

BEND AREA GENERAL PLAN

CHAPTER 4: POPULATION AND DEMOGRAPHICS

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GOALS

A major goal of the land use planning process is to ensure that there is sufficient land within the urban growth boundary for housing, for business and industry, for public services such as parks and schools, and an adequate transportation system to serve those needs. The forecast of growth and change in the urban area population is an important component in determining these land use needs. It is a goal of the city to use and evaluate the best historic information and expert forecasts in preparing this chapter. Regular updates of population and demographic information will be conducted to keep these forecasts current.

OVERVIEW

Rapid population growth is nothing new to Bend. Fifteen years after its incorporation as a city of about 500 persons in 1905, the population had exploded to more than 5,400 persons after the building of two large sawmills at the south edge of town. In later decades the Bend area and Deschutes County, like the rest of the state, experienced cycles of population growth tied to economic conditions. Bend is the eighth largest city in Oregon and the largest Oregon city east of the Cascade Mountains.

As the population has grown, it also has become younger and more affluent, conditions that can be traced in part to the expansion of the local outdoor recreation businesses and the in-migration of “baby-boomers” from California and the Northwest.

Population history

Historically, the City of Bend population made up about half of the Deschutes County population. This changed in the 1960s when thousands of rural recreational lots and suburban lots were platted in the county outside of urban areas.

Much of the county population growth in the 1970s and 1980s was driven by persons seeking open space rather than urban lots. Figure 4-1 shows the change in population since the 1940 census.

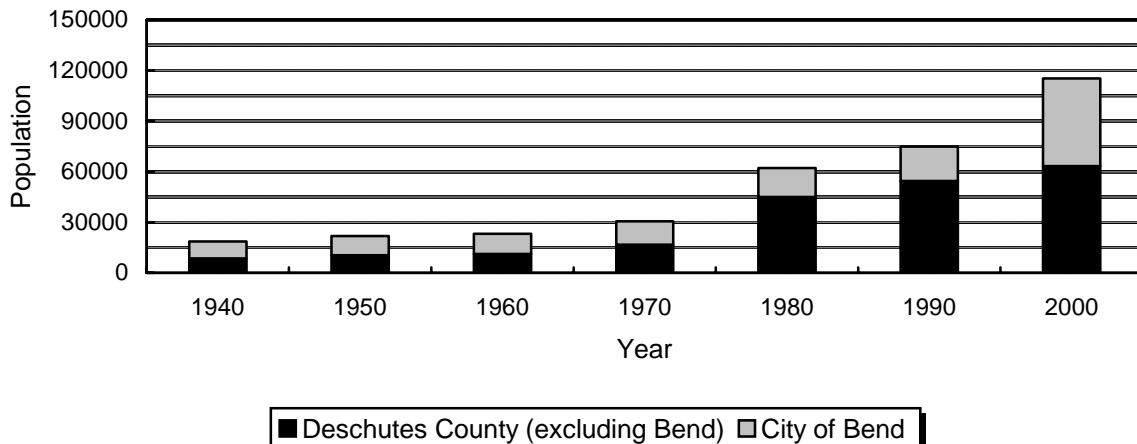
Fast Facts:

- ***Bend is the largest Oregon city east of the Cascade Mountains.***
- ***The annual rate of growth in Bend during the 1990s was more than three times the state average.***
- ***The Bend UGB population is forecast to increase to 109,389 people by the year 2025.***



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**Figure 4-1
City of Bend and Deschutes County Population**



The late 1980s marked the swing out of a recessionary period in Central Oregon and into better economic times. Bend's expanding role as the regional trade and service center, combined with its attractiveness as a year-round tourism and recreation area, fueled another surge of population and employment growth that continued through the 1990s and has become stronger during the early 2000s.

Growth during the 1990s

The 1990 census counted 20,469 persons within the city limits of Bend. The population within the county portion of the urban areas was estimated to be 12,100 based on census tract data for the "Bend District," for a total of 32,569 persons within the UGB in 1990.

During the 1990s, the rate of population growth in the City of Bend and Deschutes County was among the highest in the state. By the year 2000, the city population was 52,029 persons – up 31,560 persons since the 1990 census – although much of the city's increase during this period was due to annexing all unincorporated areas in the UGB in 1999. The Portland State University Center for Population Research and Census estimated the annexed population to be 13,648 persons. Even accounting for the annexations, the population of Deschutes County excluding the City of Bend increased by 8,849 persons, from 54,489 to 63,338 persons, much of this growth occurring in the Cities of Redmond and Sisters. The total population of the county, including the City of Bend increased from 74,958 to 115,367 persons in the year 2000, which equates to an average annual growth rate of 4.4 percent per year. At the same time, the average annual growth rate for the State of Oregon was 1.9 percent per year.



