

# Demographic Trends and the Regional Economy



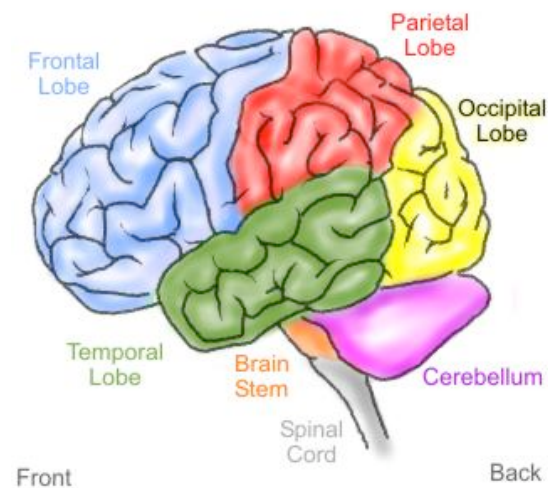
**Sheila A. Martin, Ph.D.,**  
Professor and Director  
Institute of Portland Metropolitan Studies/  
Population Research Center



# Key Themes

## Theme 1: Demography = Economy

Regions of the Human Brain

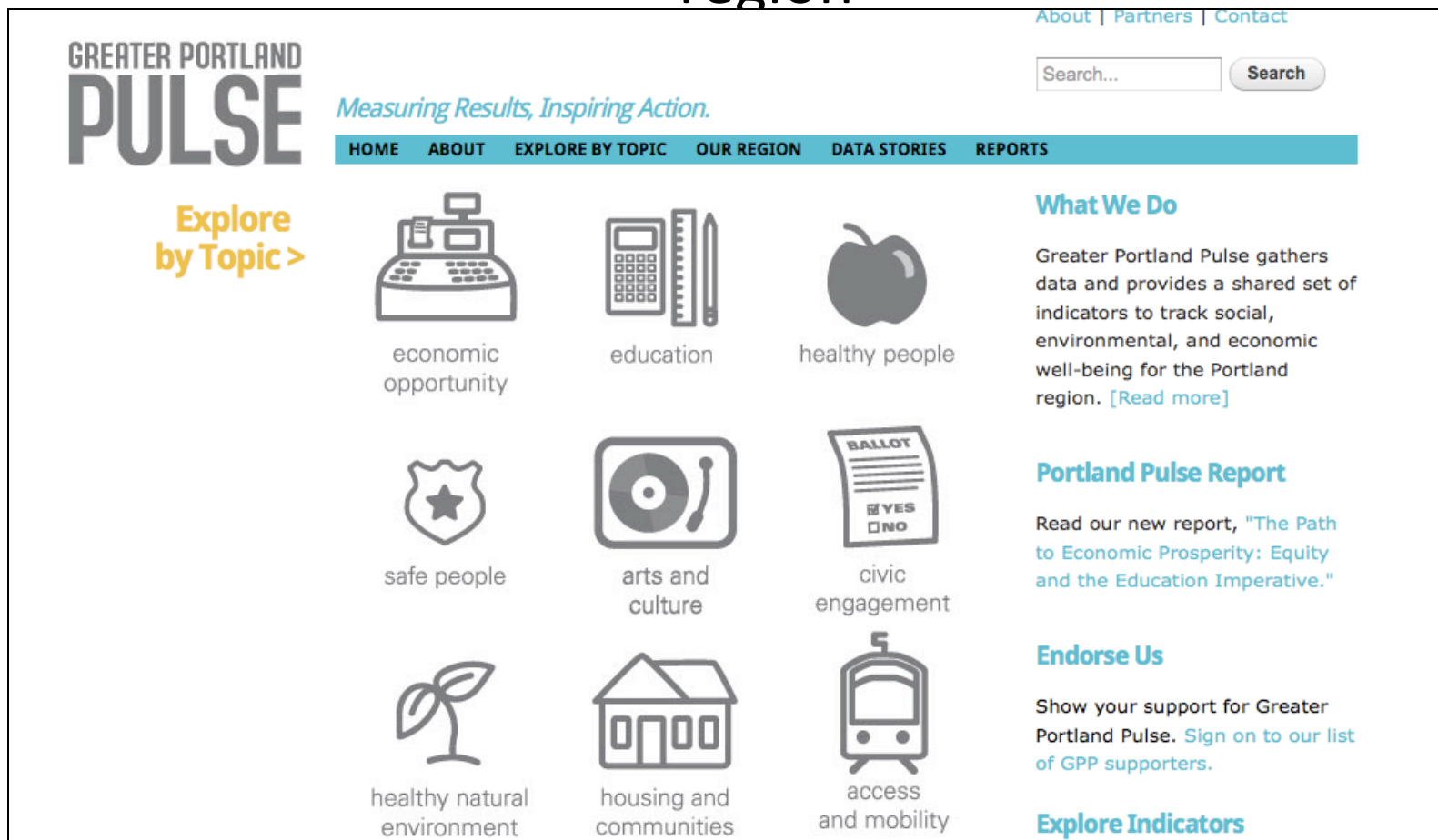


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# Theme 2: Greater Portland Pulse

A new tool for tracking, guiding, and improving our region



The screenshot shows the Greater Portland Pulse website. At the top right, there are links for "About | Partners | Contact". Below these is a search bar with the text "Search..." and a "Search" button. The main header features the "GREATER PORTLAND PULSE" logo and the tagline "Measuring Results, Inspiring Action." A navigation menu includes "HOME", "ABOUT", "EXPLORE BY TOPIC", "OUR REGION", "DATA STORIES", and "REPORTS".

The "EXPLORE BY TOPIC" section is highlighted with the text "Explore by Topic >". It contains nine icons representing different categories:

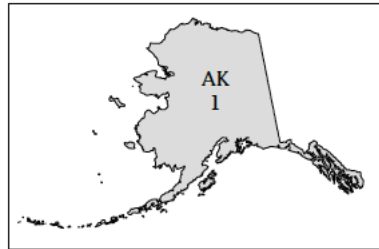
- economic opportunity (computer monitor)
- education (calculator and pencil)
- healthy people (apple)
- safe people (shield with star)
- arts and culture (record player)
- civic engagement (ballot paper)
- healthy natural environment (plant)
- housing and communities (house)
- access and mobility (train)

On the right side of the page, there are three sections:

- What We Do**: Greater Portland Pulse gathers data and provides a shared set of indicators to track social, environmental, and economic well-being for the Portland region. [\[Read more\]](#)
- Portland Pulse Report**: Read our new report, "The Path to Economic Prosperity: Equity and the Education Imperative."
- Endorse Us**: Show your support for Greater Portland Pulse. [Sign on to our list of GPP supporters.](#)

At the bottom right, there is a link for **Explore Indicators**.

# Population Growth

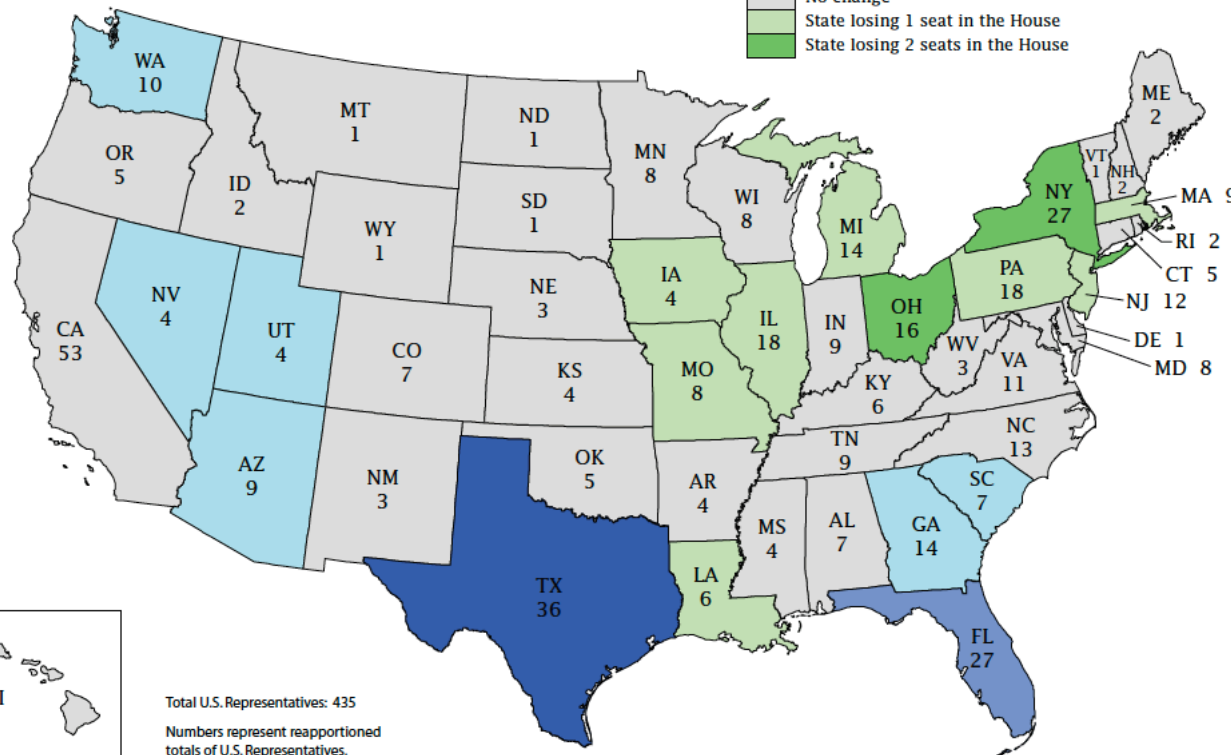


Apportionment of the U.S. House of Representatives  
Based on the 2010 Census

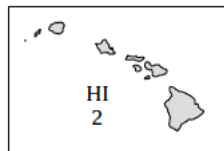
OR Population growth,  
2000 to 2010 = 12 %

