthorne Blvd
SE Division St
SABIN
ALAMEDA
ROSEWAY
CULLY
SUNNYSIDE
MOUNT TABOR
LAURELHURST
MONTAVI
Rose City Golf Course
Mount Tabor Park
Washington Park
HILLSIDE
Ross Island Brg
N Lombard St
N Greeley Ave
NW Front Ave
NW Yeon Ave
NW Nicolai St
N Lagoon Ave
N Channel Ave
N Interstate Ave
NE 33rd Ave
NE 82nd Ave
SE 82nd Ave
SE 92nd Ave
NE Cully Blvd
SE Mcloughlin Blvd
Pacific Hwy
I-84
I-5
Portland
Reed College
SE Belmont St
SE Hawthorne Blvd
SE Cesar E Chavez Blvd
NE Broadway
NE Ainsworth St
NE Killingsworth St
NE Alberta St
NE 15th Ave
N Rosa Parks Way
N Williams Ave
NE Martin Luther King Jr Blvd
N Greeley Ave
Pacific Hwy
US 30 E
US 30 W
SW Broadway
Stadium Fwy I-405 N
SE Broadway Dr
SW Broadway Dr
SE Milwaukie Ave
SE Taylors Ferry Rd
SE 11th Ave
Multnomah
Clackamas

Strong Market Area

- Within a short drive from Alberta Street is a **market area of 17,400 households and 43,000 residents**. The market is expected to increase by over 1,000 households in the next 5 years.
- The median household income is $46,368, **5% above Portland overall** at $44,084 (2012)
- 17% of market area households have median incomes greater than $100,000.
- **Home ownership is on the rise**, increasing from 64.7% in 2000 to 66.4% today.

A Vibrant Business District

- Alberta Street has a strong sense of place with **attractive locally owned independent businesses**, a **walkable environment**, **public art**, and **desirable residential neighborhood**.
- Since 2011, Alberta Street has maintained a 95% or greater occupancy rate, **well above the city average**.
- Businesses attract a **large and diverse customer base** from the adjacent neighborhood, greater Portland and the region.
- **Between 2010–2011, 80% of Alberta Street businesses reported an increase in revenue**. 42.6% plan to expand operations this year.

Market Opportunities

- Market area retail sales leakage totals **over $250 million**.
- Top unmet needs identified based on 600 shopper and 72 business surveys include book store, garden store, affordable apparel, kitchen supply, hardware stores, lodging and entertainment.

Facts

270,000sf
ground floor space at an average price per square foot of $21.50.

Lists of 220 Business: http://albertamainst.org/shoplocal/directory/

Business on Williams Ave

HEALTH + BEAUTY

21 **Akasu Hair Studio and Salon**
2037 N Williams Ave » akasusalon.com » 503-287-3813

22 **Auto & Work Injury Center**
3220 N Williams Ave » autoworkinjury.com » 503-282-4878

23 **Barre3**
4015 N Williams Ave » barre3.com » 503-327-8822

24 **Hands On Medicine Primary Care Clinic**
5311 N Vancouver Ave » handsonmedicine.net » 503-281-0308

25 **The Jayah Rose Salon & Spa**
12 NE Shaver St » jayahrosesalon.com » 503-282-0708

26 **Kartini Clinic**
3530 N Vancouver Ave Suite 400 » kartiniclinic.com » 503-249-8851

27 **Legacy Emanuel Medical Center**
2801 N Gantenbein Ave » legacyhealth.org » 503-413-2000

28 **McMillan Chiropractic Clinic**
3808 N Williams Ave Suite 133 » mcmillanchiropractic.com » 503-445-1188

29 **Mod Salon**
4007 N Williams Ave » facebook.com/modsalonpdx » 503-475-2639

30 **Myoptic Optometry**
3978 N Williams Ave » myopticpdx.com » 503-493-7070

31 **North Portland Wellness Center**
4922 N Vancouver Ave » northportlandwellness.com » 503-493-9398

32 **Pure Life Clinic**
118 N Killingsworth St » purelifeclinic.com » 503-288-4454

33 **Randall Children's Hospital at Legacy Emanuel**
2801 N Gantenbein Ave » legacyhealth.org » 503-276-6500

34 **Two Rivers Veterinary Clinic**
3808 N Williams Ave Suite 129 » tworiversvet.com » 503-280-2000

35 **Yoga Shala Wellness**
3808 N Williams Ave Suite F » yogashalawellness.com

SERVICES

46 **Abraham Fixes Bikes**
3508 N Williams Ave » abrahamfixesbikes.com » 503-281 6394

47 **Black Bird Bicycle Repair**
104 N Failing St » blackbirdbicyclerepair.com » 503-975-9974

48 **Eagle Home Mortgage**
3535 N Vancouver Ave » eaglehomemortgage.com/curtwillis » 503-519-5755

49 **Ethos Music Center**
2 N Killingsworth St » ethos.org » 503-283-8467

50 **The Felt Hat**
4072 N Williams Ave » feltthat.com » 503-319-3100

51 **Friendly Bike Guest House**
4039 N Williams Ave » friendlybikeguesthouse.com » 503-799-2615

52 **Home Sweet Home Realty, LLC**
4555 N Williams Ave » hshrealty.net » 503-515-2986

