

## FEDERAL ECONOMIC AREA REPORT

# Oregon



Presented by

**Lindy Rickert**

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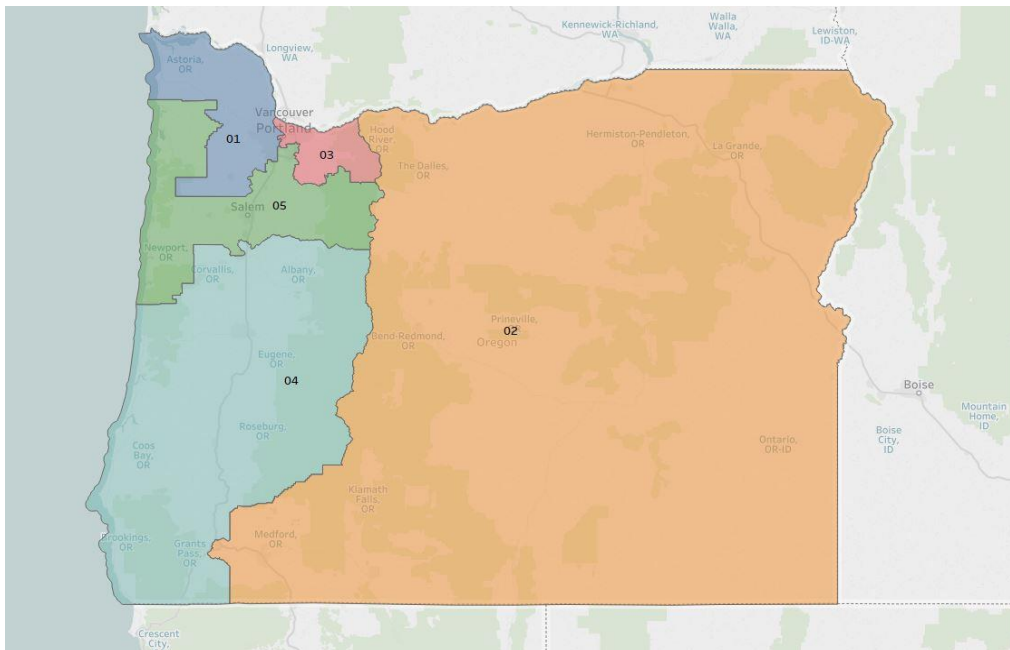
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# Congressional District Report for the 116th Congress

## Oregon

**Honorable Ron Wyden (D)**

**Honorable Jeff Merkley (D)**



**August 2019 Report**



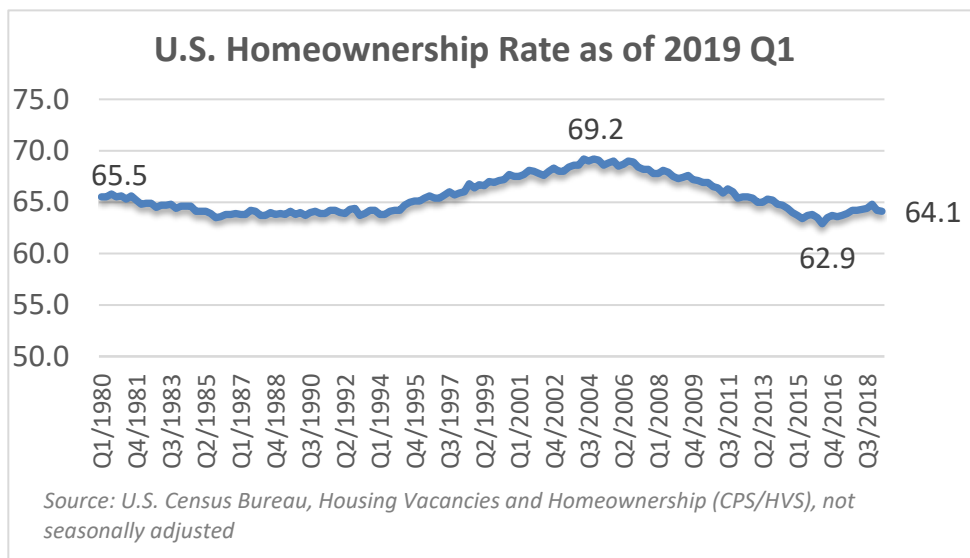
**National Association of REALTORS®**

# Congressional District Report for the 116th Congress

This report presents 116th congressional district - and state- level data about homeownership and the housing market that REALTORS® can use to advocate for sustainable and affordable homeownership. For many people, homeownership is the achievement of the American dream and their major source of wealth.

The U.S. homeownership rate slightly dipped to 64.1% in 2019 Q2 (64.3% in 2018 Q2; 64.2% in 2019 Q1). The homeownership rate has improved from the low point of 62.9% in 2016 Q2, but it remains below the 69.2% peak in 2004 Q4. Compared to the number of households in 2000 Q1, there were 9.3 million new renter households in 2019 Q2, outpacing the 7.4 million new homeowner households.<sup>1</sup>

Homeownership provides an opportunity for households and the succeeding generations to move up the economic ladder and build up wealth. In 2016, the median net worth of homeowners was \$231,400, 45 times the median net worth of renters of \$5,200.<sup>2</sup> Homeownership is also associated with positive social and economic benefits brought about by encouraging the formation of safe, stable, and livable neighborhoods.<sup>3</sup>



Information about the political advocacy of the National Association of REALTORS® is available at <http://www.nar.realtor/political-advocacy>

Additional information on housing statistics is available at <http://www.nar.realtor/research-and-statistics>

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1/ Source: U.S. Census Bureau, Housing Vacancies and Homeownership (CPS/HVS)

1/ Source: Federal Reserve Board, 2016 Survey of Consumer Finances

3/ National Association of REALTORS®, Social Benefits of Homeownership and Stable Housing, December 2016, [https://realtor.u.edu/wp-content/uploads/2017/09/NAR\\_RU\\_JCRES\\_Vol5No1\\_WEB.pdf](https://realtor.u.edu/wp-content/uploads/2017/09/NAR_RU_JCRES_Vol5No1_WEB.pdf)

### State Level Information

Honorable Ron Wyden (D)

