



MEMORANDUM

To: Clark Worth – Barney & Worth, Inc.
From: Eric Hovee
Subject: Gladstone & Clackamas County Demographics
Date: March 26, 2019

On behalf of Barney & Worth, Inc., the economic and development consulting firm E. D. Hovee & Company, LLC has prepared this overview report to profile demographic characteristics for residents and households in the City of Gladstone with comparisons to Clackamas County and the entire state of Oregon. Also included is PRIZM household segmentation data for Gladstone.

INFORMATION SOURCES

Data for this report is derived from the proprietary data firm Environics which has acquired and now provides geographically customized national demographic data previously available primarily from Nielsen/Claritas. A few notes regarding the data:

- Information is estimated as of 2019 – using 2000/10 Census plus American Community Survey data together with 5-year Environics/Claritas 2024 forecasts for some indicators. Data is provided for three geographies – residents within the City of Gladstone as compared with all residents of Clackamas County and for the state of Oregon.
- Psychographic groupings are based on PRIZM household segmentation – with 68 groupings defined nationwide. PRIZM is the household segmentation system, described by Claritas as means to reveal consumer preferences that “combines demographic, consumer behavior, and geographic data to help marketers identify, understand and reach their customers and prospects.”

Specifically noted with this report is that the most current demographic estimates of Environics are as of 2019. The official repository for population estimates in Oregon – the PSU Center for Population Research and Census – will not have published 2019 estimates available until Spring 2020.

The appendix to this memo report illustrates the boundaries of the Gladstone study area considered – together with detailed tabular information as obtained from Environics/Claritas.

DEMOGRAPHIC OBSERVATIONS

What follows is an overview of preliminary observations drawn from this analysis.

Summary Population & Household Trends

With the first table in the Appendix, summary information is provided for U.S. Census population, household, and family household information as per the 2000/2010 censuses together with an Environics/Claritas estimate for 2019 and a projection for 2024 – looking five years ahead:

- As of 2019, **population** of Gladstone is estimated at 12,273 residents – equating to a less than 3% share of Clackamas County’s total population of just over 421,800 – and to 0.3% of statewide population of approximately 4.5 million.
- From 2000-10, Gladstone’s **population increased** by less than 2% – well below the population growth factors of 11-12% experienced county- and state-wide. In the first 9 years of the current decade (of 2010-19), Gladstone’s growth rate has picked up – with in city population increasing by close to 7% – better than half the 12% growth experienced by Clackamas County and the 10% increase for all of Oregon.
- Looking ahead, **Environics projects** that Gladstone’s population growth will close to only about 1% point below the 6% increases projected county- and state-wide through 2024.
- As is the case throughout much of the U.S., **household growth** has outpaced population growth – due to shrinkage of the average number of persons per household. The disparity between household and population growth was particularly pronounced for Gladstone from 2000-2010, less so since 2010 – but still more so than for the county or state.

Population Characteristics

- **Racial composition** of Gladstone’s population is fairly similar to that of Clackamas County – but diverges from statewide characteristics. Close to 88% of Gladstone’s population is white alone as compared to less than 86% county- and 81% state-wide. One noted difference is with the Asian alone segment of the population, estimated at less than 2% of Gladstone residents versus 4-5% county- and state-wide.
- The proportion of the population that is **Hispanic or Latino** is just under 9% both in-city and county-wide, below the state-wide proportion of 13%.
- In terms of **ancestry**, the top three ancestry groupings for Gladstone are German, English and Italian heritage – totaling about 29% of residents in-city as compared with 27% for Clackamas County and 23% for Oregon.
- At 89%, the proportion of residents that **speak English-only** at home is close to 90%, slightly above the 88% figure county-wide and the state-wide proportion of 85%.
- **Gender balance** is approximately 51/49 (female/male) in-city and county-wide, both with slightly higher proportions of women than for the entire state.

- At 41.8 years, **median age** of Gladstone residents is only modestly below the 42.0 median age figure county-wide but above the state-wide median of 39.9 years. Gladstone has a slightly above average share of young adults age 25-44 than is the case for the county but is slightly below the state. The proportion of Gladstone residents who are older adults age 75+ exceeds both state and county figures (but at a relatively small share of the overall population).

Education & Affluence

- **Educational attainment** of Gladstone's adult population (25 years of age and older) is below that of the entire county and state. Over 35% of Gladstone adults have only a high school education or less, as compared with 28% of adults county- and 33% state-wide. The difference is especially pronounced in terms of higher education with less than 23% of Gladstone residents having a bachelor's degree or better versus 36% of adults county-wide and 32% statewide. However, a sizable 42% of in-city adults have some college or an associate's degree.
- In-city, a relatively high 47% of **Hispanic/Latino adults** have no formal education beyond high school; the figure is also fairly high at 45% county-wide and considerably higher at 62% for all of Oregon.
- At \$66,455 per year, **median household income** of Gladstone households is 18% below the comparable Clackamas County median of \$80,945 – but above at 106% of the state-wide median of \$62,774. Gladstone incomes appear less favorable when calculated in terms of average incomes – averaging just under \$83,500 in Gladstone, 24% below the county-wide average of close to \$109,500 and 4% below the state-wide average of \$86,845. A smaller proportion of Gladstone households have income \$150,000 or more than is the case for Clackamas County or Oregon – which improves the county- and state-wide averages.
- When considered in terms of **race or ethnicity**, Asian households in Gladstone have incomes that are about 27% above those of white-alone households. By comparison, Latino/Hispanic incomes are 24% below, Black/African-American incomes are 30% below, and Native American incomes are 33% below those of white residents. Income disparities are also substantial on a state-wide though less so on a county-wide basis.
- At close to 9% of all Gladstone families, **poverty rates** are higher than the less than 6% poverty rate for all families county-wide but similar to the statewide figure of 9-10%.

