



Millennials and the Changing Demographics of our Southern Region

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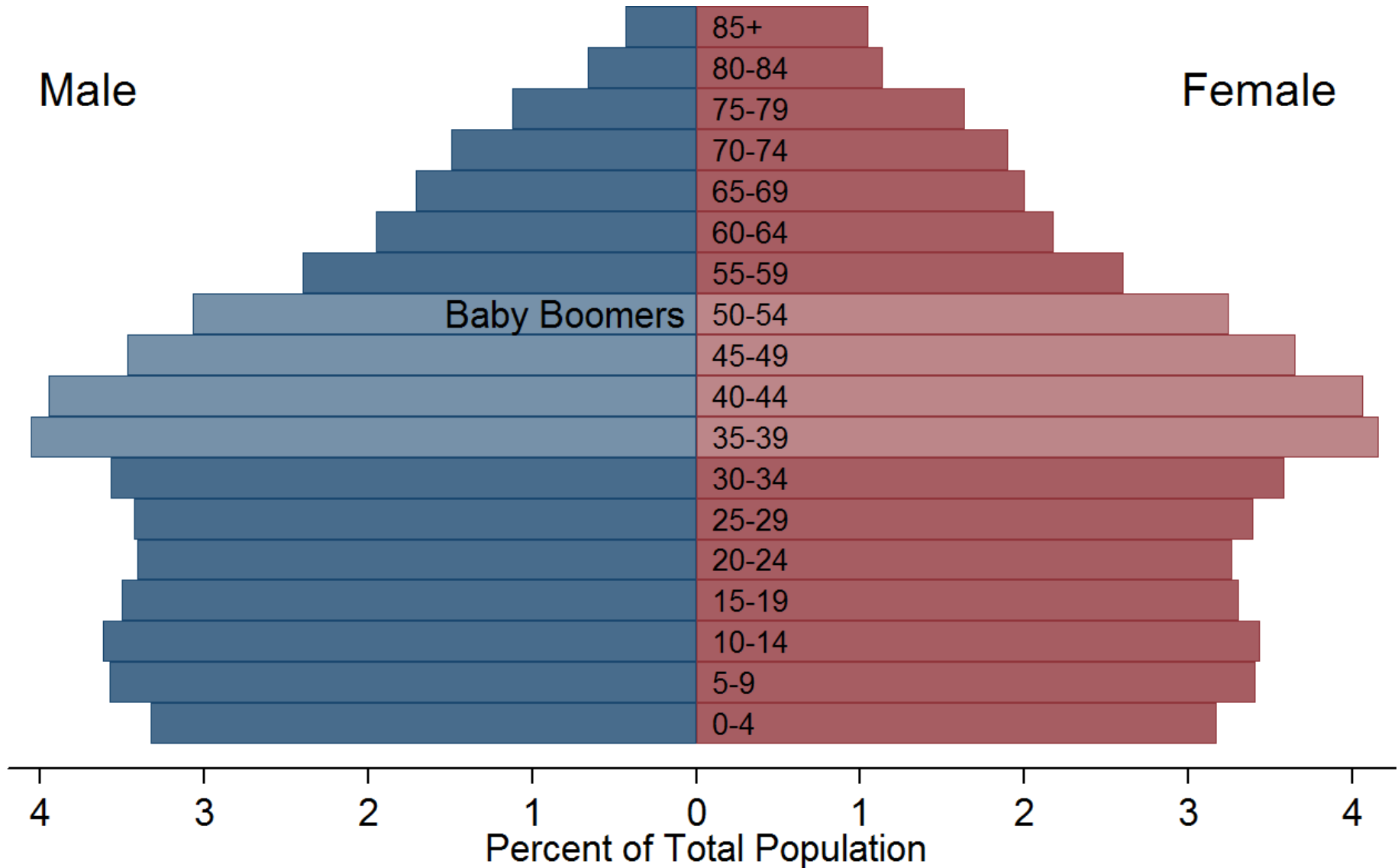
Agenda

- 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”

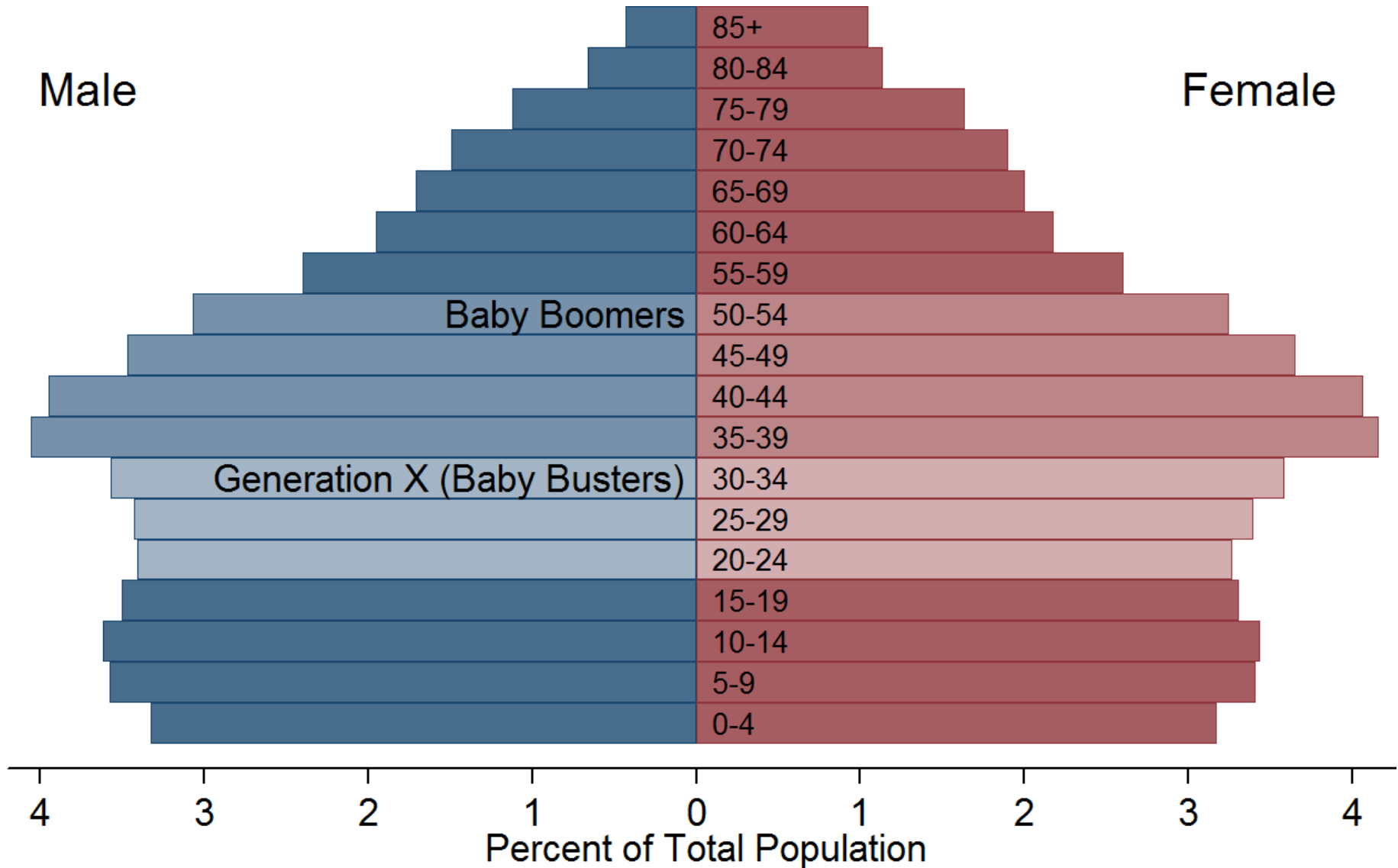
SERDI Area Population Pyramid, 2000



Source: U.S. Census Bureau, 2000 Decennial Census

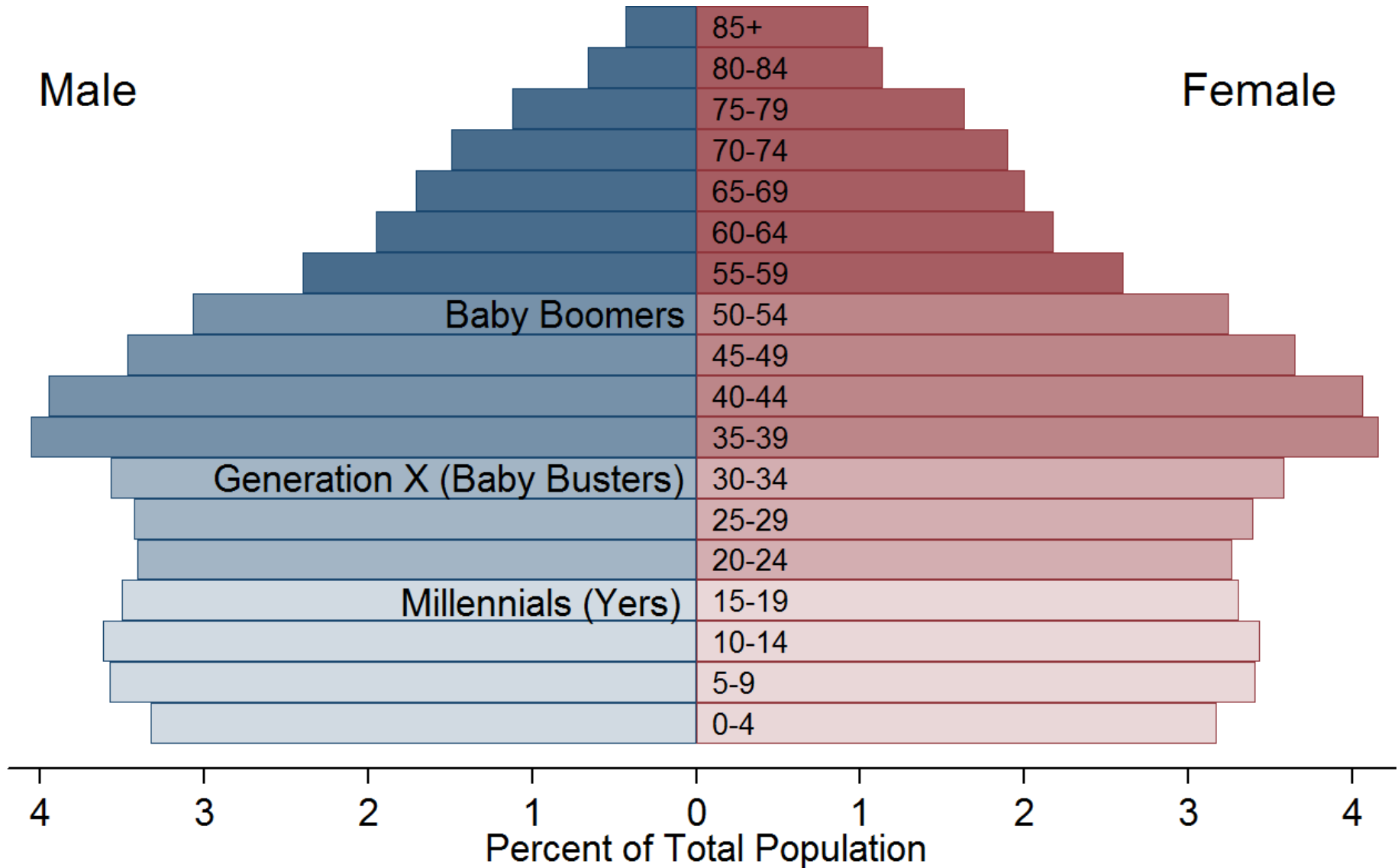
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SERDI Area Population Pyramid, 2000



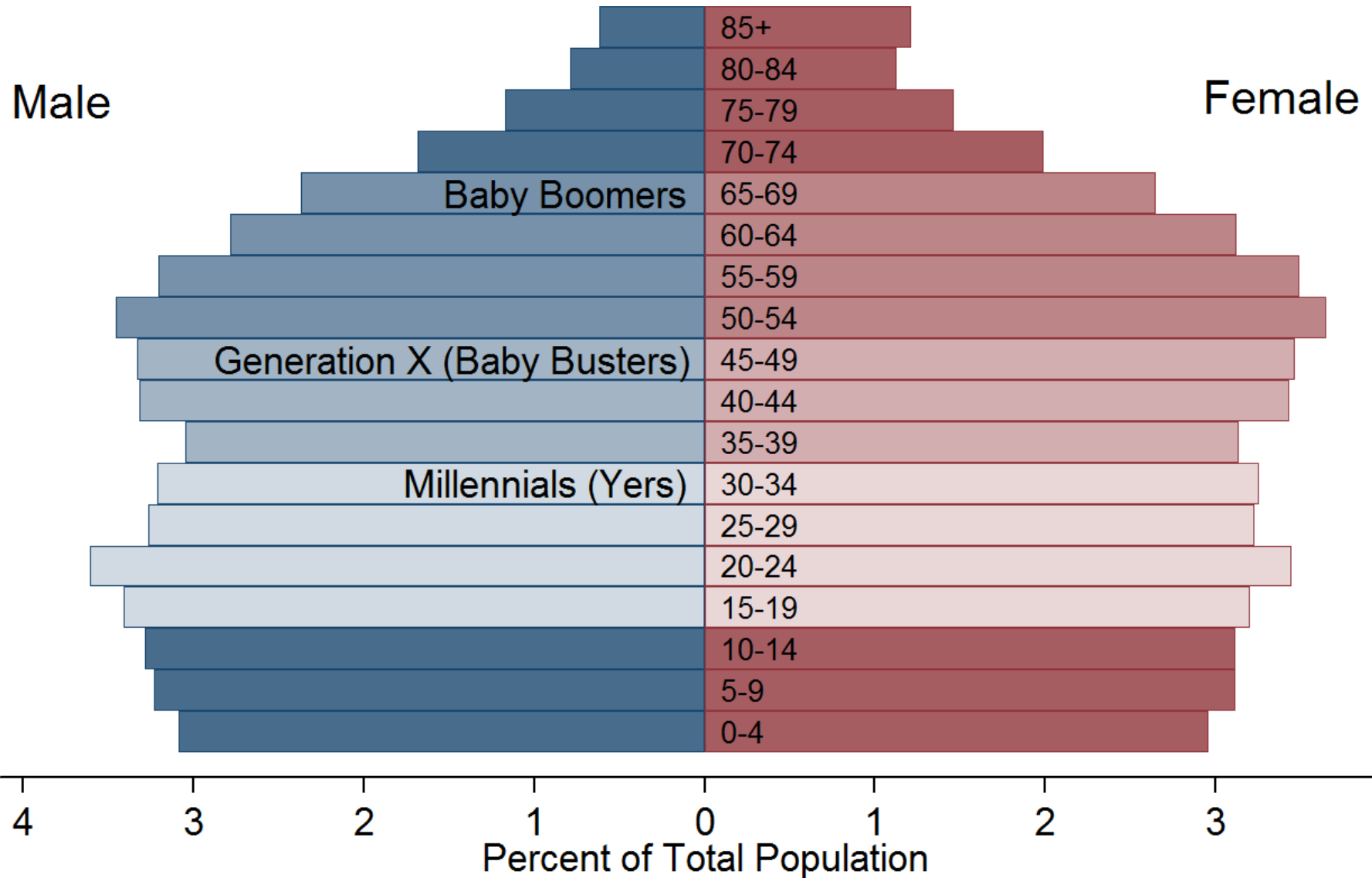
Source: U.S. Census Bureau, 2000 Decennial Census

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

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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...

