



TheRetailCoach®

# COMMUNITY DEMOGRAPHIC PROFILE

Madras, Oregon

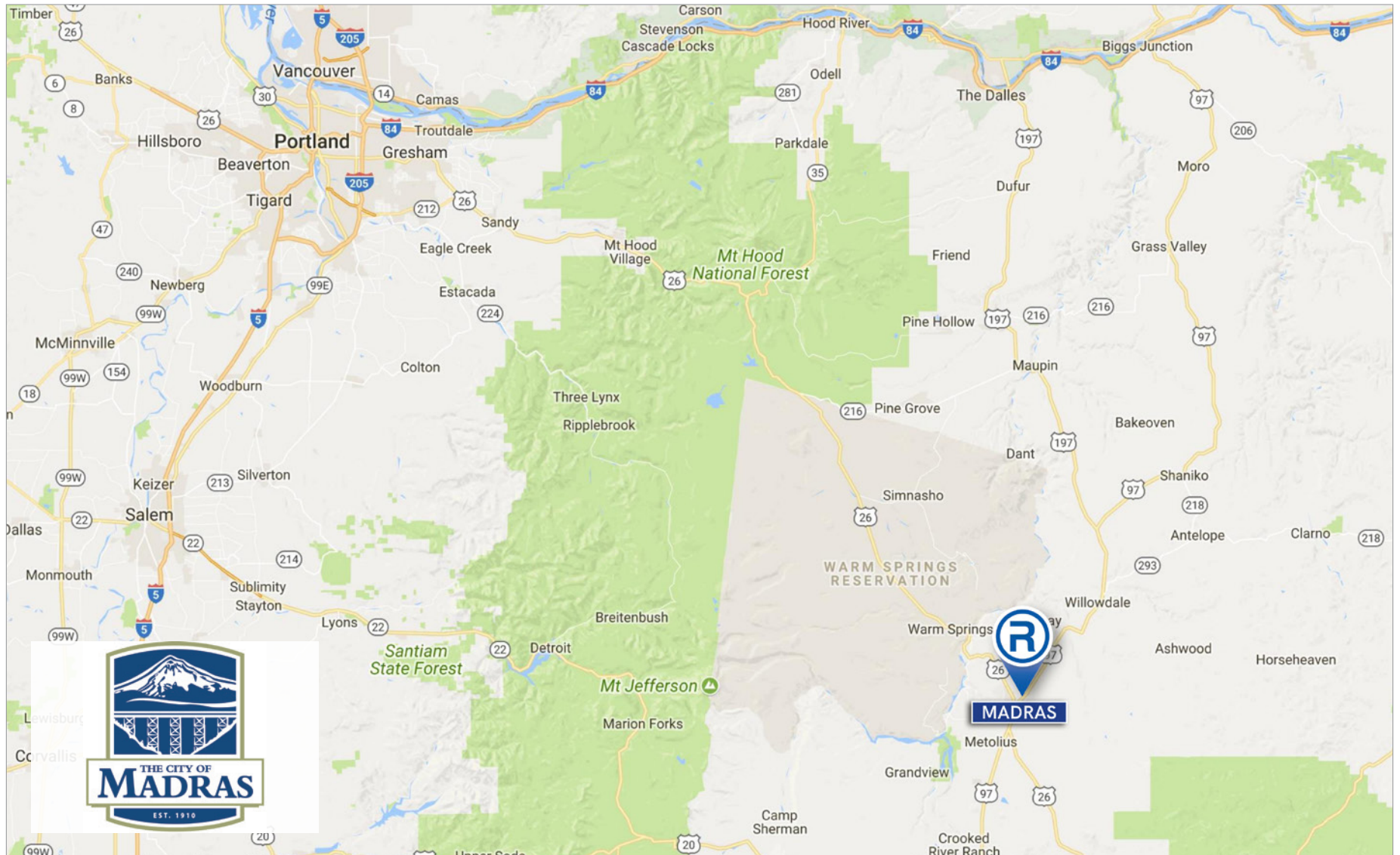
Prepared for  
City of Madras  
December 2017





