

# **A Sketch of Some Key Demographics in the Greater Tri Cities**

---

A presentation at the Tri Cities Eastern Edge  
10.21.2021

# A look at the present – from Benton-Franklin Trends

**TR-CITIES**  
WASHINGTON

People

Agriculture

Culture, Recreation & Tourism

Economic Vitality

Education

Environmental Sustainability

Health

Housing

Public Safety

Transportation

## WELCOME TO BENTON-FRANKLIN TRENDS!

### Our Home

Benton and Franklin Counties lie in south central Washington. Currently, nearly 290,000 people call the two counties home. The third largest metro area in the state, it has also recently been the fastest-growing one. Major economic activities are agriculture, agricultural manufacturing, research...

[Read More](#)

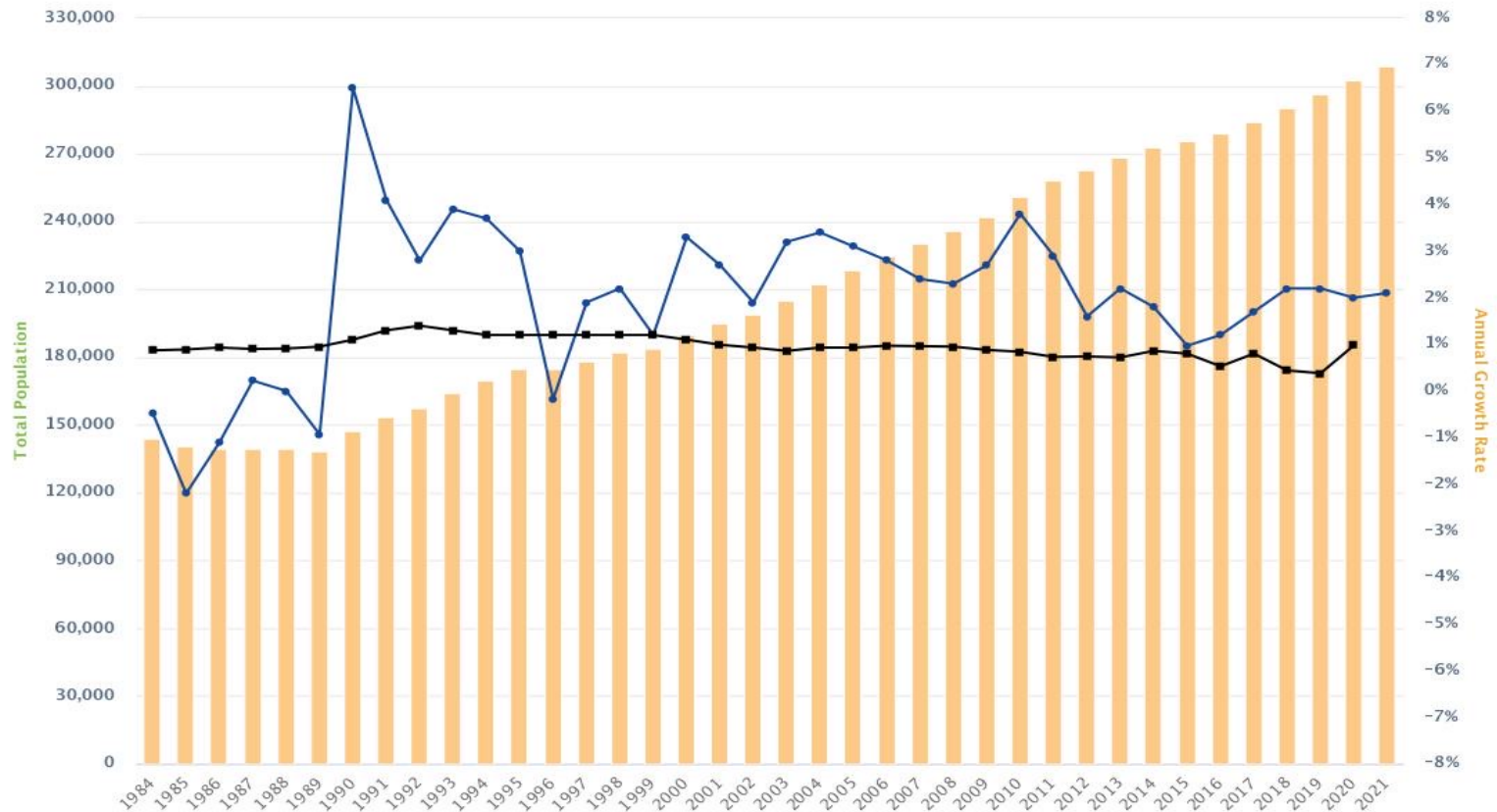
### Blog

Throughout the year, each of the approximately 180 indicators on the Trends website are updated within a few weeks of new data becoming available. But, which ones and when? Our blog webpage provides the answers with a list of recently updated indicators - check it out

[Our Blog](#)

# Tri Cities Population: +120,000 since 2000 – much faster growth than U.S.

0.1.1 Total Population & Annual Growth Rate

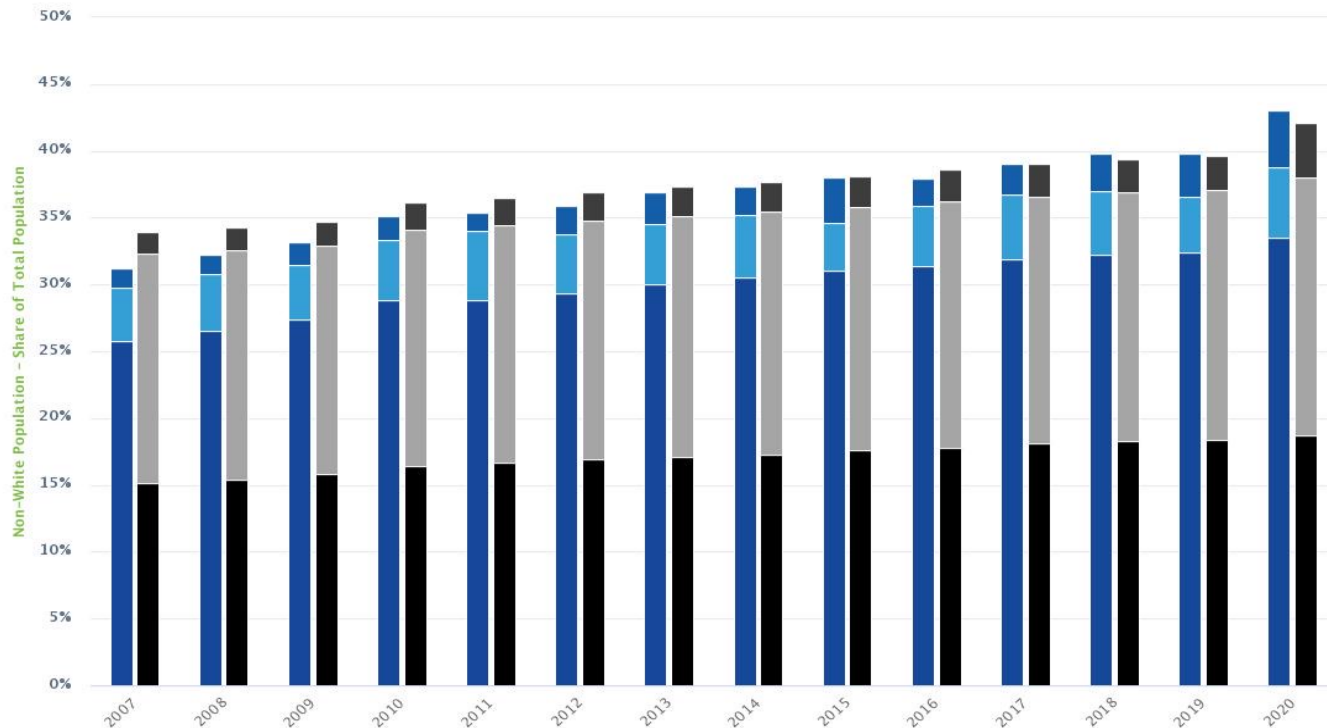


This graph was downloaded on 10/8/2021 from [www.bentonfranklintrends.org](http://www.bentonfranklintrends.org)

