

Disruptive Demographics: Implications for Higher Education



James H. Johnson, Jr.
Frank Hawkins Kenan Institute of Private Enterprise
Kenan-Flagler Business School
University of North Carolina at Chapel Hill

January 2015

OVERVIEW

- Demographic Trends
- Challenges & Opportunities
- Discussion

what CENSUS 2010 will REVEAL



January 2015

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!



The South

Continues To Rise

...Again!

SOUTH'S SHARE OF U.S. NET POPULATION GROWTH, SELECTED YEARS, 1910-2010

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%

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

Region	2010 Population	Absolute Population Change, 2000-2010	Percent Population Change, 2000-2010
U.S.	309,050,816	26,884,972	9.5%
Northeast	55,417,311	1,753,978	3.3%
Midwest	66,972,887	2,480,998	3.0%
South	114,555,744	14,318,924	14.3%
West	72,256,183	8,774,852	13.8%

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

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%

GROSS AND NET MIGRATION FOR THE SOUTH, 2004-2010

The Region

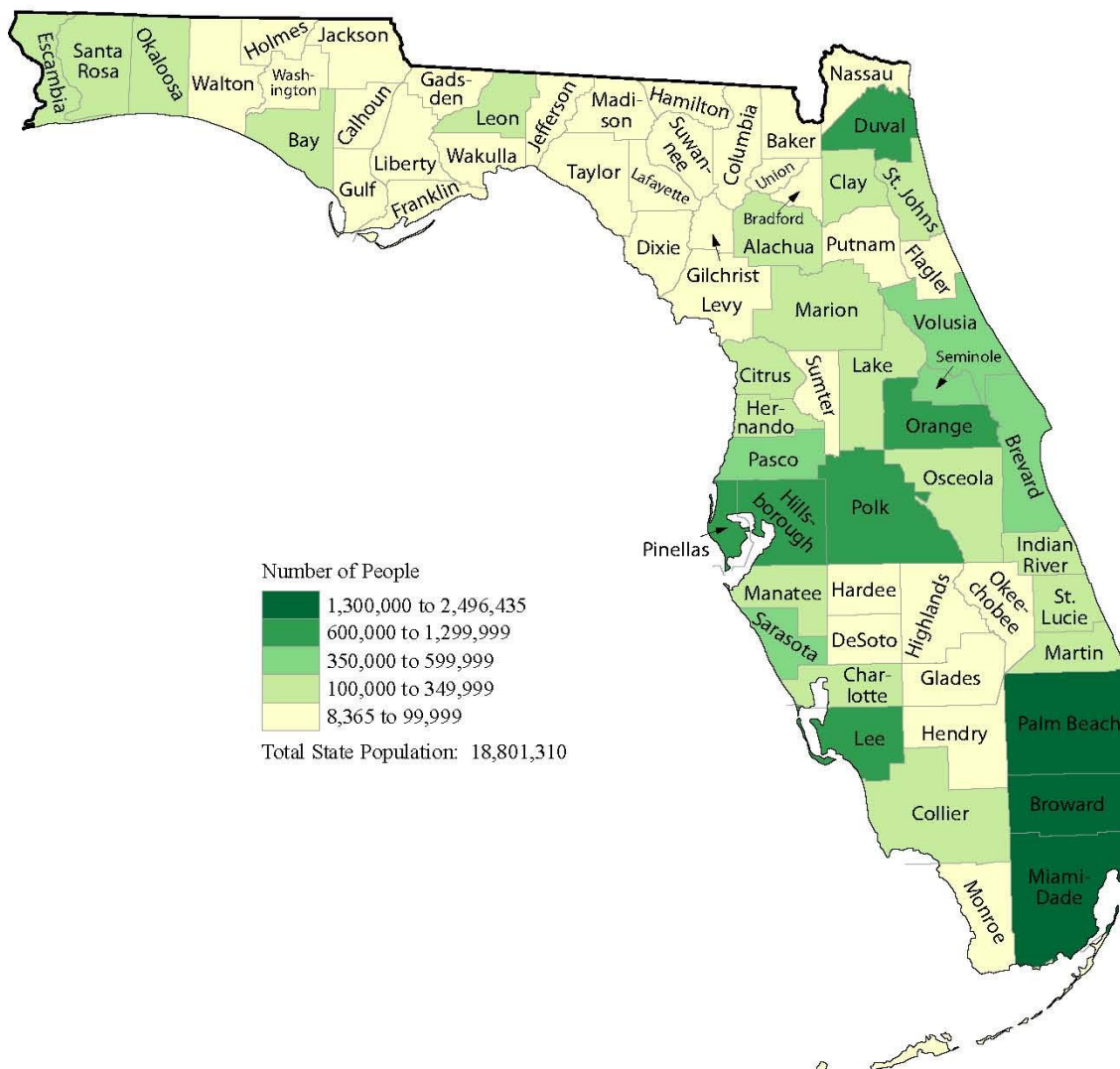
Years	Domestic			Foreign		
	In	Out	Net	In	Out	Net
2004-2007	4,125,096	3,470,431	654,665	268,619	132,382	136,237
2007-2010	3,874,414	3,477,899	396,525	232,501	132,201	100,300

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

FLORIDA - 2010 Census Results

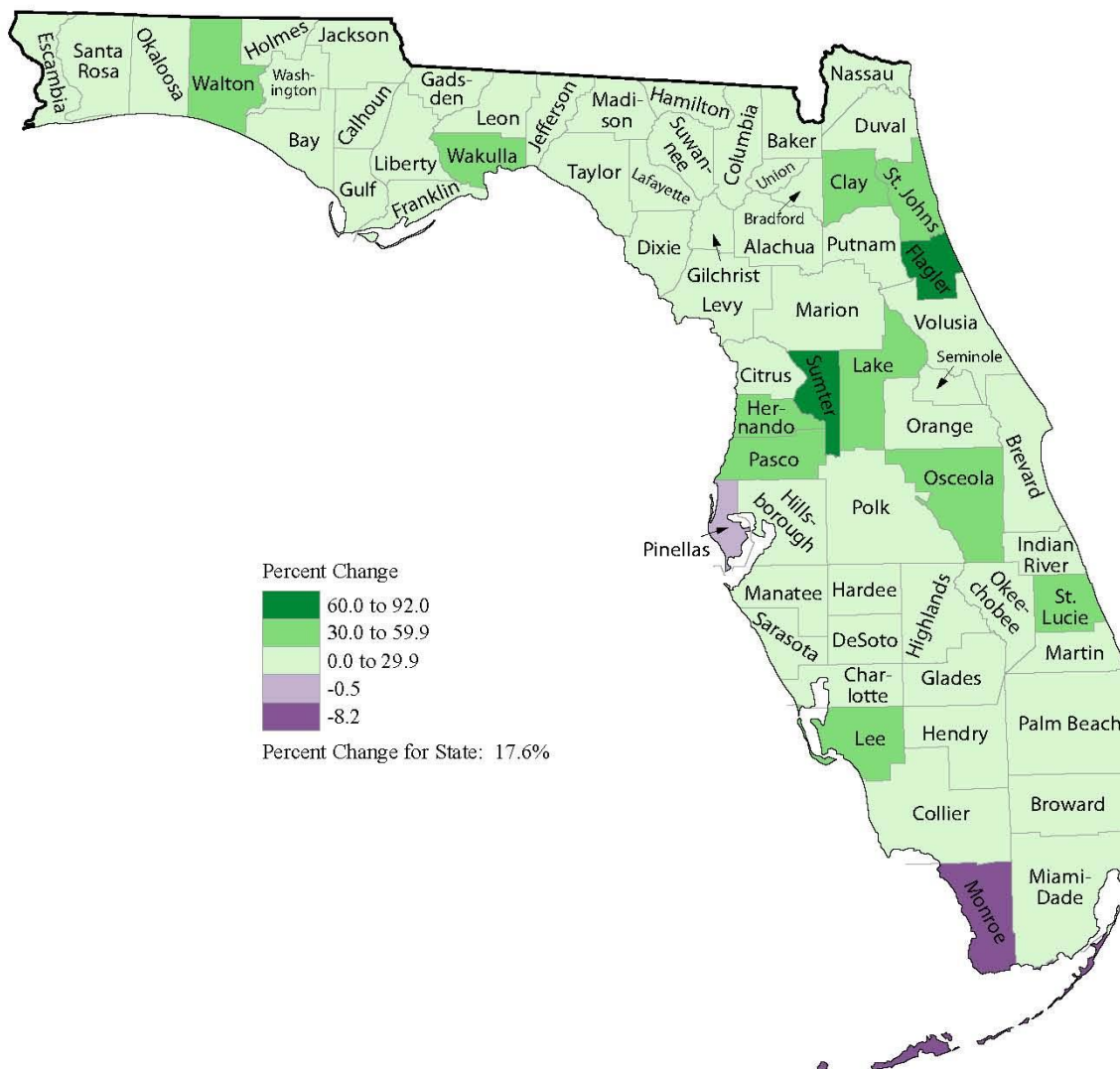
Total Population by County



Source: U.S. Census Bureau, 2010 Census Redistricting Data Summary File
For more information visit www.census.gov.

FLORIDA - 2010 Census Results

Percent Change in Population by County: 2000 to 2010



Percent Change

60.0 to 92.0

30.0 to 59.9

0.0 to 29.9

-0.5

-8.2

Percent Change for State: 17.6%

U.S. POPULATION CHANGE BY REGION, 2010-2013

Region	2013 Population	Absolute Population Change, 2010-2013	Percent Population Change, 2010-2013
U.S.	316,128,839	7,383,301	2.4%
Northeast	55,943,073	625,833	1.1%
Midwest	67,547,890	620,889	0.9%
South	118,383,453	3,827,709	3.3%
West	74,254,423	2,309,170	3.2%

SHARES OF NET POPULATION GROWTH BY REGION, 2010-2013

Region	Absolute Population Change	Percent of Total
UNITED STATES	7,383,301	100.0
NORTHEAST	625,833	8.5
MIDWEST	620,889	8.4
SOUTH	3,827,709	51.8
WEST	2,309,170	31.3

STATE SHARES OF SOUTH'S NET GROWTH, 2010-2013

Region/State	Absolute Change	State's Share
The South	3,525,554	100.0%
Texas	1,302,632	36.9%
Florida	751,550	21.3%
Georgia	304,514	8.6%
North Carolina	312,577	8.9%
Virginia	259,381	7.4%
Other Southern States	594,873	16.9%

**Two 'colorful' demographic
processes are drivers of change**

Browning & Graying of America

The “Browning” of America

Immigration-driven population
change

Legal Immigration to United States

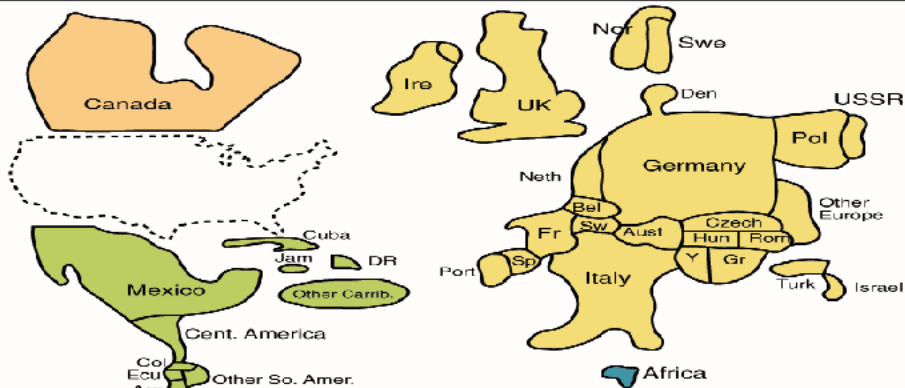
1921-1960

40 years

Area Porportional to
Number of Immigrants

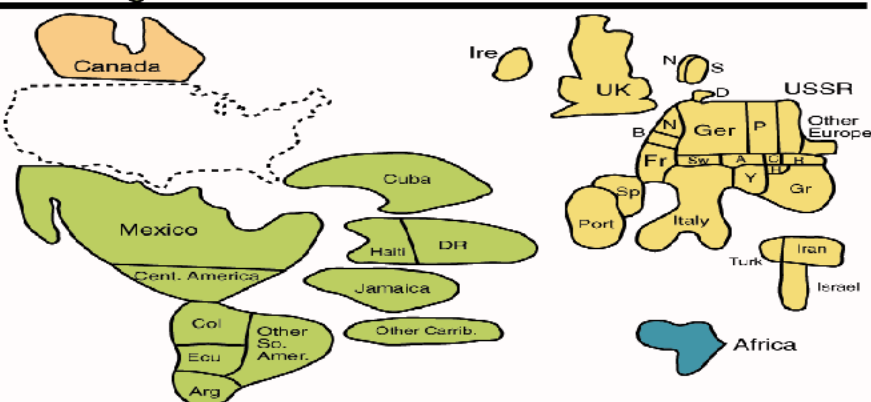
■ 10,000

□ 100,000



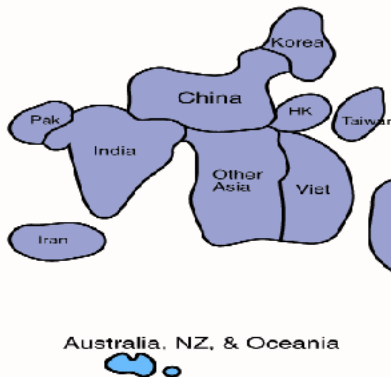
1961-1986

16 years



1987-1998

12 years



Canada
11,477,016
Immigrants to U.S.



