

2009 Population Data

Target Area(s):

Layers: CM11

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
2001 Census Totals						
Total Resident Population (Age)	13,901	0.00	58,791,867	0.00	0.024	0
Total Private Households (Tenure)	5,606	0.00	24,479,786	0.00	0.023	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	1,432	52.23	6,075,318	51.22	0.024	102
Females 0-15	1,310	47.77	5,786,527	48.78	0.023	98
Children and infants 0-15	2,742	100.00	11,861,845	100.00	0.023	100

Adults of Working Age

	Target	Target %	Base	Base %	Penetration	Index
Males 16-64	4,482	51.92	18,594,055	51.48	0.024	101
Females 16-59	4,151	48.08	17,524,761	48.52	0.024	99
Adults of Working Age	8,633	100.00	36,118,816	100.00	0.024	100

Adults of Retirement Age

	Target	Target %	Base	Base %	Penetration	Index
Males 65+	942	37.28	3,911,023	36.18	0.024	103
Females 60+	1,584	62.72	6,900,183	63.82	0.023	98
Adults of Retirement Age	2,526	100.00	10,811,206	100.00	0.023	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	6,861	49.28	28,579,869	48.61	0.024	101
Females	7,062	50.72	30,209,325	51.39	0.023	99
Total Resident Population (Gender)	13,923	100.00	58,789,194	100.00	0.024	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	785	5.64	3,487,599	5.93	0.023	95
Age 5-14	1,782	12.82	7,618,128	12.96	0.023	99
Age 15-24	1,464	10.53	7,211,326	12.27	0.020	86
Age 25-34	1,836	13.21	8,360,300	14.22	0.022	93
Age 35-44	2,137	15.37	8,777,638	14.93	0.024	103
Age 45-54	2,120	15.25	7,776,848	13.23	0.027	115
Age 55-64	1,641	11.81	6,219,095	10.58	0.026	112
Age 65-74	1,262	9.08	4,936,784	8.40	0.026	108

Age 75+	875	6.29	4,404,149	7.49	0.020	84
Total Resident Population (Age)	13,901	100.00	58,791,867	100.00	0.024	100

2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	5,885	57.06	22,149,642	52.28	0.027	109
Economically active - Full-time students	230	2.23	1,106,393	2.61	0.021	85
Economically active - Self employed with employees	277	2.69	1,254,024	2.96	0.022	91
Economically active - Self employed without employees	635	6.16	2,198,472	5.19	0.029	119
Economically active - Unemployed	185	1.80	1,458,207	3.44	0.013	52
All people aged 16 to 74 (Economic Activity)	10,313	100.00	42,364,055	100.00	0.024	100

	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	753	7.31	2,737,615	6.46	0.028	113
Economically inactive - Other	167	1.62	1,363,465	3.22	0.012	50
Economically inactive - Retired	1,645	15.95	5,654,426	13.35	0.029	120
Economically inactive - Student	297	2.88	1,994,208	4.71	0.015	61
Economically inactive - Permanently sick/disabled	238	2.31	2,447,603	5.78	0.010	40
All people aged 16 to 74 (Economic Activity)	10,313	100.00	42,364,055	100.00	0.024	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	5,049	48.92	20,895,777	49.14	0.024	100
Males Economically active	3,986	38.62	15,363,899	36.13	0.026	107
Males Economically inactive	1,063	10.30	5,531,878	13.01	0.019	79
All females aged 16 to 74	5,272	51.08	21,629,980	50.86	0.024	100
Females Economically active	3,239	31.38	12,820,775	30.15	0.025	104
Females Economically inactive	2,033	19.70	8,809,205	20.72	0.023	95
All people aged 16 to 74 (Econ Activity by Gender)	10,321	100.00	42,525,757	100.00	0.024	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	3,620	32.40	9,907,832	21.57	0.037	150
C1 Supervisory, clerical, junior manager/admin/prof	3,659	32.74	13,513,414	29.42	0.027	111
C2 Skilled manual workers	1,255	11.23	6,996,182	15.23	0.018	74
D Semi-skilled and unskilled manual workers	1,078	9.64	7,976,329	17.36	0.014	56
E On state benefit, unemployed, lowest grade workers	1,563	13.99	7,541,557	16.42	0.021	85

