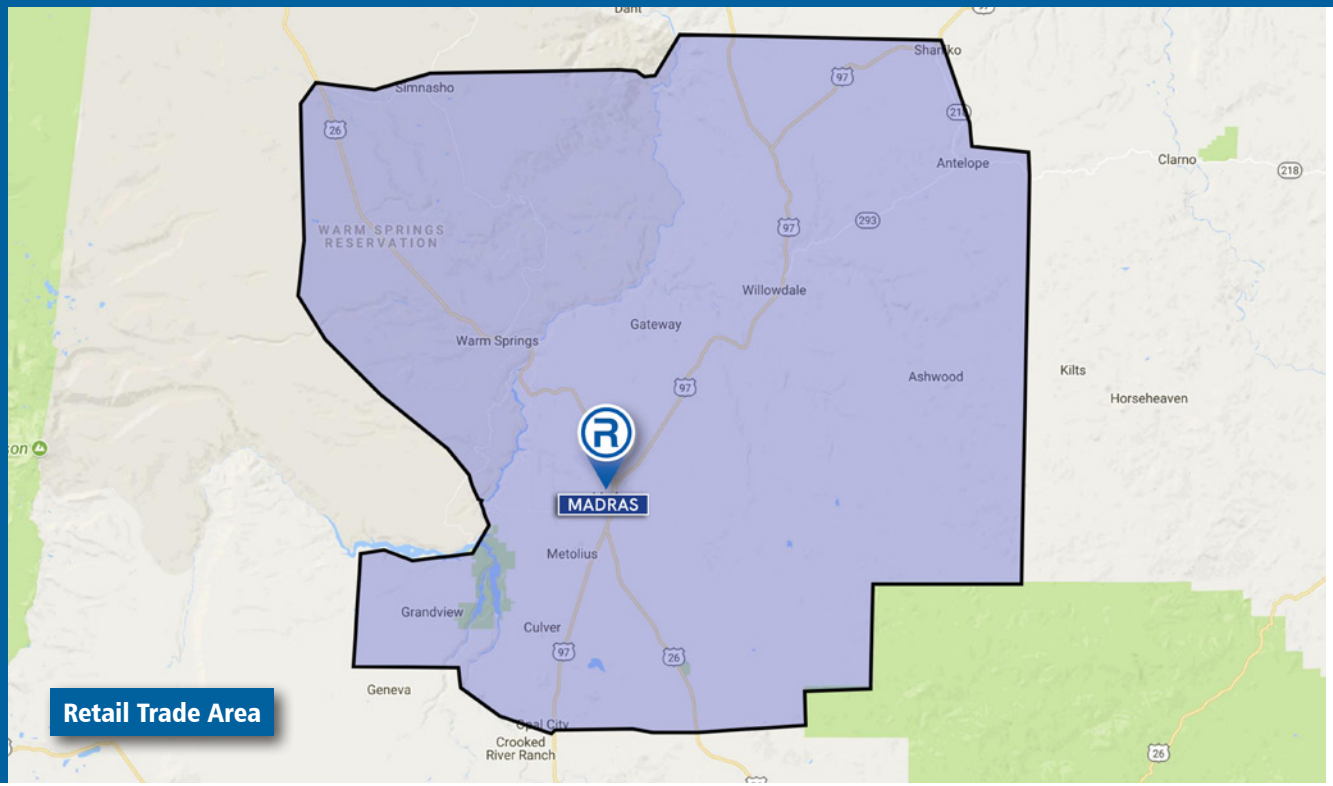
Retail Market Profile 2017



THE CITY OF MADRAS
EST. 1910

Contact Information

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January 2018. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Retail Trade Area	16,282	18,706	19,698	20,602

Income

	2017 ESTIMATE
Average Household	$59,726
Median Household	$48,503
Per Capita	$21,440

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Educational Attainment

	2017 ESTIMATE
Graduate or Professional	5.2%
Bachelor's Degree	9.2%
Associate Degree	7.9%
Some College, No Degree	28.0%
High School Graduate	31.1%
Some High School, No Degree	12.1%
Less than 9th Grade	6.4%

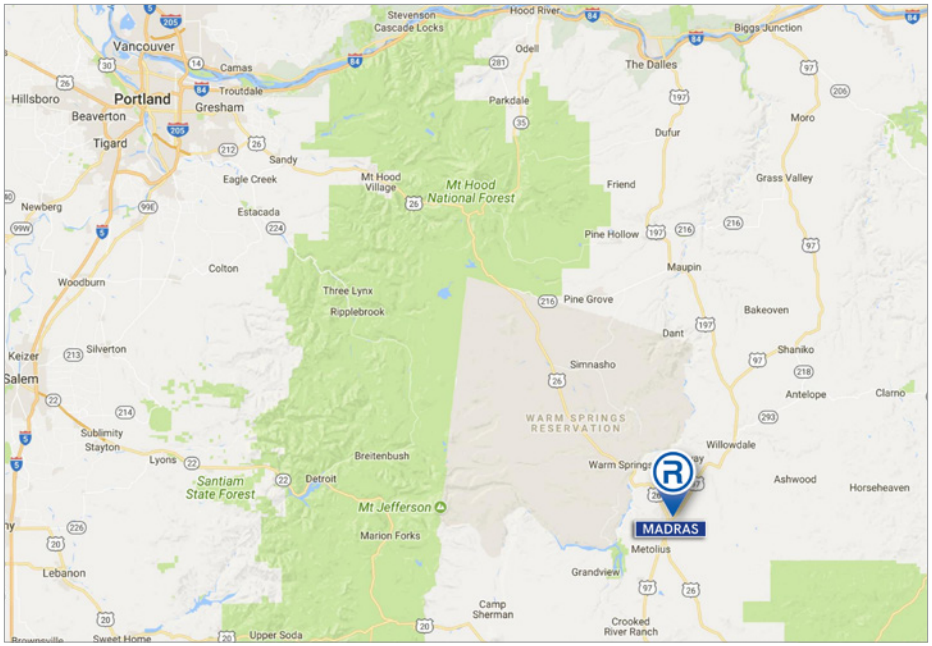
Race Distribution

	2017 ESTIMATE
White	58.87%
Black or African American	0.91%
American Indian/ Alaskan	23.38%
Asian	0.99%
Native Hawaiian/ Islander	0.25%
Other Race	10.73%
Two or More Races	4.87%
Hispanic or Latino (of any race)	23.11%

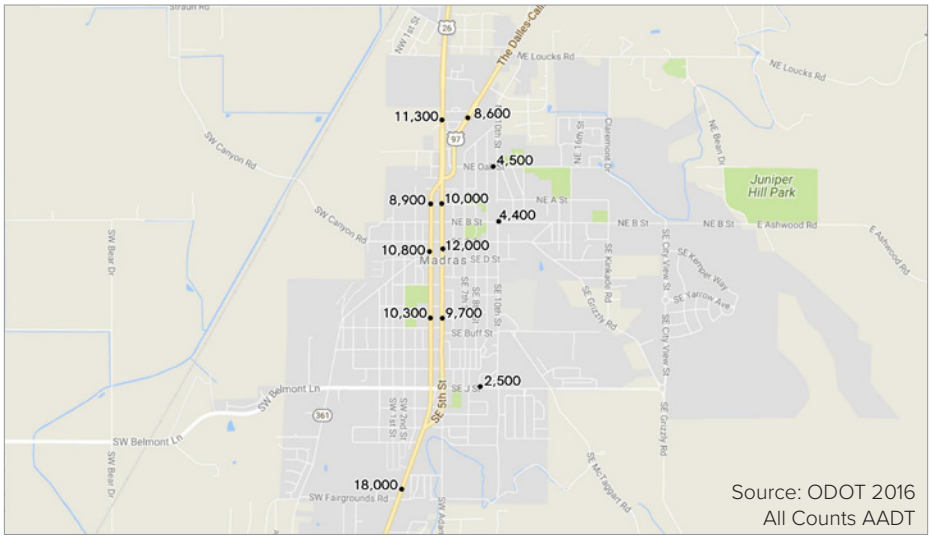
Age

GROUPS	2017 ESTIMATE
9 Years and Under	15.20%
10-17 Years	11.47%
18-24 Years	9.38%
25-34 Years	13.18%
35-44 Years	11.88%
45-54 Years	11.69%
55-64 Years	12.06%
65 Years and Over	15.13%
DISTRIBUTION	**2017 ESTIMATE**
Median Age	35.62
Average Age	37.40

LOCATION MAP



TRAFFIC COUNTS



EXISTING RETAIL

Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document.
Data souces used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.

