

*Where Young People  
Go to Retire?  
Amenities,  
Opportunity, and  
Migration of the  
Young and  
College-Educated\**



**Jason R. Jurjevich, Ph.D.**

Acting Director, Institute of Portland Metropolitan Studies (IMS) and  
Population Research Center (PRC)

Assistant Professor, Nohad A. Toulon School of Urban Studies and Planning

\*Collaborative work with **Greg Schrock, Ph.D.**

# Portland's "brain gain" ...

- Human capital is an important component to economic development
- Portland as magnet for “young and restless,” “creative class” etc. etc.



**KEEP PORTLAND  
WEIRD!**

# Portland's "brain gain" ...

- YCEs = Young and college-educated workers (aged 25-39) represent **one-sixth** of Portland metro workforce
- Although **college attainment rates** among 25-39 year olds in Portland (37.4%) are still in second tier among large metros
  - SF Bay Area, Seattle, Denver, Mpls-St Paul are all in 40-50% range


## ...or “brain pain”?

Portland... it's a city where young people go to retire...



- *Portlandia* quote taps into standing concerns about the ambitiousness of Portland's workforce
- But also challenges long-held theories about migration and economic opportunity

# Metropolitan Knowledge Network

[Home](#)[About](#)[Charts](#)[Links](#)[Site Map](#)[Email List](#) [Search](#) 

## Is Portland Really the Place Where Young People Go To Retire? Migration Patterns of Portland's Young and College-Educated, 1980-2010

*Jason Jurjevich and Greg Schrock  
Nohad A. Toulan School of Urban Studies and Planning, Population Research Center*

**Executive Summary** For many metro areas, including Portland, being economically competitive in today's knowledge and information economy depends on attracting and retaining young, college-educated (YCE) migrants. On this indicator, Portland has been most successful: since 1980, the Portland metropolitan region has attracted college-educated individuals under the age of 40 at some of the country's highest [...]

[Share](#)

## Is Portland Really the Place Where Young People Go To Retire? Analyzing Labor Market Outcomes for Portland's Young and College-Educated

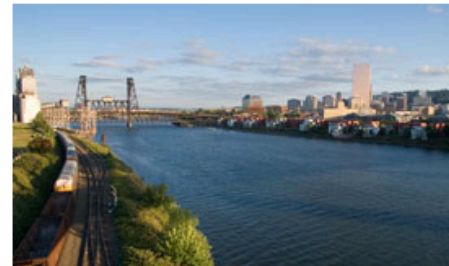
*Greg Schrock and Jason Jurjevich  
Nohad A. Toulan School of Urban Studies and Planning, Population Research Center*

**Executive Summary** Few segments of the population are more critical to Portland's future economic vitality than the young and college-educated (YCE). In the last several decades the Portland metropolitan region has become a magnet for YCEs nationally, boasting one of the country's highest net migration rates for college-educated individuals under the age of 40, a [...]

[Share](#)  
[Read More](#)

### Introduction to MKN

The Metropolitan Knowledge Network is a timely collection of articles written about the Portland Metro Region and its national and international context. MKN also provides interactive tools for graphing and tabulating the data used in these articles.



Full reports available at:  
<http://mkn.research.pdx.edu>

# YCE Migration Patterns

- How do migration patterns of YCEs to Portland compare to other large U.S. metros?
  - To what extent are Portland's YCE migration patterns consistent over the past forty years?
- How does Portland's net exchange of YCE migrants between different sized origins and destinations compare to other large U.S. metros?
- How significant are college-educated immigrants in Portland's YCE migration streams?

# Data

- U.S. decennial Census data
  - 1980, 1990, and 2000
- ACS data
  - 2005-07 and 2008-10
- Compare Portland to 50 largest U.S. Metropolitan Statistical Areas (MSAs)
- Demographic Effectiveness (DE)  
$$-100\% \longleftrightarrow 0 \longleftrightarrow 100\%$$
- 5 Migration 'Takeaways'

