



TheRetailCoach®

RETAIL FEASIBILITY STUDY

Madras, Oregon

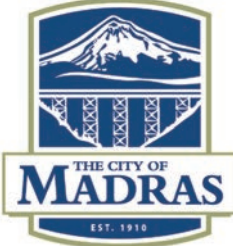
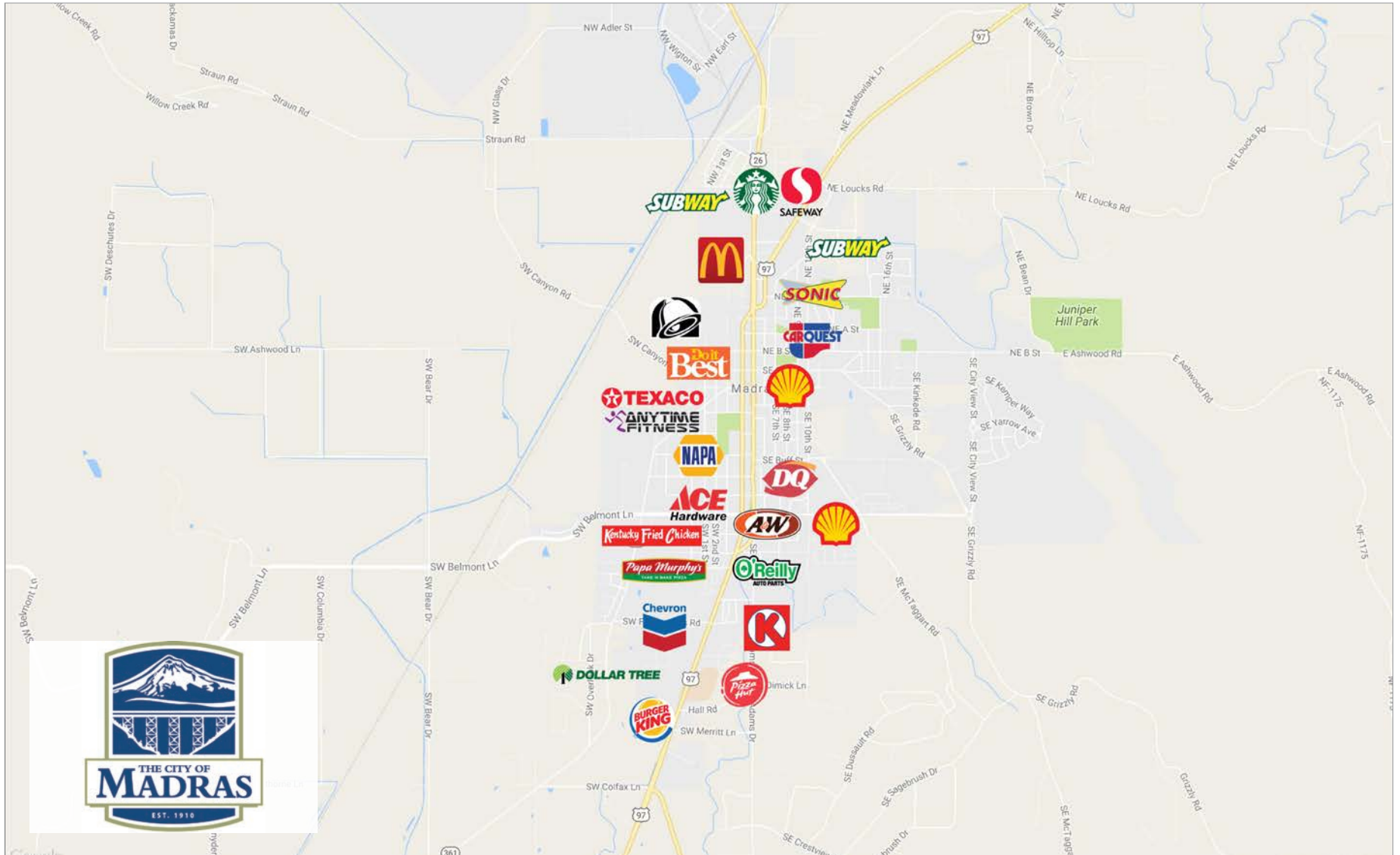
Prepared for
City of Madras
September 2016





