



# Executive Summary

West Linn City, OR  
Geography: Place

DLCD Economic Development

## Population

2000 Population	22,099
2010 Population	25,109
2015 Population	26,059
2020 Population	27,254
2000-2010 Annual Rate	1.29%
2010-2015 Annual Rate	0.71%
2015-2020 Annual Rate	0.90%
2015 Male Population	48.8%
2015 Female Population	51.2%
2015 Median Age	43.3

In the identified area, the current year population is 26,059. In 2010, the Census count in the area was 25,109. The rate of change since 2010 was 0.71% annually. The five-year projection for the population in the area is 27,254 representing a change of 0.90% annually from 2015 to 2020. Currently, the population is 48.8% male and 51.2% female.

## Median Age

The median age in this area is 43.3, compared to U.S. median age of 37.9.

## Race and Ethnicity

2015 White Alone	89.5%
2015 Black Alone	0.8%
2015 American Indian/Alaska Native Alone	0.3%
2015 Asian Alone	4.5%
2015 Pacific Islander Alone	0.1%
2015 Other Race	1.1%
2015 Two or More Races	3.6%
2015 Hispanic Origin (Any Race)	4.3%

Persons of Hispanic origin represent 4.3% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 26.4 in the identified area, compared to 63.0 for the U.S. as a whole.

## Households

2000 Households	8,064
2010 Households	9,523
2015 Total Households	9,977
2020 Total Households	10,473
2000-2010 Annual Rate	1.68%
2010-2015 Annual Rate	0.89%
2015-2020 Annual Rate	0.98%
2015 Average Household Size	2.60

The household count in this area has changed from 9,523 in 2010 to 9,977 in the current year, a change of 0.89% annually. The five-year projection of households is 10,473, a change of 0.98% annually from the current year total. Average household size is currently 2.60, compared to 2.62 in the year 2010. The number of families in the current year is 7,318 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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## Median Household Income

2015 Median Household Income	\$96,935
2020 Median Household Income	\$110,799
2015-2020 Annual Rate	2.71%

## Average Household Income

2015 Average Household Income	\$130,356
2020 Average Household Income	\$146,417
2015-2020 Annual Rate	2.35%

## Per Capita Income

2015 Per Capita Income	\$50,072
2020 Per Capita Income	\$56,455
2015-2020 Annual Rate	2.43%

## Households by Income

Current median household income is \$96,935 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$110,799 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$130,356 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$146,417 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$50,072 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$56,455 in five years, compared to \$32,501 for all U.S. households

## Housing

2000 Total Housing Units	8,582
2000 Owner Occupied Housing Units	6,435
2000 Renter Occupied Housing Units	1,629
2000 Vacant Housing Units	518
2010 Total Housing Units	10,035
2010 Owner Occupied Housing Units	7,424
2010 Renter Occupied Housing Units	2,099
2010 Vacant Housing Units	512
2015 Total Housing Units	10,441
2015 Owner Occupied Housing Units	7,600
2015 Renter Occupied Housing Units	2,377
2015 Vacant Housing Units	464
2020 Total Housing Units	10,862
2020 Owner Occupied Housing Units	7,965
2020 Renter Occupied Housing Units	2,508
2020 Vacant Housing Units	389

Currently, 72.8% of the 10,441 housing units in the area are owner occupied; 22.8%, renter occupied; and 4.4% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 10,035 housing units in the area - 74.0% owner occupied, 20.9% renter occupied, and 5.1% vacant. The annual rate of change in housing units since 2010 is 1.78%. Median home value in the area is \$415,609, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 3.22% annually to \$486,870.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Housing Profile

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Population		Households	
2010 Total Population	25,109	2015 Median Household Income	\$96,935
2015 Total Population	26,059	2020 Median Household Income	\$110,799
2020 Total Population	27,254	2015-2020 Annual Rate	2.71%
2015-2020 Annual Rate	0.90%		

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	10,035	100.0%	10,441	100.0%	10,862	100.0%
Occupied	9,523	94.9%	9,977	95.6%	10,473	96.4%
Owner	7,424	74.0%	7,600	72.8%	7,965	73.3%
Renter	2,099	20.9%	2,377	22.8%	2,508	23.1%
Vacant	512	5.1%	464	4.4%	389	3.6%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	7,601	100.0%	7,965	100.0%
<\$50,000	1	0.0%	0	0.0%
\$50,000-\$99,999	29	0.4%	10	0.1%
\$100,000-\$149,999	133	1.7%	26	0.3%
\$150,000-\$199,999	188	2.5%	44	0.6%
\$200,000-\$249,999	591	7.8%	190	2.4%
\$250,000-\$299,999	796	10.5%	319	4.0%
\$300,000-\$399,999	1,814	23.9%	1,412	17.7%
\$400,000-\$499,999	1,592	20.9%	2,281	28.6%
\$500,000-\$749,999	1,769	23.3%	2,351	29.5%
\$750,000-\$999,999	424	5.6%	929	11.7%
\$1,000,000+	264	3.5%	403	5.1%
Median Value		\$415,609		\$486,870
Average Value		\$468,560		\$558,547

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



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Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	7,424	100.0%
Owned with a Mortgage/Loan	6,177	83.2%
Owned Free and Clear	1,247	16.8%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	512	100.0%
For Rent	122	23.8%
Rented- Not Occupied	11	2.1%
For Sale Only	155	30.3%
Sold - Not Occupied	51	10.0%
Seasonal/Recreational/Occasional Use	66	12.9%
For Migrant Workers	0	0.0%
Other Vacant	107	20.9%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,523	7,424	78.0%
15-24	175	30	17.1%
25-34	940	463	49.3%
35-44	1,892	1,392	73.6%
45-54	2,510	2,074	82.6%
55-64	2,309	2,008	87.0%
65-74	1,048	939	89.6%
75-84	478	403	84.3%
85+	171	115	67.3%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,523	7,424	78.0%
White Alone	8,883	6,976	78.5%
Black/African American	48	30	62.5%
American Indian/Alaska	38	24	63.2%
Asian Alone	314	263	83.8%
Pacific Islander Alone	8	5	62.5%
Other Race Alone	77	37	48.1%
Two or More Races	155	89	57.4%
Hispanic Origin	266	165	62.0%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,523	7,424	78.0%
1-Person	1,962	1,253	63.9%
2-Person	3,385	2,781	82.2%
3-Person	1,671	1,298	77.7%
4-Person	1,672	1,428	85.4%
5-Person	598	490	81.9%
6-Person	173	129	74.6%
7+ Person	62	45	72.6%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# Business Summary

West Linn City, OR  
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## Data for all businesses in area