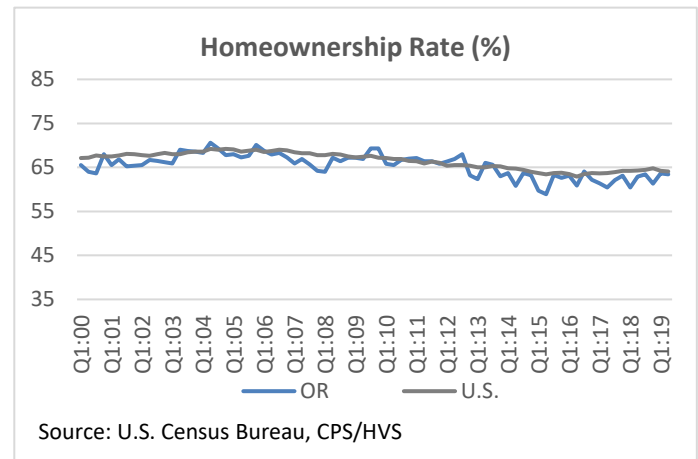
Honorable Jeff Merkley (D)

## Housing Stock in 2017<sup>1</sup>

<b>Value of owner-occupied housing (in bill. \$)</b>	<b>\$318.8</b>	
<b>Total Housing Units</b>	1,768,582	
Occupied Housing Units	1,603,635	90.7%
Owner Occupied Units	1,007,015	
With Mortgage	672,491	
Without Mortgage	334,524	
Renter Occupied Units	596,620	
Vacant Units	164,947	9.3%
<b>Households by Age</b>	1,603,635	
HH with under 18-yr-olds	458,640	29%
HH with 18- to 60-yr-olds	484,298	30%
HH with 60+ yr-olds	660,698	41%

## Homeownership Rate in 2019 Q2

<b>OR</b>	63.4%
<b>U.S.</b>	64.1%



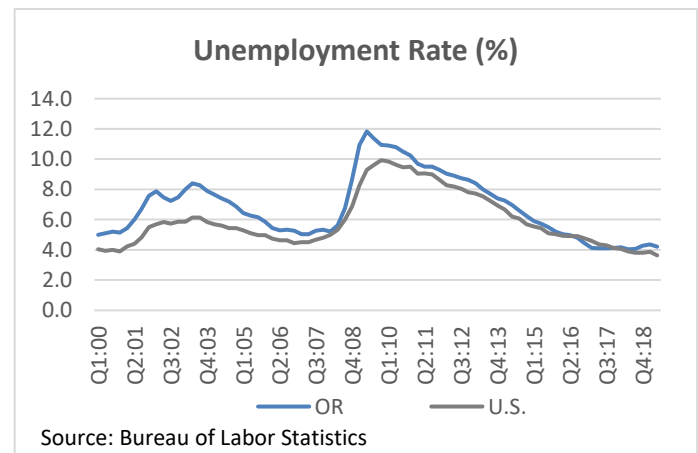
## Homeownership Rate by Race and Age in 2017<sup>1</sup>

By race and ethnicity	Oregon	U.S.
White Alone	64.6%	69.5%
Black Alone	35.1%	41.4%
Amer. Indian/Alaskan	46.1%	54.4%
Asian Alone	63.0%	59.6%
Native Hawaiian/Pacific Is.	26.0%	41.2%
Some Other Race Alone	36.9%	36.7%
Two or More Races	45.7%	48.8%
Hispanic (ethnicity)	43.2%	47.2%

By age group	Oregon	U.S.
Under 35	31.4%	33.6%
35-44	57.0%	57.5%
45-54	66.0%	68.5%
55-64	74.5%	74.8%
65 and over	78.5%	78.4%

## Population and Migration as of 2018<sup>2</sup>

Net Migration into state	2015-2018
Domestic	34,442
International	597
Net migration	35,039
<b>Resident Population</b>	
Pop, 2018 ('000)	4,191
Annual % chg., 1991-2018	1.3%
U.S. annual growth	1.1%



## Unemployment Rate as of 2019 Q2

<b>OR</b>	4.2%
<b>U.S.</b>	3.6%

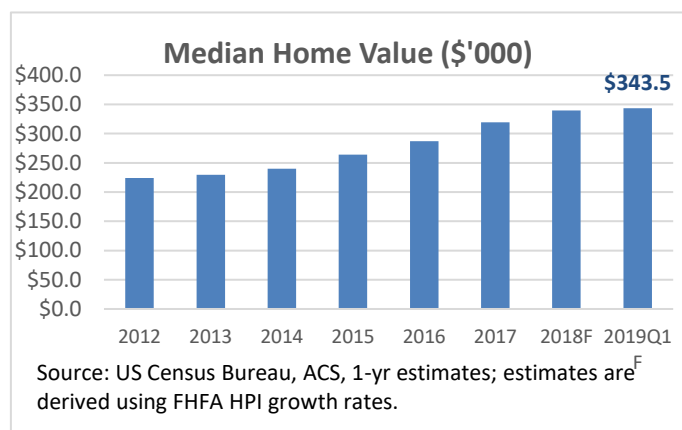
## Median Home Value, Income, Owner Cost/Rent, Real Estate Taxes in 2017<sup>3</sup>

	Median Value	Median Real Estate Tax	Total RE Taxes
All Owner Occupied Units	\$319,200	\$2,978	\$3,314,014,500
With Mortgage	\$332,400	\$3,088	\$2,325,686,100
Without Mortgage	\$284,700	\$2,737	\$988,328,400

	Median HH Income	Owner Cost or Rent <sup>4</sup>	% of Income*
All Households	\$60,212		
For Owner Occupied	\$75,452	\$1,265	20%
With Mortgage	\$87,879	\$1,629	22%
Without Mortgage	\$51,362	\$528	12%
For Renter Occupied	\$39,825	\$1,079	33%

\*Households are cost-burdened if they spend more than 30 percent of income on housing.

