

TRENDS & PROJECTIONS

California 2030 | October 2023



CREATIVE

IDEAS TO ACTION

RESULTS



Social

Technological

Economic

Environmental

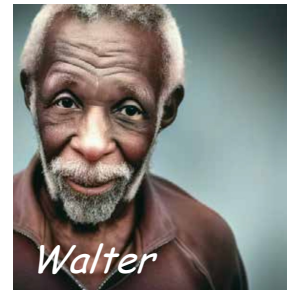
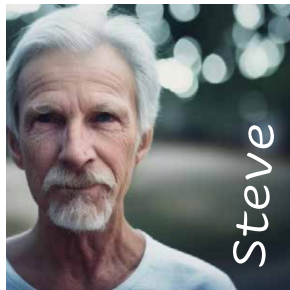
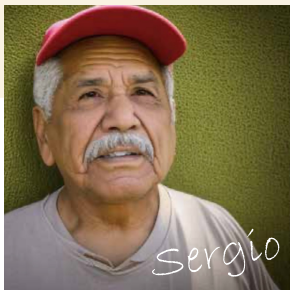
Political

Values

The STEEPV framework helps organize some the most significant societal trends that will impact the future of aging and California's Aging Network.

By considering these factors, we can better understand the opportunities and challenges that lie ahead for the CA Aging Network.

And, we can compare these trends against our traits, recommendations, and personas.



Demographics

More older Californians living longer.

Diversity

Increases of non-White and mixed Californians.

Population Shifts

65+ population growth will not be universal.

Living Status

Smaller households and more Californians living alone.

Nutritional Status

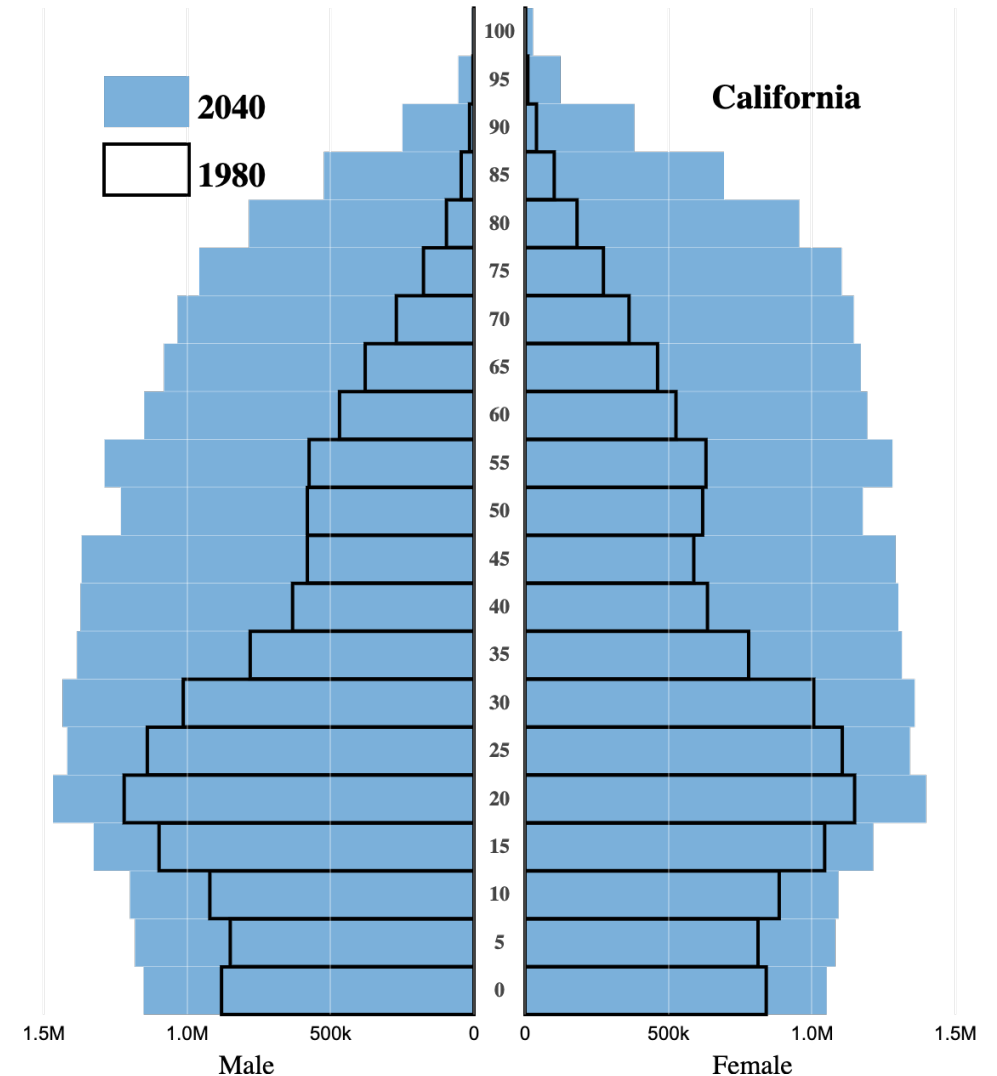
Increasing food and nutrition challenges.

Health Status

Increases in certain chronic health conditions.

Functional Status

Increases in physical and mental impairments.



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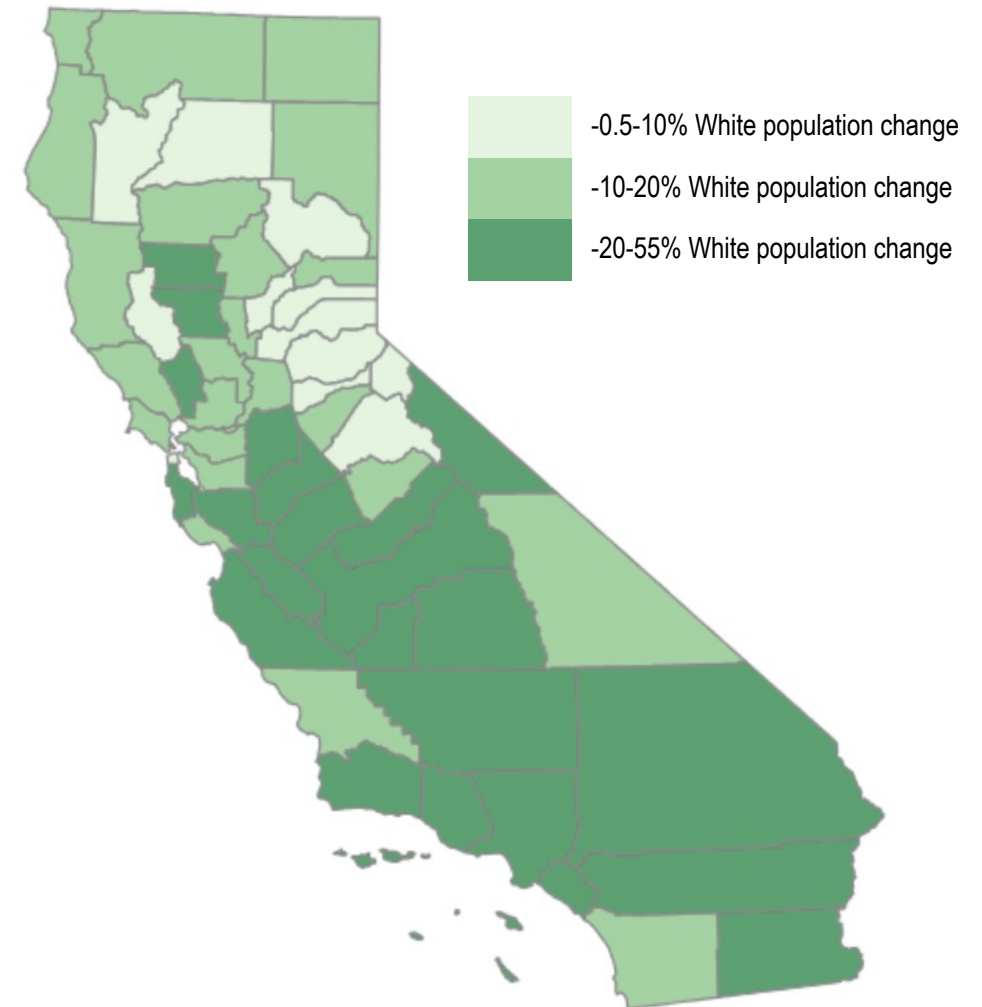
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SOCIAL TRENDS