Change from 2000 to 2010

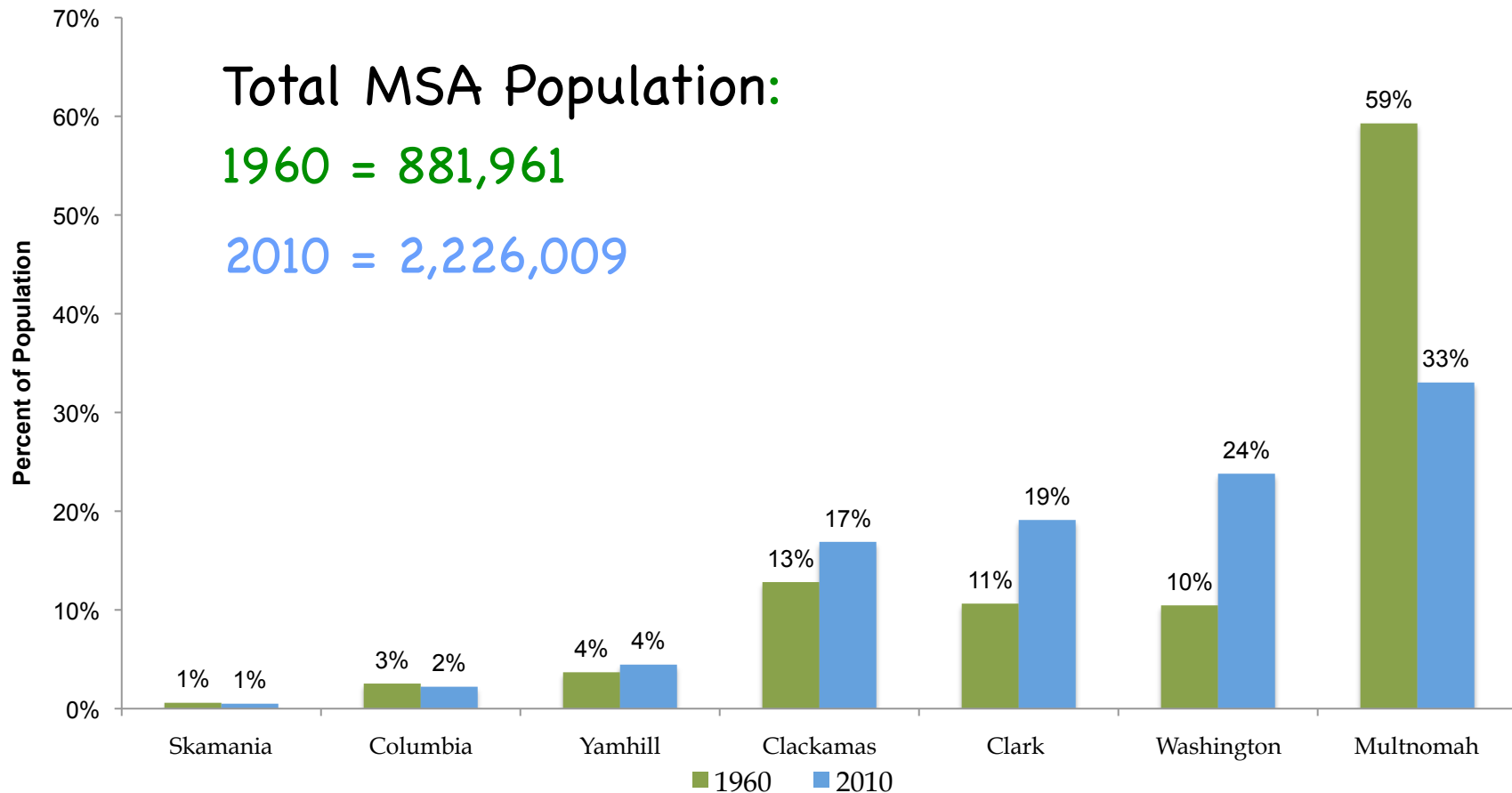
- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House



Total U.S. Representatives: 435  
Numbers represent reapportioned totals of U.S. Representatives.



# Share of Population by Portland MSA County



Source: U.S. Decennial Census (1960-2010)

# Demography 101

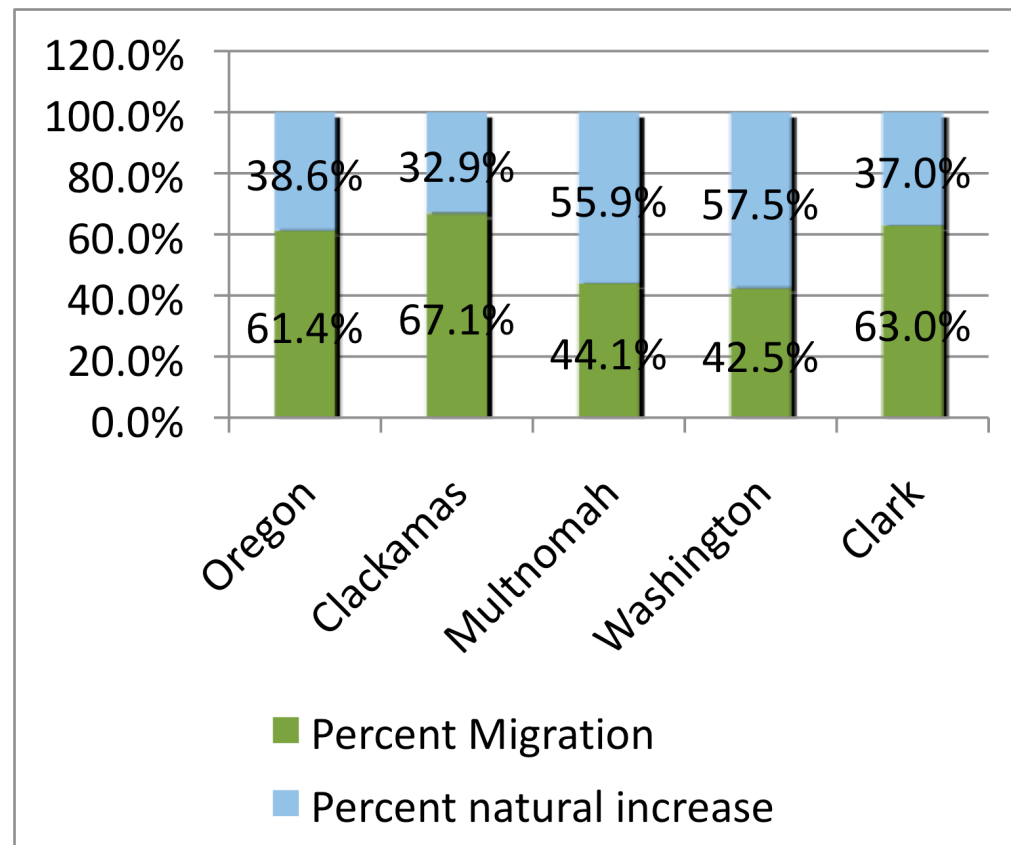
Population growth =

- Births -
- Deaths +
- Migration



# Components of Population Change

|               | Population Change<br>2000-2010 | Percent Change,<br>2000-2010 |
|---------------|--------------------------------|------------------------------|
| <b>Oregon</b> | <b>409,675</b>                 | <b>12.0%</b>                 |
| Clackamas     | 37,601                         | 11.1%                        |
| Multnomah     | 74,848                         | 11.3%                        |
| Washington    | 84,368                         | 18.9%                        |
| Clark         | 80,125                         | 23.2%                        |



