

# How baby boomers are changing our cities

## Who are they?

**BORN BETWEEN  
1946-1964**



**77 million** babies were born in the United States alone, comprising nearly 40% of the American population.

Source: Investopedia.



**7x** Seniors as a group are growing 7x as fast as the rest of the US adult population.

Source: US Census Bureau, Population Division, Released: December 2014.



**£** In the UK, baby boomers own more than half of Britain's £11tr of wealth.

Source: HuffPost, June 2017.



**\$** Today, US boomers consume US\$7tr per year in goods and services.

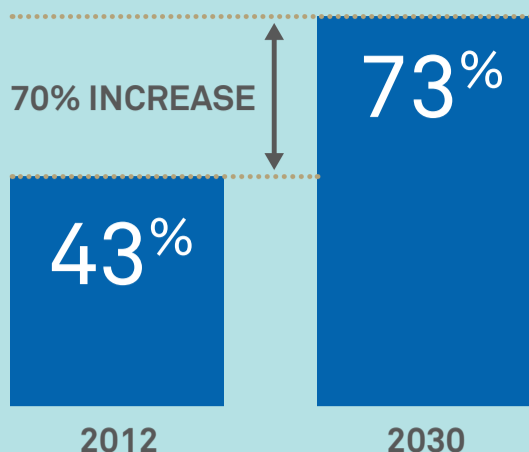
Source: Investopedia and AARP.



**+** They visit the doctor 2.5x as much and spend 5x more on health care.

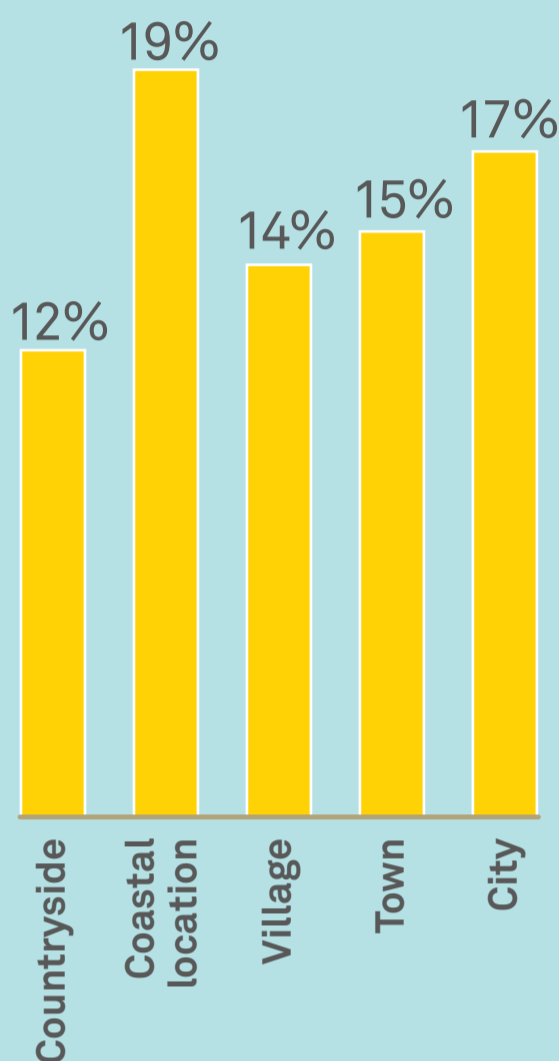
Source: US Census Bureau, Population Division, Released: December 2014.

## Baby boomer population 65+



Source: US Census Bureau – the Baby Boom Cohort in the US: 2012 to 2060.

## Where to retire



Source: US Census Bureau, Population Division, Released: December 2014.

## Amenities sought



63%  
SHOPS



63%  
PUBLIC TRANSPORT



61%  
MEDICAL FACILITIES



53%  
FAMILY AND FRIENDS



40%  
RESTAURANTS



35%  
AMENITIES/  
CULTURE

Source: A study of 2,200 Britons over 65 by estate agency Strutt & Parker. Q2 2017.

## Reurbanising

In 1800, 1/50 of the world's population lived in cities.

By 1900, 200 million – 1/8 of the world's population were urban dwellers.

Today 1 out of every 2 people live in a city.

By 2100 8 out of 10 will live in a city.

Source: Smart Cities: Big Data, Civic Hackers, and the Quest for a New Utopia by Anthony M. Townsend.