## Median Home Price and Downpayment in 2019 Q1

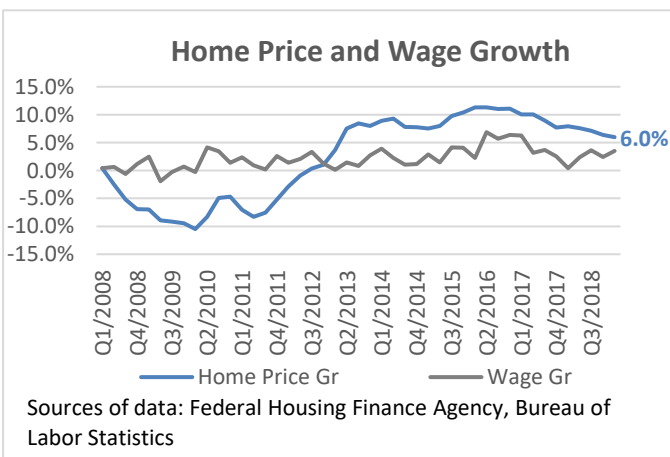


### Downpayment Based on Median Home Value

3% D/P	\$10,305
5%	\$17,174
10%	\$34,348
20%	\$68,697

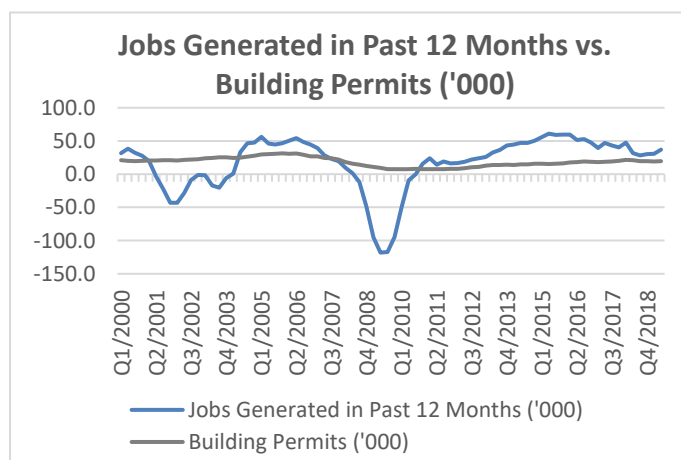
## Home Price and Wage Growth in 2019 Q1

Home Price Growth, %	6.0%
Wage Growth, %	3.5%



## Building Permits vs. Jobs Generated in 2019 Q2

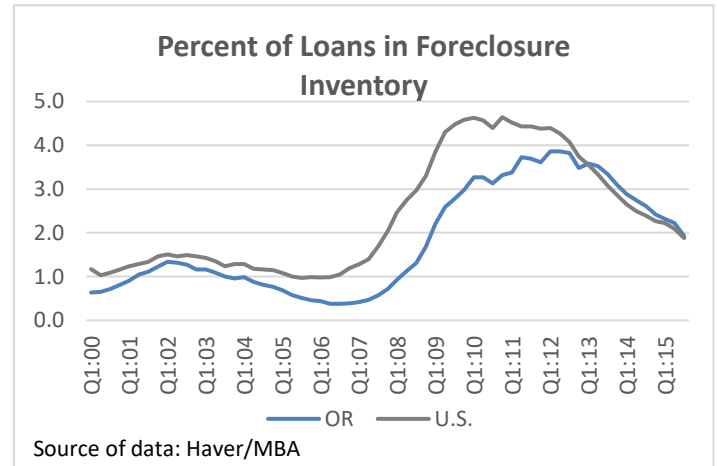
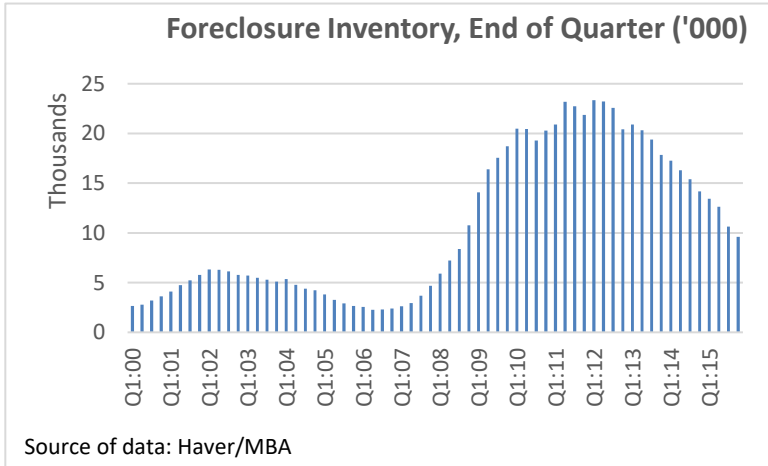
Jobs Generated ('000)	37.1
Building Permits ('000)	19.7



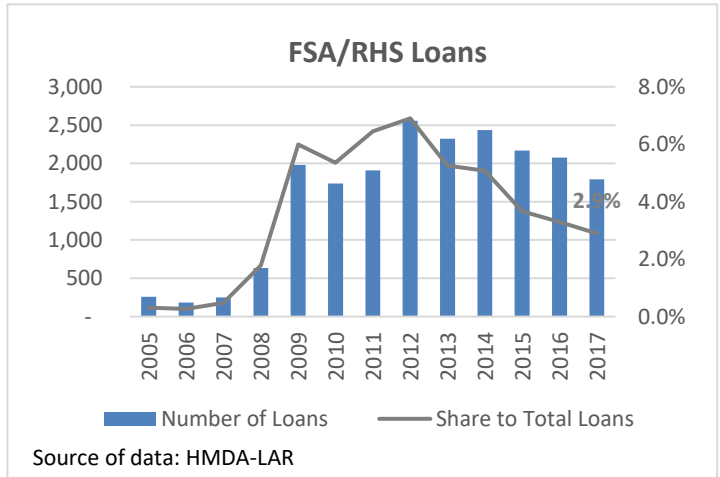
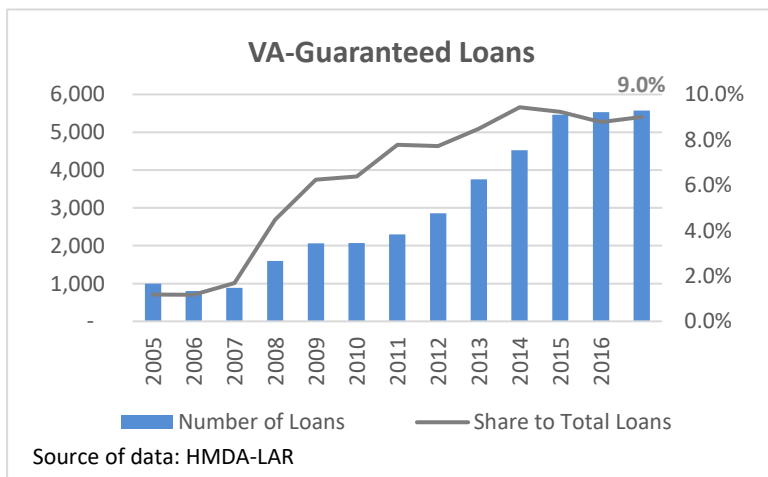
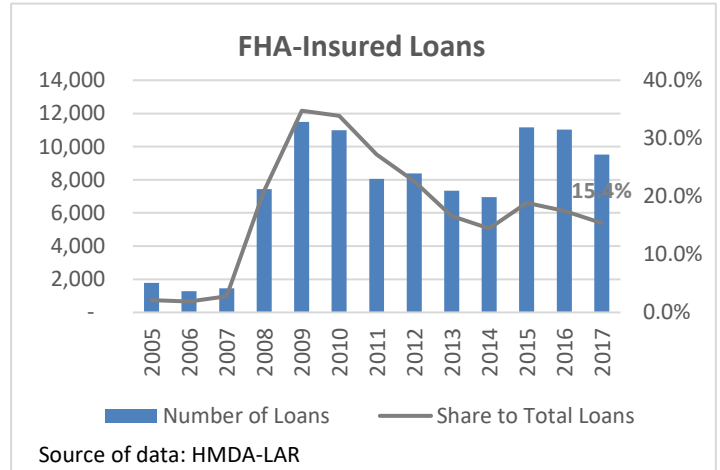
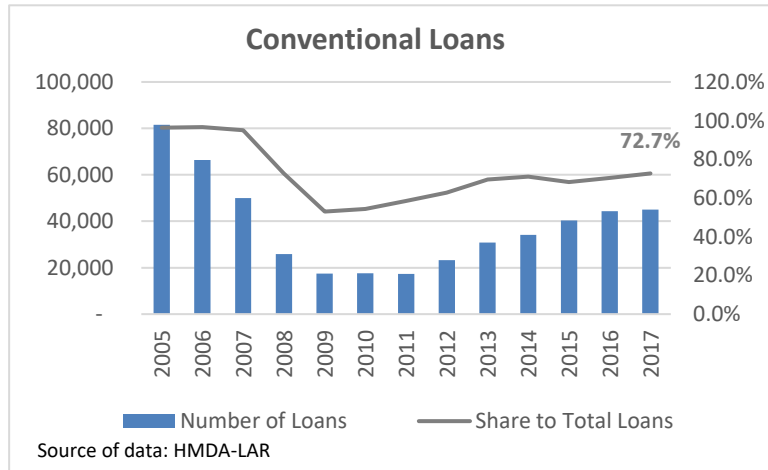
### Mortgages in Foreclosure as of 2019 Q1

