

Demographics That Will Affect Pest Control Service and Marketing in the Coming Decade

- Baby boomers are now about one-third of the U.S. population.
- Trends in life expectancy are increasing the population that is mid-life and older, both absolutely and relatively.
- One-eighth of the U.S. population is currently over 65, and this segment is predicted to grow to one-fifth of the population within 50 years, meaning the entire country will have the same proportion of elderly as does “retirement-haven” Florida today.
- The 65+ population is expected to double in eight states (NV, AZ, CO, GA, WA, AK, UT, CA) by 2020, and 19 states will each have more than one million elderly residents.
- The “oldest old,” those age 85 and over, are the most rapidly growing group; by the year 2020 they will reach 7 million, and by 2050, 19 million.
- For the first time in history, we are looking at a population that will have roughly equal numbers of people in every age group.
- By 2010, Hispanics will be the second largest ethnic/race group after whites.
- Minority households are projected to be relatively younger in 2020, meaning the trend toward more older people, and thus more households without children in them, affects the white population disproportionately.
- Households that are post-family and pre-retirement generally have higher incomes than the average for all households, while racial and ethnic households tend to have lower incomes.
- Household size is shrinking: married couples without children and single person households make up the nation’s two most numerous household types.
- One in five Americans report some level of disability, and one in ten (26 million) described their disability as severe.
- About six percent of children now live in a grandparent’s home, nearly double the number in 1980.