Total Businesses:	877
Total Employees:	5,359
Total Residential Population:	26,059
Employee/Residential Population Ratio:	0.21:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	22	2.5%	132	2.5%
Construction	88	10.0%	254	4.7%
Manufacturing	15	1.7%	351	6.5%
Transportation	10	1.1%	60	1.1%
Communication	9	1.0%	29	0.5%
Utility	1	0.1%	3	0.1%
Wholesale Trade	27	3.1%	99	1.8%
<b>Retail Trade Summary</b>	<b>147</b>	<b>16.8%</b>	<b>1,249</b>	<b>23.3%</b>
Home Improvement	9	1.0%	41	0.8%
General Merchandise Stores	3	0.3%	18	0.3%
Food Stores	11	1.3%	287	5.4%
Auto Dealers, Gas Stations, Auto Aftermarket	10	1.1%	65	1.2%
Apparel & Accessory Stores	5	0.6%	32	0.6%
Furniture & Home Furnishings	18	2.1%	92	1.7%
Eating & Drinking Places	54	6.2%	593	11.1%
Miscellaneous Retail	37	4.2%	121	2.3%
<b>Finance, Insurance, Real Estate Summary</b>	<b>145</b>	<b>16.5%</b>	<b>559</b>	<b>10.4%</b>
Banks, Savings & Lending Institutions	39	4.4%	133	2.5%
Securities Brokers	22	2.5%	65	1.2%
Insurance Carriers & Agents	32	3.6%	87	1.6%
Real Estate, Holding, Other Investment Offices	52	5.9%	274	5.1%
<b>Services Summary</b>	<b>356</b>	<b>40.6%</b>	<b>2,416</b>	<b>45.1%</b>
Hotels & Lodging	4	0.5%	18	0.3%
Automotive Services	12	1.4%	37	0.7%
Motion Pictures & Amusements	30	3.4%	123	2.3%
Health Services	59	6.7%	392	7.3%
Legal Services	24	2.7%	88	1.6%
Education Institutions & Libraries	22	2.5%	671	12.5%
Other Services	205	23.4%	1,087	20.3%
<b>Government</b>	<b>17</b>	<b>1.9%</b>	<b>125</b>	<b>2.3%</b>
<b>Unclassified Establishments</b>	<b>40</b>	<b>4.6%</b>	<b>82</b>	<b>1.5%</b>
<b>Totals</b>	<b>877</b>	<b>100.0%</b>	<b>5,359</b>	<b>100.0%</b>

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

April 26, 2016



# Business Summary

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	3	0.1%
Construction	94	10.7%	262	4.9%
Manufacturing	15	1.7%	346	6.5%
Wholesale Trade	27	3.1%	99	1.8%
Retail Trade	90	10.3%	648	12.1%
Motor Vehicle & Parts Dealers	6	0.7%	39	0.7%
Furniture & Home Furnishings Stores	6	0.7%	14	0.3%
Electronics & Appliance Stores	9	1.0%	73	1.4%
Bldg Material & Garden Equipment & Supplies Dealers	9	1.0%	41	0.8%
Food & Beverage Stores	10	1.1%	284	5.3%
Health & Personal Care Stores	6	0.7%	24	0.4%
Gasoline Stations	4	0.5%	26	0.5%
Clothing & Clothing Accessories Stores	7	0.8%	37	0.7%
Sport Goods, Hobby, Book, & Music Stores	8	0.9%	13	0.2%
General Merchandise Stores	3	0.3%	18	0.3%
Miscellaneous Store Retailers	19	2.2%	75	1.4%
Nonstore Retailers	3	0.3%	4	0.1%
Transportation & Warehousing	10	1.1%	61	1.1%
Information	21	2.4%	239	4.5%
Finance & Insurance	95	10.8%	290	5.4%
Central Bank/Credit Intermediation & Related Activities	39	4.4%	133	2.5%
Securities, Commodity Contracts & Other Financial	22	2.5%	65	1.2%
Insurance Carriers & Related Activities; Funds, Trusts &	34	3.9%	92	1.7%
Real Estate, Rental & Leasing	54	6.2%	267	5.0%
Professional, Scientific & Tech Services	112	12.8%	390	7.3%
Legal Services	25	2.9%	91	1.7%
Management of Companies & Enterprises	1	0.1%	2	0.0%
Administrative & Support & Waste Management & Remediation	38	4.3%	146	2.7%
Educational Services	33	3.8%	692	12.9%
Health Care & Social Assistance	80	9.1%	698	13.0%
Arts, Entertainment & Recreation	15	1.7%	96	1.8%
Accommodation & Food Services	58	6.6%	611	11.4%
Accommodation	4	0.5%	18	0.3%
Food Services & Drinking Places	54	6.2%	593	11.1%
Other Services (except Public Administration)	76	8.7%	302	5.6%
Automotive Repair & Maintenance	12	1.4%	37	0.7%
Public Administration	17	1.9%	125	2.3%
Unclassified Establishments	40	4.6%	82	1.5%
<b>Total</b>	<b>877</b>	<b>100.0%</b>	<b>5,359</b>	<b>100.0%</b>

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

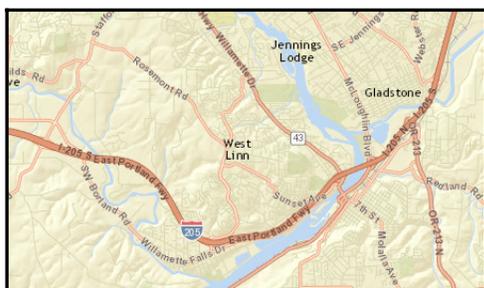
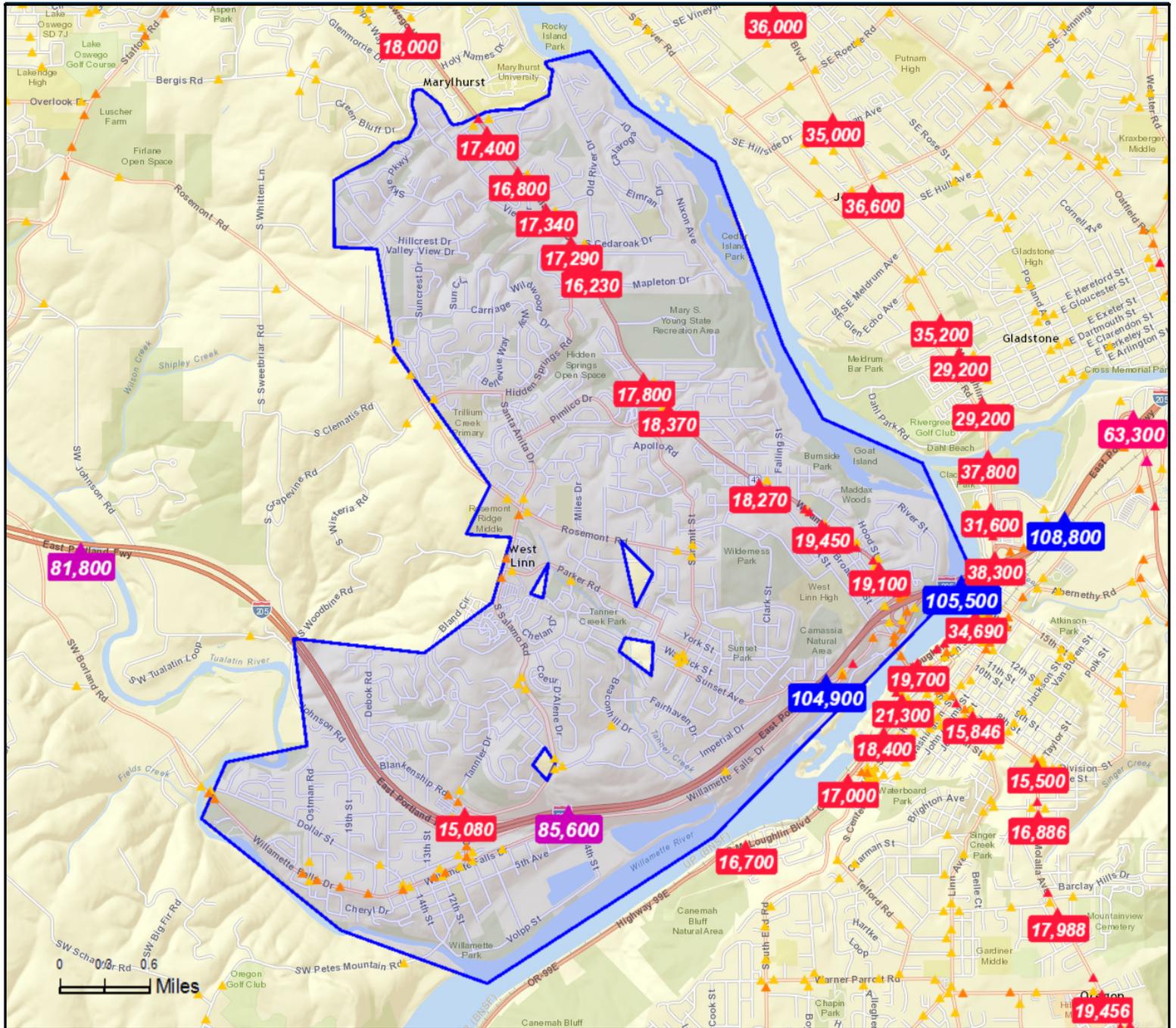
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# Traffic Count Map

