

#### **VANCOUVER**

### THE PACIFIC NORTHWEST

Vancouver mall is located in Vancouver, Washington, just 14 miles outside of downtown Portland, Oregon.

Vancouver is the second fastest growing city in the state and among the top 50 fastest growing cities in the U.S.

Boasting a **dynamic** and **diverse economy**, key employment sectors in Vancouver include **manufacturing**, **healthcare**, **retail** and **technology**.

Niche ranks Vancouver among the top 15 best cities in the U.S. for outdoor activities.

Vancouver is a Tree City USA for the 34th consecutive year and Growth Award recipient for the 23rd consecutive year for exceptional tree care and community engagement in support of a healthier community.



TOP 100

HEALTHIEST PLACES TO LIVE
IN AMERICA IN 2023

CITY WITH HIGHEST POTENTIAL FOR NEW BUSINESS GROWTH



## **TRAFFIC DATA**

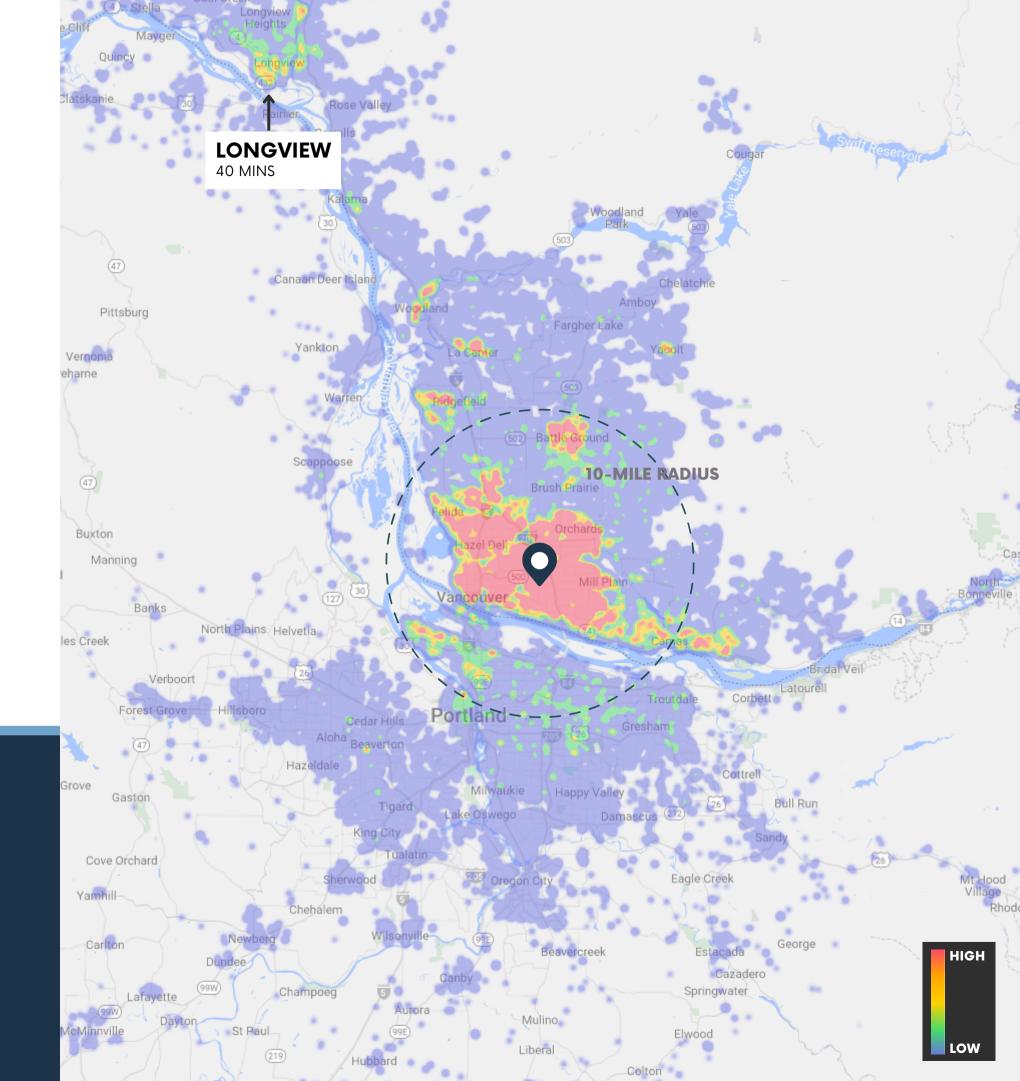
Annual Visits 6.6M
Annual Avg. Visit Frequency 6.2

Avg. Dwell Time **63 MINS** 

#### TRUE TRADE AREA DEMOGRAPHICS

Population	413,239	Average HHI	\$110,785
Households	161,429	HHI \$150K-\$200K	11%
Family Households	101,736	HHI \$200K+	11%
Millennials	23%	College Degree+	<b>67%</b>
Gen X	20%		
Baby Boomers	21%		

71,700+ FAMILY HOUSEHOLDS
WITHIN A 5 MILE RADIUS OF VANCOUVER MALL



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