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Excluding the 13,648 persons annexed in to the City of Bend in 1999, and another 3,411 annexed between 1990 and 1998, the city’s population increased by 14,501 during the 1990s, which equates to an average annual growth rate of approximately six (6) percent per year.

The annual rate of growth in Bend during the 1990s was more than three times the statewide average. To put this increase in perspective, in the year 2000 one out of three Bend urban area residents did not live in the area in 1990. Table 4-1 below displays the results of the 1990 and 2000 Census counts for Deschutes County and how the population is distributed between the cities and the unincorporated county.

**Table 4-1
Distribution of County Population in 1990 and in 2000**

Jurisdiction	April 1, 1990 Population	Percent of Total	April 1, 2000 Population	Percent of Total
Deschutes County	74,958	100%	115,367	100%
Bend	20,469	27%	52,029	45%
Redmond	7,163	10%	13,481	12%
Sisters	679	1%	959	1%
Total Pop in Cities	28,311	38%	66,469	58%
Total Unincorporated	46,647	62%	48,898	42%

Source: U.S. Census Bureau Summary Tape File 1 (1990) and Summary File 1 (2000).

The growth pressures in the 1990s affected not only Bend, but all of Central Oregon. Between 1990 and 2000 Deschutes County was the fastest growing county in the state, Jefferson County was third, and Crook County was fourth. Although the total Deschutes County population increased by more than 40,400 persons in ten years, the growth pattern in the 1990s was different than the previous boom in that most of the new residents settled in the urban areas.

One result of this population growth is that Bend was designated by the federal government as a metropolitan statistical area in June of 2003. An MSA is county that has a city with a population of 50,000 or more. The purpose of defining geographic areas like an MSA is to establish nationally consistent area definitions for collecting, tabulating, and publishing federal statistics. The Bend MSA represents Deschutes County.



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Age Distribution

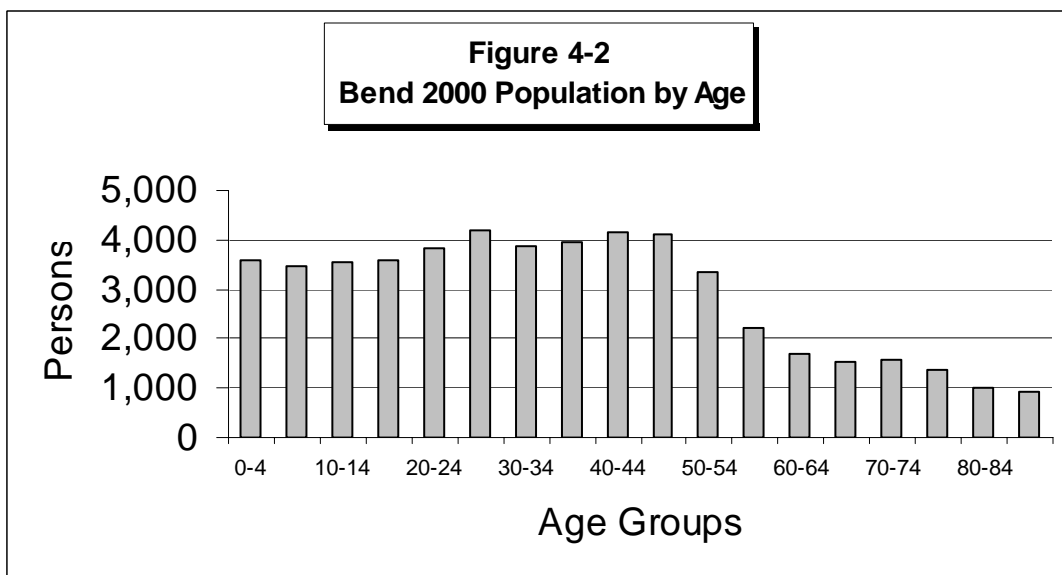
The Census data for Bend include demographic information on the age of residents. Table 4-2 compares the age distribution in four broad groupings for the city population since the 1970 census. The 2000 census data are also compared to the county and state populations, and show that the city population was younger than the overall county and statewide population averages.

