



TICOR TITLE WILLAMETTE VALLEY

COMMERCIAL DATA PACKAGE

707 S Main St
Lebanon, OR 97355
12S02W11CB
05500 & 5400

*SERVING ALL OF YOUR COMMERCIAL &
DEVELOPMENT NEEDS IN BENTON, LINN,
MARION, POLK & YAMHILL COUNTIES*

TICOR COMMERCIAL & BUILDER SERVICES
315 COMMERCIAL ST SE, STE 150, SALEM, OR 97301
WWW.TICORMIDVALLEY.COM



Parcel Information

Parcel #:	0187845
Tax Lot:	12S02W11CB05500
Site Address:	707 S Main St Lebanon OR 97355 - 3209
Owner:	Mid Willamette Real Estate LLC 30834 SW Decker Ridge Rd Corvallis OR 97333 - 9358
Twn/Range/Section:	12S / 02W / 11 / SW
Parcel Size:	0.11 Acres (4,792 SqFt)
Plat/Subdivision:	Ralston's Addition
Lot:	4
Block:	11
Census Tract/Block:	030802 / 3035
Levy Code Area:	00980
Levy Rate:	20.9451
Market Value Land:	\$62,650.00
Market Value Impr:	\$285,040.00
Market Value Total:	\$347,690.00
Assessed Value:	\$94,930.00



Tax Information

Tax Year	Annual Tax
2023	\$1,988.29
2022	\$1,946.64
2021	\$1,877.18

Legal

RALSTON'S ADDITION - LOT 4 - BLOCK 11

Land

Land Use:	201 - COMMERCIAL IMPROVED	Zoning:	Lebanon-CB - Z-Ccm : Central Business Commercial
Watershed:	Muddy Creek-Willamette River	Std Land Use:	CMSC - Commercial Miscellaneous
Recreation:		School District:	9 - Lebanon Community
Primary School:	Pioneer School	Middle School:	Seven Oak Middle School
High School:	Lebanon High School		

Improvement

Year Built:	1920	Stories:	1	Finished Area:	
Bedrooms:		Bathrooms:		Pool:	
Bldg Type:	572 - Retail Store -Multi-Use				

Transfer Information

Rec. Date:	12/27/2022	Sale Price:	\$415,000.00	Doc Num:	20013	Doc Type:	Deed
Owner:	Mid Willamette Real Estate LLC			Grantor:	MARILYN MOSLEY GORDANIER LLC		
Orig. Loan Amt:	\$315,000.00			Title Co:	TICOR TITLE		
Finance Type:		Loan Type:	Conventional	Lender:	* OTHER INSTITUTIONAL LENDERS		

Sentry Dynamics, Inc. and its customers make no representations, warranties or conditions, express or implied, as to the accuracy or completeness of information contained in this report.

Linn County
2023 Real Property Assessment Report
 Account 187845

Map 12S02W11-CB-05500
Code - Tax ID 00980 - 187845

Tax Status Assessable
Account Status Active
Subtype NORMAL

Legal Descr RALSTON'S ADDITION
 Block - 11 Lot - 4

Mailing MID WILLAMETTE REAL ESTATE LLC
 30834 SW DECKER RIDGE RD
 CORVALLIS OR 97333

Deed Reference # 2022-20013
Sales Date/Price 12-22-2022 / \$415,000
Appraiser UNKNOWN

Property Class 201 **MA** **SA** **NH**
RMV Class 201 03 02 013

Site	Situs Address	City
1	707 S MAIN ST	LEBANON

Value Summary					
Code Area	RMV	MAV	AV	RMV Exception	CPR %
00980	Land	62,650	Land	0	
	Impr	285,040	Impr	0	
Code Area Total		347,690	94,930	94,930	0
Grand Total		347,690	94,930	94,930	0

Land Breakdown									
Code Area	ID #	RFPD	Ex	Plan Zone	Value Source	Trend %	Size	Land Class	Trended RMV
00980	1	<input checked="" type="checkbox"/>			Commercial Site	103	5,000 SF		62,650
Code Area Total							5,000 SF		62,650

Improvement Breakdown									
Code Area	ID #	Year Built	Stat Class	Description	Trend %	Total Sqft	Ex% MS Acct	Trended RMV	
00980	100	1920	572	Retail store - multi-use	121	4,830		285,040	
Code Area Total						4,830		285,040	

Contig Accts 187837

Comments ***** CAP NOTE - Type C *****
 92 BOE #370 ML 3-9-93
 9/03 Cycle value has large RMV value increase because property never reviewed since BOE of 92. ML 3/05 Listed at 253,500. ML
 2008MX: PERMIT FOR ALTERATION. 1/4/07 JLS. 8/08 Made slight change in RMV. ML
 2019 CODE CHANGE FOR NEW URBAN RENEWAL DISTRICT. 2/19 NB

STATEMENT OF TAX ACCOUNT

Linn County Courthouse, Room 214
300 4th Ave SW, PO Box 100
Albany, Oregon 97321-8600
(541) 967-3808

1-Mar-2024

MID WILLAMETTE REAL ESTATE LLC
 30834 SW DECKER RIDGE RD
 CORVALLIS OR 97333

Tax Account #	187845	Lender Name	
Account Status	A	Loan Number	
Roll Type	Real	Property ID	00980
Situs Address	707 S MAIN ST LEBANON OR 97355	Interest To	Mar 1, 2024

Tax Summary

Tax Year	Tax Type	Total Due	Current Due	Interest Due	Discount Available	Original Due	Due Date
2023	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,988.29	Nov 15, 2023
2022	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,946.64	Nov 15, 2022
2021	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,877.18	Nov 15, 2021
2020	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,854.23	Nov 15, 2020
2019	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,761.66	Nov 15, 2019
2018	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,748.09	Nov 15, 2018
2017	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,706.97	Nov 15, 2017
2016	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,655.36	Nov 15, 2016
2015	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,612.51	Nov 15, 2015
2014	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,585.84	Nov 15, 2014
2013	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,520.20	Nov 15, 2013
2012	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,490.83	Nov 15, 2012
2011	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,563.78	Nov 15, 2011
2010	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,431.70	Nov 15, 2010
2009	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,396.99	Nov 15, 2009
2008	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,349.79	Nov 15, 2008
2007	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,321.01	Nov 15, 2007
2006	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,219.61	Nov 15, 2006
2005	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,194.45	Nov 15, 2005
2004	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,176.76	Nov 15, 2004
2003	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,120.83	Nov 15, 2003
2002	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,051.81	Nov 15, 2002
2002	FEE	\$0.00	\$0.00	\$0.00	\$0.00	\$15.00	Nov 15, 2002
2001	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,032.96	Nov 15, 2001
2000	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,023.51	Nov 15, 2000
1999	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$877.82	Nov 15, 1999
1998	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$841.84	Nov 15, 1998
1997	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$908.92	Dec 15, 1997
1996	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,189.10	Nov 15, 1996
1995	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$782.66	Nov 15, 1995
1994	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$920.36	Nov 15, 1994
1993	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$888.22	Nov 15, 1993
1992	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$1,028.04	Nov 15, 1992
1991	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$2,637.59	Nov 15, 1991
Total		\$0.00	\$0.00	\$0.00	\$0.00	\$45,720.55	

STATEMENT OF TAX ACCOUNT

Linn County Courthouse, Room 214
300 4th Ave SW, PO Box 100
Albany, Oregon 97321-8600
(541) 967-3808

1-Mar-2024

MID WILLAMETTE REAL ESTATE LLC
30834 SW DECKER RIDGE RD
CORVALLIS OR 97333

Tax Account #	187845	Lender Name	
Account Status	A	Loan Number	
Roll Type	Real	Property ID	00980
Situs Address	707 S MAIN ST LEBANON OR 97355	Interest To	Mar 1, 2024

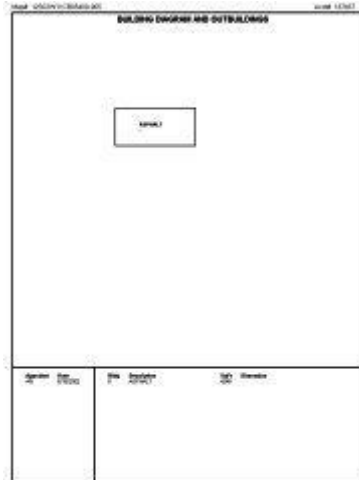
Tax Summary

Tax Year	Tax Type	Total Due	Current Due	Interest Due	Discount Available	Original Due	Due Date
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Parcel Information

Parcel #:	0187837
Tax Lot:	12S02W11CB05400
Site Address:	
	Lebanon OR 97355
Owner:	Mid Willamette Real Estate LLC
	30834 SW Decker Ridge Rd
	Corvallis OR 97333 - 9358
Twn/Range/Section:	12S / 02W / 11 / SW
Parcel Size:	0.10 Acres (4,356 SqFt)
Plat/Subdivision:	Ralston's Addition
Lot:	4
Block:	11
Census Tract/Block:	030802 / 3035
Levy Code Area:	00980
Levy Rate:	20.9451
Market Value Land:	\$45,590.00
Market Value Impr:	\$15,000.00
Market Value Total:	\$60,590.00
Assessed Value:	\$32,110.00



Tax Information

Tax Year	Annual Tax
2023	\$672.56
2022	\$658.52
2021	\$904.59

Legal

RALSTON'S ADDITION - LOT 4 - BLOCK 11

Land

Land Use:	201 - COMMERCIAL IMPROVED	Zoning:	Lebanon-CB - Z-Ccm : Central Business Commercial
Watershed:	Muddy Creek-Willamette River	Std Land Use:	CMSC - Commercial Miscellaneous
Recreation:		School District:	9 - Lebanon Community
Primary School:	Pioneer School	Middle School:	Seven Oak Middle School
High School:	Lebanon High School		

Improvement

Year Built:		Stories:	1	Finished Area:	
Bedrooms:		Bathrooms:		Pool:	
Bldg Type:	572 - Retail Store -Multi-Use				

Transfer Information

Rec. Date:	12/27/2022	Sale Price:	\$415,000.00	Doc Num:	20013	Doc Type:	Deed
Owner:	Mid Willamette Real Estate LLC			Grantor:	MARILYN MOSLEY GORDANIER LLC		
Orig. Loan Amt:	\$315,000.00			Title Co:	TICOR TITLE		
Finance Type:		Loan Type:	Private Party Lender	Lender:	PRIVATE INDIVIDUAL		

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Linn County
2023 Real Property Assessment Report
 Account 187837

Map 12S02W11-CB-05400
Code - Tax ID 00980 - 187837

Tax Status Assessable
Account Status Active
Subtype NORMAL

Legal Descr RALSTON'S ADDITION
 Block - 11 Lot - 4

Mailing MID WILLAMETTE REAL ESTATE LLC
 30834 SW DECKER RIDGE RD
 CORVALLIS OR 97333

Deed Reference # 2022-20013
Sales Date/Price 12-22-2022 / \$415,000
Appraiser

Property Class 201 **MA** **SA** **NH**
RMV Class 201 03 02 013

Site	Situs Address	City
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Value Summary					
Code Area	RMV	MAV	AV	RMV Exception	CPR %
00980	Land 45,590		Land	0	
	Impr 15,000		Impr	0	
Code Area Total	60,590	32,110	32,110	0	
Grand Total	60,590	32,110	32,110	0	

Land Breakdown									
Code Area	ID #	RFPD	Ex	Plan Zone	Value Source	Trend %	Size	Land Class	Trended RMV
00980	1	<input checked="" type="checkbox"/>			Commercial Site	103	4,366 SF		45,590
Code Area Total							4,366 SF		45,590

Improvement Breakdown									
Code Area	ID #	Year Built	Stat Class	Description	Trend %	Total Sqft	Ex%	MS Acct	Trended RMV
00980	101	572		Retail store - multi-use	121	4,830			15,000
Code Area Total						4,830			15,000

Contig Accts 187845

Comments ***** CAP NOTE - Type C *****
 1992 BOE #371 3-8-93 ML
 2019 CODE CHANGE FOR NEW URBAN RENEWAL DISTRICT. 2/19 NB

STATEMENT OF TAX ACCOUNT

Linn County Courthouse, Room 214
300 4th Ave SW, PO Box 100
Albany, Oregon 97321-8600
(541) 967-3808

1-Mar-2024

MID WILLAMETTE REAL ESTATE LLC
 30834 SW DECKER RIDGE RD
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Tax Account #	187837	Lender Name	
Account Status	A	Loan Number	
Roll Type	Real	Property ID	00980
Situs Address		Interest To	Mar 1, 2024

Tax Summary

Tax Year	Tax Type	Total Due	Current Due	Interest Due	Discount Available	Original Due	Due Date
2023	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$672.56	Nov 15, 2023
2022	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$658.52	Nov 15, 2022
2021	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$904.59	Nov 15, 2021
2020	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$627.36	Nov 15, 2020
2019	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$596.23	Nov 15, 2019
2018	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$591.58	Nov 15, 2018
2017	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$577.78	Nov 15, 2017
2016	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$560.38	Nov 15, 2016
2015	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$545.81	Nov 15, 2015
2014	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$536.98	Nov 15, 2014
2013	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$514.90	Nov 15, 2013
2012	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$505.05	Nov 15, 2012
2011	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$527.52	Nov 15, 2011
2010	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$483.05	Nov 15, 2010
2009	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$471.35	Nov 15, 2009
2008	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$455.48	Nov 15, 2008
2007	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$445.78	Nov 15, 2007
2006	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$411.59	Nov 15, 2006
2005	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$403.05	Nov 15, 2005
2004	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$397.17	Nov 15, 2004
2003	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$378.28	Nov 15, 2003
2002	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$354.97	Nov 15, 2002
2001	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$348.60	Nov 15, 2001
2000	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$345.45	Nov 15, 2000
1999	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$296.28	Nov 15, 1999
1998	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$284.12	Nov 15, 1998
1997	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$306.68	Dec 15, 1997
1996	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$430.95	Nov 15, 1996
1995	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$264.01	Nov 15, 1995
1994	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$310.48	Nov 15, 1994
1993	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$299.65	Nov 15, 1993
1992	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$342.35	Nov 15, 1992
1991	ADVALOREM	\$0.00	\$0.00	\$0.00	\$0.00	\$429.00	Nov 15, 1991
Total		\$0.00	\$0.00	\$0.00	\$0.00	\$15,277.55	

