# Disruptive Demographics: Implications for the Delta Region

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# OVERVIEW

- Demographic Trends
- Challenges & Opportunities
- Discussion

# what CENSUS 2010 will REVEAL

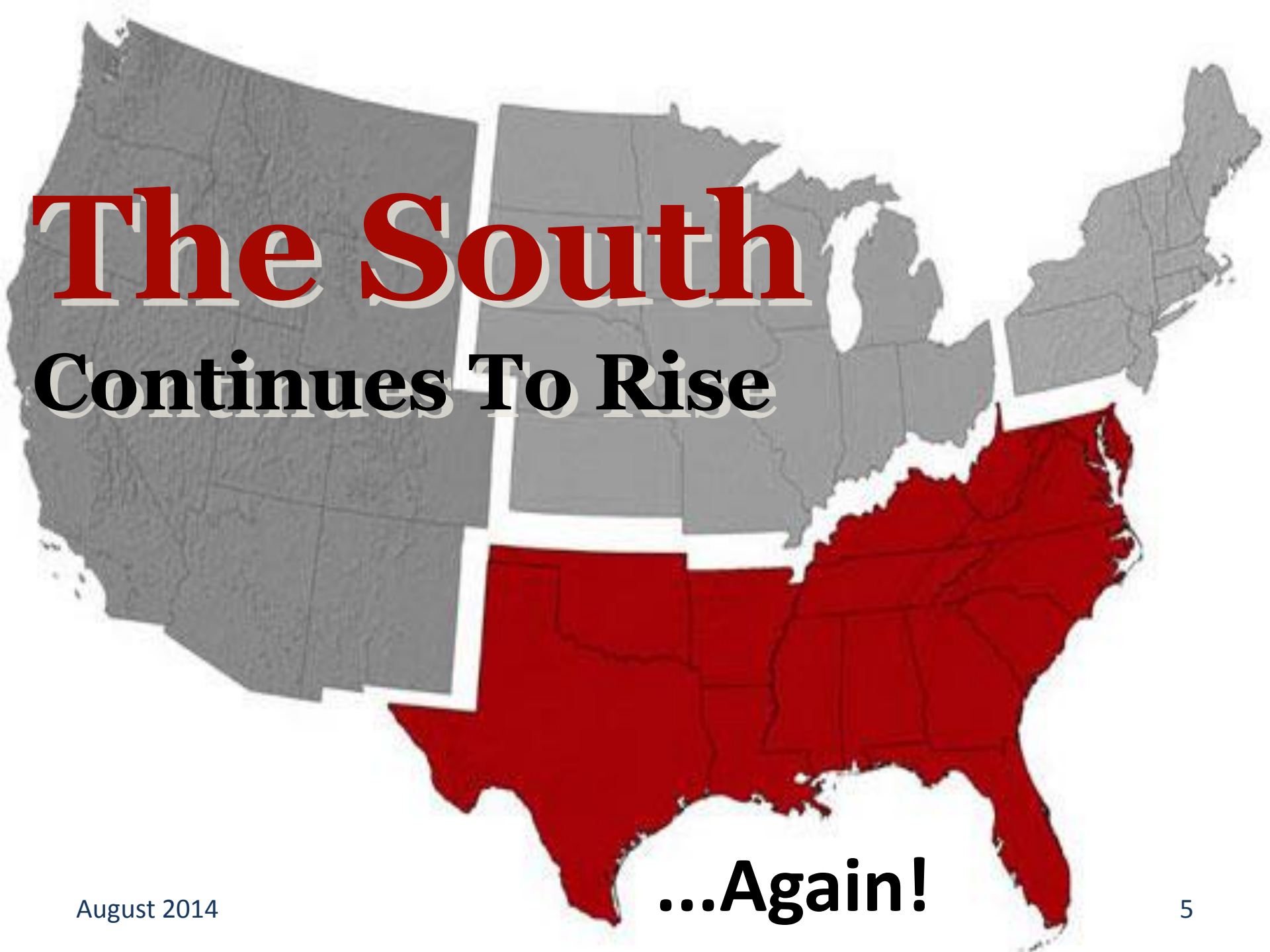
August 2014

# 6 DISRUPTIVE TRENDS

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

# 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% |
| Delta Region | 9,852,807 | 126,435 | 1.3% |

# 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

| | Domestic | | | Foreign | | |
|---|---|---|---|---|---|---|
| Years | 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

| | Domestic | | | Foreign | | |
|---|---|---|---|---|---|---|
| Years | 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% |

# Absolute and Relative Population Change, 2000-2010

| Area | Number of Counties /Parishes | 2010 Population | Absolute Change 2000-2010 | Percent Change 2000-2010 |
|---|---|---|---|---|
| Delta Region | 252 | 9,852,807 | 126,435 | 1.3% |
| Alabama | 20 | 413,656 | -22,181 | -5.1% |
| Arkansas | 42 | 1,431,528 | 28,075 | 2.0% |
| Illinois | 16 | 344,594 | -1,972 | -0.6% |
| Kentucky | 21 | 500,107 | 6,569 | 1.3% |
| Louisiana | 56 | 3,324,911 | -47,753 | -1.4% |
| Mississippi | 47 | 1,578,569 | 65,303 | 4.3% |
| Missouri | 29 | 688,122 | 36,117 | 5.5% |
| Tennessee | 21 | 1,562,650 | 62,848 | 4.2% |

# Delta Counties Experiencing Greater than 25,000 Absolute Growth, 2000-2010

| County/Parish | 2010 Population | Absolute Change 2000-2010 | Percent Change 2000-2010 |
|---|---|---|---|
| Desoto County, MS | 161,252 | 54,053 | 50.4 |
| Livingston Parish, LA | 128,026 | 36,212 | 39.4 |
| Ascension Parish, LA | 107,215 | 30,588 | 39.9 |
| Shelby County, TN | 927,644 | 30,172 | 3.4 |
| East Baton Rouge Parish, LA | 440,171 | 27,319 | 6.6 |
| Rankin County, MS | 141,617 | 26,290 | 22.8 |

# Delta Counties Experiencing 14,000 to 24,999 Absolute Growth, 2000-2010

| County/Parish | 2010 Population | Absolute Change 2000-2010 | Percent Change 2000-2010 |
|---|---|---|---|
| Pulaski County, AR | 382,748 | 21,274 | 5.9 |
| Madison County, MS | 95,203 | 20,529 | 27.5 |
| Tangipahoa Parish, LA | 121,097 | 20,509 | 20.4 |
| Lonoke County, AR | 68,356 | 15,528 | 29.4 |
| Craighead County, AR | 96,443 | 14,295 | 17.4 |

# Population Loss in the Delta Region, 2000-2010

| Size of Loss | Number of Counties |
|---|---|
| Greater than 100,000 | 1 |
| 10,000 – 32,000 | 4 |
| 5,000 – 9,999 | 5 |
| 2,500 – 4,999 | 11 |
| 1,000- 2,499 | 49 |
| Less than 1,000 | 60 |

# 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% |

# THE “BROWNING” OF AMERICA

# Legal Immigration to United States

## 1921-1960

*40 years*

Area Porportional to Number of Immigrants

10,000

100,000

China
Japan
HK
Pac Is.
Phil
Australia & NZ
Canada
Mexico
Cuba
Jam
DR
Other Carrib.
Cent. America
Col
Ecu
Arg
Other So. Amer.
Ire
UK
Nor
Swe
Den
USSR
Pol
Germany
Neth
Bel
Sw
Fr
Aust
Czech
Hun
Rom
Other Europe
Port
Sp
Y
Gr
Italy
Turk
Israel
Africa

## 1961-1986

*16 years*

Korea
Other Asia
China
India
HK
Viet
Japan
Phil
Australia & NZ
Canada
Mexico
Cuba
Haiti
DR
Cent. America
Jamaica
Col
Ecu
Arg
Other So. Amer.
Other Carrib.
Ire
UK
N
S
D
USSR
B
N
Ger
P
Other Europe
Fr
Sw
A
C
H
Y
Gr
Sp
Port
Italy
Turk
Iran
Israel
Africa

## 1987-1998

*12 years*

Korea
China
Pak
India
HK
Taiwan
Other Asia
Viet
Iran
Phil
Australia, NZ, & Oceania
Canada
11,477,016 Immigrants to U.S.
Haiti
DR
Cuba
Jamaica
Other Carrib.
Mexico
Guatamala
El Salvador
Other Cent. Amer.
Columbia
Other So. Amer.
Peru
UK
G
Pol
Former USSR
Other Europe
Egypt
Nigeria
Other Africa