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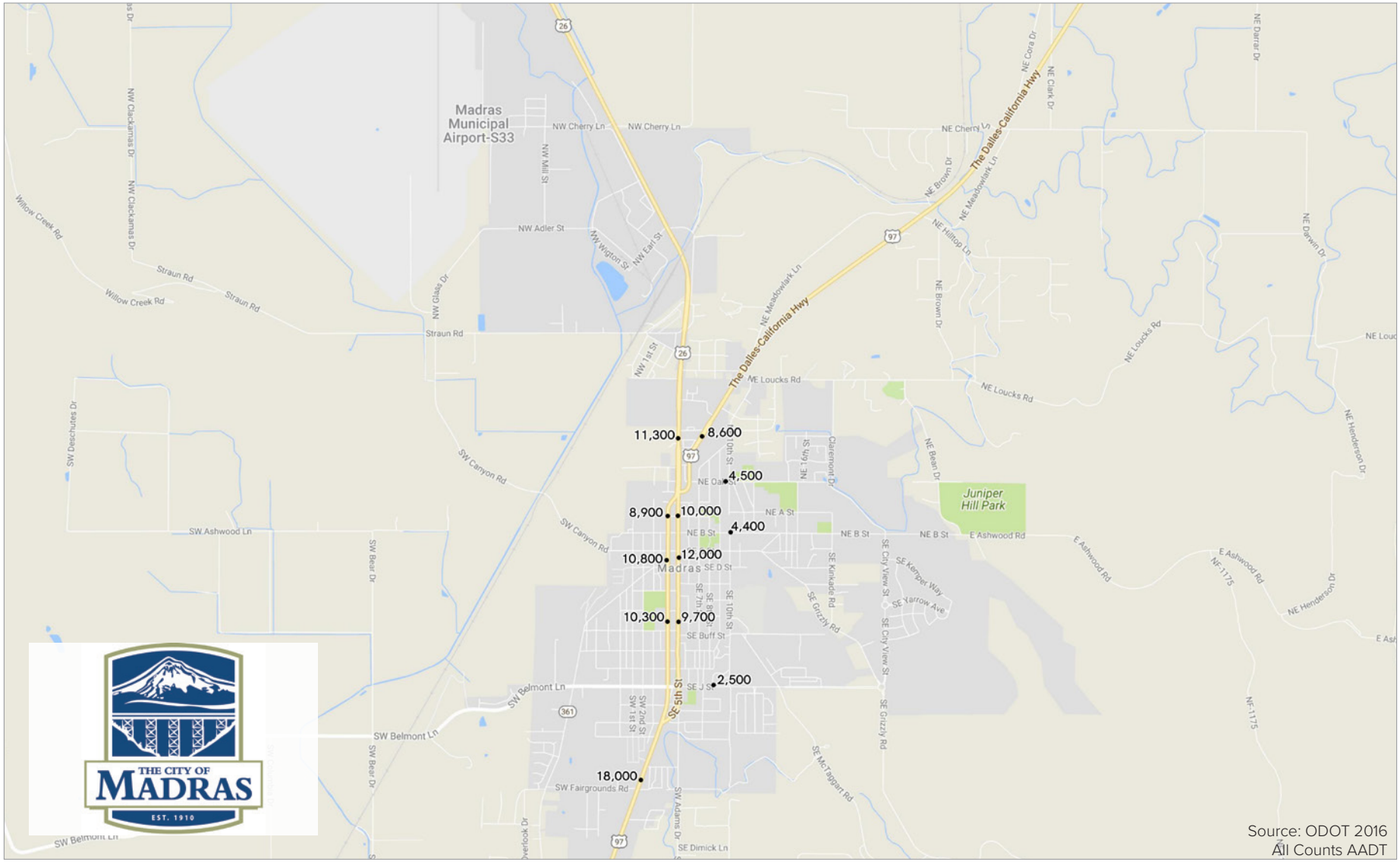
TRAFFIC COUNTS

Madras, Oregon



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TheRetailCoach®

RITE AID

RETAIL FEASIBILITY STUDY

Madras, Oregon

Prepared for
City of Madras
January 2018

THE CITY OF MADRAS
EST. 1910

EXISTING RETAIL

Madras, Oregon

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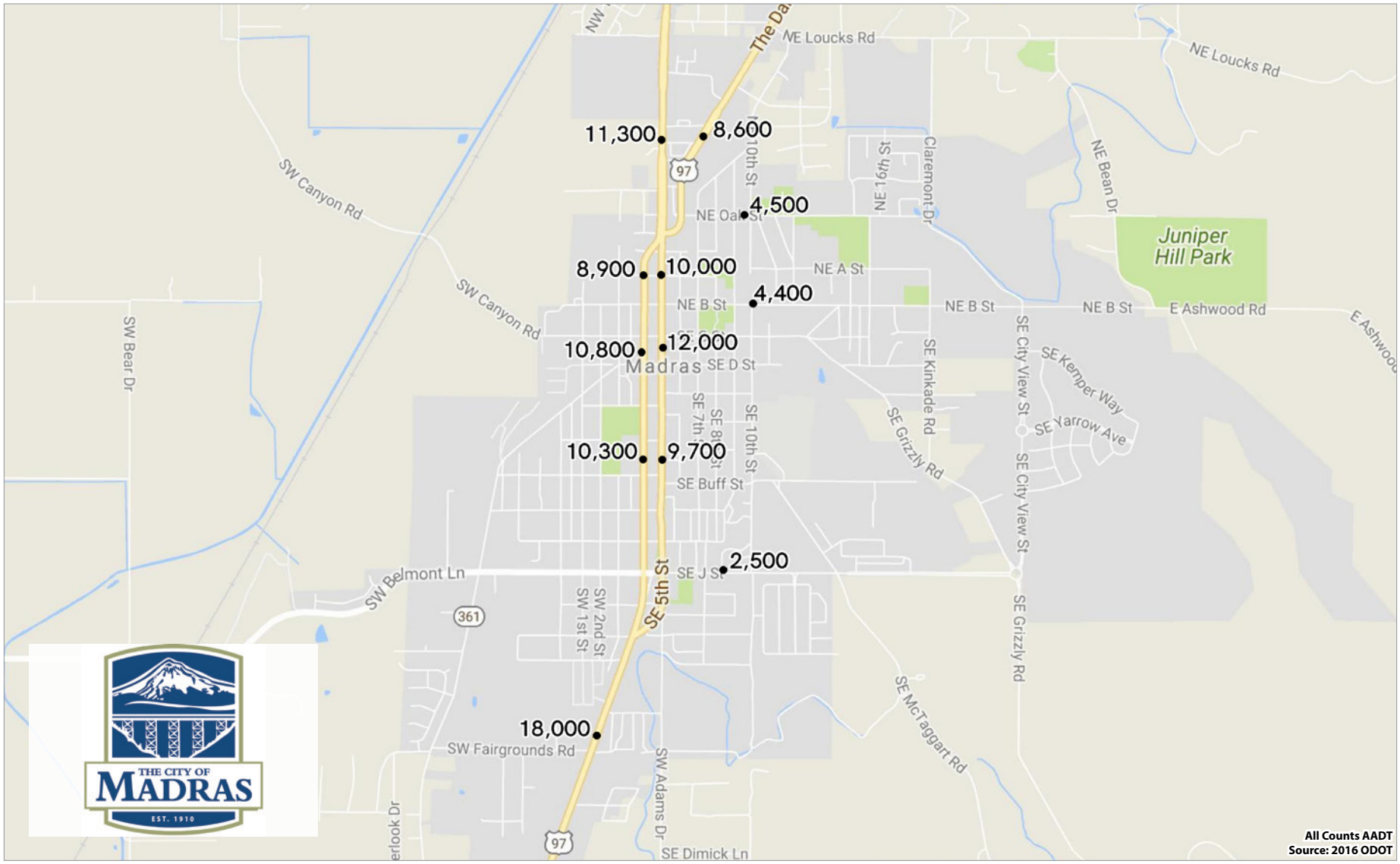