**OR** 2,722  
**U.S.** 353,970

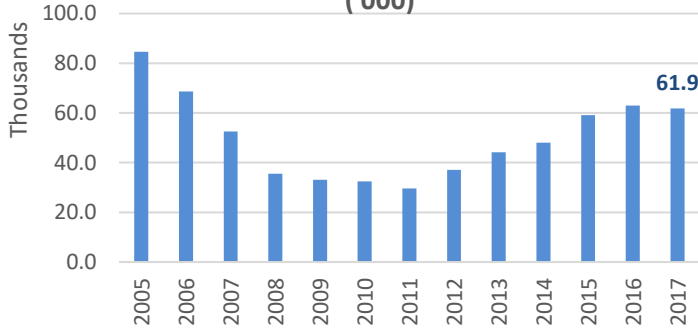
**OR** 0.5%  
**U.S.** 0.9%



### Home Purchase First-lien Originations, 1-to-4-Family Units and Manufactured Homes as of 2017<sup>5</sup>

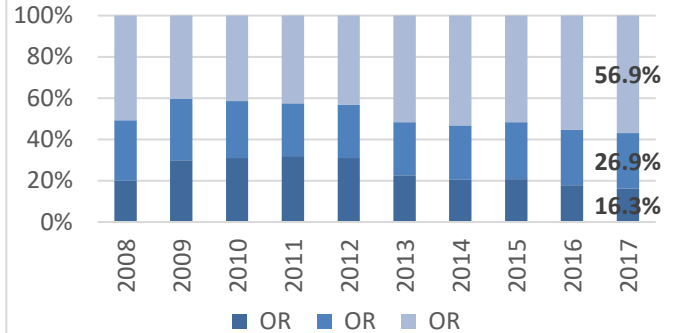


**Home Purchase First-Lien Loan Originations for 1- to 4- Family Units and Manufactured Homes ('000)**



Source of data: HMDA-LAR

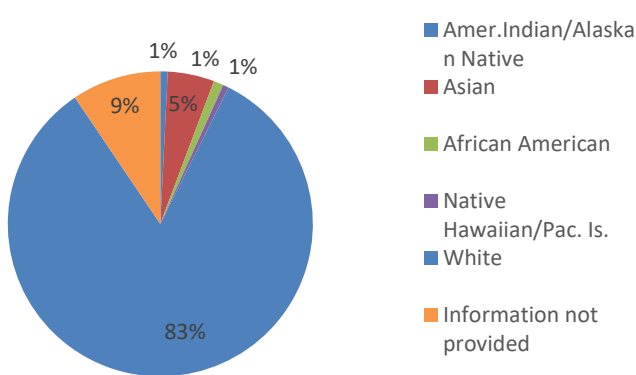
**Home Purchase First-Lien Loan Originations for 1- to 4- Family Units and Manufactured Homes by Income Group**



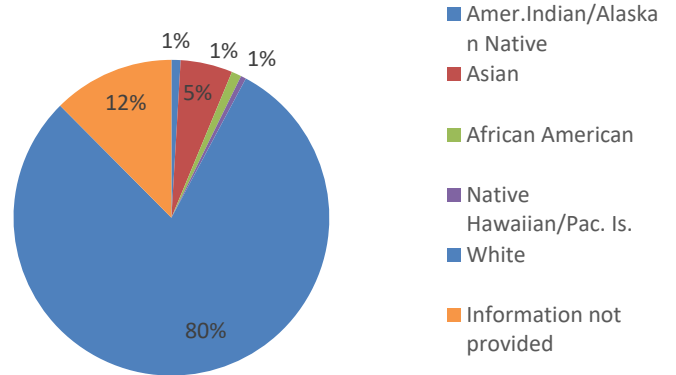
	Average Income of Borrower(s)	Average Loan Amount	Originations	Share
Lower Income/ <sup>6</sup>	\$41,000	\$187,900	9,918	16%
Middle Income	\$64,000	\$246,808	16,386	27%
Higher Income	\$152,000	\$337,033	34,710	57%

