Rethinking Our Future
Moving Past December 31, 2010

Nebraska Data Conference: August 16, 2011

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The way we do business is changing as the face of our population changes

Source: http://yoga.iloveindia.com/pics/anti-aging.jpg
Redefining Old Age…
Young-Old (Neugarten)

Source: Exposay.com
• Still employed

• Considering retirement – moving to a warmer climate

• May be supporting children and grandchildren

• Able to get around the house, neighborhood and community

• Still driving
### Counties with the highest percentage of 65 - 74

<table>
<thead>
<tr>
<th>2010 Rank</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Keya Paha</td>
<td>14.0</td>
</tr>
<tr>
<td>2. Garfield</td>
<td>13.6</td>
</tr>
<tr>
<td>3. Garden</td>
<td>13.6</td>
</tr>
<tr>
<td>4. Loup</td>
<td>12.8</td>
</tr>
<tr>
<td>5. Blaine</td>
<td>12.3</td>
</tr>
</tbody>
</table>

Source: Drozd, David (5/17/11) UNO Center for Public Affairs Research
Aging is a process...not an event
Redefining old age…
Oldest-Old (Neugarten)
Oldest-Old Concerns

• Living alone (widowhood)
• Increase in the number of health issues (co and multi-morbidity), dementia
• May be concerned about retirement income
  – no longer working
  – outliving available resources
• Returning from a warmer climate
  – To be closer to family for support

A fast growing segment of the population
Nebraska Net Migration Rate by Age during 2000 to 2010 timeframe

Overall Net Migration Rate = 0.3

Sources: 2000 and 2010 Censuses, U.S. Census Bureau, Annual Births and Deaths by Single Year of Age, NE Dept of HHS

Age Group

Compiled and Prepared by: David Drozd, UNO Center for Public Affairs Research
### Counties with the highest percentage 85 +

**Oldest-0ld**

<table>
<thead>
<tr>
<th>2010 Rank</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hooker</td>
<td>8.29</td>
</tr>
<tr>
<td>2. Thayer</td>
<td>5.57</td>
</tr>
<tr>
<td>3. Pawnee</td>
<td>4.98</td>
</tr>
<tr>
<td>4. Webster</td>
<td>4.96</td>
</tr>
<tr>
<td>5. Garfield</td>
<td>4.78</td>
</tr>
</tbody>
</table>

Source: Drozd, David (5/17/11)  UNO Center for Public Affairs Research
Forget the Sweet Little Old Lady Model…

Hey, Mom, you got your cane out. Is your hip bothering you?

No.

I'm heading down to the coffee shop.

I shove the texters in the back to keep the line moving.
When does it all begin? The Nebraska example:

Average Daily Births to Nebraska Residents: January 1945 to December 1947

Source: Special Tabulation from Nebraska Department of Health and Human Services
Compiled and Prepared by: David Drozd, UNO Center for Public Affairs Research

Noticeable increase in July 1946
Steady during 1945 War Year
Aging of the US population

Source: US Administration on Aging
What’s All the Fuss About Aging?

Life Expectancy

The average number of years a person is expected to live.

- In 1900 the average life expectancy was 45 (at birth) – 60 is old*

- In 2009, overall average life expectancy is 78.2 years (at birth) – 60 is young*

Age at Time of Death

Graph 10: Average Age at Time of Death, 1925-2009

Changes are a happenin’

Percentage Change in 5-Year Age Groups by Gender for Nebraska: 2000-2010

Sources: 2000 and 2010 Censuses, U.S. Census

Prepared by David Drozd, UNO Center for Public Affairs Research
Average Household Size in Nebraska: 1940 to 2010

Sources: Decennial Censuses, U.S. Census Bureau
Prepared by: David Drozd, UNO Center for Public Affairs Research
1900 Nebraska Population by Sex and Five-Year Age Group

Source: 1900 Census, U.S. Census Bureau
Prepared by: David Drozd, UNO Center for Public Affairs Research
1970 Nebraska Population by Sex and Five-Year Age Group

Source: 1970 Census, U.S. Census Bureau

Prepared by: David Drozd, UNO Center for Public Affairs Research
1980 Nebraska Population by Sex and Five-Year Age Group

Source: 1980 Census, U.S. Census Bureau

Green lines depict the depression cohort; red checker shows the “baby boom”; pink represents the “baby boom echo”.

