

COVID-19 and North Carolina's Shifting Demography

James H. Johnson, Jr., Ph.D.
Kenan-Flagler Business School
University of North Carolina at
Chapel Hill



Key Demographic Drivers of Change

Moving & Grooving

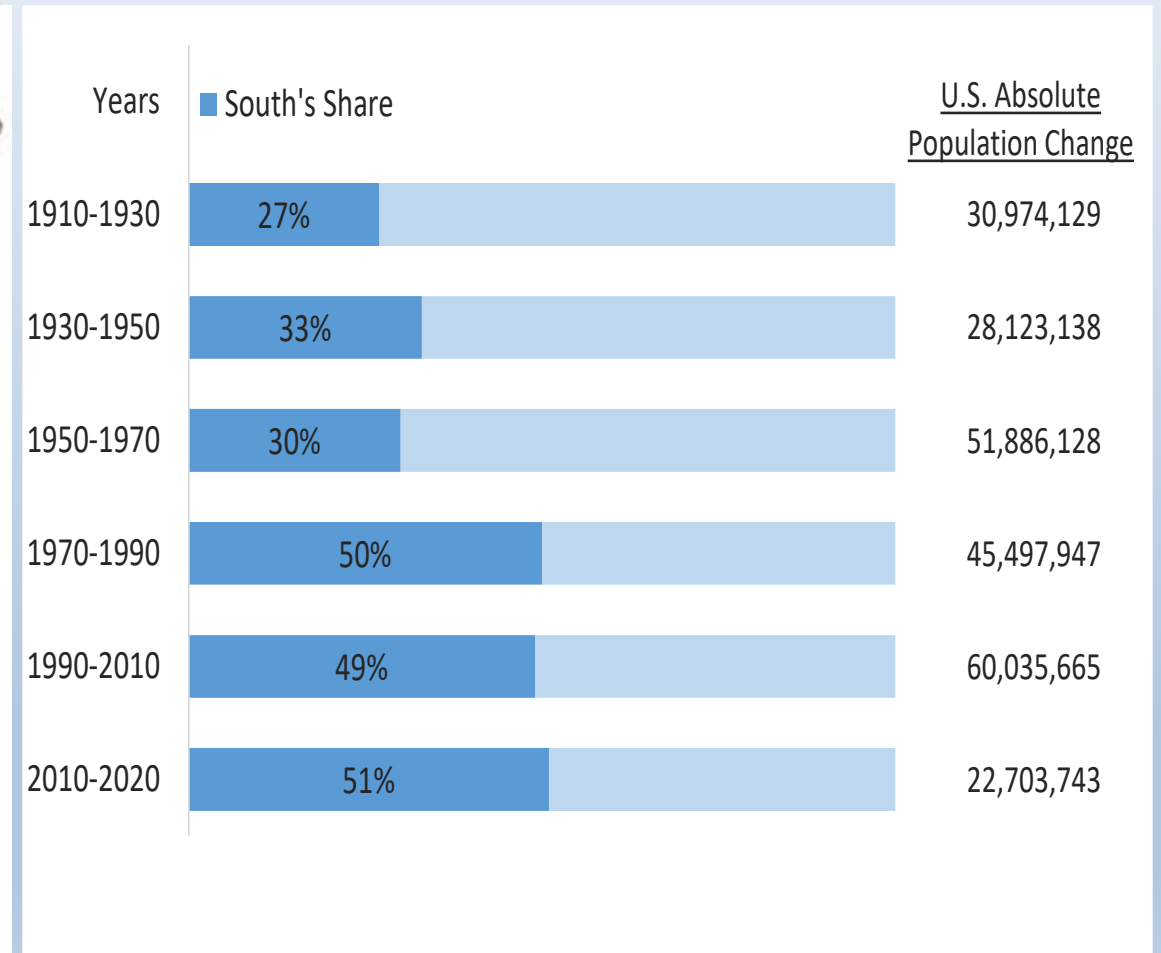
“Browning” & “Graying”

Disappearing & Rebellious

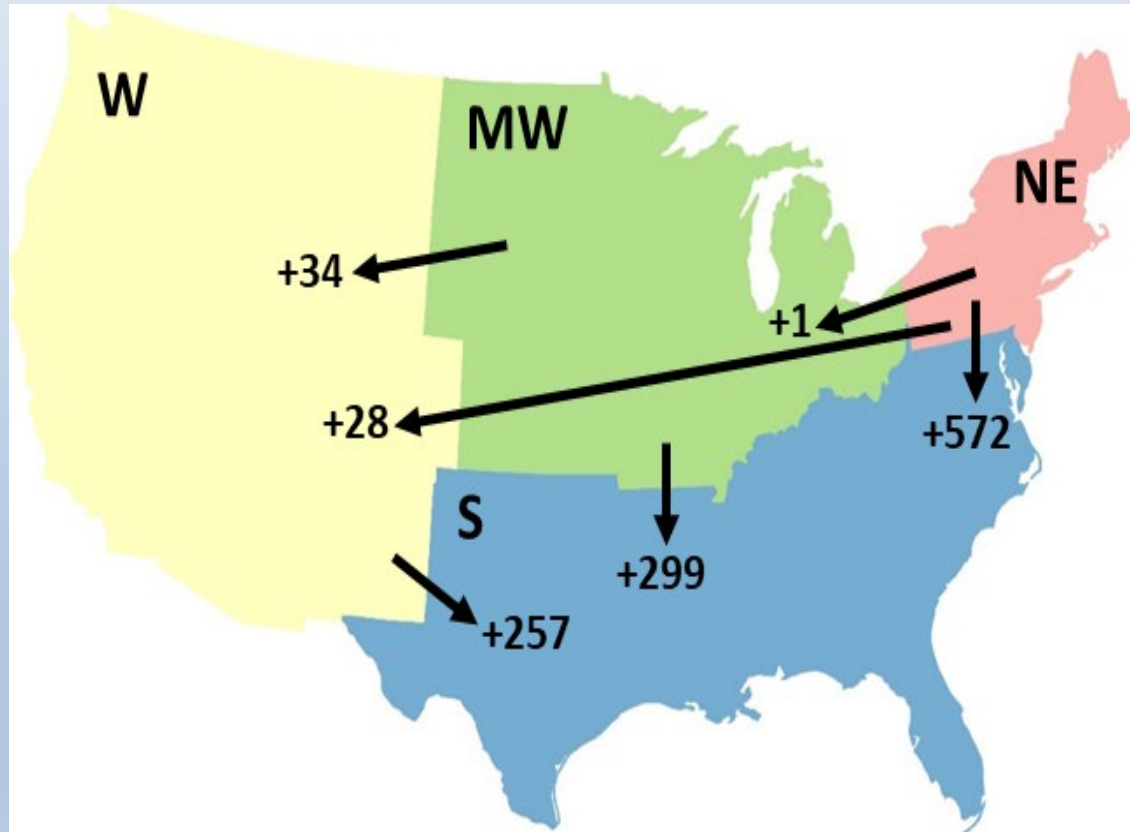
Moving and Grooving

The South Rises—Again!

The South's Share of U.S. Net Population Growth 1910-2020



Net Regional Migration Flows, 2010-2015



Net Migration Trends by Region and Major Demographic Group, 2010-2015

	Northeast	Midwest	South	West
Total	-622	-331	+1,147	-193
White	-402	-267	+733	-64
Black	-89	-69	+220	-62
Asian	-58	-23	+58	+23
Hispanic	-51	+13	+122	-84
Elderly	-43	-72	+124	-9
Native born	-528	-304	+994	-161
Foreign born	-94	-27	+153	-32

(numbers in thousands)

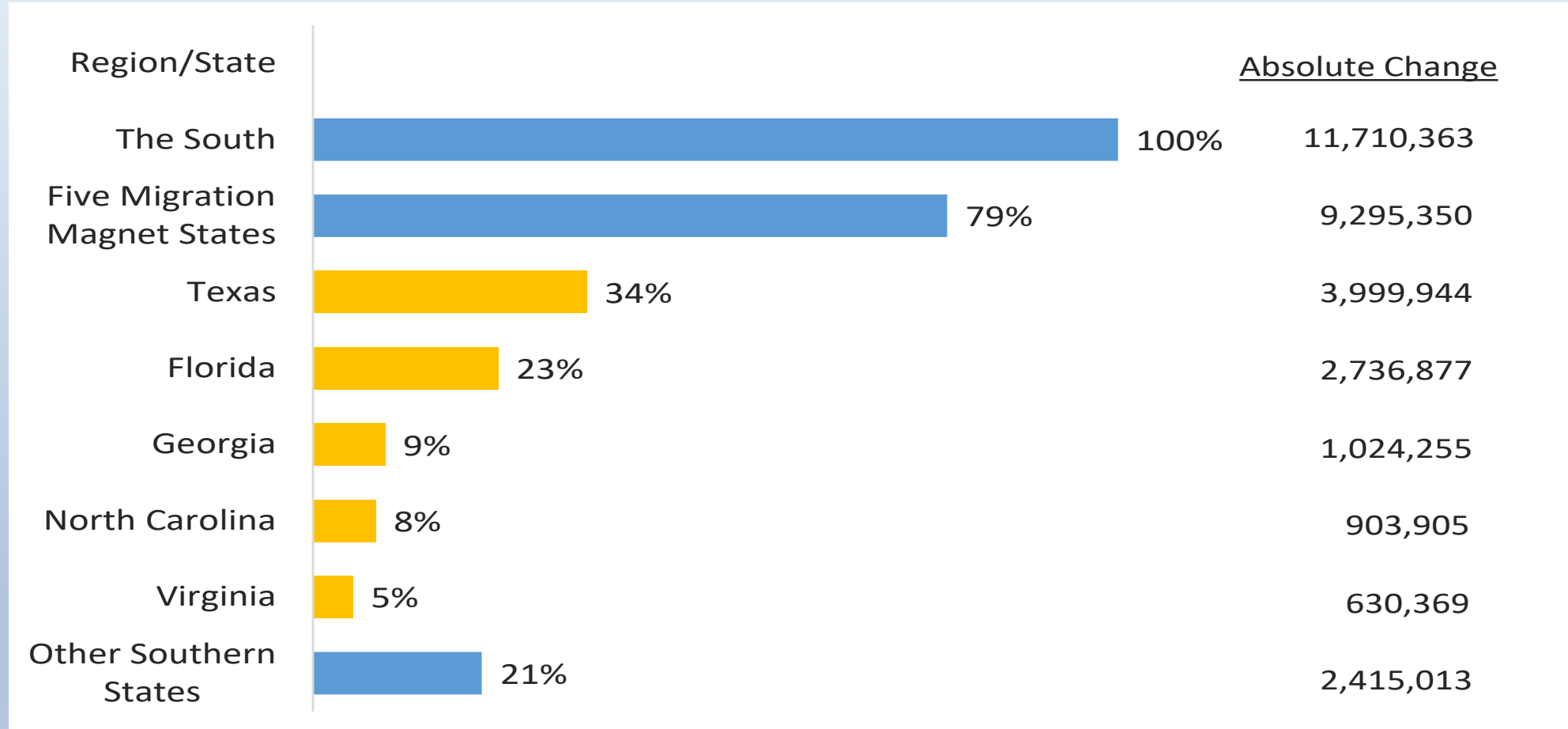
■ = Net Import

■ = Net Export




















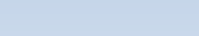
Absolute & Percent Population Change, 2010-2020

Area	2020 Population	Absolute Population Change, 2010-2020	Percent Population Change, 2010-2020
United States	331,499,281	22,703,743	7.4
Northeast	57,609,148	2,291,908	4.1
Midwest	68,985,454	2,058,453	3.1
South	126,266,107	11,710,363	10.2
West	78,588,572	6,643,019	9.2

State Shares of South's Net Growth, 2010-2020













Top 10 Net Exporters and Net Importers of Population, U.S. States,

Net Exporters		Net Importers		
<u>Absolute Number</u>	<u>Migrants/Day</u>	<u>State</u>	<u>Migrants/Day</u>	<u>Absolute Number</u>
-167,328	-458	New York		
-144,343	-395	Illinois		
-137,895	-378	California		
-72,855	-200	New Jersey		
-29,376	-80	Louisiana		
-26,734	-73	Massachusetts		
-20,140	-55	Hawaii		
-18,246	-50	Maryland		
-15,646	-43	Connecticut		
-13,506	-37	Kansas		
		Florida		326
		Arizona		270
		North Carolina		194
		Washington		170
		Texas		157
		Oregon		110
		South Carolina		103
		Tennessee		99
		Nevada		95
		Colorado		89

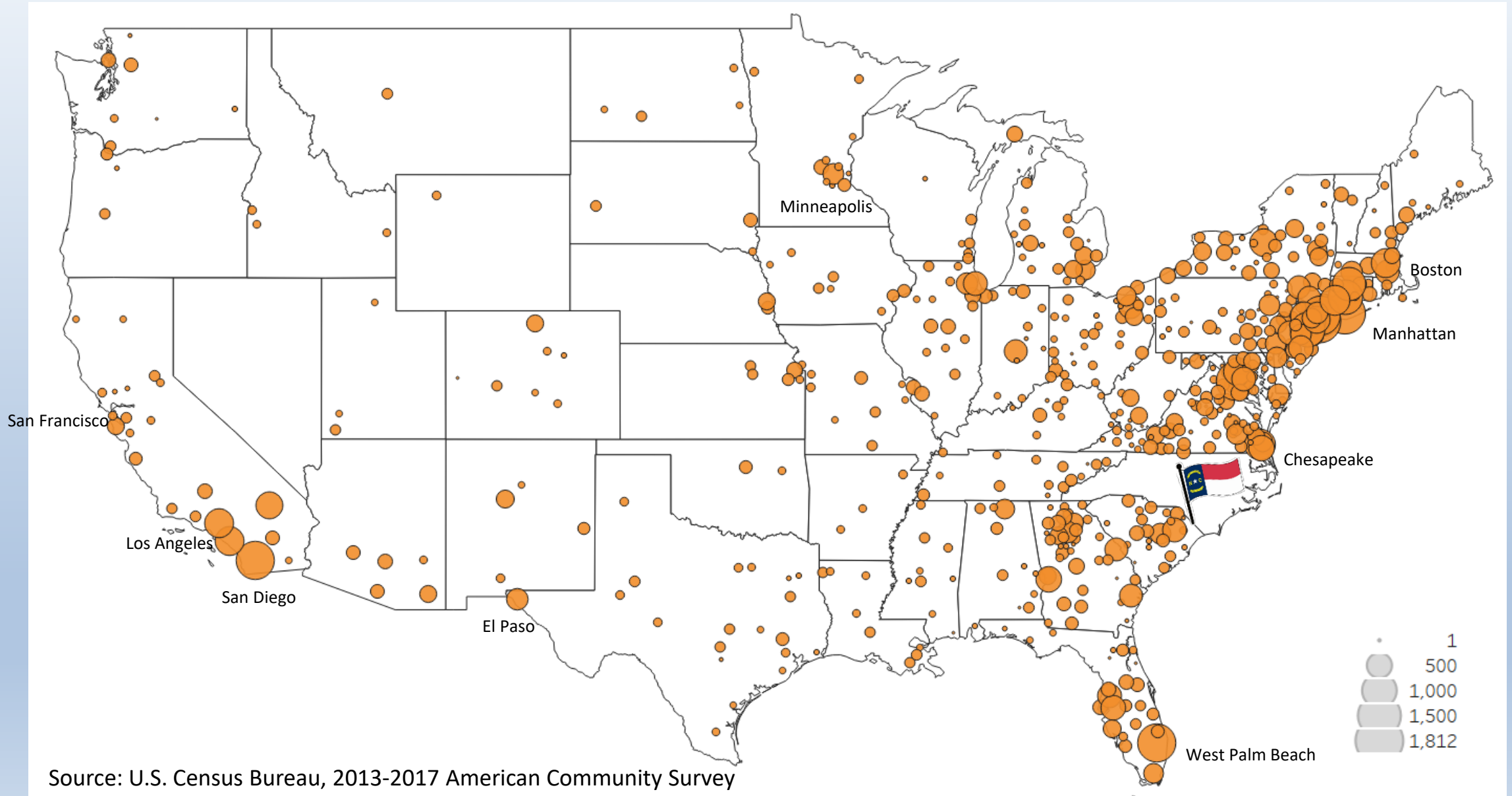
Source: U.S. Census Bureau, 2017 American Community Survey

Net Migration to North Carolina, 2010-2018

Year	Migrants/Day	Absolute Number
2010-2018		+151 495,379
2018		+218 79,731
2017		+194 70,628
2016		+204 74,333
2015		+201 73,406
2014		+103 37,585
2013		+79 28,832
2012		+94 34,486
2011		+110 40,144
2010		+154 56,231

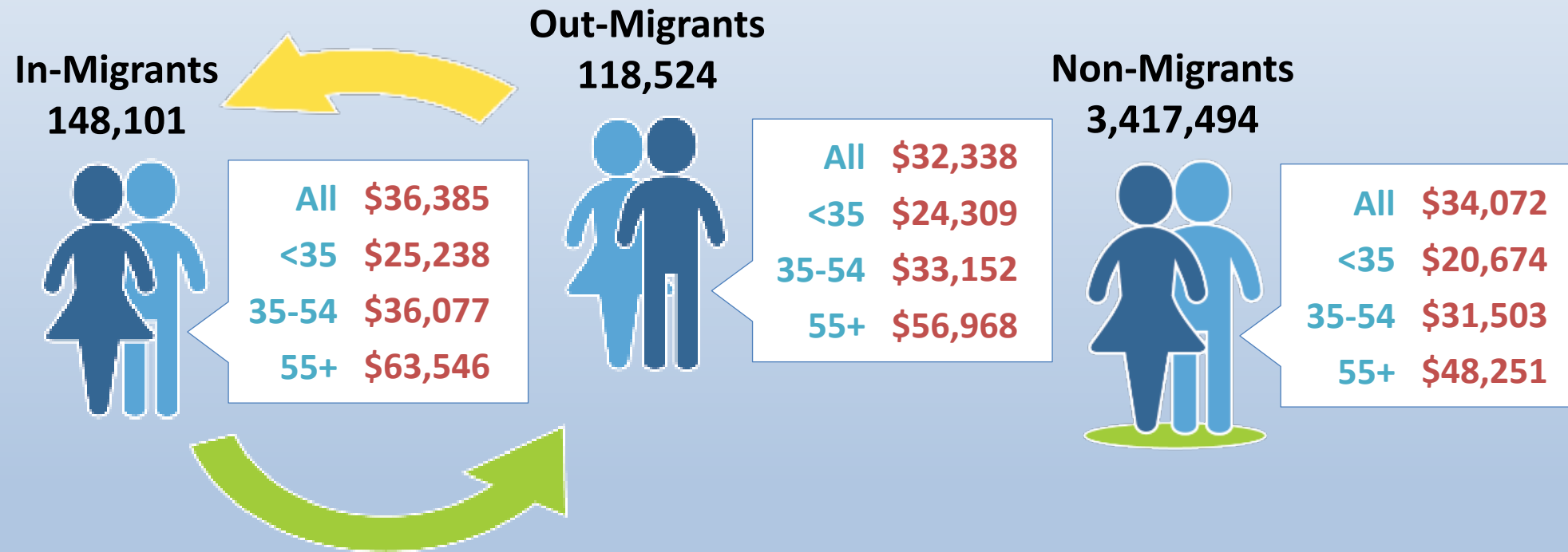
Source: American Community Survey, State to State Migration Flows, 2010-2018

