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The New York Times

PUBLIC HEALTH

A Medical Mystery of the Best Kind: Major Diseases Are in Decline

Gina Kolata @ginakolata JULY 8, 2016



The leading killers — cancer, heart disease and stroke — are coming later in life in wealthy countries *as people in general live longer in good health.*

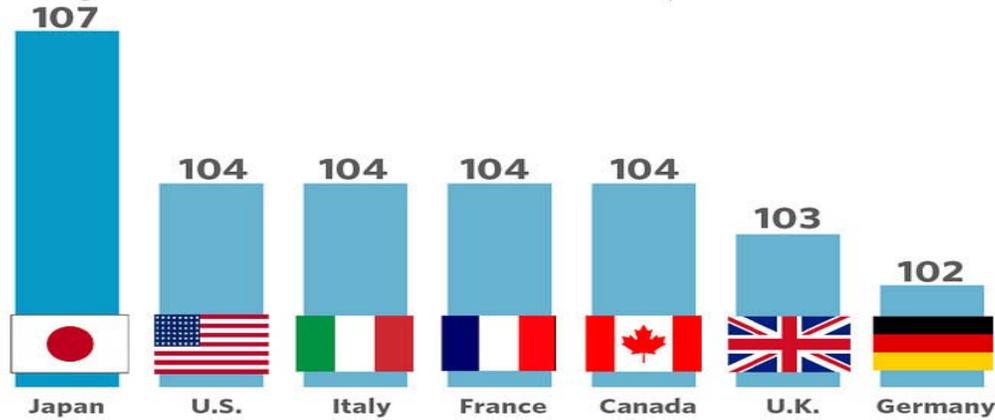


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Life expectancy

Oldest age at which 50% of babies born in 2007 are predicted to still be alive

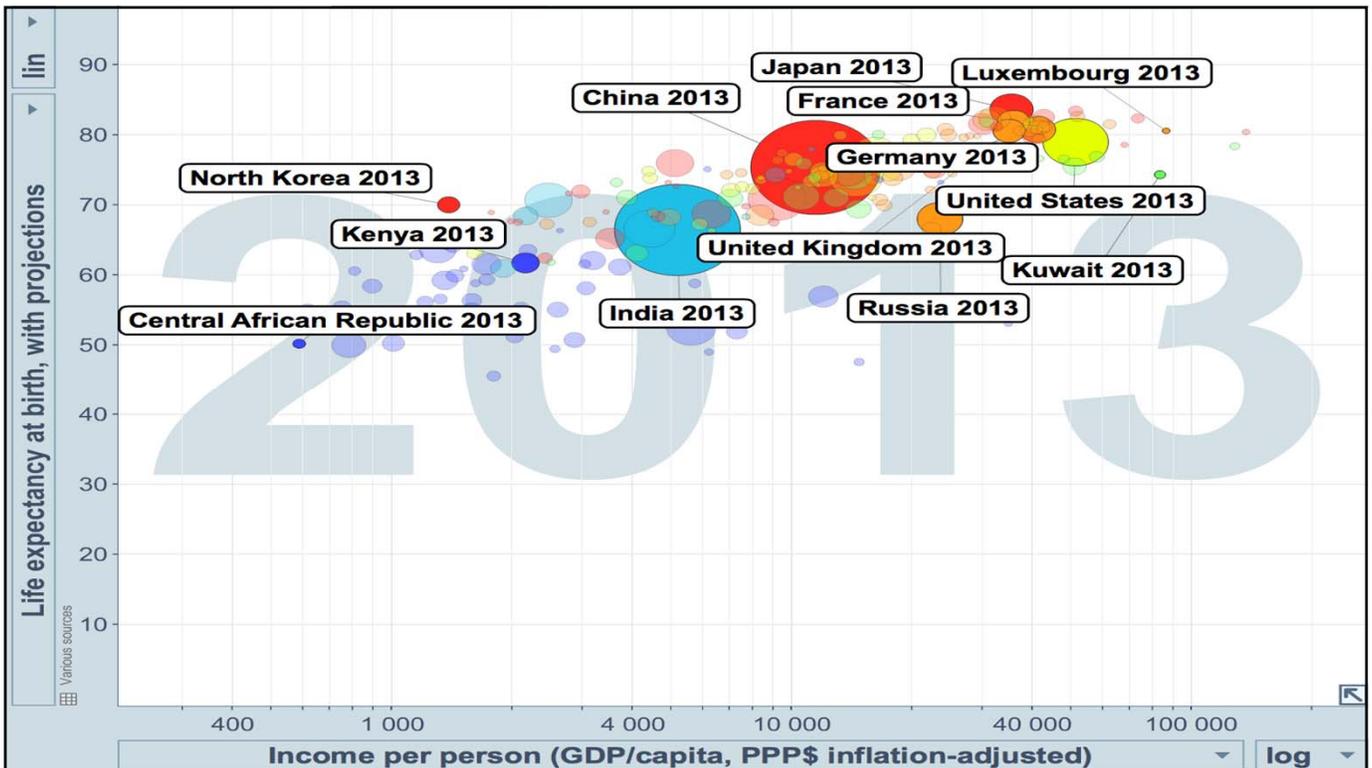
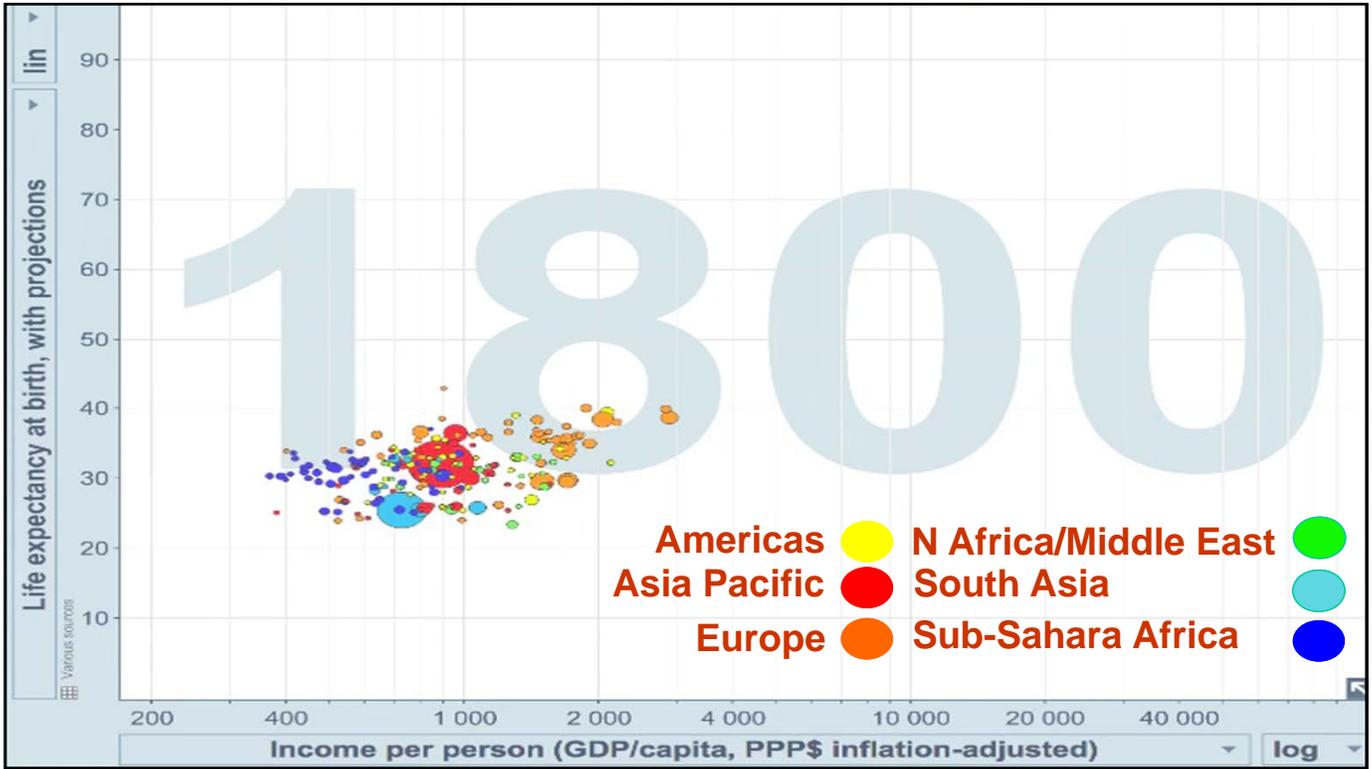