The Numbers

Legal Immigrants

Year	Annual Flow
1920-1961	206,000
1961-1992	561,000
1993-1998	800,654
1999-2004	879,400
2005-2008	1,137,000
2009-2012	1,067,000

Refugees, Parolees, Asylees

Year	Annual Flow
1961-1993	65,000
1994-1998	107,000
1999-2004	85,500
2005-2008	75,000
2009-2012	92,500

The Numbers Cont'd

• Illegal Immigrants

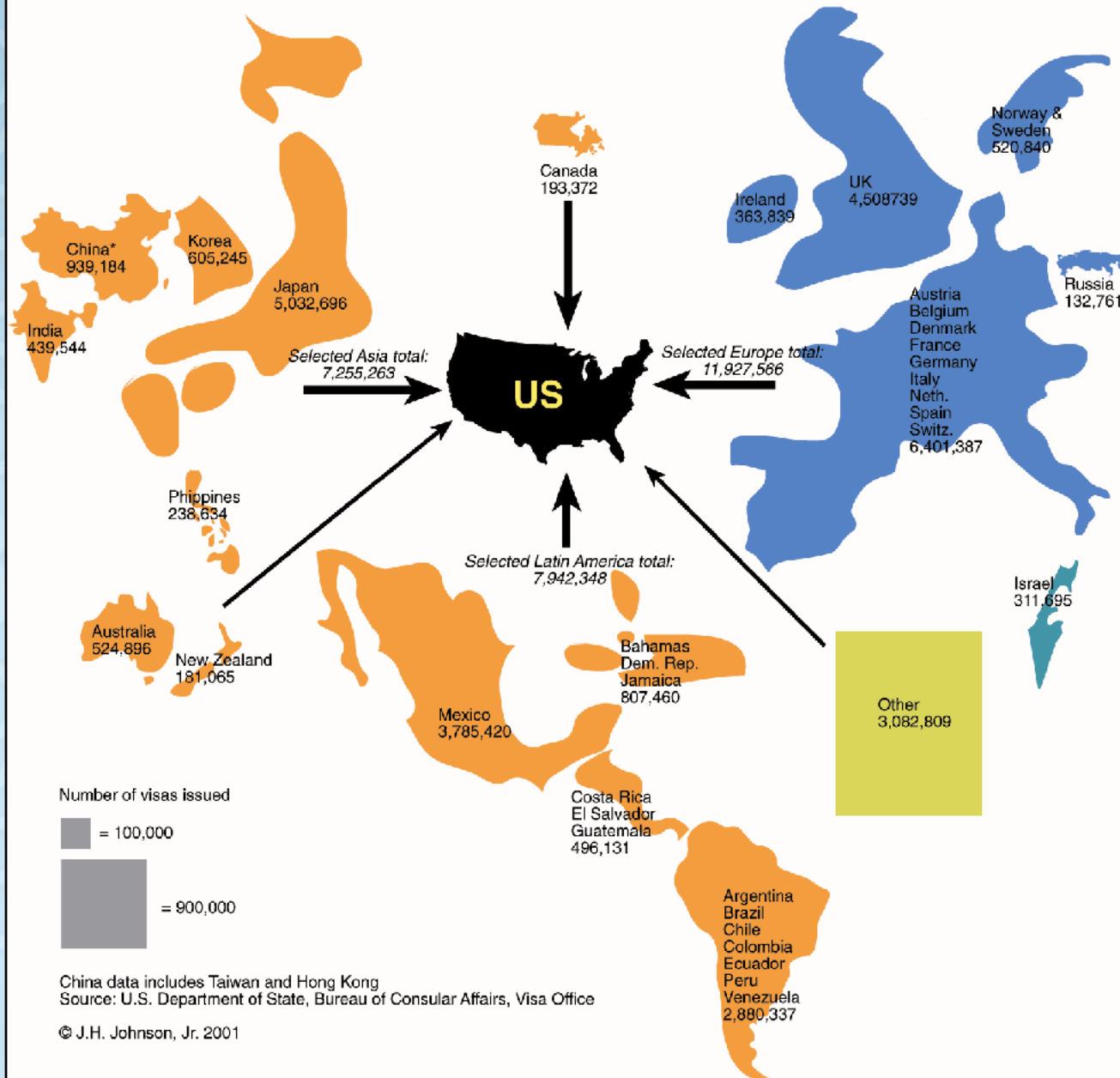
- 300,000 to 400,000 annually over the past two decades
- Three million granted amnesty in 1986
- 2.7 million illegal immigrants remained after 1986 reforms
- October 1996: INS estimated there were 5 million illegal immigrants in U.S.
- Since August 2005: Estimates of illegal population have ranged between 7 million and 15 million
- Today: An estimated 11.5 million unauthorized immigrants reside in U.S.

NON-IMMIGRANTS ADMITTED TO UNITED STATES, SELECTED YEARS, 1981-2011

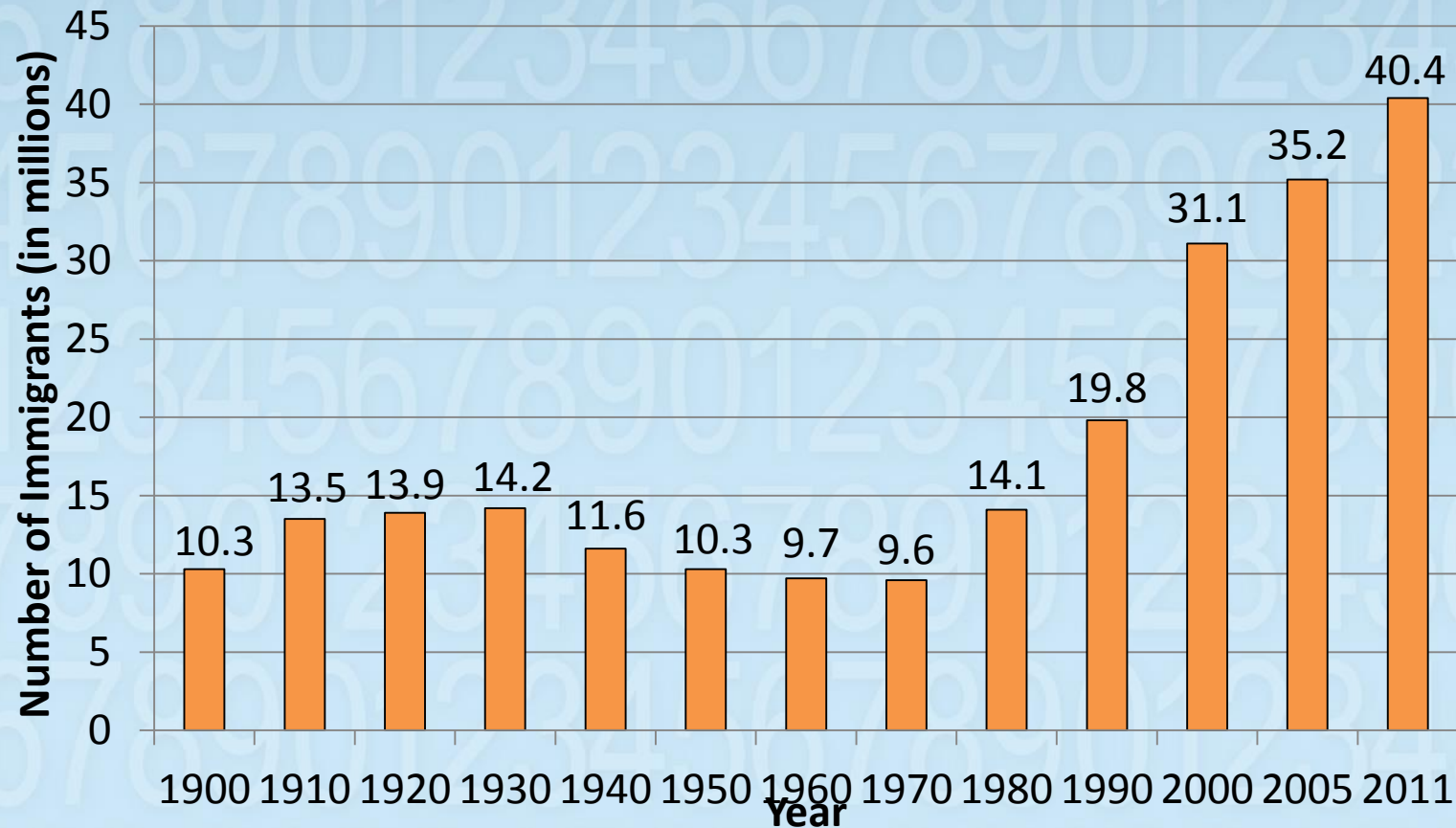
Year	All Classes	Exchange Visitors	Academic & Vocational Students
1981	11,756,903	108,023 (1%)	271,861 (2%)
1985	9,539,880	141,213 (1%)	285,496 (3%)
1990	17,574,055	214,644 (1%)	355,207 (2%)
1995	22,640,540	241,364 (1%)	395,480 (2%)
2000	33,690,082	351,743 (1%)	699,953 (2%)
2001	32,824,088	389,435 (1%)	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%)

Non-Immigrants Arriving in United States by County of Citizenship, 1999

(Issuance of Non-residence visas, fiscal year 1999)



U.S. Immigrant Population, 1900-2011



U.S. Foreign Born Population by Race/Ethnicity, 2011

Race/Ethnicity	Foreign Population	Share of Total (%)
Total	40,381,574	100.0
Hispanic	18,788,300	46.5
White Alone, not Hispanic	7,608,236	18.8
Black Alone, not Hispanic	3,130,348	7.8
Asian Alone, not Hispanic	9,988,159	24.7
Other Alone, not Hispanic	866,531	2.1

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

MEDIAN AGE OF U.S. POPULATION BY RACE, HISPANIC ORIGIN & GENDER, 2009

Race	Total	Male	Female
United States	36.8	35.4	38.2
White Alone	38.3	37.0	39.6
White, Non-Hispanic	41.2	39.9	42.6
Black Alone	31.3	29.4	33.3
AI/AN Alone	29.5	29.0	30.2
Asian Alone	33.6	32.6	34.6
NH/PI Alone	29.9	29.5	30.3
Two or More Races	19.7	18.9	20.5
Hispanic	27.4	27.4	27.5

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.

FLORIDA POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

Race	2010 Population	Absolute Change 2000 – 2010	Percentage Change 2000 - 2010
Total	18,801,310	2,818,932	17.6%
Non-Hispanic	14,577,504	1,277,841	9.6%
White	10,884,722	426,213	4.1%
Black	2,851,100	586,832	25.9%
AI/AN	47,265	4,907	11.6%
Asian	445,216	183,523	70.1%
NH/PI	9,725	2,838	41.2%
Some other race	48,462	19,468	67.1%
2 or More Races	291,014	54,060	22.8%
Hispanic	4,223,806	1,541,091	57.4%

Florida Hispanic Population 2010

Race	2010 Population	Percent of Hispanic 2010
Total Hispanic	4,223,806	100%
Cuban	1,213,438	28.7%
Puerto Rican	847,550	20.1%
Mexican	629,718	14.9%
Colombian	300,414	7.1%
Dominican	172,451	4.1%
Nicaraguan	135,143	3.2%
Honduran	107,302	2.5%
Venezuelan	102,116	2.4%
Other Hispanic	715,674	17.0%%

Median Age and Fertility Rates for Females in Florida, 2007-2011

Demographic Group	Median Age	Fertility/1000 women*
All Females	41.9	51
White, Not Hispanic	48.2	44
Black	32.4	60
American Indian & Alaskan Native	37.2	49
Asian	37.0	58
Native Hawaiian & Pacific Islander	32.6	109
Some other race	29.6	151
Two or more races	21.5	76
Hispanic	35.0	60
Native Born	40.1	48
Foreign Born	46.2	60

Source: www.census.gov

*Women 15 to 50 with births in past 12 months.

