

# DRIVING IMPACT IN A CHANGING WORLD

Ipsos in UAE Conference  
Wednesday, March 13<sup>th</sup>, 2019



## EMPTY PLANET

DR. DARRELL BRICKER  
*GLOBAL CEO,*  
IPSOS PUBLIC AFFAIRS



Session 1: A Changing World

© Ipsos 2019 · All rights reserved. Contains Ipsos' Confidential and Proprietary Information.

The contents of this report constitute the sole and exclusive property of Ipsos · [name of the entity issuing the report] and/or its affiliated companies (“Ipsos”). Ipsos retains all right, title and interest in and to any Ipsos trademarks, trade secrets, copyright, patents, databases, software and computer programs, technologies, methodologies, products and know how included or arising out of this report or used in connection with Ipsos' preparation of this report. No license is hereby granted or implied.

The contents of this report are confidential and may be used by the subscriber, its officers, directors and employees solely for internal business purposes. No other use is permitted and the subscriber cannot disclose, reproduce, distribute, publish and/or interpret or sell all or part of this report to any third party without the prior written consent of Ipsos. All approvals should be granted from Ipsos at a local level. Clients, who release in accordance with the agreement with Ipsos, must clearly identify the fact that it was done by Ipsos. Clients are also not permitted to use the Ipsos logo in any communication or the mention of the Ipsos name and/or brand identity without written consent from the latter.

Should the client use the Ipsos logo, publish, reproduce, distribute or release the work products without complying with the above conditions, Ipsos reserves the right to express by any means or issue any communiqué or statement necessary to protect its rights, in addition to any other legal rights or remedies which they may have.

# What You Have Been Told About Our Future...

# Big Population Trends

- The Population Bomb **explodes** – 7B today to 11.2B (or more) by 2100.
- Developing world having **too many babies**.
- **Youth will dominate** future global marketplace.

IS WRONG...