**Table 4-2
Comparison of Bend Age Groupings Over Time**

Age Range	City of Bend				County	Statewide
	1970	1980	1990	2000	2000	2000
Age 0-24	43.5%	42.7%	35.3%	34.7%	32.6%	34.3%
Age 25-44	22.6%	31.6%	36.3%	31.1%	28.6%	29.2%
Age 45-64	22.3%	15.2%	14.9%	21.8%	25.7%	23.7%
Age 65+	11.6%	10.5%	13.5%	12.4%	13.1%	12.8%

Source: U.S. Census reports and Portland State University Center for Population Research and Census

Table 4-2 and Figure 4-2 show that Bend’s population in 2000 was not that different from the populations of the County and the State. The greatest difference between these populations is that Bend’s population in 2000 included more persons between the ages of 25-44 than the county or the state. In contrast, the Census counted fewer people in the 45-64 range in Bend than in the county or the state.



Source: U.S. Census of Population and Housing, 2000: Summary File 2.



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As was indicated above, Deschutes County was the fastest growing county in the state in the 1990s. Between 1990 and 2000, the County’s population grew by 40,409 people, an increase of almost 54 percent. A majority of the increase (88 percent) was from “positive net migration” – the number of people moving into the county exceeded the number of people moving out. Similarly, most of the increase in the Bend UGB population since 1990 is attributed to in-migrants. Table 4-3 displays the population change data by natural increase and net migration for Deschutes County between 1980 and 2000. During the 1990 to 2000 period, population increase due to natural increase (births-deaths) decreased while the net migration component of population change (in-migrants – out-migrants) increased. Net migration accounted for 88 percent of the county’s population growth during the 1990s. In contrast, net migration accounted for 73 percent of the state’s population growth.

Table 4-3
County Population Change and In-migration

Time Period	Population Change	Natural Increase	Net Migration All Ages
4/1/80 - 4/1/90	+13,458	4,878 (36%)	8,580 (64%)
4/1/90 - 4/1/00	+40,409	4,713 (12%)	35,696 (88%)

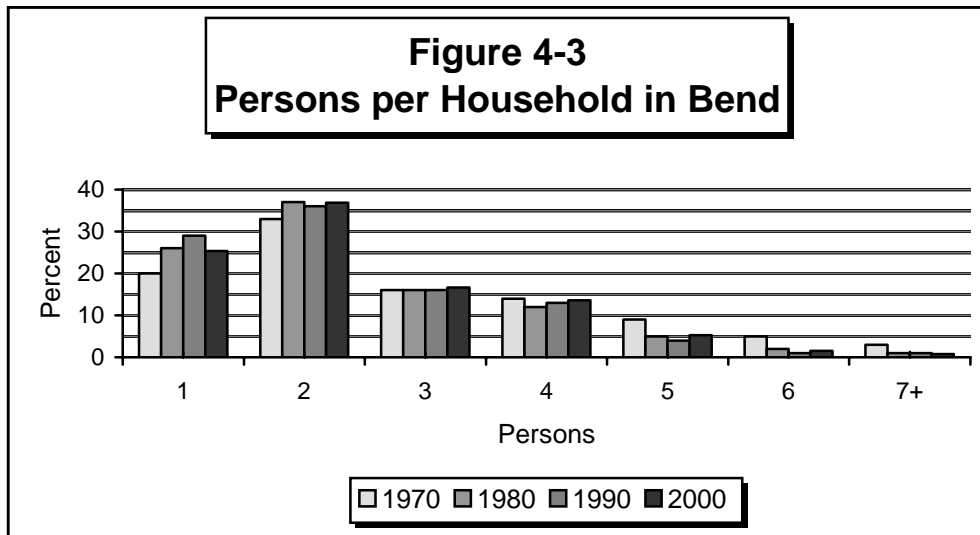
Source: Portland State University Center for Population Research and Census

Persons per household

The average number of people living in a dwelling, whether as a family or a household of unrelated persons, is a useful measurement to help forecast how many dwellings will be needed in the future. Figure 4-3 shows the percent of Bend households by number of persons for the past four census periods. Bend was following a trend toward smaller household size. However, the most recent Census data shows the number of households with three or four persons remains constant or represents a larger share of the number of households.



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Source: U.S. Census of Population and Housing. For 2000 data, Summary File 1.

Table 4-4 compares the average household size for the city, county, and state since 1950. This comparison of persons per household shows a trend of fewer persons per household continuing for the county and the state. Bend differs in that an average household size of 2.4 persons per household has remained constant between 1990 and 2000.