# LOCATION

Madras, Oregon



## CONTACT

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# COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	6,848	
2017 Estimate	6,591	
2010 Census	6,046	
2000 Census	5,353	
Growth 2017 - 2022		3.90%
Growth 2010 - 2017		9.01%
Growth 2000 - 2010		12.95%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	4,389	66.59%
Black or African American Alone	63	0.96%
Amer. Indian and Alaska Native Alone	455	6.90%
Asian Alone	84	1.27%
Native Hawaiian and Other Pac. Isl. Alone	26	0.39%
Some Other Race Alone	1,195	18.13%
Two or More Races	379	5.75%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	4,243	64.38%
Hispanic or Latino	2,348	35.62%
Mexican	1,982	84.41%
Puerto Rican	17	0.72%
Cuban	1	0.04%
All Other Hispanic or Latino	348	14.82%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	904	38.50%
Black or African American Alone	18	0.77%
American Indian and Alaska Native Alone	85	3.62%
Asian Alone	9	0.38%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,178	50.17%
Two or More Races	154	6.56%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	10	11.91%
Asian Indian	74	88.10%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%



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DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	6,591	
Arab	1	0.02%
Czech	13	0.20%
Danish	38	0.58%
Dutch	95	1.44%
English	219	3.32%
French (except Basque)	57	0.87%
French Canadian	10	0.15%
German	602	9.13%
Greek	0	0.00%
Hungarian	2	0.03%
Irish	491	7.45%
Italian	30	0.46%
Lithuanian	0	0.00%
United States or American	301	4.57%
Norwegian	152	2.31%
Polish	79	1.20%
Portuguese	10	0.15%
Russian	0	0.00%
Scottish	134	2.03%
Scotch-Irish	10	0.15%
Slovak	0	0.00%
Subsaharan African	1	0.02%
Swedish	78	1.18%
Swiss	5	0.08%
Ukrainian	0	0.00%
Welsh	11	0.17%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,986	45.30%
Ancestry Unclassified	1,266	19.21%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	4,342	71.96%
Speak Asian/Pac. Isl. Lang. at Home	56	0.93%
Speak IndoEuropean Language at Home	5	0.08%
Speak Spanish at Home	1,563	25.90%
Speak Other Language at Home	68	1.13%
<b>2017 Est. Population by Age</b>	6,591	
Age 0 - 4	557	8.45%
Age 5 - 9	540	8.19%
Age 10 - 14	508	7.71%
Age 15 - 17	272	4.13%
Age 18 - 20	250	3.79%
Age 21 - 24	339	5.14%
Age 25 - 34	833	12.64%
Age 35 - 44	762	11.56%
Age 45 - 54	770	11.68%
Age 55 - 64	740	11.23%
Age 65 - 74	605	9.18%
Age 75 - 84	306	4.64%
Age 85 and over	109	1.65%
Age 16 and over	4,896	74.28%
Age 18 and over	4,714	71.52%
Age 21 and over	4,464	67.73%
Age 65 and over	1,020	15.48%
<b>2017 Est. Median Age</b>		34.96
<b>2017 Est. Average Age</b>		36.90



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DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	6,591	
Male	3,251	49.33%
Female	3,340	50.68%
<b>2017 Est. Male Population by Age</b>	3,251	
Age 0 - 4	290	8.92%
Age 5 - 9	283	8.71%
Age 10 - 14	251	7.72%
Age 15 - 17	133	4.09%
Age 18 - 20	125	3.85%
Age 21 - 24	175	5.38%
Age 25 - 34	398	12.24%
Age 35 - 44	375	11.54%
Age 45 - 54	382	11.75%
Age 55 - 64	373	11.47%
Age 65 - 74	291	8.95%
Age 75 - 84	132	4.06%
Age 85 and over	43	1.32%
<b>2017 Est. Median Age, Male</b>		34.23
<b>2017 Est. Average Age, Male</b>		36.20

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	3,340	
Age 0 - 4	267	7.99%
Age 5 - 9	257	7.70%
Age 10 - 14	257	7.70%
Age 15 - 17	139	4.16%
Age 18 - 20	125	3.74%
Age 21 - 24	164	4.91%
Age 25 - 34	435	13.02%
Age 35 - 44	387	11.59%
Age 45 - 54	388	11.62%
Age 55 - 64	367	10.99%
Age 65 - 74	314	9.40%
Age 75 - 84	174	5.21%
Age 85 and over	66	1.98%
<b>2017 Est. Median Age, Female</b>		35.65
<b>2017 Est. Average Age, Female</b>		37.70
<b>2017 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,592	31.93%
Males, Never Married	769	15.42%
Females, Never Married	823	16.51%
Married, Spouse present	1,949	39.09%
Married, Spouse absent	305	6.12%
Widowed	263	5.28%
Males Widowed	71	1.42%
Females Widowed	192	3.85%
Divorced	877	17.59%
Males Divorced	456	9.15%
Females Divorced	421	8.44%



