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1 – STATES OF CHANGE

The scale of race and ethnic transformation in the United States is stunning and will continue for decades. That is the first and most profound impression to be drawn from *The Demographic Evolution of the American Electorate, 1974–2060*, a report from americaprogress.org by Ruy Teixeira, William Frey and Rob Griffin.

The report lays out 10 big trends that are transforming America:

Trend 1: The rise of majority-minority and near-majority-minority states

In 1980, the population of the United States was 80% white. Today, that proportion has fallen to 63%, and by 2060, it is projected to be less than 44%. Hispanics were 6% in 1980, are 17% today, and should be 29% by 2060. Asians/Others were just 2% in 1980, are 8% today, and should be 15% by 2060. Blacks should be stable at 12% to 13% over the time period.

Trend 2: The diversification of eligible voters

In 1980, 16% of eligible voters were minorities, 4 percentage points lower than the minority share of the overall population. Today, that figure has nearly doubled to 30%. This is still 7 points lower than the minority share of the overall population, as eligible voters have diversified at a slower rate than the overall population. Still, by 2060, eligible voters are projected to be 54% minority (defining “minority” by today’s standards).

Trend 3: The lagged diversification of actual voters

Relative to eligible voters, actual voters have

historically underrepresented minorities. In 1976, for example, 15% of eligible voters were minorities compared with 12% among actual voters. This three-point gap has persisted.

Trend 4: The rise of post-Baby Boom generations

The generational makeup of the US population has changed and will continue to change steadily. By 2060, the Greatest, Silent, and Baby Boom generations will no longer be on the scene. Gen Xers will be down to 8% of the population, Millennials will be at 21%, Post-Millennials and Post Millennials 2 – born from 2021 to 2040 – will be at 24% each, and Post-Millennials 3 – born from 2041 to 2060 – will be at around 22%.

Trend 5: The super-diversification of America’s children

Rising diversity strongly interacts with generational change. Each succeeding generation has been, and will be, more diverse than the generations that came before it. Back in 1980, the two newest generations in the population, the Baby Boomers and the Gen Xers, were, respectively, 21% and 26% minority. Looking at the two newest generations today, the Millennials and the Post-Millennials, the corresponding figures are 44% and 49% minority. Looking ahead to 2040, the Post-Millennial 2 Generation is projected to be 57% minority. In 2060, the Post-Millennial 3 Generation should be 64% minority.

Trend 6: The graying of America

The aging of the population will continue in the future. By 2060, those ages 65 and older are

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projected to outnumber those under age 18 by 23% to 20%. Those ages 50 to 64 should be 18%, for a total of 42% ages 50 and older. Eighteen- to 29-year-olds should be 14%, and 30- to 39-year-olds and 40- to 49-year-olds should be 12% each.

Trend 7: The diversification of the gray

There is no doubt that diversification has been proceeding faster with younger age groups, particularly children, than with seniors. However, diversification through generational replacement is having, and will have, strong effects on seniors as well. In fact, three-quarters of the growth in the senior share of eligible voters to 2040 – when the level of white seniors will peak – is projected to be from minority seniors.

Trend 8: The decline of the white working class

One of the more striking demographic changes in the past 40 years has been the decline of the white working class, or non-college – lacking a four-year degree – population. In 1974, 73% of all eligible voters were white working class. Over the next 40 years, that figure dropped 27 points to 46% today.

Trend 9: The rise of white college graduates

The story with white college graduates is very different. Despite the ongoing decline in the white share of the population, educational upgrading has been strong enough for white college graduates to actually increase their share over time. In 1974, just 13% of eligible voters were college-educated whites. Today, that figure has risen to 23%.

Trend 10: The rise of the unmarried electorate

Shifts in family structure have been another momentous demographic change in the past 40 years. On the most basic level, we have seen a rapid decline in the married share of the electorate and a concomitant, rapid rise in the ranks of the unmarried electorate. In 1974, 70% of eligible voters were married and 30% were unmarried. Today, unmarried eligible voters are now nearly as large a group as marrieds – 48% vs. 52%.

POLITICAL CONSIDERATIONS

Looking at these 10 trends, one might conjecture that growing diversity would appear to favor the Democrat Party. But that's not a certainty. There is no predetermined partisan advantage to be gained from these trends, conclude the authors – only a challenge that is common to both parties.

MAJORITY-MINORITY TIPPING YEARS

State	Whole Population	Eligible Voters
NM	1994	2006
CA	2000	2016
TX	2004	2019
NV	2019	2030
MD	2020	2031
AZ	2023	2038
GA	2025	2036
FL	2028	2043
NJ	2028	2040
NY	2031	2045
IL	2043	2053
US	2044	2052

2 – L.A. DEMOGRAPHICS

Los Angeles County has already experienced the demographic changes described above. Currently, as a result, the pace of change has slowed down. Los Angeles County – the most populous in the nation with about 10.1 million people – was

projected less than a decade ago to reach a population of 12 million by 2030. Now, the county is expected to reach that milestone after 2060, according to state estimates.

Consulting in:

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Providing:

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Lower levels of both legal and illegal immigration, slow but steady population growth, fewer young children and a soaring senior ratio will characterize the future of Los Angeles County. Latinos will likely be the the majority by 2020, but the percentage of foreign born has leveled off at around 35%.

Since 2001, more than 60% of babies born in L.A.