**Table 4-4
Average Persons Per Household**

Area	1950	1960	1970	1980	1990	2000
All of Oregon	3.1	3.1	3.0	2.6	2.6	2.5
Deschutes County	3.2	3.1	3.0	2.7	2.6	2.5
City of Bend	3.0	3.0	2.9	2.5	2.4	2.4

Source: U.S. Census reports for Oregon

Education and Occupation

As reported in the 2000 census, the education levels in Bend were a few percentage points higher than the county and the statewide averages. For those Bend residents aged 25 or older at the time of the 2000 census, 90.2 percent had a high school degree or higher, and 29.4 percent had a bachelor's degree or higher. Many of the new jobs created in the urban area since the 1990s have been skilled or professional jobs in the service sector, finance, research, government, and manufacturing. This fact, combined with evidence from state surveys that a number of persons moving into the area have some college education, suggests that the percentage of education levels in the community will continue to increase. Additional information on education services and programs is contained in Chapter 3, *Community Connections*. The following presents the occupational employment data for Deschutes County from April 2001 through April 2005 to highlight the changes in



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employment over the last four years.

Table 4-5
Occupations in Deschutes County in April 2001 and April 2005

Occupation	April, 2001	April, 2005	Change	Percent Change	Percent of Total in 2004
Natural resources, Mining, and Construction	4,430	6,330	1,900	43%	10.3%
Manufacturing	5,400	5,920	520	10%	9.6%
Trade, transportation, and utilities	10,720	12,110	1,390	13%	19.7%
Information	1,430	1,550	120	8%	2.5%
Financial activities	3,390	4,050	660	19%	6.6%
Professional and business services	4,630	6,190	1,560	34%	10.1%
Educational and health services	6,030	7,270	1,240	21%	11.8%
Leisure and hospitality	7,500	8,340	840	11%	13.6%
Other services	1,650	1,800	150	9%	2.9%
Government	7,370	7,880	510	7%	12.8%

Sources: Oregon Labor Market Information System April 2001 and April 2005 data for Bend MSA (Deschutes County).

Income levels

The median (middle) household income in the City of Bend in 1989 (from the 1990 Census) was \$25,787. The median household income in Deschutes County was a little higher, at \$27,317 during the same period. Table 4-6 displays the 2000 Census data for household and family income for Bend. The 2000 Census showed the median household income was \$40,857, and was \$45,357 for families. The category of family with 2 workers represents the large share of family households in Bend and those households that had the greatest median income in 1999.

Table 4-6
Income Levels in Bend (1999 dollars)

Household Category	Median for 1999	Percent of Total
Household	\$40,857	
Family with no workers	\$34,140	12.6%
Family with 1 worker	\$32,669	29.1%
Family with 2 workers	\$60,907	48.9%
All families	\$45,357	100%

Source: U.S. Census of Population and Housing, 2000: Summary File 4.

Table 4-7 shows the 1999 income levels of households by the age of the household. This information is particularly useful in planning for housing, especially in determining what forms of housing will be more affordable to certain households. The age groups with the lower income levels, according to this data, are younger individuals and families and older retired (75+) persons.



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Table 4-7
Householder Age by Income Levels

