

2009 Population Data

Target Area(s):

Layers: CM13

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)	23,777	0.00	58,791,867	0.00	0.040	0
Total Private Households (Tenure)	10,044	0.00	24,479,786	0.00	0.041	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	2,395	51.67	6,075,318	51.22	0.039	101
Females 0-15	2,240	48.33	5,786,527	48.78	0.039	99
Children and infants 0-15	4,636	100.00	11,861,845	100.00	0.039	100
Adults of Working Age						
Males 16-64	6,916	51.22	18,594,055	51.48	0.037	100
Females 16-59	6,586	48.78	17,524,761	48.52	0.038	101
Adults of Working Age	13,502	100.00	36,118,816	100.00	0.037	100
Adults of Retirement Age						
Males 65+	2,100	37.25	3,911,023	36.18	0.054	103
Females 60+	3,539	62.75	6,900,183	63.82	0.051	98
Adults of Retirement Age	5,639	100.00	10,811,206	100.00	0.052	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	11,464	48.18	28,579,869	48.61	0.040	99
Females	12,331	51.82	30,209,325	51.39	0.041	101
Total Resident Population (Gender)	23,795	100.00	58,789,194	100.00	0.041	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	1,248	5.25	3,487,599	5.93	0.036	88
Age 5-14	3,060	12.87	7,618,128	12.96	0.040	99
Age 15-24	2,242	9.43	7,211,326	12.27	0.031	77
Age 25-34	2,673	11.24	8,360,300	14.22	0.032	79
Age 35-44	3,560	14.97	8,777,638	14.93	0.041	100
Age 45-54	3,310	13.92	7,776,848	13.23	0.043	105
Age 55-64	2,752	11.57	6,219,095	10.58	0.044	109
Age 65-74	2,716	11.42	4,936,784	8.40	0.055	136

Age 75+	2,217	9.33	4,404,149	7.49	0.050	124
Total Resident Population (Age)	23,777	100.00	58,791,867	100.00	0.040	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	8,899	52.67	22,149,642	52.28	0.040	101
Economically active - Full-time students	334	1.98	1,106,393	2.61	0.030	76
Economically active - Self employed with employees	567	3.36	1,254,024	2.96	0.045	113
Economically active - Self employed without employees	995	5.89	2,198,472	5.19	0.045	113
Economically active - Unemployed	297	1.76	1,458,207	3.44	0.020	51
All people aged 16 to 74 (Economic Activity)	16,895	100.00	42,364,055	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	1,351	8.00	2,737,615	6.46	0.049	124
Economically inactive - Other	331	1.96	1,363,465	3.22	0.024	61
Economically inactive - Retired	3,079	18.22	5,654,426	13.35	0.055	137
Economically inactive - Student	502	2.97	1,994,208	4.71	0.025	63
Economically inactive - Permanently sick/disabled	540	3.20	2,447,603	5.78	0.022	55
All people aged 16 to 74 (Economic Activity)	16,895	100.00	42,364,055	100.00	0.040	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	8,192	48.28	20,895,777	49.14	0.039	98
Males Economically active	6,157	36.28	15,363,899	36.13	0.040	100
Males Economically inactive	2,036	12.00	5,531,878	13.01	0.037	92
All females aged 16 to 74	8,776	51.72	21,629,980	50.86	0.041	102
Females Economically active	4,969	29.28	12,820,775	30.15	0.039	97
Females Economically inactive	3,807	22.44	8,809,205	20.72	0.043	108
All people aged 16 to 74 (Econ Activity by Gender)	16,968	100.00	42,525,757	100.00	0.040	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	5,640	29.94	9,907,832	21.57	0.057	139
C1 Supervisory, clerical, junior manager/admin/prof	6,231	33.07	13,513,414	29.42	0.046	112
C2 Skilled manual workers	1,836	9.74	6,996,182	15.23	0.026	64
D Semi-skilled and unskilled manual workers	1,929	10.24	7,976,329	17.36	0.024	59
E On state benefit, unemployed, lowest grade workers	3,205	17.01	7,541,557	16.42	0.043	104

