

RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

New Demographic and Economic Normals

James W. Hughes, Dean

2017

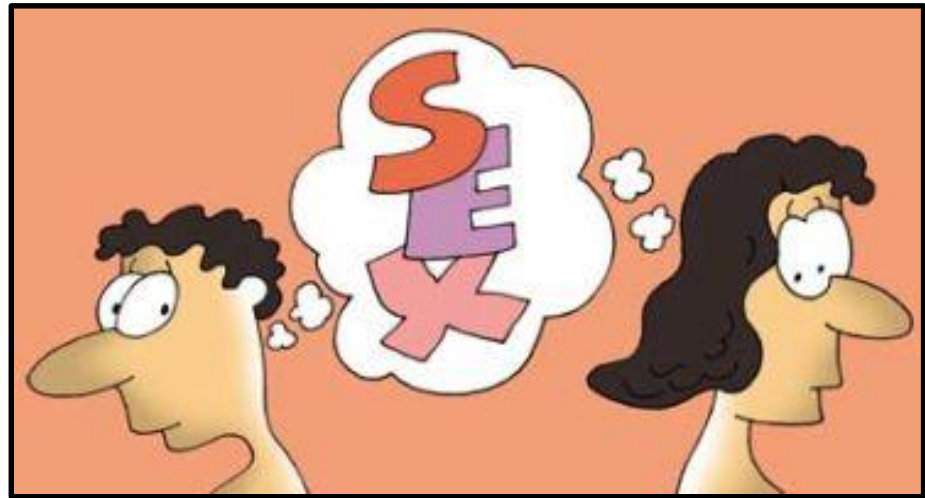
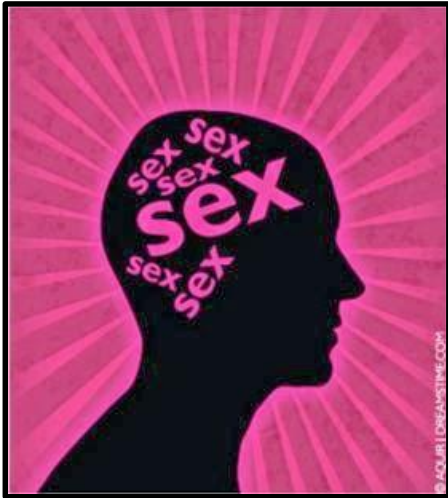
1st 10 Minutes



2nd 10 Minutes



3rd 10 Minutes

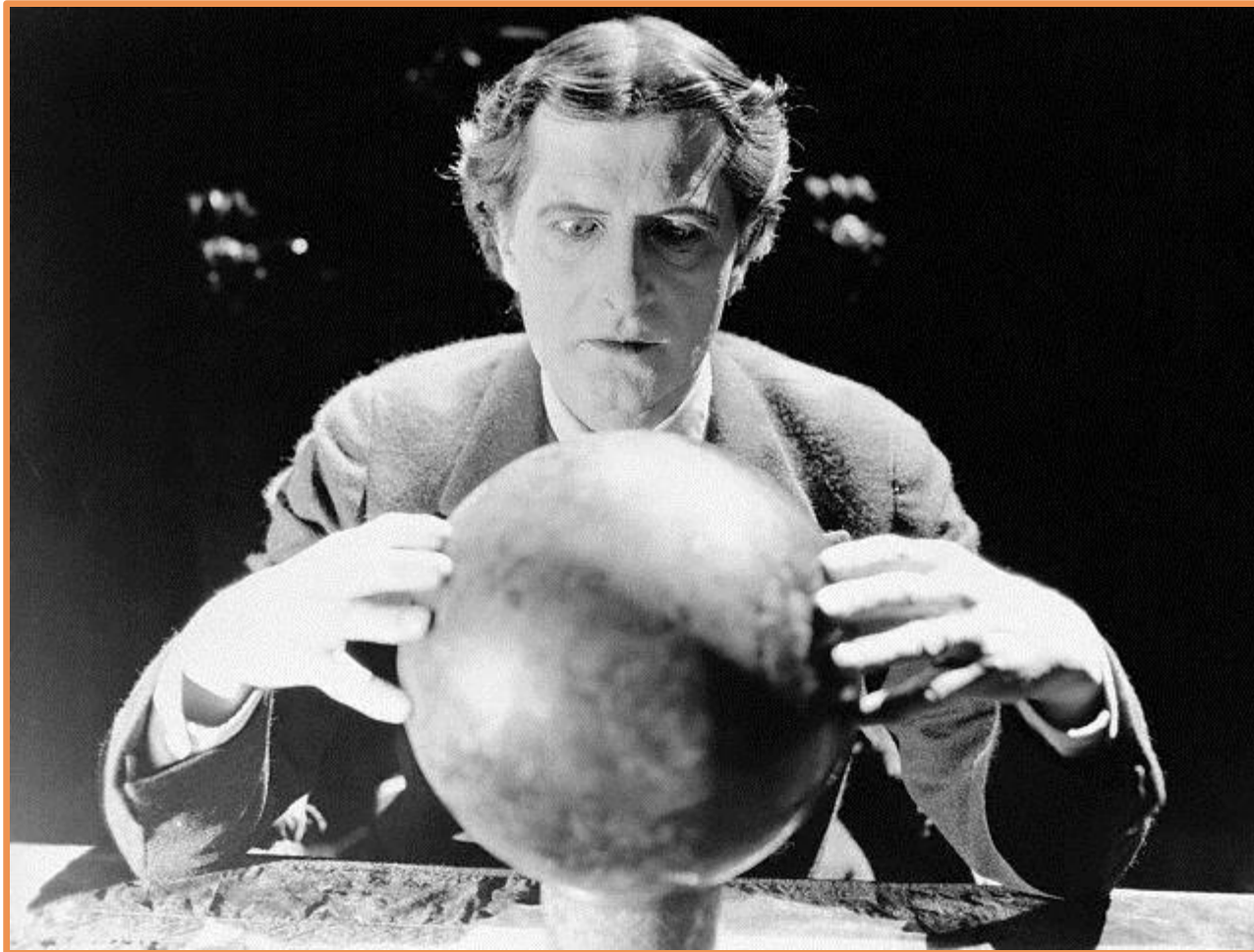




Dr. Kevorkian



Forecast 9 of Our Last 5 Recessions



Fundamental Disruptions to 20th Century Assumptions and Protocols



Second Half of 20th Century

Demographic



Paradigm Shift

First Half of 21st Century

2017 Age-Defined Demographic Long Waves

BABY BOOM – Redefining Maturity (b. 1946-1964)

GEN X – The Baby Bust, Now Raising Families and Advancing to the Topline Workforce (b. 1965-1979)

GEN Y – Millennials Redefining the Workforce/ Workplace, and Residence Place (b. 1980-2000)

