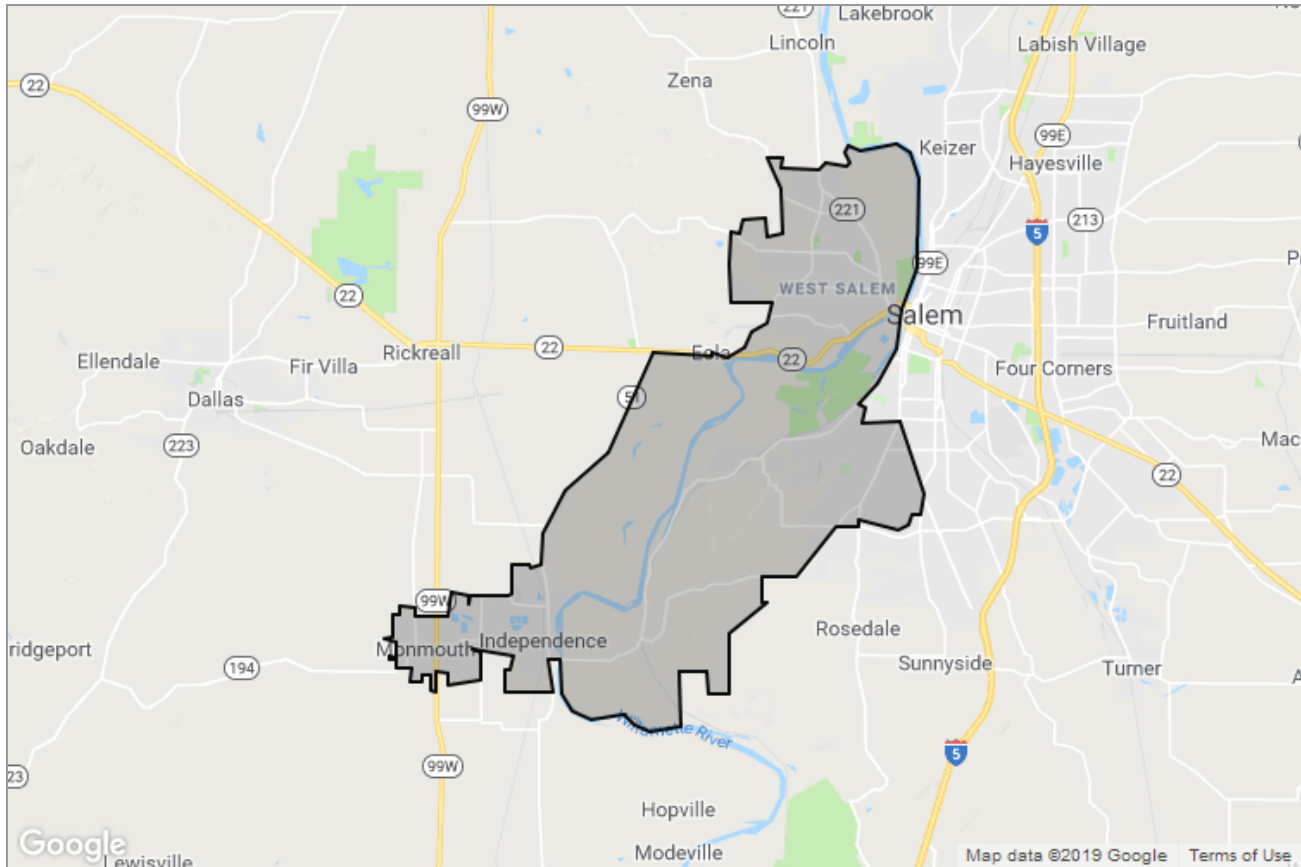# OREGON ASSOCIATION OF REALTORS®

LOCAL ECONOMIC AREA REPORT

Oregon: State House District 20

Presented by

Dawn Radcliff

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subsidiary 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**
$61,750	**36.9**	**70,318**	**College Towns**
Total dollars: $61,750 out of $26,387	Total years: 36.9 out of 70,318.0		

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Scholars and Patriots
College campuses and military neighborhoods

Urbanization

Where do people like this usually live?

