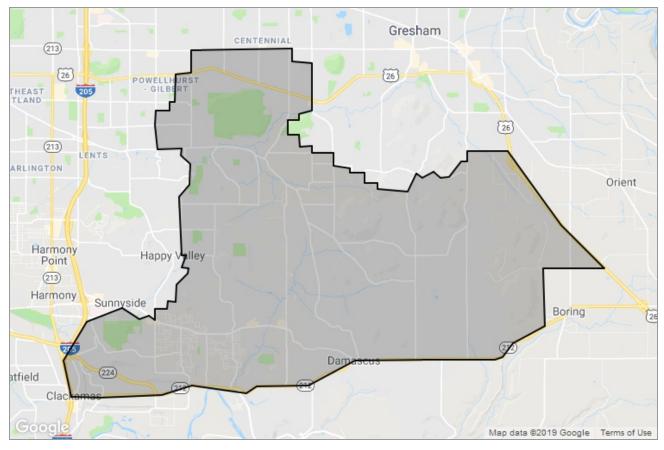


LOCAL ECONOMIC AREA REPORT

Oregon: State House District 51



Presented by

Dawn Radcliff

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Criteria Used for Analysis

Income:

Median Household Income \$69,307

Total dollars: \$69,307 out of \$24,417 Age: Median Age 36.9

Total years: 36.9 out of 72,042.0 Population Stats: **Total Population** 72,042

Segmentation: 1st Dominant Segment **Front Porches**

Consumer Segmentation

Life Mode

What are the people like that live in this area? Middle Ground

Lifestyles of thirtysomethings

Urbanization

Where do people like this usually live?

Metro Cities

Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Front Porches	Green Acres	Soccer Moms	Professional Pride	Middleburg
% of Households	5,465 (22.4%)	4,159 (17.0%)	3,741 (15.3%)	2,215 (9.1%)	1,968 (8.1%)
% of Oregon	117,964 (7.3%)	49,369 (3.0%)	39,954 (2.5%)	20,085 (1.2%)	92,513 (5.7%)
Lifestyle Group	Middle Ground	Cozy Country Living	Family Landscapes	Affluent Estates	Family Landscapes
Urbanization Group	Metro Cities	Rural	Suburban Periphery	Suburban Periphery	Semirural
Residence Type	Multi-Units; Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.55	2.69	2.96	3.11	2.73
Median Age	34.2	43	36.6	40.5	35.3
Diversity Index	70.4	24	48.3	41.2	46.3
Median Household Income	\$39,000	\$72,000	\$84,000	\$127,000	\$55,000
Median Net Worth	\$21,000	\$226,000	\$252,000	\$540,000	\$89,000
Median Home Value	–	\$197,000	\$226,000	\$387,000	\$158,000
Homeownership	47.8 %	86.7 %	85.5 %	92 %	74.3 %
Average Monthly Rent	\$890	_	_	_	_
Employment	Services, Professional or Administration	Professional or Management	Professional or Management	Professional or Management	Professional or Services
Education	High School Graduate	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Go online for games, visit dating websites, chat rooms. Play bingo, video games.	Are member of veterans' club, fratemal order. Do home improvement projects.	Go jogging, biking, target shooting. Visit theme parks, zoos.	Own latest tablets, smartphones and laptops. Upgrade picture-perfect homes.	Buy children's toys ar dothes. Go hunting, bowling, target shooting.
Financial	Have loans to pay bills	Bank, pay bills online	Carry high level of debt	Hold 401(k) and IRA plans/securities	Carry some debt; invest for future
Media	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Watch TV by satellite	Shop, bank online	Read epicurean, sports, home service magazines	Watch country, Christian TV channel
Vehicle	Enjoy fun-to-drive cars	Own truck/SUV	Own 2+ vehicles (minivans, SUVs)	Own 2-3 vehicles	Own trucks, SUVs





Front Porches

Thisisthe

for this area

dominant segment

#1

In this area

22 4%

In the United States

into this segment

1.6% of households fall

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
- 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
- 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.







