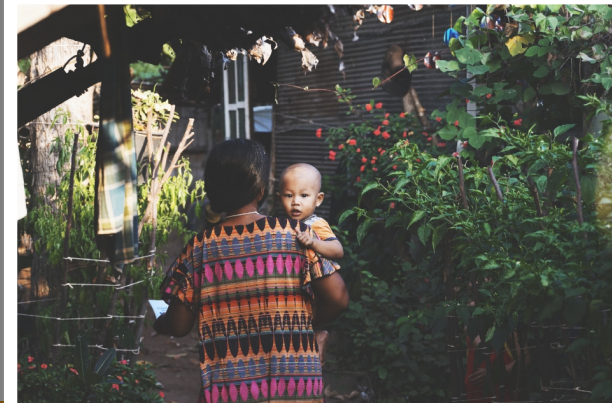


Understanding Demographic Trends in the 21st Century

MULTNOMAH COUNTY EXECUTIVE LEARNING SERIES

NOVEMBER 19, 2016



How are current economic, social/cultural and technological trends shaping people coming of age today?

What does that mean for County government now and in the future?



David J. Phillip/Reuters/Corbis

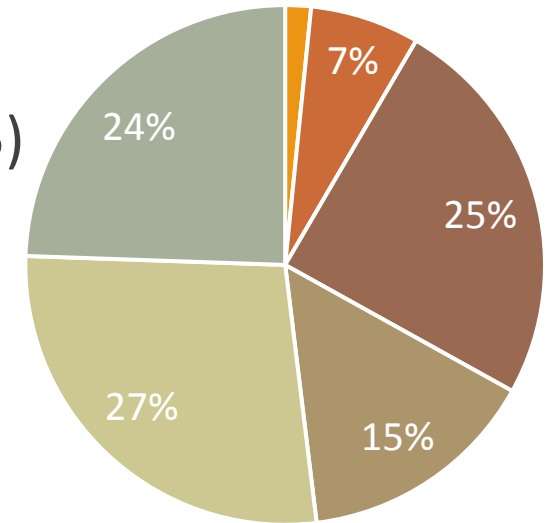
How do we describe different generations?

Are these shortcuts useful?

How does Nielsen define Generations?

- Greatest Generation (1901-1924)
- Silent Generation (1925-1945)
- Baby Boomers (1946-1964)
- Generation X (1965-1976)
- Millennials/Gen Y (1977-1995)
- Generation Z (1995-Present)

Population by Generation,
Portland MSA, 2015



■ Greatest

■ Silent

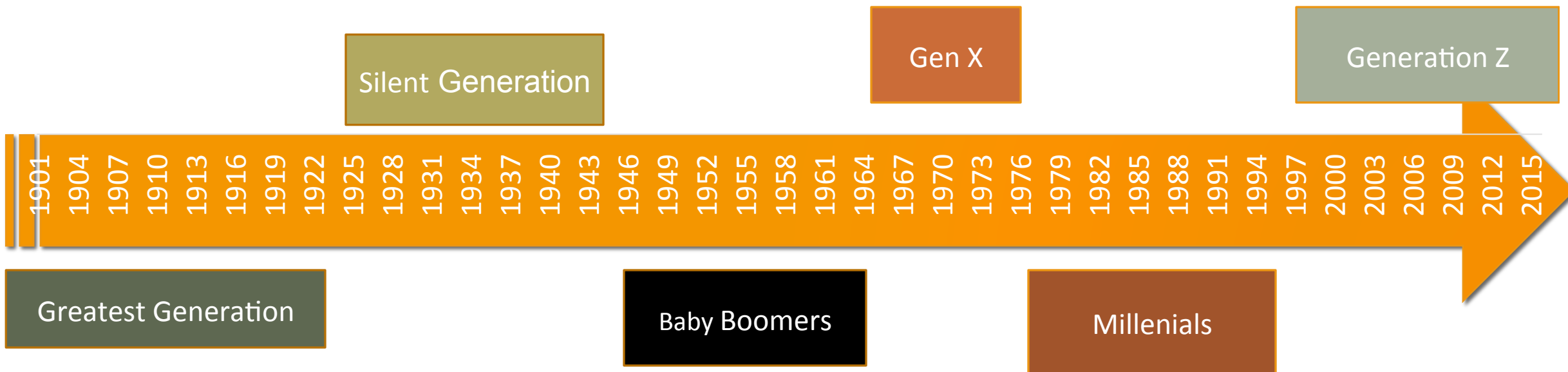
■ Boomers

■ Gen X

■ Millennials

■ Gen Z

Source: 2015 American Community Survey



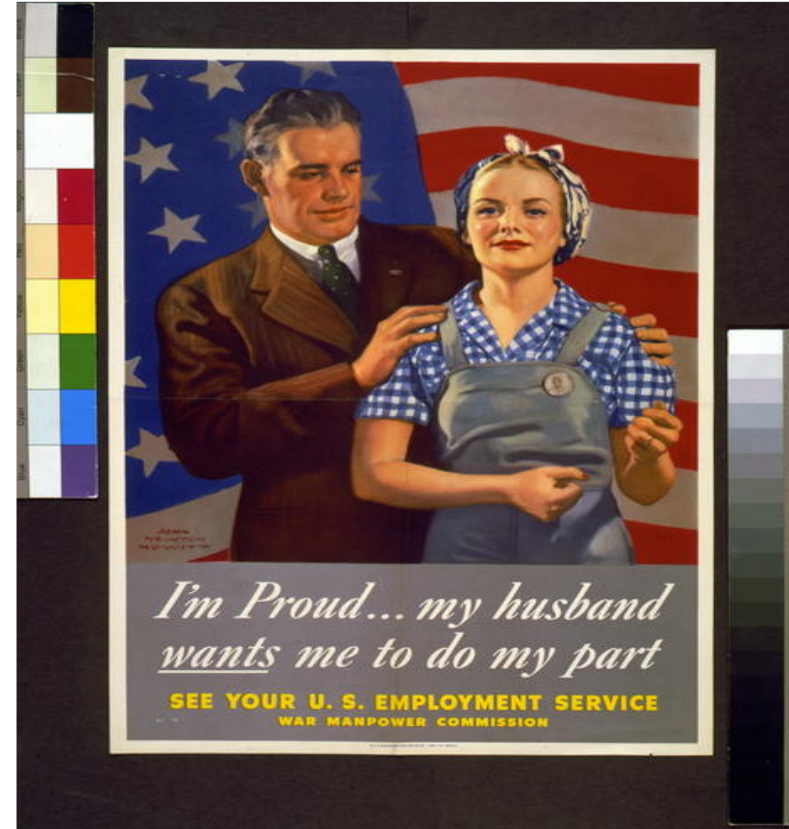
Greatest Generation

Born: 1901 to 1924

Age today: 92 to 115

Number and percent in 2010:

- **Multnomah County:** 10,678 - 1.5%
- **Portland Region:** 32,386 - 1.5%
- **US:** 4.6 Million – 1.5%



Silent Generation

Born: 1925 to 1945

Age today: 71 to 91

Number and percent in 2010:

- **Multnomah County:** 25,729 - 9%
- **Portland Region:** 81,557 - 10%
- **US:** 34.7 Million - 12%



Baby Boomers

Born: 1945 to 1964

Age today: 52 to 70

Number and percent in 2010:

- **Multnomah County:** 117,086 - 24%
- **Portland Region:** 561,255 - 25%
- **US:** 77 million - 25%



Generation X

Born: 1965 to 1976

Age today: 40 to 51

Number and percent in 2010:

- **Multnomah County:** 134,841 - 18%
- **Portland Region:** 388,279 or 17%
- **US:** 49.4 Million - 16%



Millennials

Born: 1977 - 1995

Age today: 21 to 39

Number and percent in 2010:

- **Multnomah County:** 218,559 - 30%
- **Portland Region:** 585,313 - 26 %
- **US:** 80.9M or 26%



Generation Z

Born: 1995 to Present

Age today: 0 to 21

Number and percent in 2010:

- **Multnomah County:** 127,425 - 17%
- **Portland Region:** 438,944 - 20%
- **US:** 61.3M - 20%



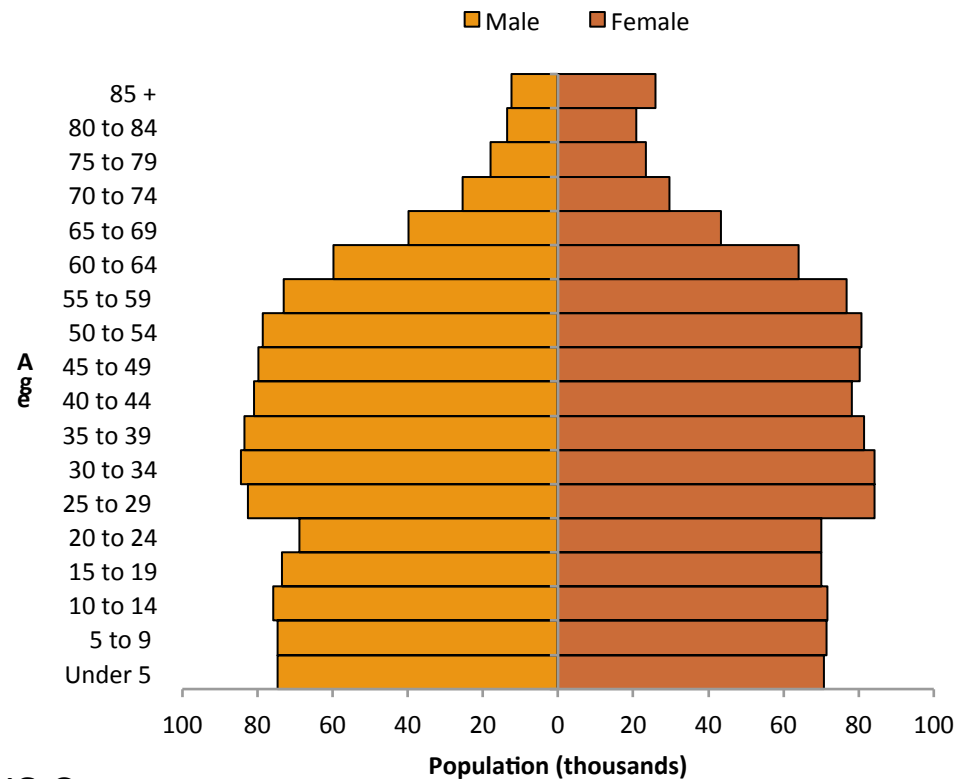
Discussion

- What can we gain from understanding more about the experiences of different generations?
- What are the dangers in classifying people into groups of shared experience?
- What new questions do these classifications raise?
- What might they indicate for our future?

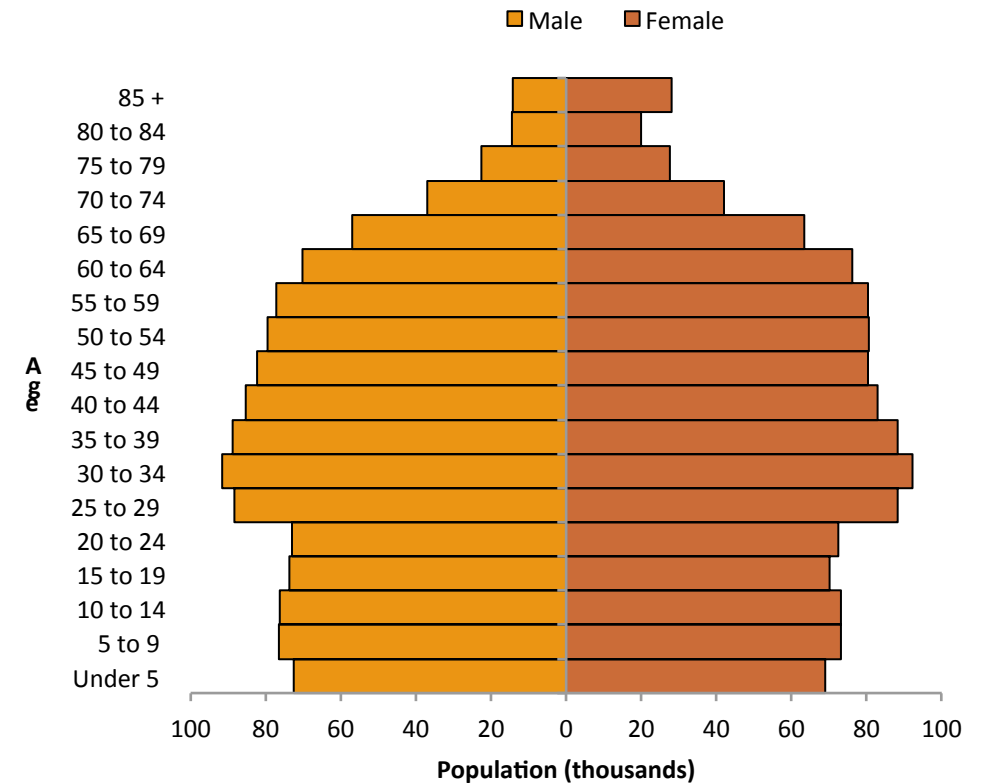
Adding numbers to our
inquiry

What can a population pyramid tell us?

