



CITY OF BEND

Livability and Economic Snapshots

Jonathan Taylor, Urban Renewal Manager

FUN FACT



A U-Haul truck is shown driving on a road with a blue railing, set against a backdrop of green hills and a clear sky. The truck is white with red and blue accents and features a large graphic of a butterfly on its side. A white overlay box is positioned on the left side of the image, containing a form for booking a moving service. The form includes fields for "Pick Up Location" (Los Angeles, CA), "Drop Off Location (Optional)" (Bend, OR), and "Pick Up Date" (07/10/2025). It also features a "Get Rates" button and tabs for "Trucks & Trailers" and "Storage Units".

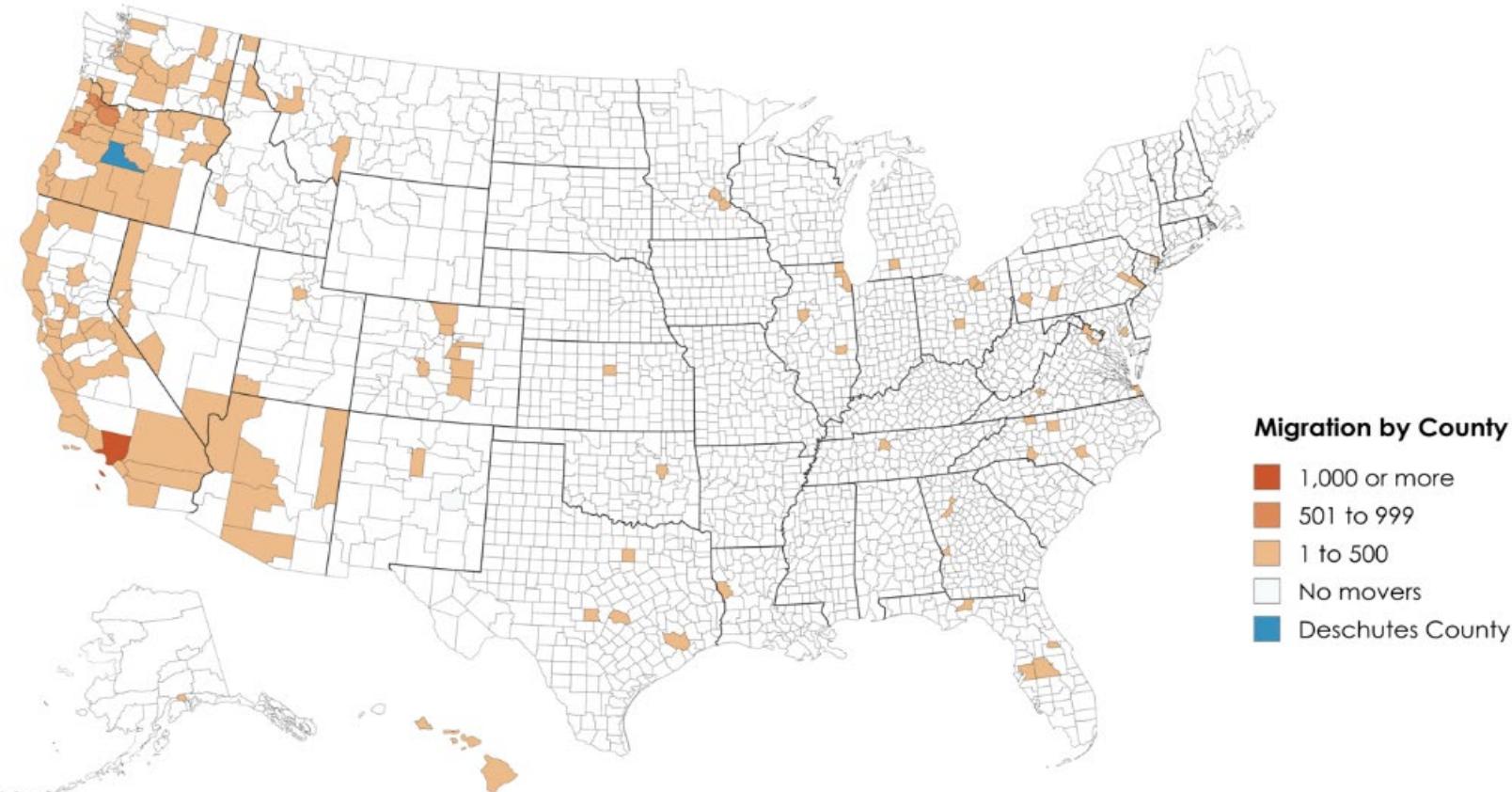
U-Haul Growth Metros and Cities of 2024: Bend Metro Top Oregon Metro for In-Migration

1. Dallas, TX
2. Charlotte, NC
3. Phoenix
-
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.



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Source: County-to-County Migration Flows 2016-2020, American Community Survey, United States Census Bureau. City of Bend

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%

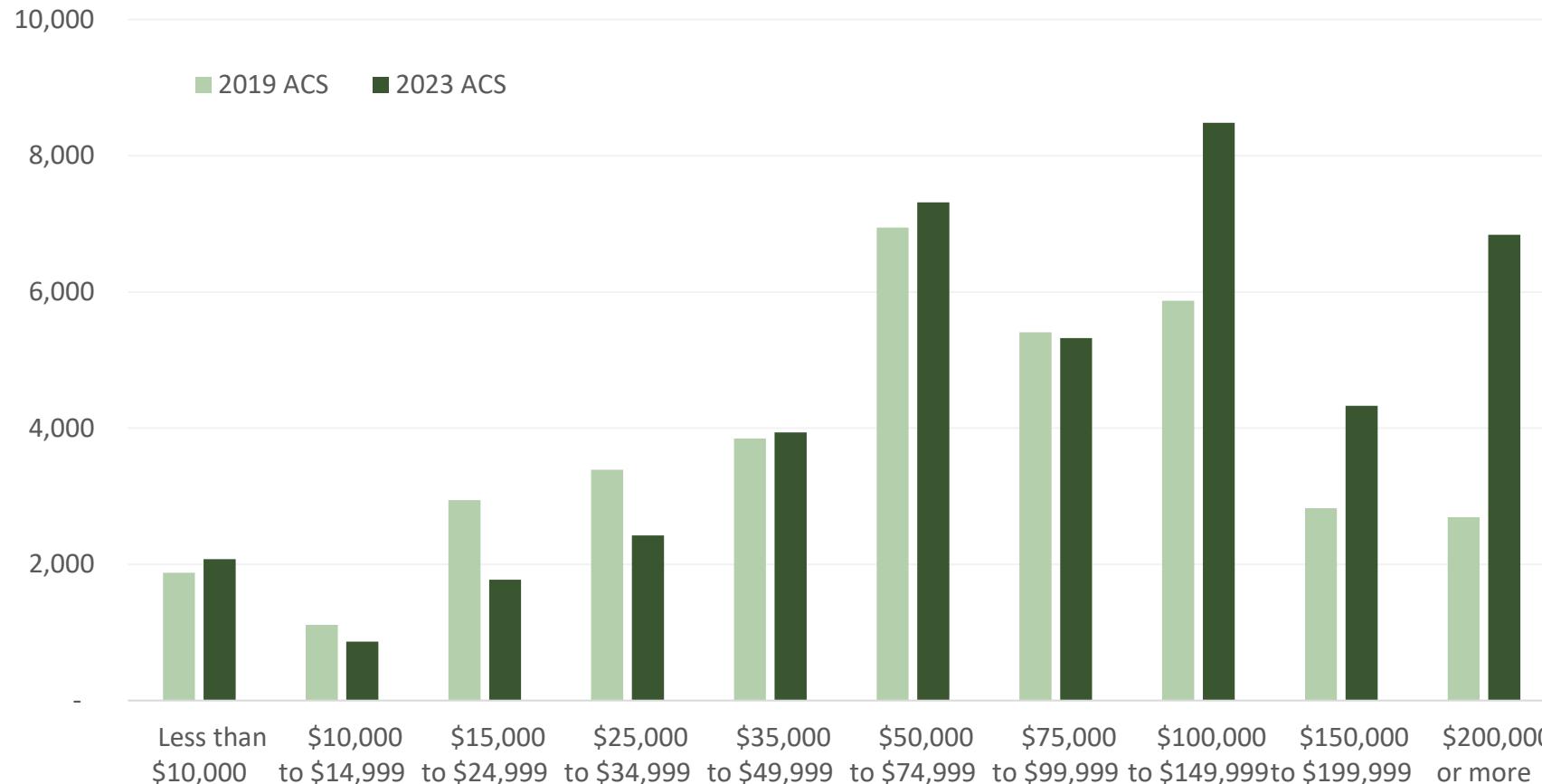
KEY TAKE AWAYS:

- 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

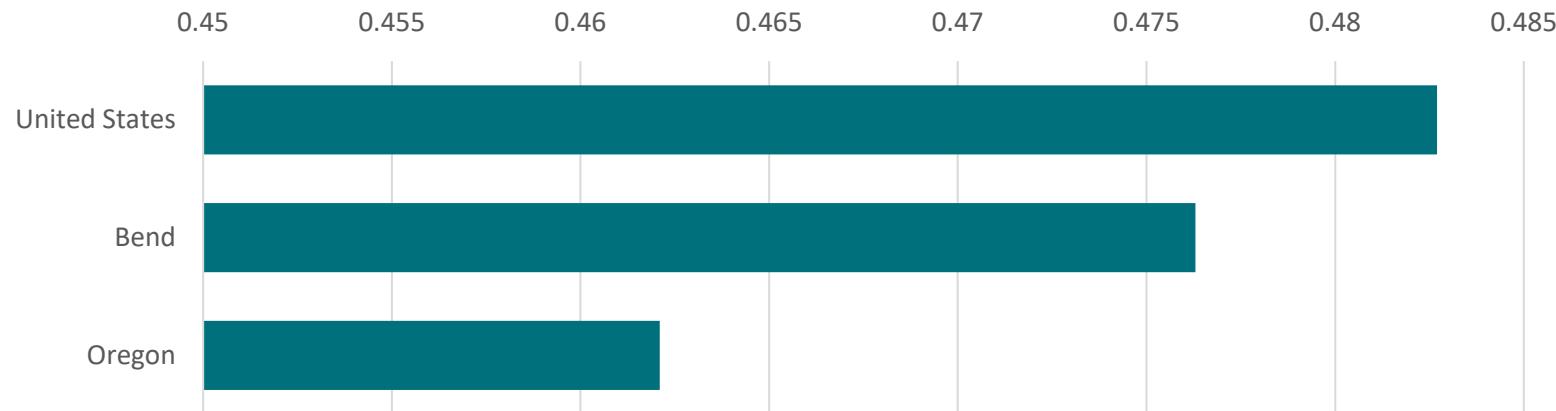
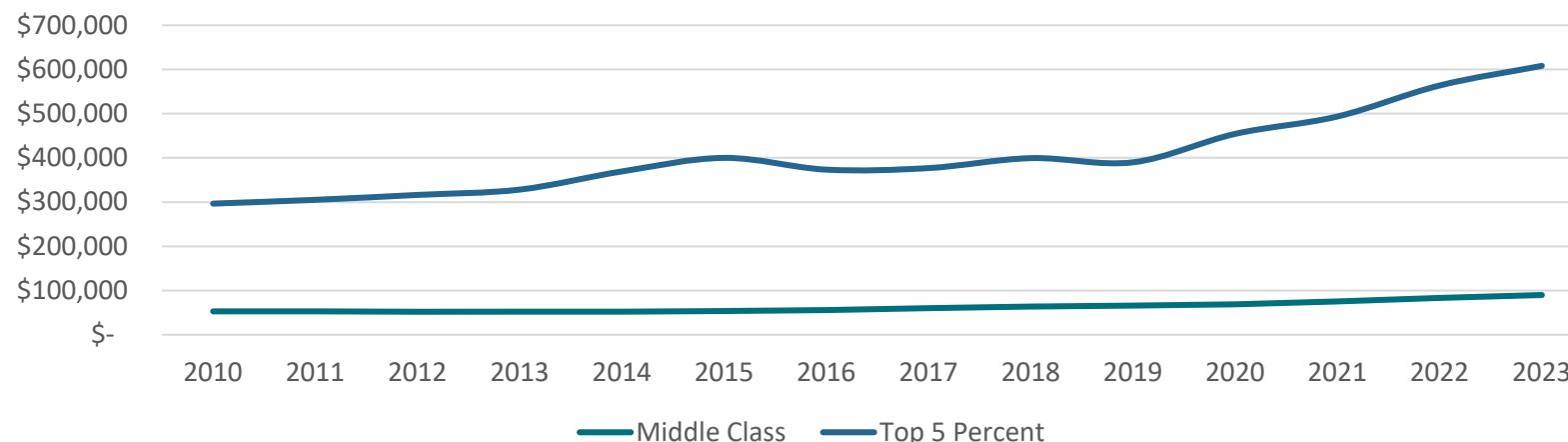


