

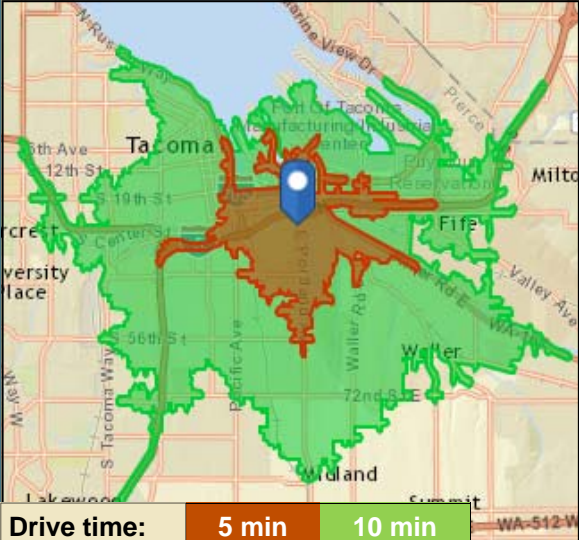
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Portland Avenue Business District



2016 Residential Profile Summary			
Drive Time	5 Min.	10 Min.	U.S.A.
Population	15,860	113,279	
Households	5,512	43,732	
Average Household Size	2.84	2.49	2.59
Median Age	32.0	34.7	38.0
Median Household Income	\$40,967	\$44,256	\$54,149
Median Value Owner Occupied Housing Unit	\$181,906	\$198,986	\$198,891
Owner Occupied Units	44.0%	42.1%	55.4%
Renter Occupied Units	46.3%	47.1%	32.9%
Population Trend 2016-2021	1.3%	1.0%	0.8%
Median Household Income Trend 2016-2021	0.3%	0.8%	1.9%
2016 Business Profile			
Total Businesses	983	7,572	
Total Daytime Employees	15,343	112,085	



Drive time: **5 min** **10 min**



Overview:

Conveniently located off Interstate 5, this area is the entryway to our neighboring casino, The Emerald Queen. Follow the Portland Ave corridor to discover a unique 4-acre, park-like garden nursery, as well as auto services, grocery shops, and a wide range of professional services.

Portland Avenue Business District

2016 Resident Profile	Drive Time			U.S.A.
	5 Min.	10 Min.		
Population by Age				
0 - 4	8.7%	7.0%	6.2%	
5 - 9	8.5%	6.7%	6.3%	
10 - 14	7.5%	6.1%	6.5%	
15 - 19	6.8%	5.8%	6.6%	
20 - 24	7.6%	7.8%	7.1%	
25 - 34	15.6%	17.1%	13.6%	
35 - 44	13.0%	13.7%	12.6%	
45 - 54	11.9%	12.8%	13.3%	
55 - 64	10.7%	11.6%	12.8%	
65 - 74	6.2%	6.8%	8.8%	
75 - 84	2.7%	3.2%	4.3%	
85+	0.9%	1.5%	1.9%	
Population 25+ by Educational Attainment				
Less than 9th Grade	9.2%	6.0%	5.5%	
9th - 12th Grade, No Diploma	10.0%	9.3%	7.3%	
High School or GED/Alternative Credential	31.8%	29.3%	27.6%	
Some College, No Degree	24.5%	24.1%	20.9%	
Associate Degree	10.1%	9.7%	8.2%	
Bachelor's Degree	10.9%	14.0%	18.8%	
Graduate/Professional Degree	3.5%	6.7%	11.6%	
Employed Population 16+ by Industry				
Agriculture/Mining	0.4%	1.0%	2.0%	
Construction	8.1%	7.3%	6.2%	
Manufacturing	9.8%	9.1%	10.2%	
Wholesale Trade	2.8%	3.3%	2.7%	
Retail Trade	10.1%	11.3%	11.3%	
Transportation/Utilities	7.0%	6.2%	4.9%	
Information	2.1%	1.9%	1.9%	
Finance/Insurance/Real Estate	3.6%	4.7%	6.5%	
Services	51.9%	49.5%	49.5%	
Public Administration	4.3%	5.7%	4.7%	
Annual Household Budget Expenditures	Spending Potential Index*	Average Amount Spent	Spending Potential Index*	Average Amount Spent
Drive Time	5 Min.		10 Min.	
Total Expenditures	67	\$44,634	76	\$50,565
Food at Home	69	\$3,417	78	\$3,869
Food Away from Home	69	\$2,121	78	\$2,406
Alcoholic Beverages	68	\$348	79	\$404
Housing	70	\$14,329	79	\$16,196
Shelter	71	\$11,067	80	\$12,519
Utilities, Fuel and Public Services	67	\$3,262	75	\$3,677
Household Operations	66	\$1,136	75	\$1,280
Housekeeping Supplies	66	\$466	75	\$529
Household Furnishings and Equipment	67	\$1,175	75	\$1,331
Apparel and Services	69	\$1,397	78	\$1,575
Transportation	67	\$5,423	76	\$6,124
Travel	64	\$1,199	73	\$1,359
Health Care	64	\$3,369	72	\$3,828
Entertainment and Recreation	66	\$1,934	75	\$2,189
Personal Care Products & Services	67	\$492	76	\$558
Education	69	\$971	79	\$1,123
Life/Other Insurance	60	\$249	68	\$284
Pensions and Social Security	65	\$4,437	74	\$5,013

*Spending Potential Index (SPI) represents the annual amount spent for a product or service related to the national average of 100. A SPI greater than 100 is above the national average. A SPI less than 100 is below the national average. Source: 2016 ESRI Business Analyst Online.