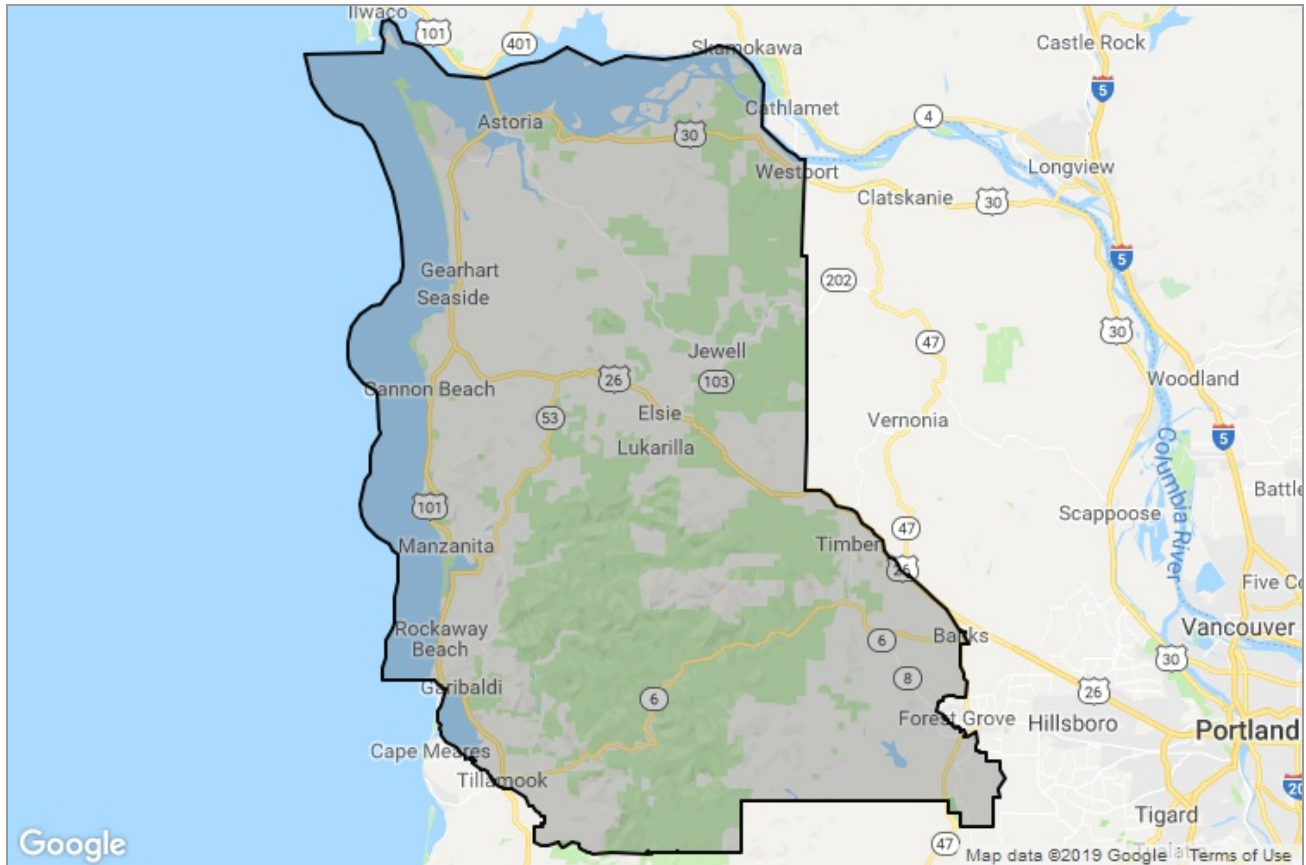OREGON
ASSOCIATION
OF REALTORS®

Oregon: State House District 32

Presented by

Dawn Radcliff

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subsidiary of the National Association of REALTORS®

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Criteria Used for Analysis

Income:
Median Household Income
$46,737
Total dollars:
$46,737 out of $27,839

Age:
Median Age
45.2
Total years:
45.2 out of 67,534.0

Population Stats:
Total Population
67,534

Segmentation:
1st Dominant Segment
Rural Resort Dwellers

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Cozy Country Living
Empty nesters in bucolic settings

Urbanization

Where do people like this usually live?

