

# 2009 Population Data

Target Area(s):

Layers: CM 4

Base Area(s):

Standard Geography; United Kingdom

Sorted On:

Default (Ascending)

Date:

15/11/2010

## Retail Planner

### Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
<b>2001 Census Totals</b>						
Total Resident Population (Age)	9,642	0.00	58,791,867	0.00	0.016	0
Total Private Households (Tenure)	4,133	0.00	24,479,786	0.00	0.017	0

### 2001 Census Population Summary

#### Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
<b>Children and infants 0-15</b>						
Males 0-15	843	49.72	6,075,318	51.22	0.014	97
Females 0-15	852	50.28	5,786,527	48.78	0.015	103
Children and infants 0-15	1,695	100.00	11,861,845	100.00	0.014	100

#### Adults of Working Age

	Target	Target %	Base	Base %	Penetration	Index
Males 16-64	2,950	52.87	18,594,055	51.48	0.016	103
Females 16-59	2,629	47.13	17,524,761	48.52	0.015	97
Adults of Working Age	5,579	100.00	36,118,816	100.00	0.015	100

#### Adults of Retirement Age

	Target	Target %	Base	Base %	Penetration	Index
Males 65+	903	38.11	3,911,023	36.18	0.023	105
Females 60+	1,466	61.89	6,900,183	63.82	0.021	97
Adults of Retirement Age	2,368	100.00	10,811,206	100.00	0.022	100

### 2001 Census Detailed Population Counts

#### Gender

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Resident Population (Gender)</b>						
Males	4,739	49.02	28,579,869	48.61	0.017	101
Females	4,928	50.98	30,209,325	51.39	0.016	99
Total Resident Population (Gender)	9,667	100.00	58,789,194	100.00	0.016	100

## Age

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Resident Population (Age)</b>						
Age 0-4	466	4.83	3,487,599	5.93	0.013	81
Age 5-14	1,115	11.57	7,618,128	12.96	0.015	89
Age 15-24	840	8.71	7,211,326	12.27	0.012	71
Age 25-34	945	9.80	8,360,300	14.22	0.011	69
Age 35-44	1,353	14.03	8,777,638	14.93	0.015	94
Age 45-54	1,461	15.15	7,776,848	13.23	0.019	115
Age 55-64	1,453	15.07	6,219,095	10.58	0.023	142
Age 65-74	1,169	12.12	4,936,784	8.40	0.024	144
Age 75+	841	8.72	4,404,149	7.49	0.019	116
Total Resident Population (Age)	9,642	100.00	58,791,867	100.00	0.016	100

## 2001 Census - Economic Activity

### 2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
<b>Economically active</b>						
Economically active - Employee	3,391	47.66	22,149,642	52.28	0.015	91
Economically active - Full-time students	123	1.72	1,106,393	2.61	0.011	66
Economically active - Self employed with employees	364	5.12	1,254,024	2.96	0.029	173
Economically active - Self employed without employees	551	7.75	2,198,472	5.19	0.025	149
Economically active - Unemployed	130	1.83	1,458,207	3.44	0.009	53
All people aged 16 to 74 (Economic Activity)	7,114	100.00	42,364,055	100.00	0.017	100
<b>Economically inactive</b>						
Economically inactive - Looking after home/family	559	7.86	2,737,615	6.46	0.020	122
Economically inactive - Other	132	1.86	1,363,465	3.22	0.010	58
Economically inactive - Retired	1,429	20.09	5,654,426	13.35	0.025	151
Economically inactive - Student	220	3.09	1,994,208	4.71	0.011	66
Economically inactive - Permanently sick/disabled	214	3.02	2,447,603	5.78	0.009	52
All people aged 16 to 74 (Economic Activity)	7,114	100.00	42,364,055	100.00	0.017	100

## 2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
<b>All people aged 16 to 74 (Econ Activity by Gender)</b>						
All males aged 16 to 74	3,556	50.12	20,895,777	49.14	0.017	102
Males Economically active	2,599	36.63	15,363,899	36.13	0.017	101
Males Economically inactive	958	13.50	5,531,878	13.01	0.017	104
All females aged 16 to 74	3,539	49.88	21,629,980	50.86	0.016	98
Females Economically active	1,942	27.37	12,820,775	30.15	0.015	91
Females Economically inactive	1,597	22.51	8,809,205	20.72	0.018	109
All people aged 16 to 74 (Econ Activity by Gender)	7,095	100.00	42,525,757	100.00	0.017	100

## Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
<b>All people aged 16 and over in HHs (Social Grade)</b>						
AB Higher and intermediate manager/admin/prof	2,641	33.28	9,907,832	21.57	0.027	154
C1 Supervisory, clerical, junior manager/admin/prof	2,530	31.88	13,513,414	29.42	0.019	108
C2 Skilled manual workers	804	10.13	6,996,182	15.23	0.012	67
D Semi-skilled and unskilled manual workers	699	8.81	7,976,329	17.36	0.009	51
E On state benefit, unemployed, lowest grade workers	1,262	15.90	7,541,557	16.42	0.017	97
All people aged 16 and over in HHs (Social Grade)	7,937	100.00	45,935,314	100.00	0.017	100

## Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
<b>All People (Ethnic Group) (GB)</b>						
White	9,546	98.79	52,481,255	91.91	0.018	107
White- British (inc. White Scottish)	9,256	95.79	50,366,497	88.20	0.018	109
White- Irish	75	0.77	691,606	1.21	0.011	64
White- Other White	215	2.22	1,423,152	2.49	0.015	89
Mixed	45	0.46	673,743	1.18	0.007	39
Asian or Asian British	40	0.42	2,328,784	4.08	0.002	10
Asian- Indian	26	0.27	1,051,614	1.84	0.003	15
Asian- Pakistani	6	0.06	746,520	1.31	0.001	5
Asian- Bangladeshi	3	0.03	282,854	0.50	0.001	6
Asian- Other Asian	5	0.05	247,796	0.43	0.002	12
Black or Black British	20	0.20	1,147,400	2.01	0.002	10
Black- Caribbean	9	0.09	565,839	0.99	0.002	9
Black- African	0	0.00	484,578	0.85	0.000	0
Black- Other Black (inc. Black Scottish)	11	0.11	96,983	0.17	0.011	65
Chinese or Other Ethnic Group	13	0.13	472,190	0.83	0.003	16
Other- Chinese	9	0.10	243,243	0.43	0.004	23
Other- Other Ethnic Group	3	0.04	228,947	0.40	0.002	9
All People (Ethnic Group) (GB)	9,663	100.00	57,103,372	100.00	0.017	100

## Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
<b>All Households (Tenure)</b>						
Owned (HH)	3,268	78.77	16,724,882	68.32	0.020	115
Own- Owns outright (HH)	1,719	41.45	7,078,266	28.91	0.024	143
Own- Owns with a mortgage or loan (HH)	1,539	37.11	9,489,495	38.76	0.016	96
Own- Shared ownership (HH)	9	0.22	157,121	0.64	0.006	34
Social Rented (HH)	464	11.19	4,885,741	19.96	0.010	56
Social- Rented from Council (LA/Scottish Homes) (HH)	407	9.82	3,458,066	14.13	0.012	70
Social- Other social rented (HH)	57	1.37	1,427,675	5.83	0.004	24
Private rented (HH)	301	7.26	2,345,327	9.58	0.013	76
Private- Private landlord or letting agency (HH)	269	6.48	2,053,467	8.39	0.013	77
Private- Employer of a household member (HH)	3	0.08	63,564	0.26	0.005	30
Private- Relative or friend of a household member (HH)	19	0.46	155,578	0.64	0.012	73
Private- Other (HH)	10	0.24	72,718	0.30	0.014	80
Living rent free (HH)	100	2.41	523,836	2.14	0.019	113
All Households (Tenure)	4,148	100.00	24,479,786	100.00	0.017	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Car Ownership</b>						
No car or van	528	12.81	6,717,523	27.44	0.008	47
1 car or van	1,608	39.00	10,715,221	43.77	0.015	89
2 cars or vans	1,506	36.55	5,652,000	23.09	0.027	158
3 cars or vans	363	8.81	1,068,923	4.37	0.034	202
Car Ownership	4,122	100.00	24,479,968	100.00	0.017	100

## Summary Demographics - Household and Population Estimates 2009

	Target	Target %	Base	Base %	Penetration	Index
<b>Household and Population Estimates 2009: Totals</b>						
Population estimate 2009	10,339	0.00	61,861,552	0.00	0.017	0
Household estimate 2009	4,395	0.00	26,569,236	0.00	0.017	0

