

Demographic, Education, and Workforce Trends Impacting the Greater Fargo- Moorhead Metropolitan Area



The Chamber of Fargo, Moorhead, and West Fargo
September 26th, 2013

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Center for Social Research (CSR) at NDSU

- ▶ ND Compass is a project of the Center for Social Research (CSR) at NDSU (www.ndsu.edu/csr)

- ▶ Dr. Richard Rathge retired last month
 - Former Director of the ND State Data Center at NDSU (and ND Compass and ND KIDS COUNT)
 - NDSDC service activities (data requests, presentations, population projections, demographic trends) transitioned to the ND Census Office in the ND Department of Commerce Jan. 1, 2012 (www.commerce.nd.gov/census)
 - Research activities transitioned to the CSR at NDSU and we continue to do the great work you have come to expect from us!

Presentation Objectives:

1. To introduce the social indicators website ND Compass and its resources.
2. To present an overview of trends in demographics, trends, and education impacting the metro area.

... Measuring progress. Inspiring action.

ND Compass

ND Compass is a project of the Center for Social Research (CSR) at NDSU

- ▶ A one-stop social indicators website in North Dakota with tools to help access and interpret data.

... Measuring progress. Inspiring action.



ND Compass

Compass **gives everyone** in our state
– policymakers, business and
community leaders, concerned
individuals who live and work here –
a **common foundation** to identify,
understand, and act on quality of life
issues that affect our communities.

... Measuring progress. Inspiring action.

Working to Change the Equation

From:

Good intentions +

No common base of information =

Inefficient decisions

To:

Good intentions +

Sound, credible information +

Common sense of purpose =

***Productive decisions
for strong communities***

The screenshot shows the North Dakota Compass website. At the top, there is a navigation menu with categories: OPICS, Aging, Children & Youth, Civic Engagement, Demographics, Disabilities, Early Childhood, Economy, Education, Environment, Health, Housing, and Workforce. Below the menu, a header reads "WELCOME TO NORTH DAKOTA COMPASS". A sub-header states: "By tracking and analyzing trends in areas that affect our quality of life, Compass gives everyone in our state – policymakers, business and community leaders, and concerned individuals who live and work here – a common foundation to act on issues to improve our communities. MORE >". To the right of this text is a map of North Dakota with various data points. Below the header, there are several sections: "STAY INFORMED" with an email sign-up form; "FOR DISCUSSION" featuring a profile of Jasper Schneider, Director for USDA Rural Development; "ASK A RESEARCHER" featuring a profile of Nancy Hodor, an assistant research professor with NDSU; and "COMPASS NEWS" with a small article snippet. At the bottom right, there is a footer with the website URL: www.ndcompass.org.



ND Compass

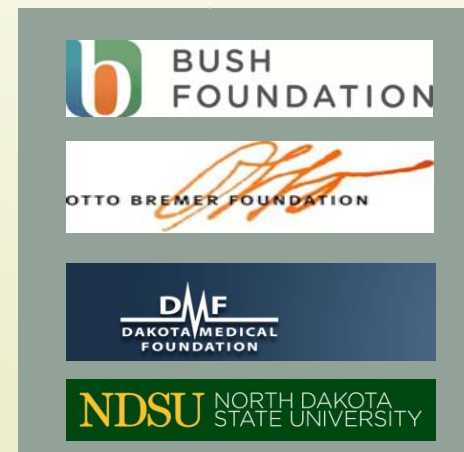
- A one-stop social indicators website in North Dakota with tools to help access and interpret data.
- More than 1,000 graphs and tables
- 39 key measures in 12 topic areas
- Data by state, region, county, metro/micro areas, reservations
- Data by race, ethnicity, gender, income, and more
- Monthly analysis from researchers and commentary from community leaders and funders
- Twitter feed and Facebook page with breaking data news
- An e-library of recent publications and research-tested strategies

... Measuring progress. Inspiring action.

Partnerships

- ▶ Wilder Research – created and operates the award-winning MN Compass site
 - Model for ND Compass
 - Run the “back-end”

- ▶ Funding Partners



... Measuring progress. Inspiring action.

Input from Stakeholders

- Steering Committee, Advisory Committee, Topic-Specific Technical Working Groups

ND Compass engages data users, community stakeholders, and funders to:

Assess relevancy of topics and key measures

: Reflect quality-of-life

: Data availability

Suggest resources

Help champion our site

Greater Fargo Moorhead Metropolitan Area

Census Bureau designation
“Fargo Metro Area” = all the
communities in Cass and
Clay counties

Contributing to a conversation about “quality of life”

- ▶ “What it’s about is the quality of life for each and every one of our citizens. We will have communities that are great to live in over a long period of time.”
 - Governor Dalrymple (*Fargo Monthly*, September 2013)

Data you likely already know:

- ▶ Weathered recession very well
- ▶ Seeing improved wages
- ▶ Low unemployment
- ▶ High levels of education
- ▶ Increases in population
- ▶ Increases in births, school enrollments
- ▶ Diverse economy
- ▶ Strong housing market
- ▶ Affordable cost-of-living (e.g., housing) compared to many other metro areas

September 2013 issue of *Fargo Monthly* does a great job of highlighting many of the areas' strengths:
<http://www.fmspotlight.com/the-magazine/>

Dynamics in play – anecdotal evidence, each a research study itself

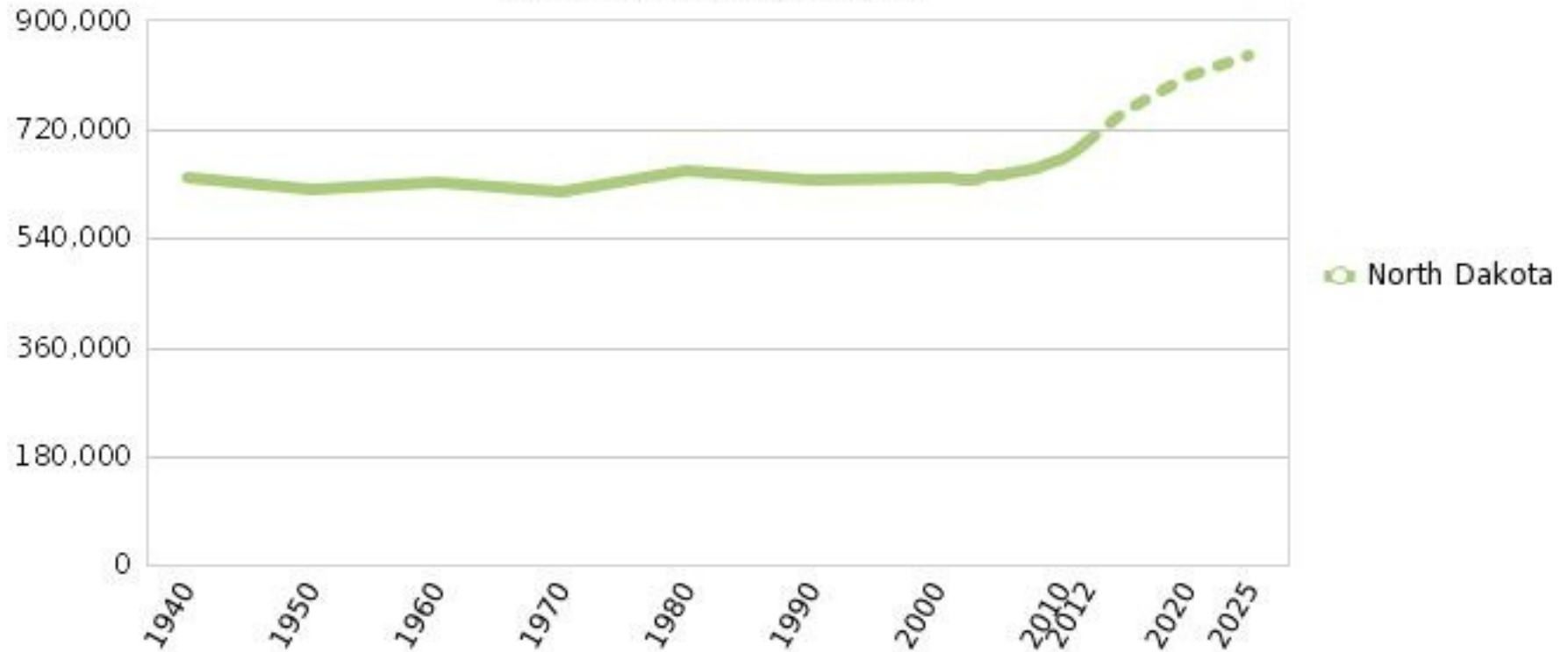
- ▶ Ripple effects of the oil boom in western ND on our community
 - Economic driver, population boon, issues such as homelessness
- ▶ Dynamics of city, state policies
 - Tax and wage policies
 - Growth policies
- ▶ Water
 - Too much, too little, clean enough
- ▶ Forecasts
 - Population, employment, housing

