



CITY OF BEND

Livability and Economic Snapshots

Jonathan Taylor, Urban Renewal Manager

FUN FACT

U-HAUL® *Your moving and storage resource.*

Trucks

Trailers & Towing

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Storage

Boxes & Packing

Trucks & Trailers

Storage Units

Pick Up Location*

Los Angeles, CA



Drop Off Location (Optional)

Bend, OR

Pick Up Date*

07/10/2025



Get Rates

U-Haul Growth Metros and Cities of 2024: Bend Metro Top Oregon Metro for In-Migration

1. Dallas, TX
2. Charlotte, NC
3. Pheonix

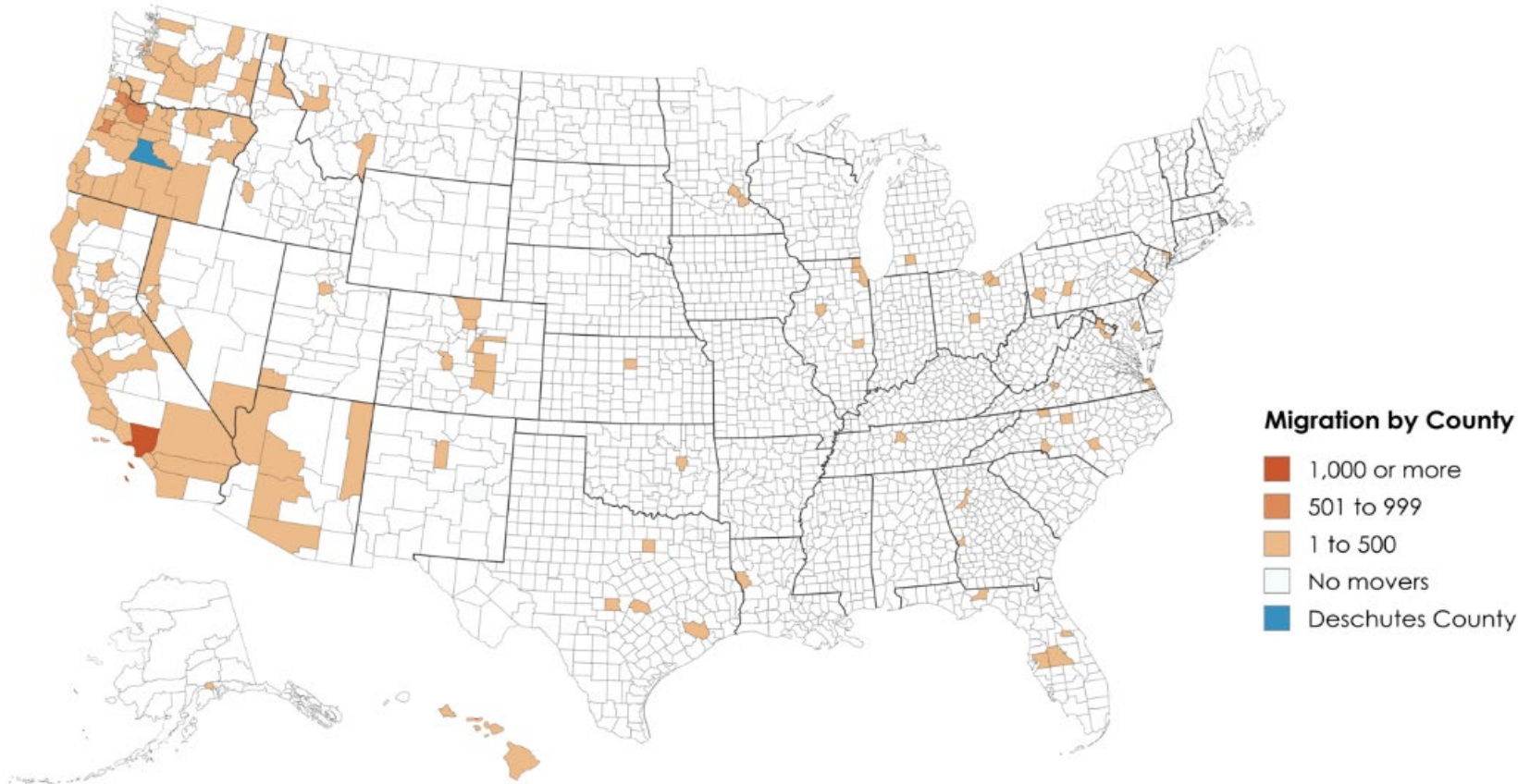
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19. Bend, Oregon

Only top 25 in Oregon!

Population

Map 1. County-to-County In Migration



KEY TAKE AWAYS:

- Bend grew 4.73% since 2023
- Net migration accounts for 88% of population growth: 60% of born in a different state, 5% of residents were born abroad.
- Oregon (36%)
- California (22%)
- The birth rate fell by 67% since 2019.



Population

Table 1. Household Composition Changes

	2019		2023		2019 - 2023 Change	
	Number	% Total	Number	% Total	Number	% Change
Total Households	38,312	100%	43,278	100%	4,966	13%
Household Size	2.44		2.33			
Family Households	24,398	64%	26,066	60%	1,668	7%
Family Size	2.93		2.83			
With children under 18	10,812	28%	14,575	34%	3,763	35%
Without children under 18	13,586	35%	28,703	66%	15,117	111%
Non-Family Households	13,914	36%	17,212	40%	3,298	24%
Living alone less than 65 years	10,231	27%	12,168	28%	1,937	19%
Living alone 65 years and older	4,383	11%	4,883	11%	500	11%

KEY TAKE AWAYS:

- Households without children increased by 111%
- More people are living alone, and family size has gotten smaller. Meaning more housing units will be needed
- Bend-La Pine School District has 1,200 less students since 18-19 SY.



Income

Figure 6. Change in Income Strata



KEY TAKE AWAYS:

- Bend's median household income grew by 7% since 2019.
- Largest growth occurred among those 120%+ AMI
- Households earning 80% AMI or less saw 16% decrease.



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Source: Demographics. American Community Survey, 5-Year Estimates. United States Census Bureau.

