

APPENDIX 5.1

Baseline Study

ISLAND FARM SPORTS VILLAGE, BRIDGEND, WALES
Environmental Statement

Socio-Economic Statistical Baseline Study

Island Farm, Bridgend

On Behalf of HD Limited

June 2009

Job Name		Job Number	
Document Title		Document Name	
Prepared For		Distribution	

Revision	Date	Prepared By	Approved By

Last printed	
--------------	--

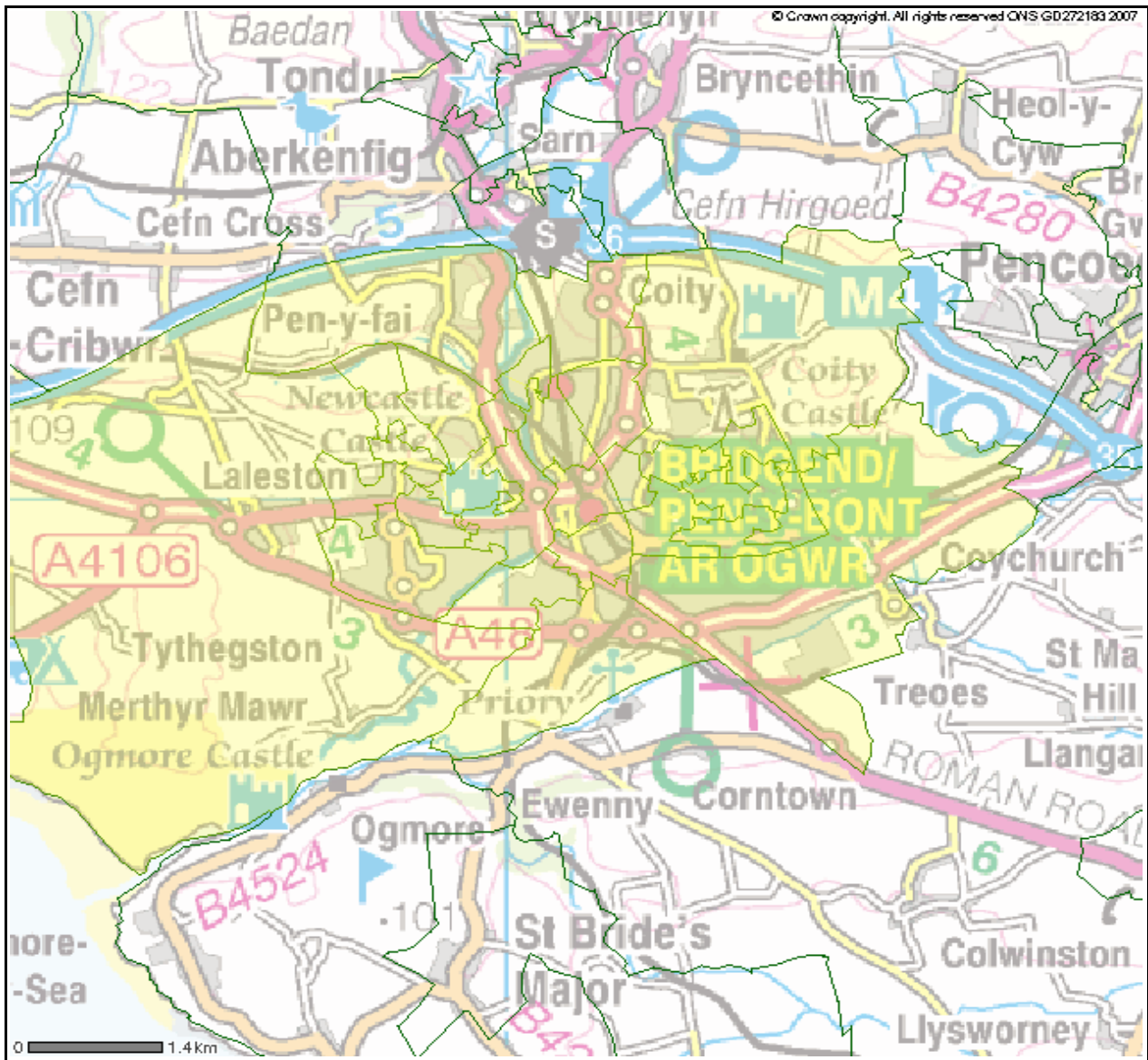
Savills L&P, 23 Furzton Lake, Shirwell Crescent, Furzton, Milton Keynes, MK4 1GA	
T: +44 (0) 1908 508200	F: +44 (0) 1908 520358

Savills plc is a leading international property services company with a full listing on the London Stock Exchange. The company has undergone dynamic growth in recent years establishing itself as a powerful player on the international stage with offices and associates throughout the UK, Europe, Americas, Asia Pacific, Africa and Middle East. In addition, Savills is the trading name for the property service subsidiaries of Savills plc which advise on commercial, rural, residential and leisure property. Other services include corporate finance advice, property and venture capital funding and a range of property related financial services.

This report is for general informative purposes only. Whilst every effort has been made to ensure its accuracy, Savills accepts no liability for any loss or damage, of whatsoever nature, arising from its use. The content is strictly copyright and reproduction of the whole or part of it in any form is prohibited without written permission from Savills Planning and Regeneration Milton Keynes.



Study Area



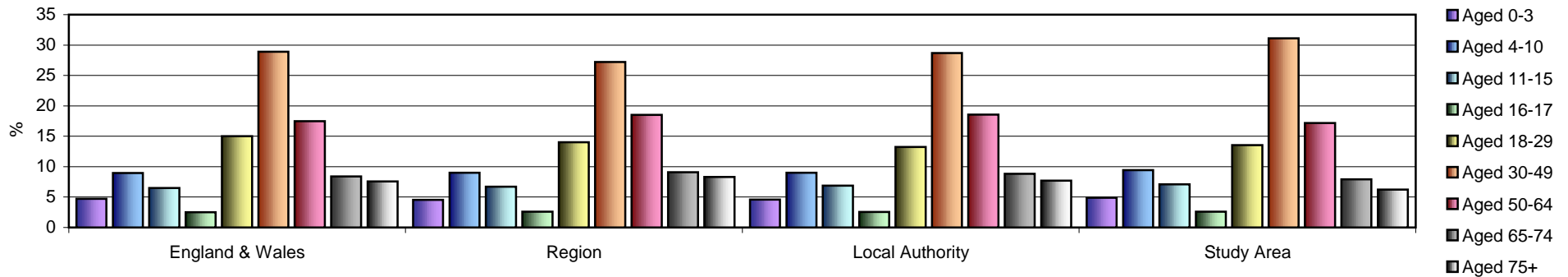
Source: <http://neighbourhood.statistics.gov.uk/dissemination/LeadHome.do>

National Census 2001

Population

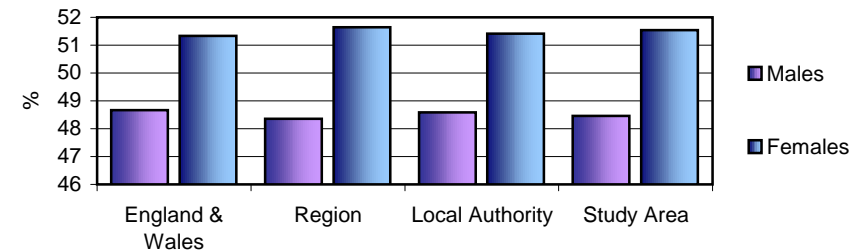
	All People		Aged 0-3		Aged 4-10		Aged 11-15		Aged 16-17	
	No.	%	'Nursery Age'		'Primary School Age'		'Secondary School Age'		'College Age'	
			No.	%	No.	%	No.	%	No.	%
England & Wales	52,041,916	100.00	2,445,230	4.70	4,657,629	8.95	3,385,877	6.51	1,306,500	2.51
Region	2,903,085	100.00	131,981	4.55	260,820	8.98	194,354	6.69	75,234	2.59
Local Authority	128,645	100.00	5,924	4.60	11,552	8.98	8,823	6.86	3,289	2.56
Study Area	30,008	100.00	1,468	4.89	2,833	9.44	2,132	7.10	773	2.58

	Aged 18-29		Aged 30-49		Aged 50-64		Aged 65-74		Aged 75+	
	'Employment Age'				'Retirement Age'					
	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	7,806,310	15.00	15,029,526	28.88	9,098,070	17.48	4,367,032	8.39	3,945,742	7.58
Region	407,360	14.03	790,450	27.23	538,112	18.54	264,191	9.10	240,583	8.29
Local Authority	17,009	13.22	36,878	28.67	23,870	18.55	11,367	8.84	9,933	7.72
Study Area	4,067	13.55	9,338	31.12	5,150	17.16	2,372	7.90	1,875	6.25



Sex

	All People		Males		Females	
	No.	%	No.	%	No.	%
England & Wales	52,041,916	100.00	25,325,926	48.66	26,715,990	51.34
Region	2,903,085	100.00	1,403,782	48.35	1,499,303	51.65
Local Authority	128,645	100.00	62,506	48.59	66,139	51.41
Study Area	30,010	100.00	14,543	48.46	15,467	51.54



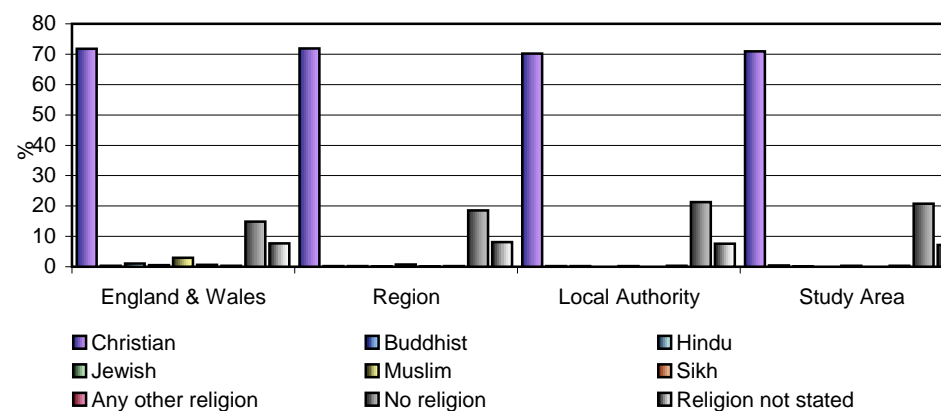
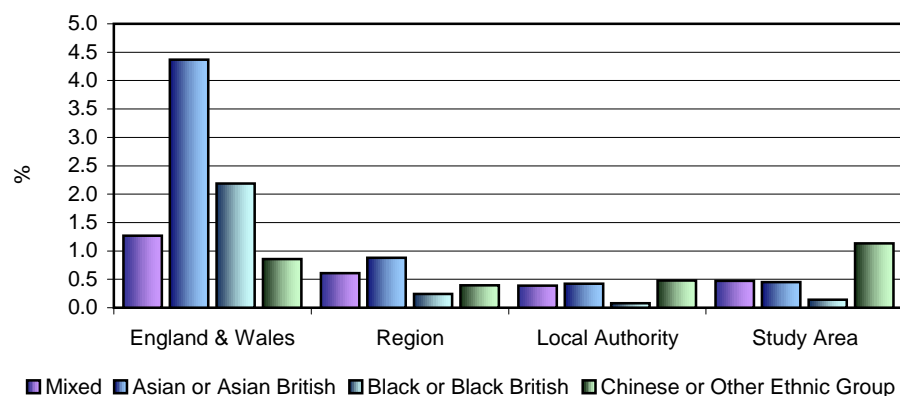
Ethnic Group

	All People		White		Mixed		Asian or Asian British		Black or Black British		Chinese or Other Ethnic Group	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	52,041,916	100.00	47,520,866	91.31	661,034	1.27	2,273,737	4.37	1,139,577	2.19	446,702	0.86
Region	2,903,085	100.00	2,841,505	97.88	17,661	0.61	25,448	0.88	7,069	0.24	11,402	0.39
Local Authority	128,645	100.00	126,878	98.63	501	0.39	546	0.42	104	0.08	616	0.48
Study Area	30,023	100.00	29,363	97.80	143	0.48	135	0.45	42	0.14	340	1.13

Religion

	All People		Christian		Buddhist		Hindu		Jewish	
	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	52,041,916	100.00	37,338,486	71.75	144,453	0.28	552,421	1.06	259,927	0.50
Region	2,903,085	100.00	2,087,242	71.90	5,407	0.19	5,439	0.19	2,256	0.08
Local Authority	128,645	100.00	90,328	70.21	261	0.20	232	0.18	42	0.03
Study Area	30,004	100.00	21,268	70.88	117	0.39	32	0.11	13	0.04

	Muslim		Sikh		Any other religion		No religion		Religion not stated	
	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	1,546,626	2.97	329,358	0.63	150,720	0.29	7,709,267	14.81	4,010,658	7.71
Region	21,739	0.75	2,015	0.07	6,909	0.24	537,935	18.53	234,143	8.07
Local Authority	290	0.23	15	0.01	345	0.27	27,391	21.29	9,741	7.57
Study Area	98	0.33	3	0.01	96	0.32	6,241	20.80	2,136	7.12

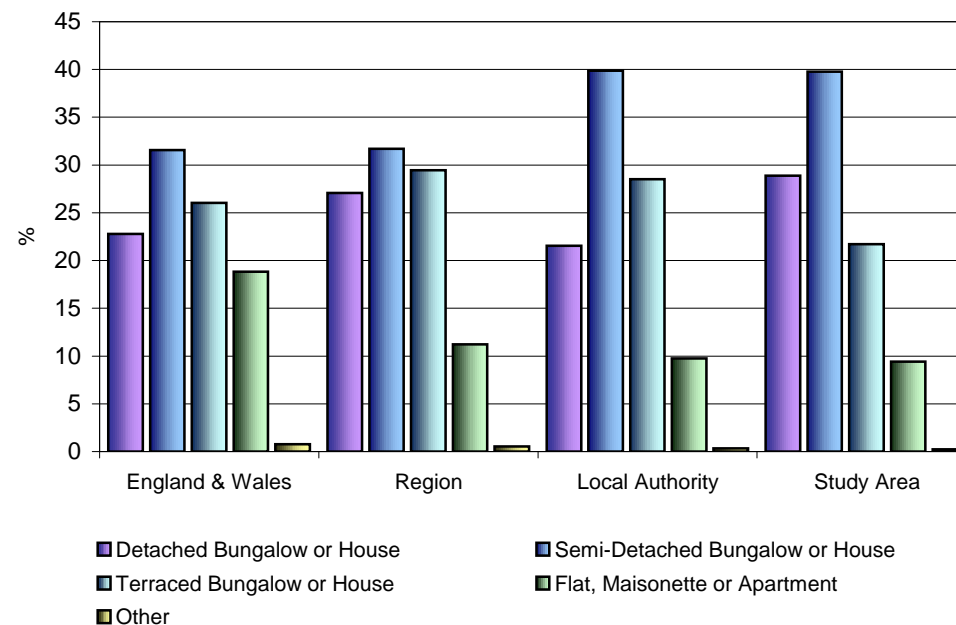
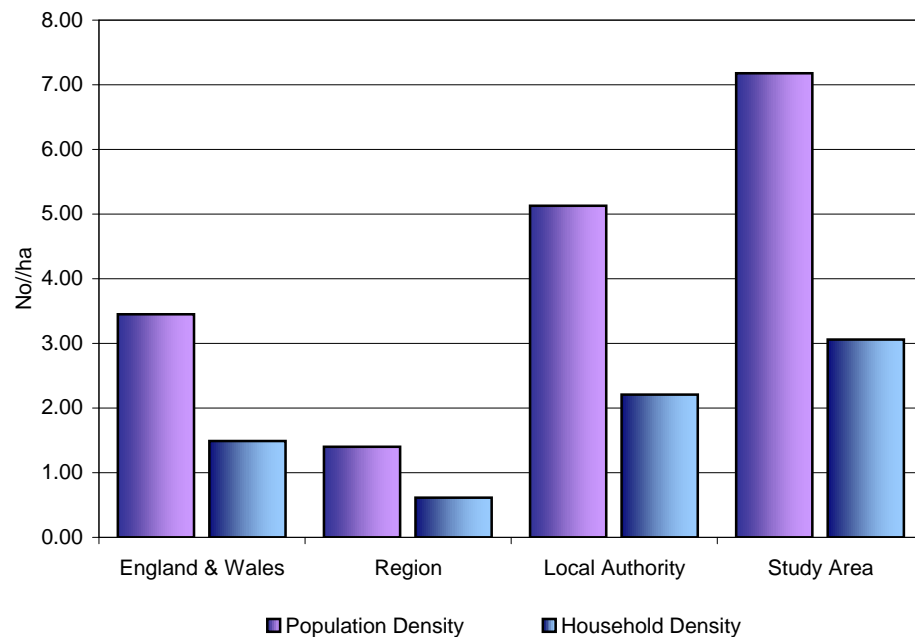


Population Density

	All People	All Households	Area	Population Density	Household Density
	No.	No.	Ha	No./Ha	No./Ha
England & Wales	52,041,916	22,538,641	15,102,075	3.45	1.49
Region	2,903,085	1,275,816	2,074,203	1.40	0.62
Local Authority	128,645	55,300	25,074	5.13	2.21
Study Area	30,010	12,798	4,181	7.18	3.06

Accommodation Type

	All Households		Detached Bungalow or House		Semi-Detached Bungalow or House		Terraced Bungalow or House		Flat, Maisonette or Apartment		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	22,538,641	100.00	5,131,821	22.77	7,117,662	31.58	5,869,878	26.04	4,246,029	18.84	173,251	0.77
Region	1,275,816	100.00	345,365	27.07	404,479	31.70	375,845	29.46	143,325	11.23	6,802	0.53
Local Authority	55,300	100.00	11,914	21.54	22,045	39.86	15,765	28.51	5,391	9.75	185	0.33
Study Area	12,798	100.00	3,697	28.89	5,090	39.77	2,780	21.72	1,203	9.40	28	0.22