Household Demographics

- Of residents age 15 and over, a relatively low 43% in-city are **married with spouse present** as compared with 52% county- and 46% state-wide. Compared to the county and state, Gladstone has above average rates of its population that are never married, widowed, or divorced – both for males and females.
- **Non-family households** account for 34% of all households in Gladstone, above the 31% share of Clackamas County but below the statewide proportion of 37%.
- Gladstone households are slightly less likely to have **their own children** as part of the household than is the case county- or state-wide. The difference is most pronounced for

married couple families that have their own children – comprising 27% of households in Gladstone versus 32% of households county- and 30% state-wide.

- At 2.45 residents per household, **average household size** is somewhat below the Clackamas County figure of 2.53 and about the same as the state (2.44).
- Considerable additional data is available as to the characteristics of households with or without children **under the age of 18**. Of households *with* children under 18, about 62% in Gladstone 72% in Clackamas County, and 66% across Oregon are living in a household with a married couple. Of households *without* children, 41% in Gladstone are comprised of married couple families – similar to the state but below the 46% figure county-wide.
- Considerable information is also provided **regarding vehicle ownership and transportation patterns** of residents who commute to work. On average, Gladstone households own 2.0 vehicles and commute about 30 minutes to work – with fewer vehicles and shorter commutes than county-wide but more than occurs state-wide. While public transit use is somewhat greater, about 81% of Gladstone residents who work drive alone as compared with 75% of Clackamas County and 72% of Oregon residents who are employed. In addition to transit, other means of getting to work are carpooling, public transit, bicycling, and working at home – all of which are less prevalent in-city than county- or state-wide.

Housing Characteristics

- Close to 70% of all housing units in Gladstone consist of **single family detached** units as compared to a slightly lower figure of 68% for all housing throughout Clackamas County and an even lower 63% share for the entire state. Gladstone residents are more likely than their county-wide counterparts to live in 2-3-4 plex units – and less likely to live in single-family detached, or apartments of 5+ units than their counterparts county- or state-wide.
- **Age of housing** is older in-city than county- or state-wide. The median housing structure in Gladstone was built in 1975 – 11 years earlier than the median housing unit in Clackamas County and six years before the median unit across Oregon. In large part, this is due to below average rates of population growth since 2000.
- Just under 62% of Gladstone households are **homeowners** – a figure that is comparable to the state but below the county-wide homeownership rate of 69%.
- At just over \$303,300, the median value of all owner-occupied housing in Gladstone is 28% below the Clackamas County **median home value** of \$419,900 but only 4% below the state-wide median of \$316,300.

Employment & Occupation

- Approximately 64% of all persons age 16 and over – both in Gladstone and Clackamas County – are in the **labor force**, both above the state-wide labor force participation rate of 62%. However, at 4.3%, the unemployment rate is greater for in-city residents than the 2.9% rate estimated for all county residents and 3.9% rate for the entire state.

- While the majority of employment today consists of **white-collar jobs**, nearly 44% of Gladstone residents who are employed work at blue collar or service (including farming) jobs – as compared with 36% of resident workers county-wide and 39% state-wide.
- Depending on the geography, about two-thirds (66-68%) of workers are employed **by private-sector, for profit businesses**. Compared to the county or state, Gladstone residents are more likely to be employed in the private non-profit sector and less likely to work for government or be self-employed.
- When considered by **occupation**, Gladstone residents who are employed are more likely than their counterparts county- or state-wide to work in occupations of building/grounds maintenance, construction, food preparation/serving, health care support, installation and repair, life/physical/health science, office/administrative support, production, personal care/service and transportation/moving. Taken together, these occupations account for 61% of the jobs of Gladstone residents as compared with 47% of the jobs of all working residents county-wide and 49% of jobs state-wide.

Summary Demographic Notes

To summarize, this review of demographics of Gladstone and all of Clackamas County indicates that:

- Gladstone has been a **comparatively slow growing** community since 2000, but the pace of growth is now beginning to pick up relative to the rest of the county and state.
- Gladstone is remarkably **similar** to the rest of the county in terms of such characteristics as race, ethnicity, ancestry and age of population – less similar to the state.
- The community **differs from the rest of the county** when it comes to characteristics related to education, affluence, housing and employment. Residents of Gladstone are more likely than their counterparts county-wide to be renters, live in older and lower value housing, work at blue collar or service jobs and drive alone to work. In-city residents are less likely to be as well educated, affluent, or live in traditional family arrangements as the full population of Clackamas County.
- On some key metrics, Gladstone is more **similar to the entire state of Oregon** than to the county in which it is located. Examples include levels of educational attainment, household incomes, poverty rates, and household characteristics including household size, rates of home-ownership and value of housing.

