

Six Disruptive Demographics that Will Change America Forever




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November 2018

OVERVIEW

- Demographic Trends
- Challenges & Opportunities
- Implications for Public Education & U.S. Competitiveness
- Discussion

what
CENSUS 2010
will REVEAL



November 2018

American Community Survey
Information Guide



U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
census.gov

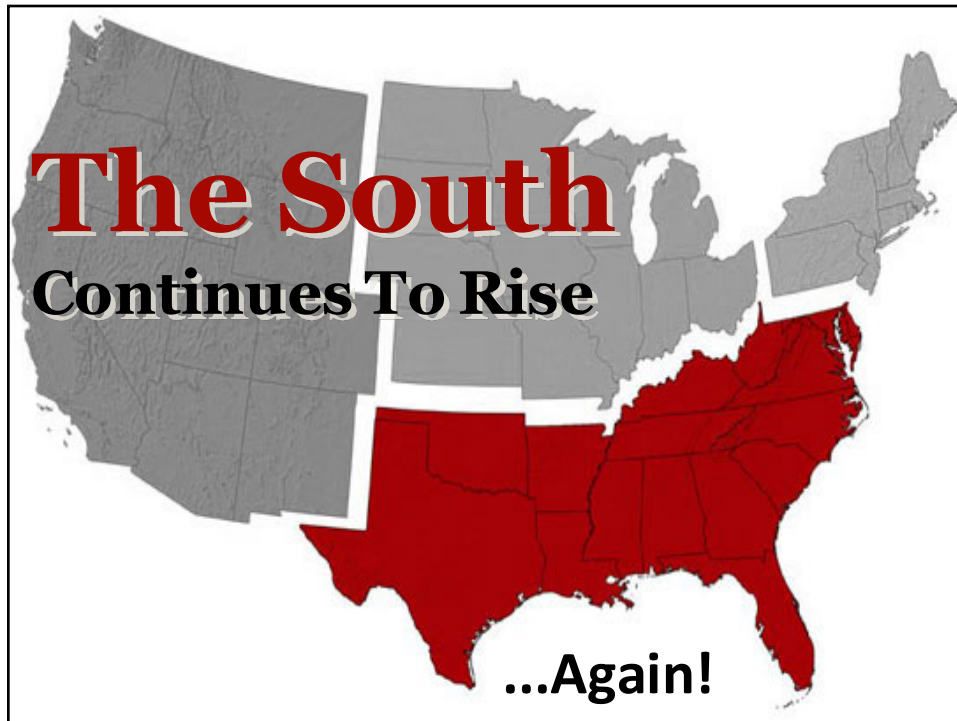
United States™
Census
Bureau

6 DISRUPTIVE TRENDS

- The South Rises – Again
- The Browning of America
- Marrying Out is “In”
- The Silver Tsunami is About to Hit
- The End of Men?
- Cooling Water from Grandma’s Well...
and Grandpa’s Too!

People on the Move

The South Rises—Again!



SOUTH'S SHARE OF U.S. NET POPULATION GROWTH, SELECTED YEARS, 1910-2016

Years	U.S. Absolute Population Change	South's Absolute Population Change	South's Share of Change
1910-1930	30,974,129	8,468,303	27%
1930-1950	28,123,138	9,339,455	33%
1950-1970	51,886,128	15,598,279	30%
1970-1990	45,497,947	22,650,563	50%
1990-2010	60,035,665	29,104,814	49%
2010-2017	16,668,362	9,102,880	55%

SHARES OF NET POPULATION GROWTH BY REGION, 2000-2010

Region	Absolute Population Change	Percent of Total
UNITED STATES	26,884,972	100.0
NORTHEAST	1,753,978	6.0
MIDWEST	2,480,998	9.0
SOUTH	14,318,924	53.0
WEST	8,774,852	32.0

NET MIGRATION TRENDS, 2000-2008

	Northeast	Midwest	South	West
Total	-1,032	-2,008	+2,287	+46
Black	-346	-71	+376	+41
Hispanic	-292	-109	+520	-117
Elderly	-115	+42	+97	-27
Foreign born	-147	-3	+145	+3

■ = Net Import □ = Net Export

GROSS AND NET MIGRATION FOR THE SOUTH, 2004-2010

The Region

Years	Domestic			Foreign		
	In	Out	Net	In	Out	Net
2004-2007	4,125,096	3,470,431	654,665	268,619	132,382	136,237
2007-2010	3,874,414	3,477,899	396,525	232,501	132,201	100,300

Florida

Years	Domestic			Foreign		
	In	Out	Net	In	Out	Net
2004-2007	812,053	630,051	182,002	41,745	24,108	17,637
2007-2010	654,931	668,087	-13,156	33,095	32,094	1,001

STATE SHARE OF SOUTH'S NET GROWTH, 2000-2010

Region/State	Absolute Change	State's Share
The South	14,318,924	100.0%
Texas	4,293,741	30.0%
Florida	2,818,932	19.7%
Georgia	1,501,200	10.5%
North Carolina	1,486,170	10.4%
Other Southern States	4,218,881	29.4%

SHARES OF NET POPULATION GROWTH BY REGION, 2010-2017

Region	Absolute Population Change	Percent of Total
UNITED STATES	16,668,362	100.0
NORTHEAST	1,053,270	6.3
MIDWEST	1,206,464	7.2
SOUTH	9,102,880	54.6
WEST	5,154,439	30.9

STATE SHARES OF SOUTH'S NET GROWTH, 2010-2017

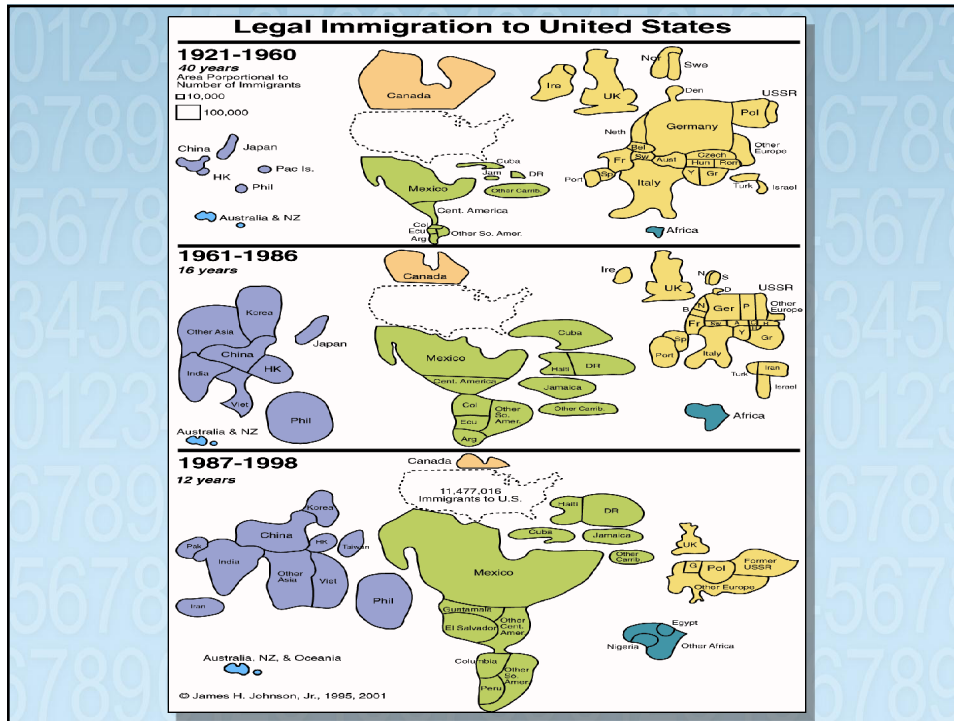
Region/State	Absolute Change	State's Share
The South	9,102,880	100.0%
Texas	3,047,482	33.5%
Florida	2,141,074	23.5%
Georgia	716,792	7.9%
North Carolina	711,861	7.8%
Virginia	445,403	4.8%
Other Southern States		22.5%

Two ‘colorful’ demographic processes are drivers of change

Browning & Graying of America

The “Browning” of America

Immigration-driven population change



The Numbers

Legal Immigrants		Refugees, Parolees, Asylees	
Year	Annual Flow	Year	Annual Flow
1920-1961	206,000	1961-1993	65,000
1961-1992	561,000	1994-1998	107,000
1993-1998	800,654	1999-2004	85,500
1999-2004	879,400	2005-2008	75,000
2005-2008	1,137,000	2009-2012	92,500
2009-2012	1,067,000	2013-2016	97,378
2013-2016	848,321		

Origin Countries of U.S Refugees, 2016

Origin Country	Absolute Number	Percent of Total
Dem. Rep. Congo	16,370	19
Syria	12,587	15
Burma	12,347	15
Iraq	9,880	12
Somalia	9,020	11
Bhutan	5,817	7
Iran	3,750	4
Afghanistan	2,737	3
Ukraine	2,543	3
Eritrea	1,948	2
Other Countries	7,995	9

Central American Refugees

- Women, children, & LGBTQ people fleeing violence in Guatemala, El Salvador, and Honduras.
- Close to 1100% increase in asylum applications from these three countries between 2011 and 2017.
- 294,000 asylum seekers and refugees in 2017.
- Trump Administration's "zero-tolerance policy" to prosecute anyone crossing the border, including those who may seek asylum.