## Unemployment Rate, Portland MSA and US, 1998-2011



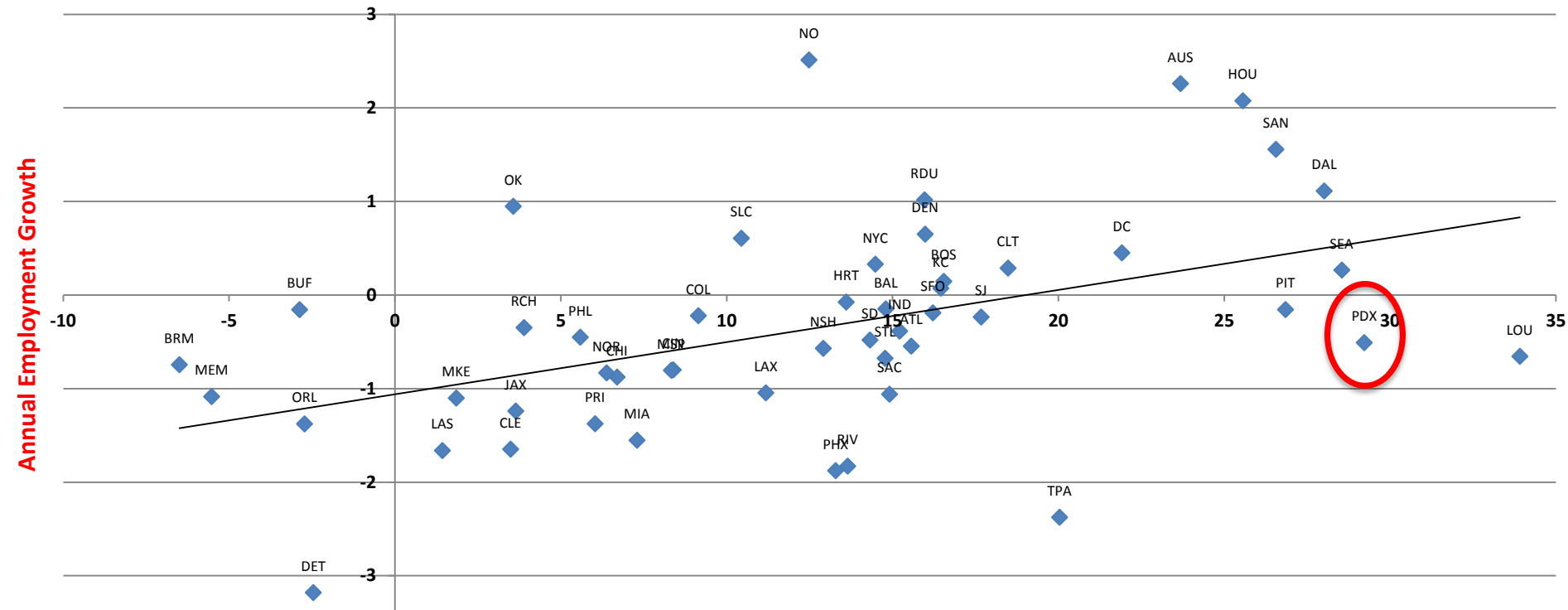


# Destination Portland

| Portland-Vancouver-Hillsboro, OR-WA  | 1980     | 1990     | 2000     | 2005-2007 | 2008-2010 |
|--|----------|----------|----------|-----------|-----------|
| Demographic Effectiveness, Migrants 25-39 w/ a Bachelor's degree or higher (*) | 33.2     | 25.4     | 27.3     | 25.7      | 29.2      |
| Total Net Migrants, 25-39 w/ a Bachelor's degree or higher                     | 3,220    | 12,209   | 17,399   | 6,376     | 7,530     |
| Overall Rank (*)   | <b>4</b> | <b>8</b> | <b>4</b> | <b>6</b>  | <b>2</b>  |

1. Not new – Portland has been a consistent YCE magnet since 1980

# DE of YCE Migrants to Average Employment Growth, 2008-2010

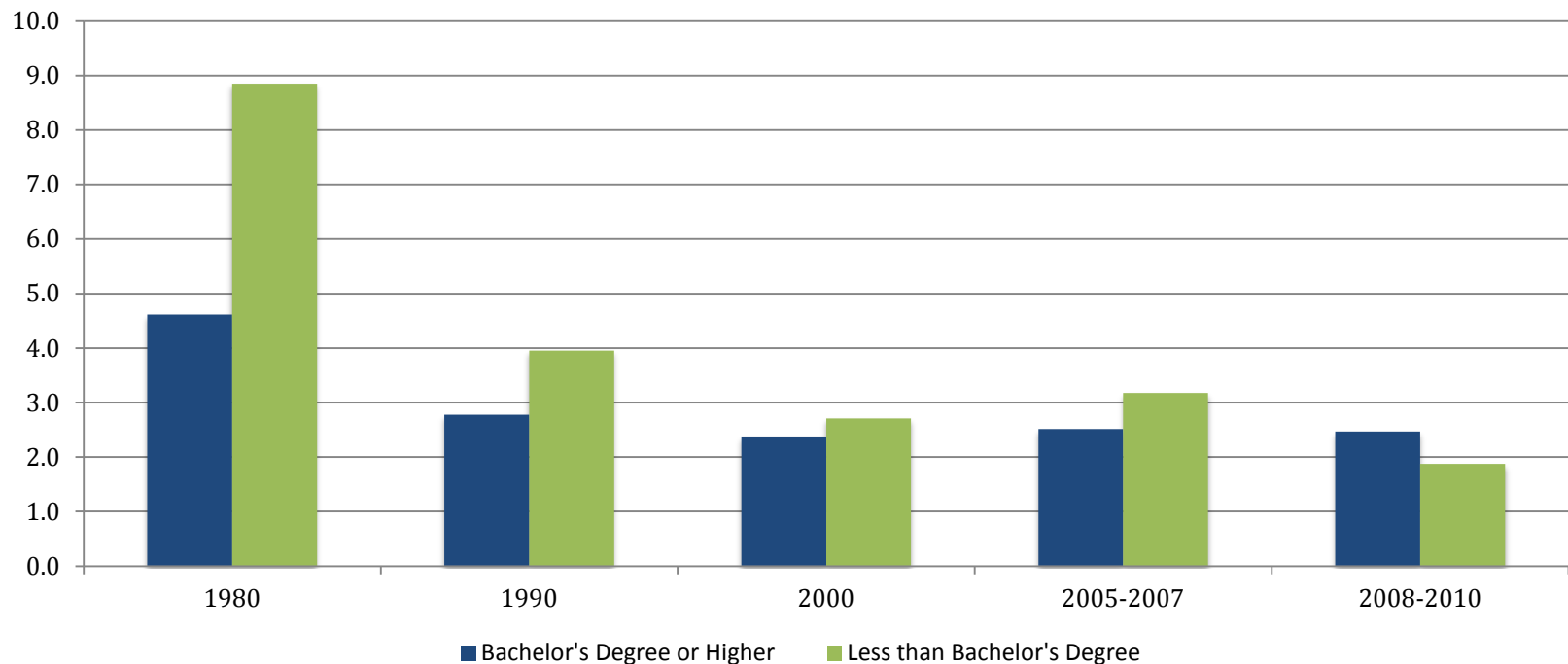


- Portland has recorded an impressive ability to attract and retain YCE migrants despite its economic growth

Migration

# Migration by Age and Educational Attainment, 1980 to 2008-2010

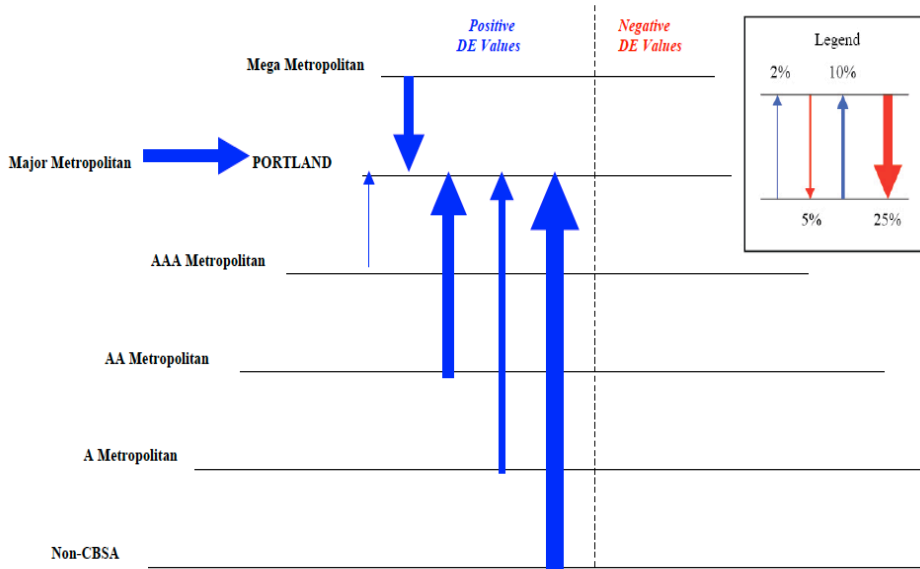
**NMR Ratio of Portland to Top 50 MSAs**



