TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Madras, Oregon
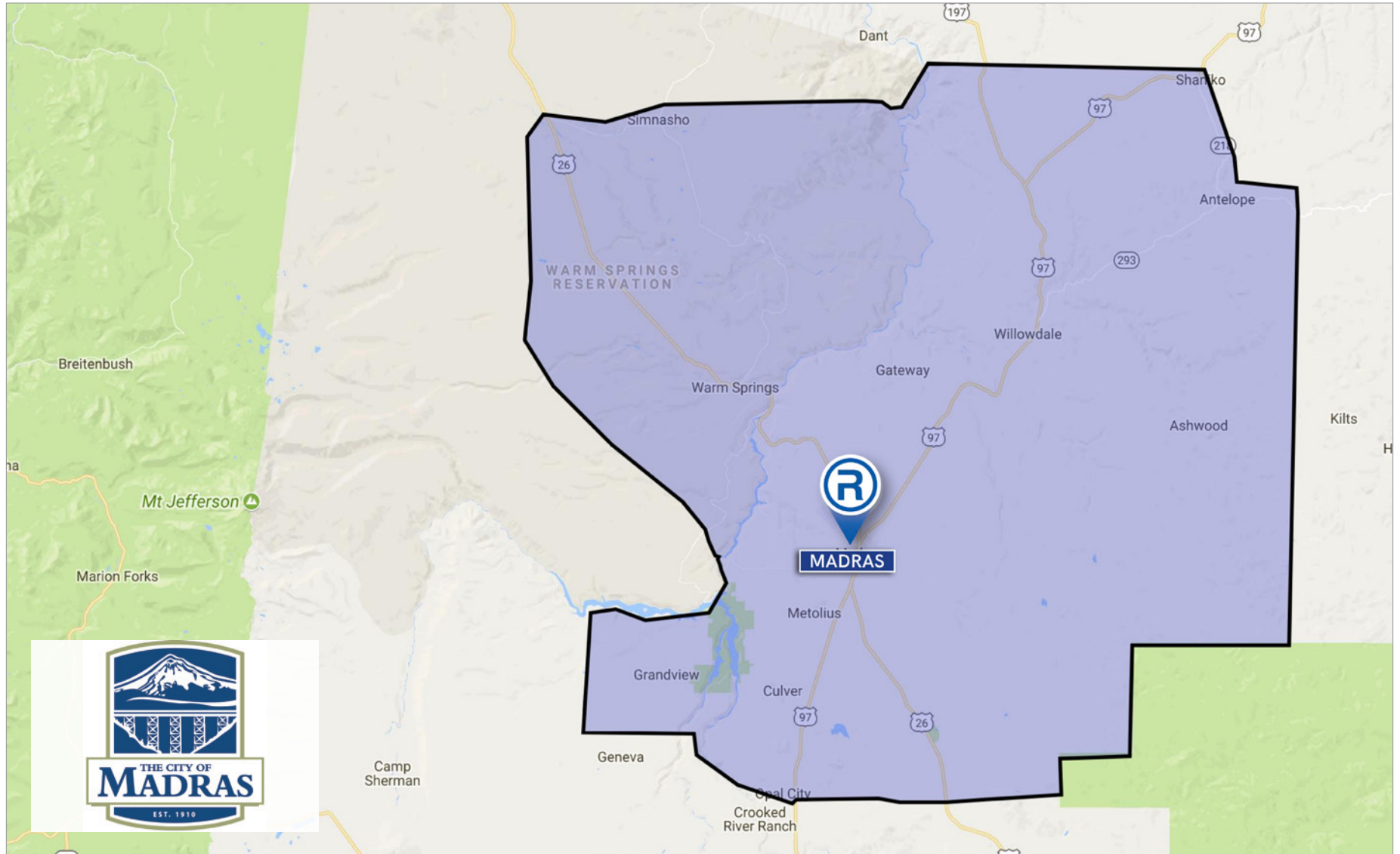
THE CITY OF
MADRAS
EST. 1910

CONTACT **NICHOLAS S. SNEAD, AICP, COMMUNITY DEVELOPMENT DIRECTOR**

City of Madras | 125 Southwest E Street | Madras, Oregon 97741 | 541.323.2916
nsnead@ci.madras.or.us | www.ci.madras.or.us