Portland by age, Portland MSA 2010

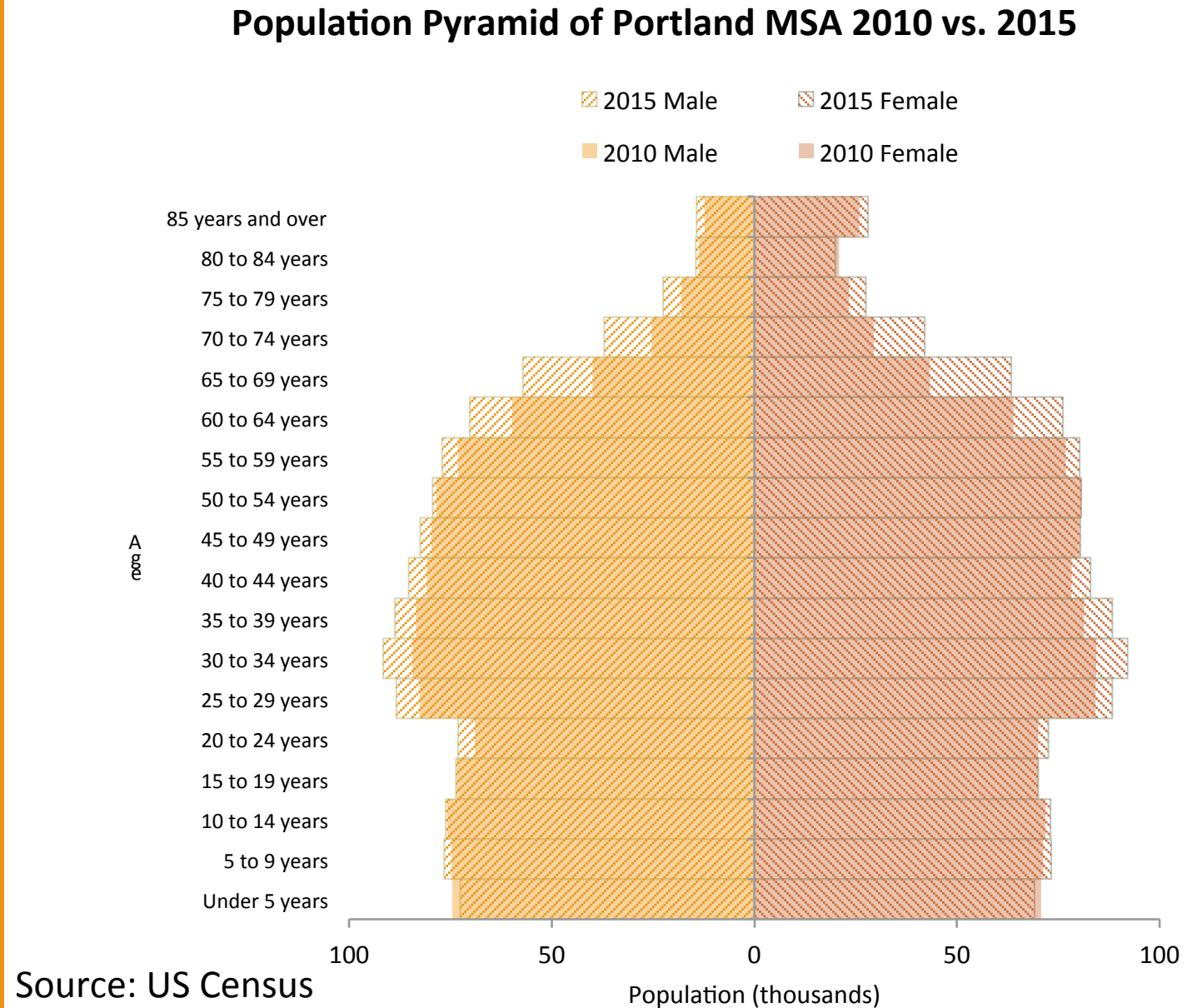


Population by age, Portland MSA 2015



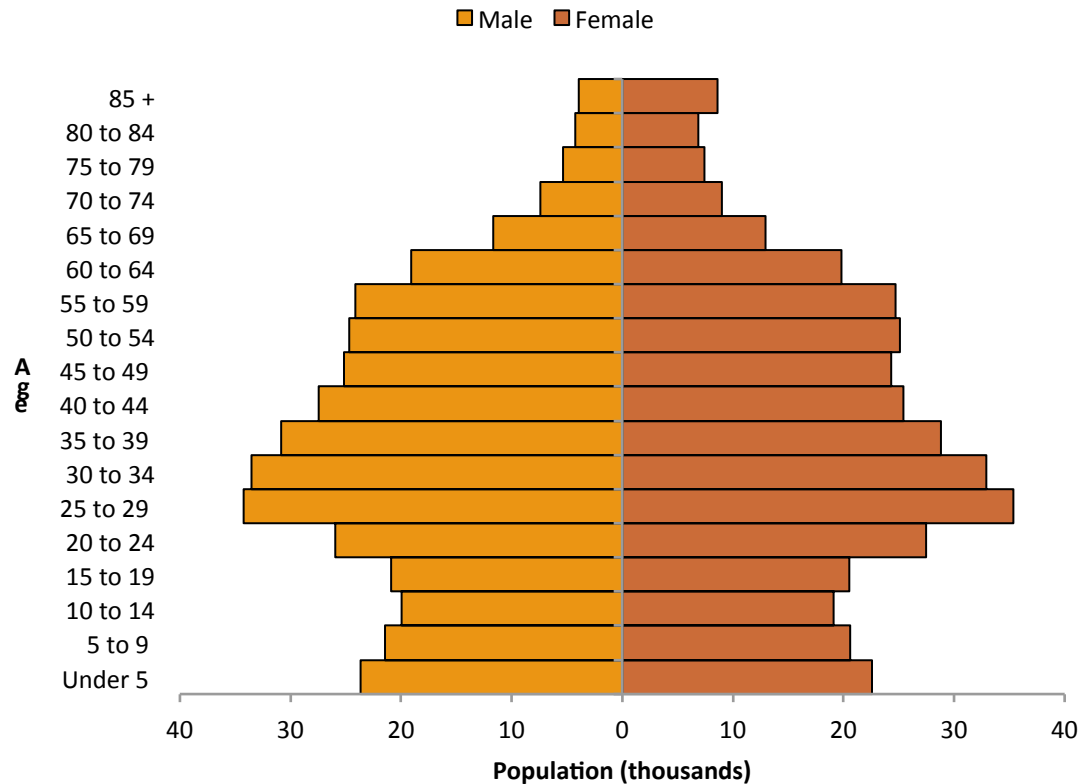
Source: US Census

How does this help us predict the future?

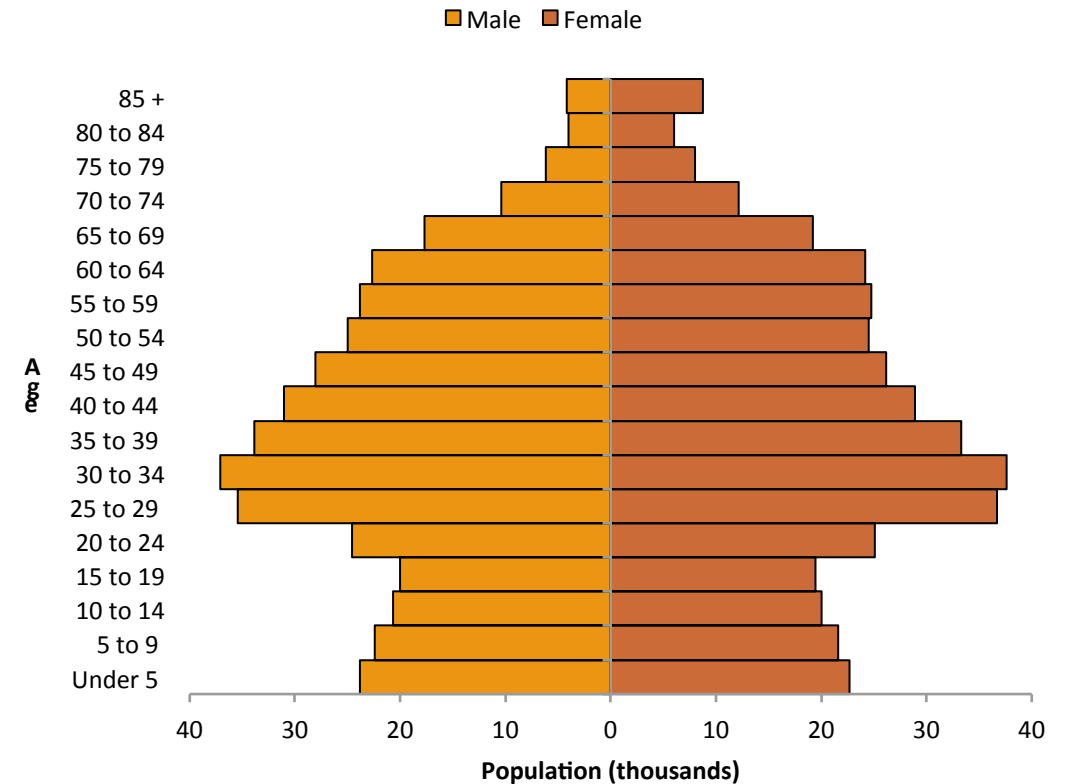


How is the county picture different?

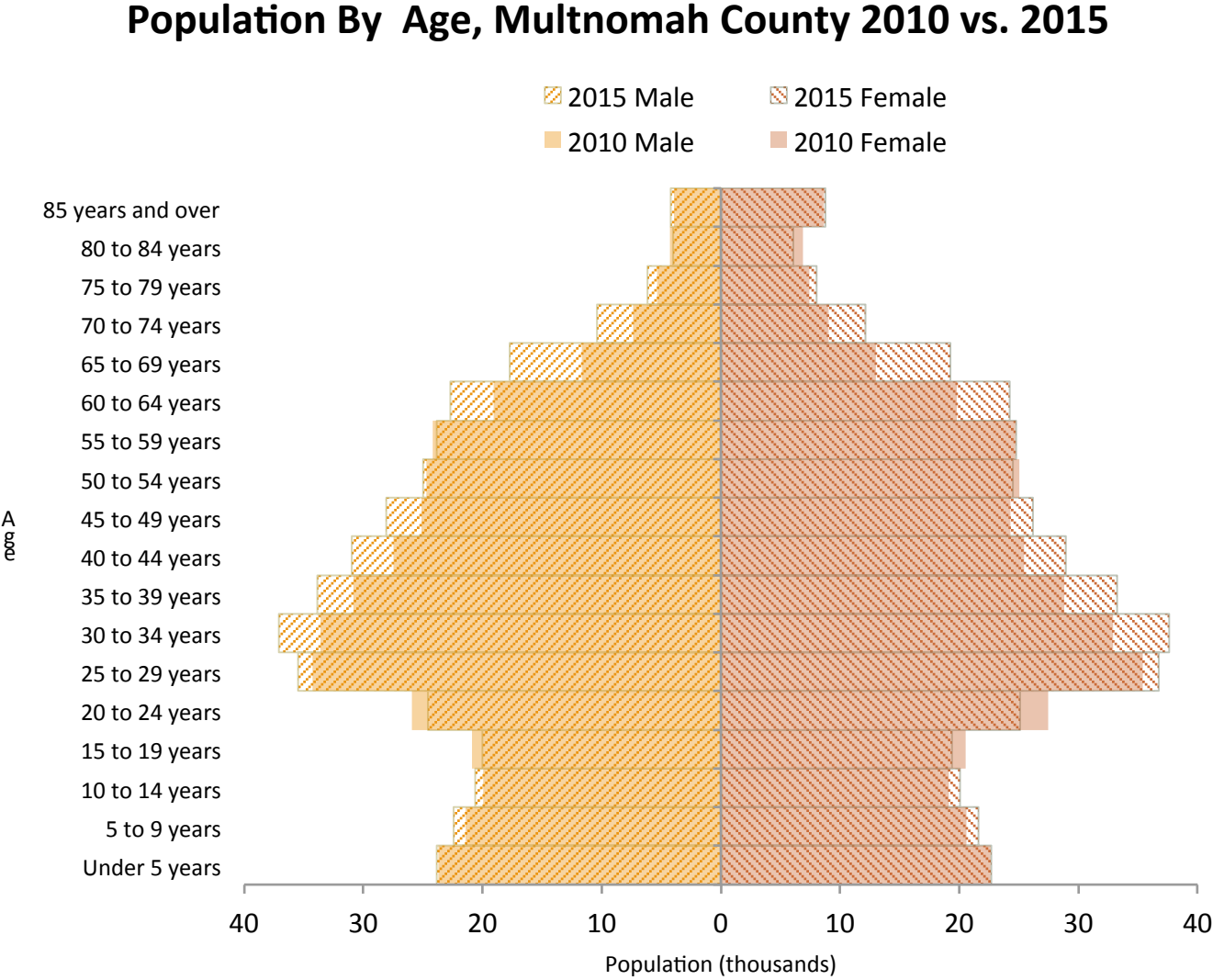
Population by age, Multnomah County 2010