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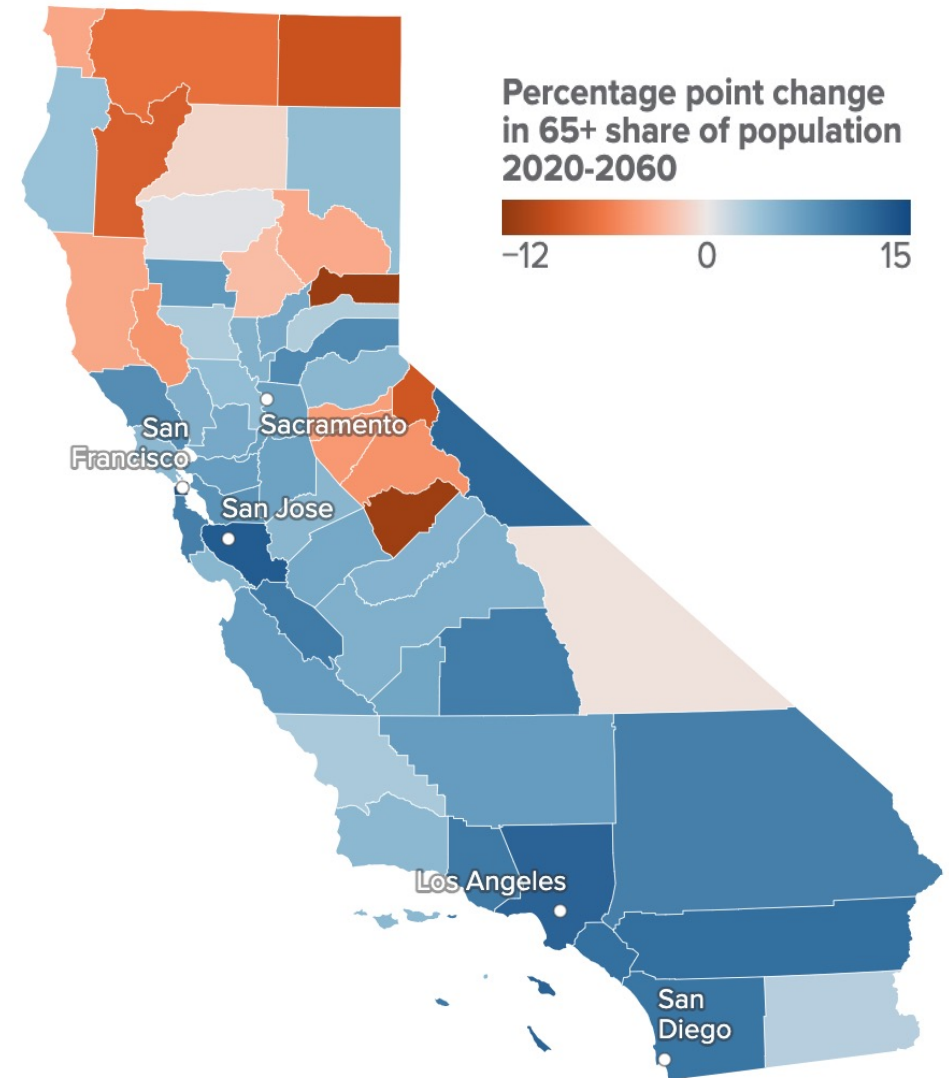
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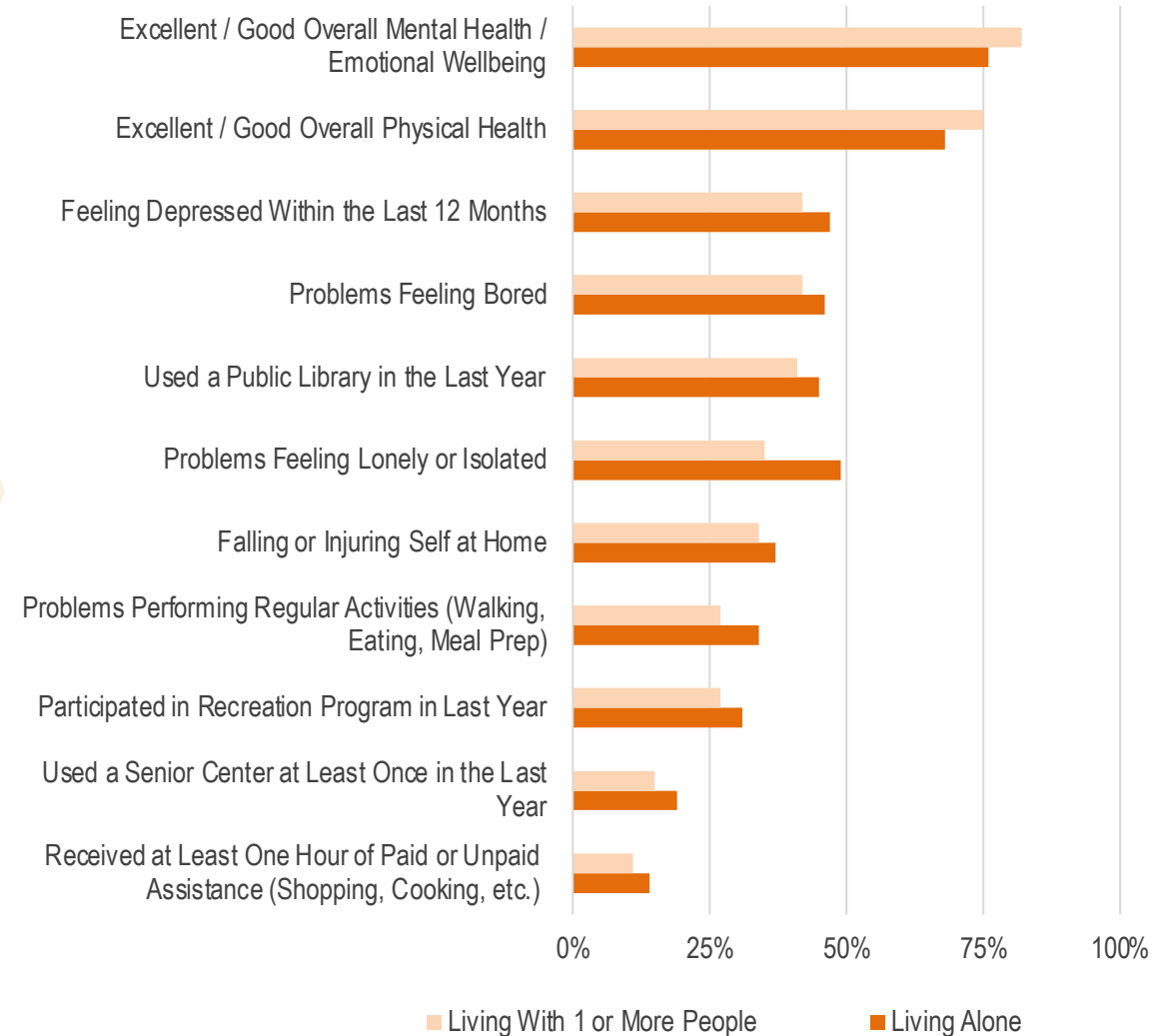
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Older Californians' Social Wellbeing, Engagement and Support Levels, by Living Status



SOCIAL TRENDS

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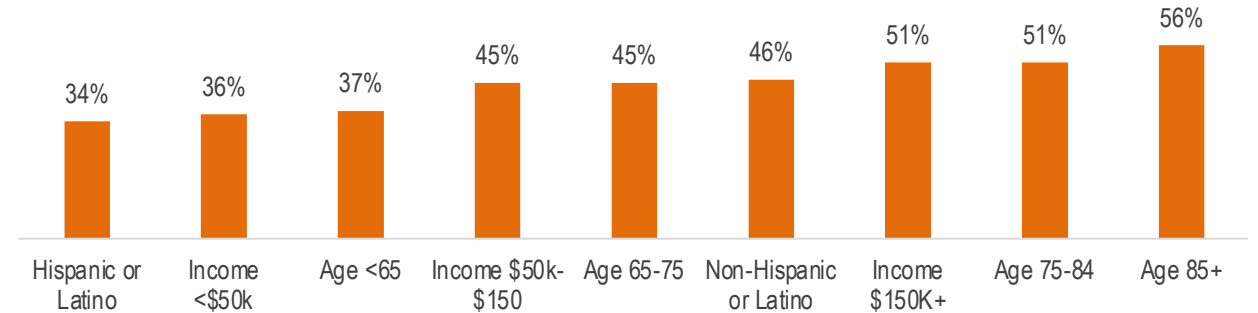
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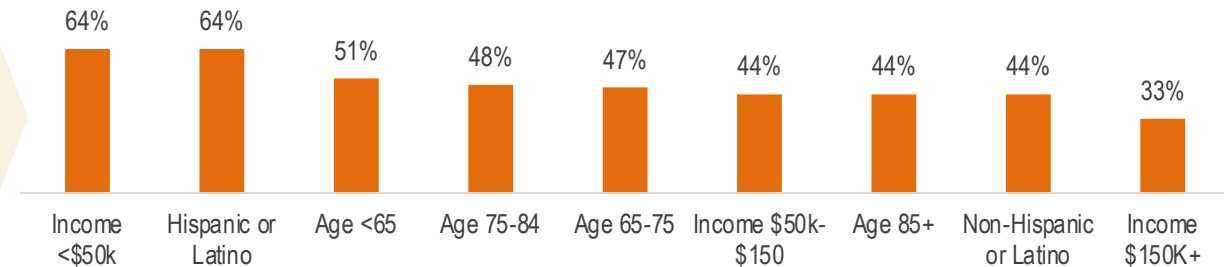
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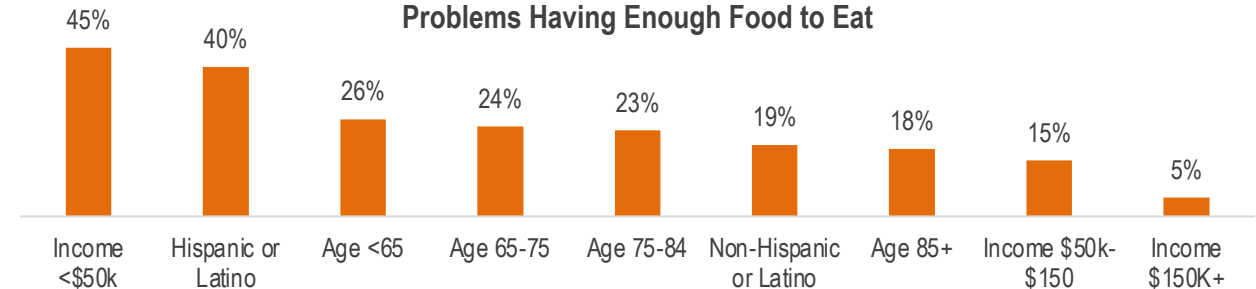
Good / Excellent Availability of Quality Food