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DESCRIPTION	DATA	%
Population		
2022 Projection	20,602	
2017 Estimate	19,698	
2010 Census	18,706	
2000 Census	16,282	
Growth 2017 - 2022		4.59%
Growth 2010 - 2017		5.30%
Growth 2000 - 2010		14.89%
2017 Est. Population by Single-Classification Race	19,698	
White Alone	11,596	58.87%
Black or African American Alone	180	0.91%
Amer. Indian and Alaska Native Alone	4,605	23.38%
Asian Alone	195	0.99%
Native Hawaiian and Other Pac. Isl. Alone	49	0.25%
Some Other Race Alone	2,113	10.73%
Two or More Races	959	4.87%
2017 Est. Population by Hispanic or Latino Origin	19,698	
Not Hispanic or Latino	15,146	76.89%
Hispanic or Latino	4,553	23.11%
Mexican	3,935	86.43%
Puerto Rican	35	0.77%
Cuban	3	0.07%
All Other Hispanic or Latino	580	12.74%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	4,553	
White Alone	1,659	36.44%
Black or African American Alone	23	0.51%
American Indian and Alaska Native Alone	401	8.81%
Asian Alone	10	0.22%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%
Some Other Race Alone	2,080	45.68%
Two or More Races	378	8.30%
2017 Est. Pop by Race, Asian Alone, by Category	195	
Chinese, except Taiwanese	1	0.51%
Filipino	27	13.85%
Japanese	22	11.28%
Asian Indian	142	72.82%
Korean	0	0.00%
Vietnamese	1	0.51%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.51%
All Other Asian Races Including 2+ Category	1	0.51%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	19,698	
Arab	17	0.09%
Czech	118	0.60%
Danish	76	0.39%
Dutch	273	1.39%
English	704	3.57%
French (except Basque)	145	0.74%
French Canadian	45	0.23%
German	1,868	9.48%
Greek	1	0.01%
Hungarian	32	0.16%
Irish	1,264	6.42%
Italian	236	1.20%
Lithuanian	7	0.04%
United States or American	903	4.58%
Norwegian	388	1.97%
Polish	125	0.64%
Portuguese	32	0.16%
Russian	7	0.04%
Scottish	309	1.57%
Scotch-Irish	75	0.38%
Slovak	0	0.00%
Subsaharan African	9	0.05%
Swedish	292	1.48%
Swiss	74	0.38%
Ukrainian	4	0.02%
Welsh	40	0.20%
West Indian (except Hisp. groups)	35	0.18%
Other ancestries	9,555	48.51%
Ancestry Unclassified	3,066	15.57%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,400	79.16%
Speak Asian/Pac. Isl. Lang. at Home	147	0.81%
Speak IndoEuropean Language at Home	78	0.43%
Speak Spanish at Home	3,049	16.76%
Speak Other Language at Home	516	2.84%
2017 Est. Population by Age	19,698	
Age 0 - 4	1,507	7.65%
Age 5 - 9	1,487	7.55%
Age 10 - 14	1,440	7.31%
Age 15 - 17	819	4.16%
Age 18 - 20	769	3.90%
Age 21 - 24	1,079	5.48%
Age 25 - 34	2,597	13.18%
Age 35 - 44	2,340	11.88%
Age 45 - 54	2,303	11.69%
Age 55 - 64	2,375	12.06%
Age 65 - 74	1,864	9.46%
Age 75 - 84	838	4.25%
Age 85 and over	278	1.41%
Age 16 and over	14,996	76.13%
Age 18 and over	14,444	73.33%
Age 21 and over	13,675	69.42%
Age 65 and over	2,981	15.13%
2017 Est. Median Age		35.62
2017 Est. Average Age		37.40

DESCRIPTION	DATA	%
2017 Est. Population by Sex	19,698	
Male	10,272	52.15%
Female	9,426	47.85%
2017 Est. Male Population by Age	10,272	
Age 0 - 4	783	7.62%
Age 5 - 9	789	7.68%
Age 10 - 14	741	7.21%
Age 15 - 17	411	4.00%
Age 18 - 20	405	3.94%
Age 21 - 24	592	5.76%
Age 25 - 34	1,403	13.66%
Age 35 - 44	1,261	12.28%
Age 45 - 54	1,216	11.84%
Age 55 - 64	1,226	11.94%
Age 65 - 74	934	9.09%
Age 75 - 84	398	3.88%
Age 85 and over	114	1.11%
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	7.68%
Age 5 - 9	698	7.41%
Age 10 - 14	699	7.42%
Age 15 - 17	408	4.33%
Age 18 - 20	365	3.87%
Age 21 - 24	487	5.17%
Age 25 - 34	1,195	12.68%
Age 35 - 44	1,079	11.45%
Age 45 - 54	1,087	11.53%
Age 55 - 64	1,150	12.20%
Age 65 - 74	930	9.87%
Age 75 - 84	440	4.67%
Age 85 and over	164	1.74%
2017 Est. Median Age, Female		36.23
2017 Est. Average Age, Female		38.20
2017 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,874	31.93%
Males, Never Married	2,732	17.90%
Females, Never Married	2,142	14.03%
Married, Spouse present	5,974	39.14%
Married, Spouse absent	977	6.40%
Widowed	757	4.96%
Males Widowed	173	1.13%
Females Widowed	584	3.83%
Divorced	2,682	17.57%
Males Divorced	1,497	9.81%
Females Divorced	1,185	7.76%