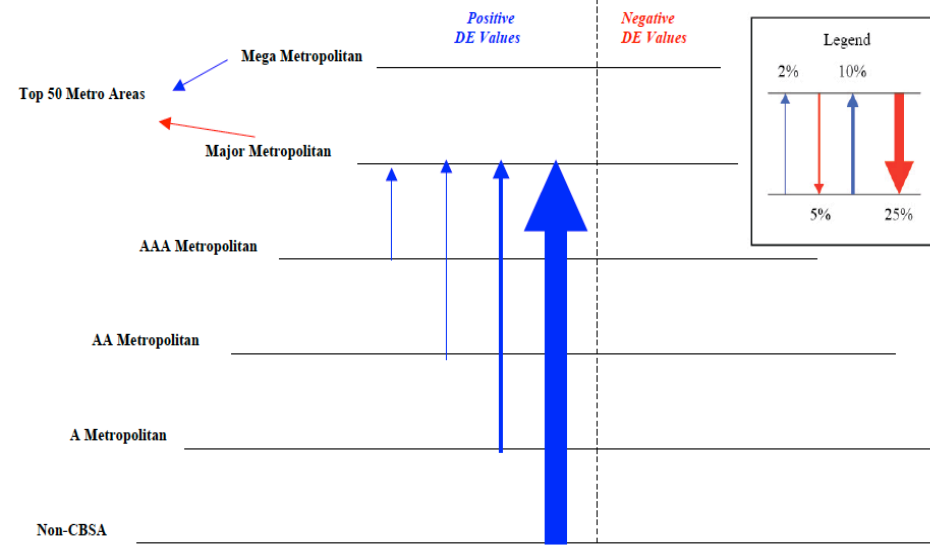
# Urban Hierarchy Classifications

| <b>Urban Hierarchy</b> |                       |
|------------------------|-----------------------|
| Mega                   | 4,000,000 +           |
| Major                  | 1,000,00 to 3,999,999 |
| AAA                    | 500,00 to 999,999     |
| AA                     | 250,000 to 499,999    |
| A                      | 50,000 to 249,999     |
| Non-Metro              | Less than 50,000      |

## Portland YCEs, 2008-2010



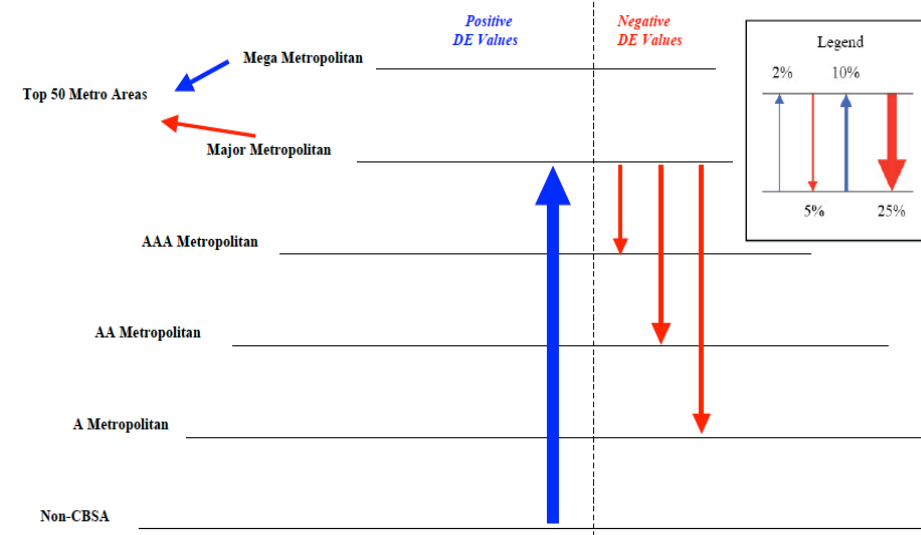
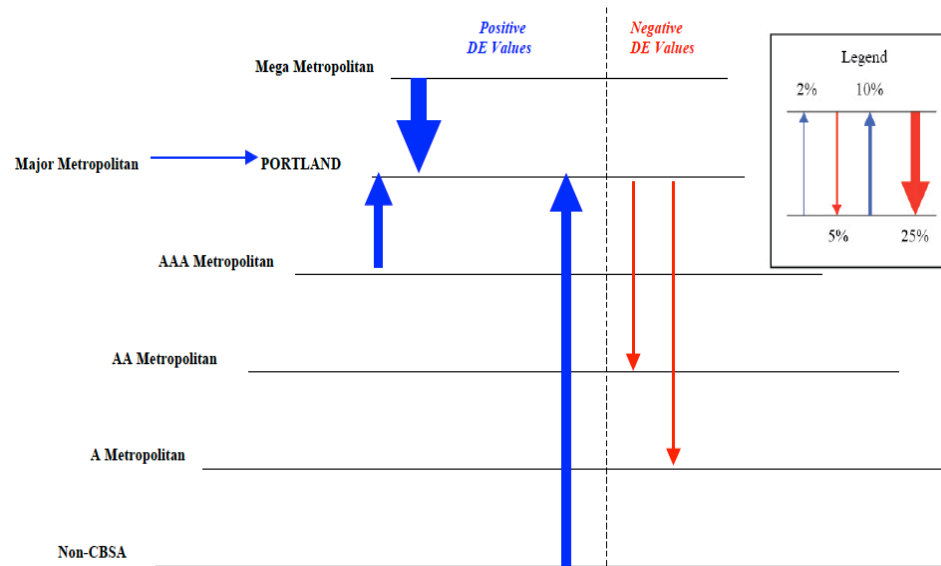
## Top 50 Metro YCEs, 2008-2010