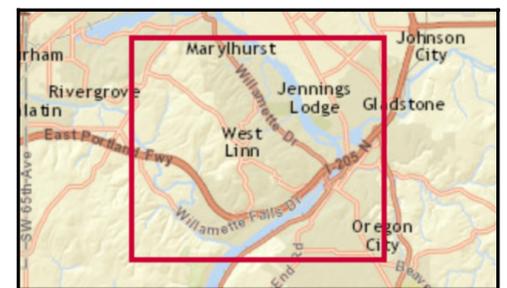
West Linn City, OR  
 West Linn City, OR (4180150)  
 Geography: Place

DLCD Economic Development



**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



Source: ©2015 Market Planning Solutions, Inc.

April 26, 2016



# Retail MarketPlace Profile

West Linn City, OR  
Geography: Place

DLCD Economic Development

## Summary Demographics

2015 Population	26,059
2015 Households	9,977
2015 Median Disposable Income	\$72,204
2015 Per Capita Income	\$50,072

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	\$681,714,313	\$151,146,511	\$530,567,802	63.7	141
Total Retail Trade	44-45	\$616,957,579	\$127,433,672	\$489,523,907	65.8	89
Total Food & Drink	722	\$64,756,734	\$23,712,839	\$41,043,895	46.4	52

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$135,895,089	\$6,182,788	\$129,712,301	91.3	6
Automobile Dealers	4411	\$107,441,154	\$2,215,257	\$105,225,897	96.0	1
Other Motor Vehicle Dealers	4412	\$17,650,082	\$880,384	\$16,769,698	90.5	1
Auto Parts, Accessories & Tire Stores	4413	\$10,803,853	\$3,087,147	\$7,716,706	55.6	4
Furniture & Home Furnishings Stores	442	\$18,099,010	\$2,464,051	\$15,634,959	76.0	6
Furniture Stores	4421	\$10,954,295	\$1,146,497	\$9,807,798	81.1	2
Home Furnishings Stores	4422	\$7,144,715	\$1,317,554	\$5,827,161	68.9	4
Electronics & Appliance Stores	443	\$41,457,561	\$13,983,605	\$27,473,956	49.6	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,463,862	\$4,228,347	\$27,235,515	76.3	9
Bldg Material & Supplies Dealers	4441	\$25,581,717	\$4,228,347	\$21,353,370	71.6	9
Lawn & Garden Equip & Supply Stores	4442	\$5,882,145	\$0	\$5,882,145	100.0	0
Food & Beverage Stores	445	\$118,709,951	\$64,904,478	\$53,805,473	29.3	10
Grocery Stores	4451	\$105,075,889	\$62,811,371	\$42,264,518	25.2	6
Specialty Food Stores	4452	\$5,794,439	\$843,983	\$4,950,456	74.6	2
Beer, Wine & Liquor Stores	4453	\$7,839,623	\$1,249,124	\$6,590,499	72.5	2
Health & Personal Care Stores	446,4461	\$32,844,610	\$4,986,934	\$27,857,676	73.6	6
Gasoline Stations	447,4471	\$36,171,346	\$13,210,639	\$22,960,707	46.5	4
Clothing & Clothing Accessories Stores	448	\$32,991,972	\$5,031,162	\$27,960,810	73.5	7
Clothing Stores	4481	\$23,213,198	\$889,496	\$22,323,702	92.6	4
Shoe Stores	4482	\$4,455,432	\$3,230,298	\$1,225,134	15.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,323,342	\$911,368	\$4,411,974	70.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$19,279,328	\$1,586,692	\$17,692,636	84.8	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,969,021	\$1,229,876	\$15,739,145	86.5	6
Book, Periodical & Music Stores	4512	\$2,310,307	\$356,816	\$1,953,491	73.2	2
General Merchandise Stores	452	\$104,388,923	\$3,502,077	\$100,886,846	93.5	3
Department Stores Excluding Leased Depts.	4521	\$80,866,223	\$2,901,147	\$77,965,076	93.1	1
Other General Merchandise Stores	4529	\$23,522,700	\$600,930	\$22,921,770	95.0	2
Miscellaneous Store Retailers	453	\$34,324,880	\$6,078,888	\$28,245,992	69.9	18
Florists	4531	\$644,114	\$410,822	\$233,292	22.1	4
Office Supplies, Stationery & Gift Stores	4532	\$7,714,041	\$2,444,704	\$5,269,337	51.9	6
Used Merchandise Stores	4533	\$5,577,736	\$127,967	\$5,449,769	95.5	1
Other Miscellaneous Store Retailers	4539	\$20,388,989	\$3,095,395	\$17,293,594	73.6	7
Nonstore Retailers	454	\$11,331,047	\$1,274,011	\$10,057,036	79.8	3
Electronic Shopping & Mail-Order Houses	4541	\$8,054,489	\$1,019,382	\$7,035,107	77.5	1
Vending Machine Operators	4542	\$456,663	\$0	\$456,663	100.0	0
Direct Selling Establishments	4543	\$2,819,895	\$254,629	\$2,565,266	83.4	2
Food Services & Drinking Places	722	\$64,756,734	\$23,712,839	\$41,043,895	46.4	52
Full-Service Restaurants	7221	\$35,535,228	\$13,872,201	\$21,663,027	43.8	33
Limited-Service Eating Places	7222	\$24,218,036	\$8,587,815	\$15,630,221	47.6	15
Special Food Services	7223	\$1,098,450	\$0	\$1,098,450	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$3,905,020	\$1,252,823	\$2,652,197	51.4	4

