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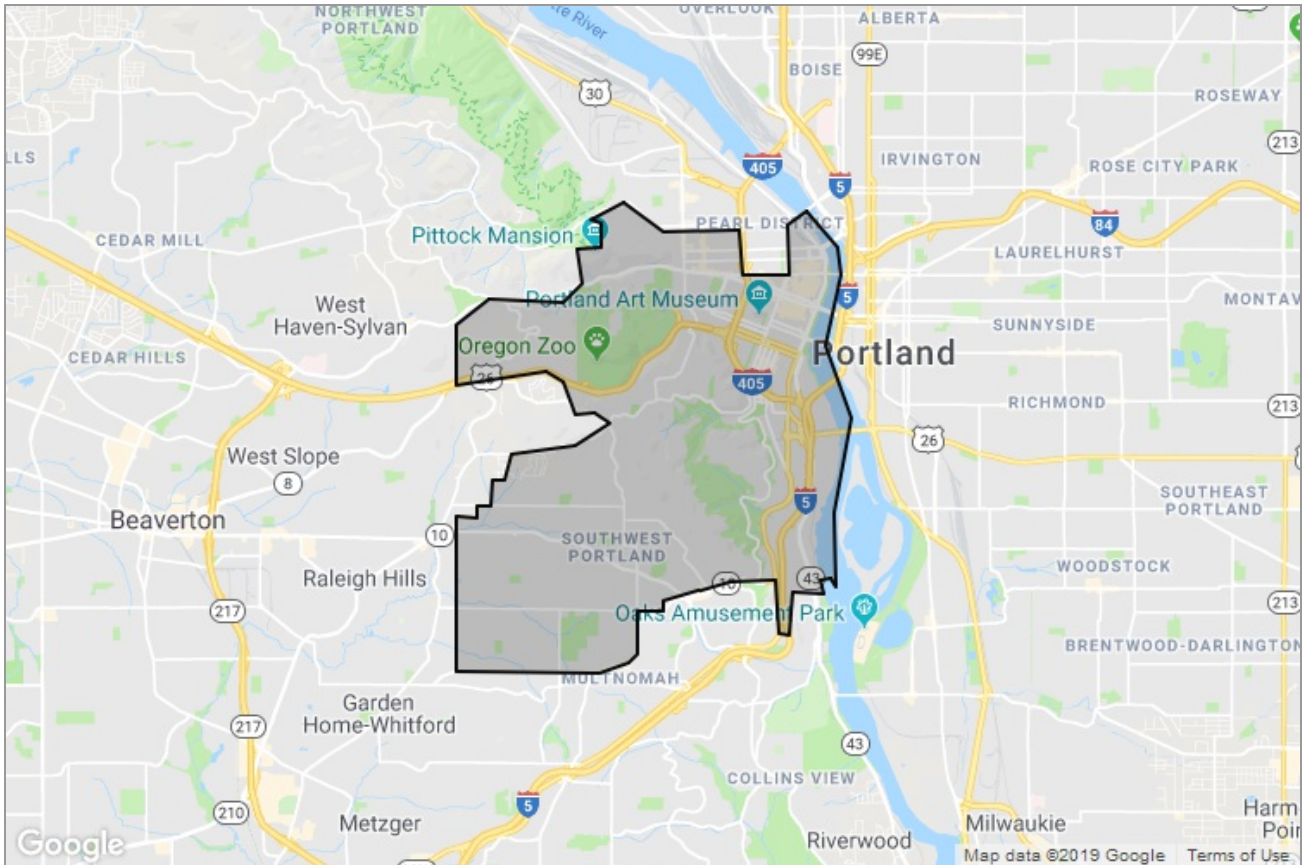
LOCAL ECONOMIC AREA REPORT

Oregon: State House District 36

Presented by

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Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$58,273	**38.1**	**71,212**	**Metro Renters**
Total dollars:	Total years:		
$58,273 out of $37,659	38.1 out of 71,212.0		

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	**Uptown Individuals** Younger, urban singles on the move	**Where do people like this usually live?**	**Principal Urban Centers** Young, mobile, diverse in metros of 2.5 + million people