## Home Purchase First-Lien Originations in 2017 vs. 2005, by Race/Ethnicity of Main Applicant<sup>7</sup>

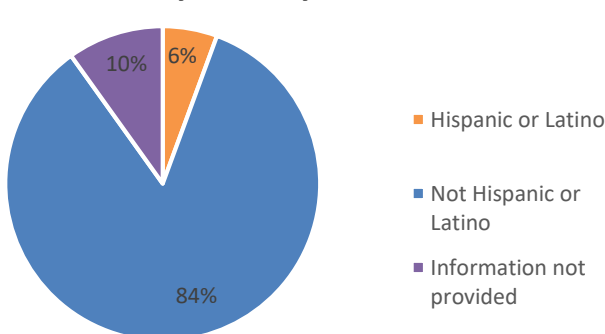
**By Race, 2005**



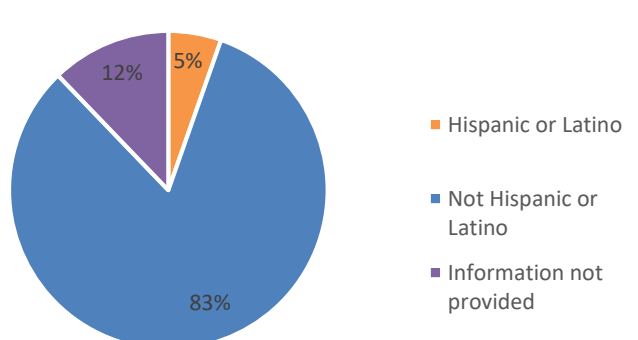
**By Race, 2017**



**By Ethnicity, 2005**

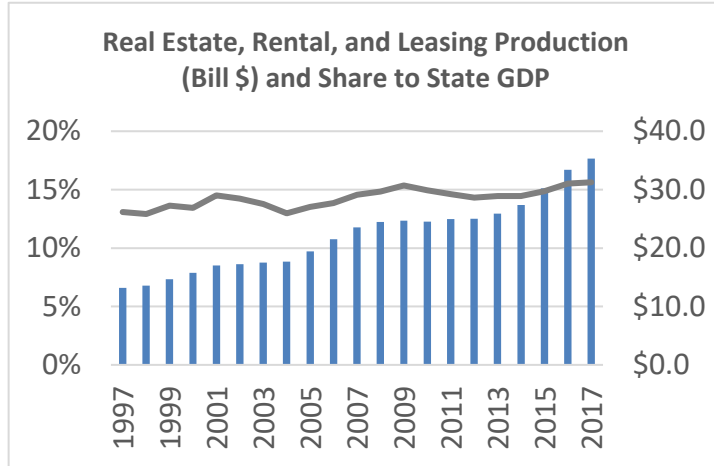


**By Ethnicity, 2017**

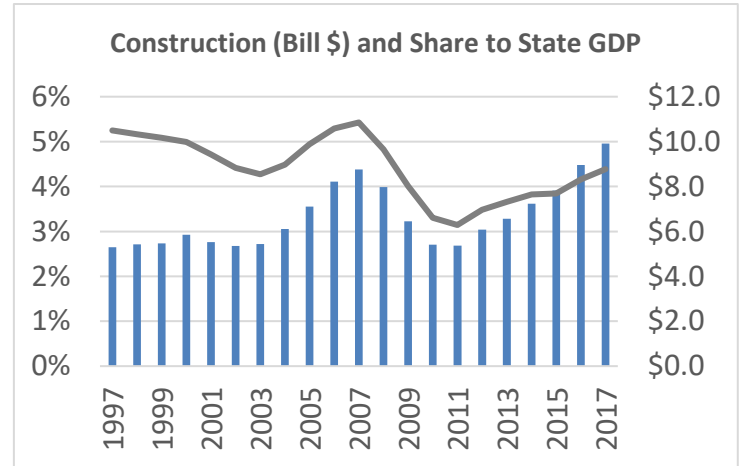


### Economic Indicators in 2017

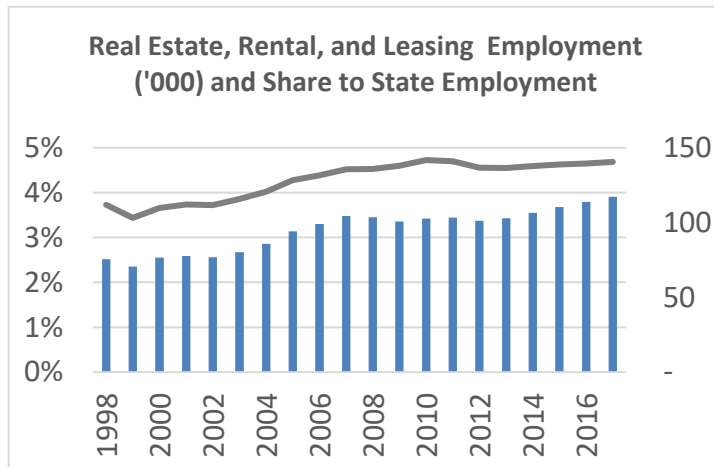
**GDP: Real Estate Rental and Leasing (\$ Bn)** \$35.33  
**Share to GDP** 16%



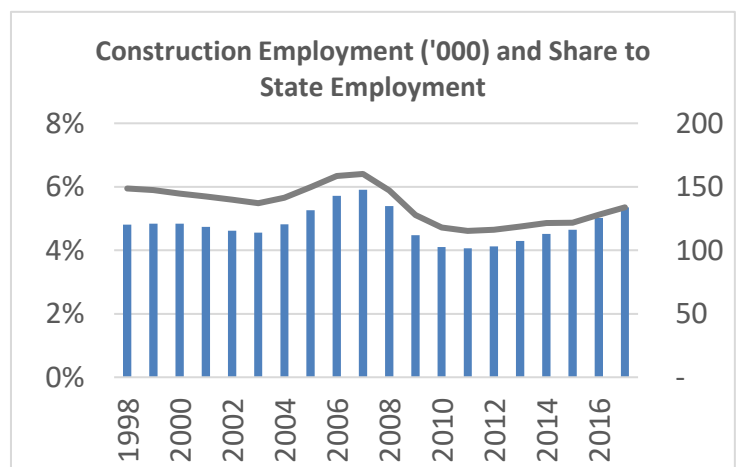
**GDP: Construction (\$ Bn)** \$9.92  
**Share to GDP** 4%



**Employed: Real Estate Rental and Leasing** 117,109  
**Share to Total Employed** 5%



**Employed: Construction** 133,912  
**Share to Total Employed** 5%



**Source/Notes:**

/1 Sources: U.S. Census Bureau, American Community Survey, 2017, 1-year Estimates, Table DP04; Census Bureau Housing Vacancy Surveys.

Type of household data are from Census Bureau, American Community Survey, 2017, 1-year Estimates Table S1101.