Income Inequality

Figure 8. Gini Index

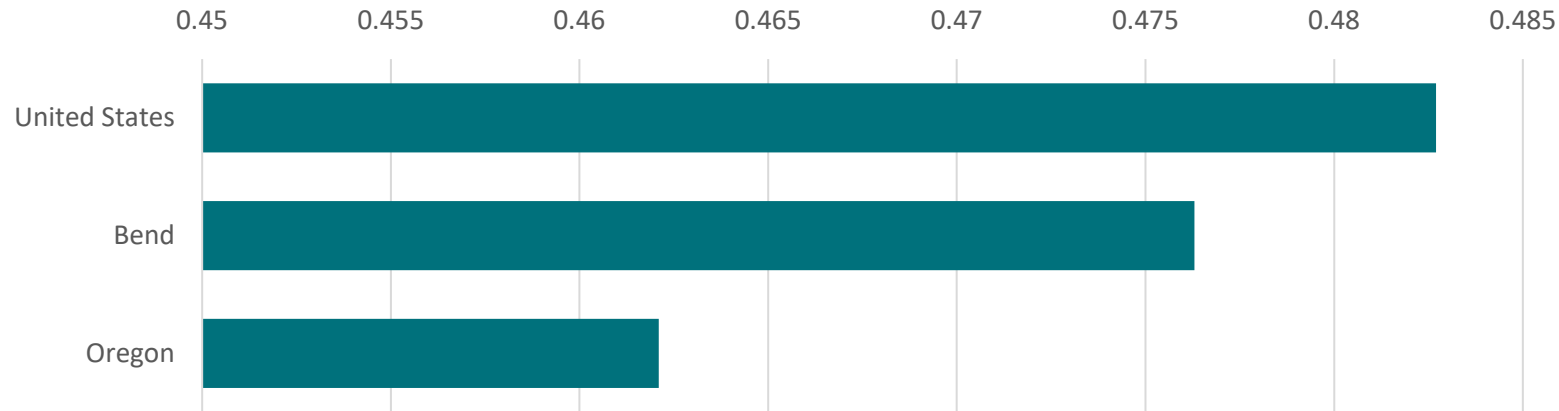
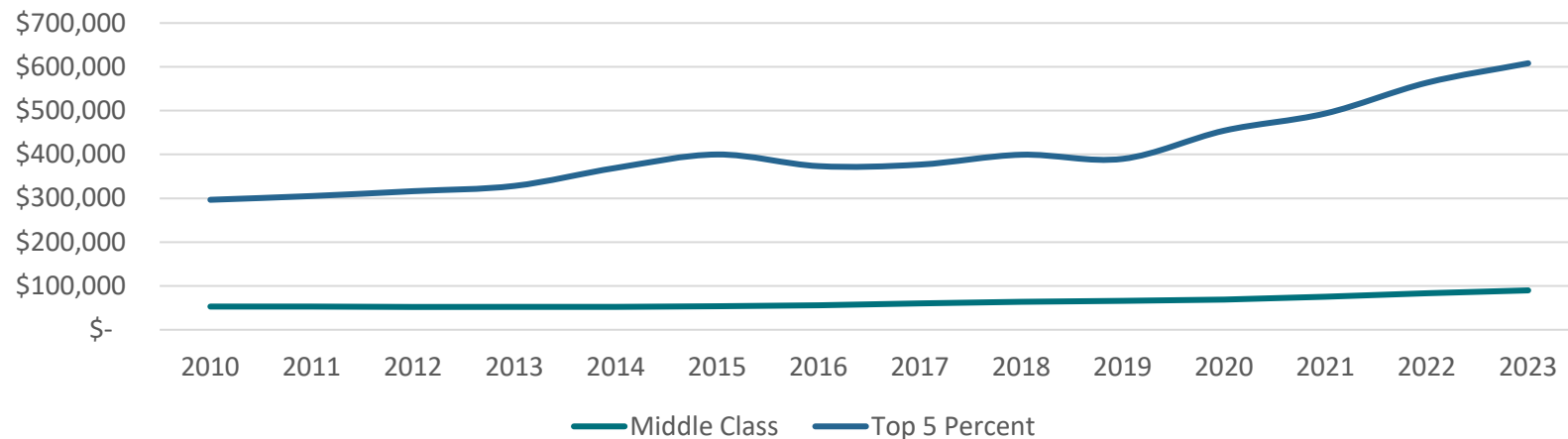


Figure 9. Income Quintiles

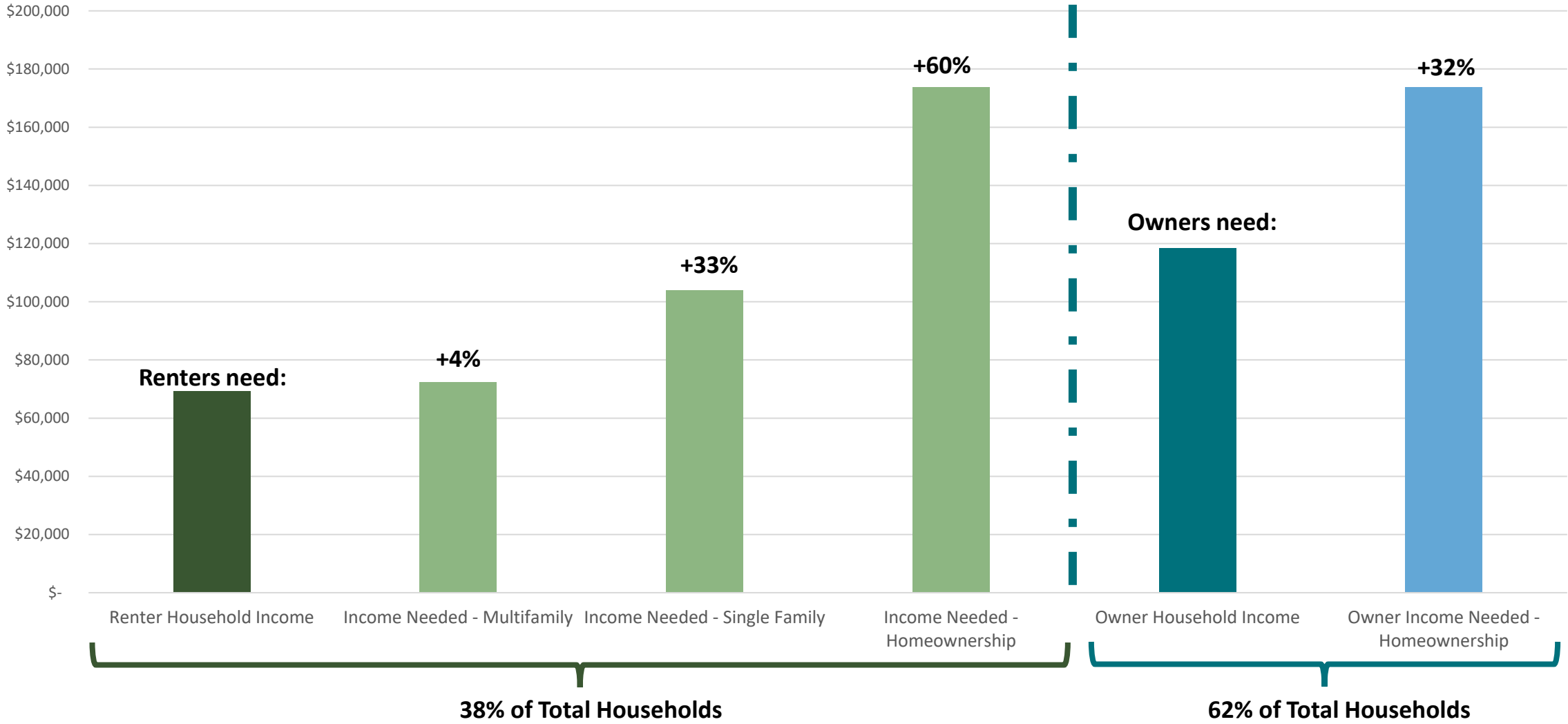


KEY TAKE AWAYS:

- The Top 5% (households) earn 24% of total aggregate income.
- Bend's income inequality (Gini Index) has increased more dramatically than Oregon or US.



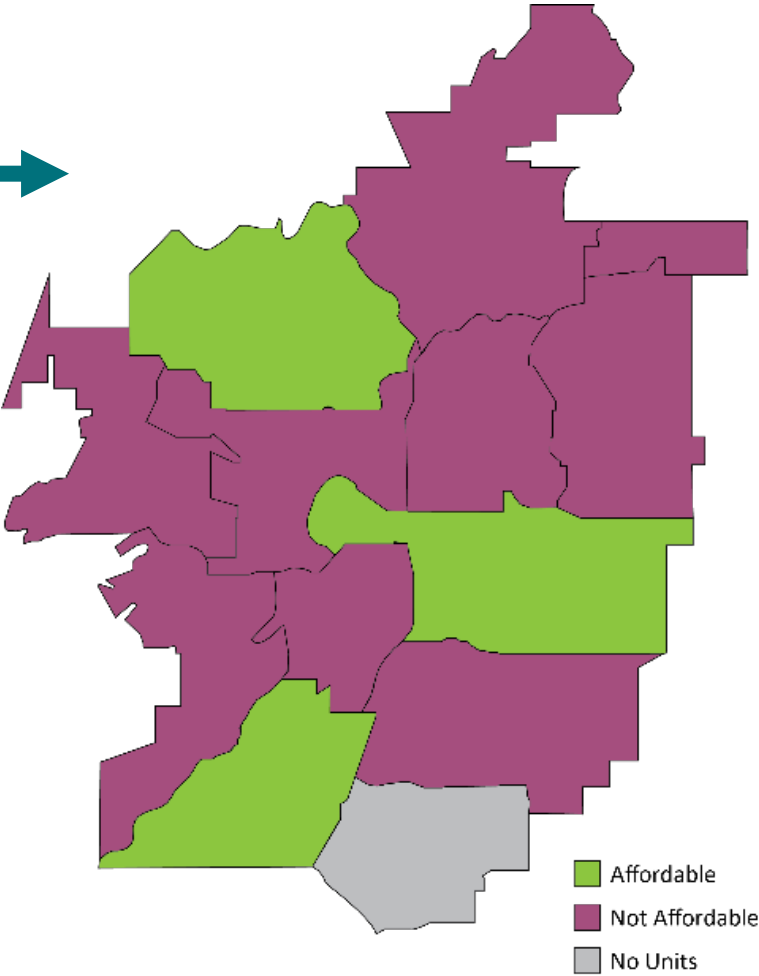
Additional Income Needed for Affordability



