



Market Profile

Vernonia
 Vernonia, OR
 Drive Time: 5, 10, 20 minutes

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

Latitude: 45.85868
 Longitude: -123.1972

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Population Summary			
2000 Total Population	1,172	2,524	3,787
2000 Group Quarters	0	0	0
2010 Total Population	1,228	2,612	3,930
2015 Total Population	1,239	2,620	3,953
2010-2015 Annual Rate	0.18%	0.06%	0.12%
Household Summary			
2000 Households	420	882	1,332
2000 Average Household Size	2.79	2.86	2.84
2010 Households	438	910	1,378
2010 Average Household Size	2.80	2.87	2.85
2015 Households	442	912	1,385
2015 Average Household Size	2.80	2.87	2.85
2010-2015 Annual Rate	0.18%	0.04%	0.10%
2000 Families	315	667	1,015
2000 Average Family Size	3.19	3.28	3.24
2010 Families	326	682	1,038
2010 Average Family Size	3.21	3.29	3.26
2015 Families	326	679	1,037
2015 Average Family Size	3.22	3.30	3.27
2010-2015 Annual Rate	0.00%	-0.09%	-0.02%
Housing Unit Summary			
2000 Housing Units	472	988	1,479
Owner Occupied Housing Units	70.8%	71.1%	72.5%
Renter Occupied Housing Units	18.0%	18.2%	17.6%
Vacant Housing Units	11.2%	10.7%	9.9%
2010 Housing Units	515	1,068	1,596
Owner Occupied Housing Units	67.4%	67.4%	68.9%
Renter Occupied Housing Units	17.7%	17.8%	17.5%
Vacant Housing Units	15.0%	14.8%	13.7%
2015 Housing Units	535	1,106	1,652
Owner Occupied Housing Units	65.8%	65.6%	67.2%
Renter Occupied Housing Units	16.8%	16.9%	16.6%
Vacant Housing Units	17.4%	17.5%	16.2%
Median Household Income			
2000	\$40,916	\$41,155	\$42,281
2010	\$47,681	\$47,764	\$49,831
2015	\$54,748	\$54,566	\$56,955
Median Home Value			
2000	\$136,170	\$135,870	\$142,266
2010	\$204,651	\$206,618	\$217,483
2015	\$242,742	\$242,248	\$251,230
Per Capita Income			
2000	\$17,176	\$17,387	\$17,754
2010	\$19,221	\$19,064	\$19,915
2015	\$22,001	\$21,741	\$22,730
Median Age			
2000	35.6	35.1	35.6
2010	37.5	37.0	37.9
2015	37.2	36.5	37.5

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	414	872	1,318
<\$15,000	15.2%	15.4%	14.8%
\$15,000 - \$24,999	10.9%	10.3%	10.5%
\$25,000 - \$34,999	13.0%	12.8%	11.9%
\$35,000 - \$49,999	25.8%	25.3%	24.4%
\$50,000 - \$74,999	21.3%	22.6%	22.4%
\$75,000 - \$99,999	7.2%	7.5%	9.3%
\$100,000 - \$149,999	3.9%	3.7%	4.5%
\$150,000 - \$199,999	2.2%	1.6%	1.6%
\$200,000+	0.5%	0.8%	0.7%
Average Household Income	\$47,736	\$48,853	\$50,116
2010 Households by Income			
Household Income Base	437	909	1,376
<\$15,000	13.3%	13.4%	12.6%
\$15,000 - \$24,999	9.4%	9.0%	8.9%
\$25,000 - \$34,999	11.4%	11.1%	10.3%
\$35,000 - \$49,999	19.5%	19.5%	18.5%
\$50,000 - \$74,999	26.3%	27.8%	27.8%
\$75,000 - \$99,999	11.9%	11.7%	11.5%
\$100,000 - \$149,999	5.7%	5.2%	7.9%
\$150,000 - \$199,999	1.6%	1.2%	1.5%
\$200,000+	0.9%	1.1%	1.0%
Average Household Income	\$54,150	\$53,731	\$56,404
2015 Households by Income			
Household Income Base	444	913	1,385
<\$15,000	10.8%	11.0%	10.0%
\$15,000 - \$24,999	7.9%	7.6%	7.3%
\$25,000 - \$34,999	9.0%	8.8%	8.0%
\$35,000 - \$49,999	14.0%	14.2%	13.3%
\$50,000 - \$74,999	30.9%	32.7%	32.2%
\$75,000 - \$99,999	14.2%	13.8%	13.3%
\$100,000 - \$149,999	9.5%	8.5%	12.3%
\$150,000 - \$199,999	2.5%	1.9%	2.2%
\$200,000+	1.4%	1.5%	1.4%
Average Household Income	\$61,556	\$61,214	\$64,328
2000 Owner Occupied Housing Units by Value			
Total	332	702	1,081
<\$50,000	6.0%	6.1%	7.2%
\$50,000 - \$99,999	21.1%	21.4%	18.8%
\$100,000 - \$149,999	30.7%	31.8%	28.6%
\$150,000 - \$199,999	19.9%	20.4%	21.2%
\$200,000 - \$299,999	18.4%	16.4%	17.1%
\$300,000 - \$499,999	3.6%	3.8%	6.7%
\$500,000 - \$999,999	0.3%	0.1%	0.5%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$153,098	\$149,512	\$159,840
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	75	164	227
With Cash Rent	89.3%	87.2%	86.3%
No Cash Rent	10.7%	12.8%	13.7%
Median Rent	\$484	\$482	\$487
Average Rent	\$466	\$472	\$481