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, 2012

Race/Ethnicity	Total Fertility Rate
All Races	1.88
Hispanic	2.18
Non-Hispanic White	1.76
Blacks	1.90
Asian	1.77
Native American	1.35

U.S. POPULATION CHANGE BY AGE, 2000-2009

Age	2009	Absolute Change 2000 - 2009	Percentage Change 2000 - 2009
<25	104,960,250	5,258,492	5.3
25-44	84,096,278	-1,898,345	-2.2
45-64	79,379,439	16,977,567	27.2
65+	39,570,590	4,496,886	12.8
TOTAL	307,006,550	24,834,593	8.8

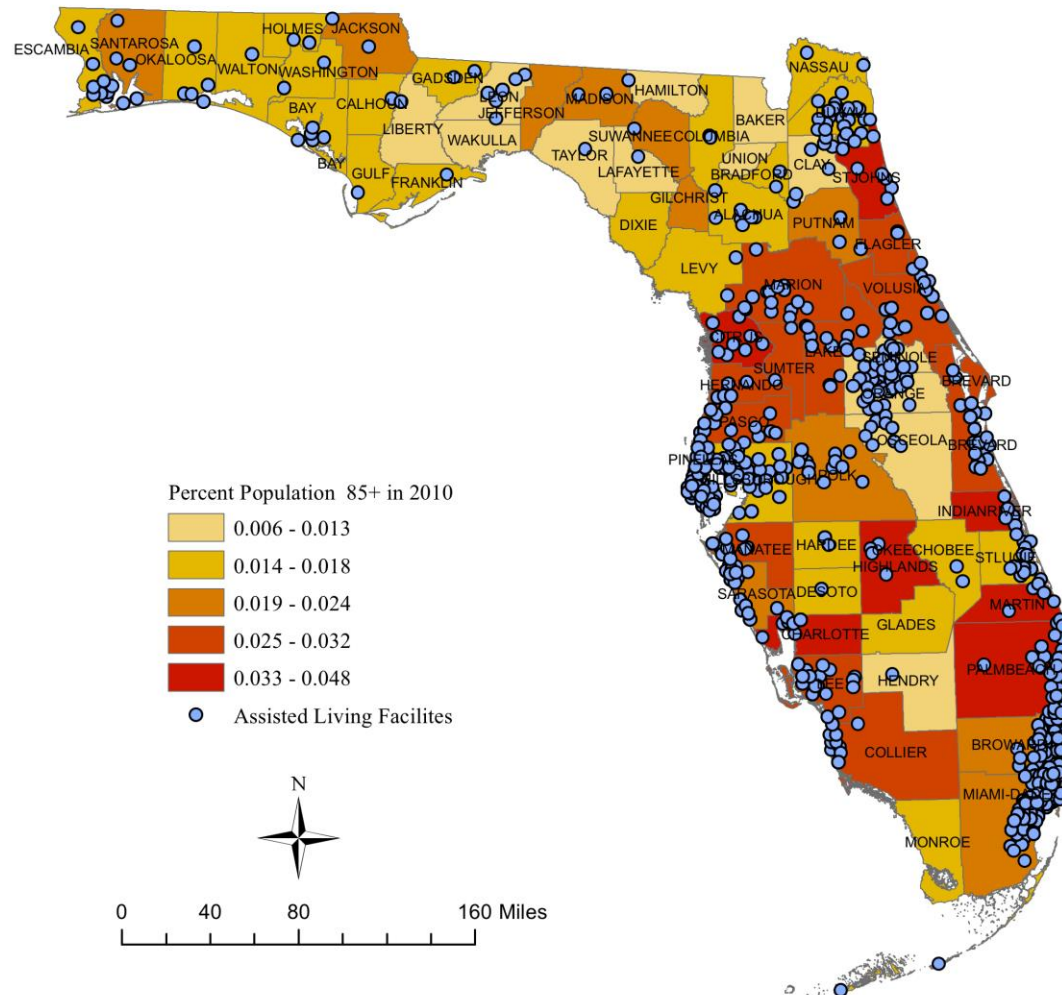
U.S. POPULATION TURNING 50, 55, 62, AND 65 YEARS OF AGE, (2007-2015)

	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

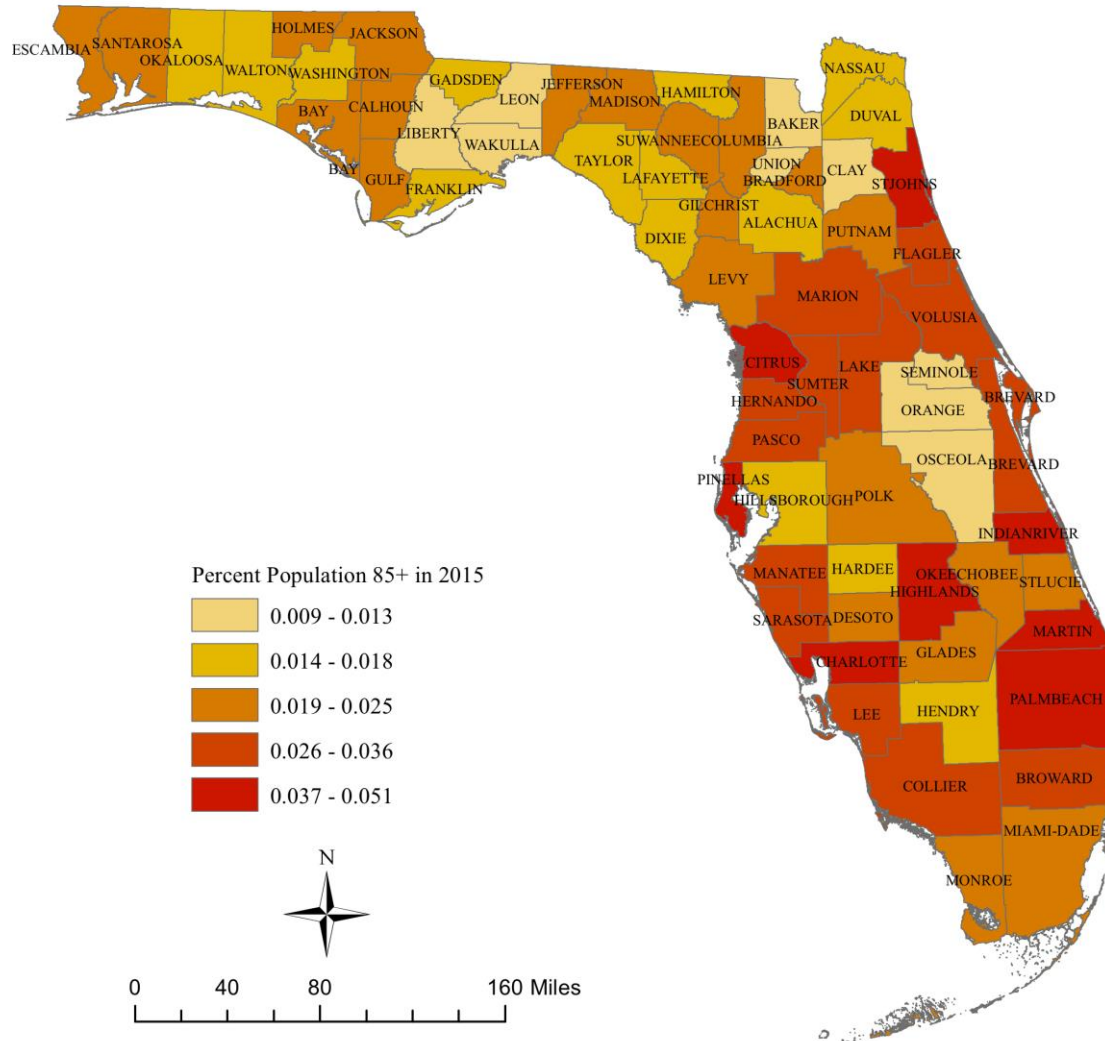
Absolute and Percent Population Change by Age, 2000-2010

Age	United States	Florida
All Ages	27,323,632 (9.7%)	2,818,932 (17.6%)
<25	5,416,292 (5.4%)	764,806 (15.4%)
25-44	-2,905,697 (-3.4%)	151,452 (3.3%)
45-64	19,536,809 (31.5%)	1,450,669 (40.0%)
65+	5,276,231 (15.1%)	452,005 (16.1%)

Total Population 85+ in 2010



Total Population 85+ in 2015



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)

Succession Planning & Accommodations for Elder Care

Organizational Game Changers!

Signs of Global Aging

- Japan sells more adult diapers than baby diapers.
- Vancouver outlaws use of door knobs in all new construction, including private homes.
- China grappling with the 4-2-1 problem.
- Census Benchmark for White Americans: More Deaths than Births (Roberts, 2013).

Family Life is Changing

Ozzie and Harriet are no longer
the norm!

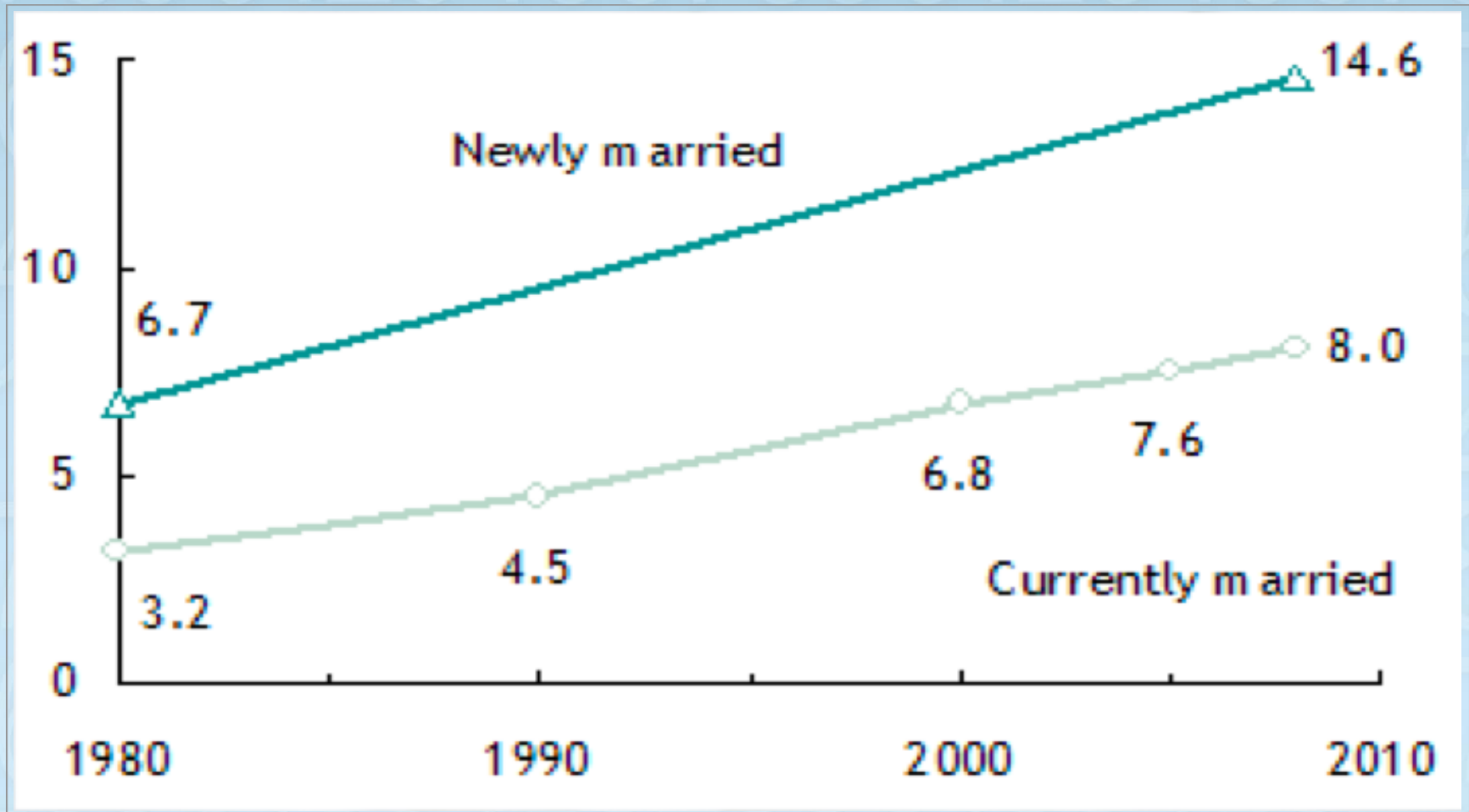
Marrying Out



is “In”