© James H. Johnson, Jr., 1995, 2001

# 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

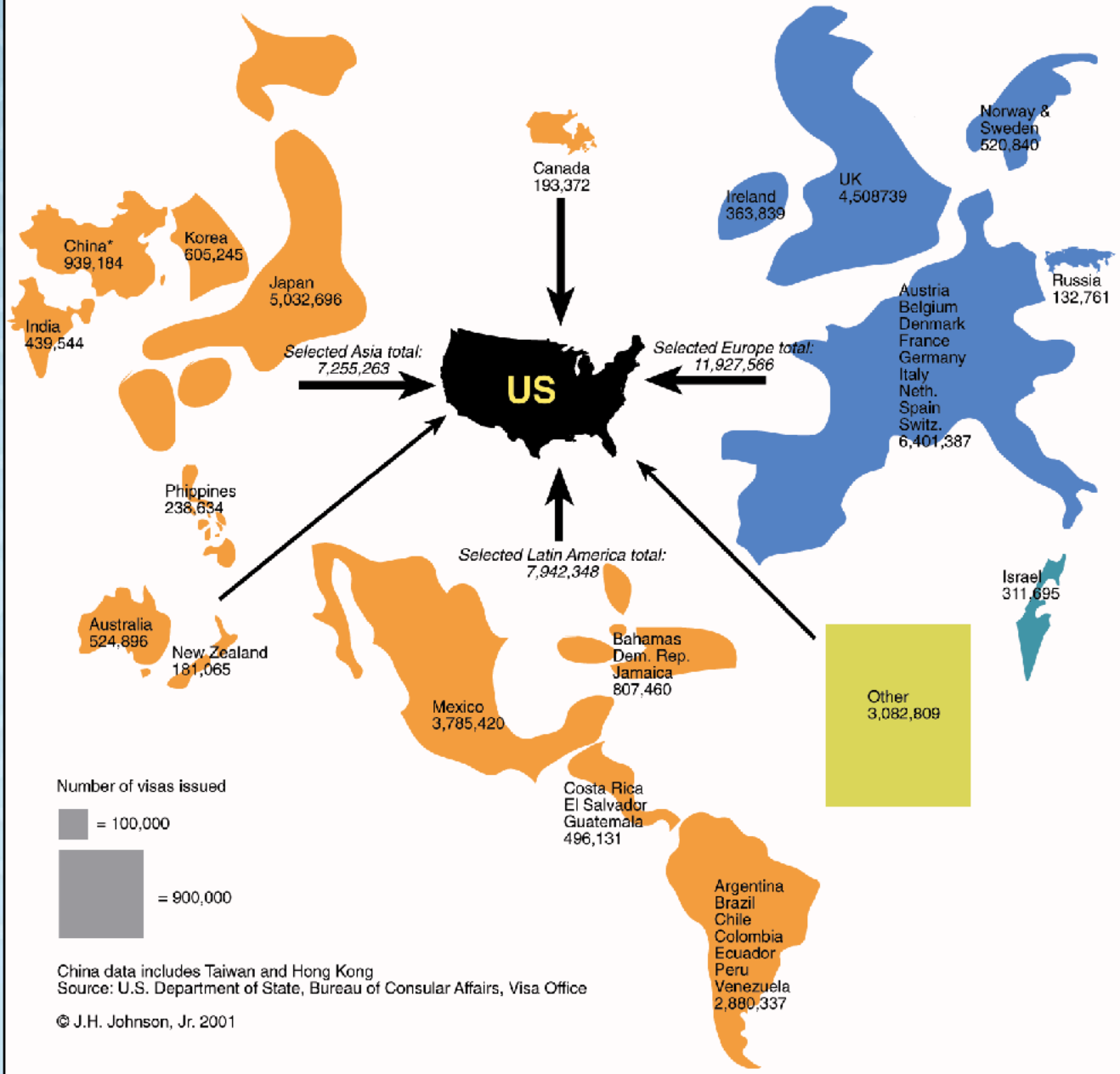
| • Illegal Immigrants |
| --- |
| • 300,000 to 400,000 annually over the past two decades |
| • Three million granted amnesty in 1986 |
| • 2.7 million illegal immigrants remained after 1986 reforms |
| • October 1996: INS estimated there were 5 million illegal immigrants in U.S. |
| • Since August 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

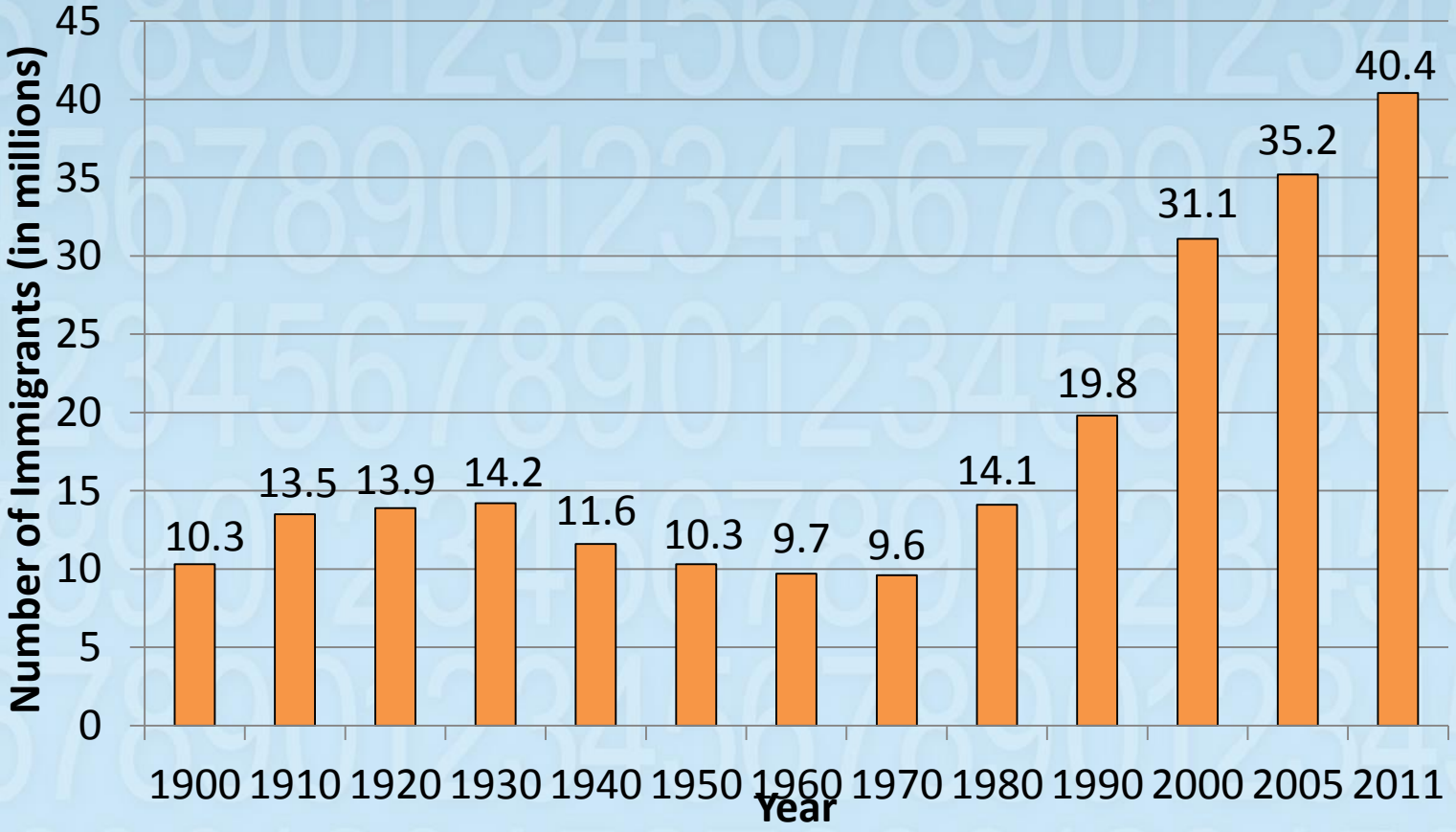
(Issuance of Non-residence visas, fiscal year 1999)




China data includes Taiwan and Hong Kong
Source: U.S. Department of State, Bureau of Consular Affairs, Visa Office

© J.H. Johnson, Jr. 2001

# 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 |
| NC | 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 |

# 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 |

# 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.

# POPULATION CHANGE BY RACE & ETHNICITY, Delta Region, 2000-2010

| Race | 2010 Population | Absolute Change 2000 – 2010 | Percentage Change 2000 – 2010 |
|---|---|---|---|
| Total | 9,852,807 | 126,435 | 1.3% |
| Non-Hispanic | 9,518,391 | -33,220 | -0.3% |
| White | 6,098,741 | -171,829 | -2.4% |
| Black | 3,134,796 | 67,015 | 2.2% |
| AI/AN | 35,081 | 3,351 | 10.6% |
| Asian | 114,113 | 29,073 | 34.2% |
| NH/PI | 2,841 | 763 | 36.7% |
| Some other Race | 9,359 | 2,368 | 33.9% |
| 2 or More Races | 113,460 | 35,157 | 44.9% |
| Hispanic | 344,416 | 159,655 | 86.4% |