EXISTING RETAIL

Madras, Oregon



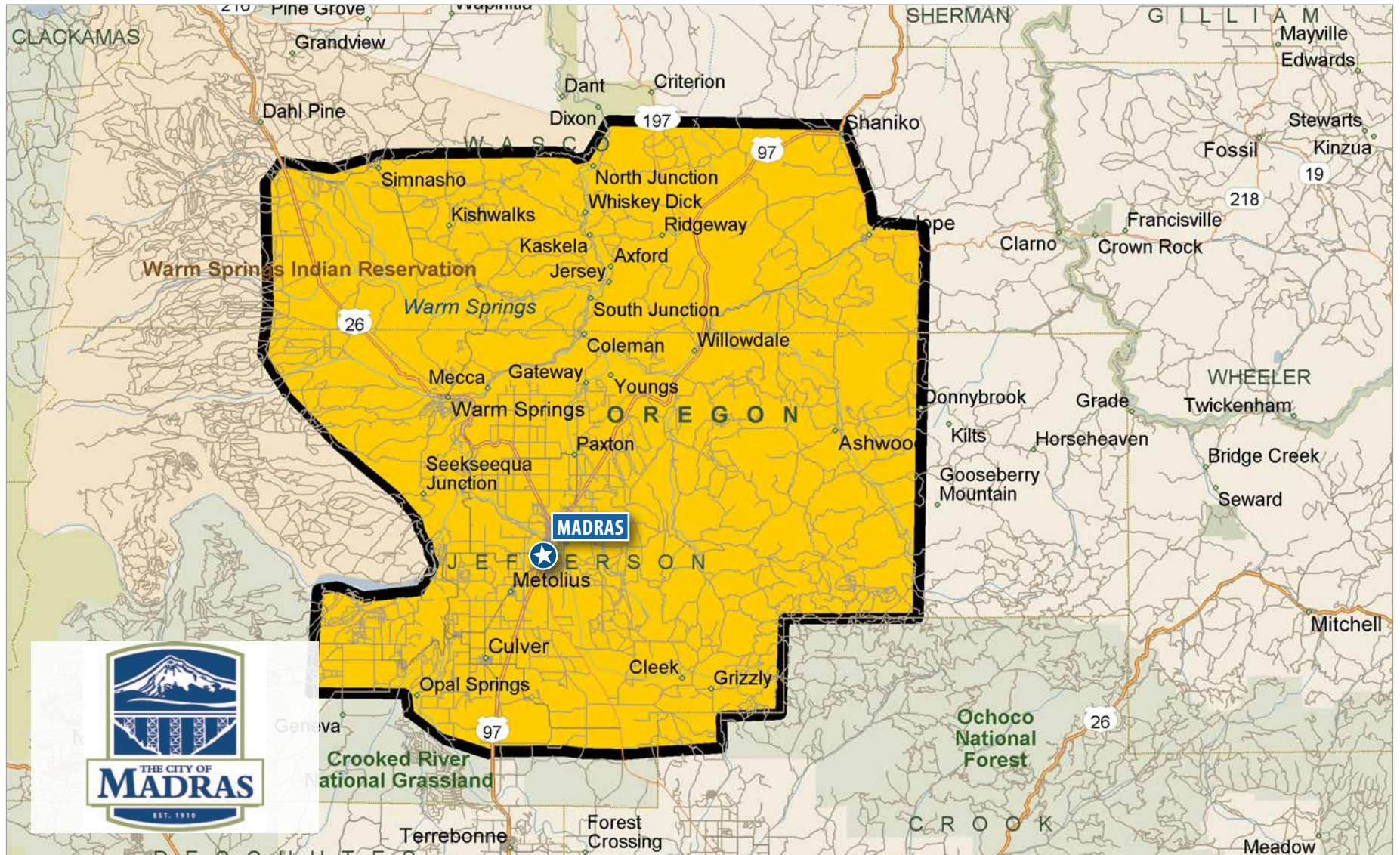
CONTACT NICHOLAS S. SNEAD, AICP, COMMUNITY DEVELOPMENT DIRECTOR

City of Madras | 125 Southwest E Street | Madras, Oregon 97741 | 541.323.2916
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RETAIL TRADE AREA

Madras, Oregon



CONTACT NICHOLAS S. SNEAD, AICP, COMMUNITY DEVELOPMENT DIRECTOR

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RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Madras, Oregon

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
	Total Retail Sales Incl Eating and Drinking Places	270,731,941	122,132,107	(148,599,834)	-55%
441	Motor Vehicle and Parts Dealers	57,169,804	16,810,846	(40,358,958)	-71%
4411	Automotive Dealers	47,118,099	13,613,205	(33,504,894)	-71%
4412	Other Motor Vehicle Dealers	6,036,103	0	(6,036,103)	-100%
4413	Automotive Parts/Accsrs, Tire Stores	4,015,603	3,197,641	(817,962)	-20%
442	Furniture and Home Furnishings Stores	4,903,143	2,691,685	(2,211,458)	-45%
4421	Furniture Stores	2,624,136	426,632	(2,197,504)	-84%
4422	Home Furnishing Stores	2,279,006	2,265,053	(13,953)	-1%
443	Electronics and Appliance Stores	4,448,406	4,253,620	(194,786)	-4%
44311	Appliances, TVs, Electronics Stores	4,448,406	4,253,620	(194,786)	-4%
443111	Household Appliances Stores	615,530	3,190,365	2,574,835	418%
443112	Electronics Stores	3,832,876	1,063,255	(2,769,621)	-72%
444	Building Material, Garden Equip Stores	27,956,622	4,507,402	(23,449,220)	-84%
4441	Building Material and Supply Dealers	23,669,325	2,505,726	(21,163,599)	-89%
44411	Home Centers	9,532,429	0	(9,532,429)	-100%
44412	Paint and Wallpaper Stores	374,995	29,471	(345,524)	-92%
44413	Hardware Stores	2,532,240	2,206,738	(325,502)	-13%
44419	Other Building Materials Dealers	11,229,662	269,517	(10,960,145)	-98%
444191	Building Materials, Lumberyards	4,178,218	7,100,707	2,922,489	70%
4442	Lawn, Garden Equipment, Supplies Stores	4,287,297	2,001,676	(2,285,621)	-53%
44421	Outdoor Power Equipment Stores	1,250,772	0	(1,250,772)	-100%
44422	Nursery and Garden Centers	3,036,525	2,001,676	(1,034,849)	-34%



RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Madras, Oregon

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
445	Food and Beverage Stores	36,480,234	28,904,170	(7,576,064)	-21%
4451	Grocery Stores	24,192,637	24,404,576	211,939	1%
44511	Supermarkets, Grocery (Ex Conv) Stores	22,589,790	22,270,943	(318,847)	-1%
44512	Convenience Stores	1,602,847	2,133,633	530,786	33%
4452	Specialty Food Stores	3,051,699	101,512	(2,950,187)	-97%
4453	Beer, Wine and Liquor Stores	9,235,898	4,398,082	(4,837,816)	-52%
446	Health and Personal Care Stores	14,553,298	8,394,555	(6,158,743)	-42%
44611	Pharmacies and Drug Stores	11,618,804	7,353,490	(4,265,314)	-37%
44612	Cosmetics, Beauty Supplies, Perfume Stores	1,010,523	0	(1,010,523)	-100%
44613	Optical Goods Stores	631,635	70,991	(560,644)	-89%
44619	Other Health and Personal Care Stores	1,292,337	970,074	(322,263)	-25%
447	Gasoline Stations	20,442,293	12,625,014	(7,817,279)	-38%
44711	Gasoline Stations With Conv Stores	14,968,276	9,067,244	(5,901,032)	-39%
44719	Other Gasoline Stations	5,474,017	3,557,770	(1,916,247)	-35%
448	Clothing and Clothing Accessories Stores	11,834,850	4,760,531	(7,074,319)	-60%
4481	Clothing Stores	6,566,061	1,181,686	(5,384,375)	-82%
44811	Men's Clothing Stores	353,567	0	(353,567)	-100%
44812	Women's Clothing Stores	1,505,128	0	(1,505,128)	-100%
44813	Childrens, Infants Clothing Stores	470,966	0	(470,966)	-100%
44814	Family Clothing Stores	3,419,699	1,122,000	(2,297,699)	-67%
44815	Clothing Accessories Stores	269,027	59,686	(209,341)	-78%
44819	Other Clothing Stores	547,674	0	(547,674)	-100%
4482	Shoe Stores	1,080,021	519,026	(560,995)	-52%
4483	Jewelry, Luggage, Leather Goods Stores	4,188,768	3,059,819	(1,128,949)	-27%
44831	Jewelry Stores	3,723,492	3,059,819	(663,673)	-18%
44832	Luggage and Leather Goods Stores	465,276	0	(465,276)	-100%