Inter-Generational Workplace Tensions



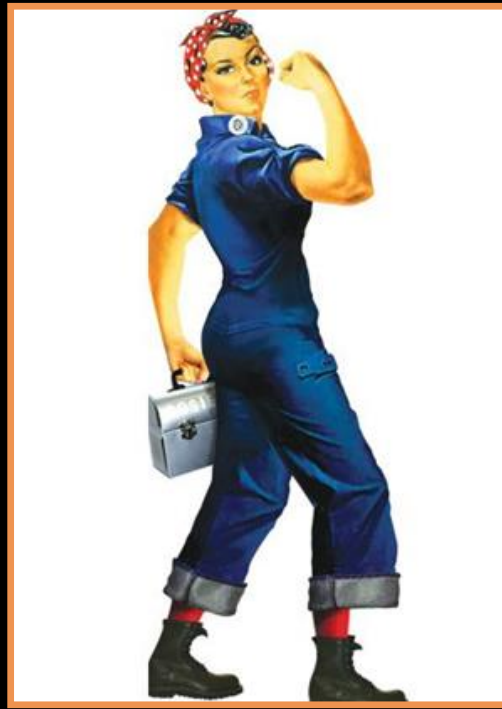
The Fabled Baby Boom



1945: GI Joe & Rosie the Riveter Got Together 1946: Births Erupted



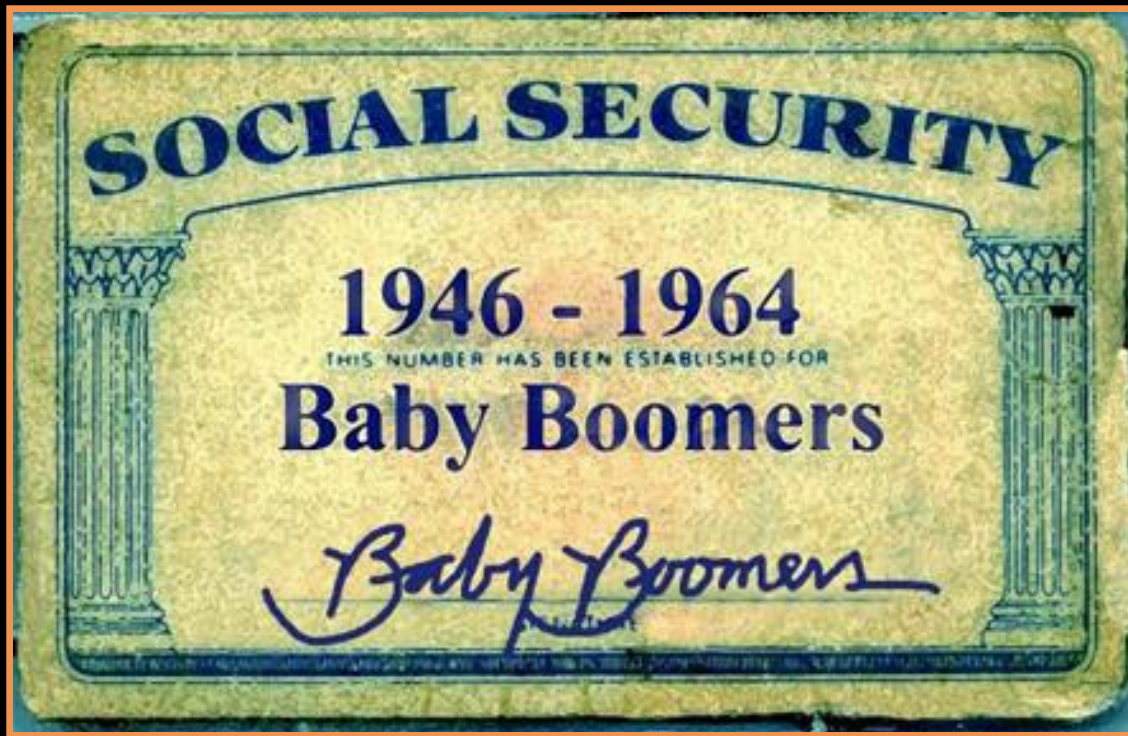
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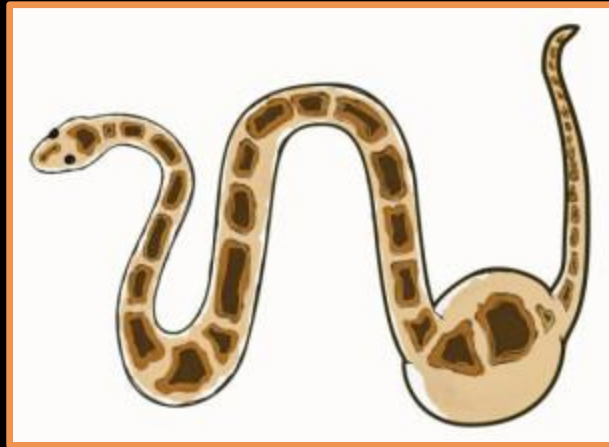
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The Largest Generation in U.S. History