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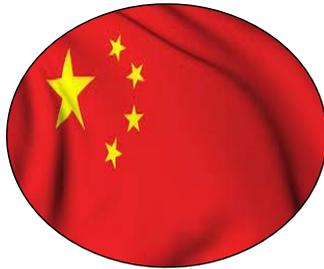




By 2020 the 60+ Population will Control **~30% of Global Spend**



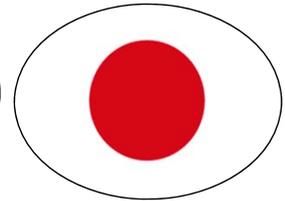
\$16.8T



\$9.2T



~\$8T



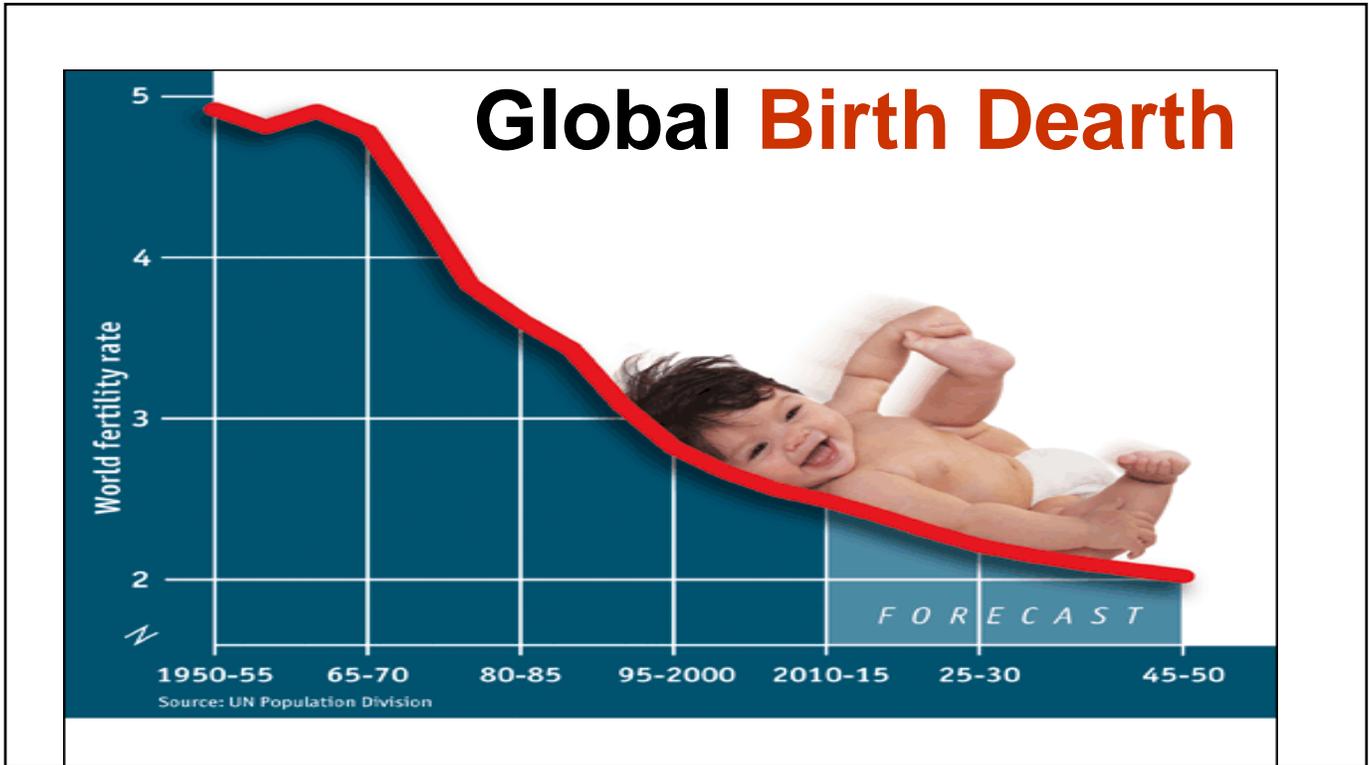
\$4.9T

Source: World Bank, Oxford Economics, AT Kearney



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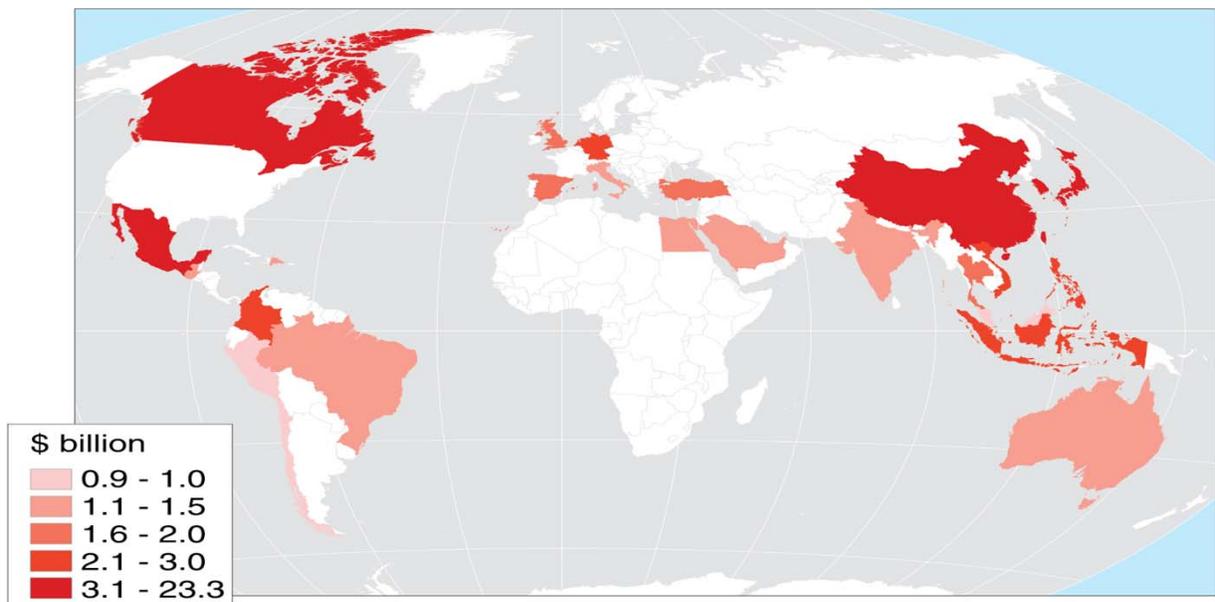
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Top 30 US Agricultural Export Destinations (2013-15)



Source: USDA, Economic Research Service calculations based on data from U.S. Department of Commerce, U.S. Census Bureau, Foreign Trade Database.



