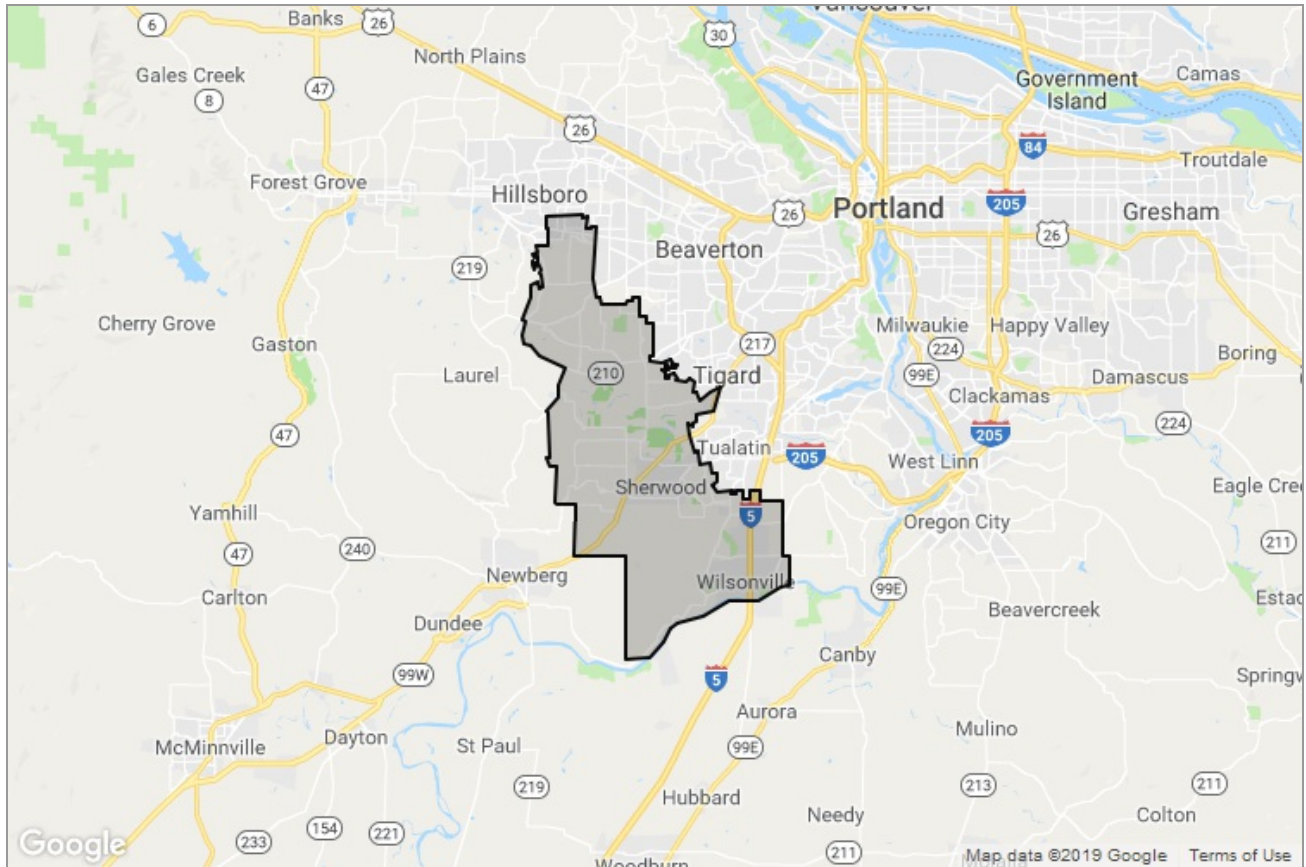# OREGON ASSOCIATION OF REALTORS®

LOCAL ECONOMIC AREA REPORT

Oregon: State House District 26

Presented by

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subsidary of the National Association of REALTORS®

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Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$78,305	**37.1**	**72,973**	**Soccer Moms**
Total dollars: $78,305 out of $26,571	Total years: 37.1 out of 72,973.0		

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Family Landscapes
Successful younger families in newer housing

Urbanization

Where do people like this usually live?