All people aged 16 and over in HHs (Social Grade)	18,840	100.00	45,935,314	100.00	0.041	100
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Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	23,000	96.55	52,481,255	91.91	0.044	105
White- British (inc. White Scottish)	22,192	93.16	50,366,497	88.20	0.044	106
White- Irish	261	1.10	691,606	1.21	0.038	91
White- Other White	546	2.29	1,423,152	2.49	0.038	92
Mixed	236	0.99	673,743	1.18	0.035	84
Asian or Asian British	321	1.35	2,328,784	4.08	0.014	33
Asian- Indian	173	0.73	1,051,614	1.84	0.017	39
Asian- Pakistani	23	0.10	746,520	1.31	0.003	7
Asian- Bangladeshi	29	0.12	282,854	0.50	0.010	25
Asian- Other Asian	95	0.40	247,796	0.43	0.038	92
Black or Black British	95	0.40	1,147,400	2.01	0.008	20
Black- Caribbean	48	0.20	565,839	0.99	0.008	20
Black- African	47	0.20	484,578	0.85	0.010	23
Black- Other Black (inc. Black Scottish)	0	0.00	96,983	0.17	0.000	1
Chinese or Other Ethnic Group	170	0.71	472,190	0.83	0.036	86
Other- Chinese	99	0.42	243,243	0.43	0.041	98
Other- Other Ethnic Group	70	0.29	228,947	0.40	0.031	73
All People (Ethnic Group) (GB)	23,822	100.00	57,103,372	100.00	0.042	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	7,930	78.85	16,724,882	68.32	0.047	115
Own- Owns outright (HH)	3,822	38.00	7,078,266	28.91	0.054	131
Own- Owns with a mortgage or loan (HH)	4,082	40.59	9,489,495	38.76	0.043	105
Own- Shared ownership (HH)	26	0.26	157,121	0.64	0.017	40
Social Rented (HH)	1,360	13.52	4,885,741	19.96	0.028	68
Social- Rented from Council (LA/Scottish Homes) (HH)	1,271	12.63	3,458,066	14.13	0.037	89
Social- Other social rented (HH)	89	0.89	1,427,675	5.83	0.006	15
Private rented (HH)	560	5.57	2,345,327	9.58	0.024	58
Private- Private landlord or letting agency (HH)	476	4.74	2,053,467	8.39	0.023	56
Private- Employer of a household member (HH)	21	0.20	63,564	0.26	0.032	79
Private- Relative or friend of a household member (HH)	48	0.48	155,578	0.64	0.031	75
Private- Other (HH)	15	0.15	72,718	0.30	0.021	50
Living rent free (HH)	194	1.93	523,836	2.14	0.037	90
All Households (Tenure)	10,057	100.00	24,479,786	100.00	0.041	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	1,680	16.76	6,717,523	27.44	0.025	61
1 car or van	4,533	45.22	10,715,221	43.77	0.042	103
2 cars or vans	3,007	30.00	5,652,000	23.09	0.053	130
3 cars or vans	596	5.95	1,068,923	4.37	0.056	136
Car Ownership	10,023	100.00	24,479,968	100.00	0.041	100

Summary Demographics - Household and Population Estimates 2009

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2009: Totals						
Population estimate 2009	24,552	0.00	61,861,552	0.00	0.040	0
Household estimate 2009	10,334	0.00	26,569,236	0.00	0.039	0