Statewide Trends Impacting Our Community

- » Including the impacts of the oil boom on western ND and beyond

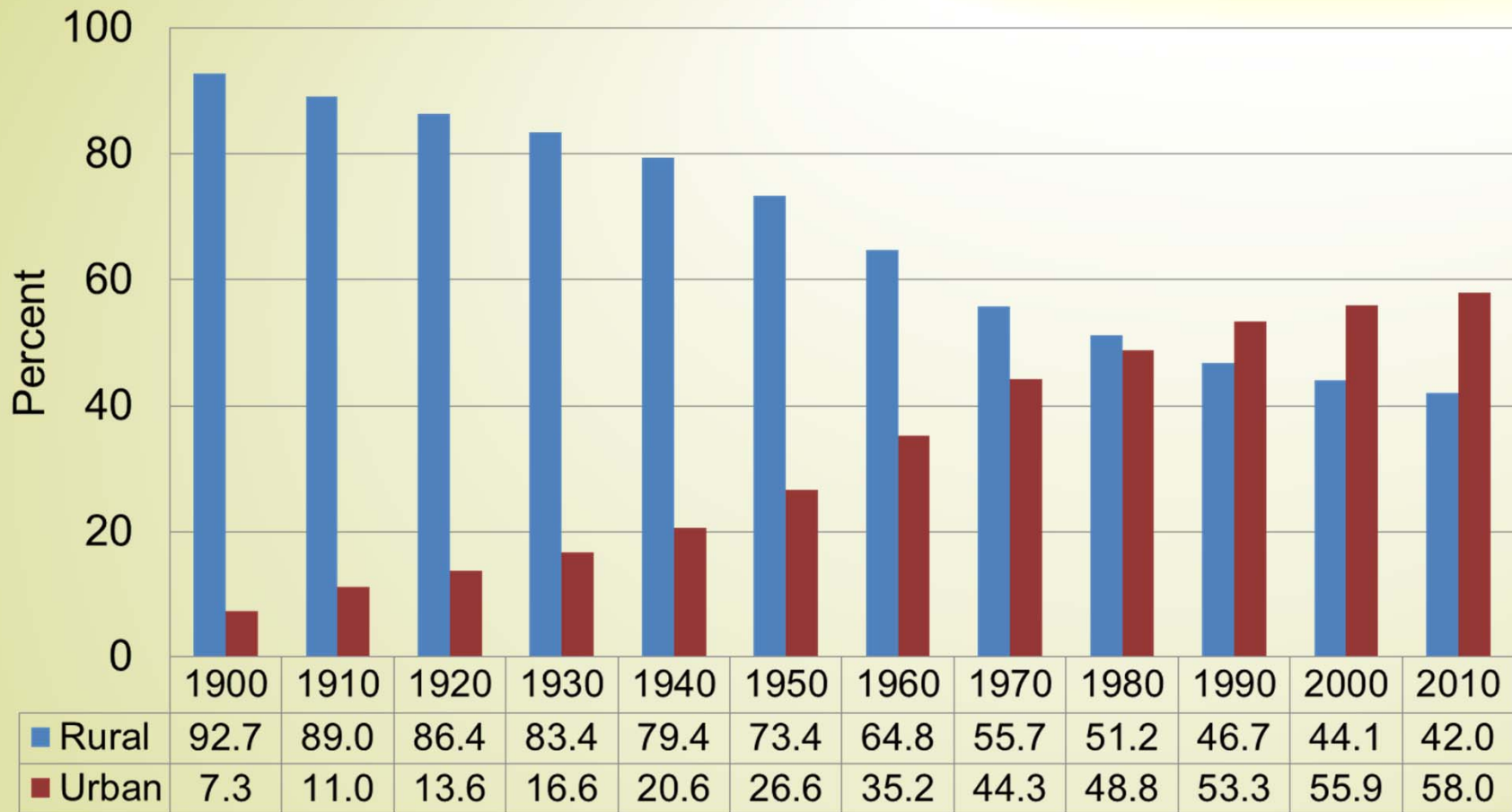
Total population, trend and forecast

North Dakota, 1940-2025



North Dakota Population >>

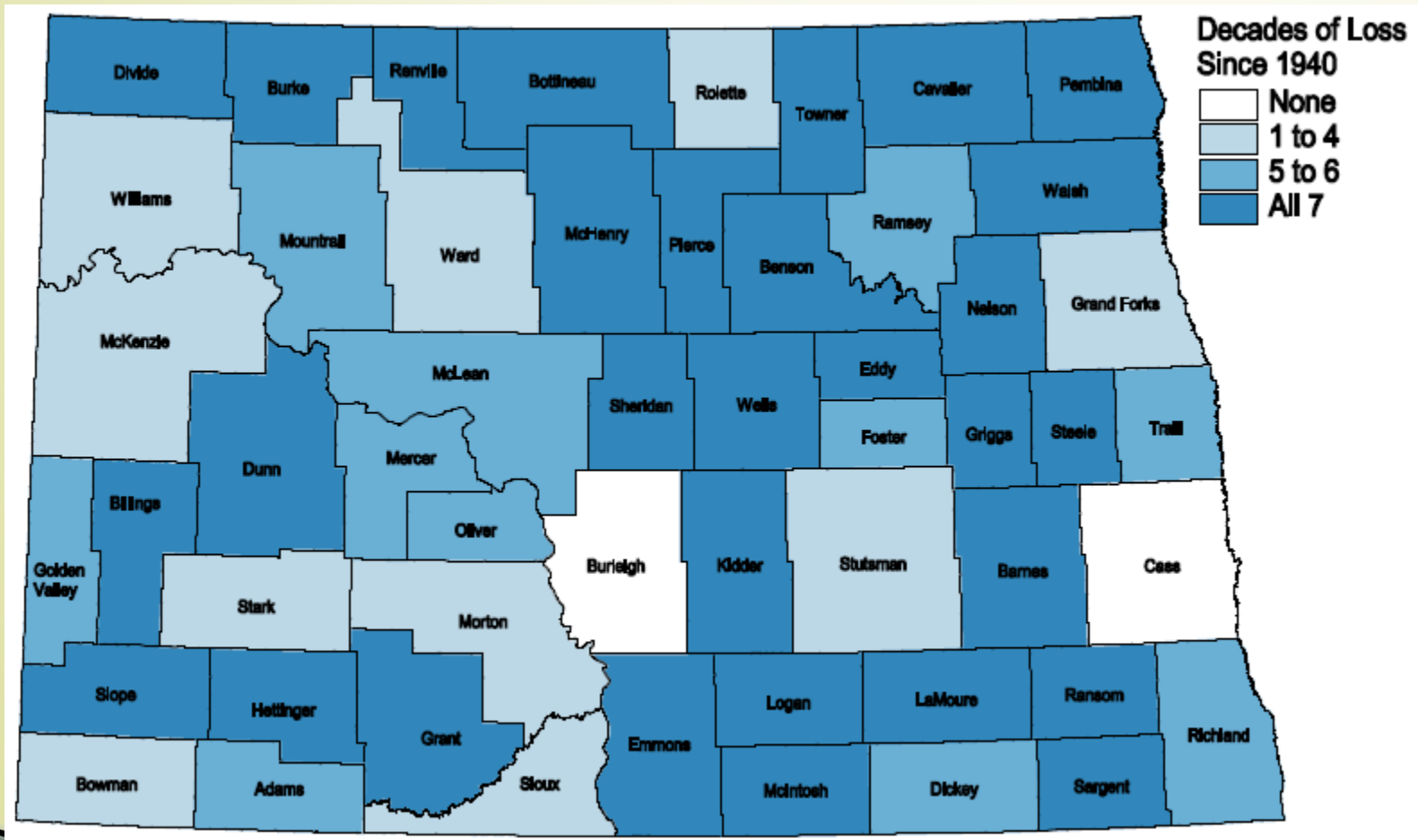
North Dakota's 2012 population reached a historic high – 699,628. The previous peak was in 1930 at 680,845.

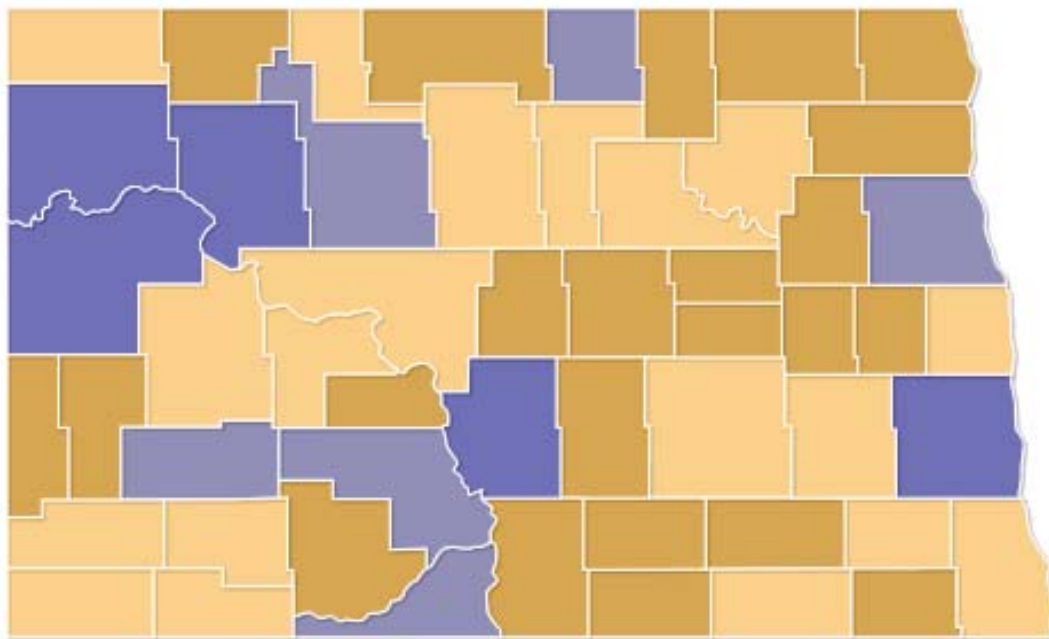


ND Rural–Urban Population Distribution >>

More North Dakotans live in urban areas (2,500+) by 1990.
 223 (62%) of ND's 357 incorporated places are smaller than 250 people.

Cass County experienced no decades of population loss from 1940–2010 – an exception in the state!



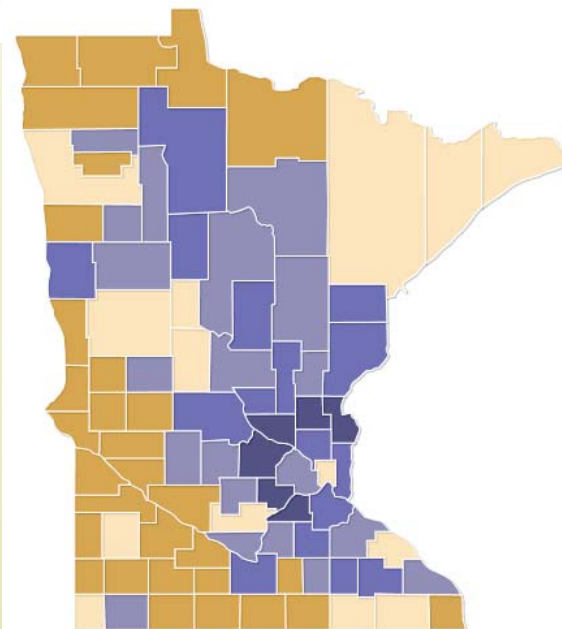


- Growth of 10% or more
- Growth of less than 10%
- Decline of less than 10%
- Decline of 10% or more

Compiled by

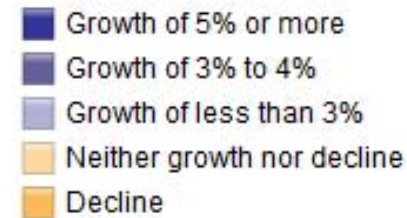
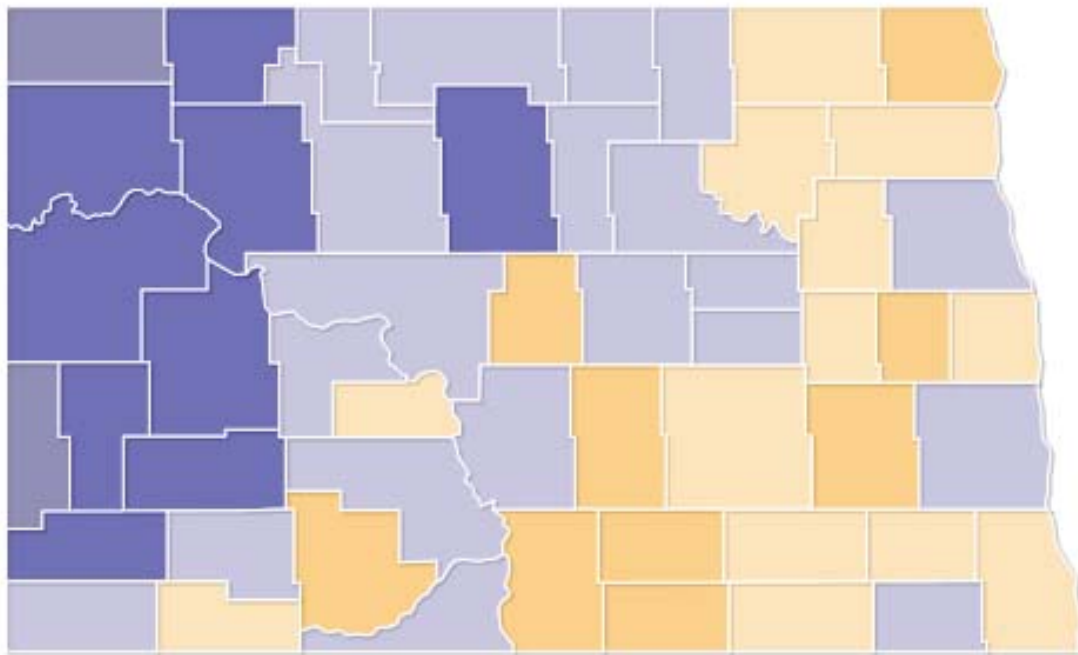
% Change in Population: 2000–2010

- 11 of 53 ND counties gained population from 2000 to 2010.
- Growth in MN concentrated in the Twin Cities and into lake country.