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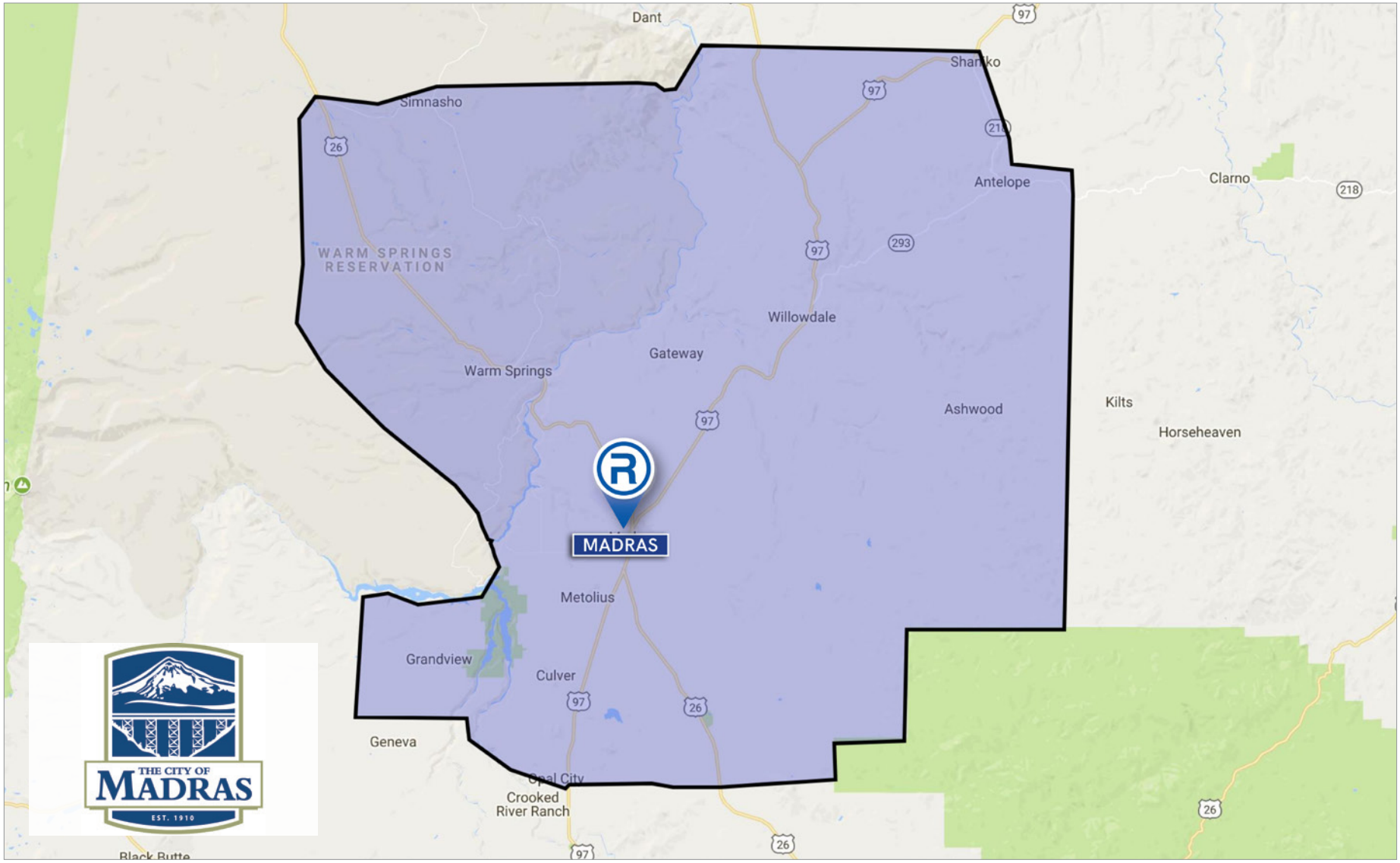
RETAIL TRADE AREA

Madras, Oregon



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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%

RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Madras, Oregon

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		
2022 Projection	20,602	
2017 Estimate	19,698	
2010 Census	18,706	
2000 Census	16,282	
Growth 2017 - 2022		4.6%
Growth 2010 - 2017		5.3%
Growth 2000 - 2010		14.9%
2017 Est. Population by Single-Classification Race	19,698	
White Alone	11,596	58.9%
Black or African American Alone	180	0.9%
Amer. Indian and Alaska Native Alone	4,605	23.4%
Asian Alone	195	1.0%
Native Hawaiian and Other Pac. Isl. Alone	49	0.2%
Some Other Race Alone	2,113	10.7%
Two or More Races	959	4.9%
2017 Est. Population by Hispanic or Latino Origin	19,698	
Not Hispanic or Latino	15,146	76.9%
Hispanic or Latino	4,553	23.1%
Mexican	3,935	86.4%
Puerto Rican	35	0.8%
Cuban	3	0.1%
All Other Hispanic or Latino	580	12.7%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	4,553	
White Alone	1,659	36.4%
Black or African American Alone	23	0.5%
American Indian and Alaska Native Alone	401	8.8%
Asian Alone	10	0.2%
Native Hawaiian and Other Pacific Islander Alone	2	0.0%
Some Other Race Alone	2,080	45.7%
Two or More Races	378	8.3%
2017 Est. Pop by Race, Asian Alone, by Category	195	
Chinese, except Taiwanese	1	0.5%
Filipino	27	13.8%
Japanese	22	11.3%
Asian Indian	142	72.8%
Korean	0	0.0%
Vietnamese	1	0.5%
Cambodian	0	0.0%
Hmong	0	0.0%
Laotian	0	0.0%
Thai	1	0.5%
All Other Asian Races Including 2+ Category	1	0.5%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	19,698	
Arab	17	0.1%
Czech	118	0.6%
Danish	76	0.4%
Dutch	273	1.4%
English	704	3.6%
French (except Basque)	145	0.7%
French Canadian	45	0.2%
German	1,868	9.5%
Greek	1	0.0%
Hungarian	32	0.2%
Irish	1,264	6.4%
Italian	236	1.2%
Lithuanian	7	0.0%
United States or American	903	4.6%
Norwegian	388	2.0%
Polish	125	0.6%
Portuguese	32	0.2%
Russian	7	0.0%
Scottish	309	1.6%
Scotch-Irish	75	0.4%
Slovak	0	0.0%
Subsaharan African	9	0.0%
Swedish	292	1.5%
Swiss	74	0.4%
Ukrainian	4	0.0%
Welsh	40	0.2%
West Indian (except Hisp. groups)	35	0.2%
Other ancestries	9,555	48.5%
Ancestry Unclassified	3,066	15.6%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	0	
Speak Only English at Home	14,400	79.2%
Speak Asian/Pac. Isl. Lang. at Home	147	0.8%
Speak IndoEuropean Language at Home	78	0.4%
Speak Spanish at Home	3,049	16.8%
Speak Other Language at Home	516	2.8%
2017 Est. Population by Age	19,698	
Age 0 - 4	1,507	7.7%
Age 5 - 9	1,487	7.5%
Age 10 - 14	1,440	7.3%
Age 15 - 17	819	4.2%
Age 18 - 20	769	3.9%
Age 21 - 24	1,079	5.5%
Age 25 - 34	2,597	13.2%
Age 35 - 44	2,340	11.9%
Age 45 - 54	2,303	11.7%
Age 55 - 64	2,375	12.1%
Age 65 - 74	1,864	9.5%
Age 75 - 84	838	4.3%
Age 85 and over	278	1.4%
Age 16 and over	14,996	76.1%
Age 18 and over	14,444	73.3%
Age 21 and over	13,675	69.4%
Age 65 and over	2,981	15.1%
2017 Est. Median Age		35.62
2017 Est. Average Age		37.40

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Population by Sex	19,698	
Male	10,272	5215%
Female	9,426	4785%
2017 Est. Male Population by Age	10,272	
Age 0 - 4	783	7.6%
Age 5 - 9	789	7.7%
Age 10 - 14	741	7.2%
Age 15 - 17	411	4.0%
Age 18 - 20	405	3.9%
Age 21 - 24	592	5.8%
Age 25 - 34	1,403	13.7%
Age 35 - 44	1,261	12.3%
Age 45 - 54	1,216	11.8%
Age 55 - 64	1,226	11.9%
Age 65 - 74	934	9.1%
Age 75 - 84	398	3.9%
Age 85 and over	114	1.1%
2017 Est. Median Age, Male		35.10
2017 Est. Average Age, Male		36.70

