



**Industry Must Bring Its “A”
Game to Compete for Workers
and Consumers in an
Environment of Slower
Population Growth**

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Bring Your “A” Game to Remain Relevant

This chartbook will help leaders in all industries understand that the U.S. population has not grown at a steady rate over the past century. It is currently increasing at a decreasing rate that is different across the age categories. Whether it is education, sports programs, or construction, every industry begins with a person. Industries rely on people to produce related goods and services. Then, people are needed to consume them. This analysis is summarized below.

Overview

The charts analyze the growth and annual change for three periods:

- The growth and annual changes for 1930 to 2035 (all ages)
- The growth and annual changes for 2023 to 2035 (all ages)
- The growth for 2023 to 2035 (20 to 54 years) – primary age group for consumers and workers.

Pre-youth and Youth Population (< 25 years)

The charts analyze the growth for the following age groups:

- 0 to 5 years - slightly decelerating
- 6 to 12 years - decelerating
- 13 to 17 years - decelerating
- 18 to 24 years - decelerating

Adult – Prime Years (25 to 54 years)

The charts analyze the growth for the following age groups:

- 25 to 34 - mixed
- 35 to 44 - accelerating
- 45 to 54 - accelerating

Senior and Super Senior (55+ years)

The charts analyze the growth for the following age groups:

- 55 to 64 - decelerating
- 65 to 74 - mixed
- 75 to 84 - accelerating
- 85 to 100+ - accelerating

All data is from U.S. Census Bureau estimates and projections.

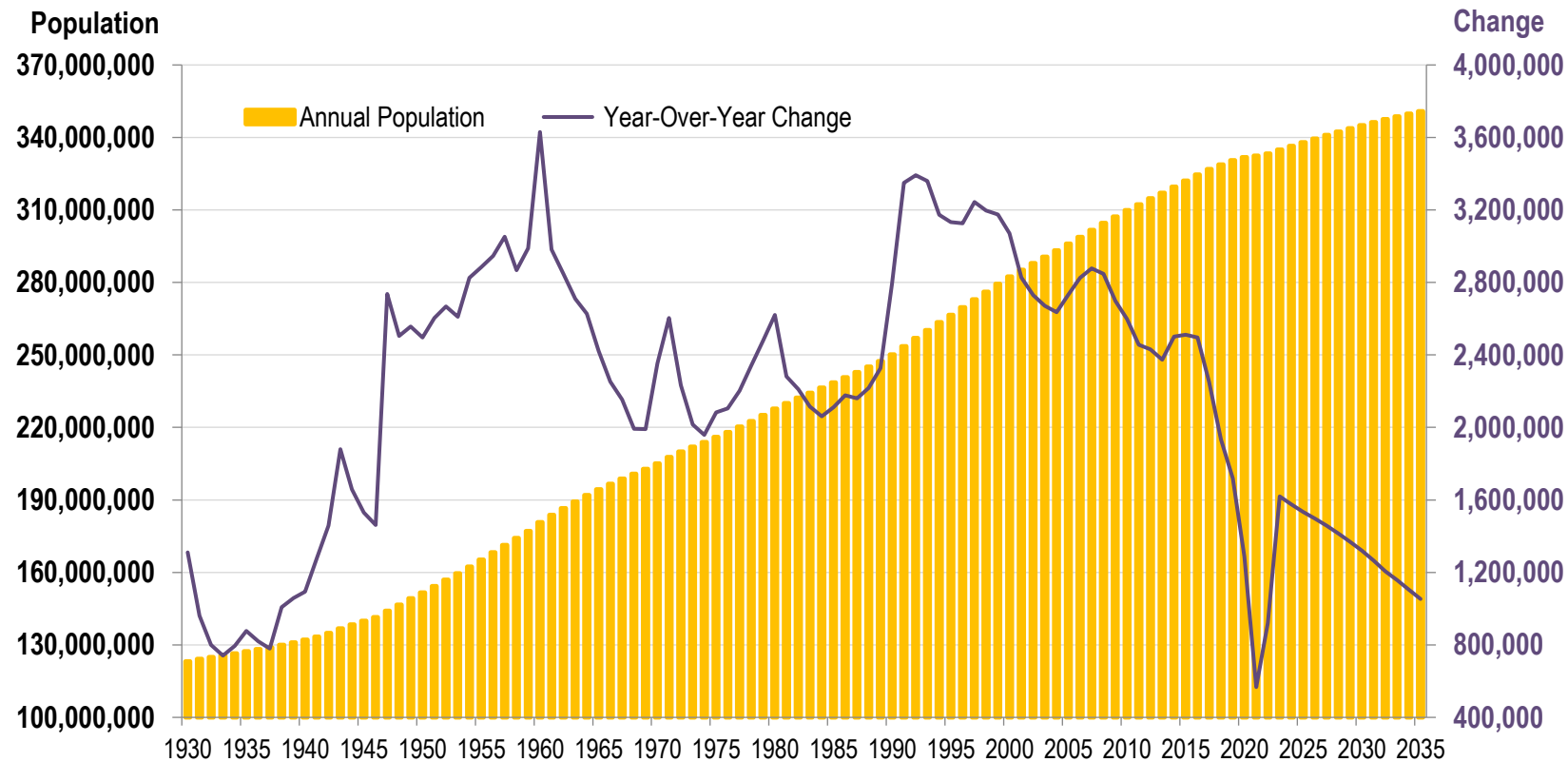
Overview



Estimated and Projected U.S. Population (All Ages)

1930 to 2035

United States Population and Year-Over-Year Changes (All Ages) 1930 to 2035



Over a Century of Change

At first glance, the U.S. population over the past century (yellow bars) appears to have increased at a steady rate.

A closer look at the year-over-year change (purple line – scale on the right side) shows the strong growth of the Baby Boomers (1946 to 1964) and the slower growth of Gen X (1965 to 1980). There was growth during the Millennials generation (1980 to 1994). Subsequent generations have increased more slowly.

Since 1993, the year-over-year population has increased at a decreasing rate.

These changes in growth carry forward as generations mature.

- Birth Years of Generations**
Silent Generation: 1925–1945
Baby Boomers: 1946–1964
Gen X: Born 1965–1979
Millennials: 1980–1994
Gen Z: 1995–2012
Alpha: 2013–2025

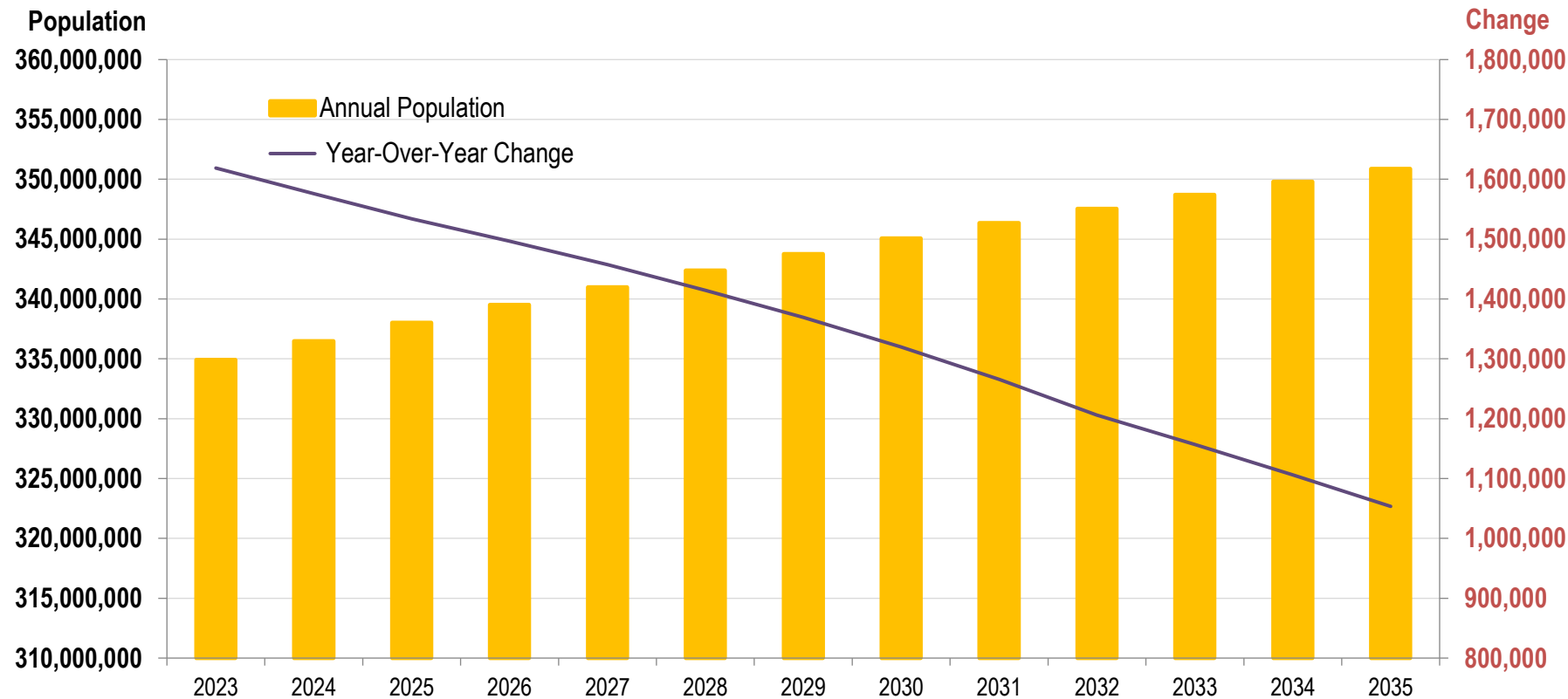
Source: Census Bureau, cber.co. Note: the years for 2023 to 2035 are projected by the U.S. Census Bureau.