Metro Cities
Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	College Towns	Middleburg	Exurbanites	American Dreamers	Old and Newcomers
% of Households	2,722 (10.3%)	2,708 (10.3%)	2,685 (10.2%)	2,581 (9.8%)	2,360 (8.9%)
% of Oregon	20,352 (1.3%)	92,513 (5.7%)	51,632 (3.2%)	23,045 (1.4%)	68,118 (4.2%)
Lifestyle Group	Scholars and Patriots	Family Landscapes	Affluent Estates	Ethnic Enclaves	Middle Ground
Urbanization Group	Metro Cities	Semirural	Suburban Periphery	Urban Periphery	Metro Cities
Residence Type	Multi-Unit Rentals; Single Family	Single Family	Single Family	Single Family	Multi-Units; Single Family
Household Type	Singles	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.12	2.73	2.48	3.16	2.11
Median Age	24.3	35.3	49.6	31.8	38.5
Diversity Index	53.5	46.3	32.6	83.3	50.1
Median Household Income	$28,000	$55,000	$98,000	$48,000	$39,000
Median Net Worth	$11,000	$89,000	$451,000	$53,000	$23,000
Median Home Value	–	$158,000	$346,000	$130,000	–
Homeownership	25.5 %	74.3 %	85.4 %	65 %	46.4 %
Average Monthly Rent	$890	–	–	–	$850
Employment	Students, Services or Professional	Professional or Services	Professional or Management	Services or Administration	Professional or Services
Education	College Degree	College Degree	College Degree	High School Graduate	College Degree
Preferred Activities	Use computers, cell phones for everything. Shop impulsively.	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Contract for home care services. Prefer natural, organic products.	Own feature-rich cell phones. Pay bills, socialize online.	Buy frozen, convenience foods. Support environmental organizations.
Financial	Pay bills online	Carry some debt; invest for future	Invest actively; use financial planners	Spend money carefully; buy necessities	Bank online or in person
Media	Customize cell phones	Watch country, Christian TV channels	Support public TV/radio	Listen to urban or Hispanic radio	Watch movies at home
Vehicle	Prefer vehicle with good gas mileage	Own trucks, SUVs	Choose late-model luxury cars, SUVs	One or two vehicles	View car as transportation only

About this segment
College Towns

This is the	In this area	In the United States
#1	**10.3%**	**1.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

Our Neighborhood

- These are non-family households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

Socioeconomic Traits

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.

Market Profile

- Own a laptop and a portable MP3 player.
- Watch movies and TV programs online; MTV and Comedy Central on TV.
- Use the Internet for social media connections, blogging, paying bills and downloading music.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates and Frisbee.
- Go out to the movies and out for drinks.

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
Middleburg

This is the	In this area	In the United States
#2	**10.3%**	**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
Exurbanites

This is the
#3
dominant segment
for this area

In this area
10.2%
of households fall
into this segment

In the United States
1.9%
of households fall
into this segment

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

Who We Are

Exurbanites residents are approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.48.
- Primarily single-family homes with a high median value of $346,000, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits

- Residents are college educated; more than half have a bachelor's degree or higher; almost 80% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- Unemployment remains low at 5.5%; more of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile

- Exurbanites residents' preferred vehicles are late-model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading and the Internet to handle their money.

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
American Dreamers

This is the	In this area	In the United States
#4	**9.8%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing--farther out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers--more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

Socioeconomic Traits

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

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	**8.9%**	**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 20: 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 20	70,318	
	74,522	
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 20	1,390.9	
	1,474.0	
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 20	8.73%	
	5.98%	
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 20

State House District 20	56,818	
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 20

State House District 20	1,123.8
Oregon	42.8
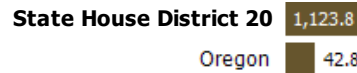
Average Household Size

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 20	2.61
	2.62
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 20	54,121
	57,189
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 20	51.7%	48.3%
	51.6%	48.4%
Oregon	50.4%	49.6%
	50.4%	49.6%
USA	50.7%	49.3%
	50.7%	49.3%

Oregon: State House District 20: 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 20
- 36.9
- 38.0