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
451	Sporting Goods, Hobby, Book, Music Stores	4,758,331	3,150,290	(1,608,041)	-34%
4511	Sportng Goods, Hobby, Musical Inst Stores	4,158,587	3,032,544	(1,126,043)	-27%
45111	Sporting Goods Stores	2,280,802	3,025,060	744,258	33%
45112	Hobby, Toys and Games Stores	1,133,534	7,484	(1,126,050)	-99%
45113	Sew/Needlework/Piece Goods Stores	419,551	0	(419,551)	-100%
45114	Musical Instrument and Supplies Stores	324,700	0	(324,700)	-100%
4512	Book, Periodical and Music Stores	599,744	117,746	(481,998)	-80%
45121	Book Stores and News Dealers	510,702	117,746	(392,956)	-77%
451211	Book Stores	440,614	76,325	(364,289)	-83%
451212	News Dealers and Newsstands	70,089	41,421	(28,668)	-41%
45122	Prerecorded Tapes, CDs, Record Stores	89,041	0	(89,041)	-100%
452	General Merchandise Stores	31,656,656	15,860,121	(15,796,535)	-50%
4521	Department Stores Excl Leased Depts	13,209,833	553,301	(12,656,532)	-96%
4529	Other General Merchandise Stores	18,446,823	15,306,820	(3,140,003)	-17%
453	Miscellaneous Store Retailers	7,535,333	813,100	(6,722,233)	-89%
4531	Florists	271,112	411,757	140,645	52%
4532	Office Supplies, Stationery, Gift Stores	3,375,077	158,500	(3,216,577)	-95%
45321	Office Supplies and Stationery Stores	1,535,311	158,500	(1,376,811)	-90%
45322	Gift, Novelty and Souvenir Stores	1,839,766	0	(1,839,766)	-100%
4533	Used Merchandise Stores	531,024	30,822	(500,202)	-94%
4539	Other Miscellaneous Store Retailers	3,358,120	212,021	(3,146,099)	-94%
454	Non-Store Retailers	23,425,129	1,253,620	(22,171,509)	-95%
722	Foodservice and Drinking Places	25,567,840	18,107,153	(7,460,687)	-29%
7221	Full-Service Restaurants	11,332,498	7,131,622	(4,200,876)	-37%
7222	Limited-Service Eating Places	10,445,289	10,509,054	63,765	1%
7223	Special Foodservices	2,892,249	0	(2,892,249)	-100%
7224	Drinking Places -Alcoholic Beverages	897,803	466,477	(431,326)	-48%



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Population		
2021 Projection	20,010	
2016 Estimate	19,336	
2010 Census	18,728	
2000 Census	16,307	
Growth 2016 - 2021		3.49%
Growth 2010 - 2016		3.25%
Growth 2000 - 2010		14.85%
2016 Est. Population by Single-Classification Race	19,336	
White Alone	11,283	58.35%
Black or African American Alone	109	0.56%
Amer. Indian and Alaska Native Alone	4,628	23.93%
Asian Alone	211	1.09%
Native Hawaiian and Other Pac. Isl. Alone	44	0.23%
Some Other Race Alone	2,122	10.97%
Two or More Races	940	4.86%
2016 Est. Population by Hispanic or Latino Origin	19,336	
Not Hispanic or Latino	14,774	76.41%
Hispanic or Latino	4,562	23.59%
Mexican	3,941	86.40%
Puerto Rican	34	0.74%
Cuban	2	0.04%
All Other Hispanic or Latino	585	12.81%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	4,562	
White Alone	1,666	36.51%
Black or African American Alone	22	0.49%
American Indian and Alaska Native Alone	397	8.71%
Asian Alone	11	0.24%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%
Some Other Race Alone	2,089	45.79%
Two or More Races	374	8.21%
2016 Est. Pop by Race, Asian Alone, by Category	211	
Chinese, except Taiwanese	0	0.00%
Filipino	23	11.14%
Japanese	30	14.05%
Asian Indian	153	72.76%
Korean	0	0.00%
Vietnamese	3	1.25%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	0.80%
All Other Asian Races Including 2+ Category	0	0.00%

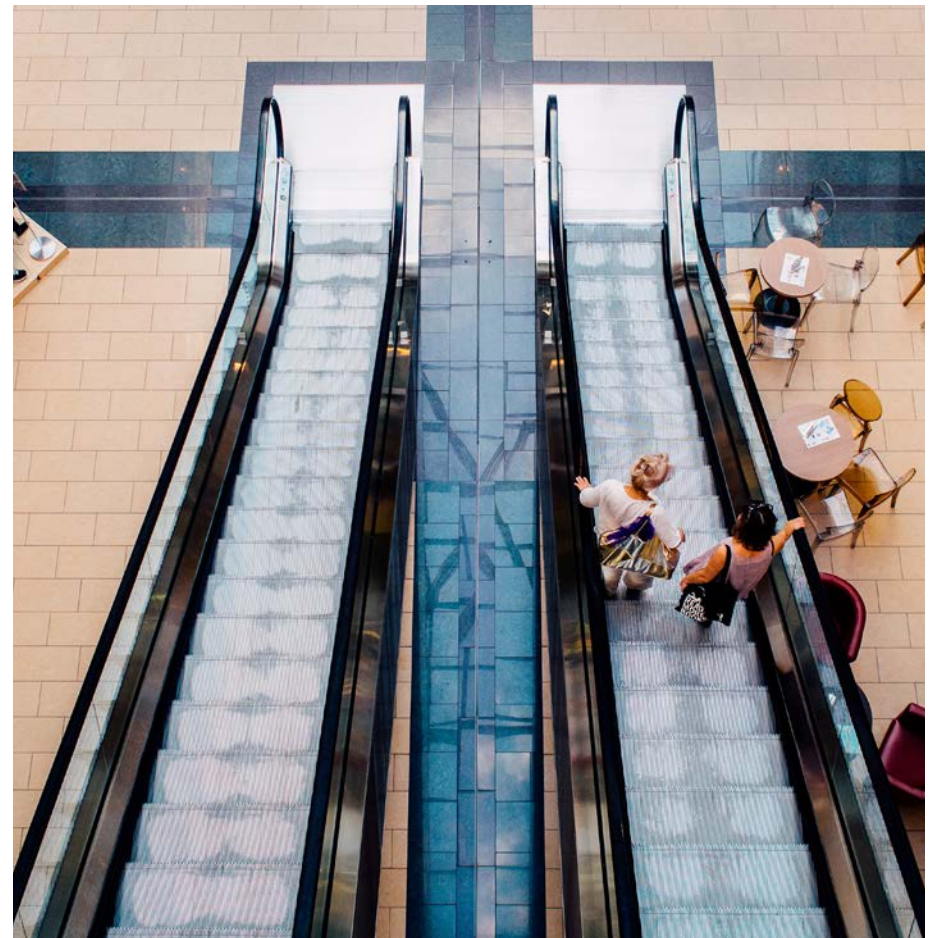


RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	19,336	
Arab	16	0.08%
Czech	136	0.70%
Danish	54	0.28%
Dutch	299	1.55%
English	802	4.15%
French (except Basque)	158	0.82%
French Canadian	79	0.41%
German	1,764	9.12%
Greek	7	0.04%
Hungarian	30	0.15%
Irish	1,292	6.68%
Italian	346	1.79%
Lithuanian	7	0.04%
United States or American	664	3.43%
Norwegian	358	1.85%
Polish	144	0.75%
Portuguese	26	0.13%
Russian	7	0.04%
Scottish	336	1.74%
Scotch-Irish	63	0.33%
Slovak	0	0.00%
Subsaharan African	16	0.08%
Swedish	298	1.54%
Swiss	58	0.30%
Ukrainian	11	0.06%
Welsh	38	0.20%
West Indian (except Hisp. groups)	36	0.18%
Other ancestries	9,429	48.76%
Ancestry Unclassified	2,861	14.80%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	17,789	
Speak Only English at Home	14,224	79.96%
Speak Asian/Pac. Isl. Lang. at Home	128	0.72%
Speak IndoEuropean Language at Home	46	0.26%
Speak Spanish at Home	2,934	16.50%
Speak Other Language at Home	457	2.57%





RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon



DESCRIPTION	DATA	%
2016 Est. Population by Sex	19,336	
Male	9,811	50.74%
Female	9,525	49.26%
2016 Est. Population by Age	19,336	
Age 0 - 4	1,547	8.00%
Age 5 - 9	1,497	7.74%
Age 10 - 14	1,449	7.49%
Age 15 - 17	838	4.34%
Age 18 - 20	766	3.96%
Age 21 - 24	1,047	5.42%
Age 25 - 34	2,395	12.39%
Age 35 - 44	2,202	11.39%
Age 45 - 54	2,291	11.85%
Age 55 - 64	2,403	12.43%
Age 65 - 74	1,794	9.28%
Age 75 - 84	831	4.30%
Age 85 and over	277	1.43%
Age 16 and over	14,569	75.35%
Age 18 and over	14,005	72.43%
Age 21 and over	13,239	68.47%
Age 65 and over	2,902	15.01%
2016 Est. Median Age	35.6	
2016 Est. Average Age	37.2	



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	9,811	
Age 0 - 4	797	8.12%
Age 5 - 9	780	7.95%
Age 10 - 14	730	7.44%
Age 15 - 17	421	4.29%
Age 18 - 20	402	4.10%
Age 21 - 24	574	5.85%
Age 25 - 34	1,215	12.38%
Age 35 - 44	1,124	11.46%
Age 45 - 54	1,165	11.87%
Age 55 - 64	1,210	12.33%
Age 65 - 74	889	9.06%
Age 75 - 84	398	4.05%
Age 85 and over	108	1.10%
2016 Est. Median Age, Male	34.9	
2016 Est. Average Age, Male	36.7	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	9,525	
Age 0 - 4	750	7.87%
Age 5 - 9	717	7.53%
Age 10 - 14	719	7.55%
Age 15 - 17	417	4.38%
Age 18 - 20	364	3.82%
Age 21 - 24	474	4.97%
Age 25 - 34	1,180	12.39%
Age 35 - 44	1,078	11.32%
Age 45 - 54	1,126	11.83%
Age 55 - 64	1,193	12.52%
Age 65 - 74	905	9.50%
Age 75 - 84	433	4.54%
Age 85 and over	169	1.77%
2016 Est. Median Age, Female	36.3	
2016 Est. Average Age, Female	37.8	





RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	14,843	
Total, Never Married	4,553	30.67%
Males, Never Married	2,448	16.49%
Females, Never Married	2,105	14.18%
Married, Spouse present	5,855	39.45%
Married, Spouse absent	934	6.30%
Widowed	700	4.71%
Males Widowed	138	0.93%
Females Widowed	561	3.78%
Divorced	2,801	18.87%
Males Divorced	1,523	10.26%
Females Divorced	1,278	8.61%
2016 Est. Pop Age 25+ by Edu. Attainment	12,192	
Less than 9th grade	757	6.21%
Some High School, no diploma	1,421	11.66%
High School Graduate (or GED)	3,935	32.27%
Some College, no degree	3,326	27.28%
Associate Degree	858	7.04%
Bachelor's Degree	1,218	9.99%
Master's Degree	580	4.76%
Professional School Degree	48	0.39%
Doctorate Degree	49	0.40%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,990	
No High School Diploma	934	46.96%
High School Graduate	699	35.14%
Some College or Associate's Degree	189	9.51%
Bachelor's Degree or Higher	167	8.39%



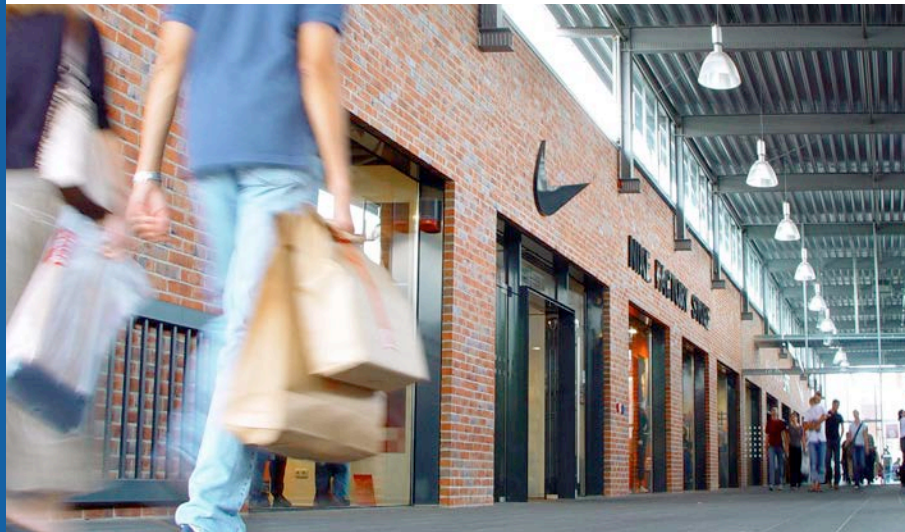


RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Households		
2021 Projection	6,882	
2016 Estimate	6,609	
2010 Census	6,317	
2000 Census	5,514	
Growth 2016 - 2021		4.14%
Growth 2010 - 2016		4.61%
Growth 2000 - 2010		14.56%
2016 Est. Households by Household Type	6,609	
Family Households	4,798	72.60%
Nonfamily Households	1,811	27.40%
2016 Est. Group Quarters Population	924	
2016 HHs by Ethnicity, Hispanic/Latino	1,110	

DESCRIPTION	DATA	%
2016 Est. Households by HH Income	6,609	
Income < \$15,000	876	13.26%
Income \$15,000 - \$24,999	823	12.45%
Income \$25,000 - \$34,999	881	13.33%
Income \$35,000 - \$49,999	1,172	17.74%
Income \$50,000 - \$74,999	1,430	21.64%
Income \$75,000 - \$99,999	694	10.50%
Income \$100,000 - \$124,999	351	5.32%
Income \$125,000 - \$149,999	190	2.87%
Income \$150,000 - \$199,999	105	1.60%
Income \$200,000 - \$249,999	36	0.55%
Income \$250,000 - \$499,999	41	0.61%
Income \$500,000+	9	0.14%
2016 Est. Average Household Income	\$54,260	
2016 Est. Median Household Income	\$44,272	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$46,862	
Black or African American Alone	\$57,671	
American Indian and Alaska Native Alone	\$46,481	
Asian Alone	\$27,617	
Native Hawaiian and Other Pacific Islander Alone	\$42,656	
Some Other Race Alone	\$34,850	
Two or More Races	\$30,694	
Hispanic or Latino	\$36,818	
Not Hispanic or Latino	\$47,562	





RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	4,798	
Married-Couple Family, own children	1,272	26.52%
Married-Couple Family, no own children	2,041	42.55%
Male Householder, own children	267	5.56%
Male Householder, no own children	234	4.88%
Female Householder, own children	600	12.51%
Female Householder, no own children	383	7.98%
2016 Est. Households by Household Size	6,609	
1-person	1,542	23.33%
2-person	2,227	33.70%
3-person	958	14.49%
4-person	845	12.79%
5-person	526	7.96%
6-person	272	4.12%
7-or-more-person	238	3.61%
2016 Est. Average Household Size	2.79	
2016 Est. Households by Presence of People Under 18	6,609	
Households with 1 or More People under Age 18:	2,566	38.83%
Married-Couple Family	1,450	56.49%
Other Family, Male Householder	347	13.53%
Other Family, Female Householder	740	28.86%
Nonfamily, Male Householder	21	0.81%
Nonfamily, Female Householder	8	0.31%

DESCRIPTION	DATA	%
Households with No People under Age 18:	4,043	61.17%
Married-Couple Family	1,857	45.94%
Other Family, Male Householder	157	3.90%
Other Family, Female Householder	245	6.06%
Nonfamily, Male Householder	962	23.79%
Nonfamily, Female Householder	821	20.32%
2016 Est. Households by Number of Vehicles	6,609	
No Vehicles	359	5.43%
1 Vehicle	1,873	28.35%
2 Vehicles	2,532	38.32%
3 Vehicles	1,260	19.06%
4 Vehicles	444	6.72%
5 or more Vehicles	140	2.13%
2016 Est. Average Number of Vehicles	2.0	





RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Family Households		
2021 Projection	5,002	
2016 Estimate	4,798	
2010 Census	4,579	
2000 Census	4,206	
Growth 2016 - 2021		4.26%
Growth 2010 - 2016		4.77%
Growth 2000 - 2010		8.88%
2016 Est. Families by Poverty Status	4,798	
2016 Families at or Above Poverty	3,993	83.23%
2016 Families at or Above Poverty with Children	1,706	35.56%
2016 Families Below Poverty	805	16.77%
2016 Families Below Poverty with Children	651	13.57%
2016 Est. Pop Age 16+ by Employment Status	14,569	
In Armed Forces	0	0.00%
Civilian - Employed	6,995	48.01%
Civilian - Unemployed	1,371	9.41%
Not in Labor Force	6,203	42.58%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	6,972	
For-Profit Private Workers	4,269	61.22%
Non-Profit Private Workers	411	5.89%
Local Government Workers	1,165	16.71%
State Government Workers	267	3.83%
Federal Government Workers	292	4.19%
Self-Employed Workers	567	8.14%
Unpaid Family Workers	1	0.01%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	6,972	
Architect/Engineer	102	1.47%
Arts/Entertainment/Sports	71	1.02%
Building Grounds Maintenance	397	5.70%
Business/Financial Operations	71	1.02%
Community/Social Services	105	1.51%
Computer/Mathematical	2	0.02%
Construction/Extraction	306	4.39%
Education/Training/Library	460	6.60%
Farming/Fishing/Forestry	408	5.86%
Food Prep/Serving	379	5.43%
Health Practitioner/Technician	133	1.91%
Healthcare Support	250	3.59%
Maintenance Repair	234	3.35%
Legal	67	0.96%
Life/Physical/Social Science	64	0.91%
Management	604	8.66%
Office/Admin. Support	905	12.98%
Production	623	8.93%
Protective Services	278	3.99%
Sales/Related	488	7.00%
Personal Care/Service	330	4.74%
Transportation/Moving	693	9.94%
2016 Est. Pop 16+ by Occupation Classification	6,972	
Blue Collar	1,856	26.62%
White Collar	3,073	44.08%
Service and Farm	2,043	29.31%



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	6,923	
Drove Alone	5,030	72.65%
Car Pooled	1,007	14.55%
Public Transportation	51	0.74%
Walked	356	5.15%
Bicycle	45	0.65%
Other Means	133	1.92%
Worked at Home	301	4.35%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,548	
15 - 29 Minutes	1,628	
30 - 44 Minutes	727	
45 - 59 Minutes	400	
60 or more Minutes	315	
2016 Est. Avg Travel Time to Work in Minutes	20.00	
2016 Est. Occupied Housing Units by Tenure	6,609	
Owner Occupied	4,190	63.41%
Renter Occupied	2,418	36.59%
2016 Owner Occ. HUs: Avg. Length of Residence	16.0	
2016 Renter Occ. HUs: Avg. Length of Residence	7.8	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	4,190	
Value Less than \$20,000	160	3.81%
Value \$20,000 - \$39,999	178	4.24%
Value \$40,000 - \$59,999	215	5.13%
Value \$60,000 - \$79,999	343	8.18%
Value \$80,000 - \$99,999	577	13.78%
Value \$100,000 - \$149,999	665	15.88%
Value \$150,000 - \$199,999	603	14.39%
Value \$200,000 - \$299,999	729	17.39%
Value \$300,000 - \$399,999	250	5.96%
Value \$400,000 - \$499,999	123	2.93%
Value \$500,000 - \$749,999	216	5.16%
Value \$750,000 - \$999,999	62	1.49%
Value \$1,000,000 or more	70	1.67%
2016 Est. Median All Owner-Occupied Housing Value	\$146,810	
2016 Est. Housing Units by Units in Structure	7,688	
1 Unit Attached	182	2.37%
1 Unit Detached	4,951	64.40%
2 Units	300	3.90%
3 or 4 Units	342	4.46%
5 to 19 Units	368	4.79%
20 to 49 Units	127	1.65%
50 or More Units	4	0.05%
Mobile Home or Trailer	1,374	17.87%
Boat, RV, Van, etc.	40	0.53%