Average Rental Household

Median Annual Income: \$66,155
Median Monthly Income: \$5,513
Maximum Monthly Housing Cost: \$1,654

	Studio		1-Bedroom		2-Bedroom		3-Bedroom		Overall	
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
Summit West	null	null	\$1,436	\$1,389	\$1,581	\$1,613	null	null	\$1,465	\$1,426
Century	\$1,655	\$1,605	\$1,529	\$1,559	\$1,870	\$1,849	\$2,863	\$2,913	\$1,720	\$1,709
Southwest Bend	null	null	\$1,079	\$1,086	\$1,338	\$1,349	\$1,433	\$1,449	\$1,291	\$1,302
Southern Crossing	\$1,705	\$1,683	\$1,791	\$1,821	\$2,335	\$2,431	\$2,333	\$2,399	\$2,044	\$2,095
Old Bend	null	null	\$747	\$748	\$1,297	\$1,298	\$1,739	\$1,742	\$1,137	\$1,138
River West	\$1,644	\$1,679	\$1,735	\$1,714	\$2,188	\$2,082	\$2,227	\$2,257	\$1,889	\$1,860
Aubrey Butte	\$837	\$851	\$1,064	\$1,083	\$1,244	\$1,265	\$1,587	\$1,615	\$1,141	\$1,161
Boyd Acres	null	null	\$1,153	\$1,584	\$1,872	\$1,854	\$2,091	\$2,051	\$1,877	\$1,861
Mountain View	\$2,227	\$2,107	\$2,055	\$2,044	\$1,954	\$1,931	\$1,814	\$1,775	\$1,996	\$1,970
Orchard	\$1,700	\$1,430	\$1,420	\$1,506	\$1,754	\$1,766	\$2,051	\$2,057	\$1,717	\$1,723
Larkspur	\$915	\$915	\$1,499	\$1,547	\$1,574	\$1,371	\$1,970	\$2,011	\$1,401	\$1,307
Old Farm	null	null	\$1,613	\$1,657	\$1,983	\$1,972	\$2,414	\$2,432	\$1,943	\$1,950
Southeast Bend	null	null		null		null		null		null
Bulter Market	Null	Null	\$1,894	\$1,990	\$2,289	\$2,005	\$2,649	\$2,470	\$2,283	\$2,123
City of Bend	\$1,770	\$1,791	\$1,732	\$1,716	\$1,824	\$1,858	\$2,012	\$2,024	\$1,814	\$1,830



Economic Snapshot

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Rank	City	Unemployment rate	Median earnings for workers	3-year income growth	Percent working remotely
1	Bend, Oregon	3.16%	\$51,382	44.22%	26.89%
2	Richmond, Virginia	3.80%	\$73,138	49.47%	15.81%
3	Seattle, Washington	4.17%	\$46,443	35.99%	26.87%
4	Bellevue, Washington	4.29%	\$76,228	32.43%	24.59%
5	Carmel, Indiana	2.27%	\$101,038	21.49%	27.75%
6	Santa Clara, California	4.24%	\$90,384	40.97%	16.51%
7	Cary, North Carolina	3.50%	\$47,203	23.13%	27.96%
8	Sioux Falls, South Dakota	2.36%	\$56,858	29.89%	9.26%
9	Westminster, Colorado	1.69%	\$70,711	37.73%	19.35%
10	Sunnyvale, California	3.45%	\$111,905	31.12%	15.33%
11	Austin, Texas	3.95%	\$36,585	34.97%	26.54%
12	Wichita Falls, Texas	2.51%	\$68,390	39.65%	7.58%
13	Scottsdale, Arizona	2.97%	\$57,183	28.38%	26.52%
14	St. Louis, Missouri	4.69%	\$59,986	34.47%	13.30%
15	Nashville, Tennessee	3.13%	\$50,304	38.37%	17.81%

Data is from the U.S. Census Bureau's 2023 1 Year American Community Survey.

Source: [SmartAsset 2025 Study](#) - [Get the data](#) - [Embed](#)

smartasset

According to SmartAsset, the City of Bend has the best economy in the Country



CITY OF BEND

State Challenges

44th – Chief Executives Best and Worst States for Business

CNBC 2024 Top States for Business

- Economy 36th ↓
- Cost of Doing Business 34th ↓
- Business Friendliness 48th ↓
- Education 37th ↓
- Workforce 36th ↓

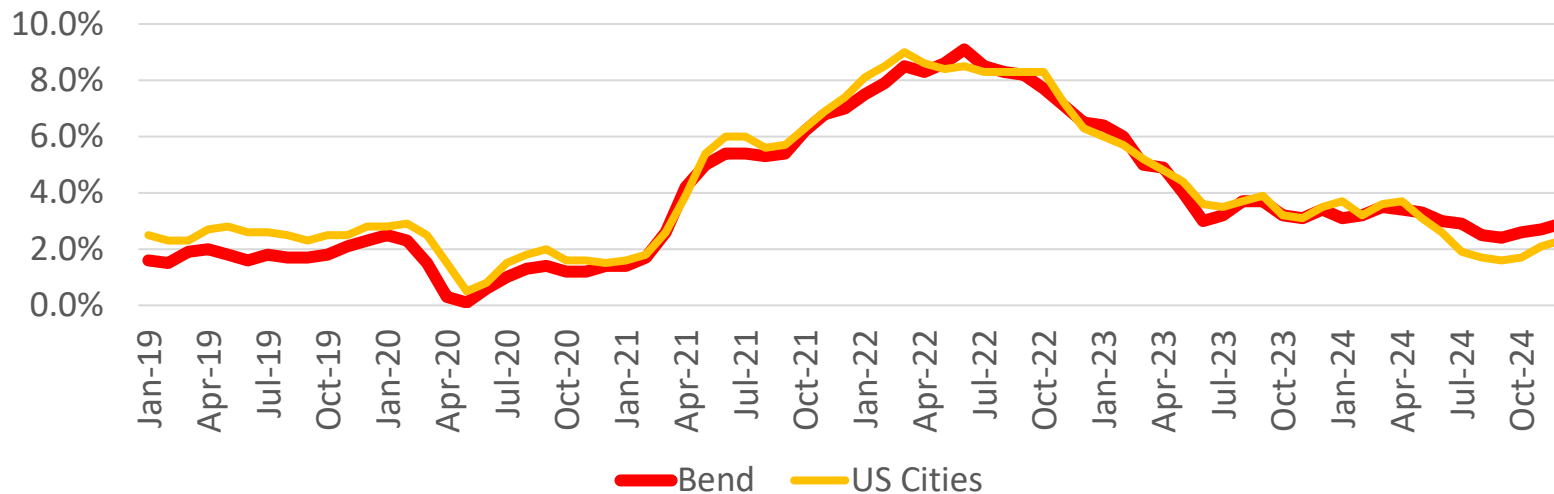


Economic Landscape

Real Gross Domestic Product, Annual Change

	2019	2020	2021	2022	2023	2024
Bend	5.75%	-0.30%	10.52%	3.84%	4.06%	3.75%
Oregon	2.34%	-0.99%	5.43%	2.29%	2.30%	1.22%
United States	1.93%	1.28%	1.76%	4.01%	2.28%	2.90%

