



Environmental Scanning Report

*Census 2000 Demographic & Educational Data and Trends:
National, Regional and Local Areas*

**Assessment & Institutional Research Office
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Demographic Trends from Census 2000

National 2000 United States Census data suggest demographical trends which may impact higher education enrollment. Census figures, state and local interpretation and extension of national Census data, subsequent projections available from the NCES (National Center of Educational Statistics), and analyses from various journals in higher education figure in this report. The report first identifies major trends in higher education as impacted by census information and materials, and will follow with appendices identifying census statistics and trends at the national, regional, and local count(ies) levels.

Executive Summary

- Three major demographic trends impacting higher education are identified: The college-age population will expand due largely to enrollment of the Echo generation. Racial diversity is expected to increase across college campuses. An upsurge in adult participation in higher education is anticipated.
- Tangential to these trends are the overall enrollment of women and part-time students, which are predicted to rise. Significant increases in racial/ethnic diversity will be seen particularly in traditional college-age groups.
- Regionally, more women than men participate in higher education through the master's level. Racial diversity is increasing, but at a slower pace than national levels: the average percentage of white persons in the six-state region is 76 percent, with New York on the low side of the scale at 67.9 percent, and Pennsylvania the highest at 85.4 percent. These compare with the national average of 69 percent. The largest share of the regional population is held by persons 25-54 years. The echo generation is expected to have less impact regionally than in other parts of the country. Though "the number of Northeastern High School graduates is projected to increase faster than the nation over the next five years," it will also "decrease more rapidly than the national average in the latter half of the coming decade" (*High School Projections 2*).
- Local census data reveals a probable slower development of these trends than is seen at the broader national and regional levels. College enrollment and educational attainment levels lag behind both state and national averages. Racial diversity is increasing, but at a slower pace than national trends: the average percentage of white persons in the ten-county region is 96 percent, with Monroe county on the low side of the scale at 88.2 percent and Susquehanna the highest at 98.5 percent. Increases in the number of persons age 65+ are expected. Significant demographic change is expected in the Pocono counties of Monroe and Pike.
- In light of these demographic trends, the University will feel less impact from the Echo generation and projected increases in racial diversity. It will be more likely to reap the benefits of increasing adult participation in higher education. However, our local ten-county area has historically lower educational attainment rates than national averages. Data from a June 2003 Adult Market Research report prepared by GDA Integrated Services suggests that strategic marketing for continuing and graduate education within the local counties area may be highly dependent upon the degree to which the University can make its programs and delivery systems more specific to local employee and employer needs. According to the GDA report, other local schools have already taken aggressive steps to cash in on growing local adult education markets.

The following environmental scan presents data that support the trends described above.

Overall National Demographic Trends Projected for Higher Education:

According to “Changing U.S. Demographics and American Higher Education,” *three* major demographic trends are influencing higher ed today and are proposed to continue to impact in future: First, as the “Echo” generation (children of Baby Boomers) enroll in higher education over the next 15 years, “the traditional college-age population will expand dramatically” (3). Second, increasing racial diversity of the United States is expected to be mirrored on college campuses. Third, the number of adults expected to participate in higher education is likely to increase. “Thirty years ago, the overwhelming majority of college students were white and under the age of twenty-five. Today, 28 percent of students are persons of color and a third of undergraduate students are twenty-five years old and older. Recent data suggest that these trends will only grow stronger over the next decade. The increase in older students and students of color creates a variety of challenges for college and universities” (3).

Major Trends in Brief

Echo Generation

The projected growth for the Echo generation may yield an influx of college age students. Though national census data shows that, up to 2000, a decline is seen in the age groups that college students typically occupy, the age groups that will soon enter college have seen relatively large recent growth. This suggests general growth in the college-age population in coming years, a conclusion supported by NCES data:

Table 1.