# Percent Change in Population by Race/Ethnicity, 2000-2010

| Area | Total Population | Non-Hispanic White Population | Non-White Population | Hispanic Population |
|---|---|---|---|---|
| Delta Region | 1.3% | -2.7% | 8.6% | 86.4% |
| Alabama | -5.1% | -9.0% | -1.8% | 78.4% |
| Arkansas | 2.0% | -2.6% | 13.9% | 101.9% |
| Illinois | -0.6% | -2.5% | 15.8% | 59.1% |
| Kentucky | 1.3% | -0.3% | 13.2% | 63.6% |
| Louisiana | -1.4% | -4.8% | 3.6% | 71.6% |
| Mississippi | 4.3% | -0.3% | 9.4% | 111.3% |
| Missouri | 5.5% | 3.8% | 28.3% | 76.0% |
| Tennessee | 4,2% | -4.8% | 17.0% | 113.1% |

# MEDIAN AGE AND FERTILITY RATES FOR FEMALES IN SOUTH, 2005-2010

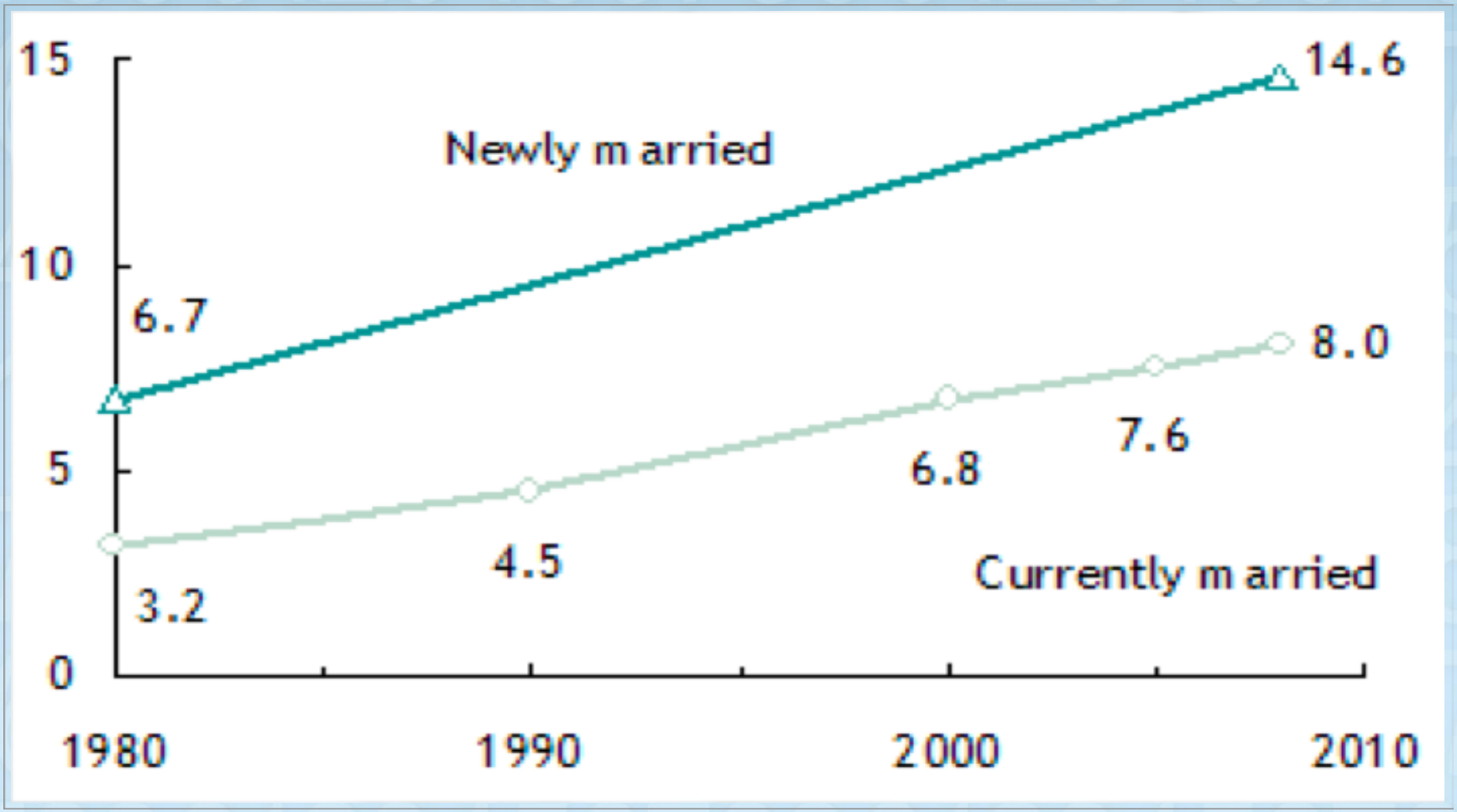
| Demographic Group | Median Age | Fertility/1000 Women |
|---|---|---|
| All Women | 37.7 | 58 |
| White, Non-Hispanic | 42.8 | 50 |
| African American | 30.0 | 61 |
| American Indian & Native Alaskan | 33.5 | 65 |
| Asian | 34.6 | 63 |
| Native Hawaiian & Pacific Islander | 28.7 | 77 |
| Some Other Race | 26.7 | 88 |
| Two Or More Races | 19.6 | 59 |
| Hispanic | 28.3 | 80 |
| Native Born | 37.4 | 55 |
| Foreign Born | 40.4 | 79 |