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

Top Tapestry Segments

	Soccer Moms	Bright Young Professionals	Middleburg	Professional Pride	Enterprising Professionals
% of Households	6,409 (24.1%)	4,170 (15.7%)	3,229 (12.2%)	3,158 (11.9%)	2,207 (8.3%)
% of Oregon	39,954 (2.5%)	62,266 (3.8%)	92,513 (5.7%)	20,085 (1.2%)	18,437 (1.1%)
Lifestyle Group	Family Landscapes	Middle Ground	Family Landscapes	Affluent Estates	Upscale Avenues
Urbanization Group	Suburban Periphery	Urban Periphery	Semirural	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Multi-Units; Single Family	Single Family	Single Family	Multi-Units; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.96	2.4	2.73	3.11	2.46
Median Age	36.6	32.2	35.3	40.5	34.8
Diversity Index	48.3	65.4	46.3	41.2	71.2
Median Household Income	$84,000	$50,000	$55,000	$127,000	$77,000
Median Net Worth	$252,000	$28,000	$89,000	$540,000	$78,000
Median Home Value	$226,000	–	$158,000	$387,000	$295,000
Homeownership	85.5 %	44.1 %	74.3 %	92 %	52.3 %
Average Monthly Rent	–	$1,000	–	–	–
Employment	Professional or Management	Professional or Services	Professional or Services	Professional or Management	Professional or Management
Education	College Degree	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Go jogging, biking, target shooting. Visit theme parks, zoos.	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Own latest tablets, smartphones and laptops. Upgrade picture-perfect homes.	Gamble; visit museums. Buy trendy clothes online.
Financial	Carry high level of debt	Own U.S. savings bonds; bank online	Carry some debt; invest for future	Hold 401(k) and IRA plans/securities	Own 401(k) through work
Media	Shop, bank online	Rent DVDs from Redbox or Netflix	Watch country, Christian TV channels	Read epicurean, sports, home service magazines	Watch movies, TV on demand; use tablets
Vehicle	Own 2+ vehicles (minivans, SUVs)	Own newer cars	Own trucks, SUVs	Own 2-3 vehicles	Own or lease an imported sedan

2/25/2019

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About this segment
Soccer Moms

This is the	In this area	In the United States
#1	**24.1%**	**2.9%**
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

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

Our Neighborhood

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

Socioeconomic Traits

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

Market Profile

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

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.

2/25/2019

About this segment
Bright Young Professionals

This is the	In this area	In the United States
#2	**15.7%**	**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

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value and average rent are close to the U.S. averages. Residents of this segment are physically active and up on the latest technology.

Our Neighborhood

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 55% of the housing stock (row housing, buildings with 5-19 units); 44% built 1980-99.
- Average rent is slightly higher than the U.S. average.
- Lower vacancy rate is at 8.9%.

Socioeconomic Traits

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10%.
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the U.S. rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

Market Profile

- Own U.S. savings bonds.
- Own newer computers (desktop, laptop or both), iPods and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting and yoga.
- Eat out often at fast-food and family restaurants.

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About this segment
Middleburg

This is the	In this area	In the United States
#3	**12.2%**	**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.

2/25/2019

About this segment
Professional Pride

This is the
#4
dominant segment
for this area

In this area
11.9%
of households fall
into this segment

In the United States
1.6%
of households fall
into this segment

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

Who We Are

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

Our Neighborhood

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

Socioeconomic Traits

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

Market Profile

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

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
Enterprising Professionals

This is the
#5
dominant segment
for this area

In this area
8.3%
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

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Our Neighborhood

- Almost half of households are married couples, and 30% are single-person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger mult-iunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

Socioeconomic Traits

- Median household income one and a half times that of the U.S.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Go on business trips, a major part of work.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key–shop at Amazon.com and pick up drugs at the Target pharmacy.
- Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.