Source: Winograd, M. and Hais, M. 2014. “How Millennials Could Upend Wall Street and Corporate America”. Washington, DC: Brookings Institution.

Millennials in 2013

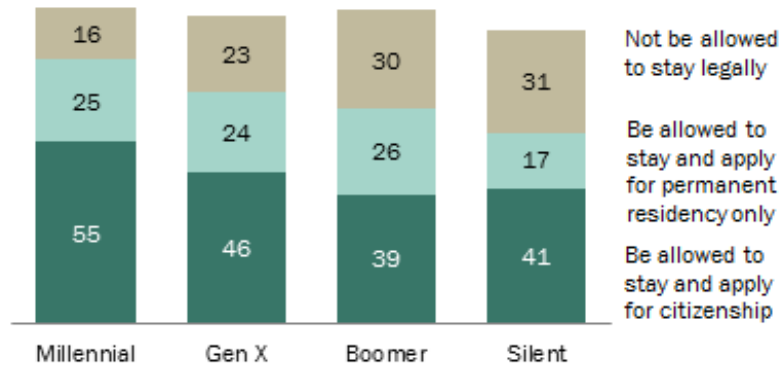
Age 15-35 as % of...	SERDI	Non-SERDI
Total Population	26.7%	27.7%
Adults Population (Age 18+)	33.0%	34.6%
Workforce (Age 15-65)	40.1%	41.3%

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

Social Indicators

Broad Support for Legal Status for Undocumented Immigrants; Millennials Favor Path to Citizenship

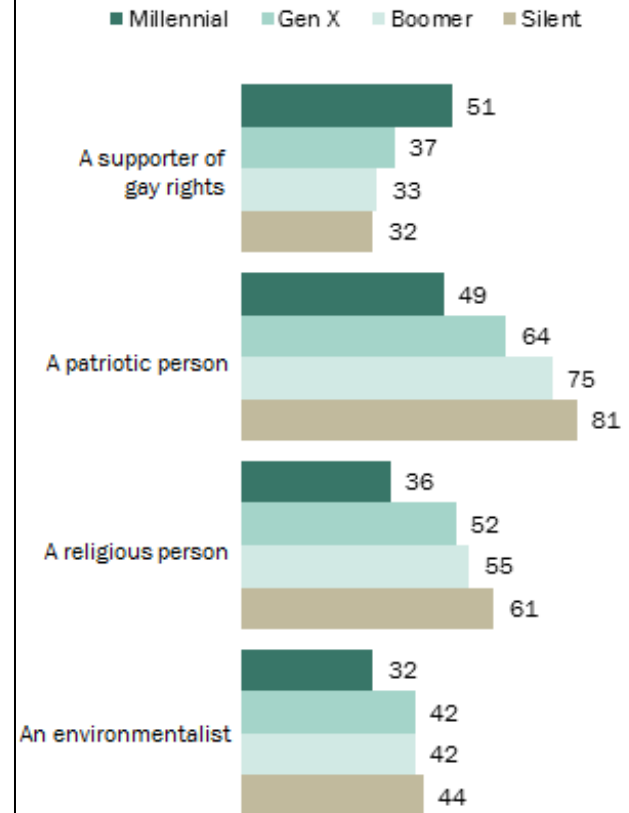
% who say immigrants now living in the U.S. illegally should ...



Note: "Don't know/Refused" responses not shown.

How the Generations See Themselves

% saying ... describes them very well

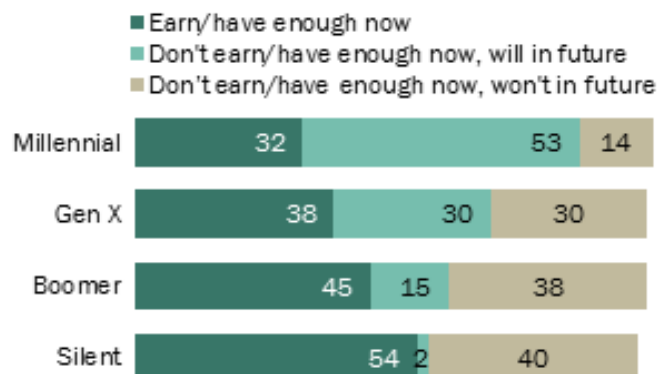


Source: Pew Research Center, March, 2014, "Millennials in Adulthood: Detached from Institutions, Networked with Friends"

Millennials and the Economy

Millennials Upbeat about Their Financial Future

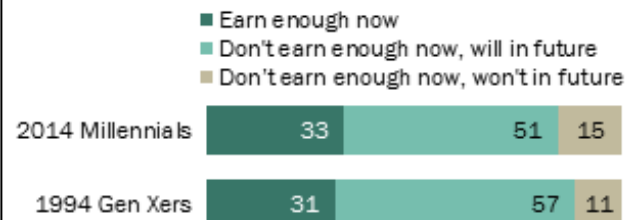
% saying they ... to lead the kind of life they want



Note: Based on all adults regardless of employment status, N=1,821. Those who are employed were asked if they currently or will "earn enough money" and those who are not employed were asked if they currently or will "have enough income." "Don't know/Refused" responses not shown.

Millennials Just as Optimistic as Gen Xers When They Were Young

% of employed young adults saying they ... to lead the kind of life they want



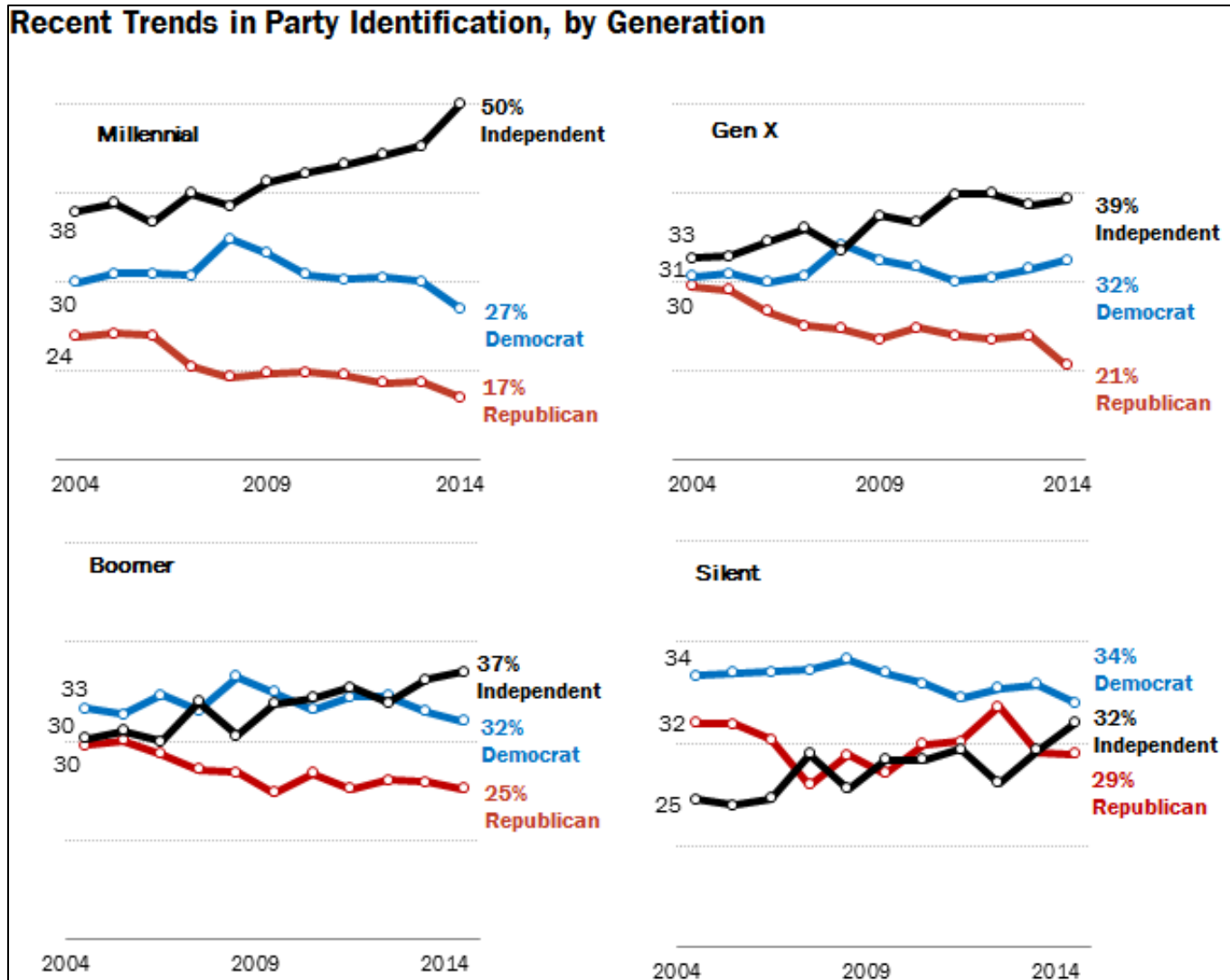
Note: Based on those who are employed full or part time. For Millennials (ages 18 to 33 in 2014), n=462; for Gen Xers (ages 18 to 29 in 1994), n=658. "Don't know/Refused" responses not shown.

Millennials Face a Tougher Economy

% saying today's young adults face ... economic challenges than they themselves faced when they were starting out

	Gen X	Boomer	Silent
More	66	74	68
Fewer	7	5	12
Same	25	20	16
Different/DK	3	2	4

Millennials and Politics



Source: Pew Research Center, March, 2014, "Millennials in Adulthood: Detached from Institutions, Networked with Friends"