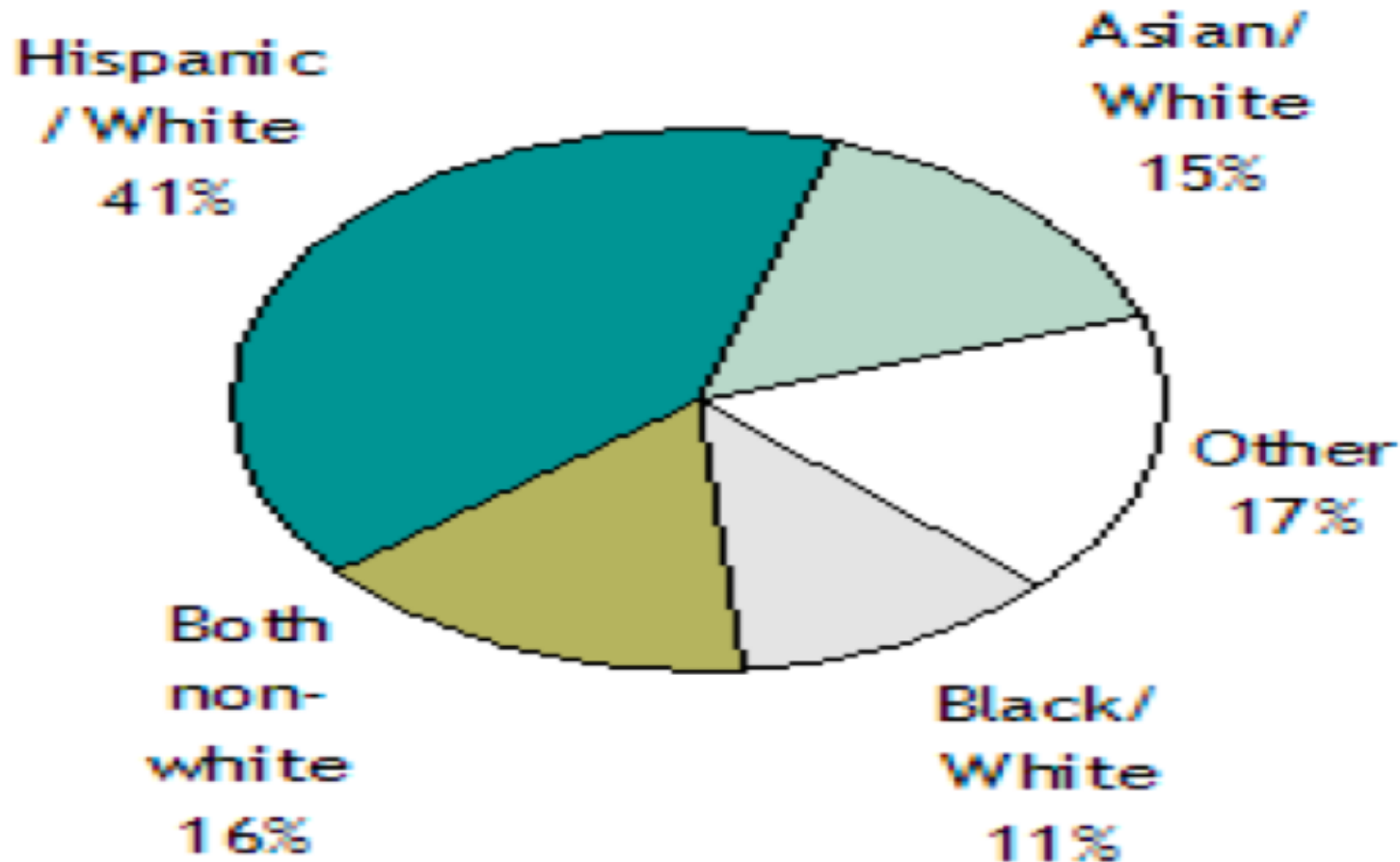
INTERMARRIAGE TREND, 1980-2008

% Married Someone of a Different Race/Ethnicity



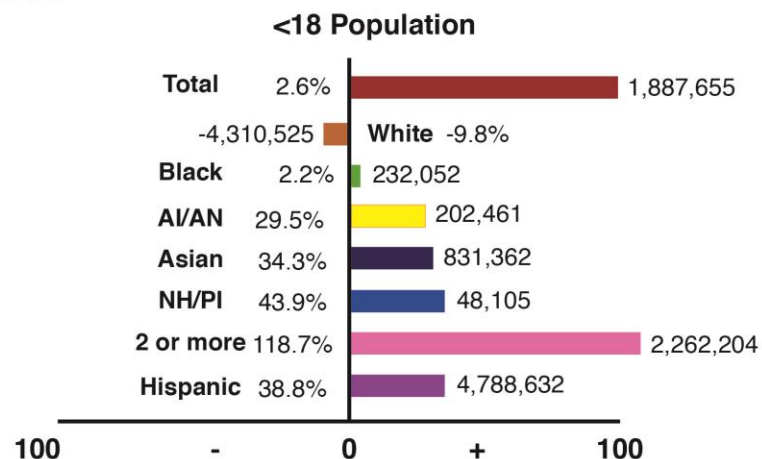
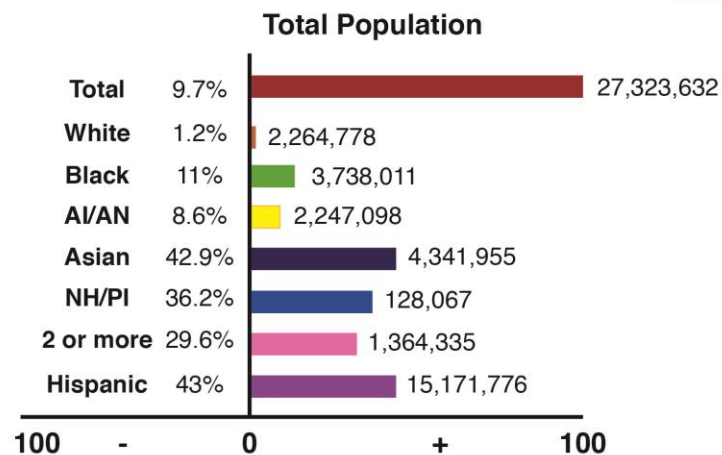
INTERMARRIAGE TYPES

Newly Married Couples in 2008

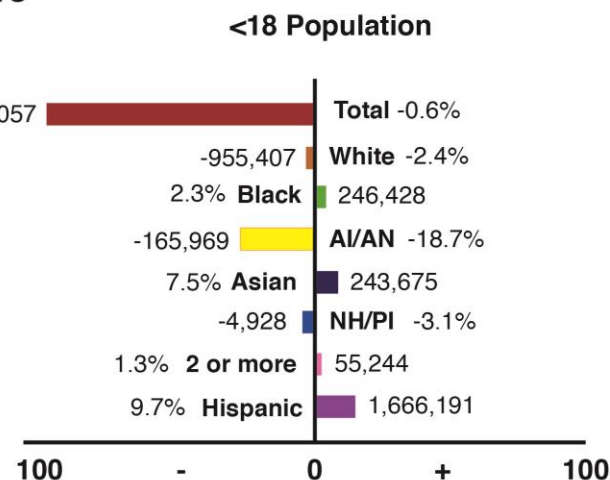
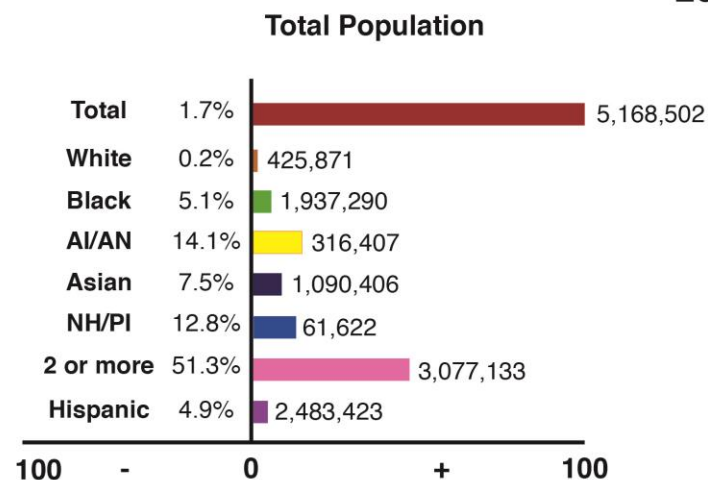


Absolute and Percent Population Change by Race/Ethnicity, 2000-2010 and 2010-2013

2000 - 2010



2010 - 2013



Source: Census 2000, Census 2010, and ACS 2012

**Living Arrangements
are more diverse ...**

And Interesting!

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

Children Living in Non-Grandparent and Grandparent-Headed Households by Presence of Parents, 2010

Household Type	All Children (in thousands)	Living with Both Parents	Living with Mother Only	Living with Father Only	Living with Neither parent
All	74,718	69.3%	23.1%	3.4%	4.0%
No Grandparents	67,209	73.4%	21.2%	3.3%	2.1%
Both Grandparents	2,610	18.1%	40.6%	5.2%	36.1%
Grandmother Only	1,922	13.8%	48.4%	4.5%	33.2%
Grandfather Only	318	26.4%	45.9%	4.4%	23.6%

Couple Households with Children, 2009

Type of Couple	Number of Households with Children	Percent Own Children	Percent Unrelated Children
Married—opposite sex	23,453,504	99.6	0.4
Unmarried—opposite sex	2,493,838	86.9	13.1
Same Sex	104,949	90.2	9.8

Same Sex Couple Households with Children, 2009

Type of Couple	Number of Households with Children	Percent Own Children	Percent Unrelated Children
Same Sex	104,949	90.2	9.8
Unmarried Male-Male	33,010	94.5	5.5
Unmarried Female-Female	71,936	88.3	11.7



DIVERSITY RULES

but Challenges Abound

September 2012

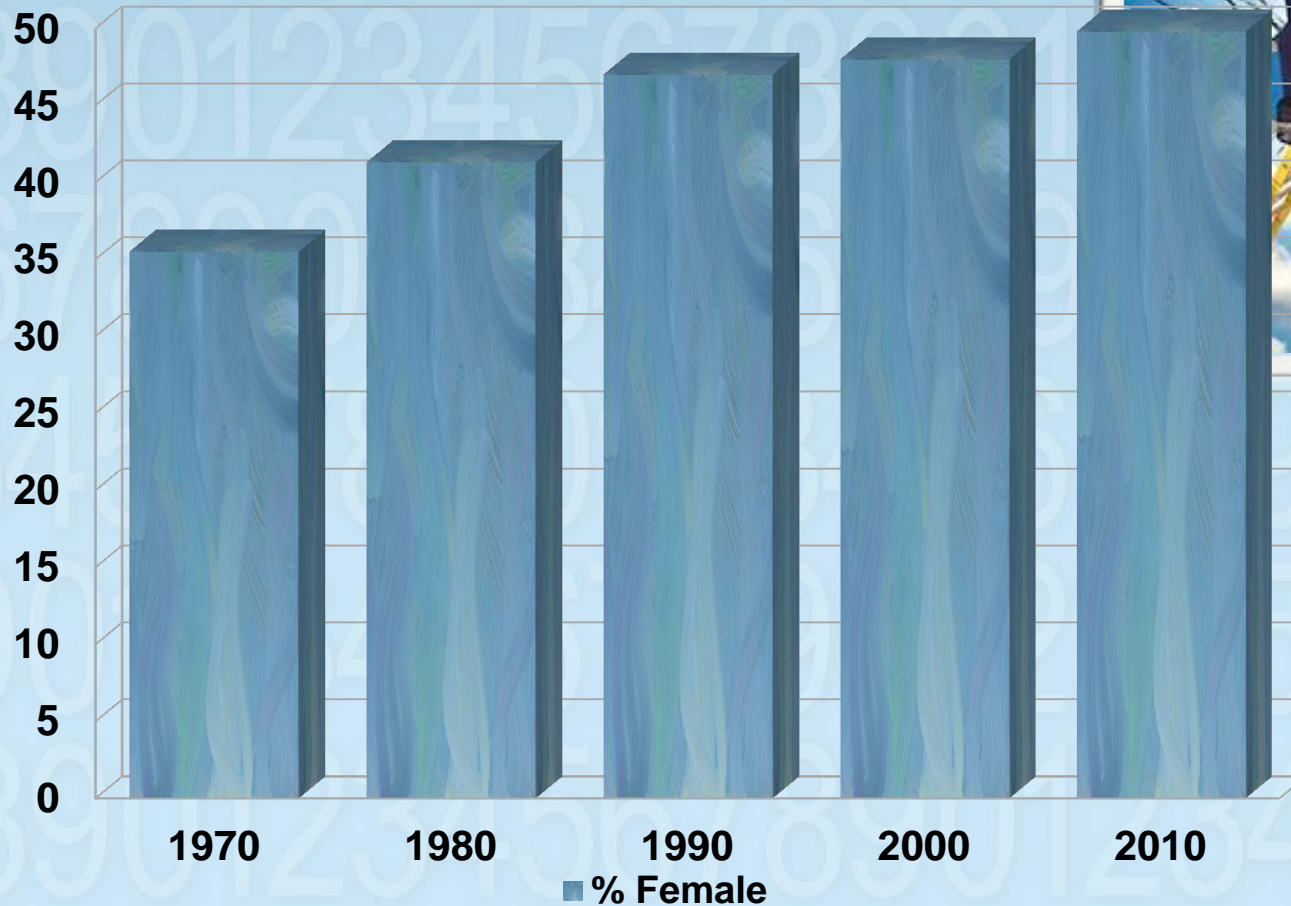
Workforce Planning and Development Challenges

- The End of Men?
- The Triple Whammy of Geographic Disadvantage
- Education necessary, but not sufficient

The End of Men?