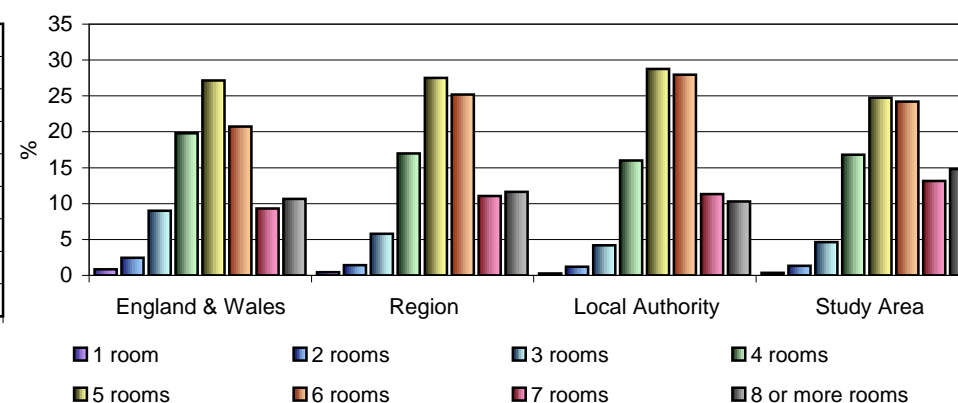
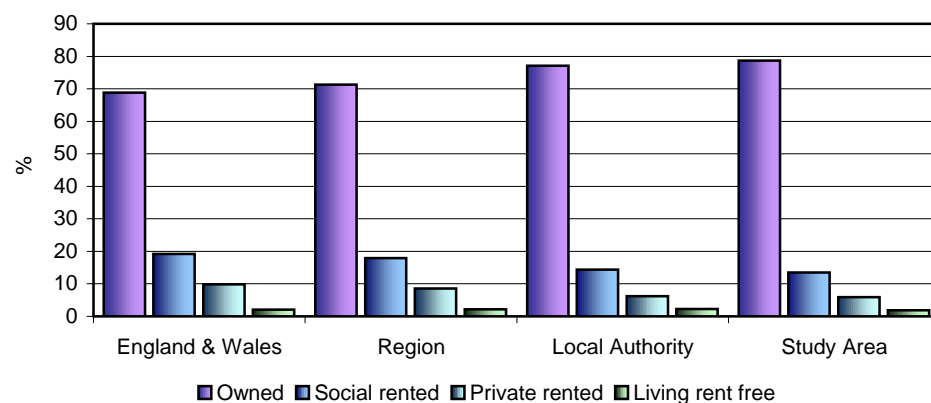
Tenure

	All Households		Owned		Social rented		Private rented		Living rent free	
	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	21,660,475	100.00	14,916,465	68.86	4,157,251	19.19	2,141,322	9.89	445,437	2.06
Region	1,209,048	100.00	862,343	71.32	216,523	17.91	103,852	8.59	26,330	2.18
Local Authority	53,342	100.00	41,132	77.11	7,691	14.42	3,334	6.25	1,185	2.22
Study Area	12,487	100.00	9,819	78.63	1,689	13.53	740	5.93	239	1.91

Number of Rooms

	All Occupied Household Spaces		1 room		2 rooms		3 rooms		4 rooms	
	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	21,660,475	100.00	186,658	0.86	533,394	2.46	1,950,505	9.00	4,290,036	19.81
Region	1,209,048	100.00	5,155	0.43	17,039	1.41	69,993	5.79	205,324	16.98
Local Authority	53,342	100.00	147	0.28	633	1.19	2,245	4.21	8,544	16.02
Study Area	12,521	100.00	43	0.34	166	1.33	578	4.62	2,102	16.79

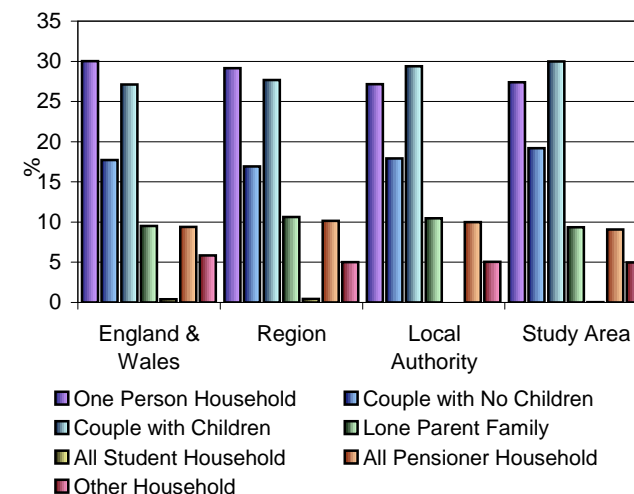
	5 rooms		6 rooms		7 rooms		8 or more rooms	
	No.	%	No.	%	No.	%	No.	%
England & Wales	5,880,649	27.15	4,491,873	20.74	2,020,323	9.33	2,307,037	10.65
Region	332,836	27.53	304,714	25.20	133,526	11.04	140,461	11.62
Local Authority	15,340	28.76	14,917	27.96	6,031	11.31	5,485	10.28
Study Area	3,098	24.74	3,033	24.22	1,649	13.17	1,852	14.79



Household Type

	All Households		One Person Household		Couple with No Children		Couple with Children	
	No.	%	No.	%	No.	%	No.	%
England & Wales	21,660,475	100.00	6,502,612	30.02	3,838,056	17.72	5,871,710	27.11
Region	1,209,048	100.00	352,348	29.14	204,737	16.93	334,759	27.69
Local Authority	53,342	100.00	14,480	27.15	9,567	17.94	15,672	29.38
Study Area	12,522	100.00	3,428	27.38	2,403	19.19	3,754	29.98

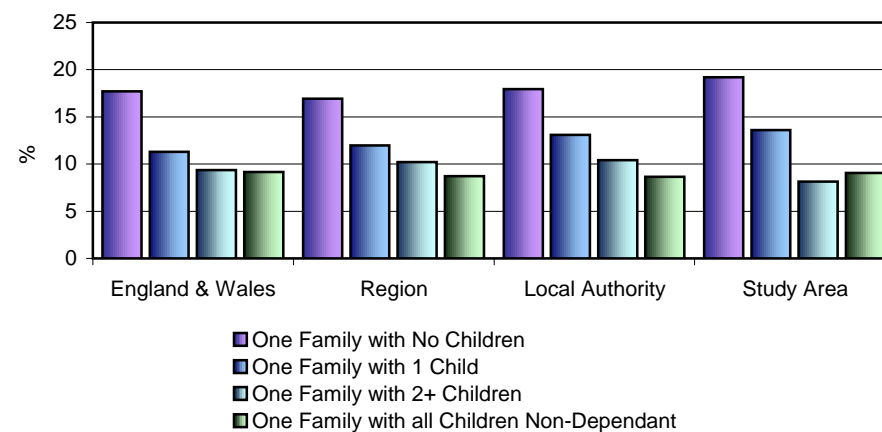
	Lone Parent Family		All Student Household		All Pensioner Household		Other Household	
	No.	%	No.	%	No.	%	No.	%
England & Wales	2,063,486	9.53	84,277	0.39	2,031,522	9.38	1,268,812	5.86
Region	128,608	10.64	5,134	0.42	122,685	10.15	60,777	5.03
Local Authority	5,591	10.48	10	0.02	5,330	9.99	2,692	5.05
Study Area	1,171	9.35	6	0.05	1,136	9.07	624	4.98



Household Composition

	All Households		One Person: Pensioner		One Person: Other		One Family All Pensioners		One Family with No Children		One Family with 1 Child	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	21,660,475	100.00	3,126,340	14.43	3,376,272	15.59	1,942,737	8.97	3,838,056	17.72	2,444,022	11.28
Region	1,209,048	100.00	186,875	15.46	165,473	13.69	116,284	9.62	204,737	16.93	144,600	11.96
Local Authority	53,342	100.00	7,690	14.42	6,790	12.73	5,075	9.51	9,567	17.94	6,978	13.08
Study Area	12,522	100.00	1,533	12.24	1,895	15.13	1,091	8.71	2,403	19.19	1,703	13.60

	One Family with 2+ Children		One Family with all Children Non-Dependant		Other Household	
	No.	%	No.	%	No.	%
England & Wales	2,031,002	9.38	1,984,441	9.16	1,441,874	6.66
Region	123,555	10.22	105,251	8.71	72,312	5.98
Local Authority	5,557	10.42	4,617	8.66	2,957	5.54
Study Area	1,019	8.14	1,135	9.06	675	5.39

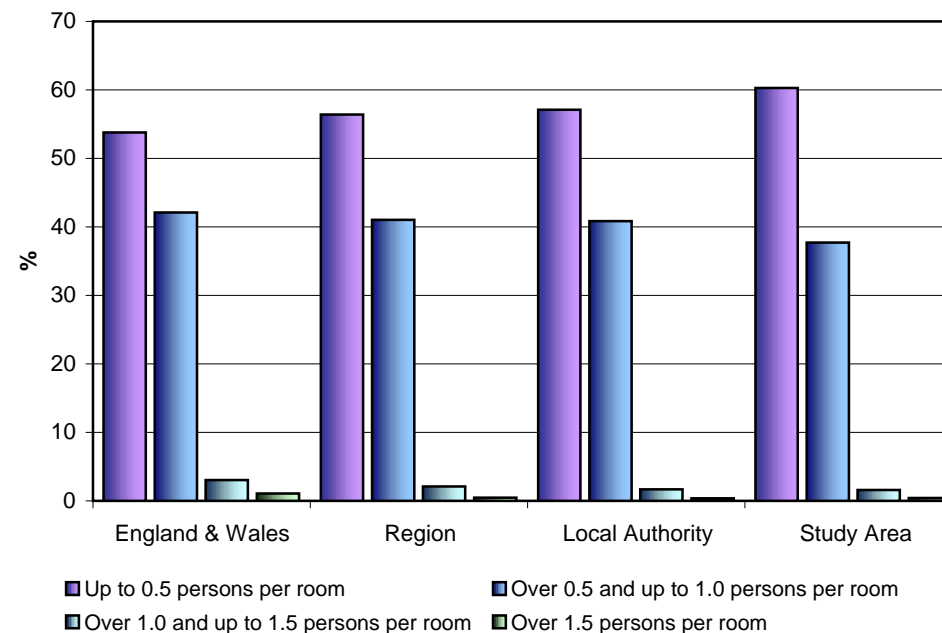
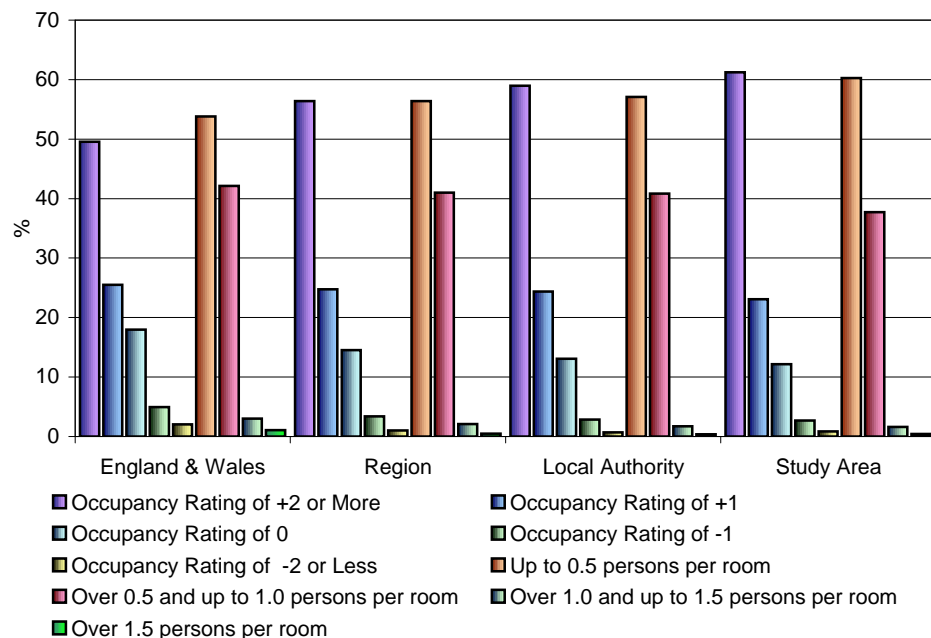


Occupancy Rating

	All Households		Occupancy Rating of +2 or More		Occupancy Rating of +1		Occupancy Rating of 0		Occupancy Rating of -1		Occupancy Rating of -2 or Less	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	21,660,475	100.00	10,731,961	49.55	5,522,859	25.50	3,895,233	17.98	1,066,822	4.93	443,600	2.05
Region	1,209,048	100.00	681,558	56.37	298,972	24.73	175,608	14.52	40,792	3.37	12,118	1.00
Local Authority	53,342	100.00	31,458	58.97	13,010	24.39	6,967	13.06	1,531	2.87	376	0.70
Study Area	12,521	100.00	7,667	61.23	2,888	23.07	1,522	12.16	335	2.68	109	0.87

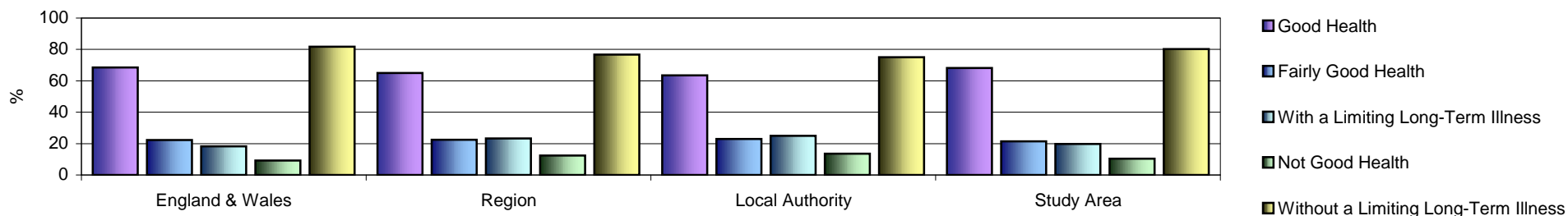
Persons per Room - Household Residents

	All Household Residents		Up to 0.5 persons per room		Over 0.5 and up to 1.0 persons per room		Over 1.0 and up to 1.5 persons per room		Over 1.5 persons per room	
	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	51,107,639	100.00	27,493,246	53.79	21,521,733	42.11	1,544,145	3.02	548,515	1.07
Region	2,859,489	100.00	1,612,548	56.39	1,172,970	41.02	60,609	2.12	13,362	0.47
Local Authority	127,108	100.00	72,577	57.10	51,897	40.83	2,159	1.70	475	0.37
Study Area	29,849	100.00	17,995	60.29	11,252	37.70	481	1.61	121	0.41



General Health & Limiting Long Term Illness

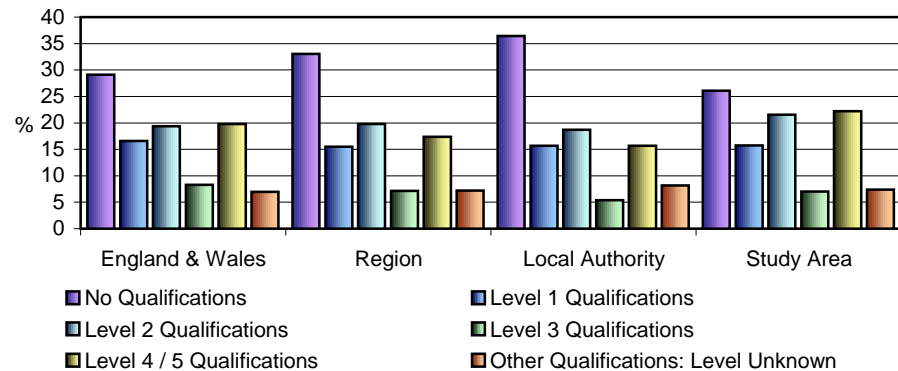
	All People		Good Health		Fairly Good Health		Not Good Health		With a Limiting Long-Term Illness		Without a Limiting Long-Term Illness	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	52,041,916	100.00	35,676,210	68.55	11,568,363	22.23	4,797,343	9.22	9,484,856	18.23	42,557,060	81.77
Region	2,903,085	100.00	1,888,849	65.06	652,769	22.49	361,467	12.45	675,662	23.27	2,227,423	76.73
Local Authority	128,645	100.00	81,713	63.52	29,416	22.87	17,516	13.62	32,164	25.00	96,481	75.00
Study Area	30,010	100.00	20,475	68.23	6,436	21.45	3,099	10.33	5,956	19.85	24,054	80.15



Qualifications

	All People		No Qualifications		Level 1 Qualifications		Level 2 Qualifications	
	No.	%	No.	%	No.	%	No.	%
England & Wales	37,607,438	100.00	10,937,042	29.08	6,230,033	16.57	7,288,074	19.38
Region	2,075,347	100.00	685,368	33.02	320,940	15.46	410,544	19.78
Local Authority	92,413	100.00	33,641	36.40	14,473	15.66	17,266	18.68
Study Area	21,698	100.00	5,657	26.07	3,416	15.74	4,678	21.56

	Level 3 Qualifications		Level 4 / 5 Qualifications		Other Qualifications: Level Unknown	
	No.	%	No.	%	No.	%
England & Wales	3,110,135	8.27	7,432,962	19.76	2,609,192	6.94
Region	147,853	7.12	360,910	17.39	149,732	7.21
Local Authority	5,001	5.41	14,492	15.68	7,540	8.16
Study Area	1,523	7.02	4,820	22.21	1,604	7.39



