# CLARK COUNTY
## *CHARTING ECONOMIC VIBRANCY*

**Demographic & Economic Profile**

*April 2023*

CREDC
ECONOMIC DEVELOPMENT

*In partnership with*

GREATER PORTLAND

# About Greater Portland Inc

## GPI's Primary Functions

- Business Recruitment, Retention, and Expansion

- Convening and Capacity Building

- Community Assistance and Research

- Comprehensive Economic Development Planning

# About GPEDD

- The Greater Portland Economic Development District (GPEDD) is a federally designated, 4-county, bi-state region.

- Creates this region's 5-10 year strategy, required by the U.S. Economic Development Administration.

- Cities and jurisdictions use as guiding document.

- Qualifies state and local governments, institutions of higher education, not for-profit entities, and federally recognized Tribes for EDA funding assistance.



GREATER PORTLAND ECONOMIC DEVELOPMENT DISTRICT

WASHINGTON

CLARK

WASHINGTON

MULTNOMAH

OREGON

CLACKAMAS

# The Value of Planning

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# Overview

- A data update to the Economic Profile section of the *Clark County Comprehensive Economic Development Plan: 2018-2023*.

- Uses the same six benchmark communities identified in the Plan, as well as the Greater Portland MSA, Washington, and USA as a basis for comparison.

- This data update is provided as a partnership between CREDC and Greater Portland Inc.

# Benchmark Communities

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# Benchmark Communities

These communities were first identified during the *2018-2023 Plan* planning process, based on these factors:

- ➤ **Connection to a Knowledge Center**. Should be connected to a growing economy driven by professional services, technology and knowledge-based industries.

- ➤ **Population Size**. Should have a similar population as Clark County.

- ➤ **University Presence**. Given the presence of WSU Vancouver in Clark County, a few of the selected benchmark counties should also have a university present in the community.

- ➤ **Port Community.** Clark County is a port community with the Ports of Camas-Washougal, Ridgefield, and Vancouver present in the county; therefore, a few of the selected benchmarks should also be port communities.

- ➤ **Multi-nodal Region**. Clark County is an anchor for the greater Portland-Vancouver region, a multi-nodal community.

# Clark County, WA



- Primary City: Vancouver

- Metro: Portland-Vancouver-Hillsboro, OR-WA MSA

- Population: 516,779

- University: WSU-Vancouver

- Port: Camas-Washougal, Ridgefield, Vancouver.
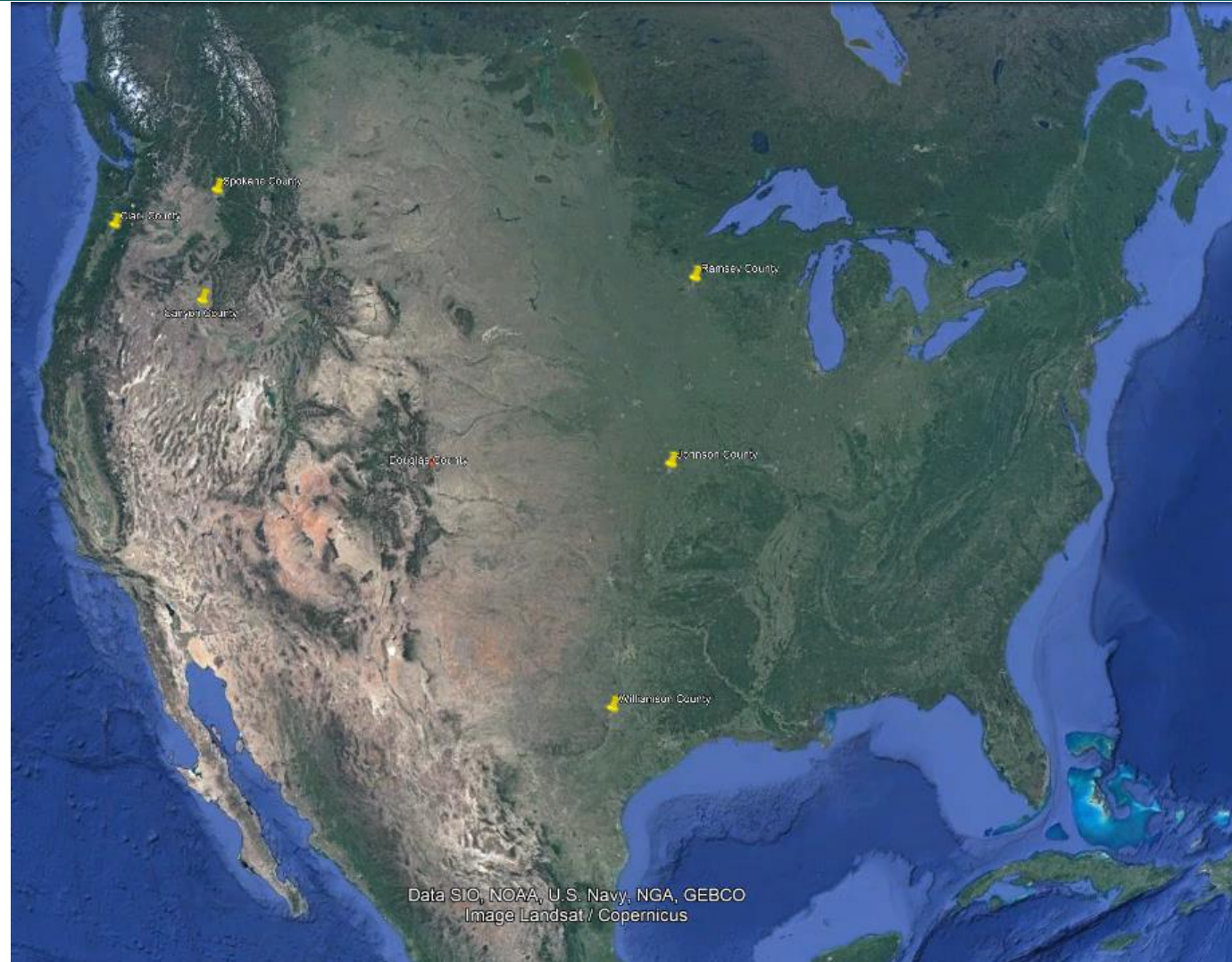
- Multi-nodal Metro: Yes
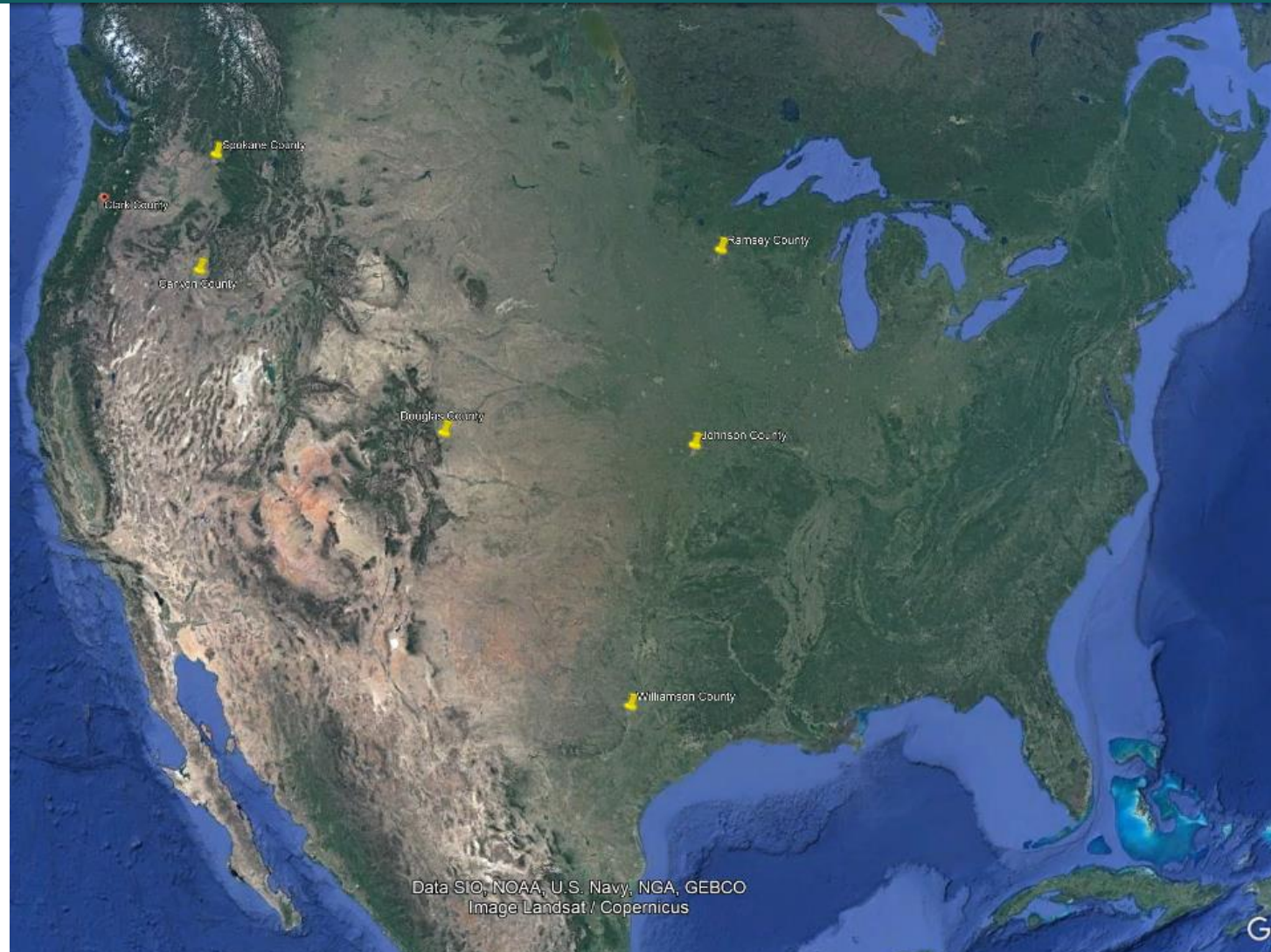
# Canyon County, ID



- Primary City: Nampa

- Metro: Boise City-Nampa MSA

- Population: 251,065

- University: Northwest Nazarene University

- Port: No

- Multi-nodal Metro: Yes

- Other notes: Also home to College of Western Idaho, the state's largest community college.

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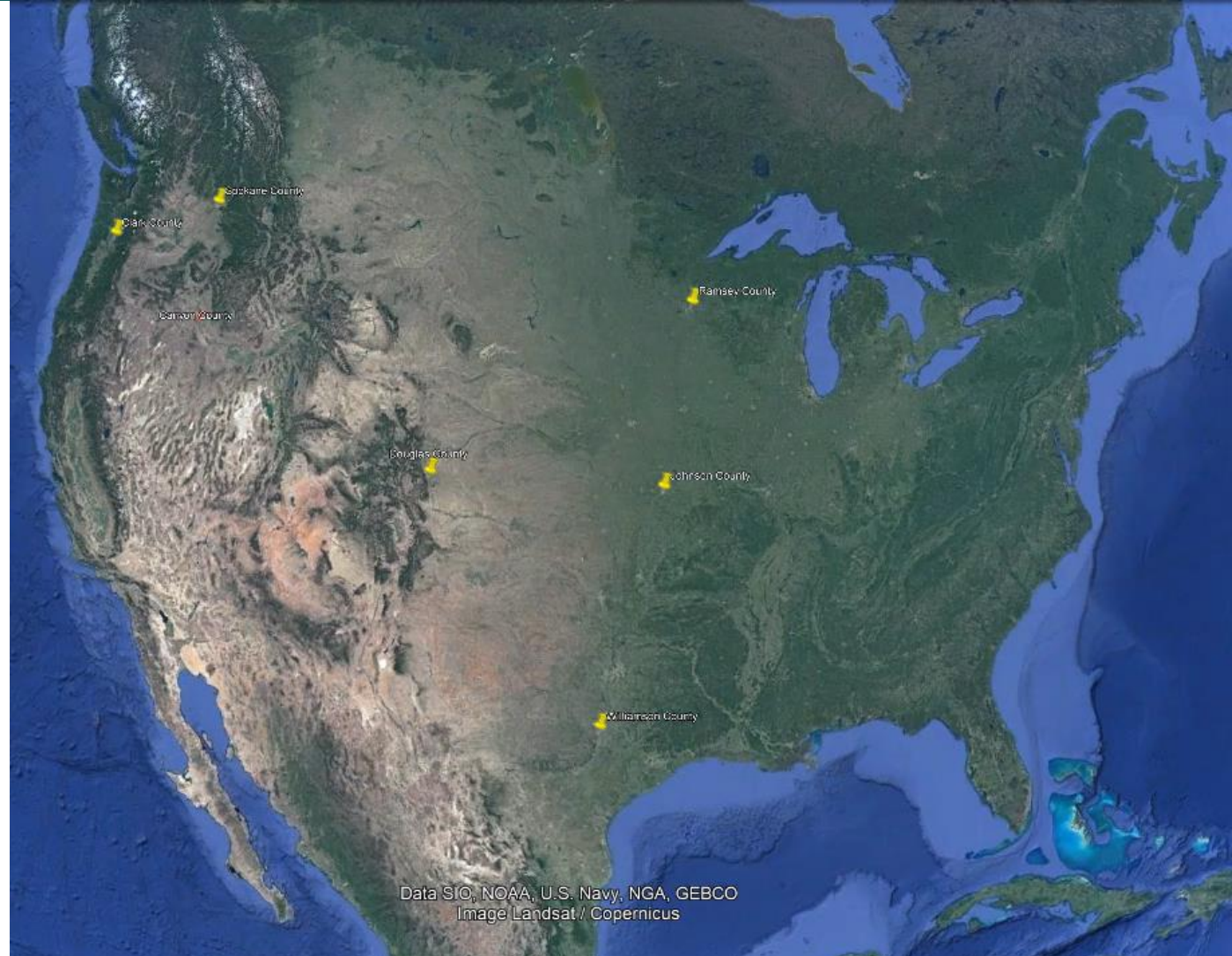
# Douglas County, CO

➤ Primary City: Castle Rock

➤ Metro: Denver MSA

➤ Population: 375,988

➤ University: No

➤ Port: No

➤ Multi-nodal Metro: No, but between Denver and Colorado Springs and includes parts or Aurora.

