



# GREATER PORTLAND VANCOUVER

## AN ECONOMIC FORECAST

DATA BY GLOBAL INSIGHT  
ANALYSIS BY GREENLIGHT GREATER PORTLAND  
DECEMBER 2008

What a difference six months can make. In May 2008, Greenlight commissioned the economic experts at Global Insight to produce a forecast for the Portland-Vancouver region, a one- and five-year snapshot of projected growth in population, jobs and wealth. Those projections were included in our 2008 Greater Portland Prosperity Index. In light of the deepening recession over the past several months, Global Insight has updated the earlier look, with the results showing overall slowed growth for the region's economy.

# POPULATION

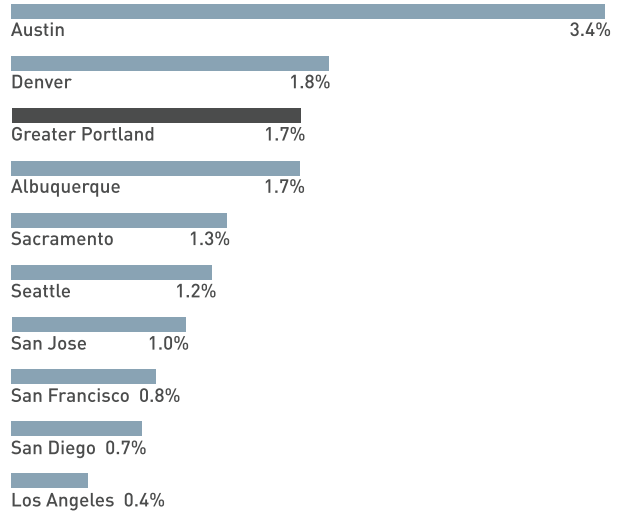
## In the next year:

In 2009, greater Portland is expected to reach a population of 2.25 million, adding 37,400 residents and growing 1.7%, making it the fastest-growing metro on the West Coast. The region continues to hold that distinction from the previous five years (2004-2008), when it expanded by 7.6%, adding 50,000 more residents than San Francisco (104,900) and more than twice San Diego's gain (65,400).

## The five-year horizon:

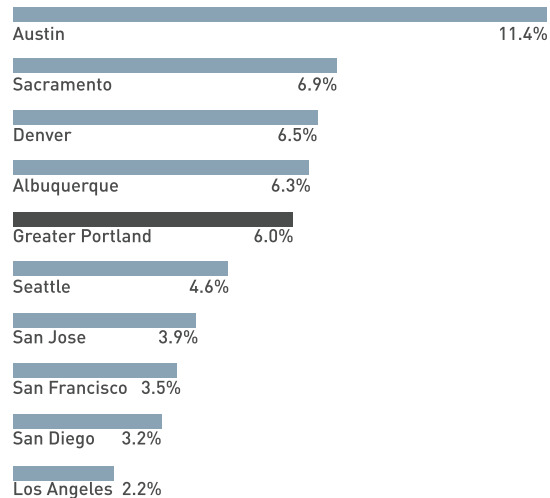
From 2009 to 2013, greater Portland-Vancouver's population will increase by 6%, adding more than 136,600 residents and bringing the total to 2.4 million. The region's growth will outpace that of Seattle (4.6%), San Francisco (3.5%), San Diego (3.2%) and Los Angeles (2.2%).

