**POPULATION: AN INTRODUCTION TO CONCEPTS AND ISSUES, TENTH EDITION**

**PA R T O N E**

**A D E M O G R A P H I C P E R S P E C T I V E**

**CHAPTER ONE**

**INTRODUCTION TO DEMOGRAPHY**

**LEARNING OBJECTIVES**

1. Understand what the field of demography is all about.
2. Understand why demography is important to study.
3. Appreciate the uses to which demographic information can be put.
4. Comprehend the overall structure of the book.

**MAIN POINTS**

1. Demography is concerned with virtually everything that influences or can be influenced by population size, distribution, processes, structure, or characteristics.
2. The cornerstones of population studies are the processes of mortality (a deadly subject), fertility (a well-conceived topic), and migration (a moving experience).
3. Almost everything in your life has demographic underpinnings that you should understand.
4. Examples of global issues that have deep and important demographic components include terrorism and regional conflict, violence in sub-Saharan Africa, the backlash against immigrants, globalization, and the degradation of the environment.
5. “Local” uses for demographic information, usually labeled “demographics,” represent the application of population theory and methods to the solution of practical problems.
6. When we account for the location of the people whose demographic behavior we are studying, we are engaging in spatial demography, or geodemographics.
7. Demographics is the central ingredient in congressional reapportionment and redistricting in the United States, and politicians also find demographics helpful in analyzing legislation and in developing their strategy for their own election to office.
8. Local agencies use demographics to plan for the adequate provision of services for their communities, including education, criminal justice, and health.
9. A major use of demographics is to market products and services in the private sector.
10. Demographics are an important component of site selection for many types of businesses, are key elements of human resource management, and help investors pinpoint areas of potential market growth, because population is a major factor behind social change (and thus opportunity).

**EXAMINATION QUESTIONS**

**Multiple-Choice** (Choose the single best answer—the page where the answer is found is indicated in parentheses)

1. The concept of the past as a foreign country is based on the idea that:
   1. there used to be fewer foreigners in the United States than there are now.
   2. the boundaries of the country have changed over the past two hundred years.
   3. the population structure and characteristics have changed over time. (3)
   4. immigrants have dramatically changed the demographics of the United States.
2. During the twentieth century, life expectancy in the United States increased from about \_\_\_\_ to nearly 80.
   1. 40
   2. 50 (3)
   3. 60
   4. 70
3. During the twentieth century, the average number of children born to women in the United States declined from\_\_\_\_ to 2.1
   1. 5.0
   2. 4.5
   3. 4.0
   4. 3.5 (3)
4. “Hatching, matching, and dispatching” is shorthand for the description of:
   1. population processes.(3)
   2. population distribution.
   3. population characteristics.
   4. None of the above
5. Population structure is defined as:
   1. how many people there are in a given place.
   2. where people are located and why.
   3. how many males and females there are of each age. (3)
   4. what people are like in a given place.
6. Globalization is rooted in demography most clearly as a result of:
   1. migration from developing to richer nations.
   2. low wage labor in rapidly growing developing nations. (6)
   3. the spread of transportation and communication technology.
   4. the global increase in educational levels.
7. One of the major demographic forces that is incendiary in the Middle East is:
   1. the high maternal mortality rate.
   2. high mortality from violent causes.
   3. refugees leaving the area.
   4. the impact of the youth bulge. (7)
8. The demographic roots of violence in Sub-Saharan Africa are related especially to:
   1. the high maternal mortality rate.
   2. high mortality from violent causes.
   3. refugees leaving the area.
   4. the impact of the youth bulge. (7)
9. For the past few decades, the number of children born to Palestinian women has been about \_\_\_\_ times as many as have been born to Israeli women.
   1. two (9)
   2. three
   3. four
   4. five
10. The United States accepts more immigrants than any other country in the world, but the country with the highest number of immigrants per person is:
    1. Canada. (10)
    2. Australia.
    3. the United Kingdom.
    4. France.
11. With reference to Europe, the “demographic time bomb” usually refers to:
    1. the rapid growth of the Muslim population.
    2. the impact of undocumented immigrants from sub-Saharan Africa.
    3. low fertility leading to the demise of the nuclear family.
    4. the rapid aging of the population. (12)
12. Population growth alone would not have had such a huge impact on the environment were it not for the accompanying fact that:
    1. people have been living longer.
    2. there has been an intensive increase in the use of resources. (12)
    3. the atmospheric conditions have been shifting.
    4. humans have settled in increasingly vulnerable parts of the planet.
13. Geodemographics and spatial demography refer to the analysis of demographic data that does the following:
    1. takes business uses of demography into account.
    2. takes location of people being studied into account. (14)
    3. takes globalization into account.
    4. takes Congressional apportionment into account.
14. Which of the following is a constitutionally mandated reason for conducting a census in the United States?
    1. Drawing of congressional district boundaries (16)
    2. Distribution of funds to counties based on population size
    3. Apportionment of seats in the US Senate
    4. Calculation of the percentage of the population that is eligible to vote
15. States that have a more liberal voting pattern are generally located \_\_\_\_\_\_\_ in the United States and are located \_\_\_\_ in Mexico:
    1. in the middle states; in the northern states
    2. on the coastal states; in the northern states
    3. on the coasts; in the southern states (18)
    4. in the middle states; in the southern states
16. Which of the following demographic phenomena is apt to have the LEAST impact on decisions that school districts have to make?
    1. Patterns of in- and –out migration
    2. Changes in the age structure
    3. Trends in fertility
    4. Declines in the death rate (19)
17. Demographics are used in business marketing principally to accomplish the following:
    1. Predict changes in the age structure
    2. Find the people who will buy a given product (21)
    3. Avoid expensive litigation related to discrimination
    4. Reposition declining industries
18. The age group that is projected more quickly in the United States between 2010 and 2030 is:
    1. 10-19
    2. 40-49
    3. 65-74 (23)
    4. They are all projected to grow at the same rate.
19. The PRIZM system used by Nielsen Claritas is a direct application of the concept of:
    1. site selection demographics.
    2. human resource demographics.
    3. geodemographics. (24)
    4. investment demographics.
20. Which of the following demographic characteristics would likely be of least importance in evaluating investments for their growth potential?
    1. Rate of population growth
    2. Absolute size of the population
    3. Ethnic distribution of the population (26)
    4. Age structure