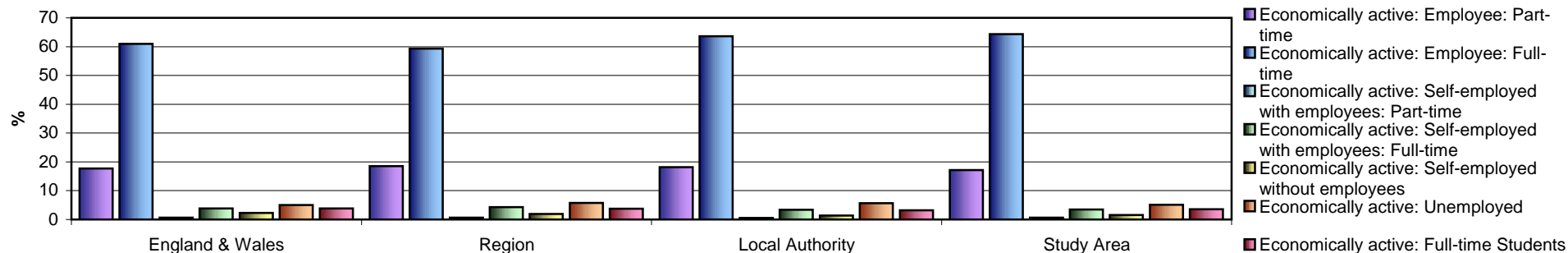
Schoolchildren & Students in Full-time Education Living Away From Home During Term-time

	All in Education		All Schoolchildren and Students		Schoolchildren and Students: Males		Schoolchildren and Students: Females	
	No.	%	No.	%	No.	%	No.	%
England & Wales	37,607,438	100.00	515,144	1.37	259,601	50.39	255,543	49.61
Region	2,075,347	100.00	28,315	1.36	13,553	47.87	14,762	52.13
Local Authority	92,413	100.00	1,110	1.20	526	47.39	584	52.61
Study Area	21,698	100.00	27	0.12	16	59.26	11	40.74

Economic Activity

	Economically active		Economically active: Employee		Economically active: Employee: Part-time		Economically active: Employee: Full-time		Economically active: Self-employed with employees		Economically active: Self-employed with employees: Part-time	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	25,022,204	100.00	19,681,030	78.65	4,430,831	17.71	15,250,199	60.95	1,112,015	4.44	159,770	0.64
Region	1,265,497	100.00	985,748	77.89	234,790	18.55	750,958	59.34	62,192	4.91	8,195	0.65
Local Authority	56,330	100.00	46,037	81.73	10,228	18.16	35,809	63.57	2,203	3.91	312	0.55
Study Area	14,448	100.00	11,782	81.55	2,484	17.19	9,298	64.35	592	4.10	89	0.62

	Economically active: Self-employed with employees: Full-time		Economically active: Self-employed without employees		Economically active: Unemployed		Economically active: Full-time Students	
	No.	%	No.	%	No.	%	No.	%
England & Wales	952,245	3.81	567,093	2.27	1,261,343	5.04	965,341	3.86
Region	53,997	4.27	24,635	1.95	72,488	5.73	47,759	3.77
Local Authority	1,891	3.36	762	1.35	3,198	5.68	1,785	3.17
Study Area	503	3.48	229	1.58	740	5.12	513	3.55



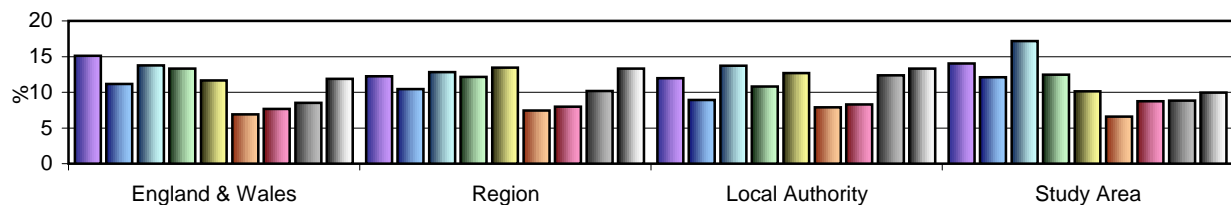
Economic Inactivity

	Economically inactive		Economically inactive: Retired		Economically inactive: Student		Economically inactive: Looking after home / family		Economically inactive: Permanently sick / disabled		Economically inactive: Other	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	12,585,234	100.00	5,118,950	40.67	1,766,784	14.04	2,448,856	19.46	2,076,243	16.50	1,174,401	9.33
Region	809,850	100.00	307,355	37.95	106,220	13.12	132,627	16.38	191,342	23.63	72,306	8.93
Local Authority	36,083	100.00	13,436	37.24	3,102	8.60	5,988	16.60	9,918	27.49	3,639	10.09
Study Area	7,255	100.00	2,923	40.29	764	10.53	1,278	17.62	1,661	22.89	629	8.67

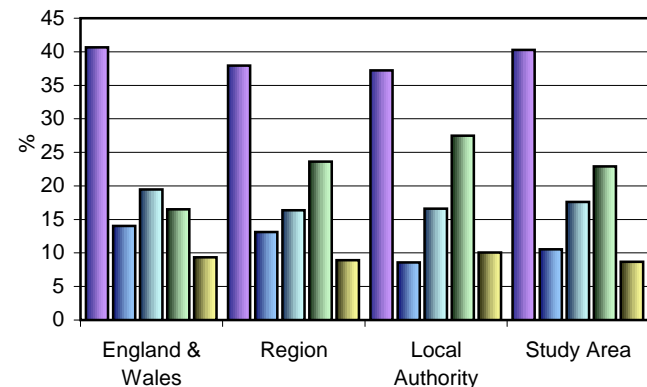
Occupation Groups

	All People		1. Managers and Senior Officials		2. Professional Occupations		3. Associate Professional and Technical Occupations		4. Administrative and Secretarial Occupations		5. Skilled Trades Occupations	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	23,627,754	100.00	3,570,069	15.11	2,639,365	11.17	3,256,877	13.78	3,148,893	13.33	2,751,249	11.64
Region	1,186,256	100.00	145,170	12.24	123,686	10.43	151,884	12.80	144,172	12.15	159,374	13.44
Local Authority	52,865	100.00	6,327	11.97	4,710	8.91	7,249	13.71	5,705	10.79	6,713	12.70
Study Area	13,637	100.00	1,914	14.04	1,652	12.11	2,342	17.17	1,697	12.44	1,383	10.14

	6. Personal Service Occupations		7. Sales and Customer Service Occupations		8. Process; Plant and Machine Operatives		9. Elementary Occupations	
	No.	%	No.	%	No.	%	No.	%
England & Wales	1,633,592	6.91	1,812,500	7.67	2,010,090	8.51	2,805,119	11.87
Region	88,225	7.44	94,704	7.98	120,964	10.20	158,077	13.33
Local Authority	4,170	7.89	4,392	8.31	6,548	12.39	7,051	13.34
Study Area	900	6.60	1,191	8.73	1,203	8.82	1,355	9.94



- 1. Managers and Senior Officials
- 2. Professional Occupations
- 3. Associate Professional and Technical Occupations
- 4. Administrative and Secretarial Occupations
- 5. Skilled Trades Occupations
- 6. Personal Service Occupations
- 7. Sales and Customer Service Occupations
- 8. Process; Plant and Machine Operatives
- 9. Elementary Occupations



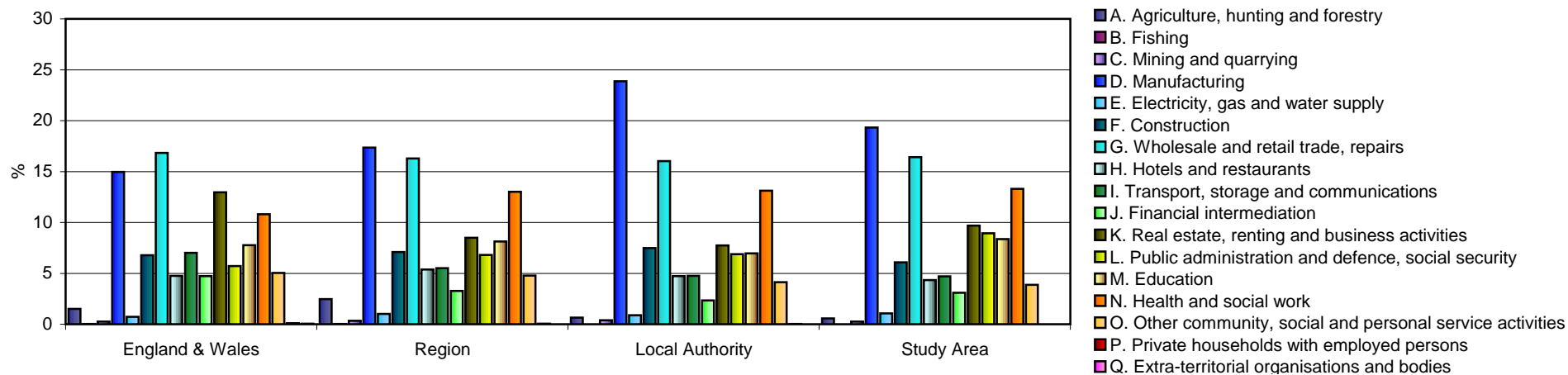
- Economically inactive: Retired
- Economically inactive: Student
- Economically inactive: Looking after home / family
- Economically inactive: Permanently sick / disabled
- Economically inactive: Other

Industry of Employment

	All People		A. Agriculture, hunting and forestry		B. Fishing		C. Mining and quarrying		D. Manufacturing		E. Electricity, gas and water supply	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	23,627,754	100.00	355,242	1.50	5,770	0.02	59,391	0.25	3,534,146	14.96	171,695	0.73
Region	1,186,256	100.00	29,125	2.46	374	0.03	3,910	0.33	205,709	17.34	12,076	1.02
Local Authority	52,865	100.00	347	0.66	0	0.00	210	0.40	12,621	23.87	466	0.88
Study Area	13,641	100.00	78	0.57	0	0.00	36	0.26	2,636	19.32	145	1.06

	F. Construction		G. Wholesale and retail trade, repairs		H. Hotels and restaurants		I. Transport, storage and communications		J. Financial intermediation		K. Real estate, renting and business activities	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	1,600,059	6.77	3,975,371	16.83	1,125,429	4.76	1,655,384	7.01	1,117,011	4.73	3,065,284	12.97
Region	84,063	7.09	193,328	16.30	63,812	5.38	65,353	5.51	38,929	3.28	100,816	8.50
Local Authority	3,959	7.49	8,470	16.02	2,502	4.73	2,513	4.75	1,229	2.32	4,089	7.73
Study Area	828	6.07	2,238	16.41	591	4.33	643	4.71	421	3.09	1,322	9.69

	L. Public administration and defence, social security		M. Education		N. Health and social work		O. Other community, social and personal service activities		P. Private households with employed persons		Q. Extra-territorial organisations and bodies	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	1,351,471	5.72	1,832,881	7.76	2,554,943	10.81	1,188,202	5.03	21,913	0.09	13,562	0.06
Region	80,716	6.80	96,384	8.13	154,245	13.00	56,796	4.79	472	0.04	148	0.01
Local Authority	3,645	6.89	3,677	6.96	6,934	13.12	2,183	4.13	15	0.03	5	0.01
Study Area	1,220	8.94	1,141	8.36	1,813	13.29	529	3.88	0	0.00	0	0.00



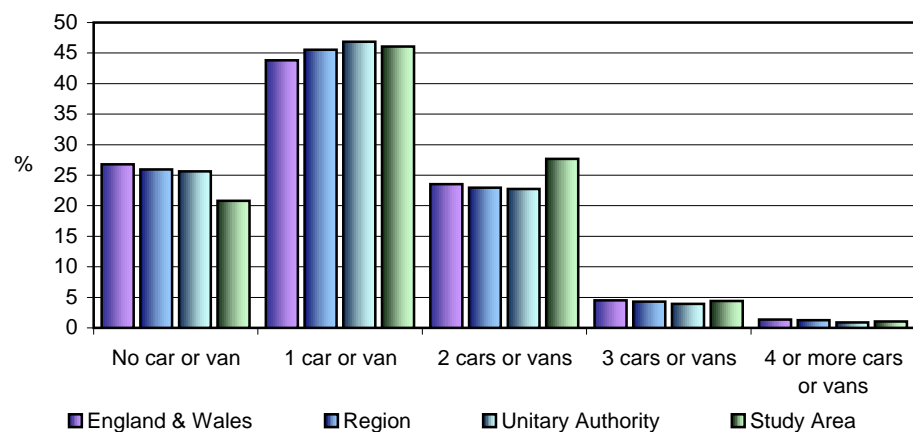
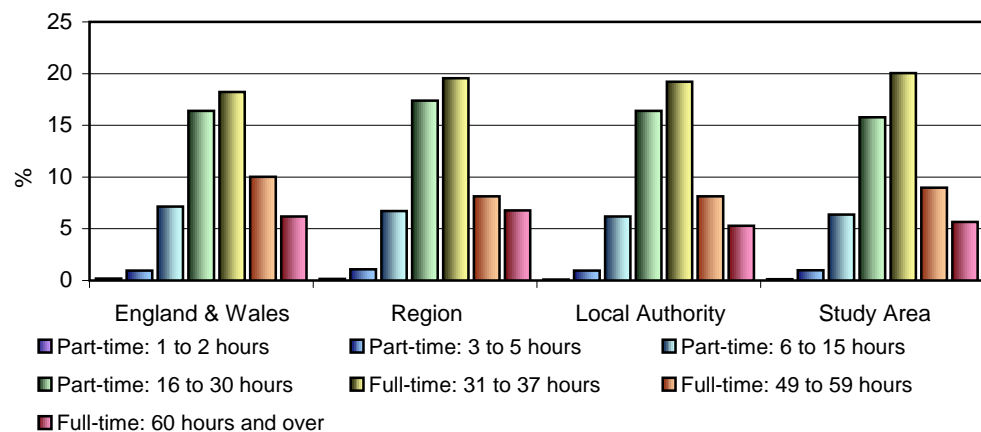
Hours Worked

	All People		Part-time		Part-time: 1 to 2 hours		Part-time: 3 to 5 hours		Part-time: 6 to 15 hours		Part-time: 16 to 30 hours	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	23,627,754	100.00	5,831,778	24.68	41,523	0.18	228,313	0.97	1,690,818	7.16	3,871,124	16.38
Region	1,186,256	100.00	300,568	25.34	1,862	0.16	13,020	1.10	79,561	6.71	206,125	17.38
Local Authority	52,865	100.00	12,516	23.68	57	0.11	508	0.96	3,277	6.20	8,674	16.41
Study Area	13,638	100.00	3,170	23.24	15	0.11	134	0.98	870	6.38	2,151	15.77

	Full-time		Full-time: 31 to 37 hours		Full-time: 49 to 59 hours		Full-time: 60 hours and over	
	No.	%	No.	%	No.	%	No.	%
England & Wales	17,795,976	75.32	4,307,418	18.23	2,368,079	10.02	1,462,440	6.19
Region	885,688	74.66	231,861	19.55	96,427	8.13	80,335	6.77
Local Authority	40,349	76.32	10,151	19.20	4,309	8.15	2,793	5.28
Study Area	10,468	76.76	2,736	20.06	1,224	8.97	774	5.68

Cars or Vans

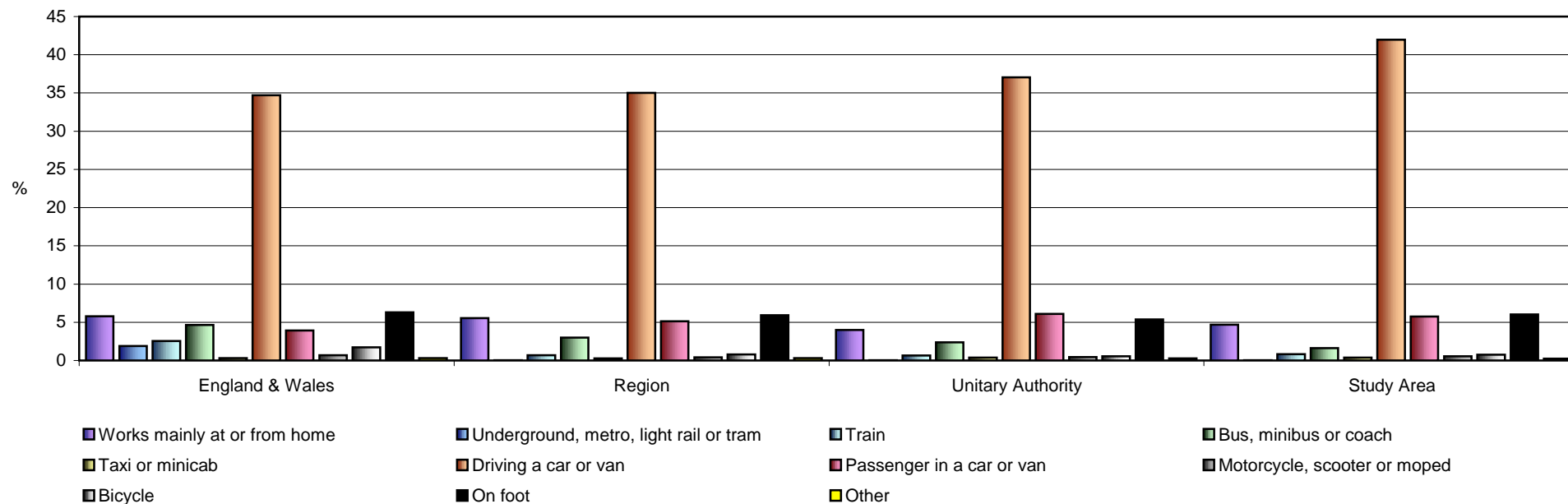
	All Households		No car or van		1 car or van		2 cars or vans		3 cars or vans		4 or more cars or vans		Total cars or vans
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.
England & Wales	21,660,475	100.00	5,802,183	26.79	9,486,366	43.80	5,095,959	23.53	976,438	4.51	299,529	1.38	23,936,250
Region	1,209,048	100.00	313,797	25.95	550,648	45.54	277,378	22.94	52,149	4.31	15,076	1.25	1,328,621
Unitary Authority	53,342	100.00	13,664	25.62	24,984	46.84	12,124	22.73	2,086	3.91	484	0.91	57,601
Study Area	12,521	100.00	2,607	20.82	5,768	46.07	3,464	27.67	554	4.42	128	1.02	14,907



Method of Travel to Work (Residents)