PRIZM SEGMENTATION

Out of 68 PRIZM household and lifemode segments defined nationwide by Claritas, Gladstone has representation in 26. Fully 21 of these segments have much stronger representation in Gladstone than is the case throughout Oregon. The #1 Gladstone segment (termed by Environics as “Home Sweet Home”) comprises 9-10 times the share of households in Gladstone as occurs statewide.

The *top 6* segments account for over 50 % of Gladstone area households as compared with less than 10% of all households statewide. These *top 6* Gladstone segments are termed by Claritas as:

- **Home Sweet Home** (#26 segment) accounting for more than 11% of Gladstone households – are described by Claritas as upper mid(scale), middle age households without children. Widely scattered across the nation's suburbs and second cities, the residents of Home Sweet Home tend to be younger, midscale families living in mid-sized homes. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. These folks stay busy remodeling and improving their homes, enjoy the occasional night out singing karaoke, and follow professional sports.
- **Toolbelt Traditionalists** (#36) covering just under 11% of Gladstone households – described as upper mid(scale), older and mostly without kids. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and are frequent QVC and HSN shoppers.
- **Cruisin' to Retirement** (#12) @ 10% of Gladstone households -- described as upscale, older, and mostly without kids. With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They vacation often, watch golf on television, and listen to talk radio.
- **Pools & Patios** (#30) @ 7-8% of Gladstone households -- are upper mid(scale), younger, mostly with children. Pools & Patios represents one segment of middle-aged suburban families. In these stable neighborhoods graced with backyard pools and patios, residents work as white-collar managers and professionals, and are now at the top of their careers. They are above average technology users, often researching products and shopping online.
- **Metro Grads** (#50) @ 5-6% of Gladstone households – are lower mid(scale), middle age and mostly without children. Metro Grads are middle age singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending everything from soccer and hockey games to operas.
- **Empty Nests** (#20) @ just over 5% of Gladstone households – are upper mid(scale), mature and without kids. With their grown-up children out of the house, Empty Nests is composed of upper-middle income older Americans who pursue active, and activist, lifestyles. Most residents are over 65 years old, but they show no interest in a rest-home retirement. They travel frequently, enjoy golf, and many are active in their country clubs or fraternal groups.

For added detail regarding detailed characteristics including Income Producing Assets (IPA) associated with each segment, see separate spreadsheet provided – labelled: Claritas PRIZM[®] Premier Master Demographic Spreadsheet 2018.

E. D. Hovee & Company, LLC appreciates the opportunity to provide this data profile and is available to address questions that may arise from review of the information presented.

APPENDIX. MAPPED & TABULAR DATA DETAIL

City of Gladstone



Source: EnviroNics/Claritas as is the case for all data with tables on subsequent pages.

Summary Population & Household Trends (2000-2024)

Demographic Indicator	City of Gladstone	Clackamas County	State of Oregon
Population			
2000 Census	11,282	338,477	3,421,392
2010 Census	11,497	375,992	3,831,074
2019 Estimate	12,273	421,801	4,223,212
2024 Projection	12,912	448,893	4,469,365
Population Growth			
Percent Change: 2000 to 2010	1.91	11.08	11.97
Percent Change: 2010 to 2019	6.75	12.18	10.24
Percent Change: 2019 to 2024	5.21	6.42	5.83
Households			
2000 Census	4,248	128,240	1,333,716
2010 Census	4,561	145,790	1,518,938
2019 Estimate	4,968	165,728	1,692,389
2024 Projection	5,259	177,163	1,797,519
Household Growth			
Percent Change: 2000 to 2010	7.37	13.69	13.89
Percent Change: 2010 to 2019	8.92	13.68	11.42
Percent Change: 2019 to 2024	5.86	6.90	6.21
Family Households			
2000 Census	3,032	91,685	877,677
2010 Census	3,042	100,866	963,467
2019 Estimate	3,300	114,629	1,070,416
2024 Projection	3,493	122,548	1,136,483
Family Household Growth			
Percent Change: 2000 to 2010	0.33	10.01	9.78
Percent Change: 2010 to 2019	8.48	13.64	11.10
Percent Change: 2019 to 2024	5.85	6.91	6.17

Source: Environics/Claritas for this and subsequent tables.

