



Pennsylvania  
Office of Administration



Pennsylvania  
Office of Diversity, Equity,  
Belonging and Inclusion

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# Using Data for Diverse Perspective: Opportunities for Strategic Inclusive Growth

## Leveraging Diversity Data to Advance Equity And Expand Resources in Pennsylvania

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# Introduction

**Objective:** Understanding the importance of tracking diversity data in Pennsylvania and its economic impact to our communities

## Agenda:

- Why Diversity Data Matters
- Pennsylvania's Evolving Demographics
- Human Services & Social Services
- PEMA Programs – Crisis & Pandemic Responses
- Aging Community



# Why Diversity Data Matters

- **Diverse communities in Pennsylvania are growing rapidly**
- **Accurate data is essential to:**
  - **Report demographic changes**
  - **Design inclusive programs**
  - **Secure federal funding**
- **Data-driven policies promote equity and economic resilience**

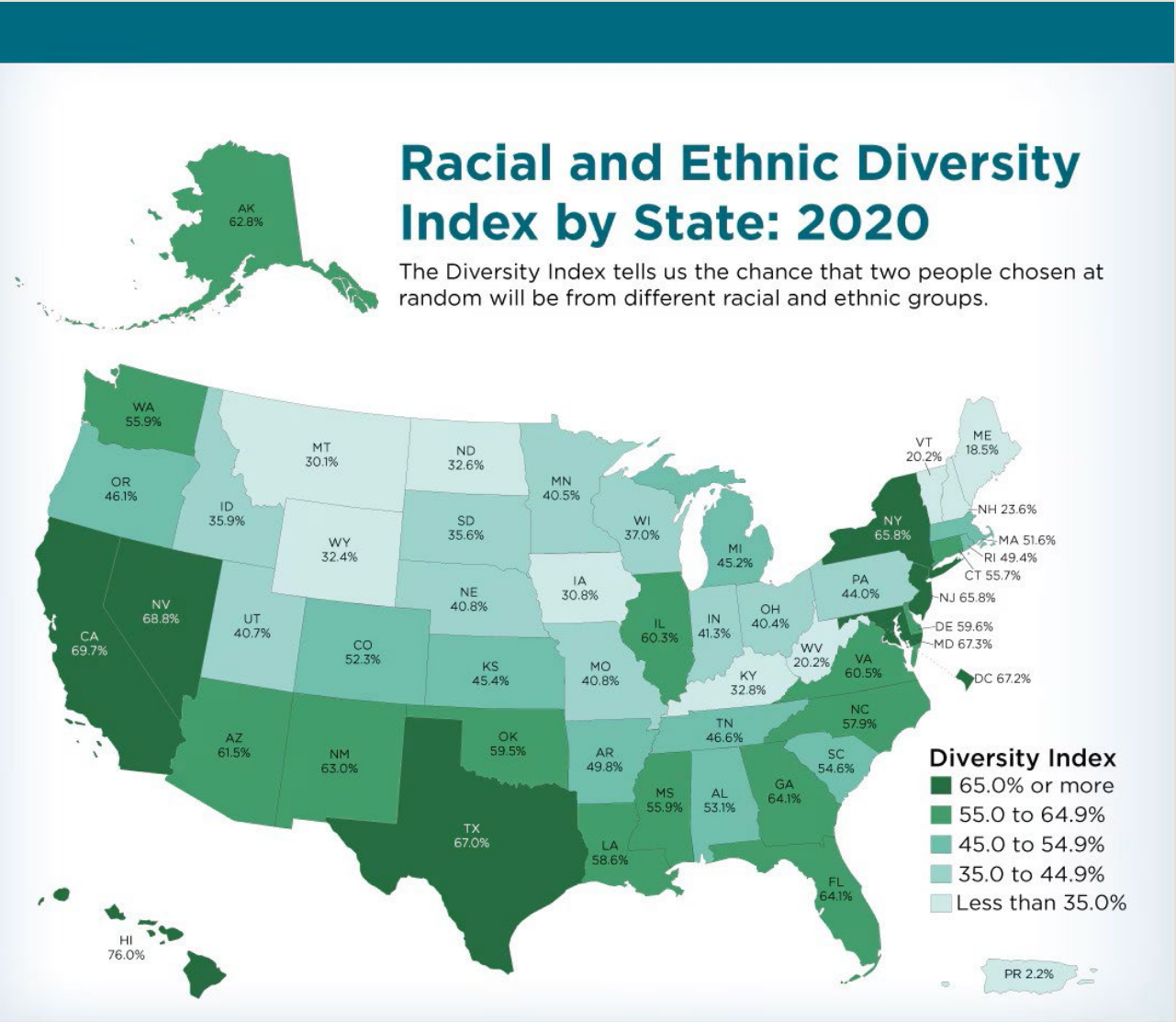


# Pennsylvania's Evolving Demographics

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  - **Design inclusive programs**
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- **Data-driven policies promote equity and economic resilience**



