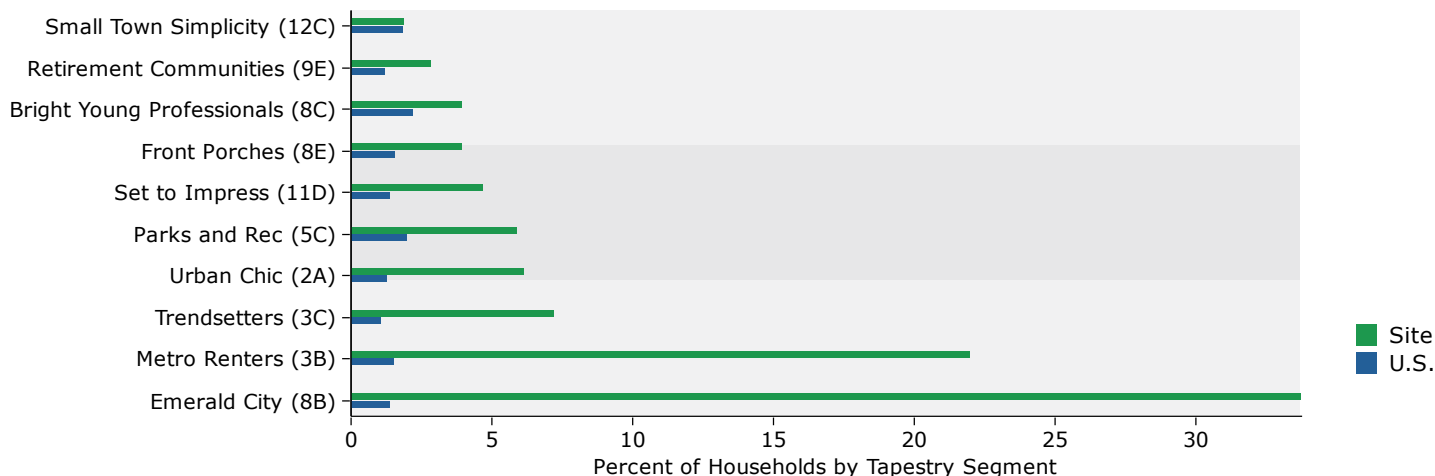


Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Emerald City (8B)	33.8%	33.8%	1.4%	1.4%	2380
2	Metro Renters (3B)	22.0%	55.8%	1.6%	3.0%	1,418
3	Trendsetters (3C)	7.2%	63.0%	1.1%	4.1%	675
4	Urban Chic (2A)	6.2%	69.2%	1.3%	5.4%	468
5	Parks and Rec (5C)	5.9%	75.1%	2.0%	7.4%	298
Subtotal		75.1%		7.4%		
6	Set to Impress (11D)	4.7%	79.8%	1.4%	8.8%	341
7	Front Porches (8E)	4.0%	83.8%	1.6%	10.4%	249
8	Bright Young Professionals (8C)	4.0%	87.8%	2.2%	12.6%	177
9	Retirement Communities (9E)	2.9%	90.7%	1.2%	13.8%	236
10	Small Town Simplicity (12C)	1.9%	92.6%	1.9%	15.7%	102
Subtotal		17.5%		8.3%		
11	Laptops and Lattes (3A)	1.8%	94.4%	1.1%	16.8%	168
12	Urban Villages (7B)	1.6%	96.0%	1.1%	17.9%	148
13	Savvy Suburbanites (1D)	1.2%	97.2%	3.0%	20.9%	42
14	American Dreamers (7C)	1.1%	98.3%	1.5%	22.4%	72
15	Top Tier (1A)	0.9%	99.2%	1.7%	24.1%	54
Subtotal		6.6%		8.4%		
16	Exurbanites (1E)	0.8%	100.0%	1.9%	26.0%	41
Subtotal		0.8%		1.9%		
Total		100.0%		25.9%		386

