



Market Profile

St. Helens
 215 N Lower Columbia River Hwy, Saint Helens, OR, 97051
 Drive Time: 5, 10, 20 minutes

Contact CCET for more info (503)/397-7218

Latitude: 45.86055
 Longitude: -122.81999

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Population Summary			
2000 Total Population	10,913	15,674	27,070
2000 Group Quarters	110	171	225
2010 Total Population	13,497	18,774	32,143
2015 Total Population	14,273	19,757	33,805
2010-2015 Annual Rate	1.12%	1.03%	1.01%
Household Summary			
2000 Households	4,116	5,897	10,283
2000 Average Household Size	2.62	2.63	2.61
2010 Households	5,055	7,022	12,223
2010 Average Household Size	2.65	2.65	2.61
2015 Households	5,339	7,380	12,861
2015 Average Household Size	2.65	2.65	2.61
2010-2015 Annual Rate	1.10%	1.00%	1.02%
2000 Families	2,886	4,246	7,489
2000 Average Family Size	3.09	3.05	3.02
2010 Families	3,540	5,027	8,808
2010 Average Family Size	3.11	3.07	3.03
2015 Families	3,719	5,253	9,201
2015 Average Family Size	3.12	3.09	3.04
2010-2015 Annual Rate	0.99%	0.88%	0.88%
Housing Unit Summary			
2000 Housing Units	4,412	6,298	10,961
Owner Occupied Housing Units	61.9%	66.6%	69.6%
Renter Occupied Housing Units	31.3%	27.0%	24.2%
Vacant Housing Units	6.8%	6.4%	6.2%
2010 Housing Units	5,593	7,729	13,410
Owner Occupied Housing Units	61.7%	65.5%	67.9%
Renter Occupied Housing Units	28.6%	25.4%	23.3%
Vacant Housing Units	9.6%	9.1%	8.9%
2015 Housing Units	6,055	8,320	14,438
Owner Occupied Housing Units	60.1%	63.9%	66.5%
Renter Occupied Housing Units	28.1%	24.8%	22.6%
Vacant Housing Units	11.8%	11.3%	10.9%
Median Household Income			
2000	\$42,748	\$44,905	\$46,906
2010	\$56,898	\$58,683	\$59,925
2015	\$64,193	\$65,928	\$66,738
Median Home Value			
2000	\$138,153	\$146,217	\$153,841
2010	\$219,606	\$235,447	\$246,956
2015	\$258,083	\$275,935	\$288,064
Per Capita Income			
2000	\$18,752	\$19,828	\$20,942
2010	\$23,615	\$24,395	\$25,239
2015	\$26,742	\$27,580	\$28,487
Median Age			
2000	33.9	35.5	37.1
2010	35.7	37.6	39.3
2015	35.6	37.7	39.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income			
Household Income Base	4,105	5,922	10,326
<\$15,000	16.3%	15.2%	13.3%
\$15,000 - \$24,999	12.7%	11.9%	10.5%
\$25,000 - \$34,999	11.6%	11.1%	11.2%
\$35,000 - \$49,999	19.3%	19.0%	18.9%
\$50,000 - \$74,999	24.4%	24.2%	25.2%
\$75,000 - \$99,999	8.2%	9.3%	10.8%
\$100,000 - \$149,999	5.7%	6.9%	7.4%
\$150,000 - \$199,999	1.0%	1.4%	1.4%
\$200,000+	0.8%	0.9%	1.2%
Average Household Income	\$49,256	\$52,138	\$54,780
2010 Households by Income			
Household Income Base	5,056	7,021	12,221
<\$15,000	11.7%	10.9%	9.8%
\$15,000 - \$24,999	9.4%	8.8%	8.0%
\$25,000 - \$34,999	7.7%	7.6%	7.5%
\$35,000 - \$49,999	13.2%	12.9%	13.5%
\$50,000 - \$74,999	26.7%	26.5%	27.1%
\$75,000 - \$99,999	18.5%	19.0%	19.1%
\$100,000 - \$149,999	9.4%	10.5%	11.3%
\$150,000 - \$199,999	2.1%	2.2%	2.0%
\$200,000+	1.4%	1.6%	1.7%
