

# 2009 Population Data

Target Area(s): Layers; RM 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)	458	0.00	58,791,867	0.00	0.001	0
Total Private Households (Tenure)	150	0.00	24,479,786	0.00	0.001	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	35	44.22	6,075,318	51.22	0.001	86
Females 0-15	45	55.78	5,786,527	48.78	0.001	114
Children and infants 0-15	80	100.00	11,861,845	100.00	0.001	100

#### Adults of Working Age

	Target	Target %	Base	Base %	Penetration	Index
Males 16-64	130	48.58	18,594,055	51.48	0.001	94
Females 16-59	138	51.42	17,524,761	48.52	0.001	106
Adults of Working Age	268	100.00	36,118,816	100.00	0.001	100

#### Adults of Retirement Age

	Target	Target %	Base	Base %	Penetration	Index
Males 65+	39	35.26	3,911,023	36.18	0.001	97
Females 60+	71	64.74	6,900,183	63.82	0.001	101
Adults of Retirement Age	109	100.00	10,811,206	100.00	0.001	100

### 2001 Census Detailed Population Counts

#### Gender

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Resident Population (Gender)</b>						
Males	209	45.93	28,579,869	48.61	0.001	94
Females	246	54.07	30,209,325	51.39	0.001	105
Total Resident Population (Gender)	454	100.00	58,789,194	100.00	0.001	100

#### Age

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Resident Population (Age)</b>						
Age 0-4	18	3.97	3,487,599	5.93	0.001	67
Age 5-14	57	12.55	7,618,128	12.96	0.001	97
Age 15-24	52	11.45	7,211,326	12.27	0.001	93
Age 25-34	40	8.72	8,360,300	14.22	0.001	61
Age 35-44	74	16.17	8,777,638	14.93	0.001	108
Age 45-54	67	14.57	7,776,848	13.23	0.001	110
Age 55-64	51	11.12	6,219,095	10.58	0.001	105
Age 65-74	36	7.95	4,936,784	8.40	0.001	95

Age 75+	62	13.49	4,404,149	7.49	0.001	180
Total Resident Population (Age)	458	100.00	58,791,867	100.00	0.001	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	125	39.65	22,149,642	52.28	0.001	76
Economically active - Full-time students	7	2.16	1,106,393	2.61	0.001	83
Economically active - Self employed with employees	30	9.40	1,254,024	2.96	0.002	317
Economically active - Self employed without employees	34	10.87	2,198,472	5.19	0.002	210
Economically active - Unemployed	10	3.11	1,458,207	3.44	0.001	90
All people aged 16 to 74 (Economic Activity)	316	100.00	42,364,055	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Economically inactive</b>						
Economically inactive - Looking after home/family	30	9.40	2,737,615	6.46	0.001	145
Economically inactive - Other	12	3.69	1,363,465	3.22	0.001	115
Economically inactive - Retired	42	13.19	5,654,426	13.35	0.001	99
Economically inactive - Student	16	5.03	1,994,208	4.71	0.001	107
Economically inactive - Permanently sick/disabled	11	3.50	2,447,603	5.78	0.001	61
All people aged 16 to 74 (Economic Activity)	316	100.00	42,364,055	100.00	0.001	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	152	48.29	20,895,777	49.14	0.001	98
Males Economically active	119	37.65	15,363,899	36.13	0.001	104
Males Economically inactive	34	10.64	5,531,878	13.01	0.001	82
All females aged 16 to 74	163	51.71	21,629,980	50.86	0.001	102
Females Economically active	87	27.49	12,820,775	30.15	0.001	91
Females Economically inactive	76	24.22	8,809,205	20.72	0.001	117
All people aged 16 to 74 (Econ Activity by Gender)	315	100.00	42,525,757	100.00	0.001	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	84	24.97	9,907,832	21.57	0.001	116
C1 Supervisory, clerical, junior manager/admin/prof	121	35.76	13,513,414	29.42	0.001	122
C2 Skilled manual workers	49	14.61	6,996,182	15.23	0.001	96
D Semi-skilled and unskilled manual workers	32	9.55	7,976,329	17.36	0.000	55
E On state benefit, unemployed, lowest grade workers	51	15.11	7,541,557	16.42	0.001	92

