ROGUE VALLEY ASSOCIATION OF
REALTORS®

Jackson 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 Jackson 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.

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

    1. Right Direction **24.9**
    2. Wrong Track **33.4**
    3. Not Sure/Refused **41.7**

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

    1. Strongly Approve **8.3**
    2. Somewhat Approve **20.7**
    (Total Approve) *29.0*
    3. Somewhat Disapprove **15.0**
    4. Strongly Disapprove **16.1**
    (Total Disapprove) *31.1*
    5. Not Sure/Refused **39.9**

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

[Interviewer: Rotate responses]

1. Law enforcement   **11.7**
2. Economic development & job creation   **10.4**
3. Public health, including mental health services   **19.2**
4. Road maintenance & public infrastructure   **4.9**
5. Keeping taxes low   **7.0**
6. Homelessness   **38.1**
7. Emergency management & disaster response   **2.6**
8. Other **(probe)**   **3.9**
9. Not Sure/Refused   **2.3**

Other (N=13) Total Responses	
Drug use	5
Affordable housing	2
All the above	1
Bipartisan	1
Climate change	1
Human trafficking	1
Safety	1
Over regulated	1

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

[Interviewer: Rotate responses]

1. Law enforcement   **13.0**
2. Economic development & job creation   **11.1**
3. Public health, including mental health services   **23.1**
4. Road maintenance & public infrastructure   **8.3**
5. Keeping taxes low   **7.0**
6. Homelessness   **25.9**
7. Emergency management & disaster response   **5.2**
8. Other **(probe)**   **3.4**
9. Not Sure/Refused   **3.1**

Other (N=12) Total Responses	
Affordable housing	4
Drug use	2
All of the above	1
Forests fires issue	1
Protecting the environment	1
Healthcare	1
Immigration	1
Water	1

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.

[Interviewer: Rotate names]

5. Rick Dyer **(PR: Die-er)**

1. Strongly Favorable			**8.3**
2. Somewhat Favorable			**11.1**
(Total Favorable)		*19.4*	
3. Strongly Unfavorable			**4.4**
4. Somewhat Unfavorable			**5.4**
5. *(Total Unfavorable)*		*9.8*	
6. Heard of, but no opinion			**34.5**
7. Never Heard of			**36.3**

6. Dave Dotterer **(PR: Daughter-er)**

1. Strongly Favorable			**5.4**
2. Somewhat Favorable			**12.2**
(Total Favorable)		*17.6*	
3. Strongly Unfavorable			**5.7**
4. Somewhat Unfavorable			**2.3**
5. *(Total Unfavorable)*		*8.0*	
6. Heard of, but no opinion			**29.4**
7. Never Heard of			**44.8**

7. Colleen Roberts

1.	Strongly Favorable	**9.6**
2.	Somewhat Favorable	**11.4**
	(Total Favorable)	*21.0*
3.	Strongly Unfavorable	**4.9**
4.	Somewhat Unfavorable	**7.8**
5.	*(Total Unfavorable)*	*12.7*
6.	Heard of, but no opinion	**27.2**
7.	Never Heard of	**39.1**

DEMOGRAPHICS

8. GENDER:

1.	Male	**49.2**
2.	Female	**50.8**

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

1.	18-34	**13.5**
2.	35-59	**41.7**
3.	60+	**44.8**
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	**13.0**
2.	Voted in 2 Out Of 4 Elections	**17.6**
3.	Voted in 3 Out Of 4 Elections	**21.0**
4.	Voted in 4 Out Of 4 Elections	**44.6**
5.	New Voter	**3.9**

11. POLITICAL PARTY:

1.	Democrat	**31.6**
2.	Republican	**35.0**
3.	Independent/Other	**33.4**

12. GEOGRAPHIC AREA:

    1. Medford   **42.0**
    2. Ashland   **13.2**
    3. Central Point   **13.2**
    4. Eagle Point   **6.7**
    5. Other   **24.9**

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

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

Total (386)	Right Direction	Wrong Track	Not Sure/ Refused
	24.9	33.4	41.7

Gender			
Male	31.6	30.0	38.4
Female	18.4	36.7	44.9

Age			
18-34	19.2	26.9	53.8
35-59	26.1	43.5	30.4
60+	25.4	26.0	48.6

Voter History			
1 of 4	20.0	38.0	42.0
2 of 4	33.8	30.9	35.3
3 of 4	18.5	32.1	49.4
4 of 4	26.7	33.7	39.5
New Voters	13.3	33.3	53.3

Party			
Democrat	27.9	23.8	48.4
Republican	23.0	43.0	34.1
Independent/NAV	24.0	32.6	43.4

GeographicArea			
Medford	22.8	39.5	37.7
Ashland	15.7	27.5	56.9
Central Point	31.4	23.5	45.1
Eagle Point	30.8	42.3	26.9
Other	28.1	29.2	42.7

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

Total (386)	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Not Sure/ Refused
	8.3	20.7	15.0	16.1	39.9