FEMALE WORKFORCE REPRESENTATION



JOBS LOST/GAINED BY GENDER DURING 2007 (Q4) – 2009 (Q3) RECESSION

Industry	Women	Men
Construction	-106,000	-1,300,000
Manufacturing	-106,000	-1,900,000
Healthcare	+451,800	+118,100
Government	+176,000	+12,000
Total	-1,700,000	-4,700,000

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

ENROLLMENT IN 2 YEAR COLLEGES, 2009

Area	Total Enrollment	Full Time Enrollment (%)	Male Enrollment (%)	Black Enrollment (%)
U.S.	20,966,826	63	43	13
Southeast Region	4,731,356	65	41	23
North Carolina	574,135	64	41	24
NC- 2 Yr Colleges	253,383	43	40	25

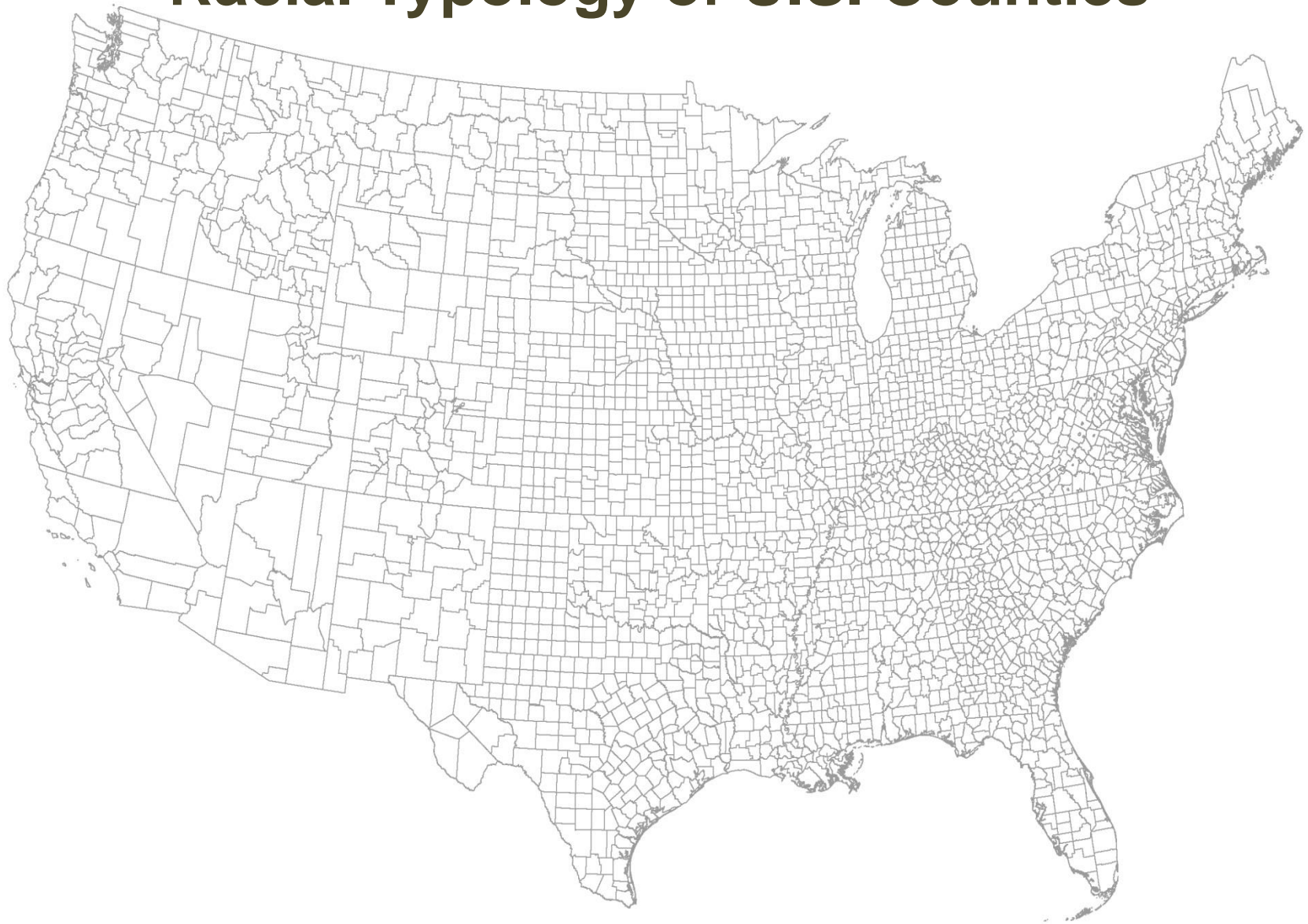
UNC SYSTEM STUDENT ENROLLMENT BY GENDER AND TYPE OF INSTITUTION, 2010

Type of Institution	Total Enrollment	Male Enrollment	Percent Male
UNC System	175,281	76,953	44
Majority Serving	139,250	63,403	46
Minority Serving	36,031	13,550	38
HBUs	29,865	11,191	37

