

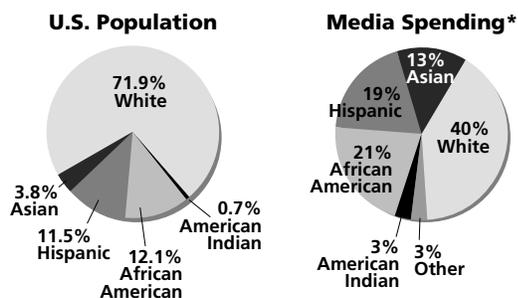
Mobilizing for Census 2000

The U.S. Census Bureau has launched an all-out assault on public indifference toward the census through a paid advertising campaign and through partnerships with corporations and organizations ranging from Wal-Mart to the NAACP. The General Accounting Office (GAO), however, doubts that the Census Bureau's outreach efforts will result in the 61 percent

response rate that the bureau estimates, which is already 4 percentage points lower than the rate for 1990. And some partners are grumbling about the bureau's outreach techniques, which some feel puts the onus on them.

"You sometimes hear, 'It's not our job to do the Census Bureau's job,'" said Melanie Campbell of the National Coalition on Black Voter Participation, a Census Bureau partner representing 80 national organizations.

Targeted Media Spending for Census 2000



* Percentages do not add to 100 due to rounding.
Source: U.S. Census Bureau, 1999.

The Bureau's Arsenal

With a \$103 million advertising campaign managed by Young & Rubicam, and partnerships with more than 35,000 community organizations, the Census Bureau is targeting hard-to-enumerate populations—racial and ethnic minorities, immigrants, renters, children, and others. Estimated media spending will include \$52 million for those least likely to respond, \$38.2 million for those who are undecided or passive, and \$12.5 million for

Continued on page 2

Public Health Goes Private in Africa

Mosquito Nets May Become Big Business

Insecticide-treated materials (ITMs) are among the state-of-the-art technologies in malaria prevention. In trials in sub-Saharan Africa, the region of the world hardest hit by malaria, ITMs—primarily mosquito nets or bednets—have reduced the number and severity of cases of malaria. The treated mosquito nets have protected pregnant women and reduced mortality among infants and children, the most vulnerable populations.

Distribution of ITMs up to now has been mainly the province of international development organizations such as the World Health Organization (WHO), UNICEF, and the U.S. Agency for International Development (USAID). These agencies have stepped in because the nets and insecticide have proven so effective that access to them furthers public health. The use of treated bednets can reduce rates of severe malaria by an average of 45 percent and cut childhood mortality rates by between 25 percent and 35 percent, according to WHO.

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Big Advertising Budget for Census 2000 *Continued from page 1*

those most likely to respond (see figure on page 1).

The ad campaign's scope is massive. According to Kenneth Prewitt, director of the Census Bureau, the Bureau will be one of the top three advertisers in the country over the next several months, behind only McDonald's and Burger King.

According to Partnership Director Brenda August, the Bureau's partners include community advocacy organizations, civil rights groups, religious and educational organizations, trade associations, labor unions, and service organizations that have agreed to work with the Census Bureau to help make their members and communities aware of the importance of the census.

GAO Pessimism

Yet even as the outreach is entering its "motivation stage," a December 1999 report by the GAO worried about the outcome of the 2000 census. The report said the Census Bureau may be "optimistic" in estimating that 61 percent of U.S. households will complete and return census questionnaires mailed to them. The return rate in 1990 was 65 percent, but factors such as an increase in the number of single parents and the presence of more immigrants who don't speak English are apt to lower the response rate in 2000. Closely linked to concerns over the response rate was skepticism about the Census Bureau's ability to recruit enough workers or enumerators—the Bureau says it needs to fill 860,000 positions—to gather information from those who do not return the forms.

At a January press conference, Prewitt acknowledged that the Census Bureau faces "two major vulnerabilities: response rate and recruitment."

Despite the Census Bureau's efforts, it's too soon to tell whether the outreach campaign will overcome these weaknesses.

Limited Partnerships

Although the ad campaign is virtually certain to make people aware of the census, the community partnerships may be the linchpin in translating awareness into action—completing and returning census forms, and working as or cooperating with enumerators.