Colorado-based Business and Economic Research <https://cber.co>

Estimated and Projected U.S. Population (All Ages)

2023 to 2035

United States Population and Year-Over-Year Changes (All Ages) 2023 to 2035



Change
1,800,000
1,700,000
1,600,000
1,500,000
1,400,000
1,300,000
1,200,000
1,100,000
1,000,000
900,000
800,000

Thirteen Years of Declining Population Growth

Again, the projection (yellow bars) shows what appears to be steady growth between 2023 and 2035. The U.S. population will increase from about 335 million to almost 351 million for this period.

The growth (purple line) will occur at a declining rate. The population will increase by about 1.6 million in 2023 and 1.1 million in 2035.

A separate analysis would show a difference in the growth rate of the various demographics.

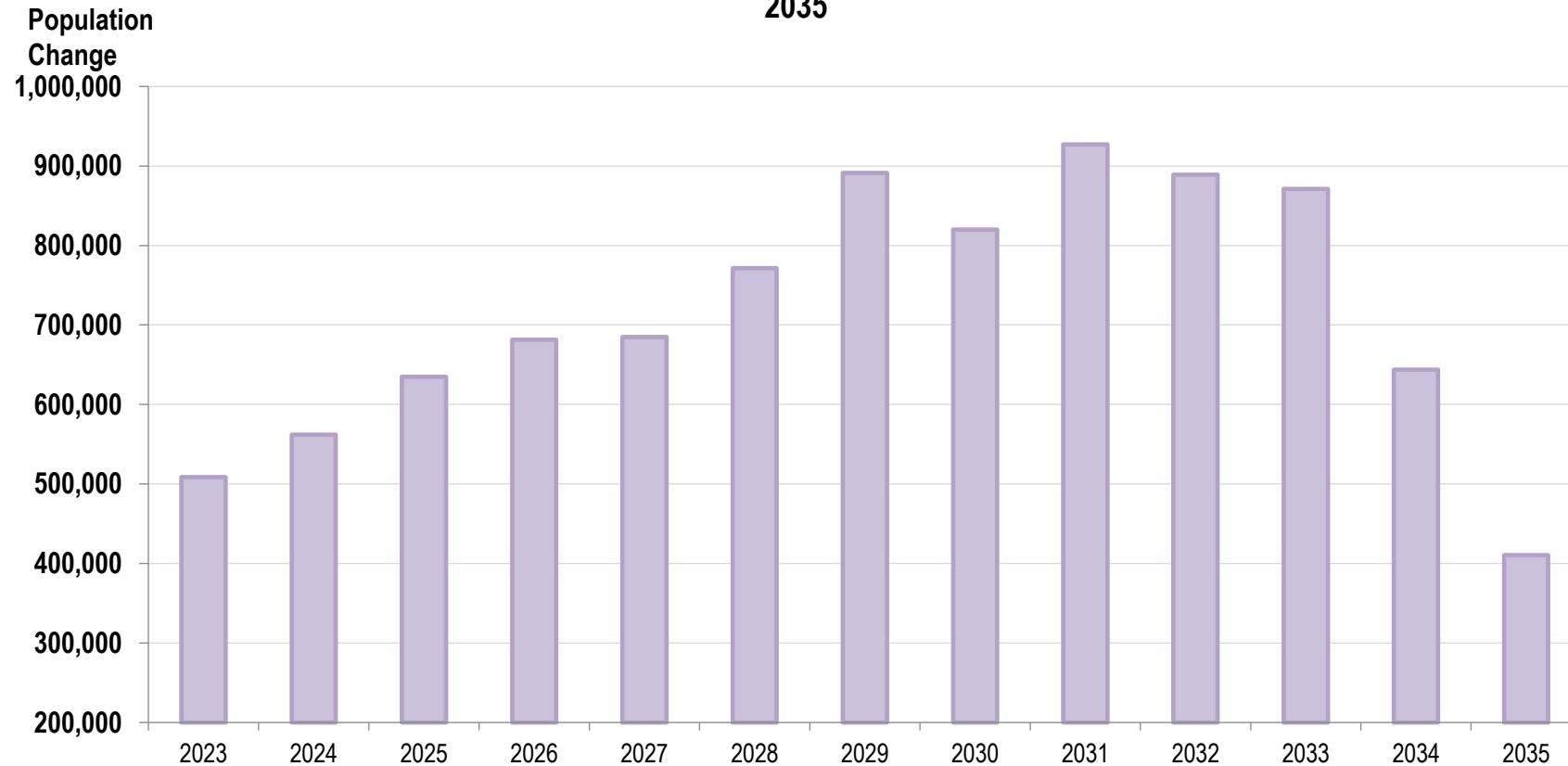
Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

Estimated and Projected U.S. Population (25 to 54 Years)

2023 to 2035

United States Population - Year-Over-Year Changes (25 to 54 Years – Prime Years) 2023 to 2035



The Prime Years for Playing and Working

The prime years for playing and working are 25 to 54 years.

The purple bars show the change in population from 2023 to 2035. There is always growth, but the growth is consistently changing at increasing or decreasing levels.

In 2023, the annual increase was 500,000. The change in population increases to just over 900,000 in 2031. At that point, the level of increases decline for four consecutive years. In 2035, the population increased by 400,000.

Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

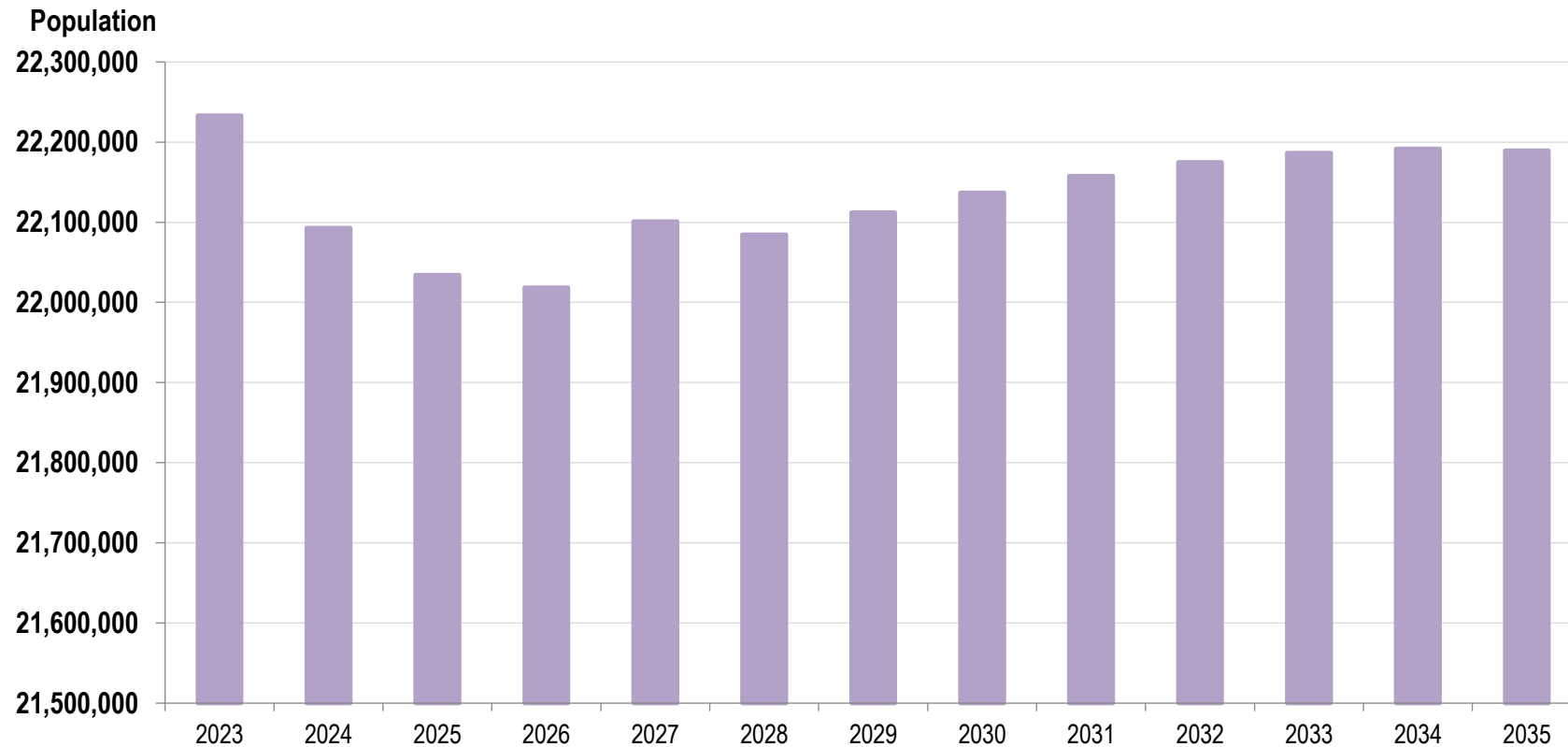
Pre -Youth



Estimated and Projected U.S. Population (0 to 5 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (0 to 5 Years) 2023 to 2035



Under Six Years

This chart is deceptive. It looks like the change is significant. There is little variability in the population from year to year. The range was from 21.9 million to 22.2 million. The best way to describe the trend is flat or slightly decelerating. That means that as the people in this category mature, there will be minimal increases in population.

Many of the youth within this group require daycare. Others are in preschool or kindergarten programs. Since 2019, it has been difficult for some parents to find and afford quality daycare services.

In 2023, the under-six age group was from the Alpha generation.

Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

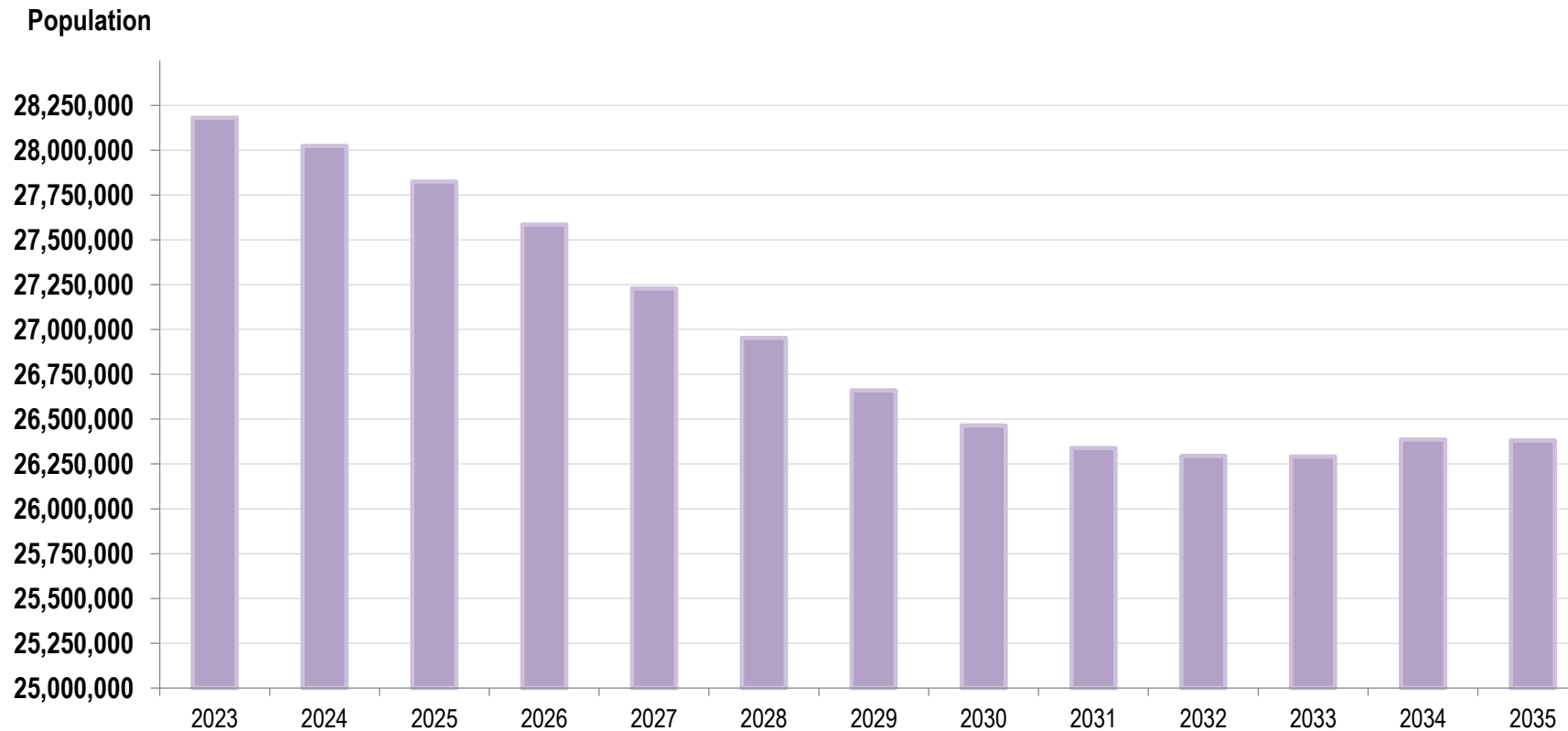
Youth



Estimated and Projected U.S. Population (6 to 12 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (6 to 12 Years) 2023 to 2035



Six to Twelve Years

The six-to-twelve age category is the second largest of the three youth groups.

A decrease in the population for this age category directly affects public schools, youth programs, and businesses that sell goods and services to children who are in elementary school. Indirectly, the decrease negatively impacts their supply chains and industries that provide complementary products and services, such as youth sports programs.

In 2023, ages 6 to 10 were from the Alpha, and those 11 and 12 were from Gen Z.

