Who is Portland? Using Data to Understand the Portland Water Bureau Customer Base

Portland State University. Institute of Portland Metropolitan Studies

Who is Portland?
Using data to understand the
Portland Water Bureau customer base

GREATER PORTLAND
PULSE

January 2016

Population

Total population, Portland, 2000–2014

650,000	
600,000	
550,000	
500,000	
450,000	
400,000	

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014
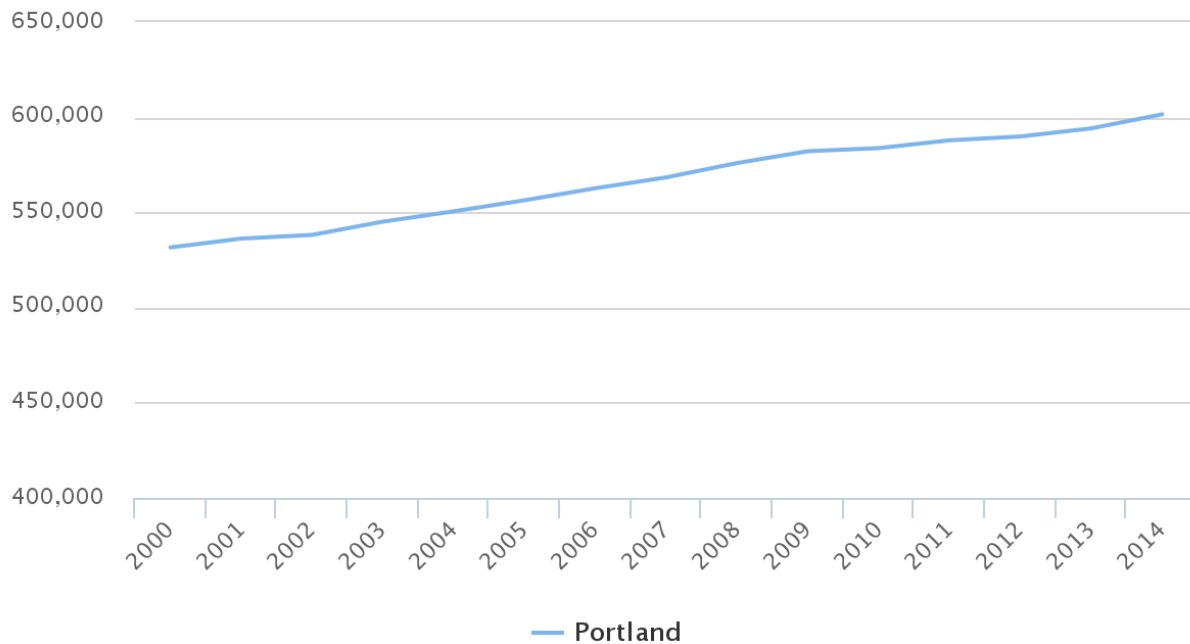
— **Portland**

Highcharts.com

Portland's population is steadily increasing roughly 1% per year. In 2014, there were just over 600,000 people living in the city.

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Population

The City of Portland: Population by Race and Hispanic Origin, 1950 to 2010

Between 1910 and 1970, more than 90% of Portland's population was white, but in the last forty years that percentage has decreased. In 2010, just over three-quarters of the city's population was white. While the white population has increased somewhat, Portland's nonwhite population is growing much more rapidly. Between 1990 and 2010, the white population increased 19%, while the nonwhite population more than doubled.
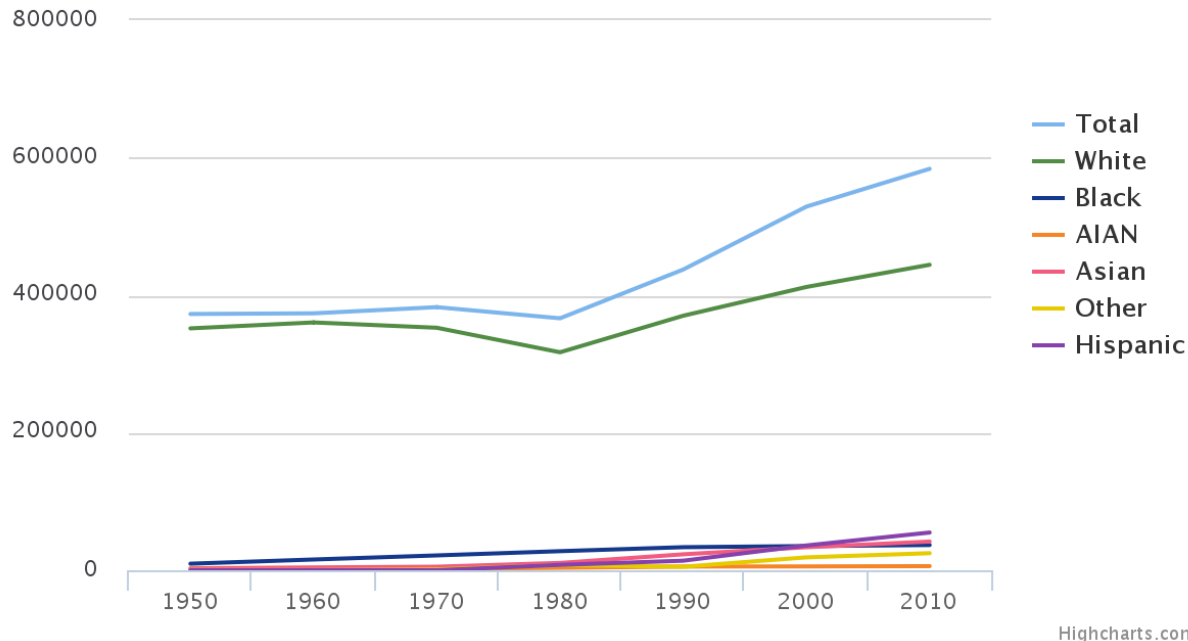
Between 1990 and 2010, Portland's Hispanic population increased almost 300%. Today, Hispanics are the largest nonwhite population in Portland and comprise more than 9% of the city's total population. During the same period, the city's second largest nonwhite population, Asians, increased by 80%. Blacks, the third largest nonwhite group, increased 10%.