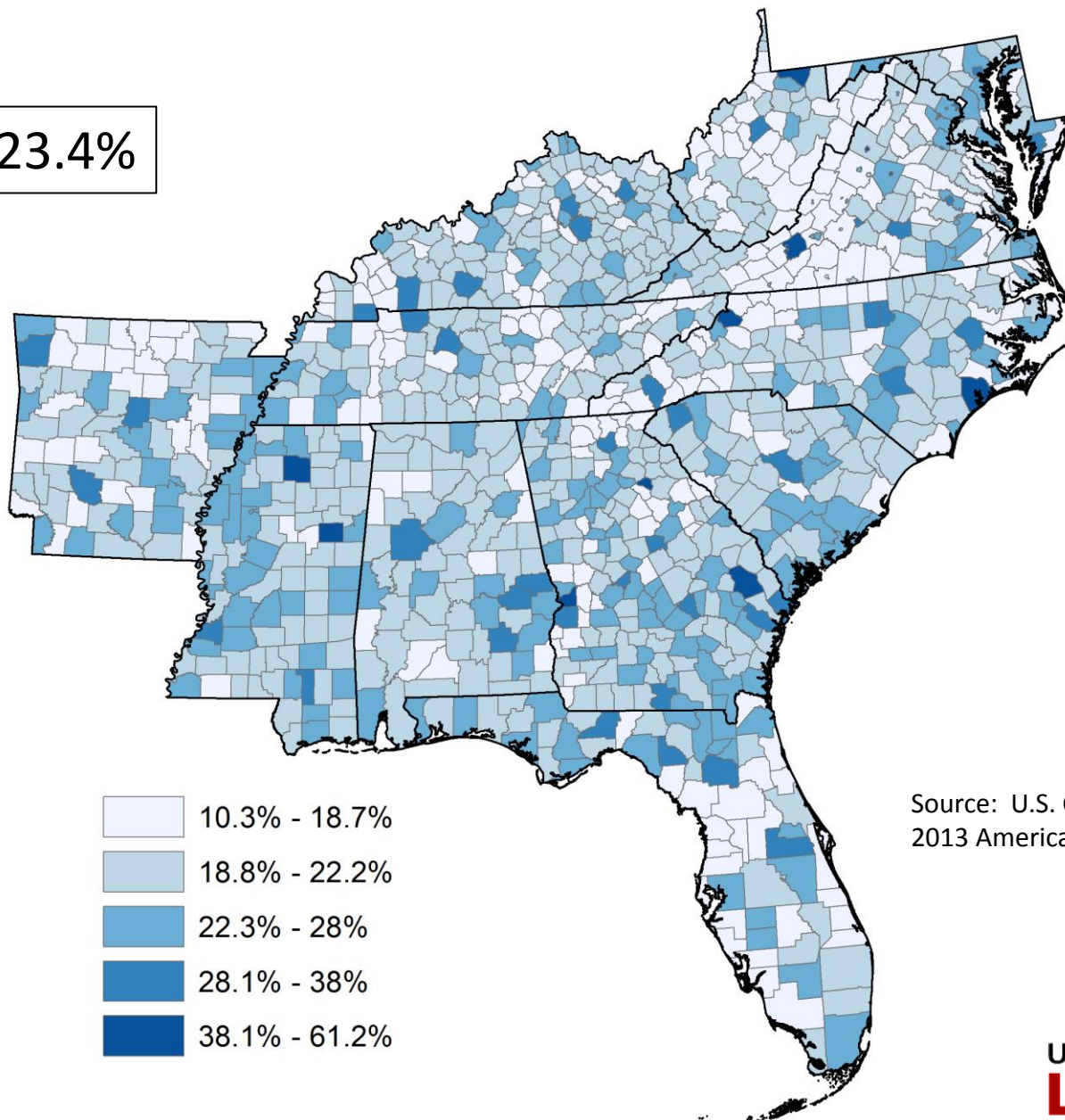
Generational Differences

- More diverse (racially 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

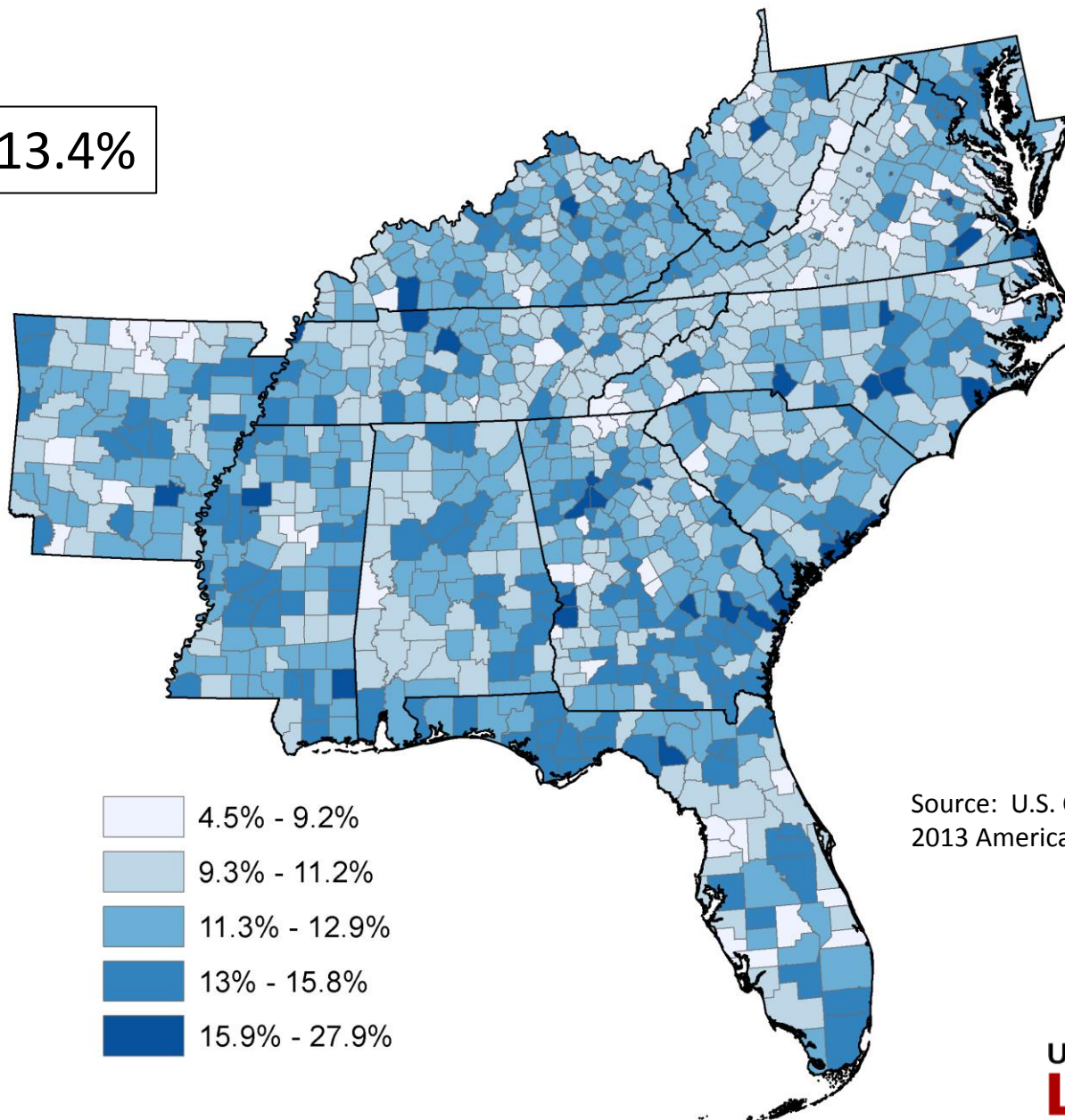
Population Age 18-34

U.S. = 23.4%



Population Age 25-34

U.S. = 13.4%



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

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Millennials in Urban Areas

Migration 2013-2014

	From cities		From suburbs		From rural	
	To suburbs	To rural	To cities	To rural	To cities	To suburbs
20 to 24 years	721	99	554	59	107	109
25 to 29 years	529	73	426	50	82	74
30 to 44 years	1,209	108	540	96	152	207

Note: All numbers in 000's.

20 to 24 years: $721/554 = 1.30$

25 to 29 years: $529/426 = 1.24$

30 to 44 years: $1209/540 = 2.24$

Millennials in Urban Areas

Migration 2000-2001

	From cities		From suburbs		From rural	
	To suburbs	To rural	To cities	To rural	To cities	To suburbs
20 to 24 years	847	145	628	86	174	203
25 to 29 years	800	117	437	89	106	163

Note: All numbers in 000's.

2001

20 to 24 years: $847/628 = 1.35$

25 to 29 years: $800/437 = 1.83$

2014

20 to 24 years: $721/554 = 1.30$

25 to 29 years: $529/426 = 1.24$

Millennials in Urban Areas

Migration 1990-1991

	From cities		From suburbs		From rural	
	To suburbs	To rural	To cities	To rural	To cities	To suburbs
20 to 24 years	744	130	460	93	141	189
25 to 29 years	889	116	512	147	137	126

Note: All numbers in 000's.

1991

20 to 24 years: $744/460 = 1.62$

25 to 29 years: $889/512 = 1.74$

2014

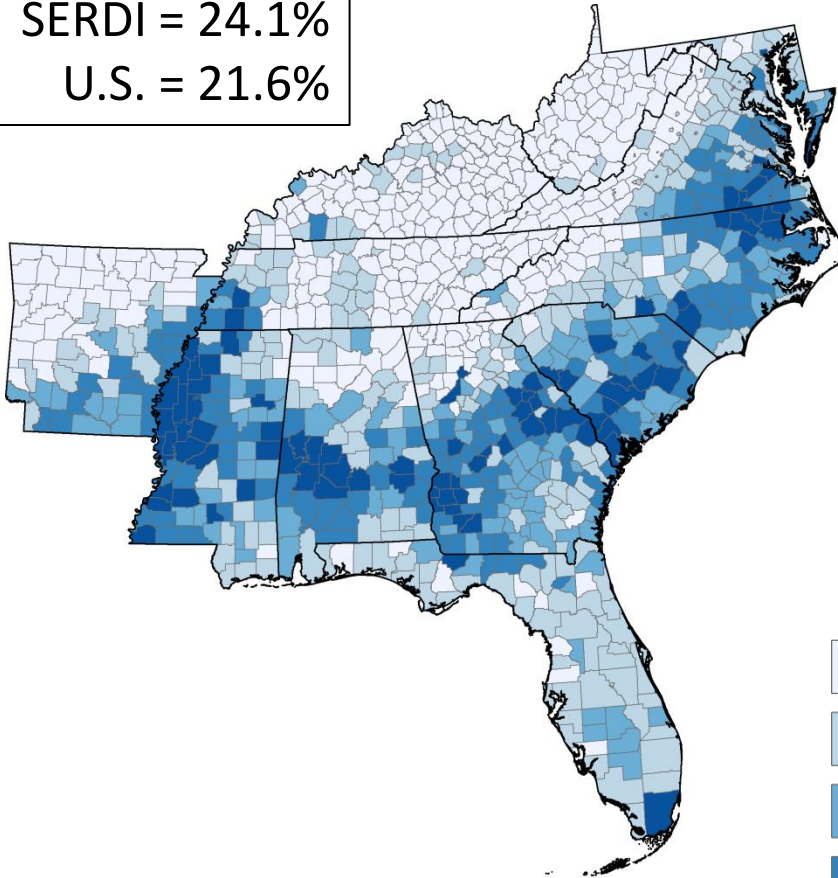
20 to 24 years: $721/554 = 1.30$

25 to 29 years: $529/426 = 1.24$

Population Age 18-34 that is Minority

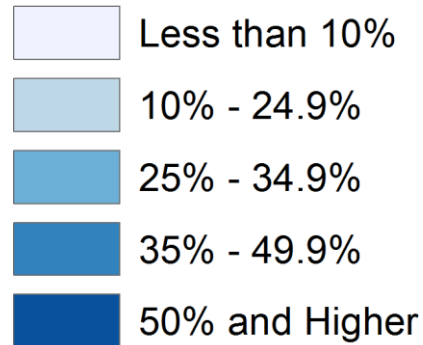
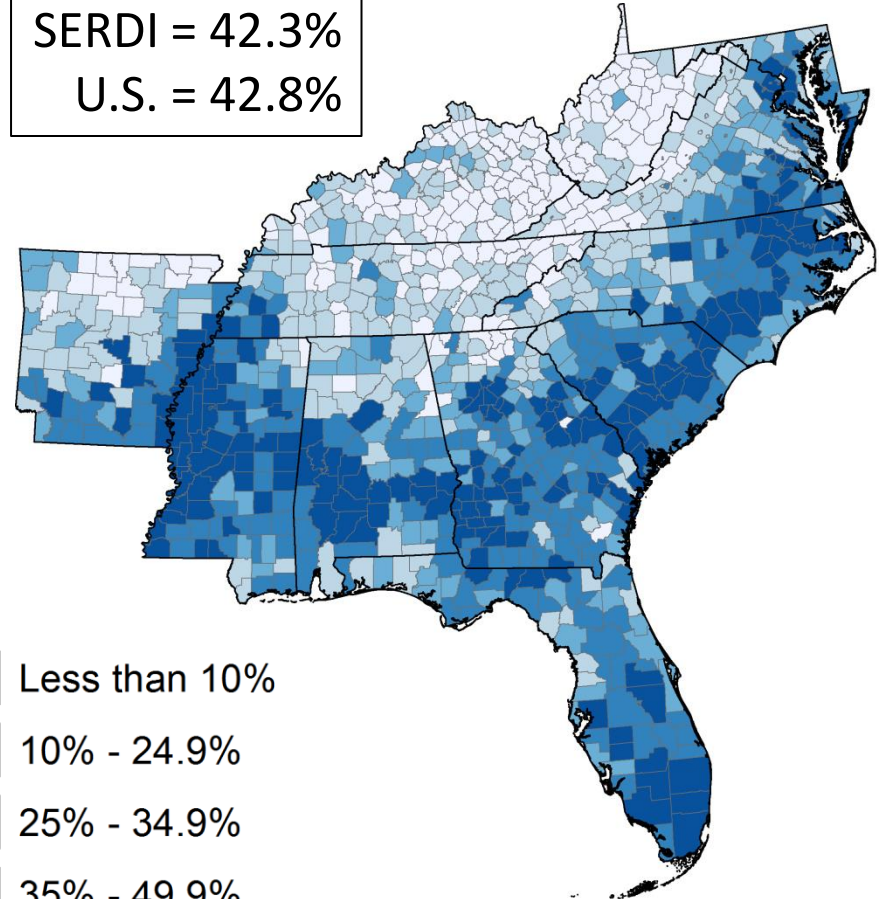
1980

SERDI = 24.1%
U.S. = 21.6%



2009-2013

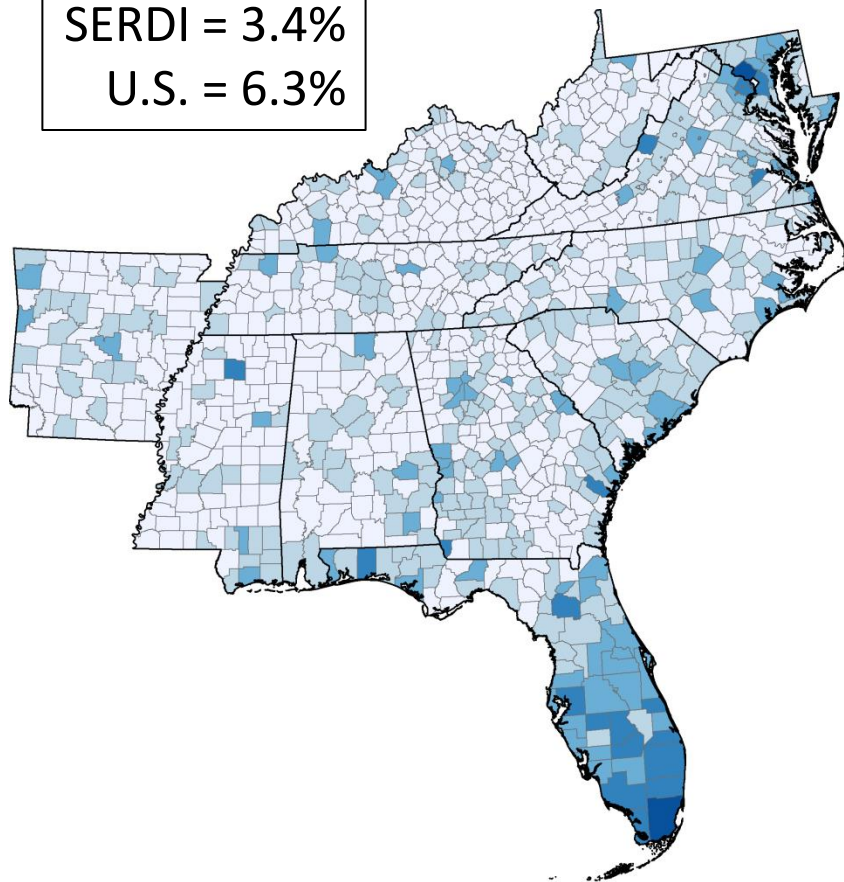
SERDI = 42.3%
U.S. = 42.8%



Population Age 18-34 that is Foreign Born

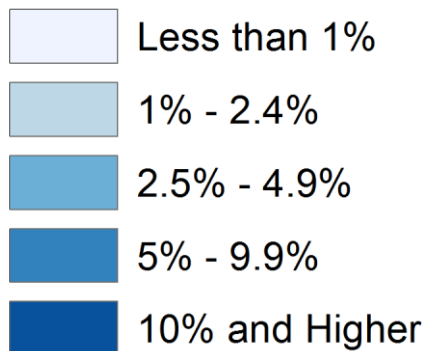
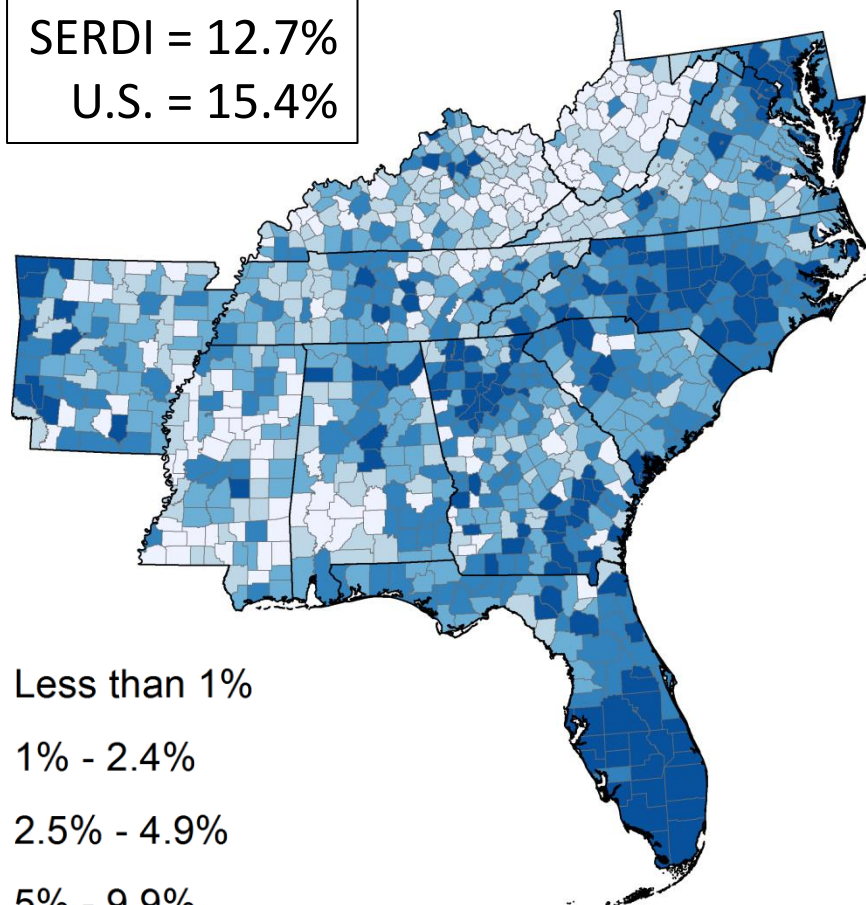
1980