Origins of North Carolina Migration Flows, 2013-2017





Per Capita Adjusted Gross Income (AGI) of North Carolina In-Migrants, Out-Migrants and Non-Migrants by Age, 2017-2018



Source: IRS, Statistics of Income Division, Individual Master File, December 2019



**North Carolina
Population Change,
1990-2020**

Census Period	Absolute Change	Percent Change
1990-2000	1,420,676	21.4
2000-2010	1,486,170	18.5
2010-2020	903,905	9.5
1990-2020	3,810,751	59.2

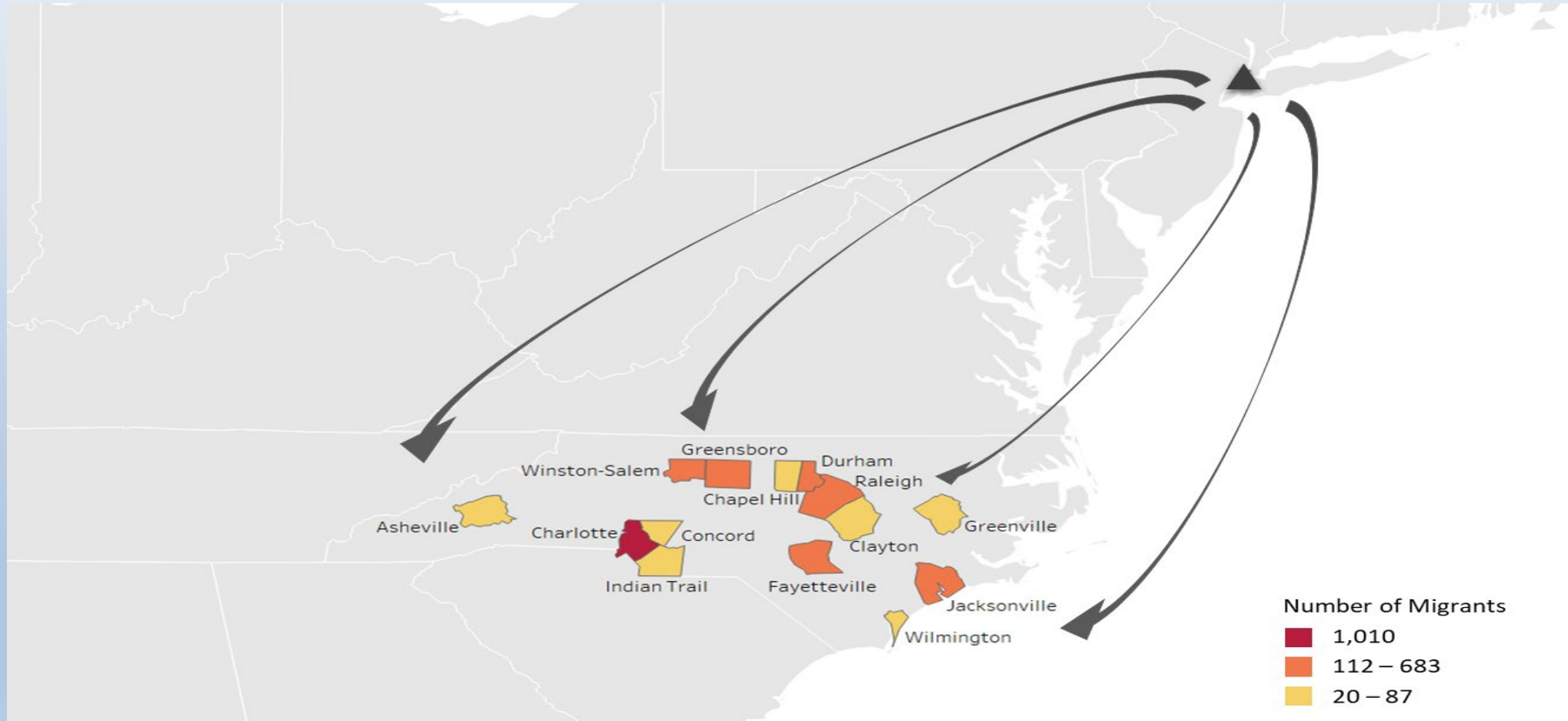
Demographic Winners & Losers



North Carolina's Growth Magnets, 2010-2020

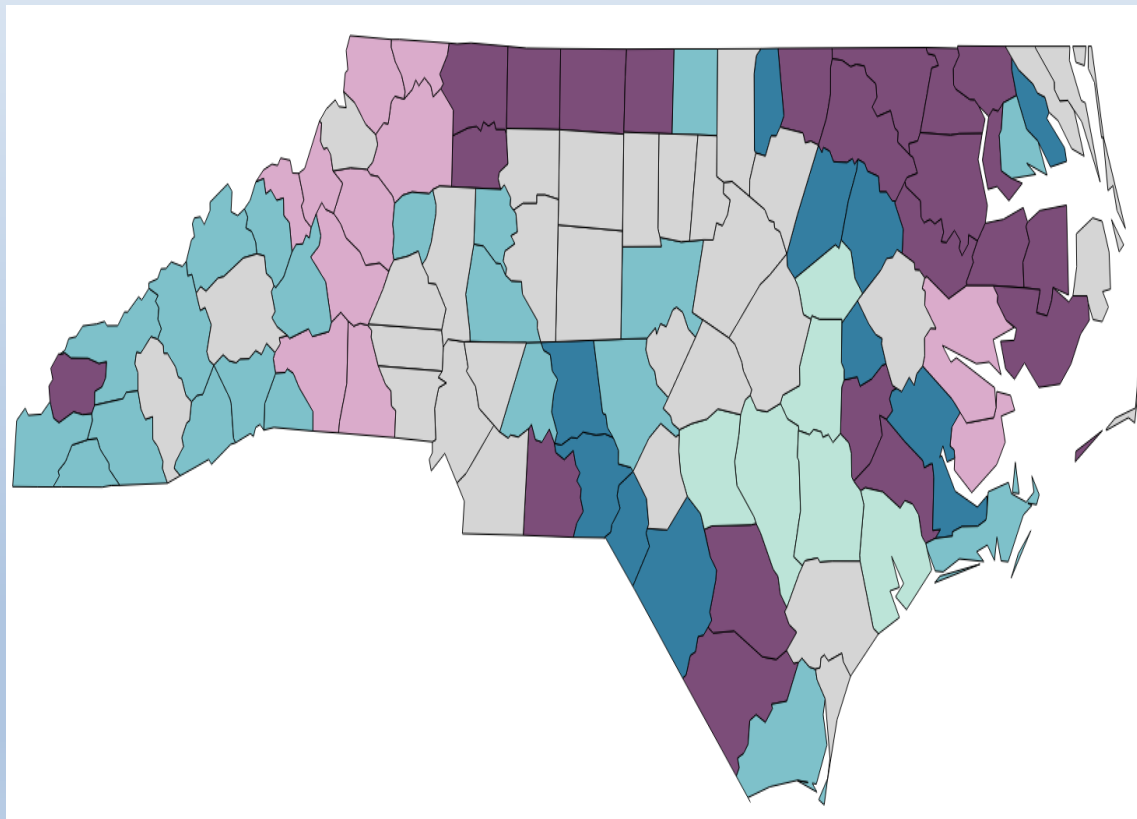
County		Percent of Growth (Net Growth: 903,965)		
Wake	228,417	47%	84%	
Mecklenburg	195,854			
Durham	57,246	64%		
Guilford	52,893			
Cabarrus	47,793			
Johnston	47,121			
Union	36,975			
Forsyth	31,920			95%
Buncombe	31,134			
Brunswick	29,262			
Iredell	27,256			
Onslow	26,804			
New Hanover	23,035			
Gaston	21,857			
Alamance	20,284			

New York City, NY - Out Migration Fields in North Carolina, 2017-2018



Source: IRS Migration File

Demographic Change Typology, North Carolina Counties, 2010-2019

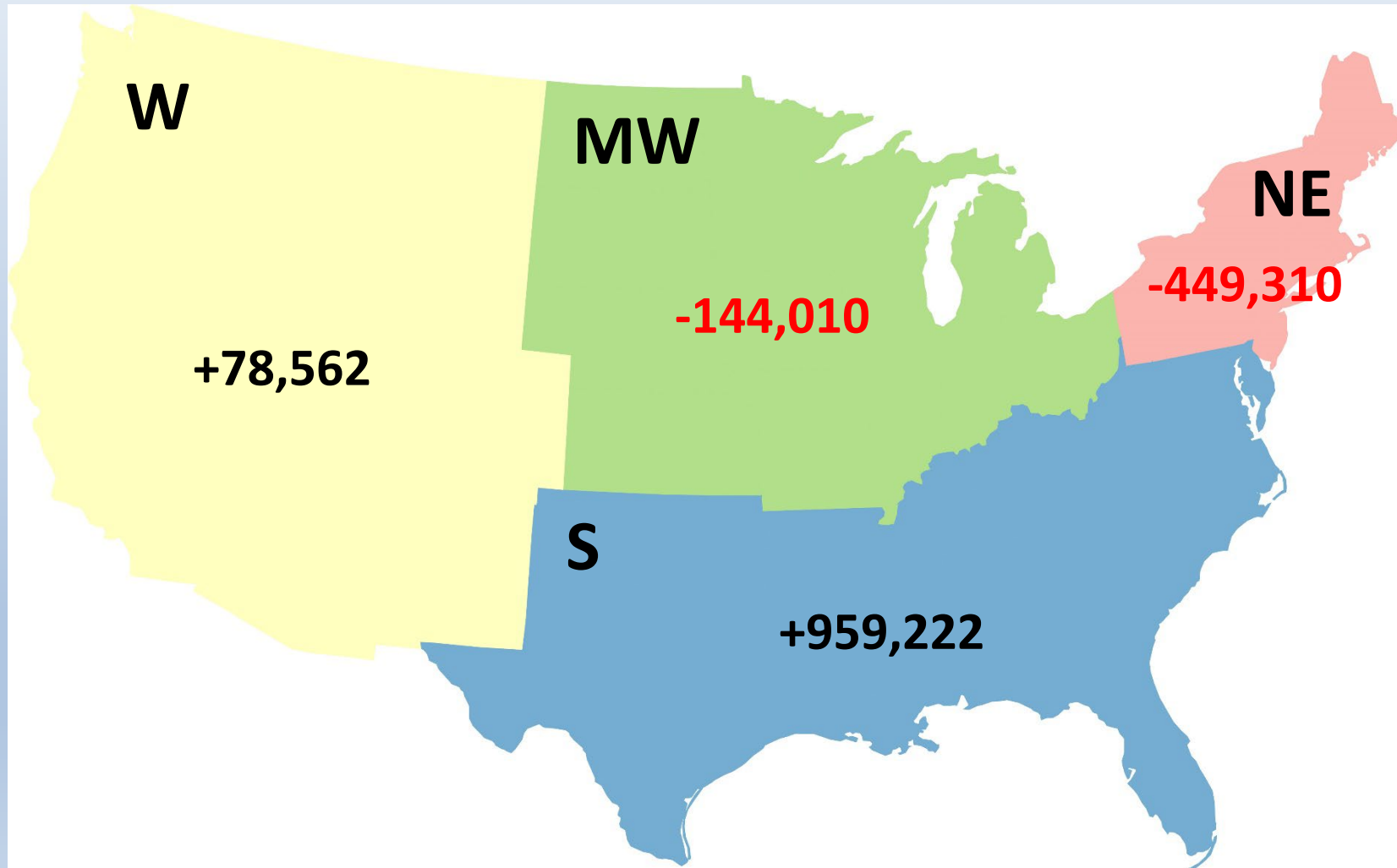


- Balanced Growth
- Natural Growth
- Migration Magnet
- Emptying Out
- Biologically Declining
- Dying

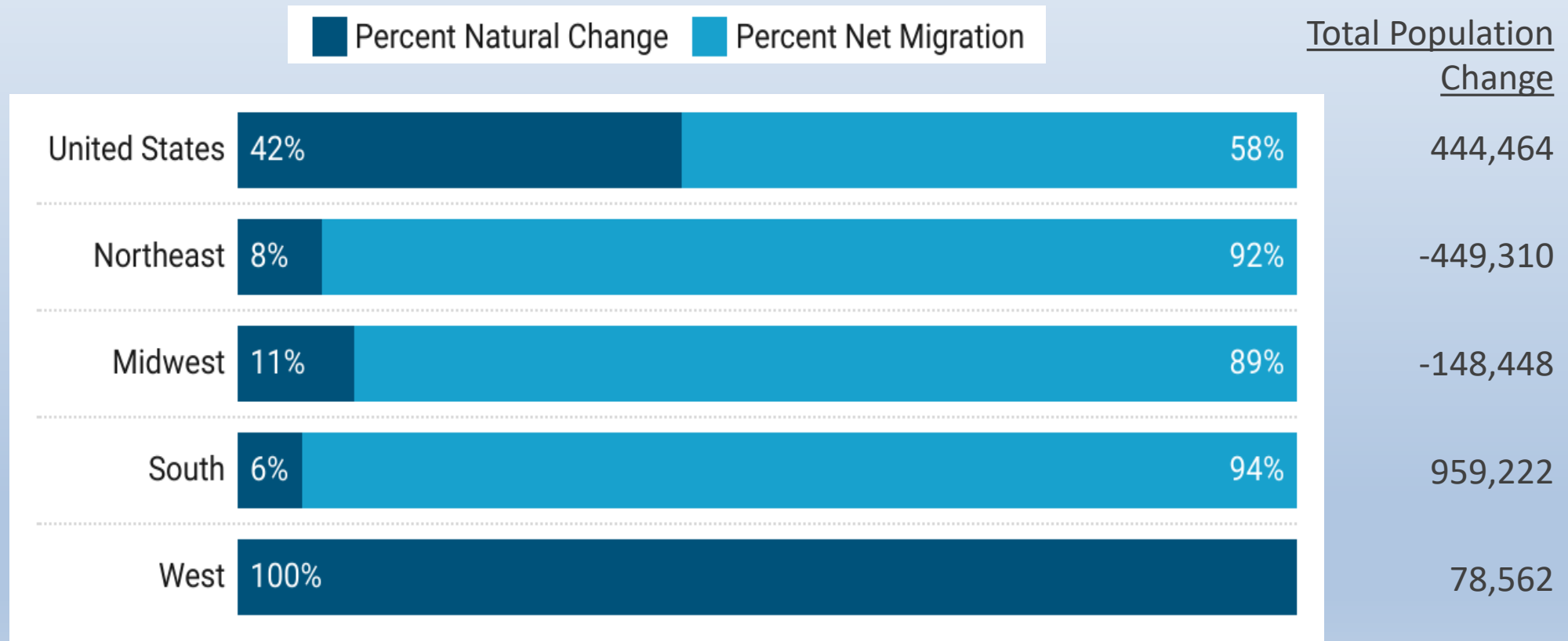
By the Numbers

April 1, 2020 – July 1, 2021

Cumulative Population Change by Region, April 1, 2020 to July 1, 2021



Components of Population Change, April 1, 2020 to July 1, 2021



Absolute and Percent Population Change, April 1, 2020 – July 1, 2021

Area	Total Population 2021	Absolute Change 2020-2021	Percent Change 2020-2021
United States	331,893,745	444,464	0.1
Northeast	57,159,838	-449,310	-0.8
Midwest	68,841,441	-144,013	-0.2
South	127,225,329	959,222	0.8
West	78,667,134	78,562	0.1

Net Migration Trends By Region and Major Demographic Group, 2017-2021

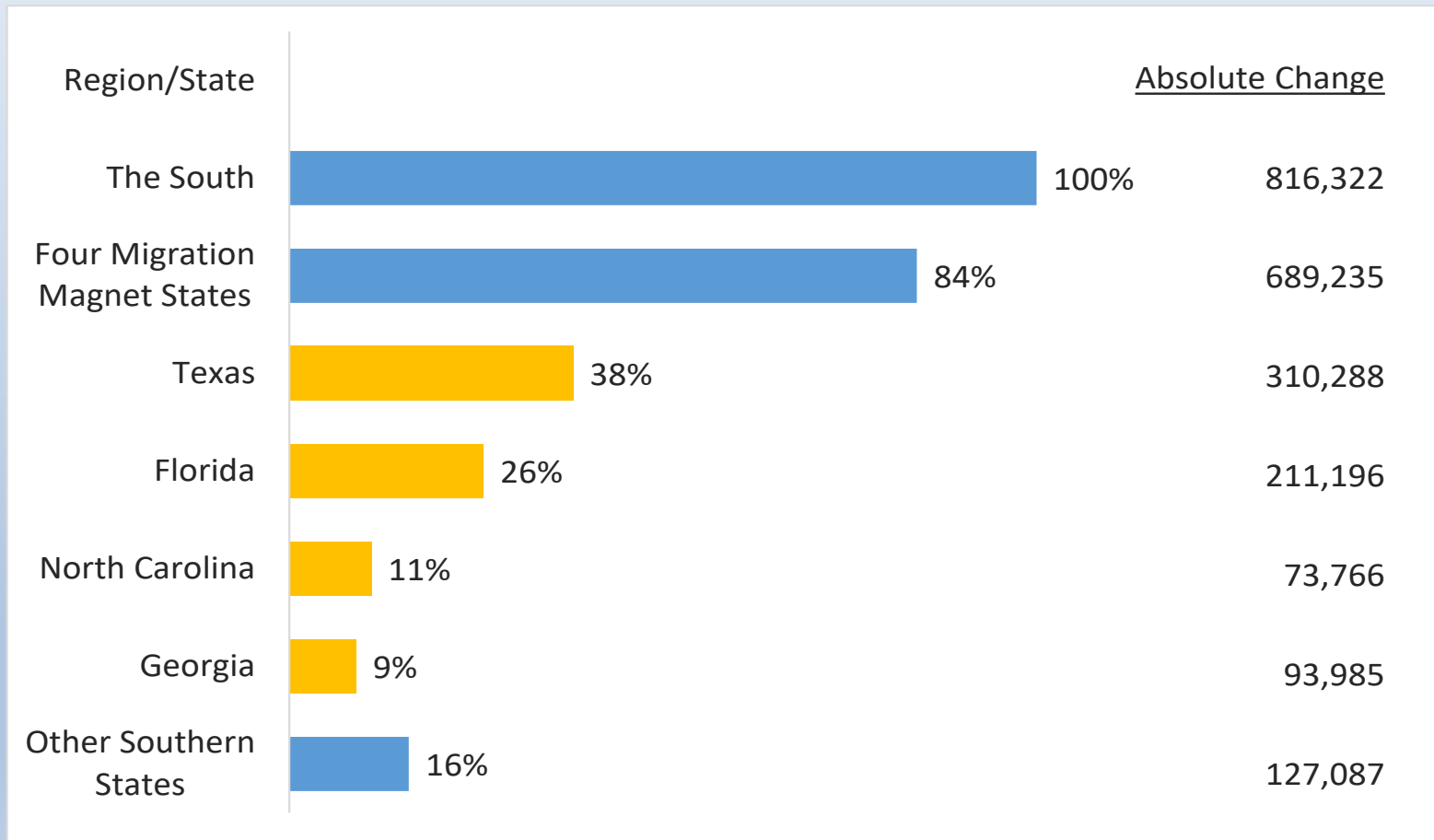
	Northeast	Midwest	South	West
Total	-982	-209	1,398	-206
White	-519	-67	628	-40
Black	-101	-85	271	-85
Asian	-44	-87	141	-9
Hispanic	-270	-62	342	-10
Elderly	-55	-25	26	29
Native born	-783	-141	961	-206
Foreign born	-200	-69	269	0

