

For Immediate Release



Josephine County Local Government and Economic Climate Poll Findings

Statement:

The Rogue Valley Association of REALTORS® (RVAR) is a trade association comprised of individuals who are engaged in various facets of the real estate business in Jackson and Josephine Counties and are chartered by the National Association of REALTORS® (NAR). RVAR strives to be the central source of real estate information and services within the community. We provide a central forum for the exchange of ideas and information, and we attempt to build a strong, responsible, and unified voice in local, state, and national affairs. Through RVAR's association with the Oregon REALTORS® and NAR, the viewpoints of our members and the owners of real property are represented in all levels of government.

RVAR recently conducted polling in Josephine County as part of our efforts to have a better understanding of how members of the community view the performance of their local government, especially as it pertains to the local economy. The intent of the poll was to gather information and share it with the public. **We offer no analysis or opinion on the results.** We seek to act only as a gatherer of information so that it can be analyzed and discussed by the community.

As a trade association with a vested interest in our local economy, we will continue to conduct polling and community surveys over the next year to further gather insight as to the thoughts and feelings of the communities and share them with the public in a non-partisan manner. Our hope and intent is to provide valuable information, in an unbiased manner to the communities in which we serve and live, that individuals may find useful during the upcoming election cycle when deciding what type of leaders they want making crucial decisions that may impact the economy, the local business climate and their daily lives.

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GENERAL PERCEPTION SERIES

1. Do you believe Josephine County is headed in the RIGHT DIRECTION, or do you believe the County is off on the WRONG TRACK?

1. Right Direction	21.5
2. Wrong Track	48.3
3. Not Sure/Refused	30.2

2. Taking everything into consideration, do you approve or disapprove of the way the Josephine County Board of Commissioners is handling its job? (STRONGLY/SOMEWHAT)

1. Strongly Approve	5.0
2. Somewhat Approve	18.1
<i>(Total Approve)</i>	<i>23.1</i>
3. Strongly Disapprove	33.3
4. Somewhat Disapprove	21.7
5. <i>(Total Disapprove)</i>	<i>55.0</i>
6. Not Sure/Refused	21.9

3. Which of the following do feel is the most important issue that the Josephine County Board of Commissioners should make a top priority? **(Rotate responses)**

1. Law enforcement	17.1
2. Economic development & job creation	9.8
3. Public health, including mental health services	14.8
4. Road maintenance & public infrastructure	2.9
5. Keeping taxes low	8.3
6. Homelessness	41.3
7. Emergency management & disaster response	1.5
8. Other (probe)	2.3
9. Not Sure/Refused	2.1

4. Which of the following do you feel is the next most important issue that the Josephine County Board of Commissioners should make a top priority? **(Rotate responses)**

1. Law enforcement	19.6
2. Economic development & job creation	13.5
3. Public health, including mental health services	17.9
4. Road maintenance & public infrastructure	5.4
5. Keeping taxes low	13.3
6. Homelessness	22.5
7. Emergency management & disaster response	4.4
8. Other (probe)	1.5
9. Not Sure/Refused	1.9

IMPRESSION SERIES

Now, I am going to read you a list of local elected officials. For each person I list, please tell me whether you have a FAVORABLE or UNFAVORABLE impression. If you have no opinion or have never heard of them, please just say so. **(Rotate names)**

5. Dan DeYoung?

1. Strongly Favorable	5.6
2. Somewhat Favorable	14.4
(Total Favorable)	20.0
3. Strongly Unfavorable	10.8
4. Somewhat Unfavorable	12.1
(Total Unfavorable)	22.9
5. Heard of, but no opinion	17.7
6. Never Heard of	39.4

6. Herman Baertschiger [pr: Bairt-shiger]

1. Strongly Favorable		10.0
2. Somewhat Favorable		7.3
<i>(Total Favorable)</i>	<i>17.3</i>	
3. Strongly Unfavorable		21.7
4. Somewhat Unfavorable		8.1
<i>(Total Unfavorable)</i>	<i>29.8</i>	
5. Heard of, but no opinion		11.5
6. Never Heard of		41.5

7. John West

1. Strongly Favorable		7.7
2. Somewhat Favorable		9.2
<i>(Total Favorable)</i>	<i>16.9</i>	
3. Strongly Unfavorable		19.0
4. Somewhat Unfavorable		7.7
<i>(Total Unfavorable)</i>	<i>26.7</i>	
5. Heard of, but no opinion		17.9
6. Never Heard of		38.5

DEMOGRAPHICS

8. GENDER:

1. Male		48.5
2. Female		51.5

9. AGE: Are you between the ages of ...?

1. 18-34		8.5
2. 35-59		39.4
3. 60+		52.1
4. Not Sure/Refused		

10. VOTER HISTORY: (INTERVIEWERS; PLEASE RECORD FROM THE PHONE LIST – SEE INSTRUCTION SHEET FOR PROCEDURE)

1. Voted in 1 Out Of 4 Elections	9.2
2. Voted in 2 Out Of 4 Elections	11.3
3. Voted in 3 Out Of 4 Elections	14.8
4. Voted in 4 Out Of 4 Elections	62.7
5. New Voter	2.1

11. POLITICAL PARTY:

1. Democrat	25.0
2. Republican	44.8
3. Independent/Other	30.2

12. GEOGRAPHIC AREA:

1. Grants Pass	78.5
2. Other	21.5

The following section contains the same poll results but with more comprehensive insights.