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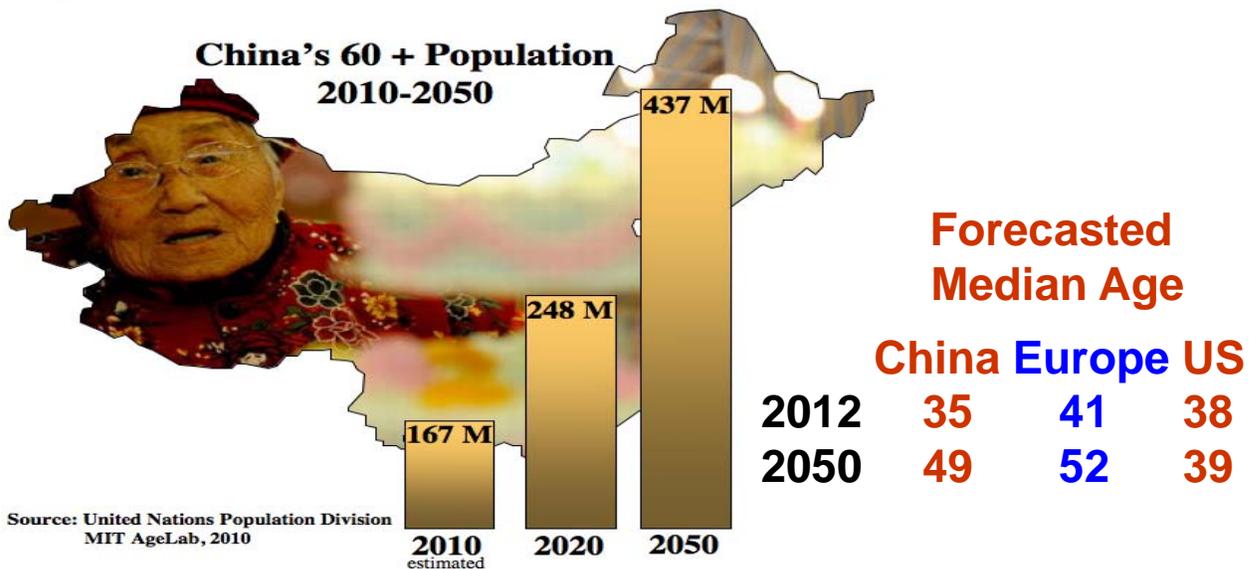
Today, life expectancy at age 65 is **85.2 years in Canada**, and those ages 65 to 69 are the fastest-growing part of the population

China's Looming Worker Shortage Threatens Economy

China's working-age population, defined as 15-59, fell 3.45 million last year, official data showed earlier this month -- the first decline since 1963.

Agence France-Presse

Feb. 3, 2013





**China: Pay a visit to your parents — or else
be fined & see your credit score go down**



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EUROPE | GANGI JOURNAL

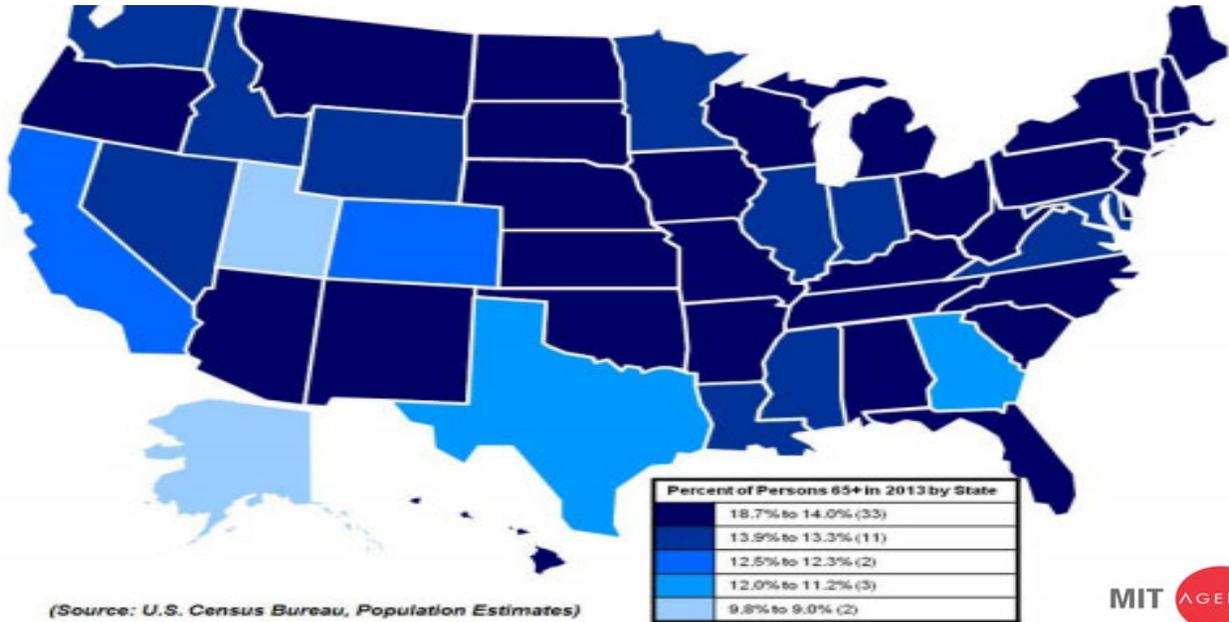
Sicilian Town Tells Outsiders: Take Our Homes. Please.



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Percentage Population 65+



World Population Growth Rate by Country



Future US Agriculture Market?

Source: CIA Fact Book, 2015



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Gen Delayed?

27 is the new 17

Adulthood Delayed

HOW DO WE DEFINE THIS PHASE OF LIFE?



YOUNG ADULT

Defined in the 1950s

Age: 20-40

A stage of human development, faced with the hurdle of intimacy vs. isolation



YOUTH

Defined in the late 1960s

Age: Post-Adolescent

Characterized by pervasive ambivalence toward self and society, and enormous value placed on change, transformation, and movement



EMERGING ADULT

Defined in the 2000s

Age: 18-30

Young Adults who are in limbo between adult responsibility & autonomy and parental dependency

20-SOMETHINGS?™ NYT 2010



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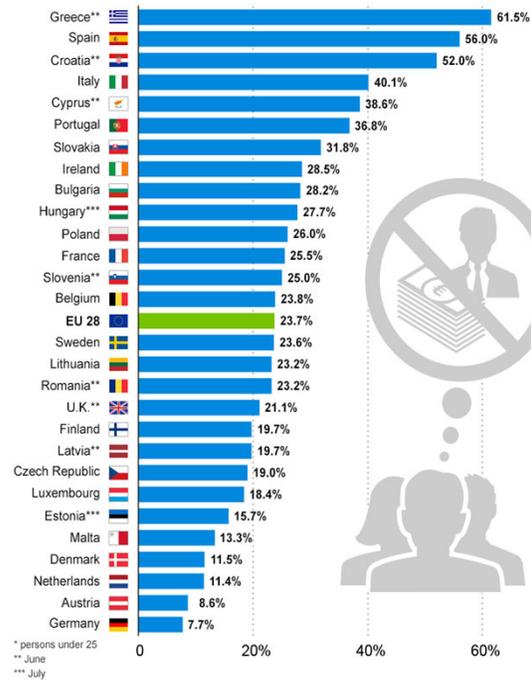
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Youth Unemployment Still Unrelenting in Europe

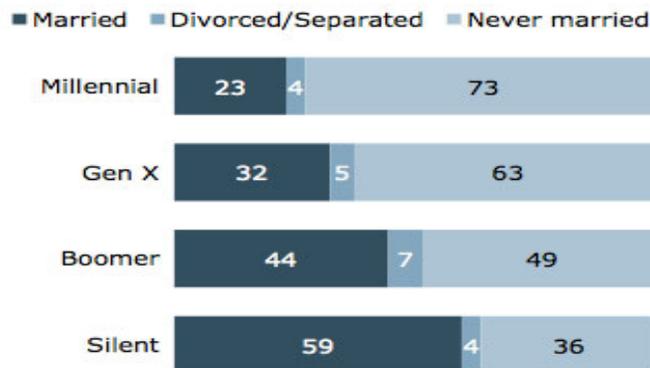
Youth unemployment* rate in the E.U. (August 2013)