Projection of College-Age Populations, United States (in thousands)

Year	18 Years	18-24 Years	25-29 Years	30-34 Years	35-44 Years
2000	3,961	26,542	17,816	19,547	44,865
2001	3,971	27,282	17,482	19,683	44,746
2002	3,901	27,643	17,444	19,580	44,277
2003	4,022	28,077	17,622	19,360	43,718
2004	4,042	28,416	17,974	19,011	43,221
2005	4,058	28,593	18,409	18,627	42,769
2006	4,117	28,817	18,875	18,175	42,337
2007	4,211	29,054	19,265	18,124	41,652
2008	4,369	29,441	19,618	18,292	40,859
2009	4,395	29,926	19,801	18,625	40,065
2010	4,363	30,256	19,907	19,046	34,495
2011	4,280	30,478	20,040	19,497	39,088
2012	4,223	30,625	20,107	19,880	38,911

Source: NCES: *College Age Populations (U.S. Census Projections, Middle Series) ages 18, 18-24, 25 to 29, 30 to 34, 35 to 44 years: 1987-2012*

Adult Participation

According to data culled by “Changing U.S. Demographics and American Higher Education,” the number of older adults enrolling in postsecondary education has increased steadily since 1970. In that year, “about 2.4 million of America’s 8.5 million undergraduate students were twenty-five years old and older. Over the next three decades, the number of older students increased by 144 percent, whereas the number of students under age twenty-five increased by 45 percent,” (4). By 1999, a full 33 percent of postsecondary enrollees were twenty-five or older, including those enrolled in both undergraduate and graduate degree programs (of this figure, 71 percent were undergraduates).

Changing ages seem to indicate changing enrollment status. 1970 through 1999 saw the number of part-time students rise by 117 percent; full time students increased by only 51 percent during those years. U.S. Department of Education information reveals that “of the 6 million postsecondary students age twenty-five and older in 1999, 69 percent were enrolled part-time” (*Changing U.S. Demographics* 4). And, according to NCES data, by 2012, nearly 6.6 million students will be twenty-five or older, a rise from the 6 million reported in 1999.

These shifting demographics suggest a changing environment for higher education that may be felt at the University of Scranton. “Until recently, the preponderance of college students were traditional age dependents. This large, relatively homogenous pool of recent high school graduates made it fairly easy for higher education to maintain the status quo, because these students all wanted much the same experience...But the phenomenal demographic and social transformation of recent decades have changed forever college students and their expectations” (“Changing Student Attendance Patterns” 52). Current enrollment trends suggest a growing number of older and non-traditional¹ students, from a wider variety of backgrounds, and who may seek a different style of education than the traditional four-year degree format. Students seem to be “now defining the college experience in terms of their life goals in very different ways: they may be looking for a few courses or a subset of an academic program rather than a degree; they may not be willing to have their higher education experience limited by the space and time boundaries set by traditional colleges and universities; they may care little about finding those experiences in a single institution over a four-year period” (52). In addition to suggesting a growing market for the non-degree seeking student, these ideas may also in part explain a growing trend in multi-institution attendance, termed by some as “swirling” (back-and-forth enrollment among two or more institutions) and “double-dipping” (concurrent attendance at two institutions) [14].

Diversity

Compared with 16 percent of postsecondary enrollees being persons of color in 1976, the years through 1999 experienced a 137 percent growth in minority enrollment, compared with an enrollment increase of 13 percent among white students. “Changing U.S. Demographics” attributes these changes to two major national population growths: 360 percent growth during the 1976-99 period of Asian Americans, and 243 percent growth within the Hispanic population during the same span. These two groups account for the larger proportion of racial diversity on campuses in terms of numeric increases, but the swelling number of African American students has also contributed to increasing diversity, with a growth rate of 59 percent (or, 600,000 students) over the period. With census data revealing higher growth rates nationally for persons of color than for whites, similar projections can be made for college campuses. The following chart offers an overview of these national growth trends:

U.S. Population by Race – Ethnicity, 1990 and 2000

Race/Ethnicity	Population, 1990	Population, 2000	Change	Percent of Total Population, 1990	Percent of Total Population, 2000
White	188,128,296	194,552,774	3	75.6	69.1
Black	29,216,293	33,947,837	16	11.7	12.1
Hispanic/ Latino	22,354,059	35,305,818	58	9	12.5
Asian/Pacific Islander	6,968,359	10,605,808	52	2.8	3.8

Source: *Changing U.S. Demographics and American Higher Education*, 5

Significantly, although national trends suggest growing (if unevenly geographically distributed) racial diversity, it is important to note that the age group of under-eighteen—the traditional tapping source for undergraduate students—displays more racial diversity than the rest of the U.S. population. Although 31 percent of Americans are “persons of color...in 2000, 39 percent of those under the age of eighteen were of color” (*Changing U.S. Demographics* 10).

According to U.S. Department of Education information reported by *The Chronicle of Higher Education*, “Undergraduate enrollment has increased over all in the past three decades, but the enrollment of women and minority students has increased faster than that of men and white students” (“Minority Students and Women Gain”). The article reveals that “the proportion of white students among all students enrolled in two-year and four-year, public and private postsecondary institutions dropped by 8.1 percentage points over the most recent 10-year period for which figures were available...White students accounted for 67.8 percent of total enrollments in 1999-2000, compared with 75.9 percent in 1989-1990. Over the same period, the enrollment of black students and members of other minority groups steadily increased...combined, minority students made up about on-third of the student population in 1999-2000, compared with only one-fourth in 1989-1990.” A separate *Chronicle* article notes that minority students are expected to account for 80 percent of the anticipated 19 percent growth of total enrollment at American colleges over the next 15 years (“Campuses Will Become Increasingly Diverse”).

Women are gaining in educational footing as well, accounting for 56.3 percent of all students enrolled in higher education, and “over the next 10 years, according the [U.S. Department of Education] report, total undergraduate enrollments of men and women are projected to increase, but women’s enrollment is projected to continue growing at a faster rate” (“Minority Students and Women Gain”). Regional census statistics agree, showing that in 2000 more women than men reported having completed bachelor’s (and master’s) degrees in the University’s regional corridor. However, a report from the U.S. Department of Education shows that nationally, despite growing enrollment, “Female students still earn fewer than half of the graduate degrees in many fields. Women are also more likely than men to earn degrees in fields like education that lead to lower-paying jobs than in fields like engineering that men are more likely to choose.” (“Education Dept Report Notes...”).

National data suggest a changing market for higher education. Expanding age groups and growing racial diversity suggest an analysis of program offerings, delivery systems, and the utility of institutional marketing which focuses on projecting the total university experience (academic programs as well as university services and identity) may be needed. Institutional marketing, useful to attracting traditional students, may not be as effective in marketing to the

non-traditional student, who may be less interested in extracurricular services, and more program and program-quality focused. With increased participation of adult students signaling changing enrollment status toward the part-time, the University's Continuing Education and Hanley College programs may both find need to expand. Increasing populations of ethnic/racial minority students in the recruitment pool may cause campus attention to diversity needs to pull into even sharper focus. However, in order to determine the full significance of these national population trends for the University of Scranton, how and if these national data and projections bear out regionally and locally (and thus into traditional University recruitment ground for potential students) must be discovered.

¹For more detailed analysis of the non-traditional student and associated trends, see: Choy, Susan. "Nontraditional Undergraduates." *The Condition of Education 2002*, 25-39.

Regional and Local Trends

Women have traditionally occupied a consistent majority in most enrollment pools at the University of Scranton. Census data for 2000 shows that, regionally, more women complete higher education degrees. With increasing enrollment for women projected at large nationally, this trend may well be expected to continue at the University. Racial diversity, generally slower to move in locales outside the urban areas of the Northeast, may be sluggish to follow national projections. Regionally and locally, projections for the Echo generation may also be somewhat slower to follow national averages. However, adult participation—trending up steadily for the University in recent years, despite predicted declines in overall population for middle adult age groups—may be an area of increasing enrollment possibilities, particularly in Pike and Monroe counties, which are experiencing a population surge. As other schools have thus far established themselves in the Pocono counties region, creative marketing and programming to bring the University to that region may be required.