All people aged 16 and over in HHs (Social Grade)	11,175	100.00	45,935,314	100.00	0.024	100
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Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	13,549	97.22	52,481,255	91.91	0.026	106
White- British (inc. White Scottish)	13,178	94.56	50,366,497	88.20	0.026	107
White- Irish	135	0.97	691,606	1.21	0.020	80
White- Other White	236	1.69	1,423,152	2.49	0.017	68
Mixed	120	0.86	673,743	1.18	0.018	73
Asian or Asian British	174	1.25	2,328,784	4.08	0.008	31
Asian- Indian	79	0.57	1,051,614	1.84	0.008	31
Asian- Pakistani	32	0.23	746,520	1.31	0.004	18
Asian- Bangladeshi	15	0.10	282,854	0.50	0.005	21
Asian- Other Asian	47	0.34	247,796	0.43	0.019	78
Black or Black British	45	0.32	1,147,400	2.01	0.004	16
Black- Caribbean	23	0.17	565,839	0.99	0.004	17
Black- African	14	0.10	484,578	0.85	0.003	12
Black- Other Black (inc. Black Scottish)	8	0.06	96,983	0.17	0.008	34
Chinese or Other Ethnic Group	48	0.35	472,190	0.83	0.010	42
Other- Chinese	37	0.26	243,243	0.43	0.015	62
Other- Other Ethnic Group	11	0.08	228,947	0.40	0.005	20
All People (Ethnic Group) (GB)	13,936	100.00	57,103,372	100.00	0.024	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	4,890	87.52	16,724,882	68.32	0.029	128
Own- Owns outright (HH)	2,060	36.87	7,078,266	28.91	0.029	127
Own- Owns with a mortgage or loan (HH)	2,820	50.47	9,489,495	38.76	0.030	130
Own- Shared ownership (HH)	10	0.18	157,121	0.64	0.006	28
Social Rented (HH)	479	8.57	4,885,741	19.96	0.010	43
Social- Rented from Council (LA/Scottish Homes) (HH)	330	5.91	3,458,066	14.13	0.010	42
Social- Other social rented (HH)	148	2.65	1,427,675	5.83	0.010	45
Private rented (HH)	203	3.63	2,345,327	9.58	0.009	38
Private- Private landlord or letting agency (HH)	169	3.03	2,053,467	8.39	0.008	36
Private- Employer of a household member (HH)	9	0.15	63,564	0.26	0.013	59
Private- Relative or friend of a household member (HH)	22	0.40	155,578	0.64	0.014	62
Private- Other (HH)	3	0.05	72,718	0.30	0.004	18
Living rent free (HH)	35	0.63	523,836	2.14	0.007	29
All Households (Tenure)	5,587	100.00	24,479,786	100.00	0.023	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	758	13.53	6,717,523	27.44	0.011	49
1 car or van	2,379	42.46	10,715,221	43.77	0.022	97
2 cars or vans	1,926	34.38	5,652,000	23.09	0.034	149
3 cars or vans	400	7.15	1,068,923	4.37	0.038	164
Car Ownership	5,603	100.00	24,479,968	100.00	0.023	100

Summary Demographics - Household and Population Estimates 2009

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2009: Totals						
Population estimate 2009	13,757	0.00	61,861,552	0.00	0.022	0
Household estimate 2009	5,896	0.00	26,569,236	0.00	0.022	0

