

PORTLAND'S DEMOGRAPHICS



Presented By:

Annie Radecki | Vice President

aradecki@realestateconsulting.com

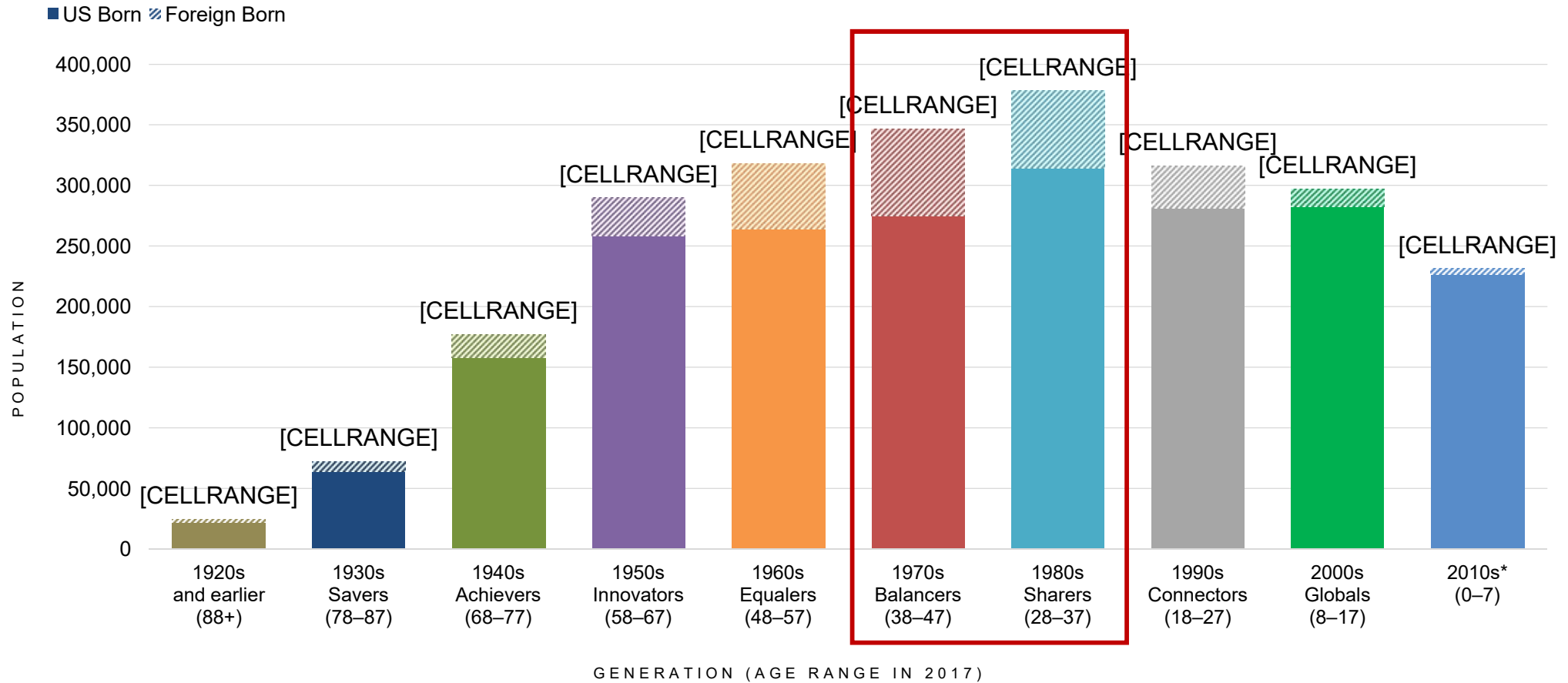
 @alronhousing

www.realestateconsulting.com



Portland is a Young City

2017 POPULATION BY GENERATION: PORTLAND-VANCOUVER-HILLSBORO, OR-WA MSA



Source: John Burns Real Estate Consulting, LLC calculations of US Census Bureau 2017 Population Estimates