Population estimate 2009

Population Estimates 2009 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	2,536	10.33	5,904,529	9.54	0.043	108
Females 0-15	2,453	9.99	5,625,209	9.09	0.044	110
Population estimate 2009	24,552	100.00	61,861,552	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age						
Males 16-64	7,056	28.74	20,073,631	32.45	0.035	89
Females 16-59	6,736	27.44	18,254,555	29.51	0.037	93
Population estimate 2009	24,552	100.00	61,861,552	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age						
Males 65+	2,156	8.78	4,431,393	7.16	0.049	123
Females 60+	3,615	14.72	7,572,235	12.24	0.048	120
Population estimate 2009	24,552	100.00	61,861,552	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2009 - Gender						
Males	11,749	47.85	30,409,553	49.16	0.039	97
Females	12,803	52.15	31,451,999	50.84	0.041	103
Population estimate 2009	24,552	100.00	61,861,552	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2009 - Age						
Age 0-4	1,394	5.68	3,756,088	6.07	0.037	93
Age 5-14	3,209	13.07	7,020,391	11.35	0.046	115
Age 15-24	2,676	10.90	8,266,438	13.36	0.032	82
Age 25-34	2,355	9.59	8,046,491	13.01	0.029	74
Age 35-44	3,528	14.37	9,037,584	14.61	0.039	98
Age 45-54	3,530	14.38	8,332,911	13.47	0.042	107
Age 55-64	2,910	11.85	7,295,181	11.79	0.040	101
Age 65-74	2,409	9.81	5,279,117	8.53	0.046	115
Age 75-84	1,882	7.67	3,458,793	5.59	0.054	137
Age 85+	659	2.69	1,368,558	2.21	0.048	121
Population estimate 2009	24,552	100.00	61,861,552	100.00	0.040	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2029	12,357	0.00	32,678,892	0.00	0.038	0
Household Projection 2028	12,240	0.00	32,392,564	0.00	0.038	0
Household Projection 2027	12,114	0.00	32,105,549	0.00	0.038	0
Household Projection 2026	12,043	0.00	31,815,636	0.00	0.038	0
Household Projection 2025	11,933	0.00	31,529,239	0.00	0.038	0
Household Projection 2024	11,860	0.00	31,241,215	0.00	0.038	0
Household Projection 2023	11,728	0.00	30,948,527	0.00	0.038	0
Household Projection 2022	11,641	0.00	30,650,777	0.00	0.038	0
Household Projection 2021	11,520	0.00	30,345,892	0.00	0.038	0

Household Projection 2020	11,434	0.00	30,039,214	0.00	0.038	0
Household Projection 2019	11,303	0.00	29,731,779	0.00	0.038	0
Household Projection 2018	11,213	0.00	29,420,278	0.00	0.038	0
Household Projection 2017	11,119	0.00	29,105,088	0.00	0.038	0
Household Projection 2016	11,041	0.00	28,790,130	0.00	0.038	0
Household Projection 2015	10,909	0.00	28,470,361	0.00	0.038	0
Household Projection 2014	10,796	0.00	28,149,891	0.00	0.038	0
Household Projection 2013	10,737	0.00	27,827,983	0.00	0.039	0
Household Projection 2012	10,666	0.00	27,508,323	0.00	0.039	0
Household Projection 2011	10,557	0.00	27,190,321	0.00	0.039	0
Household Projection 2010	10,442	0.00	26,865,586	0.00	0.039	0

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

Total Resident Population (2010)	24,725	0.00	62,308,631	0.00	0.040	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2011 - Total

Total Resident Population (2011)	24,857	0.00	62,755,281	0.00	0.040	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2012 - Total

Total Resident Population (2012)	25,067	0.00	63,199,130	0.00	0.040	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2013 - Total

Total Resident Population (2013)	25,217	0.00	63,632,543	0.00	0.040	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)	2,470	9.77	6,073,773	9.48	0.041	103
Females 0-15 (2014)	2,500	9.89	5,797,265	9.05	0.043	109
Total Resident Population (2014)	25,288	100.00	64,060,137	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2014)						
Males 16-64 (2014)	7,271	28.75	20,397,567	31.84	0.036	90
Females 16-59 (2014)	7,055	27.90	18,616,742	29.06	0.038	96
Total Resident Population (2014)	25,288	100.00	64,060,137	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2014)						
Males 65+ (2014)	2,342	9.26	5,138,506	8.02	0.046	115
Females 60+ (2014)	3,652	14.44	8,036,284	12.54	0.045	115
Total Resident Population (2014)	25,288	100.00	64,060,137	100.00	0.040	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Gender						
Males (2014)	12,082	47.78	31,609,846	49.34	0.038	97
Females (2014)	13,206	52.22	32,450,291	50.66	0.041	103
Total Resident Population (2014)	25,288	100.00	64,060,137	100.00	0.040	100