1999 Gross Income	0 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
Less than \$10,000	9.5%	4.9%	4.1%	5.2%	8.9%	7.7%	14.6%
\$10,000 to \$14,999	14.6%	5.8%	4.9%	3.8%	3.5%	6.3%	18.0%
\$15,000 to \$19,999	15.4%	7.1%	3.9%	5.3%	2.4%	10.0%	8.8%
\$20,000 to \$24,999	10.6%	6.8%	4.4%	5.3%	5.1%	7.5%	10.4%
\$25,000 to \$29,999	12.2%	7.5%	6.6%	5.6%	7.5%	8.7%	11.9%
\$30,000 to \$34,999	10.6%	8.5%	8.6%	4.6%	8.4%	12.6%	8.2%
\$35,000 to \$39,999	7.4%	8.9%	7.2%	4.1%	4.5%	6.4%	5.3%
\$40,000 to \$44,999	7.2%	5.6%	6.9%	5.8%	4.9%	5.8%	2.3%
\$45,000 to \$49,999	2.9%	7.2%	7.1%	5.2%	6.1%	4.7%	4.2%
\$50,000 to \$59,999	4.8%	13.9%	10.6%	11.9%	8.1%	4.9%	3.9%
\$60,000 to \$74,999	2.2%	13.0%	13.2%	11.9%	12.6%	7.3%	4.6%
\$75,000 to \$99,999	1.2%	6.1%	13.6%	14.2%	13.4%	8.9%	3.1%
\$100,000 to \$124,999	0.8%	2.9%	4.0%	7.8%	5.9%	1.9%	3.3%
\$125,000 to \$149,999	0.6%	0.6%	1.6%	3.4%	2.6%	3.6%	0.9%
\$150,000 to \$199,999	0.0%	0.6%	1.5%	2.8%	2.0%	3.0%	0.5%
\$200,000 or more	0.0%	0.6%	1.8%	3.1%	4.1%	0.7%	0.0%
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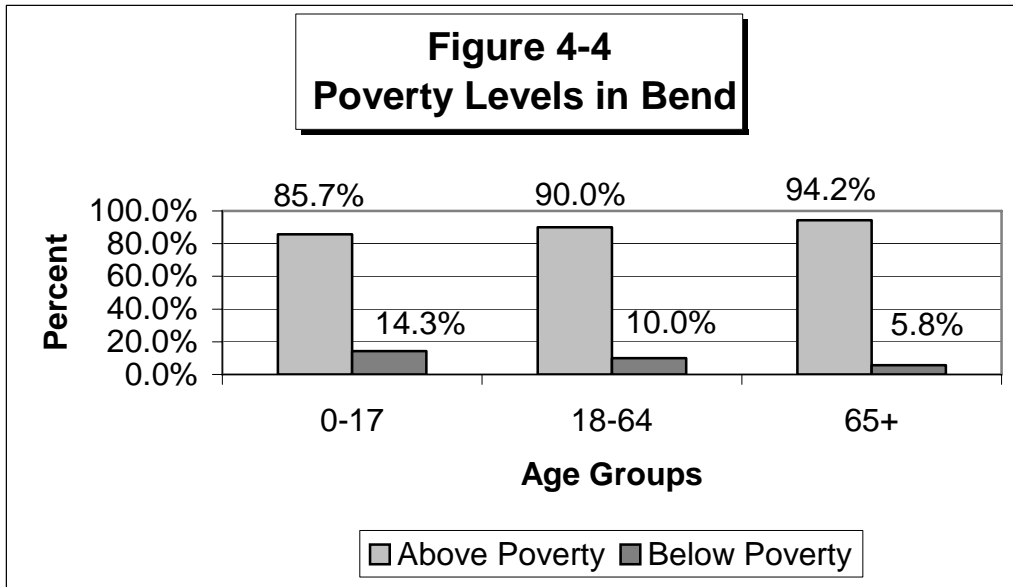
Source: US Census of Population and Housing, 2000: Summary File 3.

A related measure of income levels is the number of persons below the poverty level. Poverty levels reported in the 2000 Census are determined by comparing local incomes to a national standard of 48 income thresholds tied to the number and age of persons in the household. The national standards are not adjusted for state, regional, or local cost of living variations.

Figure 4-4, using 2000 Census data, shows the relationship of persons in three broad age groups to the national poverty standards. Although the percentage of Bend residents living below the poverty level decreased from 13.2 percent in 1989 to 10.5 percent in 1999, the number of Bend residents living below the poverty level increased from 2,637 people in 1989 to 5,380 people in 1999. The poverty level in Bend is slightly higher than the county level of 9.2 percent. It is interesting to note that only 12.6 percent of Bend households below the poverty level are receiving public assistance. This may be due, in part, to the number of students and young recreational enthusiasts in Bend that generally have lower incomes.