Despite their key role, some partner organizations feel neglected. Glenn Magpantay is census project director for the Asian American Legal Defense and Education Fund in New York. Magpantay praised the Bureau's outreach to Koreans (who numbered 69,718 in New York City as of the 1990 census), but decried the limited outreach to South Asians—Indians, Bangladeshis, and Pakistanis—who are even more numerous (113,046 in the 1990 census).

Magpantay also felt that the Census Bureau's outreach to the Chinese community has not been well-targeted. "We saw a partnership specialist who speaks Mandarin and lives in Long Island, when the Chinese community that's undercounted and language-isolated speaks Cantonese and lives in Chinatown and Brooklyn. We certainly advocate everyone getting involved in the census, but we believe that resources should be spent on communities that are undercounted."

Limited funding is another concern. "We have to fundraise for every mailing we do," said Magpantay. Other groups echoed the sentiment that they are being asked to do outreach without financial assistance.

Angelo Falcon, senior policy executive with the Puerto Rican

Legal Defense and Education Fund, another census partner, criticized the Census Bureau for not supporting a bill introduced in the House of Representatives in March 1999, to authorize the awarding of grants to improve public participation in the 2000 census. The 2000 Census Community Participation Enhancement Act did not pass, in part because Prewitt did not want to involve the Census Bureau in grant-making.

Falcon believes the Census Bureau's bureaucratic structure has interfered with communication and logistics. He related an incident in Tucson, Ariz., where the local census office was opened a few doors down from the Immigration and Naturalization Service (INS) in a government building. "This could create a very negative perception in terms of people who are suspicious that there's a link between the two agencies."

Co-locating census offices with INS offices resulted from the Census Bureau's partnering with the General Services Administration, said August. When the Census Bureau was informed of the Tucson situation, the local census office was moved.

August responded to the other criticisms by saying the statements aren't true of all 520 local census offices, and she encouraged the groups to contact her with any concerns. Asked whether she thinks the partnerships will increase the response rate, August said, "Let's hope so."

In a way, the grumbling could be proof that the system is working. Partners are identifying problems and stretching their own tight budgets perhaps because they have realized that, as Melanie Campbell said, "We have to live with the count." ■

Alfred Lotka, Mathematical Demographer

by John Haaga

This is the first in a series of profiles of the people who have most influenced thinking about population over the past century. The profiles will bring you the insights of contemporary population specialists on the contributions of their predecessors and contemporaries.

Mathematical demography is rarely used in heated political debate. But the classic 1925 article “On the True Rate of Natural Increase,” which synthesized years of work by Alfred Lotka and several collaborators, led off with a snipe at those who had just passed the most restrictive immigration law ever seen in the United States.

Lotka and Louis Dublin showed that the surplus of births over deaths in the resident American population was an artifact of a disproportionately large number of men and women in the peak ages for reproduction. The age distribution was itself the result of high rates of immigration in preceding decades. If the population of the United States, or of any other country, were “stable”—closed to migration in or out, and subject to its current schedule of age-specific birth and death rates—then it would settle down fairly quickly to an unchanging age distribution and a characteristic—in this case, surprisingly low—rate of increase. Far from worrying about the nation filling up with foreign-born “undesirables,” Lotka cautioned that Americans ought to be concerned about a declining population.

Looking for portents of decline below the surface of current trends may have come more naturally to Lotka than to his compatriots. Born in 1880, in what is now Poland, to American missionaries, he was educated in France and Great Britain, where concern with decline in the quantity and “quality” of populations bordered on the obsessive even before World War I.

Lotka came to the United States in 1902 and eventually joined the Metropolitan Life Insurance company. From then on he concentrated on life tables and on his passion to bring the insights of mathematics to the problems of biology. In 1931,

Lotka helped found the Population Association of America, later serving as its president.

In the view of Nathan Keyfitz, one of his most important successors, Lotka’s work on the mathematics of stable populations was “the greatest single contribution to population theory.” Despite the efforts of the exclusionists, the United States never was completely closed to immigration, nor have birth and death rates ever been fixed. Thus there never was a “stable” population exhibiting all the relations worked out by Lotka and his successors. But stable populations are useful constructs, like perfect vacuums in physics. They don’t literally exist, but with a few assumptions and approximations, we can use them to make progress on practical problems otherwise too complex to approach.

