

# The Diversity Economy: Harnessing Multiculturalism for Economic Vitality



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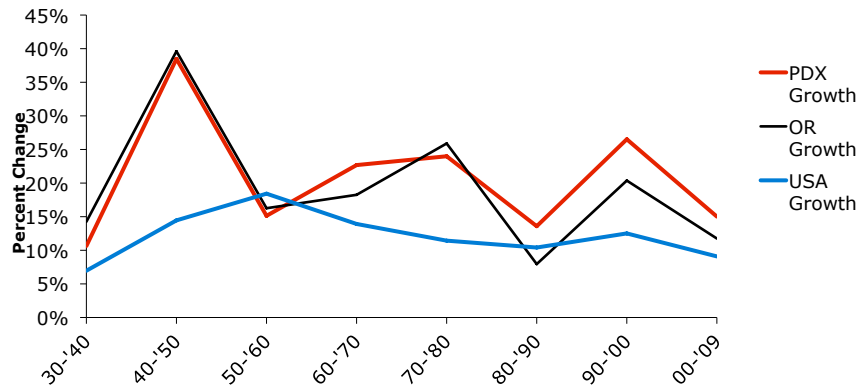


## Regional Demographic Trends



# Population Growth

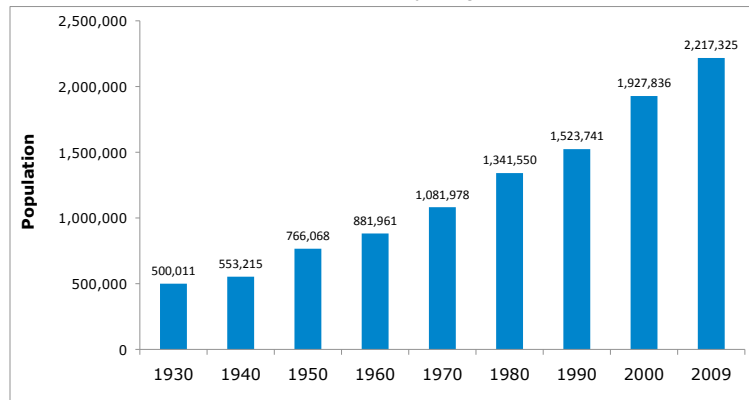
Population percent change by decade: US, Oregon, PDX MSA (7-county)



Source: Portland State University Population Research Center; U.S. Census Bureau; Washington State Office of Financial Management

# Population Growth

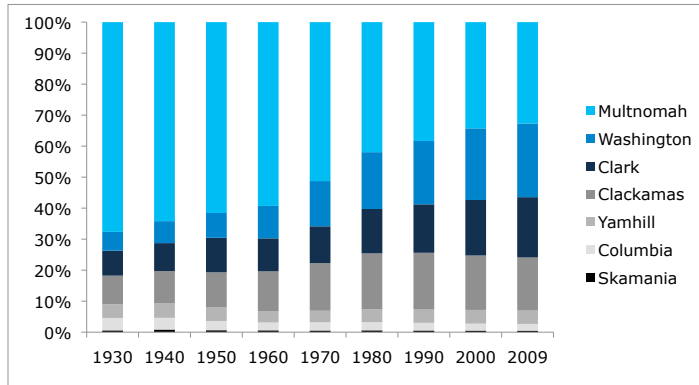
Population in Seven County Region, 1930-2009



Source: Portland State University Population Research Center, US Census Bureau, Washington State Office of Financial Management

# Population Distribution

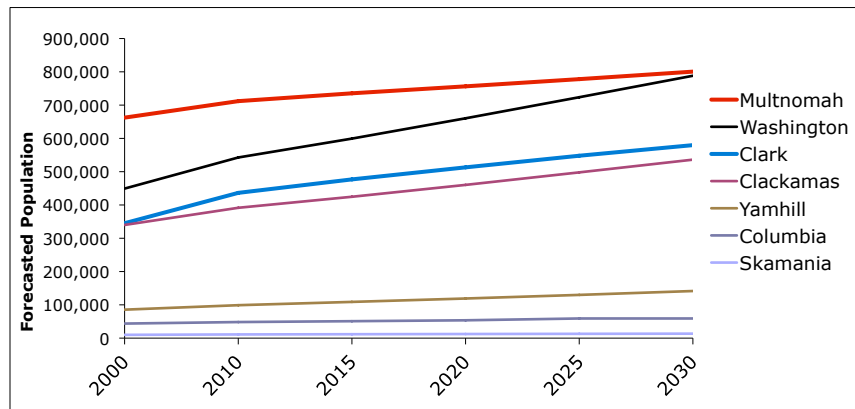
Population Distribution by County, 1930-2009