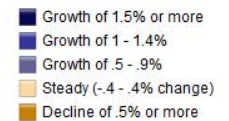
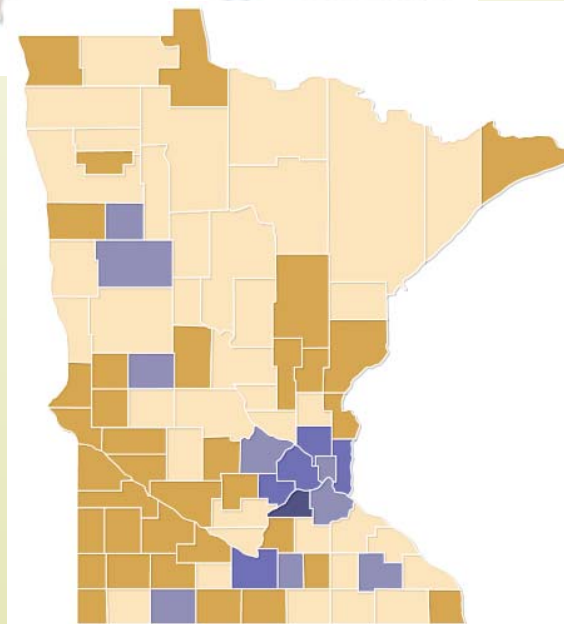
- Growth of 20% or more
- Growth of 10 - 19.9%
- Growth of 2 - 9.9%
- Steady (-1.9 - 1.9% change)
- Decline of 2% or more

Compiled by
Compass

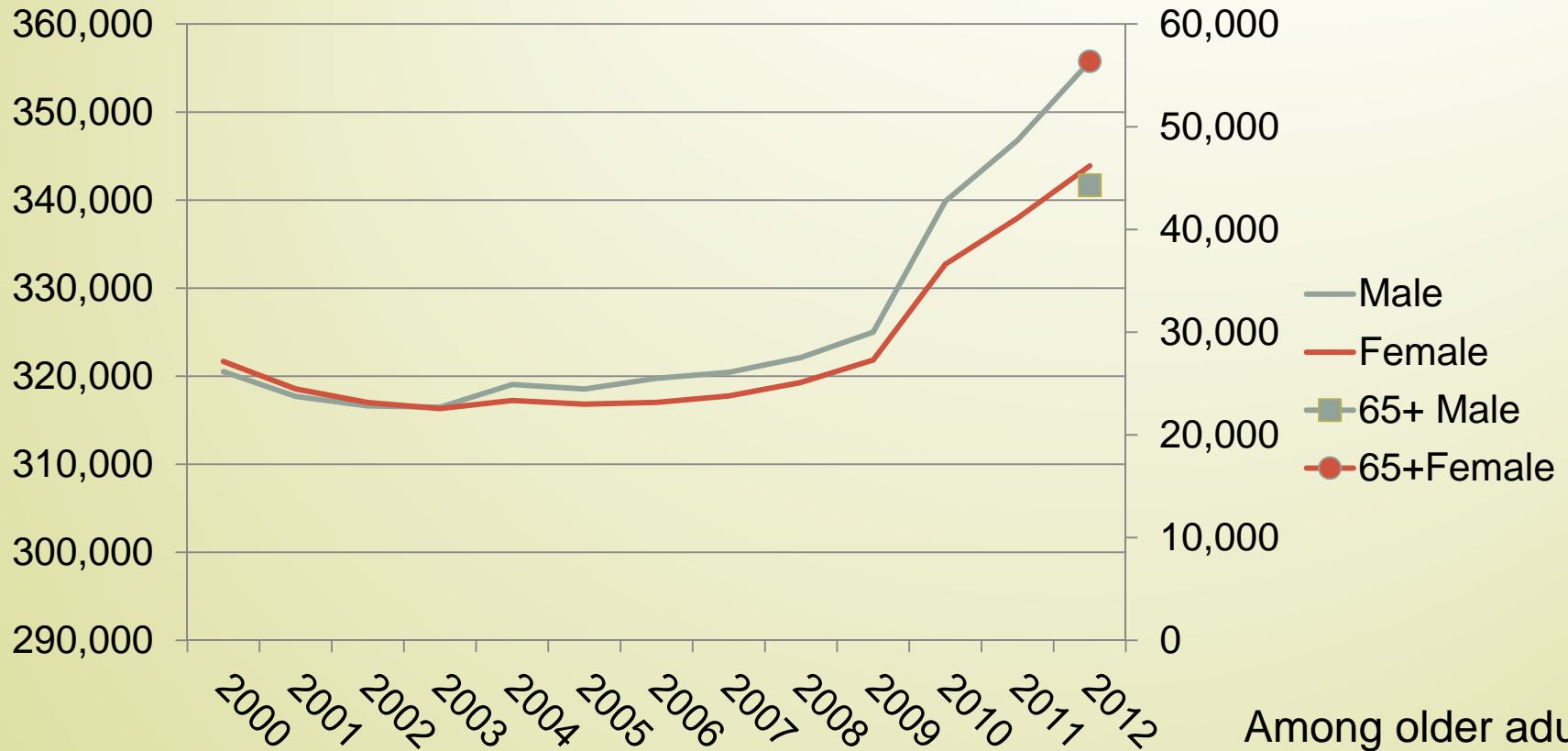


% Change in Population: 2011–2012

- ND's population grew 2.2% from 2011 to 2012, the fastest growth among all states; 38 of 53 ND counties gained population from 2011 to 2012.
- MN counties of ND metro/micro areas considered "steady". Much less growth in the state overall.
- Population loss still a reality in both states.



Gender Distribution

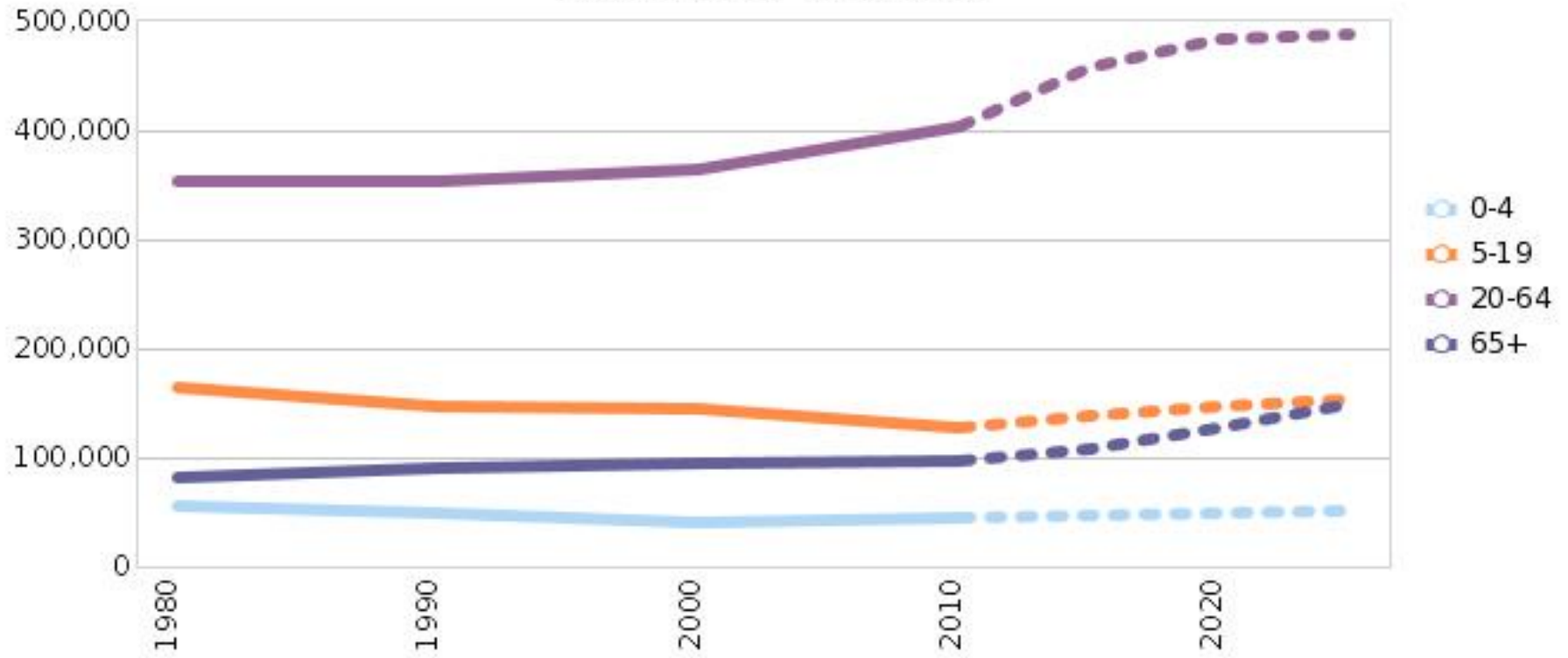


Source: U.S. Census Bureau, Population Division

Among older adults, ND had 77 men for every 100 women.*

Population by select age groups, trend and forecast

North Dakota, 1980-2025



Population by Age »»