Top Tapestry Segments

	Metro Renters	Social Security Set	Urban Chic	Top Tier	In Style
% of Households	16,968 (45.1%)	4,099 (10.9%)	2,970 (7.9%)	2,750 (7.3%)	2,574 (6.8%)
% of Oregon	49,630 (3.1%)	11,656 (0.7%)	25,942 (1.6%)	11,195 (0.7%)	58,183 (3.6%)
Lifestyle Group	Uptown Individuals	Senior Styles	Upscale Avenues	Affluent Estates	GenXurban
Urbanization Group	Principal Urban Centers	Metro Cities	Suburban Periphery	Suburban Periphery	Metro Cities
Residence Type	Multi-Unit Rentals	Multi-Unit Rentals	Single Family	Single Family	Single Family
Household Type	Singles	Singles	Married Couples	Married Couples	Married Couples Without Kids
Average Household Size	1.66	1.72	2.37	2.82	2.33
Median Age	31.8	44.2	38.4	46.2	41.1
Diversity Index	59.3	74.2	45.2	34.4	36.9
Median Household Income	$52,000	$16,000	$98,000	$157,000	$66,000
Median Net Worth	$14,000	$10,000	$226,000	$567,000	$128,000
Median Home Value	–	–	$465,000	$666,000	$214,000
Homeownership	20.8 %	14.4 %	66.7 %	90.5 %	68.8 %
Average Monthly Rent	$1,310	$620	–	–	–
Employment	Professional or Management	Retired, Services or Professional	Professional or Management	Professional or Management	Professional or Management
Education	College Degree	High School Graduate	College Degree	College Degree	College Degree
Preferred Activities	Prefer environmentally safe products. Practice yoga, Pilates; ski.	Prefer to cook, eat at home. Play bingo.	Visit museums, art galleries. Ski; practice yoga; hike; play tennis.	Shop at high-end retailers and chains. Own lavish vacation homes.	Support arts, concerts, theaters, museums. Use coupons, mobile coupons.
Financial	Spend wages on rent	Pay bills in person	Own healthy portfolios	Hire financial advisers	Hold retirement savings, insurance policies
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Subscribe to basic cable TV	Shop, bank online	Access radio and newspapers online	Carry, use smartphones
Vehicle	Take public transportation, taxis; walk; bike	Take public transportation	Choose luxury imports	Purchase / lease fully equipped luxury cars	Own late-model SUVs or trucks

2/25/2019

About this segment
Metro Renters

This is the	In this area	In the United States
#1	**45.1%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Residents in the highly mobile and educated Metro Renters market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Residents' income is close to the U.S. average, but they spend a large portion of their wages on rent, clothes and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking and biking are popular ways to navigate the city.

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates and downhill skiing.
- Shop for clothes at Banana Republic, The Gap and Nordstrom.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.

About this segment
Social Security Set

This is the	In this area	In the United States
#2	**10.9%**	**0.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Social Security Set is an older market located in metropolitan cities across the country. More than one-third of householders here are age 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers and public transportation.

Our Neighborhood

- Most residents live alone in this older market; 19% of householders are aged 75 and older; another 17% are 65 to 74 years old.
- Multi-unit rental properties with affordable rents are predominant.
- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.
- Wages and salary income are still earned by almost half of all households.
- With fixed incomes, consumers remain price sensitive.
- A trusted source of information, TV is an important part of their lives.
- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.
- Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

Market Profile

- With limited resources, spending on entertainment is restricted. To pass the time, residents have basic cable television. Daytime news, documentaries and game shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship.
- Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.
- Technology is a bear for these consumers. They steer away from cell phones, computers and digital cameras.
- Many residents are dependent on Medicare and Medicaid for health care expenses.
- They don't eat out often, but KFC and McDonald's are their restaurants of choice.

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About this segment
Urban Chic

This is the	In this area	In the United States
#3	**7.9%**	**1.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Urban Chic residents are professionals who live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families, and about 30 percent are singles. These are busy, well-connected and well-educated consumers--avid readers and moviegoers, environmentally active and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

Our Neighborhood

- More than half of Urban Chic households include married couples; 30% are singles.
- Average household size is slightly lower than average at 2.37.
- Homes range from prewar to recent construction, high-rise to single family.
- Over 60% of householders live in single-family homes; more than one in four live in multi-unit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common.

Socioeconomic Traits

- Well educated, more than 60% of residents hold a bachelor's degree or higher.
- Unemployment rate is well below average at 5%; labor force participation is higher at 69%.
- Residents are employed in white-collar occupations–in managerial, technical and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking and staying current–a top market for Apple computers.

Market Profile

- Shop at Trader Joe's, Costco or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking and tennis.