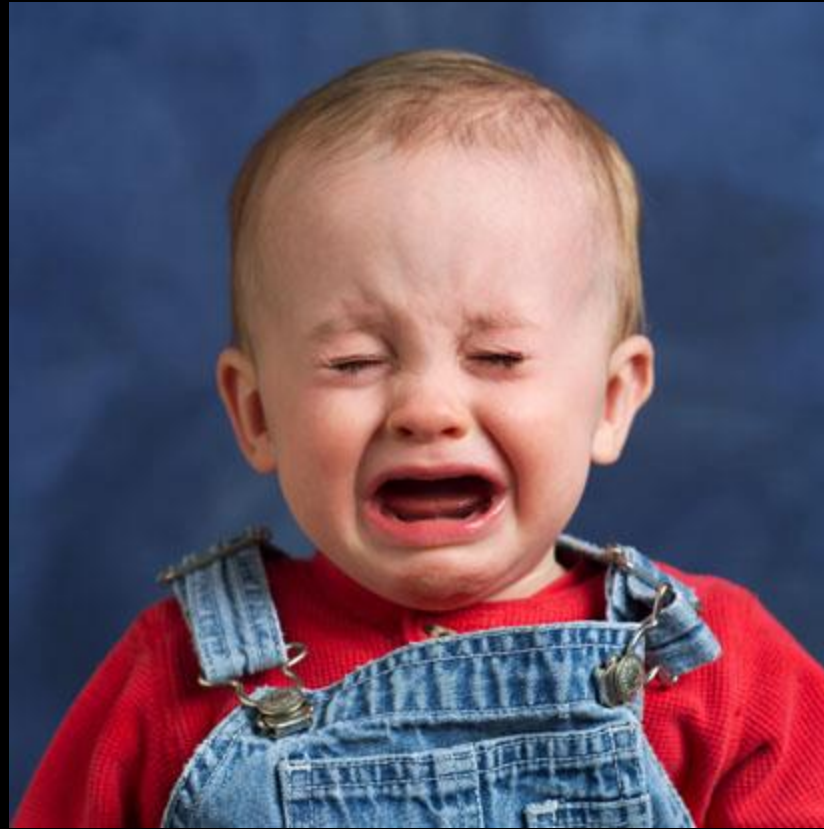


Baby Boom Pig in the Demographic Python



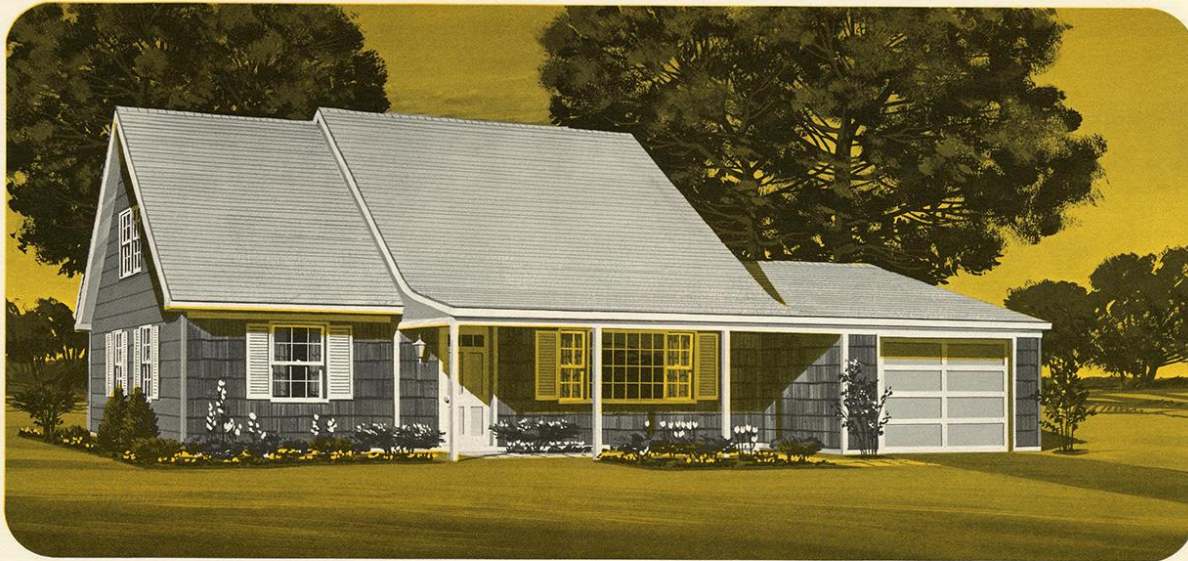
New Jersey: Baby Boom Central





Tract-House Suburban New Jersey





The Ardsley

THE STRATHMORE VERSION of the classic Cape Cod has a story book charm all its own.

The interior arrangement is something special too—roomy beyond expectation. There are four bedrooms in the Ardsley! Two on each floor, with a complete ceramic tile bath and linen closet on each floor. The master bedroom measures 17' x 17'3"!

Through the 20-foot living room you'll find a separate dining and family recreation room that opens to the back lawn. The kitchen is a dream come true. Non-warp cabinets

and counter space are arranged in a convenient U-shape, which includes a handy breakfast snack bar. Appliances include a push-button range and 13.3 cu. ft. refrigerator. There is a separate laundry-utility room just off the kitchen, equipped with an automatic Filter-flo washer and matching dryer. Kitchen and laundry appliances are included in the price of the house. They're all General Electric. There are no extra charges. An oversized attached garage completes the picture.

\$18,990

Price

\$950

Cash required

\$163

Monthly payments

Prices subject to change without notice.
Oversized lots available at extra cost.

Tidal Wave of Metropolitan Expansion



Life Cycle Stages



McMansion



Protesting Serious Middle-Aging



Empty-Nesters Resizing in the Housing Market



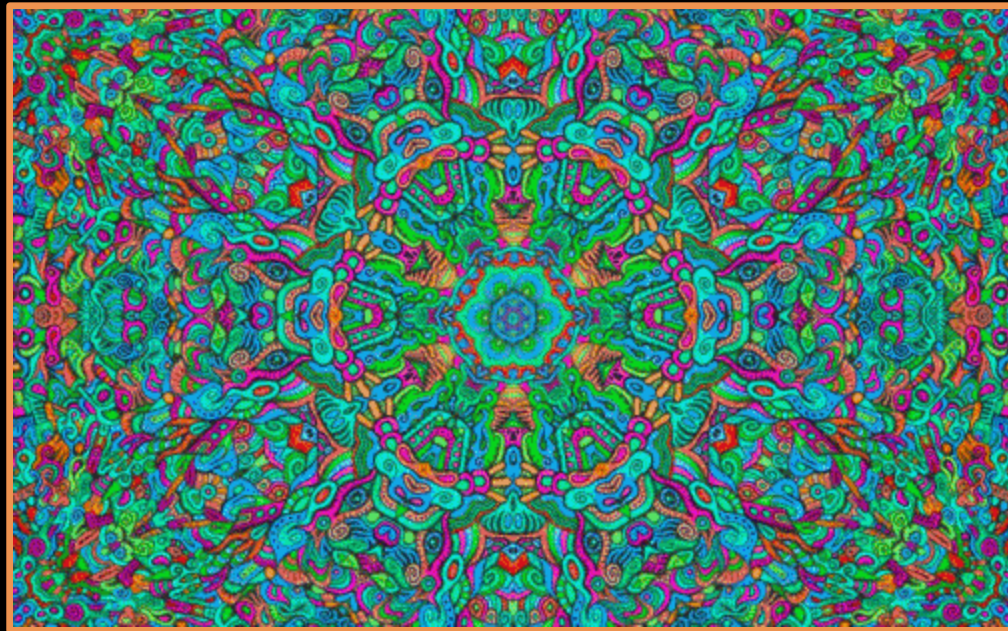
2017: The Great Calamity

First Boomers are turning **71** years of age

All Boomers will be between **53** and **71** years of age

More than 1/2 of all Boomers will be in their **60s**

Dropped Acid



Dropping Ant-Acids



Now a Back-Seat Passenger



We Will Not Go Away Quietly!