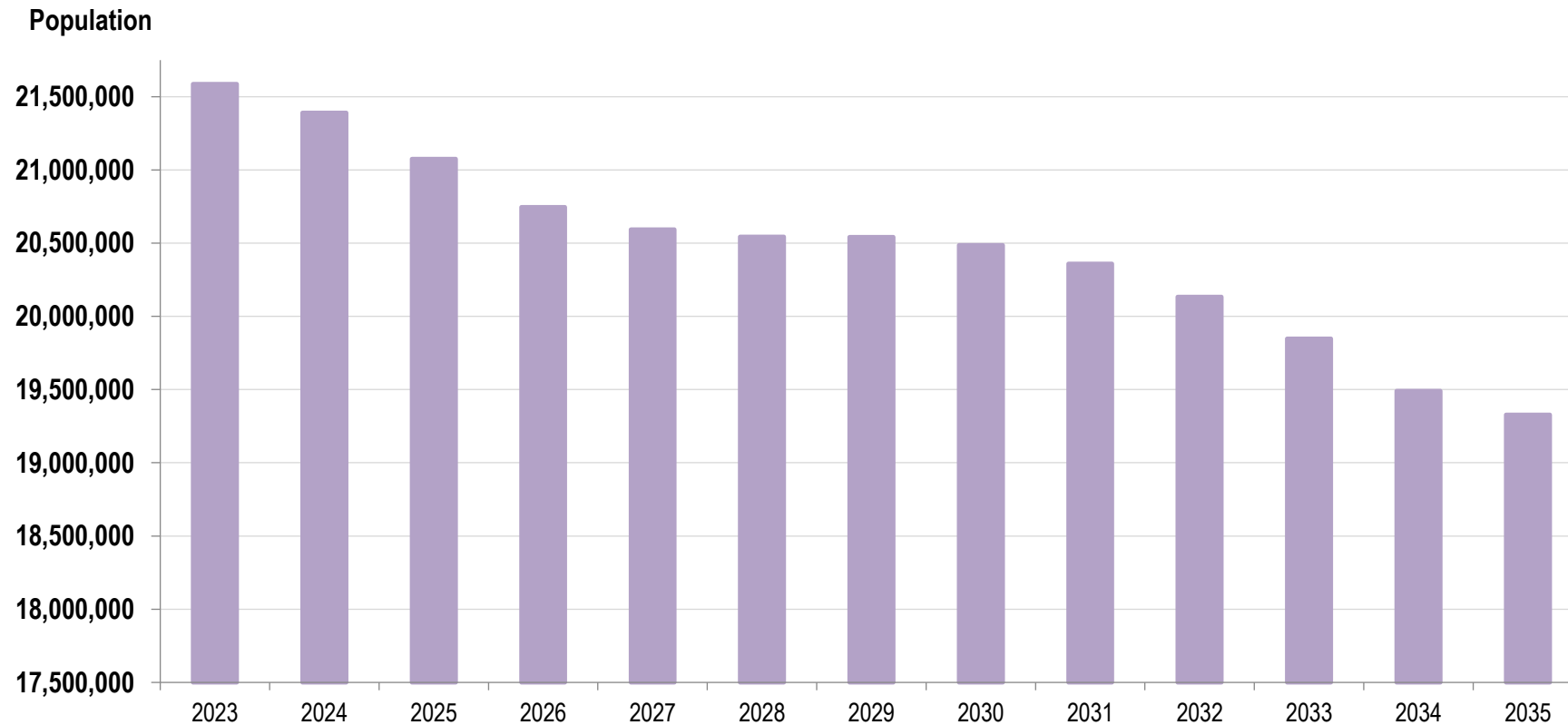
Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

Estimated and Projected U.S. Population (13 to 17 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (13 to 17 Years) 2023 to 2035



13 to 17 years

The 13-to-17-year age group is the smallest of the three youth categories. It had 21.6 million people in 2023 and is forecasted to decline to 19.3 million in 2035.

A decline of this magnitude will affect enrollment in middle and high schools. It is critical for sports programs because many youth begin to drop out of sports programs at the age of 13. There is also a negative indirect impact on companies that provide goods and services for the school systems and youth programs.

In addition, many youth enter the workforce with part-time jobs in their teens. If there are fewer teens, then there will be a smaller workforce.

In 2023, this group was from Gen Z.

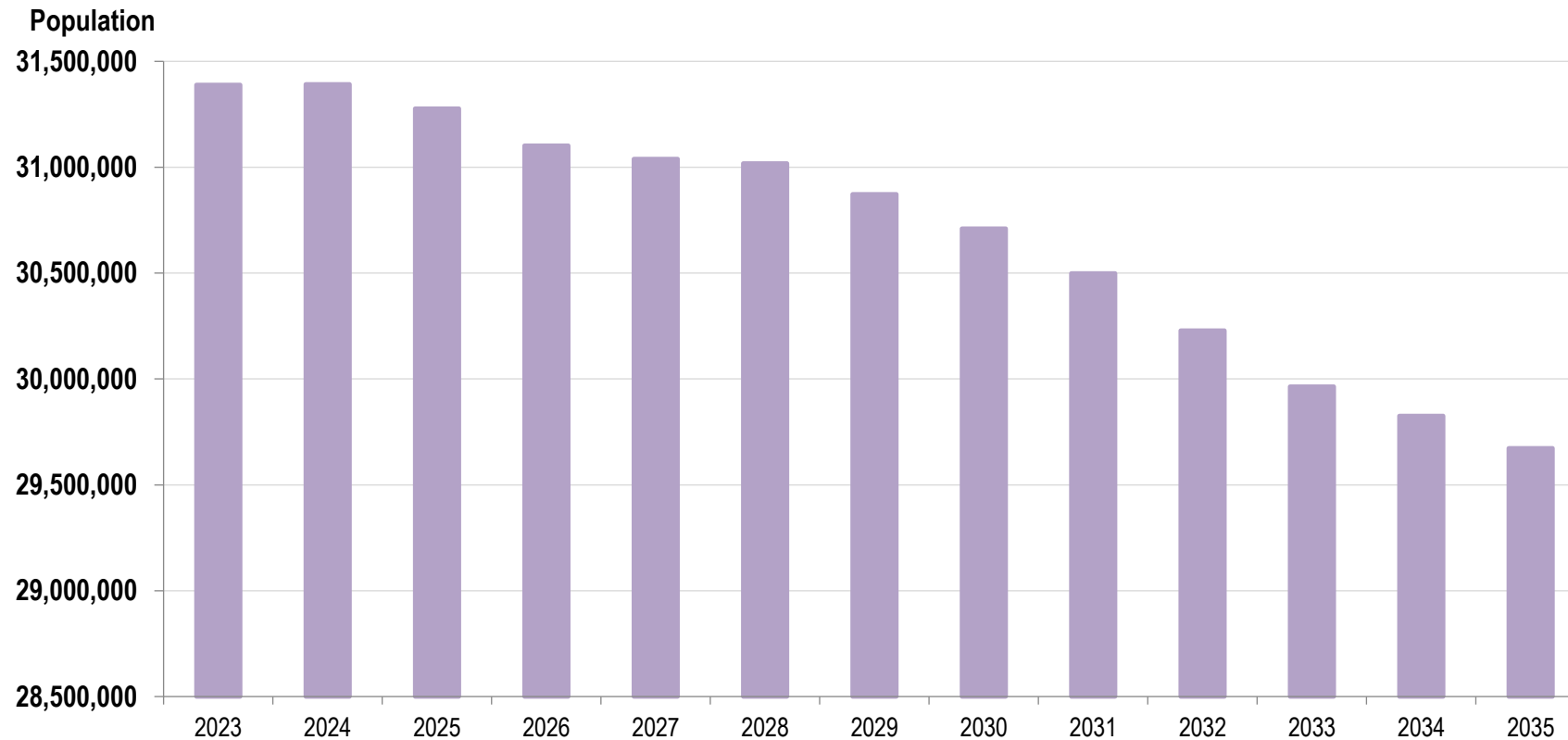
Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

Estimated and Projected U.S. Population (18 to 24 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (18 to 24 Years) 2023 to 2035



Transition Years

The 18-to-24 age group is the largest of the youth categories.

It had 31.4 million people in 2023 and is forecasted to decline to 29.7 million in 2035. This decline affects high schools, colleges, and the overall workforce. It is critical for lifetime sports programs. Many youth in this age category drop out of sports or transition to adult programs.

Most people in this age group enter the workforce with their first full-time jobs. Having fewer people in this age group means a smaller labor force.

In 2023, this group was from Gen Z.

Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

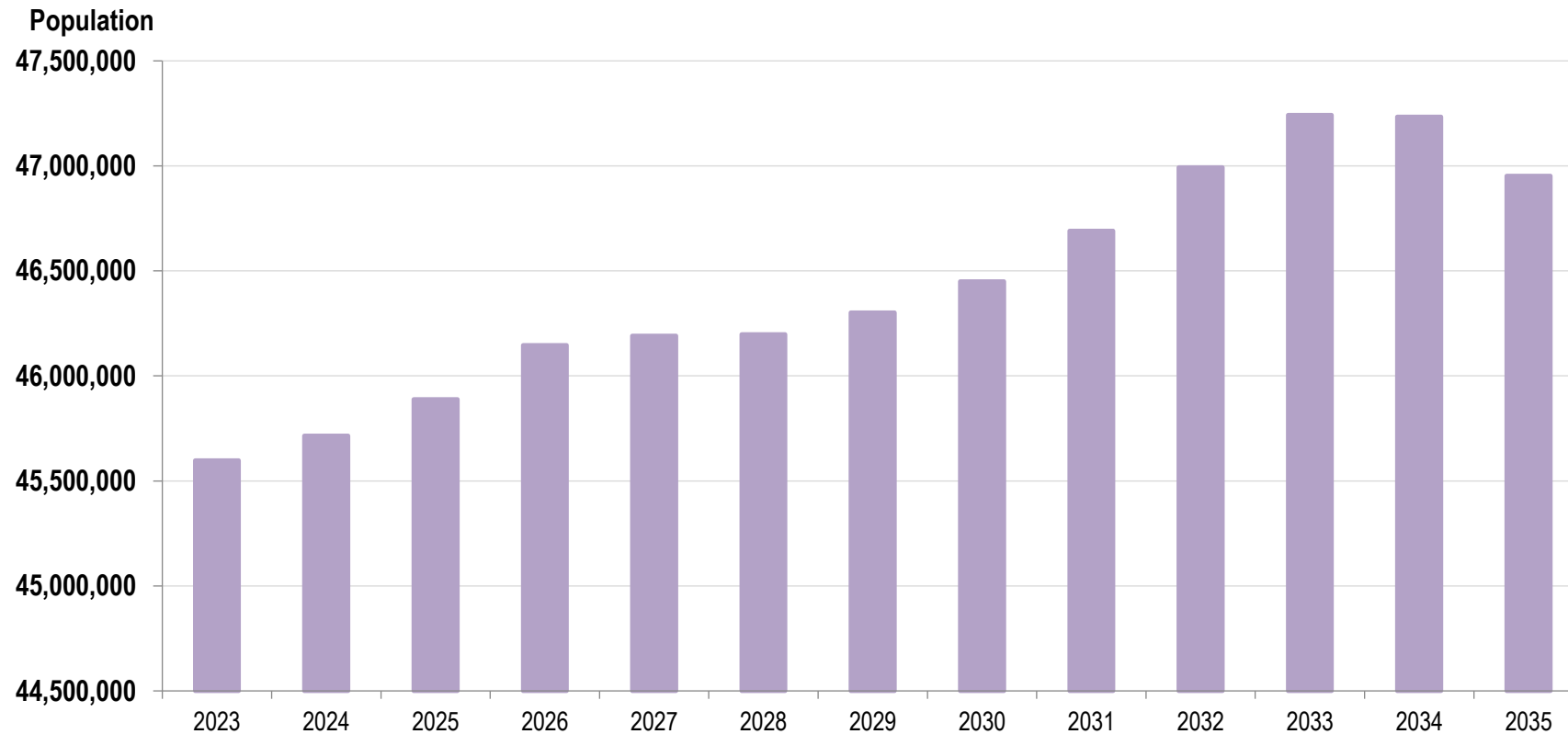
Adult – Prime Years for Work and Play



Estimated and Projected U.S. Population (25 to 34 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (25 to 34 Years) 2023 to 2035



25 to 34 Years

The 25-to-34 age category is the largest of the categories in the prime years age range in 2023. Each category reports the population for ten years.

It had 45.6 million people in 2023 and is forecasted to have 47.0 million in 2035. It will follow an uneven path in adding 1.4 million people.

In 2023, this group was from Gen Z (ages 25 to 28) and Millennials (29-34).

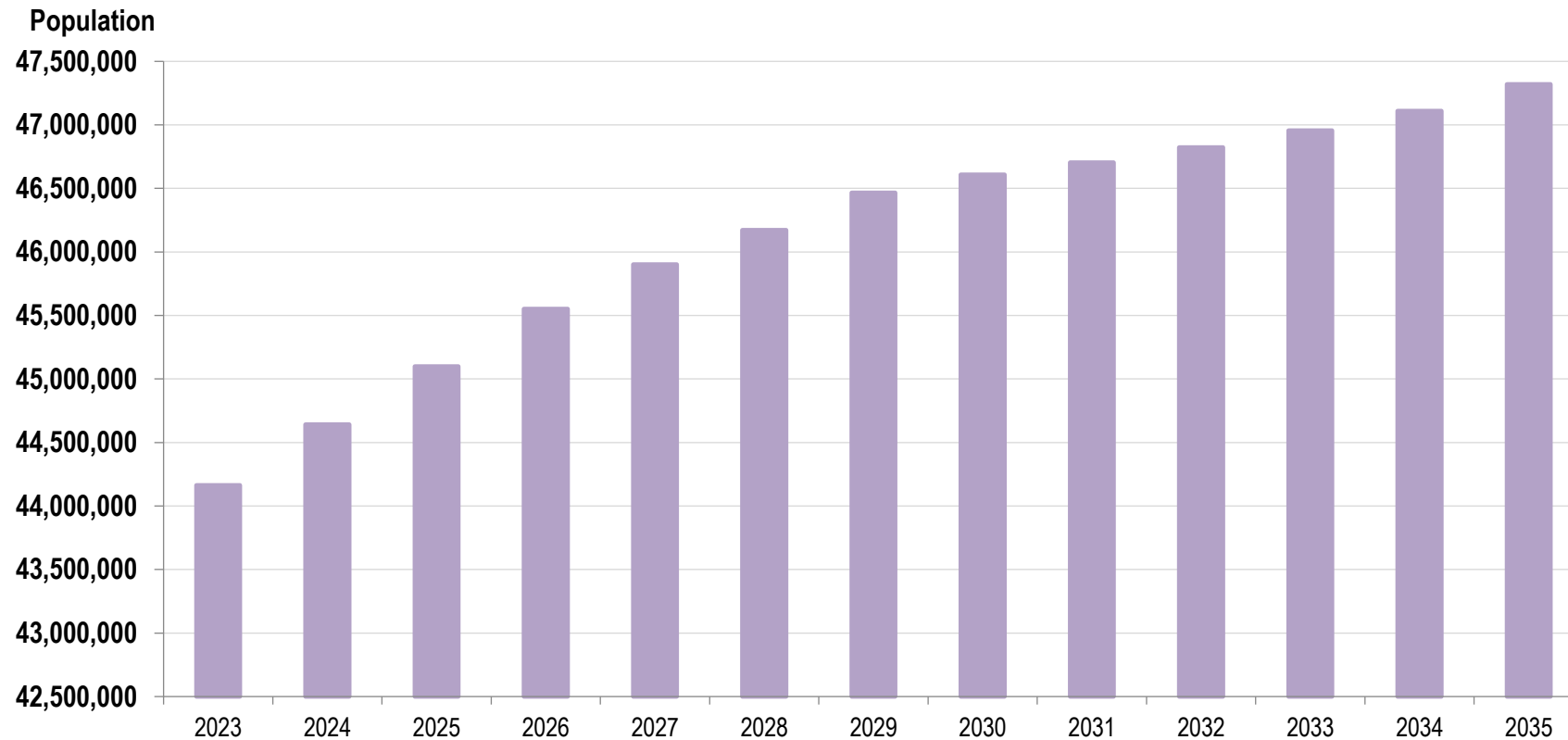
Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

Estimated and Projected U.S. Population (35 to 44 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (35 to 44 Years) 2023 to 2035



35 to 44 Years

The 35-to-44 age group was the second largest category in the prime years age range for 2023.

It had 44.2 million people in 2023 and is forecasted to have 47.3 million in 2035. After an increase of 3.1 million, it will be the largest prime years category in 2035.

In 2023, this group was from the Millennials (35-43) and Gen X (44) generations.