Marriage Delayed

Marriage No Longer a Rite of Passage for the Young

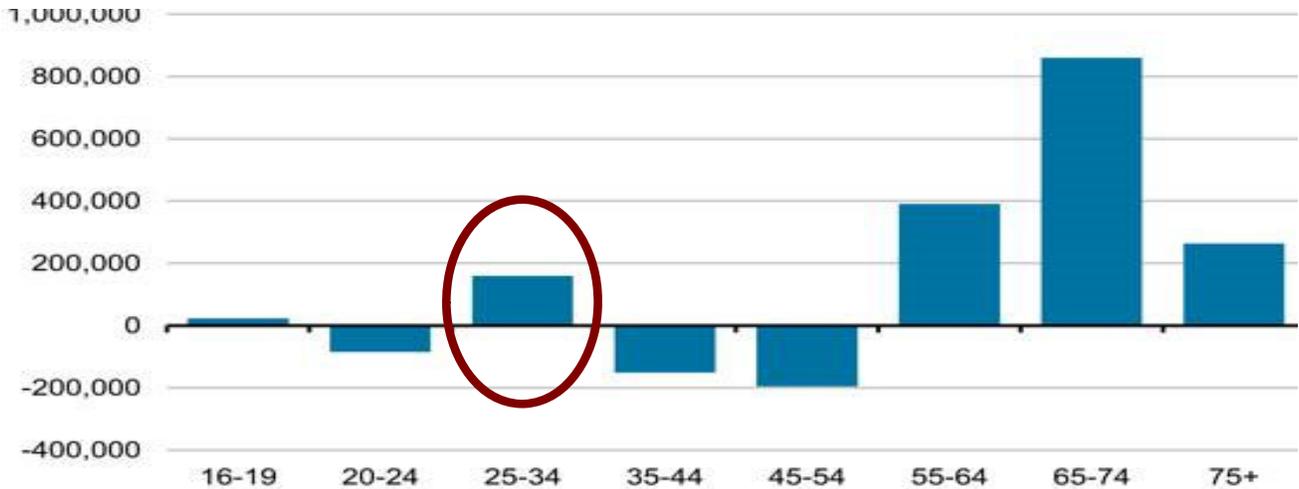
% who were married when they were ages 18-30



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Household Formation **Delayed**



Source: Temer Center for Housing Innovation at the University of California, Berkeley | WSJ.com



Still Home?

Young Adults Age 18-34 Living with Parents

48% of EU28

32% of US



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Celibacy syndrome?

- ~40% of 18-34 y/o Japanese have never had sex
- 45% of Japanese women aged 16-24 are 'not interested in or despise sexual contact'
- 25% of men feel the same way
- Japan's under-40s – millions not dating & many can't be bothered with sex.



Family **Delayed**

Today 1 in 5
American women
are child-free
compared with 1
in 10 in the
1970s.

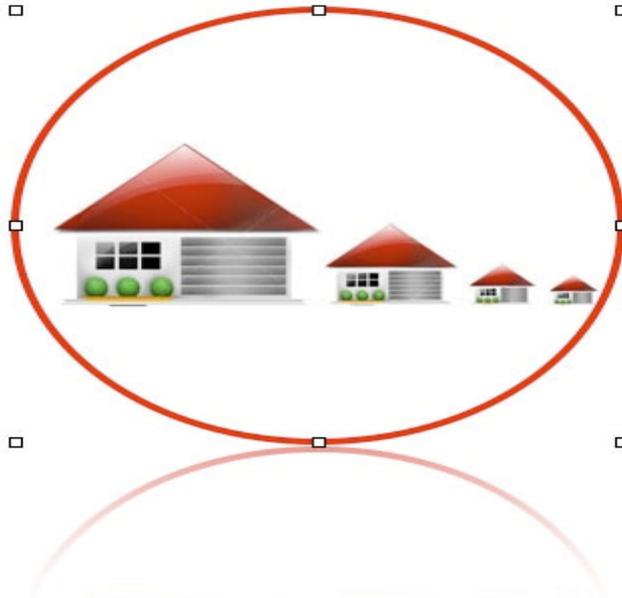


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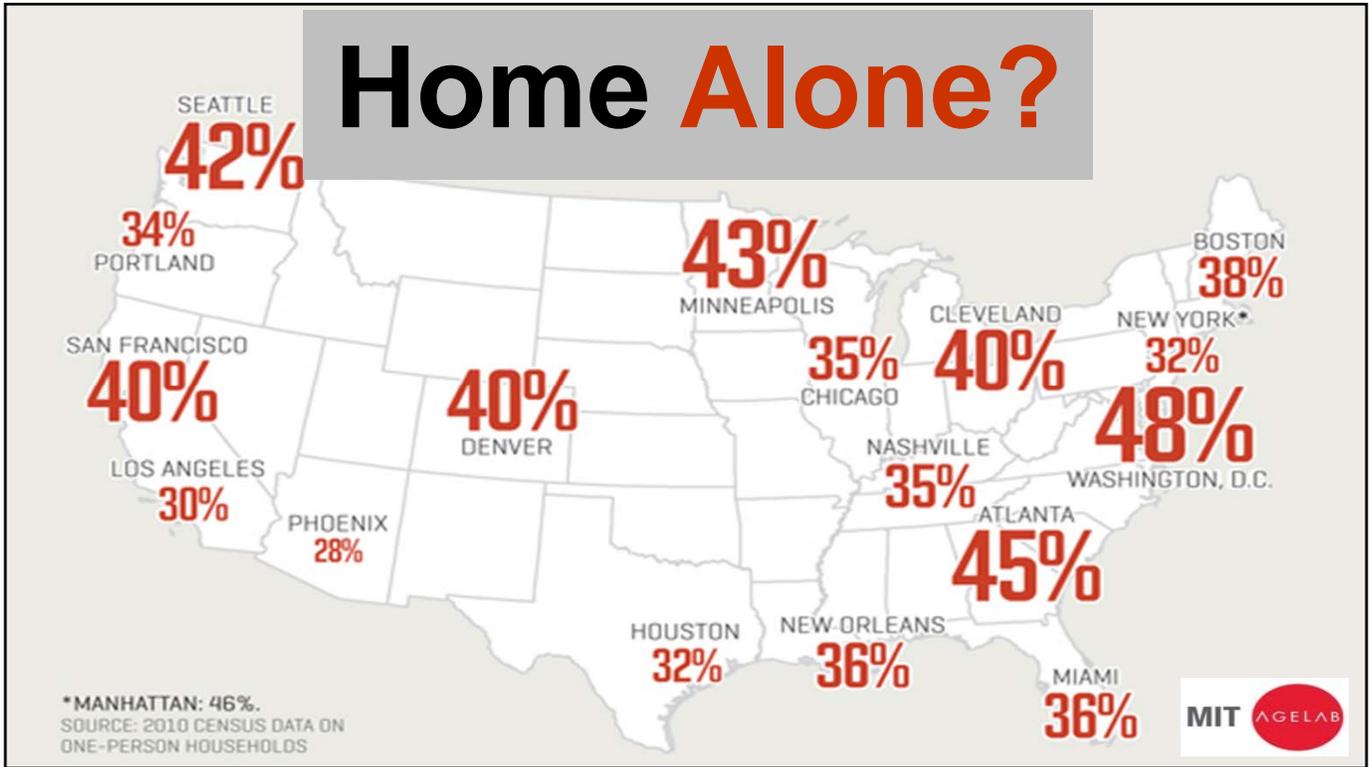
The Future is **Small**



Living **Solo**

China	15%
Europe	31%
Japan	31%
US	27%





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One Person Plus Dog Living

275-300' micro-apartment living



A Smaller Future?