Source: 2009 U.S. Census Estimates via Greater Portland Pulse

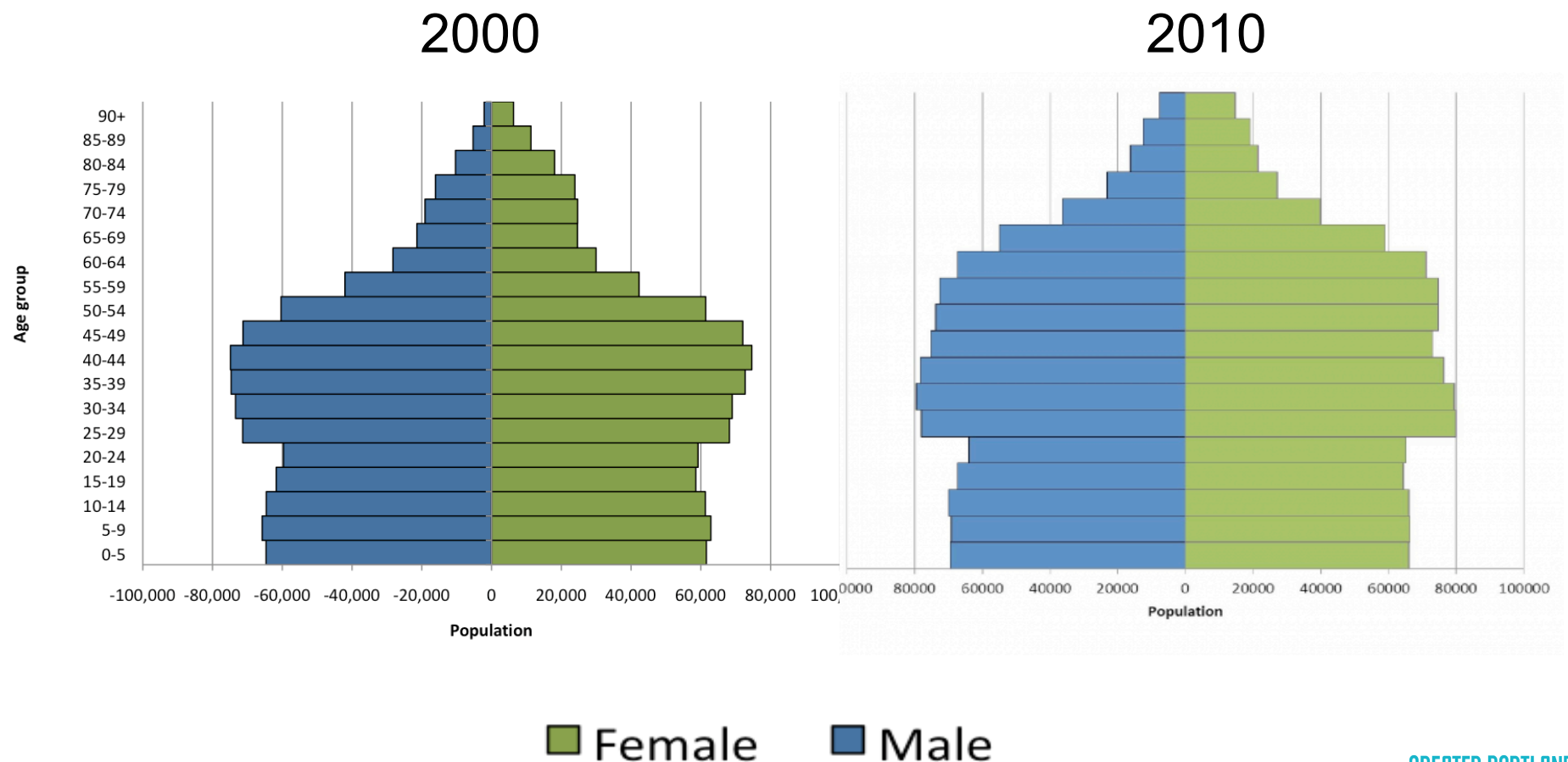
# Components of Net Migration, 2009



Source: 2009 U.S. Census Estimates via Greater Portland Pulse



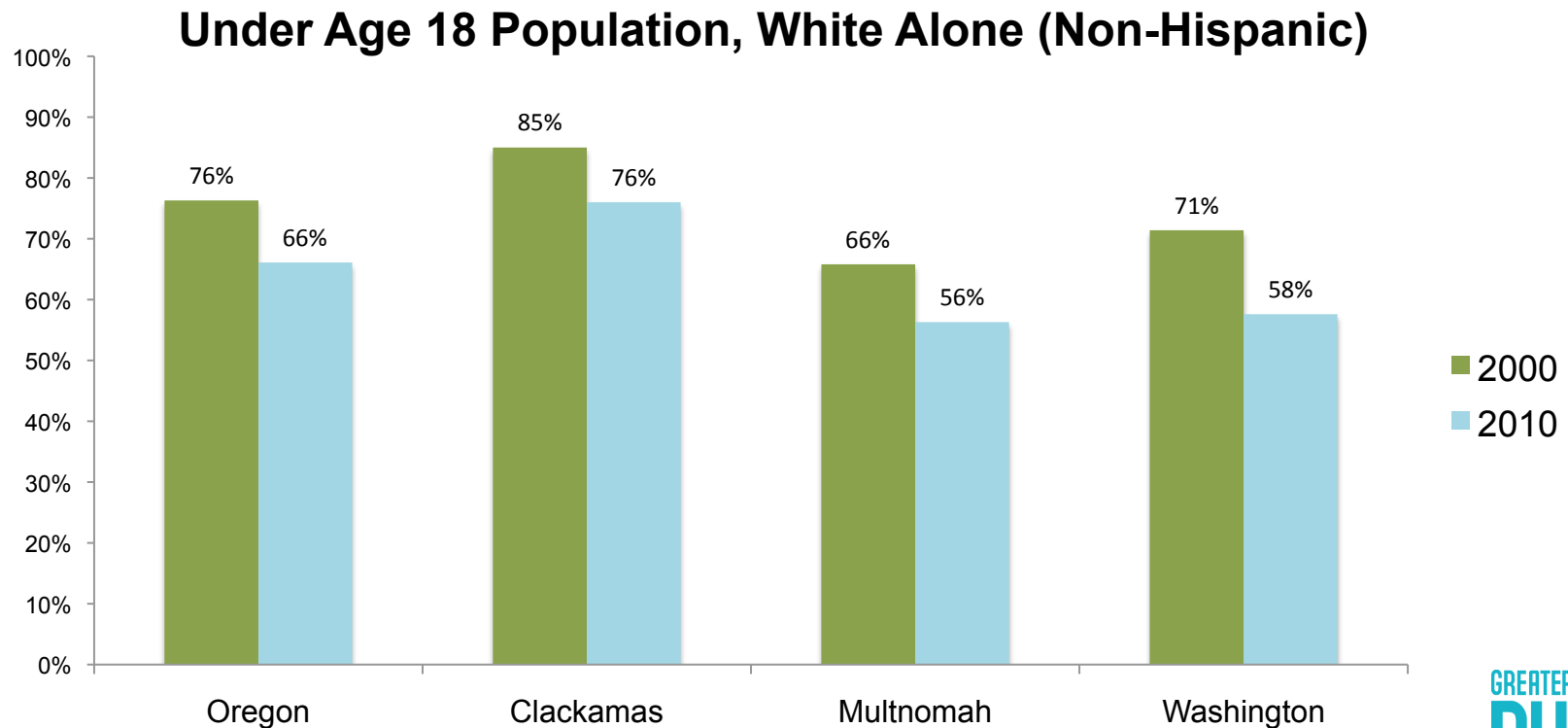
# Portland Region Age Pyramids: Mid-life crisis?