Gender					
Male	11.1	24.7	16.3	12.6	35.3
Female	5.6	16.8	13.8	19.4	44.4

Age					
18-34	13.5	11.5	7.7	21.2	46.2
35-59	6.8	19.3	16.8	17.4	39.8
60+	8.1	24.9	15.6	13.3	38.2

Voter History					
1 of 4	8.0	8.0	18.0	14.0	52.0
2 of 4	7.4	17.6	8.8	20.6	45.6
3 of 4	9.9	18.5	8.6	14.8	48.1
4 of 4	8.1	27.9	19.2	16.3	28.5
New Voters	6.7	6.7	20.0	6.7	60.0

Party					
Democrat	6.6	13.1	14.8	23.8	41.8
Republican	11.9	25.9	11.9	14.8	35.6
Independent/NAV	6.2	22.5	18.6	10.1	42.6

GeographicArea					
Medford	8.6	21.0	15.4	14.2	40.7
Ashland	0.0	15.7	17.6	25.5	41.2
Central Point	3.9	19.6	19.6	17.6	39.2
Eagle Point	11.5	23.1	11.5	15.4	38.5
Other	13.5	22.9	11.5	13.5	38.5

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

Total (386)	Law enforcement	Economic/ job creation	Public health	Road & public infrastructure	Keeping taxes low	Homeless	Emergency/ disaster response	Other	Not Sure/ Refused
	11.7	10.4	19.2	4.9	7.0	38.1	2.6	3.9	2.3

Gender									
Male	11.6	14.2	14.7	8.9	9.5	34.7	1.1	3.2	2.1
Female	11.7	6.6	23.5	1.0	4.6	41.3	4.1	4.6	2.6

Age									
18-34	15.4	11.5	28.8	0.0	3.8	34.6	1.9	1.9	1.9
35-59	10.6	11.8	20.5	6.2	7.5	36.0	1.9	5.0	0.6
60+	11.6	8.7	15.0	5.2	7.5	41.0	3.5	3.5	4.0

Voter History									
1 of 4	6.0	14.0	16.0	2.0	10.0	40.0	2.0	6.0	4.0
2 of 4	11.8	11.8	25.0	7.4	5.9	35.3	1.5	1.5	0.0
3 of 4	9.9	11.1	17.3	0.0	7.4	40.7	4.9	4.9	3.7
4 of 4	14.0	8.1	17.4	7.6	7.0	37.8	2.3	4.1	1.7
New Voters	13.3	13.3	33.3	0.0	0.0	33.3	0.0	0.0	6.7

Party									
Democrat	4.1	6.6	29.5	4.9	2.5	40.2	4.1	5.7	2.5
Republican	21.5	8.9	9.6	5.2	8.9	39.3	2.2	3.7	0.7
Independent/NAV	8.5	15.5	19.4	4.7	9.3	34.9	1.6	2.3	3.9

GeographicArea									
Medford	12.3	9.9	18.5	4.3	8.0	40.7	1.9	3.1	1.2
Ashland	3.9	7.8	25.5	3.9	0.0	45.1	3.9	7.8	2.0
Central Point	11.8	5.9	19.6	5.9	5.9	43.1	3.9	2.0	2.0
Eagle Point	11.5	11.5	19.2	15.4	15.4	19.2	0.0	7.7	0.0
Other	14.6	14.6	16.7	3.1	7.3	32.3	3.1	3.1	5.2

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

Total (386)	Law enforcement	Economic/ job creation	Public health	Road & public infrastructure	Keeping taxes low	Homeless	Emergency/ disaster response	Other	Not Sure/ Refused
	13.0	11.1	23.1	8.3	7.0	25.9	5.2	3.4	3.1

Gender									
Male	15.3	11.6	19.5	8.9	9.5	23.7	3.7	3.7	4.2
Female	10.7	10.7	26.5	7.7	4.6	28.1	6.6	3.1	2.0

Age									
18-34	9.6	13.5	17.3	5.8	13.5	34.6	1.9	1.9	1.9
35-59	11.2	13.7	25.5	9.3	5.0	25.5	3.7	4.3	1.9
60+	15.6	8.1	22.5	8.1	6.9	23.7	7.5	2.9	4.6

Voter History									
1 of 4	10.0	12.0	28.0	10.0	6.0	28.0	4.0	0.0	2.0
2 of 4	11.8	14.7	23.5	8.8	4.4	26.5	4.4	1.5	4.4
3 of 4	16.0	8.6	25.9	8.6	6.2	24.7	4.9	3.7	1.2
4 of 4	13.4	11.0	20.3	8.1	8.1	24.4	5.8	5.2	3.5
New Voters	6.7	6.7	20.0	0.0	13.3	40.0	6.7	0.0	6.7

Party									
Democrat	7.4	11.5	27.9	6.6	4.9	27.9	6.6	4.9	2.5
Republican	20.0	8.9	19.3	6.7	9.6	24.4	3.7	4.4	3.0
Independent/NAV	10.9	13.2	22.5	11.6	6.2	25.6	5.4	0.8	3.9