(numbers in thousands)

■ = Net Import

■ = Net Export

State Shares of South's Net Growth, April 1, 2020- April 1, 2021

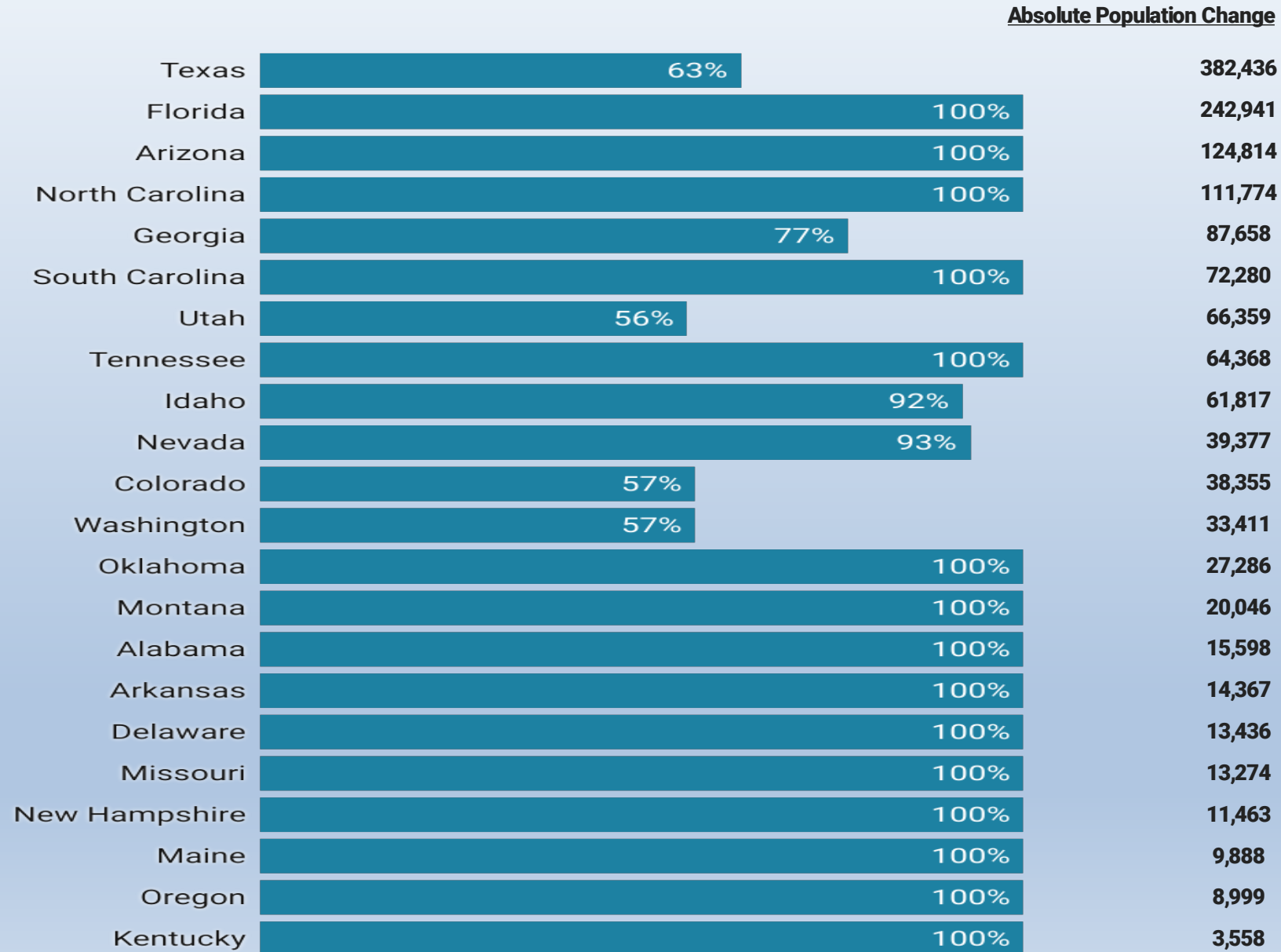


Net Exporters & Net Importers of Population, April 1, 2020-July 1, 2021

Net Out-Migration				Net In-Migration			
Total Migration	Migrants/Day	Top Origin States	Top Destination States	Migrants/Day	Total Migration		
-415,522	-923	California	Florida	678	305,218		
-387,397	-861	New York	Texas	532	239,792		
-145,656	-324	Illinois	Arizona	276	124,295		
-40,686	-90	Massachusetts	North Carolina	253	114,020		
-34,074	-76	Louisiana	South Carolina	182	82,142		
-29,149	-65	New Jersey	Tennessee	167	75,259		
-22,143	-49	D.C.	Georgia	150	67,437		
-19,312	-43	Maryland	Idaho	126	56,851		
-15,059	-33	Hawaii	Utah	83	37,304		
-11,734	-26	Minnesota	Nevada	81	36,605		
-10,254	-23	Michigan	Oklahoma	65	29,129		
-6,828	-15	North Dakota	Alabama	59	26,717		
-6,356	-14	Kansas	Montana	49	22,062		
-5,365	-12	Alaska	Colorado	48	21,750		
-3,378	-7	Nebraska	Washington	43	19,195		
			Missouri	41	18,604		
			Arkansas	41	18,458		
			Maine	40	17,912		
			New Hampshire	35	15,977		
			Delaware	33	15,039		
			Oregon	31	14,080		
			Kentucky	25	11,496		

Percent of Population Growth Due to Net Migration, Top Destinations

April 1, 2010 – July 1, 2021



Absolute & Percent Population Change April 1, 2020-July 1, 2021

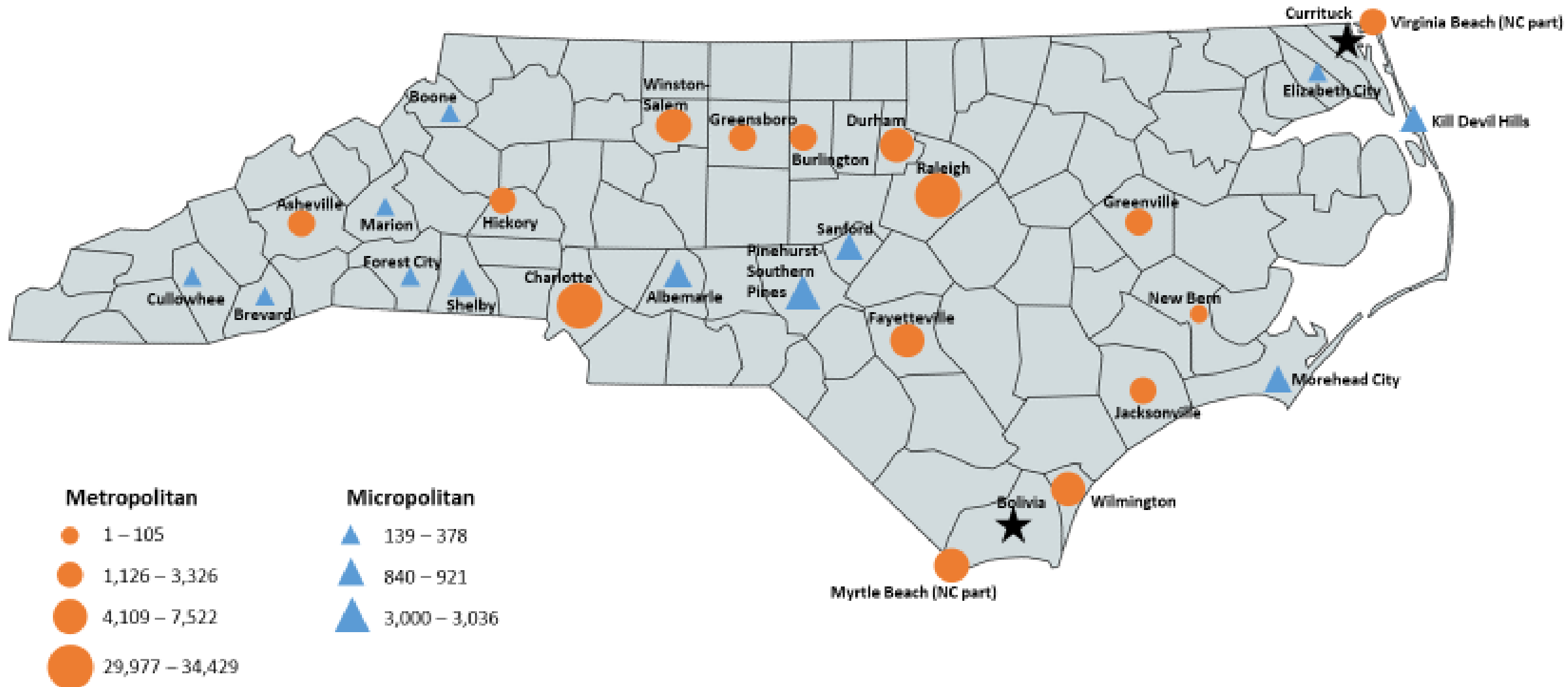
Area	Total Population July 1, 2021	Absolute Change April 1, 2020-July 1, 2021	Percent Change April 1, 2020-July 1, 2021
United States	331,893,745	444,464	0.1
Northeast	57,159,838	-449,464	-0.8
Midwest	68,841,441	-144,013	-0.2
South	127,225,329	959,222	0.7
West	78,667,134	78,562	0.1
North Carolina	10,551,162	111,774	1.1

NC County Growth Poles, April 1, 2010 – July 1, 2021 (NC=111,774)

Wake	20,794		
Johnston	10,505		
Brunswick	7,522	50.5%	
Mecklenburg	6,794		
Cabarrus	5,474		
Union	5,381		
Franklin	3,130		
Moore	3,036		74.2%
Forsyth	2,933		
Gaston	2,913		
Lincoln	2,860		
Pender	2,612		
Alamance	2,462		87.8%
Harnett	2,398		
Buncombe	2,082		
Pitt	1,926		
Davidson	1,707		
Chatham	1,607		
Onslow	1,584		
Currituck	1,533		
Durham	1,293		
Rowan	1,275		
Catawba	1,113		
Guilford	1,111		
Hoke	1,032		
Randolph	1,001		

NC Metropolitan and Micropolitan Growth Poles

April 1, 2010 – July 1, 2021




Pandemic Refugees Driving NC Growth

- *“...wow, do we need affordable housing...with people fleeing the city, every house that’s for sale [in this community] is gone. They’re [outsiders] are buying these houses sight unseen; they’re coming here. They don’t even go in the home; they’re buying them online, and they’re fleeing the city. I’ve got people from New York, Pennsylvania, Tennessee, Florida. They’re all coming here. There’s no affordable housing. That was a problem before the pandemic, now it is a real problem”* (western NC key informant).

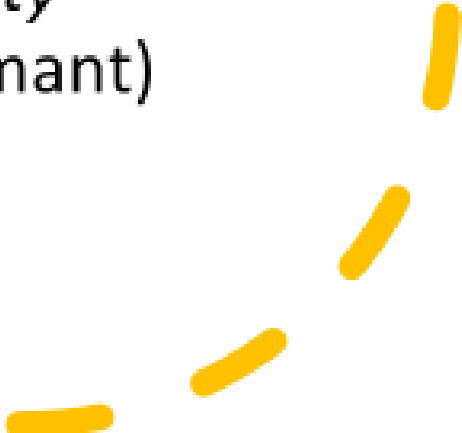
- *“We had a billion dollars—one billion dollars in residential real estate sales in the high-country region for the year 2020. A lot of those folks are relocating from Charlotte, Raleigh, Atlanta, wherever they come from, driving up the property values as well as they come, to the point that any parcel that we could have ever thought about for some sort of [affordable] housing project is so astronomically priced now that it makes it not cost effective.”*

He concluded,

- *“So, while in the short-term we’ve got some economic flow in our county, if you were a real estate agent or a construction worker you were doing ok. But long-term, that’s just going to make a hard issue [affordable housing] even worse”* (another western NC key informant).

A large orange circle on the left side of the slide, partially cut off by the edge.

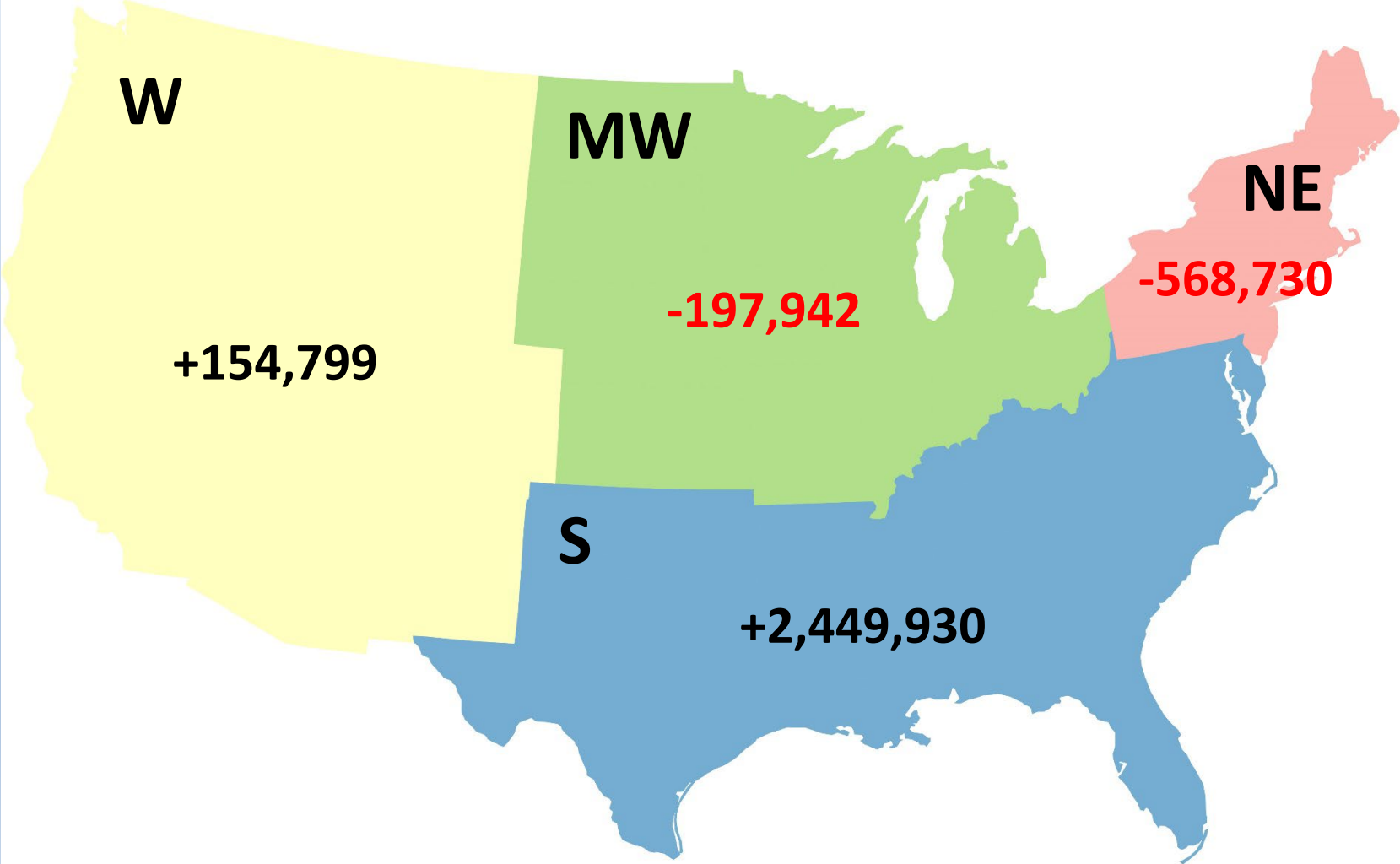
Pandemic Refugees Driving Growth

- *“What I’ve seen...our population changed. We’re a population of 17,800 people...but...we’re eight golf courses and two ski resorts. So, all these people that are normally not here chose to flee the city and come to their homes in the mountains [during the pandemic]. So, our population is probably 27,000 people. And that did put a strain ...on services that the county provided” (western NC key informant)*
- 
- A yellow dashed line graphic in the bottom right corner, consisting of several short, curved segments.

