Greater Portland Inc (GPI) is a regional partnership helping companies expand and locate to the Portland-Vancouver area, which includes seven counties and covers two states. Leveraging the region’s assets, GPI and its partners work in lockstep to nurture and recruit businesses that bolster the local economy and promote long-term job growth.

**OUR MISSION**

As the regional partnership, Greater Portland helps companies expand and locate to the Portland-Vancouver metro area. Our mission is simple yet bold. In collaboration with local and state partners, Greater Portland will position the region as one of the nation’s most competitive and vibrant metropolitan economies.

**GREATER PORTLAND GETS RESULTS.**

As a public/private partnership, GPI unites forward-thinking leaders in shaping the economic future of our region. Our work positions the region as a global center for high-quality economic growth.
1 Think It
Greater Portland thrives on the constant melding of right-brain resourcefulness and left-brain levelheadedness. When those two things collide, they create a work environment that lends itself to innovative solutions to very real business problems. The region’s affordable startup costs, inexpensive electricity and reasonable real estate help make it all possible.

2 Make it
More than 177,000 Greater Portland residents are employed in manufacturing – twice that of Denver and Austin combined — up 7% in the last 5 years.

By 2017 manufacturing employment is expected to grow 13% — the strongest growth of any major metro on the West Coast.

3 Ship it.
Greater Portland lays claim to two ports — the Ports of Portland and Vancouver — giving the region easy and direct access to overseas markets. Greater Portland exported $21.2 billion — more than Austin, Denver and Sacramento combined — in goods and services in 2010 — up 11% in five years.

4 Miles of Beautiful Beaches
Day trip or overnight at one of the many towns along Oregon’s 365-mile public coastline. You’ll find rugged cliffs, evergreen forests, sandy beaches and a world-class aquarium. Driving distance from Portland to Cannon Beach = 80 miles / 128 km.

5 Farm to Table
With over 230 organic local farms helping supply over 40 organic farmers markets, and restaurants — including 12 chefs and two restaurants named as semifinalists in the 2013 James Beard Awards — Greater Portland is a major foodie destination.

6 Suburban & Rural Delights
The region is home to nationally renowned golf courses, award-winning wineries, outdoor recreational activities and more. The county has over 25 wineries. Touring the area will take you through lush agricultural lands and bucolic communities.

7 The Rose City
Portland has been described as America’s most European city. It’s a great walking and biking city, with plenty of public transportation, a progressive atmosphere that celebrates the arts, a culture of great food, artisan coffee, beer and wine and neighborhoods chock-full of shops selling handmade clothes, crafts and furniture.

8 Brain Trust
Portland-Vancouver’s computer and mathematical talent base, approximately 30,000 workers, is 13% larger than the U.S. average.

9 Recreational Wonderland
Skamania County, located in the heart of the Columbia River Gorge, consists of 1,672 square miles of the most scenic and diverse landscape in the world, including the Columbia Gorge National Scenic Area, Mount St. Helens National Volcanic Monument, and an abundance of wilderness areas in which to enjoy the great outdoors.

10 Modest Cost of Living
Cost of living for Greater Portland residents is a West Coast bargain: half the cost of Los Angeles or San Diego and a quarter that of San Francisco.
1 High-tech Hub
The region’s nearly 3,900 high-tech businesses — up 5% in the past five years — employ approximately 73,000 workers. Greater Portland’s high-tech employment is 20% higher than tech-centric Austin.

2 Heart of Wine Country
With 290 of the state’s 400 wineries, Yamhill County is often referred to as the heart of Oregon’s Wine Country. Of the state’s 16 American Viticultural Areas, or AVAs, six are here in the valley, while no other region can claim more than two.

3 Educated Workforce
A half-million Greater Portland residents (35.4% of the working population) have a BA or higher — that number is growing at a faster pace than in San Francisco, Seattle and San Jose.

And with more than 224,000 students attending one of Greater Portland’s 25 largest higher education institutions, that number is growing.

4 America’s Top Bike-Friendly City
If Amsterdam is the “Bike Capital of the World,” Portland is the “Bike Capital of the USA.”