All people aged 16 and over in HHs (Social Grade)	338	100.00	45,935,314	100.00	0.001	100
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### Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
<b>All People (Ethnic Group) (GB)</b>						
White	447	98.79	52,481,255	91.91	0.001	107
White- British (inc. White Scottish)	437	96.45	50,366,497	88.20	0.001	109
White- Irish	5	1.10	691,606	1.21	0.001	91
White- Other White	6	1.24	1,423,152	2.49	0.000	50
Mixed	0	0.00	673,743	1.18	0.000	0
Asian or Asian British	3	0.67	2,328,784	4.08	0.000	16
Asian- Indian	3	0.67	1,051,614	1.84	0.000	37
Asian- Pakistani	0	0.00	746,520	1.31	0.000	0
Asian- Bangladeshi	0	0.00	282,854	0.50	0.000	0
Asian- Other Asian	0	0.00	247,796	0.43	0.000	0
Black or Black British	0	0.00	1,147,400	2.01	0.000	0
Black- Caribbean	0	0.00	565,839	0.99	0.000	0
Black- African	0	0.00	484,578	0.85	0.000	0
Black- Other Black (inc. Black Scottish)	0	0.00	96,983	0.17	0.000	0
Chinese or Other Ethnic Group	2	0.54	472,190	0.83	0.001	65
Other- Chinese	2	0.54	243,243	0.43	0.001	126
Other- Other Ethnic Group	0	0.00	228,947	0.40	0.000	0
All People (Ethnic Group) (GB)	453	100.00	57,103,372	100.00	0.001	100

### Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
<b>All Households (Tenure)</b>						
Owned (HH)	107	71.43	16,724,882	68.32	0.001	105
Own- Owns outright (HH)	55	36.57	7,078,266	28.91	0.001	126
Own- Owns with a mortgage or loan (HH)	52	34.86	9,489,495	38.76	0.001	90
Own- Shared ownership (HH)	0	0.00	157,121	0.64	0.000	0
Social Rented (HH)	16	10.50	4,885,741	19.96	0.000	53
Social- Rented from Council (LA/Scottish Homes) (HH)	16	10.50	3,458,066	14.13	0.001	74
Social- Other social rented (HH)	0	0.00	1,427,675	5.83	0.000	0
Private rented (HH)	19	12.78	2,345,327	9.58	0.001	133
Private- Private landlord or letting agency (HH)	15	10.34	2,053,467	8.39	0.001	123
Private- Employer of a household member (HH)	0	0.00	63,564	0.26	0.000	0
Private- Relative or friend of a household member (HH)	0	0.00	155,578	0.64	0.000	0
Private- Other (HH)	4	2.44	72,718	0.30	0.005	822
Living rent free (HH)	9	5.71	523,836	2.14	0.002	267
All Households (Tenure)	150	100.00	24,479,786	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Car Ownership</b>						
No car or van	11	7.45	6,717,523	27.44	0.000	27
1 car or van	40	26.75	10,715,221	43.77	0.000	61
2 cars or vans	59	38.81	5,652,000	23.09	0.001	168
3 cars or vans	26	17.10	1,068,923	4.37	0.002	392
Car Ownership	151	100.00	24,479,968	100.00	0.001	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	466	0.00	61,861,552	0.00	0.001	0
Household estimate 2009	170	0.00	26,569,236	0.00	0.001	0

### Population estimate 2009

#### Population Estimates 2009 - Summary

	Target	Target %	Base	Base %	Penetration	Index
<b>Children and infants 0-15</b>						
Males 0-15	23	4.87	5,904,529	9.54	0.000	51
Females 0-15	38	8.07	5,625,209	9.09	0.001	89
Population estimate 2009	466	100.00	61,861,552	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Working Age</b>						
Males 16-64	139	29.93	20,073,631	32.45	0.001	92
Females 16-59	134	28.73	18,254,555	29.51	0.001	97
Population estimate 2009	466	100.00	61,861,552	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Retirement Age</b>						
Males 65+	41	8.72	4,431,393	7.16	0.001	122
Females 60+	92	19.67	7,572,235	12.24	0.001	161
Population estimate 2009	466	100.00	61,861,552	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Estimates 2009 - Gender</b>						
Males	203	43.53	30,409,553	49.16	0.001	89
Females	263	56.47	31,451,999	50.84	0.001	111
Population estimate 2009	466	100.00	61,861,552	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Estimates 2009 - Age</b>						
Age 0-4	17	3.71	3,756,088	6.07	0.001	61
Age 5-14	39	8.36	7,020,391	11.35	0.001	74
Age 15-24	50	10.80	8,266,438	13.36	0.001	81
Age 25-34	50	10.64	8,046,491	13.01	0.001	82
Age 35-44	69	14.77	9,037,584	14.61	0.001	101
Age 45-54	64	13.70	8,332,911	13.47	0.001	102
Age 55-64	62	13.31	7,295,181	11.79	0.001	113
Age 65-74	44	9.38	5,279,117	8.53	0.001	110
Age 75-84	38	8.06	3,458,793	5.59	0.001	144
Age 85+	34	7.27	1,368,558	2.21	0.003	329
Population estimate 2009	466	100.00	61,861,552	100.00	0.001	100

## Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
<b>Household Projections</b>						
Household Projection 2029	188	0.00	32,678,892	0.00	0.001	0
Household Projection 2028	188	0.00	32,392,564	0.00	0.001	0
Household Projection 2027	187	0.00	32,105,549	0.00	0.001	0
Household Projection 2026	187	0.00	31,815,636	0.00	0.001	0
Household Projection 2025	186	0.00	31,529,239	0.00	0.001	0
Household Projection 2024	185	0.00	31,241,215	0.00	0.001	0
Household Projection 2023	184	0.00	30,948,527	0.00	0.001	0
Household Projection 2022	183	0.00	30,650,777	0.00	0.001	0
Household Projection 2021	183	0.00	30,345,892	0.00	0.001	0

Household Projection 2020	184	0.00	30,039,214	0.00	0.001	0
Household Projection 2019	183	0.00	29,731,779	0.00	0.001	0
Household Projection 2018	181	0.00	29,420,278	0.00	0.001	0
Household Projection 2017	181	0.00	29,105,088	0.00	0.001	0
Household Projection 2016	180	0.00	28,790,130	0.00	0.001	0
Household Projection 2015	178	0.00	28,470,361	0.00	0.001	0
Household Projection 2014	177	0.00	28,149,891	0.00	0.001	0
Household Projection 2013	176	0.00	27,827,983	0.00	0.001	0
Household Projection 2012	176	0.00	27,508,323	0.00	0.001	0
Household Projection 2011	172	0.00	27,190,321	0.00	0.001	0
Household Projection 2010	171	0.00	26,865,586	0.00	0.001	0

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

Total Resident Population (2010)	468	0.00	62,308,631	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2011 - Total**

Total Resident Population (2011)	471	0.00	62,755,281	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2012 - Total**

Total Resident Population (2012)	478	0.00	63,199,130	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2013 - Total**

Total Resident Population (2013)	479	0.00	63,632,543	0.00	0.001	0
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## Population Projections 2014

### Total Resident Population (2014)

Population Projections 2014 - Summary

	Target	Target %	Base	Base %	Penetration	Index
<b>Children and infants 0-15 (2014)</b>						
Males 0-15 (2014)	30	6.21	6,073,773	9.48	0.001	65
Females 0-15 (2014)	41	8.48	5,797,265	9.05	0.001	94
Total Resident Population (2014)	481	100.00	64,060,137	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Working Age (2014)</b>						
Males 16-64 (2014)	134	27.90	20,397,567	31.84	0.001	88
Females 16-59 (2014)	135	28.00	18,616,742	29.06	0.001	96
Total Resident Population (2014)	481	100.00	64,060,137	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Adults of Retirement Age (2014)</b>						
Males 65+ (2014)	45	9.31	5,138,506	8.02	0.001	116
Females 60+ (2014)	97	20.10	8,036,284	12.54	0.001	160
Total Resident Population (2014)	481	100.00	64,060,137	100.00	0.001	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2014 - Gender</b>						
Males (2014)	209	43.41	31,609,846	49.34	0.001	88
Females (2014)	272	56.59	32,450,291	50.66	0.001	112
Total Resident Population (2014)	481	100.00	64,060,137	100.00	0.001	100

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

Age 0-4 (2014)	24	5.01	3,964,452	6.19	0.001	81
Age 5-14 (2014)	42	8.73	7,203,620	11.25	0.001	78
Age 15-24 (2014)	44	9.14	7,987,891	12.47	0.001	73
Age 25-34 (2014)	54	11.32	9,010,442	14.07	0.001	80
Age 35-44 (2014)	62	12.80	8,238,311	12.86	0.001	100
Age 45-54 (2014)	71	14.79	9,007,015	14.06	0.001	105
Age 55-64 (2014)	57	11.83	7,241,106	11.30	0.001	105
Age 65-74 (2014)	49	10.25	6,113,948	9.54	0.001	107
Age 75-84 (2014)	42	8.67	3,734,026	5.83	0.001	149
Age 85+ (2014)	36	7.46	1,559,326	2.43	0.002	306

Total Resident Population (2014)	481	100.00	64,060,137	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2015 - Total**

Total Resident Population (2015)	484	0.00	64,482,878	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2016 - Total**

Total Resident Population (2016)	487	0.00	64,901,276	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2017 - Total**

Total Resident Population (2017)	491	0.00	65,318,447	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2018 - Total**