Source: Portland State University Population Research Center, US Census Bureau, Washington State Office of Financial Management

# Forecast

Forecasted Population by County, 2000-2030



Source: Oregon Office of Economic Analysis, Washington State Office of Financial Management

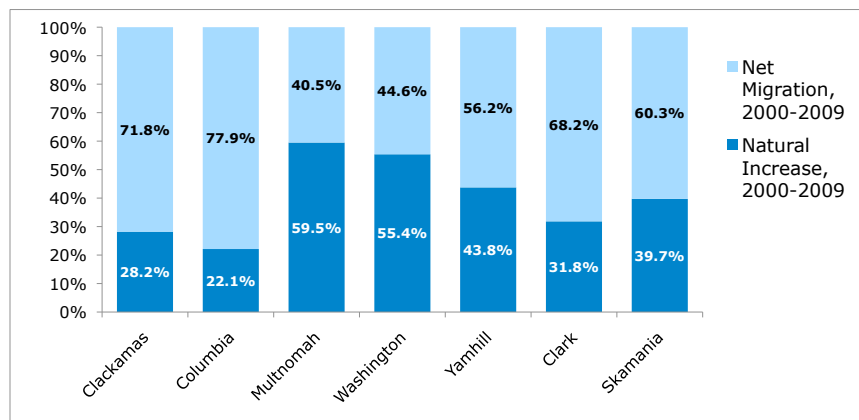
# Migration

Population growth =  
Births -  
Deaths +  
Migration



# Components 2000-2009

Population Growth by Net Migration and Natural Increase, 2000-2009

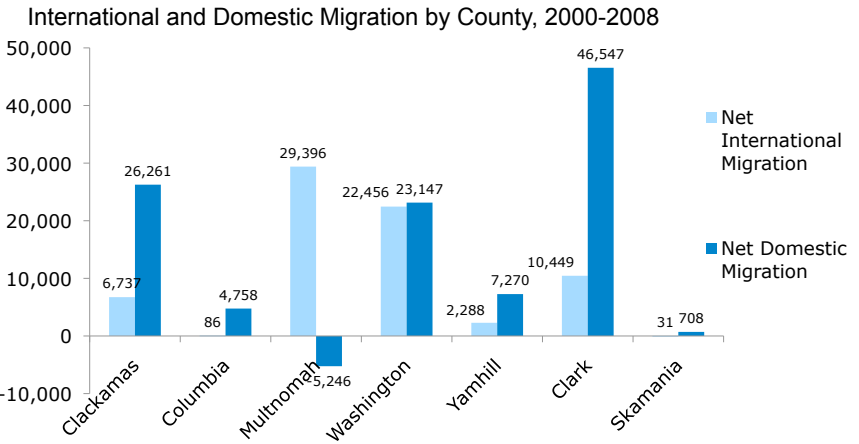


Source: Portland State University Population Research Center, US Census Bureau, Washington State Office of Financial Management

# Population Growth and Unemployment



# Migration



Source: Portland State University Population Research Center, US Census Bureau, Washington State Office of Financial Management

## Where do people come from?

### Domestic Origin

Place of Birth	Percent
<b>All USA</b>	<b>86.4%</b>
OR	39.8%
WA	10.8%
CA	10.7%
IL	1.6%
NY	1.5%
TX	1.5%
ID	1.2%
MN	1.2%
MI	1.0%
CO	0.9%
Other USA	16.1%

