Millennials and the Changing Demographics of our Southern Region

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Kentucky State Data Center
University of Louisville
Agenda

- Characteristics of the young adult (millennial) population
- Other significant demographic phenomenon
  - Population aging
  - Growth in foreign born population
  - Increasing educational attainment
What is a Millennial???

- Generally, individuals born within the period between 1980 and 2000 (or so)
- Somewhat larger than prior or succeeding generations because of the “echo baby boom”
- Currently between the ages of 15 to 35 (or so)
- “Young adults”
SERDI Area Population Pyramid, 2000

Source: U.S. Census Bureau, 2000 Decennial Census
SERDI Area Population Pyramid, 2000

Source: U.S. Census Bureau, 2000 Decennial Census
SERDI Area Population Pyramid, 2013

Source: U.S. Census Bureau, 2013 American Community Survey
Why Do Millennials Matter?

- By 2020, Millennials will comprise nearly 1 out of every 3 adults in the U.S.
- By 2025, Millennials will comprise a substantial majority of the U.S. labor market.
- Different value system than Boomers or Xers:
  - Focus on the group, rather than the individual
  - Increased interest in social equality and corporate responsibility
- But, “Generations” are a little like horoscopes...

## Millennials in 2013

<table>
<thead>
<tr>
<th>Age 15-35 as % of...</th>
<th>SERDI</th>
<th>Non-SERDI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>26.7%</td>
<td>27.7%</td>
</tr>
<tr>
<td>Adults Population (Age 18+)</td>
<td>33.0%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Workforce (Age 15-65)</td>
<td>40.1%</td>
<td>41.3%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2009-2013 American Community Survey
Social Indicators

Millennials and the Economy

**Millennials Upbeat about Their Financial Future**

<table>
<thead>
<tr>
<th></th>
<th>% saying they ... to lead the kind of life they want</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Earn/have enough now</td>
</tr>
<tr>
<td>Millennials</td>
<td>32</td>
</tr>
<tr>
<td>Gen X</td>
<td>38</td>
</tr>
<tr>
<td>Boomers</td>
<td>45</td>
</tr>
<tr>
<td>Silent</td>
<td>54</td>
</tr>
</tbody>
</table>

**Millennials Just as Optimistic as Gen Xers When They Were Young**

<table>
<thead>
<tr>
<th></th>
<th>% of employed young adults saying they ... to lead the kind of life they want</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Earn enough now</td>
</tr>
<tr>
<td>2014 Millennials</td>
<td>33</td>
</tr>
<tr>
<td>1994 Gen Xers</td>
<td>31</td>
</tr>
</tbody>
</table>

Millenials and Politics

Generational Differences

- More diverse (racingly and ethnically) than previous generations
- First generation with internet access during its formative years
- More highly educated than prior generations
  - Increasing returns on education
  - More likely to be in social science or applied fields; less likely to be in education or liberal arts
  - Growth in student loan debt
- More likely to live in the city?

Source: https://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf
Population Age 18-34

U.S. = 23.4%

Source: U.S. Census Bureau, 2009-2013 American Community Survey
Population Age 25-34

U.S. = 13.4%

Source: U.S. Census Bureau, 2009-2013 American Community Survey
Millennials in Urban Areas

Migration 2013-2014

<table>
<thead>
<tr>
<th>Age Group</th>
<th>From cities</th>
<th>From suburbs</th>
<th>From rural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To suburbs</td>
<td>To rural</td>
<td>To cities</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>721</td>
<td>99</td>
<td>554</td>
</tr>
<tr>
<td>25 to 29 years</td>
<td>529</td>
<td>73</td>
<td>426</td>
</tr>
<tr>
<td>30 to 44 years</td>
<td>1,209</td>
<td>108</td>
<td>540</td>
</tr>
</tbody>
</table>

Note: All numbers in 000’s.

20 to 24 years: \( \frac{721}{554} = 1.30 \)
25 to 29 years: \( \frac{529}{426} = 1.24 \)
30 to 44 years: \( \frac{1209}{540} = 2.24 \)

### Millennials in Urban Areas

#### Migration 2000-2001

<table>
<thead>
<tr>
<th></th>
<th>From cities</th>
<th>From suburbs</th>
<th>From rural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To suburbs</td>
<td>To rural</td>
<td>To cities</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>847</td>
<td>145</td>
<td>628</td>
</tr>
<tr>
<td></td>
<td>800</td>
<td>117</td>
<td>437</td>
</tr>
</tbody>
</table>

Note: All numbers in 000’s.