# United States Census 2020



# Top 10 counties in Total population

**SOURCE: US CENSUS**

1.	Philadelphia County	1,603,797
2.	Allegheny County	1,250,578
3.	Montgomery County	856,553
4.	Bucks County	646,538
5.	Delaware County	576,830
6.	Lancaster County	552,984
7.	Chester County	534,413
8.	York County	456,438
9.	Berks County	428,849
10.	Lehigh County	374,557

# 222 IS GROWING!

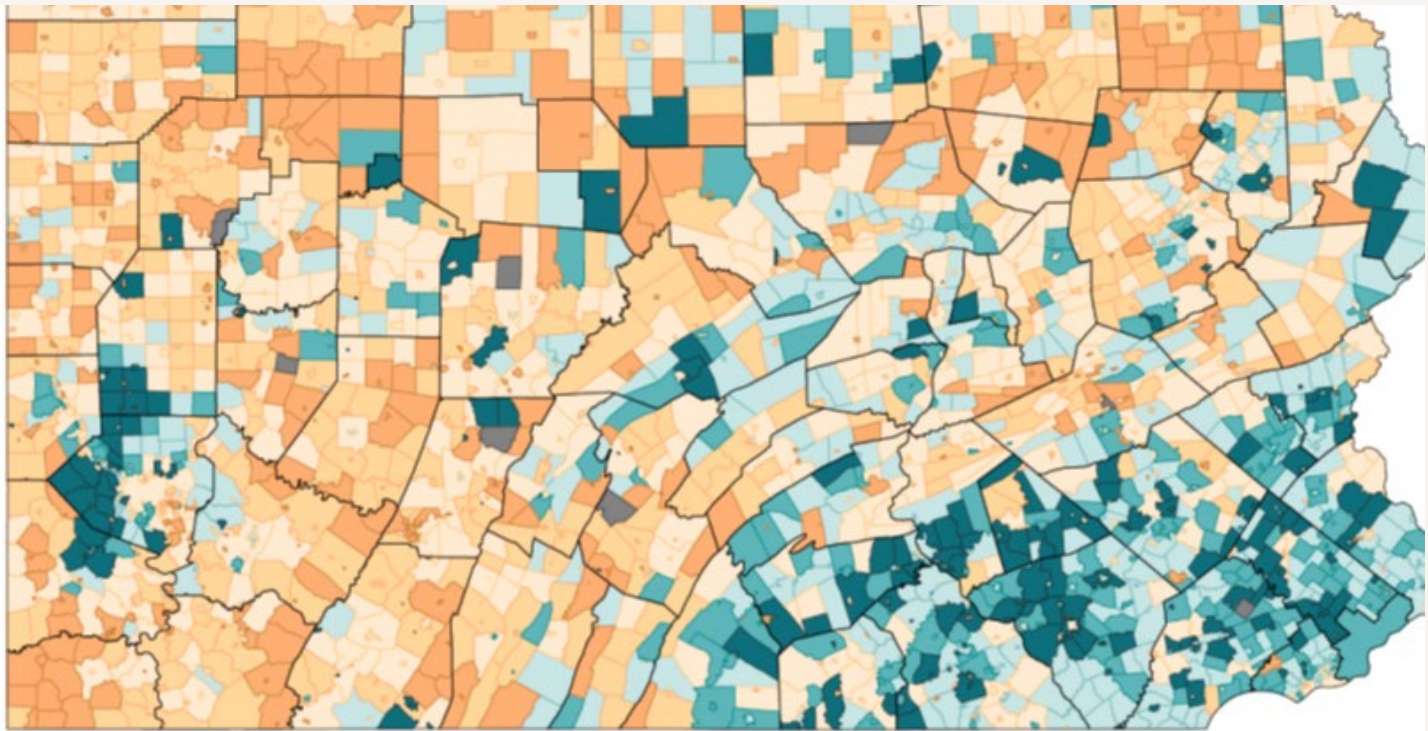
## 2010 to 2020 Top 3 Municipal Population Gains

Philadelphia city	1,526,006	1,603,797	77,791	5.1%
Allentown city	118,032	125,845	7,813	6.6%
Reading city	88,082	95,112	7,030	8.0%

# Top 12 Municipalities in pa:

SOURCE: US CENSUS

County	Municipality	Total Pop
1. Philadelphia County	Philadelphia city	1,603,797
2. Allegheny County	Pittsburgh city	302,971
3. Lehigh County	Allentown city	125,845
4. Berks County	Reading city	95,112
5. Erie County	Erie city	94,831
6. Delaware County	Upper Darby township	85,681
7. Lackawanna County	Scranton city	76,328
8. Montgomery County	Lower Merion township	63,633
9. Bucks County	Bensalem township	62,707
10. Montgomery County	Abington township	58,502
11. Lancaster County	Lancaster city	58,039
12. Northampton County	Bethlehem city	56,009