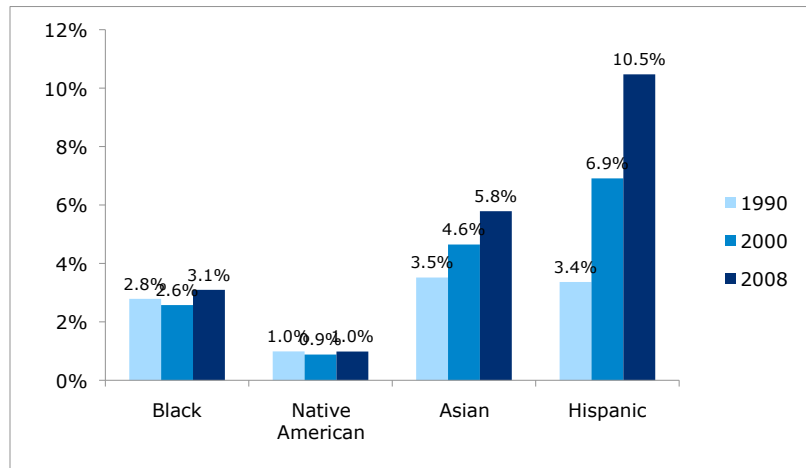
### International Origin

Place of Birth	Percent
<b>All Foreign Born</b>	<b>13.6%</b>
Mexico	3.8%
Vietnam	0.9%
Korea	0.7%
Ukraine	0.7%
Canada	0.6%
China	0.5%
Philippines	0.5%
India	0.5%
Germany	0.4%
Russia	0.4%
All other non-USA	4.6%

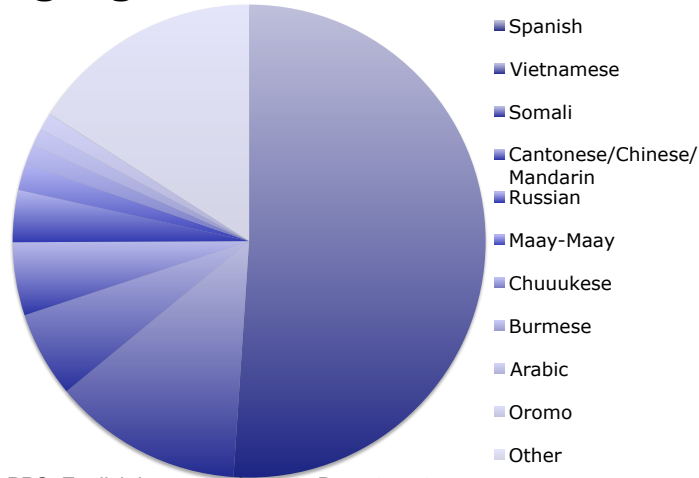
Source: US Census Bureau, American Community Survey. 2005-2007 PUMS data

## Race and ethnicity

Minorities as a Percent of the Region's Population, 1990-2008



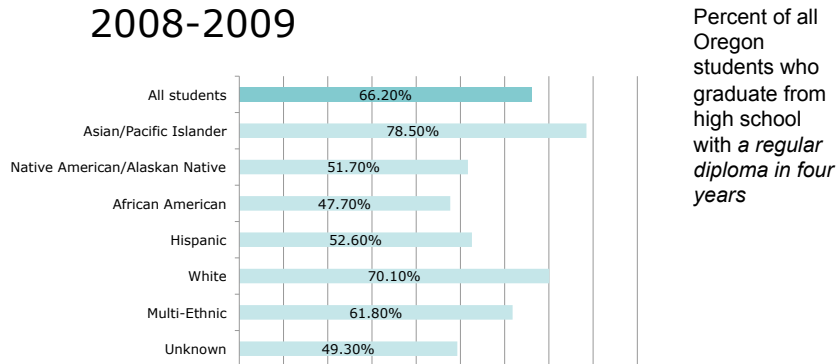
## Languages Spoken among English Language Learners – PPS 2009



Source: PPS, English Language Learner Department

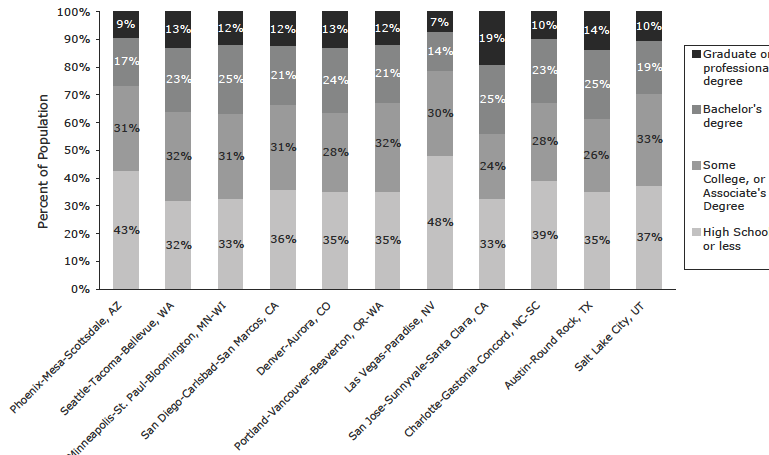
## Who gets left behind?