➤ Other notes: Has the highest median household income of any Colorado county. A large commuting county.

# Johnson County, KS



- Primary City: Overland Park

- Metro: Kansas City MSA

- Population: 619,195

- University: University of Kansas-Edwards Campus

- Port: No

- Multi-nodal Metro: Yes

- Other notes: Largest county in Kansas, mostly suburban. T-Mobile and FerrellGas are some of the larger employers.
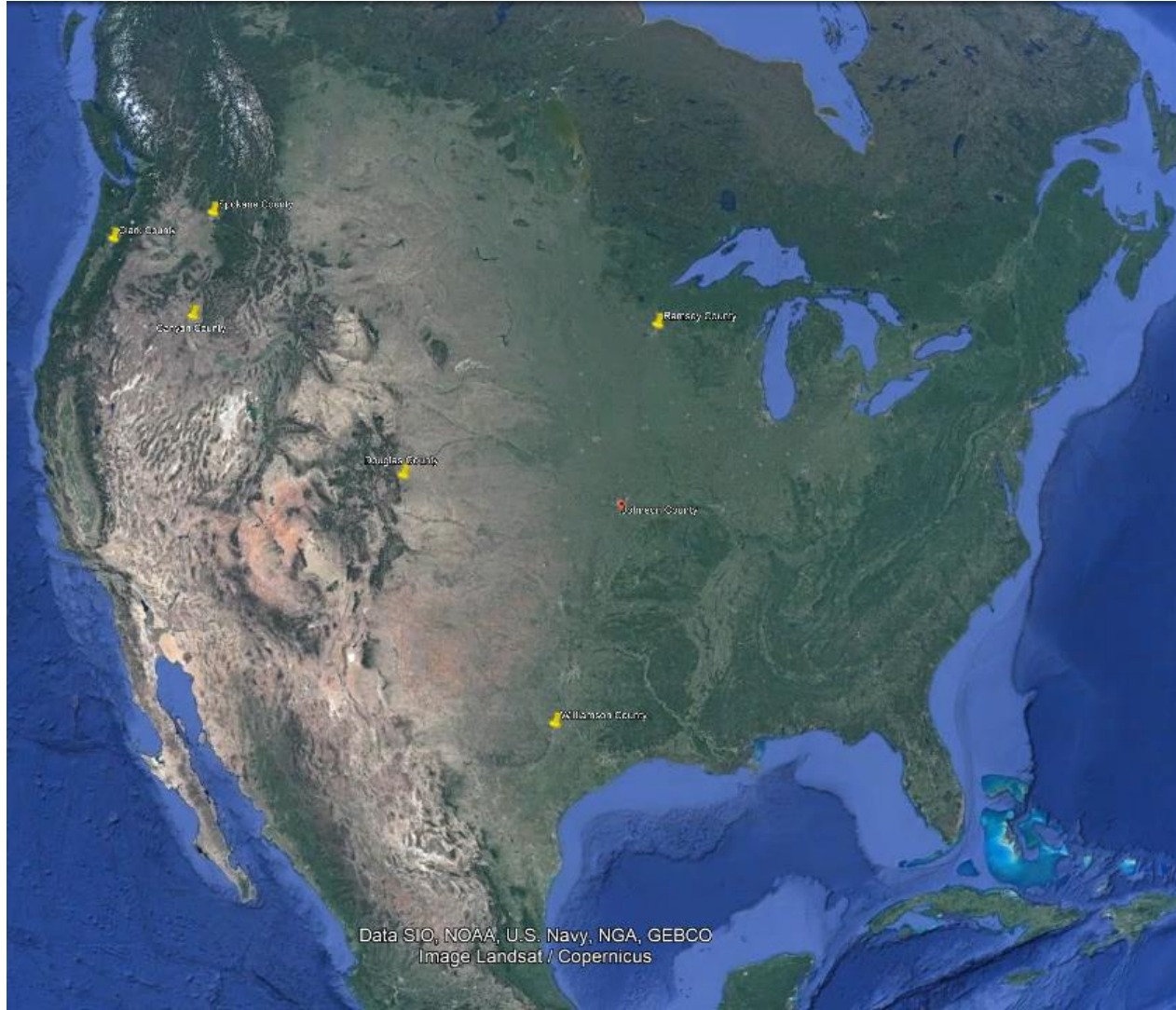
# Ramsey County, MN

➢ Primary City: St. Paul

➢ Metro: Minneapolis-St. Paul MSA

➢ Population: 536,413

➢ University: University of Minnesota-Twin Cities/St. Paul Campus

➢ Port: St. Paul Port Authority

➢ Multi-nodal Metro: Yes

➢ Other Notes: Most densely populated county in Minnesota, as well as one of the most densely populated counties in the United States.
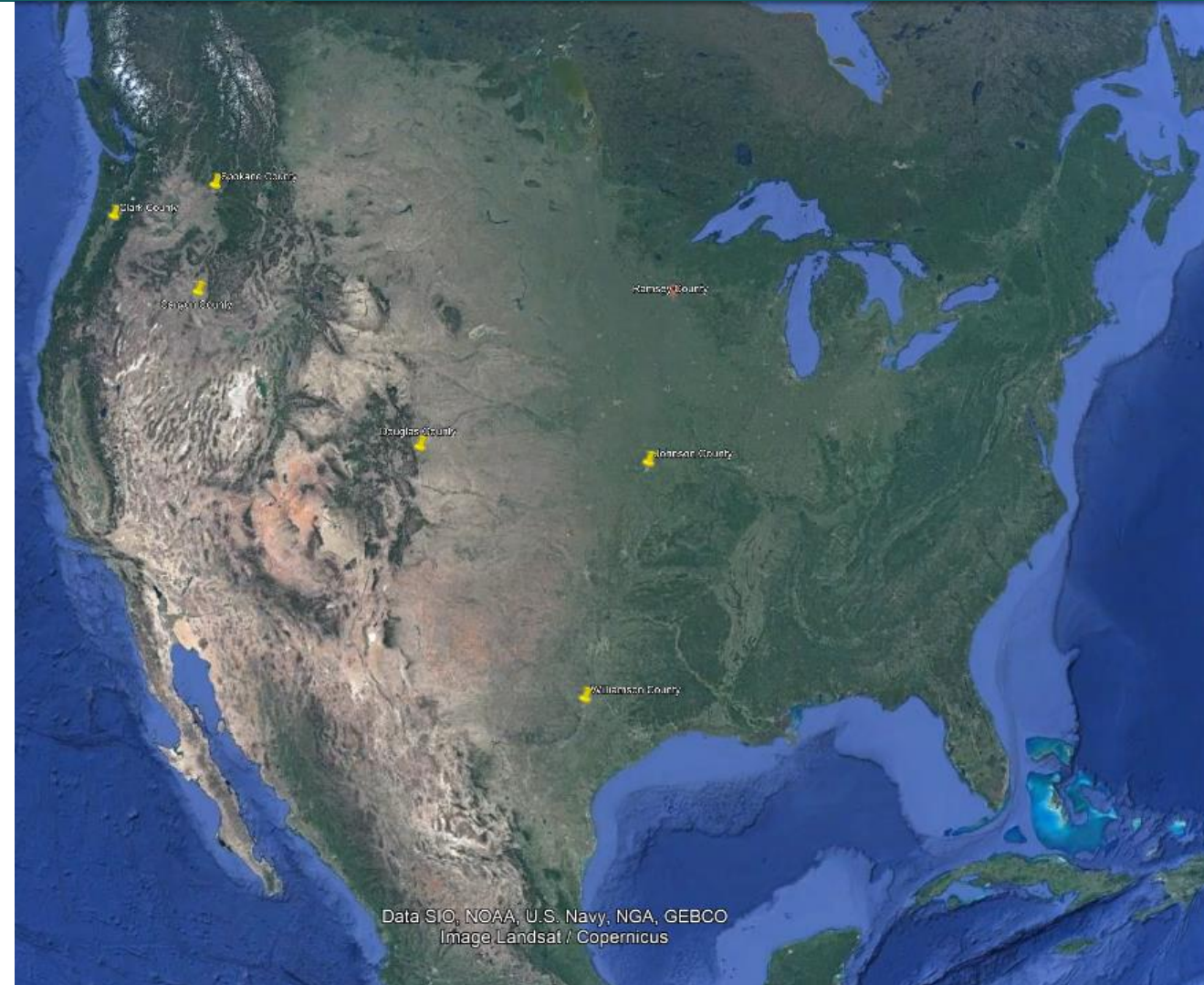
# Spokane County, WA

➢ Primary City: Spokane

➢ Metro: Spokane MSA

➢ Population: 549,690

➢ University: Gonzaga, WSU-Spokane (Health Sciences)

➢ Port: No

➢ Multi-nodal Metro: No

➢ Other notes: Home to Fairchild Air Force Base – also one of its largest employers.
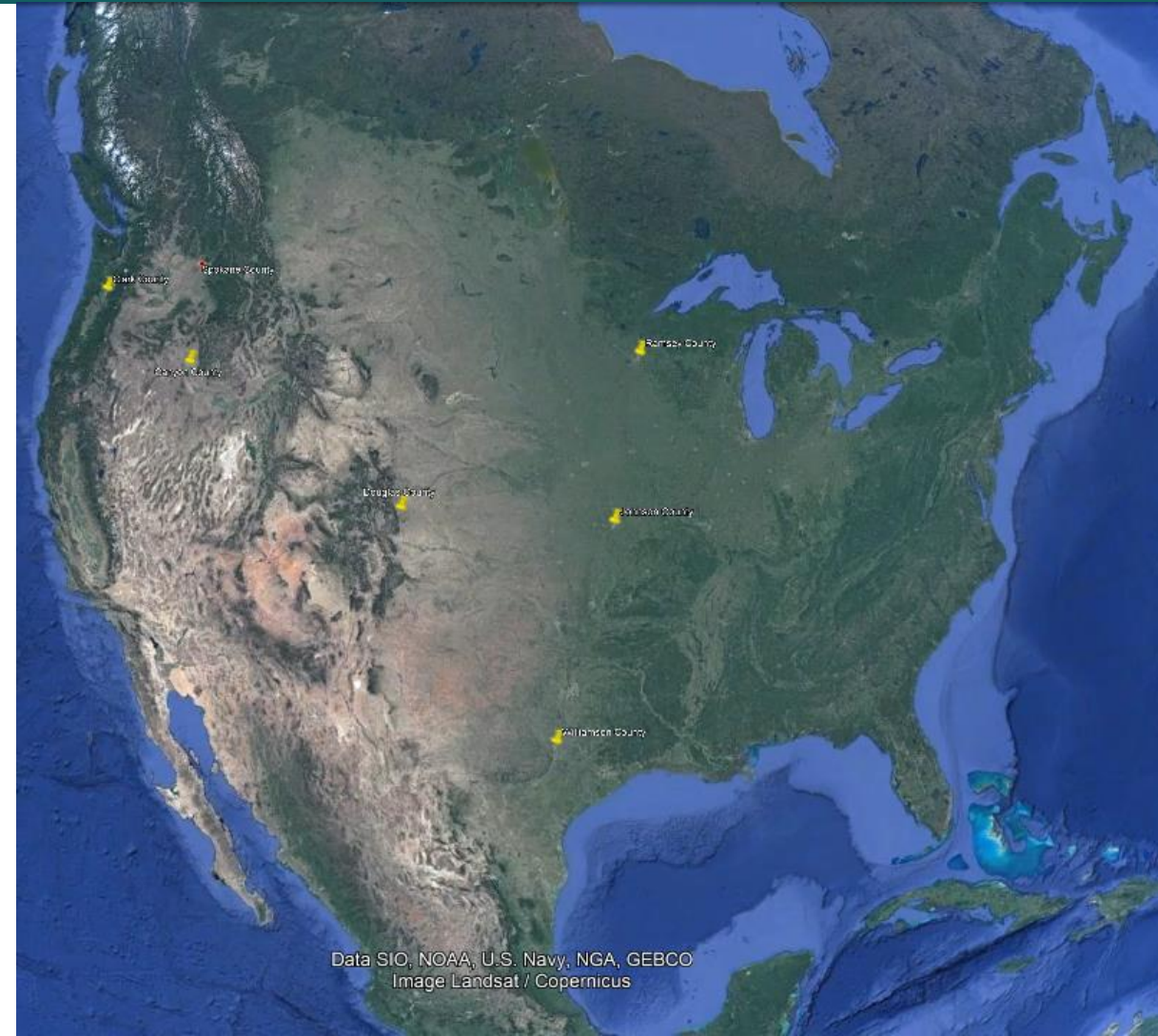
# Williamson, TX

- Primary City: Round Rock

- Metro: Austin MSA

- Population: 671,418

- University: Texas State University – Round Rock; Southwestern U.