	All People		Works mainly at or from home		Underground, metro, light rail or tram		Train		Bus, minibus or coach		Taxi or minicab	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	37,607,438	100.00	2,170,547	5.77	710,083	1.89	964,642	2.57	1,747,683	4.65	122,478	0.33
Region	2,075,347	100.00	115,323	5.56	697	0.03	14,619	0.70	62,322	3.00	5,975	0.29
Unitary Authority	92,413	100.00	3,702	4.01	27	0.03	596	0.64	2,201	2.38	342	0.37
Study Area	21,699	100.00	1,018	4.69	9	0.04	183	0.84	353	1.63	84	0.39

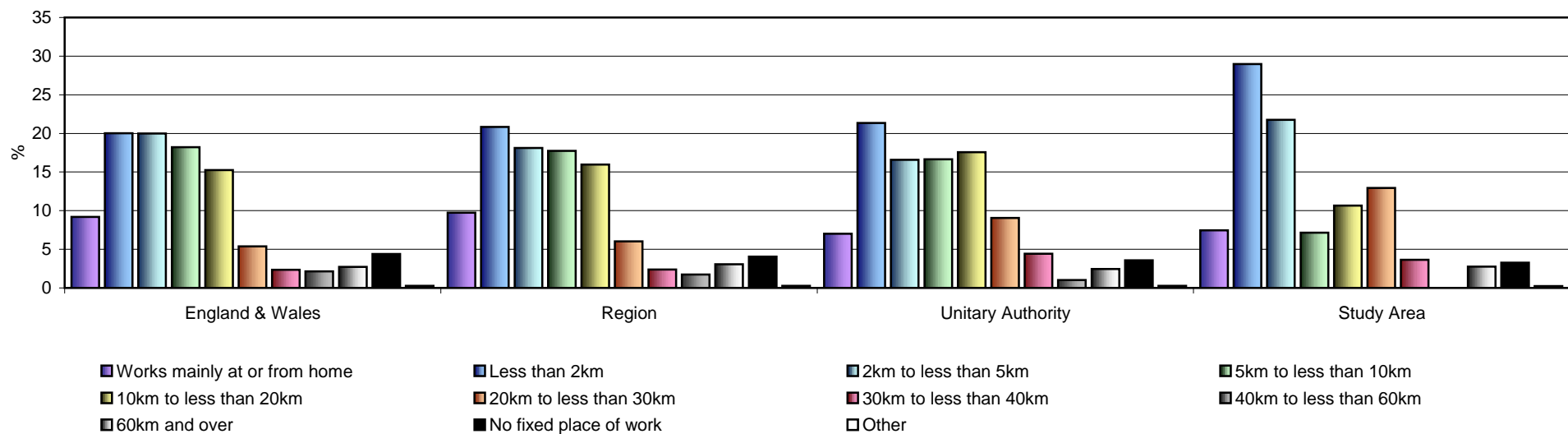
	Driving a car or van		Passenger in a car or van		Motorcycle, scooter or moped		Bicycle		On foot		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	13,050,529	34.70	1,477,211	3.93	258,344	0.69	650,977	1.73	2,364,633	6.29	110,627	0.29
Region	726,363	35.00	106,526	5.13	8,888	0.43	16,389	0.79	122,732	5.91	6,422	0.31
Unitary Authority	34,224	37.03	5,626	6.09	412	0.45	502	0.54	4,972	5.38	261	0.28
Study Area	9,105	41.96	1,250	5.76	117	0.54	165	0.76	1,305	6.01	50	0.23



Distance Travelled to Work

	All People		Works mainly at or from home		Less than 2km		2km to less than 5km		5km to less than 10km		10km to less than 20km	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	23,627,753	100.00	2,170,547	9.19	4,731,196	20.02	4,725,097	20.00	4,305,118	18.22	3,601,608	15.24
Region	1,186,256	100.00	115,323	9.72	247,114	20.83	214,838	18.11	210,504	17.75	189,527	15.98
Unitary Authority	52,865	100.00	3,702	7.00	11,285	21.35	8,757	16.56	8,794	16.63	9,290	17.57
Study Area	13,627	100.00	1,018	7.47	3,950	28.99	2,965	21.76	974	7.15	1,454	10.67

	20km to less than 30km		30km to less than 40km		40km to less than 60km		60km and over		No fixed place of work		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
England & Wales	1,269,014	5.37	556,170	2.35	508,331	2.15	643,859	2.73	1,039,735	4.40	62,550	0.26
Region	71,409	6.02	28,330	2.39	20,648	1.74	36,288	3.06	48,198	4.06	3,204	0.27
Unitary Authority	4,783	9.05	2,347	4.44	541	1.02	1,302	2.46	1,889	3.57	149	0.28
Study Area	1,765	12.95	496	3.64	152	1.12	376	2.76	444	3.26	33	0.24



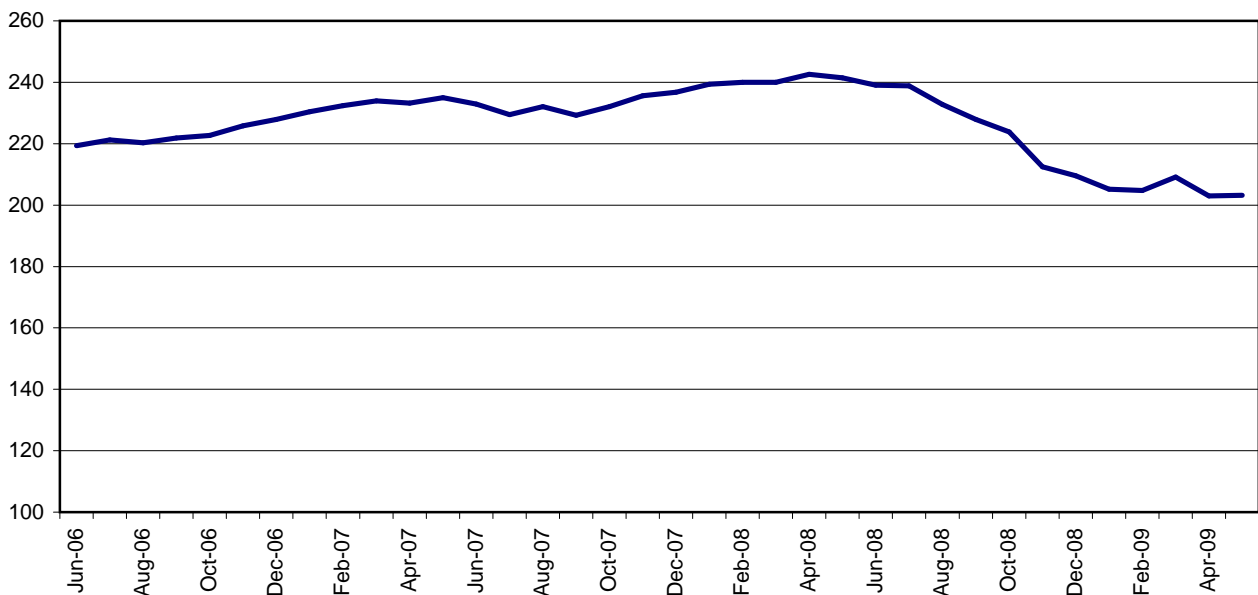
Data Sources

Title	Author	Web Link	Last Updated
2001 Census (published April 2003)	ONS	http://neighbourhood.statistics.gov.uk/dissemination/LeadHome.do	12-Feb-09

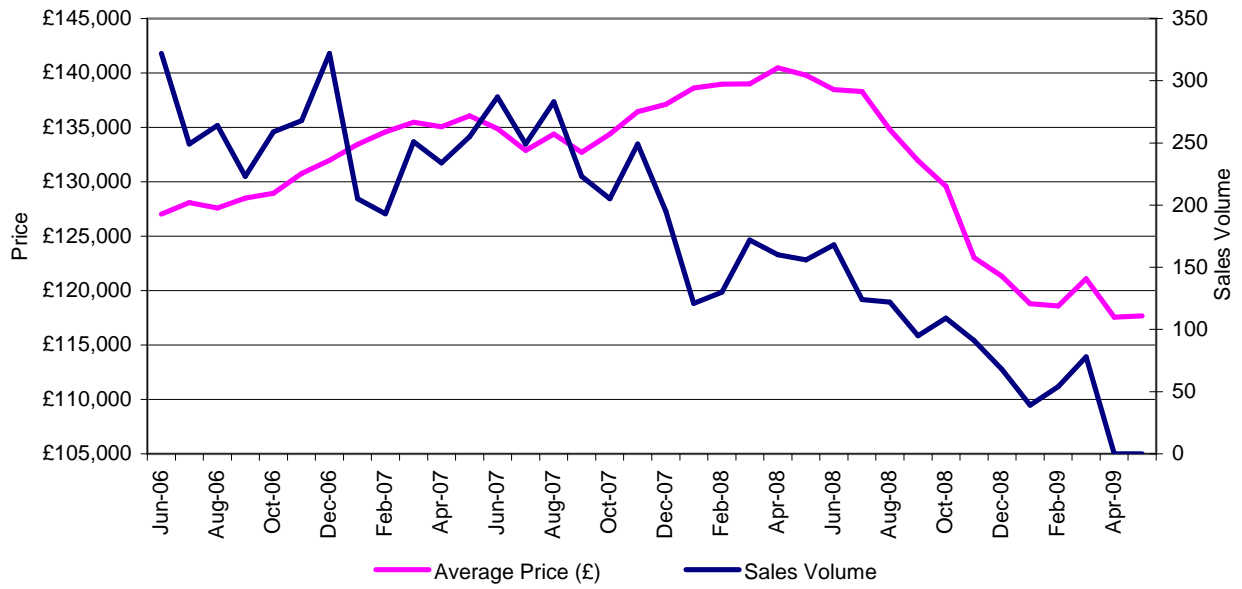
County House Prices

Month	Index	Average	Monthly Change	Annual Change	Sales	Detached (£)	Semi-Detached	Terraced (£)	Maisonette/FI at (£)	All
		Price (£)			Volume					(£)
Jun-06	219	£127,039	0.00	2.80	322	£192,618	£114,390	£74,917	£80,716	£127,039
Jul-06	221	£128,089	0.80	2.90	249	£194,210	£115,336	£75,537	£81,383	£128,089
Aug-06	220	£127,589	-0.40	2.60	264	£193,452	£114,885	£75,242	£81,066	£127,589
Sep-06	222	£128,496	0.70	3.30	223	£194,827	£115,702	£75,777	£81,642	£128,496
Oct-06	223	£128,944	0.30	2.50	259	£195,506	£116,105	£76,041	£81,926	£128,944
Nov-06	226	£130,758	1.40	5.60	268	£198,256	£117,739	£77,111	£83,079	£130,758
Dec-06	228	£131,973	0.90	6.20	322	£200,099	£118,833	£77,827	£83,851	£131,973
Jan-07	230	£133,434	1.10	6.50	205	£202,314	£120,148	£78,689	£84,779	£133,434
Feb-07	232	£134,597	0.90	8.30	193	£204,078	£121,196	£79,375	£85,518	£134,597
Mar-07	234	£135,463	0.60	7.90	251	£205,391	£121,976	£79,886	£86,069	£135,463
Apr-07	233	£135,062	-0.30	6.80	234	£204,783	£121,614	£79,649	£85,814	£135,062
May-07	235	£136,053	0.70	7.10	255	£206,285	£122,506	£80,233	£86,443	£136,053
Jun-07	233	£134,892	-0.90	6.20	287	£204,525	£121,461	£79,549	£85,706	£134,892
Jul-07	230	£132,885	-1.50	3.70	249	£201,482	£119,654	£78,365	£84,431	£132,885
Aug-07	232	£134,374	1.10	5.30	283	£203,740	£120,995	£79,243	£85,377	£134,374
Sep-07	229	£132,703	-1.20	3.30	223	£201,206	£119,490	£78,258	£84,315	£132,703
Oct-07	232	£134,390	1.30	4.20	205	£203,764	£121,009	£79,253	£85,387	£134,390
Nov-07	236	£136,435	1.50	4.30	249	£206,864	£122,851	£80,459	£86,686	£136,435
Dec-07	237	£137,108	0.50	3.90	195	£207,885	£123,457	£80,856	£87,114	£137,108
Jan-08	239	£138,604	1.10	3.90	121	£210,152	£124,803	£81,737	£88,064	£138,604
Feb-08	240	£138,980	0.30	3.30	130	£210,724	£125,142	£81,960	£88,303	£138,980
Mar-08	240	£138,994	0.00	2.60	172	£210,744	£125,155	£81,968	£88,312	£138,994
Apr-08	243	£140,480	1.10	4.00	160	£212,997	£126,493	£82,844	£89,256	£140,480
May-08	241	£139,793	-0.50	2.70	156	£211,956	£125,874	£82,439	£88,820	£139,793
Jun-08	239	£138,463	-1.00	2.60	168	£209,939	£124,676	£81,654	£87,974	£138,463
Jul-08	239	£138,285	-0.10	4.10	124	£209,669	£124,516	£81,549	£87,861	£138,285
Aug-08	233	£134,808	-2.50	0.30	122	£204,398	£121,386	£79,499	£85,652	£134,808
Sep-08	228	£131,950	-2.10	-0.60	95	£200,064	£118,812	£77,814	£83,836	£131,950
Oct-08	224	£129,581	-1.80	-3.60	109	£196,472	£116,679	£76,417	£82,331	£129,581
Nov-08	213	£123,032	-5.10	-9.80	91	£186,542	£110,782	£72,554	£78,170	£123,032
Dec-08	210	£121,330	-1.40	-11.50	68	£183,962	£109,249	£71,551	£77,089	£121,330
Jan-09	205	£118,801	-2.10	-14.30	39	£180,128	£106,973	£70,060	£75,482	£118,801
Feb-09	205	£118,597	-0.20	-14.70	54	£179,818	£106,788	£69,939	£75,352	£118,597
Mar-09	209	£121,102	2.10	-12.90	78	£183,616	£109,044	£71,416	£76,944	£121,102
Apr-09	203	£117,560	-2.90	-16.30	-	£178,246	£105,855	£69,328	£74,693	£117,560
May-09	203	£117,671	0.10	-15.80	-	£178,414	£105,955	£69,393	£74,764	£117,671

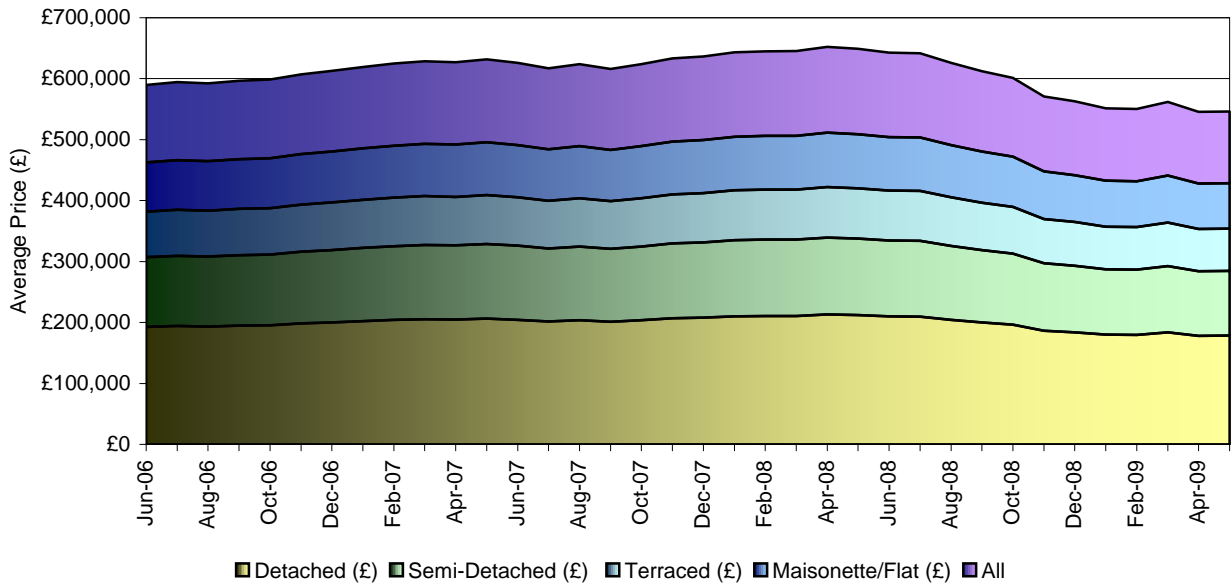
House Price Index



House Price & Sales Volume



Household Type Breakdown

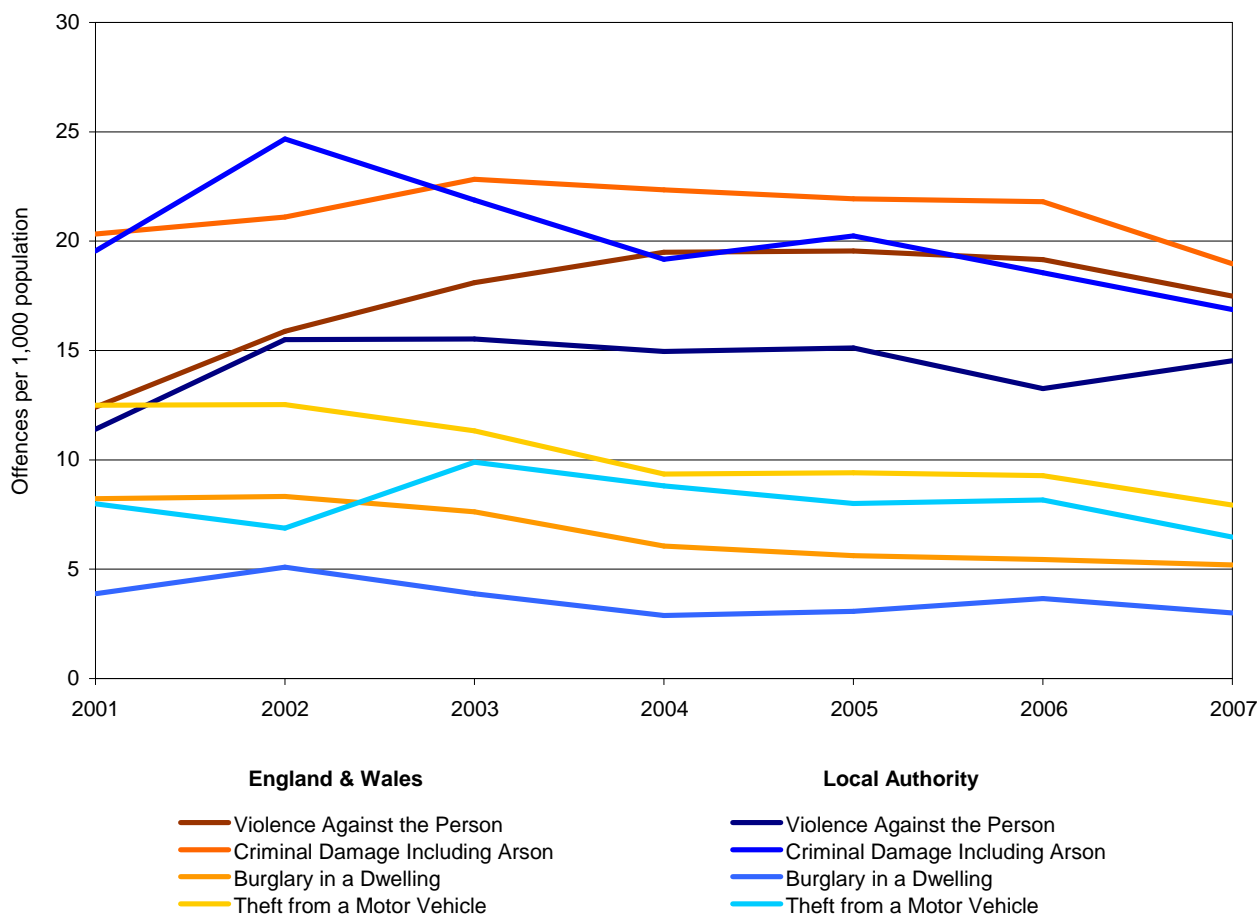


Sources

Title	Author	Web Link	Last Updated
House Price Index	Land Registry	http://www.landregistry.gov.uk/	21-May-09