Ranked #1 in Bicycling Magazine’s 2012 list of Best Bike Cities, Portland is the only large city to earn Platinum status from the League of American Bicyclists and is a paragon of bike-friendliness, with 180 miles of bike lanes and 79 miles of off-street bike paths.

5 Metro Safety
Greater Portland has a per capita crime rate that is half that of San Francisco, Los Angeles and Sacramento.

6 Weather
The region enjoys a temperate climate, with an average temperature of 76 F (24.4 C) in July and 39.6 F (4.2 C) in January.

7 Getting Around in Greater Portland
An impressive light rail network helps keep commute times manageable. Greater Portland residents enjoy an average 25 minute commute — that’s faster than commutes in Austin, San Francisco, Seattle and San Diego.

You can even plan your trip online. Trimet’s regional multimodal trip planner is an interactive trip planning tool that allows the user to plan their trip using multiple modes of travel including biking, walking, park and ride, etc. http://rtp.trimet.org/#/

Nearly 36,000 greater Portland-Vancouver residents walk to work — twice the number of Austin and three times that of Albuquerque.

8 World-class Skiing
Nearly year-round skiing, snowboarding and other winter activities are just over an hour away. Driving distance from Portland to Mount Hood = 56 miles /90 km
Key Sectors

A rich history of innovation and access to breathtaking natural beauty make the Portland-Vancouver region a world-class destination for business and life. Learn more about the four key areas that make Greater Portland what it is.

ATHLETIC & OUTDOOR

People in Greater Portland don’t just think outside the box, we think outside altogether. We find inspiration everywhere, from Forest Park to the Columbia River Gorge to the Cascade Mountain Range. Greater Portland-Vancouver’s athletic and outdoor cluster is not only a national design hub but also the leading global center for the industry. Super companies and leading brands—including Nike, Columbia Sportswear, Adidas and Leatherman—call this area home.

And our design ecosystem is not just for the big guys: athletic and outdoor entrepreneurs have a welcome place here too. Keen Footwear, founded in Alameda, California in 2003, relocated its headquarters to Portland in 2006. Since then, the small startup has grown to a 100-person firm with an estimated sales of $130 million.

CLEAN TECH

Clean, green and sustainable—these concepts define the Greater Portland region. Add a skilled technical workforce in electronics, semiconductors and batteries, and it’s no wonder this area is leading the way in clean technology.

With the region’s penchant for innovation and its unique concentration on clean-tech and energy talent, Greater Portland is home to renewable energy giants like Vestas America and Iberdola Renewables. Clean tech is not just an economic strategy here—it’s a competitive advantage.

Thanks to an established network of industry experts and thought leaders, as well as low-cost energy, water, and office space, the clean-tech sector here is as competitive as anywhere in the world.

ADVANCED MANUFACTURING

Innovation is in Greater Portland’s DNA; it’s how we stay ahead of the game. Advanced Manufacturing in Greater Portland—known for cutting-edge products and industry standards—is reinventing and reenergizing itself.

With employment concentration that’s twice the U.S. average, metals manufacturing is a cornerstone of the industry. It’s no coincidence that Greater Portland companies like Precision Castparts, Schnitzer Steel Industries and ESCO appear on the Fortune 500 and Inc. 5000 lists.

Greater Portland’s manufacturing exports have doubled in the last decade, now exceeding $21 billion annually. Advanced manufacturing, when included with computer & electronics, make up 85% of Oregon’s total exports. With a plan for continued growth in regional exports, there’s a strong future for advanced manufacturing in the area.

SOFTWARE & TECHNOLOGY

Recently named one of the Top 5 Cities for High Tech by The Atlantic—besting Austin and New York—Greater Portland is an enduring technology hub. Recognized globally for its leading open-source community and mobile technology, Greater Portland’s software industry is known for developing products and applications that change our way of life.

Dubbed “Techlandia” by the Technology Association of Oregon, Greater Portland is not just a place, but a “state of mind . . . where creativity and passion meet technology.” The tech industry here has a deep history of innovation, starting with the establishment of Tektronix in 1946. Since 1974 Intel Corporation has anchored Oregon’s software and technology industry; today it’s one of the state’s largest private employers. Success at a global level has added to the atmosphere of innovation and collaboration that make Greater Portland a high-tech leader with a strong start up culture.
Greater Portland has the advantage of drawing on a growing talented, diverse, and educated workforce. In fact, 35.4% of the working population has a BA or higher – 10% increase over 2007 and a pace that is faster than San Francisco, Seattle and San Jose. More than twenty colleges and universities in the metro area enroll 60,000+ students.