GeographicArea									
Medford	10.5	9.9	25.9	10.5	5.6	27.8	3.7	3.1	3.1
Ashland	11.8	9.8	21.6	9.8	7.8	21.6	11.8	5.9	0.0
Central Point	17.6	15.7	19.6	7.8	3.9	25.5	0.0	5.9	3.9
Eagle Point	19.2	19.2	15.4	7.7	3.8	30.8	3.8	0.0	0.0
Other	13.5	9.4	22.9	4.2	11.5	24.0	7.3	2.1	5.2

5. Rick Dyer

Total (386)	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Heard of, but no opinion	Never Heard of
	8.3	11.1	4.4	5.4	34.5	36.3

Gender						
Male	12.1	13.7	3.7	4.2	35.3	31.1
Female	4.6	8.7	5.1	6.6	33.7	41.3

Age						
18-34	5.8	5.8	1.9	5.8	32.7	48.1
35-59	11.8	13.7	4.3	4.3	35.4	30.4
60+	5.8	10.4	5.2	6.4	34.1	38.2

Voter History						
1 of 4	0.0	4.0	0.0	6.0	38.0	52.0
2 of 4	5.9	7.4	2.9	1.5	42.6	39.7
3 of 4	7.4	12.3	3.7	2.5	27.2	46.9
4 of 4	12.8	15.1	7.0	8.1	34.3	22.7
New Voters	0.0	0.0	0.0	6.7	26.7	66.7

Party						
Democrat	0.8	6.6	4.1	9.0	37.7	41.8
Republican	17.0	16.3	2.2	5.2	33.3	25.9
Independent/NAV	6.2	10.1	7.0	2.3	32.6	41.9

GeographicArea						
Medford	12.3	12.3	3.1	5.6	37.7	29.0
Ashland	2.0	7.8	3.9	5.9	23.5	56.9
Central Point	5.9	9.8	5.9	5.9	37.3	35.3
Eagle Point	3.8	7.7	0.0	3.8	46.2	38.5
Other	7.3	12.5	7.3	5.2	30.2	37.5

6. Dave Dotterrer

Total (386)	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Heard of, but no opinion	Never Heard of
	5.4	12.2	5.7	2.3	29.5	44.8

Gender						
Male	7.9	13.7	6.8	2.1	29.5	40.0
Female	3.1	10.7	4.6	2.6	29.6	49.5

Age						
18-34	1.9	3.8	3.8	1.9	30.8	57.7
35-59	6.8	12.4	8.1	2.5	28.0	42.2
60+	5.2	14.5	4.0	2.3	30.6	43.4

Voter History						
1 of 4	0.0	10.0	6.0	0.0	26.0	58.0
2 of 4	2.9	4.4	5.9	0.0	29.4	57.4
3 of 4	4.9	7.4	1.2	2.5	22.2	61.7
4 of 4	8.1	18.6	8.1	4.1	33.7	27.3
New Voters	6.7	6.7	0.0	0.0	33.3	53.3

Party						
Democrat	1.6	9.0	4.1	4.9	35.2	45.1
Republican	10.4	15.6	5.2	1.5	28.1	39.3
Independent/NAV	3.9	11.6	7.8	0.8	25.6	50.4

GeographicArea						
Medford	6.8	11.1	9.3	1.9	30.2	40.7
Ashland	2.0	9.8	3.9	5.9	27.5	51.0
Central Point	9.8	11.8	3.9	0.0	27.5	47.1
Eagle Point	0.0	11.5	0.0	0.0	50.0	38.5
Other	4.2	15.6	3.1	3.1	25.0	49.0

7. Colleen Roberts

Total (386)	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Heard of, but no opinion	Never Heard of
	9.6	11.4	4.9	7.8	27.2	39.1

Gender						
Male	10.5	14.7	6.8	8.4	25.8	33.7
Female	8.7	8.2	3.1	7.1	28.6	44.4

Age						
18-34	5.8	7.7	1.9	7.7	32.7	44.2
35-59	9.3	13.7	4.3	6.8	28.0	37.9
60+	11.0	10.4	6.4	8.7	24.9	38.7

Voter History						
1 of 4	6.0	4.0	0.0	6.0	36.0	48.0
2 of 4	4.4	7.4	5.9	0.0	30.9	51.5
3 of 4	17.3	8.6	2.5	3.7	27.2	40.7
4 of 4	9.9	16.3	7.6	14.0	21.5	30.8
New Voters	0.0	13.3	0.0	0.0	46.7	40.0

Party						
Democrat	4.1	5.7	4.9	12.3	26.2	46.7
Republican	15.6	18.5	3.0	3.7	27.4	31.9
Independent/NAV	8.5	9.3	7.0	7.8	27.9	39.5

GeographicArea						
Medford	8.0	13.0	5.6	8.0	29.6	35.8
Ashland	2.0	7.8	3.9	9.8	25.5	51.0
Central Point	11.8	9.8	3.9	7.8	27.5	39.2
Eagle Point	15.4	15.4	3.8	3.8	30.8	30.8
Other	13.5	10.4	5.2	7.3	22.9	40.6

