

*The New Homegrown
Majority and Growing
Commitment to California*

Based on the April 2009 report with
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SPPD USC SCHOOL OF POLICY, PLANNING, AND DEVELOPMENT

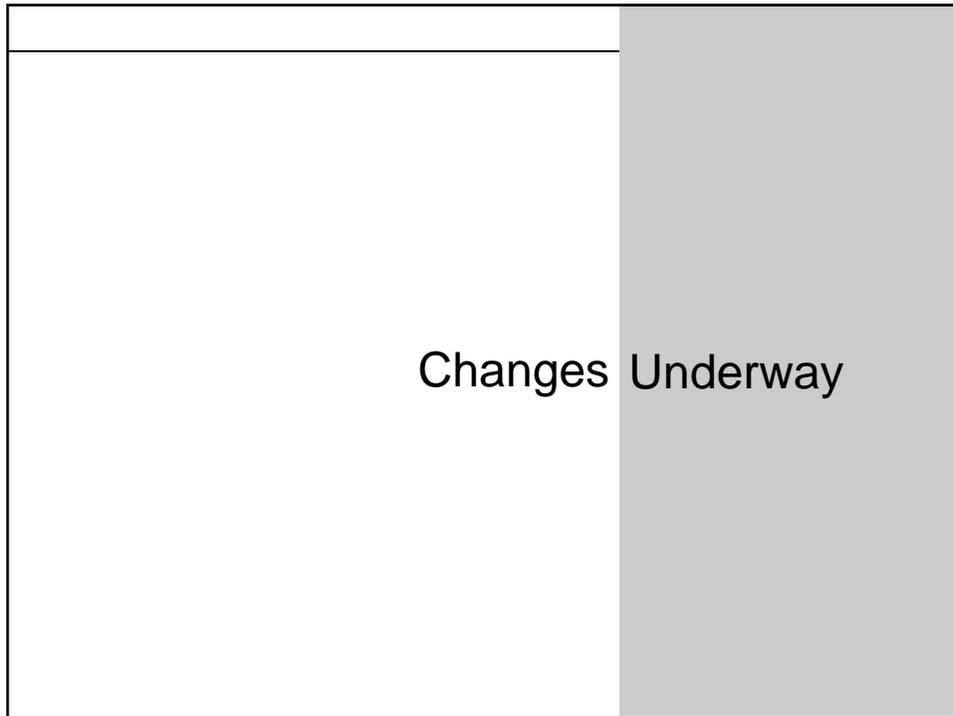
USC

Key Questions

What are the most significant and unrecognized changes in California's demography?

How may have facts and perceptions of migration affected California's political culture?

What are some key implications for the future?



Two Stories of California	
OLD	NEW
<ul style="list-style-type: none">• Everyone is a migrant• California grows from migration• Growth from migrants imposes a cost• Any workers needed can be borrowed from other states and nations• So why invest?	

The California History of Migration

Gold Rush

California Dream

Dustbowl migration

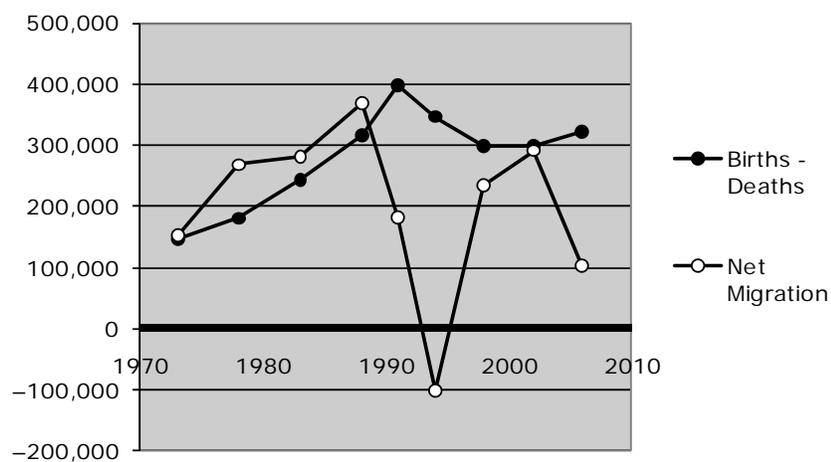
Westcoast shift in WWII

Postwar suburbia

Post 1970 immigration

Myth of fleeing middle-class masses

Changing Balance of Births & Migrants



Source: Appendix A, "Homegrown Majority," USC;
Data from California Department of Finance, report E-6

Everyone's a Lifetime Migrant?