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DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	343	8.3%
Some High School, no diploma	481	11.7%
High School Graduate (or GED)	1,268	30.7%
Some College, no degree	975	23.6%
Associate Degree	387	9.4%
Bachelor's Degree	419	10.2%
Master's Degree	231	5.6%
Professional School Degree	11	0.3%
Doctorate Degree	10	0.2%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	505	46.29%
High School Graduate	400	36.66%
Some College or Associate's Degree	88	8.07%
Bachelor's Degree or Higher	98	8.98%
<b>Households</b>		
2022 Projection	2,568	
2017 Estimate	2,463	
2010 Census	2,238	
2000 Census	1,917	
Growth 2017 - 2022		4.26%
Growth 2010 - 2017		10.05%
Growth 2000 - 2010		16.75%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	2,463	
Family Households	1,707	69.31%
Nonfamily Households	756	30.69%
2017 Est. Group Quarters Population	56	
2017 HHs by Ethnicity, Hispanic/Latino	600	
<b>2017 Est. Households by HH Income</b>	2,463	
Income < \$15,000	310	12.59%
Income \$15,000 - \$24,999	312	12.67%
Income \$25,000 - \$34,999	274	11.13%
Income \$35,000 - \$49,999	458	18.60%
Income \$50,000 - \$74,999	539	21.88%
Income \$75,000 - \$99,999	275	11.17%
Income \$100,000 - \$124,999	118	4.79%
Income \$125,000 - \$149,999	75	3.05%
Income \$150,000 - \$199,999	59	2.40%
Income \$200,000 - \$249,999	15	0.61%
Income \$250,000 - \$499,999	22	0.89%
Income \$500,000+	6	0.24%
<b>2017 Est. Average Household Income</b>		\$57,757
<b>2017 Est. Median Household Income</b>		\$45,828



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DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$50,091
Black or African American Alone		\$50,970
American Indian and Alaska Native Alone		\$42,188
Asian Alone		\$28,038
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$30,277
Two or More Races		\$19,655
Hispanic or Latino		\$42,077
Not Hispanic or Latino		\$48,617
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	1,707	
Married-Couple Family, own children	501	29.35%
Married-Couple Family, no own children	713	41.77%
Male Householder, own children	90	5.27%
Male Householder, no own children	63	3.69%
Female Householder, own children	228	13.36%
Female Householder, no own children	112	6.56%
<b>2017 Est. Households by Household Size</b>	2,463	
1-person	627	25.46%
2-person	826	33.54%
3-person	351	14.25%
4-person	327	13.28%
5-person	192	7.80%
6-person	86	3.49%
7-or-more-person	54	2.19%
<b>2017 Est. Average Household Size</b>		2.65

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	2,463	
Households with 1 or More People under Age 18:	925	37.56%
Married-Couple Family	553	59.78%
Other Family, Male Householder	107	11.57%
Other Family, Female Householder	255	27.57%
Nonfamily, Male Householder	9	0.97%
Nonfamily, Female Householder	1	0.11%
<b>Households with No People under Age 18:</b>	1,538	62.44%
Married-Couple Family	660	42.91%
Other Family, Male Householder	46	2.99%
Other Family, Female Householder	86	5.59%
Nonfamily, Male Householder	371	24.12%
Nonfamily, Female Householder	375	24.38%
<b>2017 Est. Households by Number of Vehicles</b>	2,463	
No Vehicles	187	7.59%
1 Vehicle	803	32.60%
2 Vehicles	846	34.35%
3 Vehicles	441	17.91%
4 Vehicles	136	5.52%
5 or more Vehicles	50	2.03%
<b>2017 Est. Average Number of Vehicles</b>		1.9



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DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	1,779	
2017 Estimate	1,707	
2010 Census	1,549	
2000 Census	1,390	
Growth 2017 - 2022		4.22%
Growth 2010 - 2017		10.20%
Growth 2000 - 2010		11.44%
<b>2017 Est. Families by Poverty Status</b>	1,707	
2017 Families at or Above Poverty	1,340	78.50%
2017 Families at or Above Poverty with Children	569	33.33%
2017 Families Below Poverty	367	21.50%
2017 Families Below Poverty with Children	322	18.86%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	2,576	
For-Profit Private Workers	1,764	68.48%
Non-Profit Private Workers	140	5.44%
Local Government Workers	122	4.74%
State Government Workers	56	2.17%
Federal Government Workers	312	12.11%
Self-Employed Workers	181	7.03%
Unpaid Family Workers	1	0.04%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	2,576	
Architect/Engineer	43	1.67%
Arts/Entertainment/Sports	35	1.36%
Building Grounds Maintenance	149	5.78%
Business/Financial Operations	12	0.47%
Community/Social Services	6	0.23%
Computer/Mathematical	1	0.04%
Construction/Extraction	145	5.63%
Education/Training/Library	150	5.82%
Farming/Fishing/Forestry	164	6.37%
Food Prep/Serving	174	6.76%
Health Practitioner/Technician	47	1.83%
Healthcare Support	97	3.77%
Maintenance Repair	94	3.65%
Legal	21	0.82%
Life/Physical/Social Science	14	0.54%
Management	167	6.48%
Office/Admin. Support	346	13.43%
Production	272	10.56%
Protective Services	80	3.11%
Sales/Related	201	7.80%
Personal Care/Service	79	3.07%
Transportation/Moving	279	10.83%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	2,576	
Blue Collar	1,043	40.49%
White Collar	790	30.67%
Service and Farm	743	28.84%