Figure 9. Income Quintiles



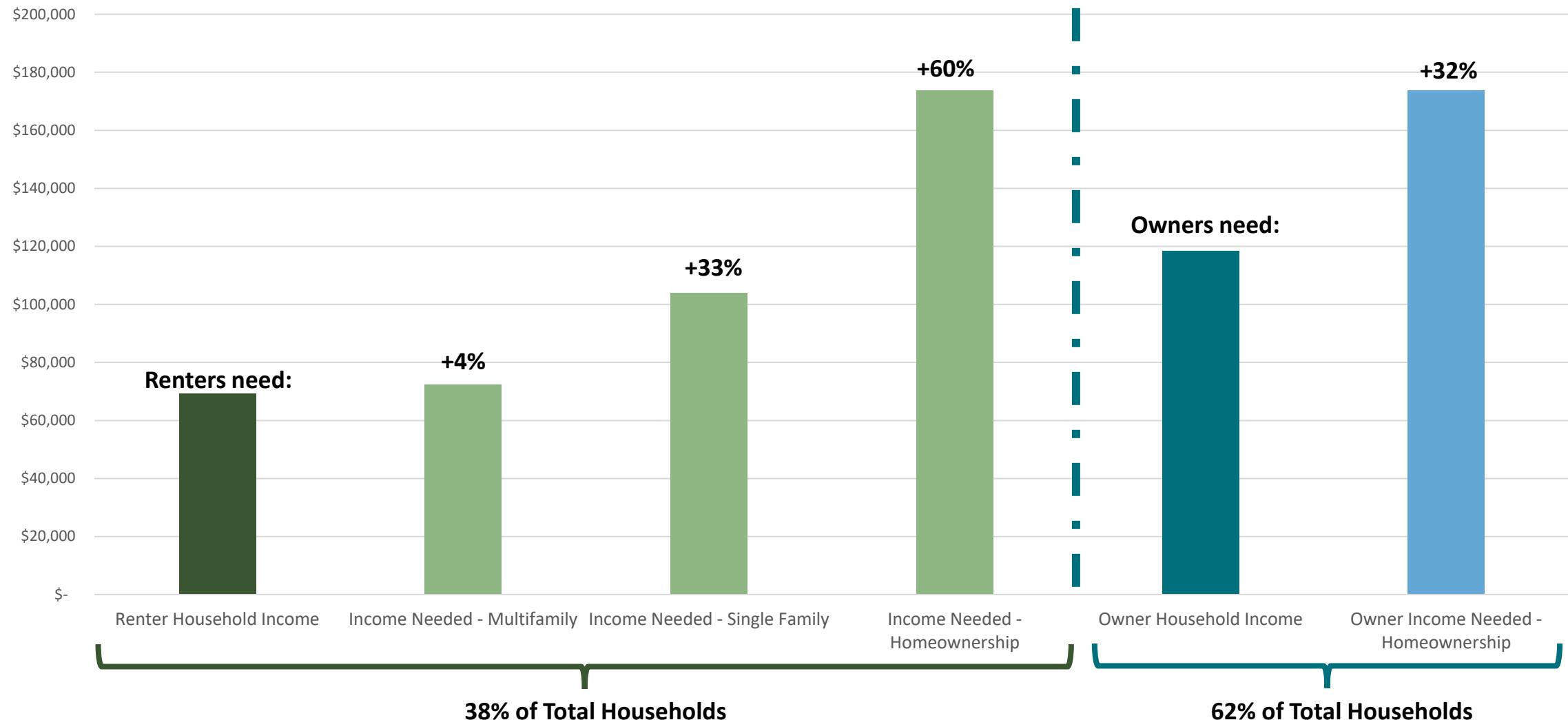
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KEY TAKE AWAYS:

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

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

Additional Income Needed for Affordability



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Source: Demographics. American Community Survey, 5-Year Estimates. United States Census Bureau; Costar; Redfin MLS, City of Bend

Average Rental Household

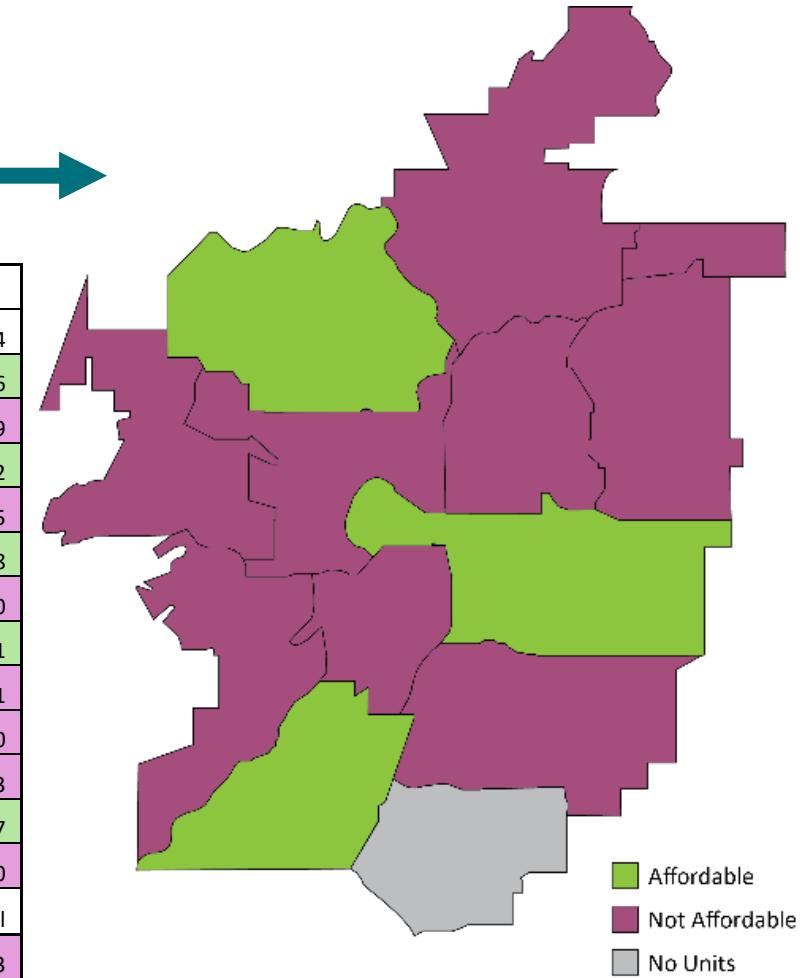
Median Annual Income: \$66,155

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



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Source: CoStar, City of Bend

Economic Snapshot



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CBS NEWS

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](#)

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

smartasset[®]



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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 



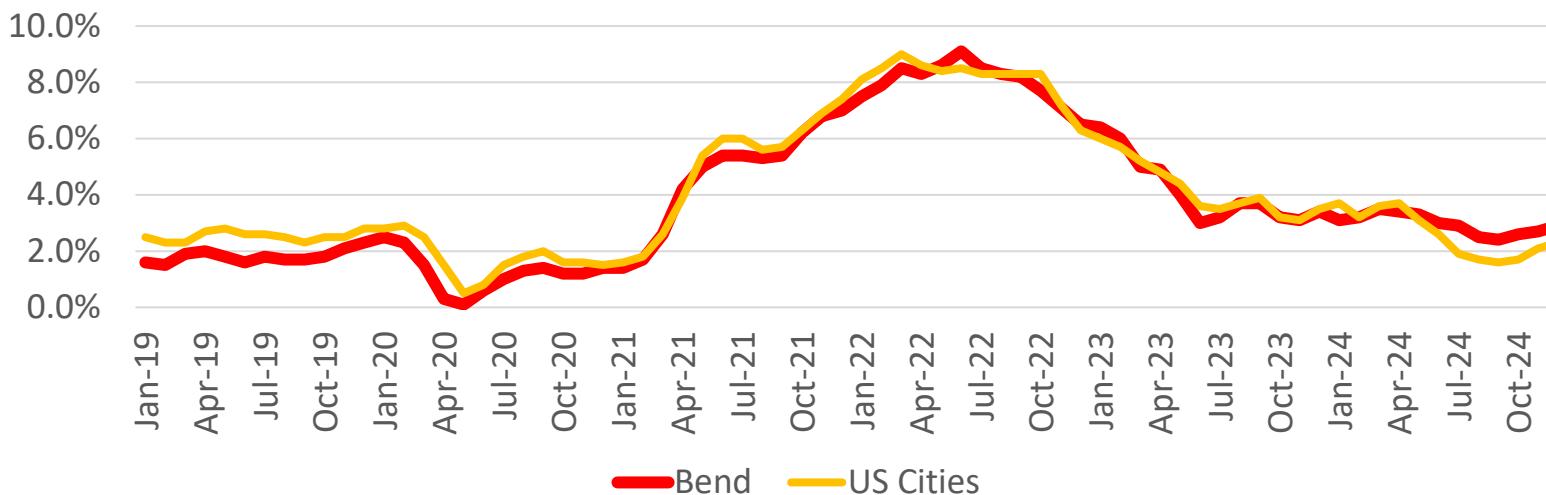
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Economic Landscape

