

**Six Disruptive Demographics That Will Change the U.S. & Tennessee Forever**




James H. Johnson, Jr.  
Frank Hawkins Kenan Institute of Private Enterprise  
Kenan-Flagler Business School  
University of North Carolina at Chapel Hill  
February 2018

**OVERVIEW**


- Demographic Trends
- Challenges & Opportunities
- Keys to Maintaining & Enhancing Competitiveness
- Discussion

what  
**CENSUS 2010**  
will REVEAL



February 2018

American Community Survey  
2010-2014



Census

**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, 1910-2016**

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%
2010-2016	14,381,975	7,763,830	54%

**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
<b>SOUTH</b>	<b>14,318,924</b>	<b>53.0</b>
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	<b>+41</b>
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

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

Years	Florida			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	668,067	-13,156	33,095	32,094	1,001

### SHARES OF NET POPULATION GROWTH BY REGION, 2010-2016

Region	Absolute Population Change	Percent of Total
UNITED STATES	14,381,975	100.0
NORTHEAST	892,264	6.2
MIDWEST	1,014,428	7.1
<b>SOUTH</b>	<b>7,763,830</b>	<b>54.0</b>
WEST	4,711,447	32.7

### STATE SHARES OF SOUTH'S NET GROWTH, 2010-2016

Region/State	Absolute Change	State's Share
The South	7,763,830	100.0%
Texas	2,717,035	35.0%
Florida	1,811,129	23.3%
Georgia	622,718	8.0%
North Carolina	611,305	7.9%
Virginia	410,784	5.3%
Other Southern States	1,590,859	20.5%

### Absolute and Percent Population Change, 2000-2010

Area	2010 Population	Absolute Change 2000-2010	Percent Change 2000-2010
U.S.	308,745,538	27,323,632	9.7%
South	114,555,744	14,318,924	14.3%
Tennessee	6,346,105	647,838	11.4%
Memphis MSA	1,324,179	109,264	9.0%

### Absolute and Percent Population Change, 2010-2016

Area	2016 Population	Absolute Change 2010-2016	Percent Change 2010-2016
U.S.	323,127,513	14,381,975	4.7%
South	122,319,574	7,763,830	6.8%
Tennessee	6,651,984	305,879	4.8%
Memphis MSA	1,344,349	20,170	1.5%

### Balance of Population Change Equation

- Population Change = In-Flows – Out-Flows

where  
 In-flows = [Births + In-Migrants]  
 &  
 Out-Flows = [Deaths + Out-Migrants]

### Typology of Communities

Demographic Experience	Drivers
Balanced Growth	Births exceed deaths and in-migration exceeds out-migration.
Natural Growth	Out-migration exceeds in-migration but this population loss is offset by an excess of births over deaths.
Migration Magnets	Deaths exceed births but population loss is averted because in-migration exceeds out-migration.
Dying	Deaths exceed births and out-migration exceeds in-migration, resulting in population loss.
Biologically Declining	In-migration exceeds out-migration but his net migration is not substantial enough to offset an excess of deaths over births.
Emptying Out	Births exceed deaths but out-migration exceeds in-migration, resulting in net population loss.

### Types of Counties in Memphis MSA, 2010-2016

Type of Community	Number
Balanced Growth	2
Natural Growth	2
Migration Magnet	0
Emptying Out	4
Dying	1
Biologically Declining	0

### Estimated Change Memphis MSA and Tennessee 2010-2016

Area	Total Population Change	Natural Change	Net Migration
Memphis MSA	18,018	46,840	-28,125
Tennessee	304,896	111,000	191,384

### Net Migration Memphis MSA, 2010-2016

Area	Total Net Migration	International Net Migration	Domestic Net Migration
Memphis MSA	-28,125	8,729	-36,854

### Balanced Growth Counties, 2010-2016

County	Total Population Change	Natural Change	Net Migration
Fayette, TN	1,151	333	686

### Natural Growth Counties, 2010-2016

County	Total Population Change	Natural Change	Net Migration
Tipton, TN	297	1,178	-1,188
Shelby, TN	6,919	36,853	-28,936
DeSoto, MS	14,347	5,298	-3,659