The dollar volume of owned housing stock is NAR's estimate which is the sum of the dollar value of owned property with mortgage and dollar value of property without mortgage. Each component is derived by multiplying the median value of the property to the number of owner-occupied units.

/2 U.S. Census Bureau. Population estimates are as of July 2017.

/3 Source: Census Bureau, American Community Survey, 2017, 1-year Estimates.

Median income data are from Table B25119, Table S2506, and Table S2507.

Owner cost and rent data are from Table DP04 and Table B25088.

Median value of owner-occupied units data are from Table DP04, S2506, S2507.

/4 U.S. Census Bureau calculates selected monthly owner cost as the sum of payment for mortgages, real estate taxes, various insurance, utilities, fuels, mobile home costs, and condominium fees. Gross rent includes contract rent, utilities, and fuels.

/5 Source: NAR tabulation of HMDA Loan Application Register (LAR) data. Some data may not be available for the state. Tabulations for 2008 and onwards includes manufactured homes.

/6 Source: NAR tabulation of HMDA Loan Application Register (LAR) data. Low income applicants were defined as those with incomes less than 80 percent of the median family income of the metropolitan statistical area (MSA) where the census tract is located. Middle income applicants are those with incomes from 80% to 120% of the median family income. High income applicants are those with incomes above 120% of the median family income.

/7 Race is alone or in combination with other races. Totals for race and ethnicity may not equal.

The percentage shares for race and ethnicity excludes "Not applicable" responses.

## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$57,901**

Age:  
**Median Age**  
**39.7**

Population Stats:  
**Total Population**  
**4,185,060**

Segmentation:  
**1st Dominant Segment**  
**Front Porches**

## Consumer Segmentation

Life Mode What are the people like that live in this area?	Middle Ground Lifestyles of thirtysomethings	Urbanization Where do people like this usually live?	Metro Cities Affordable city life, including smaller metros, satellite cities
---------------------------------------------------------------	-------------------------------------------------	---------------------------------------------------------	----------------------------------------------------------------------------------

## Top Tapestry Segments

	Front Porches	The Great Outdoors	Middleburg	Emerald City	Old and Newcomers
% of Households	119,287 (7.3%)	109,149 (6.7%)	93,276 (5.7%)	92,554 (5.6%)	68,315 (4.2%)
% of USA	1,950,204 (1.6%)	1,884,003 (1.5%)	3,538,633 (2.9%)	1,762,387 (1.4%)	2,846,970 (2.3%)
Lifestyle Group	Middle Ground	Cozy Country Living	Family Landscapes	Middle Ground	Middle Ground
Urbanization Group	Metro Cities	Rural	Semirural	Metro Cities	Metro Cities
Residence Type	Multi-Units, Single Family	Single Family	Single Family	Multi-Units, Single Family	Multi-Units, Single Family
Household Type	Married Couples	Married Couples	Married Couples	Singles	Singles
Average Household Size	2.55	2.43	2.73	2.05	2.11
Median Age	34.2	46.3	35.3	36.6	38.5
Diversity Index	70.4	33.7	46.3	48.1	50.1
Median Household Income	\$39,000	\$53,000	\$55,000	\$52,000	\$39,000
Median Net Worth	\$21,000	\$124,000	\$89,000	\$37,000	\$23,000
Median Home Value	—	\$189,000	\$158,000	—	—
Homeownership	47.8 %	78.1 %	74.3 %	49.6 %	46.4 %
Average Monthly Rent	\$890	—	—	\$1,030	\$850
Employment	Services, Professional or Administration	Professional or Services	Professional or Services	Professional or Management	Professional or Services
Education	High School Graduate	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Go online for games, visit dating websites, chat rooms. Play bingo, video games.	Might invest in real estate. Own pet dogs or cats.	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Travel frequently. Buy, eat organic foods.	Buy frozen, convenience foods. Support environmental organizations.
Financial	Have loans to pay bills	Belong to AARP, veterans' clubs	Carry some debt; invest for future	Contribute to NPR, PBS	Bank online or in person
Media	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Watch CMT, History Channel, Fox News	Watch country, Christian TV channels	Read books, magazines on tablets	Watch movies at home
Vehicle	Enjoy fun-to-drive cars	Own 4-wheel drive trucks	Own trucks, SUVs	Take public transportation	View car as transportation only

## About this segment

# Front Porches

This is the

**#1**

dominant segment  
for this area

In this area

**7.3%**

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

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 2018. Update Frequency: Annually.

## About this segment

# The Great Outdoors

This is the

## #2

dominant segment  
for this area

In this area

## 6.7%

of households fall  
into this segment

In the United States

## 1.5%

of households fall  
into this segment

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

### Who We Are

Neighborhoods in The Great Outdoors segment are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the U.S. level.

### Our Neighborhood

- More than 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.

### Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives; light use of Internet connectivity for shopping and entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing and boating.

### Socioeconomic Traits

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

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 2018. Update Frequency: Annually.

## About this segment

# Middleburg

This is the

# #3

dominant segment  
for this area

In this area

# 5.7%

of households fall  
into this segment

In the United States

# 2.9%

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 2018. Update Frequency: Annually.

## About this segment

# Emerald City

This is the

# #4

dominant segment  
for this area

In this area

# 5.6%

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

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the U.S. median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

### Our Neighborhood

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and non-family types make up over half of all households.
- Median home value and average rent are slightly above the U.S. levels; around half of owned homes are worth \$150,000-\$300,000.

### Socioeconomic Traits

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

### Market Profile

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

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 2018. Update Frequency: Annually.

## About this segment

# Old and Newcomers

This is the

## #5

dominant segment  
for this area

In this area

## 4.2%

of households fall  
into this segment

In the United States

## 2.3%

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 2018. Update Frequency: Annually.