“People are starting to recognize that there are certain pockets of specialization out here, and they’re starting to impact the rest of the world.”

JEFF GAUS
PROLIFIQ SOFTWARE

Founded in 1999, Prolifiq Software is located in Beaverton and creates mobile software for life sciences, technology and visual media customers.

PHOTO: BRIAN WALKER LEE
5-Year GRP Growth and Projection

2009 - 2013
GROWTH
23.6%

2013 - 2017
PROJECTED
22.0%

SOURCE: IHS GLOBAL INSIGHT 2013
Employment by Industry 2013

- Trade, Transportation, & Utilities: 19.3%
- Educational & Health Services: 14.4%
- Government: 14.3%
- Professional & Business Services: 13.7%
- Manufacturing: 11.5%
- Leisure & Hospitality: 10.1%
- Financial Activities: 6.1%
- Construction, Natural Resources, & Mining: 4.9%
- Other Services: 3.4%
- Information: 2.2%

Source: IHS Global Insight 2013
Employment by Industry

2013

Growth 2009 - 2013

Projected Growth 2013 - 2017

- TRADE, TRANSPORTATION, & UTILITIES: -0.9% (2013), 44.3%
- EDUCATIONAL & HEALTH SERVICES: 11.4% (2013), 21.9%
- GOVERNMENT: -0.8% (2013), 4.8%
- PROFESSIONAL & BUSINESS SERVICES: -3.3% (2013), 1.6%
- MANUFACTURING: 4.2% (2013), 10.5%
- LEISURE & HOSPITALITY: 8.0% (2013), 10.4%
- FINANCIAL ACTIVITIES: -1.9% (2013), 8.4%
- CONSTRUCTION, NATURAL RESOURCES, & MINING: 7.0% (2013), 12.5%
- OTHER SERVICES: 8.8%
- INFORMATION: 3.4% (2013), 5.8%

Source: IHS Global Insight 2013
With more than 1.02 million workers, greater Portland boasts the 5th largest workforce on the west coast.

Despite an on-going national recession, greater Portland’s employment base grew by 4% in the past five years — faster than San Diego, San Francisco and Los Angeles.

By 2017, greater Portland’s employment base is projected to grow 11% to 1.1 million — the largest growth among all major west coast metros.

Portland-Vancouver’s gross regional product now tops $150 billion – nearly 31% larger than Austin’s and four times that of Albuquerque. The region’s GRP is projected to increase 22% to $183 billion by 2017.
5-year Growth 2007-2011

<table>
<thead>
<tr>
<th>Category</th>
<th>5-year Growth</th>
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<tbody>
<tr>
<td>Scientists</td>
<td>-21.2%</td>
</tr>
<tr>
<td>Arts, Design, &amp; Media Workers</td>
<td>-10.3%</td>
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<tr>
<td>Architecture &amp; Engineering Workers</td>
<td>2.4%</td>
</tr>
<tr>
<td>Computer &amp; Math Workers</td>
<td>4.4%</td>
</tr>
<tr>
<td>Creative Class Workers</td>
<td>3.1%</td>
</tr>
<tr>
<td>Education Workers</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

Creative class

With approximately 323,000 workers, greater Portland’s creative class workforce is 8% larger than the U.S. average — up 3% over 2007.

Scientists

Approximately 9,600 scientists call Portland-Vancouver home — 16% more than the U.S. average.

Artists and entertainers

Nearly 16,000 designers, entertainers and artists work in greater Portland, which is up 4.4% in the last five years and more than 20% greater than the U.S. average.

Computer geeks

Portland-Vancouver’s computer and mathematical talent base, approximately 30,000 workers, is 13% larger than the U.S. average.

Architects and engineers

Portland is home to 27,000 architects and engineers — a talent base that’s 48% larger than the U.S. average.

Professional and business services

More than 139,000 greater Portland residents are employed in the region’s professional services sector — 11% increase over 2007.