Problems Maintaining a Healthy Diet



Problems Having Enough Food to Eat



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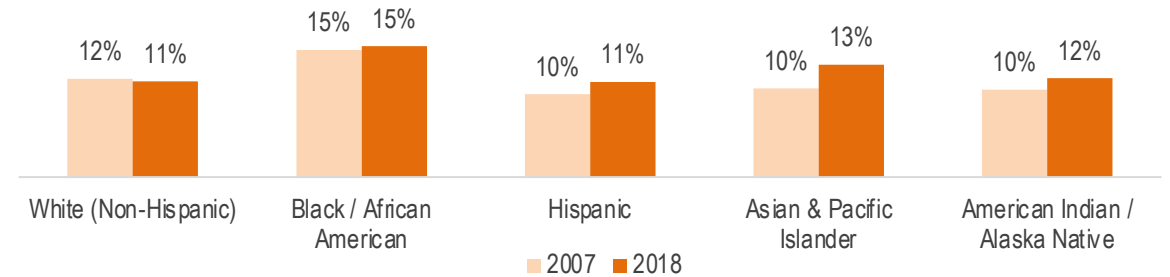
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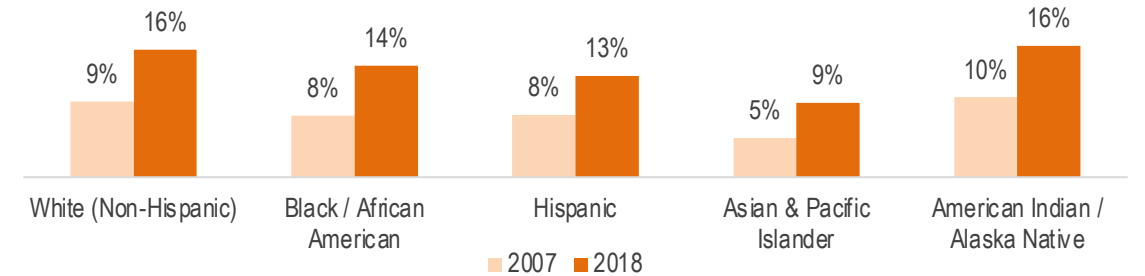
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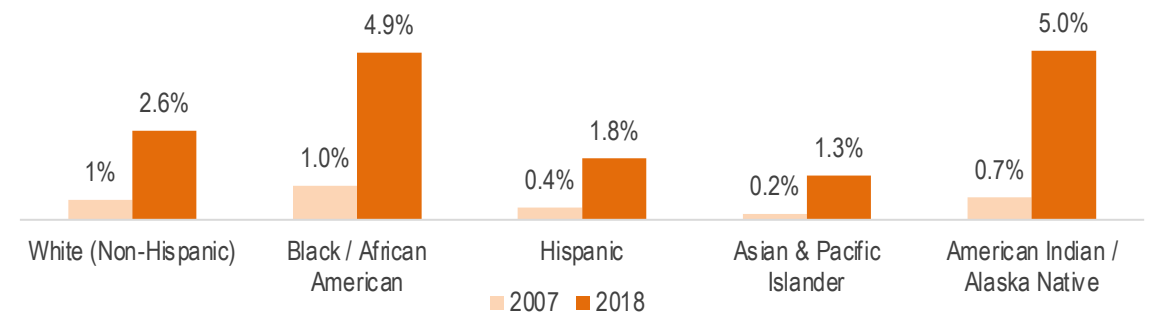
Rates of Alzheimer's Disease and Related Dementias



Rates of Depression



Rates of Drug & Substance Abuse



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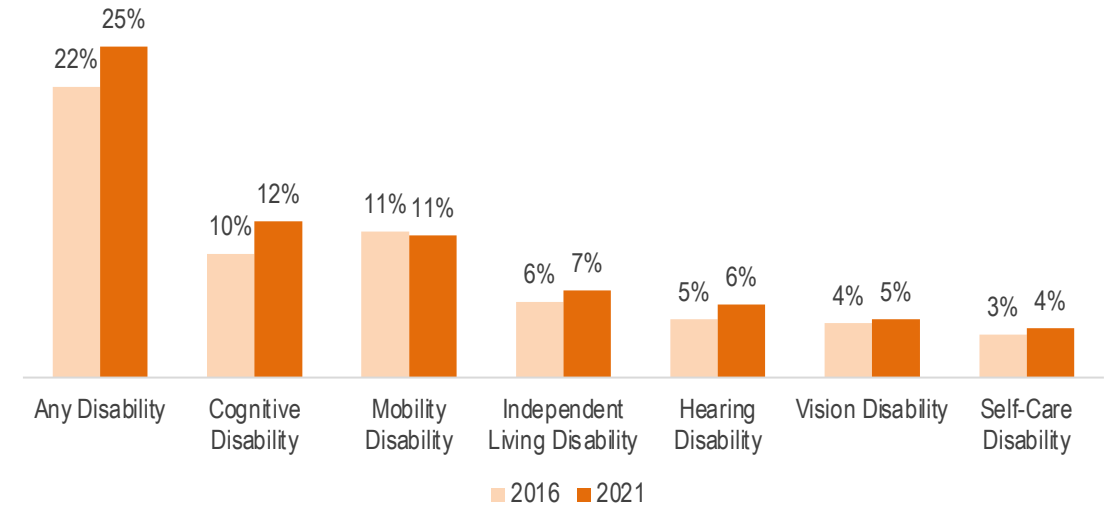
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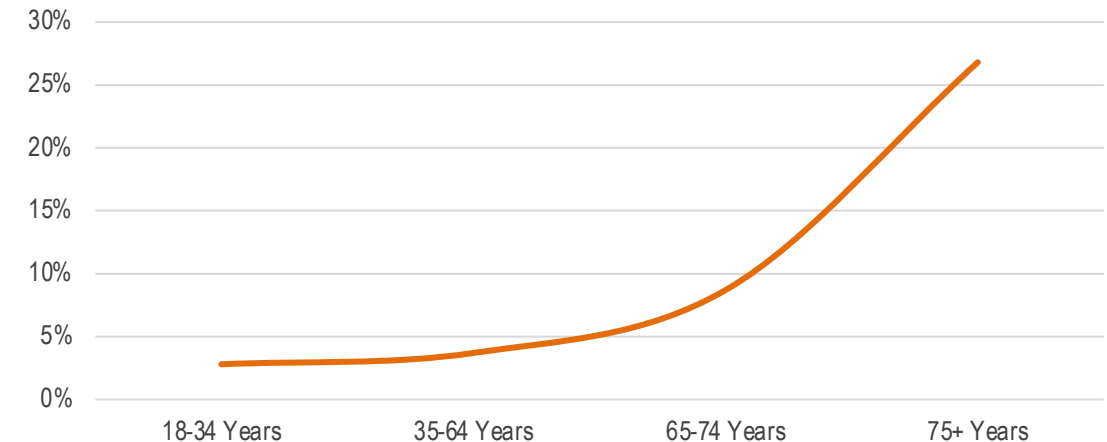
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Prevalence of Disabilities Among 18+ Year Old Californians (2016-21)



Prevalence of Independent Living Difficulty of Californians, by Age Group (2020)



Closing the Digital Divide

Rising use of email, personal devices, and high-speed internet.

Smart Homes & Devices

Expansion of remote monitoring, sensors, and wearables.

Automation & AI

Expansion of automation and artificial intelligence.

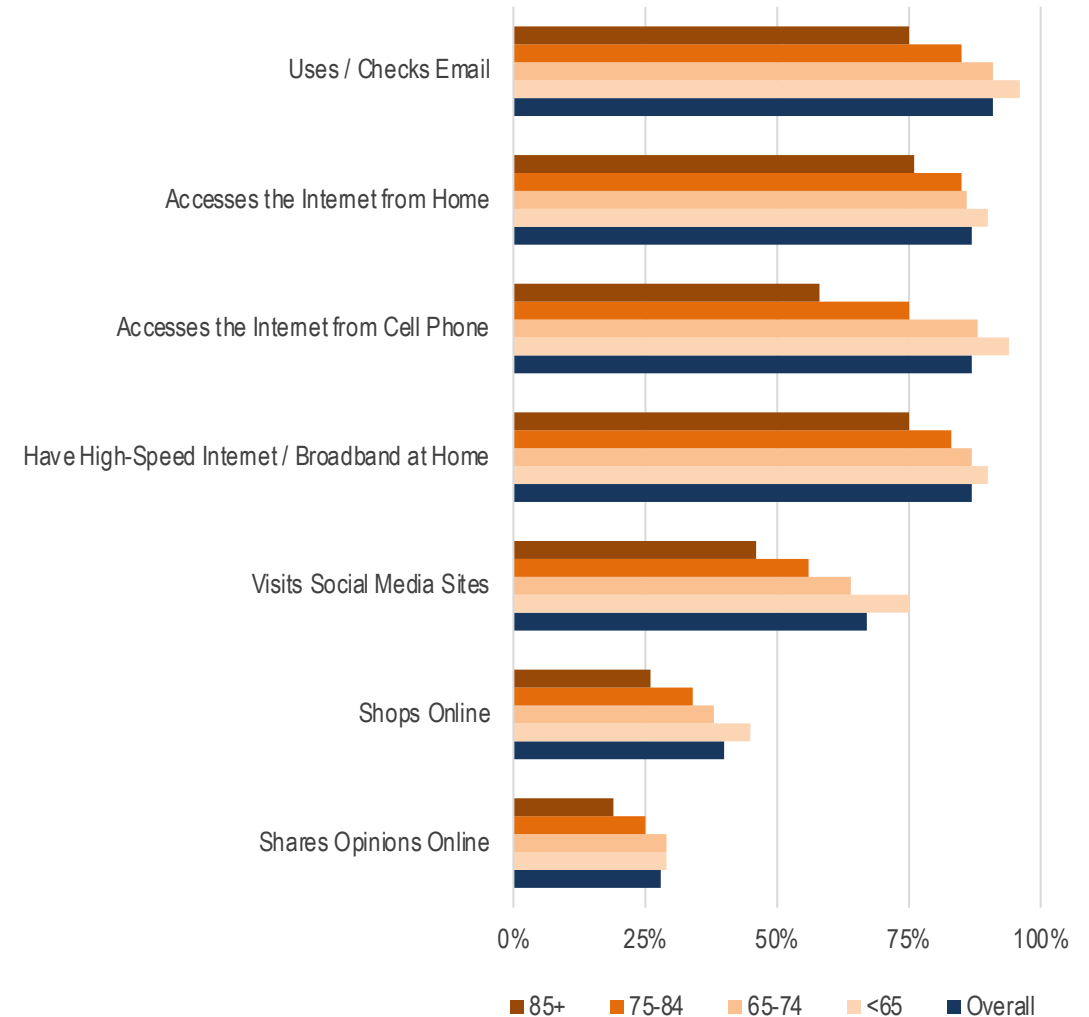
Privacy & Security

Loss of digital privacy and increasing cybercrime.

Longevity Tech

Advances in longevity biotechnology and life sciences.