### Oregon's Graduation Gap 2008-2009



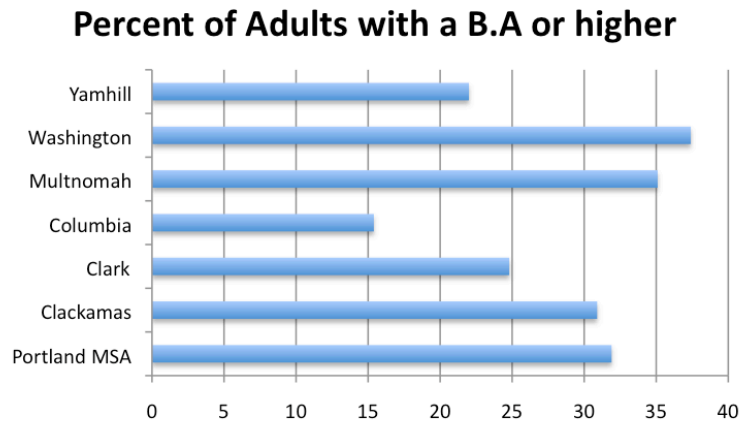
Source: Oregon Department of Education

## Education= economic success



Source: US Census Bureau, 2007 American Community Survey

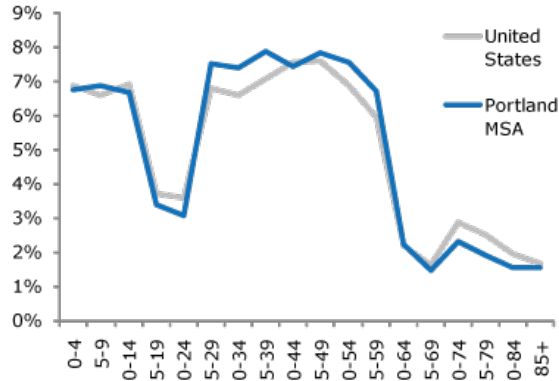
## Washington and Multnomah counties lead educational attainment