The sector’s employment is projected to grow 22% — the largest increase for any major metro on the west coast.

Trade and transportation

With more than 196,000 workers, greater Portland’s trade and transportation sector accounts for nearly 20% of the region’s employment base. The sector is expected to grow 13% by 2017.
Approaching a million workers, Greater Portland's workforce is one-of-a-kind, with skills and expertise fit for the 21st-century knowledge economy. Approximately 33% of the workforce holds a bachelor's degree or higher, and more than 30% is part of the Creative Class.

INNOVATION

We moved Lucid Energy here from the Midwest primarily because I believed that Portland is the best place on the planet to have a clean tech company.

GREGG SEMLER
LUCID ENERGY
PRESIDENT + CEO

Lucid Energy’s mission creates a new way for industries — particularly those that use large amounts of water and electricity — to turn the untapped energy of moving water into cost-saving, renewable energy.

PHOTO: BRIAN WALKER LEE
High-Tech Industry Employees

2010

SOURCE: U.S. CENSUS COUNTY BUSINESS PATTERNS 2010
Patents 2006-2010

TOTAL PATENTS

14,687
SEATTLE

40,446
SAN JOSE

24,446
SAN FRANCISCO

11,120
SACRAMENTO

2,221
PORTLAND

8,162
LOS ANGELES

2,835
DENVER

10,243
AUSTIN

1,034
ALBUQUERQUE

SOURCE: U.S. PTO 2013
Patents 2013

PATENTS PER 100K RESIDENTS

- ALBUQUERQUE: 28.3
- AUSTIN: 129.7
- DENVER: 28.0
- LOS ANGELES: 38.0
- PORTLAND: 75.3
- SACRAMENTO: 21.5
- SAN DIEGO: 93.0
- SAN FRANCISCO: 140.3
- SAN JOSE: 526.5
- SEATTLE: 113.0

SOURCE: U.S. PTO 2013
5-Year Growth in High-Tech Businesses

- **Austin**: 17.0%
- **Seattle**: 6.4%
- **Albuquerque**: 5.5%
- **Portland**: 4.9%
- **San Diego**: 3.6%
- **Denver**: 2.5%
- **San Francisco**: 1.7%
- **San Jose**: 0.7%
- **Los Angeles**: 0.6%
- **Sacramento**: -3.2%

*Source: U.S. Census County Business Patterns 2006-2010*
Greater Portland is home to 42 Inc. 5000 companies—7 of which are part of the Inc. 500, America’s fastest-growing companies. Element Technologies earned the region’s top spot: 42/500.

The region’s nearly 3,900 high-tech businesses — up 5% in five years — employ approximately 73,000 workers. Greater Portland’s high-tech employment is 20% greater than tech-centric Austin.

Greater Portland’s patents per capita (75.3 per 100K residents) is two times that of Los Angeles and almost three times that of Albuquerque and Denver. In five years, greater Portland accumulated nearly 8,200 patents — that’s 25% more than Albuquerque, Denver and Sacramento.

More than 154,000 freelancers call Portland-Vancouver home — an 8% increase in five years, compared to Seattle’s 4% growth or San Jose’s 5%.
$1,075,280,000

Venture Capital in the Northwest

2012

SOURCE: PWC MONEYTREE 2012
Greater Portland is a trading region and is one of only a few metro areas to have doubled export value during the last decade. The region lays claim to two ports giving the region easy and direct access to overseas shipping and receiving services and 13 air-cargo carriers run with non-stop service to Seoul.

“Forty percent of our business comes from export markets and most of our products are produced right here. Our philosophy is to keep everything under one roof.”

STEVE METZGER
BIAMP SYSTEMS
PRESIDENT + CEO

A professional audio manufacturing company in Beaverton, OR; Biamp employs more than 245 people worldwide, and almost 200 in Oregon.
Export Share of Gross Regional Product (GRP) 2010

SOURCE: BROOKING INSTITUTION 2010
Exports account for nearly 19% of Greater Portland’s gross regional product — approximately twice that of Denver (9%) and Austin (10%).

Greater Portland exported $21.2 billion — more than Austin, Denver and Sacramento combined — in goods and services in 2010 — up 11% in five years.