- Port: No

- Multi-nodal Metro: Yes

- Much growth has been driven by Austin's outward expansion. Home to Dell's HQ. Also has a very large retirement development.



Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image Landsat / Copernicus
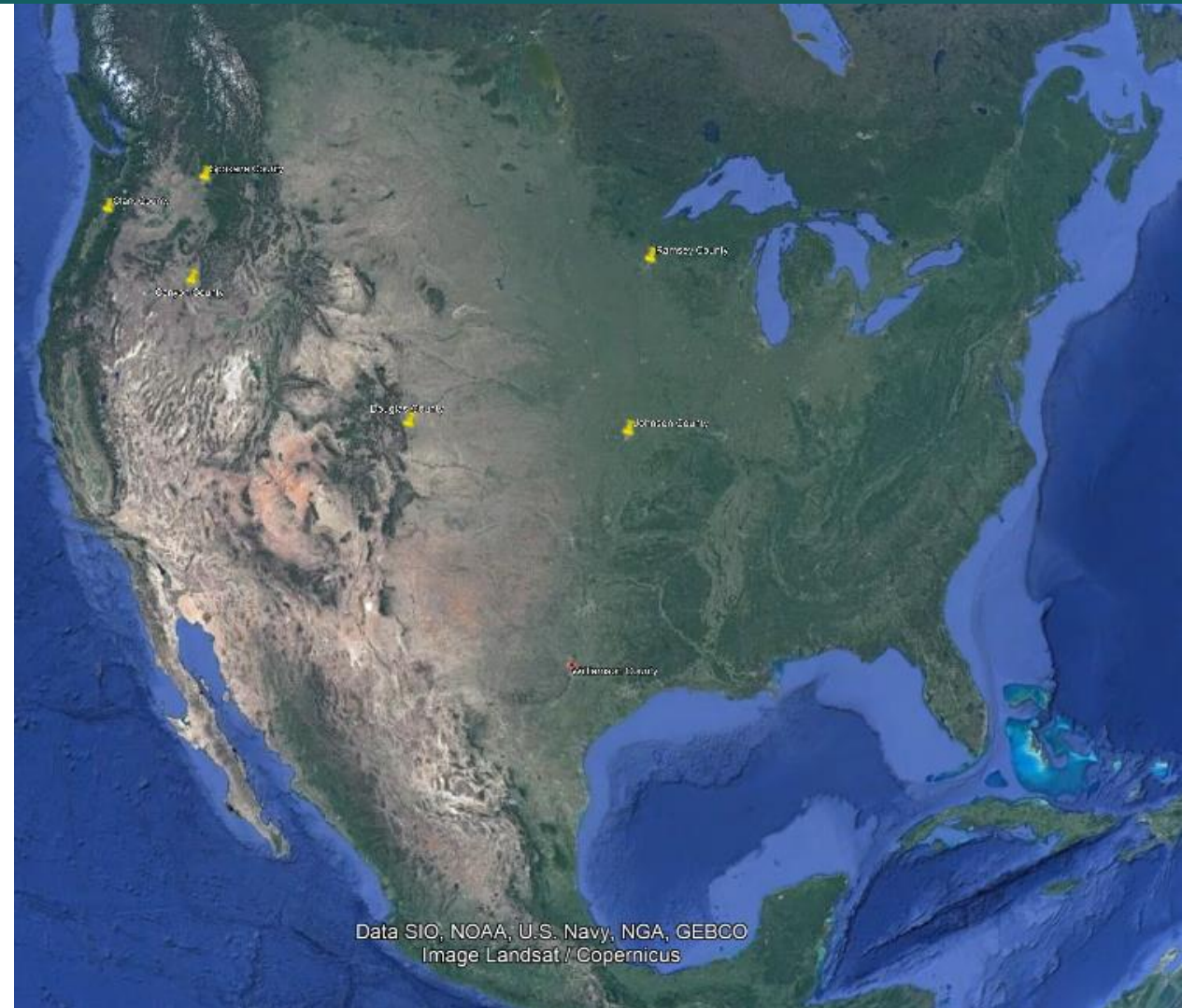
# Demographics

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# Population

## Population, 2022
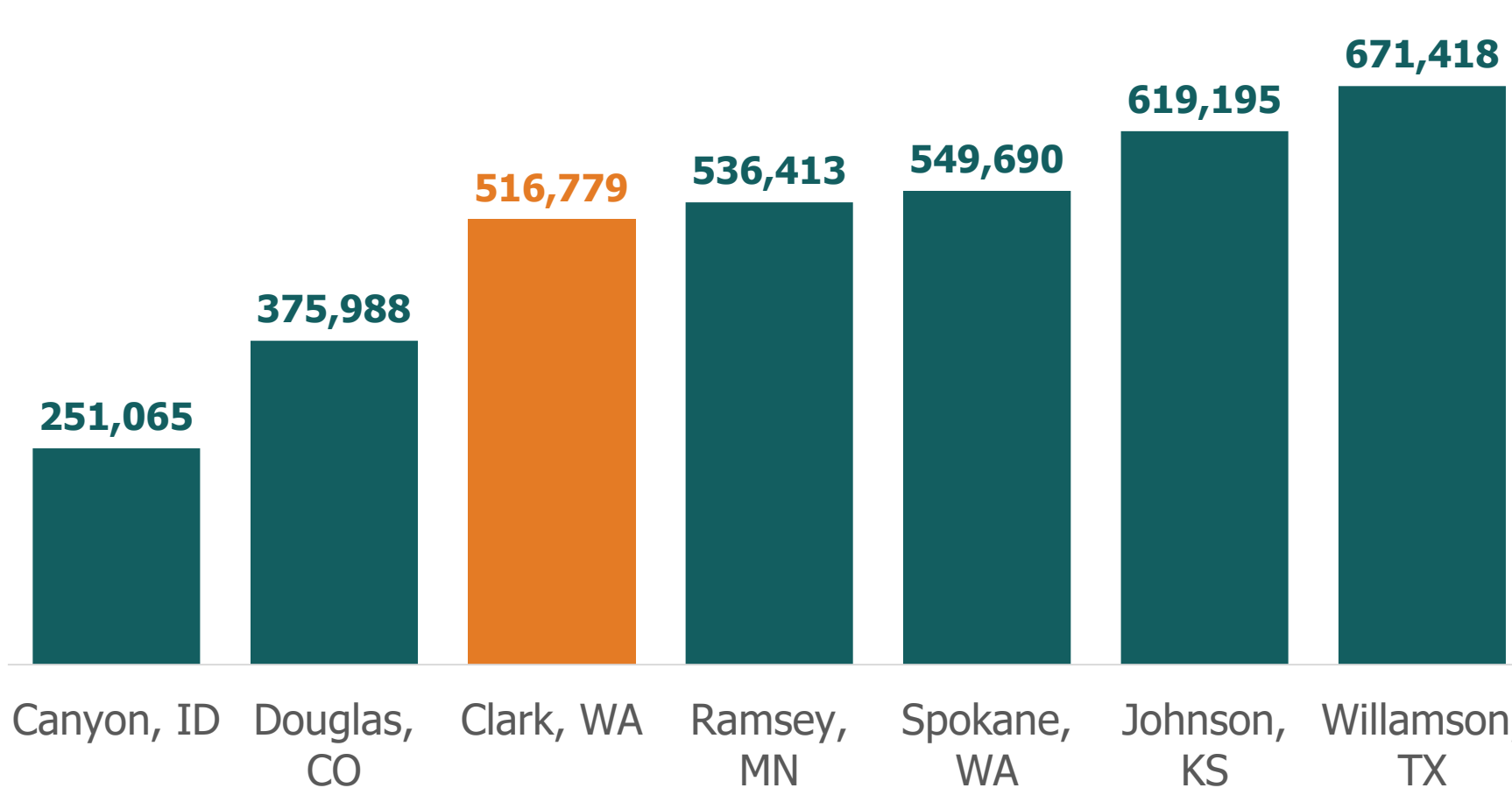


- Clark County ranks as the third smallest in population out of all the benchmark communities.

- Clark County has about 20% of the Portland MSA's total population.

- Other Populations:
  - Portland MSA = 2,509,489
  - Washington = 7,785,786
  - USA = 333,287,557

Source: U.S. Census Bureau, Population Division

Canyon, ID: 251,065
Douglas, CO: 375,988
Clark, WA: 516,779
Ramsey, MN: 536,413
Spokane, WA: 549,690
Johnson, KS: 619,195
Willamson, TX: 671,418

# Population Growth – 2 Years

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**Population Growth Rate, April 2020 - July 2022**



Chart bar values:
- Ramsey, MN: -2.9%
- Johnson, KS: 1.5%
- Spokane, WA: 1.9%
- Clark, WA: 2.7%
- Douglas, CO: 5.0%
- Canyon, ID: 8.6%
- Williamson, TX: 10.2%
- Portland MSA: -0.1%
- Washington: 1.0%
- USA: 0.6%

Source: U.S. Census Bureau, Population Division
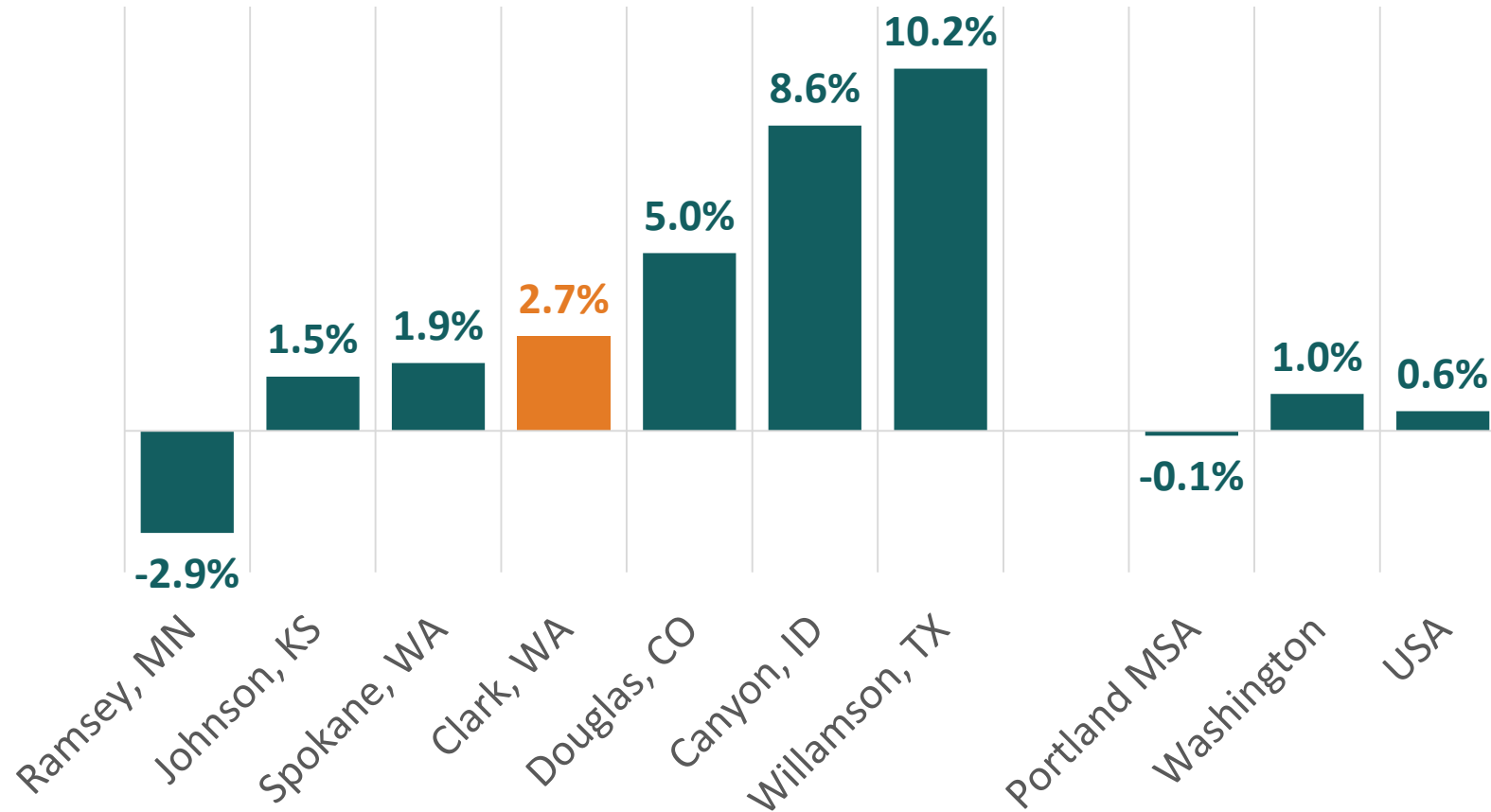
- Clark County was the 4th fastest growing county of all the benchmark communities, and its growth rate was still significantly higher than Washington and the U.S.A.

- Williamson, TX was the 23rd fastest growing county in the country since April 2020. Of the 30 fastest growing counties, it was also by far the largest county population-wise.

- Ramsey, MN lost population – a trend seen in many counties that were largely urban.

