

Lunch & Learn

Latinos in Oregon, Part 2



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Overview

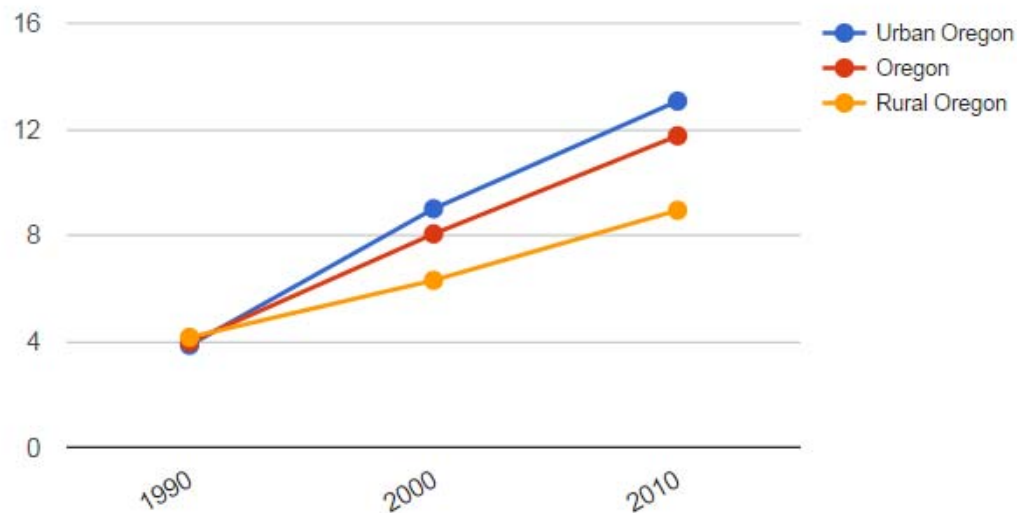
- Guidelines for digesting data
- Education attainment
- Employment
- Business Ownership
- Implications

Data Interpretation Tips

- Start with the labels.
- Pay attention to the units.
- Look for trends.
- What story are the data telling?

Race & Ethnicity (based on total population count)

Percentage of Population Latino



	1990	2000	2010
<input checked="" type="checkbox"/> Rural Oregon	4.15%	6.30%	8.94%
<input checked="" type="checkbox"/> Urban Oregon	3.85%	9.00%	13.06%
<input checked="" type="checkbox"/> Oregon	3.97%	8.05%	11.75%

<http://oe.oregonexplorer.info/rural/OregonCommunitiesReporter>



Race & Ethnicity (based on total population count)

