



Demographic Futures Group

The 2016 Census of Population enabled the creation of new population projections for Ireland for the years to 2051.

The trends identified include:

- Continuing strong growth in population numbers – between 30,000 and 60,000 per annum, depending on scenarios.
- The critical role of migration in determining population change.
- Increased life expectancy and an ageing population – in the next decade more than 50% of our population could be over 50 years of age.
- Increasing urbanisation.

Based on the very positive feedback from our recent seminar on Demographic Futures, Amárach Research is establishing a **Demographic Futures Group**.

Consequences of Demographic Change

- Age and life-stage impact on the choices we make and the money we spend.
- Longer lives will also result in greater change and choices. Will we be younger or older for longer?
- A larger population has real implications for service provision in areas such as Housing, Transport, Education, Healthcare, Retail and Leisure.
- A different life expectancy will also impact on Education and Training Provision, Healthcare, Welfare and Pensions, Housing, Transport and all aspects of Business.

Demographic Futures Group

The key challenge for business and organisations is to understand and plan for demographic change— how to maximise the opportunities and minimise the risk from the trends emerging.

This membership-based grouping will act as a catalyst for information sharing and change. We will utilise data from Amárach's own research databanks; published information and other relevant research.

The purpose of this Group is to equip organisations with an understanding of the trends happening around them so that they can plan for a successful future.

Amárach's Approach

The project will be led by Michael McLoughlin and Gerard O'Neill, supported by the wider Amárach Team. Amárach's team will work with the Group members to chart the changes and challenges that lie ahead. This project will build on three decades of the work carried out by us through research programmes. We can also draw on substantial external expertise through our work in established partnerships with the academic community, specialists and think tanks.

What members of the Group will receive annually

- A report focused on one key market demographic segment per quarter – e.g. Generation Z, Older Workers, Millennials or Migrants which builds on both published and Amárach proprietary data.
- An annual conference on demographic change in Ireland (each subscriber will have two attendees).
- Interpretation and communication of official data published by local and national government, CSO and Eurostat.
- A twice-yearly round table discussion of the issues and challenges thrown up by demographic change.
- Access to relevant resources online.

Subscription

The subscription is €4,500 per annum (plus VAT).

For further information please contact Michael McLoughlin, Chief Executive, Amárach Research e. michael.mcloughlin@amarach.com.

[Find out more](#)

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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