Source: US Census Bureau, 2007 American Community Survey



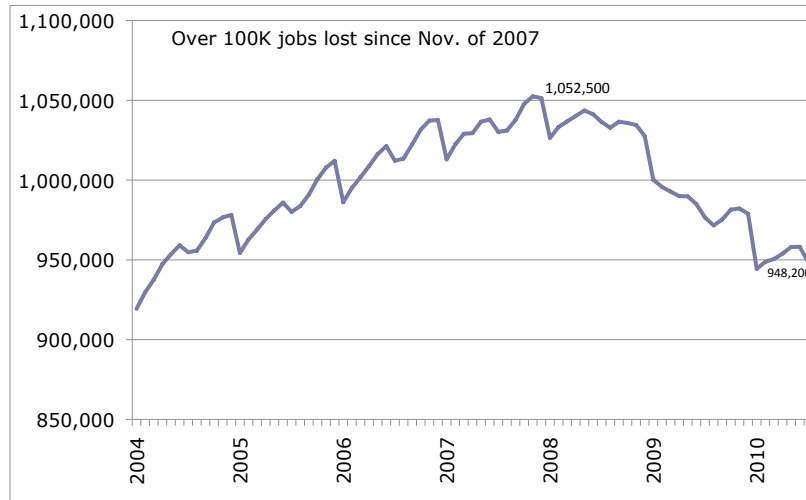
## Age structure and Migration



## Regional Economy

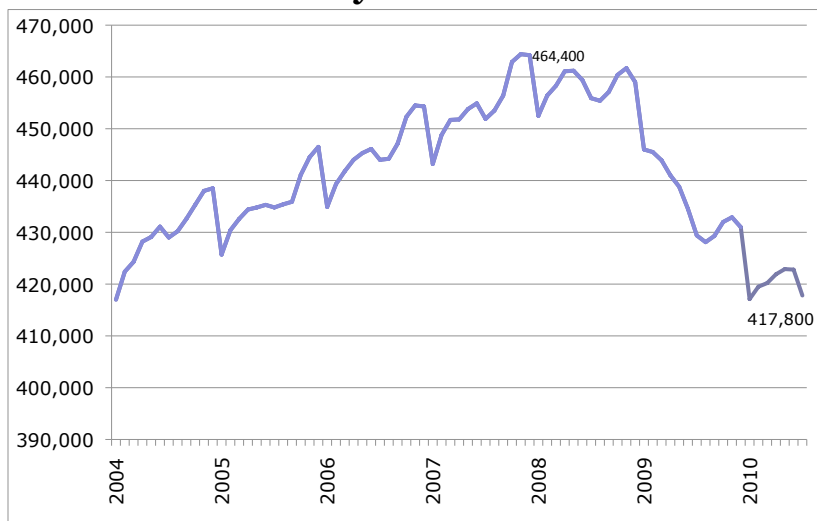


## Total Nonfarm Employment – Portland MSA



Source: Oregon Employment Department, January 2004-July 2010. Not Seasonally adjusted.

## Multnomah County Jobs



Source: Oregon Employment Department, January 2004-July 2010. Not seasonally adjusted.

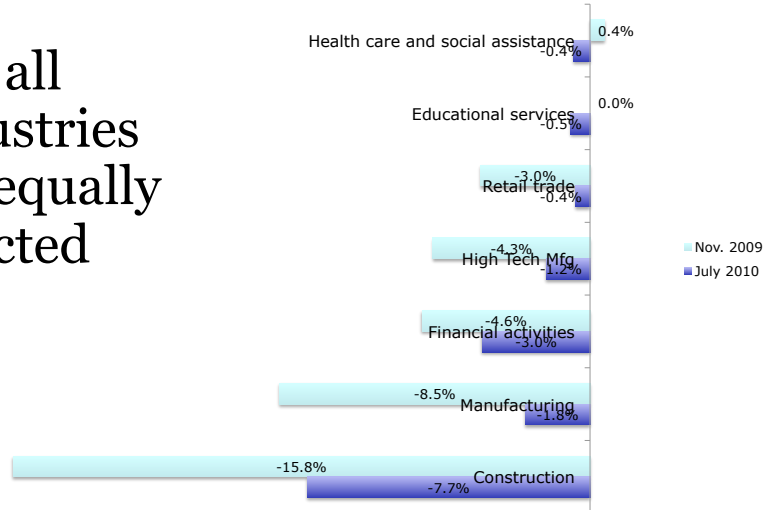
## Persistent Unemployment



### Industry Employment Growth

% increase in one year, November 2009 and July 2010

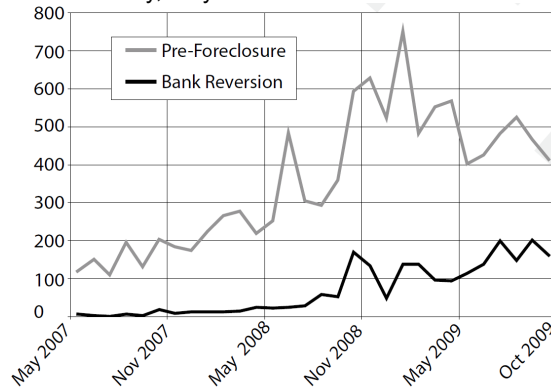
Not all industries are equally affected



Source: Oregon Employment Department Portland MSA Nonfarm Employment, November 2008-November 2009.

