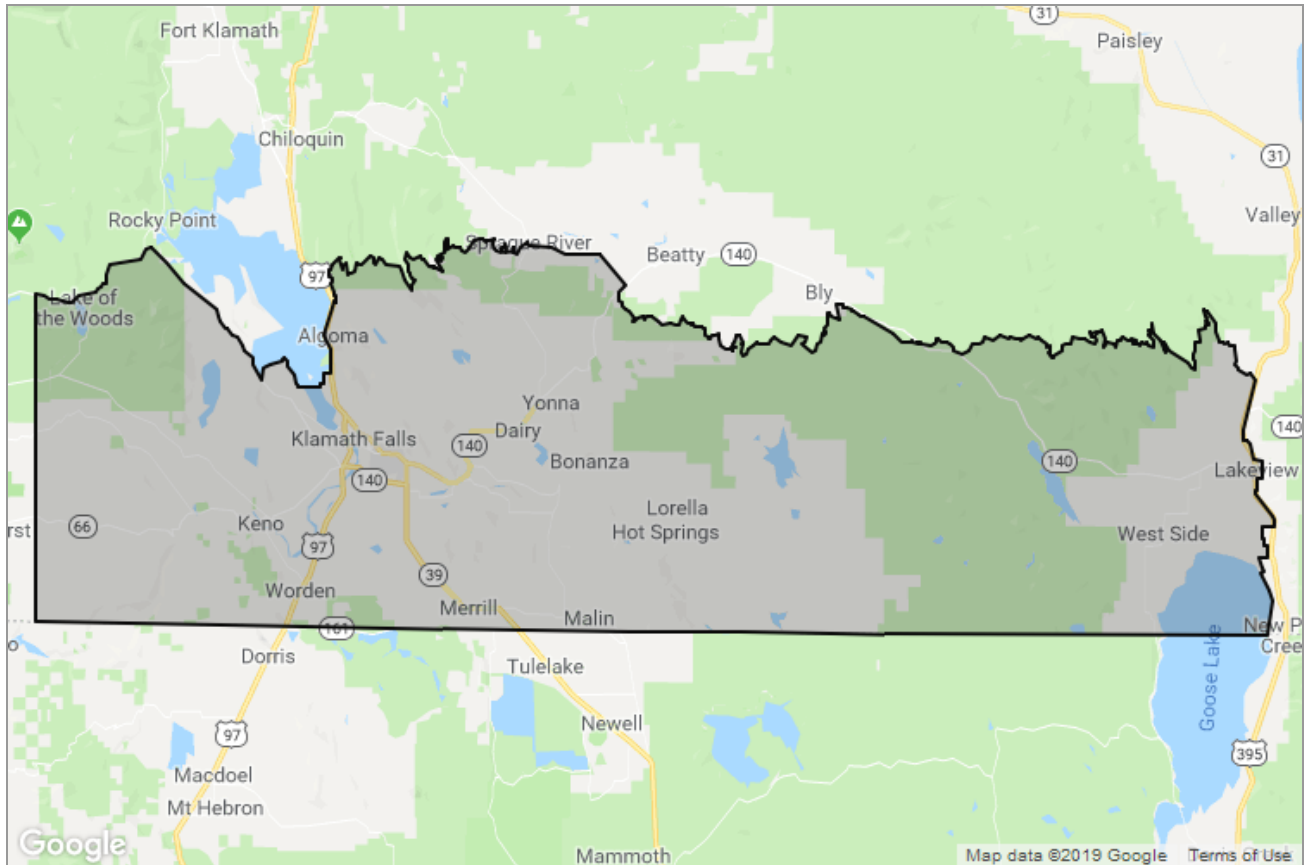OREGON
ASSOCIATION
OF REALTORS®

LOCAL ECONOMIC AREA REPORT

Oregon: State House District 56

Presented by

Dawn Radcliff

This report is powered by Realtors Property Resource®, a wholly owned
subsidiary of the National Association of REALTORS®

Work: (503) 362-3645

Main: dradcliff@oregonrealtors.org

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$42,115	**41.5**	**>64,000**	**Midlife Constants**
Total dollars:	Total years:		
$42,115 out of $25,782	41.5 out of >64,000.0		

Consumer Segmentation

Life Mode

What are the people like that live in this area?