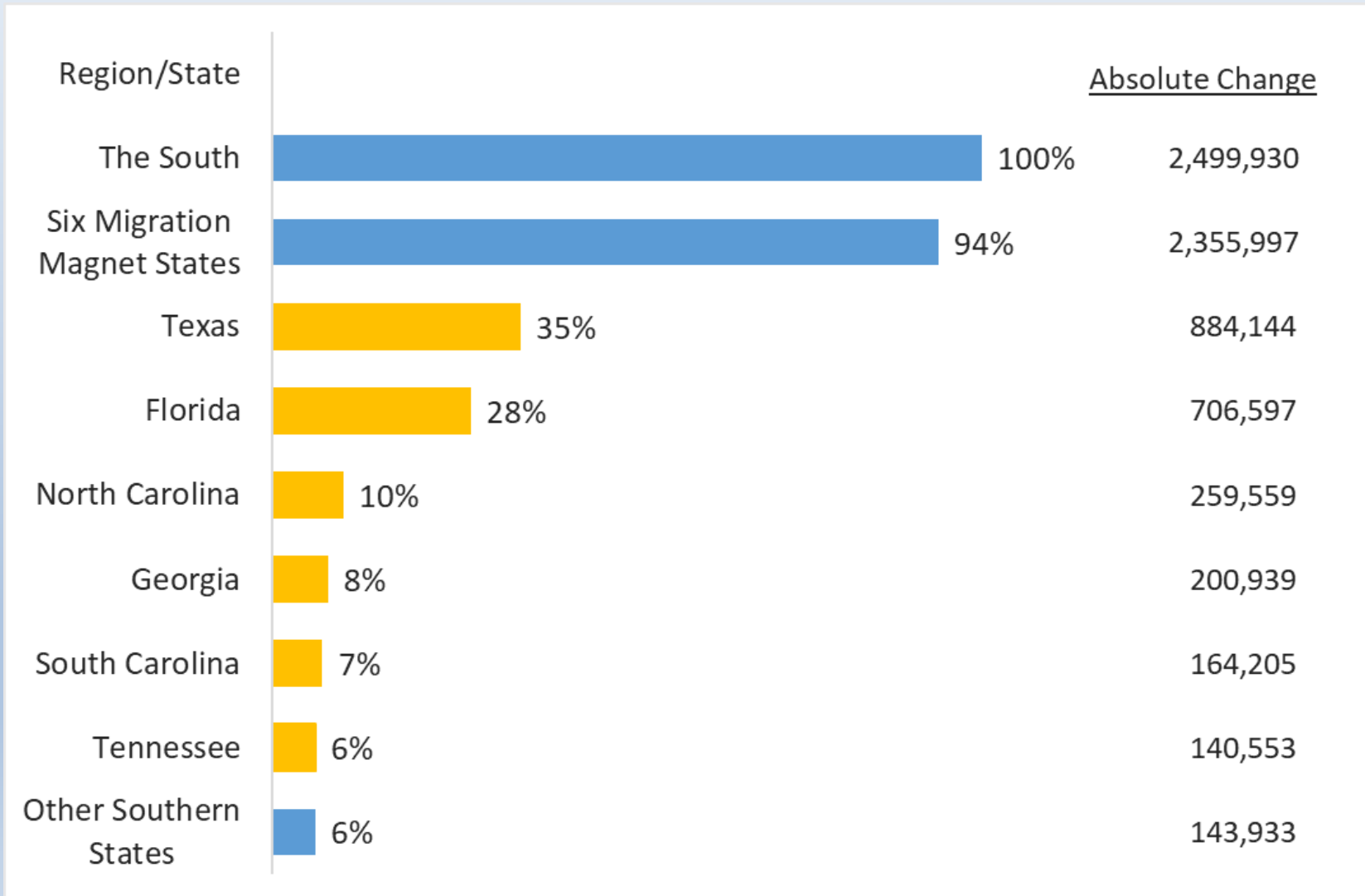
The Latest Numbers

April 1, 2020 – July 1, 2022

Cumulative Population Change by Region, April 1, 2020 to July 1, 2022



State Shares of South's Net Growth, April 1, 2020 to July 1, 2022



Absolute & Percent Population Change

April 1, 2020-July 1, 2022

Area	Total Population 2022	Absolute Population Change 2020-2022	Percent Population Change 2020-2022
United States	333,287,557	1,838,037	0.5
Northeast	57,040,406	-567,750	-1.0
Midwest	68,787,595	-197,942	-0.3
South	128,716,192	2,449,930	1.9
West	78,743,364	154,799	0.2
North Carolina	10,698,973	259,559	2.5

Components of Population Change, April 1, 2020-July 1, 2022

Area	Absolute Population Change	Natural Change	Net Migration
U.S.	1,838,037	431,192	1,406,845
Northeast	-568,750	-5,705	-553,194
Midwest	-197,942	-19,096	-192,192
South	2,449,930	125,506	2,316,894
West	154,799	330,487	-164,663
North Carolina	248,898	37,031	211,867

Two 'colorful' Demographic Processes are Drivers of Change

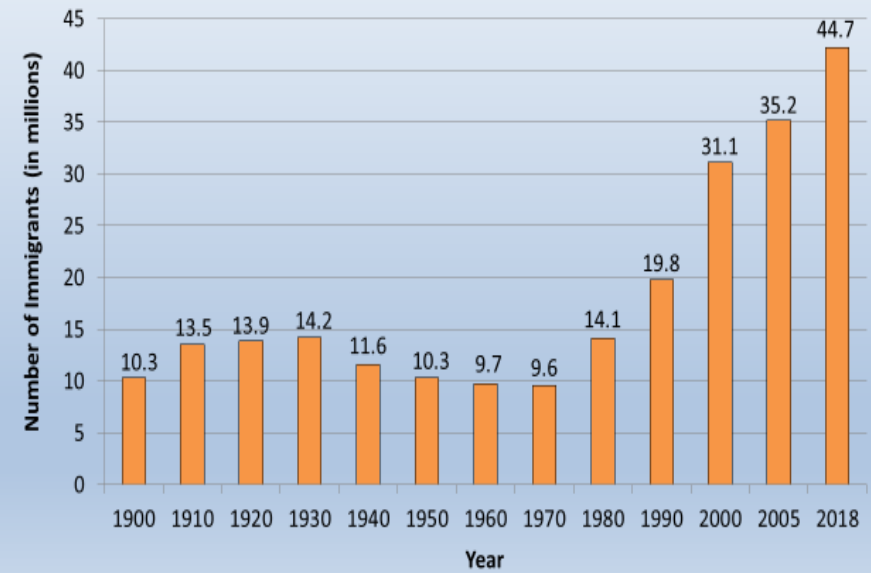
***Browning and
Graying of America!***



The “Browning” of America

Immigration-Driven Population Change

U.S. Immigrant Population, 1900-2018



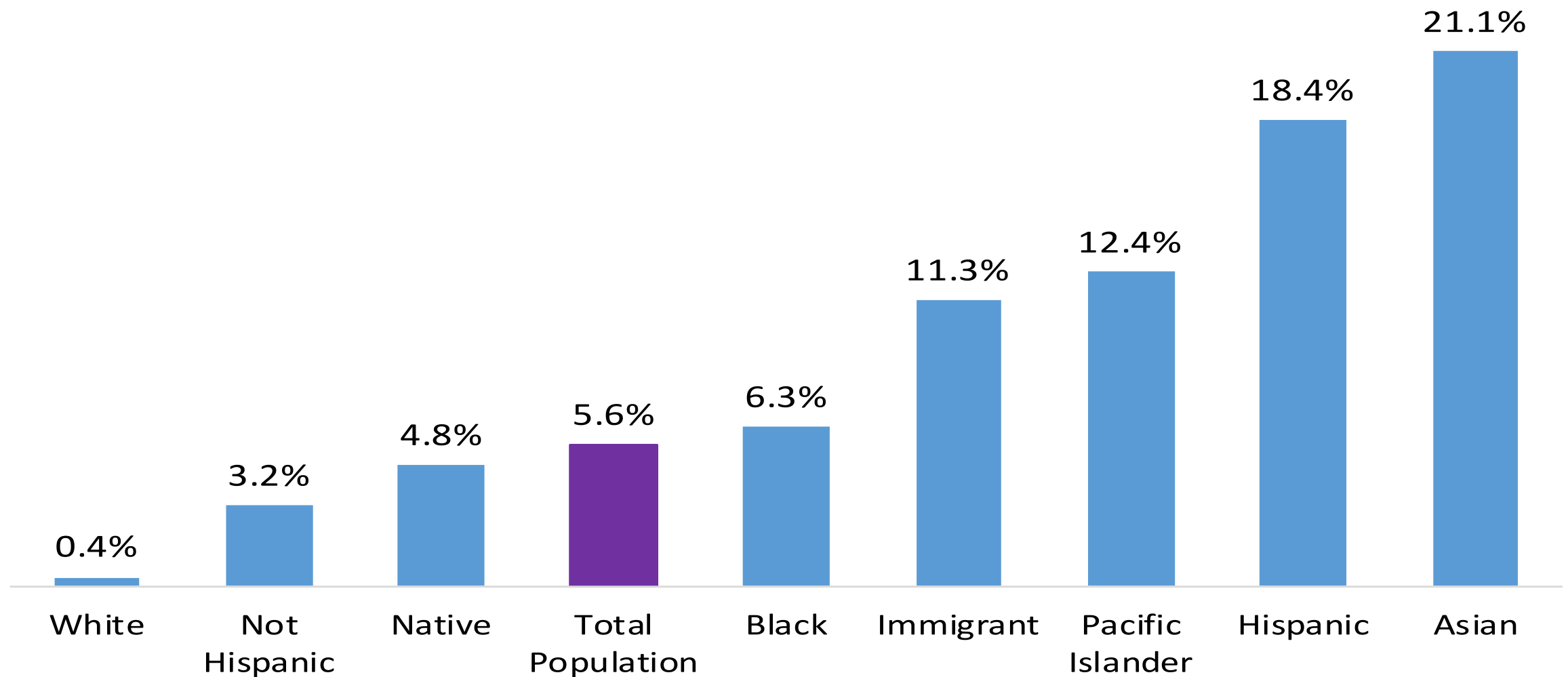
U.S. Foreign Born Population by Race/Ethnicity, 2018

Race/Ethnicity	Foreign Population	Share of Total (%)
Total	44,728,721	100.0
Hispanic	19,814,823	44.3
White Alone, not Hispanic	7,916,984	17.7
Black Alone, not Hispanic	4,249,228	9.5
Asian Alone, not Hispanic	12,121,483	27.1
Other Alone, not Hispanic	626,203	1.4

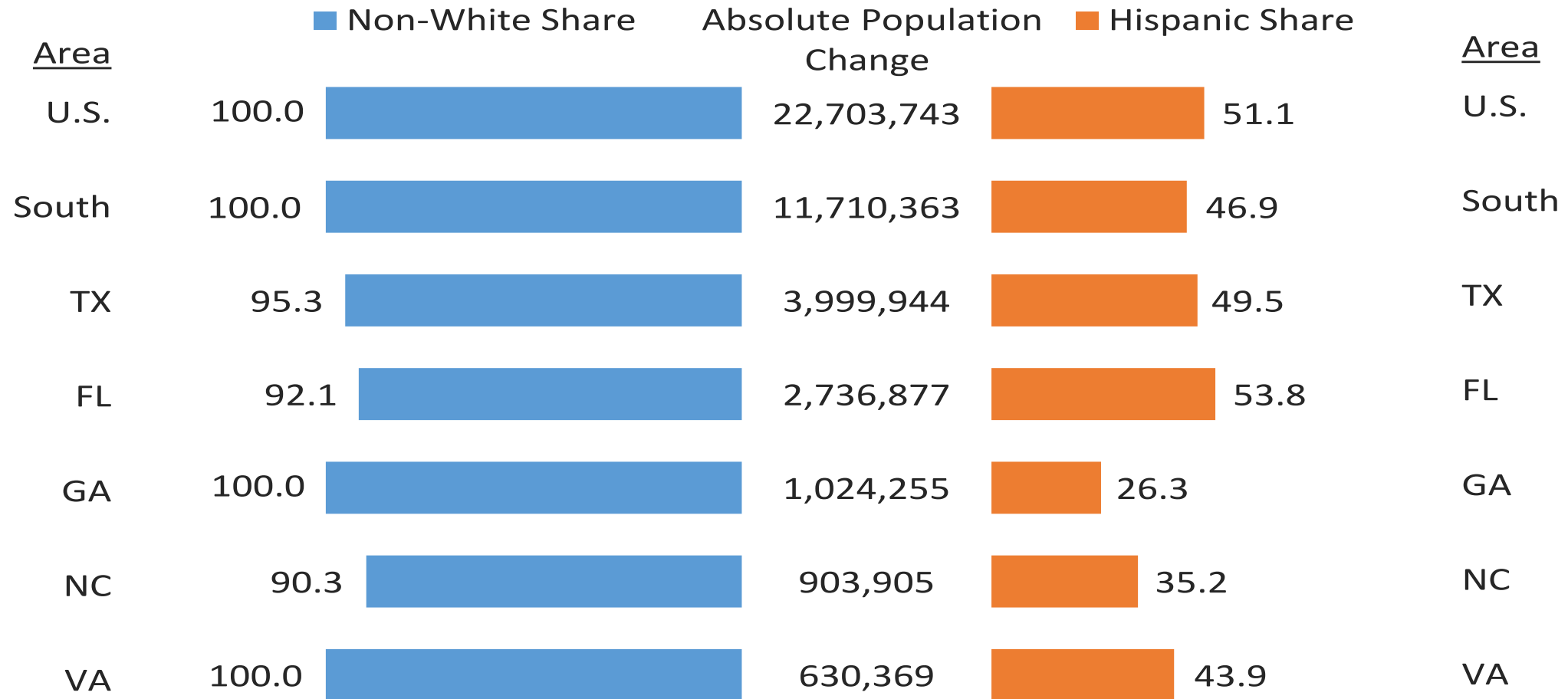
U.S. Population Change by Race and Ethnicity, 2000-2010

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%

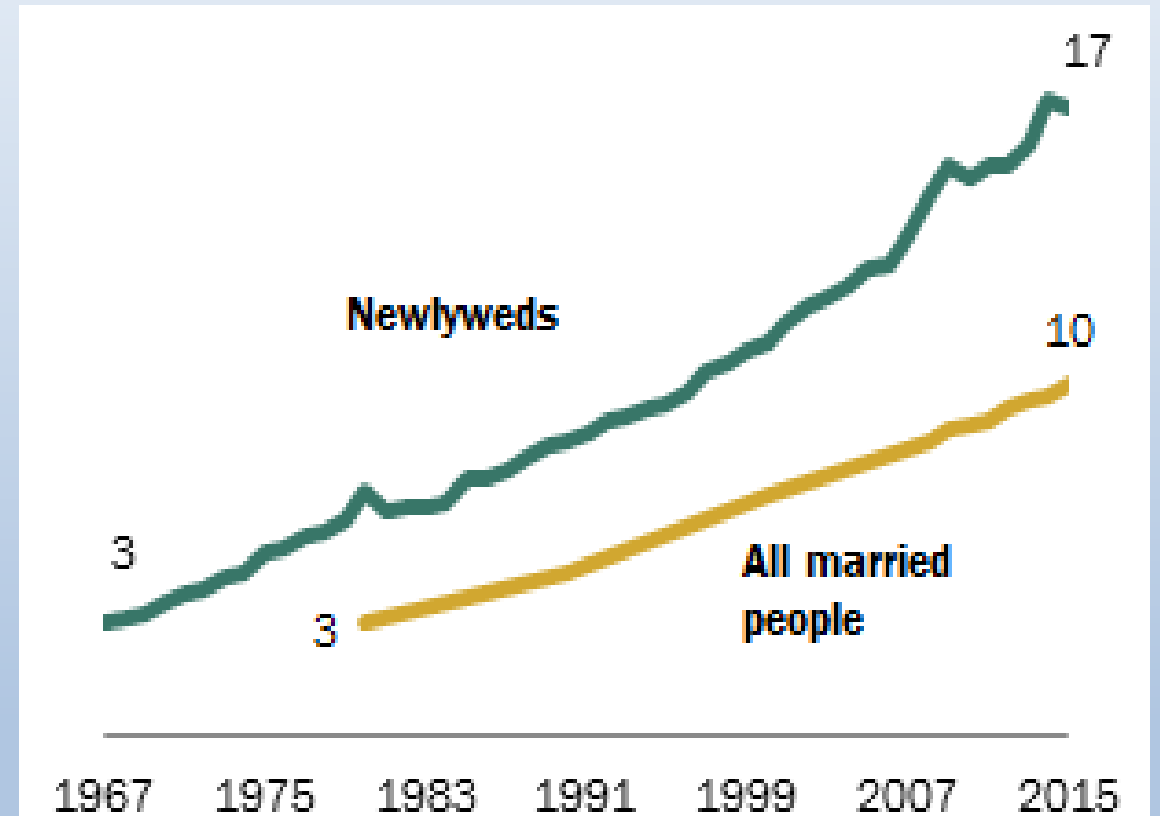
U.S. Population Growth by Nativity, Race, and Ethnicity, 2010-2017



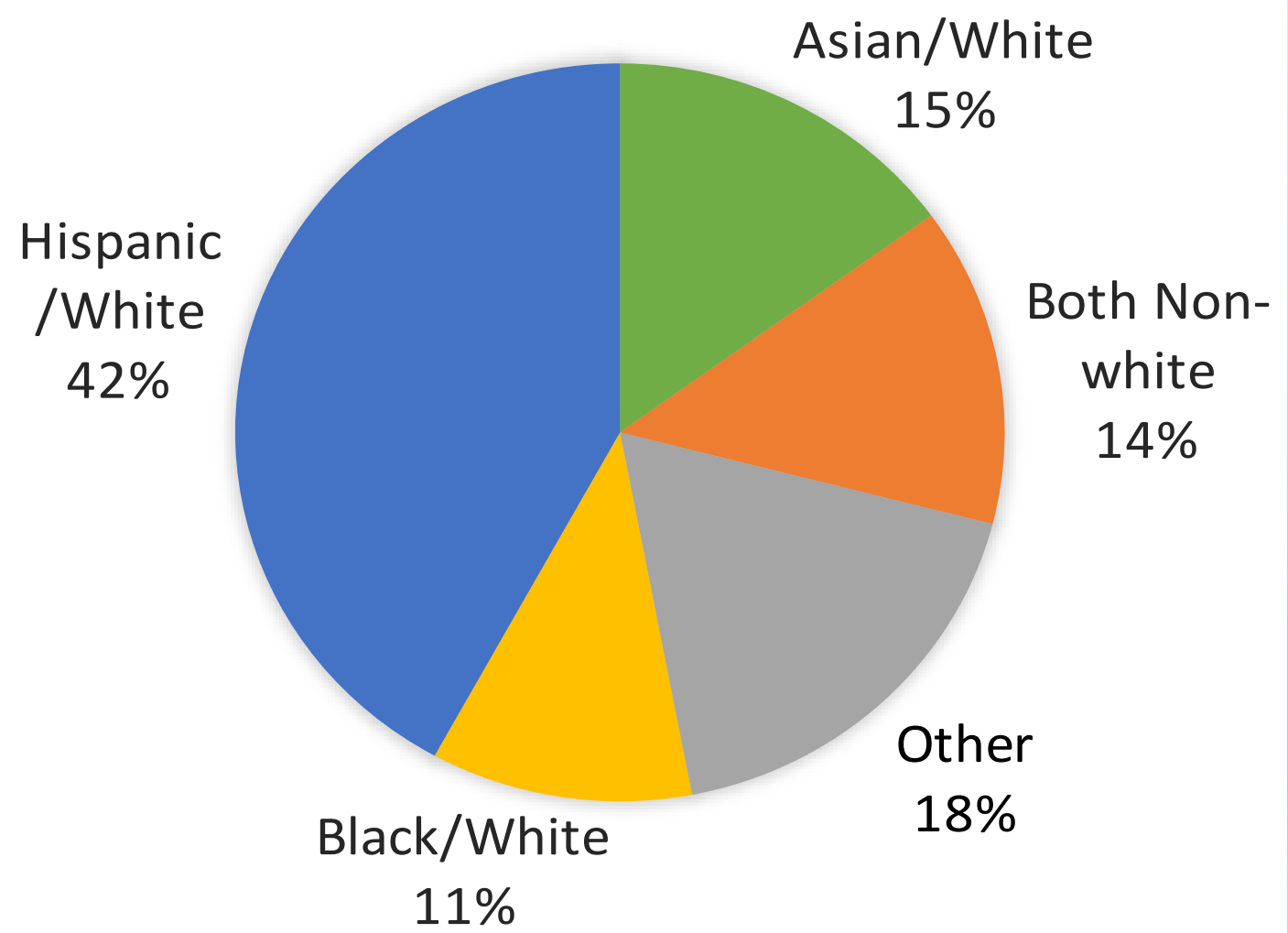
Non-White and Hispanic Shares of Population Growth, 2010-2020



Intermarriage in the U.S., 1967-2015



Intermarriage Types - Newly Married Couples in 2015



Multi-Racial Population Growing Rapidly

- *Increased by 276% between 2010 (9 million) and 2020 (33.8 million).*



U.S. Population Change by Race/Ethnicity, April 1, 2020 - July 1, 2021

Race/Ethnicity	July 1, 2021 Population	Absolute Population Change April 1, 2020-July 1, 2021	Percent Change April 1, 2020-July 1, 2021
Total	331,893,745	444,464	0.1
Not Hispanic	269,245,701	-792,181	-0.2
• White	196,833,431	-1,091,282	-0.5
• Black	41,858,536	154,164	0.4
• AI/AN	2,451,916	9,187	0.4
• Asian	19,685,901	218,012	1.1
• NH/PI	626,246	9,309	1.5
• 2 or more races	7,790,671	208,429	2.7
Hispanic	62,647,044	936,642	1.5

NC Population Change by Race/Ethnicity

April 1, 2020-July 1, 2021

Race/Ethnicity	Total Population July 1, 2020	Absolute Change April 1, 2020-July 1, 2021	Percent Change April 1, 2020-July 1, 2021
Total	10,551,162	111,774	1.1
Not-Hispanic	9,472,938	73,331	0.8
White	6,528,578	30,951	0.5
Black	2,248,971	20,343	0.9
AI/AN	115,825	522	0.4
Asian	346,359	11,661	3.5
NH/PI	7,473	287	4.0
2 or more Races	225,732	9,567	4.4
Hispanic	1,078,224	38,443	3.7

The “Graying” of America

The Silver Tsunami is about to Hit!



