



region**smart**

The 2016 Regional Strategy Summit
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Disruptive Demographics: Implications for Workforce Development and Regional Competitiveness



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April 2016

OVERVIEW

- Demographic Trends
- Challenges & Opportunities
- Discussion

what
CENSUS 2010
will REVEAL



April 2016

American Community Survey

Information Guide



U.S. Department of Commerce
Economics and Statistics Administration
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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!

A map of the United States where the Southern region, including Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida, and the Carolinas, is highlighted in a solid red color. The rest of the United States, including the West, Midwest, and Northeast, is shown in a light gray color. The map includes state boundaries and some topographical features like the Rocky Mountains and the Appalachian range.

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	1,505,151	116,965	8.4%

SHARES OF NET POPULATION GROWTH BY REGION, 2000- 2010

Absolute Population
Change

Percent of Total

Region

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

U.S. POPULATION CHANGE BY REGION, 2010-2015

Region	2015 Population	Absolute Population Change, 2010-2015	Percent Population Change, 2010-2015
U.S.	321,418,820	12,071,957	3.9%
Northeast	56,283,891	896,717	1.6%
Midwest	67,907,403	929,898	1.4%
South	121,182,847	6,319,989	5.5%
West	76,044,679	3,925,353	5.4%
Delta Region	1,525,915	22,764	1.5%

SHARES OF NET POPULATION GROWTH BY REGION, 2010-2015

Region	Absolute Population Change	Percent of Total
UNITED STATES	12,071,957	100.0
NORTHEAST	896,717	7.4
MIDWEST	929,898	7.7
SOUTH	6,319,989	52.3
WEST	3,925,353	32.5

STATE SHARES OF SOUTH'S NET GROWTH, 2010-2015

Region/State	Absolute Change	State's Share
The South	6,319,989	100.0%
Texas	2,244,751	35.5%
Florida	1,421,382	22.5%
Georgia	501,406	7.9%
North Carolina	483,823	7.7%
Virginia	357,206	5.7%
Other Southern States	1,311,421	20.7%

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 Communities in the Delta Region, 2010-2015

Type of Community	Number
Balanced Growth	3
Natural Growth	2
Migration Magnet	0
Emptying Out	7
Dying	0
Biologically Declining	0

Natural Growth Counties, 2010-2015

County	Total Population Change	Natural Change	Net Migration
Tipton	789	1,117	-419
Shelby	10,429	31,862	-20,671

Emptying Out Counties, 2010-2015

County	Total Population Change	Natural Change	Net Migration
Tunica	-435	520	-962
Cross	-582	60	-618
Tate	-586	253	-817
Marshall	-1,223	178	-1,431
St. Francis	-1,669	443	-2,059
Crittenden	-1,939	1,716	-3,616
Mississippi	-2,742	782	-3,425
Tunica	-435	520	-962
Cross	-582	60	-618

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

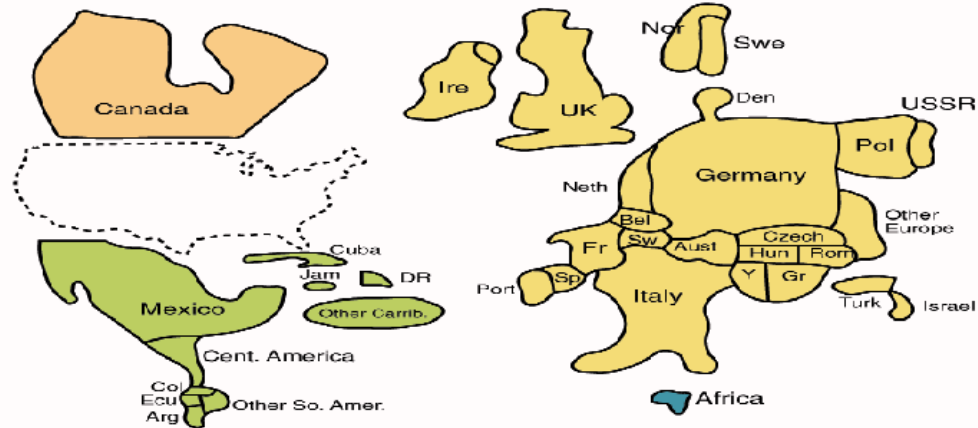
1921-1960

40 years

Area Porportional to Number of Immigrants

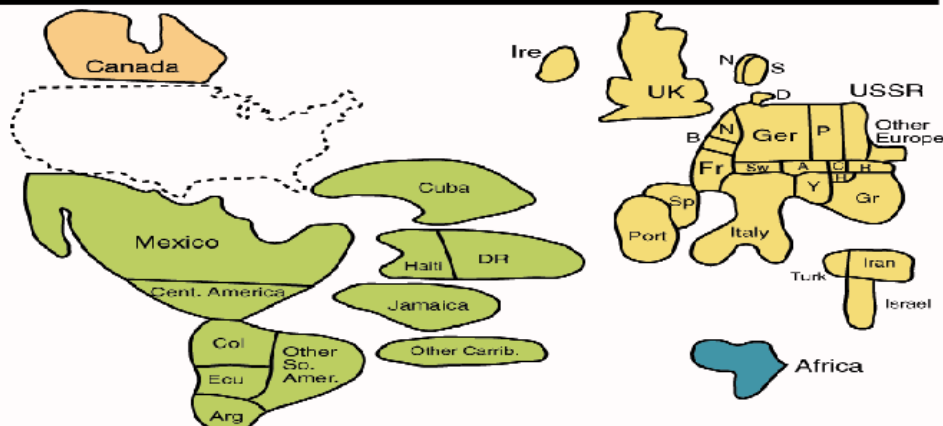
□ 10,000

□ 100,000



1961-1986

16 years



1987-1998

12 years



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**

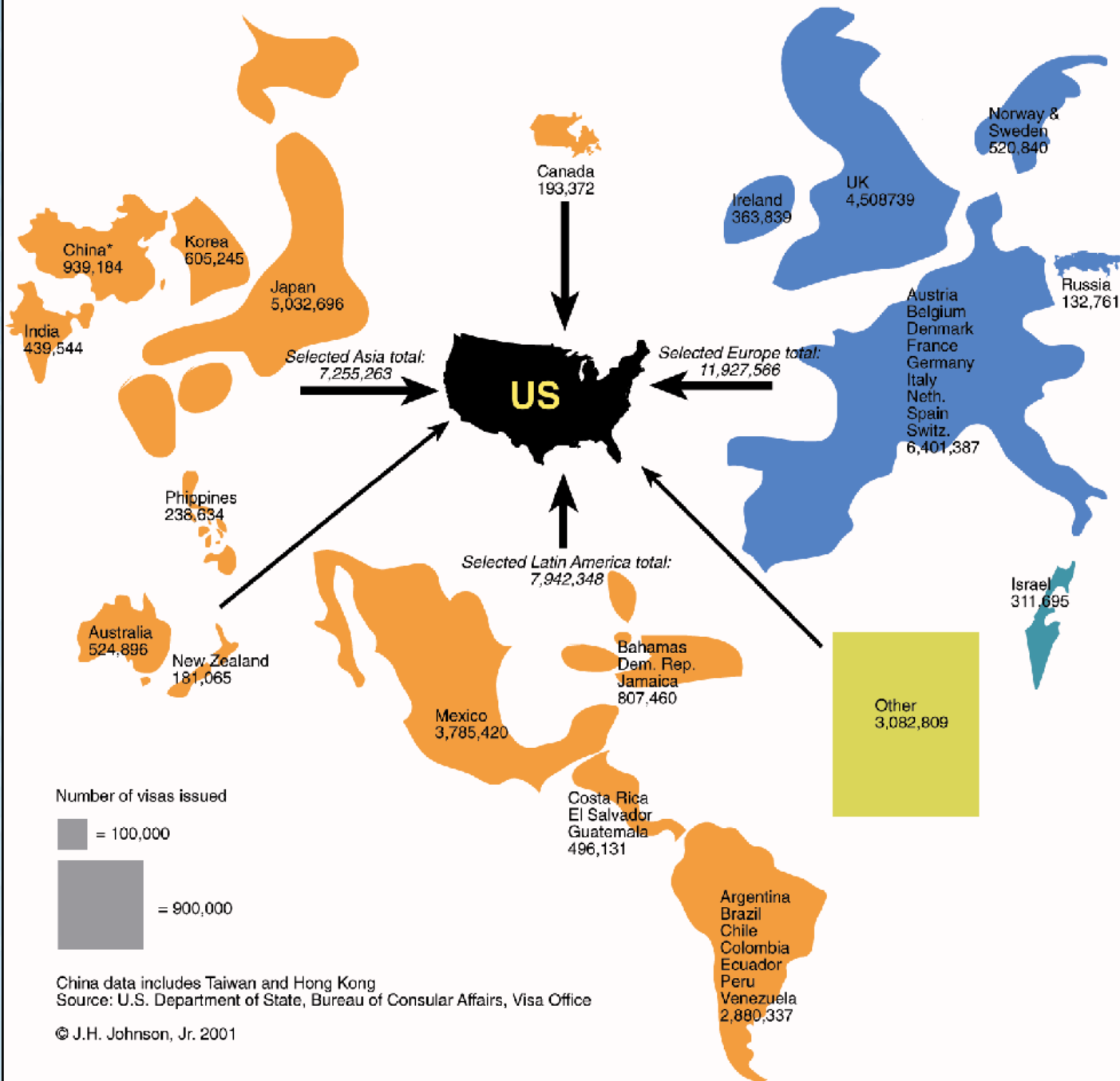
- 300,000 to 400,000 annually over the past two decades
- Three million granted amnesty in 1986
- 2.7 million illegal immigrants remained after 1986 reforms
- October 1996: INS estimated there were 5 million illegal immigrants in U.S.
- Since August 2005: Estimates of illegal population have ranged between 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 Country of Citizenship, 1999

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

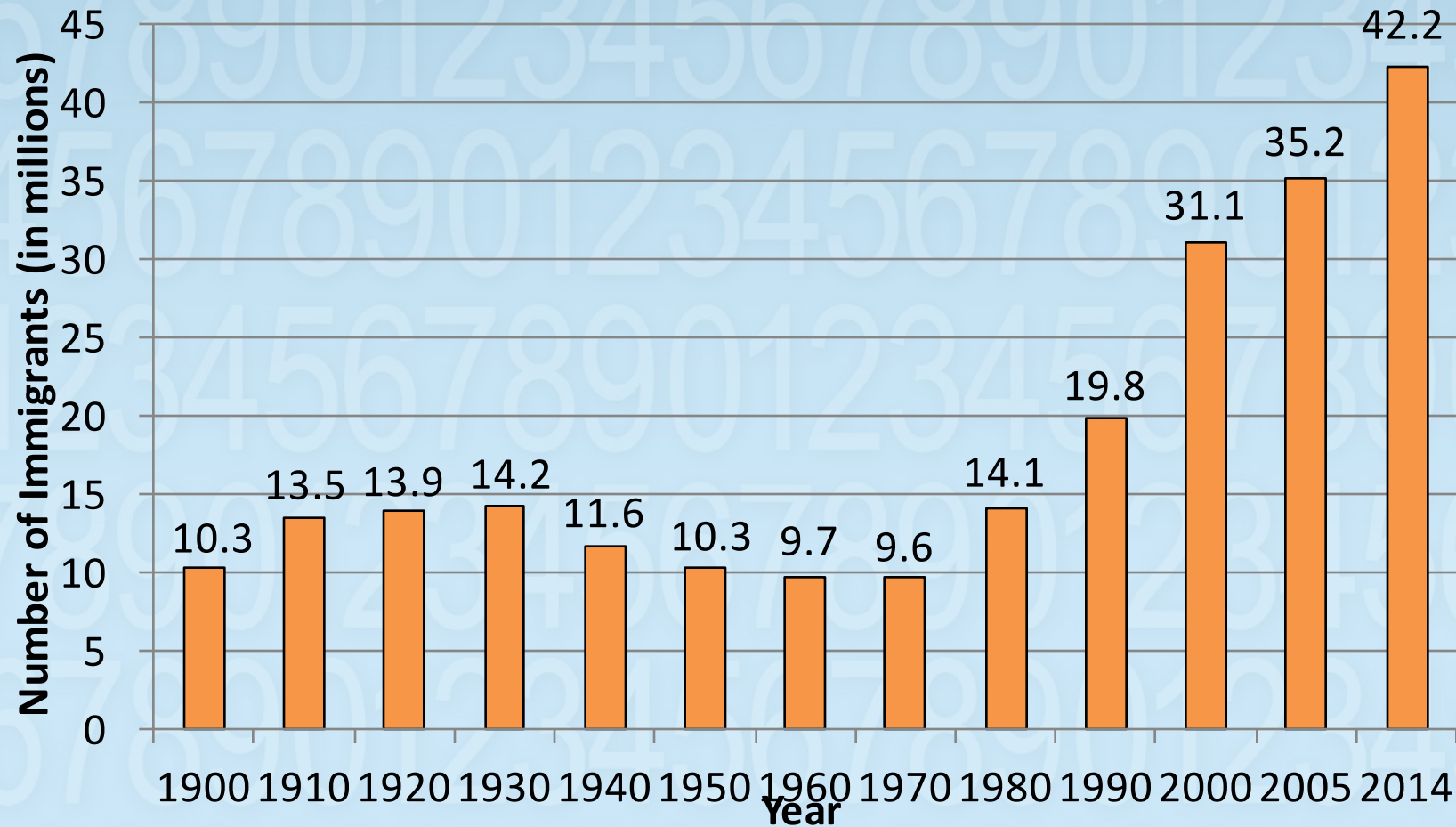


Number of visas issued
 [Small square] = 100,000
 [Large square] = 900,000

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, 1900-2014



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

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.

DELTA REGION COMMUNITIES POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

Race	2010 Population	Absolute Change 2000 – 2010	Percentage Change 2000 - 2010
Total	1,505,151	116,965	8.4%
Non-Hispanic	1,432,369	77,104	5.7%
White	738,631	-19,801	-2.6%
Black	645,485	80,931	14.3%
AI/AN	3,309	549	19.9%
Asian	25,811	9,137	54.8%
NH/PI	456	88	23.9%
Some other race	1,504	327	27.8%
2 or More Races	17,173	5,873	52.0%
Hispanic	72,782	39,861	121.1%

Female Median Age, 2010-2014

	White	Black	Latino
Shelby	42.8	31.5	25.1
Fayette	46.5	37.5	23.2
Tipton	39.2	32.3	23.2
Craighead	37.6	22.2	22.9
Crittenden	42.1	29.3	25.6
Cross	42.1	38.0	NA
Mississippi	41.4	28.1	21.6
St. Francis	45.1	33.3	33.9
DeSoto	39.5	31.9	25.2
Marshall	46.3	34.4	26.6
Tate	40.6	30.2	30.5
Tunica	48.0	29.0	24.7

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, 2000-2010

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

Absolute and Percent Population Change by Age, 2000-2010

Age	United States	Delta Region
All Ages	27,323,632 (9.7%)	116,965 (8.4%)
<25	5,416,292 (5.4%)	20,302 (3.9%)
25-44	-2,905,697 (-3.4%)	-14,355 (-3.4%)
45-64	19,536,809 (31.5%)	91,410 (30.9%)
65+	5,276,231 (15.1%)	19,608 (13.7%)

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!**

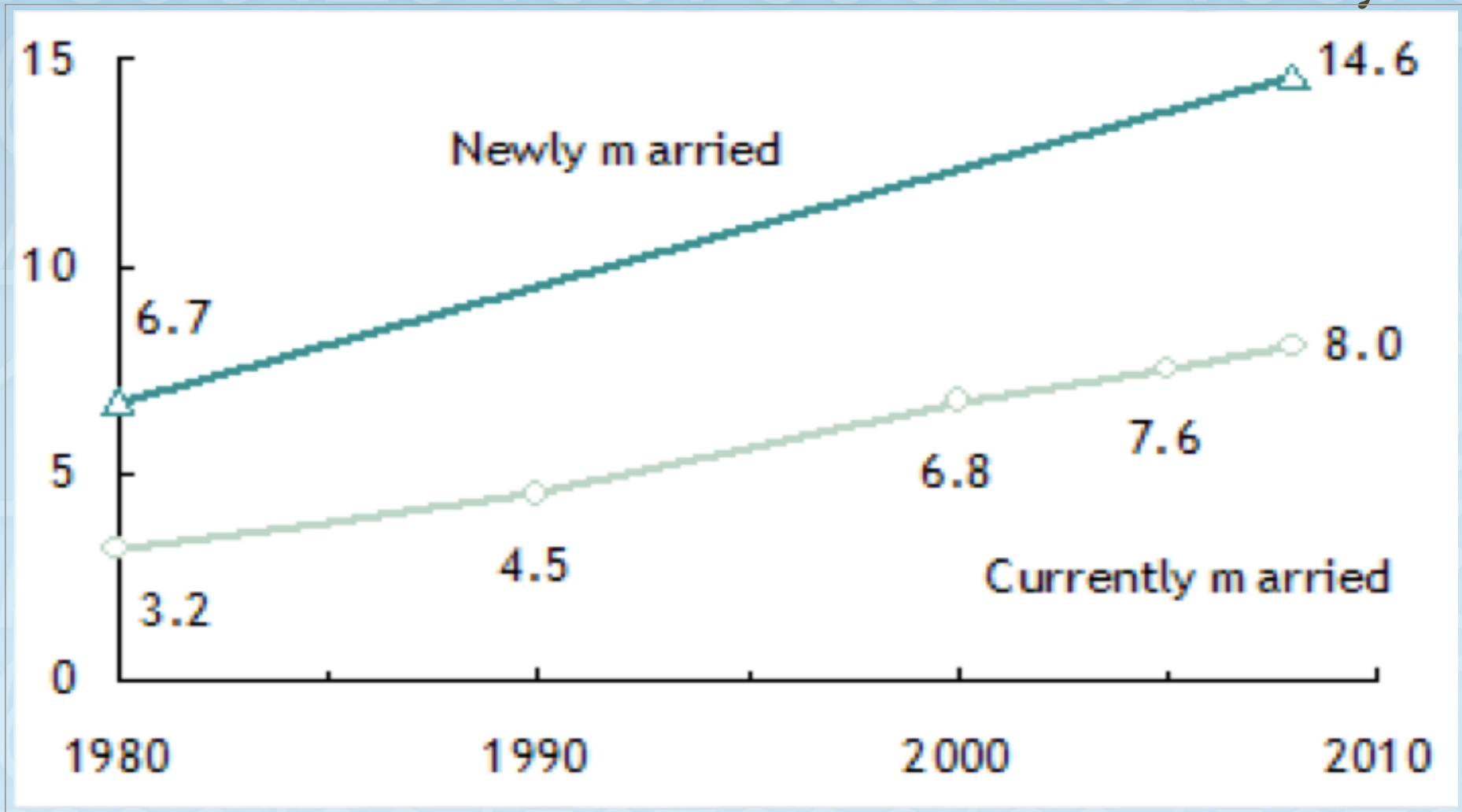
Marrying Out



is “In”

