

David Baxter



- Leading economist and Executive Director of the Urban Futures Institute
- Explores current economic trends and the changing consumer marketplace, explaining what the data means to your organization.
- Highly customized presentations, achieved by discussing specific needs and objectives with clients
- Research that keeps up with changing demographics and their impact on business.
- Dynamic, humorous, and timely presentations

As a leading economist and Executive Director of Vancouver's Urban Futures Institute, David Baxter is a recognized authority on the impact of demographics on the North American and international consumer landscape. His ability to analyse demographic shifts and economic trends is unparalleled, and he presents his findings with energy and creativity. Most importantly, he cuts through the hype and explains what it all means for your particular organization and industry.

The Urban Futures Institute studies and analyses transformations affecting population, community, and land use in Canada. At the Institute, David's main focus is on population and economic change and the resulting implications for business and society. His writing and presentations address such timely issues as understanding changing consumer markets, the shifting nature of work, and the current state of health care. He is the author of many reports, articles and books addressing regional economics, consumer behaviour and market trends, health care, employment trends, and the operation of real estate markets.

David delights in challenging the status quo as he identifies how changing demographics have a real impact on business, the markets and the present and future economic climate. His energetic style makes for a lively and educational presentation.

David Baxter has held academic appointments at the Faculty of Commerce and Business Administration at the University of British Columbia, and at the Asian Institute of Technology in Bangkok, Thailand.

Demographics, Life Cycles & Life Styles: Practical Strategies For Reaching Consumers Today And In The Future

With his extensive knowledge of demographics and economics David Baxter can help you know your customer. We have all heard that the age of mass marketing is over; in this compelling talk, David Baxter explains what this means and how to target marketing efforts. Tailoring his research and his discussion to your particular organization, David explains how and why consumers are clustering in niches that seek individualized products and services.

In a fragmented market it is not enough to know about demographic changes in a general sense. To succeed you will need to focus on the demographic, life cycle and life style shifts within your market niches. Other experts can give you the background. David Baxter takes the time to provide the information you need for your business.

The Workplace and Workforce of the Future

The slogan “the end of work” is as false as it is catchy. The reality is that there will be an abundance of work in the future, in both the traditional and the new economies. David Baxter brings his thorough demographic analysis to this significant topic, refuting common predictions and explaining the subtleties behind the numbers. Retirement of the war babies and the baby boom generation may mean significant replacement demand for employees, particularly in the skilled sectors, while economic growth and change will mean increased net demand for workers. What will be different in the future will be the nature of work, of the skills workers require, and of the places they work in.