For example, stable population theory provided the basis for indirect methods of demographic estimation, which allow use of partial information and reasonable assumptions to infer levels of fertility or mortality in populations where births and deaths are not well-recorded. This has been the case in most of the world until recently. Lotka’s work was also the foundation of what we know about the importance of momentum for future population growth. As a new century begins, momentum—the effect of a young age structure—shapes the level and pattern of population growth until we reach that so-far elusive stable population.

Lotka is also well-known among biologists for one of the first mathematical models applied to ecology, the Lotka-Volterra model of interaction between a predator and a prey species. Considering just two species in an ecosystem, with basic differential equations describing population dynamics and how one species eats the other and captures its stored energy, Lotka showed how a variety of stable equilibria could be produced. The model proved a useful teaching tool and a starting point for more complex analysis. ■



Alfred Lotka, 1880–1949

John Haaga is director of Domestic Programs at the Population Reference Bureau.

For more information:

See PRB’s Web site: www.prb.org/poptoday/ptappend.htm.

Partnership Key to Success in Malaria Prevention *Continued from page 1*

International donors have also acted because providing ITMs on a large scale is exceedingly expensive. The retail price of a net ranges from \$5 to \$9, and the chemical treatment costs from \$1 to \$2 per year. WHO has estimated that Africa could use about 32 million nets a year, which would cost over \$100 million. Few African governments or donors can grapple with that cost, according to WHO. So international donors have supported the public sector—mainly ministries of health—and nongovernmental organizations (NGOs) in selling health products and services at affordable prices and motivating people to use them.

Will Shaw, director of international public health with the Academy for Educational Development (AED), pointed out several limitations of donor-funded ITM programs. Research shows that the public sector reaches only a small proportion of the “public”; the private sector is more cost-efficient in bringing products and services to a wider segment of the public; and donor resources are insufficient, Shaw said.

A New Idea

USAID is trying a new approach, one that has potential for significantly improving public health and for being sustainable because it combines both public- and private-sector resources. Under a cooperative agreement signed last fall with USAID, AED will work with the S.C. Johnson company and other international and local partners on the Africa NetMark regional project, promoting the commercial distribution of ITMs. AED will educate people in selected African countries about the health benefits of using ITMs and how to apply pesticide to the nets. S.C. Johnson, a multinational maker of insect-control products, will invest in nets and insecticide, as well as in packaging, registering, distributing, and promoting the products to African consumers. The NetMark team believes that most people will be able to afford the products, and that prices may fall as S.C. Johnson achieves economies of scale from regional operations and from competitors entering the marketplace.

Lisa Jamu, ITM program manager with Population Services International (PSI), has reservations about NetMark: “What AED is doing is beneficial, and they probably will reach a certain percentage of the population—probably higher class, maybe into the middle class.” Given the price of the nets, Jamu doesn’t think that the commercial sector will be able to reach the poor rural areas where malaria hits hardest.



Photo removed for copyright reasons.

Actors in the Central African Republic show how treated bednets repel mosquitoes.

David McGuire, director of NetMark, believes the commercial approach will reach the rural areas as demand spreads from urban areas. “You get the opinion leaders and the trendsetters in the country to buy into what you’re doing,” he said. This initial support will hopefully create a norm for rural areas. McGuire also made clear that work with the public sector, which does serve the poor, would continue in tandem.

Experts including Jamu recognize the benefits of a dual approach. For instance, once nets are purchased, they need to be re-treated, and that takes time, effort, and money. Jamu feels that NGOs are well-suited to developing a “re-treatment culture.” At the same time, the commercial sector brings research and development that may render the product increasingly convenient, according to Camille Saade, private-sector coordinator with the BASICS child survival project. He said that S.C. Johnson would look for ways to simplify re-treatment, extend its duration, and reduce its price.

Dennis Carroll, senior public health advisor at USAID, sees NetMark as a way to determine how many people each model can serve and how to achieve wider use with given resources. Mobilizing the commercial sector and learning how many Africans will buy nets from a commercial source “will help us understand how to better strategically use limited public-sector resources to go to those populations that will not directly benefit from the commercial sector,” Carroll said. ■

[Note: At press time, the countries in which NetMark will be introduced first had not been finalized.]

For More Information:

Contact Dennis Carroll (phone: 202/712-5009; e-mail: dcarroll@usaid.gov) or David McGuire (phone 202/884-8506; e-mail: dmcguire@aed.org) or send an e-mail to the project: netmark@aed.org. For additional references, see PRB’s Web site: www.prb.org/poptoday/ptappend.htm.