Population

The City of Portland: Population by Race and Hispanic Origin, 1980 to 2010

Source: US Census

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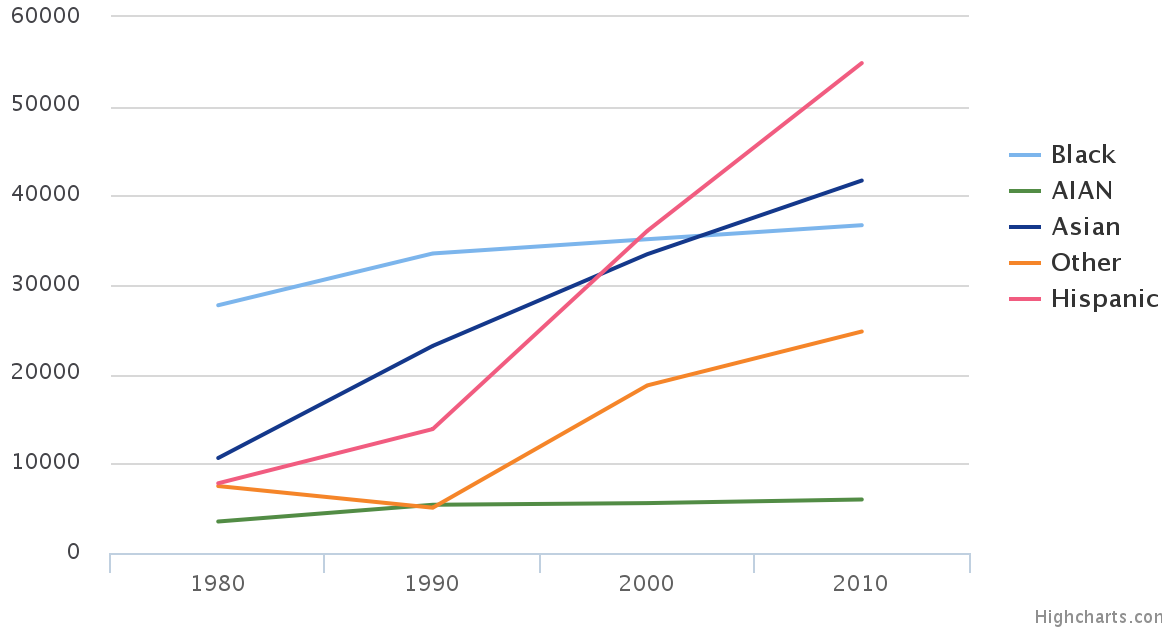
Percentage increase population, by race and Hispanic origin, 1980–2010

Source: US Census

Black	32.3
White	40.1
Total	59.3
AIAN	69.9
Other	230.8
Asian	292
Hispanic	602.4
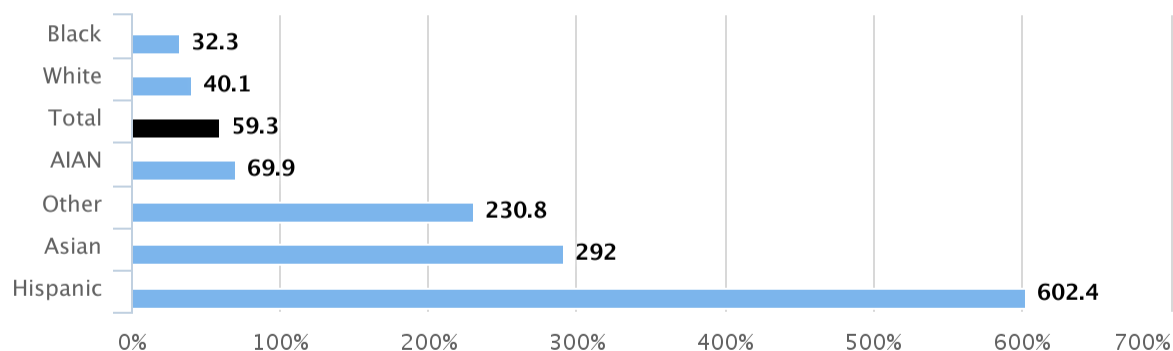
The non-white population is increasing at a faster rate than the white population.

Since 2000, population growth has continued to be higher for populations of color. Between 2000 and 2010, Portland's total population increased 10%.

> Black 4.5%
> American Indian or Alaskan Native 7.3%
> White 7.8%
> Asian 24.6%
> Other 32.2%
> Hispanic 52.1%

