

## The Next Hundred Million

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### Chapter 1: 400 Million Americans

- Higher birth rate than other developed countries
- Immigration from Latin America and Asia
- Strengths
  - Deep-seated spirit of ingenuity
  - Robust demographics and business culture to tap demographics
  - Largest, most productive expanse of arable land (Great Plains)
  - Immigrant entrepreneurs
- How we will live in 2050
  - Suburbia, but more independent 21<sup>st</sup> century villages
  - Instantaneous communication (internet)
- Energy, Climate, and the Heartland
  - Growing, dynamic small cities
  - Heartland abundance of energy supplies
    - World's 2<sup>nd</sup> largest reservoir of conventional energy
- An ever-more-diverse population
  - No clear majority race
  - Our rivals are not able to handle immigration
  - Ideals and attitudes shaped by diverse society will hold America together
- Greatest challenges in 2050
  - Maintaining the prospect of upward mobility (middle class)
    - Knowledge information society has an inherent tendency to expand class divisions
    - Class polarization is a much greater threat than racism
  - Maintaining a common, ethical center

### Chapter 2: The Cities of Aspiration

- The new cities are harkening back to preindustrial settlements
- The Los Angeles model – many small hubs and distributed industrial nodes vs dense high rises
  - The downtown core plays an increasingly minor role
  - Multiglot populations of suburbs is growing
  - Many different ideas and village centers
- The car and the internet allow ever wider expansion beyond the old definition of cities
- The definition of downtown is a relatively recent term (1836) and that model is passing
  - City life is being redefined from urbanism to a post industrial village
- New cities will not depend on access to their cores, but will have ad hoc density zones that will shift and be ethnically diverse
- City of Aspiration: Non-traditional urban culture that has flourished in America from the earliest times
  - Dictated, not by class, but by entrepreneurs and migrants
  - America has never had an imperial center (Washington grew late in our history)
  - Cities have been heterogeneous and social mobility has been the key driving force
  - Initial industrial urbanization forced a dense, non-natural structure on American society
  - The development of trains, then cars and roads allowed people to escape the dense inner city

- The Luxury City
  - Some of urban America will develop into what might be called “superstar cities”, i.e. New York, San Francisco
    - These will not be places of opportunity, but geared for the rich
    - Residents will be intrinsically nomadic i.e. young, 2<sup>nd</sup> homes
    - This represents the culmination of a certain kind of urban development, but also a demographic dead end
- The urban middle class will gravitate to the wider rings around cities and new city areas that will be more vanilla than glamour

### **Chapter 3: The Archipelago of Villages**

- The villages, or suburbs will be less reliant on large cities
- The vibrant village core will be a somewhat planned community i.e. Valencia, CA
  - Breaking the boundaries between urban & rural, city & suburb
  - Blending single-family housing of suburbia with basic urban amenities
  - Economic and social self-sufficiency
- How suburbia evolved
  - People are divided into big city lovers (10-20%), suburbanites (50%), and the remainder prefer the countryside
  - Suburbanites have the highest degree of satisfaction
  - Stages of suburbia
    - Cars allowed people to move out of cities
    - Communication (internet) allowed people to move further out
  - American root of the drive to suburbia
    - Desire for self-betterment
    - Longing for more ‘natural’ environment
  - Suburbanites fear the negative aspects of urbanization
    - Greater risk of crime
    - Over crowding
    - Increased traffic
- Suburbanites are driving the ‘no growth’ movements in order to resist further density increases
  - The growth of big box stores means there are fewer local merchants to benefit from a density increase
- Suburbs of the future will be...
  - Multigenerational
  - Break down the commuter culture
  - Adapt to the workplace in the home
    - Cyberspace
    - Work from home merchant

### **Chapter 4: The Resurgent Heartland**

- Telecommunication services and call centers can be handled in middle America easier, better and nearly as cheaply as they can be exported overseas
- Research and technology facilities are being relocated near respected Midwestern colleges
- The Midwest is uniquely poised to supply new forms of energy to the rest of the country
- Among great industrial and developing countries, America has the greatest expanse of arable land and number of resources
- Farms, catering to organic farming and specialty crops, give promise for small farmers working through coops and directly with local farmers markets
- Oil, natural gas, and wind are key parts of new energy solutions and the heartland is well positioned to take advantage of developments (the Great Plains is the Saudi Arabia of wind)
- Medium sized Midwestern cities are poised to used smart growth, education centers, and an intelligent population to absorb a large percentage of new people
- Now that infrastructure doesn’t limit where people can live, the population is moving beyond the industrial model
- Quality of life is defined by openness and nearness to natural beauty, not by congestion and increasing density
- Housing costs in the Midwest are much more attainable for the majority of the population

- Hispanic and Asian immigration is exploding into the Midwestern cities, driving entrepreneurial businesses