Green Acres

Thisisthe

#2

dominant segment for this area

In this area

17.0%

of households fall into this segment

In the United States

3.2%

of households fall into this segment

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

Who We Are

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in
- the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fratemal orders to veterans' clubs.







Soccer Moms

Thisisthe

#3

dominant segment for this area

In this area

15.3%

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

Soccer Moms is an affluent, familyoriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and familyoriented pursuits.

Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Socioeconomic Traits

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans

Market Profile

- Most households own at least two vehicles, the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.







Professional Pride

Thisisthe

#4

dominant segment for this area

In this area

9.1%

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

Professional Pride consumers are welleducated career professionals who have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially sawy, they invest wisely and benefit from interest and dividend income. So far. these established families have accumulated an average of \$1.5 million in net worth, and their annual household income runs at more than twice the U.S. average. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

Our Neighborhood

- Typically owner-occupied, single-family homes are in newer neighborhoods 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas
- Most households own two or three vehicles, long commutes are the norm.
- Homes are valued at more than twice the U.S. median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

Socioeconomic Traits

- Professional Pride consumers are highly qualified in the science, technology, law or finance fields, they've worked hard to build their professional reputation or their start-up businesses
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers, they read on their smartphones, tablets and e-readers but also read hard copies of epicurean, home service and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones and laptops but actually use the features each has to offer.







About this segment Middleburg

Thisisthe

#5

dominant segment for this area

In this area

8.1%

of households fall into this segment

In the United States

2.8%

of households fall into this segment

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

Who We Are

Mddleburg 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.







Oregon: State House District 51: Population Comparison

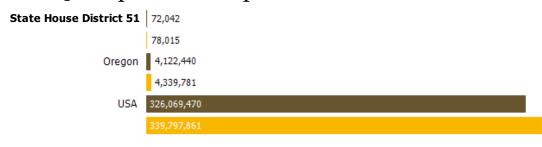
Total Population

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

Data Source: U.S. Census American Community Survey via Esri, 2017 Update Frequency: Annually

2017

2022 (Projected)



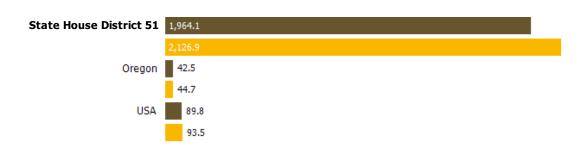
Population Density

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, 2017 Update Frequency: Annually

2017

2022 (Projected)



Population Change Since 2010

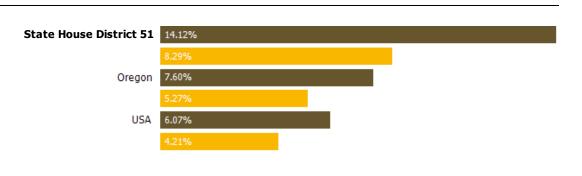
This chart shows the percentage change in area's population from 2010 to 2017, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

2017

2022 (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, 2017 Update Frequency: Annually

State House District 51



Oregon 4,150,282





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, 2017 Update Frequency: Annually

State House District 51



C 31 1/13

Oregon 42.8

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, 2017 Update Frequency: Annually

2017

2022 (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 Esi, 2017

Update Frequency: Annually

2017

2022 (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, 2017 Update Frequency: Annually

Women 2017 Men 2017

Women 2022 (Projected)
Men 2022 (Projected)

State House District 51 51.0%

 crict 51
 51.0%
 49.0%

 50.9%
 49.1%

 Oregon
 50.4%
 49.6%

 50.4%
 49.6%

 USA
 50.7%
 49.3%

 50.7%
 49.3%







Oregon: State House District 51: Age Comparison

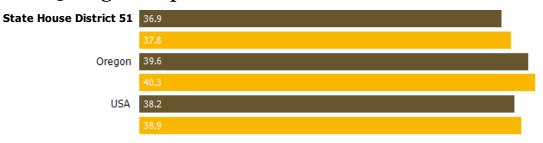


This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American
Community Survey via Esri, 2017