Population

Age

Population distribution by age and sex, Portland, 2010, one-year estimate

Source: US Census, Table P12

Left axis (Male): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, 0–4

Right axis (Female): 80–84, 75–79, 80–84, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, 0–4
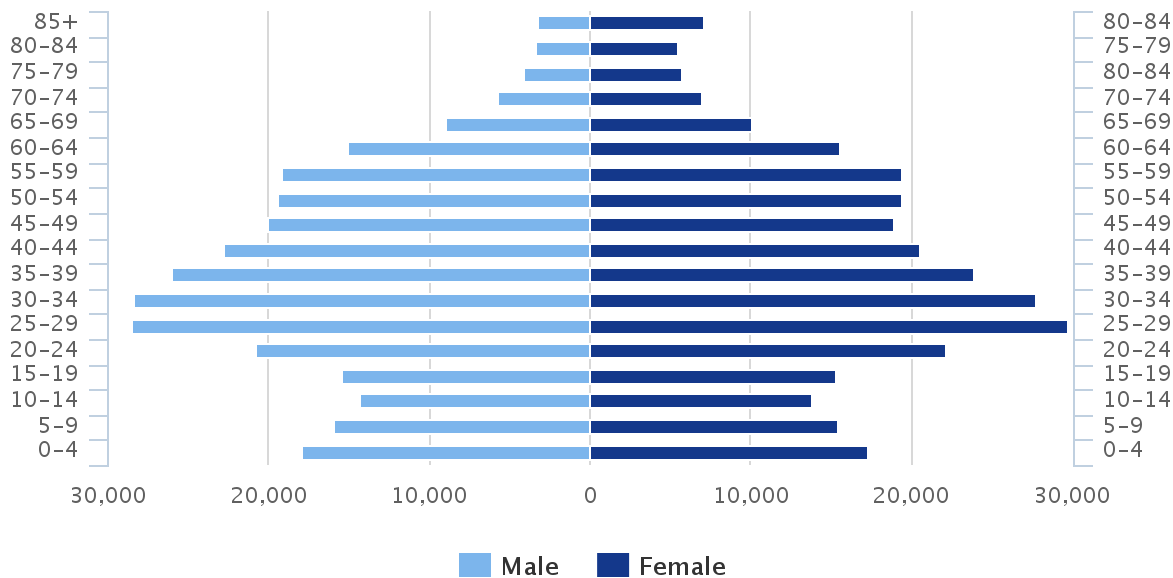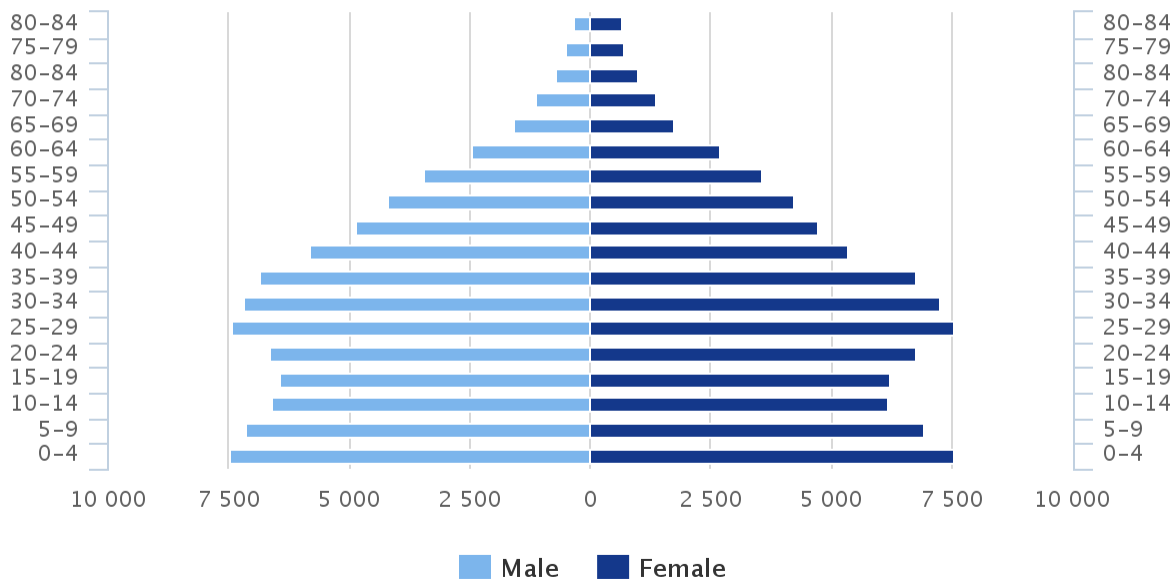
Scale: 30,000 20,000 10,000 0 10,000 20,000 30,000

■ Male   ■ Female

Highcharts.com

Population distribution by age and sex, non-white population, Portland, 2010

Source: US Census, Table P12; P12I

Left axis (Male): 80–84, 75–79, 80–84, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, 0–4

Right axis (Female): 80–84, 75–79, 80–84, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, 0–4

Scale: 10 000 7 500 5 000 2 500 0 2 500 5 000 7 500 10 000

■ Male   ■ Female

Highcharts.com

Age

Our population is aging. The large baby boom cohort (about age 50 to 69) has affected the distribution of our population; the impact of this cohort will continue as they live longer than previous generations.
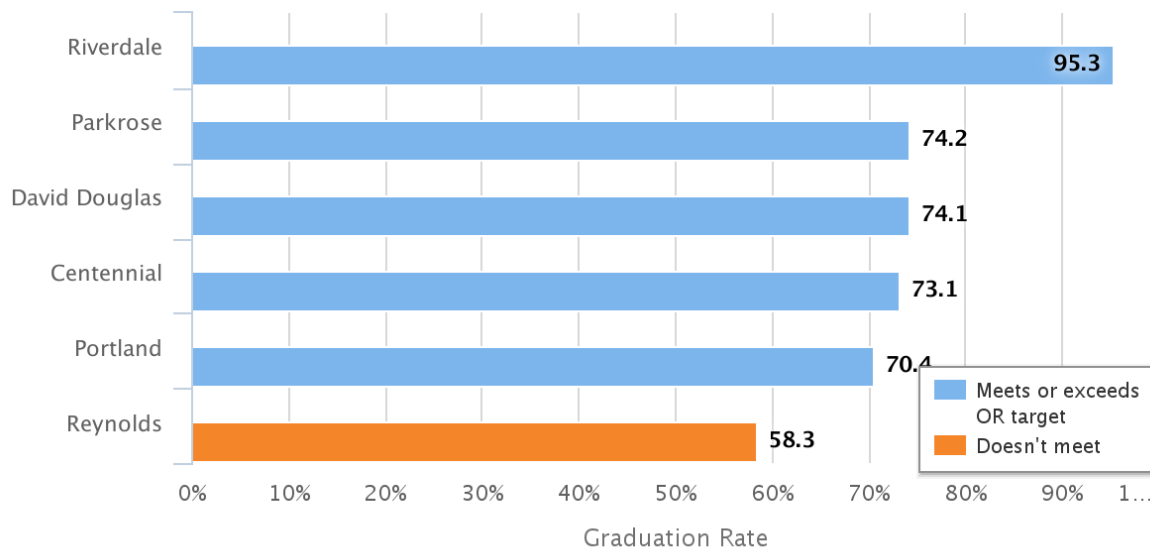
The distribution of the nonwhite population is much younger. Consequently, as baby boomers age and retire, the working population will grow more diverse.

Educational Attainment

Overall 4–year cohort graduation rate, City of Portland, (meets/doesn't meet) Oregon Department of Education 2013–2014 graduation targets (69%)
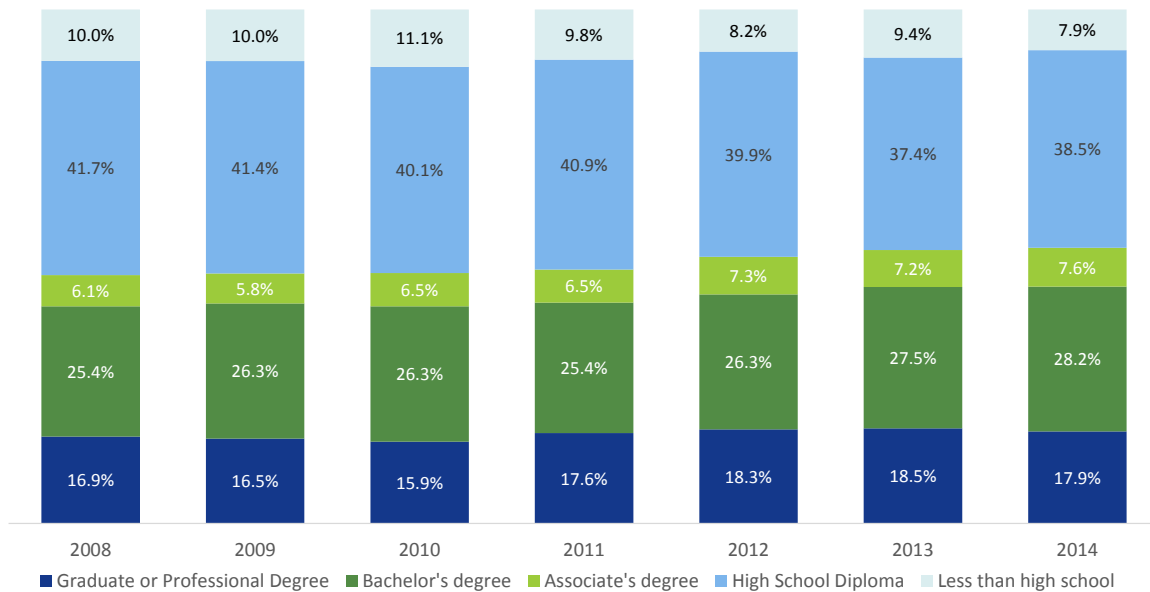
Source: Oregon Department of Education

