

# MARKET PROFILE - VANCOUVER, WA

## OVERVIEW

Vancouver sits on the north bank of the Columbia River, directly across from Portland, Oregon. The Pacific Coast is less than 90 miles to the west. The city combines the excitement of a major metropolitan area with small-town charm and abundant recreational opportunities.

Vancouver boasts having the first saw mill in the Pacific Northwest, the oldest permanent non-native settlement, is headquarters of Hudson's Bay Company, was a major shipbuilding center during WWII, and is designated the "Tree City USA."

Area employers include Vancouver Public Schools, SW WA Medical Center, Evergreen School District and Hewlett Packard.

The transit district is growing and continues reaching into newer, upscale residential and shopping areas. Vancouver, as part of the Portland DMA, has no local TV or radio options for the city. Advertising is left as the only strong advertising solution to reach local, Vancouver buyers.

## DEMOGRAPHICS

### DMA FACTS

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

- Ranking: 24 (Portland, OR)
- Population: 2,897,809

### MSA FACTS

(Metropolitan Statistical Area = includes a city of at least 50,000 population) (Portland, OR/Vancouver, WA Metro)

- 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%
  - African-American: 2.6%
  - Asian: 4.6%
- Percent Population by Ethnicity:
  - Hispanic: 8.7%



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## TRANSIT DISTRICT FACTS

Clark County Public Transportation Benefit Area (C-TRAN), Clark County's public transit provider, has been providing mobility options for the residents of Clark County for 18 years. C-TRAN has 29 transit routes, C-VAN curb-to-curb service for persons who cannot access regular route service, carpool and vanpool services, and a Bike & Bus program.

### TRANSIT SYSTEM

Clark County Public Transportation Benefit Area (C-TRAN)

### TOTAL VEHICLES

111 buses

### AVERAGE MONTHLY RIDERSHIP

528,200 (bus)

### AREAS SERVED

Clark County and surrounding areas including Vancouver, Camas and commuter service to Portland, OR

### COLLEGE/UNIVERSITY COVERAGE

Clark College, City University and Washington State University Vancouver

### HOSPITAL COVERAGE

Legacy and Southwest Washington Medical Center

Sources: C-TRAN; City of Vancouver; Vancouver Chamber;  
"Sales & Marketing Management" Magazine; U.S. Census  
Bureau, Vancouver Market Place