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	9,426	
Age 0 - 4	724	7.7%
Age 5 - 9	698	7.4%
Age 10 - 14	699	7.4%
Age 15 - 17	408	4.3%
Age 18 - 20	365	3.9%
Age 21 - 24	487	5.2%
Age 25 - 34	1,195	12.7%
Age 35 - 44	1,079	11.4%
Age 45 - 54	1,087	11.5%
Age 55 - 64	1,150	12.2%
Age 65 - 74	930	9.9%
Age 75 - 84	440	4.7%
Age 85 and over	164	1.7%
2017 Est. Median Age, Female		36.23
2017 Est. Average Age, Female		38.20
2017 Est. Pop Age 15+ by Marital Status	0	
Total, Never Married	4,874	31.9%
Males, Never Married	2,732	17.9%
Females, Never Married	2,142	14.0%
Married, Spouse present	5,974	39.1%
Married, Spouse absent	977	6.4%
Widowed	757	5.0%
Males Widowed	173	1.1%
Females Widowed	584	3.8%
Divorced	2,682	17.6%
Males Divorced	1,497	9.8%
Females Divorced	1,185	7.8%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	0	
Less than 9th grade	805	6.4%
Some High School, no diploma	1,527	12.1%
High School Graduate (or GED)	3,920	31.1%
Some College, no degree	3,526	28.0%
Associate Degree	998	7.9%
Bachelor's Degree	1,159	9.2%
Master's Degree	553	4.4%
Professional School Degree	60	0.5%
Doctorate Degree	47	0.4%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	0	
No High School Diploma	1,001	49.0%
High School Graduate	661	32.4%
Some College or Associate's Degree	211	10.3%
Bachelor's Degree or Higher	169	8.3%
Households		
2022 Projection	7,094	
2017 Estimate	6,740	
2010 Census	6,316	
2000 Census	5,512	
Growth 2017 - 2022		5.3%
Growth 2010 - 2017		6.7%
Growth 2000 - 2010		14.6%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	6,740	
Family Households	4,896	72.6%
Nonfamily Households	1,844	27.4%
2017 Est. Group Quarters Population	922	
2017 HHs by Ethnicity, Hispanic/Latino	1,104	
2017 Est. Households by HH Income	6,740	
Income < $15,000	792	11.8%
Income $15,000 - $24,999	769	11.4%
Income $25,000 - $34,999	798	11.8%
Income $35,000 - $49,999	1,116	16.6%
Income $50,000 - $74,999	1,508	22.4%
Income $75,000 - $99,999	782	11.6%
Income $100,000 - $124,999	452	6.7%
Income $125,000 - $149,999	252	3.7%
Income $150,000 - $199,999	161	2.4%
Income $200,000 - $249,999	53	0.8%
Income $250,000 - $499,999	45	0.7%
Income $500,000+	12	0.2%
2017 Est. Average Household Income		$59,726
2017 Est. Median Household Income		$48,503

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$517
Black or African American Alone		$513
American Indian and Alaska Native Alone		$487
Asian Alone		$346
Native Hawaiian and Other Pacific Islander Alone		$629
Some Other Race Alone		$330
Two or More Races		$376
Hispanic or Latino		$409
Not Hispanic or Latino		$514
2017 Est. Family HH Type by Presence of Own Child.	4,896	
Married-Couple Family, own children	1,298	26.5%
Married-Couple Family, no own children	2,085	42.6%
Male Householder, own children	274	5.6%
Male Householder, no own children	236	4.8%
Female Householder, own children	612	12.5%
Female Householder, no own children	392	8.0%
2017 Est. Households by Household Size	6,740	
1-person	1,566	23.2%
2-person	2,279	33.8%
3-person	975	14.5%
4-person	863	12.8%
5-person	541	8.0%
6-person	275	4.1%
7-or-more-person	242	3.6%
2017 Est. Average Household Size		2.79

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	6,740	
Households with 1 or More People under Age 18:	2,618	38.8%
Married-Couple Family	1,484	56.7%
Other Family, Male Householder	353	13.5%
Other Family, Female Householder	754	28.8%
Nonfamily, Male Householder	20	0.8%
Nonfamily, Female Householder	8	0.3%
Households with No People under Age 18:	4,122	61.2%
Married-Couple Family	1,899	46.1%
Other Family, Male Householder	157	3.8%
Other Family, Female Householder	253	6.1%
Nonfamily, Male Householder	977	23.7%
Nonfamily, Female Householder	837	20.3%
2017 Est. Households by Number of Vehicles	6,740	
No Vehicles	383	5.7%
1 Vehicle	1,914	28.4%
2 Vehicles	2,583	38.3%
3 Vehicles	1,296	19.2%
4 Vehicles	411	6.1%
5 or more Vehicles	153	2.3%
2017 Est. Average Number of Vehicles		2

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Family Households		
2022 Projection	5,158	
2017 Estimate	4,896	
2010 Census	4,578	
2000 Census	4,204	
Growth 2017 - 2022		5.4%
Growth 2010 - 2017		6.9%
Growth 2000 - 2010		8.9%
2017 Est. Families by Poverty Status	4,896	
2017 Families at or Above Poverty	4,003	81.8%
2017 Families at or Above Poverty with Children	1,673	34.2%
2017 Families Below Poverty	893	18.2%
2017 Families Below Poverty with Children	760	15.5%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	7,207	
For-Profit Private Workers	4,396	61.0%
Non-Profit Private Workers	453	6.3%
Local Government Workers	349	4.8%
State Government Workers	267	3.7%
Federal Government Workers	1,164	16.2%
Self-Employed Workers	576	8.0%
Unpaid Family Workers	3	0.0%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	7,207	
Architect/Engineer	90	1.2%
Arts/Entertainment/Sports	83	1.2%
Building Grounds Maintenance	418	5.8%
Business/Financial Operations	97	1.3%
Community/Social Services	96	1.3%
Computer/Mathematical	6	0.1%
Construction/Extraction	328	4.6%
Education/Training/Library	486	6.7%
Farming/Fishing/Forestry	468	6.5%
Food Prep/Serving	387	5.4%
Health Practitioner/Technician	180	2.5%
Healthcare Support	233	3.2%
Maintenance Repair	230	3.2%
Legal	61	0.8%
Life/Physical/Social Science	70	1.0%
Management	591	8.2%
Office/Admin. Support	941	13.1%
Production	611	8.5%
Protective Services	264	3.7%
Sales/Related	539	7.5%
Personal Care/Service	323	4.5%
Transportation/Moving	704	9.8%
2017 Est. Pop 16+ by Occupation Classification	7,207	
Blue Collar	3,240	45.0%
White Collar	1,873	26.0%
Service and Farm	2,094	29.1%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	7,059	
Drove Alone	5,210	73.8%
Car Pooled	951	13.5%
Public Transportation	23	0.3%
Walked	348	4.9%
Bicycle	78	1.1%
Other Means	137	1.9%
Worked at Home	311	4.4%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,648	
15 - 29 Minutes	1,699	
30 - 44 Minutes	790	
45 - 59 Minutes	318	
60 or more Minutes	280	
2017 Est. Avg Travel Time to Work in Minutes		19
2017 Est. Occupied Housing Units by Tenure	6,740	
Owner Occupied	4,278	63.5%
Renter Occupied	2,461	36.5%
2017 Owner Occ. HUs: Avg. Length of Residence		15.2
2017 Renter Occ. HUs: Avg. Length of Residence		6.6

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value		15.2
Value Less than $20,000	177	4.1%
Value $20,000 - $39,999	190	4.4%
Value $40,000 - $59,999	196	4.6%
Value $60,000 - $79,999	308	7.2%
Value $80,000 - $99,999	548	12.8%
Value $100,000 - $149,999	777	18.2%
Value $150,000 - $199,999	543	12.7%
Value $200,000 - $299,999	782	18.3%
Value $300,000 - $399,999	243	5.7%
Value $400,000 - $499,999	137	3.2%
Value $500,000 - $749,999	217	5.1%
Value $750,000 - $999,999	100	2.3%
Value $1,000,000 or more	60	1.4%
2017 Est. Median All Owner-Occupied Housing Value		$145,333
2017 Est. Housing Units by Units in Structure	0	
1 Unit Attached	5,114	65.4%
1 Unit Detached	152	1.9%
2 Units	311	4.0%
3 or 4 Units	376	4.8%
5 to 19 Units	343	4.4%
20 to 49 Units	126	1.6%
50 or More Units	4	0.1%
Mobile Home or Trailer	1,352	17.3%
Boat, RV, Van, etc.	46	0.6%