Key Drivers

**Changes in
Longevity**

**Declining
Fertility**

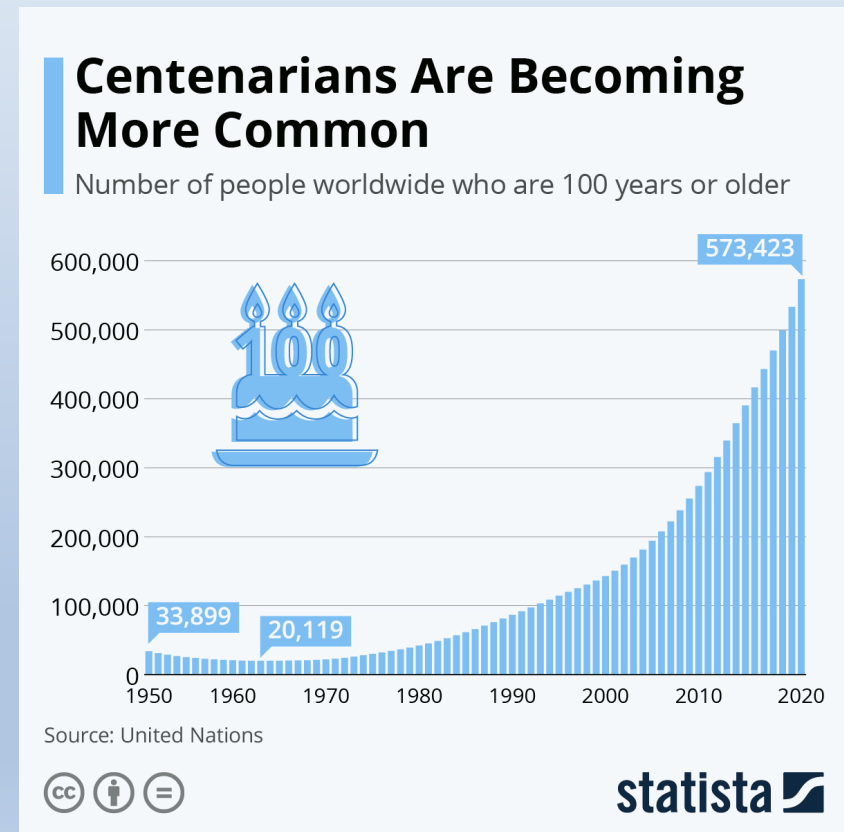
**Aging of
Boomer
Cohort**

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. & Worldwide

Year	Number
1950	2,300
2010	79,000
2016	82,000
2060	589,000



Source: <https://www.statista.com/statistics/996619/number-centenarians-us/>

Key Drivers of Fertility Declines

Increasing Labor
Force
Participation &
Career
Orientation of
Women

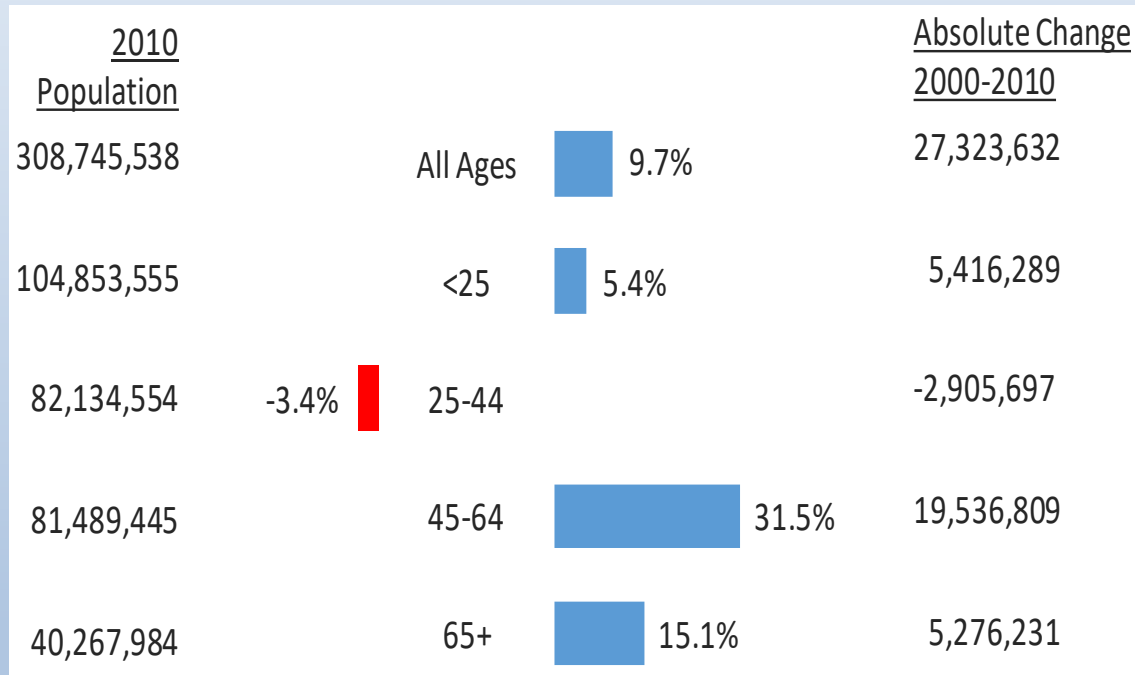
Women
delaying
childbearing

Some women
opting not to
have children—
voluntary
childlessness.

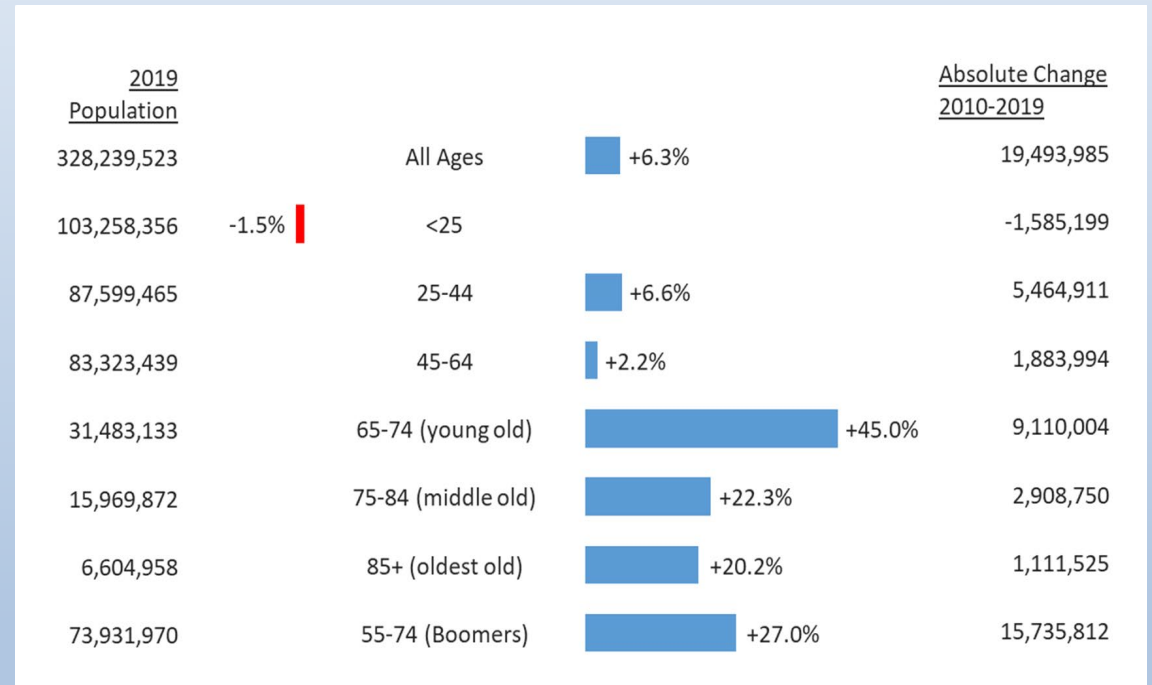
Women aging
out of the
childbearing
years

U.S. Population Change by Age

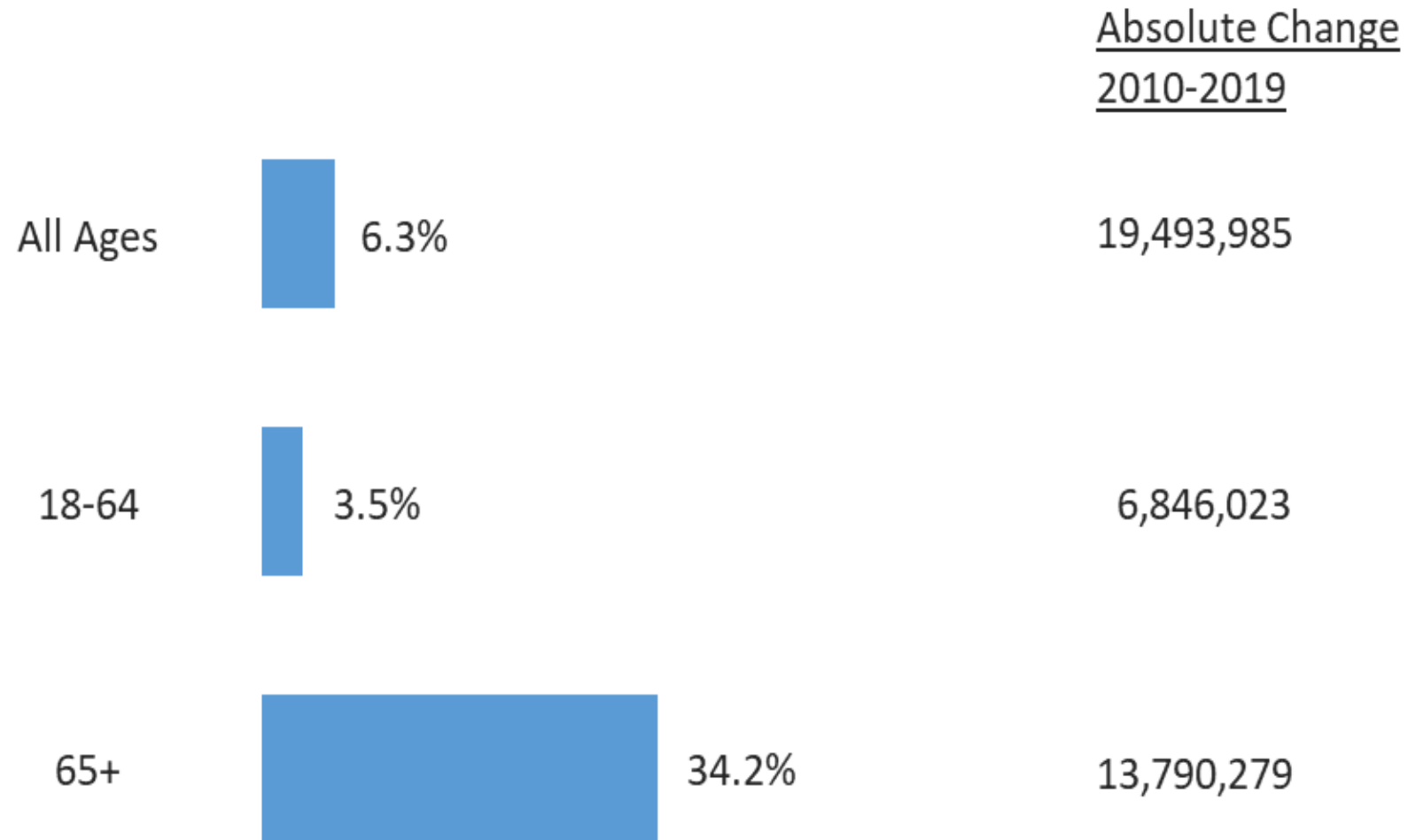
2000-2010



2010-2019



Absolute & Percent Change in U.S. Population by Age, 2010-2019



Greying of U.S. & North Carolina

U.S. Population Change by Age, April 1, 2020 – July 1, 2021

Age	July 1, 2021 Population	Absolute Change April 1, 2020 – July 1, 2021	Percent Change April 1, 2020 – July 1, 2021
<18	73,566,433	-818,779	-1.1
18-64	202,479,359	-448,081	-0.2
65+	55,847,953	1,711,324	3.2

North Carolina Population Change by Age, April 1, 2020 – July 1, 2021

Age	July 1, 2021 Population	Absolute Change April 1, 2020 – July 1, 2021	Percent Change April 1, 2020 – July 1, 2021
<18	2,301,503	--6,215	-0.3
18-64	6,456,345	54,320	0.8
65+	1,793,314	63,699	3.7%

The Multigenerational Workforce



Five Generations in the Workplace

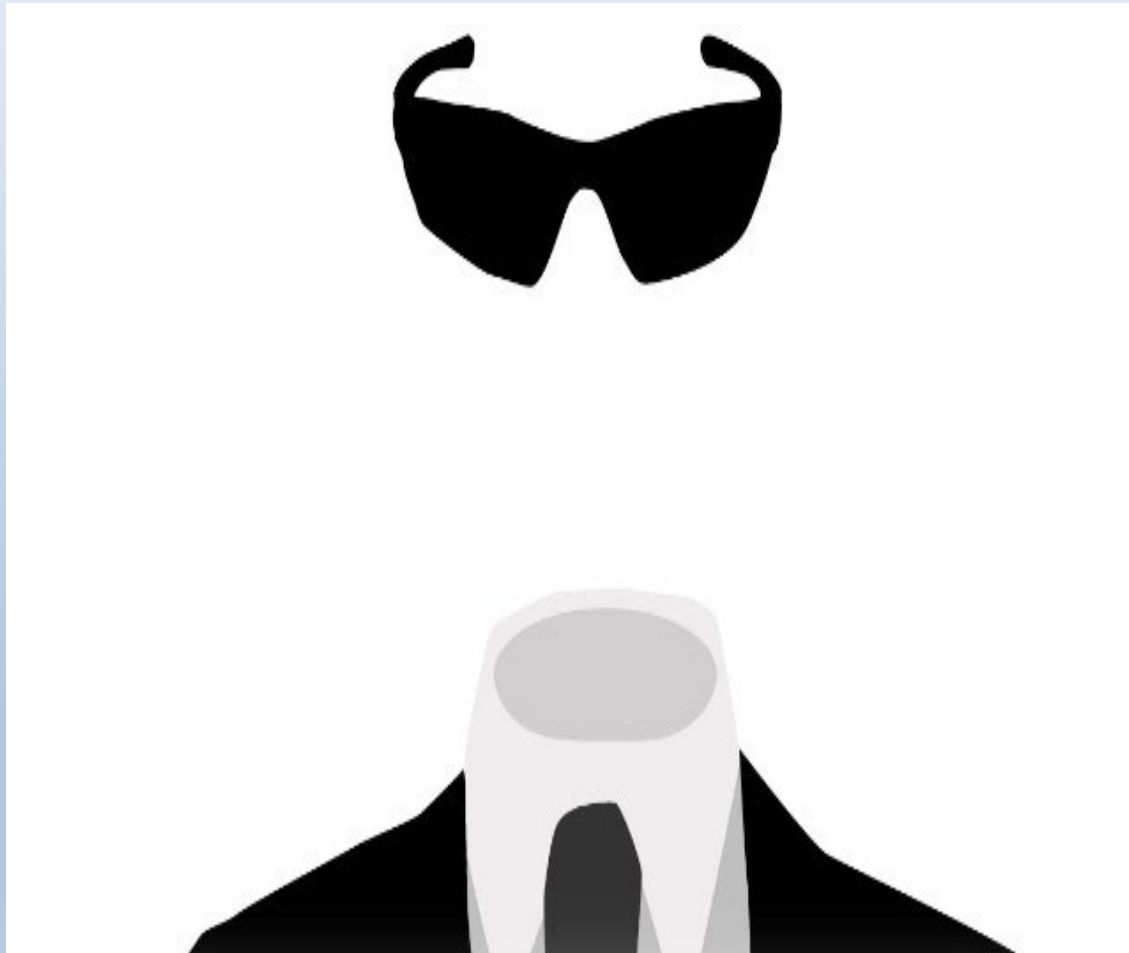
Generation	Birth Years	Current Ages	Percent of U.S. Workforce in 2017
Silent Generation (Pre-Boomers)	1922-1945	74-99	2% (3m)
Baby Boomers (Boomers)	1946-1964	57-75	25% (41m)
Generation X (Baby Busters)	1965-1980	41-56	33% (53m)
Generation Y (Millennials)	1981-1995	26-40	35% (56m)
Generation Z (Gen Next)	1996-2017	4-25	5% (9m)