Population by age Multnomah County 2015



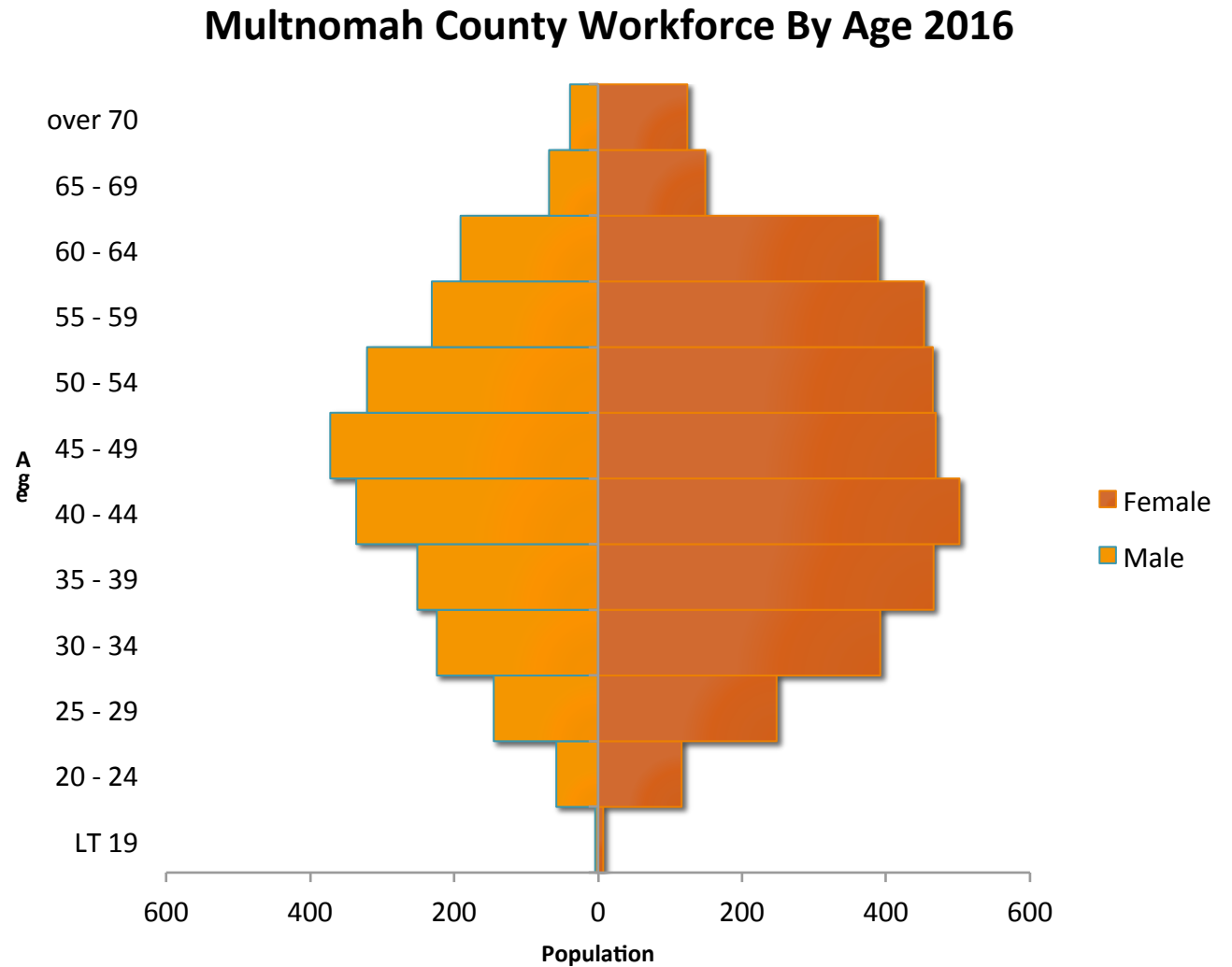
What is
happening to
the County's
kids?



Source: US Census

The County's
workforce is a
little older

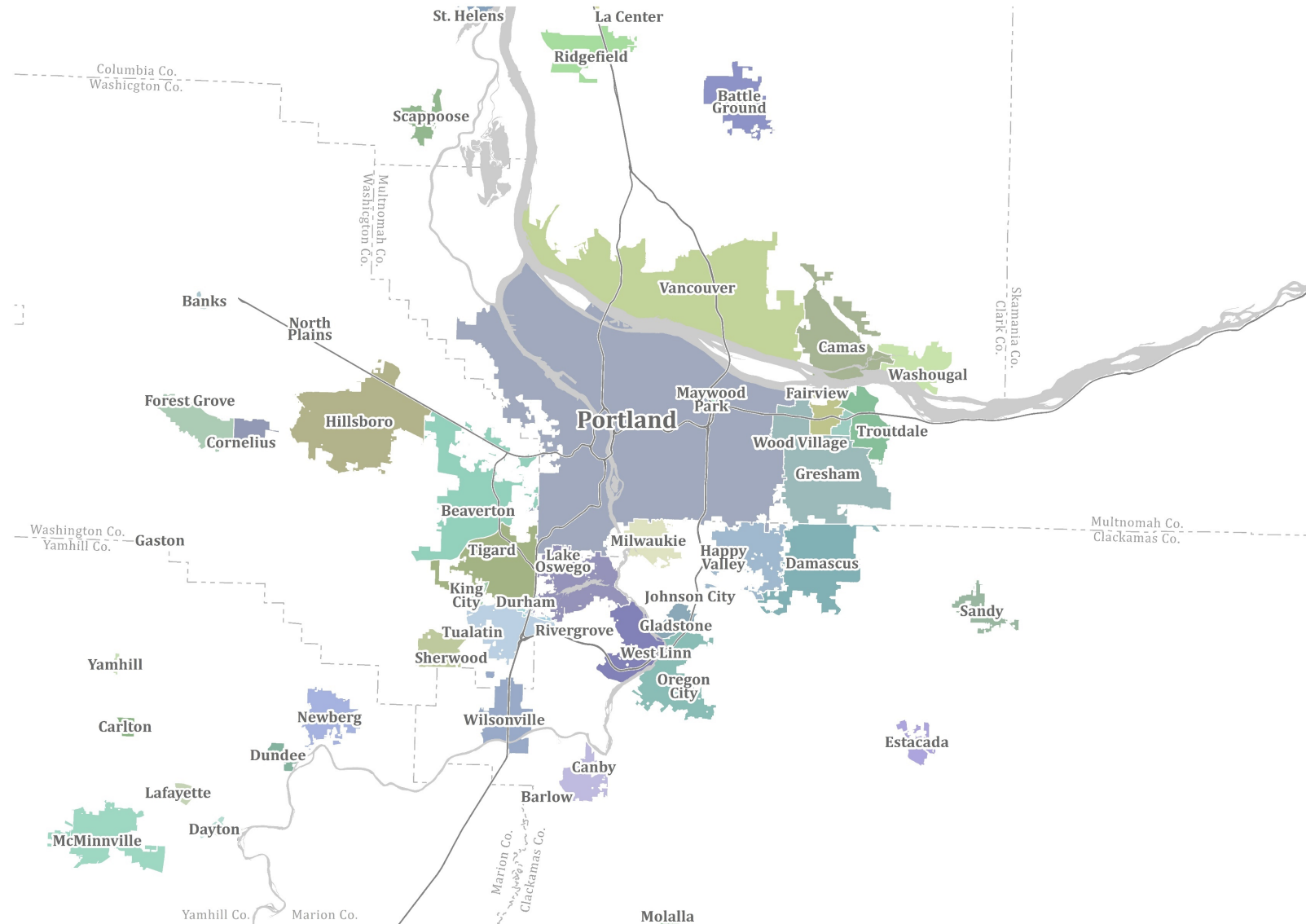
And more female



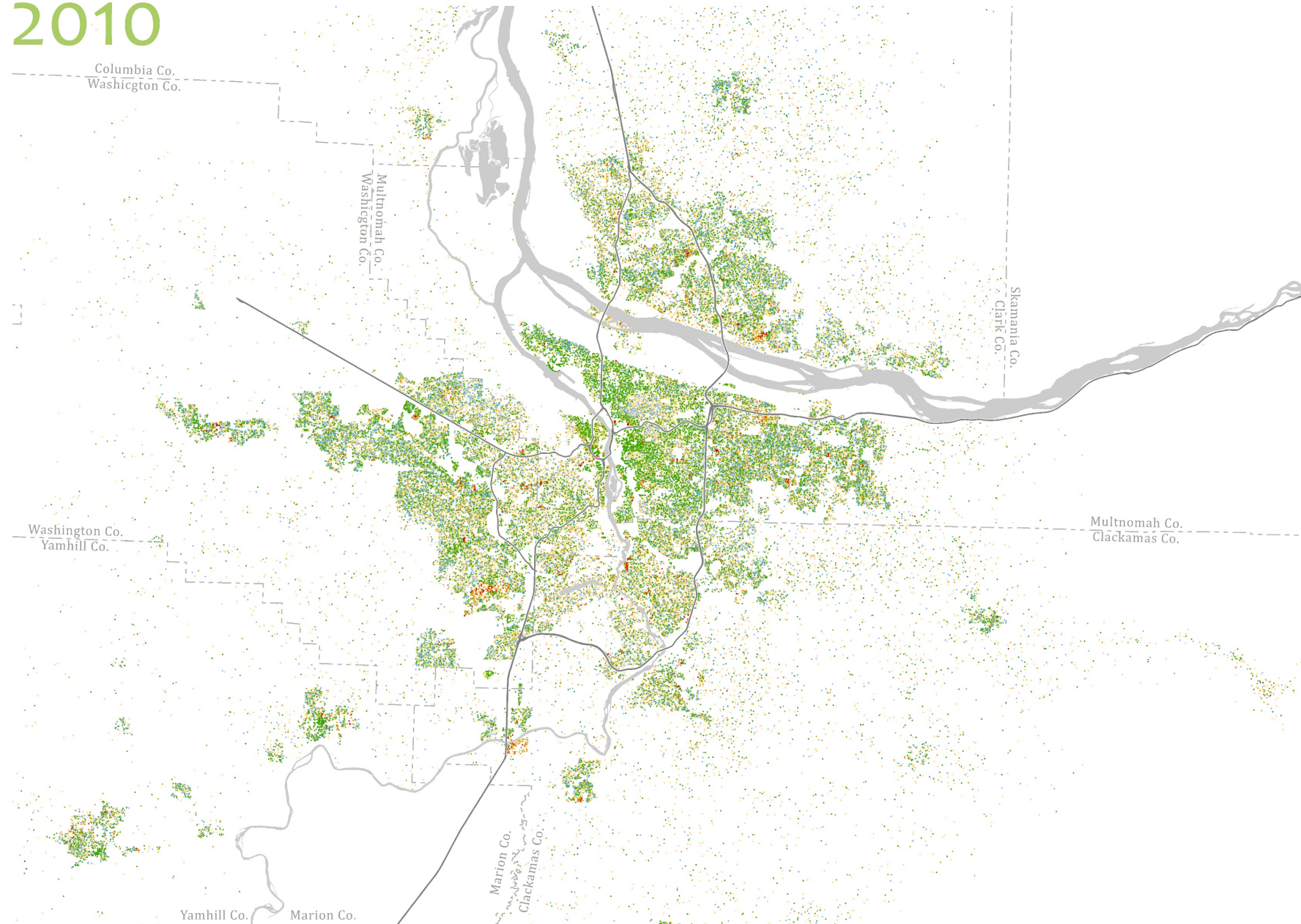
Source: Multnomah County Demographics Dashboard

Where does
each generation
live?

And how has this changed
over time?