Rural
Country living with older families, low density and low diversity

Top Tapestry Segments	Rural Resort Dwellers	Old and Newcomers	The Great Outdoors	Green Acres	Midlife Constants
% of Households	4,092 (14.7%)	3,967 (14.2%)	3,504 (12.6%)	2,512 (9.0%)	1,793 (6.4%)
% of Oregon	42,775 (2.6%)	68,118 (4.2%)	108,191 (6.7%)	49,369 (3.0%)	52,327 (3.2%)
Lifestyle Group	Cozy Country Living	Middle Ground	Cozy Country Living	Cozy Country Living	GenXurban
Urbanization Group	Rural	Metro Cities	Rural	Rural	Suburban Periphery
Residence Type	Single Family or Seasonal	Multi-Units; Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples Without Kids	Singles	Married Couples	Married Couples	Married Without Kids
Average Household Size	2.21	2.11	2.43	2.69	2.3
Median Age	52.4	38.5	46.3	43	45.9
Diversity Index	21.9	50.1	33.7	24	34
Median Household Income	$46,000	$39,000	$53,000	$72,000	$48,000
Median Net Worth	$129,000	$23,000	$124,000	$226,000	$104,000
Median Home Value	$163,000	–	$189,000	$197,000	$141,000
Homeownership	81.8 %	46.4 %	78.1 %	86.7 %	73.6 %
Average Monthly Rent	–	$850	–	–	–
Employment	Services or Professional	Professional or Services	Professional or Services	Professional or Management	Professional or Services
Education	High School Graduate	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Tend vegetable gardens. Go hunting, freshwater fishing.	Buy frozen, convenience foods. Support environmental organizations.	Might invest in real estate. Own pet dogs or cats.	Are member of veterans' club, fraternal order. Do home improvement projects.	Attend church; are members of fraternal orders. Read; go fishing; play golf.
Financial	Own low-risk assets	Bank online or in person	Belong to AARP, veterans' clubs	Bank, pay bills online	Have retirement income, Social Security
Media	Watch Animal Planet, Discovery Channel, DIY Network	Watch movies at home	Watch CMT, History Channel, Fox News	Watch TV by satellite	Watch country, Christian TV channels
Vehicle	Own older, domestic vehicles	View car as transportation only	Own 4-wheel drive trucks	Own truck/SUV	Own domestic SUVs, trucks

About this segment
Rural Resort Dwellers

This is the	In this area	In the United States
#1	**14.7%**	**1.0%**
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

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue-collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

Our Neighborhood

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas provide affordable homes valued at 8% less than the U.S. median home value. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

Socioeconomic Traits

- Rural Resort Dwellers residents are close to retirement. They have accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue-collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.

Market Profile

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.
- At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies– Animal Planet, Discovery Channel and the DIY Network.

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
Old and Newcomers

This is the	In this area	In the United States
#2	**14.2%**	**2.3%**
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

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, $800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

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
The Great Outdoors

This is the	In this area	In the United States
#3	**12.6%**	**1.5%**
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

Neighborhoods in The Great Outdoors segment are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the U.S. level.

Our Neighborhood

- More than 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.

Socioeconomic Traits

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping and entertainment.
- Most households have pets–dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing and boating.

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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About this segment
Green Acres

This is the	In this area	In the United States
#4	**9.0%**	**3.2%**
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

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 fraternal orders to veterans' clubs.

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
Midlife Constants

This is the	In this area	In the United States
#5	**6.4%**	**2.5%**
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

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Our Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of $141,000.

