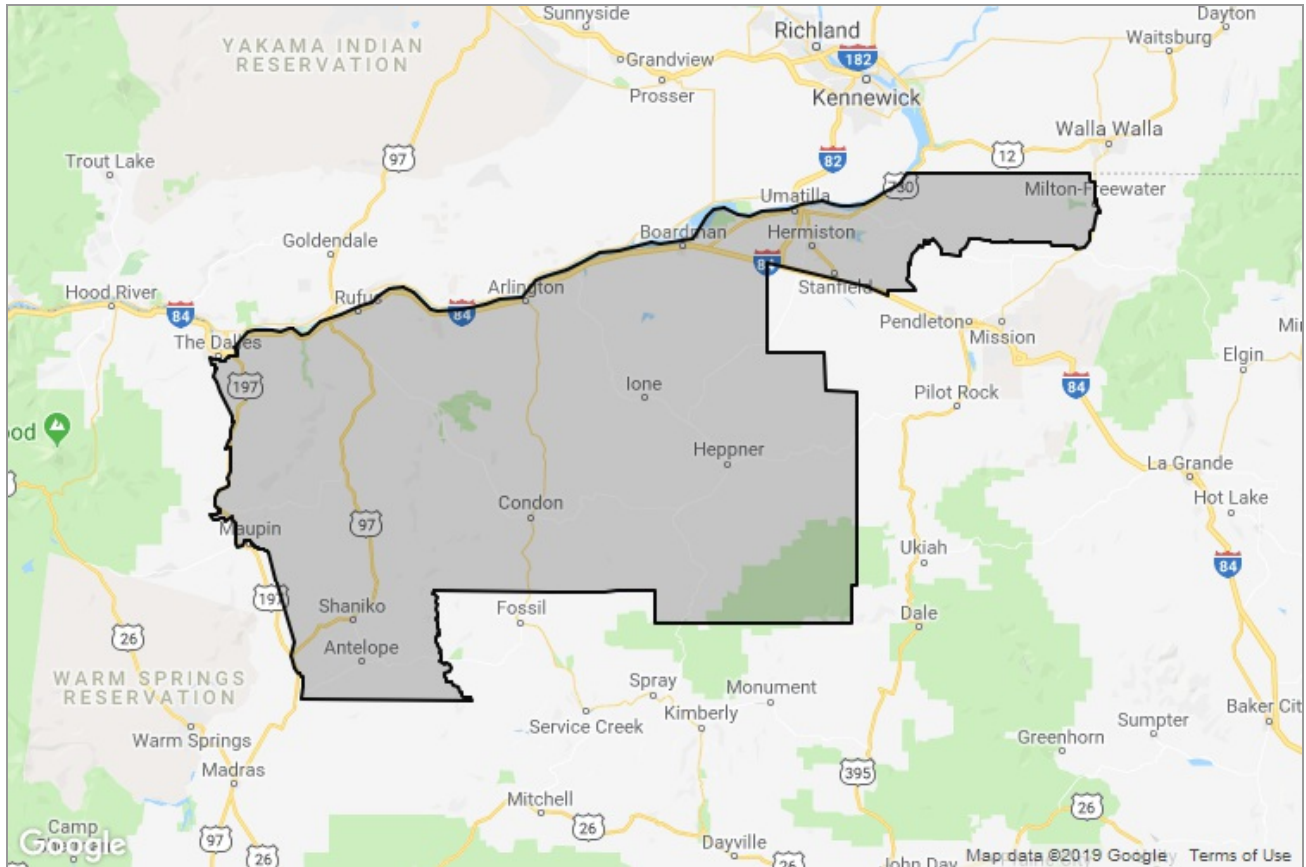OREGON
ASSOCIATION
OF REALTORS®

LOCAL ECONOMIC AREA REPORT

Oregon: State House District 57

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**
$46,871	**35.8**	**64,865**	**Prairie Living**
Total dollars: $46,871 out of $22,418	Total years: 35.8 out of 64,865.0		

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	**Cozy Country Living** Empty nesters in bucolic settings	**Where do people like this usually live?**	**Rural** Country living with older families, low density and low diversity