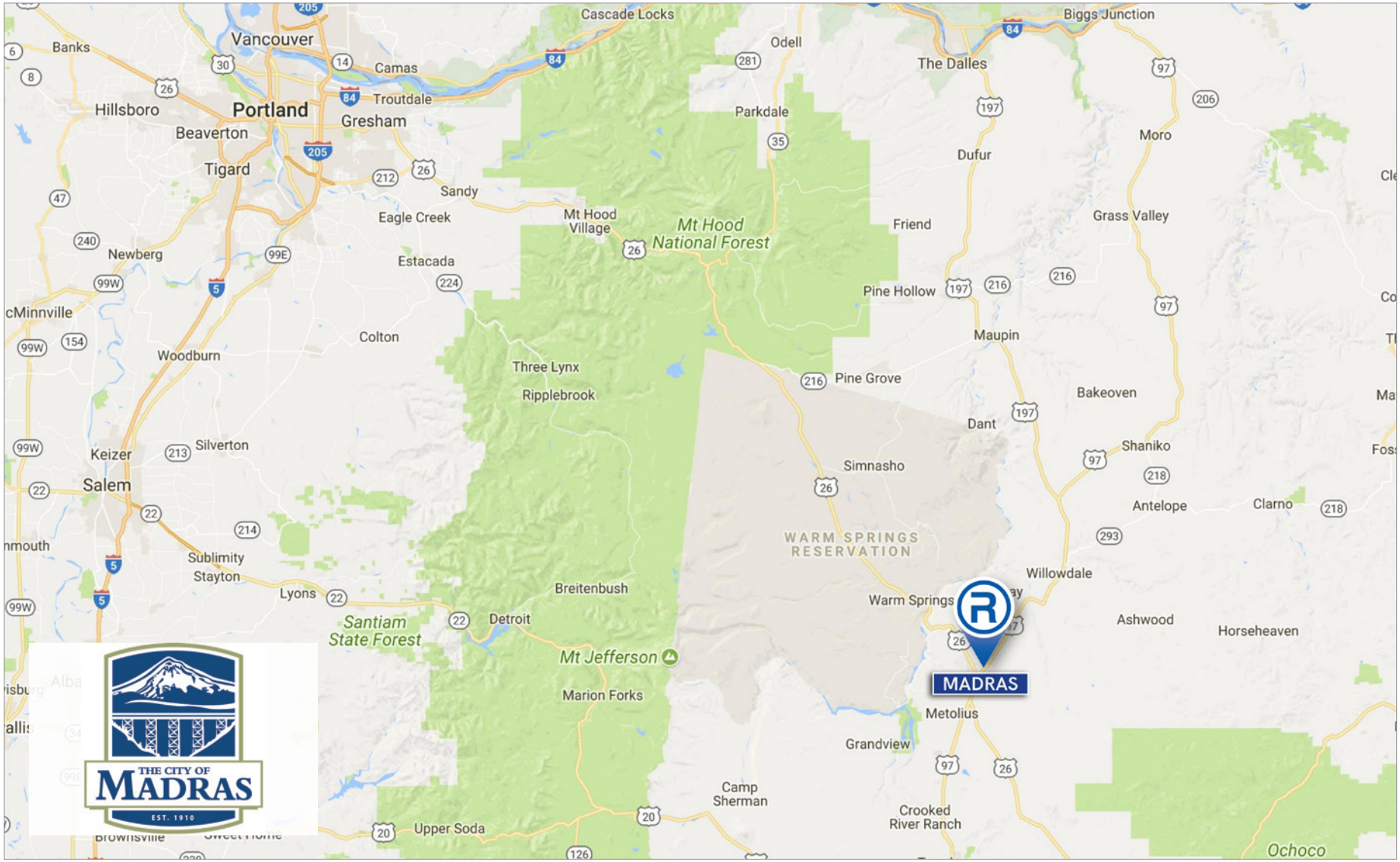
RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	0	
Housing Units Built 2010 or later	493	6.3%
Housing Units Built 2000 to 2009	1,273	16.3%
Housing Units Built 1990 to 1999	1,585	20.3%
Housing Units Built 1980 to 1989	984	12.6%
Housing Units Built 1970 to 1979	1,351	17.3%
Housing Units Built 1960 to 1969	723	9.2%
Housing Units Built 1950 to 1959	730	9.3%
Housing Units Built 1940 to 1949	357	4.6%
Housing Unit Built 1939 or Earlier	327	4.2%
2017 Est. Median Year Structure Built		1984

LOCATION

Madras, Oregon



CONTACT

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COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Population		
2022 Projection	6,848	
2017 Estimate	6,591	
2010 Census	6,046	
2000 Census	5,353	
Growth 2017 - 2022		3.9%
Growth 2010 - 2017		9.0%
Growth 2000 - 2010		12.9%
2017 Est. Population by Single-Classification Race	6,591	
White Alone	4,389	66.6%
Black or African American Alone	63	1.0%
Amer. Indian and Alaska Native Alone	455	6.9%
Asian Alone	84	1.3%
Native Hawaiian and Other Pac. Isl. Alone	26	0.4%
Some Other Race Alone	1,195	18.1%
Two or More Races	379	5.8%
2017 Est. Population by Hispanic or Latino Origin	6,591	
Not Hispanic or Latino	4,243	64.4%
Hispanic or Latino	2,348	35.6%
Mexican	1,982	84.4%
Puerto Rican	17	0.7%
Cuban	1	0.0%
All Other Hispanic or Latino	348	14.8%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	2,348	
White Alone	904	38.5%
Black or African American Alone	18	0.8%
American Indian and Alaska Native Alone	85	3.6%
Asian Alone	9	0.4%
Native Hawaiian and Other Pacific Islander Alone	0	0.0%
Some Other Race Alone	1,178	50.2%
Two or More Races	154	6.6%
2017 Est. Pop by Race, Asian Alone, by Category	84	
Chinese, except Taiwanese	0	0.0%
Filipino	0	0.0%
Japanese	10	11.9%
Asian Indian	74	88.1%
Korean	0	0.0%
Vietnamese	0	0.0%
Cambodian	0	0.0%
Hmong	0	0.0%
Laotian	0	0.0%
Thai	0	0.0%
All Other Asian Races Including 2+ Category	0	0.0%

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	6,591	
Arab	1	0.0%
Czech	13	0.2%
Danish	38	0.6%
Dutch	95	1.4%
English	219	3.3%
French (except Basque)	57	0.9%
French Canadian	10	0.2%
German	602	9.1%
Greek	0	0.0%
Hungarian	2	0.0%
Irish	491	7.5%
Italian	30	0.5%
Lithuanian	0	0.0%
United States or American	301	4.6%
Norwegian	152	2.3%
Polish	79	1.2%
Portuguese	10	0.2%
Russian	0	0.0%
Scottish	134	2.0%
Scotch-Irish	10	0.2%
Slovak	0	0.0%
Subsaharan African	1	0.0%
Swedish	78	1.2%
Swiss	5	0.1%
Ukrainian	0	0.0%
Welsh	11	0.2%
West Indian (except Hisp. groups)	0	0.0%
Other ancestries	2,986	45.3%
Ancestry Unclassified	1,266	19.2%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	0	
Speak Only English at Home	4,342	72.0%
Speak Asian/Pac. Isl. Lang. at Home	56	0.9%
Speak IndoEuropean Language at Home	5	0.1%
Speak Spanish at Home	1,563	25.9%
Speak Other Language at Home	68	1.1%
2017 Est. Population by Age	6,591	
Age 0 - 4	557	8.5%
Age 5 - 9	540	8.2%
Age 10 - 14	508	7.7%
Age 15 - 17	272	4.1%
Age 18 - 20	250	3.8%
Age 21 - 24	339	5.1%
Age 25 - 34	833	12.6%
Age 35 - 44	762	11.6%
Age 45 - 54	770	11.7%
Age 55 - 64	740	11.2%
Age 65 - 74	605	9.2%
Age 75 - 84	306	4.6%
Age 85 and over	109	1.7%
Age 16 and over	4,896	74.3%
Age 18 and over	4,714	71.5%
Age 21 and over	4,464	67.7%
Age 65 and over	1,020	15.5%
2017 Est. Median Age		34.96
2017 Est. Average Age		36.90

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Population by Sex	6,591	
Male	3,251	4933%
Female	3,340	5068%
2017 Est. Male Population by Age	3,251	
Age 0 - 4	290	8.9%
Age 5 - 9	283	8.7%
Age 10 - 14	251	7.7%
Age 15 - 17	133	4.1%
Age 18 - 20	125	3.8%
Age 21 - 24	175	5.4%
Age 25 - 34	398	12.2%
Age 35 - 44	375	11.5%
Age 45 - 54	382	11.8%
Age 55 - 64	373	11.5%
Age 65 - 74	291	9.0%
Age 75 - 84	132	4.1%
Age 85 and over	43	1.3%
2017 Est. Median Age, Male		34.23
2017 Est. Average Age, Male		36.20