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

Age 0-4 (2014)	1,413	5.59	3,964,452	6.19	0.036	90
Age 5-14 (2014)	3,201	12.66	7,203,620	11.25	0.044	113
Age 15-24 (2014)	2,936	11.61	7,987,891	12.47	0.037	93
Age 25-34 (2014)	2,628	10.39	9,010,442	14.07	0.029	74
Age 35-44 (2014)	3,124	12.35	8,238,311	12.86	0.038	96
Age 45-54 (2014)	3,870	15.31	9,007,015	14.06	0.043	109
Age 55-64 (2014)	2,824	11.17	7,241,106	11.30	0.039	99
Age 65-74 (2014)	2,500	9.89	6,113,948	9.54	0.041	104
Age 75-84 (2014)	1,930	7.63	3,734,026	5.83	0.052	131
Age 85+ (2014)	861	3.41	1,559,326	2.43	0.055	140

Total Resident Population (2014)	25,288	100.00	64,060,137	100.00	0.040	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2015 - Total

Total Resident Population (2015)	25,490	0.00	64,482,878	0.00	0.040	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2016 - Total

Total Resident Population (2016)	25,605	0.00	64,901,276	0.00	0.040	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2017 - Total

Total Resident Population (2017)	25,747	0.00	65,318,447	0.00	0.039	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2018 - Total

Total Resident Population (2018)	25,883	0.00	65,744,433	0.00	0.039	0
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Population Projections 2019

Total Resident Population (2019)

Population Projections 2019 - Summary

	Target	Target %	Base	Base %	Penetration	Index
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Children and infants 0-15 (2019)

Males 0-15 (2019)	2,502	9.61	6,316,143	9.54	0.040	101
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Females 0-15 (2019)	2,543	9.76	6,037,929	9.12	0.042	107
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Total Resident Population (2019)	26,046	100.00	66,177,832	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2019)

Males 16-64 (2019)	7,425	28.51	20,729,212	31.32	0.036	91
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Females 16-59 (2019)	7,340	28.18	18,762,435	28.35	0.039	99
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Total Resident Population (2019)	26,046	100.00	66,177,832	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Retirement Age (2019)

Males 65+ (2019)	2,393	9.19	5,690,942	8.60	0.042	107
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Females 60+ (2019)	3,844	14.76	8,641,171	13.06	0.045	113
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Total Resident Population (2019)	26,046	100.00	66,177,832	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2019 - Gender

Males (2019)	12,319	47.30	32,736,297	49.47	0.038	96
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Females (2019)	13,727	52.70	33,441,535	50.53	0.041	104
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Total Resident Population (2019)	26,046	100.00	66,177,832	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2019 - Age

Age 0-4 (2019)	1,386	5.32	3,998,057	6.04	0.035	88
Age 5-14 (2019)	3,324	12.76	7,688,676	11.62	0.043	110
Age 15-24 (2019)	2,913	11.18	7,525,457	11.37	0.039	98
Age 25-34 (2019)	2,982	11.45	9,404,049	14.21	0.032	81
Age 35-44 (2019)	3,035	11.65	8,343,036	12.61	0.036	92
Age 45-54 (2019)	3,720	14.28	8,817,841	13.32	0.042	107
Age 55-64 (2019)	3,202	12.29	7,940,909	12.00	0.040	102
Age 65-74 (2019)	2,545	9.77	6,512,386	9.84	0.039	99
Age 75-84 (2019)	1,895	7.27	4,128,598	6.24	0.046	117
Age 85+ (2019)	1,045	4.01	1,818,823	2.75	0.058	146