Top Tapestry Segments	**Prairie Living**	**Southern Satellites**	**Middleburg**	**Down the Road**	**Old and Newcomers**
% of Households	3,250 (14.5%)	3,036 (13.5%)	2,963 (13.2%)	2,624 (11.7%)	1,641 (7.3%)
% of Oregon	18,493 (1.1%)	17,747 (1.1%)	92,513 (5.7%)	20,385 (1.3%)	68,118 (4.2%)
Lifestyle Group	Cozy Country Living	Rustic Outposts	Family Landscapes	Rustic Outposts	Middle Ground
Urbanization Group	Rural	Rural	Semirural	Semirural	Metro Cities
Residence Type	Single Family	Single Family or Mobile Homes	Single Family	Mobile Homes	Multi-Units; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.5	2.65	2.73	2.74	2.11
Median Age	43.4	39.7	35.3	34.3	38.5
Diversity Index	22.6	38.6	46.3	70.5	50.1
Median Household Income	$51,000	$44,000	$55,000	$36,000	$39,000
Median Net Worth	$118,000	$70,000	$89,000	$30,000	$23,000
Median Home Value	$125,000	$119,000	$158,000	$104,000	–
Homeownership	79.8 %	78.6 %	74.3 %	66.4 %	46.4 %
Average Monthly Rent	–	–	–	–	$850
Employment	Professional, Management or Services	Services, Professional or Administration	Professional or Services	Services or Administration	Professional or Services
Education	High School Graduate	High School Graduate	College Degree	High School Graduate	College Degree
Preferred Activities	Shop at Walmart, eat at Subway. Go fishing, hunting, boating, camping.	Go hunting, fishing. Own a pet dog.	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Visit chat rooms; play games online. Go hunting, fishing.	Buy frozen, convenience foods. Support environmental organizations.
Financial	Own CDs, term/whole life insurance	Shop at Walmart	Carry some debt; invest for future	Prefer convenience of frozen meals, fast food	Bank online or in person
Media	Read fishing, hunting, auto magazines	Listen to country music; watch CMT	Watch country, Christian TV channels	Watch Animal Planet on satellite TV	Watch movies at home
Vehicle	Own truck, ATV/UTV	Own, maintain truck	Own trucks, SUVs	Bought used vehicle last year	View car as transportation only

2/26/2019

About this segment
Prairie Living

This is the	In this area	In the United States
#1	**14.5%**	**1.1%**
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

Prairie Living is the most rural market, comprising about 1 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse. They are dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the U.S., and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

Our Neighborhood

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940.
- Higher percentage of vacant housing units is at 16%.
- Most households own 2 or 3 vehicles; this is the highest-ranked market for owning 4 or more vehicles.

Socioeconomic Traits

- Half have completed some college education or hold a degree.
- At 4.1%, the unemployment rate is less than half the U.S. rate.
- Labor force participation rate slightly higher at 66%.
- Wage and salary income for 73% of households plus self-employment income for 27%.
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

Market Profile

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have non-interest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read home service, fishing/hunting and automotive magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

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
Southern Satellites

This is the	In this area	In the United States
#2	**13.5%**	**3.1%**
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

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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About this segment
Middleburg

This is the	In this area	In the United States
#3	**13.2%**	**2.8%**
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

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of $158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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
Down the Road

This is the	In this area	In the United States
#4	**11.7%**	**1.1%**
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

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under $50,000 (more than three times the U.S. percentage).

Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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
#5	**7.3%**	**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.

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Oregon: State House District 57: 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 57	64,865
	65,833
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 57	11.7
	11.8
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 57	5.11%
	1.49%
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 57

State House District 57	60,589
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 57

State House District 57	10.9
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)

	2017	2022 (Projected)
State House District 57	2.79	2.81
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)

	2017	2022 (Projected)
State House District 57	52,051	52,676
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)

	Women	Men
State House District 57 (2017)	48.1%	51.9%
State House District 57 (2022)	48.1%	51.9%
Oregon (2017)	50.4%	49.6%
Oregon (2022)	50.4%	49.6%
USA (2017)	50.7%	49.3%
USA (2022)	50.7%	49.3%

Oregon: State House District 57: 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)

Area	2017	2022 (Projected)
State House District 57	35.8	36.3
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	14.9%	14.9%
Tweens	4.3%	4.5%
Teens	9.3%	9.4%
20s	13.7%	12.6%
30s	12.9%	13.4%
40s	11.4%	11.3%
50s	12.4%	11.3%
60s	11.4%	11.5%
70s	6.3%	7.6%
Over 80	3.4%	3.6%

