

MARKET PROFILE - PORTLAND, OR

OVERVIEW

Transit is the only OOH option to efficiently reach the upscale shopping and residential areas South and West of downtown. TriMet's transit mall, where most of the transit routes and all of the light rail lines meet, create the best OOH solution to reach the vibrant downtown core. Portland's transit system is a point of pride, which is just one reason TriMet's transit system is the 12th largest in the country in the 24th largest city. While bulletins and posters are primarily confined to the NE (older) part of town, the vibrant transit system continues to grow and move with the population offering advertisers the best way to reach every target.

DEMOGRAPHICS

DMA FACTS

(Designated Market Area = defined geographical area used by A.C. Nielsen to identify large television viewing audiences)

Ranking: 24

Population: 2,897,809

MSA FACTS

(Metropolitan Statistical Area = includes a city of at least 50,000 population)

Population: 2,045,527

Median Age: 35.8

Median Household Income: \$50,476

Annual Retail Sales : \$27.8 Billion (2003)

Percent Population by Race

White: 84.6%

Asian: 4.6%

African-American: 2.6%

Percent Population by Ethnicity:

Hispanic: 8.7%



TRANSIT ADVERTISING

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TRANSIT DISTRICT FACTS

Tri-County Metropolitan Transportation District (TriMet) was named "America's Best Large Transit Agency" by the American Public Transit Association. One TriMet at least twice a month. Ridership on buses and MAX light rail has increased to record levels, with total ridership more than tripling in the last 25 years. Transit ridership in the area is growing faster than vehicle miles traveled.

TRANSIT SYSTEM

Tri-County Metropolitan Transportation District (TriMet)

TOTAL VEHICLES

488 buses; 78 light-rail vehicles; 832 benches; 82 shelters

AVERAGE MONTHLY RIDERSHIP

7.3 million

AREAS SERVED

Entire Metro area including: Beaverton, Hillsboro, Forest Grove to the West - Wilsonville, Tualitin, Tigard, Lake Oswego to the South - Oregon City, Gladstone, Milwaukie, West Linn, Gresham to the East - Vancouver, WA to the North.

SHOPPING CENTER/RESTAURANT COVERAGE

Lloyd Center, Brideport Village, Pioneer Place, Washington Square, Clackamas Town Center, Pearl District, NW 23rd.

INDUSTRIAL/BUSINESS COVERAGE

Major businesses in the area include Nike, Adidas, Columbia Sportswear, Intel, In Focus, Hollywood Video.

RECREATION/ENTERTAINMENT COVERAGE

Service is provided to all major sporting and cultural events including Memorial Coliseum, Rose Garden, OMSI, Oregon Zoo, Japanese Gardens, Chinese Gardens, Portland Meadows, Portland Art Museum, PGE Park and Children's Museum.

COLLEGES/UNIVERSITY COVERAGE

Portland State University, Oregon Health and Science University

HOSPITAL COVERAGE

OHSU, Providence, Legacy

TOP TEN AREA LIFESTYLES

Camping/Hiking; Snow Skiing Frequently; Recreational Vehicles; Own a Cat; Frequent Flyer; Science Fiction; Use an Apple/Macintosh; Foreign Travel; Hunting/Shooting; and Photography

LAMAR OFFERS

- Interior and Exterior Transit Advertising
- Interior and Exterior Light Rail Advertising
- Demand Response Advertising
- Benches
- Shelters

Sources: Portland Metropolitan Chamber of Commerce, Tri-Met, Demographics USA - City Edition and Nielsen Media Research; "Sales & Marketing Management" Magazine; U.S. Census Bureau; SRDS