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment		
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.		
No High School Diploma	1,001	49.02%
High School Graduate	661	32.37%
Some College or Associate's Degree	211	10.33%
Bachelor's Degree or Higher	169	8.28%
Households		
2022 Projection	7,094	
2017 Estimate	6,740	
2010 Census	6,316	
2000 Census	5,512	
Growth 2017 - 2022		5.25%
Growth 2010 - 2017		6.71%
Growth 2000 - 2010		14.59%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	6,740	
Family Households	4,896	72.64%
Nonfamily Households	1,844	27.36%
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	11.75%
Income $15,000 - $24,999	769	11.41%
Income $25,000 - $34,999	798	11.84%
Income $35,000 - $49,999	1,116	16.56%
Income $50,000 - $74,999	1,508	22.37%
Income $75,000 - $99,999	782	11.60%
Income $100,000 - $124,999	452	6.71%
Income $125,000 - $149,999	252	3.74%
Income $150,000 - $199,999	161	2.39%
Income $200,000 - $249,999	53	0.79%
Income $250,000 - $499,999	45	0.67%
Income $500,000+	12	0.18%
2017 Est. Average Household Income		$59,726
2017 Est. Median Household Income		$48,503

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$51,696
Black or African American Alone		$51,302
American Indian and Alaska Native Alone		$48,713
Asian Alone		$34,645
Native Hawaiian and Other Pacific Islander Alone		$62,894
Some Other Race Alone		$33,000
Two or More Races		$37,612
Hispanic or Latino		$40,948
Not Hispanic or Latino		$51,417
2017 Est. Family HH Type by Presence of Own Child.	4,896	
Married-Couple Family, own children	1,298	26.51%
Married-Couple Family, no own children	2,085	42.59%
Male Householder, own children	274	5.60%
Male Householder, no own children	236	4.82%
Female Householder, own children	612	12.50%
Female Householder, no own children	392	8.01%
2017 Est. Households by Household Size	6,740	
1-person	1,566	23.23%
2-person	2,279	33.81%
3-person	975	14.47%
4-person	863	12.80%
5-person	541	8.03%
6-person	275	4.08%
7-or-more-person	242	3.59%
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	38.84%
Married-Couple Family	1,484	56.68%
Other Family, Male Householder	353	13.48%
Other Family, Female Householder	754	28.80%
Nonfamily, Male Householder	20	0.76%
Nonfamily, Female Householder	8	0.31%
Households with No People under Age 18:	4,122	61.16%
Married-Couple Family	1,899	46.07%
Other Family, Male Householder	157	3.81%
Other Family, Female Householder	253	6.14%
Nonfamily, Male Householder	977	23.70%
Nonfamily, Female Householder	837	20.31%
2017 Est. Households by Number of Vehicles	6,740	
No Vehicles	383	5.68%
1 Vehicle	1,914	28.40%
2 Vehicles	2,583	38.32%
3 Vehicles	1,296	19.23%
4 Vehicles	411	6.10%
5 or more Vehicles	153	2.27%
2017 Est. Average Number of Vehicles		2