Age Groups	Old	New
	% in 1970	% in 2007
65-74	85.3	75.3
45-54	78.4	62.5
25-34	66.8	54.3
15-24	47.1	29.5

Definition of Lifetime Migrant:

people who were born outside California and then moved to the state, settling down over the years.

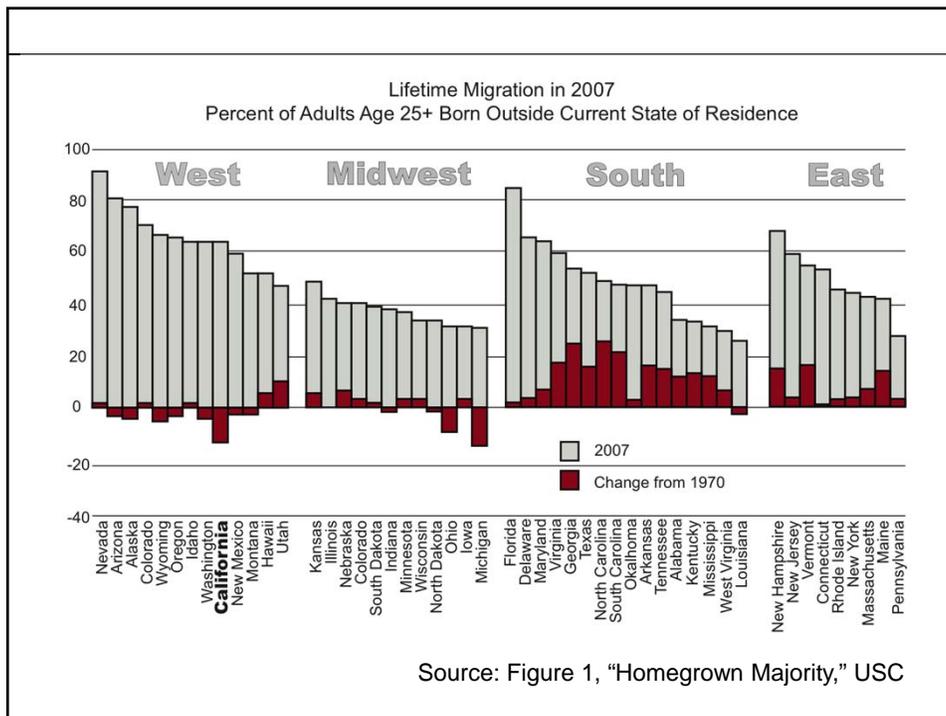
Trends in Lifetime Migration and Retention

Definitions of Measures

Migration is the percentage of current residents of a state that moved to the state in the last 1 or 5 years (a short-term measure).

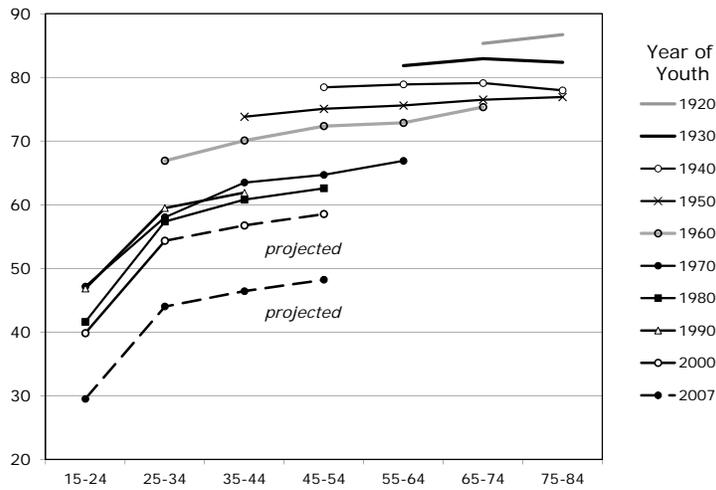
Lifetime Migration is the percentage of state residents who were not born in the state but **moved in** from other states or nations (a cumulative measure).

Retention is the percentage of population members born in a state that **remain living in** their home state (a cumulative measure).