# Local Population Growth

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## Population Growth Rate, April 2020 - July 2022
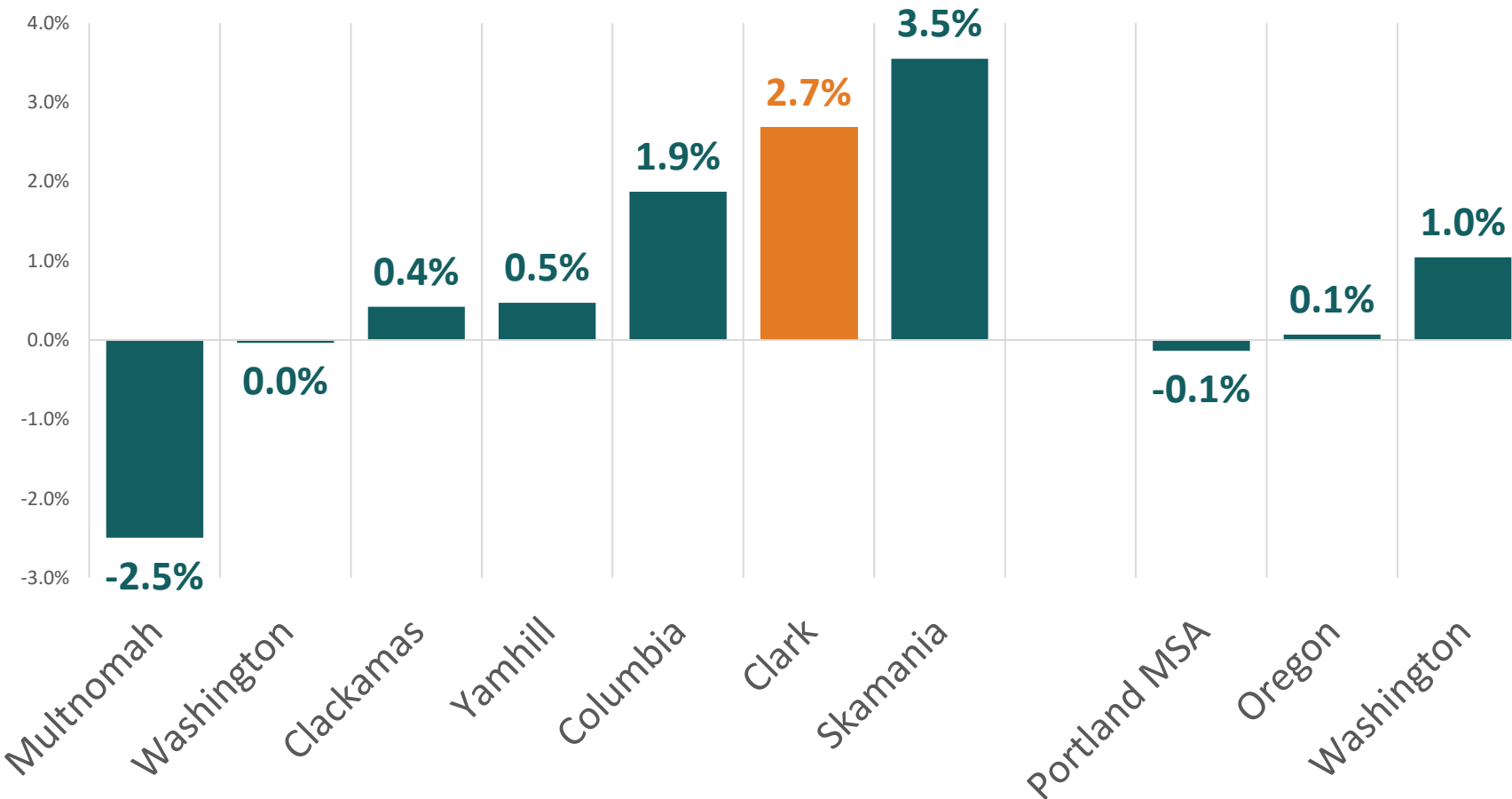


- From April 2020 to July 2022, Clark County added 13,470 residents – by far the largest amount of any county in the Portland MSA.

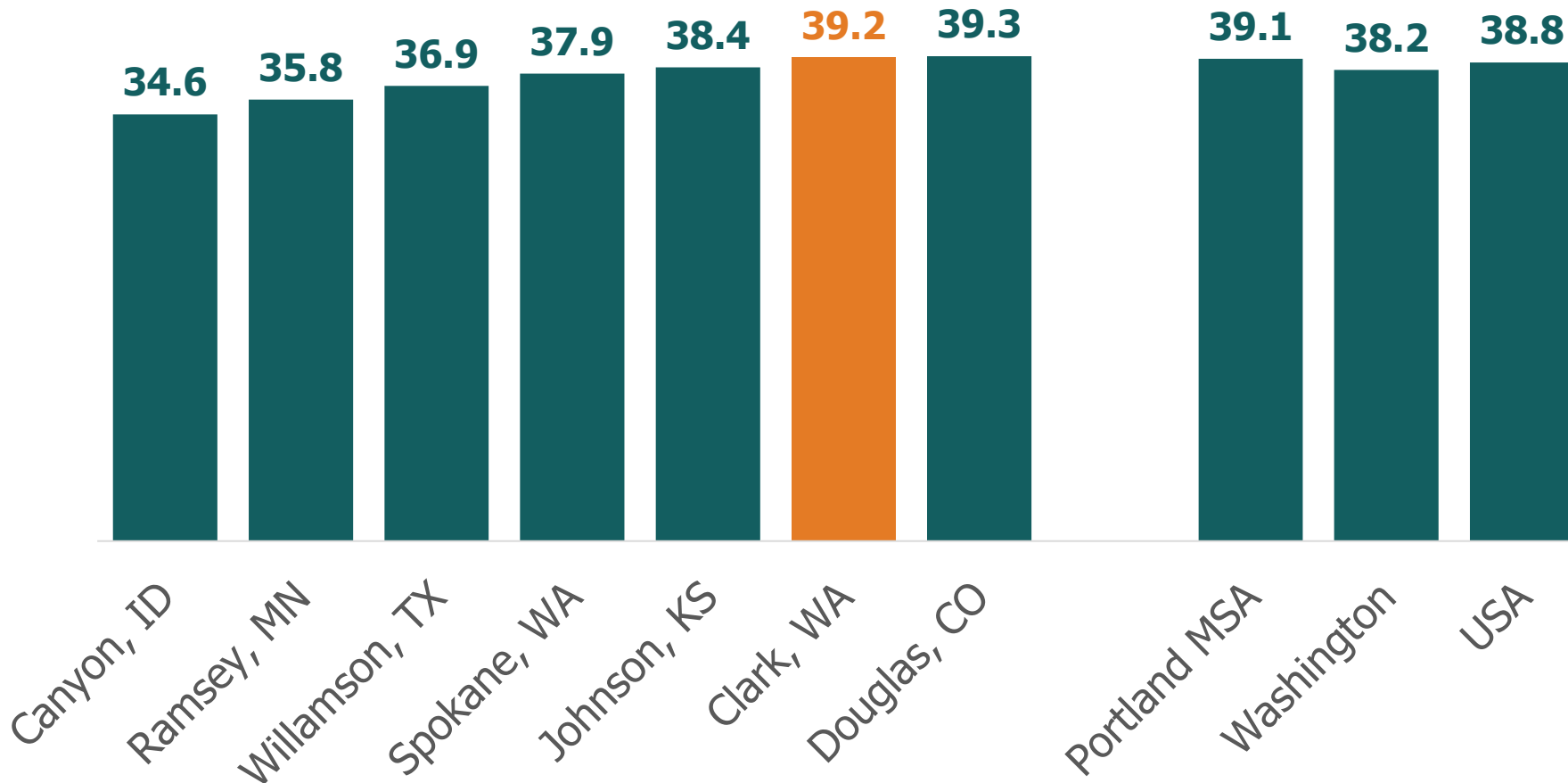- From July 2021 – July 2022, Clark County's population also increased – adding 4,191 new residents. During this same period, Clackamas, Multnomah, Washington, and Yamhill counties all lost population.

Source: U.S. Census Bureau, Population Division

# Median Age

**Median Age, 2021**



| Location | Median Age |
|---|---|
| Canyon, ID | 34.6 |
| Ramsey, MN | 35.8 |
| Willamson, TX | 36.9 |
| Spokane, WA | 37.9 |
| Johnson, KS | 38.4 |
| Clark, WA | 39.2 |
| Douglas, CO | 39.3 |
| Portland MSA | 39.1 |
| Washington | 38.2 |
| USA | 38.8 |

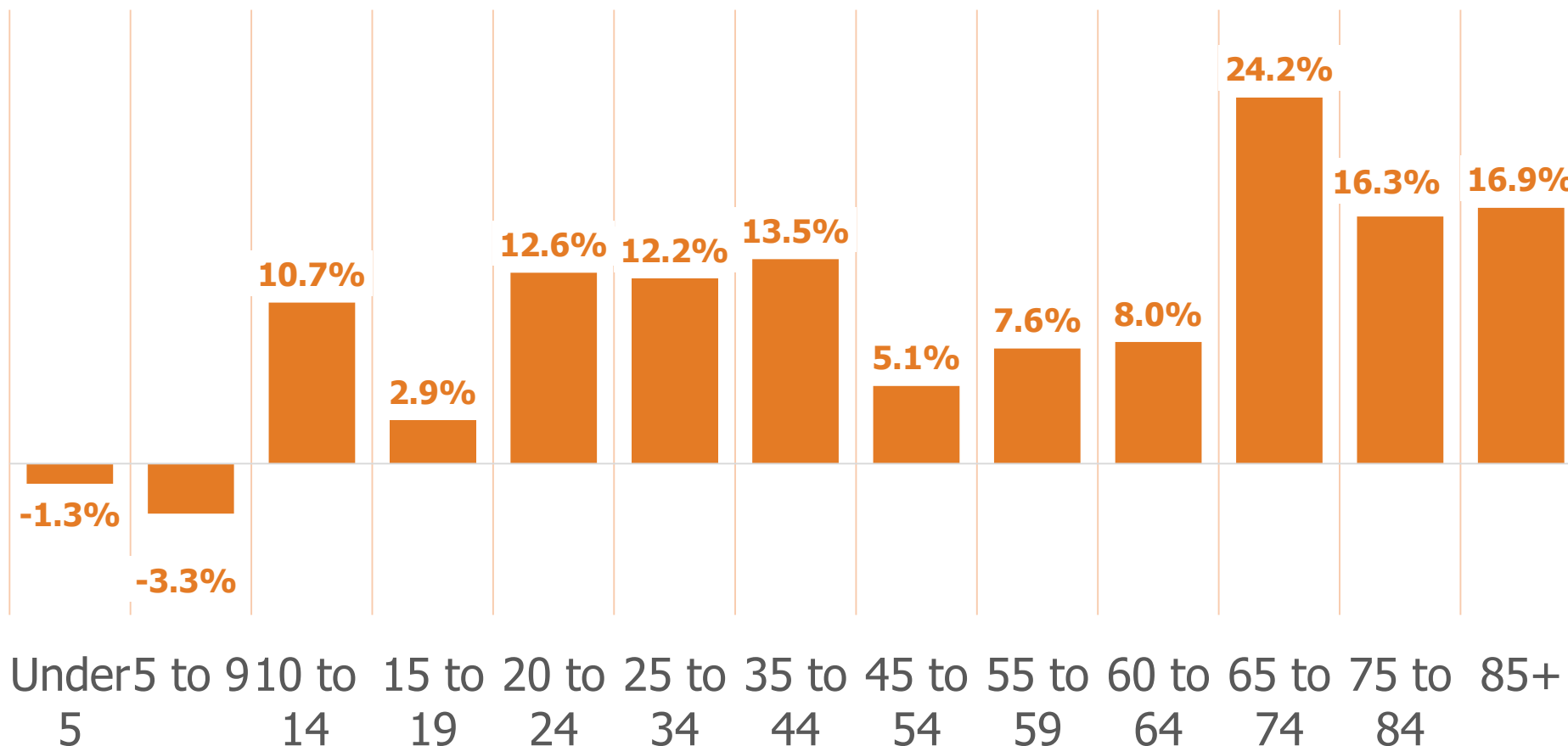Source: U.S. Census Bureau, ACS 1- Year Estimates

- Clark County has the second highest median age of the comparison communities at 39.2.

- This is very similar to the median age in the Portland MSA and the USA.

- In 2016, Clark County's median age was 38.0, suggesting the population is aging. However, all of the comparison communities have also aged over this time.

# Prime-age Workers

- The U.S. Bureau of Labor Statistics defines "prime-age" workers as workers between the **ages of 25 and 54**. These workers have the strongest attachment to the labor market and, therefore, are important to an area's economic vitality.

  - About **2 out of 3 Clark County's workers** are between the ages of 25-54 (65.6%).

  - In 2021, 81.3% of this age group in Clark County was in the labor force.

- Clark County's overall **labor force participation rate was 62.1%** in 2021, slightly lower than Washington (63.5%) and the USA (62.8%).

  - 67.9% of men in Clark County were in the labor force, lower than the State (68.3%) but slightly higher than the USA (67.5%)

  - 56.8% of women in Clark County were in the labor force, lower than the State (58.7%) and the USA (58.3%).

*Sources: U.S. Bureau of Labor Statistics, U.S. Census Bureau*

# Population Change by Age

**Clark County Population Change by Age Group, 2016-2021**



Bar chart data:
- Under 5: -1.3%
- 5 to 9: -3.3%
- 10 to 14: 10.7%
- 15 to 19: 2.9%
- 20 to 24: 12.6%
- 25 to 34: 12.2%
- 35 to 44: 13.5%
- 45 to 54: 5.1%
- 55 to 59: 7.6%
- 60 to 64: 8.0%
- 65 to 74: 24.2%
- 75 to 84: 16.3%
- 85+: 16.9%

Source: U.S. Census Bureau, ACS 1- Year Estimates

- In Clark County, the three fastest growing age groups are all for ages 65 and above.

