

Clatsop, Columbia, Lincoln, & Tillamook counties Regional Profile

Lena Etuk, Social Demographer, Oregon State University Extension Service

July 29, 2015

Demographics

Population growth

- Population has grown a bit over the last 20 years in the region, by 20% from 1990 to 2010, but this was lower than the 35% increase observed across the state overall ¹
- Growth in the region during this period was due more to net in-migration of population than to natural increase (the excess of births to deaths) ²

Change in ethnic composition ¹

- The size of the Latino population grew dramatically between 1990 and 2010, by about 288% between 1990 and 2010, from 1.8% to 6.8%, and represents the largest population of color in the region
- Over the last 2 decades, despite the dramatic growth in the Latino population, this region has consistently had lower representation of Latinos than the state, and in 2010 was about five percentage points lower than the state (Latinos were 12% of Oregon population in 2010)

Age ³

- The region is older than Oregon overall, and Lincoln and Tillamook counties have the highest median ages of the four counties in the region.
- These four counties are aging slightly more rapidly than the state overall.

Employment & Labor

Unemployment ⁴

- Since 1990, the region's rate of unemployment has pretty well matched that observed across the state overall.
- Unemployment has increased since 1990 – from about 6% in 1990 to about 11% in the 2009-13 period, exactly on par with the state.

Sources of income ⁴

- The majority of households (about 66%) get income from wages and salaries, but this is lower than the state percentage (about 73%)
- About 38% of households get income from Social Security (higher than the state percentage), followed by 23% that get income from retirement (higher than the state percentage), and about 3% that receive income from public assistance programs (on par with the state percentage)

Industries employing regional residents: ⁴

- Between 1990 and the 2009-2013 period, the industry in which the highest proportion of regional residents worked shifted from Retail Trade to Education, Health, and Social Services
 - Note: Education, Health, and Social Service industry employment includes work in the public and private sectors
- In 1990, about 58% of the region's resident workers were employed in the top three industries of 1) Retail Trade, 2) Education, Health, & Social Services, and 3) Manufacturing. By 2009-2013 that had declined to 42%, due to declines in the percent employed in Manufacturing and Retail Trade.
- The decline in Manufacturing employment from 1990 to the 2009-2013 period in the region was marked (from 17% to 11%), but on par with the decline Oregon overall experienced, which went from 18% to 11%.
- Between 1990 and the 2009-2013 period, the region saw significant increase in the percentage of workers employed in two industries, namely Arts, Entertainment, Recreation, and Accommodation (by 8 percentage points, from 1% to 13%) and Professional, Science, Management, and Administration (by 4 percentage points, from 3% to 8%).

Local jobs: ⁵

- In 2013, the highest proportion of jobs located in the region were in state and local government. Twelve percent (12%) of all the full and part time jobs in the region in 2013 were in this industry. Retail Trade was a close second (at 13% of all jobs), and Accommodation & Food Service jobs were third, representing 12% of jobs in the region. Together, these three top industries accounted for 37% of the jobs in the region.
- Between 2001 and 2013 the most significant decline occurred in the proportion of local jobs that were in state and local government (decline of about 2 percentage points).
- Between 2001 and 2013, the most significant increase occurred in the proportion of local jobs there were in private, Health Care & Social Assistance (increased by about 2 percentage points)

Commuting patterns: ⁴

- Since 1990, there has not been much change in resident commuters' travel times to work in this region
- Just over half (about 55%) of regional resident commuters travel fewer than 20 minutes to work. This is just slightly higher than the 50% of Oregonians overall who travel fewer than 20 minutes to work and a bit lower than the percentage of commuters in more rural parts of the state who travel fewer than 20 minutes to work.

