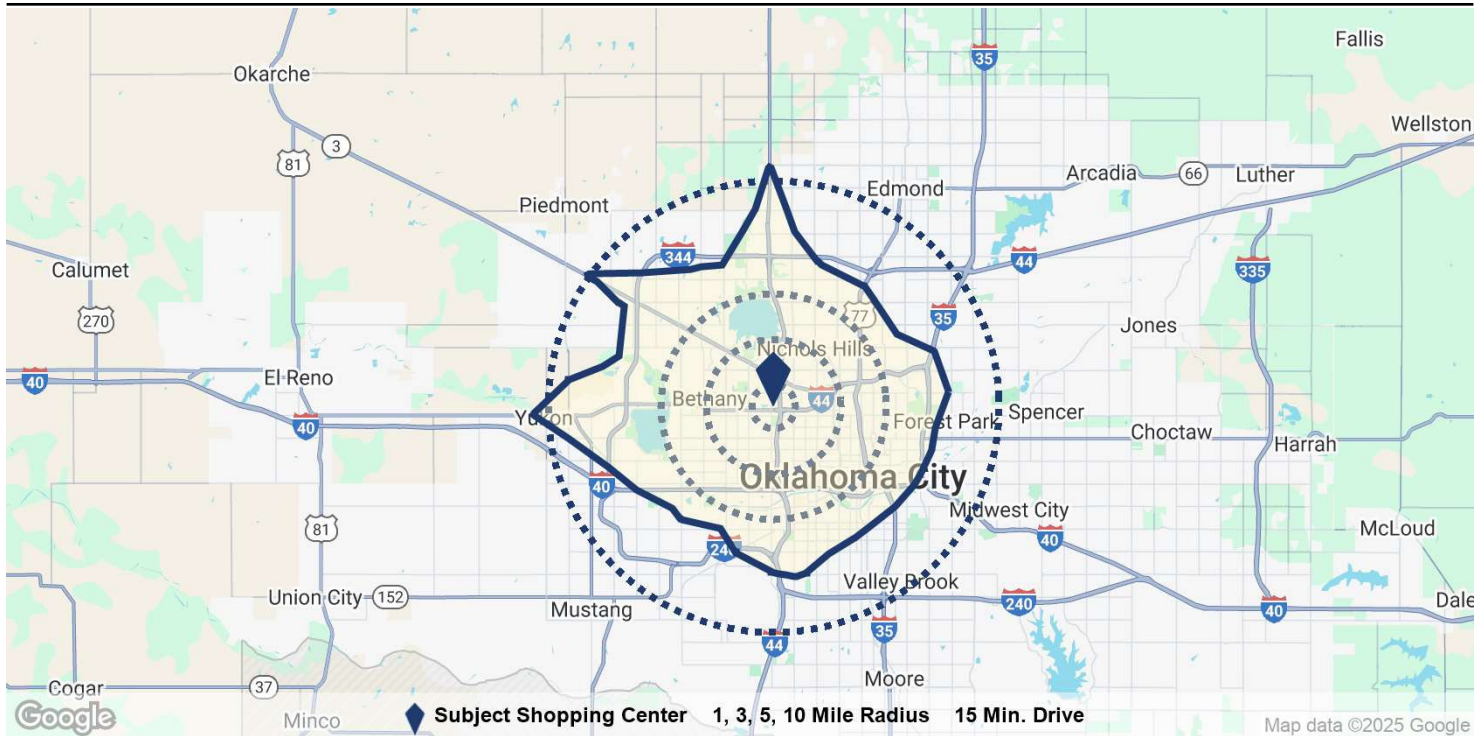


# Subject Shopping Center

Portland Plaza

## DEMOGRAPHICS



Population	1 Mile	3 Miles	5 Miles	10 Miles	15 Min. Drive
Population	11,155	111,212	221,980	656,813	422,472
5 Yr Growth	1.8%	2.6%	2.9%	6.1%	4.9%
Median Age	37	36	36	36	36
5 Yr Forecast	39	38	38	37	38
White / Black / Hispanic	53% / 11% / 22%	55% / 9% / 25%	54% / 12% / 23%	54% / 13% / 22%	52% / 15% / 24%
5 Yr Forecast	53% / 11% / 22%	55% / 9% / 25%	54% / 12% / 23%	55% / 12% / 22%	52% / 14% / 23%
Employment	7,585	66,080	215,347	448,196	213,956
Buying Power	\$237.2M	\$2.4B	\$4.9B	\$14.9B	\$9.2B
5 Yr Growth	1.0%	1.7%	2.3%	6.3%	4.5%
College Graduates	23.0%	28.9%	30.2%	28.5%	36.5%
<b>Household</b>					
Households	4,983	47,701	95,623	264,341	176,059
5 Yr Growth	1.9%	2.7%	3.0%	5.9%	4.8%
Median Household Income	\$47,603	\$51,014	\$51,549	\$56,428	\$52,359
5 Yr Forecast	\$47,178	\$50,523	\$51,175	\$56,653	\$52,193
Average Household Income	\$58,549	\$68,156	\$71,187	\$76,460	\$72,268
5 Yr Forecast	\$59,343	\$68,286	\$71,480	\$77,214	\$72,477
% High Income (>\$75K)	25%	30%	32%	36%	33%
<b>Housing</b>					
Median Home Value	\$149,521	\$162,946	\$171,009	\$175,370	\$171,531
Median Year Built	1962	1960	1964	1975	1971
Owner / Renter Occupied	45% / 55%	50% / 50%	47% / 53%	54% / 46%	50% / 50%

## Portland Plaza

The map shows the Grand Portland area in Portland, Oregon. A blue diamond marker is located on U.S. Route 66, north of the intersection with N Bush Blvd. The map includes major roads like U.S. Route 66 and Interstate 44, and neighborhoods like Bush Hills, Mayfair West, and Windsor. Numbered markers 1 through 10 are also visible on the map.

Collection Street	Cross Street - Direction	Traffic Volume	Count Year	Dist from Subject
➊ NW 39th Expy	N Saint Clair Ave - E	42,619	2025	0.11 mi
➋ N Portland Ave	NW 42nd St - N	11,347	2025	0.11 mi
➌ North Portland Avenue	NW 42nd St - N	9,831	2024	0.21 mi
➍ North Portland Avenue	Treadwell Dr - N	9,872	2025	0.21 mi
