Demography as Destiny?: Socioeconomic Trends in the Portland Metropolitan Region

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Demography as Destiny? Socioeconomic Trends in the Portland Metropolitan Region

Sheila A. Martin, Director
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Institute of Portland Metropolitan Studies (IMS)
Population Research Center (PRC)

Summary

• Demography = Economy
• Migration has immediate (and often enduring) impacts
• Portland is an attractive destination for many people
  – Domestic vs. International migrants
• Educational attainment and the key to our future
Population Dynamics

- Population Equation:
  - Population Change = Births – Deaths + Net Migration
- Focuses:
  - Change in population size
  - Change in population composition
  - ‘The Spatial’ of population

Demographic Data Sources

- U.S. Census Bureau:
  - Decennial Census
  - American Community Survey (ACS)
  - Current Population Survey (CPS)
- Post-Censal population estimates
  - Population Research Center (PRC)
  - U.S. Census Bureau
- Population Forecasts
  - Office of Economic Analysis (OEA)
- Administrative records
Regional demographic trends

Decennial Population Growth Rates

Source: Decennial U.S. Census and 2009 ACS
Total Population by County, Portland MSA

Decennial Population Growth Rates by County, Portland MSA

Source: Decennial U.S. Census and 2009 ACS
Population Share by County, Portland MSA

Source: Decennial U.S. Census and 2009 ACS

Population Change (2000-2009), Portland MSA

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon</td>
<td>3,825,657</td>
<td>3,421,399</td>
<td>404,258</td>
<td>11.8%</td>
</tr>
<tr>
<td>Washington</td>
<td>6,664,195</td>
<td>5,894,121</td>
<td>770,074</td>
<td>13.1%</td>
</tr>
<tr>
<td>Clackamas County</td>
<td>386,143</td>
<td>338,391</td>
<td>47,752</td>
<td>14.1%</td>
</tr>
<tr>
<td>Columbia County</td>
<td>49,592</td>
<td>43,560</td>
<td>6,032</td>
<td>13.8%</td>
</tr>
<tr>
<td>Multnomah County</td>
<td>726,855</td>
<td>660,486</td>
<td>66,369</td>
<td>10.0%</td>
</tr>
<tr>
<td>Washington County</td>
<td>537,318</td>
<td>445,342</td>
<td>91,976</td>
<td>20.7%</td>
</tr>
<tr>
<td>Yamhill County</td>
<td>99,037</td>
<td>84,992</td>
<td>14,045</td>
<td>16.5%</td>
</tr>
<tr>
<td>Clark County</td>
<td>432,002</td>
<td>345,238</td>
<td>86,764</td>
<td>25.1%</td>
</tr>
<tr>
<td>Skamania County</td>
<td>10,894</td>
<td>9,872</td>
<td>1,022</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

Source: 2009 U.S. Census Estimates
### Components of Population Change (2000-2009), Portland MSA

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon</td>
<td>433,972</td>
<td>284,372</td>
<td>149,600</td>
<td>274,031</td>
<td>64.7%</td>
</tr>
<tr>
<td>Washington</td>
<td>772,324</td>
<td>424,029</td>
<td>348,295</td>
<td>440,988</td>
<td>55.9%</td>
</tr>
<tr>
<td>Clackamas County</td>
<td>37,655</td>
<td>25,675</td>
<td>11,980</td>
<td>37,497</td>
<td>75.8%</td>
</tr>
<tr>
<td>Columbia County</td>
<td>4,705</td>
<td>3,424</td>
<td>1,281</td>
<td>4,965</td>
<td>79.5%</td>
</tr>
<tr>
<td>Multnomah County</td>
<td>89,735</td>
<td>51,803</td>
<td>37,932</td>
<td>32,685</td>
<td>46.3%</td>
</tr>
<tr>
<td>Washington County</td>
<td>70,962</td>
<td>25,539</td>
<td>45,423</td>
<td>49,393</td>
<td>52.1%</td>
</tr>
<tr>
<td>Yamhill County</td>
<td>11,348</td>
<td>6,809</td>
<td>4,539</td>
<td>9,899</td>
<td>68.6%</td>
</tr>
<tr>
<td>Clark County</td>
<td>51,962</td>
<td>23,977</td>
<td>27,985</td>
<td>9,466</td>
<td>25.3%</td>
</tr>
<tr>
<td>Skamania County</td>
<td>962</td>
<td>676</td>
<td>286</td>
<td>792</td>
<td>73.5%</td>
</tr>
</tbody>
</table>

Source: 2009 U.S. Census Estimates

### Migration Components

- **International Migration**
- **Domestic Migration**

Source: 2009 U.S. Census Estimates
Population Forecast for Portland Metro Counties, 2010-2040

- Clackamas County
- Multnomah County
- Washington County

Source: OEA (2004)
U.S. Population Pyramid, 1900-2050

Source: U.S. Decennial Census and Forecast

Multnomah County Demographics

- Household Size: 2.35
- % Hispanic: 10.9%
- % Black: 5.2%
- % with Bachelor’s degree: 39.1%
- % English Primary Language: 83.0%
- Median Household Income: $50,773
% Hispanic 10.0%
% Black 15.1%
% with BA 39.2%
% English 83.5%
Med HH Income $50,010

Source: 2009 ACS

% Hispanic 17.4%
% Black 8.5%
% with BA 18.7%
% English 75.5%
Med HH Income $41,841

Source: 2009 ACS
Regional Economy

Recession Cost Region 10% of Jobs

Source: Oregon Employment Department
Recovery is slow...