The Oregon Department of Education set a target of 69% four-year cohort graduation rate for the 2013-2014 school year.

Of the six school districts in Portland, Reynolds was the only one not to meet target.

Graduation rates varied among racial and ethnic groups. In 2013-2014, four-year cohort graduation rates for black students in Portland varied from 100% for the Riverdale School District to just 41.3% for the Reynolds School District. In the Centennial, Parkrose, and Reynolds school districts, the four-year cohort graduation rates for American Indian and Alaskan Native students was just 20%. The four-year cohort graduation rates for Asian and Pacific Islander students ranged from 100% in the Riverdale School District to 77% in the Reynolds School District. The four-year cohort graduation rates for Hispanic and Latino students ranged from 100% in the Riverdale School District to 51% in the Reynolds School District. The four-year cohort graduation rates for white students ranged from 95% in the Riverdale School District to 64% in the Reynolds School District.

Educational Attainment

Percentage of adults age 25 by educational attainment, by county, Portland MSA, 2008–2014 one–year estimates

Source: US Census, American Community Survey, Table B15003

	2008	2009	2010	2011	2012	2013	2014
Less than high school	10.0%	10.0%	11.1%	9.8%	8.2%	9.4%	7.9%
High School Diploma	41.7%	41.4%	40.1%	40.9%	39.9%	37.4%	38.5%
Associate's degree	6.1%	5.8%	6.5%	6.5%	7.3%	7.2%	7.6%
Bachelor's degree	25.4%	26.3%	26.3%	25.4%	26.3%	27.5%	28.2%
Graduate or Professional Degree	16.9%	16.5%	15.9%	17.6%	18.3%	18.5%	17.9%

■ Graduate or Professional Degree ■ Bachelor's degree ■ Associate's degree ■ High School Diploma ■ Less than high school

Oregon's 40-40-20 goal is that by 2025 all adult Oregonians will hold a high school diploma or equivalent, 40% will have an associate's degree or a meaningful postsecondary certificate, and 40% will hold a bachelor's or advanced degree.

In 2014, 18% of Portlanders had a graduate or professional degree, 28% had a bachelor's degree, 8% had an Associate degree, 39% had a high school diploma, and 8 % of adults age 25 years and over had not graduated from high school.

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Educational Attainment

Income

Median household income, Portland, 2005–2014 one–year estimates

Source: US Census, American Community Survey, Table B19013

Portland —— Portland MSA – – – Oregon –··– United States ····
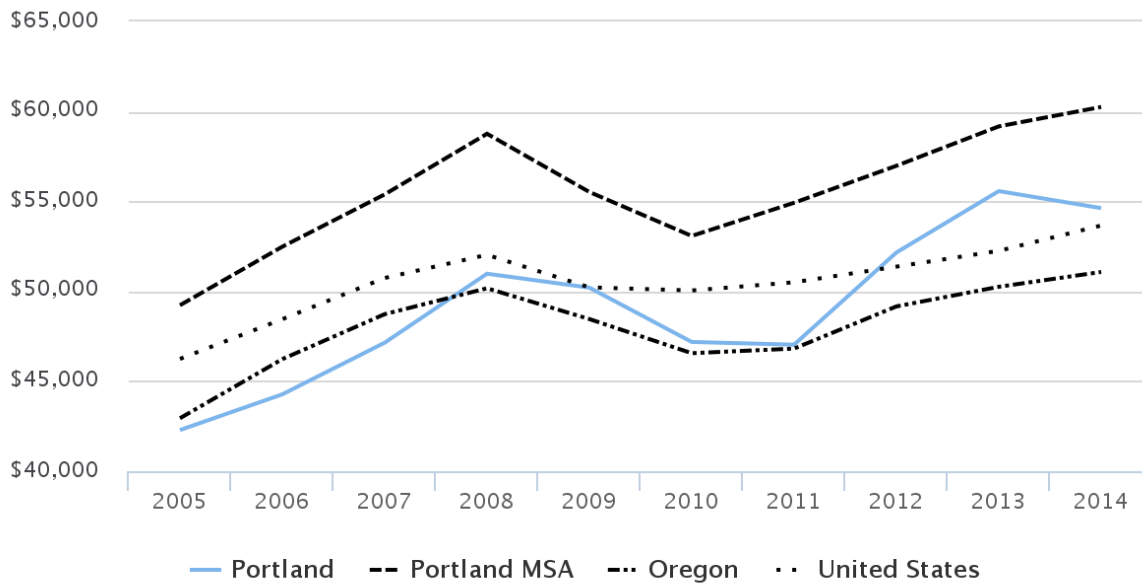
Highcharts.com

Median household income, by race (alone) and Hispanic origin, Portland, 2010–2014 five–year estimates

