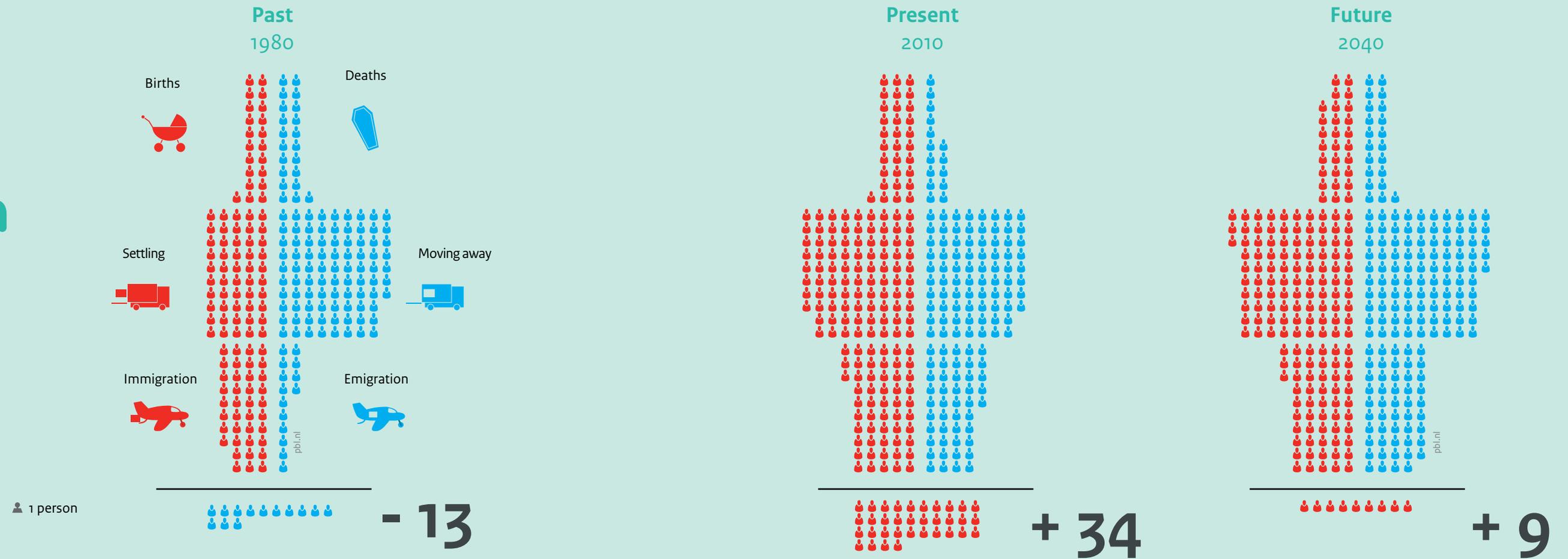


# A day in the life of Amsterdam



The city of Amsterdam changes day by day. Population numbers have increased since the 1990s, and this trend is expected to continue well into the 21st century. Amsterdam was not always this popular. In the 1970s and 1980s, many families turned their backs on the small city

apartments in favour of single-family dwellings in suburbs or new towns such as Alkmaar, Hoofddorp, Hoorn, Purmerend, Lelystad and Almere. Many businesses also vacated the city for accessible locations along the motorways where space was cheap and plentiful.

The tide turned in the 1990s. Amsterdam became more attractive for young people and families. Trendy neighbourhoods, such as the Jordaan, began to attract young, well-educated and well-paid people, who valued the charming historic surroundings and copious cultural attractions over

physical space. New urban redevelopment projects were developed on both the western and eastern side of the city. On a typical day in 2010, approximately 30 children were born in Amsterdam and about 15 people died. In addition to the positive natural population growth, the influx of people from elsewhere in

the country also boosted Amsterdam's population. Approximately 90 people moved to Amsterdam on any given day in 2010, while only 80 left the city. In addition, about 55 foreign immigrants arrived, 10 more than decided to emigrate on that day. At the end of the day, each day, Amsterdam grew by 34 people. Between 1980 and 2010,

the population in Amsterdam increased from 715,000 to 790,000. It is expected that Amsterdam will stay a popular place of residence in the future and that the city will reach a population of around 925,000 inhabitants by 2040.