Source: 2000 and 2010 Decennial Census via PortlandPulse.org

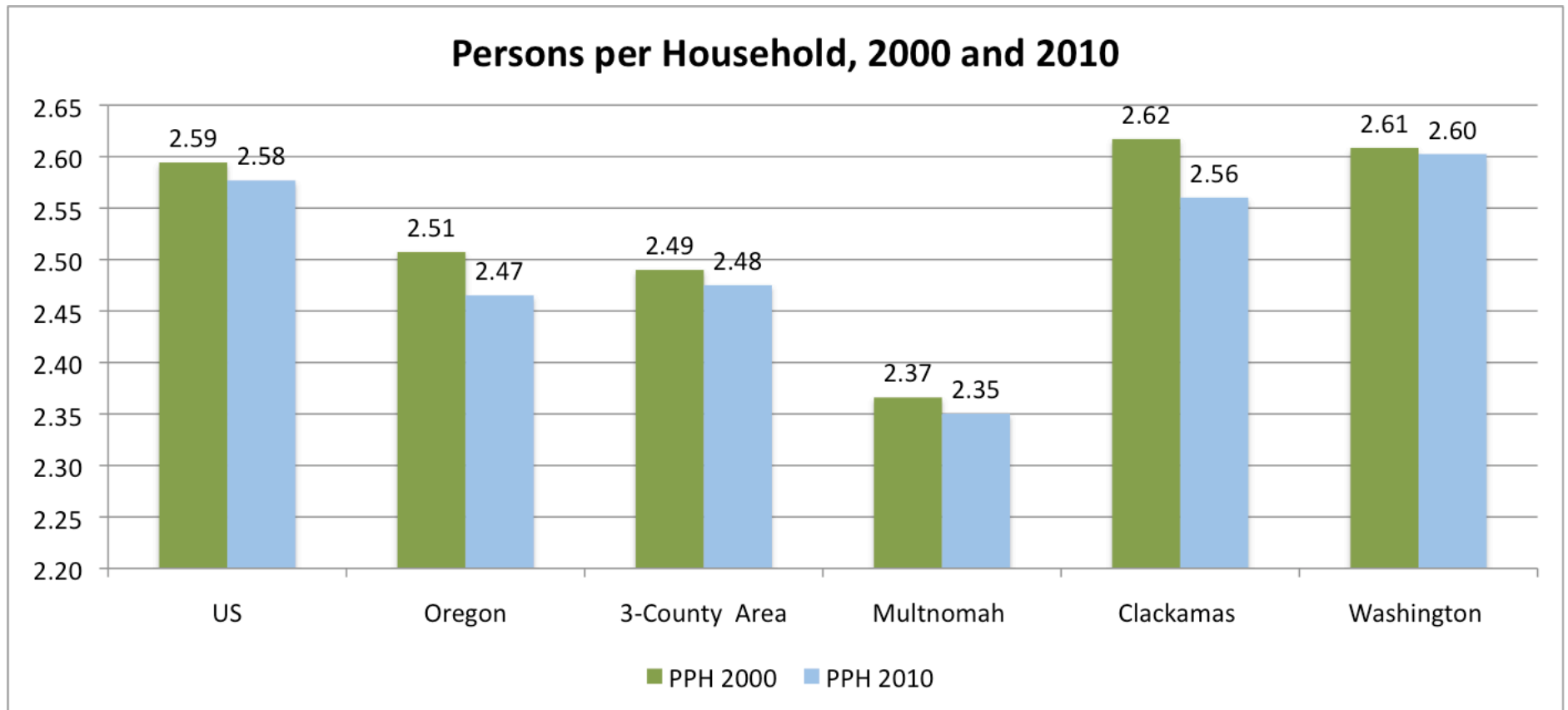
# Racial and Ethnic Diversity

| United States                    |            |            |
|----------------------------------|------------|------------|
|                                  | 2000       | 2010       |
| White Alone, Non-Hispanic (0-17) | 44,027,087 | 39,716,562 |
| Total Population (0-17)          | 72,293,812 | 74,181,467 |
|                                  | 61%        | 54%        |



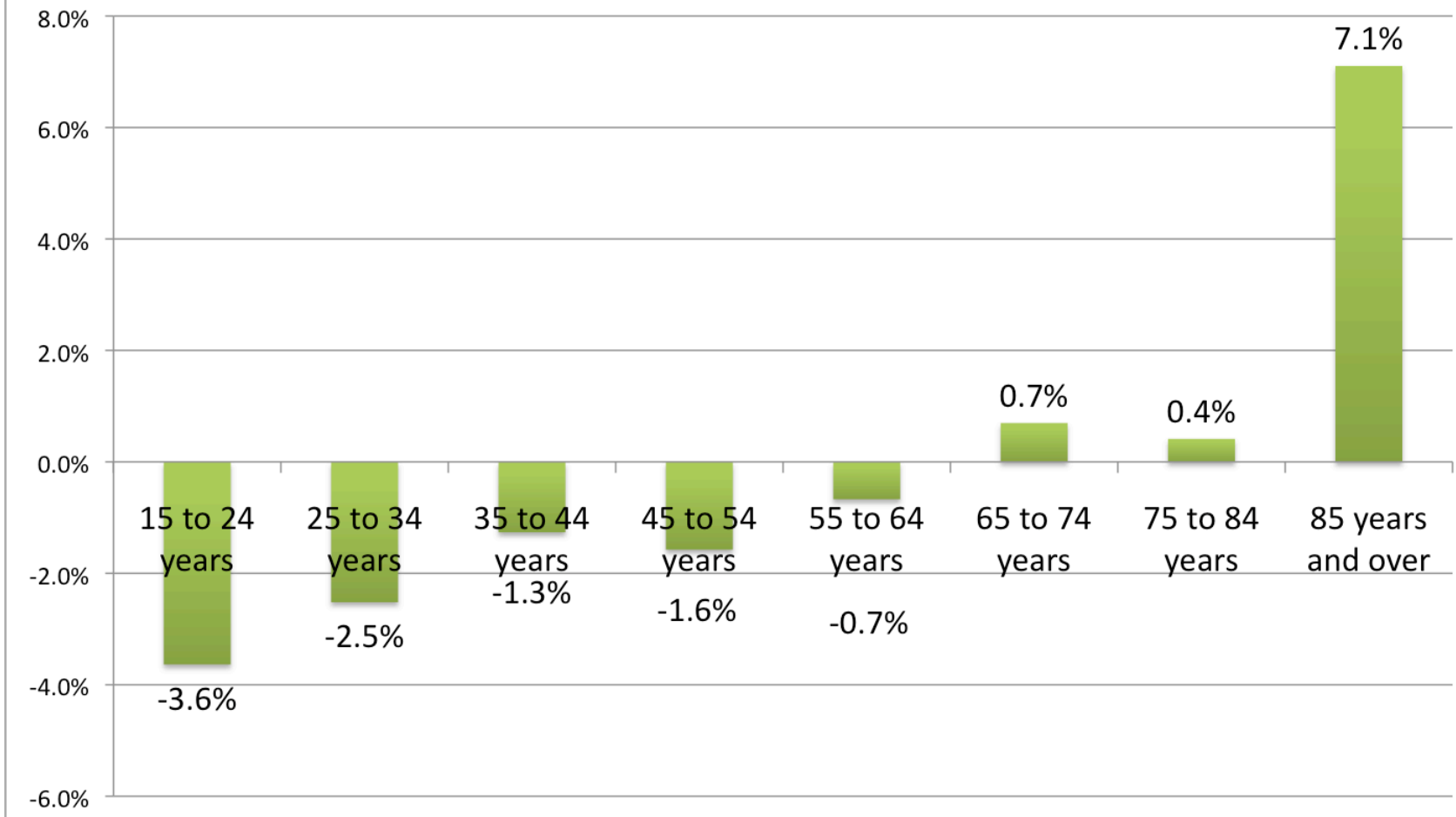
Source: U.S. Decennial Census (2000, 2010) via Greater Portland Pulse

# Household Characteristics



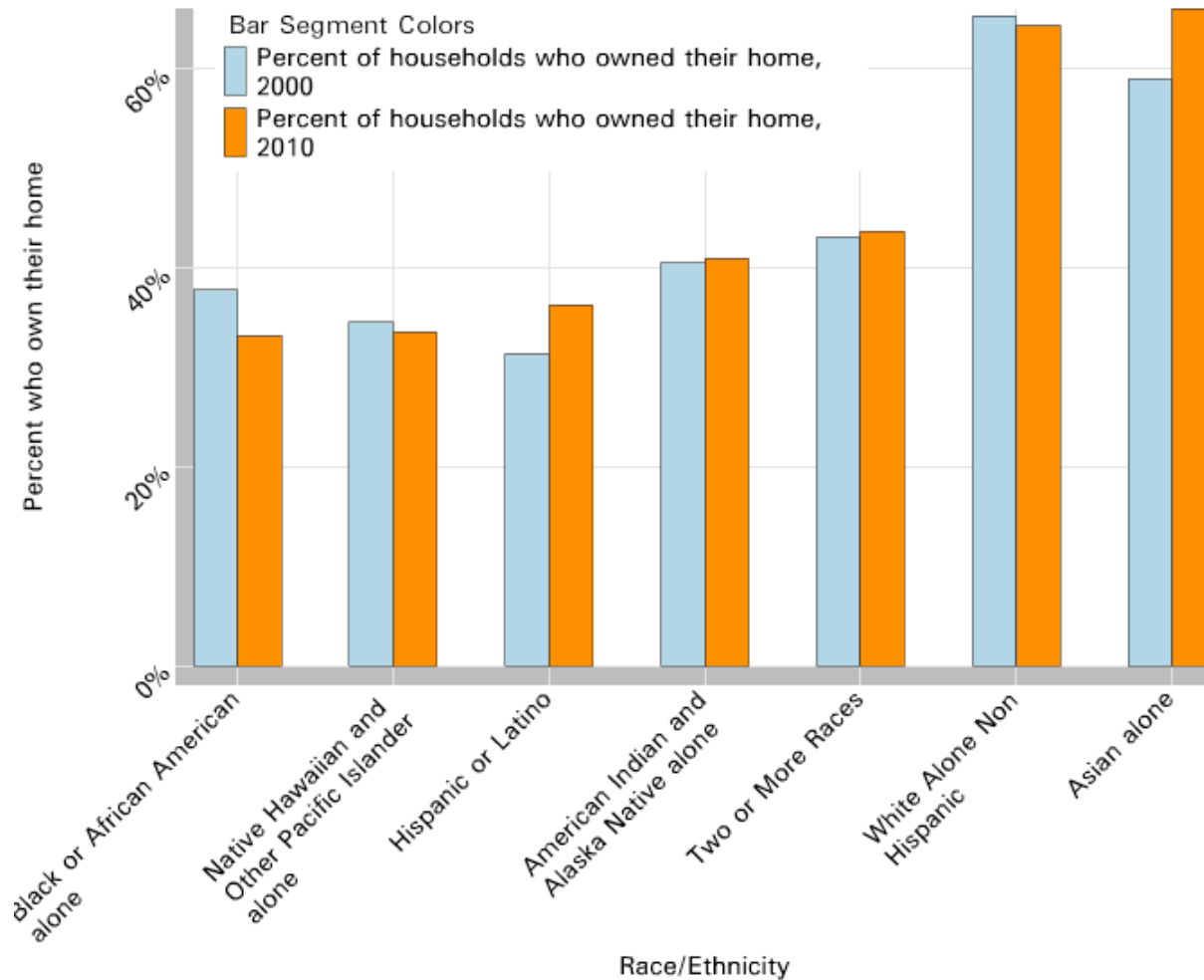
Source: U.S. Decennial Census (2000, 2010) via Greater Portland Pulse