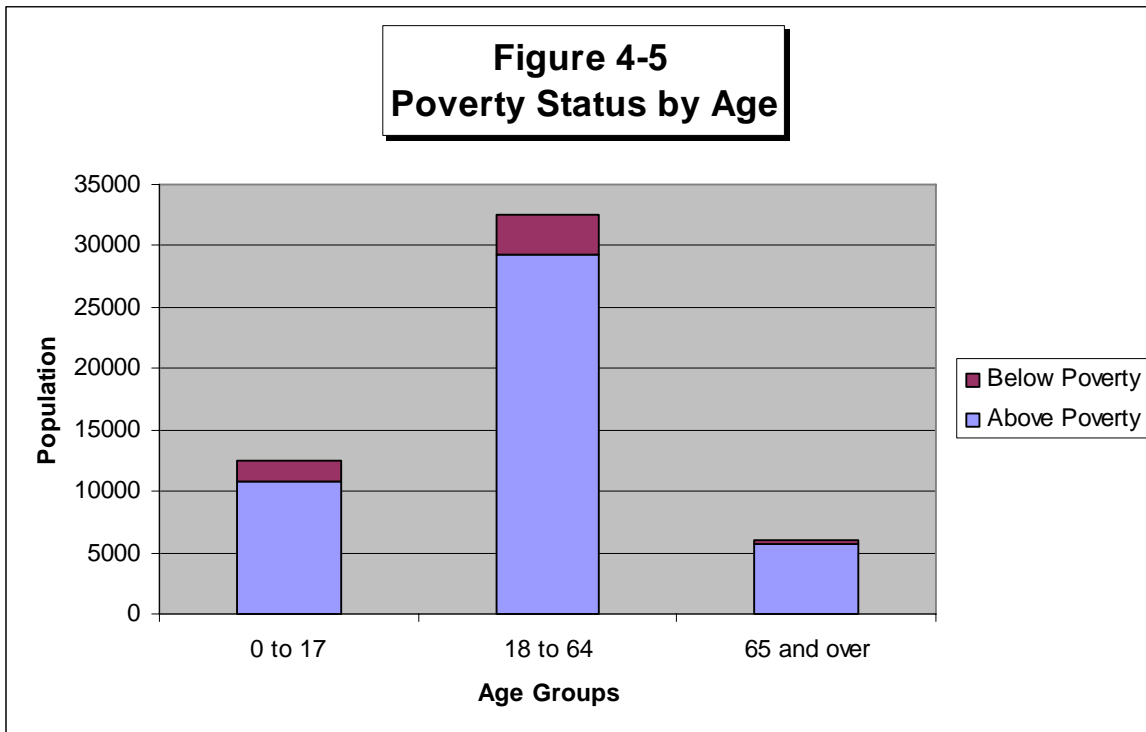


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Source: U.S. Census of Population and Housing, 2000: Summary File 3.

Figure 4-5 provides detail on the number of persons above or below poverty.



Source: U.S. Census of Population and Housing, 2000: Summary File 3.



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While Figures 4-4 and 4-5 show the relationship of Bend residents to the poverty levels, they do not show the magnitude of incomes below or above the poverty levels. Table 4-8 shows the levels at which Bend residents were below or above poverty in 1999.

Table 4-8
Income Level in relation to Poverty Level

Ratio of income to Poverty in 1999	Number of Persons	Percent of Total Population
Less than .50	1,670	3.3%
.50 to .74	1,330	2.6%
.75 to .99	2,380	4.7%
1.00 to 1.24	2,199	4.3%
1.25 to 1.50	2,100	4.1%
1.50 to 1.74	2,165	4.2%
1.75 to 1.84	816	1.6%
1.85 to 1.99	1,369	2.7%
2.00 and over	37,013	72.5%

Source: US Census of Population and Housing, 1990: Summary File 3

Both before and after the 1990 Census was taken, county income levels have shown a steady rise. The average income levels of county families and households increased almost 6 percent a year between 1984 and 1995, a rate faster than the statewide averages. Since Bend is the major employment center in the region it is assumed that income levels within the urban area more or less follow the county-wide patterns. The diverse and expanding economy in Bend provides a wide range of job possibilities, including entry level jobs in the trade and services, which allows young people and additional family workers access to jobs.

The Department of Housing and Urban Development estimated the 2004 median family income in Deschutes County at \$57,800— more than four thousand dollars above the average for non-metropolitan areas in the state. Since the last half of the 1980s the per-capita income levels in Deschutes County have steadily increased to match the state average. Even more interestingly, the county income levels have been above the Eugene, Medford, and Salem metropolitan areas since the early 1980s.



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The Federal Bureau of Economic Analysis (BEA) reports personal income for counties on a per capita basis. For Deschutes County in 2002, the leading source of personal income was net earnings. Income in this category includes earnings from place of work (e.g. wages and salary) and accounted for 60 percent of total personal income in the county. Income from dividends, interest, and rent accounted for 24.2 percent of personal income. Finally, income from personal current transfer receipts (e.g. retirement benefits, Medicare, income maintenance benefits) accounted for 15.8 percent of total personal income.

FORECASTS

In the past, several public and private organizations have prepared population and demographic forecasts for the county or region as a whole, but no independent forecasts have been prepared for the Bend urban area:

- ❑ the Oregon Department of Transportation (1993) — county population and employment forecasts through 2012;
- ❑ the Portland State University Center for Population Research and Census (1993) — county population and age forecasts through 2010; and
- ❑ the Oregon Office of Economic Analysis (OEA) — county population and employment forecasts through 2040 (1997) and county population forecasts from 2000 to 2040 (2004).