Average Household Income	\$62,676	\$65,046	\$66,363
2015 Households by Income			
Household Income Base	5,340	7,380	12,860
<\$15,000	9.1%	8.4%	7.5%
\$15,000 - \$24,999	7.6%	7.1%	6.4%
\$25,000 - \$34,999	5.7%	5.6%	5.5%
\$35,000 - \$49,999	9.1%	8.7%	9.1%
\$50,000 - \$74,999	29.1%	28.7%	29.4%
\$75,000 - \$99,999	20.3%	20.7%	20.5%
\$100,000 - \$149,999	14.4%	15.9%	16.8%
\$150,000 - \$199,999	2.8%	3.0%	2.6%
\$200,000+	1.8%	2.1%	2.2%
Average Household Income	\$71,104	\$73,625	\$74,866
2000 Owner Occupied Housing Units by Value			
Total	2,712	4,180	7,626
<\$50,000	4.6%	4.7%	5.8%
\$50,000 - \$99,999	16.7%	14.9%	13.2%
\$100,000 - \$149,999	38.4%	33.1%	28.7%
\$150,000 - \$199,999	24.8%	25.5%	26.6%
\$200,000 - \$299,999	12.8%	16.2%	17.3%
\$300,000 - \$499,999	2.2%	4.8%	7.2%
\$500,000 - \$999,999	0.5%	0.8%	1.2%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$148,545	\$161,789	\$173,226
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	1,399	1,705	2,602
With Cash Rent	94.0%	93.2%	94.0%
No Cash Rent	6.0%	6.8%	6.0%
Median Rent	\$505	\$511	\$516
Average Rent	\$493	\$508	\$519

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age			
Total	10,910	15,675	27,069
0 - 4	7.9%	7.2%	6.6%
5 - 9	8.3%	8.0%	7.6%
10 - 14	8.3%	8.3%	8.2%
15 - 24	12.7%	12.3%	12.0%
25 - 34	14.5%	13.4%	12.3%
35 - 44	15.7%	16.0%	16.7%
45 - 54	13.5%	14.6%	15.7%
55 - 64	8.1%	8.9%	9.6%
65 - 74	5.2%	5.7%	5.9%
75 - 84	4.3%	4.3%	4.2%
85 +	1.5%	1.4%	1.3%
18 +	71.0%	71.9%	73.0%
2010 Population by Age			
Total	13,498	18,775	32,141
0 - 4	8.0%	7.3%	6.7%
5 - 9	7.2%	6.8%	6.6%
10 - 14	6.9%	6.7%	6.6%
15 - 24	14.1%	13.5%	12.7%
25 - 34	12.8%	12.2%	12.0%
35 - 44	13.8%	13.5%	13.3%
45 - 54	14.3%	15.0%	15.9%
55 - 64	11.4%	12.5%	13.6%
65 - 74	6.1%	6.8%	7.2%
75 - 84	3.7%	3.8%	3.8%
85 +	1.7%	1.7%	1.6%
18 +	73.3%	74.5%	75.8%
2015 Population by Age			
Total	14,273	19,757	33,806
0 - 4	7.9%	7.2%	6.6%
5 - 9	7.2%	6.9%	6.6%
10 - 14	7.1%	7.0%	6.8%
15 - 24	13.0%	12.4%	11.7%
25 - 34	14.1%	13.4%	12.9%
35 - 44	12.4%	12.3%	12.5%
45 - 54	13.5%	13.9%	14.1%
55 - 64	11.7%	12.8%	14.1%
65 - 74	7.8%	8.6%	9.2%
75 - 84	3.7%	3.9%	3.9%
85 +	1.6%	1.6%	1.6%
18 +	73.7%	74.9%	76.1%
2000 Population by Sex			
Males	49.4%	49.8%	49.9%
Females	50.6%	50.2%	50.1%
2010 Population by Sex			
Males	49.8%	50.1%	50.0%
Females	50.2%	49.9%	50.0%
2015 Population by Sex			
Males	49.9%	50.1%	50.0%
Females	50.1%	49.9%	50.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Race/Ethnicity			
Total	10,912	15,675	27,070
White Alone	93.4%	93.8%	94.1%
Black Alone	0.3%	0.3%	0.3%
American Indian Alone	1.5%	1.5%	1.4%
Asian or Pacific Islander Alone	0.8%	0.7%	0.8%
Some Other Race Alone	1.3%	1.1%	0.9%
Two or More Races	2.7%	2.6%	2.5%
Hispanic Origin	3.8%	3.4%	2.9%
Diversity Index	19.2	17.7	16.3
2010 Population by Race/Ethnicity			
Total	13,497	18,775	32,143
White Alone	91.6%	92.1%	92.5%
Black Alone	0.4%	0.4%	0.4%
American Indian Alone	1.7%	1.6%	1.5%