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.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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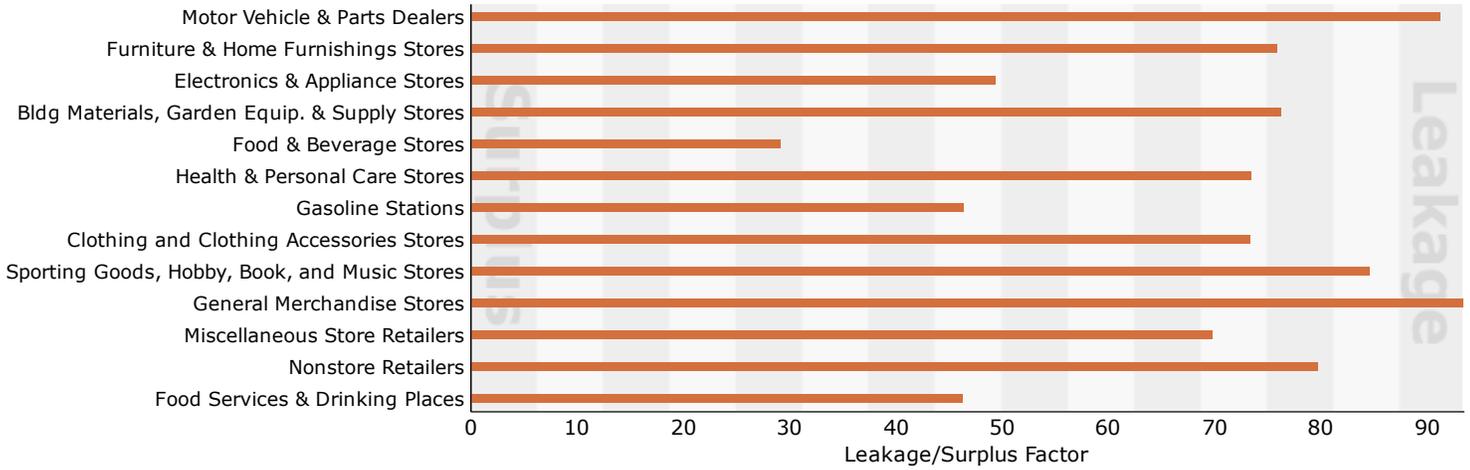


# Retail MarketPlace Profile

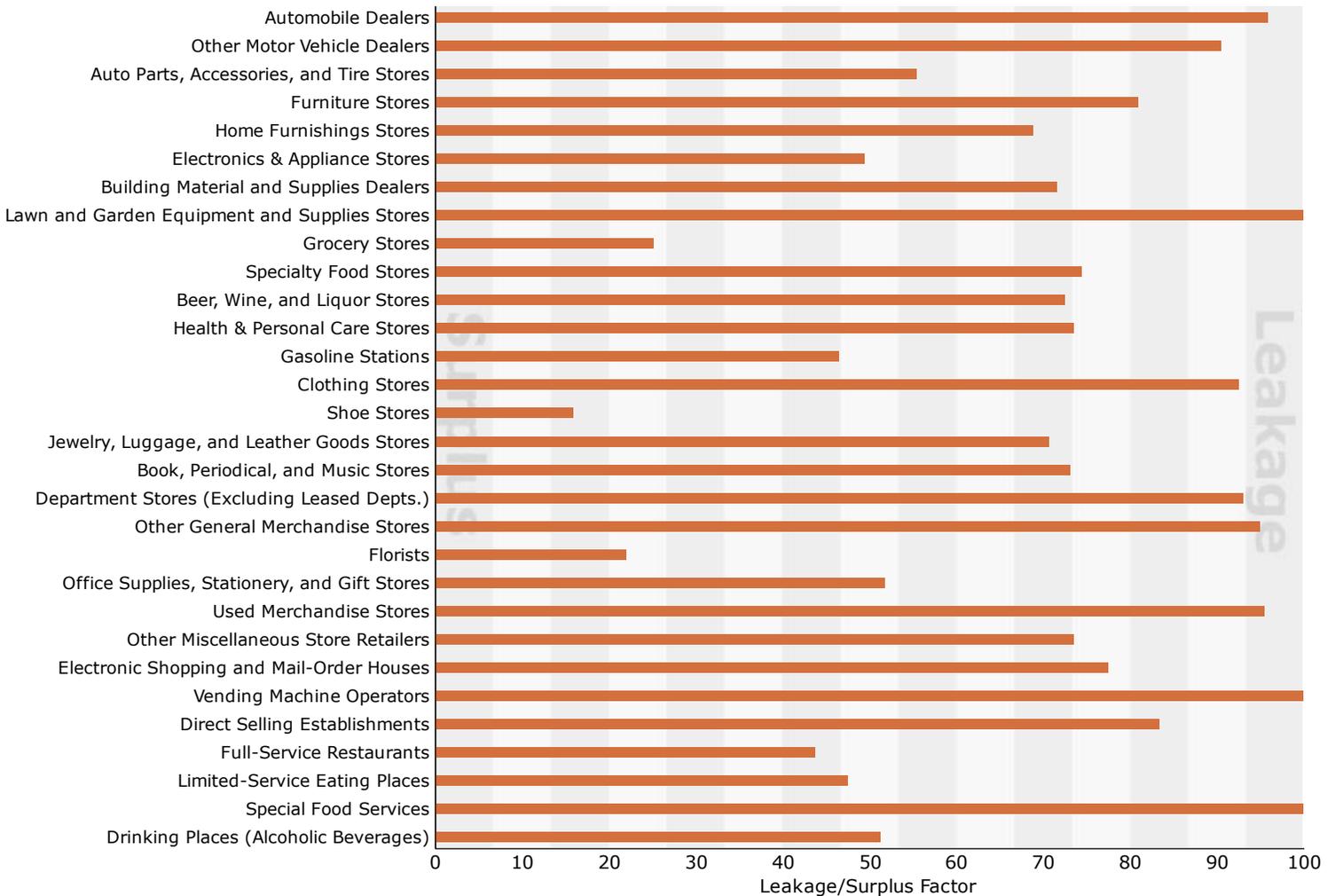
West Linn City, OR  
 Geography: Place

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Disposable Income Profile

West Linn City, OR  
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	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	25,109	26,059	27,254	1,195	0.90%
Median Age	41.5	43.3	44.9	1.6	0.73%
Households	9,523	9,977	10,473	496	0.98%
Average Household Size	2.62	2.60	2.59	-0.01	-0.08%

2015 Households by Disposable Income	Number	Percent
Total	9,978	100.0%
<\$15,000	565	5.7%
\$15,000-\$24,999	611	6.1%
\$25,000-\$34,999	737	7.4%
\$35,000-\$49,999	1,322	13.2%
\$50,000-\$74,999	1,907	19.1%
\$75,000-\$99,999	1,407	14.1%
\$100,000-\$149,999	1,899	19.0%
\$150,000-\$199,999	916	9.2%
\$200,000+	614	6.2%
Median Disposable Income	\$72,204	
Average Disposable Income	\$89,791	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	190	988	1,585	2,282	2,525	1,561	852
<\$15,000	25	67	71	87	145	92	77
\$15,000-\$24,999	12	56	62	45	167	166	104
\$25,000-\$34,999	19	78	114	161	108	102	155
\$35,000-\$49,999	47	157	201	201	264	236	217
\$50,000-\$74,999	40	323	330	294	437	342	141
\$75,000-\$99,999	21	97	220	380	423	198	67
\$100,000-\$149,999	21	147	368	585	523	209	47
\$150,000-\$199,999	4	39	137	294	287	135	22
\$200,000+	1	24	82	235	171	81	22
Median Disposable Income	\$46,497	\$57,351	\$76,239	\$97,680	\$81,674	\$60,864	\$39,671
Average Disposable Income	\$56,971	\$71,117	\$90,401	\$109,907	\$97,501	\$81,878	\$54,873