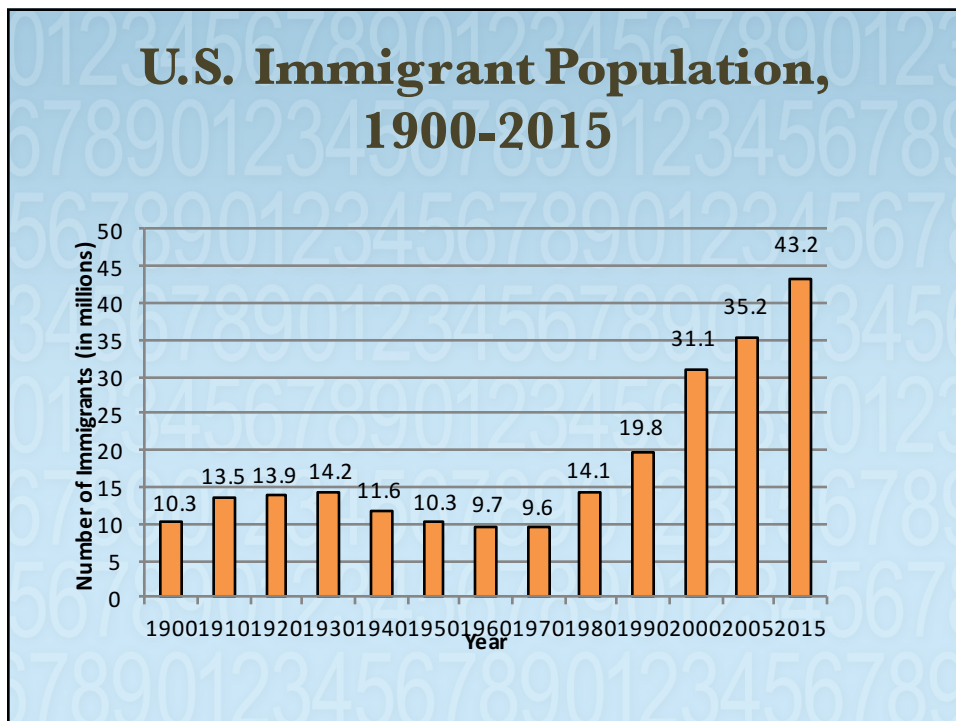
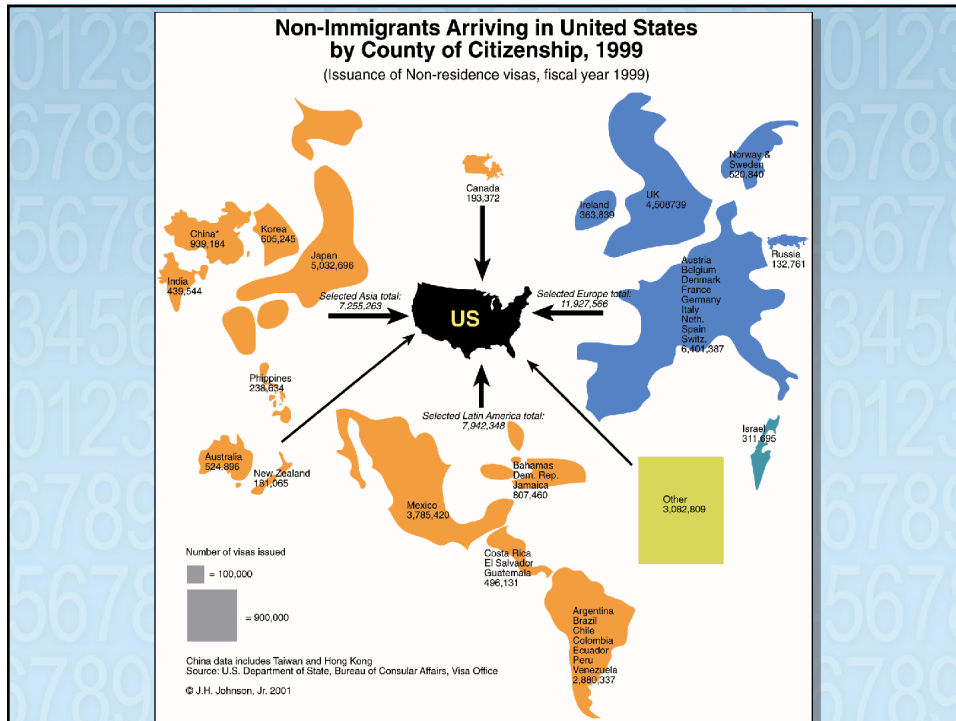
The Numbers Cont'd

• Illegal Immigrants

- 300,000 to 400,000 annually over the past two decades
- Three million granted amnesty in 1986
- 2.7 million illegal immigrants remained after 1986 reforms
- October 1996: INS estimated there were 5 million illegal immigrants in U.S.
- Since August 2005: Estimates of illegal population have ranged between 7 million and 15 million
- Today: An estimated 11.0 million unauthorized immigrants reside in U.S.

NON-IMMIGRANTS ADMITTED TO UNITED STATES, SELECTED YEARS, 1981-2016

Year	All Classes	Exchange Visitors	Academic & Vocational Students
1981	11,756,903	108,023 (1%)	271,861 (2%)
1985	9,539,880	141,213 (1%)	285,496 (3%)
1990	17,574,055	214,644 (1%)	355,207 (2%)
1995	22,640,540	241,364 (1%)	395,480 (2%)
2000	33,690,082	351,743 (1%)	699,953 (2%)
2001	32,824,088	389,435 (1%)	741,921 (2%)
2002	27,907,139	370,176 (1%)	687,506 (2%)
2008	39,381,928	506,138 (1%)	917,373 (2%)
2011	53,082,286	526,931 (1%)	1,702,730 (3%)
2016	76,786,751	574,617 (1%)	1,877,370 (2%)



U.S. Foreign Born Population by Race/Ethnicity, 2014

Race/Ethnicity	Foreign Population	Share of Total (%)
Total	42,235,749	100.0
Hispanic	19,300,947	45.7
White Alone, not Hispanic	7,655,008	18.1
Black Alone, not Hispanic	3,377,733	8.0
Asian Alone, not Hispanic	11,036,059	26.1
Other Alone, not Hispanic	866,002	2.1

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U.S. POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

Race	2010 Population	Absolute Change 2000 – 2010	Percentage Change 2000 - 2010
Total	308,745,538	27,323,632	9.7%
Non-Hispanic	258,267,944	12,151,856	4.9%
White	196,817,552	2,264,778	1.2%
Black	37,685,848	3,738,011	11.0%
AI/AN	2,247,098	178,215	8.6%
Asian	14,465,124	4,341,955	42.9%
NH/PI	481,576	128,067	36.2%
2 or More Races	5,966,481	1,364,335	29.6%
Hispanic	50,477,594	15,171,776	43.0%

NON-WHITE AND HISPANIC SHARES OF POPULATION GROWTH, 2000-2010

Area	Absolute Population Change	Non-White Share	Hispanic Share
US	27,323,632	91.7	55.5
South	14,318,924	79.6	46.4
Texas	4,293,741	89.2	65.0
Florida	2,818,932	84.9	54.7
Georgia	1,501,206	81.0	27.9
North Carolina	1,486,170	61.2	28.3

NON-WHITE AND HISPANIC SHARES OF POPULATION GROWTH, 2010-2017

Area	Absolute Population Change	Non-White Share	Hispanic Share
US	16,668,362	90.9	49.6
South	9,102,880	82.8	41.7
Texas	3,047,482	85.4	53.5
Florida	2,141,074	81.4	52.0
Georgia	716,792	90.9	20.4
NC	711,861	66.5	22.8
VA	445,403	92.3	34.5

MEDIAN AGE OF U.S. POPULATION BY RACE, HISPANIC ORIGIN & GENDER, 2014

Race	Total	Male	Female
United States	37.7	36.3	39.0
White Alone	40.4	39.0	39.6
White, Non-Hispanic	43.1	41.7	41.8
Black Alone	33.4	31.6	35.1
AI/AN Alone	32.5	31.1	33.6
Asian Alone	36.5	35.3	37.7
NH/PI Alone	30.8	30.3	31.6
Two or More Races	19.6	19.1	20.2
Hispanic	28.4	27.9	29.1

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RELATIVE DISTRIBUTION OF U.S. BIRTHS BY RACE / ETHNICITY

Race/Ethnicity	1990	2008	2011
White	66%	50%	49.6%
Blacks	17%	16%	15.0%
Hispanics	15%	26%	26.0%
Other	2%	8%	9.4%

Source: Johnson and Lichter (2010); Tavernise (2011).

RELATIVE DISTRIBUTION OF U.S. POPULATION BY RACE / ETHNICITY

Race/Ethnicity	2005	2050
White	67%	47%
Blacks	12.8%	13%
Hispanics	14%	29%
Asian	5%	9%

Source: Pew Research Center, 2008 *projected.