➎ N Portland Ave	NW 37th St - S	12,628	2024	0.25 mi
➏ North Portland Avenue	NW 37th St - S	12,299	2025	0.26 mi
➐ N Portland Ave	Treadwell Dr - S	15,497	2018	0.26 mi
➑ NW 36th St	N Portland Ave - W	14,033	2025	0.35 mi
➒ Northwest 36th Street	N Portland Ave - W	12,941	2024	0.36 mi
➓ Northwest 36th Street	N Tacoma St - E	12,995	2025	0.36 mi





## Demographics

# Portland Plaza

3601-3645 NW 39th St  
99,913 SF Neighborhood Center  
Oklahoma City, OK 73112 - Northwest Submarket

PREPARED BY



Matias Henry



# Income & Spending Demographics

Portland Plaza

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
2024 Households by HH Income	4,983		47,700		95,622		176,059	
<\$25,000	1,189	23.86%	10,345	21.69%	21,984	22.99%	40,073	22.76%
\$25,000 - \$50,000	1,442	28.94%	13,027	27.31%	24,490	25.61%	44,337	25.18%
\$50,000 - \$75,000	1,094	21.95%	9,785	20.51%	18,556	19.41%	33,752	19.17%
\$75,000 - \$100,000	590	11.84%	5,462	11.45%	10,873	11.37%	19,855	11.28%
\$100,000 - \$125,000	387	7.77%	3,549	7.44%	7,129	7.46%	14,082	8.00%
\$125,000 - \$150,000	76	1.53%	1,697	3.56%	3,871	4.05%	7,415	4.21%
\$150,000 - \$200,000	120	2.41%	2,039	4.27%	3,907	4.09%	7,592	4.31%
\$200,000+	85	1.71%	1,796	3.77%	4,812	5.03%	8,954	5.09%
2024 Avg Household Income	\$58,549		\$68,156		\$71,187		\$72,268	
2024 Med Household Income	\$47,603		\$51,014		\$51,549		\$52,359	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Specified Consumer Spending	\$116M		\$1.2B		\$2.5B		\$4.6B	
Total Apparel	\$6.3M	5.42%	\$65.5M	5.40%	\$133.2M	5.41%	\$252.9M	5.45%
Women's Apparel	\$2.3M	2.02%	\$24.3M	2.00%	\$49.6M	2.01%	\$94M	2.03%
Men's Apparel	\$1.2M	1.07%	\$13.1M	1.08%	\$26.6M	1.08%	\$50M	1.08%
Girl's Apparel	\$457.1K	0.39%	\$4.8M	0.40%	\$9.8M	0.40%	\$19.2M	0.41%
Boy's Apparel	\$344.9K	0.30%	\$3.7M	0.31%	\$7.6M	0.31%	\$14.6M	0.31%
Infant Apparel	\$359.4K	0.31%	\$3.7M	0.30%	\$7.5M	0.30%	\$13.8M	0.30%
Footwear	\$1.5M	1.33%	\$15.9M	1.31%	\$32.2M	1.31%	\$61.3M	1.32%

