

# AGE 50+

## TARGET GROUP PORTUGAL

## PORTUGUESE DEMOGRAPHICS

- There are approximately 10,500,000 people in Portugal, from which 2,600,000 have between 50 and 69 years old.
- Meaning that almost 25% of the population is within our target group.

| Years | Age group  |         |         |         |         |
|-------|------------|---------|---------|---------|---------|
|       | Total      | 50-54   | 55-59   | 60-64   | 65-69   |
| 1960  | 8,889,392  | 481,429 | 409,026 | 334,019 | 264,150 |
| 1970  | 8,611,125  | 444,600 | 439,750 | 410,150 | 326,250 |
| 1981  | 9,853,014  | 570,462 | 531,731 | 432,209 | 408,307 |
| 1991  | 9,867,147  | 559,346 | 562,041 | 533,325 | 470,049 |
| 2001  | 10,356,117 | 642,516 | 671,452 | 650,916 | 538,165 |
| 2011  | 10,562,178 | 722,360 | 677,651 | 634,741 | 551,701 |

## AGEING INDEX

- The percentage of older people has increased compared to the population under 15 years old

|      | Portugal | Norte | Centro | Lisboa | Azores | Algarve | R. A. Açores | R. A. Madeira |
|------|----------|-------|--------|--------|--------|---------|--------------|---------------|
| 2007 | 113.8    | 96.5  | 143.8  | 109.0  | 169.9  | 119.1   | 65.3         | 76.4          |
| 2008 | 116.4    | 100.2 | 146.5  | 111.0  | 170.5  | 118.9   | 66.7         | 78.0          |
| 2009 | 119.3    | 104.2 | 149.5  | 113.5  | 171.3  | 119.1   | 68.6         | 80.1          |
| 2010 | 123.9    | 109.5 | 155.7  | 117.4  | 173.2  | 121.2   | 70.9         | 82.8          |
| 2011 | 127.6    | 114.1 | 160.7  | 119.7  | 175.0  | 125.3   | 72.3         | 87.0          |
| 2012 | 131.1    | 118.9 | 164.5  | 122.1  | 177.1  | 127.8   | 74.1         | 90.6          |

## LIFE EXPECTANCY

- The difference of data from 2009 to 2012 is enough for us to see the increase of the life expectancy on the Portuguese population.

| Reference period of the data | Age group    | gender | Life expectancy |           |
|------------------------------|--------------|--------|-----------------|-----------|
|                              |              |        | Year            | 2009-2011 |
| 2010 - 2012                  | 50 - 54 anos | MF     | 31.68           | 29.07     |
|                              |              | M      | 33.91           | 27.28     |
|                              | 55 - 59 anos | MF     | 24.89           | 23.01     |
|                              |              | M      | 20.85           | 24.73     |
|                              | 60 - 64 anos | MF     | 18.84           | 16.94     |
|                              |              | M      | 20.27           | 21.18     |
|                              | 65 - 69 anos | MF     | 29.02           | 24.84     |
|                              |              | F      | 33.81           | 27.18     |
|                              |              | MF     | 24.84           | 20.80     |
|                              |              | M      | 29.20           | 22.89     |
|                              |              | MF     | 20.80           | 24.64     |
|                              |              | M      | 18.75           | 18.92     |
| 2009 - 2011                  | 50 - 54 anos | MF     | 31.56           | 29.20     |
|                              |              | M      | 33.81           | 27.18     |
|                              | 55 - 59 anos | MF     | 24.84           | 20.80     |
|                              |              | M      | 29.20           | 22.89     |
|                              | 60 - 64 anos | MF     | 18.75           | 18.92     |
|                              |              | M      | 20.27           | 21.18     |
| 65 - 69 anos                 | MF           | 29.02  | 24.84           |           |
|                              | M            | 20.27  | 21.18           |           |

## SCHOOL DEGREE

- More people are getting higher school degrees

| Years | School degree |       |          |          |          |       |                            |       |            |      |         |       |
|-------|---------------|-------|----------|----------|----------|-------|----------------------------|-------|------------|------|---------|-------|
|       | no school     |       | Basic    |          |          |       | Secondary and professional |       | University |      |         |       |
|       | Total         | 65+   | 1º ciclo | 2º ciclo | 3º ciclo | Total | 65+                        | Total | 65+        |      |         |       |
| 1998  | 1,598,9       | 908,6 | 2,892,3  | 519,9    | 1,365,1  | 65    | 1058                       | 65    | 877,1      | 27,6 | 521,1   | 37,2  |
| 2005  | 1,192,0       | 840,0 | 2,753,0  | 722,2    | 1,404,8  | 56,1  | 1,498,7                    | 75,8  | 1,215,1    | 48,2 | 848,7   | 55,6  |
| 2012  | 889,3         | 658,6 | 2,244,8  | 901,2    | 1,123,8  | 66,8  | 1,847,4                    | 146,4 | 1,603,6    | 62,7 | 1,302,7 | 117,4 |