## Percent Change in Headship Rates by Age, 2000 to 2010, Portland MSA



Source: U.S. Census 2000 and 2010

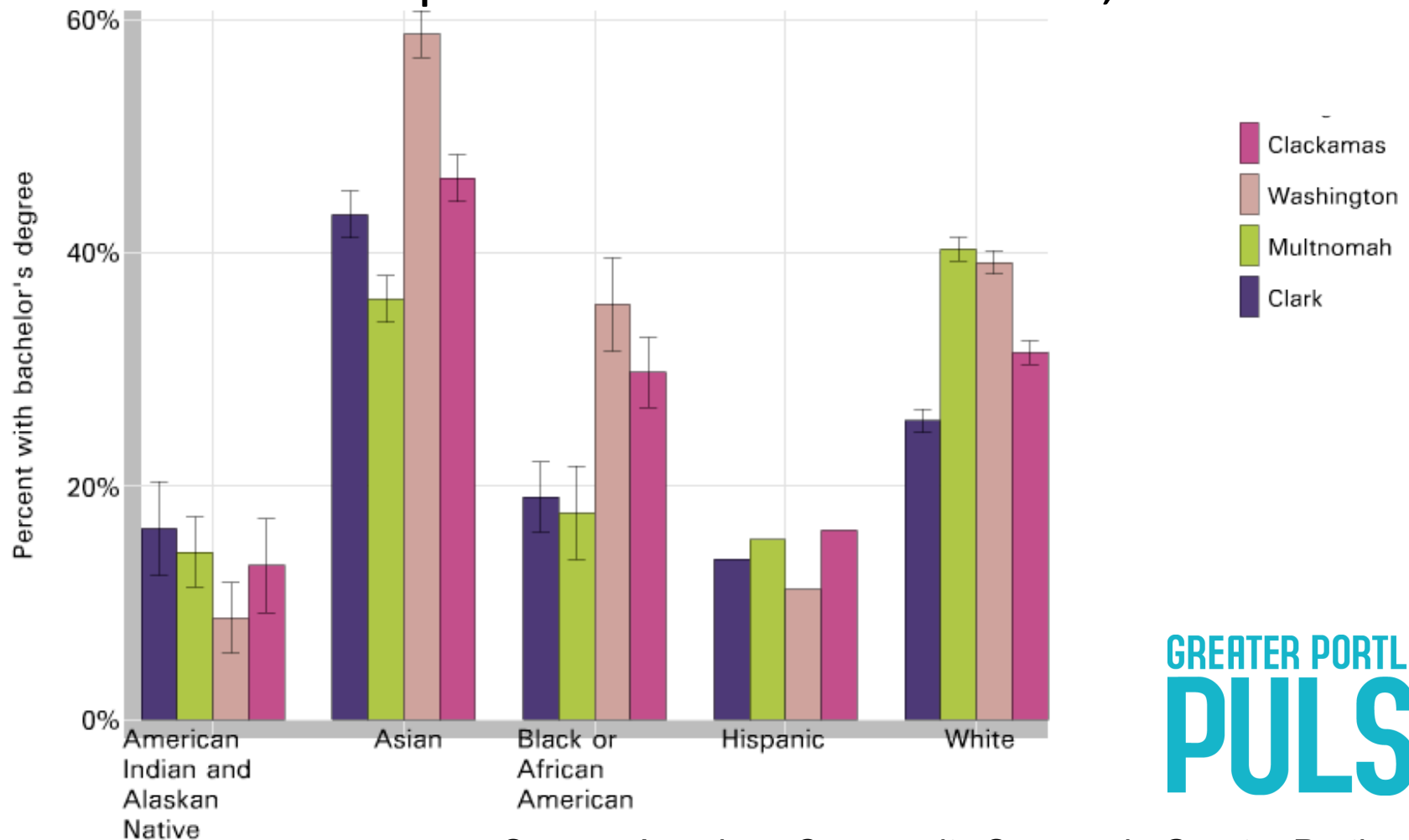
# Who owns their home?



Source: US Census via Greater Portland Pulse

# Educational Attainment

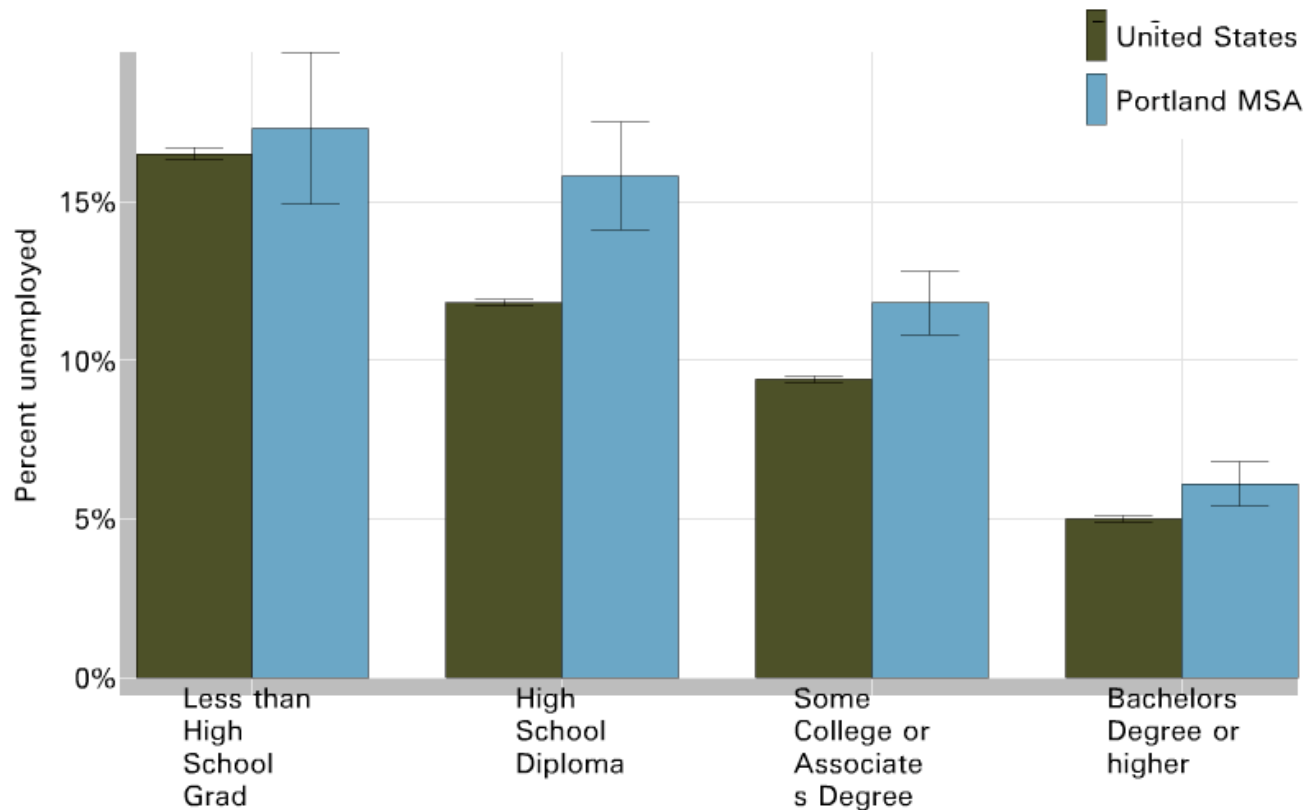
## Percent of Population with a BA or more, 2006-2010