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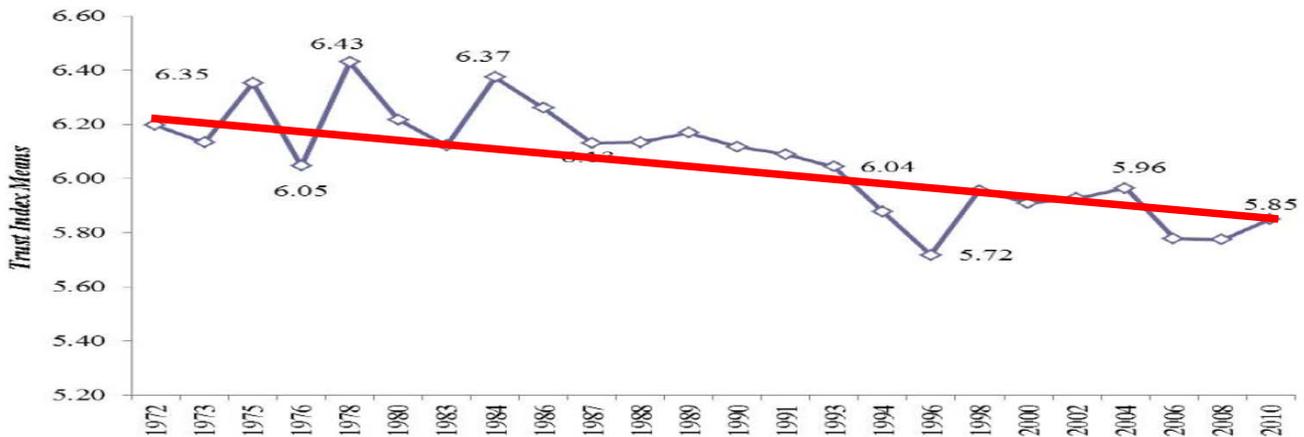


Who Will Buy **Suburbia?**



- **Fewer younger consumers** for 10-15 years
- **Millennials marrying later, fewer children**
- **Urban lifestyles**
- **Growing 'usership economy', e.g., ZipCar**

Trust Gets Smaller



Source: General Social Survey



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Trust in "Other People" by Two Generations of 18 Year Olds 32%



1976-1978



2010-2012



Sources: General Social Survey & Monitoring the Future of 12th graders

Trust in Small



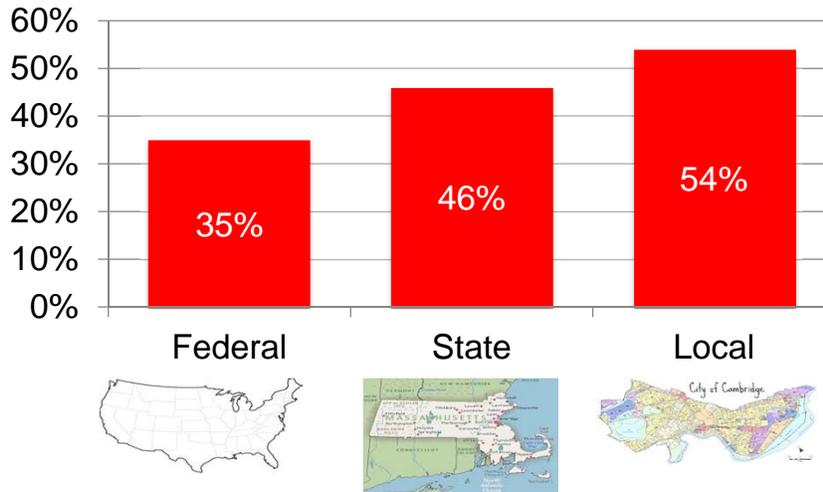
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Trust is Local



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Community Board

WHOLE FOODS MARKET
CAREING ABOUT OUR COMMUNITY
In 2012, 143,605...
80+...
384...
GIFT BASKETS, CATERING, TOYS, REUSABLE BAGS, PANTRY STAPLES, BOOKS, AND MORE.
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State Farm's
Next Door Cafe



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"There are over 8,400 farmers markets in USDA's National Farmers Market Directory, and this survey shows that they are thriving and expanding..."

Source: USDA <<https://www.ams.usda.gov/press-release/national-farmers-market-manager-survey-shows-farmers-markets-continue-grow>>

When you get information about the food you buy, how trustworthy do you find the following sources? (%)



Source: 2015 Science and Food Survey

THE CHICAGO COUNCIL ON GLOBAL AFFAIRS



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The Future is **Female**



- Women earn more BA/BS degrees than men **since 1978**
- More graduate degrees **since 1988**



Average global university enrollment ratio in 1970 was 160 men per 100 women, today it stands at around 93 men per 100 women.



Not Your Mother's Marketplace

- Women will **control 2/3 of the consumer wealth** over the next decade
- By 2024, the average woman in U.S. and several EU countries will out-earn the average man
- Key buyers of:
 - 89%** of consumer electronics
 - 65%** of automobiles
 - 80%** of home improvement
 - 90%** of healthcare decisions
 - 80%** of NFL products

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Women have **outpaced men in home-buying since 1990s
~**20%** of new home buyers are single women compared
to **9%** of single men.**



Is **Entrepreneurship** the New Women's Movement?

- Women **start businesses at a higher rate than men**
- Women will create **over half of new small business jobs**



Average marriage in Europe - 13 years
Gray Divorce up 700% in US &
300% in Japan



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"Nobody uses crystal balls anymore."

Work Rethought



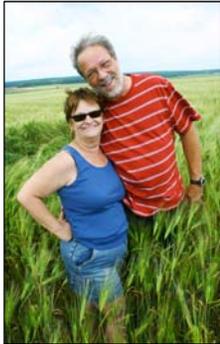
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Five + Generations



**Silent
WWII**



**Older
Boomers**



Jones



X



Y

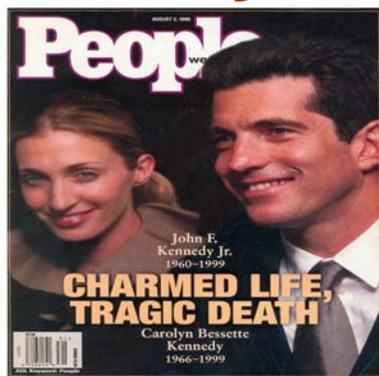


Z

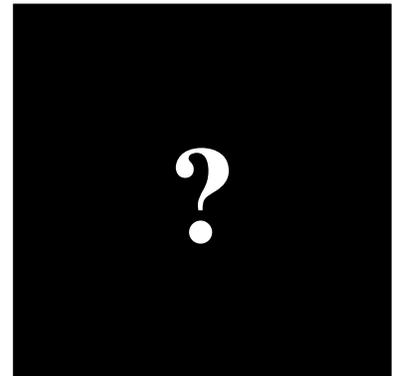
How & where did **Kennedy** die?