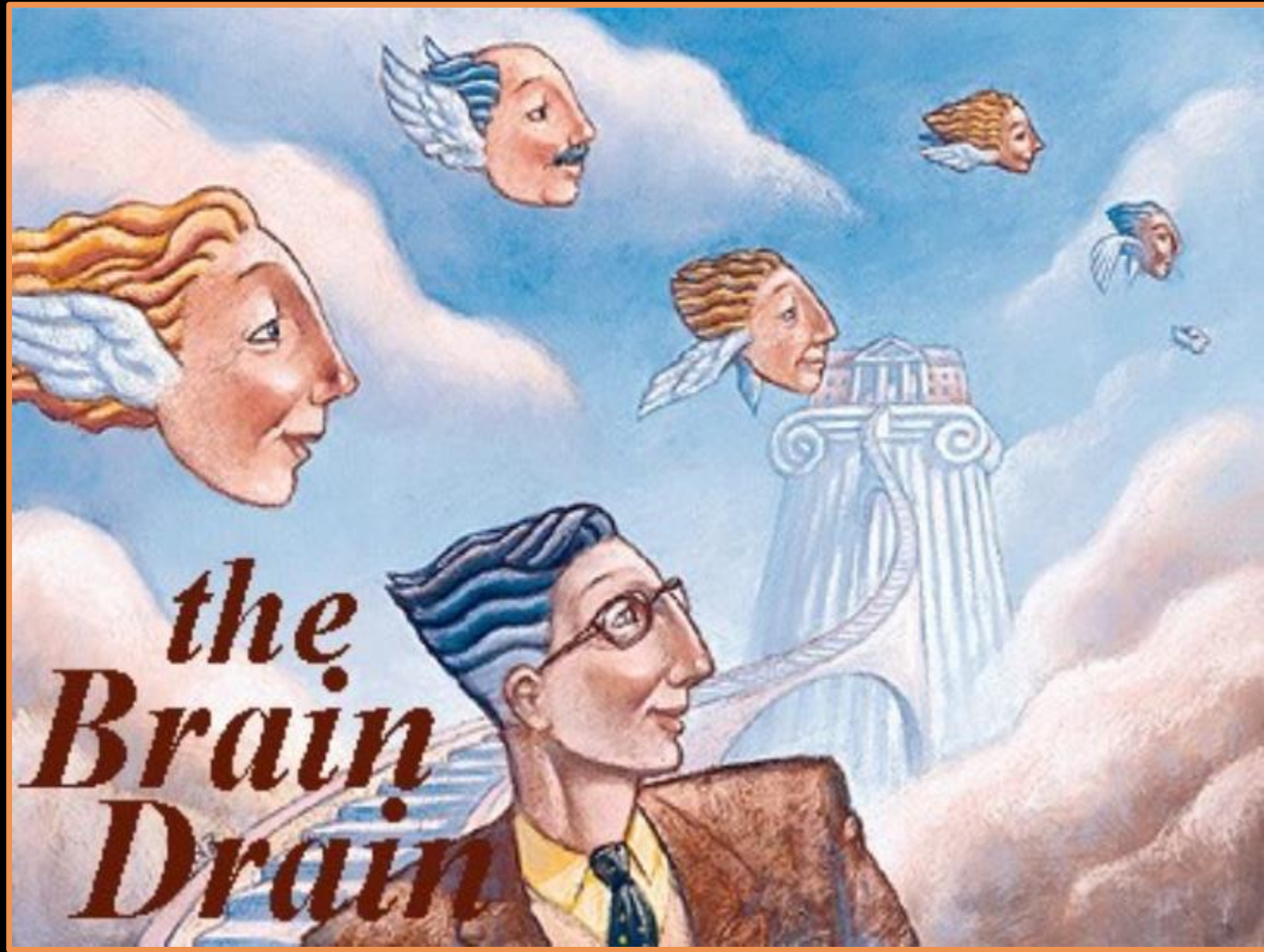


Fading Away



A Lifetime of Cognitive Skills





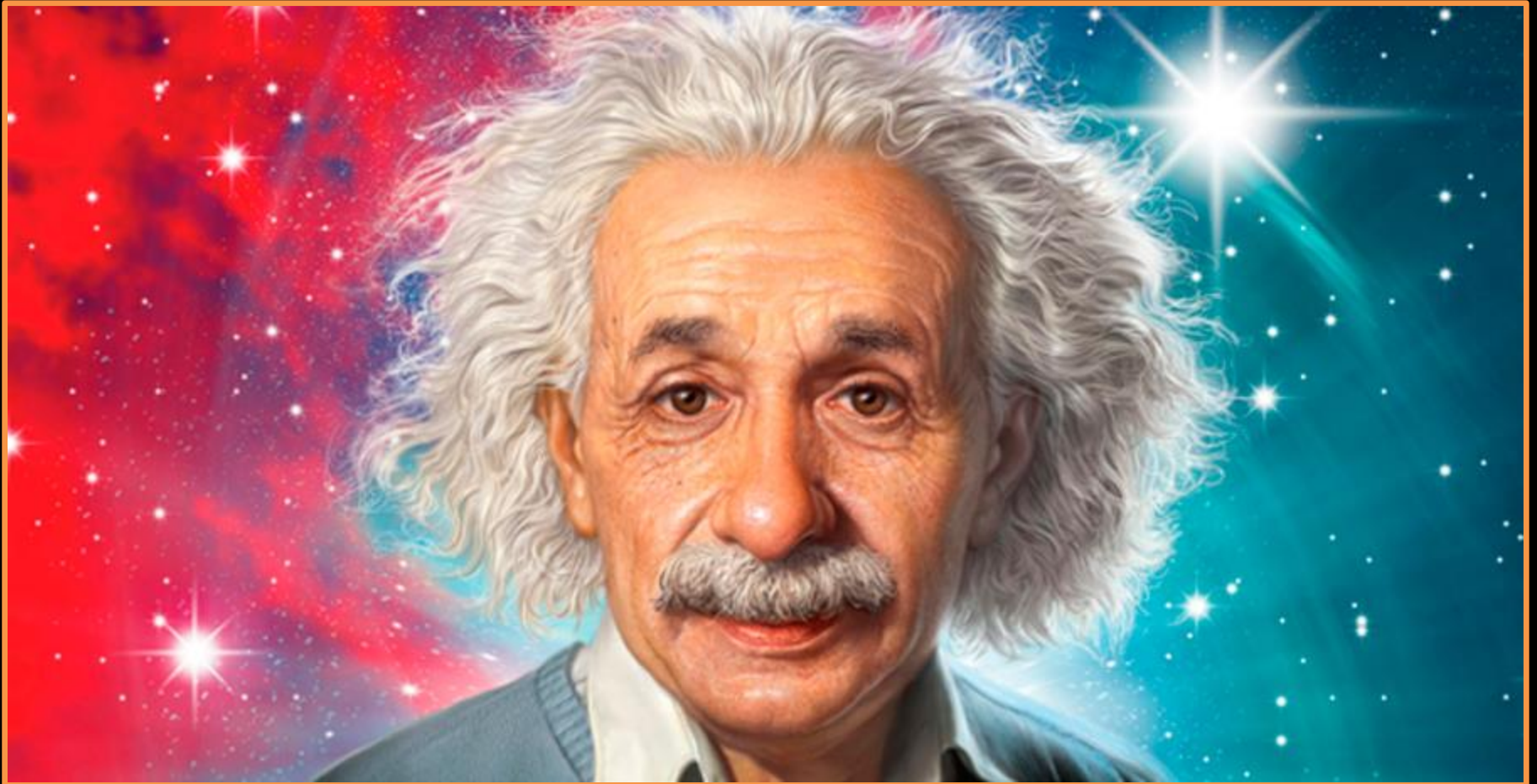
Baby Boom Knowledge Retention







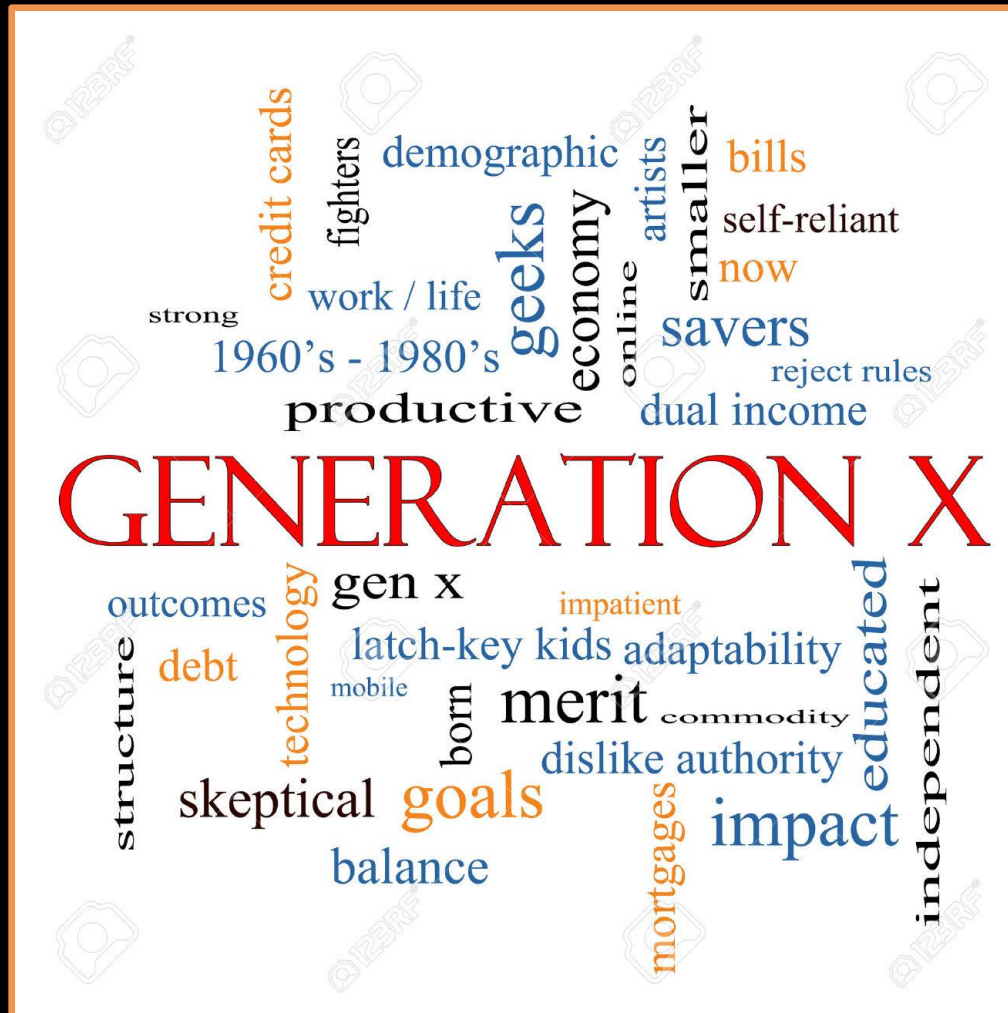
Albert



Baby Bust (1965-1979)



Moving Indentation



2017 GEN X

38 to 52 Years of Age

Family Raising

Entering Top-Line Workforce

Passing the Leadership Baton





GEN Y / Millennials (1980-2000)



The Invasion of the Stroller People



At Birth: First Digital Generation



