



Demographic Impact

The New Consumer



Symphony **IRI** Group

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Insight.
Innovation.
Impact.

Agenda

1

Introduction

2

The World is changing

3

Puerto Rico coming.....

4

Conclusions



Top 10 Countries Population Count



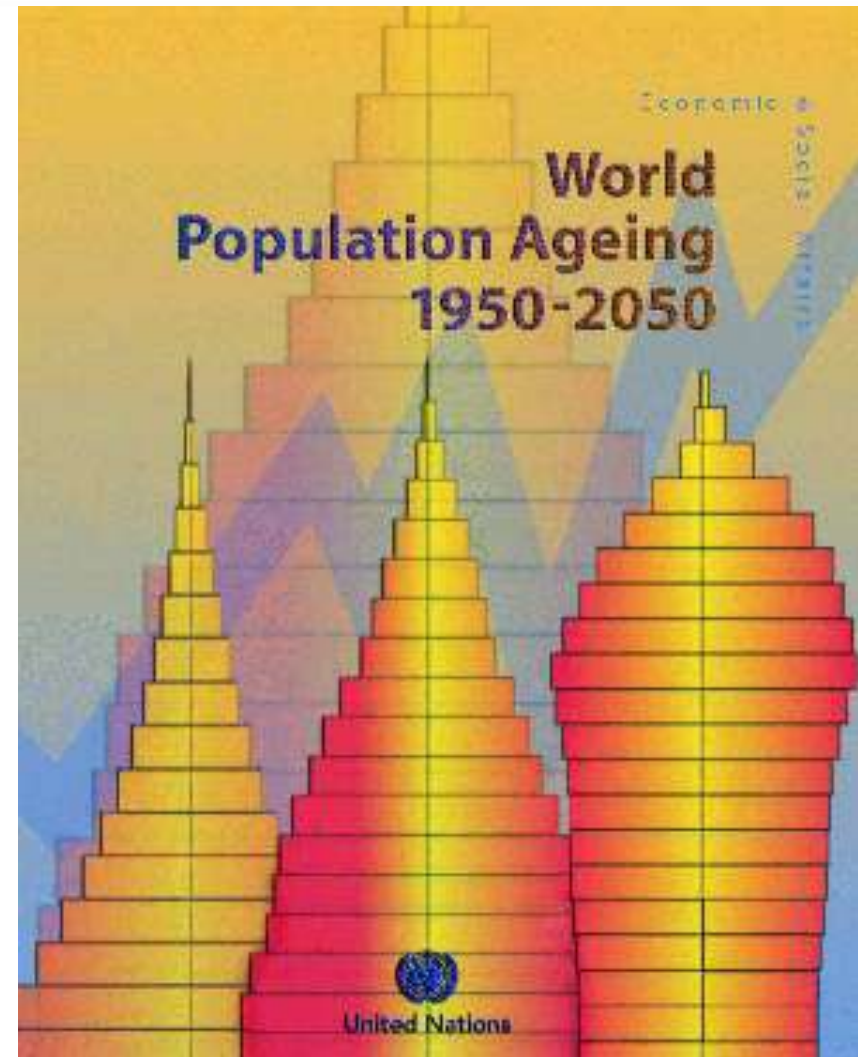
Source: U.S. Census Bureau International Census Database

World Population Ageing Report

“This report was prepared by the Population Division as a contribution to the 2002 World Assembly on Ageing and its follow-up. The report provides a description of global trends in population ageing and includes a series of indicators of the ageing process by development regions, major areas, regions and countries. The report shows that:”

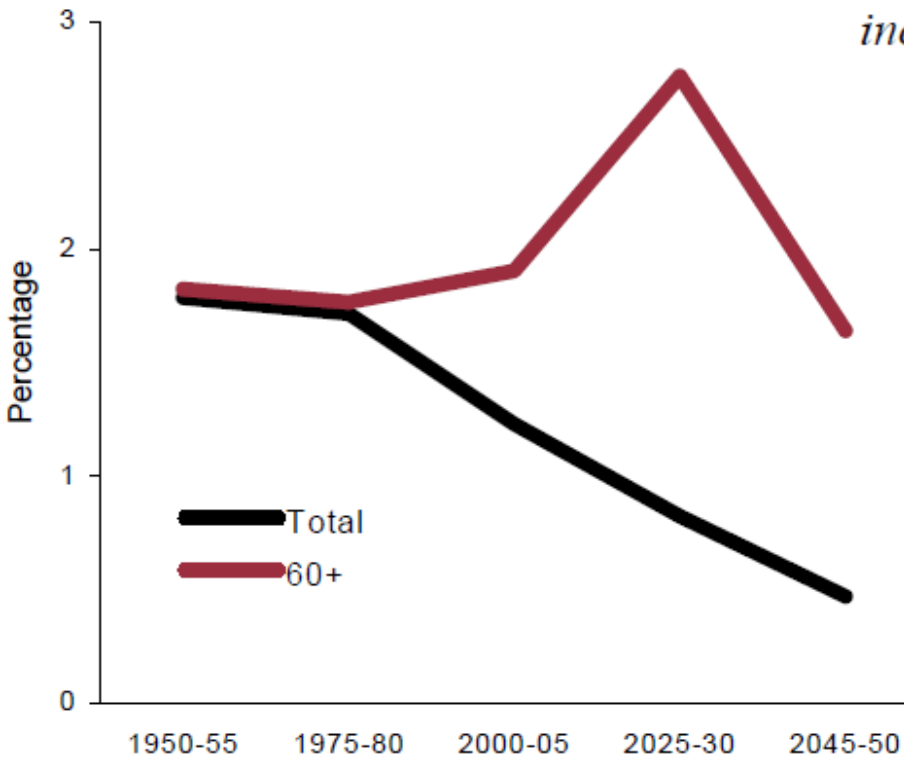
- **Population ageing is unprecedented**, without parallel in human history—and the twenty-first century will witness even more rapid ageing than did the century just past.
- **Population ageing is pervasive**, a global phenomenon affecting every man, woman and child—but countries are at very different stages of the process, and the pace of change differs greatly. Countries that started the process later will have less time to adjust.
- **Population ageing is enduring**: we will not return to the young populations that our ancestors knew.
- **Population ageing has profound implications** for many facets of human life.”

Source: Department of Economic and Social Affairs Population Division website



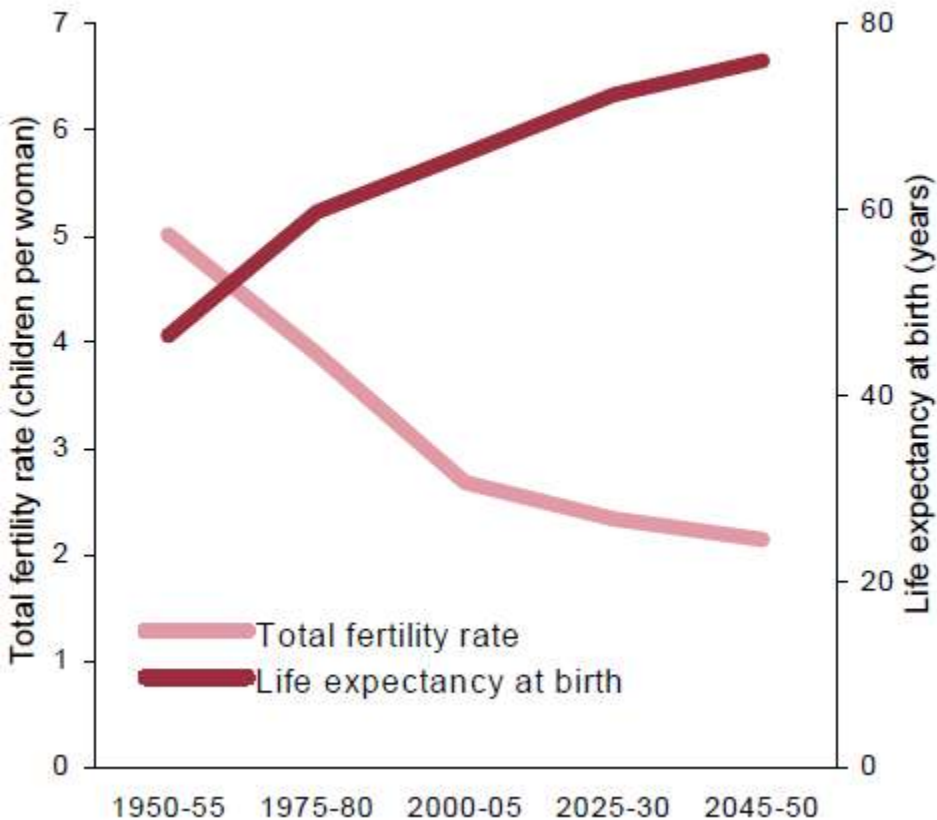
World Population Ageing Report

“The older population is growing faster than the total population in practically all regions of the world—and the difference in growth rates is increasing”

