An ageing population, the challenges and opportunities ahead

Professor Patrick Bonnett
Within only 10 years, there will be one billion older people worldwide.
Demographic Change in the UK

The number of people aged 60 and over will more than double by 2050, reaching 2 billion globally (UN’s Population Division).

There are now 15 million people in the UK aged 60 and above, with 85+ being the fastest growing age group.
And things are changing quickly...

- Life expectancy increases by 12 minutes every hour

- Or 5 hours every day...
What does ageing look like today? ...in the UK

Your average life expectancy is...

92 years
That's 92 years from now.

However, there's a chance you might live longer...

1 in 4 chance of reaching 101
1 in 10 chance of reaching 106
29.2% Chance of reaching 106:
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....internationally
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.....internationally
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The demographic “agequake”

265,000
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The demographic “agequake”
“Ageing population a challenge for New Zealand”

“Canada is unprepared for the demographic time-bomb hurtling at us”

“Spain is expected to become the world’s second oldest country by 2050”

“Fewer births, more deaths as Singapore population ages”

“Time for action on Australia’s ageing population”

“PM states desire for more collaboration between UK and Nordic and Baltic experts on ageing”
However, age is not what it used to be

- Today’s ageing consumers are fitter, healthier and richer than those in previous generations
- Over 50% of those over 75 believe they are in very good health

Figure 4
Evolution of income share for the over-60s

<table>
<thead>
<tr>
<th>Country</th>
<th>Age 60+ share of income (2005)</th>
<th>Age 60+ share of income (2020a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>26.6%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>9.7%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>14.0%</td>
<td>19.2%</td>
</tr>
<tr>
<td>China</td>
<td>11.3%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Denmark</td>
<td>18.2%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Finland</td>
<td>23.0%</td>
<td>24.7%</td>
</tr>
<tr>
<td>France</td>
<td>20.8%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Germany</td>
<td>27.1%</td>
<td>29.7%</td>
</tr>
<tr>
<td>India</td>
<td>8.4%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>8.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Italy</td>
<td>24.0%</td>
<td>24.1%</td>
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<td>Japan</td>
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<td>Netherlands</td>
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<td>Norway</td>
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<td>Romania</td>
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<td>Russia</td>
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• Over 50’s in the UK hold:
  ➢ 68.3% of all UK household wealth ($10.7 trillion)
  ➢ 77.3% of all financial wealth ($1.64 trillion)
  ➢ 66.2% of all property wealth ($3.43 trillion)
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An opportunity identified by UK Government

工业策略

我们将会采取行动并扩展英国的领导地位于四个早期优先领域中：

我们将支持新产品和服务，以满足日益增长的全球老年人口的需要，解决重要的社会需求，以及为英国利用商业机会。
### AGEING SOCIETY GRAND CHALLENGE

Improving the quality of life to match increasing longevity, preparing society and the economy for the 100 Year Life and supporting UK productivity.

<table>
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<tr>
<th>Pillars</th>
<th>Outcomes</th>
<th>Example metrics to measure success</th>
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| **Finance and Economy**      | I feel financially secure                                                 | • UK productivity  
• Size of UK silver economy – Today Europeans over 65 have a spending capacity of over €3000 billion  
• Adequacy of retirement saving |
|                              | UK has a strong economy                                                  |                                                                                                                                                                                                                                |
| **Health & Care**            | I feel healthy & not limited by disability                               | • Outcomes delivered by care sector  
• Spend on health & care as % GDP  
• Difference between Life Expectancy and Healthy Life Expectancy  
• Productivity of care sector |
| **Homes, Families & Communities** | I am happy at home & well connected to my family and wider networks       | • ‘Fit of housing stock’ to need  
• Wellbeing in late life  
• Access to transport |
| **Work, Learning and Purpose** | I can work for as long as I want                                         | • Employment rate of over 50s  
• No. of people in workforce working towards a qualification  
• Life long learning |

Enablers: Data, Export Strategy, Local Industrial Strategies, Public Awareness & Engagement

Specific Missions
• Age does not define us
  ➢ Old is 15 years older than we all think we are
  ➢ 8/10 of younger and older people want life to slow down
  ➢ 85% of people of all ages don’t have the time to do things that matter to them most
  ➢ 86% of young people and 84% of the oldest rely on the internet
  ➢ 85% of people of all ages want to keep fit and active for as long as possible
  ➢ 9/10 people of all ages feel that brands stereotype people by age
And yet...

- Young people are just smarter”
  Mark Zuckerberg, Facebook

- “Old folk can’t be trusted with big decisions because they’re always wrong”
  Giles Coren, The Times journalist

- “Just because I’m over 60 nobody wants to sell me anything any more”
  Germaine Greer

- 83% of people want age-neutral and inclusive brands
Reimagining the future of housing and public spaces for an ageing population

- Inclusivity
- Adaptability
- Desirability
- Transferability
Thank you!

Patrick.bonnett@ncl.ac.uk

Cell Phone: +44 (0)7957 654810
Office: +44 (0) 191 208 2508
http://www.ncl.ac.uk/nica/
@InnovAgeUK