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

- Portland-Vancouver-Hillsboro MSA (Seasonally Adjusted)
- United States (Seasonally Adjusted)
- Oregon (Seasonally Adjusted)

Source: Oregon Employment Department

Migration

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>0.5%</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

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Race and ethnicity

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

![Graph showing changes in minority population from 1990 to 2008 for Black, Native American, Asian, and Hispanic groups.](graph.png)
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 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>61.80%</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
Over 100K jobs lost since Nov. of 2007


Persistent Unemployment

Unemployment Rates

Source: Oregon Employment Department

Industry Employment Growth

% increase in one year, November 2009 and July 2010

Not all industries are equally affected

Foreclosures came later than other regions

Source: Realtytrac data on Preforeclosures and Bank Reversions in the Portland MSA, May 2007-October 2009

What does Prosperity mean?
Income lags other Regions

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

The Self-Sufficiency Standard

Multnomah County, Oregon

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

Source: Oregon Employment Department

<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>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>1,554</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>496</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>446</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>


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

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
Are we losing our entrepreneurial side?

![Graph showing non-employer businesses per 1,000 population for Portland MSA and average of comparator MSAs, 2003-2008.]

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?

Source: U.S. Census Bureau, “Non-Employer Statistical” and “Annual Estimates of the Population of Metropolitan and Micropolitan Statistical Areas” data sets.
A new era of engagement?

Portland 2030: a vision for the future
by the people of Portland, Oregon

Inviting new voices

Metro Public Health Portland State University KAISER PERMANENTE Northern Health Foundation
We want your input!

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www.pdx.edu/prc/
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Research.mkn.pdx.edu
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