1. Do you believe Josephine County is headed in the RIGHT DIRECTION or do you believe the County is off on the WRONG TRACK?

Total (480)	Right Direction	Wrong Track	Not Sure/ Refused
	21.5	48.3	30.2

Gender			
Male	24.0	47.2	28.8
Female	19.0	49.4	31.6

Age			
18-34	19.5	46.3	34.1
35-59	20.6	50.3	29.1
60+	22.4	47.2	30.4

Voter Frequency			
1 of 4	22.7	40.9	36.4
2 of 4	18.5	55.6	25.9
3 of 4	25.4	49.3	25.4
4 of 4	20.6	49.2	30.2
New Voter	30.0	10.0	60.0

Party			
Democrat	23.3	44.2	32.5
Republican	20.9	51.6	27.4
Independent/NAV	20.7	46.9	32.4

GeographicArea			
Grants Pass	21.8	48.5	29.7
Other	20.4	47.6	32.0

2. Taking everything into consideration do you approve or disapprove of the way the Josephine County Board of Commissioners is handling its job?

Total (480)	Strongly Approve	Somewhat Approve	Strongly Disapprove	Somewhat Disapprove	Not Sure/ Refused
	5.0	18.1	33.3	21.7	21.9

Gender					
Male	4.7	21.0	31.3	20.6	22.3
Female	5.3	15.4	35.2	22.7	21.5

Age					
18-34	2.4	14.6	31.7	24.4	26.8
35-59	4.2	16.9	32.3	23.3	23.3
60+	6.0	19.6	34.4	20.0	20.0

Voter Frequency					
1 of 4	2.3	20.5	20.5	29.5	27.3
2 of 4	1.9	14.8	38.9	9.3	35.2
3 of 4	8.5	19.7	29.6	18.3	23.9
4 of 4	5.3	17.9	35.2	24.3	17.3
New Voter	0.0	20.0	30.0	0.0	50.0

Party					
Democrat	3.3	12.5	44.2	20.8	19.2
Republican	5.6	22.8	27.9	25.1	18.6
Independent/NAV	5.5	15.9	32.4	17.2	29.0

GeographicArea					
Grants Pass	4.8	17.2	33.2	24.1	20.7
Other	5.8	21.4	34.0	12.6	26.2

3. Which of the following do feel is the most important issue that the Josephine County Board of Commissioners should make a top priority?

Total (480)	Law enforcement	Economic development/ job creation	Public health/ mental health services	Road maintenance/ public infrastructure	Keeping taxes low	Homelessness	Emergency management/ disaster response	Other	Not Sure/ Refused
	17.1	9.8	14.8	2.9	8.3	41.3	1.5	2.3	2.1

Gender

Male	17.2	12.9	11.2	3.9	11.6	36.1	2.6	2.1	2.6
Female	17.0	6.9	18.2	2.0	5.3	46.2	0.4	2.4	1.6

Age

18-34	17.1	4.9	22.0	0.0	7.3	43.9	0.0	2.4	2.4
35-59	14.3	15.9	15.9	3.2	7.4	40.2	1.6	1.6	0.0
60+	19.2	6.0	12.8	3.2	9.2	41.6	1.6	2.8	3.6

Voter Frequency

1 of 4	18.2	9.1	18.2	2.3	6.8	40.9	0.0	2.3	2.3
2 of 4	20.4	7.4	22.2	0.0	5.6	37.0	1.9	5.6	0.0
3 of 4	15.5	9.9	8.5	2.8	16.9	39.4	1.4	2.8	2.8
4 of 4	16.9	10.6	13.6	3.7	7.3	42.2	1.7	1.7	2.3
New Voter	10.0	0.0	40.0	0.0	0.0	50.0	0.0	0.0	0.0

Party

Democrat	15.0	10.0	23.3	5.8	3.3	36.7	1.7	4.2	0.0
Republican	21.9	9.8	9.8	2.3	10.7	41.4	0.5	1.4	2.3
Independent/NAV	11.7	9.7	15.2	1.4	9.0	44.8	2.8	2.1	3.4

GeographicArea

Grants Pass	16.7	9.8	14.1	2.9	7.2	43.8	1.6	1.3	2.7
Other	18.4	9.7	17.5	2.9	12.6	32.0	1.0	5.8	0.0

4. Which of the following do you feel is the next most important issue that the Josephine County Board of Commissioners should make a top priority?