- YCEs come here from areas 'up' and 'down' the urban hierarchy

## Portland Empty-Nesters and Retirement Migrants, 2008-2010

## Top 50 Metro Empty-Nester and Retirement Migrants, 2008-2010



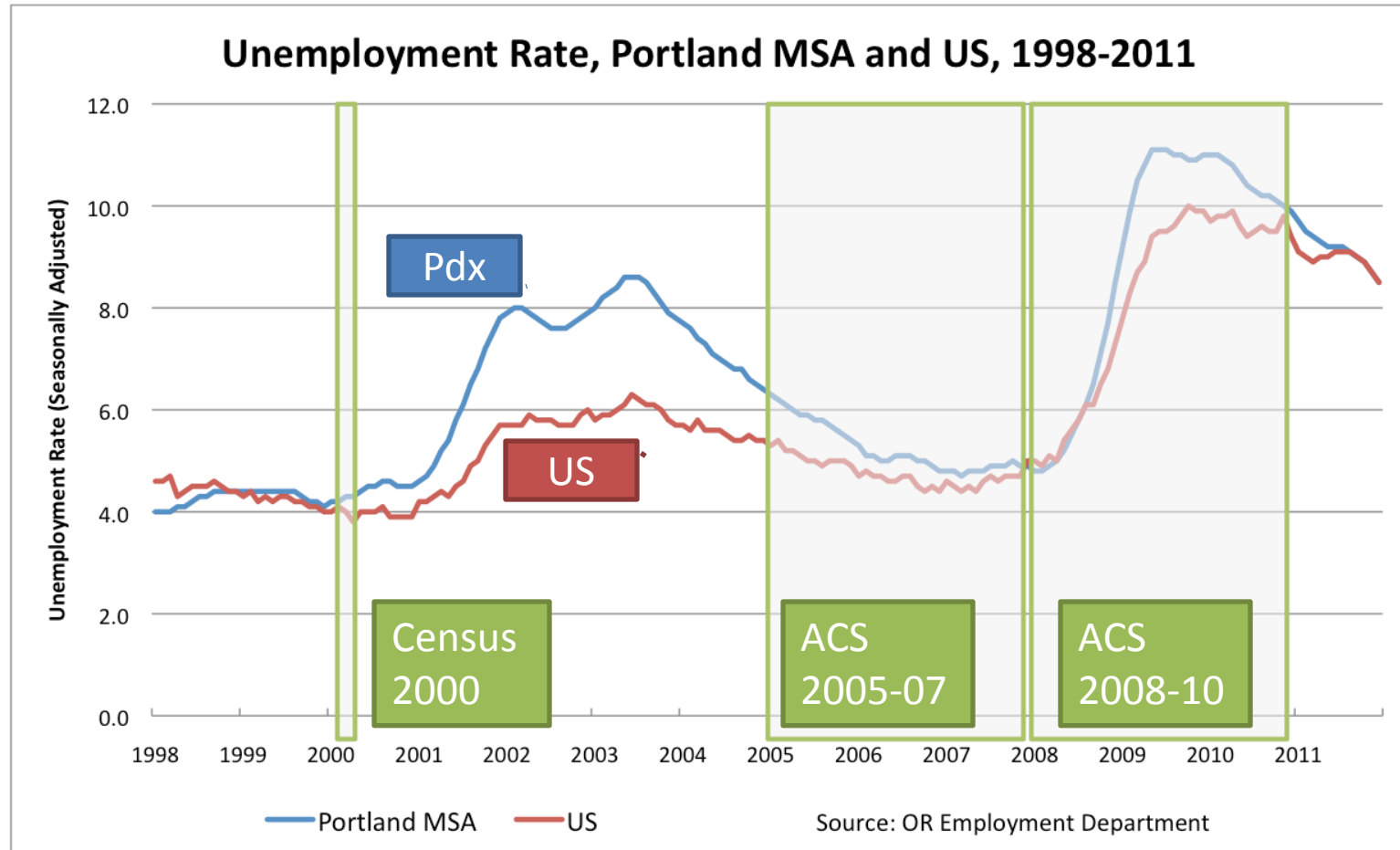
4. Empty-nesters and retirees are moving and staying here too

5. Immigrants are an (increasing) important part of the talent story

# YCEs in the Labor Market

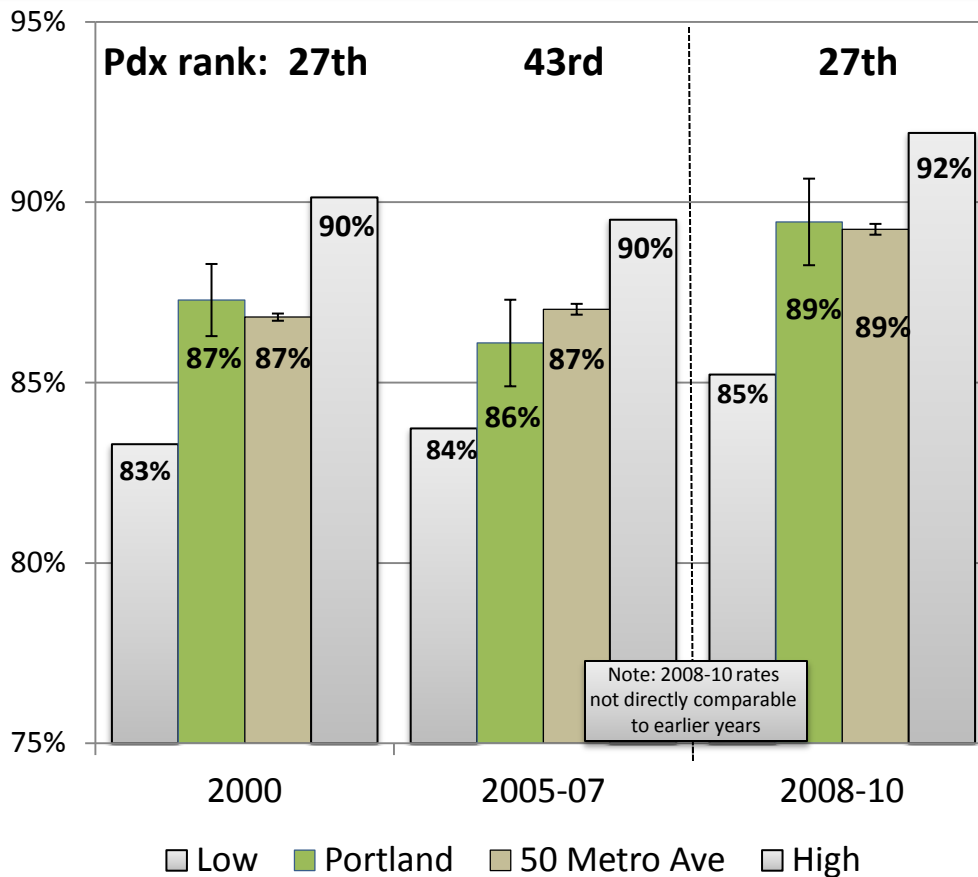
- What are the labor market outcomes for Portland's YCEs compared to other large metros?
- To what extent are they:
  - “Retired”?
  - *Unemployed?*
  - *Underemployed?*
  - *Self-employed?*

