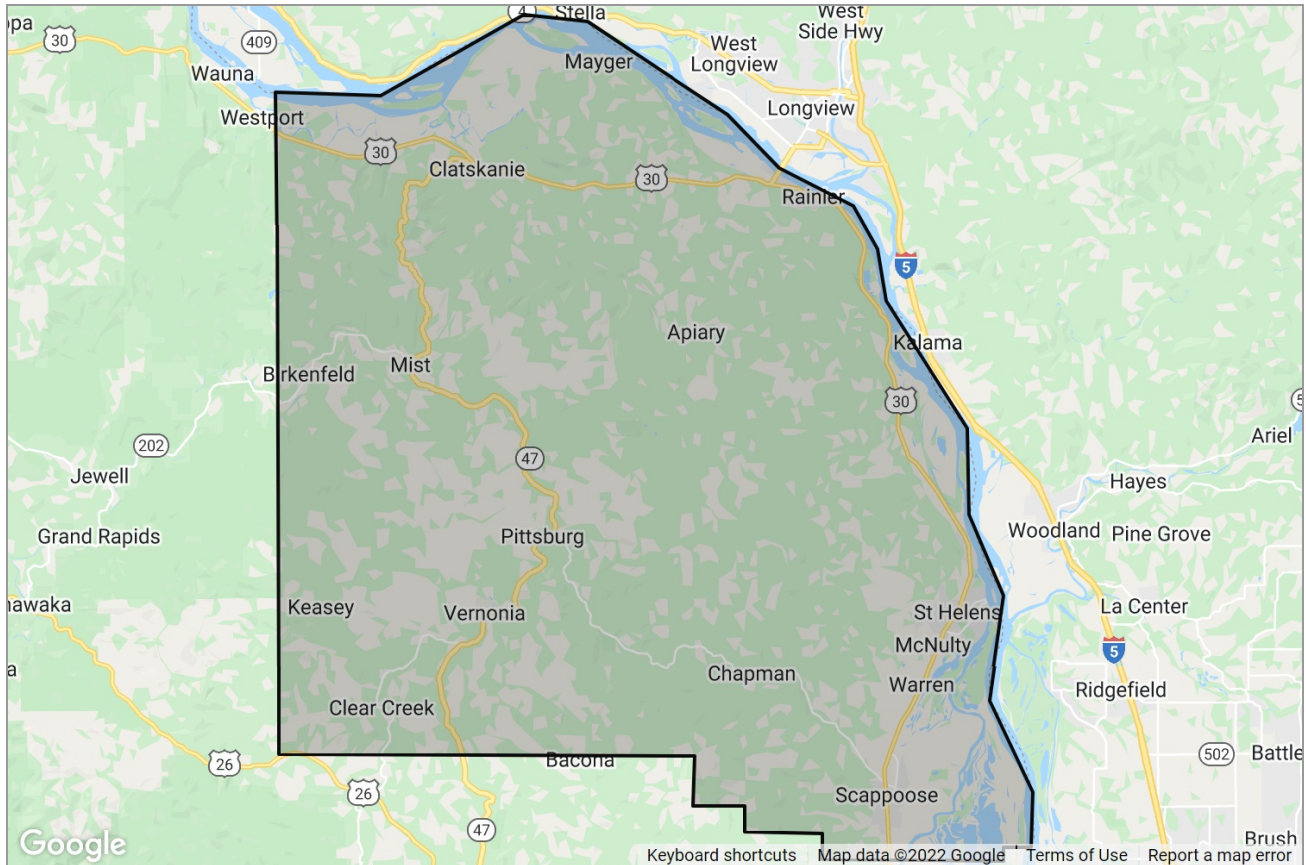


COMMERCIAL TRADE AREA REPORT

Columbia County, Oregon



Presented by

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Criteria Used for Analysis

Income:
Median Household Income
\$57,613

Age:
Median Age
43.7

Population Stats:
Total Population
52,327

Segmentation:
1st Dominant Segment
The Great Outdoors

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Cozy Country Living
Empty nesters in bucolic settings

Urbanization

Where do people like this usually live?