STATEMENT OF TAX ACCOUNT

Linn County Courthouse, Room 214
300 4th Ave SW, PO Box 100
Albany, Oregon 97321-8600
(541) 967-3808

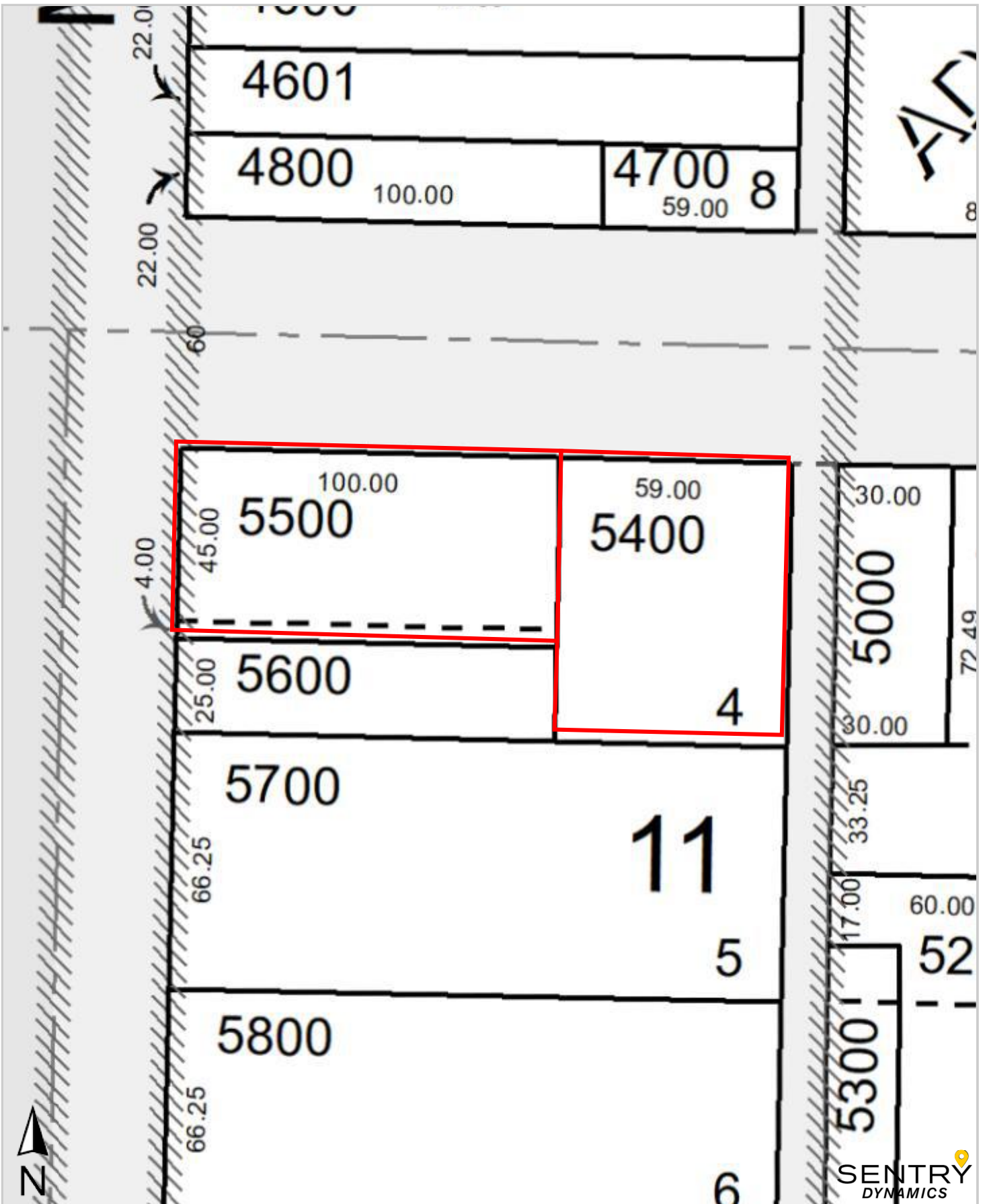
1-Mar-2024

MID WILLAMETTE REAL ESTATE LLC
30834 SW DECKER RIDGE RD
CORVALLIS OR 97333

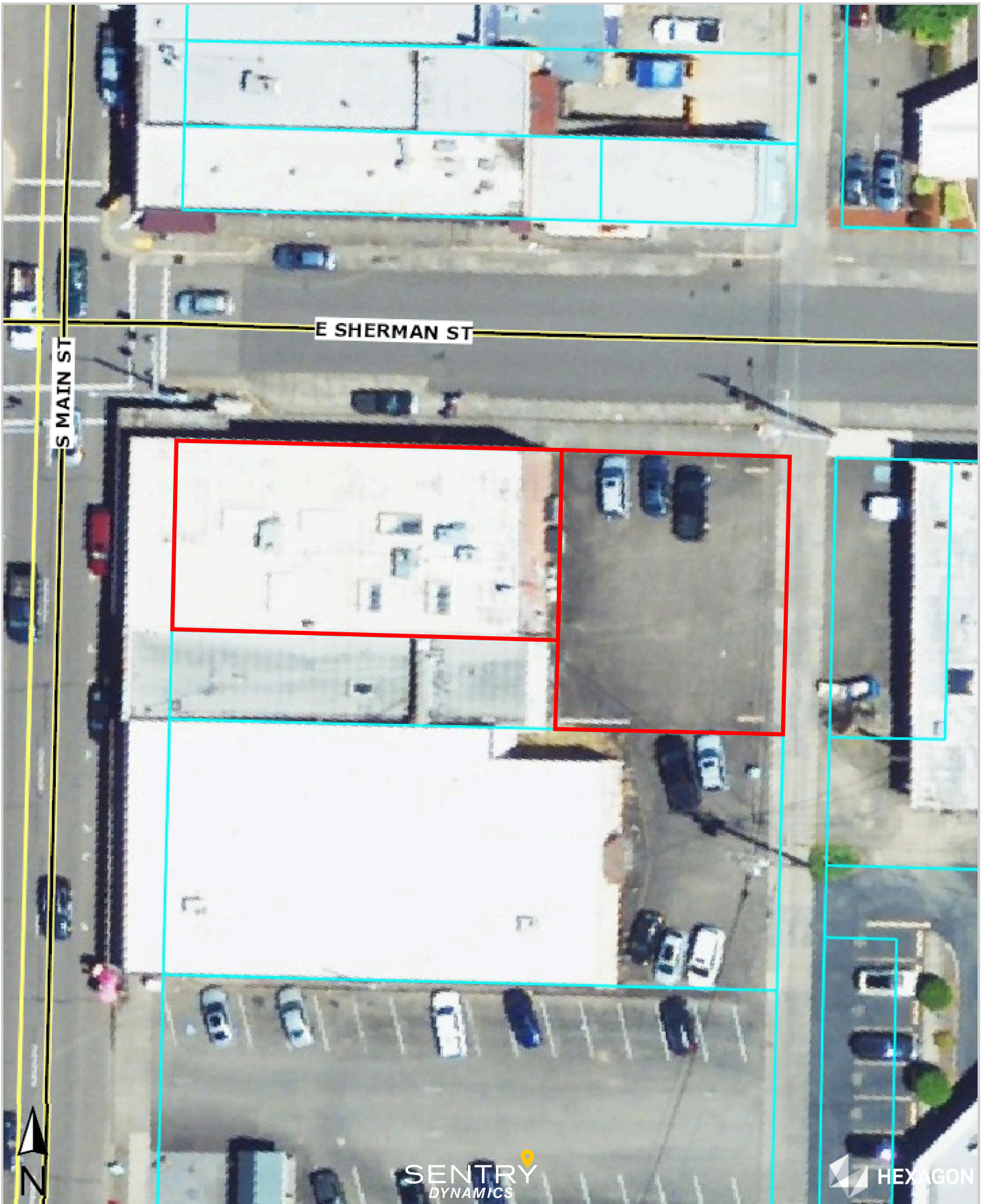
Tax Account #	187837	Lender Name	
Account Status	A	Loan Number	
Roll Type	Real	Property ID	00980
Situs Address		Interest To	Mar 1, 2024

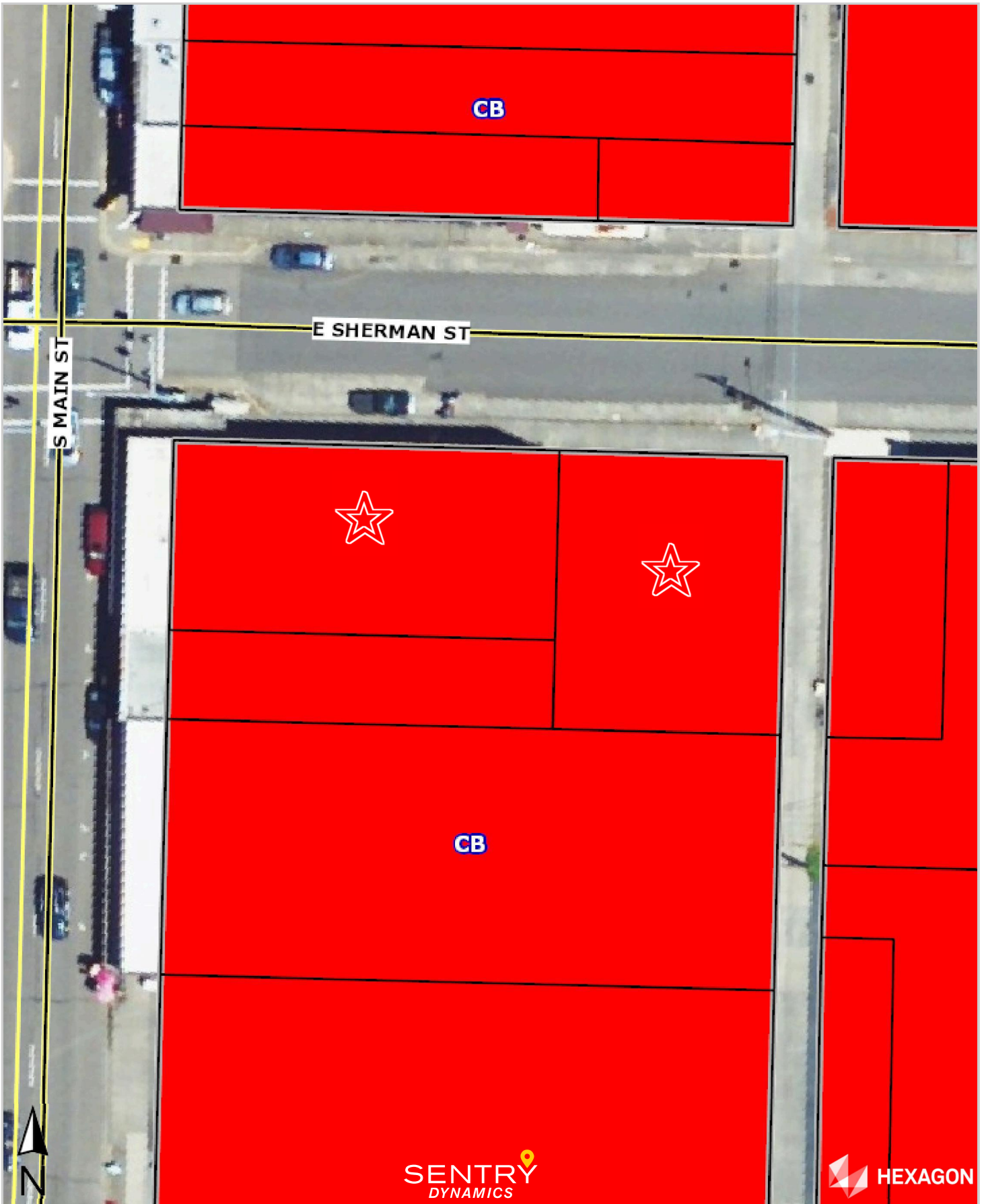
Tax Summary

Tax Year	Tax Type	Total Due	Current Due	Interest Due	Discount Available	Original Due	Due Date
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SENTRY
DYNAMICS





TRAFFIC



This title information has been furnished, without charge, in conformance with guidelines approved by the State of Oregon Insurance Commissioner. This information was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty. Ticor Title and their affiliates assume no liability for any errors in this record.