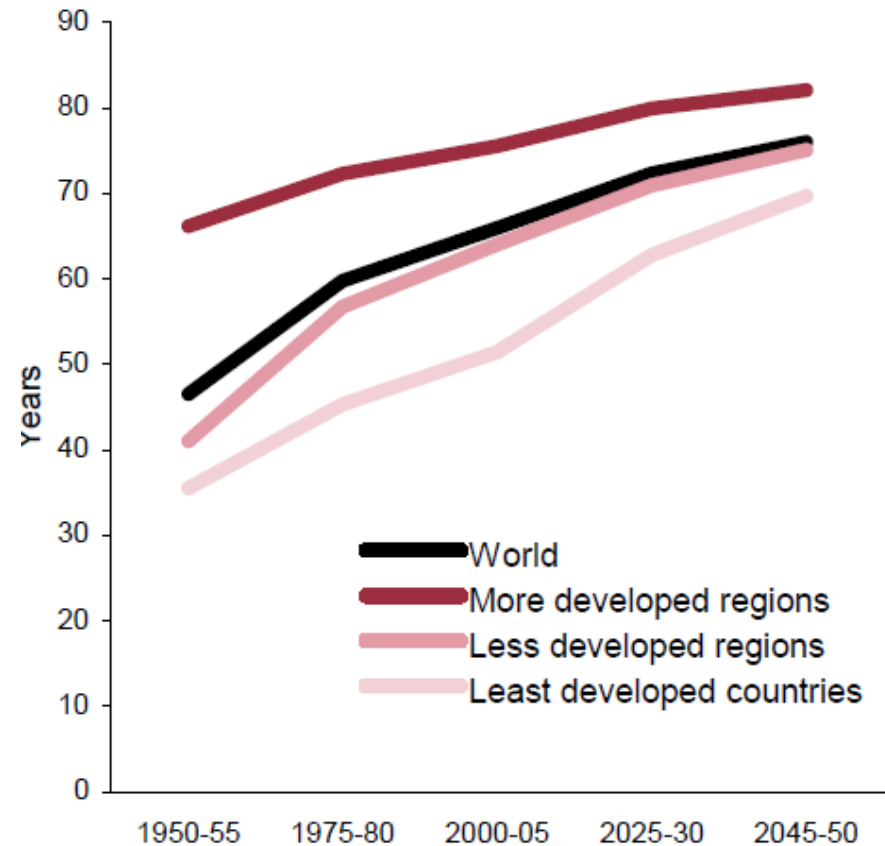


World Population Ageing Report

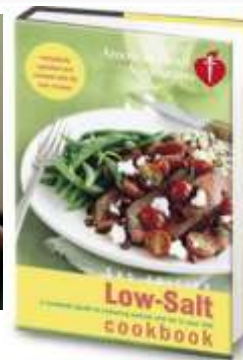
Fertility Rate vs. Life Expectancy



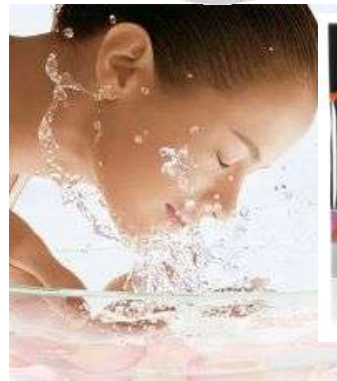
Life Expectancy



Quality of Life “More Important than ever”



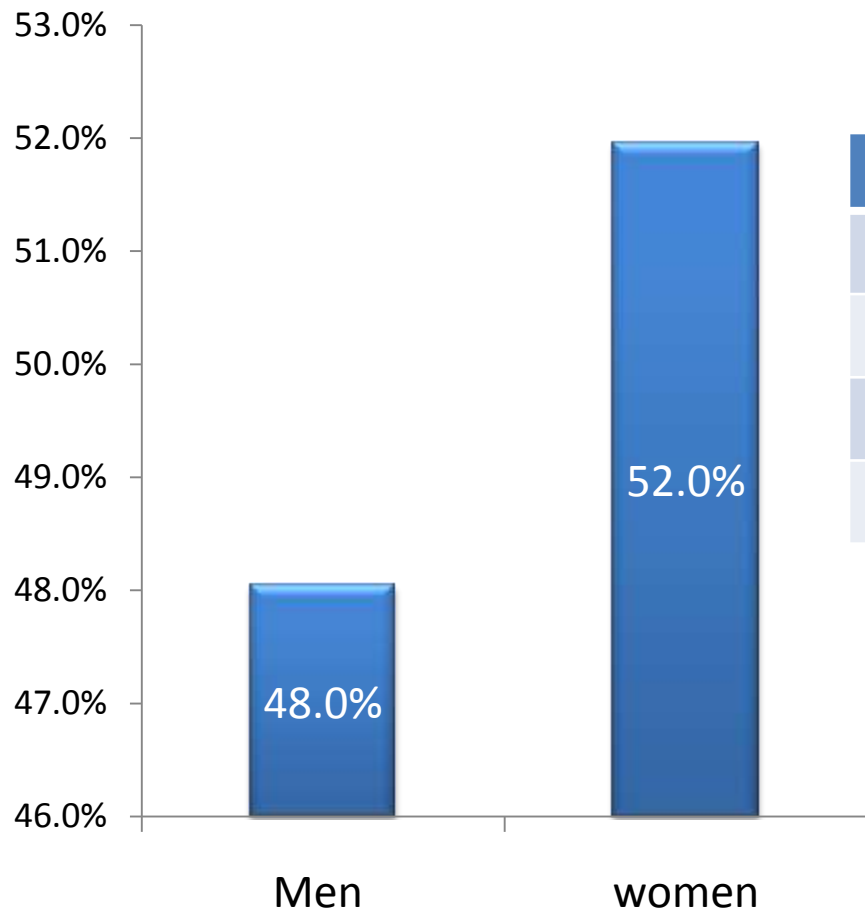
VIAGRA®
(sildenafil)



Cialis®
tadalafil
acts up to 36 hours

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Puerto Rico Population Profile

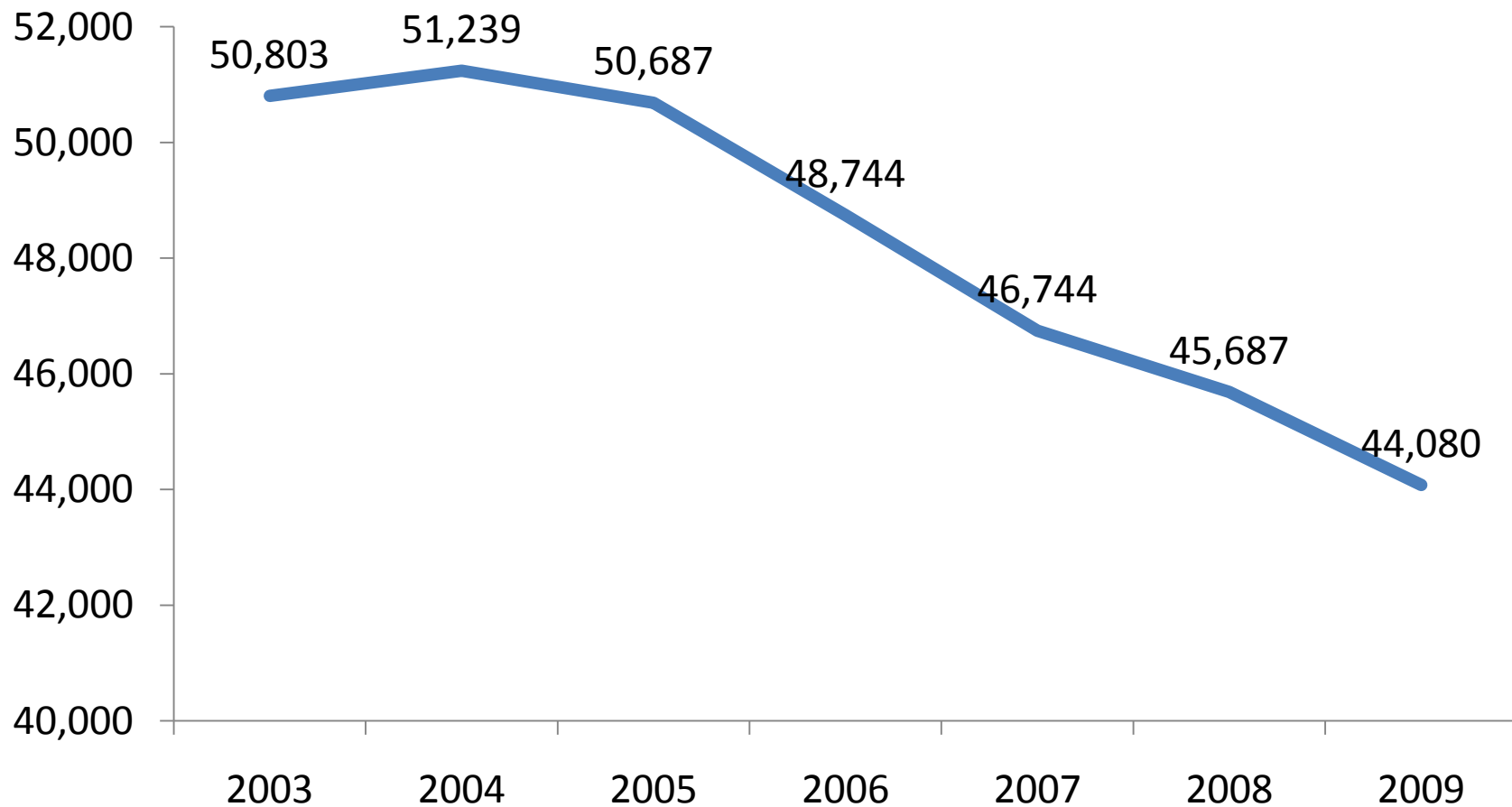


Census Year	Count
1990	3,552,037
2000	3,808,610
2009 _{est.}	4,003,578
2010	?????