- However, age groups from 20-44 are all growing faster than the county average of 9.5%.

# Population by Race/Ethnicity
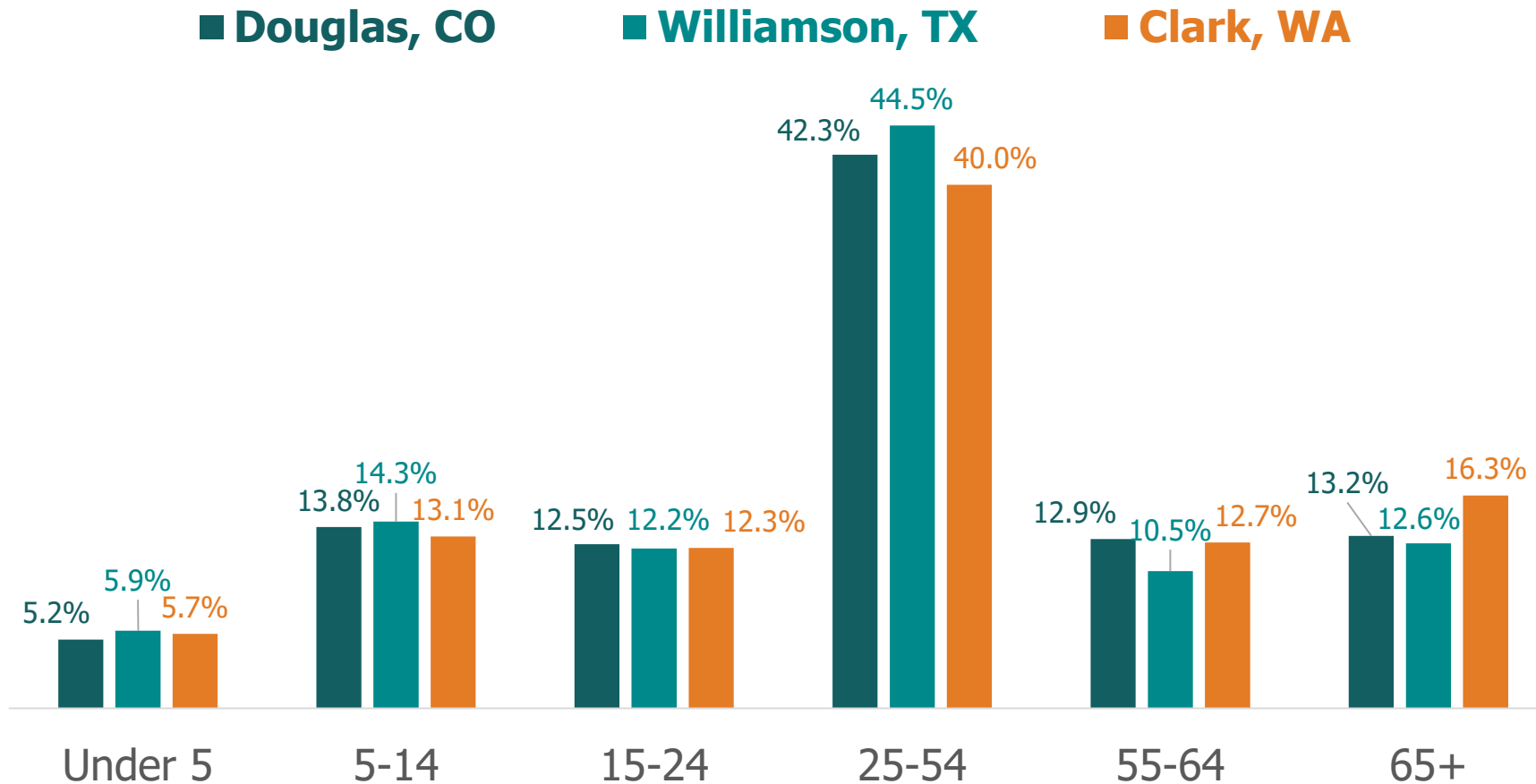
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**Clark County Population by Race/Ethnicity, 2021***
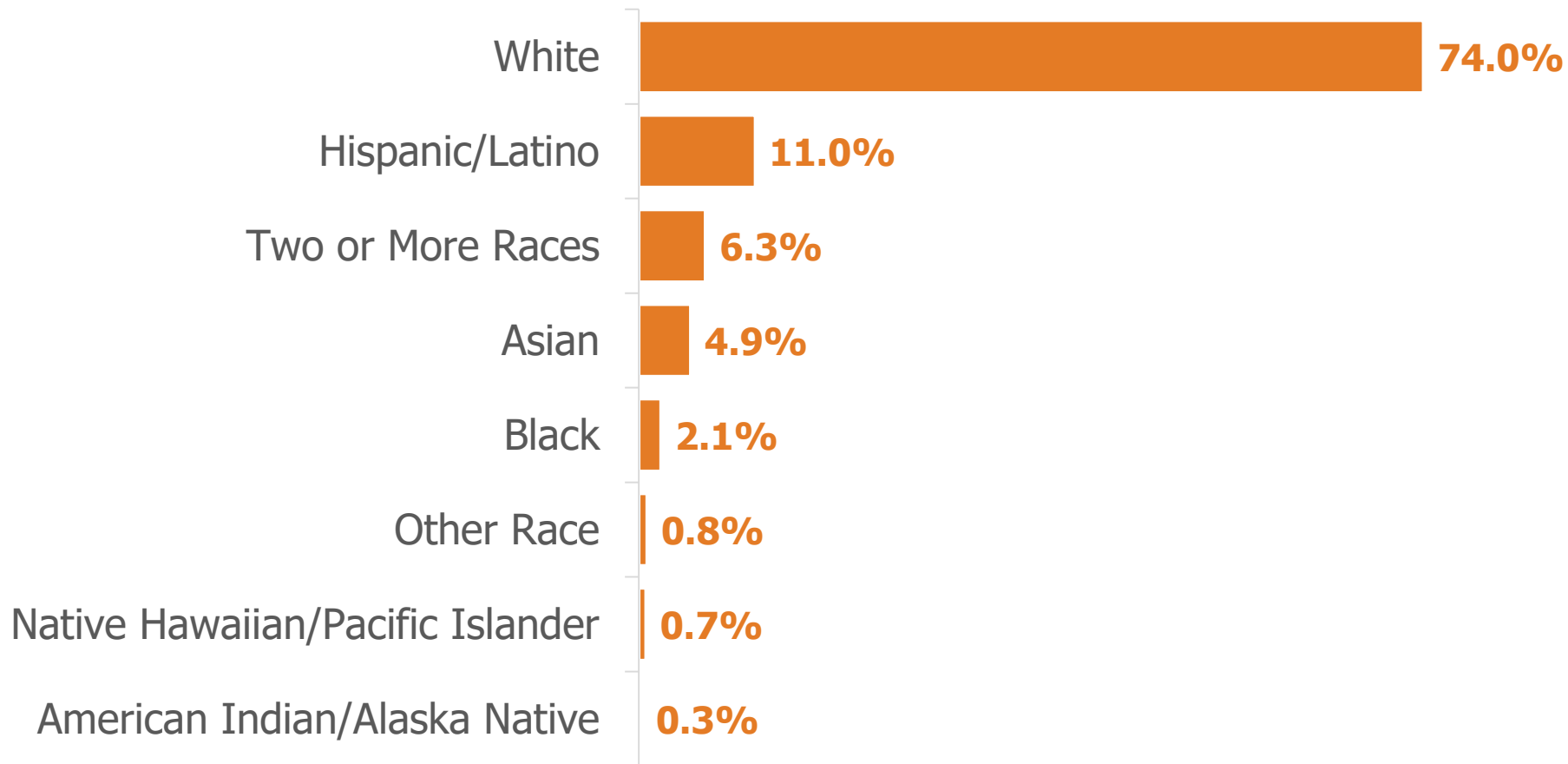


- In Clark County, about 75% of the population is White/Non-Hispanic or Non-Latino.

- Persons of color make up about 25% of Clark County's population. In the *2018-2023 Strategy*, this same figure was about 15%.

*Hispanic/Latino Population presented here is of any race. Other race figures shown here are for populations Not Hispanic or Latino.
Source: U.S. Census Bureau, ACS 1- Year Estimates

# Population Change by Race/Ethnicity

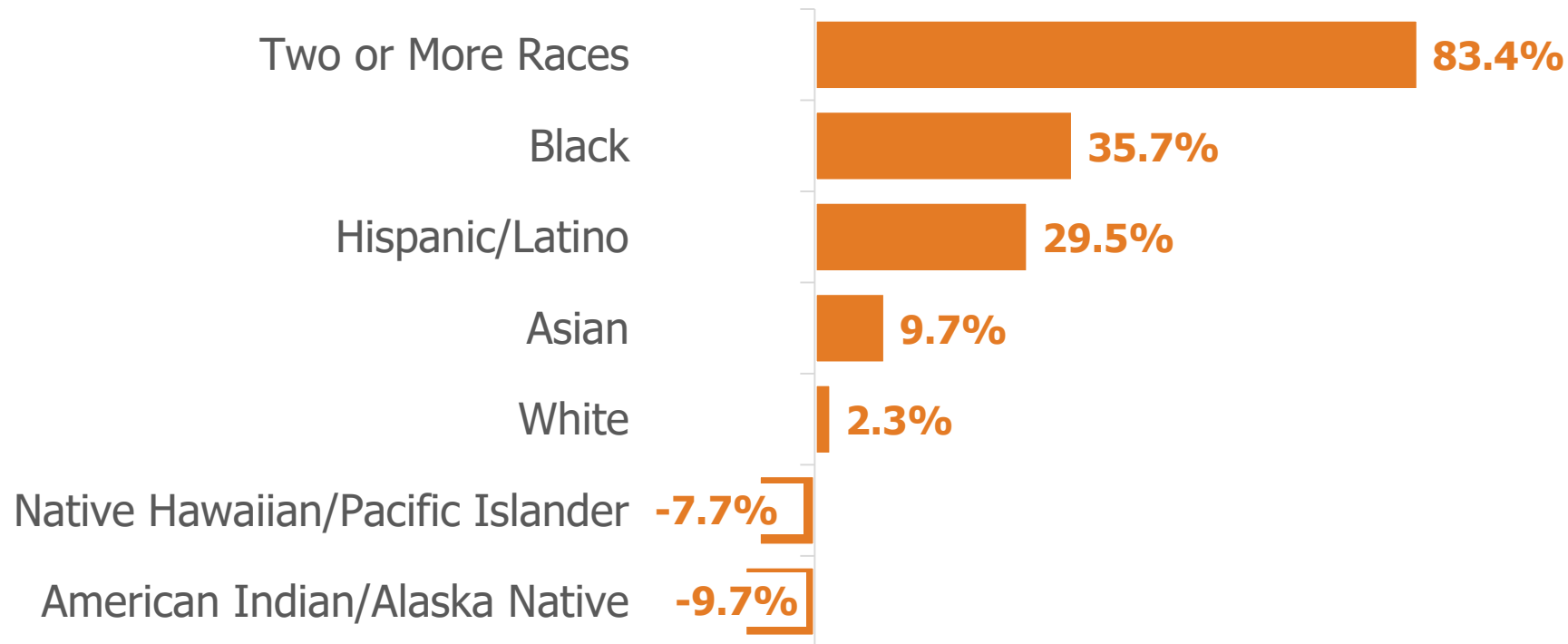## Clark County Population Change by Race/Ethnicity, 2016-2021*

*Note: The growth rate of "Other Race" population grew by 3,663.9% over this period. This category was excluded from this chart for scaling reasons.*

| Race/Ethnicity | Change |
|---|---|
| Two or More Races | 83.4% |
| Black | 35.7% |
| Hispanic/Latino | 29.5% |
| Asian | 9.7% |
| White | 2.3% |
| Native Hawaiian/Pacific Islander | -7.7% |
| American Indian/Alaska Native | -9.7% |

- The four fastest growing demographic groups by race/ethnicity are all persons of color.

