
Over a third of the U.S. population borders Canada.

States bordering Canada house 85 million Americans (35% of total population). Markets of an additional 32 million inhabitants are an hour's flight from the border.

The population shift away from the the northeast to the sunbelt is beginning to reverse.

Population has grown at a rate of 1% since 1973 (compared to Canada's 1.2%) and is expected to slow to .7% at the end of the century. By the year 2000, a population of 288 million Americans is anticipated.

A significant shift in population occurred in the last decade away from the Great Lakes (the "rust belt") to the sunbelt in the south. Texas, Arizona, California, Florida and Georgia were the main growth centres due, in large part, to unemployed workers and their families emigrating from the industrial north. However, recent trends indicate a reversal of this movement as the northeastern U.S. and Great Lakes states diversify their formerly manufacturing-oriented economies and economic growth in the sunbelt slackens.

Population trends are towards a larger proportion of elderly.

As in Canada, population trends in the U.S. are towards a much larger proportion of elderly and aged. Every day, another 5,000 Americans turn 65 years of age. There are now almost 30 million elderly Americans (one out of eight) and, by the year 2030, one of five will be over 65. This population group grew at a rate of 6% between 1980 and 1983 compared to a growth rate of 3% in people under 65.

1.2 The Economy

Economic growth is likely to be uniform until the next decade.

The recession of the early 1980's gave way to moderate growth in the American economy. Although growth slackened somewhat in 1986, the real GNP growth rate for 1987 is expected to reach 4.2% and average 3.8% per year to 1991 (Fig.2). Inflation is expected to increase to 3.7 during 1987 and decline to a rate of 2% by 1991. Unemployment, currently at slightly below 7%, is expected to drop to 5.75% by the start of the next decade.