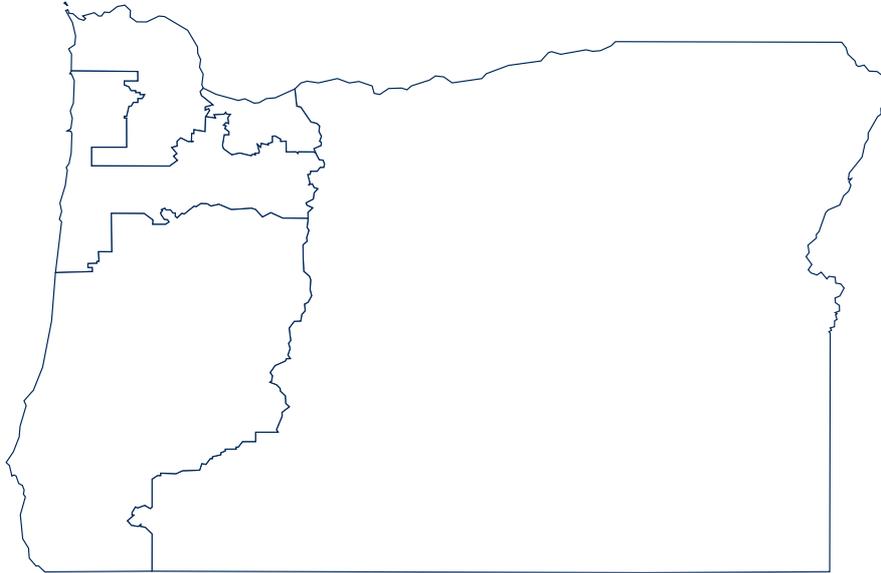




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Housing Fuels the Economy in **Oregon**



Oregon Polling

PERCEPTIONS OF GROWTH IN OREGON

There are both advantages and drawbacks to growth in a community, which can make it a divisive issue among Oregon residents. Even members of the same community can perceive growth in different ways.

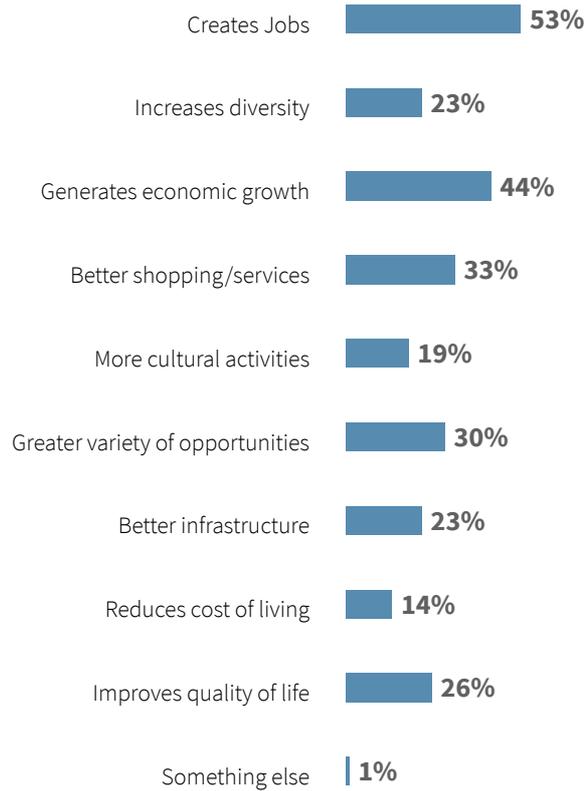
Oregon residents see the speed of growth differently.

Percent of Oregon residents saying growth in their community has been...



Oregon residents see that growth brings many positive improvements.

Percent of Oregon residents that see the following aspects of growth as positive:

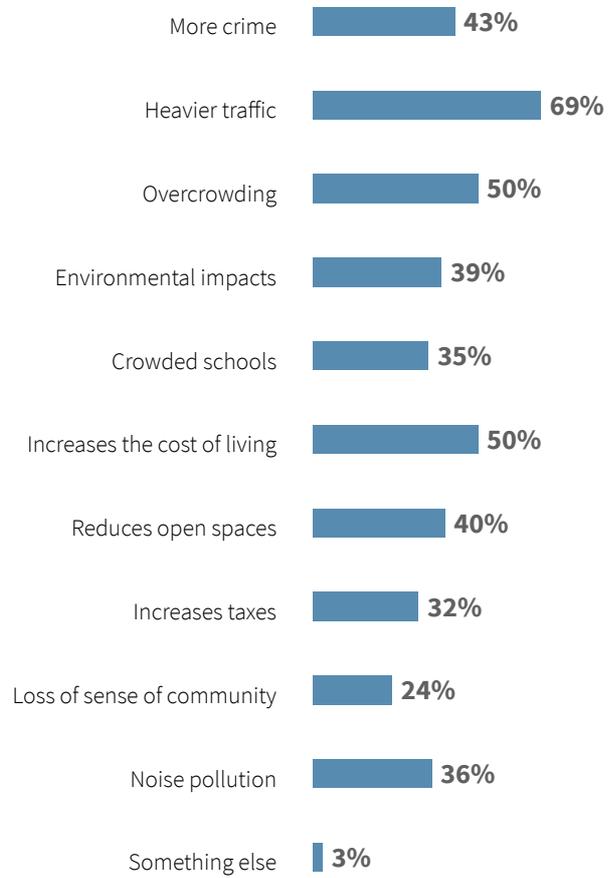


PERCEPTIONS OF GROWTH IN OREGON

There are both advantages and drawbacks to growth in a community, which can make it a divisive issue among Oregon residents. Even members of the same community can perceive growth in different ways.

Growth can produce some growing pains for Oregon residents.

Percent of Oregon residents that see the following aspects of growth as negative:



HOUSING AVAILABILITY AND POLICY IN OREGON

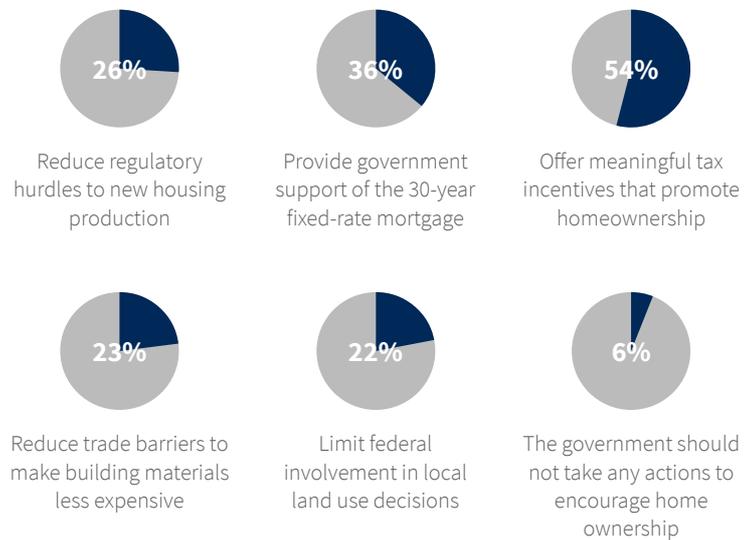
The ability to find a home in your area is a factor many of us take for granted. Not all have this luxury, and there are specific ways Oregon residents would like to see the government act to remedy this.

Percent of Oregon residents saying there is a housing shortage in their community:



Oregon Residents Agree on Housing Policies To Help The Middle Class

Percent of Oregon residents who agree with each of the following policies:



 **49%**

say it matters some or matters a lot what a candidate's positions are on housing policies that affect housing prices and availability

HOMEOWNERSHIP IN OREGON

Homeownership is a key piece of the American Dream, and one that millions of Oregon residents want to participate in each year. But for some, there are obstacles in the way to reaping the wonderful benefits associated with homeownership.

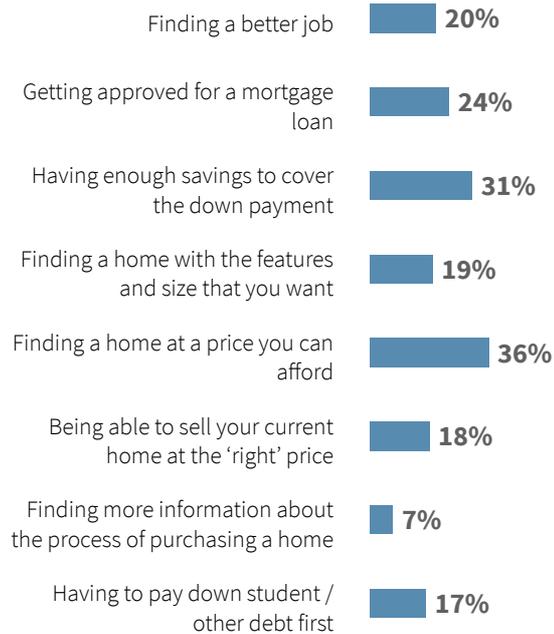
Intent to Purchase Housing



of Oregon residents plan to purchase a home in the next year

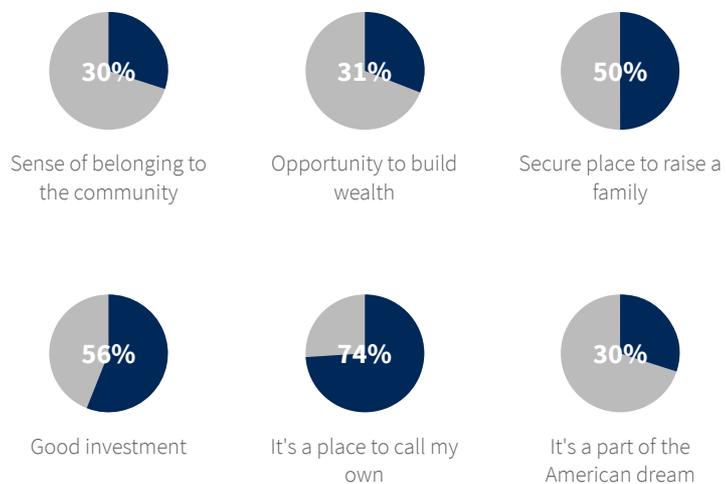
Obstacles to Purchasing a Home in Oregon