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
- 12.4%
- 12.3%

Tweens
- 3.8%
- 3.8%

Teens
- 9.9%
- 9.6%

20s
- 15.2%
- 13.8%

30s
- 12.5%
- 13.1%

40s
- 11.0%
- 11.3%

50s
- 12.0%
- 11.0%

60s
- 12.0%
- 11.8%

70s
- 6.7%
- 8.6%

Over 80
- 4.5%
- 4.6%

Oregon: State House District 20: 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 20	50.2%	49.8%
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 20	50.2%
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 20	32.4%
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 20	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 20	12.7%
Oregon	13.5%
USA	11.0%

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Oregon: State House District 20: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

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

Update Frequency: Annually
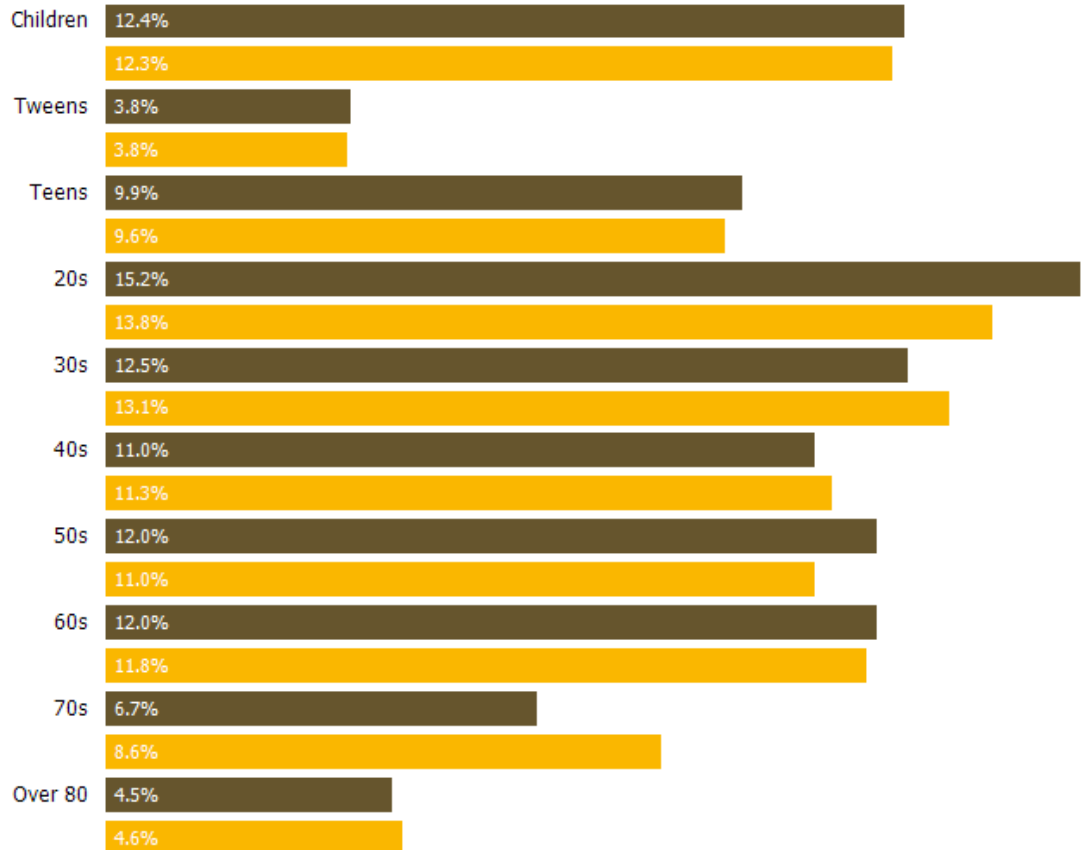
- ■ 2017
- ■ 2022 (Projected)

	2017	2022 (Projected)
State House District 20	$79,880	$90,170
Oregon	$75,702	$86,834
USA	$80,628	$91,538

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

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

Update Frequency: Annually

- ■ 2017
- ■ 2022 (Projected)

	2017	2022 (Projected)
State House District 20	$61,750	$71,481
Oregon	$55,010	$62,632
USA	$56,082	$62,266

