

SPORTS TURF MANAGER

... for safe, natural Sports Turf

MARCH 2002

VOLUME 15 ♦ ISSUE 1



Life Styles and Life Cycles

DEMOGRAPHICS, ECONOMICS AND THE FUTURE OF ONTARIO'S TURF INDUSTRY

Keynote speaker at the Ontario Turfgrass Symposium this year was David Baxter who discussed the topic *A Growing Demand: Life Styles, Life Cycles and the Future of Ontario's Turf Industry*. Since University of Toronto demographer David Foote published his Canadian bestseller *Boom, Bust and Echo*, more and more emphasis has been placed on predicting future market trends by tracking population statistics. Baxter's OTS talk was based on linking demographic information obtained from Statistics Canada with changing economic conditions. The following points highlight emerging North American trends. Although many may appear to have no specific link to the turf care industry, all will shape the future life styles and life cycles of an aging Canadian population. Business owners and municipal managers should consider demographic information in their decision-making processes.

- The Ontario population will rise from the present 11,000,000 to 16,000,000 in the next 30 years. Over the next 10 years, the population aged 45-plus will increase by 1.3 million people while the under 45



The future will bring more community leagues, which are currently popular, and a renewed interest in neighbourhood sports.

population will increase by only 400,000 people. The population of Ontario is aging. The median age for child bearing is 30. Ontario does not have a replacement birthrate. Life expectancies are up. People are living three times longer than either the pension plan or health care system was designed for. One out of four Canadians will live to be 90. Generally as a population, we are more fit and increas-

ingly healthy. Baby-boomers will be the first generation to retire with two pensions.

- Our health care system is increasingly taxed as the population ages, so health care costs rise. Two-thirds of health care spending is on people 65 years or older. Half of the people who retire in Canada are under the age of 61; half of those retiring from the public sector are under the age of 57.

- Young people tend to live in apartments. When they reach the age of 30, they go to ground-oriented accommodations, which can loosely be defined as looking across the snow to a barbecue you forgot to clean! This is the age group who tend to have high discretionary and disposable incomes. The 35-44 age group buy

the largest number of lawnmowers, but the 55-64 age group exhibit the highest household spending on lawnmowers. They buy the ones with all the bells and whistles. One group buys the starter kit, the other a very sophisticated machine.

- Turf services will be much more important in the future. As this 55-64 group ages, their spending declines. However, these are the people ... *con't on page 5*

In this issue of Sports Turf Manager, you'll find ...

- | | | | |
|-----------------------|---------------------|---------------------------|--------------------------|
| 3 Association Updates | 6 Field Restoration | 8 STA New Members | 15 Maintenance Budgeting |
| 4 President's Message | 7 Fall Turf Tips | 9 Organic Amendments | 18 DoI Press Release |
| 5 Cover Story Cont'd | 8 Industry News | 12 Construction Budgeting | 18 Coming Events |