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# Demographic Update

Charles Rynerson
*Portland State University*, rynerson@pdx.edu

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# Demographic Update

**OSCPA Real Estate Conference, Portland, OR**

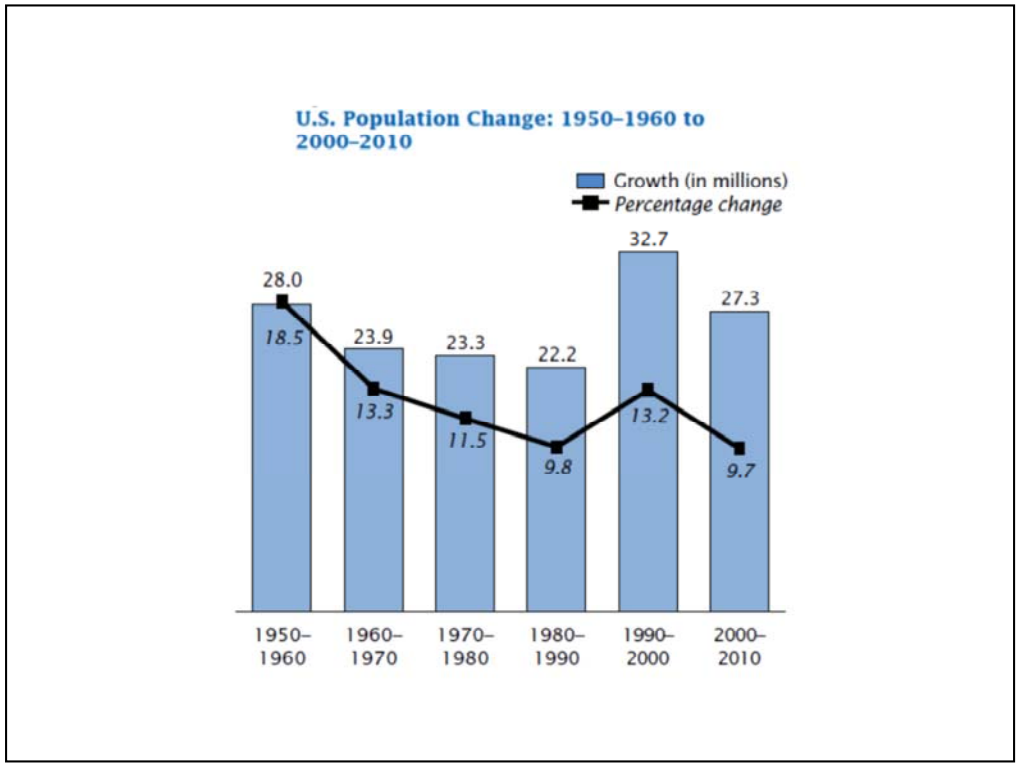
**June 14, 2013**

Charles Rynerson
Census State Data Center Coordinator
Population Research Center
College of Urban and Public Affairs

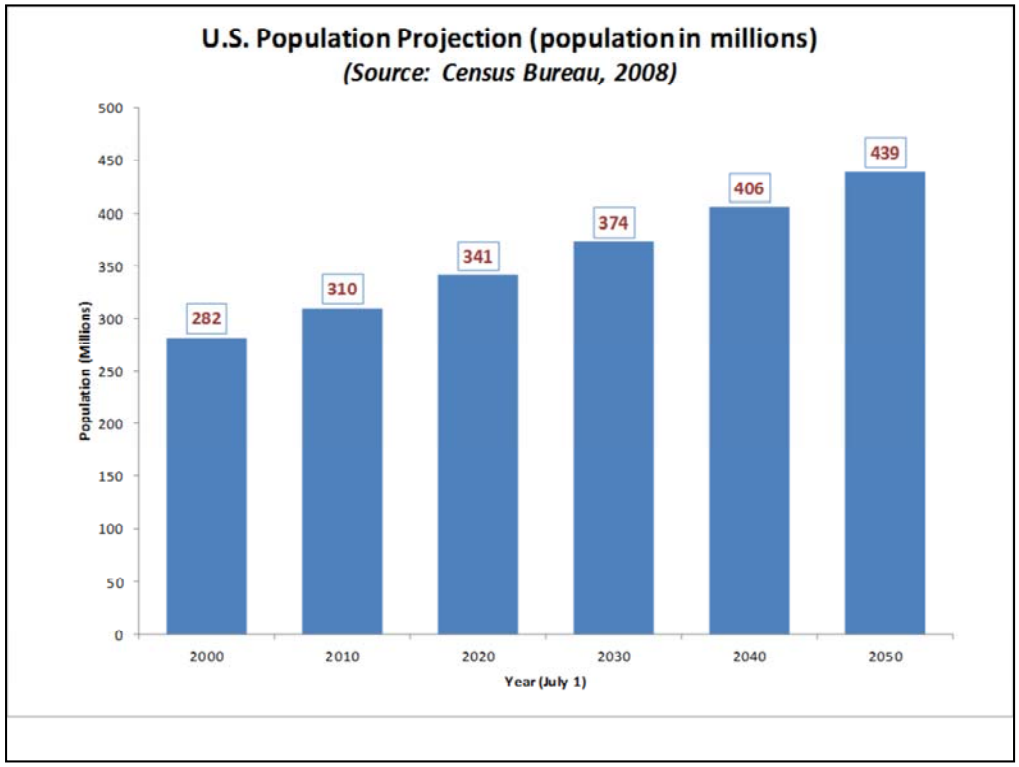
Portland State
UNIVERSITY

**April 1, 2010 U.S. Resident Population: 308,745,538**

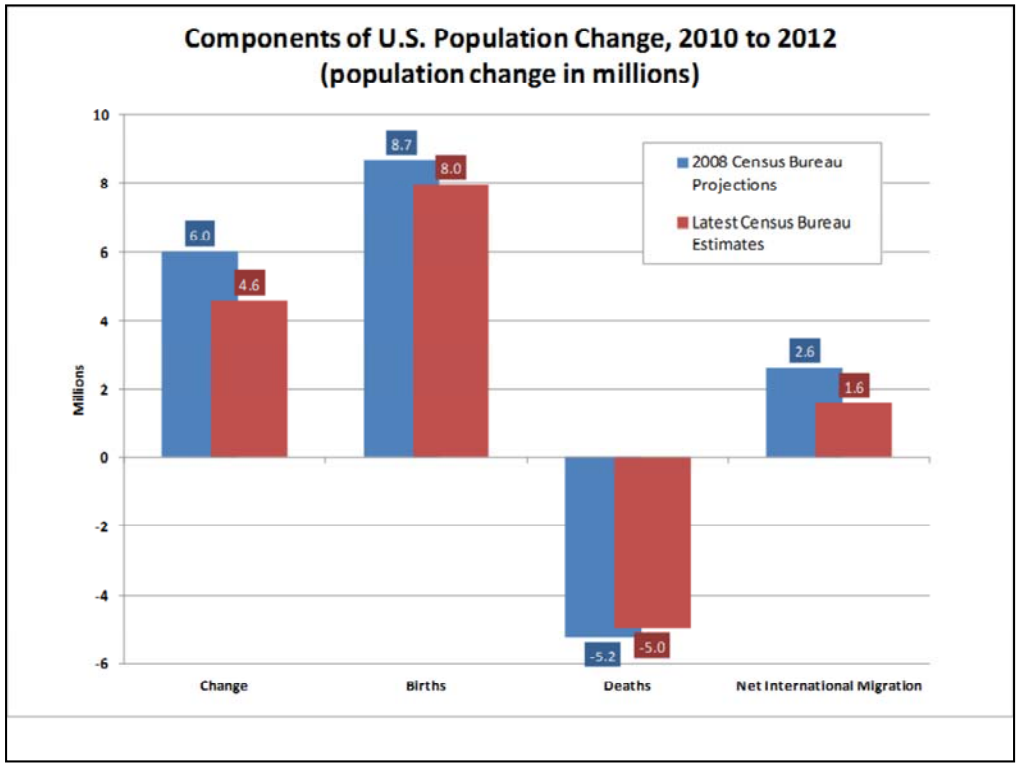
The 2010 Census counted over 308 million residents of the U.S.. The 9.7 percent growth in the 2000-2010 decade was the second lowest growth rate in the nation's history. Only the 1930s saw slower growth.




However, percentage growth rates may be misleading, due to a growing base. The numeric population growth of 27.3 million was the third highest in any decade, after the 1950s and 1990s.



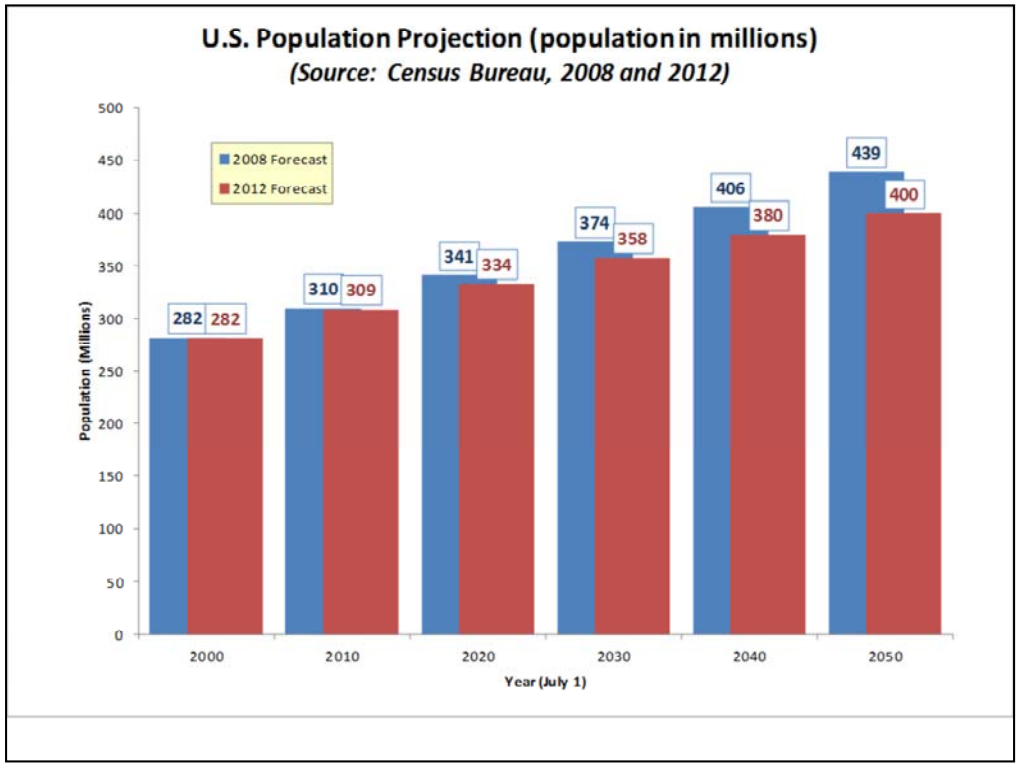

The Census Bureau published a projection of U.S. population in 2008. It indicated that the population would reach 374 million by 2030 and 439 million by 2050.