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	3,340	
Age 0 - 4	267	8.0%
Age 5 - 9	257	7.7%
Age 10 - 14	257	7.7%
Age 15 - 17	139	4.2%
Age 18 - 20	125	3.7%
Age 21 - 24	164	4.9%
Age 25 - 34	435	13.0%
Age 35 - 44	387	11.6%
Age 45 - 54	388	11.6%
Age 55 - 64	367	11.0%
Age 65 - 74	314	9.4%
Age 75 - 84	174	5.2%
Age 85 and over	66	2.0%
2017 Est. Median Age, Female		35.65
2017 Est. Average Age, Female		37.70
2017 Est. Pop Age 15+ by Marital Status	0	
Total, Never Married	1,592	31.9%
Males, Never Married	769	15.4%
Females, Never Married	823	16.5%
Married, Spouse present	1,949	39.1%
Married, Spouse absent	305	6.1%
Widowed	263	5.3%
Males Widowed	71	1.4%
Females Widowed	192	3.9%
Divorced	877	17.6%
Males Divorced	456	9.1%
Females Divorced	421	8.4%

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	0	
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%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	0	
No High School Diploma	505	46.3%
High School Graduate	400	36.7%
Some College or Associate's Degree	88	8.1%
Bachelor's Degree or Higher	98	9.0%
Households		
2022 Projection	2,568	
2017 Estimate	2,463	
2010 Census	2,238	
2000 Census	1,917	
Growth 2017 - 2022		4.3%
Growth 2010 - 2017		10.1%
Growth 2000 - 2010		16.7%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	2,463	
Family Households	1,707	69.3%
Nonfamily Households	756	30.7%
2017 Est. Group Quarters Population	56	
2017 HHs by Ethnicity, Hispanic/Latino	600	
2017 Est. Households by HH Income	2,463	
Income < $15,000	310	12.6%
Income $15,000 - $24,999	312	12.7%
Income $25,000 - $34,999	274	11.1%
Income $35,000 - $49,999	458	18.6%
Income $50,000 - $74,999	539	21.9%
Income $75,000 - $99,999	275	11.2%
Income $100,000 - $124,999	118	4.8%
Income $125,000 - $149,999	75	3.0%
Income $150,000 - $199,999	59	2.4%
Income $200,000 - $249,999	15	0.6%
Income $250,000 - $499,999	22	0.9%
Income $500,000+	6	0.2%
2017 Est. Average Household Income		$57,757
2017 Est. Median Household Income		$45,828

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$501
Black or African American Alone		$510
American Indian and Alaska Native Alone		$422
Asian Alone		$280
Native Hawaiian and Other Pacific Islander Alone		$629
Some Other Race Alone		$303
Two or More Races		$197
Hispanic or Latino		$421
Not Hispanic or Latino		$486
2017 Est. Family HH Type by Presence of Own Child.	1,707	
Married-Couple Family, own children	501	29.4%
Married-Couple Family, no own children	713	41.8%
Male Householder, own children	90	5.3%
Male Householder, no own children	63	3.7%
Female Householder, own children	228	13.4%
Female Householder, no own children	112	6.6%
2017 Est. Households by Household Size	2,463	
1-person	627	25.5%
2-person	826	33.5%
3-person	351	14.3%
4-person	327	13.3%
5-person	192	7.8%
6-person	86	3.5%
7-or-more-person	54	2.2%
2017 Est. Average Household Size		2.65

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	2,463	
Households with 1 or More People under Age 18:	925	37.6%
Married-Couple Family	553	59.8%
Other Family, Male Householder	107	11.6%
Other Family, Female Householder	255	27.6%
Nonfamily, Male Householder	9	1.0%
Nonfamily, Female Householder	1	0.1%
Households with No People under Age 18:	1,538	62.4%
Married-Couple Family	660	42.9%
Other Family, Male Householder	46	3.0%
Other Family, Female Householder	86	5.6%
Nonfamily, Male Householder	371	24.1%
Nonfamily, Female Householder	375	24.4%
2017 Est. Households by Number of Vehicles	2,463	
No Vehicles	187	7.6%
1 Vehicle	803	32.6%
2 Vehicles	846	34.3%
3 Vehicles	441	17.9%
4 Vehicles	136	5.5%
5 or more Vehicles	50	2.0%
2017 Est. Average Number of Vehicles		1.9

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Family Households		
2022 Projection	1,779	
2017 Estimate	1,707	
2010 Census	1,549	
2000 Census	1,390	
Growth 2017 - 2022		4.2%
Growth 2010 - 2017		10.2%
Growth 2000 - 2010		11.4%
2017 Est. Families by Poverty Status	1,707	
2017 Families at or Above Poverty	1,340	78.5%
2017 Families at or Above Poverty with Children	569	33.3%
2017 Families Below Poverty	367	21.5%
2017 Families Below Poverty with Children	322	18.9%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	2,576	
For-Profit Private Workers	1,764	68.5%
Non-Profit Private Workers	140	5.4%
Local Government Workers	122	4.7%
State Government Workers	56	2.2%
Federal Government Workers	312	12.1%
Self-Employed Workers	181	7.0%
Unpaid Family Workers	1	0.0%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	2,576	
Architect/Engineer	43	1.7%
Arts/Entertainment/Sports	35	1.4%
Building Grounds Maintenance	149	5.8%
Business/Financial Operations	12	0.5%
Community/Social Services	6	0.2%
Computer/Mathematical	1	0.0%
Construction/Extraction	145	5.6%
Education/Training/Library	150	5.8%
Farming/Fishing/Forestry	164	6.4%
Food Prep/Serving	174	6.8%
Health Practitioner/Technician	47	1.8%
Healthcare Support	97	3.8%
Maintenance Repair	94	3.6%
Legal	21	0.8%
Life/Physical/Social Science	14	0.5%
Management	167	6.5%
Office/Admin. Support	346	13.4%
Production	272	10.6%
Protective Services	80	3.1%
Sales/Related	201	7.8%
Personal Care/Service	79	3.1%
Transportation/Moving	279	10.8%
2017 Est. Pop 16+ by Occupation Classification	2,576	
Blue Collar	1,043	40.5%
White Collar	790	30.7%
Service and Farm	743	28.8%

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	2,519	
Drove Alone	1,855	73.6%
Car Pooled	348	13.8%
Public Transportation	10	0.4%
Walked	128	5.1%
Bicycle	55	2.2%
Other Means	51	2.0%
Worked at Home	72	2.9%
2017 Est. Workers Age 16+ by Travel Time to Work		
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
2017 Est. Occupied Housing Units by Tenure	2,463	
Owner Occupied	1,410	57.2%
Renter Occupied	1,053	42.8%
2017 Owner Occ. HUs: Avg. Length of Residence		14.9
2017 Renter Occ. HUs: Avg. Length of Residence		6.4

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value		14.9
Value Less than $20,000	56	4.0%
Value $20,000 - $39,999	66	4.7%
Value $40,000 - $59,999	88	6.2%
Value $60,000 - $79,999	96	6.8%
Value $80,000 - $99,999	212	15.0%
Value $100,000 - $149,999	245	17.4%
Value $150,000 - $199,999	169	12.0%
Value $200,000 - $299,999	281	19.9%
Value $300,000 - $399,999	57	4.0%
Value $400,000 - $499,999	39	2.8%
Value $500,000 - $749,999	67	4.8%
Value $750,000 - $999,999	16	1.1%
Value $1,000,000 or more	18	1.3%
2017 Est. Median All Owner-Occupied Housing Value		$134,505
2017 Est. Housing Units by Units in Structure	0	
1 Unit Attached	1,632	58.1%
1 Unit Detached	52	1.9%
2 Units	137	4.9%
3 or 4 Units	186	6.6%
5 to 19 Units	227	8.1%
20 to 49 Units	92	3.3%
50 or More Units	0	0.0%
Mobile Home or Trailer	459	16.3%
Boat, RV, Van, etc.	25	0.9%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	0	
Housing Units Built 2010 or later	134	4.8%
Housing Units Built 2000 to 2009	480	17.1%
Housing Units Built 1990 to 1999	593	21.1%
Housing Units Built 1980 to 1989	358	12.7%
Housing Units Built 1970 to 1979	542	19.3%
Housing Units Built 1960 to 1969	289	10.3%
Housing Units Built 1950 to 1959	314	11.2%
Housing Units Built 1940 to 1949	61	2.2%
Housing Unit Built 1939 or Earlier	39	1.4%
2017 Est. Median Year Structure Built		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 2016/2017, 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.