## EMPLOYMENT

- Employment rate

| Year | Total  | Age groups |        |        |        |        |
|------|--------|------------|--------|--------|--------|--------|
|      |        | 15-24      | 25-44  | 45-54  | 55-64  | 65+    |
| 1983 | 57,9   | 51,4       | 75,7   | 69,9   | 49,4   | 18,9   |
| 1992 | ↓ 56,4 | ↓ 45,5     | ↓ 80,8 | ↓ 75,3 | ↓ 47,9 | ↓ 12,2 |
| 2002 | 58,8   | 41,8       | 82,5   | 77,1   | 51,4   | 18,8   |
| 2012 | 51,8   | 23,5       | 79,7   | 73,5   | 45,7   | 14,1   |

- Unemployment rate

| Year | Total | Age groups |       |       |
|------|-------|------------|-------|-------|
|      |       | <25        | 25-54 | 55-64 |
| 1983 | ↓ 7,8 | ↓ 18,3     | ↓ 5,1 | ↓ 2,4 |
| 1992 | ↓ 4,1 | ↓ 10,0     | ↓ 3,2 | ↓ 1,9 |
| 2002 | 5,0   | 11,6       | 4,5   | 3,7   |
| 2012 | 15,6  | 37,7       | 14,8  | 12,8  |

## JOB SEARCH

- Number of people registered as looking for a job

| Year | Thousands |       |       |       |       |       |
|------|-----------|-------|-------|-------|-------|-------|
|      | Total     | <25   | 25-34 | 35-44 | 45-54 | 55+   |
| 1997 | 428,5     | 100,0 | 113,4 | 84,7  | 69,8  | 60,5  |
| 2004 | 451,2     | 68,2  | 114,8 | 89,9  | 87,8  | 90,5  |
| 2009 | 478,4     | 63,4  | 113,1 | 105,4 | 108,1 | 88,4  |
| 2010 | 534,7     | 64,3  | 125,1 | 122,9 | 124,4 | 98,0  |
| 2011 | 526,8     | 60,8  | 119,0 | 122,9 | 124,9 | 99,2  |
| 2012 | 634,4     | 77,6  | 147,3 | 152,8 | 146,6 | 110,2 |



## ACTIVE POPULATION

- Increase of the active population within the higher age groups

| Year | Thousands |         |           |           |         |         |         |
|------|-----------|---------|-----------|-----------|---------|---------|---------|
|      | Total     | <25     | 25-34     | 35-44     | 45-54   | 55-64   | 65+     |
| 1983 | 4.718,5   | 1.133,3 | 1.091,5   | 936,2     | 826,0   | 511,5   | 220,0   |
| 1992 | ↓ 4.737,2 | ↓ 822,7 | ↓ 1.179,1 | ↓ 1.146,6 | ↓ 876,7 | ↓ 540,5 | ↓ 171,6 |
| 2002 | 5.407,8   | 668,0   | 1.415,1   | 1.320,5   | 1.079,0 | 599,2   | 326,1   |
| 2012 | 5.494,8   | 427,3   | 1.320,1   | 1.483,4   | 1.281,8 | 692,1   | 290,1   |



## INITIATIVES FOR PEOPLE OVER 50

- Some examples of existing initiatives in Portugal

- Senior University (Universidade Sénior)
  - Promoted by the municipalities, these universities offer people over 50 the possibility to learn new skills, implement a more active lifestyle and share experiences with other students. Avoid the isolation.



- The new opportunities programme (Novas Oportunidades)
  - Give opportunity to people of all ages to get a high-school degree based on their professional experience. In this programme, students are motivated to learn a new skill in order to help them in their professional life
- National Agency for vocational education and training
  - Give the opportunity to unemployed people to learn different skills in order to help them to find a new job.



- Municipal programmes
  - Some municipalities promote physical activities between the older people as a way to increase their wellbeing and health. The municipal councils give part of their budget to different associations in order to make them implement a routine of physical exercise between their associates.
- INATEL foundation
  - Offers the senior population special tourism packages that allow older people to travel and rest at symbolic prices



THANK YOU FOR YOUR ATTENTION