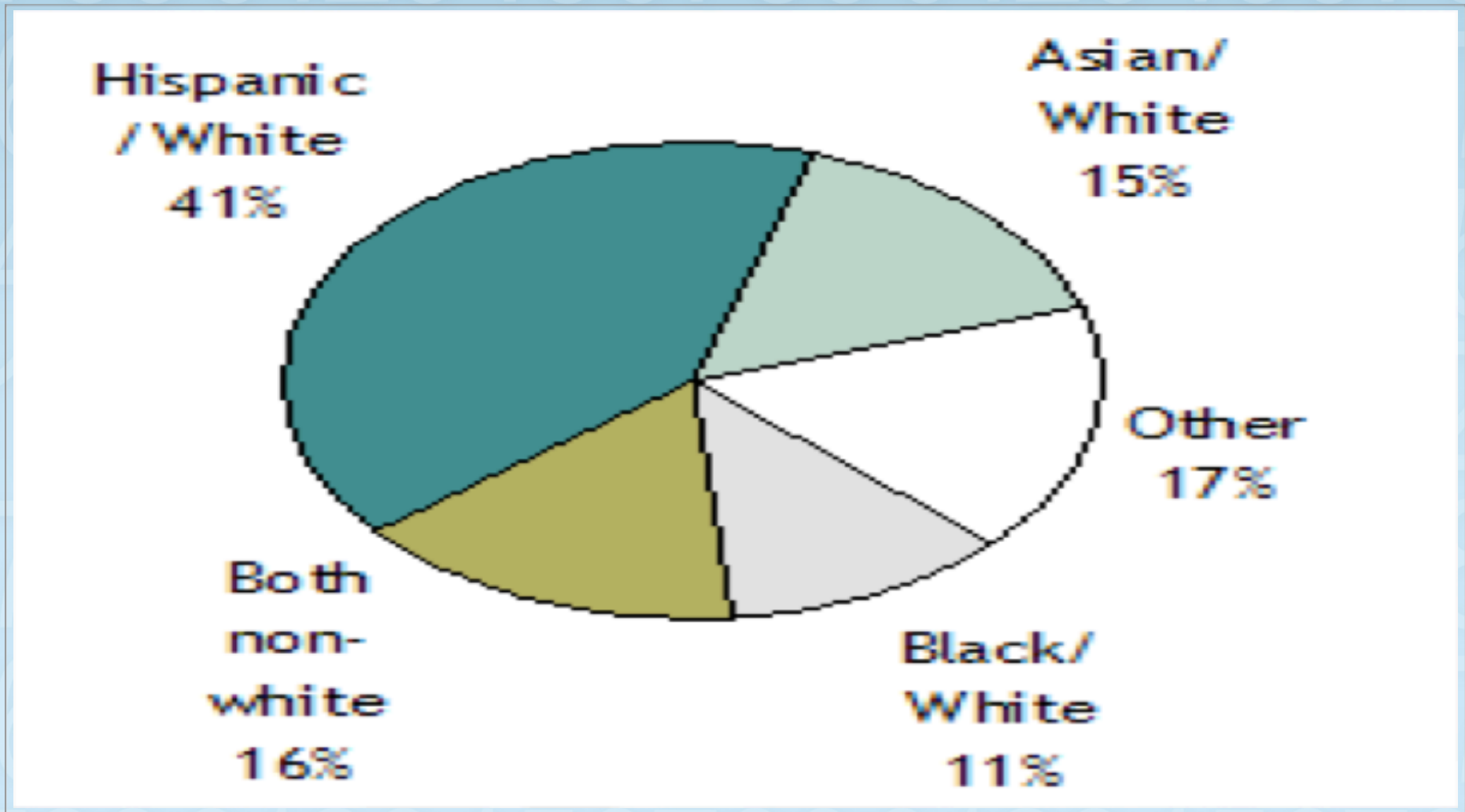
INTERMARRIAGE TREND, 1980-2008

% Married Someone of a Different Race/Ethnicity



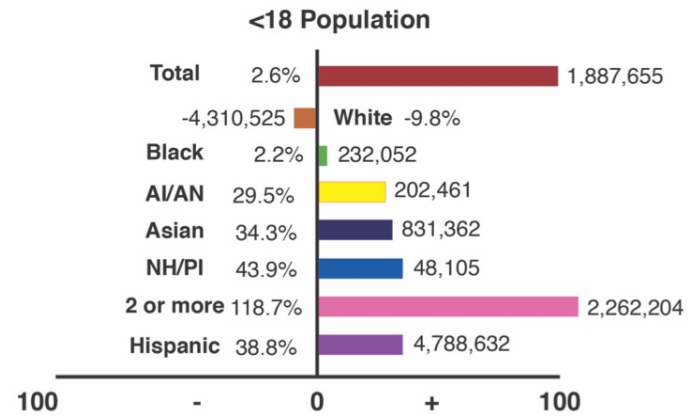
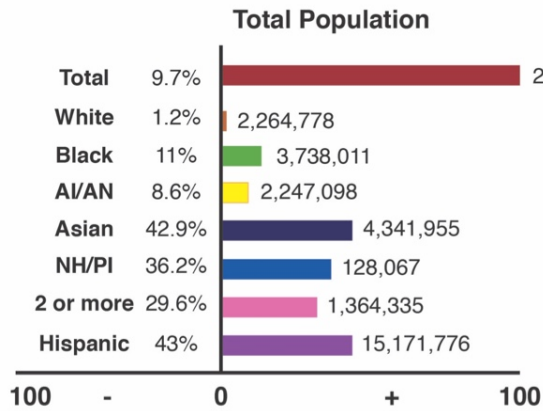
INTERMARRIAGE TYPES

Newly Married Couples in 2008

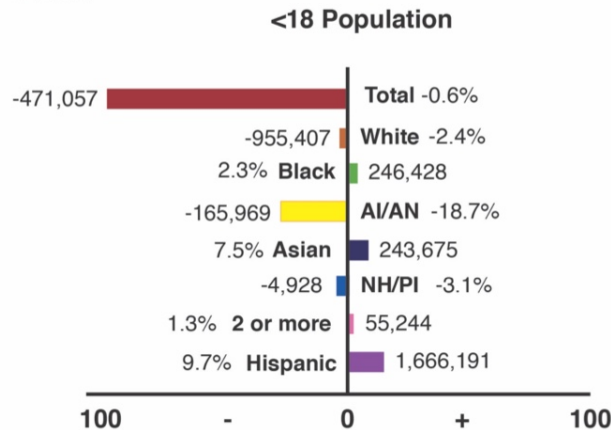
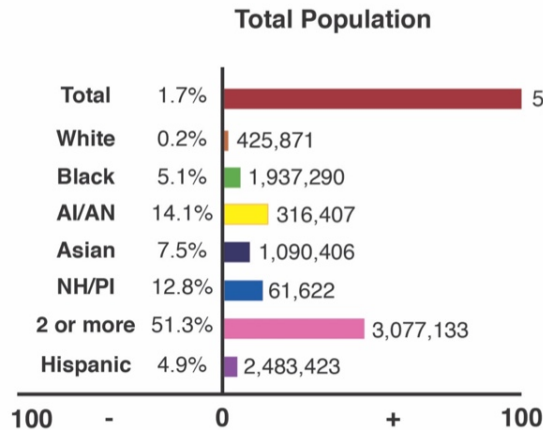


Absolute and Percent Population Change by Race/Ethnicity, 2000-2010 and 2010-2013

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

66

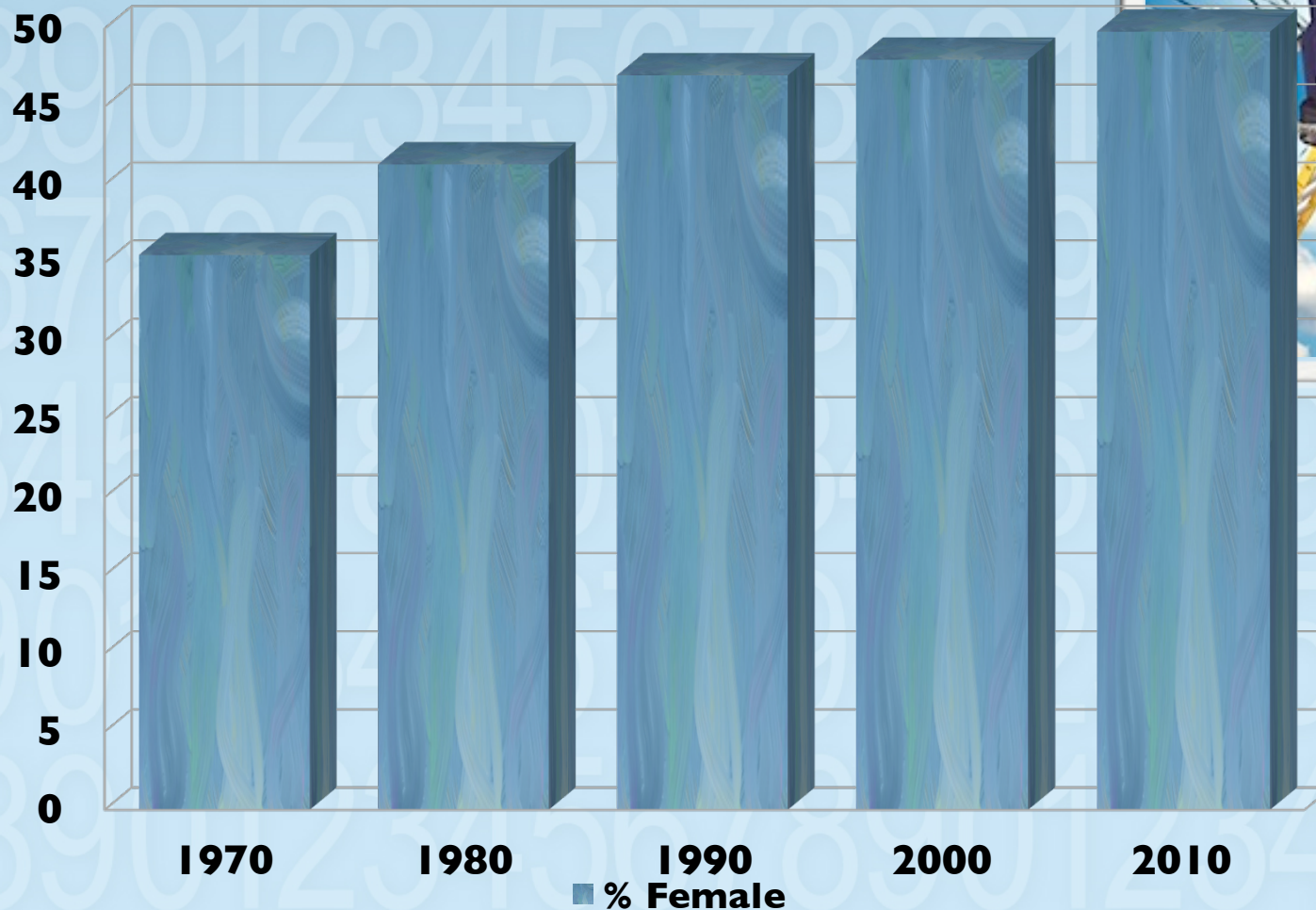
Workforce Planning and Development Challenges