# Labor Market Context



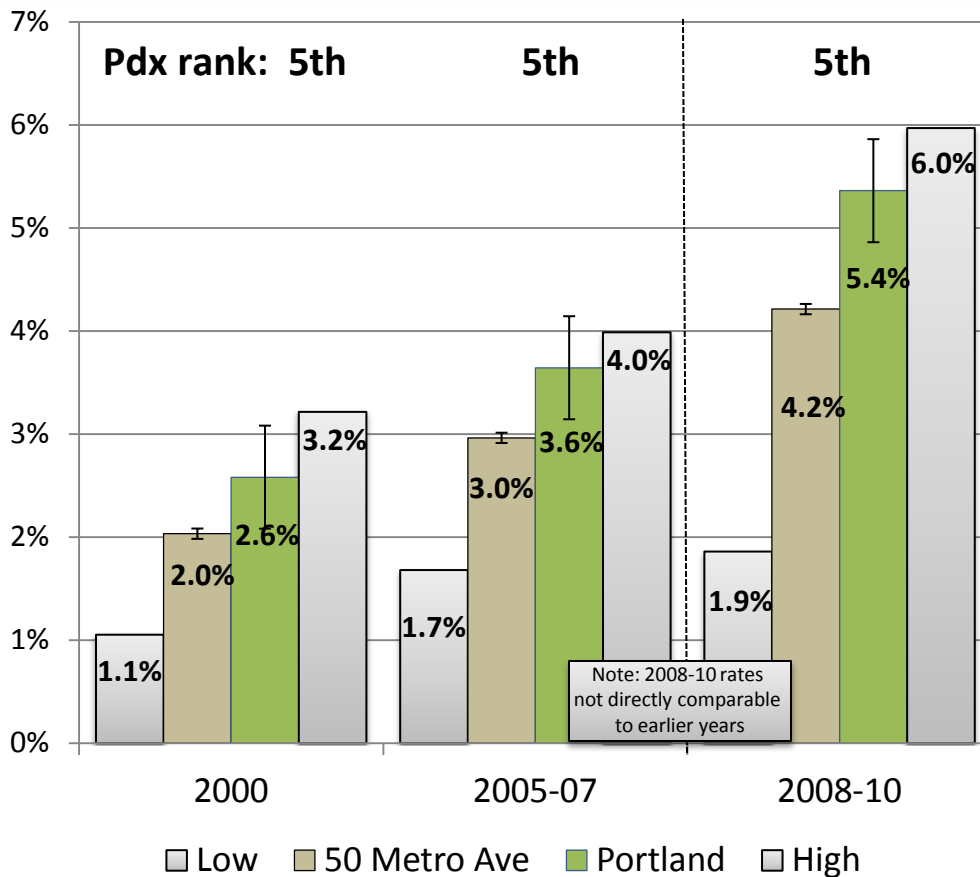


# Labor Force Participation



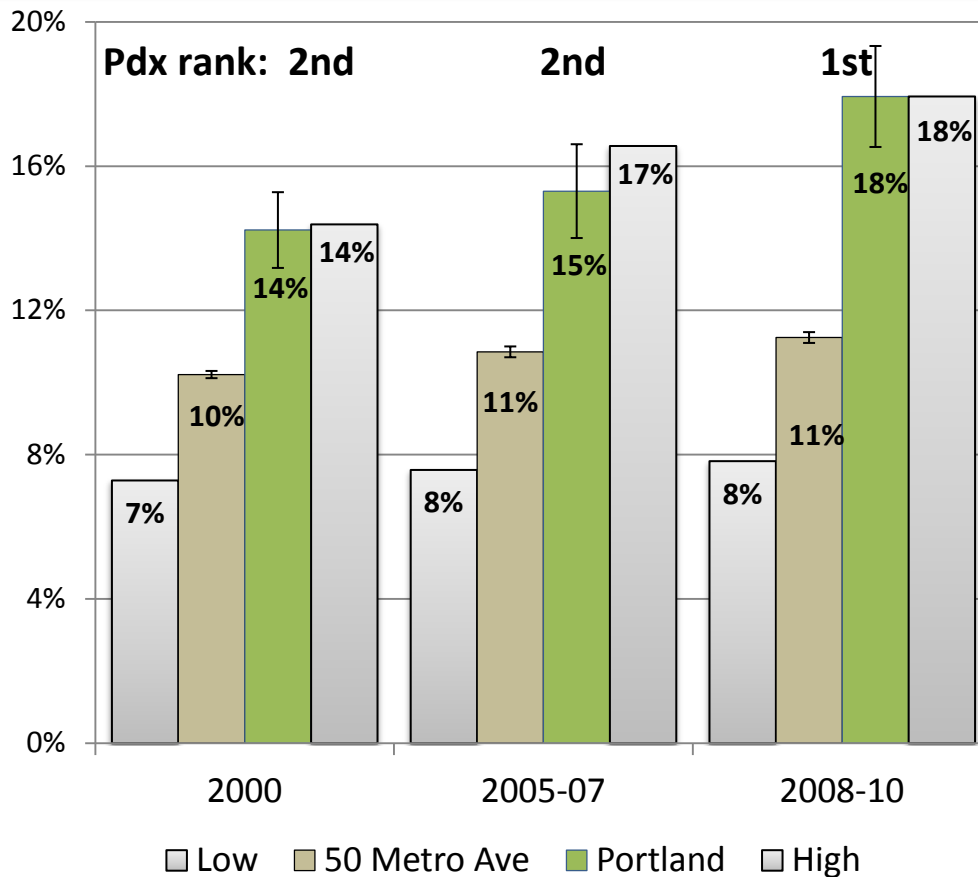
- Portland's YCEs are not "retired" from the labor market – they are active at comparable rates to other metros.

