

2009 Population Data

Target Area(s): Layers; RM 3
 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)	38,159	0.00	58,791,867	0.00	0.065	0
Total Private Households (Tenure)	16,380	0.00	24,479,786	0.00	0.067	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	4,234	51.72	6,075,318	51.22	0.070	101
Females 0-15	3,953	48.28	5,786,527	48.78	0.068	99
Children and infants 0-15	8,186	100.00	11,861,845	100.00	0.069	100
Adults of Working Age						
Males 16-64	11,091	50.01	18,594,055	51.48	0.060	97
Females 16-59	11,085	49.99	17,524,761	48.52	0.063	103
Adults of Working Age	22,176	100.00	36,118,816	100.00	0.061	100
Adults of Retirement Age						
Males 65+	2,660	34.12	3,911,023	36.18	0.068	94
Females 60+	5,136	65.88	6,900,183	63.82	0.074	103
Adults of Retirement Age	7,796	100.00	10,811,206	100.00	0.072	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	17,982	47.17	28,579,869	48.61	0.063	97
Females	20,143	52.83	30,209,325	51.39	0.067	103
Total Resident Population (Gender)	38,125	100.00	58,789,194	100.00	0.065	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	2,346	6.15	3,487,599	5.93	0.067	104
Age 5-14	5,319	13.94	7,618,128	12.96	0.070	108
Age 15-24	4,250	11.14	7,211,326	12.27	0.059	91
Age 25-34	5,431	14.23	8,360,300	14.22	0.065	100
Age 35-44	5,590	14.65	8,777,638	14.93	0.064	98
Age 45-54	4,764	12.48	7,776,848	13.23	0.061	94
Age 55-64	3,508	9.19	6,219,095	10.58	0.056	87
Age 65-74	3,161	8.28	4,936,784	8.40	0.064	99

Age 75+	3,791	9.94	4,404,149	7.49	0.086	133
Total Resident Population (Age)	38,159	100.00	58,791,867	100.00	0.065	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	13,870	52.85	22,149,642	52.28	0.063	101
Economically active - Full-time students	484	1.84	1,106,393	2.61	0.044	71
Economically active - Self employed with employees	571	2.18	1,254,024	2.96	0.046	74
Economically active - Self employed without employees	1,262	4.81	2,198,472	5.19	0.057	93
Economically active - Unemployed	947	3.61	1,458,207	3.44	0.065	105
All people aged 16 to 74 (Economic Activity)	26,245	100.00	42,364,055	100.00	0.062	100

	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	2,202	8.39	2,737,615	6.46	0.080	130
Economically inactive - Other	897	3.42	1,363,465	3.22	0.066	106
Economically inactive - Retired	3,581	13.64	5,654,426	13.35	0.063	102
Economically inactive - Student	740	2.82	1,994,208	4.71	0.037	60
Economically inactive - Permanently sick/disabled	1,691	6.44	2,447,603	5.78	0.069	112
All people aged 16 to 74 (Economic Activity)	26,245	100.00	42,364,055	100.00	0.062	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	12,470	47.68	20,895,777	49.14	0.060	97
Males Economically active	9,259	35.40	15,363,899	36.13	0.060	98
Males Economically inactive	3,211	12.28	5,531,878	13.01	0.058	94
All females aged 16 to 74	13,684	52.32	21,629,980	50.86	0.063	103
Females Economically active	7,772	29.72	12,820,775	30.15	0.061	99
Females Economically inactive	5,913	22.61	8,809,205	20.72	0.067	109
All people aged 16 to 74 (Econ Activity by Gender)	26,154	100.00	42,525,757	100.00	0.062	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	4,125	13.89	9,907,832	21.57	0.042	64
C1 Supervisory, clerical, junior manager/admin/prof	9,257	31.17	13,513,414	29.42	0.069	106
C2 Skilled manual workers	4,887	16.46	6,996,182	15.23	0.070	108
D Semi-skilled and unskilled manual workers	5,517	18.58	7,976,329	17.36	0.069	107
E On state benefit, unemployed, lowest grade workers	5,912	19.91	7,541,557	16.42	0.078	121