Marrying Out



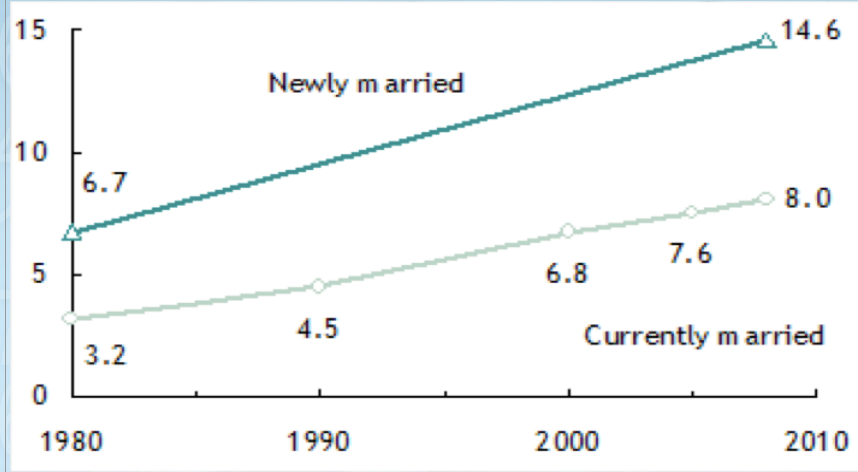
is "In"

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INTERMARRIAGE TREND, 1980-2008

% Married Someone of a Different Race/Ethnicity

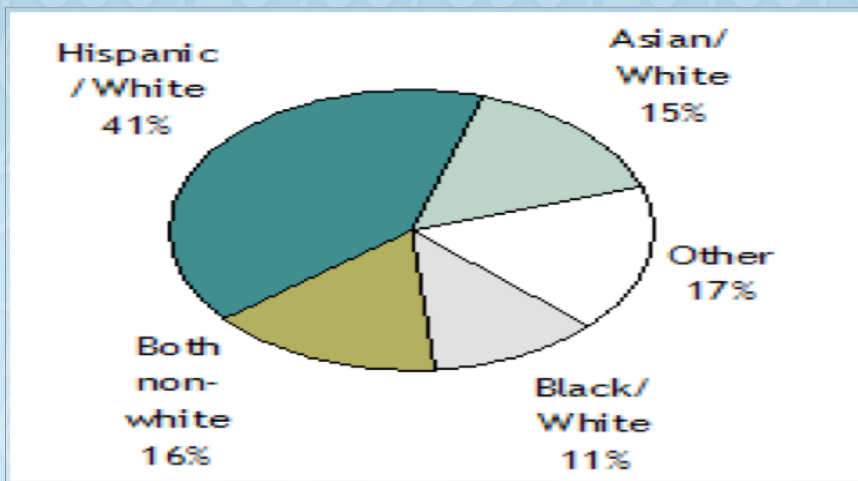


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INTERMARRIAGE TYPES

Newly Married Couples in 2008



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The “Graying” of America

The Silver Tsunami is about to hit

Key Drivers

- **Changes in Longevity**
- **Declining Fertility**
- **Aging of Boomer Cohort**

U.S. LIFE EXPECTANCY AT BIRTH

YEAR	AGE
1900	47.3
1930	59.7
1960	69.7
1997	76.5
2007	77.9
2010	78.3
2030	101.0

Centenarians in the U.S.

Year	Number
1950	2,300
2010	79,000
2050	601,000

COMPLETED FERTILITY FOR WOMEN 40 - 44 YEARS OLD

Year	Percent Childless	Avg. Number of Children	Percent Higher Order Births*
2006	20	1.9	28
1976	10	3.1	59

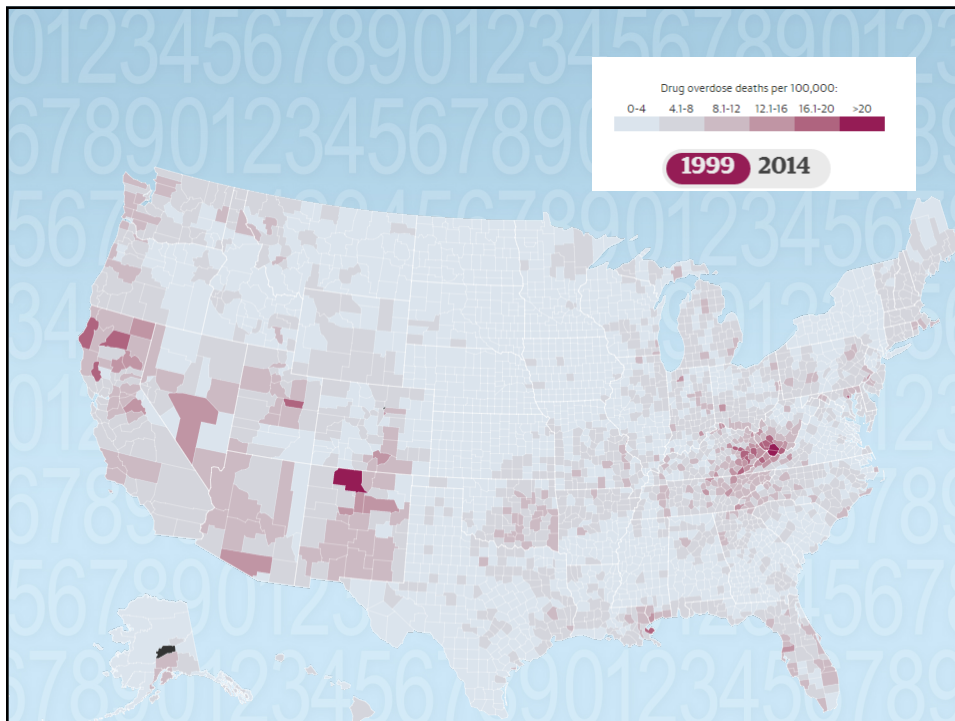
*Three or more Children

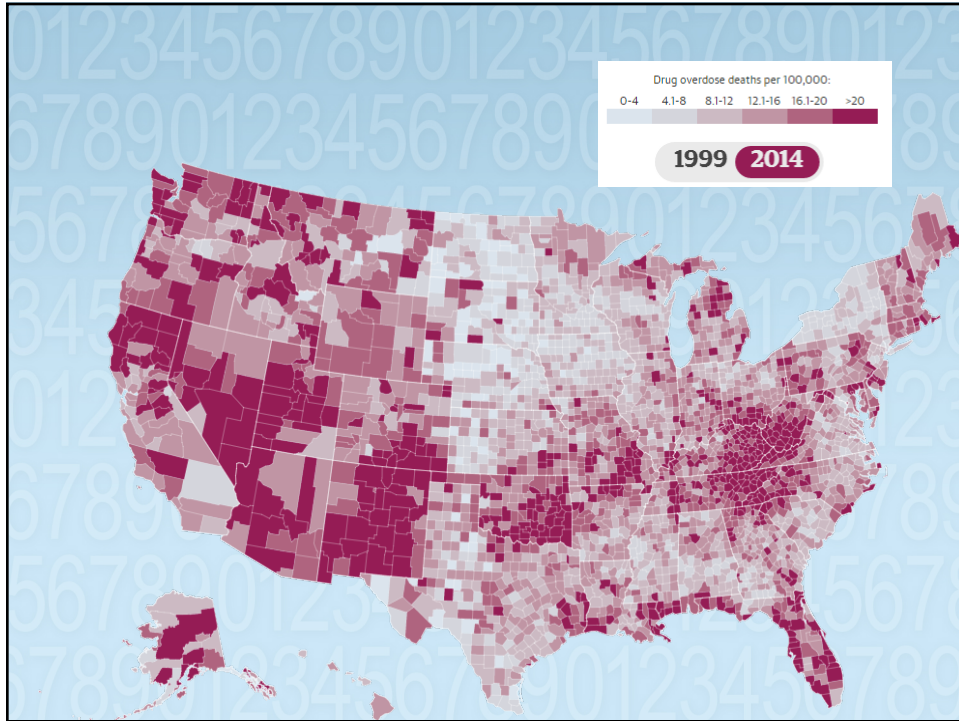
TOTAL FERTILITY RATES FOR U.S. WOMEN BY RACE/ETHNICITY, 2016

Race/Ethnicity	Total Fertility Rate
All Races	1.8
Hispanic	2.1
Non-Hispanic White	1.7
Blacks	1.8
Asian	1.7
Native American	1.8

U.S. POPULATION CHANGE BY AGE, 2000-2010

Age	2010	Absolute Change 2000 - 2010	Percentage Change 2000 - 2010
<25	104,853,555	5,416,289	5.4%
25-44	82,134,554	-2,905,697	-3.4%
45-64	81,489,445	19,536,809	31.5%
65+	40,267,984	5,276,231	15.1%
TOTAL	308,745,538	27,323,632	9.7%





U.S. POPULATION TURNING 50, 55, 62, AND 65 YEARS OF AGE, (2007-2015)

	Age 50	Age 55	Age 62	Age 65
Average Number/Day	12,344	11,541	9,221	8,032
Average Number/Minute	8.6	8.0	6.4	5.6

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The Multigenerational Workforce

Multi-Generational Diversity

Generation	Birth Years	Current Ages	Est. Workforce Participation in 2013*
Veterans Traditionalists WWII Generation Silent Generation	1922-1945	70-93	5% (7M)
Baby Boomers "Boomers"	1946-1964	51-69	38% (60M)
Generation X Baby Busters	1965-1980	35-50	32% (51M)
Generation Y Millennials	1981-2000	15-34	25% (40M)

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*Source: AARP—Leading a Multi-Generational Workforce, 2007

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**Succession Planning &
Accommodations for Elder Care**

Organizational Game Changers!

**COOLING WATERS
FROM GRANDMA'S
WELL**

And Grandpa's Too!