SERDI = 3.4%
U.S. = 6.3%



2009-2013

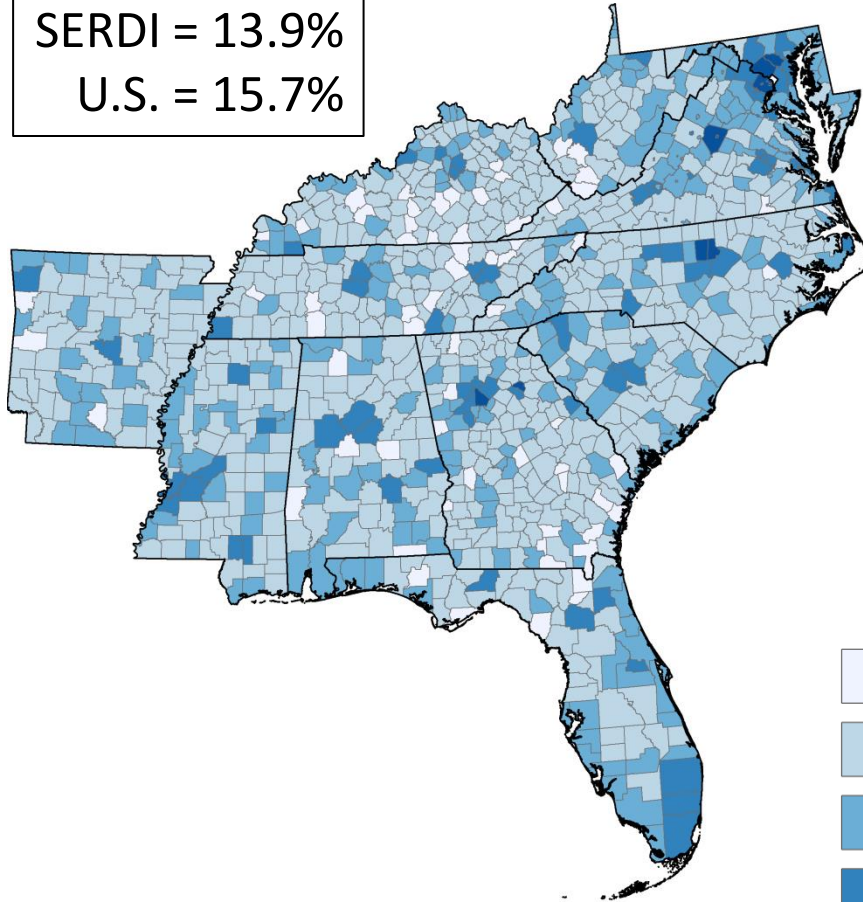
SERDI = 12.7%
U.S. = 15.4%



Population Age 18-34 with College Degree

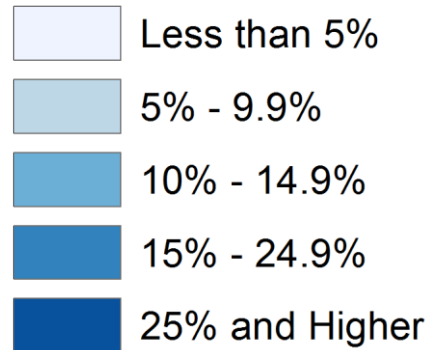
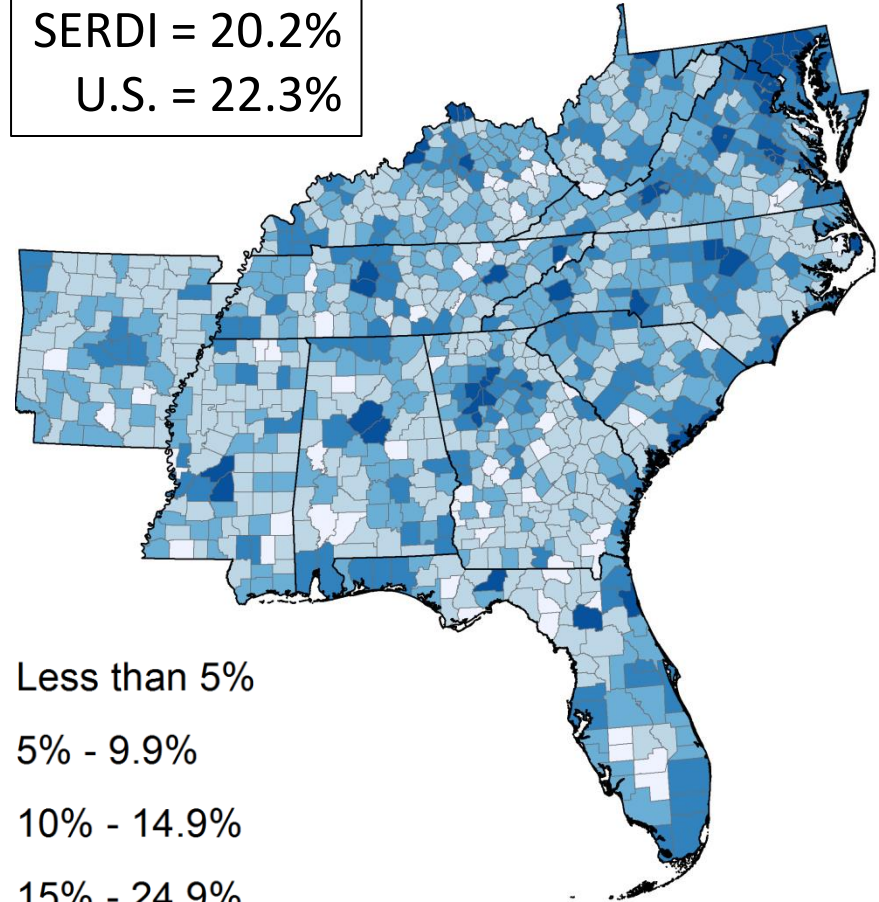
1980

SERDI = 13.9%
U.S. = 15.7%



2009-2013

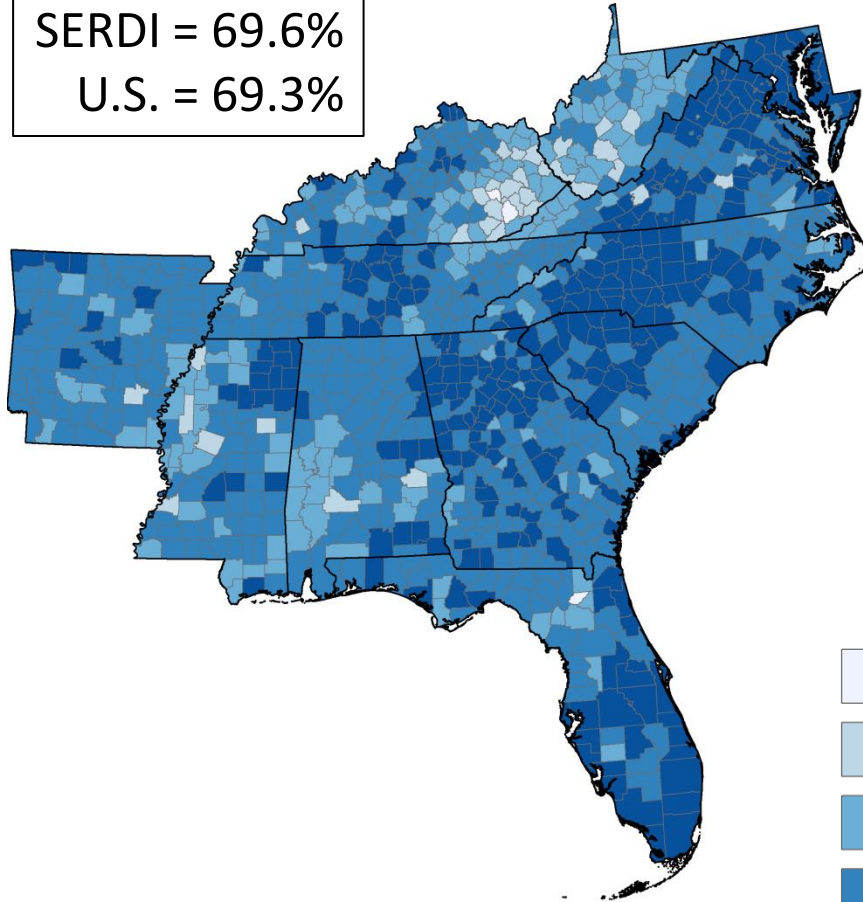
SERDI = 20.2%
U.S. = 22.3%



Population Age 18-34 that is Employed

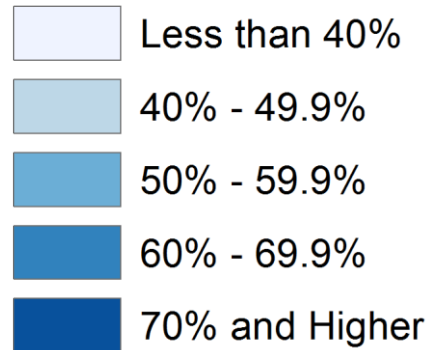
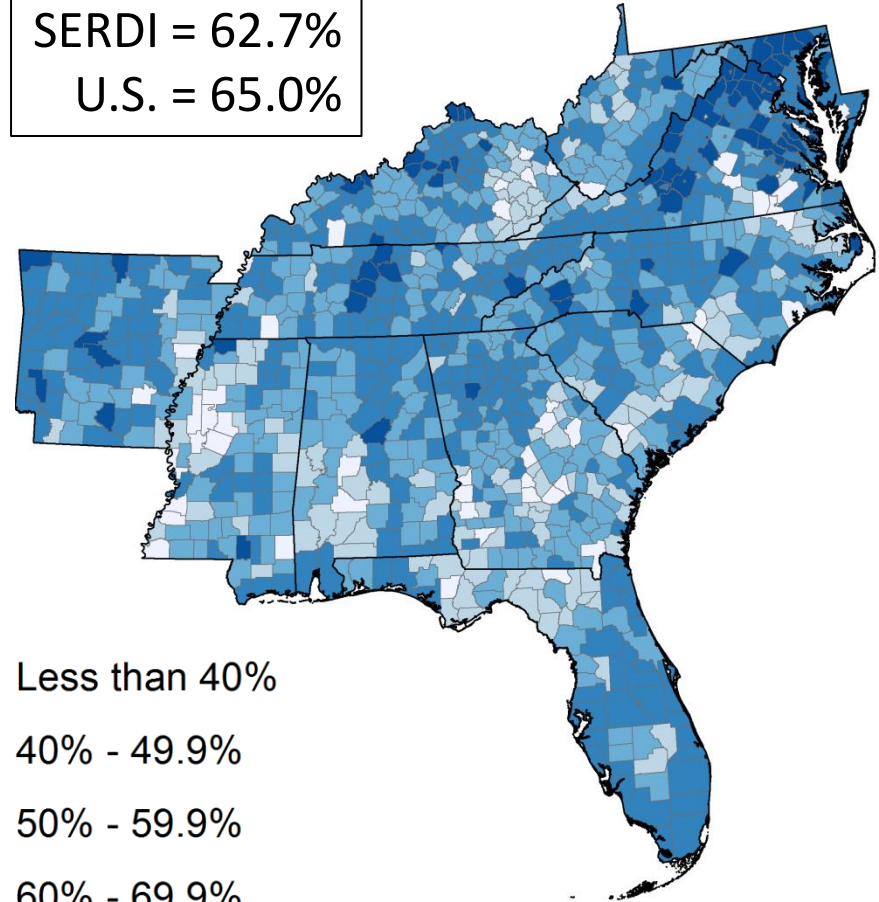
1980

