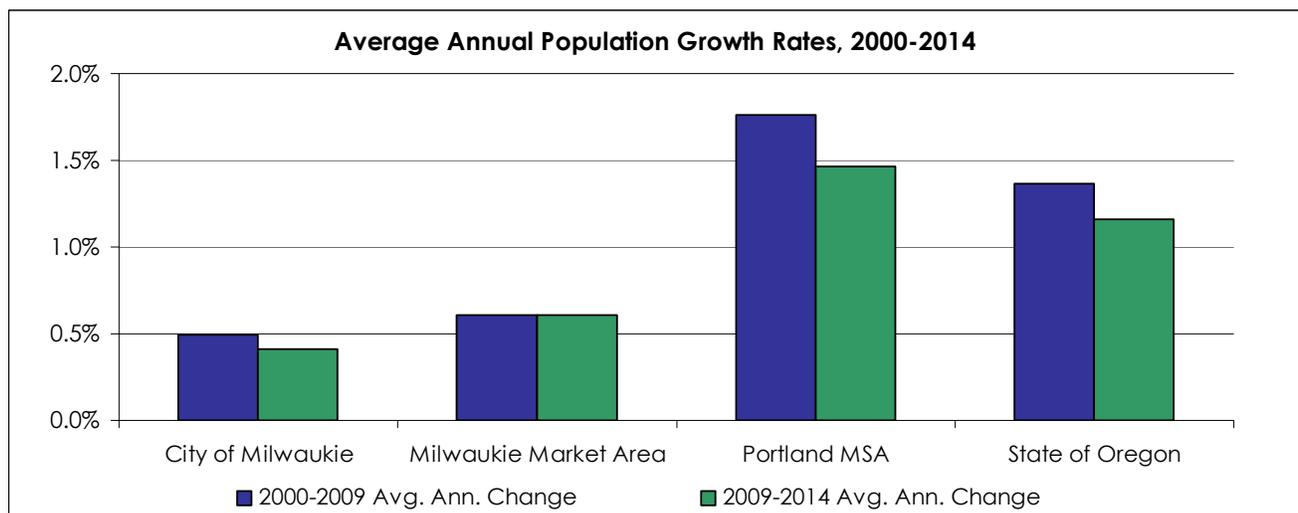


Appendix A. Demographic Profile

POPULATION & HOUSEHOLD GROWTH City of Milwaukie, Milwaukie Market Area, Portland MSA and State of Oregon 2000-2014