Older Californians' Access To and Use of Technology



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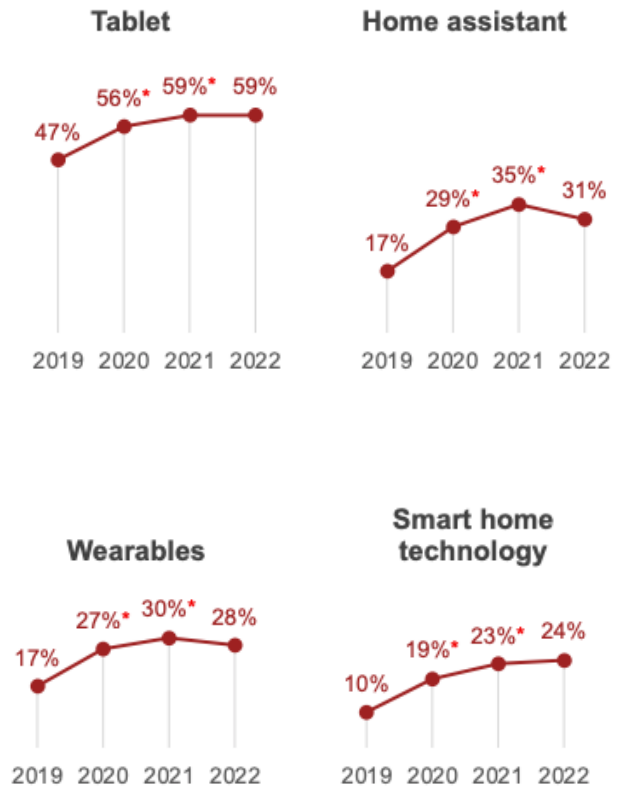
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Percent of Adults 50+ Who Own Technology Devices



* Indicates a significant difference at a 95% confidence level

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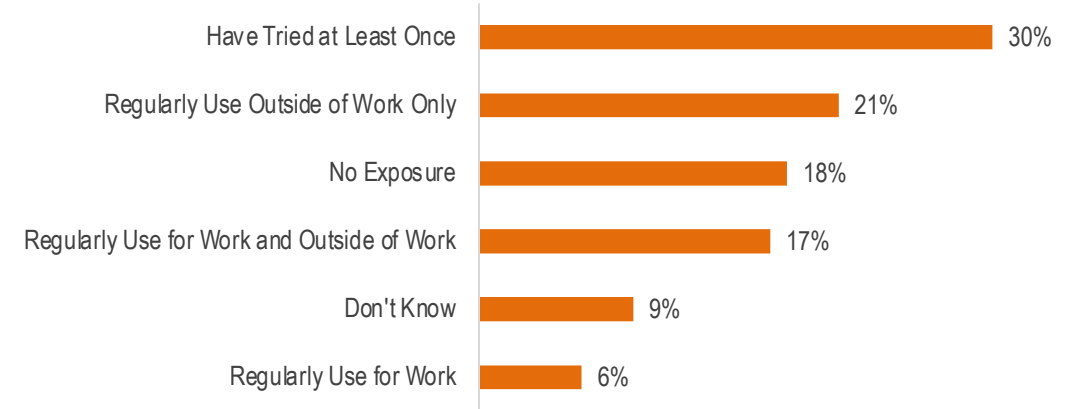
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Exposure to Generative AI Tools Among People 59 and Older



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PERSONAL FINANCE

‘Phantom hacker’ scams that target seniors’ savings are on the rise, FBI says

PUBLISHED TUE, OCT 17 2023-1:20 PM EDT | UPDATED TUE, OCT 17 2023-1:56 PM EDT



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Artificial intelligence is coming for seniors: AI’s dark side targets older adults in scams

Last Updated: June 17, 2023 at 1:58 p.m. ET
First Published: June 15, 2023 at 8:02 a.m. ET

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Investors Fuel Fountain of Youth Research with Longevity Company Funding

Published: Oct 04, 2023 | By Kate Goodwin

yahoo!finance

Longevity Biotech Companies GERO and FOXO Technologies™ to Embark on Joint Initiative on Artificial Intelligence and Epigenetic Data to Discover Signatures of Human Health Trajectories

Business Wire

August 7, 2023 · 7 min read

THE WALL STREET JOURNAL.

The Favorite Doctor of Bio-Hackers and the Longevity-Obsessed

The popularity of Peter Attia, the physician, author and podcast host, reflects Americans' growing interest in living healthier longer



By [Alex Janin](#) [Follow](#)

Sept. 10, 2023 8:30 am ET

Personal Wealth

Boomers are the wealthiest generation.

Economic Disparities

The income gap keeps widening.

Costs of Living

Younger, lower income, and non-White older Californians have the most reported challenges.

Housing Affordability & Availability

Renters experience more economic stresses than owners.

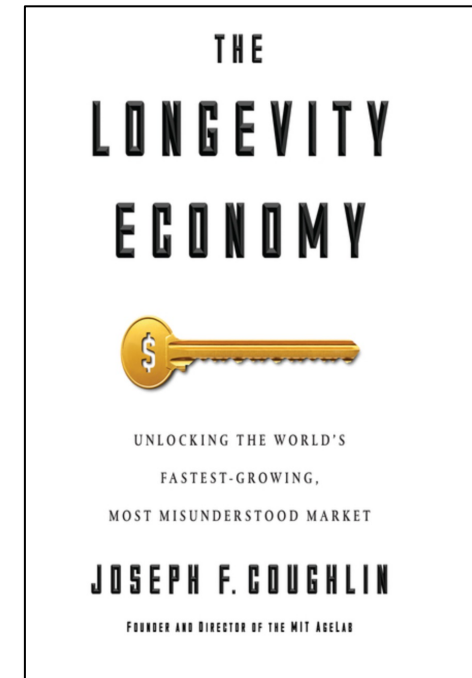
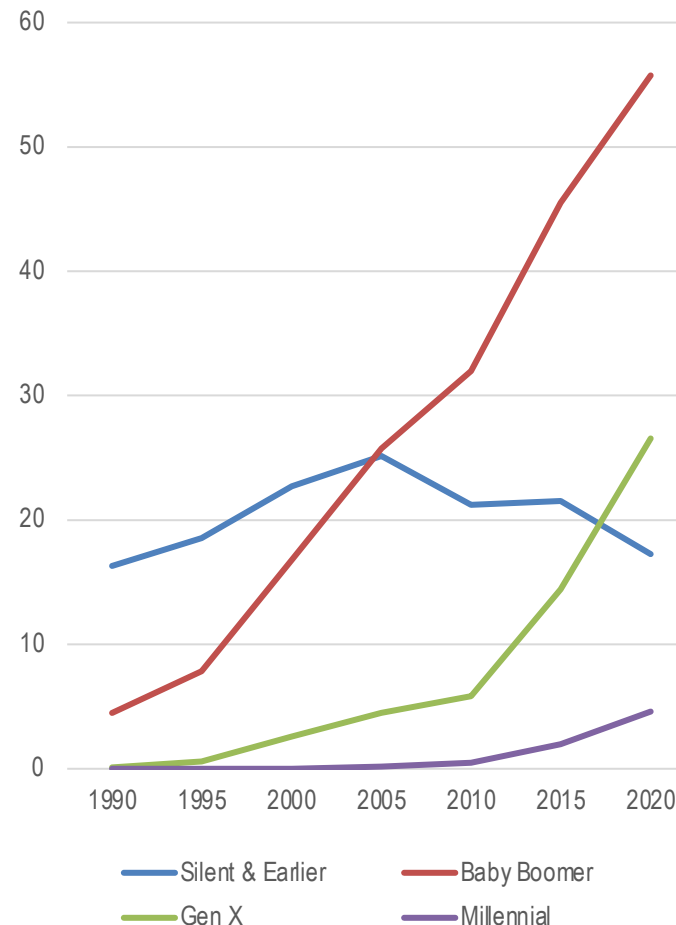
Work & Retirement

More people are working and retiring later in life, while there are persistent workforce shortages.

Public Budgets

Spending on the CA Aging Network has not kept pace with general government spending.

Household Wealth by Generation,
1990-2020 (in Trillions)



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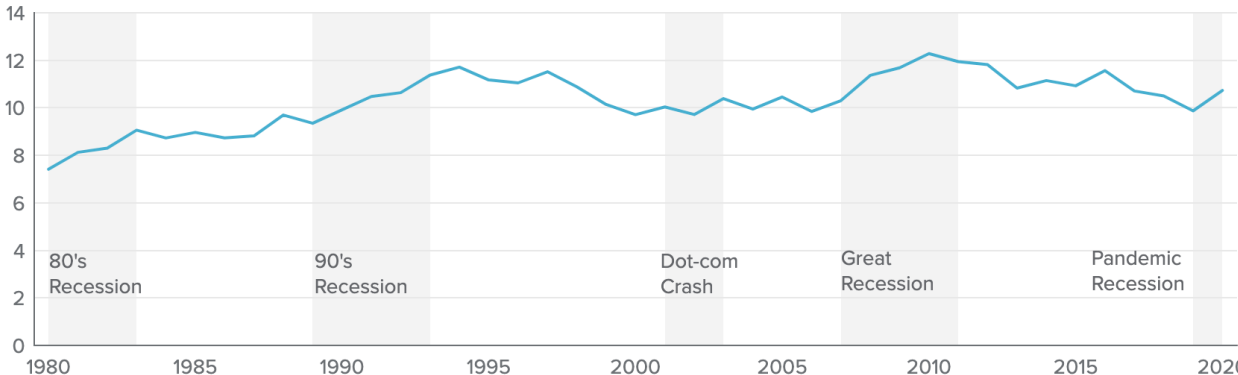
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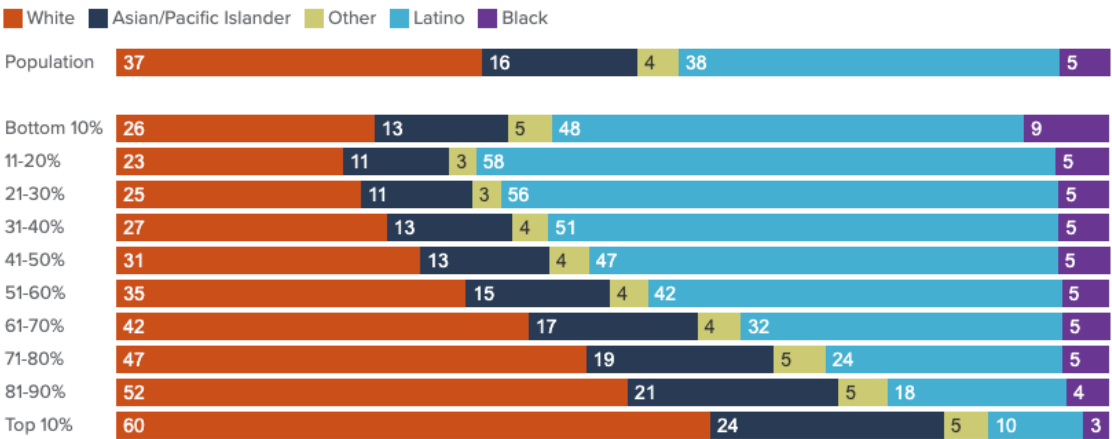
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90/10 Income Ratio Over Time in California
(Factor Difference between Lowest and Highest Earners, 1980-2020)



Californians' Income by Decile and Rate / Ethnicity



Source: Public Policy Institute of California, How Did Pandemic Stimulus Funds Affect Income Inequality in California (2022) and Poverty in California (2023). The 90/10 ratio takes the income of the top 10% of earners and the bottom 10% of earners. The 90/10 ratio stood at about 11 in 2020, meaning that households at the top had incomes about 11x the incomes of the bottom.