Differences in state and local census reports make it difficult to analyze changes in specific population groups from 1990 to 2000, however, wider predictions for Pennsylvania clearly note a trend in the state's growth toward older citizens, rather than traditional college-age groups. Projected population growth for 15 to 19 year olds is a moderate 5.1 percent; growth for 20 to 24 year olds is a stronger 16.5 percent (*Workforce 2008 4*). Through 2008 "The largest shift in [Pennsylvania's] population will be in the middle age groups which will grow as the baby boomers move into their 50's...A large decline among those aged 25-39 will reflect the birth dearth from the mid-1960's to the mid 1980's" (*Workforce 2008 2*). Education and retraining for older workers may be a key area of interest. Given the economic slump the local region has seen for years, areas of growing education needs may be found in basic technologies and job-related training. The large proportion of higher education institutions through the region suggest the need to carefully analyze other schools' program offering to find possible new "niche" markets for programs that will be in high demand in the coming years—health care, education, business, and social services. Boosting local awareness of continuing education programming (in conjunction with the University's reputation for high quality) may aid the University in competing with local schools who rest the bulk of their academics on serving part-time and continuing ed students (GDA Report).

Appendix 1: National Census Reports and Trends

Population Change and Distribution Highlights, 1990 to 2000:

According to Census 2000 report, “Population change and Distribution: 1990-2000,” 281.4 million people were counted in the United States, accounting for a 13.2 percent increase from the 1990 census count of 248.7 million people. This marks the largest census-to-census population increase in the nation’s history (perhaps due in part to changed census coverage). Population growth varied dramatically geographically. Strongest growth rates occurred in the West (19.7 percent) and South (17.3 percent), followed by lower growth for the Midwest (7.9 percent) and Northeast (5.5 percent). Despite this overall growth for all regions, regional shares of the nation’s total population dropped in the Midwest (29 to 23 percent) and Northeast (26 to 19 percent). States in the Northeast include Connecticut, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

Census 2000 tracking of county population growth nationally reveals some broad patterns: “A band of counties that lost population—in some cases declining more than 10 percent—stretches across the Great Plains states from the Mexican border to the Canadian border. A second band of slow growth counties includes much of the interior Northeast and Appalachia, extending from Maine through western Pennsylvania and West Virginia to eastern Kentucky” (*Population Change and Distribution 3*).

80.3 percent of Americans were counted as living in metropolitan areas in 2000, a slight increase from the 1990 census count (n.b.: there are 276 metropolitan areas in the nation, as defined by the U.S. Office of Management and Budget). Despite relatively low population growth in the Northeast, in 2000 New York was the most populous metropolitan area with a population of 21.2 million. The Philadelphia metro area (Philadelphia-Wilmington-Atlantic City) is noted as the sixth largest area, with a population of 6.2 million. At seventh, the Boston metropolitan area counts just under six million. Although the Philadelphia metropolitan area grew by 5 percent, the city of Philadelphia itself declined in size by 4.3 percent.

Age Highlights:

According to “Age: 2000,” a Census 2000 Brief, of the total U.S. population, 72.3 million (26 percent) were under the age of 18. 174.1 million (62 percent) were between the ages of 18 and 64. 35 million (12 percent) were age 65 or over. The nation’s median age increased from 32.9 in 1990 to 35.3 in 2000, “reflecting a change in age distribution toward the older ages” (*Age: 2000 1*).