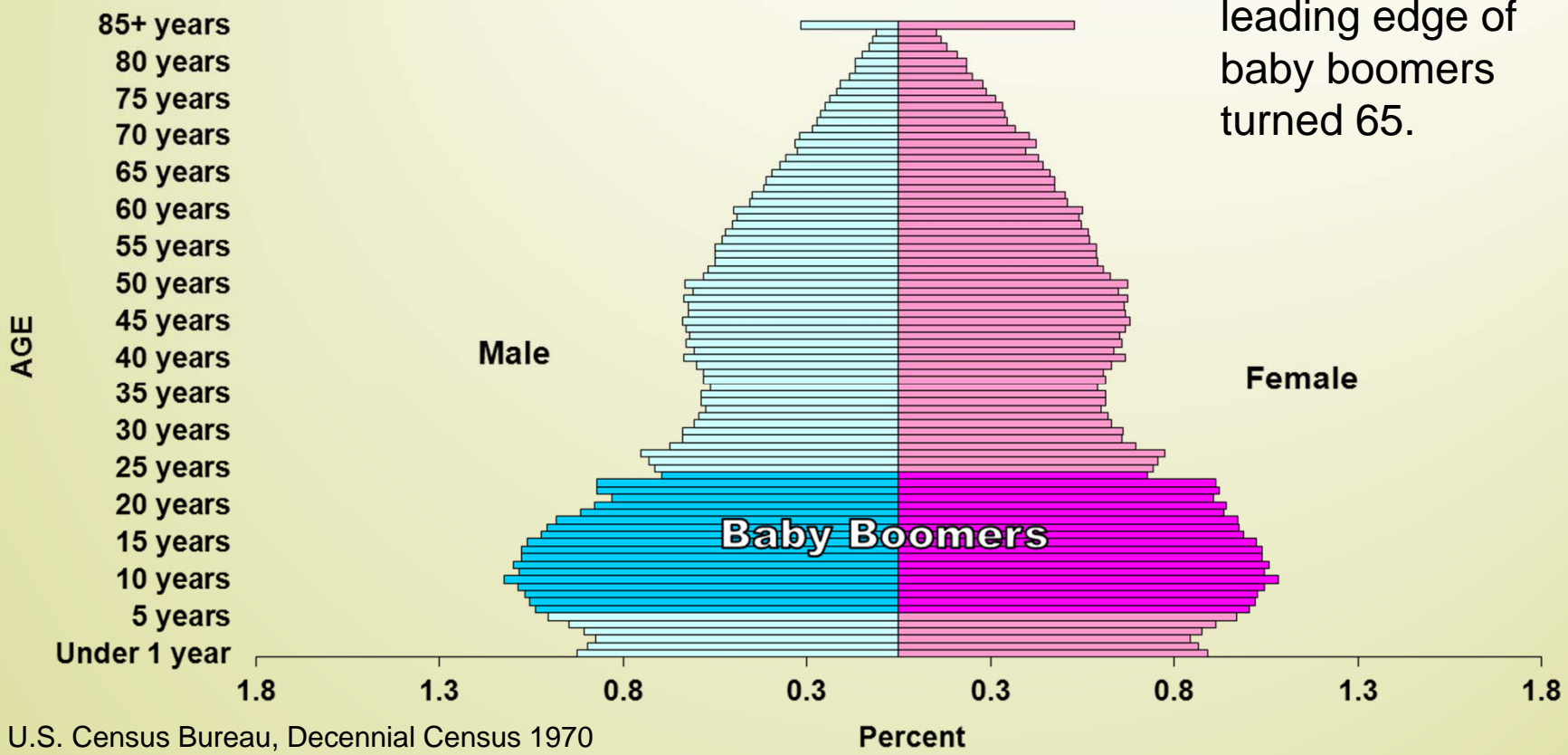
Growth in working age pop corresponds to small growth in # of children.

Growing #, % of elderly: 12% in 1980, projected to reach 18% by 2025.

Continued Population Increase Projected

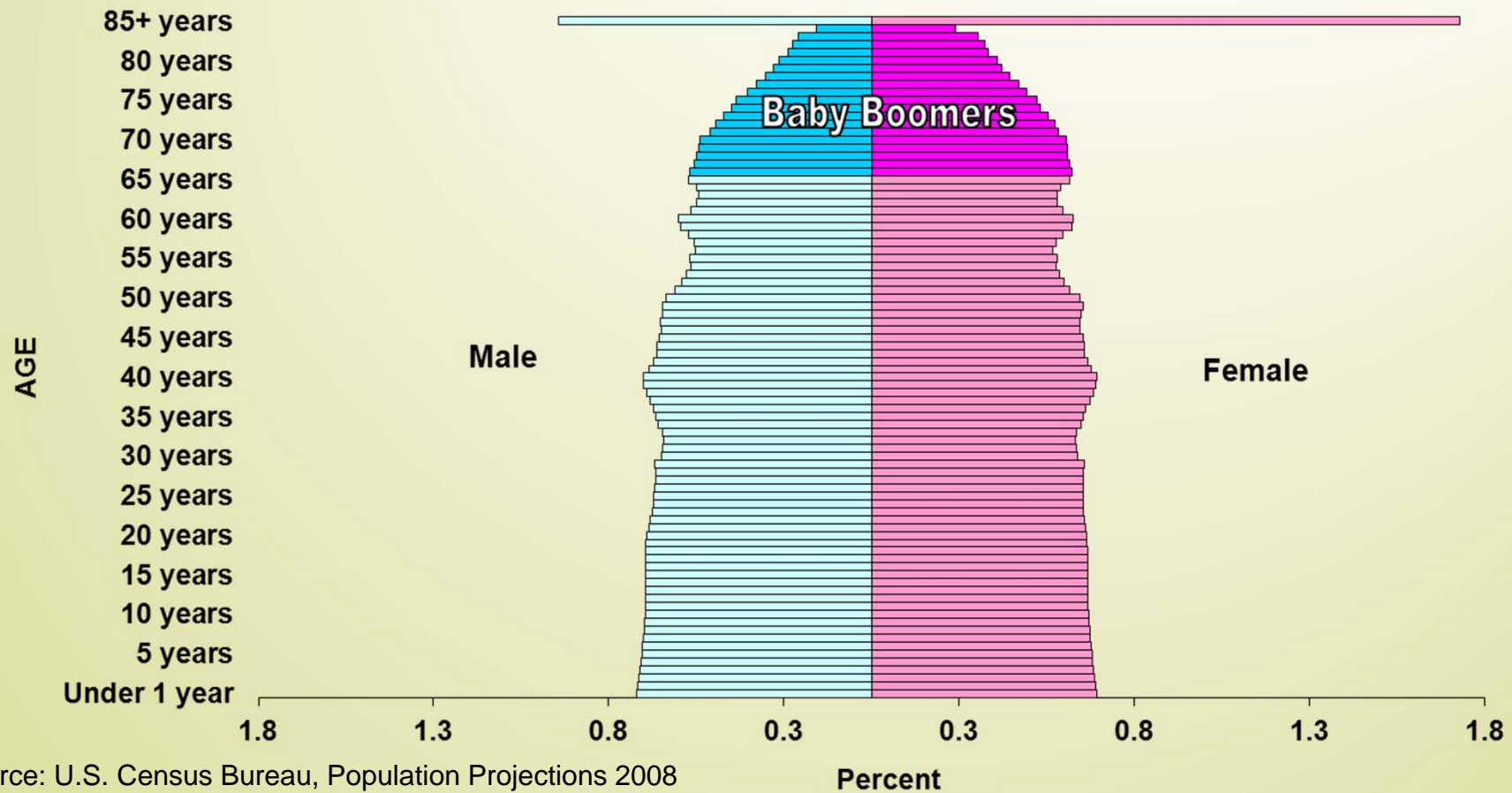
- ▶ Increases in age groups (largely due to oil boom) lessening the “graying of ND”
- ▶ # of older adults in ND is expected to increase 50%.*
 - From 98,595 in 2011 to 148,060 in 2025.
 - McKenzie, Williams, Divide counties more than double # of seniors
 - Overall state proportion rise to 18% (from 14% now)
- ▶ In 2012, ND had the 2nd highest proportion of older adults ages 85+ in the nation at 2.5%.*
 - # more than doubled from 1980 to 2012
 - Expected to stay fairly stable during next 14 years (grow again when baby boomers reach this age bracket)

Population by Single Year of Age and Sex in the U.S. : 1970

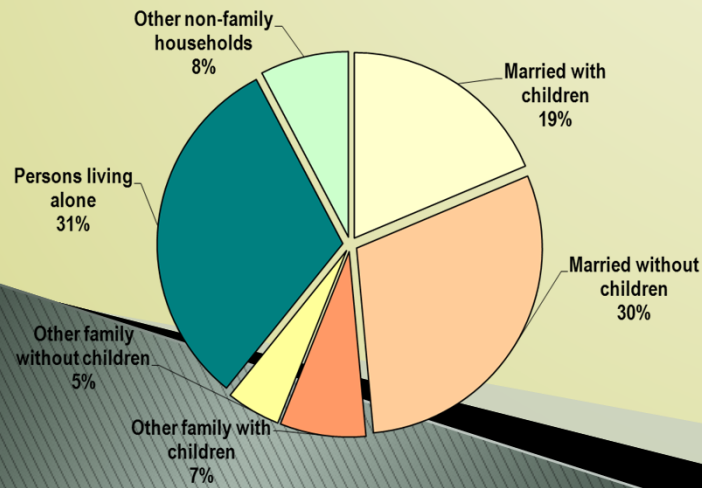
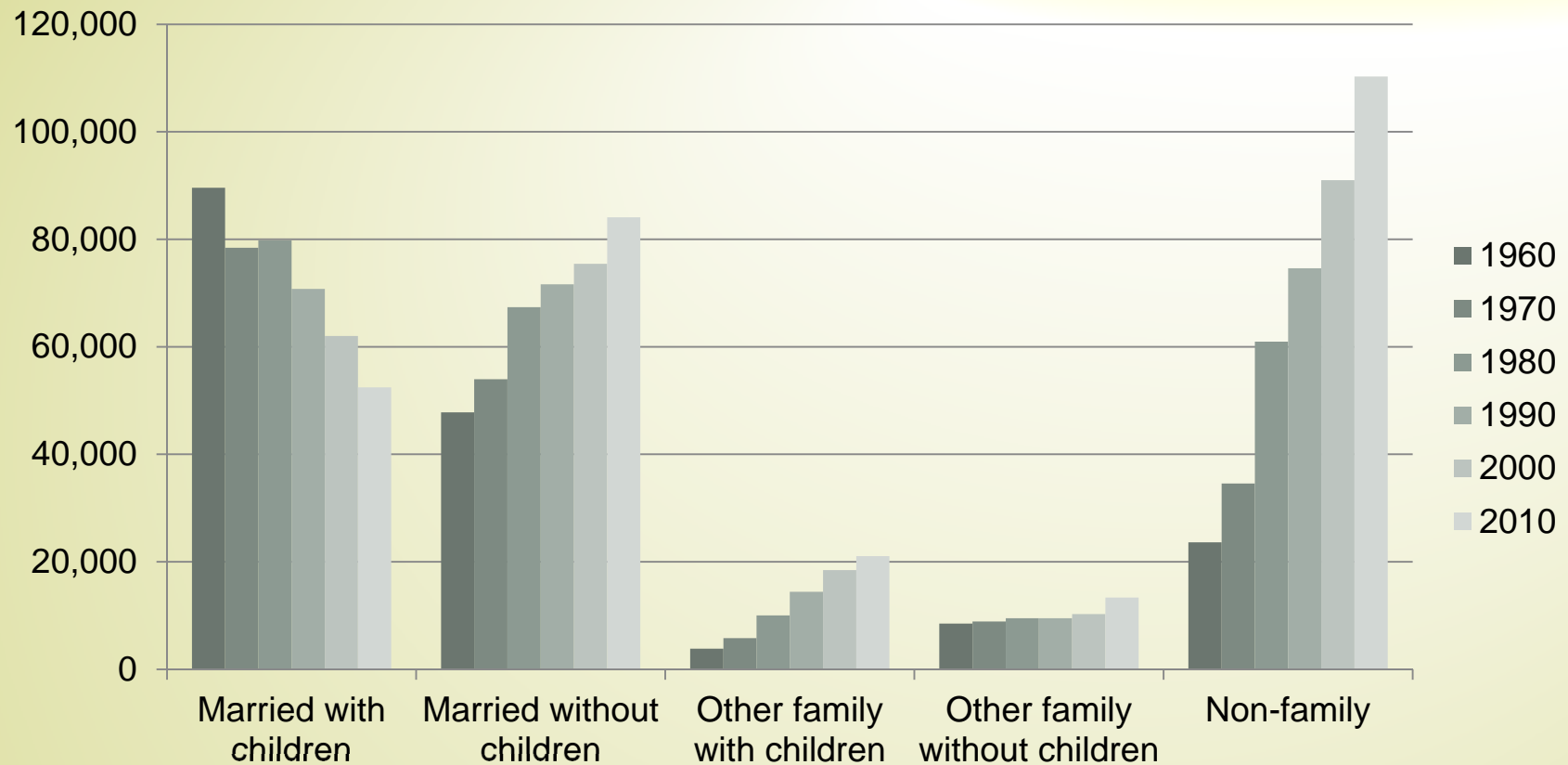