Total (480)	Law enforcement	Economic development/ job creation	Public health/ mental health services	Road maintenance/ public infrastructure	Keeping taxes low	Homelessness	Emergency management/ disaster response	Other	Not Sure/ Refused
	19.6	13.5	17.9	5.4	13.3	22.5	4.4	1.5	1.9

Gender									
Male	20.6	14.6	14.6	7.7	13.3	20.6	4.3	1.3	3.0
Female	18.6	12.6	21.1	3.2	13.4	24.3	4.5	1.6	0.8

Age									
18-34	17.1	17.1	19.5	2.4	9.8	22.0	7.3	4.9	0.0
35-59	17.5	15.9	21.2	6.9	13.8	18.0	4.8	1.6	0.5
60+	21.6	11.2	15.2	4.8	13.6	26.0	3.6	0.8	3.2

Voter Frequency									
1 of 4	15.9	9.1	18.2	4.5	20.5	22.7	4.5	2.3	2.3
2 of 4	11.1	18.5	14.8	5.6	11.1	25.9	9.3	0.0	3.7
3 of 4	23.9	14.1	16.9	5.6	14.1	18.3	4.2	1.4	1.4
4 of 4	20.6	13.0	18.9	5.6	12.3	22.6	3.7	1.7	1.7
New Voter	20.0	20.0	10.0	0.0	20.0	30.0	0.0	0.0	0.0

Party									
Democrat	15.0	12.5	25.8	4.2	8.3	26.7	5.8	0.8	0.8
Republican	21.9	12.6	13.5	7.0	18.1	19.5	3.7	1.4	2.3
Independent/NAV	20.0	15.9	17.9	4.1	10.3	23.4	4.1	2.1	2.1

Geographic Area									
Grants Pass	19.6	13.3	18.0	5.6	13.0	23.3	3.7	1.3	2.1
Other	19.4	14.6	17.5	4.9	14.6	19.4	6.8	1.9	1.0

5. Dan DeYoung

Total (480)	Strongly Favorable	Somewhat Favorable	Strongly Unfavorable	Somewhat Unfavorable	Heard of, but no opinion	Never Heard of
	5.6	14.4	10.8	12.1	17.7	39.4

Gender

Male	7.7	13.7	9.9	12.4	17.2	39.1
Female	3.6	15.0	11.7	11.7	18.2	39.7

Age

18-34	0.0	12.2	7.3	4.9	17.1	58.5
35-59	5.8	9.0	10.1	6.9	22.2	46.0
60+	6.4	18.8	12.0	17.2	14.4	31.2

Voter Frequency

1 of 4	4.5	13.6	0.0	4.5	27.3	50.0
2 of 4	5.6	9.3	13.0	7.4	27.8	37.0
3 of 4	7.0	7.0	8.5	11.3	18.3	47.9
4 of 4	5.6	17.6	13.0	14.3	15.0	34.6
New Voter	0.0	0.0	0.0	10.0	0.0	90.0

Party

Democrat	5.0	9.2	13.3	16.7	20.0	35.8
Republican	7.0	17.2	8.4	10.2	17.2	40.0
Independent/NAV	4.1	14.5	12.4	11.0	16.6	41.4

GeographicArea

Grants Pass	4.8	15.1	9.8	11.9	18.0	40.3
Other	8.7	11.7	14.6	12.6	16.5	35.9

6. Herman Baertschiger

Total (480)	Strongly Favorable	Somewhat Favorable	Strongly Unfavorable	Somewhat Unfavorable	Heard of, but no opinion	Never Heard of
	10.0	7.3	21.7	8.1	11.5	41.5

Gender

Male	12.0	8.2	18.5	9.4	12.9	39.1
Female	8.1	6.5	24.7	6.9	10.1	43.7

Age

18-34	9.8	2.4	17.1	0.0	17.1	53.7
35-59	7.4	7.9	18.0	8.5	11.6	46.6
60+	12.0	7.6	25.2	9.2	10.4	35.6

Voter Frequency

1 of 4	4.5	6.8	13.6	6.8	20.5	47.7
2 of 4	11.1	5.6	14.8	5.6	14.8	48.1
3 of 4	14.1	2.8	16.9	2.8	14.1	49.3
4 of 4	9.6	9.0	25.9	10.3	9.0	36.2
New Voter	10.0	0.0	0.0	0.0	10.0	80.0

Party

Democrat	0.8	0.8	40.0	10.0	10.8	37.5
Republican	17.7	9.3	10.2	9.3	11.2	42.3
Independent/NAV	6.2	9.7	23.4	4.8	12.4	43.4

GeographicArea

Grants Pass	10.6	8.0	20.2	8.8	11.4	41.1
Other	7.8	4.9	27.2	5.8	11.7	42.7

7. John West

Total (480)	Strongly Favorable	Somewhat Favorable	Strongly Unfavorable	Somewhat Unfavorable	Heard of, but no opinion	Never Heard of
	7.7	9.2	19.0	7.7	17.9	38.5

Gender

Male	9.4	8.2	18.5	6.0	20.2	37.8
Female	6.1	10.1	19.4	9.3	15.8	39.3

Age

18-34	2.4	0.0	19.5	0.0	22.0	56.1
35-59	5.8	8.5	14.3	6.3	17.5	47.6
60+	10.0	11.2	22.4	10.0	17.6	28.8