**True-False**

1. The term “demography” has Greek linguistic roots meaning “people” and “study of .“ T (2)
2. At the beginning of the twentieth century, the number of Italian immigrants coming into the United States was similar to the number Mexican immigrants coming into the country at the beginning of the twenty-first century. T (3)
3. The fact that demography is connected to nearly everything means that demography determines nearly everything. F (5)
4. The presence of children in armies in sub-Saharan Africa is at least partly a side-effect of parents dying from HIV/AIDS. T (7)
5. A youth bulge inevitably leads to conflict in human populations. F (7)
6. An important factor in the growth of the Palestinian population has been the dramatic drop in the infant mortality rate. T (10)
7. “Demographic fatigue” refers to the idea that as people get older they tend to tire more easily. F (14)
8. Congressional redistricting in the United States is demographic in nature because geodemographic data are required to combat “gerrymandering.” F (16)
9. Cluster marketing is an application of the so-called “first law of geography.” T (24)
10. Life insurance companies and pension funds both make more money the longer that their customers live. F (25)

**GLOSSARY ITEMS FOR THIS CHAPTER**

Match each term (A through R) with it definition (1 through 18):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A | Apportionment | 1 | how the number of people in a particular place is changing over time | K |
| B | cluster marketing | 2 | the scientific study of human populations | E |
| C | Demographics | 3 | using demographic information to help manage an organization’s labor force | D |
| D | demographics of human resource management | 4 | where people are located and why | J |
| E | Demography | 5 | using demographic information to help decide where to locate a business | Q |
| F | Geodemographics | 6 | those demographic traits or qualities that differentiate one individual or group from another, including age, sex, race, ethnicity, marital status, occupation, education, income, wealth, and urban-rural residence | I |
| G | investment demographics | 7 | a marketing technique of picking out particular sociodemographic characteristics and appealing to differences in consumer tastes and behavior reflected in those particular characteristics | R |
| H | marketing demographics | 8 | fertility, mortality, and migration; the dynamic elements of demographic analysis | L |
| I | population (or demographic) characteristics | 9 | manufacturing and packaging products or providing services that appeal to specific sociodemographically identifiable groups within the population | P |
| J | population distribution | 10 | how many males and females there are of each age | N |
| K | population growth or decline | 11 | analysis of demographic data that have been georeferenced to specific locations | F |
| L | population processes | 12 | how many people are in a given place | M |
| M | population size | 13 | the use of demographic information to improve the marketing of a product or service | H |
| N | population structure | 14 | the application of demographic science to practical problems; any applied use of population statistics | C |
| O | Redistricting | 15 | identifying neighborhoods on the basis of a whole set of shared sociodemographic characteristics and using that information to market goods and services to people in the identified geographic areas | B |
| P | Segmentation | 16 | the use of census data to determine the number of seats in the U.S. Congress that will be allocated to each state | A |
| Q | site selection demographics | 17 | basing investment decisions at least partly on the analysis of projected population changes | G |
| R | targeting | 18 | spatially redefining U.S. Congressional districts represented by each seat in Congress | O |

**ESSAY/CLASS DISCUSSION QUESTIONS**

1. When did you first become aware of demography or population issues more broadly, and what were the things that initially seemed to be important to you?
2. Why is the idea that nearly everything is connected to demography, or the companion idea that demography is destiny, not the same as demographic determinism?
3. How do you think the demography of the Middle East will be influenced in the long term by the Iraq war?
4. Discuss the relative advantages and disadvantages of a youth bulge for a population that policy planners might have to deal with.
5. If globalization has an underlying demographic component, how might that affect the investing patterns of someone who uses demography as one of their investment criteria?