Bend (MC) and US Cities Average, Inflation

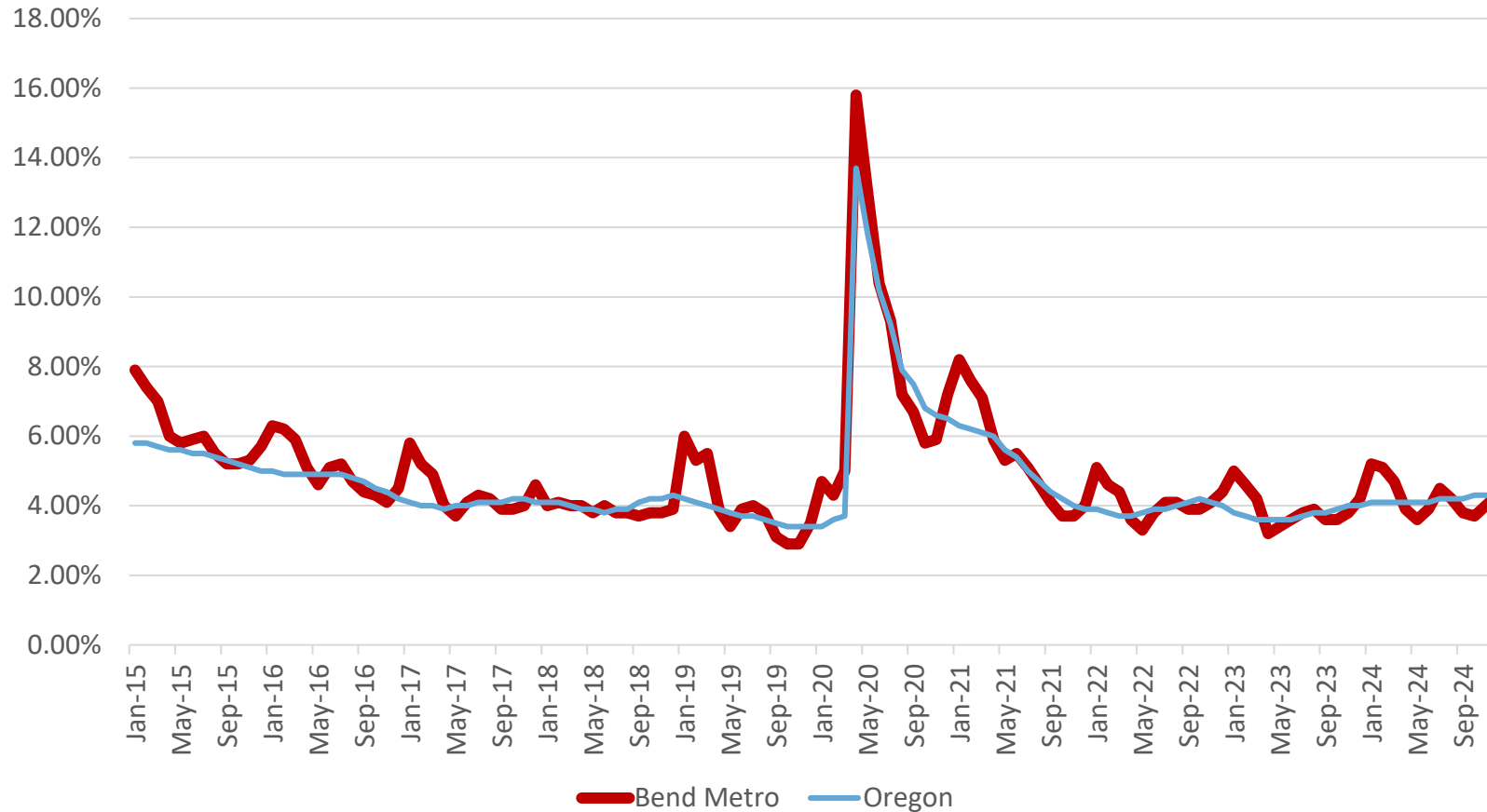


KEY TAKE AWAYS:

- Bend has the fourth largest economy in Oregon.
- Bend has a faster growing GDP compared to Oregon and the United States.
- Bend has higher than average inflation rates than the average U.S. City.

Unemployment Rate

Bend and Oregon Unemployment Rate

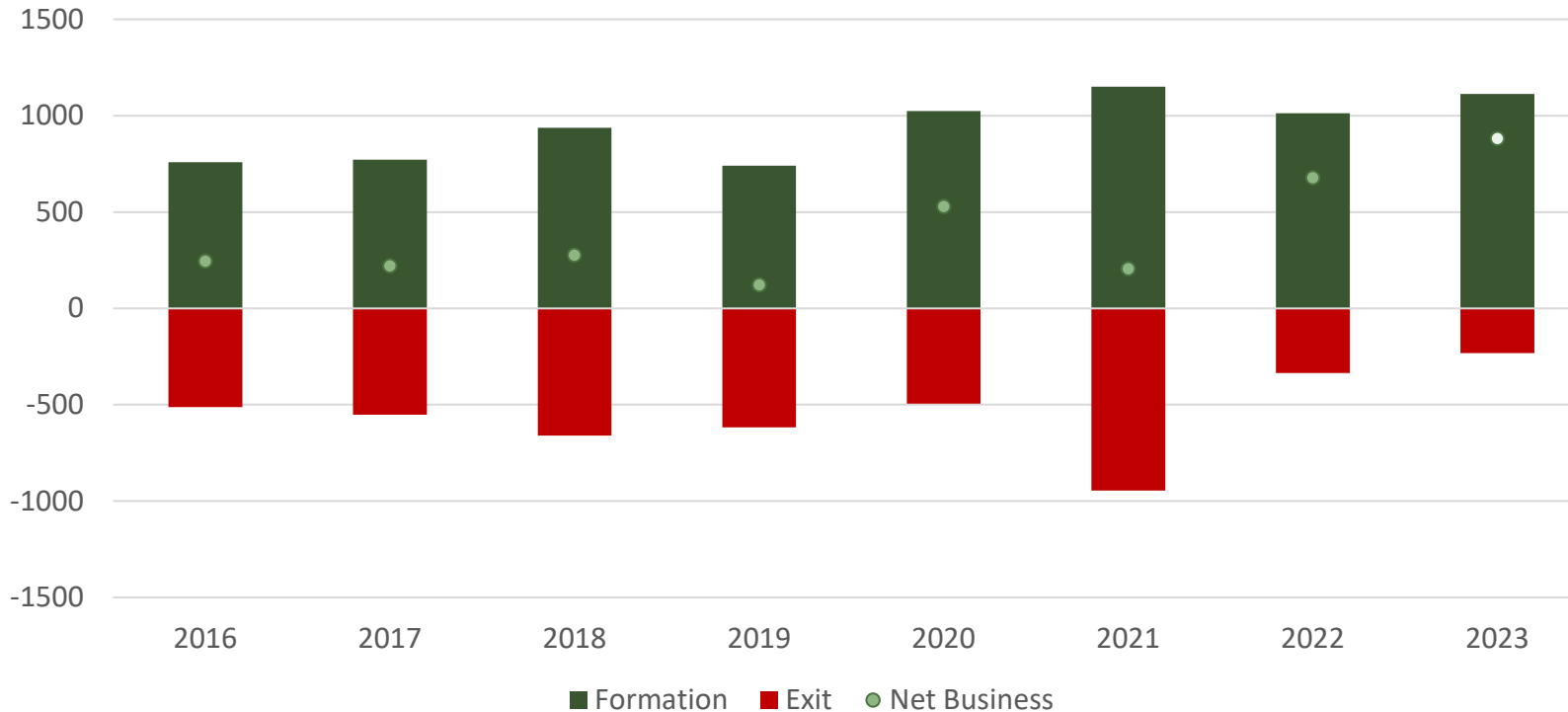


KEY TAKE AWAYS:

- Bend's 2024 annual unemployment rate was 4.24% (U.S. 4.03%)
- Bend has seasonal surges of unemployment due to overreliance on seasonal workers.