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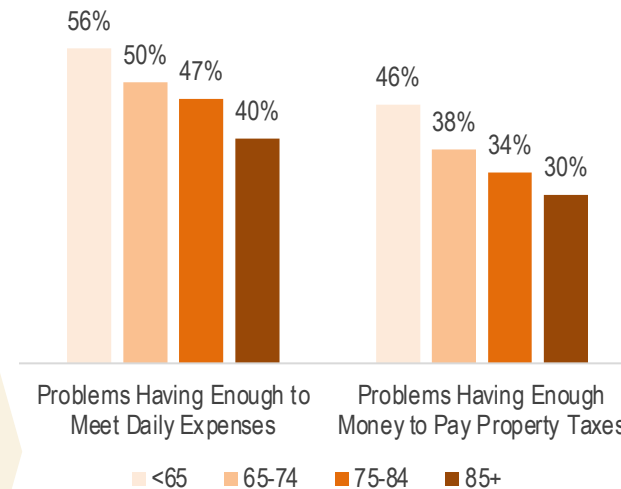
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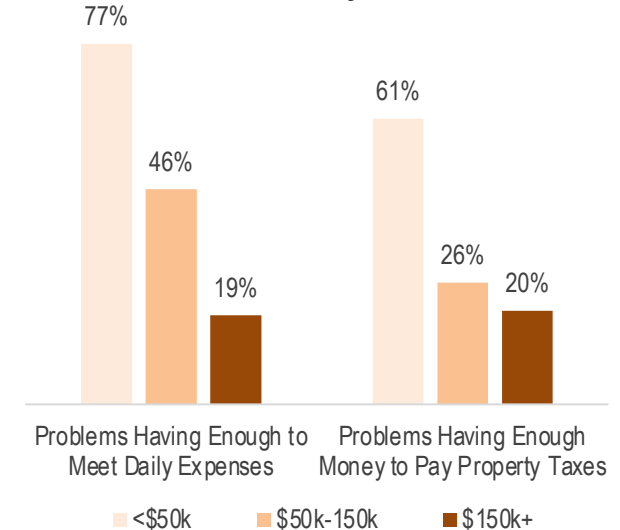
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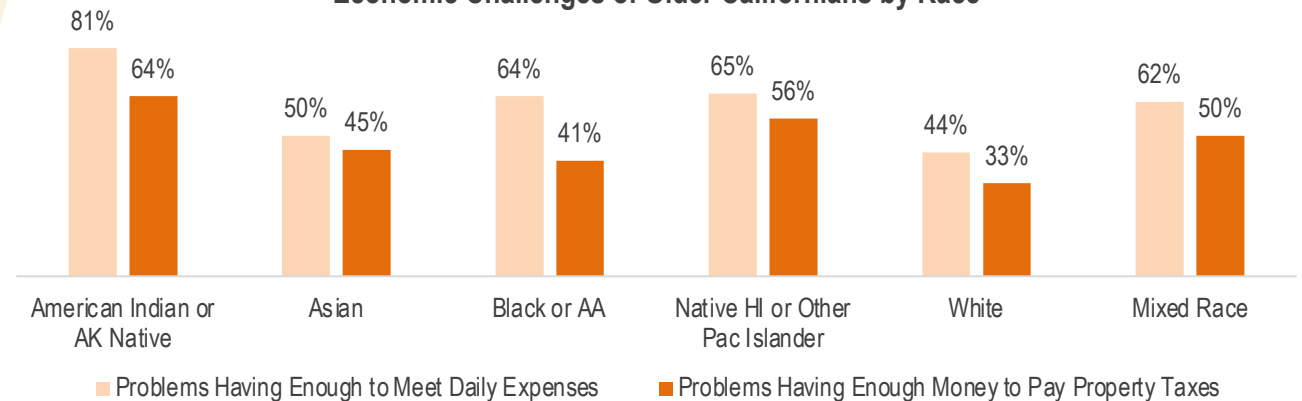
Economic Challenges of Older Californians by Age



Economic Challenges of Older Californians by Income



Economic Challenges of Older Californians by Race



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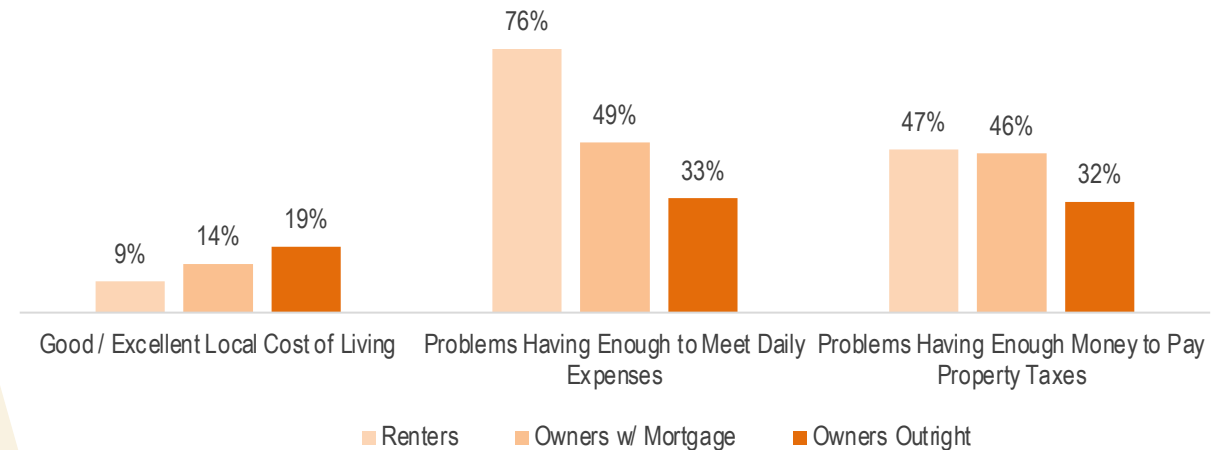
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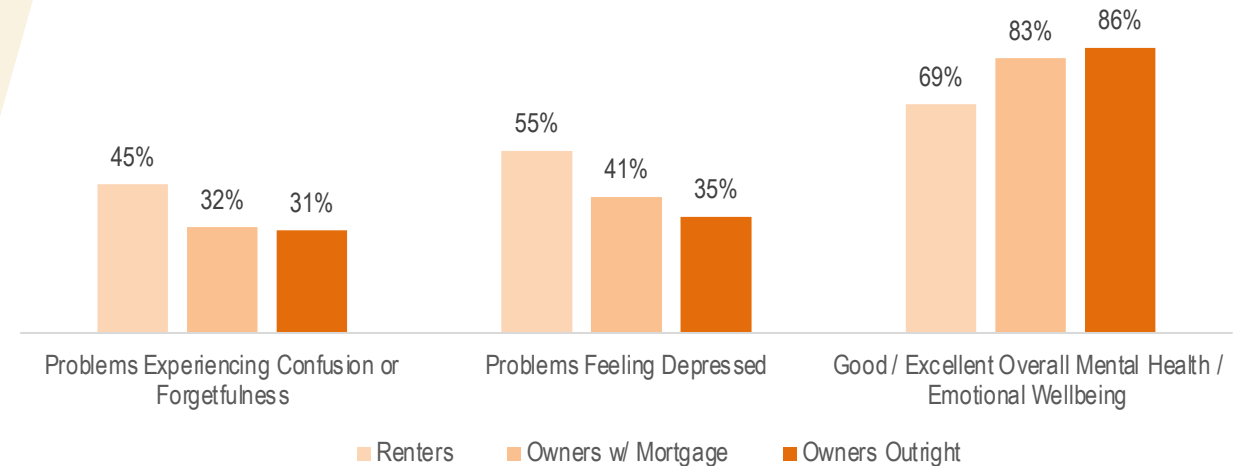
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Older Californians' Financial Challenges by Housing Status



Older Californians' Mental Health Challenges by Housing Status



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More Americans Working Past 65

Published April 22, 2019



Never Retire: Why People Are Still Working in Their 70s and 80s

Many people continue working because they enjoy the job and like socializing with co-workers.

By [Rodney Brooks](#) | June 15, 2020, at 10:50 a.m.



Seniors Are Working Longer — Out Of Choice And Necessity

January 7, 2020



In an Aging America, a Looming Shortage of Home Health Care Workers

By [HealthDay](#) | April 26, 2023, at 12:25 p.m.