All people aged 16 and over in HHs (Social Grade)	29,698	100.00	45,935,314	100.00	0.065	100
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Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	36,521	95.84	52,481,255	91.91	0.070	104
White- British (inc. White Scottish)	35,461	93.06	50,366,497	88.20	0.070	106
White- Irish	506	1.33	691,606	1.21	0.073	110
White- Other White	554	1.45	1,423,152	2.49	0.039	58
Mixed	431	1.13	673,743	1.18	0.064	96
Asian or Asian British	463	1.22	2,328,784	4.08	0.020	30
Asian- Indian	284	0.74	1,051,614	1.84	0.027	40
Asian- Pakistani	49	0.13	746,520	1.31	0.007	10
Asian- Bangladeshi	33	0.09	282,854	0.50	0.012	17
Asian- Other Asian	98	0.26	247,796	0.43	0.040	59
Black or Black British	488	1.28	1,147,400	2.01	0.043	64
Black- Caribbean	203	0.53	565,839	0.99	0.036	54
Black- African	244	0.64	484,578	0.85	0.050	75
Black- Other Black (inc. Black Scottish)	41	0.11	96,983	0.17	0.042	63
Chinese or Other Ethnic Group	202	0.53	472,190	0.83	0.043	64
Other- Chinese	97	0.25	243,243	0.43	0.040	60
Other- Other Ethnic Group	105	0.27	228,947	0.40	0.046	68
All People (Ethnic Group) (GB)	38,105	100.00	57,103,372	100.00	0.067	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	10,186	62.19	16,724,882	68.32	0.061	91
Own- Owns outright (HH)	3,842	23.46	7,078,266	28.91	0.054	81
Own- Owns with a mortgage or loan (HH)	6,269	38.28	9,489,495	38.76	0.066	99
Own- Shared ownership (HH)	75	0.46	157,121	0.64	0.048	71
Social Rented (HH)	5,163	31.53	4,885,741	19.96	0.106	158
Social- Rented from Council (LA/Scottish Homes) (HH)	4,897	29.90	3,458,066	14.13	0.142	212
Social- Other social rented (HH)	266	1.62	1,427,675	5.83	0.019	28
Private rented (HH)	769	4.70	2,345,327	9.58	0.033	49
Private- Private landlord or letting agency (HH)	640	3.91	2,053,467	8.39	0.031	47
Private- Employer of a household member (HH)	18	0.11	63,564	0.26	0.028	42
Private- Relative or friend of a household member (HH)	84	0.51	155,578	0.64	0.054	80
Private- Other (HH)	28	0.17	72,718	0.30	0.039	58
Living rent free (HH)	262	1.60	523,836	2.14	0.050	75
All Households (Tenure)	16,377	100.00	24,479,786	100.00	0.067	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	5,376	32.83	6,717,523	27.44	0.080	120
1 car or van	7,251	44.29	10,715,221	43.77	0.068	101
2 cars or vans	3,026	18.48	5,652,000	23.09	0.054	80
3 cars or vans	567	3.46	1,068,923	4.37	0.053	79
Car Ownership	16,373	100.00	24,479,968	100.00	0.067	100

Summary Demographics - Household and Population Estimates 2009

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2009: Totals						
Population estimate 2009	39,148	0.00	61,861,552	0.00	0.063	0
Household estimate 2009	16,755	0.00	26,569,236	0.00	0.063	0