Net Business Formation

Figure 4. Net Business Formation



KEY TAKE AWAYS:

- Between 2022 and 2023, there was a 31% increase in businesses continuing into the next year.
- 75% of all employment is with companies 100 employees or less.
- Small businesses only had a 4% closure rate from 2022 to 2023.

Source: Oregon Employment Department, Quarterly Census Employment and Wages



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Source: Oregon Employment Department, City of Bend

One out of every _____ own a business

	Bend	Portland	Oregon
Female	45	66	105
Male	21	31	42
White	6	30	41
Minority Owned	8	31	23

KEY TAKE AWAYS:

- Bend has greater business ownership diversification among race and sex than the state of Oregon and the more-diverse city of Portland.
- While Bend has a small minority population, it is highly entrepreneurial.

Annual Business Survey: Statistics for Employer Firms by Race for the U.S.: 2022;

Demographics. American Community Survey, 5-Year Estimates. United States Census Bureau.



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Source: 2022 Annual Business, American Community Survey, U.S. Census

Figure 5. Total Business Investment

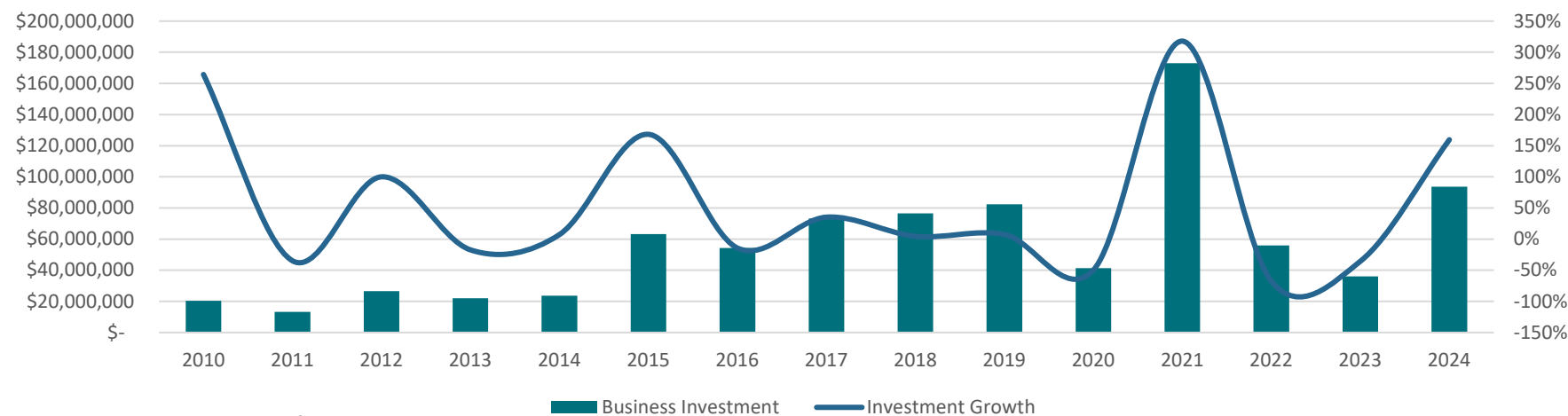
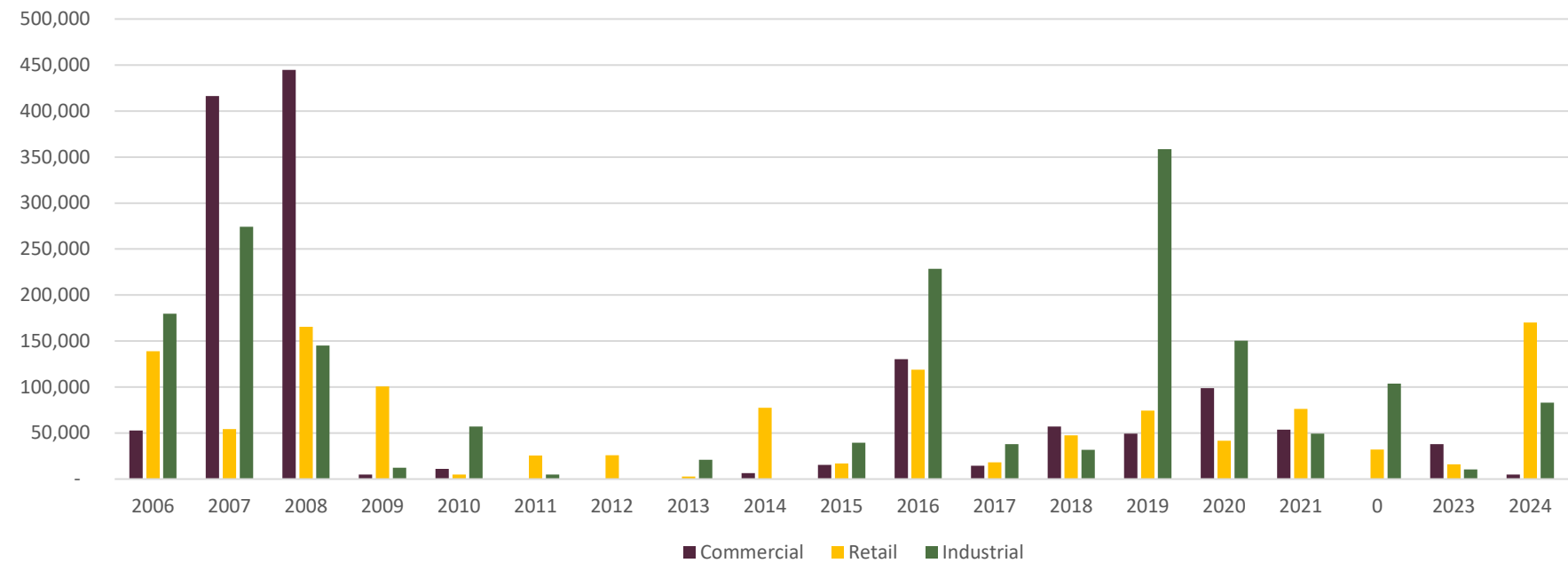