- 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

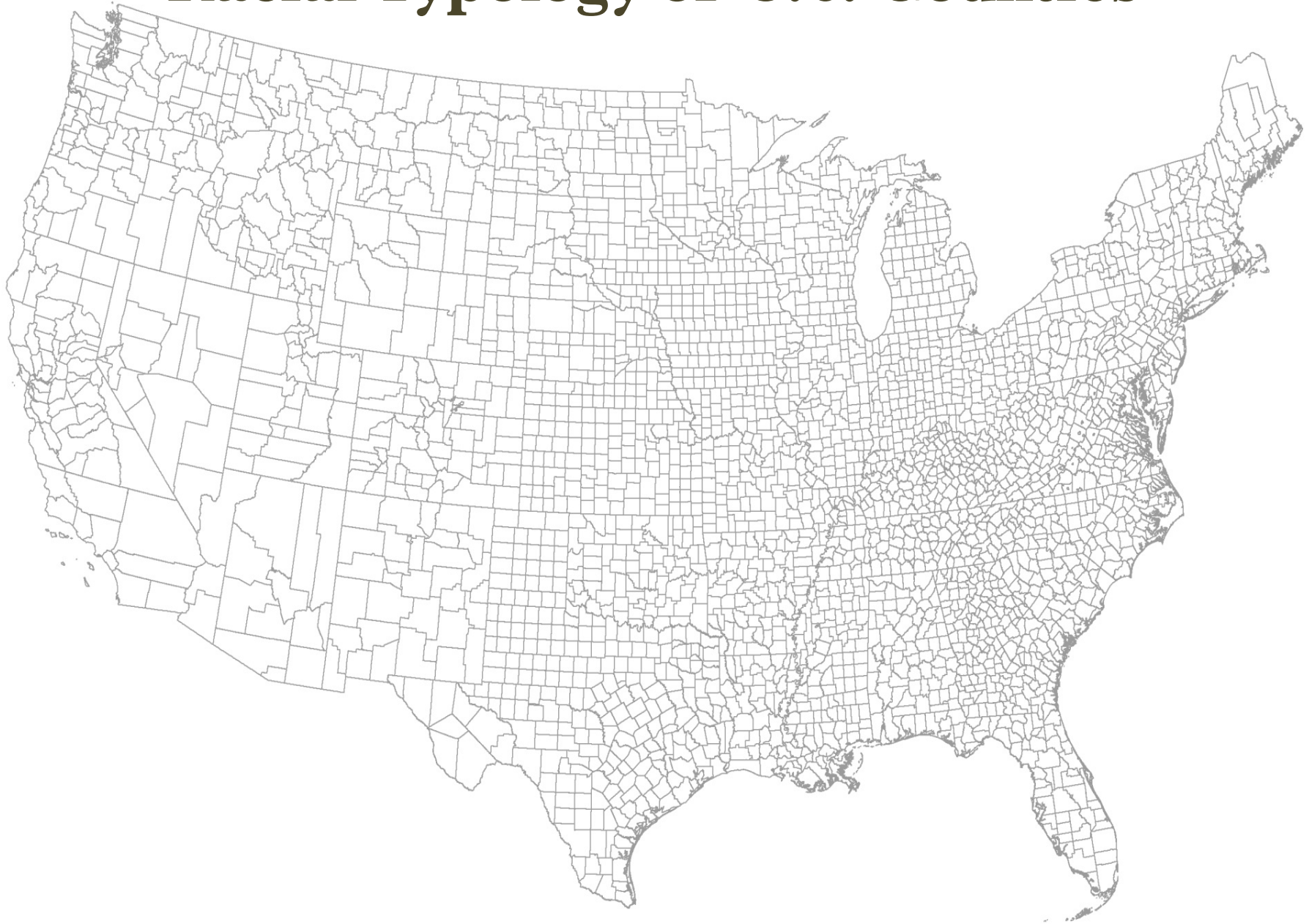
UNC SYSTEM STUDENT ENROLLMENT BY GENDER AND TYPE OF INSTITUTION, 2010

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
HBU	29,865	11,191	37

The Triple Whammy of Geographical Disadvantage

The Human Capital Challenge

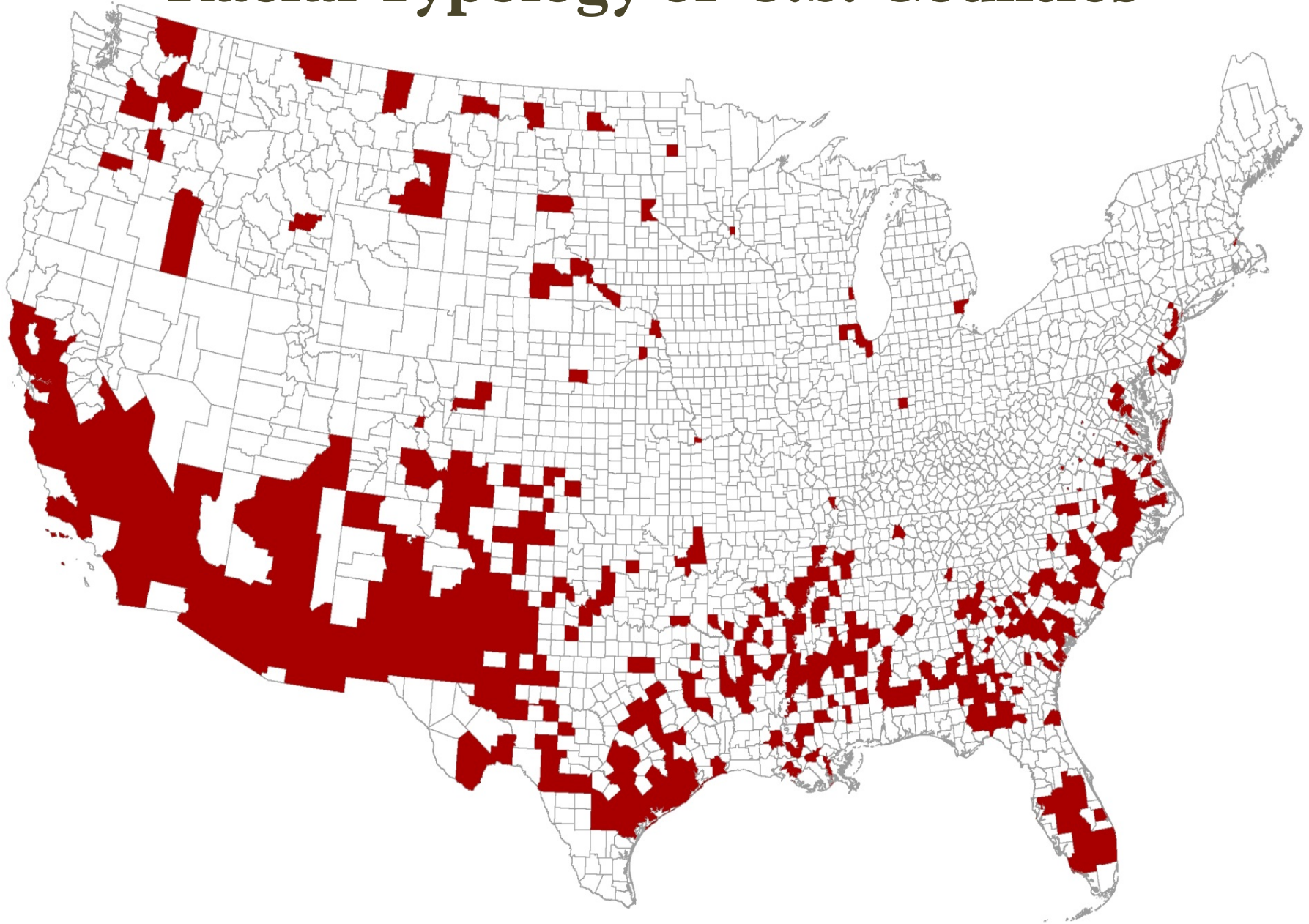
Racial Typology of U.S. Counties




 Counties

Source: U.S. Decennial Census, 2010

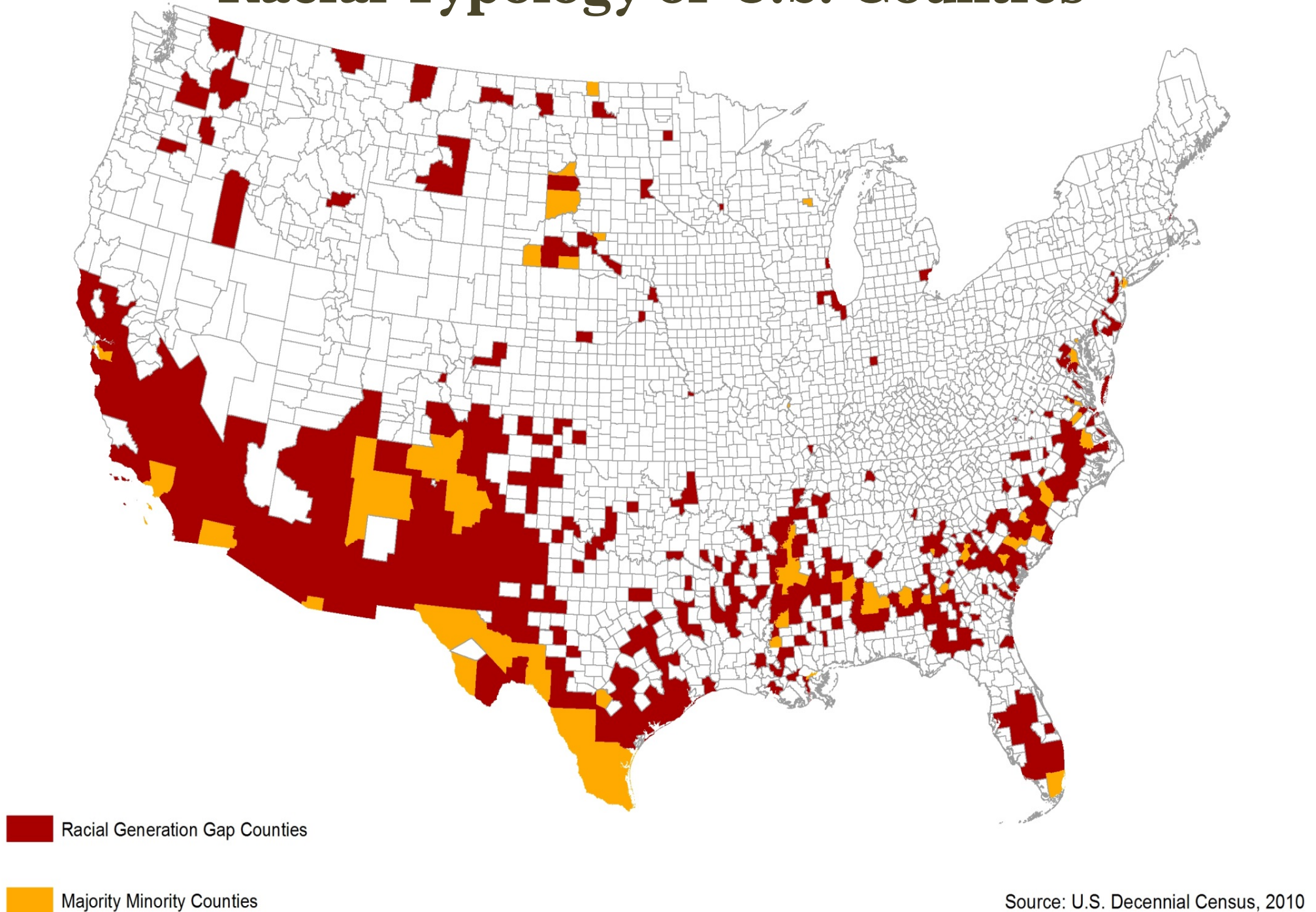
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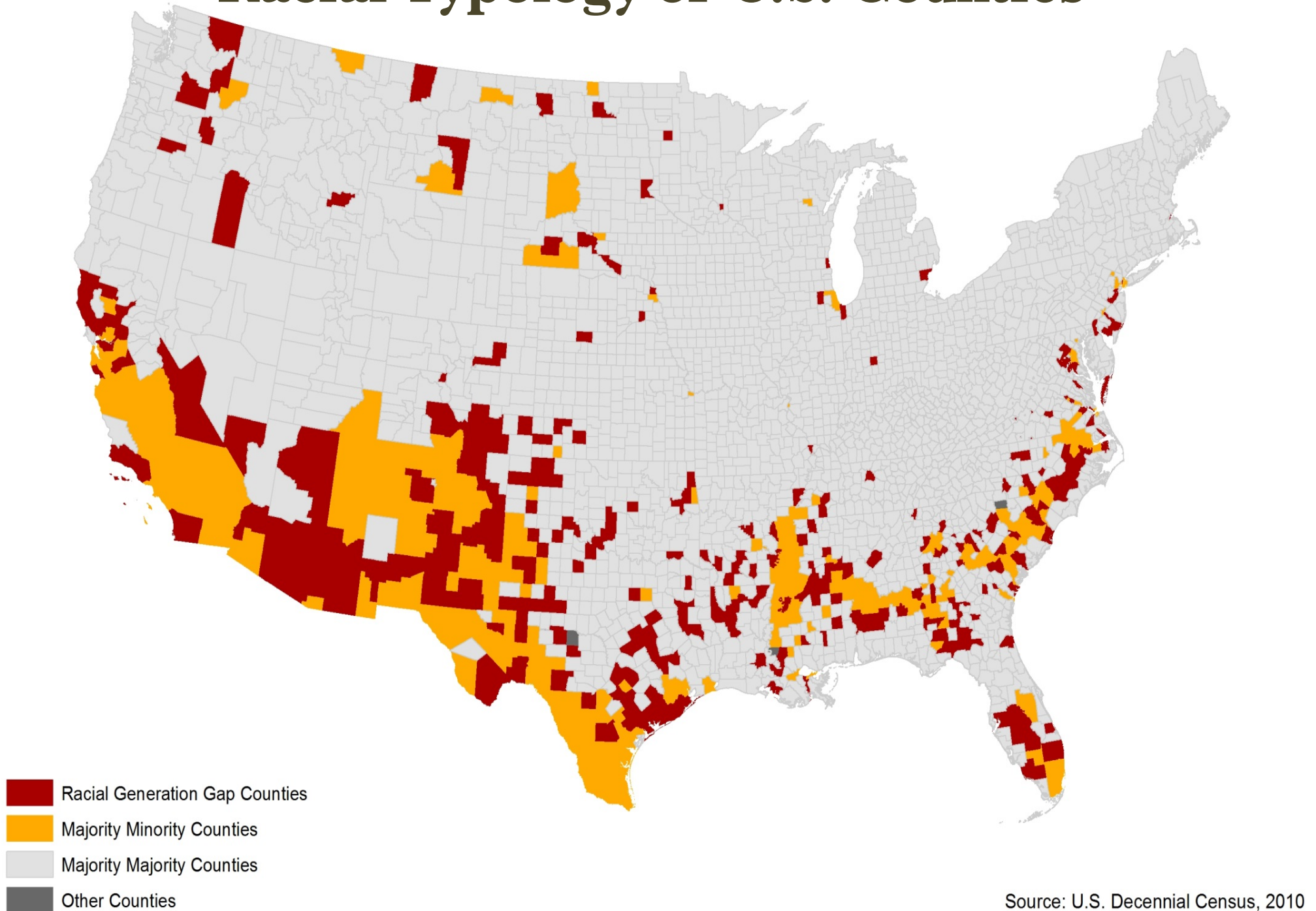
 Racial Generation Gap Counties

Source: U.S. Decennial Census, 2010

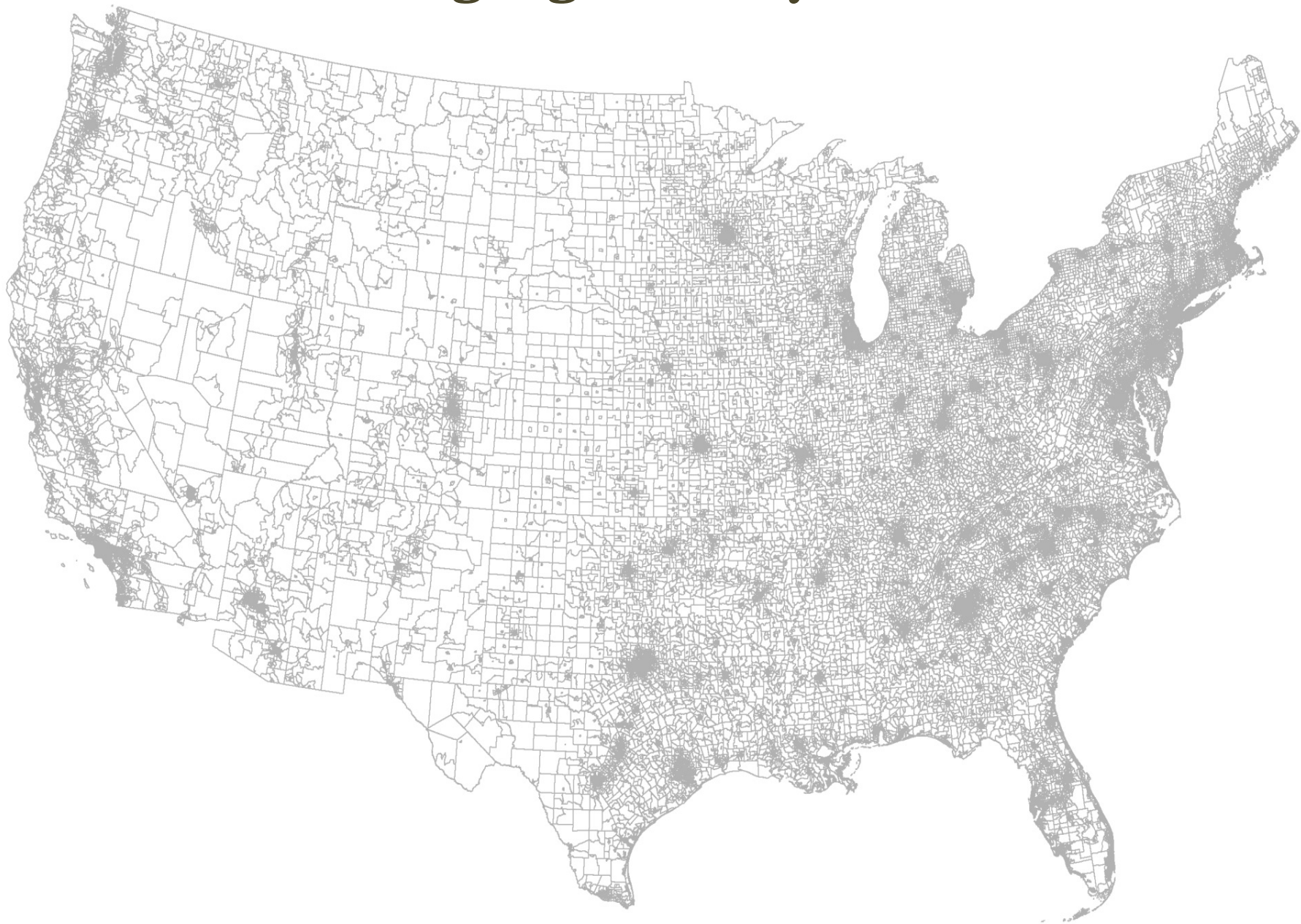
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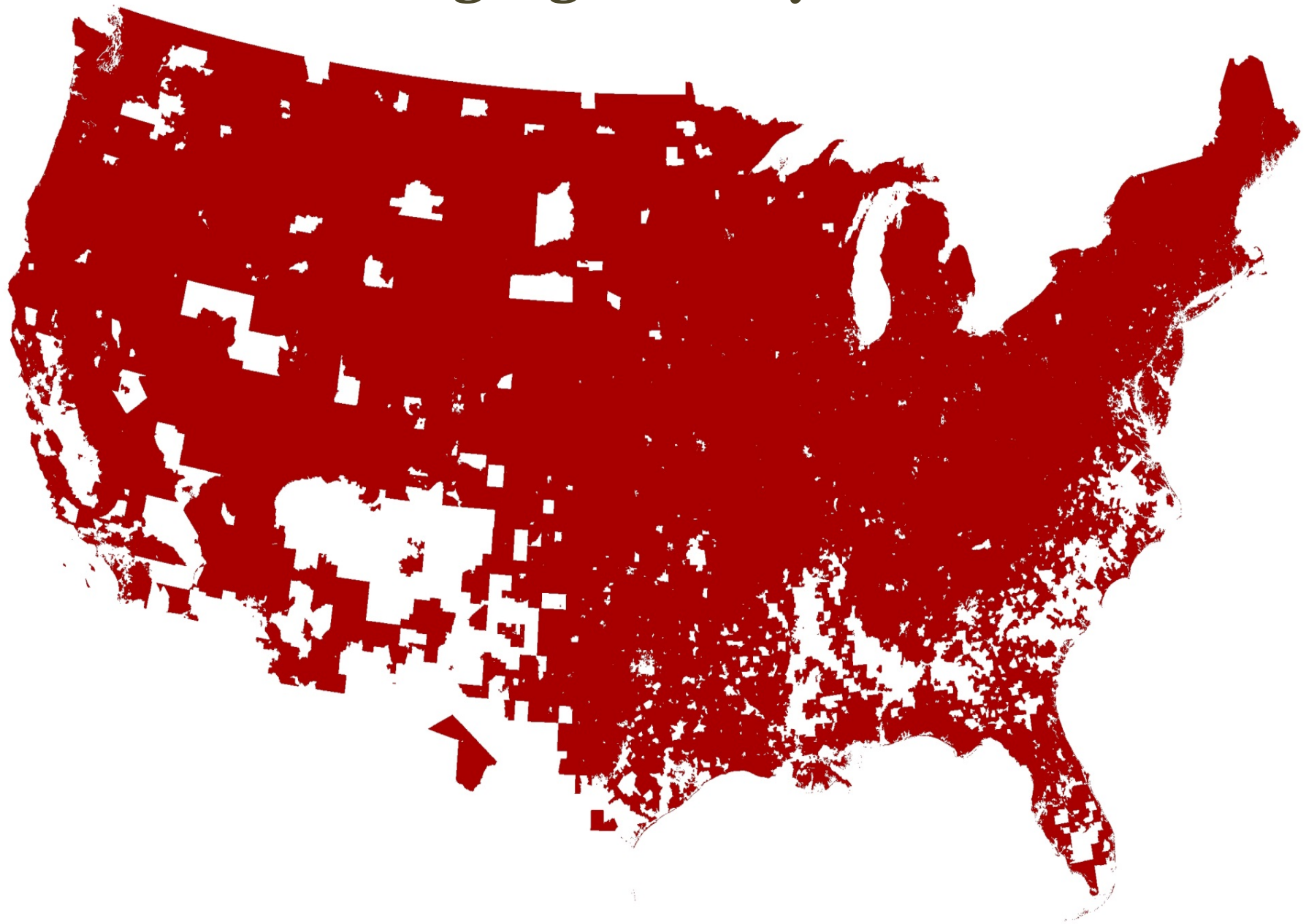
U.S. Racial Segregation by Census Tract




