

**The Demographics of California and the Attraction of  
Selected Southern  
California Universities**

**Alan Nevin**

Now that my new book "**The Next Half Century**" is published and selling well, I have turned to my next book "**America Tomorrow**."

"The Next Half Century" looks into the population and economies of the first, second and third world countries. In the next book, I will be focusing on the next half century in the U.S. and opine on its economy, demography and changes in the lifestyles of Americans.

As a demographer and economist, I always look at demographics as a starting point to predict a country's path of growth. This past week I focused on California and the UC school system.

As has been widely reported, California is no longer able to brag about its unbridled population gains. The culprits are three-fold: more folks moving out than moving in, women having fewer children, and immigration from abroad has slowed.

Since 1990, birth rates have fallen from 19.9 per fertile women to 11.4, a massive decline.

<b>Births &amp; Birth Rates California 1960-2022</b>		
<b>Year</b>	<b>Total Births</b>	<b>Birth Rates (1)</b>
1960	371,799	23.5
1970	329,818	17.9
1980	402,720	16.4
1990	611,666	19.9
2000	532,611	15.4
2010	509,979	13.8
2020	421,109	11.4

(1) per 1,000 population  
Source: CA. Dept. of Demographics

## 1.1

Few states have birth rates that low. The lowest are New York and Florida, both states with a substantial aging population.

<b>Birth Rates Fertile Age Women California &amp; Selected States 2020</b>	
<b>State</b>	<b>Birth Rates</b>
<b>California</b>	<b>1.52</b>
North Dakota	1.98
Kansas	1.82
Texas	1.78
Georgia	1.65
Florida	1.57
New York	1.57

Source: CA. Dept. of Demographics

## 1.2

619-417-1817

[Nevin.econ@gmail.com](mailto:Nevin.econ@gmail.com)

Available for presentations

The following exhibit shows the two factors that have resulted in California's stagnant population: natural births and immigration.

**Natural births** peaked in 1990 when California women produced more than **600,000** babies. This past year that total was **409,150** babies, a major decline in a few decades.

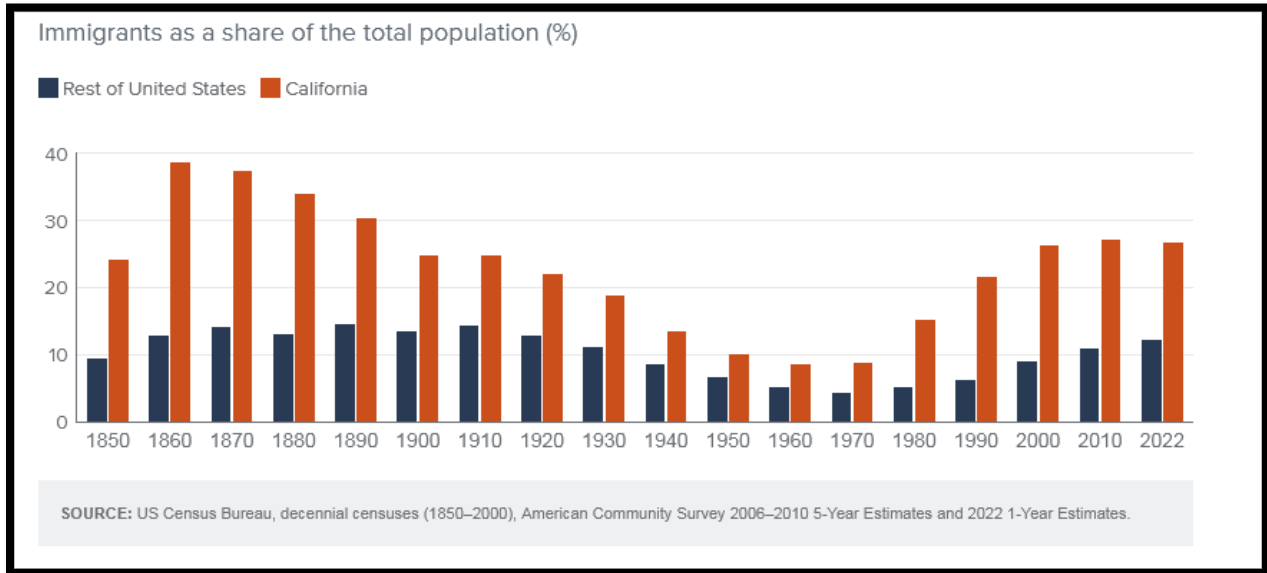
**Net domestic migrations** (folks moving out) totaled 260,406 this past year, the most aggressive move-out in recent history. And net migration from abroad this past year totaled 115,936. Stable, but relatively anemic. Having said that, I should note that during the COVID years, immigration virtually stopped.