## Population estimate 2009

### Population Estimates 2009 - Summary

	Target	Target %	Base	Base %	Penetration	Index
<b>Children and infants 0-15</b>						
Males 0-15	899	8.70	5,904,529	9.54	0.015	91
Females 0-15	922	8.92	5,625,209	9.09	0.016	98
Population estimate 2009	10,339	100.00	61,861,552	100.00	0.017	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Working Age</b>						
Males 16-64	3,083	29.82	20,073,631	32.45	0.015	92
Females 16-59	2,640	25.54	18,254,555	29.51	0.015	87
Population estimate 2009	10,339	100.00	61,861,552	100.00	0.017	100
<b>Adults of Retirement Age</b>						
Males 65+	1,066	10.31	4,431,393	7.16	0.024	144
Females 60+	1,728	16.72	7,572,235	12.24	0.023	137
Population estimate 2009	10,339	100.00	61,861,552	100.00	0.017	100
<b>Population Estimates 2009 - Gender</b>						
Males	5,048	48.83	30,409,553	49.16	0.017	99
Females	5,291	51.17	31,451,999	50.84	0.017	101
Population estimate 2009	10,339	100.00	61,861,552	100.00	0.017	100
<b>Population Estimates 2009 - Age</b>						
Age 0-4	519	5.02	3,756,088	6.07	0.014	83
Age 5-14	1,170	11.32	7,020,391	11.35	0.017	100
Age 15-24	1,001	9.68	8,266,438	13.36	0.012	72
Age 25-34	811	7.84	8,046,491	13.01	0.010	60
Age 35-44	1,397	13.51	9,037,584	14.61	0.016	92
Age 45-54	1,534	14.83	8,332,911	13.47	0.018	110
Age 55-64	1,580	15.28	7,295,181	11.79	0.022	130
Age 65-74	1,273	12.31	5,279,117	8.53	0.024	144
Age 75-84	790	7.64	3,458,793	5.59	0.023	137
Age 85+	266	2.57	1,368,558	2.21	0.019	116
Population estimate 2009	10,339	100.00	61,861,552	100.00	0.017	100

## Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
<b>Household Projections</b>						
Household Projection 2029	4,728	0.00	32,678,892	0.00	0.015	0
Household Projection 2028	4,718	0.00	32,392,564	0.00	0.015	0
Household Projection 2027	4,711	0.00	32,105,549	0.00	0.015	0
Household Projection 2026	4,702	0.00	31,815,636	0.00	0.015	0
Household Projection 2025	4,683	0.00	31,529,239	0.00	0.015	0
Household Projection 2024	4,681	0.00	31,241,215	0.00	0.015	0
Household Projection 2023	4,643	0.00	30,948,527	0.00	0.015	0
Household Projection 2022	4,640	0.00	30,650,777	0.00	0.015	0
Household Projection 2021	4,608	0.00	30,345,892	0.00	0.015	0
Household Projection 2020	4,577	0.00	30,039,214	0.00	0.015	0
Household Projection 2019	4,583	0.00	29,731,779	0.00	0.015	0
Household Projection 2018	4,583	0.00	29,420,278	0.00	0.016	0

Household Projection 2017	4,536	0.00	29,105,088	0.00	0.016	0
Household Projection 2016	4,514	0.00	28,790,130	0.00	0.016	0
Household Projection 2015	4,478	0.00	28,470,361	0.00	0.016	0
Household Projection 2014	4,483	0.00	28,149,891	0.00	0.016	0
Household Projection 2013	4,448	0.00	27,827,983	0.00	0.016	0
Household Projection 2012	4,462	0.00	27,508,323	0.00	0.016	0
Household Projection 2011	4,449	0.00	27,190,321	0.00	0.016	0
Household Projection 2010	4,443	0.00	26,865,586	0.00	0.017	0

	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
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**Population Projections 2010 - Total**

Total Resident Population (2010)	10,405	0.00	62,308,631	0.00	0.017	0
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	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
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**Population Projections 2011 - Total**

Total Resident Population (2011)	10,377	0.00	62,755,281	0.00	0.017	0
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	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
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**Population Projections 2012 - Total**

Total Resident Population (2012)	10,392	0.00	63,199,130	0.00	0.016	0
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	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
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**Population Projections 2013 - Total**

Total Resident Population (2013)	10,332	0.00	63,632,543	0.00	0.016	0
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**Population Projections 2014**

**Total Resident Population (2014)**

Population Projections 2014 - Summary

	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
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**Children and infants 0-15 (2014)**

Males 0-15 (2014)	873	8.42	6,073,773	9.48	0.014	89
Females 0-15 (2014)	888	8.56	5,797,265	9.05	0.015	95