Source: U.S Census Bureau

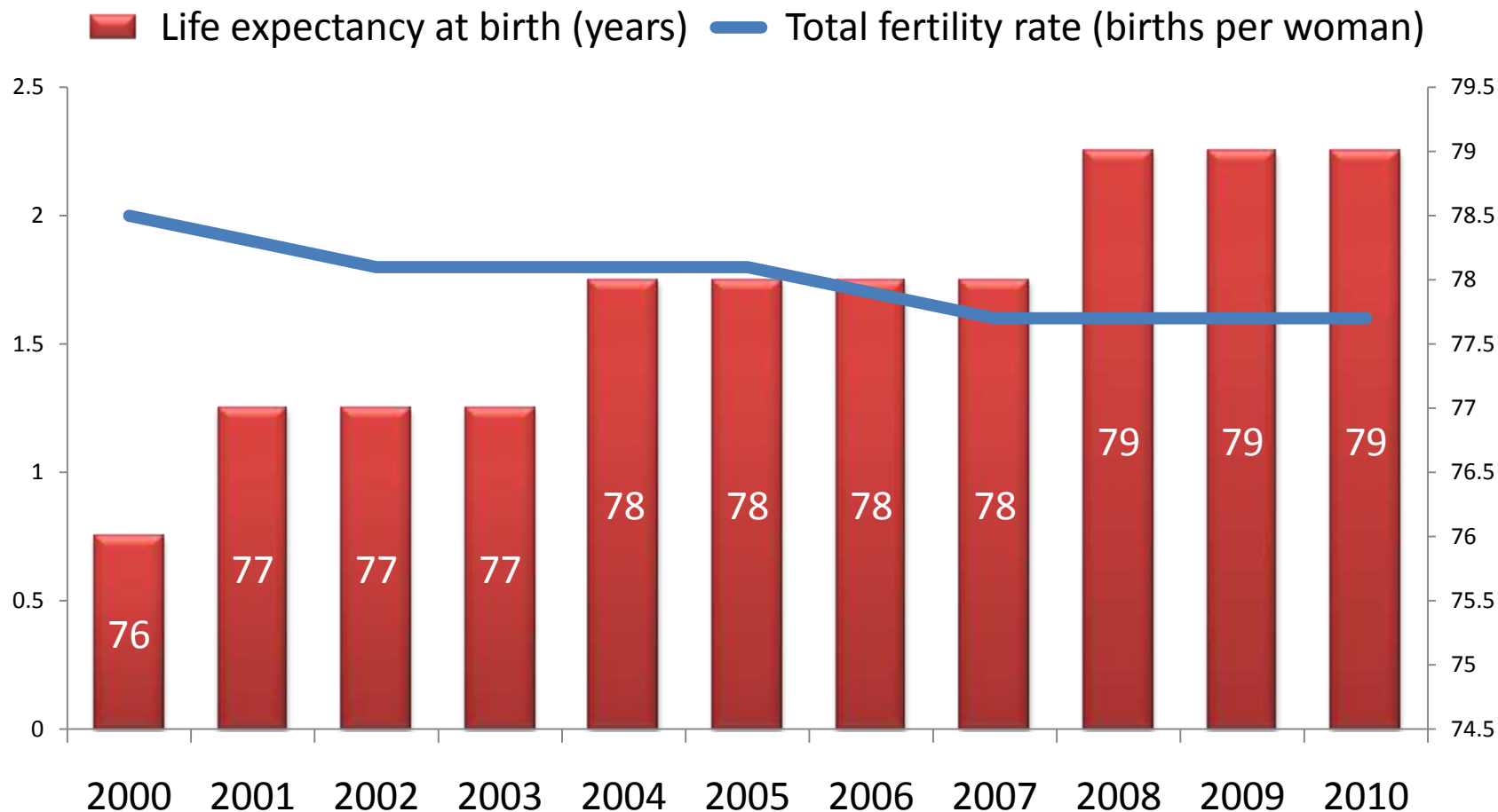
Fuente: Junta de Planificación, Programa de Planificación Económica y Social, Oficina del Censo

Births in Puerto Rico

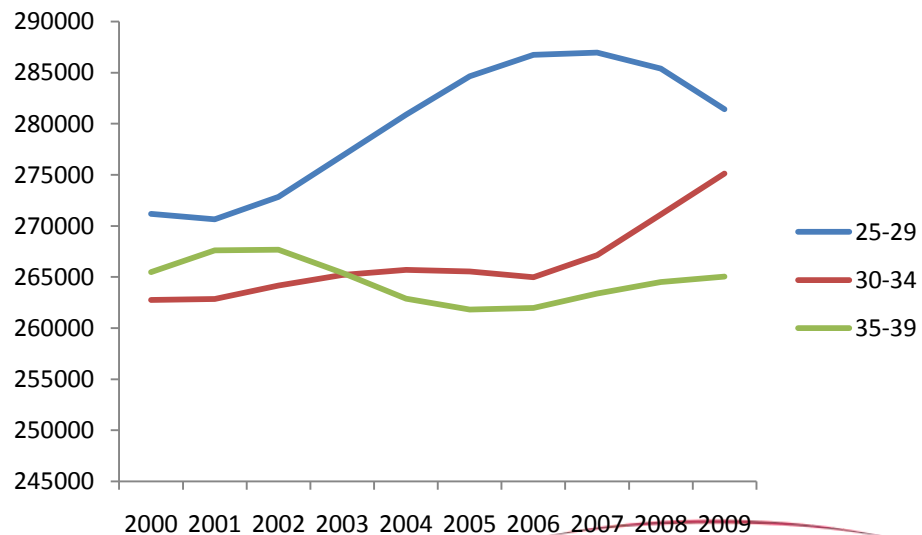
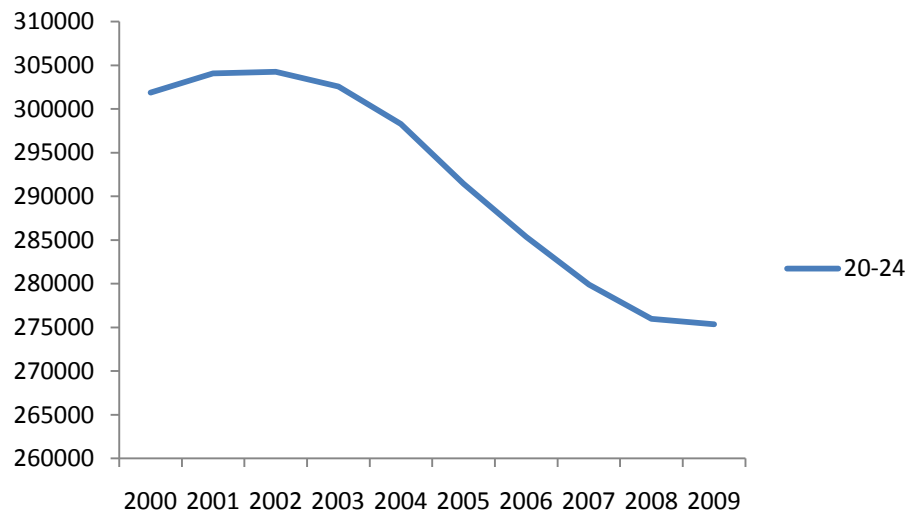
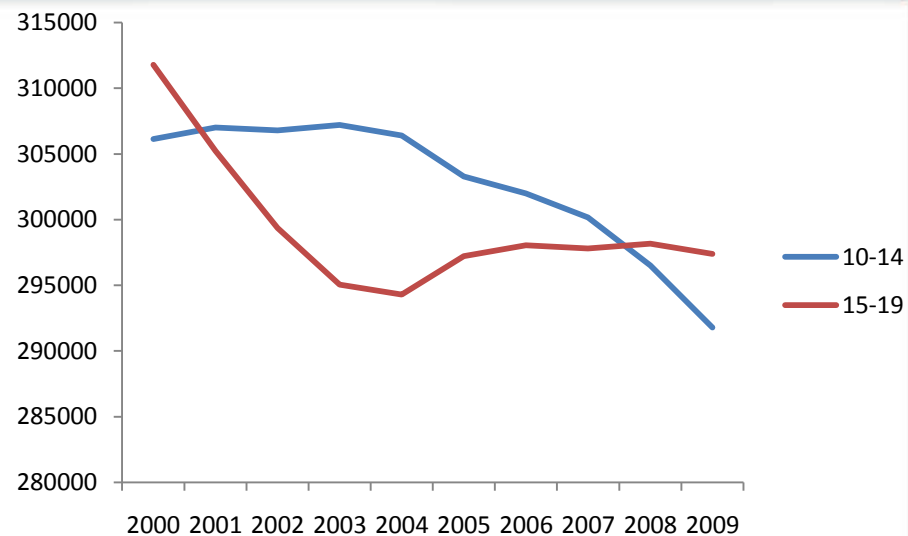
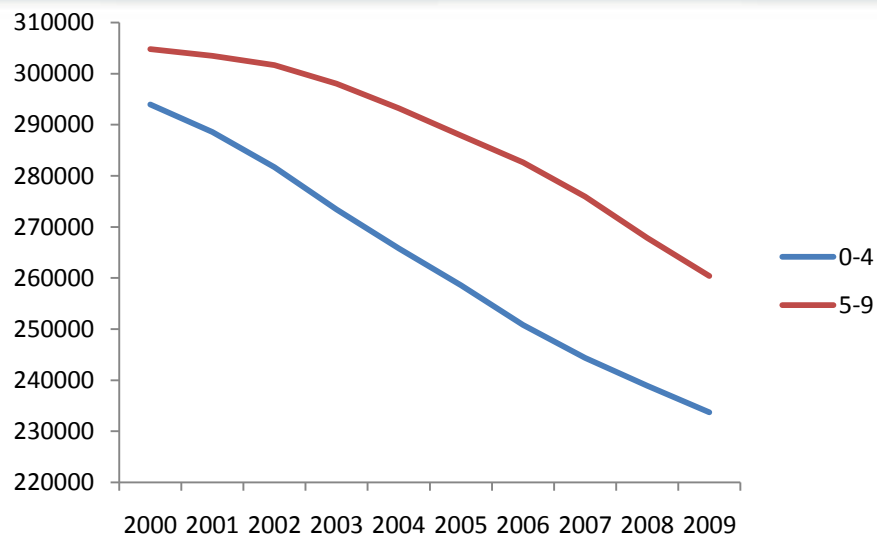