Today (2017): 17 to 37 Years of Age



Foreign Born: N.J. Ranks Third!



We Want 24-7 LWP Environments





Then: Baby Boomers Fleeing From Industrial Jersey City



Now: Millennials Flocking To Postindustrial Jersey City



Sprawl Withdrawal



Digerati



Millennials at Work

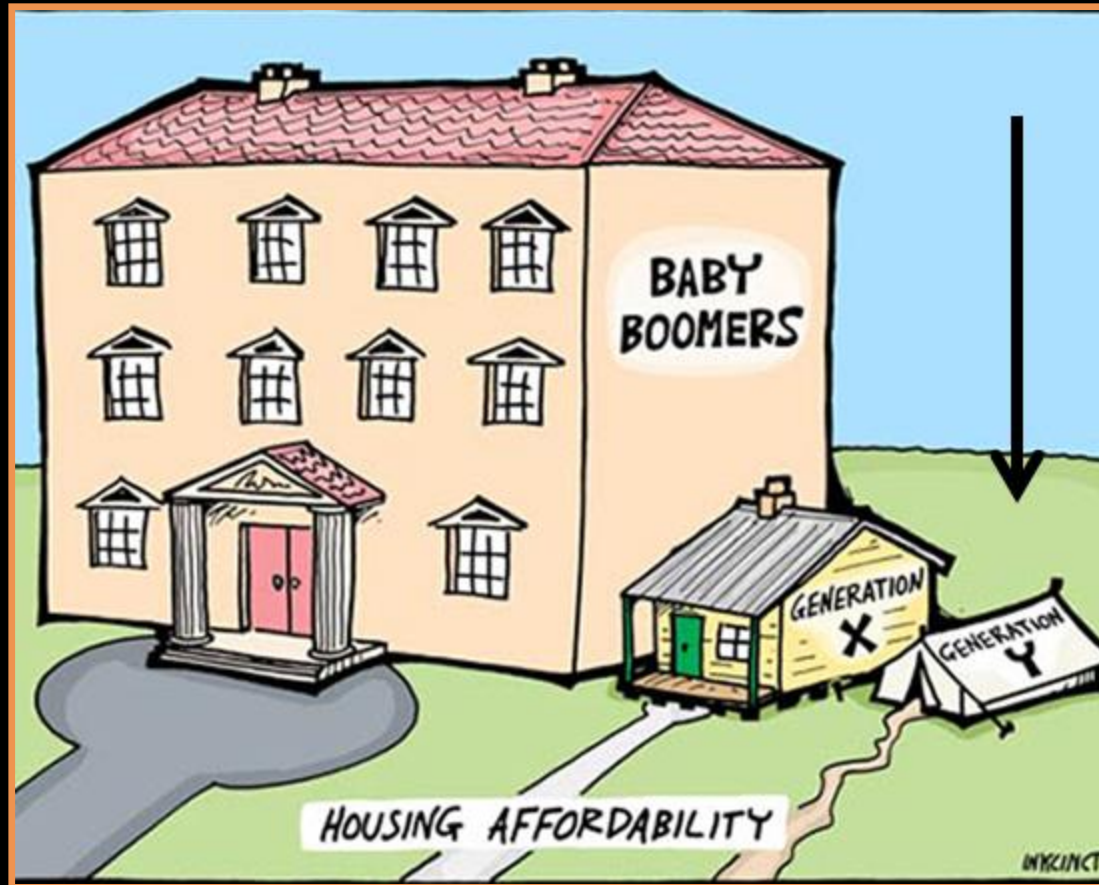




WHAT IF I TOLD YOU

**THIS HAS BEEN SAID ABOUT
EVERY GENERATION EVER**

Millennial (Gen Y) Housing Buying Power



Adult Children Living With Parents (2015)