Population estimate 2009

Population Estimates 2009 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	1,423	10.34	5,904,529	9.54	0.024	108
Females 0-15	1,321	9.60	5,625,209	9.09	0.024	106
Population estimate 2009	13,757	100.00	61,861,552	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age						
Males 16-64	4,310	31.33	20,073,631	32.45	0.022	97
Females 16-59	3,885	28.24	18,254,555	29.51	0.021	96
Population estimate 2009	13,757	100.00	61,861,552	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age						
Males 65+	1,032	7.50	4,431,393	7.16	0.023	105
Females 60+	1,786	12.98	7,572,235	12.24	0.024	106
Population estimate 2009	13,757	100.00	61,861,552	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2009 - Gender						
Males	6,765	49.18	30,409,553	49.16	0.022	100
Females	6,992	50.82	31,451,999	50.84	0.022	100
Population estimate 2009	13,757	100.00	61,861,552	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2009 - Age						
Age 0-4	858	6.24	3,756,088	6.07	0.023	103
Age 5-14	1,708	12.41	7,020,391	11.35	0.024	109
Age 15-24	1,511	10.98	8,266,438	13.36	0.018	82
Age 25-34	1,469	10.68	8,046,491	13.01	0.018	82
Age 35-44	2,054	14.93	9,037,584	14.61	0.023	102
Age 45-54	2,025	14.72	8,332,911	13.47	0.024	109
Age 55-64	1,834	13.33	7,295,181	11.79	0.025	113
Age 65-74	1,262	9.17	5,279,117	8.53	0.024	108
Age 75-84	782	5.68	3,458,793	5.59	0.023	102
Age 85+	255	1.85	1,368,558	2.21	0.019	84
Population estimate 2009	13,757	100.00	61,861,552	100.00	0.022	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2029	6,794	0.00	32,678,892	0.00	0.021	0
Household Projection 2028	6,737	0.00	32,392,564	0.00	0.021	0
Household Projection 2027	6,712	0.00	32,105,549	0.00	0.021	0
Household Projection 2026	6,672	0.00	31,815,636	0.00	0.021	0
Household Projection 2025	6,625	0.00	31,529,239	0.00	0.021	0
Household Projection 2024	6,591	0.00	31,241,215	0.00	0.021	0
Household Projection 2023	6,551	0.00	30,948,527	0.00	0.021	0
Household Projection 2022	6,502	0.00	30,650,777	0.00	0.021	0
Household Projection 2021	6,461	0.00	30,345,892	0.00	0.021	0

Household Projection 2020	6,416	0.00	30,039,214	0.00	0.021	0
Household Projection 2019	6,373	0.00	29,731,779	0.00	0.021	0
Household Projection 2018	6,320	0.00	29,420,278	0.00	0.022	0
Household Projection 2017	6,259	0.00	29,105,088	0.00	0.022	0
Household Projection 2016	6,239	0.00	28,790,130	0.00	0.022	0
Household Projection 2015	6,168	0.00	28,470,361	0.00	0.022	0
Household Projection 2014	6,112	0.00	28,149,891	0.00	0.022	0
Household Projection 2013	6,070	0.00	27,827,983	0.00	0.022	0
Household Projection 2012	6,033	0.00	27,508,323	0.00	0.022	0
Household Projection 2011	5,974	0.00	27,190,321	0.00	0.022	0
Household Projection 2010	5,926	0.00	26,865,586	0.00	0.022	0

	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2010 - Total

Total Resident Population (2010)	13,813	0.00	62,308,631	0.00	0.022	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2011 - Total

Total Resident Population (2011)	13,872	0.00	62,755,281	0.00	0.022	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2012 - Total

Total Resident Population (2012)	13,934	0.00	63,199,130	0.00	0.022	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2013 - Total

Total Resident Population (2013)	13,963	0.00	63,632,543	0.00	0.022	0
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Population Projections 2014

Total Resident Population (2014)