Voter Frequency

1 of 4	6.8	9.1	9.1	9.1	25.0	40.9
2 of 4	9.3	0.0	14.8	7.4	27.8	40.7
3 of 4	7.0	11.3	14.1	5.6	22.5	39.4
4 of 4	7.6	10.6	22.9	8.3	14.3	36.2
New Voter	10.0	0.0	0.0	0.0	10.0	80.0

Party

Democrat	1.7	3.3	33.3	10.0	13.3	38.3
Republican	13.0	14.4	8.4	5.6	20.0	38.6
Independent/NAV	4.8	6.2	22.8	9.0	18.6	38.6

GeographicArea

Grants Pass	8.0	8.5	17.5	8.2	17.8	40.1
Other	6.8	11.7	24.3	5.8	18.4	33.0

**Demographic
Totals**

	Responses	Percent of Total
Total	480	100

Gender

Male	233	48.5
Female	247	51.5

Age

18-34	41	8.5
35-59	189	39.4
60+	250	52.1

Voter Frequency

1 of 4	44	9.2
2 of 4	54	11.3
3 of 4	71	14.8
4 of 4	301	62.7
New Voter	10	2.1

Party

Democrat	120	25.0
Republican	215	44.8
Independent/NAV	145	30.2

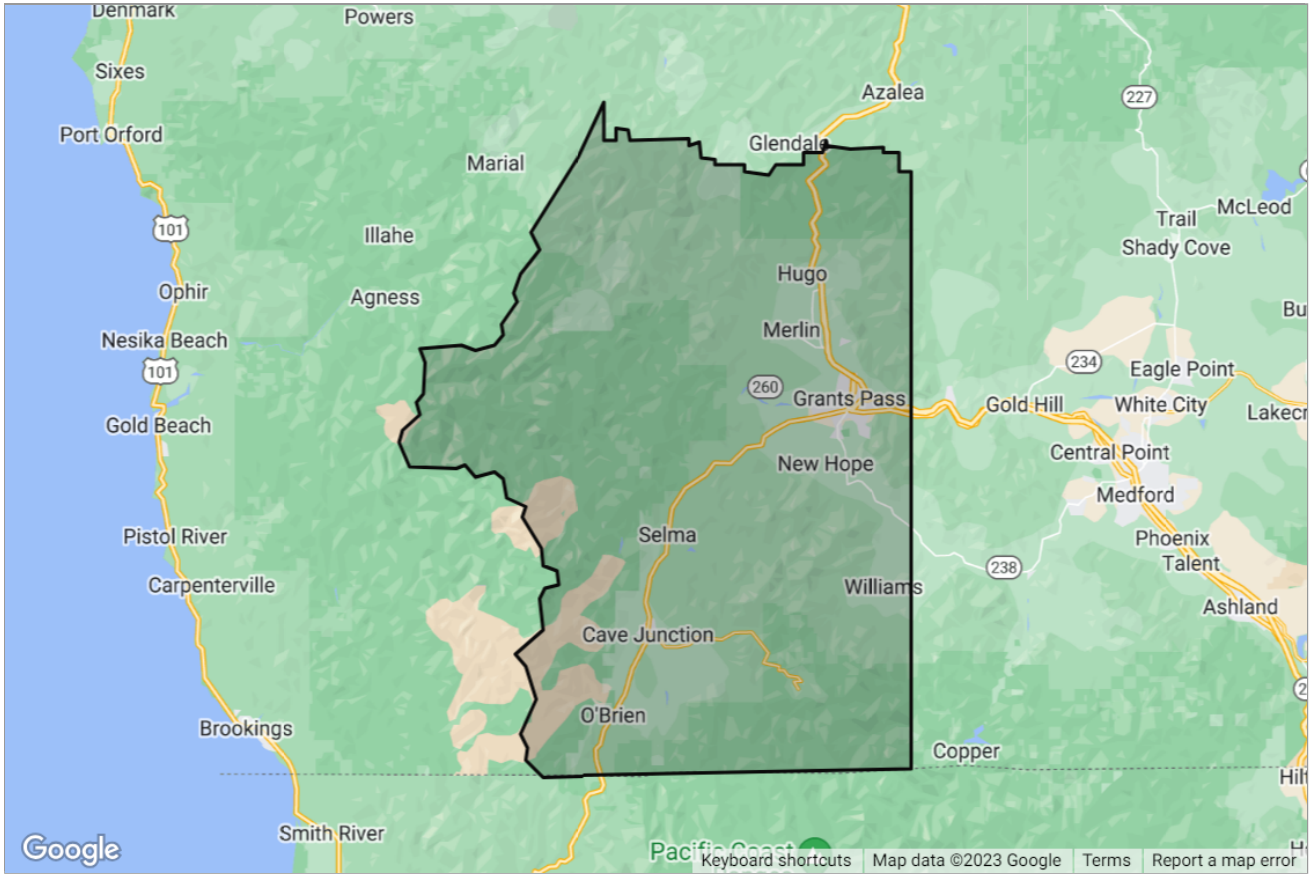
GeographicArea

Grants Pass	377	78.5
Other	103	21.5

The following section
contains local economic data
in Josephine County from a
report by the REALTORS®
Property Resource LLC.