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



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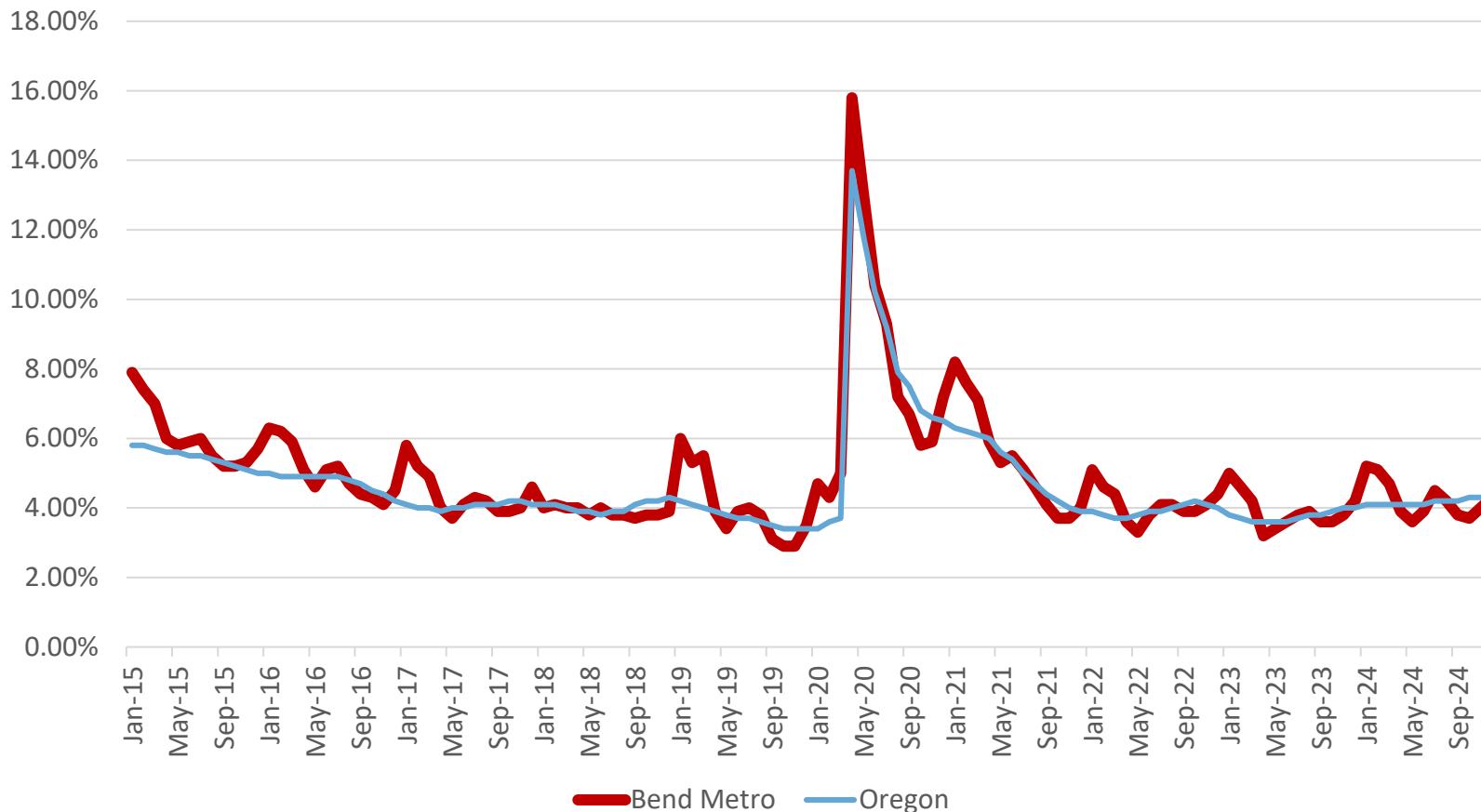
KEY TAKE AWAYS:

- 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.

Source: United States Federal Reserve; Bureau of Labor Statistics

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.



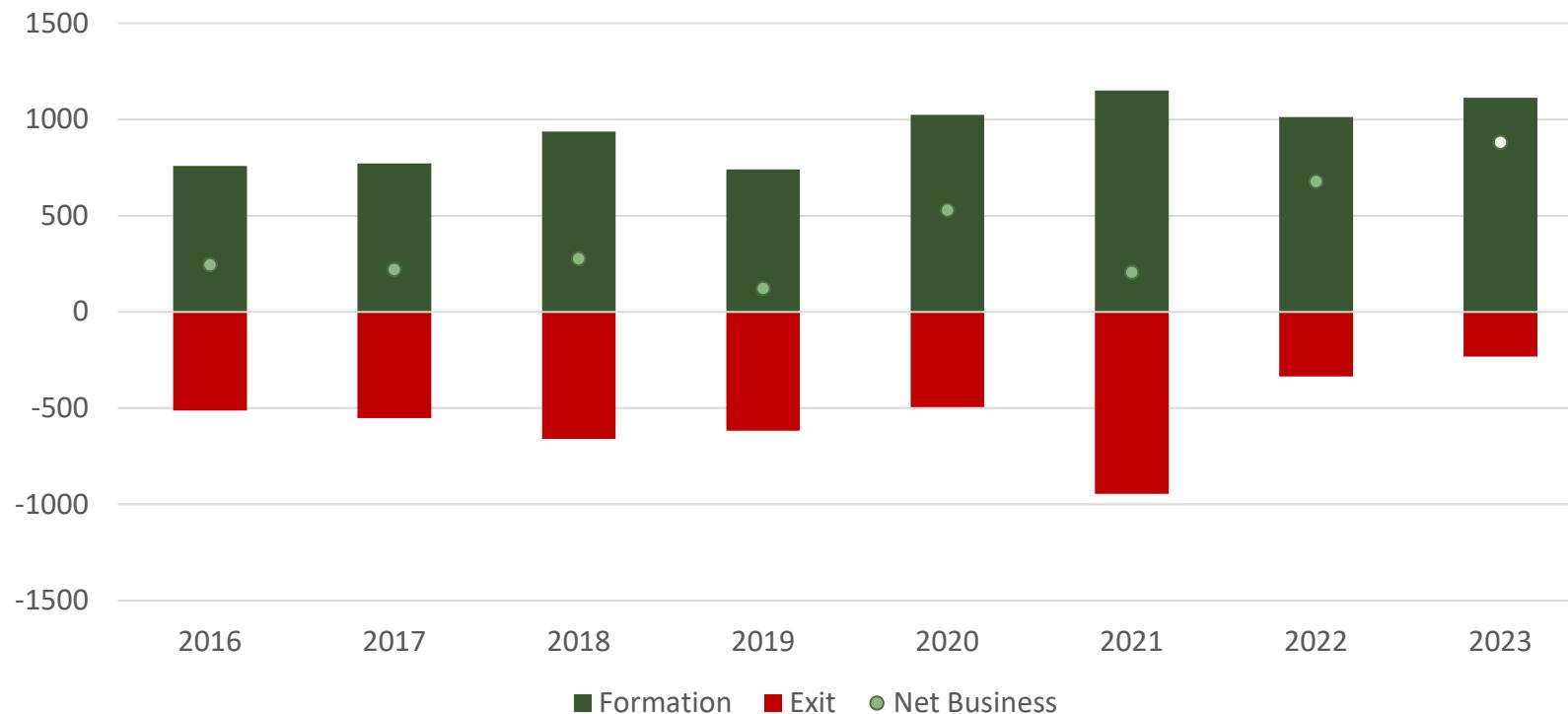
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Source: Unemployment Statistics, BLS, Tables LASST41, LNS140