Population Components California 1990-2022			
Year	Natural Births	Net Immigration	Net Domestic Migration
1990	609,465	214,529	18,695
2000	525,427	115,505	169,240
2010	515,729	122,991	(169,336)
2022	409,150	115,936	(260,406)

Source: CA Department of Demographics

1.3

California has far more immigrants as a percent of its population than the rest of the Nation, as vividly displayed in this exhibit:



## 1.4

Notably, in the past decade, more than half of the immigrants coming to California had either a **bachelor's or advanced degree**.

Next I focused on **population trends** in Southern California. In 2022 Southern California's population totaled more than 21,000,000 (statewide 39+ million). The six counties of Southern California have indeed a broad blend of ethnicity with the Hispanic community approaching 50%, with one-third white and Asian 14%. The black population comprises 6% of the population.

Population by Ethnicity Southern California (1) 2022		
Ethnicity	Number	%
Asian	2,981,435	14%
Hispanic	9,484,068	45%
Black	1,329,019	6%
White	6,852,818	32%
Other	629,985	3%
Total	21,277,325	100%

(1) Los Angeles, Orange, San Diego, Riverside, San Bernardino & Ventura Counties  
Source: U.S. Census Bureau

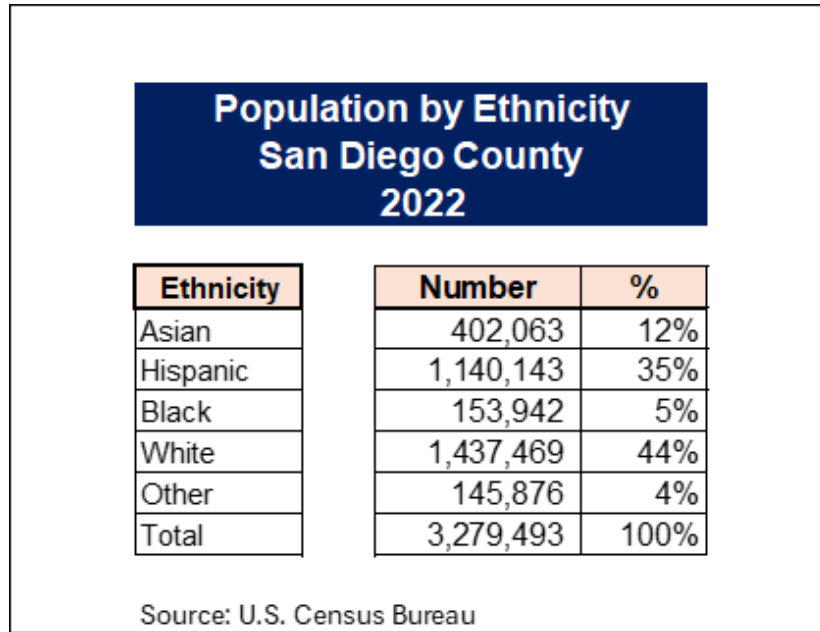
## 1.5

619-417-1817

[Nevin.econ@gmail.com](mailto:Nevin.econ@gmail.com)

Available for presentations

Closer to home, San Diego County's population somewhat mirrors that of Southern California, as noted in this exhibit:



1.6

As a long time fan of the University of California system, I thought I would take a look at the UC schools in Southern California to see how they were doing in terms of attraction. It was gratifying to see what they have expanded their undergraduate enrollment by 63% in the past 13 years.