# Unemployment Rates



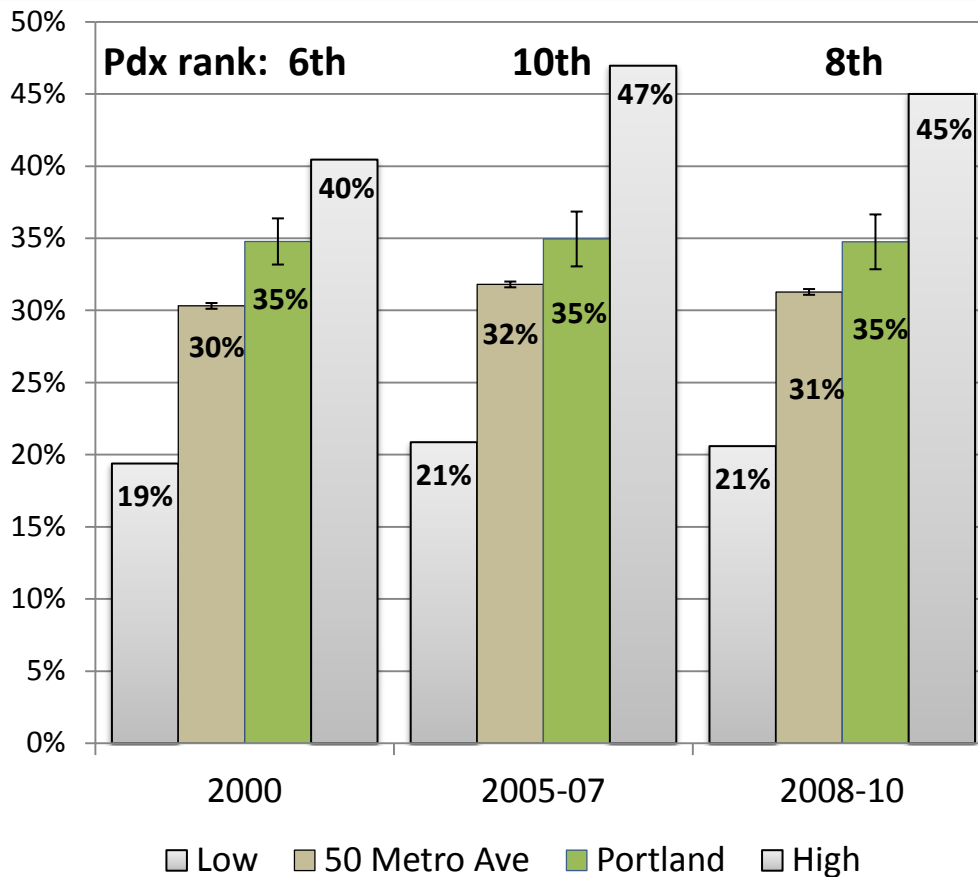
- Portland's YCEs experience high unemployment rates
- Among 5 highest metros in all three periods
- But much lower than workers w/o college

# Part-Time Employment



- Portland's YCEs had the highest rate of part-time employment in 2008-10, and 2<sup>nd</sup> highest in 2000 and 2005-07

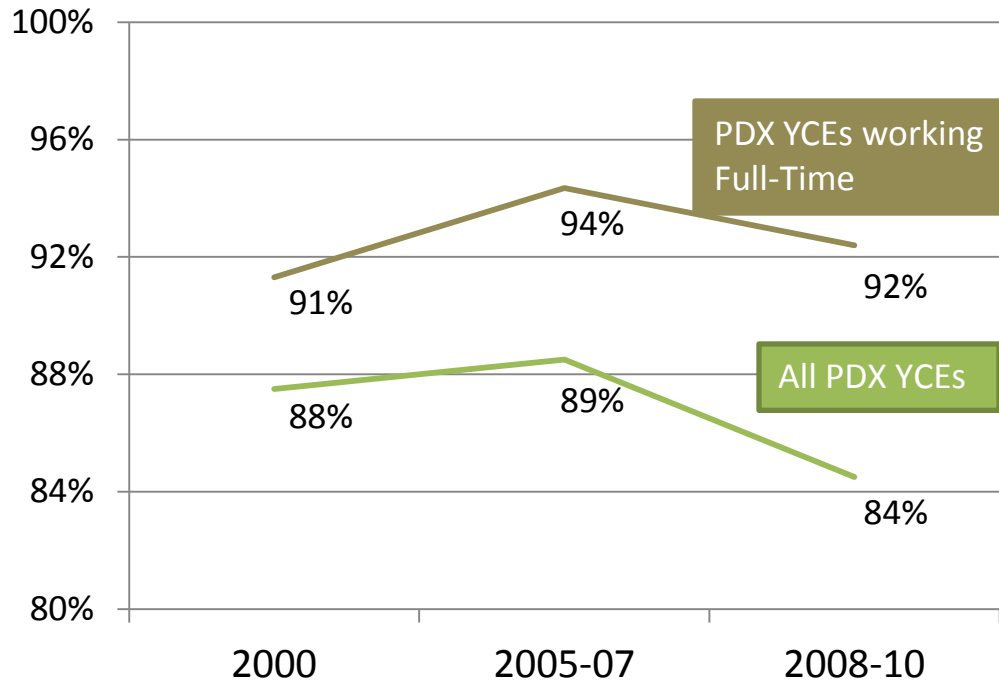
# “Occupational Underemployment”



- Portland’s YCEs are somewhat more likely to be employed in occupations that do not require a BA or higher