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 26: 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 26	72,973
	78,483
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 26	899.5
	967.4
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 26	12.80%
	7.55%
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 26

State House District 26	70,636
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 26

Geography	Value
State House District 26	870.7
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)

Geography	2017	2022 (Projected)
State House District 26	2.68	2.69
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)

Geography	2017	2022 (Projected)
State House District 26	59,323	63,642
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)

Geography	Women 2017	Men 2017	Women 2022	Men 2022
State House District 26	51.8%	48.2%	51.7%	48.3%
Oregon	50.4%	49.6%	50.4%	49.6%
USA	50.7%	49.3%	50.7%	49.3%

Oregon: State House District 26: 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 26
- 37.1
- 37.6

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
- 13.9%
- 13.5%

Tweens
- 4.5%
- 4.3%

Teens
- 9.5%
- 9.2%

20s
- 12.1%
- 12.2%

30s
- 14.2%
- 14.3%

40s
- 14.7%
- 13.9%

50s
- 13.2%
- 12.7%

60s
- 9.8%
- 10.4%

70s
- 4.9%
- 6.3%

Over 80
- 3.2%
- 3.2%

2/25/2019

Oregon: State House District 26: 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 26	57.0%	43.0%
Oregon	49.9%	50.1%
USA	49.4%	50.6%

Married

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

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

Update Frequency: Annually

State House District 26	57.0%
Oregon	49.9%
USA	49.4%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

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

Update Frequency: Annually

State House District 26	25.5%
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 26	4.7%
Oregon	5.2%
USA	5.8%

Divorced

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

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

Update Frequency: Annually

State House District 26	12.8%
Oregon	13.5%
USA	11.0%

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Oregon: State House District 26: 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

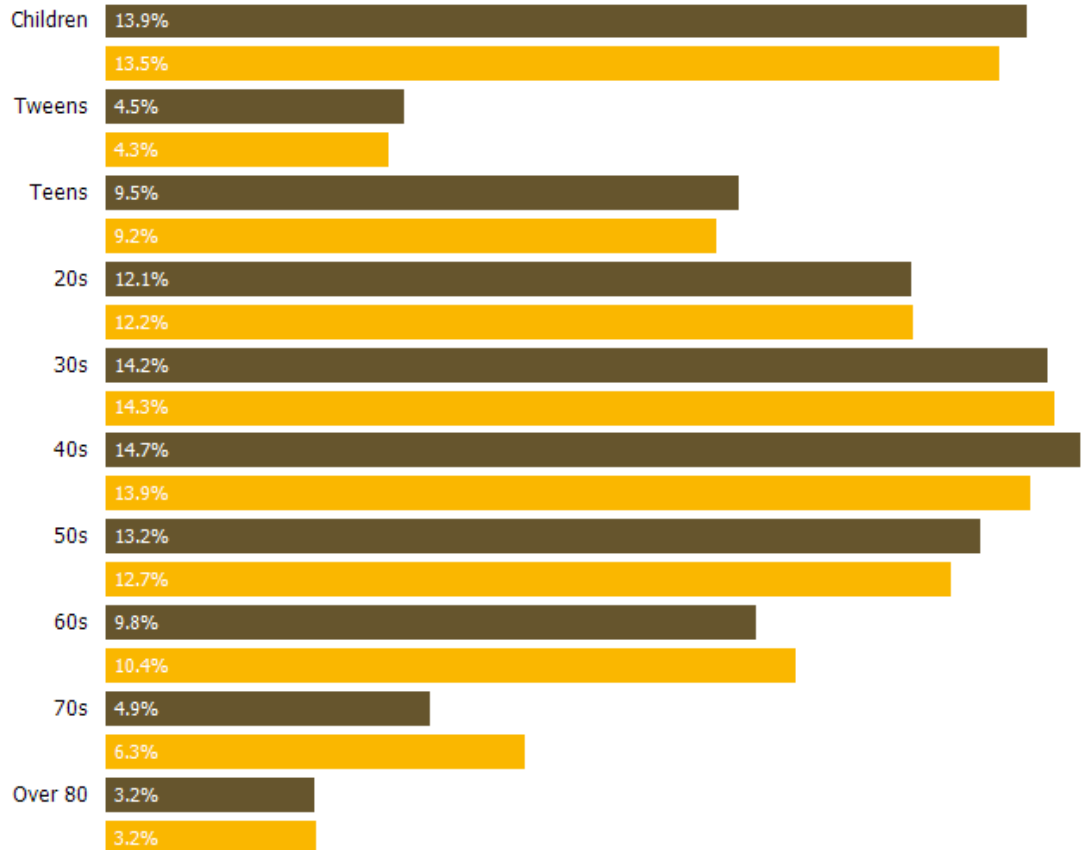Update Frequency: Annually

- 2017
- 2022 (Projected)