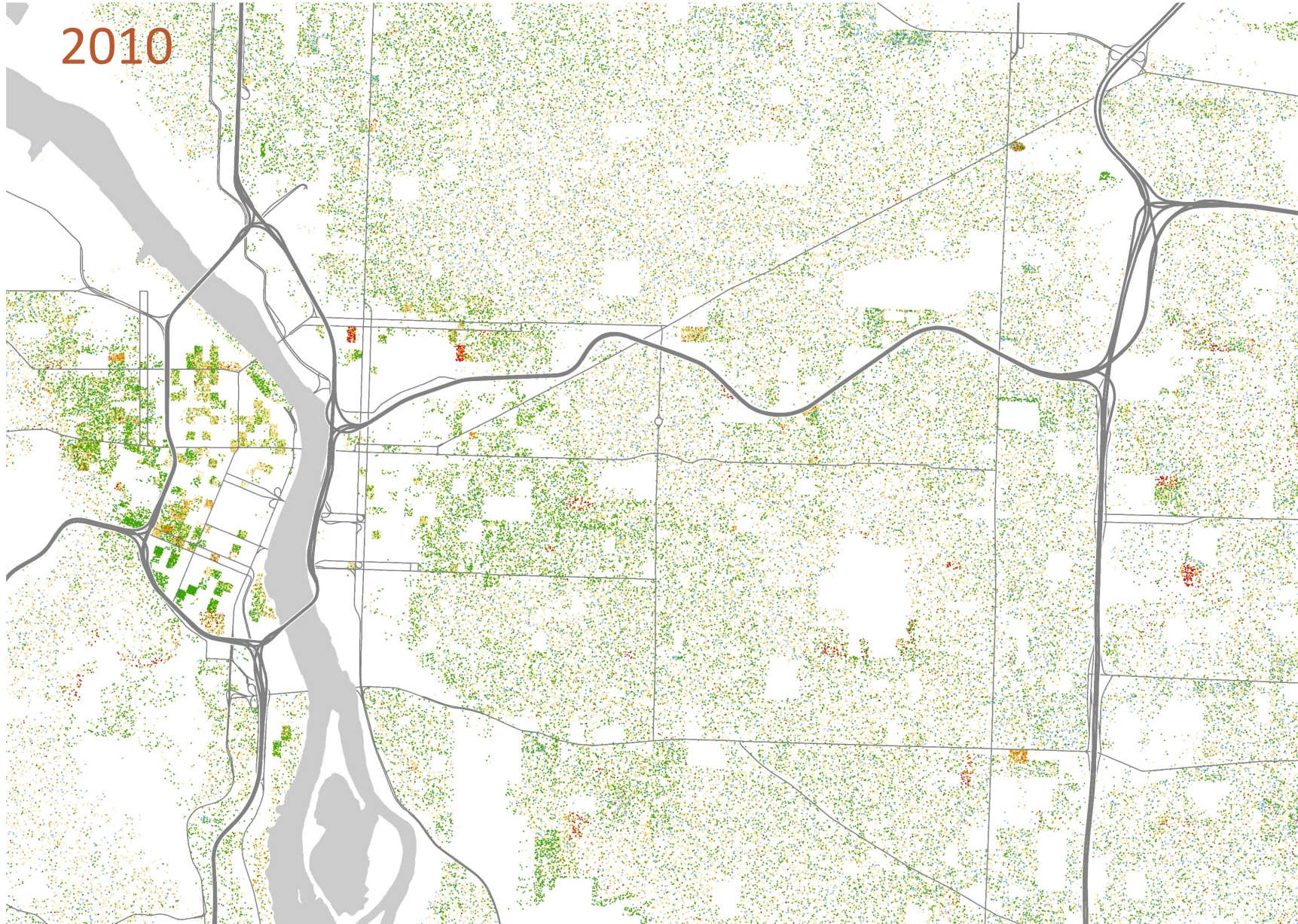
2010



1 Dot = 20 People

- Generation "Z"
- The Millennials
- Generation "X"
- Baby Boomers
- The Silent Generation
- The Greatest Generation

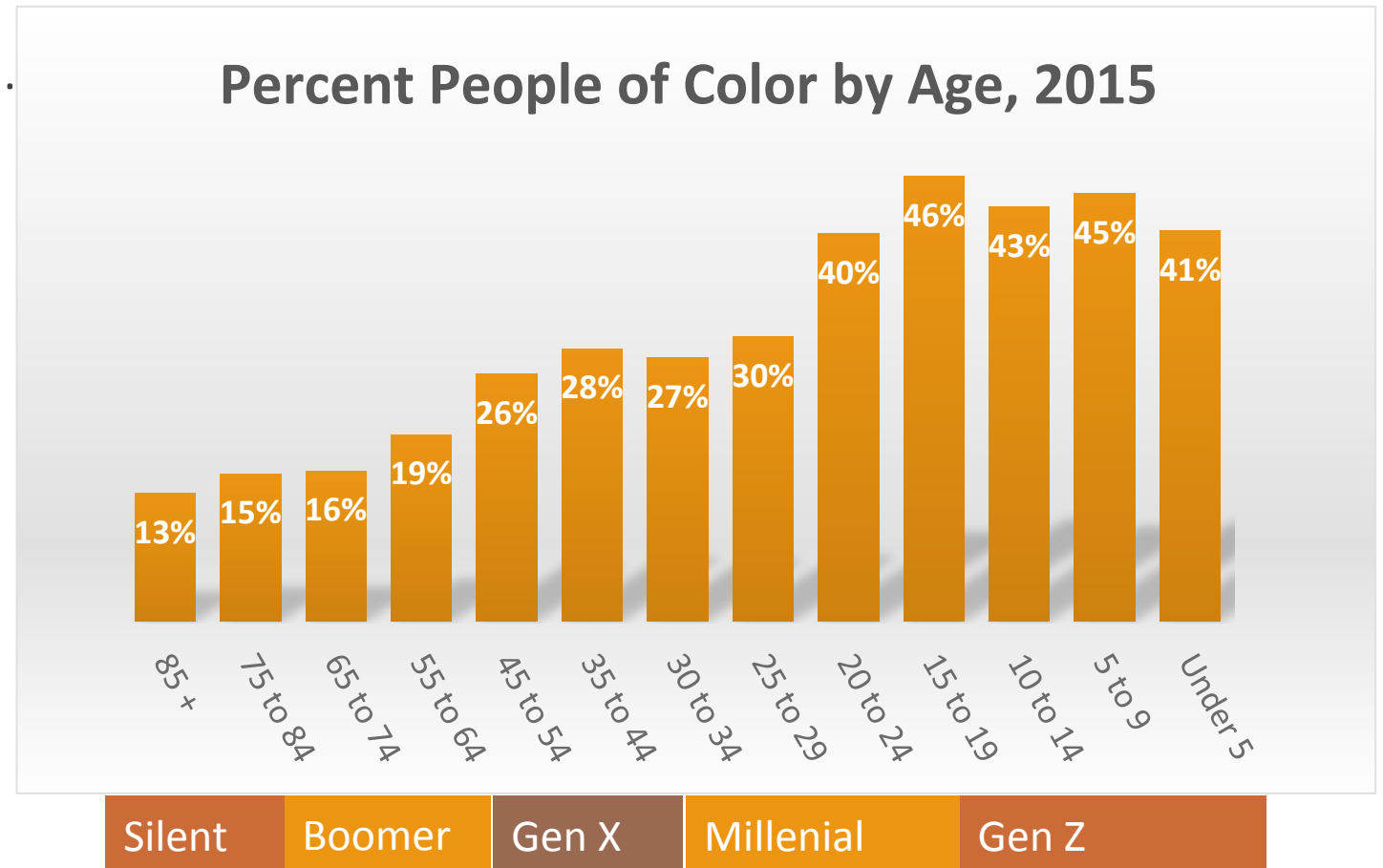
2010



1 Dot = 20 People

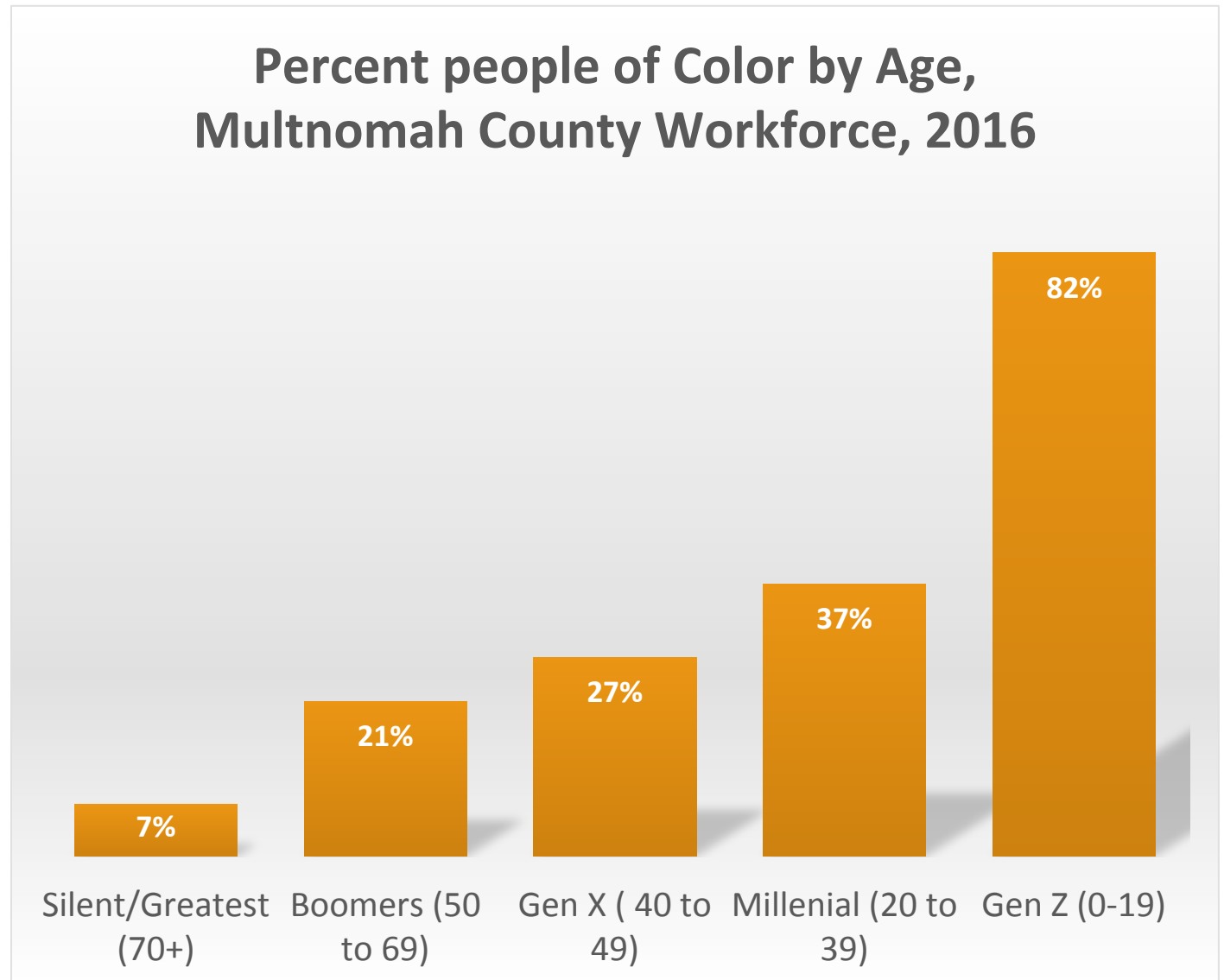
- Generation "Z"
- The Millennials
- Generation "X"
- Baby Boomers
- The Silent Generation
- The Greatest Generation

How diverse is each generation?



Source: American Community Survey, 2015 1-year Estimates

How is that reflected in the county's workforce?



Source: Multnomah County Demographics Dashboard

How do we use
this information
to understand
the future?

What are the components of
population growth?

Population Growth =

Births -

Deaths +

Net migration

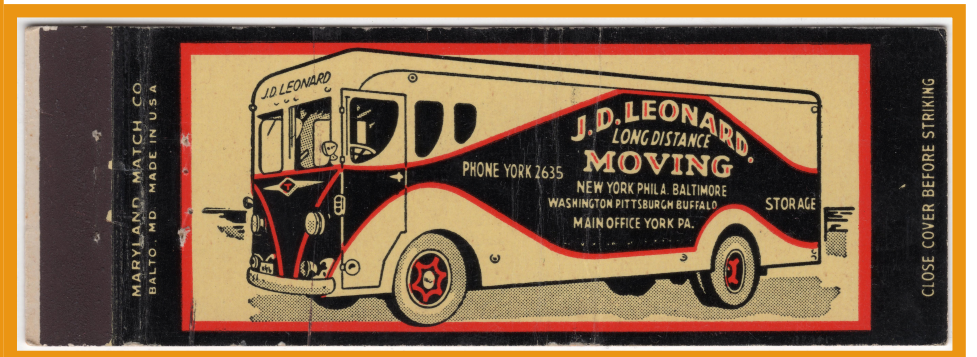


photo credit: [wackystuff](#) via [Flickr](#)