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	1,173	2,523	3,788
0 - 4	7.1%	7.5%	7.3%
5 - 9	8.3%	8.3%	7.9%
10 - 14	9.5%	9.4%	9.2%
15 - 24	12.4%	12.5%	12.7%
25 - 34	11.8%	12.2%	11.8%
35 - 44	17.1%	17.0%	17.3%
45 - 54	14.1%	13.9%	14.7%
55 - 64	8.4%	8.4%	8.5%
65 - 74	6.7%	6.4%	6.1%
75 - 84	3.9%	3.7%	3.6%
85 +	0.8%	0.8%	0.7%
18 +	69.1%	68.5%	69.1%
2010 Population by Age			
Total	1,224	2,611	3,929
0 - 4	7.4%	7.6%	7.4%
5 - 9	7.4%	7.7%	7.5%
10 - 14	7.4%	7.7%	7.7%
15 - 24	13.2%	12.9%	12.5%
25 - 34	11.5%	11.6%	11.6%
35 - 44	12.7%	13.0%	12.8%
45 - 54	16.4%	16.2%	16.5%
55 - 64	12.6%	12.4%	13.2%
65 - 74	6.4%	6.2%	6.4%
75 - 84	3.8%	3.5%	3.4%
85 +	1.1%	1.1%	1.1%
18 +	73.2%	72.5%	73.1%
2015 Population by Age			
Total	1,236	2,620	3,952
0 - 4	7.1%	7.3%	7.0%
5 - 9	7.6%	7.7%	7.5%
10 - 14	7.8%	8.0%	7.9%
15 - 24	12.1%	12.3%	12.0%
25 - 34	13.0%	13.1%	12.9%
35 - 44	11.2%	11.1%	11.0%
45 - 54	14.4%	14.5%	14.7%
55 - 64	13.8%	13.5%	14.2%
65 - 74	8.2%	8.0%	8.4%
75 - 84	3.4%	3.2%	3.2%
85 +	1.4%	1.3%	1.2%
18 +	73.1%	72.6%	73.2%
2000 Population by Sex			
Males	50.6%	50.4%	50.4%
Females	49.4%	49.6%	49.6%
2010 Population by Sex			
Males	50.2%	50.0%	50.0%
Females	49.8%	50.0%	50.0%
2015 Population by Sex			
Males	49.8%	49.9%	49.8%
Females	50.2%	50.1%	50.2%