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2/25/2019

About this segment
Top Tier

This is the	In this area	In the United States
#4	**7.3%**	**1.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Consumers in Top Tier, Tapestry's wealthiest market, earn more than three times the average U.S. household income. They have the purchasing power to indulge any choice. Aside from expenses for the upkeep of their lavish homes, consumers select upscale salons, spas and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of more than $1.5 million and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Our Neighborhood

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values–and above-average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

Socioeconomic Traits

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the U.S. median household income, primarily from wages and salary, but also self-employment income and investments.
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

Market Profile

- They purchase or lease luxury cars with the latest trim, preferably imports.
- They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- Top Tier residents farm out their household chores–every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows and visits to local art galleries.
- Top Tier consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way–a room with a view, limousines and rental cars are part of the package.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.

About this segment

In Style

This is the	In this area	In the United States
#5	**6.8%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.33.
- Home ownership average at 69%; more than half, 51%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes and smaller (5-19 units) apartment buildings.
- Median home value at $213,500.
- Vacant housing units at 8.8%.

Socioeconomic Traits

- College educated: 46% are graduates; 75% with some college education.
- Low unemployment is at 5.6%; higher labor force participation rate is at 68% with proportionately more two-worker households.
- Median household income of $65,600 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs or trucks.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, from a variety of investments to home equity lines of credit.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts and museums.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.

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Oregon: State House District 36: 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)

State House District 36	71,212	
	76,003	
Oregon	4,122,440	
	4,339,781	
USA	326,069,470	
	339,797,861	

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)

State House District 36	5,835.6
	6,228.2
Oregon	42.5
	44.7
USA	89.8
	93.5

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)

State House District 36	10.73%
	6.73%
Oregon	7.60%
	5.27%
USA	6.07%
	4.21%

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 36

|	
State House District 36	173,234
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 36

State House District 36	14,196.0
Oregon	42.8
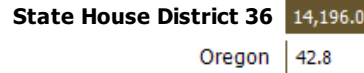
Average Household Size

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)

State House District 36	1.76
	1.77
Oregon	2.49
	2.50
USA	2.59
	2.60

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 Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

State House District 36	32,660
	34,683
Oregon	3,082,280
	3,231,992
USA	255,660,714
	266,015,131

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 36	47.5%	52.5%
	47.6%	52.4%
Oregon	50.4%	49.6%
	50.4%	49.6%
USA	50.7%	49.3%
	50.7%	49.3%

Oregon: State House District 36: Age Comparison

Median Age

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)

Geography	2017	2022 (Projected)
State House District 36	38.1	38.5
Oregon	39.6	40.3
USA	38.2	38.9

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)

Age Group	2017	2022 (Projected)
Children	5.8%	5.7%
Tweens	1.8%	1.7%
Teens	5.5%	5.3%
20s	22.4%	21.4%
30s	17.2%	18.2%
40s	11.7%	11.8%
50s	13.1%	12.1%
60s	12.2%	11.9%
70s	6.1%	7.7%
Over 80	4.1%	4.3%

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Oregon: State House District 36: Marital Status Comparison

Married / Unmarried Adults Ratio

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

	Married	Unmarried
State House District 36	36.0%	64.0%
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