Total Resident Population (2018)	492	0.00	65,744,433	0.00	0.001	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)	37	7.51	6,316,143	9.54	0.001	79
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Females 0-15 (2019)	44	8.76	6,037,929	9.12	0.001	96
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Total Resident Population (2019)	497	100.00	66,177,832	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Adults of Working Age (2019)**

Males 16-64 (2019)	128	25.79	20,729,212	31.32	0.001	82
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Females 16-59 (2019)	138	27.70	18,762,435	28.35	0.001	98
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Total Resident Population (2019)	497	100.00	66,177,832	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Adults of Retirement Age (2019)**

Males 65+ (2019)	49	9.89	5,690,942	8.60	0.001	115
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Females 60+ (2019)	101	20.35	8,641,171	13.06	0.001	156
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Total Resident Population (2019)	497	100.00	66,177,832	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2019 - Gender**

Males (2019)	214	43.19	32,736,297	49.47	0.001	87
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Females (2019)	282	56.81	33,441,535	50.53	0.001	112
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Total Resident Population (2019)	497	100.00	66,177,832	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2019 - Age**

Age 0-4 (2019)	26	5.28	3,998,057	6.04	0.001	87
Age 5-14 (2019)	50	10.07	7,688,676	11.62	0.001	87
Age 15-24 (2019)	39	7.88	7,525,457	11.37	0.001	69
Age 25-34 (2019)	55	10.99	9,404,049	14.21	0.001	77
Age 35-44 (2019)	60	11.99	8,343,036	12.61	0.001	95
Age 45-54 (2019)	70	14.14	8,817,841	13.32	0.001	106
Age 55-64 (2019)	62	12.43	7,940,909	12.00	0.001	104
Age 65-74 (2019)	52	10.42	6,512,386	9.84	0.001	106
Age 75-84 (2019)	44	8.88	4,128,598	6.24	0.001	142
Age 85+ (2019)	39	7.92	1,818,823	2.75	0.002	288

Total Resident Population (2019)	497	100.00	66,177,832	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2020 - Total**

Total Resident Population (2020)	500	0.00	66,614,106	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2021 - Total**

Total Resident Population (2021)	502	0.00	67,053,012	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2022 - Total**

Total Resident Population (2022)	501	0.00	67,493,269	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2023 - Total**

Total Resident Population (2023)	507	0.00	67,924,917	0.00	0.001	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)	42	8.18	6,480,502	9.48	0.001	86
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Females 0-15 (2024)	45	8.84	6,198,552	9.07	0.001	97
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Total Resident Population (2024)	510	100.00	68,347,600	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Adults of Working Age (2024)**

Males 16-64 (2024)	126	24.77	21,099,331	30.87	0.001	80
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Females 16-59 (2024)	137	26.93	18,793,378	27.50	0.001	98
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Total Resident Population (2024)	510	100.00	68,347,600	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Adults of Retirement Age (2024)**

Males 65+ (2024)	50	9.85	6,276,201	9.18	0.001	107
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Females 60+ (2024)	109	21.43	9,499,636	13.90	0.001	154
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Total Resident Population (2024)	510	100.00	68,347,600	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2024 - Gender**

Males (2024)	218	42.81	33,856,034	49.54	0.001	86
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Females (2024)	291	57.20	34,491,566	50.46	0.001	113
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Total Resident Population (2024)	510	100.00	68,347,600	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2024 - Age</b>						
Age 0-4 (2024)	26	5.15	3,988,746	5.84	0.001	88
Age 5-14 (2024)	55	10.80	7,951,115	11.63	0.001	93
Age 15-24 (2024)	43	8.36	7,721,862	11.30	0.001	74
Age 25-34 (2024)	49	9.70	9,112,947	13.33	0.001	73
Age 35-44 (2024)	61	12.02	9,289,417	13.59	0.001	88
Age 45-54 (2024)	64	12.58	8,039,938	11.76	0.001	107
Age 55-64 (2024)	69	13.54	8,600,804	12.58	0.001	108
Age 65-74 (2024)	47	9.32	6,521,985	9.54	0.001	98
Age 75-84 (2024)	51	9.96	4,913,184	7.19	0.001	139
Age 85+ (2024)	44	8.58	2,207,602	3.23	0.002	266

Total Resident Population (2024)	510	100.00	68,347,600	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2025 - Total**

Total Resident Population (2025)	512	0.00	68,762,299	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2026 - Total**

Total Resident Population (2026)	511	0.00	69,166,518	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2027 - Total**

Total Resident Population (2027)	515	0.00	69,589,203	0.00	0.001	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2028 - Total**