# Marrying Out

# is “In”

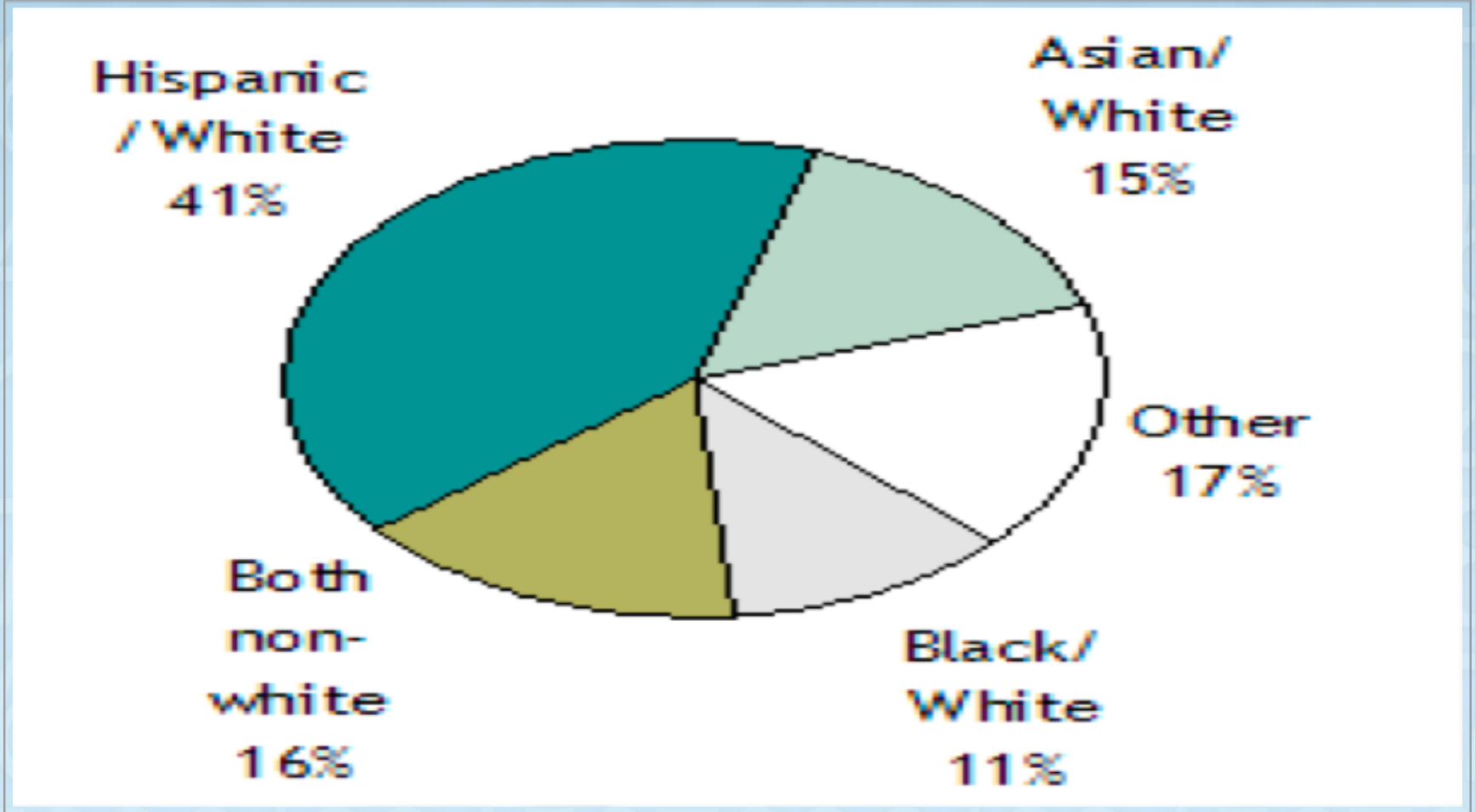
# INTERMARRIAGE TREND, 1980-2008

## % Married Someone of a Different Race/Ethnicity



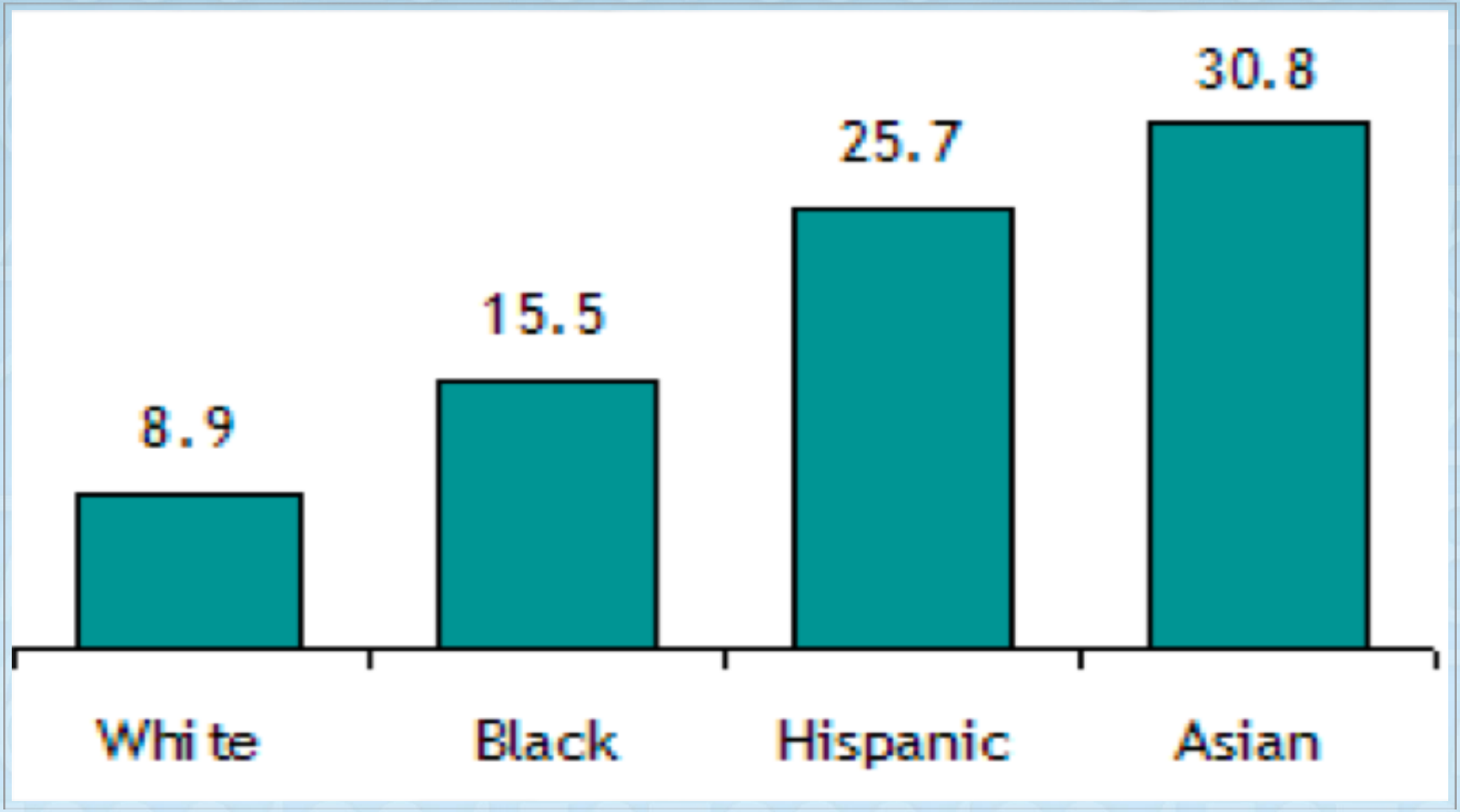
# INTERMARRIAGE TYPES

## Newly Married Couples in 2008



# INTERMARRIAGE RATES BY RACE & ETHNICITY

**% of Newlyweds Who Married Someone of a Different Race/Ethnicity, 2008**



# THE SILVER TSUNAMI

# 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 |

# THE GREYING OF AMERICA
# U.S. Census Projections

SOURCE: U.S. CENSUS REPORT "65+ IN THE UNITED SATES: 2004"

# ABSOLUTE AND PERCENT CHANGE IN U.S. POPULATION BY AGE

| Age | 2005 | 2050 | % Change |
|---|---|---|---|
| Total | 296 | 438 | 50.0 |
| 0-17 | 73 | 102 | 39.7 |
| 18-64 | 186 | 255 | 37.1 |
| 65+ | 37 | 81 | 118.9 |

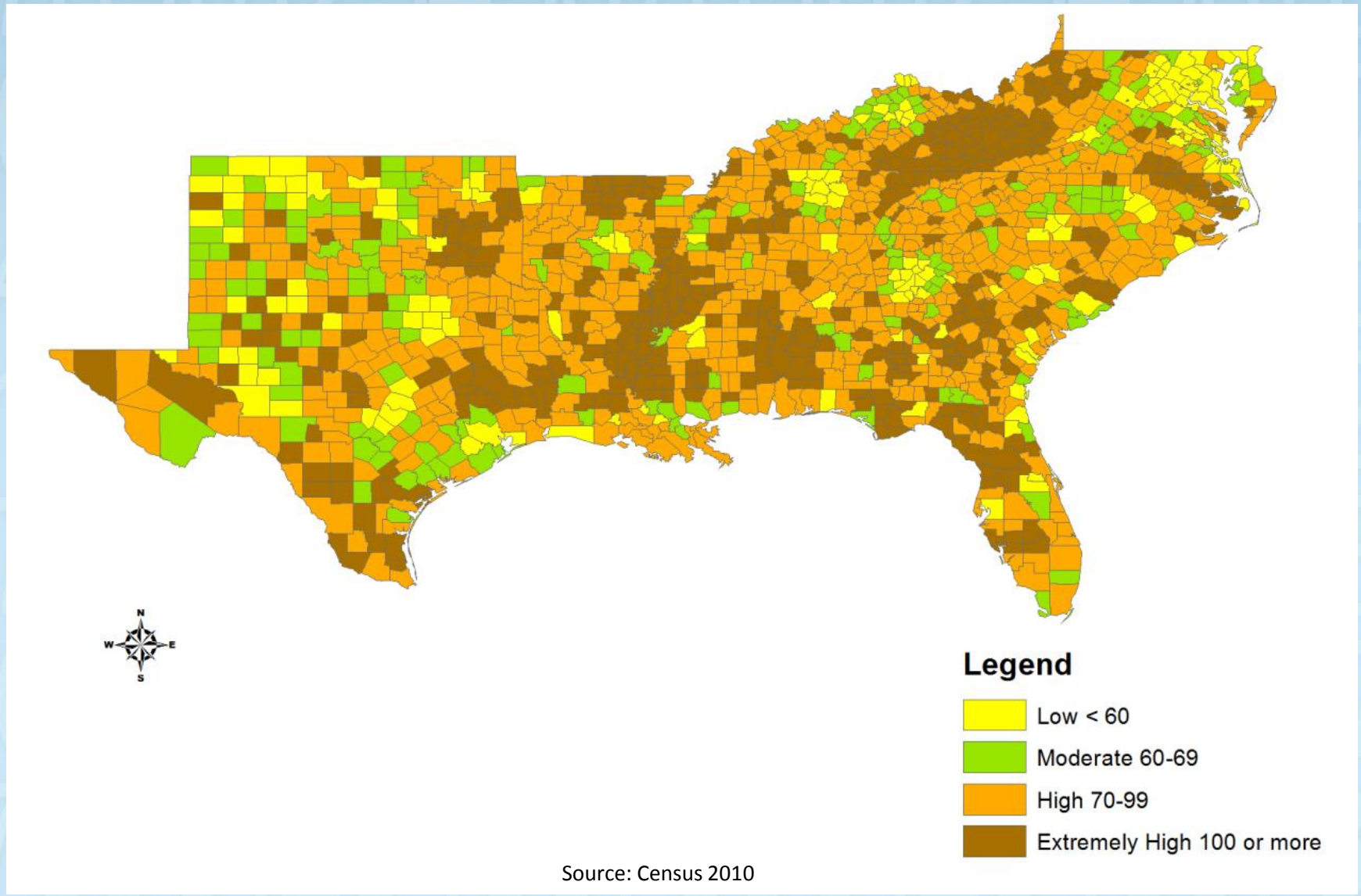
# OLDER WORKERS IN U.S. WORKFORCE

| YEAR | Age 65 or Older | Age 75 or Older |
|---|---|---|
| 1998 | 11.9% | 4.7% |
| 2008 | 16.8% | 7.3% |

