



## Demographics

# 39th & Powell

3945-3975 SE Powell Blvd

54,188 SF Neighborhood Center

Portland, OR 97202 - Mall 205 Submarket

### PREPARED BY

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Results Driven Retail Solutions™

**Barnard Commercial**  
Real Estate

Ashley Rhea  
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# Income & Spending Demographics

39th & Powell

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>2023 Households by HH Income</b>	<b>13,095</b>		<b>94,142</b>		<b>226,862</b>		<b>331,684</b>	
<\$25,000	1,275	9.74%	12,055	12.81%	35,357	15.59%	50,928	15.35%
\$25,000 - \$50,000	1,865	14.24%	15,039	15.97%	38,069	16.78%	55,028	16.59%
\$50,000 - \$75,000	2,200	16.80%	16,025	17.02%	36,619	16.14%	51,857	15.63%
\$75,000 - \$100,000	1,564	11.94%	12,258	13.02%	27,122	11.96%	42,038	12.67%
\$100,000 - \$125,000	1,850	14.13%	10,683	11.35%	24,800	10.93%	33,855	10.21%
\$125,000 - \$150,000	1,263	9.64%	8,124	8.63%	17,893	7.89%	26,567	8.01%
\$150,000 - \$200,000	1,703	13.00%	9,783	10.39%	21,303	9.39%	31,662	9.55%
\$200,000+	1,375	10.50%	10,175	10.81%	25,699	11.33%	39,748	11.98%
<b>2023 Avg Household Income</b>	<b>\$111,987</b>		<b>\$106,127</b>		<b>\$103,570</b>		<b>\$105,316</b>	
<b>2023 Med Household Income</b>	<b>\$94,301</b>		<b>\$83,060</b>		<b>\$78,121</b>		<b>\$79,774</b>	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>Total Specified Consumer Spending</b>	<b>\$471.7M</b>		<b>\$3.2B</b>		<b>\$7.6B</b>		<b>\$11.2B</b>	
<b>Total Apparel</b>	<b>\$22.7M</b>	<b>4.81%</b>	<b>\$154.2M</b>	<b>4.80%</b>	<b>\$367.1M</b>	<b>4.85%</b>	<b>\$548.3M</b>	<b>4.89%</b>
Women's Apparel	\$9.1M	1.93%	\$61.7M	1.92%	\$145.9M	1.93%	\$216.9M	1.94%
Men's Apparel	\$4.9M	1.04%	\$33.3M	1.04%	\$78.7M	1.04%	\$116.7M	1.04%
Girl's Apparel	\$1.4M	0.31%	\$9.8M	0.31%	\$23.7M	0.31%	\$35.7M	0.32%
Boy's Apparel	\$1M	0.22%	\$7M	0.22%	\$17.1M	0.23%	\$26M	0.23%
Infant Apparel	\$1M	0.22%	\$7M	0.22%	\$16.8M	0.22%	\$24.9M	0.22%
Footwear	\$5.2M	1.10%	\$35.4M	1.10%	\$84.9M	1.12%	\$128M	1.14%

<b>Total Entertainment &amp; Hobbies</b>	<b>\$72M</b>	<b>15.28%</b>	<b>\$491.9M</b>	<b>15.33%</b>	<b>\$1.2B</b>	<b>15.31%</b>	<b>\$1.7B</b>	<b>15.28%</b>
Entertainment	\$9.2M	1.96%	\$64.3M	2.00%	\$157.2M	2.08%	\$239.8M	2.14%
Audio & Visual Equipment/Service	\$14.6M	3.09%	\$100.8M	3.14%	\$238.3M	3.15%	\$350.3M	3.13%
Reading Materials	\$1.4M	0.29%	\$9.3M	0.29%	\$21.8M	0.29%	\$31.2M	0.28%
Pets, Toys, & Hobbies	\$13.3M	2.82%	\$89.7M	2.79%	\$208.9M	2.76%	\$305.8M	2.73%
Personal Items	\$33.6M	7.12%	\$227.8M	7.10%	\$533.5M	7.04%	\$785M	7.01%