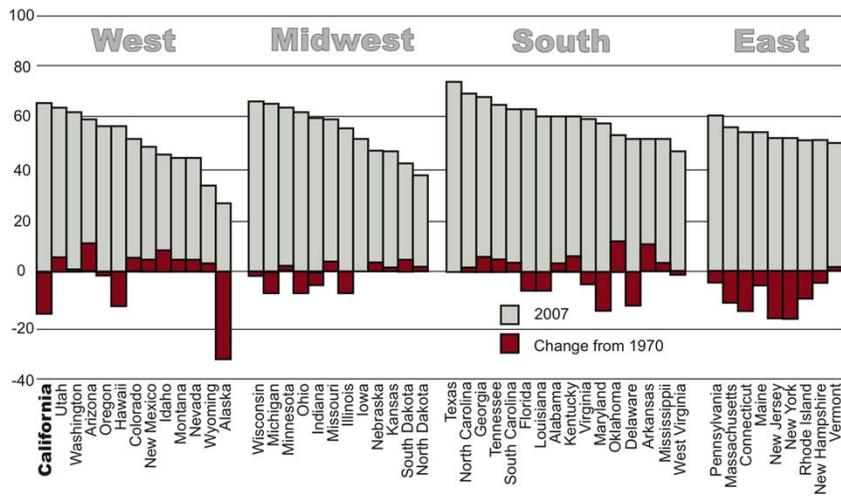
California Cohort Lifetime Migration

Percent Lifetime Migrants, by Generation and Aging



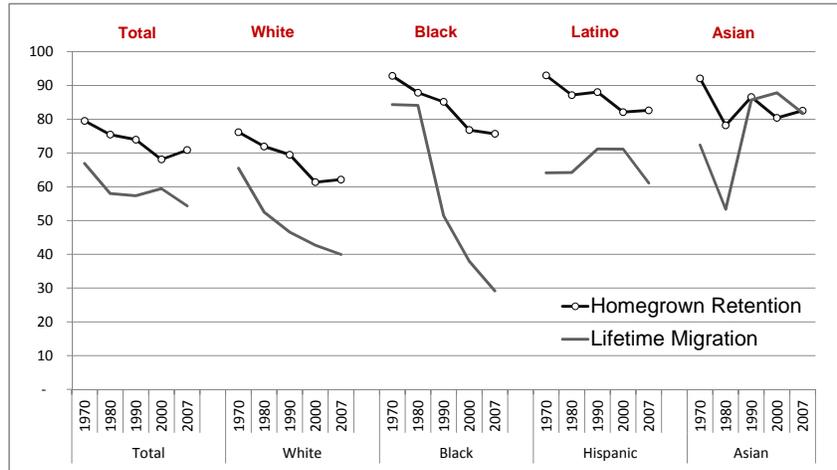
Source: Figure 2, "Homegrown Majority," USC

Lifetime Retention in 2007
Percent of Adults Age 25+ Born in State Who Remain in State



Source: Figure 3, "Homegrown Majority," USC

Trends in Lifetime Migration and Homegrown Retention at Age 25-34



Source: Figure 5, "Homegrown Majority," USC

Measures
of Commitment

Basic Considerations

Paradox of Growing Globalization and Rising Attachment to Local Places

The New Competition for Young Workers

Massive impacts of Baby Boomer retirements

Competition for knowledge workers

Need for Attraction and Retention

Will California lose the competition?

