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Population: Fifth Migration

Crain Content Studio Cleveland

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Even as Cleveland and Cuyahoga County have lost population steadily since the 1950s, the recent influx of highly educated millennials, specifically those aged 25 to 34, into Cleveland has been so steady that the city now ranks eighth nationally in rate of growth for this population.

“Normally in census data you’d look every 10 years and see some change, but in this cohort the change is so rapid that we really had to break it down into three-year increments. And that, to me, is telling,” says Lillian Kuri, program director for arts and urban design at the Cleveland Foundation, which last year commissioned a study on millennial migration patterns.

“The Fifth Migration: A Study of Cleveland Millennials” was conducted by the Center for Population Dynamics at Cleveland State University.

Rapidly shifting demographics make it hard to say just how much or for how long this will boost the region’s brain gain, but it’s clearly an indication that highly skilled jobs — often in the sciences, technology, engineering and math — are available.

That’s great news, right?

“Even though we’re gaining many people with advanced degrees, we’re losing millennials without advanced degrees, and that’s not good,” Kuri said. “If we don’t keep and don’t find opportunities (for non-college-educated millennials), that will not turn into sustainable, long-term growth.”

What’s happening is a national phenomenon that Richey Piiparinen, study author and director of the Center for Population Dynamics at Cleveland State University’s Maxine Goodman Levin College of Urban Affairs, calls “aspirational geography.” As young, white suburbanites move into and community development corporations invest in revitalizing urban centers such as Fairfax, minority groups — primarily Hispanics and African-Americans in Cleveland — are migrating out to suburbs like Euclid in a quest to fulfill the conventional American Dream.

It may be great for tax bases and shaking up some of the more stubbornly segregated ZIP codes, but “if anyone deserves to cash in on equity or change, it’s the existing residents,” says Piiparinen.

The other significant sector of the population that may ultimately contribute to a reversal in the shrinkage of Cleveland is the boomer generation. Proportionally, Cleveland and Cuyahoga County have a higher percentage of boomers than national and state averages (nearly 18% of the total population of the city).

“That empty-nester generation has so much potential to be part of the force of the next wave of this migration into cities,” explains Kuri, as they trade large houses for more modest apartments, cars for access to public transportation.

In fact, the two groups are not as disparate as they may outwardly seem, which is good news for Cleveland.

“In terms of a powerful force of repopulation, (boomers) actually have more aligned (with millennials) than they don’t,” she says. “When you think about things millennials care about, they care about social issues, they care about making change ... and this retiring generation’s now looking back and saying, ‘How do I make my mark? How do I make a difference?’”

Community Priorities

**Institutional change to create welcoming and equitable opportunities for all**

- 41%

**Purposeful and targeted multigenerational training and opportunities**

- 18%

**Brand Greater Cleveland as safe, inclusive and welcoming**

- 16%

**Commits to increase and retain immigrants**

- 15%

**Foster regional cultural empathy**

- 10%

He said that the U.S. Department of State has authorized 1,000 refugees to come to Cleveland next year, but that the city could accommodate 3,000.

“For every one immigrant who arrives, five jobs are created. This is the story of Cleveland,” he said. “If there’s anything I learned from being on City Council, it’s to bet on the people who other people forget.”

Go to www.CrainsCleveland.com/Pulse2016 for videos of Greater Cleveland Caucus speakers, as well as for expanded, interactive and downloadable data.
FIFTH MIGRATION

A recent study commissioned by the Cleveland Foundation, “The Fifth Migration: A Study of Cleveland Millennials,” noted this about the region’s millennials:

“The Cleveland metro’s gains of college-educated, young adults since 2007 is quickening at a faster pace than the nation as a whole. Importantly, these young adults are choosing to live in Cleveland’s urban core. Today, 16% of the region’s college-educated young adults live in the City of Cleveland, up from 10.6% in 2006. Moreover, it is not just college-educated young adults having higher concentrations in the city proper, but young adults in general. In 2006, only 20% of Greater Clevelanders aged 18 to 34 lived in the city, compared to 24% in 2013.”