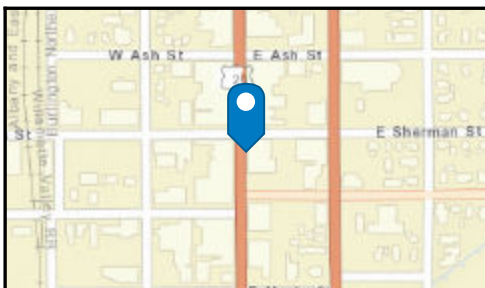
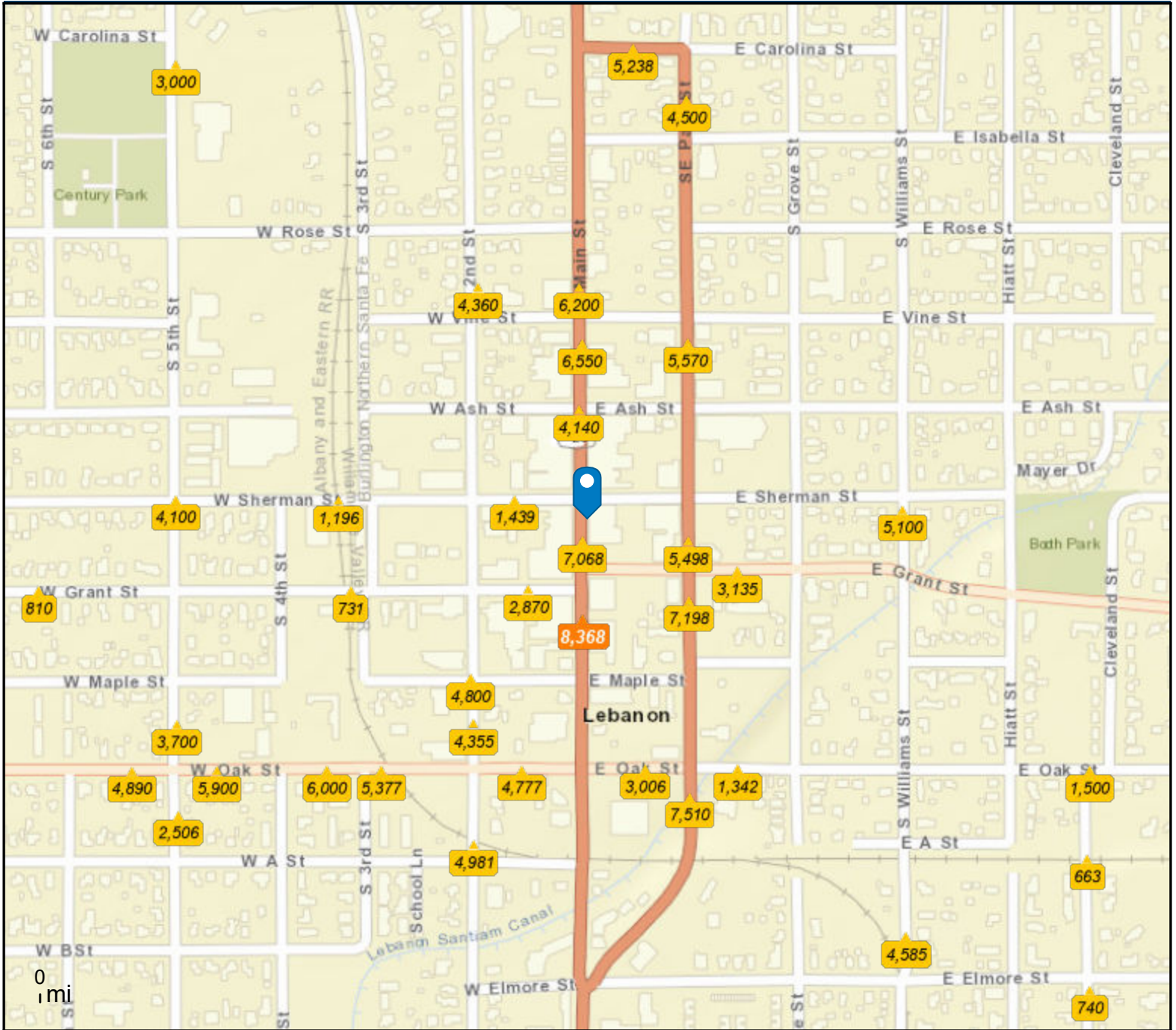


TICOR TITLE™

Traffic Count Map - Close Up

Julie Frear Massage Therapy
 701-765 S Main St, Lebanon, Oregon, 97355
 Rings: 1 mile radii

Prepared by: Ticor Title
 Latitude: 44.53895
 Longitude: -122.90698



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



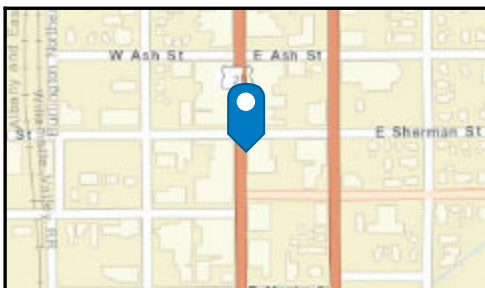
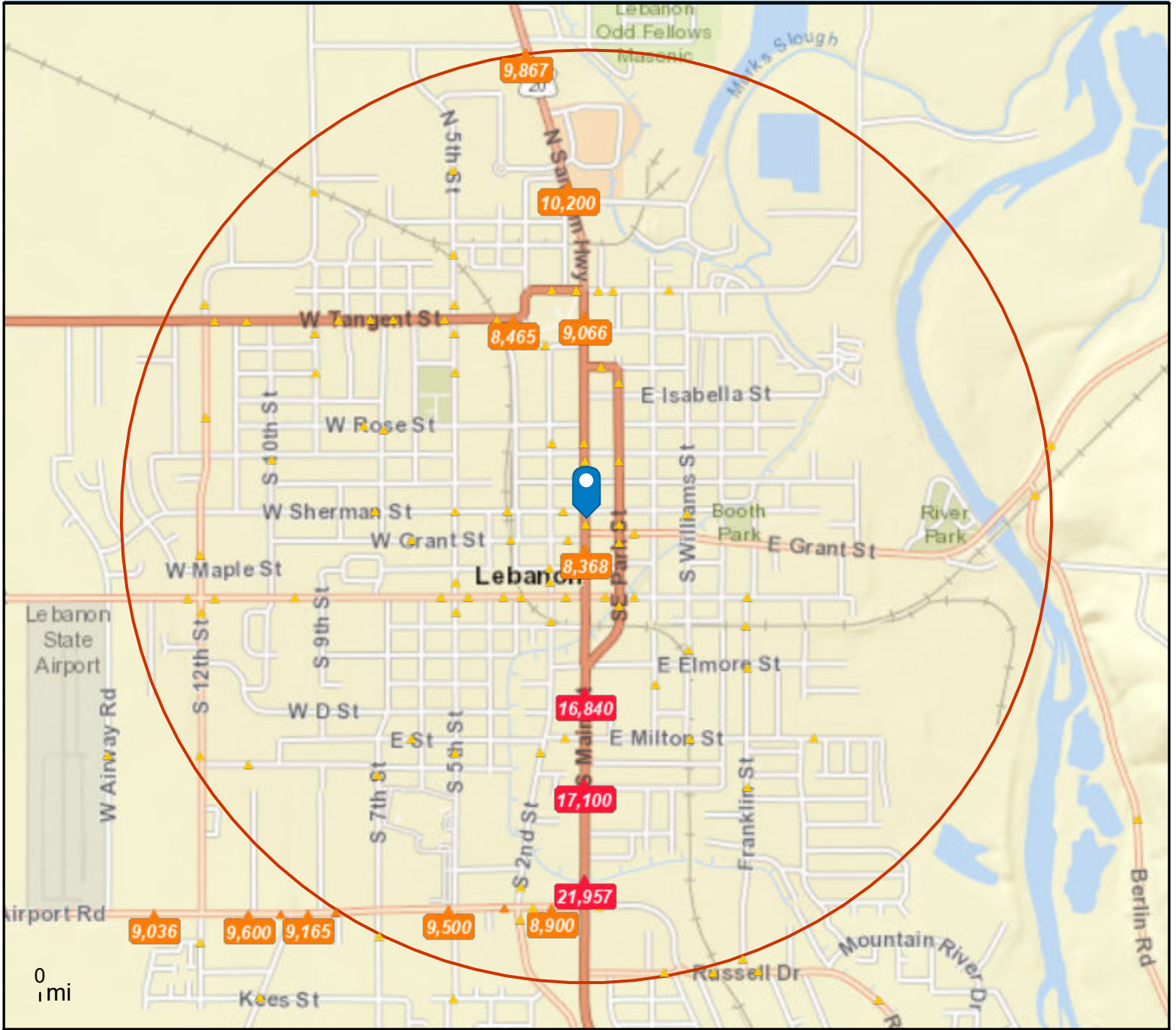
Source: ©2023 Kalibrate Technologies (Q4 2023).

March 01, 2024

Traffic Count Map

Julie Frear Massage Therapy
 701-765 S Main St, Lebanon, Oregon, 97355
 Rings: 1 mile radii

Prepared by: Ticor Title
 Latitude: 44.53895
 Longitude: -122.90698



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q4 2023).

Traffic Count Profile

Julie Frear Massage Therapy
 701-765 S Main St, Lebanon, Oregon, 97355
 Rings: 1 mile radii

Prepared by: Ticor Title
 Latitude: 44.53895
 Longitude: -122.90698

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.02	South Main Street	E Grant St (0.02 miles S)	2020	7,068
0.05	W Sherman St	N 2nd St (0.01 miles W)	2020	1,439
0.06	West Grant Street	(0.0 miles)	2018	2,870
0.07	South Main Street	W Grant St (0.02 miles N)	2020	7,559
0.07	South Main Street	E Oak St (0.03 miles N)	2021	8,368
0.07	Park Street	E Grant St (0.02 miles S)	2020	5,498
0.07	West Ash Street	(0.0 miles)	2018	4,140
0.09	Park Street	E Grant St (0.03 miles N)	2021	7,198
0.11	E Grant Street	PkSt (0.03 miles W)	2020	3,135
0.12	South Main Street	PkSt (0.03 miles N)	2021	7,251
0.12	South Main Street	W Ash St (0.03 miles S)	2020	6,550
0.14	South 2nd Street	(0.0 miles)	2018	4,800
0.14	Park Street	E Ash St (0.03 miles S)	2020	5,570
0.16	South Main Street	(0.0 miles)	2018	6,200
0.16	S 2nd St	W Oak St (0.02 miles S)	2020	4,355
0.17	W Grant St	S 4th St (0.03 miles W)	2020	731
0.17	W Sherman St	S 3rd St (0.02 miles E)	2020	1,196
0.17	South 2nd Street	(0.0 miles)	2018	4,360
0.18	W Oak St	Santiam Hwy 16 (0.04 miles W)	2020	3,006
0.18	W Oak St	N 2nd St (0.03 miles W)	2020	4,777
0.20	E Oak Street	Grove St (0.03 miles E)	2020	1,342
0.20	South Park Street	E Oak St (0.03 miles N)	2021	7,510
0.22	South Williams Street	(0.0 miles)	2018	5,100
0.22	W Oak St	S 3rd St (0.01 miles W)	2020	5,377
0.24	S 2nd St	W A St (0.01 miles S)	2020	4,981
0.25	West Oak Street	(0.0 miles)	2018	6,000
0.28	South 5th Street	(0.0 miles)	2018	4,100
0.29	Park Street	(0.0 miles)	2018	4,500
0.31	W Oak St	S 5th St (0.03 miles W)	2015	5,900
0.31	S 5th Street	W Oak St (0.02 miles S)	2020	3,700

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2022 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2023 Kalibrate Technologies (Q4 2023).

POTENTIAL



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Retail Market Potential

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Demographic Summary	2022	2027
Population	18,971	19,604
Population 18+	14,589	14,972
Households	7,391	7,626
Median Household Income	\$57,384	\$73,261

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,021	55.0%	100
Bought any women's clothing in last 12 months	6,975	47.8%	98
Bought any shoes in last 12 months	10,317	70.7%	98
Bought any fine jewelry in last 12 months	2,492	17.1%	89
Bought a watch in last 12 months	2,093	14.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	6,656	90.1%	101
HH bought/leased new vehicle last 12 months	582	7.9%	82
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,152	90.2%	102
Bought/changed motor oil in last 12 months	7,748	53.1%	111
Had tune-up in last 12 months	3,511	24.1%	98
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	6,478	44.4%	113
Drank beer/ale in last 6 months	5,661	38.8%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,350	9.3%	95
Own digital SLR camera/camcorder	1,062	7.3%	74
Printed digital photos in last 12 months	3,358	23.0%	91
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,068	34.7%	106
Have a smartphone	13,126	90.0%	98
Have a smartphone: Android phone (any brand)	6,779	46.5%	117
Have a smartphone: Apple iPhone	6,357	43.6%	83
Number of cell phones in household: 1	2,373	32.1%	105
Number of cell phones in household: 2	2,889	39.1%	102
Number of cell phones in household: 3+	1,949	26.4%	91
HH has cell phone only (no landline telephone)	5,106	69.1%	103
Computers (Households)			
HH owns a computer	5,586	75.6%	93
HH owns desktop computer	2,631	35.6%	94
HH owns laptop/notebook	4,434	60.0%	91
HH owns any Apple/Mac brand computer	1,086	14.7%	66
HH owns any PC/non-Apple brand computer	4,894	66.2%	99
HH purchased most recent computer in a store	2,593	35.1%	95
HH purchased most recent computer online	1,503	20.3%	90
HH spent \$1-\$499 on most recent home computer	1,289	17.4%	112
HH spent \$500-\$999 on most recent home computer	1,414	19.1%	101
HH spent \$1,000-\$1,499 on most recent home computer	715	9.7%	81
HH spent \$1,500-\$1,999 on most recent home computer	238	3.2%	61
HH spent \$2,000+ on most recent home computer	194	2.6%	56

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

Retail Market Potential

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,748	66.8%	107
Bought brewed coffee at convenience store in last 30 days	1,692	11.6%	93
Bought cigarettes at convenience store in last 30 days	1,688	11.6%	162
Bought gas at convenience store in last 30 days	6,524	44.7%	119
Spent at convenience store in last 30 days: \$1-19	949	6.5%	86
Spent at convenience store in last 30 days: \$20-\$39	1,511	10.4%	101
Spent at convenience store in last 30 days: \$40-\$50	1,295	8.9%	104
Spent at convenience store in last 30 days: \$51-\$99	1,101	7.5%	125
Spent at convenience store in last 30 days: \$100+	3,693	25.3%	124
Entertainment (Adults)			
Attended a movie in last 6 months	6,469	44.3%	92
Went to live theater in last 12 months	1,099	7.5%	75
Went to a bar/night club in last 12 months	2,325	15.9%	94
Dined out in last 12 months	7,016	48.1%	95
Gambled at a casino in last 12 months	1,463	10.0%	88
Visited a theme park in last 12 months	1,827	12.5%	87
Viewed movie (video-on-demand) in last 30 days	1,369	9.4%	73
Viewed TV show (video-on-demand) in last 30 days	993	6.8%	80
Watched any pay-per-view TV in last 12 months	734	5.0%	78
Downloaded a movie over the Internet in last 30 days	899	6.2%	81
Downloaded any individual song in last 6 months	2,718	18.6%	95
Used internet to watch a movie online in the last 30 days	4,304	29.5%	86
Used internet to watch a TV program online in last 30 days	2,789	19.1%	87
Played a video/electronic game (console) in last 12 months	1,880	12.9%	110
Played a video/electronic game (portable) in last 12 months	890	6.1%	102
Financial (Adults)			
Have home mortgage (1st)	4,867	33.4%	92
Used ATM/cash machine in last 12 months	8,282	56.8%	94
Own any stock	1,287	8.8%	73
Own U.S. savings bond	776	5.3%	86
Own shares in mutual fund (stock)	1,294	8.9%	80
Own shares in mutual fund (bonds)	755	5.2%	74
Have interest checking account	4,779	32.8%	93
Have non-interest checking account	5,352	36.7%	104
Have savings account	9,368	64.2%	94
Have 401K retirement savings plan	2,873	19.7%	90
Own/used any credit/debit card in last 12 months	12,386	84.9%	96
Avg monthly credit card expenditures: \$1-110	1,916	13.1%	110
Avg monthly credit card expenditures: \$111-\$225	1,195	8.2%	104
Avg monthly credit card expenditures: \$226-\$450	1,175	8.1%	91
Avg monthly credit card expenditures: \$451-\$700	951	6.5%	81
Avg monthly credit card expenditures: \$701-\$1,000	896	6.1%	82
Avg monthly credit card expenditures: \$1001-2000	1,118	7.7%	77
Avg monthly credit card expenditures: \$2001+	831	5.7%	64
Did banking online in last 12 months	7,034	48.2%	91
Did banking on mobile device in last 12 months	5,604	38.4%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