* 2010s represents population born from 2010-2017 only

Portland Households: Key Statistics

49%

Of households
are married

30%

Of households
have children
under 18

41%

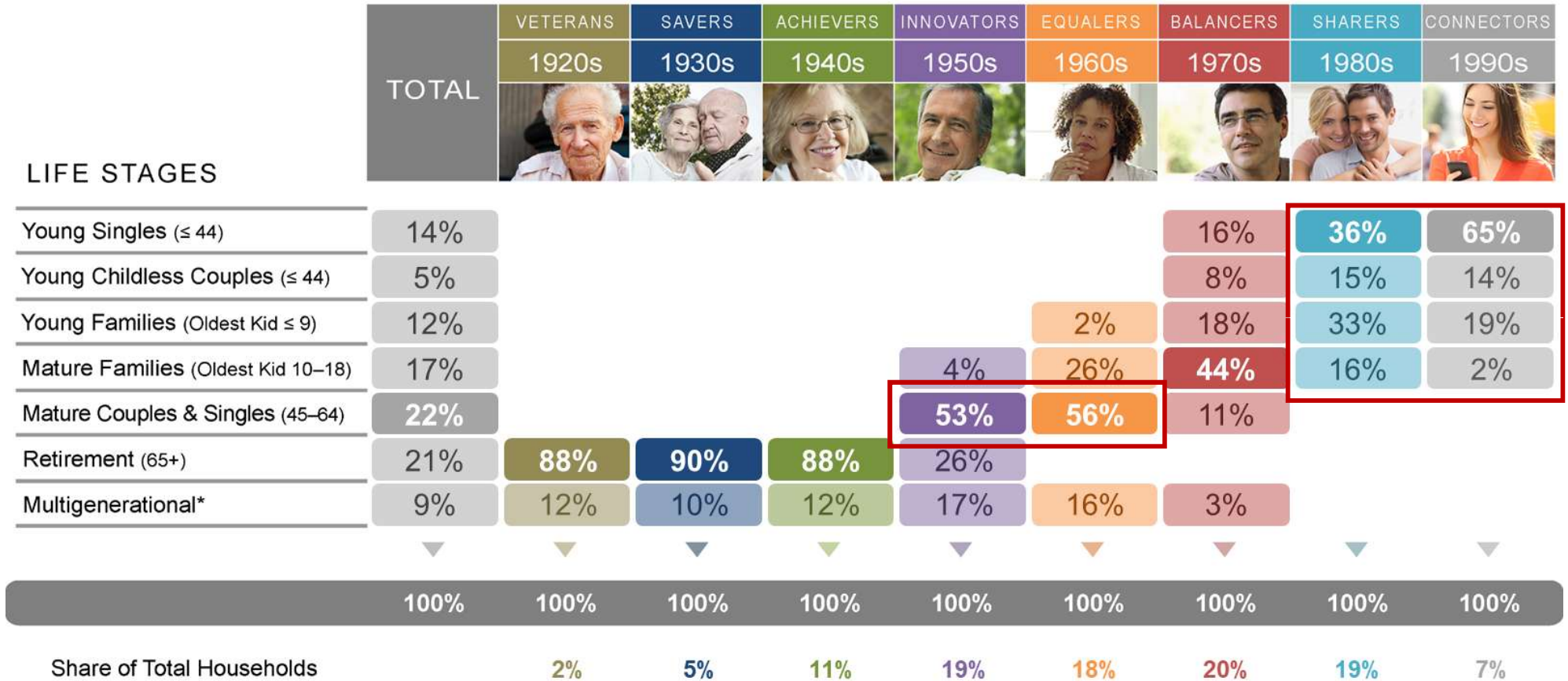
Of the population
aged 25–64 has
a Bachelor's
degree or higher