### Emptying Out Counties, 2010-2016

County	Total Population Change	Natural Change	Net Migration
Crittenden, AR	-1,667	2,065	-3,659
Tunica, MS	-544	605	-1,151
Tate, MS	-681	343	-1,007
Marshall, MS	-1,338	196	-1,532

### Dying County, 2010-2016

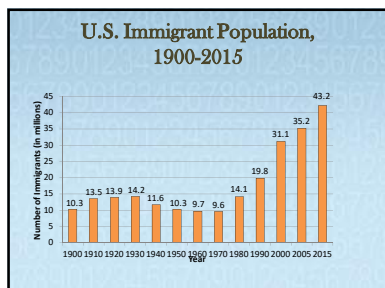
County	Total Population Change	Natural Change	Net Migration
Benton, MS	-466	-31	-431

Two 'colorful' demographic processes are drivers of change

Browning & Graying of America

The "Browning" of America

Immigration-driven population change



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

Race/Ethnicity	Foreign Population	Share of Total (%)
<b>Total</b>	<b>42,235,749</b>	<b>100.0</b>
<b>Hispanic</b>	<b>19,300,947</b>	<b>45.7</b>
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

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

Race	2010 Population	Absolute Change 2000 - 2010	Percentage Change 2000 - 2010
<b>Total</b>	<b>308,745,538</b>	<b>27,323,632</b>	<b>9.7%</b>
<b>Non-Hispanic</b>	<b>258,267,944</b>	<b>12,151,856</b>	<b>4.9%</b>
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%
<b>Hispanic</b>	<b>50,477,594</b>	<b>15,171,776</b>	<b>43.0%</b>

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

Area	Absolute Population Change	Non-White Share	Hispanic Share
<b>US</b>	<b>27,323,632</b>	<b>91.7</b>	<b>55.5</b>
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, 2010-2016

Area	Absolute Population Change	Non-White Share	Hispanic Share
<b>US</b>	<b>14,381,975</b>	<b>92.1</b>	<b>51.1</b>
South	6,502,887	81.9	43.3*
Texas	3,550,705	82.8	55.7
Florida	2,100,819	81.7	54.1
Georgia	841,556	85.3	21.9
NC	875,410	64.1	24.0
VA	357,206	82.8	33.4

### 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
<b>White, Non-Hispanic</b>	<b>43.1</b>	<b>41.7</b>	<b>41.8</b>
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
<b>Hispanic</b>	<b>28.4</b>	<b>27.9</b>	<b>29.1</b>

### TENNESSEE POPULATION CHANGE BY RACE & ETHNICITY, 2010-2016

Race	2016 Population	Absolute Change 2010 - 2016	Percentage Change 2010 - 2016
<b>Total</b>	<b>6,651,194</b>	<b>305,089</b>	<b>4.6%</b>
<b>Non-Hispanic</b>	<b>6,303,752</b>	<b>247,706</b>	<b>4.1%</b>
White	4,929,450	128,668	2.7%
Black	1,105,799	56,408	5.4%
AI/AN	15,049	-1,253	-7.7%
Asian	115,106	24,795	27.5%
NH/PI	4,732	1,965	71.0%
Some other race	8,919	2,497	38.9%
2 or More Races	124,697	34,626	38.4%
<b>Hispanic</b>	<b>347,442</b>	<b>57,383</b>	<b>19.8%</b>

### MEMPHIS MSA POPULATION CHANGE BY RACE & ETHNICITY, 2010-2016

Race	2016 Population	Absolute Change 2010 - 2016	Percentage Change 2010 - 2016
<b>Total</b>	<b>1,324,829</b>	<b>21,608</b>	<b>1.6%</b>
<b>Non-Hispanic</b>	<b>1,259,286</b>	<b>15,583</b>	<b>1.2%</b>
White	813,678	-23,905	-3.7%
Black	601,873	23,767	3.9%
AI/AN	2,758	-498	-18.1%
Asian	24,304	2,945	12.1%
NH/PI	421	-107	-25.4%
Some other race	1,393	1,170	84.0%
2 or More Races	14,859	11,211	75.4%
<b>Hispanic</b>	<b>65,543</b>	<b>6,025</b>	<b>9.2%</b>