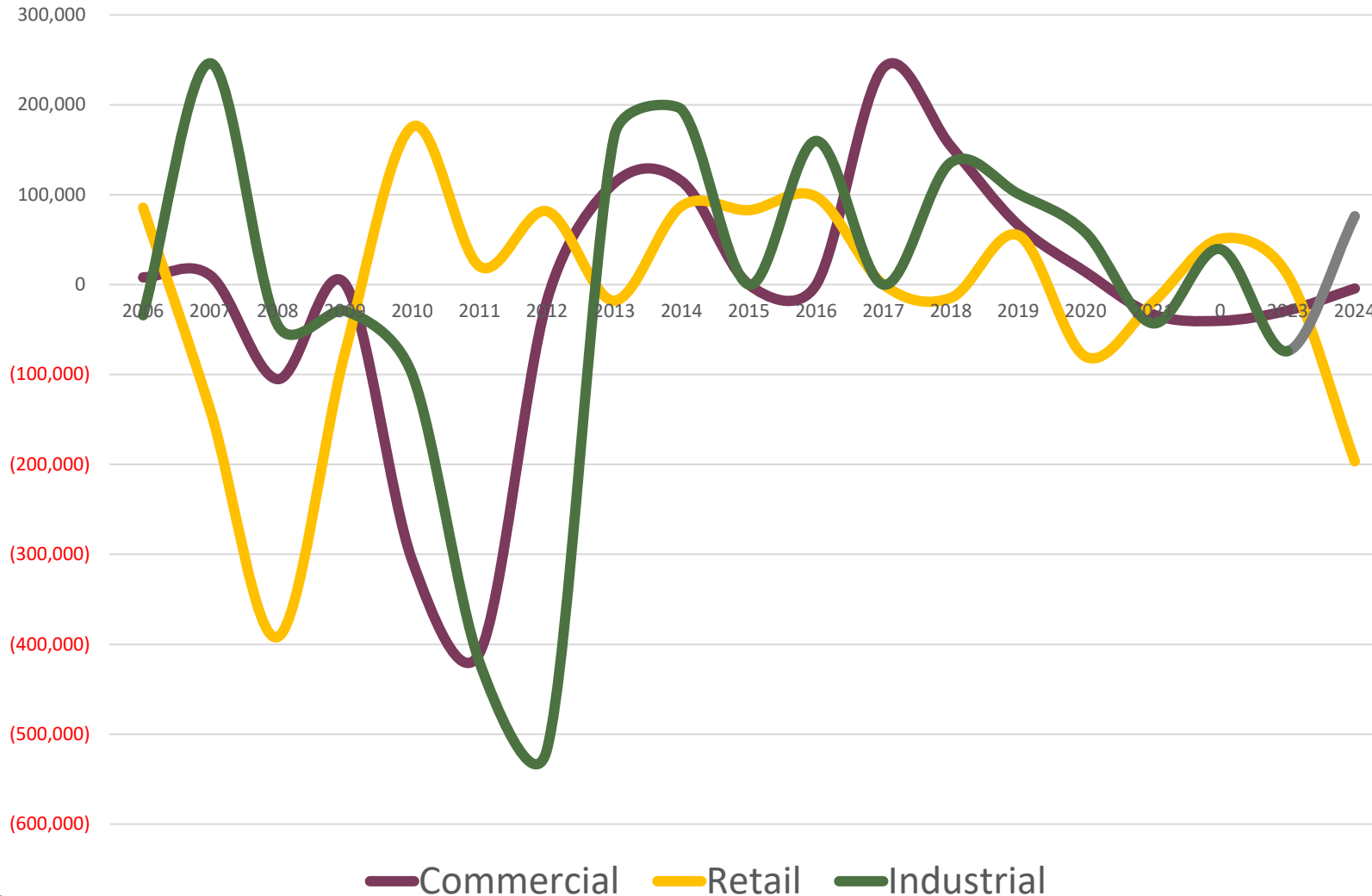
Figure 6. SF Deliveries



KEY TAKE AWAYS:

- Bend’s commercial and industrial investment was 160% higher than 2023.
- Office space deliveries have decline, substantial retail has been delivered, and industrial is more slowly delivered to the market.

Excess Demand

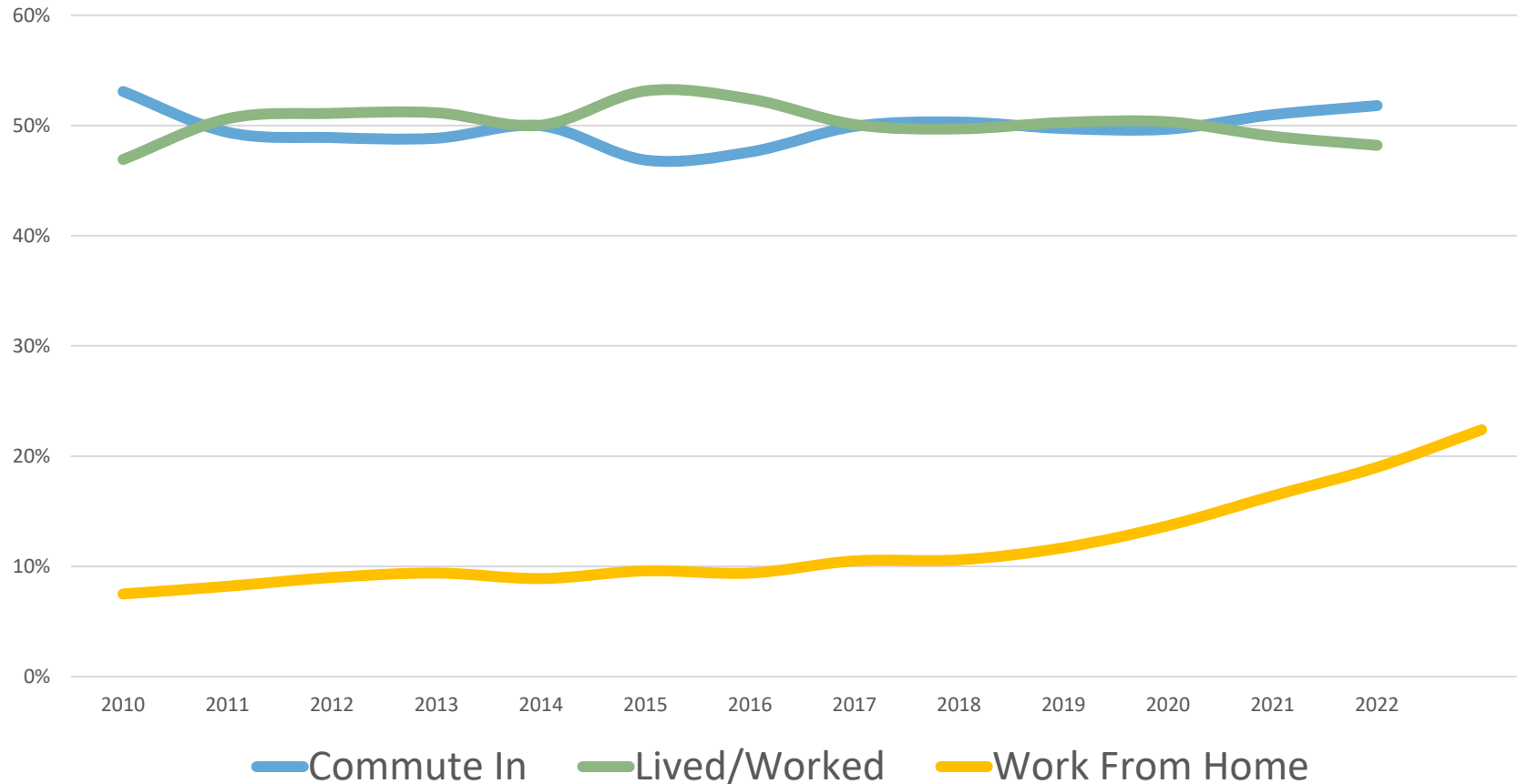


KEY TAKE AWAYS:

- Commercial: over the last five years there has been no high demand for office space.
- Retail: Demand for retail has drastically fallen.
- Industrial: Demand for industrial is contingent on many factors outside of space available. This can include overall production price, local labor availability, and land costs.

Working Locations

Figure 15. Work From Home



KEY TAKE AWAYS:

- The pandemic era led to a surge in individuals who worked from home.
- Nearly 25% of individuals work from home and 51% of workers commute in.

American Community Survey, 5-Year Estimates. United States Census Bureau.