Population estimate 2009

Population Estimates 2009 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	4,008	10.24	5,904,529	9.54	0.068	107
Females 0-15	3,823	9.76	5,625,209	9.09	0.068	107
Population estimate 2009	39,148	100.00	61,861,552	100.00	0.063	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age						
Males 16-64	11,790	30.12	20,073,631	32.45	0.059	93
Females 16-59	11,565	29.54	18,254,555	29.51	0.063	100
Population estimate 2009	39,148	100.00	61,861,552	100.00	0.063	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age						
Males 65+	2,681	6.85	4,431,393	7.16	0.061	96
Females 60+	5,282	13.49	7,572,235	12.24	0.070	110
Population estimate 2009	39,148	100.00	61,861,552	100.00	0.063	100

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2009 - Gender						
Males	18,479	47.20	30,409,553	49.16	0.061	96
Females	20,669	52.80	31,451,999	50.84	0.066	104
Population estimate 2009	39,148	100.00	61,861,552	100.00	0.063	100

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2009 - Age						
Age 0-4	2,460	6.28	3,756,088	6.07	0.066	103
Age 5-14	4,792	12.24	7,020,391	11.35	0.068	108
Age 15-24	4,996	12.76	8,266,438	13.36	0.060	96
Age 25-34	5,004	12.78	8,046,491	13.01	0.062	98
Age 35-44	5,553	14.18	9,037,584	14.61	0.061	97
Age 45-54	5,210	13.31	8,332,911	13.47	0.063	99
Age 55-64	4,315	11.02	7,295,181	11.79	0.059	93
Age 65-74	2,939	7.51	5,279,117	8.53	0.056	88
Age 75-84	2,848	7.28	3,458,793	5.59	0.082	130
Age 85+	1,031	2.63	1,368,558	2.21	0.075	119
Population estimate 2009	39,148	100.00	61,861,552	100.00	0.063	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2029	20,026	0.00	32,678,892	0.00	0.061	0
Household Projection 2028	19,849	0.00	32,392,564	0.00	0.061	0
Household Projection 2027	19,678	0.00	32,105,549	0.00	0.061	0
Household Projection 2026	19,472	0.00	31,815,636	0.00	0.061	0
Household Projection 2025	19,310	0.00	31,529,239	0.00	0.061	0
Household Projection 2024	19,142	0.00	31,241,215	0.00	0.061	0
Household Projection 2023	18,984	0.00	30,948,527	0.00	0.061	0
Household Projection 2022	18,773	0.00	30,650,777	0.00	0.061	0
Household Projection 2021	18,634	0.00	30,345,892	0.00	0.061	0

Household Projection 2020	18,481	0.00	30,039,214	0.00	0.062	0
Household Projection 2019	18,306	0.00	29,731,779	0.00	0.062	0
Household Projection 2018	18,125	0.00	29,420,278	0.00	0.062	0
Household Projection 2017	17,971	0.00	29,105,088	0.00	0.062	0
Household Projection 2016	17,796	0.00	28,790,130	0.00	0.062	0
Household Projection 2015	17,596	0.00	28,470,361	0.00	0.062	0
Household Projection 2014	17,465	0.00	28,149,891	0.00	0.062	0
Household Projection 2013	17,332	0.00	27,827,983	0.00	0.062	0
Household Projection 2012	17,219	0.00	27,508,323	0.00	0.063	0
Household Projection 2011	17,024	0.00	27,190,321	0.00	0.063	0
Household Projection 2010	16,862	0.00	26,865,586	0.00	0.063	0

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

Total Resident Population (2010)	39,415	0.00	62,308,631	0.00	0.063	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2011 - Total

Total Resident Population (2011)	39,738	0.00	62,755,281	0.00	0.063	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2012 - Total

Total Resident Population (2012)	40,144	0.00	63,199,130	0.00	0.064	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2013 - Total