Succession Planning and Accommodations for Elder Care

***Organizational Game
Changers!***

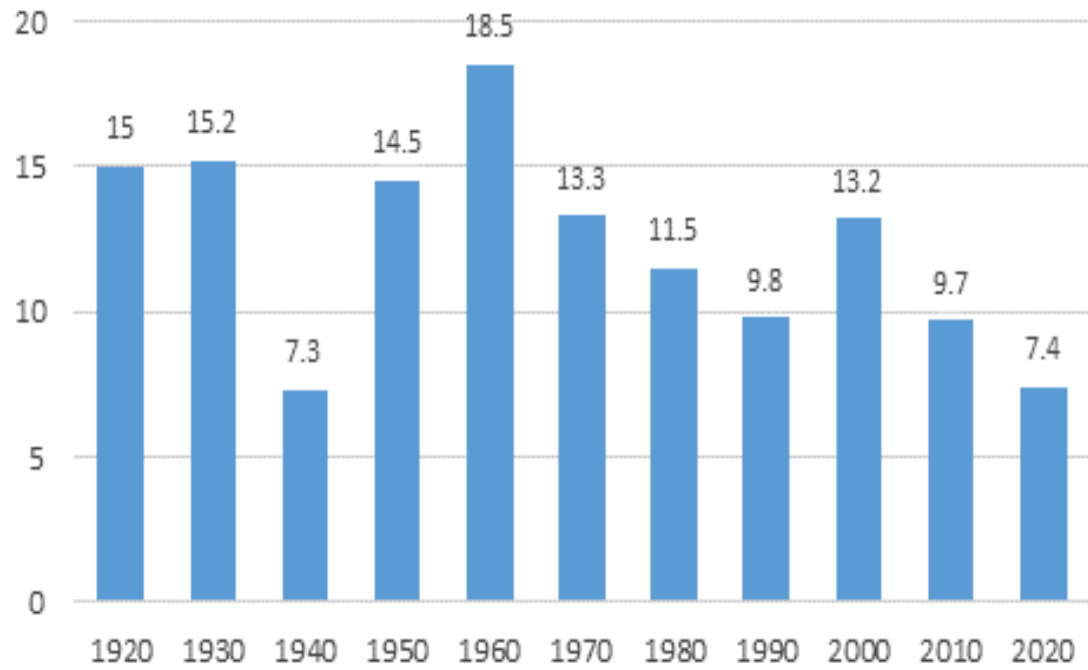


Disappearing & Rebelling

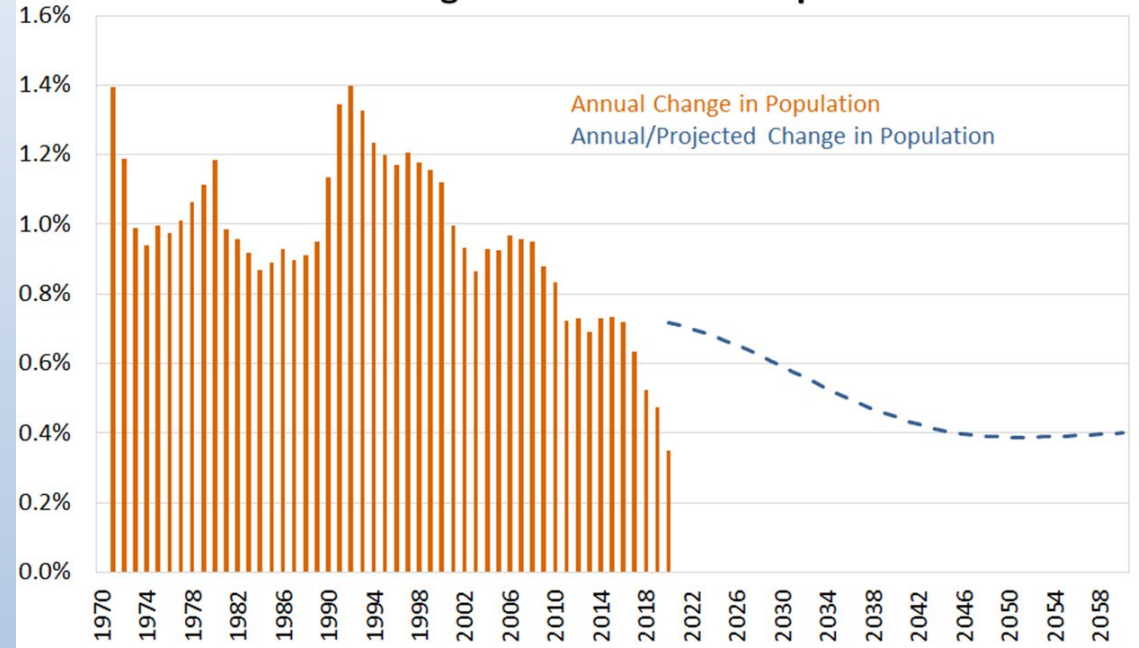




Percent Increase in U.S. Population, 1920-2020



Annual Change in U.S. Resident Population



NOTES: The actual change in population is as of Dec. 22. The projected change is as of April 16 and displays the actual change from 1970 through 2019.

SOURCES: Census Bureau and Haver Analytics.

Absolute & Percent Population Change, United States, 1990-2020

Total

Census Period	Absolute Change	Percent Change
1990-2000	32,712,033	13.2
2000-2010	27,323,632	9.7
2010-2020	22,703,743	7.4

Foreign Born

Census Period	Absolute Change	Percent Change
1990-2000	11,340,573	57.4
2000-2010	7,567,123	24.3
2010-2019	5,336,858	13.7
2016-2019 (Trump Years)	1,193,556	2.7

U.S. Non-Hispanic White Population Change, 1990-2020

Absolute & Percent Change

Census Period	Absolute Change	Percent Change
1990-2000	6,424,478	3.4
2000-2010	2,264,778	1.2
2010-2020	-5,119,905	-2.6

Share of Net Growth

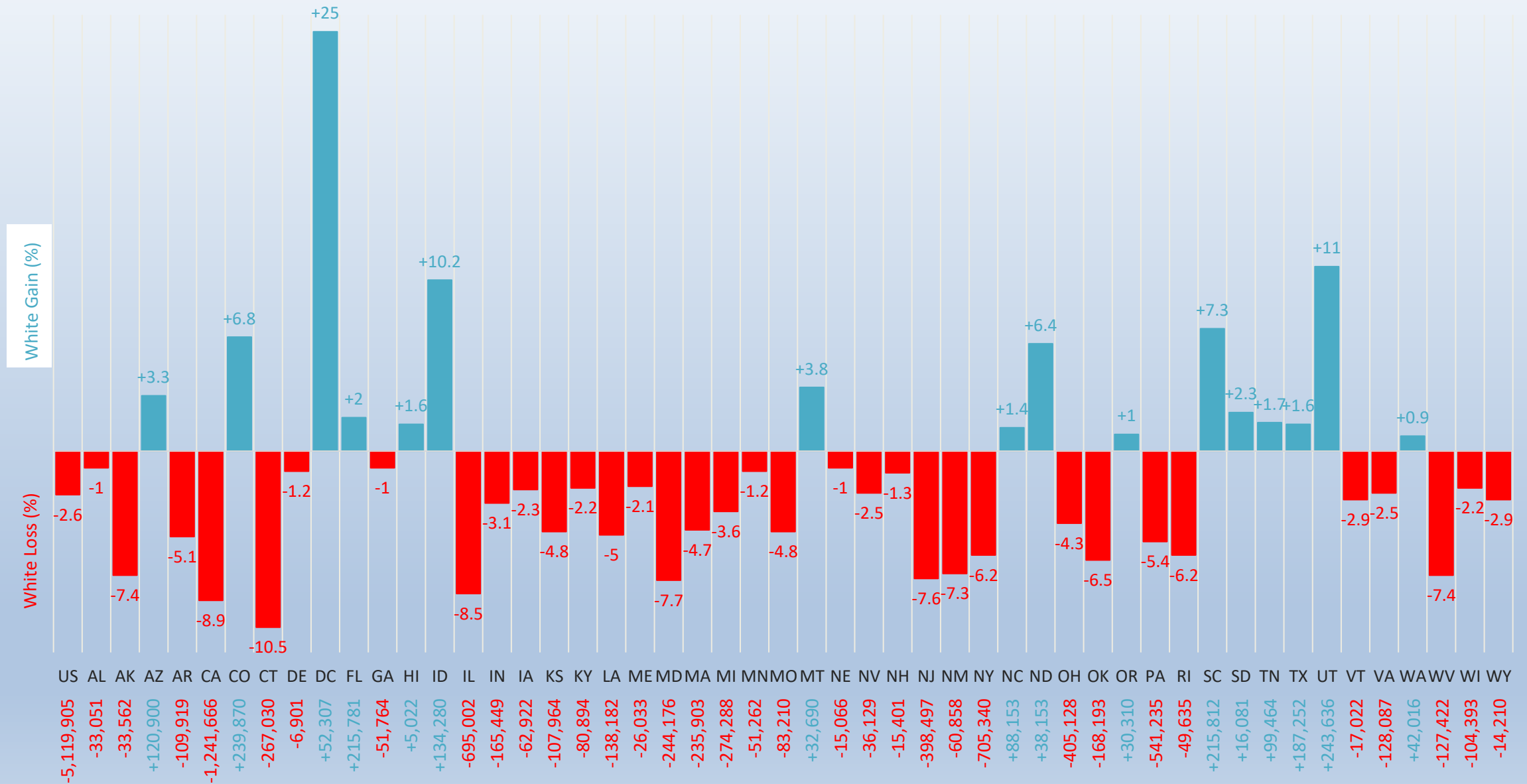
Census Period	Percent
1990-2000	19.6
2000-2010	8.2
2010-2020	0.0



Absolute & Percent Change in U.S. White Population by Region, 2010-2020

Area	2020 White Population	Absolute White Population Change, 2010-2020	Percent White Population Change, 2010-2020
United States	196,697,647	-5,119,905	-2.6
Northeast	35,752,998	-2,255,096	-5.9
Midwest	50,082,552	-2,014,081	-3.9
South	65,754,358	-1,229,817	-1.8
West	37,468,662	-537,701	-1.4

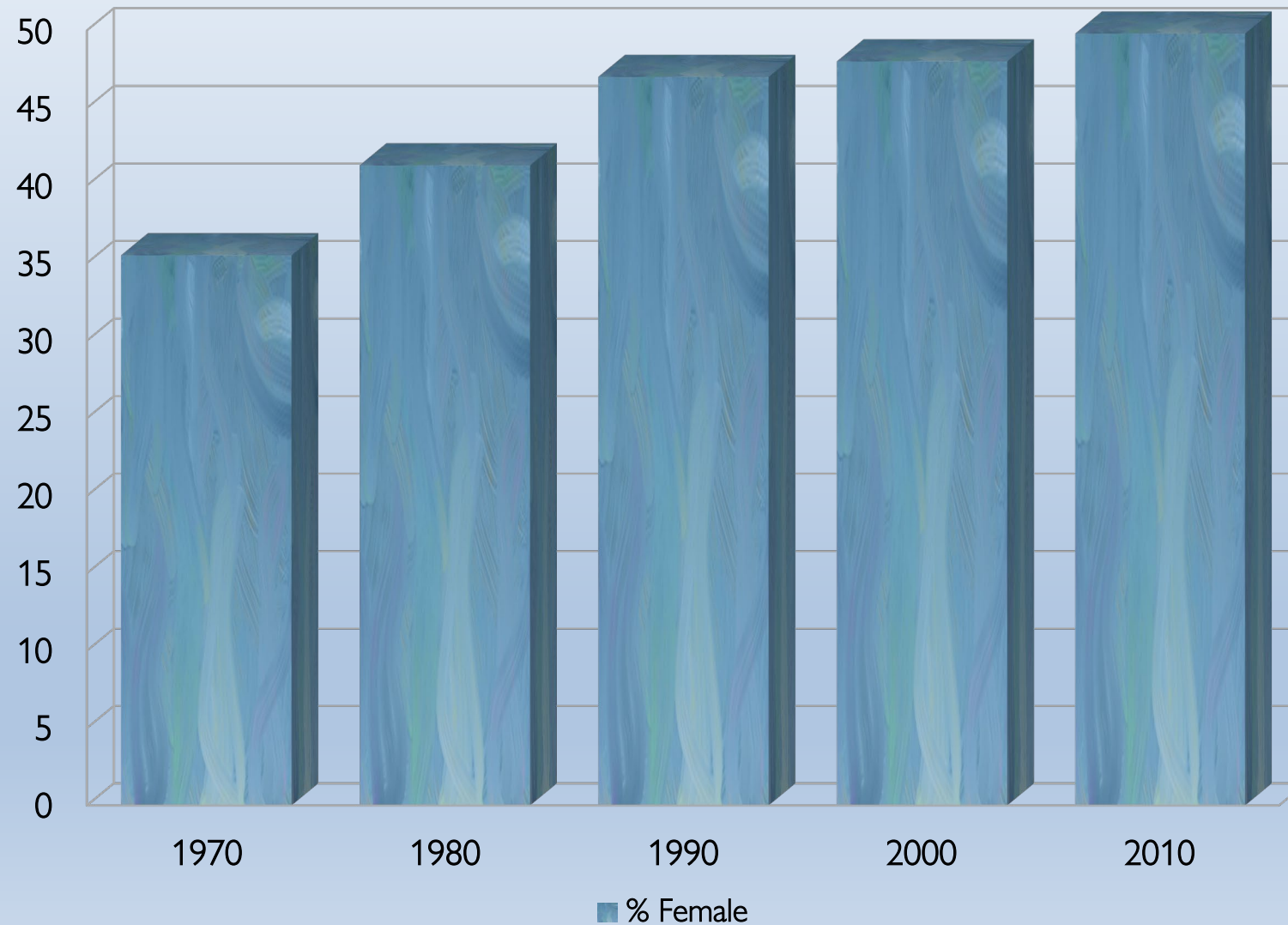
States Losing and Gaining White Population, 2010-2020





The End of Men?

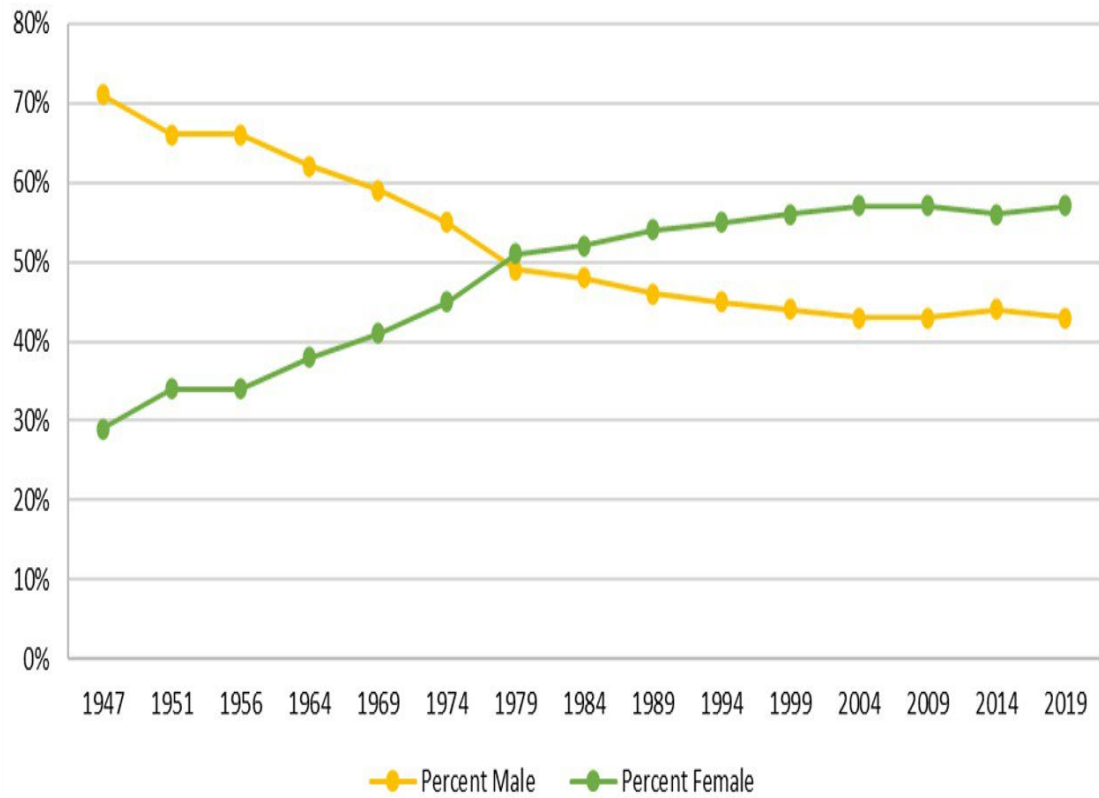
Female Workforce Participation



The Plight of Men

- Selective withdrawal from labor market
- Skills mismatches, disabilities, incarceration
- Median wage declined
- College completion rates unchanged over the past 35 years

College Enrollment in the U.S. by Gender, Selected Years, 1947-2019



A Generation of American Men Give Up on College: 'I Just Feel Lost'

The number of men enrolled at two- and four-year colleges has fallen behind women by record levels, in a widening education gap across the U.S.

