The Diversity Economy: Harnessing Multiculturalism for Economic Vitality

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Harnessing Multiculturalism for Economic Vitality

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September 14, 2010

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

Population Distribution
Population Distribution by County, 1930-2009


Forecast
Forecasted Population by County, 2000-2030

Migration

Population growth = Births - Deaths + Migration

Components 2000-2009

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

Population Growth and Unemployment

Unemployment Rates

International and Domestic Migration by County, 2000-2008

Where do people come from?

**Domestic Origin**

<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>OK</td>
<td>39.3%</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 Origin**

<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>

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

- Black
- Native American
- Asian
- Hispanic

Source: US Census Bureau, American Community Survey, 2005-2007 PUMS data
Languages Spoken among English Language Learners – PPS 2009

- Spanish
- Vietnamese
- Somali
- Cantonese/Chinese/Mandarin
- Russian
- Maay-Maay
- Chuukese
- Burmese
- Arabic
- Oromo
- Other

Source: PPS, English Language Learner Department

Who gets left behind?

Oregon’s Graduation Gap 2008-2009

<table>
<thead>
<tr>
<th>Group</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>All students</td>
<td>66.20%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>78.50%</td>
</tr>
<tr>
<td>Native American/Alaskan Native</td>
<td>51.70%</td>
</tr>
<tr>
<td>African American</td>
<td>47.70%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>52.60%</td>
</tr>
<tr>
<td>White</td>
<td>70.10%</td>
</tr>
<tr>
<td>Multi-Ethnic</td>
<td>61.80%</td>
</tr>
<tr>
<td>Unknown</td>
<td>49.30%</td>
</tr>
</tbody>
</table>

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

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

Multnomah County Jobs

Persistent Unemployment

Industry Employment Growth
% increase in one year, November 2009 and July 2010

Not all industries are equally affected

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 CA1-13)

Greater Portland-Vancouver Indicators Project
Results teams

Civic Engagement & Connection
Access & Mobility
Regional Indicator Dialogues
Arts, Culture, Creativity
Healthy Natural Environment

Education
Housing & Communities
Economic Opportunity
Healthy People

The Self-Sufficiency Standard

Multnomah County, Oregon

Source: Diana M. Pearce, The Self-Sufficiency Standard for Oregon, 2008
Better education alleviates poverty


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**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Vacancies</th>
<th>High School</th>
<th>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>2,742</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>1,554</td>
<td>81%</td>
<td>62%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>1,506</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>696</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>19%</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

What will improve our chances?

**State and student share of College Expenses**

(Source of OUS Revenue per student)

- 2008: 37%
- 2007: 55%
- 2006: 62%
- 2005: 62%
- 2004: 37%
- 2003: 62%
- 2002: 37%
- 2001: 62%
- 2000: 29%
- 1999: 62%
- 1998: 37%
- 1997: 62%
- 1996: 37%
- 1995: 62%
- 1994: 37%
- 1993: 62%
- 1992: 37%
- 1991: 62%
- 1990: 37%
- 1989: 62%

Who will invent the new economy?

New ideas form the basis for new businesses

Patents per 10,000 employees, Portland and Comparator MSAs, 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
County Business Patterns
Are we losing our entrepreneurial side?

Non-Employer Businesses per 1,000 Population, Portland MSA and Average of Comparator MSAs, 2003-2008

- Portland-Vancouver-Beaverton, OR-WA
- Comparator MSA Average

Source: U.S. Census Bureau, "Non-Employer Statistics" and "Annual Estimates of the Population of Metropolitan and Micropolitan Statistical Areas" data sets

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/
Population Research Center
www.pdx.edu/prc/
Metropolitan Knowledge Network
Research.mkn.pdx.edu
Greater Portland Vancouver Indicators project
www.pdx.edu/ims/Indicators