Agriculture

Agricultural Economy:

- In 2012, Tillamook ranked 11th, in the state for gross farm and ranch sales (\$141,560,000 in total sales). By contrast, Clatsop ranked 23rd, Lincoln 27th, and Columbia 33rd in total sales. ⁶
- In 2012, the whole region had about \$292,522,000 in gross farm and ranch sales.
- In 2012, gross animal product sales were almost five times as high as gross crop sales in the region ⁶
- There was a 94% increase in animal product sales between 2000 and 2012, in inflation-adjusted dollars, which was far greater than the increase observed in the state overall (56% increase) ⁶
- There was, however, a slight decrease (-15%) in crop sales between 2000 and 2012, in inflation-adjusted dollars, which contrasts with the increase observed in the state overall (11% increase) ⁶

- At the same time, there was an increase (18%) in the number of harvested acres between 2000 and 2012 ⁶
- In contrast to the state overall, this region's timber harvest in 2013 was almost exactly the same as it was in 1990 in 1,000s of board feet. During this 23 years period there were only moderate fluctuations in timber harvest in the region overall. The state has seen continued declines over the last 23 years; the state's timber harvest in 2013 was about 67% of its 1990 level in 1,000s of board feet ⁷

Land cover change: ⁸

- Between 2000 and 2011, barren land cover decreased slightly from 2.4% to 1.6% of all land in the region, Forest cover decreased markedly from 56.6% to 50.3%, Shrubland increased markedly from 9.3% to 16%, and Herbaceous land cover increased slightly from 3.8% to 4.2%. There was little to no change in developed land, cultivated land, or water/wetlands.

Striking Statistics (areas where region stands out from state)

Challenges

- Higher than average percentage of babies born to mothers who reported using tobacco while pregnant ¹³
- Higher than average rate of smoking among adults ¹³
- Higher than average rate of traffic fatalities per 100,000 people ¹²
- Above average mortality among adults age 25-44 and 45-64 ¹³
- Higher than average number of years of potential life lost before age 75, per 1,000 people ¹³
- A slightly higher than average rate of child abuse, per 100 children under 18 ¹³
- Except for Columbia County, lower than average response rates to the decennial census ¹
- Below average percentage of adults with a 4-year degree or more education ⁴
- Lower than average wages (per covered worker) ⁵

Strengths

- ✓ Higher than average prevalence of farmers markets, per 1,000 population ¹⁰
- ✓ Higher than average prevalence of retail food stores, per 1,000 population ¹¹
- ✓ Lower than average arrest rate for Property Crimes, per 1,000 population (these crimes include burglary, larceny, motor vehicle theft, arson, forgery/counterfeit, fraud, embezzlement, stolen property, and vandalism) ¹⁴
- ✓ Higher than average rate of home ownership ¹
- ✓ Better than average coverage of the social service system – ratio of people seeking any type of social services (via *211info*) to social service providers was lower in the county than the state overall ¹⁶
- ✓ While high school dropout overall in the region is on par with the state, the dropout rate among Latino students is lower than the state average ¹⁷
- ✓ Lower income inequality as measured by the Ratio of Mean Annual Income and the Modified Palma Index ⁴

Sources

Data come from a variety of sources, as reported on the Rural Communities Explorer (<http://oe.oregonexplorer.info/rural/CommunitiesReporter/>), including:

- ¹ US Census Bureau, Decennial Census
- ² Population Research Center, Portland State University
- ³ US Census Bureau, American Community Survey & Decennial Census
- ⁴ US Census Bureau, American Community Survey
- ⁵ US Bureau of Economic Analysis
- ⁶ Oregon Agricultural Information Network, Oregon State University Extension Service
- ⁷ Oregon Department of Forestry
- ⁸ National Land Cover Database, Multi-Resolution Land Characteristics Consortium US Department of the Interior & US Geologic Survey
- ⁹ Oregon Healthy Teens Survey, Oregon Department of Human Services
- ¹⁰ Oregon Farmer's Market Association and U.S. Dept. of Agriculture
- ¹¹ Yellow Pages
- ¹² National Highway Traffic Safety Administration, Department of Transportation
- ¹³ Oregon Department of Human Services
- ¹⁴ State of Oregon Criminal Justice Commission
- ¹⁵ Feeding America, Map the Meal Gap
- ¹⁶ *211info*
- ¹⁷ Oregon Department of Education
- ¹⁸ Child Care Research Partnership and Oregon Employment Department
- ¹⁹ USDA National Agricultural Statistics Service Census of Agriculture
- ²⁰ Oregon Immunization Program, Oregon Health Authority
- ²¹ Small Area Health Insurance Estimates, US Census Bureau
- ²² Oregon Secretary of State