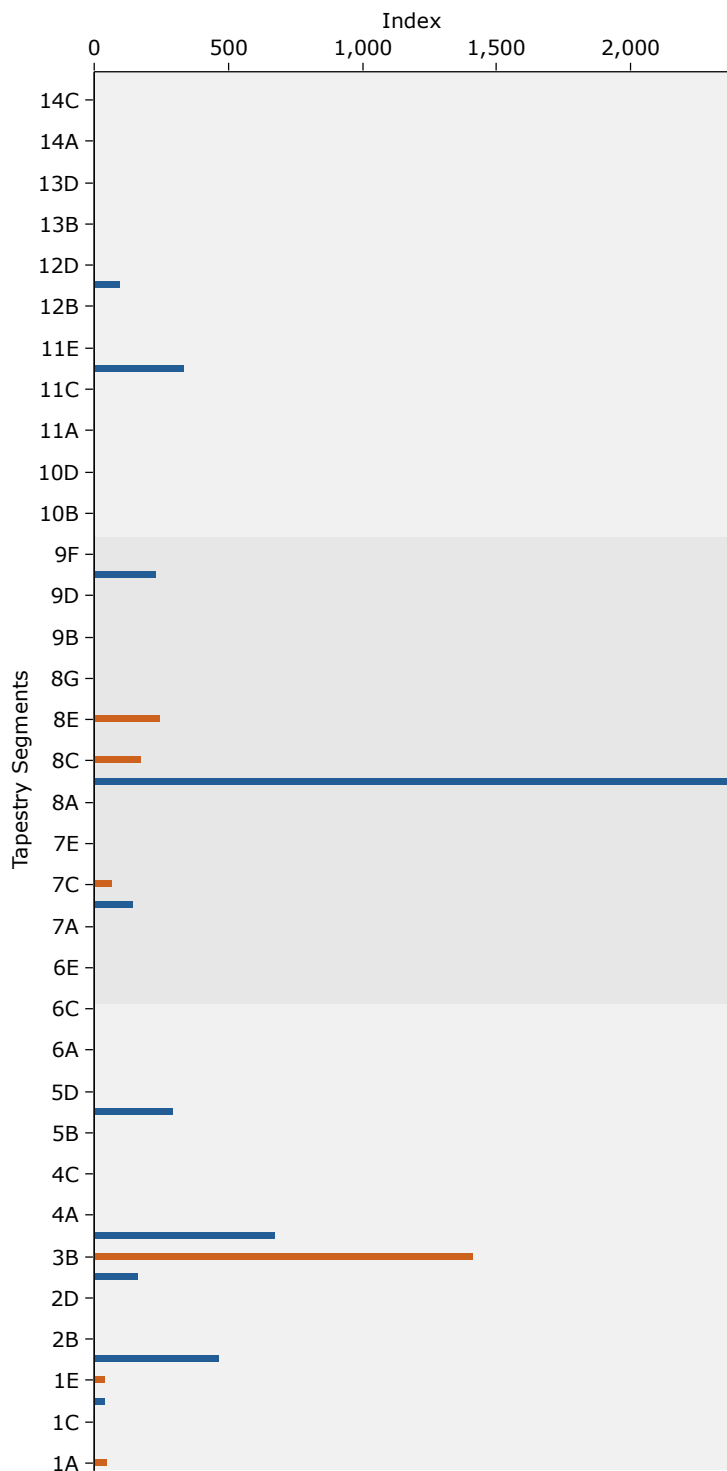
Top Ten Tapestry Segments Site vs. U.S.



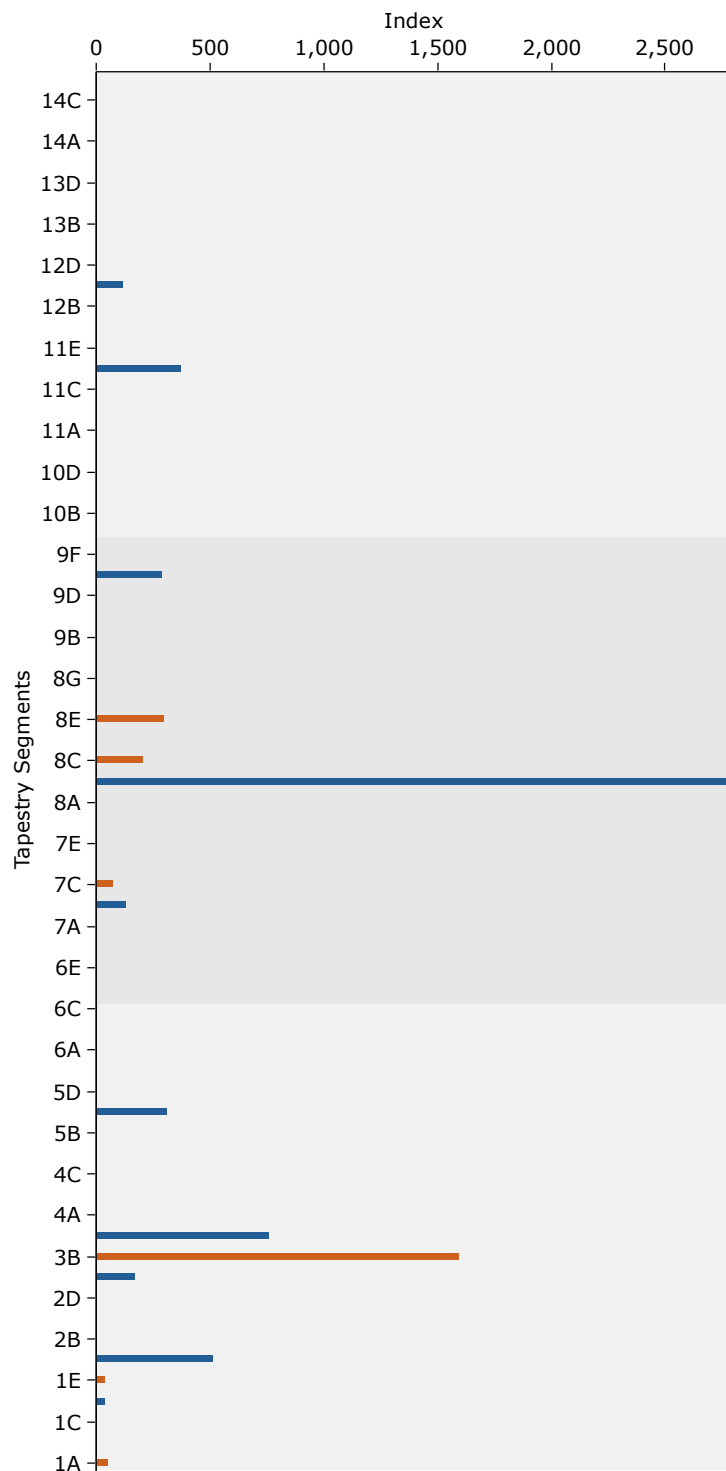
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