The largest 5-year age group in 2000 was 35-39 year olds, representing 8.1 percent of the total population, followed by the 40-44 year olds with 8 percent of the population (both groups part of the Baby Boom generation). In terms of percentage growth, the 5-year age group with largest growth was 50-54 year olds, with 55 percent growth. Some younger age groups grew as well, including the 10-14 year olds (growth of nearly 20 percent) and 15-19 year olds, which grew by almost 14 percent. According to “Age: 2000,” four age groups “declined over the past decade: 25-29 year olds (9 percent decrease), 30-34 year olds (6 percent decrease) 65-69 year olds (6 percent decrease), and 20-24 year olds (.3 percent decrease). In 2000, 53.1 million elementary and high school-age children were counted, 73 percent of the population under the age of 18.

In 2000 the median national age was highest in the Northeast (36.8 years of age). The West showed the youngest median age, 33.8. The Northeast also displayed the largest proportion of people of ages 65 and over, while it showed the smallest national proportion of those under age 18. The opposite can be seen in the West.

Gender Highlights:

According to “Gender: 2000,” a Census 2000 Brief, of the U.S. population of 281.4 million, 50.9 percent (or 143.4 million people) of the population consisted of females. This compares with the 1990 census, which showed 51.3 percent of the population were female.

Between the past two censuses, the male population grew a bit faster (13.9 percent) than the female group (12.5 percent). Male-to-female ratios show that more boys than girls are born each year in the nation, and “that boys continue to outnumber girls through early childhood and young adulthood” (*Gender: 2000* 1). As the population ages, however, the male to female ratio seems to decrease “as women increasingly outnumbered men at older ages” (*Gender: 2000* 2). Among the nation’s regions in 2000, the Northeast showed the lowest male-female ratio (93.5), followed by the Midwest (96.1), the South (95.9), and the West with the highest male-female ratio, 99.6, continuing male-female ratio patterns reported in the 1990 census.

Appendix 2: Regional Census Reports and Trends

The degree to which national population reports and trends bear out regionally and locally is important to the University. Regionally, the states considered are Pennsylvania, New York, New Jersey, Connecticut, Massachusetts, and Maryland.

Connecticut

In 2000, the state of Connecticut saw a total population of just over 3.4 million, up from nearly 3.3 million in 1990. Females outnumbered males in the population by a slight margin, continuing the trend of the previous decade. Whites largely outnumber other racial/ethnic populations with nearly three million persons, followed by 309,000 African Americans (whose population increased by nearly 25,000 from 1990). The median age for the state in 2000 was reported at 37.4 years. A breakdown of the ages of the population reveal the lion's share of persons in age sets ranging from 25 years of age to 54 years of age.

For the state, educational data for 2000 reveals that of the population 3 years of age and older enrolled in school (a total of 910,869 persons), 17.2 percent are enrolled as undergraduates (11.5 percent in public institutions) and 5.2 percent are enrolled in graduate or professional schools (2.4 percent in public schools). Of the population 18-24 years, 78.2 percent are high school graduates, and 38.3 percent are enrolled in college or graduate school. Of the population 18-24 years, a larger number of women have completed some college or associate's degree or a bachelor's degree or higher. For the 2000 population aged 25+, more women than men had attained associates, baccalaureate, and master's degrees; more men than women completed professional or doctorate degrees.

Massachusetts

2000 Census data for the state of Massachusetts revealed a total population of just over 6.3 million. 5.36 million were white constituents, 343,000 were of African American heritage. A median age of 37 was reported for the year. In terms of age, the majority of Massachusetts' citizens were between 25 and 59, with a large proportion (13.5 percent, or just over 860,000) age 65 and over.

Census data for 2000 revealed of the population 3 years and older enrolled in school, 20.7 percent were undergraduates (10.7 percent public), and 6.7 percent were in graduate or professional school (2.1 percent public). Of persons aged 18-24 years, 82.2 percent were high school graduates, and 44.1 percent were enrolled in college or graduate school. The highest level of educational attainment for ages 18-24 reported for 2000 marked more women than men having completed some college or an associate's degree, or bachelor's degree or higher. A larger percentage of women ages 25 and over listed completion of associate's, bachelor's, or master's degrees; a larger number of men in this age bracket held a professional or doctorate degree.