Approximately 143,000 Greater Portland residents are employed in export-related jobs — up 3% in five years, while other metros such as Austin, Seattle, and Los Angeles lost export jobs.

Greater Portland’s manufacturing sector accounts for nearly 177,000 jobs in the region — twice that of Denver and Austin combined. Its projected 13% growth by 2017 is the strongest of any major metro on the West Coast.

The region is home to approximately 3,100 manufacturing businesses — that’s more than San Jose, San Diego or Denver.
142,384

Total Export-Related Jobs

$21,277,300,000

Real Total Exports (in 2010 dollars)

GROWTH 2006-2010: +11.0%

SOURCE: BROOKING INSTITUTION 2006-2010

PHOTO: PORT OF PORTLAND
Manufacturing Employment and 5-Year Growth

2013

116,676
INDUSTRY WORKERS

5-YEAR GROWTH
2009-2013:
7.0%

5-Year Manufacturing Employment Projection
2013-2017

SOURCE: IHS GLOBAL INSIGHT 2013
Manufacturing Establishments

2010

LOS ANGELES 17,693
SAN FRANCISCO 3,979
SEATTLE 3,634
PORTLAND 3,036
SAN DIEGO 2,846
SAN JOSE 2,431
DENVER 2,198
SACRAMENTO 1,358
AUSTIN 1,217
ALBUQUERQUE 692

SOURCE: U.S. CENSUS COUNTY BUSINESS PATTERNS 2010
Recognized globally for its leading software, clean-technologies, and athletic and outdoor industry center, Greater Portland is known for developing products, applications and ways of doing things that improve our lives. A history of innovation and collaboration led to the establishment of a strong start up culture and high technology hub in the region.

“There was a point when potential backers wanted Act-On to relocate to Silicon Valley... in many ways, it’s better that we’re here. The people in Portland are much more rational. So it’s cost. It’s stability of work force. It’s the attitude.”

RAGHU RAGHAVAN
FOUNDER + CEO
ACT-ON SOFTWARE

Act-On’s cloud-based software allows companies of all sizes—from Fortune 500 to Fortune 5,000,000—to market themselves and engage customers.
## Rental Costs and Vacancies

### Class A Office
- **PORTLAND**: $24.13 per sq ft, 13.4% vacancy
- **ALBUQUERQUE**: $18.78, 14.9%
- **AUSTIN**: $30.56, 12.3%
- **DENVER**: $26.13, 12.4%
- **LOS ANGELES**: $33.83, 17.6%
- **SACRAMENTO**: $25.84, 16.4%
- **SAN DIEGO**: $31.77, 12.3%
- **SAN FRANCISCO**: $42.44, 11.0%
- **SAN JOSE**: $38.27, 15.8%
- **SEATTLE**: $31.24, 11.6%

### Flex
- **PORTLAND**: $9.17 per sq ft, 10.5% vacancy
- **ALBUQUERQUE**: $11.46, 20.6%
- **AUSTIN**: $9.42, 13.9%
- **DENVER**: $8.89, 13.7%
- **LOS ANGELES**: $14.6, 48.0%
- **SACRAMENTO**: $9.55, 18.9%
- **SAN DIEGO**: $13.16, 14.0%
- **SAN FRANCISCO**: $21.48, 12.4%
- **SAN JOSE**: $15.40, 12.1%
- **SEATTLE**: $14.22, 10.8%

### Industrial
- **PORTLAND**: $5.33 per sq ft, 6.9% vacancy
- **ALBUQUERQUE**: $6.72, 8.3%
- **AUSTIN**: $6.72, 8.9%
- **DENVER**: $5.97, 7.4%
- **LOS ANGELES**: $7.09, 5.0%
- **SACRAMENTO**: $5.17, 13.2%
- **SAN DIEGO**: $8.49, 7.9%
- **SAN FRANCISCO**: $12.82, 6.9%
- **SAN JOSE**: $7.71, 5.7%
- **SEATTLE**: $7.18, 6.0%

### Warehouse
- **PORTLAND**: $5.56 per sq ft, 6.8% vacancy
- **ALBUQUERQUE**: $5.88, 7.4%
- **AUSTIN**: $5.83, 7.3%
- **DENVER**: $4.97, 6.2%
- **LOS ANGELES**: $6.69, 4.8%
- **SACRAMENTO**: $4.62, 12.6%
- **SAN DIEGO**: $9.82, 9.4%
- **SAN FRANCISCO**: $9.60, 5.1%
- **SAN JOSE**: $12.92, 9.2%
- **SEATTLE**: $6.05, 5.5%

*Source: Colliers International 2013*
Median Household Income

Up more than 2% in the last five years (while decreasing in Los Angeles, San Francisco and Albuquerque), Greater Portland’s median household income now exceeds $57,000 and is expected to increase 16% by 2017. That projection ranks first among all benchmarks.