State House District 26	$102,492
	$117,194
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 26	$78,305
	$87,098
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 26	$37,720
	$42,950
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

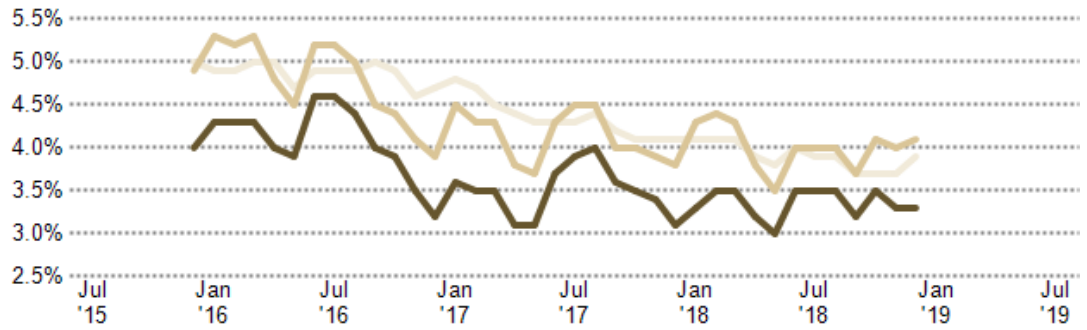| State House District 26 | $73,578 |
| Oregon | $56,275 |
| USA | $60,725 |

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 26
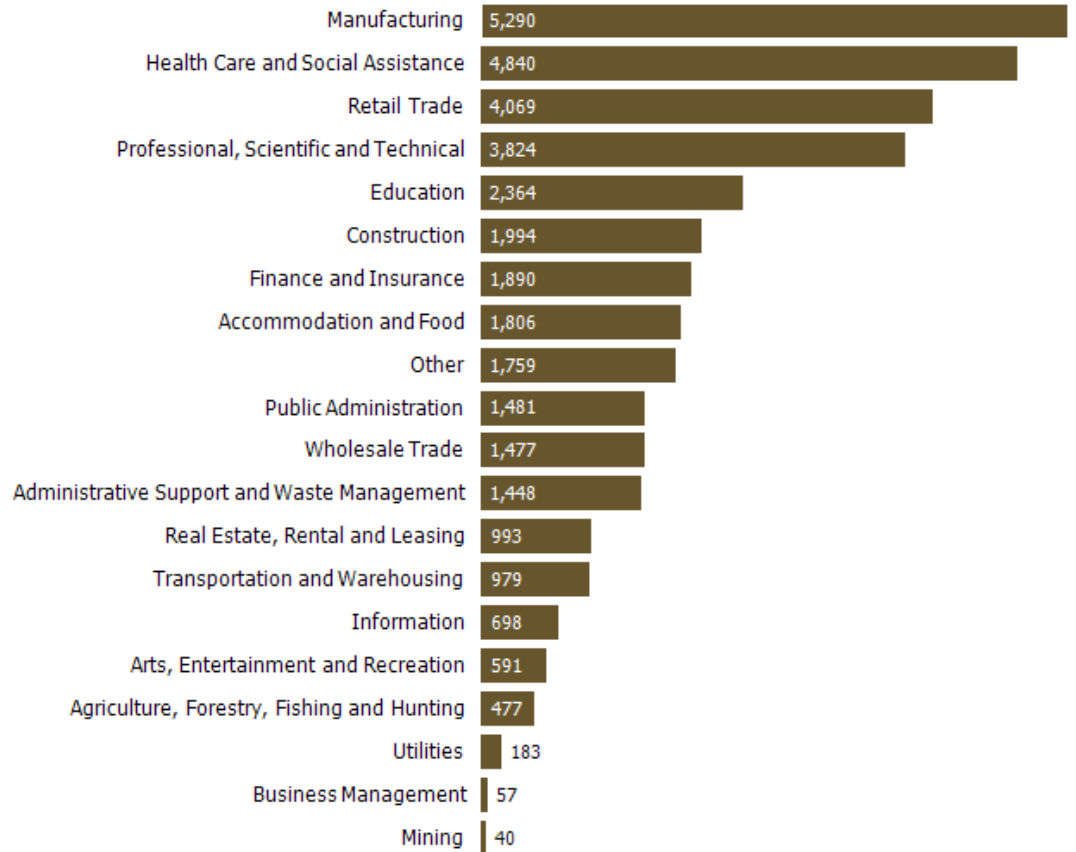- Oregon
- USA