Total Resident Population (2014)	10,373	100.00	64,060,137	100.00	0.016	100
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	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
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**Adults of Working Age (2014)**

Males 16-64 (2014)	3,006	28.98	20,397,567	31.84	0.015	91
Females 16-59 (2014)	2,639	25.45	18,616,742	29.06	0.014	88

Total Resident Population (2014)	10,373	100.00	64,060,137	100.00	0.016	100
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	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
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**Adults of Retirement Age (2014)**

Males 65+ (2014)	1,187	11.44	5,138,506	8.02	0.023	143
Females 60+ (2014)	1,780	17.16	8,036,284	12.54	0.022	137

Total Resident Population (2014)	10,373	100.00	64,060,137	100.00	0.016	100
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	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2014 - Gender</b>						
Males (2014)	5,065	48.83	31,609,846	49.34	0.016	99
Females (2014)	5,308	51.17	32,450,291	50.66	0.016	101
Total Resident Population (2014)	10,373	100.00	64,060,137	100.00	0.016	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2014 - Age</b>						
Age 0-4 (2014)	509	4.91	3,964,452	6.19	0.013	79
Age 5-14 (2014)	1,130	10.90	7,203,620	11.25	0.016	97
Age 15-24 (2014)	1,080	10.41	7,987,891	12.47	0.014	84
Age 25-34 (2014)	942	9.08	9,010,442	14.07	0.011	65
Age 35-44 (2014)	1,159	11.17	8,238,311	12.86	0.014	87
Age 45-54 (2014)	1,590	15.32	9,007,015	14.06	0.018	109
Age 55-64 (2014)	1,356	13.08	7,241,106	11.30	0.019	116
Age 65-74 (2014)	1,377	13.28	6,113,948	9.54	0.023	139
Age 75-84 (2014)	893	8.61	3,734,026	5.83	0.024	148
Age 85+ (2014)	336	3.24	1,559,326	2.43	0.022	133
Total Resident Population (2014)	10,373	100.00	64,060,137	100.00	0.016	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2015 - Total</b>						
Total Resident Population (2015)	10,394	0.00	64,482,878	0.00	0.016	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2016 - Total</b>						
Total Resident Population (2016)	10,383	0.00	64,901,276	0.00	0.016	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2017 - Total</b>						
Total Resident Population (2017)	10,413	0.00	65,318,447	0.00	0.016	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2018 - Total</b>						
Total Resident Population (2018)	10,467	0.00	65,744,433	0.00	0.016	0

## Population Projections 2019

### Total Resident Population (2019)

Population Projections 2019 - Summary

	Target	Target %	Base	Base %	Penetration	Index
<b>Children and infants 0-15 (2019)</b>						
Males 0-15 (2019)	882	8.45	6,316,143	9.54	0.014	88
Females 0-15 (2019)	881	8.44	6,037,929	9.12	0.015	92
Total Resident Population (2019)	10,443	100.00	66,177,832	100.00	0.016	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Working Age (2019)</b>						
Males 16-64 (2019)	2,970	28.44	20,729,212	31.32	0.014	91
Females 16-59 (2019)	2,645	25.32	18,762,435	28.35	0.014	89
Total Resident Population (2019)	10,443	100.00	66,177,832	100.00	0.016	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Retirement Age (2019)</b>						
Males 65+ (2019)	1,234	11.82	5,690,942	8.60	0.022	137
Females 60+ (2019)	1,831	17.53	8,641,171	13.06	0.021	134
Total Resident Population (2019)	10,443	100.00	66,177,832	100.00	0.016	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2019 - Gender</b>						
Males (2019)	5,086	48.71	32,736,297	49.47	0.016	98
Females (2019)	5,357	51.29	33,441,535	50.53	0.016	102
Total Resident Population (2019)	10,443	100.00	66,177,832	100.00	0.016	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2019 - Age</b>						
Age 0-4 (2019)	494	4.74	3,998,057	6.04	0.012	78
Age 5-14 (2019)	1,155	11.06	7,688,676	11.62	0.015	95
Age 15-24 (2019)	1,040	9.96	7,525,457	11.37	0.014	88
Age 25-34 (2019)	1,119	10.71	9,404,049	14.21	0.012	75
Age 35-44 (2019)	1,080	10.34	8,343,036	12.61	0.013	82
Age 45-54 (2019)	1,439	13.78	8,817,841	13.32	0.016	103
Age 55-64 (2019)	1,392	13.33	7,940,909	12.00	0.018	111
Age 65-74 (2019)	1,333	12.77	6,512,386	9.84	0.021	130
Age 75-84 (2019)	951	9.11	4,128,598	6.24	0.023	146
Age 85+ (2019)	439	4.21	1,818,823	2.75	0.024	153
Total Resident Population (2019)	10,443	100.00	66,177,832	100.00	0.016	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2020 - Total</b>						
Total Resident Population (2020)	10,425	0.00	66,614,106	0.00	0.016	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2021 - Total</b>						
Total Resident Population (2021)	10,454	0.00	67,053,012	0.00	0.016	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2022 - Total</b>						
Total Resident Population (2022)	10,478	0.00	67,493,269	0.00	0.016	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2023 - Total</b>						
Total Resident Population (2023)	10,479	0.00	67,924,917	0.00	0.015	0