Apartment rental

An average one-bedroom in Portland-Vancouver rents for $1,523 a monthly, a thousand dollars less than San Francisco.

Housing

The median price for an existing single-family house in Greater Portland is $265,750 — 60% less than San Jose and 40% less than Los Angeles. The region’s house stock is expected to appreciate more than 17% by 2017 — second only to Denver (21%).
Cost of Living Index (% of Above or Below U.S. Average)

San Francisco: +66.5%
San Jose: +54.3%
San Diego: +32.7%
Los Angeles: +32.3%
Sacramento: +20.3%
Seattle: +15.9%
Portland: +15.2%
Denver: +4.0%
Albuquerque: -1.6%
Austin: -4.3%

Source: ACCRA Cost of Living Index 2012
Median Household Income

2013

$57,113

5-YEAR GROWTH 2009-2013: 2.9%
5-YEAR PROJECTION 2013-2017: 16.1%

Disposable Income per Capita

2013

$38,422

5-YEAR GROWTH 2009-2013: 15.8%
5-YEAR PROJECTION 2013-2017: 24.3%

SOURCE: IHS GLOBAL INSIGHT 2013
2013
$265,750

Existing Single-Family Median Price

2013

5-YEAR GROWTH
2009-2013
-4.5%

5-YEAR PROJECTION
2013-2017
17.3%

SAN FRANCISCO $2,541
LOS ANGELES $1,959
SAN JOSE $1,728
SAN DIEGO $1,675
PORTLAND $1,523
SEATTLE $1,467
SACRAMENTO $1,198
AUSTIN $941
DENVER $867
ALBUQUERQUE $730

SOURCE: ACCRA COST OF LIVING INDEX 2012
SOURCE: IHS GLOBAL INSIGHT 2013
Greater Portland’s cost of living is 15% greater than the U.S. average, but well below that of the California metros:
San Francisco (67%),
San Jose (54%),
San Diego (33%),
Los Angeles (32%),
and Sacramento (20%).
Approaching a million workers, Greater Portland’s workforce is one-of-a-kind, with skills and expertise fit for the 21st-century knowledge economy. Approximately 33% of the workforce holds a bachelor’s degree or higher, and more than 30% is part of the Creative Class.

“Urban Airship couldn’t be as successful as it is without tapping the Portland metro’s deepening well of talented software engineers. With a 25-year population growth rate of 60.7%, the region has grown twice as fast as Los Angeles and is seeing tremendous growth in bachelor’s and advanced degree holders.”

SCOTT KVETON
URBAN AIRSHIP
CO-FOUNDER + CEO

Urban Airship, launched in 2009, is push and in-app solutions company that has signed on more than 25,000 customers, sent out more than 10 billion messages, and connected to more than 100 million mobile devices.

PHOTO: BRIAN WALKER LEE
Educated Workforce
% Residents 25 or Older
2011

BA or Higher

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2011
Educated Workforce
% Residents 25 or Older
2011

ALL DEGREES

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2011
Educated Workforce

% Residents 25 or Older

2011

Graduate Degrees

Source: U.S. Census American Community Survey 2011
Educated Workforce

% Residents 25 or Older

2011

Some College/Associate Degrees

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2011
College 5-Year Growth
% Residents 25 or Older
2007-2011
BA or Higher

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2011
College 5-Year Growth

% Residents 25 or Older

2007-2011

SOME COLLEGE

ALBUQUERQUE 21.1%
AUSTIN 21.1%
DENVER 12.5%
LOS ANGELES 12.5%
PORTLAND 9.1%
SACRAMENTO 16.1%
SAN DIEGO 12.7%
SAN FRANCISCO 9.2%
SAN JOSE 9.4%
SEATTLE 7.1%