GenXurban
Gen X in middle age; families with fewer kids and a mortgage

Urbanization

Where do people like this usually live?

Suburban Periphery
Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

	Midlife Constants	**Set to Impress**	**In Style**	**Small Town Simplicity**	**The Great Outdoors**
% of Households	3,650 (14.2%)	3,565 (13.8%)	2,586 (10.0%)	2,415 (9.4%)	1,409 (5.5%)
% of Oregon	52,327 (3.2%)	43,097 (2.7%)	58,183 (3.6%)	20,853 (1.3%)	108,191 (6.7%)
Lifestyle Group	GenXurban	Midtown Singles	GenXurban	Hometown	Cozy Country Living
Urbanization Group	Suburban Periphery	Metro Cities	Metro Cities	Semirural	Rural
Residence Type	Single Family	Multi-Unit Rentals; Single Family	Single Family	Single Family	Single Family
Household Type	Married Without Kids	Singles	Married Couples Without Kids	Singles	Married Couples
Average Household Size	2.3	2.1	2.33	2.25	2.43
Median Age	45.9	33.1	41.1	40	46.3
Diversity Index	34	64.9	36.9	49.1	33.7
Median Household Income	$48,000	$29,000	$66,000	$27,000	$53,000
Median Net Worth	$104,000	$12,000	$128,000	$14,000	$124,000
Median Home Value	$141,000	–	$214,000	$88,000	$189,000
Homeownership	73.6 %	28.8 %	68.8 %	50.9 %	78.1 %
Average Monthly Rent	–	$750	–	–	–
Employment	Professional or Services	Services, Professional or Administration	Professional or Management	Services or Professional	Professional or Services
Education	College Degree	High School Graduate	College Degree	High School Graduate	College Degree
Preferred Activities	Attend church; are members of fraternal orders. Read; go fishing; play golf.	Go to rock concerts, nightclubs, zoos. Shop at Walgreens.	Support arts, concerts, theaters, museums. Use coupons, mobile coupons.	Visit the doctor regularly. Go hunting, fishing, target shooting.	Might invest in real estate. Own pet dogs or cats.
Financial	Have retirement income, Social Security	Manage finances online	Hold retirement savings, insurance policies	Shop with coupons at discount stores	Belong to AARP, veterans' clubs
Media	Watch country, Christian TV channels	Download latest music online	Carry, use smartphones	Read newspapers; watch TV	Watch CMT, History Channel, Fox News
Vehicle	Own domestic SUVs, trucks	Own used, imported vehicles	Own late-model SUVs or trucks	Own, maintain domestic trucks, ATVs	Own 4-wheel drive trucks

About this segment
Midlife Constants

This is the	In this area	In the United States
#1	**14.2%**	**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.

RPR®

2/26/2019

About this segment
Set to Impress

This is the
#2
dominant segment for this area

In this area
13.8%
of households fall into this segment

In the United States
1.4%
of households fall into this segment

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

Who We Are

Set to Impress is depicted by medium to large multi-unit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and more than half of the homes are non-family households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Our Neighborhood

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college.
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers who dress to impress and often make impulse buys.
- They maintain close relationships with family.

Socioeconomic Traits

- Apartment complexes represented by multiple multi-unit structures are often nestled in neighborhoods with single-family homes or businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

Market Profile

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media and managing finances.
- They own used, imported vehicles.
- They shop at Walgreens.
- They enjoy leisure activities including going to rock concerts, night clubs and the zoo.

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.

2/26/2019

About this segment

In Style

This is the	In this area	In the United States
#3	**10.0%**	**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.

2/26/2019

About this segment
Small Town Simplicity

This is the	In this area	In the United States
#4	**9.4%**	**1.9%**
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

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semi-rural, with television for entertainment and news, and emphasis on convenience for young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple--paying bills in person and avoiding debt.

Our Neighborhood

- They reside in small towns or semi-rural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses, apartments and mobile homes.
- A majority, 51%, of homes are owner occupied.
- Median home value of $88,000 is about half the U.S. median.
- Average rent is $600.
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households.