Source: U.S. Census Bureau, Decennial Census 1970

Population by Single Year of Age and Sex in the U.S. : 2030



Source: U.S. Census Bureau, Population Projections 2008



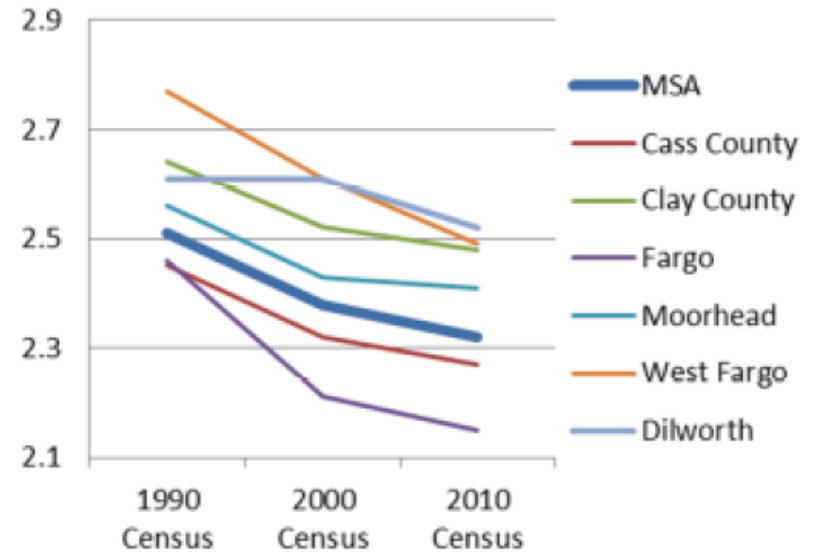
ND Households by Type >>

Dramatic shifts over the past several decades include decrease in # and proportion that are married with children while other types have growth. Non-family households have seen greatest increases (people living alone).

Average household size continues to decrease

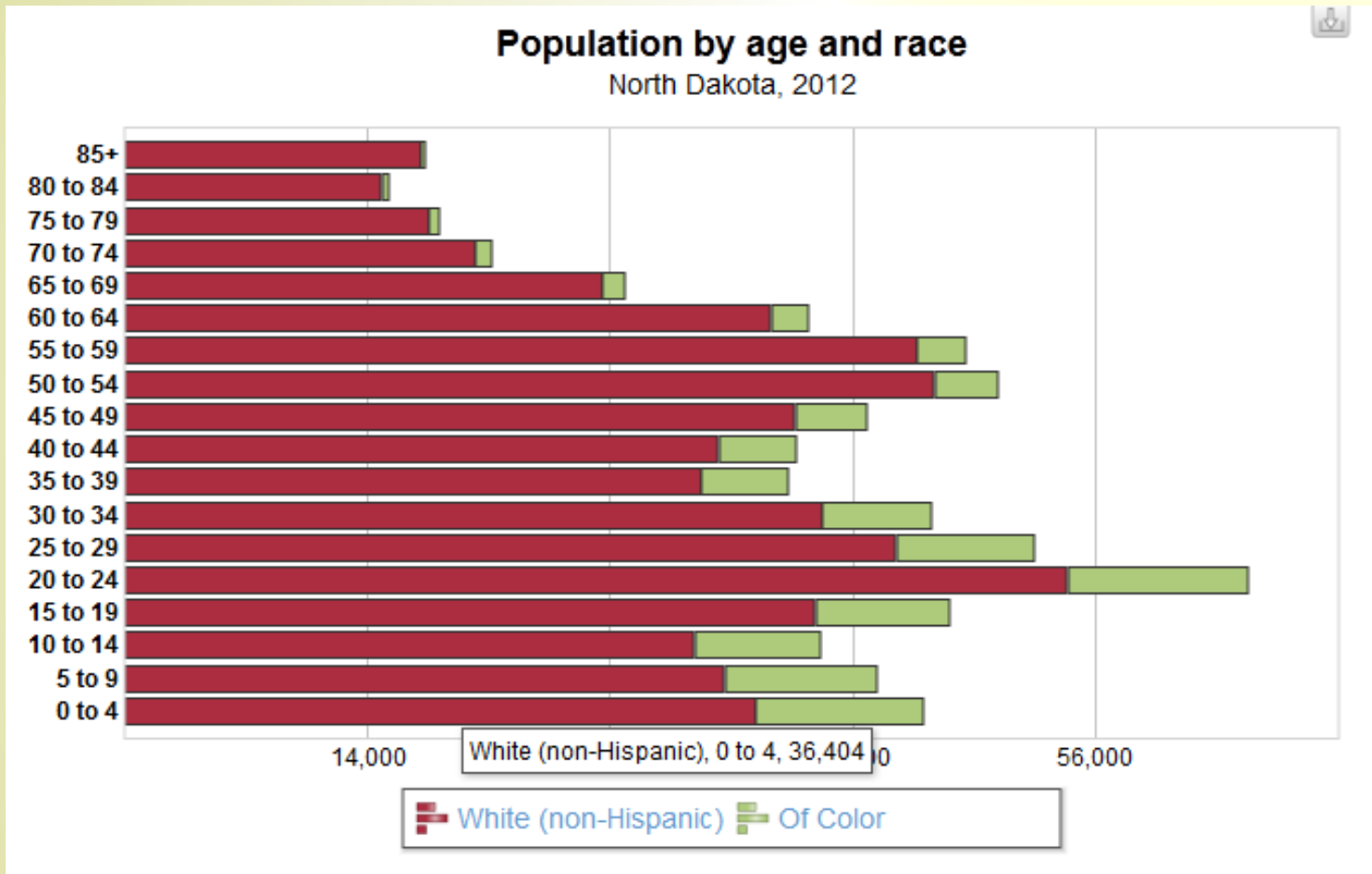
Figure 4. Census Average Household Size by Geography

Jurisdiction	1990 Census	2000 Census	2010 Census
MSA	2.51	2.38	2.32
Cass County	2.45	2.32	2.27
Clay County	2.64	2.52	2.48
Fargo	2.46	2.21	2.15
Moorhead	2.56	2.43	2.41
West Fargo	2.77	2.61	2.49
Dilworth	n/a	2.61	2.52



Source:

<http://www.fmmetrocog.org/new/assets/documents/news%20and%20events/Demographic%20Forecast%20Final%20Report%20-%20December%202012.pdf>



Population Diversity »»

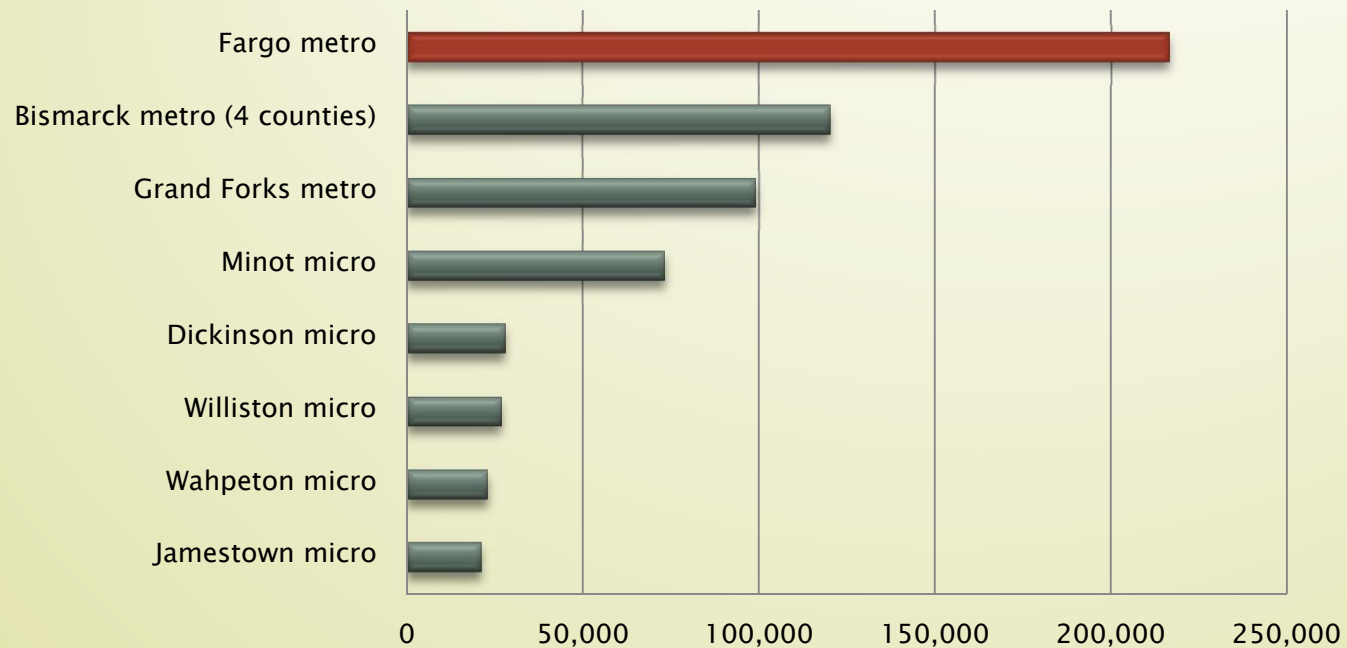
Diversity is increasing, with much larger numbers/proportions of Of Color residents in the younger age groups.