Children Living in Non-Grandparent and Grandparent Households, 2001-2010

Household Type	Absolute Number 2010	Absolute Change 2001-2010	Percent Change 2001-2010
All	74,718	2,712	3.8
No Grandparents	67,209	917	1.4
Both Grandparents	2,610	771	41.9
Grandmother Only	1,922	164	9.3
Grandfather Only	318	71	28.7

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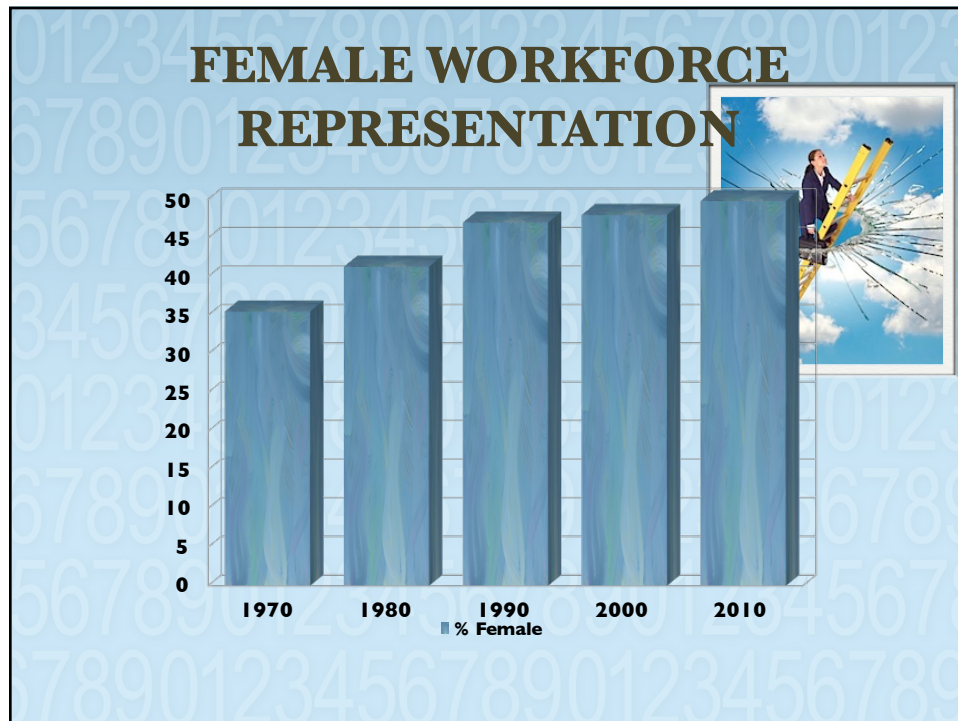
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Workforce Planning and Development Challenges

- The End of Men?
- The Triple Whammy of Geographic Disadvantage





THE PLIGHT OF MEN

- Today, three times as many men of working age do not work at all compared to 1969.
- Selective male withdrawal from labor market—rising non-employment due largely to skills mismatches, disabilities & incarceration.
- The percentage of prime-aged men receiving disability insurance doubled between 1970 (2.4%) and 2009 (4.8%).
- Since 1969 median wage of the American male has declined by almost \$13,000 after accounting for inflation.
- After peaking in 1977, male college completion rates have barely changed over the past 35 years.

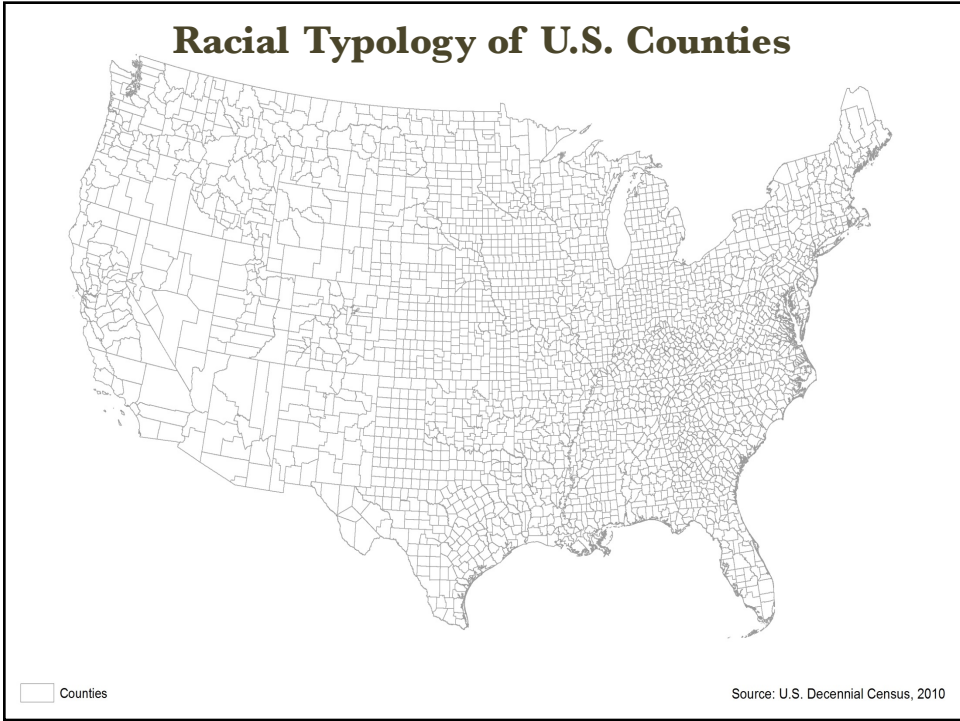
COLLEGE CLASS OF 2010

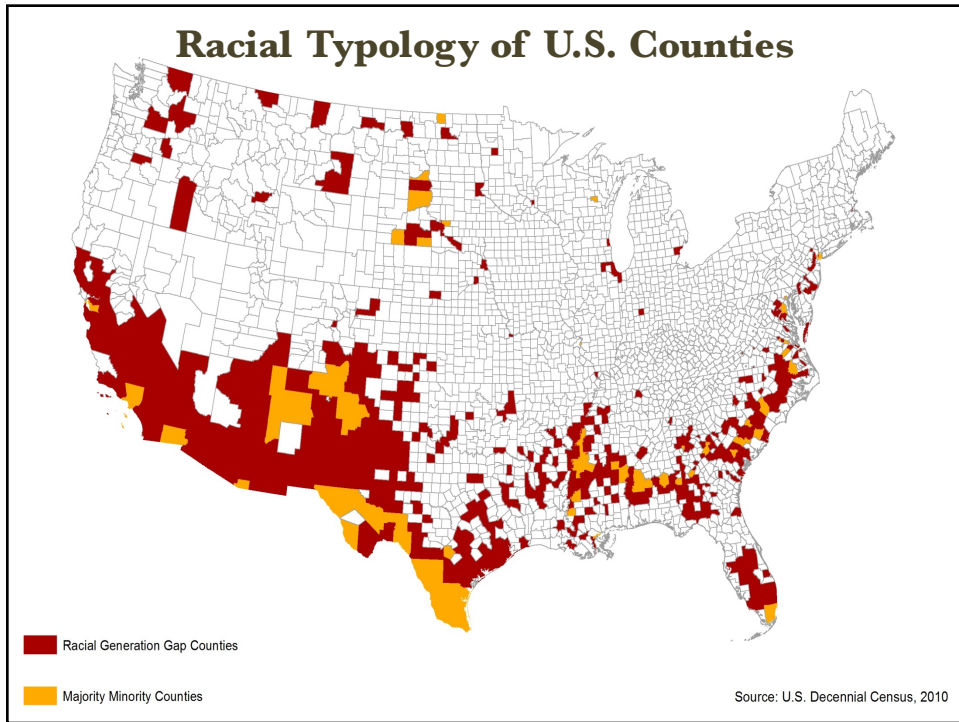
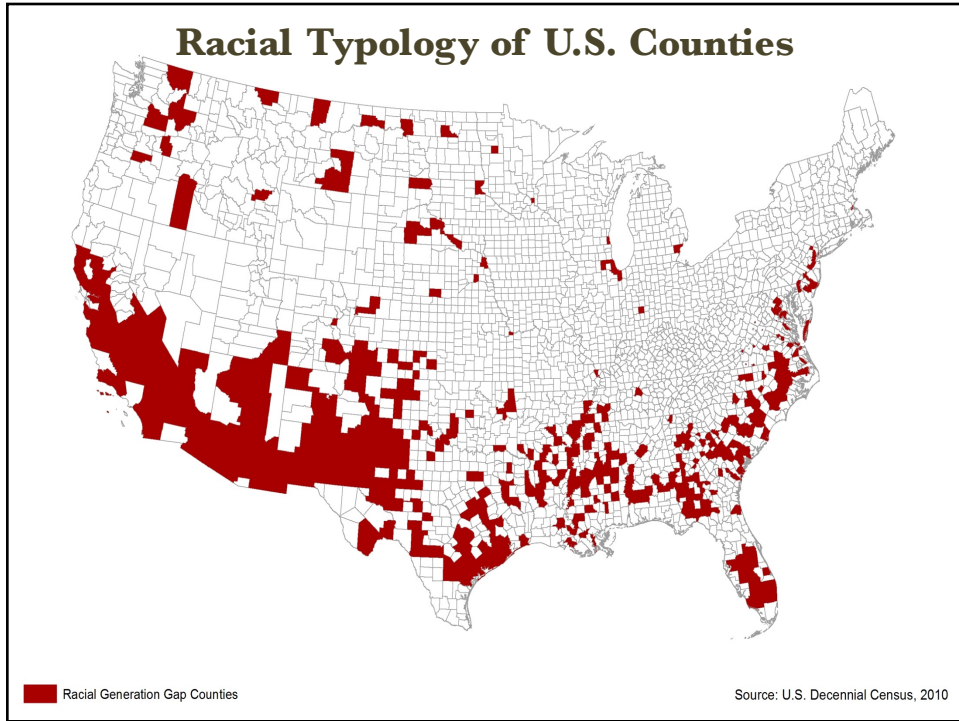
DEGREE	MALE	FEMALE	DIFFERENCE
Associate's	293,000	486,000	193,000
Bachelor's	702,000	946,000	244,000
Master's	257,000	391,000	134,000
Professional	46,800	46,400	-400
Doctor's	31,500	32,900	1,400
TOTAL	1,330,300	1,902,300	572,000