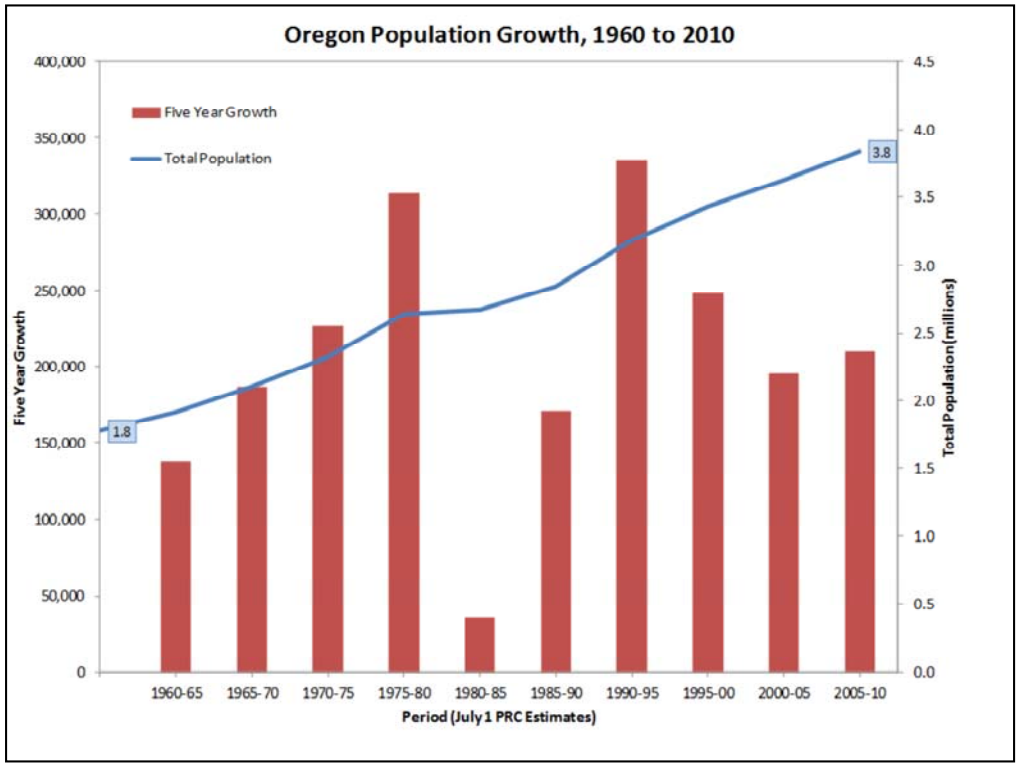

Comparing the Census Bureau's estimated population change between 2010 and 2012 with their 2008 forecast for the same period, there were about 700,000 (8%) fewer births than expected, 200,000 (5%) fewer deaths, and about 1,000,000 (39%) fewer immigrants.

Net migration for most areas is notoriously difficult to predict. At the national level, it depends on world events, immigration policies, and the economy. It is not surprising that net migration has fallen, though the extent drop may be greater than most demographers could have predicted.

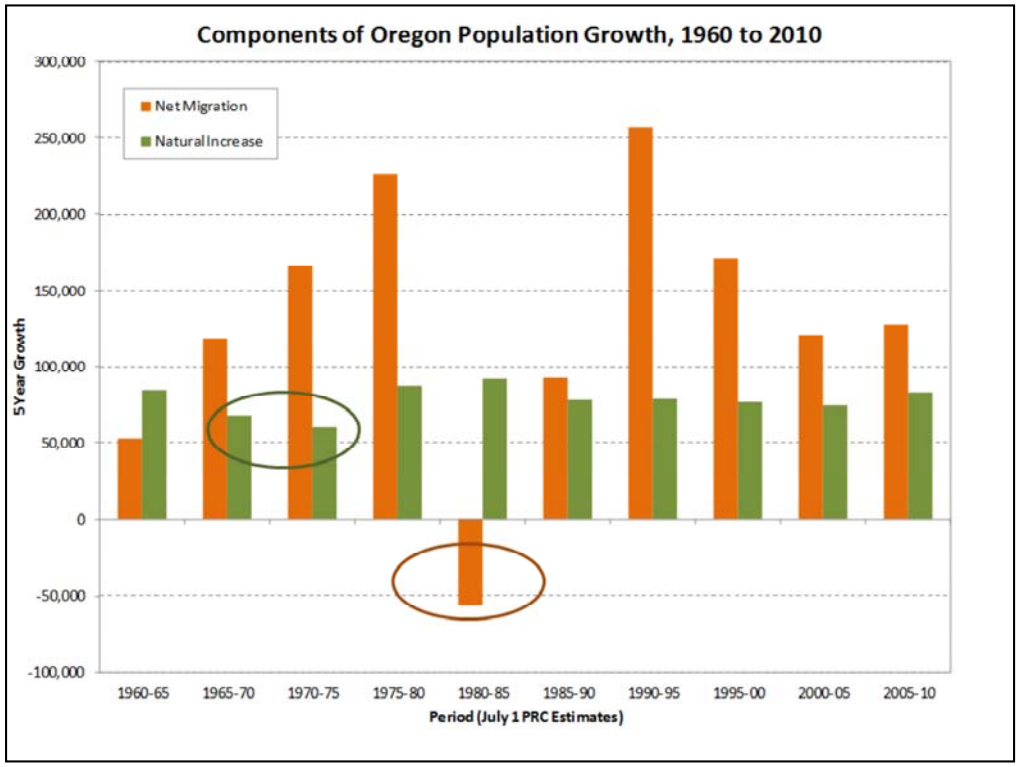
Another surprise is the sharp drop in fertility, which has resulted in a decline in births of more than 7% in both the U.S. and in Oregon between 2007 and 2010.



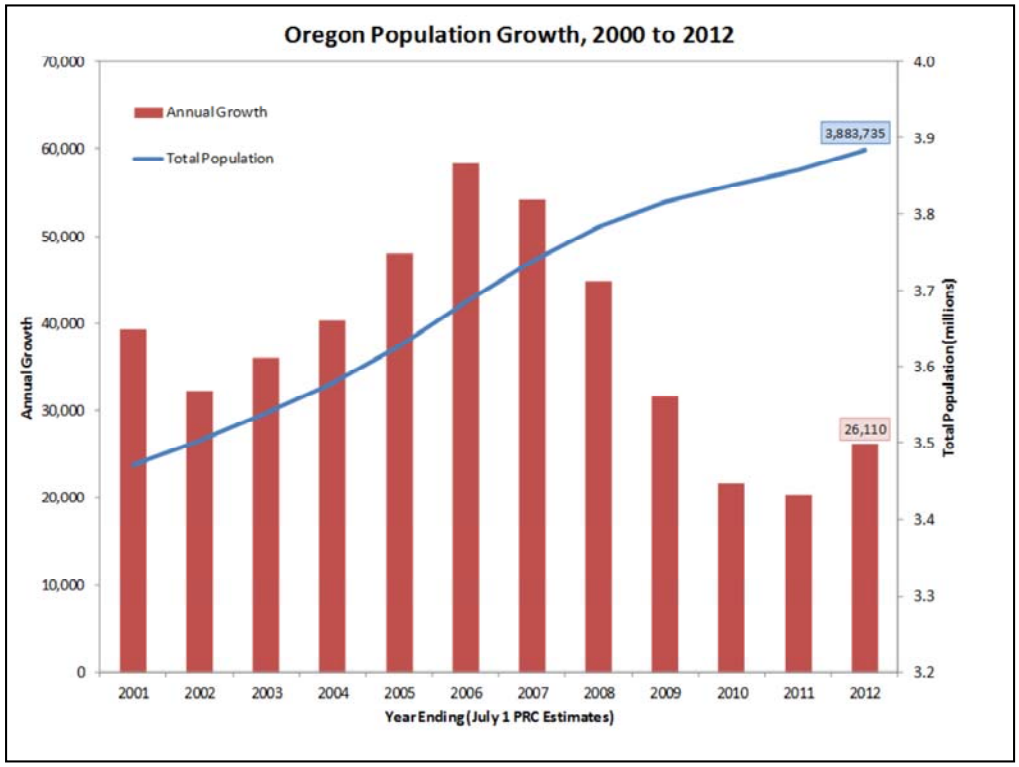

In 2012, the Census Bureau published a new projection for U.S. population, with a 2050 projection nearly 40 million lower than the 2008 projection.



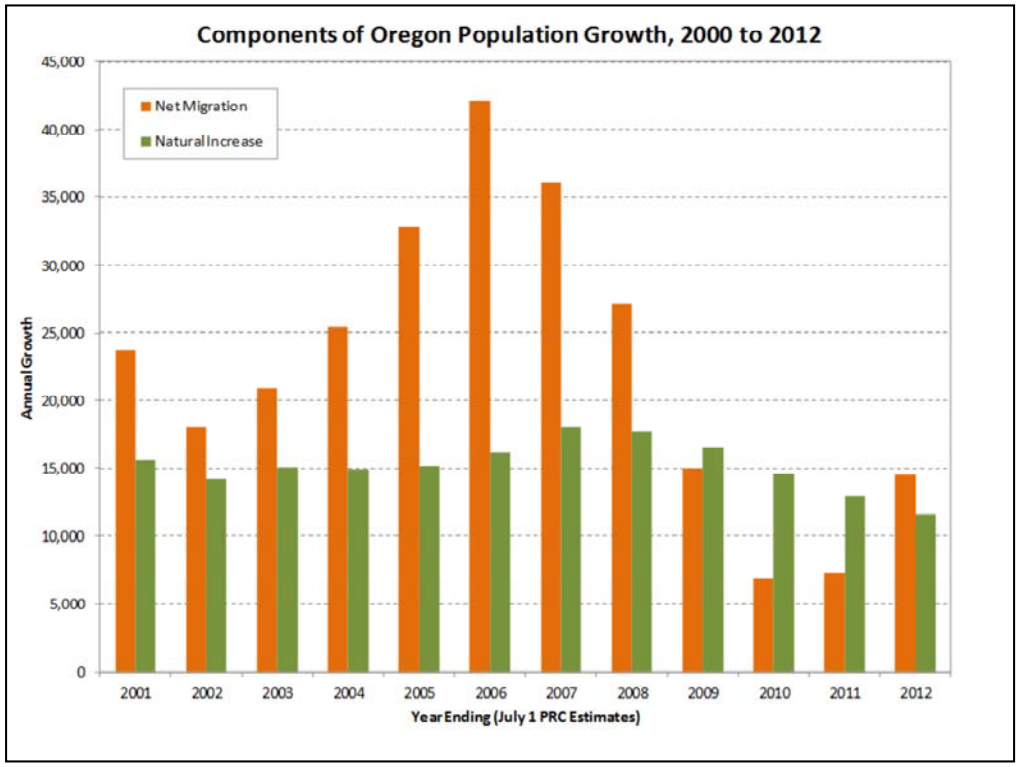

In the 50 year period between 1960 and 2010, Oregon's population more than doubled, from less than 1.8 million in 1960 to over 3.8 million in 2010. The greatest growth occurred in the 1970s and 1990s, while the least growth occurred in the 1980s.



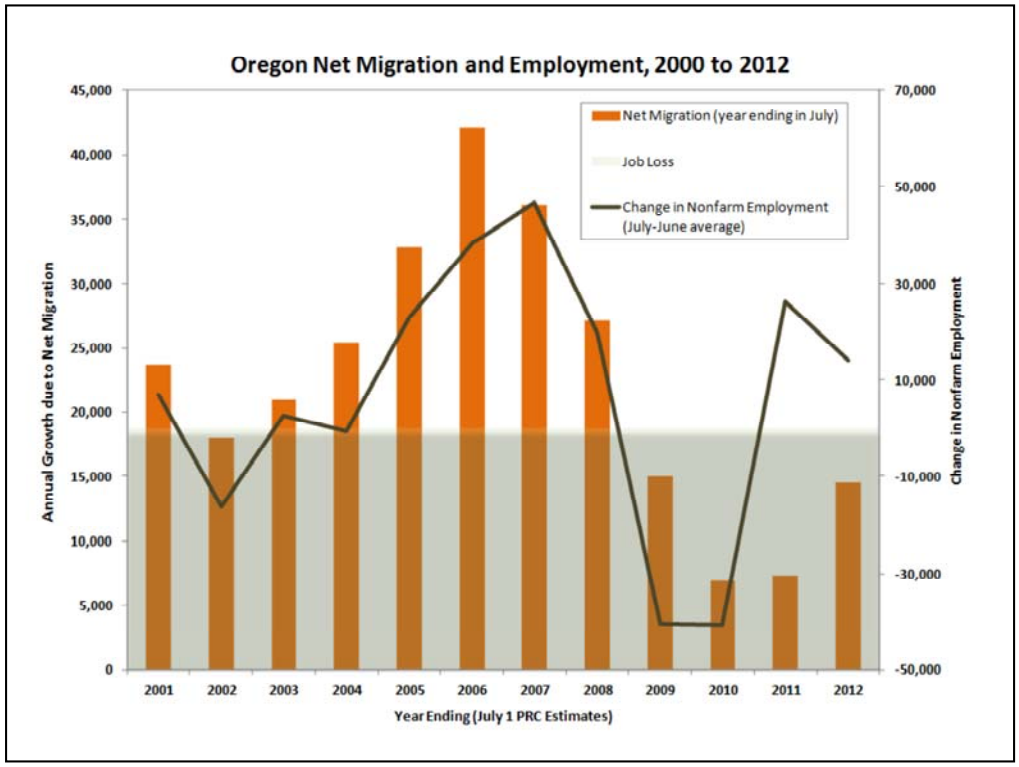

Natural increase (births minus deaths) was lowest during the “baby bust” of the late 1960s and early 1970s, and the early 1980s recession prompted more people to move out of Oregon than into it.