# ABSOLUTE POPULATION CHANGE BY AGE, Delta Region, 2000-2010

| Age | 2010 Population | Absolute Change 2000-2010 | Percent Change 2000-2010 |
|---|---|---|---|
| All Ages | 9,852,807 | 126,435 | 1.3% |
| <25 | 3,396,750 | -180,959 | -5.1% |
| 25-44 | 2,525,040 | -242,190 | -8.8% |
| 45-64 | 2,612,619 | 469,543 | 21.9% |
| 65+ | 1,318,398 | 80,041 | 6.5% |

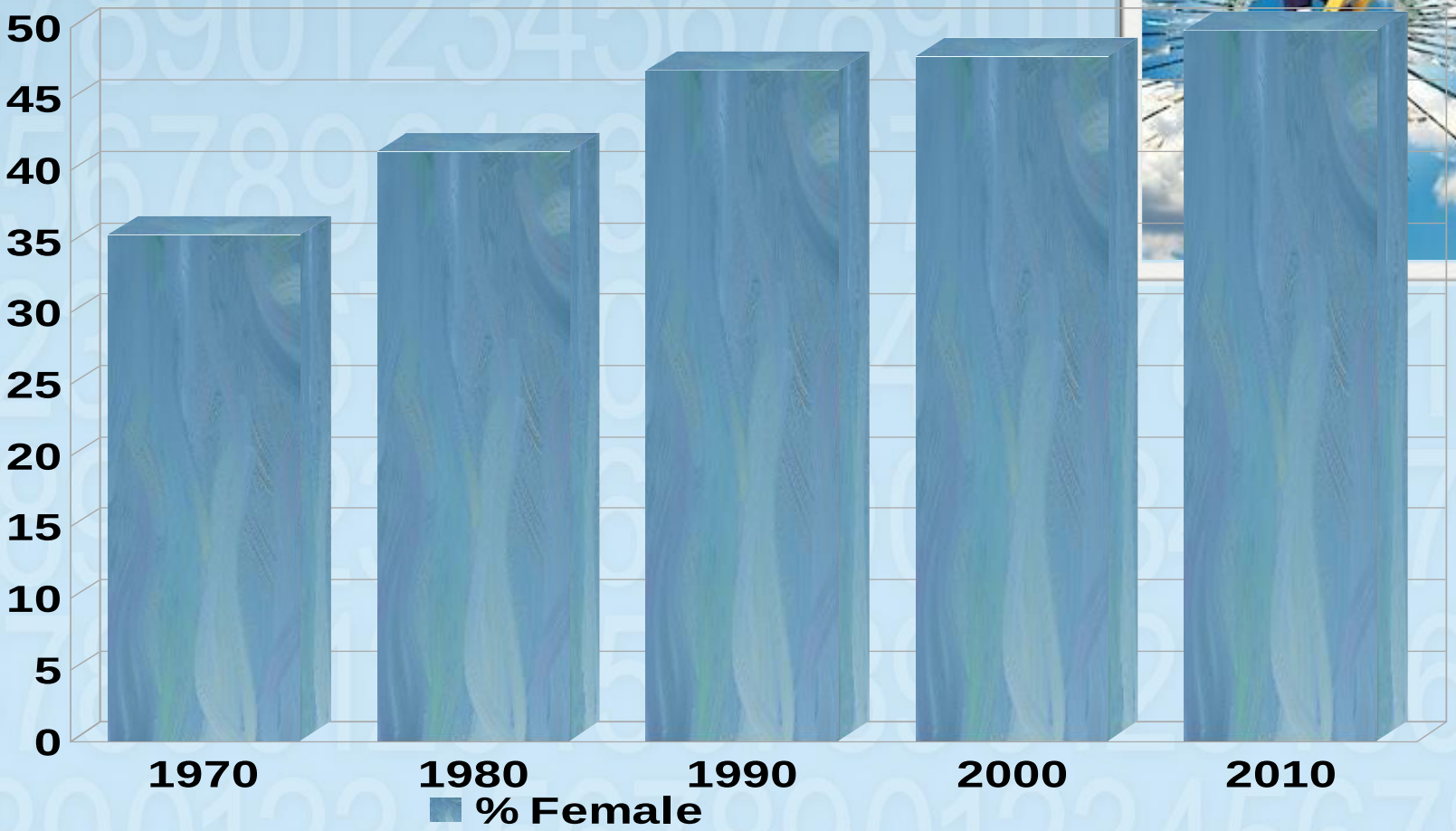
# DEPENDENCY RATIOS IN THE AMERICAN SOUTH




Source: Census 2010

# The End of Men?

# FEMALE WORKFORCE REPRESENTATION



# The Plight of Men

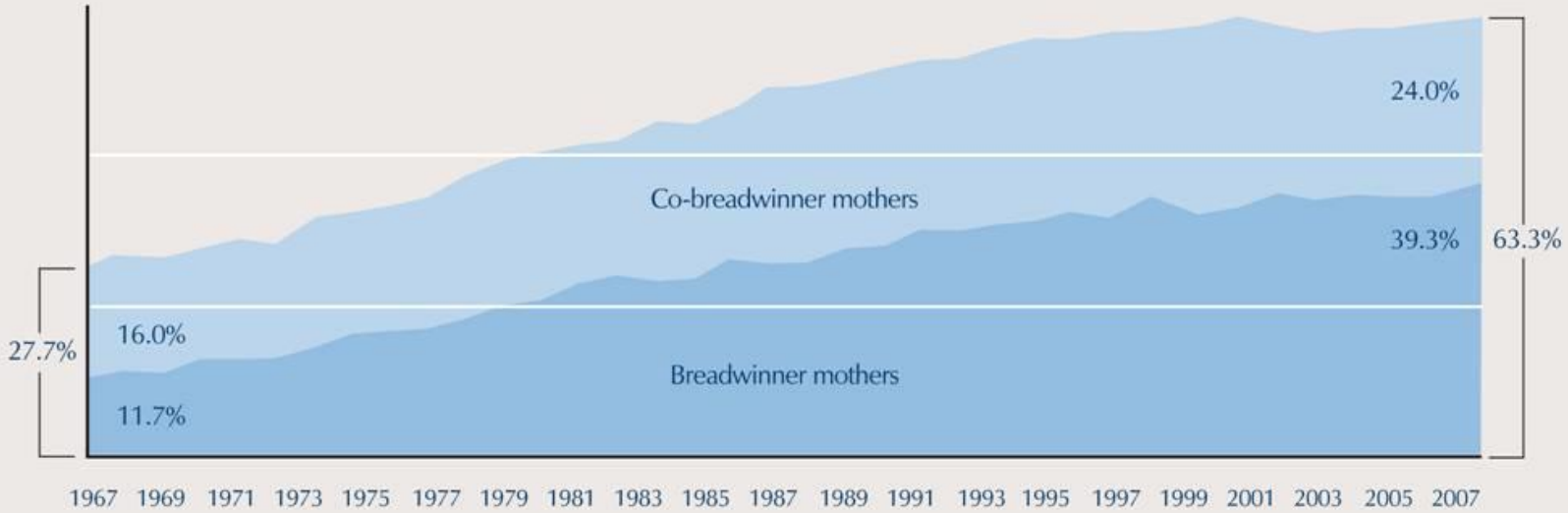
- Today, three times as many men of working age do not work at all compared to 1969.
- Selective male withdrawal from labor market—rising non-employment due largely to skills mismatches, disabilities & incarceration.
- The percentage of prime-aged men receiving disability insurance doubled between 1970 (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 |

Figure 6

## THE NEW WORKFORCE: SHARE OF MOTHERS WHO ARE BREADWINNERS OR CO-BREADWINNERS, 1967 TO 2008




*Source: The Shriver Report, "A Woman's Nation Changes Everything," 2009*

*Source: Heather Boushey and Jeff Chapman's analysis of Miriam King, Steven Ruggles, Trent Akexander, Donna Leicach, and Matthew Sobek. Intergrated Public Use Microdata Series, Current Population Survey: Version 2.0 (Machine-readable database). Minneapolis, MN: Minnesota Population Center (producer and distributor), 2009*

*Notes: Breadwinner mothers include single mothers who work and married mothers who earn as much or more than their husbands. Co-breadwinners are wives who bring home at least 25 percent of the couples' earnings, but less than half. The data only includes families with a mother who is between the ages of 18 and 60 and who has children under age 18 living with her.*