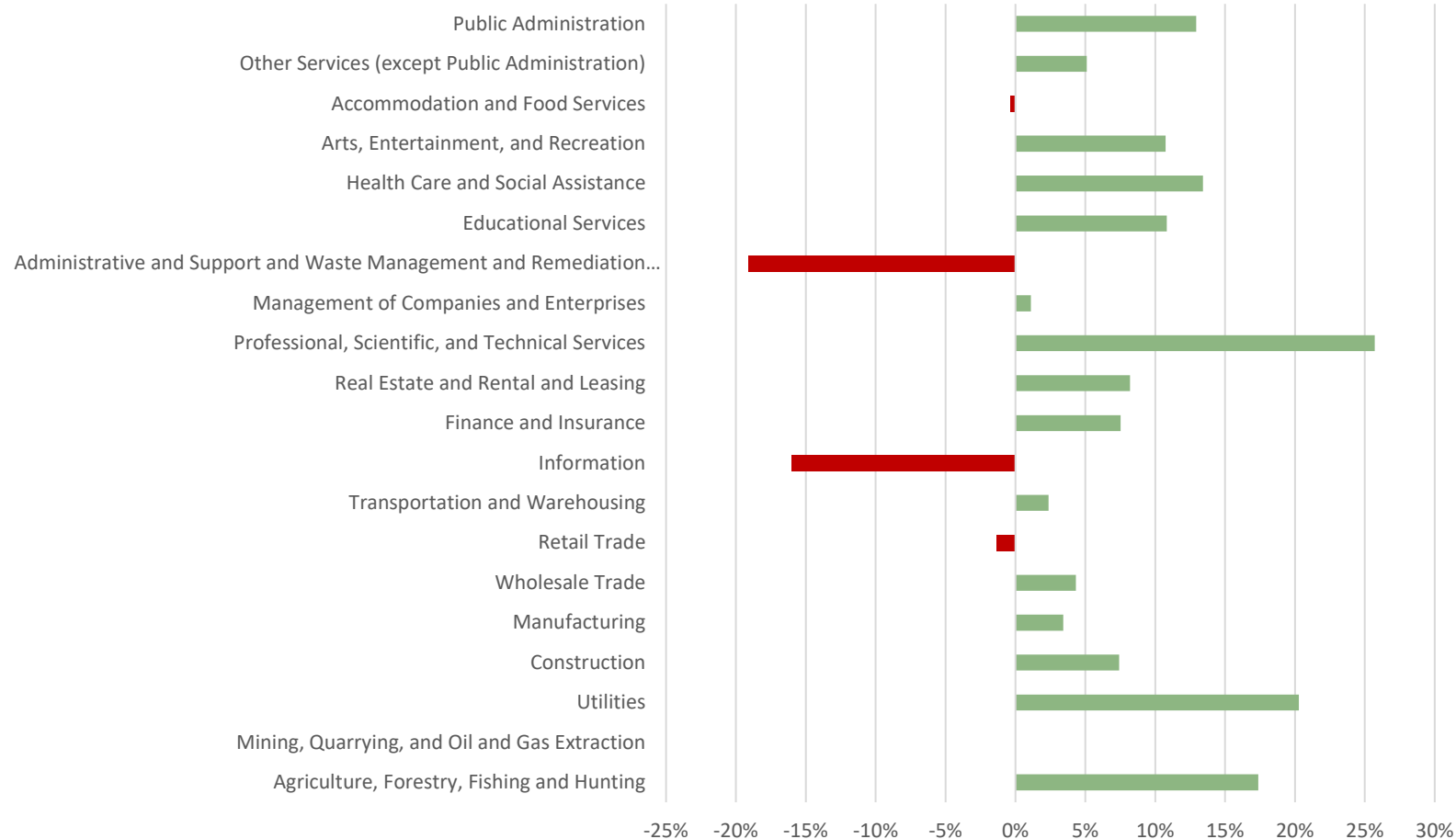


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Source: American Community Survey, 5-Year Estimates, U.S. Census

Employment Sector Growth

Figure 18. Sector Employment Growth Growth



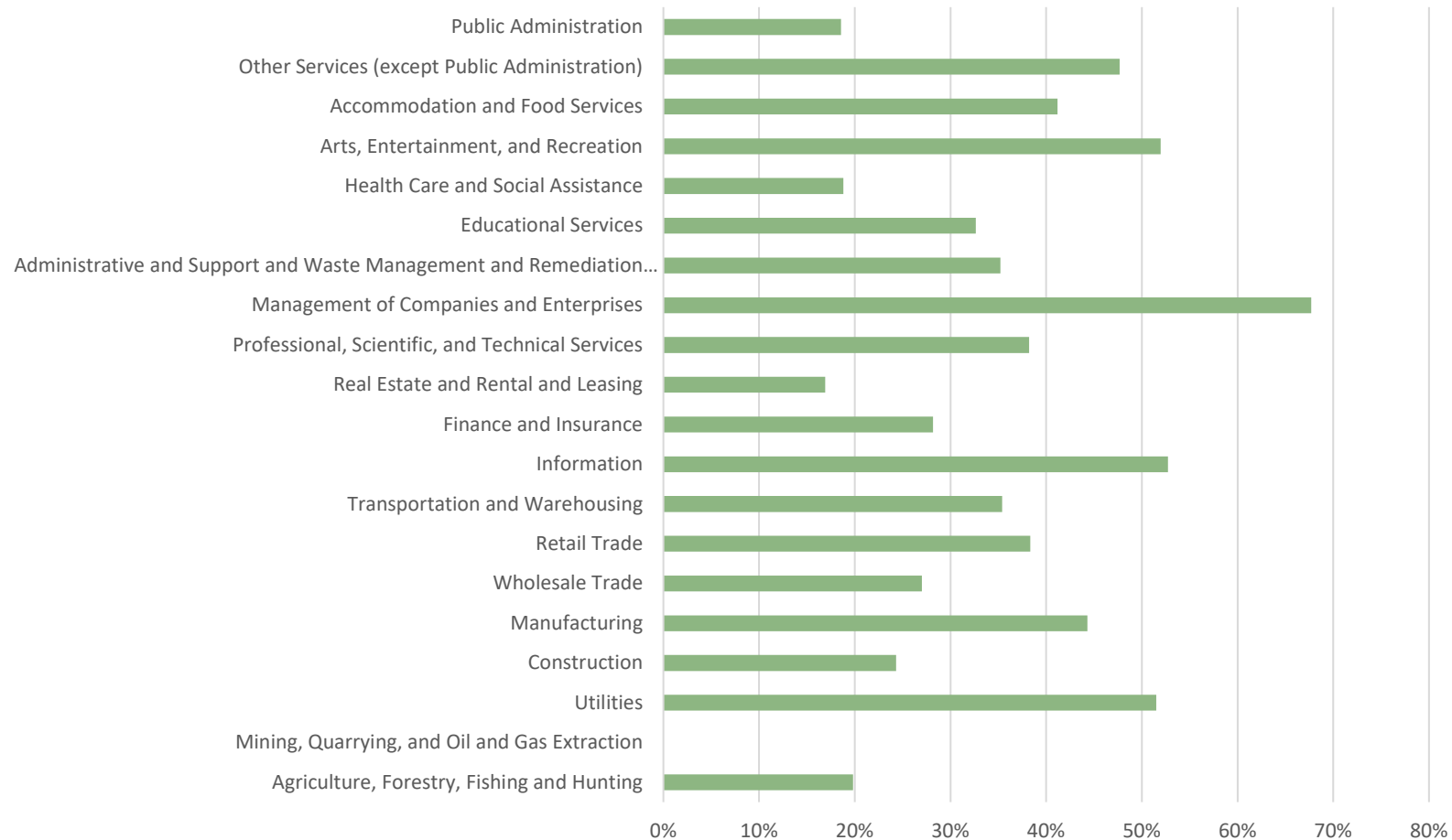
KEY TAKE AWAYS:

- 85% of Bend Sectors saw employment growth.
- The largest growth of establishments occurred in Professional and Scientific.
- The largest decrease occurred in Administration and Waste Management