Source: US Census, American Community Survey, Table B19013B–I
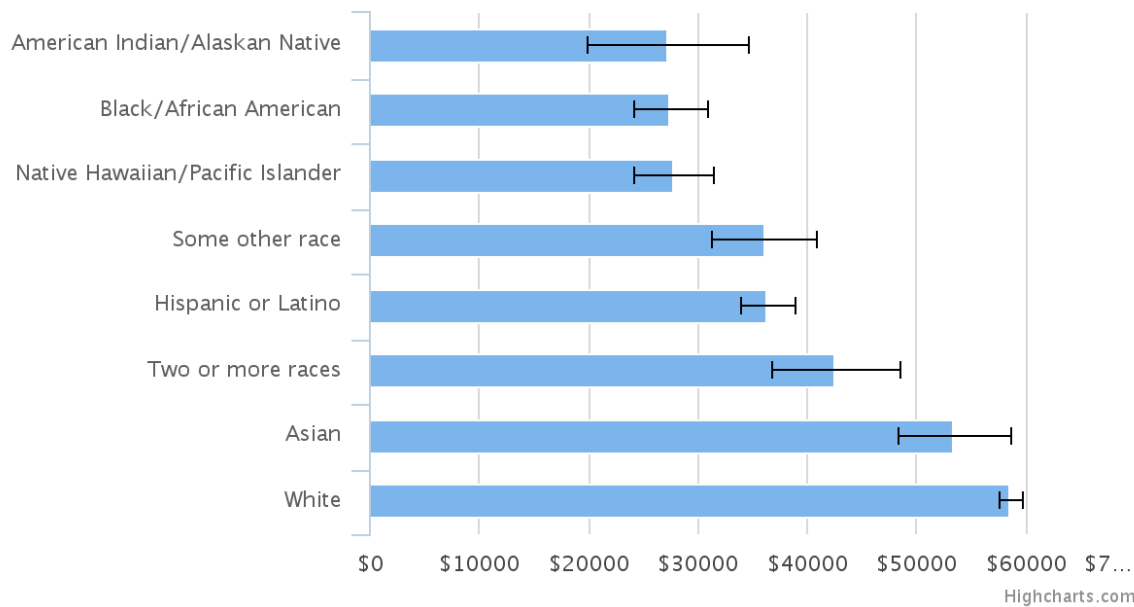
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Although it shows more volatility, Portland's median household income generally follows the same patterns of growth and decline as that of the MSA, Oregon, and the United States.

Median household income varies greatly across racial and ethnic groups. Between 2010 and 2014, the median income for Asian and white households was roughly twice that of households headed by American Indian or Alaskan Natives, Native Hawaiians or other Pacific Islanders, and black of African Americans.

Income

Nuestra región está creciendo cada vez más diversa y la atracción de las poblaciones de todo el país y el mundo. Conocimiento de la diversidad lingüística ayuda a las instituciones y agencias de servicios a entender mejor a las comunidades locales. Las organizaciones de servicios, las instituciones y las empresas deben ser conscientes de los cambios demográficos a fin de proporcionar servicios que son culturalmente relevantes y no dejan los inmigrantes o los hablantes no nativos de inglés en una posición de desventaja debido a las barreras de comunicación u otras diferencias culturales. Teniendo en cuenta la información adecuada, las políticas, programas y estrategias de extensión se pueden desarrollar para llegar a los residentes que no hablan inglés.

Khu vực của chúng đang phát triển ngày càng đa dạng và thu hút dân từ khắp các quốc gia và thế giới. Kiến thức về đa dạng ngôn ngữ sẽ giúp các tổ chức và các cơ quan dịch vụ hiểu rõ hơn các cộng đồng địa phương. Tổ chức dịch vụ, các tổ chức, và các doanh nghiệp cần phải nhận thức được việc thay đổi nhân khẩu học để cung cấp các dịch vụ có liên quan về mặt văn hóa và không để lại di dân hay người nói tiếng Anh không phải bản địa ở một vị trí hoàn cảnh khó khăn do những rào cản truyền thông hay sự khác biệt văn hóa khác. Cung cấp thông tin đầy đủ, chính sách, chương trình, và các chiến lược tiếp cận cộng đồng có thể được phát triển để đạt được các cư dân không nói tiếng Anh.

Наш регион становится все более разнообразной и привлечения населения со всей страны и мира. Знание языкового разнообразия помогает учреждения и услуги агентств лучше понять местных общин. Сервисные организации, учреждения и предприятия должны быть в курсе демографические изменения, с тем чтобы обеспечить услуги, которые в культурном актуальны и не оставляют иммигрантов или не-носителями английского языка в невыгодном положении из-за коммуникационных барьеров или других культурных различий. Учитывая адекватная информация, политика, программы и стратегии охвата могут быть разработаны для достижения неанглоязычных жителей.