Area

18-34 Year Olds Living at Home

United States

34%



Adult Children Living With Parents (2015)

Area

18-34 Year Olds Living at Home

United States

34%

New Jersey

47%



The Garden State



**We're
Number
One!**

Adult Children Living With Parents (2015)

Area

18-34 Year Olds Living at Home

United States

34%

New Jersey

47%

Outer Exurban Counties

55%



Two Types of Adults Left

The Not Yet Wed

Two Types of Adults Left

The Not Yet Wed
And
The Nearly Dead



Millennial-Designated Cool



2017: The Era of Family-Raising Millennials is Commencing

Can We Forecast Their Shelter and Locational Choices?



I Don't Want Your Stuff!



Lifetime Accumulated Treasures or Dumpster Material



Second Half of

20th Century

Demographic



Paradigm Shift

First Half of

21st Century

A Postsuburban Economic Geography

NEW JERSEY'S POSTSUBURBAN ECONOMY

James W. Hughes and Joseph J. Seneca



New Jersey has a long history of adapting to a changing economic climate. From its colonial origins to the present day, New Jersey's economy has continuously and successfully confronted the challenges and uncertainties of technological and demographic change, placing the state at the forefront of each national and global economic era. Based on James W. Hughes and Joseph J. Seneca's nearly three-decade-long Rutgers Regional Report series, *New Jersey's Postsuburban Economy* presents the issues confronting the state and brings to the forefront ideas for meeting these challenges.

Suffice it to say,

"A view of New Jersey's past, present and future economy by two of the state's most respected scholars. Should be a must-read for anybody hoping to shape future economic policy."

—Governor Thomas H. Kean, Governor of New Jersey, 1982-1990

"If you are interested in New Jersey's economy, its history, its recent and present condition, and knowledgeable projections as to where it's going, Jim Hughes and Joe Seneca should be your go-to guys. Their clear and easy-to-read writing style makes economics almost enjoyable."

—James J. Florio, governor of New Jersey, 1990-1994

Link to the Rutgers University Press website

bit.ly/nj-postsuburban

Reversal of Economic Fortune



Download from Dreamstime.com

New Jersey and New York City: Total Employment–1950 and 2004

1950

New Jersey

New York City

Employment

1,656,800

3,468,200

NJ/NY Ratio

0.48

2004

New Jersey

New York City

3,999,100

3,550,000

1.13

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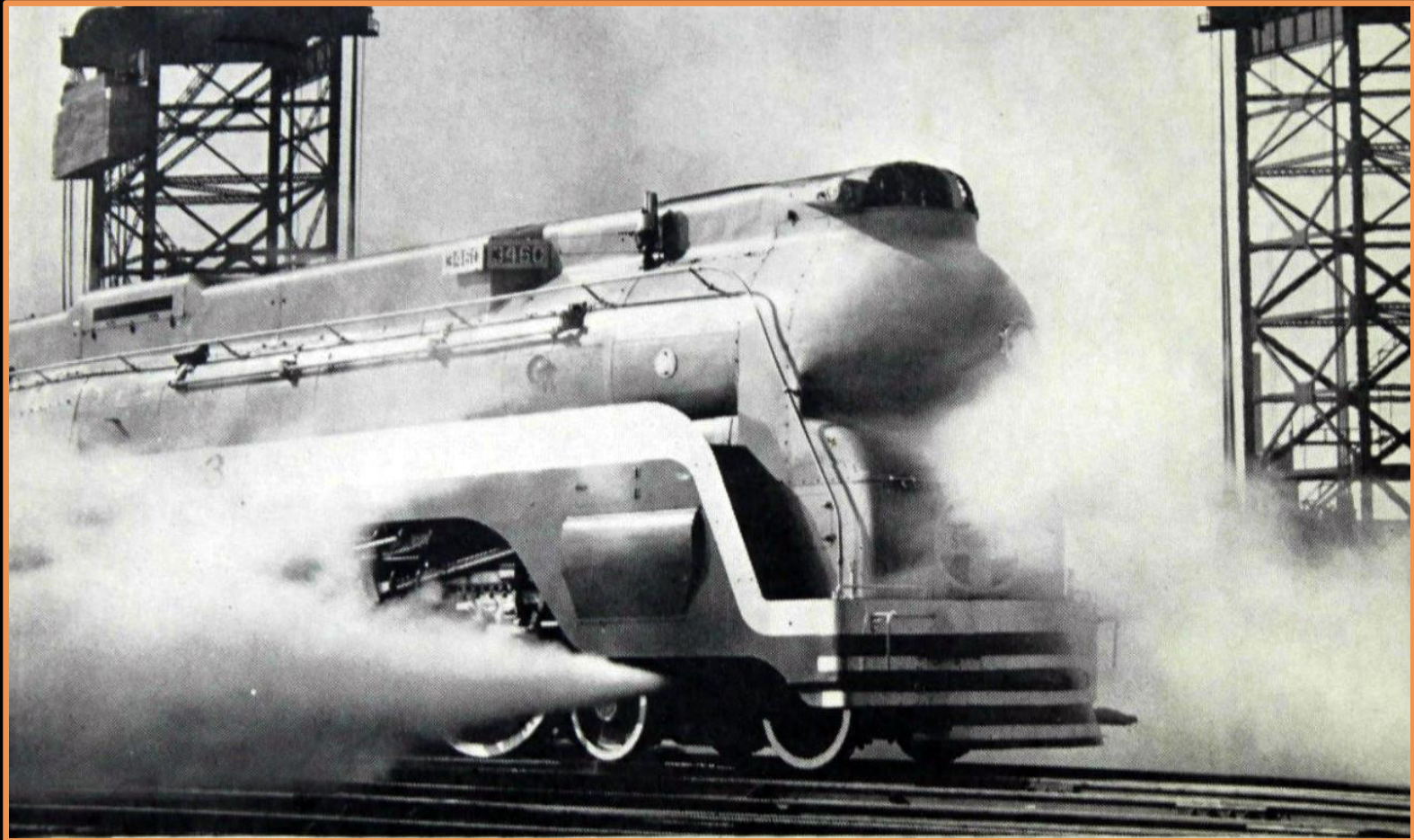
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New Jersey and New York City: Employment Change