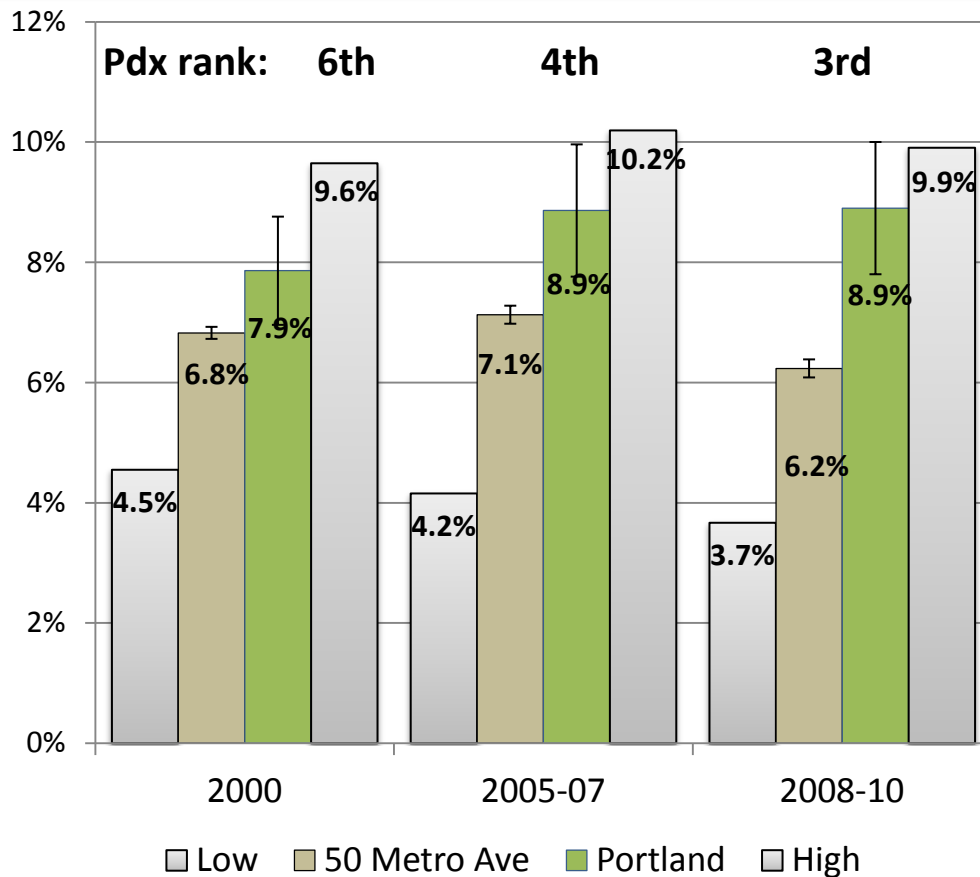
# Income & Earnings

## Portland YCE Earnings: % of 50 Metro Average



- Portland's YCEs have consistently earned less than the 50 metro average
- Even accounting for cost of living

# Self-Employment



- Portland's YCEs consistently exhibit some of the country's highest self-employment rates.

# Conclusions

- Young people don't come here to retire, but they don't come here to get rich either
- Lack of outmigration is striking, even in bad economic times
- Strong evidence that young migrants are committed to Portland and “willing to pay” for it
- But self-selectivity is a concern – potential loss of diversity over time

# What to do about it?

- Keep investing in human capital
  - Especially important for native Oregonians and Portlanders – it’s an equity issue
- Make better use of our “brain gain”
  - Let businesses know about our talent pool (and that they’re really not as unambitious as the reputation implies)
  - Build on the region’s DIY ethos – foster entrepreneurship in all its forms



*Where Young People  
Go to Retire?  
Amenities,  
Opportunity, and  
Migration of the  
Young and  
College-Educated\**



**Jason R. Jurjevich, Ph.D.**

Acting Director, Institute of Portland Metropolitan Studies (IMS) and  
Population Research Center (PRC)

Assistant Professor, Nohad A. Toulan School of Urban Studies and Planning

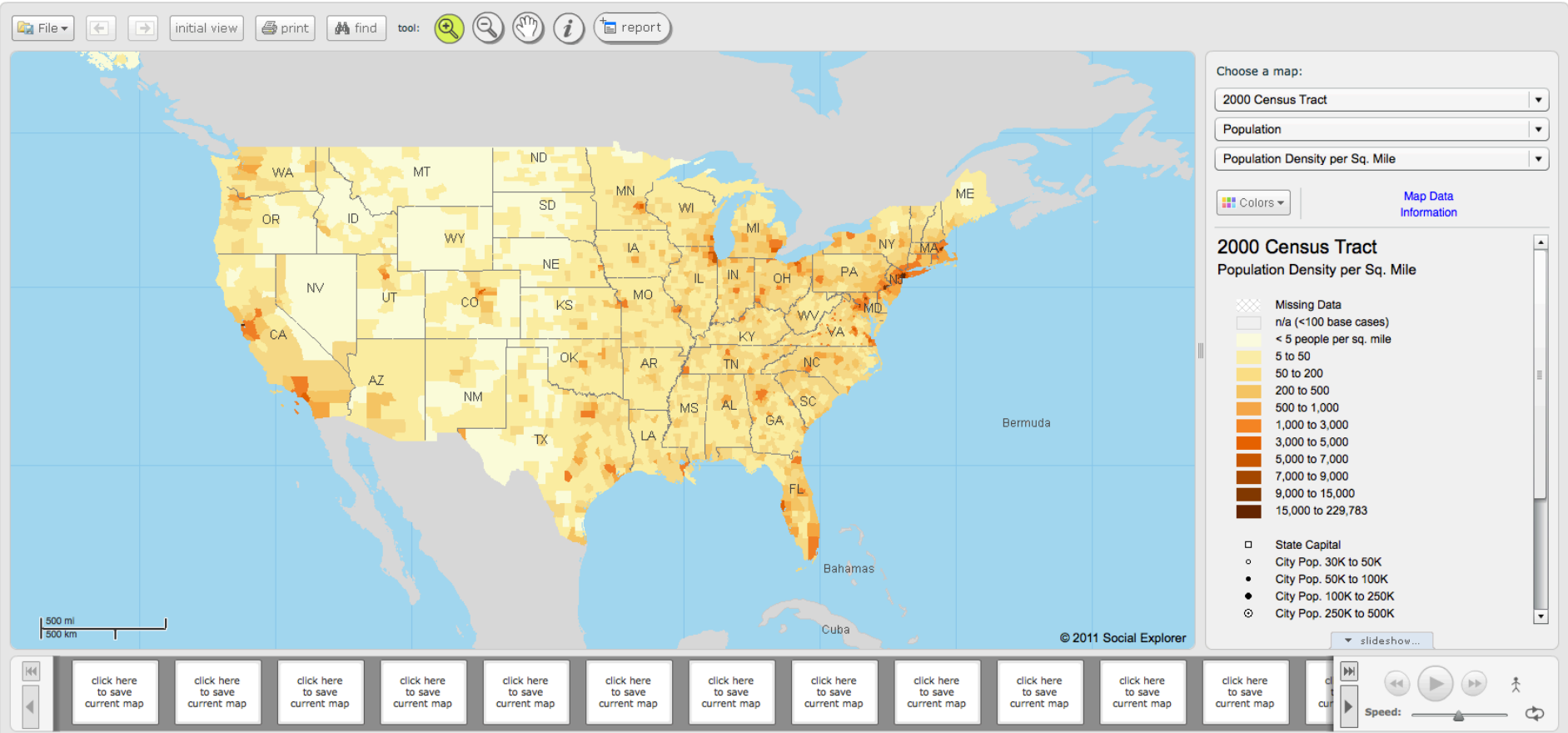
\*Collaborative work with **Greg Schrock, Ph.D.**

