The Portland Region in 2010:
Taking Stock and Looking to the Future

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Key Messages

Demography = Economy
Regional Demographic Trends

Population Growth
Population percent change by decade - USA, OR, seven county region

Population distribution

County Population in Seven County Region, 1930-2008


Population distribution

Population Distribution by County, 1930-2008

Forecast

Forecasted Population by County, 2000-2040

Migration

Population growth = Births - Deaths + Migration

Components 2000-2008

Population Growth by Net Migration and Natural Increase, 2000-2008

[Chart showing population growth percentages for each county, with Net Migration and Natural Increase categories.


Migration

International and Domestic Migration by County, 2000-2008

[Chart showing international and domestic migration numbers for each county.

Population Growth and Unemployment

Where do people come from?

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

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

Race and ethnicity

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

Who gets left behind?

Oregon’s Graduation Gap

Percent of all Oregon students who graduate from high school with a regular diploma in four years

Source: Alliance for Excellent Education
Education = economic success

Washington and Multnomah counties lead educational attainment

Source: US Census Bureau, 2007 American Community Survey
### North Portland (1301)

- **HH Size**: 2.3
- **% Hisp**: 14.6%
- **% Black**: 14.8%
- **% with BA**: 32.1%
- **% English**: 80.1%
- **Med HH Income**: $46,825


### Outer SE (1302)

- **HH Size**: 2.5
- **% Hisp**: 11.6%
- **% Black**: 8.4%
- **% with BA**: 16.3%
- **% English**: 76.8%
- **Med HH Income**: $43,500

Inner SE (1303)

- HH Size: 2.3
- % Hisp: 8.9%
- % Black: 2.2%
- % with BA: 33.1%
- % English: 80.1%
- Med HH Income: $42,844


West Portland (1304)

- HH Size: 1.9
- % Hisp: 3.7%
- % Black: 2.4%
- % with BA: 60.4%
- % English: 85.5%
- Med HH Income: $58,886

### Inner NE (1305)

- **HH Size**: 2.0
- **% Hisp**: 5.5%
- **% Black**: 5.4%
- **% with BA**: 47.7%
- **% English**: 85.3%
- **Med HH Income**: $49,613


### Gresham + East Multnomah County (1306)

- **HH Size**: 2.6
- **% Hisp**: 15.9%
- **% Black**: 3.9%
- **% with BA**: 19.3%
- **% English**: 81.7%
- **Med HH Income**: $48,412

Far East Multnomah and Clackamas Counties (1307)

<table>
<thead>
<tr>
<th>HH Size</th>
<th>2.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Hisp</td>
<td>5.0%</td>
</tr>
<tr>
<td>% Black</td>
<td>0.6%</td>
</tr>
<tr>
<td>% with BA</td>
<td>20.6%</td>
</tr>
<tr>
<td>% English</td>
<td>90.7%</td>
</tr>
<tr>
<td>Med HH Income</td>
<td>$62,669</td>
</tr>
</tbody>
</table>

Population Pyramid for 1307


Regional Economy
Total Nonfarm Employment – Portland MSA

Almost 74K jobs lost from Nov. 2007 to Dec. 2009 - about 7 percent

Nov. 2007: 1,052,500
Dec 2009: 978,900


Multnomah County Jobs

About 33K jobs lost – about 7 percent

Nov 2007: 464,400
Dec 2009: 431,000

Multnomah County

Employment Growth
% increase on a year earlier – November 2009


Portland MSA

Employment Growth
% increase on a year earlier – November 2009


Persistent Unemployment

Multnomah County

Unemployment Rate
Through November 2009 (Seasonally adjusted)


Portland MSA

Unemployment Rate
Through November 2009 (Seasonally adjusted)

Not all industries are equally affected.

Health care continues to add jobs.

There are still jobs available.

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 (Table CA1-3)

Jobs are a lagging indicator

Source: Google Finance, February 4th, 2009 – February 3rd, 2010
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

The Self-Sufficiency Standard

Multnomah County, Oregon

Source: Diana M. Pearce, The Self-Sufficiency Standard for Oregon, 2008
Self-Sufficiency in the Portland Metro

For a household with one adult, one preschooler, and one school-aged child.

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

Percent of Population Below the Federal Poverty Level, 2008

Source: American Community Survey 2005-2007, PUMS data
Better education alleviates poverty

Source: American Community Survey 2005-2007, PUMS data
The impact of education varies

Source: American Community Survey 2005-2007, PUMS data

What will bring us out?

Source: Portland State University
Patent creation

New ideas form the basis for new businesses

Not all ideas are patentable


Funding good ideas

Source: The MoneyTree Report by PwC and NVCA based on data from Thomson Reuters.
Creating independent businesses

Percent of Employees Working at Enterprises with Fewer than 20 Employees for Portland and Comparator MSAs, 2006


Business starts and entrepreneurship

New Business Licenses in the City of Portland, September 2008 – January 2010

What will improve our chances?

- Oregon families use a higher percentage of family income to pay for college.
- This percentage has risen from 25% in 1992 to 36% in 2006.


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Trends that could make or break us

1 million new people? Or more?
Who will they be? What will their education level be?
Can we preserve what’s important about our place?