Demographic Totals

	Responses	Percent of Total
Total	386	100

Gender		
Male	190	49.2
Female	196	50.8

Age		
18-34	52	13.5
35-59	161	41.7
60+	173	44.8

Voter History		
1 of 4	50	13.0
2 of 4	68	17.6
3 of 4	81	21.0
4 of 4	172	44.6
New Voters	15	3.9

Party		
Democrat	122	31.6
Republican	135	35.0
Independent/NAV	129	33.4

GeographicArea		
Medford	162	42.0
Ashland	51	13.2
Central Point	51	13.2
Eagle Point	26	6.7
Other	96	24.9

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

LOCAL ECONOMIC AREA REPORT

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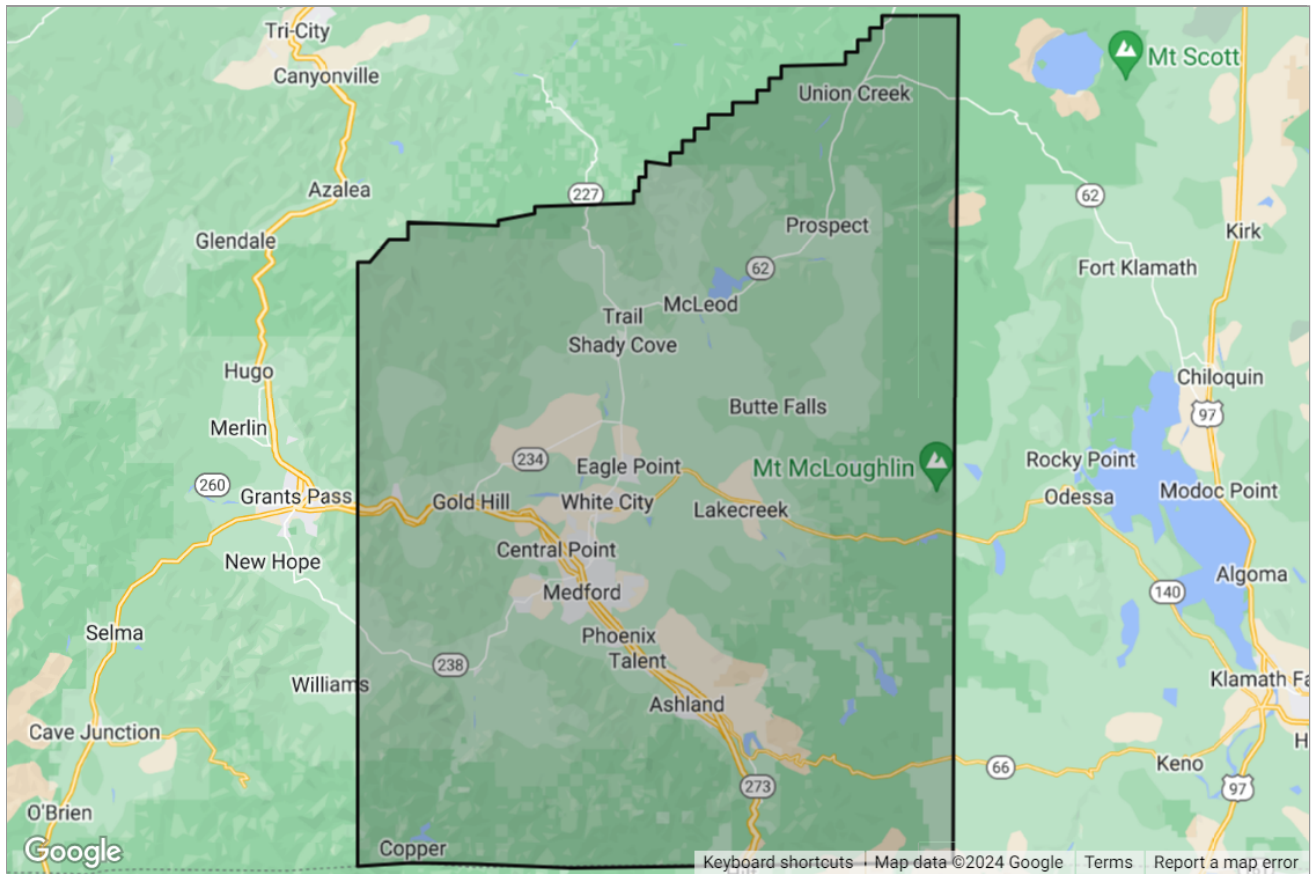
This report is powered by Realtors Property Resource®, a wholly owned subsidiary of the National Association of REALTORS®

2/13/2024

Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$63,047	**44.1**	**226,282**	**The Great Outdoors**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Cozy Country Living Empty nesters in bucolic settings	**Where do people like this usually live?**	Rural Country living featuring single-family homes with acreage, farms, and rural resort areas