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

June 12, 2012

Made with Esri Business Analyst



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2000 Population by Race/Ethnicity			
Total	1,171	2,525	3,786
White Alone	96.3%	95.9%	95.8%
Black Alone	0.2%	0.4%	0.4%
American Indian Alone	0.9%	1.0%	1.0%
Asian or Pacific Islander Alone	0.4%	0.5%	0.5%
Some Other Race Alone	0.4%	0.4%	0.6%
Two or More Races	1.7%	1.7%	1.7%
Hispanic Origin	1.9%	1.9%	2.1%
Diversity Index	10.8	11.3	11.9
2010 Population by Race/Ethnicity			
Total	1,228	2,611	3,929
White Alone	95.0%	94.8%	94.4%
Black Alone	0.3%	0.5%	0.6%
American Indian Alone	1.1%	1.1%	1.1%
Asian or Pacific Islander Alone	0.6%	0.7%	0.7%
Some Other Race Alone	0.7%	0.6%	0.9%
Two or More Races	2.3%	2.3%	2.3%
Hispanic Origin	3.0%	2.9%	3.3%
Diversity Index	15.0	15.4	16.7
2015 Population by Race/Ethnicity			
Total	1,238	2,620	3,954
White Alone	94.7%	94.3%	93.8%
Black Alone	0.3%	0.6%	0.7%
American Indian Alone	1.1%	1.1%	1.1%
Asian or Pacific Islander Alone	0.6%	0.8%	0.8%
Some Other Race Alone	0.8%	0.6%	1.1%
Two or More Races	2.5%	2.6%	2.6%
Hispanic Origin	3.4%	3.4%	3.9%
Diversity Index	16.5	17.0	18.6
2000 Population 3+ by School Enrollment			
Total	1,119	2,409	3,624
Enrolled in Nursery/Preschool	2.3%	2.3%	2.0%
Enrolled in Kindergarten	1.6%	1.5%	1.4%
Enrolled in Grade 1-8	13.6%	13.9%	13.6%
Enrolled in Grade 9-12	7.4%	7.3%	7.4%
Enrolled in College	2.6%	2.4%	2.5%
Enrolled in Grad/Prof School	0.3%	0.4%	0.5%
Not Enrolled in School	72.2%	72.1%	72.6%
2010 Population 25+ by Educational Attainment			
Total	793	1,672	2,553
Less Than 9th Grade	2.0%	2.0%	2.5%
9th to 12th Grade, No Diploma	8.6%	8.3%	8.7%
High School Graduate	36.0%	36.8%	35.9%
Some College, No Degree	29.3%	29.0%	29.5%
Associate Degree	9.3%	9.2%	9.1%
Bachelor's Degree	11.2%	10.7%	10.1%
Graduate/Professional Degree	3.5%	4.1%	4.2%

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	954	2,011	3,043
Never Married	24.7%	24.3%	24.6%
Married	61.8%	61.7%	61.8%
Widowed	4.4%	4.2%	4.1%
Divorced	9.1%	9.8%	9.4%
2000 Population 16+ by Employment Status			
Total	844	1,818	2,774
In Labor Force	57.0%	58.4%	60.9%
Civilian Employed	54.3%	54.8%	57.2%
Civilian Unemployed	2.7%	3.5%	3.7%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	43.0%	41.6%	39.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	88.5%	87.1%	87.2%
Civilian Unemployed	11.5%	12.9%	12.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.8%	89.8%	89.9%
Civilian Unemployed	9.2%	10.2%	10.1%
2000 Females 16+ by Employment Status and Age of Children			
Total	424	921	1,391
Own Children < 6 Only	8.5%	8.8%	8.1%
Employed/in Armed Forces	2.8%	3.3%	3.0%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	5.7%	5.4%	4.9%
Own Children <6 and 6-17 Only	8.3%	7.3%	7.2%
Employed/in Armed Forces	5.0%	4.6%	4.7%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	3.3%	2.6%	2.4%
Own Children 6-17 Only	21.7%	22.3%	21.9%
Employed/in Armed Forces	11.6%	12.8%	12.9%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	10.1%	9.3%	8.7%
No Own Children < 18	61.6%	61.7%	62.9%
Employed/in Armed Forces	25.5%	24.9%	27.7%
Unemployed	1.7%	2.4%	2.7%
Not in Labor Force	34.4%	34.4%	32.5%
2010 Employed Population 16+ by Industry			
Total	427	915	1,446
Agriculture/Mining	3.3%	3.7%	4.0%
Construction	9.1%	10.5%	10.9%
Manufacturing	18.0%	17.0%	15.6%
Wholesale Trade	2.3%	2.5%	2.6%
Retail Trade	10.3%	9.9%	10.0%
Transportation/Utilities	8.2%	8.3%	8.3%
Information	3.5%	3.0%	2.7%
Finance/Insurance/Real Estate	5.2%	4.3%	4.4%
Services	35.8%	36.5%	37.5%
Public Administration	4.2%	4.3%	4.1%