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

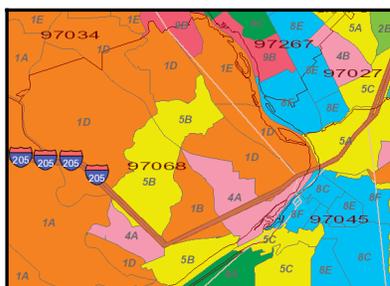
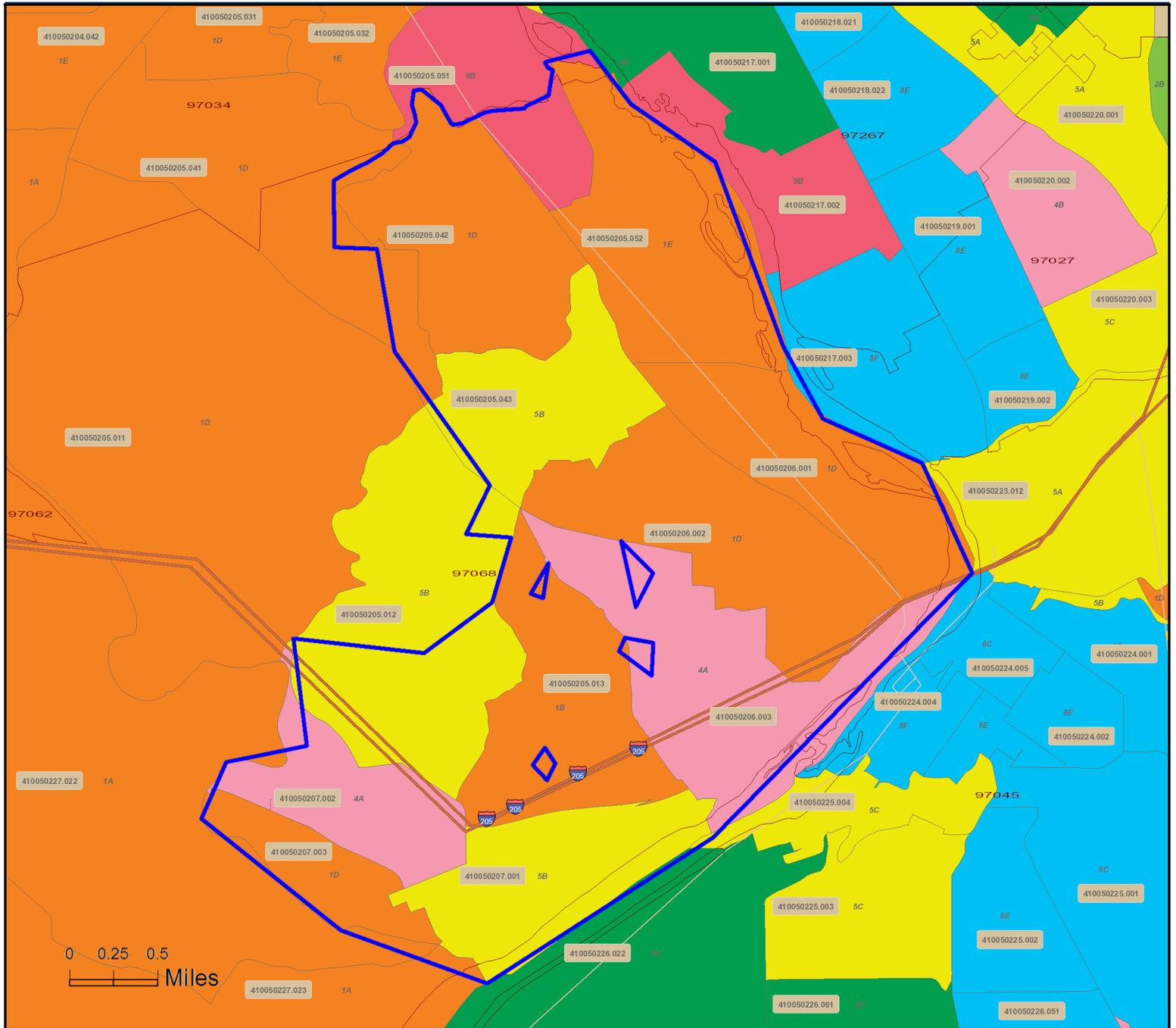
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Dominant Tapestry Map

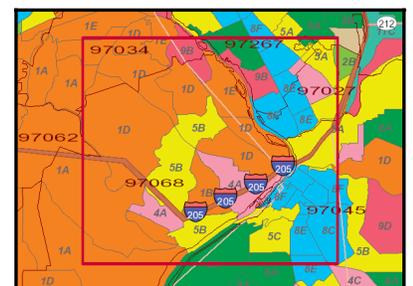
West Linn City, OR  
 West Linn City, OR (4180150)  
 Geography: Place

DLCD Economic Development



## Tapestry LifeMode

- |   |   |
|---|---|
| <span style="color: #D9534F;">■</span> L1: Affluent Estates   | <span style="color: #00AEEF;">■</span> L8: Middle Ground          |
| <span style="color: #4CAF50;">■</span> L2: Upscale Avenues    | <span style="color: #E91E63;">■</span> L9: Senior Styles          |
| <span style="color: #42A5F5;">■</span> L3: Uptown Individuals | <span style="color: #C8A2C8;">■</span> L10: Rustic Outposts       |
| <span style="color: #F06292;">■</span> L4: Family Landscapes  | <span style="color: #4DB6AC;">■</span> L11: Midtown Singles       |
| <span style="color: #FFEB3B;">■</span> L5: GenXurban          | <span style="color: #FFC107;">■</span> L12: Hometown              |
| <span style="color: #4CAF50;">■</span> L6: Cozy Country       | <span style="color: #5E35B8;">■</span> L13: Next Wave             |
| <span style="color: #9575CD;">■</span> L7: Ethnic Enclaves    | <span style="color: #8D6E63;">■</span> L14: Scholars and Patriots |



Source: Esri

April 26, 2016



# Dominant Tapestry Map

West Linn City, OR  
West Linn City, OR (4180150)  
Geography: Place

DLCD Economic Development

## Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)