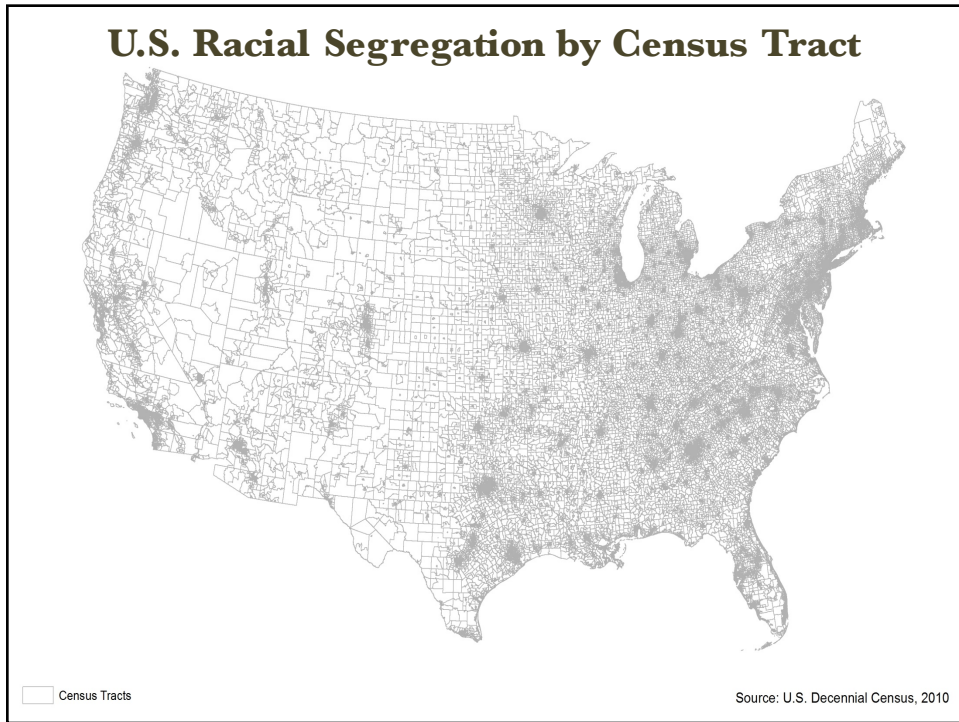
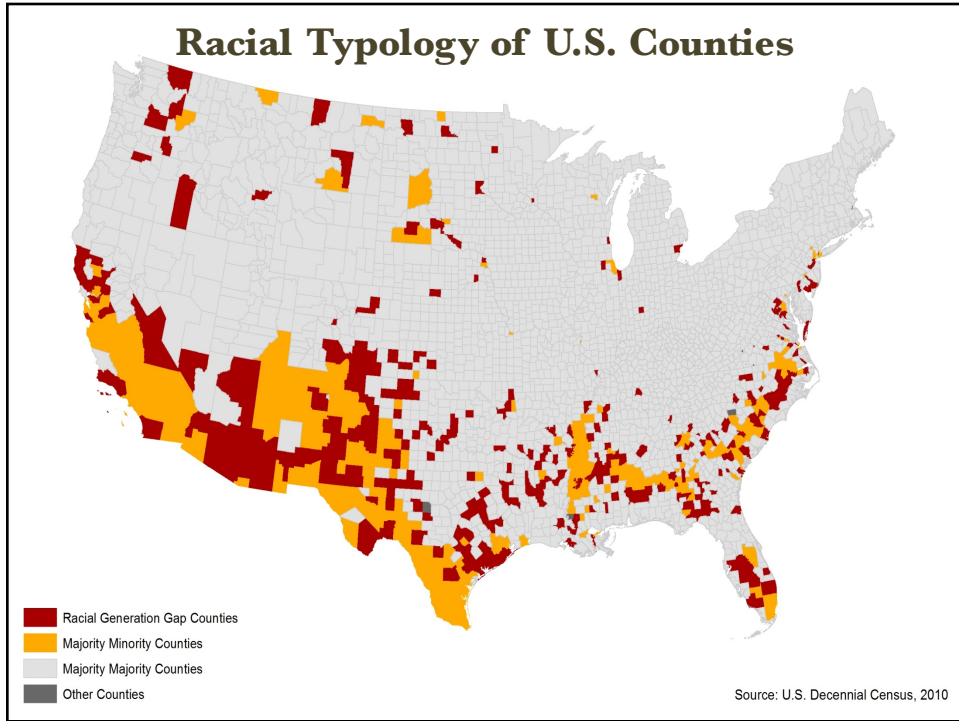
Gender Composition of Student Head Count Enrollment in NC Colleges & Universities, Fall 2014

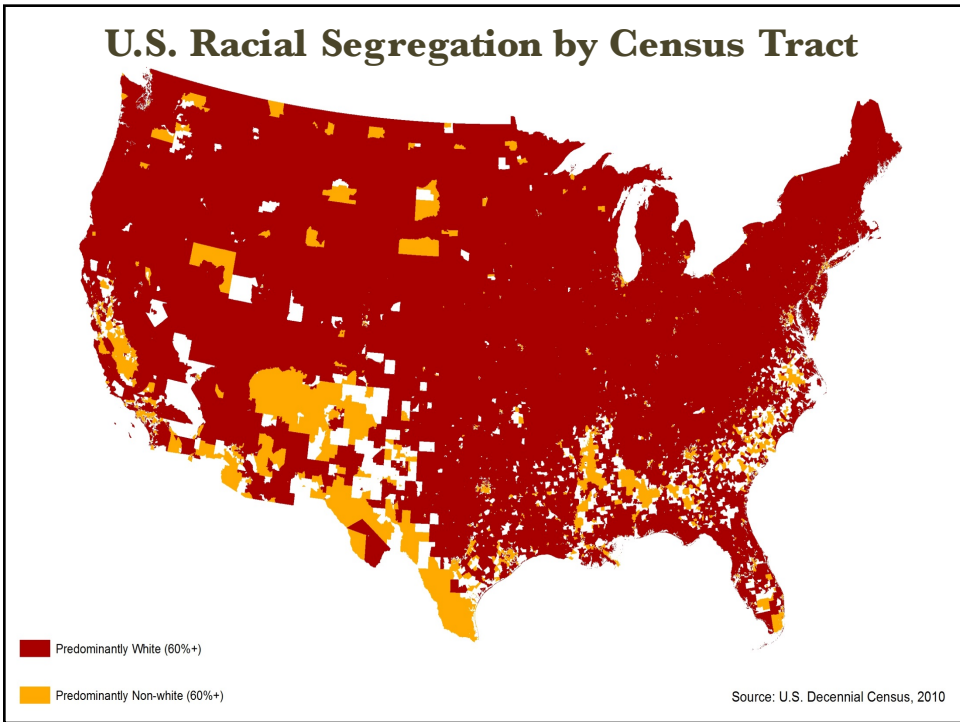
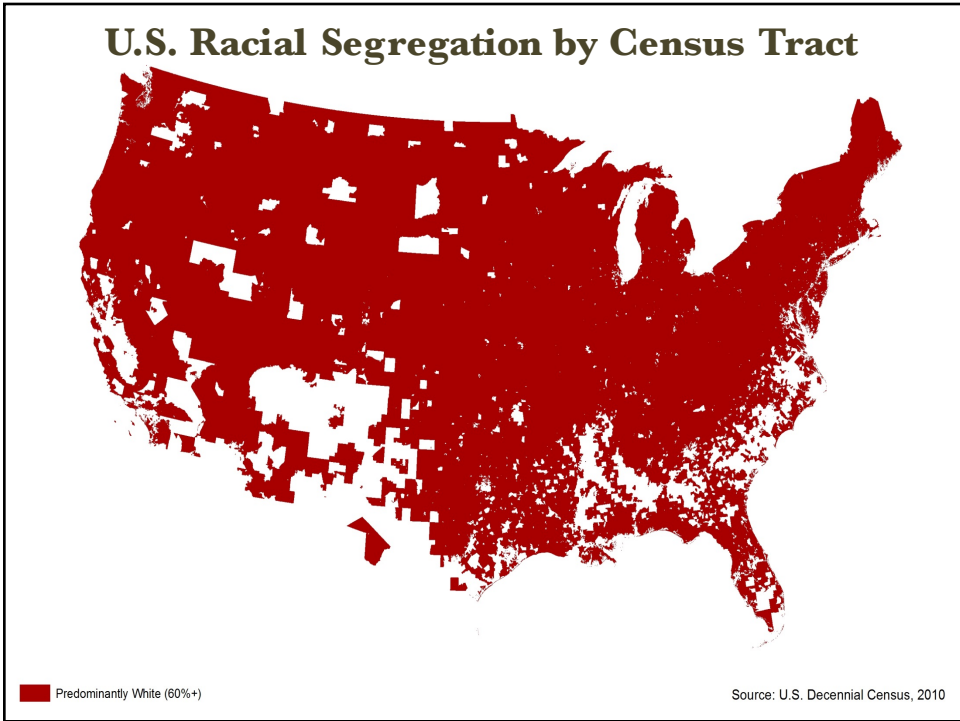
Type of Institution	Total Enrollment	Male Enrollment	Percent Male Enrollment
All Institutions	554,505	230,672	41.6
Bible Colleges	3,880	2,720	70.1
Public Institutions	459,651	189,749	41.3
UNC System	220,121	95,435	43.3
PWIs	181,246	81,304	44.9
MSIs	38,875	14,131	36.3
HBU's	32,653	11,835	36.2
Community Colleges	239,530	104,313	43.5
Private Institutions	90,974	38,204	42.0
Senior Colleges & Universities	90,296	37,755	41.8
Junior Colleges	678	449	66.2

