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

January 2016
Population
Portland’s population is steadily increasing roughly 1% per year. In 2014, there were just over 600,000 people living in the city.
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%.
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%
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
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.
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.
Income
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.
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 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 thống 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 привлекает население со всей страны и мира. Знание языкового разнообразия помогает учреждениям и услугам агентств лучше понять местных общин. Сервисные организации, учреждения и предпрятия должны быть в курсе демографических изменений, с тем чтобы обеспечить услуги, которые в культурном актуальны и не оставляют иммигрантов или неносителями 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
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.
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, compared 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.
Housing
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.
Married-couple households were twice as likely to own their own homes ad non family households and households headed by a single female.
Mobility
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.
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

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Source: US Department of Health and Human Services