Birth rates are
falling

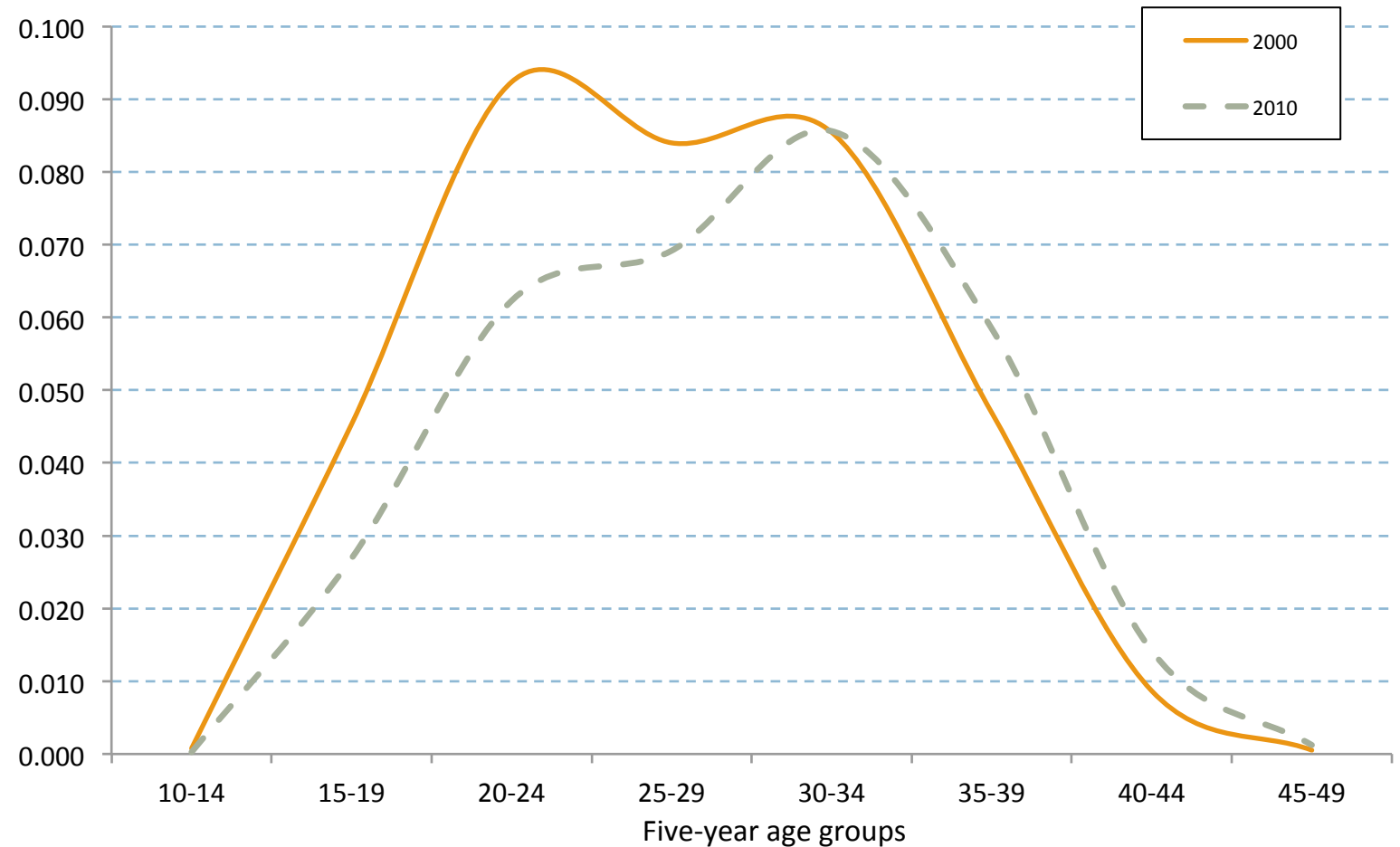
Total Fertility Rate:

2000 = 1.8

2010 = 1.6

Replacement ≈ 2.1

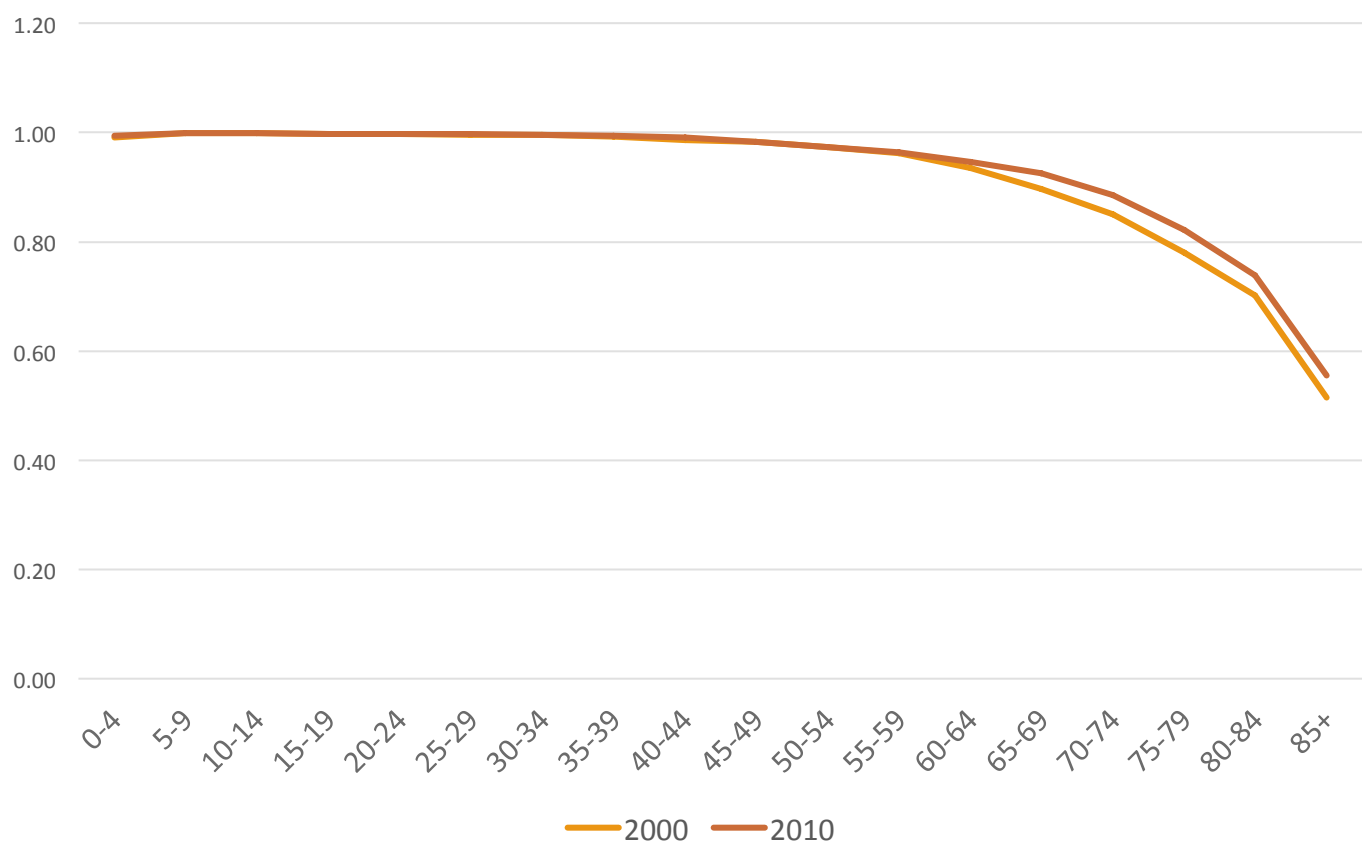
Age Specific Fertility Rates, Multnomah County, 2000 and 2010



Source: U.S. Census Bureau, 2000 and 2010 Censuses. Oregon Health Authority, Center for Health Statistics. Calculated by Population Research Center (PRC).

Death rates are stable

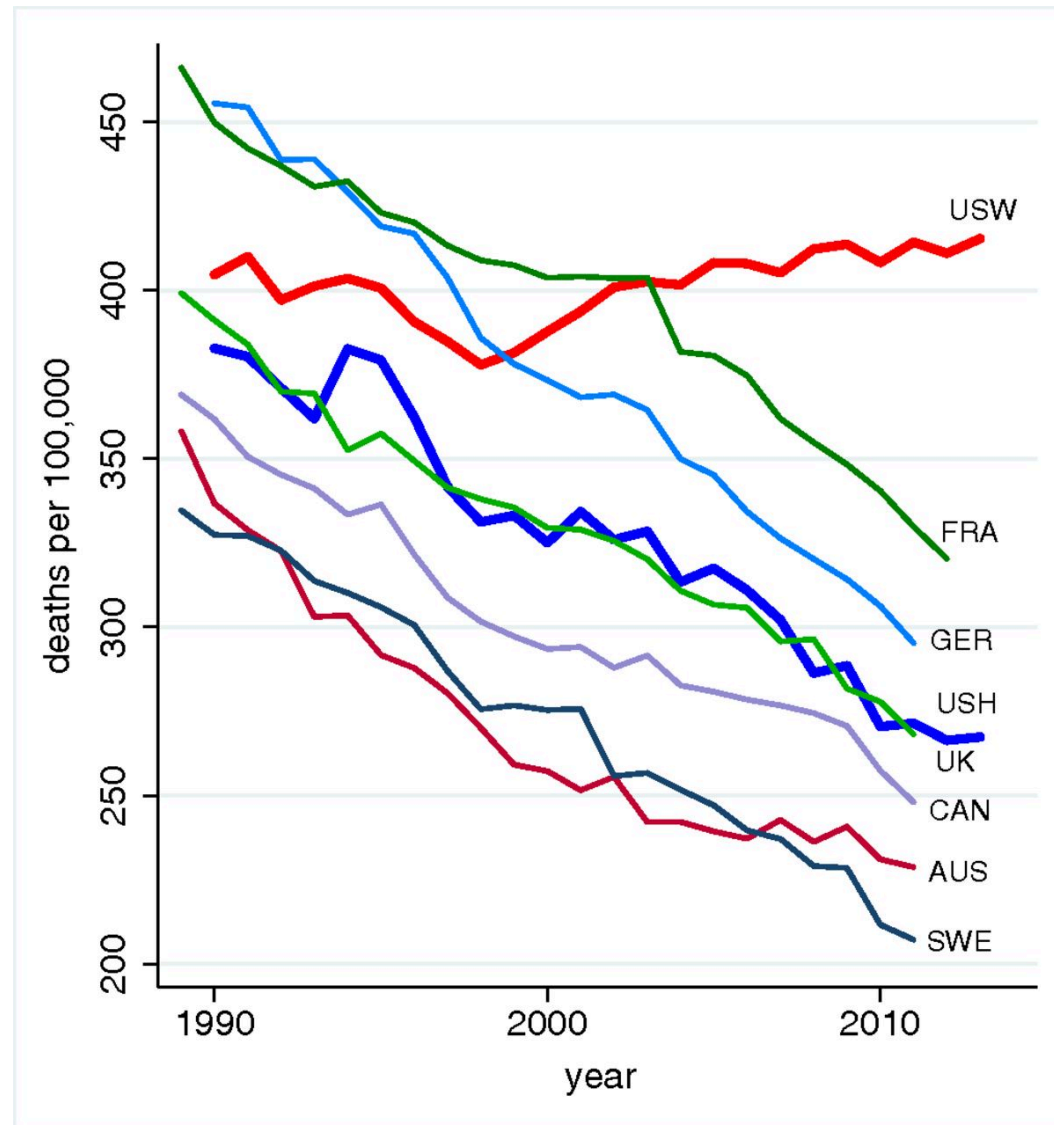
Age Specific Survival Rates, Multnomah County, 2000 and 2010



Source: U.S. Census Bureau, 2000 and 2010 Censuses. Oregon Health Authority, Center for Health Statistics. Calculated by Population Research Center (PRC).

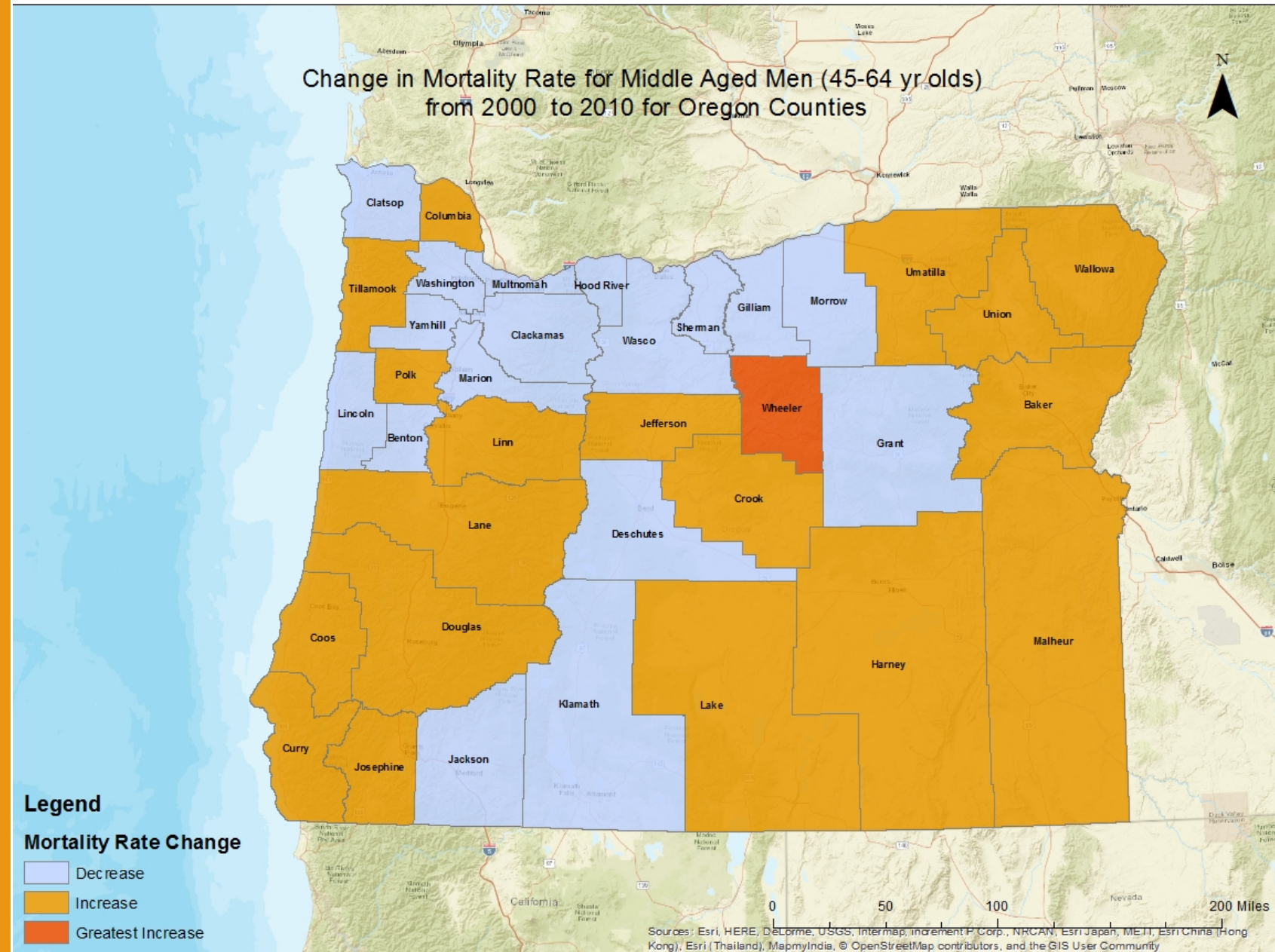
But Middle-Aged white men are facing higher mortality

All-cause mortality, ages 45–54 for US White non-Hispanics (USW), US Hispanics (USH), and six comparison countries: France (FRA), Germany (GER), the United Kingdom (UK), Canada (CAN), Australia (AUS), and Sweden (SWE).