Percentage of Population Latino

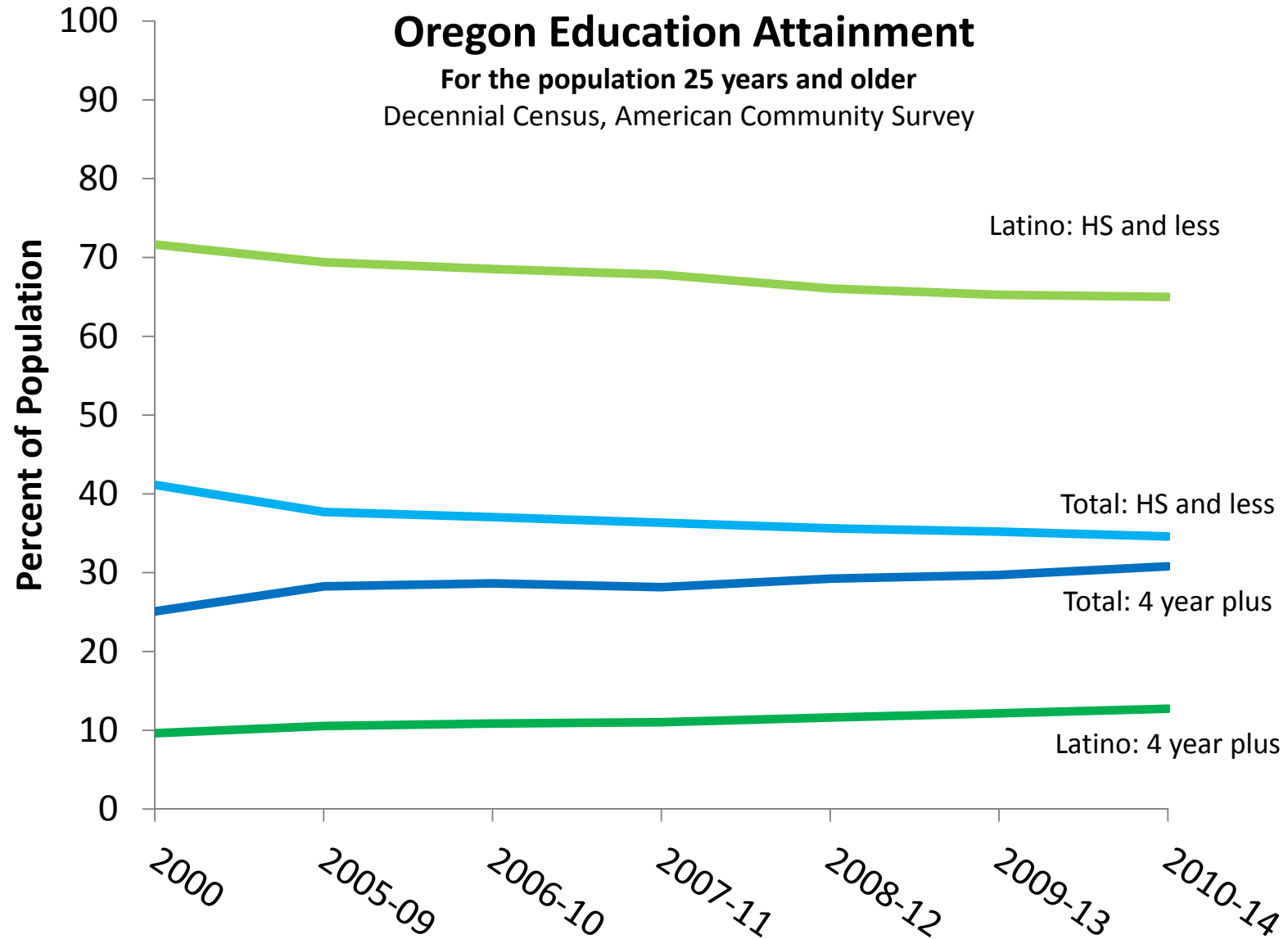
The percentage of the total population who self-identify as one of seven racial categories - mono-racially (only) white, mono-racially black, mono-racially American Indian or Alaska Native, mono-racially Asian, mono-racially Native Hawaiian or other Pacific Islander, mono-racially some other race, bi- or multi-racial, or as ethnically Latino. In 1990, Native Hawaiians and Pacific Islanders are counted as Asian and bi- and multi-racial individuals are not counted separately from mono-racial individuals.

Formula example: $\frac{(\# \text{ mono-racially white, non-latino people})}{[\text{total population}]} \times 100$

Source: US Census Bureau, Decennial Census.