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DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	2,519	
Drove Alone	1,855	73.64%
Car Pooled	348	13.82%
Public Transportation	10	0.40%
Walked	128	5.08%
Bicycle	55	2.18%
Other Means	51	2.03%
Worked at Home	72	2.86%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,433	
15 - 29 Minutes	546	
30 - 44 Minutes	274	
45 - 59 Minutes	115	
60 or more Minutes	77	
2017 Est. Avg Travel Time to Work in Minutes		19
<b>2017 Est. Occupied Housing Units by Tenure</b>	2,463	
Owner Occupied	1,410	57.25%
Renter Occupied	1,053	42.75%
2017 Owner Occ. HUs: Avg. Length of Residence		14.9
2017 Renter Occ. HUs: Avg. Length of Residence		6.4

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>		14.9
Value Less than \$20,000	56	3.97%
Value \$20,000 - \$39,999	66	4.68%
Value \$40,000 - \$59,999	88	6.24%
Value \$60,000 - \$79,999	96	6.81%
Value \$80,000 - \$99,999	212	15.04%
Value \$100,000 - \$149,999	245	17.38%
Value \$150,000 - \$199,999	169	11.99%
Value \$200,000 - \$299,999	281	19.93%
Value \$300,000 - \$399,999	57	4.04%
Value \$400,000 - \$499,999	39	2.77%
Value \$500,000 - \$749,999	67	4.75%
Value \$750,000 - \$999,999	16	1.14%
Value \$1,000,000 or more	18	1.28%
2017 Est. Median All Owner-Occupied Housing Value		\$ 134,505
<b>2017 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	1,632	58.08%
1 Unit Detached	52	1.85%
2 Units	137	4.88%
3 or 4 Units	186	6.62%
5 to 19 Units	227	8.08%
20 to 49 Units	92	3.27%
50 or More Units	0	0.00%
Mobile Home or Trailer	459	16.34%
Boat, RV, Van, etc.	25	0.89%



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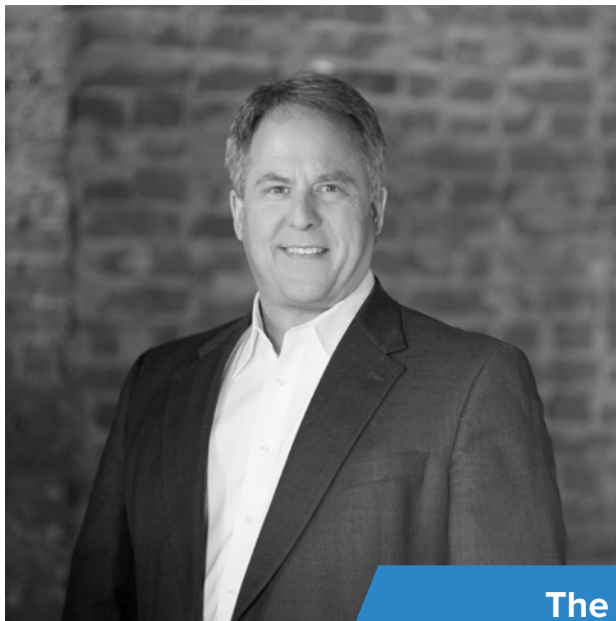
DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2010 or later	134	4.77%
Housing Units Built 2000 to 2009	480	17.08%
Housing Units Built 1990 to 1999	593	21.10%
Housing Units Built 1980 to 1989	358	12.74%
Housing Units Built 1970 to 1979	542	19.29%
Housing Units Built 1960 to 1969	289	10.29%
Housing Units Built 1950 to 1959	314	11.17%
Housing Units Built 1940 to 1949	61	2.17%
Housing Unit Built 1939 or Earlier	39	1.39%
<b>2017 Est. Median Year Structure Built</b>		1984



# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

### The Retail Coach –

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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