Source: PR Health Department (departamento de Salud unidad de estadísticas)

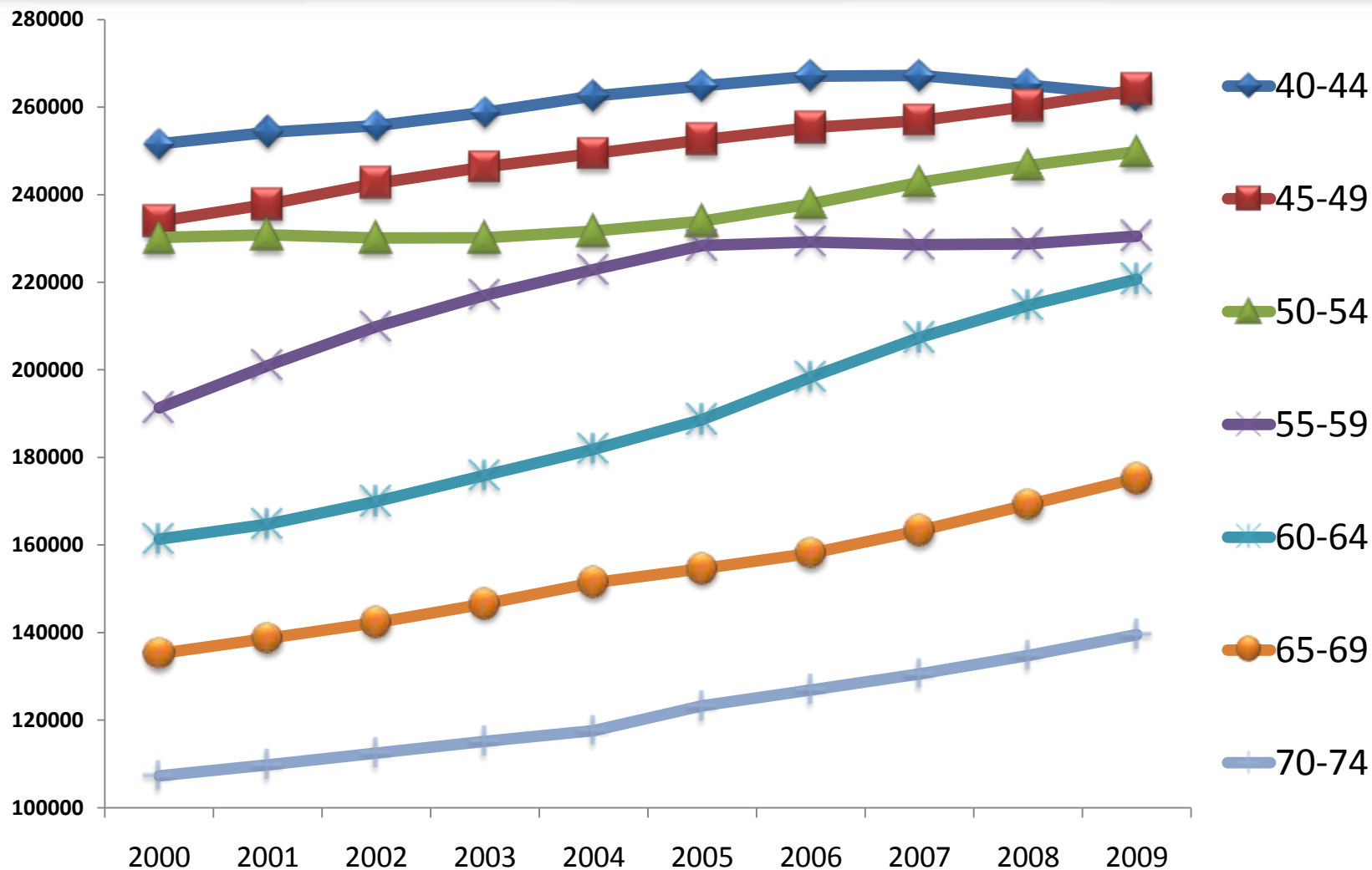
Puerto Rico Fertility vs. Life Expectancy