Employment Sector Growth

Figure 19. Sector Weekly Wage Growth



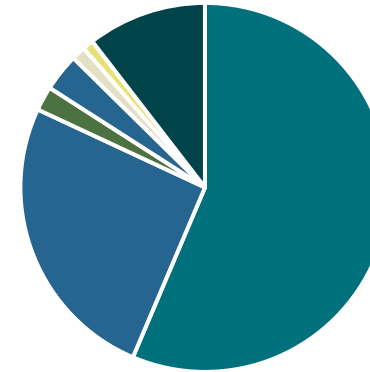
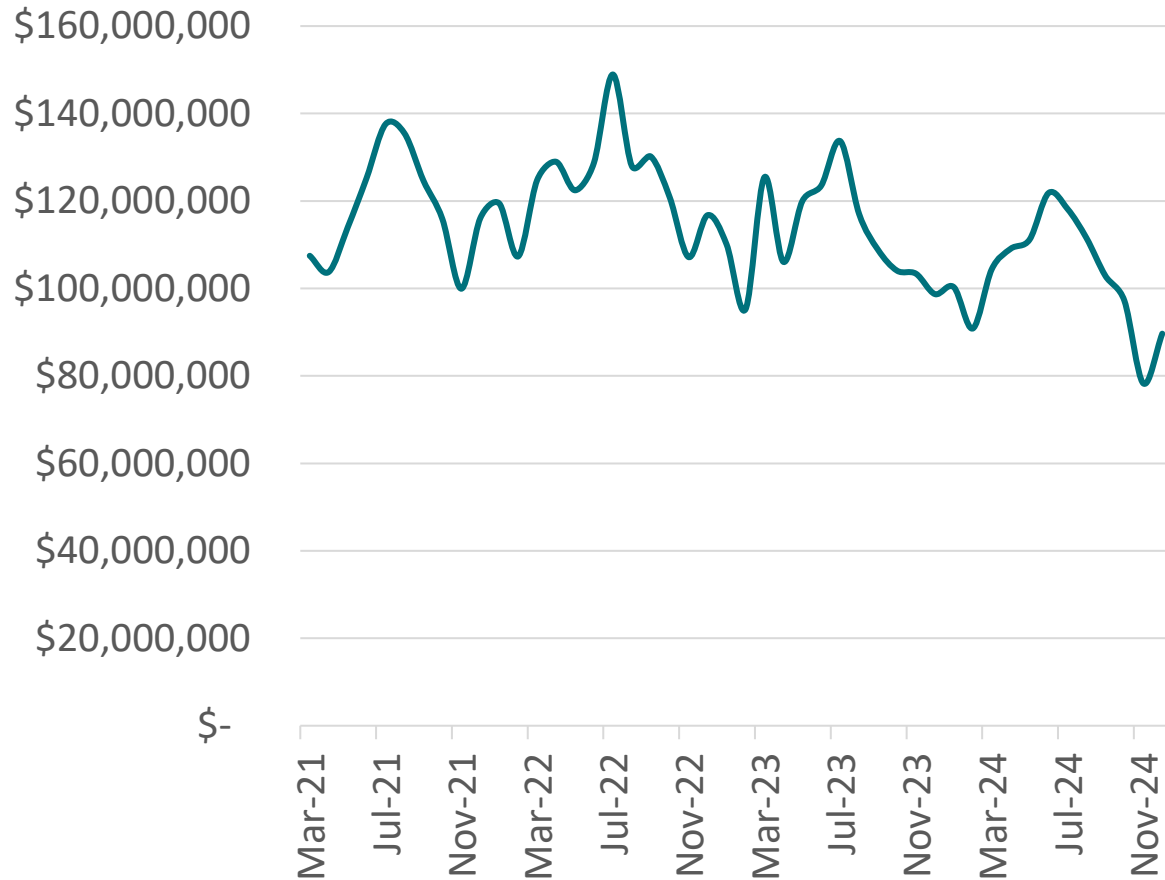
KEY TAKE AWAYS:

- All Sectors saw wage increases.
- Management of companies saw the largest wage increase from 2019.



Consumer Spending

Figure 23. Total Consumer Spending



Local Spending
Oregon
Washington
California
Arizona
Idaho
Other

KEY TAKE AWAYS:

- Summer is when spending occurs the most (Tourism Season)
- Consumer spending is down 8% from 2023.
- For an economy based on retail and tourism, this is a troubling trend.
- 56% of spending is from locals

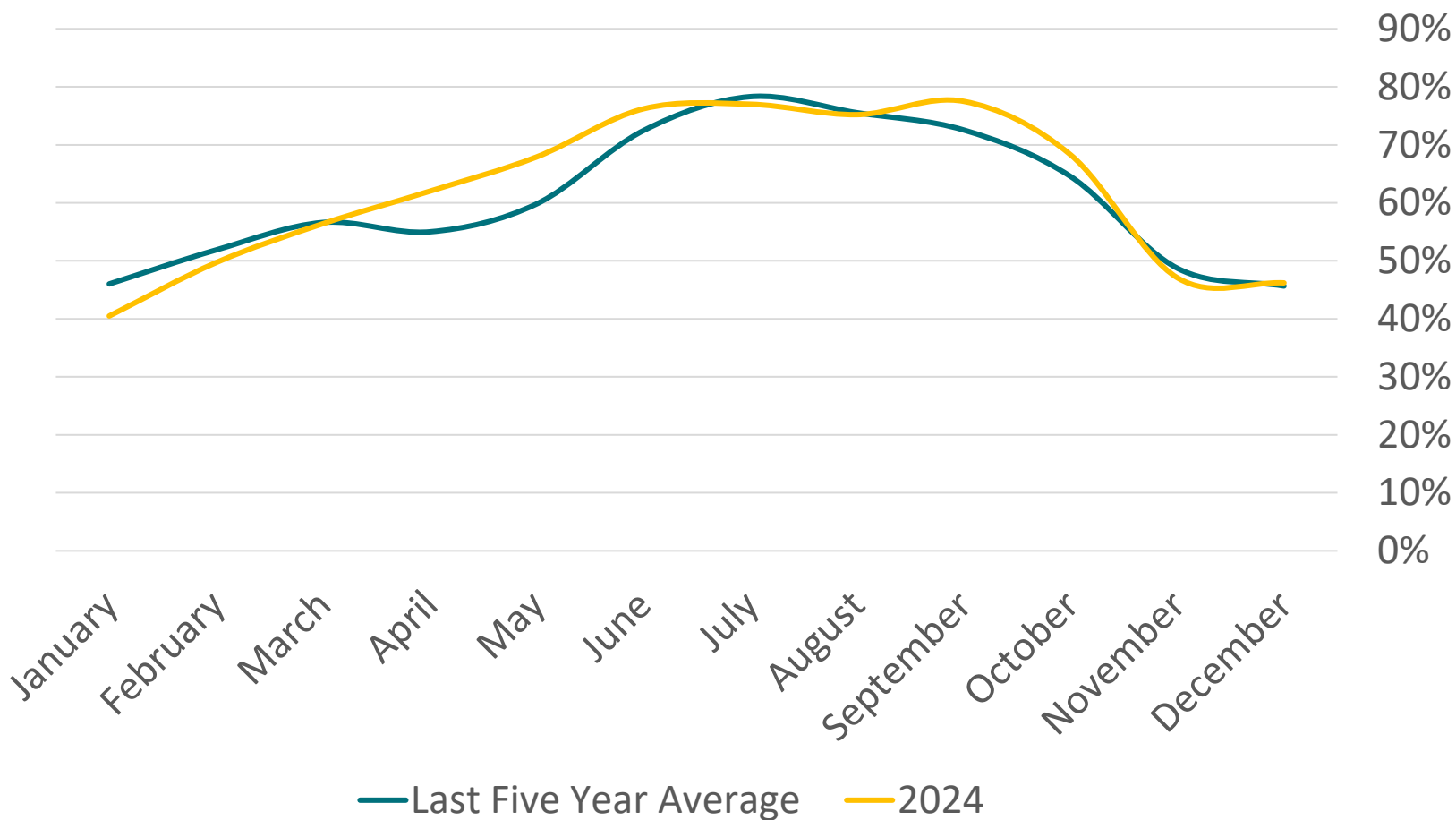


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Source: Visit Bend

Tourism Occupancy

Figure 25. Tourism Occupancy



KEY TAKE AWAYS:

- Tourism is at its highest level compared to the last five-year average.
- May – October is Tourism Season