

Oregon's Statewide Comprehensive Outdoor Recreation Plan (SCORP)

Boomer and Pre-Boomer Migration To and Within Oregon

Executive Summary

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Executive Summary

The migration analysis summarizes available data on Baby Boomer and Pre-Boomer migration in Oregon, with a goal of understanding past and future migration in order to facilitate provision of outdoor recreation opportunities. The analysis utilizes secondary data, primarily from the US Census Bureau, and the results of the Oregon Parks and Recreation Department (OPRD) Statewide Comprehensive Outdoor Recreation Plan (SCORP) survey of Baby Boomers and Pre-Boomers. Though the different types of data provide somewhat different pictures, some general conclusions are possible. Oregon as a whole has been a popular destination for inter-state migrants, with California being the dominant state of origin, followed by Washington. Southern, Coastal, and Central Oregon have been particularly popular destinations for inter-state migration, while inter-county migration has been more dispersed around the state. Considering inter-state and inter-county migration combined, 1995-2000 in-migration represents more than 20% of the 2000 population in most counties, and more than 30% in some.

Similar patterns exist with respect to the Boomer and Pre-Boomer age cohorts in particular. California is clearly the primary inter-state origin market, and destination counties are clustered in Central, Southern, and Coastal Oregon. Figure 1 below illustrates how migration from 1996 to 2006 by Boomers and Pre-Boomers varies across destination communities – with intensity expressed as inter-state and inter-county movers relative to all residents in these age cohorts. Intensities are above 20% for several communities.

DMV data indicate that intra-state moves dramatically increase at retirement age, and census data indicate that the aging of the Boomer cohort will dramatically increase the number of residents in that age range – in Oregon and in migrant origin states. Combined, these factors will increase the number of inter-county and inter-state migrants moving to Oregon communities. In turn, this migration will provide challenges and opportunities to recreation providers. Specifically, over the next decade communities can expect roughly 20% more migrants in the 40 to 79 age range than they experienced in the past decade. Past and projected future migration, by community, is shown in Table 1 (see Appendix B in the full report for an expanded list of communities).

Combined with Boomers and Pre-Boomers that age in place, this pool of migrants will increase the number of outdoor recreation participants in many communities. SCORP survey results indicate that 45% of Boomers and Pre-Boomers expect to spend more time engaged in outdoor recreation 10 years from now, compared to only 14% that expect to spend less time. The activities with the greatest expected increase in participation days include taking children/grand children to the playground, bicycling on roads/paths, picnicking, ocean beach activities, and day hiking. Agency actions that will most increase participation including providing clean and well-maintained facilities, developing trails closer to home, providing free-of-charge opportunities, and making parks safer from crime.¹

The migration estimates contained in this analysis indicate that participation increases will not be uniform across the state; rather, both the number of in-migrants and the intensity relative to current population bases will vary across the state.

The level and distribution of migration across communities will depend not only on overall population growth and aging, but also on factors affecting individual migration decisions. These factors provide opportunities for communities to affect the level of migration they receive. Based on responses to the Boomer/Pre-Boomer survey, scenery was the most important factor

¹ The full survey report and the full migration analysis are available at: <http://egov.oregon.gov/OPRD/PLANS/SCORP.shtml>.

affecting migration decisions amongst Oregonians in this age range. This result is consistent with other research showing the importance of physical amenities, particularly in early retirement migration. Some scenery components, such as the presence of mountains or coastlines, are not within the control of communities. However, community actions, and the policies and decisions of agencies at the local, state, and federal levels, can affect viewsheds and other aspects of scenery.

The second most important factor is low crime. Perceptions of crime may be correlated with perceptions of rurality, and thus not easily controlled by communities. However, community decisions and investment in law enforcement can affect the level of actual crime. Health care is also a factor that can be affected by community decisions, though the private sector plays a greater role in this aspect than in law enforcement. After these factors, there are several factors of medium-to-high importance, with low tax levels being the most important within this group. Outdoor recreation opportunities (other than golf and winter recreation) fall within this importance range, particularly for Boomers.

