

Chris Porter



Chris Porter is a Senior Vice President and the Chief Demographer at John Burns Real Estate Consulting. He helps the firm's clients understand the role demographics play in shaping the demand for housing in the short and long term. Along with John Burns, Chris co-authored the book "Big Shifts Ahead: Demographic Clarity for Businesses" to make demographic trends easier to understand, quantify and anticipate. Chris was instrumental in developing the firm's Housing Demand by Price Point and LifeStage models, and the research he leads informs many of the firm's forecasts.

Before joining John Burns Real Estate Consulting in 2005, Chris worked for Reed Business Information's HousingZone.com web site, and was also Director of Electronic Media for Reed's Building and Construction Group. Before that, he was an analyst at an investment consulting firm.

Chris has a B.A. in Economics from Princeton University and a M.S. from Northwestern University's Medill School of Journalism. A member of Toastmasters International, he is an accomplished speaker and presents regularly on demographic trends at conferences and in the media.