- The population of Two or More Races, Black, and Hispanic/Latino groups all grew at rates considerably higher than the over all Clark County growth rate of 9.5%

*Hispanic/Latino Population presented here is of any race. Other race figures shown here are for populations Not Hispanic or Latino.
Source: U.S. Census Bureau, ACS 1- Year Estimates

# Employment, Wages, Income & Education

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# Employment

## Clark County Nonfarm Employment: February 2020 - May 2022



**168,900**

**151,600**

**178,000**

Source: Washington Employment Security Department, Nonfarm Employment
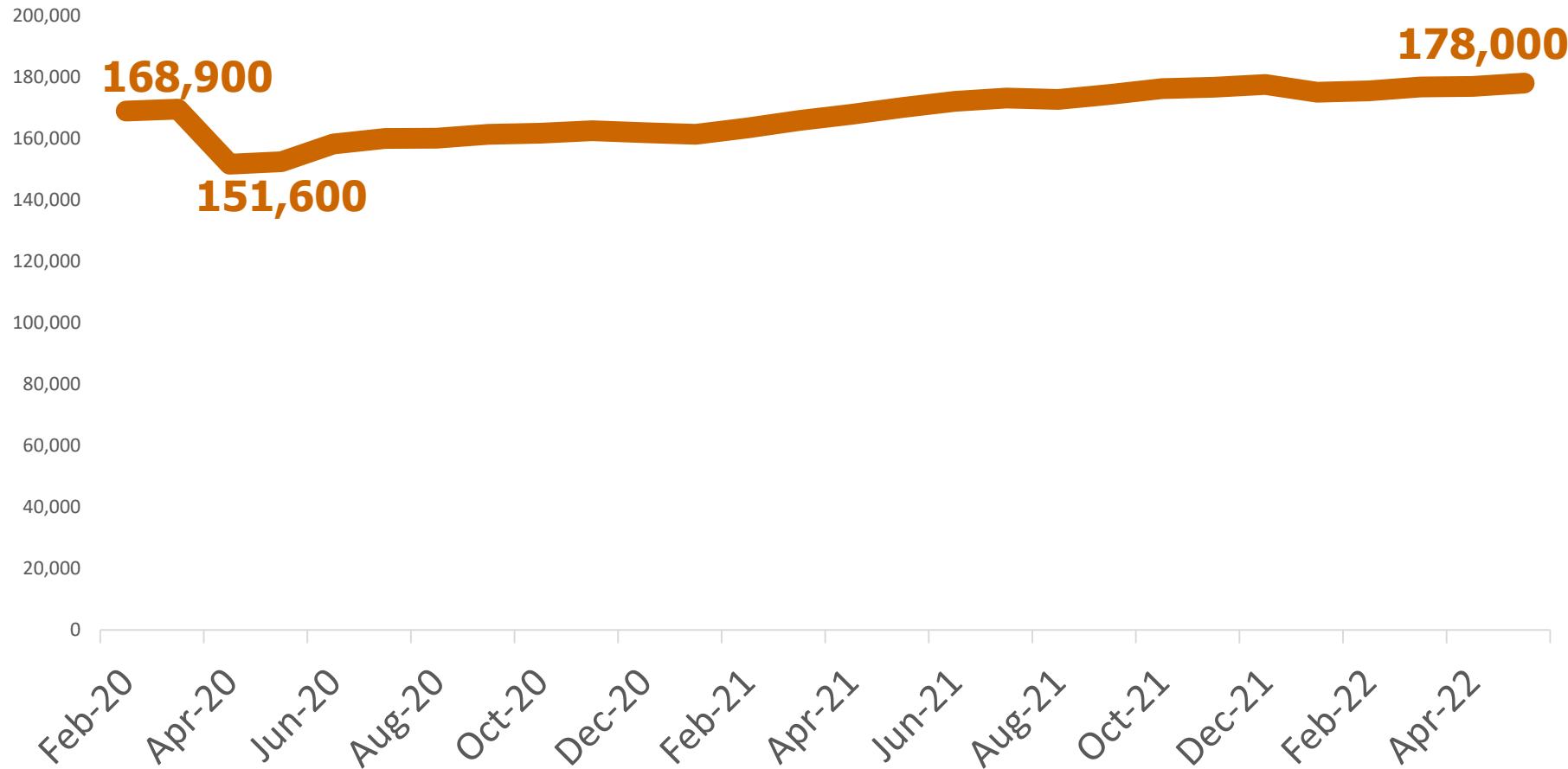
- From February 2020 – February 2023, nonfarm employment in Clark County increased by 15,600 – or 9.2%.

- Clark County has had the fastest growth in the state for both the post-2008 recession period and the COVID recovery period.

- However, Clark County still has an unemployment rate higher than the state. (6.1% compared to 5.0%, non seasonally adjusted)

# Employment Growth

## Employment Growth, 2018 Q2 - 2022 Q2



Bar chart showing employment growth percentages:
- Ramsey, MN: -5.9%
- Johnson, KS: 1.3%
- Spokane, WA: 8.0%
- Clark, WA: 10.9%
- Douglas, CO: 12.1%
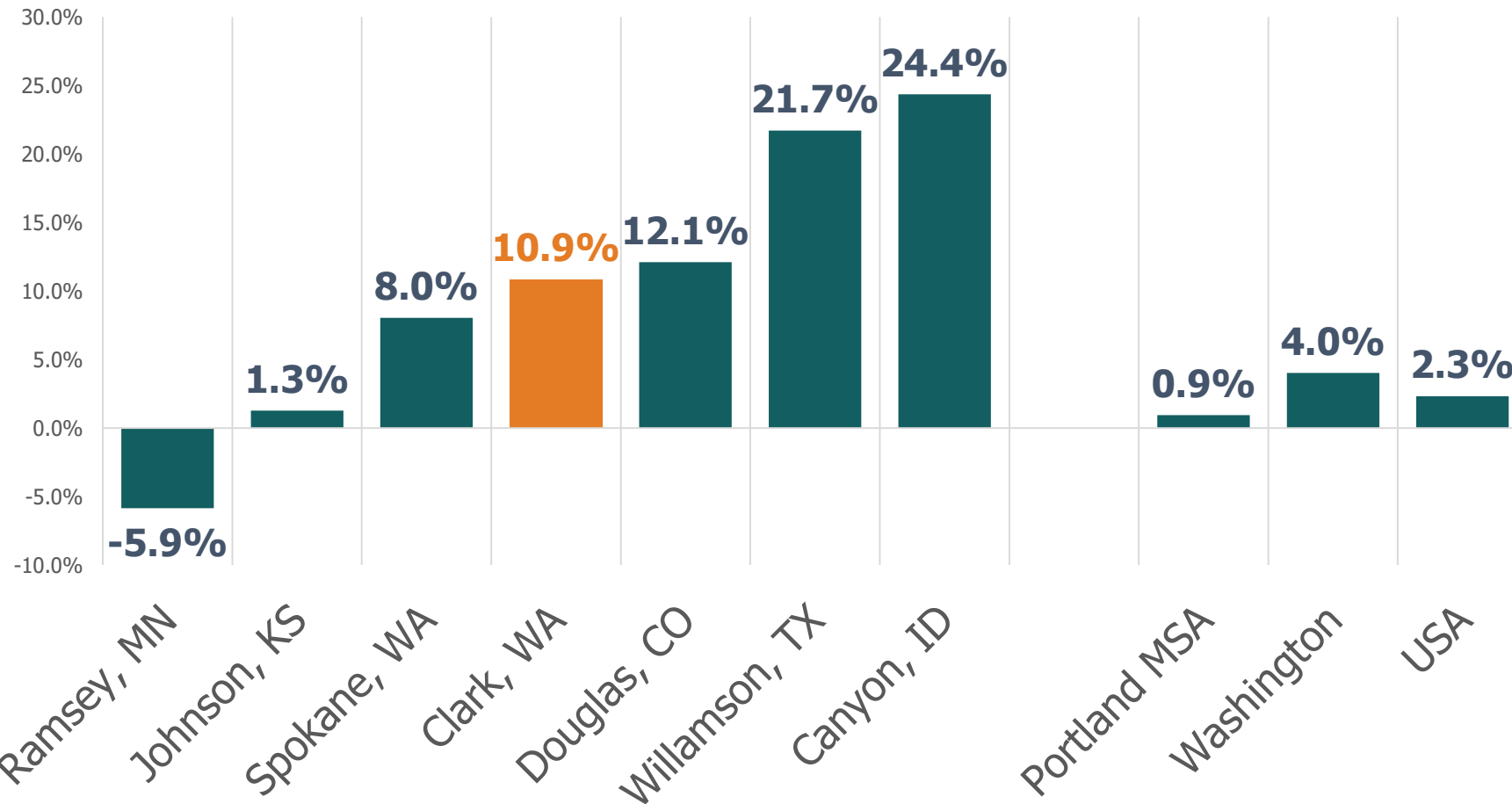- Willamson, TX: 21.7%
- Canyon, ID: 24.4%
- Portland MSA: 0.9%
- Washington: 4.0%
- USA: 2.3%

Source: U.S. Bureau of Labor Statistics, QCEW
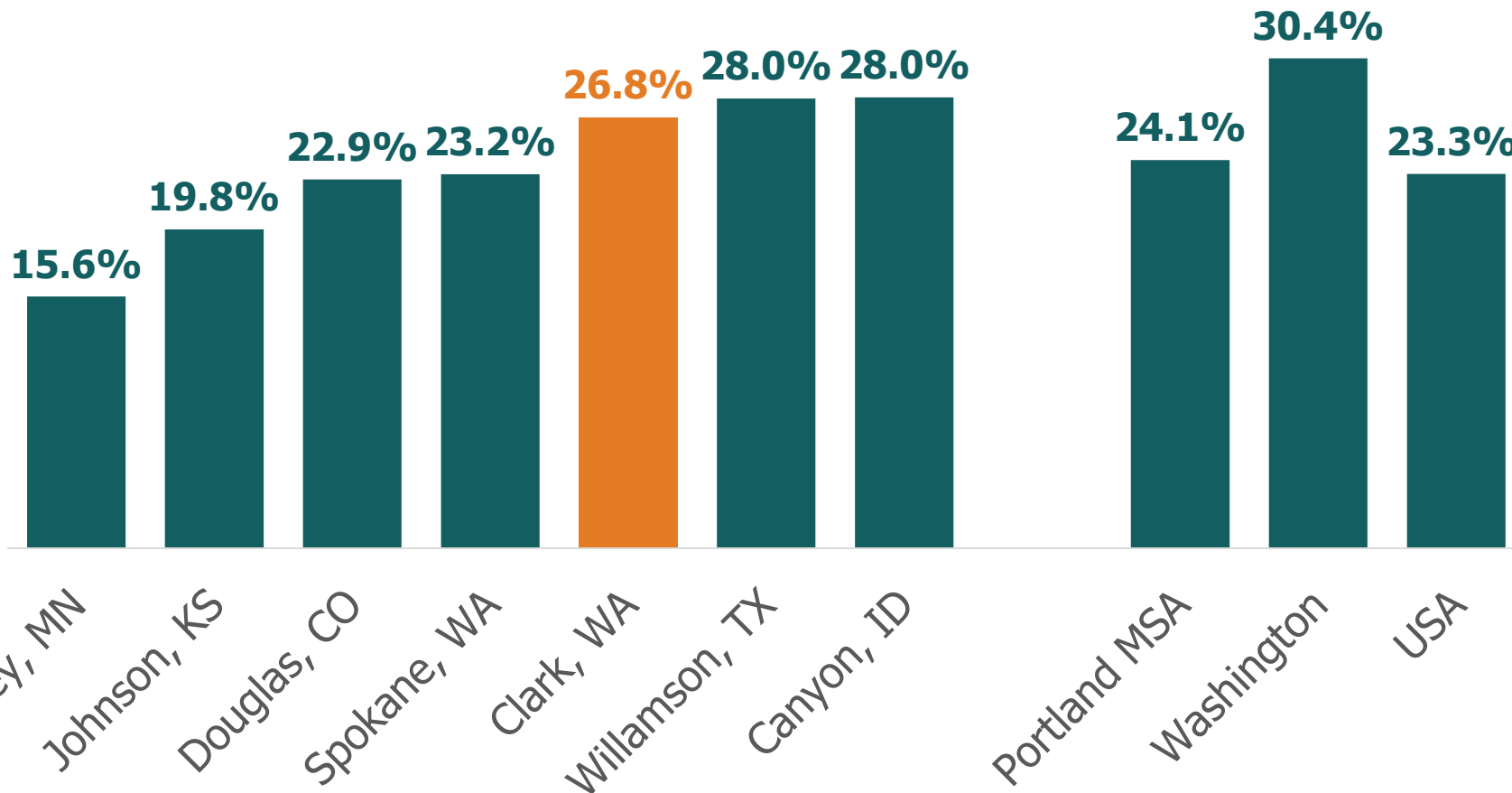
- From 2018 Q2 to 2022 Q2, Clark County experienced significant employment growth.

- While Clark County was still just 4th highest of the benchmark communities, that growth of 10.9% was considerably higher than the Portland MSA, Washington, and the USA.

- COVID's lingering impact on the economy may be a factor in these numbers.

# Wage Growth

## Average Weekly Wage Growth, 2018 Q2 - 2022 Q2
*(not adjusted for inflation)*



Bar chart showing Average Weekly Wage Growth from 2018 Q2 to 2022 Q2:
- Ramsey, MN: 15.6%
- Johnson, KS: 19.8%
- Douglas, CO: 22.9%
- Spokane, WA: 23.2%
- Clark, WA: 26.8%
- Williamson, TX: 28.0%
- Canyon, ID: 28.0%
- Portland MSA: 24.1%
- Washington: 30.4%
- USA: 23.3%

Source: U.S. Bureau of Labor Statistics, QCEW

- However, the growth in those wages is trending in a very positive direction.

- Clark County had the 3rd highest growth rate in average weekly wages from 2018 -2022 Q2 of the benchmark communities.

- And this growth rate, was higher than the Portland MSA and the USA.