### NON-WHITE AND HISPANIC SHARES OF POPULATION GROWTH, 2010-2016

Area	Absolute Population Change	Non-White Share	Hispanic Share
<b>US</b>	<b>14,381,975</b>	<b>92.1</b>	<b>51.1</b>
The South	6,502,887	81.9	43.3*
<b>Tennessee</b>	<b>305,089</b>	<b>57.8</b>	<b>18.8</b>
<b>Memphis MSA</b>	<b>21,608</b>	<b>100.0</b>	<b>27.9</b>

**Median Age and Fertility Rates for Females in Memphis MSA, 2016**

Demographic Group	Median Age	Fertility/1000 women*
All Females	37.3	58
White, Not Hispanic	43.8	53
Black	34.0	59
American Indian & Alaskan Native	33.2	87
Asian	35.5	43
Native Hawaiian & Pacific Islander	27.4	113
Some other race	19.6	99
Two or more races	19.2	63
Hispanic	23.1	87
Native Born	37.1	56
Foreign Born	33.3	87

\*Three or more children  
\*Women 15 to 50 with births in past 12 months

**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: Behavioral and Cultural Change Research (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: The Research Center 2008 Forecast

**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
<b>2030</b>	<b>101.0</b>

**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

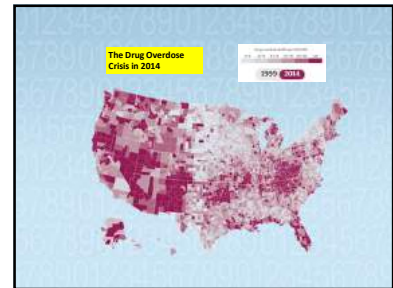
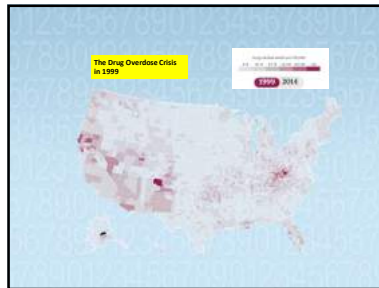
\*Three or more children

**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, 2000-2010

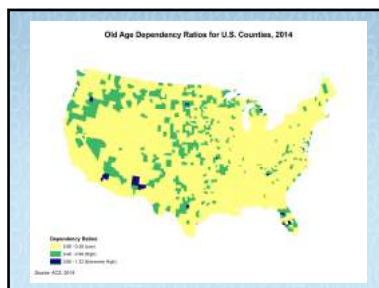
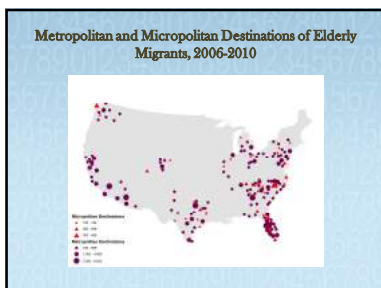
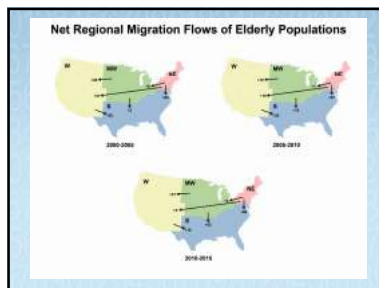
Age	2010	Absolute Change 2000 - 2010	Percentage Change 2000 - 2010
<25	104,853,555	5,416,289	5.4%
25-44	82,134,554	-2,905,697	-3.4%
45-64	81,489,445	19,536,809	31.5%
65+	40,267,984	5,276,231	15.1%
TOTAL	308,745,538	27,323,632	9.7%



### 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

February 2016



### Absolute and Percent Population Change by Age, 2010-2016

Age	United States	Memphis MSA
All Ages	14,381,977 (4.7%)	21,608 (1.6%)
<25	-201,520 (-0.2%)	-14,801 (-3.1%)
25-44	2,911,286 (3.5%)	-3,731 (-1.0%)
45-64	2,725,030 (3.3%)	4,441 (1.3%)
65+	8,947,181 (22.2%)	35,699 (25.5%)