Source: United States Federal Reserve; Bureau of Labor Statistics

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

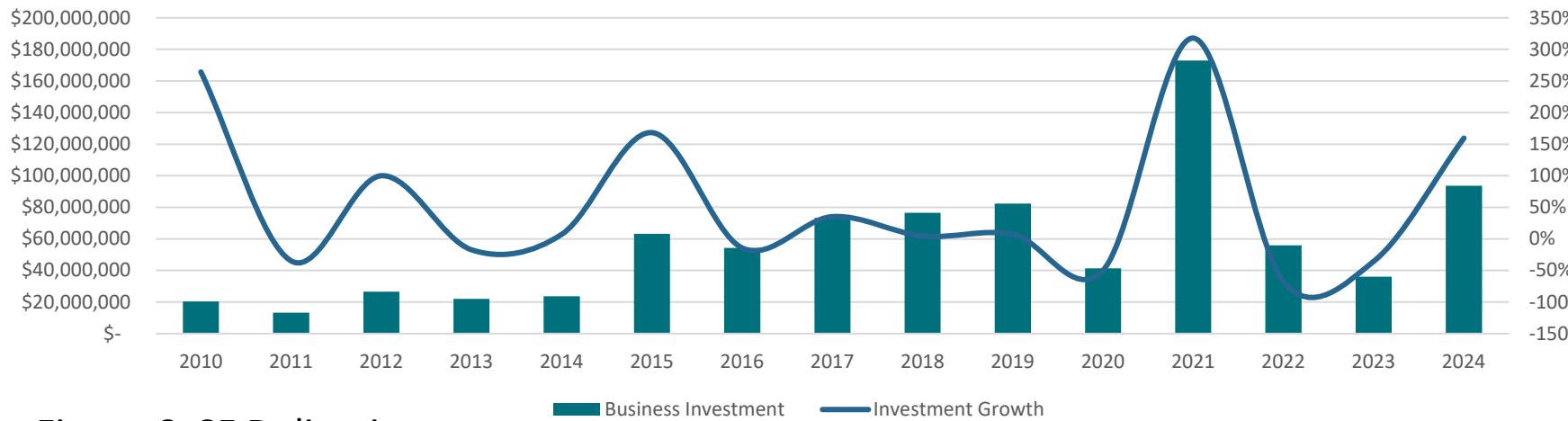
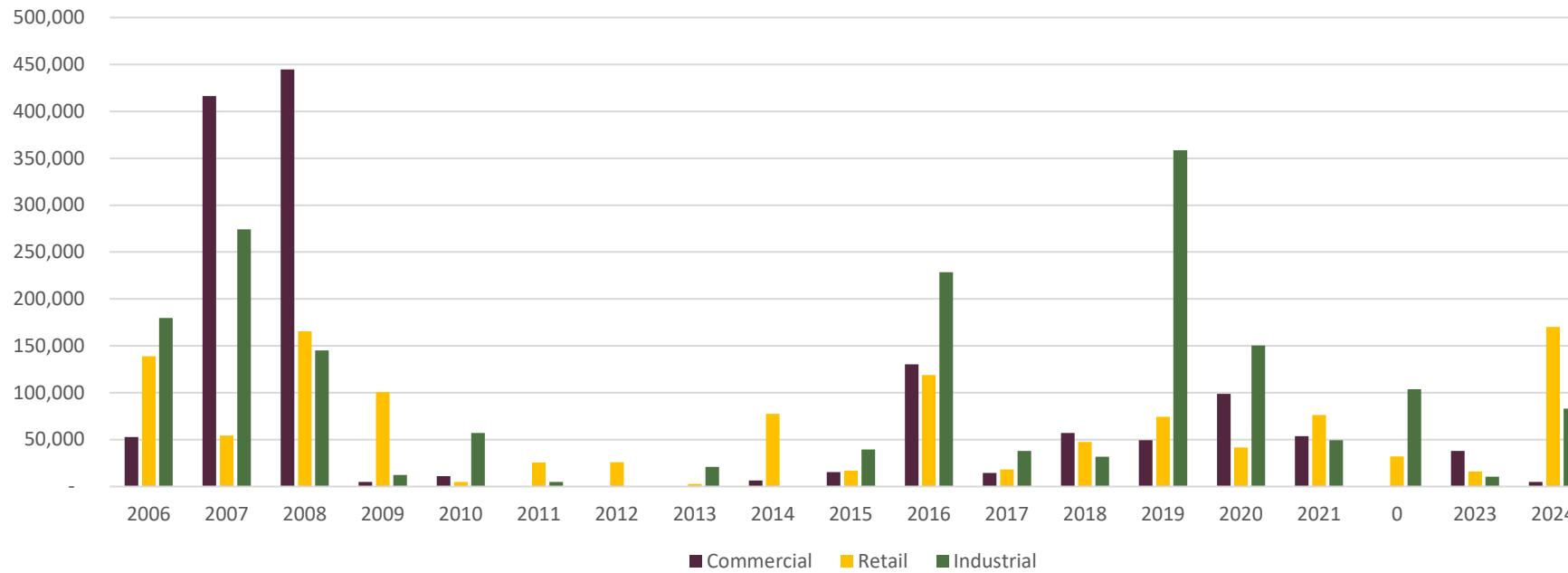


Figure 6. SF Deliveries



KEY TAKE AWAYS:

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

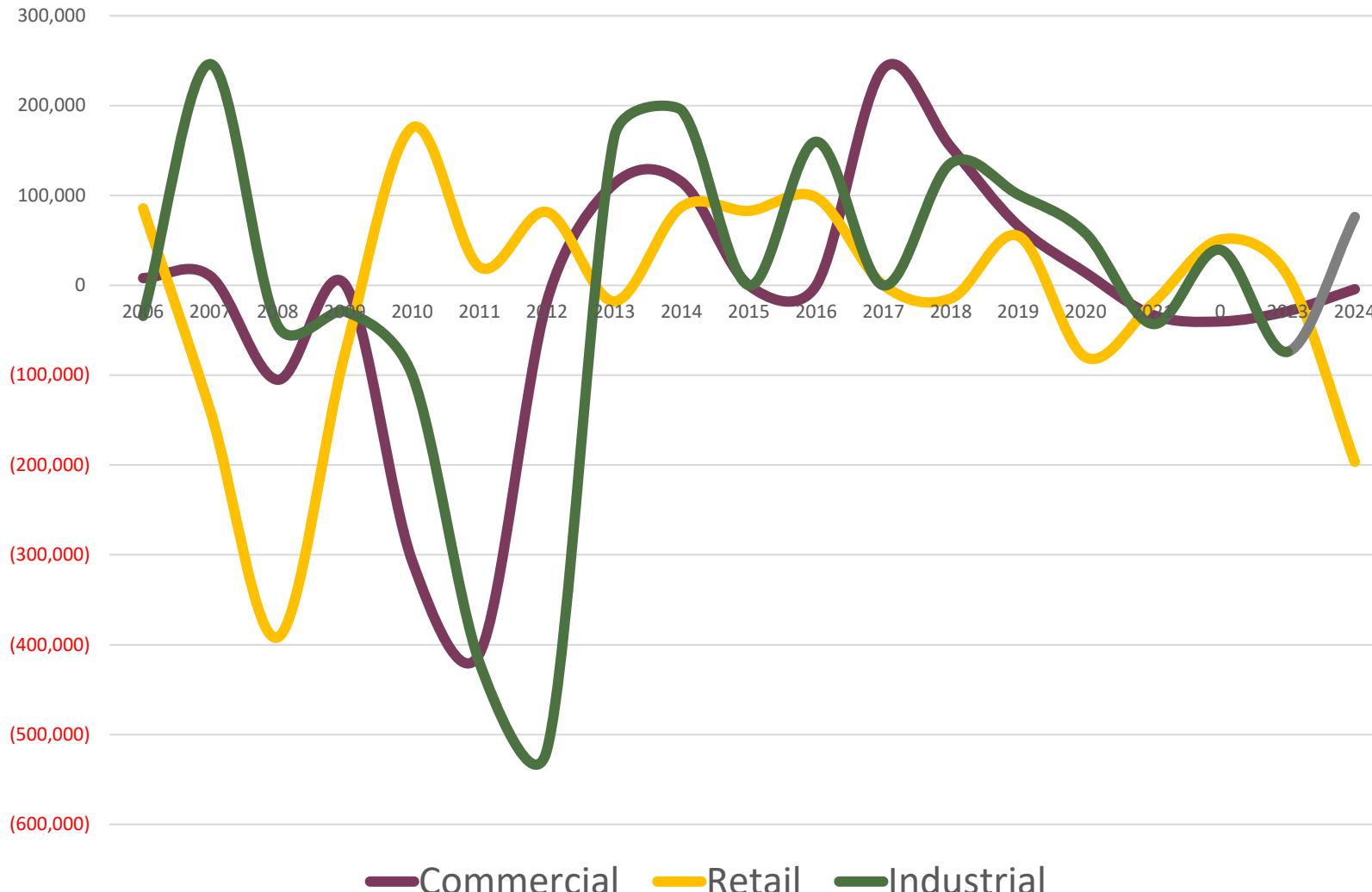


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Source: City of Bend, CoStar

Source: CoStar, City of Bend

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.

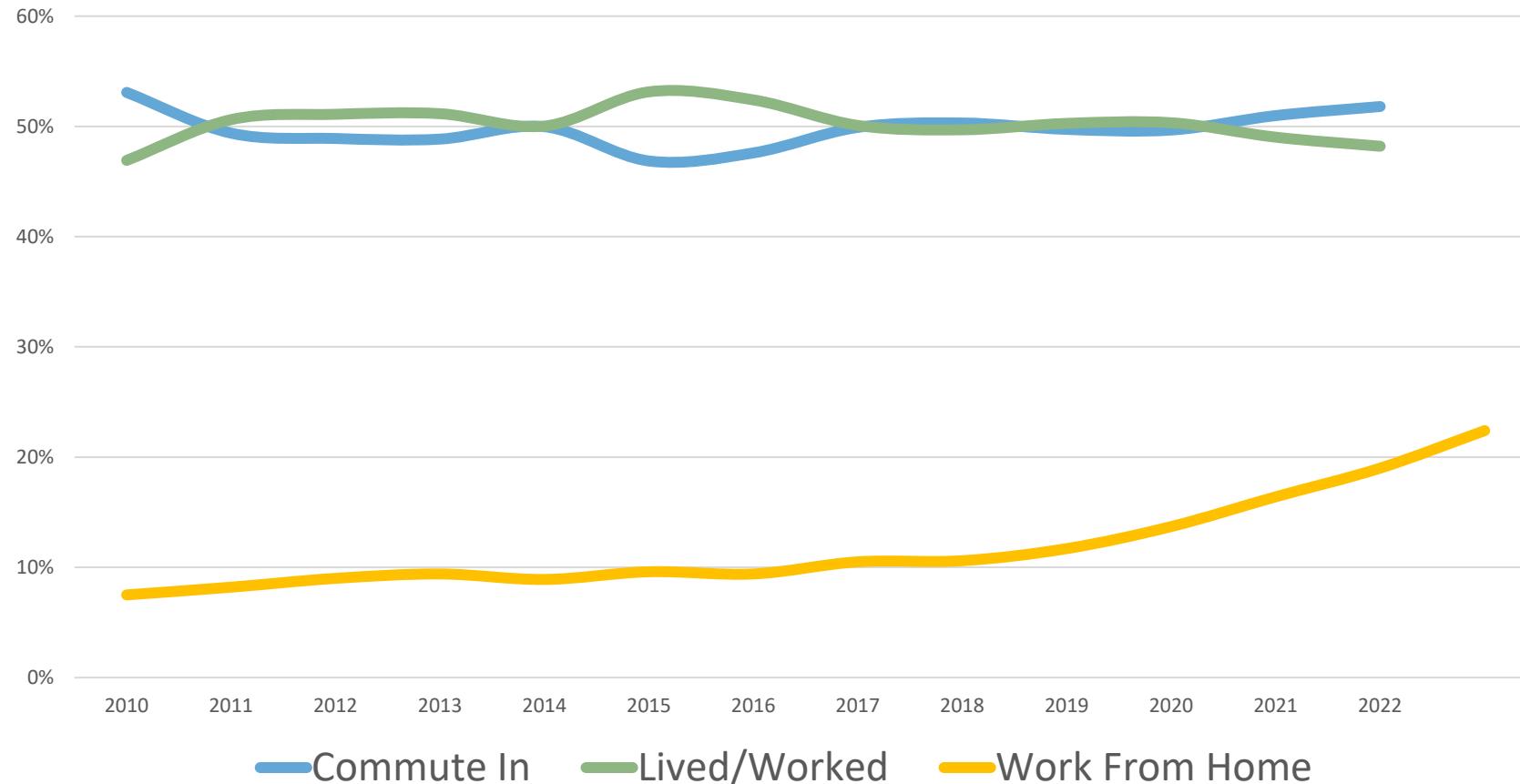


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Source: CoStar, City of Bend

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.