Top Tapestry Segments

	The Great Outdoors	Middleburg	Front Porches	Midlife Constants	Parks and Rec
% of Households	12,476 (13.6%)	8,992 (9.8%)	6,778 (7.4%)	4,932 (5.4%)	4,647 (5.1%)
% of Oregon	109,645 (6.4%)	102,830 (6.0%)	123,448 (7.3%)	54,480 (3.2%)	59,403 (3.5%)
Lifestyle Group	Cozy Country Living	Family Landscapes	Middle Ground	GenXurban	GenXurban
Urbanization Group	Rural	Semirural	Metro Cities	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family; Multi-Units	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples Without Kids	Married Couples
Average Household Size	2.41	2.7	2.52	2.31	2.48
Median Age	48.3	37	35.8	47.8	41.7
Diversity Index	44.5	58.6	79	47.1	62.3
Median Household Income	$73,600	$76,600	$56,200	$64,700	$76,800
Median Net Worth	$235,500	$177,100	$57,400	$191,700	$185,100
Median Home Value	$322,900	$239,300	$235,500	$199,700	$255,900
Homeownership	81.2 %	75.7 %	49.4 %	74.9 %	71.5 %
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Services or Professional	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial
Education	High School Diploma	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Prefer domestic travel to trips abroad. . Own pet dogs or cats.	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Seek adventure and strive to have fun . Go online for gaming and watching movies.	Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf.	Take advantage of local parks and recreational activities . Choose to vacation within the US.
Financial	Do-it-yourself oriented and cost conscious	Carry some debt; invest for future	With limited incomes, price is more important than brand	42% recieve Social Security, 27% also receive retirement income	Financially shrewd
Media	Watch CMT, History Channel, Fox News	TV and magazines provide entertainment and information	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	After TV, Radio and newspapers are medias of choice	Watch Animal Planet, Discovery, History Channel
Vehicle	Own 4-wheel drive trucks	Like to drive trucks, SUVs, or motorcycles	Own just one vehicle	Own domestic SUVs, trucks	Buy SUVs or trucks

About this segment
The Great Outdoors

This is the	In this area	In the United States
#1	**13.6%**	**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

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

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.

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.

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.

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About this segment
Middleburg

This is the	In this area	In the United States
#2	**9.8%**	**3.0%**
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

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, 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 US. This market is younger but growing in size and assets.

Our Neighborhood

- Semirural 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 $175,000 with a low vacancy rate. Young couples, many with children; average household size is 2.75.

Socioeconomic Traits

- Education: 65% with a high school diploma or some college. 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 domestic vehicles; they like to drive trucks, SUVs, 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, fishing, 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 2022. Update Frequency: Annually.

About this segment
Front Porches

This is the	In this area	In the United States
#3	**7.4%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Front Porches are a blend of household types, with more young families with children and more single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

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. 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, watching movies, employment searches, and posting pics on social media. Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music. Drink energy and sports drinks. Participate in leisure activities including sports, playing board games 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 2022. Update Frequency: Annually.

About this segment
Midlife Constants

This is the	In this area	In the United States
#4	**5.4%**	**2.4%**
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

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.

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About this segment

Parks and Rec

This is the	In this area	In the United States
#5	**5.1%**	**2.0%**
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

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

Our Neighborhood

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods. Both median home value and average rent are close to the national level. Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

Socioeconomic Traits

- More than half of the population is college educated. Older residents draw Social Security and retirement income. The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction. This is a financially shrewd market; consumers are careful to research their big-ticket purchases. When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US. These residents tend to use their cell phones for calls and texting only.

Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles. Budget-conscious consumers stock up on staples at warehouse clubs. Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans. Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

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.

Jackson 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)

::Jackson County ::	226,282
	228,819
Oregon	4,312,672
	4,380,265
USA	334,084,188
	338,246,730

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)

::Jackson County ::	80.8
	81.7
Oregon	44.4
	45.1
USA	92.0
	93.1

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)

::Jackson County ::	11.36%
	1.12%
Oregon	12.58%
	1.57%
USA	8.72%
	1.25%

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

- Jackson County

::Jackson County ::	227,255
Oregon	4,345,104
USA	332,403,262

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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

■ Jackson County

::Jackson County ::	81.1
Oregon	44.8
USA	91.5

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)

::Jackson County ::	2.44
	2.44
Oregon	2.48
	2.48
USA	2.55
	2.54

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)

|	
::Jackson County ::	170,378
	171,433
Oregon	3,200,138
	3,236,509
USA	260,845,560
	263,598,995

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)

::Jackson County ::	51.2%	48.8%
	51.1%	48.9%
Oregon	50.4%	49.6%
	50.3%	49.7%
USA	50.7%	49.3%
	50.7%	49.3%
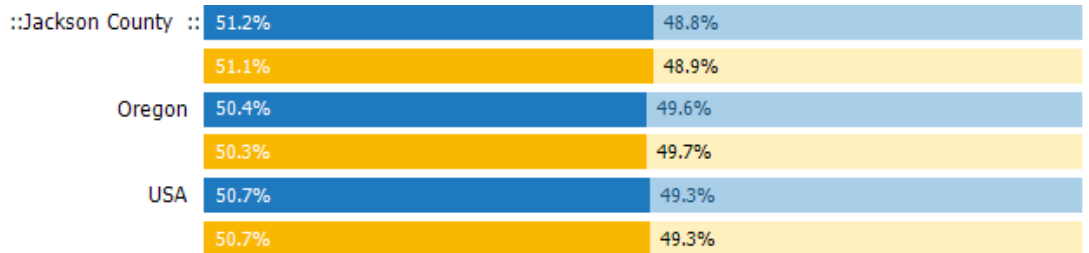
Jackson County, Oregon: Age Comparison