# 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	9% (7M)
Baby Boomers "Boomers"	1946-1964	51-69	38% (60M)
Generation X Baby Bustlers	1965-1980	35-50	32% (51M)
Generation Y Millennials	1981-2000	15-34	25% (40M)

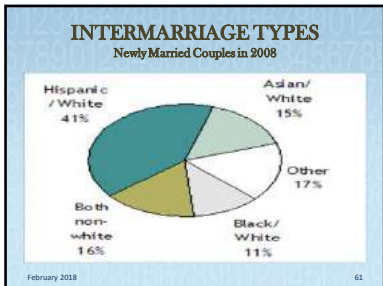
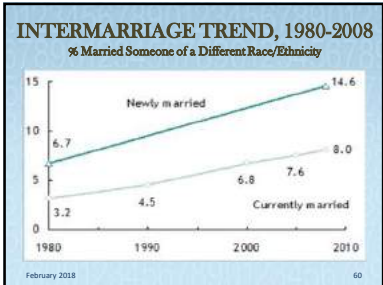
February 2018 \*Source: AARP - Leading a Multi-Generational Workforce, 2007

# Succession Planning & Accommodations for Elder Care

Organizational Game Changers!

# Family Life is Changing

Ozzie and Harriet are no longer the norm!



# Living Arrangements are more diverse ...

And Interesting!

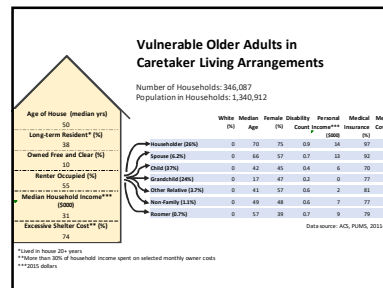
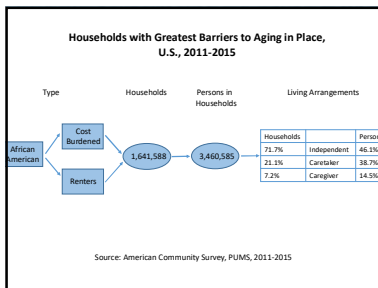
# COOLING WATERS FROM GRANDMA'S WELL

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
Only			
Grandmother	1,922	164	9.3
Grandfather Only	318	71	28.7

February 2018 64

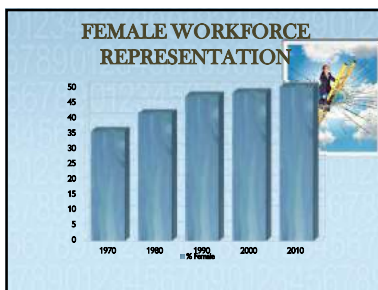


### Selected Characteristics of Dependents in Caretaker Households, 2011-2015

Characteristic	Adult Child	Other Adult Relative
Median Age	42	41
% Not contributing to Household Finances	43	71
% Widowed, Divorced, Separated, Never Married	92	82
% HS Diploma, GED, or Less	62	72
% Last worked 5 Years Ago	36	43
% With a Disability	22	25
% With Wage & Salary Income past 12 months	42	20
% With No Health Coverage	29	19



- ### Workforce Planning and Development Challenges
- The End of Men?
  - The Triple Whammy of Geographic Disadvantage
  - Education necessary, but not sufficient