DESCRIPTION	DATA	%
Family Households		
2022 Projection	5,158	
2017 Estimate	4,896	
2010 Census	4,578	
2000 Census	4,204	
Growth 2017 - 2022		5.35%
Growth 2010 - 2017		6.95%
Growth 2000 - 2010		8.90%
2017 Est. Families by Poverty Status	4,896	
2017 Families at or Above Poverty	4,003	81.76%
2017 Families at or Above Poverty with Children	1,673	34.17%
2017 Families Below Poverty	893	18.24%
2017 Families Below Poverty with Children	760	15.52%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	7,207	
For-Profit Private Workers	4,396	61.00%
Non-Profit Private Workers	453	6.29%
Local Government Workers	349	4.84%
State Government Workers	267	3.71%
Federal Government Workers	1,164	16.15%
Self-Employed Workers	576	7.99%
Unpaid Family Workers	3	0.04%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	7,207	
Architect/Engineer	90	1.25%
Arts/Entertainment/Sports	83	1.15%
Building Grounds Maintenance	418	5.80%
Business/Financial Operations	97	1.35%
Community/Social Services	96	1.33%
Computer/Mathematical	6	0.08%
Construction/Extraction	328	4.55%
Education/Training/Library	486	6.74%
Farming/Fishing/Forestry	468	6.49%
Food Prep/Serving	387	5.37%
Health Practitioner/Technician	180	2.50%
Healthcare Support	233	3.23%
Maintenance Repair	230	3.19%
Legal	61	0.85%
Life/Physical/Social Science	70	0.97%
Management	591	8.20%
Office/Admin. Support	941	13.06%
Production	611	8.48%
Protective Services	264	3.66%
Sales/Related	539	7.48%
Personal Care/Service	323	4.48%
Transportation/Moving	704	9.77%
2017 Est. Pop 16+ by Occupation Classification	7,207	
Blue Collar	3,240	44.96%
White Collar	1,873	25.99%
Service and Farm	2,094	29.06%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	7,059	
Drove Alone	5,210	73.81%
Car Pooled	951	13.47%
Public Transportation	23	0.33%
Walked	348	4.93%
Bicycle	78	1.11%
Other Means	137	1.94%
Worked at Home	311	4.41%
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	63.47%
Renter Occupied	2,461	36.51%
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	4.14%
Value $20,000 - $39,999	190	4.44%
Value $40,000 - $59,999	196	4.58%
Value $60,000 - $79,999	308	7.20%
Value $80,000 - $99,999	548	12.81%
Value $100,000 - $149,999	777	18.16%
Value $150,000 - $199,999	543	12.69%
Value $200,000 - $299,999	782	18.28%
Value $300,000 - $399,999	243	5.68%
Value $400,000 - $499,999	137	3.20%
Value $500,000 - $749,999	217	5.07%
Value $750,000 - $999,999	100	2.34%
Value $1,000,000 or more	60	1.40%
2017 Est. Median All Owner-Occupied Housing Value		$145,333
2017 Est. Housing Units by Units in Structure		
1 Unit Attached	5,114	65.37%
1 Unit Detached	152	1.94%
2 Units	311	3.98%
3 or 4 Units	376	4.81%
5 to 19 Units	343	4.39%
20 to 49 Units	126	1.61%
50 or More Units	4	0.05%
Mobile Home or Trailer	1,352	17.28%
Boat, RV, Van, etc.	46	0.59%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
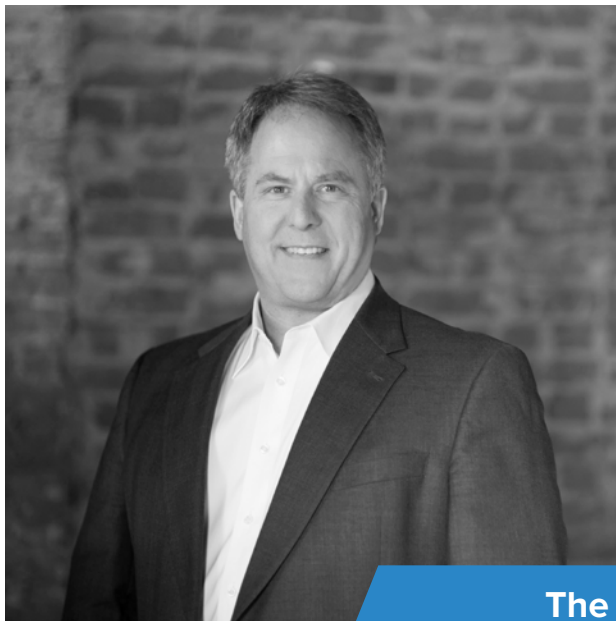## Madras, Oregon

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built		
Housing Units Built 2010 or later	493	6.30%
Housing Units Built 2000 to 2009	1,273	16.27%
Housing Units Built 1990 to 1999	1,585	20.26%
Housing Units Built 1980 to 1989	984	12.58%
Housing Units Built 1970 to 1979	1,351	17.27%
Housing Units Built 1960 to 1969	723	9.24%
Housing Units Built 1950 to 1959	730	9.33%
Housing Units Built 1940 to 1949	357	4.56%
Housing Unit Built 1939 or Earlier	327	4.18%
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.

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.

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

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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