Notifiable Offences Recorded by the Police (per 1,000 population)

		2001	2002	2003	2004	2005	2006	2007
England & Wales	Violence Against the Person	12.41	15.87	18.10	19.50	19.55	19.16	17.49
	Wounding or Other Act Endangering Life	0.32	0.34	0.37	0.37	0.35	0.32	0.28
	Other Wounding	4.05	6.65	8.21	9.24	9.72	9.02	8.01
	Harassment Including Penalty Notices for Disorder	2.13	2.61	3.27	4.08	4.49	4.65	4.23
	Common Assault	4.42	4.54	4.58	4.08	3.43	3.77	3.69
	Robbery	2.32	2.05	1.92	1.67	1.80	1.85	1.55
	Theft from the Person	2.19	2.57	2.37	2.10	2.13	1.95	1.70
	Criminal Damage Including Arson	20.33	21.10	22.83	22.34	21.93	21.80	18.97
	Burglary in a Dwelling	8.22	8.32	7.62	6.06	5.63	5.44	5.19
	Burglary Other than a Dwelling	8.56	8.58	7.88	6.76	6.43	6.12	5.59
Local Authority	Violence Against the Person	11.41	15.49	15.53	14.96	15.12	13.25	14.53
	Wounding or Other Act Endangering Life	0.69	0.87	0.58	0.69	0.58	0.53	0.69
	Other Wounding	4.16	8.26	7.84	7.66	8.69	7.20	7.47
	Harassment Including Penalty Notices for Disorder	3.33	2.77	3.32	3.11	2.53	3.07	3.65
	Common Assault	1.76	1.77	2.22	2.06	2.23	1.73	1.93
	Robbery	0.32	0.22	0.14	0.11	0.13	0.25	0.28
	Theft from the Person	0.30	1.31	1.08	0.79	0.71	0.60	1.02
	Criminal Damage Including Arson	19.56	24.67	21.88	19.17	20.24	18.55	16.88
	Burglary in a Dwelling	3.89	5.10	3.88	2.89	3.07	3.67	3.00
	Burglary Other than a Dwelling	6.78	9.25	8.04	5.85	6.03	5.75	4.81
Theft of a Motor Vehicle	7.19	6.88	6.00	4.38	4.71	4.34	3.77	
Theft from a Motor Vehicle	8.00	6.88	9.89	8.81	8.00	8.16	6.47	



Mid-Year Population Estimates

		2001	2002	2003	2004	2005	2006	2007
All Persons; All Ages	England & Wales	52,360,000	52,572,100	52,797,309	53,057,120	53,419,175	53,728,830	54,072,000
	Region	2,910,200	2,919,800	2,931,139	2,946,432	2,953,550	2,965,885	2,980,000
	Local Authority	128,700	129,300	130,239	131,017	131,650	132,584	133,900
	Study Area	30,068	31,246	31,873	32,394	32,825	33,306	33,889
All Persons; Aged 0-15	England & Wales	10,495,200	10,437,000	10,388,589	10,326,413	10,278,407	10,235,170	10,212,300
	Region	586,800	581,600	576,845	571,867	565,873	561,189	556,600
	Local Authority	26,300	26,000	25,992	25,802	25,621	25,595	25,600
	Study Area	6,443	6,776	6,884	6,893	6,883	6,883	6,988
All Persons; Aged 16-29	England & Wales	9,210,100	9,207,400	9,267,681	9,426,107	9,631,641	9,820,817	10,048,500
	Region	483,800	484,100	489,376	499,438	508,513	520,782	535,400
	Local Authority	20,200	20,200	20,342	20,630	21,047	21,473	22,000
	Study Area	4,818	4,968	5,033	5,239	5,398	5,627	5,876
All Persons; Aged 30-44	England & Wales	11,865,700	11,956,800	11,977,143	11,942,818	11,917,538	11,819,542	11,681,700
	Region	608,300	610,000	608,458	605,514	599,113	589,953	579,200
	Local Authority	28,700	29,000	29,110	29,040	28,805	28,552	28,300
	Study Area	7,347	7,696	7,805	7,836	7,825	7,703	7,607
All Persons; Aged 45-64 (Males), 45-59 (Females)	England & Wales	11,150,000	11,270,800	11,380,605	11,487,114	11,614,420	11,776,231	11,858,300
	Region	647,100	654,900	661,251	668,003	672,442	679,204	682,200
	Local Authority	28,600	29,000	29,355	29,700	30,053	30,495	30,800
	Study Area	6,428	6,599	6,817	6,995	7,184	7,455	7,618
All Persons; Aged 65 and Over (Males), 60 and Over (Females)	England & Wales	9,638,900	9,700,100	9,783,291	9,874,668	9,977,169	10,077,070	10,271,200
	Region	584,200	589,200	595,209	601,610	607,609	614,757	626,700
	Local Authority	24,900	25,100	25,440	25,845	26,124	26,469	27,200
	Study Area	5,032	5,207	5,334	5,431	5,535	5,638	5,800
All Persons; of Working Age	England & Wales	32,225,900	32,435,000	32,625,429	32,856,039	33,163,599	33,416,590	33,588,500
	Region	1,739,200	1,749,000	1,759,085	1,772,955	1,780,068	1,789,939	1,796,800
	Local Authority	77,500	78,200	78,807	79,370	79,905	80,520	81,100
	Study Area	18,593	19,263	19,655	20,070	20,407	20,785	21,101

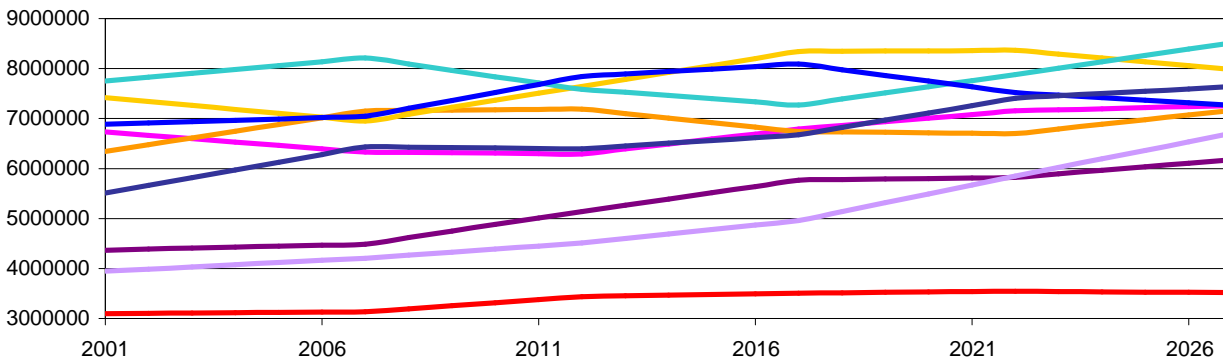
Data Sources

Title	Author	Web Link	Last Updated
Resident Population Mid Year Estimates by Broad Age Band	ONS	http://neighbourhood.statistics.gov.uk/dissemination/LeadHome.do	12-Feb-09

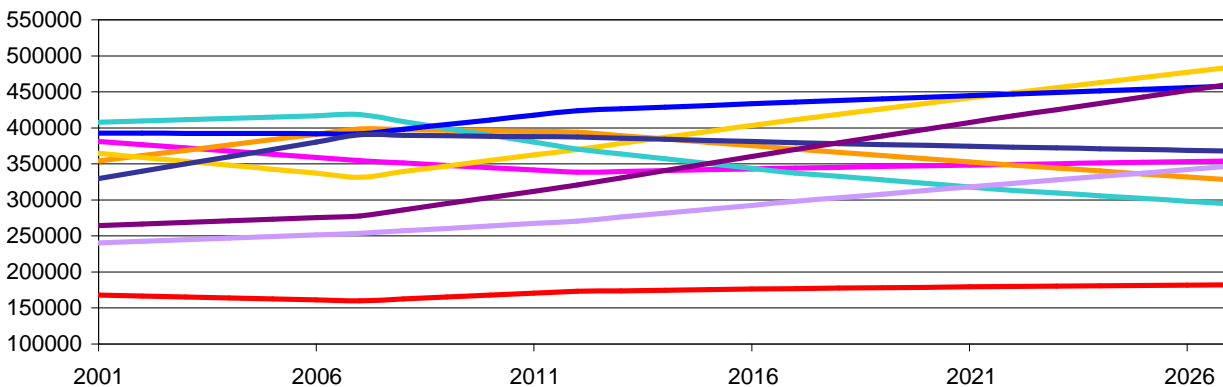
Population Forecasts

		England & Wales	Region	Local Authority	Study Area
2001	Age 0-4	3,094,141	167,903	7,613	1,912
	Age 5-14	6,732,877	381,301	16,941	4,126
	Age 15-24	6,339,520	354,197	14,177	3,271
	Age 25-34	7,418,929	364,658	17,362	4,313
	Age 35-44	7,749,552	407,652	19,190	4,970
	Age 45-54	6,887,096	392,834	17,321	4,010
	Age 55-64	5,507,027	329,766	14,741	3,159
	Age 65-74	4,367,032	264,191	11,367	2,372
	Age 75+	3,945,742	240,583	9,933	1,875
	Total	52,360,000	2,910,200	128,700	30,008
2007	Age 0-4	3,132,814	160,119	7,679	2,745
	Age 5-14	6,329,765	354,448	15,568	5,275
	Age 15-24	7,152,312	398,516	16,081	5,631
	Age 25-34	6,949,130	331,649	15,164	5,750
	Age 35-44	8,213,184	418,357	19,735	7,361
	Age 45-54	7,045,207	391,766	17,755	5,899
	Age 55-64	6,431,426	390,303	17,146	5,267
	Age 65-74	4,488,758	277,590	12,131	3,782
	Age 75+	4,205,671	253,782	10,318	2,890
	Total	53,948,267	2,976,530	131,577	44,600
2012	Age 0-4	3,438,258	173,110	8,458	3,060
	Age 5-14	6,293,603	338,480	14,932	5,205
	Age 15-24	7,187,418	393,897	15,872	5,529
	Age 25-34	7,645,361	370,248	16,857	6,208
	Age 35-44	7,586,899	370,633	18,559	6,969
	Age 45-54	7,841,017	423,905	19,376	6,858
	Age 55-64	6,395,785	387,235	16,672	5,281
	Age 65-74	5,139,862	320,730	13,807	4,303
	Age 75+	4,509,916	270,773	10,917	3,171
	Total	56,038,119	3,049,011	135,450	46,584
2017	Age 0-4	3,508,323	176,984	8,786	3,184
	Age 5-14	6,787,683	344,365	15,355	5,457
	Age 15-24	6,740,311	370,698	14,785	5,237
	Age 25-34	8,338,780	411,569	19,127	6,823
	Age 35-44	7,272,835	337,370	17,078	6,334
	Age 45-54	8,090,665	435,863	20,673	7,540
	Age 55-64	6,673,503	379,426	16,269	5,474
	Age 65-74	5,765,394	370,275	15,483	4,852
	Age 75+	4,960,604	297,925	12,040	3,625
	Total	58,138,098	3,124,475	139,596	48,526
2022	Age 0-4	3,543,811	179,918	9,082	3,260
	Age 5-14	7,155,755	349,417	15,760	5,653
	Age 15-24	6,698,696	348,514	13,788	4,999
	Age 25-34	8,367,587	448,893	21,173	7,442
	Age 35-44	7,879,949	313,391	15,835	5,750
	Age 45-54	7,521,358	447,068	21,941	8,056
	Age 55-64	7,407,200	373,225	15,965	5,635
	Age 65-74	5,824,026	416,534	17,057	5,510
	Age 75+	5,848,176	323,177	13,099	3,989
	Total	60,246,558	3,200,137	143,700	50,294
2027	Age 0-4	3,517,921	182,179	9,352	3,319
	Age 5-14	7,259,471	353,906	16,141	5,758
	Age 15-24	7,163,016	327,729	12,868	4,751
	Age 25-34	7,980,319	484,180	23,141	8,126
	Age 35-44	8,515,765	294,559	14,731	5,236
	Age 45-54	7,261,507	457,834	23,160	8,469
	Age 55-64	7,641,260	367,855	15,718	5,701
	Age 65-74	6,173,049	460,820	18,582	6,220
	Age 75+	6,708,643	346,843	14,112	4,388
	Total	62,220,951	3,275,905	147,805	51,968

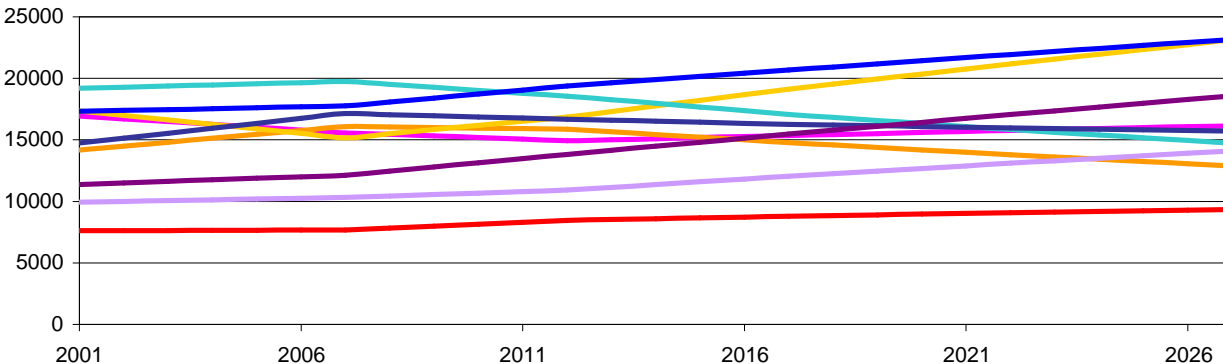
England & Wales Population Projections



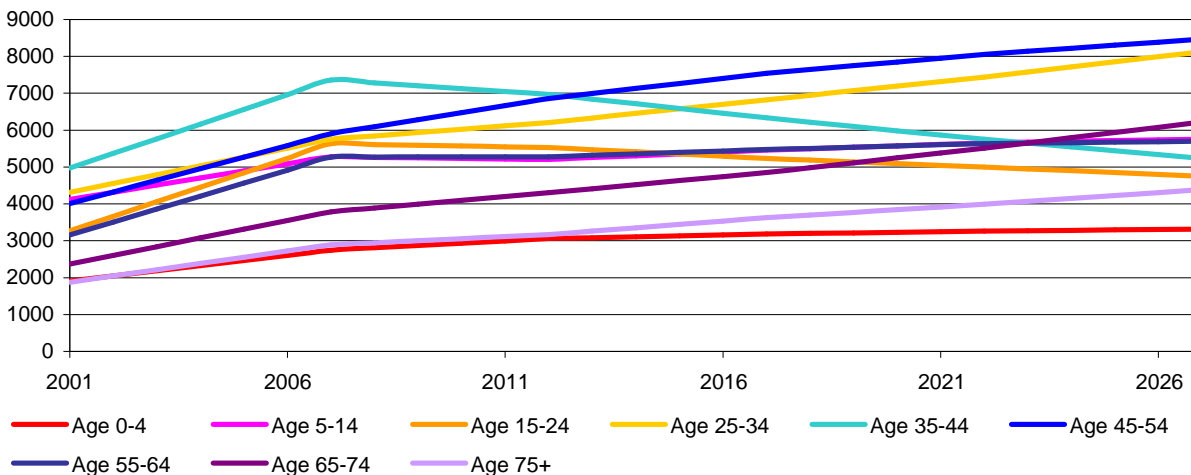
Region Population Projections



Local Authority Population Projections



Study Area Population Projections



Data Sources

Title	Author	Web Link	Last Updated
Population Projections	Experian Retail Planner	https://www.micromarketeronline.co.uk	20-Mar-09