State House District 36	36.0%
Oregon	49.9%
USA	49.4%

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

State House District 36	47.2%
Oregon	31.3%
USA	33.8%

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

State House District 36	3.7%
Oregon	5.2%
USA	5.8%

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

State House District 36	13.1%
Oregon	13.5%
USA	11.0%

Oregon: State House District 36: Economic Comparison

Average Household Income

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

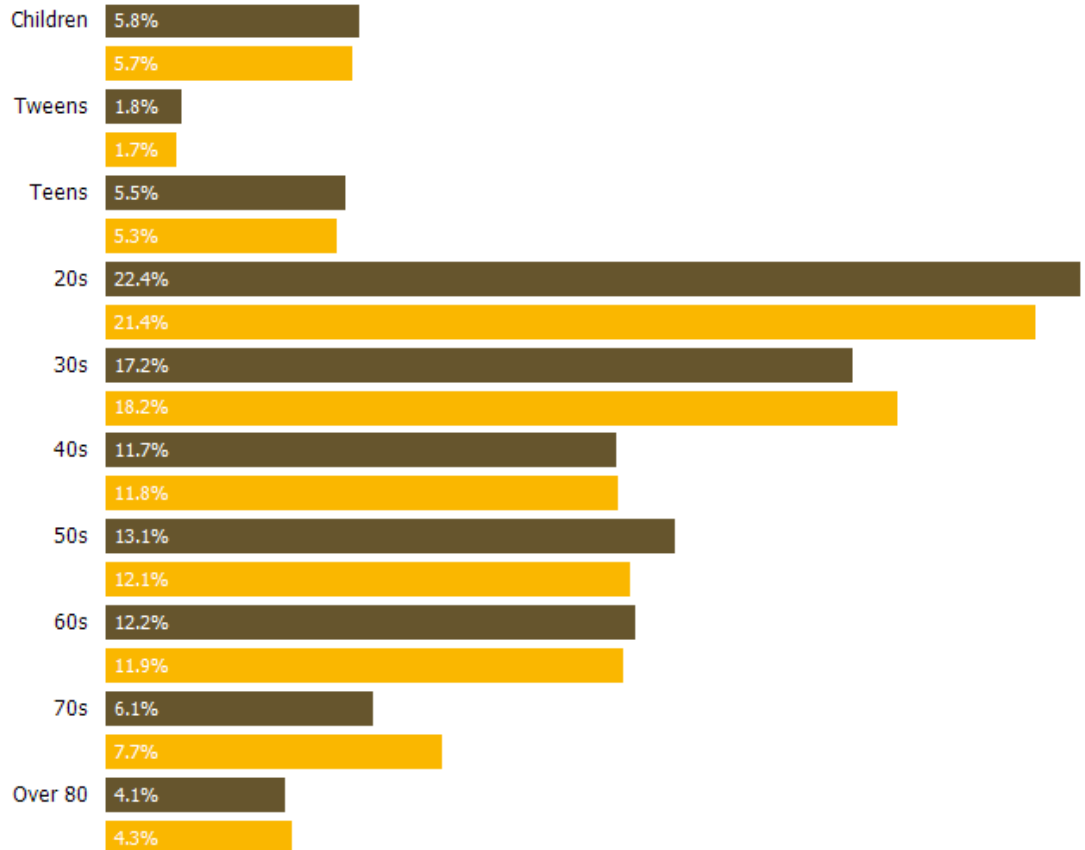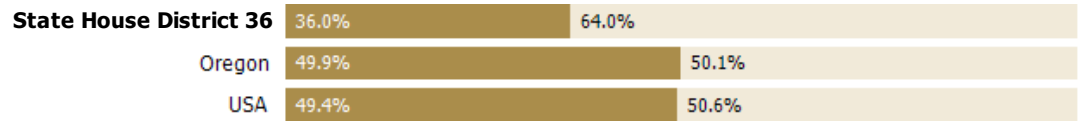Update Frequency: Annually

- 2017
- 2022 (Projected)

	2017	2022 (Projected)
State House District 36	$98,555	$115,567
Oregon	$75,702	$86,834
USA	$80,628	$91,538

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)

	2017	2022 (Projected)
State House District 36	$58,273	$75,113
Oregon	$55,010	$62,632
USA	$56,082	$62,266

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)

	2017	2022 (Projected)
State House District 36	$53,123	$62,049
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

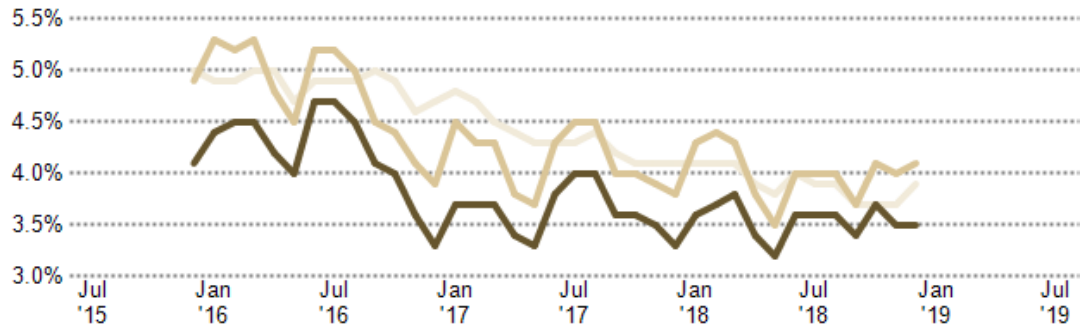|	
State House District 36	$67,543
Oregon	$56,275
USA	$60,725

Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly
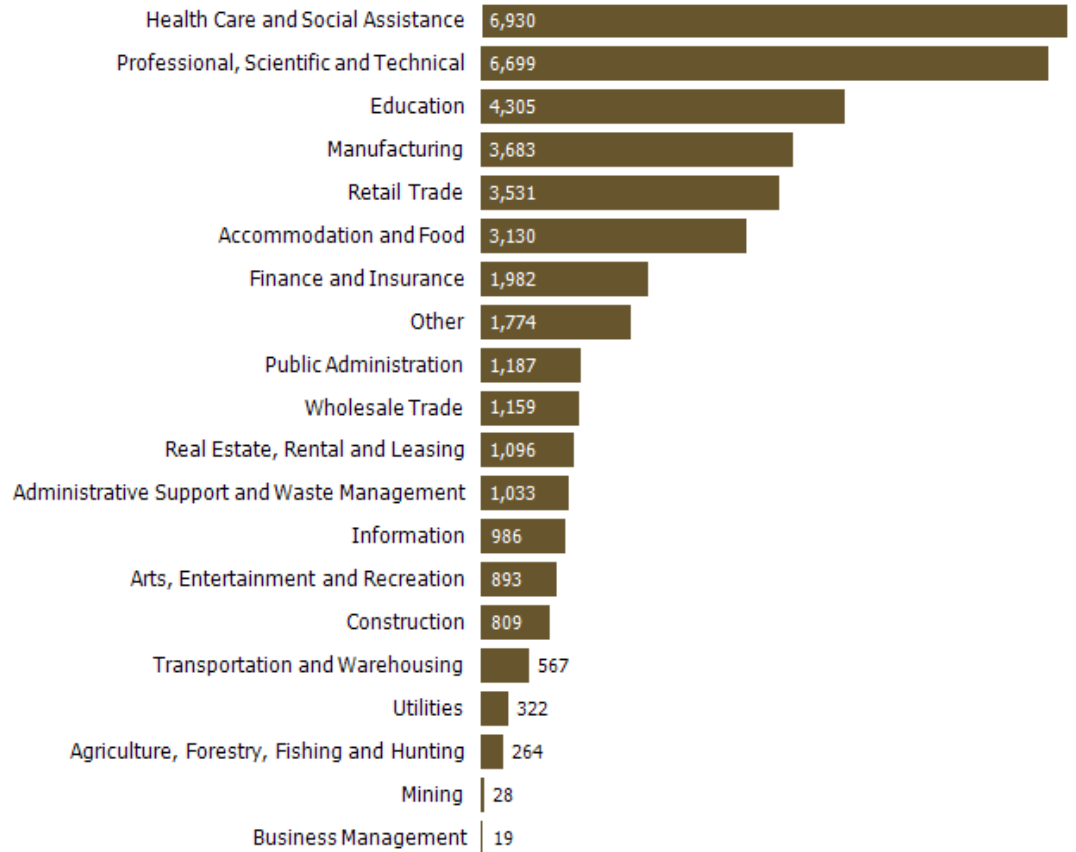
- State House District 36
- Oregon
- USA

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

Industry	Count
Health Care and Social Assistance	6,930
Professional, Scientific and Technical	6,699
Education	4,305
Manufacturing	3,683
Retail Trade	3,531
Accommodation and Food	3,130
Finance and Insurance	1,982
Other	1,774
Public Administration	1,187
Wholesale Trade	1,159
Real Estate, Rental and Leasing	1,096
Administrative Support and Waste Management	1,033
Information	986
Arts, Entertainment and Recreation	893
Construction	809
Transportation and Warehousing	567
Utilities	322
Agriculture, Forestry, Fishing and Hunting	264
Mining	28
Business Management	19

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Oregon: State House District 36: 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 36	0.8%
Oregon	3.6%
USA	5.4%

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 36	16.1%
Oregon	25.5%
USA	20.6%

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 36	1.5%
Oregon	4.6%
USA	4.0%

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 36	5.3%
Oregon	18.2%
USA	23.4%

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 36	16.1%
Oregon	25.5%
USA	20.6%

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 36	5.0%
Oregon	8.9%
USA	8.3%

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 36	37.1%
Oregon	20.8%
USA	19.3%

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 36	31.7%
Oregon	12.2%
USA	11.8%