Retail Market Potential

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	6,983	94.5%	100
HH used chicken (fresh or frozen) in last 6 months	4,923	66.6%	97
HH used turkey (fresh or frozen) in last 6 months	1,146	15.5%	107
HH used fish/seafood (fresh or frozen) in last 6 months	3,928	53.1%	91
HH used fresh fruit/vegetables in last 6 months	6,362	86.1%	98
HH used fresh milk in last 6 months	6,247	84.5%	102
HH used organic food in last 6 months	1,392	18.8%	75
Health (Adults)			
Exercise at home 2+ times per week	4,902	33.6%	83
Exercise at club 2+ times per week	1,471	10.1%	74
Visited a doctor in last 12 months	11,469	78.6%	99
Used vitamin/dietary supplement in last 6 months	8,226	56.4%	93
Home (Households)			
HH did any home improvement in last 12 months	2,482	33.6%	98
HH used any maid/professional cleaning service in last 12 months	1,116	15.1%	74
HH purchased low ticket HH furnishings in last 12 months	1,643	22.2%	103
HH purchased big ticket HH furnishings in last 12 months	1,983	26.8%	103
HH bought any small kitchen appliance in last 12 months	1,912	25.9%	102
HH bought any large kitchen appliance in last 12 months	1,272	17.2%	111
Insurance (Adults/Households)			
Currently carry life insurance	7,039	48.2%	100
Carry medical/hospital/accident insurance	11,687	80.1%	99
Carry homeowner/personal property insurance	8,163	56.0%	99
Carry renter's insurance	1,501	10.3%	97
HH has auto insurance: 1 vehicle in household covered	2,251	30.5%	104
HH has auto insurance: 2 vehicles in household covered	2,234	30.2%	98
HH has auto insurance: 3+ vehicles in household covered	1,882	25.5%	102
Pets (Households)			
Household owns any pet	4,432	60.0%	114
Household owns any cat	2,150	29.1%	127
Household owns any dog	3,327	45.0%	114
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	6,024	41.3%	117
Buy based on quality not price	2,322	15.9%	93
Buy on credit rather than wait	1,769	12.1%	92
Only use coupons brands: usually buy	1,974	13.5%	99
Will pay more for environmentally safe products	1,785	12.2%	89
Buy based on price not brands	4,524	31.0%	108
Am interested in how to help the environment	2,524	17.3%	85
Reading (Adults)			
Bought digital book in last 12 months	2,208	15.1%	87
Bought hardcover book in last 12 months	3,379	23.2%	95
Bought paperback book in last 12 month	4,203	28.8%	92
Read any daily newspaper (paper version)	2,094	14.4%	93
Read any digital newspaper in last 30 days	6,218	42.6%	86
Read any magazine (paper/electronic version) in last 6 months	12,532	85.9%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

Retail Market Potential

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	9,880	67.7%	101
Went to family restaurant/steak house: 4+ times a month	3,093	21.2%	102
Went to fast food/drive-in restaurant in last 6 months	13,372	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	5,905	40.5%	107
Fast food restaurant last 6 months: eat in	3,394	23.3%	102
Fast food restaurant last 6 months: home delivery	1,557	10.7%	92
Fast food restaurant last 6 months: take-out/drive-thru	8,816	60.4%	108
Fast food restaurant last 6 months: take-out/walk-in	2,646	18.1%	85
Television & Electronics (Adults/Households)			
Own any tablet	7,632	52.3%	93
Own any e-reader	1,508	10.3%	84
Own e-reader/tablet: iPad	4,037	27.7%	80
HH has Internet connectable TV	3,055	41.3%	97
Own any portable MP3 player	1,844	12.6%	92
HH owns 1 TV	1,383	18.7%	95
HH owns 2 TVs	2,061	27.9%	102
HH owns 3 TVs	1,614	21.8%	99
HH owns 4+ TVs	1,531	20.7%	100
HH subscribes to cable TV	2,447	33.1%	89
HH subscribes to fiber optic	212	2.9%	53
HH owns portable GPS navigation device	1,548	20.9%	102
HH purchased video game system in last 12 months	445	6.0%	78
HH owns any Internet video device for TV	3,138	42.5%	94
Travel (Adults)			
Took domestic trip in continental US last 12 months	7,136	48.9%	92
Took 3+ domestic non-business trips in last 12 months	1,631	11.2%	89
Spent on domestic vacations in last 12 months: \$1-999	1,884	12.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	737	5.1%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	509	3.5%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	453	3.1%	82
Spent on domestic vacations in last 12 months: \$3,000+	577	4.0%	62
Domestic travel in last 12 months: used general travel website	632	4.3%	73
Took foreign trip (including Alaska and Hawaii) in last 3 years	3,308	22.7%	68
Took 3+ foreign trips by plane in last 3 years	620	4.2%	54
Spent on foreign vacations in last 12 months: \$1-999	724	5.0%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	353	2.4%	63
Spent on foreign vacations in last 12 months: \$3,000+	517	3.5%	59
Foreign travel in last 3 years: used general travel website	589	4.0%	62
Nights spent in hotel/motel in last 12 months: any	6,189	42.4%	94
Took cruise of more than one day in last 3 years	1,218	8.3%	77
Member of any frequent flyer program	2,234	15.3%	62
Member of any hotel rewards program	3,164	21.7%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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BUSINESS REPORTS



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TICOR TITLE™

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Data for all businesses in area	Lebanon city,...			
Total Businesses:	707			
Total Employees:	7,520			
Total Residential Population:	18,971			
Employee/Residential Population Ratio (per 100 Residents)	40			
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	9	1.3%	49	0.7%
Construction	29	4.1%	193	2.6%
Manufacturing	23	3.3%	672	8.9%
Transportation	12	1.7%	111	1.5%
Communication	6	0.8%	21	0.3%
Utility	1	0.1%	100	1.3%
Wholesale Trade	17	2.4%	306	4.1%
Retail Trade Summary	170	24.0%	1,771	23.6%
Home Improvement	7	1.0%	22	0.3%
General Merchandise Stores	4	0.6%	430	5.7%
Food Stores	17	2.4%	177	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	22	3.1%	153	2.0%
Apparel & Accessory Stores	5	0.7%	8	0.1%
Furniture & Home Furnishings	12	1.7%	50	0.7%
Eating & Drinking Places	52	7.4%	676	9.0%
Miscellaneous Retail	51	7.2%	255	3.4%
Finance, Insurance, Real Estate Summary	97	13.7%	456	6.1%
Banks, Savings & Lending Institutions	23	3.3%	127	1.7%
Securities Brokers	12	1.7%	18	0.2%
Insurance Carriers & Agents	16	2.3%	67	0.9%
Real Estate, Holding, Other Investment Offices	46	6.5%	244	3.2%
Services Summary	280	39.6%	3,544	47.1%
Hotels & Lodging	5	0.7%	93	1.2%
Automotive Services	24	3.4%	67	0.9%
Motion Pictures & Amusements	19	2.7%	121	1.6%
Health Services	60	8.5%	1,459	19.4%
Legal Services	5	0.7%	16	0.2%
Education Institutions & Libraries	15	2.1%	525	7.0%
Other Services	152	21.5%	1,263	16.8%
Government	34	4.8%	288	3.8%
Unclassified Establishments	29	4.1%	9	0.1%
Totals	707	100.0%	7,520	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 01, 2024

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Tigor Title

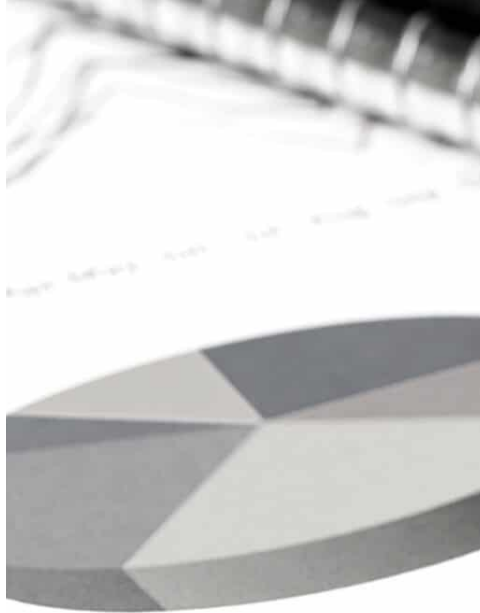
by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.6%	31	0.4%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	100	1.3%
Construction	31	4.4%	199	2.6%
Manufacturing	26	3.7%	667	8.9%
Wholesale Trade	14	2.0%	289	3.8%
Retail Trade	111	15.7%	1,074	14.3%
Motor Vehicle & Parts Dealers	12	1.7%	101	1.3%
Furniture & Home Furnishings Stores	8	1.1%	35	0.5%
Electronics & Appliance Stores	2	0.3%	12	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	7	1.0%	22	0.3%
Food & Beverage Stores	11	1.6%	140	1.9%
Health & Personal Care Stores	12	1.7%	118	1.6%
Gasoline Stations	10	1.4%	52	0.7%
Clothing & Clothing Accessories Stores	6	0.8%	9	0.1%
Sport Goods, Hobby, Book, & Music Stores	9	1.3%	78	1.0%
General Merchandise Stores	4	0.6%	430	5.7%
Miscellaneous Store Retailers	21	3.0%	75	1.0%
Nonstore Retailers	9	1.3%	2	0.0%
Transportation & Warehousing	9	1.3%	105	1.4%
Information	9	1.3%	46	0.6%
Finance & Insurance	52	7.4%	216	2.9%
Central Bank/Credit Intermediation & Related Activities	22	3.1%	127	1.7%
Securities, Commodity Contracts & Other Financial	14	2.0%	22	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	16	2.3%	67	0.9%
Real Estate, Rental & Leasing	56	7.9%	250	3.3%
Professional, Scientific & Tech Services	49	6.9%	292	3.9%
Legal Services	9	1.3%	28	0.4%
Management of Companies & Enterprises	2	0.3%	6	0.1%
Administrative & Support & Waste Management & Remediation	14	2.0%	71	0.9%
Educational Services	15	2.1%	517	6.9%
Health Care & Social Assistance	83	11.7%	1,894	25.2%
Arts, Entertainment & Recreation	13	1.8%	109	1.4%
Accommodation & Food Services	61	8.6%	781	10.4%
Accommodation	5	0.7%	93	1.2%
Food Services & Drinking Places	56	7.9%	688	9.1%
Other Services (except Public Administration)	94	13.3%	576	7.7%
Automotive Repair & Maintenance	20	2.8%	61	0.8%
Public Administration	34	4.8%	288	3.8%
Unclassified Establishments	29	4.1%	9	0.1%
Total	707	100.0%	7,520	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 01, 2024

MARKET REPORTS



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Retail Demand Outlook

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Small Town Sincerity (12C)	30.1%	Population	18,971	19,604
Middleburg (4C)	23.6%	Households	7,391	7,626
Front Porches (8E)	9.7%	Families	4,600	4,718
Salt of the Earth (6B)	8.8%	Median Age	39.4	39.6
Traditional Living (12B)	7.9%	Median Household Income	\$57,384	\$73,261
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$12,380,526	\$15,495,265	\$3,114,739
Men's		\$2,281,332	\$2,854,966	\$573,634
Women's		\$4,351,159	\$5,446,248	\$1,095,089
Children's		\$1,842,196	\$2,305,856	\$463,660
Footwear		\$2,931,303	\$3,668,580	\$737,277
Watches & Jewelry		\$795,104	\$995,056	\$199,952
Apparel Products and Services (1)		\$284,587	\$356,260	\$71,673
Computer				
Computers and Hardware for Home Use		\$941,263	\$1,178,314	\$237,051
Portable Memory		\$26,766	\$33,510	\$6,744
Computer Software		\$52,733	\$66,000	\$13,267
Computer Accessories		\$108,181	\$135,269	\$27,088
Entertainment & Recreation		\$19,889,748	\$24,894,858	\$5,005,110
Fees and Admissions		\$3,881,799	\$4,863,035	\$981,236
Membership Fees for Clubs (2)		\$1,326,798	\$1,661,804	\$335,006
Fees for Participant Sports, excl. Trips		\$611,471	\$765,752	\$154,281
Tickets to Theatre/Operas/Concerts		\$422,652	\$529,456	\$106,804
Tickets to Movies		\$295,974	\$370,481	\$74,507
Tickets to Parks or Museums		\$191,857	\$240,304	\$48,447
Admission to Sporting Events, excl. Trips		\$354,074	\$443,665	\$89,591
Fees for Recreational Lessons		\$672,663	\$843,684	\$171,021
Dating Services		\$6,309	\$7,888	\$1,579
TV/Video/Audio		\$7,501,713	\$9,386,210	\$1,884,497
Cable and Satellite Television Services		\$5,267,927	\$6,592,421	\$1,324,494
Televisions		\$677,124	\$846,661	\$169,537
Satellite Dishes		\$9,713	\$12,132	\$2,419
VCRs, Video Cameras, and DVD Players		\$30,385	\$38,003	\$7,618
Miscellaneous Video Equipment		\$96,958	\$121,462	\$24,504
Video Cassettes and DVDs		\$47,346	\$59,212	\$11,866
Video Game Hardware/Accessories		\$189,303	\$236,620	\$47,317
Video Game Software		\$102,844	\$128,498	\$25,654
Rental/Streaming/Downloaded Video		\$434,400	\$543,113	\$108,713
Installation of Televisions		\$3,108	\$3,893	\$785
Audio (3)		\$619,203	\$774,972	\$155,769
Rental and Repair of TV/Radio/Sound Equipment		\$23,400	\$29,223	\$5,823
Pets		\$4,926,448	\$6,164,632	\$1,238,184
Toys/Games/Crafts/Hobbies (4)		\$727,660	\$910,235	\$182,575
Recreational Vehicles and Fees (5)		\$706,843	\$885,855	\$179,012
Sports/Recreation/Exercise Equipment (6)		\$1,122,786	\$1,404,882	\$282,096
Photo Equipment and Supplies (7)		\$260,964	\$326,392	\$65,428
Reading (8)		\$607,432	\$760,389	\$152,957
Catered Affairs (9)		\$155,226	\$194,637	\$39,411
Food		\$55,543,493	\$69,525,837	\$13,982,344
Food at Home		\$33,359,286	\$41,755,656	\$8,396,370
Bakery and Cereal Products		\$4,290,391	\$5,370,807	\$1,080,416
Meats, Poultry, Fish, and Eggs		\$7,255,937	\$9,082,919	\$1,826,982
Dairy Products		\$3,324,012	\$4,161,577	\$837,565
Fruits and Vegetables		\$6,254,805	\$7,830,424	\$1,575,619
Snacks and Other Food at Home (10)		\$12,234,142	\$15,309,929	\$3,075,787
Food Away from Home		\$22,184,206	\$27,770,181	\$5,585,975
Alcoholic Beverages		\$3,514,075	\$4,400,088	\$886,013