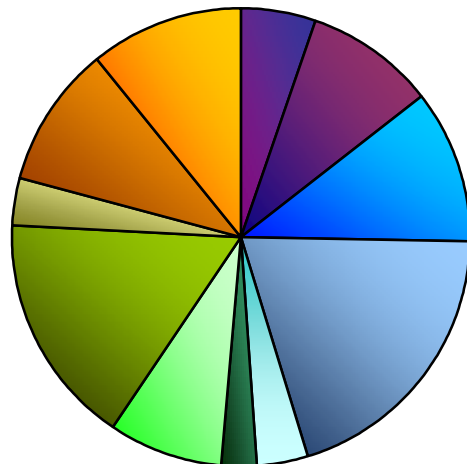
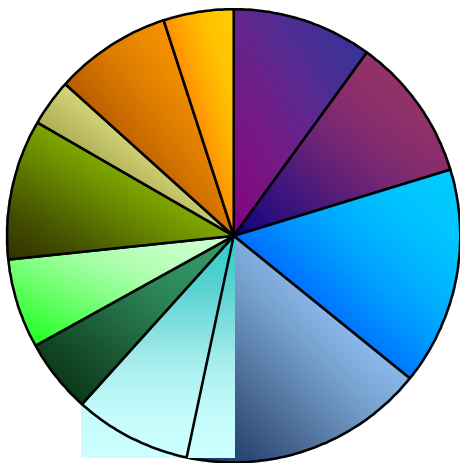
Mosaic Consumer Classification

	England & Wales	Region	Local Authority	Study Area
A Symbols of Success (HH)	2,279,358	66,811	2,671	1,670
A01 Global Connections (HH)	197,802	0	0	0
A02 Cultural Leadership (HH)	220,679	2,197	0	0
A03 Corporate Chieftains (HH)	274,004	5,622	80	80
A04 Golden Empty Nesters (HH)	299,981	10,510	589	334
A05 Provincial Privilege (HH)	365,698	22,670	909	597
A06 High Technologists (HH)	419,737	14,889	527	368
A07 Semi-Rural Seclusion (HH)	501,457	10,923	566	291
B Happy Families (HH)	2,400,157	116,951	9,147	6,032
B08 Just Moving In (HH)	116,448	5,529	205	122
B09 Fledgling Nurseries (HH)	319,483	18,210	2,466	1,937
B10 Upscale New Owners (HH)	305,779	14,786	1,200	810
B11 Families Making Good (HH)	513,598	24,214	2,041	1,174
B12 Middle Rung Families (HH)	607,568	30,733	1,451	903
B13 Burdened Optimists (HH)	494,791	22,588	1,784	1,086
B14 In Military Quarters (HH)	42,490	891	0	0
C Suburban Comfort (HH)	3,587,374	140,491	7,090	3,298
C15 Close to Retirement (HH)	653,015	24,369	931	645
C16 Conservative Values (HH)	662,652	30,670	2,319	1,183
C17 Small Time Business (HH)	719,711	45,247	2,737	708
C18 Sprawling Subtopia (HH)	720,733	22,473	717	448
C19 Original Suburbs (HH)	585,234	17,253	386	314
C20 Asian Enterprise (HH)	246,029	479	0	0
D Ties of Community (HH)	4,047,018	255,801	15,133	2,579
D21 Respectable Rows (HH)	648,122	19,766	800	723
D22 Affluent Blue Collar (HH)	737,316	70,845	4,492	521
D23 Industrial Grit (HH)	952,964	99,030	7,542	907
D24 Coronation Street (HH)	750,836	39,091	1,399	66
D25 Town Centre Refuge (HH)	303,988	22,232	900	362
D26 South Asian Industry (HH)	232,847	1,383	0	0
D27 Settled Minorities (HH)	420,945	3,454	0	0
E Urban Intelligence (HH)	1,864,179	46,339	13	8
E28 Counter Cultural Mix (HH)	366,215	248	0	0
E29 City Adventurers (HH)	341,307	4,005	0	0
E30 New Urban Colonists (HH)	342,801	1,260	0	0
E31 Caring Professionals (HH)	298,428	15,109	13	8
E32 Dinky Developments (HH)	257,267	3,122	0	0
E33 Town Gown Transition (HH)	183,882	16,048	0	0
E34 University Challenge (HH)	74,279	6,547	0	0
F Welfare Borderline (HH)	1,262,020	34,032	879	441
F35 Bedsit Beneficiaries (HH)	100,044	2,314	0	0
F36 Metro Multiculture (HH)	427,283	261	0	0
F37 Upper Floor Families (HH)	409,180	17,745	600	433
F38 Tower Block Living (HH)	82,566	987	0	0
F39 Dignified Dependency (HH)	240,435	12,606	279	8
F40 Sharing a Staircase (HH)	2,512	119	0	0
G Municipal Dependency (HH)	1,444,117	103,752	3,750	1,361
G41 Families on Benefits (HH)	283,327	17,983	346	346
G42 Low Horizons (HH)	577,568	45,769	1,601	138
G43 Ex-industrial Legacy (HH)	583,222	40,000	1,803	877
H Blue Collar Enterprise (HH)	2,307,611	208,483	11,452	1,833
H44 Rustbelt Resilience (HH)	552,101	82,725	7,654	640
H45 Older Right to Buy (HH)	472,885	58,999	2,661	836
H46 White Van Culture (HH)	740,869	35,503	331	194
H47 New Town Materialism (HH)	541,756	31,256	806	163
I Twilight Subsistence (HH)	775,270	43,482	956	387
I48 Old People in Flats (HH)	162,404	7,162	168	0
I49 Low Income Elderly (HH)	297,002	20,632	531	265
I50 Cared for Pensioners (HH)	315,864	15,688	257	122

	England & Wales	Region	Local Authority	Study Area
J Grey Perspectives (HH)	1,922,965	129,642	4,841	1,331
J51 Sepia Memories (HH)	182,853	4,488	236	101
J52 Childfree Serenity (HH)	329,372	6,897	40	0
J53 High Spending Elders (HH)	369,761	24,478	1,312	188
J54 Bungalow Retirement (HH)	308,846	15,407	1,100	448
J55 Small Town Seniors (HH)	655,972	69,696	2,057	594
J56 Tourist Attendants (HH)	76,161	8,676	96	0
K Rural Isolation (HH)	1,147,893	137,465	366	126
K57 Summer Playgrounds (HH)	56,380	9,588	0	0
K58 Greenbelt Guardians (HH)	430,481	13,465	228	126
K59 Parochial Villagers (HH)	320,809	36,094	93	0
K60 Pastoral Symphony (HH)	259,403	48,560	0	0
K61 Upland Hill Farmers (HH)	80,820	29,758	45	0

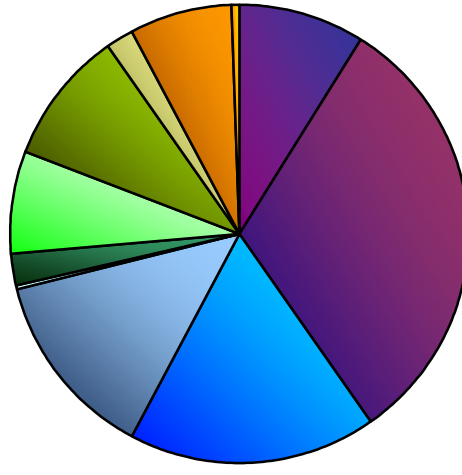
England & Wales

Region



Local Authority

Study Area



- A Symbols of Success (HH)
- B Happy Families (HH)
- C Suburban Comfort (HH)
- D Ties of Community (HH)
- E Urban Intelligence (HH)
- F Welfare Borderline (HH)
- G Municipal Dependency (HH)
- H Blue Collar Enterprise (HH)
- I Twilight Subsistence (HH)
- J Grey Perspectives (HH)
- K Rural Isolation (HH)

Data Sources

Title	Author	Web Link	Last Updated
Mosaic Consumer Classification	Experian Retail Planner	https://www.micromarketeronline.co.uk	20-Mar-09

Retail Expenditure

Comparison Expenditure

	England Wales				Region				Local Authority				Study Area			
	Total		Per Household		Total		Per Household		Total		Per Household		Total		Per Household	
	£m	%	£	%	£m	%	£	%	£m	%	£	%	£	%	£	%
Clothing materials and garments	£4,818.31	1.71	£2,960	22.07	£1,946.68	23.18	£1,517	23.18	£85.17	23.14	£1,513	23.14	£1,696.59	23.75	£1,697	23.75
Shoes and other footwear	£17,366.22	0.00	£417	3.11	£266.67	3.18	£208	3.18	£11.68	3.17	£207	3.17	£222.20	3.11	£222	3.11
Games, toys and hobbies; sport and camping; musical instruments	£13,320.93	0.00	£1,612	12.02	£1,109.53	13.21	£865	13.21	£50.93	13.83	£905	13.83	£975.32	13.65	£975	13.65
Audio-visual, photographic and information processing equipment	£5,016.01	0.00	£1,022	7.62	£558.52	6.65	£435	6.65	£24.32	6.61	£432	6.61	£468.76	6.56	£469	6.56
Household textiles	£14,716.81	0.00	£458	3.42	£310.76	3.70	£242	3.70	£12.87	3.50	£229	3.50	£259.61	3.63	£260	3.63
Appliances for personal care	£6,703.13	0.00	£1,283	9.57	£827.26	9.85	£645	9.85	£36.70	9.97	£652	9.97	£710.02	9.94	£710	9.94
Recording media	£6,457.36	0.00	£524	3.91	£294.56	3.51	£230	3.51	£12.98	3.53	£231	3.53	£234.66	3.28	£235	3.28
Materials for maintenance and repair of the dwelling	£379.75	0.00	£577	4.30	£382.37	4.55	£298	4.55	£16.16	4.39	£287	4.39	£308.93	4.32	£309	4.32
Major tools and equipment	£3,044.62	0.00	£31	0.23	£18.77	0.22	£15	0.22	£0.80	0.22	£14	0.22	£16.74	0.23	£17	0.23
Small tools and miscellaneous accessories	£1,231.88	0.00	£249	1.86	£148.64	1.77	£116	1.77	£6.06	1.65	£108	1.65	£127.54	1.79	£128	1.79
Bicycles	£16,612.62	0.00	£108	0.81	£70.15	0.84	£55	0.84	£3.05	0.83	£54	0.83	£54.57	0.76	£55	0.76
Furniture and furnishings; carpets and other floor coverings	£315.48	0.00	£1,363	10.16	£817.65	9.74	£637	9.74	£36.55	9.93	£649	9.93	£690.77	9.67	£691	9.67
10% of Non-Durable household goods	£2,091.01	0.00	£26	0.20	£16.23	0.19	£13	0.19	£0.72	0.20	£13	0.20	£13.44	0.19	£13	0.19
Other personal effects	£3,988.58	0.00	£168	1.25	£98.24	1.17	£77	1.17	£4.32	1.17	£77	1.17	£83.68	1.17	£84	1.17
Jewellery, clocks and watches	£4,439.87	0.00	£319	2.38	£185.26	2.21	£144	2.21	£8.68	2.36	£154	2.36	£157.07	2.20	£157	2.20
Glassware, tableware and household utensils	£6,419.64	0.00	£365	2.72	£218.83	2.61	£171	2.61	£9.21	2.50	£164	2.50	£192.07	2.69	£192	2.69
Books and stationery	£3,449.19	0.00	£530	3.95	£319.68	3.81	£249	3.81	£13.22	3.59	£235	3.59	£258.80	3.62	£259	3.62
Gardens, plants and flowers	£3,486.50	0.00	£247	1.84	£120.74	1.44	£94	1.44	£4.98	1.35	£88	1.35	£101.15	1.42	£101	1.42
Medical goods and other pharmaceutical products	£2,515.05	0.00	£286	2.13	£171.58	2.04	£134	2.04	£7.41	2.01	£132	2.01	£141.88	1.99	£142	1.99
Pets and related products	£3,105.36	0.00	£235	1.75	£162.42	1.93	£127	1.93	£7.02	1.91	£125	1.91	£130.83	1.83	£131	1.83
Therapeutic appliances and equipment	£4,552.10	0.00	£278	2.07	£184.15	2.19	£144	2.19	£8.11	2.20	£144	2.20	£164.52	2.30	£165	2.30

11:29 AM 04/09/2009

Report.xls Version 1.2

23 Fuzton Lake, Shirwell Crescent, Milton Keynes, MK4 1GA

01908 508200

Major household appliances (electric or not)	£472.59	0.00	£321	2.40	£152.83	1.82	£119	1.82	£6.49	1.76	£115	1.76	£120.10	1.68	£120	1.68
Small electrical household appliances	£157,847.69	0.00	£33	0.25	£15.89	0.19	£12	0.19	£0.70	0.19	£12	0.19	£14.74	0.21	£15	0.21
Total Comparison	£282,350.70	-	£13,413.68	-	£8,397.42	-	£6,543.89	-	£368.13	-	£6,539.01	-	£7,143.99	-	£7,143.99	-

Convenience Expenditure

	England Wales				Region				Local Authority				Study Area			
	Total		Per Household		Total		Per Household		Total		Per Household		Total		Per Household	
	£m	%	£	%	£m	%	£	%	£m	%	£	%	£m	%	£	%
Tobacco	£8,068.44	8.82	£836.12	10.70	£634.44	12.89	£494.40	12.89	£28.65	13.28	£508.92	13.28	£8.98	11.98	£466.29	11.75
Newspapers and periodicals	£3,785.59	4.14	£317.76	4.06	£196.03	3.98	£152.76	3.98	£8.54	3.96	£151.68	3.96	£2.90	3.88	£152.95	3.86
Alcohol (off-trade)	£11,372.60	12.43	£986.84	12.62	£632.84	12.85	£493.16	12.85	£26.78	12.41	£475.68	12.41	£9.68	12.92	£513.71	12.95
Food and non-alcoholic beverages	£65,452.04	71.52	£5,439.04	69.58	£3,314.31	67.31	£2,582.75	67.31	£145.33	67.35	£2,581.47	67.35	£51.11	68.20	£2,713.05	68.39
90% of Non-Durable household goods	£2,839.21	3.10	£237.62	3.04	£146.06	2.97	£113.82	2.97	£6.50	3.01	£115.41	3.01	£2.27	3.03	£120.92	3.05
Total Convenience	£91,517.89	-	£7,817.36	-	£4,923.68	-	£3,836.88	-	£215.80	-	£3,833.15	-	£74.94	-	£3,966.92	-

Other Aggregations

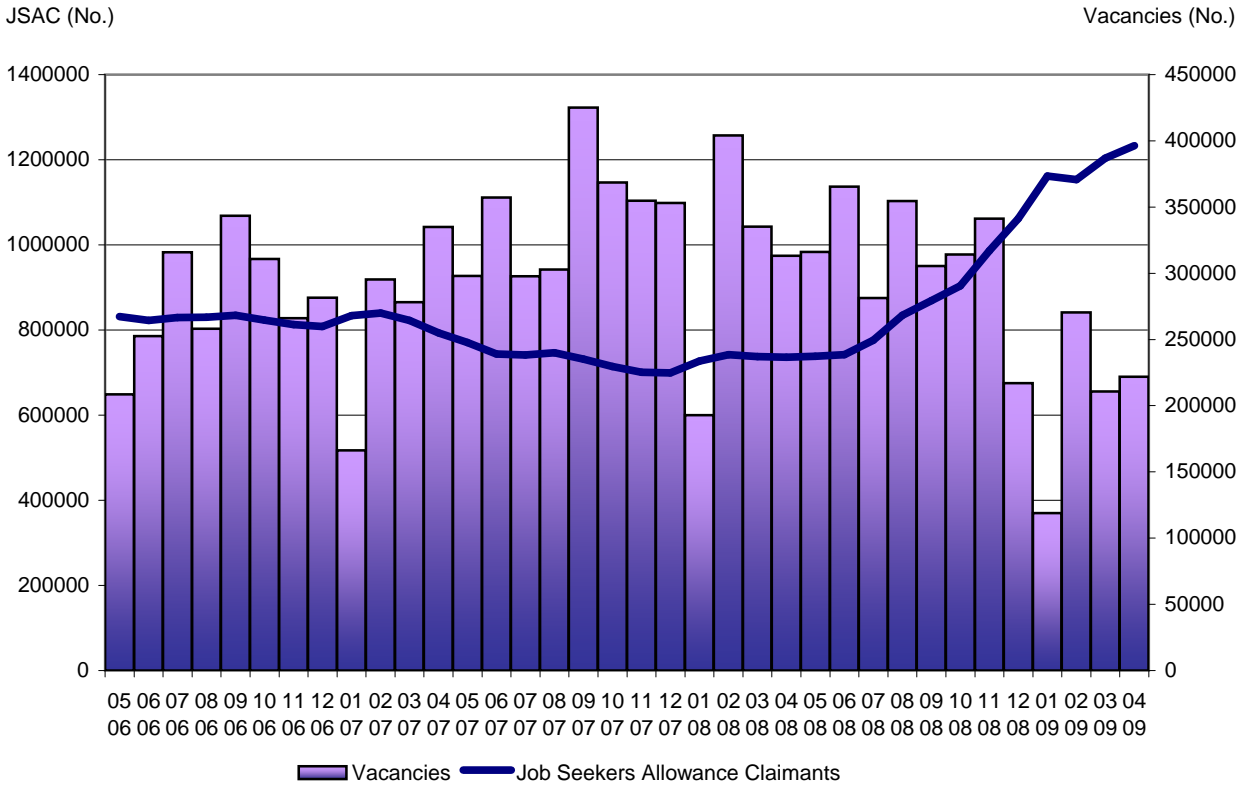
	England Wales				Region				Local Authority				Study Area			
	Total		Per Household		Total		Per Household		Total		Per Household		Total		Per Household	
	£m	%	£	%	£m	%	£	%	£m	%	£	%	£m	%	£	%
Core DIY Goods excluding gardening	£11,858.49	24.64	£1,020.11	26.58	£647.77	29.23	£504.79	29.23	£27.39	28.51	£486.59	28.51	£10.05	28.90	£535.71	29.00
Other Bulky Goods	£32,824.38	68.20	£2,570.11	66.98	£1,447.24	65.32	£1,127.80	65.32	£63.71	66.31	£1,131.58	66.31	£22.83	65.64	£1,210.54	65.53
Gardens, plants and flowers	£3,449.19	7.17	£247.09	6.44	£120.74	5.45	£94.09	5.45	£4.98	5.18	£88.45	5.18	£1.90	5.46	£101.15	5.48
Total Other Aggregations	£48,132.06	-	£3,837.31	-	£2,215.76	-	£1,726.68	-	£96.08	-	£1,706.62	-	£34.79	-	£1,847.41	-