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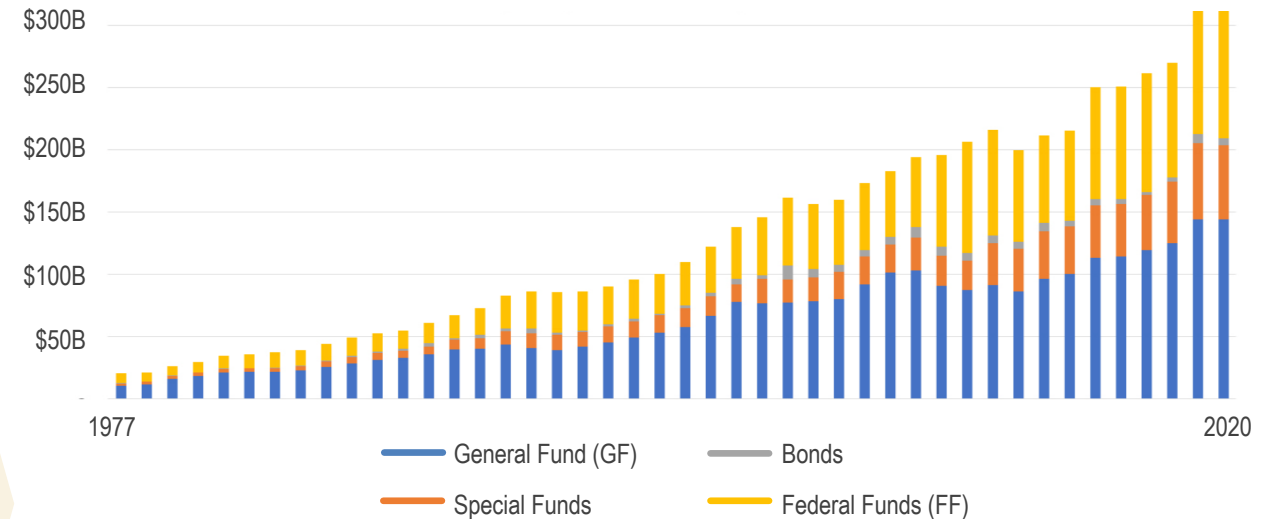
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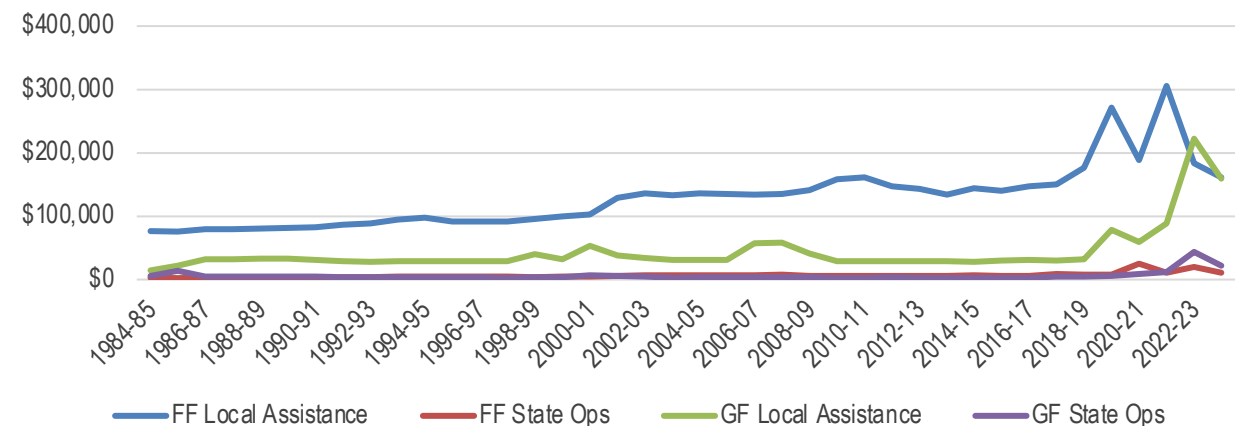
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California State Budget, 1977-2020



CA Aging Network Expenditures, 1984-2023 (in 000's)



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Climate change is manifesting in a rising heat index, diminishing air quality, and more extreme weather events.

Public Emergencies

There are more natural disasters, utility outages, and emergency declarations.

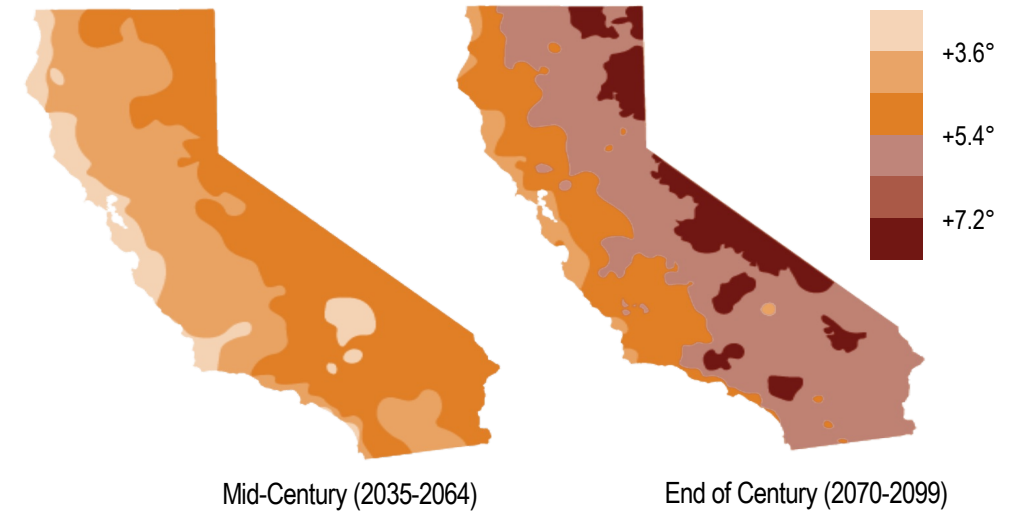
Housing

The limited supply of affordable and accessible housing is having a major effect on older adults.

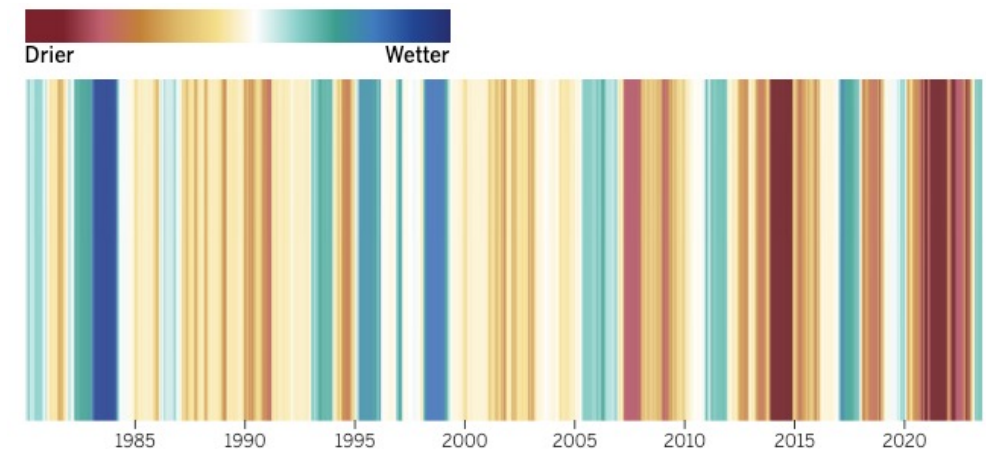
Community Amenities & Engagement

For most older Californians, the social environment feels more accommodating than the physical environment.

Projected Increases in Statewide Average Maximum Temperatures from Historical Baseline



Historical Drought Data for California



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California declares state of emergency in 13 counties after brutal winter storm traps residents



By Dakin Andone, CNN

3 minute read · Updated 1:43 PM EST, Thu March 2, 2023

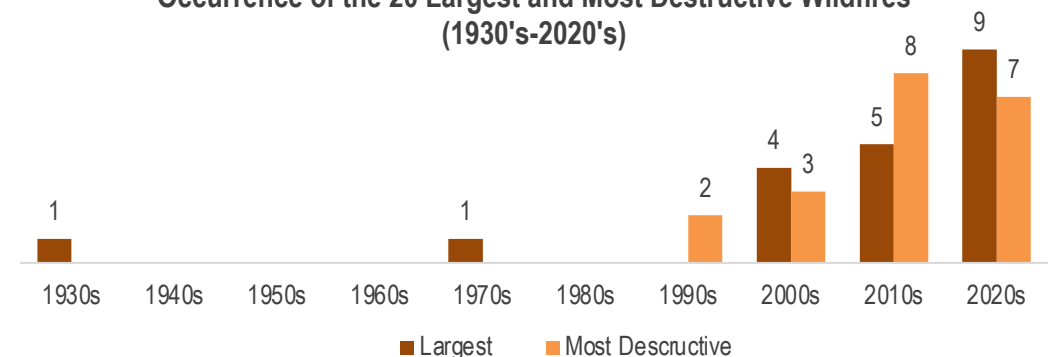
The New York Times

As Drought Conditions Worsen, California Expands State of Emergency

By Derrick Bryson Taylor

Published Oct. 20, 2021 · Updated Nov. 9, 2021

Occurrence of the 20 Largest and Most Destructive Wildfires (1930's-2020's)



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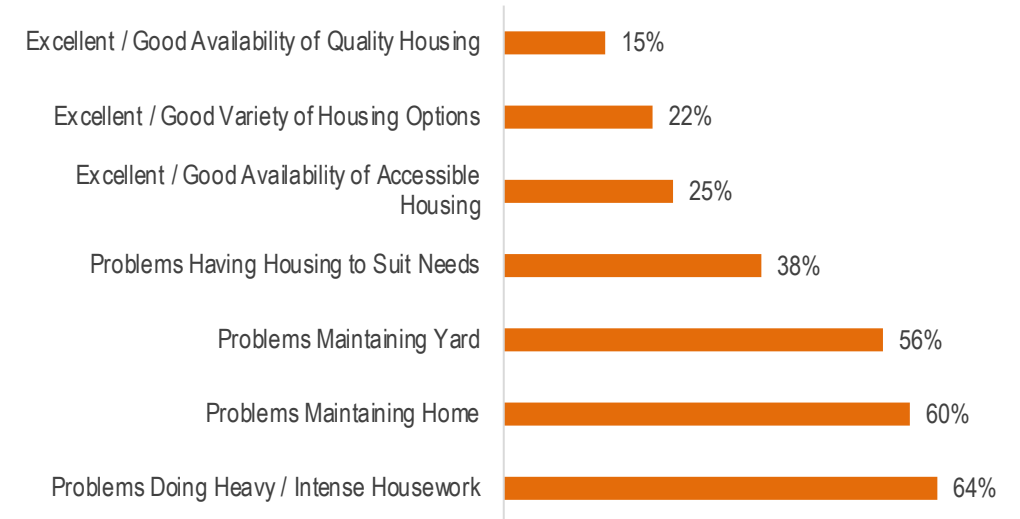
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The fastest-growing homeless population? Seniors