63%

Of households
own their home

Portland has Young Families and Empty Nesters

2017 HOUSEHOLDS BY LIFESTAGE



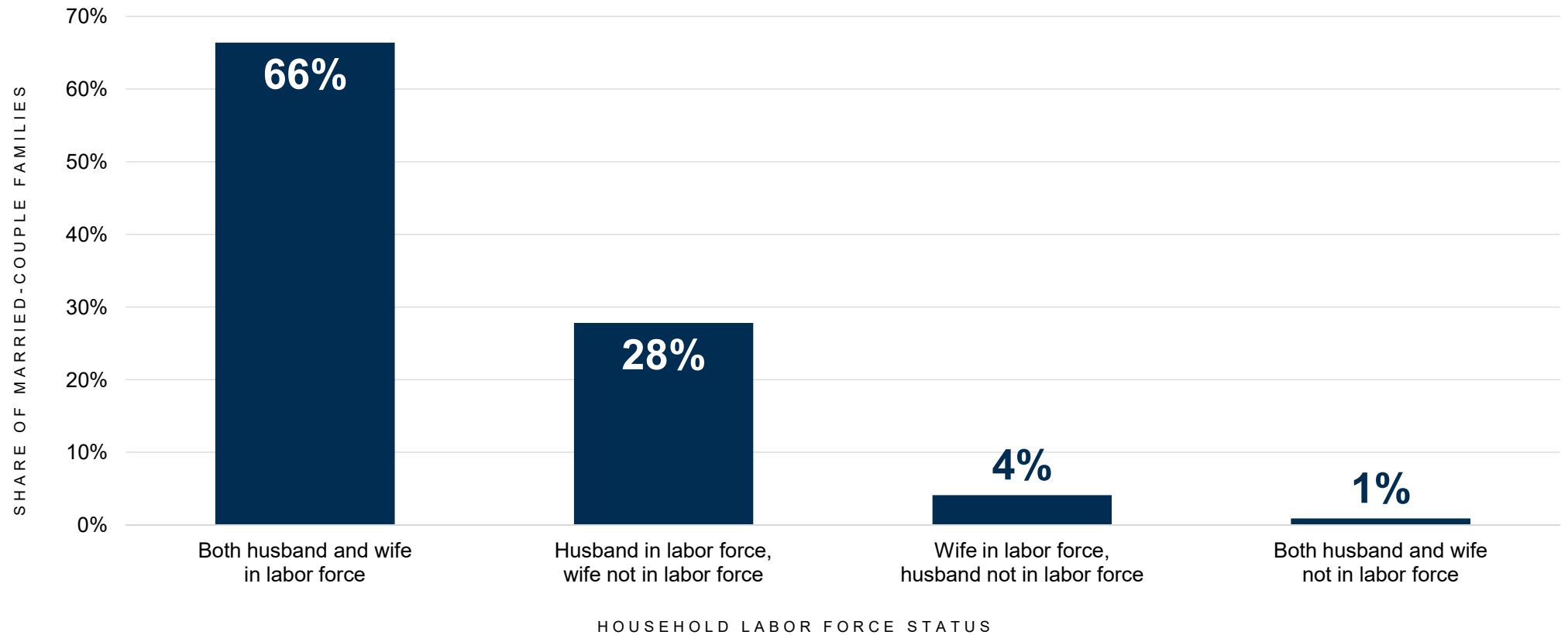
Source: John Burns Real Estate Consulting, LLC calculations of US Census Bureau 2017 American Community Survey via IPUMS-USA

Notes: Percentages less than 1% have been left out, and rounding adjustments were made to total to 100%. Households with both adult children and younger children are categorized as Young Families or Mature Families.

*Multigenerational households have at least one children 19+ and no children 18 or under.

66% of families in Portland are dual income.

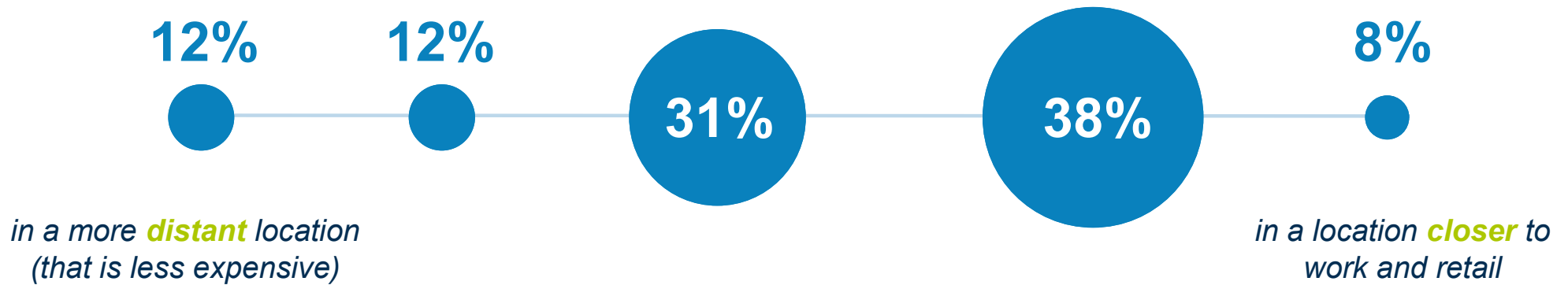
LABOR FORCE STATUS OF MARRIED-COUPLE FAMILIES WITH CHILDREN UNDER 18



Source: John Burns Real Estate Consulting, LLC calculations of US Census Bureau 2017 American Community Survey via IPUMS-USA