**It's all in the NUMBERS...**



# THE POPULATION BUST

**Global Population will Peak Mid-Century,  
Decline to Where it is Today...**

# Emerging Demographic Forces

Fertility

---

Aging

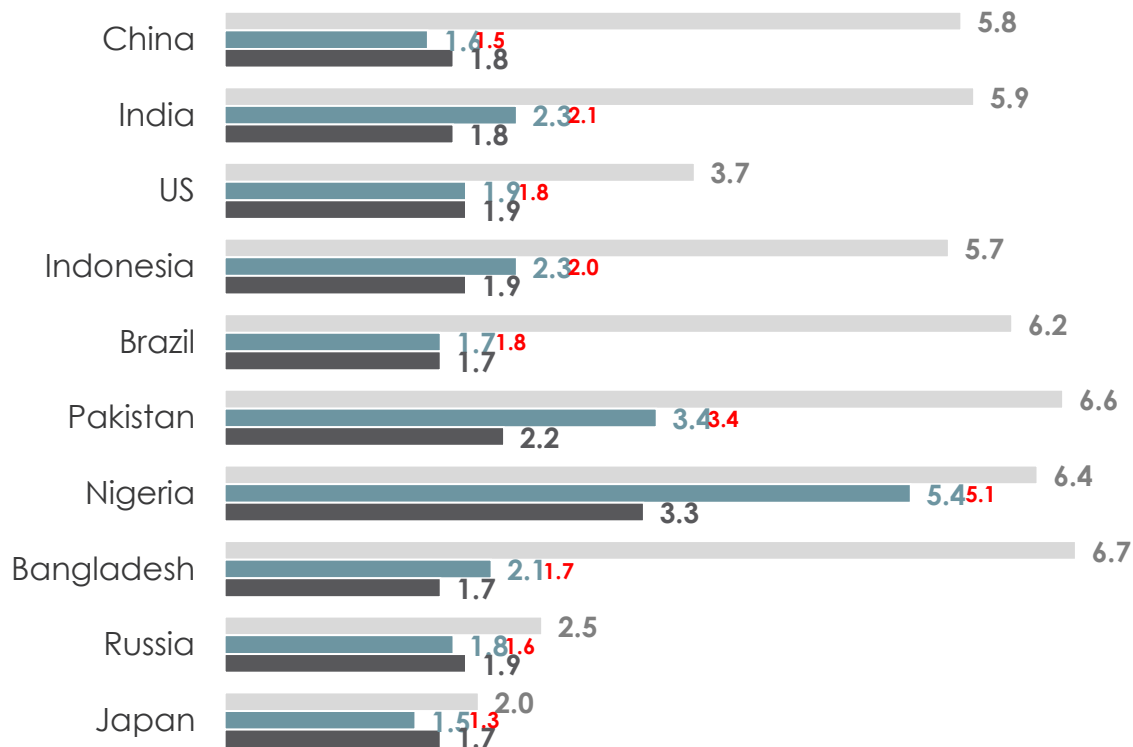
---

Urbanization



**FERTILITY**

# Fertility in 10 Biggest Countries Cut in Half in Last Half Century. Will Continue to Decline...

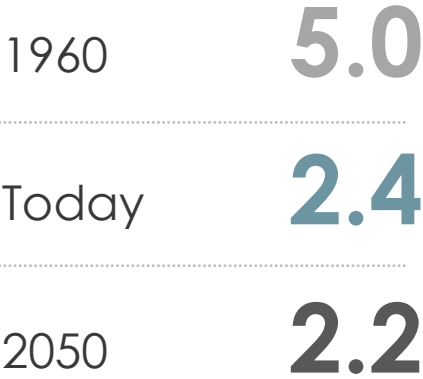
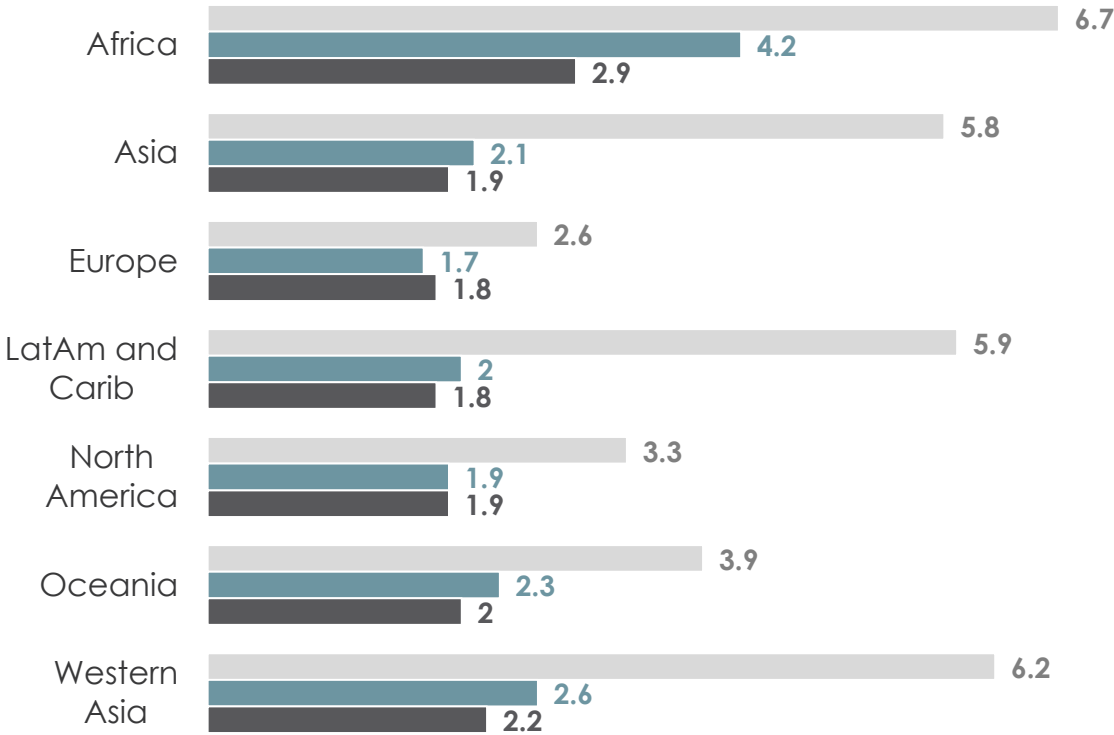