Socioeconomic Traits

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9%.
- Labor force participation lower at 51%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed

Market Profile

- Small Town Simplicity features a semi-rural lifestyle, complete with trucks (domestic, of course), ATVs and vegetable gardens.
- Hunting, fishing and target shooting are favorite pastimes.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking--frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

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
#5	**5.5%**	**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.

Oregon: State House District 56: 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 56	>64,000
	64,576
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 56	24.7
	24.9
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 56	1.29%
	0.90%
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 56

State House District 56	63,727
Oregon	4,150,282

2/26/2019

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 56

State House District 56	24.6
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 56	2.42
	2.43
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 56	48,755
	48,970
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 56	50.1%	49.9%
	50.0%	50.0%
Oregon	50.4%	49.6%
	50.4%	49.6%
USA	50.7%	49.3%
	50.7%	49.3%

Oregon: State House District 56: 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 56
- 41.5
- 42.1

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)

Children
- 11.6%
- 11.5%

Tweens
- 3.5%
- 3.6%

Teens
- 8.7%
- 8.5%

20s
- 12.9%
- 12.0%

30s
- 11.5%
- 12.0%

40s
- 11.6%
- 11.4%

50s
- 13.4%
- 12.1%

60s
- 13.9%
- 14.0%

70s
- 8.3%
- 10.0%

Over 80
- 4.6%
- 4.8%

2/26/2019

Oregon: State House District 56: 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 56	50.6%	49.4%
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 56	50.6%
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 56	27.1%
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 56	6.2%
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 56	16.1%
Oregon	13.5%
USA	11.0%

Oregon: State House District 56: 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

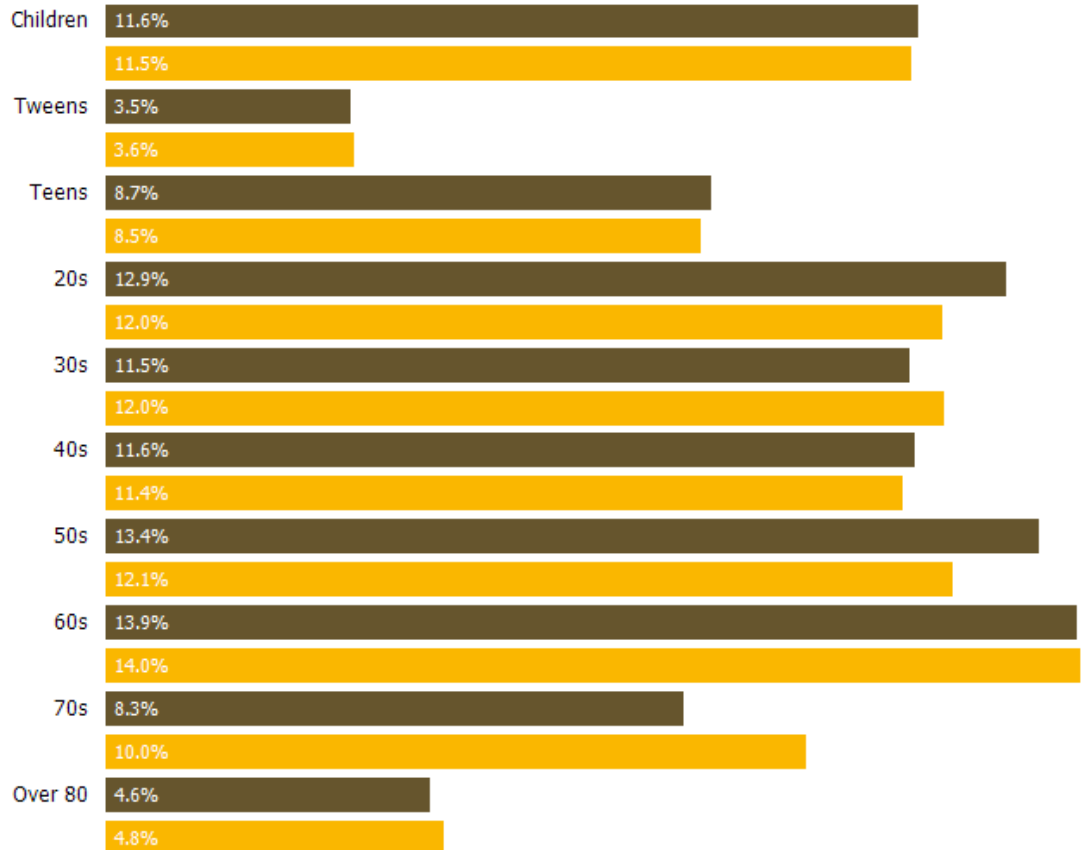Update Frequency: Annually

■ 2017
■ 2022 (Projected)