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand Outlook

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$148,364,018	\$185,659,603	\$37,295,585
Value of Retirement Plans	\$560,596,032	\$702,343,330	\$141,747,298
Value of Other Financial Assets	\$50,436,208	\$63,135,388	\$12,699,180
Vehicle Loan Amount excluding Interest	\$18,447,875	\$23,076,590	\$4,628,715
Value of Credit Card Debt	\$16,623,494	\$20,817,152	\$4,193,658
Health			
Nonprescription Drugs	\$1,061,579	\$1,328,706	\$267,127
Prescription Drugs	\$2,375,459	\$2,972,030	\$596,571
Eyeglasses and Contact Lenses	\$611,782	\$765,827	\$154,045
Home			
Mortgage Payment and Basics (11)	\$59,086,018	\$74,047,267	\$14,961,249
Maintenance and Remodeling Services	\$16,222,441	\$20,326,384	\$4,103,943
Maintenance and Remodeling Materials (12)	\$4,016,797	\$5,031,195	\$1,014,398
Utilities, Fuel, and Public Services	\$31,778,314	\$39,765,262	\$7,986,948
Household Furnishings and Equipment			
Household Textiles (13)	\$591,658	\$740,590	\$148,932
Furniture	\$3,799,827	\$4,756,265	\$956,438
Rugs	\$181,597	\$227,378	\$45,781
Major Appliances (14)	\$2,288,216	\$2,864,989	\$576,773
Housewares (15)	\$524,501	\$656,259	\$131,758
Small Appliances	\$318,576	\$398,614	\$80,038
Luggage	\$92,752	\$116,074	\$23,322
Telephones and Accessories	\$564,724	\$707,098	\$142,374
Household Operations			
Child Care	\$2,885,222	\$3,613,373	\$728,151
Lawn and Garden (16)	\$3,174,457	\$3,976,057	\$801,600
Moving/Storage/Freight Express	\$402,136	\$502,967	\$100,831
Housekeeping Supplies (17)	\$4,864,326	\$6,088,226	\$1,223,900
Insurance			
Owners and Renters Insurance	\$4,124,203	\$5,162,574	\$1,038,371
Vehicle Insurance	\$11,699,919	\$14,639,464	\$2,939,545
Life/Other Insurance	\$3,716,513	\$4,654,005	\$937,492
Health Insurance	\$26,293,819	\$32,909,104	\$6,615,285
Personal Care Products (18)	\$3,003,648	\$3,758,698	\$755,050
School Books and Supplies (19)	\$768,415	\$961,564	\$193,149
Smoking Products	\$2,952,044	\$3,690,609	\$738,565
Transportation			
Payments on Vehicles excluding Leases	\$16,876,974	\$21,118,645	\$4,241,671
Gasoline and Motor Oil	\$15,273,867	\$19,114,178	\$3,840,311
Vehicle Maintenance and Repairs	\$6,995,553	\$8,753,159	\$1,757,606
Travel			
Airline Fares	\$3,262,301	\$4,085,689	\$823,388
Lodging on Trips	\$4,008,817	\$5,021,372	\$1,012,555
Auto/Truck Rental on Trips	\$291,519	\$364,970	\$73,451
Food and Drink on Trips	\$3,373,600	\$4,224,381	\$850,781

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Lebanon City, OR
Lebanon City, OR (4141650)
Geography: Place

Prepared by: Ticor Title

-
- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



COMMUNITY



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What's in My Community?

Places that make your life richer and community better

Lebanon City, OR
Lebanon City, OR



COMMUNITY PROFILE

Lebanon City, OR
Geography: Place



20.5%
Services



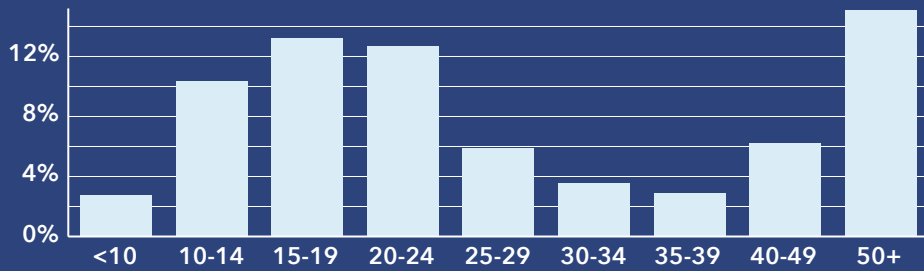
31.9%
Blue Collar



47.6%
White Collar

18,971	1.25%	2.52	37.1	39.4	\$57,384	\$244,236	\$76,453	23.1%	56.5%	20.5%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

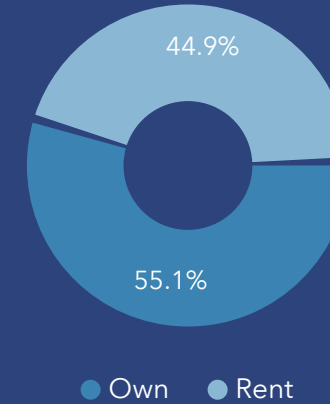
Mortgage as Percent of Salary



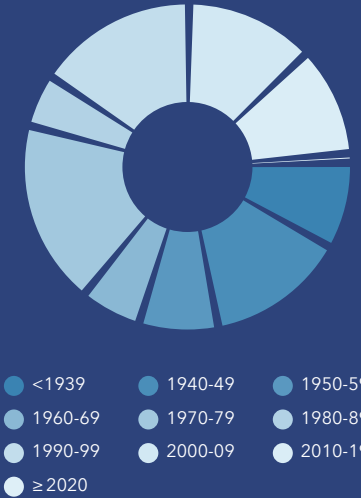
Age Profile: 5 Year Increments



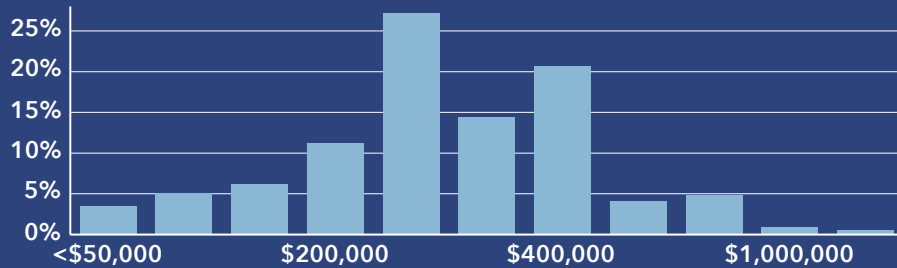
Home Ownership



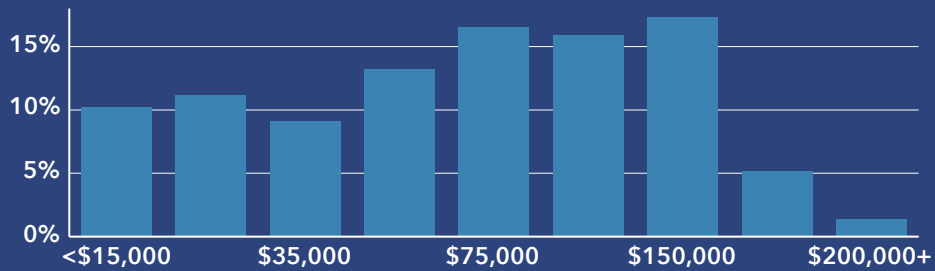
Housing: Year Built



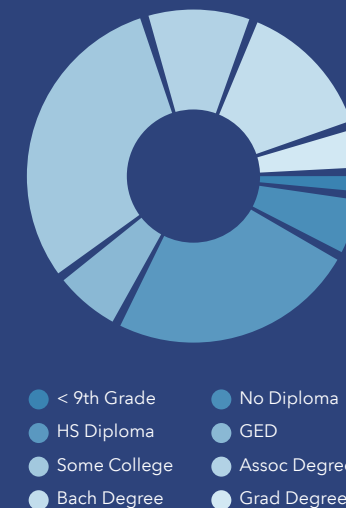
Home Value



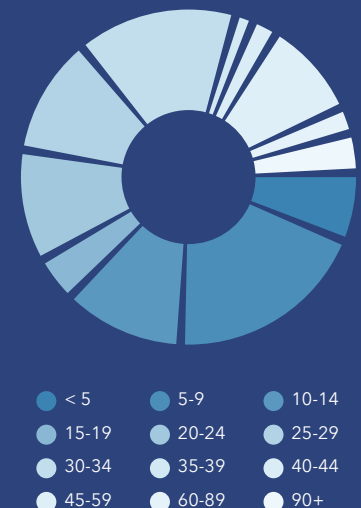
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to **Linn County**

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

	Lebanon city,...
Population Summary	
2010 Total Population	15,819
2020 Total Population	18,447
2020 Group Quarters	375
2022 Total Population	18,971
2022 Group Quarters	337
2027 Total Population	19,604
2022-2027 Annual Rate	0.66%
2022 Total Daytime Population	19,180
Workers	8,222
Residents	10,958
Household Summary	
2010 Households	6,274
2010 Average Household Size	2.49
2020 Total Households	7,215
2020 Average Household Size	2.50
2022 Households	7,391
2022 Average Household Size	2.52
2027 Households	7,626
2027 Average Household Size	2.53
2022-2027 Annual Rate	0.63%
2010 Families	4,058
2010 Average Family Size	3.03
2022 Families	4,600
2022 Average Family Size	3.13
2027 Families	4,718
2027 Average Family Size	3.14
2022-2027 Annual Rate	0.51%
Housing Unit Summary	
2000 Housing Units	5,822
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	6.6%
2010 Housing Units	6,949
Owner Occupied Housing Units	52.4%
Renter Occupied Housing Units	37.9%
Vacant Housing Units	9.7%
2020 Housing Units	7,569
Vacant Housing Units	4.7%
2022 Housing Units	7,723
Owner Occupied Housing Units	52.8%
Renter Occupied Housing Units	42.9%
Vacant Housing Units	4.3%
2027 Housing Units	7,924
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	3.8%
Median Household Income	
2022	\$57,384
2027	\$73,261
Median Home Value	
2022	\$244,236
2027	\$355,178
Per Capita Income	
2022	\$28,105
2027	\$34,047
Median Age	
2010	37.9
2022	39.4
2027	39.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

	Lebanon city,...
2022 Households by Income	
Household Income Base	7,390
<\$15,000	10.2%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	5.2%
\$200,000+	1.4%
Average Household Income	\$72,472
2027 Households by Income	
Household Income Base	7,627
<\$15,000	7.1%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	11.7%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	23.8%
\$150,000 - \$199,999	9.5%
\$200,000+	1.9%
Average Household Income	\$87,940
2022 Owner Occupied Housing Units by Value	
Total	4,073
<\$50,000	3.5%
\$50,000 - \$99,999	5.1%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	11.2%
\$200,000 - \$249,999	27.2%
\$250,000 - \$299,999	14.4%
\$300,000 - \$399,999	20.7%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	0.2%
Average Home Value	\$292,671
2027 Owner Occupied Housing Units by Value	
Total	4,288
<\$50,000	2.0%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	2.9%
\$200,000 - \$249,999	16.0%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	31.5%
\$400,000 - \$499,999	11.3%
\$500,000 - \$749,999	15.5%
\$750,000 - \$999,999	3.0%
\$1,000,000 - \$1,499,999	2.1%
\$1,500,000 - \$1,999,999	3.5%
\$2,000,000 +	0.5%
Average Home Value	\$449,895

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

		Lebanon city,...
2010 Population by Age		
Total		15,821
0 - 4		7.5%
5 - 9		6.6%
10 - 14		6.9%
15 - 24		12.9%
25 - 34		12.6%
35 - 44		11.7%
45 - 54		13.1%
55 - 64		11.6%
65 - 74		8.1%
75 - 84		5.8%
85 +		3.1%
18 +		75.0%
2022 Population by Age		
Total		18,971
0 - 4		6.6%
5 - 9		6.6%
10 - 14		6.4%
15 - 24		11.5%
25 - 34		13.4%
35 - 44		12.1%
45 - 54		10.9%
55 - 64		11.9%
65 - 74		10.9%
75 - 84		6.3%
85 +		3.3%
18 +		76.9%
2027 Population by Age		
Total		19,604
0 - 4		6.6%
5 - 9		6.6%
10 - 14		6.8%
15 - 24		11.3%
25 - 34		12.7%
35 - 44		12.5%
45 - 54		11.2%
55 - 64		10.9%
65 - 74		10.8%
75 - 84		7.5%
85 +		3.1%
18 +		76.4%
2010 Population by Sex		
Males		7,607
Females		8,213
2022 Population by Sex		
Males		9,151
Females		9,820
2027 Population by Sex		
Males		9,459
Females		10,145