# 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 |

# 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% |

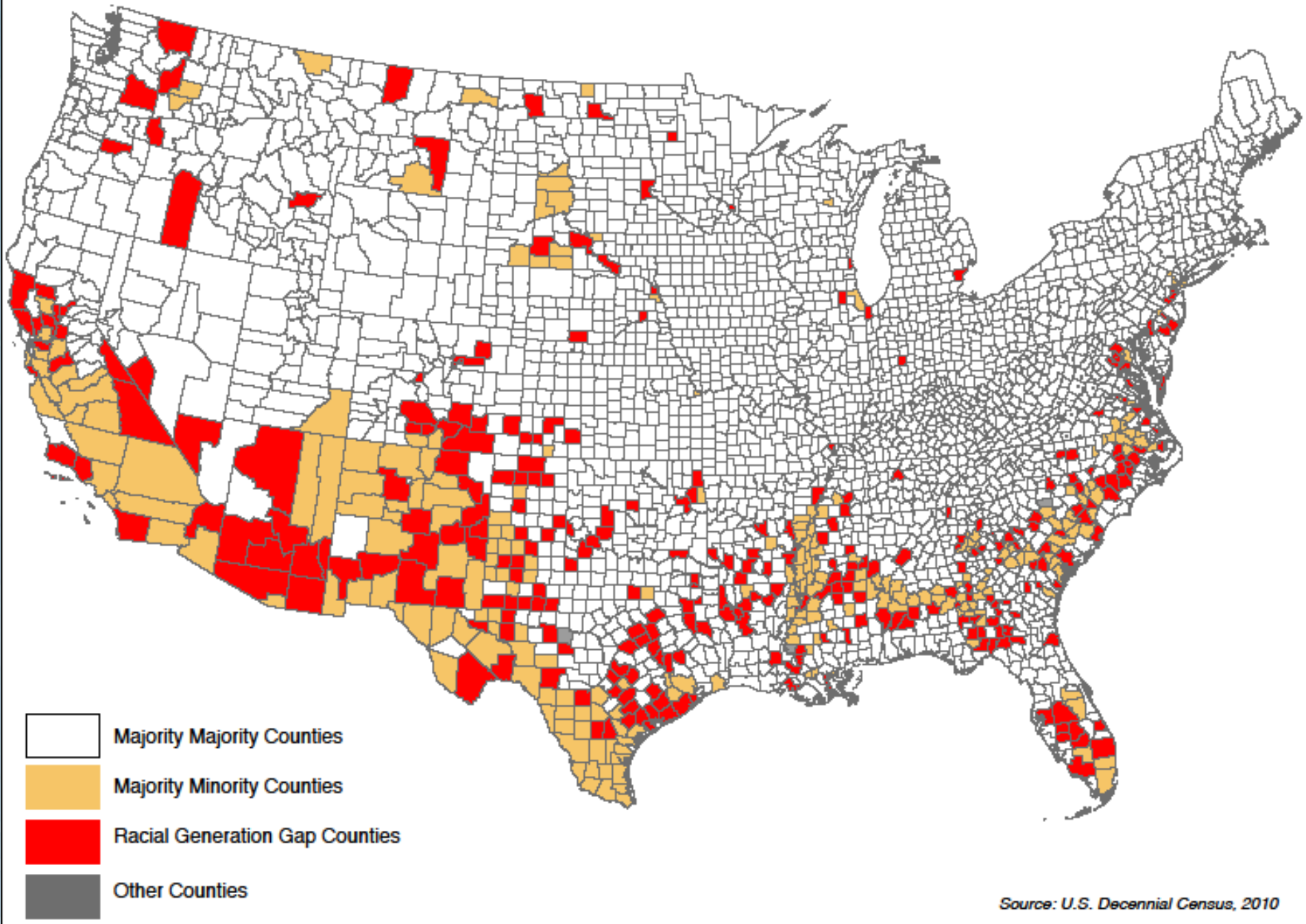
# DIVERSITY RULES

## but Challenges Abound

# The Triple Whammy of Geographical Disadvantage

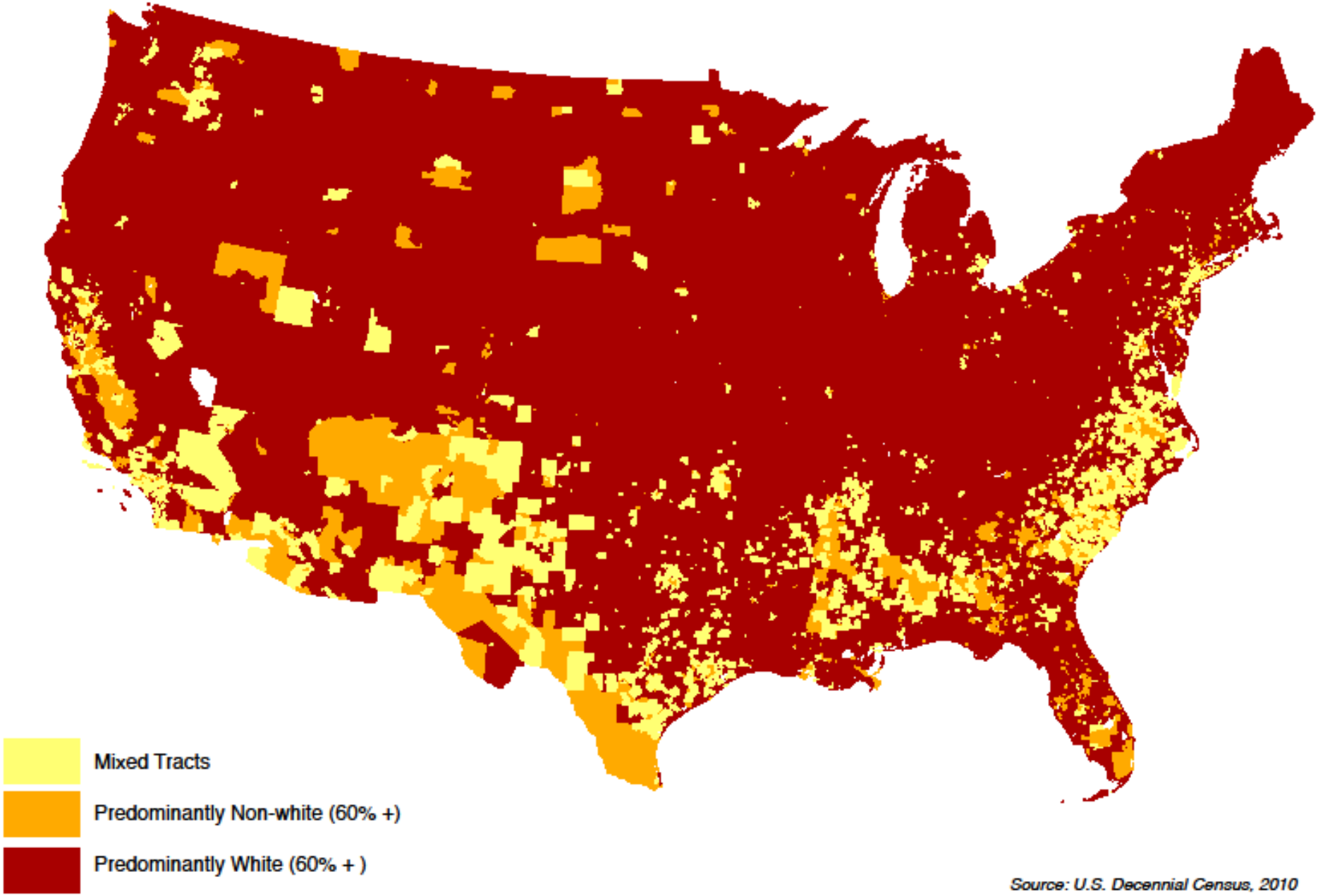
## The Human Capital Challenge

# Racial Typology of U.S. Counties



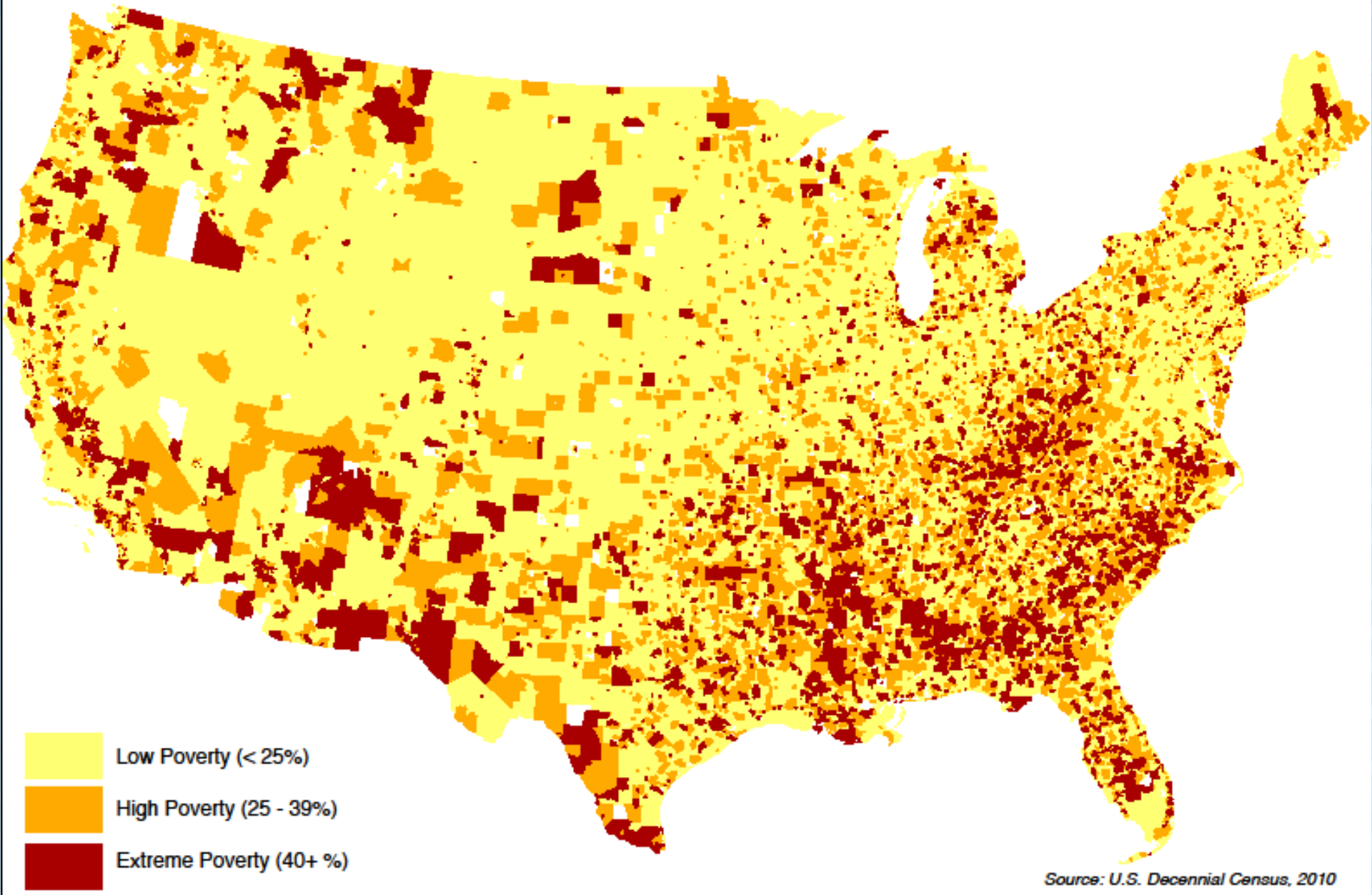

*Source: U.S. Decennial Census, 2010*

# U.S. Racial Segregation by Census Tract, 2010

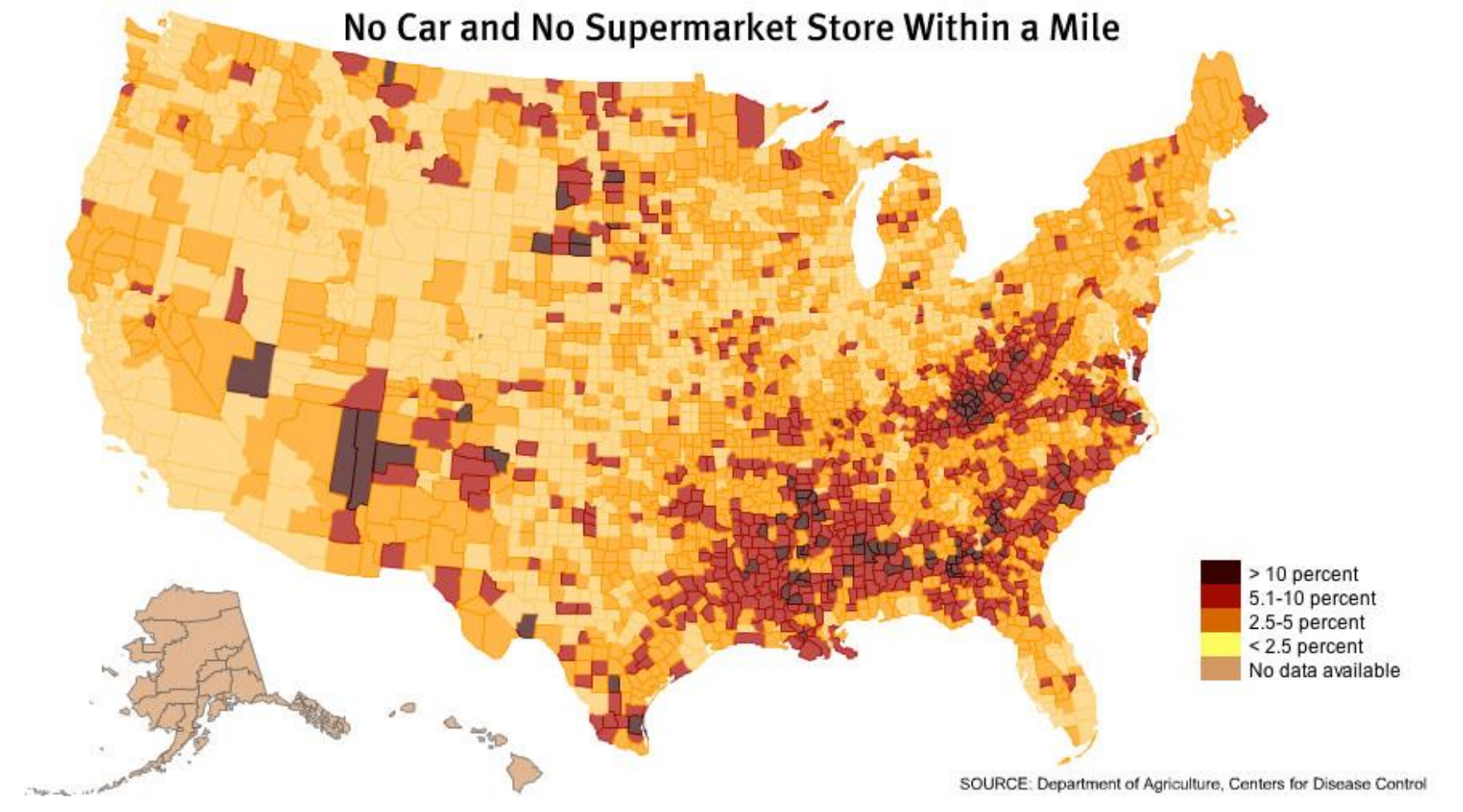



*Source: U.S. Decennial Census, 2010*

# U.S. School Age Poverty Rate by Census Tract, 2010



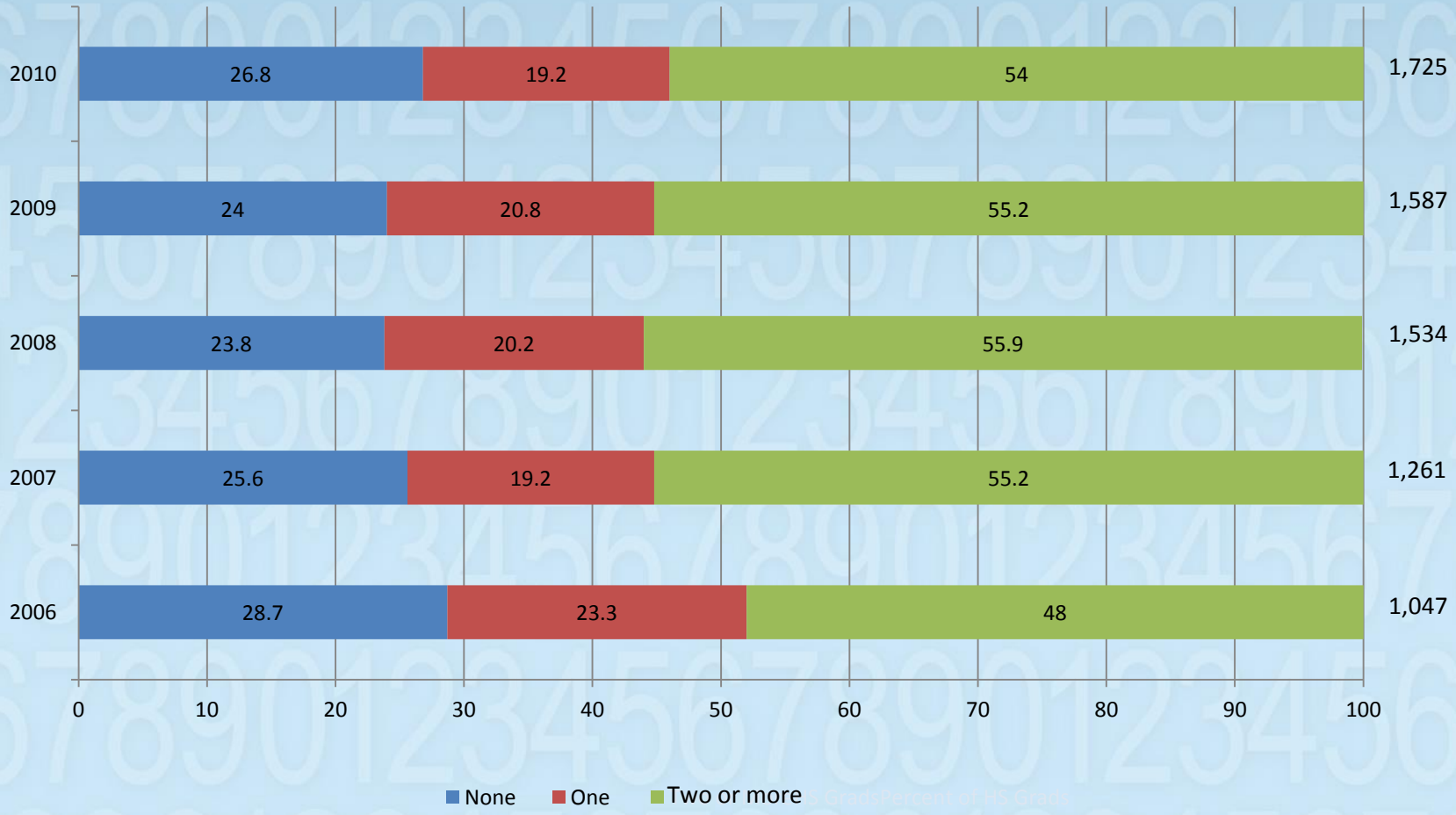

*Source: U.S. Decennial Census, 2010*


No Car and No Supermarket Store Within a Mile
> 10 percent
5.1-10 percent
2.5-5 percent
< 2.5 percent
No data available
SOURCE: Department of Agriculture, Centers for Disease Control

# Education is Necessary

**...but insufficient**

# 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 |

# 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

# MOVING FORWARD

- Rebrand the Delta Region as sustainable places to live and do business
- Improve Male Education Outcomes
- Augment efforts to recruit plants with strategies to recruit people
- Embrace immigrants
- Recognize demographic-driven business development & job creation opportunities

# Implications for Workforce Planning and Development

- Managing transition from the “graying” to the “browning” of America.
- Competition for talent will be fierce – and global.
- Successful recruitment and retention will hinge on your ability to effectively manage the full nexus of “diversity” issues.

# IMPLICATIONS FOR BUSINESS

- Emergence of global care economy
- Adjustments for aging consumers
- Succession Planning
- Female-Dominated Labor Force and Leadership
- Free Agency Rules

# The Elder Care Economy

# Age-Related Challenges

- Mobility Limitations