Most change in the number of adults aged 25 to 34 from 2000 to 2013

<table>
<thead>
<tr>
<th>Community</th>
<th>Total</th>
<th>White</th>
<th>Hispanic</th>
<th>Black</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>1,628</td>
<td>1,376</td>
<td>23</td>
<td>-186</td>
<td>415</td>
</tr>
<tr>
<td>Kamm’s</td>
<td>1,604</td>
<td>1,314</td>
<td>93</td>
<td>123</td>
<td>74</td>
</tr>
<tr>
<td>Old Brooklyn</td>
<td>1,337</td>
<td>320</td>
<td>478</td>
<td>495</td>
<td>44</td>
</tr>
<tr>
<td>Edgewater</td>
<td>1,076</td>
<td>893</td>
<td>5</td>
<td>178</td>
<td>0</td>
</tr>
<tr>
<td>Tremont</td>
<td>718</td>
<td>731</td>
<td>-69</td>
<td>40</td>
<td>16</td>
</tr>
</tbody>
</table>

Total Change in College Graduates, 2000 to 2013

<table>
<thead>
<tr>
<th>Community</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>3,357</td>
</tr>
<tr>
<td>Kamm’s</td>
<td>1,214</td>
</tr>
<tr>
<td>Old Brooklyn</td>
<td>139</td>
</tr>
<tr>
<td>Edgewater</td>
<td>85</td>
</tr>
<tr>
<td>Tremont</td>
<td>565</td>
</tr>
</tbody>
</table>

SOURCE: 2000 Census, 2013 ACS 5-Year, as published in “Mapping Adult Migration”

POPULATION BY AGE (2015)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>19 and under</td>
<td>8,326,755</td>
<td>2,953,640</td>
<td>297,290</td>
<td>24,140</td>
<td>55,140</td>
</tr>
<tr>
<td>20-34 /Millennials</td>
<td>42,687,848</td>
<td>2,228,390</td>
<td>240,600</td>
<td>14,560</td>
<td>38,470</td>
</tr>
<tr>
<td>55-69/Baby Boomers</td>
<td>36,482,729</td>
<td>2,197,390</td>
<td>21,350</td>
<td>48,650</td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: U.S. Census Bureau; Ohio Department of Development

Cleveland-area neighborhoods with highest percentage of each race

<table>
<thead>
<tr>
<th>White</th>
<th>American Indian</th>
<th>Other race</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chagrin Falls Village</td>
<td>North Randall</td>
<td>Clark-Fulton</td>
</tr>
<tr>
<td>Bay Village</td>
<td>Cudell</td>
<td>Stockyards</td>
</tr>
<tr>
<td>Valley View</td>
<td>Stockyards</td>
<td>Brookly Centre</td>
</tr>
<tr>
<td>Independence</td>
<td>Clark-Fulton</td>
<td>West Boulevard</td>
</tr>
<tr>
<td>Hunting Valley</td>
<td>Detroit-Shoreway</td>
<td>Cudell</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Asian/Pac Islander</th>
<th>Hispanic</th>
<th>Top cities of residence for refugees arriving in Cuyahoga County since 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodrich-Kirtland Park</td>
<td>University</td>
<td>Cleveland: 47%</td>
</tr>
<tr>
<td>University</td>
<td>Glenwillow</td>
<td>Lakewood: 31%</td>
</tr>
<tr>
<td>Solon</td>
<td>West Boulevard</td>
<td>Cleveland Heights: 7%</td>
</tr>
<tr>
<td>Downtown</td>
<td>Detroit-Shoreway</td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: NEO CANDO system, Center on Urban Poverty and Community Development, MSASS, Case Western Reserve University (based on 2010 census)

FOREIGN BORN/REFUGEES

<table>
<thead>
<tr>
<th>Foreign-born population (2014)</th>
<th>U.S.: 13.1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio: 4.1%</td>
<td>Minneapolis: 15.1%</td>
</tr>
<tr>
<td>Cleveland: 4.7%</td>
<td>New York: 37.1%</td>
</tr>
<tr>
<td>Los Angeles: 38.6%</td>
<td>Pittsburgh: 7.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language other than English spoken at home (2014)</th>
<th>U.S.: 20.9%</th>
<th>Ohio: 6.7%</th>
<th>Cleveland: 12%</th>
</tr>
</thead>
</table>

Refugee point of origin:

- Asia: 1,752 of total refugees resettled in Cleveland since 2000
- Europe: 1,587 of total refugees resettled in Cleveland since 2000
- Africa and the Middle East: 1,501 of total refugees resettled in Cleveland since 2000


SOURCE: U.S. Census Bureau