Local context

» Strengths and opportunities

Fargo metro most populated in state = 216,312 people

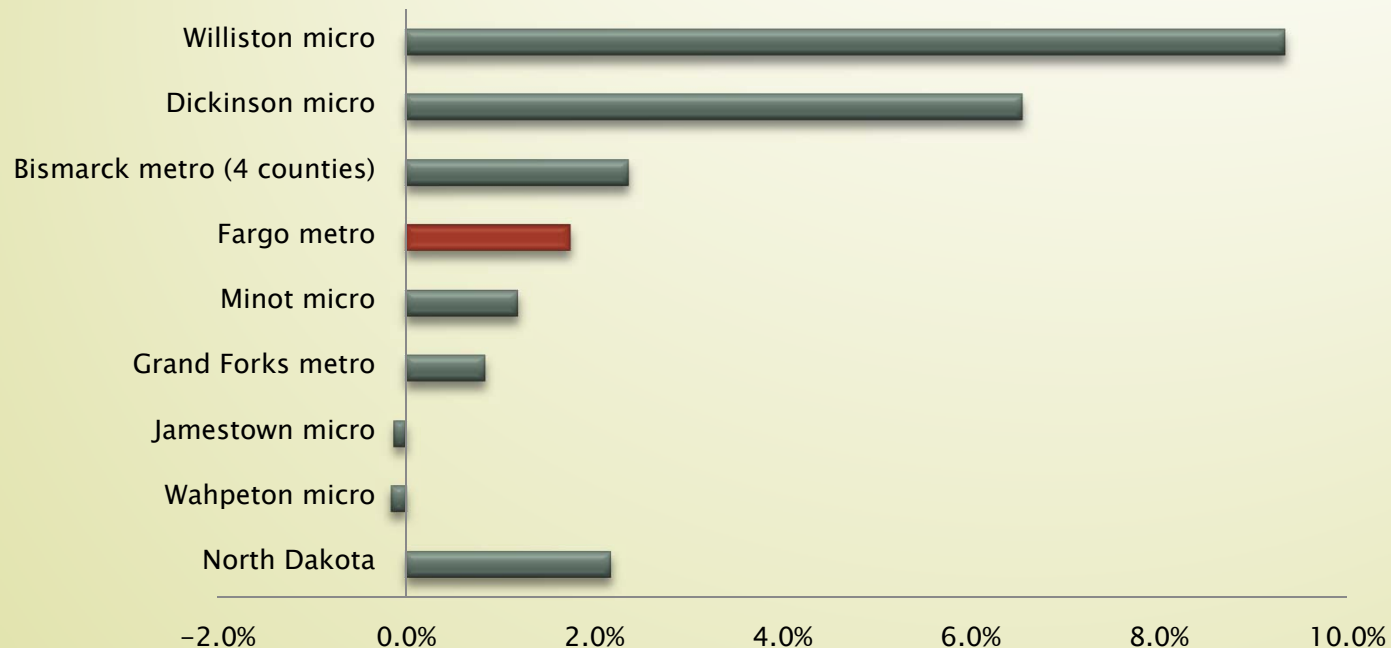
Population of ND Metro/Micro Areas, 2012



	Jamestown micro	Wahpeton micro	Williston micro	Dickinson micro	Minot micro	Grand Forks metro	Bismarck metro (4 counties)	Fargo metro
■ 2012	20,934	22,802	26,697	27,676	73,146	98,888	120,060	216,312

6 of 8 metro/micro areas are growing; Fargo metro at 1.8%

Population Change, 2011-2012



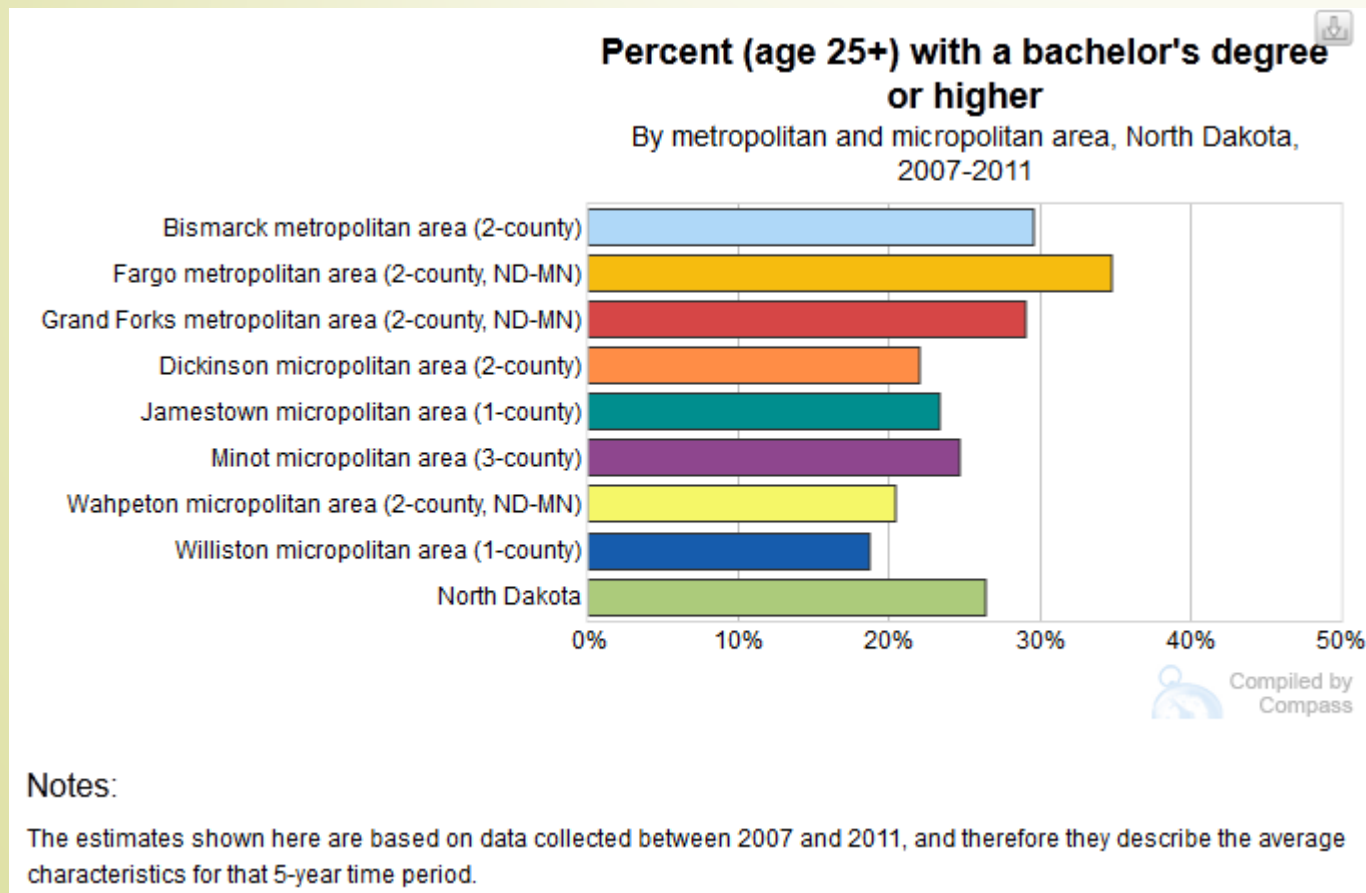
	North Dakota	Wahpeton micro	Jamestown micro	Grand Forks metro	Minot micro	Fargo metro	Bismarck metro (4 counties)	Dickinson micro	Williston micro
■ 2011-2012	2.2%	-0.2%	-0.1%	0.8%	1.2%	1.8%	2.4%	6.5%	9.3%

TABLE 2. POPULATION BY AGE, 2010 and 2025

Area	Less Than 25 Years of Age			Ages 25 to 44			Ages 45 to 64			65 Years and Older		
	2010	2025	Change: 2010 to 2025	2010	2025	Change: 2010 to 2025	2010	2025	Change: 2010 to 2025	2010	2025	Change: 2010 to 2025
Region V	68,438	77,939	13.9%	51,328	59,249	15.4%	44,968	45,522	1.2%	20,747	36,089	73.9%
Cass	56,882	67,102	18.0%	43,914	52,298	19.1%	34,432	37,380	8.6%	14,550	28,291	94.4%
Ransom	1,556	1,270	-18.4%	1,155	939	-18.7%	1,662	1,143	-31.2%	1,084	1,347	24.3%
Richland	5,812	5,775	-0.6%	3,370	3,101	-8.0%	4,715	3,936	-16.5%	2,424	2,889	19.2%
Sargent	1,065	916	-14.0%	804	816	1.5%	1,233	933	-24.3%	727	1,068	46.9%
Steele	512	445	-13.1%	389	343	-11.8%	633	435	-31.3%	441	372	-15.6%
Trall	2,611	2,431	-6.9%	1,696	1,752	3.3%	2,293	1,695	-26.4%	1,521	2,122	39.5%
Fargo	41,321	48,410	17.2%	30,608	36,287	18.6%	22,927	24,909	8.6%	10,693	20,459	91.3%
Wahpeton	3,297	3,368	2.2%	1,595	1,496	-6.2%	1,894	1,604	-15.3%	980	1,108	13.1%
West Fargo	9,345	11,182	19.7%	8,508	10,193	19.8%	5,961	6,466	8.5%	2,016	4,071	101.9%

Source: http://www.ndhfa.org/Web_Images/NDSHNA_HousingForecast_Final.pdf

Fargo metro a standout regarding % of population with at least a 4-year degree (34.8%)