Puerto Rico by Age Group



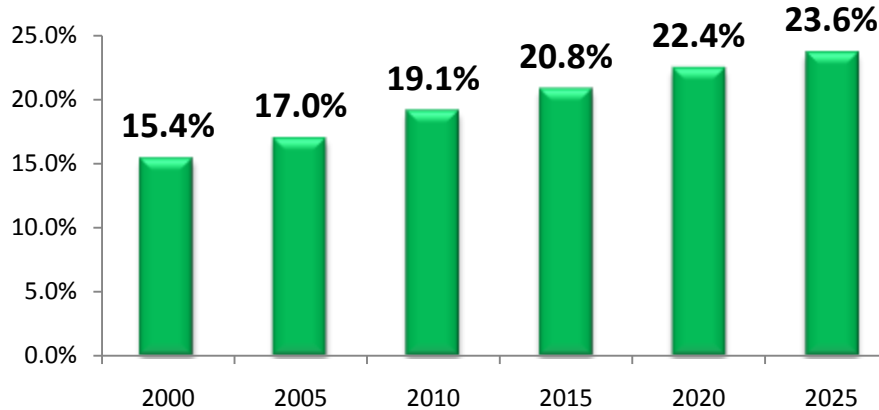
Puerto Rico by Age Group



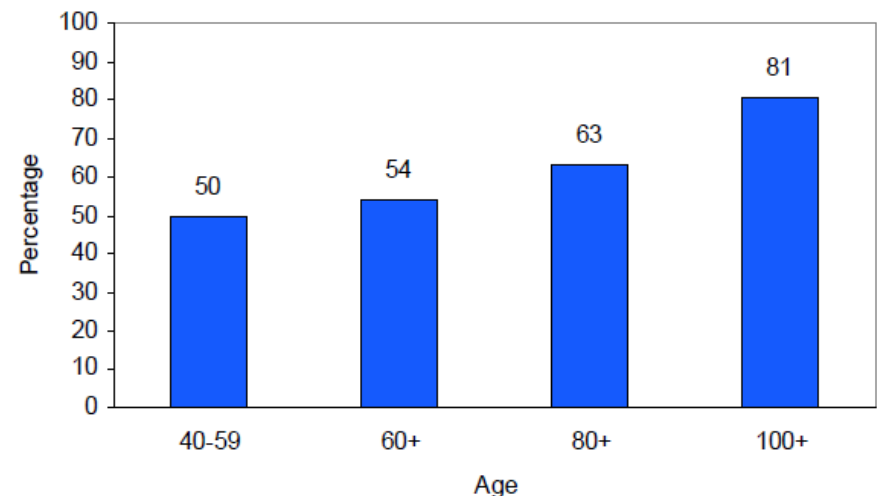
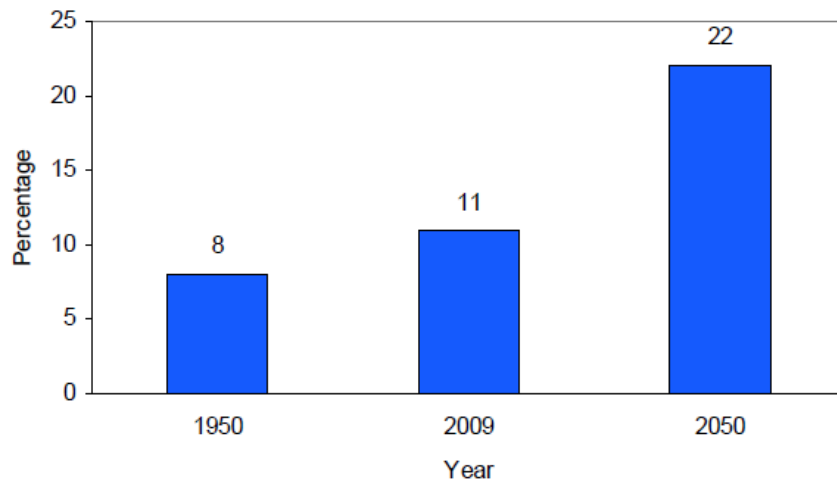
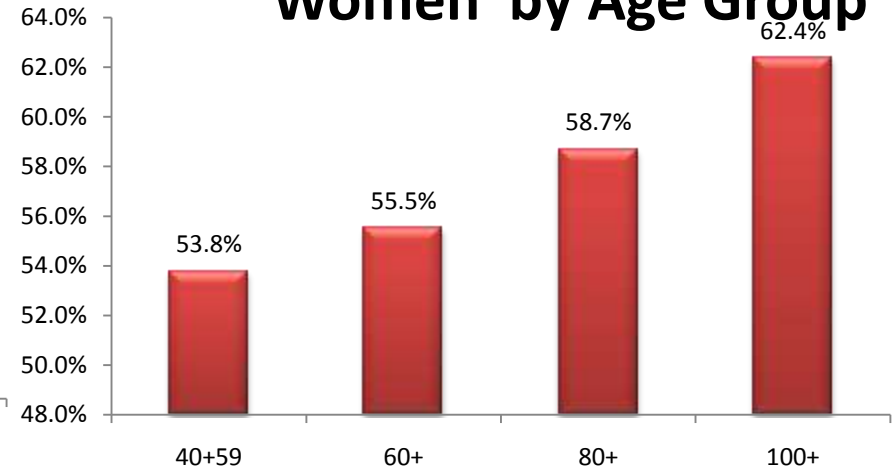
The World Ageing and so is

Puerto Rico however we are ageing faster

60 and Over Puerto Rico



Women by Age Group

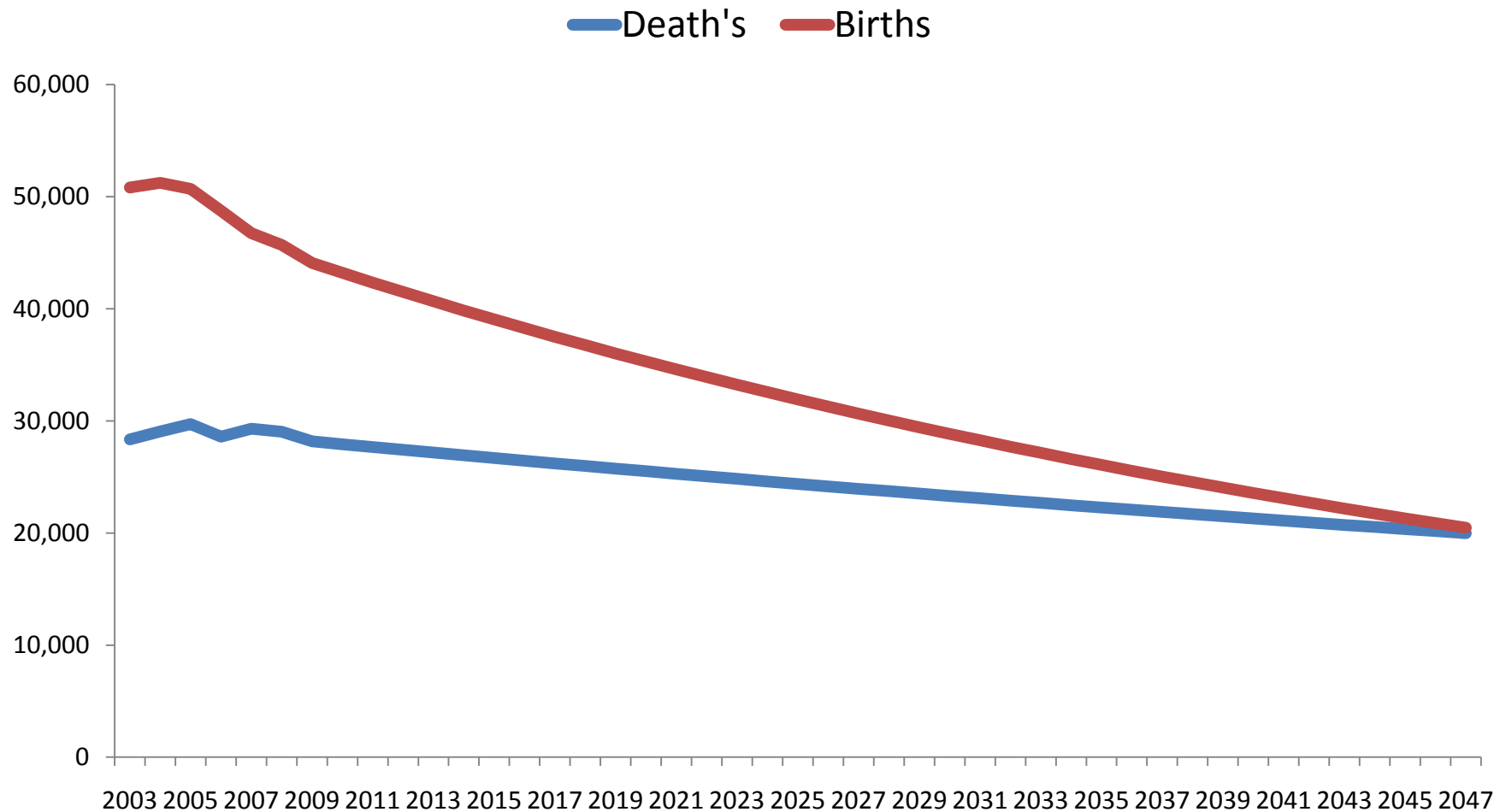


Source: U.S Census Bureau

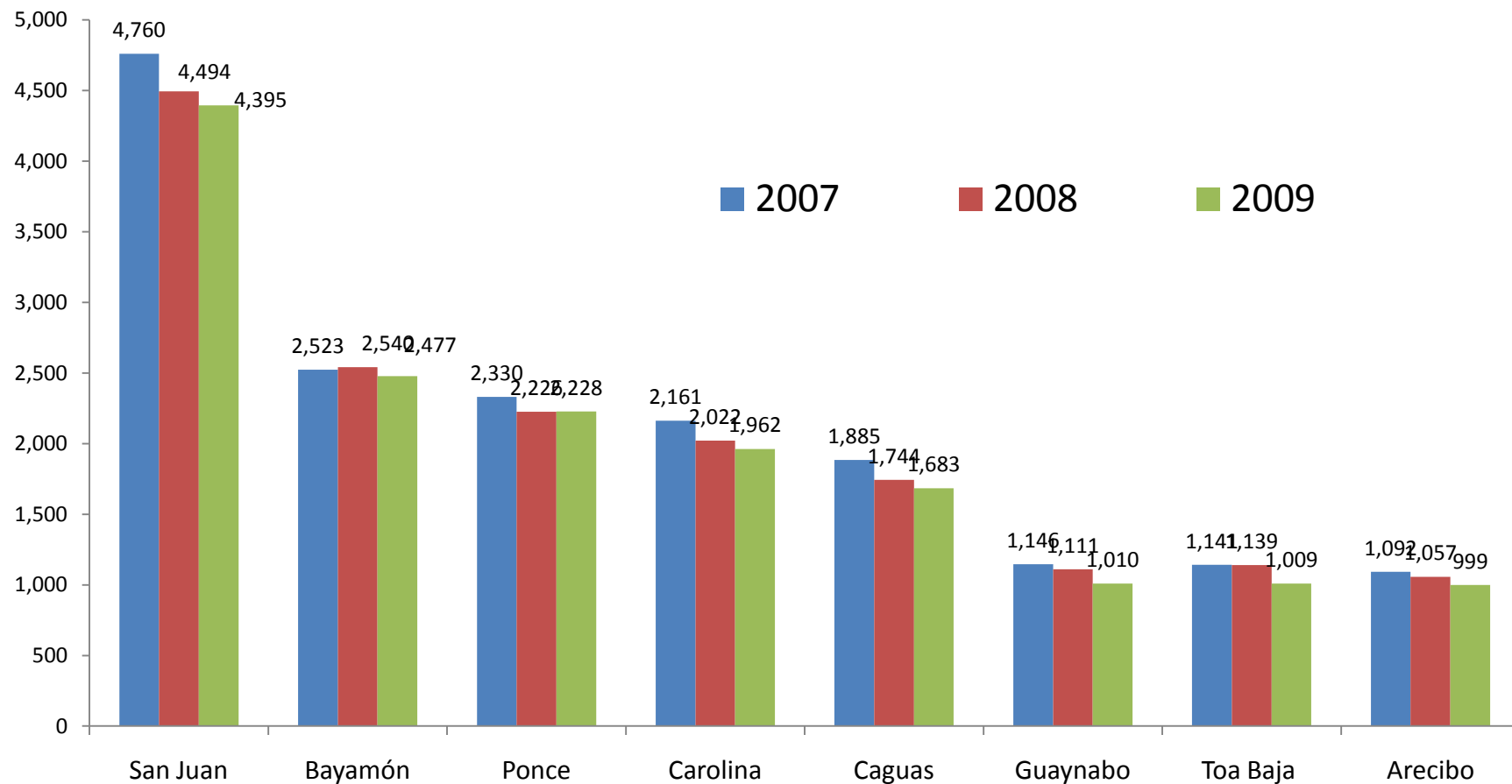
United Nations Department of Economic and Social Affairs, Population Division