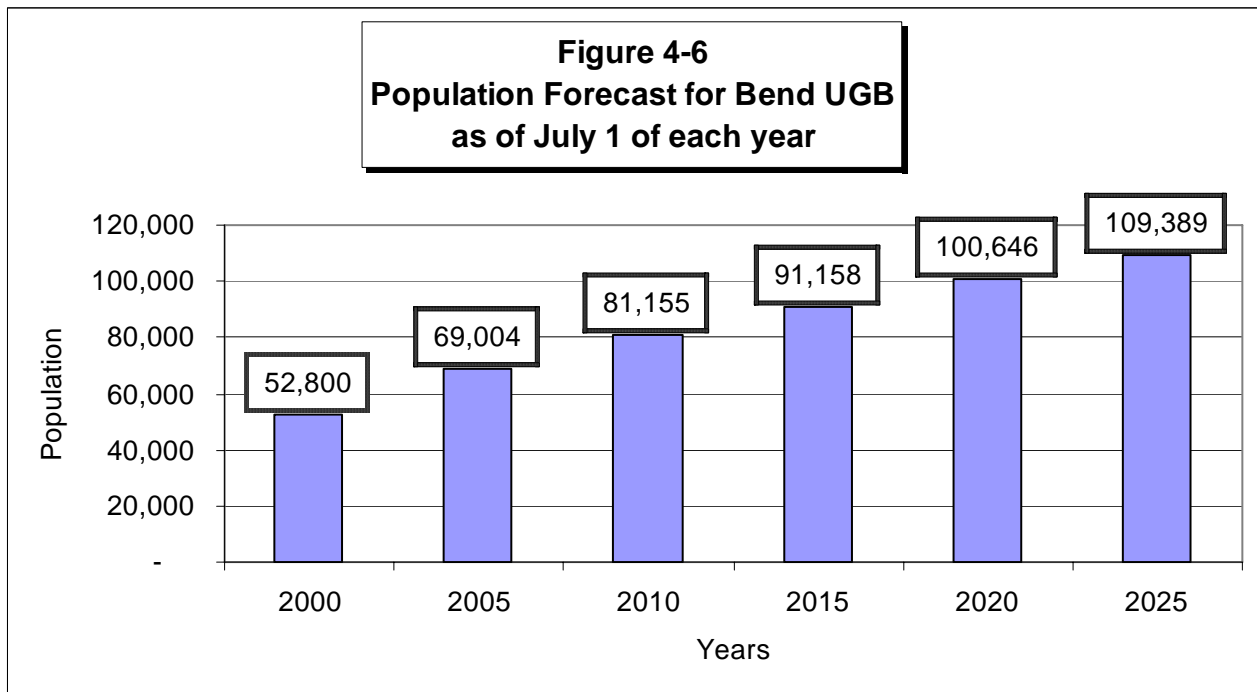
These forecasts were used by the city and county as guides in the coordination of county-wide population forecasts, and the preparation of the urban area population forecast in the plan adopted in 1998. The city coordinated with the planning and legal staff of the cities of Redmond and Sisters and Deschutes County through 2002 and 2004 to develop a final coordinated population forecast for the county and the cities from 2000 to 2025.

Population

All of these forecasts predict continued higher than average growth rates for Deschutes County until early into the 21st century, followed by slower growth rates. The most recent forecasts by OEA (2004) and the coordinated forecast (2004) show the recent trend of steady growth continuing through 2010 and then slowing through 2025. The Bend UGB population forecast for the year 2025 is 109,389. Figure 4-6 shows this forecast in five-year increments.



