Demographic Trends and the Regional Economy

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Key Themes

Theme 1: Demography = Economy
Theme 2: Greater Portland Pulse
A new tool for tracking, guiding, and improving our region
Population Growth

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

OR Population growth, 2000 to 2010 = 12 %
Share of Population by Portland MSA County

Total MSA Population:
1960 = 881,961
2010 = 2,226,009

Source: U.S. Decennial Census (1960-2010)
Demography 101
Population growth =
• Births -
• Deaths +
• Migration
## Components of Population Change

<table>
<thead>
<tr>
<th>Region</th>
<th>Population Change 2000-2010</th>
<th>Percent Change, 2000-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon</td>
<td>409,675</td>
<td>12.0%</td>
</tr>
<tr>
<td>Clackamas</td>
<td>37,601</td>
<td>11.1%</td>
</tr>
<tr>
<td>Multnomah</td>
<td>74,848</td>
<td>11.3%</td>
</tr>
<tr>
<td>Washington</td>
<td>84,368</td>
<td>18.9%</td>
</tr>
<tr>
<td>Clark</td>
<td>80,125</td>
<td>23.2%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone, Non-Hispanic (0-17)</td>
<td>44,027,087</td>
<td>39,716,562</td>
</tr>
<tr>
<td>Total Population (0-17)</td>
<td>72,293,812</td>
<td>74,181,467</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Under Age 18 Population, White Alone (Non-Hispanic)

Household Characteristics

Persons per Household, 2000 and 2010

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

Source: American Community Survey via Greater Portland Pulse
Unemployment Rate and Education

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

1996: 103%
2008: 96%

Unemployment rate, Portland Metro vs. US Metro Average

2008: 11.2%
2008: 8.5%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics via Portlandpulse.org
Who is Cost Burdened?

Share of Cost-burdened Households by Tenure

- United States: 30.1% (Owner-occupied), 50.0% (Renter Occupied)
- Oregon: 32.5% (Owner-occupied), 50.4% (Renter Occupied)
- 3-co pdx area: 34.5% (Owner-occupied), 50.0% (Renter Occupied)
- Washington: 31.4% (Owner-occupied), 46.4% (Renter Occupied)
- Clackamas: 35.2% (Owner-occupied), 49.1% (Renter Occupied)
- Multnomah: 36.4% (Owner-occupied), 52.3% (Renter Occupied)

Source: US Census, HUD
Where are the most cost-burdened households?

Percent of Median Household Income spent on Housing + Transportation

Make this map interactive!
Where are the High Cost Loans?

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

Make this map interactive!
Foreclosures and Delinquencies, June 2011

Unemployment Rates June 2011

- Austin: 7.6%
- Spokane: 8.9%
- Portland: 9.5%
- Seattle: 9.3%
- Phoenix: 9.0%
- Las Vegas: 13.8%

Source: foreclosure-response.org
Sociodemographic Trends Affecting Housing in the Portland Metro Area

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