Population by Race, Ethnicity, Gender & Age (2019)

Demographic Indicator	Gladstone		Clackamas Co		Oregon	
	#	%	#	%	#	%
2019 Est. Population by Single-Classification Race						
White Alone	10,755	87.63	361,469	85.70	3,426,126	81.13
Black/African American Alone	167	1.36	4,566	1.08	85,070	2.01
American Indian/Alaskan Native Alone	130	1.06	3,729	0.88	60,307	1.43
Asian Alone	201	1.64	19,237	4.56	194,388	4.60
Native Hawaiian/Pacific Islander Alone	44	0.36	1,147	0.27	18,203	0.43
Some Other Race Alone	426	3.47	14,899	3.53	252,555	5.98
Two or More Races	550	4.48	16,754	3.97	186,563	4.42
2019 Est. Population by Hispanic or Latino Origin						
Not Hispanic or Latino	11,190	91.18	384,693	91.20	3,663,267	86.74
Hispanic or Latino	1,083	8.82	37,108	8.80	559,945	13.26
Mexican Origin	842	77.75	29,292	78.94	460,295	82.20
Puerto Rican Origin	36	3.32	977	2.63	11,045	1.97
Cuban Origin	10	0.92	527	1.42	6,018	1.07
All Other Hispanic or Latino	195	18.00	6,312	17.01	82,587	14.75
2019 Est. Population by Selected Ancestry						
German	1,884	15.35	62,535	14.83	552,182	13.07
English	1,096	8.93	37,665	8.93	319,951	7.58
Italian	591	4.82	14,456	3.43	117,647	2.79
Rest of Population	8,702	70.90	307,145	72.81	3,233,432	76.56
2019 Est. Pop Age 5+ by Language Spoken At Home						
Speak Only English at Home	10,429	89.70	349,334	87.60	3,379,525	84.86
Speak Asian/Pacific Isl. Lang. at Home	184	1.58	10,842	2.72	119,023	2.99
Speak Indo-European Language at Home	284	2.44	13,758	3.45	102,866	2.58
Speak Spanish at Home	646	5.56	22,576	5.66	356,380	8.95
Speak Other Language at Home	83	0.71	2,284	0.57	24,741	0.62
2019 Est. Population by Sex						
Male	5,979	48.72	207,324	49.15	2,091,477	49.52
Female	6,294	51.28	214,477	50.85	2,131,735	50.48
2019 Est. Population by Age						
Age 0 - 4	647	5.27	23,007	5.46	240,677.00	5.70
Age 5 - 9	693	5.65	24,109	5.72	245,288.00	5.81
Age 10 - 14	720	5.87	25,849	6.13	248,557.00	5.88
Age 15 - 17	436	3.55	16,451	3.90	153,134.00	3.63
Age 18 - 20	410	3.34	14,915	3.54	160,229.00	3.79
Age 21 - 24	569	4.64	19,922	4.72	213,466.00	5.05
Age 25 - 34	1,497	12.20	49,834	11.81	575,424.00	13.63
Age 35 - 44	1,724	14.05	53,218	12.62	551,091.00	13.05
Age 45 - 54	1,620	13.20	56,067	13.29	522,814.00	12.38
Age 55 - 64	1,701	13.86	60,568	14.36	553,478.00	13.11
Age 65 - 74	1,295	10.55	48,621	11.53	467,500.00	11.07
Age 75 - 84	604	4.92	20,242	4.80	204,428.00	4.84
Age 85 and over	357	2.91	8,998	2.13	87,126.00	2.06
Median Age	41.8	--	42.0	--	39.9	--
Average Age	41.7	--	41.3	--	40.6	--

Education & Affluence (2019)

