Method of Producing a Social Demographic Profile of Urban, Suburban, Small Towns, and Rural Property Within Oregon's Metropolitan areas

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Method of defining geographies

Urban was defined as the city limits of the central city within the Urbanized Areas of Oregon's 8 Metropolitan Statistical Areas.

Suburban was defined as the area between the city limits of the central city and the boundary of the Urbanized Area as delineated by the US Census Bureau. Urbanized areas are contiguous blocks of land that contain 1,000 or more people per square mile, with total population of 50,000+. Urbanized areas typically encompass 100% of the central city's limits, but exceptions arise when a central city's limits extend to very sparsely populated areas of land.

Small towns were defined as the areas of land and population contained within the city limits or town boundaries defined by the US Census Bureau (for Census Designated Places) of cities and towns mostly or completely outside of Urbanized Areas' boundaries, but within the county boundaries of the Metropolitan Statistical Area. The exceptions were the towns in Columbia and Yamhill counties; though these counties are technically part of the Portland Metropolitan Statistical Area, they were excluded from this analysis at the request of the client.

Rural property was defined as the area of land and population outside town and city limits, and outside the boundaries of Urbanized Areas, but within the county boundaries of the Metropolitan Statistical Area. An exception to this was north Albany, in Benton County. This is an area of land and population contained within the Albany Urbanized Area, and thus counts toward the Albany Metro area which is Linn County, but this area is actually located in Benton County. Due to data limitations, the population residing in north Albany is counted as residing in "rural" Benton County.

Some notes on geographic delineation.
In the case of the Portland Metro area, Vancouver, WA, the portion of the Portland Urbanized Area that falls in WA, as well as Clark and Skamania counties were not included in the delineation of urban, suburban, small town, and rural Portland.

There are some towns that straddle the boundary of the Urbanized Area. In these cases, if the majority of the town's land mass lay outside the Urbanized Area, it was designated a "small town," if the majority of its land mass lay inside the Urbanized Area, the majority of its population will be represented in the suburban area.

The Urbanized Area of Grants Pass, in Josephine County, crossed into Jackson County, which contains the Medford Urbanized Area too much to allow separate delineation of the urban, suburban, small

town, and rural geographies for this analysis. For this reason, the geographies for Grants Pass and Medford were combined in this report.