5.2 Avg. 1960

2.4 Avg. Today \*2.3

2.2 Avg. 2050

# Fertility Declining Everywhere...



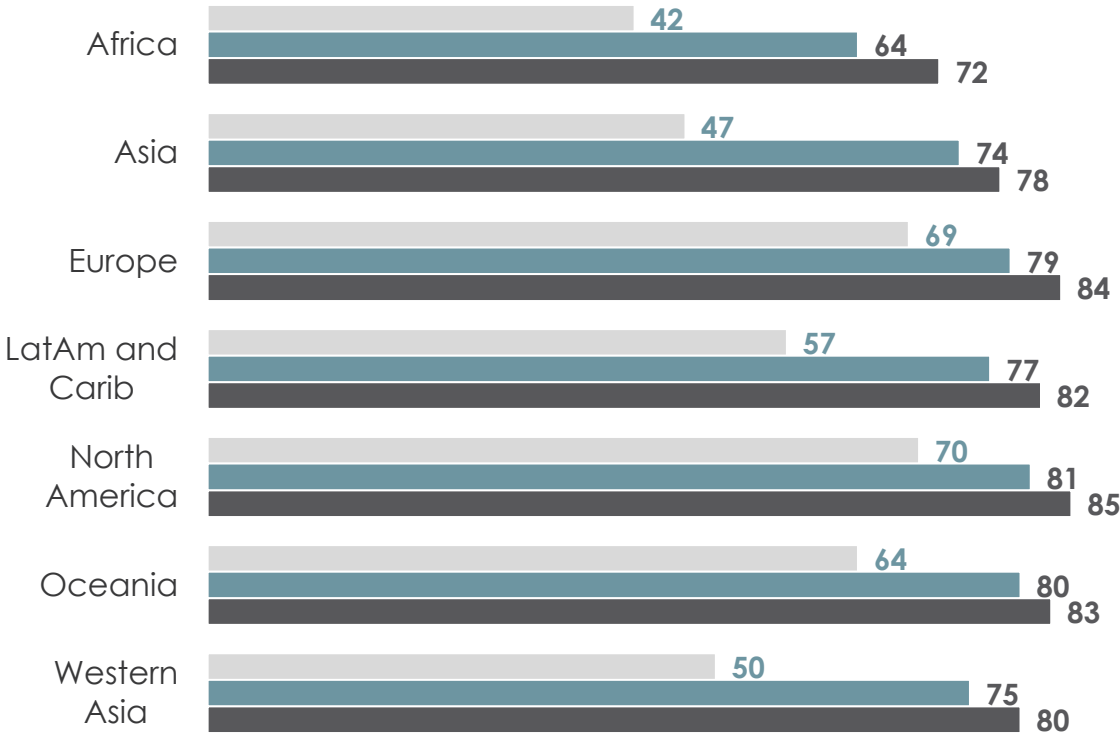
# Why is Fertility Declining?

- Urbanization.
- Empowerment of women.
- Changing culture.
- Success of Government, NGO programs.
- Gender and age structure of population.

A black and white photograph of an elderly woman with short, curly white hair, wearing glasses and a patterned scarf. She is smiling warmly at the camera. The background is blurred, showing what appears to be an indoor setting with other people.