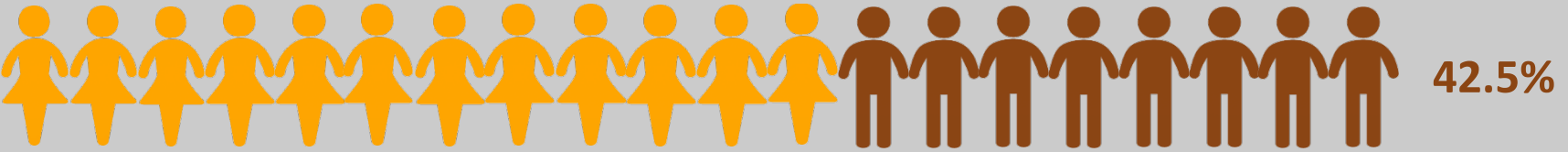



Daniel Briles in his room at home in Red Wing, Minn. TIM GRUBER FOR THE WALL STREET JOURNAL

By [Douglas Belkin](#)
Sept. 6, 2021 1:12 pm ET

Number of Students Enrolled in Post-Secondary Institutions by Region and Gender, 2018-2019

Region	Total Enrollment	Male Enrollment	Percent Male
All Regions	26,321,518	11,191,430	43
New England	1,369,170	566,697	41
Mid-East	3,685,029	1,586,569	43
Great Lakes	3,622,549	1,567,727	43
Plains	1,916,908	801,441	42
Southeast	6,007,419	2,495,832	42
Southwest	3,541,772	1,463,214	41
Rocky Mountains	1,293,206	551,285	43
Far West	4,869,888	2,146,888	44
North Carolina	709,602	290,021	41

UNC System Total Enrollment by Type of Institution and Gender, 2019

Type of Institution	Percent Male	Total Enrollment
UNC System		228,936
PWIs		143,508
MSIs		39,663
HBCUs		32,084

Degrees Awarded by Gender, UNC System, 2014-2019

Year	Male	Female	Difference
2018-19	24,167	34,245	10,078
2017-18	23,513	32,797	9,284
2016-17	22,940	32,362	9,422
2015-16	22,682	30,979	8,297
2014-15	22,025	30,204	8,179
5-Year Total	115,327	160,587	45,260

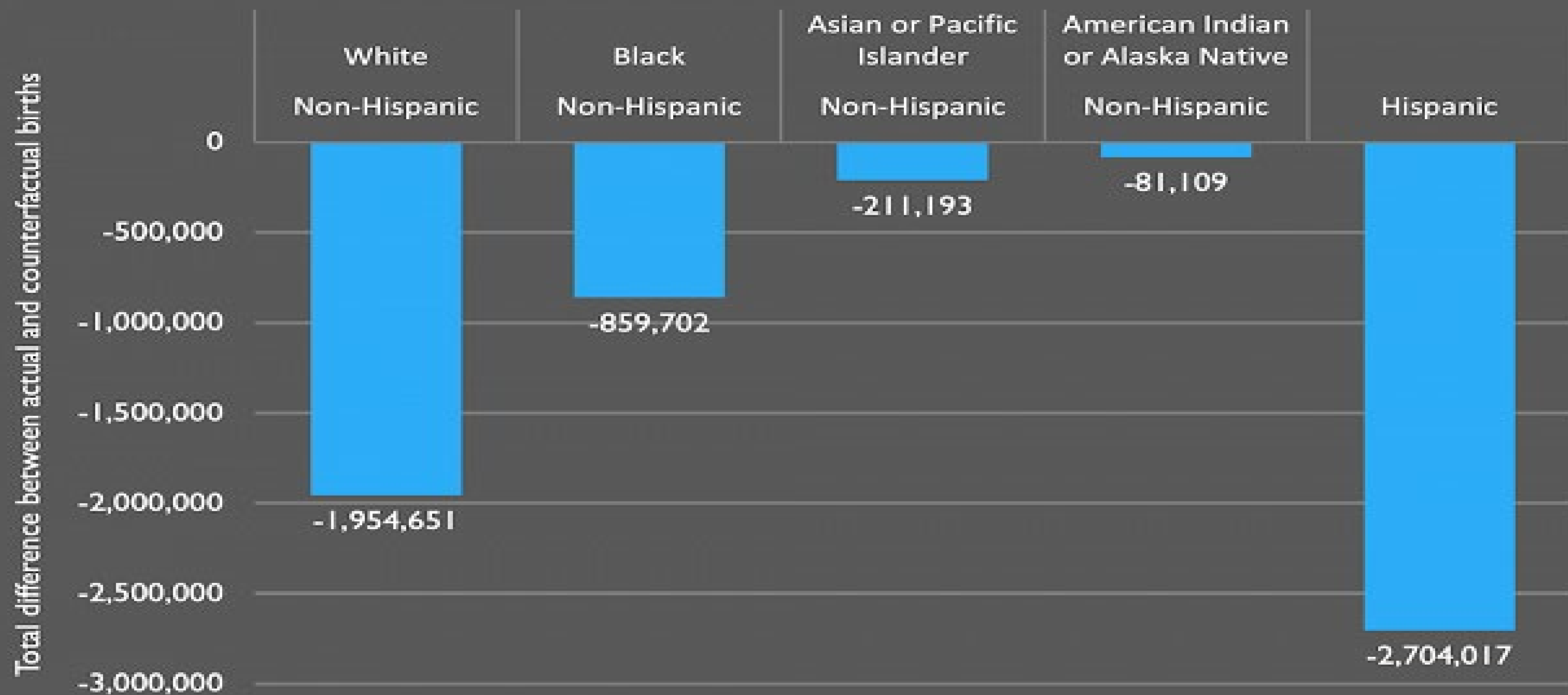
Declining Fertility



Total Fertility
Rate in the
United States
in 2019, by
Ethnicity of
Mother

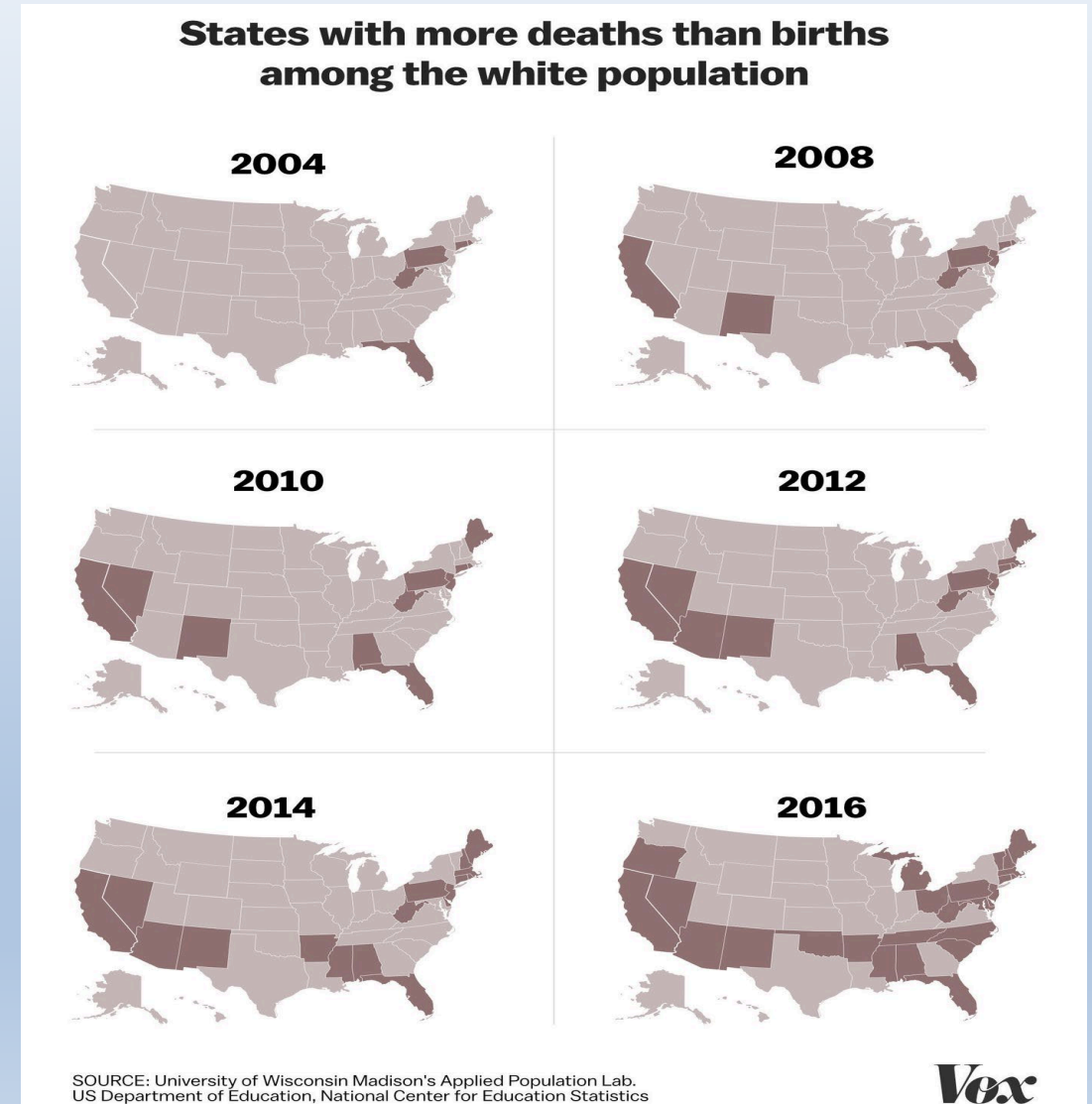
Race/Ethnicity	Total Fertility Rate
All	1.7
Native Hawaiian/Other Pacific Islander	2.2
Hispanic	1.9
Black (non-Hispanic)	1.8
American Indian/Alaskan Native	1.6
White (non-Hispanic)	1.6
Asian	1.5

Figure 1: Difference Between Actual Births and Births if 2008 Fertility Rates Had Persisted, 2009-2019

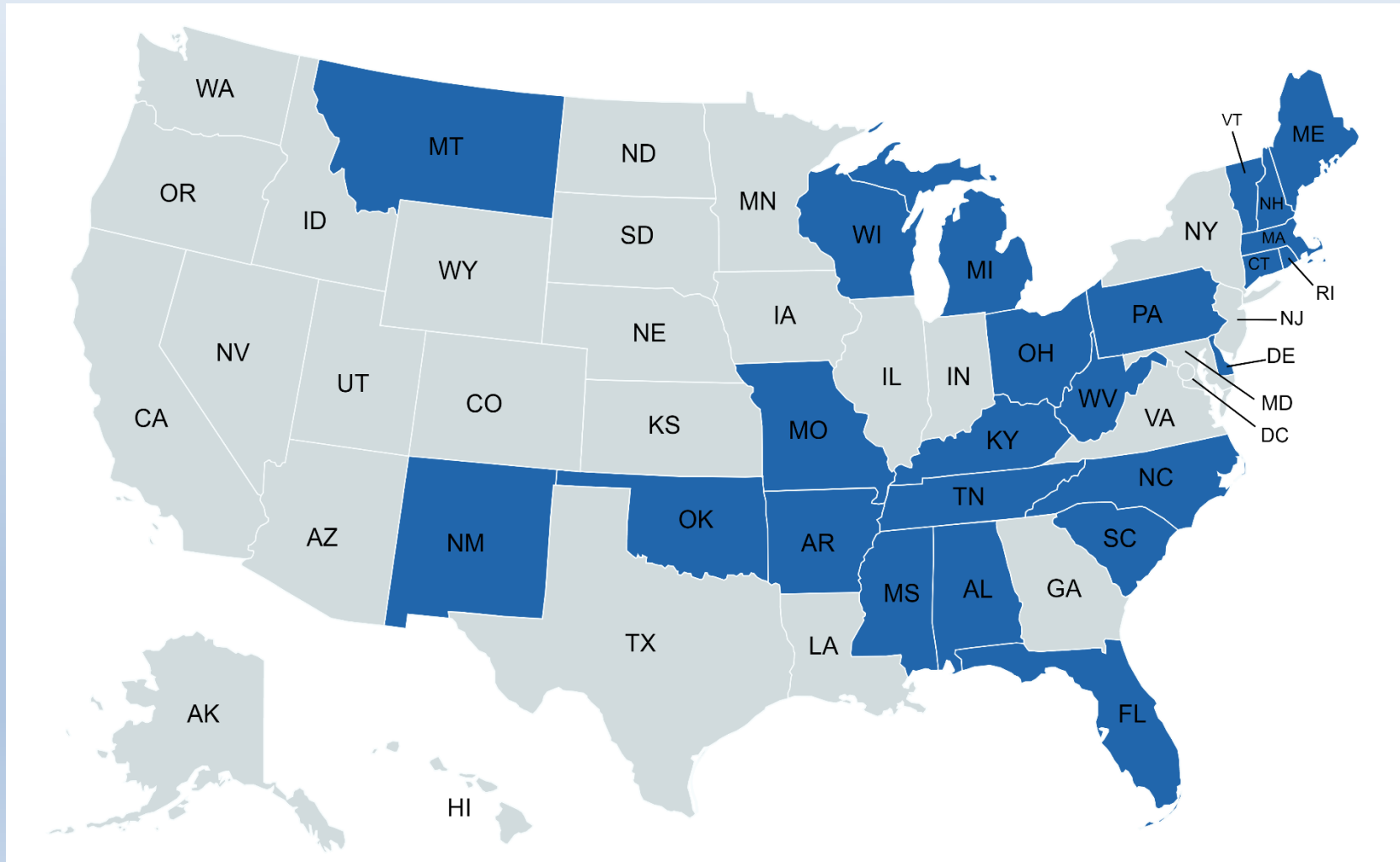


Impact of Shifts in Fertility Behavior of Women

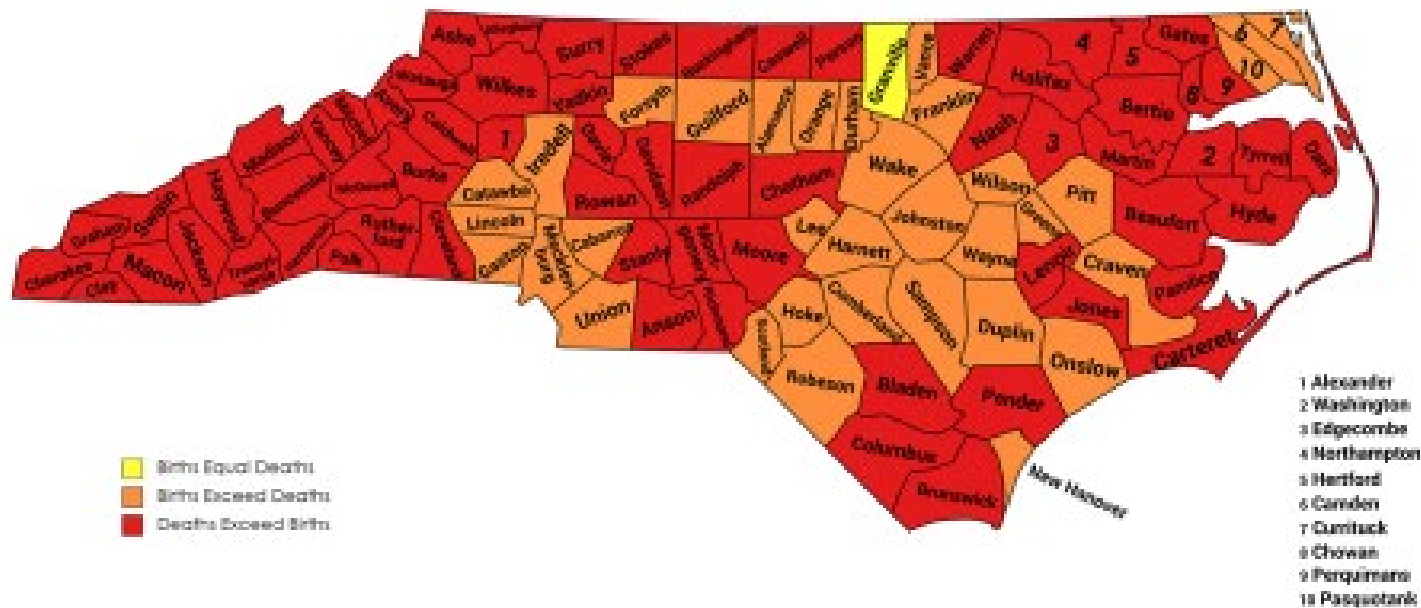
- Deaths exceed births among whites nationally for the first time in U.S. history in 2016.
- Deaths outnumbered births among whites in more than half of the nation's fifty states in 2018.



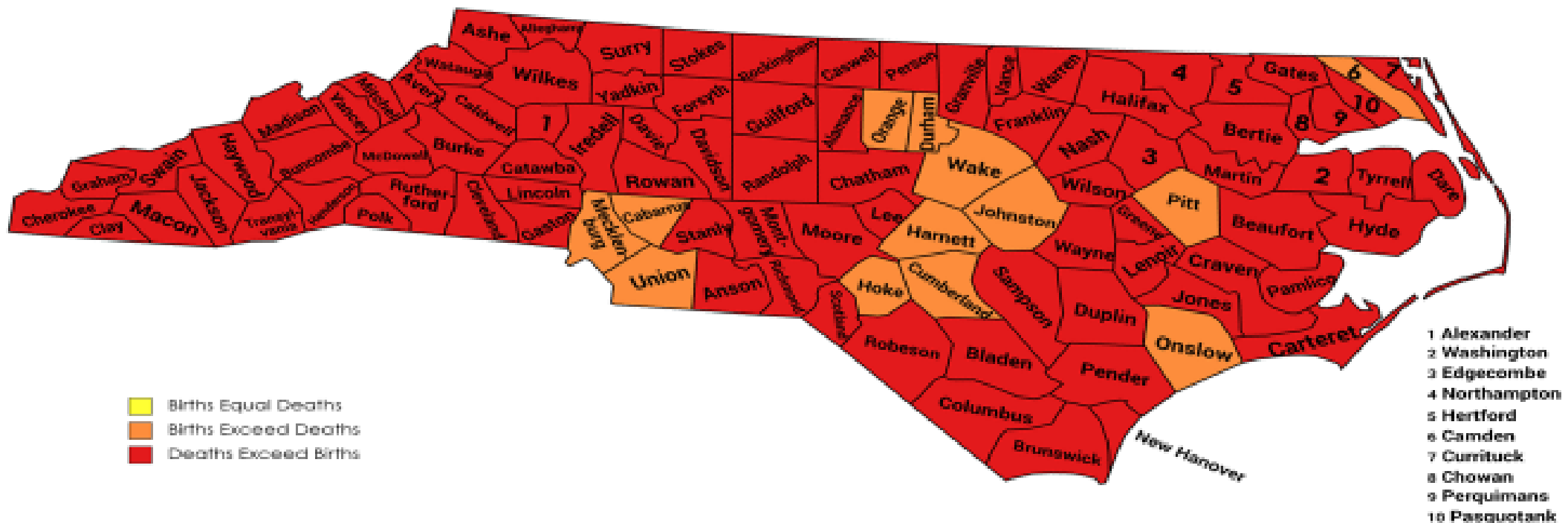
States Where Deaths Exceeded Births, April 1, 2020 to July 1, 2021



North Carolina Vital Statistics, Total Population, 2019




North Carolina Vital Statistics, White Population, 2019





Deaths of Despair & Declining Life Expectancy

*Suicide, alcohol, drug,
and coronavirus-related
deaths creating a
demographic depression*



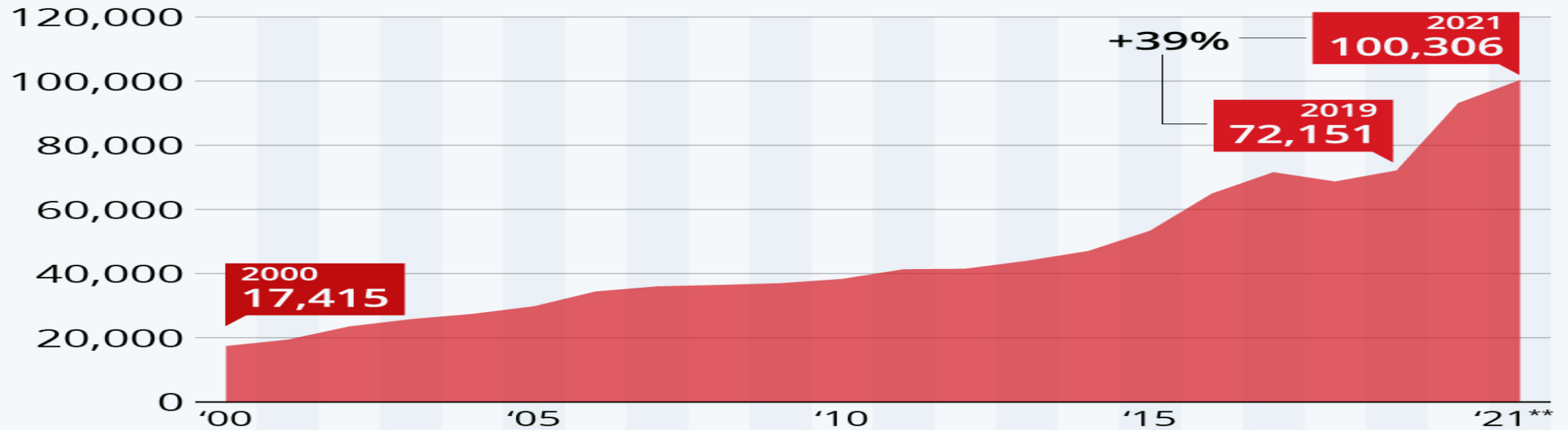
Drug Overdose Deaths Soar During the Pandemic

- CDC data indicate there were 90,000 drug overdose deaths in 2020, representing a 21,000 or 30% increase over the 2019 death toll.
- Commenting on these recently released statistics, a Stanford University expert on addiction and drug policy is quoted as saying,
It's terrifying. It's the biggest increase in overdose deaths in the history of the United States, it's the worst overdose crisis in the history of the United States, and we're not making progress. It's really overwhelming.
- For far too many individuals struggling with drug addiction, the pandemic-induced forced isolation combined with the shutdown of in-person drug treatment and counseling services proved to be deadly.
- According to the CDC the 2020 casualties brings the total to more than 900,000 overdose deaths since the U.S. drug epidemic began in the late 1990s.