## Projected growth 2009



SOURCE: GLOBAL INSIGHT 2008, GREENLIGHT GREATER PORTLAND ANALYSIS 2008

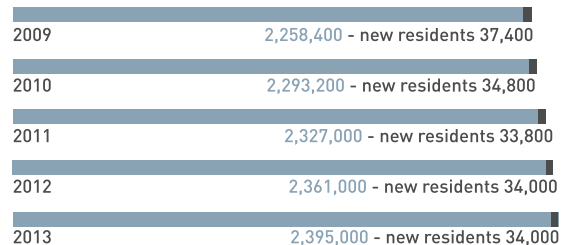
## Projected growth 2009-2013



SOURCE: GLOBAL INSIGHT, 2008, GREENLIGHT GREATER PORTLAND ANALYSIS 2008

## Greater Portland projected growth

2009-2013



SOURCE: GLOBAL INSIGHT, 2008, GREENLIGHT GREATER PORTLAND ANALYSIS 2008

# GROSS REGIONAL PRODUCT

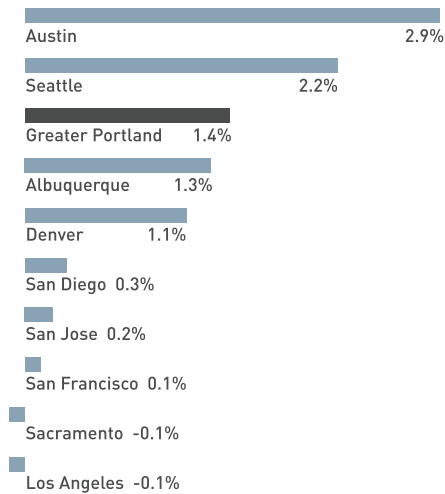
## Slow growth in 2009.

Greater Portland's projected GRP ranks third among benchmarks, with Austin's and Seattle's growing faster. The California metros fare worse, with Sacramento and Los Angeles projecting slight declines.

## Steady five-year growth.

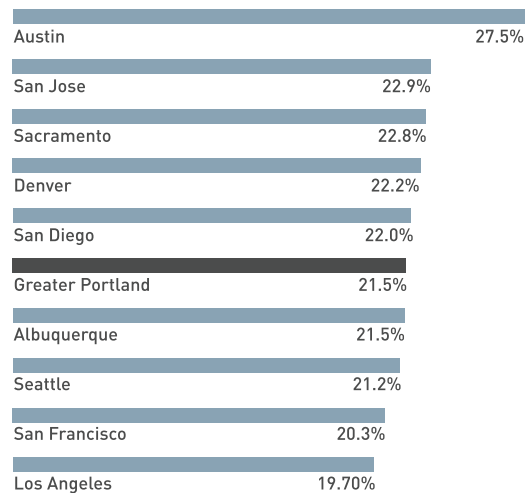
By 2013, greater Portland's gross regional product is expected to increase nearly 22%, a rate that ranks in the middle of the benchmark regions. GRP will reach \$139.7 billion.

## Projected GRP growth 2009



GLOBAL INSIGHT 2008. GREENLIGHT GREATER PORTLAND ANALYSIS 2008

## Projected GRP growth 2009-2013



GLOBAL INSIGHT 2008. GREENLIGHT GREATER PORTLAND ANALYSIS 2008

# TOTAL EMPLOYMENT

## A one-year decline:

Although in 2009, greater Portland-Vancouver will post a net loss of 10,900 jobs, it ranks third-best of the benchmark regions. Austin, Texas, is the only region looking at net positive job growth, adding 2,700 jobs (.3%). The Portland-Vancouver and Seattle metros will fare better than the major California regions; the smallest projected loss among those metros is 18,000 jobs. Los Angeles is expected to lose at least 119,600 jobs.

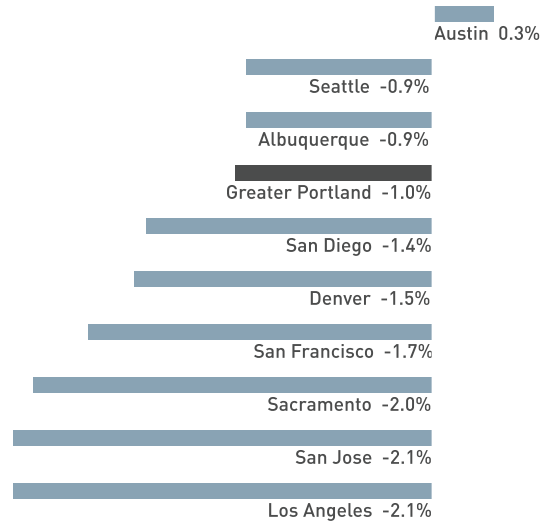
## 76,000 new jobs:

In the next five years, greater Portland-Vancouver's workforce will grow 7.4% to more than 1.1 million, adding more than 76,000 new jobs by 2013 and ranking it fourth among the benchmarks: Austin (11.4%), Sacramento (7.9%), San Diego (7.5%).