SERDI = 69.6%
U.S. = 69.3%



2009-2013

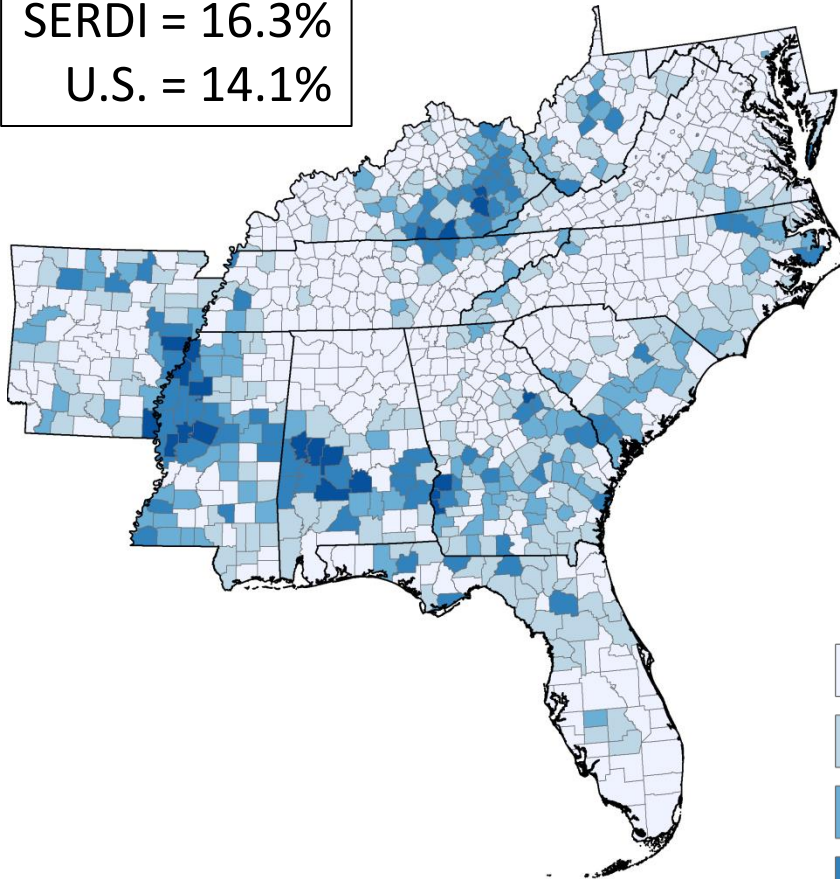
SERDI = 62.7%
U.S. = 65.0%



Population Age 18-34 in Poverty

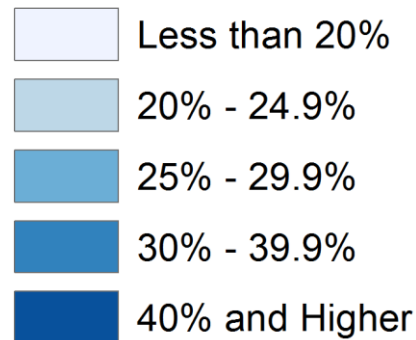
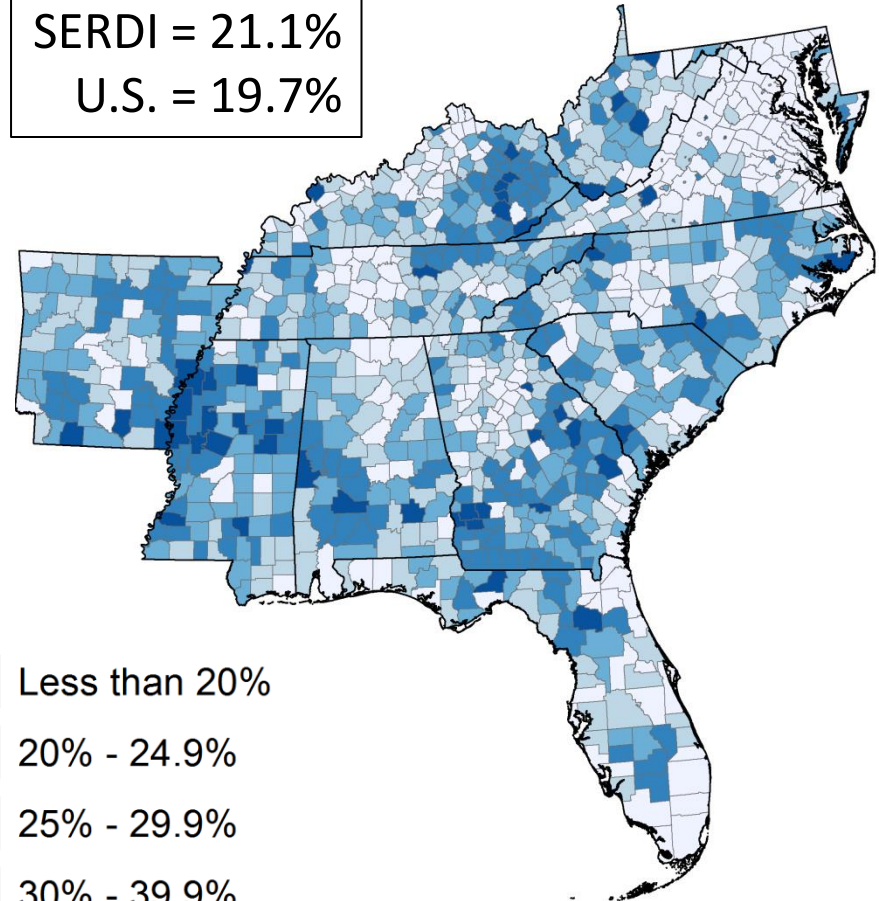
1980

SERDI = 16.3%
U.S. = 14.1%



2009-2013

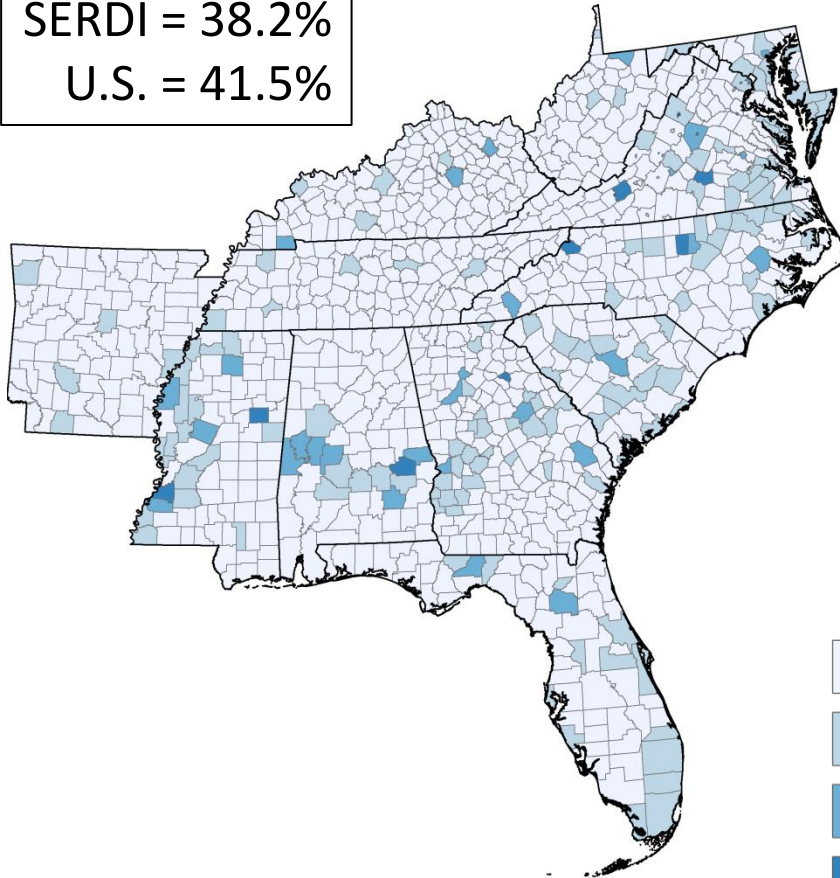
SERDI = 21.1%
U.S. = 19.7%



Population Age 18-34 that is Not Married

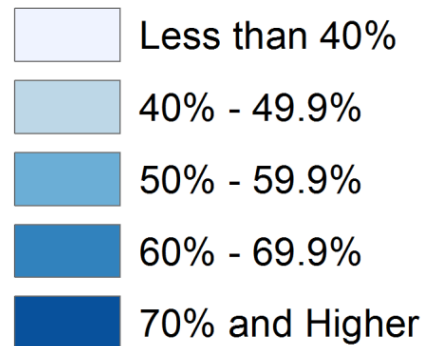
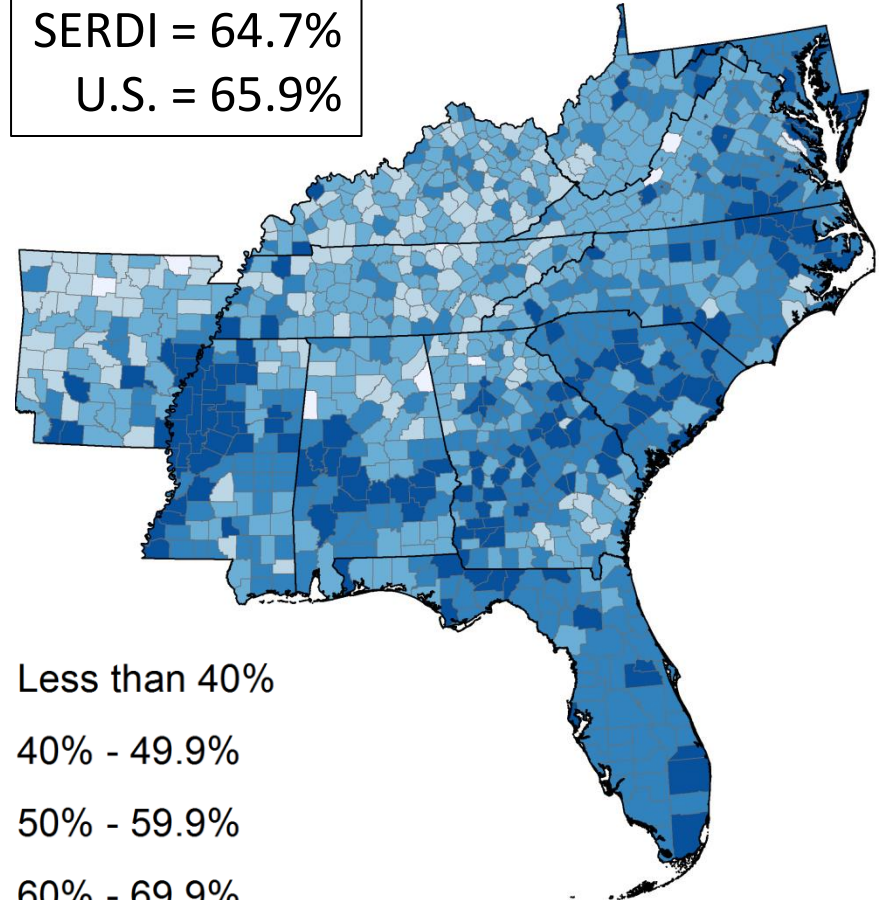
1980

SERDI = 38.2%
U.S. = 41.5%



2009-2013

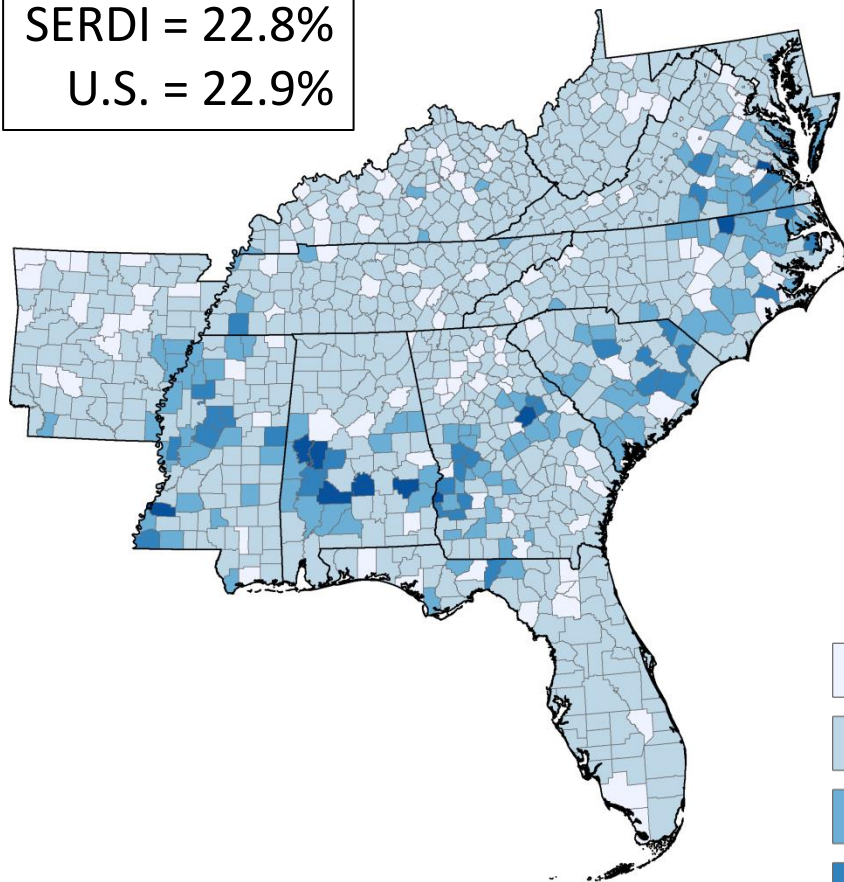
SERDI = 64.7%
U.S. = 65.9%



Population Age 18-34 that Lives with Parents

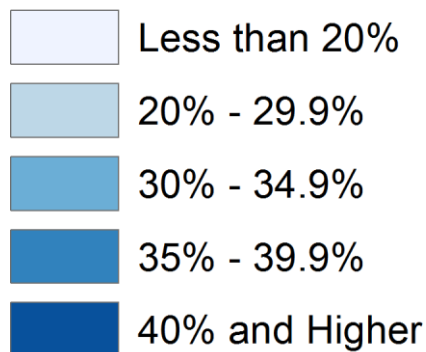
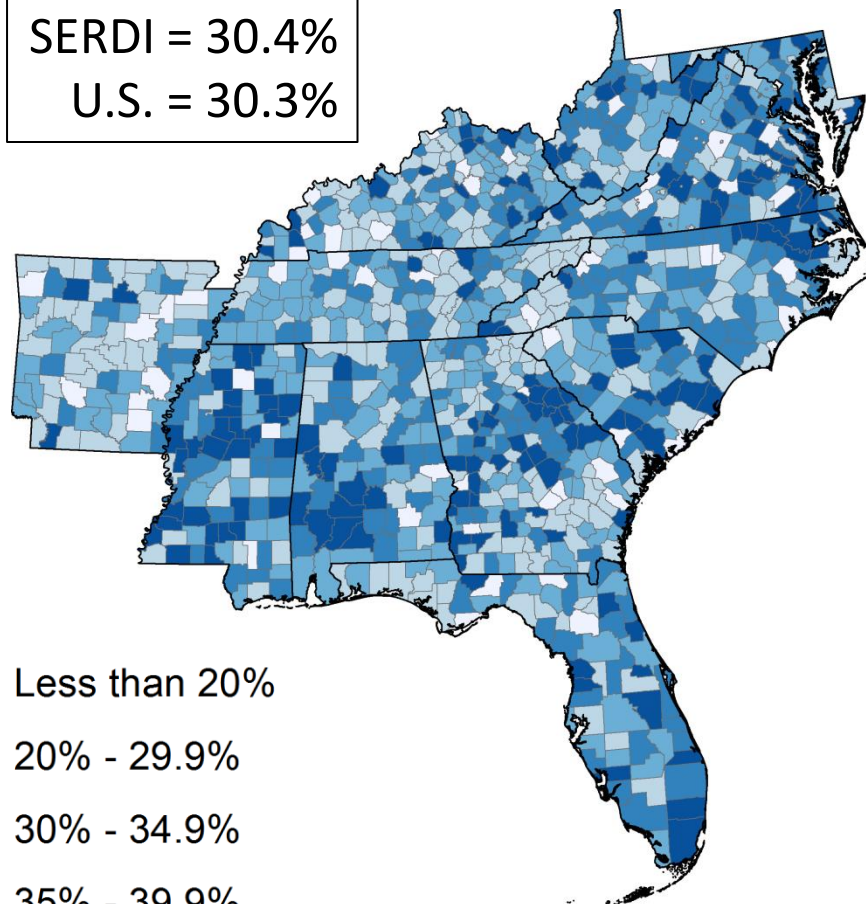
1980