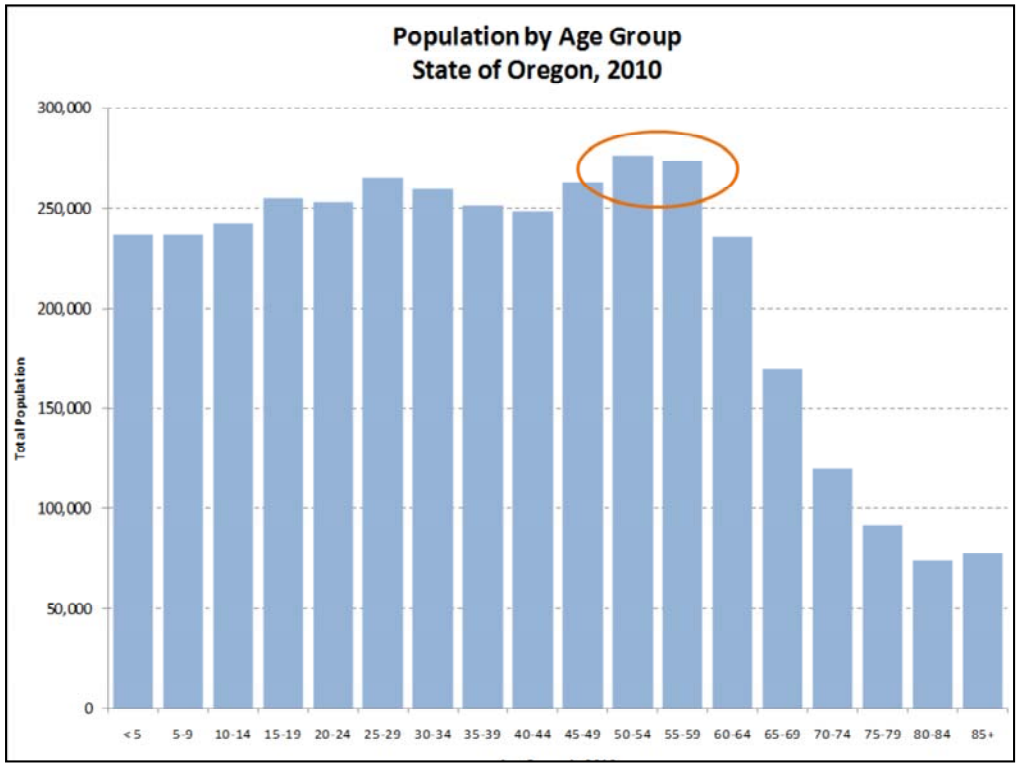

Between 2000 and 2012 Oregon grew each year, gaining about 450,000 residents. But year-to-year growth during the 12 year period ranged from a low of about 20,000 to a high of nearly 60,000.



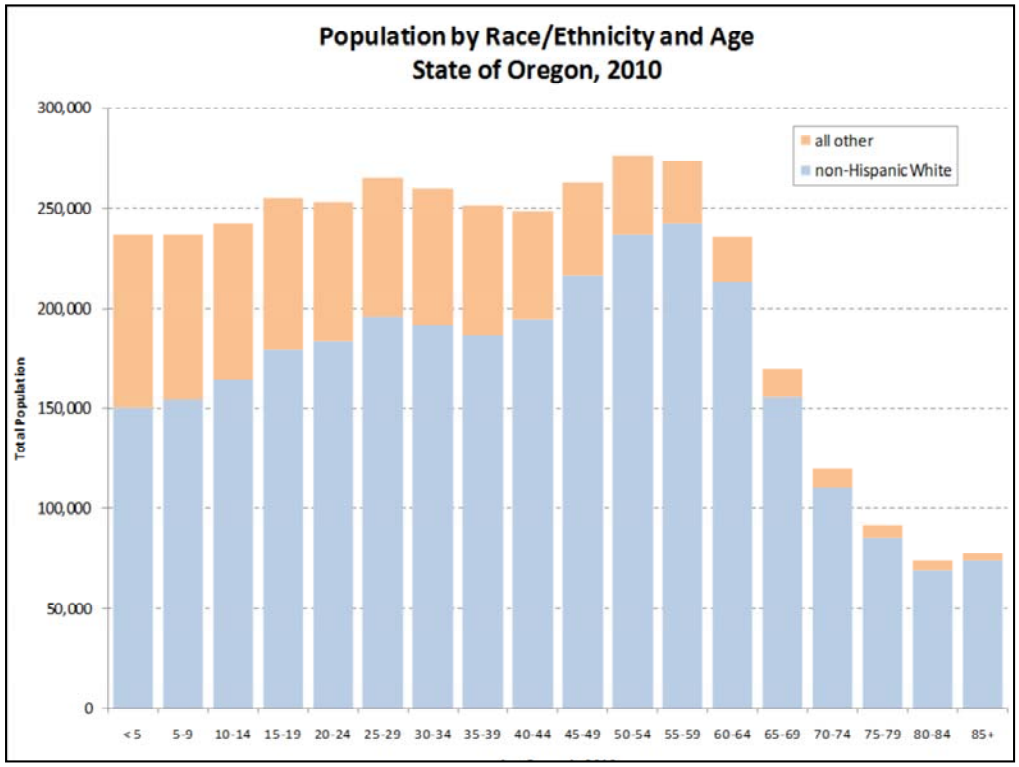

In the most recent two years, growth due to natural increase (births minus deaths) has been the lowest since the early 1970s "baby bust" and we have experienced four years of the lowest net migration levels since the economic downturn of early to mid-1980s that had a disproportionate effect on Oregon's economy. During the 1980s most of the country was doing better than Oregon economically, so there were some years with net out-migration. In the most recent recession, there were few greener pastures, and homeowners were less mobile due to the housing crisis.



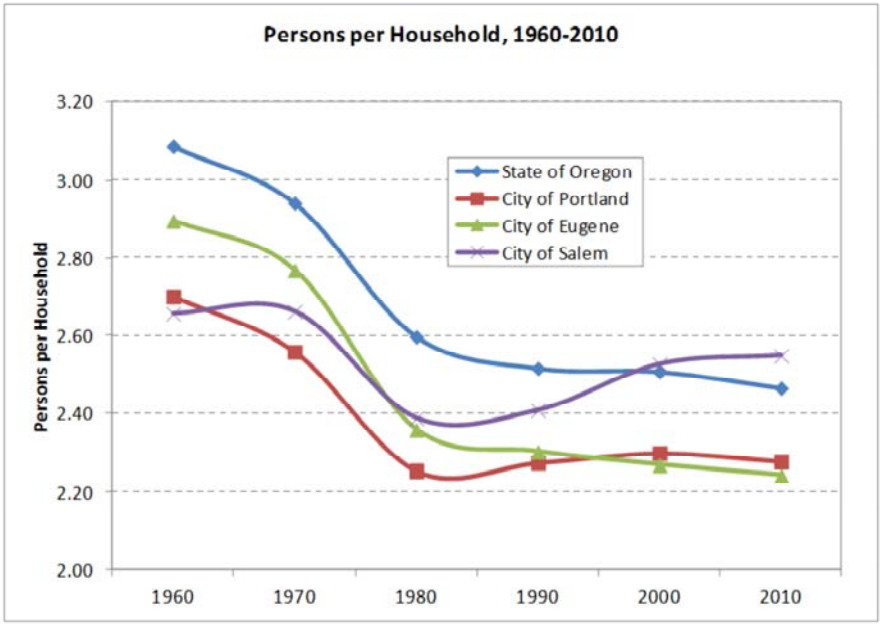

Although Oregon did not experience negative net migration during the recent recession, this chart shows the close relationship between employment change and net migration levels.

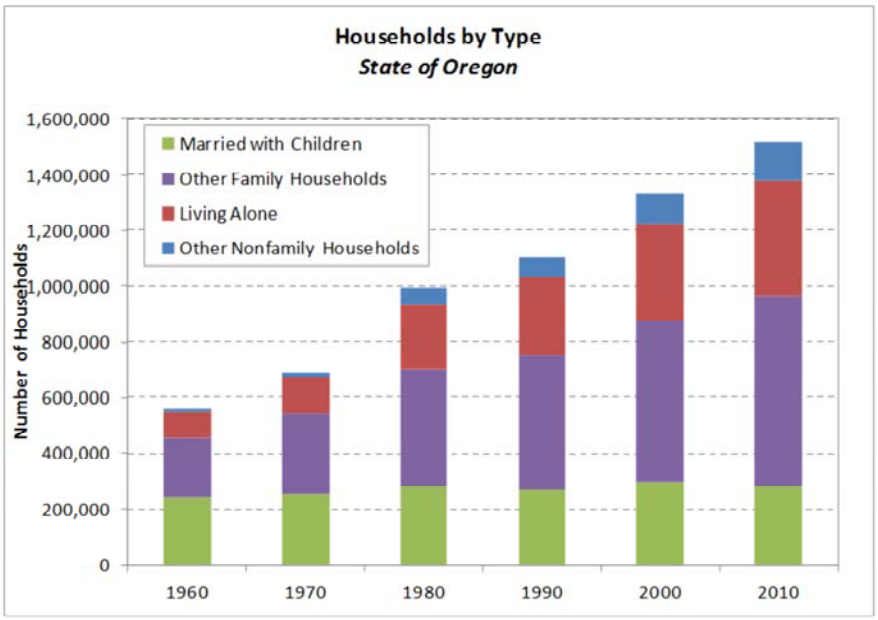


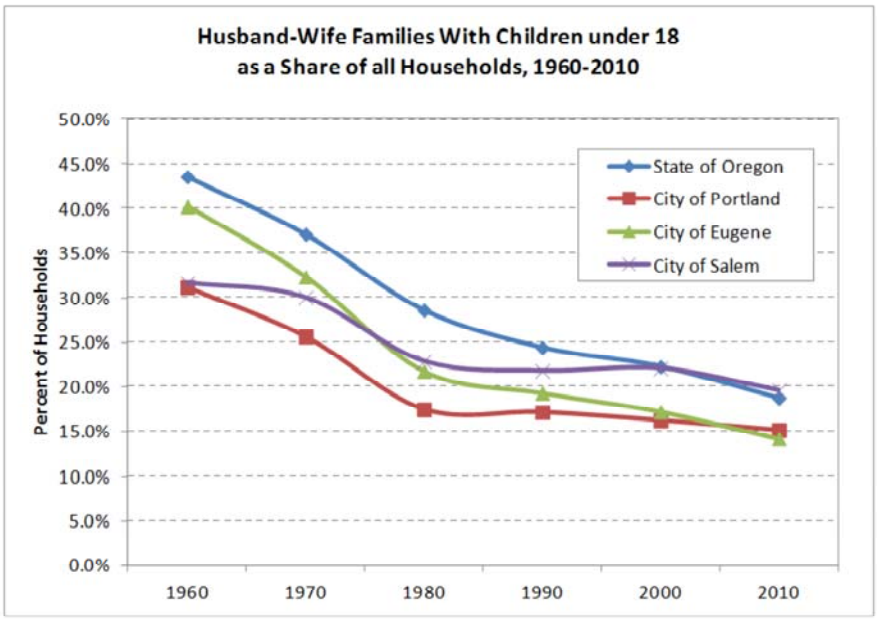

In 2010, the most populous groups by age were 50 to 59. This cohort, baby boomers born in the 1950s, was also the largest in 2000 when they were in their 40s, and in 1990 when they were in their 30s.