Some industries recover... slowly

Source: Oregon Employment Department
Housing market continues to slide

Portland Case Shiller Price Tiers Nov. 2010

But the stock market is recovering

NASDAQ 1-year
Economic Opportunity affects Migration...

Average Annual Net Migration of Adults with College Degrees per 100 residents

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Metro Rate</td>
<td>Metro Rate</td>
</tr>
<tr>
<td>1. Charlotte 2.77</td>
<td>1. Austin 2.81</td>
</tr>
<tr>
<td>2. Austin 2.31</td>
<td>2. Raleigh 1.98</td>
</tr>
<tr>
<td>3. Tuscon 2.13</td>
<td>3. Portland 1.59</td>
</tr>
<tr>
<td>4. Riverside 2.07</td>
<td>4. Riverside 2.34</td>
</tr>
<tr>
<td>5. Phoenix 2.07</td>
<td>5. Phoenix 1.31</td>
</tr>
<tr>
<td>6. Las Vegas 2.06</td>
<td>6. Charlotte 2.30</td>
</tr>
</tbody>
</table>


Unemployment Rate Through December 2010 (Seasonally Adjusted)

Opportunity is beginning to knock

Job Vacancies in Oregon, History of the Job Vacancy Survey

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Vacancies</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2008</td>
<td>47,888</td>
</tr>
<tr>
<td>Spring 2009</td>
<td>18,242</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>30,652</td>
</tr>
</tbody>
</table>

Source: Oregon Employment Department
Who will answer?

Some jobs are harder to fill

Top 20 Occupations With Vacancies Open 60+ Days
Oregon, Fall 2010

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Vacant 60+ Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Occupations</td>
<td>2,354</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>105</td>
</tr>
<tr>
<td>Postsecondary Teachers, Except Graduate Teaching Assistants</td>
<td>78</td>
</tr>
<tr>
<td>Mental Health Counselors</td>
<td>78</td>
</tr>
<tr>
<td>Advertising Sales Agents</td>
<td>61</td>
</tr>
<tr>
<td>Teacher Assistants</td>
<td>57</td>
</tr>
<tr>
<td>Coaches and Scouts</td>
<td>54</td>
</tr>
<tr>
<td>Automotive Service Technicians and Mechanics</td>
<td>51</td>
</tr>
<tr>
<td>Engineers, All Other</td>
<td>50</td>
</tr>
<tr>
<td>Accountants and Auditors</td>
<td>49</td>
</tr>
<tr>
<td>Electrical Engineers</td>
<td>49</td>
</tr>
<tr>
<td>Physical Therapists</td>
<td>47</td>
</tr>
<tr>
<td>Business Operations Specialists, All Other</td>
<td>42</td>
</tr>
<tr>
<td>Physicians and Surgeons</td>
<td>42</td>
</tr>
<tr>
<td>Occupational Therapists</td>
<td>39</td>
</tr>
<tr>
<td>Supervisors and Managers of Production and Operating Workers</td>
<td>35</td>
</tr>
<tr>
<td>Civil Engineers</td>
<td>35</td>
</tr>
<tr>
<td>Loan Officers</td>
<td>34</td>
</tr>
<tr>
<td>Industrial Engineers</td>
<td>34</td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>33</td>
</tr>
<tr>
<td>Licensed Practical and Licensed Vocational Nurses</td>
<td>32</td>
</tr>
</tbody>
</table>
1 in 4 vacancies require college degree, but 61 percent of 60+ day vacancies do.

Education increases opportunity

Unemployment Rate by Educational Attainment

- Less than a HS Diploma: 9.6% (2008), 9.1% (2009)
- HS Grad, no college: 5.7% (2008), 5.7% (2009)
- Some College, no degree: 5.1% (2008), 5.6% (2009)
- Associates: 3.7% (2008), 3.6% (2009)
- B.A or higher: 2.8% (2008), 2.6% (2009)
Will employers find educated workers?

Source: 2009 American Community Survey

Education = Income

Source: American Community Survey, 2009-2013 5 Year Estimates
**Percent of all Oregon students who graduate from high school with a regular diploma in four years**

- **All Students**: 74%
- **White**: 76%
- **Black**: 55%
- **Hispanic**: 58%
- **Asian**: 81%
- **American Indian**: 49%

**Source**: Alliance for Excellent Education

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**State and student share of College Expenses**

*Source of OUS Revenue per student*

- **Other S&G Funds**: 29%, 36%, 43%, 48%, 47%, 43%, 47%, 56%, 56%, 55%, 63%
- **State Appropriation**: 36%, 43%, 48%, 47%, 47%, 56%, 56%, 55%, 63%
- **Tuition**: 36%, 43%, 48%, 47%, 47%, 56%, 56%, 55%, 63%

**Source**: Oregon University System
Percent of Population with a Bachelors degree or higher by race, in Multnomah County (2009)

Source: 2009 ACS

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