- Benton & Franklin Counties - Population
- ◆ Benton & Franklin Counties - Annual Growth Rate
- Washington State - Annual Growth Rate
- United States - Annual Growth Rate

# Tri Cities Diversity – rapidly increasing; more diverse than U.S.

0.3.3 Non-White Population as a Share of Total Population

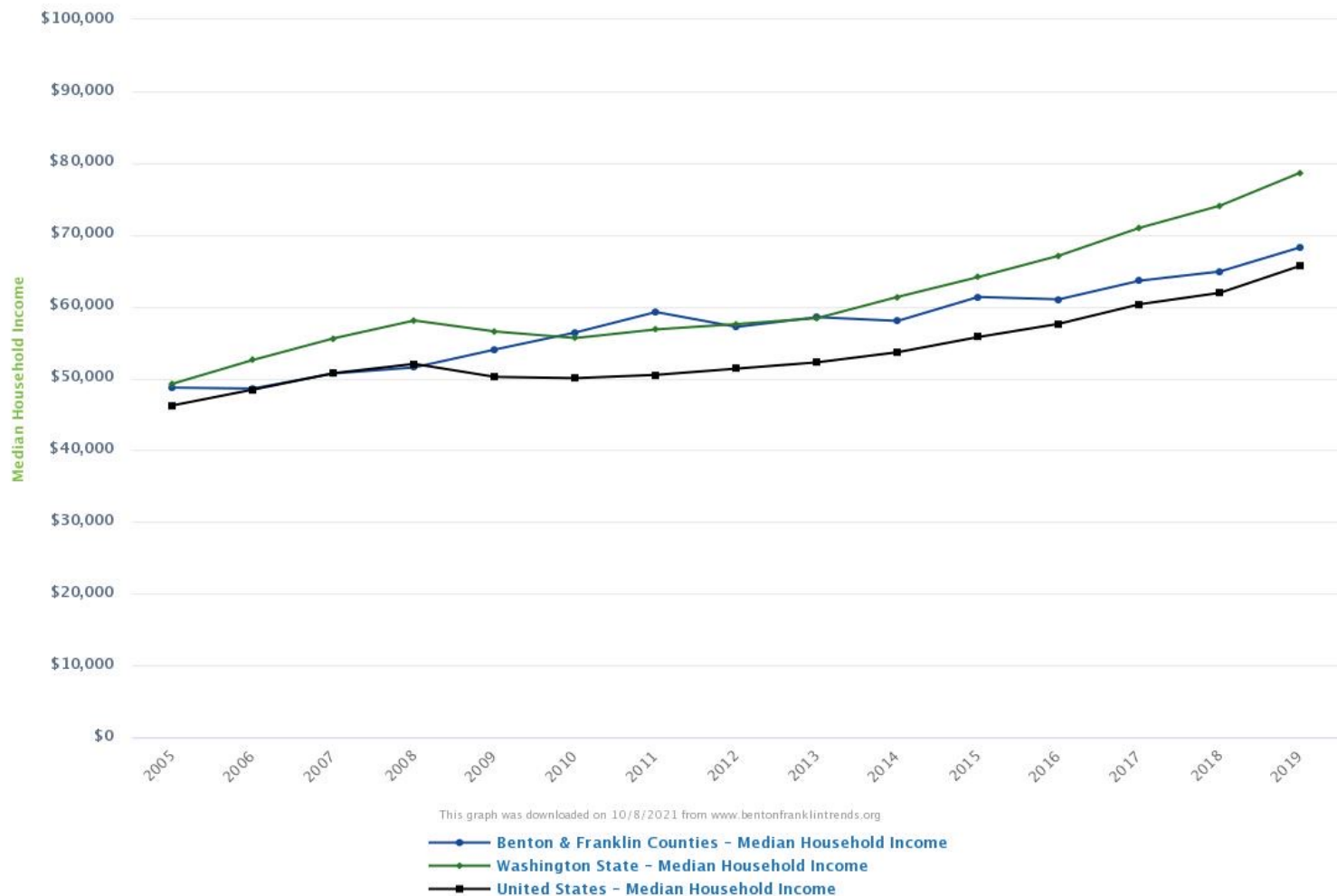


This graph was downloaded on 10/8/2021 from [www.bentonfranklintrends.org](http://www.bentonfranklintrends.org)

- Benton & Franklin Counties - Hispanic (may be of any race)