State House District 56	$57,528
	$63,669
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)

State House District 56	$42,115
	$43,493
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)

State House District 56	$23,593
	$26,041
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

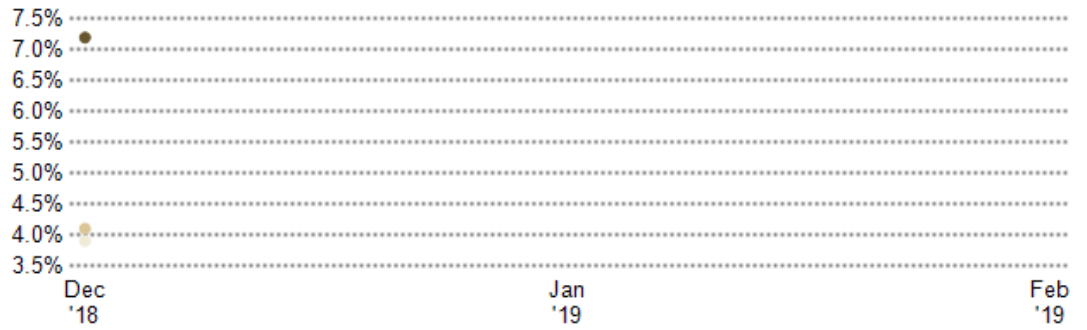|	
State House District 56	$44,505
Oregon	$56,275
USA	$60,725

2/26/2019

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 56
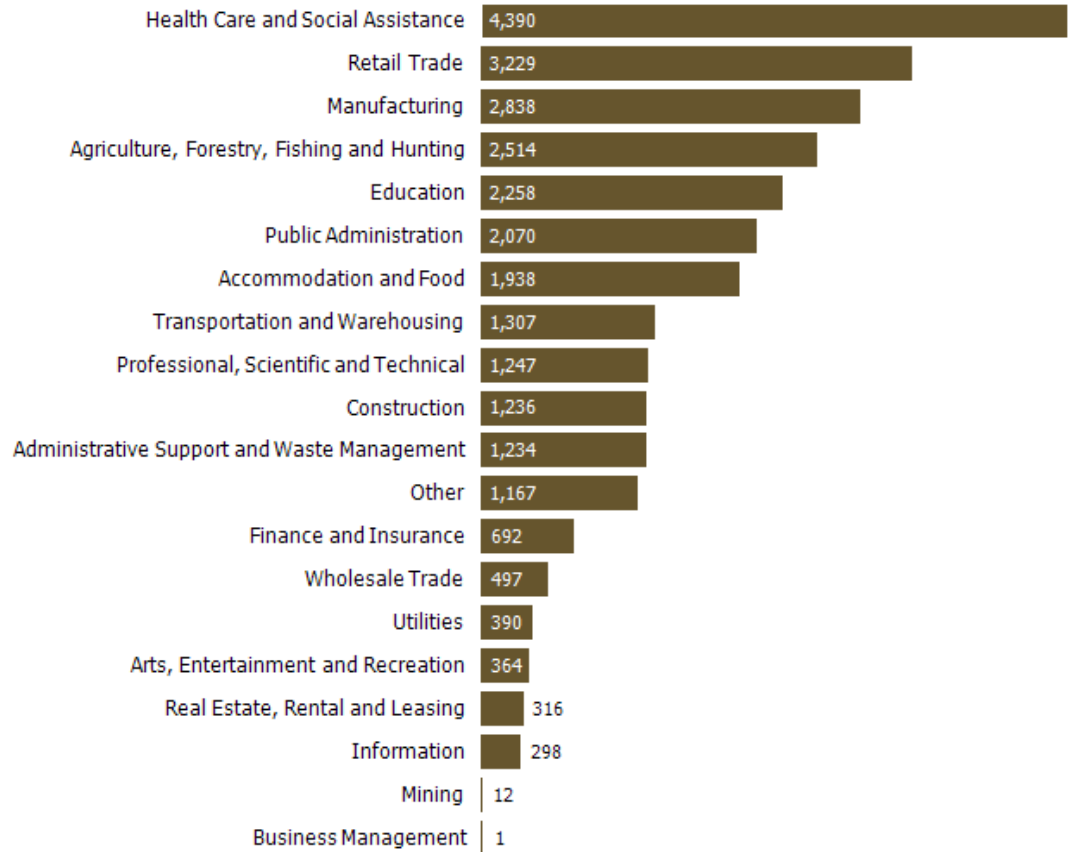- Oregon
- USA