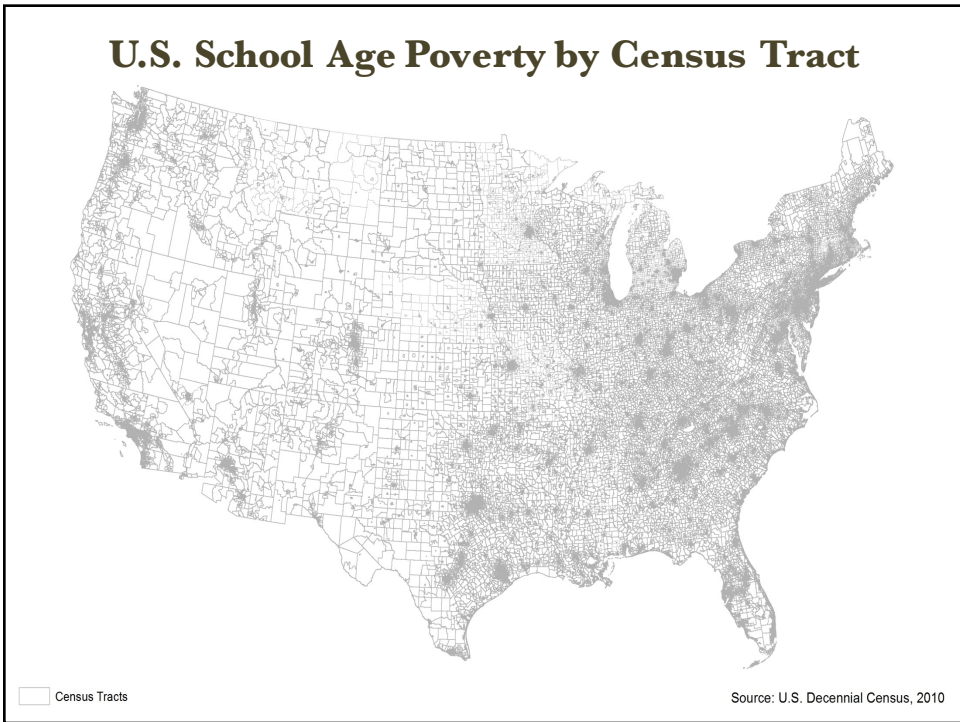
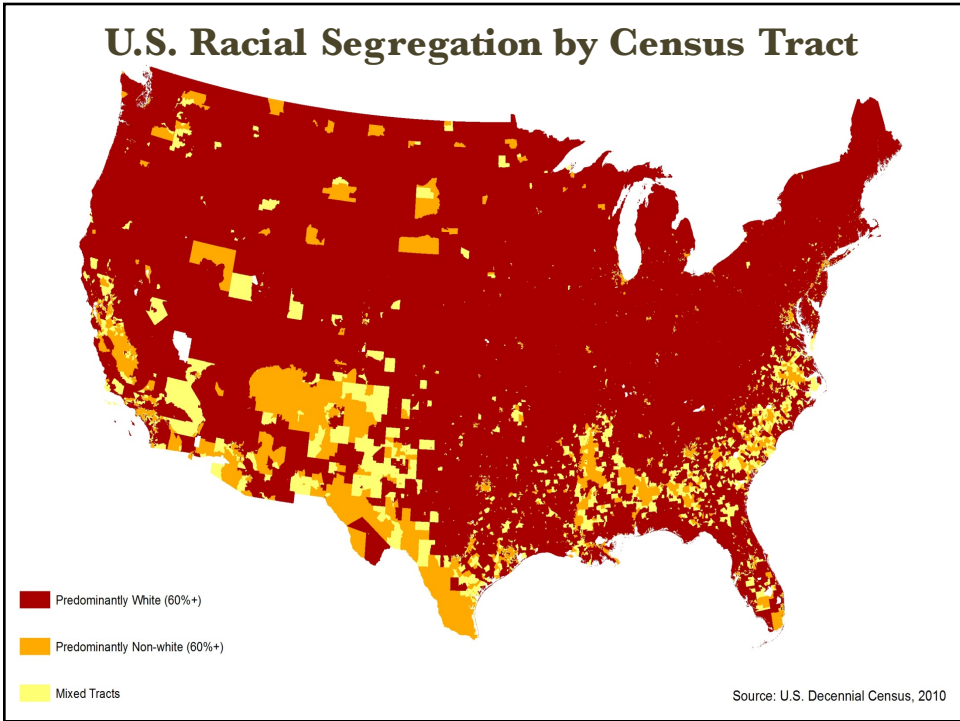
**The Triple Whammy of
Geographical Disadvantage**
The Human Capital Challenge

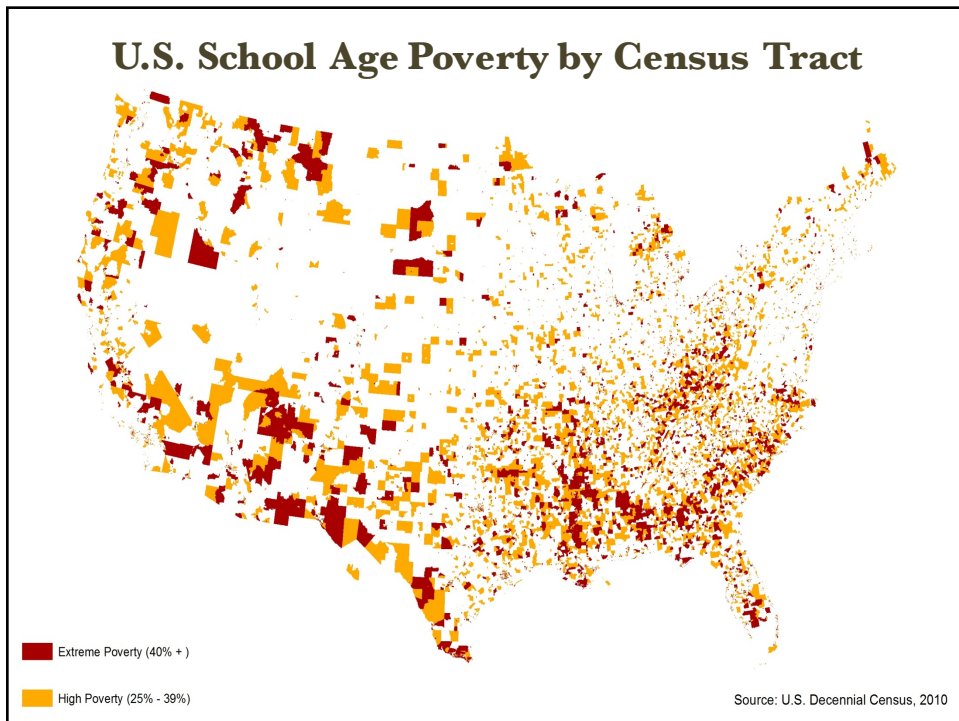
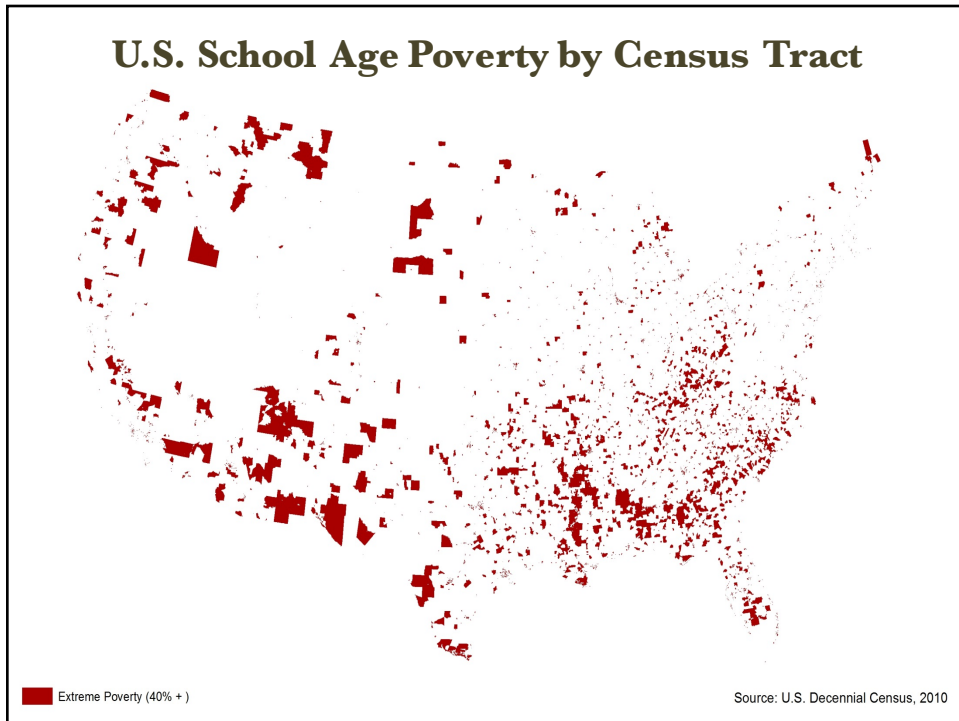