Socioeconomic Traits

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4%, but so is the labor force participation rate.
- Almost 42% of households are receiving Social Security; 28% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing and golf.

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 32: 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 32	67,534
	70,162
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 32	31.9
	33.2
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 32	4.86%
	3.89%
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 32

State House District 32	67,015
Oregon	4,150,282

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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 32

State House District 32	31.7
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 32	2.38
	2.39
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 32	51,122
	52,939
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 32	49.9%	50.1%
	49.8%	50.2%
Oregon	50.4%	49.6%
	50.4%	49.6%
USA	50.7%	49.3%
	50.7%	49.3%

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Oregon: State House District 32: 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)

State House District 32	45.2
	45.9
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	10.6%	10.3%
Tweens	3.3%	3.3%
Teens	8.0%	8.0%
20s	11.2%	10.2%
30s	11.2%	11.5%
40s	11.2%	11.2%
50s	15.2%	13.2%
60s	16.0%	16.2%
70s	8.9%	11.3%
Over 80	4.4%	4.8%

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Oregon: State House District 32: 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 32	52.9%	47.1%
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 32	52.9%
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 32	25.8%
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 32	6.3%
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 32	15.0%
Oregon	13.5%
USA	11.0%

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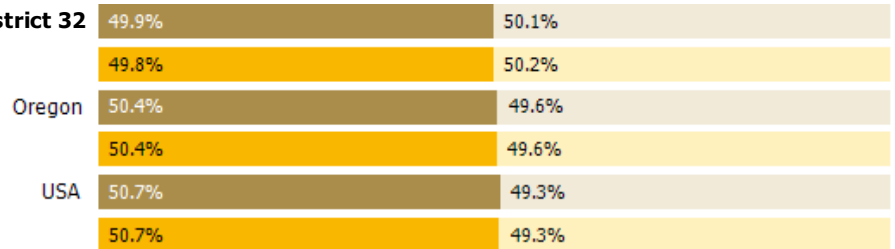# Oregon: State House District 32: Economic Comparison

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
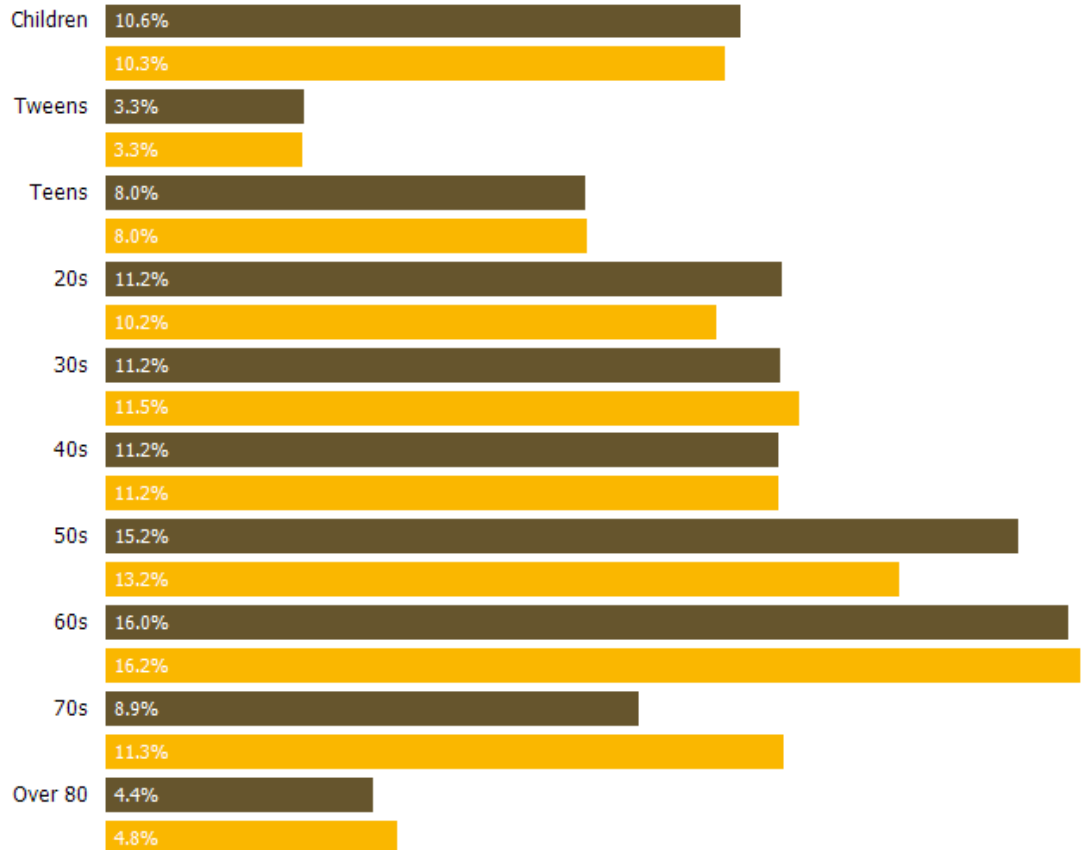
■ 2017
■ 2022 (Projected)