 Census Tracts

Source: U.S. Decennial Census, 2010

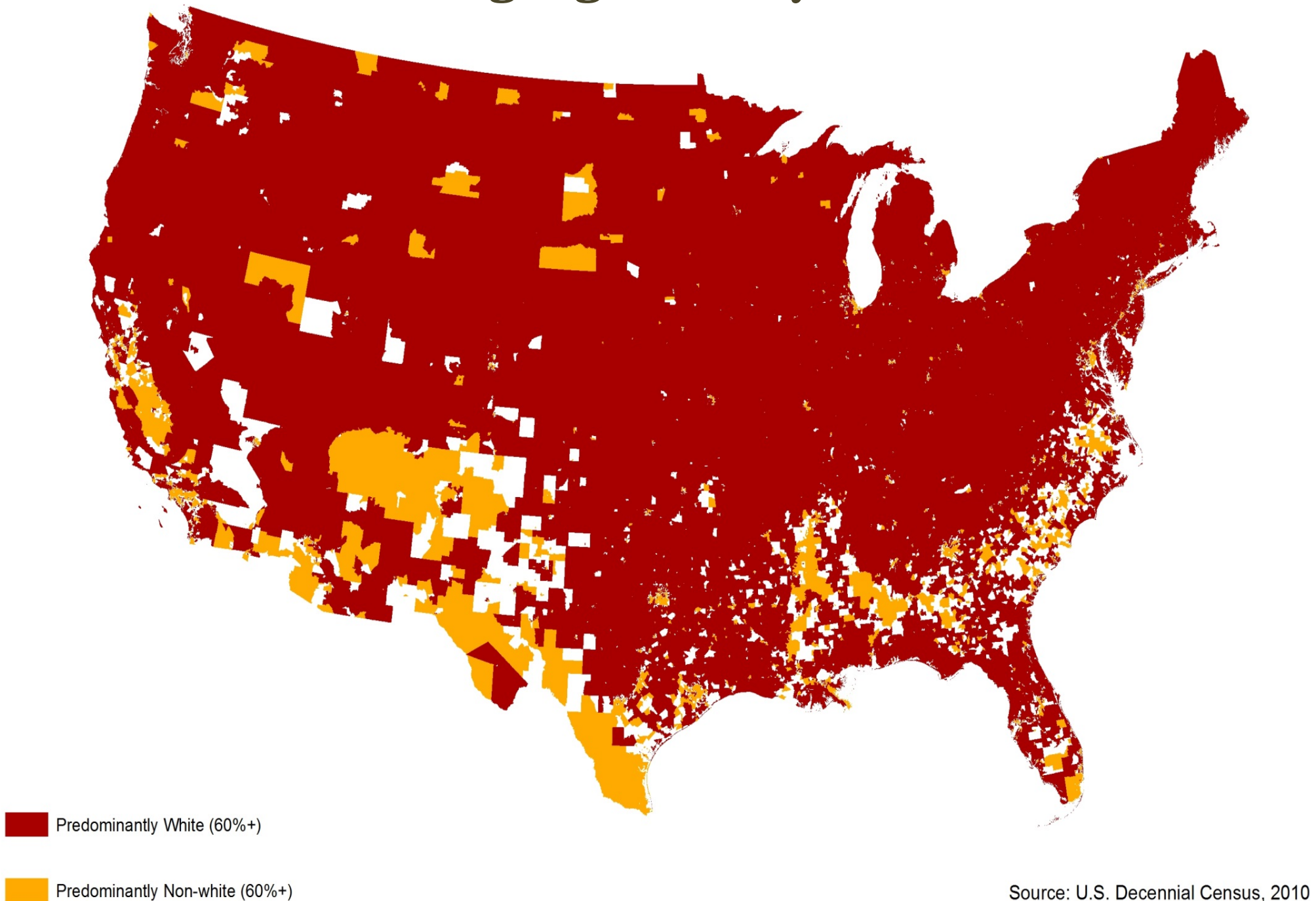
U.S. Racial Segregation by Census Tract



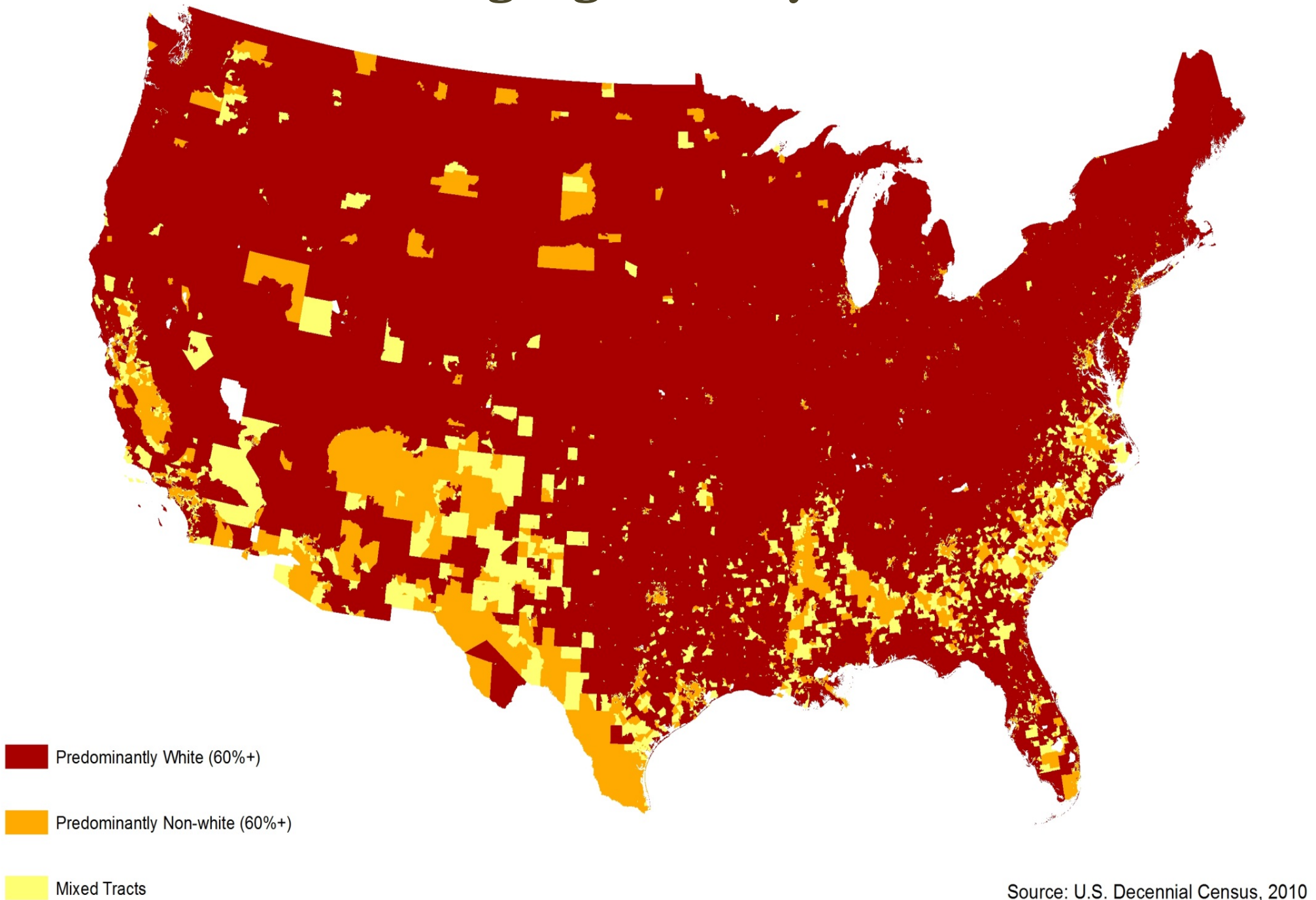
 Predominantly White (60%+)