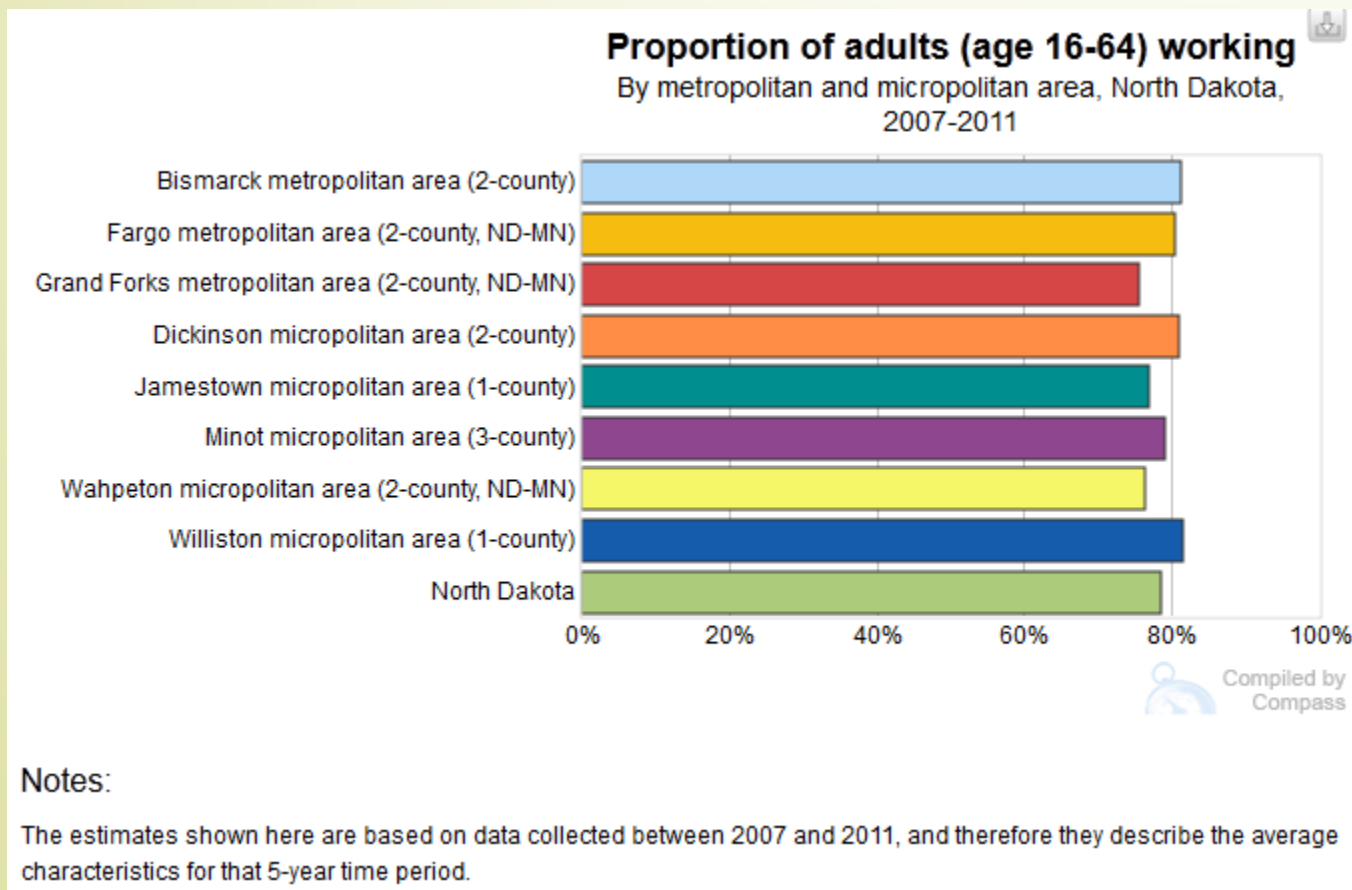


27% of H.S. grads in Cass County met ACT college benchmark scores in all 4 subject areas in 2012

Location	Category	Data Type	2008	2009	2010	2011	2012
Cass	College English	Percent	79.4%	76.5%	75.5%	67.1%	66.6%
	College Math	Percent	55.8%	54.7%	54.8%	47.8%	49.6%
	College Reading	Percent	64.1%	63.5%	63.5%	50.6%	53.2%
	College Science	Percent	40.1%	38.4%	37.5%	31.8%	34.3%
	All Four Subject Areas	Percent	31.9%	31.6%	29.5%	25.3%	27.2%

Location	Category	Data Type	2008	2009	2010	2011	2012
North Dakota	College English	Percent	71.0%	70.0%	71.0%	63.0%	64.0%
	College Math	Percent	48.3%	47.0%	48.0%	43.0%	45.0%
	College Reading	Percent	56.3%	57.0%	56.0%	48.0%	49.0%
	College Science	Percent	30.7%	31.0%	31.0%	26.0%	30.0%
	All Four Subject Areas	Percent	23.7%	24.0%	24.0%	21.0%	23.0%

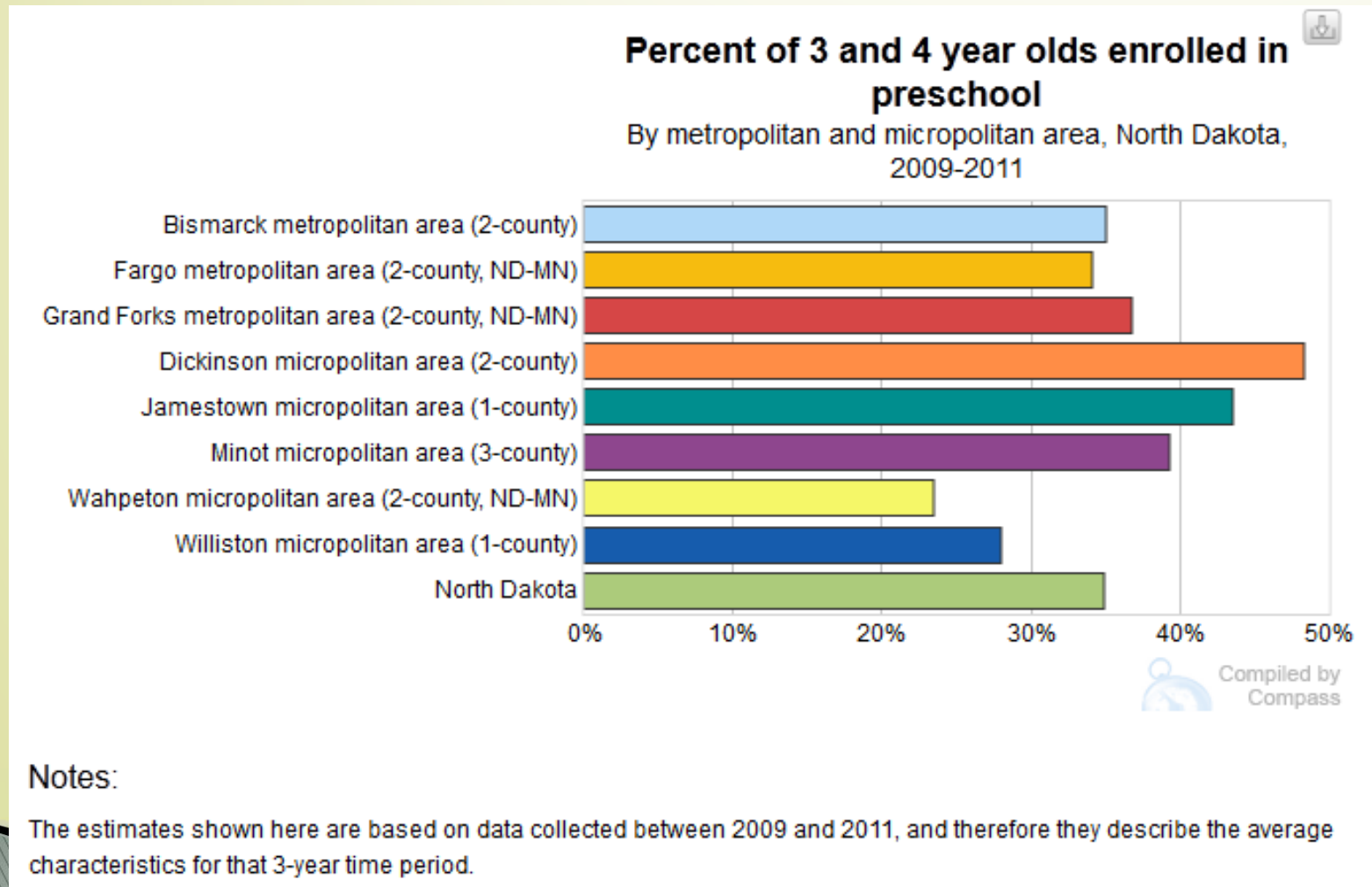
High proportions of workers across the state (including women with young children)



Average annual cost of sending an infant to a center-based licensed child care facility in Cass County in 2012 = \$8,923

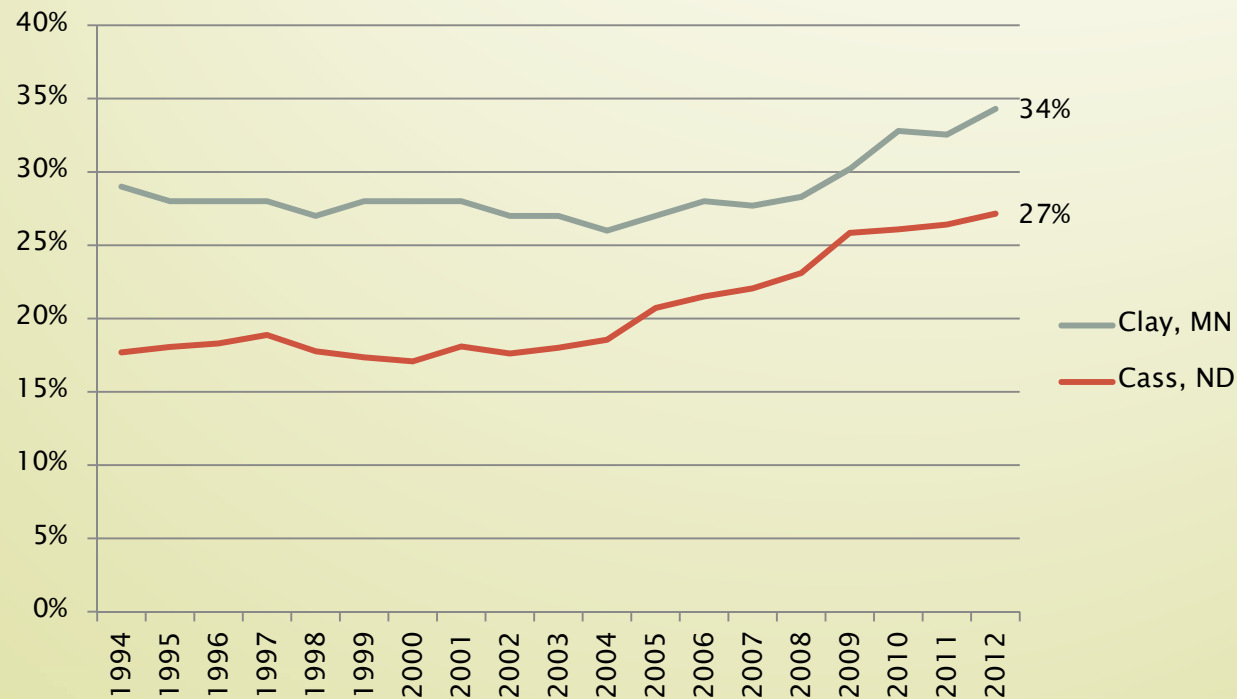
<u>Age of Child</u>	Family and Group		Center	
	<u>Average</u>	<u>Highest Rate</u>	<u>Average</u>	<u>Highest Rate</u>
Ages 0 to 17 months	\$6,877	\$12,636	\$8,923	\$14,040
18 to 35 months	\$6,573	\$11,700	\$8,312	\$11,700
Ages 3 to 5	\$6,387	\$11,700	\$7,532	\$11,700

Fargo metro at about state average for 3- and 4-year olds enrolled in preschool (34%); ND is below the national average