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**PULSE**

Source: American Community Survey via Greater Portland Pulse

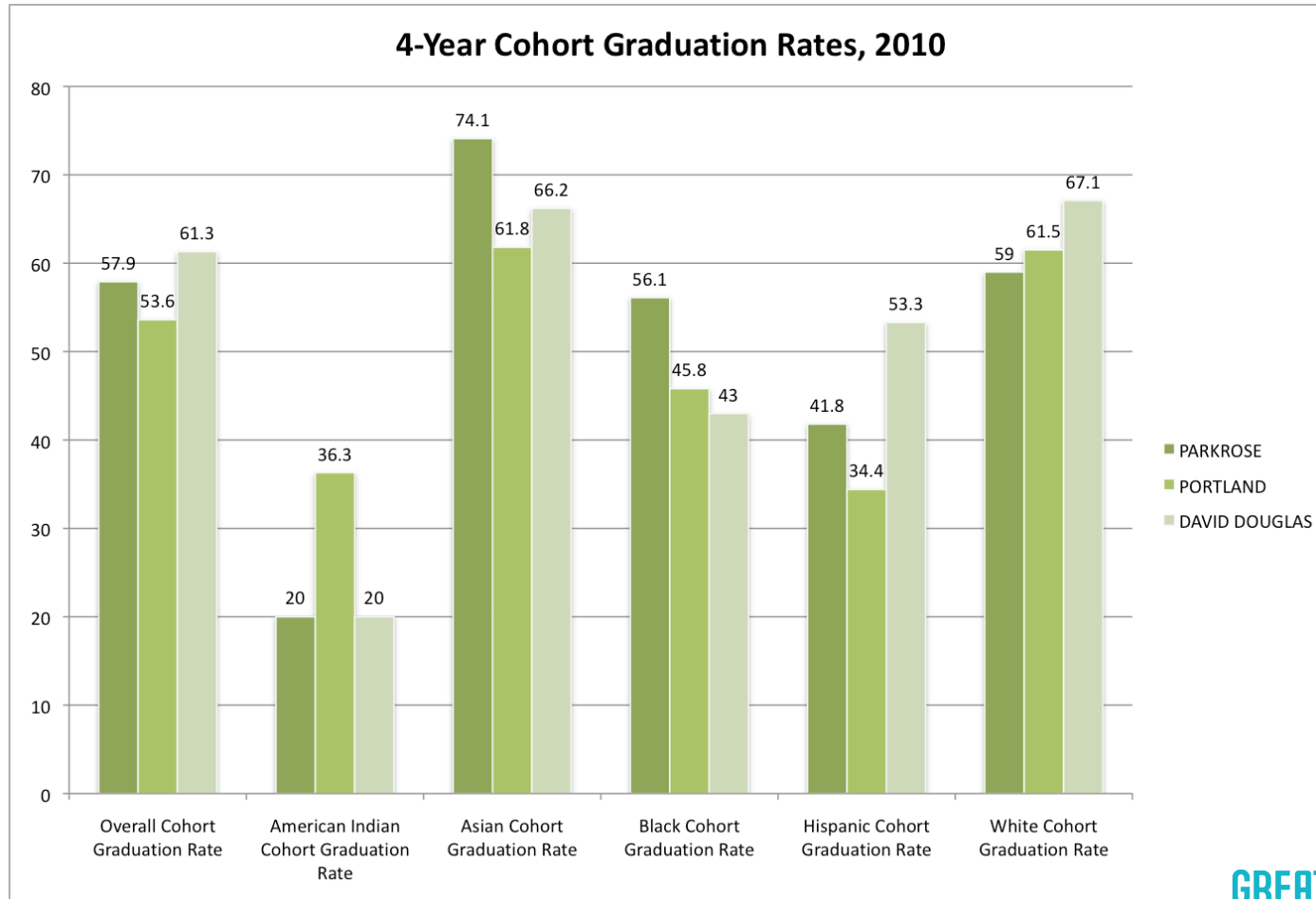
# Unemployment Rate and Education



(C) 2012 Open Indicators Consortium Weave

Source: 2010 American Community Survey via Greater Portland Pulse

# Will educational attainment improve?

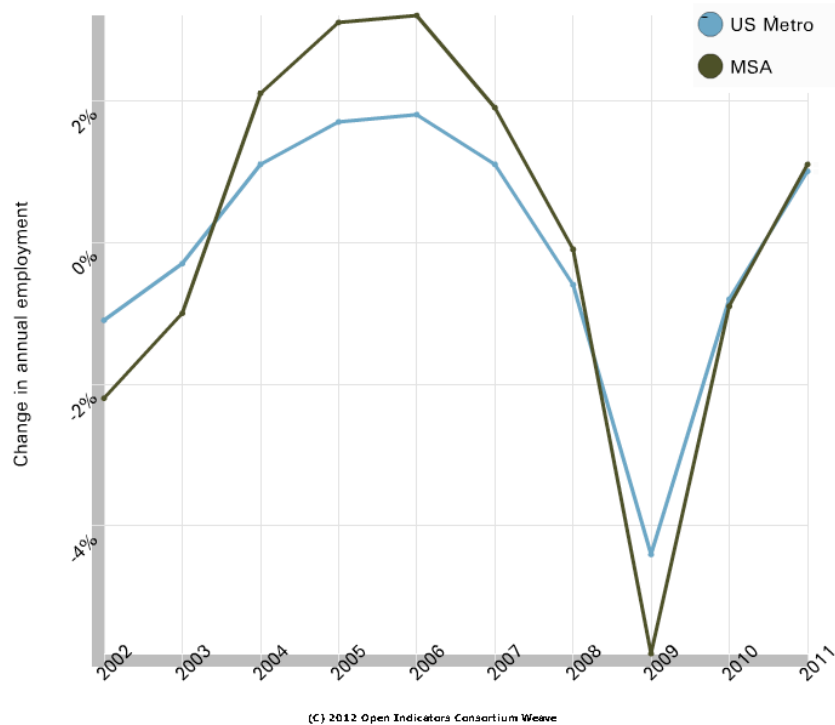


Source: Oregon Department of Education via Greater Portland Pulse

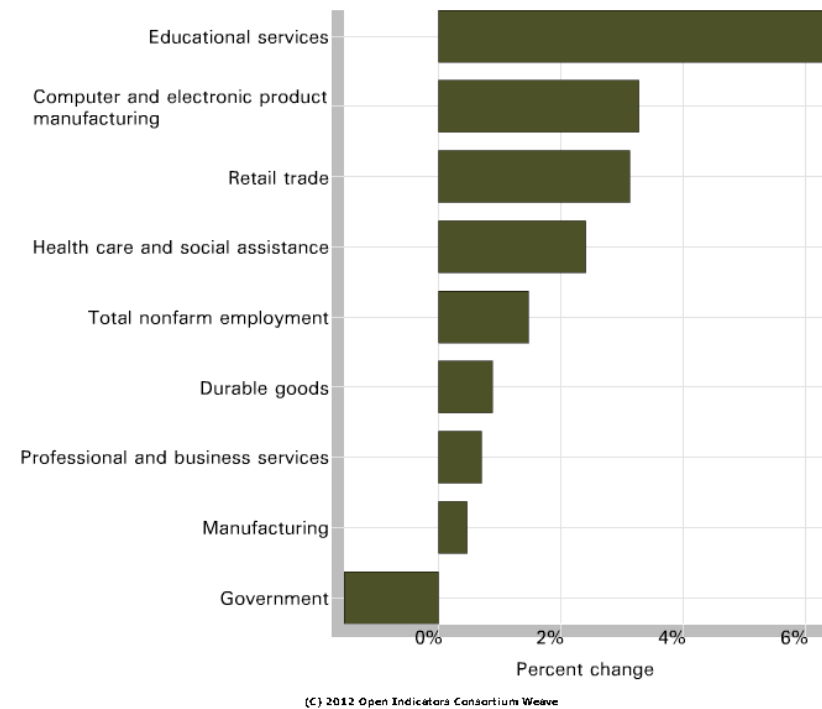