Source: U.S. Decennial Census, 2010

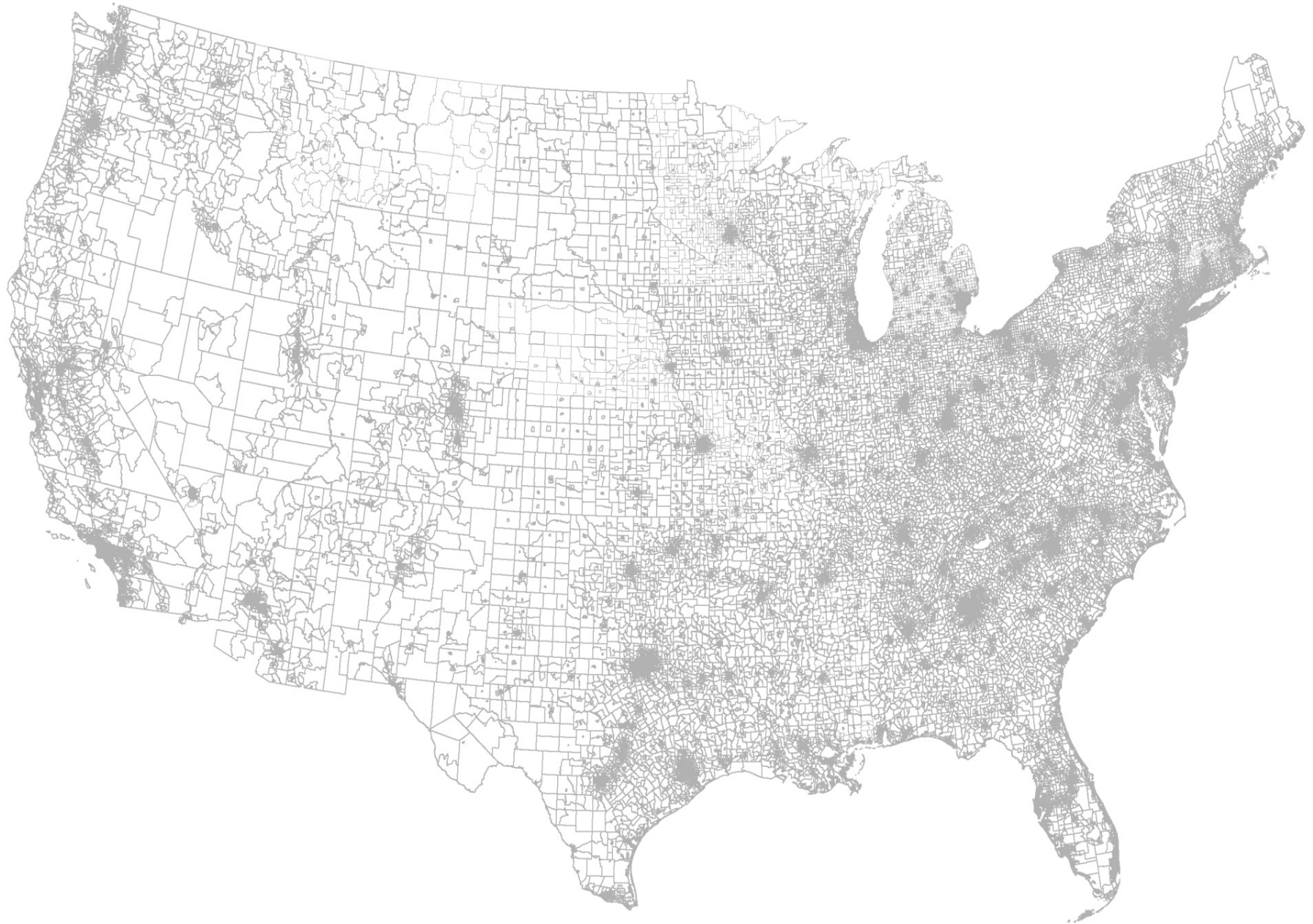
U.S. Racial Segregation by Census Tract




U.S. Racial Segregation by Census Tract



U.S. School Age Poverty by Census Tract



 Census Tracts

Source: U.S. Decennial Census, 2010

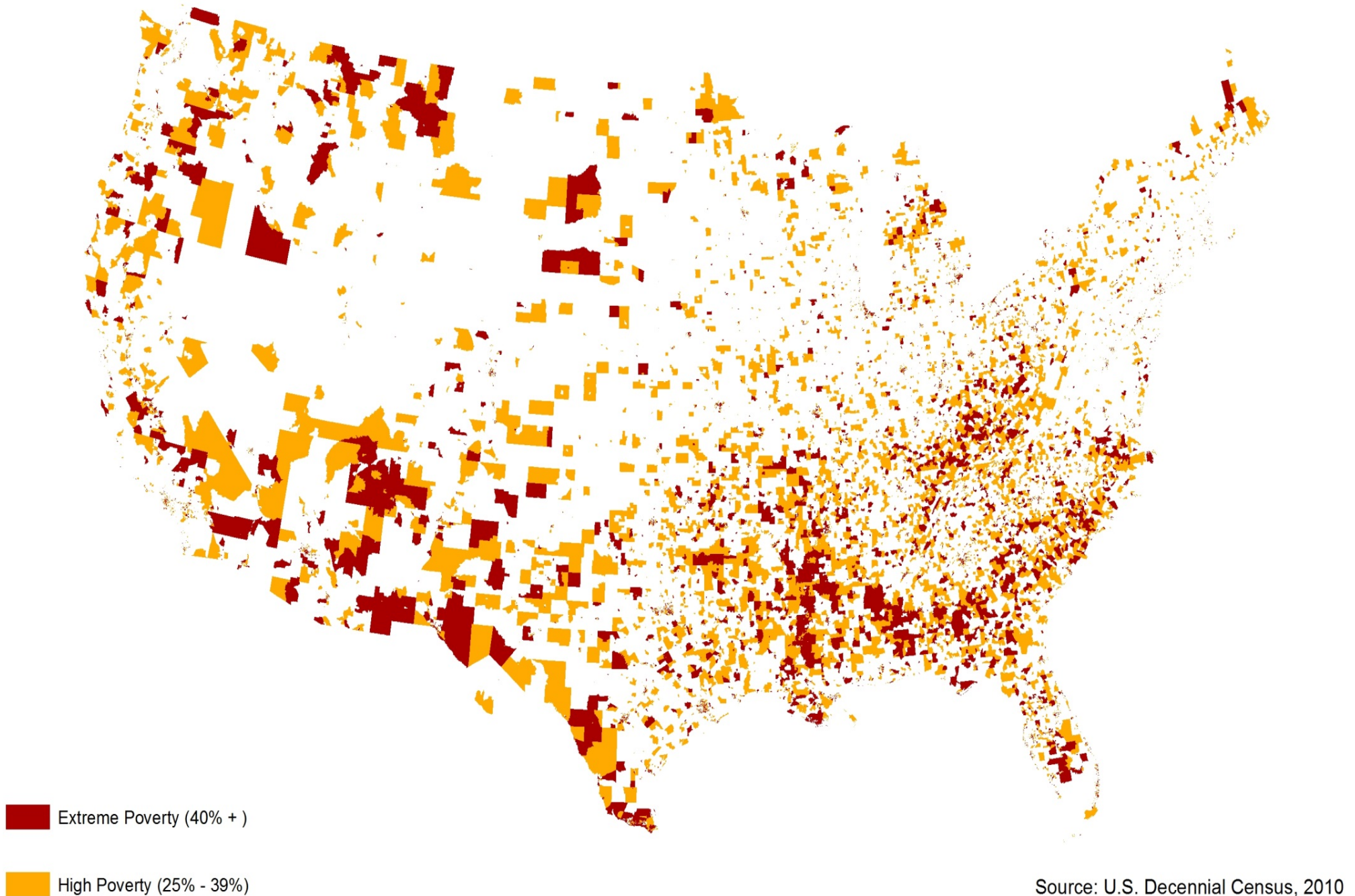
U.S. School Age Poverty by Census Tract



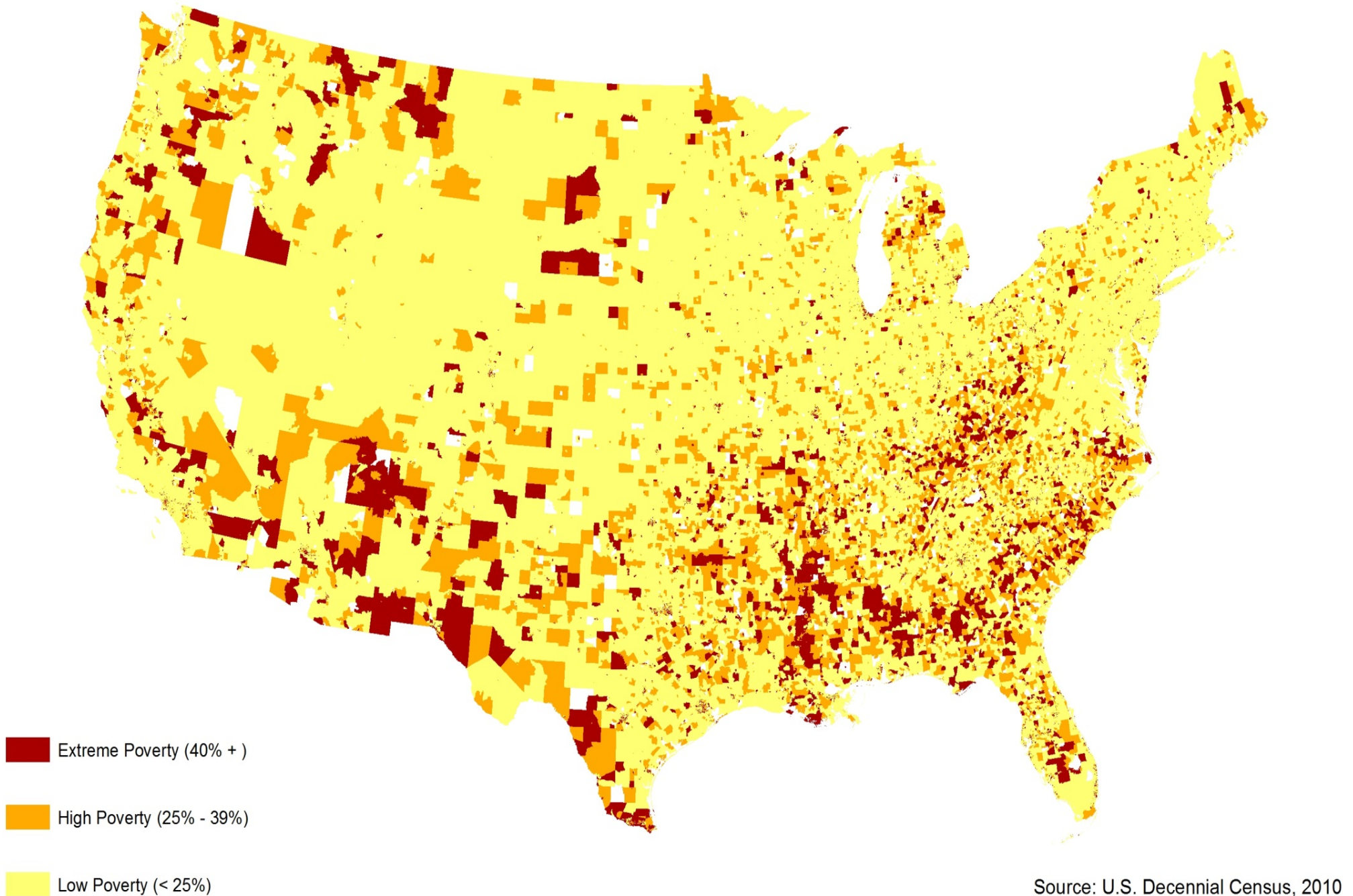
Extreme Poverty (40% +)

Source: U.S. Decennial Census, 2010

U.S. School Age Poverty by Census Tract

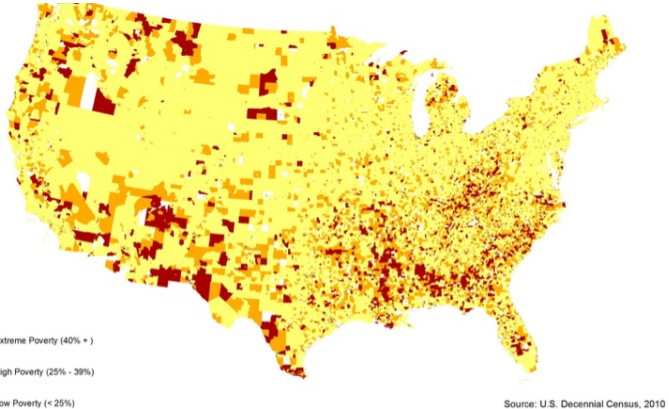
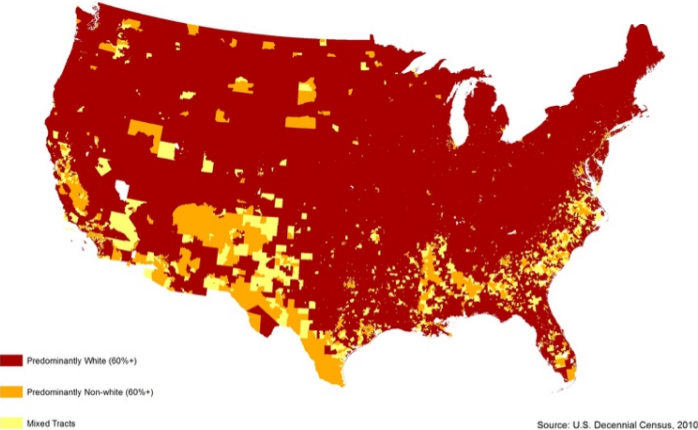
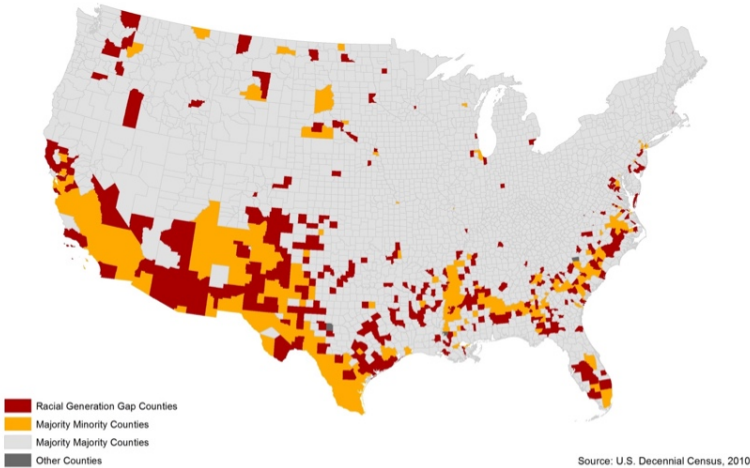


U.S. School Age Poverty by Census Tract



Source: U.S. Decennial Census, 2010

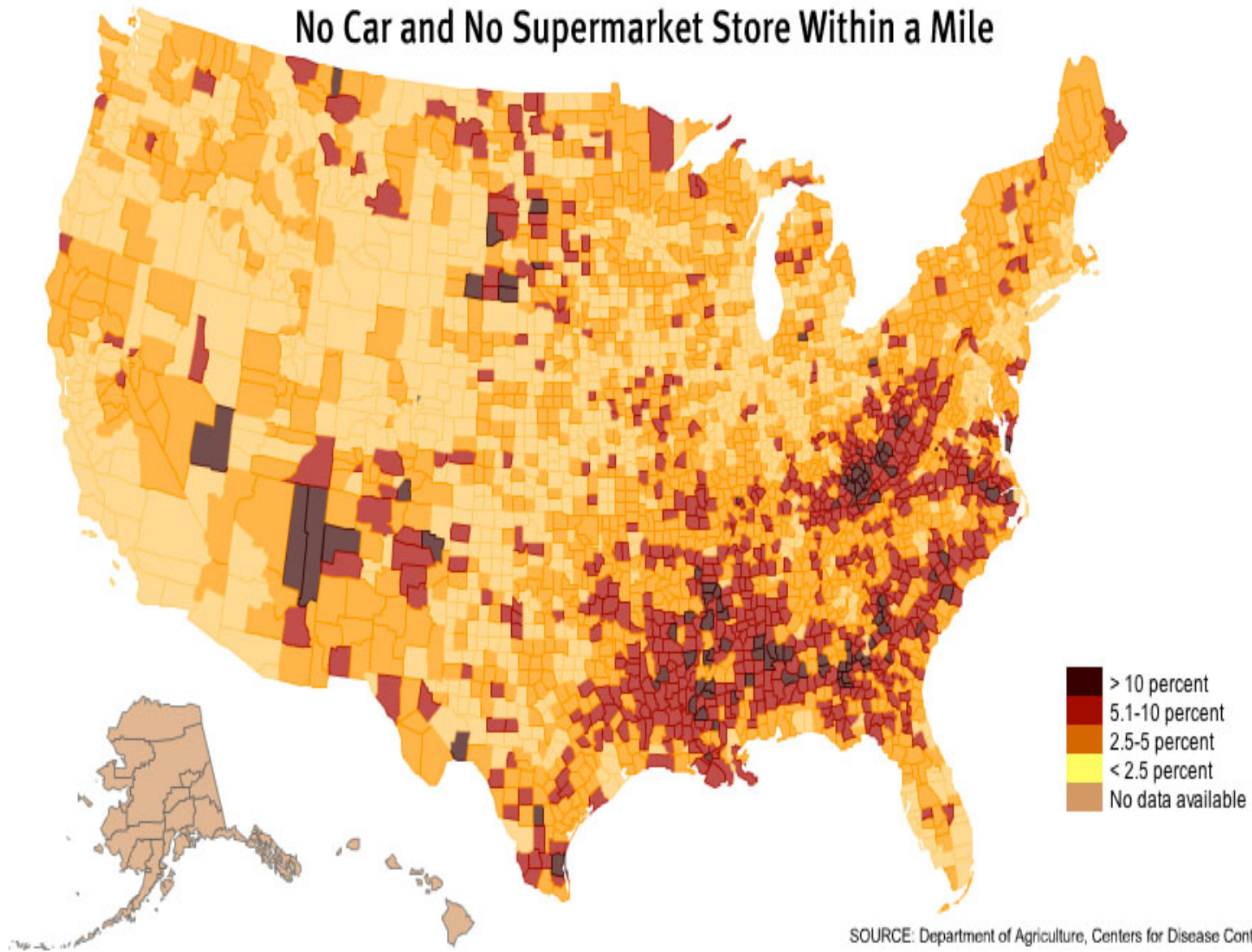
The Triple Whammy of Geographic Disadvantage



Summary Indicators of Exposure

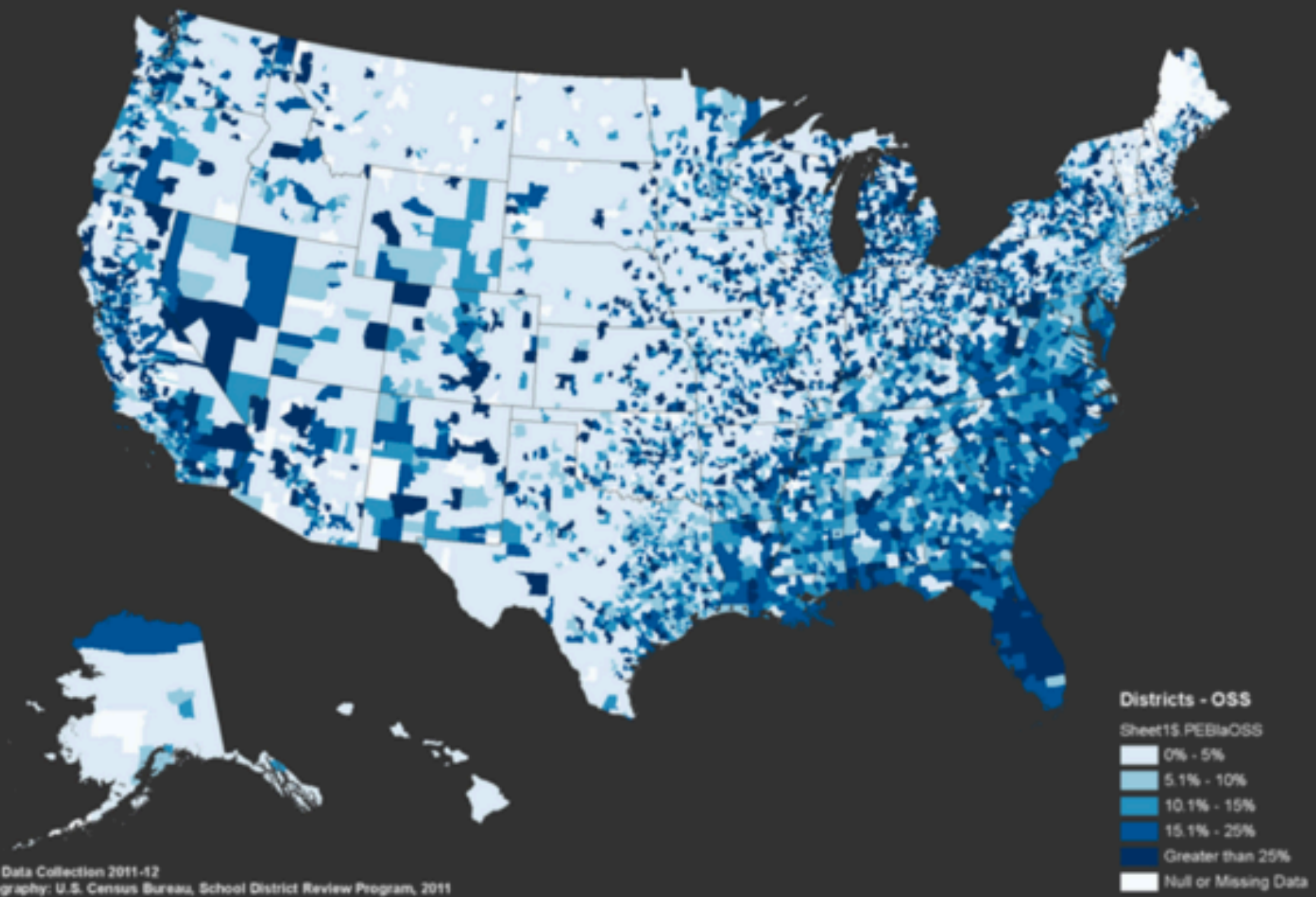
Level of Vulnerability	Number of Youth	Percent Non-White
Triple Whammy	9.8 million	93
Double Whammy	12.2 million	81
Single Whammy	20.0 million	39
No Whammy	32.1 million	24

No Car and No Supermarket Store Within a Mile



SOURCE: Department of Agriculture, Centers for Disease Control

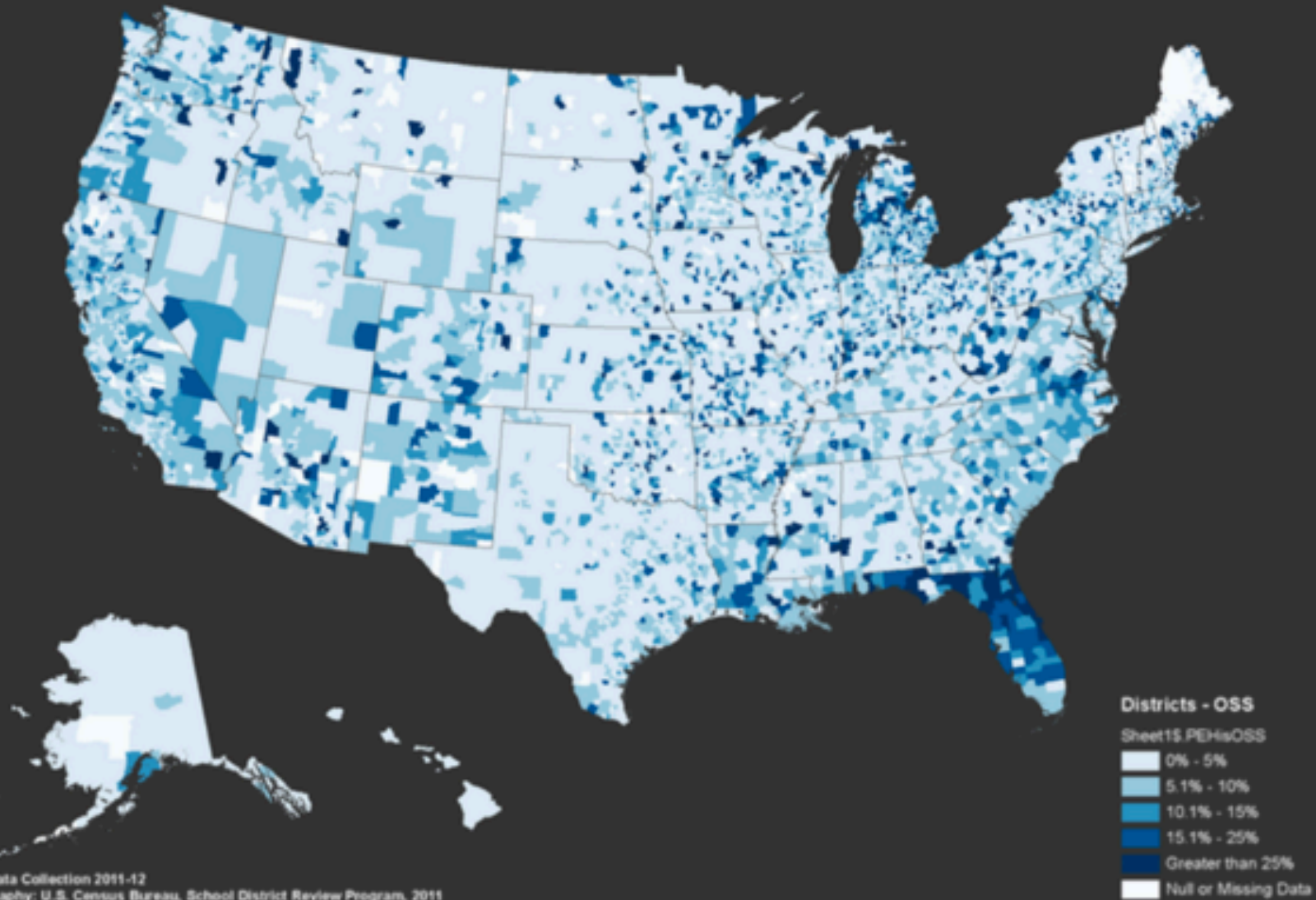
Percent of Black Students who Have Received One or More Out of School Suspensions by District (2011-12)



Civil Rights Data Collection 2011-12
District Geography: U.S. Census Bureau, School District Review Program, 2011

NOTE: For each school district, the percent of students receiving one or more out of school suspensions (OSS) is calculated by dividing the district's cumulative number of students receiving one or more out-of-school suspensions for the entire 2011-2012 school year, by the district's student enrollment based on a count of students taken on a single day between September 27 and December 31. Because race/ethnicity details on OSS are not available for students receiving services under 504, the OSS percentages reported for students with disabilities are restricted to data for students receiving services under IDEA.