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	4,390
Retail Trade	3,229
Manufacturing	2,838
Agriculture, Forestry, Fishing and Hunting	2,514
Education	2,258
Public Administration	2,070
Accommodation and Food	1,938
Transportation and Warehousing	1,307
Professional, Scientific and Technical	1,247
Construction	1,236
Administrative Support and Waste Management	1,234
Other	1,167
Finance and Insurance	692
Wholesale Trade	497
Utilities	390
Arts, Entertainment and Recreation	364
Real Estate, Rental and Leasing	316
Information	298
Mining	12
Business Management	1

Oregon: State House District 56: 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 56	3.1%
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 56	27.3%
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 56	6.8%
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 56	21.1%
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 56	27.3%
Oregon	25.5%
USA	20.6%

2/26/2019

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 56	10.5%
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 56	14.0%
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 56	8.3%
Oregon	12.2%
USA	11.8%

2/26/2019

Oregon: State House District 56: Commute Comparison
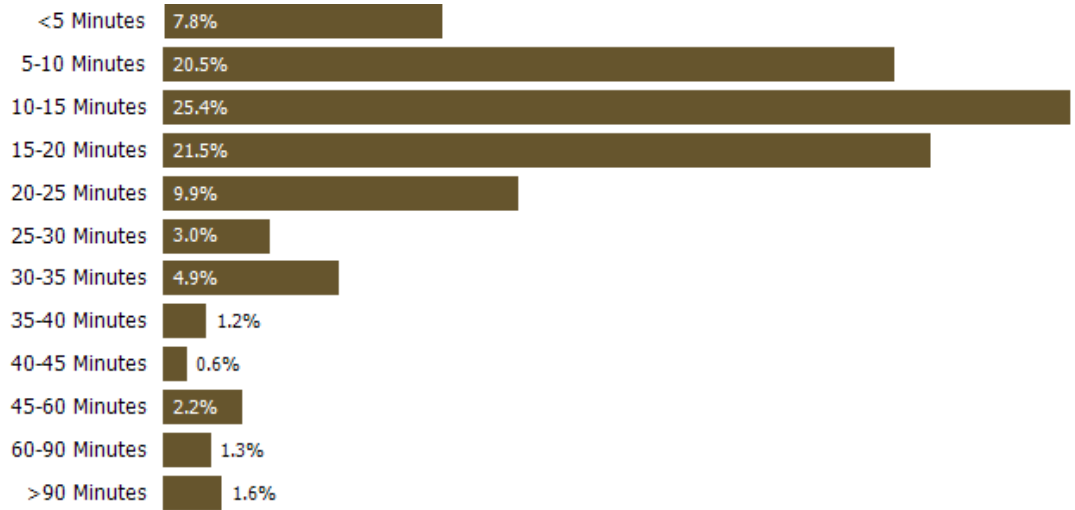
Average Commute Time

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 56

Commute Time	Percentage
<5 Minutes	7.8%
5-10 Minutes	20.5%
10-15 Minutes	25.4%
15-20 Minutes	21.5%
20-25 Minutes	9.9%
25-30 Minutes	3.0%
30-35 Minutes	4.9%
35-40 Minutes	1.2%
40-45 Minutes	0.6%
45-60 Minutes	2.2%
60-90 Minutes	1.3%
>90 Minutes	1.6%

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 56

Transportation	Percentage
Drive Alone	83.1%
Carpool	10.4%
Work at Home	5.3%
Walk	4.0%
Other	1.1%
Bicycle	1.0%
Public Transit	0.3%
Bus	0.2%
Motorcycle	0.1%
Ferry	0.1%