<b>Enrollment Undergraduate Students University of California Southern California Campuses 2010-2023</b>				
Campus	2010	2023	Change	%
UCLA	18,513	32,423	13,910	75%
UC Riverside	8,614	22,646	14,032	163%
UC Irvine	21,976	29,503	7,527	34%
UC San Diego	23,663	33,792	10,129	43%
<b>Total</b>	<b>72,766</b>	<b>118,364</b>	<b>45,598</b>	<b>63%</b>

Source: campus websites

1.7

The **top five** schools in the Nation in terms of applications for admission are all UC schools with three of them in Southern California:

<b>Colleges with Most Applications United States 2023</b>		
Ranking	Schools	No.
1	<b>UCLA</b>	<b>111,266</b>
2	<b>UC San Diego</b>	<b>99,112</b>
3	<b>UC Irvine</b>	<b>95,556</b>
4	UC Santa Barbara	93,423
5	UC Berkeley	87,353

Source: College Kickstart

1.8

619-417-1817

[Nevin.econ@gmail.com](mailto:Nevin.econ@gmail.com)

Available for presentations

It is likely that the UC system has the most **ethnically diverse** undergraduate enrollment in the Nation. The diversity in the four Southern California campuses and the general population is shown here:

Population by Ethnicity & Enrollment UC Undergraduates Southern California 2022				
Ethnicity	Population		UC (1)	
	No.	%	No.	%
Asian	2,981,435	14%	44,564	38%
Hispanic	9,484,068	45%	31,384	26%
Black	1,329,019	6%	5,289	4%
White	6,852,818	32%	20,544	17%
Other	629,985	3%	16,687	14%
Total	21,277,325	100%	118,468	100%

(1) UC San Diego, Irvine, Riverside, UICLA

1.9

San Diego's UC San Diego can be proud of its worldwide appeal. Since 2006 UCSD has added 12,000+ students, a gain of 58%. It has a highly diverse undergraduate enrollment, almost one half Asian, one quarter Hispanic and one-fifth White. A walk through campus has an international flavor.

Ethnicity - Undergraduates University of California San Diego 2006-2023						
Ethnicity	2006		2023		Change 2006-2023	%
	Asian	9,345	44%	16,298	48%	6,953
Hispanic	2,411	11%	8,135	24%	5,724	237%
Black	276	1%	1,202	4%	926	336%
White	6,557	31%	6,155	18%	(402)	-6%
Other	2,780	13%	1,000	3%	(1,780)	-64%
<b>Total</b>	<b>21,369</b>	<b>100%</b>	<b>33,792</b>	<b>97%</b>	<b>12,423</b>	<b>58%</b>

(1) % international students that are Asian is an esimated based on various UC documents

1.10

And San Diego County is heavily diverse as well:

Population by Ethnicity San Diego County 2022		
Ethnicity	Number	%
Asian	402,063	12%
Hispanic	1,140,143	35%
Black	153,942	5%
White	1,437,469	44%
Other	145,876	4%
<b>Total</b>	<b>3,279,493</b>	<b>100%</b>

Source: U.S. Census Bureau

1.11

619-417-1817

[Nevin.econ@gmail.com](mailto:Nevin.econ@gmail.com)

Available for presentations



# NEVIN REAL ESTATE ADVISORS

NEVINADVISORS.COM

Southern California is unique within the United States in terms of its economic vitality, varied ethnicity, and the presence of four incredibly well-respected and highly rated universities.

March 15, 2024

619-417-1817

[Nevin.econ@gmail.com](mailto:Nevin.econ@gmail.com)

Available for presentations