 BY ANA B. IBARRA
FEBRUARY 10, 2023

Older Californians' Perspectives On / Experiences With Housing



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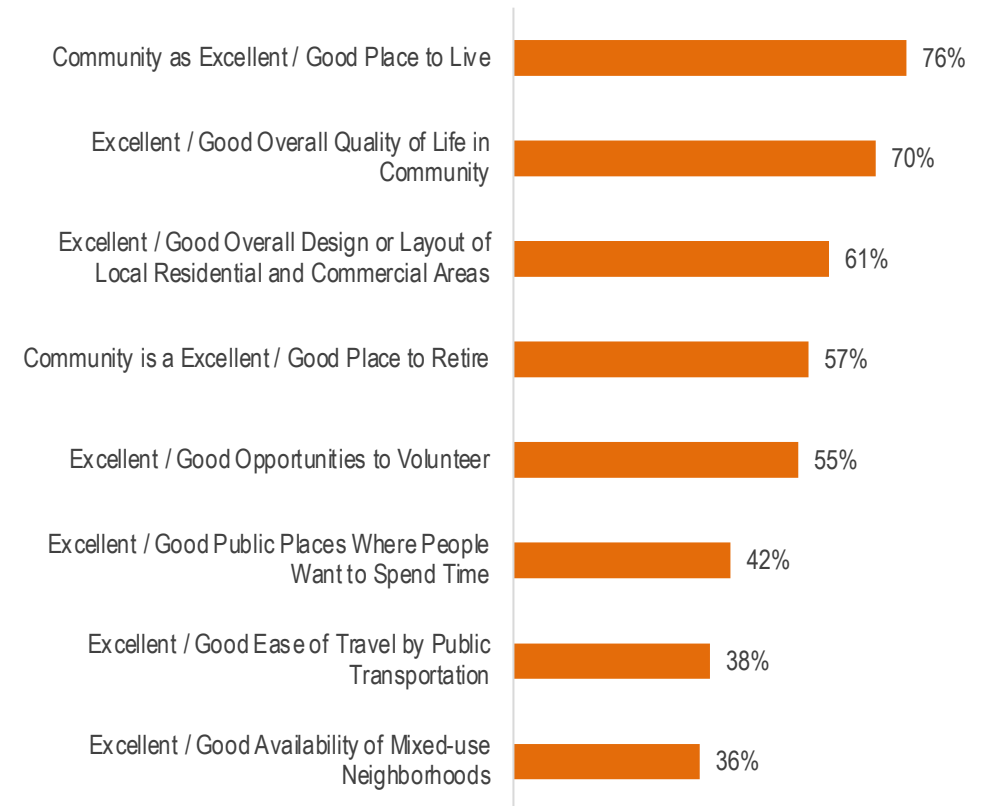
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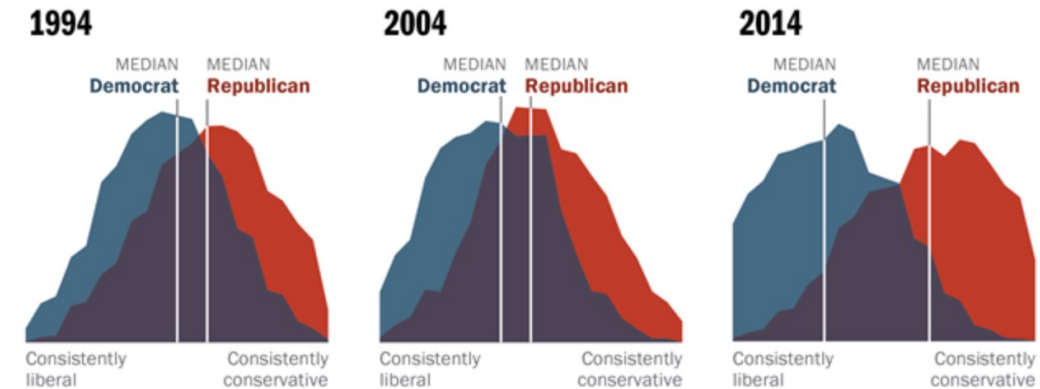
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Older Californians' Perspectives On Their Communities



Democrats and Republicans Have Become More Ideologically Divided



Political Polarization

Increasing political polarization is dividing communities and hindering bipartisan solutions.

Immigration

Growing calls to solve immigration challenges.

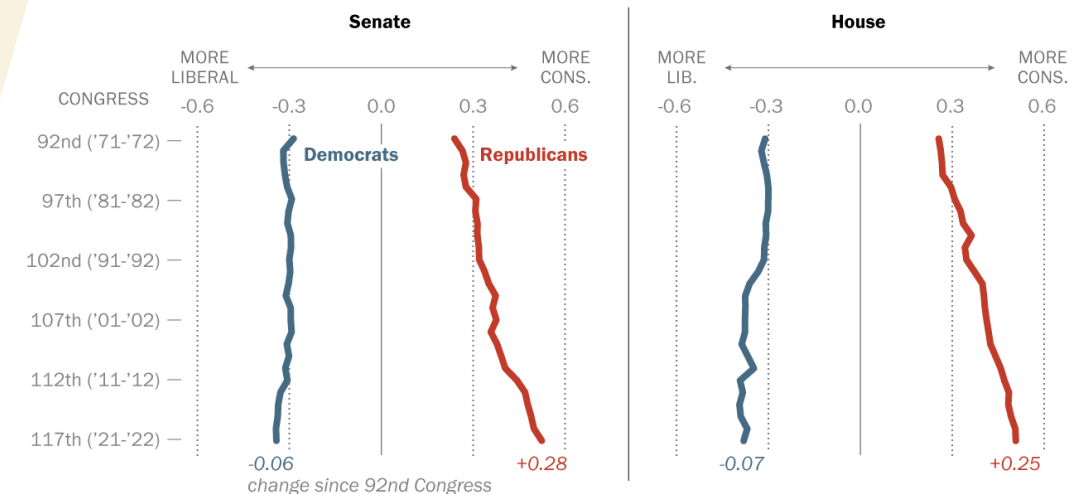
Health & Social Policies

Increased integration of health and social services in healthcare policies.

Changing Role of Government in Healthcare

Expanding managed care marketplace in Medicaid and Medicare.

Average Ideology of Members, By US Congress (1971-2022)



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The Washington Post
Democracy Dies in Darkness

Biden faces growing pressure from Democrats over border crossings

Republicans also seize on the issue, seeing immigration as a renewed vulnerability for the president



By [Toluse Olorunnipa](#)

October 8, 2023 at 6:00 a.m. EDT

 **Home Health Care** News

Access To Immigrant Workforce Remains Vital In Meeting Rising Home-Based Care Demand

By **Patrick Filbin** | September 27, 2023

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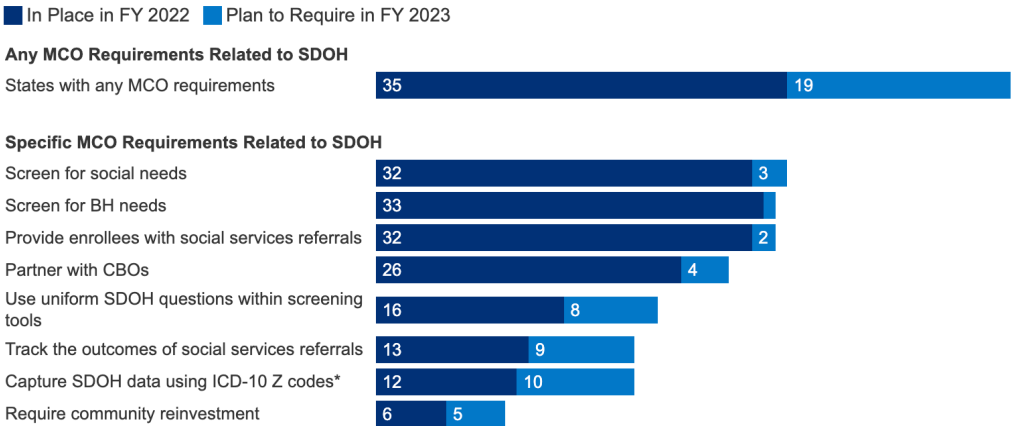
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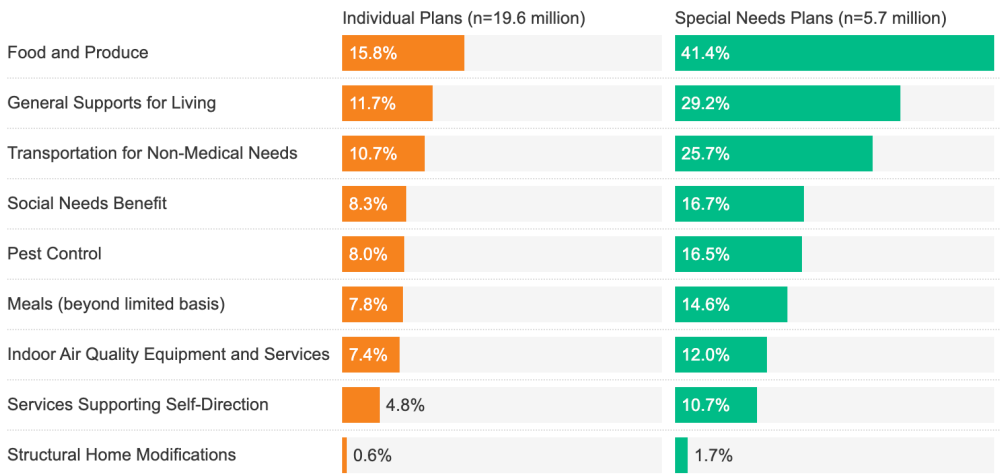
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Number of States With at Least One Managed Care Contract Requirement Related to Social Determinants



Share of Medicare Advantage Enrollees in Plans with Special Benefits for the Chronically Ill (SSBCI), by Benefit and Plan Type



Source: Kaiser Family Foundation, 10 Things to Know About Medicaid Managed Care (2023); Kaiser Family Foundation, Medicare Advantage in 2023 (2023).