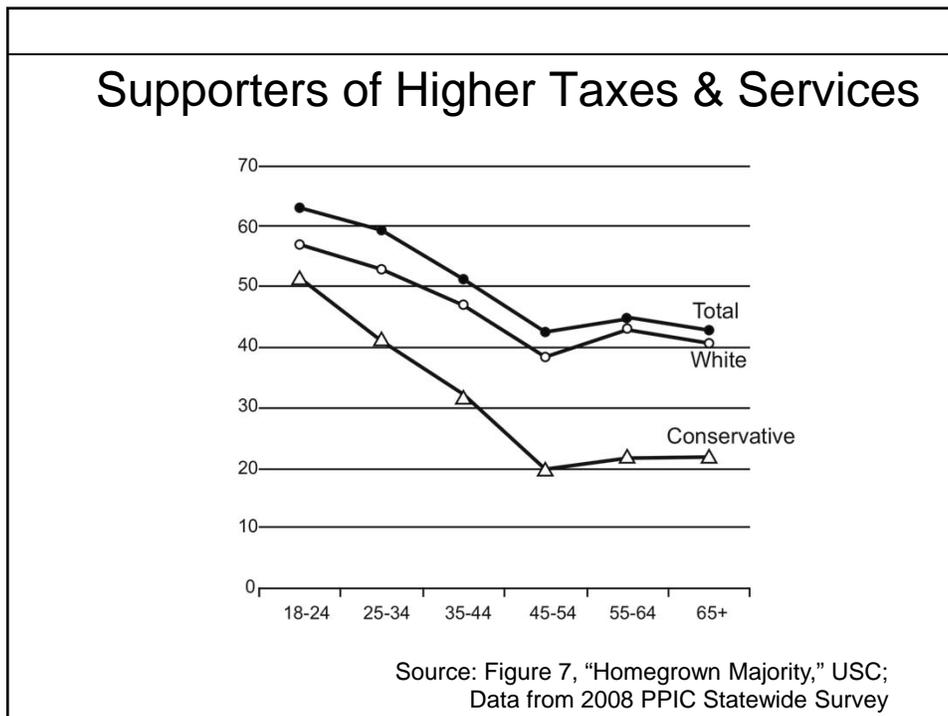
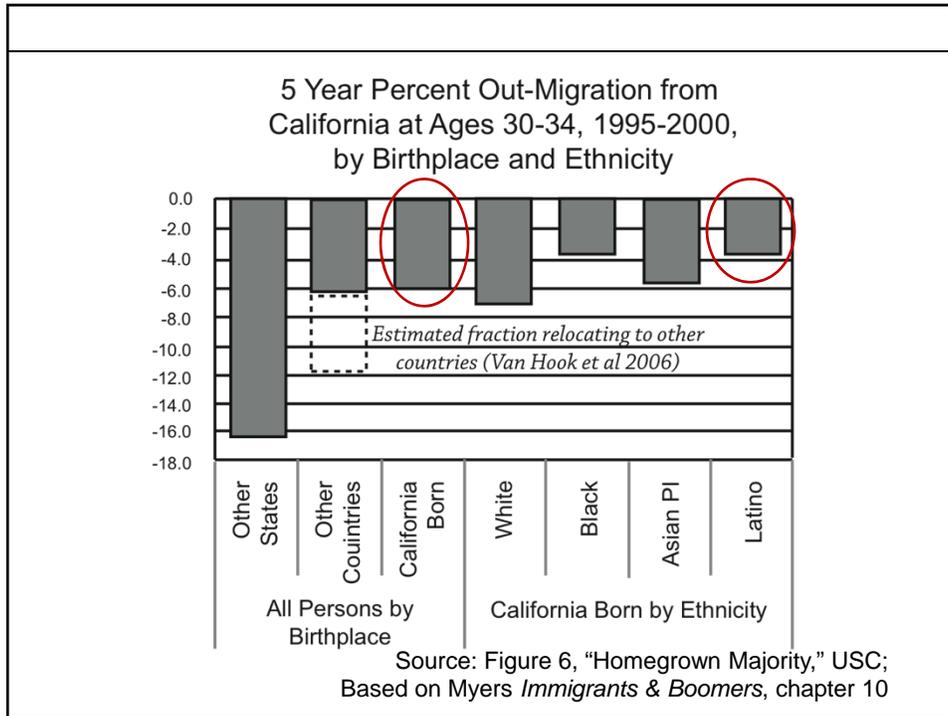
Is there Failing Commitment to California?

Measures of Commitment to California

Lifetime Retention of the Homegrown

Rate of Out-Migration by Different Groups

Willingness to Pay Higher Taxes to Invest in Better Public Services



The New Demographic Narrative of California	
OLD	NEW
<ul style="list-style-type: none">• Everyone is a migrant• California grows from migration• Growth from migrants imposes a cost• Any workers needed can be borrowed from other states and countries• So why invest?	<ul style="list-style-type: none">• Homegrown residents are the new majority• California grows from births• Native sons & daughters are a cost of investment• Migration no longer supplies our needs• California has become self-reliant and so must invest

Thank You

For more information
Google "popdynamics"

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