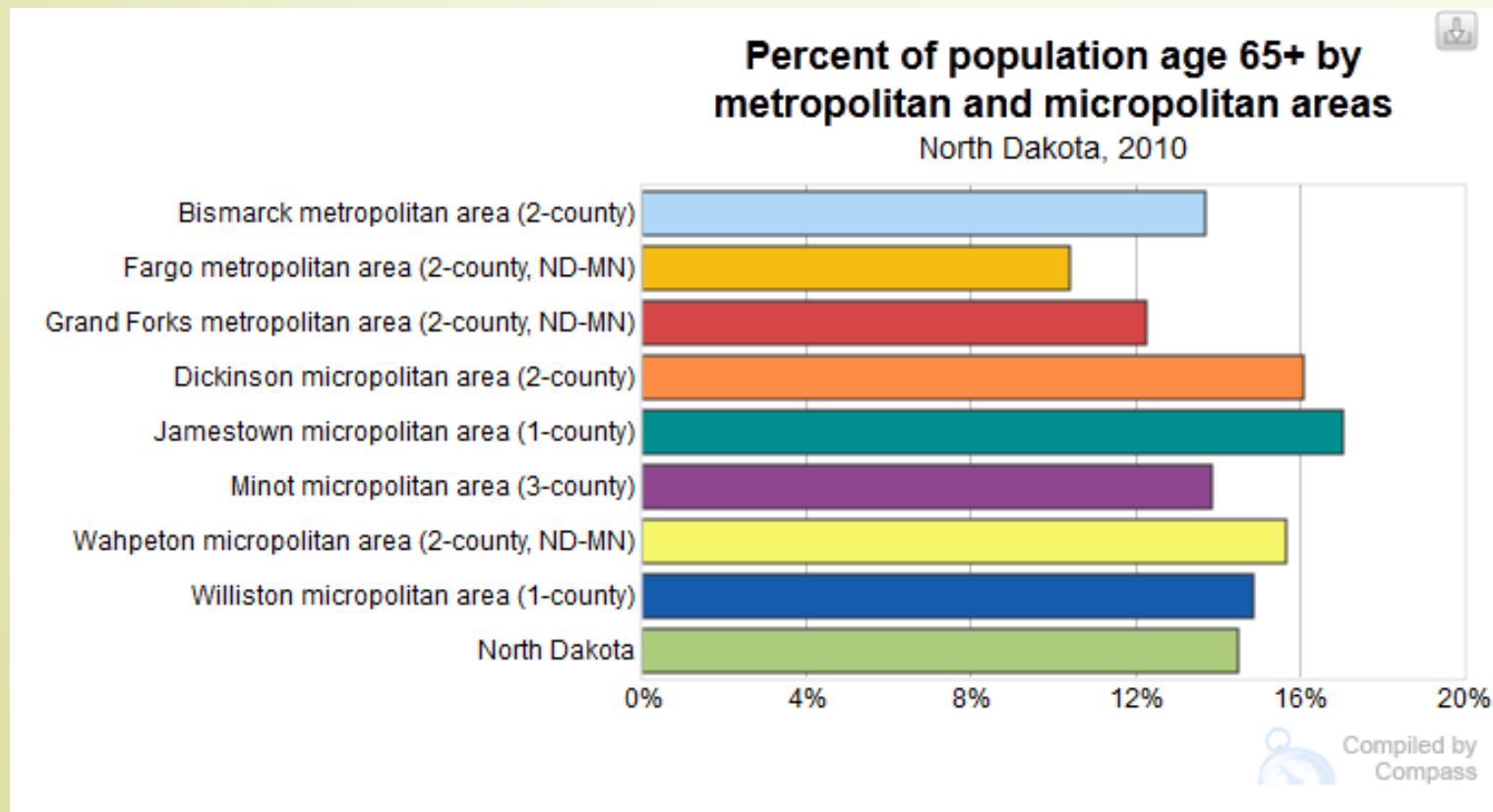


Steady growth in the proportion of metro area school children receiving free or reduced price lunch (Cass=27.1% , Clay=34.3% in 2012)

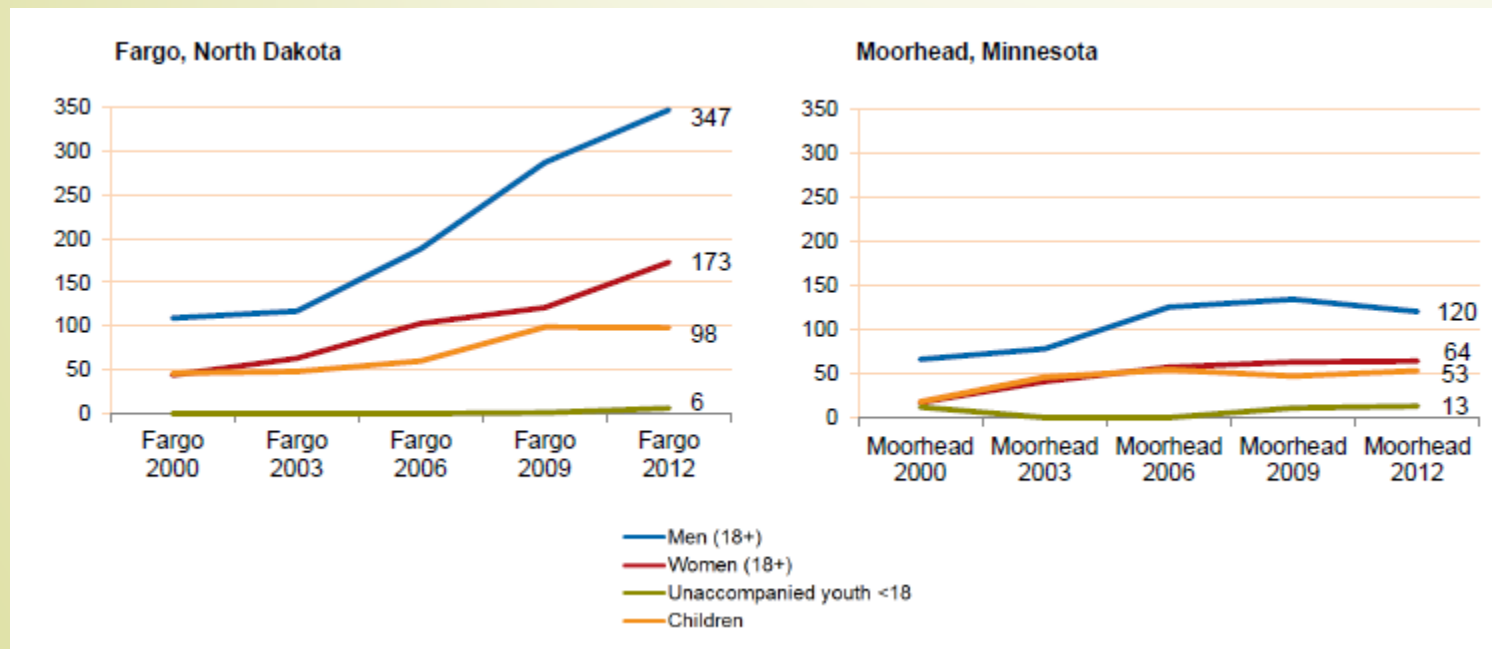
Percent of School Children Receiving Free or Reduce Price Lunch, 1994–2012



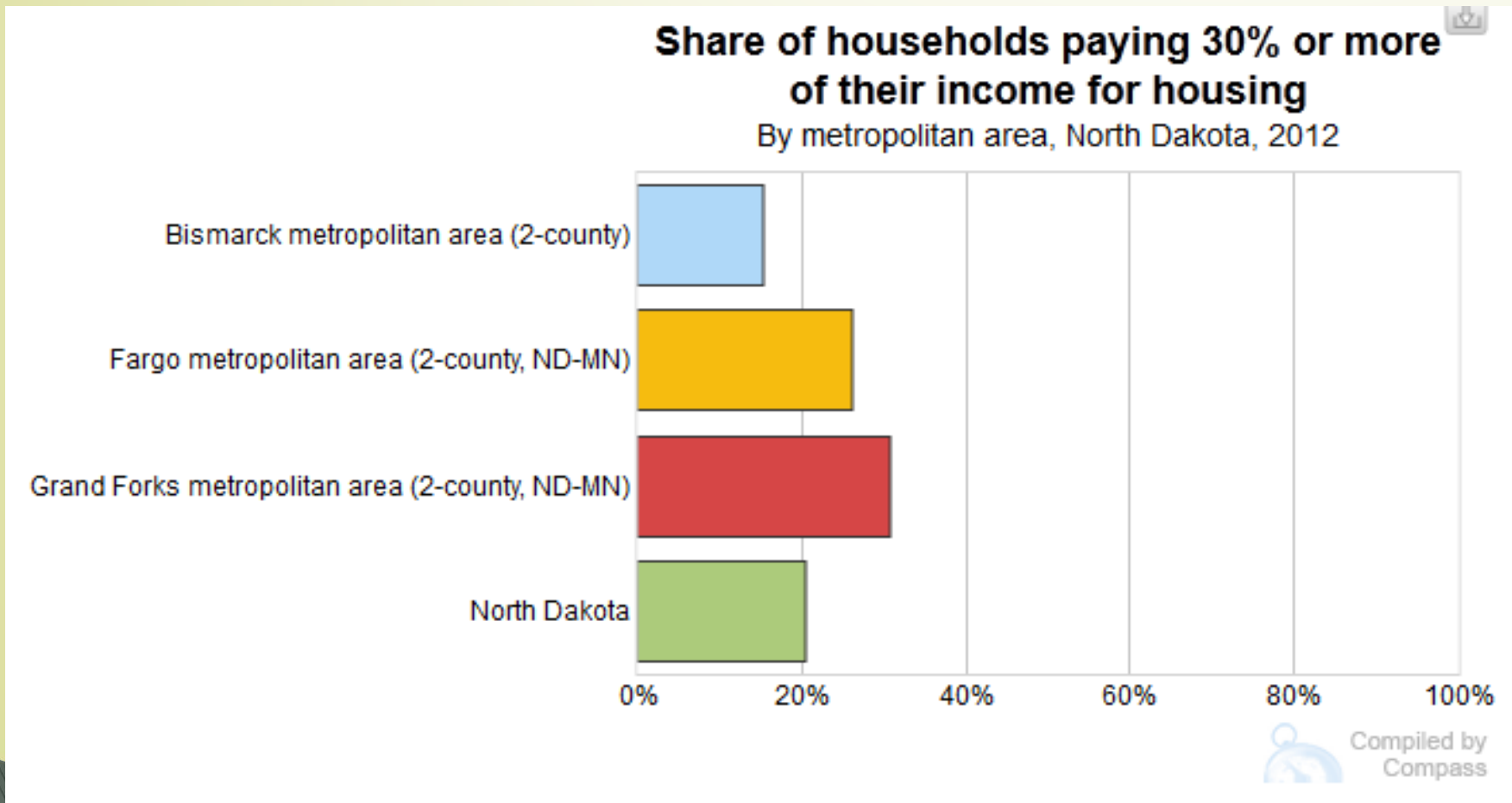
Fargo metro has smallest *proportion* of seniors (10.4%) but largest *number* (21,628)



Homelessness has increased in the Metro area since 2000, doubling in Fargo



~1 in 4 households in the Fargo metro area are costburdened (26% in 2012)



Resources for further information

- ▶ Compass
 - www.ndcompass.org
 - www.mncompass.org
- ▶ KIDS COUNT
 - datacenter.kidscount.org
 - www.ndkidscount.org
- ▶ Census Bureau (Pop Estimates, ACS)
 - factfinder2.census.gov

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