POLITICAL TRENDS

CHANGING ROLE OF GOVERNMENT IN HEALTHCARE

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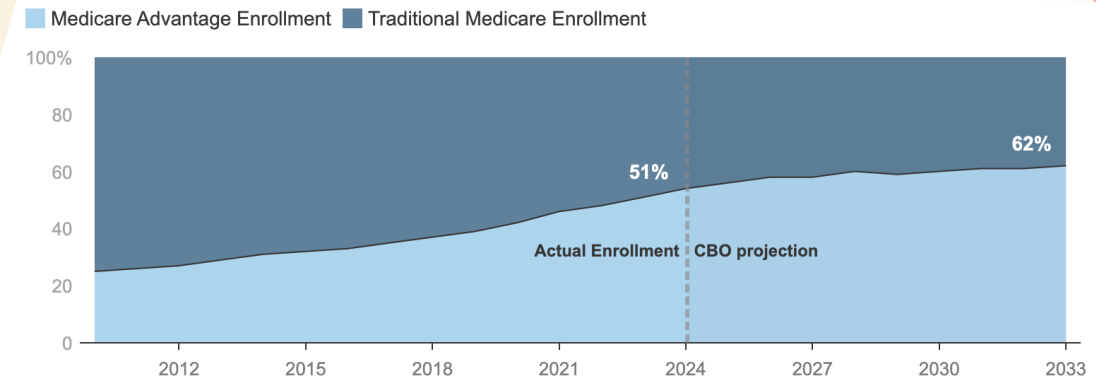
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Medicare Advantage Penetration
by County, 2010-2033



Medicare Advantage Enrollment History &
Projections in the US (Penetration), 2010-2033



Perceptions of Aging & Disabilities

Growing efforts to shift attitudes towards aging and disabilities.

Aging in Place

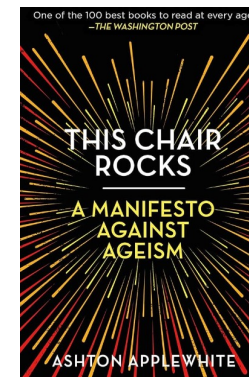
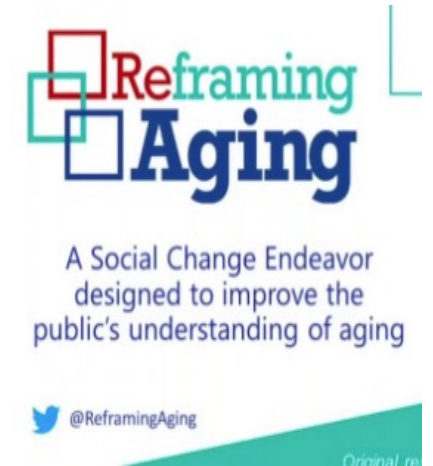
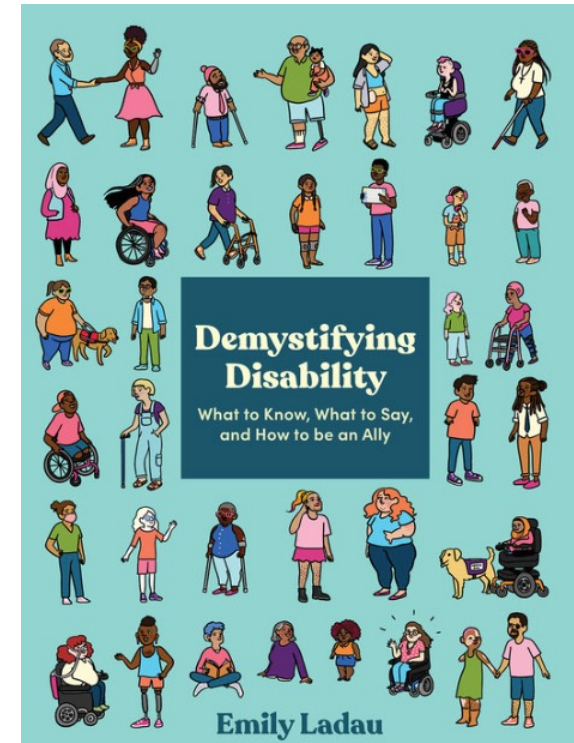
Most older Californians desire to age in their homes and the local communities in which they currently live.

Consumer Expectations

Expectations for marketing to be more authentic and online shopping to be safe and responsive.

Spotlight on Aging

Aging is getting a lot of attention.



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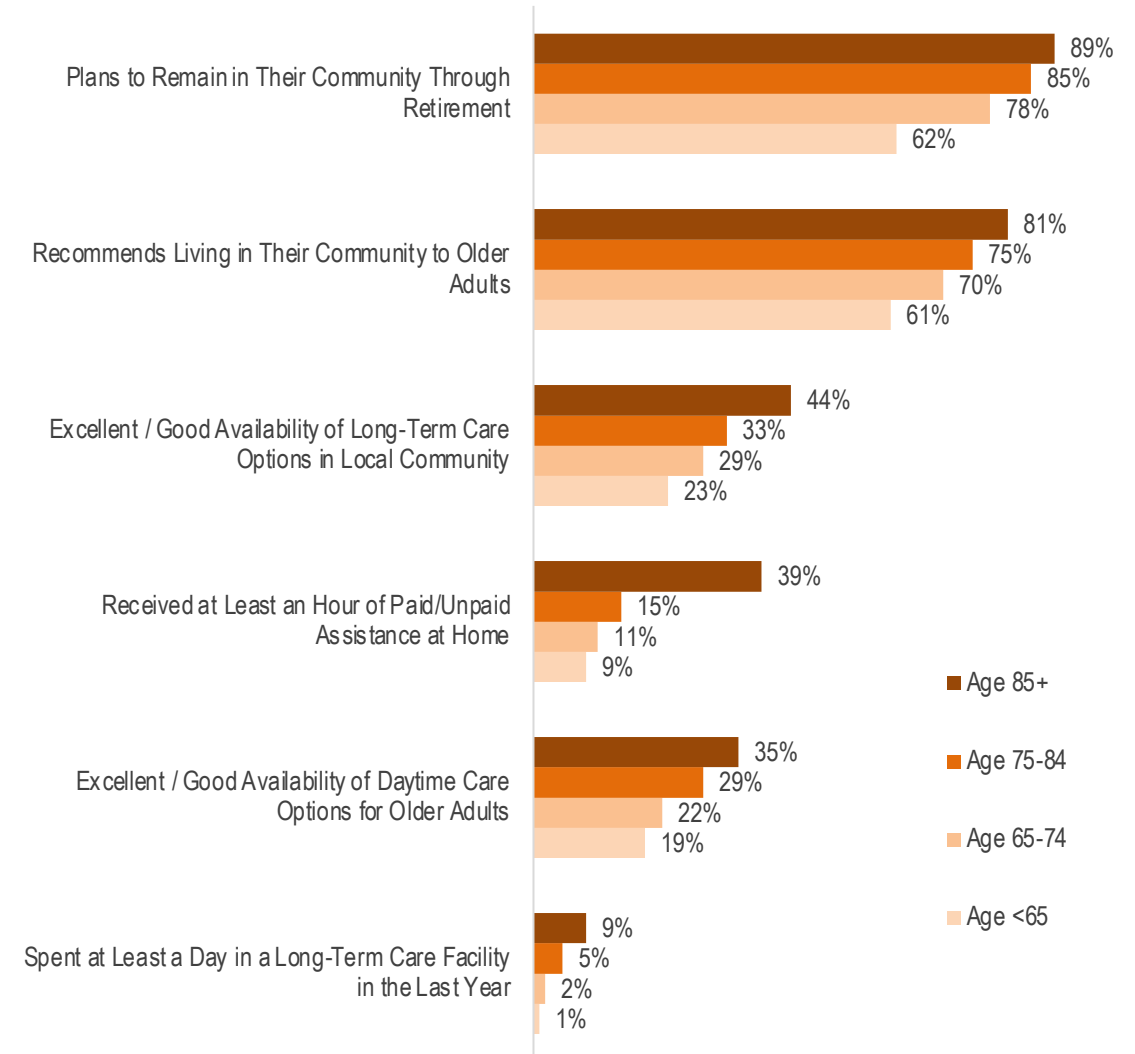
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Ageism Is Alive and Well in Advertising

Consumers 50+ perceive a marketing bias against them

By Ken Dychtwald

Published September 08, 2021 • [EN ESPAÑOL](#)

Forbes

How Retailers Can Meet The Online Expectations Of Baby Boomers

Aug 31, 2023, 06:00am EDT



Women Seek More Authentic Representation of Aging in Media and the Marketplace

Mirror/Mirror: AARP Survey of Women's Reflections on Beauty, Age, and Media

by Colette Thayer, Ph.D., and Angela Houghton, **AARP Research**, April 2021, updated May 2021

Perceptions of Aging & Disabilities

Growing efforts to shift attitudes towards aging and disabilities.

Aging in Place

Most older Californians desire to age in their homes and the local communities in which they currently live.

Consumer Expectations

Expectations for marketing to be more authentic and online shopping to be safe and responsive.

Spotlight on Aging

Aging is getting a lot of attention.

A SPECIAL PROJECT
FROM TIMES OPINION

An aging America needs...
An honest conversation about growing old.
Safer streets. Sustainable caregiving.
Flexible housing. Entrepreneurs who pay
attention. To see and be seen.



PA Master Plan on Aging Regional Town Hall
Pittsburgh, PA
June 29, 2023

OPINION
LETTERS

The Aging of America: Facing the Challenges

Readers react to a special project asking "Can America Age Gracefully?"

Sept. 16, 2023



OPINION

Older Americans Are Winning the Economic War of the Generations

Oct. 27, 2023



OPINION
GUEST ESSAY

For the Good of the Country, Older Americans Should Work More and Take Less

Oct. 26, 2023