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

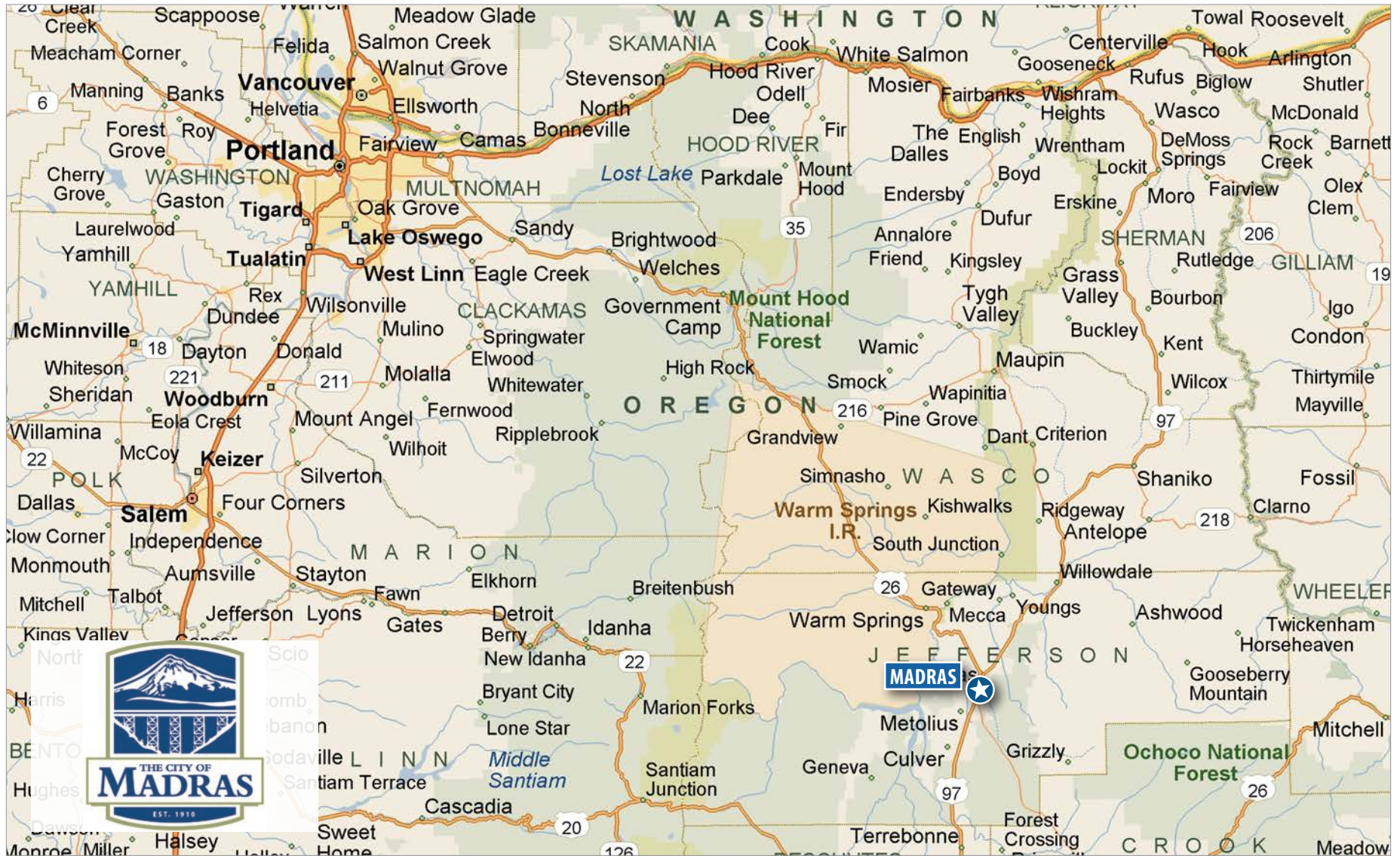


DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	7,688	
Housing Units Built 2010 or later	352	4.58%
Housing Units Built 2000 to 2009	1,210	15.75%
Housing Units Built 1990 to 1999	1,534	19.96%
Housing Units Built 1980 to 1989	947	12.32%
Housing Units Built 1970 to 1979	1,448	18.83%
Housing Units Built 1960 to 1969	720	9.36%
Housing Units Built 1950 to 1959	729	9.48%
Housing Units Built 1940 to 1949	346	4.51%
Housing Unit Built 1939 or Earlier	402	5.22%
2016 Est. Median Year Structure Built	1982	



LOCATION

Madras, Oregon



CONTACT

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nsnead@ci.madras.or.us | www.ci.madras.or.us



COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Population		
2021 Projection	6,660	
2016 Estimate	6,468	
2010 Census	6,046	
2000 Census	5,353	
Growth 2016 - 2021		2.97%
Growth 2010 - 2016		6.98%
Growth 2000 - 2010		12.95%
2016 Est. Population by Single-Classification Race	6,468	
White Alone	4,270	66.02%
Black or African American Alone	42	0.65%
Amer. Indian and Alaska Native Alone	468	7.24%
Asian Alone	93	1.44%
Native Hawaiian and Other Pac. Isl. Alone	22	0.34%
Some Other Race Alone	1,197	18.51%
Two or More Races	376	5.81%
2016 Est. Population by Hispanic or Latino Origin	6,468	
Not Hispanic or Latino	4,112	63.57%
Hispanic or Latino	2,356	36.43%
Mexican	1,989	84.42%
Puerto Rican	18	0.76%
Cuban	0	0.00%
All Other Hispanic or Latino	349	14.81%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	2,356	
White Alone	907	38.50%
Black or African American Alone	17	0.72%
American Indian and Alaska Native Alone	87	3.69%
Asian Alone	10	0.42%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,180	50.08%
Two or More Races	155	6.58%
2016 Est. Pop by Race, Asian Alone, by Category	93	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	14	15.05%
Asian Indian	79	84.95%
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%