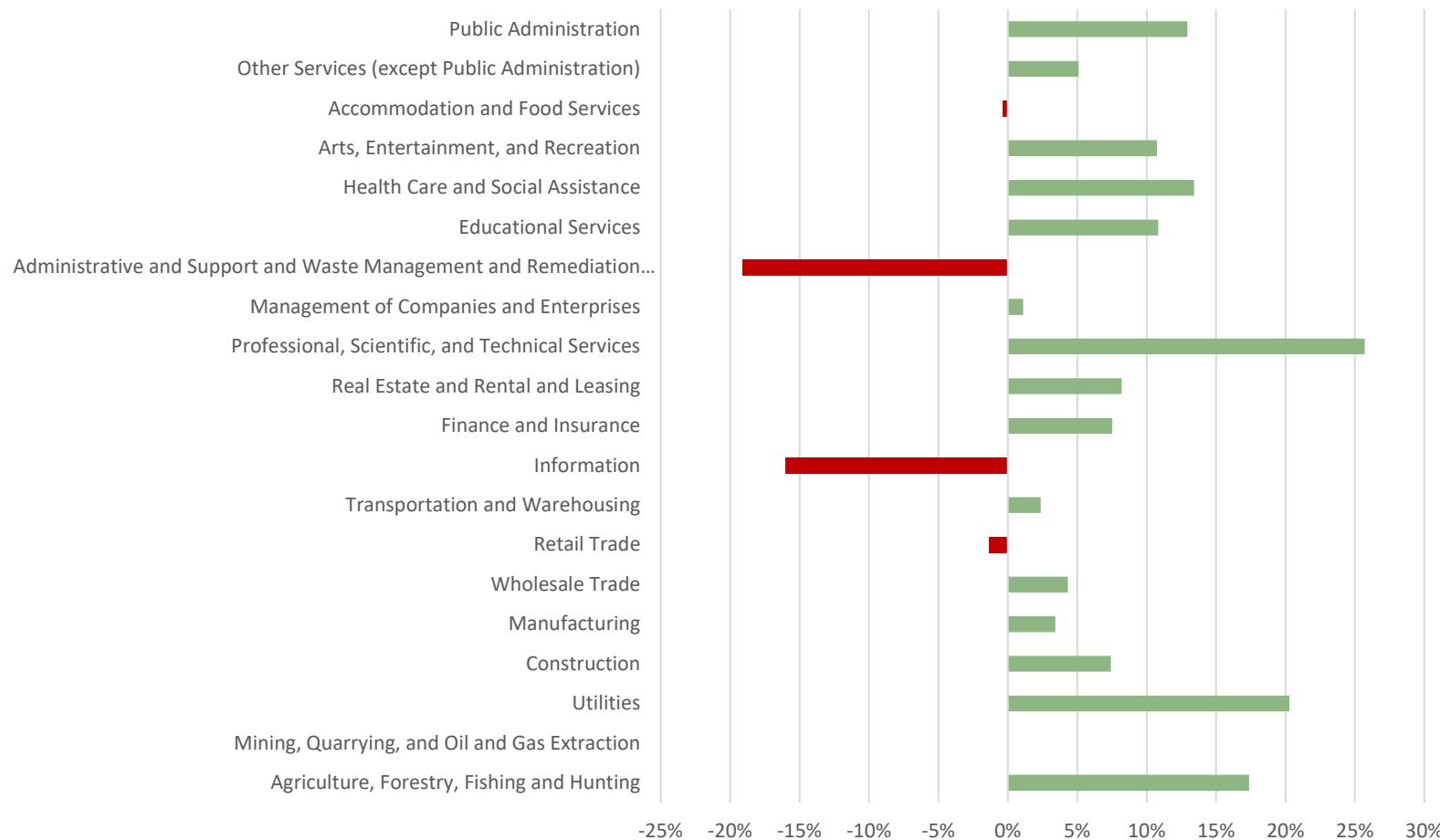


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Source: American Community Survey, 5-Year Estimates, U.S. Census

Employment Sector Growth

Figure 18. Sector Employment Growth Growth



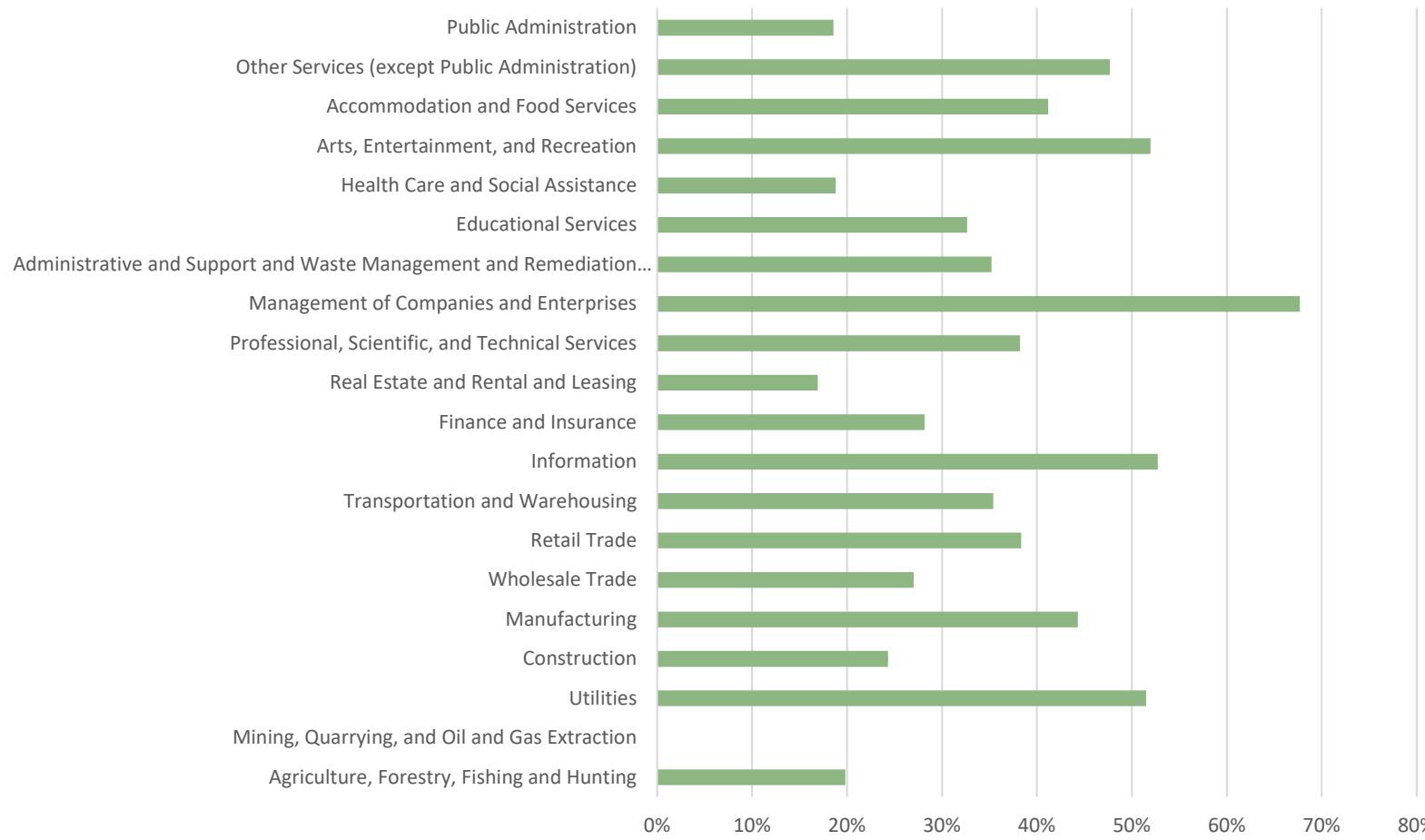
KEY TAKE AWAYS:

- 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.