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)

::Jackson County:: 44.1 / 44.4
Oregon 40.4 / 41.0
USA 38.9 / 39.6

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)

Children 10.7% / 10.7%
Tweens 3.3% / 3.4%
Teens 7.8% / 7.7%
20s 12.1% / 11.1%
30s 11.5% / 12.1%
40s 10.8% / 11.3%
50s 12.8% / 11.7%
60s 14.7% / 13.8%
70s 10.4% / 11.7%
Over 80 5.7% / 6.6%

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Jackson 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
- ■ Unmarried

	Married	Unmarried
::Jackson County ::	52.2%	47.8%
Oregon	50.1%	49.9%
USA	50.2%	49.8%

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

::Jackson County ::	52.2%
Oregon	50.1%
USA	50.2%

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

::Jackson County ::	27.9%
Oregon	32.7%
USA	33.7%

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

::Jackson County ::	6.2%
Oregon	5.0%
USA	5.7%

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

::Jackson County ::	13.8%
Oregon	12.3%
USA	10.3%

Jackson 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
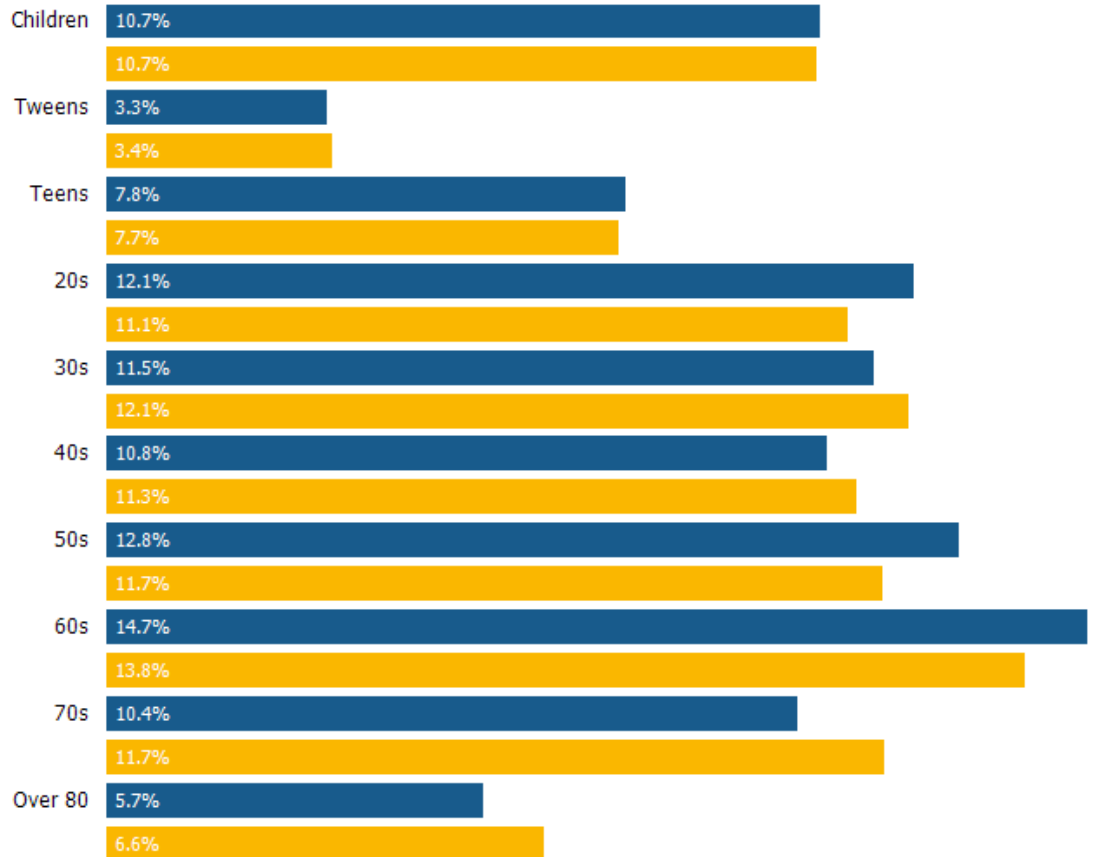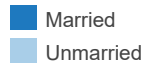
- 2022
- 2027 (Projected)

	2022	2027 (Projected)
::Jackson County ::	$89,099	$108,702
Oregon	$103,183	$122,355
USA	$104,980	$122,105

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)

	2022	2027 (Projected)
::Jackson County ::	$63,047	$79,723
Oregon	$75,394	$90,651
USA	$72,365	$84,408

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)

	2022	2027 (Projected)
::Jackson County ::	$36,093	$43,939
Oregon	$40,766	$48,274
USA	$40,338	$47,038

