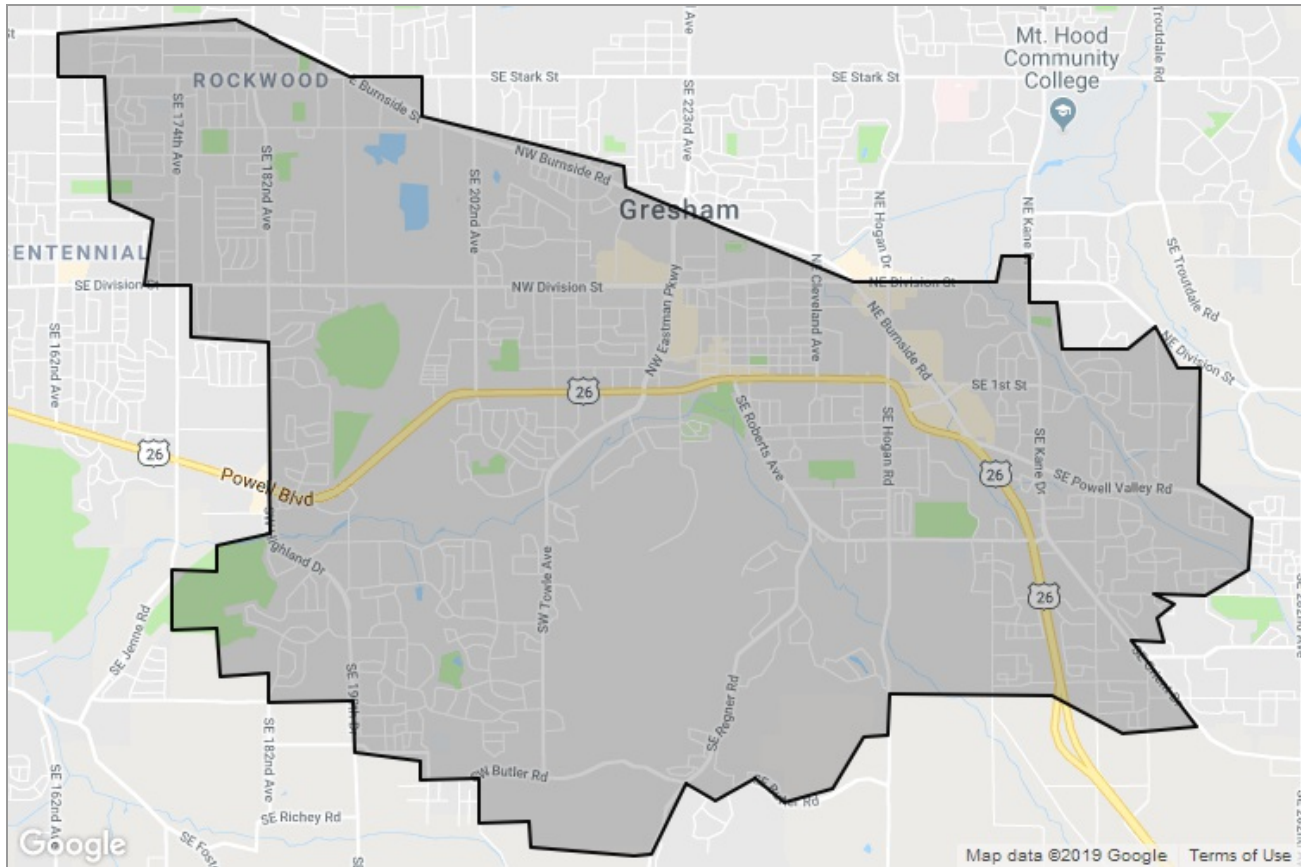OREGON
ASSOCIATION
OF REALTORS®

LOCAL ECONOMIC AREA REPORT

Oregon: State House District 50

Presented by

Dawn Radcliff

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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**
$55,561	**35.0**	**68,748**	**Bright Young Professionals**
Total dollars: $55,561 out of $24,236	Total years: 35.0 out of 68,748.0		

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	**Middle Ground** Lifestyles of thirtysomethings	**Where do people like this usually live?**	**Urban Periphery** City life for starting families with single-family homes