# Tapestry Segmentation Area Profile

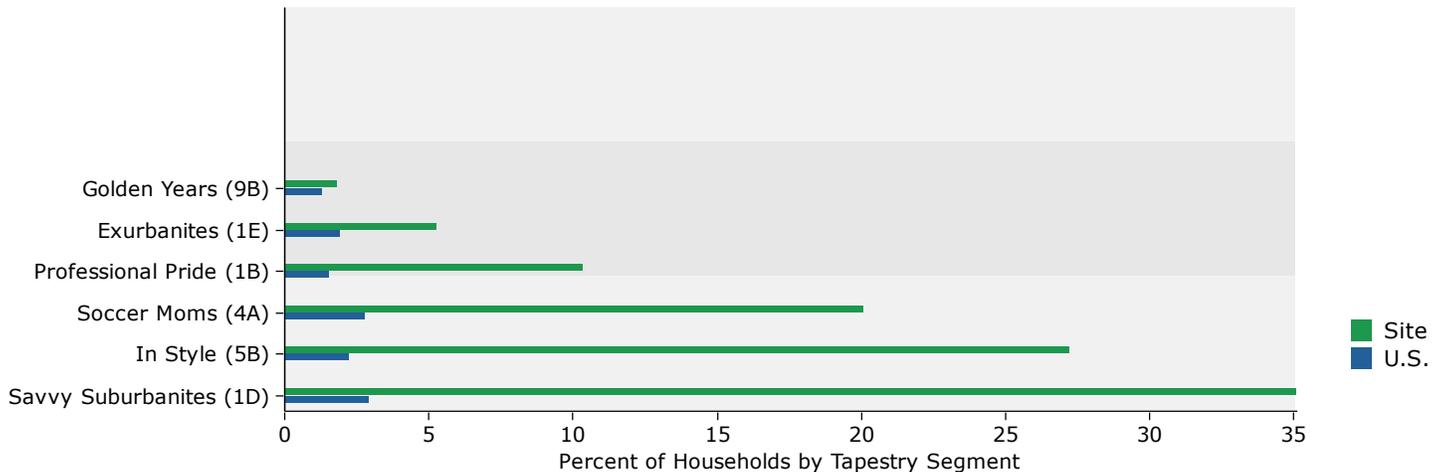
West Linn City, OR  
Geography: Place

DLCD Economic Development

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Savvy Suburbanites (1D)	35.1%	35.1%	3.0%	3.0%	1180
2	In Style (5B)	27.2%	62.3%	2.3%	5.3%	1,210
3	Soccer Moms (4A)	20.1%	82.4%	2.8%	8.1%	711
4	Professional Pride (1B)	10.4%	92.8%	1.6%	9.7%	651
5	Exurbanites (1E)	5.3%	98.1%	1.9%	11.6%	273
	<b>Subtotal</b>	<b>98.1%</b>		<b>11.6%</b>		
6	Golden Years (9B)	1.8%	99.9%	1.3%	12.9%	136
	<b>Subtotal</b>	<b>1.8%</b>		<b>1.3%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>12.9%</b>		<b>773</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