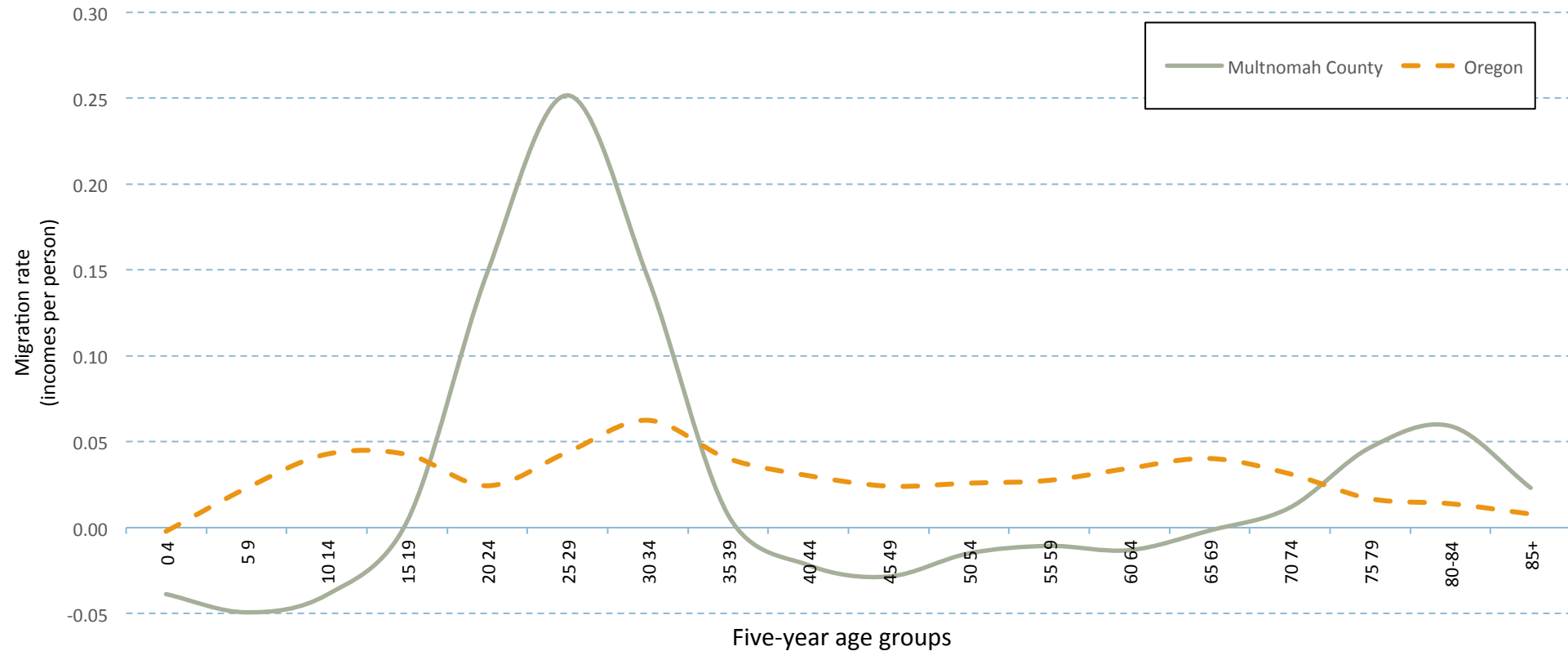
Anne Case, and Angus Deaton PNAS 2015;112:15078-15083

Some counties in Oregon are affected.



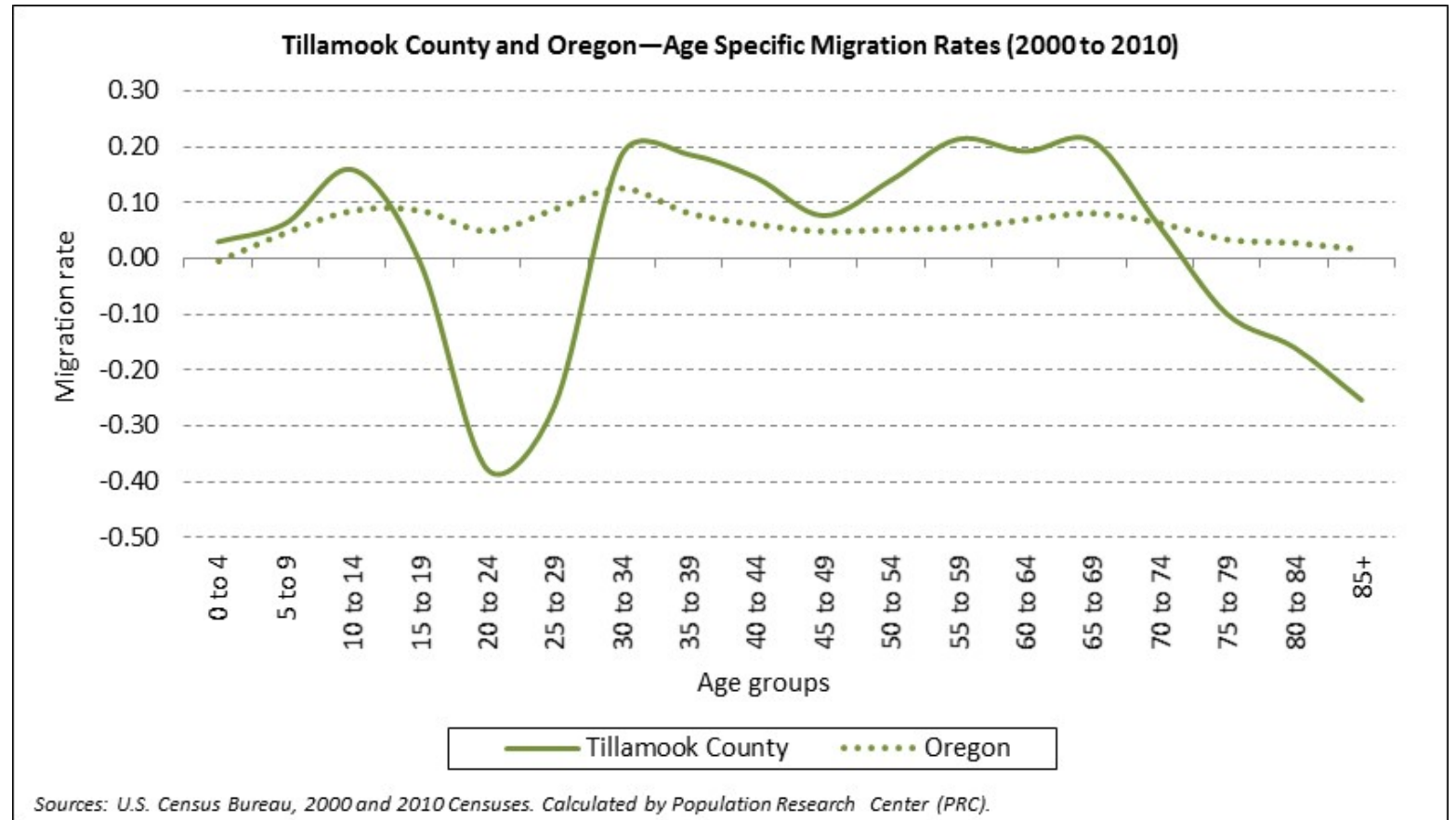
Source: U.S. Census Bureau, 2000 and 2010 Censuses. Oregon Health Authority, Center for Health Statistics. Calculated by Population Research Center (PRC).

Age-specific Migration rates, Multnomah County, 2000 to 2010



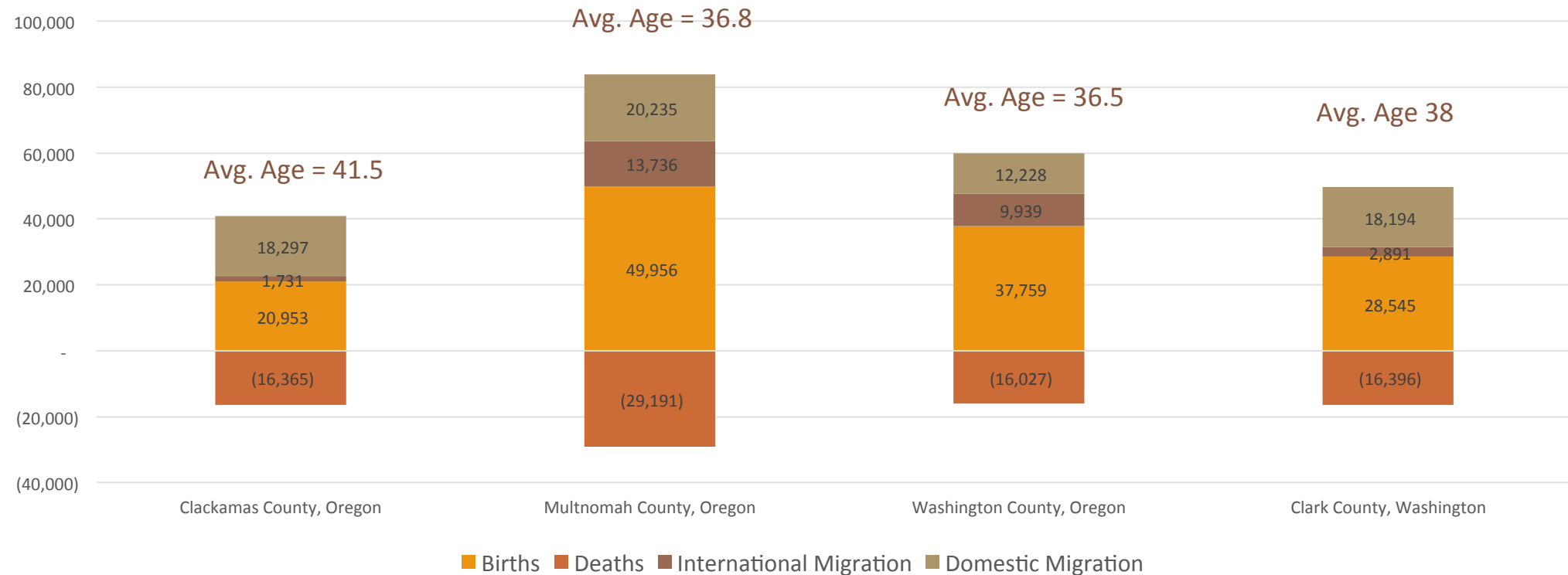
Source: U.S. Census Bureau, 2000 and 2010 Censuses. Oregon Health Authority, Center for Health Statistics. Calculated by Population Research Center (PRC).

Brain drain is a problem for other communities in Oregon



Putting it together...