Rural

Country living with older families, low density and low diversity

Top Tapestry Segments

	The Great Outdoors	Salt of the Earth	Front Porches	Middleburg	Rooted Rural
% of Households	4,530 (22.4%)	3,916 (19.3%)	3,023 (14.9%)	2,416 (11.9%)	1,625 (8.0%)
Lifestyle Group	Cozy Country Living	Cozy Country Living	Middle Ground	Family Landscapes	Rustic Outposts
Urbanization Group	Rural	Rural	Metro Cities	Semirural	Rural
Residence Type	Single Family	Single Family	Multi-Units, Single Family	Single Family	Single Family or Mobile Homes
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.43	2.58	2.55	2.73	2.47
Median Age	46.3	43.1	34.2	35.3	44.1
Diversity Index	33.7	18.3	70.4	46.3	28.2
Median Household Income	\$53,000	\$53,000	\$39,000	\$55,000	\$38,000
Median Net Worth	\$124,000	\$134,000	\$21,000	\$89,000	\$72,000
Median Home Value	\$189,000	\$134,000	—	\$158,000	\$104,000
Homeownership	78.1 %	83.7 %	47.8 %	74.3 %	80.5 %
Average Monthly Rent	—	—	\$890	—	—
Employment	Professional or Services	Professional or Services	Services, Professional or Administration	Professional or Services	Services, Professional or Administration
Education	College Degree	High School Graduate	High School Graduate	College Degree	High School Graduate
Preferred Activities	Might invest in real estate . Own pet dogs or cats.	Go fishing, hunting, boating, camping . Tackle home improvement projects.	Go online for games, visit dating websites, chat rooms . Play bingo, video games.	Buy children's toys and clothes . Go hunting, bowling, target shooting.	Shop with coupons, buy generic products . Go hunting, fishing.
Financial	Belong to AARP, veterans' clubs	Buy insurance from agent	Have loans to pay bills	Carry some debt; invest for future	Pay bills in person
Media	Watch CMT, History Channel, Fox News	Access Internet by dial-up modem	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Watch country, Christian TV channels	Listen to faith-based radio, gospel music
Vehicle	Own 4-wheel drive trucks	Own truck, ATV	Enjoy fun-to-drive cars	Own trucks, SUVs	Own, maintain cars, ATVs

About this segment

The Great Outdoors

This is the

#1

dominant segment
for this area

In this area

22.4%

of households fall
into this segment

In the United States

1.5%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Neighborhoods in The Great Outdoors segment are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the U.S. level.

Our Neighborhood

- More than 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.

Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping and entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing and boating.

Socioeconomic Traits

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment

Salt of the Earth

This is the
#2
dominant segment
for this area

In this area
19.3%
of households fall
into this segment

In the United States
2.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

Our Neighborhood

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high. Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment Front Porches

This is the
#3
dominant segment
for this area

In this area
14.9%
of households fall
into this segment

In the United States
1.6%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the U.S. Half of householders are renters, and many of the homes are older townhomes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the U.S. average, and many families have taken out loans to make ends meet.

Our Neighborhood

- Nearly one in five homes is a duplex, triplex or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

Market Profile

- Go online for gaming, online dating and chat rooms.
- Use their cell phones to redeem mobile coupons and listen to hip hop and R&B music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, indoor water parks, bingo and video games.
- Watch Comedy Central, Nickelodeon and PBS Kids Sprout.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment Middleburg

This is the
#4
dominant segment
for this area

In this area
11.9%
of households fall
into this segment

In the United States
2.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment Rooted Rural

This is the
#5
dominant segment
for this area

In this area
8.0%
of households fall
into this segment

In the United States
2.0%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles and family history.