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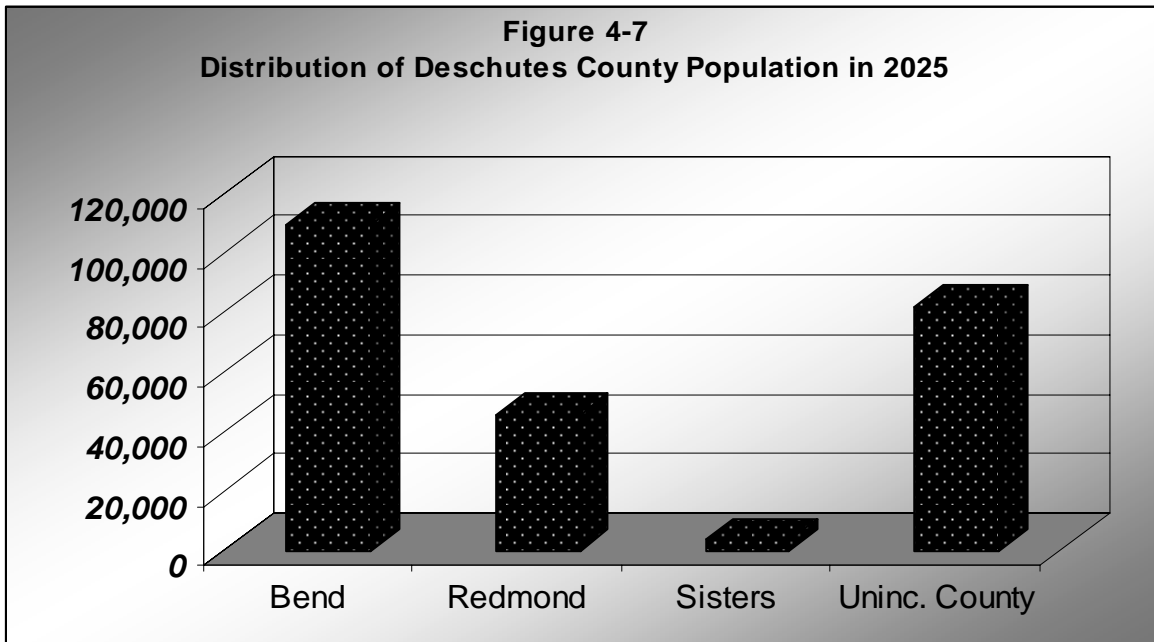


Source: 2000-2025 Deschutes County Coordinated Population Forecast (August, 2004)

The county and three cities have worked together to coordinate population forecasts for all three urban areas and the non-urban portion of the county. The Bend population forecast is based on a combination of past rates of population growth continuing in the near term and the use of annual growth rates developed by OEA through the long term. Although additional development will occur in rural subdivisions and rural service centers, the majority of the new residents will settle in the three urban areas. The forecast distribution of the population in the year 2025 is shown in Figure 4-7.



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Source: 2000-2025 Deschutes County Coordinated Population Forecast (August, 2004)

As in the past, it is expected that most of the population increase will come from persons moving into the area. The OEA forecast for Deschutes County from 2000 to 2040 shows that most of the future growth in the county's population will be net migration. During the forecast period, net migration accounts for 88 percent to 100 percent of the county's growth in population. By 2025, the percent of the county's growth in population due to net migration will be 94 percent.

Demographics

In the early 1990s about 70 percent of the Bend population was less than 50 years old. The World War II baby-boomers made up the biggest bulge in the population pyramid (about 29 percent in 1990) followed by a plateau of baby-boomer children and grandchildren. In the year 2000 the baby-boomers were in their early 40s to mid-50s age range, and by 2020 they will be in their 60s to mid-70s.

The 2000 Census showed the largest proportion of the city's population was between 25 and 54 years of age representing 45 percent of the city's population. About 27 percent of the population was 19 years or less in age. About 12 percent of the population was 65 years and over in age. The OEA 2000 to 2040 population forecast for Deschutes County included forecasts by age groups. The following table shows the breakdown of age groups for the county in 2000 and in 2025 based on the OEA Deschutes County population forecast for 2000 to 2040.



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**Table 4-9
Age of Deschutes County Population in 2000 and in 2025**

Age Groups	In 2000		In 2025	
	Deschutes County	Percent of Total	Deschutes County	Percent of Total
Total	116,600		214,479	
0-4	7,179	6%	10,647	5%
5-19	24,595	21%	34,460	16%
20-44	39,482	34%	62,654	29%
45-64	30,131	26%	58,738	27%
65-84	13,510	12%	43,303	20%
85+	1,703	1%	4,677	2%

Source: OEA 2000-2040 County Population Forecast

The high percent of growth due to in-migrants affects the population age distribution. Even though the baby-boomer generation will make up part of the growth, an even larger portion of the new residents will be the baby-boomer children and grandchildren. This population growth due to younger people moving into the area will create a population age distribution that is contrary to the historic pattern of the baby-boomer peak followed by a plateau.

POLICIES

1. The city shall review and update the urban area population forecast every five years.
2. The city shall update income levels, household size, and other demographic information for the urban area after every U.S. census, or when other data for the City of Bend are available.