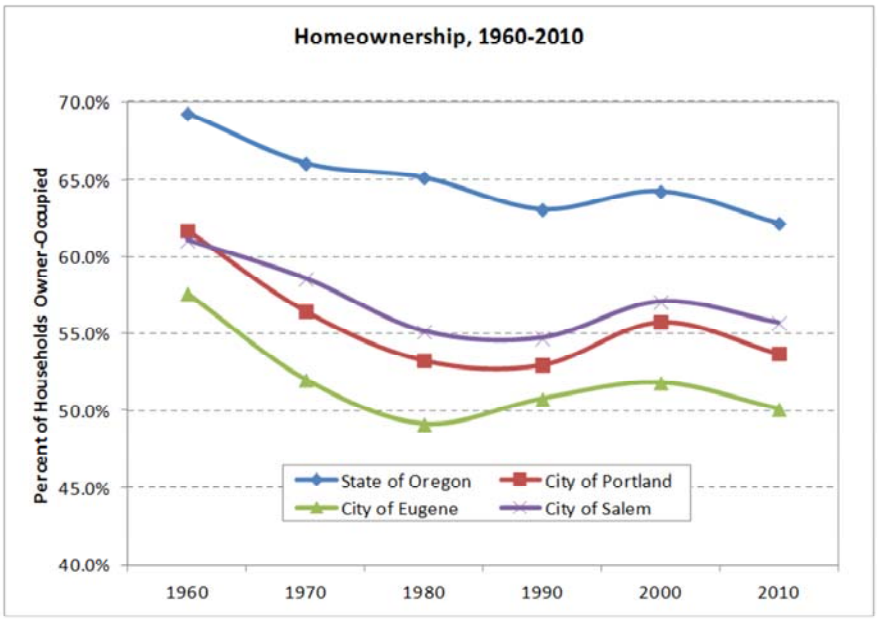


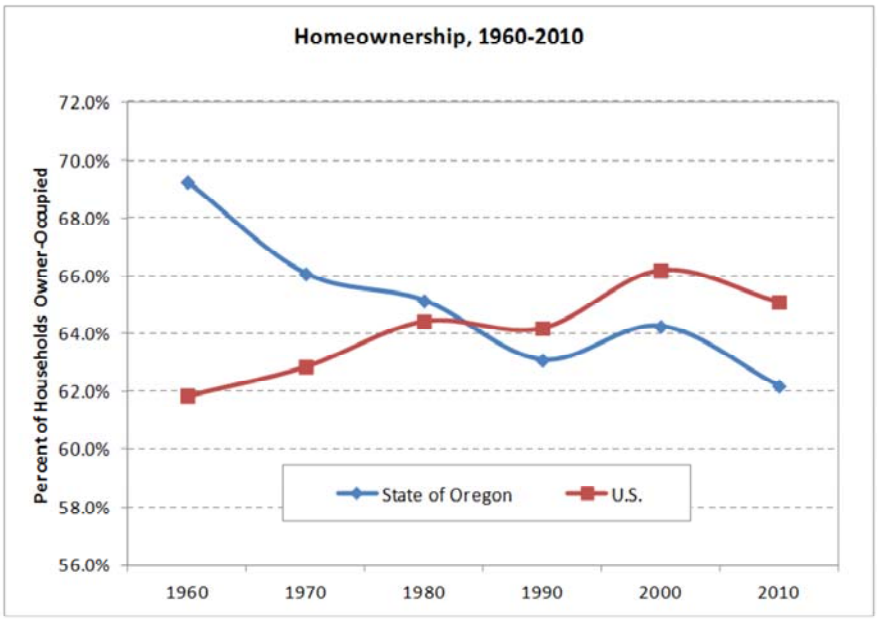

This chart shows the same total population by age group as the previous chart, but the light blue portion of each column shows the population identified as white alone and not Latino. For that group, the bulge in age 50 to 59 population is even more pronounced. The age profile of white non-Latinos is particularly influenced by the baby boom, while other groups have a younger age distribution.

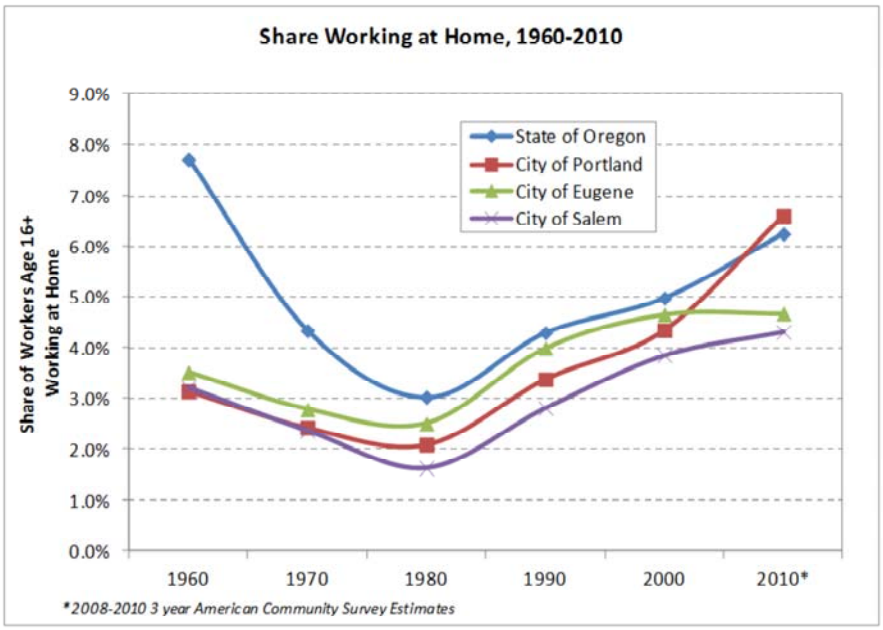

Persons per Household, 1960-2010
Persons per Household
3.20
3.00
2.80
2.60
2.40
2.20
2.00
1960
1970
1980
1990
2000
2010
State of Oregon
City of Portland
City of Eugene
City of Salem

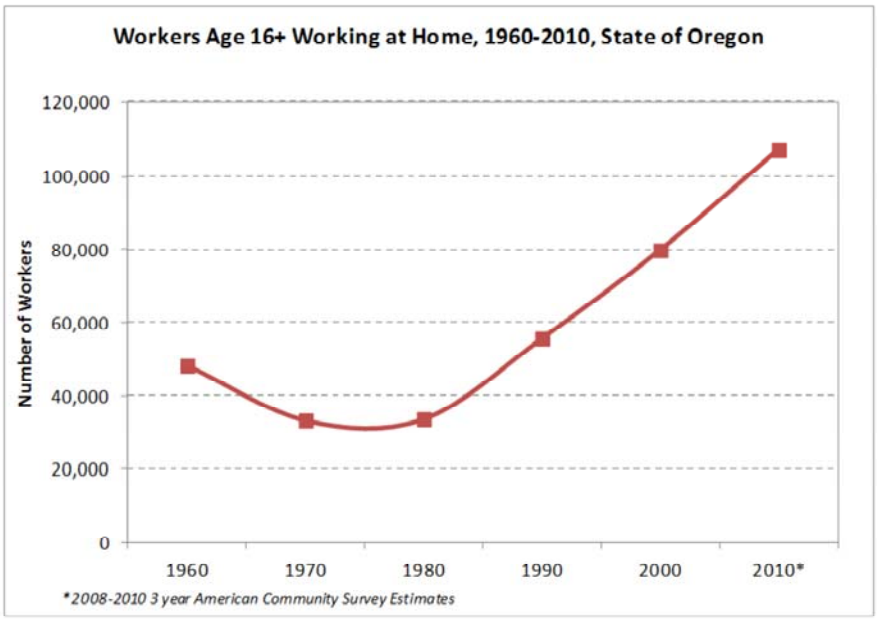

Households by Type
State of Oregon
Number of Households
1,600,000
1,400,000
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
Married with Children
Other Family Households
Living Alone
Other Nonfamily Households
1960
1970
1980
1990
2000
2010


Husband-Wife Families With Children under 18
as a Share of all Households, 1960-2010
Percent of Households
50.0%
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
1960
1970
1980
1990
2000
2010
State of Oregon
City of Portland
City of Eugene
City of Salem

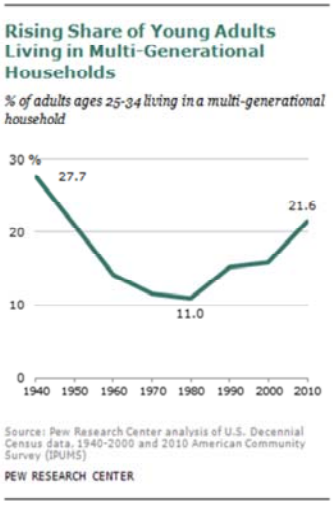

Homeownership, 1960-2010
Percent of Households Owner-Occupied
70.0%
65.0%
60.0%
55.0%
50.0%
45.0%
40.0%
1960
1970
1980
1990
2000
2010
State of Oregon
City of Portland
City of Eugene
City of Salem


Homeownership, 1960-2010
Percent of Households Owner-Occupied
72.0%
70.0%
68.0%
66.0%
64.0%
62.0%
60.0%
58.0%
56.0%
1960
1970
1980
1990
2000
2010
State of Oregon
U.S.

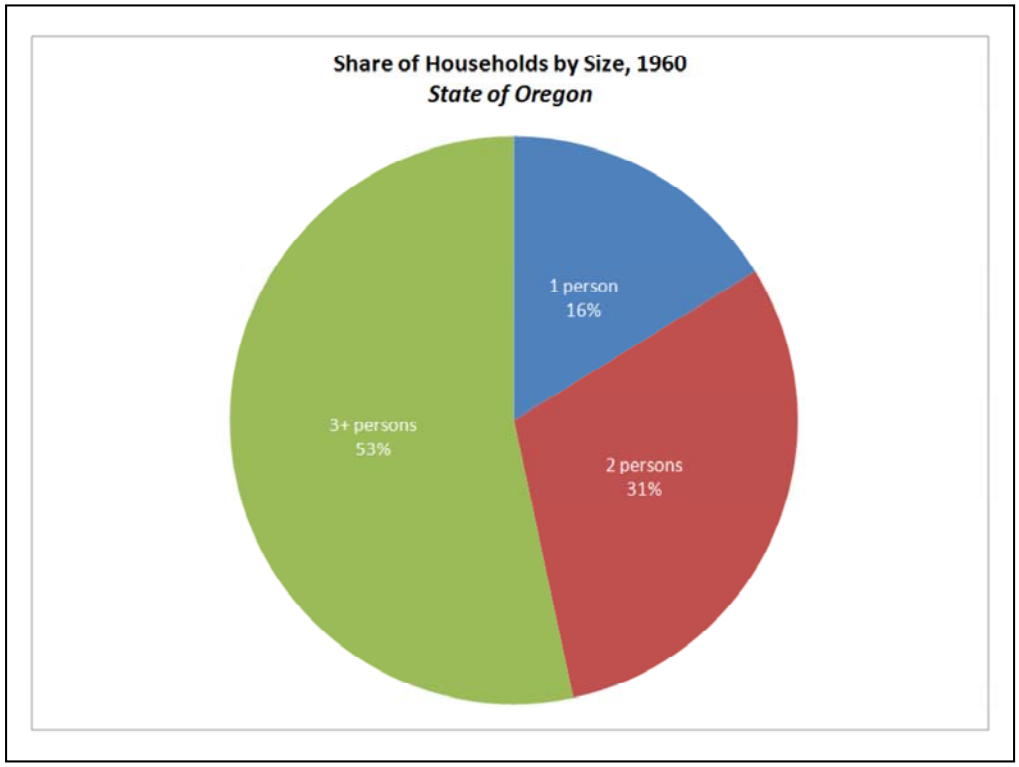

Share Working at Home, 1960-2010
Share of Workers Age 16+ Working at Home
9.0%
8.0%
7.0%
6.0%
5.0%
4.0%
3.0%
2.0%
1.0%
0.0%
1960
1970
1980
1990
2000
2010*
State of Oregon
City of Portland
City of Eugene
City of Salem
*2008-2010 3 year American Community Survey Estimates