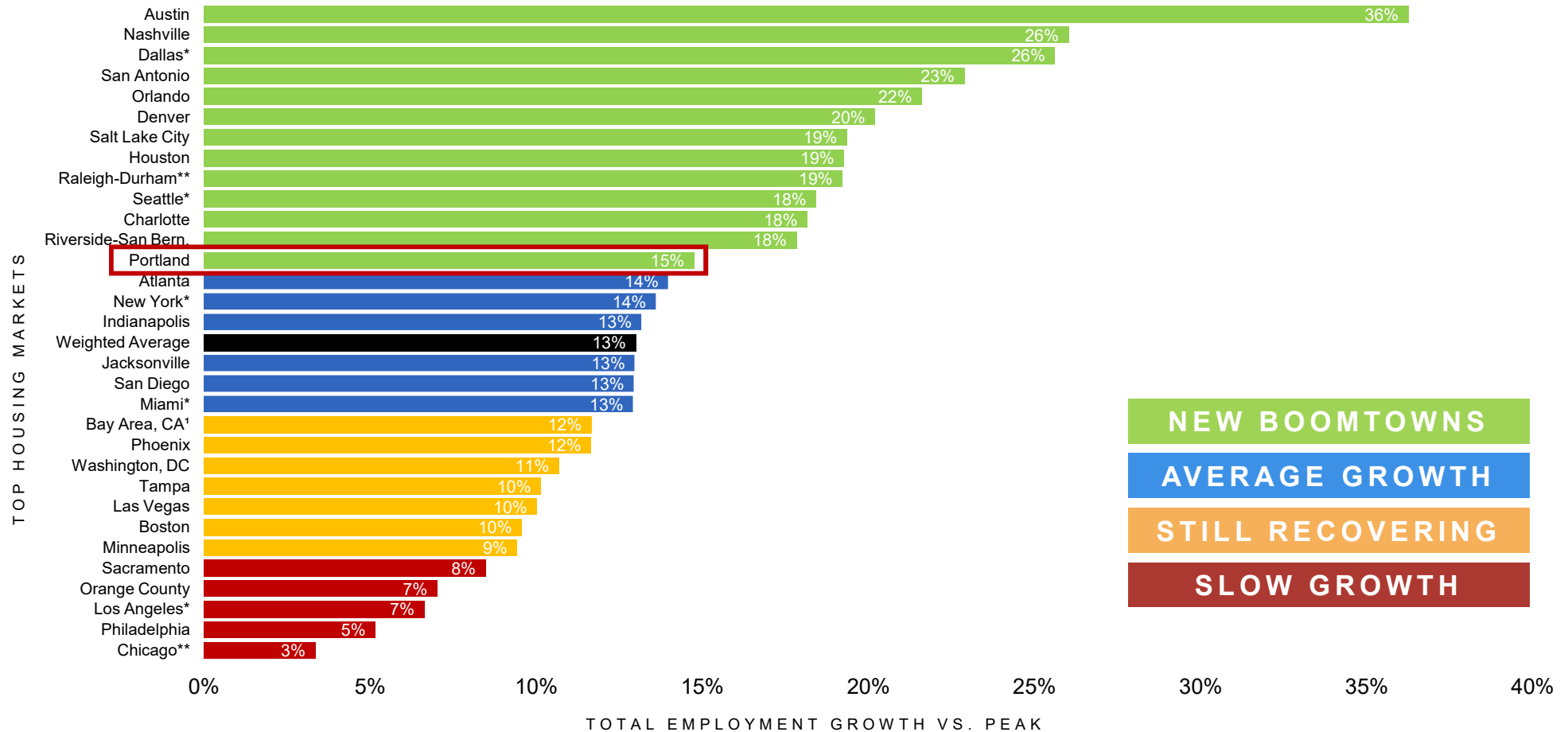
New home shoppers in Portland want to live closer to work and retail, but must still balance location with price.

