

Department of Business

Why Study Demography?

Demographic analysis is a powerful tool that can explain a number of social, economic and business phenomena. Demography includes the study of the size, structure and distribution of populations, and how populations change over time due to births, deaths, migration, and ageing.

About Demography

Demography is the study of human populations, its structure and the causes and consequences of change. Since demography seeks relationships that can be expressed precisely and quantitatively, demographers use quantitative analytical methods. However, in order to understand demographic change, demographers also use the analytic methods of social sciences such as anthropology, sociology, economics, and geography.

Useful intelligence for business and government

The size and composition of markets, electorates, public service clienteles and the labour force all are related to demography. Demographic analysis can assist planning marketing campaigns, site location decisions, electoral campaign strategies and public sector resource allocation decisions, such as where to build schools and hospitals.

Macquarie University — firsts

Macquarie University offers a greater range of undergraduate demography units than any other university in Australia, has the largest undergraduate demography enrolment in Australia, and is the ONLY university in New South Wales to offer undergraduate majors in demography.

Our degrees

Demography majors are overseen by the Department of Business, Faculty of Business and Economics, at Macquarie University. The standard length of the degrees is three years of full-time study or six years of part-time study. Students have the flexibility to combine their study of demography with a wide variety of other areas such as social sciences, economics, marketing, human resource management, statistics, geography, and health.

More information on Demography: http://www.bus.mq.edu.au/bus_quick_links/demography/demography

Popular degree combinations include:

- Bachelor of Commerce majoring in Business Demographics. Students may choose to study this as a single major, or include it in a double major with one of 9 other areas within the commerce degree. Popular combinations include Marketing or Economics. Students may also elect to take a minor in demography with another major.
- Bachelor of Business Administration. Students may choose elective subjects or a minor in demography as a part of their program of study. This degree is suitable for students who wish to have a background in strategic management.
- Bachelor of Social Science majoring in Population Studies. Students may choose demography as their major area of study in this interdisciplinary degree which gives graduates social science and policy analysis skills.
- Bachelor of Planning. One of the demography units must be studied as a part of the core of this interdisciplinary degree, and others may be taken as electives.
- Bachelor of Health. One of the demography units must be studied as a part of the core of this interdisciplinary degree, and the others may be taken as electives.

Dr Nick Parr
Senior Lecturer in Demography

“Demography is not only an interesting subject which should prove relevant to a wide range of other study and career paths.” Nick has worked at Macquarie University since completing his PhD at Southampton University in the UK in 1992.



Photography: James Zhao

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Where can you go?

Demographers are in demand in the public and private sector, here and overseas. Demographic skills can be applied widely including in business and finance by investment companies, insurance companies, banks and consulting firms in areas such as tracking trends; in marketing, market research and planning areas such as the Australian Bureau of Statistics, Department of Education, and in research organisations.

Demography skills

- Analytical ability: thinking clearly and logically
- Complex problem-solving
- Complex problem-solving
- Computing skills
- Effective communication management
- Methodical management
- Numerical sense
- Quantitative skills
- Teamwork

How much can you earn?

Starting salaries for demographers vary depending upon which industry they enter, and are usually in the above average range \$42,000–\$70,000. Graduate positions in the finance sector can start at \$45,000 or higher.

Enquiries

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Kirsty Wright

Graduate Research Consultant

Kirsty joined Sweeney Research in January 2008 as a graduate research consultant. In 2006, she completed a Bachelor of Commerce majoring in Marketing and Demography at Macquarie University. Kirsty then undertook a marketing focused Honours degree in Commerce in 2007 and graduated with First Class Honours. Her academic research focused on a longitudinal quantitative analysis of the effectiveness of customer loyalty programs in the retail grocery sector. Whilst completing her Honours degree, Kirsty co-authored two international conference papers with one nominated for best paper. Prior to Kirsty joining Sweeney Research, she worked at The Nielsen Company on the Living in Australia study (also known as the Household, Income and Labour Dynamics in Australia study) for two years.

At Sweeney Research, Kirsty works on both qualitative and quantitative research in a variety of areas including branding, advertising, communications, new product development, concept testing, consumer segmentation and also multivariate research.