LOCAL ECONOMIC AREA REPORT

Josephine County, Oregon



This report is powered by Realtors Property Resource®, a wholly owned subsidiary of the National Association of REALTORS®

Criteria Used for Analysis

Median Household Income
\$52,740

Median Age
50.5

Total Population
88,838

1st Dominant Segment
Senior Escapes

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Senior Styles

Senior lifestyles reveal the effects of saving for retirement

Urbanization

Where do people like this usually live?

Semirural

The most affordable housing—in smaller towns and communities located throughout the country

Top Tapestry Segments

	Senior Escapes	The Great Outdoors	Rural Resort Dwellers	Retirement Communities	Midlife Constants
% of Households	8,205 (22.6%)	4,859 (13.4%)	4,763 (13.1%)	4,121 (11.4%)	3,203 (8.8%)
% of Oregon	52,159 (3.1%)	109,645 (6.4%)	44,255 (2.6%)	37,822 (2.2%)	54,480 (3.2%)
Lifestyle Group	Senior Styles	Cozy Country Living	Cozy Country Living	Senior Styles	GenXurban
Urbanization Group	Semirural	Rural	Rural	Metro Cities	Suburban Periphery
Residence Type	Single Family, Mobile Homes or Seasonal	Single Family	Single Family or Seasonal	Multi-Units; Single Family	Single Family
Household Type	Married Couples Without Kids	Married Couples	Married Couples Without Kids	Singles	Married Couples Without Kids
Average Household Size	2.2	2.41	2.19	1.95	2.31
Median Age	56.2	48.3	55.4	55.2	47.8
Diversity Index	55.6	44.5	29.7	60.7	47.1
Median Household Income	\$50,000	\$73,600	\$63,800	\$53,100	\$64,700
Median Net Worth	\$163,900	\$235,500	\$238,900	\$91,200	\$191,700
Median Home Value	\$178,300	\$322,900	\$272,600	\$243,200	\$199,700
Homeownership	78 %	81.2 %	84.6 %	48.3 %	74.9 %
Employment	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Limited by medical conditions . Travel in the US via guided tours.	Prefer domestic travel to trips abroad. . Own pet dogs or cats.	Spend time with their spouses and maintain a social calendar . Go freshwater fishing, hunting and motorcycling.	Enjoy hard-cover books, crosswords and Sudoku . Like to travel, including foreign to countries.	Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf.
Financial	Spend within means, don't carry credit card balances	Do-it-yourself oriented and cost conscious	Shifting to low-risk assets	Frugal, pay close attention to finances	42% receive Social Security, 27% also receive retirement income
Media	Get most information from TV and Sunday newspaper	Watch CMT, History Channel, Fox News	Taste in TV shows reflects their hobbies	Prefer reading magazines over interacting with computers	After TV, Radio and newspapers are medias of choice
Vehicle	Maintain older vehicle	Own 4-wheel drive trucks	Own older, domestic vehicles	One in five households has no vehicle	Own domestic SUVs, trucks

About this segment

Senior Escapes

This is the
#1
dominant segment
for this area

In this area
22.6%
of households fall
into this segment

In the United States
0.9%
of households fall
into this segment

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

Who We Are

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Nearly 40% are mobile homes; over half are single-family dwellings. About half are in unincorporated and more rural areas. Nearly one-fifth of the population is between 65 and 74 years old. Residents enjoy watching TV, going on cruises, playing trivia games, bicycling, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

Our Neighborhood

- Neighborhoods include primary and second homes in rural or semirural settings. One quarter of all housing units are vacant; many are for seasonal use only. More than one-third of the households are married couples without children; a third are single-person households. More than half the homes are single family; nearly 40% are mobile homes. Three-quarters of all homes are owner occupied, and the majority own their homes free and clear. Most households have one or two vehicles.

Socioeconomic Traits

- Labor force participation is low, but more than half the households are drawing Social Security income. They spend majority of their time with spouse/significant other or alone. They are limited by medical conditions but still enjoy gardening and working on their vehicles. They take good care of vehicles, but haven't bought a new one in over five years. They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

Market Profile

- Stock up on good deals, especially high-fiber, low-calorie, low-fat, and fat-free foods. Own 3, sometimes 4 or more TVs and watch news, sports, CMT, Hallmark, and AMC. Belong to veterans' clubs; maintain AARP and AAA memberships. Get most information from TV and the Sunday newspaper; light users of home computers and the Internet. Travel in the US via guided tours but weary of security issues. Frequently dine out at Wendy's, Golden Corral, and Cracker Barrel.

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 2022. Update Frequency: Annually.

About this segment

The Great Outdoors

This is the

#2

dominant segment for this area

In this area

13.4%

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

These neighborhoods 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 US level.