Data Sources

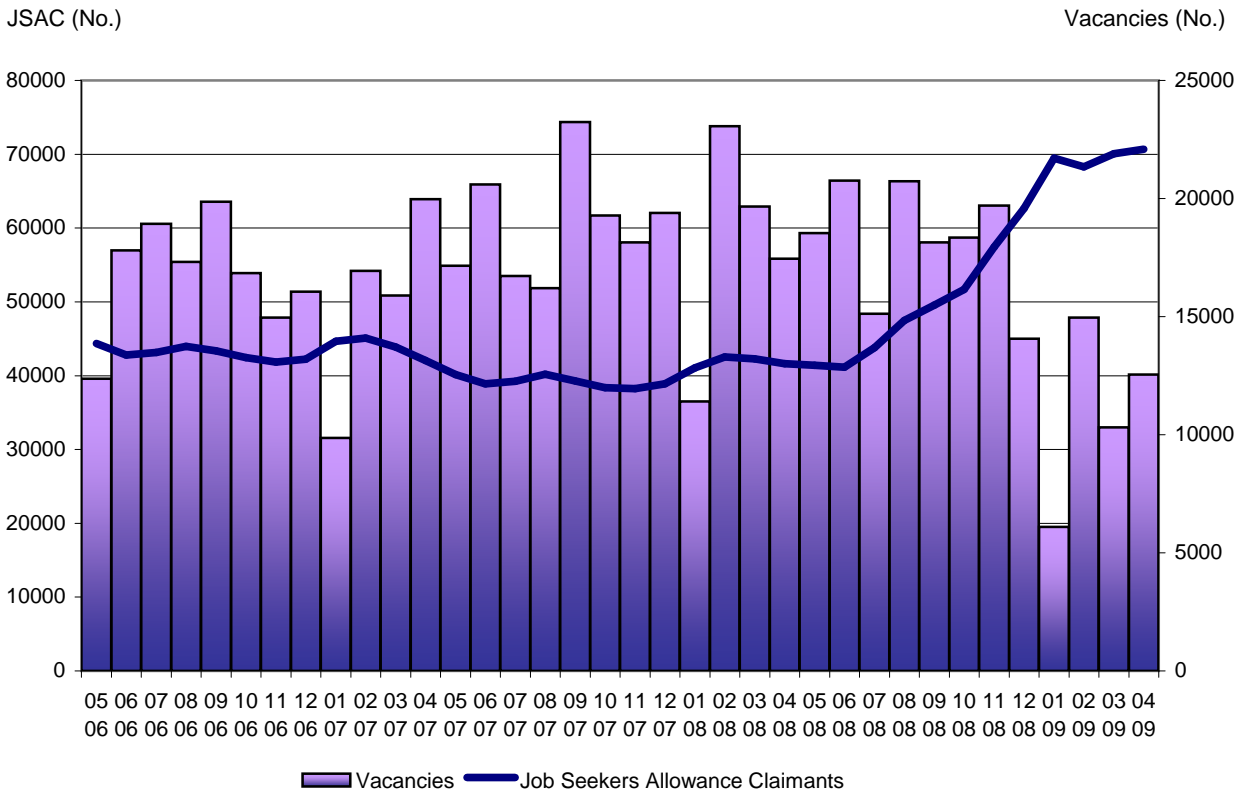
Title	Author	Web Link	Last Updated
Population Projections	Experian Retail Planner	https://www.micromarketeronline.co.uk	20-Mar-09

Job Seeker Allowance Claimants & Vacancies

England & Wales



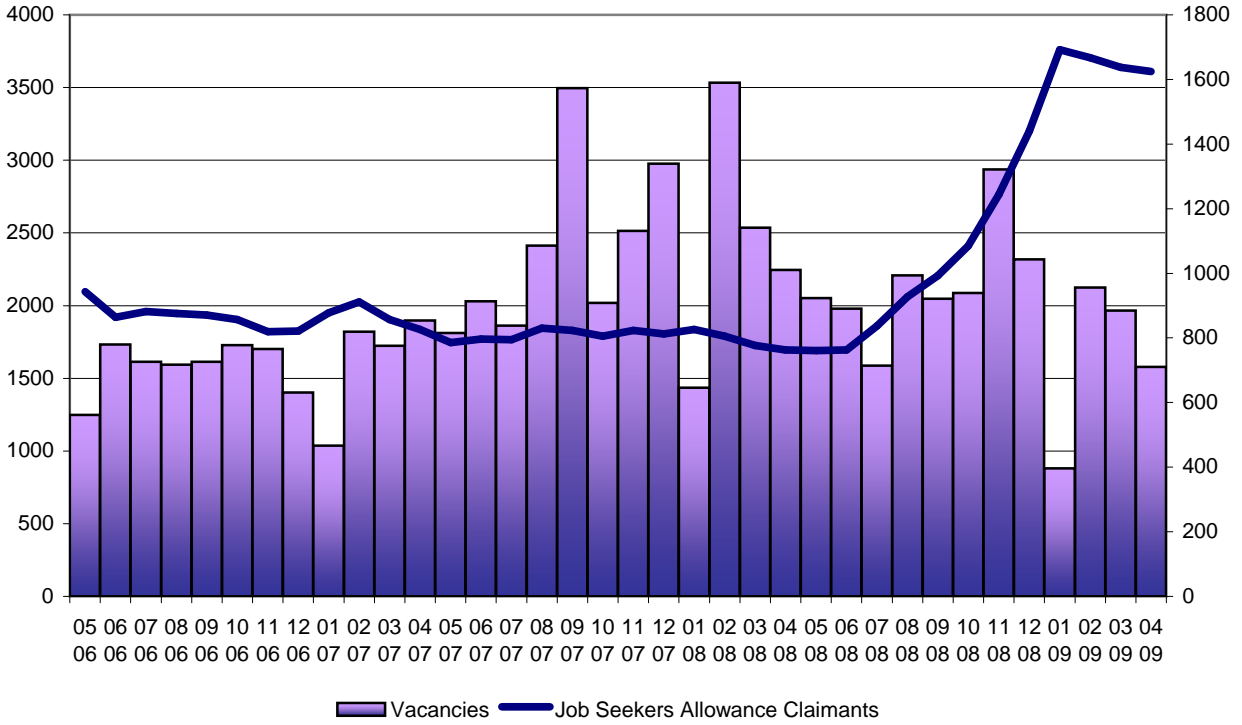
Region



Local Authority

JSAC (No.)

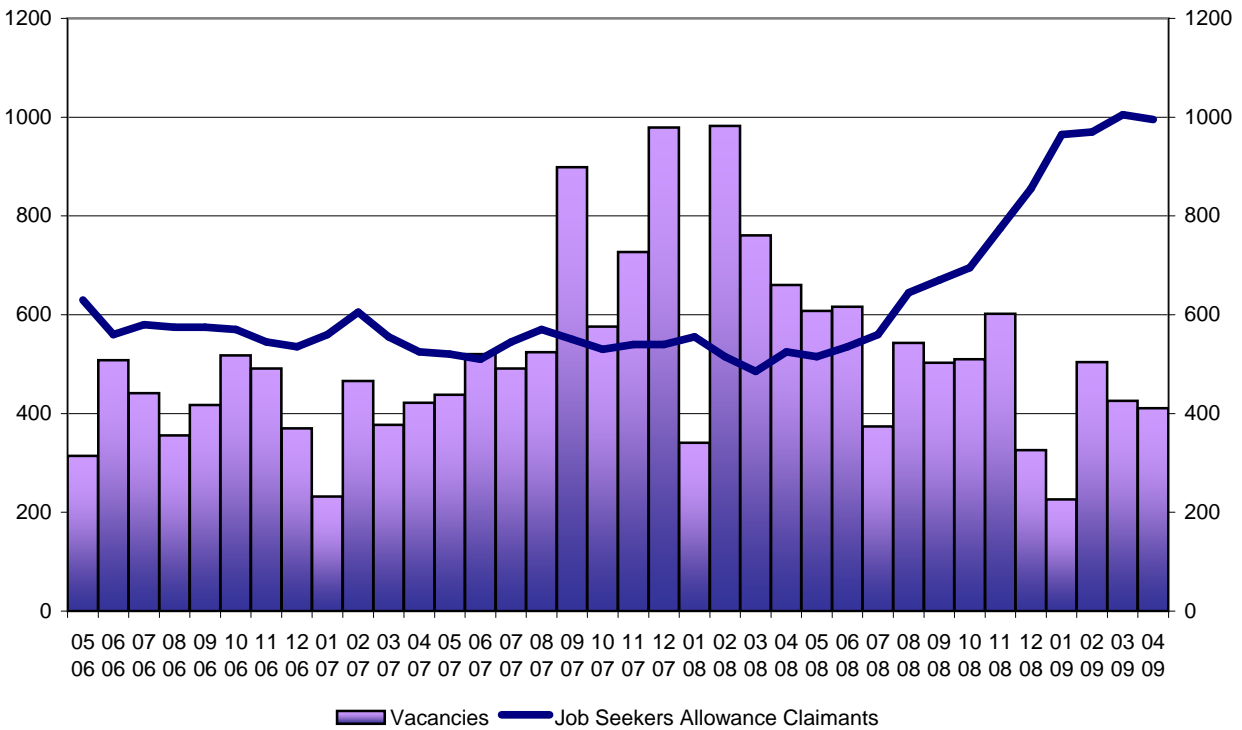
Vacancies



Study Area

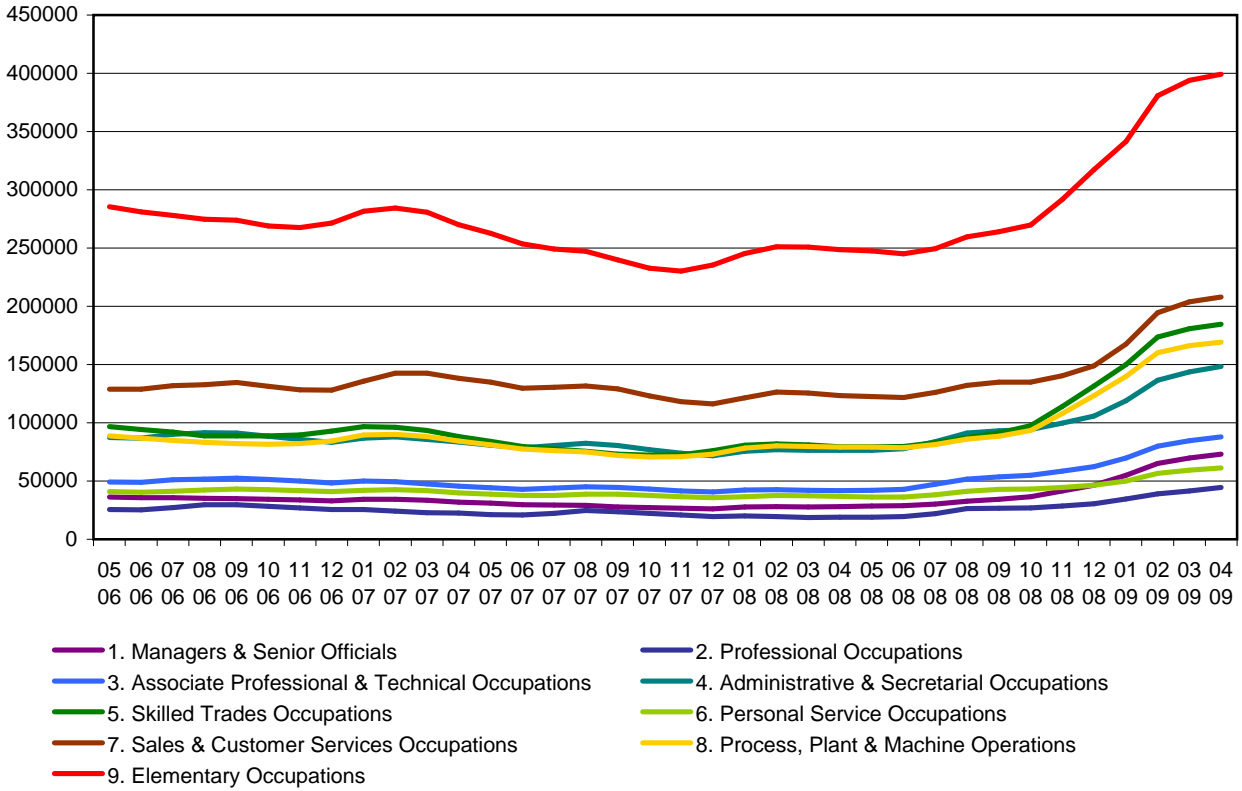
JSAC (No.)