Total Resident Population (2019)	26,046	100.00	66,177,832	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2020 - Total

Total Resident Population (2020)	26,203	0.00	66,614,106	0.00	0.039	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2021 - Total

Total Resident Population (2021)	26,332	0.00	67,053,012	0.00	0.039	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2022 - Total

Total Resident Population (2022)	26,431	0.00	67,493,269	0.00	0.039	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2023 - Total

Total Resident Population (2023)	26,623	0.00	67,924,917	0.00	0.039	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)	2,559	9.55	6,480,502	9.48	0.040	101
Females 0-15 (2024)	2,596	9.69	6,198,552	9.07	0.042	107

Total Resident Population (2024)	26,788	100.00	68,347,600	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2024)

Males 16-64 (2024)	7,616	28.43	21,099,331	30.87	0.036	92
Females 16-59 (2024)	7,378	27.54	18,793,378	27.50	0.039	100

Total Resident Population (2024)	26,788	100.00	68,347,600	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Retirement Age (2024)

Males 65+ (2024)	2,536	9.47	6,276,201	9.18	0.040	103
Females 60+ (2024)	4,103	15.32	9,499,636	13.90	0.043	110

Total Resident Population (2024)	26,788	100.00	68,347,600	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2024 - Gender

Males (2024)	12,711	47.45	33,856,034	49.54	0.038	96
Females (2024)	14,077	52.55	34,491,566	50.46	0.041	104

Total Resident Population (2024)	26,788	100.00	68,347,600	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Age						
Age 0-4 (2024)	1,441	5.38	3,988,746	5.84	0.036	92
Age 5-14 (2024)	3,353	12.52	7,951,115	11.63	0.042	108
Age 15-24 (2024)	2,949	11.01	7,721,862	11.30	0.038	97
Age 25-34 (2024)	3,082	11.50	9,112,947	13.33	0.034	86
Age 35-44 (2024)	3,314	12.37	9,289,417	13.59	0.036	91
Age 45-54 (2024)	3,378	12.61	8,039,938	11.76	0.042	107
Age 55-64 (2024)	3,548	13.24	8,600,804	12.58	0.041	105
Age 65-74 (2024)	2,416	9.02	6,521,985	9.54	0.037	95
Age 75-84 (2024)	2,079	7.76	4,913,184	7.19	0.042	108
Age 85+ (2024)	1,227	4.58	2,207,602	3.23	0.056	142

Total Resident Population (2024)	26,788	100.00	68,347,600	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2025 - Total

Total Resident Population (2025)	26,924	0.00	68,762,299	0.00	0.039	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2026 - Total

Total Resident Population (2026)	27,056	0.00	69,166,518	0.00	0.039	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2027 - Total

Total Resident Population (2027)	27,193	0.00	69,589,203	0.00	0.039	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2028 - Total

Total Resident Population (2028)	27,382	0.00	70,008,417	0.00	0.039	0
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Population Projections 2029

Total Resident Population (2029)

Population Projections 2029 - Summary

	Target	Target %	Base	Base %	Penetration	Index
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Children and infants 0-15 (2029)

Males 0-15 (2029)	2,605	9.45	6,554,317	9.31	0.040	102
Females 0-15 (2029)	2,664	9.67	6,270,447	8.90	0.043	109

Total Resident Population (2029)	27,563	100.00	70,425,063	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2029)

Males 16-64 (2029)	7,680	27.86	21,434,719	30.44	0.036	92
Females 16-59 (2029)	7,398	26.84	18,813,872	26.71	0.039	100

Total Resident Population (2029)	27,563	100.00	70,425,063	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Retirement Age (2029)

Males 65+ (2029)	2,760	10.02	6,926,419	9.84	0.040	102
Females 60+ (2029)	4,457	16.17	10,425,289	14.80	0.043	109