Population Projections 2014 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2014)						
Males 0-15 (2014)	1,407	10.05	6,073,773	9.48	0.023	106
Females 0-15 (2014)	1,301	9.29	5,797,265	9.05	0.022	103
Total Resident Population (2014)	13,998	100.00	64,060,137	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2014)						
Males 16-64 (2014)	4,259	30.43	20,397,567	31.84	0.021	96
Females 16-59 (2014)	3,903	27.89	18,616,742	29.06	0.021	96
Total Resident Population (2014)	13,998	100.00	64,060,137	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2014)						
Males 65+ (2014)	1,206	8.62	5,138,506	8.02	0.024	107
Females 60+ (2014)	1,922	13.73	8,036,284	12.54	0.024	109
Total Resident Population (2014)	13,998	100.00	64,060,137	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Gender						
Males (2014)	6,872	49.09	31,609,846	49.34	0.022	99
Females (2014)	7,126	50.91	32,450,291	50.66	0.022	100
Total Resident Population (2014)	13,998	100.00	64,060,137	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2014 - Age

Age 0-4 (2014)	862	6.16	3,964,452	6.19	0.022	99
Age 5-14 (2014)	1,681	12.01	7,203,620	11.25	0.023	107
Age 15-24 (2014)	1,591	11.37	7,987,891	12.47	0.020	91
Age 25-34 (2014)	1,572	11.23	9,010,442	14.07	0.017	80
Age 35-44 (2014)	1,752	12.52	8,238,311	12.86	0.021	97
Age 45-54 (2014)	2,116	15.12	9,007,015	14.06	0.024	108
Age 55-64 (2014)	1,723	12.31	7,241,106	11.30	0.024	109
Age 65-74 (2014)	1,498	10.70	6,113,948	9.54	0.025	112
Age 75-84 (2014)	900	6.43	3,734,026	5.83	0.024	110
Age 85+ (2014)	303	2.17	1,559,326	2.43	0.019	89

Total Resident Population (2014)	13,998	100.00	64,060,137	100.00	0.022	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2015 - Total

Total Resident Population (2015)	14,035	0.00	64,482,878	0.00	0.022	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2016 - Total

Total Resident Population (2016)	14,126	0.00	64,901,276	0.00	0.022	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2017 - Total

Total Resident Population (2017)	14,132	0.00	65,318,447	0.00	0.022	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2018 - Total

Total Resident Population (2018)	14,190	0.00	65,744,433	0.00	0.022	0
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Population Projections 2019

Total Resident Population (2019)

Population Projections 2019 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2019)						
Males 0-15 (2019)	1,390	9.75	6,316,143	9.54	0.022	102
Females 0-15 (2019)	1,311	9.19	6,037,929	9.12	0.022	101
Total Resident Population (2019)	14,258	100.00	66,177,832	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2019)						
Males 16-64 (2019)	4,280	30.02	20,729,212	31.32	0.021	96
Females 16-59 (2019)	3,893	27.30	18,762,435	28.35	0.021	96
Total Resident Population (2019)	14,258	100.00	66,177,832	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2019)						
Males 65+ (2019)	1,311	9.19	5,690,942	8.60	0.023	107
Females 60+ (2019)	2,073	14.54	8,641,171	13.06	0.024	111
Total Resident Population (2019)	14,258	100.00	66,177,832	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Gender						
Males (2019)	6,981	48.96	32,736,297	49.47	0.021	99
Females (2019)	7,277	51.04	33,441,535	50.53	0.022	101
Total Resident Population (2019)	14,258	100.00	66,177,832	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2019 - Age

Age 0-4 (2019)	842	5.91	3,998,057	6.04	0.021	98
Age 5-14 (2019)	1,707	11.97	7,688,676	11.62	0.022	103
Age 15-24 (2019)	1,551	10.88	7,525,457	11.37	0.021	96
Age 25-34 (2019)	1,760	12.34	9,404,049	14.21	0.019	87
Age 35-44 (2019)	1,643	11.52	8,343,036	12.61	0.020	91
Age 45-54 (2019)	1,969	13.81	8,817,841	13.32	0.022	104
Age 55-64 (2019)	1,846	12.95	7,940,909	12.00	0.023	108
Age 65-74 (2019)	1,558	10.93	6,512,386	9.84	0.024	111
Age 75-84 (2019)	984	6.90	4,128,598	6.24	0.024	111
Age 85+ (2019)	397	2.79	1,818,823	2.75	0.022	101