Asian or Pacific Islander Alone	1.1%	1.0%	1.0%
Some Other Race Alone	1.9%	1.7%	1.4%
Two or More Races	3.3%	3.3%	3.2%
Hispanic Origin	5.8%	5.1%	4.4%
Diversity Index	25.1	23.4	21.5
2015 Population by Race/Ethnicity			
Total	14,273	19,757	33,804
White Alone	90.9%	91.4%	91.8%
Black Alone	0.5%	0.4%	0.4%
American Indian Alone	1.7%	1.7%	1.6%
Asian or Pacific Islander Alone	1.2%	1.1%	1.1%
Some Other Race Alone	2.1%	1.9%	1.5%
Two or More Races	3.7%	3.6%	3.6%
Hispanic Origin	6.7%	6.0%	5.2%
Diversity Index	27.7	25.9	23.9
2000 Population 3+ by School Enrollment			
Total	10,394	15,022	26,058
Enrolled in Nursery/Preschool	1.7%	1.7%	1.4%
Enrolled in Kindergarten	1.8%	1.8%	1.6%
Enrolled in Grade 1-8	13.7%	13.2%	13.3%
Enrolled in Grade 9-12	5.4%	5.6%	5.9%
Enrolled in College	3.0%	2.7%	2.8%
Enrolled in Grad/Prof School	0.3%	0.4%	0.4%
Not Enrolled in School	74.1%	74.7%	74.7%
2010 Population 25+ by Educational Attainment			
Total	8,613	12,308	21,684
Less Than 9th Grade	3.3%	3.0%	2.7%
9th to 12th Grade, No Diploma	8.2%	7.7%	7.1%
High School Graduate	37.3%	37.0%	34.6%
Some College, No Degree	27.1%	26.7%	27.8%
Associate Degree	8.4%	8.3%	9.3%
Bachelor's Degree	10.6%	11.7%	12.6%
Graduate/Professional Degree	5.1%	5.6%	5.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Population 15+ by Marital Status			
Total	10,517	14,847	25,759
Never Married	23.2%	22.6%	22.5%
Married	58.0%	59.6%	59.6%
Widowed	6.4%	6.2%	5.6%
Divorced	12.4%	11.6%	12.3%
2000 Population 16+ by Employment Status			
Total	8,047	11,745	20,573
In Labor Force	66.0%	65.1%	66.9%
Civilian Employed	61.4%	61.0%	62.8%
Civilian Unemployed	4.4%	4.0%	3.9%
In Armed Forces	0.2%	0.2%	0.2%
Not In Labor Force	34.0%	34.9%	33.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.8%	87.2%	87.5%
Civilian Unemployed	13.2%	12.8%	12.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.5%	89.8%	90.0%
Civilian Unemployed	10.5%	10.2%	10.0%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,082	5,931	10,360
Own Children < 6 Only	10.5%	9.5%	8.1%
Employed/in Armed Forces	4.2%	4.4%	4.1%
Unemployed	0.7%	0.6%	0.6%
Not in Labor Force	5.6%	4.5%	3.4%
Own Children <6 and 6-17 Only	7.4%	7.3%	6.4%
Employed/in Armed Forces	4.6%	4.2%	3.6%
Unemployed	0.7%	0.6%	0.4%
Not in Labor Force	2.0%	2.4%	2.3%
Own Children 6-17 Only	19.3%	18.8%	20.0%
Employed/in Armed Forces	14.6%	14.4%	15.6%
Unemployed	0.6%	0.6%	0.6%
Not in Labor Force	4.1%	3.8%	3.9%
No Own Children < 18	62.8%	64.5%	65.6%
Employed/in Armed Forces	29.5%	29.6%	31.5%
Unemployed	2.2%	1.9%	1.8%
Not in Labor Force	31.1%	33.1%	32.3%
2010 Employed Population 16+ by Industry			
Total	5,630	7,813	13,889
Agriculture/Mining	1.6%	2.1%	2.7%
Construction	8.1%	8.2%	7.7%
Manufacturing	17.1%	16.7%	15.1%
Wholesale Trade	2.4%	2.9%	3.2%
Retail Trade	10.2%	10.4%	10.8%
Transportation/Utilities	9.1%	8.7%	8.8%
Information	1.8%	1.8%	2.2%
Finance/Insurance/Real Estate	5.8%	5.4%	6.0%
Services	39.3%	39.2%	38.9%