# Economic Recovery

Total employment is growing

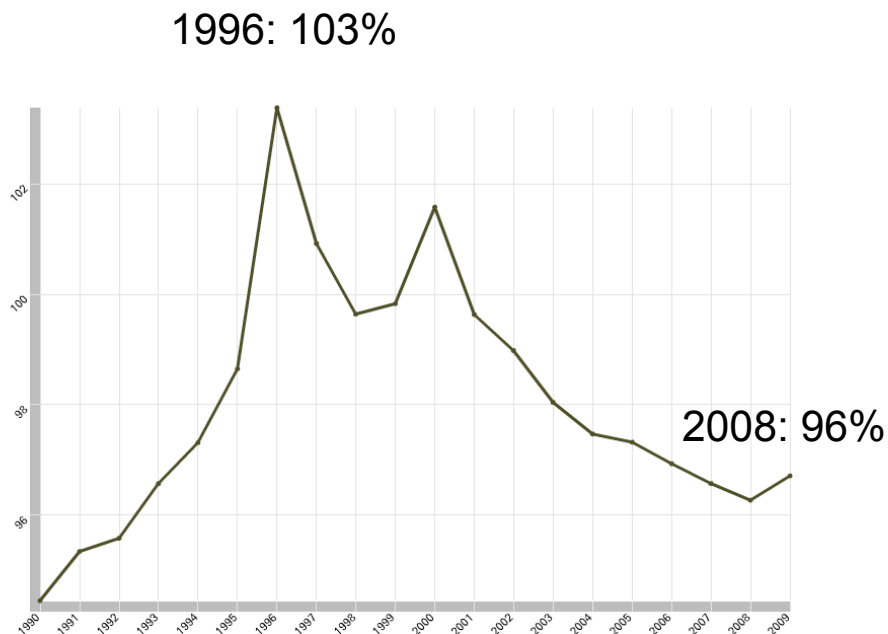


Especially in some private sector industries

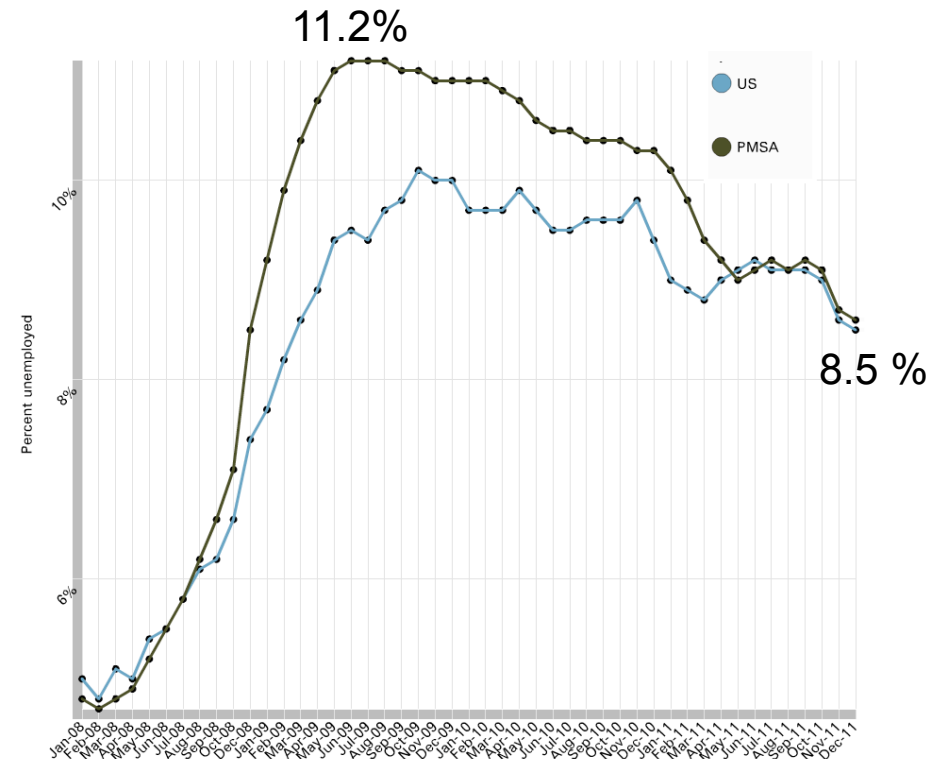


# Wages and unemployment relative to Metro US

Average wage per job as percent of US Metro Average

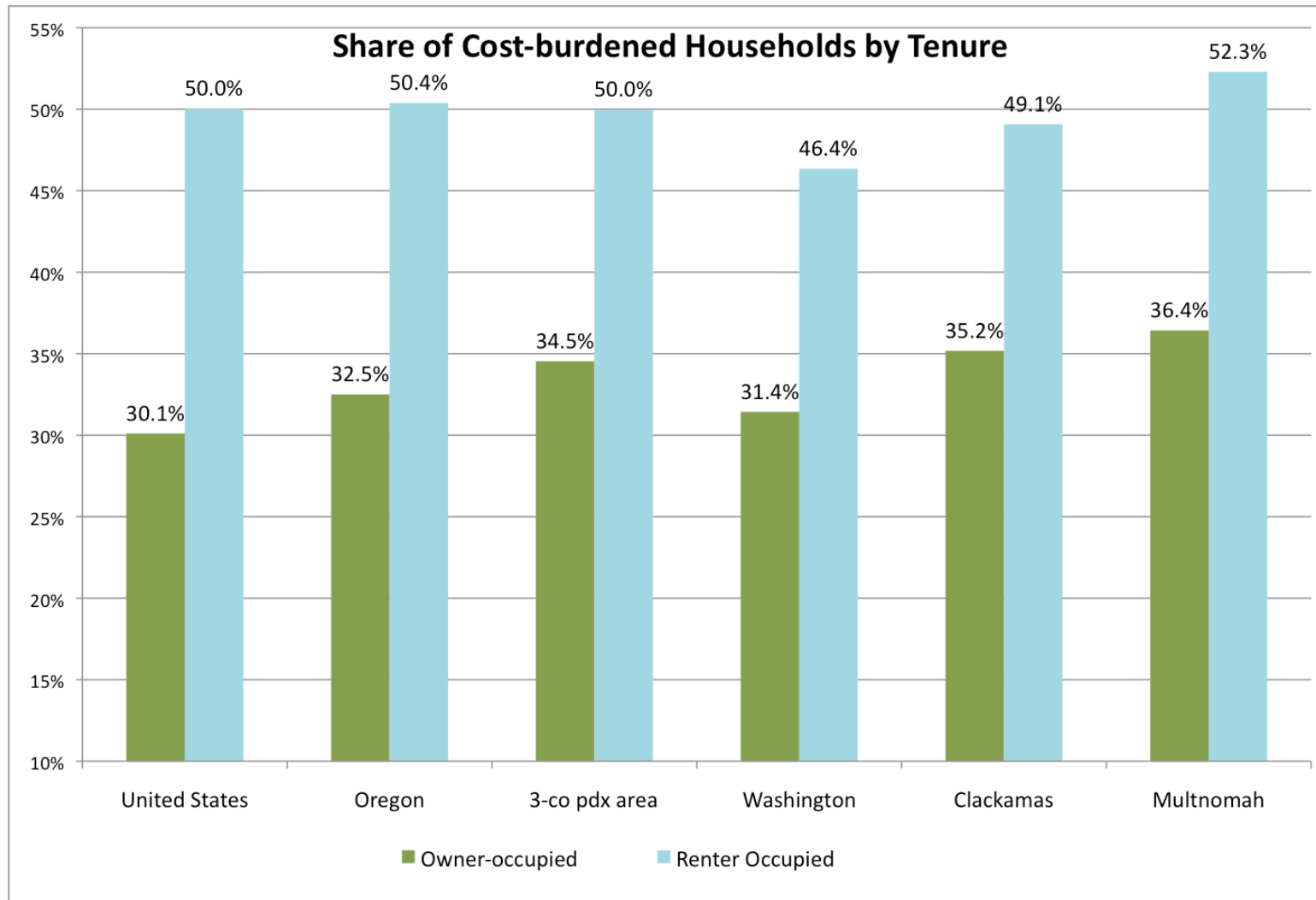


Unemployment rate, Portland Metro vs. US Metro Average



Source: Bureau of Economic Analysis and Bureau of Labor Statistics via Portlandpulse.org

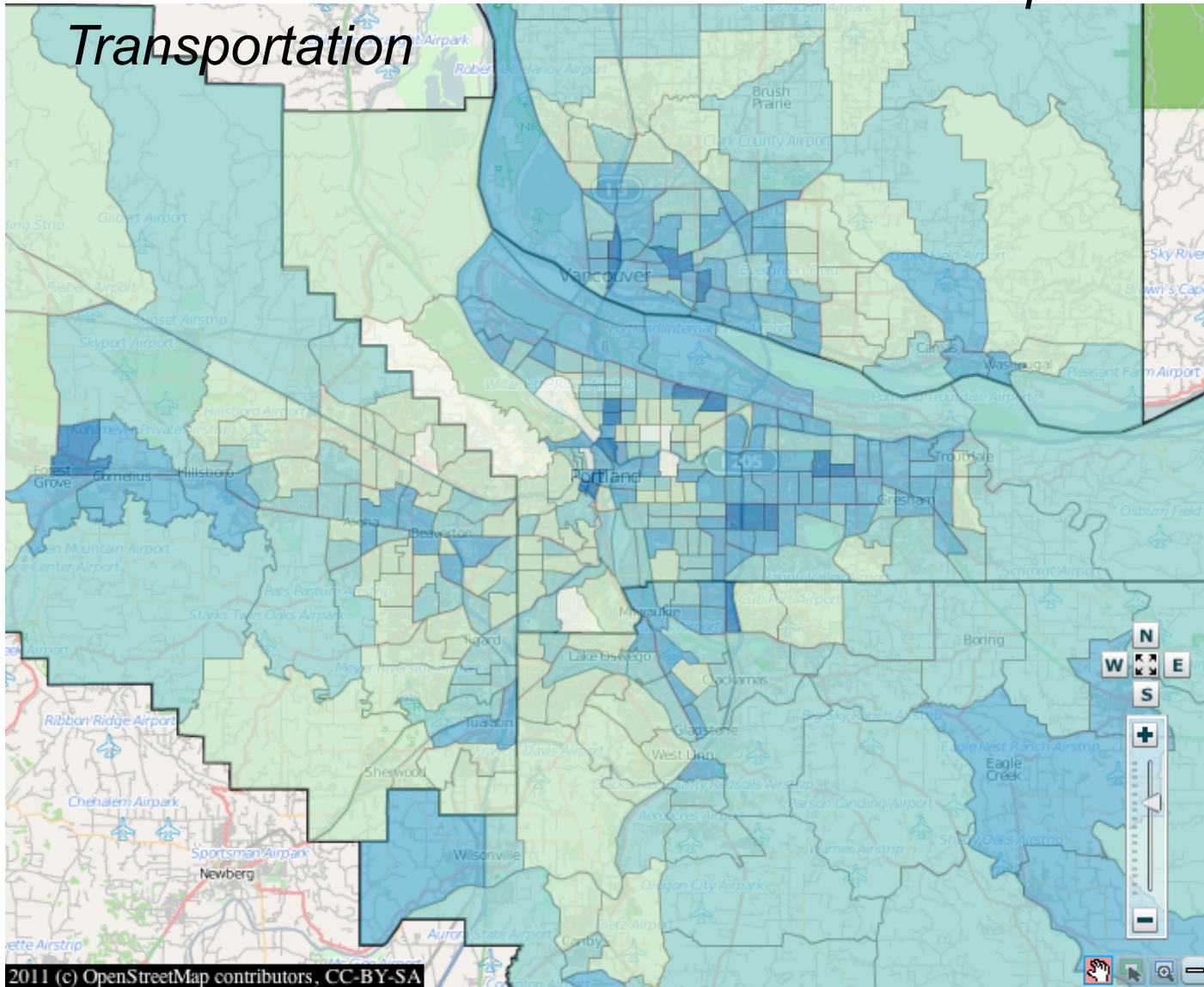
# Who is Cost Burdened?