Update Frequency: Annually

2017 2022 (Projected)

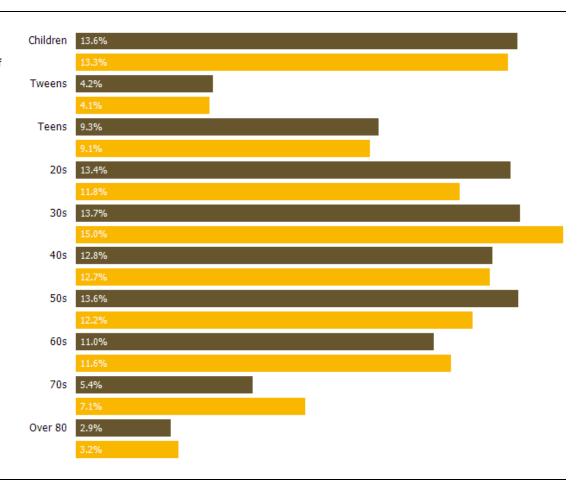


Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2017 Update Frequency: Annually

2017 2022 (Projected)

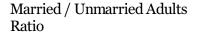








Oregon: State House District 51: Marital Status Comparison



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, 2017 Update Frequency: Annually

Married Unmarried

State House District 51	53.5%	46.5%	
Oregon	49.9%	50.1%	
USA	49.4%	50.6%	

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, 2017 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, 2017 Update Frequency: Annually



Widowed

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

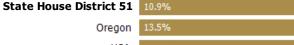
Data Source: U.S. Census American Community Survey via Esri, 2017 Update Frequency: Annually



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, 2017 Update Frequency: Annually

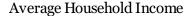


13.5% A 11.0%





Oregon: State House District 51: Economic Comparison

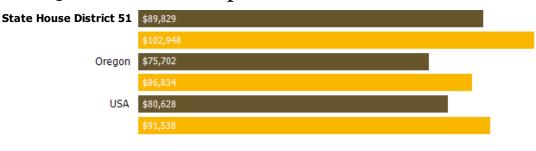


This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2017 Update Frequency: Annually

2017

2022 (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, 2017 Update Frequency: Annually

2017

2022 (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, 2017

Update Frequency: Annually

2017

2022 (Projected)

State House District 51	\$30,755
	>\$35,000
Oregon	\$30,179
	\$34,452
USA	\$30,801
	\$34,809

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, 2017 Update Frequency: Annually
 State House District 51
 \$65,914

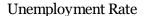
 Oregon
 \$56,275

 USA
 \$60,725









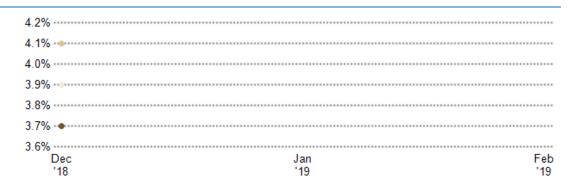
This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly



Oregon USA

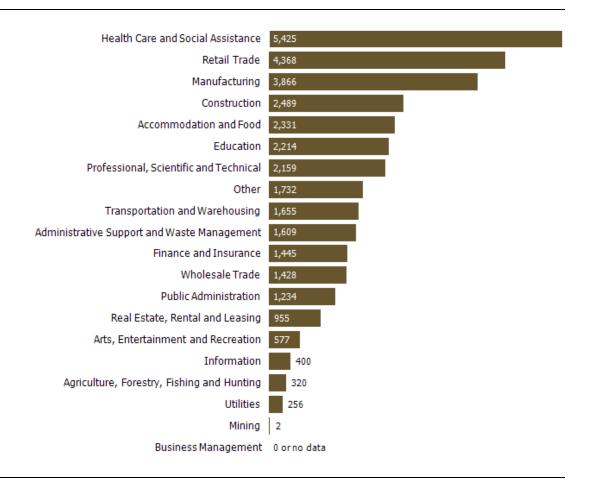


Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri. 2017

Update Frequency: Annually









Oregon: State House District 51: 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, 2017 Update Frequency: Annually

