Society 2030: Phase I
A Summary of the issues and potential implications
U.S. population by age (1950)

1950

1 = 4 million people

Source: U.S. Census
U.S. population by age (1950 and 2030)

By 2030:
The U.S. will have more equal numbers of all age groups

Source: U.S. Census
By 2030:
The elderly population of the U.S. will grow dramatically

Source: Population Bulletin, Vol. 66, No. 1
Total U.S. population by ethnicity (2005 and 2050)

**2005**
- 67% White
- 14% African-American
- 13% Other
- 5% Asian
- 1% Hispanic

Total U.S. population: 295 million

**2050**
- 47% White
- 29% Other
- 13% Hispanic
- 13% African-American
- 2% Asian

Total U.S. population: 438 million

By 2030:
Minority groups, especially Hispanics, will grow significantly

Source: U.S. Census
Population concentrations by ethnicity and county (2010)

By 2030:
Ethnic diversity will be more geographically stratified

Analysis: William Frey // Source: U.S. Census
By 2030:
Socioeconomic disparities will increase

Source: Center on Budget and Policy Priorities
Impact of disparities on healthcare costs (2003 - 2006)

$1.23 trillion

Combined cost of disparities and premature death

$1.01 trillion

Indirect medical cost and premature death component

$229.4 billion

Direct medical cost component

Indirect medical costs include:
- lost productivity
- lost wages
- absenteeism
- family leave
- lower quality of life

By 2030:
Addressing disparities can lead to lower healthcare costs

Source: Joint Center for Political and Economic Studies
U.S. adult and childhood obesity rates (1970 - 2030)

By 2030:
Obesity will affect more people and at younger ages

Source: Centers for Disease Control
Number of Americans with a chronic condition (1995 - 2030)

By 2030:
More people will suffer from chronic health conditions

Most common chronic conditions:
- Chronic pain
- Obesity
- Hypertension
- Arthritis
- Heart disease
- Cancer
- Diabetes
- Asthma
- Emphysema

Analysis: Shin-Yi Wu and Anthony Green // Source: RAND Corporation
By 2030:
More Americans will live in multi-generational households

Source: Pew Research Center
By 2030:
To age in place, older adults will require home modifications

Analysis: University of Florida // Source: U.S. Census
U.S. labor force by age (1978 - 2030)

Projected average age of the U.S. labor force

1988: 36
1998: 39
2008: 41
(2018): 42
(2030): (45)

By 2030:
More Americans will work well past age 55

Source: Employment Projects Program
Industries that will experience the most growth (2010 - 2020)

- Home health care: 82%
- Individual and family services: 70%
- Management and consulting services: 58%
- Computer systems services: 47%
- Outpatient and lab services: 37%
- Offices of health practitioners: 36%
- Construction: 33%
- Daycare: 29%

By 2030:
Service industries will grow to meet an aging population

Source: Occupational Outlook Quarterly
Issues to address on the path to 2030

Optimal Path

Consumption

Optimal Path

Living & Working Environment

Worker & the Workplace

Obesity & Health

2030

2011
Implications For Society 2030 – Consumption

• Population aging will alter consumption patterns, increasing the need/demand for universal design for goods and services.

• Racial and ethnic population shifts will require new marketing strategies for goods and services.

• Higher health care costs will mean lower income individuals must choose between healthcare services and other goods and services.

• Increased multigenerational households, caused in part by lower incomes, will consume fewer and less expensive durable and household goods, and need to reduce living costs.
Implications For Society 2030 – Workforce

- New age structures will require rethinking how people work, how long they work, work place accommodations & career (re)training.

- Chronic illnesses & disabilities (e.g. from > obesity) unchecked will mean greater employer/employee costs and loss of productivity.

- Changing contractual obligations for pensions and healthcare, plus continued pressure for lower production costs will further acerbate the levels of full-time employment.

- Shifting from manufacturing goods to a service based economy will result in a need for (re)training in secondary careers.
What’s Next?
Phase II of Society 2030

Optimal Path

Consumption

Living & Working Environment

Obesity & Health

Worker & the Workplace

Projects, Interventions

Projects, Interventions

2012

2030
Issues to address on the path to 2030

Optimal Path

Consumption

Living & Working Environment

Worker & the Workplace

Intervention

2013

2030

Obesity & Health