County have been Latino, compared with more than 50% in the state. But the actual number of babies born has declined, as has the number of kids under the age of 10, by about 18%.

As for seniors, L.A. County has about 20 seniors for every 100 people of working age, and that ratio is projected to double by 2040. For more see: www.dailynews.com.

3 - HISPANIC MARKETING MOVES INTO THE MAINSTREAM

The power and potential of the more than 54 million Hispanic consumers in the US – 17% of the US population – can't be denied. The group's consumer spending reached \$1.4 trillion in 2014, and that figure is ticking up by \$100 billion every year. But the real news is that while US Hispanics are proud of their heritage, they are assimilating fast.

So writes Ian Murphy at retaildive.com.

Hispanics born in the US account for nearly two-thirds (64%) of the Hispanic market, according to Nielsen, and 35% of all Hispanics living in the United States now speak English *and* Spanish in the home.

of this market speak only English at home. With this rapidly expanding consumer group going somewhat untouched, retailers looking to tap into the market are taking their messages into the mainstream.

There's still a place for Spanish-only ads and placements, of course. But as more and more US Hispanics grow up speaking both Spanish and English, the lines between demographic groups will blur, and the US Hispanic market will become a quintessentially all-American one. As I wrote 13 years ago, during my association with advertising firm LatinWorks:

MULTICULTURAL SHARE OF MARKET (2015)

State	Overall Population(M)	Multicultural Share of Market(%)
CA	39.3	62
TX	27.5	57
FL	20.1	45
NY	19.9	44
PA	12.9	23
GA	10.3	46
NC	10.1	37
VA	8.5	38
WA	7.2	30

Source: Santiago Solutions Group

“Although not generally understood or appreciated, Hispanic immigration to the US, as well as the share of the US Hispanic population that is foreign-born, both peaked years ago. Hence, the explosive growth of the US Hispanic population in the coming decades will be fueled more by natural increase (native births) than by immigration. This will speed the processes of assimilation and acculturation.

“It's already happening. Besides TV, print media and the Internet, the trend toward English preference among US Hispanic youth is also evident in the radio and movie markets.

The number is even greater for native-born Hispanics younger than 18 years old: According to Pew, 80%

“Spanish is certainly not going to fade away in the regions of the country that serve as gateways to new immigrants. The sheer size and continuous nature of Hispanic immigration, the proximity of

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Latin America to the US, and the availability of Spanish options in media, business and government services guarantee the continued proliferation of Spanish usage in the US. After all, the shift to English generally takes at least 3 generations, and Hispanics have (so far) been slower to make the shift than other immigrant groups.

“But according to Portland State University’s Population Research Center, the fastest-growing segment of the US Latino population is the third generation. And since the US Hispanic youth market is a bellwether, leading-edge group, it will make sense in years to come to closely monitor its habits, characteristics, and progression.”

4 - BREATHTAKING PROGRESS WITH WIRELESS NETWORKS

Richard Bennett writes at techpolicydaily.com:

The future of networking is wireless, and we shouldn’t want it any other way. Despite the well-deserved hype about the boundless capacity of fiber optic wired networks, most network interactions in the future will begin and end without wires. There are two obvious reasons for this: mobility and flexibility. Not only do wireless networks allow for access while we’re in motion, they also allow us to rearrange our gear without the hassle of pulling new wires. And wireless networks are fundamentally safer, neater, and more reliable than their wired counterparts, as they do away with cable clutter and are immune to cable cuts.

Emerging technologies promise to [increase the efficiency of wireless networks by a hundred times](#): *parallelism* technologies such as Multi-User Multiple Input/Multiple Output, Space Division Multiplexing and Beam-Forming permit multiple devices to use the same spectrum at the same time in the same place, something that hasn’t been possible before without a reduction in performance. Today’s Wi-Fi, by contrast, uses a time-sharing technique that is overcome by congestion when too many people use the same network; we experience this congestion today in airports and trade shows.

For the most part, the performance of personal computers, laptops, smartphones and data center servers also increases by parallelism with each generation of technology. Hence, there’s a multiplier effect when faster and faster devices are interconnected with faster and faster networks.

The new technologies work in both licensed and unlicensed spectrum. This functionality enables better integration of licensed mobile networks – which cover wide areas – and unlicensed networks, such as Bluetooth and Wi-Fi, whose primary value is indoors and between relatively stationary devices. ...

While parallelism, small cells, and licensed/unlicensed integration offer the means to increase network efficiency by 300 times or more in the aggregate, this won’t be enough to meet our future needs. The problem, of course, is the massive explosion in new applications that depend on wireless access. The figures on the growth of wireless data use since the advent of the iPhone are staggering; [according to Cisco](#), 2013’s mobile data traffic was nearly 30 times the size of the entire global Internet in 2000. And this growth isn’t slowing down.

It’s not unreasonable to target a thousand times increase in overall wireless capacity from the 2013 level, as [Qualcomm has done](#). While this goal seemed ludicrously optimistic two years ago, it’s now easy to see how it could happen. We simply have to combine the projected 300 times improvement in network efficiency over the next five to ten years with a corresponding tripling of spectrum allocations. ...

The opportunities are boundless, and the future belongs to the bold. Spectrum policy would do well to take a page from the engineer’s playbook and make planning for progress a deliberate and ongoing activity.