Oregon: State House District 57: 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 57	51.4%	48.6%
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 57	51.4%
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 57	29.8%
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 57	5.6%
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 57	13.1%
Oregon	13.5%
USA	11.0%

Oregon: State House District 57: 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
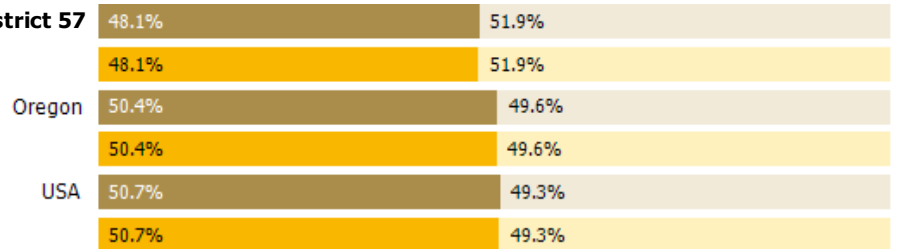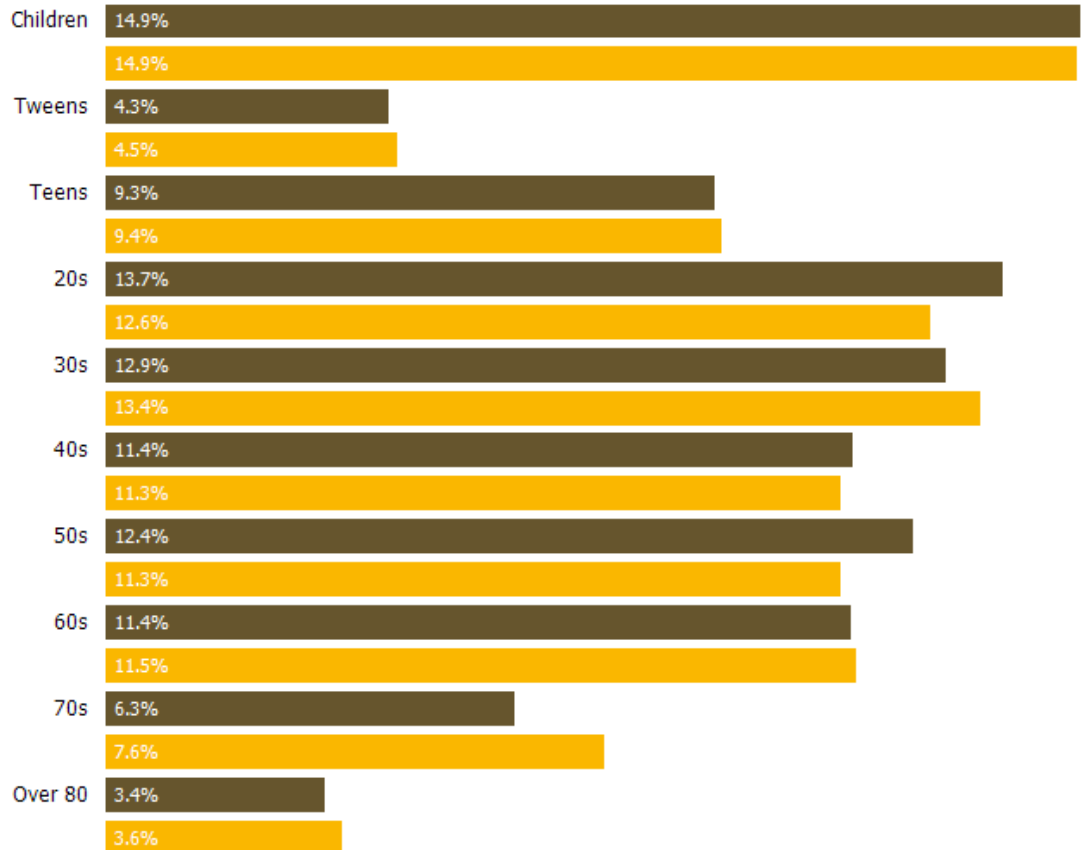
■ 2017
■ 2022 (Projected)

