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INNOVATORS

*We will change the way you  
think about aging*

## **The Demographics of Aging in America and Southern Oregon**

According to the U.S. Census Bureau the number of Americans 65 and older is expected to nearly double by 2050 to 83.7 million versus 43.1 million in 2012. The burgeoning growth in the older adult population is the result of the aging of the baby boom generation and Americans living longer.

Each day 10,000 Americans reach age 65 and that trend will continue every day for the next 19 years. In addition life expectancy for those age 65 in 1972 was 15.2 more years while in 2010 this figure had risen to 19.1 years. This graying of America will have major implications for housing, transportation, healthcare and quality of life.

### **Demographic Highlights**

- Estimated 2013 U.S. population age 65+ = 14.1%
- Estimated 2013 Oregon population age 65+ = 15.5%
- Estimated 2013 Jackson County age population 65+ = 19.5%
- Estimated 2013 Josephine County age population 65+ = 24.3%
- Forecast 2020 Oregon population age 65+ = 18.6%
- Forecast 2020 Jackson County population age 65+ = 23.2%
- Forecast 2020 Josephine County population age 65+ = 27.5%

### **Demographic Drivers**

- Post WWII baby boomers (1945-1964)
- Declining fertility rates skewing young/old percentages
- Increased longevity

### **Demographic Impacts**

- Increased demand for accessible homes, co-housing, accessory dwelling unit housing
- Increased prevalence of chronic disease and dementia
- Increased demand for caregiver services
- Increased demand for products and services that help maintain active lifestyles and activities
- Greater emphasis on telemedicine