Total Resident Population (2019)	14,258	100.00	66,177,832	100.00	0.022	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2020 - Total

Total Resident Population (2020)	14,311	0.00	66,614,106	0.00	0.022	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2021 - Total

Total Resident Population (2021)	14,370	0.00	67,053,012	0.00	0.021	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2022 - Total

Total Resident Population (2022)	14,405	0.00	67,493,269	0.00	0.021	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2023 - Total

Total Resident Population (2023)	14,446	0.00	67,924,917	0.00	0.021	0
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Population Projections 2024

Total Resident Population (2024)

Population Projections 2024 - Summary

	Target	Target %	Base	Base %	Penetration	Index
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Children and infants 0-15 (2024)

Males 0-15 (2024)	1,387	9.57	6,480,502	9.48	0.021	101
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Females 0-15 (2024)	1,316	9.08	6,198,552	9.07	0.021	100
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Total Resident Population (2024)	14,489	100.00	68,347,600	100.00	0.021	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2024)

Males 16-64 (2024)	4,272	29.48	21,099,331	30.87	0.020	96
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Females 16-59 (2024)	3,838	26.49	18,793,378	27.50	0.020	96
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Total Resident Population (2024)	14,489	100.00	68,347,600	100.00	0.021	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Retirement Age (2024)

Males 65+ (2024)	1,435	9.90	6,276,201	9.18	0.023	108
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Females 60+ (2024)	2,242	15.47	9,499,636	13.90	0.024	111
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Total Resident Population (2024)	14,489	100.00	68,347,600	100.00	0.021	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2024 - Gender

Males (2024)	7,093	48.96	33,856,034	49.54	0.021	99
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Females (2024)	7,396	51.04	34,491,566	50.46	0.021	101
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Total Resident Population (2024)	14,489	100.00	68,347,600	100.00	0.021	100
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	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Age						
Age 0-4 (2024)	836	5.77	3,988,746	5.84	0.021	99
Age 5-14 (2024)	1,704	11.76	7,951,115	11.63	0.021	101
Age 15-24 (2024)	1,564	10.79	7,721,862	11.30	0.020	96
Age 25-34 (2024)	1,802	12.44	9,112,947	13.33	0.020	93
Age 35-44 (2024)	1,749	12.07	9,289,417	13.59	0.019	89
Age 45-54 (2024)	1,719	11.86	8,039,938	11.76	0.021	101
Age 55-64 (2024)	1,929	13.31	8,600,804	12.58	0.022	106
Age 65-74 (2024)	1,500	10.35	6,521,985	9.54	0.023	109
Age 75-84 (2024)	1,184	8.17	4,913,184	7.19	0.024	114
Age 85+ (2024)	502	3.47	2,207,602	3.23	0.023	107

Total Resident Population (2024)	14,489	100.00	68,347,600	100.00	0.021	100
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	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	14,539	0.00	68,762,299	0.00	0.021	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Total						
Total Resident Population (2026)	14,583	0.00	69,166,518	0.00	0.021	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	14,634	0.00	69,589,203	0.00	0.021	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	14,682	0.00	70,008,417	0.00	0.021	0

Population Projections 2029

Total Resident Population (2029)

Population Projections 2029 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2029)						
Males 0-15 (2029)	1,376	9.33	6,554,317	9.31	0.021	100
Females 0-15 (2029)	1,323	8.97	6,270,447	8.90	0.021	101
Total Resident Population (2029)	14,747	100.00	70,425,063	100.00	0.021	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2029)						
Males 16-64 (2029)	4,296	29.13	21,434,719	30.44	0.020	96
Females 16-59 (2029)	3,826	25.94	18,813,872	26.71	0.020	97
Total Resident Population (2029)	14,747	100.00	70,425,063	100.00	0.021	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2029)						
Males 65+ (2029)	1,530	10.37	6,926,419	9.84	0.022	105
Females 60+ (2029)	2,396	16.25	10,425,289	14.80	0.023	110
Total Resident Population (2029)	14,747	100.00	70,425,063	100.00	0.021	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Gender						
Males (2029)	7,201	48.83	34,915,455	49.58	0.021	98
Females (2029)	7,546	51.17	35,509,608	50.42	0.021	101