- Hearing Loss
- Vision Impairments
- Mental Disorders
- Substance Abuse Issues
- Chronic Disabilities
- Economic Constraints

# The Triple Whammy

- Aging Boomers Face Mortality
- Elder Care Responsibilities
- Raising Grandchildren

# OPPORTUNITIES

- Cater products & Labeling to emerging Groups
- Design & package products with equality in mind

# LABELING & PACKAGING

- Easy to Read
- Easy to Understand
- Easy to Carry
- Easy to Enjoy
- Safer to Use

# DEFINITION OF EASY TO CARRY: CURRENT VS. FUTURE

| Current Population | Future Grey Population |
|---|---|
| Bulky and Heavy | Minimal Unit Size and Weight |
| Big-sized cart, shopping cart, car trunk | Compact car, Rolling carriage |
| Price Sensitive | Weight Sensitive |
| Aesthetics Is More Important | Function Is More Important |
| Mostly carry with one hand | Handle with both hands |

# SMART SLIPPERS

# GLOWCAPS

# SENIOR PLAYGROUNDS

# SENIOR PLAYGROUNDS

# The Freelance Economy

# DRIVERS

- Broadband Technology
- Cloud Computing
- Other Technological Innovations
- Disruptive Demographics
- Global Economic Recession

# The Online Market Place

- Guru.com
- Elance.com
- Odesk.com
- Freelancer.com

# The Freelancer Economy—Technology

- Websites & Ecommerce (42,084)
- Programming and Databases (47,749)
- Engineering & CAD (10,463)
- Networking & Telephone Systems (10, 154)
- ERP & CRM (2,288)

# The Freelancer Economy—Creative Arts

- Graphic Design & Multimedia (32,289)
- Writing, Editing, & Translation (45,510)
- Illustration & Art (11,451)
- Photography & Videography (7,399)
- Fashion & Interior Designs (2,746)
- Broadcasting (4,806)

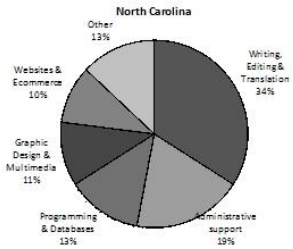
# The Freelancers Economy—Business

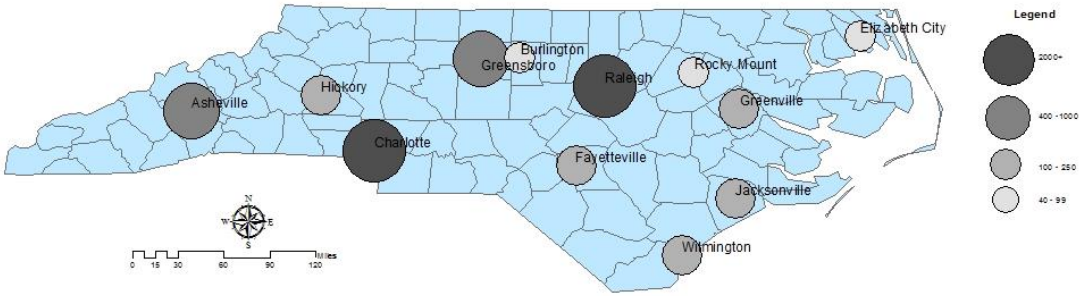
- Administrative Support (36,504)
- Marketing & Communications (8,187)
- Sales & Telemarketing (4,167)
- Business Consulting (11,887)
- Legal (2,567)