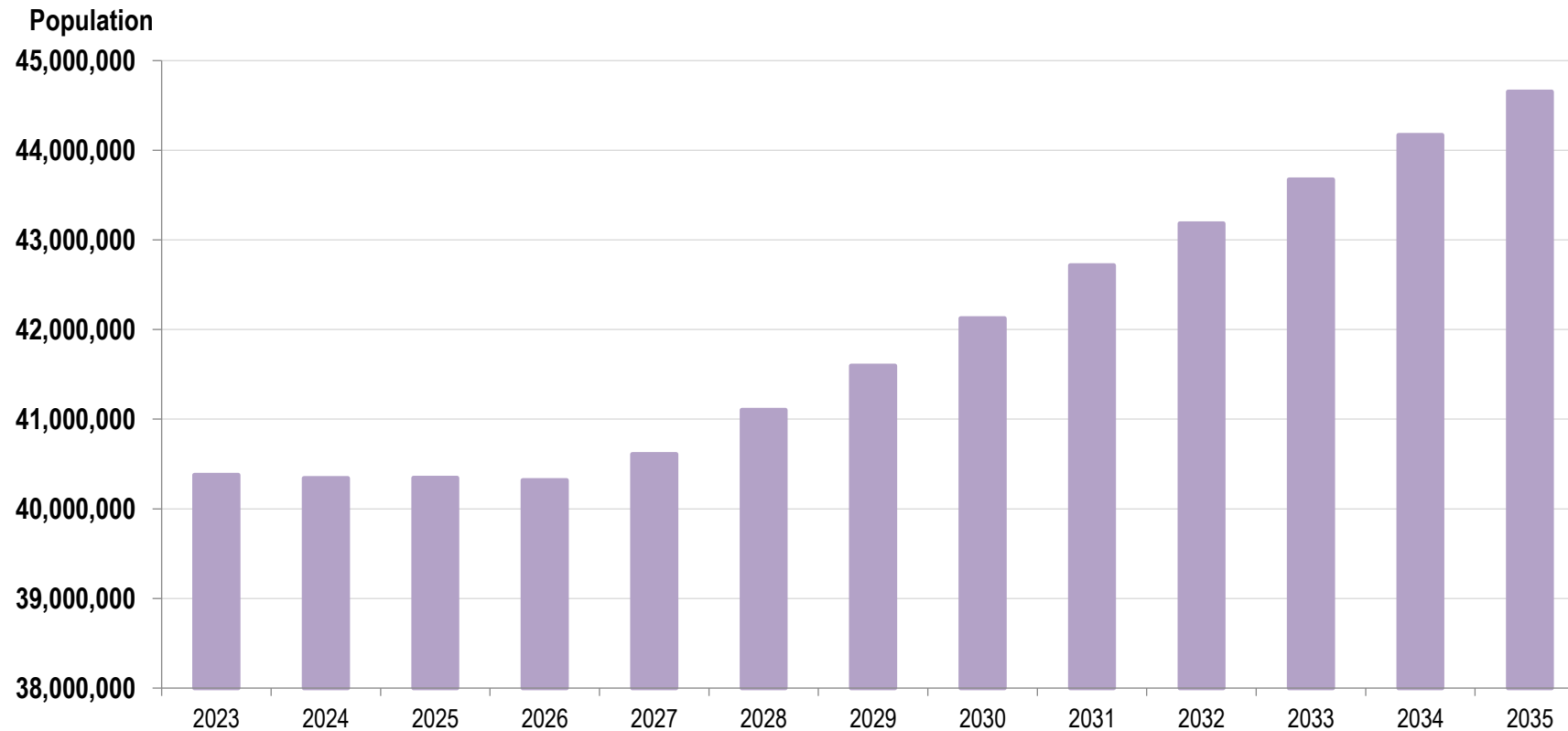
Source: Census Bureau, cber.co.

Colorado-based Business and Economic Research <https://cber.co>

Estimated and Projected U.S. Population (45 to 54 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (45 to 54 Years) 2023 to 2035



45 to 54 Years

The 45-to-54 age group was the smallest of the categories in the prime years age range in 2023.

It had 40.4 million people in 2023 and is forecasted to have 44.6 million in 2035. It will add 4.2 million people, the most growth in the three prime years categories.

In 2023, this group was from Gen X.

Source: Census Bureau, cber.co.

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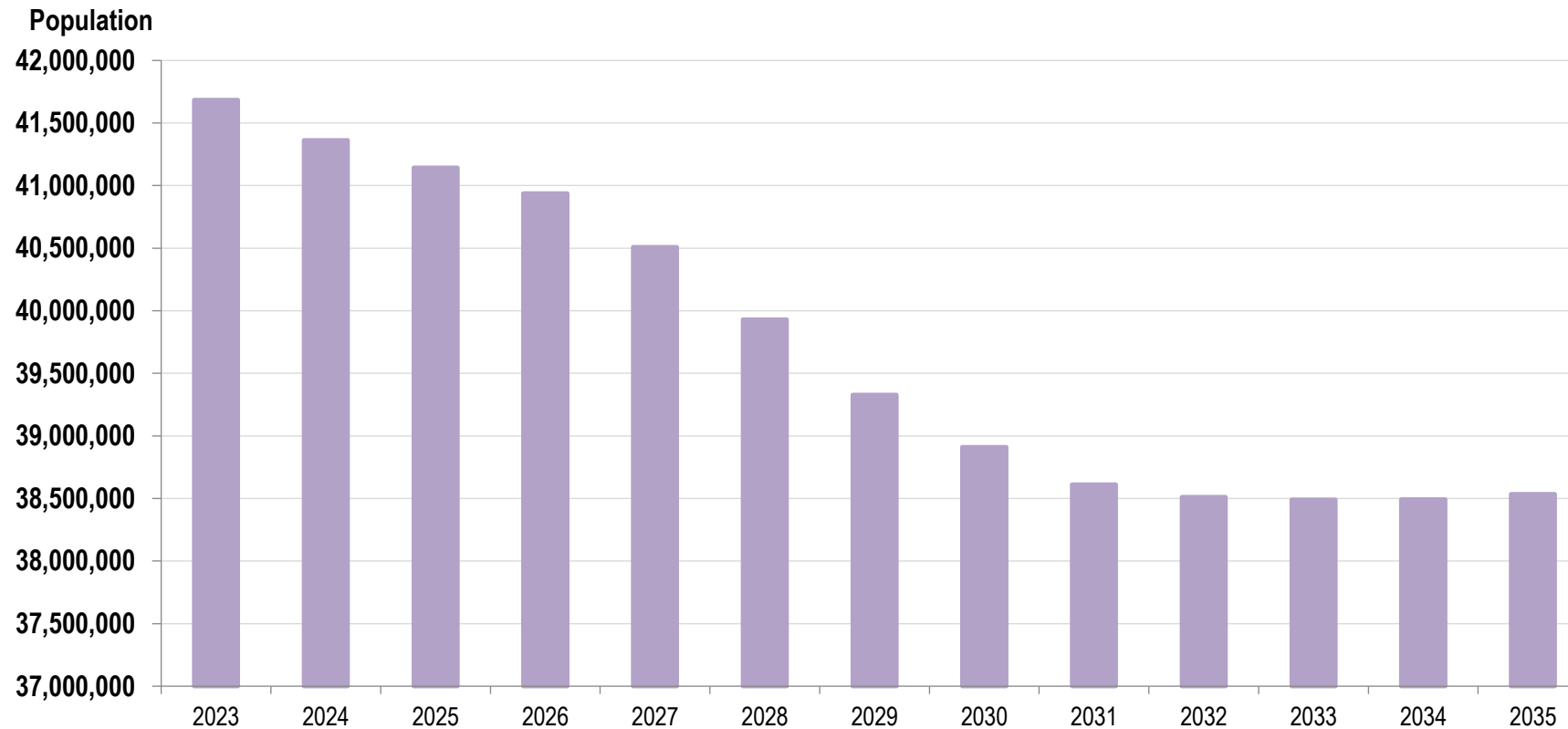
Seniors



Estimated and Projected U.S. Population (55 to 64 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (55 to 64 Years) 2023 to 2035



55 to 64 Years

The 55-to-64 age group is the largest of the senior categories; however, it is the only one to post a decline between 2023 and 2025. Each senior category reports the population for ten years.

It had 41.7 million people in 2023 and is forecasted to have 38.5 million in 2035.

The population in this category will decline by 3.2 million by 2035. In 2023, this group was from Gen X (55-58) and Baby Boomers (59-64).