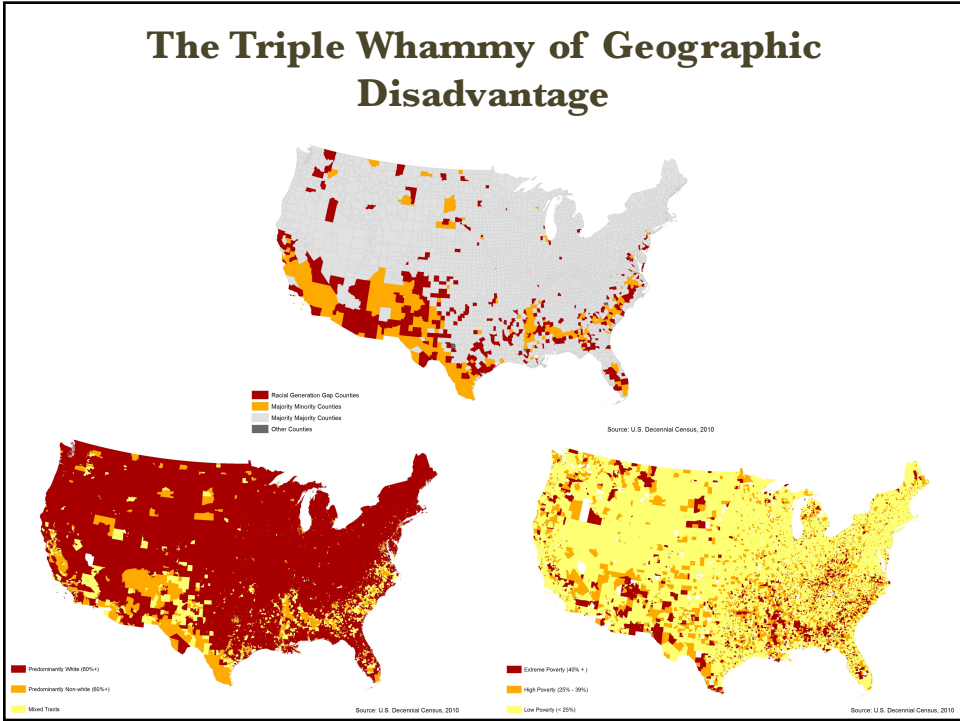
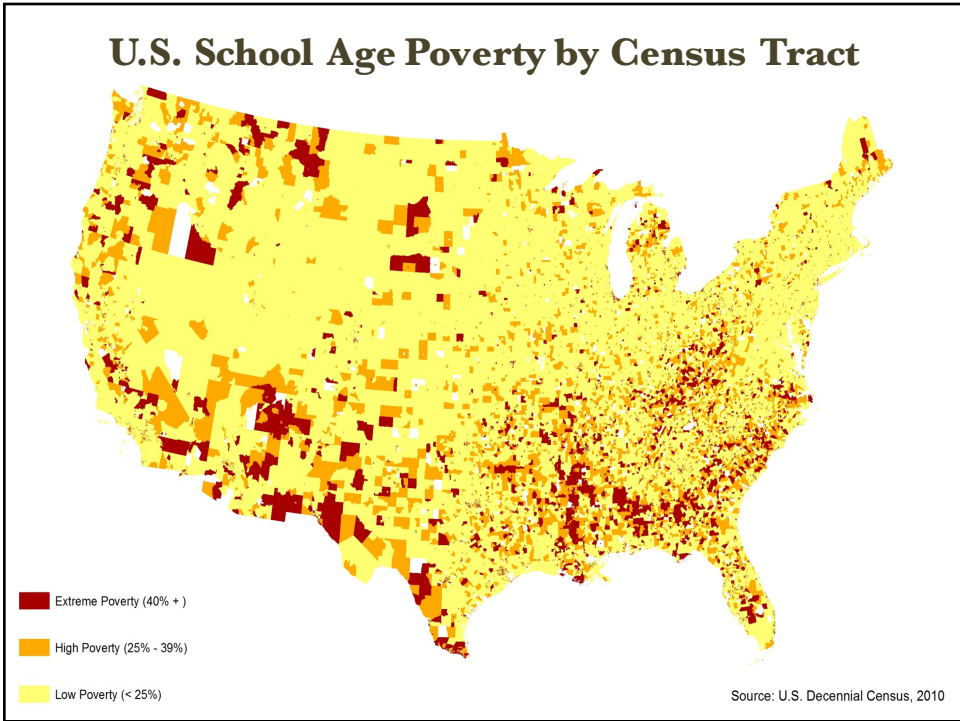






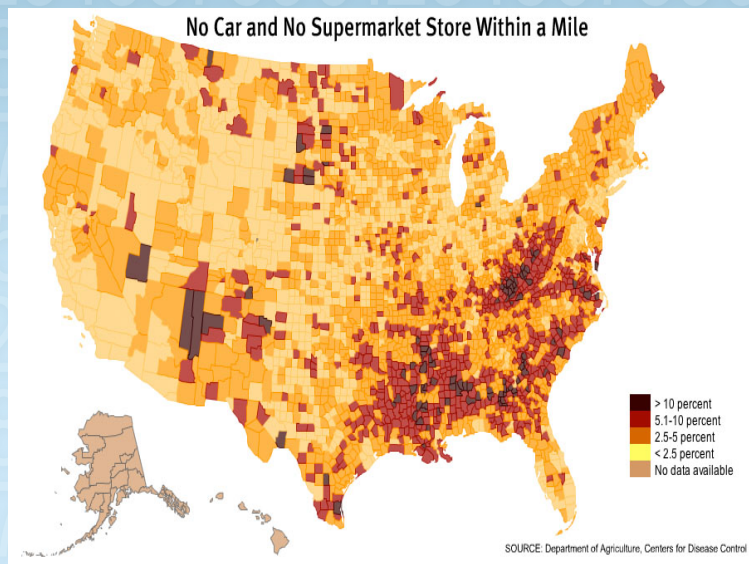


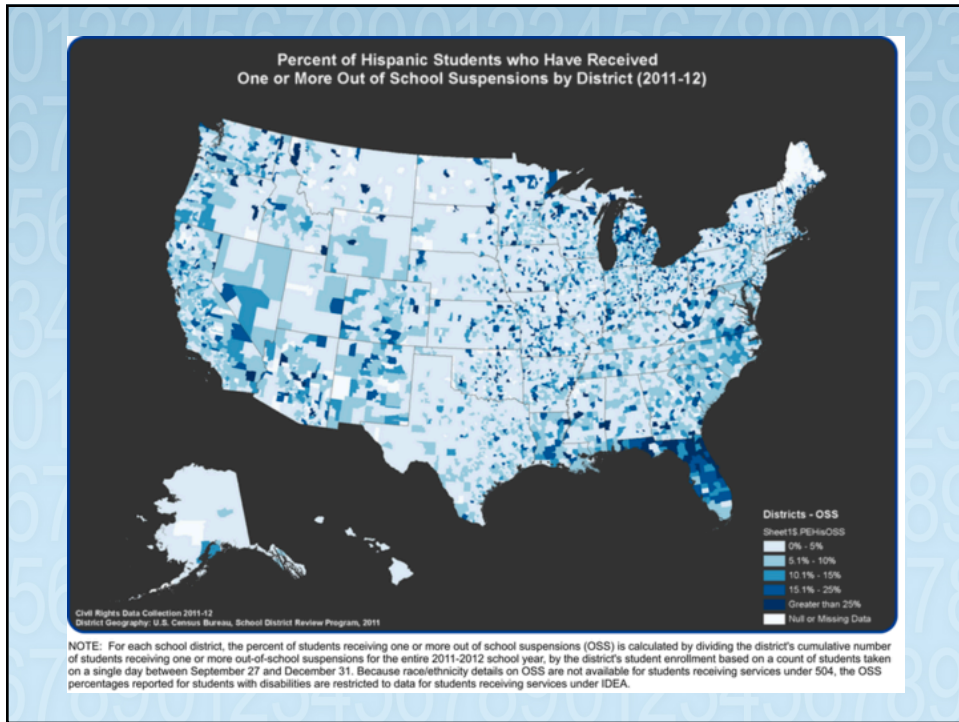
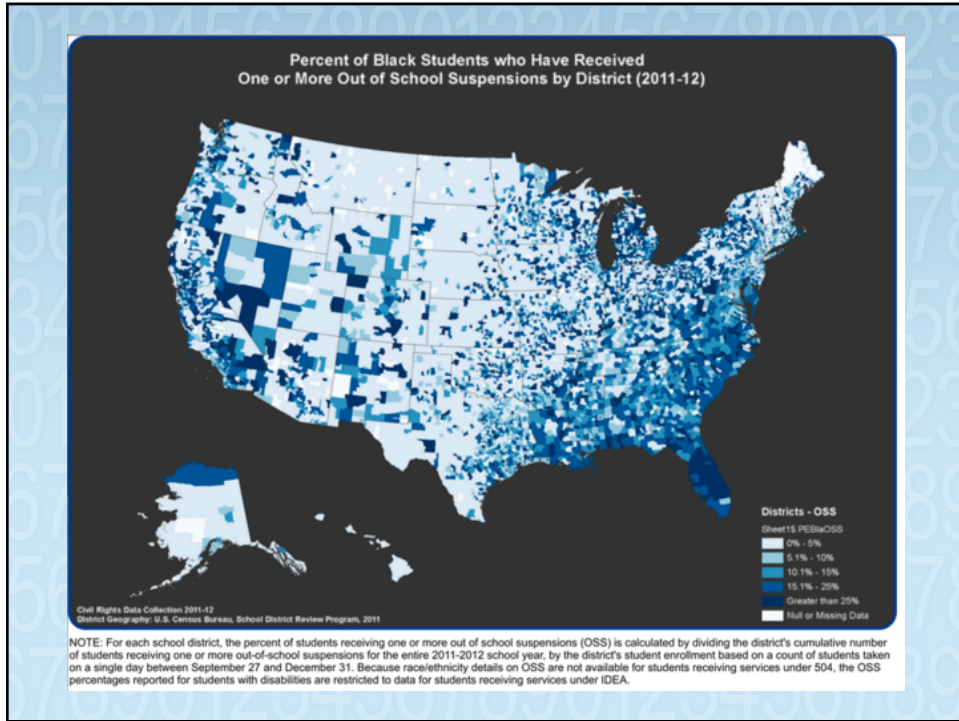