Total Entertainment & Hobbies	\$17.9M	15.42%	\$184M	15.17%	\$376.2M	15.28%	\$703.8M	15.18%
Entertainment	\$1.9M	1.68%	\$19.5M	1.61%	\$39.8M	1.62%	\$75.3M	1.62%
Audio & Visual Equipment/Service	\$4.6M	3.95%	\$45.9M	3.78%	\$92.8M	3.77%	\$173.9M	3.75%
Reading Materials	\$190.7K	0.16%	\$2.1M	0.17%	\$4.3M	0.18%	\$8M	0.17%
Pets, Toys, & Hobbies	\$2.9M	2.51%	\$30.9M	2.55%	\$62.8M	2.55%	\$116.3M	2.51%
Personal Items	\$8.3M	7.11%	\$85.6M	7.06%	\$176.5M	7.17%	\$330.4M	7.13%

Total Food and Alcohol	\$33.3M	28.70%	\$342.2M	28.22%	\$689.7M	28.02%	\$1.3B	27.85%
Food At Home	\$17.9M	15.41%	\$179.8M	14.83%	\$360.5M	14.64%	\$681.1M	14.69%
Food Away From Home	\$13.4M	11.51%	\$140M	11.54%	\$283.8M	11.53%	\$527.7M	11.38%
Alcoholic Beverages	\$2.1M	1.78%	\$22.4M	1.84%	\$45.4M	1.85%	\$82.5M	1.78%

Total Household	\$17.3M	14.88%	\$187.9M	15.50%	\$381.9M	15.51%	\$721.3M	15.56%
House Maintenance & Repair	\$3.9M	3.38%	\$42.1M	3.48%	\$81.6M	3.32%	\$158M	3.41%
Household Equip & Furnishings	\$6.7M	5.80%	\$71.9M	5.93%	\$147.5M	5.99%	\$279.8M	6.03%
Household Operations	\$5.1M	4.37%	\$55.2M	4.55%	\$113.6M	4.61%	\$210.8M	4.55%
Housing Costs	\$1.5M	1.33%	\$18.6M	1.53%	\$39.3M	1.60%	\$72.8M	1.57%



# Income & Spending Demographics

Portland Plaza

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>Total Transportation/Maint.</b>	<b>\$30.6M</b>	<b>26.36%</b>	<b>\$313.3M</b>	<b>25.84%</b>	<b>\$634.4M</b>	<b>25.77%</b>	<b>\$1.2B</b>	<b>25.96%</b>
Vehicle Purchases	\$15.2M	13.08%	\$155.2M	12.80%	\$313.9M	12.75%	\$603.3M	13.01%
Gasoline	\$9.2M	7.92%	\$90.8M	7.49%	\$181.3M	7.37%	\$340.5M	7.34%
Vehicle Expenses	\$362.6K	0.31%	\$5.3M	0.44%	\$11.2M	0.46%	\$21.4M	0.46%
Transportation	\$1.9M	1.67%	\$23M	1.90%	\$49.1M	1.99%	\$91.1M	1.96%
Automotive Repair & Maintenance	\$3.9M	3.37%	\$39M	3.21%	\$78.8M	3.20%	\$147.3M	3.18%
<b>Total Health Care</b>	<b>\$5.7M</b>	<b>4.95%</b>	<b>\$59.1M</b>	<b>4.88%</b>	<b>\$118.5M</b>	<b>4.81%</b>	<b>\$221.7M</b>	<b>4.78%</b>
Medical Services	\$3.1M	2.64%	\$32.4M	2.67%	\$65.1M	2.64%	\$122M	2.63%
Prescription Drugs	\$2M	1.76%	\$20.2M	1.67%	\$40.2M	1.63%	\$75M	1.62%
Medical Supplies	\$642.6K	0.55%	\$6.5M	0.54%	\$13.2M	0.54%	\$24.7M	0.53%
<b>Total Education/Day Care</b>	<b>\$5M</b>	<b>4.27%</b>	<b>\$60.4M</b>	<b>4.98%</b>	<b>\$127.9M</b>	<b>5.19%</b>	<b>\$241.4M</b>	<b>5.21%</b>
Education	\$3.1M	2.64%	\$37.6M	3.10%	\$80.1M	3.25%	\$152.2M	3.28%
Fees & Admissions	\$1.9M	1.64%	\$22.8M	1.88%	\$47.8M	1.94%	\$89.2M	1.92%