1950-2004

New Jersey	+2,342,300
New York City	+81,800

New Jersey: Regional Economic Locomotive



New Jersey and New York City: Employment Change

1950-2004

New Jersey	+2,342,300
New York City	+81,800

2004-2015

New Jersey	+23,000
New York City	+673,700

New Jersey and New York City: Employment Change

1950-2004

New Jersey	+2,342,300
New York City	+81,800

NJ 29 to 1

2004-2015

New Jersey	+23,000
New York City	+673,700

New Jersey and New York City: Employment Change

1950-2004

New Jersey **+2,342,300**

New York City **+81,800**

NJ 29 to 1

2004-2015

New Jersey **+23,000**

New York City **+673,700**

NYC 29 to 1

New Jersey and New York City: Total Employment–1950 and 2004

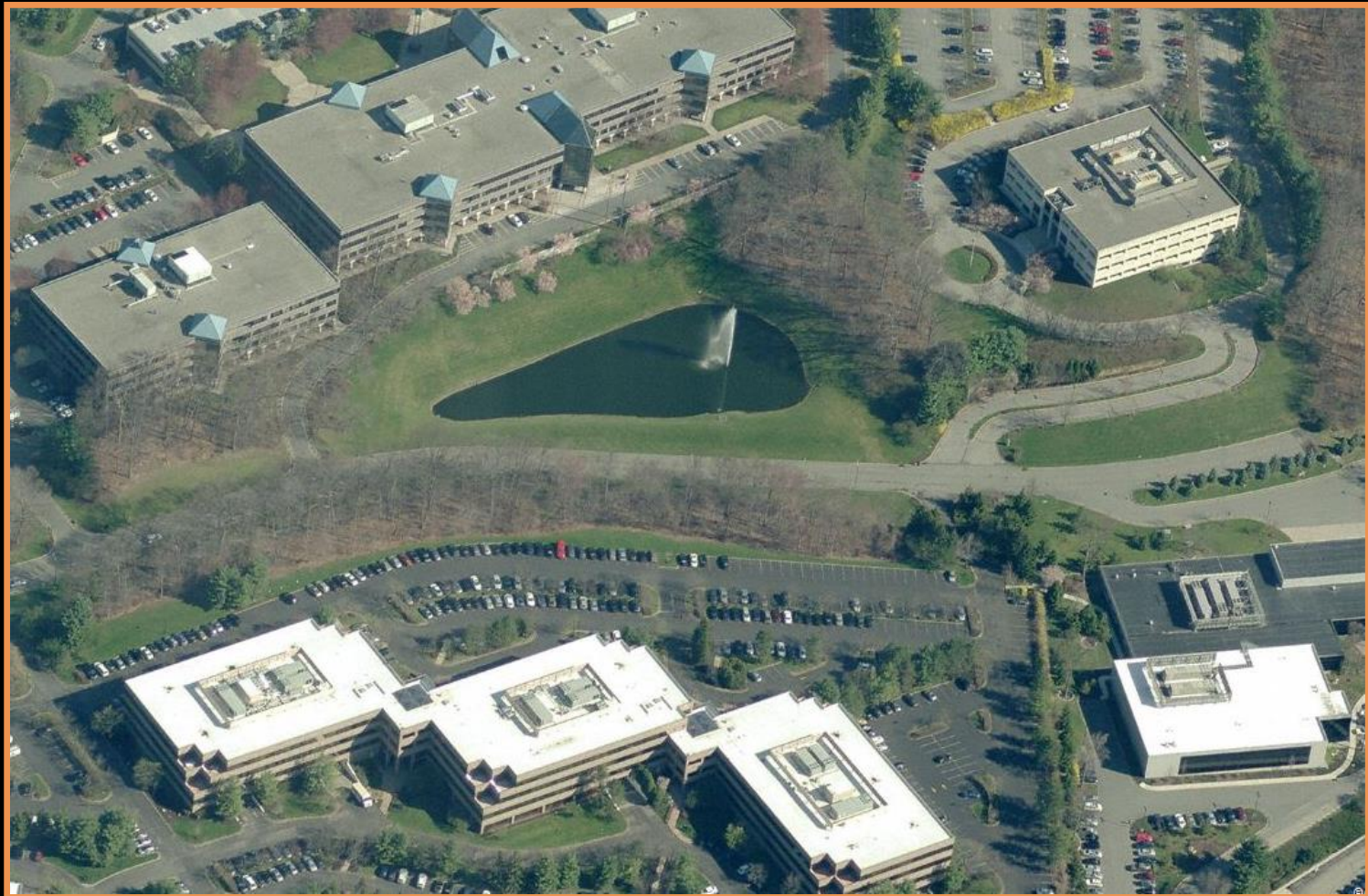
<u>2004</u>	<u>Employment</u>	<u>NJ/NY Ratio</u>
New Jersey	3,999,100	1.13
New York City	3,550,000	
<u>2015</u>		
New Jersey	4,022,400	.95
New York	4,223,700	