Baby Boomers



Gen X



Gen Y



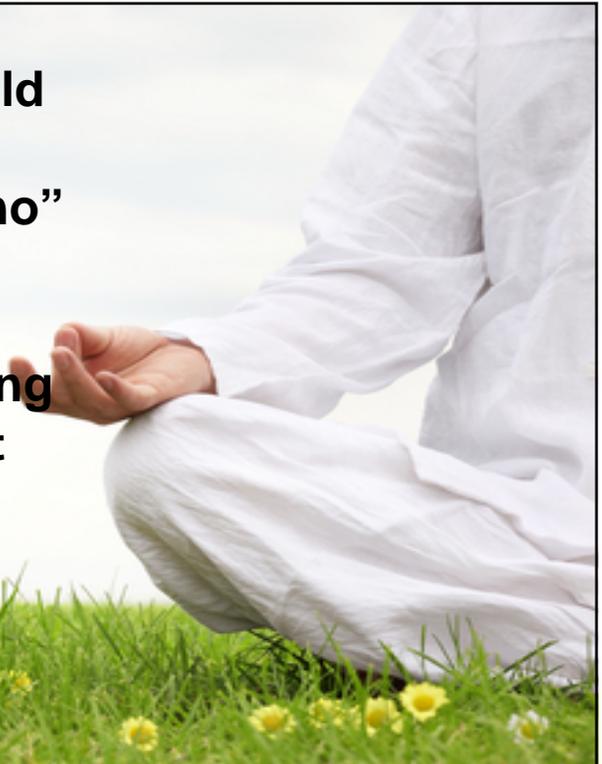
**Would you
give an
employee
time off for
a **medical**
problem?**

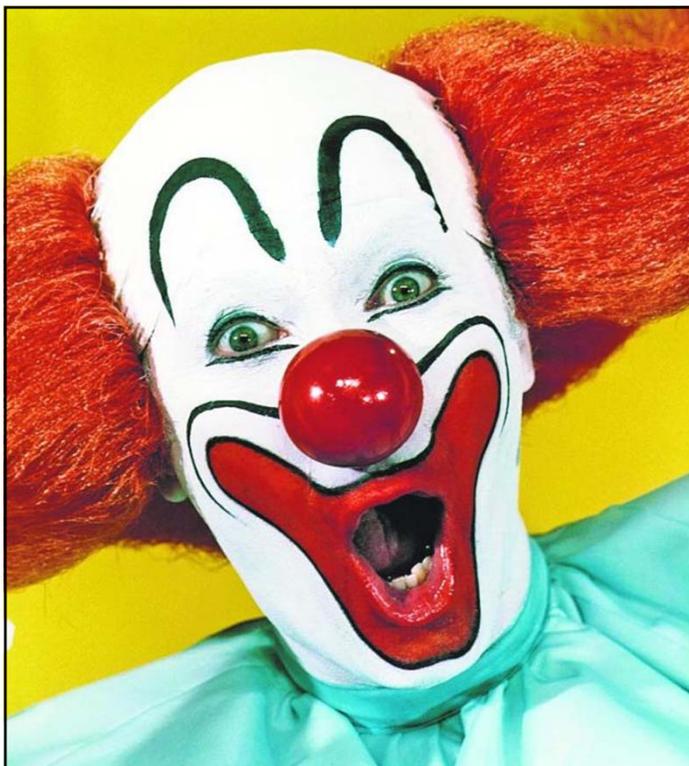


But – when asked if they would grant 1 hour for a spiritual coach, most **Boomers** said “no”

Gen X – ‘if you want to retain me, I expect flexible scheduling and shouldn’t matter for what purpose’

Millennials views *health* as mind-body-spirit





Average Worker Age

(United States)

- Financial Advisor 56
- Physician 53
- Nurse 50
- Truck Driver 51
- Energy 57
- Teacher 50



OCT 27, 2015 @ 01:16 PM 3,561 VIEWS

A Farmer Shortage Can't Be Good For Food Companies



Geoff Williams
CONTRIBUTOR

I cover the business of food, from artichokes to zucchini.

FOLLOW ON FORBES (3)



FULL BIO >

Opinions expressed by Forbes Contributors are their own.



Workers harvest peppers on the Uesugi Farm in Byron, California, U.S., on Thursday, July 16, 2015. (David Paul Morris/Bloomberg)



WORK

RETIREMENT

40% say they **“plan to work until [they] drop.”**

Source: AARP



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MOOC, Midlife & Mentorship

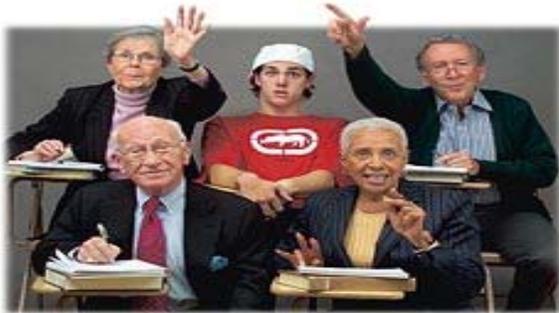
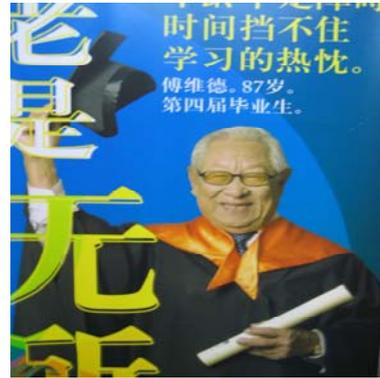


Photo: Dennis Chalkin



EDUCATIONAL FINANCING

The \$7,000 Computer Science Degree — and the Future of Higher Education



Welcome to the **Gig Economy**

REIMAGINE
how you work

Workbar's flexible workspaces provide the right balance of concentration and collaboration with others. Join Workbar's ecosystem of startups, small businesses and remote professionals and do your best work.

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- **Retirement transitions**
- **Working caregiver**
- **Freedom over finances**



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BUSINESS PEOPLE

Uber Wants Your Parents to Be Drivers If They Can Use a Smartphone

Katy Steinmetz / San Francisco @katysteinmetz | July 30, 2015

[✉](#) [f](#) [t](#) [g+](#) [in](#)

The new economy is welcoming older Americans with open arms

“Companies don’t hire 50-year-olds. They just don’t.”

So says 50-year-old Sherry Singer. After decades of being a professional matchmaker, Singer wanted to change gears and start a non-profit, but still needed to pay the rent in L.A. Feeling she had few places to turn in the traditional job market, she looked to a more



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China's Labor Shortage & Aging Workforce Makes It Top Market for Robots in 2016

“With soaring wages and an **aging population**, electronics factory managers say the day is approaching when robotic workers will **replace people on the Chinese factory floor**”