Portland Tracts
410510011.01 (41051001101) et al.
Geography: Census Tract

Prepared by Esri

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,446	100.0%		84,678	100.0%	
1. Affluent Estates	1,314	3.0%	30	2,759	3.3%	31
Top Tier (1A)	409	0.9%	54	861	1.0%	56
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	553	1.2%	42	1,166	1.4%	43
Exurbanites (1E)	352	0.8%	41	732	0.9%	44
2. Upscale Avenues	2,759	6.2%	110	5,486	6.5%	109
Urban Chic (2A)	2,759	6.2%	468	5,486	6.5%	518
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	13,786	31.0%	842	23,905	28.2%	929
Laptops and Lattes (3A)	794	1.8%	168	1,276	1.5%	173
Metro Renters (3B)	9,779	22.0%	1,418	16,423	19.4%	1,599
Trendsetters (3C)	3,213	7.2%	675	6,206	7.3%	767
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	2,634	5.9%	52	5,155	6.1%	56
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,634	5.9%	298	5,155	6.1%	313
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,179	2.7%	38	2,774	3.3%	40
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	704	1.6%	148	1,690	2.0%	136
American Dreamers (7C)	475	1.1%	72	1,084	1.3%	76
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

November 30, 2017



Tapestry Segmentation Area Profile

Portland Tracts
410510011.01 (41051001101) et al.
Geography: Census Tract

Prepared by Esri

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,446	100.0%		84,678	100.0%	
8. Middle Ground	18,539	41.7%	382	36,453	43.0%	423
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	15,020	33.8%	2,380	28,991	34.2%	2,807
Bright Young Professionals (8C)	1,756	4.0%	177	3,526	4.2%	207
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,763	4.0%	249	3,936	4.6%	305
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,278	2.9%	50	2,521	3.0%	59
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,278	2.9%	236	2,521	3.0%	292
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,110	4.7%	76	3,818	4.5%	82
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,110	4.7%	341	3,818	4.5%	378
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	847	1.9%	31	1,807	2.1%	36
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	847	1.9%	102	1,807	2.1%	126
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

Portland Tracts
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Geography: Census Tract

Prepared by Esri

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,446	100.0%		84,678	100.0%	
1. Principal Urban Center	13,786	31.0%	439	23,905	28.2%	423
Laptops and Lattes (3A)	794	1.8%	168	1,276	1.5%	173
Metro Renters (3B)	9,779	22.0%	1,418	16,423	19.4%	1,599
Trendsetters (3C)	3,213	7.2%	675	6,206	7.3%	767
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	2,935	6.6%	39	6,300	7.4%	42
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	704	1.6%	148	1,690	2.0%	136
American Dreamers (7C)	475	1.1%	72	1,084	1.3%	76
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,756	4.0%	177	3,526	4.2%	207
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	20,171	45.4%	248	39,266	46.4%	274
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	15,020	33.8%	2,380	28,991	34.2%	2,807
Front Porches (8E)	1,763	4.0%	249	3,936	4.6%	305
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,278	2.9%	236	2,521	3.0%	292
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,110	4.7%	341	3,818	4.5%	378
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	44,446	100.0%		84,678	100.0%	
4. Suburban Periphery	6,707	15.1%	48	13,400	15.8%	49
Top Tier (1A)	409	0.9%	54	861	1.0%	56
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	553	1.2%	42	1,166	1.4%	43
Exurbanites (1E)	352	0.8%	41	732	0.9%	44
Urban Chic (2A)	2,759	6.2%	468	5,486	6.5%	518
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,634	5.9%	298	5,155	6.1%	313
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	847	1.9%	20	1,807	2.1%	24
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	847	1.9%	102	1,807	2.1%	126
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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