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
Manufacturing	5,290
Health Care and Social Assistance	4,840
Retail Trade	4,069
Professional, Scientific and Technical	3,824
Education	2,364
Construction	1,994
Finance and Insurance	1,890
Accommodation and Food	1,806
Other	1,759
Public Administration	1,481
Wholesale Trade	1,477
Administrative Support and Waste Management	1,448
Real Estate, Rental and Leasing	993
Transportation and Warehousing	979
Information	698
Arts, Entertainment and Recreation	591
Agriculture, Forestry, Fishing and Hunting	477
Utilities	183
Business Management	57
Mining	40

2/25/2019

Oregon: State House District 26: 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 26	1.7%
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 26	24.0%
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 26	3.4%
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 26	14.4%
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 26	24.0%
Oregon	25.5%
USA	20.6%

2/25/2019

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 26	9.7%
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 26	29.8%
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 26	13.8%
Oregon	12.2%
USA	11.8%

Oregon: State House District 26: 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 26

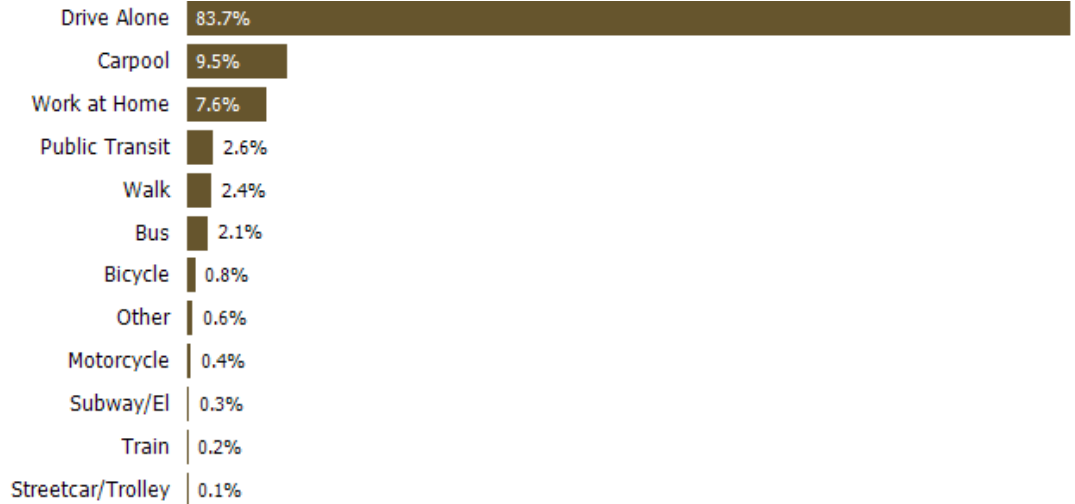|	
<5 Minutes	2.8%
5-10 Minutes	9.7%
10-15 Minutes	12.8%
15-20 Minutes	14.3%
20-25 Minutes	14.3%
25-30 Minutes	8.0%
30-35 Minutes	13.8%
35-40 Minutes	4.6%
40-45 Minutes	5.9%
45-60 Minutes	9.3%
60-90 Minutes	3.3%
>90 Minutes	1.2%

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 26

Drive Alone	83.7%
Carpool	9.5%
Work at Home	7.6%
Public Transit	2.6%
Walk	2.4%
Bus	2.1%
Bicycle	0.8%
Other	0.6%
Motorcycle	0.4%
Subway/El	0.3%
Train	0.2%
Streetcar/Trolley	0.1%

Oregon: State House District 26: 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 26	$435,640
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 26	+4.9%
Oregon	+5.8%
USA	+6.1%