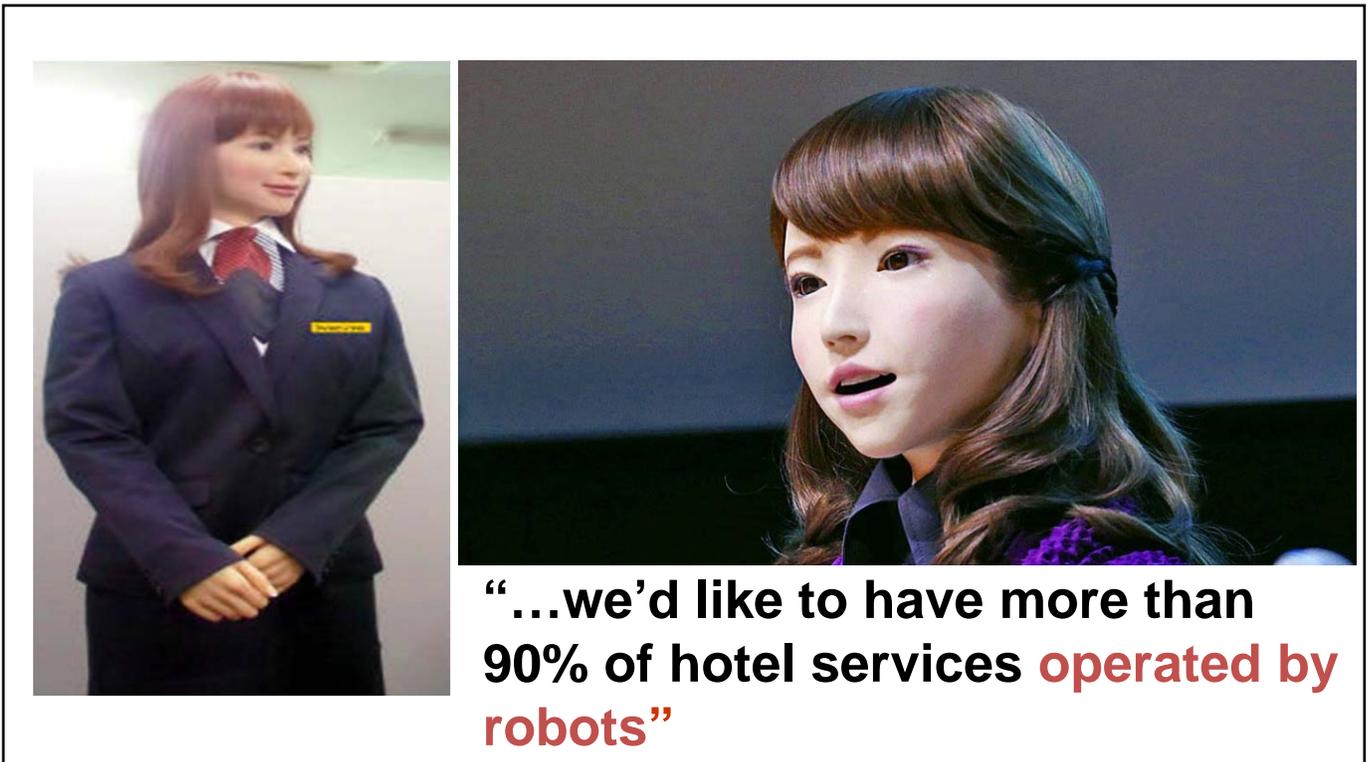


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From Ownership to Usership



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Usership Economics



The car for
people who
don't want one.



drive zipcars by the hour or day



Innovation Nation

Uber launches drug store delivery service

By James O'Toole @jtotoole August 19, 2014: 11:39 AM ET

 Recommend 307

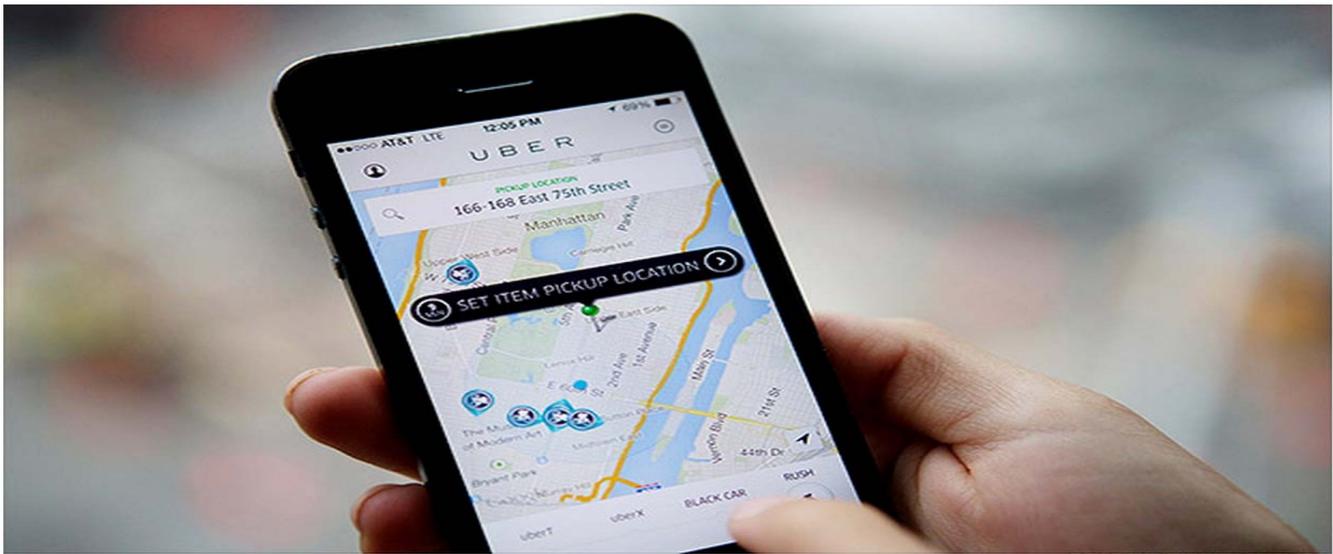
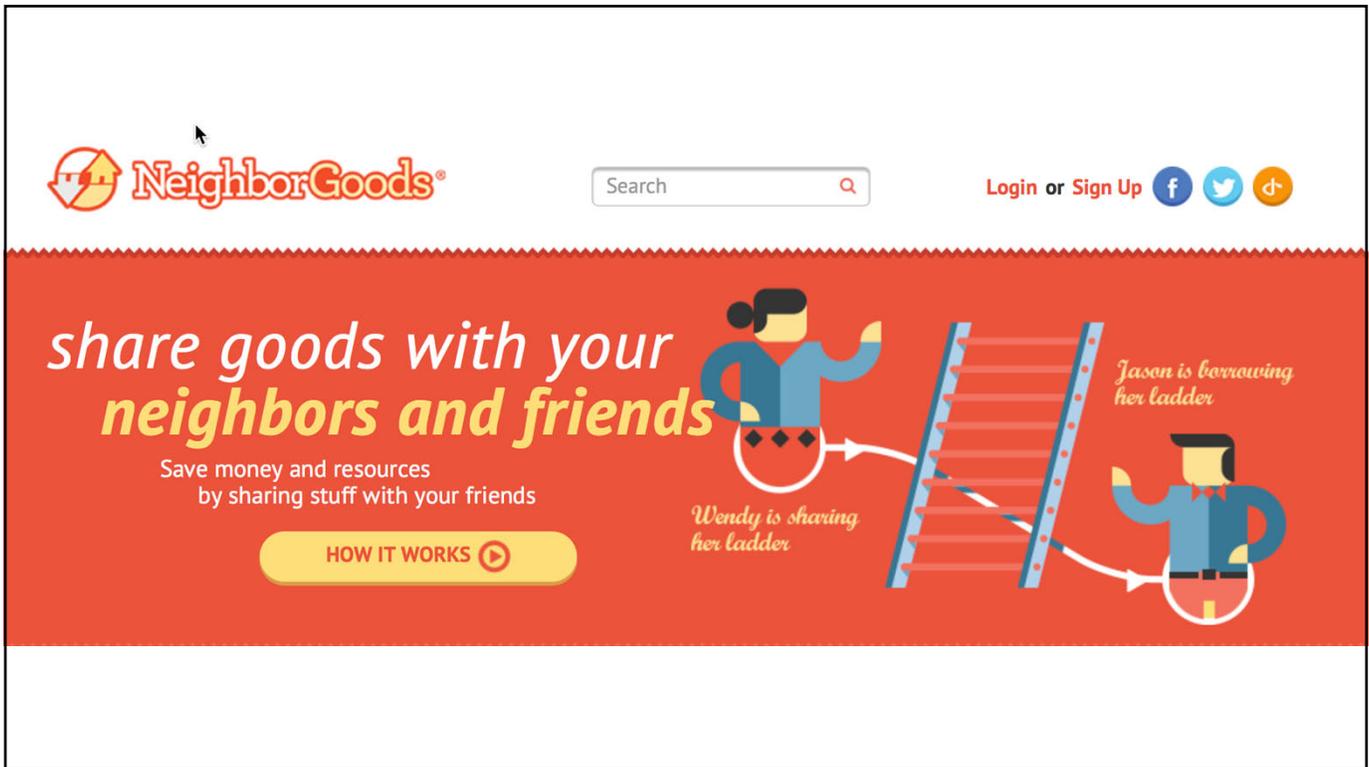


PHOTO: BLOOMBERG/GETTY



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The banner features the NeighborGoods logo on the left, a search bar in the center, and social media icons for Facebook, Twitter, and LinkedIn on the right. The main text reads "share goods with your neighbors and friends" in a mix of white and yellow fonts. Below this, it says "Save money and resources by sharing stuff with your friends" and includes a yellow button labeled "HOW IT WORKS" with a play icon. An illustration shows a ladder being shared between two people, with text labels: "Wendy is sharing her ladder" and "Jason is borrowing her ladder".



