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

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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


Migration
International and Domestic Migration by County, 2000-2008

Population Growth and Unemployment

Unemployment

Where do people come from?

Domestic Migration

<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>

International Migration

<table>
<thead>
<tr>
<th>Place of Birth</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Foreign Born</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

Figure 7: Highest Level of Educational Attainment of the Population 25 years or Older in the Portland Metropolitan Area and Comparator Metropolitan Areas, 2007

Source: US Census Bureau, 2007 American Community Survey

Washington and Multnomah counties lead educational attainment

Percent of Adults with a B.A or higher

Yamhill  Washington  Multnomah  Columbia  Clark  Clackamas  Portland MSA

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

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

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**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

*Source: US Census Bureau, American Community Survey. 2005-2007 PUMS data*
Inner NE (1305)

- HH Size: 2.0
- % Hispanic: 5.5%
- % Black: 5.4%
- % with BA: 47.7%
- % English: 85.3%
- Median Household Income: $49,613

Gresham + East Multnomah County (1306)

- HH Size: 2.6
- % Hispanic: 15.9%
- % Black: 3.9%
- % with BA: 19.3%
- % English: 81.7%
- Median Household 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>


Regional Economy
Total Nonfarm Employment – Portland MSA

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


Multnomah County Jobs

About 33K jobs lost – about 7 percent

Persistent Unemployment

Not all industries are equally affected

Health care continues to add jobs


There are still jobs available

Source: Oregon Employment Department
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 C1-3)

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
Percent of Population Below the Self-Sufficiency Standard, 2008

Better education alleviates poverty


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

<table>
<thead>
<tr>
<th>Education Level</th>
<th>White (non-Latino) Male</th>
<th>Minority Male</th>
<th>White (non-Latino) Female</th>
<th>Minority Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school</td>
<td>36%</td>
<td>26%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>High school diploma</td>
<td>36%</td>
<td>22%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>Some college or associate’s degree</td>
<td>49%</td>
<td>20%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Bachelor’s degree or higher</td>
<td>64%</td>
<td>49%</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>76%</td>
<td>59%</td>
<td>46%</td>
<td>38%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2005-2007, PUMS data

What will bring us out?

HELP WANTED
**Patent creation**

New ideas form the basis for new businesses

Not all ideas are patentable

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**Funding good ideas**

Venture Capital Investment for Portland and Comparator MSAs, 2008

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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

County Business Patterns

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.


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?