U.S. Drug Overdose Deaths Spike Amid the Pandemic

Number of drug overdose deaths in the United States*



* Estimates for 2020 and 2021 are based on provisional data.

** 2021 estimate refers to 12-month period ending April 2021

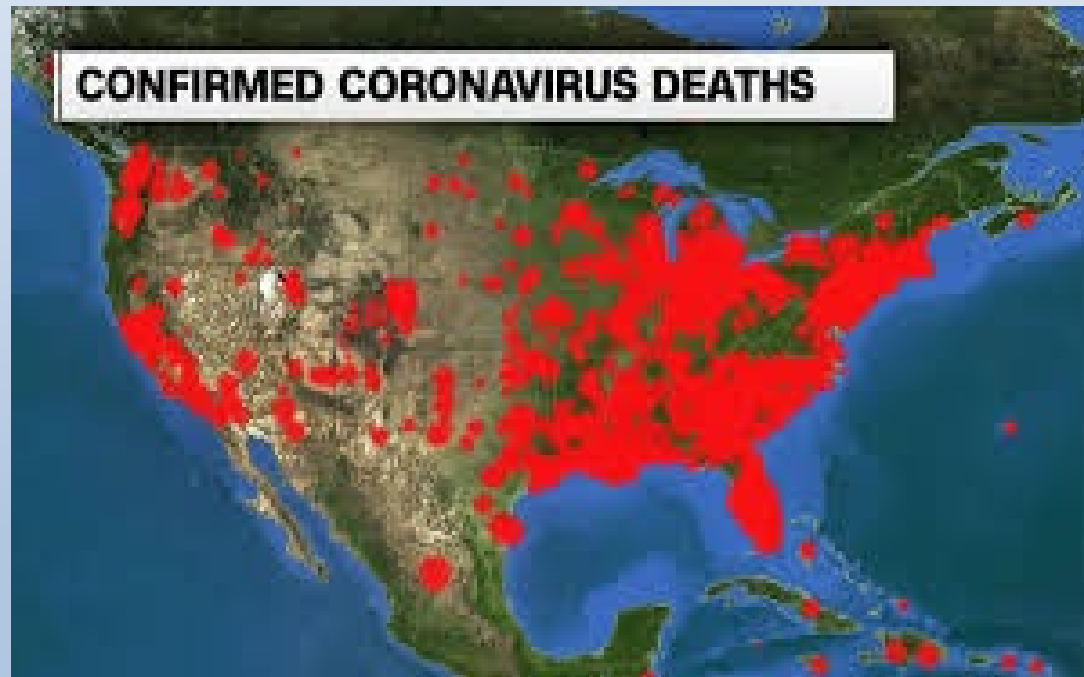
Source: Centers for Disease Control and Prevention



North Carolina Opioid Statistics, 2019 & 2021

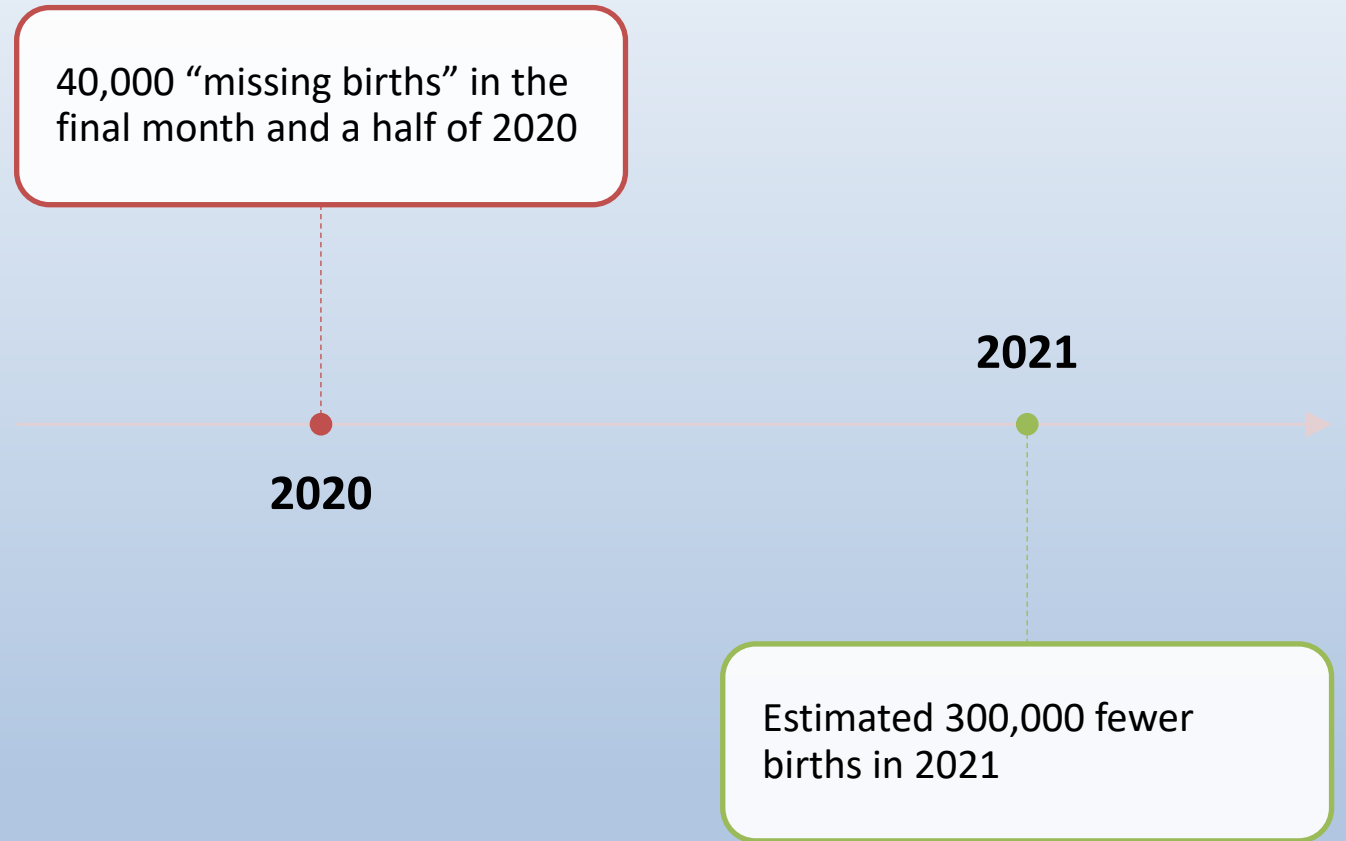
Indicator	2021	2019	Absolute Change	Percent Change
Deaths	3,759	2,352	1,407	59.8
Emergency Department Visits	15,724	12,155	3,596	29.4
Naloxone Reversals	4,154	2,960	1,194	40.3

Reduced Life Expectancy Due to Covid-19 Pandemic



Group	Years Shortened	Life Expectancy at Birth
All Races	1.13 years	77.48
Blacks	2.10 years	72.78
Latinos	3.05 years	78.77
Whites	0.68 years	77.84

COVID-19's Impact on U.S. Fertility





Children's Lives Upended by "Orphanhood"

- *COVID-19 Drove an estimated 15% increase in Orphaned Children*

COVID-19 Deaths	Number of Children Orphaned
Primary Caregiver	122,000
Secondary Caregiver	22,000

Up to 5 Million Children Have Lost Parents During the Pandemic. Here's How They've Coped



Ebony James, 50, poses with Adin, 8, and Madison, 16, at home in Fresno, Texas. In February, her husband, Terrence James, died from COVID-19 related illness.

Calaghan O'Hare for TIME

By [Jeffrey Kluger](#)

November 1, 2021 12:54 PM EDT

Declining Female Labor Force Participation & Involuntary Retirements

Women's COVID-19 Burden

“And no offense to all the guys on this [Zoom], but it's [the pandemic] really been detrimental to women. The majority of the burden has been placed on not only the schooling, the childcare, the nutrition—it's a lot. I've seen women cry just like, 'I'm just so tired I don't know what to do'”

(Western NC key informant)



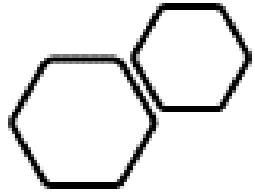
COVID-19 reportedly has forced more than 2 million women out of the workforce (Barry & Gupta, 2021).

COVID-19 Causalities

1.7 million workers 55 and older reportedly forced into involuntary retirement (Davis, et al, 2021).

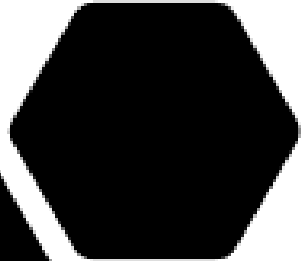
Black workers without a college degree were more likely than other groups to involuntarily retire during the pandemic.

Involuntary retirees' median savings of \$9,000.00.



Invisible
Overtime:
Making
Matters
Worse

“One in 5 workers are balancing paid work with part-time care duties, putting them at heightened risk of resigning...” (Lerner, 2022).

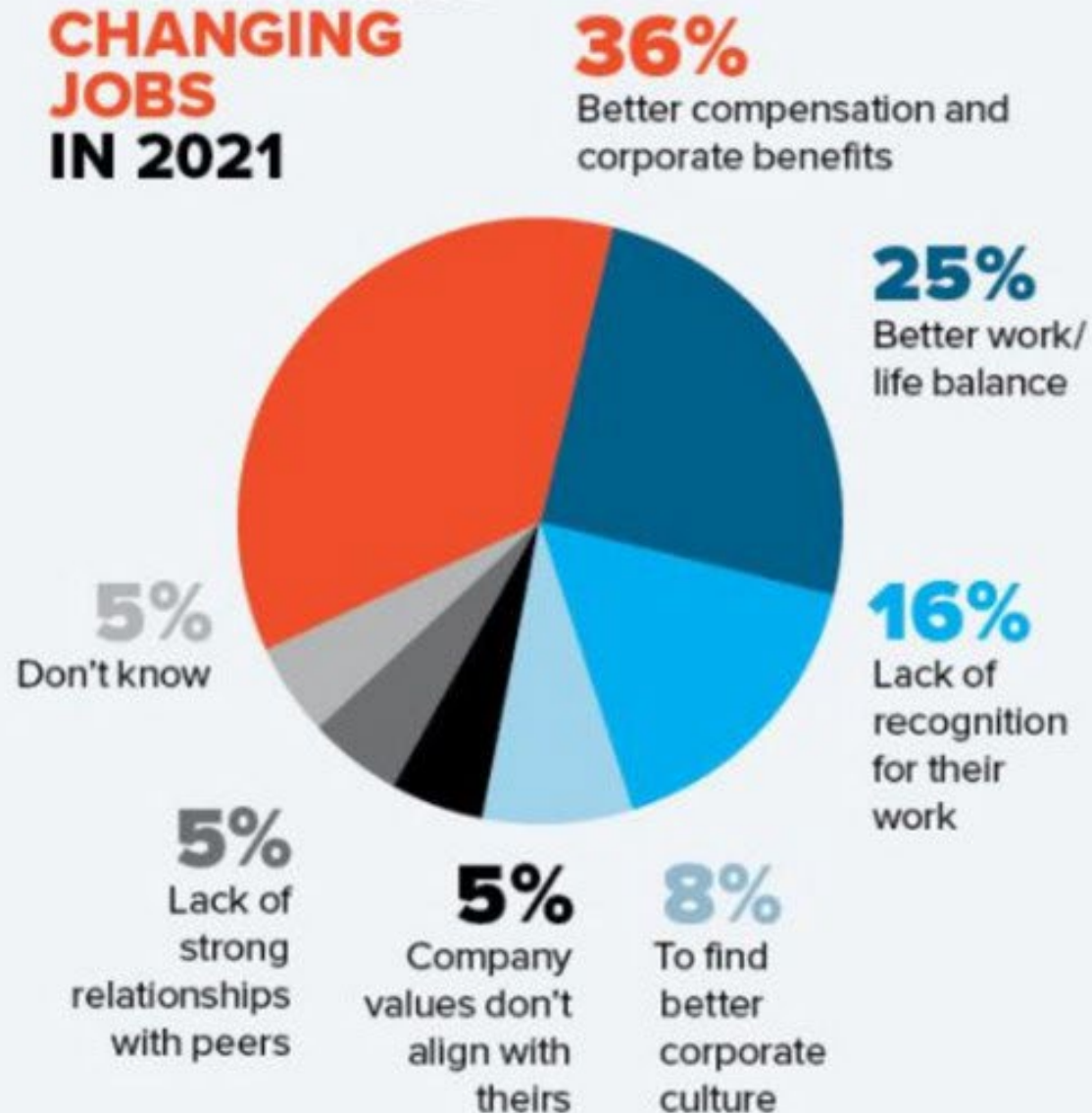


Growing Labor Activism

Women and
people of color
are fired up
for change



WHY EMPLOYEES ARE CONSIDERING CHANGING JOBS IN 2021



Source: *Engagement and Retention Report*, Achievers Workforce Institute, February 2021.

Growing Labor Activism—Walkouts & Strikes





WHY MILLIONS OF WORKERS ARE QUITTING



Growing Labor Activism Cont'd



The Great Resignation

Number of people quitting their jobs in the United States, seasonally adjusted



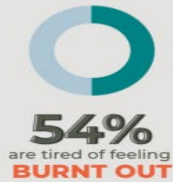
Source: U.S. Bureau of Labor Statistics



Growing Labor Activism Cont'd

THE GREAT RESIGNATION

Are you ready to join the movement?



40%
of the
global workforce
is ready to
QUIT

Industries feeling it the most

- Retail
- Hospitality
- Leisure & travel
- Manufacturing
- Technology
- Healthcare

*Figures shown are from the 2021 Microsoft Work Index

THE GREAT RESIGNATION

COVID19 and the Changing American Workforce

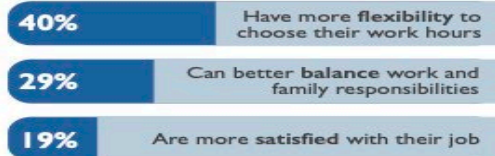
The massive migration from office to remote work during the pandemic has had a profound impact on how people think about their jobs. The result is a societal shift in what workers now consider the career status quo.

17.9 MILLION The number of people that **QUIT THEIR JOBS** from January to May 2021

WHY WORKERS ARE QUITTING

- No childcare
- Fear of COVID19
- Time with family
- New career goals
- Low wages
- Long commutes
- Inflexible hours
- Values changed

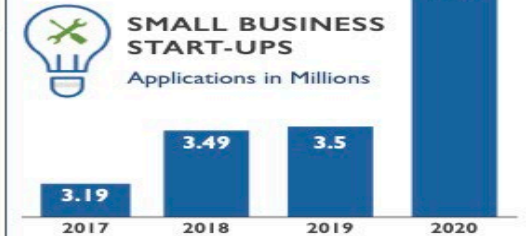
% of workers whose positions became remote all or most of the time because of COVID19 say that they...



Resources
<https://bit.ly/2TB8Q4j>
<https://bit.ly/3eTq0u4>
<https://bit.ly/3i75hVv0>
<https://pewrsr.ch/3iNj4bx>

Powered by
SCORE
 FOR THE LIFE OF YOUR BUSINESS

HOW WORKERS ARE EARNING



1 TRILLION The amount of money **57 MILLION GIG WORKERS** contribute to the economy annually



Return to Office Mandates (RTOs)



Three Groups Disadvantaged by RTOs

Women with young children

People with physical or mental health disabilities

Individuals facing economic housing limitations (i.e., the so-called super commuters).

Workforce Challenges

Commitment to Diversity in the Midst of the Great Resignation?

- One Chief Talent Officer is quoted as saying:
- In this hiring climate, we are going to struggle to find qualified candidates for our roles, much less meet our diversity hiring goals. Most of our leaders are hiring the first qualified person they can find, without any consideration of diversity.” (quoted in Woods, 2021).

The Grand Reckoning

- “How can we design a workplace where employees feel valued, connected, and with a good work-life balance? It’s clear that the old “normal” is never returning. It’s up to all of us to create a new normal that makes workers excited to stay.” (Lisa Curtis, Founder & CEO, KULI KULI Foods, 2021)

Key Takeaways

- Manage the simultaneous “browning” and “graying” of America
- Lobby for immigration reforms
- Advocate for family friendly business policies
- Attack the childcare crisis
- Aggressively address deaths of despair
- Promote encore entrepreneurs & create HR policies for encore careers
- Practice empathy and compassion



Practice Empathy & Compassion

HOW?

Embrace the Iceberg Model of Diversity



Iceberg Model of Diversity

Visible Diversity Traits

Race/Skin Color

Gender

Visible Disability

Age Group

Physical Attributes

Ethnicity

*If all I
know
about you
is what I
can see...*



Invisible Diversity Traits

Level in Organization **Culture** **Marital Status** **Values** **Education** **MBTI**
Religion/Religious Experiences **International Cultural Immersion**
Communication Style **Conflict Style** **Beliefs** **Teaching Style** **Recreational Habits**
IQ **Learning Styles** **Academic Discipline** **Literacy** **Sexual Orientation**
Personality Style **Orientation to Time** **Family Relationships** **Orientation to Tasks**
Physical Abilities/Qualities **EQ** **Military Experience** **Socioeconomic Status**
Geographic Background **Work Background** **Smoker/Non-Smoker**
Parental Status **Native Born/Non-Native Born** **Political Ideology** **Thinking Style**

THE END