Oregon: State House District 56: 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 56	$194,250
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 56	+3.9%
Oregon	+5.8%
USA	+6.1%

2/26/2019

Best Retail Businesses: Oregon: State House District 56

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

2/26/2019
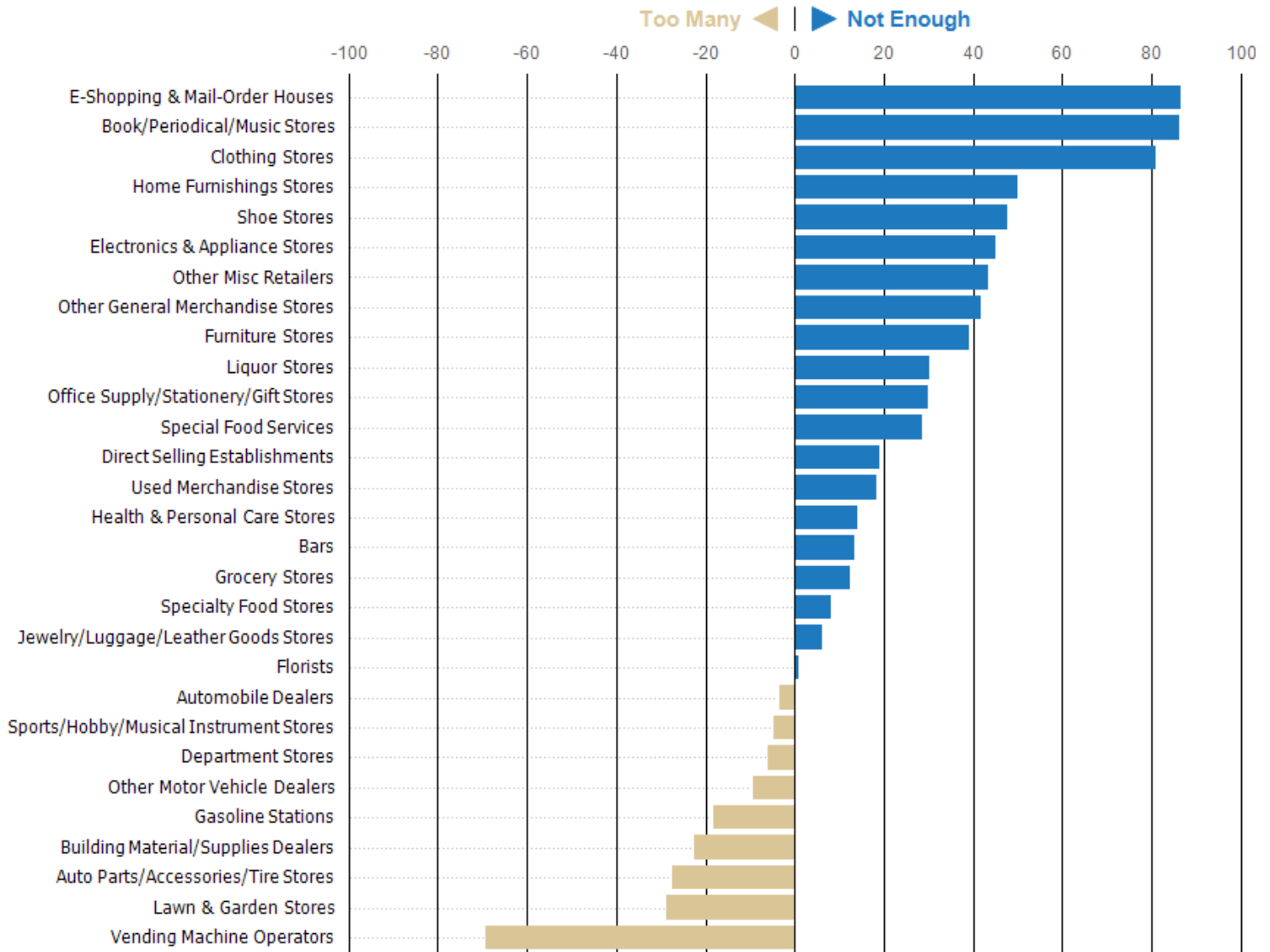
About RPR (Realtors Property Resource)

- 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

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