AGING

# Life Expectancy Increasing Everywhere...



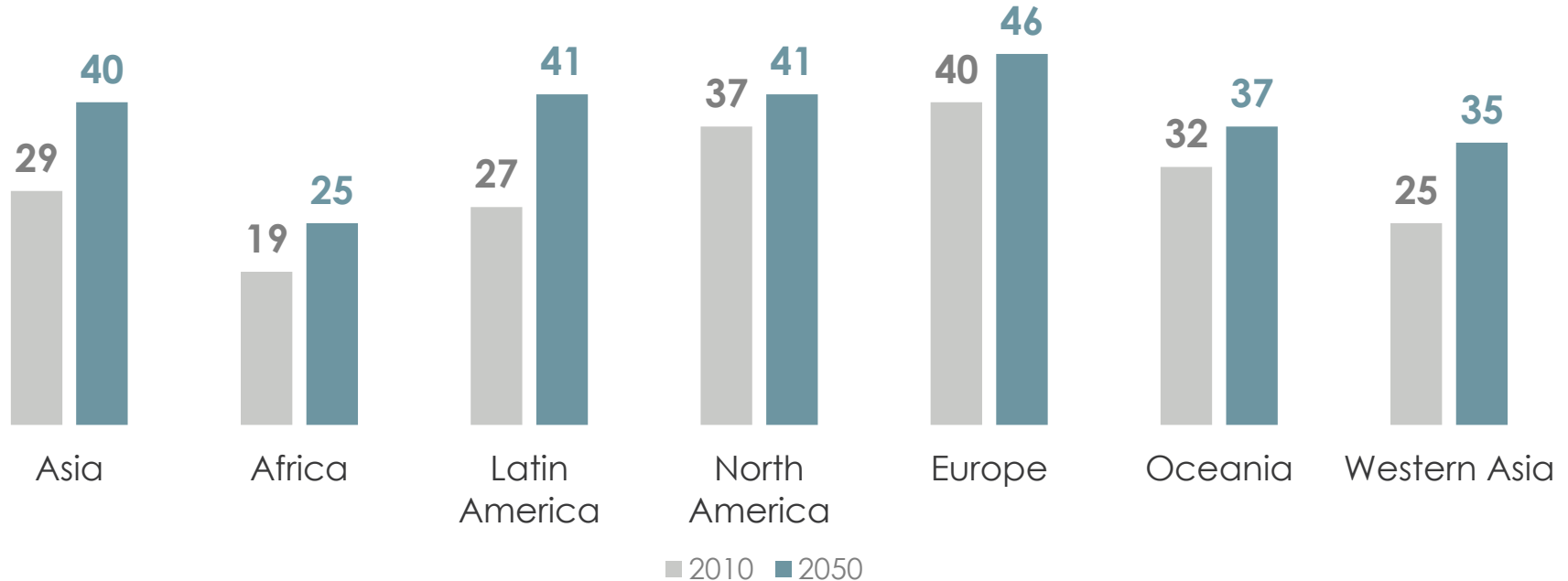
51 Avg. 1960

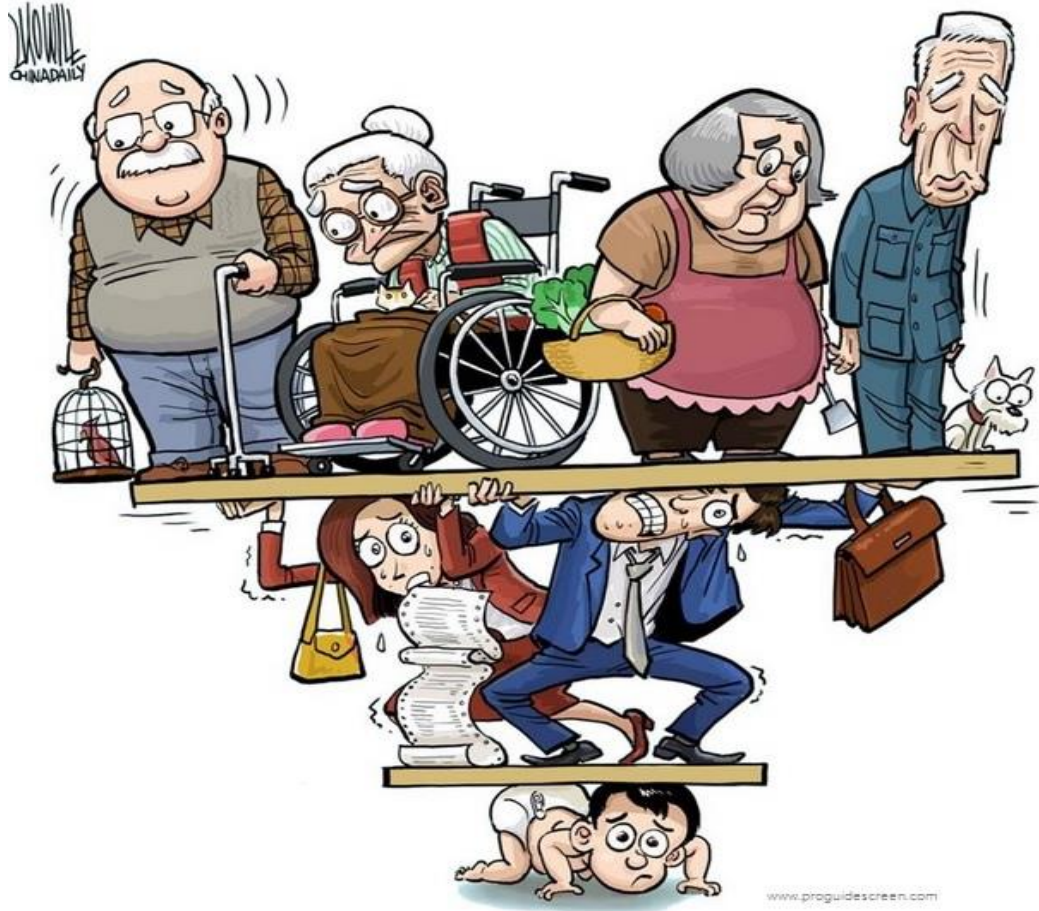
73 Avg. Today

78 Avg. 2050

# The Global Population is Getting Older

Median Age (Years), Estimates for 2010 and 2050