Our Neighborhood

- Over 55% of households are married-couple families; 36% are couples with no children living at home. Average household size is slightly smaller at 2.44. Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); 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 to 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

- 60% have attended college or hold a degree. Labor force participation is low 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 2022. Update Frequency: Annually.

About this segment

Rural Resort Dwellers

This is the

#3

dominant segment for this area

In this area

13.1%

of households fall into this segment

In the United States

1.0%

of households fall into this segment

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

Who We Are

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue-collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

Our Neighborhood

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate. In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children. Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

Socioeconomic Traits

- Rural Resort Dwellers residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations. Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know. They spend time with their spouses and also maintain a social calendar.

Market Profile

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting, and motorcycling. At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening. Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores. Their taste in TV shows reflects their hobbies —National Geographic, Discovery Channel, and the Weather Channel.

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 2022. Update Frequency: Annually.

About this segment

Retirement Communities

This is the

#4

dominant segment for this area

In this area

11.4%

of households fall into this segment

In the United States

1.2%

of households fall into this segment

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

Who We Are

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

Our Neighborhood

- Much of the housing was built in the 1970s and 1980, a mix of single-family homes and large multiunit structures that function at various levels of senior care. Small household size; many residents have outlived their partners and live alone. Over half of the homes are renter occupied. Average rent is slightly below the US average. Nearly one in five households has no vehicle.

Socioeconomic Traits

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon. Frugal, they pay close attention to finances. They prefer reading magazines over interacting with computers. They are health conscious and prefer name brand drugs.

Market Profile

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku. Contribute to political organizations and other groups. Entertainment preferences: playing cards and reading books. Prefer watching cable TV, including premium channels like HBO and Cinemax. Like to travel, including visits to foreign countries. Shop at diverse, large retail chains like Sears, Family Dollar, Target, and Walmart for convenience.

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 2022. Update Frequency: Annually.

About this segment

Midlife Constants

This is the

#5

dominant segment for this area

In this area

8.8%

of households fall into this segment

In the United States

2.4%

of households fall into this segment

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

Who We Are

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Our Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets. Primarily married couples, with a growing share of singles. Settled neighborhoods with slow rates of change and residents that have lived in the same house for years. Single-family homes, less than half still mortgaged, with a median home value of \$154,100.

Socioeconomic Traits

- Education: 63% have a high school diploma or some college. At 31%, the labor force participation rate is low in this market. Almost 42% of households are receiving Social Security; 27% also receive retirement income. Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother. Attentive to price, but not at the expense of quality, they prefer to buy American and natural products. Radio and newspapers are the media of choice (after television).

Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course). Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising. Contribute to arts/cultural, educational, health, and social services organizations. DIY homebodies that spend on home improvement and gardening. Media preferences: country or movie channels. Leisure activities include movies at home, reading, fishing, and golf.

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 2022. Update Frequency: Annually.

Josephine County, 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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2022, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (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, 2022

Update Frequency: Annually

■ Josephine County



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, 2022

Update Frequency: Annually



■ Josephine County

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, 2022

Update Frequency: Annually



■ 2022
■ 2027 (Projected)

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, 2022

Update Frequency: Annually



■ 2022
■ 2027 (Projected)

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, 2022

Update Frequency: Annually



■ Women 2022
■ Men 2022
■ Women 2027 (Projected)
■ Men 2027 (Projected)

Josephine County, 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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



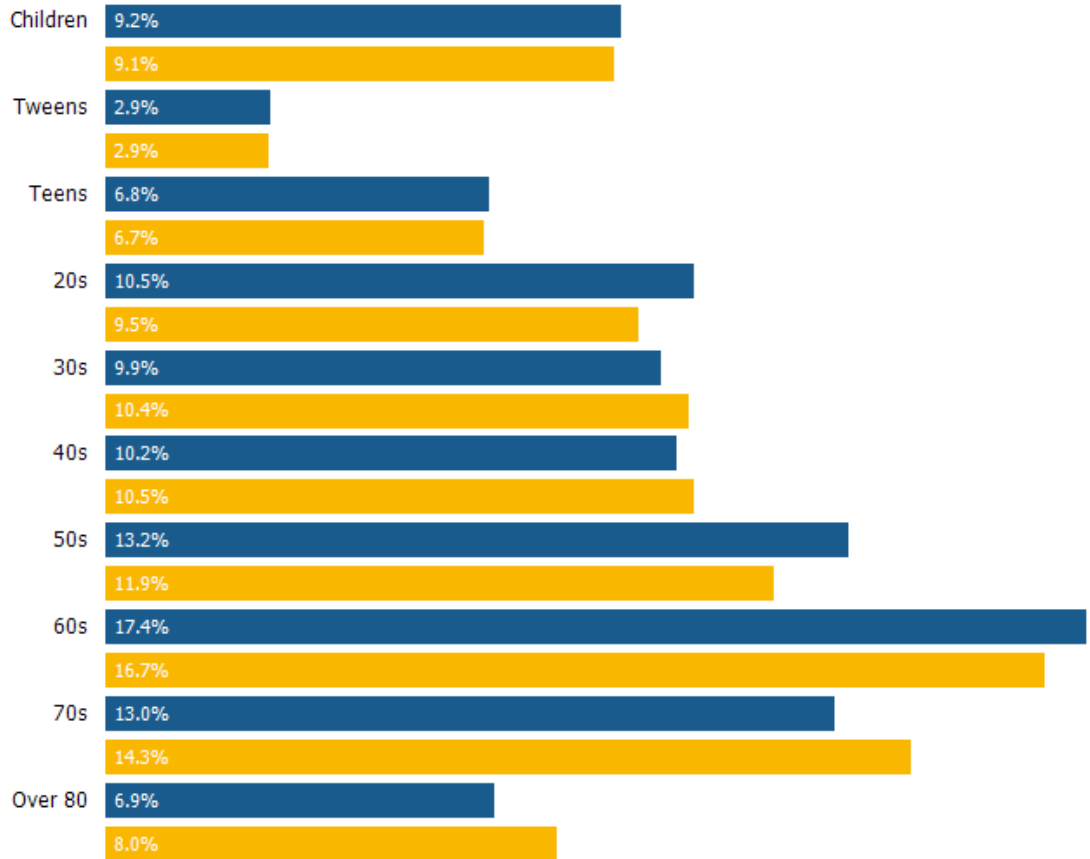
Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Josephine County, Oregon: Marital Status Comparison