- ### 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

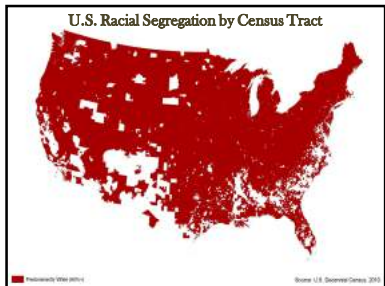
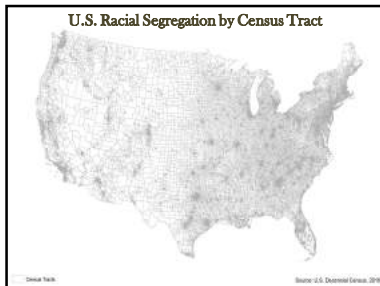
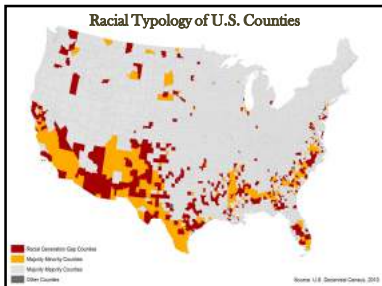
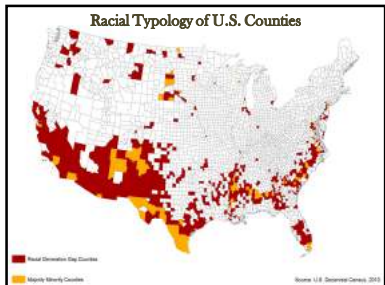
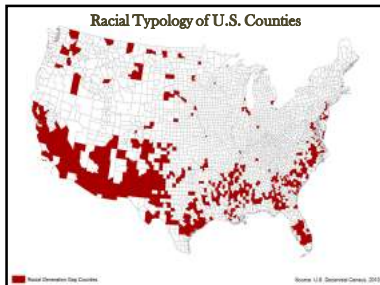
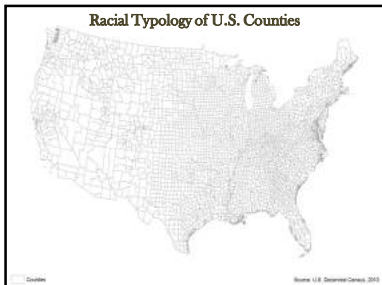
DEGREE	MALE	FEMALE	DIFFERENCE
Associate's	293,000	486,000	193,000
Bachelor's	702,000	946,000	244,000
Master's	257,000	391,000	134,000
Professional	46,800	46,400	-400
Doctor's	31,500	32,900	1,400
<b>TOTAL</b>	<b>1,330,300</b>	<b>1,902,300</b>	<b>572,000</b>

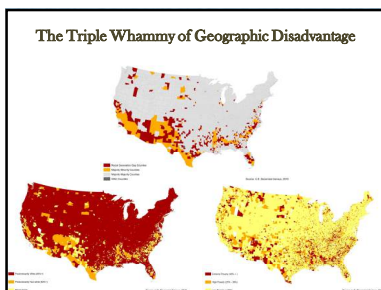
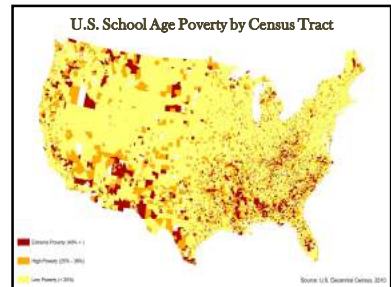
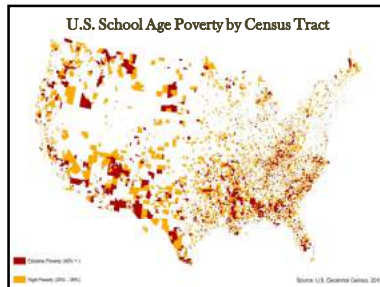
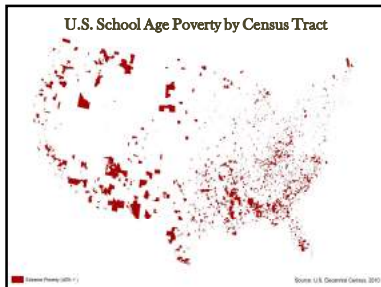
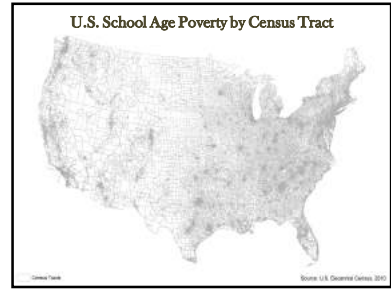
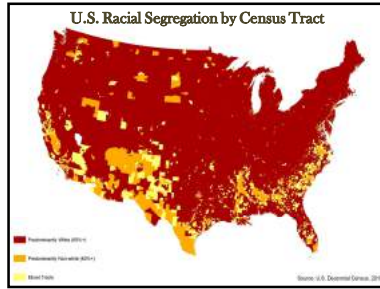
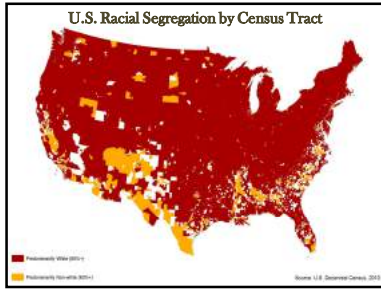
### Gender Composition of Student Head Count Enrollment in NC Colleges & Universities, Fall 2014