Replacement Migration May Help Europe Increase Population

Faced not only with declining populations but also with aging populations, many countries in the more developed world may need to allow more immigration in order to shore up their shrinking workforces.

The United Nations is currently studying the ramifications of "replacement migration" in eight countries: France, Italy, Germany, Japan, the Russian Federation, South Korea, the United Kingdom, and the United States. For example, Italy's population is projected to decline from 57 million to 41 million by 2050. Italy would need about 240,000 migrants per year in order to maintain its current population size to the year 2050, and about 350,000 migrants per year in order to keep its working-age population at 1995 levels. The story is similar in Germany. With a working-age population expected to decline from 56 million today to 43 million in 2050, Germany would need 500,000 migrants per year to maintain the size of its working-age population.

The UN expects to issue a preliminary report on the findings of the study by the end of March.

For more information, contact Joseph Chamie, director, Population Division, United Nations, New York; phone: 212/963-3179; fax: 212/963-2147.

One in Three Women Is Victim of Violence

Worldwide, at least one of every three women has been beaten, coerced into sex, or otherwise abused in her lifetime, according to a new report from the Johns Hopkins School of Public Health and the Center for Health and Gender Equity.

"Without exception, women's greatest risk of violence comes not from 'stranger danger' but from men they know, often male family members or husbands," said Lori Heise, co-director of the center and lead author of the report.

In reviewing more than 500 studies of domestic abuse, the report's authors found, among other things, that many women conceal the abuse, and that children of battered women face a greater risk of low birth weight, infant death, malnutrition, and behavioral problems.

Because gender-based violence has been linked to long-term health problems, the authors urge health care workers to address violence against women. But health workers are often part of the problem, the authors noted. These workers "often violate confidentiality, trivialize the abuse, or blame the victim."

Programs to make health care systems more responsive to the needs of abused women have begun in Brazil, Canada, Ireland, Malaysia, Mexico, Nicaragua, and the United States.

The full report "Ending Violence Against Women" is on the Web site for Johns Hopkins Center for Communication Programs: www.jhuccp.org/pr/11ledsum.stm. (See "Spotlight Statistic" on page 7 for more data from this report.)

Income Disparities in Most States Grow Wider

In 46 states, the gap between the incomes of the richest 20 percent of families and the incomes of the poorest 20 percent of families is wider than it was two decades ago. Using U.S. Census Bureau data, researchers from the Center on Budget and Policy Priorities and the Economic Policy Institute analyzed income trends in all 50 states. Among the study's findings:

- In 18 states, high-income families got richer while the poor got poorer.
- In 31 states, the incomes of high-income families grew faster than the incomes of low-income families.
- In four states, the incomes of the poorest fifth of families fell more than 20 percent.
- In 45 states, the gap between the average income of middle-

income families and the average income of the richest 20 percent of families widened.

- The 10 states where the income gap between rich and poor was greatest between 1996 and 1998 were New York, Arizona, New Mexico, Louisiana, California, Rhode Island, Texas, Oregon, Kentucky, and Virginia.

The study, "Pulling Apart: A State-by-State Analysis of Income Trends," cites growth in wage inequality as the primary factor in income inequality. The study suggests that state policymakers strengthen programs that help low-income families and institute progressive tax reforms that lessen the tax burden on low-income taxpayers.

The full report is available on the Web site of the Center on Budget and Policy Priorities: www.cbpp.org/1-18-00sfp.htm.

In Strong Economy, People Still Go Hungry

"For the first time in history, the prevalence of hunger seems stubbornly impervious to economic growth," said J. Larry Brown, director of the Center on Hunger and Poverty at Tufts University.

The Center recently released the report "Paradox of Our Times: Hunger in a Strong Economy," an analysis of domestic hunger since new welfare policy became law in 1996.

About 15 percent of American households with children were "food insecure" each year of the four-year period ending in 1998. The report defines food-insecure households as those who don't have enough to eat or don't know where their next meal is coming from.

The report notes that the situation is worse for legal immigrants in the United States. Because of the 1996 federal welfare law changes, over half a million legal immigrants remain ineligible for food stamps.

For more information, contact Ashley Sullivan, Center on Hunger and Poverty, Tufts University; 617/627-3956. ■

Environmental Information on the Web

by *Zuali H. Malsawma*

Among the many Web sites on the environment, here are several that are particularly useful for statistical data, reports, and other information on the environment and its linkages to global population and health.