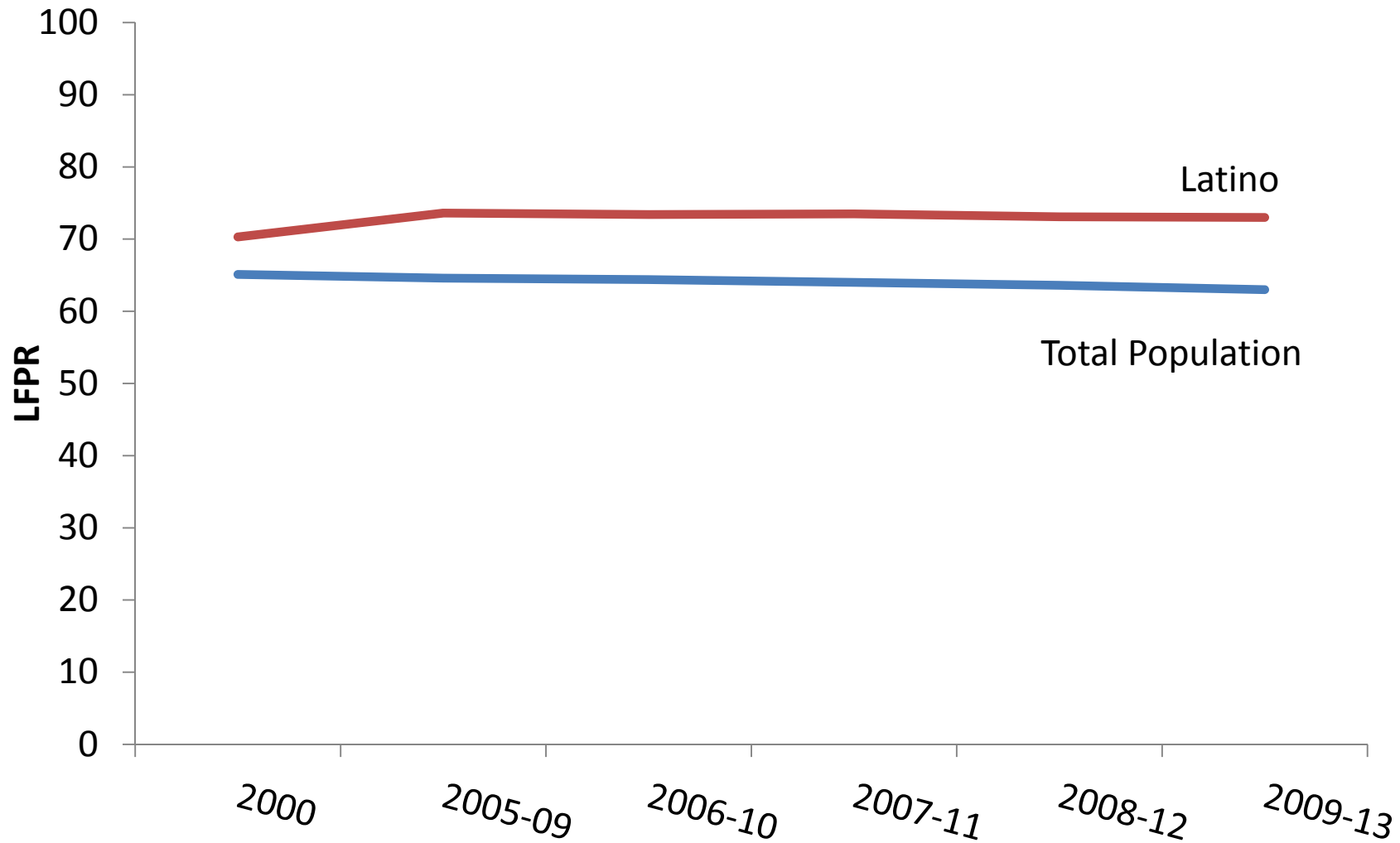
Oregon Education Attainment

For the population 25 years and older
Decennial Census, American Community Survey