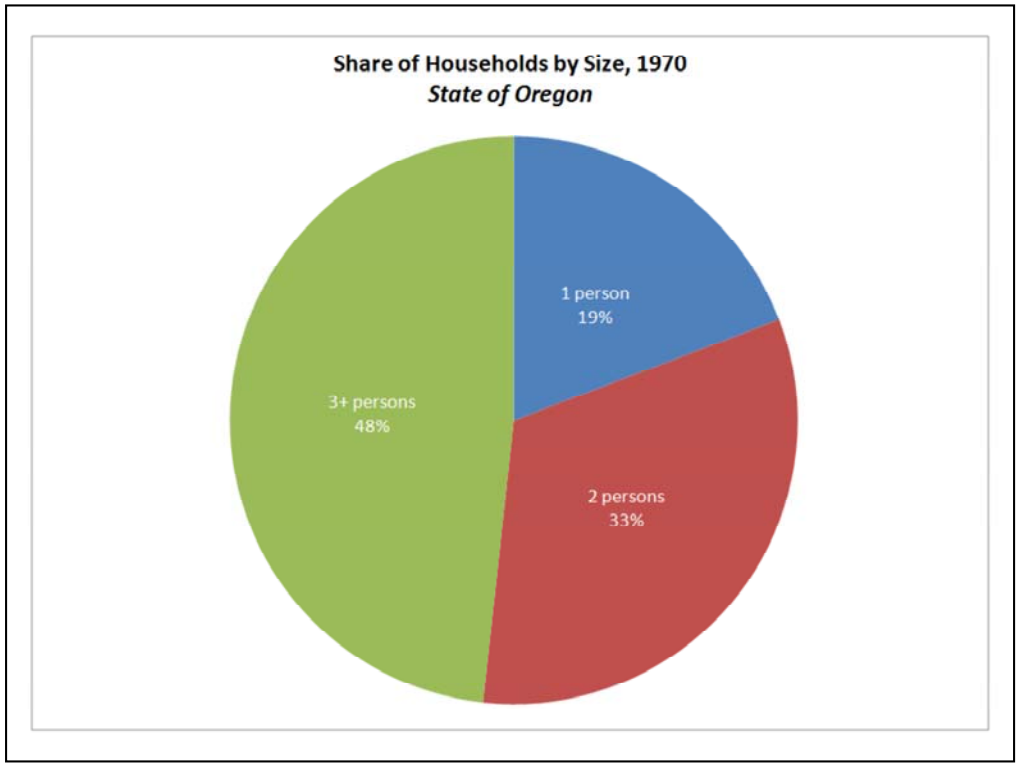

Workers Age 16+ Working at Home, 1960-2010, State of Oregon
120,000
100,000
80,000
60,000
40,000
20,000
0
Number of Workers
1960
1970
1980
1990
2000
2010*
*2008-2010 3 year American Community Survey Estimates

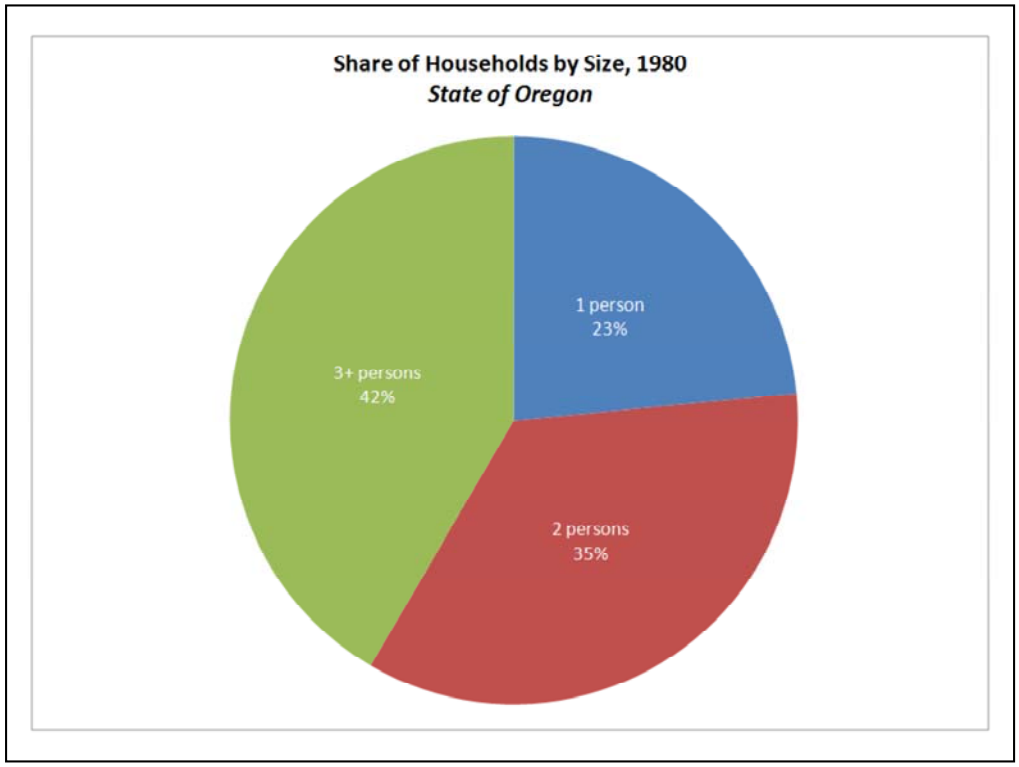
## Multigenerational Households

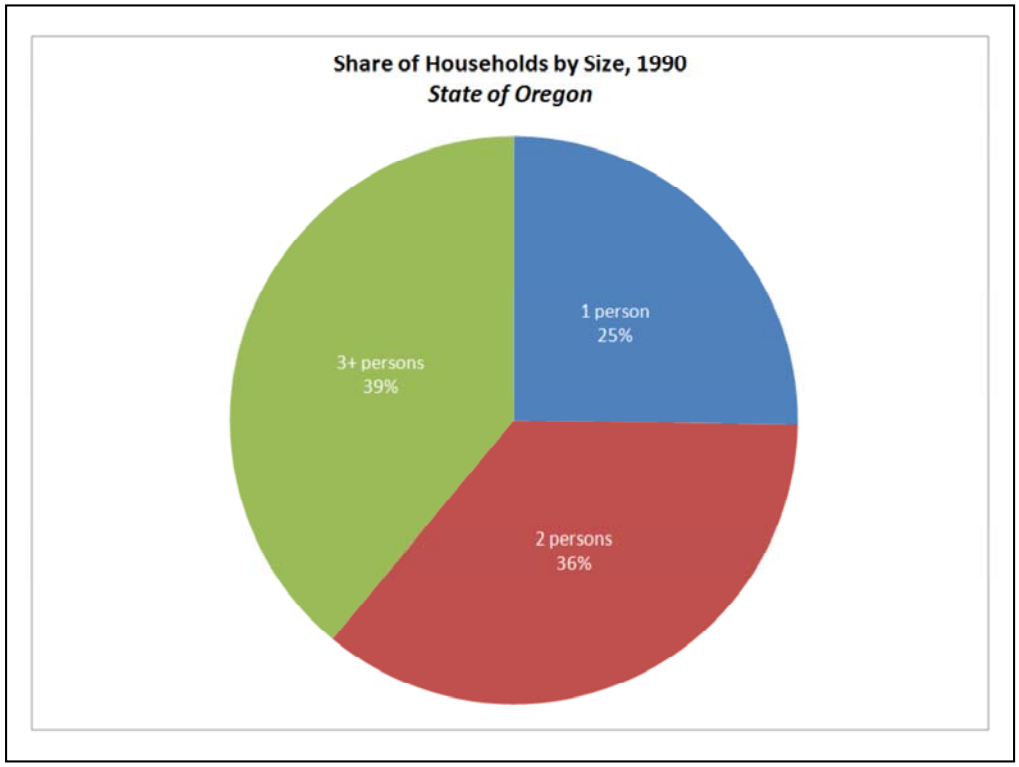


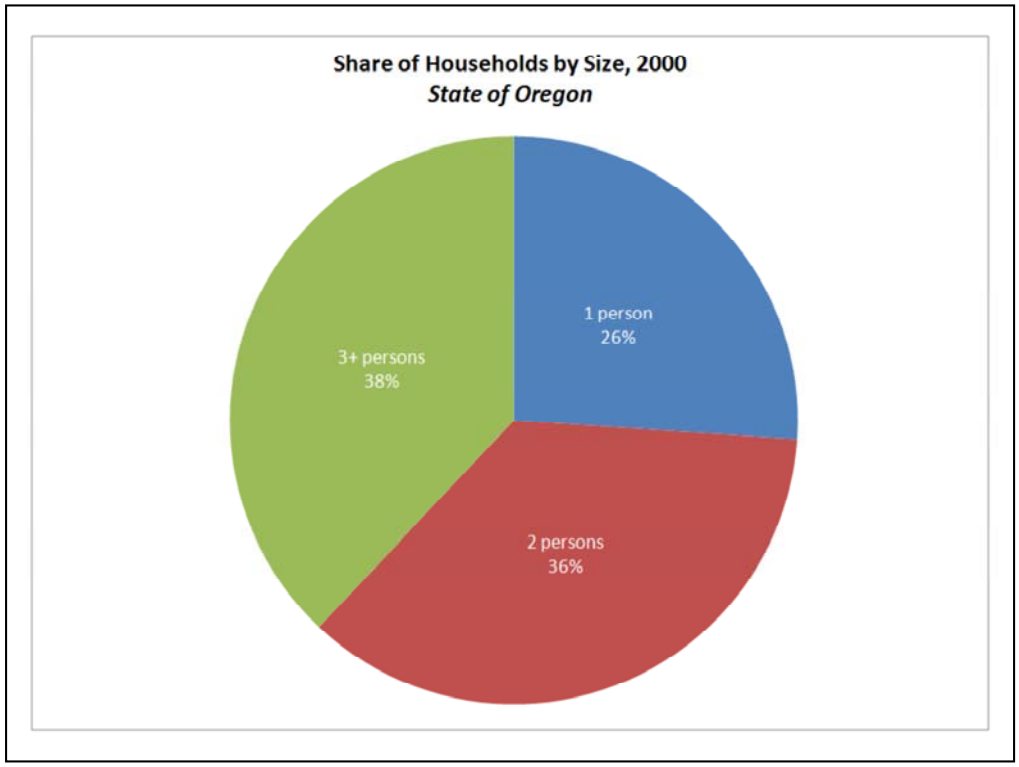

*http://www.pewsocialtrends.org/2012/03/15/the-boomerang-generation/*

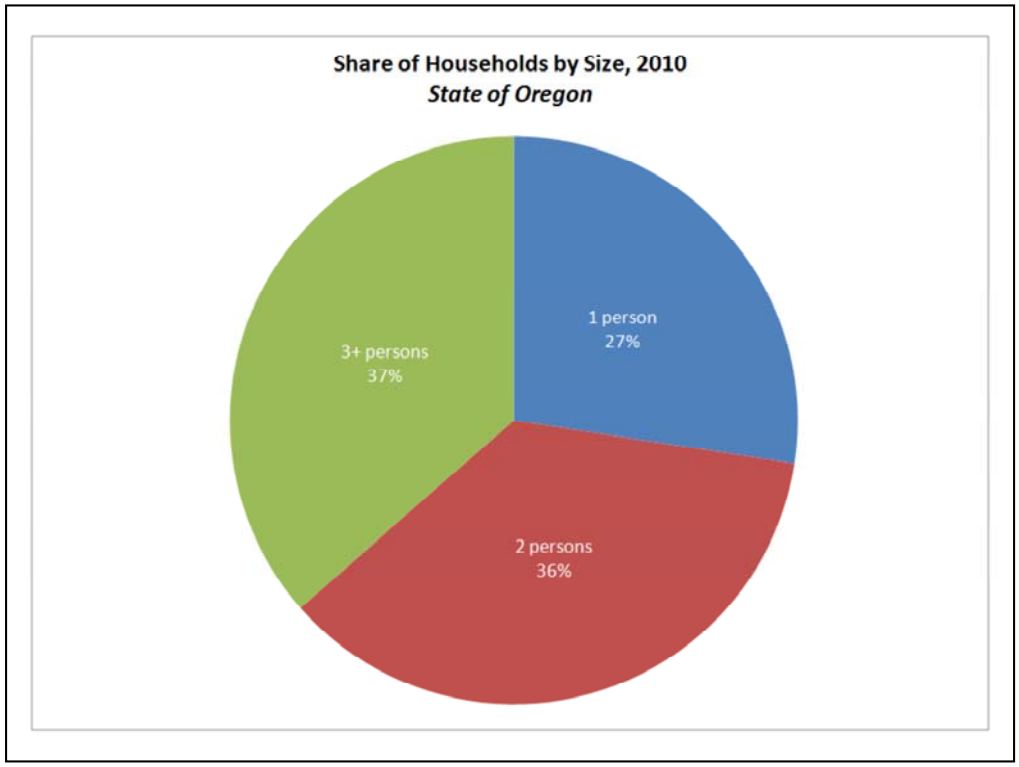

Share of Households by Size, 1960
State of Oregon
1 person
16%
2 persons
31%
3+ persons
53%