Our Neighborhood

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

Socioeconomic Traits

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

Market Profile

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

Columbia County, Oregon: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Columbia County



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Columbia County



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



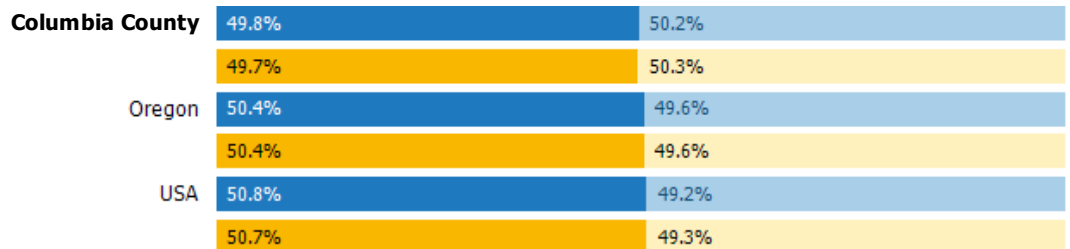
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Women 2020
■ Men 2020
■ Women 2025 (Projected)
■ Men 2025 (Projected)



Columbia County, Oregon: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



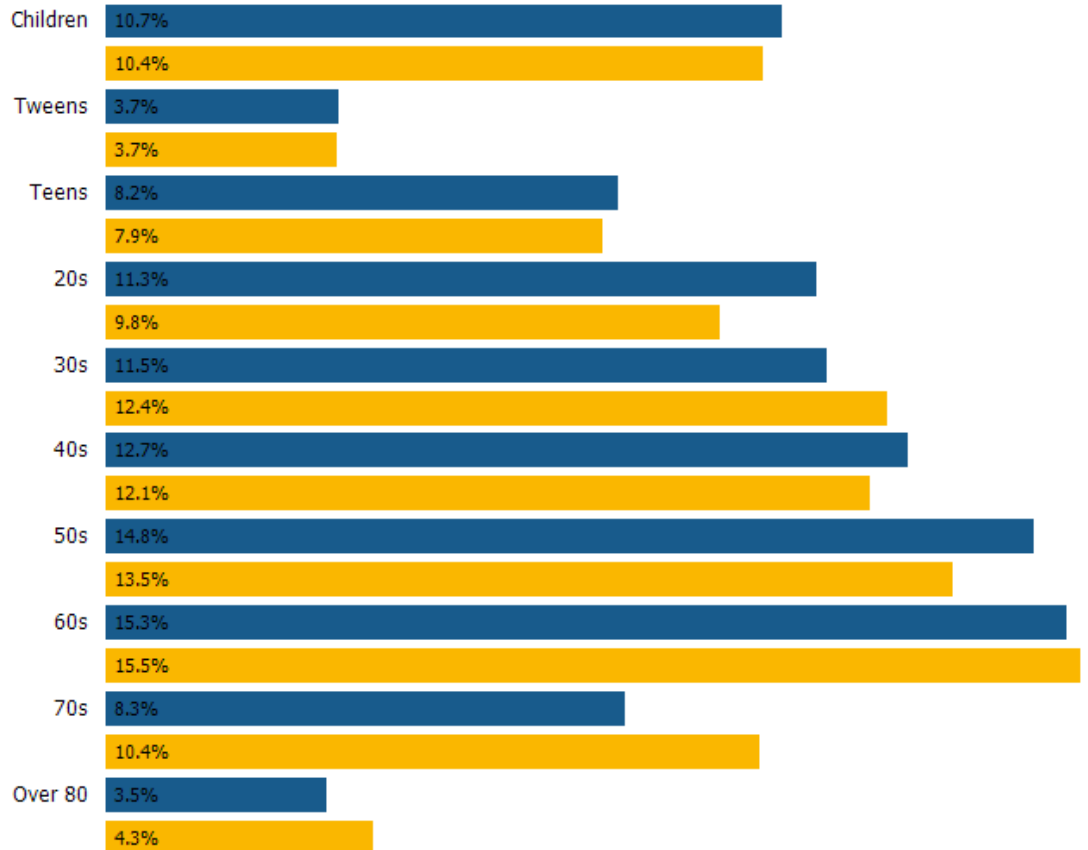
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Columbia County, Oregon: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Columbia County, Oregon: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