Maryland

Maryland's 2000 census reported a population total of nearly 5.3 million, an increase from 1990's count of 4.78 million. Females continue to outnumber males in the census by a narrow margin, maintaining the trend from the previous decade. Whites held the highest proportion of the population's racial spread with just under 3.4 million, black or African American persons accounted for 1.47 million members of the state's population, an increase from 1.2 million in 1990. The age groups of 24-34 (750,000), 35-44 (916,000), and 45-54 (755,000) held the largest shares of the population. The median age for 2000 was 36.

Maryland reported just under 1.5 million residents 3 years of age and over enrolled in school for 2000. 18.3 percent were enrolled in an undergraduate institution (14.4 percent public), and 5.7 percent were enrolled in graduate or professional schools (3.1 percent public). Of the state's population aged 18-24 years, 36.3 percent were enrolled in college or graduate school. More women than men (in each case, at least 10,000 more women) in this age bracket have completed some college or associate's degree, or a bachelor's degree or higher. Of the population 25+ in 2000, more women than men listed highest educational attainment as an associate's, bachelor's, or master's degree; more men than women had attained a professional or doctorate degree (in all cases, a difference of at least 20,000 persons).

New Jersey

Census 2000 counts the population of New Jersey at 8.4 million, an increase from the 1990 count of 7.7 million. 51.5 percent of the population is female, 48.5 percent male. The majority of persons in New Jersey (45 percent) are ages 25 to 54. The median age for the state in 2000 was 36.7. Whites continue to maintain the majority within the population with just over 6 million persons, while African Americans follow with 1.1 million persons.

School enrollment statistics report that of the population 3 years and older (numbering 2.2 million persons) enrolled in school, 16.8 percent are enrolled as undergraduates (11.7 percent public), and 4.4 percent are graduate or professional students (2.1 percent public). Of the population 18-24 years, 76.3 percent cite being high school graduates, and 35.1 percent are enrolled in college or graduate school. Educational attainment levels beyond high school reported in the census show that (for ages 18-24 years) more women than men have completed some college or an associate's degree, or a bachelor's degree or higher. Of the population 25 years and over more women than men hold an associate's or bachelor's degree, but more men than women hold a master's, professional, or doctorate degree.

New York

Census data for New York in 2000 reported a total population of just under 19 million, an increase of nearly 1 million persons from the 1990 census. 51.8 percent of the population is female, 48.2 percent male. A somewhat wider scattering of population across varying age groups can be seen in New York than in other states in this survey; though ages 25-54 account for 44.2 percent of the population, younger groups (ages 5-9, 10-14, and 15-19) together make up an additional 20.9 percent. The median age for the state in 2000 reached 35.9. 67.9 percent of the population was reported to be white, 15.9 percent African American.

Just over 5.2 million individuals were ages 3 and over enrolled in school. 19.7 percent of this group were undergraduates (12.1 percent public), 5.3 percent were enrolled in graduate or professional school (2.1 percent public). Of those 18-24 years of age, 76.1 reported to be high school graduates, 39.5 percent enrolled in college or graduate school. Highest levels of educational attainment mark rather consistently with other states. Those aged 18-24 years in the census reveal that more women than men have completed some college or associate degree, or a bachelor's degree or higher. Of the population 25 years and over, more women than men report holding an associate's, bachelor's, or master's degree; more men than women have earned a professional or doctorate degree.

Pennsylvania

Census 2000 data marks a total population of 12.2 million persons, and increase of just under 400,000 since 1990. 51.7 percent of 2000's population were female, 48.3 percent male. The

median age of the state reached 38, a bit higher than other states regionally. 85.4 percent of the state's population listed their race as white; 10 percent were African American.