## Oregon: 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, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



### 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, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



### Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



### 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, 2018

Update Frequency: Annually

■ Oregon



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



## Oregon: 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, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



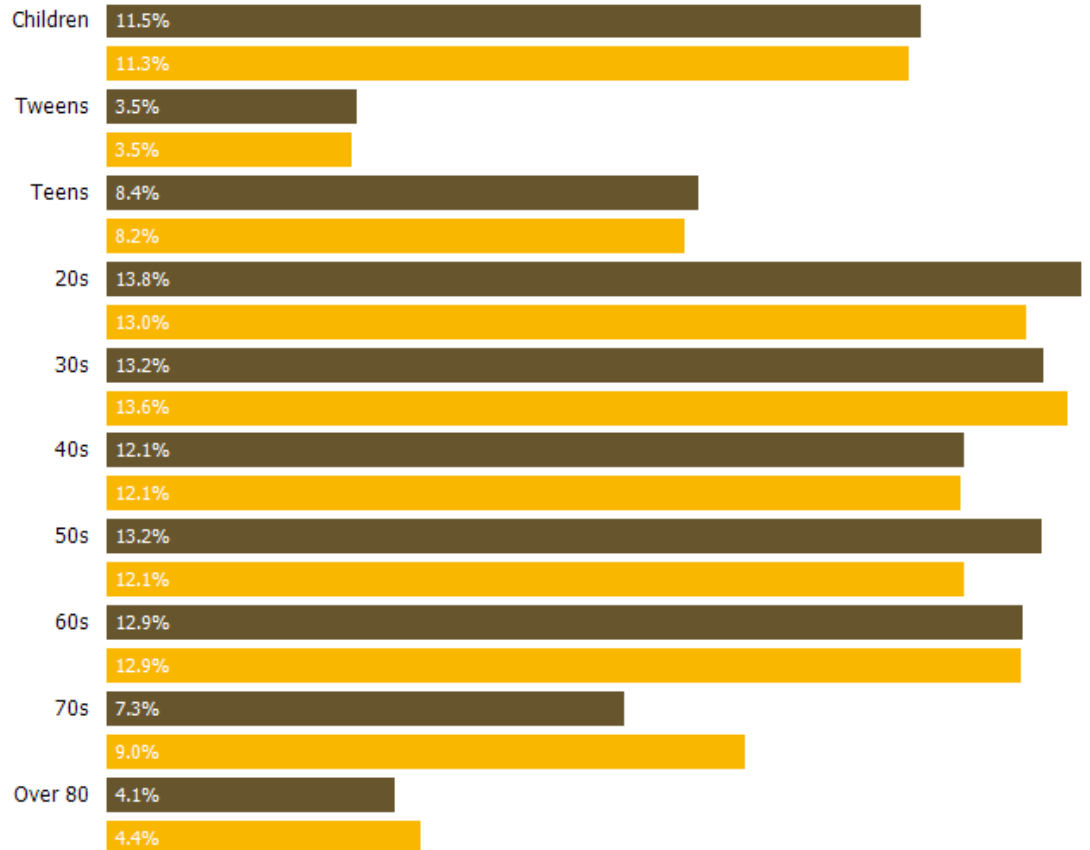
### Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



## Oregon: 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



## Oregon: 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, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



### 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, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



### 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, 2018

Update Frequency: Annually

■ 2018  
■ 2023 (Projected)