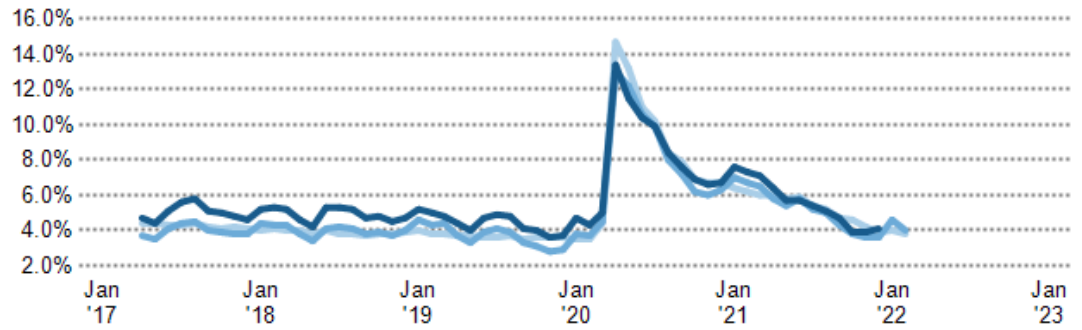
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

■ Columbia County
■ Oregon
■ USA



Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually



Columbia County, Oregon: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Columbia County, Oregon: Commute Comparison

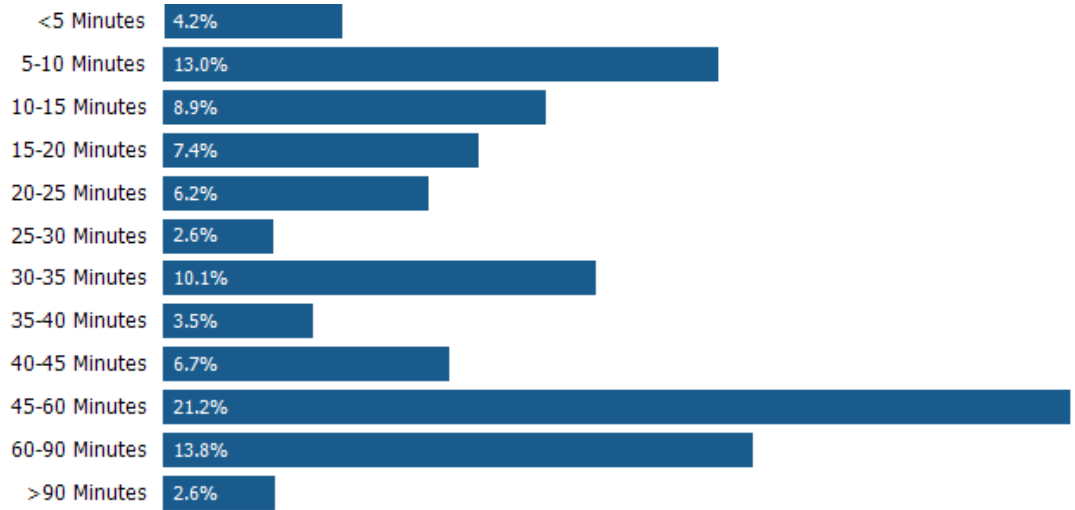
Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Columbia County