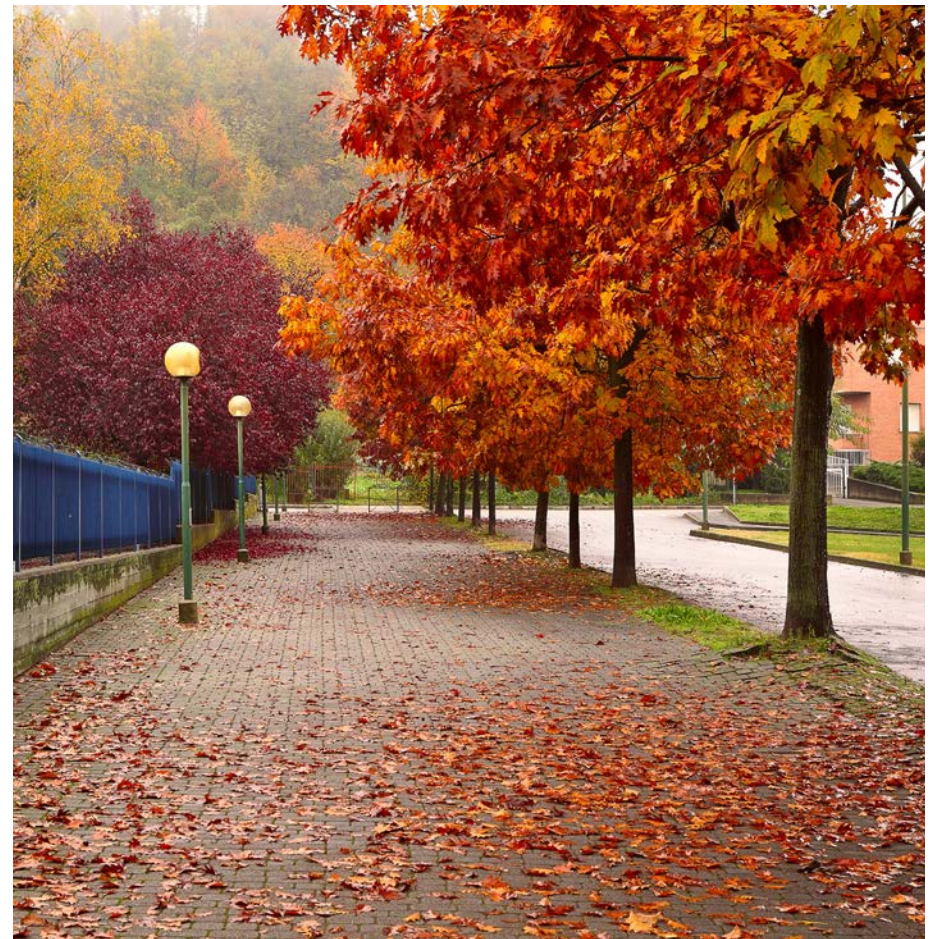


COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	6,468	
Arab	1	0.02%
Czech	21	0.32%
Danish	28	0.43%
Dutch	130	2.01%
English	297	4.59%
French (except Basque)	48	0.74%
French Canadian	8	0.12%
German	541	8.36%
Greek	0	0.00%
Hungarian	3	0.05%
Irish	496	7.67%
Italian	76	1.18%
Lithuanian	0	0.00%
United States or American	235	3.63%
Norwegian	111	1.72%
Polish	77	1.19%
Portuguese	10	0.15%
Russian	0	0.00%
Scottish	151	2.33%
Scotch-Irish	9	0.14%
Slovak	0	0.00%
Subsaharan African	1	0.02%
Swedish	68	1.05%
Swiss	4	0.06%
Ukrainian	6	0.09%
Welsh	11	0.17%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,939	45.44%
Ancestry Unclassified	1,197	18.51%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	5,899	
Speak Only English at Home	4,427	75.05%
Speak Asian/Pac. Isl. Lang. at Home	53	0.90%
Speak IndoEuropean Language at Home	4	0.07%
Speak Spanish at Home	1,370	23.22%
Speak Other Language at Home	45	0.76%





COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon



DESCRIPTION	DATA	%
2016 Est. Population by Sex	6,468	
Male	3,086	47.71%
Female	3,382	52.29%
2016 Est. Population by Age	6,468	
Age 0 - 4	569	8.80%
Age 5 - 9	544	8.41%
Age 10 - 14	507	7.84%
Age 15 - 17	278	4.30%
Age 18 - 20	247	3.82%
Age 21 - 24	331	5.12%
Age 25 - 34	766	11.84%
Age 35 - 44	709	10.96%
Age 45 - 54	764	11.81%
Age 55 - 64	747	11.55%
Age 65 - 74	586	9.06%
Age 75 - 84	306	4.73%
Age 85 and over	114	1.76%
Age 16 and over	4,757	73.55%
Age 18 and over	4,570	70.66%
Age 21 and over	4,323	66.84%
Age 65 and over	1,006	15.55%
2016 Est. Median Age	34.9	
2016 Est. Average Age	36.9	



COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	3,086	
Age 0 - 4	293	9.49%
Age 5 - 9	279	9.04%
Age 10 - 14	241	7.81%
Age 15 - 17	138	4.47%
Age 18 - 20	125	4.05%
Age 21 - 24	170	5.51%
Age 25 - 34	335	10.86%
Age 35 - 44	326	10.56%
Age 45 - 54	362	11.73%
Age 55 - 64	367	11.89%
Age 65 - 74	276	8.94%
Age 75 - 84	130	4.21%
Age 85 and over	44	1.43%
2016 Est. Median Age, Male	33.9	
2016 Est. Average Age, Male	36.0	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	3,382	
Age 0 - 4	276	8.16%
Age 5 - 9	265	7.84%
Age 10 - 14	266	7.87%
Age 15 - 17	140	4.14%
Age 18 - 20	122	3.61%
Age 21 - 24	161	4.76%
Age 25 - 34	431	12.74%
Age 35 - 44	383	11.32%
Age 45 - 54	402	11.89%
Age 55 - 64	380	11.24%
Age 65 - 74	310	9.17%
Age 75 - 84	176	5.20%
Age 85 and over	70	2.07%
2016 Est. Median Age, Female	35.8	
2016 Est. Average Age, Female	37.6	





COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	4,848	
Total, Never Married	1,387	28.61%
Males, Never Married	660	13.61%
Females, Never Married	727	15.00%
Married, Spouse present	1,971	40.66%
Married, Spouse absent	274	5.65%
Widowed	232	4.79%
Males Widowed	50	1.03%
Females Widowed	182	3.75%
Divorced	984	20.30%
Males Divorced	488	10.07%
Females Divorced	496	10.23%
2016 Est. Pop Age 25+ by Edu. Attainment	3,992	
Less than 9th grade	281	7.04%
Some High School, no diploma	441	11.05%
High School Graduate (or GED)	1,367	34.24%
Some College, no degree	887	22.22%
Associate Degree	292	7.31%
Bachelor's Degree	453	11.35%
Master's Degree	256	6.41%
Professional School Degree	7	0.18%
Doctorate Degree	8	0.20%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,068	
No High School Diploma	450	42.13%
High School Graduate	432	40.45%
Some College or Associate's Degree	77	7.21%
Bachelor's Degree or Higher	109	10.21%





COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Households		
2021 Projection	2,502	
2016 Estimate	2,420	
2010 Census	2,238	
2000 Census	1,917	
Growth 2016 - 2021		3.39%
Growth 2010 - 2016		8.13%
Growth 2000 - 2010		16.74%
2016 Est. Households by Household Type	2,420	
Family Households	1,675	69.21%
Nonfamily Households	745	30.79%
2016 Est. Group Quarters Population	56	
2016 HHs by Ethnicity, Hispanic/Latino	605	

DESCRIPTION	DATA	%
2016 Est. Households by HH Income	2,420	
Income < \$15,000	336	13.88%
Income \$15,000 - \$24,999	337	13.93%
Income \$25,000 - \$34,999	309	12.77%
Income \$35,000 - \$49,999	464	19.17%
Income \$50,000 - \$74,999	512	21.16%
Income \$75,000 - \$99,999	225	9.30%
Income \$100,000 - \$124,999	93	3.84%
Income \$125,000 - \$149,999	75	3.10%
Income \$150,000 - \$199,999	34	1.40%
Income \$200,000 - \$249,999	14	0.58%
Income \$250,000 - \$499,999	18	0.74%
Income \$500,000+	3	0.12%
2016 Est. Average Household Income	\$52,619	
2016 Est. Median Household Income	\$42,371	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$45,833	
Black or African American Alone	\$59,375	
American Indian and Alaska Native Alone	\$42,500	
Asian Alone	\$23,056	
Native Hawaiian and Other Pacific Islander Alone	\$48,125	
Some Other Race Alone	\$32,949	
Two or More Races	\$29,167	
Hispanic or Latino	\$37,127	
Not Hispanic or Latino	\$46,378	





COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	1,675	
Married-Couple Family, own children	492	29.37%
Married-Couple Family, no own children	700	41.79%
Male Householder, own children	87	5.19%
Male Householder, no own children	62	3.70%
Female Householder, own children	224	13.37%
Female Householder, no own children	110	6.57%
2016 Est. Households by Household Size	2,420	
1-person	620	25.62%
2-person	809	33.43%
3-person	346	14.30%
4-person	320	13.22%
5-person	186	7.69%
6-person	85	3.51%
7-or-more-person	54	2.23%
2016 Est. Average Household Size	2.65	
2016 Est. Households by Presence of People Under 18	2,420	
Households with 1 or More People under Age 18:	908	37.52%
Married-Couple Family	542	59.69%
Other Family, Male Householder	105	11.56%
Other Family, Female Householder	250	27.53%
Nonfamily, Male Householder	9	0.99%
Nonfamily, Female Householder	2	0.22%