# Foreclosures came later than other regions

Foreclosure Activity in Multnomah County, May 2007 – October 2009



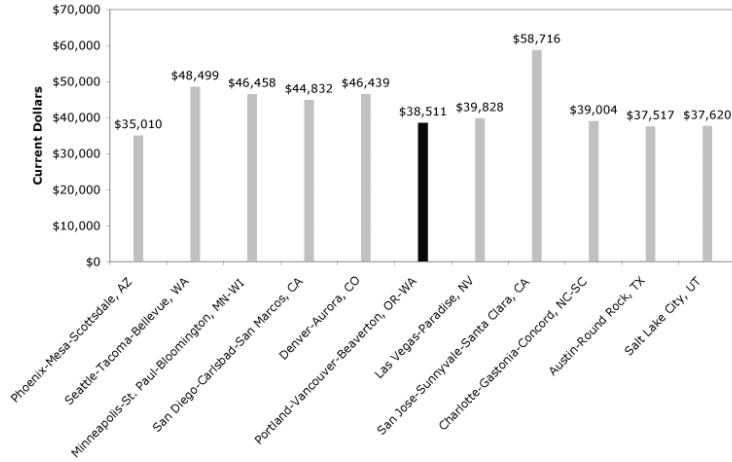
Source: Realtytrac data on Preforeclosures and Bank Reversions in the Portland MSA, May 2007-October 2009

# What does Prosperity mean?



## Income lags other Regions

Per Capita Income for Portland and Comparator Metro Areas, 2007

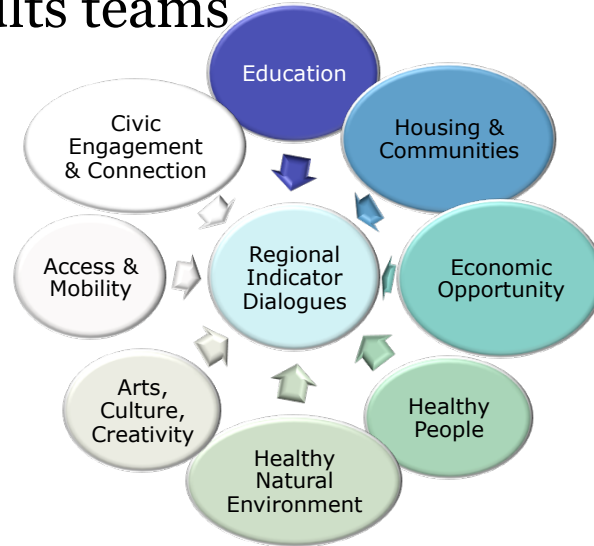


Source: U.S. Bureau of Economic Analysis Regional Economic Accounts. Personal income, population, per capita personal income 2007 (Tables CA1-3)