Demographic Indicator	Gladstone		Clackamas Co		Oregon	
	#	%	#	%	#	%
2019 Est. Pop Age 25+ by Edu. Attainment						
Less than 9th Grade	172	1.96	7,493	2.52	111,960.00	3.78
Some High School, No Diploma	590	6.71	12,281	4.13	179,695.00	6.07
High School Graduate (or GED)	2,340	26.60	63,021	21.18	688,146.00	23.23
Some College, No Degree	2,809	31.93	79,928	26.86	771,527.00	26.05
Associate's Degree	902	10.25	29,071	9.77	253,849.00	8.57
Bachelor's Degree	1,392	15.82	67,681	22.75	590,251.00	19.93
Master's Degree	444	5.05	26,055	8.76	252,791.00	8.54
Professional Degree	110	1.25	7,651	2.57	65,950.00	2.23
Doctorate Degree	39	0.44	4,367	1.47	47,692.00	1.61
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.						
High School Diploma	142	26.05	4,682	25.07	105,167	37.30
High School Graduate	113	20.73	3,737	20.01	69,565	24.68
Some College or Associate's Degree	208	38.16	6,694	35.84	68,058	24.14
Bachelor's Degree or Higher	82	15.05	3,562	19.07	39,120	13.88
2019 Est. Households by HH Income						
Income < \$15,000	380	7.65	9,419	5.68	162,550	9.61
Income \$15,000 - \$24,999	430	8.65	11,118	6.71	149,755	8.85
Income \$25,000 - \$34,999	478	9.62	10,886	6.57	156,494	9.25
Income \$35,000 - \$49,999	489	9.84	16,670	10.06	213,933	12.64
Income \$50,000 - \$74,999	1,058	21.30	28,848	17.41	301,072	17.79
Income \$75,000 - \$99,999	731	14.71	22,787	13.75	217,513	12.85
Income \$100,000 - \$124,999	515	10.37	18,108	10.93	158,390	9.36
Income \$125,000 - \$149,999	356	7.17	13,848	8.36	108,340	6.40
Income \$150,000 - \$199,999	282	5.68	15,245	9.20	103,510	6.12
Income \$200,000 - \$249,999	109	2.19	7,287	4.40	50,919	3.01
Income \$250,000 - \$499,999	97	1.95	7,760	4.68	47,720	2.82
Income \$500,000+	43	0.86	3,752	2.26	22,193	1.31
2019 Est. Average Household Income	\$83,499	--	\$109,493	--	\$86,845	--
2019 Est. Median Household Income	\$66,455	--	\$80,945	--	\$62,774	--
2019 Median HH Inc. by Single-Class. Race or Eth.						
White Alone	\$81,868	--	\$67,069	--	\$64,053	--
Black or African American Alone	\$57,642	--	\$66,272	--	\$40,674	--
American Indian and Alaskan Native Alone	\$54,960	--	\$28,055	--	\$43,051	--
Asian Alone	\$103,922	--	\$68,760	--	\$82,045	--
Native Hawaiian and Other Pacific Islander Alone	\$64,248	--	\$112,500	--	\$48,753	--
Some Other Race Alone	\$52,608	--	\$66,088	--	\$48,618	--
Two or More Races	\$73,934	--	\$55,800	--	\$55,354	--
Hispanic or Latino	\$62,032	--	\$57,417	--	\$48,427	--
Not Hispanic or Latino	\$82,269	--	\$67,162	--	\$64,463	--
2019 Est. Families by Poverty Status						
2019 Families at or Above Poverty	3,008	91.15	107,965	94.19	968,515	90.48
2019 Families at or Above Poverty with children	1,467	44.45	46,313	40.40	401,545	37.51
2019 Families Below Poverty	292	8.85	6,664	5.81	101,901	9.52
2019 Families Below Poverty with children	208	6.30	4,775	4.17	74,969	7.00

Household Demographics (2019)

Demographic Indicator	Gladstone		Clackamas Co		Oregon	
	#	%	#	%	#	%
2019 Est. Pop Age 15+ by Marital Status						
Total, Never Married	3,280	32.12	92,401	26.49	1,079,713	30.95
Male, Never Married	1,950	19.09	49,788	14.27	588,653	16.87
Female, Never Married	1,330	13.02	42,613	12.22	491,060	14.08
Married, Spouse Present	4,374	42.83	182,864	52.42	1,621,424	46.48
Married, Spouse Absent	390	3.82	12,028	3.45	138,417	3.97
Widowed	647	6.33	18,325	5.25	189,931	5.44
Male, Widowed	132	1.29	3,663	1.05	42,913	1.23
Female, Widowed	515	5.04	14,662	4.20	147,018	4.21
Divorced	1,522	14.90	43,218	12.39	459,205	13.16
Male, Divorced	554	5.42	19,277	5.53	201,239	5.77
Female, Divorced	968	9.48	23,941	6.86	257,966	7.39
2019 Est. Households by Household Type						
Family Households	3,300	66.42	114,629	69.17	1,070,416	63.25
NonFamily Households	1,668	33.58	51,099	30.83	621,973	36.75
2019 Est. Group Quarters Population						
2019 Est. Group Quarters Population	115	0.94	3,025	0.72	90,420	2.14
2019 HHs By Ethnicity, Hispanic/Latino						
2019 HHs By Ethnicity, Hispanic/Latino	271	5.46	9,464	5.71	141,321	8.35
2019 Est. Family HH Type by Presence of Own Child.						
Married Couple Family, own children	907	27.48	36,972	32.25	316,799	29.60
Married Couple Family, no own children	1,465	44.39	53,788	46.92	498,694	46.59
Male Householder, own children	132	4.00	3,978	3.47	41,919	3.92
Male Householder, no own children	132	4.00	3,554	3.10	36,596	3.42
Female Householder, own children	370	11.21	9,140	7.97	103,185	9.64
Female Householder, no own children	294	8.91	7,197	6.28	73,223	6.84
2019 Est. Households by Household Size						
1-Person Household	1,368	27.54	41,881	25.27	480,741	28.41
2-Person Household	1,718	34.58	58,298	35.18	601,028	35.51
3-Person Household	833	16.77	27,447	16.56	257,433	15.21
4-Person Household	625	12.58	22,438	13.54	198,218	11.71
5-Person Household	268	5.39	9,732	5.87	91,643	5.42
6-Person Household	98	1.97	3,799	2.29	38,599	2.28
7-or-more-person	58	1.17	2,133	1.29	24,727	1.46
2019 Est. Average Household Size	2.45	--	2.53	--	2.44	--

More Household Demographics (2019)