	2017	2022 (Projected)
State House District 32	$63,363	$71,367
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 32	$46,737	$50,219
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 32	$26,390	$29,557
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

	2017
State House District 32	$48,536
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 32
- 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
Retail Trade	4,059
Health Care and Social Assistance	3,846
Accommodation and Food	3,691
Manufacturing	3,676
Construction	2,305
Education	2,150
Agriculture, Forestry, Fishing and Hunting	1,793
Public Administration	1,769
Professional, Scientific and Technical	1,303
Transportation and Warehousing	1,188
Other	1,169
Administrative Support and Waste Management	946
Arts, Entertainment and Recreation	902
Real Estate, Rental and Leasing	895
Finance and Insurance	727
Wholesale Trade	560
Utilities	396
Information	330
Mining	10
Business Management	6

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Oregon: State House District 32: 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

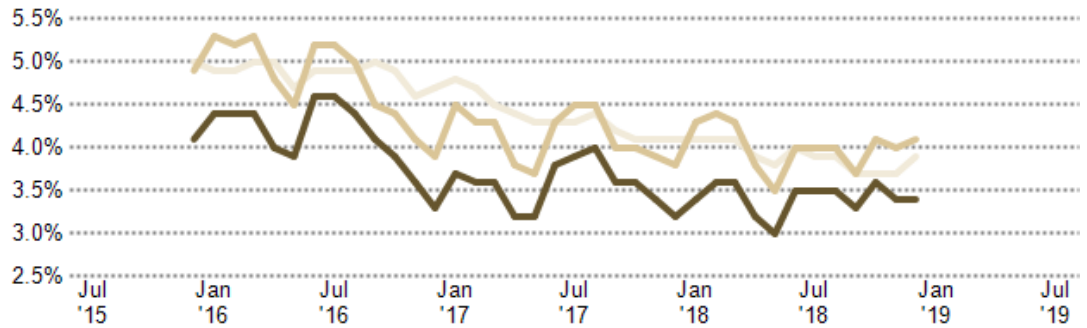|	
State House District 32	2.7%
Oregon	3.6%
USA	5.4%

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 32	29.2%
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 32	5.1%
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 32	22.6%
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 32	29.2%
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 32	9.0%
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 32	16.3%
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 32	8.8%
Oregon	12.2%
USA	11.8%