Percent of Hispanic Students who Have Received
One or More Out of School Suspensions by District (2011-12)

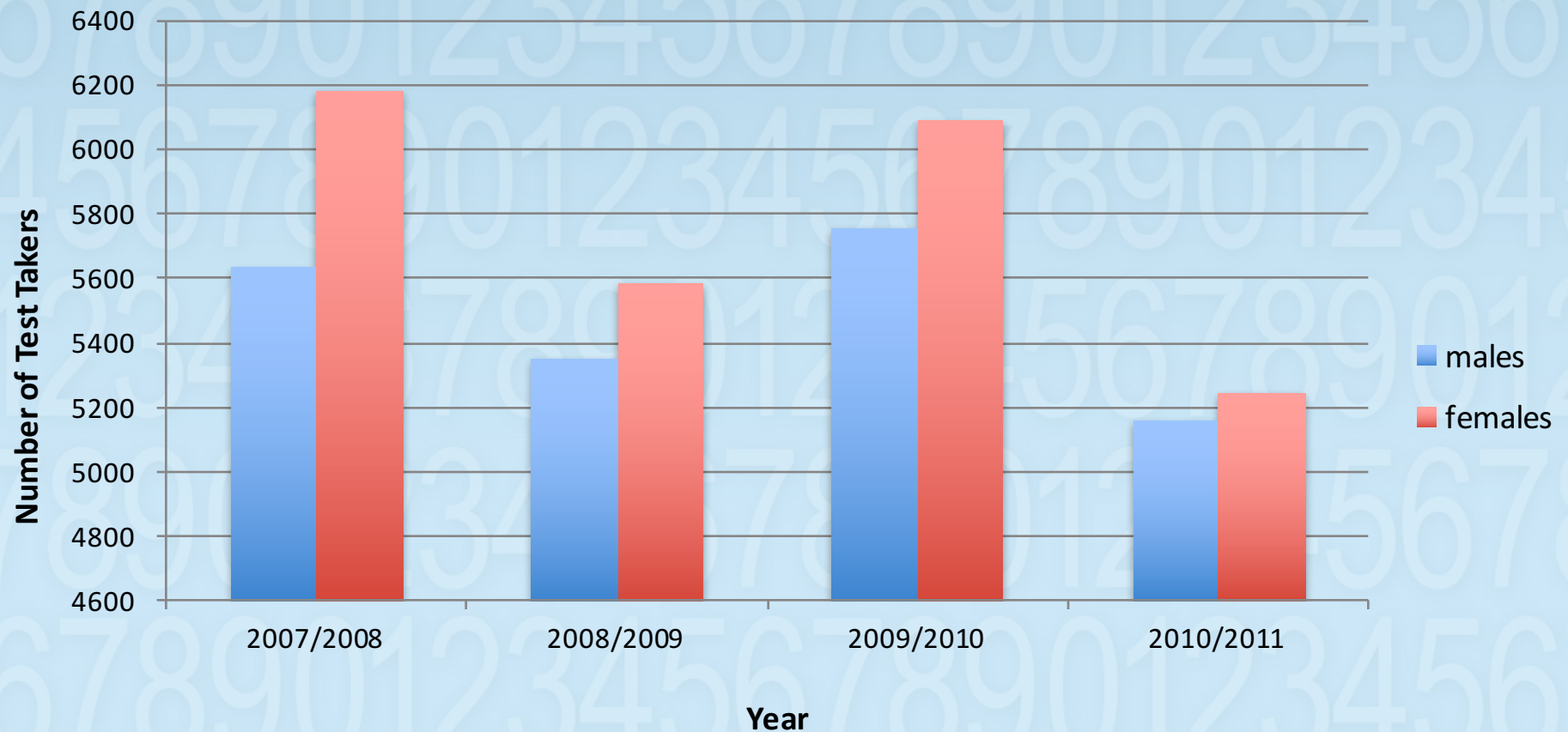


Civil Rights Data Collection 2011-12
District Geography: U.S. Census Bureau, School District Review Program, 2011

NOTE: For each school district, the percent of students receiving one or more out of school suspensions (OSS) is calculated by dividing the district's cumulative number of students receiving one or more out-of-school suspensions for the entire 2011-2012 school year, by the district's student enrollment based on a count of students taken on a single day between September 27 and December 31. Because race/ethnicity details on OSS are not available for students receiving services under 504, the OSS percentages reported for students with disabilities are restricted to data for students receiving services under IDEA.

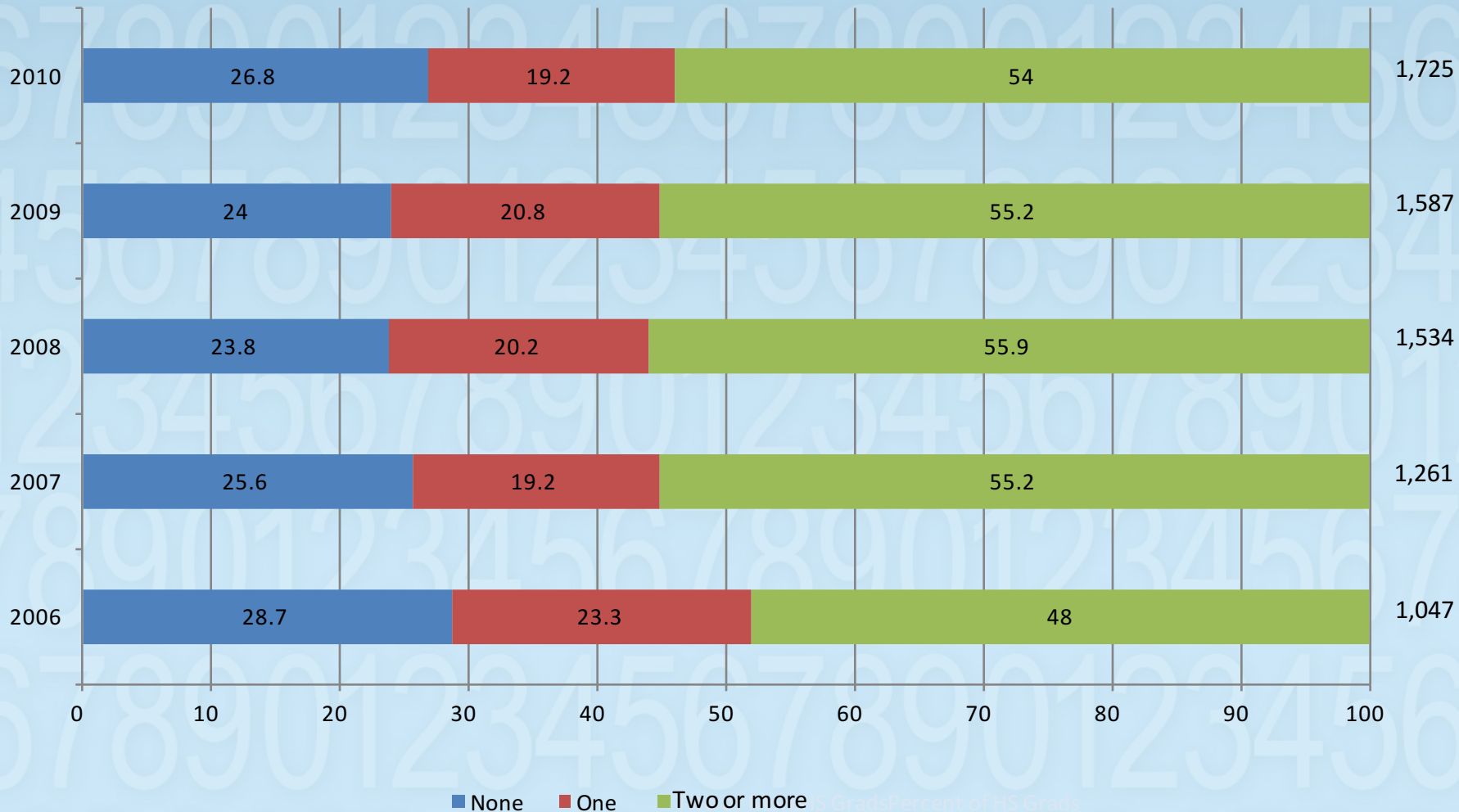
Male-Female Presence Disparity

Total Number of EOC Test Takers



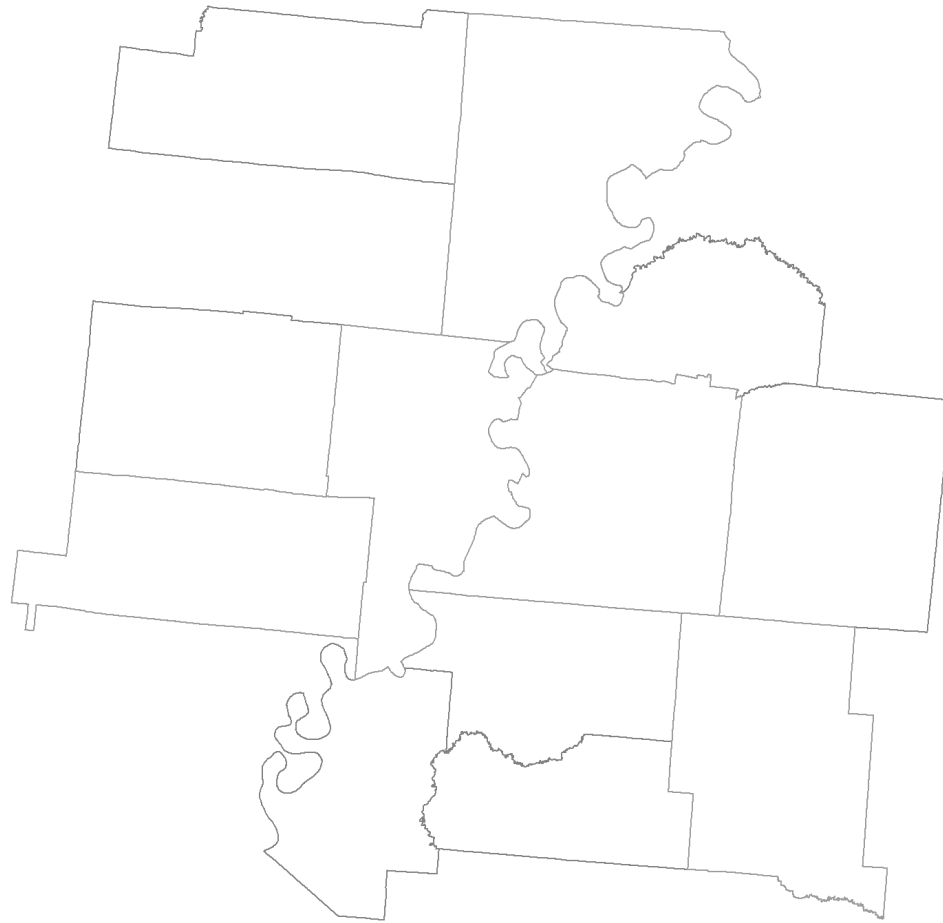
Graph shows total number of male and female students tested of 6 LEAs (Bertie, Bladen, Duplin, Halifax, Northampton, and Pamlico)