Total Resident Population (2029)	14,747	100.00	70,425,063	100.00	0.021	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Age						
Age 0-4 (2029)	839	5.69	3,938,063	5.59	0.021	102
Age 5-14 (2029)	1,687	11.44	8,081,966	11.48	0.021	100
Age 15-24 (2029)	1,649	11.18	8,259,933	11.73	0.020	95
Age 25-34 (2029)	1,736	11.77	8,579,132	12.18	0.020	97
Age 35-44 (2029)	1,930	13.08	9,992,243	14.19	0.019	92
Age 45-54 (2029)	1,580	10.71	7,718,121	10.96	0.021	98
Age 55-64 (2029)	1,921	13.03	8,852,741	12.57	0.022	104
Age 65-74 (2029)	1,526	10.35	6,888,262	9.78	0.022	106
Age 75-84 (2029)	1,309	8.88	5,527,666	7.85	0.024	113
Age 85+ (2029)	571	3.87	2,586,936	3.67	0.022	105
Total Resident Population (2029)	14,747	100.00	70,425,063	100.00	0.021	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Experian Revised Household and Population Estimates 2009						
Experian Revised Households	5,994	0.00	26,522,644	0.00	0.023	0
Experian Revised Population	13,951	0.00	61,796,587	0.00	0.023	0
Experian Revised Adults 15+	11,384	0.00	50,996,904	0.00	0.022	0
Experian Revised Adults 16+	11,198	0.00	50,243,304	0.00	0.022	0
Experian Revised Adults 18+	10,845	0.00	48,680,614	0.00	0.022	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Experian Revised Population Projections						
Experian Revised Population Projection 2010	14,068	0.00	62,229,085	0.00	0.023	0
Experian Revised Population Projection 2011	14,173	0.00	62,654,320	0.00	0.023	0
Experian Revised Population Projection 2012	14,307	0.00	63,085,385	0.00	0.023	0
Experian Revised Population Projection 2013	14,408	0.00	63,504,351	0.00	0.023	0
Experian Revised Population Projection 2014	14,507	0.00	63,927,064	0.00	0.023	0
Experian Revised Population Projection 2015	14,623	0.00	64,358,105	0.00	0.023	0
Experian Revised Population Projection 2016	14,758	0.00	64,784,524	0.00	0.023	0
Experian Revised Population Projection 2017	14,840	0.00	65,216,599	0.00	0.023	0
Experian Revised Population Projection 2018	14,972	0.00	65,662,222	0.00	0.023	0
Experian Revised Population Projection 2019	15,094	0.00	66,096,464	0.00	0.023	0
Experian Revised Population Projection 2020	15,209	0.00	66,533,131	0.00	0.023	0
Experian Revised Population Projection 2021	15,322	0.00	66,976,171	0.00	0.023	0
Experian Revised Population Projection 2022	15,412	0.00	67,405,290	0.00	0.023	0
Experian Revised Population Projection 2023	15,522	0.00	67,829,839	0.00	0.023	0
Experian Revised Population Projection 2024	15,619	0.00	68,260,739	0.00	0.023	0
Experian Revised Population Projection 2025	15,713	0.00	68,671,881	0.00	0.023	0
Experian Revised Population Projection 2026	15,798	0.00	69,089,141	0.00	0.023	0
Experian Revised Population Projection 2027	15,896	0.00	69,487,301	0.00	0.023	0
Experian Revised Population Projection 2028	15,990	0.00	69,875,273	0.00	0.023	0

Experian Revised Population Projection 2029	16,089	0.00	70,263,915	0.00	0.023	0
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2010 Experian Ltd
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