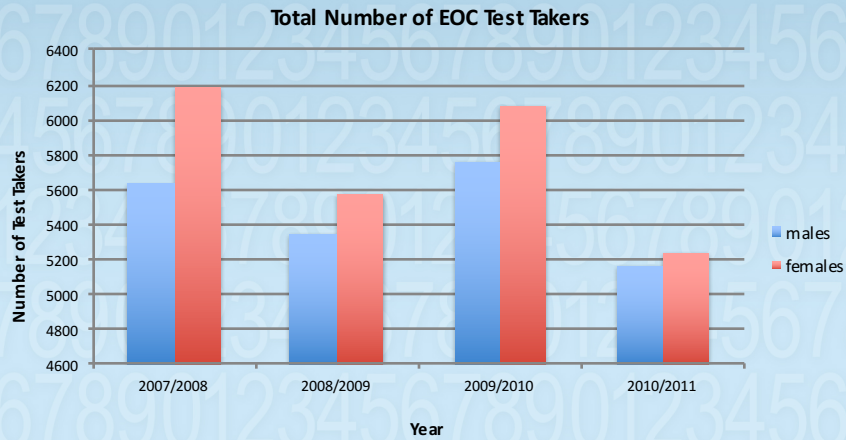
Summary Indicators of Exposure

Level of Vulnerability	Number of Youth	Percent Non-White
Triple Whammy	9.8 million	93
Double Whammy	12.2 million	81
Single Whammy	20.0 million	39
No Whammy	32.1 million	24



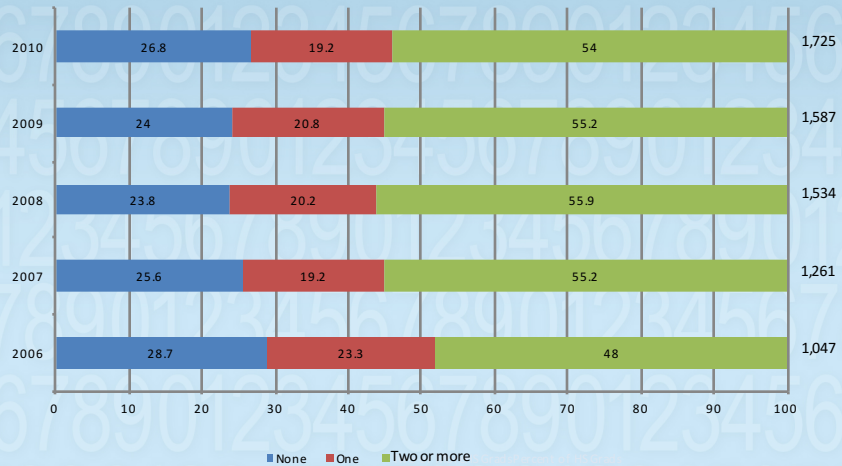


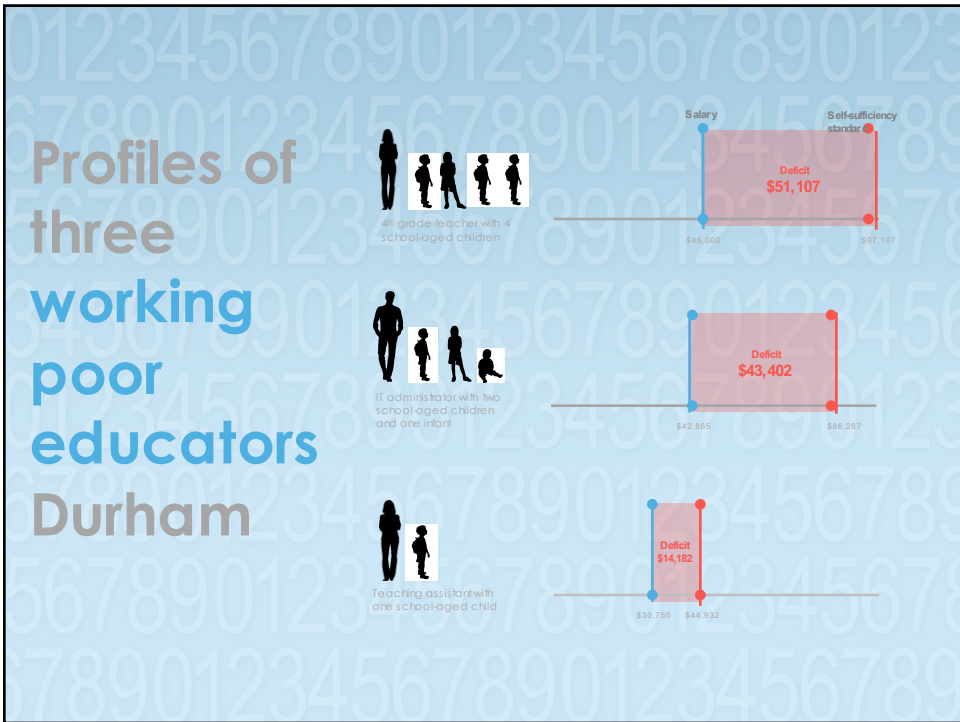
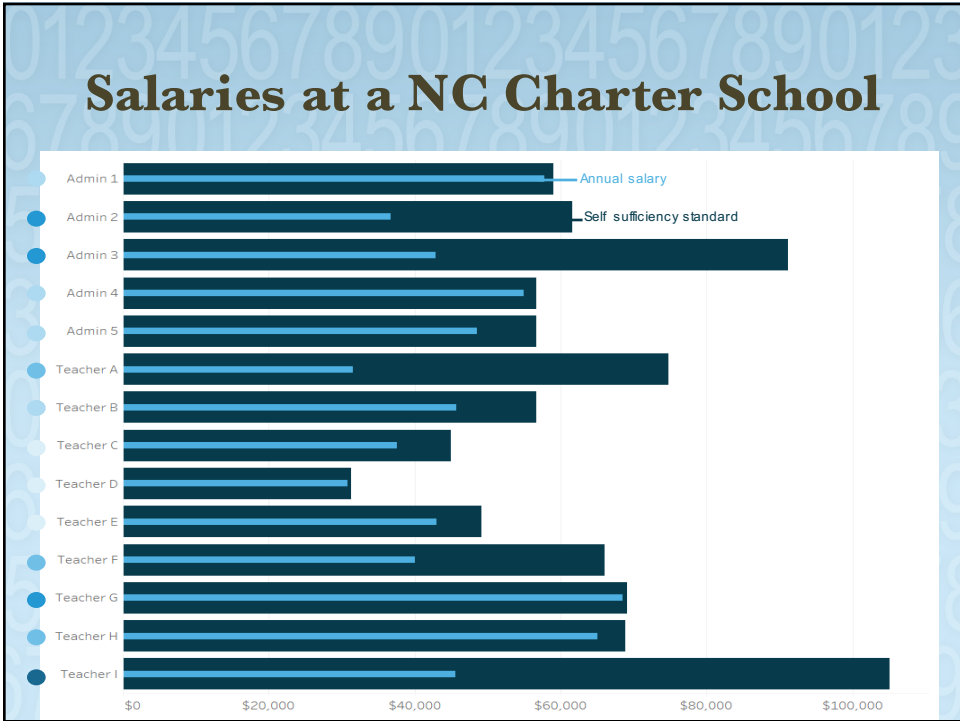
Male-Female Presence Disparity



Graph shows total number of male and female students tested of 6 LEAs (Bertie, Bladen, Duplin, Halifax, Northampton, and Pamlico)

Percent of High School Graduates Requiring Remedial Course Work







**BACHELOR'S DEGREE HOLDERS
(UNDER AGE 25) WHO WERE
JOBLESS OR UNDEREMPLOYED**

Year	Percent
2000	41.0
2011	53.6

The World of Working is Changing

The New World of Work

- Outsourcing
- Offshoring
- Robotic Outsourcing
- Freelancing & the “Gig” economy

THE COMPETITIVE TOOL KIT

- Analytical Reasoning
- Entrepreneurial Acumen
- Contextual Intelligence
- Soft Skills/Cultural Elasticity
- Agility and Flexibility

Maintaining & Enhancing Competitiveness

- Managing transition from the “graying” to the “browning” of America.
- Competition for talent will be fierce – and global.
- Embrace immigrants.
- Address the “wayward sons” problem.
- Ensure that the private sector is actively engage in K-12 education to ensure education & training is aligned with skills required in the new world of work.
- Successful recruitment and retention will hinge on your ability to effectively manage the full nexus of “diversity” issues.


Iceberg Model of Diversity

Visible Diversity Traits

Race/Skin Color
Gender
Visible Disability
Age Group
Physical Attributes

Ethnicity

If all I know about you is what I can see...



Invisible Diversity Traits

Level in Organization Culture Marital Status Values Education MBTI
Religion/Religious Experiences International Cultural Immersion
Communication Style Conflict Style Beliefs Teaching Style Recreational Habits
IQ Learning Styles Academic Discipline Literacy Sexual Orientation
Personality Style Orientation to Time Family Relationships Orientation to Tasks
Physical Abilities/Qualities EQ Military Experience Socioeconomic Status
Geographic Background Work Background Smoker/Non-Smoker
Parental Status Native Born/Non-Native Born Political Ideology Thinking Style

THE END



Strategic Thinking about Disruptive Demographics

Innovation Café

Guiding Questions

1. What strategies are required to address the “triple whammy of geographic disadvantage” that many students of color face in their educational pursuits?
2. What are the likely implications for your school of current proposals to constrain immigration to the U.S.?
3. What strategies are required to redress the sex ratio imbalance in higher education?
4. What adjustments in your school’s organizational culture will be required to successfully recruit and retain a more diverse staff and to serve a more diverse student clientele?
5. What organizational adjustments are necessary to accommodate four and soon-to-be five generations that will staff your school in the foreseeable future?
6. What plans are in place to successfully respond to the impending wave of retirements among your school’s faculty and staff of boomers and pre-boomers?
7. Are specific changes in human resources policies, procedures, and practices necessary to address changing family, household, and living arrangements of your school’s employees and students?
8. What are the curricular implications of the nation’s growing diversity?