- Finance & Accounting (4,657)

# Top Freelancer Locations

| United States (200,619) | Australia (3,307) |
|---|---|
| India (60,212) | Bangladesh (2,694) |
| United Kingdom (10,387) | Romania (2,494) |
| Canada (9,133) | Indonesia (2,332) |
| Pakistan (7,731) | Russian Federation (2,223) |
| Philippines (5,221) | Uruguay (1,847) |

# DISTRIBUTION OF FREELANCE ENTREPRENEURS




| Area | Total Number of Freelancers | Writing, Editing & Translation | Administrative support | Programming & Databases | Graphic Design & Multimedia | Websites & Ecommerce | Other |
|---|---|---|---|---|---|---|---|
| North Carolina | 6,435 | 34% | 19% | 13% | 11% | 10% | 13% |
| Raleigh-Durham | 2,230 | 17% | 17% | 16% | 10% | 10% | 30% |
| Charlotte | 2,247 | 14% | 16% | 11% | 11% | 8% | 40% |
| Asheville | 465 | 26% | 16% | 10% | 8% | 13% | 27% |
| Burlington | 71 | 27% | 30% | 7% | 6% | 7% | 23% |
| Fayetteville | 210 | 21% | 29% | 9% | 11% | 9% | 24% |
| Greensboro | 889 | 20% | 18% | 12% | 13% | 9% | 28% |
| Hickory | 154 | 17% | 26% | 10% | 10% | 12% | 25% |
| Jacksonville | 155 | 17% | 31% | 5% | 12% | 6% | 29% |
| Greenville | 110 | 17% | 32% | 14% | 12% | 5% | 20% |
| Wilmington | 244 | 25% | 18% | 7% | 12% | 9% | 29% |
| Elizabeth City | 46 | 17% | 35% | 9% | 7% | 15% | 17% |
| Rocky Mount | 88 | 24% | 31% | 9% | 10% | 9% | 17% |

# Freelancers within 30 mile radius of Zip: 27514 (N= 1,578)

| Programming & Databases (287) | Illustration & Art (50) |
|---|---|
| Writing, Editing & Translation (281) | Photography & Videography (41) |
| Administrative Support (217) | Sales & Marketing (26) |
| Website & Ecommerce (153) | Broadcasting (25) |
| Graphic Design & Multimedia (148) | Finance & Accounting (22) |
| Business Consulting (101) | Legal (18) |
| Networking & Telephone Systems (76) | ERP & CRM (14) |
| Engineering & CAD (57) | Fashion & Interior Design (8) |
| Marketing & Communications (54) | |

# THE END