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

		Lebanon city,...
2010 Population by Race/Ethnicity		
Total		15,819
White Alone		91.4%
Black Alone		0.4%
American Indian Alone		1.4%
Asian Alone		1.1%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.1%
Two or More Races		3.5%
Hispanic Origin		5.7%
Diversity Index		25.3
2020 Population by Race/Ethnicity		
Total		18,447
White Alone		85.7%
Black Alone		0.5%
American Indian Alone		1.2%
Asian Alone		1.3%
Pacific Islander Alone		0.3%
Some Other Race Alone		2.8%
Two or More Races		8.1%
Hispanic Origin		7.9%
Diversity Index		36.6
2022 Population by Race/Ethnicity		
Total		18,970
White Alone		85.3%
Black Alone		0.5%
American Indian Alone		1.2%
Asian Alone		1.3%
Pacific Islander Alone		0.3%
Some Other Race Alone		2.9%
Two or More Races		8.6%
Hispanic Origin		7.9%
Diversity Index		37.1
2027 Population by Race/Ethnicity		
Total		19,604
White Alone		84.3%
Black Alone		0.5%
American Indian Alone		1.3%
Asian Alone		1.4%
Pacific Islander Alone		0.3%
Some Other Race Alone		2.9%
Two or More Races		9.3%
Hispanic Origin		8.0%
Diversity Index		38.5
2010 Population by Relationship and Household Type		
Total		15,819
In Households		98.8%
In Family Households		81.2%
Householder		25.6%
Spouse		18.1%
Child		30.8%
Other relative		3.3%
Nonrelative		3.5%
In Nonfamily Households		17.6%
In Group Quarters		1.2%
Institutionalized Population		0.4%
Noninstitutionalized Population		0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

	Lebanon city,...
2022 Population 25+ by Educational Attainment	
Total	13,048
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	6.1%
High School Graduate	24.7%
GED/Alternative Credential	7.0%
Some College, No Degree	30.6%
Associate Degree	10.6%
Bachelor's Degree	14.2%
Graduate/Professional Degree	4.6%
2022 Population 15+ by Marital Status	
Total	15,233
Never Married	28.8%
Married	49.1%
Widowed	9.5%
Divorced	12.5%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	8,491
Population 16+ Employed	95.7%
Population 16+ Unemployment rate	4.3%
Population 16-24 Employed	14.1%
Population 16-24 Unemployment rate	4.5%
Population 25-54 Employed	66.5%
Population 25-54 Unemployment rate	4.7%
Population 55-64 Employed	15.3%
Population 55-64 Unemployment rate	3.6%
Population 65+ Employed	4.1%
Population 65+ Unemployment rate	1.2%
2022 Employed Population 16+ by Industry	
Total	8,123
Agriculture/Mining	0.8%
Construction	8.8%
Manufacturing	15.5%
Wholesale Trade	1.1%
Retail Trade	14.6%
Transportation/Utilities	7.5%
Information	0.5%
Finance/Insurance/Real Estate	3.0%
Services	44.7%
Public Administration	3.5%
2022 Employed Population 16+ by Occupation	
Total	8,123
White Collar	47.6%
Management/Business/Financial	9.2%
Professional	21.0%
Sales	7.9%
Administrative Support	9.6%
Services	20.5%
Blue Collar	31.9%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	3.5%
Production	10.5%
Transportation/Material Moving	12.6%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

	Lebanon city,...
2010 Households by Type	
Total	6,275
Households with 1 Person	28.4%
Households with 2+ People	71.6%
Family Households	64.7%
Husband-wife Families	45.7%
With Related Children	19.0%
Other Family (No Spouse Present)	19.0%
Other Family with Male Householder	5.7%
With Related Children	3.6%
Other Family with Female Householder	13.3%
With Related Children	8.8%
Nonfamily Households	6.9%
All Households with Children	32.2%
Multigenerational Households	3.8%
Unmarried Partner Households	8.7%
Male-female	8.1%
Same-sex	0.5%
2010 Households by Size	
Total	6,274
1 Person Household	28.5%
2 Person Household	33.3%
3 Person Household	16.0%
4 Person Household	11.7%
5 Person Household	6.2%
6 Person Household	2.6%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	6,274
Owner Occupied	58.1%
Owned with a Mortgage/Loan	41.4%
Owned Free and Clear	16.7%
Renter Occupied	41.9%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	107
Percent of Income for Mortgage	22.4%
Wealth Index	51
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,949
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	94.7%
Rural Housing Units	5.3%
2010 Population By Urban/ Rural Status	
Total Population	15,819
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	96.4%
Rural Population	3.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Lebanon city,...

Top 3 Tapestry Segments

1.	Small Town Sincerity (12C)
2.	Middleburg (4C)
3.	Front Porches (8E)

2022 Consumer Spending

Apparel & Services: Total \$	\$12,380,526
Average Spent	\$1,675.08
Spending Potential Index	70
Education: Total \$	\$8,800,431
Average Spent	\$1,190.70
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$19,889,748
Average Spent	\$2,691.08
Spending Potential Index	73
Food at Home: Total \$	\$33,359,286
Average Spent	\$4,513.50
Spending Potential Index	73
Food Away from Home: Total \$	\$22,184,206
Average Spent	\$3,001.52
Spending Potential Index	70
Health Care: Total \$	\$39,783,181
Average Spent	\$5,382.65
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$13,321,526
Average Spent	\$1,802.40
Spending Potential Index	70
Personal Care Products & Services: Total \$	\$5,247,718
Average Spent	\$710.01
Spending Potential Index	70
Shelter: Total \$	\$111,954,738
Average Spent	\$15,147.44
Spending Potential Index	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,336,147
Average Spent	\$1,939.68
Spending Potential Index	71
Travel: Total \$	\$14,022,236
Average Spent	\$1,897.20
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$6,995,553
Average Spent	\$946.50
Spending Potential Index	75

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

INCOME & DEMOGRAPHICS



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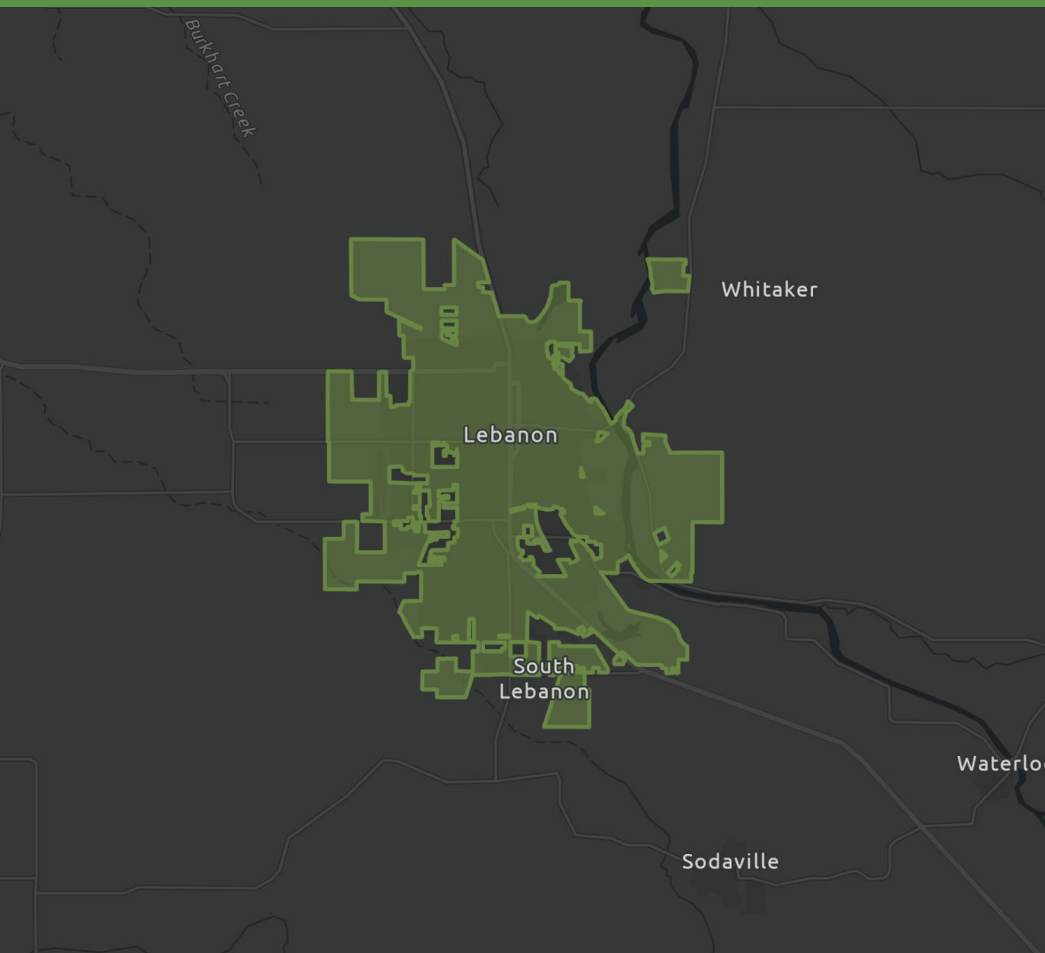
Demographic Profile Lebanon Oregon

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

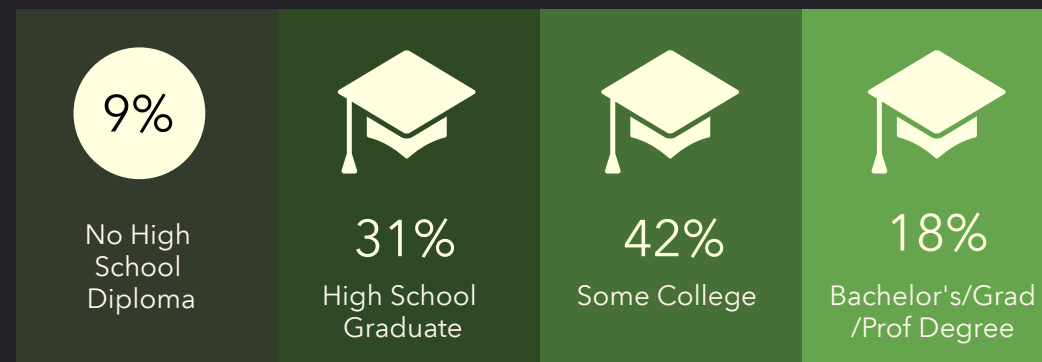
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DEMOGRAPHIC PROFILE