Total Resident Population (2013)	40,408	0.00	63,632,543	0.00	0.064	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)	4,187	10.28	6,073,773	9.48	0.069	108
Females 0-15 (2014)	4,060	9.97	5,797,265	9.05	0.070	110
Total Resident Population (2014)	40,724	100.00	64,060,137	100.00	0.064	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2014)						
Males 16-64 (2014)	12,249	30.08	20,397,567	31.84	0.060	94
Females 16-59 (2014)	12,086	29.68	18,616,742	29.06	0.065	102
Total Resident Population (2014)	40,724	100.00	64,060,137	100.00	0.064	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2014)						
Males 65+ (2014)	2,904	7.13	5,138,506	8.02	0.057	89
Females 60+ (2014)	5,238	12.86	8,036,284	12.54	0.065	103
Total Resident Population (2014)	40,724	100.00	64,060,137	100.00	0.064	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Gender						
Males (2014)	19,340	47.49	31,609,846	49.34	0.061	96
Females (2014)	21,384	52.51	32,450,291	50.66	0.066	104
Total Resident Population (2014)	40,724	100.00	64,060,137	100.00	0.064	100

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

Age 0-4 (2014)	2,632	6.46	3,964,452	6.19	0.066	104
Age 5-14 (2014)	5,075	12.46	7,203,620	11.25	0.071	111
Age 15-24 (2014)	5,151	12.65	7,987,891	12.47	0.065	101
Age 25-34 (2014)	5,249	12.89	9,010,442	14.07	0.058	92
Age 35-44 (2014)	5,296	13.01	8,238,311	12.86	0.064	101
Age 45-54 (2014)	5,843	14.35	9,007,015	14.06	0.065	102
Age 55-64 (2014)	4,401	10.81	7,241,106	11.30	0.061	96
Age 65-74 (2014)	3,456	8.49	6,113,948	9.54	0.057	89
Age 75-84 (2014)	2,477	6.08	3,734,026	5.83	0.066	104
Age 85+ (2014)	1,142	2.81	1,559,326	2.43	0.073	115

Total Resident Population (2014)	40,724	100.00	64,060,137	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2015 - Total

Total Resident Population (2015)	40,944	0.00	64,482,878	0.00	0.064	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2016 - Total

Total Resident Population (2016)	41,270	0.00	64,901,276	0.00	0.064	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2017 - Total

Total Resident Population (2017)	41,541	0.00	65,318,447	0.00	0.064	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2018 - Total

Total Resident Population (2018)	41,785	0.00	65,744,433	0.00	0.064	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)	4,404	10.46	6,316,143	9.54	0.070	110
Females 0-15 (2019)	4,257	10.11	6,037,929	9.12	0.071	111

Total Resident Population (2019)	42,095	100.00	66,177,832	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2019)

Males 16-64 (2019)	12,583	29.89	20,729,212	31.32	0.061	95
Females 16-59 (2019)	12,348	29.33	18,762,435	28.35	0.066	103

Total Resident Population (2019)	42,095	100.00	66,177,832	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Retirement Age (2019)

Males 65+ (2019)	3,108	7.38	5,690,942	8.60	0.055	86
Females 60+ (2019)	5,395	12.82	8,641,171	13.06	0.062	98

Total Resident Population (2019)	42,095	100.00	66,177,832	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2019 - Gender

Males (2019)	20,095	47.74	32,736,297	49.47	0.061	97
Females (2019)	22,000	52.26	33,441,535	50.53	0.066	103

Total Resident Population (2019)	42,095	100.00	66,177,832	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2019 - Age

Age 0-4 (2019)	2,650	6.29	3,998,057	6.04	0.066	104
Age 5-14 (2019)	5,500	13.06	7,688,676	11.62	0.072	112
Age 15-24 (2019)	4,967	11.80	7,525,457	11.37	0.066	104
Age 25-34 (2019)	5,463	12.98	9,404,049	14.21	0.058	91
Age 35-44 (2019)	5,296	12.58	8,343,036	12.61	0.064	100
Age 45-54 (2019)	5,852	13.90	8,817,841	13.32	0.066	104
Age 55-64 (2019)	5,041	11.98	7,940,909	12.00	0.064	100
Age 65-74 (2019)	3,735	8.87	6,512,386	9.84	0.057	90
Age 75-84 (2019)	2,376	5.64	4,128,598	6.24	0.058	90
Age 85+ (2019)	1,216	2.89	1,818,823	2.75	0.067	105