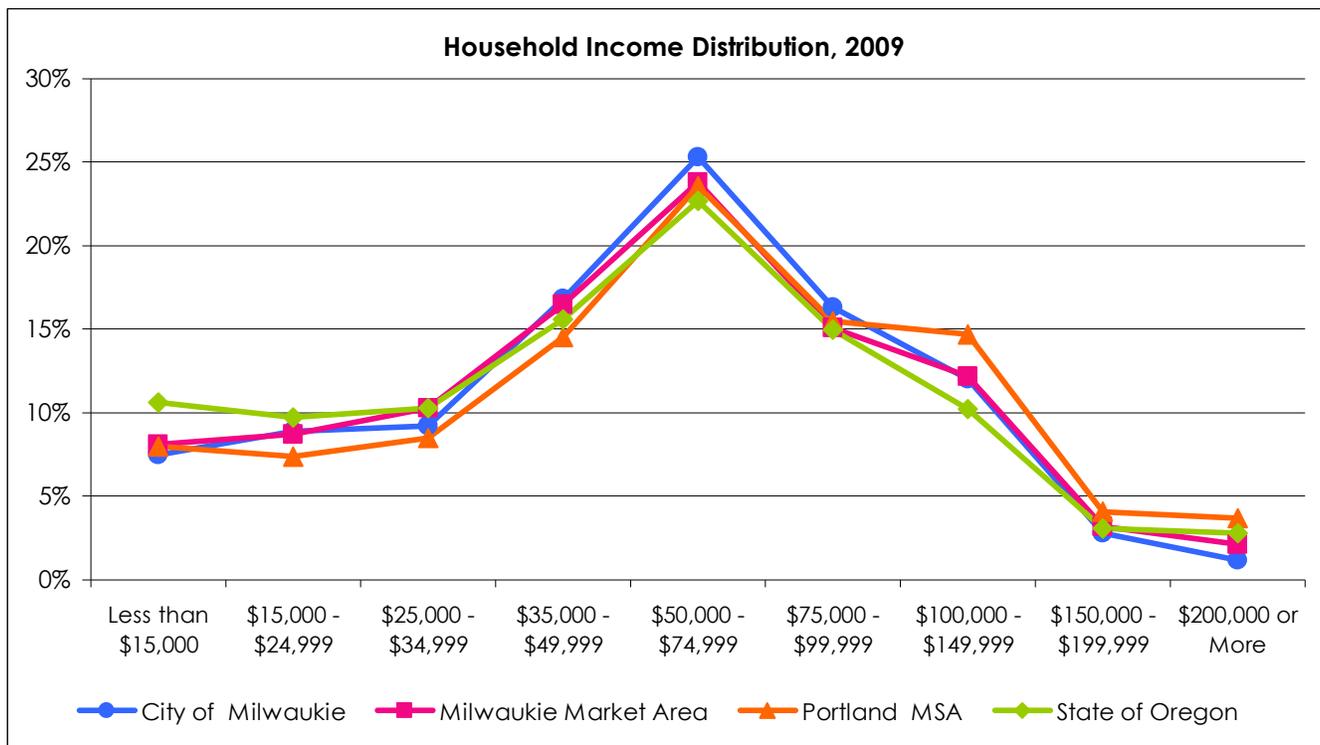
Geographic Area	Avg. Ann. Change 2000-2009				Avg. Ann. Change 2009-2014		
	2000	2009 (Estimate)	Number	Percent	2014 (Forecast)	Number	Percent
City of Milwaukie							
Population	20,490	21,406	102	0.50%	21,848	88	0.41%
Households	8,561	8,791	26	0.30%	8,998	41	0.47%
Avg. Household Size	2.35	2.37	0.002		2.36	-0.002	
Milwaukie Market Area							
Population	91,827	96,835	556	0.61%	99,771	587	0.61%
Households	38,492	40,288	200	0.52%	41,603	263	0.65%
Avg. Household Size	2.34	2.35	0.001		2.35	0.000	
Portland MSA							
Population	1,927,881	2,233,323	33,938	1.76%	2,396,625	32,660	1.46%
Households	745,531	857,304	12,419	1.67%	919,054	12,350	1.44%
Avg. Household Size	2.54	2.56	0.002		2.57	0.002	
State of Oregon							
Population	3,421,399	3,841,859	46,718	1.37%	4,064,906	44,609	1.16%
Households	1,333,723	1,495,911	18,021	1.35%	1,584,044	17,627	1.18%
Avg. Household Size	2.51	2.51	0.000		2.51	0.000	



Source: ESRI BIS

HOUSEHOLD INCOME
City of Milwaukie, Milwaukie Market Area, Portland MSA and Oregon
2009