Figure 1 illustrates these geographic delineations using the Portland Metro area as an example. In this map, the red area is "urban," the green area is "suburban," the dusty purple areas are "small towns," and the gray area is "rural."
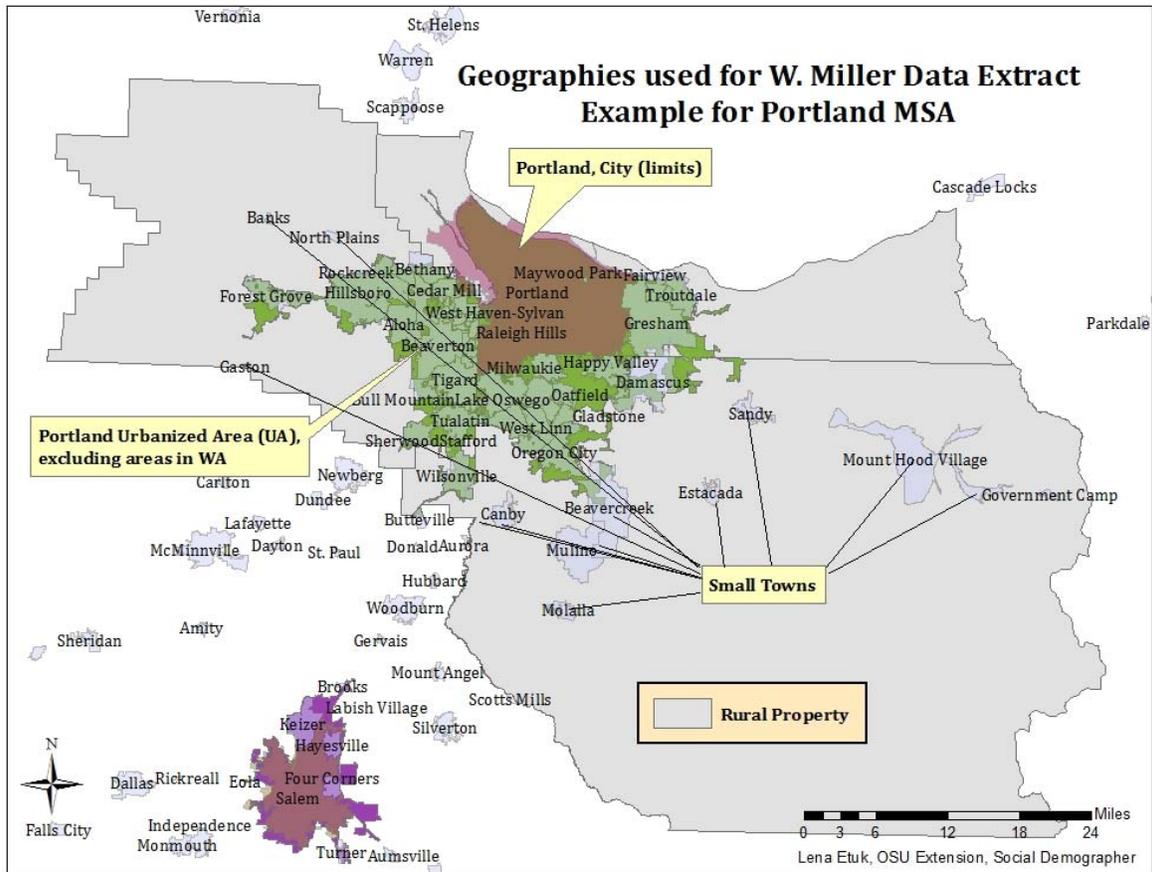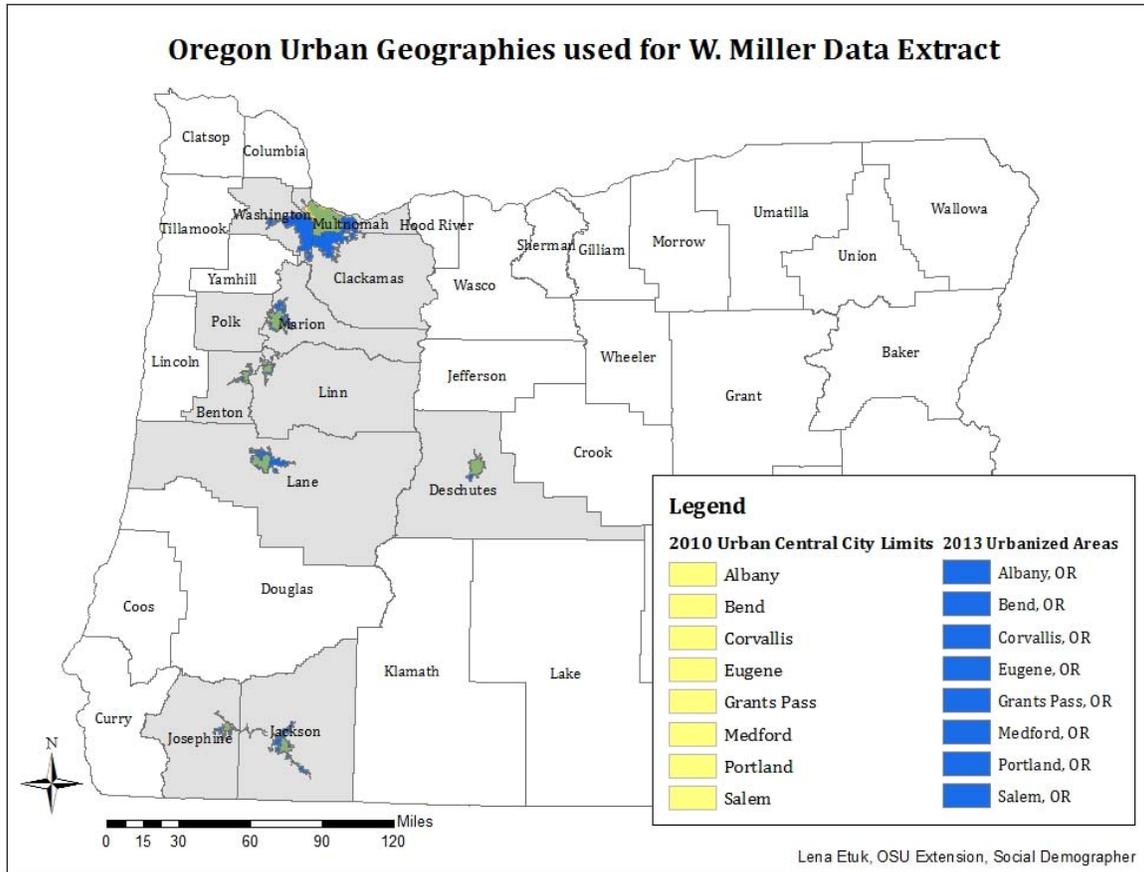
Figure 1

Figure 2 illustrates the overlay of urban city limits on Urbanized Areas, within the counties of their Metropolitan Statistical Areas.

Figure 2

Oregon Urban Geographies used for W. Miller Data Extract

Legend

2010 Urban Central City Limits	2013 Urbanized Areas
Albany	Albany, OR
Bend	Bend, OR
Corvallis	Corvallis, OR
Eugene	Eugene, OR
Grants Pass	Grants Pass, OR
Medford	Medford, OR
Portland	Portland, OR
Salem	Salem, OR

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Method of calculating statistics

The statistics for this profile were calculated utilizing data from the 2008-2012 American Community Survey (ACS). The American Community Survey (ACS) is conducted by the U.S. Census Bureau, and gathers data from a sample of the population.

First, ACS data for all of the variables of interest was obtained for 1) the cities of Albany, Bend, Corvallis, Eugene, Grants Pass, Medford, Portland, and Salem; 2) all of those Urbanized Areas; 3) the towns within all of the metropolitan counties, and outside the Urbanized Areas; and 4) the metropolitan counties.

ACS count data for these variables was obtained:
- Number of Baby Boomers was defined as people age 45 to 64 in 2012
- Number of Generation Xers was defined as people age 30 to 44 in 2012
- Number of Millennials was defined as people age 15 to 29 in 2012
- Number of males and number of females
- Median Household Income
- Number non-Latino Whites, Blacks, Asians, Native Americans, Pacific Islanders, Other race, and Multi-racial people, along with the number of Latinos

- Number of adults age 25+ with various education levels (less than high school, high school only, some college, Associates, and Bachelor's or higher)

Second, the counts of people in the city limits were subtracted from the counts of people in the Urbanized Area to obtain the number of people in the suburban area.

Third, the number of people in the small towns was summed, to obtain the number of people in the metro area's small towns.

Fourth, the number of people in small towns was added to the number of people in the Urbanized Area, and then subtracted from the number of people in the whole county area, to obtain the number of people in the rural "residual."

Finally, percentages were calculated from the counts for each estimated geographic area. The only statistic that did not allow this geographic parsing and calculation was median household income, due to its pre-calculated nature.