Public Administration	4.7%	4.7%	4.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Employed Population 16+ by Occupation			
Total	5,631	7,812	13,892
White Collar	53.0%	53.8%	55.0%
Management/Business/Financial	11.1%	11.7%	12.6%
Professional	17.5%	17.9%	18.6%
Sales	7.4%	7.6%	8.5%
Administrative Support	16.9%	16.6%	15.2%
Services	15.6%	15.0%	15.5%
Blue Collar	31.4%	31.1%	29.5%
Farming/Forestry/Fishing	0.3%	0.4%	0.7%
Construction/Extraction	8.0%	8.2%	7.4%
Installation/Maintenance/Repair	5.8%	6.0%	6.0%
Production	8.3%	7.8%	6.7%
Transportation/Material Moving	9.1%	8.8%	8.7%
2000 Workers 16+ by Means of Transportation to Work			
Total	4,879	7,061	12,733
Drove Alone - Car, Truck, or Van	75.3%	76.7%	78.1%
Carpooled - Car, Truck, or Van	16.8%	15.7%	13.8%
Public Transportation	0.1%	0.1%	0.1%
Walked	2.5%	2.3%	2.1%
Other Means	1.6%	1.3%	1.1%
Worked at Home	3.6%	3.8%	4.8%
2000 Workers 16+ by Travel Time to Work			
Total	4,879	7,061	12,735
Did not Work at Home	96.4%	96.2%	95.2%
Less than 5 minutes	6.7%	6.1%	5.4%
5 to 9 minutes	21.2%	19.2%	15.2%
10 to 19 minutes	19.3%	20.3%	19.5%
20 to 24 minutes	2.8%	3.0%	4.4%
25 to 34 minutes	5.6%	6.9%	13.0%
35 to 44 minutes	12.1%	11.9%	11.8%
45 to 59 minutes	21.9%	21.2%	17.9%
60 to 89 minutes	5.9%	6.6%	6.3%
90 or more minutes	0.9%	1.1%	1.6%
Worked at Home	3.6%	3.8%	4.8%
Average Travel Time to Work (in min)	26.5	27.4	28.6
2000 Households by Vehicles Available			
Total	4,111	5,889	10,284
None	7.2%	6.3%	5.2%
1	28.3%	26.6%	26.0%
2	40.7%	41.3%	41.7%
3	16.4%	17.0%	17.7%
4	5.8%	6.5%	6.9%
5+	1.6%	2.3%	2.4%
Average Number of Vehicles Available	1.9	2.0	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Type			
Total	4,115	5,897	10,282
Family Households	70.1%	72.0%	72.8%
Married-couple Family	54.4%	57.8%	59.5%
With Related Children	26.8%	27.2%	26.9%
Other Family (No Spouse)	15.7%	14.2%	13.4%
With Related Children	12.3%	10.9%	9.8%
Nonfamily Households	29.9%	28.0%	27.2%
Householder Living Alone	23.9%	22.1%	21.5%
Householder Not Living Alone	6.0%	5.9%	5.6%
Households with Related Children	39.1%	38.1%	36.7%
Households with Persons 65+	21.3%	21.8%	21.6%
2000 Households by Size			
Total	4,116	5,897	10,283
1 Person Household	23.9%	22.1%	21.5%
2 Person Household	33.1%	35.0%	36.3%
3 Person Household	16.7%	16.5%	16.5%
4 Person Household	15.6%	15.6%	15.6%
5 Person Household	6.6%	6.7%	6.4%
6 Person Household	2.6%	2.6%	2.5%
7 + Person Household	1.4%	1.4%	1.3%
2000 Households by Year Householder Moved In			
Total	4,110	5,890	10,284
Moved in 1999 to March 2000	24.7%	22.1%	20.1%
Moved in 1995 to 1998	34.7%	33.7%	33.2%
Moved in 1990 to 1994	12.8%	13.8%	14.7%
Moved in 1980 to 1989	12.8%	13.7%	14.6%
Moved in 1970 to 1979	7.6%	8.8%	10.2%
Moved in 1969 or Earlier	7.4%	7.9%	7.3%
Median Year Householder Moved In	1996	1996	1995
2000 Housing Units by Units in Structure			
Total	4,416	6,295	10,963
1, Detached	69.3%	72.6%	71.1%
1, Attached	1.2%	1.2%	1.2%