## Population Projections 2024

### Total Resident Population (2024)

Population Projections 2024 - Summary

	Target	Target %	Base	Base %	Penetration	Index
<b>Children and infants 0-15 (2024)</b>						
Males 0-15 (2024)	888	8.44	6,480,502	9.48	0.014	89
Females 0-15 (2024)	889	8.45	6,198,552	9.07	0.014	93
Total Resident Population (2024)	10,521	100.00	68,347,600	100.00	0.015	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Working Age (2024)</b>						
Males 16-64 (2024)	2,974	28.26	21,099,331	30.87	0.014	92
Females 16-59 (2024)	2,610	24.80	18,793,378	27.50	0.014	90
Total Resident Population (2024)	10,521	100.00	68,347,600	100.00	0.015	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Retirement Age (2024)</b>						
Males 65+ (2024)	1,255	11.93	6,276,201	9.18	0.020	130
Females 60+ (2024)	1,905	18.11	9,499,636	13.90	0.020	130
Total Resident Population (2024)	10,521	100.00	68,347,600	100.00	0.015	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2024 - Gender</b>						
Males (2024)	5,117	48.64	33,856,034	49.54	0.015	98
Females (2024)	5,404	51.36	34,491,566	50.46	0.016	102
Total Resident Population (2024)	10,521	100.00	68,347,600	100.00	0.015	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2024 - Age</b>						
Age 0-4 (2024)	501	4.76	3,988,746	5.84	0.013	82
Age 5-14 (2024)	1,155	10.98	7,951,115	11.63	0.015	94
Age 15-24 (2024)	1,038	9.86	7,721,862	11.30	0.013	87
Age 25-34 (2024)	1,188	11.29	9,112,947	13.33	0.013	85
Age 35-44 (2024)	1,181	11.22	9,289,417	13.59	0.013	83
Age 45-54 (2024)	1,228	11.67	8,039,938	11.76	0.015	99
Age 55-64 (2024)	1,435	13.64	8,600,804	12.58	0.017	108
Age 65-74 (2024)	1,170	11.12	6,521,985	9.54	0.018	117
Age 75-84 (2024)	1,083	10.29	4,913,184	7.19	0.022	143
Age 85+ (2024)	542	5.15	2,207,602	3.23	0.025	159
Total Resident Population (2024)	10,521	100.00	68,347,600	100.00	0.015	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2025 - Total</b>						
Total Resident Population (2025)	10,538	0.00	68,762,299	0.00	0.015	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2026 - Total</b>						
Total Resident Population (2026)	10,550	0.00	69,166,518	0.00	0.015	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2027 - Total</b>						
Total Resident Population (2027)	10,580	0.00	69,589,203	0.00	0.015	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2028 - Total</b>						
Total Resident Population (2028)	10,577	0.00	70,008,417	0.00	0.015	0