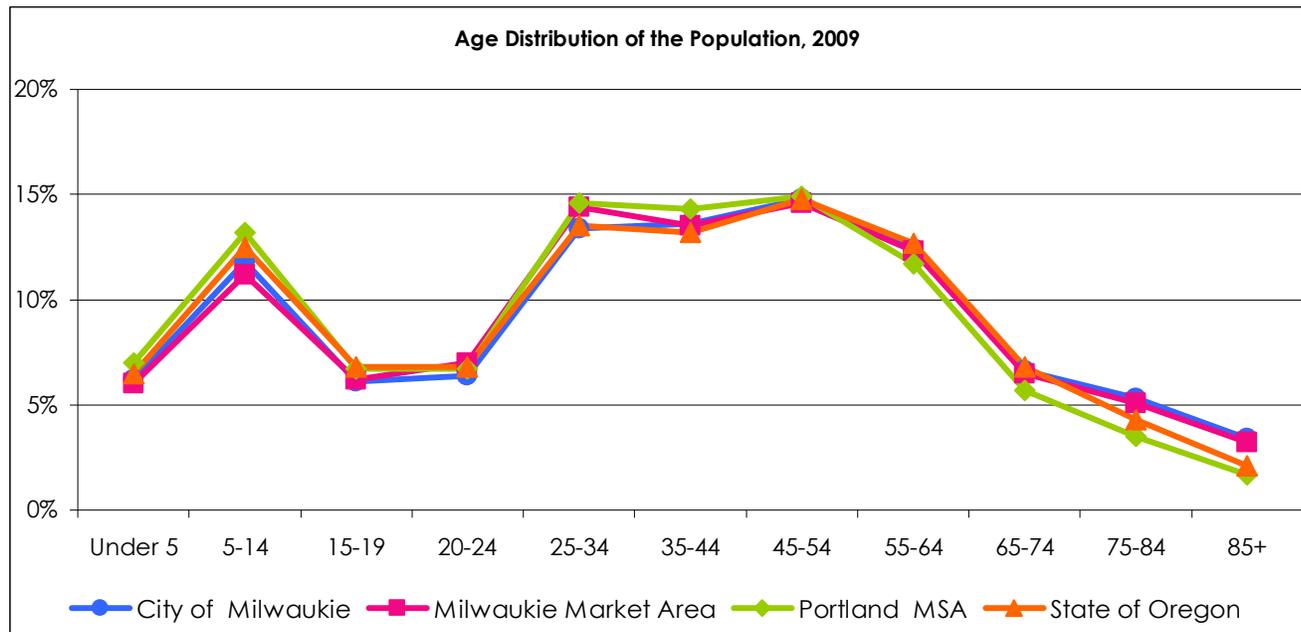
Income	City of Milwaukie	Milwaukie Market Area	Portland MSA	State of Oregon
Less than \$15,000	7.5%	8.1%	8.0%	10.6%
\$15,000 - \$24,999	8.9%	8.7%	7.4%	9.7%
\$25,000 - \$34,999	9.2%	10.3%	8.5%	10.3%
\$35,000 - \$49,999	16.8%	16.5%	14.5%	15.6%
\$50,000 - \$74,999	25.3%	23.8%	23.6%	22.7%
\$75,000 - \$99,999	16.3%	15.1%	15.5%	15.0%
\$100,000 - \$149,999	12.0%	12.2%	14.7%	10.2%
\$150,000 - \$199,999	2.8%	3.2%	4.1%	3.1%
\$200,000 or More	1.2%	2.1%	3.7%	2.8%
Total	8,791	40,288	857,304	1,495,911
Median Household Income	\$58,166	\$56,533	\$62,166	\$53,483



Source: ESRI BIS

POPULATION BY AGE
City of Milwaukie, Milwaukie Market Area, Portland MSA and Oregon
2009