Demographic Indicator	Gladstone		Clackamas Co		Oregon	
	#	%	#	%	#	%
2019 Est. Households by Presence of People Under 18						
2019 Est. Households by Presence of People Under 18	1,572	31.64	54,747	33.03	508,929	30.07
Households with 1 or More People under Age 18						
Married Couple Family	978	62.21	39,207	71.61	336,929	66.20
Other Family, Male Householder	150	9.54	4,525	8.27	47,980	9.43
Other Family, Female Householder	422	26.84	10,398	18.99	117,329	23.05
NonFamily Household, Male Householder	19	1.21	454	0.83	4,847	0.95
NonFamily Household, Female Householder	3	0.19	163	0.30	1,844	0.36
2019 Est. Households with No People under Age 18						
Households with No People under Age 18	3,396	68.36	110,981	66.97	1,183,460	69.93
Households with No People under Age 18						
Married Couple Family	1,392	40.99	51,544	46.44	478,619	40.44
Other Family, Male Householder	116	3.42	3,019	2.72	30,560	2.58
Other Family, Female Householder	244	7.18	5,934	5.35	59,059	4.99
NonFamily, Male Householder	714	21.02	22,740	20.49	287,696	24.31
NonFamily, Female Householder	930	27.39	27,744	25.00	327,526	27.68
2019 Est. Households by Number of Vehicles						
No Vehicles	396	7.97	9,349	5.64	127,238	7.52
1 Vehicle	1,439	28.96	43,012	25.95	538,603	31.82
2 Vehicles	1,851	37.26	65,098	39.28	641,213	37.89
3 Vehicles	803	16.16	31,543	19.03	262,017	15.48
4 Vehicles	349	7.03	10,332	6.23	83,893	4.96
5 or more Vehicles	130	2.62	6,394	3.86	39,425	2.33
2019 Est. Average Number of Vehicles	2.00	--	2.10	--	1.90	--
2019 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	1,280	22.60	41,446	22.07	563,612	31.43
15 - 29 Minutes	1,881	33.22	59,623	31.74	665,099	37.09
30 - 44 Minutes	1,469	25.94	47,505	25.29	328,341	18.31
45 - 59 Minutes	645	11.39	21,589	11.49	121,019	6.75
60 or more Minutes	388	6.85	17,671	9.41	115,319	6.43
2019 Est. Avg Travel Time to Work in Minutes	30.0	--	32.0	--	26.0	--
2019 Est. Workers Age 16+ by Transp. to Work						
2019 Est. Workers Age 16+ by Transp. to Work	5,844	100.00	202,841	100.00	1,915,864	100.00
Drove Alone	4,710	80.60	152,459	75.16	1,376,847	71.87
Carpooled	439	7.51	19,405	9.57	191,197	9.98
Public Transport	265	4.54	6,471	3.19	85,868	4.48
Walked	119	2.04	4,262	2.10	70,934	3.70
Bicycle	33	0.56	1,466	0.72	45,068	2.35
Other Means	49	0.84	2,194	1.08	20,945	1.09
Worked at Home	229	3.92	16,584	8.18	125,005	6.53

Housing Characteristics (2019)

Demographic Indicator	Gladstone		Clackamas Co		Oregon	
	#	%	#	%	#	%
2019 Est. Housing Units by Units in Structure						
1 Unit Attached	124	2.38	7,449	4.21	83,454	4.51
1 Unit Detached	3,645	69.97	121,148	68.41	1,171,131	63.25
2 Units	174	3.34	2,439	1.38	53,646	2.90
3 to 4 Units	244	4.68	5,313	3.00	81,617	4.41
5 to 19 Units	357	6.85	15,143	8.55	150,911	8.15
20 to 49 Units	79	1.52	4,712	2.66	58,322	3.15
50 or More Units	240	4.61	9,092	5.13	96,005	5.18
Mobile Home or Trailer	346	6.64	11,560	6.53	151,780	8.20
Boat, RV, Van, etc.	0	0.00	239	0.14	4,707	0.25
2019 Est. Housing Units by Year Structure Built						
Built 2014 or Later	370	7.10	17,513	9.89	155,073	8.38
Built 2010 to 2013	16	0.31	4,121	2.33	29,810	1.61
Built 2000 to 2009	317	6.09	25,164	14.21	270,253	14.60
Built 1990 to 1999	664	12.75	32,285	18.23	297,159	16.05
Built 1980 to 1989	458	8.79	22,798	12.87	187,907	10.15
Built 1970 to 1979	1,560	29.95	33,039	18.66	329,260	17.78
Built 1960 to 1969	509	9.77	15,311	8.65	160,484	8.67
Built 1950 to 1959	588	11.29	10,014	5.66	138,762	7.49
Built 1940 to 1949	273	5.24	5,352	3.02	90,454	4.88
Built 1939 or Earlier	454	8.72	11,498	6.49	192,411	10.39
2019 Est. Median Year Structure Built	1975	--	1986	--	1981	--
2019 Est. Occupied Housing Units by Tenure						
Housing Units, Owner-Occupied	3,066	61.72	114,450	69.06	1,047,569	61.90
Housing Units, Renter-Occupied	1,902	38.28	51,278	30.94	644,820	38.10
2019 Owner Occ. HUs: Avg. Length of Residence						
2019 Owner Occ. HUs: Avg. Length of Residence	16.4	--	15.0	--	15.0	--
2019 Renter Occ. HUs: Avg. Length of Residence						
2019 Renter Occ. HUs: Avg. Length of Residence	5.5	--	5.8	--	5.8	--
2019 Est. Owner-Occupied Housing Units by Value						
Value Less Than \$20,000	109	3.56	2,175	1.90	31,491	3.01
Value \$20,000 - \$39,999	79	2.58	1,756	1.53	21,792	2.08
Value \$40,000 - \$59,999	16	0.52	1,022	0.89	15,625	1.49
Value \$60,000 - \$79,999	11	0.36	689	0.60	12,128	1.16
Value \$80,000 - \$99,999	16	0.52	676	0.59	15,769	1.50
Value \$100,000 - \$149,999	98	3.20	2,244	1.96	60,218	5.75
Value \$150,000 - \$199,999	218	7.11	2,930	2.56	99,991	9.54
Value \$200,000 - \$299,999	956	31.18	16,844	14.72	232,095	22.16
Value \$300,000 - \$399,999	808	26.35	24,112	21.07	194,984	18.61
Value \$400,000 - \$499,999	484	15.79	22,557	19.71	139,330	13.30
Value \$500,000 - \$749,999	183	5.97	22,596	19.74	133,306	12.72
Value \$750,000 - \$999,999	44	1.44	9,484	8.29	55,720	5.32
Value \$1,000,000 - \$1,499,999	11	0.36	4,658	4.07	23,036	2.20
Value \$1,500,000 - \$1,999,999	22	0.72	1,422	1.24	6,177	0.59
Value \$2,000,000 or more	11	0.36	1,285	1.12	5,907	0.56
2019 Est. Median All Owner-Occupied Housing Value	\$303,318	--	\$419,904	--	\$316,276	--

