

## **Demographic potential as objects of research of social geography**

Egorov D., Barylo I., Segida K.

*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

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### **Abstract**

In this article the definition of the term "potential" and "demographic potential". Presented place as part of the concept study of social geography. Demographic potential presented as part of demographic and socio-economic development. The basic factors influence the demographic potential of the area. Indicators which characterized the influence on the demographic potential and its peculiarities were calculation. The basic demographic indicators rate of reproduction, fertility, mortality, survival, population growth rate, and sex and age structure of the population. Demographic potential as defined as qualitative and quantitative potential of playing a certain area population now and in the near future.

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### **Keywords**

Demographic forecasting, Demographic modeling, potential demographic potential, The reproduction rate of the population