

Appendix I: Demographics

Community Profile and Demographic Analysis

Population and Demographic Trends

Population Projections

Although we can never really know the future of population growth with certainty, it is helpful to make assumptions about it for planning purposes. *Table 1* contains population estimates and projections based on the 2010 U.S. Census for the NCPRD in the years 2012, 2017, and 2022. NCPRD's annual growth rate between 2000 and 2010 was 1.32 percent. The projected annual growth rate through 2022 is .94 percent

Table 1: Population projections and percent change*

US Census (2000 and 2010) and ESRI Projections		Percent of Change
2000 Population	99,844	n/a
2010 Population	113,775	<14%
2012 Estimated	115,924	<2%
2017 Projected	121,476	<5%
2022 Projected	127,294	<5%

*Source: 2010 Census and ESRI Business Information Solutions. *GreenPlay, LLC, calculated projected populations based on ESRI growth multiplier of .94 percent for North Clackamas Parks and Recreation District. U.S. Census does not create projections for 2012, 2015 or 2017. The 2000 population numbers include the City of Happy Valley, although Happy Valley didn't join the District until 2006.*

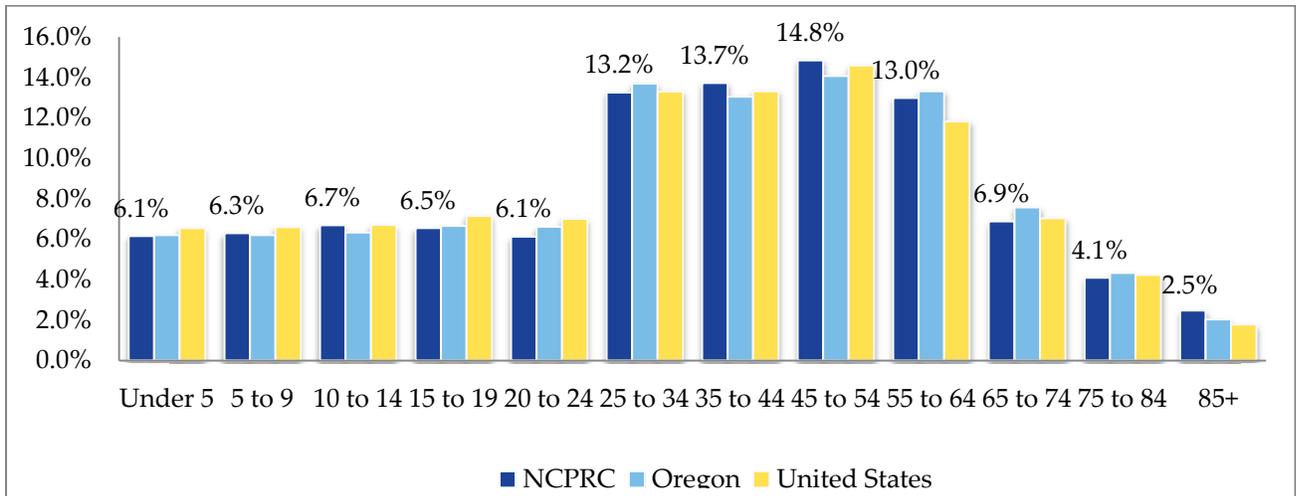
Age Ranges and Household Size

Knowing the age distribution for NCPRD can help to strategically target services toward the needs of various age groups. This analysis compares the age makeup of NCPRD against the State of Oregon and the Country as a whole. As shown in *Table 2*, the District has a very comparable distribution to the State and the Country:

- The median age for the NCPRD is 38.7 years; slightly higher than both the state (38.3 years) and the Country (37.1 years).
- The average household size for the NCPRD and for the State of Oregon In 2010 was 2.51, as compared to 2.58 for the Country as a whole.



Table 2: 2010 Age Distributions – NCPRD, State of Oregon, United States



Source: 2010 U.S. Census, ESRI Business Information Solutions, 2011.

The following age breakdown is used to separate the population into age sensitive user groups.

- Under 5 years: 6.1% of the District belongs to this age group. This group represents users of preschool programs and facilities. As trails and open space users, this age group is often in strollers. These individuals are the future participants in youth activities.
- 5 to 14 years: This group represents current youth program participants. 13% of the District belongs to this age category.
- 15 to 24 years: This group represents teen/young adult program participants moving out of the youth programs and into adult employment seekers. 12.6% of the District belongs to this age category.
- 25 to 34 years: This group represents potential adult program participants. Many in this age group are beginning long-term relationships and establishing families. 13.2% of the District belongs to this age group.
- 35 to 54 years: This group represents users of a wide range of adult programming and park facilities. Their characteristics extend from having children using preschool and youth programs to becoming empty nesters. 28.5% of the District belongs to this age group. This is the largest age cohort in the District.
- 55 to 64 years: This group represents users of older adult programming exhibiting the characteristics of approaching retirement or already retired and typically enjoying



grandchildren. This group may also be caring for older parents. 13% of the District belongs to this age group.