2	7.5%	6.2%	4.5%
3 or 4	3.8%	2.9%	3.2%
5 to 9	2.9%	2.3%	1.9%
10 to 19	2.7%	2.2%	2.1%
20 +	5.8%	4.4%	3.0%
Mobile Home	6.6%	8.0%	12.3%
Other	0.2%	0.2%	0.7%
2000 Housing Units by Year Structure Built			
Total	4,414	6,295	10,965
1999 to March 2000	4.6%	4.3%	3.9%
1995 to 1998	16.3%	15.4%	16.3%
1990 to 1994	7.2%	8.0%	7.3%
1980 to 1989	9.5%	9.8%	10.8%
1970 to 1979	19.8%	20.0%	22.3%
1969 or Earlier	42.6%	42.6%	39.4%
Median Year Structure Built	1974	1974	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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Top 3 Tapestry Segments			
1.	Main Street, USA	Main Street, USA	Green Acres
2.	Green Acres	Green Acres	Main Street, USA
3.	Aspiring Young Families	Aspiring Young Families	Salt of the Earth
2010 Consumer Spending			
Apparel & Services: Total \$	\$7,712,494	\$11,020,962	\$19,312,545
Average Spent	\$1,525.81	\$1,569.52	\$1,579.96
Spending Potential Index	64	66	66
Computers & Accessories: Total \$	\$1,023,243	\$1,462,709	\$2,578,513
Average Spent	\$202.44	\$208.31	\$210.95
Spending Potential Index	92	95	96
Education: Total \$	\$5,800,947	\$8,380,018	\$14,591,533
Average Spent	\$1,147.64	\$1,193.41	\$1,193.73
Spending Potential Index	94	98	98
Entertainment/Recreation: Total \$	\$14,956,146	\$21,647,633	\$38,735,724
Average Spent	\$2,958.87	\$3,082.88	\$3,168.96
Spending Potential Index	92	96	98
Food at Home: Total \$	\$20,358,193	\$29,145,302	\$51,740,434
Average Spent	\$4,027.59	\$4,150.64	\$4,232.88
Spending Potential Index	90	93	95
Food Away from Home: Total \$	\$14,798,191	\$21,183,393	\$37,429,302
Average Spent	\$2,927.62	\$3,016.77	\$3,062.09
Spending Potential Index	91	94	95
Health Care: Total \$	\$16,586,891	\$24,208,428	\$44,144,745
Average Spent	\$3,281.49	\$3,447.57	\$3,611.48
Spending Potential Index	88	93	97
HH Furnishings & Equipment: Total \$	\$8,256,206	\$11,940,461	\$21,261,833
Average Spent	\$1,633.38	\$1,700.46	\$1,739.43
Spending Potential Index	79	83	84
Investments: Total \$	\$7,695,968	\$11,415,021	\$20,811,382
Average Spent	\$1,522.54	\$1,625.64	\$1,702.58
Spending Potential Index	88	93	98
Retail Goods: Total \$	\$107,770,061	\$155,774,091	\$280,180,118
Average Spent	\$21,320.83	\$22,184.09	\$22,921.49
Spending Potential Index	86	89	92
Shelter: Total \$	\$73,625,581	\$105,194,178	\$182,339,167
Average Spent	\$14,565.81	\$14,980.91	\$14,917.14
Spending Potential Index	92	95	94
TV/Video/Audio: Total \$	\$5,627,043	\$8,061,730	\$14,327,760
Average Spent	\$1,113.23	\$1,148.09	\$1,172.15
Spending Potential Index	90	92	94
Travel: Total \$	\$8,774,298	\$12,754,211	\$22,407,350
Average Spent	\$1,735.87	\$1,816.35	\$1,833.14
Spending Potential Index	92	96	97
Vehicle Maintenance & Repairs: Total \$	\$4,282,926	\$6,173,649	\$11,038,617
Average Spent	\$847.32	\$879.20	\$903.07
Spending Potential Index	90	93	96

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.