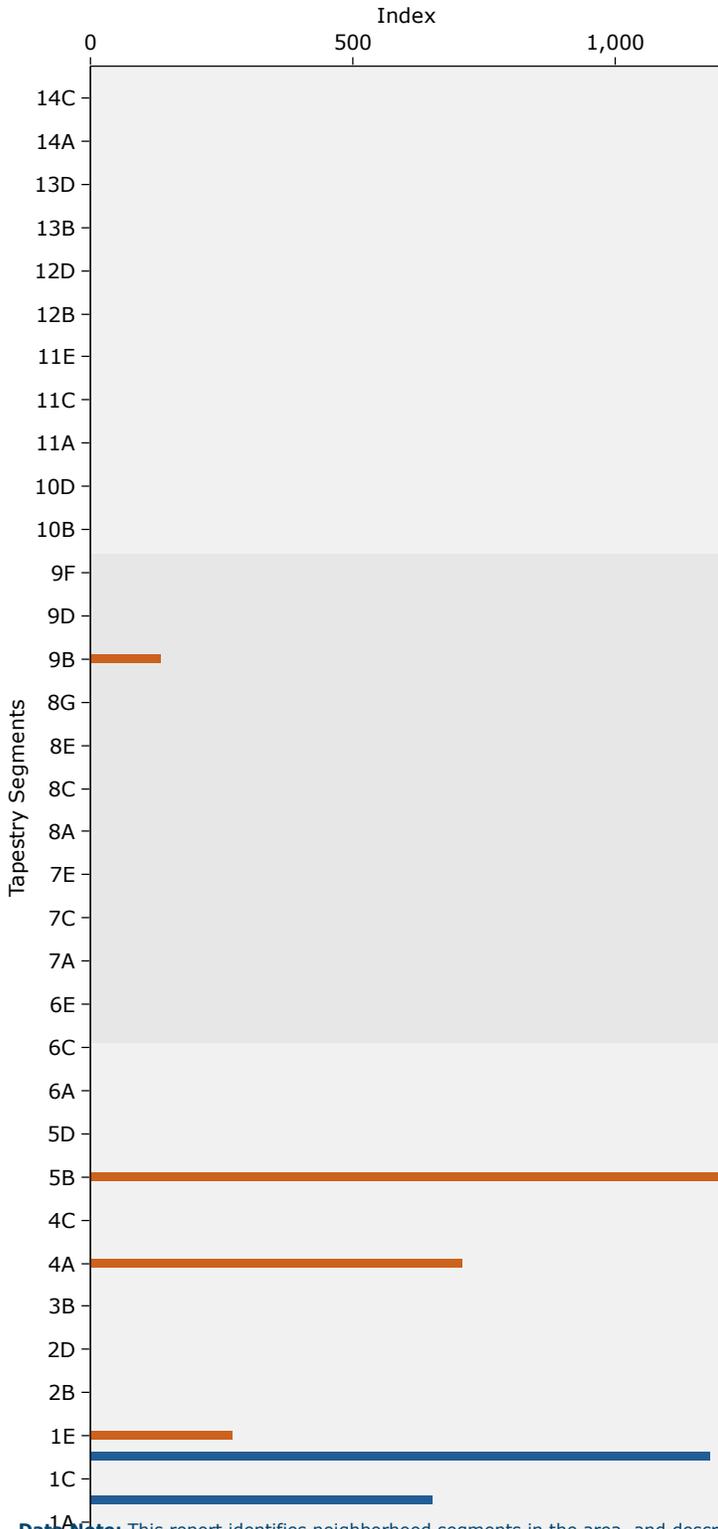


# Tapestry Segmentation Area Profile

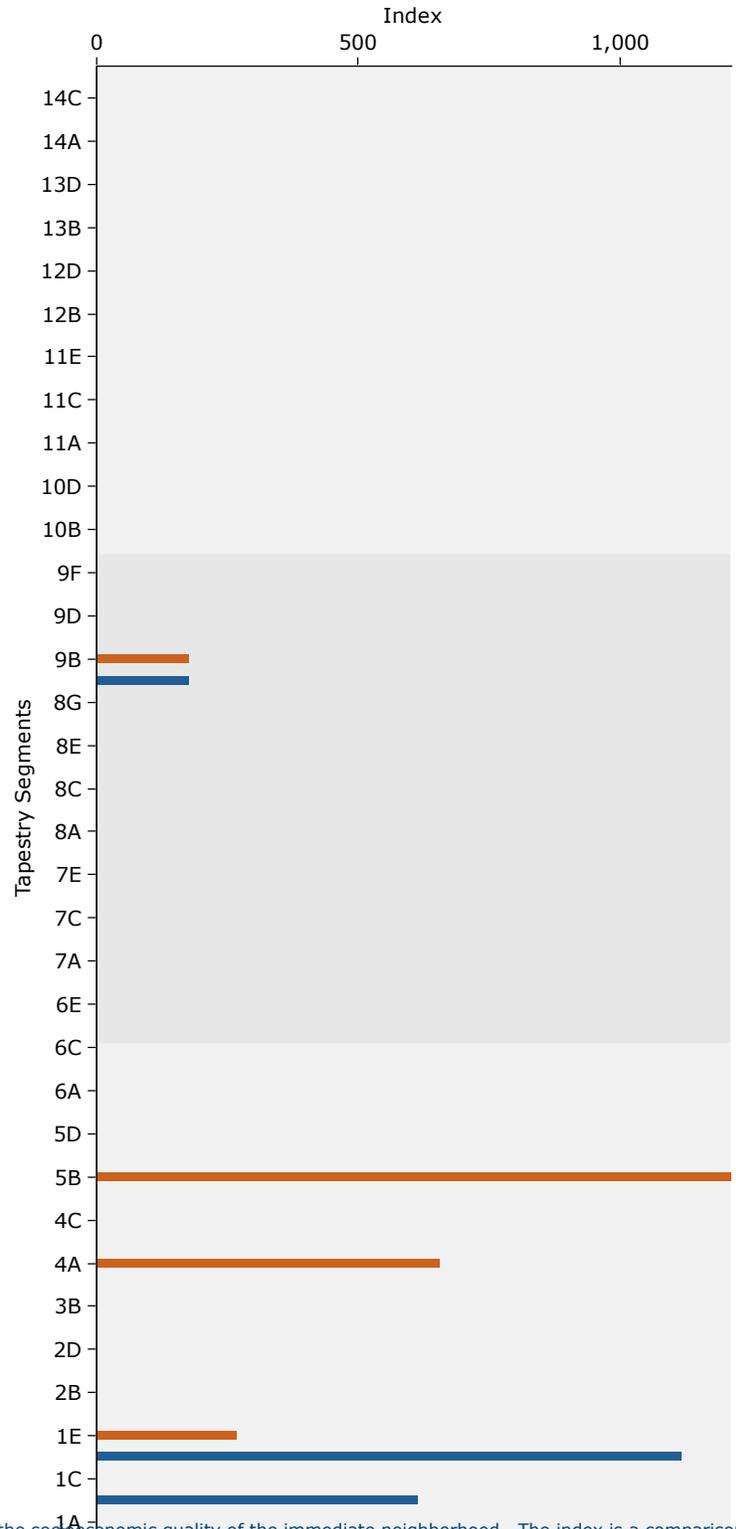
West Linn City, OR  
Geography: Place

DLCD Economic Development

### 2015 Tapestry Indexes by Households



### 2015 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

West Linn City, OR  
Geography: Place

DLCD Economic Development

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	9,977	100.0%		26,059	100.0%	
<b>1. Affluent Estates</b>	<b>5,069</b>	<b>50.8%</b>	<b>521</b>	<b>13,696</b>	<b>52.6%</b>	<b>493</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,037	10.4%	651	3,028	11.6%	616
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	3,503	35.1%	1180	9,359	35.9%	1120
Exurbanites (1E)	529	5.3%	273	1,309	5.0%	271
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>2,007</b>	<b>20.1%</b>	<b>273</b>	<b>5,446</b>	<b>20.9%</b>	<b>262</b>
Soccer Moms (4A)	2,007	20.1%	711	5,446	20.9%	657
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>2,718</b>	<b>27.2%</b>	<b>237</b>	<b>6,419</b>	<b>24.6%</b>	<b>231</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	2,718	27.2%	1,210	6,419	24.6%	1,215
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

West Linn City, OR  
Geography: Place

DLCD Economic Development

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	9,977	100.0%		26,059	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>183</b>	<b>1.8%</b>	<b>32</b>	<b>498</b>	<b>1.9%</b>	<b>43</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	183	1.8%	136	498	1.9%	177
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

West Linn City, OR  
Geography: Place

DLCD Economic Development

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	9,977	100.0%		26,059	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>2,718</b>	<b>27.2%</b>	<b>149</b>	<b>6,419</b>	<b>24.6%</b>	<b>150</b>
In Style (5B)	2,718	27.2%	1,210	6,419	24.6%	1,215
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile

West Linn City, OR  
Geography: Place

DLCD Economic Development

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	9,977	100.0%		26,059	100.0%	
<b>4. Suburban Periphery</b>	<b>7,259</b>	<b>72.8%</b>	<b>231</b>	<b>19,640</b>	<b>75.4%</b>	<b>233</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,037	10.4%	651	3,028	11.6%	616
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	3,503	35.1%	1,180	9,359	35.9%	1,120
Exurbanites (1E)	529	5.3%	273	1,309	5.0%	271
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	2,007	20.1%	711	5,446	20.9%	657
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	183	1.8%	136	498	1.9%	177
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Retail Market Potential

West Linn City, OR  
Geography: Place

DLCD Economic Development

<b>Demographic Summary</b>		<b>2015</b>	<b>2020</b>
Population		26,059	27,254
Population 18+		19,870	21,359
Households		9,977	10,473
Median Household Income		\$96,935	\$110,799

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	10,751	54.1%	112
Bought any women's clothing in last 12 months	9,543	48.0%	107
Bought clothing for child <13 years in last 6 months	5,584	28.1%	100
Bought any shoes in last 12 months	12,095	60.9%	111
Bought costume jewelry in last 12 months	4,514	22.7%	114
Bought any fine jewelry in last 12 months	4,137	20.8%	107
Bought a watch in last 12 months	2,639	13.3%	116
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	9,354	93.8%	110
HH bought/leased new vehicle last 12 mo	1,288	12.9%	149
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	18,495	93.1%	109
Bought/changed motor oil in last 12 months	9,785	49.2%	99
Had tune-up in last 12 months	6,451	32.5%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	13,407	67.5%	103
Drank regular cola in last 6 months	7,766	39.1%	85
Drank beer/ale in last 6 months	9,685	48.7%	115
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	8,445	42.5%	131
Own digital single-lens reflex (SLR) camera	2,333	11.7%	136
Bought any camera in last 12 months	1,729	8.7%	120
Bought memory card for camera in last 12 months	1,498	7.5%	131
Printed digital photos in last 12 months	727	3.7%	108
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,583	38.2%	104
Have a smartphone	10,946	55.1%	113
Have an iPhone	5,001	25.2%	135
Number of cell phones in household: 1	2,398	24.0%	75
Number of cell phones in household: 2	3,953	39.6%	107
Number of cell phones in household: 3+	3,331	33.4%	133
HH has cell phone only (no landline telephone)	2,525	25.3%	67
<b>Computers (Households)</b>			
HH owns a computer	8,881	89.0%	116
HH owns desktop computer	6,073	60.9%	125
HH owns laptop/notebook	6,212	62.3%	122
Spent <\$500 on most recent home computer	1,325	13.3%	94
Spent \$500-\$999 on most recent home computer	2,507	25.1%	124
Spent \$1,000-\$1,499 on most recent home computer	1,315	13.2%	132
Spent \$1,500-\$1,999 on most recent home computer	718	7.2%	156
Spent \$2,000+ on most recent home computer	576	5.8%	150

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



# Retail Market Potential

West Linn City, OR  
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DLCD Economic Development