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Puerto Rico- Population Proyection



Birth's By Municipality



If that didn't surprise
you

.....But there is more

Media has fragmented...



Media has fragmented...



- Network TV
- Cable TV
- Broadcast
- Satellite
- Internet
- Print
- Outdoor
- Direct
- Movie theaters
- Transit
- Telemarketing

Media has fragmented...



- Network TV
- Cable TV
- Broadcast radio
- Satellite radio
- Internet
- Print
- Outdoor
- Direct mail
- Movie theaters
- Transit
- Telemarketing

Consumers have changed...



Consumers have changed...



- Gender
- Age
- Lifestyle
- Geography
- Attitudes
- Ethnicity
- Income
- Education
- Health

Consumers have changed



- Gender
- Age
- Lifestyle
- Geography
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- Ethnicity
- Income
- Education
- Health

Channels have proliferated...



Channels have proliferated...



- Grocery
- Drug
- Mass
- Super
- Dollar
- Club
- Convenience
- School
- Out-of-home
- On-line
- On-premise
- Vending

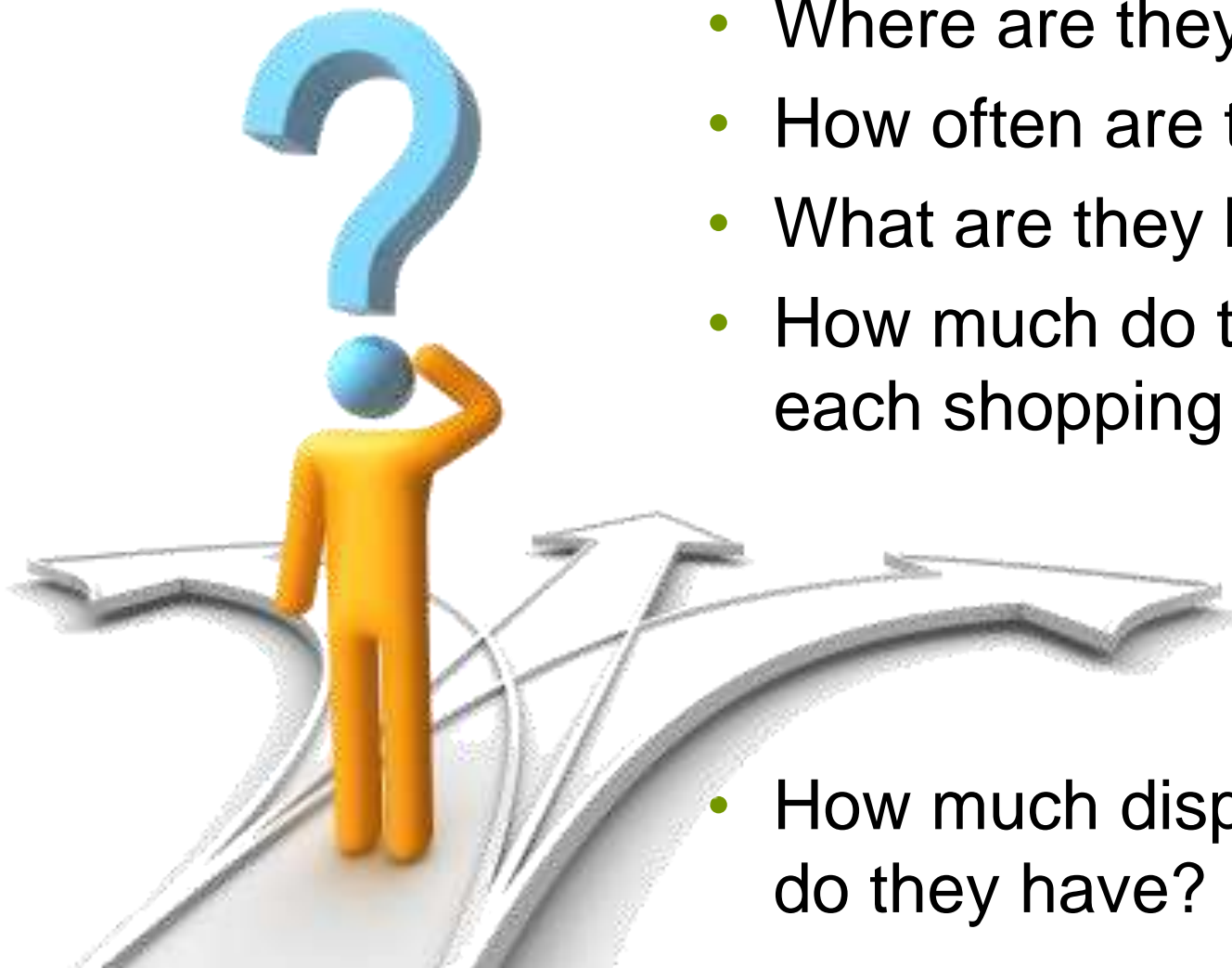
Channels have proliferated...



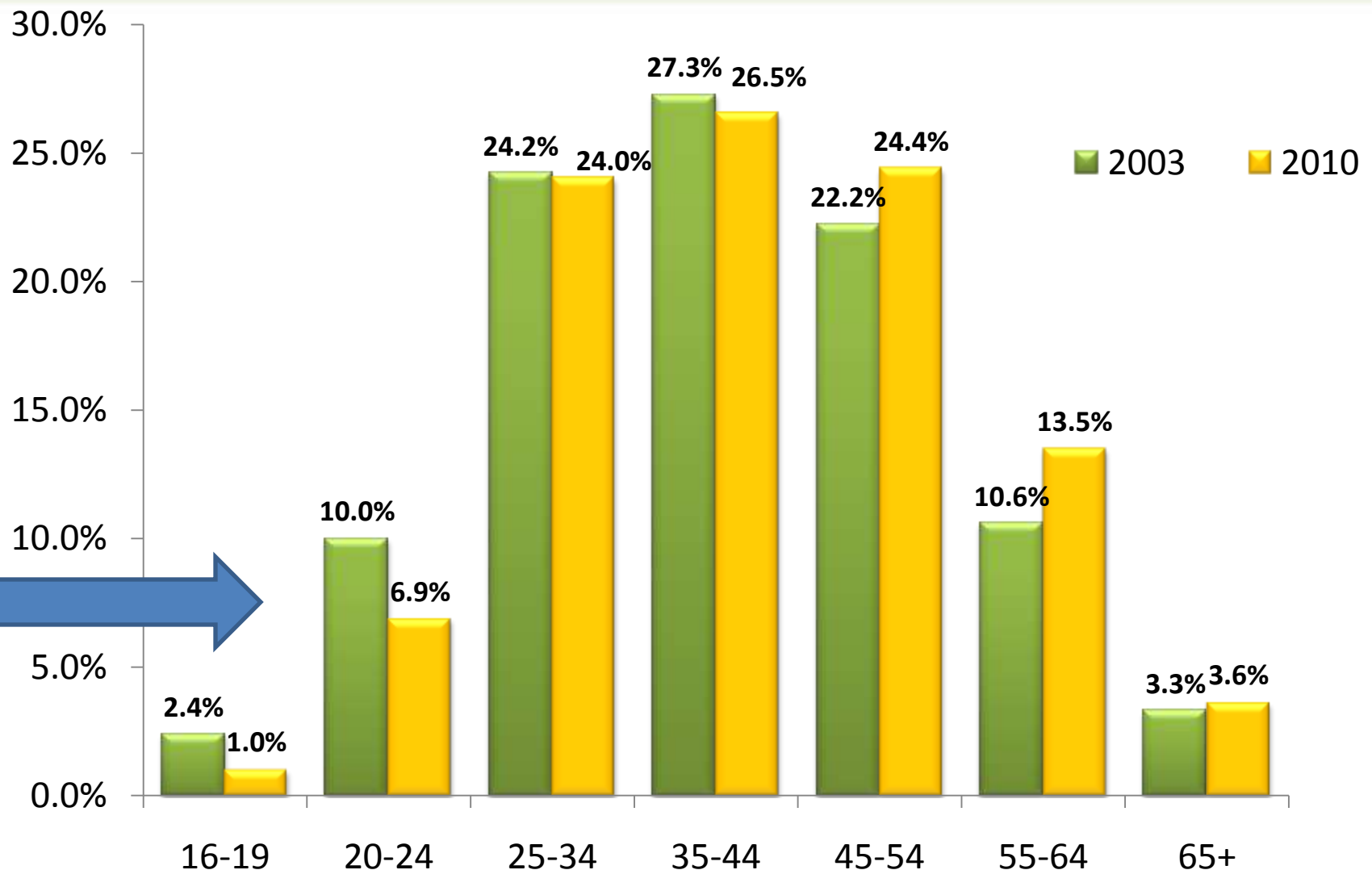
- Grocery
- Drug
- Mass
- Super centers
- Dollar
- Club
- Convenience
- Work place
- Out-of-home
- On-line
- On-premise
- Vending