Top Tapestry Segments	**Bright Young Professionals**	**Home Improvement**	**Front Porches**	**Pleasantville**	**Metro Fusion**
% of Households	3,670 (15.1%)	2,377 (9.8%)	2,302 (9.5%)	2,010 (8.3%)	1,955 (8.1%)
% of Oregon	62,266 (3.8%)	26,013 (1.6%)	117,964 (7.3%)	6,882 (0.4%)	28,697 (1.8%)
Lifestyle Group	Middle Ground	Family Landscapes	Middle Ground	Upscale Avenues	Midtown Singles
Urbanization Group	Urban Periphery	Suburban Periphery	Metro Cities	Suburban Periphery	Urban Periphery
Residence Type	Multi-Units; Single Family	Single Family	Multi-Units; Single Family	Single Family	Multi-Unit Rentals; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.4	2.86	2.55	2.86	2.63
Median Age	32.2	37	34.2	41.9	28.8
Diversity Index	65.4	63.4	70.4	58.1	84
Median Household Income	$50,000	$67,000	$39,000	$85,000	$33,000
Median Net Worth	$28,000	$162,000	$21,000	$285,000	$12,000
Median Home Value	–	$174,000	–	$31,200	–
Homeownership	44.1 %	80.3 %	47.8 %	83.6 %	25 %
Average Monthly Rent	$1,000	–	$890	–	$880
Employment	Professional or Services	Professional or Services	Services, Professional or Administration	Professional or Management	Services, Administration or Professional
Education	College Degree	College Degree	High School Graduate	Some College or College Degree	College Degree
Preferred Activities	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Eat at Chili's, Chick-fil-A, Panera Bread. Shop warehouse/club, home improvement stores.	Go online for games; visit dating websites, chat rooms. Play bingo, video games.	Enjoy outdoor gardening. Go to the beach, theme parks, museums.	Spend money on what's hot unless saving for something specific. Follow football, soccer.
Financial	Own U.S. savings bonds; bank online	Invest conservatively	Have loans to pay bills	Invest conservatively	Shop at discount grocery stores, Kmart, Walmart
Media	Rent DVDs from Redbox or Netflix	Watch DIY Network	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Have bundled services (TV/Internet/phone)	Listen to R&B, rap, Latin, reggae music
Vehicle	Own newer cars	Own minivan, SUV	Enjoy fun-to-drive cars	Own/Lease imported SUV	Owns used vehicles

2/26/2019

About this segment
Bright Young Professionals

This is the	**In this area**	**In the United States**
#1	**15.1%**	**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.

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
Home Improvement

This is the	In this area	In the United States
#2	**9.8%**	**1.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Our Neighborhood

- These are low-density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

Socioeconomic Traits

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4-7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and second mortgages on homes.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A and Panera Bread.
- Frequently buy children's clothes and toys.

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
Front Porches

This is the	In this area	In the United States
#3	**9.5%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the U.S. Half of householders are renters, and many of the homes are older townhomes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the U.S. average, and many families have taken out loans to make ends meet.

Our Neighborhood

- Nearly one in five homes is a duplex, triplex or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

Market Profile

- Go online for gaming, online dating and chat rooms.
- Use their cell phones to redeem mobile coupons and listen to hip hop and R&B music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, indoor water parks, bingo and video games.
- Watch Comedy Central, Nickelodeon and PBS Kids Sprout.

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
Pleasantville

This is the	In this area	In the United States
#4	**8.3%**	**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

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority--preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years.
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.7%.
- Suburban households with 1 or 2 vehicles and a longer travel time to work.

Socioeconomic Traits

- Education: 64% college educated, 34% with a bachelor's degree or higher.
- Low unemployment at 7.8%; higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers.
- Many professionals in finance, information/technology or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income.
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases and track investments.
- Subscribe to premium channels (HBO, Showtime or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums and attending rock concerts.

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
Metro Fusion

This is the
#5
dominant segment for this area

In this area
8.1%
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

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile. More than three-quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents who are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35 percent lower than the U.S. average.