## Looking back:

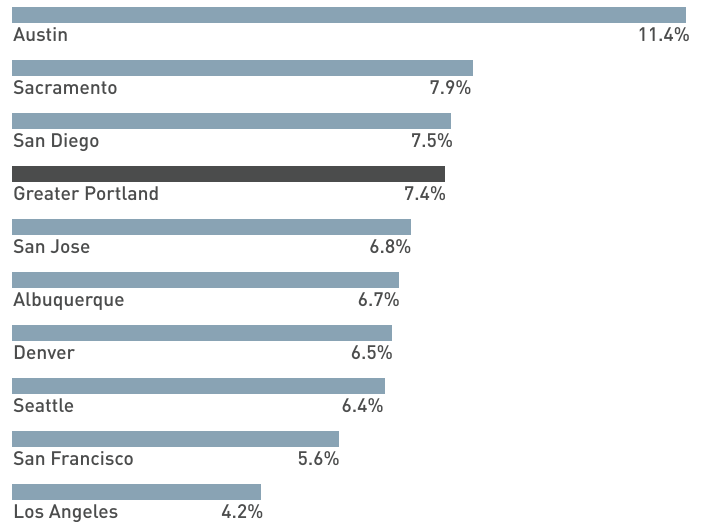
From 2004 to 2008, the region's total workforce grew 9.2%, adding more than 87,000 jobs. Greater Portland-Vancouver had the fastest-growing employment of West Coast metros and trailed only Austin, Texas (16.0%) in job creation.

## Projected non-farm employment 2009



SOURCE: GLOBAL INSIGHT 2008. GREENLIGHT GREATER PORTLAND ANALYSIS 2008

## Projected non-farm employment 2009-2013



SOURCE: GLOBAL INSIGHT 2008. GREENLIGHT GREATER PORTLAND ANALYSIS 2008

# INDUSTRY FORECASTS

## Manufacturing

**2009:** Greater Portland-Vancouver's manufacturing employment will shrink 4.8%, shedding 5,900 jobs to a net total of 118,300. All 10 benchmark regions will lose manufacturing employment; greater Portland's loss ranks fifth behind Seattle's (-1.8%), San Diego's (-3.8%), Albuquerque's (-4.0%) and San Francisco's (-4.2%).

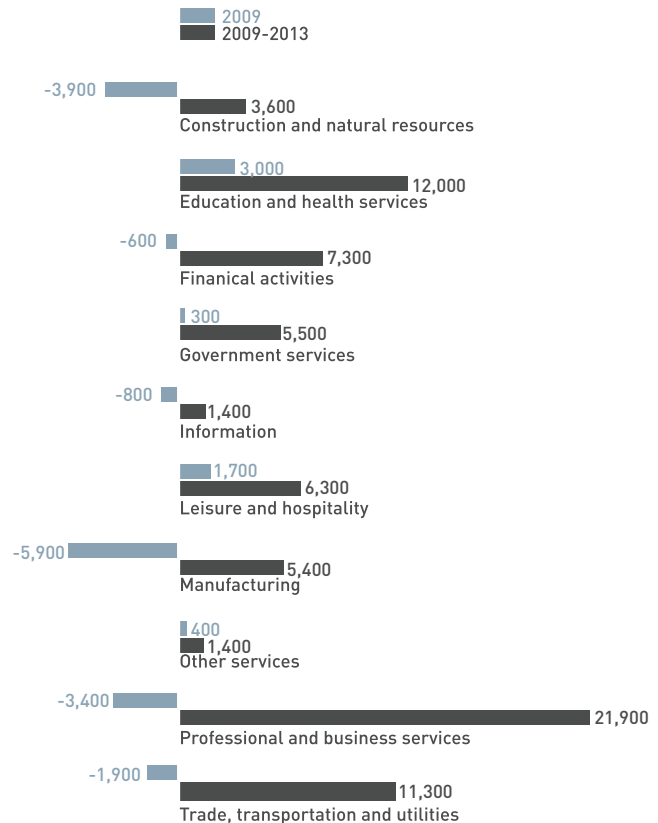
**2009-2013:** The region's manufacturing sector will grow 4.6% in the next five years, netting 5,400 new jobs and bringing the industry's employment to 123,700. Greater Portland's growth in manufacturing will lead that of the other regions. San Jose, Albuquerque and Los Angeles will continue to lose manufacturing jobs.