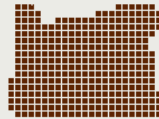
# ACS Reliability of Tract Estimates

- 2005-2010 [5 sampling strata]
- 2011+ [16 sampling strata]
- More equitable results across census tracts

| <b>Tract Size Category</b> | <b>Average Tract Size</b> | <b>Old Stratification CVs (2005-2010)</b> | <b>New Stratification CVs (2011+)</b> |
|----------------------------|---------------------------|---|---------------------------------------|
| 0-400                      | 291                       | 66%                                       | 41%                                   |
| 401-1,000                  | 766                       | 41%                                       | 30%                                   |
| 1,001-2,000                | 1,485                     | 29%                                       | 29%                                   |
| 2,001-4,000                | 2,636                     | 26%                                       | 29%                                   |
| 4,001-6,000                | 4,684                     | 19%                                       | 29%                                   |
| 6,000 +                    | 8,337                     | 15%                                       | 28%                                   |

### 2000 Census Tract - Population Density per Sq. Mile





Natural Resources  
Digital Library

*Information to help local citizens and policymakers make better decisions about rural issues including vitality and change in Oregon's rural communities.*

In partnership with:  
**Rural Studies Program**



# Rural Communities EXPLORER

## Explore Rural Communities

What is a [community](#)?

What is [rural](#)?

Rural Oregon [stories](#)

Use the [Rural Communities Explorer Tutorial](#)

[Glossary](#) of rural terms

## Research, Map & Analyze

Access [community data](#)

Use the [Community Model](#)

[Map](#) rural issues

Find [data sources](#) for rural communities

[Reports](#) and Publications

## Issues in Rural Oregon

Learn about [rural issues](#)

What is [community vitality](#)?

[Redefining](#) Oregon

## Experts & Other Resources

Find [expertise](#) and contacts

[Local resources](#) by county

## ACCESS COMMUNITY DATA

**2006-2010 Community Data NOW AVAILABLE for communities in Oregon and Siskiyou County, CA!!**

The Communities Reporter Tool has been updated with 2006-2010 data from the American Community Survey, 2010 census data, and 2010 data from over 25 other sources for all of the 1,431 places and 37 counties in Oregon and Siskiyou County, CA.



And now you can upload or download documents with information about your community's economy, environment, or demographics directly in the Communities Reporter Tool! Use this feature to access unique community data, or as an opportunity to share community data that you have gathered, with the public.

- Get data from the [Communities Reporter Tool](#)

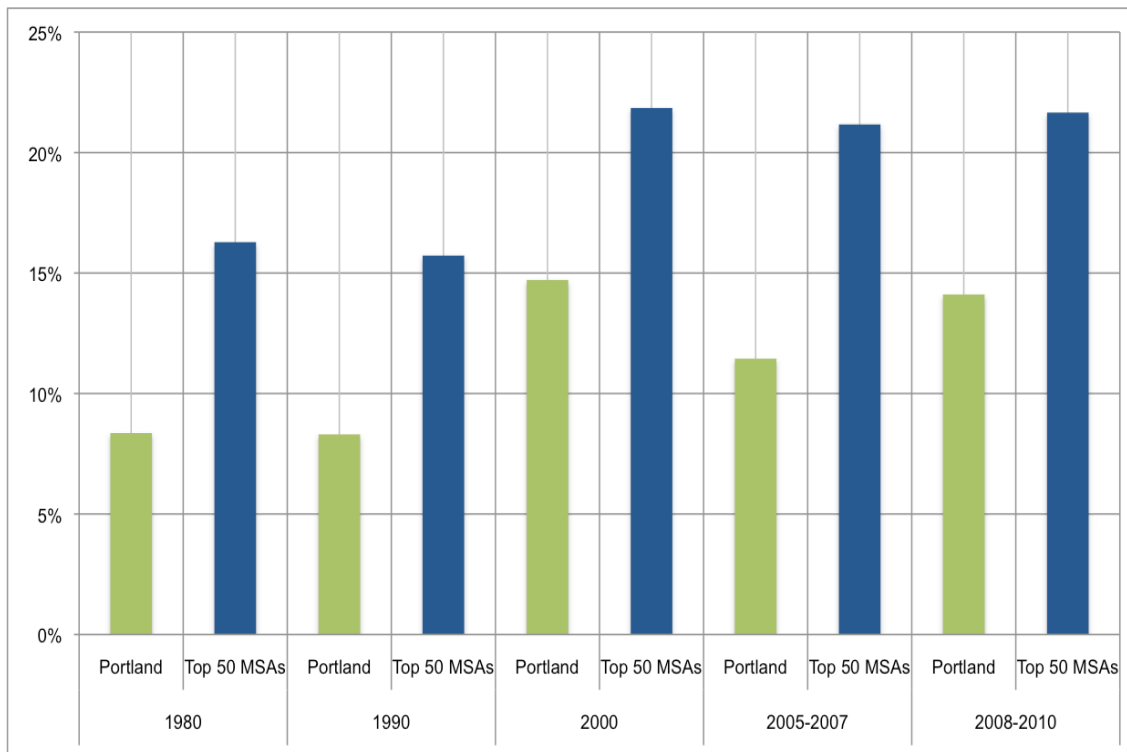
**Your feedback and suggestions will help us improve this site:** Take our [online user survey](#)

## REDEFINING OREGON



In a recent Rural Studies Working Paper, researchers examined three nationwide systems for defining rural and urban areas. They found that the choice of classification system has far-reaching research and policy implications.

## Immigrants as a % of YCE In-Migrants



Ages 25+, BA+ (2010)

- 33.6% Native-Born Portlanders
- 29.2% Foreign-Born Portlanders
- U.S. average (28.4% NB, 27%FB)

# Earnings relative to COL

| Portland relative to... | Annual Earnings Gap | Annual Housing Cost Gap* | Adjusted gap |
|-------------------------|---------------------|--------------------------|--------------|
| Seattle-Tacoma          | (\$8,161)           | \$1,692                  | (\$6,469)    |
| Mpls-St Paul            | (\$6,452)           | \$192                    | (\$6,260)    |
| Denver-Boulder          | (\$6,135)           | (\$127)                  | (\$6,262)    |
| SF-Oakland              | (\$17,794)          | \$7,061                  | (\$10,733)   |
| Los Angeles-OC          | (\$7,956)           | \$6,374                  | (\$1,582)    |
| San Diego               | (\$7,977)           | \$5,052                  | (\$2,925)    |

- Even when adjusted for COL, Portland YCEs earn less than in comparator metros.

\* based on 2010 HUD median rent for 1 BR apt