SERDI = 22.8%
U.S. = 22.9%



2009-2013

SERDI = 30.4%
U.S. = 30.3%



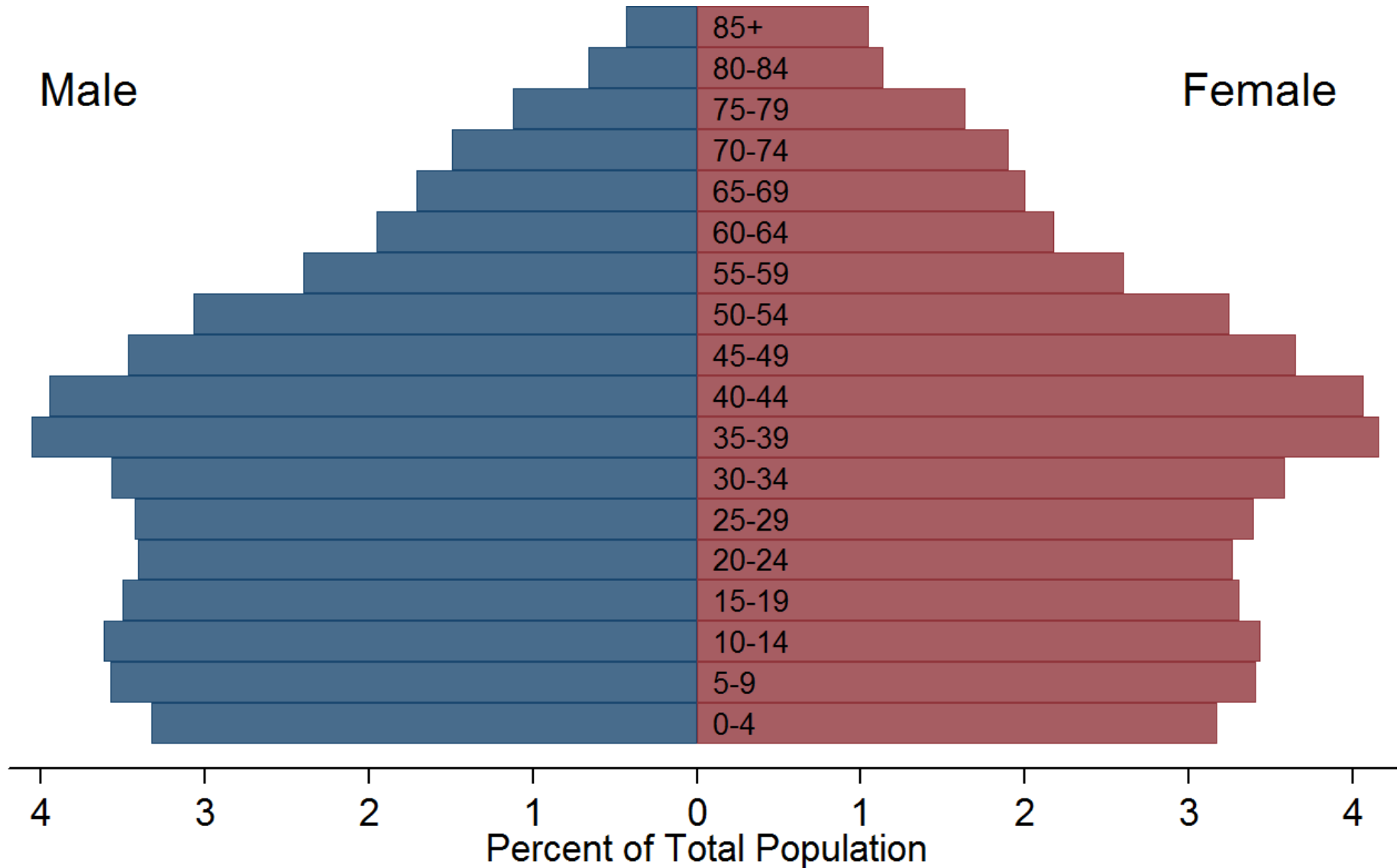
Source: <https://census.socialexplorer.com/young-adults>

Demographic Change 2000 to 2013

Change in...	SERDI	Non-SERDI
Total Population	14.8%	9.3%
Age 65+	24.8%	17.8%
Foreign Born	53.0%	24.9%
College Graduates	16.9%	12.2%

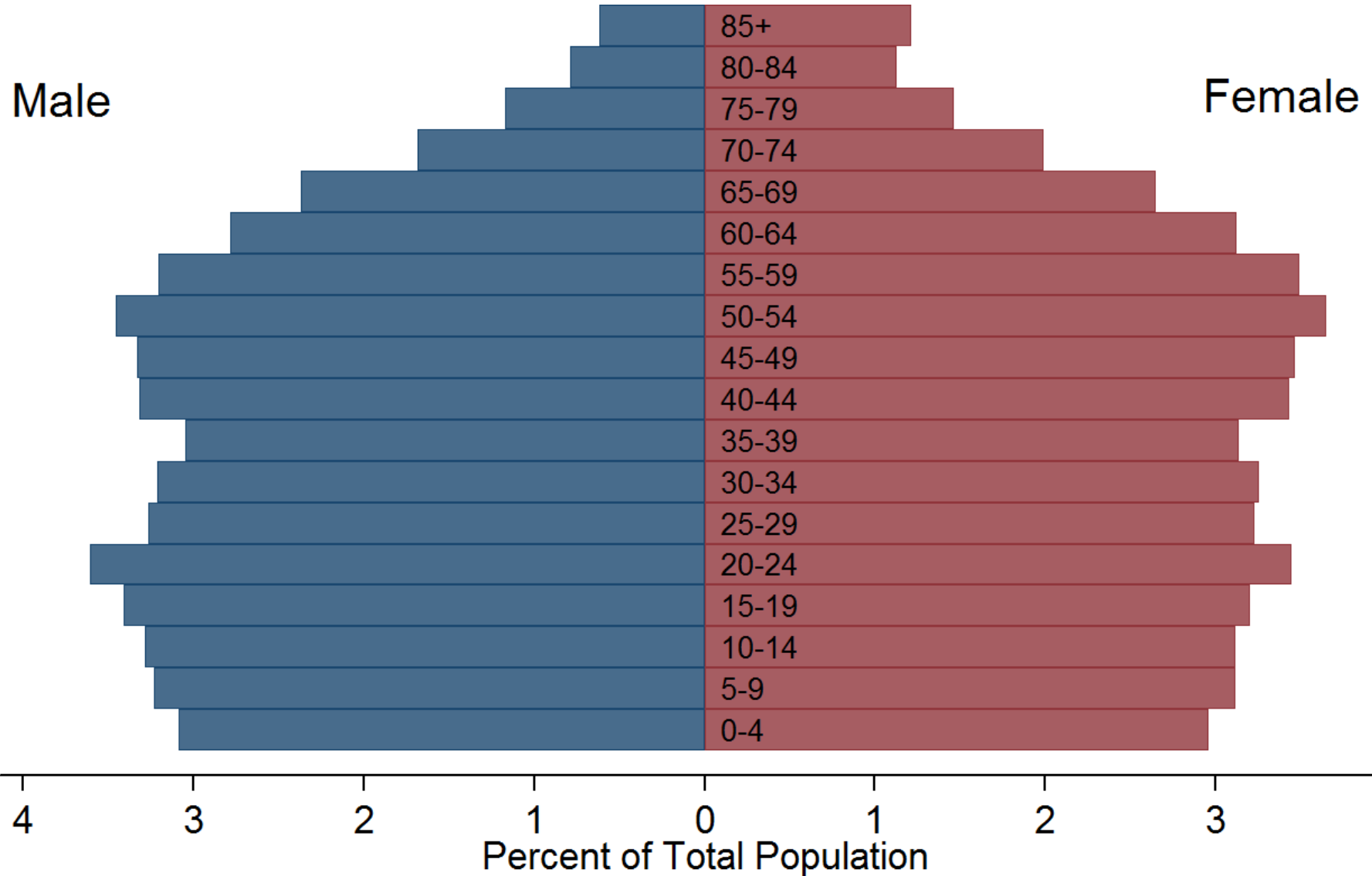
Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 American Community Survey

SERDI Area Population Pyramid, 2000



Source: U.S. Census Bureau, 2000 Decennial Census

SERDI Area Population Pyramid, 2013

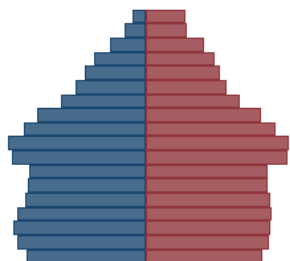


Source: U.S. Census Bureau, 2013 American Community Survey

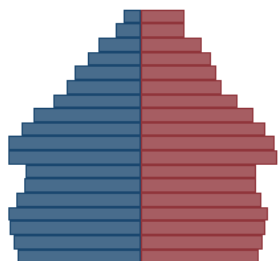
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State Population Pyramids, 2000

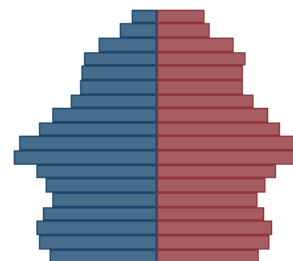
Alabama



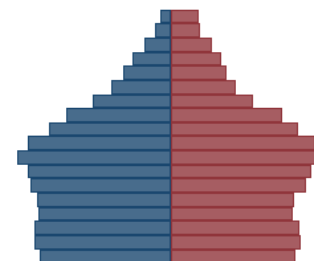
Arkansas



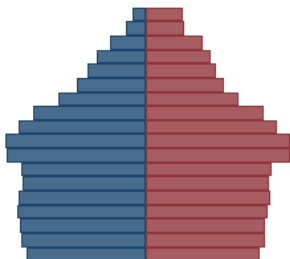
Florida



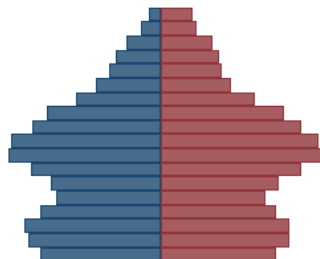
Georgia



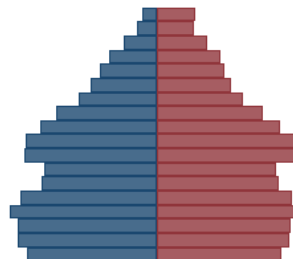
Kentucky



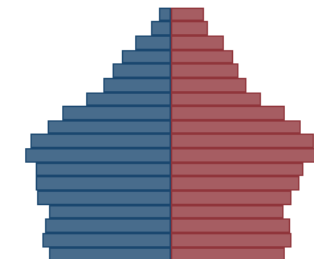
Maryland



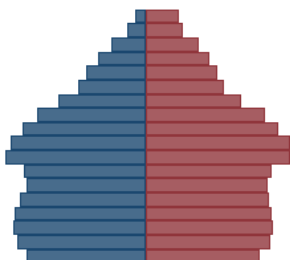
Mississippi



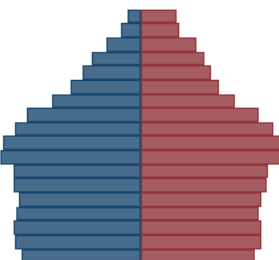
North Carolina



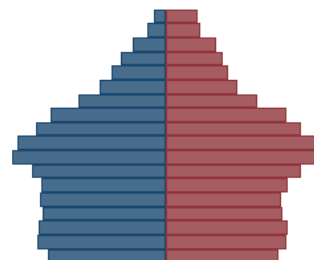
South Carolina



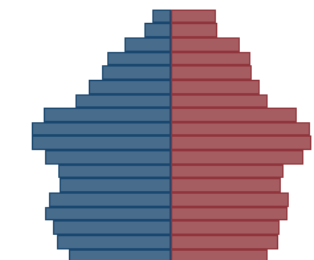
Tennessee



Virginia



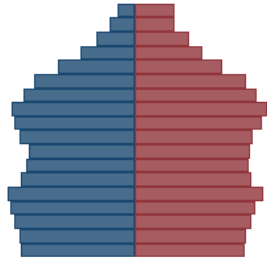
West Virginia



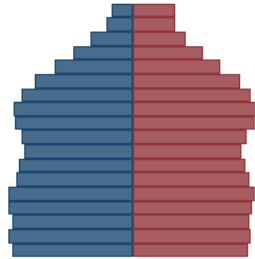
Source: U.S. Census Bureau, 2000 Decennial Census