DESCRIPTION	DATA	%
Households with No People under Age 18:	1,512	62.48%
Married-Couple Family	647	42.79%
Other Family, Male Householder	47	3.11%
Other Family, Female Householder	84	5.56%
Nonfamily, Male Householder	365	24.14%
Nonfamily, Female Householder	369	24.40%
2016 Est. Households by Number of Vehicles	2,420	
No Vehicles	172	7.11%
1 Vehicle	764	31.57%
2 Vehicles	849	35.08%
3 Vehicles	395	16.32%
4 Vehicles	196	8.10%
5 or more Vehicles	44	1.82%
2016 Est. Average Number of Vehicles	1.9	





COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Family Households		
2021 Projection	1,733	
2016 Estimate	1,675	
2010 Census	1,549	
2000 Census	1,390	
Growth 2016 - 2021		3.46%
Growth 2010 - 2016		8.13%
Growth 2000 - 2010		11.44%
2016 Est. Families by Poverty Status	1,675	
2016 Families at or Above Poverty	1,391	83.04%
2016 Families at or Above Poverty with Children	605	36.12%
2016 Families Below Poverty	284	16.96%
2016 Families Below Poverty with Children	223	13.31%
2016 Est. Pop Age 16+ by Employment Status	4,757	
In Armed Forces	0	0.00%
Civilian - Employed	2,481	52.15%
Civilian - Unemployed	452	9.50%
Not in Labor Force	1,824	38.34%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	2,480	
For-Profit Private Workers	1,687	68.02%
Non-Profit Private Workers	125	5.04%
Local Government Workers	364	14.68%
State Government Workers	80	3.23%
Federal Government Workers	86	3.47%
Self-Employed Workers	138	5.56%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	2,480	
Architect/Engineer	49	1.98%
Arts/Entertainment/Sports	29	1.17%
Building Grounds Maintenance	121	4.88%
Business/Financial Operations	13	0.52%
Community/Social Services	20	0.81%
Computer/Mathematical	0	0.00%
Construction/Extraction	142	5.73%
Education/Training/Library	157	6.33%
Farming/Fishing/Forestry	117	4.72%
Food Prep/Serving	153	6.17%
Health Practitioner/Technician	32	1.29%
Healthcare Support	110	4.44%
Maintenance Repair	98	3.95%
Legal	24	0.97%
Life/Physical/Social Science	11	0.44%
Management	168	6.77%
Office/Admin. Support	362	14.60%
Production	274	11.05%
Protective Services	90	3.63%
Sales/Related	168	6.77%
Personal Care/Service	52	2.10%
Transportation/Moving	290	11.69%
2016 Est. Pop 16+ by Occupation Classification	2,480	
Blue Collar	804	32.42%
White Collar	1,033	41.65%
Service and Farm	643	25.93%



COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	2,467	
Drove Alone	1,795	72.76%
Car Pooled	373	15.12%
Public Transportation	27	1.09%
Walked	115	4.66%
Bicycle	31	1.26%
Other Means	42	1.70%
Worked at Home	84	3.40%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,327	
15 - 29 Minutes	490	
30 - 44 Minutes	296	
45 - 59 Minutes	171	
60 or more Minutes	105	
2016 Est. Avg Travel Time to Work in Minutes	21.00	
2016 Est. Occupied Housing Units by Tenure	2,420	
Owner Occupied	1,384	57.19%
Renter Occupied	1,036	42.81%
2016 Owner Occ. HUs: Avg. Length of Residence	15.7	
2016 Renter Occ. HUs: Avg. Length of Residence	8.0	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	1,384	
Value Less than \$20,000	43	3.11%
Value \$20,000 - \$39,999	50	3.61%
Value \$40,000 - \$59,999	103	7.44%
Value \$60,000 - \$79,999	91	6.58%
Value \$80,000 - \$99,999	250	18.06%
Value \$100,000 - \$149,999	195	14.09%
Value \$150,000 - \$199,999	201	14.52%
Value \$200,000 - \$299,999	245	17.70%
Value \$300,000 - \$399,999	67	4.84%
Value \$400,000 - \$499,999	42	3.03%
Value \$500,000 - \$749,999	65	4.70%
Value \$750,000 - \$999,999	12	0.87%
Value \$1,000,000 or more	20	1.45%
2016 Est. Median All Owner-Occupied Housing Value	\$139,744	
2016 Est. Housing Units by Units in Structure	2,766	
1 Unit Attached	68	2.46%
1 Unit Detached	1,616	58.42%
2 Units	98	3.54%
3 or 4 Units	180	6.51%
5 to 19 Units	234	8.46%
20 to 49 Units	85	3.07%
50 or More Units	0	0.00%
Mobile Home or Trailer	464	16.78%
Boat, RV, Van, etc.	21	0.76%



COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon



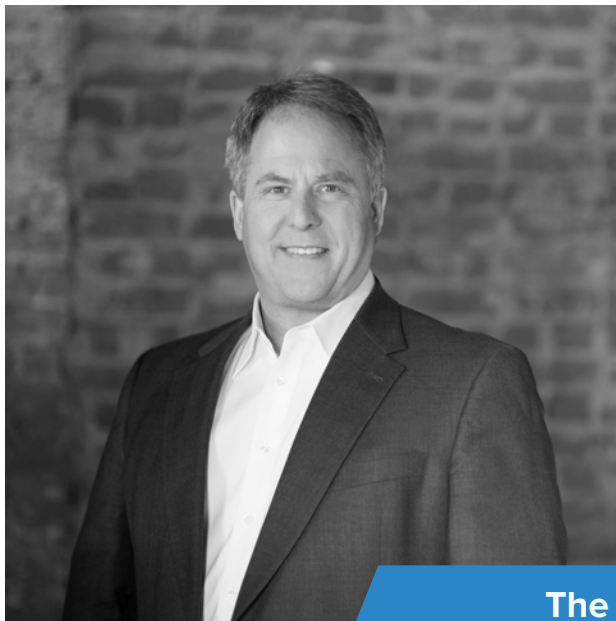
DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	2,766	
Housing Units Built 2010 or later	98	3.54%
Housing Units Built 2000 to 2009	450	16.27%
Housing Units Built 1990 to 1999	534	19.31%
Housing Units Built 1980 to 1989	409	14.79%
Housing Units Built 1970 to 1979	584	21.11%
Housing Units Built 1960 to 1969	285	10.30%
Housing Units Built 1950 to 1959	273	9.87%
Housing Units Built 1940 to 1949	53	1.92%
Housing Unit Built 1939 or Earlier	80	2.89%
2016 Est. Median Year Structure Built	1983	



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, 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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