2/25/2019
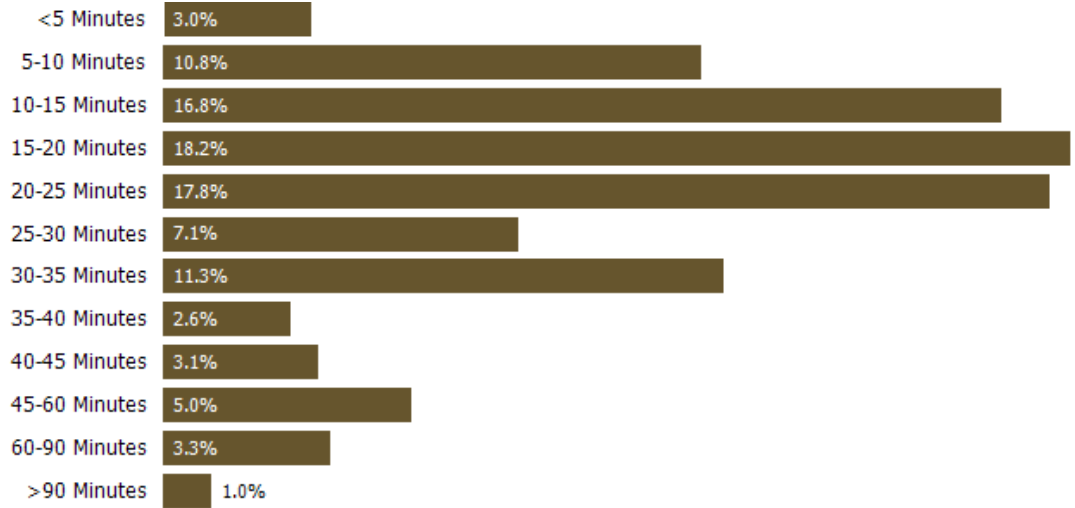
Oregon: State House District 36: Commute Comparison

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
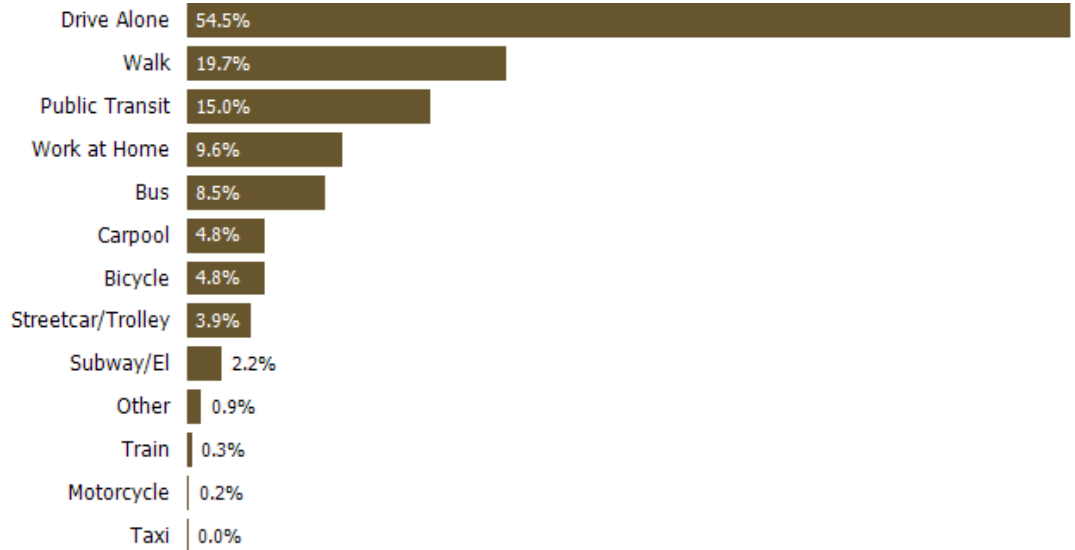
■ State House District 36

Commute Time	Percentage
<5 Minutes	3.0%
5-10 Minutes	10.8%
10-15 Minutes	16.8%
15-20 Minutes	18.2%
20-25 Minutes	17.8%
25-30 Minutes	7.1%
30-35 Minutes	11.3%
35-40 Minutes	2.6%
40-45 Minutes	3.1%
45-60 Minutes	5.0%
60-90 Minutes	3.3%
>90 Minutes	1.0%