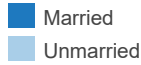
Married / Unmarried Adults Ratio



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, 2022

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, 2022

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, 2022

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, 2022

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, 2022

Update Frequency: Annually

Josephine County, 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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (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, 2022

Update Frequency: Annually



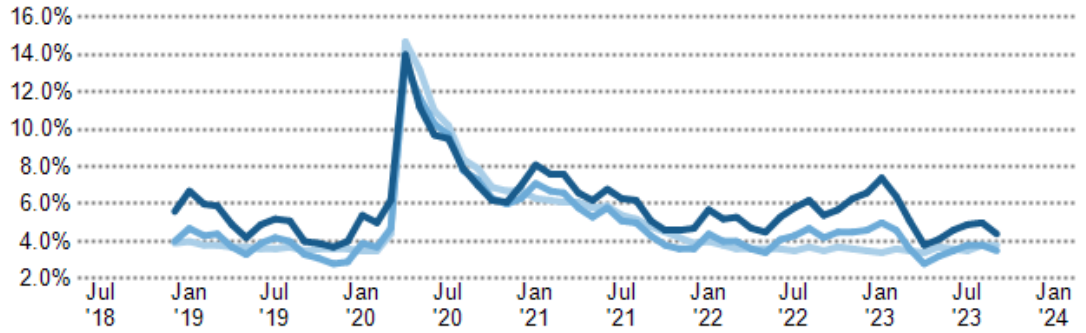
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Josephine County
- Oregon
- USA