Components of Population Change, 2010 to 2015

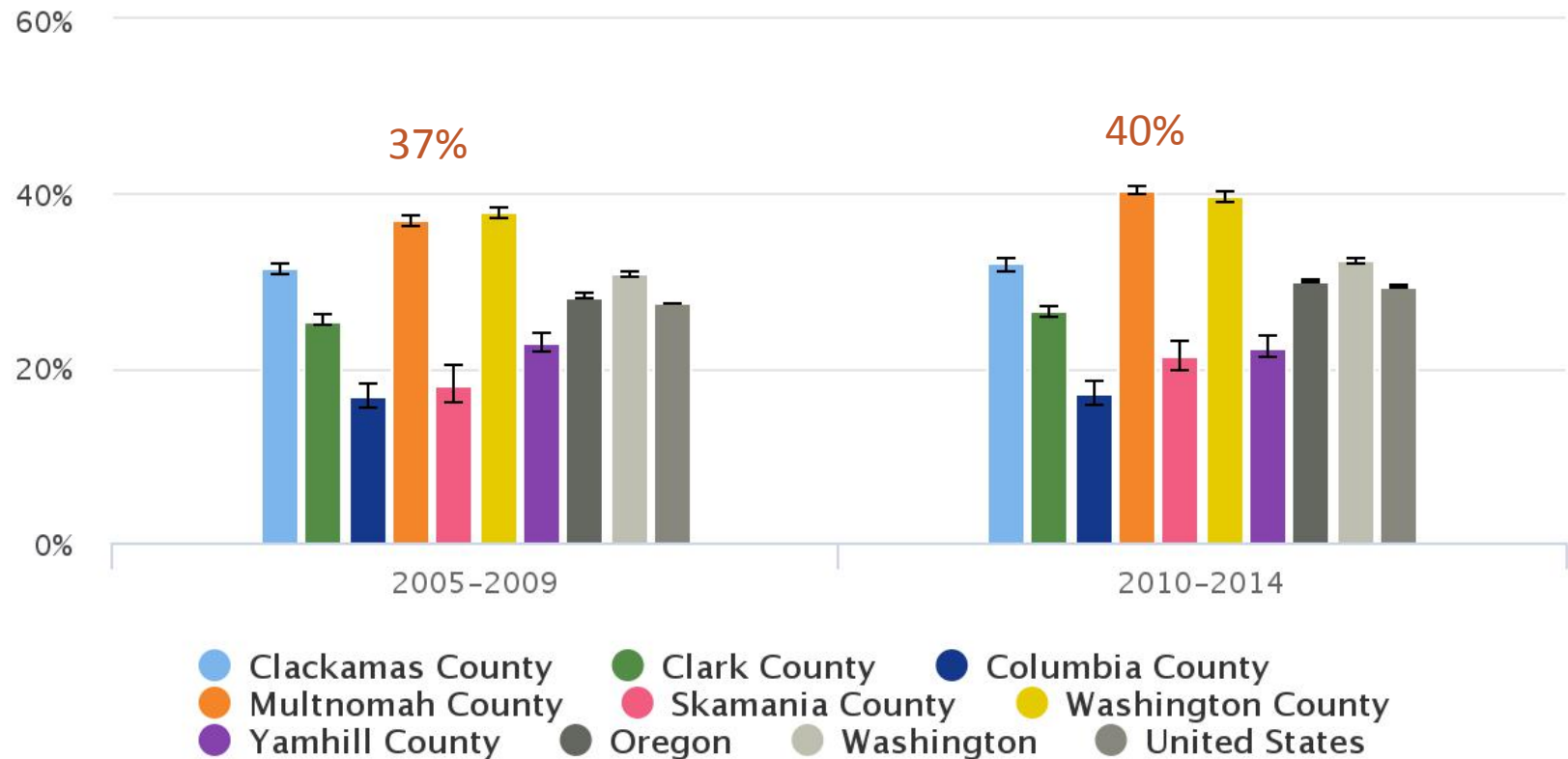


Source: US Census 2015 Population Estimates, PEPTCOMP

The county's population is becoming more highly educated

Percentage of adults age 25 and over with a bachelor's or advanced degree, by county, Portland MSA, 2005–2009 and 2010–2014 five-year estimates

Source: US Census, American Community Survey, Table B15003



Why do the young college educated move here?

Sense of Place and community

“It is completely not intimidating. Portland is a city with a great ring of neighborhoods around it. Getting to know the city was easy. I didn’t feel afraid to walk. It was inviting.”

“In Portland, you can create a community around you. You can live in a city and be part of a community, meet your friends at the coffee shop. There is good coffee, great beer, good wine. Small communities are encouraged.”

Source: Cortright, J. and Coletta. 2002. *The Young and the Restless: How Portland Competes for Talent.*

Opportunity to live your values

“...there is an atmosphere of activism. It feels like the city has a social conscience. The city gives voice to issues that might go unheard in other cities.”

“I can make a difference in this city.”

“It’s an incredible place to be oneself. It does allow one emotionally, physically and spiritually to have health.”

Source: Cortright, J. and Coletta. 2002. *The Young and the Restless: How Portland Competes for Talent*.

Concerns about change

“The do-it-yourself artist, I don't think you have much of a chance of making a living here, unless it's a side hobby. It breaks my heart. I wasn't planning to leave, but I'm scared I'll be forced to.”
- Sondr Engvaldsen ¹

“I’ve watched the redlining here. I’ve lived through discrimination myself... But I’ve always been able to get a place.”² - Marih Alyn-Claire

“It’s a horrible feeling, to come to a neighborhood where you grow up in, and have the people there look at you as if you don’t belong.”² – Michelle Lewis

Sources:

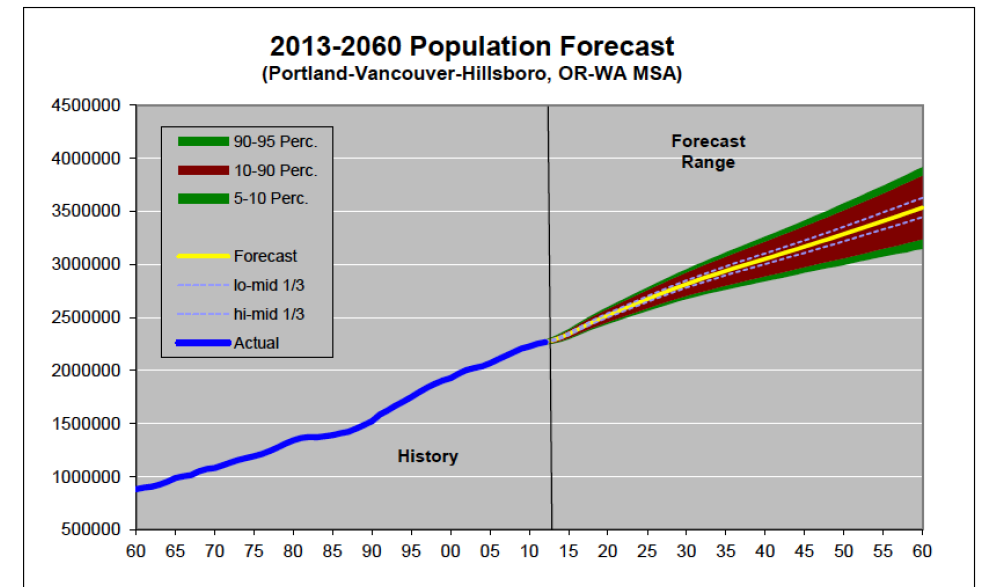
1. Gosia Wozniacka, “Portland’s Rents are Driving out the Artists who Made it Cool.” LA Times, Nov, 15, 2015
2. *GENTRIFICATION SPOTLIGHT: How Portland is Pushing Out Its Black Residents.* Colorlines, April 19, 2016

Break for Mingling and Learning

What will
Multnomah
County be like in
25 years?

Some things are easier to predict than others.

- Farther into the future is harder
- Smaller geographies are harder
- Trends are easier; specific years are harder.
- In the past, these forecasts have been pretty accurate - within one percent one-year out.

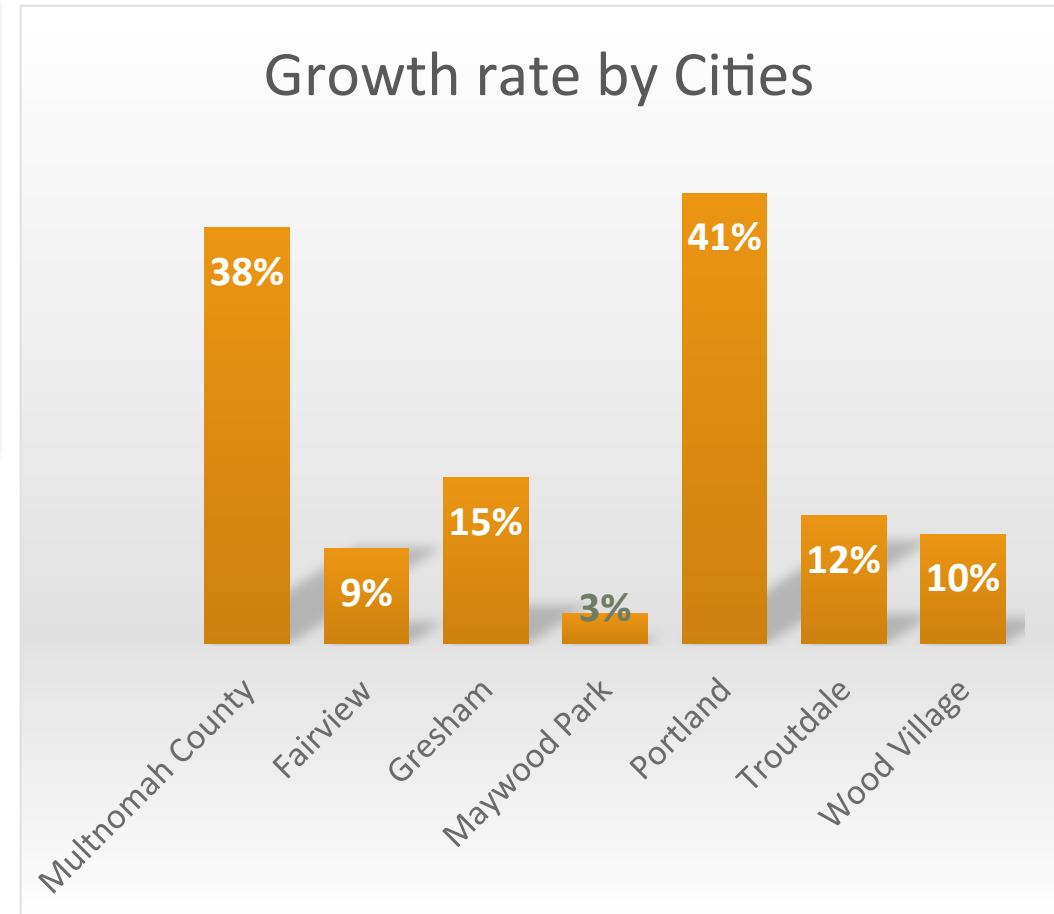


Source: Metro Population and Employment Forecast, July 2016

How many people?

Multnomah County	2015	2040	Percent Change
Population	767,849	1,056,780	38%
Households	322,488	461,351	43%
Persons per household	2.4	2.3	

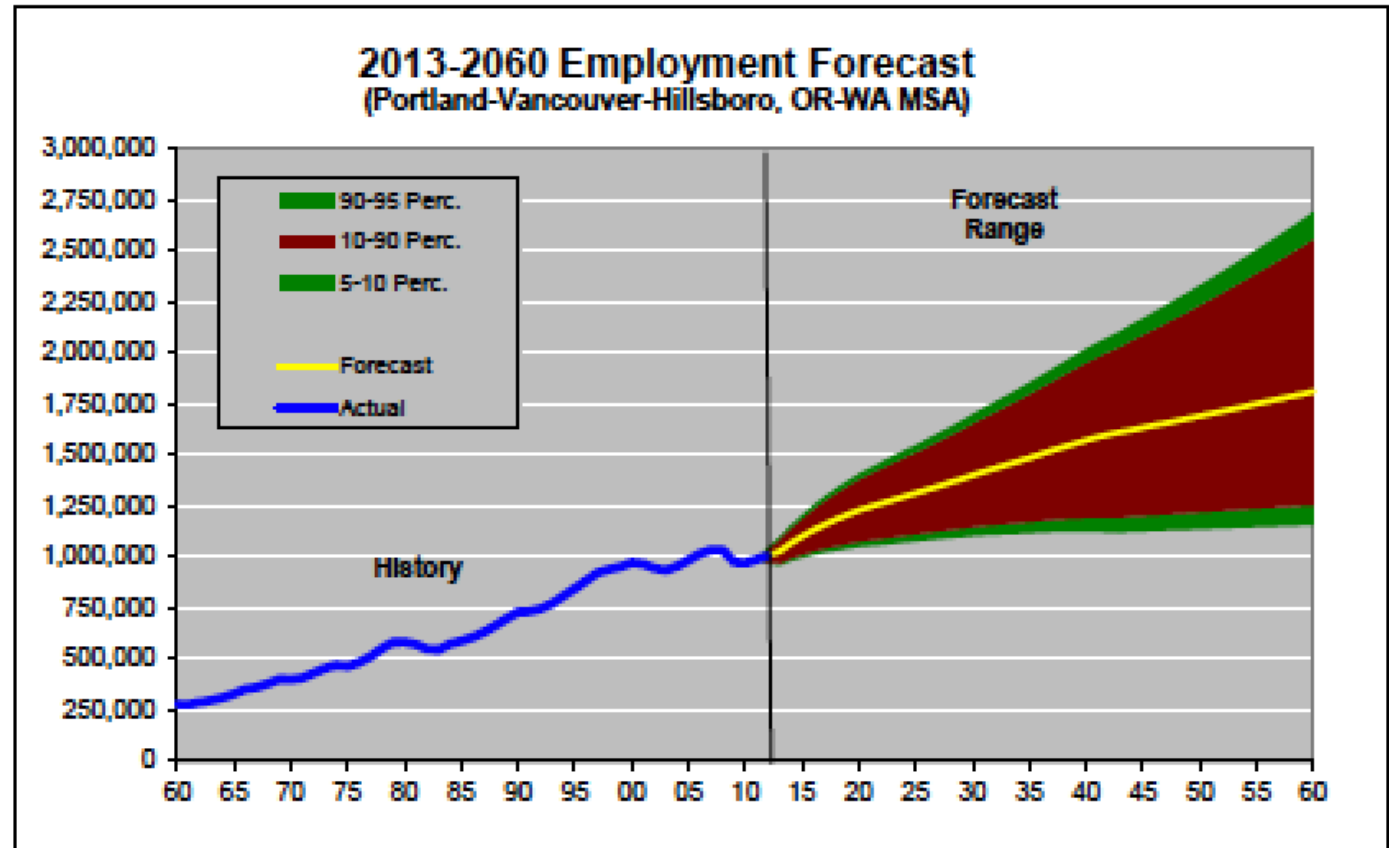
Where?