- 65 years plus: Nationally, this group will be increasing dramatically. Pew Research reports that by the time all Baby Boomers turn 65 in 2030, 15 percent of the nation’s population will be at least that old. Recreation centers, senior centers, and senior programs can be a significant link in the health care system. This group ranges from very healthy, active seniors to more physically inactive seniors. 13.5% of the District currently belongs to this age group.

Race/Ethnicity

Knowing the ethnic diversity make-up of the District can help to understand cultural preferences for parks and recreation services

According to the U.S. Census, the North Clackamas Parks and Recreation District is comparable in ethnic diversity to the State of Oregon but is much less ethnically diverse than the Country as a whole, particularly with regard to blacks and Hispanics. The Hispanic population of the District was 6.1 percent of the population at the time of the previous master plan, now it represents 9.2 percent of the population. *Table 3* illustrates the percentages of population in each race as well as Hispanic Ethnicity (persons of Hispanic ethnicity may be of any race). White Alone is the highest ranking cohort for all three geographic areas.

Table 3: 2010 Race/Ethnicity Comparisons – NCPRD, State of Oregon, United States

Race	NCPRD	Oregon	US
White Alone	83.6%	83.6%	72.4%
Black Alone	1.4%	1.8%	12.6%
American Indian and Alaska Native Alone	1.0%	1.4%	1.0%
Asian Alone	6.3%	3.7%	4.8%
Native Hawaiian and Other Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	3.6%	5.3%	6.2%
Two or More Races	3.8%	3.8%	2.9%
Hispanic Origin (Any Race)	9.2%	11.7%	16.3%

Source: 2010 U.S. Census, ESRI Business Information Solutions, 2012.



Education

As Shown in *Table 4*, ESRI’s forecasts from the U.S. Census estimate that the highest ranking cohorts in the District are high school graduate (27.6%); and some college education, no degree (28.3%). Those residents that earned a bachelor’s degree follow with 17.8 percent of the population.

NCPRD has a comparable educational attainment to that of the State of Oregon, which is somewhat higher than the education rate of the Country as a whole. According to a new U.S. Census Bureau study, education levels had more effect on earnings over a 40-year span in the workforce than any other demographic factor, such as gender, race, and ethnic origin.

Table 4: 2010 Education Attainment Comparisons – NCPRD, State of Oregon, United States

Education Attainment	NCPRD	Oregon	United States
Less than 9th grade	2.8%	3.6%	4.5%
9th to 12th grade, no diploma	6.6%	2.6%	7.6%
High school graduate (includes equivalency)	27.6%	15.5%	25.2%
Some college, no degree	28.3%	20.9%	25.9%
Associate's degree	8.5%	7.3%	7.6%
Bachelor's degree	17.8%	26.6%	18.3%
Graduate or professional degree	8.3%	23.5%	10.9%

Source: 2000 U.S. Census, 2010 Forecast by ESRI.

Income, Poverty and Spending

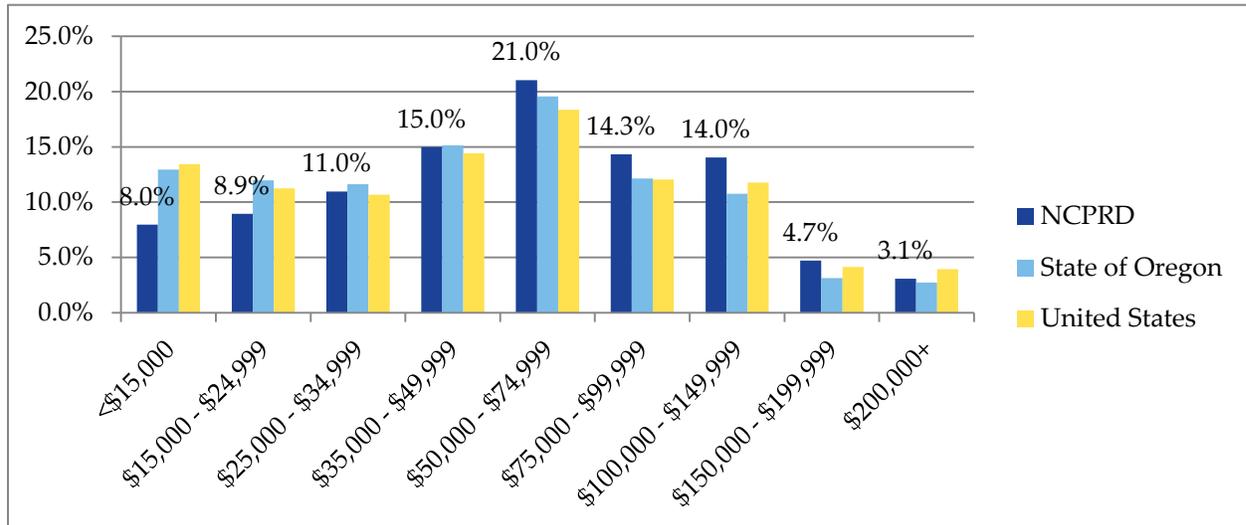
According to ESRI, the estimated median household income for the North Clackamas Parks and Recreation District is \$56,270; higher than both the State of Oregon (\$47,814) and the United States (\$50,227). A 2011 comparison of household income, as shown in *Table 5* illustrates that in most income categories, residents in the NCPRD earn higher incomes than in the State and the County.