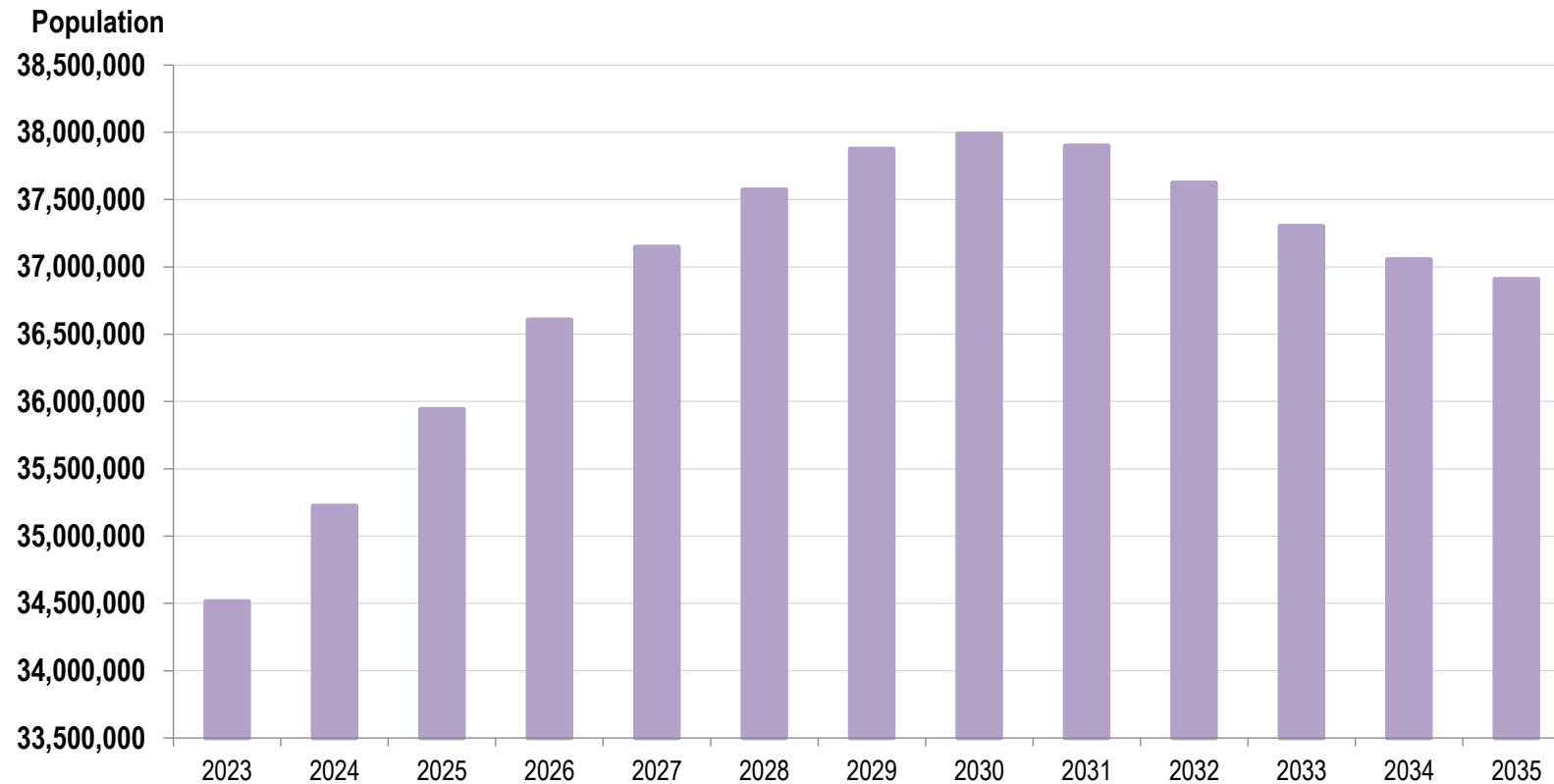
Source: Census Bureau, cber.co.

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Estimated and Projected U.S. Population (65 to 74 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (65 to 74 Years) 2023 to 2035



65 to 74 Years

The 65-to-74 age category is the second largest of the senior categories.

It had 34.5 million people in 2023. The population is forecasted to increase to 38.0 million in 2030, then decrease to 36.9 million in 2035. Overall, it will increase by 2.4 million between 2023 and 2035.

In 2023, this group was from the Baby Boomers generation.

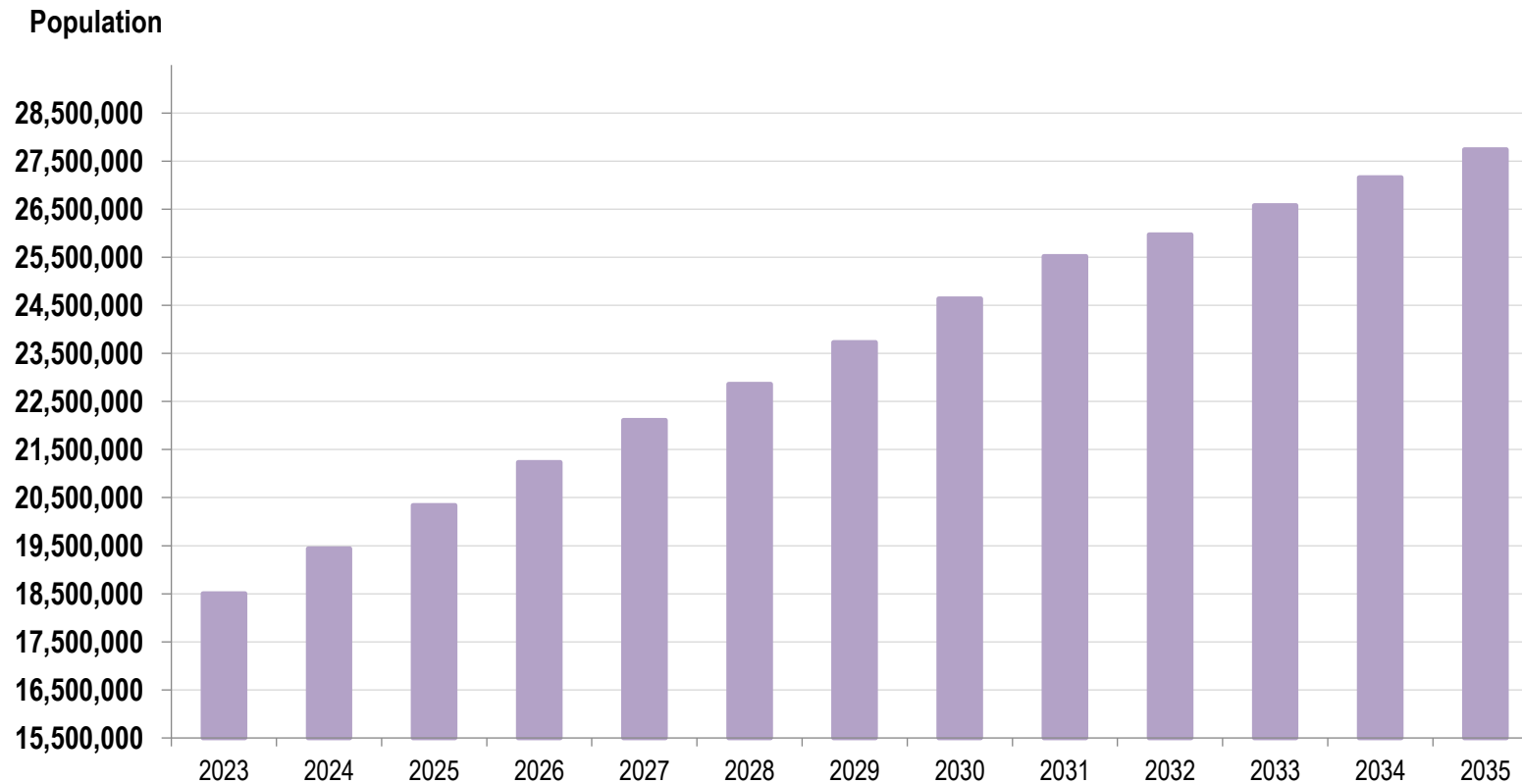
Source: Census Bureau, cber.co.