Prepared by: David Drozd, UNO Center for Public Affairs Research
1990 Nebraska Population by Sex and Five-Year Age Group

Source: 1990 Census, U.S. Census Bureau

Prepared by: David Drozd, UNO Center for Public Affairs Research

Green lines depict the depression cohort; red checker shows the "baby boom"; pink represents the "baby boom echo".
2000 Nebraska Population by Sex and Five-Year Age Group

Percent of Total Population

Source: 2000 Census, U.S. Census Bureau

Prepared by: David Drozd, UNO Center for Public Affairs Research

Green lines depict the depression cohort; red checker shows the "baby boom"; pink represents the "baby boom echo".
2010 Nebraska Population by Sex and Five-Year Age Group

Source: 2010 Census, U.S. Census Bureau

Green lines depict the depression cohort; red checker shows the "baby boom"; pink represents the "baby boom echo"; pink crosshatch shows the "3rd wave"
From childhood education to gerontology

• Fastest growing demographic nationally and in Nebraska (55 – 64 YOA).

• Most overlooked age group.

• Greatest disposable income

• Unemployment rate of 6.2 %; compared to persons 20-24 years of age with a rate of 14.2 % and those 25-34 with a rate of 9.4 % (NYTimes, 5/13/2011)
AARP and NASCAR - Connecting the Generations
Where are all the alpha boomers???

Percentage of County Population that was Age 55-64: 2010

Percentage Age 55-64: 2010
Nebraska = 11.7%

- Less than 12% (14)
- 12.0 - 13.4% (22)
- 13.5 - 14.9% (32)
- 15.0% or more (25)

Source: 2010 Decennial Census (DP-1), U.S. Census Bureau
Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - June 10, 2011
Parents supporting adult children

Type of financial support parents are giving ...

- Providing housing: 50%
- Helping with living expenses: 48%
- Aiding with transportation costs: 41%
- Providing insurance coverage: 35%
- Fronting occasional spending money: 29%
- Helping with medical bills: 28%

Reasons for giving financial support

- **43%** are doing so because they are “legitimately concerned” with their child’s financial well-being.
- **37%** have struggled in the past and do not want to see their children struggle the same way.
- **32%** their children are worse off than they were when they left home.

*National Endowment for Financial Education 2011*
Potential Implications of Parental Support

• Ability of adult children to become caregivers?

• Are adult children saving for their own retirement?

• What about the parents – how are they saving for retirement if they are giving funds to their children?
Caregiving 2011 - It’s not for the faint of heart…

• 3.9 million Americans care for a child only

• 48.9 million Americans care for adults only

• 12.9 million Americans care for a child & adult

• Many of these people will need assistance sometime in the future

Source: National Alliance for Caregiving, 2011
• 10 million baby boomers will have AD (1 in 8).
• In numbers….13.5 million people by 2050 will have AD in the U.S.
• By the age of 85, approximately 1 in 2 will have AD.
• The reality: AD is the 6th leading cause of death – heart disease, cancer, stroke declining
• AD kills more people than breast cancer and prostate cancer combined.

The Alzheimer’s Generation

• In 2009, the cost of care – 12.5 billion hours of unpaid care is provided by families to persons with AD

• Estimated value in 2009 = $144 billion

• Cost of AD by 2050 = $1.078 trillion

• For every $100 spent on AD research there is $25,000 spent on caring for a person with AD

Future Considerations

• Labor – older worker? Need or want?
• Rethinking marketing strategy
• Availability of caregivers
• Aging prison population
• Design of roads – educating civil engineers
• Changing face of aging – the aging of the Latino population

Sandy Huffaker for The Wall Street Journal
Our Future???