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 36

Transportation	Percentage
Drive Alone	54.5%
Walk	19.7%
Public Transit	15.0%
Work at Home	9.6%
Bus	8.5%
Carpool	4.8%
Bicycle	4.8%
Streetcar/Trolley	3.9%
Subway/El	2.2%
Other	0.9%
Train	0.3%
Motorcycle	0.2%
Taxi	0.0%

Oregon: State House District 36: 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 36	$525,100
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 36	+2.4%
Oregon	+5.8%
USA	+6.1%

2/25/2019

Best Retail Businesses: Oregon: State House District 36

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
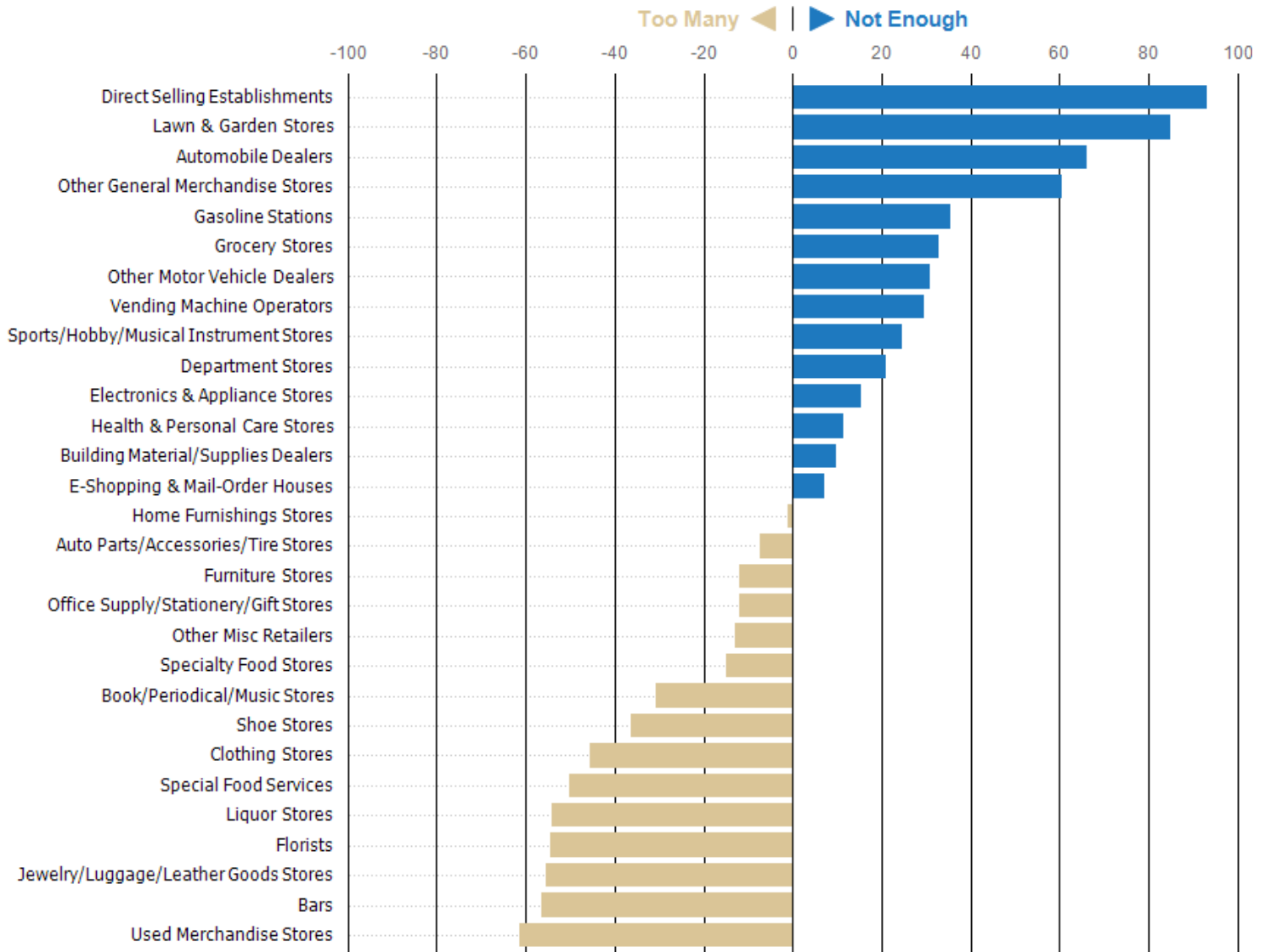
About RPR (Realtors Property Resource)

- 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.

Learn more

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