## Construction and natural resources

**2009:** The metro area's construction and natural resources industry will shed 3,900 jobs, decreasing 5.9%. This sector in greater Portland will be one of the hardest hit on the West Coast; only Seattle (-6.4%) and Los Angeles (-7.0%) will experience sharper declines.

**2009-2013:** Construction in greater Portland will grow 5.8% by 2013, adding 3,600 new jobs to reach a total of 65,400. The region's growth is projected to be fifth among benchmark regions; Sacramento (13.6%) and San Diego (12.3%) are expected to grow fastest.

## Greater Portland: Projected new jobs by industry



SOURCE: GLOBAL INSIGHT 2008. GREENLIGHT GREATER PORTLAND ANALYSIS 2008

# INDUSTRY FORECASTS

## Trade and transportation

2009: Greater Portland's trade and transportation sector will lose 1,900 jobs — a decrease of almost a percentage point. Among benchmark regions, only Austin will add jobs (1,000) in this sector.

2009-2013: Greater Portland will add 11,300 new jobs (5.6% increase) in trade and transportation — second to Austin's gain (11.6%).

## Information

2009: Portland-Vancouver is not expected to see job growth in the information sector next year. Only Seattle will see an increase (1.7%); the eight other metros will lose information sector jobs.

2009-2013: Greater Portland's information sector will grow 5.8% adding 1,400 new jobs — third place to Seattle (11.6%) and Austin (7.9%).

## Financial activities

2009: Jobs in the financial services sector for Portland-Vancouver will decrease slightly (.9%) next year, a loss of approximately 600 jobs. Seattle will lose 4,300 jobs, a 4.2% decline.

2009-2013: Portland-Vancouver's financial services will expand 10.5%, adding 7,300 jobs, ranking it fourth among the benchmarks in that sector. Sacramento tops the metros with a projected 17.9% growth.

## Business and professional services

2009: The professional and business employment will shrink 2.5%, and shed 3,400 jobs next year, showing a more substantial decline than Seattle's (-.5%) but less than Denver's (-2.6%), Los Angeles' (-2.8%) or Austin's (-2.9%).

2009-2013: The business and professionals services sector in Portland-Vancouver will rebound to net 28,300 new jobs and bring the total employment in that sector to approximately 162,000. The growth ranks greater Portland fifth among the benchmark metros.

## Education and health services

2009: Education and health services in greater Portland will add approximately 3,000 new jobs next year, a 2.3% increase that ranks third behind Austin (3.8%) and Denver (2.7%). All benchmark metros are slated for growth in this sector.

2009-2013: Greater Portland will add 12,100 education and health services jobs — a 9.0% increase that brings the sector's total employment to just shy of 147,000.

## Leisure and hospitality

2009: Portland-Vancouver, like Austin and Seattle, will experience very little growth (.3%) in leisure and hospitality. Expecting to add 300 jobs, however, makes it one of just three metros to project positive job growth.

2009-2013: Greater Portland's leisure and hospitality workforce will grow 5.5% — behind only Austin — to add 5,500 new jobs.

## Other services

2009: Greater Portland's other services sector will increase slightly more than in 2008 — up to 1.1%, an addition of 400 new jobs.

2009-2013: The Portland-Vancouver region's other services sector will lead among the benchmark metros over the next five years, growing 3.8% and adding 1,400 new jobs.

## Government

2009: In the upcoming year, greater Portland-Vancouver will add 1,700 jobs in government — a 1.2% increase. Among the benchmarks, only Austin (2.2%), greater Portland (1.2%), Seattle (.9%) and Albuquerque (.5%) will experience positive growth in the sector next year.

2009-2013: Government employment will increase 4.2% to 154,900 in 2009, adding 6,300 jobs. Austin (13,100), Seattle (12,800) and Sacramento (11,400) will add almost twice that number.