### 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, 2018

Update Frequency: Annually



## 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

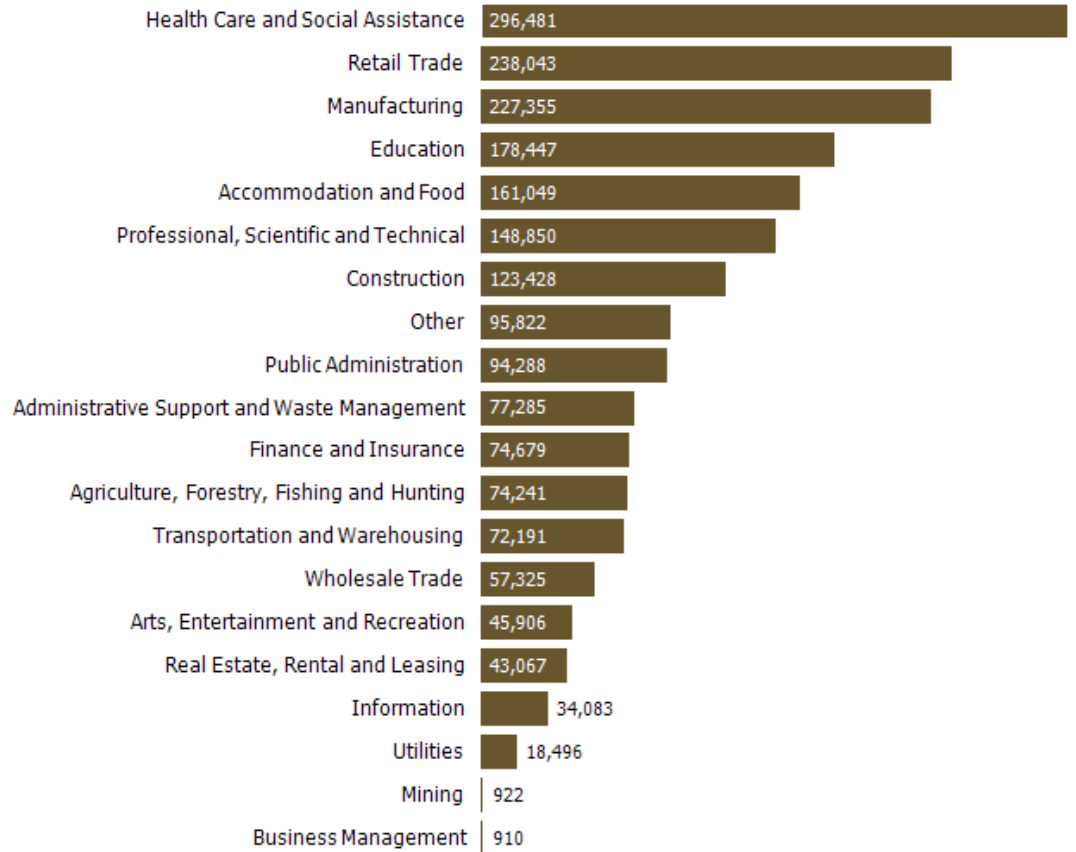


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually



## Oregon: 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



### 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, 2018

Update Frequency: Annually



## 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, 2018

Update Frequency: Annually



## 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, 2018

Update Frequency: Annually



## 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, 2018

Update Frequency: Annually



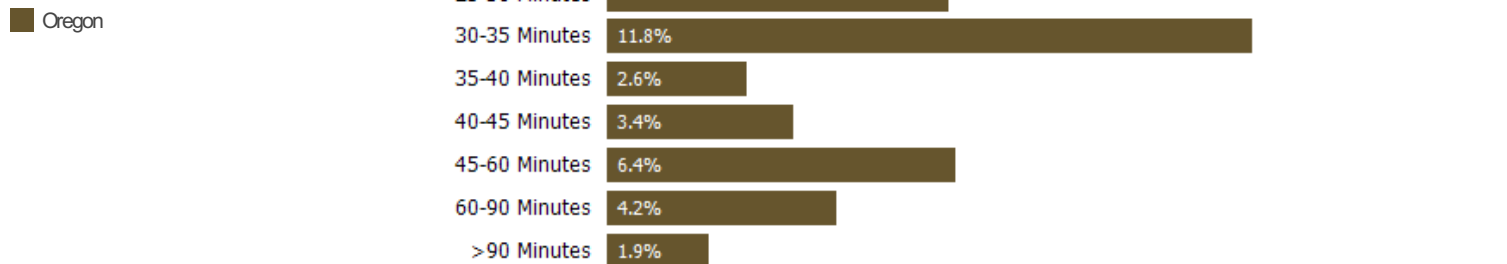
## Oregon: Commute Comparison

### 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, 2018

Update Frequency: Annually

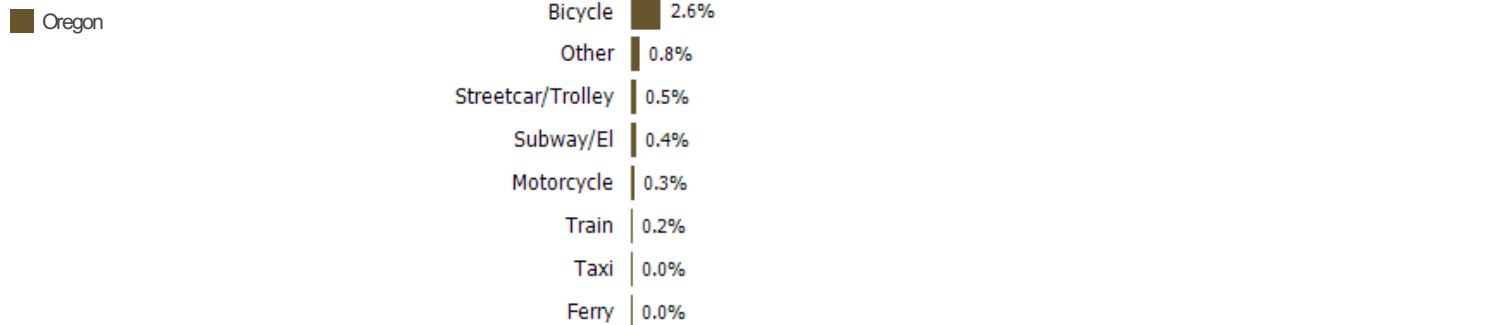


### How People Get to Work

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, 2018

Update Frequency: Annually



## Oregon: 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



### 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

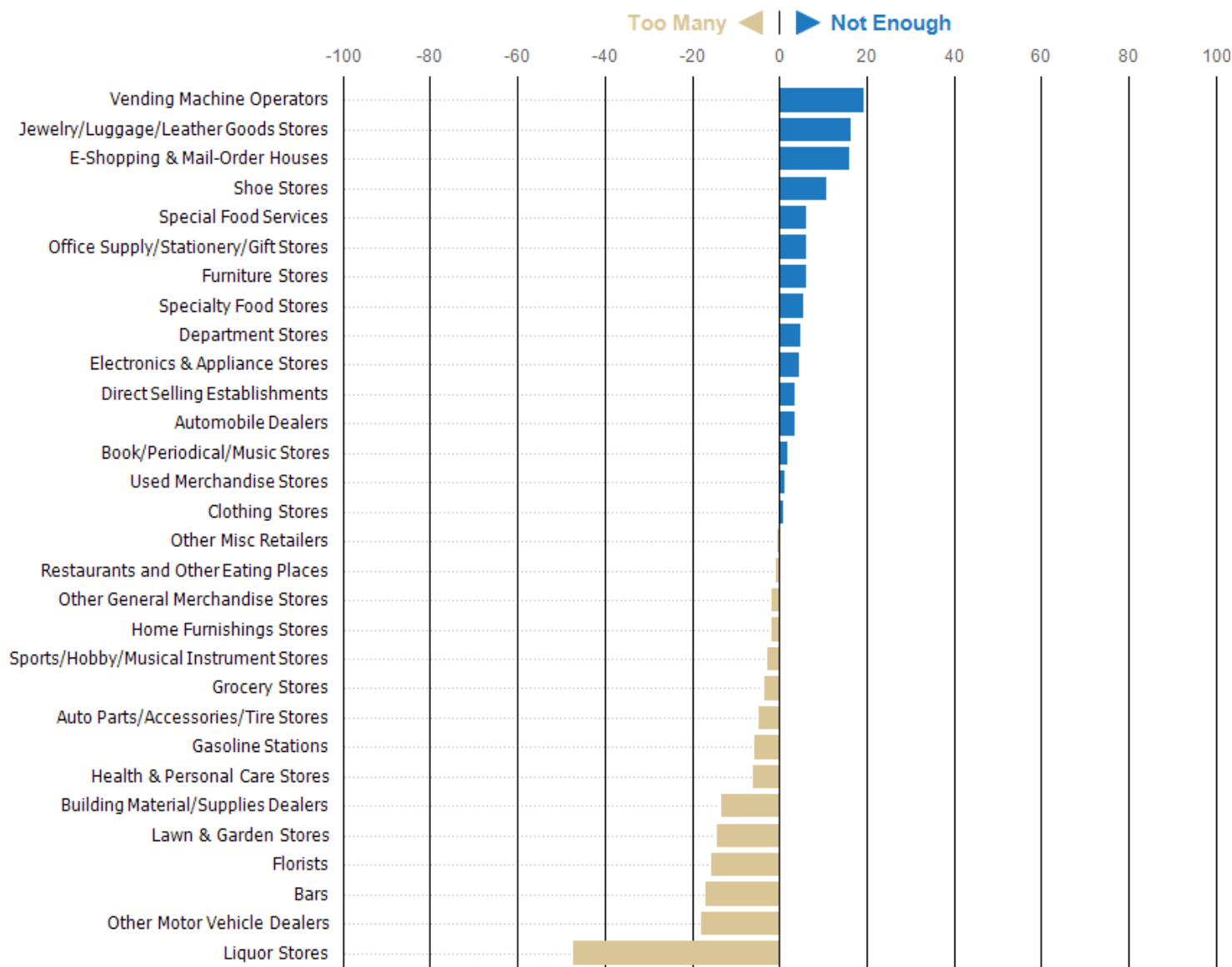


## Best Retail Businesses: Oregon

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Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually



## About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



## About RPR's Data

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

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

## Learn more

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