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

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

Update Frequency: Annually

- ■ 2017
- ■ 2022 (Projected)

	2017	2022 (Projected)
State House District 20	$30,583	$34,341
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 20	$59,428
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 20
- 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	6,127
Retail Trade	3,898
Education	3,849
Public Administration	3,538
Manufacturing	2,619
Professional, Scientific and Technical	2,007
Accommodation and Food	1,720
Construction	1,547
Other	1,539
Agriculture, Forestry, Fishing and Hunting	1,261
Finance and Insurance	1,139
Administrative Support and Waste Management	1,052
Transportation and Warehousing	826
Wholesale Trade	714
Arts, Entertainment and Recreation	650
Real Estate, Rental and Leasing	615
Information	330
Utilities	113
Mining	4
Business Management	0 or no data

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Oregon: State House District 20: 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

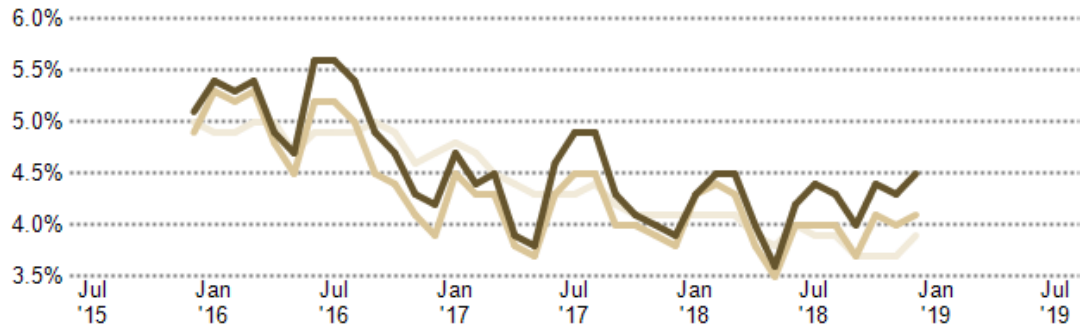|	
State House District 20	2.8%
Oregon	3.6%
USA	5.4%

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 20	24.3%
Oregon	25.5%
USA	20.6%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

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

Update Frequency: Annually

State House District 20	5.8%
Oregon	4.6%
USA	4.0%

High School Graduate

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

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

Update Frequency: Annually

State House District 20	15.3%
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 20	24.3%
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 20	8.6%
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 20	23.0%
Oregon	20.8%
USA	19.3%

Grad/Professional Degree

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

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

Update Frequency: Annually

State House District 20	15.5%
Oregon	12.2%
USA	11.8%

2/25/2019

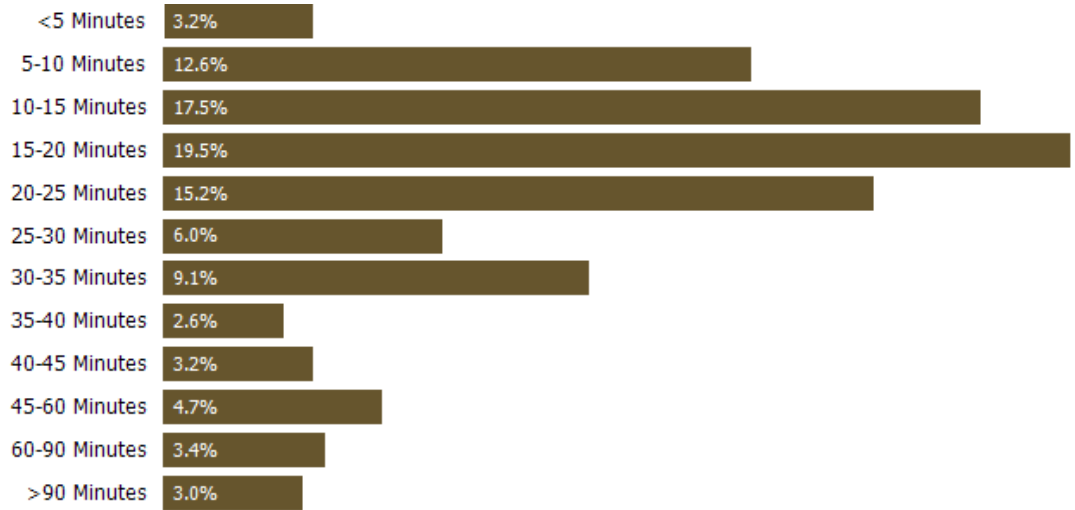# Oregon: State House District 20: Commute Comparison