Language

Percentage of people age five and over who speak a language other than English at home, Portland, 2010-2014 one-year estimates
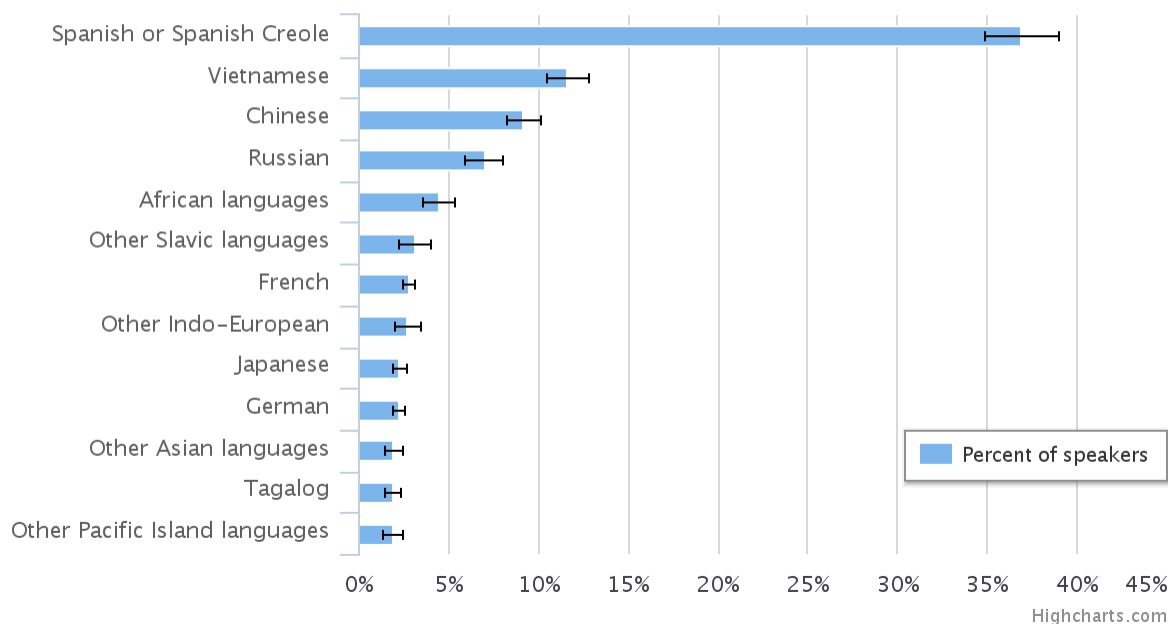
Source: US Census, American Community Survey, Table S1601
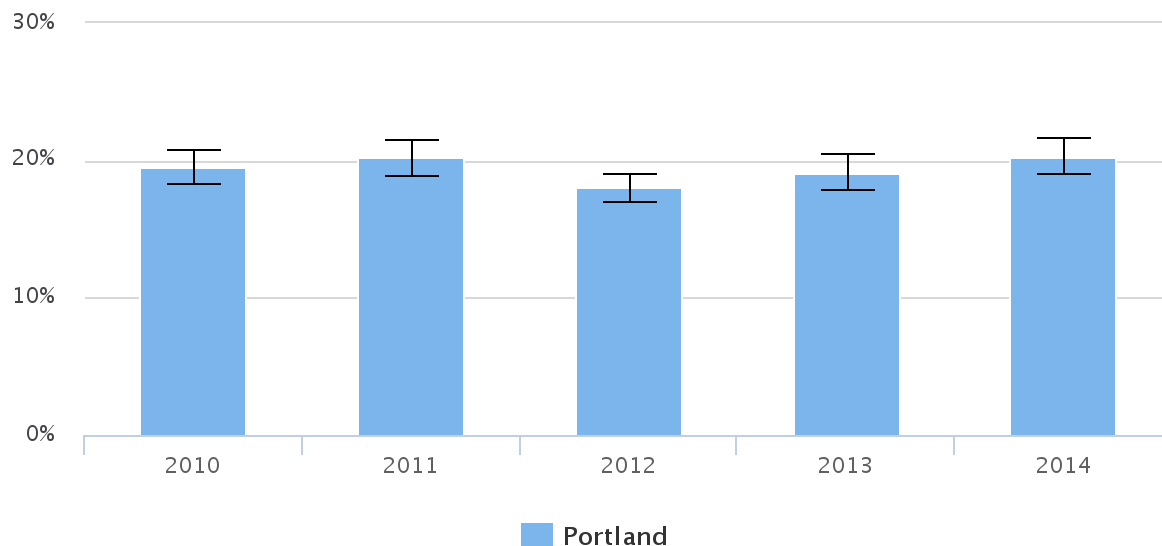
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# Percentage of non-English speakers by language spoken at home, Portland MSA, 2010-2014 five-year estimates

Source: US Census, American Community Survey, Table C16001

Percent of speakers

Highcharts.com

In 2014, about 20% of Portlanders age 5 years or older spoke a language other than English at home. Spanish was the most frequently spoken language, followed by Vietnamese, Chinese, and Russian.

Language

Ability to speak English very well by language spoken at home, Portland, 2010-2014 five-year estimates

Source: US Census, American Community Survey, Table B16001


Highcharts.com
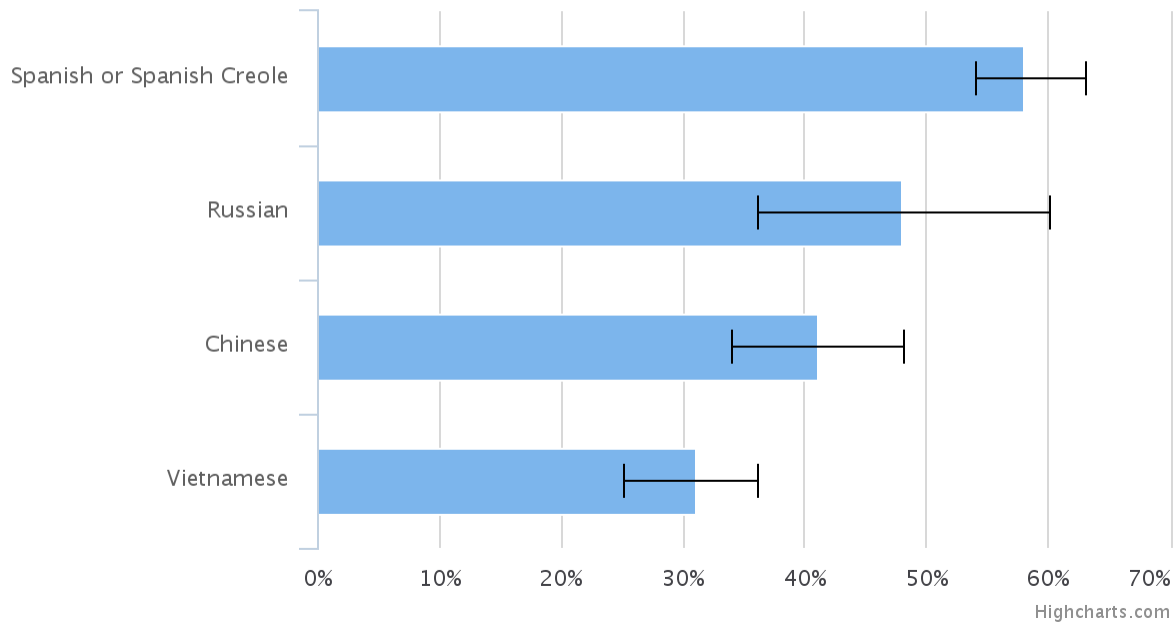
People who spoke Spanish at home were more likely to speak English very well. Nearly 60% of people who spoke Spanish at home reported speaking English very well, comparted to less than half of Russian speakers, about 40% of people who spoke Chinese at home, and 30% of those who spoke Vietnamese at home.