New Jersey: Caboose on the Regional Economic Train



The Shrinking Outer-Suburban Office Footprint

Auto-Dependent Suburban Office Agglomeration





AVAILABLE
FOR OFFICE BLDG. / RE



**FOR
RENT**
OFFICE SPACE

Merck – White House Station





MERCK

Be well



BASF in Mount Olive



 **BASF**

The Chemical Company





Late 20th Century State-of-the Art
Economic Assets

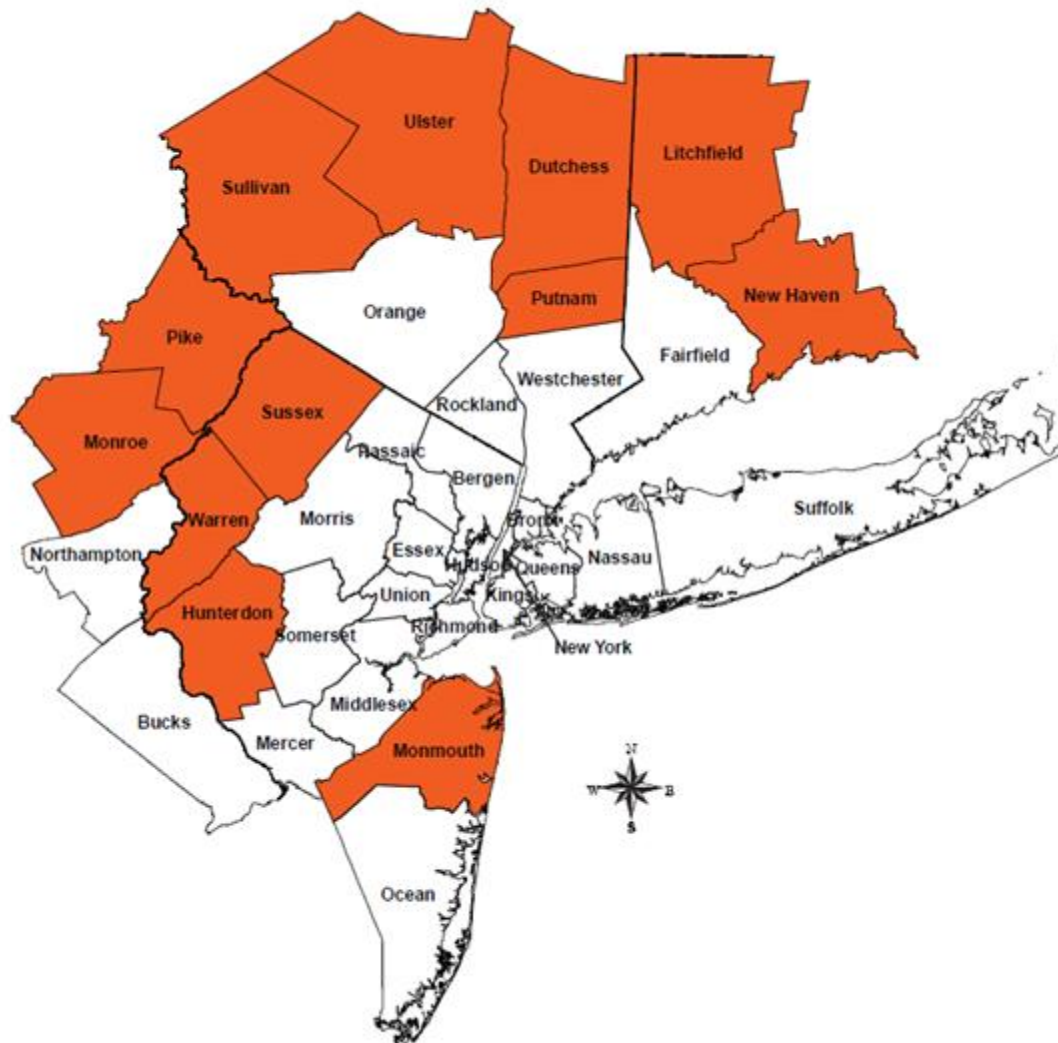


Early 21st Century Economic
Dinosaurs



De-Suburbanizing Population Growth

Counties with Population Decline, 2010-2015



Source: Rutgers Regional Report, based on data from the U.S. Census Bureau, New Jersey Geographic Information Network, NYS GIS Clearinghouse, and National Oceanic and Atmospheric Administration.

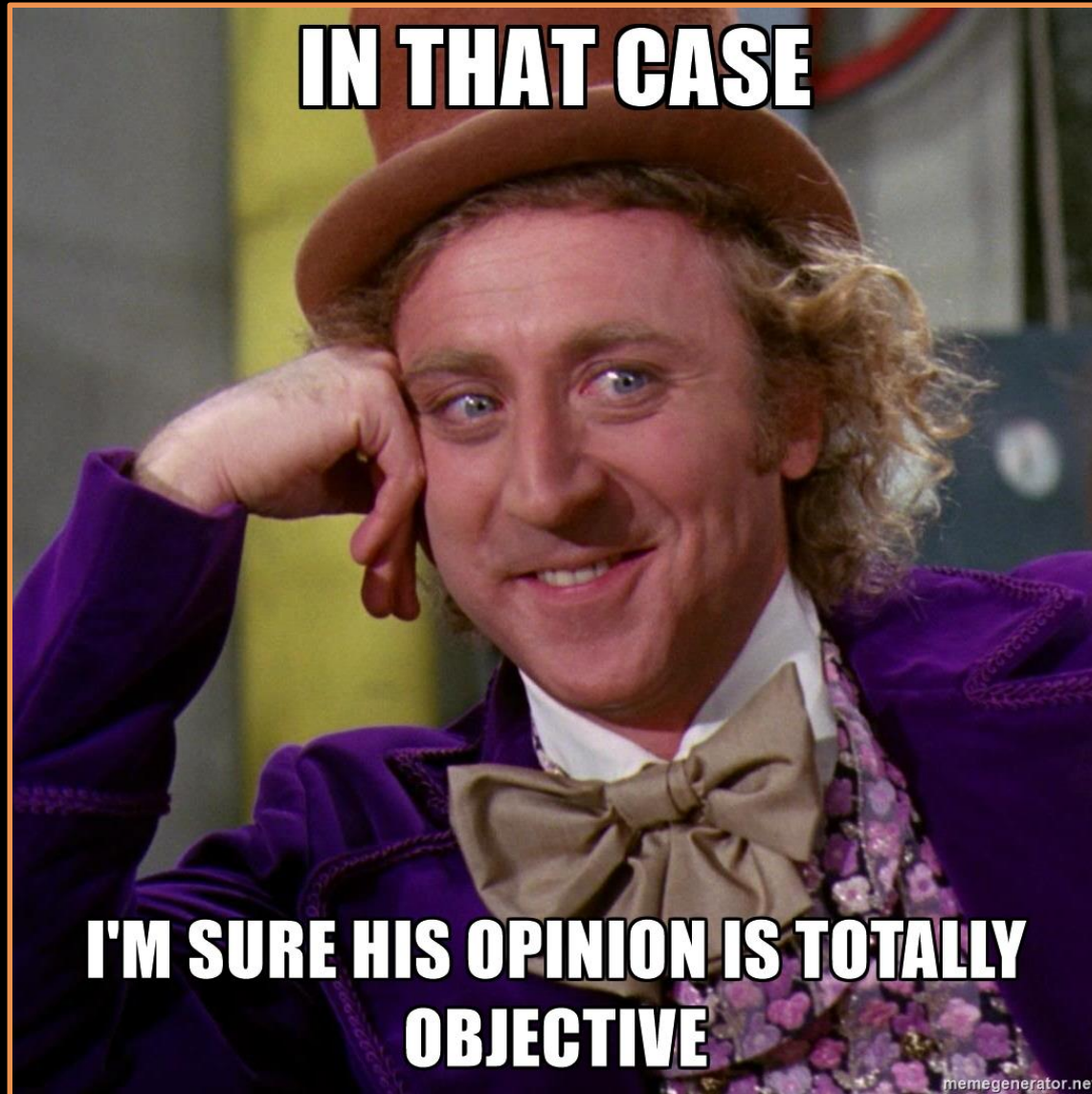
Brooklyn



The Emerging New Rail-Centric Skeletal Framework of Development







IN THAT CASE

**I'M SURE HIS OPINION IS TOTALLY
OBJECTIVE**

21st Century Fundamental Changes

- The Greatest Age-Structure Transformation in History
- Ascending Millennial-Driven Demographic & Economic Protocols
- Descending 20th Century Baby-Boom Certainties
- The Attenuation of the Great Era of Suburbanization and the Emergence of a New Corporate Urbanism
- The Emerging New Rail-Centric Skeletal Framework of Residential and Nonresidential Development
- A Flatlining Demographic Perimeter and a Contracting Suburban-Office Footprint