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

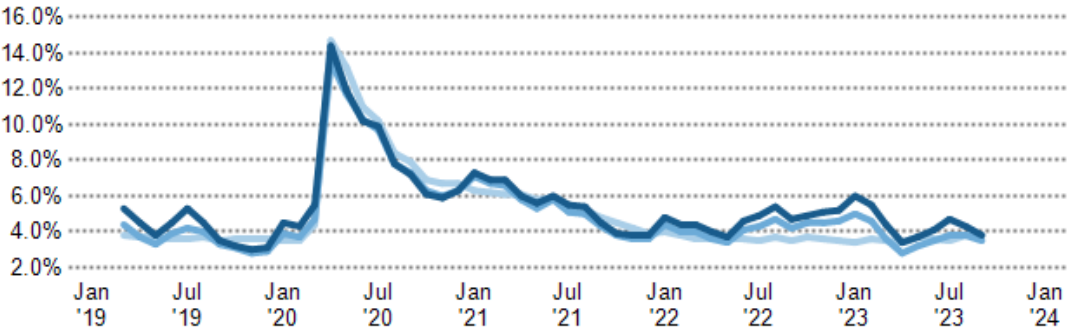|	
::Jackson County ::	$65,456
Oregon	$74,566
USA	$78,074

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Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap
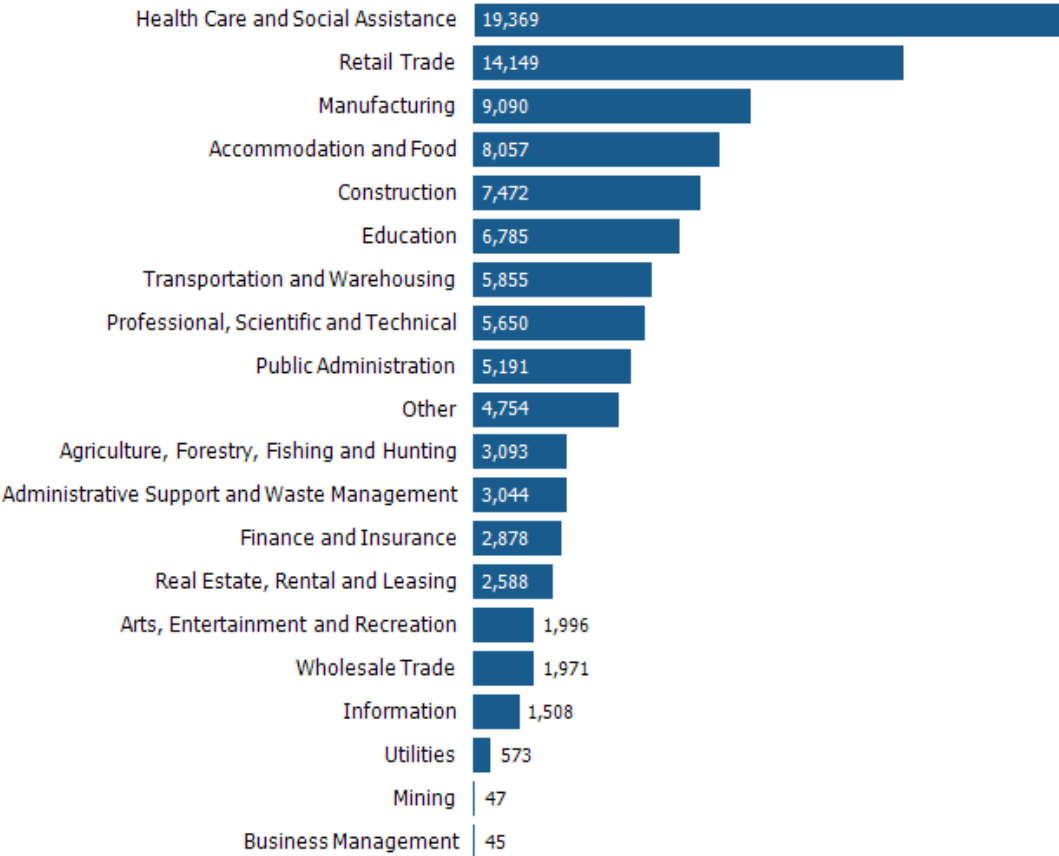
Update Frequency: Monthly

- Jackson 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

Industry	Count
Health Care and Social Assistance	19,369
Retail Trade	14,149
Manufacturing	9,090
Accommodation and Food	8,057
Construction	7,472
Education	6,785
Transportation and Warehousing	5,855
Professional, Scientific and Technical	5,650
Public Administration	5,191
Other	4,754
Agriculture, Forestry, Fishing and Hunting	3,093
Administrative Support and Waste Management	3,044
Finance and Insurance	2,878
Real Estate, Rental and Leasing	2,588
Arts, Entertainment and Recreation	1,996
Wholesale Trade	1,971
Information	1,508
Utilities	573
Mining	47
Business Management	45

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Jackson 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

::Jackson County ::	2.6%
Oregon	2.8%
USA	4.2%

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

::Jackson County ::	24.8%
Oregon	22.7%
USA	18.3%

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

::Jackson County ::	4.4%
Oregon	4.2%
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, 2022