Portland new home shoppers who want to live:



Other Tech Cities are Booming

CURRENT JOBS IN EXCESS OF PRE-RECESSION PEAK

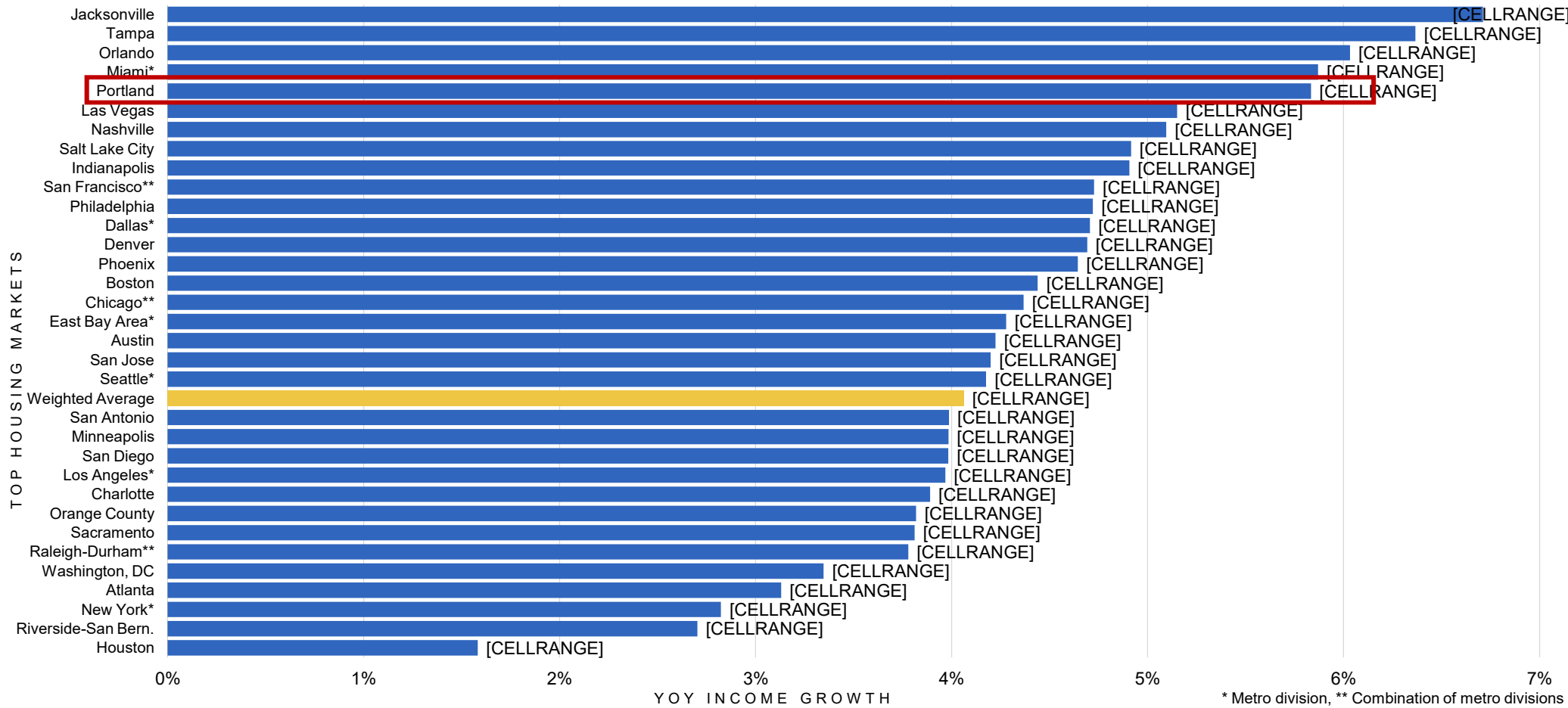


Note: This chart displays the most recent month vs. the same month in peak years.
Sources: BLS; John Burns Real Estate Consulting, LLC (Data: Nov-18, Pub: Jan-19)

*Metro division **Combination of metro divisions
(1) The Bay Area is composed of San Francisco and San Jose MSAs.

Income Growth is Catching Up

CURRENT YOY MEDIAN INCOME GROWTH (%)



Sources: JBREC smoothing of Moody's Analytics data (Data: Dec-18, Pub: Jan-19)