Committee for the National Institute for the Environment (CNIE)

www.cnie.org

CNIE maintains the National Library for the Environment, which features hundreds of full-text nontechnical environmental reports, prepared by the Congressional Research Service and other organizations. Included also are a library of online resources on population and environment linkages and links to 330 online environment journals.

World Resources Institute (WRI)

www.wri.org

WRI publications are available online in full text with graphics. The site index, organized by topic and by geographic area, leads users to materials including environment and health maps, indicator tables, reports, and country-specific environmental data sheets.

World Bank

www.worldbank.org

The Topics and Sectors section of the World Bank's Web site leads to information on the environment, nutrition, health, and population. Country-specific statistical data are available.

Earth Times

www.earthtimes.org

The *Earth Times* is an international newspaper focusing on environment and sustainable development and on related topics such as population and health. The Internet edition is published daily.

Population Reference Bureau (PRB)

www.prb.org

PRB's Web site offers publications on population, environment, health and nutrition, and other fields. Of special note are the *US in the World* fact sheets (www.prb.org/news/usworld.htm) that compare population-environment challenges in the United States and in developing countries.

Population Action International (PAI)

www.populationaction.org

PAI's site contains full-text publications on population and environment. A Legislative Action Center has recently been added.

World Wildlife Fund (WWF)

www.panda.org

WWF's main site has daily conservation news highlights and information. A multimedia collection of photographs, videos, artwork, and educational resources for teachers and students is also provided.

National Wildlife Federation's Population Program

www.nwf.org/international/pop

The Population Program's Web site includes fact sheets on population and environment issues, and free posters and videos.

Environmental Change and Security Project

www.ecsp.si.edu

This project of the Woodrow Wilson International Center for Scholars offers a virtual library on its Web site. In that library, many full-text reports on environment, population, and security are available and searchable by keywords such as "environment and conflict" and "environment and human health."

United States Agency for International Development (USAID)

www.info.usaid.gov

This Web site provides information on USAID's many programs in environment and population, health, and nutrition. Country-specific program information is available, as are links to other organizations.

Megasitio Centroamericano en Población y Ambiente (Central American Megasite on Population and Environment)

www.poam.org

This Web site was created by the World Conservation Union (IUCN) Regional Office for Mesoamerica. The site features the latest research findings on population and environment work in Costa Rica, Nicaragua, Honduras, Guatemala, and El Salvador. Also found on the site are news articles, a searchable bibliographic database, and a directory of organizations. The site is all in Spanish. ■

The Web addresses listed here were accurate as of Feb. 1, 2000.

For More Information

The PRB library, which contains more than 13,000 books and periodicals, is open to the public Monday through Friday, 9 a.m. to 4:30 p.m. (EST).

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Numbers You Can Use

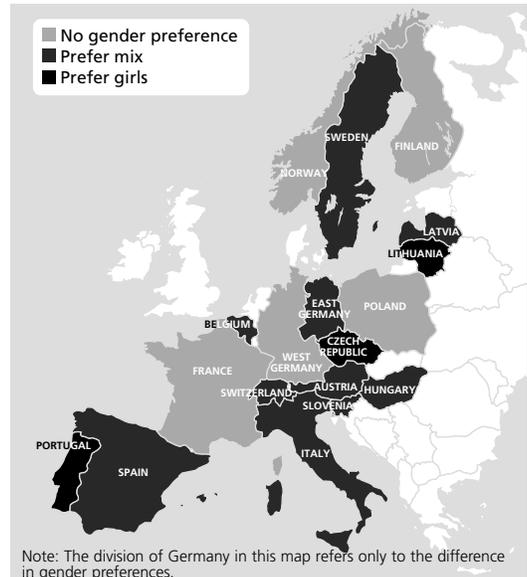
Latest data and estimates



Speaking Graphically

Gender Preferences for Children Among Europeans

Gender preferences may affect the number of children couples decide to have. Although many studies have been done of gender preference among Asian couples, little comparable research has been done among Europeans. According to a recent study based on family fertility surveys in 17 European countries, most couples who express any preference would like to have at least one child of each sex. The exceptions were the Czech Republic, Lithuania, and Portugal, where researchers discovered a preference for girls.