Our Neighborhood

- Over 60% of the homes are multi-unit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about ten percent less than the U.S. average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

Socioeconomic Traits

- They're a diverse market with 30% black, 34% Hispanic and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

Market Profile

- They enjoy watching MTV, BET, Spanish TV networks and pay-per-view.
- They listen to R&B, rap, Latin and reggae music.
- Football and soccer are popular sports.
- They shop at discount grocery stores, Kmart and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Wendy's and IHOP.

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 50: 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 50	68,748
	72,947
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 50	5,257.6
	5,578.7
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 50	8.76%
	6.11%
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 50

| State House District 50 | 56,248 |
| 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 50

State House District 50	4,301.6
Oregon	42.8
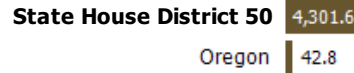
Average Household Size

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 50	2.80
	2.82
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 50	54,676
	57,878
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 50	50.7%	49.3%
	50.6%	49.4%
Oregon	50.4%	49.6%
	50.4%	49.6%
USA	50.7%	49.3%
	50.7%	49.3%

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Oregon: State House District 50: 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 50
- 35.0
- 36.0

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
- 14.1%
- 13.9%

Tweens
- 4.2%
- 4.2%

Teens
- 9.3%
- 9.1%

20s
- 14.7%
- 13.8%

30s
- 14.6%
- 15.0%

40s
- 11.9%
- 12.2%

50s
- 12.4%
- 11.2%

60s
- 10.6%
- 10.7%

70s
- 5.3%
- 6.7%

Over 80
- 2.9%
- 3.2%

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Oregon: State House District 50: 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 50	48.0%	52.0%
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 50	48.0%
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 50	32.9%
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 50	5.4%
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 50	13.7%
Oregon	13.5%
USA	11.0%

Oregon: State House District 50: 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

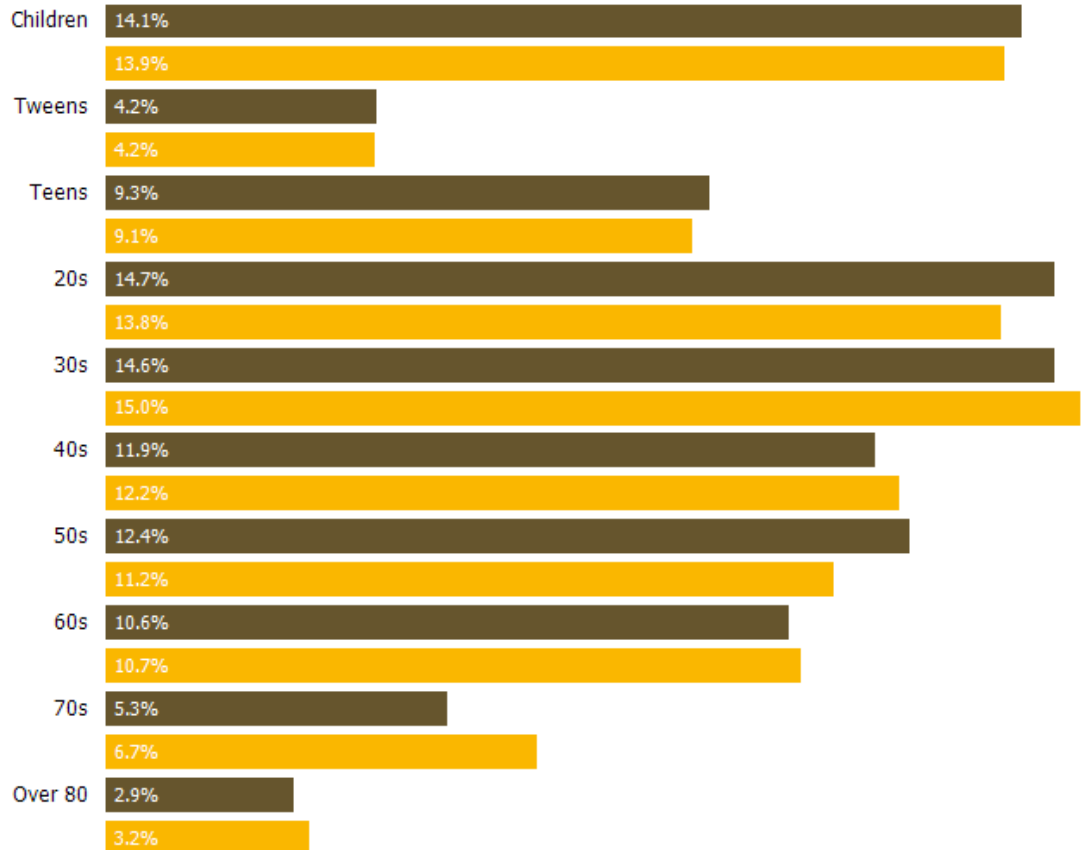Update Frequency: Annually

■ 2017
■ 2022 (Projected)