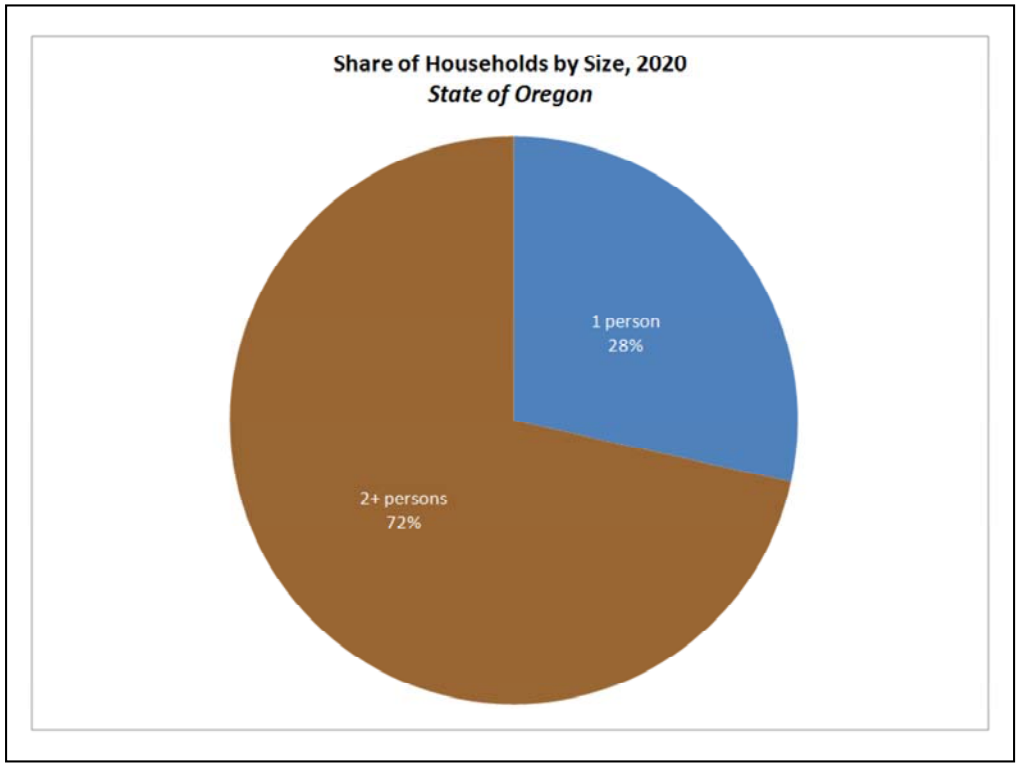

Share of Households by Size, 1970
State of Oregon
1 person
19%
2 persons
33%
3+ persons
48%

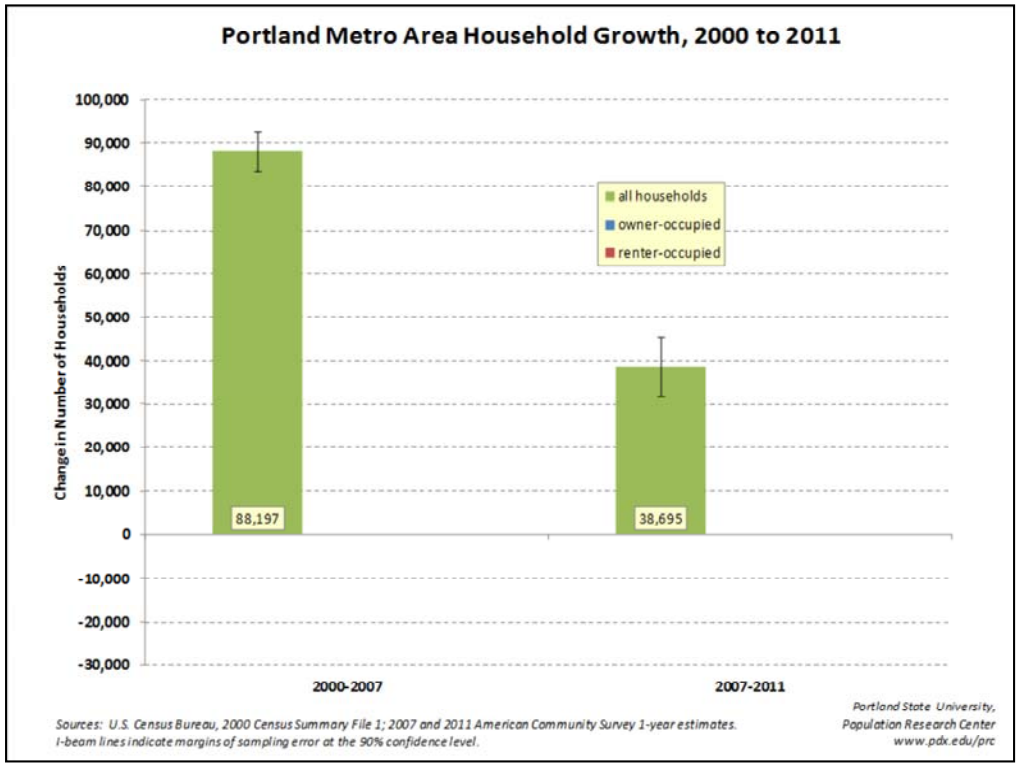

Share of Households by Size, 1980
State of Oregon
1 person
23%
2 persons
35%
3+ persons
42%


Share of Households by Size, 1990
State of Oregon
1 person
25%
2 persons
36%
3+ persons
39%


Share of Households by Size, 2000
State of Oregon
1 person
26%
2 persons
36%
3+ persons
38%


Share of Households by Size, 2010
State of Oregon
1 person
27%
2 persons
36%
3+ persons
37%