# Household Income

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## Median Household Income, 2021

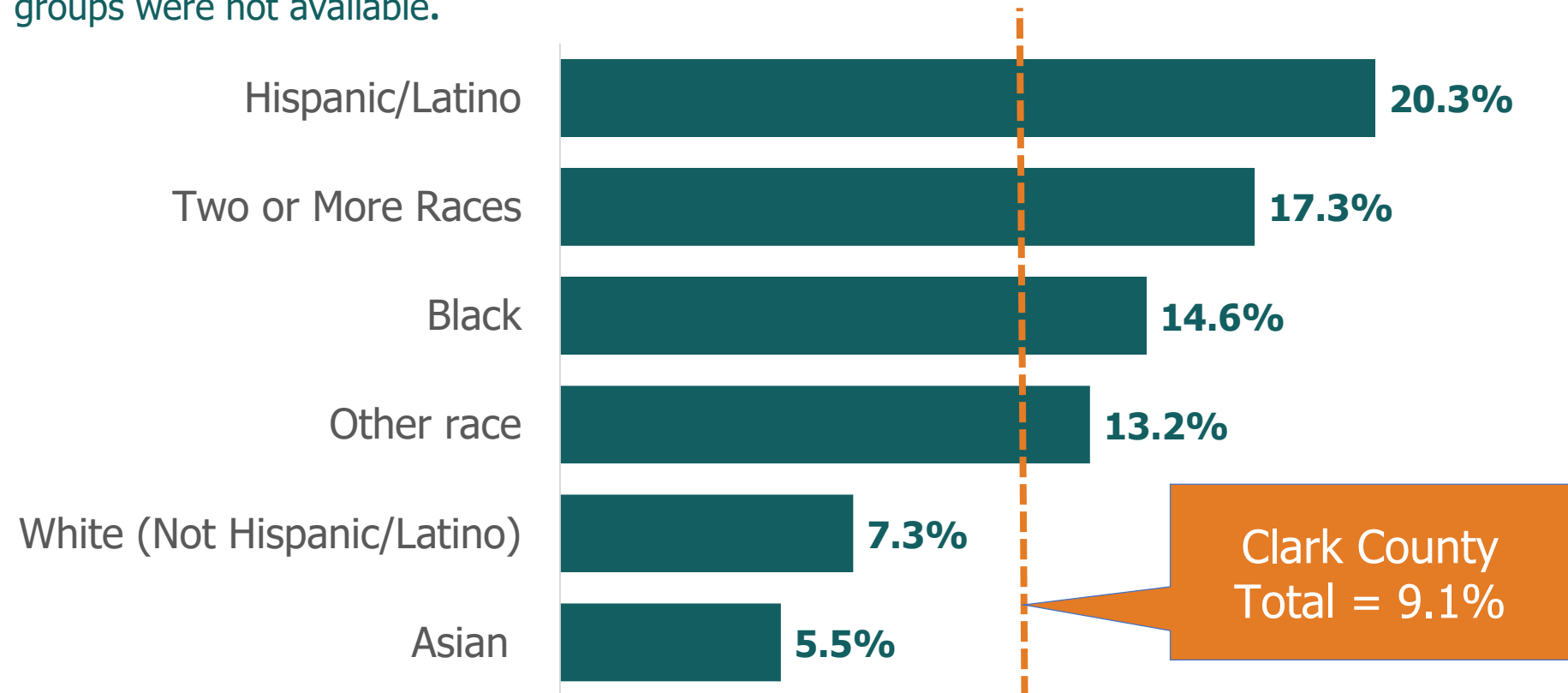| Location | Income |
|---|---|
| Canyon, ID | $64,314 |
| Spokane, WA | $65,722 |
| Ramsey, MN | $70,518 |
| Clark, WA | $83,837 |
| Johnson, KS | $92,945 |
| Willamson, TX | $96,073 |
| Douglas, CO | $129,299 |
| Portland MSA | $83,943 |
| Washington | $84,247 |
| USA | $69,717 |
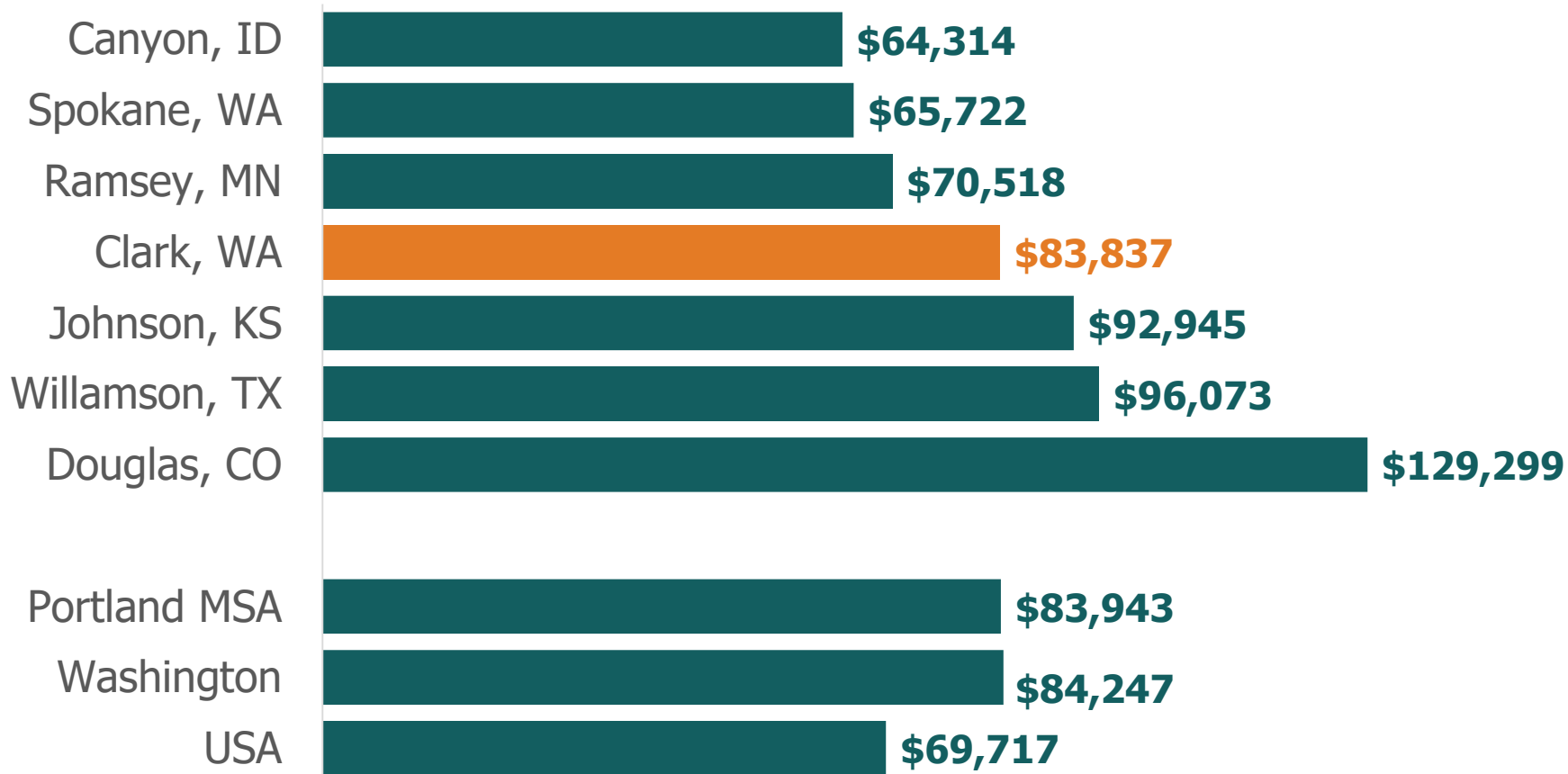
- Clark County has the 4th highest median household income of the benchmark communities.

- Clark County's median households income is very similar to that of the Portland MSA and Washington – and it is more than $14,000 above the national average.

Source: U.S. Census Bureau, ACS 1- Year Estimates

# Poverty Rate

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**Clark County Poverty Rate by Race/Ethnicity, 2021**

Note: Poverty Rates for American Indian/Alaska Native and Native Hawaiian/Pacific Islander groups were not available.

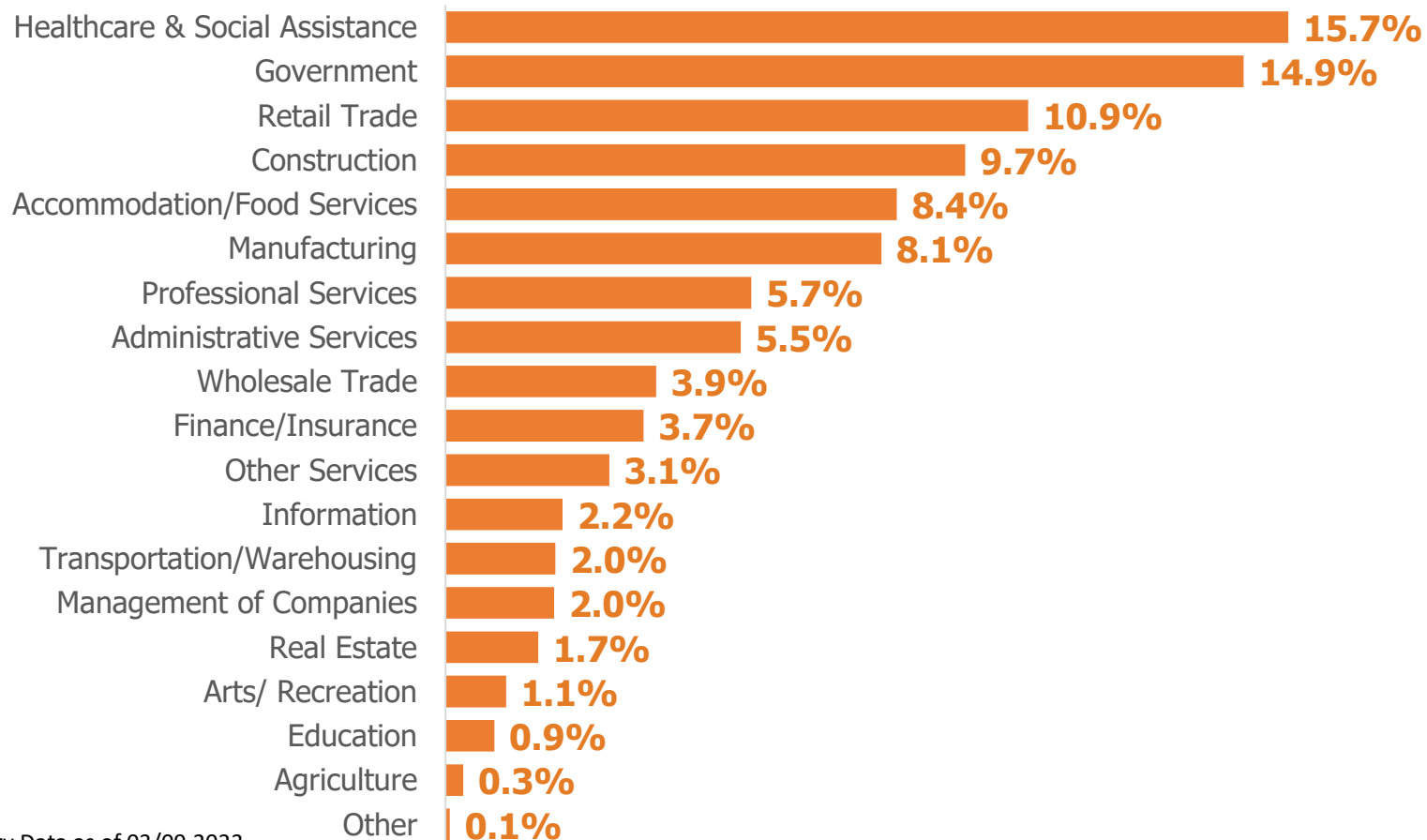| Race/Ethnicity | Poverty Rate |
| --- | --- |
| Hispanic/Latino | 20.3% |
| Two or More Races | 17.3% |
| Black | 14.6% |
| Other race | 13.2% |
| White (Not Hispanic/Latino) | 7.3% |
| Asian | 5.5% |

Clark County Total = 9.1%

- Looking at poverty rate data by race and ethnicity reveals persistent disparities.

- About 1 in 5 of Clark County's Hispanic/Latino population is living in poverty.

- This same figure for the White population is about 1 in 13.