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	12,748	64.2%	106
Bought brewed coffee at convenience store in last 30 days	3,452	17.4%	113
Bought cigarettes at convenience store in last 30 days	1,798	9.0%	69
Bought gas at convenience store in last 30 days	6,870	34.6%	104
Spent at convenience store in last 30 days: <\$20	1,918	9.7%	118
Spent at convenience store in last 30 days: \$20-\$39	1,967	9.9%	109
Spent at convenience store in last 30 days: \$40-\$50	1,543	7.8%	101
Spent at convenience store in last 30 days: \$51-\$99	889	4.5%	98
Spent at convenience store in last 30 days: \$100+	4,520	22.7%	99
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	13,769	69.3%	115
Went to live theater in last 12 months	3,517	17.7%	141
Went to a bar/night club in last 12 months	4,246	21.4%	125
Dined out in last 12 months	11,556	58.2%	129
Gambled at a casino in last 12 months	3,409	17.2%	116
Visited a theme park in last 12 months	4,386	22.1%	123
Viewed movie (video-on-demand) in last 30 days	4,471	22.5%	144
Viewed TV show (video-on-demand) in last 30 days	3,521	17.7%	145
Watched any pay-per-view TV in last 12 months	3,351	16.9%	129
Downloaded a movie over the Internet in last 30 days	1,425	7.2%	108
Downloaded any individual song in last 6 months	5,190	26.1%	127
Watched a movie online in the last 30 days	2,822	14.2%	105
Watched a TV program online in last 30 days	3,104	15.6%	116
Played a video/electronic game (console) in last 12 months	2,200	11.1%	97
Played a video/electronic game (portable) in last 12 months	827	4.2%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9,441	47.5%	150
Used ATM/cash machine in last 12 months	11,683	58.8%	121
Own any stock	2,582	13.0%	166
Own U.S. savings bond	1,728	8.7%	151
Own shares in mutual fund (stock)	2,688	13.5%	180
Own shares in mutual fund (bonds)	1,837	9.2%	188
Have interest checking account	7,748	39.0%	135
Have non-interest checking account	6,440	32.4%	115
Have savings account	13,312	67.0%	125
Have 401K retirement savings plan	4,431	22.3%	151
Own/used any credit/debit card in last 12 months	17,138	86.3%	117
Avg monthly credit card expenditures: <\$111	2,324	11.7%	99
Avg monthly credit card expenditures: \$111-\$225	1,660	8.4%	129
Avg monthly credit card expenditures: \$226-\$450	1,597	8.0%	127
Avg monthly credit card expenditures: \$451-\$700	1,525	7.7%	141
Avg monthly credit card expenditures: \$701-\$1,000	1,352	6.8%	157
Avg monthly credit card expenditures: \$1,001+	3,191	16.1%	175
Did banking online in last 12 months	9,617	48.4%	138
Did banking on mobile device in last 12 months	2,518	12.7%	122
Paid bills online in last 12 months	10,593	53.3%	128

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	14,920	75.1%	105
Used bread in last 6 months	19,144	96.3%	101
Used chicken (fresh or frozen) in last 6 mos	14,998	75.5%	106
Used turkey (fresh or frozen) in last 6 mos	3,890	19.6%	107
Used fish/seafood (fresh or frozen) in last 6 months	11,521	58.0%	104
Used fresh fruit/vegetables in last 6 months	18,085	91.0%	105
Used fresh milk in last 6 months	18,191	91.6%	102
Used organic food in last 6 months	4,327	21.8%	111
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,964	35.0%	123
Exercise at club 2+ times per week	3,710	18.7%	144
Visited a doctor in last 12 months	16,391	82.5%	109
Used vitamin/dietary supplement in last 6 months	11,916	60.0%	112
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,794	38.0%	138
Used housekeeper/maid/professional HH cleaning service in last 12	1,894	19.0%	145
Purchased low ticket HH furnishings in last 12 months	1,934	19.4%	124
Purchased big ticket HH furnishings in last 12 months	2,390	24.0%	114
Purchased bedding/bath goods in last 12 months	5,701	57.1%	107
Purchased cooking/serving product in last 12 months	2,659	26.7%	109
Bought any small kitchen appliance in last 12 months	2,477	24.8%	111
Bought any large kitchen appliance in last 12 months	1,577	15.8%	123
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	10,873	54.7%	126
Carry medical/hospital/accident insurance	14,932	75.1%	117
Carry homeowner insurance	13,032	65.6%	137
Carry renter's insurance	1,330	6.7%	90
Have auto insurance: 1 vehicle in household covered	2,367	23.7%	76
Have auto insurance: 2 vehicles in household covered	3,490	35.0%	125
Have auto insurance: 3+ vehicles in household covered	3,191	32.0%	146
<b>Pets (Households)</b>			
Household owns any pet	6,079	60.9%	115
Household owns any cat	2,492	25.0%	110
Household owns any dog	4,615	46.3%	116
<b>Psychographics (Adults)</b>			
Buying American is important to me	8,532	42.9%	100
Usually buy items on credit rather than wait	2,335	11.8%	103
Usually buy based on quality - not price	3,323	16.7%	93
Price is usually more important than brand name	5,052	25.4%	93
Usually use coupons for brands I buy often	3,829	19.3%	102
Am interested in how to help the environment	3,010	15.1%	91
Usually pay more for environ safe product	2,251	11.3%	90
Usually value green products over convenience	1,569	7.9%	78
Likely to buy a brand that supports a charity	6,820	34.3%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,039	15.3%	137
Bought hardcover book in last 12 months	5,413	27.2%	121
Bought paperback book in last 12 month	8,408	42.3%	125
Read any daily newspaper (paper version)	6,931	34.9%	124
Read any digital newspaper in last 30 days	7,997	40.2%	129
Read any magazine (paper/electronic version) in last 6 months	18,930	95.3%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	16,667	83.9%	111
Went to family restaurant/steak house: 4+ times a month	6,728	33.9%	118
Went to fast food/drive-in restaurant in last 6 months	18,297	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	8,339	42.0%	104
Fast food/drive-in last 6 months: eat in	7,820	39.4%	108
Fast food/drive-in last 6 months: home delivery	1,516	7.6%	97
Fast food/drive-in last 6 months: take-out/drive-thru	10,138	51.0%	109
Fast food/drive-in last 6 months: take-out/walk-in	4,428	22.3%	114
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	5,944	29.9%	141
Own any portable MP3 player	8,337	42.0%	125
HH owns 1 TV	1,381	13.8%	69
HH owns 2 TVs	2,477	24.8%	94
HH owns 3 TVs	2,402	24.1%	112
HH owns 4+ TVs	2,862	28.7%	146
HH subscribes to cable TV	5,733	57.5%	113
HH subscribes to fiber optic	1,128	11.3%	170
HH has satellite dish	2,235	22.4%	88
HH owns DVD/Blu-ray player	7,063	70.8%	114
HH owns camcorder	2,261	22.7%	145
HH owns portable GPS navigation device	4,016	40.3%	146
HH purchased video game system in last 12 mos	884	8.9%	96
HH owns Internet video device for TV	633	6.3%	145
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	13,393	67.4%	134
Took 3+ domestic non-business trips in last 12 months	3,551	17.9%	144
Spent on domestic vacations in last 12 months: <\$1,000	2,768	13.9%	124
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,578	7.9%	132
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,158	5.8%	165
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,152	5.8%	152
Spent on domestic vacations in last 12 months: \$3,000+	1,877	9.4%	173
Domestic travel in the 12 months: used general travel website	1,927	9.7%	138
Foreign travel in last 3 years	6,886	34.7%	146
Took 3+ foreign trips by plane in last 3 years	1,369	6.9%	158
Spent on foreign vacations in last 12 months: <\$1,000	1,294	6.5%	155
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	881	4.4%	146
Spent on foreign vacations in last 12 months: \$3,000+	1,610	8.1%	164
Foreign travel in last 3 years: used general travel website	1,576	7.9%	145
Nights spent in hotel/motel in last 12 months: any	11,101	55.9%	135
Took cruise of more than one day in last 3 years	2,650	13.3%	152
Member of any frequent flyer program	5,639	28.4%	170
Member of any hotel rewards program	4,655	23.4%	166

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