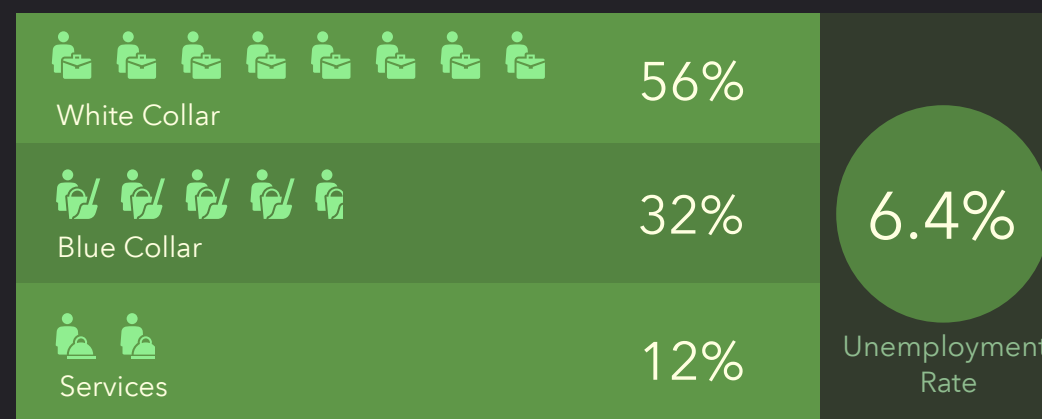
Lebanon City, OR
 Geography: Place



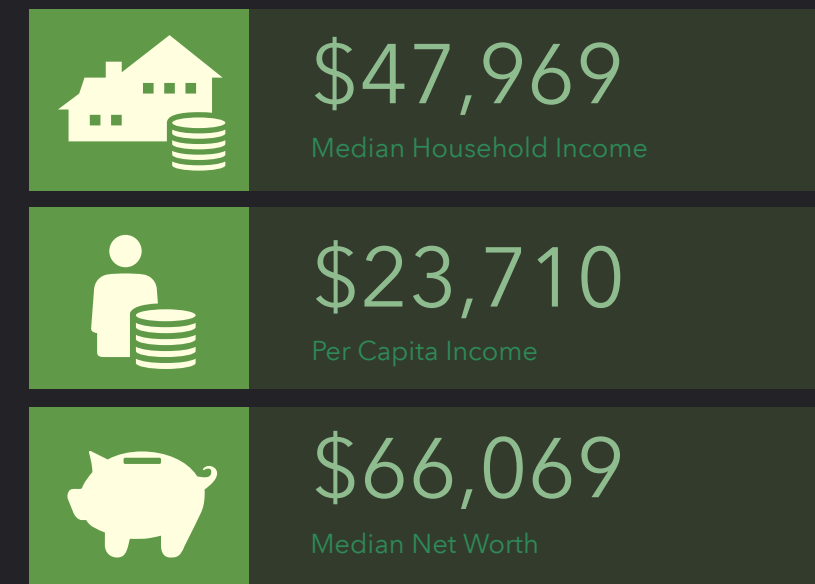
EDUCATION



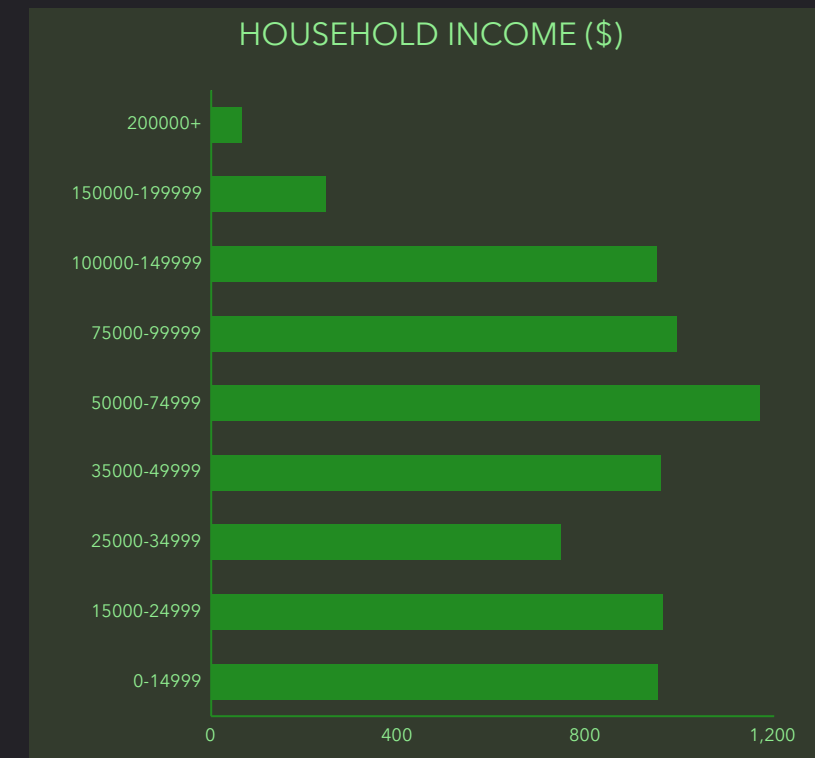
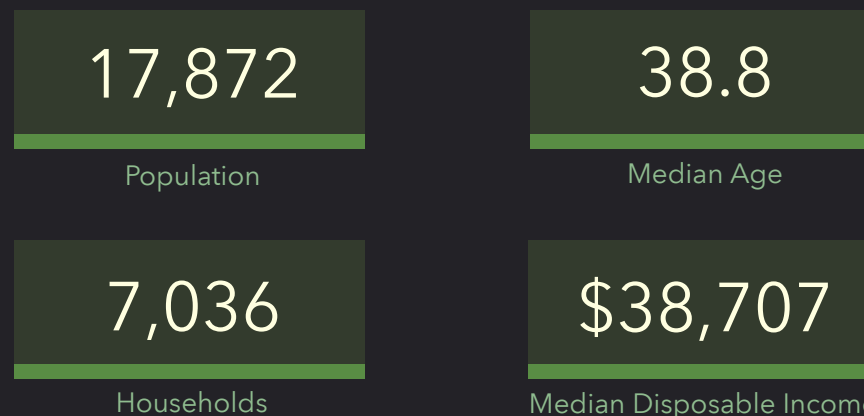
EMPLOYMENT



INCOME



KEY FACTS



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Source: This infographic contains data provided by Esri. The vintage of the data is 2020, 2025.

Demographic and Income Profile

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Summary	Census 2010	Census 2020	2022	2027
Population	15,819	18,447	18,971	19,604
Households	6,274	7,215	7,391	7,626
Families	4,058	-	4,600	4,718
Average Household Size	2.49	2.50	2.52	2.53
Owner Occupied Housing Units	3,643	-	4,074	4,288
Renter Occupied Housing Units	2,631	-	3,317	3,339
Median Age	37.9	-	39.4	39.6

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.66%	0.31%	0.25%
Households	0.63%	0.29%	0.31%
Families	0.51%	0.18%	0.28%
Owner HHs	1.03%	0.47%	0.53%
Median Household Income	5.01%	3.75%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	755	10.2%	541	7.1%
\$15,000 - \$24,999	829	11.2%	598	7.8%
\$25,000 - \$34,999	669	9.1%	822	10.8%
\$35,000 - \$49,999	978	13.2%	1,009	13.2%
\$50,000 - \$74,999	1,223	16.5%	890	11.7%
\$75,000 - \$99,999	1,178	15.9%	1,087	14.3%
\$100,000 - \$149,999	1,276	17.3%	1,812	23.8%
\$150,000 - \$199,999	382	5.2%	721	9.5%
\$200,000+	100	1.4%	147	1.9%

Median Household Income	\$57,384	\$73,261
Average Household Income	\$72,472	\$87,940
Per Capita Income	\$28,105	\$34,047

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,193	7.5%	1,261	6.6%	1,298	6.6%
5 - 9	1,049	6.6%	1,259	6.6%	1,291	6.6%
10 - 14	1,094	6.9%	1,218	6.4%	1,327	6.8%
15 - 19	1,040	6.6%	1,071	5.6%	1,194	6.1%
20 - 24	1,000	6.3%	1,114	5.9%	1,023	5.2%
25 - 34	1,991	12.6%	2,547	13.4%	2,492	12.7%
35 - 44	1,853	11.7%	2,293	12.1%	2,460	12.5%
45 - 54	2,077	13.1%	2,075	10.9%	2,196	11.2%
55 - 64	1,836	11.6%	2,252	11.9%	2,145	10.9%
65 - 74	1,288	8.1%	2,068	10.9%	2,108	10.8%
75 - 84	916	5.8%	1,187	6.3%	1,463	7.5%
85+	484	3.1%	626	3.3%	607	3.1%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	14,453	91.4%	15,814	85.7%	16,173	85.3%	16,529	84.3%
Black Alone	67	0.4%	97	0.5%	94	0.5%	102	0.5%
American Indian Alone	226	1.4%	225	1.2%	237	1.2%	251	1.3%
Asian Alone	172	1.1%	246	1.3%	249	1.3%	273	1.4%
Pacific Islander Alone	17	0.1%	53	0.3%	50	0.3%	56	0.3%
Some Other Race Alone	328	2.1%	516	2.8%	542	2.9%	574	2.9%
Two or More Races	556	3.5%	1,496	8.1%	1,625	8.6%	1,819	9.3%
Hispanic Origin (Any Race)	898	5.7%	1,463	7.9%	1,494	7.9%	1,565	8.0%

Data Note: Income is expressed in current dollars.

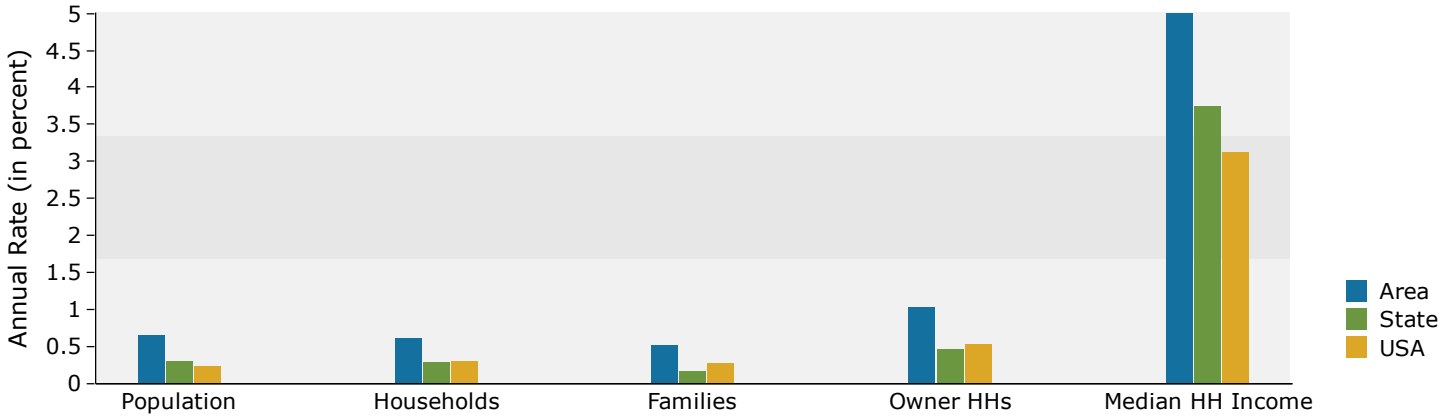
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Demographic and Income Profile

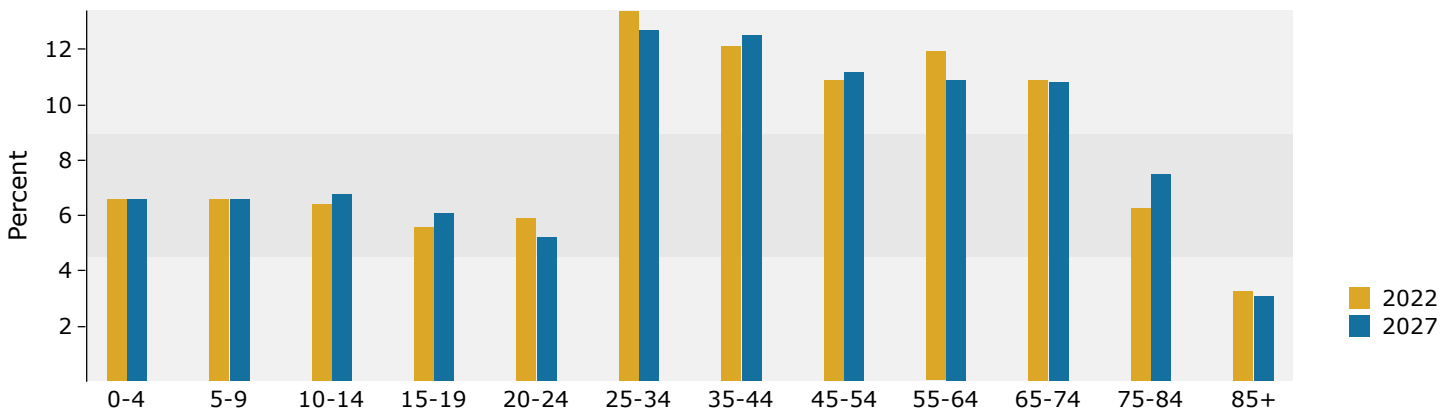
Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

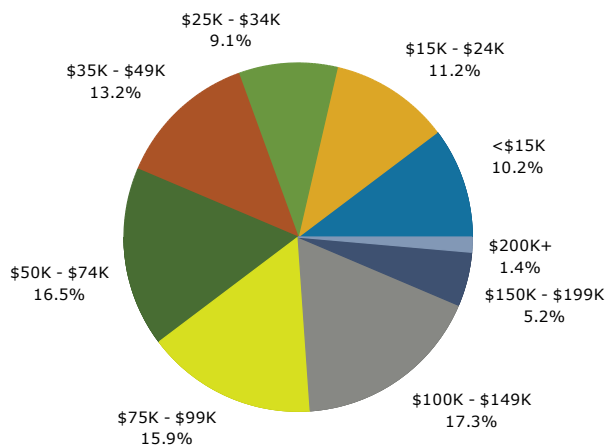
Trends 2022-2027



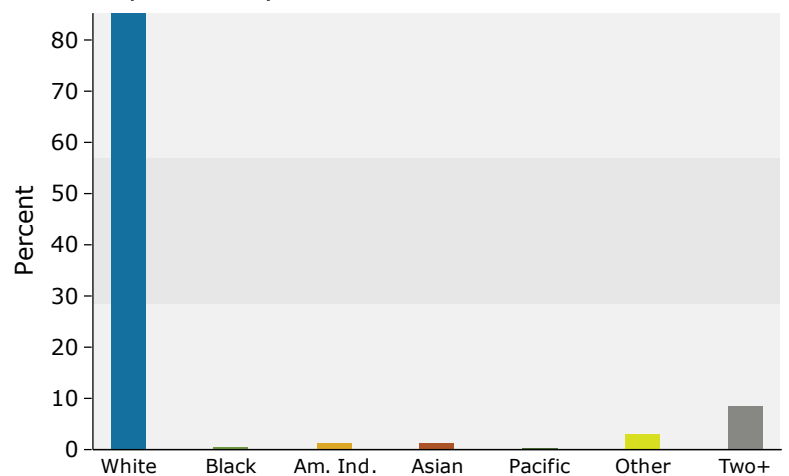
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 7.9%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

EMPLOYMENT



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TICOR TITLE™

Employment Overview

Lebanon City, OR
Lebanon City, OR (4141650)
Geography: Place

Prepared by: Ticor Title

Employment Overview

Lebanon City, OR



INCOME

\$47,969
Median Household Income

\$23,710
Per Capita Income

\$66,069
Median Net Worth

EDUCATION

9%
No High School Diploma

42%
Some College

24%
High School Diploma

18%
Bachelor's/Grad/Prof Degree

BUSINESS

680
Total Businesses

6,886
Total Employees

KEY FACTS

17,872
Population

7,036
Households

38.8
Median Age

\$38,707
Median Disposable Income

COMMUTERS

15%
Spend 7+ hours commuting to and from work per week

77.2%
Drove Alone to Work

EMPLOYMENT

56%
White Collar

12%
Services

32%
Blue Collar

6.4%
Unemployment Rate



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Civilian Labor Force Profile

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

2022 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	15,030	8,123	368	4.3%	56.5%	54
16-24	1,982	1,144	54	4.5%	60.4%	58
25-54	6,915	5,399	264	4.7%	81.9%	78
55-64	2,252	1,246	47	3.6%	57.4%	55
65+	3,881	334	4	1.2%	8.7%	9

Economic Dependency Ratio	
Total	133.4
Child (<16)	48.5
Working-Age (16-64)	41.2
Senior (65+)	43.7

Industry	Employed	Percent	US Percent	Location Quotient
Total	8,122	100.0%	100.0%	-
Agriculture/Forestry/Fishing	68	0.8%	1.2%	0.67
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	714	8.8%	7.1%	1.24
Manufacturing	1,256	15.5%	9.6%	1.61
Wholesale Trade	86	1.1%	2.5%	0.44
Retail Trade	1,184	14.6%	10.8%	1.35
Transportation/Warehousing	575	7.1%	5.5%	1.29
Utilities	35	0.4%	0.8%	0.50
Information	44	0.5%	1.9%	0.26
Finance/Insurance	126	1.6%	4.8%	0.33
Real Estate/Rental/Leasing	120	1.5%	2.0%	0.75
Professional/Scientific/Tech	304	3.7%	8.0%	0.46
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	213	2.6%	3.8%	0.68
Educational Services	571	7.0%	9.0%	0.78
Health Care/Social Assistance	1,776	21.9%	14.5%	1.51
Arts/Entertainment/Recreation	65	0.8%	1.8%	0.44
Accommodation/Food Services	530	6.5%	6.5%	1.00
Other Services (Excluding Public)	172	2.1%	4.7%	0.45
Public Administration	283	3.5%	4.9%	0.71

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2022 and 2027.