Source: Metro Population and Employment Forecast, July 2016

How many jobs?

- By 2040, Metro estimates that jobs in the region will grow by 43% to about 1.6 million jobs
- The forecast range is wider than the forecast range for population.



Source: Metro Population and Employment Forecast, July 2016

What kind of jobs?

STRONGEST GROWTH INDUSTRIES

- Health Services and Information
- Professional and Business Services
- Construction
- Finance
- Leisure and Hospitality

WEAKEST GROWTH INDUSTRIES

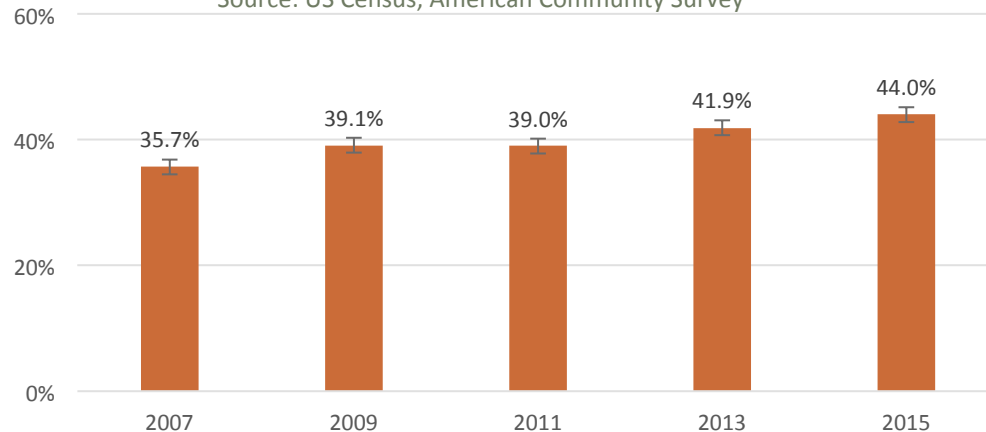
- Manufacturing
- Wholesale
- Transportation, warehousing, and Utilities
- Government

For whom are we creating opportunity?

EDUCATIONAL ATTAINMENT IS GROWING

Percent of adults age 25 and over with a bachelor's or advanced degree, Multnomah County, 1-year estimates

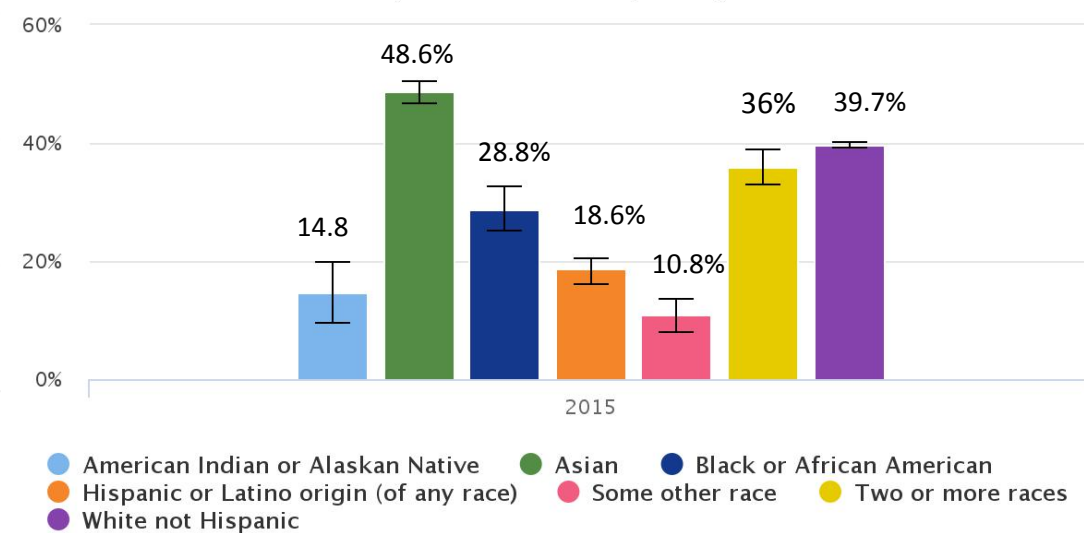
Source: US Census, American Community Survey



BUT IT IS VERY UNEVEN

Percentage of adults age 25 and over with a bachelor's or advanced degree, by race (alone) and Hispanic origin, Portland MSA, 2015 one-year estimate

Source: US Census, American Community Survey, Table B15002B-1

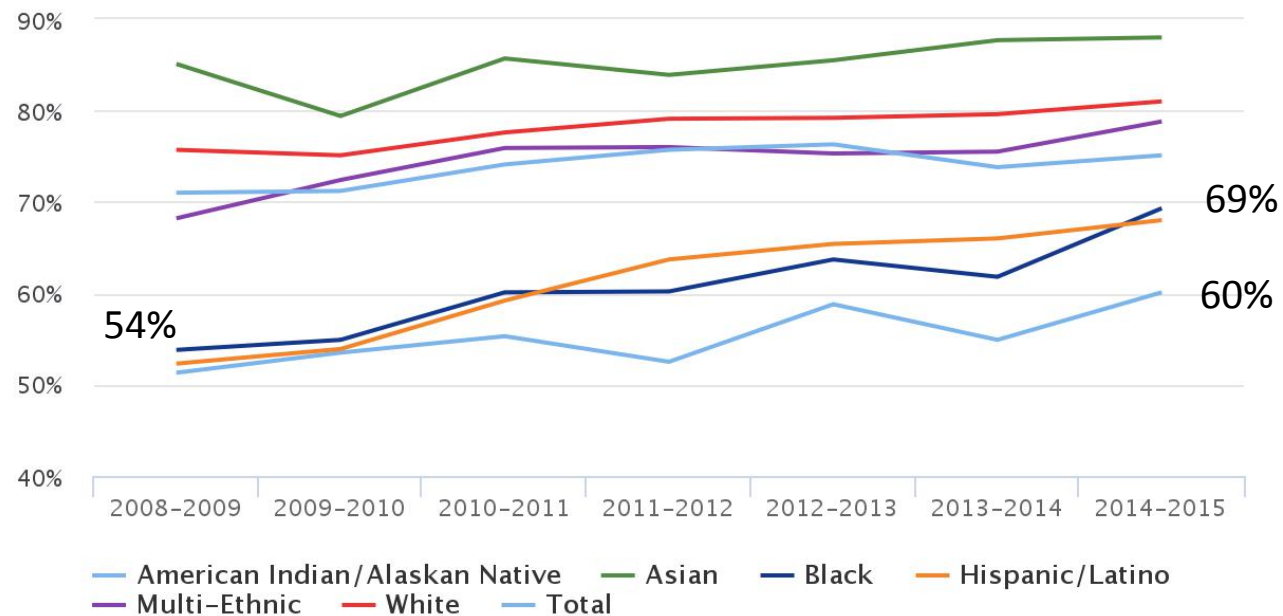


Highcharts.com

Graduation rates are improving

Four year cohort graduation rate, by race and Hispanic origin, Portland MSA, 2008-2009 – 2013-2014 school year

Source: Oregon Department of Education; Washington Office of Superintendent of Public Instruction

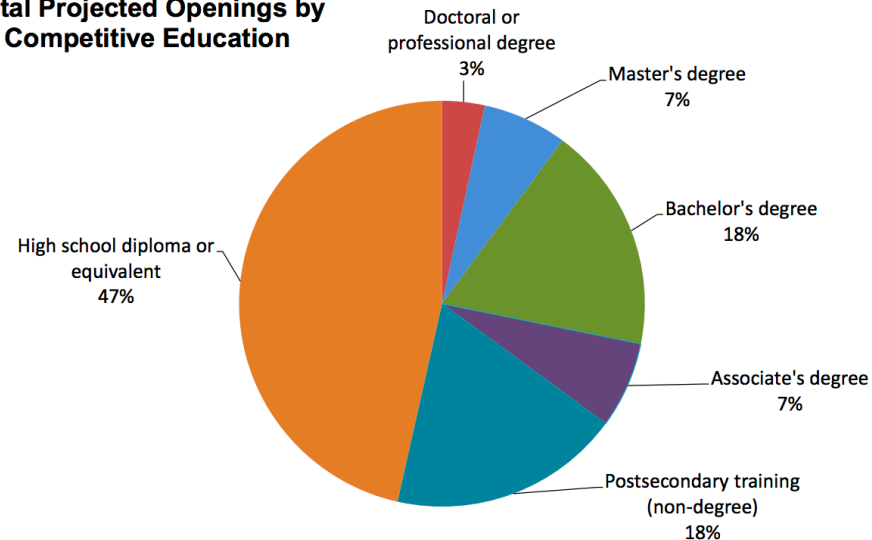


Highcharts.com

But high school graduation is just the start

**MOST JOB OPENINGS IN OREGON
WILL REQUIRE EDUCATION BEYOND
HIGH SCHOOL**

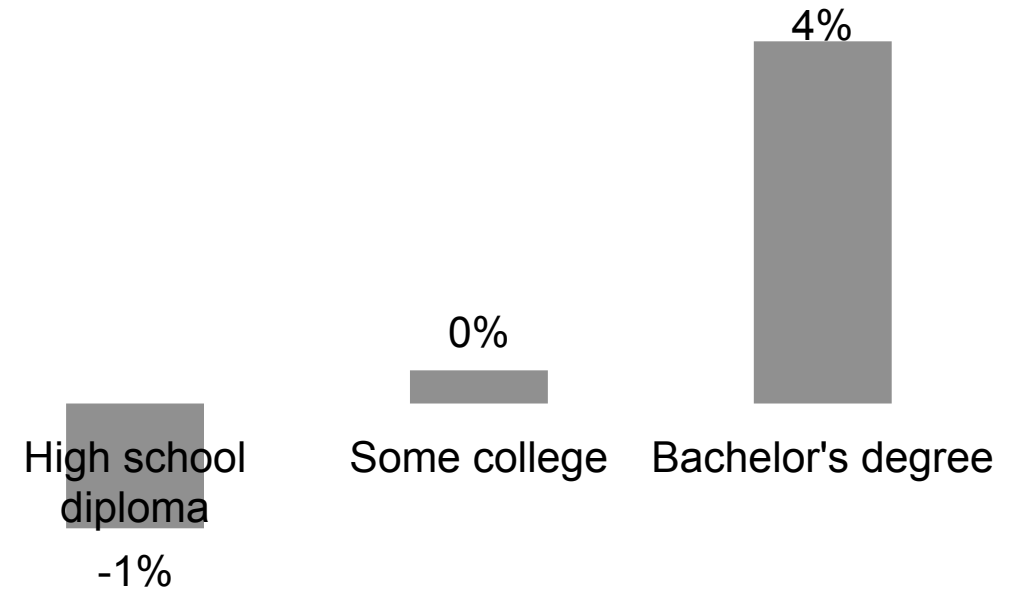
**Total Projected Openings by
Competitive Education**



Source: Oregon Employment Department

MEDIAN INCOME BY EDUCATION

2009 TO 2015



Portland Metro, US Census 2015, ACS Table S2001;
Christian Kaylor, Oregon Employment Department

Job Growth by Industry Wages

March 2016 / 2006 Portland Metro

	Industry	Average Wage \$1,000	Job Growth
High Wage	High Tech Manufacturing	\$ 133	13%
	Professional and Technical	\$ 80	
	Information	\$ 79	
	Financial activities	\$ 71	
	Wholesale Trade	\$ 70	
	Ambulatory health care	\$ 63	
Middle Wage	Construction	\$ 59	3%
	Government	\$ 56	
	Manufacturing (non High Tech)	\$ 55	
Low Wage	Employment services	\$ 37	18%
	Retail trade	\$ 31	
	Nursing and residential care	\$ 28	
	Leisure and hospitality	\$ 21	

Source: Christian Kaylor, Oregon Employment Department

What forces will determine how the County changes?

WILL OUR ECONOMY GROW?

- Will our innovation economy continue to grow?
- What will happen to the clean tech sector?
- Will we continue to export goods and attract investment from abroad?

WHO WILL FIND OPPORTUNITY?

- Can we continue to improve graduation rates?
- Can those kids afford and succeed in college?
- How will climate change affect migration into the region?
- Will our immigration policy change?

How are current economic, social/cultural and technological trends shaping people coming of age today?

What does that mean for County government now and in the future?