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	429	917	1,446
White Collar	51.7%	51.3%	51.6%
Management/Business/Financial	11.9%	11.3%	12.0%
Professional	18.4%	18.2%	17.8%
Sales	7.5%	7.3%	7.8%
Administrative Support	14.0%	14.4%	14.0%
Services	13.1%	13.9%	13.6%
Blue Collar	35.2%	34.9%	34.8%
Farming/Forestry/Fishing	2.3%	2.8%	2.8%
Construction/Extraction	7.9%	7.7%	8.2%
Installation/Maintenance/Repair	8.4%	8.3%	7.7%
Production	9.1%	8.6%	8.0%
Transportation/Material Moving	7.5%	7.4%	8.1%
2000 Workers 16+ by Means of Transportation to Work			
Total	448	976	1,556
Drove Alone - Car, Truck, or Van	76.3%	75.5%	76.4%
Carpooled - Car, Truck, or Van	15.4%	15.0%	14.5%
Public Transportation	1.1%	0.9%	0.7%
Walked	1.8%	2.7%	2.3%
Other Means	0.9%	0.9%	1.2%
Worked at Home	4.5%	5.0%	4.9%
2000 Workers 16+ by Travel Time to Work			
Total	446	976	1,556
Did not Work at Home	95.5%	95.0%	95.1%
Less than 5 minutes	5.2%	5.2%	4.4%
5 to 9 minutes	10.1%	10.3%	8.8%
10 to 19 minutes	6.5%	7.2%	8.4%
20 to 24 minutes	2.7%	3.3%	4.1%
25 to 34 minutes	4.7%	4.9%	9.7%
35 to 44 minutes	13.7%	12.9%	12.3%
45 to 59 minutes	26.7%	26.3%	24.2%
60 to 89 minutes	20.4%	20.0%	18.7%
90 or more minutes	5.6%	4.8%	4.4%
Worked at Home	4.5%	5.0%	4.9%
Average Travel Time to Work (in min)	41.1	40.2	39.7
2000 Households by Vehicles Available			
Total	419	882	1,332
None	4.7%	4.6%	4.1%
1	25.3%	27.0%	25.2%
2	39.0%	37.7%	39.1%
3	24.1%	23.2%	23.5%
4	5.3%	4.9%	4.9%
5+	1.8%	2.6%	3.3%
Average Number of Vehicles Available	2.1	2.1	2.1

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	420	882	1,332
Family Households	75.0%	75.6%	76.2%
Married-couple Family	63.3%	63.7%	64.2%
With Related Children	31.2%	32.0%	31.8%
Other Family (No Spouse)	11.9%	11.9%	12.0%
With Related Children	8.8%	9.0%	8.7%
Nonfamily Households	24.8%	24.4%	23.8%
Householder Living Alone	19.5%	19.5%	19.1%
Householder Not Living Alone	5.2%	4.9%	4.7%
Households with Related Children	40.0%	40.9%	40.5%
Households with Persons 65+	22.4%	21.5%	20.8%
2000 Households by Size			
Total	420	882	1,332
1 Person Household	19.5%	19.5%	19.1%
2 Person Household	35.0%	34.7%	34.8%
3 Person Household	16.4%	16.0%	15.9%
4 Person Household	14.5%	14.9%	15.2%
5 Person Household	8.6%	9.1%	9.1%
6 Person Household	3.8%	3.7%	3.6%
7 + Person Household	2.1%	2.2%	2.3%
2000 Households by Year Householder Moved In			
Total	420	882	1,332
Moved in 1999 to March 2000	20.2%	20.3%	18.5%
Moved in 1995 to 1998	30.2%	31.3%	30.5%
Moved in 1990 to 1994	18.3%	18.5%	18.3%
Moved in 1980 to 1989	14.0%	13.7%	14.9%
Moved in 1970 to 1979	10.0%	9.8%	10.4%
Moved in 1969 or Earlier	7.1%	6.5%	7.4%
Median Year Householder Moved In	1995	1995	1995
2000 Housing Units by Units in Structure			
Total	470	989	1,480
1, Detached	78.7%	78.0%	78.3%
1, Attached	1.5%	1.7%	1.5%
2	1.5%	1.5%	1.3%
3 or 4	2.1%	2.1%	1.8%
5 to 9	0.2%	0.2%	0.1%
10 to 19	0.0%	0.0%	0.0%
20 +	0.2%	0.9%	0.9%
Mobile Home	15.3%	15.1%	15.5%
Other	0.4%	0.5%	0.6%
2000 Housing Units by Year Structure Built			
Total	472	988	1,482
1999 to March 2000	2.3%	2.9%	2.8%
1995 to 1998	12.1%	13.0%	12.6%
1990 to 1994	7.8%	9.7%	9.0%
1980 to 1989	10.4%	9.0%	8.8%
1970 to 1979	16.3%	15.2%	17.4%
1969 or Earlier	51.1%	50.2%	49.5%
Median Year Structure Built	1969	1970	1970