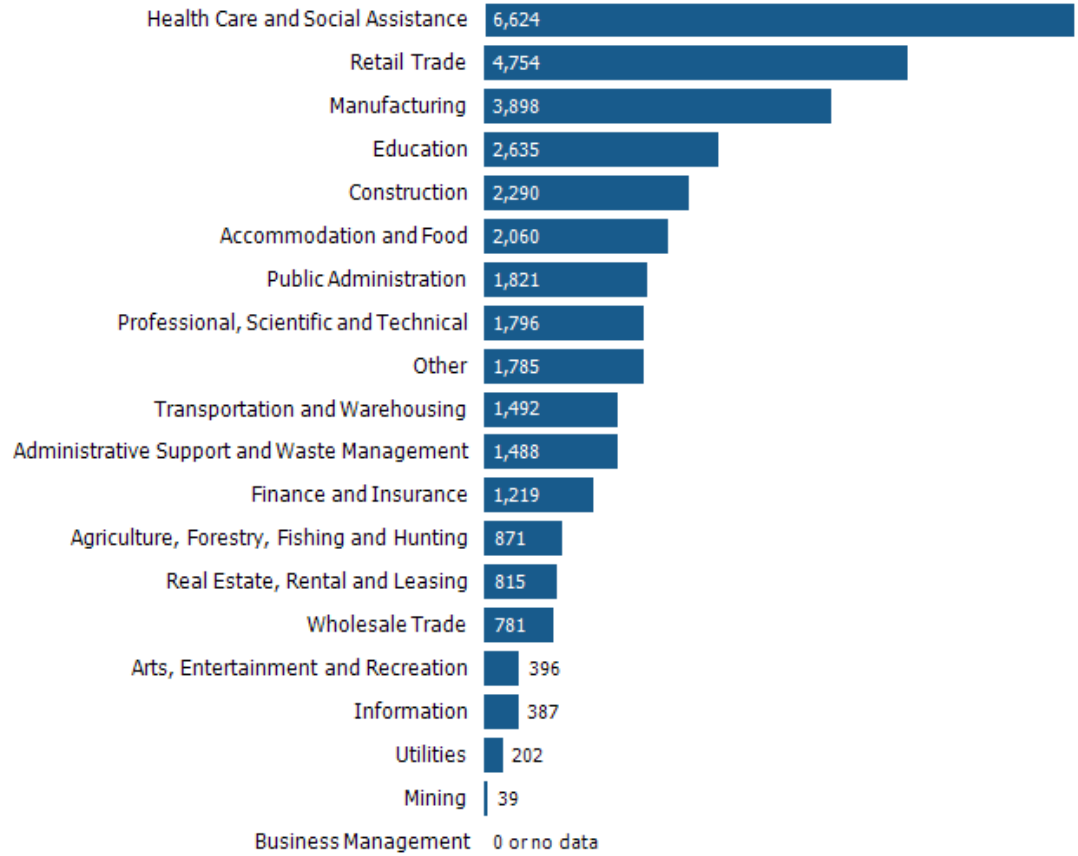


Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2022

Update Frequency: Annually



Josephine County, 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, 2022

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, 2022

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, 2022

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, 2022

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, 2022

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, 2022

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, 2022

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, 2022

Update Frequency: Annually



Josephine County, Oregon: Commute Comparison

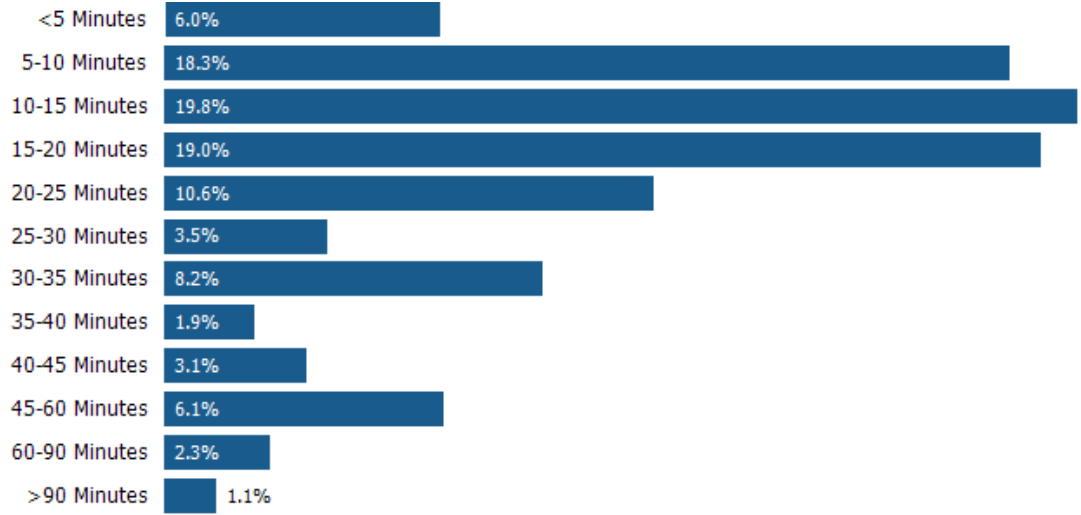
Average Commute Time

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, 2022

Update Frequency: Annually

■ Josephine County



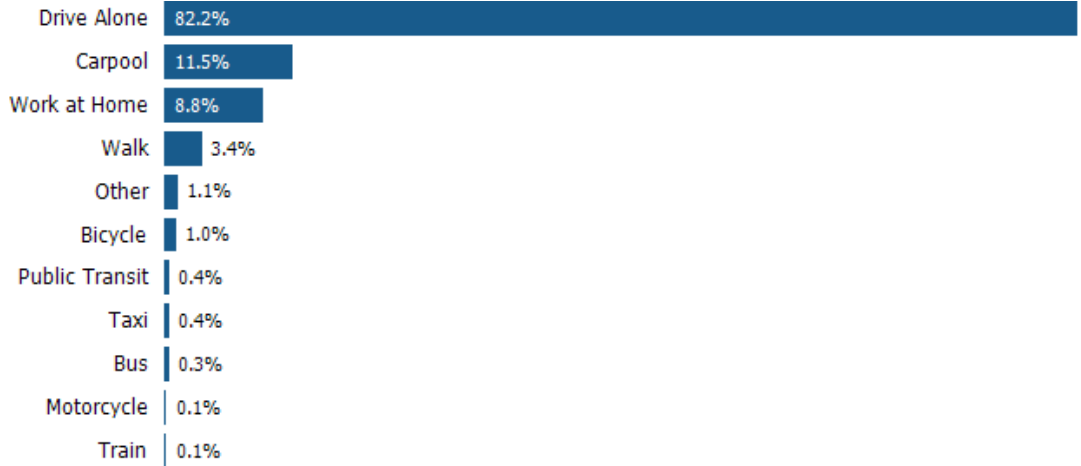
How People Get to Work

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, 2022

Update Frequency: Annually

■ Josephine County



Josephine County, 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 mo. 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

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.
- **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: <https://blog.narrpr.com>