## Population Projections 2029

### Total Resident Population (2029)

Population Projections 2029 - Summary

	Target	Target %	Base	Base %	Penetration	Index
<b>Children and infants 0-15 (2029)</b>						
Males 0-15 (2029)	911	8.60	6,554,317	9.31	0.014	92
Females 0-15 (2029)	906	8.55	6,270,447	8.90	0.015	96
Total Resident Population (2029)	10,596	100.00	70,425,063	100.00	0.015	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Working Age (2029)</b>						
Males 16-64 (2029)	2,948	27.82	21,434,719	30.44	0.014	91
Females 16-59 (2029)	2,606	24.59	18,813,872	26.71	0.014	92
Total Resident Population (2029)	10,596	100.00	70,425,063	100.00	0.015	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Retirement Age (2029)</b>						
Males 65+ (2029)	1,286	12.14	6,926,419	9.84	0.019	123
Females 60+ (2029)	1,939	18.30	10,425,289	14.80	0.019	124
Total Resident Population (2029)	10,596	100.00	70,425,063	100.00	0.015	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2029 - Gender</b>						
Males (2029)	5,145	48.56	34,915,455	49.58	0.015	98
Females (2029)	5,451	51.44	35,509,608	50.42	0.015	102
Total Resident Population (2029)	10,596	100.00	70,425,063	100.00	0.015	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2029 - Age</b>						
Age 0-4 (2029)	511	4.82	3,938,063	5.59	0.013	86
Age 5-14 (2029)	1,178	11.12	8,081,966	11.48	0.015	97
Age 15-24 (2029)	1,089	10.28	8,259,933	11.73	0.013	88
Age 25-34 (2029)	1,148	10.83	8,579,132	12.18	0.013	89
Age 35-44 (2029)	1,330	12.55	9,992,243	14.19	0.013	88
Age 45-54 (2029)	1,132	10.69	7,718,121	10.96	0.015	98

Age 55-64 (2029)	1,376	12.99	8,852,741	12.57	0.016	103
Age 65-74 (2029)	1,123	10.60	6,888,262	9.78	0.016	108
Age 75-84 (2029)	1,131	10.67	5,527,666	7.85	0.021	136
Age 85+ (2029)	577	5.45	2,586,936	3.67	0.022	148

Total Resident Population (2029)	10,596	100.00	70,425,063	100.00	0.015	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Summary Demographics - Experian Revised Household and Population Estimates 2009**

Experian Revised Households	4,438	0.00	26,522,644	0.00	0.017	0
Experian Revised Population	10,408	0.00	61,796,587	0.00	0.017	0
Experian Revised Adults 15+	8,734	0.00	50,996,904	0.00	0.017	0
Experian Revised Adults 16+	8,600	0.00	50,243,304	0.00	0.017	0
Experian Revised Adults 18+	8,348	0.00	48,680,614	0.00	0.017	0

	Target	Target %	Base	Base %	Penetration	Index
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**Summary Demographics - Experian Revised Population Projections**

Experian Revised Population Projection 2010	10,514	0.00	62,229,085	0.00	0.017	0
Experian Revised Population Projection 2011	10,517	0.00	62,654,320	0.00	0.017	0
Experian Revised Population Projection 2012	10,571	0.00	63,085,385	0.00	0.017	0
Experian Revised Population Projection 2013	10,535	0.00	63,504,351	0.00	0.017	0
Experian Revised Population Projection 2014	10,625	0.00	63,927,064	0.00	0.017	0
Experian Revised Population Projection 2015	10,663	0.00	64,358,105	0.00	0.017	0
Experian Revised Population Projection 2016	10,690	0.00	64,784,524	0.00	0.017	0
Experian Revised Population Projection 2017	10,762	0.00	65,216,599	0.00	0.017	0
Experian Revised Population Projection 2018	10,845	0.00	65,662,222	0.00	0.017	0
Experian Revised Population Projection 2019	10,848	0.00	66,096,464	0.00	0.016	0
Experian Revised Population Projection 2020	10,866	0.00	66,533,131	0.00	0.016	0
Experian Revised Population Projection 2021	10,936	0.00	66,976,171	0.00	0.016	0
Experian Revised Population Projection 2022	11,009	0.00	67,405,290	0.00	0.016	0
Experian Revised Population Projection 2023	11,028	0.00	67,829,839	0.00	0.016	0
Experian Revised Population Projection 2024	11,094	0.00	68,260,739	0.00	0.016	0
Experian Revised Population Projection 2025	11,143	0.00	68,671,881	0.00	0.016	0
Experian Revised Population Projection 2026	11,186	0.00	69,089,141	0.00	0.016	0
Experian Revised Population Projection 2027	11,241	0.00	69,487,301	0.00	0.016	0

Experian Revised Population Projection 2028	11,259	0.00	69,875,273	0.00	0.016	0
Experian Revised Population Projection 2029	11,295	0.00	70,263,915	0.00	0.016	0

2010 Experian Ltd  
2010 Experian Ltd. Data from the Expenditure and Food Survey 2007-08 has been made available by the Office for National Statistics and has been used by permission. The ONS do not bear any responsibility for the analysis