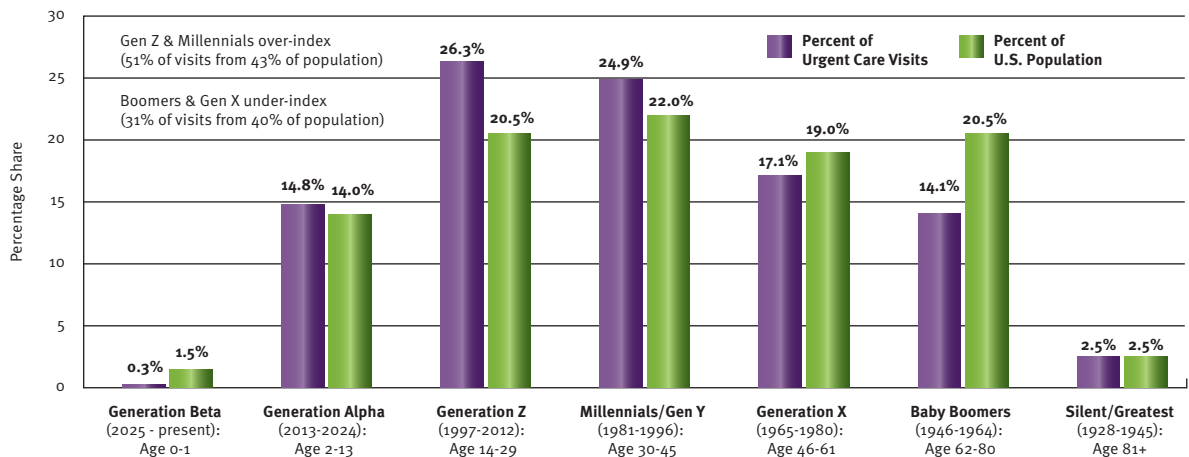


Which Generation Uses Urgent Care The Most?

■ Alan A. Ayers, MBA, MAcc

URGENT CARE UTILIZATION vs U.S. POPULATION SHARE, BY GENERATION



Source: Experity EMR network visit data; U.S. Census Bureau population estimates. Totals sum to 100%.

Understanding generational demographics is critical for any organization because age drives consumer behavior.¹ While the U.S. population is distributed relatively evenly across adult cohorts,² urgent care utilization—based on an analysis of 2025 Experity EMR visit data conducted by Urgent Care Consultants—skews heavily toward younger adults.³

Gen Z and Millennials combined (born 1981–2012) account for more than 51% of all urgent care visits despite representing only 43% of the U.S. population—a combined over-index of nearly 20 percentage points. Baby Boomers (1946–1964) show the widest gap in the opposite direction, making up 20.5% of the population but only 14.1% of visits, reflecting the established primary care and specialist relationships that route older adults elsewhere. Gen X under-indexes modestly (17% of visits vs. 19% of population), while Gen Alpha, the Silent Generation, and newborn Gen

Beta track closely to their population share.

This disparity confirms that urgent care has become the de facto primary care solution for digital natives who prioritize immediate access over long-term provider continuity. For operators, the insight is actionable on two fronts. First, it validates a strategy of high-visibility retail real estate, mobile-first registration, and digital engagement designed to appeal to tech-savvy patients seeking “on-demand” convenience rather than chronic disease management. Second, the 6.4-point Boomer gap signals an under-served opportunity — volume currently flowing to primary care offices, specialists, and emergency departments — that operators can pursue through chronic care integration, Medicare Advantage contracting, and occupational medicine partnerships. ■

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Alan A. Ayers, MBA, MAcc is President of Urgent Care Consultants and Senior Editor of *The Journal of Urgent Care Medicine*.