Of the portion of the state's population 3 years of age and older enrolled in school (just over 3 million persons), 18.2 percent were undergraduates (11.4 percent public), and 4.2 percent were graduate or professional students (1.9 percent public). Of the population 18 to 24 years, 79.8 percent considered themselves high school graduates; 39 percent were counted as enrolled in graduate or professional school. Highest educational attainment for ages 18 to 24 years recorded more women than men completing some college or associate's degree, or a bachelor's degree or higher. The population of 25 years and over counted more women than men with an associate's or master's degree, and more men than women completing a bachelor's, professional, or doctorate degree.

Regional Conclusions

With few exceptions, regional state census data has marked more women than men completing collegiate degrees through the master's level, and more men than women fulfilling professional or doctoral degrees. State populations are growing, and racial & ethnic minorities are gaining in population shares. Women consistently hold a slightly larger percentage of the total population than men. Largest shares of regional state populations recorded in 2000 are consistently held by those persons ages 25-54, pointing towards both a large community of workers and potential higher education candidates—as well as a coming shift in the aging of the state's population towards older citizens. These regional data support larger conclusions made by national agencies and educational reports.

Appendix 3: Local Counties Data and Trends

As University statistics show, a large proportion of students hail from local counties. Of students from Pennsylvania counties (a 2002 headcount of 2,723), 38 percent of day students, 75 percent of Hanley College students, and 50 percent of graduate students yield from Lackawanna County alone (*Fact Book 2002*, I-6). These numbers suggest that, particularly for graduate and adult students, population trends for local counties may affect University enrollment. The counties considered for this study are Columbia, Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill, Susquehanna, Wayne, and Wyoming. The following table lists the total population of each county for both 1990 and 2000 censuses:

County	Population, 1990	Population, 2000	Percent Change
Carbon	56,846	58,802	3.4%
Columbia	63,202	64,151	1.5%
Lackawanna	219,039	213,295	-2.6%
Luzerne	328,149	319,250	-2.7%
Monroe	95,709	138,687	44.9%
Pike	27,966	46,302	65.5%
Schuylkill	152,585	150,336	-1.47%
Susquehanna	40,380	42,238	4.6%
Wyoming	28,076	28,080	.01%
Wayne	39,944	47,722	19.47%

This data reveals small growth for some counties, and in some cases loss of population (Lackawanna, Luzerne, Schuylkill). Large gains over the decade occurred in Pike and Monroe counties, along with moderate population growth for Wayne County. In the coming years, the Pocono Counties (Monroe and Pike) are expected to lead the state of Pennsylvania in population growth. “Conservative” estimates mark growth at “about 28 percent in Monroe County and 37 percent in Pike County over the next ten years (Pocono Record).

In each county, the male to female ratio is consistent with national and state figures, with males holding roughly 49 percent and women roughly 51 percent in each county, except in Wayne County, where men hold the pattern in reverse.

Ethnic/racial data for the 2000 census in each county show whites in the overwhelming majority, but with their percentage shares gradually declining since 1990’s count. This change is lead by Pike (98 percent in 1990, 93.1 percent in 2000) and Monroe (96.9 percent in 1990, 88.2 percent in 2000) counties.

Educational attainment figures for the counties show the following degree attainment schemes:

Carbon: In 2000, of the population 3 years and over enrolled in school (12,781 persons), 13.8 percent are enrolled in college or graduate school. Educational attainment for those aged 25 years and over (41,690 persons) reported 13.9 percent had attended some college, but earned no degree; 6.3 percent held an associate’s degree, 7.2 percent a bachelor’s, and 3.7 percent a graduate or professional degree.

Columbia: Of the population 3 years and over enrolled in school (17,936 persons), 37 percent are enrolled in college or graduate school. Educational attainment for those persons 25 years of age and older (41,658 persons) reported 13.9 percent had attended some college, but earned no degree; 4.6 percent held associate's degrees, 10 percent a bachelor's degree, and 5.8 percent a graduate or professional degree.

Lackawanna: Lackawanna County's 2000 census revealed that 23.9 percent of the population 3 years of age and over enrolled in school (52,278 persons) are enrolled in college or graduate school. Educational attainment statistics for the county for those 25 years of age and older (148,116 persons) reveal that 15.2 have attended some college, but have not yet earned a degree. 6.6 percent hold an associate's degree, 12.4 percent a bachelor's degree, and 7.2 percent a graduate or professional degree.