State House District 50
- $69,790
- $79,503

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 50
- $55,561
- $62,502

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 50
- $24,987
- $28,258

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 50
- $53,421

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 50
■ 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	5,192
Retail Trade	3,746
Manufacturing	3,660
Accommodation and Food	2,665
Education	2,254
Construction	2,102
Transportation and Warehousing	1,841
Professional, Scientific and Technical	1,820
Administrative Support and Waste Management	1,555
Other	1,476
Finance and Insurance	1,255
Public Administration	1,241
Wholesale Trade	999
Real Estate, Rental and Leasing	646
Arts, Entertainment and Recreation	464
Information	462
Agriculture, Forestry, Fishing and Hunting	456
Utilities	399
Mining	13
Business Management	4

2/26/2019

Oregon: State House District 50: 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

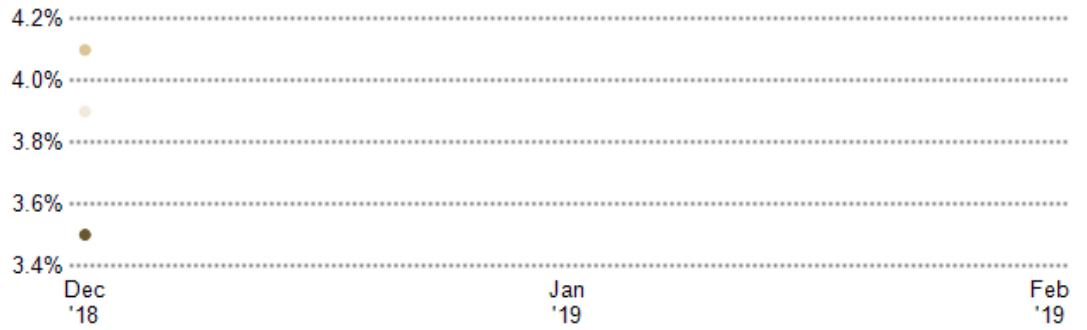|	
State House District 50	5.6%
Oregon	3.6%
USA	5.4%

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 50	27.8%
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 50	5.0%
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 50	21.0%
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 50	27.8%
Oregon	25.5%
USA	20.6%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

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

Update Frequency: Annually

State House District 50	10.2%
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 50	14.5%
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 50	7.0%
Oregon	12.2%
USA	11.8%

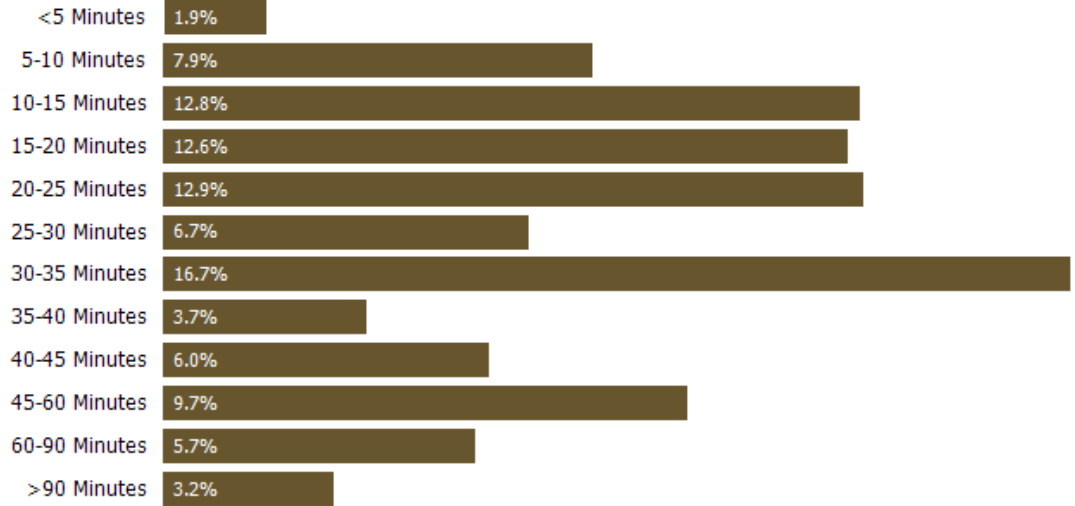# Oregon: State House District 50: Commute Comparison