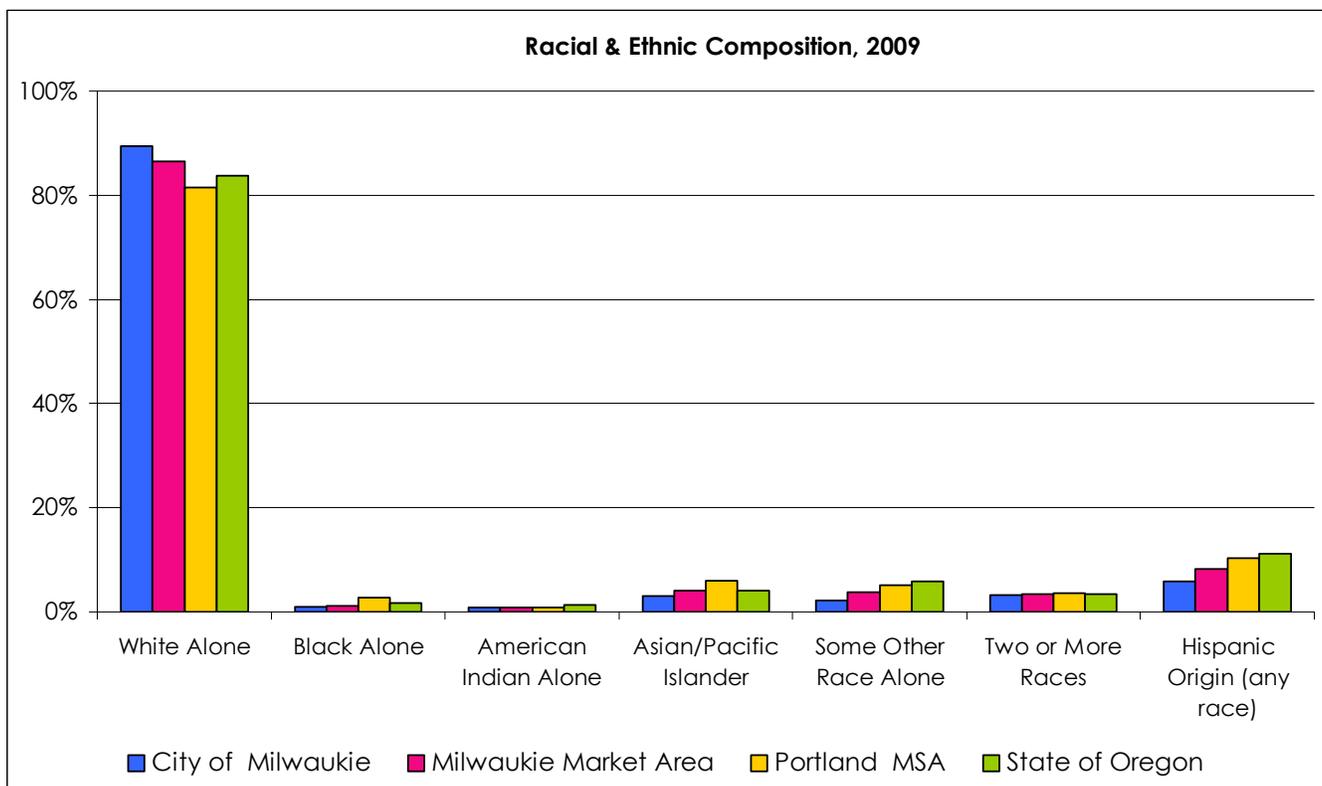
Age Category	City of Milwaukie	Milwaukie Market Area	Portland MSA	State of Oregon
Under 5	6.2%	6.0%	7.0%	6.5%
5-14	11.8%	11.2%	13.2%	12.5%
15-19	6.1%	6.2%	6.7%	6.8%
20-24	6.4%	7.0%	6.7%	6.8%
25-34	13.4%	14.4%	14.6%	13.5%
35-44	13.6%	13.5%	14.3%	13.2%
45-54	14.8%	14.6%	14.9%	14.8%
55-64	12.4%	12.3%	11.7%	12.7%
65-74	6.6%	6.5%	5.7%	6.8%
75-84	5.3%	5.1%	3.5%	4.3%
85+	3.4%	3.2%	1.7%	2.1%
Total	21,406	96,835	2,233,323	3,841,859
Median Age	39.6	38.8	36.3	38.0



Source: ESRI BIS

RACIAL & ETHNIC COMPOSITION
City of Milwaukie, Milwaukie Market Area, Portland MSA and Oregon
2009