Claimants

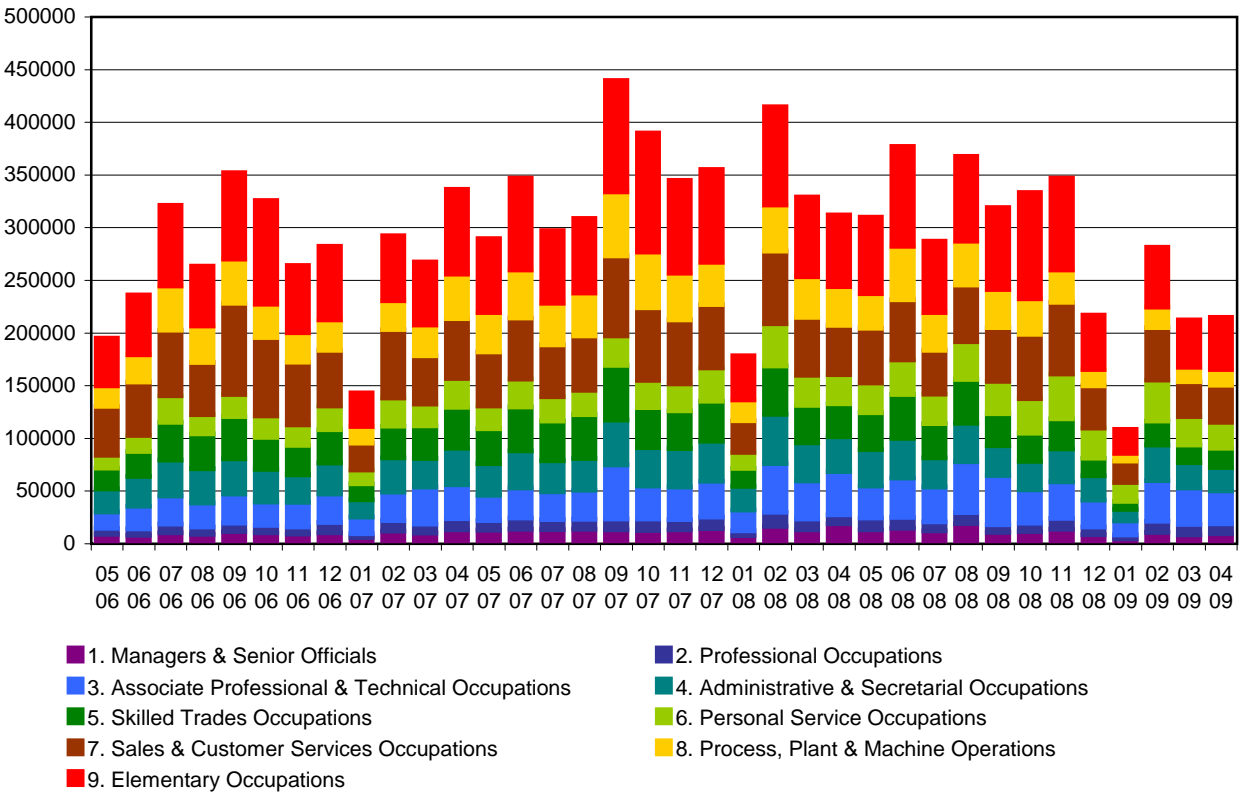


England & Wales Claimants and Vacancies by Occupation

Claimants by Occupation Sought

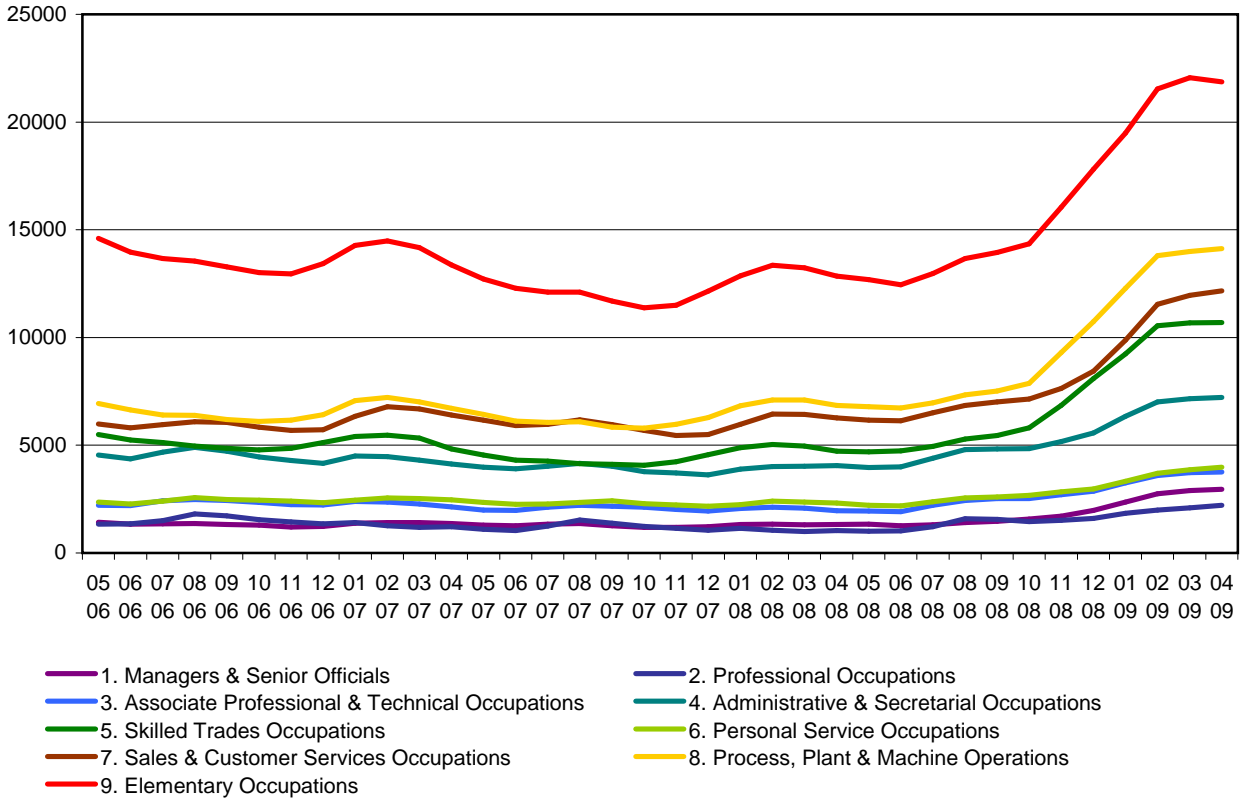


Vacancies by Occupation

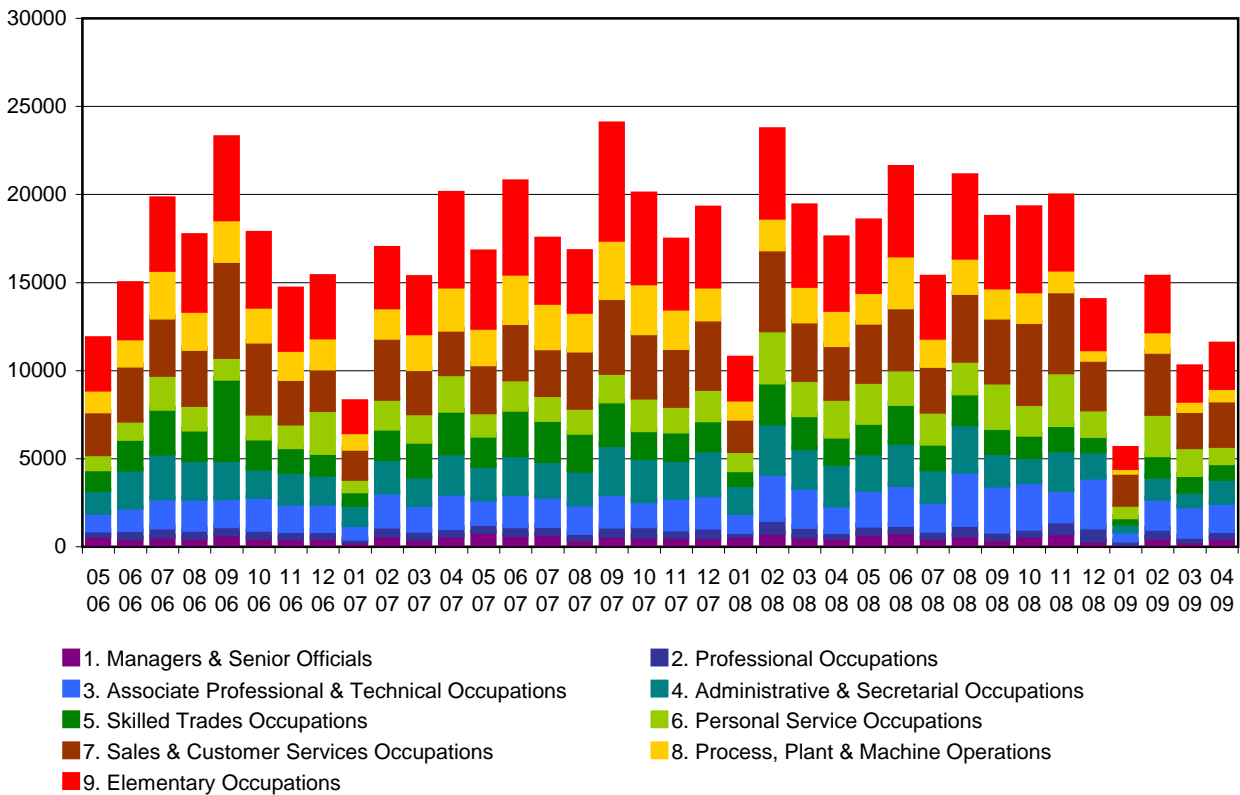


Region Claimants and Vacancies by Occupation

Claimants by Occupation Sought

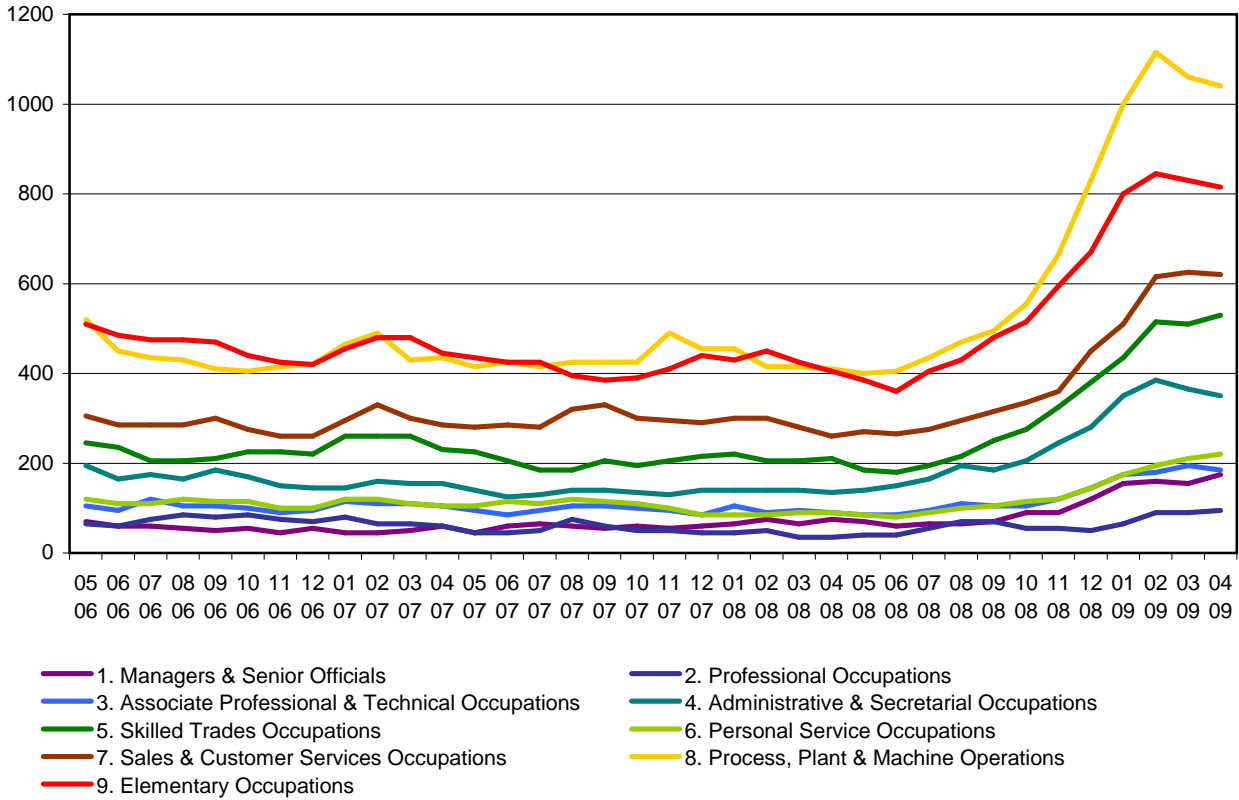


Vacancies by Occupation

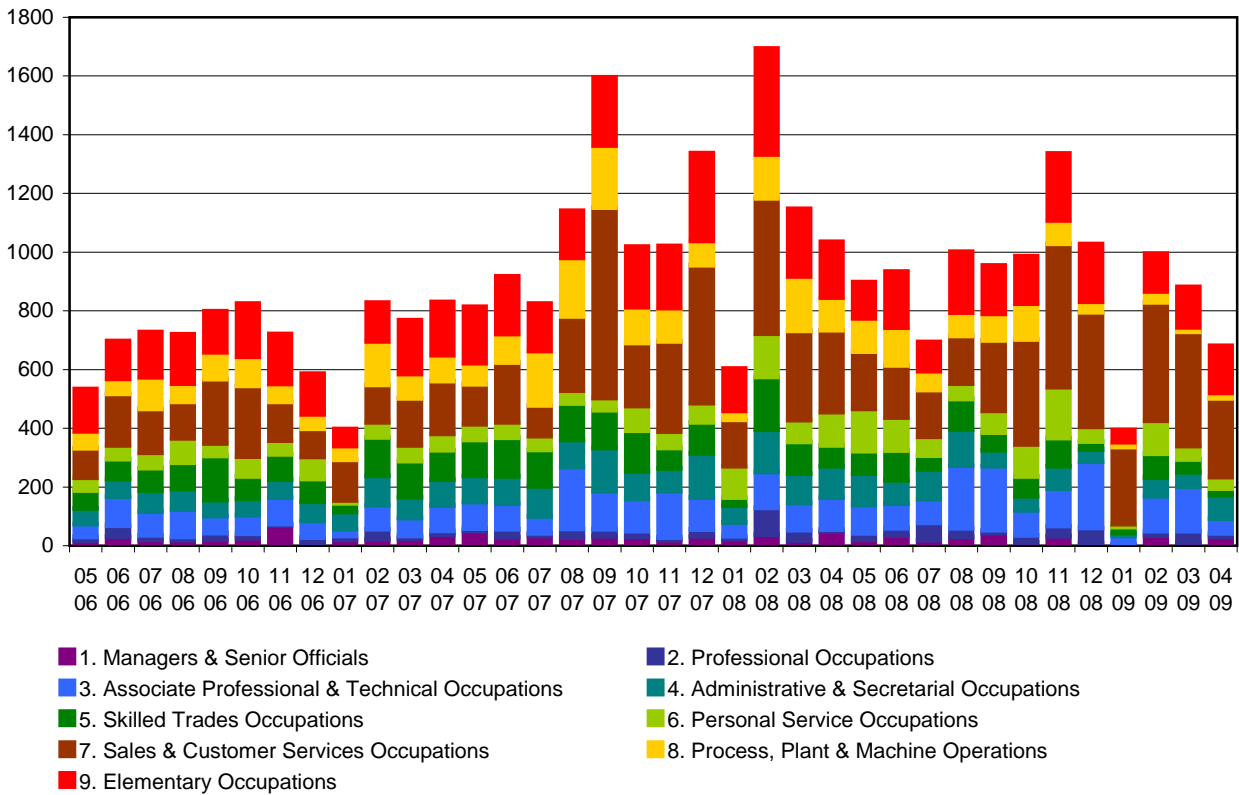


Local Authority Claimants and Vacancies by Occupation

Claimants by Occupation Sought

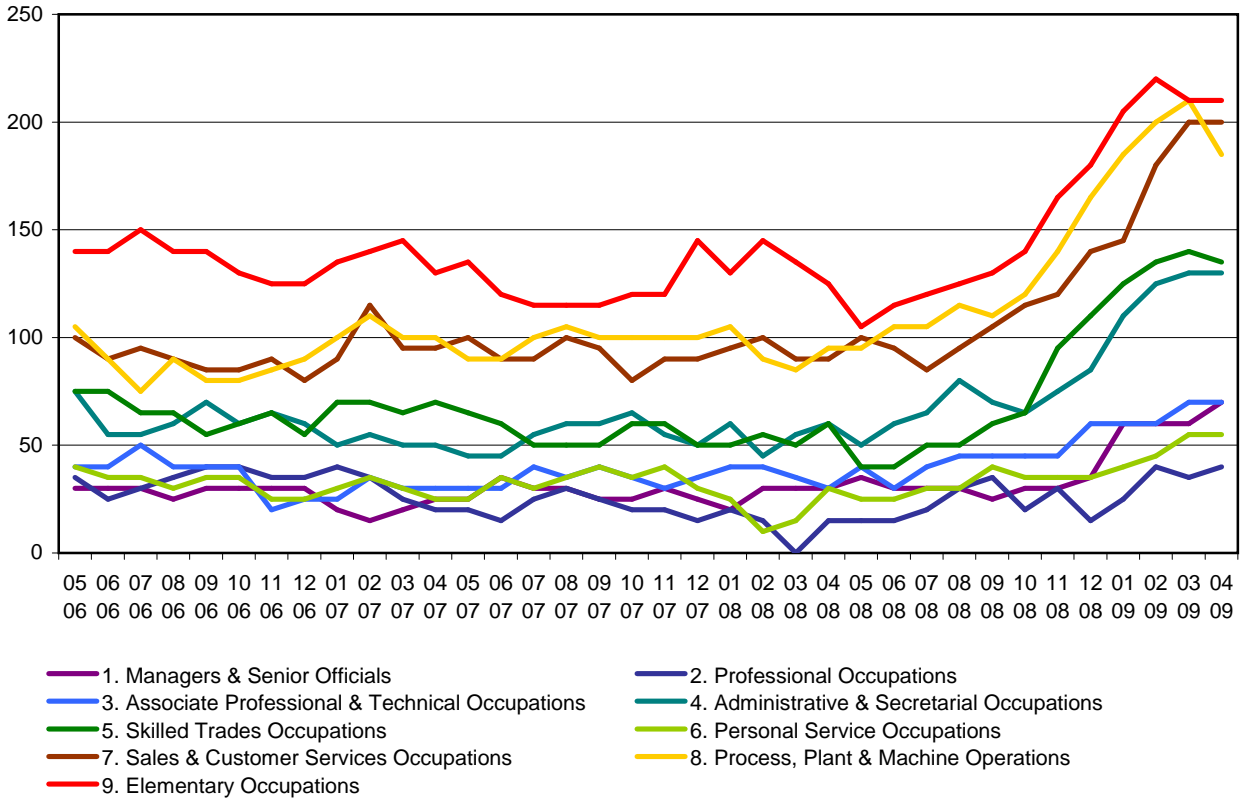


Vacancies by Occupation

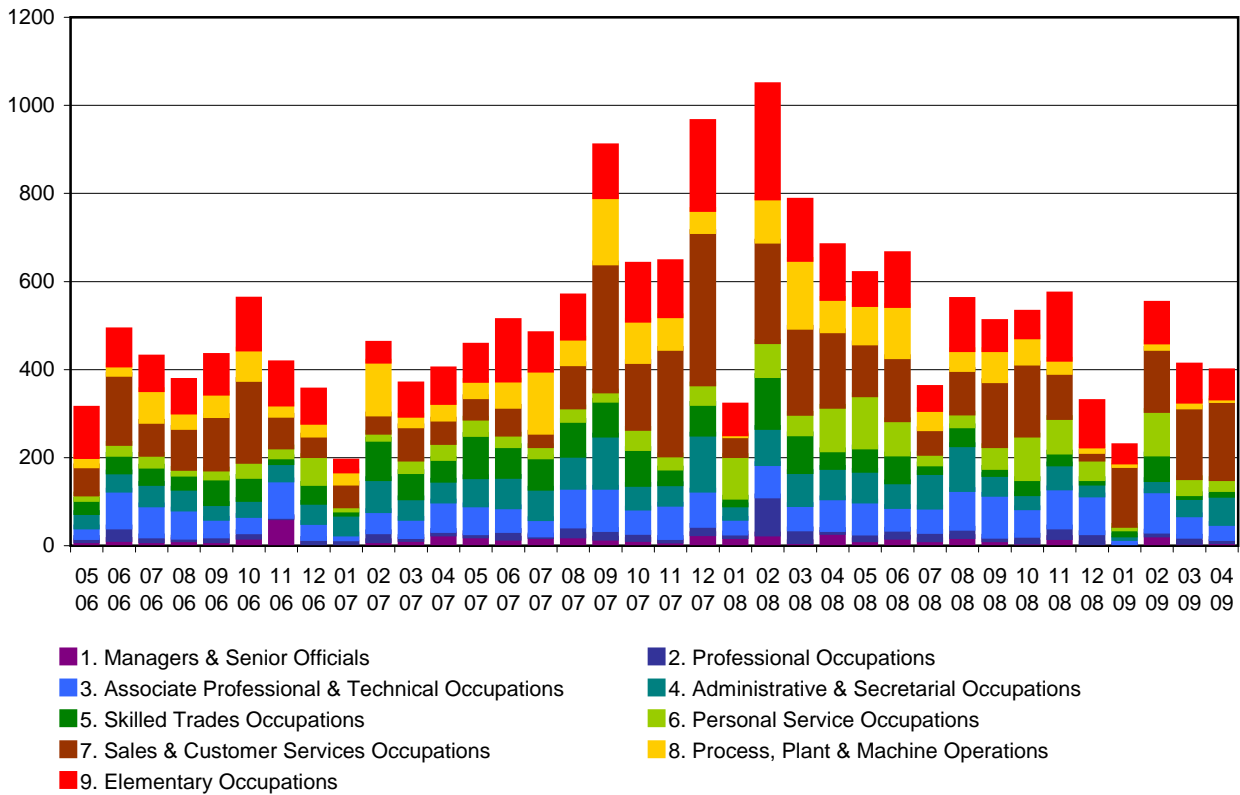


Study Area Claimants and Vacancies by Occupation

Claimants by Occupation Sought



Vacancies by Occupation



Data Sources

Title	Author	Web Link	Last Updated
Jobseekers Claimant Count	NOMIS	https://www.nomisweb.co.uk/	20-Mar-09
Job Centre Plus Vacancies	NOMIS	https://www.nomisweb.co.uk/	20-Mar-09