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
HBUs	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

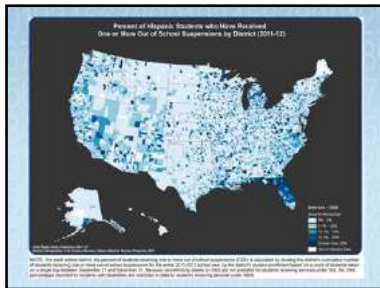
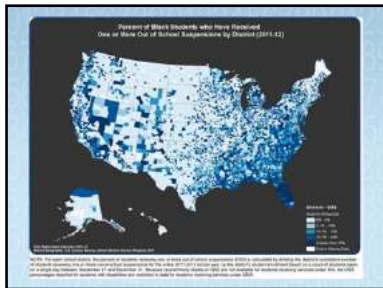




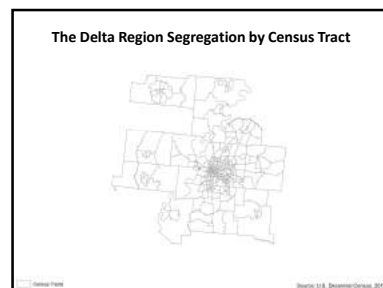
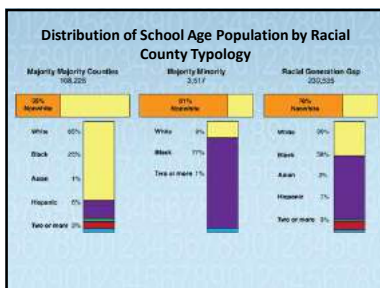
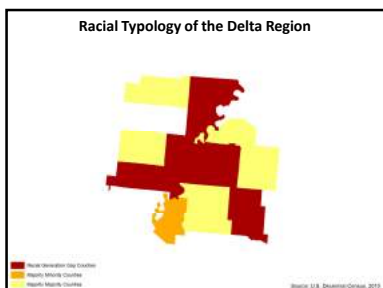
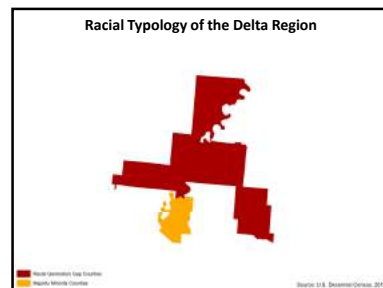
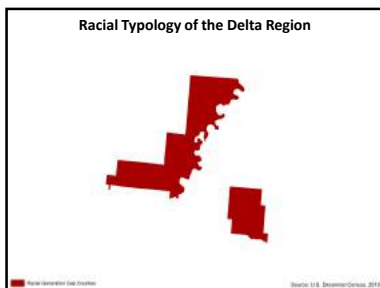
**Summary Indicators of Exposure**