What do I do with this information ?

- Who is your consumer ?
 - Where are they located ?
 - How often are they Shopping ?
 - What are they buying?
 - How much do they spend with each shopping trip?
-
- How much disposable income do they have?



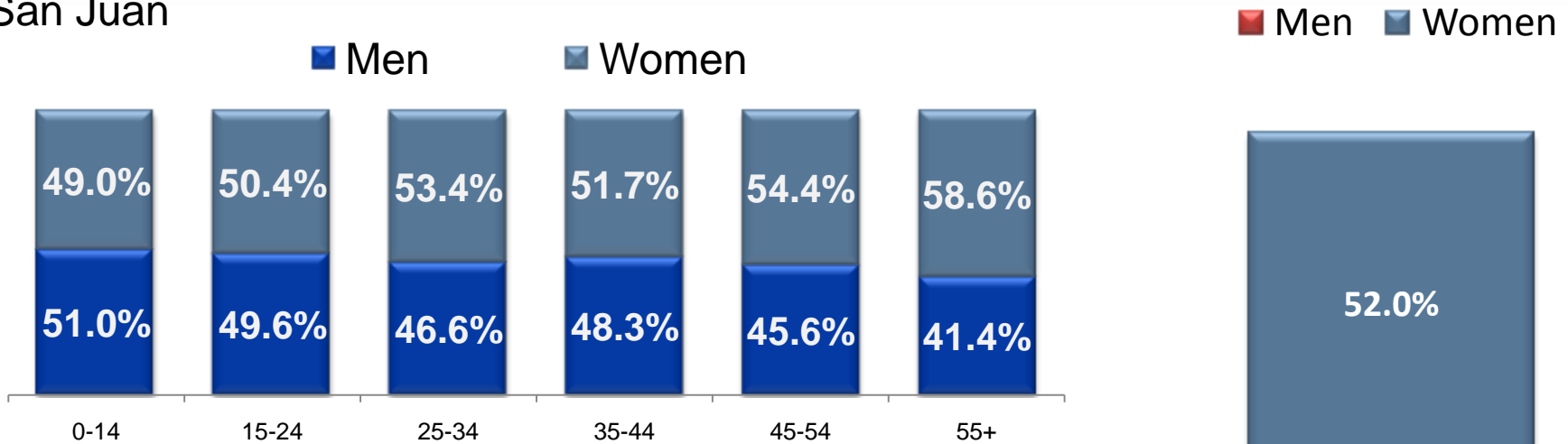
Puerto Rico – Workforce by Age Group



Population by Gender

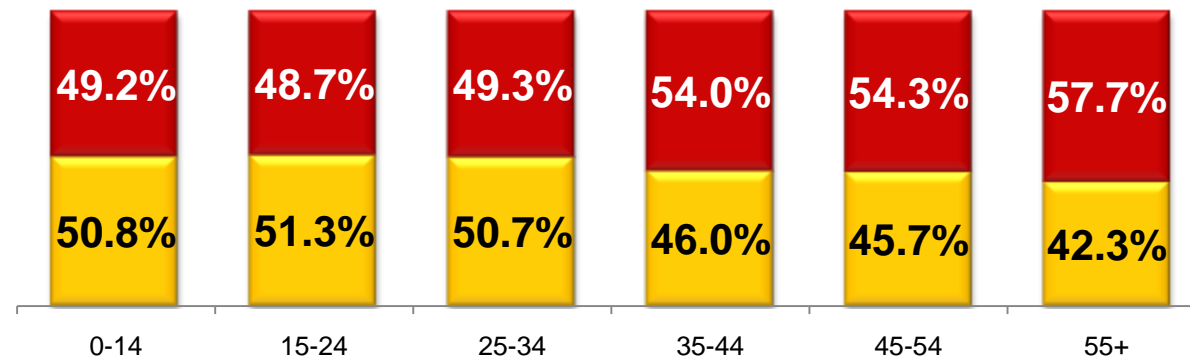
Women de dominate gender in Puerto Rico

San Juan

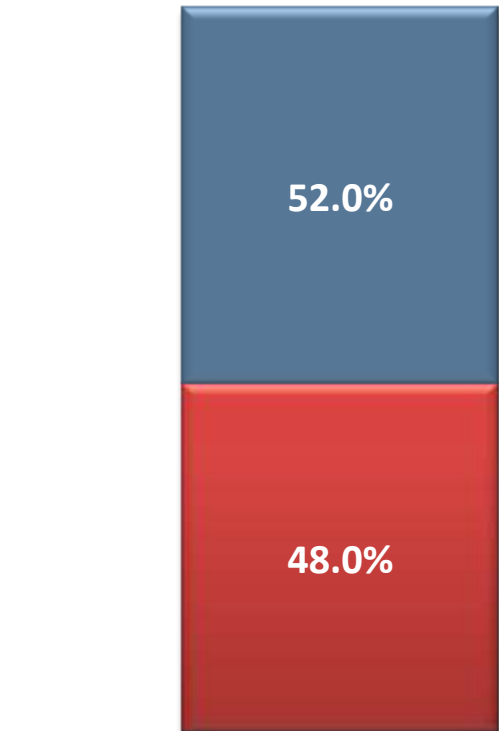


Mayagüez

■ Men ■ Women



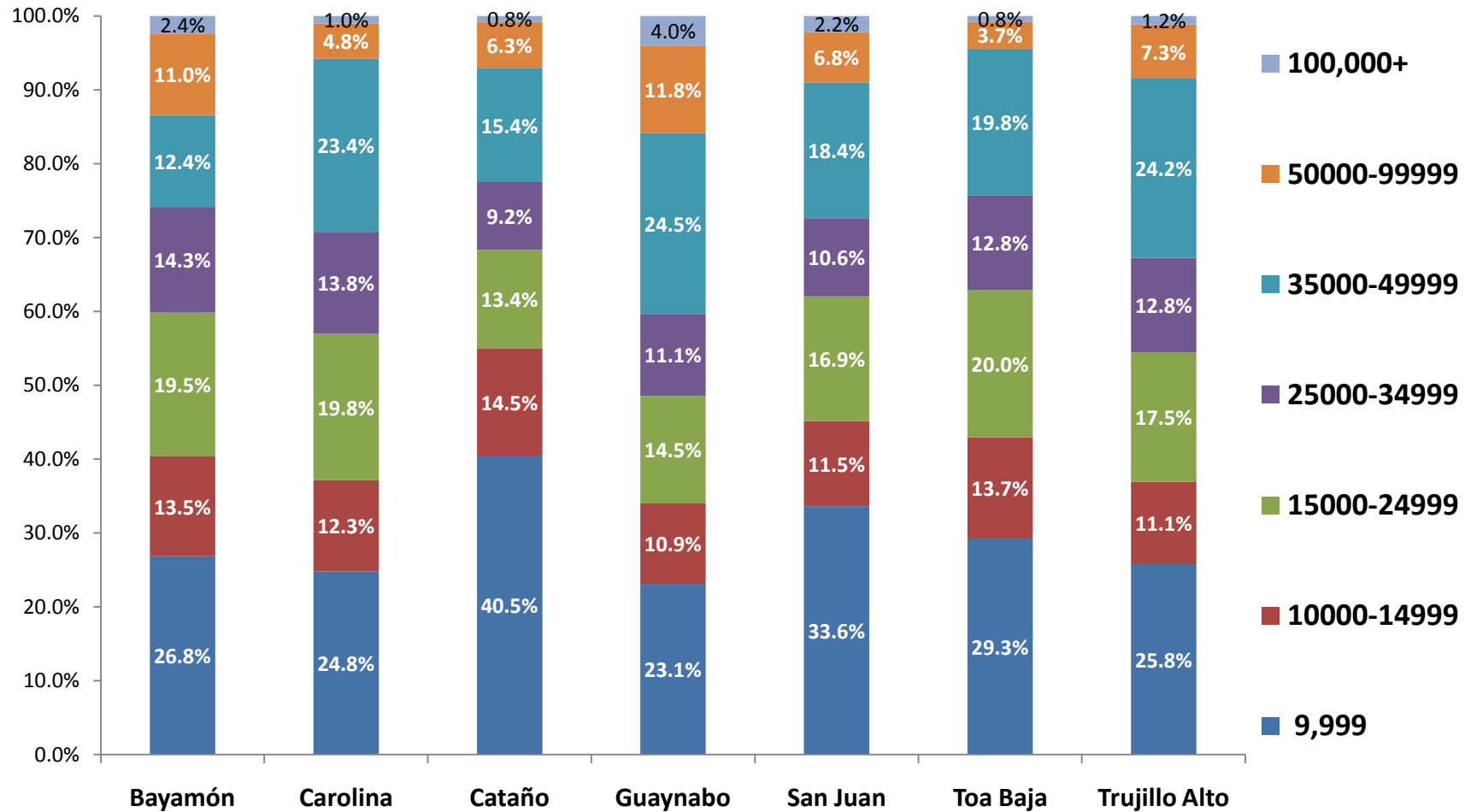
Census projection PR 2010



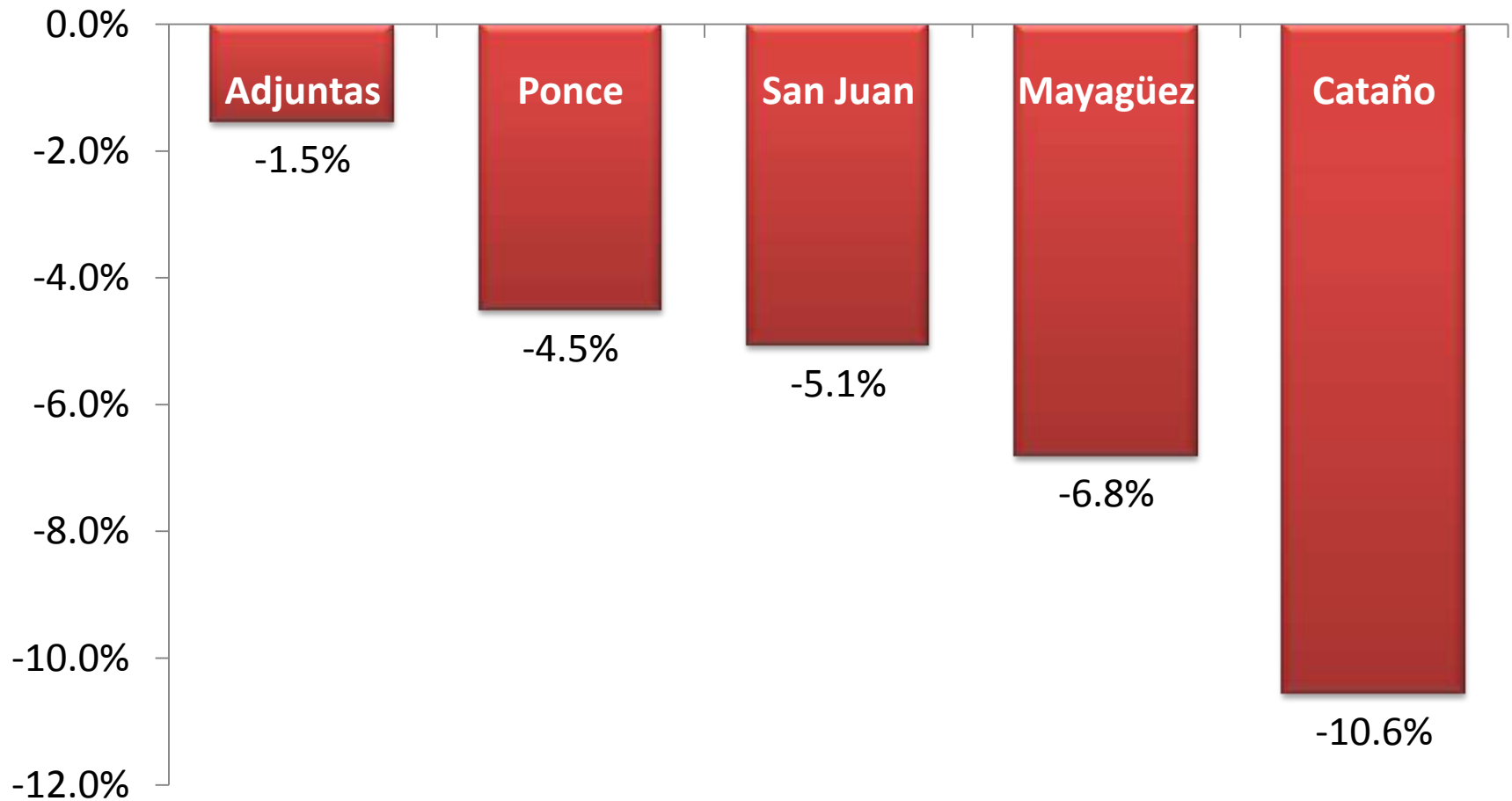
2009

Source: U.S. Census Bureau