Total Resident Population (2029)	27,563	100.00	70,425,063	100.00	0.039	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2029 - Gender

Males (2029)	13,045	47.33	34,915,455	49.58	0.037	95
Females (2029)	14,518	52.67	35,509,608	50.42	0.041	104

Total Resident Population (2029)	27,563	100.00	70,425,063	100.00	0.039	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Age						
Age 0-4 (2029)	1,447	5.25	3,938,063	5.59	0.037	94
Age 5-14 (2029)	3,450	12.52	8,081,966	11.48	0.043	109
Age 15-24 (2029)	3,096	11.23	8,259,933	11.73	0.038	96
Age 25-34 (2029)	2,969	10.77	8,579,132	12.18	0.035	88
Age 35-44 (2029)	3,671	13.32	9,992,243	14.19	0.037	94
Age 45-54 (2029)	3,218	11.68	7,718,121	10.96	0.042	107
Age 55-64 (2029)	3,559	12.91	8,852,741	12.57	0.040	103
Age 65-74 (2029)	2,575	9.34	6,888,262	9.78	0.037	96
Age 75-84 (2029)	2,259	8.20	5,527,666	7.85	0.041	104
Age 85+ (2029)	1,320	4.79	2,586,936	3.67	0.051	130
Total Resident Population (2029)	27,563	100.00	70,425,063	100.00	0.039	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Experian Revised Household and Population Estimates 2009						
Experian Revised Households	10,490	0.00	26,522,644	0.00	0.040	0
Experian Revised Population	24,791	0.00	61,796,587	0.00	0.040	0
Experian Revised Adults 15+	20,211	0.00	50,996,904	0.00	0.040	0
Experian Revised Adults 16+	19,827	0.00	50,243,304	0.00	0.040	0
Experian Revised Adults 18+	19,190	0.00	48,680,614	0.00	0.039	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Experian Revised Population Projections						
Experian Revised Population Projection 2010	25,113	0.00	62,229,085	0.00	0.040	0
Experian Revised Population Projection 2011	25,298	0.00	62,654,320	0.00	0.040	0
Experian Revised Population Projection 2012	25,587	0.00	63,085,385	0.00	0.041	0
Experian Revised Population Projection 2013	25,815	0.00	63,504,351	0.00	0.041	0
Experian Revised Population Projection 2014	26,051	0.00	63,927,064	0.00	0.041	0
Experian Revised Population Projection 2015	26,294	0.00	64,358,105	0.00	0.041	0
Experian Revised Population Projection 2016	26,529	0.00	64,784,524	0.00	0.041	0
Experian Revised Population Projection 2017	26,783	0.00	65,216,599	0.00	0.041	0
Experian Revised Population Projection 2018	26,994	0.00	65,662,222	0.00	0.041	0
Experian Revised Population Projection 2019	27,233	0.00	66,096,464	0.00	0.041	0
Experian Revised Population Projection 2020	27,533	0.00	66,533,131	0.00	0.041	0
Experian Revised Population Projection 2021	27,796	0.00	66,976,171	0.00	0.042	0
Experian Revised Population Projection 2022	28,045	0.00	67,405,290	0.00	0.042	0
Experian Revised Population Projection 2023	28,291	0.00	67,829,839	0.00	0.042	0
Experian Revised Population Projection 2024	28,514	0.00	68,260,739	0.00	0.042	0
Experian Revised Population Projection 2025	28,741	0.00	68,671,881	0.00	0.042	0
Experian Revised Population Projection 2026	28,989	0.00	69,089,141	0.00	0.042	0
Experian Revised Population Projection 2027	29,217	0.00	69,487,301	0.00	0.042	0
Experian Revised Population Projection 2028	29,486	0.00	69,875,273	0.00	0.042	0

Experian Revised Population Projection 2029	29,720	0.00	70,263,915	0.00	0.042	0
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2010 Experian Ltd

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