2/25/2019

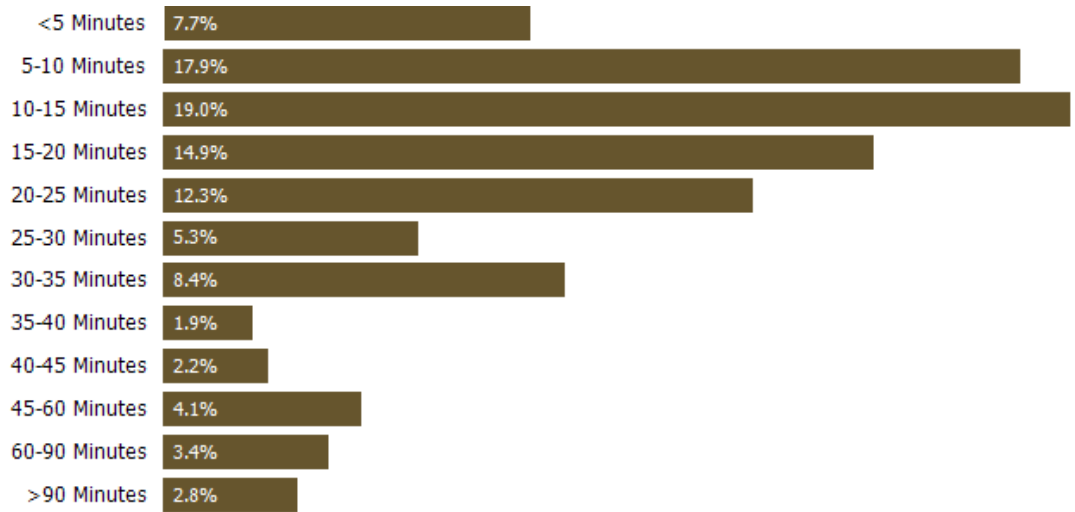# Oregon: State House District 32: Commute Comparison

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 32

Commute Time	Percentage
<5 Minutes	7.7%
5-10 Minutes	17.9%
10-15 Minutes	19.0%
15-20 Minutes	14.9%
20-25 Minutes	12.3%
25-30 Minutes	5.3%
30-35 Minutes	8.4%
35-40 Minutes	1.9%
40-45 Minutes	2.2%
45-60 Minutes	4.1%
60-90 Minutes	3.4%
>90 Minutes	2.8%

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 32

Transportation	Percentage
Drive Alone	78.0%
Carpool	11.6%
Walk	6.3%
Work at Home	6.0%
Bicycle	1.3%
Other	1.2%
Public Transit	1.1%
Bus	1.0%
Motorcycle	0.2%
Taxi	0.2%
Subway/El	0.1%
Streetcar/Trolley	0.0%

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Oregon: State House District 32: 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 32	$333,470
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