The Triple Whammy of Geographical Disadvantage

The Human Capital Challenge

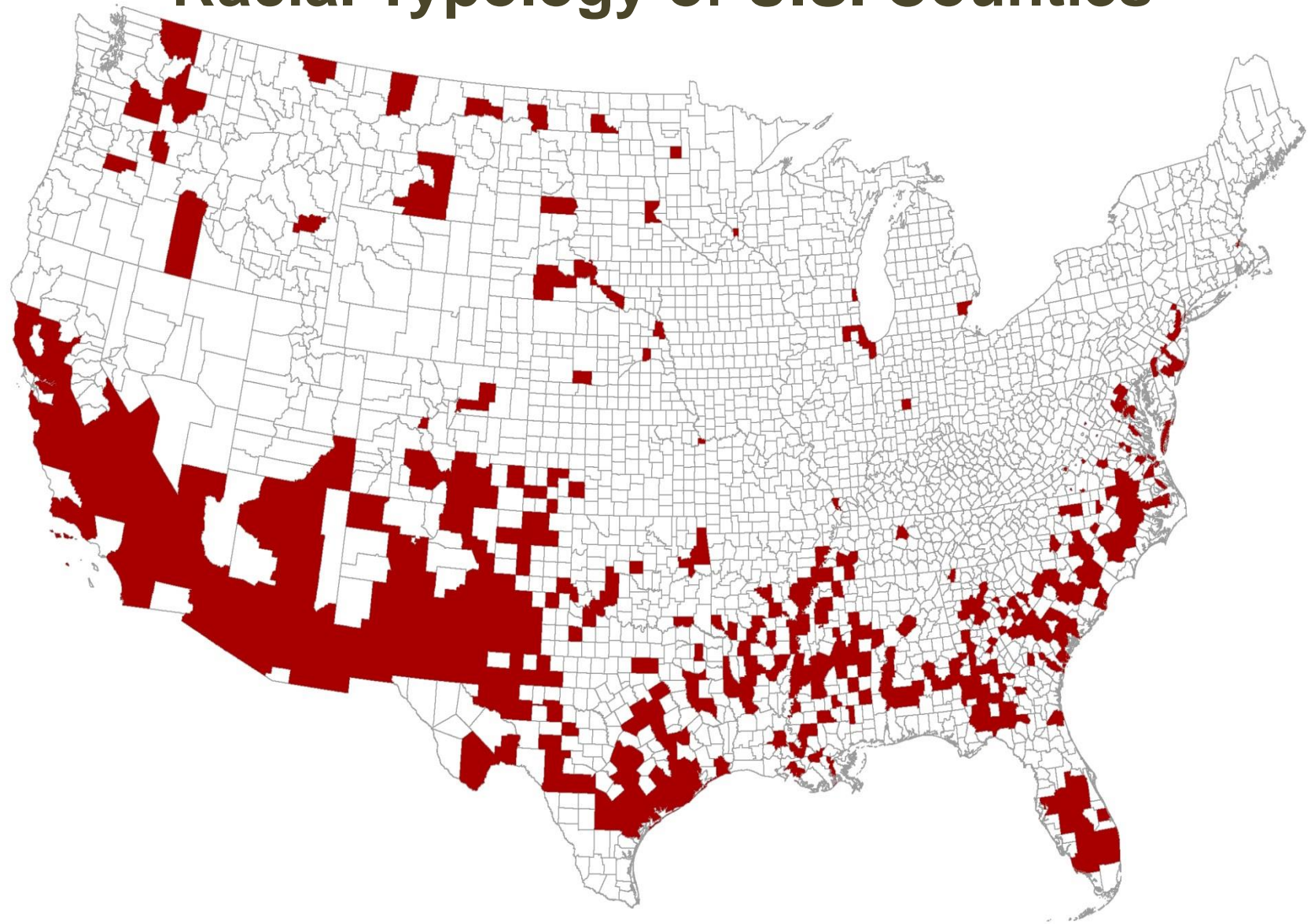
Racial Typology of U.S. Counties



 Counties

Source: U.S. Decennial Census, 2010

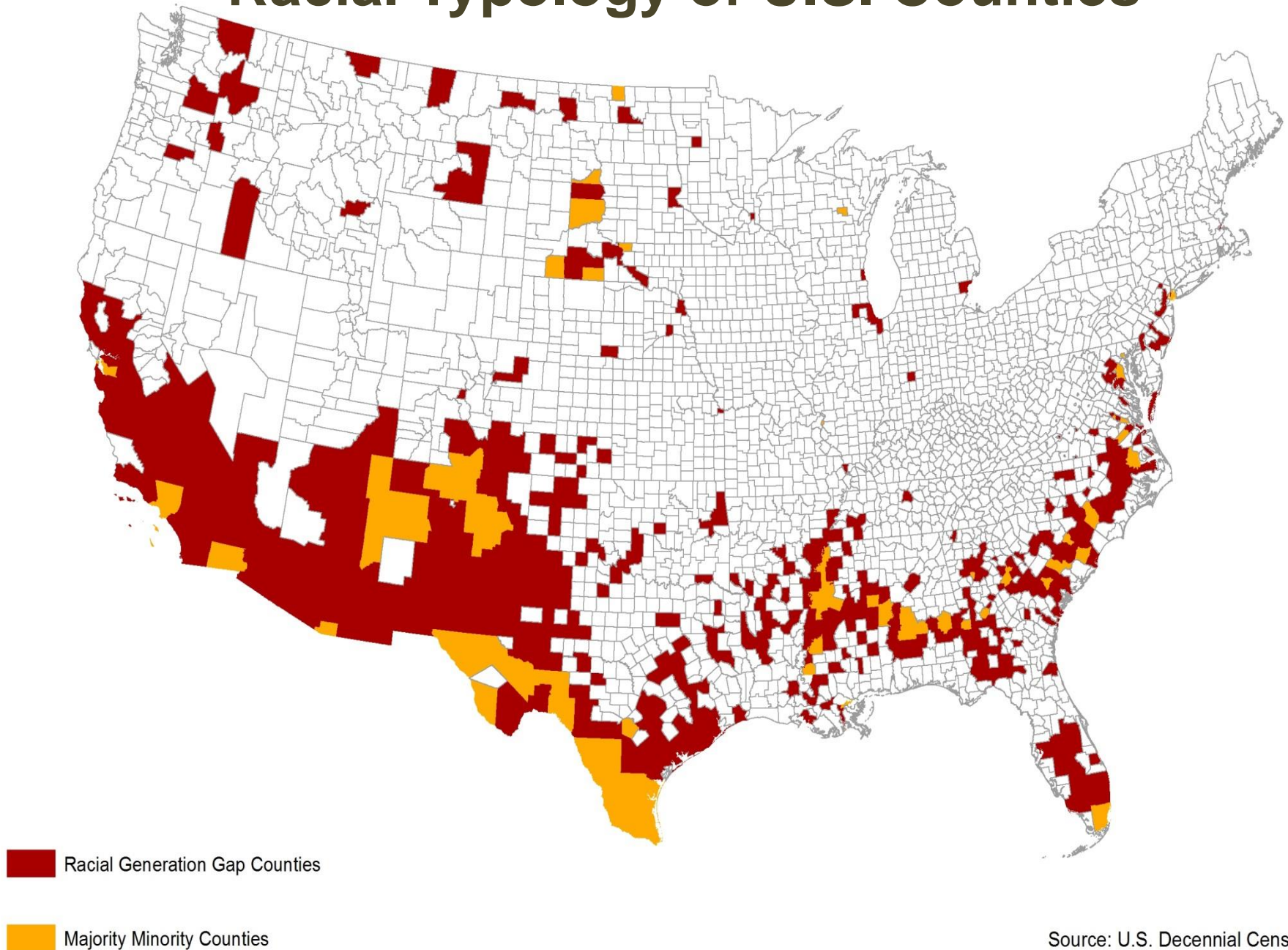
Racial Typology of U.S. Counties



 Racial Generation Gap Counties

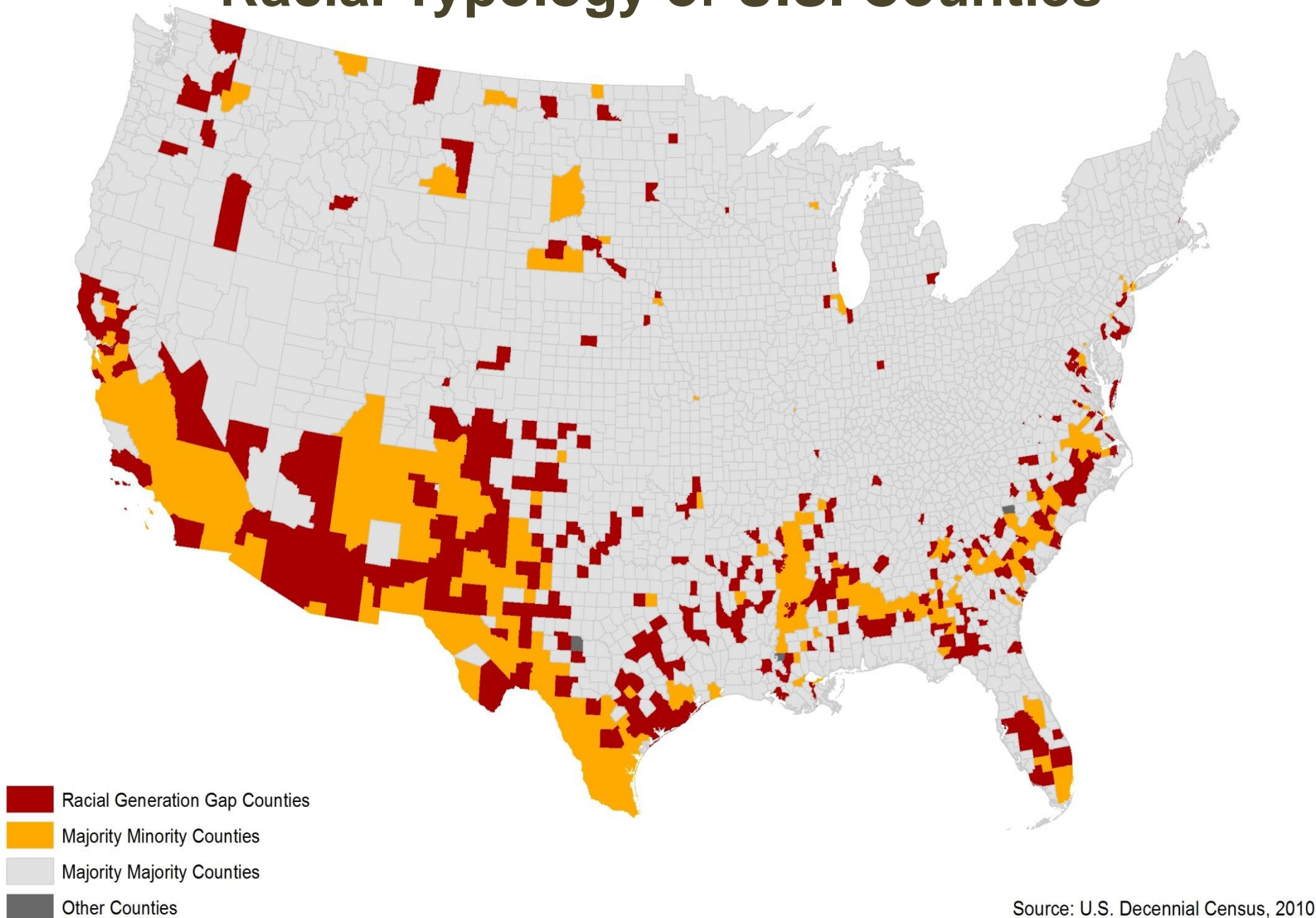
Source: U.S. Decennial Census, 2010

Racial Typology of U.S. Counties

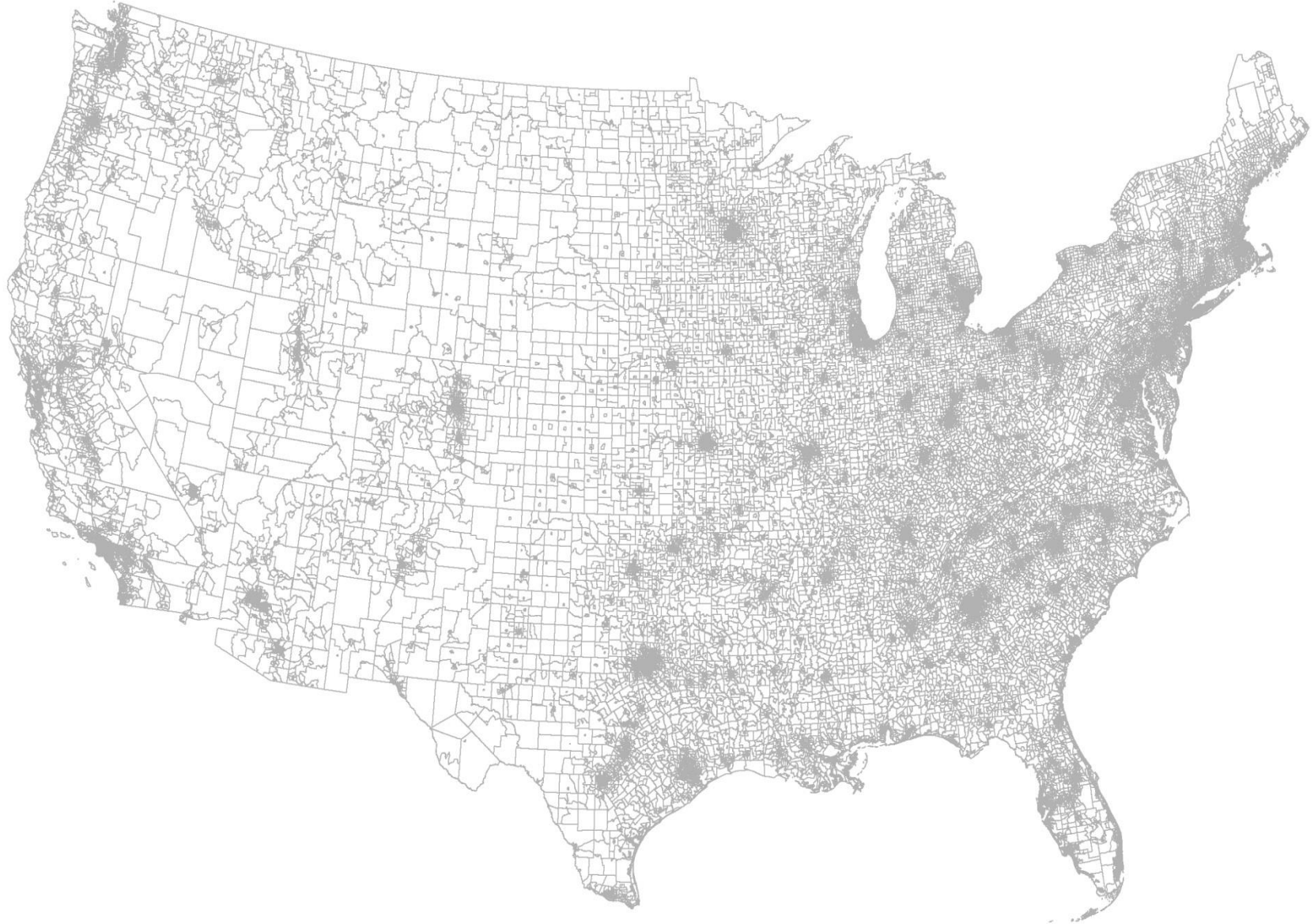


Source: U.S. Decennial Census, 2010

Racial Typology of U.S. Counties



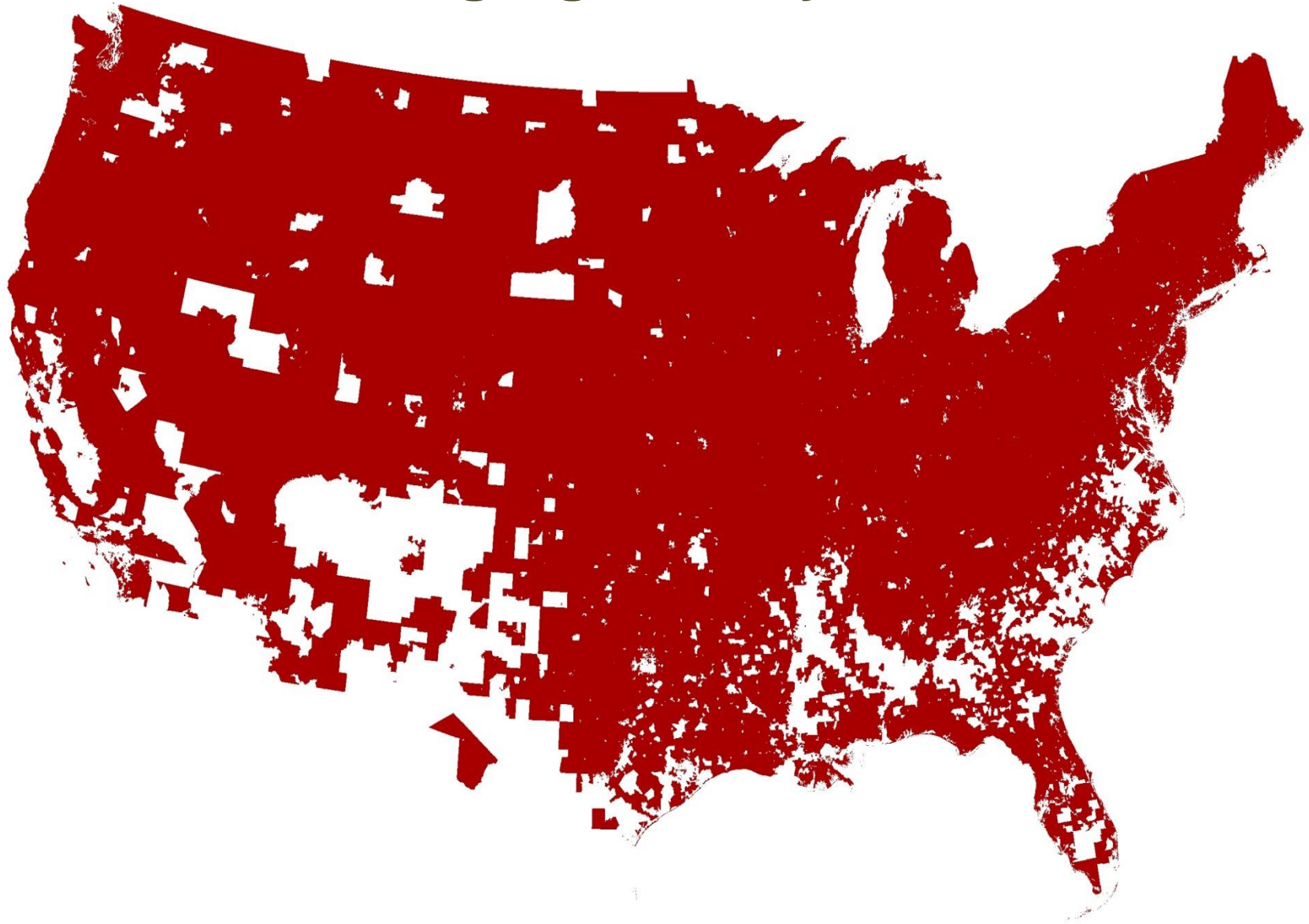
U.S. Racial Segregation by Census Tract




 Census Tracts

Source: U.S. Decennial Census, 2010

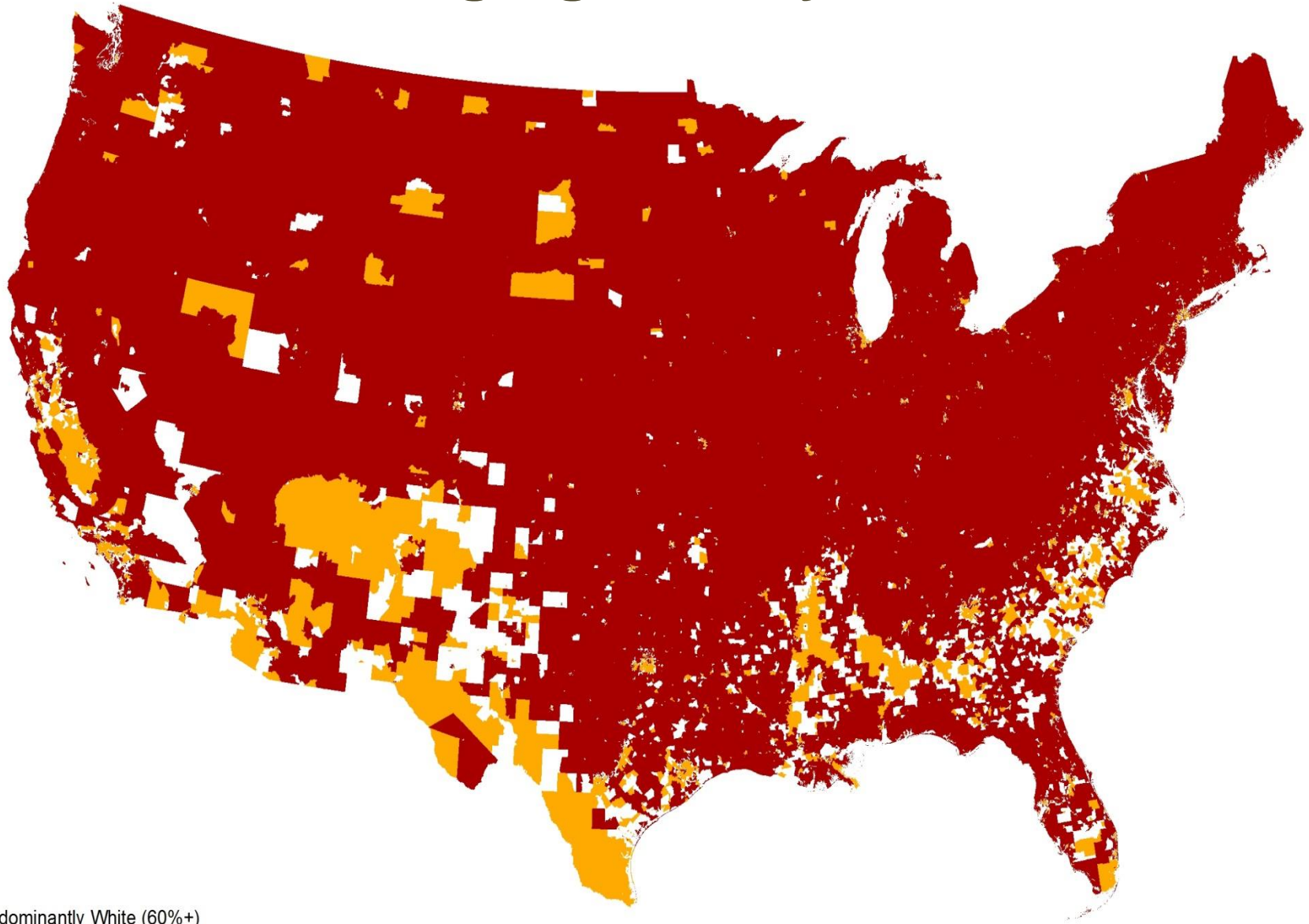
U.S. Racial Segregation by Census Tract



 Predominantly White (60%+)