<b>Total Food and Alcohol</b>	<b>\$128.5M</b>	<b>27.25%</b>	<b>\$885M</b>	<b>27.58%</b>	<b>\$2.1B</b>	<b>27.55%</b>	<b>\$3.1B</b>	<b>27.38%</b>
Food At Home	\$62.9M	13.33%	\$435.4M	13.57%	\$1B	13.69%	\$1.6B	13.84%
Food Away From Home	\$55.9M	11.84%	\$382.6M	11.92%	\$894.2M	11.81%	\$1.3B	11.55%
Alcoholic Beverages	\$9.8M	2.08%	\$67M	2.09%	\$155.9M	2.06%	\$222.5M	1.99%

<b>Total Household</b>	<b>\$82.4M</b>	<b>17.47%</b>	<b>\$549.2M</b>	<b>17.12%</b>	<b>\$1.3B</b>	<b>16.92%</b>	<b>\$1.9B</b>	<b>16.88%</b>
House Maintenance & Repair	\$14.3M	3.04%	\$93.2M	2.90%	\$218.4M	2.88%	\$344M	3.07%
Household Equip & Furnishings	\$30.4M	6.45%	\$208M	6.48%	\$490.2M	6.47%	\$716M	6.39%
Household Operations	\$26M	5.51%	\$171.8M	5.35%	\$398M	5.26%	\$582.9M	5.20%
Housing Costs	\$11.7M	2.47%	\$76.2M	2.38%	\$174.6M	2.31%	\$248.7M	2.22%

# Income & Spending Demographics

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	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>Total Transportation/Maint.</b>	<b>\$107.8M</b>	<b>22.85%</b>	<b>\$738.2M</b>	<b>23.00%</b>	<b>\$1.8B</b>	<b>23.35%</b>	<b>\$2.7B</b>	<b>23.68%</b>
Vehicle Purchases	\$45.8M	9.72%	\$314.1M	9.79%	\$767.5M	10.13%	\$1.2B	10.62%
Gasoline	\$28.1M	5.95%	\$193.1M	6.02%	\$458.2M	6.05%	\$686.2M	6.12%
Vehicle Expenses	\$3.8M	0.80%	\$25.8M	0.81%	\$62M	0.82%	\$85.5M	0.76%
Transportation	\$16.3M	3.45%	\$109.6M	3.41%	\$255.8M	3.38%	\$355.1M	3.17%
Automotive Repair & Maintenance	\$13.9M	2.94%	\$95.5M	2.98%	\$225.1M	2.97%	\$335.8M	3.00%
<b>Total Health Care</b>	<b>\$22M</b>	<b>4.66%</b>	<b>\$151.8M</b>	<b>4.73%</b>	<b>\$358.1M</b>	<b>4.73%</b>	<b>\$538.5M</b>	<b>4.81%</b>
Medical Services	\$13.6M	2.88%	\$92.7M	2.89%	\$217.7M	2.87%	\$327.4M	2.92%
Prescription Drugs	\$6M	1.27%	\$42.4M	1.32%	\$101.2M	1.34%	\$152.9M	1.36%
Medical Supplies	\$2.4M	0.51%	\$16.6M	0.52%	\$39.2M	0.52%	\$58.2M	0.52%
<b>Total Education/Day Care</b>	<b>\$36.2M</b>	<b>7.68%</b>	<b>\$238.6M</b>	<b>7.44%</b>	<b>\$552M</b>	<b>7.29%</b>	<b>\$793.7M</b>	<b>7.08%</b>
Education	\$21.8M	4.62%	\$143.7M	4.48%	\$333.8M	4.41%	\$482.9M	4.31%
Fees & Admissions	\$14.4M	3.05%	\$94.9M	2.96%	\$218.2M	2.88%	\$310.8M	2.77%