Luzerne: Luzerne County's 3 years and over population enrolled in school (72,449 persons) report that 21.7 percent are enrolled in college or graduate school. Of the county's population 25 years of age and older, educational attainment marks 16.4 percent have attended some college, but hold no degree; 6.9 percent have earned an associate's degree, 10.4 percent a bachelor's degree, and 6 percent hold a graduate or professional degree.

Monroe: In 2000, Monroe county's count of those 3 years and over enrolled in school (39,478 persons) showed 20.8 percent enrolled in college or graduate school. Of the population 25 years and over (89,793 persons), 18.7 have attended some college, but no degree; 5.9 percent hold an associate's degree, 13.5 percent a bachelor's degree, and 7 percent have earned a graduate or professional degree.

Pike: Pike County's 2000 census data shows of the population 3 years of age and over enrolled in school (11,944 persons), 11.8 percent are enrolled in college or graduate school. Of the population 25 years of age and over (31,525 persons), educational attainment statistics reveal that 20.3 percent have attended some college, but hold no degree; 6.3 percent hold an associate's degree, 12.2 percent a bachelor's degree, and 6.7 percent a graduate or professional degree.

Schuylkill: In 2000, of this county's population 3 years and over enrolled in school (30,760 persons), 14 percent are enrolled in college or graduate school. Of the 108,010 persons in the county aged 25 years and over, 12.4 percent have attended some college, but have no degree; 5.8 percent hold an associate's degree, 7 percent a bachelor's degree, and 3.7 percent a graduate or professional degree.

Susquehanna: Of the county's population 3 years and over enrolled in school in 2000 (10,047 persons), 10.2 percent are enrolled in college or graduate school. Of the population 25 years and over (a headcount of 28,581), 15.4 percent have attended some college, but no degree as of yet; 6.6 percent hold an associate's degree, 8 percent have earned a bachelor's degree, and 5.2 percent a graduate or professional degree.

Wayne: Wayne County's 2000 census data shows that of the population 3 years of age and over enrolled in school (10,913 persons), 12.1 percent are enrolled in college or graduate school. Of the county's population aged 25 years or over (33,326 persons), 17 percent have some college but have earned no degree; 5.7 percent have earned an associate's degree, 8.8 percent a bachelor's degree, and 5.7 percent a graduate or professional degree.

Wyoming: Wyoming County's data for 2000 shows that of the population 3 years of age and over enrolled in school (7,072 persons), 14.3 percent cite enrollment in college or graduate

school. Of the population aged 25 years and over (18,741 persons), highest education attainment marks 16.3 percent having thus far attended some college, but no degree; 6.7 percent have attained an associate’s degree, 9.8 percent a bachelor’s degree, and 5.6 percent a graduate or professional degree.

Regional counties conclusions:

County census data for 2000 shows some of the region lagging behind both state and national averages for college enrollment and educational attainment levels. State averages list 22.4 percent of those aged 25 and over holding a bachelor’s or higher, nationally, the average is 24.4 percent. The selected PA counties list:

County	Percent of Persons 25 years and over holding a bachelor's degree or higher
Carbon	11%
Columbia	15.8%
Lackawanna	19.6%
Luzerne	16.4%
Monroe	20.5%
Pike	19%
Schuylkill	10.7%
Susquehanna	13.2%
Wayne	14.6%
Wyoming	15.4%

High continuing growth in the Pocono region, (Carbon, Pike, Monroe and Wayne) may provide fertile ground for prospect recruitment in coming years.

Population age rising (65+) should continue to place pressure upon the area’s health care and health care education industries.

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*All census-specific statistics for all states and counties listed in this scan are retrieved from U.S. Census "Profile of General Demographic Characteristics" publications for the year 2000 (and the year 1990, if applicable). *

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