How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Columbia County



Columbia County, Oregon: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



12 mo. Change in Median Listing Price

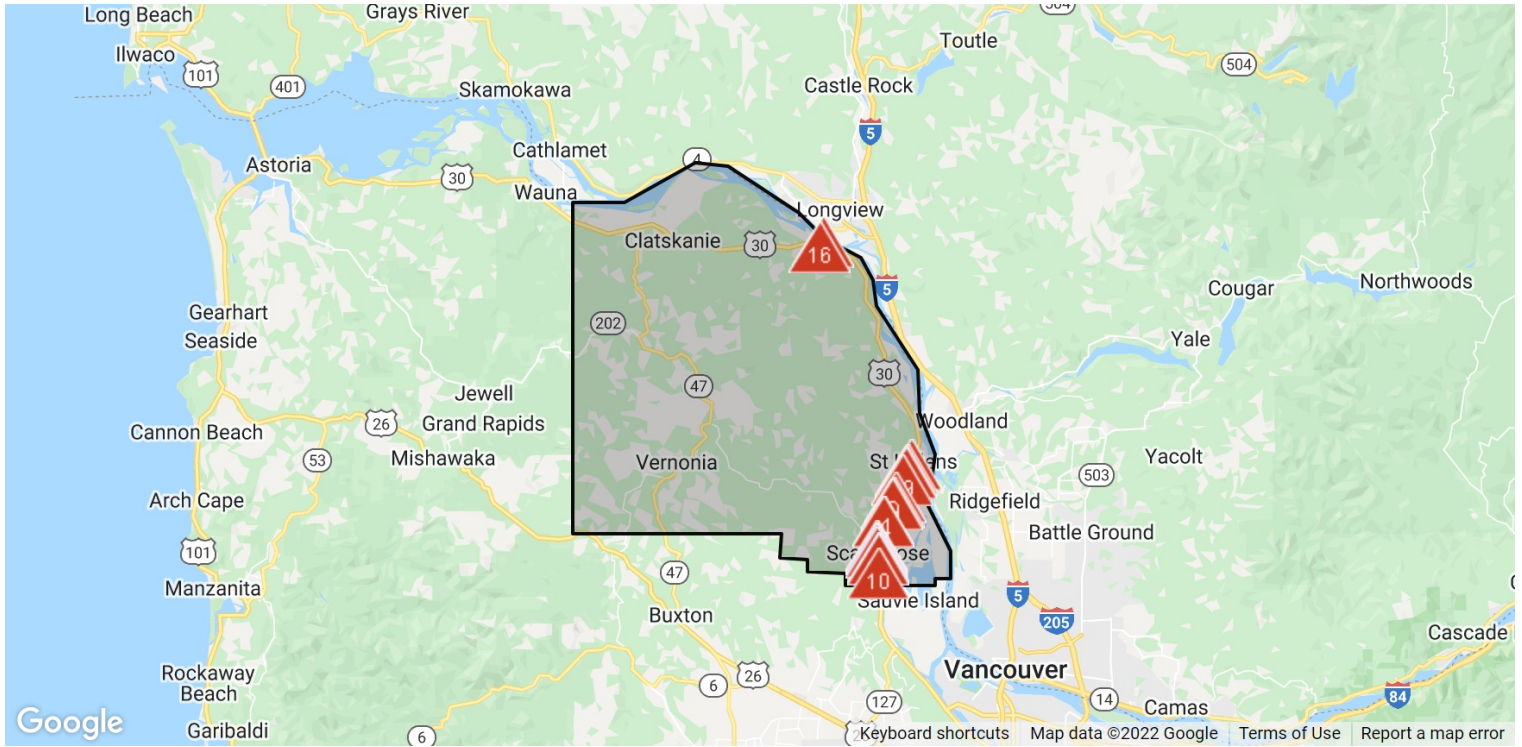
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

31,332

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Scappoose Vernonia Hwy
Cross Dir: N
Dist: 0.02 miles

Historical counts

Year	Count	Type
2018	33,100	AADT
2017	32,800	AADT
2016	32,000	AADT
2015	29,000	AADT
2009	24,900	AADT

2

31,184

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Em Watts Rd
Cross Dir: S
Dist: 0.02 miles

Historical counts

Year	Count	Type
2018	31,700	AADT
2017	31,400	AADT
2016	30,600	AADT
2015	28,200	AADT
2009	30,500	AADT

3

26,111

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Fullerton Rd
Cross Dir: NE
Dist: 0.03 miles