**2001**

- 20 to 24 years: $\frac{847}{628} = 1.35$
- 25 to 29 years: $\frac{800}{437} = 1.83$

**2014**

- 20 to 24 years: $\frac{721}{554} = 1.30$
- 25 to 29 years: $\frac{529}{426} = 1.24$

# Millennials in Urban Areas

## Migration 1990-1991

<table>
<thead>
<tr>
<th></th>
<th>From cities</th>
<th>From suburbs</th>
<th>From rural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To suburbs</td>
<td>To rural</td>
<td>To cities</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>744</td>
<td>130</td>
<td>460</td>
</tr>
<tr>
<td>25 to 29 years</td>
<td>889</td>
<td>116</td>
<td>512</td>
</tr>
</tbody>
</table>

Note: All numbers in 000’s.

### 1991

- 20 to 24 years: $\frac{744}{460} = 1.62$
- 25 to 29 years: $\frac{889}{512} = 1.74$

### 2014

- 20 to 24 years: $\frac{721}{554} = 1.30$
- 25 to 29 years: $\frac{529}{426} = 1.24$

Population Age 18-34 that is Minority

1980
SERDI = 24.1%
U.S. = 21.6%

2009-2013
SERDI = 42.3%
U.S. = 42.8%

Source: https://census.socialexplorer.com/young-adults
Population Age 18-34 that is Foreign Born

1980

SERDI = 3.4%
U.S. = 6.3%

2009-2013

SERDI = 12.7%
U.S. = 15.4%

Source: https://census.socialexplorer.com/young-adults
Population Age 18-34 with College Degree

1980

SERDI = 13.9%
U.S. = 15.7%

2009-2013

SERDI = 20.2%
U.S. = 22.3%

Source: https://census.socialexplorer.com/young-adults
Population Age 18-34 that is Employed

**1980**

SERDI = 69.6%
U.S. = 69.3%

**2009-2013**

SERDI = 62.7%
U.S. = 65.0%

Source: https://census.socialexplorer.com/young-adults
Population Age 18-34 in Poverty

1980
SERDI = 16.3%
U.S. = 14.1%

2009-2013
SERDI = 21.1%
U.S. = 19.7%

Source: https://census.socialexplorer.com/young-adults
Population Age 18-34 that is Not Married

**1980**

SERDI = 38.2%

U.S. = 41.5%

**2009-2013**

SERDI = 64.7%

U.S. = 65.9%

Source: https://census.socialexplorer.com/young-adults
Population Age 18-34 that Lives with Parents

1980

SERDI = 22.8%
U.S. = 22.9%

2009-2013

SERDI = 30.4%
U.S. = 30.3%

Source: https://census.socialexplorer.com/young-adults

Kentucky State Data Center
## Demographic Change 2000 to 2013

<table>
<thead>
<tr>
<th>Change in...</th>
<th>SERDI</th>
<th>Non-SERDI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>14.8%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>24.8%</td>
<td>17.8%</td>
</tr>
<tr>
<td>Foreign Born</td>
<td>53.0%</td>
<td>24.9%</td>
</tr>
<tr>
<td>College Graduates</td>
<td>16.9%</td>
<td>12.2%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 American Community Survey
SERDI Area Population Pyramid, 2000

Source: U.S. Census Bureau, 2000 Decennial Census
State Population Pyramids, 2000

Source: U.S. Census Bureau, 2000 Decennial Census
State Population Pyramids, 2013

Source: U.S. Census Bureau, 2009-2013 American Community Survey
Foreign Born, 2013

Source: U.S. Census Bureau, 2009-2013 American Community Survey
Foreign Born Growth, 2000-2013

Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 American Community Survey

Legend:
-3,254 - 0
1 - 999
1,000 - 4,999
5,000 - 14,999
15,000 - 160,847
Foreign Born Percentage Growth, 2000-2013

Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 American Community Survey
SERDI Area Foreign Born Origin

Source: U.S. Census Bureau, 2009-2013 American Community Survey
State Foreign Born Origins

Source: U.S. Census Bureau, 2009-2013 American Community Survey
Educational Attainment of the Foreign-Born

Source: U.S. Census Bureau, 2009-2013 American Community Survey
Educational Attainment

Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 ACS
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