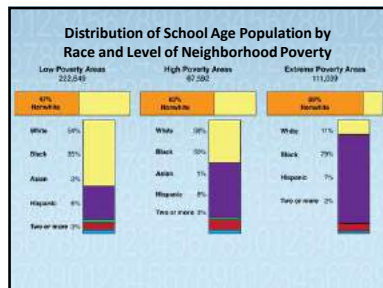
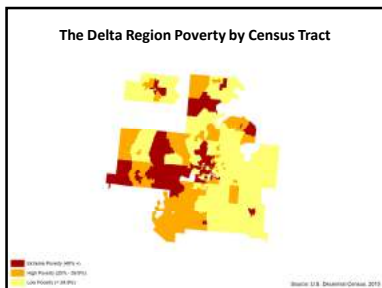
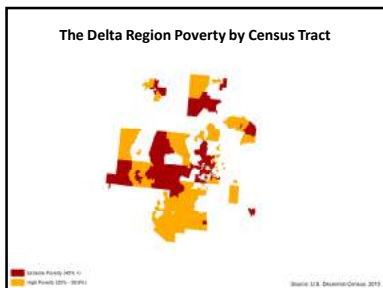
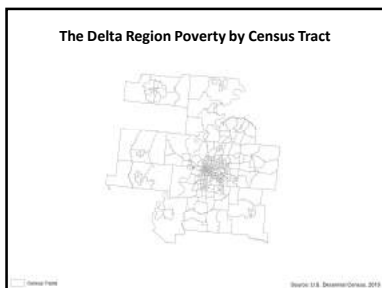
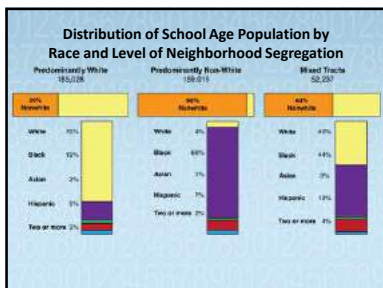
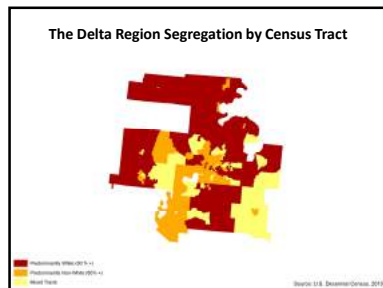
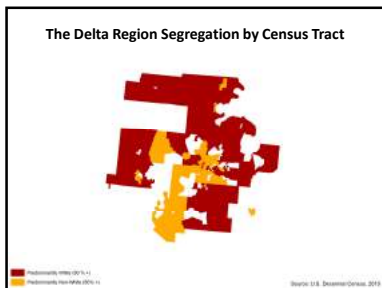
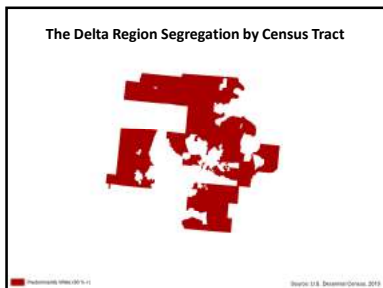
Level of Vulnerability	Number of Youth	Percent Non-White
Triple Whammy	9.8 million	93
Double Whammy	12.2 million	81
Single Whammy	20.0 million	39
No Whammy	32.1 million	24

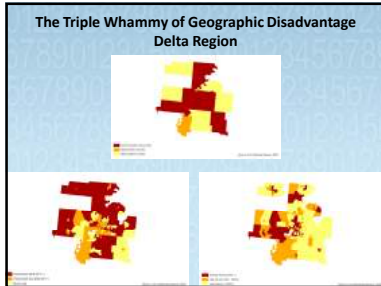




The Delta Region Triple Whammy







**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
  - Actively engage in K-12 Education to ensure a steady flow of talent into all sectors of the NC economy.
  - Successful recruitment and retention will hinge on your ability to effectively manage the full nexus of "diversity" issues.
- February 2018 115

**Business Implications**

Aging as an Economic Driver

**The Aging Boomer Market**

A \$15 Trillion Prize Globally

Bloomberg BusinessWeek

### Encore Entrepreneurship

- Americans 55-64 start new business ventures at a higher rate than any other group, including 20 somethings.
- 23% of new entrepreneurs were age 55-64 in 2010, up from 14% in 1996.
- 50% of businesses started by 50+ entrepreneurs still operating 5 years later.
- Encore Entrepreneurs alleged to have: Double E-SP: Experience, Expertise, Seasoned Judgement & Proven Performance.

### Think about Urban Design for Our Aging Population



### Urban Design Principles

- Visitability of institutional settings
- Senior playgrounds & fitness parks
- Universally accessible transport systems
- Complete street ordinances
- Extended walk times at pedestrian crosswalks
- Senior friendly street signage

### LABELING & PACKAGING

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

February 2018 221



# THE END