Total Resident Population (2028)	518	0.00	70,008,417	0.00	0.001	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)	45	8.69	6,554,317	9.31	0.001	93
Females 0-15 (2029)	46	8.89	6,270,447	8.90	0.001	100

Total Resident Population (2029)	522	100.00	70,425,063	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Adults of Working Age (2029)**

Males 16-64 (2029)	125	23.90	21,434,719	30.44	0.001	79
Females 16-59 (2029)	137	26.27	18,813,872	26.71	0.001	98

Total Resident Population (2029)	522	100.00	70,425,063	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Adults of Retirement Age (2029)**

Males 65+ (2029)	53	10.17	6,926,419	9.84	0.001	103
Females 60+ (2029)	115	22.09	10,425,289	14.80	0.001	149

Total Resident Population (2029)	522	100.00	70,425,063	100.00	0.001	100
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	Target	Target %	Base	Base %	Penetration	Index
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**Population Projections 2029 - Gender**

Males (2029)	223	42.76	34,915,455	49.58	0.001	86
Females (2029)	299	57.24	35,509,608	50.42	0.001	114



Total Resident Population (2029)	522	100.00	70,425,063	100.00	0.001	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Population Projections 2029 - Age</b>						
Age 0-4 (2029)	26	5.03	3,938,063	5.59	0.001	90
Age 5-14 (2029)	59	11.39	8,081,966	11.48	0.001	99
Age 15-24 (2029)	49	9.38	8,259,933	11.73	0.001	80
Age 25-34 (2029)	45	8.57	8,579,132	12.18	0.001	70
Age 35-44 (2029)	64	12.20	9,992,243	14.19	0.001	86
Age 45-54 (2029)	61	11.65	7,718,121	10.96	0.001	106
Age 55-64 (2029)	70	13.37	8,852,741	12.57	0.001	106
Age 65-74 (2029)	48	9.24	6,888,262	9.78	0.001	94
Age 75-84 (2029)	54	10.31	5,527,666	7.85	0.001	131
Age 85+ (2029)	46	8.87	2,586,936	3.67	0.002	242
Total Resident Population (2029)	522	100.00	70,425,063	100.00	0.001	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Summary Demographics - Experian Revised Household and Population Estimates 2009</b>						
Experian Revised Households	170	0.00	26,522,644	0.00	0.001	0
Experian Revised Population	468	0.00	61,796,587	0.00	0.001	0
Experian Revised Adults 15+	412	0.00	50,996,904	0.00	0.001	0
Experian Revised Adults 16+	408	0.00	50,243,304	0.00	0.001	0
Experian Revised Adults 18+	396	0.00	48,680,614	0.00	0.001	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Summary Demographics - Experian Revised Population Projections</b>						
Experian Revised Population Projection 2010	471	0.00	62,229,085	0.00	0.001	0
Experian Revised Population Projection 2011	475	0.00	62,654,320	0.00	0.001	0
Experian Revised Population Projection 2012	484	0.00	63,085,385	0.00	0.001	0
Experian Revised Population Projection 2013	486	0.00	63,504,351	0.00	0.001	0
Experian Revised Population Projection 2014	488	0.00	63,927,064	0.00	0.001	0
Experian Revised Population Projection 2015	494	0.00	64,358,105	0.00	0.001	0
Experian Revised Population Projection 2016	498	0.00	64,784,524	0.00	0.001	0
Experian Revised Population Projection 2017	504	0.00	65,216,599	0.00	0.001	0
Experian Revised Population Projection 2018	506	0.00	65,662,222	0.00	0.001	0
Experian Revised Population Projection 2019	513	0.00	66,096,464	0.00	0.001	0
Experian Revised Population Projection 2020	519	0.00	66,533,131	0.00	0.001	0
Experian Revised Population Projection 2021	522	0.00	66,976,171	0.00	0.001	0
Experian Revised Population Projection 2022	523	0.00	67,405,290	0.00	0.001	0
Experian Revised Population Projection 2023	530	0.00	67,829,839	0.00	0.001	0
Experian Revised Population Projection 2024	535	0.00	68,260,739	0.00	0.001	0
Experian Revised Population Projection 2025	539	0.00	68,671,881	0.00	0.001	0
Experian Revised Population Projection 2026	540	0.00	69,089,141	0.00	0.001	0
Experian Revised Population Projection 2027	545	0.00	69,487,301	0.00	0.001	0
Experian Revised Population Projection 2028	549	0.00	69,875,273	0.00	0.001	0

Experian Revised Population Projection 2029	555	0.00	70,263,915	0.00	0.001	0
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2010 Experian Ltd

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