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 50

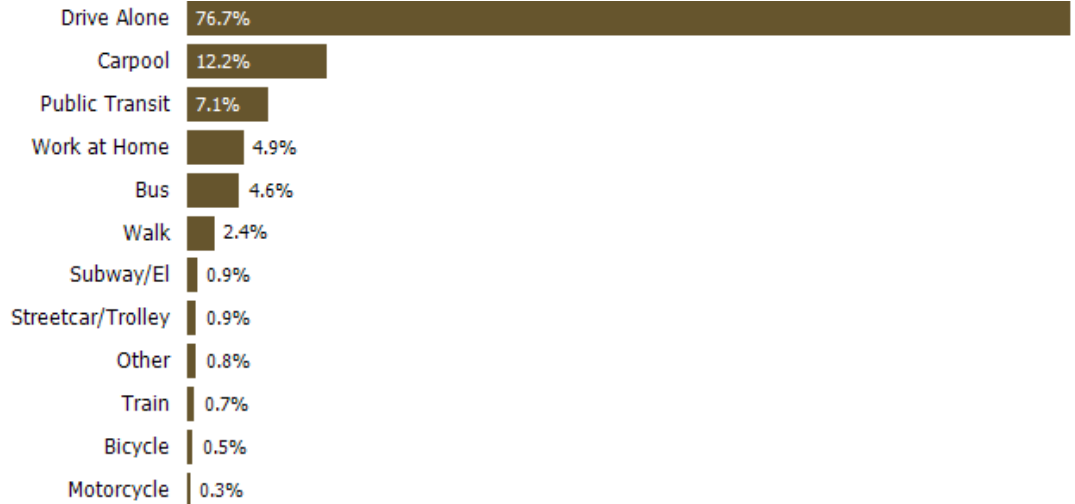| Commute Time	Percentage
<5 Minutes	1.9%
5-10 Minutes	7.9%
10-15 Minutes	12.8%
15-20 Minutes	12.6%
20-25 Minutes	12.9%
25-30 Minutes	6.7%
30-35 Minutes	16.7%
35-40 Minutes	3.7%
40-45 Minutes	6.0%
45-60 Minutes	9.7%
60-90 Minutes	5.7%
>90 Minutes	3.2%

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 50

Transportation	Percentage
Drive Alone	76.7%
Carpool	12.2%
Public Transit	7.1%
Work at Home	4.9%
Bus	4.6%
Walk	2.4%
Subway/El	0.9%
Streetcar/Trolley	0.9%
Other	0.8%
Train	0.7%
Bicycle	0.5%
Motorcycle	0.3%

Oregon: State House District 50: 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 50	$341,000
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