The advertisement features a white background with four women in various dresses. The text "RENTHERUNWAY" is prominently displayed in the center, with "love. wear. return." underneath. The women are shown in different styles of dresses, including a blue dress, a grey dress, a blue dress, and a black dress.



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Rent

Pets for



From Healthcare to Proactive Wellbeing



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Ill but not sick.

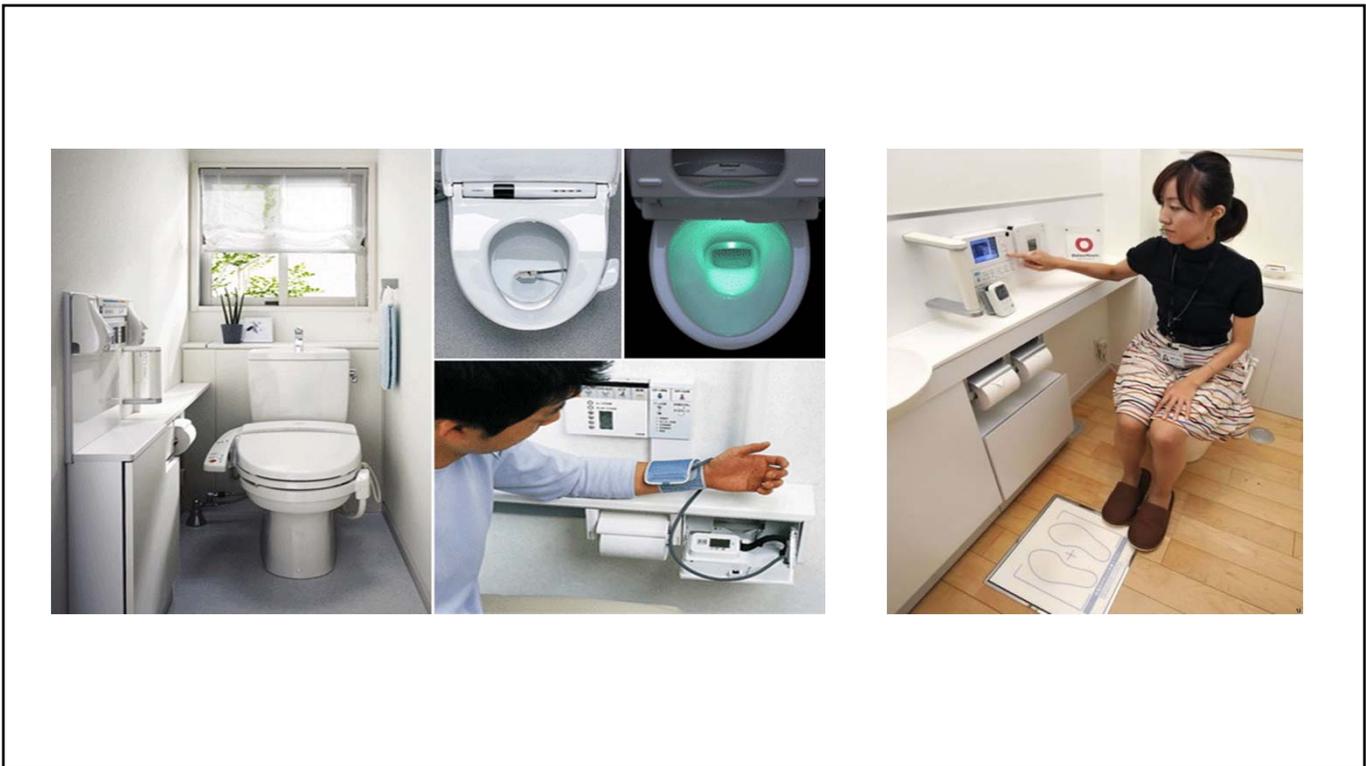
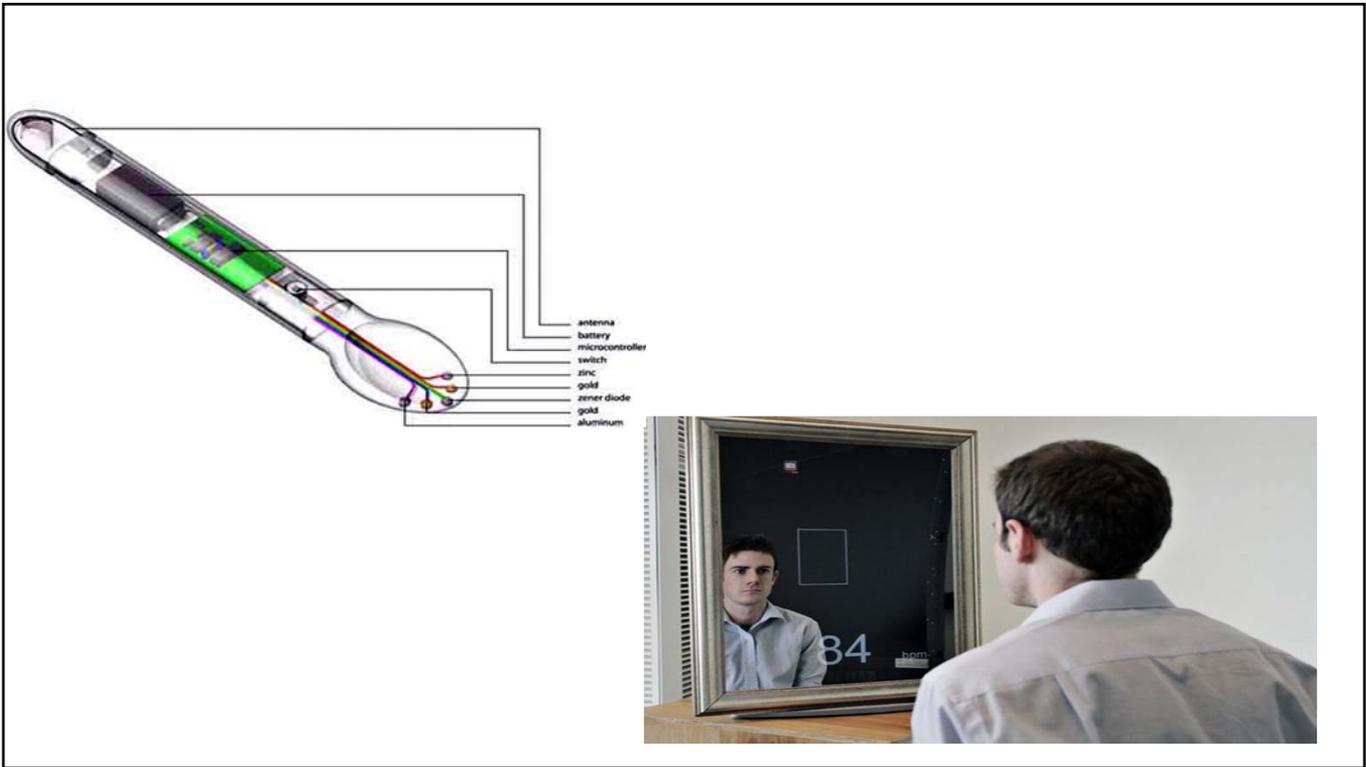


Typical Family Home Could Contain More Than 500 Smart Devices by 2022



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