Historical counts

Year	Count	Type
2018	25,700	AADT
2017	25,400	AADT
2016	24,800	AADT
2015	25,100	AADT
2009	25,200	AADT

4

25,382

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Fullerton Rd
Cross Dir: SW
Dist: 0.02 miles

Historical counts

Year	Count	Type
2018	24,900	AADT
2017	24,600	AADT
2016	24,000	AADT
2015	24,500	AADT
2009	24,800	AADT

5

24,992

2021 Est. daily traffic counts

Street: Columbia River Highway
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2018	25,100	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

Nearby Traffic Details

6

24,965

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: NE Crown Zellerbach Rd
Cross Dir: S
Dist: 0.11 miles

Historical counts

Year	Count	Type
2017	24,900	AADT
2016	24,200	AADT
2015	24,700	AADT
2012	24,700	AADT
2009	24,900	AADT

7

24,716

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: SW Hall St
Cross Dir: S
Dist: 0.02 miles

Historical counts

Year	Count	Type
2004	23,900	AADT
1997	25,000	ADT

8

24,663

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Old Portland Rd
Cross Dir: NE
Dist: 0.04 miles

Historical counts

Year	Count	Type
2016	23,700	AADT
2015	24,400	AADT
2009	24,700	AADT
2007	26,400	AADT
2004	22,200	AADT

9

24,631

2021 Est. daily traffic counts

Street: Columbia River Highway
Cross: Berg Rd
Cross Dir: NE
Dist: 0.04 miles

Historical counts

Year	Count	Type
2018	24,600	AADT
2017	24,300	AADT

10

24,534

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Bonneville Dr
Cross Dir: S
Dist: 0.24 miles

Historical counts

Year	Count	Type
2017	24,800	AADT
2016	24,200	AADT
2015	24,100	AADT
2012	22,300	AADT
2009	25,600	AADT

11

24,327

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Church Rd
Cross Dir: SW
Dist: 0.04 miles

Historical counts

Year	Count	Type
2017	24,200	AADT
2016	23,500	AADT
2015	23,800	AADT
2009	23,800	AADT
2007	25,400	AADT

12

24,295

2021 Est. daily traffic counts

Street: Columbia River Highway
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2018	24,400	AADT

13

23,992

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Walnut St
Cross Dir: N
Dist: 0.01 miles

Historical counts

Year	Count	Type
2004	23,200	AADT
1997	22,000	ADT

14

23,812

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Firlock PkBlvd
Cross Dir: NE
Dist: 0.07 miles

Historical counts

Year	Count	Type
2017	24,400	AADT
2016	23,800	AADT
2015	22,200	AADT

15

23,139

2021 Est. daily traffic counts

Street: Lewis and Clark Brg
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2018	23,000	AADT
2017	23,300	AADT
2015	22,400	AADT

16

23,000

2021 Est. daily traffic counts

Street: –
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2018	23,100	AADT

17

22,946

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Firlock PkBlvd
Cross Dir: SW
Dist: 0.06 miles

Historical counts

Year	Count	Type
2018	23,700	AADT
2017	23,500	AADT
2016	22,800	AADT
2015	21,700	AADT
2010	19,250	AADT

18

22,749

2021 Est. daily traffic counts

Street: S Hwy
Cross: Gable Rd
Cross Dir: SW
Dist: 0.05 miles

Historical counts

Year	Count	Type
2017	24,700	AADT
2016	24,000	AADT
2015	17,900	AADT
2010	21,100	AADT
2009	23,300	AADT

19

22,071

2021 Est. daily traffic counts

Street: Columbia River Hwy
Cross: Wilson Ln
Cross Dir: SW
Dist: 0.21 miles

Historical counts

Year	Count	Type
2010	21,600	AADT
1997	16,900	ADT

20

22,020

2021 Est. daily traffic counts

Street: S Hwy
Cross: S Vernonia Rd
Cross Dir: NE
Dist: 0.03 miles

Historical counts

Year	Count	Type
2010	21,550	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

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