Share of Households by Size, 2020
State of Oregon
1 person
28%
2+ persons
72%


Portland Metro Area Household Growth, 2000 to 2011
Change in Number of Households
100,000
90,000
80,000
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
-10,000
-20,000
-30,000
all households
owner-occupied
renter-occupied
88,197
38,695
2000-2007
2007-2011
Sources: U.S. Census Bureau, 2000 Census Summary File 1; 2007 and 2011 American Community Survey 1-year estimates.
I-beam lines indicate margins of sampling error at the 90% confidence level.
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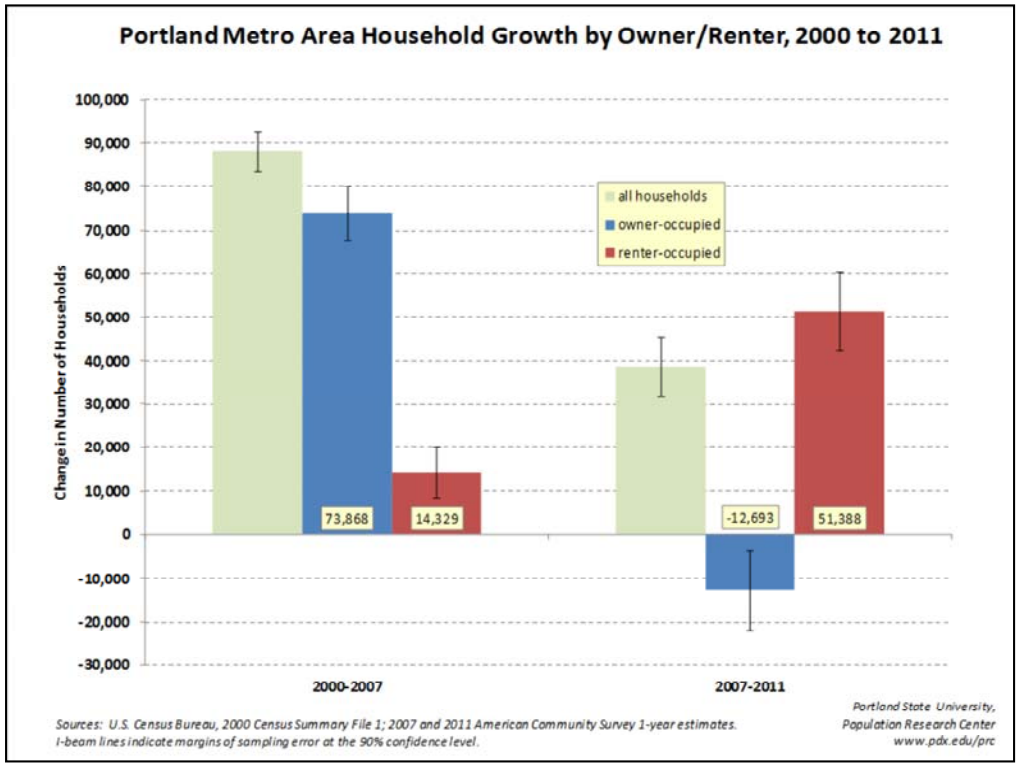
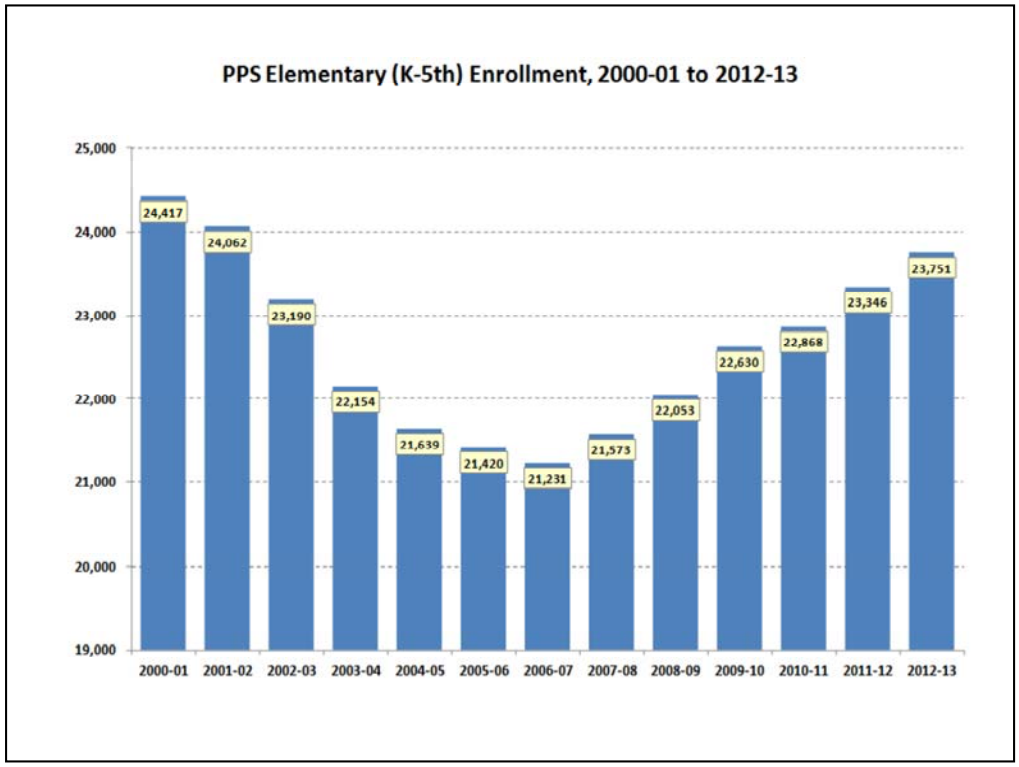
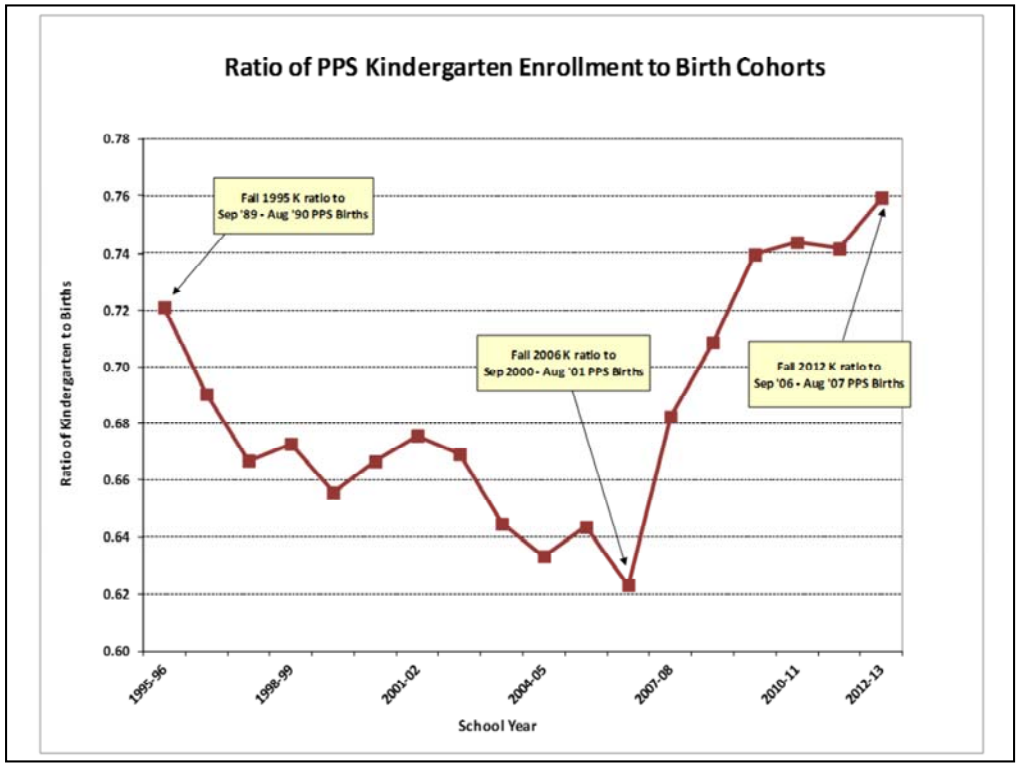
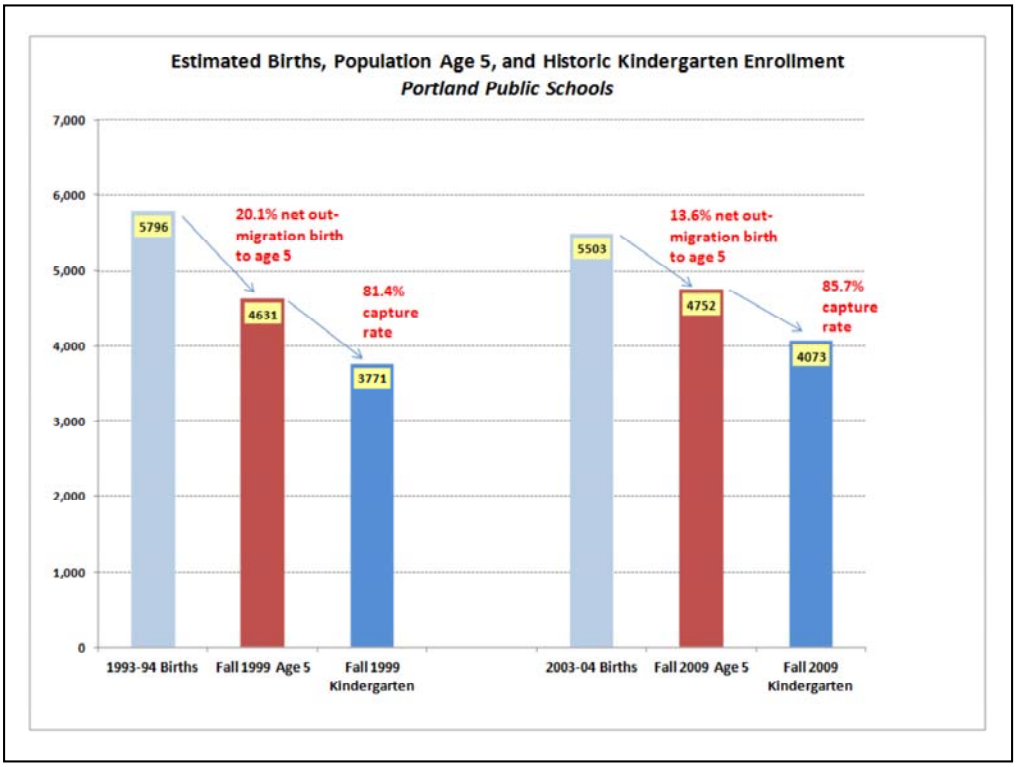
Population Research Center
www.pdx.edu/prc

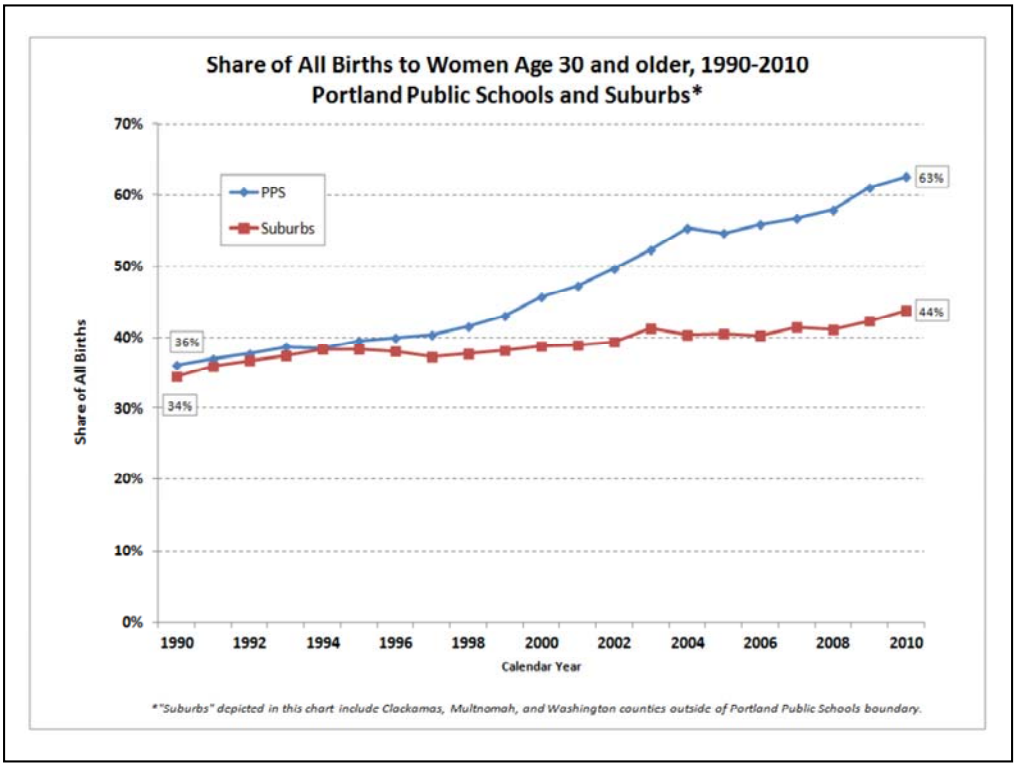

Portland Metro Area Household Growth by Owner/Renter, 2000 to 2011
Change in Number of Households
100,000
90,000
80,000
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
-10,000
-20,000
-30,000
all households
owner-occupied
renter-occupied
73,868
14,329
-12,693
51,388
2000-2007
2007-2011
Sources: U.S. Census Bureau, 2000 Census Summary File 1; 2007 and 2011 American Community Survey 1-year estimates.
I-beam lines indicate margins of sampling error at the 90% confidence level.
Portland State University,
Population Research Center
www.pdx.edu/prc