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 20

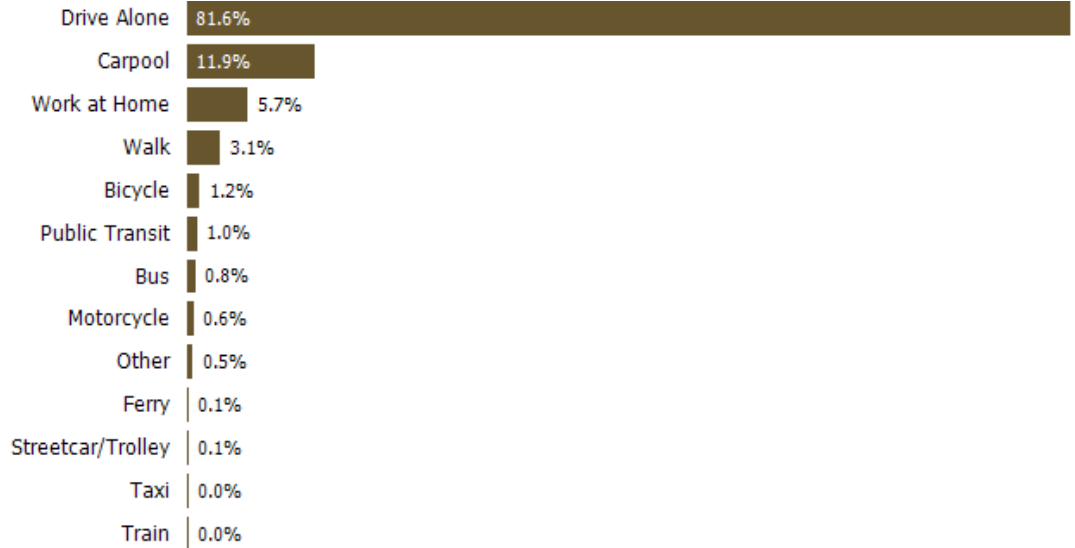| Commute Time	Percentage
<5 Minutes	3.2%
5-10 Minutes	12.6%
10-15 Minutes	17.5%
15-20 Minutes	19.5%
20-25 Minutes	15.2%
25-30 Minutes	6.0%
30-35 Minutes	9.1%
35-40 Minutes	2.6%
40-45 Minutes	3.2%
45-60 Minutes	4.7%
60-90 Minutes	3.4%
>90 Minutes	3.0%

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 20

Transportation	Percentage
Drive Alone	81.6%
Carpool	11.9%
Work at Home	5.7%
Walk	3.1%
Bicycle	1.2%
Public Transit	1.0%
Bus	0.8%
Motorcycle	0.6%
Other	0.5%
Ferry	0.1%
Streetcar/Trolley	0.1%
Taxi	0.0%
Train	0.0%

Oregon: State House District 20: 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 20	$309,100
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