Unfortunately, lack of data precludes quantitative assessment of the role of each factor (e.g., if crime rates were reduced by X%, this would increase migration by Y%). However, the Boomer/Pre-Boomer survey results, which are consistent with research findings elsewhere, provide a foundation for prioritization in communities targeting retirement-age migration.

Figure 1: Geographic Distribution of Boomer/Pre-Boomer Migration Communities, 1996-2006

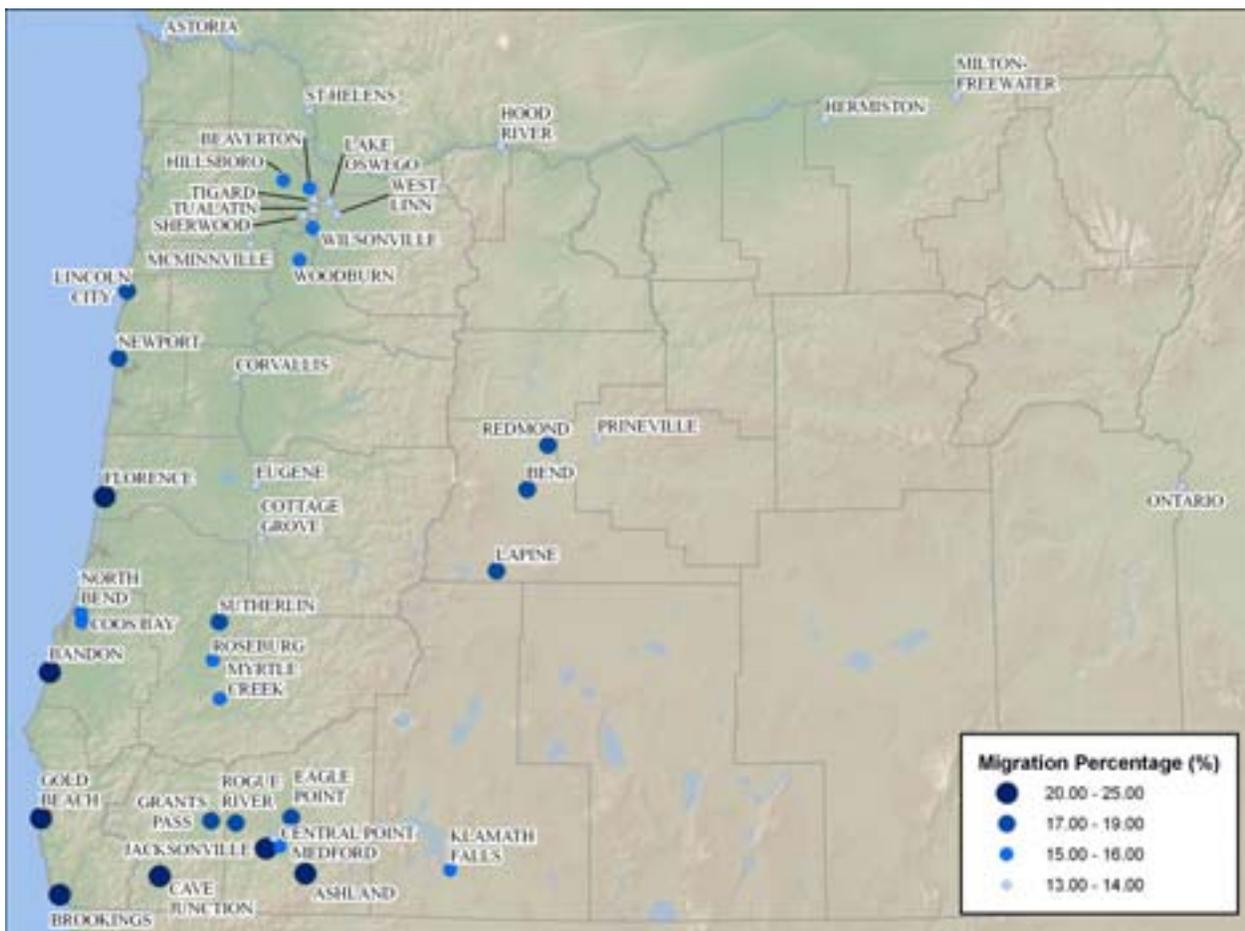


Table 1: Past and projected migration in the 40-79 age range

Town	1996-2006			2006-2016 Projection		
	Inter-state	Inter-county	Total	Inter-state	Inter-county	Total
Portland	25,760	14,944	40,704	31,111	17,895	49,006
Eugene	8,060	4,839	12,899	9,734	5,794	15,528
Salem	7,208	4,892	12,100	8,705	5,858	14,563
Bend	7,190	3,498	10,688	8,684	4,189	12,873
Beaverton	6,828	3,410	10,238	8,246	4,083	12,329
Grants Pass	5,790	2,810	8,600	6,993	3,365	10,358
Medford	5,229	2,716	7,945	6,315	3,253	9,568
Hillsboro	3,965	1,911	5,876	4,789	2,288	7,077
Klamath Falls	3,021	1,643	4,664	3,649	1,968	5,616
Roseburg	2,893	1,633	4,526	3,494	1,956	5,450
Tigard	2,765	1,618	4,383	3,339	1,938	5,277
Lake Oswego	2,804	1,419	4,223	3,387	1,700	5,086
Corvallis	2,684	1,320	4,004	3,242	1,580	4,822
Springfield	2,292	1,663	3,955	2,768	1,991	4,760
Gresham	2,276	1,678	3,954	2,749	2,010	4,759