**Where  
MINORITIZED  
COMMUNITIES are  
moving is where PA  
is growing!**

**SOURCE: US CENSUS**



# Human Services & Social Services

- **Diversity data helps tailor services to meet multilingual and multicultural needs**
- **Example:**
  - **Translation and interpretation in family support services**
  - **Inclusive mental health and housing programs**
- **Targeted outreach ensures equitable access and program participation**



# PEMA Programs – Crisis & Pandemic Response

- **Diversity data was essential in COVID-19 response efforts:**
  - **Identifying vaccinations gaps in minority communities**
  - **Deploying multilingual mobile vaccine units**
  - **Culturally competent public health messaging**
- **Real-time data improves crisis responsiveness**



# Covid19 and communities of color

- **Essential employees – those in health care, food services, transportation, and other crucial roles – were much more likely to die than other workers.**
- **A wider societal lens is required to understand disparities in preexisting medical conditions, healthcare access, and other factors that contributed to the disproportionate impact of COVID19 on minority populations.**

**Source: Centers for Disease Control and Prevention (CDC)**



# Aging Community & State Lottery Funds

- **Pennsylvania's senior population is becoming more racially and ethnically diverse**
- **Diversity data guides:**
  - **Allocation of lottery-funded programs**
  - **Home-delivered meals, transportation, and caregiver support**
  - **Multilingual aging services hotlines**
- **Ensures inclusive aging support across all communities**



# Federal Funding Opportunities

- Agencies require demographic data to allocate funds (e.g., HUD, HHS, FEMA)
- Accurate diversity data helps:
  - Demonstrate service need
  - Justify new grant funding
  - Support equitable federal resource distribution



# Economic Impact of Inclusive Growth

- **Inclusive strategies lead to:**
  - **Higher programs participation rates**
  - **Job creation in diverse communities**
  - **Stronger partnerships with Community Based Organizations and faith-based organizations**
- **Equitable growth strengthens the state's overall economy**

# Native American

- **The Selig Center projects that the nation's Native American buying power rose from \$84 billion in 2010 to \$140 billion in 2020. Between 2010 and 2020, Native American buying power grew by 67%.**

# Asian Pacific American

- **More than 22 million Asian Americans, including Native Hawaiians and Pacific Islanders, represent 7% of the U.S. population. The group's buying power of \$1.3 trillion is larger than the annual economic GDP of all but 13 countries.**

# LGBTQ COMMUNITY

- According to 2021 US government census data, the LGBTQ+ represents 7.1% of US population, with close to \$1.4 trillion spending power - on par with Hispanic American, African American, and AAPI segments.

# African American

- **In 2020, African American economic clout energized the U.S. consumer market as never before. The buying power of African Americans rose to \$1.6 trillion, or 9% of the nation's total buying power.**

# American Latino

- **The Hispanic market is the largest minority market in the U.S. and continues to expand briskly. The group's spending power grew to \$1.9 trillion in 2020, an increase of 87% from 2010. In 2024, \$3.2 trillion.**

# DIVERSE DATA: OPPORTUNITIES FOR GROWTH

<b>COUNTRY</b> <i>*This data is as per the IMF Projections</i>	<b>GDP 2025</b>
<b>USA</b>	<b>\$30.51 Trillion</b>
<b>CHINA</b>	<b>\$19.23 Trillion</b>
<b>US MINORITIZED GROUPS</b>	<b>\$8+ Trillion</b>
<b>GERMANY</b>	<b>\$4.74 Trillion</b>
<b>JAPAN</b>	<b>\$4.19 Trillion</b>
<b>INDIA</b>	<b>\$4.19 Trillion</b>
<b>UNITED KINGDOM</b>	<b>\$3.83 Trillion</b>
<b>FRANCE</b>	<b>\$3.21 Trillion</b>
<b>ITALY</b>	<b>\$2.42 Trillion</b>
<b>CANADA</b>	<b>\$2.23 Trillion</b>

# DIVERSE DATA: OPPORTUNITIES FOR GROWTH

48 million African Americans: 14% of US pop.

United States is more diverse than ever before: combined minoritized groups 47% of US pop.

24+ million Asian Pacific Americans: 7% of US pop.

65+ million American Latinos: 19% of US pop.

Government and industries must be responsive to the needs of diverse constituents.

7% of pop. LGBTQ+

# DIVERSE DATA: OPPORTUNITIES FOR GROWTH

1.5 million African  
Americans

Pennsylvania is  
more diverse than  
ever before

610,000 Asian  
Pacific Americans

1.2 million  
American Latinos

Government and  
industries must be  
responsive to the  
needs of diverse  
constituents

500,000 LGBTQ+



# Closing

- **Pennsylvania's future depends on equitable, data-informed strategies**
- **Tracking and acting on diversity trends supports inclusive service delivery**
- **Let's use data to build a stronger, fairer Pennsylvania for all**

# Q & A



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