## **Chapter 5: Post-Ethnic America**

- The key to entrepreneurial success is finding an underserved market and serve that market
- America's strength is its ability to transcend even the most entrenched racial barriers.
  - The fate of western countries may well depend on their ability to make social and economic room for people whose origins lie outside Europe
- Immigrant enterprise is dominating growth in many major cities and those cities that failed to attract immigrants are the ones suffering the most severe population declines
- America, almost alone among advanced nations and emergent powers, is able to fairly quickly absorb immigrant minorities
  - "You can keep the flavor of your ethnicity, but you are expected to become an American."
  - In 2005 the US swore in more new citizens than the next nine countries put together
  - More than half of all skilled immigrants in the world come to America
- The large majority of immigrants, both undocumented and legal, come from developing countries: China, India, Mexico, the Philippines, and the Middle East
- By 2039 the majority of working-age American will be minorities
- By 2015 one third of American kids will be the progeny of immigrants
- The color line will fade, but the class line may grow
- Grass roots integration occurs in neighborhoods, parks, schools, churches and, most importantly, commerce
- Most immigrants come to the US to reinvent themselves and, in the process, reaffirm the essential uniqueness of America – adding new distinctiveness to it
- Why immigrants so often succeed: "The key thing is, being an immigrant makes you flexible..."
- Crossover retailing: Mexican and Asian foods have flourished as traditional fast foods have stagnated
- New immigrants are now migrating directly to the suburbs, instead of stopping first in the cities
- As city life gets more expensive, the suburbs are becoming the new melting pots of American society and immigrants are moving to places previously thought inhospitable (the Southeast and the Great Plains)
- 40% of African-Americans now live in the suburbs (up from 13% in 1970)
- Ethnic "turf" is harder to establish in car dominated suburbs than in traditional urban settlements
- By 2000 over half of mixed-race households were in the suburbs
- English continues to dominate even immigrant-heavy communities and serves to tie all groups together
- The hybrid culture is exploding with role models – Barak Obama, Tiger Woods, Mariah Carey
- America is a Nation of nations and able to tap the global market because of this

## **Chapter 6: The 21<sup>st</sup>-Century Community**

- Digital networks are being used to build community in formerly fragmented neighborhoods
- Americans are becoming less nomadic, not more – workers are less willing to move for their employers
  - Family trumps money when people make decisions about where to live
- Marriage is still strongly valued; what's different is that marriage is often the last step into adulthood, not the first
- Two critical forces in American history – the frontier experience and immigration – shaped the American family
  - Opportunities on the frontier made girls more defiant of parental authority and determined to make their own choices
  - The frontier disrupted early American families and birthrates plummeted – the children weren't going to be there to take care of the parents, so why have them
  - Immigrant families – crowded into expanding cities – rebelled against their parents
- The nuclear family was a relatively short phenomenon after WWII that began to fragment in the 60's
- Families are not going out of fashion, but their shape is continuing to evolve
- As people live longer and costs soar the multigenerational household is making a comeback
  - Institutional care for people over 75 has dropped since the mid 80's
  - Children are living with their parents far longer

- Only 6% of married couple families live in poverty
  - Early environment at home – preferably with two involved parents – is the biggest predictor of children’s future adjustment
  - Single parent families are the major source of inequality in American social and economic life
  - Communications and the internet are likely to help restore the household as the center of economic life – lost during the Industrial Revolution
    - Home businesses and home workers are becoming ever more economically practical
- The nation’s fastest growing cities have been the ones that have managed to attract families
  - Shorter commutes
  - Good schools
- Suburbia is going to be a melting pot, not just by race, but by ages and lifestyle
  - The migration of retirees to the sunbelt has slowed
  - Older Americans prefer amenity regions close to open spaces
  - As aging Americans retain an active lifestyle, they will bring skills, capital, and technological expertise to once neglected places (volunteerism)
- People will be moving to smaller towns
  - Social networks allow a broad range of interests, even in smaller, more family friendly environments
  - Farmers markets are the budding of new public spaces
  - People want variety, along with their security
- The successful community of the future will rely more on grassroots expressions, than city planners and developers
- Residents’ demands have driven the proliferation of swap meets, farmers markets, and festivals – moving away from traditional retail settings
- Religion is a much greater component of American values than is true in Europe
  - While secularism has grown since the 60’s, so have various religious experiences
  - Increasingly Americans think of religion as a way to teach people to live a better life
  - Immigrants are increasingly influencing existing mainstream churches
  - American religious views are becoming less rigid and more flexible as ‘boomers’ age
    - Less than half of all conservative Christians believe their faith should be the law of the land
    - Only a minority believe public schools should teach religious values
  - The religiously observant (weekly church goers) are more likely to be involved in community affairs (35-40% of citizens)
  - In order to fulfill needs, religious groups will find it necessary to work with others, including secular groups
- Community for the next 100 million
  - With a dispersed, growing, and ever-more-diverse society, and with more children than other developed countries, America’s challenges will be different than those of the aging and generally more homogeneous cultures of Europe and East Asia
  - We will need to combine the meaning of culture, family, environment, and community alongside our concepts of material well-being
    - Planners are only one component of our future
    - Adaptability will be the most important aspect of our future

## **Chapter 7: America in 2050**

- America’s population of working-age and young people is expected to continue upward
- The greatest priority will be to create entrepreneurial and workforce opportunities for its ever-expanding population
- With an expanding population, a slow/no growth attitude will result in a massive decline in living standards
  - Differences in demographics and cultural traditions suggest the US cannot follow European or East Asian models of social organization or planning
- The early prediction of a few large companies and mega power centers working through some centralized planning has not come to pass
  - The trend is toward all things local and the growth of new and smaller influence centers
  - Decentralization and local control is a distinctly American approach to problem solving
  - The smaller businesses are expanding employment while larger businesses are reducing it

- Historically recessions have served as incubators of innovation and entrepreneurship
  - Experienced people that are laid off are more likely to start smaller, more efficient competitors
- Decentralization works well in the US because of the ever-greater diversity in locally preferred lifestyles, environments, ethnic populations, and politics
- The key to the future will be class, not race
  - The gap between rich and poor has been growing and pressure on the middle class is also growing
  - The rate of upward mobility has stagnated
- A prosperous future is possible only if the country focuses both on developing the intellectual prowess of its citizenry and on maintaining the necessary physical infrastructure for production and transportation