



# The 50/50 Future

Ireland's over 50s population will soon make up half of all adults. They are the fastest growing segment in the population, and the most affluent. You need to understand their spending, saving and investing habits to secure your share of this key market in the years ahead. Amárach's syndicated study of 1,000 over 50s will provide the benchmark against which you can measure your progress towards the 50/50 future.

  
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research

## Case Study: Over 50s Market

### The Housing Agency: Housing for Older People

#### Customer Requirements:

to understand the current and future housing requirements and aspirations of Ireland's older citizens and what models of supported housing / independent living with care might best in future.

#### Research Methodology:

We used a combination of qualitative and quantitative methodologies, including design thinking workshops with our partners, to unlock insights into the needs and motivations of older home owners and renters.

#### Research Impact:

the findings were published\* by the Housing Agency and launched at a conference in Dublin which brought together all the key stakeholders to review the findings and identify opportunities for collaboration.

\* <https://www.housingagency.ie/News/Current-News/Report-on-Housing-For-Older-People-Thinking-Ahead>

## The 50/50 Future Syndicated Study

Launching in September 2018, the 50/50 Future study brings together interested businesses and organisations to create a joint research programme to unlock insight into the over 50s population. Combining a survey of 1,000 over 50s with statistical modelling and forecasts, the study will equip subscribers with clear guidelines to support their planning, investment and growth strategies over the next 3-5 years.

For a confidential conversation about how your organisation can benefit from participation in the 50/50 study contact Gerard O'Neill at Amárach.



Find out more

Read our  
**'Seven Reasons to use Amárach':**  
<https://amarach.com/>

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

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