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Estimated and Projected U.S. Population (75 to 84 Years)

2023 to 2035

United States Population and Year-Over-Year Changes (75 to 84 Years) 2023 to 2035



75 to 84 Years

The 75-to-84 age category is the smallest of the senior categories.

It had 18.5 million people in 2023. The population in this category is forecasted to increase to 27.7 million in 2035, an increase of 9.2 million.

In 2023, this group was from the Baby Boomers (75 -77) and Silent Generation (78-84).

Source: Census Bureau, cber.co.

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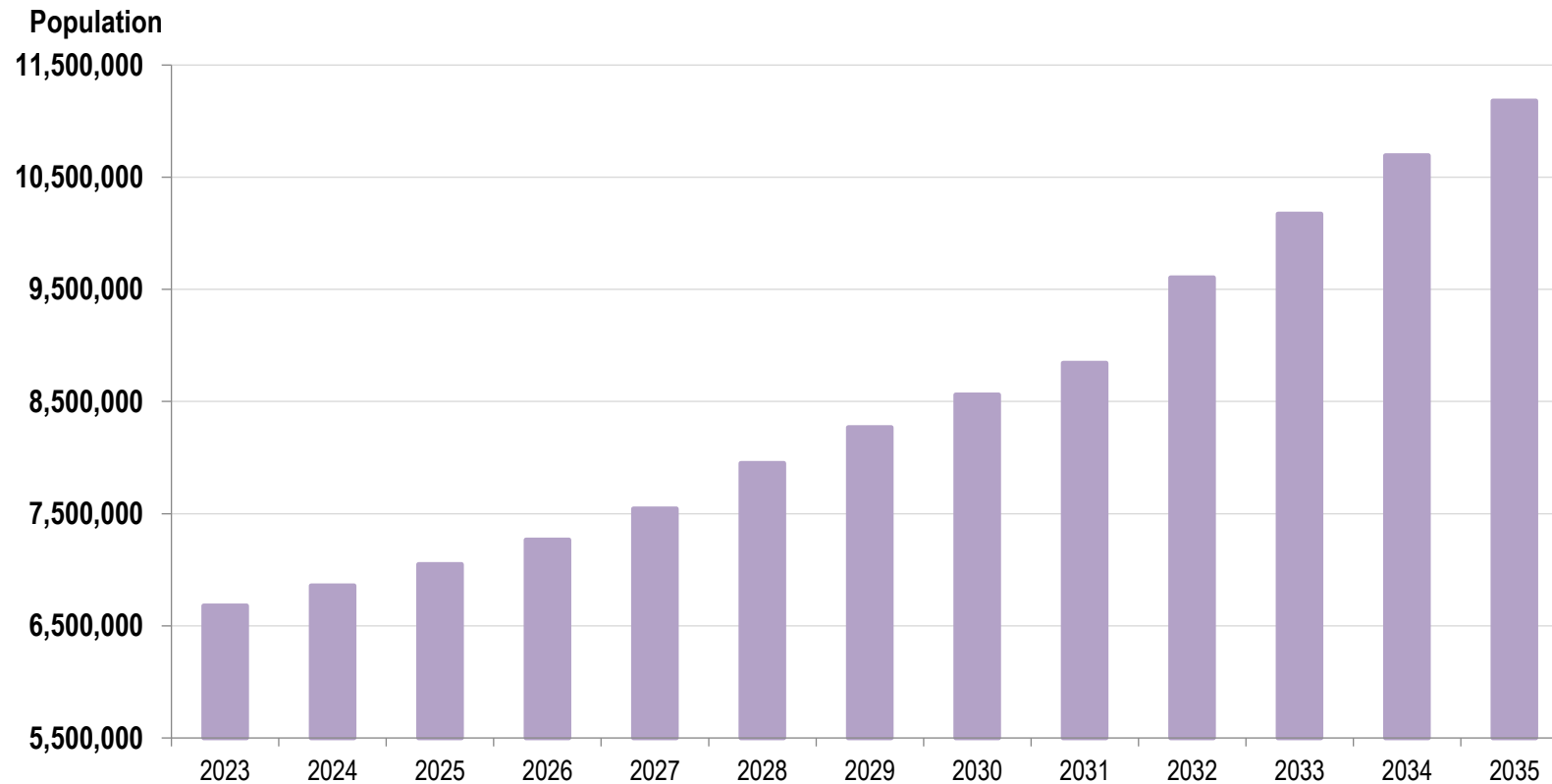
Super Seniors



Estimated and Projected U.S. Population (85 to 100+ Years)

2023 to 2035

United States Population and Year-Over-Year Changes (85 to 100+ Years) 2023 to 2035



85 to 100+ Years

The super senior category had 6.7 million people in 2023 and is forecasted to have 11.2 million in 2035.

The population in this category will increase by 4.5 million.

In 2023, this group was from the Silent Generation (85-98) and the Greatest Generation (99+).

Source: Census Bureau, cber.co.

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Bring Your “A” Game



Bring Your “A” Game to Attract and Retain Customers and Workers

The projected change in population between 2023 and 2035 will be about 16 million people. The change is uneven across age groups, with the most noticeable change being in seniors, ages 55+ (the aging of the baby boomers). There is solid growth in the population for the prime years for working and playing. Over the next decade, organizations must bring their “A” game in attracting and retaining customers, members, students, or athletes. They will have similar challenges in maintaining a qualified workforce. It will be an incredibly competitive environment.

Takeaways

- The reduced fertility rate and other factors will cause the population under age 25 to decrease by 5.8 million between 2023 and 2035. In 2023, this group is from the Alpha and Gen Z generations.
- The population in the prime years will increase by about 8.8 million. In 2023, this group is from the Gen Z, Millennials, and Gen X generations.
- The senior population will increase by about 13 million. In 2023, the Gen X generation entered the seniors. Most of this group is Baby Boomers.

Change in Population by Major Age Categories

Population	2023	% of Total	2035	% of Total	2035 less 2023	% Change
Pre-Youth/Youth, < 25 yrs.	103,390,993	30.9%	97,572,389	27.8%	(5,818,604)	-5.6%
Prime Years, 25 to 54 yrs.	130,137,013	38.9%	138,924,696	39.6%	8,787,683	6.8%
Seniors/Super Seniors, 55+ yrs.	101,378,299	30.3%	114,363,999	32.6%	12,985,700	12.8%
Total	334,906,305	100.0%	350,861,084	100.0%	15,954,779	4.8%

Source: Census Bureau, cber.co

Generations by Age Group

In 2023, the age groups were composed of the following generations:

Pre-Youth and Youth

- 0 to 5 years - Alpha
- 6 to 12 years - Alpha (6 to 10), Gen Z (11-12)
- 13 to 17 years - Gen Z
- 18 to 24 years - Gen Z

Prime Years

- 25 to 34 years - Gen Z (25 to 28), Millennials (29-34)
- 35 to 44 years - Millennials (35-43), Gen X (44)
- 45 to 54 years - Gen X

Seniors and Super Seniors

- 55 to 64 - Gen X (54-58), Baby Boomers (59-64)
- 65 to 74 years - Baby Boomers
- 75 to 84 years - Baby Boomers (75-77), Silent Generation (78-84)
- 85 to 100+ years- Silent Generation (85-98), Greatest Generation (99+)

Industry Must Bring Its “A” Game to Compete for Workers and Consumers in an Environment of Slower Population Growth

This analysis is for informational purposes only. Any opinions or interpretations of data are those of the presenter. As such, they do not represent the viewpoints of any group or particular organization.

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Gary Horvath has produced annual employment forecasts of the state economy for over 30 years. They have been supplemented by monthly economic updates and indices that track economic performance over the short term. In addition, he has directed three statewide analyses that included reviews of all 64 county economies.

Horvath was the principal investigator for a state and federally funded project to prepare a nanotechnology roadmap for Colorado. He has served on the Board of Directors for the Economic Development Council of Colorado, Northwest Denver Business Partnership, Adams County Regional Economic Partnership, and Broomfield Economic Development Corporation. Horvath has also been the chair of the electronics committee in the Governor’s Office of Economic Development and International Trade early stage and proof of concept Advanced Industries grant program, and he served on the 2021 Colorado Legislative Redistricting Commission.