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.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Salt of the Earth	Salt of the Earth	Salt of the Earth
3.			Green Acres
2010 Consumer Spending			
Apparel & Services: Total \$	\$553,914	\$1,143,266	\$1,817,354
Average Spent	\$1,263.76	\$1,255.98	\$1,318.73
Spending Potential Index	53	52	55
Computers & Accessories: Total \$	\$72,878	\$150,185	\$239,301
Average Spent	\$166.27	\$164.99	\$173.65
Spending Potential Index	76	75	79
Education: Total \$	\$401,335	\$825,363	\$1,330,671
Average Spent	\$915.65	\$906.73	\$965.58
Spending Potential Index	75	74	79
Entertainment/Recreation: Total \$	\$1,139,353	\$2,345,853	\$3,728,845
Average Spent	\$2,599.45	\$2,577.13	\$2,705.78
Spending Potential Index	81	80	84
Food at Home: Total \$	\$1,541,105	\$3,174,259	\$5,018,107
Average Spent	\$3,516.05	\$3,487.20	\$3,641.31
Spending Potential Index	79	78	81
Food Away from Home: Total \$	\$1,099,810	\$2,270,099	\$3,599,337
Average Spent	\$2,509.23	\$2,493.90	\$2,611.80
Spending Potential Index	78	77	81
Health Care: Total \$	\$1,392,002	\$2,858,586	\$4,508,423
Average Spent	\$3,175.87	\$3,140.41	\$3,271.47
Spending Potential Index	85	84	88
HH Furnishings & Equipment: Total \$	\$616,847	\$1,271,512	\$2,024,501
Average Spent	\$1,407.34	\$1,396.87	\$1,469.05
Spending Potential Index	68	68	71
Investments: Total \$	\$603,450	\$1,225,349	\$1,957,829
Average Spent	\$1,376.78	\$1,346.15	\$1,420.67
Spending Potential Index	79	77	82
Retail Goods: Total \$	\$8,492,153	\$17,492,382	\$27,662,180
Average Spent	\$19,374.95	\$19,216.93	\$20,072.62
Spending Potential Index	78	77	81
Shelter: Total \$	\$4,989,796	\$10,310,621	\$16,500,977
Average Spent	\$11,384.28	\$11,327.13	\$11,973.67
Spending Potential Index	72	72	76
TV/Video/Audio: Total \$	\$430,772	\$888,618	\$1,403,987
Average Spent	\$982.81	\$976.23	\$1,018.78
Spending Potential Index	79	79	82
Travel: Total \$	\$609,394	\$1,255,322	\$2,023,407
Average Spent	\$1,390.34	\$1,379.08	\$1,468.25
Spending Potential Index	73	73	78
Vehicle Maintenance & Repairs: Total \$	\$330,835	\$681,979	\$1,079,395
Average Spent	\$754.80	\$749.21	\$783.25
Spending Potential Index	80	79	83

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.