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

Washington and Multnomah counties lead educational attainment

Percent of Adults with a B.A or higher

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


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


About 33K jobs lost – about 7 percent


Persistent Unemployment

Not all industries are equally affected

**Health care continues to add jobs**


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There are still jobs available

**Oregon Job Vacancies by Industry, Spring 2009**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Vacancies</th>
<th>Requiring Education Beyond High School</th>
<th>Requiring License or Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Industries</td>
<td>18,242</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>5,744</td>
<td>72%</td>
<td>73%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>2,535</td>
<td>2%</td>
<td>73%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>1,564</td>
<td>81%</td>
<td>62%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>1,508</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Administrative and Waste Services</td>
<td>820</td>
<td>33%</td>
<td>23%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>778</td>
<td>57%</td>
<td>17%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>757</td>
<td>59%</td>
<td>19%</td>
</tr>
<tr>
<td>Agriculture, Forestry, and Fishing</td>
<td>686</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Other Services</td>
<td>642</td>
<td>45%</td>
<td>32%</td>
</tr>
<tr>
<td>Professional and Technical</td>
<td>533</td>
<td>62%</td>
<td>27%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>457</td>
<td>44%</td>
<td>15%</td>
</tr>
<tr>
<td>Transportation, Warehousing, and Utilities</td>
<td>456</td>
<td>31%</td>
<td>75%</td>
</tr>
<tr>
<td>Management of Companies</td>
<td>434</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td>Information</td>
<td>431</td>
<td>62%</td>
<td>9%</td>
</tr>
<tr>
<td>Construction</td>
<td>400</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>322</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>186</td>
<td>34%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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

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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

Source: American Community Survey 2005-2007, PUMS data

What will bring us out?
Patent creation

New ideas form the basis for new businesses

Not all ideas are patentable

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Funding good ideas

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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

Source: U.S. Census Bureau, Non-Employer Statistics
County Business Patterns
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.

![Chart: State and Student Share of Costs](http://www.ous.edu/about/legnote09/ib.php)


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?