- Benton & Franklin Counties - African-American, Asian-American and Native-American
- Benton & Franklin Counties - Two or More Races
- Washington State - Hispanic (may be of any race)
- Washington State - African-American, Asian-American and Native-American
- Washington State - Two or More Races
- United States - Hispanic (may be of any race)
- United States - African-American, Asian-American and Native-American
- United States - Two or More Races

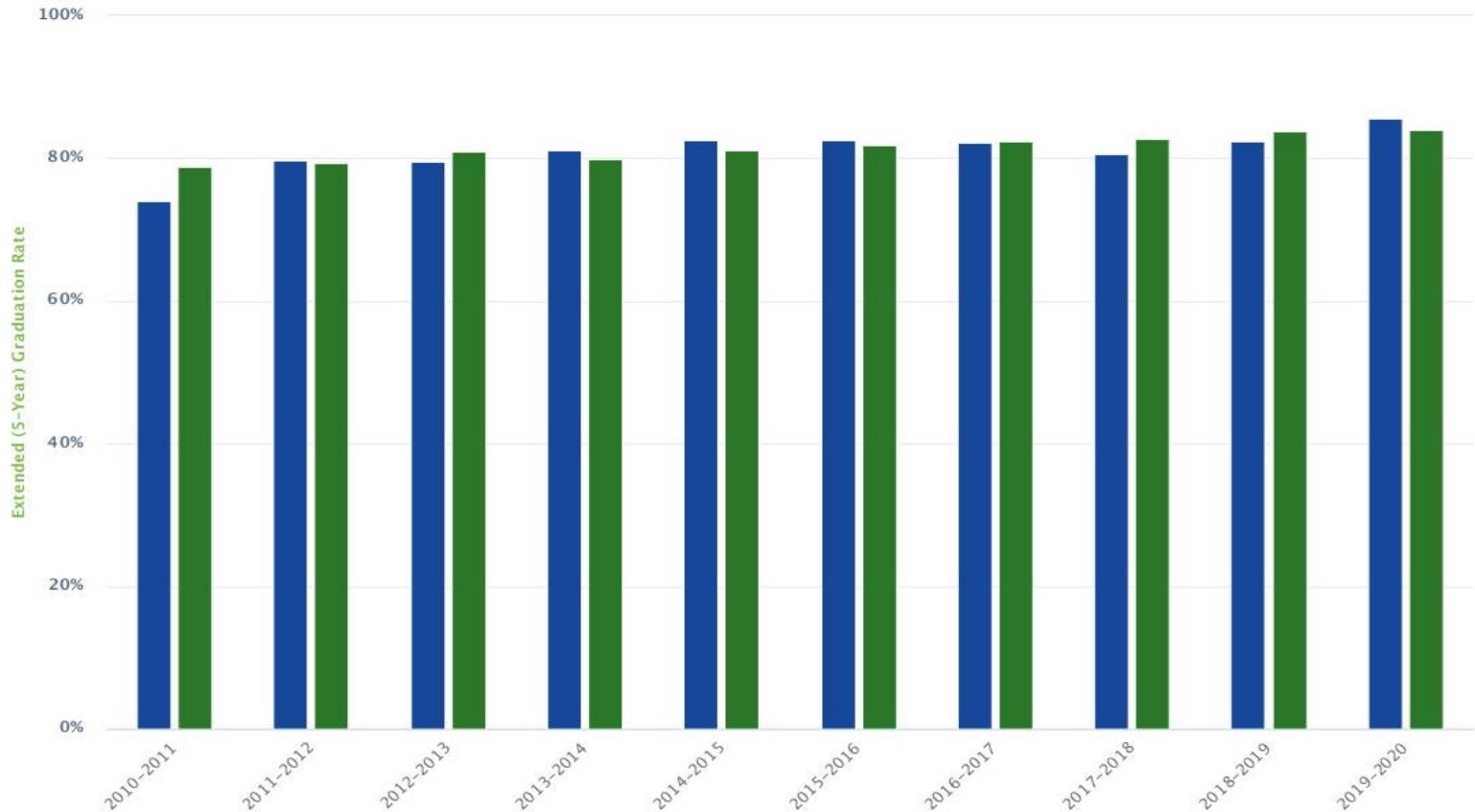
# Household incomes here are > those of U.S.