53 **Jesuit Volunteer Corps Northwest**
3928 N Williams Ave » jesuitvolunteers.org » 503-335-8202

54 **Metropolis Cycle Repair**
2249 N Williams Ave » metropliscycles.com » 503-287-7116

55 **North Portland Bible College**
4905 N Vancouver Ave » northportlandbiblecollege.org » 503-288-2919

56 **Peterson Law Group**
3537 N Williams Ave Suite 101 » peterson-lawgroup.com » 503-288-5522

57 **Portland Proper Real Estate**
4072 A N Williams Ave » portland-proper.com » 503-888-8259

58 **Portland Psychotherapy**
3700 N Williams Ave » portlandpsychotherapyclinic.com » 503-281-4852

59 **Self Enhancement, Inc**
3920 N Kerby Ave » selfenhancement.org » 503-249-1721

60 **United Bicycle Institute**
3961 N Williams Ave Suite 100 » bikeschool.com » 541-488-1121

61 **UP Design Lounge Interior Design**
4048 N Williams Ave » updesignlounge.com » 503-869-6541

62 **Urban Nest Realty**
3041 N Williams Ave » urbannestpdx.com » 503-432-8126

63 **Urbansphere**
3535 N Vancouver Ave » urbansphere.net » 971-285-6298

64 **Vancouver Ave. 1st Baptist Church**
3138 N Vancouver Ave » vancouveravechurch.org » 503-282-9496

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EAT + DRINK

1 **5th Quadrant Lompoc Brewing**
3901 N Williams Ave » lompocbrewing.com » 503-288-3996

2 **The Box Social**
3971 N Williams Ave » boxsocial.com » 503-288-1111

3 **Brass Tacks Sandwiches**
3535 N Vancouver Ave » brasstackssandwiches.com » 503-309-4412

4 **Cha! Cha! Cha! Mexican Taqueria**
3808 N Williams Ave Suite 124 » chachachapdx.com » 503-281-1655

5 **EaT: Cajun Kitchen & Oyster Bar**
3808 N Williams Ave Suite 122 » eatoysterbar.com » 503-281-1222

6 **Hopworks BikeBar Urban Brewery**
3947 N Williams Ave » hopworksbeer.com » 503-287-6258

7 **Las Primas**
3971 N Williams Ave » lasprimaskitchen.com » 503-206-5790

8 **Lardo**
4090 N Williams Ave » lardosandwiches.com » 503-841-5373

9 **Life of Pie**
3632 N Williams Ave » lifeofpiepizza.com » 503-791-7321

10 **Maui's on Williams**
3508 N Williams Ave » facebook.com/pages/Mauis/244413127685 » 503-282-1611

11 **People's Pig**
3217 N Williams Ave » facebook.com/PeoplesPig » 503-282-2800

12 **Poa Café**
4025 N Williams Ave » poacafe.com » 503-954-1243

13 **Ristretto Roasters**
3808 N Williams Ave » ristrettoroasters.com » 503-288-8667

14 **Sidebar Lompoc Brewing**
3901 N Williams Ave » lompocbrewing.com/sidebar » 503-288-3996

15 **Tasty n Sons**
3808 N Williams Ave Suite C » tastynsons.com » 503-621-1400

16 **TeSoAria Vineyard & Winery**
4003 N Williams Ave » tesoaria.com » 971-229-0050

17 **Tin Bucket**
3520 N Williams Ave » growler-station.com/tinbucket » 503-477-7689

18 **Vendetta**
4306 N Williams Ave » vendettapdx.com » 503-288-1085

19 **The Waypost**
3120 N Williams Ave » thewaypost.com » 503-367-3182

20 **Wine Up on Williams**
3037 N Williams Ave » wineuponwilliams.com » 503-236-3377

SHOPPING

36 **Bella Mi Soap Company**
3608 N Williams Ave » facebook.com/BellaMiSoapCompany » 503-206-7118

37 **ink & peat**
3808 N Williams Ave Suite 126 » inkandpeat.com » 503-282-6688

38 **Lark Press**
3901 N Williams Ave » larkpress.com » 503-546-9930

39 **New Seasons Market**
3445 N Williams Ave » newseasonsmarket.com » 503-528-2888

40 **Queen Bee**
3961 N Williams Ave Suite 101 » queenbee-creations.com » 503-232-1755

41 **SamplingLab, LLC**
4019 N Williams Ave » samplinglab.com » 971-319-6965

42 **SpielWerk Toys**
3808 N Williams Ave Suite 121 » spielwerktoys.com » 503-282-2233

43 **Sugar Wheel Works**
3808 N Williams Ave Suite 134 » sugarwheelworks.com » 503-236-8511

44 **Treehouse Children's Boutique**
3954 N Williams Ave » misstreehouse.com » 503-928-5987

45 **Workshop Vintage**
4011 N Williams Ave » workshopvintage.com » 503-206-5813

WILLIAMS DISTRICT
williamsdistrict.com

Sources

Source: Esri Community Analyst: https://communityanalyst.arcgis.com
Source: http://www.mapquest.com
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Source: http://www.columbus.in.gov/cityofcolumbus/assets/File/site_2_51-66.pdf
Source: http://albertamainst.org/shoplocal/directory/
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