Source: U.S. Decennial Census, 2010

U.S. Racial Segregation by Census Tract

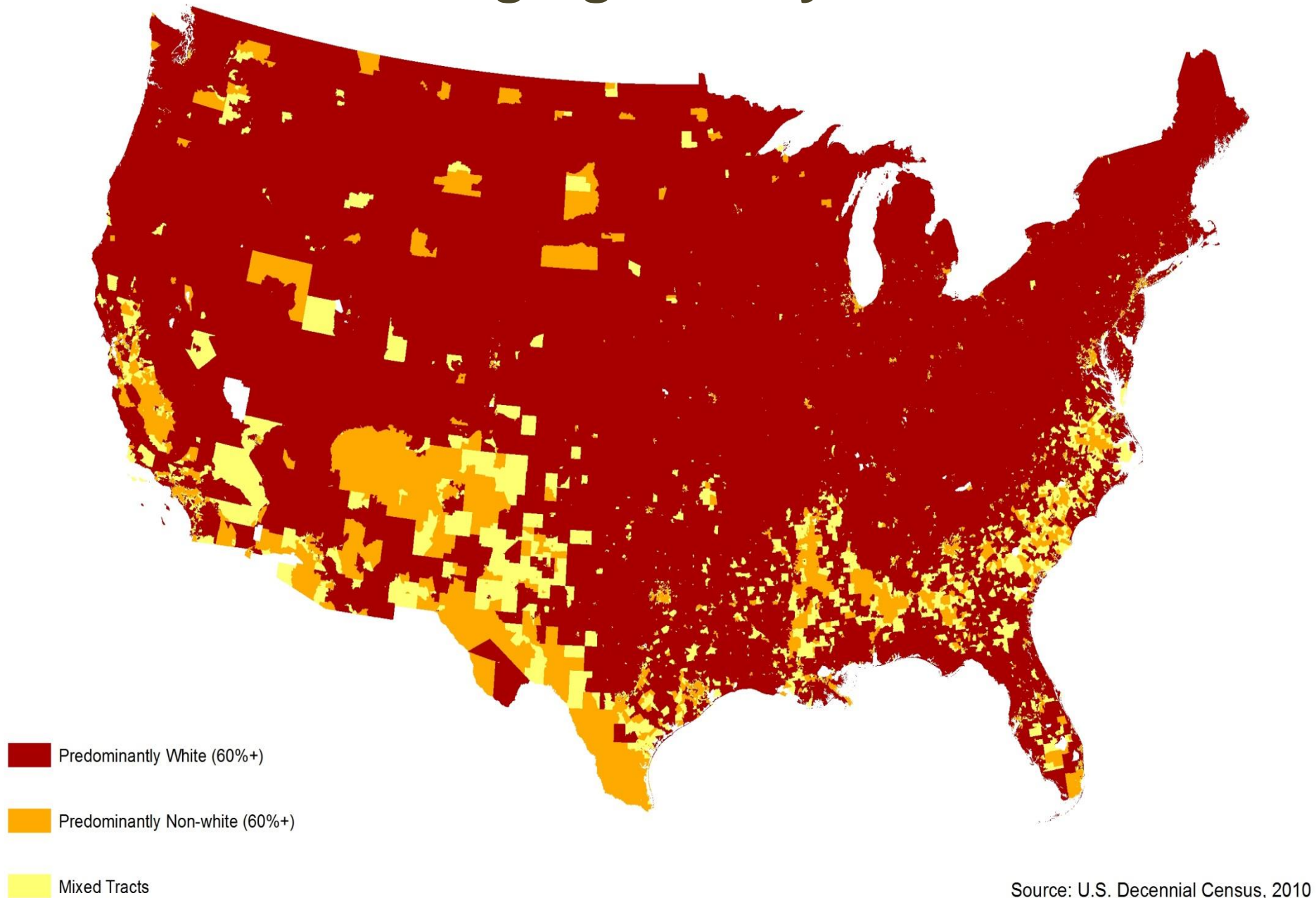


Predominantly White (60%+)

Predominantly Non-white (60%+)