Language

Housing

Household type, Portland, 2014

Source: US Census, American Community Survey, Table B11012
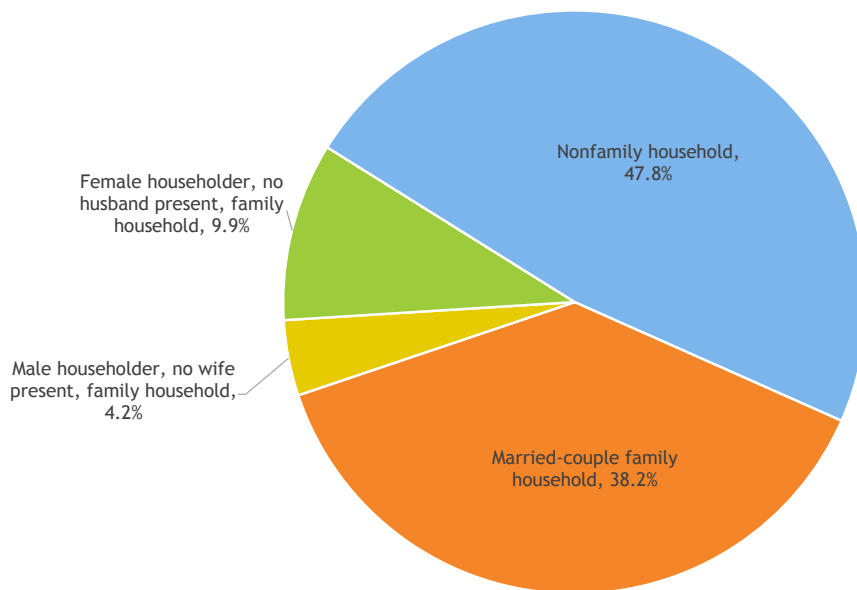
There are about 250,000 households in Portland. Just under half of city residents live in non-family households, which includes a householder living alone or adult roommates sharing a home or apartment. The other half live in Family households. 38% live in married couple family households, another ten percent in households headed by a single woman and 4% in households headed by a single man. Portland's average household size is 2.3, with family households averaging above 3 and non-family households averaging at about 1.5. While this is fairly consistent across the city, there are some neighborhoods with much lower average household size (Old Town/ Chinatown 1.3).

Household Types

Family Household. Household in which there is at least 1 person present who is related to the householder by birth, marriage or adoption.

Married-couple family. This category includes a family in which the householder and his or her spouse are enumerated as members of the same household.

Other family:

Male householder, no wife present. This category includes a family with a male maintaining a household with no wife of the householder present.

Female householder, no husband present. This category includes a family with a female maintaining a household with no husband of the householder present.

Nonfamily household. This category includes a householder living alone or with nonrelatives only.

Housing

Household type, by tenure, Portland, 2014, one–year estimates

	Married–couple family	Male householder no wife present	Female householder no husband present	Nonfamily households
Renter	25.1	62	64.2	64.6
Owner	78.3	48.7	37.7	35.7