## 3.1.2 Median Household Income



# More are graduating from HS – rate is now > Washington's

## 4.2.5 Extended Graduation Rate for Public High School Students Who Graduate Within 5-Years

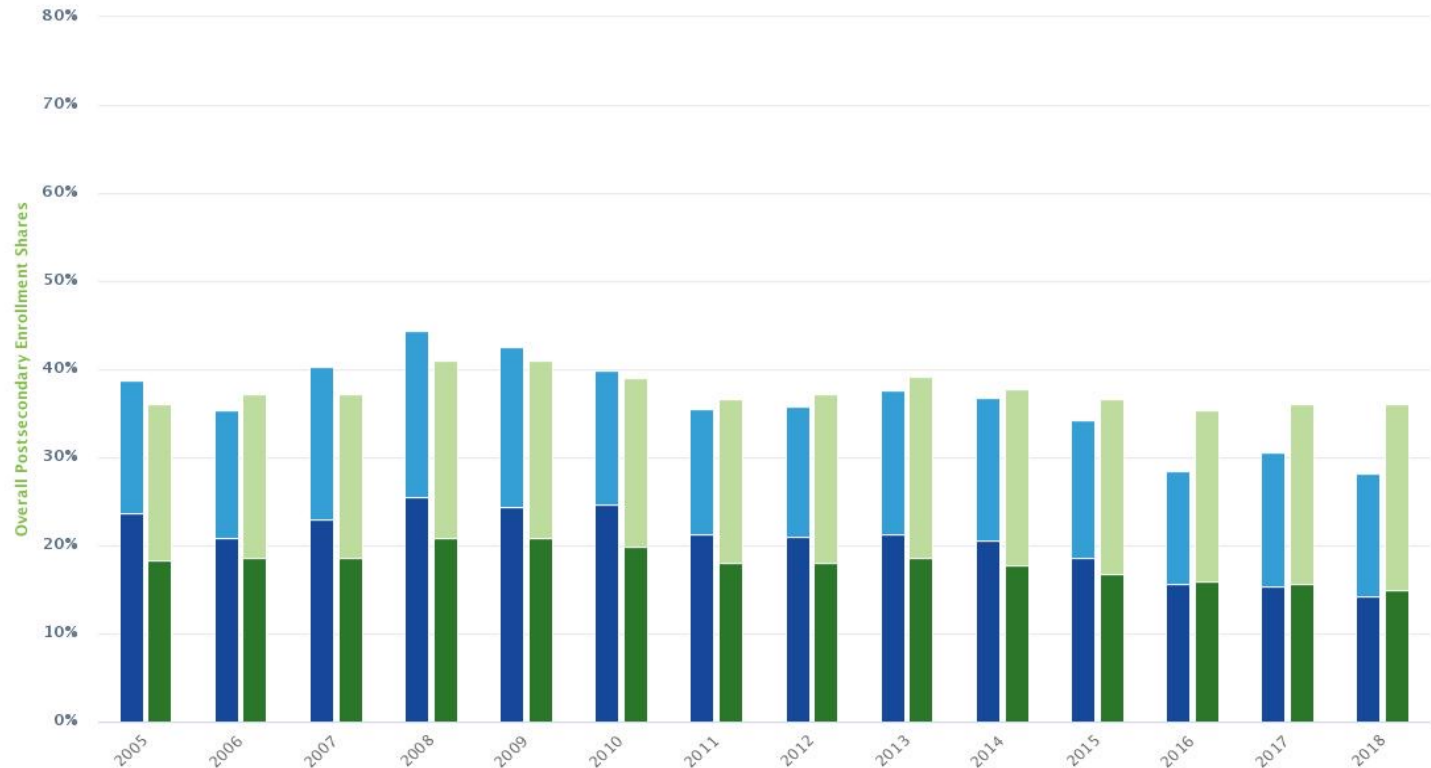


This graph was downloaded on 10/8/2021 from [www.bentonfranklintrends.org](http://www.bentonfranklintrends.org)

■ Benton & Franklin Counties - 5 Year Graduation Rate  
■ Washington State - 5 Year Graduation Rate

# But the rate of college-going is slipping...

## 4.4.1 Share of Public High School Students Who Attend Higher Education Institutes within the 1st-Year After High School Graduation



This graph was downloaded on 10/8/2021 from [www.bentonfranklintrends.org](http://www.bentonfranklintrends.org)

- Benton & Franklin Counties - Share of HS Grads Enrolled at a WA Public 2 Year School
- Benton & Franklin Counties - Share of HS Grads Enrolled at a WA Public 4 Year School
- Washington State - Share of HS Grads Enrolled at a WA Public 2 Year School
- Washington State - Share of HS Grads Enrolled at a WA Public 4 Year School