Source: Karsten Hank and Hans-Peter Kohler, "Gender Preferences for Children in Europe: Empirical Results from 17 FFS Countries," *Demographic Research* [Online] 2 (Jan. 25, 2000). Available at: www.demographic-research.org/volumes/vol2/1.



Estimated World Population

As of Feb. 2000	6,031,000,000
Annual growth	84,000,000

Estimated Population of the United States

As of Nov. 1, 1999	274,114,000
As of Nov. 1, 1998	271,544,000



Spotlight Statistic: Some Places Where Women Risk Abuse

Location	% of Women Physically Abused by an Intimate Partner in the Past Year
Managua, Nicaragua	69%
West Bank & Gaza Strip (Palestinians)	52%
Rep. of Korea	38%

Source: Lori Heise, Mary Ellsberg, and Megan Gottemoeller, "Ending Violence Against Women," *Population Reports*, Series L, No. 11 (Baltimore, MD: Johns Hopkins University School of Public Health, Population Information Program, December 1999). For more on this report, see "In the News," page 5.

Note: Additional information and sources for population estimates are available on the *Population Today* appendices page of the PRB Web site: www.prb.org/poptoday/ptappend.htm.

U.S. Population Update



12 Months Ending With December

	Number		Rate	
	1998	1997	1998	1997
Live births	3,946,000	3,882,000	14.6	14.5
Fertility rate	—	—	66.0	65.0
Deaths	2,331,000	2,294,000	8.6	8.6
Infant deaths	27,600	27,000	7.0	7.0
Natural increase	1,615,000	1,588,000	6.0	5.9
Marriages	2,244,000	2,384,000	8.3	8.9
Divorces	1,135,000	1,163,000	4.2	4.3

Note: Fertility rate is given per 1,000 women ages 15-44; infant deaths per 1,000 live births; other rates per 1,000 population.

Source: National Center for Health Statistics, *National Vital Statistics Reports*, vol. 47, no. 21 (1999).

Immigration Comes Alive in Newest U.S. Population Projections

On January 13, the U.S. Census Bureau released its latest national projections on the size and composition of the United States. According to the middle series of these projections, which many feel represent the most likely scenario of future demographic trends, U.S. population, currently nearly 273 million, will approach 338 million in 2025, 404 million by 2050, and 571 million (more than double the current population) by 2100.

Of course, what actually happens with U.S. population in the 21st century will depend on future trends in fertility, mortality, and international migration. The projections released by the Census Bureau are based on differing assumptions on the levels of these three variables through 2100.

Take international migration. For the first time, the Census Bureau has made “dynamic assumptions” about migration. That is, the projections take into account current trends in migration and their likely future effects. This practice marks a break from the past, when Census Bureau demographers assumed that current levels would continue unchanged.

Current trends are a function of many factors, including the legalization and naturalization of many immigrants under the Immigration Reform and Control Act (IRCA) of 1986, which made these new citizens eligible to sponsor the immigration of their immediate family members; the decline in the flow of refugees (except for the former Yugoslavia); the rate of success of the United States in controlling its southwest border; and the emergence of South Asia, sub-Saharan Africa, and the Middle East as important sources of immigration.

The Census Bureau also has allowed the demographic characteristics of the projected total population—for instance, age structure—to influence the assumptions about immigration and immigration policy.

The result? A projected slight increase in immigration until 2003, as a result of the IRCA effect, followed by a decline—the influx from Yugoslavia having peaked that year or shortly thereafter—and then by a 40 percent increase between 2010 and 2030. The increase likely will raise immigration from 1 million to 1.4 million,

where the number is projected to remain through the end of the century. The Bureau anticipates a new wave of migrants coming to fill jobs made vacant by the retirement of aging Americans. Because the overall population would still be increasing at that point, immigration's effect would diminish.

Despite these assumptions, the latest projections show only a slightly higher level of net immigration than the projections released in 1996. The reason is: Although the rate of emigration, particularly for the foreign-born, is projected to remain constant, the number of emigrants will increase as the foreign-born population increases.

One thing is certain: The Census Bureau cannot predict the future stability of foreign governments, the soundness of the global financial system, or sudden shifts in the availability of vital natural resources, all of which could affect immigration to the United States. The Census Bureau acknowledges that, unlike births and deaths, international migration has public policy as a major determinant.

For more details on the projections, visit the Census Bureau's Web site at www.census.gov/population/www/projections/natproj.html. ■



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