Employment & Occupation – By Place of Residence (2019)

Demographic Indicator	Gladstone		Clackamas Co		Oregon	
	#	%	#	%	#	%
2019 Est. Pop Age 16+ by Employment Status						
In Armed Forces	0	0.00	135	0.04	2,703	0.08
Civilian - Employed	6,041	59.99	210,905	61.41	1,991,581	57.92
Civilian - Unemployed	437	4.34	9,865	2.87	132,566	3.85
Not in Labor Force	3,592	35.67	122,532	35.68	1,311,621	38.15
2019 Est. Employed Civilian Population 16+ by Occupation Classification						
White Collar	3,356	55.72	131,858	63.54	1,200,267	61.27
Blue Collar	1,442	23.94	40,226	19.39	367,574	18.76
Service and Farming	1,225	20.34	35,425	17.07	391,101	19.96
2019 Est. Civ. Employed Pop 16+ by Class of Worker						
2019 Est. Civ. Employed Pop 16+ by Class of Worker	6,023	100.00	207,509	100.00	1,958,942	100.00
For-Profit Private Workers	4,105	68.16	139,084	67.03	1,284,067	65.55
Non-Profit Private Workers	724	12.02	16,766	8.08	186,053	9.50
Local Government Workers	358	5.94	13,376	6.45	134,373	6.86
State Government Workers	174	2.89	7,786	3.75	96,899	4.95
Federal Government Workers	71	1.18	2,834	1.37	34,367	1.75
Self-Employed Workers	579	9.61	27,272	13.14	219,928	11.23
Unpaid Family Workers	12	0.20	391	0.19	3,255	0.17
2019 Est. Civ. Employed Pop 16+ by Occupation						
Architecture/Engineering	107	1.78	4,286	2.07	45,300	2.31
Arts/Design/Entertainment/Sports/Media	82	1.36	4,351	2.10	46,688	2.38
Building/Grounds Cleaning/Maintenance	204	3.39	5,705	2.75	71,472	3.65
Business/Financial Operations	224	3.72	10,275	4.95	88,719	4.53
Community/Social Services	46	0.76	3,264	1.57	41,031	2.10
Computer/Mathematical	154	2.56	5,476	2.64	60,469	3.09
Construction/Extraction	313	5.20	9,937	4.79	85,028	4.34
Education/Training/Library	253	4.20	11,246	5.42	109,309	5.58
Farming/Fishing/Forestry	12	0.20	2,487	1.20	36,684	1.87
Food Preparation/Serving Related	493	8.19	11,120	5.36	123,102	6.28
Healthcare Practitioner/Technician	200	3.32	12,885	6.21	108,207	5.52
Healthcare Support	154	2.56	4,344	2.09	42,477	2.17
Installation/Maintenance/Repair	189	3.14	5,472	2.64	49,778	2.54
Legal	30	0.50	1,973	0.95	20,110	1.03
Life/Physical/Social Science	69	1.15	1,688	0.81	20,484	1.05
Management	498	8.27	25,853	12.46	210,799	10.76
Office/Administrative Support	1,006	16.70	25,976	12.52	250,294	12.78
Production	456	7.57	11,355	5.47	111,117	5.67
Protective Services	74	1.23	3,345	1.61	29,731	1.52
Sales/Related	687	11.41	24,585	11.85	198,857	10.15
Personal Care/Service	288	4.78	8,424	4.06	87,635	4.47
Transportation/Material Moving	484	8.04	13,462	6.49	121,651	6.21

