Perform Properties

HAPPY VALLEY TOWN CENTER
15639-15899 Se Sunnyside Rd, Happy Valley, OR 97086
Generated on November 1, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,646	60,113	166,929	370,673	558,928
Total Daytime Population	5,444	60,061	139,330	306,071	487,856
TOTAL HOUSEHOLD INCOME					
Total Households	2,934	20,248	59,324	135,458	211,198
Median Household Income	$105,914	$124,274	$102,823	$93,723	$99,124
Average Household Income	$137,653	$156,450	$126,538	$114,465	$122,539
Under $15,000	2.5%	3.8%	5.5%	6.9%	6.3%
$15,000 - $34,999	5.7%	6.3%	8.9%	10.6%	10.2%
$35,000 - $49,999	4.3%	5.5%	8.1%	9.0%	9.0%
$50,000 - $74,999	16.1%	12.4%	14.8%	15.6%	14.9%
$75,000 - $99,999	13.5%	11.8%	12.7%	13.3%	12.8%
$100,000 - $124,999	14.6%	12.4%	11.9%	11.3%	10.9%
$125,000 - $149,999	9.4%	9.4%	8.8%	8.3%	8.3%
$150,000+	33.8%	38.4%	29.3%	25.0%	27.6%
BUSINESSES					
Total Businesses	138	2,495	5,496	11,841	18,282
RACE/ETHNICITY					
White/Caucasian	56.6%	66.8%	64.7%	61.8%	65.8%
Black/African American	4.4%	1.8%	3.2%	4.3%	3.7%
Asian/Pacific Islander	20.5%	14.8%	11.5%	10.1%	8.5%
Hispanic/Latino	9.0%	9.2%	12.8%	15.6%	13.9%
Other	9.5%	7.4%	7.8%	8.3%	8.1%

Source: Advan, 2025.