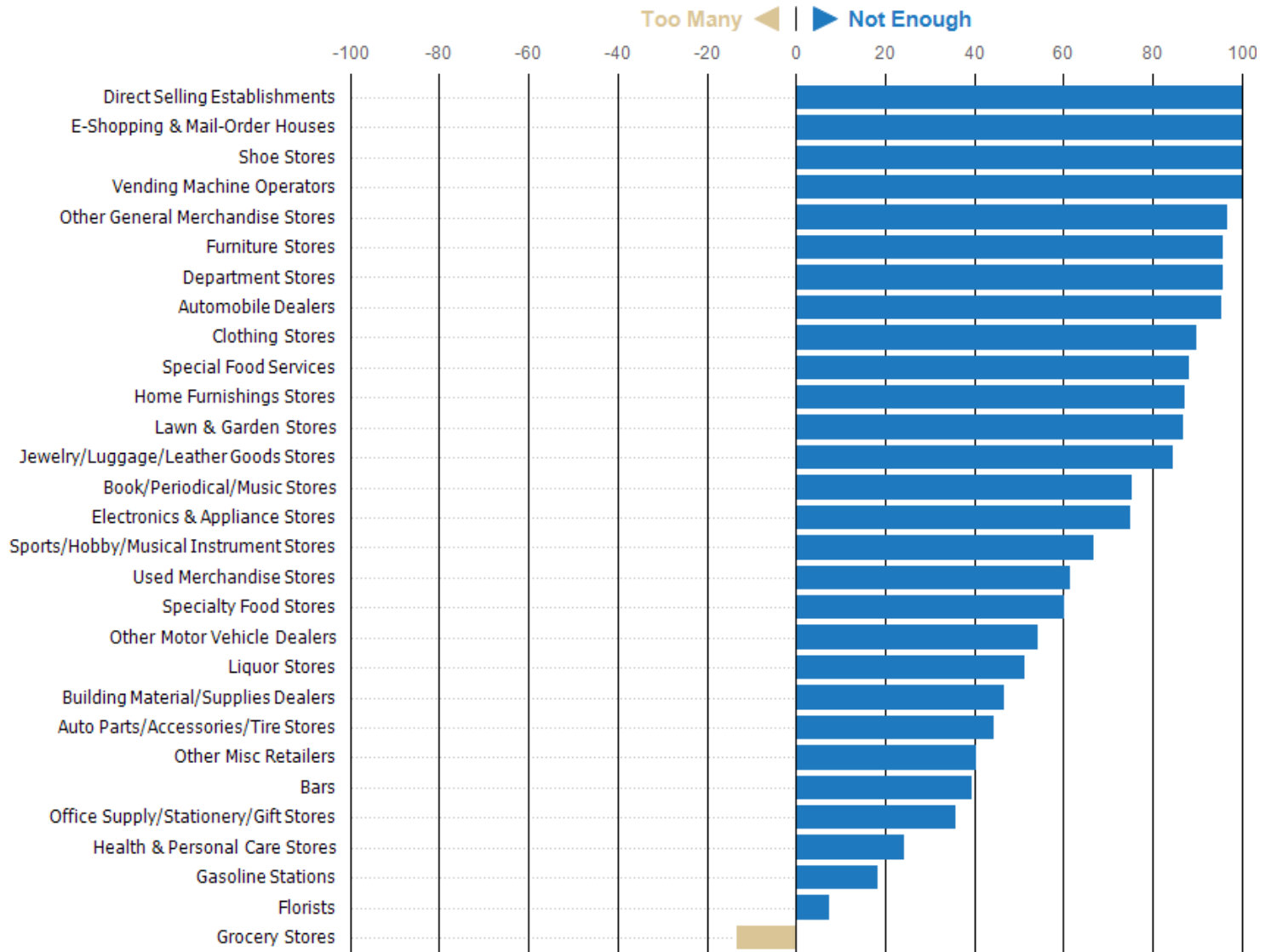|	
State House District 20	+11.2%
Oregon	+5.8%
USA	+6.1%

2/25/2019

Best Retail Businesses: Oregon: State House District 20

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
Direct Selling Establishments	100
E-Shopping & Mail-Order Houses	100
Shoe Stores	100
Vending Machine Operators	100
Other General Merchandise Stores	97
Furniture Stores	95
Department Stores	95
Automobile Dealers	95
Clothing Stores	90
Special Food Services	88
Home Furnishings Stores	88
Lawn & Garden Stores	87
Jewelry/Luggage/Leather Goods Stores	84
Book/Periodical/Music Stores	75
Electronics & Appliance Stores	75
Sports/Hobby/Musical Instrument Stores	67
Used Merchandise Stores	62
Specialty Food Stores	60
Other Motor Vehicle Dealers	55
Liquor Stores	52
Building Material/Supplies Dealers	47
Auto Parts/Accessories/Tire Stores	44
Other Misc Retailers	40
Bars	40
Office Supply/Stationery/Gift Stores	36
Health & Personal Care Stores	25
Gasoline Stations	18
Florists	7
Grocery Stores	-15

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

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