State Population Pyramids, 2013

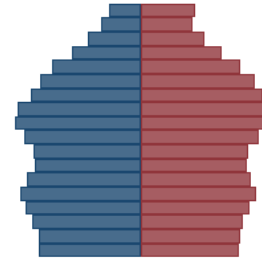
Alabama



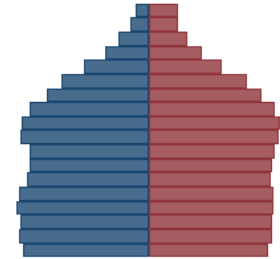
Arkansas



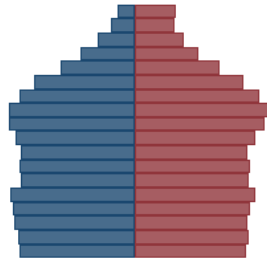
Florida



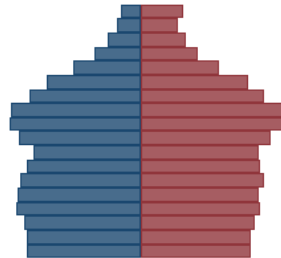
Georgia



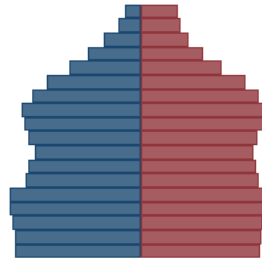
Kentucky



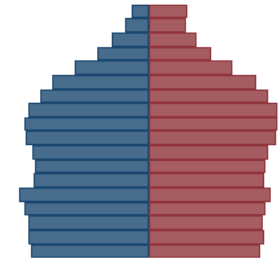
Maryland



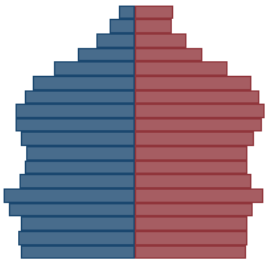
Mississippi



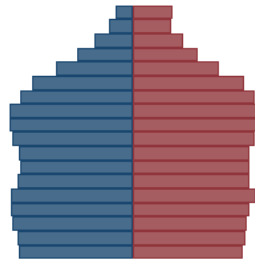
North Carolina



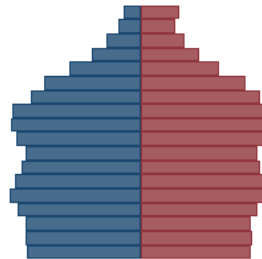
South Carolina



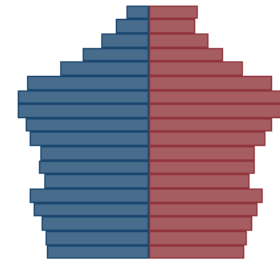
Tennessee



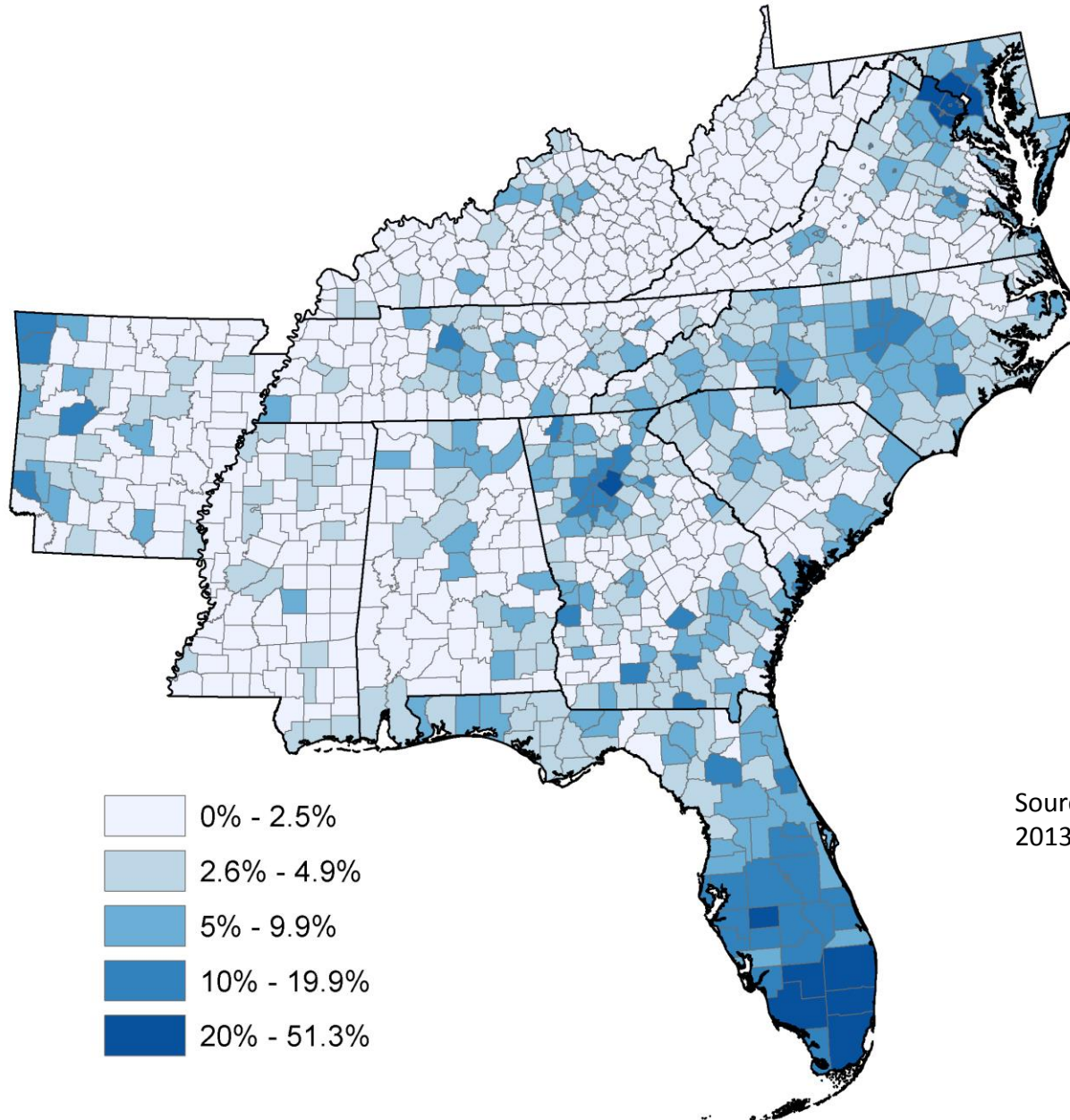
Virginia



West Virginia

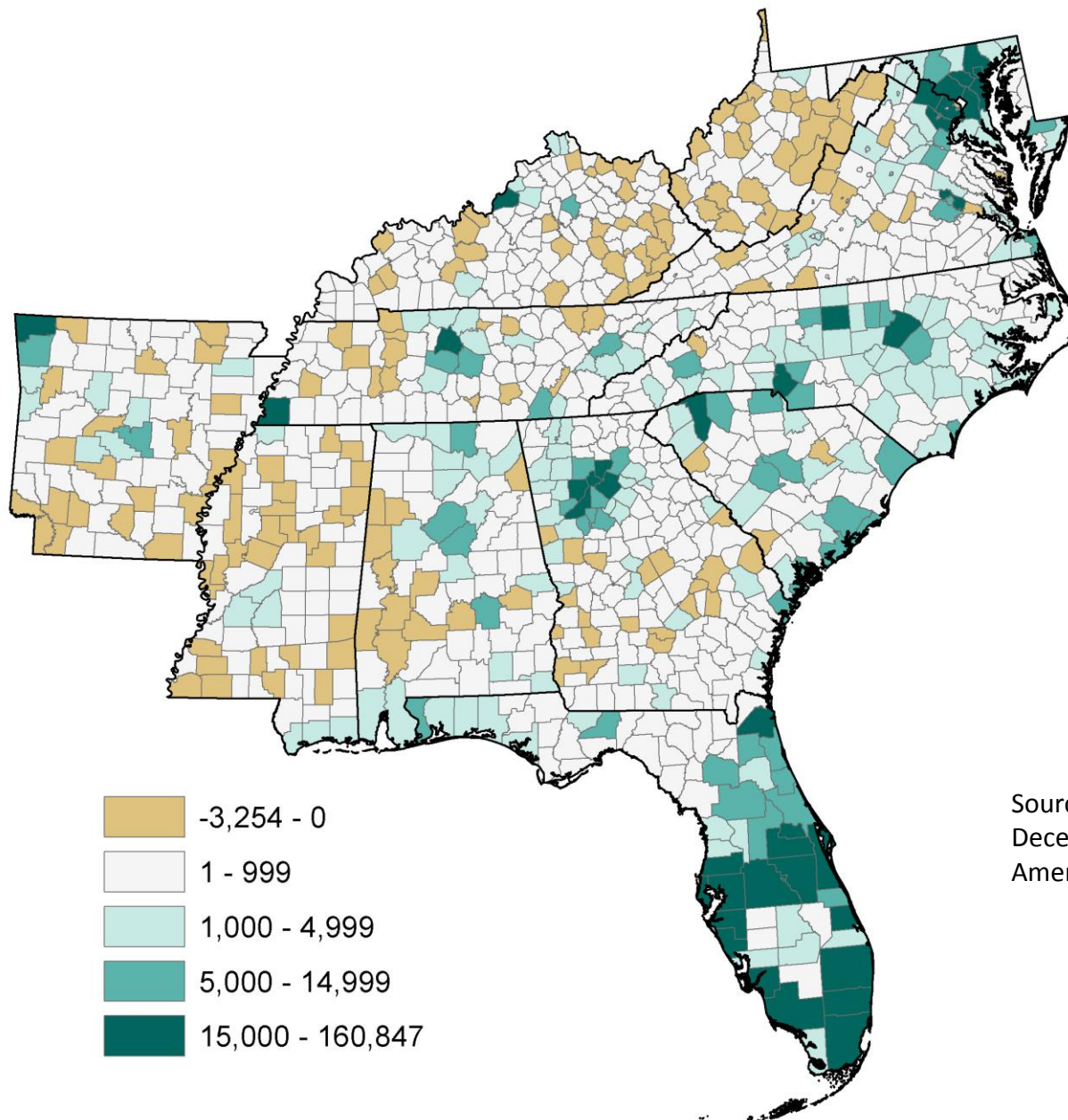


Foreign Born, 2013



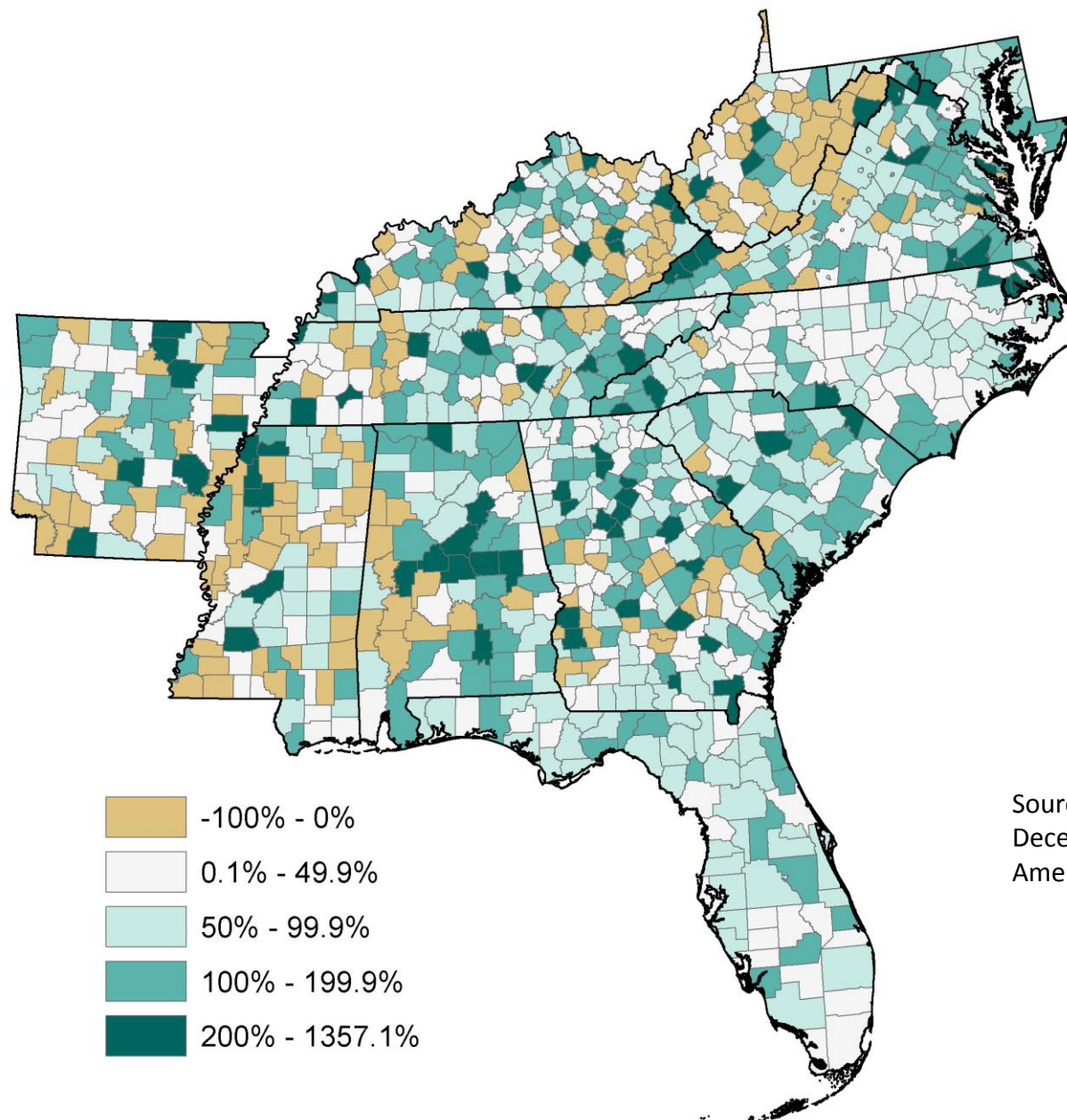
Source: U.S. Census Bureau, 2009-2013 American Community Survey