State House District 51 4.5%

Oregon

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, 2017 Update Frequency: Annually

State House District 51 26.8%

Oregon

25.5%

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, 2017 Update Frequency: Annually

State House District 51 4.7%

Oregon

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, 2017 Update Frequency: Annually

State House District 51 19.0%

Oregon

USA

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, 2017

Update Frequency: Annually

State House District 51 26.8%

Oregon

USA







Local Economic Area Report

Oregon: State House District 51

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, 2017 Update Frequency: Annually

State House District 51 8.7%

Oregon 8.9%

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, 2017 Update Frequency: Annually

State House District 51 19.7%

Oregon

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, 2017 Update Frequency: Annually

State House District 51 9.4%

Oregon

12.2%

11.8%







Oregon: State House District 51: 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, 2017 Update Frequency: Annually

State House District 51

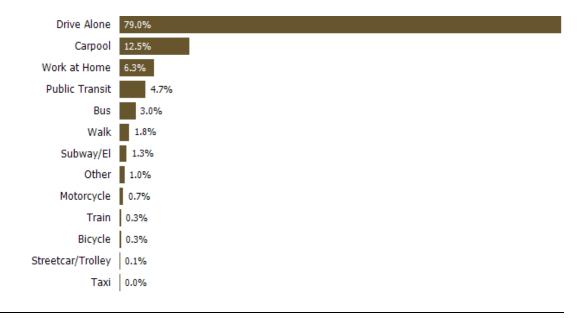


How People Get to Work

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, 2017 Update Frequency: Annually

State House District 51









Oregon: State House District 51: 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

 State House District 51
 \$419,130

 Oregon
 \$355,370

 USA
 \$241,780

12-Month 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

State House District 51 +3.7%

Oregon +5.8%

USA +6.1%





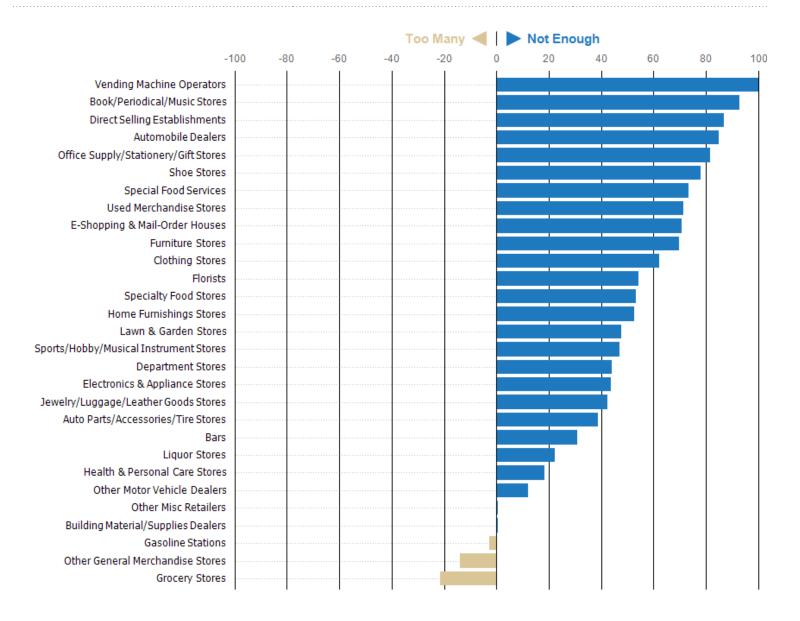


Best Retail Businesses: Oregon: State House District 51

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2017

Update Frequency: Annually









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 and RealtyTrac.
- 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.

Estimated Value

Learn more

For more information about RPR, please visit RPR's public website: http://blog.narrpr.com