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

TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

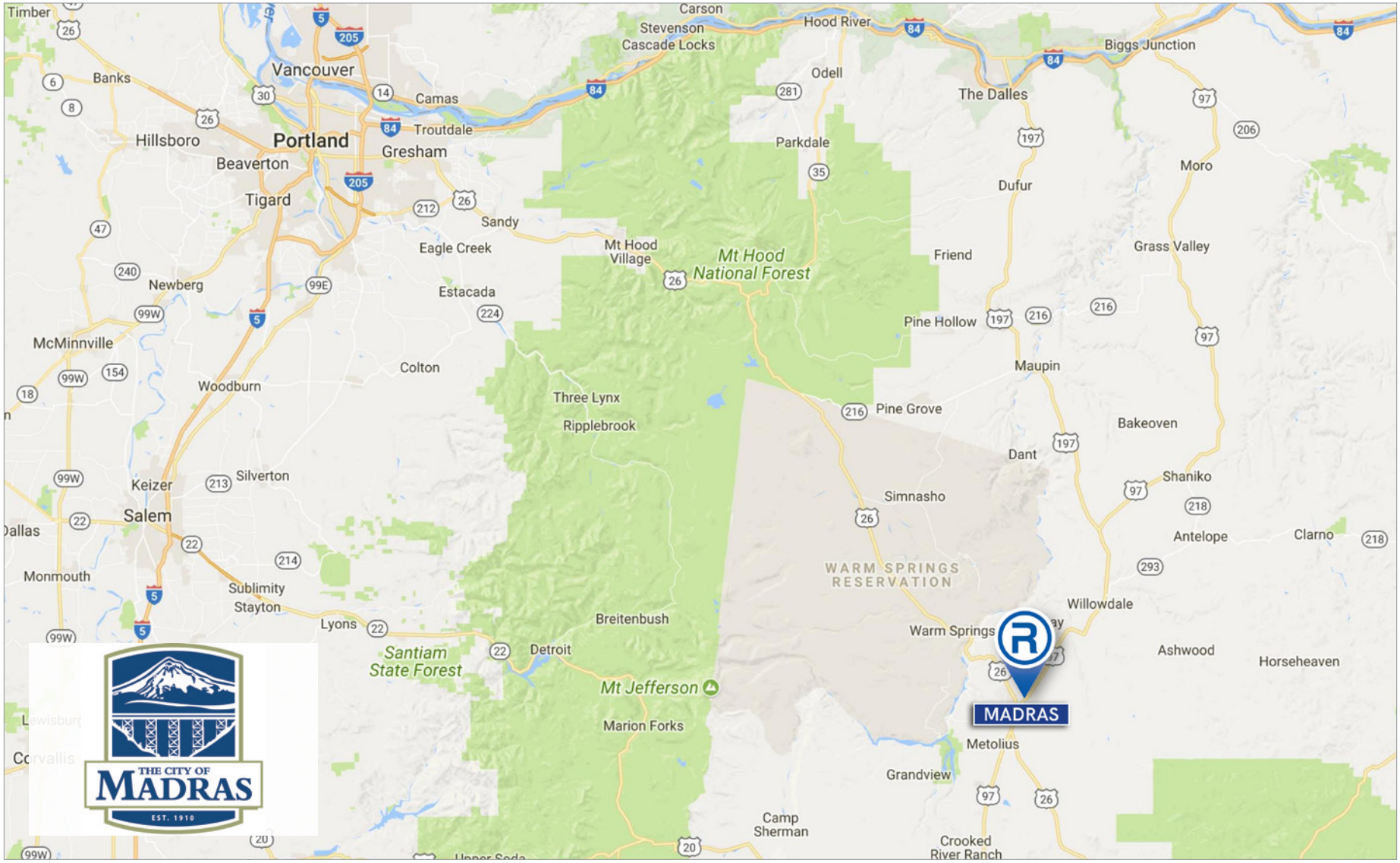
Madras, Oregon

Prepared for
City of Madras
December 2017

THE CITY OF MADRAS
EST. 1910

LOCATION

Madras, Oregon



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COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Population		
2022 Projection	6,848	
2017 Estimate	6,591	
2010 Census	6,046	
2000 Census	5,353	
Growth 2017 - 2022		3.90%
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Growth 2000 - 2010		12.95%
2017 Est. Population by Single-Classification Race	6,591	
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%
2017 Est. Population by Hispanic or Latino Origin	6,591	
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	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	2,348	
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%
2017 Est. Pop by Race, Asian Alone, by Category	84	
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%

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	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	%
2017 Est. Pop Age 5+ by Language Spoken At Home		
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%
2017 Est. Population by Age	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%
2017 Est. Median Age		34.96
2017 Est. Average Age		36.90

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Population by Sex	6,591	
Male	3,251	49.33%
Female	3,340	50.68%
2017 Est. Male Population by Age	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%
2017 Est. Median Age, Male		34.23
2017 Est. Average Age, Male		36.20

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	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%
2017 Est. Median Age, Female		35.65
2017 Est. Average Age, Female		37.70
2017 Est. Pop Age 15+ by Marital Status		
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%

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment		
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%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
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%
Households		
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	%
2017 Est. Households by Household Type	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	
2017 Est. Households by HH Income	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%
2017 Est. Average Household Income		$57,757
2017 Est. Median Household Income		$45,828

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
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
2017 Est. Family HH Type by Presence of Own Child.	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%
2017 Est. Households by Household Size	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%
2017 Est. Average Household Size		2.65

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	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%
Households with No People under Age 18:	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%
2017 Est. Households by Number of Vehicles	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%
2017 Est. Average Number of Vehicles		1.9

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
Family Households		
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%
2017 Est. Families by Poverty Status	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%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	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	%
2017 Est. Civ. Employed Pop 16+ by Occupation	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%
2017 Est. Pop 16+ by Occupation Classification	2,576	
Blue Collar	1,043	40.49%
White Collar	790	30.67%
Service and Farm	743	28.84%

COMMUNITY • DEMOGRAPHIC PROFILE

Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	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%
2017 Est. Workers Age 16+ by Travel Time to Work		
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
2017 Est. Occupied Housing Units by Tenure	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	%
2017 Est. Owner-Occupied Housing Units by Value		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
2017 Est. Housing Units by Units in Structure		
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%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built		
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%
2017 Est. Median Year Structure Built		1984

ABOUT THE RETAIL COACH

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President & CEO
The Retail Coach, LLC

Retail360®

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ACKNOWLEDGEMENTS

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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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TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