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2011
College 5-Year Growth

% Residents 25 or Older 2007-2011

College Degrees

- ALBUQUERQUE: 20.6%
- AUSTIN: 19.7%
- DENVER: 13.3%
- LOS ANGELES: 8.2%
- PORTLAND: 14.5%
- SACRAMENTO: 12.5%
- SAN DIEGO: 12.2%
- SAN FRANCISCO: 11.5%
- SAN JOSE: 8.8%
- SEATTLE: 12.2%

Source: U.S. Census American Community Survey 2011
Seven out of every ten Greater Portland residents, 25 or older, have some type of degree: associate’s, bachelor’s or graduate.

A half-million Greater Portland residents (35.4% of the working population) have a BA or higher - 10% increase over 2007 and a pace that is faster than San Francisco, Seattle and San Jose.

The number of Greater Portland residents with an associate’s degree has grown 9% since 2007, topping 516,000 residents.

Nearly 200,000 Portland-Vancouver residents (over 30,000 more than Austin, TX) have a graduate or professional degree. This represents a 15% increase in the past five years.
More than 224,000 college students attend one of Greater Portland’s 25 largest higher education institutions; Portland Community College enrollment accounts for 15% of all students.
## Top 30 Higher Education Institutions By enrollment

<table>
<thead>
<tr>
<th>Institution</th>
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<tbody>
<tr>
<td>Portland Community College</td>
</tr>
<tr>
<td>Portland State University</td>
</tr>
<tr>
<td>Oregon State University</td>
</tr>
<tr>
<td>University of Oregon</td>
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<tr>
<td>Clark College</td>
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<td>Linn-Benton Community College</td>
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<td>Western Oregon University</td>
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<td>University of Portland</td>
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<td>Lewis &amp; Clark College</td>
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<tr>
<td>Lower Columbia College</td>
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<td>Centralia College</td>
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<td>George Fox University</td>
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<tr>
<td>Washington State University-Vancouver</td>
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<tr>
<td>Willamette University</td>
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<tr>
<td>Oregon Health &amp; Science University</td>
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<tr>
<td>Concordia University-Portland</td>
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<tr>
<td>Marylhurst University</td>
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<tr>
<td>Linfield College-McMinnville Campus</td>
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<td>Pioneer Pacific College</td>
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<td>Warner Pacific College</td>
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<td>The Art Institute of Portland</td>
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<td>Reed College</td>
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<tr>
<td>Corban University</td>
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<tr>
<td>Columbia Gorge Community College</td>
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<tr>
<td>Heald College-Portland</td>
</tr>
<tr>
<td>Concorde Career College-Portland</td>
</tr>
</tbody>
</table>

**SOURCE:** NATIONAL CENTER FOR EDUCATIONAL STATISTICS 2011
Greater Portland has a quality of place that’s hard to beat. Its active population enjoys recreation and the arts, good public transportation and short commute times. Nearly 300 parks, widespread bicycle paths and breathtaking natural beauty add to the high standard of living.

“

Icebreaker moved our design, product design and development team to Portland in 2007. We did that because Greater Portland is the hub of the outdoor and athletic industry.”

LISA THOMPSON
ICEBREAKER USA PRESIDENT

Icebreaker makes performance garments from merino wool — a lightweight, quick drying fabric that works like a synthetic but comes from nature.
Residents Who Lived Outside the Region
% of Population 2011

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2011
5-Year Growth: Residents Taking Public Transportation

- **ALBUQUERQUE**: 0.6%
- **AUSTIN**: -10.9%
- **DENVER**: -5.5%
- **LOS ANGELES**: -0.3%
- **PORTLAND**: 12.3%
- **SACRAMENTO**: 3.1%
- **SAN DIEGO**: -15.0%
- **SAN FRANCISCO**: 0.9%
- **SAN JOSE**: -10.8%
- **SEATTLE**: 2.8%