## Greater Portland-Vancouver Indicators Project

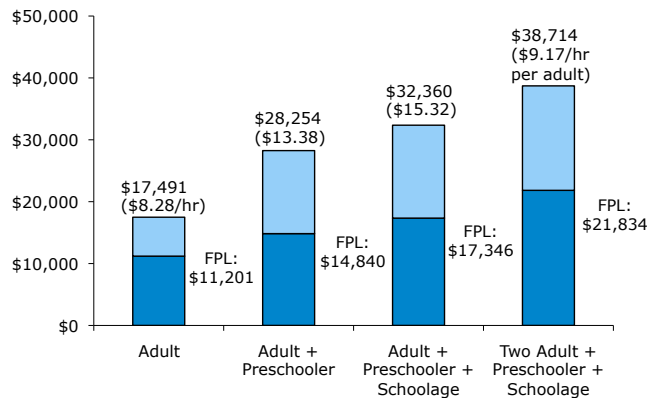


## Results teams



## The Self-Sufficiency Standard

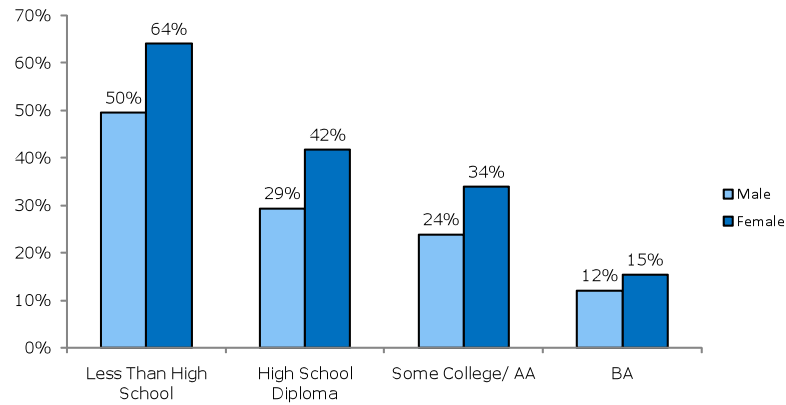
Multnomah County, Oregon



Source: Diana M. Pearce, *The Self-Sufficiency Standard for Oregon, 2008*

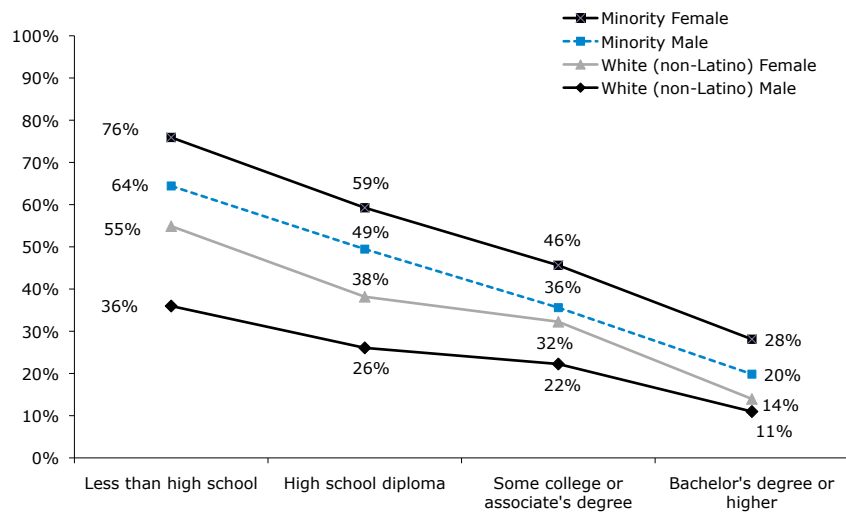
## Better education alleviates poverty

Percent of Households Below the Self-Sufficiency Standard by Gender and Educational Attainment: Oregon 2005-2007



Source: American Community Survey 2005-2007, PUMS data

## The impact of education varies



Source: American Community Survey 2005-2007, PUMS data

## There are still jobs available



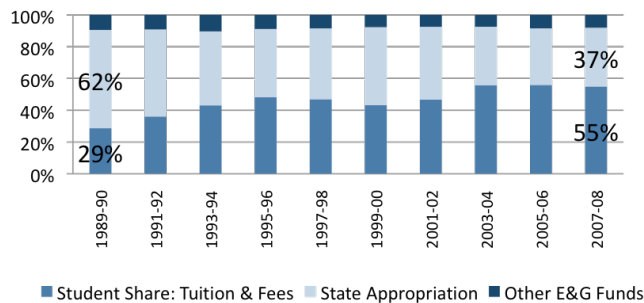
Oregon Job Vacancies by Industry, Spring 2009

Industry	Vacancies	Requiring Education Beyond High School	Requiring License or Certificate
<b>All Industries</b>	<b>18,242</b>	<b>48%</b>	<b>50%</b>
Health Care and Social Assistance	5,744	72%	73%
Accommodation and Food Services	2,535	2%	73%
Educational Services	1,554	81%	62%
Retail Trade	1,506	16%	25%
Administrative and Waste Services	820	33%	23%
Finance and Insurance	778	57%	17%
Manufacturing	757	59%	19%
Agriculture, Forestry, and Fishing	686	8%	12%
Other Services	642	45%	32%
Professional and Technical	533	62%	27%
Wholesale Trade	457	44%	15%
Transportation, Warehousing, and Utilities	456	31%	75%
Management of Companies	434	53%	31%
Information	431	62%	9%
Construction	400	42%	39%
Arts, Entertainment, and Recreation	322	12%	39%
Real Estate and Rental and Leasing	186	34%	21%

Source: Oregon Employment Department

## What will improve our chances?

State and student share of College Expenses  
(Source of OUS Revenue per student)