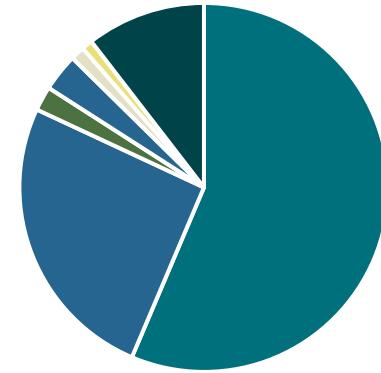
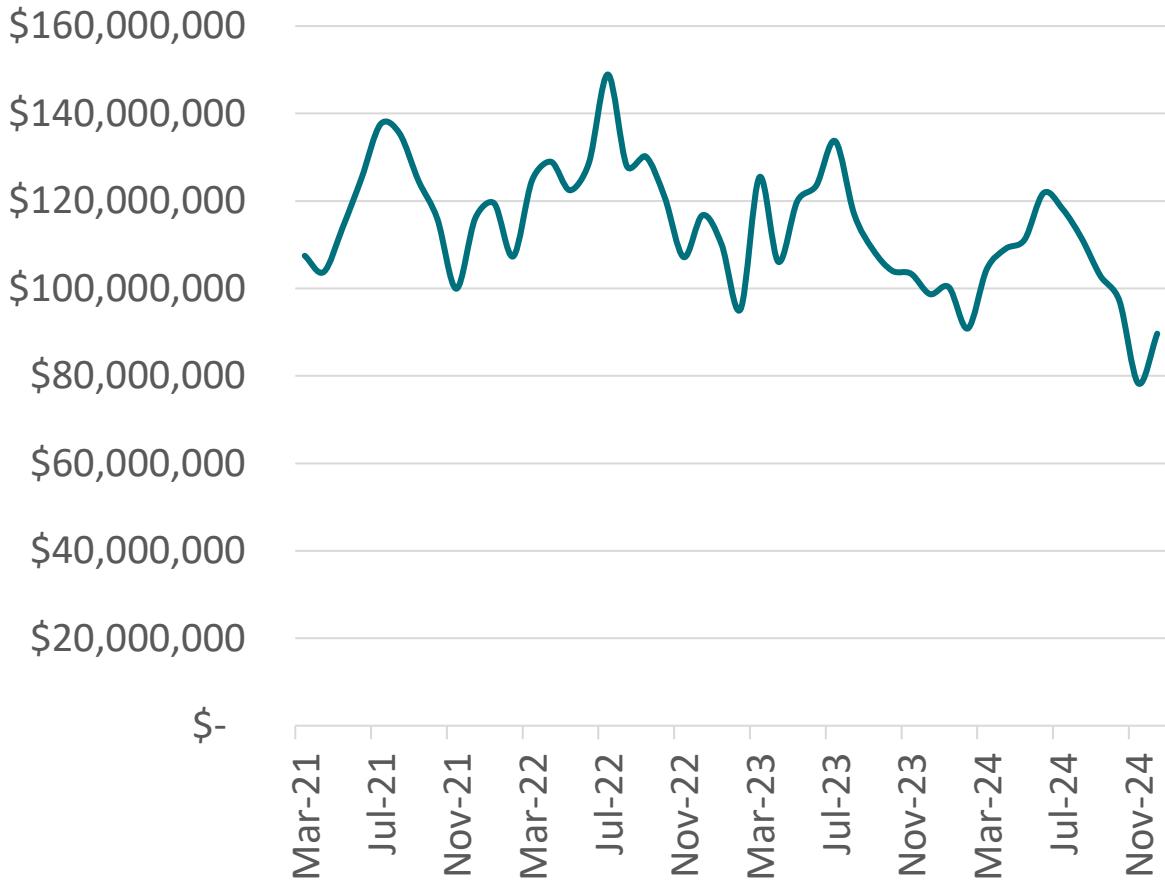


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Source: Oregon Employment Department, City of Bend

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

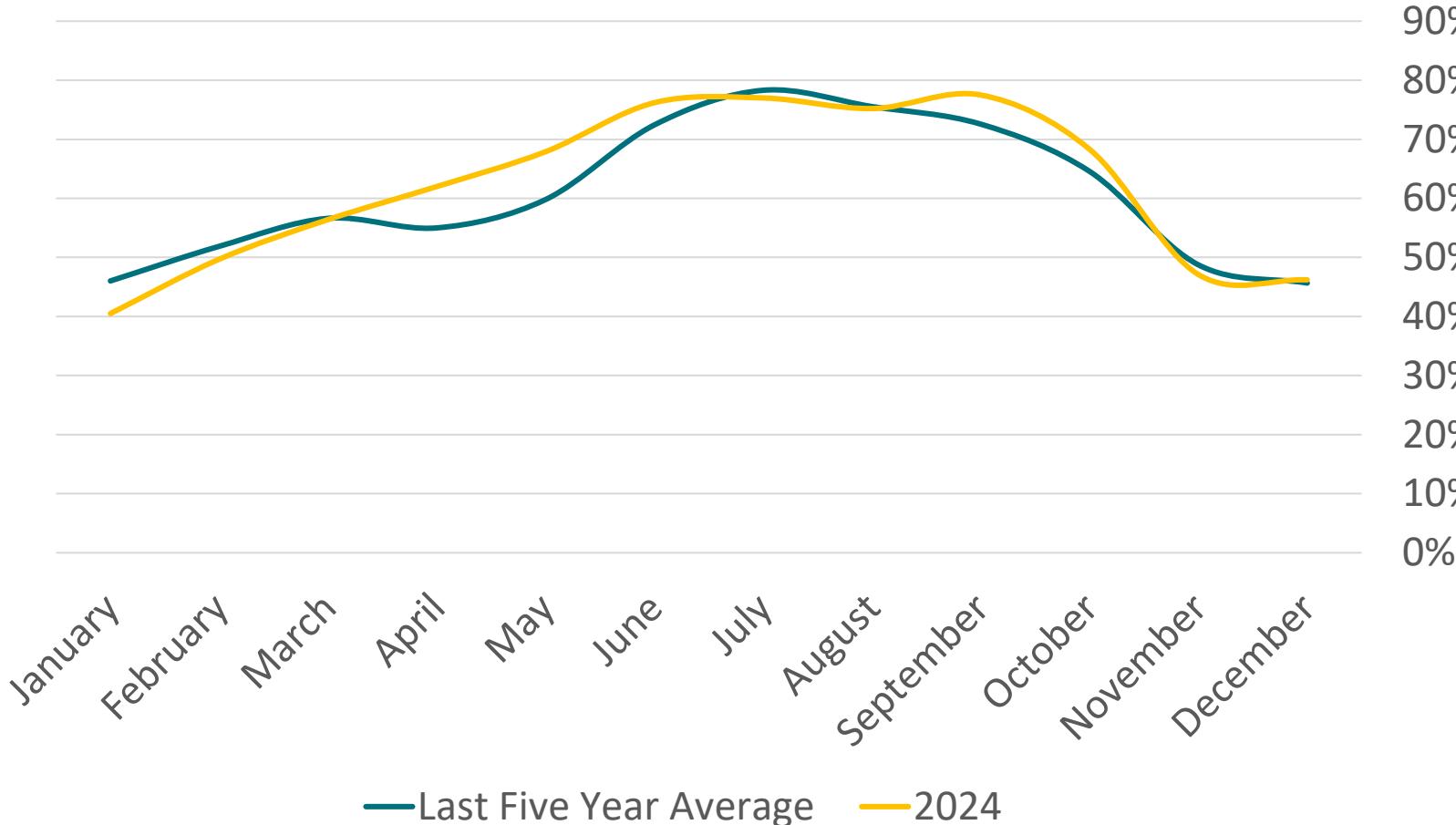


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Source: Visit Bend

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



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Source: CoStar