2/25/2019

Best Retail Businesses: Oregon: State House District 26

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

2/25/2019
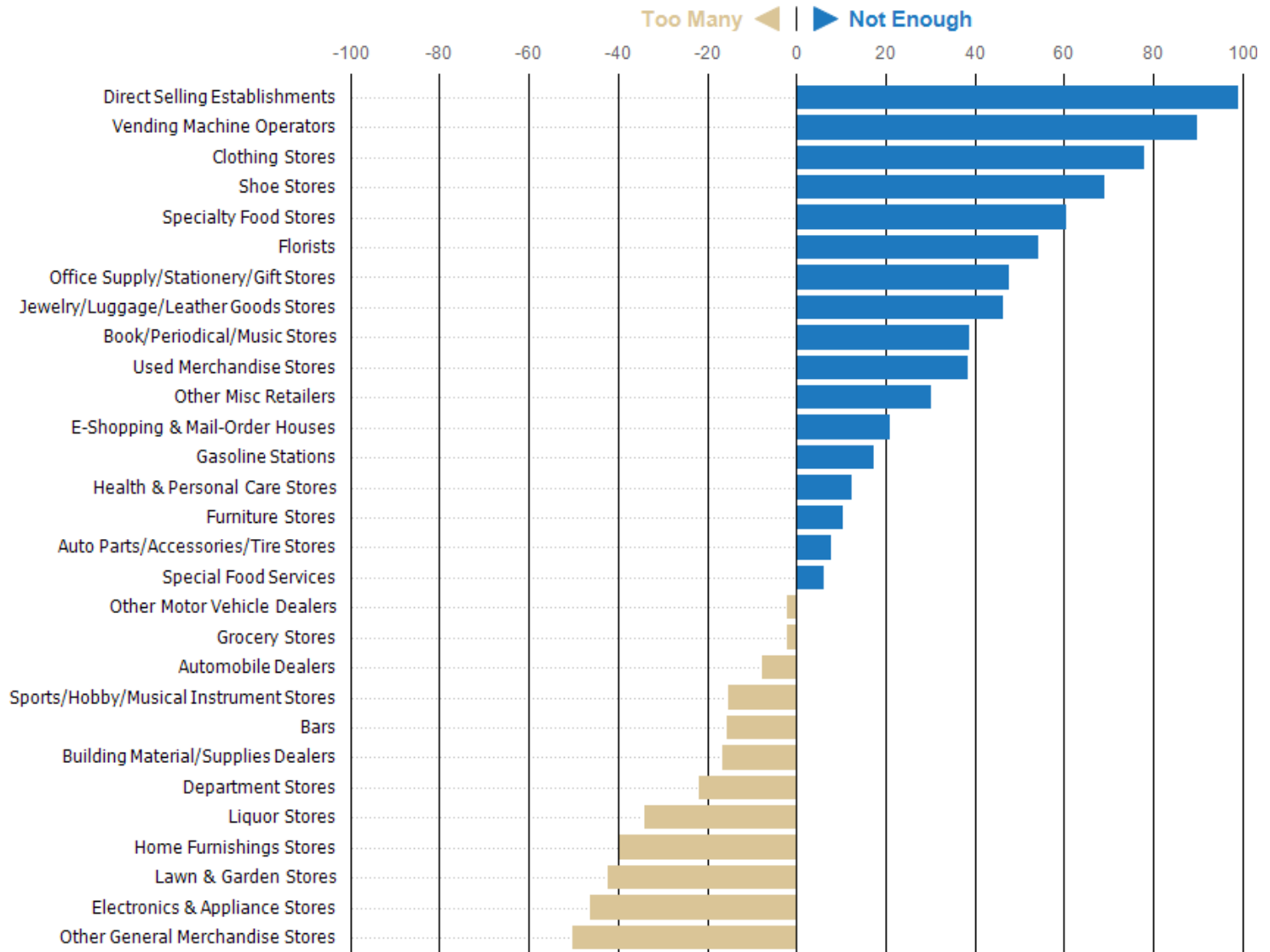
About RPR (Realtors Property Resource)

- 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.

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RESOURCE

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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