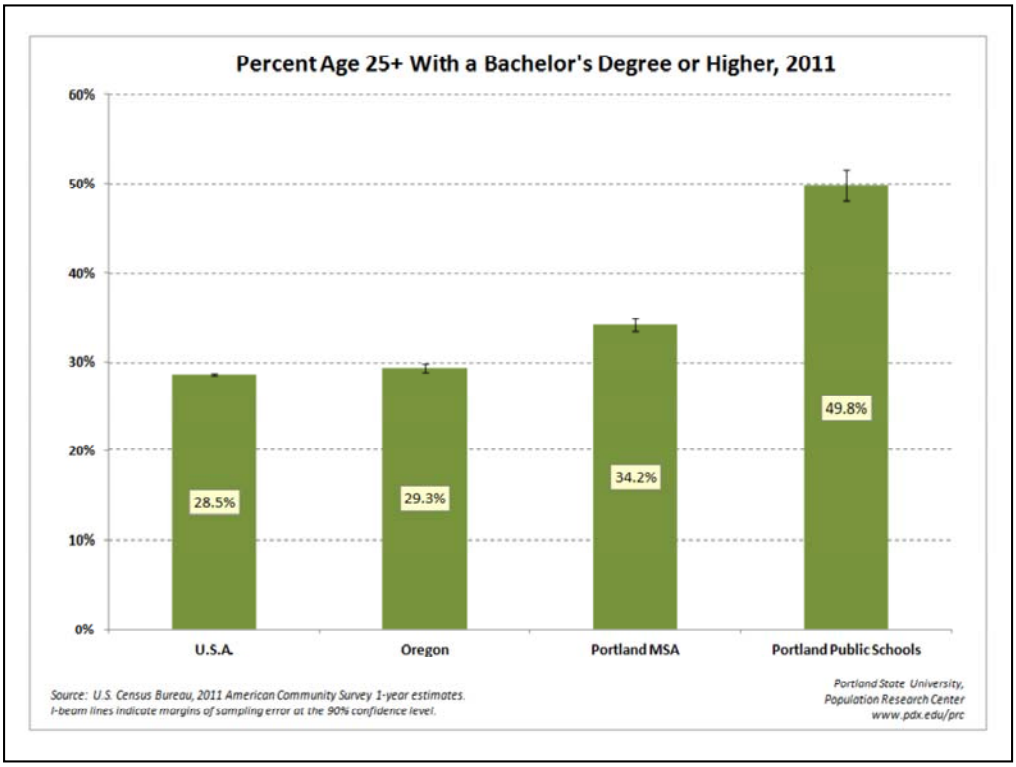
# Central City Trends

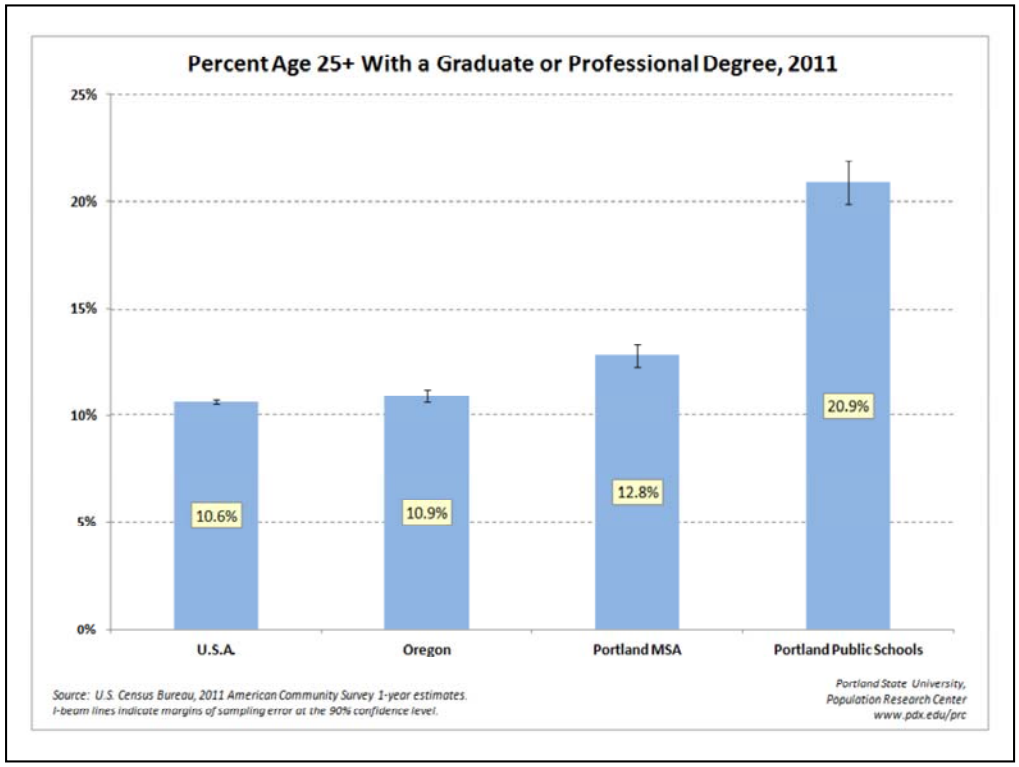

PPS Elementary (K-5th) Enrollment, 2000-01 to 2012-13
25,000
24,000
23,000
22,000
21,000
20,000
19,000
24,417
24,062
23,190
22,154
21,639
21,420
21,231
21,573
22,053
22,630
22,868
23,346
23,751
2000-01
2001-02
2002-03
2003-04
2004-05
2005-06
2006-07
2007-08
2008-09
2009-10
2010-11
2011-12
2012-13


Ratio of PPS Kindergarten Enrollment to Birth Cohorts
Ratio of Kindergarten to Births
0.78
0.76
0.74
0.72
0.70
0.68
0.66
0.64
0.62
0.60
Fall 1995 K ratio to Sep '89 - Aug '90 PPS Births
Fall 2006 K ratio to Sep 2000 - Aug '01 PPS Births
Fall 2012 K ratio to Sep '06 - Aug '07 PPS Births
1995-96
1998-99
2001-02
2004-05
2007-08
2010-11
2012-13
School Year


Estimated Births, Population Age 5, and Historic Kindergarten Enrollment
Portland Public Schools
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
5796
4631
3771
5503
4752
4073
20.1% net out-migration birth to age 5
81.4% capture rate
13.6% net out-migration birth to age 5
85.7% capture rate
1993-94 Births
Fall 1999 Age 5
Fall 1999 Kindergarten
2003-04 Births
Fall 2009 Age 5
Fall 2009 Kindergarten


Share of All Births to Women Age 30 and older, 1990-2010
Portland Public Schools and Suburbs*
70%
60%
50%
40%
30%
20%
10%
0%
Share of All Births
PPS
Suburbs
36%
34%
63%
44%
1990
1992
1994
1996
1998
2000
2002
2004
2006
2008
2010
Calendar Year
*"Suburbs" depicted in this chart include Clackamas, Multnomah, and Washington counties outside of Portland Public Schools boundary.


Percent Age 25+ With a Bachelor's Degree or Higher, 2011
60%
50%
40%
30%
20%
10%
0%
28.5%
29.3%
34.2%
49.8%
U.S.A.
Oregon
Portland MSA
Portland Public Schools
Source: U.S. Census Bureau, 2011 American Community Survey 1-year estimates.
I-beam lines indicate margins of sampling error at the 90% confidence level.
Portland State University,
Population Research Center
www.pdx.edu/prc


Percent Age 25+ With a Graduate or Professional Degree, 2011
25%
20%
15%
10%
5%
0%
10.6%
10.9%
12.8%
20.9%
U.S.A.
Oregon
Portland MSA
Portland Public Schools
Source: U.S. Census Bureau, 2011 American Community Survey 1-year estimates.
I-beam lines indicate margins of sampling error at the 90% confidence level.
Portland State University,
Population Research Center
www.pdx.edu/prc

**The Ramona Apartments: 138 Family-Friendly Units in the Pearl**

An example of a child-friendly apartment building.

3121 ÷

$1200 for 675 sf.  An example of a building less likely to be home to families with children.

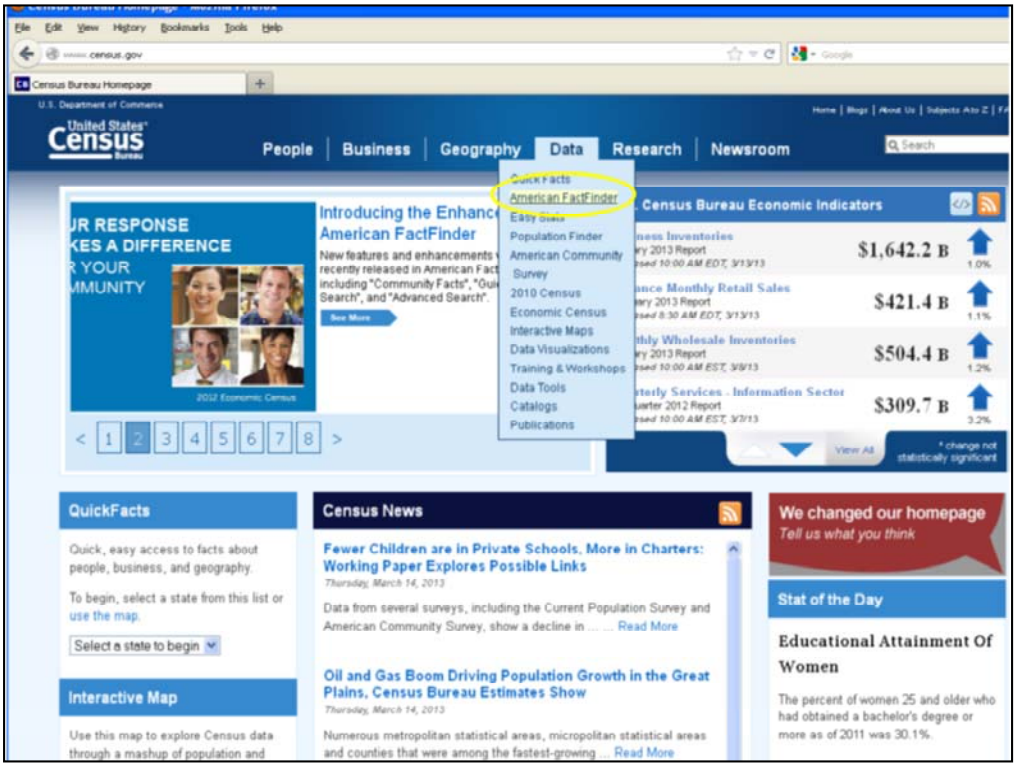
**3339 SE Division: 37 Studios and One BRs; no Parking**

The 31,000-square-foot building will feature 31 studio or one-bedroom apartments. Though those units will be market rate, they will range in size from 420 to 570 square feet. In addition, the building will have four small office spaces and ground-floor retail space.

3339 SE Division St, slated for completion this fall. (Salt and Straw and St. Honoré have already signed up for ground-floor retail spaces).

## Resources for Data Users

- census.gov - American FactFinder
- pdx.edu/prc - Oregon Census State Data Center
- portlandpulse.org


People
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Geography
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Research
Newsroom
Census Bureau Economic Indicators
$1,642.2 B
$421.4 B
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$309.7 B
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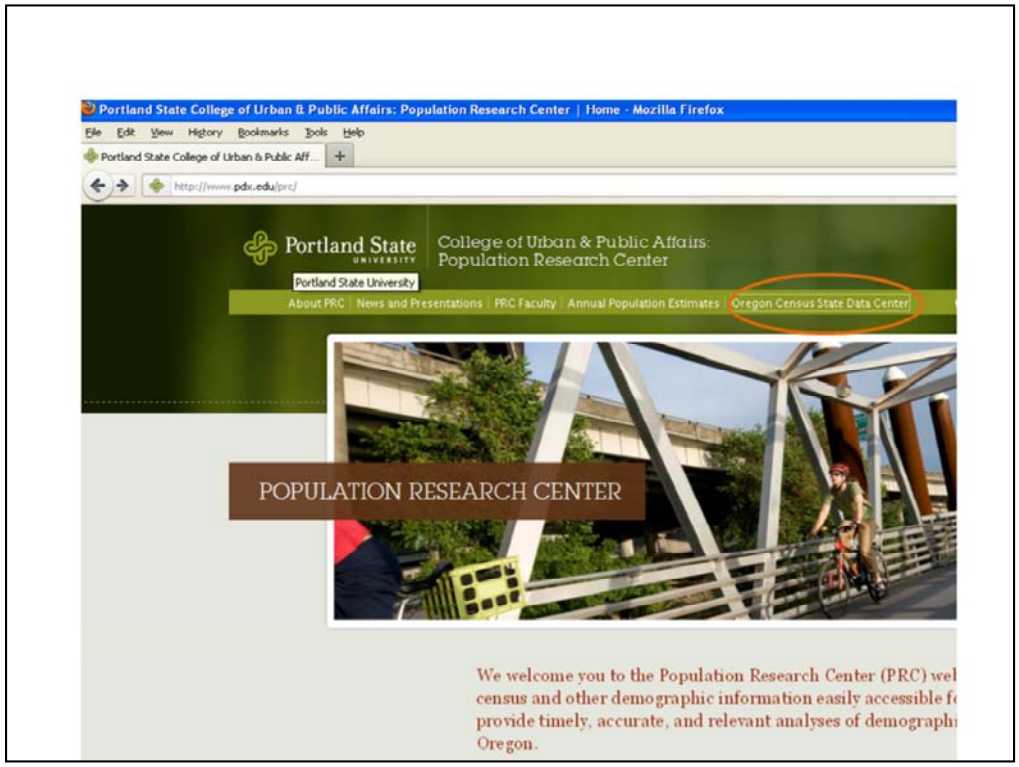
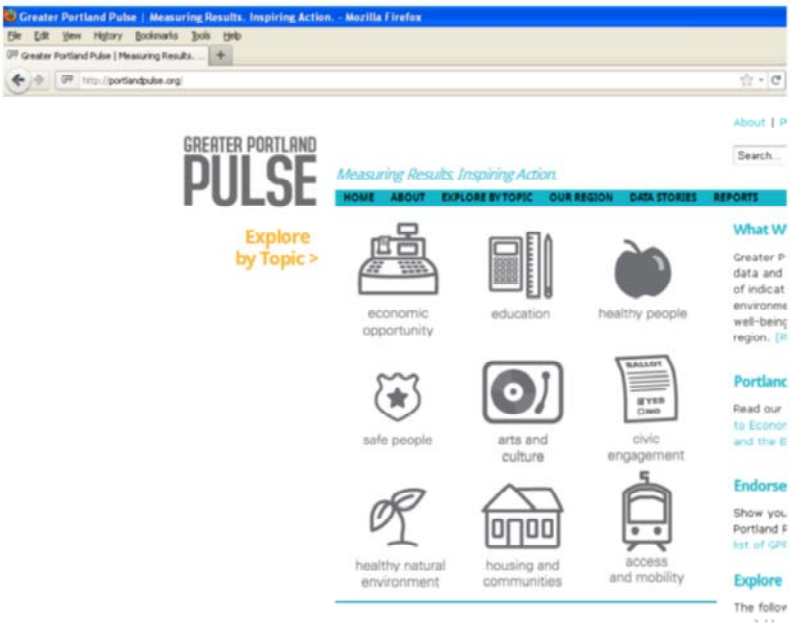
Interactive Map




Choose “Oregon Census State Data Center” and “Census 2010 Data for Oregon”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# Demographic Update

**OSCPA Real Estate Conference, Portland, OR**

**June 14, 2013**

Charles Rynerson
Census State Data Center Coordinator
Population Research Center
College of Urban and Public Affairs

Portland State
UNIVERSITY