Percent of High School Graduates Requiring Remedial Course Work



**The Delta Region
Triple Whammy**

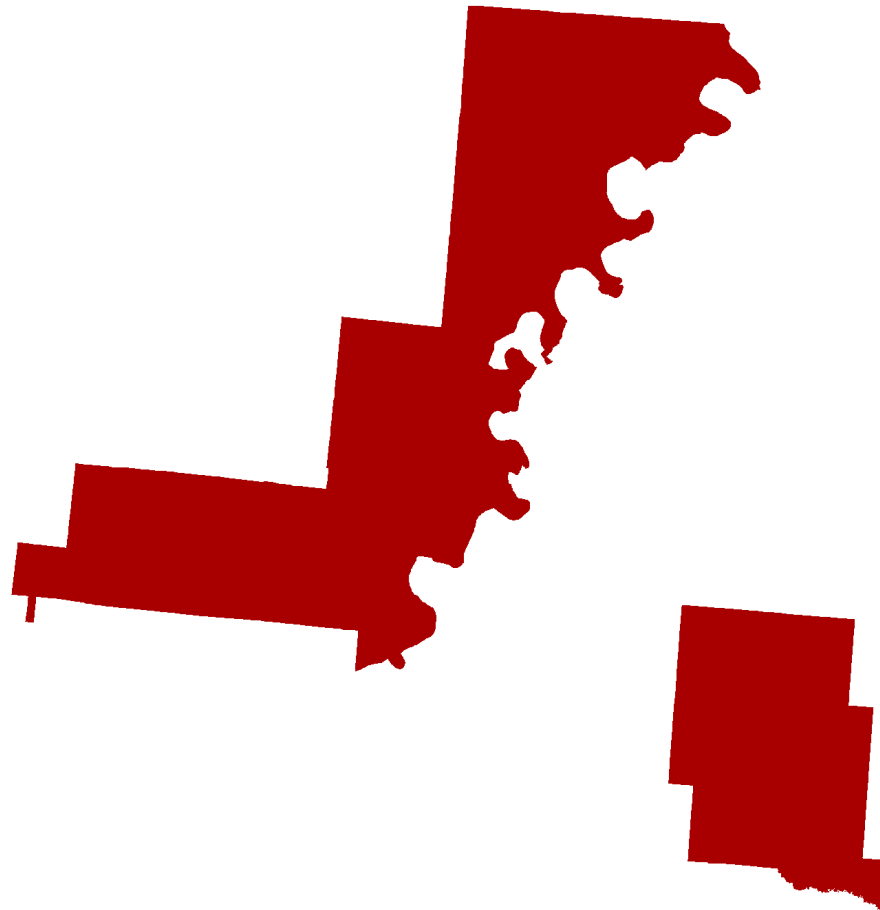
Racial Typology of the Delta Region




 Counties

Source: U.S. Decennial Census, 2010

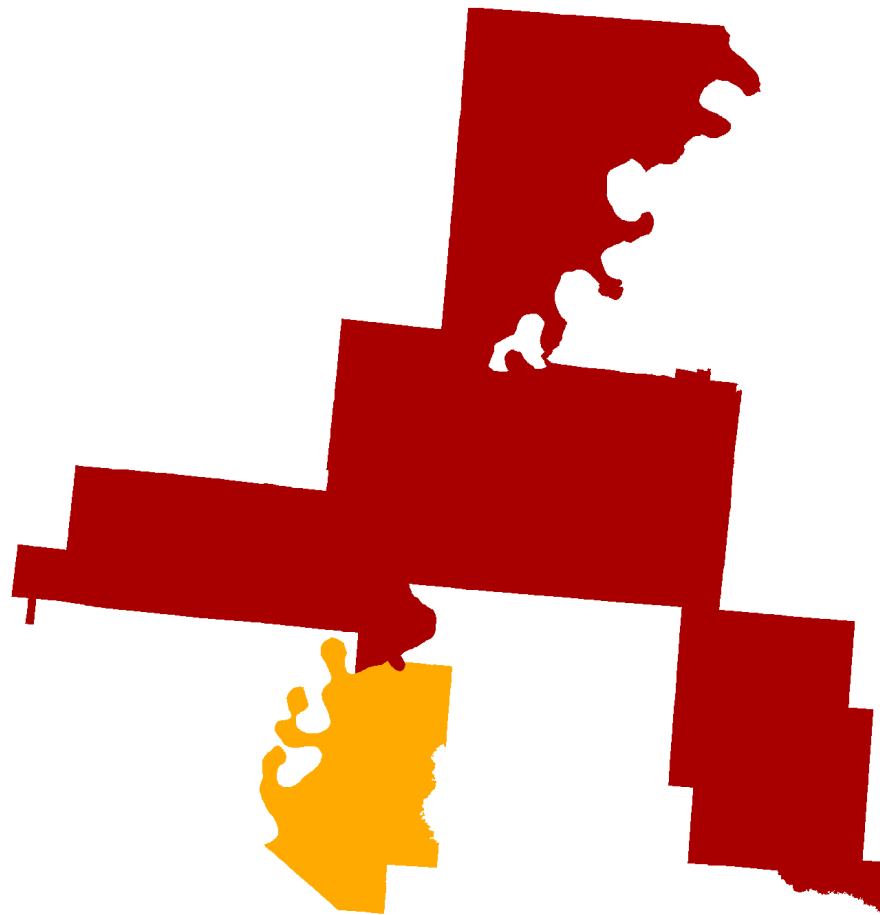
Racial Typology of the Delta Region





 Racial Generation Gap Counties

Source: U.S. Decennial Census, 2010

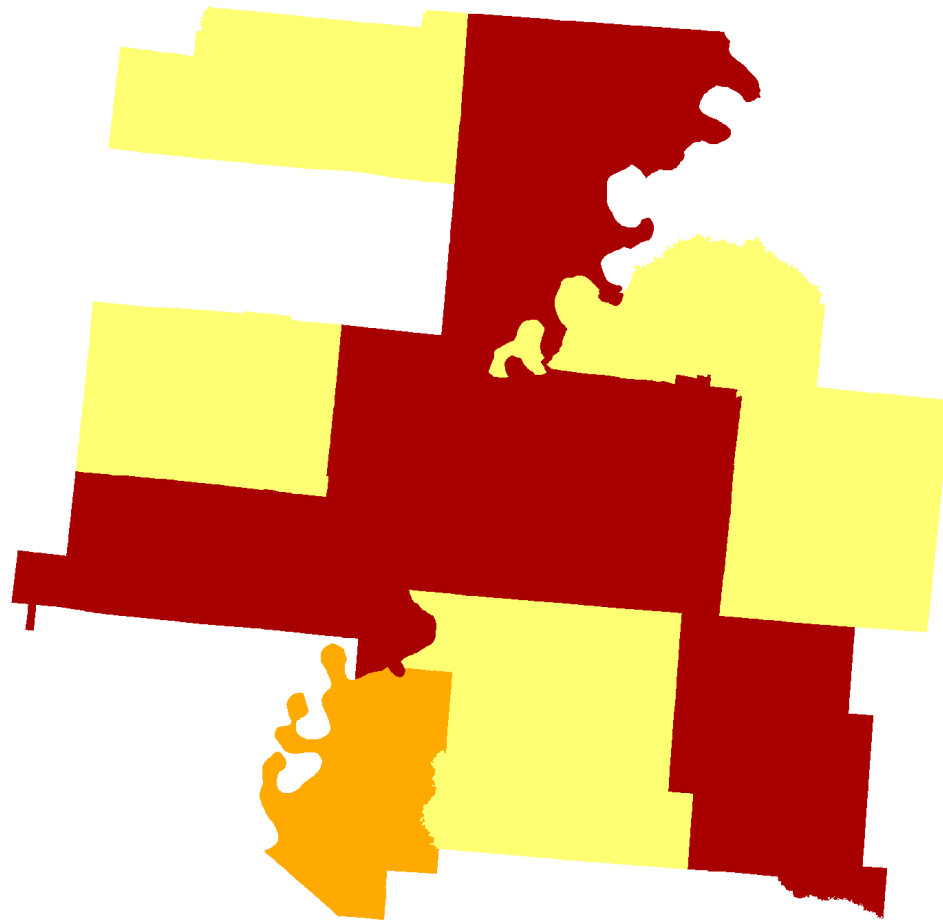
Racial Typology of the Delta Region



 Racial Generation Gap Counties
 Majority Minority Counties

Source: U.S. Decennial Census, 2010

Racial Typology of the Delta Region

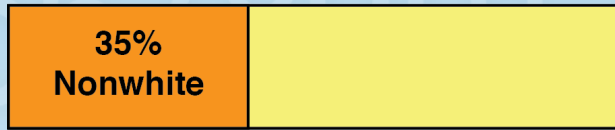


- Racial Generation Gap Counties
- Majority Minority Counties
- Majority Majority Counties

Source: U.S. Decennial Census, 2010

Distribution of School Age Population by Racial County Typology

Majority Majority Counties
108,228



White 65%
Black 25%
Asian 1%
Hispanic 6%
Two or more 3%



Majority Minority
3,517



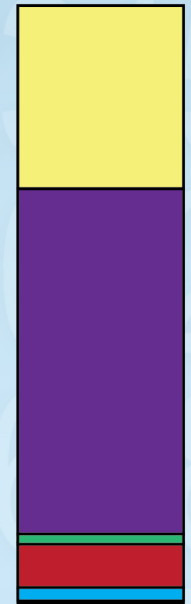
White 9%
Black 77%
Two or more 1%



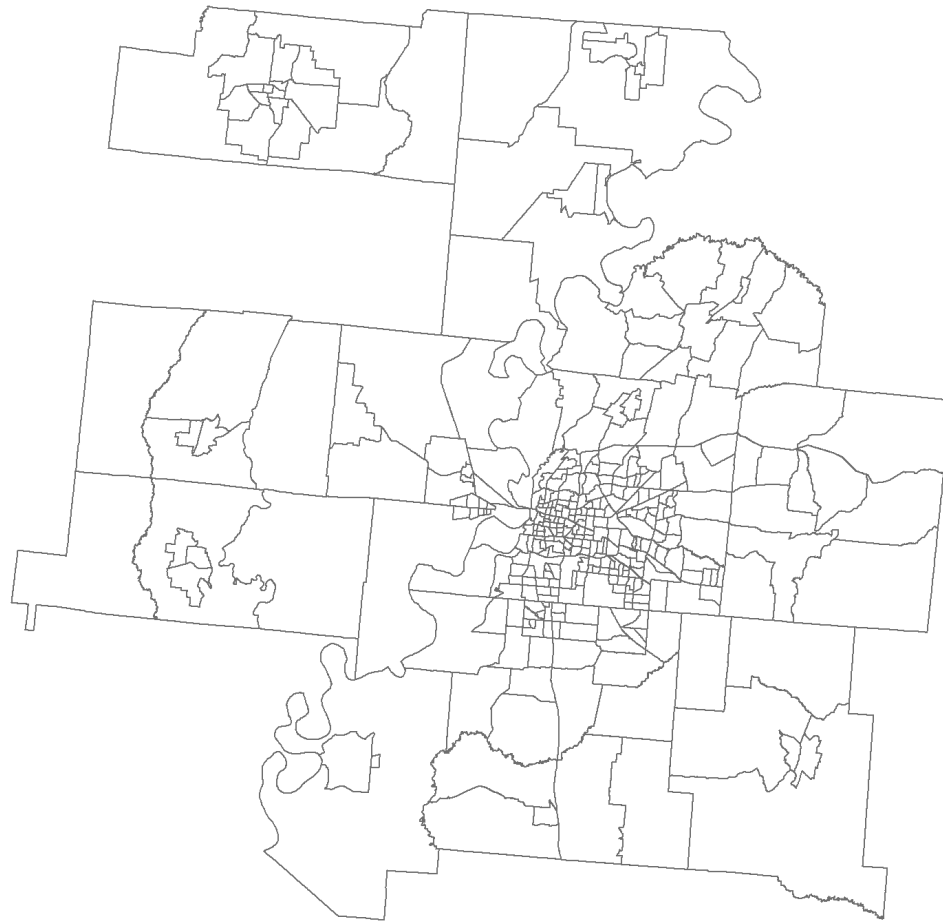
Racial Generation Gap
239,535




White 30%
Black 58%
Asian 2%
Hispanic 7%
Two or more 3%



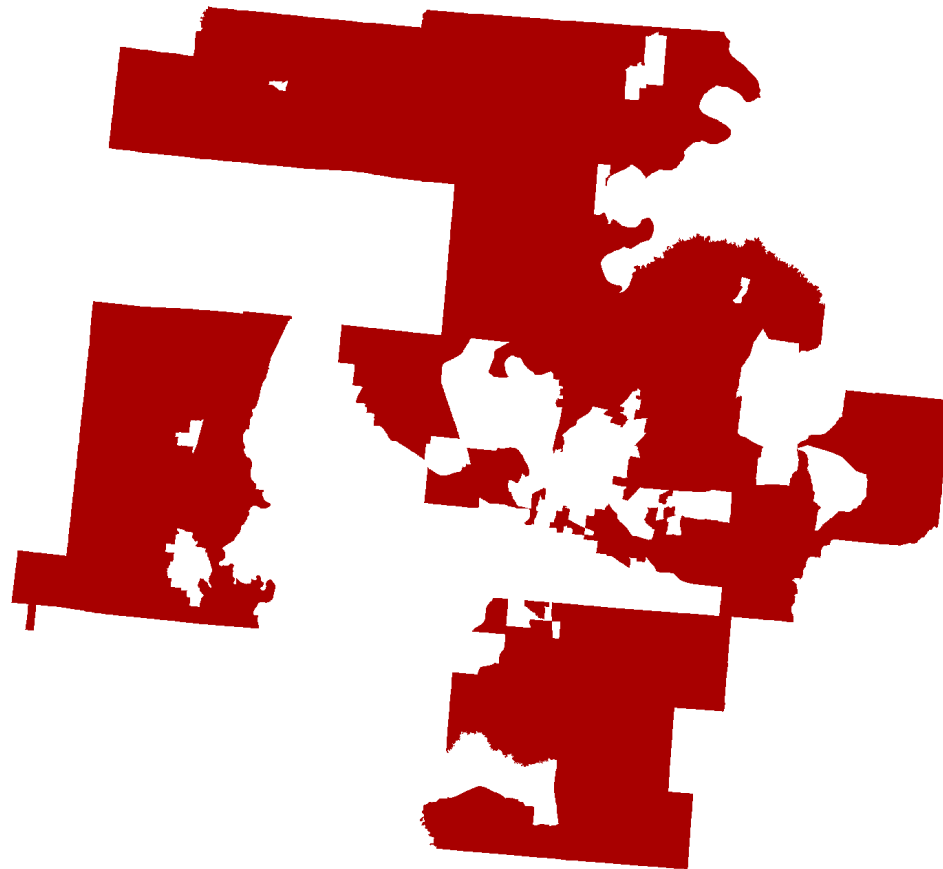
The Delta Region Segregation by Census Tract




 Census Tracts

Source: U.S. Decennial Census, 2010

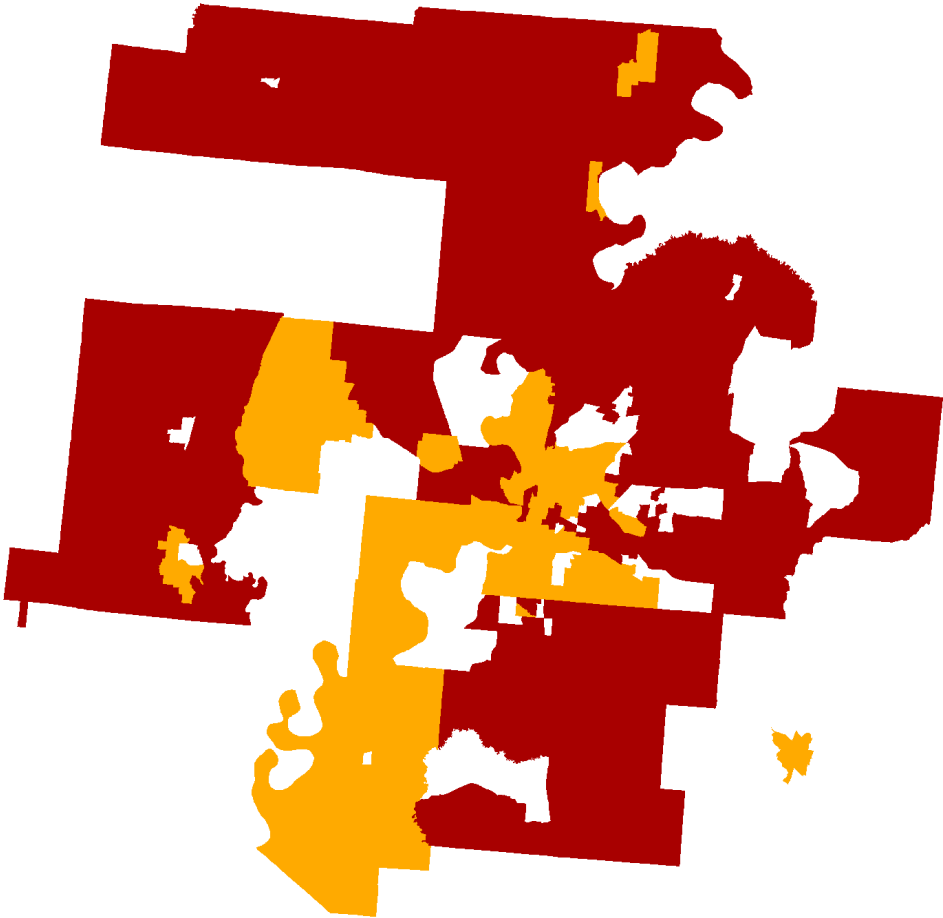
The Delta Region Segregation by Census Tract



 Predominantly White (60 % +)

Source: U.S. Decennial Census, 2010

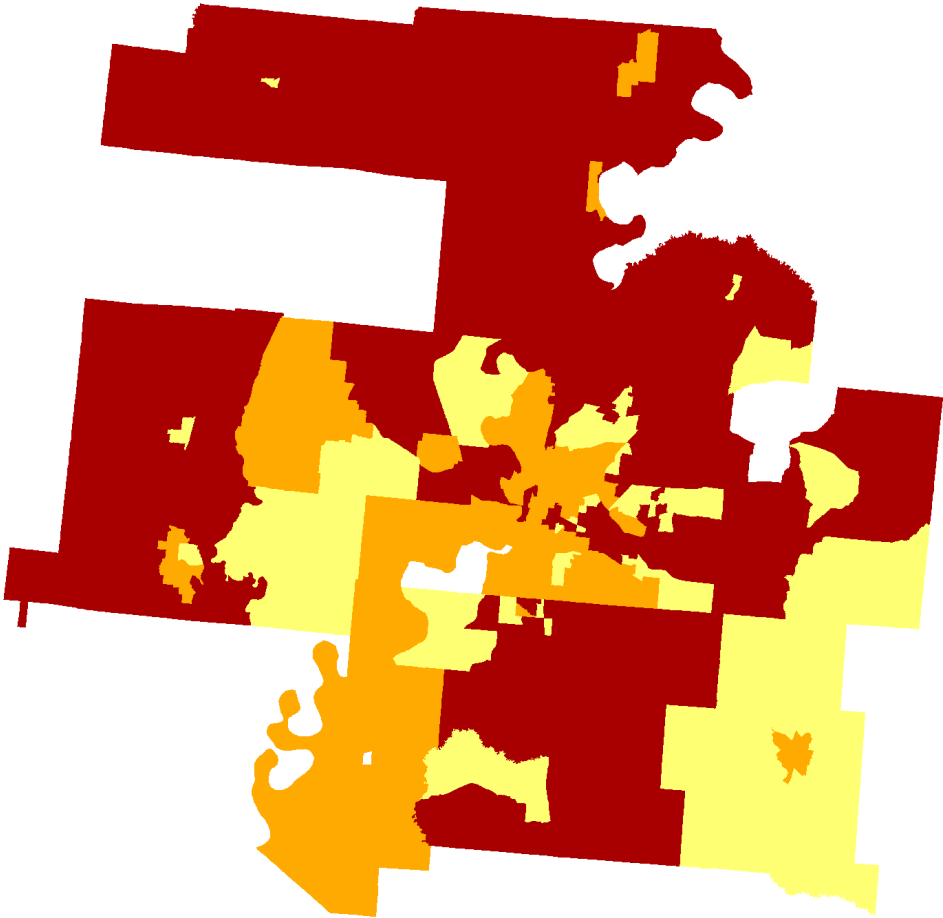
The Delta Region Segregation by Census Tract



- Predominantly White (60% +)
- Predominantly Non-White (60% +)

Source: U.S. Decennial Census, 2010

The Delta Region Segregation by Census Tract

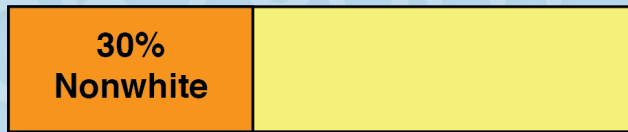


- Predominantly White (60 % +)
- Predominantly Non-White (60% +)
- Mixed Tracts

Source: U.S. Decennial Census, 2010

Distribution of School Age Population by Race and Level of Neighborhood Segregation

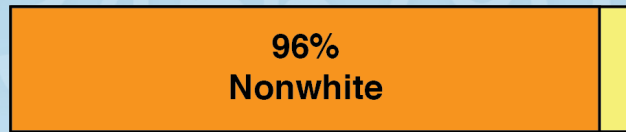
Predominantly White
185,028



White 70%
Black 19%
Asian 2%
Hispanic 5%
Two or more 3%



Predominantly Non-White
159,015



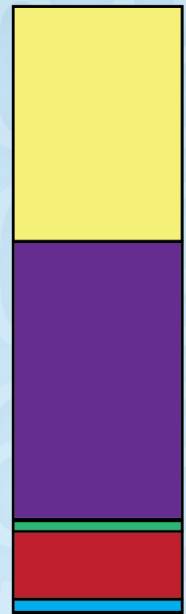
White 4%
Black 86%
Asian 1%
Hispanic 7%
Two or more 2%