State House District 57	
2017	$58,693
2022	$65,596
Oregon 2017	$75,702
Oregon 2022	$86,834
USA 2017	$80,628
USA 2022	$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 57	
2017	$46,871
2022	$49,131
Oregon 2017	$55,010
Oregon 2022	$62,632
USA 2017	$56,082
USA 2022	$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 57	
2017	$20,895
2022	$23,183
Oregon 2017	$30,179
Oregon 2022	$34,452
USA 2017	$30,801
USA 2022	$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 57	$46,013
Oregon	$56,275
USA	$60,725

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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 57
- 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
Agriculture, Forestry, Fishing and Hunting	4,852
Manufacturing	3,646
Retail Trade	3,601
Health Care and Social Assistance	3,101
Accommodation and Food	2,258
Education	1,817
Public Administration	1,764
Transportation and Warehousing	1,752
Construction	1,583
Administrative Support and Waste Management	1,057
Professional, Scientific and Technical	998
Other	943
Wholesale Trade	644
Finance and Insurance	514
Utilities	495
Real Estate, Rental and Leasing	378
Information	307
Arts, Entertainment and Recreation	277
Mining	27
Business Management	0 or no data

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Oregon: State House District 57: 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

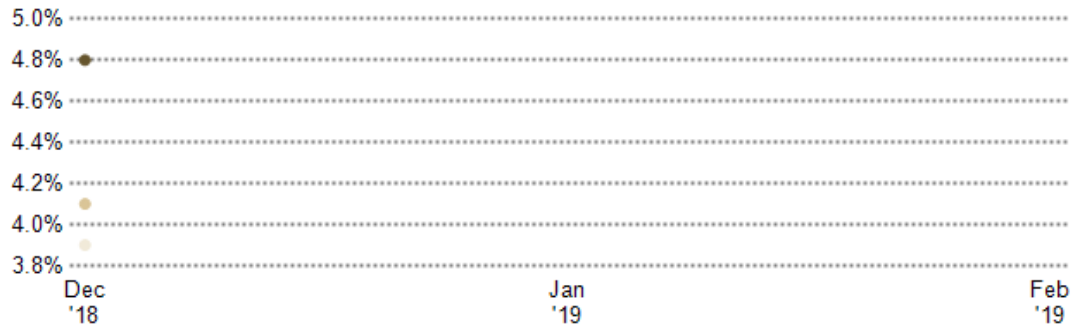|	
State House District 57	9.5%
Oregon	3.6%
USA	5.4%

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 57	24.8%
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 57	7.1%
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 57	22.3%
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 57	24.8%
Oregon	25.5%
USA	20.6%

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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 57	9.4%
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 57	10.4%
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 57	5.7%
Oregon	12.2%
USA	11.8%

Oregon: State House District 57: 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 57

<5 Minutes	8.2%
5-10 Minutes	16.3%
10-15 Minutes	18.9%
15-20 Minutes	17.5%
20-25 Minutes	13.2%
25-30 Minutes	4.6%
30-35 Minutes	9.1%
35-40 Minutes	1.8%
40-45 Minutes	2.5%
45-60 Minutes	5.0%
60-90 Minutes	2.1%
>90 Minutes	0.9%

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 57

Drive Alone	82.9%
Carpool	11.7%
Work at Home	4.4%
Walk	3.8%
Public Transit	0.6%
Bus	0.6%
Other	0.5%
Motorcycle	0.3%
Bicycle	0.2%
Train	0.0%

Oregon: State House District 57: 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 57	$187,370
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