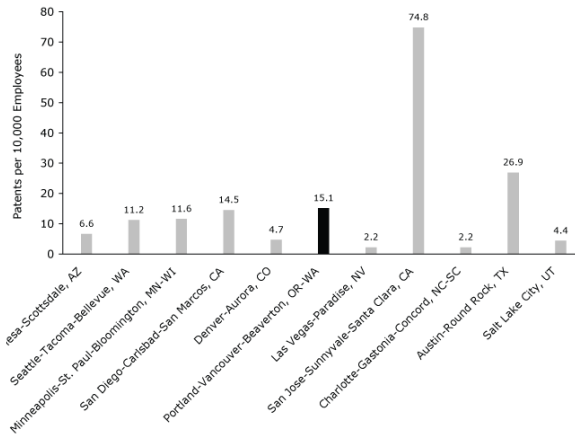
Source: "Tuition in the Oregon University System." Oregon University Service Issue Brief, 2009. <http://www.ous.edu/about/legnote09/ib.php>



# Who will invent the new economy?

New ideas form the basis for new businesses

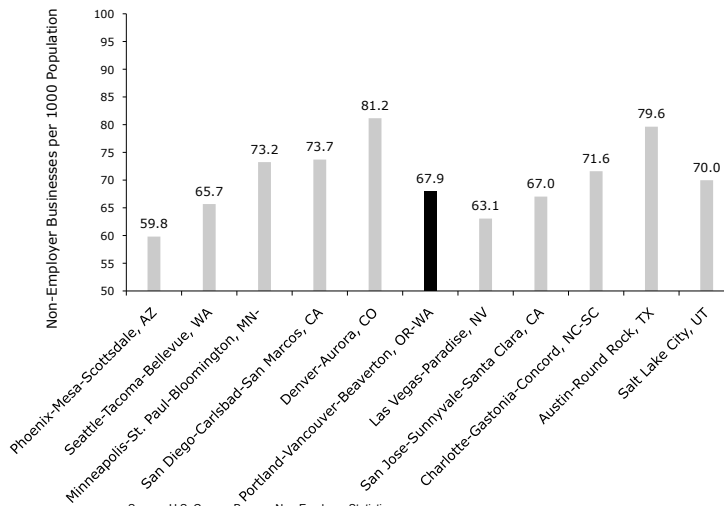
Patents per 10,000 employees, Portland and Comparator MSAs, 2006



Source: Prof. Michael E. Porter, Cluster mapping Project, Institute for Strategy and Competitiveness, Harvard Business School, 2006.

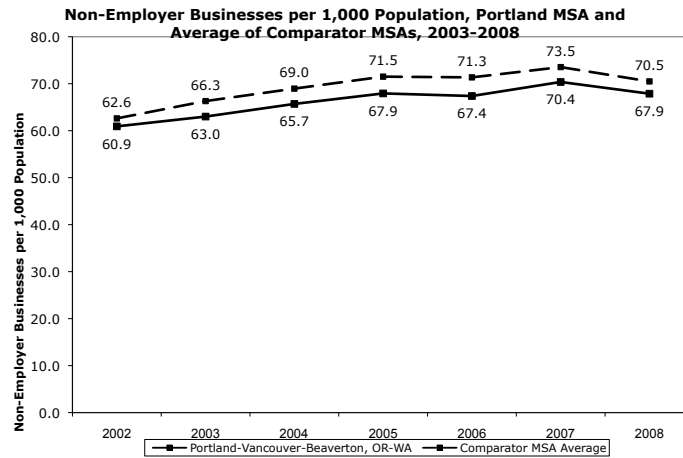
# Who will launch independent businesses?

Non-Employer Businesses per 1000 Population, Portland and Comparator MSAs, 2008



Source: U.S. Census Bureau, Non-Employer Statistics  
 Source: U.S. Census Statistics of U.S. Businesses Tabulations by Enterprise Size, 2006.  
 County Business Patterns

## Are we losing our entrepreneurial side?



## Trends that could make or break us

1 million new people? Or more?

Who will they be?

What skills will they bring?

How do we engage them?

Can we reinvent our economy and still preserve what's important about our place?



# A new era of engagement?



# Inviting new voices



## We want your input!

Institute of Portland Metropolitan Studies

[www.pdx.edu/ims/](http://www.pdx.edu/ims/)

Population Research Center

[www.pdx.edu/prc/](http://www.pdx.edu/prc/)

Metropolitan Knowledge Network

[Research.mkn.pdx.edu](http://Research.mkn.pdx.edu)

Greater Portland Vancouver Indicators  
project

[www.pdx.edu/ims/Indicators](http://www.pdx.edu/ims/Indicators)