The average household size for the NCPRD in 2010 was 2.51. The 2012 Federal Poverty Line for a 2 person family was \$15,130 in 2011, and in the District, 8 percent of the population is estimated to be below this poverty line.



According to an ESRI Business Information Solutions Market Profile, in 2010 the annual average amount spent on entertainment and recreation by household in the NCPRD is \$3,535.01 (estimate based on 2000 census). This amount does not include travel.

Table 5: 2011 Households by Income Comparison – NCPRD, State of Oregon, United States



Home Ownership

Community Market Segments

The ESRI Market Profile predicted that, in 2010, 59.5 percent of the housing units in the North Clackamas Park and Recreation District were owner occupied, 35 percent were renter occupied, and 6.9 percent were vacant (estimate based on 2000 census).

Understanding characteristics of a community’s prevalent market segments can target program and service offerings, and streamline marketing efforts. According to the ESRI 2012 Market Profile Report, the Top 3 Community Tapestry Segments for NCPRD are *Main Street USA*, *In Style*, and *Old and Newcomers* (based on socioeconomic and demographic composition -- [Tapestry Segmentation Reference Guide](#), ESRI, Redlands, CA, 2011, www.esri.com/tapestry). These Community Segments are summarized as follows:

Main Street USA

Neighborhoods comprising this segment of the community are a mix of household types, half of which are married-couple families, one third are single person or shared households, and the



rest are single-parent or other family households. These are majority white neighborhoods with a median age of 36.7 years. Residents like to go bowling or ice skating and use their stationary bikes and take aerobics for exercise. They visit beaches and theme parks.

In Style

This segment lives in the suburbs but prefers the city lifestyle with professional couples predominating. Married couple families predominate at 54 percent and more than 2/3 of the households are families without children. The median age is 40.2 with little racial diversity. Residents in this segment are concerned with healthy eating and exercise. They tend to go to the beach, snorkel, play golf and casino gamble. Golf is an important factor when considering vacation destinations.

Old and Newcomers

Residents in this community segment are in transition, either renters starting their careers or in the process of retiring from them. This segment has high proportions of the community in their 20's and in their 70's. Racial diversity tends to follow the U.S. level of diversity. This community participates in walking/jogging as well as racquetball and golf. They fly kites and get out to the zoo. "Age is not always obvious from their activity choices."

Community Profile Summary

In summary, key demographic trends to reference for future planning efforts and to be used in the Level of Service Capacity analysis of the North Clackamas Parks and Recreation District are the following:

- 2012 Population estimate for NCPRD is 115,924.
- By 2022, the population is projected to increase by almost 10%, to an estimated 127,294 people.
- Population in the NCPRD is projected to show a slower percent change during the next five years than the previous ten years.
- The median age for the NCPRD is 38.7 years; slightly higher than both the state (38.3 years) and the Country (37.1 years).



- According to the U.S. Census, the ethnicity in the NCPRD is 83.8 percent white alone. The next highest cohort is Hispanic (9.2) followed by Asian or Pacific Islander alone, (6.3%). The District's diversity rate is about the same as the State of Oregon but less than the Country as a whole. This compares to 90.9% white alone at the time of the 2004 Master Plan, 6.1% Hispanic, and 4.4% Asian or Pacific Islander alone. This indicates that the ethnicity of the District is diversifying and NCPRD should take this increasing diversity into account when planning for new facilities and programs.
- Age distribution population in NCPRD illustrates the population with the highest cohort is 45-54, (14.8%). 26.5% of the population is 55 years of age and older.
- Median household income in NCPRD is \$56,270; higher than both the State of Oregon (\$47,814) and the United States (\$50,227).
- Fewer NCPRD residents 25 years and older have a Bachelor's and/or Master's Degree than residents in the State and in the Country.