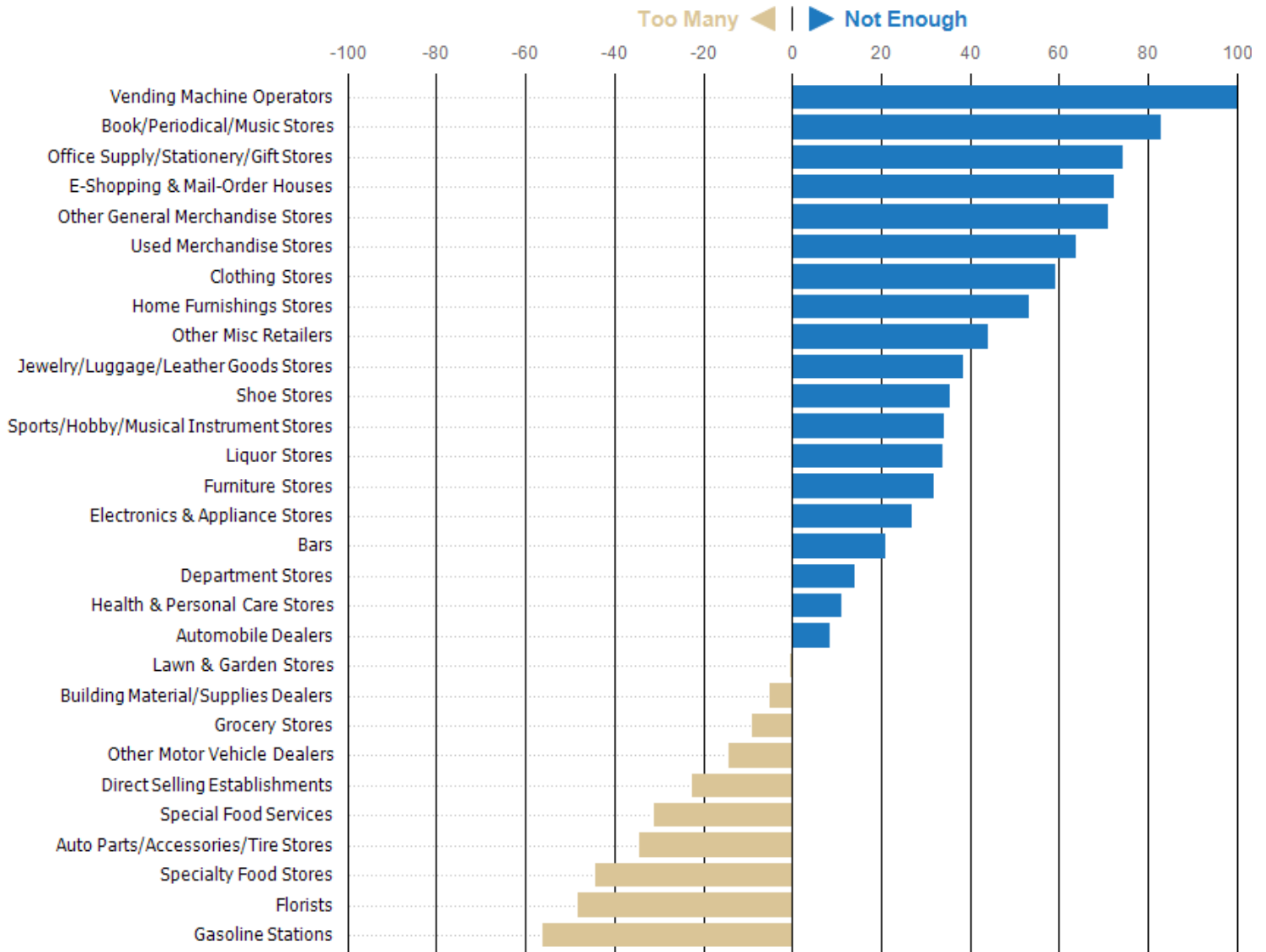|	
State House District 57	+5.8%
Oregon	+5.8%
USA	+6.1%

2/26/2019

Best Retail Businesses: Oregon: State House District 57

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
Book/Periodical/Music Stores	83
Office Supply/Stationery/Gift Stores	74
E-Shopping & Mail-Order Houses	72
Other General Merchandise Stores	70
Used Merchandise Stores	63
Clothing Stores	59
Home Furnishings Stores	53
Other Misc Retailers	45
Jewelry/Luggage/Leather Goods Stores	39
Shoe Stores	36
Sports/Hobby/Musical Instrument Stores	35
Liquor Stores	35
Furniture Stores	32
Electronics & Appliance Stores	27
Bars	21
Department Stores	14
Health & Personal Care Stores	11
Automobile Dealers	8
Lawn & Garden Stores	0
Building Material/Supplies Dealers	-5
Grocery Stores	-7
Other Motor Vehicle Dealers	-14
Direct Selling Establishments	-23
Special Food Services	-29
Auto Parts/Accessories/Tire Stores	-33
Specialty Food Stores	-45
Florists	-52
Gasoline Stations	-57

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