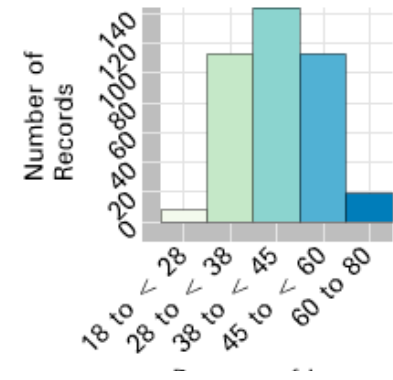
Source: US Census, HUD

# Where are the most cost-burdened households?

*Percent of Median Household Income spent on Housing + Transportation*



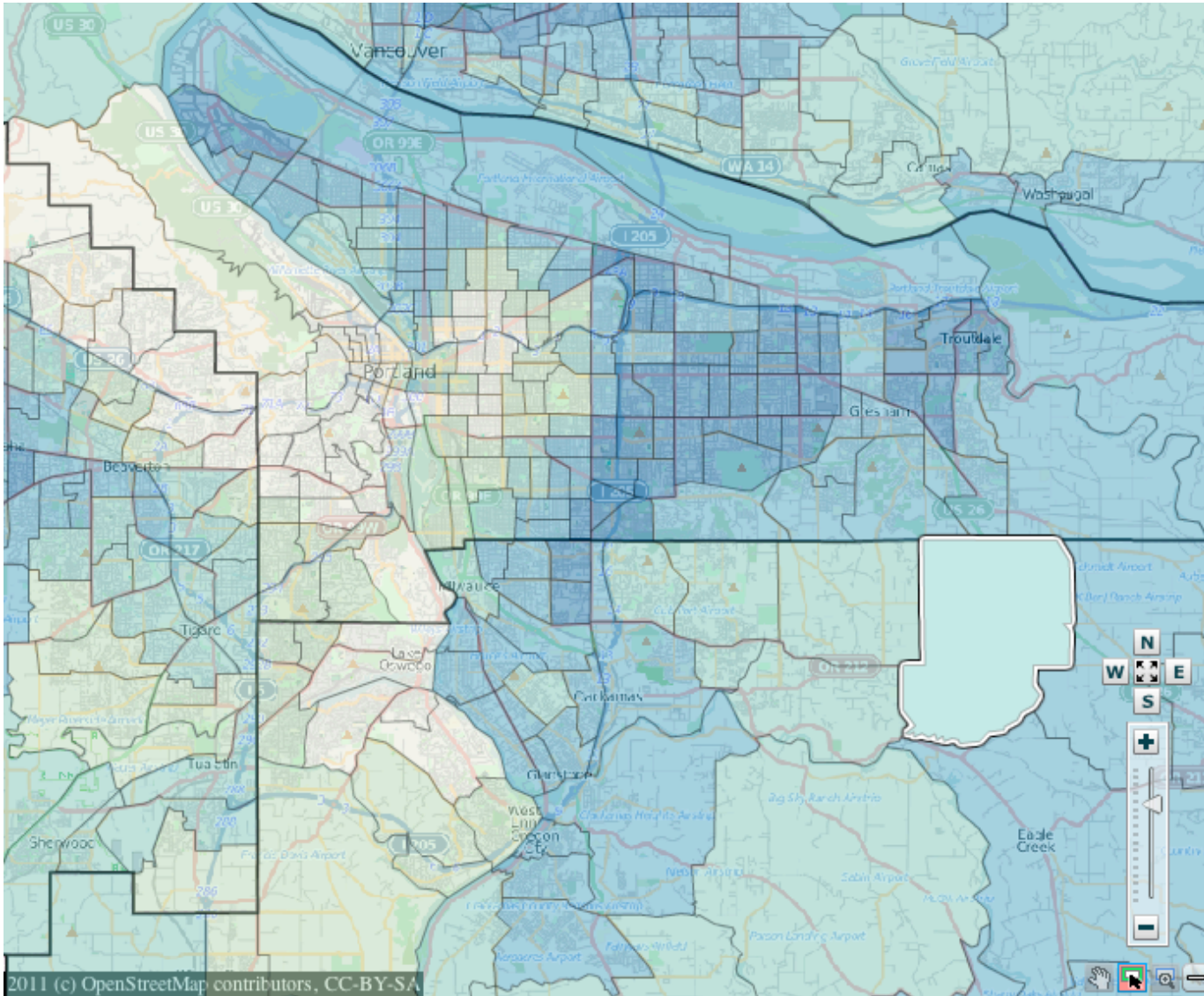
## GREATER PORTLAND PULSE



Make this map interactive!

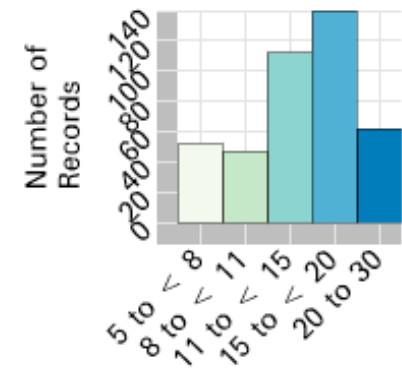
# Where are the High Cost Loans?

*High cost loans as a share of home purchase loans, 2004-2007*



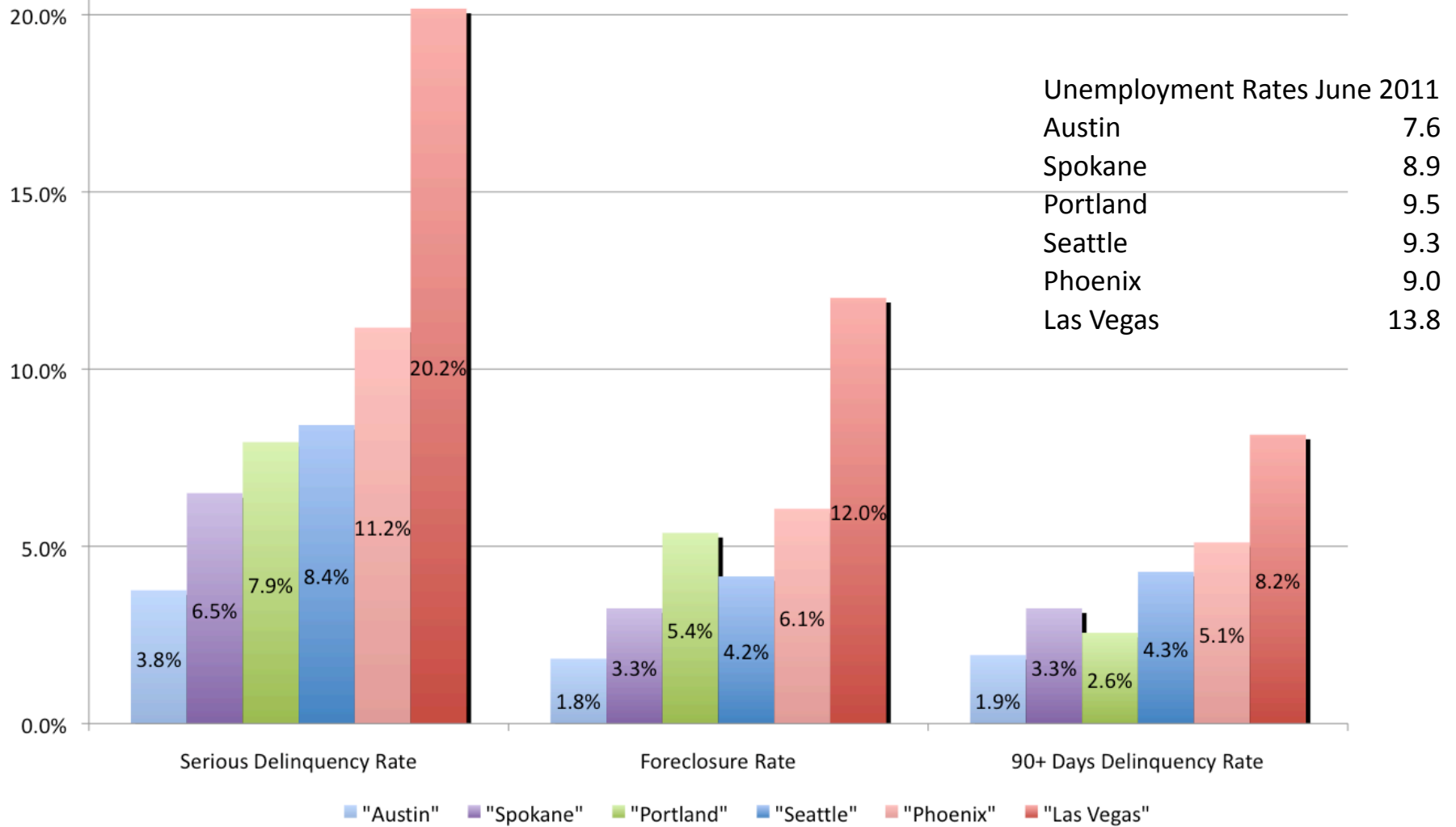
(C) 2012 Open Indicators Consortium Weave

## GREATER PORTLAND PULSE



[Make this map interactive!](#)

# Foreclosures and Delinquencies, June 2011



Source: [foreclosure-response.org](http://foreclosure-response.org)

# Sociodemographic Trends Affecting Housing in the Portland Metro Area



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