Ashland	2,645	985	3,630	3,194	1,180	4,374
Albany	1,824	1,506	3,330	2,203	1,803	4,006
Brookings	2,287	866	3,153	2,762	1,037	3,799
Coos Bay	1,836	1,246	3,082	2,217	1,492	3,709
Redmond	1,892	1,137	3,029	2,285	1,362	3,647
Florence	2,034	966	3,000	2,457	1,156	3,613
Milwaukie	1,487	1,353	2,840	1,796	1,620	3,416
West Linn	1,715	818	2,533	2,071	980	3,051
Mcminnville	1,319	1,000	2,319	1,593	1,197	2,790
Oregon City	1,186	1,062	2,248	1,432	1,272	2,705
Central Point	1,397	832	2,229	1,687	996	2,683
Tualatin	1,282	661	1,943	1,548	792	2,340
Keizer	1,068	849	1,917	1,290	1,016	2,306
Aloha	1,224	679	1,903	1,478	813	2,291
Hermiston	1,032	815	1,847	1,246	976	2,223
Woodburn	1,053	784	1,837	1,272	938	2,210
Prineville	822	938	1,760	993	1,124	2,116
Clackamas	1,009	703	1,712	1,219	842	2,060
Lebanon	945	738	1,683	1,141	884	2,025
Newport	1,051	619	1,670	1,269	741	2,010
Lapine	941	696	1,637	1,136	834	1,970
Astoria	930	699	1,629	1,123	837	1,960
Eagle Point	1,144	477	1,621	1,382	571	1,953
Wilsonville	970	620	1,590	1,172	742	1,914
North Bend	935	650	1,585	1,129	778	1,907
Lincoln City	903	548	1,451	1,091	656	1,747
Cottage Grove	903	525	1,428	1,091	628	1,719
Newberg	800	586	1,386	966	702	1,668
Ontario	876	509	1,385	1,058	610	1,668
Sherwood	806	529	1,335	973	634	1,607
Bandon	830	495	1,325	1,002	593	1,596
Dallas	735	569	1,304	888	681	1,569
Hood River	838	416	1,254	1,012	498	1,510