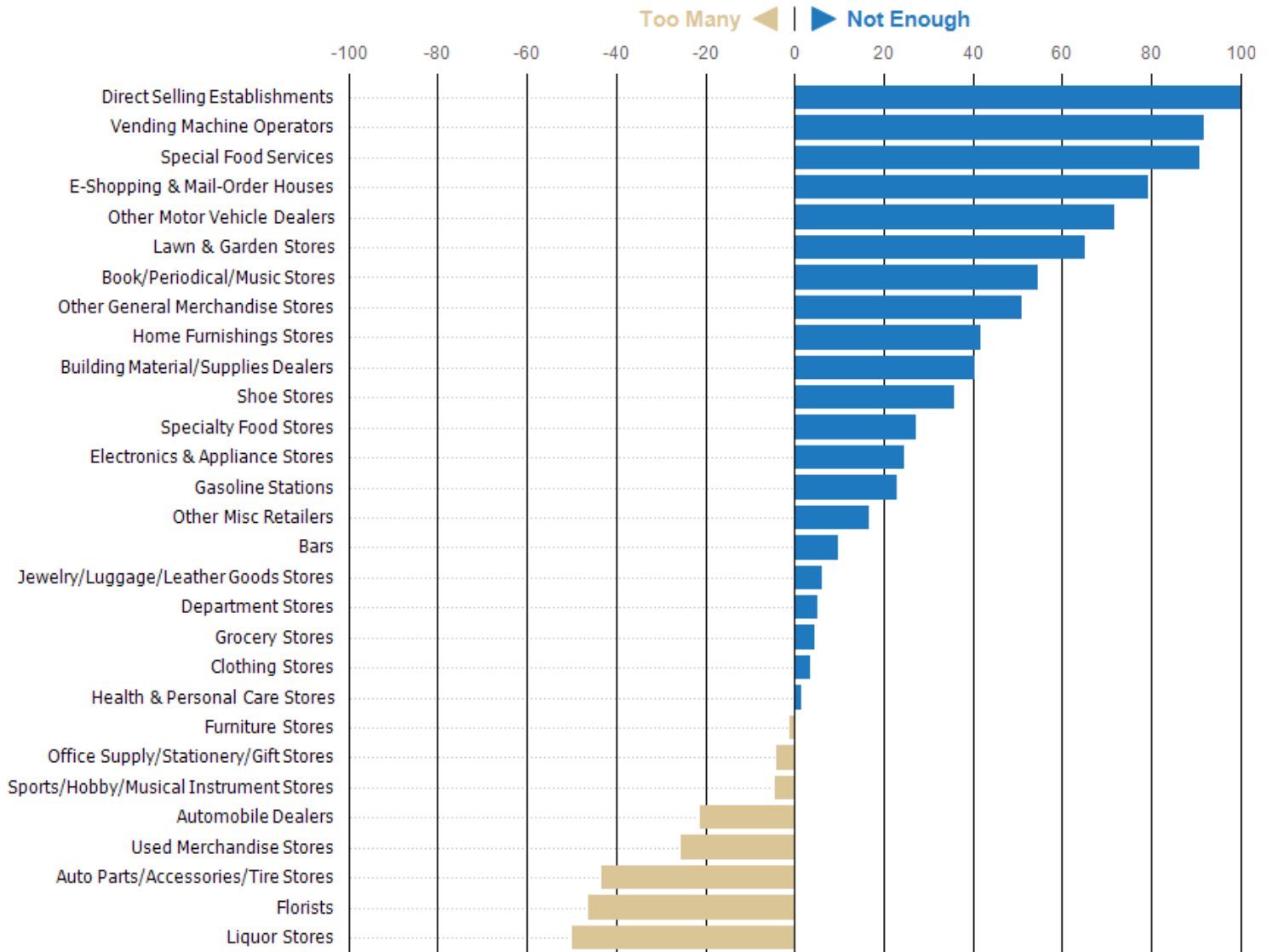|	
State House District 50	+5.3%
Oregon	+5.8%
USA	+6.1%

Best Retail Businesses: Oregon: State House District 50

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

| | -100 | -80 | -60 | -40 | -20 | 0 | 20 | 40 | 60 | 80 | 100 |

- Direct Selling Establishments
- Vending Machine Operators
- Special Food Services
- E-Shopping & Mail-Order Houses
- Other Motor Vehicle Dealers
- Lawn & Garden Stores
- Book/Periodical/Music Stores
- Other General Merchandise Stores
- Home Furnishings Stores
- Building Material/Supplies Dealers
- Shoe Stores
- Specialty Food Stores
- Electronics & Appliance Stores
- Gasoline Stations
- Other Misc Retailers
- Bars
- Jewelry/Luggage/Leather Goods Stores
- Department Stores
- Grocery Stores
- Clothing Stores
- Health & Personal Care Stores
- Furniture Stores
- Office Supply/Stationery/Gift Stores
- Sports/Hobby/Musical Instrument Stores
- Automobile Dealers
- Used Merchandise Stores
- Auto Parts/Accessories/Tire Stores
- Florists
- Liquor Stores

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- 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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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

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