Update Frequency: Annually

::Jackson County ::	22.4%
Oregon	19.1%
USA	23.1%

RPR

2/13/2024

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

::Jackson County ::	24.8%
Oregon	22.7%
USA	18.3%

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

::Jackson County ::	9.5%
Oregon	9.8%
USA	9.4%

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

::Jackson County ::	18.6%
Oregon	22.2%
USA	21.7%

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

::Jackson County ::	12.2%
Oregon	14.3%
USA	13.4%

RPR
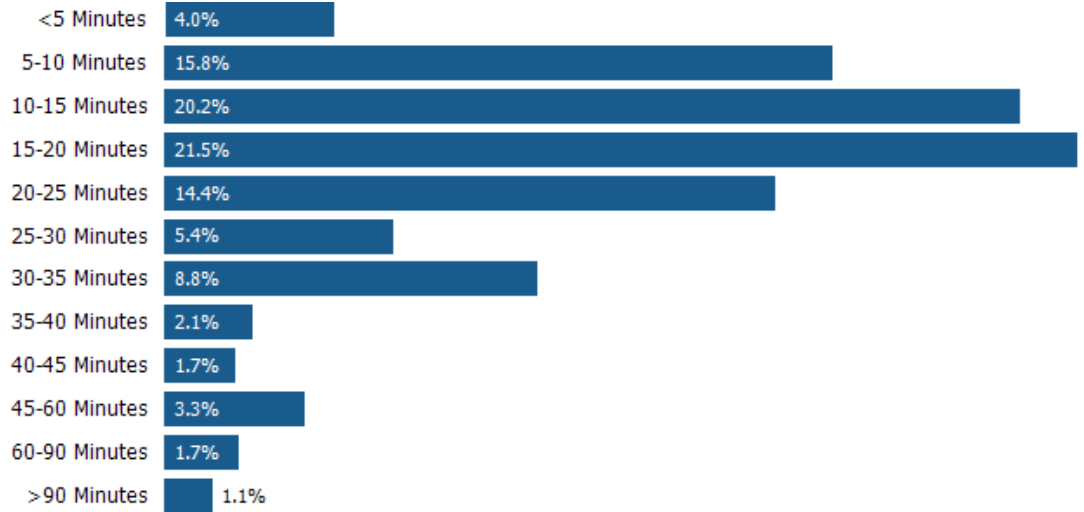
2/13/2024

Jackson 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

■ Jackson County

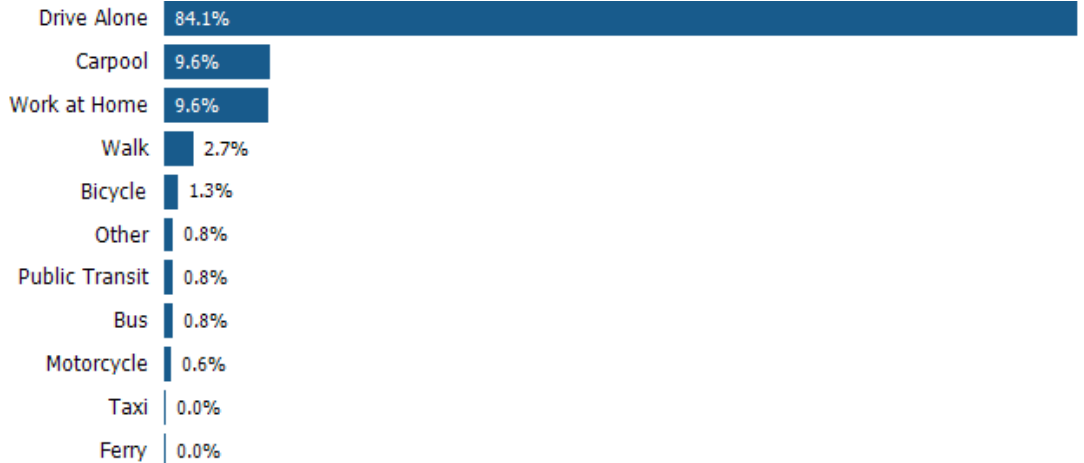| Commute Time	Percentage
<5 Minutes	4.0%
5-10 Minutes	15.8%
10-15 Minutes	20.2%
15-20 Minutes	21.5%
20-25 Minutes	14.4%
25-30 Minutes	5.4%
30-35 Minutes	8.8%
35-40 Minutes	2.1%
40-45 Minutes	1.7%
45-60 Minutes	3.3%
60-90 Minutes	1.7%
>90 Minutes	1.1%

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

■ Jackson County

Transportation	Percentage
Drive Alone	84.1%
Carpool	9.6%
Work at Home	9.6%
Walk	2.7%
Bicycle	1.3%
Other	0.8%
Public Transit	0.8%
Bus	0.8%
Motorcycle	0.6%
Taxi	0.0%
Ferry	0.0%

Jackson 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

Jackson County	$419,750
Oregon	$501,930
USA	$359,690

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

Jackson County	+0.8%
Oregon	+1.0%
USA	+5.1%

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