Race/Ethnicity	City of Milwaukie	Milwaukie Market Area	Portland MSA	State of Oregon
White Alone	89.5%	86.5%	81.5%	83.7%
Black Alone	1.0%	1.2%	2.8%	1.7%
American Indian Alone	0.9%	0.9%	0.9%	1.3%
Asian/Pacific Islander	3.1%	4.1%	6.0%	4.1%
Some Other Race Alone	2.3%	3.8%	5.1%	5.8%
Two or More Races	3.2%	3.5%	3.7%	3.4%
Hispanic Origin (any race)	5.9%	8.3%	10.3%	11.2%
Total	21,406	96,835	2,233,323	3,841,859



Source: ESRI BIS

Community Tapestry Segments

Recognizing that people who share the same demographic characteristics may have widely divergent interests and shopping preferences, Community Tapestry data (developed by ESRI Business Information Solutions) categorizes neighborhoods throughout the nation into 65 consumer groups or market segments. Neighborhoods are geographically defined by census blocks, which are analyzed and sorted by a variety of demographic and socioeconomic characteristics as well as other determinants of consumer behavior.

Market area households have been grouped into Tapestry market segments. The top market segments within the Milwaukie Market Area are identified and summarized in the chart on the following page.

TOP TEN TAPESTRY MARKET SEGMENTS
Milwaukie Market Area
2009

Market Segment		% of Hholds	Hhold Type	Median Age	Median Income	Consumer Preferences & Purchases
1	Main Street, USA	33.3%	Family Mix	37	\$55,144	These fairly well-educated consumers tend to purchase software, savings certificates, home improvement items and prescription medication. Civic-minded, they often attend public meetings and work as volunteers.
2	Old and Newcomers	13.9%	Single Persons/ Shared Hholds	37	\$42,971	Households are often in transitional mode, either starting careers or retiring. Older members consult with financial planners and are health-conscious. Younger members typically enjoy movies, college football games and activities such as yoga and kickboxing.
3	Metropolitans	10.5%	Married couples/ Singles	38	\$61,973	Singles and childless couples with a busy, urban lifestyle. Do yoga, listen to jazz and visit museums. Travel frequently for business and pleasure.
4	Aspiring Young Families	7.0%	Family Mix	31	\$50,392	Live in start up homes or town homes, nearly half are renters, spend their discretionary income on their children and homes. Enjoy eating out, movies, and playing sports.
5	Retirement Communities	6.2%	Married couples/ Singles	51	\$48,045	Live in multiunit dwelling, frequently congregate housing that includes meals and other services in rent. Residents make good health a priority and spend leisure time playing bingo, gambling and spoiling their grandchildren.
6	Cozy and Comfortable	5.6%	Married couples	42	\$65,768	Middle-aged married couples settled in single-family homes in older neighborhoods. These families have mutual funds, second mortgages and home equity lines of credit. They play softball and golf, eat at family restaurants and travel domestically.
7	Exurbanites	5.3%	Married couples	45	\$88,195	Empty nester couples who spend time working in their garden or decorating their homes. Enjoy domestic wine, attending the theater and outdoor activities such as boating and hiking.
8	In Style	4.5%	Married couples without children	40	\$72,112	Well-educated professional couples who may live in the suburbs but enjoy the amenities of the city. They travel frequently for business and pleasure, own mutual funds and contribute to 401-K accounts. Enjoy dining out and shopping at stores such as Anne Taylor and Nordstrom.
9	Young and Restless	3.7%	Singles/ Shared hholds	29	\$43,645	These households are young and on the go. Their purchases center on themselves and include sports gear, designer clothing and computers and software. Favorite stores include Banana Republic and Express.
10	Prosperous Empty Nesters	2.7%	Married couples without children	49	\$69,834	Enjoying the segue between child rearing and retirement, these couples place a high value on their physical and financial well-being. Leisure activities include playing golf, going boating and extensive travel.
Total Households		92.7%				

Source: ESRI BIS