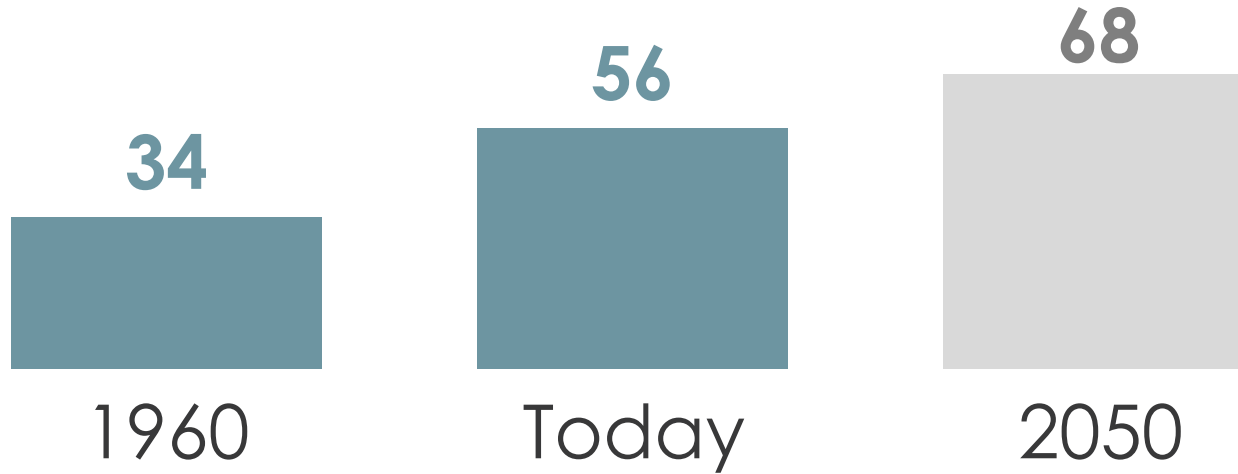




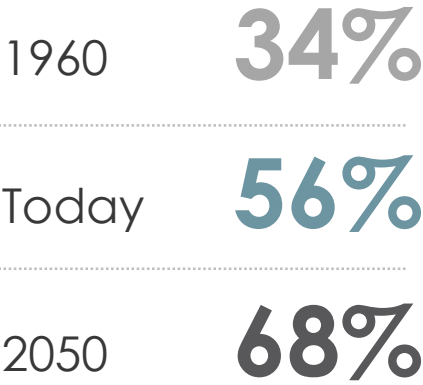
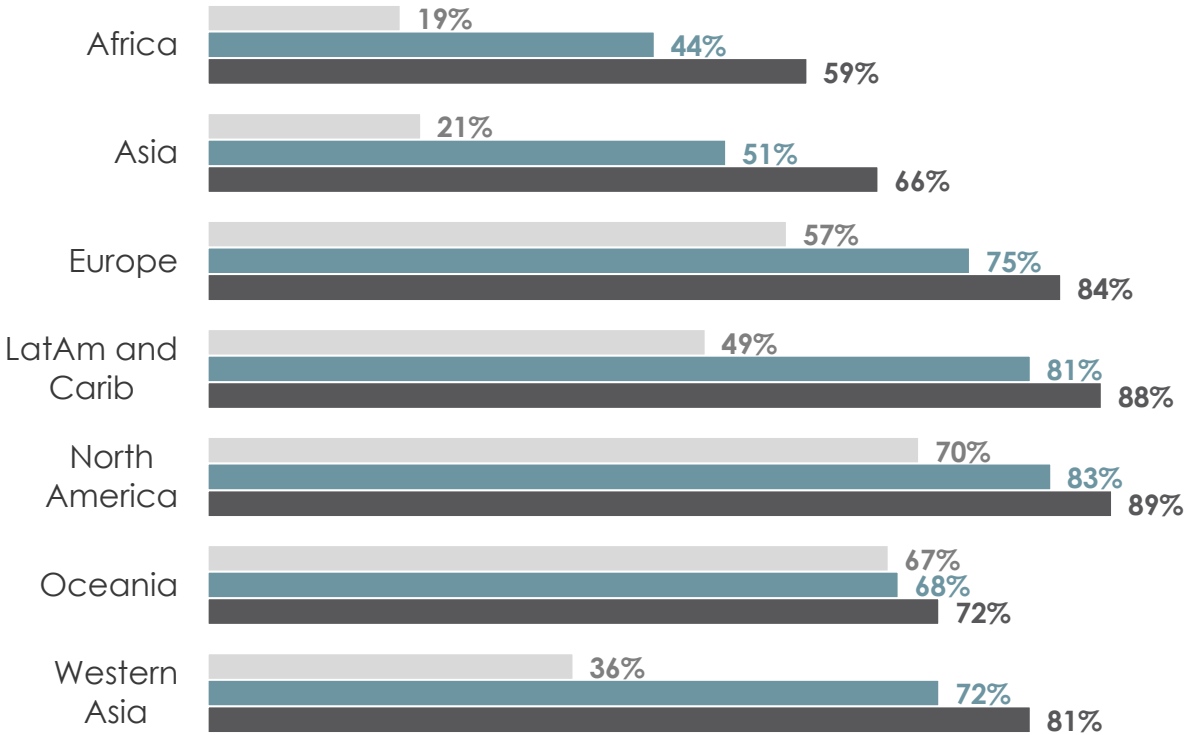
# URBANIZATION

# The BIGGEST Migration...

% of the World's Population Living in Urban Areas



# Everybody is Moving to the City...



## What Does This Mean For Me?

- MARCH OF THE PERENNIALS
- WOMENOMICS
- ALONE, TOGETHER
- METROPOLITAN SPECIES

THE SHOCK OF  
GLOBAL POPULATION DECLINE



DARRELL  
BRICKER

AND

JOHN  
IBBITSON



DRIVING IMPACT  
IN A CHANGING  
WORLD



# Thank you

---

DR. DARRELL BRICKER  
*GLOBAL CEO,*  
IPSOS PUBLIC AFFAIRS