Total Resident Population (2019)	42,095	100.00	66,177,832	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2020 - Total

Total Resident Population (2020)	42,436	0.00	66,614,106	0.00	0.064	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2021 - Total

Total Resident Population (2021)	42,706	0.00	67,053,012	0.00	0.064	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2022 - Total

Total Resident Population (2022)	42,972	0.00	67,493,269	0.00	0.064	0
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2023 - Total

Total Resident Population (2023)	43,307	0.00	67,924,917	0.00	0.064	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)	4,536	10.42	6,480,502	9.48	0.070	110
Females 0-15 (2024)	4,401	10.11	6,198,552	9.07	0.071	112

Total Resident Population (2024)	43,517	100.00	68,347,600	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2024)

Males 16-64 (2024)	12,828	29.48	21,099,331	30.87	0.061	95
Females 16-59 (2024)	12,490	28.70	18,793,378	27.50	0.067	104

Total Resident Population (2024)	43,517	100.00	68,347,600	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Adults of Retirement Age (2024)

Males 65+ (2024)	3,451	7.93	6,276,201	9.18	0.055	86
Females 60+ (2024)	5,812	13.36	9,499,636	13.90	0.061	96

Total Resident Population (2024)	43,517	100.00	68,347,600	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
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Population Projections 2024 - Gender

Males (2024)	20,815	47.83	33,856,034	49.54	0.062	97
Females (2024)	22,703	52.17	34,491,566	50.46	0.066	103

Total Resident Population (2024)	43,517	100.00	68,347,600	100.00	0.064	100
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	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Age						
Age 0-4 (2024)	2,654	6.10	3,988,746	5.84	0.067	105
Age 5-14 (2024)	5,702	13.10	7,951,115	11.63	0.072	113
Age 15-24 (2024)	5,241	12.04	7,721,862	11.30	0.068	107
Age 25-34 (2024)	5,365	12.33	9,112,947	13.33	0.059	92
Age 35-44 (2024)	5,638	12.96	9,289,417	13.59	0.061	95
Age 45-54 (2024)	5,488	12.61	8,039,938	11.76	0.068	107
Age 55-64 (2024)	5,541	12.73	8,600,804	12.58	0.064	101
Age 65-74 (2024)	3,861	8.87	6,521,985	9.54	0.059	93
Age 75-84 (2024)	2,758	6.34	4,913,184	7.19	0.056	88
Age 85+ (2024)	1,271	2.92	2,207,602	3.23	0.058	90
Total Resident Population (2024)	43,517	100.00	68,347,600	100.00	0.064	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	43,782	0.00	68,762,299	0.00	0.064	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Total						
Total Resident Population (2026)	44,053	0.00	69,166,518	0.00	0.064	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	44,371	0.00	69,589,203	0.00	0.064	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	44,645	0.00	70,008,417	0.00	0.064	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)	4,585	10.21	6,554,317	9.31	0.070	110
Females 0-15 (2029)	4,419	9.84	6,270,447	8.90	0.071	111
Total Resident Population (2029)	44,901	100.00	70,425,063	100.00	0.064	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2029)						
Males 16-64 (2029)	13,001	28.96	21,434,719	30.44	0.061	95
Females 16-59 (2029)	12,542	27.93	18,813,872	26.71	0.067	105
Total Resident Population (2029)	44,901	100.00	70,425,063	100.00	0.064	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2029)						
Males 65+ (2029)	3,925	8.74	6,926,419	9.84	0.057	89
Females 60+ (2029)	6,429	14.32	10,425,289	14.80	0.062	97
Total Resident Population (2029)	44,901	100.00	70,425,063	100.00	0.064	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Gender						
Males (2029)	21,511	47.91	34,915,455	49.58	0.062	97
Females (2029)	23,390	52.09	35,509,608	50.42	0.066	103