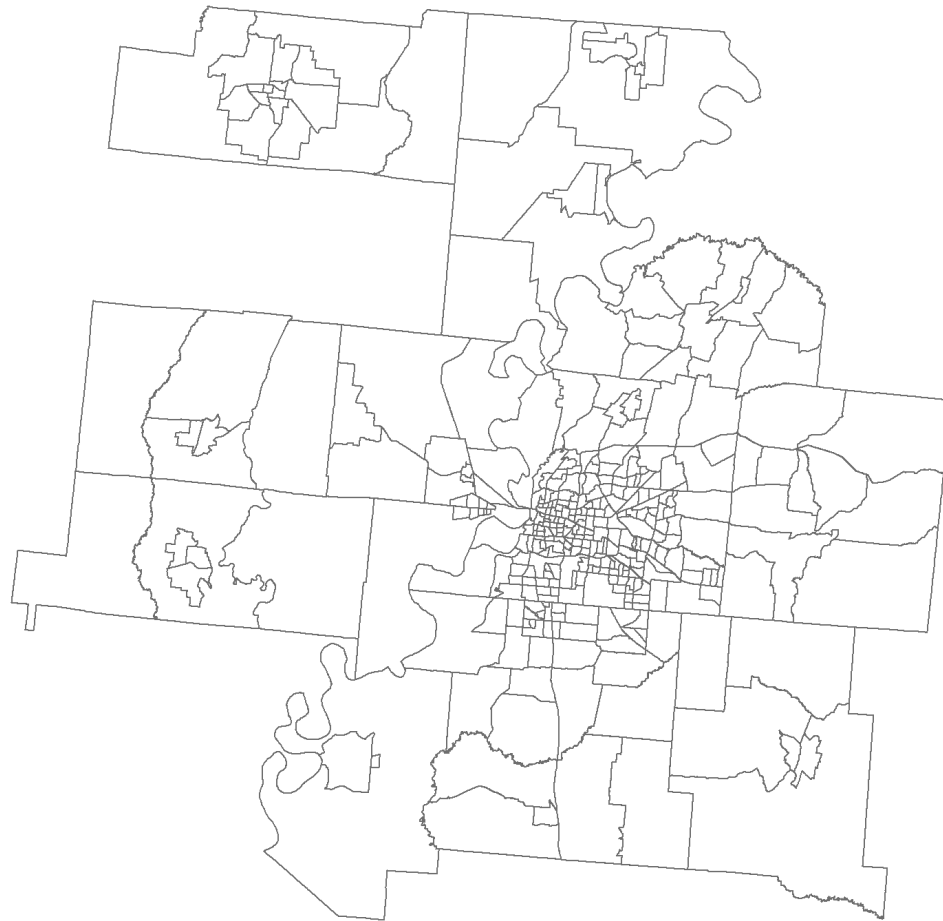
Mixed Tracts
52,237




White 40%
Black 44%
Asian 3%
Hispanic 12%
Two or more 4%



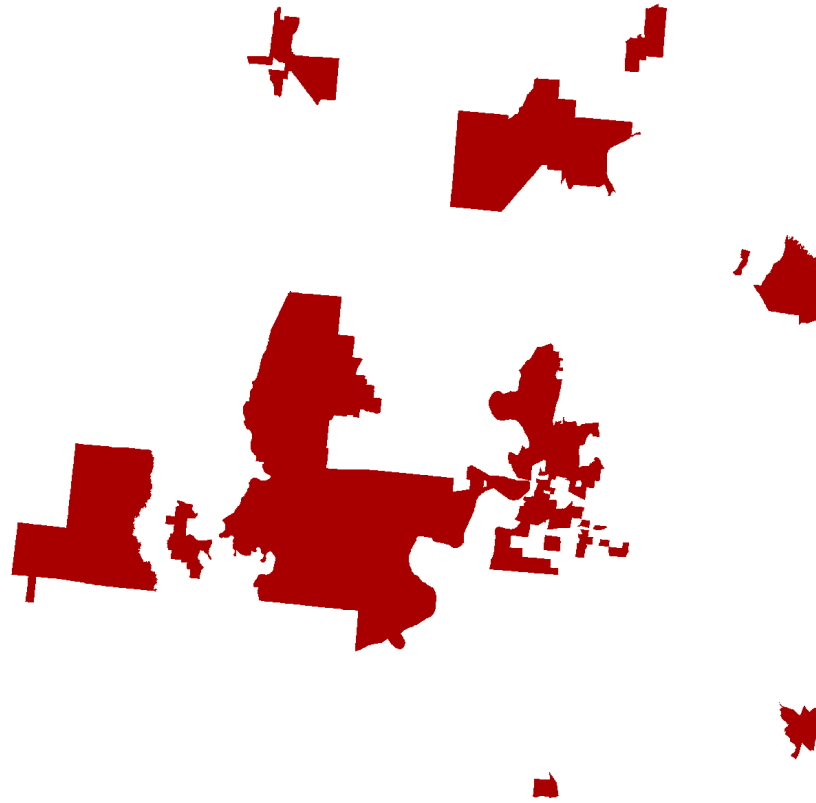
The Delta Region Poverty by Census Tract




 Census Tracts

Source: U.S. Decennial Census, 2010

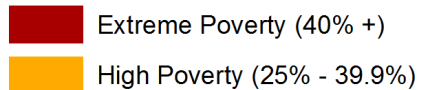
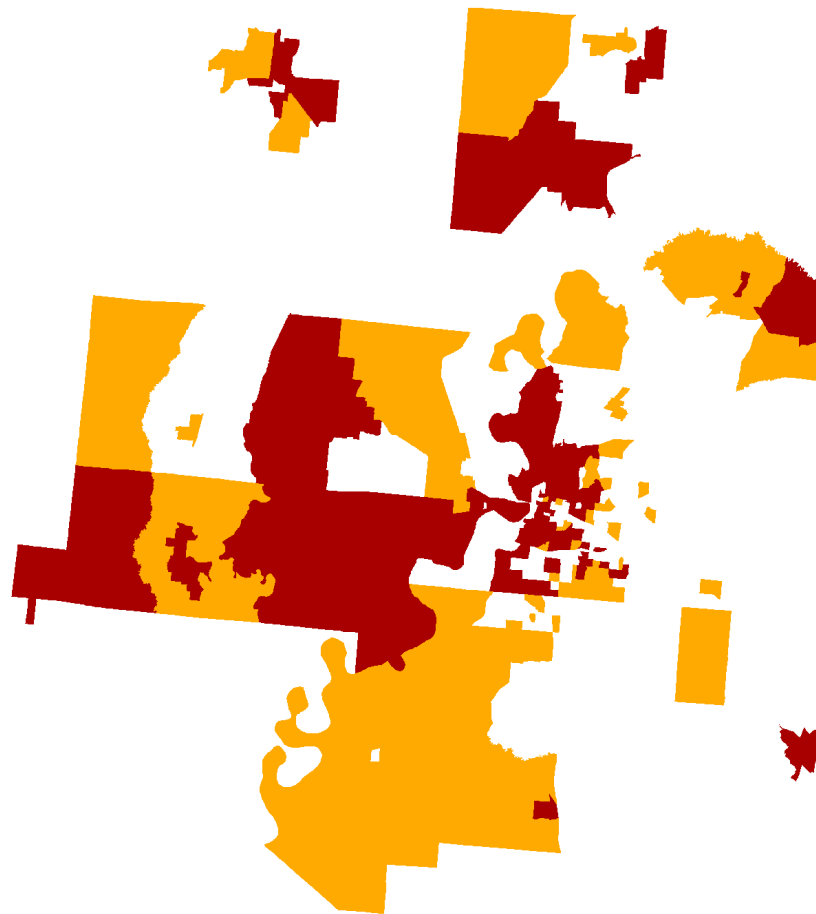
The Delta Region Poverty by Census Tract



 Extreme Poverty (40% +)

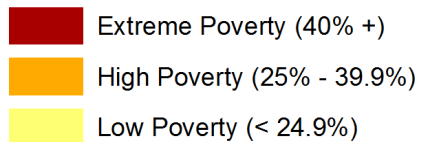
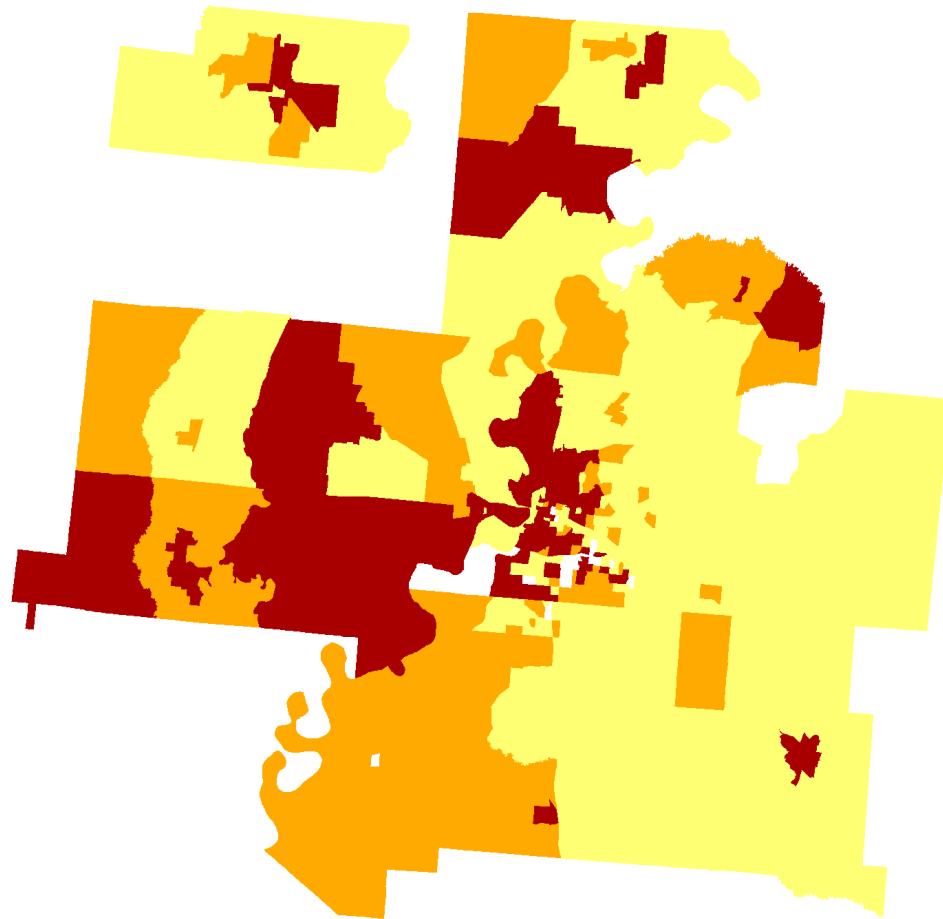
Source: U.S. Decennial Census, 2010

The Delta Region Poverty by Census Tract



Source: U.S. Decennial Census, 2010

The Delta Region Poverty by Census Tract



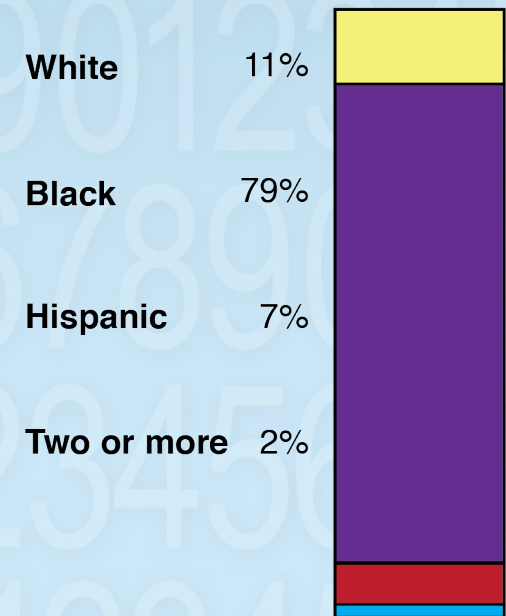
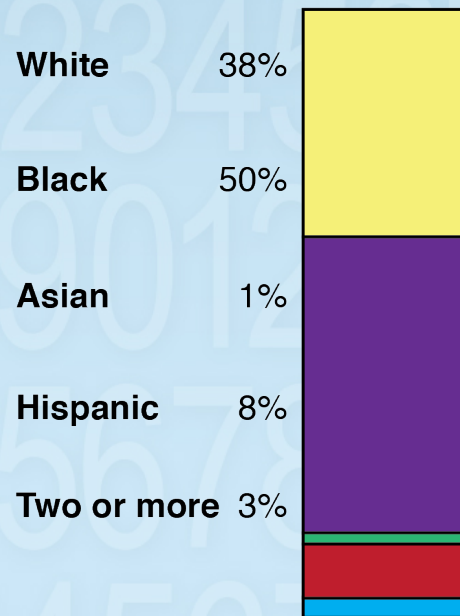
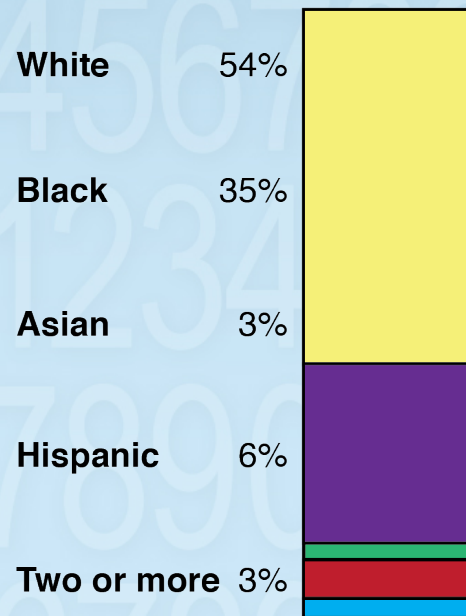
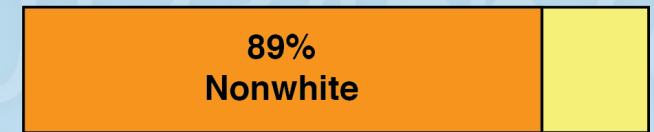
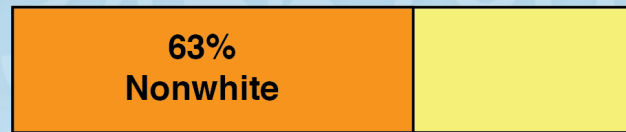
Source: U.S. Decennial Census, 2010

Distribution of School Age Population by Race and Level of Neighborhood Poverty

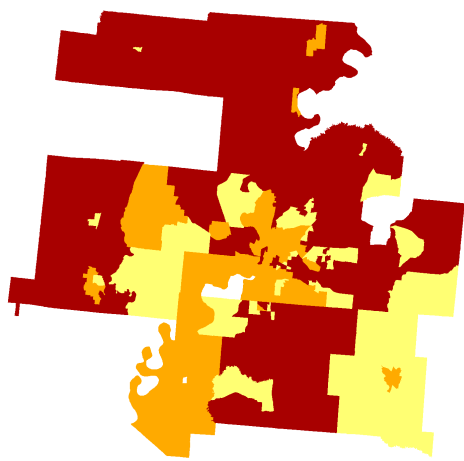
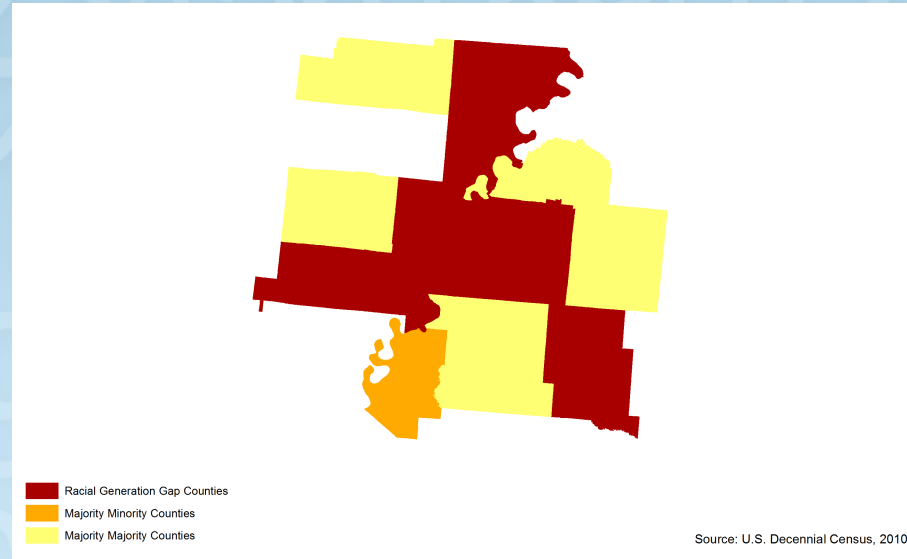
Low Poverty Areas
222,649

High Poverty Areas
67,592

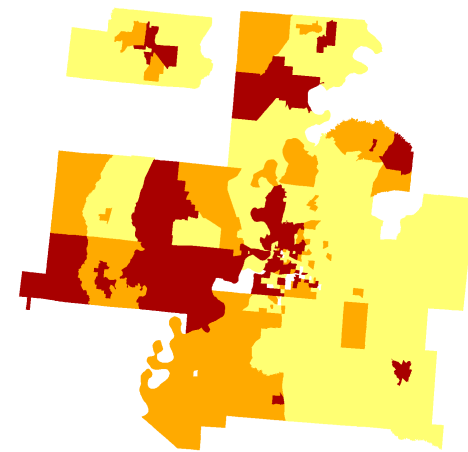
Extreme Poverty Areas
111,039



The Triple Whammy of Geographic Disadvantage Delta Region



Source: U.S. Decennial Census, 2010



Source: U.S. Decennial Census, 2010

A photograph of four diverse students in a chemistry laboratory. They are gathered around a table with several Erlenmeyer flasks containing colored liquids (orange, green, blue, and yellow). The students are smiling and have their hands raised in the air, suggesting an active learning environment. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "Education is Necessary".

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 .
- Establish stronger ties with K-20 education to ensure that students graduate with the requisite skills to add value and enhance your 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.

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

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

THE END





region**smart**

The 2016 Regional Strategy Summit
Powered by the **Mid-South Mayors' Council**