Percent of Oregon residents that say each of the following is an obstacle to purchasing a new home:



Homeownership Presents Great Benefits in Oregon

Percent of Oregon residents saying each of the following are benefits of homeownership:



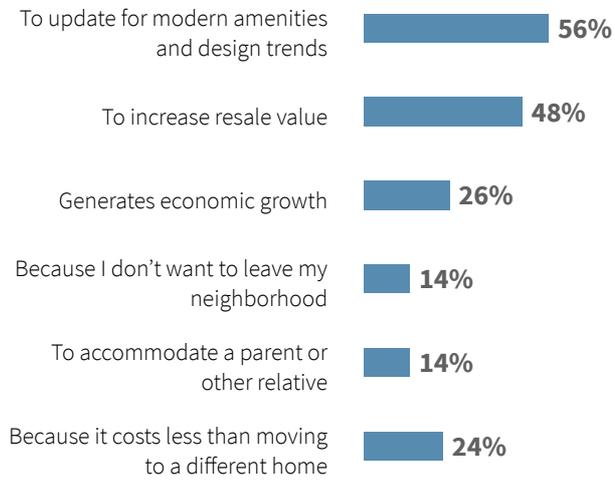
REMODELING IN OREGON

Millions of Oregon residents remodel their homes each year, for many different reasons. This brief exploration of those remodeling their homes gives insight into the scale, and the reasons, for trying to improve our homes.

 **44%**

of Oregon residents say they definitely will, or maybe will, undertake a major remodeling project on their home over the next three years

Among those planning to remodel, Oregon residents plan to remodel for the following reasons:



Oregon Economic Data

OREGON METRO AREAS

Building permits and the median house price are valuable indicators of the strength of the housing market in communities across America. See these in each of the metro areas of Oregon.

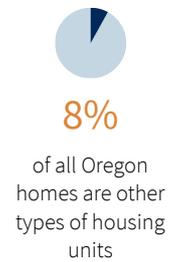
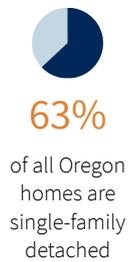
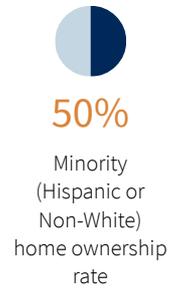
	Single-family building permits in 2016	Multi-family building permits in 2016	Median house price in 2016
Albany, OR Metro Area	395	10	\$173,100
Bend-Redmond, OR Metro Area	1,817	457	\$275,300
Corvallis, OR Metro Area	149	46	\$276,900
Eugene, OR Metro Area	736	438	\$221,000
Grants Pass, OR Metro Area	209	4	\$225,100
Medford, OR Metro Area	727	185	\$224,500
Portland-Vancouver-Hillsboro, OR-WA Metro Area	7,397	7,332	\$286,800
Salem, OR Metro Area	814	664	\$197,200

THE DATA TELLS A STORY

Housing starts, new home sales and other housing benchmarks can be valuable tools in analyzing housing market dynamics and consumer behaviors, and making reliable market projections.

NAHB's proprietary analysis tools, including the Housing Market Index and the Housing Opportunity Index, are among the industry's most important market benchmarks.

The State of Housing in Oregon



The State of Rental Housing in Oregon



4%

Rental vacancy rate in Oregon



\$1,079

Median gross rent in Oregon



48%

Gross rent is less than 30% of household income



25%

Gross rent is 30% to 50% of household income



27%

Gross rent is 50%+ of household income

How affordable is housing in Oregon?



52%

More than 52% of renter households in Oregon are housing cost burdened, meaning they spend more than 30% of income for housing.



\$319,200

The median value of owner-occupied homes in Oregon is \$319,200.



290,111

Roughly 290,111 of renter households in Oregon spend more than 30% of their income for housing.

HOUSING OPPORTUNITY INDEX – OREGON METRO AREAS

The Housing Opportunity Index shows what percentage of homes sold in a given market would have been affordable to a household earning the local median income.

	Share of Homes Affordable for Median Income
Albany, OR Metro Area	60%
Bend-Redmond, OR Metro Area	48%
Corvallis, OR Metro Area	62%
Eugene, OR Metro Area	56%
Grants Pass, OR Metro Area	53%
Medford, OR Metro Area	56%
Portland-Vancouver-Hillsboro, OR- WA Metro Area	51%
Salem, OR Metro Area	48%