5-Year Growth: Residents Working from Home

- **ALBUQUERQUE**: 10.1%
- **AUSTIN**: 49.9%
- **DENVER**: 4.8%
- **LOS ANGELES**: 10.2%
- **PORTLAND**: 17.6%
- **SACRAMENTO**: 15.6%
- **SAN DIEGO**: 3.4%
- **SAN FRANCISCO**: 13.0%
- **SAN JOSE**: 17.9%
- **SEATTLE**: 9.6%

5-Year Growth in Residents Walking to Work
2007-2011

AUSTIN 26.0%
ALBUQUERQUE 13.5%
PORTLAND 12.2%
SEATTLE 8.3%
LOS ANGELES 0.7%
SAN FRANCISCO -1.7%
SAN DIEGO -3.0%
SAN JOSE -3.7%
SACRAMENTO -2.1%

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY
5-Year Growth in Arts and Recreation Establishments
2006-2010

- Austin: 12.1%
- Los Angeles: 9.0%
- Portland: 6.2%
- Denver: 5.9%
- San Diego: 2.8%
- Seattle: 2.8%
- Albuquerque: 0.4%
- San Francisco: -1.9%
- Sacramento: -3.6%
- San Jose: -9.5%

Source: U.S. Census County Business Patterns 2010
5-Year Growth in Minorities
2007-2011

BLACK RESIDENTS

ALBUQUERQUE 10.6%
AUSTIN 9.5%
DENVER 5.1%
LOS ANGELES -5.0%
PORTLAND 10.2%
SACRAMENTO 2.4%
SAN DIEGO 5.4%
SAN FRANCISCO 0.1%
SAN JOSE 9.3%
SEATTLE 10.6%

5-Year Growth in Minorities
2007-2011

HISPANIC RESIDENTS

<table>
<thead>
<tr>
<th>City</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBUQUERQUE</td>
<td>14.8%</td>
</tr>
<tr>
<td>AUSTIN</td>
<td>19.2%</td>
</tr>
<tr>
<td>DENVER</td>
<td>8.5%</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>2.3%</td>
</tr>
<tr>
<td>PORTLAND</td>
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</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>14.3%</td>
</tr>
<tr>
<td>SAN JOSE</td>
<td>9.2%</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>34.4%</td>
</tr>
</tbody>
</table>

5-Year Growth in Minorities
2007-2011

NATIVE AMERICAN RESIDENTS

- Albuquerque: 8.0%
- Austin: 21.0%
- Denver: 18.0%
- Los Angeles: -5.8%
- Portland: -37.6%
- Sacramento: 31.1%
- San Diego: 7.5%
- San Francisco: 11.1%
- San Jose: 34.1%
- Seattle: 11.2%

Source: U.S. Census American Community Survey 2007-2011
From 2010-2011, nearly 97,000 people moved to the Portland-Vancouver region from another metropolitan area.

Moving In

Up more than 6% since 2007, Greater Portland has more than 890 arts and recreation establishments, more than Austin and Albuquerque combined.

Arts and Recreation Establishments

Greater Portland residents enjoy an average 25 minute commute - faster than commutes in Austin, San Francisco, Seattle and San Diego.

Average Commute

The region’s immigrant population is now composed of more than 282,000 residents - up 7.8% since 2007. This growth is double that of San Francisco and Denver and three times that of San Jose.

Immigrant Residents

Portland-Vancouver’s Hispanic population has increased nearly 15% since 2007, topping more than 250,000 residents. This growth has been nearly seven times faster than in Los Angeles.

Hispanic Population
Air Cargo 2012

TOTAL
14.4 MILLION
+5.2% COMPARED TO 2011

INTERNATIONAL
444,239*
+1.1% COMPARED TO 2011
* 3% OF TOTAL

Air Passengers 2012

TOTAL
14.4 MILLION
+5.2% COMPARED TO 2011

INTERNATIONAL
444,239*
+1.1% COMPARED TO 2011
* 3% OF TOTAL

Crimes per 100K Residents

PROPERTY CRIMES
2,580.0

VIOLENT CRIMES
259.7

SOURCE: FBI UNIFORM CRIME STATISTICS 2011
SOURCE: PORT OF PORTLAND 2012

PHOTO: PORT OF PORTLAND
KEEPS GREATER PORTLAND WITH YOU

Download the free Greater PDX app to access the data and info you need on workforce, cost of doing business, and other demographics...right at your fingertips.