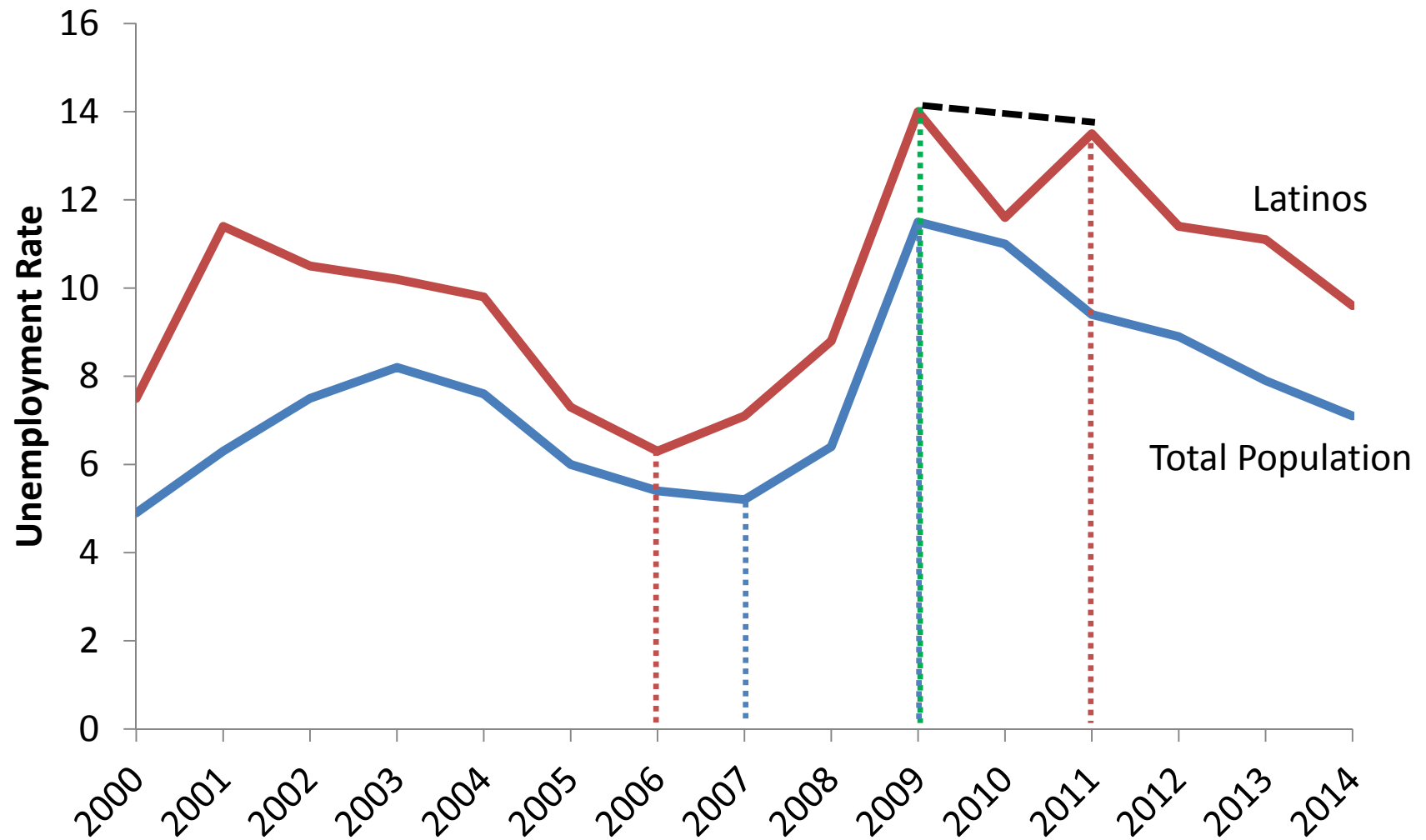
Oregon Labor Force Participation Rate

Decennial Census, American Community Survey



Oregon Unemployment Rate

Seasonally Adjusted, Bureau of Labor Statistics



Business Ownership

- Latino-owned businesses represented **4.6%** of all firms in 2012, up from 2% in 2002
- # of Latino-owned businesses increased 144%, 2002-2012
 - 6,300 to 15,500
 - Responsible for 23% of overall business growth in state during period