EASTERN WASHINGTON UNIVERSITY

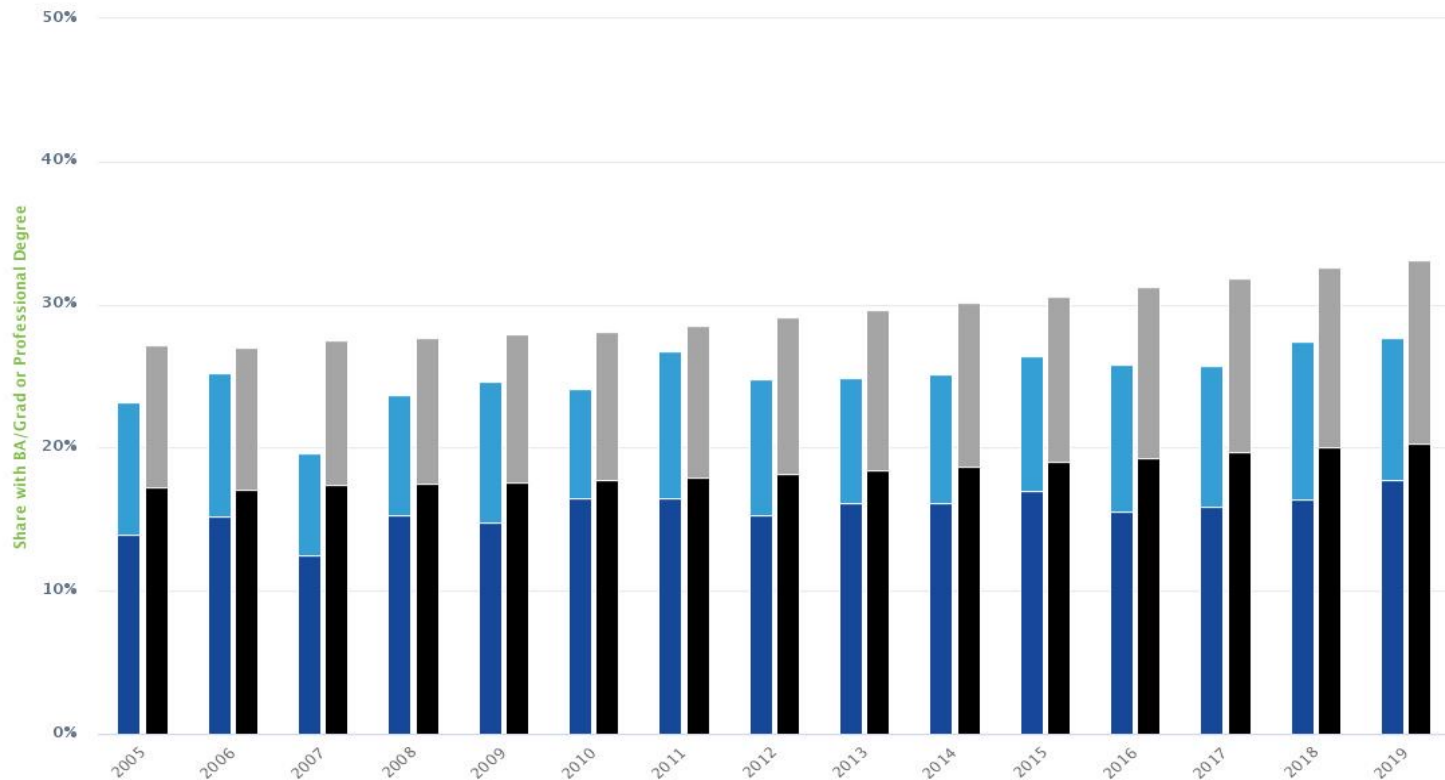
# Why less college-going (2 or 4 yr.) than before? Some thoughts

- Decreasing awareness of opportunities
- FAFSA challenges
- Cost
- Student & family expectations
- Others -



# Share w/ bachelors degree in the T-C has risen, but likely thru “imports”

4.5.3 Share of the Population Aged 25+ with at Least a Bachelor's Degree



This graph was downloaded on 10/8/2021 from [www.bentonfranklintrends.org](http://www.bentonfranklintrends.org)

- Benton & Franklin Counties - Bachelor's Degree
- Benton & Franklin Counties - Graduate or Professional Degree
- Washington State - Bachelor's Degree
- Washington State - Graduate or Professional Degree
- United States - Bachelor's Degree
- United States - Graduate or Professional Degree



# A look at the future: some projections

- 2030 (OFM): additional ~50,000 residents
- By latter half of 2020s (ESD): every year ~17,000 new jobs available in 2 counties
  - Mostly due to retirements or people leaving for another occupation (> 90%)
  - About 1/3 of these future jobs will need at least a bachelors, or ~ 5,500 *per year*



# Where will 5,500 bachelors holders come from? Some quick arithmetic on local sources.

- 2030 estimated size of B&F HS graduating classes ~4,200
- Share going to directly to a 4-year at current rate ~590
- Share going to a 2-year at current rates & assume 1/3 go on to a bachelors degree ~200
- *Annual deficit* in local economy's need for workers with Bachelors degree (or higher) & "newly minted" Tri Citians w/ that degree, assuming that all grads return home **< ~3,410 >**



# How to close the gap?

- Import talent
  - Doubt whether many want to import most of the needed talent in the region's future
- Or, grow our own



# Enjoy the discussion

---

D. Patrick Jones, Ph.D.

Executive director

Institute for Public Policy & Economic Analysis

[dpjones@ewu.edu](mailto:dpjones@ewu.edu)