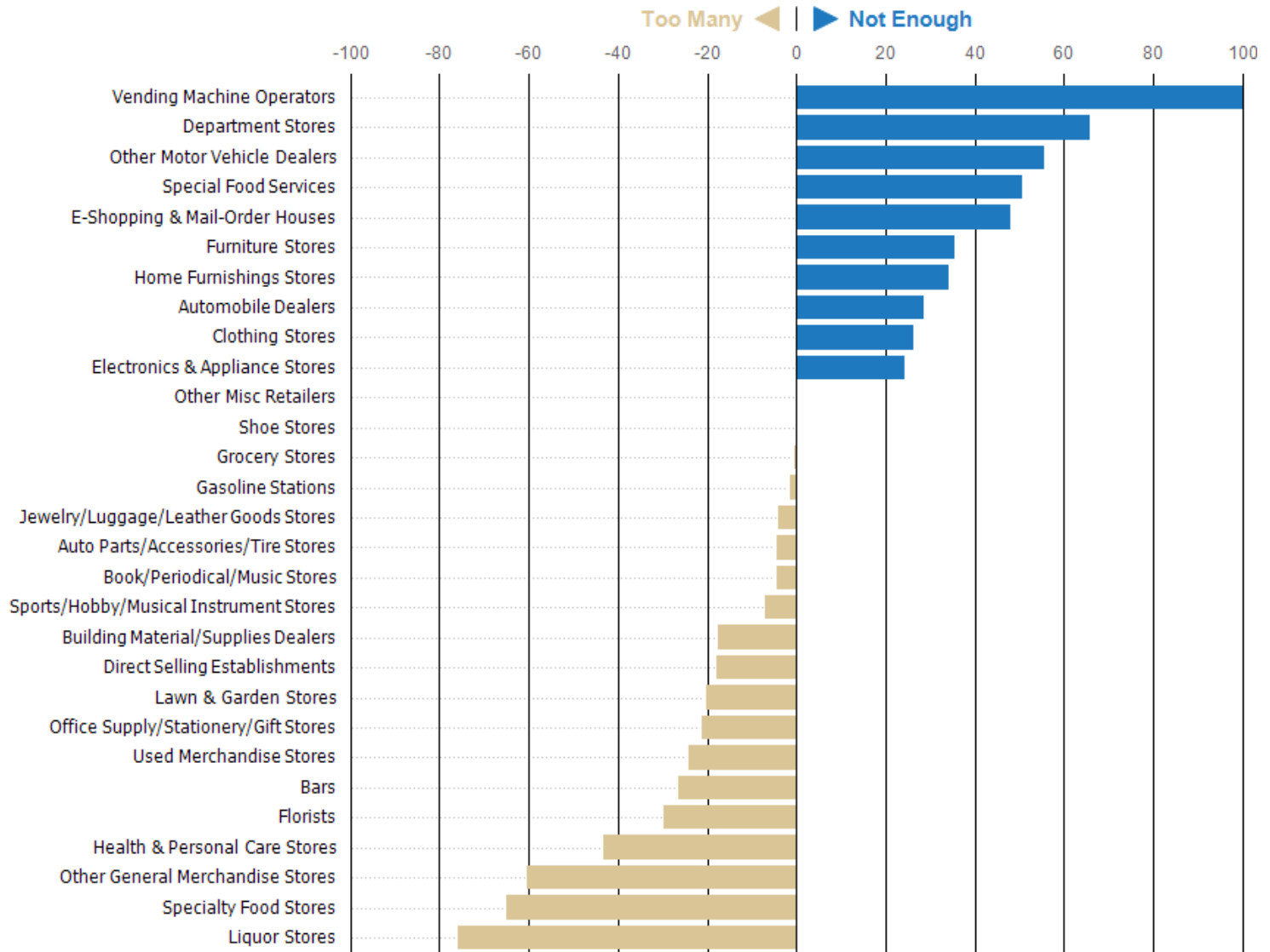|	
State House District 32	+7.6%
Oregon	+5.8%
USA	+6.1%

2/25/2019

Best Retail Businesses: Oregon: State House District 32

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

Too Many ◀ | ▶ Not Enough

Business Type	Value
Vending Machine Operators	100
Department Stores	65
Other Motor Vehicle Dealers	55
Special Food Services	50
E-Shopping & Mail-Order Houses	48
Furniture Stores	35
Home Furnishings Stores	34
Automobile Dealers	28
Clothing Stores	26
Electronics & Appliance Stores	23
Other Misc Retailers	0
Shoe Stores	0
Grocery Stores	0
Gasoline Stations	-2
Jewelry/Luggage/Leather Goods Stores	-5
Auto Parts/Accessories/Tire Stores	-5
Book/Periodical/Music Stores	-5
Sports/Hobby/Musical Instrument Stores	-6
Building Material/Supplies Dealers	-12
Direct Selling Establishments	-13
Lawn & Garden Stores	-16
Office Supply/Stationery/Gift Stores	-17
Used Merchandise Stores	-20
Bars	-24
Florists	-28
Health & Personal Care Stores	-42
Other General Merchandise Stores	-60
Specialty Food Stores	-65
Liquor Stores	-73

2/25/2019

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

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