Total Resident Population (2029)	44,901	100.00	70,425,063	100.00	0.064	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Age						
Age 0-4 (2029)	2,596	5.78	3,938,063	5.59	0.066	103
Age 5-14 (2029)	5,763	12.83	8,081,966	11.48	0.071	112
Age 15-24 (2029)	5,738	12.78	8,259,933	11.73	0.070	109
Age 25-34 (2029)	5,099	11.36	8,579,132	12.18	0.059	93
Age 35-44 (2029)	5,940	13.23	9,992,243	14.19	0.059	93
Age 45-54 (2029)	5,254	11.70	7,718,121	10.96	0.068	107
Age 55-64 (2029)	5,736	12.77	8,852,741	12.57	0.065	102
Age 65-74 (2029)	4,298	9.57	6,888,262	9.78	0.062	98
Age 75-84 (2029)	3,107	6.92	5,527,666	7.85	0.056	88
Age 85+ (2029)	1,371	3.05	2,586,936	3.67	0.053	83
Total Resident Population (2029)	44,901	100.00	70,425,063	100.00	0.064	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Experian Revised Household and Population Estimates 2009						
Experian Revised Households	17,021	0.00	26,522,644	0.00	0.064	0
Experian Revised Population	39,772	0.00	61,796,587	0.00	0.064	0
Experian Revised Adults 15+	32,359	0.00	50,996,904	0.00	0.064	0
Experian Revised Adults 16+	31,784	0.00	50,243,304	0.00	0.063	0
Experian Revised Adults 18+	30,695	0.00	48,680,614	0.00	0.063	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Experian Revised Population Projections						
Experian Revised Population Projection 2010	40,049	0.00	62,229,085	0.00	0.064	0
Experian Revised Population Projection 2011	40,369	0.00	62,654,320	0.00	0.064	0
Experian Revised Population Projection 2012	40,759	0.00	63,085,385	0.00	0.065	0
Experian Revised Population Projection 2013	41,078	0.00	63,504,351	0.00	0.065	0
Experian Revised Population Projection 2014	41,419	0.00	63,927,064	0.00	0.065	0
Experian Revised Population Projection 2015	41,708	0.00	64,358,105	0.00	0.065	0
Experian Revised Population Projection 2016	42,120	0.00	64,784,524	0.00	0.065	0
Experian Revised Population Projection 2017	42,507	0.00	65,216,599	0.00	0.065	0
Experian Revised Population Projection 2018	42,894	0.00	65,662,222	0.00	0.065	0
Experian Revised Population Projection 2019	43,311	0.00	66,096,464	0.00	0.066	0
Experian Revised Population Projection 2020	43,733	0.00	66,533,131	0.00	0.066	0
Experian Revised Population Projection 2021	44,118	0.00	66,976,171	0.00	0.066	0
Experian Revised Population Projection 2022	44,513	0.00	67,405,290	0.00	0.066	0
Experian Revised Population Projection 2023	45,000	0.00	67,829,839	0.00	0.066	0
Experian Revised Population Projection 2024	45,371	0.00	68,260,739	0.00	0.067	0
Experian Revised Population Projection 2025	45,772	0.00	68,671,881	0.00	0.067	0
Experian Revised Population Projection 2026	46,164	0.00	69,089,141	0.00	0.067	0
Experian Revised Population Projection 2027	46,598	0.00	69,487,301	0.00	0.067	0
Experian Revised Population Projection 2028	47,000	0.00	69,875,273	0.00	0.067	0

Experian Revised Population Projection 2029	47,377	0.00	70,263,915	0.00	0.067	0
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2010 Experian Ltd

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