PRIZM Household Segmentation (1st Page)

Household Segment		Oregon		Gladstone		
Code	Name	Count	%	Count	%	Index
1	Upper Crust	12,491	0.74	0	0.00	0
2	Networked Neighbors	13,679	0.81	1	0.02	2
3	Movers & Shakers	17,838	1.05	0	0.00	0
4	Young Digerati	43,631	2.58	0	0.00	0
5	Country Squires	19,412	1.15	0	0.00	0
6	Winner's Circle	18,466	1.09	8	0.16	15
7	Money & Brains	28,122	1.66	0	0.00	0
8	Gray Power	16,724	0.99	41	0.82	84
9	Big Fish, Small Pond	18,063	1.07	0	0.00	0
10	Executive Suites	22,628	1.34	143	2.88	215
11	Fast-Track Families	30,549	1.80	0	0.00	0
12	Cruisin' to Retirement	35,015	2.07	502	10.11	488
13	Upward Bound	31,269	1.85	221	4.45	241
14	Kids & Cul-de-Sacs	15,989	0.94	84	1.69	179
15	New Homesteaders	13,642	0.81	0	0.00	0
16	Beltway Boomers	14,535	0.86	58	1.17	136
17	Urban Elders	11,018	0.65	0	0.00	0
18	Mayberry-ville	55,455	3.28	0	0.00	0
19	American Dreams	39,108	2.31	0	0.00	0
20	Empty Nests	29,882	1.77	252	5.07	287
21	The Cosmopolitans	61,553	3.64	0	0.00	0
22	Middleburg Managers	41,504	2.45	219	4.41	180
23	Township Travelers	6,617	0.39	0	0.00	0
24	Pickup Patriarchs	14,827	0.88	0	0.00	0
25	Up-and-Comers	23,659	1.40	127	2.56	183
26	Home Sweet Home	20,110	1.19	559	11.25	947
27	Big Sky Families	22,132	1.31	0	0.00	0
28	Country Casuals	31,486	1.86	0	0.00	0
29	White Picket Fences	30,435	1.80	0	0.00	0
30	Pools & Patios	16,630	0.98	377	7.59	772
31	Connected Bohemians	44,477	2.63	0	0.00	0
32	Traditional Times	23,075	1.36	0	0.00	0
33	Second City Startups	5,956	0.35	0	0.00	0
34	Young & Influential	13,761	0.81	17	0.34	42
35	Urban Achievers	35,450	2.10	0	0.00	0
= Below Average Index				= Above Average Index		

PRIZM Household Segmentation (2nd Page)

Household Segment		Oregon		Gladstone		
Code	Name	Count	%	Count	%	Index
36	Toolbelt Traditionalists	37,424	2.21	542	10.91	493
37	Bright Lights, Li'l City	18,949	1.12	220	4.43	396
38	Hometown Retired	24,761	1.46	0	0.00	0
39	Kid Country, USA	15,425	0.91	0	0.00	0
40	Aspiring A-Listers	31,937	1.89	0	0.00	0
41	Domestic Duos	20,775	1.23	206	4.15	338
42	Multi-Culti Mosaic	16,816	0.99	0	0.00	0
43	City Roots	38,038	2.25	0	0.00	0
44	Country Strong	39,197	2.32	0	0.00	0
45	Urban Modern Mix	39,529	2.34	0	0.00	0
46	Heartlanders	30,636	1.81	0	0.00	0
47	Striving Selfies	32,968	1.95	66	1.33	68
48	Generation Web	30,539	1.80	161	3.24	180
49	American Classics	35,694	2.11	213	4.29	203
50	Metro Grads	22,383	1.32	278	5.60	423
51	Campers & Camo	25,080	1.48	0	0.00	0
52	Simple Pleasures	41,803	2.47	0	0.00	0
53	Lo-Tech Singles	16,491	0.97	138	2.78	285
54	Struggling Singles	18,590	1.10	129	2.60	236
55	Red, White & Blue	14,672	0.87	0	0.00	0
56	Multi-Culti Families	3,810	0.23	0	0.00	0
57	Back Country Folks	42,361	2.50	0	0.00	0
58	Golden Ponds	37,241	2.20	0	0.00	0
59	New Melting Pot	24,777	1.46	152	3.06	209
60	Small-Town Collegiates	14,155	0.84	0	0.00	0
61	Second City Generations	7,022	0.41	0	0.00	0
62	Crossroad Villagers	29,191	1.73	0	0.00	0
63	Low-Rise Living	39,168	2.31	0	0.00	0
64	Family Thrifts	6,941	0.41	0	0.00	0
65	Young & Rustic	11,251	0.67	0	0.00	0
66	New Beginnings	18,954	1.12	144	2.90	259
67	Park Bench Seniors	13,690	0.81	110	2.21	274
68	Bedrock America	12,933	0.76	0	0.00	0
	Total	1,692,389	100.00	4,968	100.00	100
	= Below Average Index			= Above Average Index		

Source: Environics/Claritas. Index values are relative to Oregon @ 100.