■ Renter ■ Owner
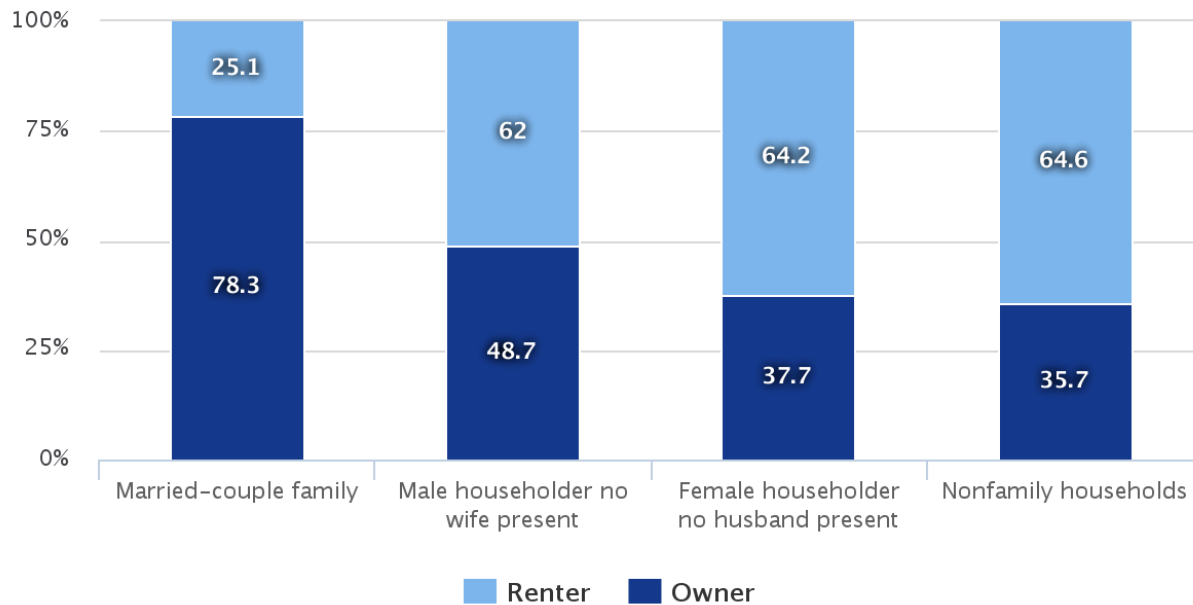
Highcharts.com

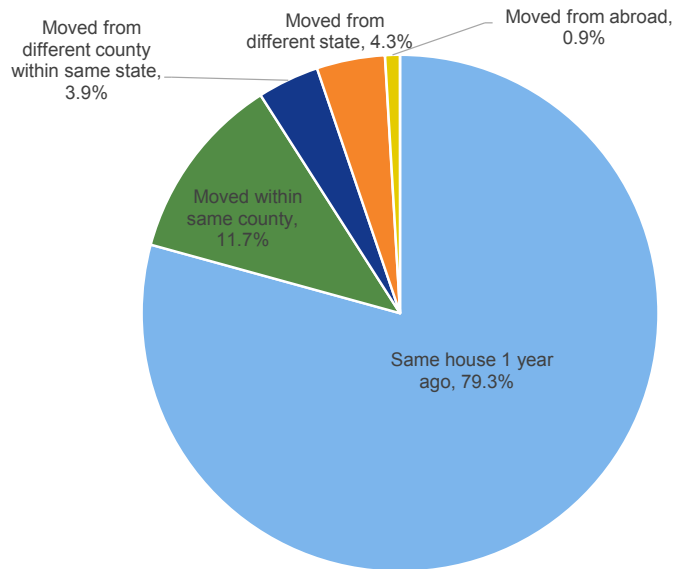Married-couple households were twice as likely to own their own homes ad non family households and households headed by a single female.
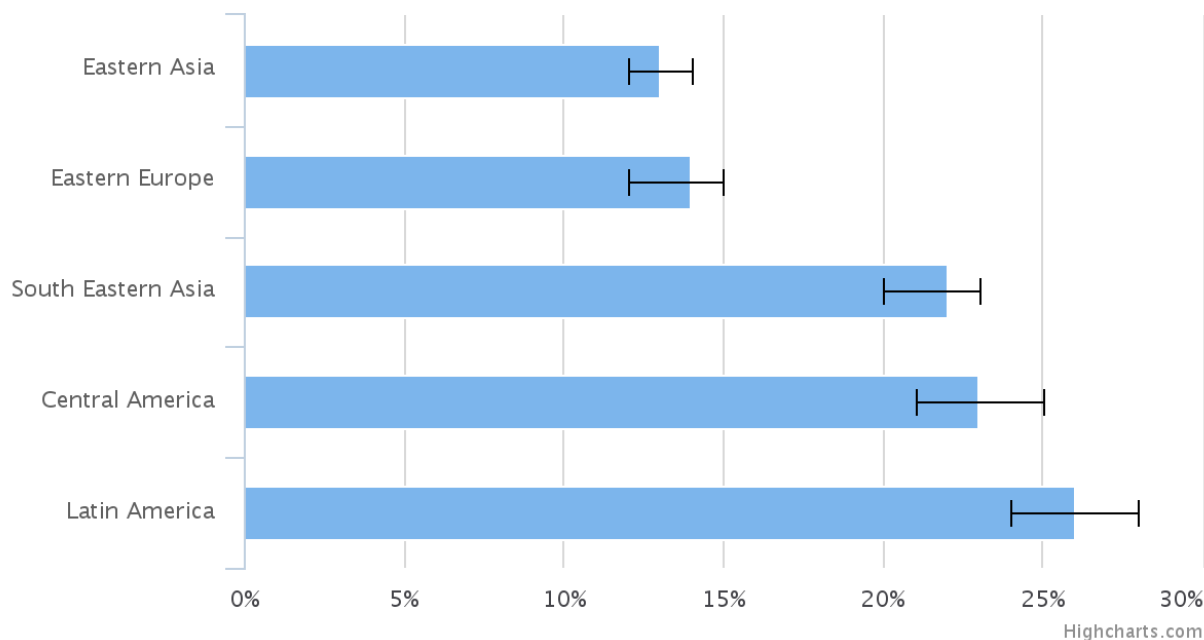
Housing

Mobility

Geographical mobility, Portland, 2014, one-year estimate

Moved from different county within same state, 3.9%

Moved from different state, 4.3%

Moved from abroad, 0.9%

Moved within same county, 11.7%

Same house 1 year ago, 79.3%

Place of birth for the foreign born population, Portland, 2010–2014 five-year estimates

- Eastern Asia
- Eastern Europe
- South Eastern Asia
- Central America
- Latin America

0% 5% 10% 15% 20% 25% 30%

Highcharts.com

About twenty percent of people in Portland moved last year. One percent moved to Portland from another country, 4% moved from another state, another 4% moved from another county within Oregon and 12% moved within Multnomah County.

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Mobility

Poverty level and mobility, Portland, 2014

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	Moved within same county	Moved from different county within same state	Moved from different state	Moved from abroad
150% +	62.1%	62.3%	58.3%	60.7%
100% to 149%	11.8%	9.3%	9.2%	9.2%
Below 100%	26.1%	28.4%	32.5%	30.1%

Source: US Census, American Community Surve, Table B07001

■ Below 100%   ■ 100% to 149%   ■ 150% +
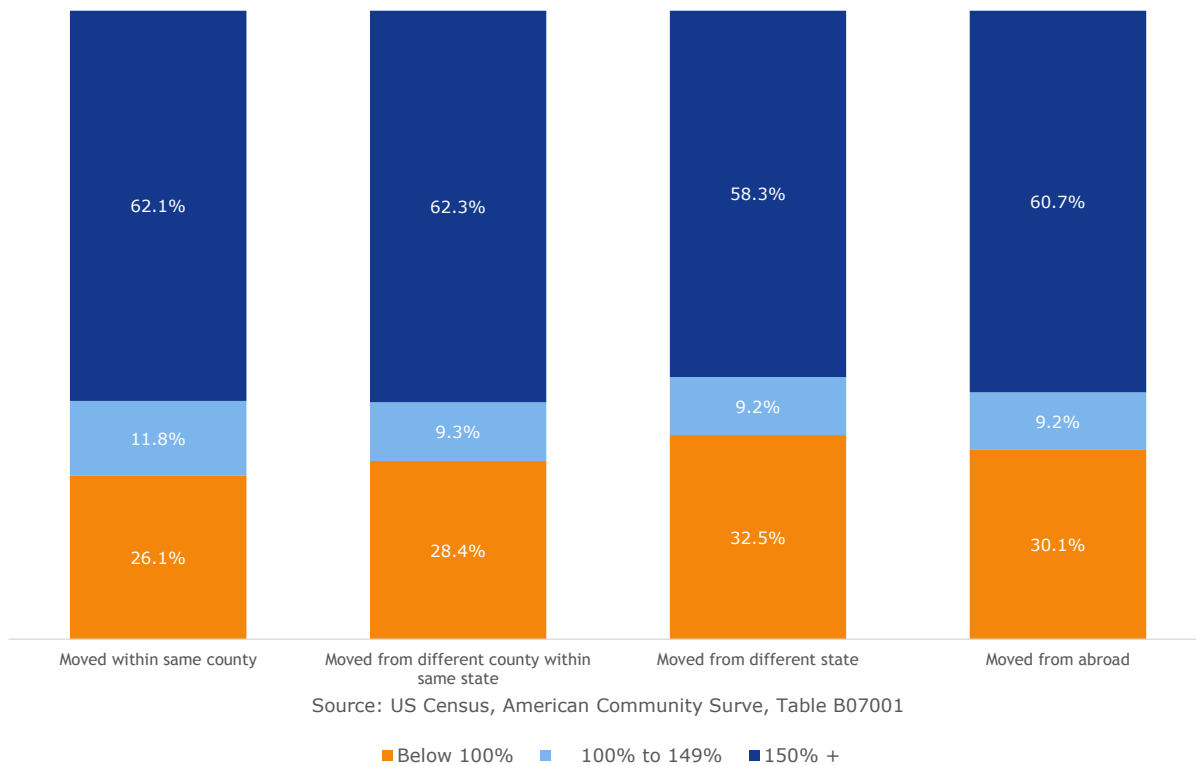
People who moved within the last year are more likely to be either below the poverty level or above 150% of the poverty level.

2015 poverty guidelines for the 48 contiguous states and the District of Columbia

Persons in family/household	Poverty Guideline
1	$11,770
2	$15,930
3	$20,090
4	$24,250
5	$28,410
6	$36,730
7	$40,890

Source: US Department of Health and Human Services

Mobility