Foreign Born Growth, 2000-2013



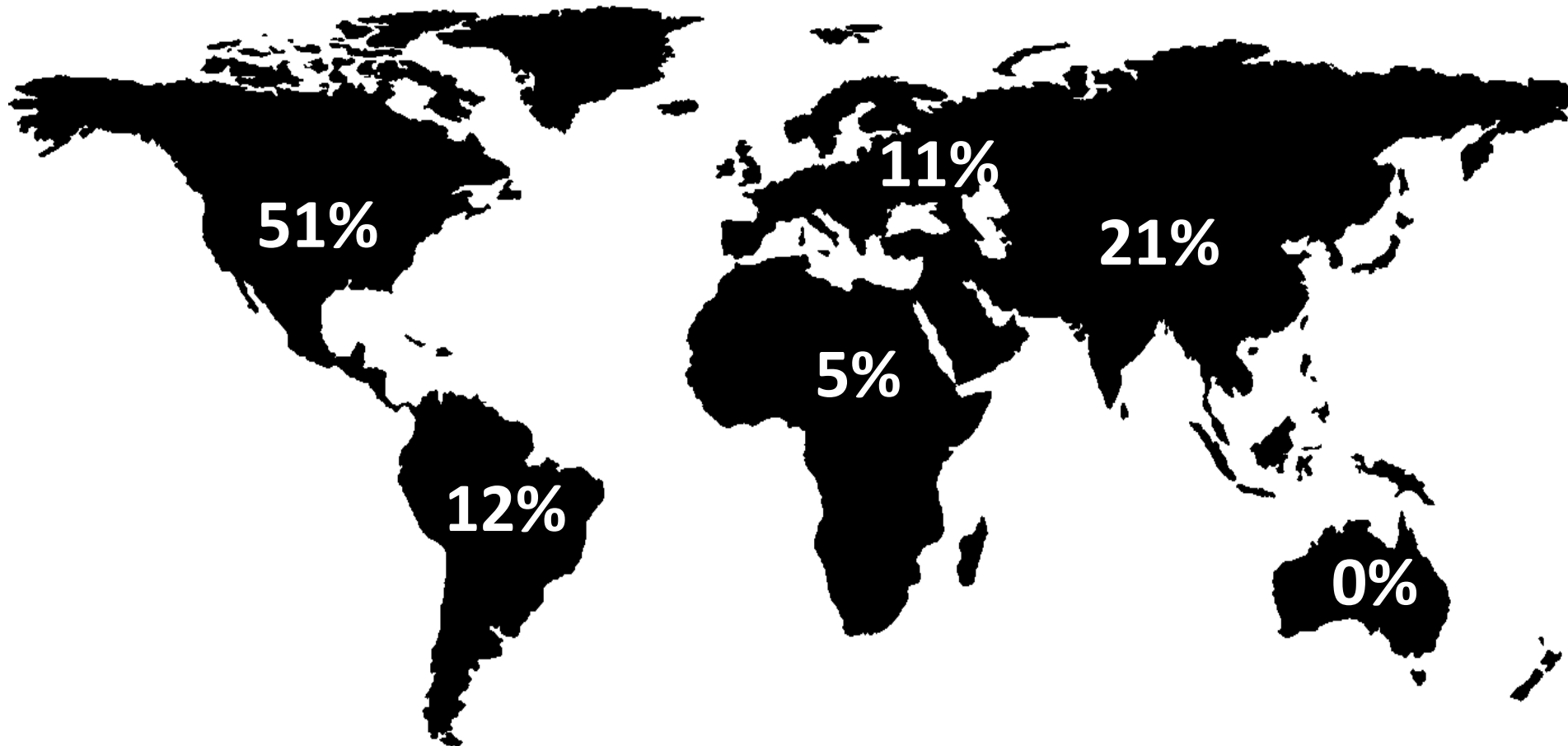
Source: U.S. Census Bureau, 2000
Decennial Census, 2009-2013
American Community Survey

Foreign Born Percentage Growth, 2000-2013



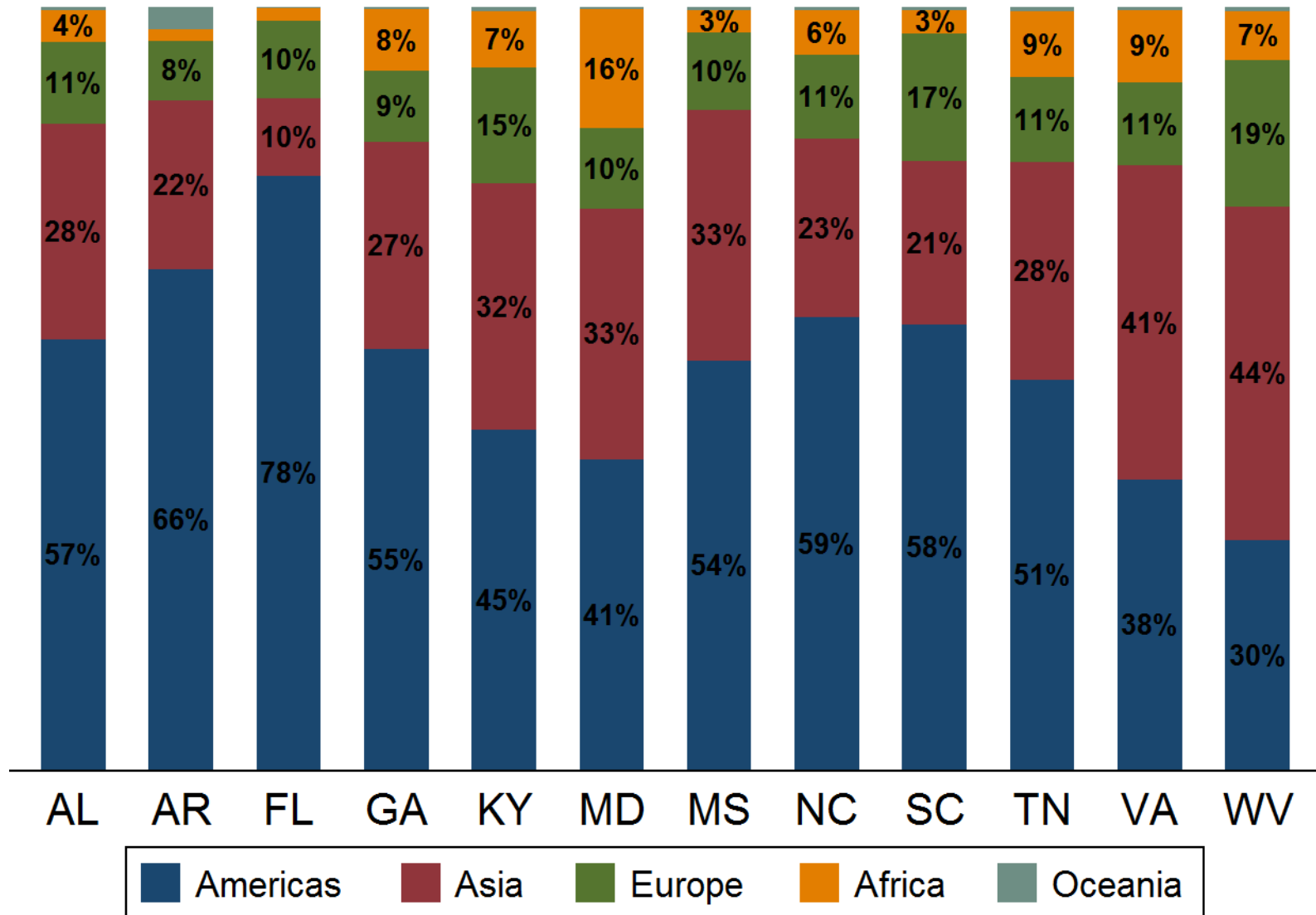
Source: U.S. Census Bureau, 2000
Decennial Census, 2009-2013
American Community Survey

SERDI Area Foreign Born Origin

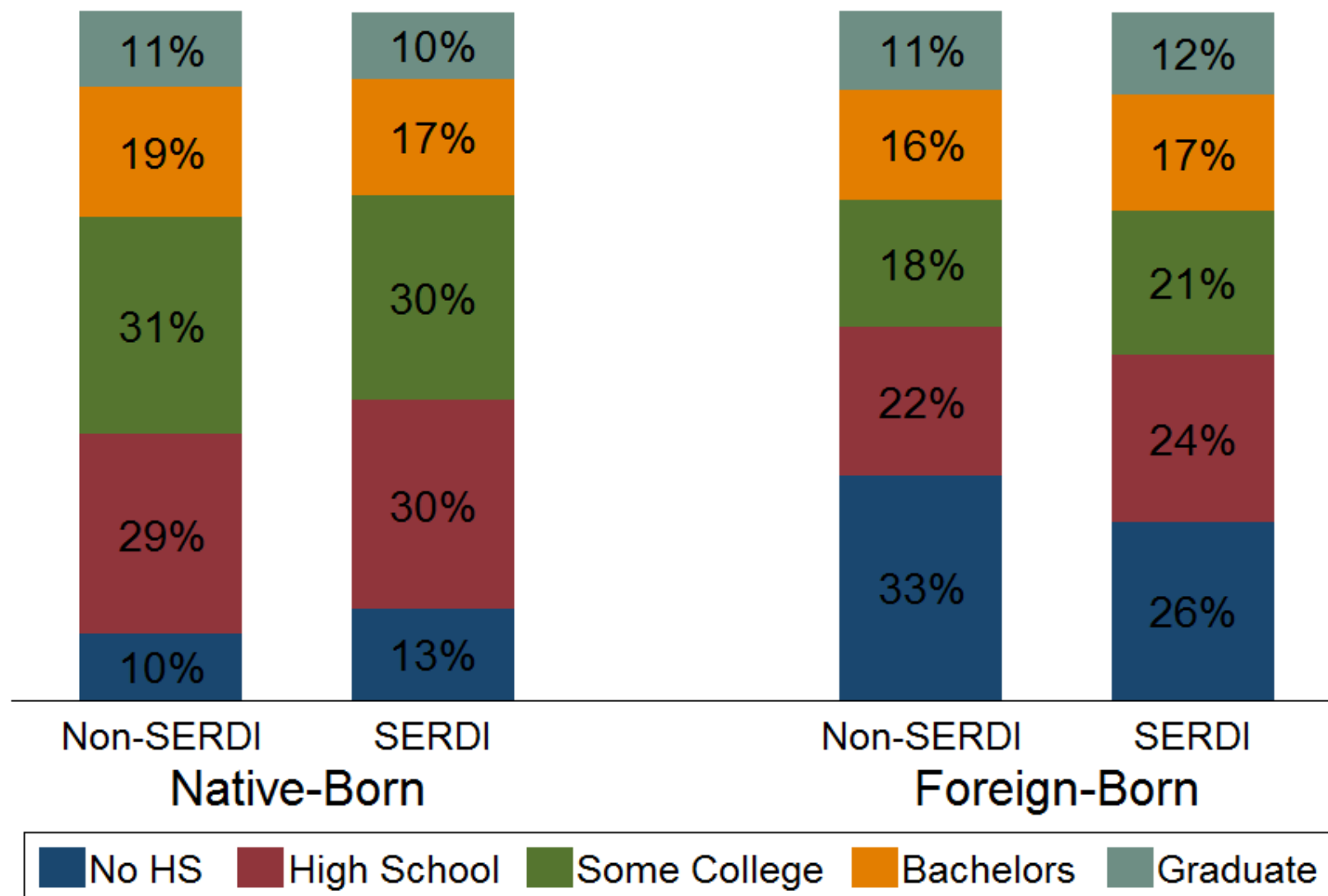


Source: U.S. Census Bureau, 2009-2013 American Community Survey

State Foreign Born Origins



Educational Attainment of the Foreign-Born

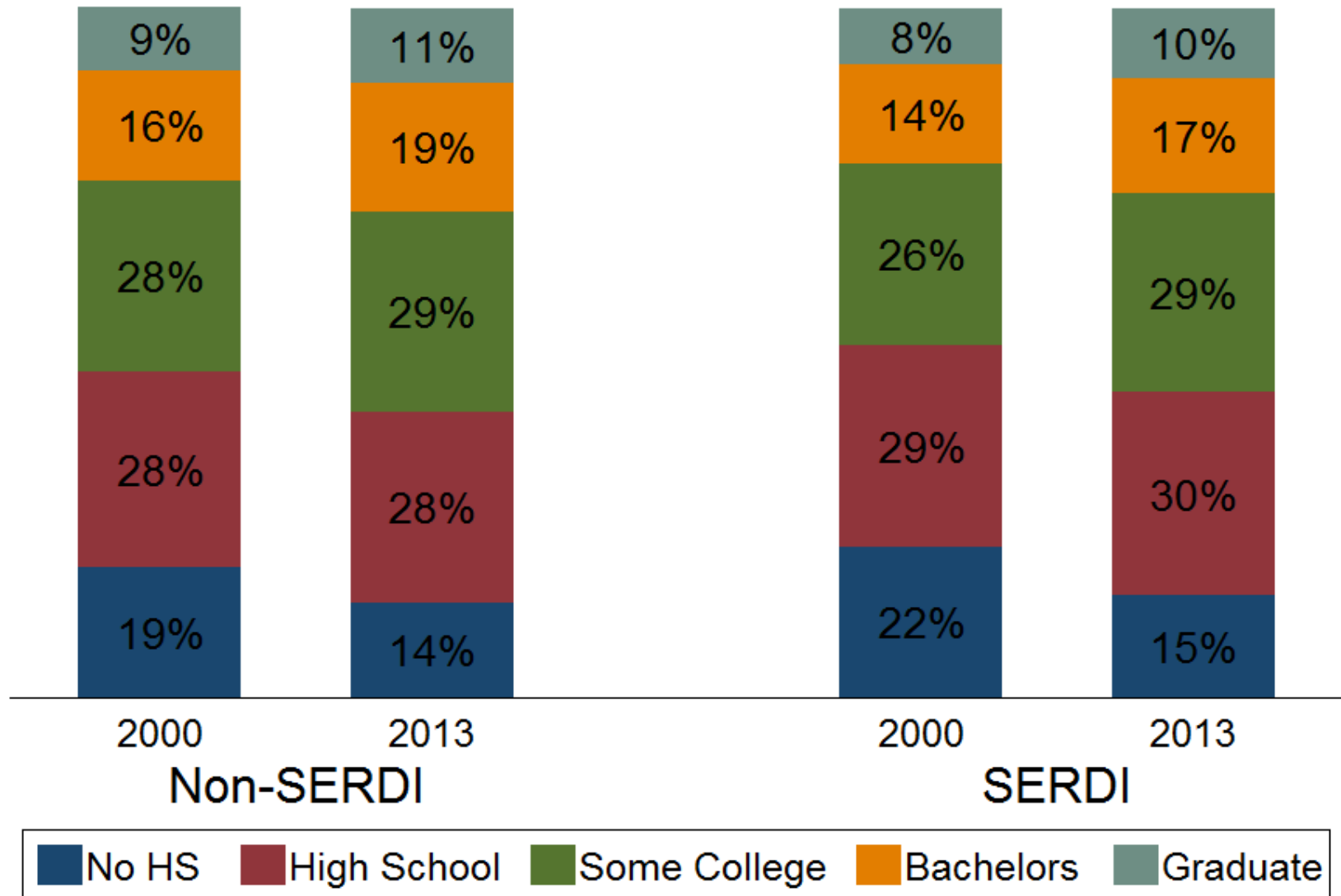


Proportions may not sum to one due to rounding.

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

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Educational Attainment



Proportions may not sum to one due to rounding.

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

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Millennials and the Changing Demographics of our Southern Region

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Kentucky State Data Center
<http://ksdc.louisville.edu>