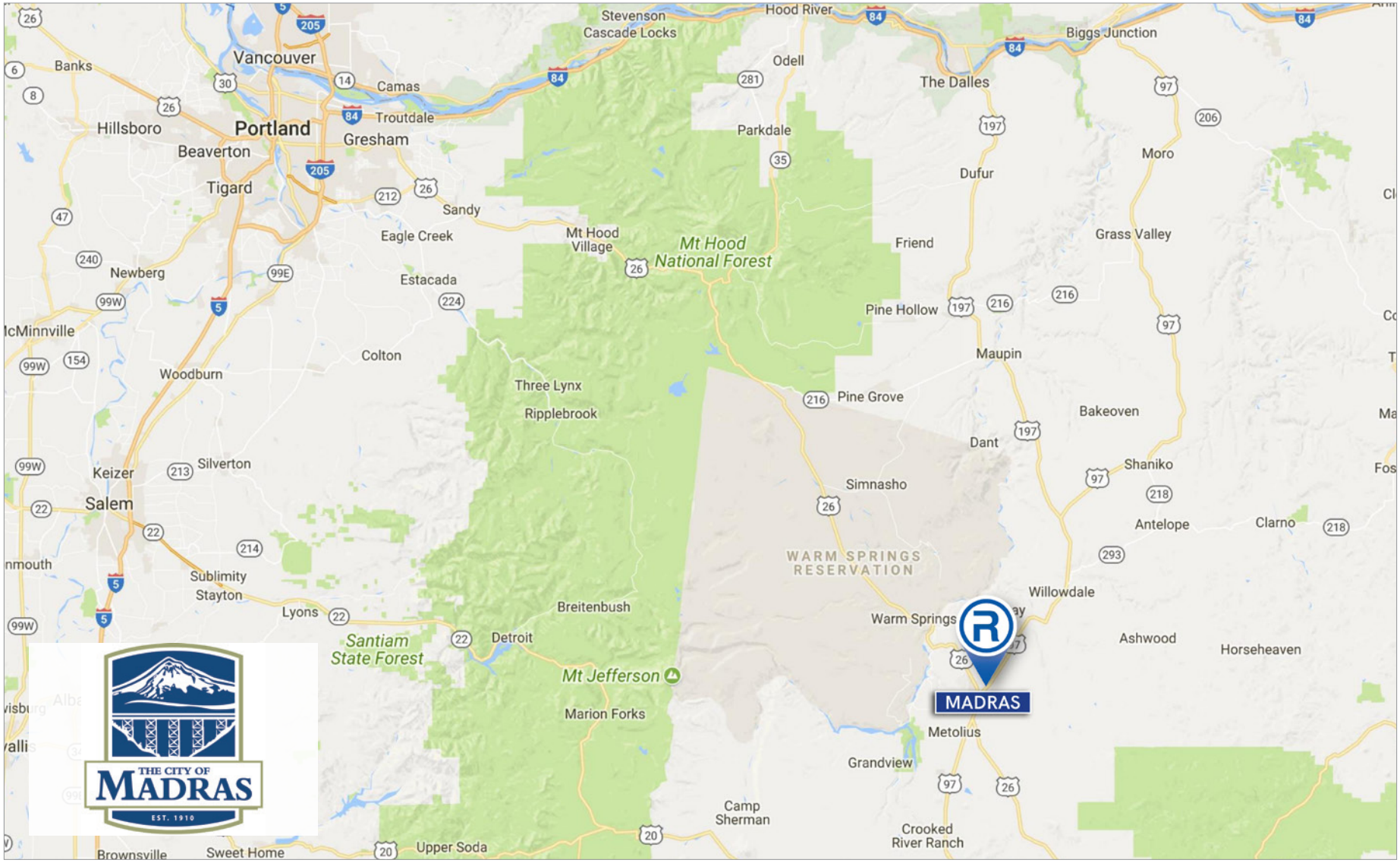
Madras, Oregon

Prepared for
City of Madras
December 2017

THE CITY OF MADRAS
EST. 1910

LOCATION

Madras, Oregon



CONTACT

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COMMUNITY • WORKPLACE POPULATION

Madras, Oregon

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	**552**	**5,153**	**9**
11: Agriculture, Forestry, Fishing and Hunting	**6**	**77**	**12**
111: Crop Production	2	23	11
112: Animal Production and Aquaculture			
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry	4	54	13
21: Mining, Quarrying, and Oil and Gas Extraction	**1**	**6**	**6**
211: Oil and Gas Extraction	1	6	6
212: Mining (except Oil and Gas)			
213: Support Activities for Mining			
22: Utilities	**4**	**25**	**6**
221: Utilities	4	25	6
23: Construction	**22**	**64**	**2**
236: Construction of Buildings	7	17	2
237: Heavy and Civil Engineering Construction			
238: Specialty Trade Contractors	15	47	3
31: Manufacturing	**1**	**35**	**35**
311: Food Manufacturing	1	35	35
312: Beverage and Tobacco Product Manufacturing			
313: Textile Mills			
314: Textile Product Mills			
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing			

COMMUNITY • WORKPLACE POPULATION

Madras, Oregon

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	**5**	**868**	**173**
321: Wood Product Manufacturing	2	825	412
322: Paper Manufacturing			
323: Printing and Related Support Activities	1	4	4
324: Petroleum and Coal Products Manufacturing	1	4	4
325: Chemical Manufacturing	1	35	35
326: Plastics and Rubber Products Manufacturing			
327: Nonmetallic Mineral Product Manufacturing			
33: Manufacturing	**5**	**173**	**34**
331: Primary Metal Manufacturing			
332: Fabricated Metal Product Manufacturing	1	1	1
333: Machinery Manufacturing	2	170	85
334: Computer and Electronic Product Manufacturing			
335: Electrical Equipment, Appliance, and Component Manufacturing			
336: Transportation Equipment Manufacturing			
337: Furniture and Related Product Manufacturing	1	1	1
339: Miscellaneous Manufacturing	1	1	1
42: Wholesale Trade	**17**	**105**	**6**
423: Merchant Wholesalers, Durable Goods	10	63	6
424: Merchant Wholesalers, Nondurable Goods	7	42	6
425: Wholesale Electronic Markets and Agents and Brokers			

COMMUNITY • WORKPLACE POPULATION

Madras, Oregon

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	**51**	**497**	**9**
441: Motor Vehicle and Parts Dealers	14	124	8
442: Furniture and Home Furnishings Stores	4	10	2
443: Electronics and Appliance Stores	4	19	4
444: Building Material and Garden Equipment and Supplies Dealers	6	35	5
445: Food and Beverage Stores	7	212	30
446: Health and Personal Care Stores	4	18	4
447: Gasoline Stations	10	76	7
448: Clothing and Clothing Accessories Stores	2	3	1
45: Retail Trade	**17**	**187**	**11**
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	2	4	2
452: General Merchandise Stores	6	100	16
453: Miscellaneous Store Retailers	8	82	10
454: Nonstore Retailers	1	1	1
48: Transportation and Warehousing	**12**	**72**	**6**
481: Air Transportation			
482: Rail Transportation	1	4	4
483: Water Transportation			
484: Truck Transportation	4	11	2
485: Transit and Ground Passenger Transportation	1	2	2
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	6	55	9

COMMUNITY • WORKPLACE POPULATION

Madras, Oregon

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
49: Transportation and Warehousing	**1**	**15**	**15**
491: Postal Service	1	15	15
492: Couriers and Messengers			
493: Warehousing and Storage			
51: Information	**8**	**45**	**5**
511: Publishing Industries (except Internet)	1	6	6
512: Motion Picture and Sound Recording Industries	1	10	10
515: Broadcasting (except Internet)			
517: Telecommunications	2	7	3
518: Data Processing, Hosting, and Related Services	3	12	4
519: Other Information Services	1	10	10
52: Finance and Insurance	**43**	**91**	**2**
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	33	55	1
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	2	3	1
524: Insurance Carriers and Related Activities	8	33	4
525: Funds, Trusts, and Other Financial Vehicles			
53: Real Estate and Rental and Leasing	**27**	**74**	**2**
531: Real Estate	19	52	2
532: Rental and Leasing Services	8	22	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
54: Professional/Scientific/Technical Services	**32**	**103**	**3**
541: Professional, Scientific, and Technical Services	32	103	3

COMMUNITY • WORKPLACE POPULATION

Madras, Oregon

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
55: Management of Companies and Enterprises			
551: Management of Companies and Enterprises			
56: Administrative and Support and Waste Management and Remediation Services	**8**	**35**	**4**
561: Administrative and Support Services	6	13	2
562: Waste Management and Remediation Services	2	22	11
61: Educational Services	**15**	**549**	**36**
611: Educational Services	15	549	36
62: Health Care and Social Assistance	**106**	**904**	**8**
621: Ambulatory Health Care Services	78	482	6
622: Hospitals	2	194	97
623: Nursing and Residential Care Facilities	4	74	18
624: Social Assistance	22	154	7
71: Arts, Entertainment, and Recreation	**12**	**139**	**11**
711: Performing Arts, Spectator Sports, and Related Industries	1	19	19
712: Museums, Historical Sites, and Similar Institutions	1	12	12
713: Amusement, Gambling, and Recreation Industries	10	108	10
72: Accommodation and Food Services	**38**	**435**	**11**
721: Accommodation	8	55	6
722: Food Services and Drinking Places	**30**	**380**	**12**

COMMUNITY • WORKPLACE POPULATION

Madras, Oregon

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
81: Other Services (except Public Administration)	**59**	**182**	**3**
811: Repair and Maintenance	17	37	2
812: Personal and Laundry Services	18	51	2
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	24	94	3
92: Public Administration	**54**	**440**	**8**
921: Executive, Legislative, and Other General Government Support	48	376	7
922: Justice, Public Order, and Safety Activities	4	51	12
923: Administration of Human Resource Programs			
924: Administration of Environmental Quality Programs			
925: Administration of Housing Programs, Urban Planning, and Community Development			
926: Administration of Economic Programs	2	13	6
927: Space Research and Technology			
928: National Security and International Affairs			
99: Unassigned	**8**	**32**	**4**
999: Unassigned	8	32	4

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytica 2017, ESRI 2017, 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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