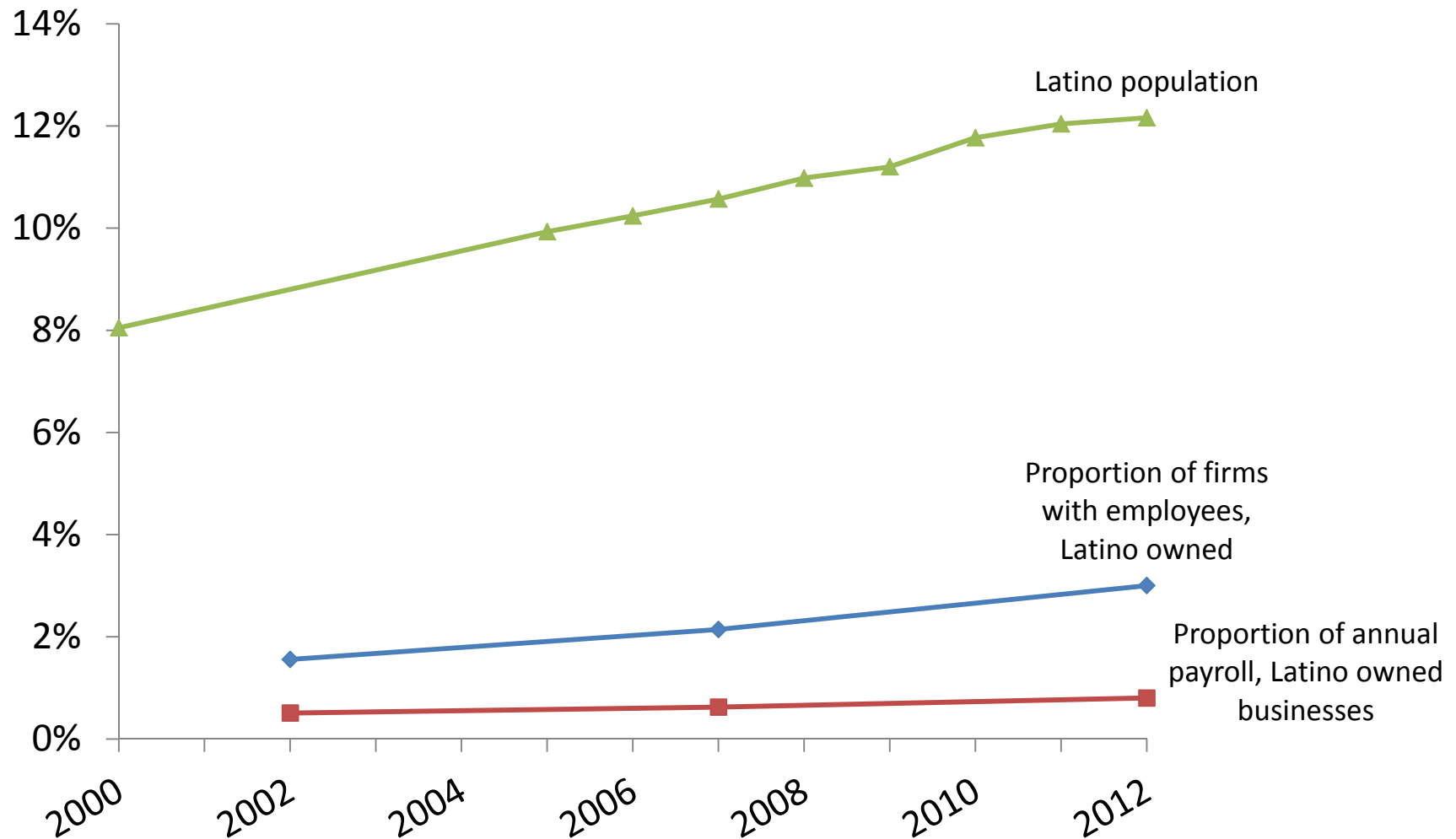


First-time small business owner, Nabor Ceja, is one of 26 Hispanic and Latino entrepreneurs in Oregon's Columbia River Gorge receiving business start-up and development services funded through the Rural Business Enterprise Grant program. –

See more at: <http://blogs.usda.gov/2014/04/11/usda-supported-small-business-assistance-provides-a-ladder-to-prosperity-for-enterprising-hispanic-families/#sthash.RcsbiCTw.dpuf>

Data come from Survey of Business Owners, U.S. Census Bureau

Latino owned businesses in Oregon



U.S. Census Bureau, Survey of Business Owners, Decennial Census, and American Community Survey 1-year estimates

Implications

- Opportunity gap
- Entrepreneurship

Rural Communities Explorer

www.oregonexplorer.info/rural



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