The Diversity Economy: Harnessing Multiculturalism for Economic Vitality

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The Diversity Economy:
Harnessing Multiculturalism for Economic Vitality

Sheila A. Martin, Director
Institute of Portland Metropolitan Studies/Population Research Center
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

Net International Migration

Net Domestic Migration

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>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>

Place of Birth  Percent  
All Foreign Born  13.6%  
Mexico  3.8%  
Vietnam  0.9%  
Korea  0.7%  
Ukraine  0.7%  
Canada  0.6%  
China  0.5%  
All other non-USA  4.5%  


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

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>2.8%</td>
<td>3.1%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Native American</td>
<td>1.0%</td>
<td>4.9%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.5%</td>
<td>5.8%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3.4%</td>
<td>6.9%</td>
<td>10.5%</td>
</tr>
</tbody>
</table>

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></th>
<th>Percent of all Oregon students who graduate from high school with a regular diploma in four years</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>61.10%</td>
</tr>
<tr>
<td>Unknown</td>
<td>49.30%</td>
</tr>
</tbody>
</table>

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

[Image of various industries and businesses]
Total Nonfarm Employment – Portland MSA


Over 100K jobs lost since Nov. of 2007

Multnomah County Jobs

Persistent Unemployment

Unemployment Rates

Not all industries are equally affected

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

Foreclosures came later than other regions

Foreclosure Activity in Multnomah County, 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

- Civic Engagement & Connection
- Education
- Housing & Communities
- Regional Indicator Dialogues
- Economic Opportunity
- Healthy People
- Healthy Natural Environment
- Arts, Culture, Creativity
- Access & Mobility
- Civic Engagement & Connection

The Self-Sufficiency Standard

Multnomah County, Oregon

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Adult</th>
<th>Adult + Preschooler</th>
<th>Adult + Preschooler + Schoolage</th>
<th>Two Adult + Preschooler + Schoolage</th>
</tr>
</thead>
<tbody>
<tr>
<td>FPL:</td>
<td>$11,201</td>
<td>$14,840</td>
<td>$17,491 ($8.28/hr)</td>
<td>$21,834 ($9.17/hr per adult)</td>
</tr>
<tr>
<td>FPL:</td>
<td>$14,840</td>
<td>$17,346</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FPL:</td>
<td>$17,346</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FPL:</td>
<td>$21,834</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Diana M. Pearce, *The Self-Sufficiency Standard for Oregon, 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
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>46%</td>
<td>50%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>1,744</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>1,554</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>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)

Who will invent the new economy?

New ideas form the basis for new businesses


Who will launch independent businesses?

Source: U.S. Census Bureau, Non-Employer Statistics
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/
Population Research Center
www.pdx.edu/prc/
Metropolitan Knowledge Network
Research.mkn.pdx.edu
Greater Portland Vancouver Indicators project
www.pdx.edu/ims/Indicators