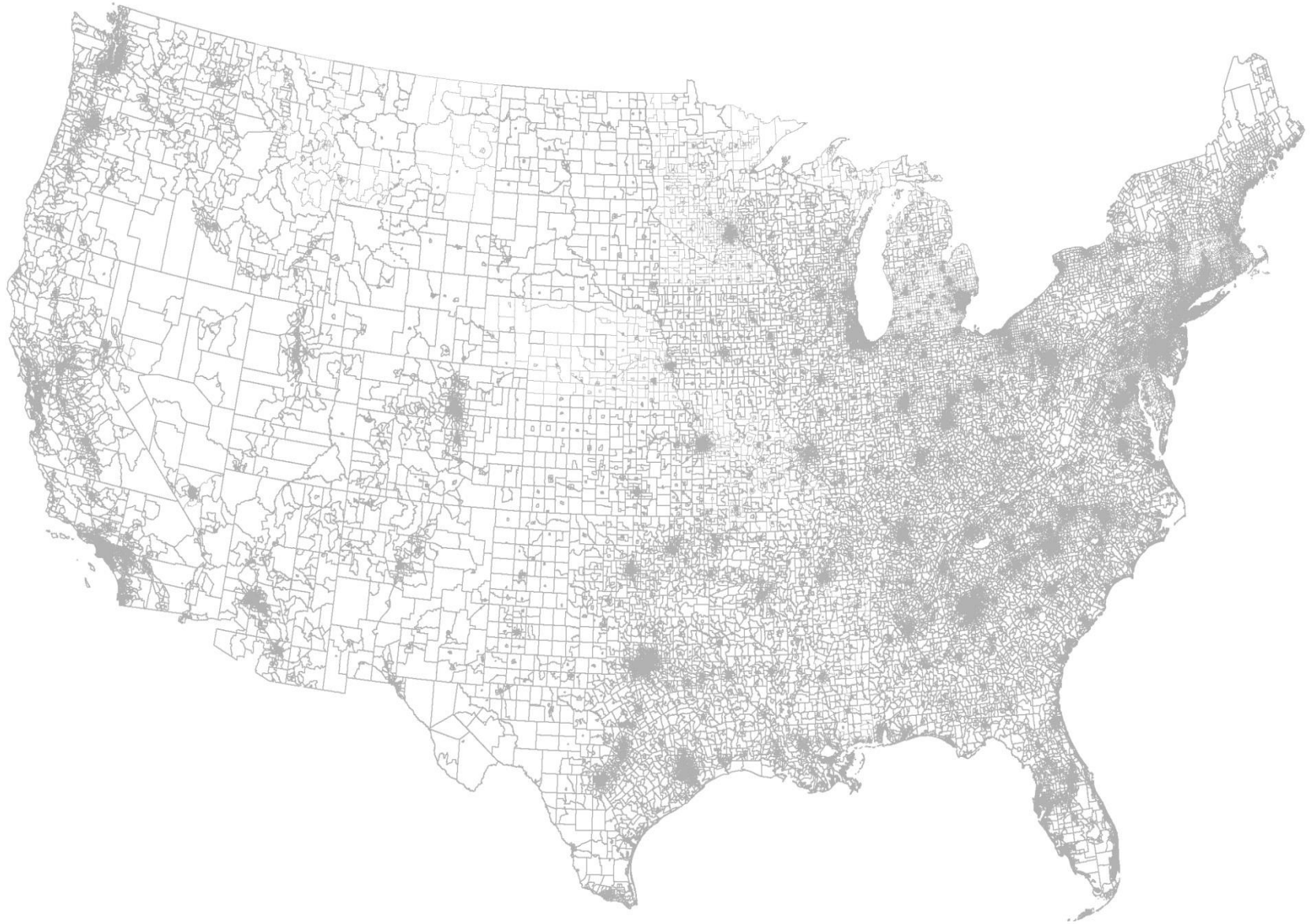
Source: U.S. Decennial Census, 2010

U.S. Racial Segregation by Census Tract



Source: U.S. Decennial Census, 2010

U.S. School Age Poverty by Census Tract



 Census Tracts

Source: U.S. Decennial Census, 2010

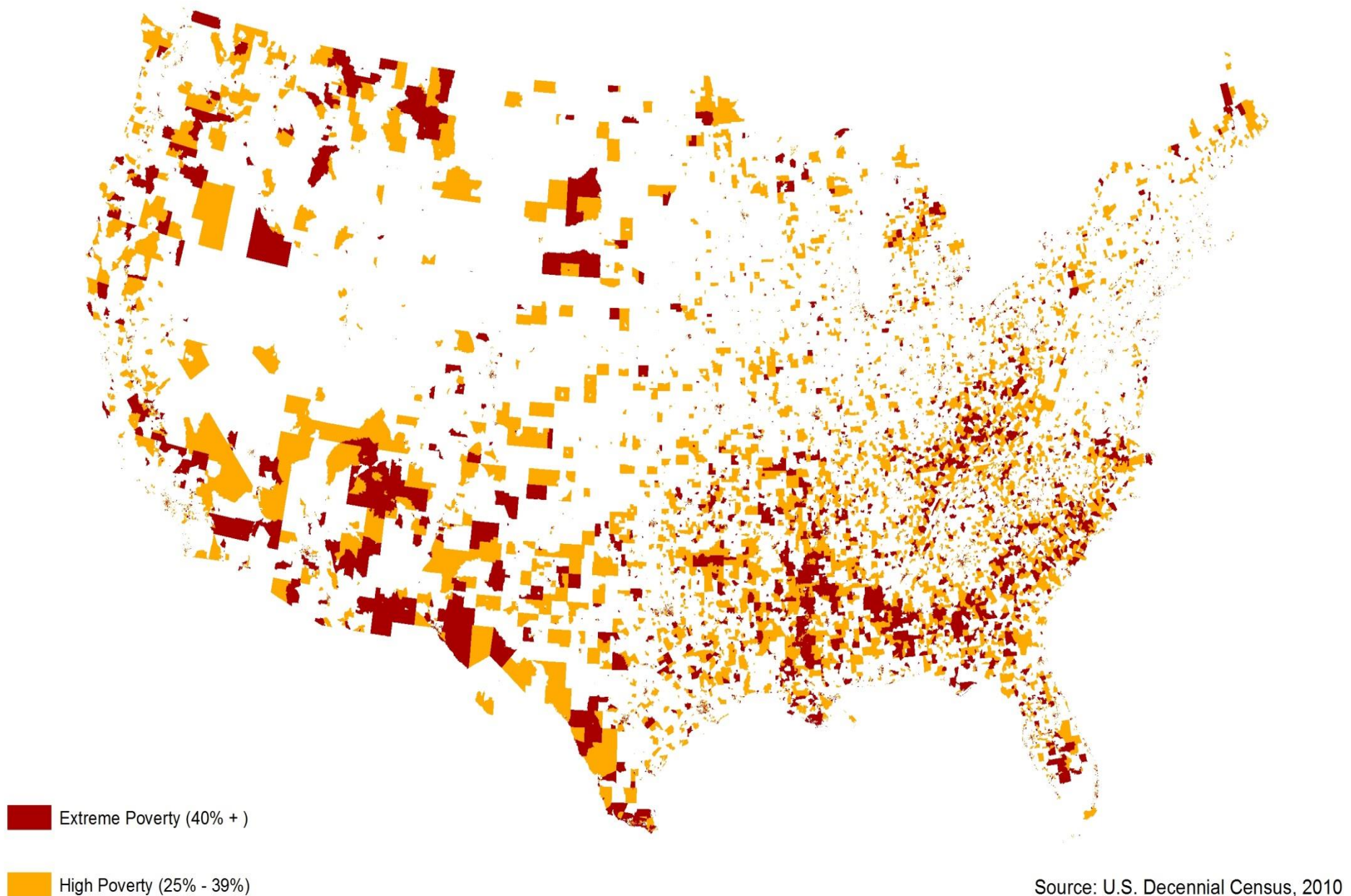
U.S. School Age Poverty by Census Tract



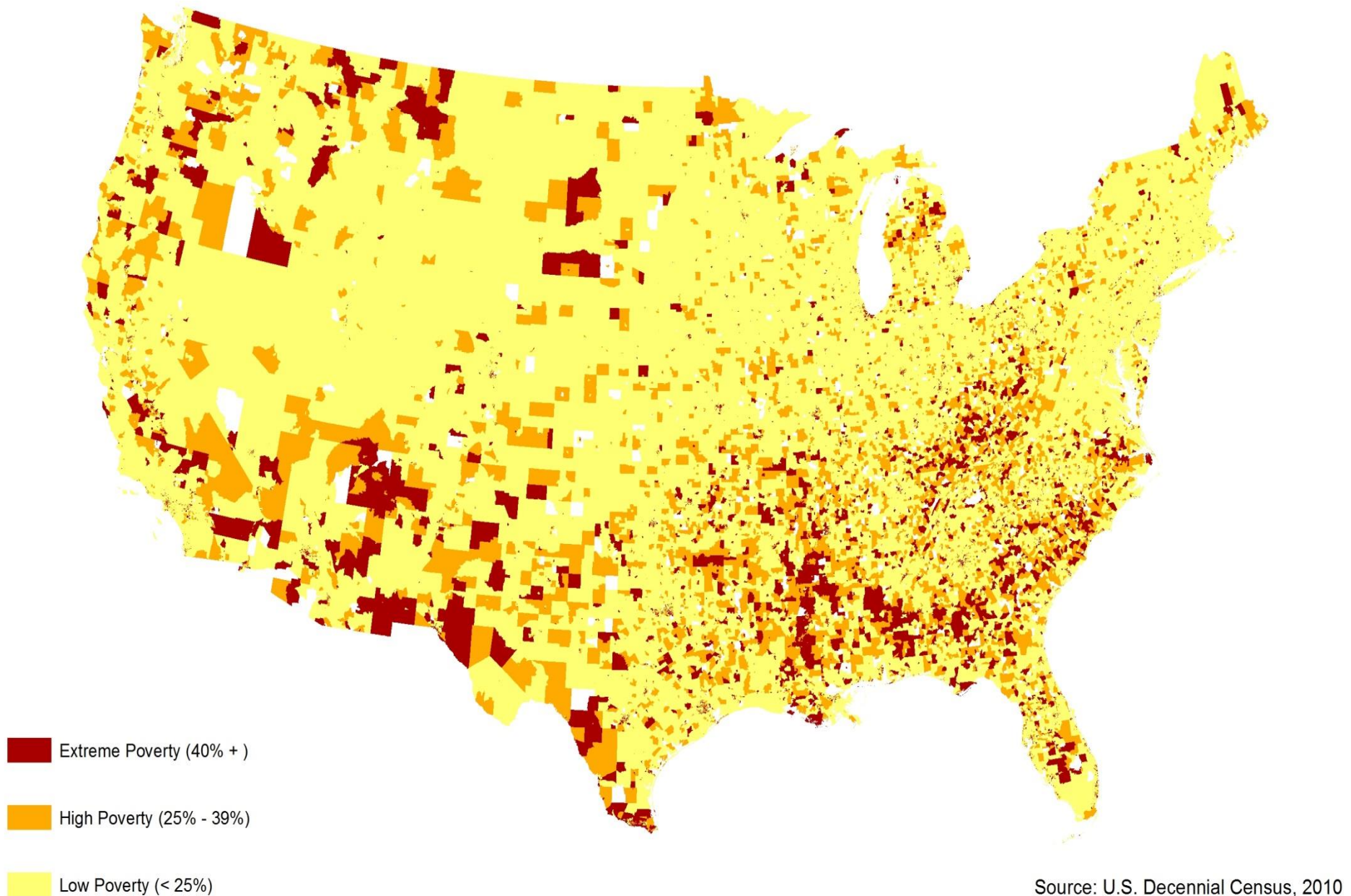
Extreme Poverty (40% +)

Source: U.S. Decennial Census, 2010

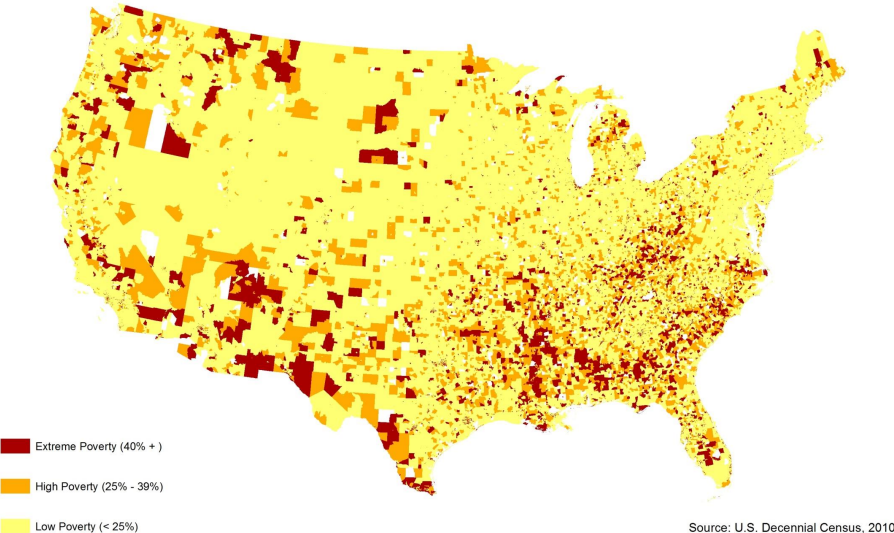
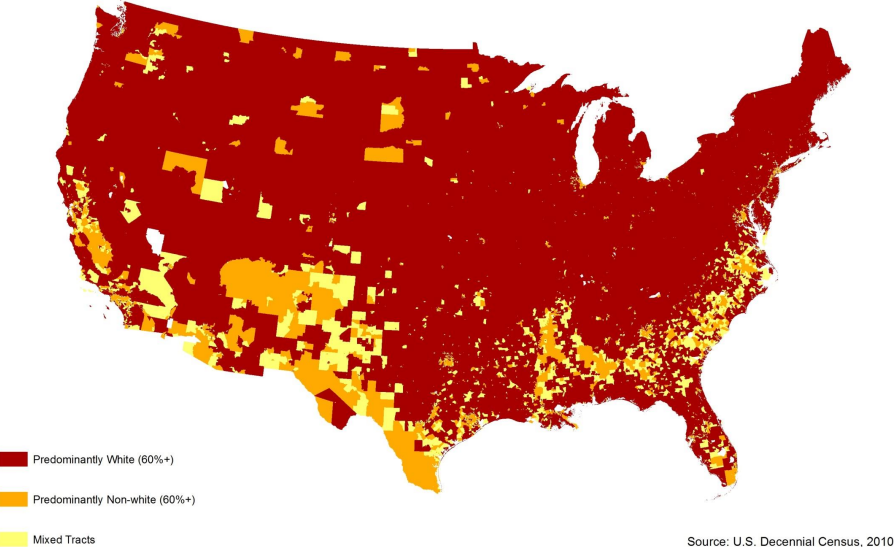
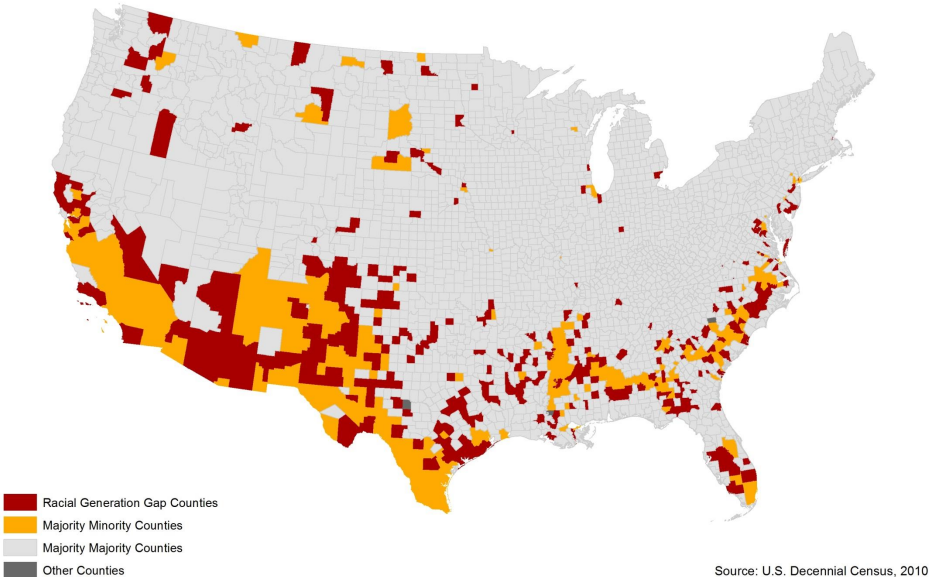
U.S. School Age Poverty by Census Tract



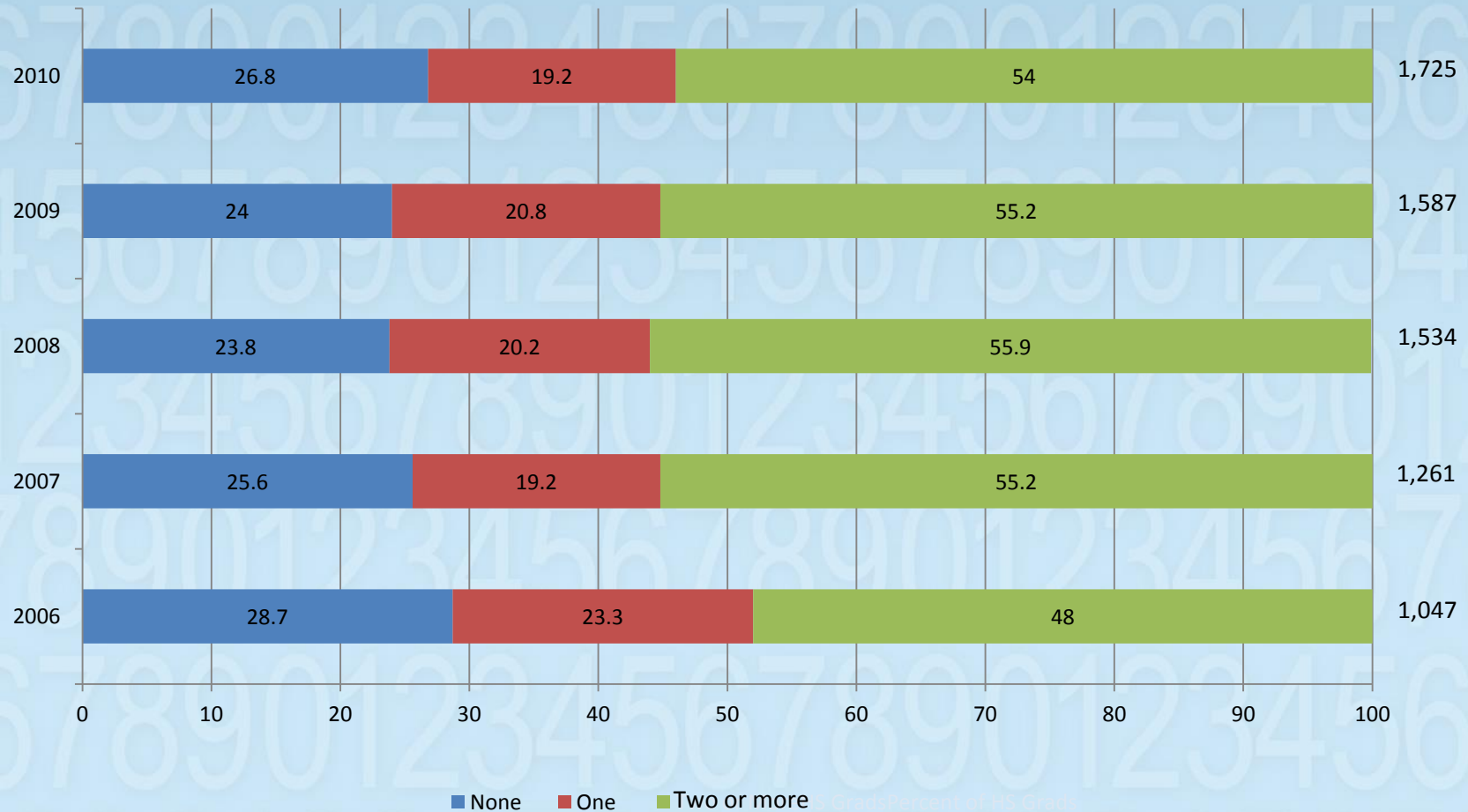
U.S. School Age Poverty by Census Tract



The Triple Whammy of Geographic Disadvantage



Percent of High School Graduates Requiring Remedial Course Work



A group of diverse students in a chemistry laboratory setting. They are smiling and raising their hands, indicating active participation in a lesson. In the foreground, several Erlenmeyer flasks containing colored liquids (orange, green, blue, and yellow) are visible on a lab bench. The background shows a typical classroom or lab environment with white walls and some equipment.

Education is Necessary

...but insufficient

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

Year	Percent
2000	41.0
2011	53.6

CHANGE IN INCIDENCE OF POVERTY BY EDUCATIONAL ATTAINMENT IN NC, 2005-2007, 2008-2010

Educational Attainment	2005-2007	2008-2010	Percent Change
Less than High School	253,304	276,757	9.3%
High School Graduate	216,667	234,371	8.2%
Some College, Associate Degree	136,185	186,834	37.2%
Bachelor's degree or higher	49,082	57,919	18.0%

Source: American Community Survey

THE COMPETITIVE TOOL KIT

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

Implications for Workforce Planning and Development

- Manage the transition from the “graying” to the “browning” of America.
- Embrace immigrants.
- Address the “wayward sons” problem in U.S. education and labor markets.
- Become more actively involved in K-12 education as a form of enlightened self-interest .
- Ensure that students graduate with the requisite skills to add value and enhance U.S. competitiveness in an ever-changing global marketplace.
- Invest in business development & job creation potential of the elder care economy, diverse ethnic markets, & nascent freelance economy.

THE END