*Hispanic/Latino Population presented here is of any race.
Source: U.S. Census Bureau, ACS 1- Year Estimates

# Educational Attainment

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## Bachelor's Degree or Higher, Percent Population 25 and Older



| | |
|---|---|
| Canyon, ID | 20.9% |
| Spokane, WA | 31.4% |
| Clark, WA | 31.9% |
| Ramsey, MN | 44.5% |
| Willamson, TX | 48.1% |
| Johnson, KS | 57.3% |
| Douglas, CO | 58.4% |
| Portland MSA | 42.2% |
| Washington | 39.0% |
| USA | 35.0% |
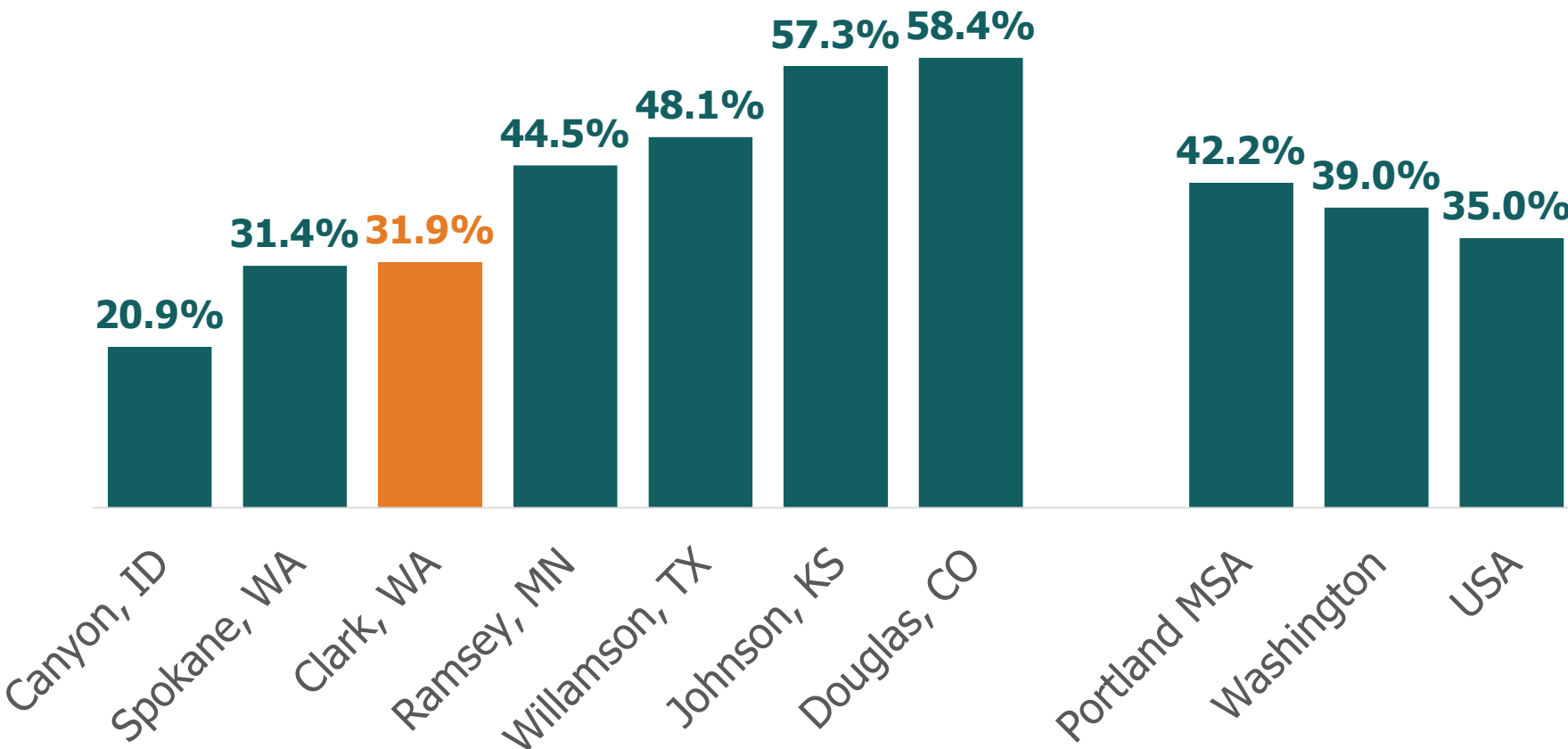
- Clark County's population age 25 and older has one of the lower percentages of individuals with a bachelor's degree or higher.

- Only 31.9% of Clark County's population has a bachelor's degree or higher, as compared to 42.2% for the Portland MSA.
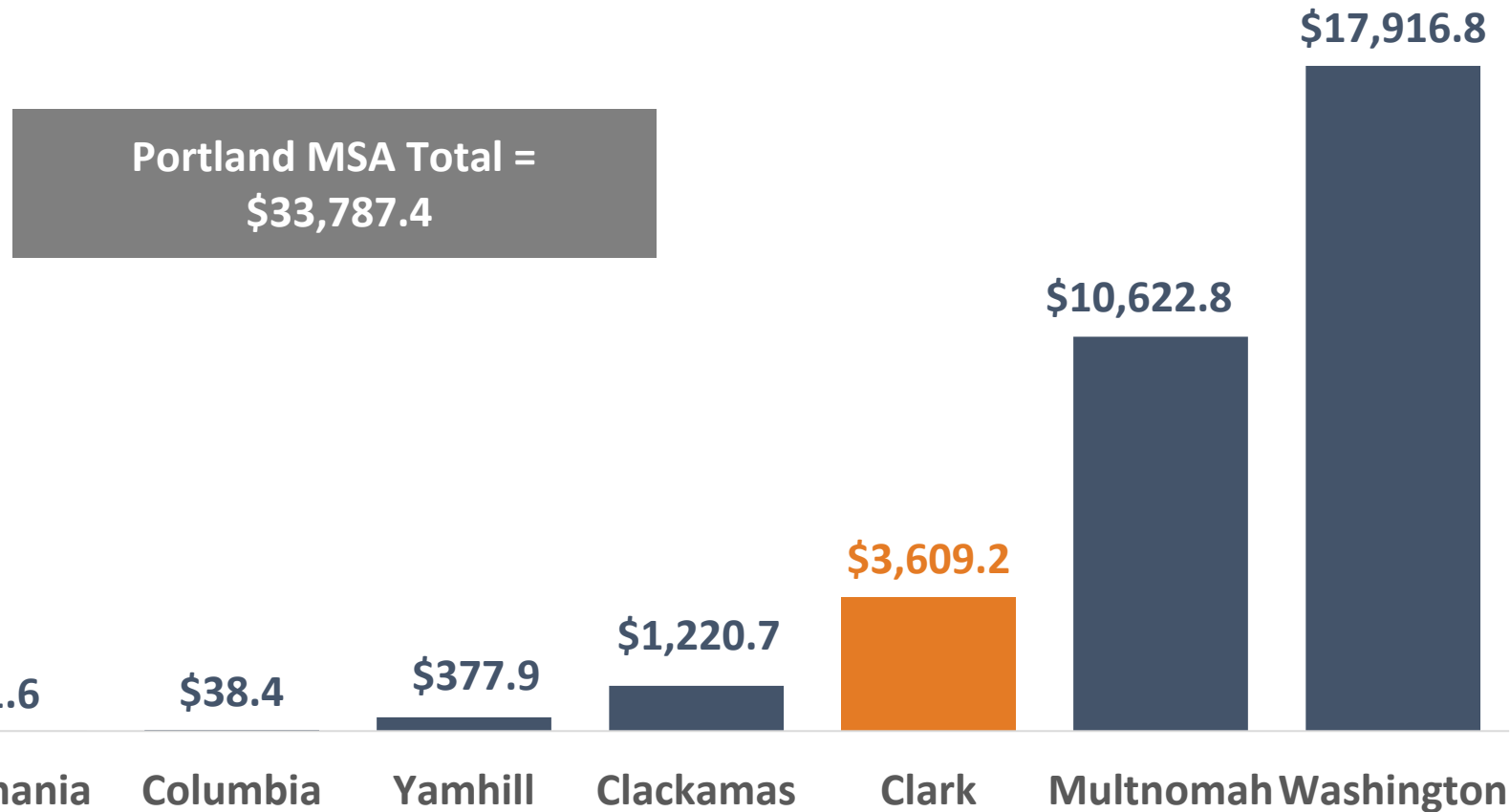
Source: U.S. Census Bureau, ACS 1- Year Estimates

# International Trade and Industry

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# Exports

## Value of Exports by County, 2021
*In Millions of Dollars*

Portland MSA Total = $33,787.4

| County | Value |
|--------|-------|
| Skamania | $1.6 |
| Columbia | $38.4 |
| Yamhill | $377.9 |
| Clackamas | $1,220.7 |
| Clark | $3,609.2 |
| Multnomah | $10,622.8 |
| Washington | $17,916.8 |

Source: U.S. Bureau of Economic Analysis

- Clark County ranked 3rd highest out of the seven counties in the Portland MSA in its value of exports in 2021.

- About 11% of all exports from the Portland MSA came from Clark County.

- The largest exporting sectors in the Portland MSA are:
  1. Computers and Electronics
  2. Machinery
  3. Transportation Equipment
  4. Agricultural Products
  5. Chemicals

# Exports

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## Percent Change in Value of Exports, 2016-2021

Portland MSA Total = 66.8%

- 85.4% Columbia
- 81.1% Multnomah
- 73.2% Washington
- 43.0% Clark
- 42.4% Yamhill
- -0.8% Clackamas
- -69.8% Skamania
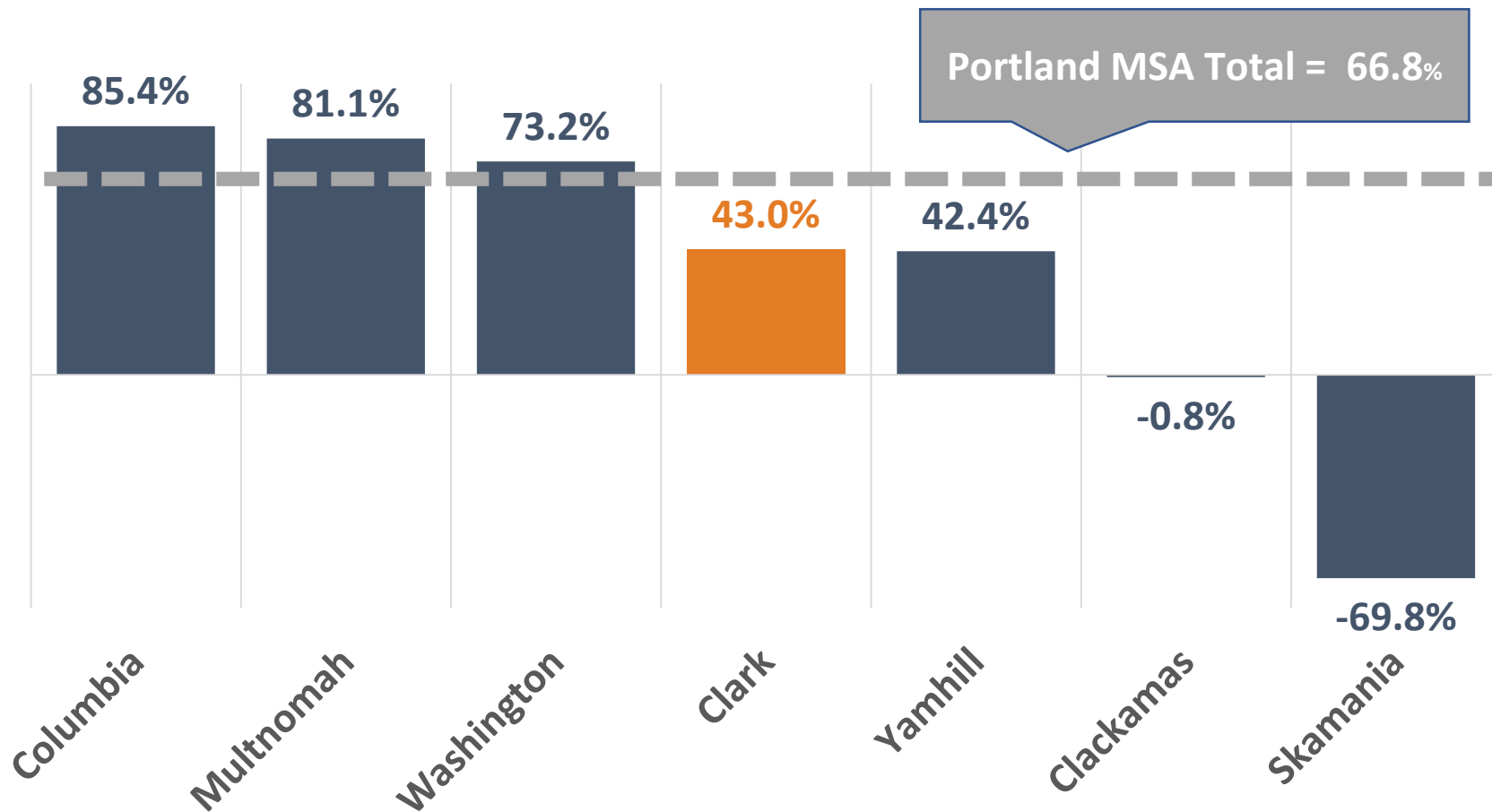
- From 2016-2021, Clark County's exports increased by 43.0%.

- While not as high as the growth rate in the full MSA, this was still significant growth in Clark County.

Source: U.S. Bureau of Economic Analysis

# Selected Location Quotients

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| | Clark County: Selected Industries with LQ's Greater than 1.0, 2022 Q2 | | | | |
|---|---|---|---|---|---|
| **NAICS** | **Industry** | **Location Quotient** | **Employment** | **Average Weekly Wage** | **Establishments** |
| 334413 | Semiconductor and related device manufacturing | 12.70 | 2,976 | $1,606 | 9 |
| 523940 | Portfolio management and investment advice | 3.98 | 2,209 | $2,523 | 137 |
| 337110 | Wood kitchen cabinet and countertop manufacturing | 3.20 | 464 | $1,056 | 18 |
| 332312 | Fabricated structural metal manufacturing | 2.58 | 278 | $1,485 | 7 |
| 484230 | Specialized freight trucking, long-distance | 2.14 | 330 | $1,494 | 13 |
| 518210 | Computing infrastructure providers, data processing, web hosting, and related services | 2.03 | 1,113 | $2,583 | 95 |
| 23 | Construction | 1.88 | 17,380 | $1,343 | 2,105 |
| 541512 | Computer systems design services | 1.20 | 1,590 | $2,290 | 699 |
| 513210 | Software publishers | 1.17 | 875 | $2,484 | 243 |
| 541330 | Engineering services | 1.12 | 1,431 | $1,837 | 157 |

Source: U.S. Bureau of Labor Statistics

# Some Key Themes

**Clark County:**

- Experiencing relative fast growth in both population and employment.

- Population is increasingly diversifying and aging, yet there are persistent disparities by race and ethnicity in income and poverty rates.

- Compared to the benchmark communities, Clark County generally falls in the middle on many of the presented indicators.

- Has a high concentration of employment in computer and electronics manufacturing, financial services, metals manufacturing, and construction.

- A key and growing contributor to Greater Portland's and Washington's economies.

Discussion

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