Income distribution by Municipality

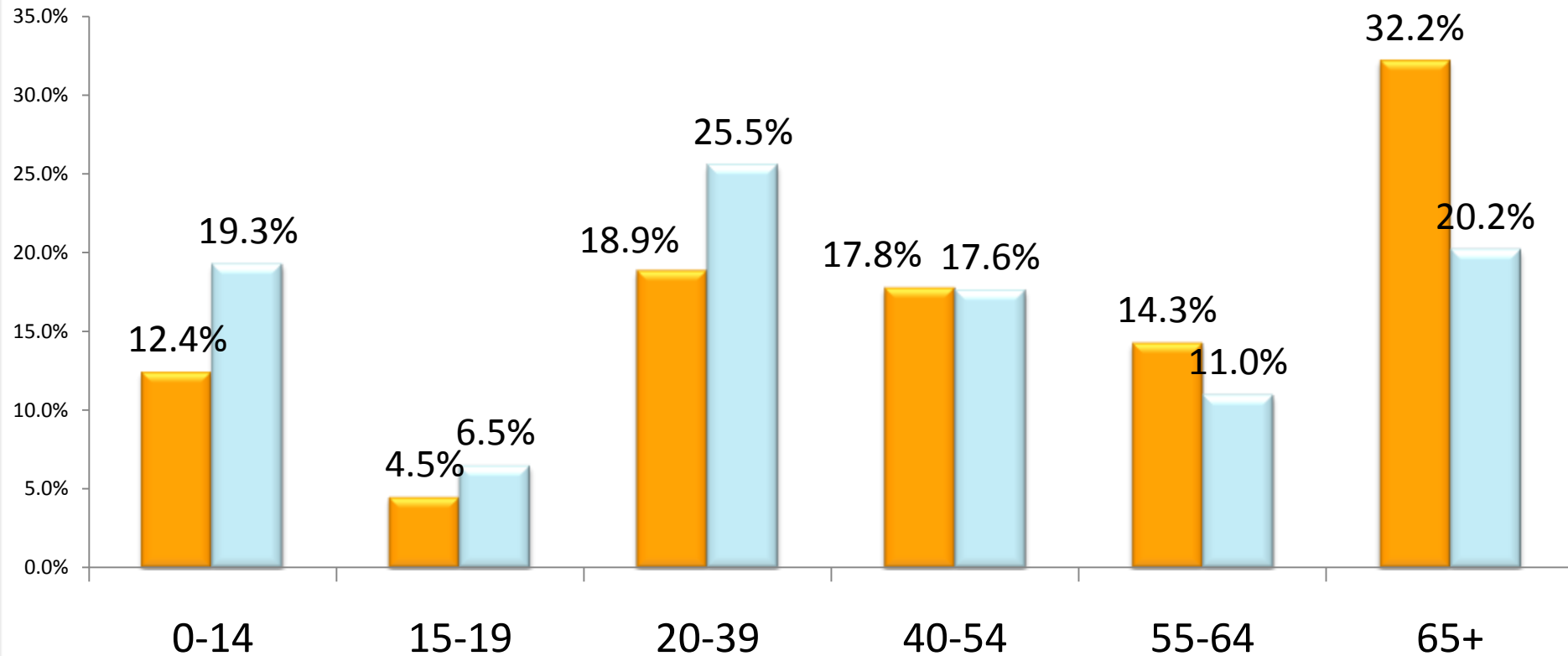


Puerto Rico Population by municipality



Population By Country -2050

■ Puerto Rico ■ United States



Consumers are more informed, more and online



92% of respondents said they had more confidence in **information they seek out online** than anything coming from a salesclerk or other source

New Consumer



- A health conscience women
- Who's Going to what to stay healthy and looking younger



- Working women high position with high income.
- Small family one child maybe

Any Questions

Thanks for listening



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