Civilian Labor Force Profile

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

Occupation	Employed	Percent	US Percent	Location Quotient
Total	8,123	100.0%	100.0%	-
White Collar	3,866	47.6%	61.8%	0.77
Management	584	7.2%	11.5%	0.63
Business/Financial	161	2.0%	6.0%	0.33
Computer/Mathematical	50	0.6%	3.7%	0.16
Architecture/Engineering	394	4.9%	1.9%	2.58
Life/Physical/Social Sciences	138	1.7%	1.0%	1.70
Community/Social Service	160	2.0%	1.9%	1.05
Legal	16	0.2%	1.1%	0.18
Education/Training/Library	414	5.1%	5.9%	0.86
Arts/Design/Entertainment	43	0.5%	2.0%	0.25
Healthcare Practitioner	489	6.0%	6.5%	0.92
Sales and Sales Related	641	7.9%	9.2%	0.86
Office/Administrative Support	776	9.6%	11.1%	0.86
Blue Collar	2,593	31.9%	22.3%	1.43
Farming/Fishing/Forestry	27	0.3%	0.6%	0.50
Construction/Extraction	401	4.9%	5.2%	0.94
Installation/Maintenance/Repair	287	3.5%	3.0%	1.17
Production	854	10.5%	5.4%	1.94
Transportation/Material Moving	1,024	12.6%	8.1%	1.56
Services	1,664	20.5%	15.9%	1.29
Healthcare Support	592	7.3%	3.4%	2.15
Protective Service	153	1.9%	2.0%	0.95
Food Preparation/Serving	543	6.7%	5.0%	1.34
Building Maintenance	254	3.1%	3.6%	0.86
Personal Care/Service	122	1.5%	1.9%	0.79

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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Source: Esri forecasts for 2022 and 2027.

POPULATION



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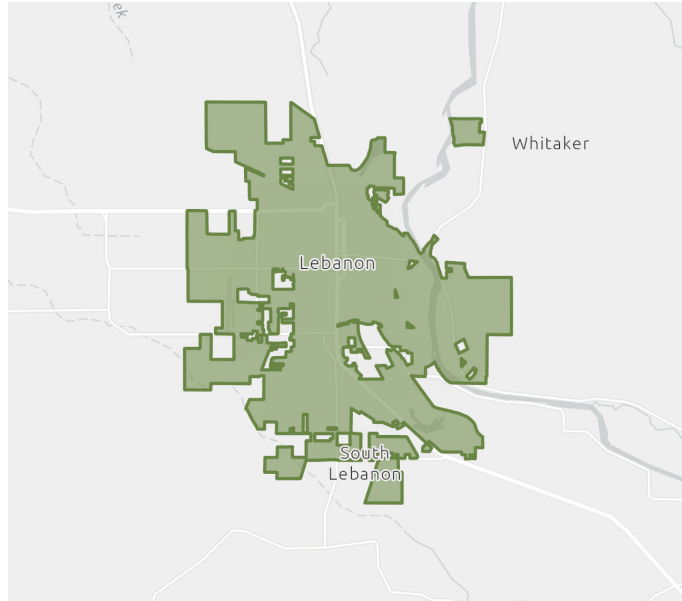


TICOR TITLE™

Population Trends Lebanon Oregon

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title



POPULATION TRENDS AND KEY INDICATORS

Lebanon City, OR

17,872	7,036	2.52	38.8	\$47,969	\$221,631	47	N/A	32
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



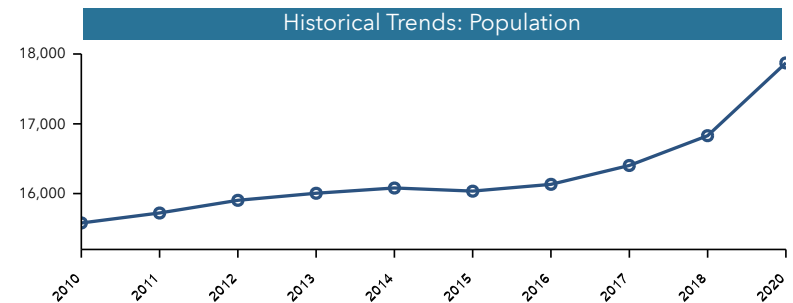
\$6,626

Avg Spent on Mortgage & Basics

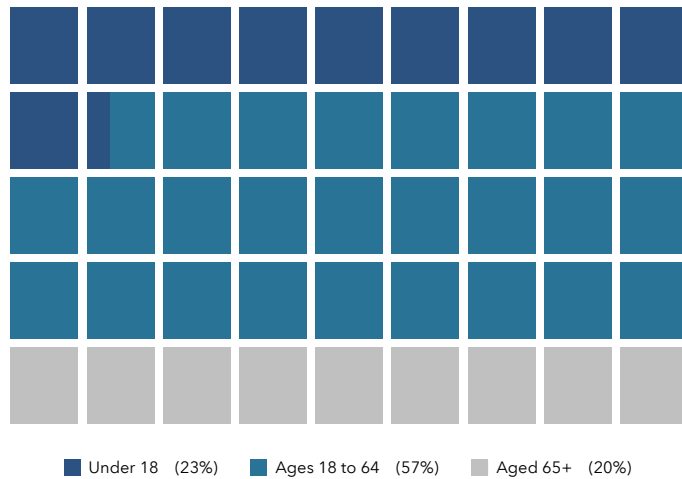


19.4%

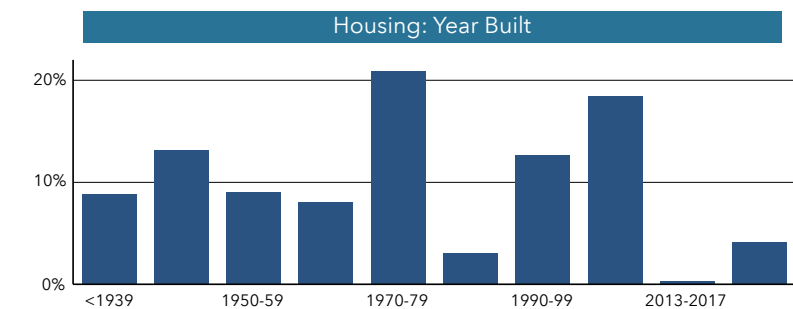
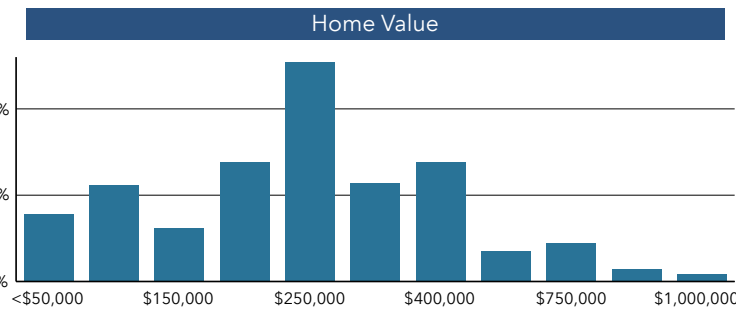
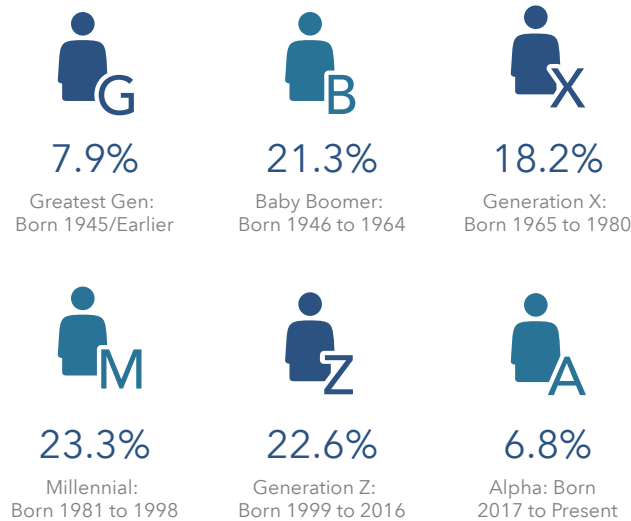
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



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Source: This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025.

Time Series Profile

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Tigor Title

	2020	2021	2022	Average	Median
Population					
Total	18,503	18,712	18,971	18,729	18,712
Change		209	259	234	234
Percent Change		1.1%	1.4%	1.3%	1.3%
Annual Rate		1.1%	1.3%	1.2%	1.2%

	2020	2021	2022	Average	Median
Households					
Total	7,234	7,302	7,391	7,309	7,302
Change		68	89	79	78
Percent Change		0.9%	1.2%	1.1%	1.1%
Annual Rate		0.9%	1.1%	1.0%	1.0%

	2020	2021	2022	Average	Median
Housing Units					
Total	7,588	7,643	7,723	7,651	7,643
Change		55	80	68	68
Percent Change		0.7%	1.0%	0.8%	0.8%
Annual Rate		0.7%	0.9%	0.8%	0.8%

Data Note: The Esri Vintage 2022 Time Series (2020 thru 2021) represents July 1 annual estimates in 2022 geography. With each annual release,
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2022 and 2027.

Tapestry Profile Lebanon Oregon

Lebanon City, OR
 Lebanon City, OR (4141650)
 Geography: Place

Prepared by: Ticor Title

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	1,696	24.10%	7.5%	322
GenXurban (L5)	480	6.82%	11.4%	60
Cozy Country Living (L6)	604	8.58%	12.0%	72
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,028	14.61%	10.9%	134
Senior Styles (L9)	1	0.01%	5.8%	0
Rustic Outposts (L10)	402	5.71%	8.2%	69
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	2,825	40.15%	6.1%	654
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

\$221,631
Median Home Value

\$47,969
Median HH Income

4.6
Home Value to Income Ratio

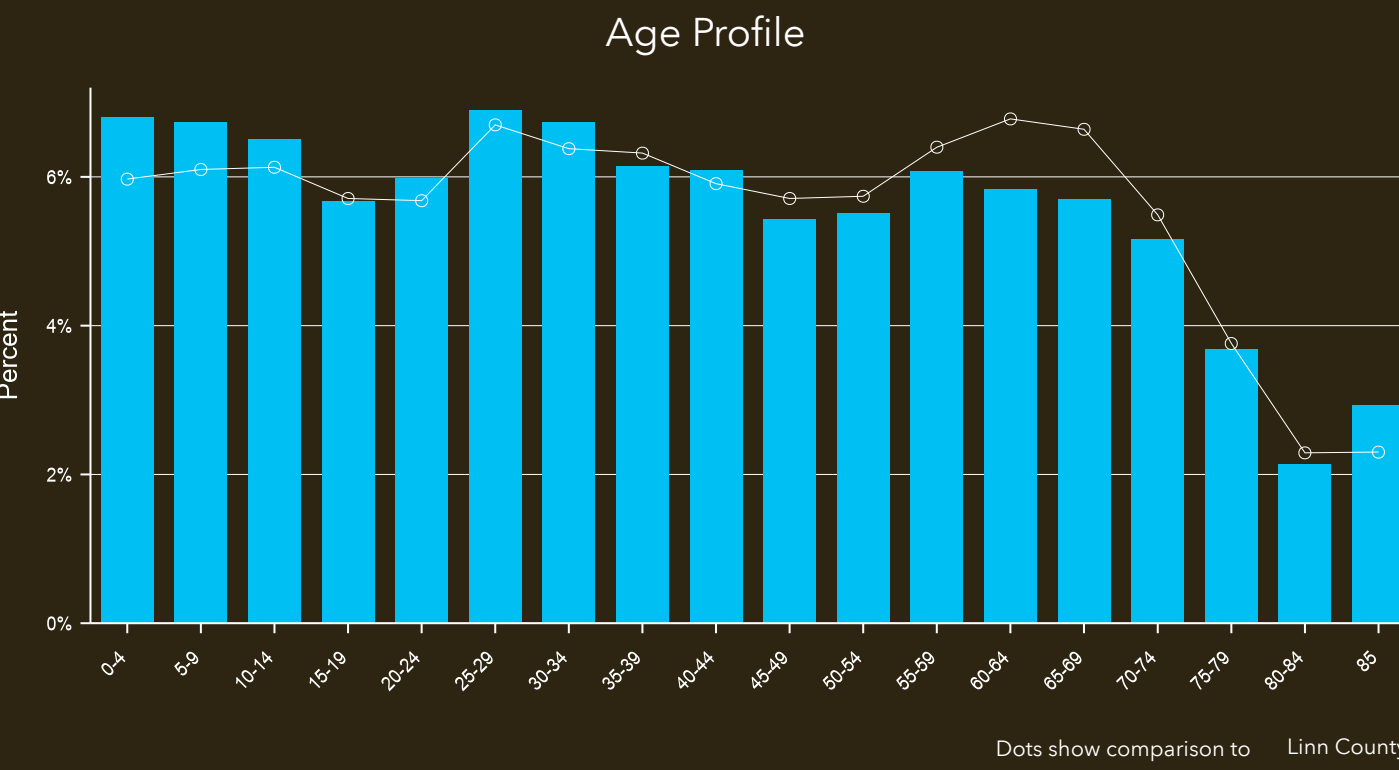
Education

9%
No HS Diploma

31%
HS Graduate

42%
Some College

18%
Degree or Higher



Households By Income

The largest group: \$50,000 - \$74,999 (16.6%)
 The smallest group: \$200,000+ (0.9%)

Indicator	Value	Difference
<\$15,000	13.5%	+5.7%
\$15,000 - \$24,999	13.7%	+3.7%
\$25,000 - \$34,999	10.6%	+0.4%
\$35,000 - \$49,999	13.6%	-0.6%
\$50,000 - \$74,999	16.6%	-1.2%
\$75,000 - \$99,999	14.1%	-1.8%
\$100,000 - \$149,999	13.5%	-3.0%
\$150,000 - \$199,999	3.5%	-1.5%
\$200,000+	0.9%	-1.8%

Bars show deviation from Linn County



Tapestry Segments

- 12C Small Town Simplicity**
2,289 households
32.5% of Households
- 4C Middleburg**
1,696 households
24.1% of Households
- 6B Salt of the Earth**
604 households
8.6% of Households

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