

Location Analyst

UK



## Harleston - 10 mins

### Detailed Projections

18 September, 2018

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Describing Harleston - 10 mins (10 Minutes) in relation to South Norfolk  
Creation Date: September 18, 2018

## What does this report show?

This report shows the residential population, population by gender and population by age bands for the following

- Backcast estimates for years 2011 - 2015
- Current estimates for year 2016
- Forecasts for years 2017 - 2026

The report is particularly useful for trend analysis and for identifying changes and potential patterns in the study area.

## What data sources are used?

Population Projections - Population change is an important element in fluctuations in consumer demand. Experian's population projections give a valuable insight into future demand in local areas, enabling you to predict future business performance, and plan accordingly.

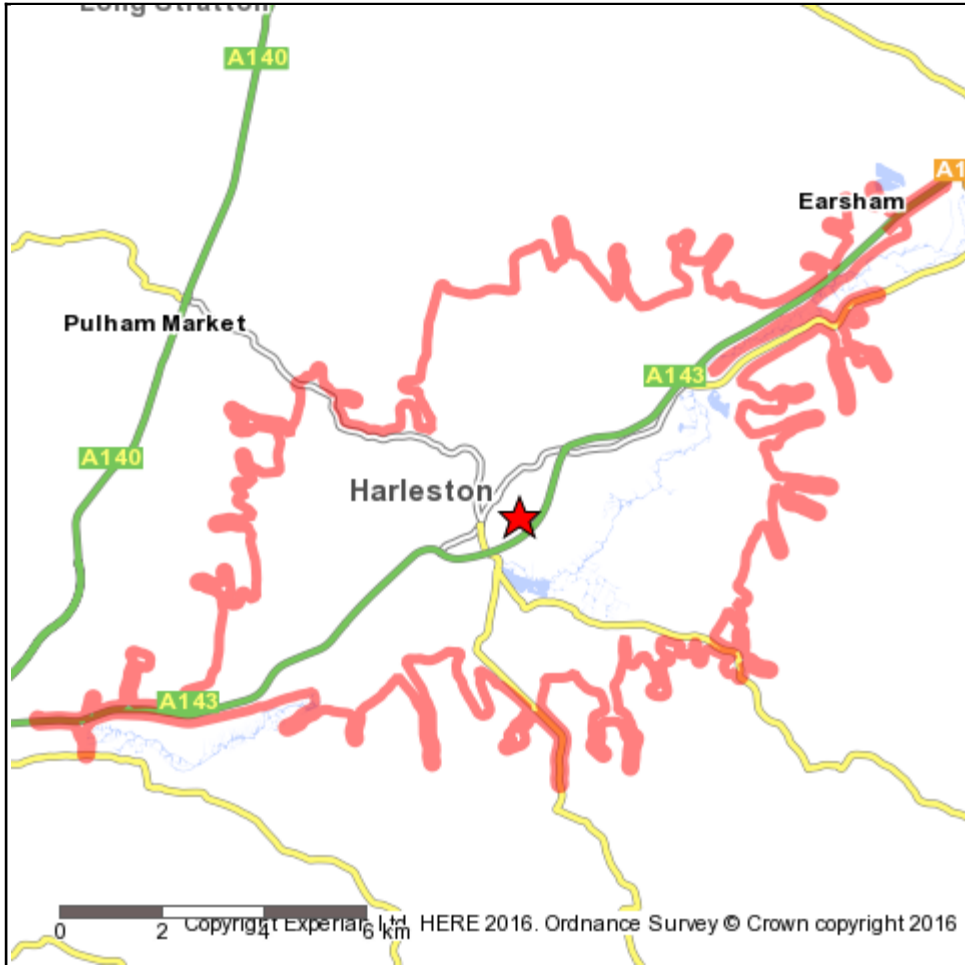
Population Backcasts - Population and household backcasts provide improved estimates of the number of households and the resident population for each year from 2015 back to 2011 . Population estimates are also split by gender and 20 age bands.

## Area Summary

	Residential Population	Household	
Backcast estimate ( 2011 )	10,186	4,464	
Current estimate ( 2016 )	10,530	4,726	
Projection estimate ( 2021 )	11,111	4,969	
Population by Gender	Males	Females	
Backcast estimate ( 2011 )	49.25 %	50.75 %	
Current estimate ( 2016 )	49.60 %	50.40 %	
Projection estimate ( 2021 )	49.71 %	50.29 %	
Population by Gender (split by Top Age Band)	Males	Females	Top Age Band
Backcast estimate ( 2011 )	46.98 %	53.02 %	Age 60-64
Current estimate ( 2016 )	50.00 %	50.00 %	Age 65-69
Projection estimate ( 2021 )	50.35 %	49.65 %	Age 70-74

Describing Harleston - 10 mins (10 Minutes) in relation to South Norfolk  
Creation Date: September 18, 2018

Area Map



**Geography Selection:**  
Harleston - 10 mins (10 Minutes)

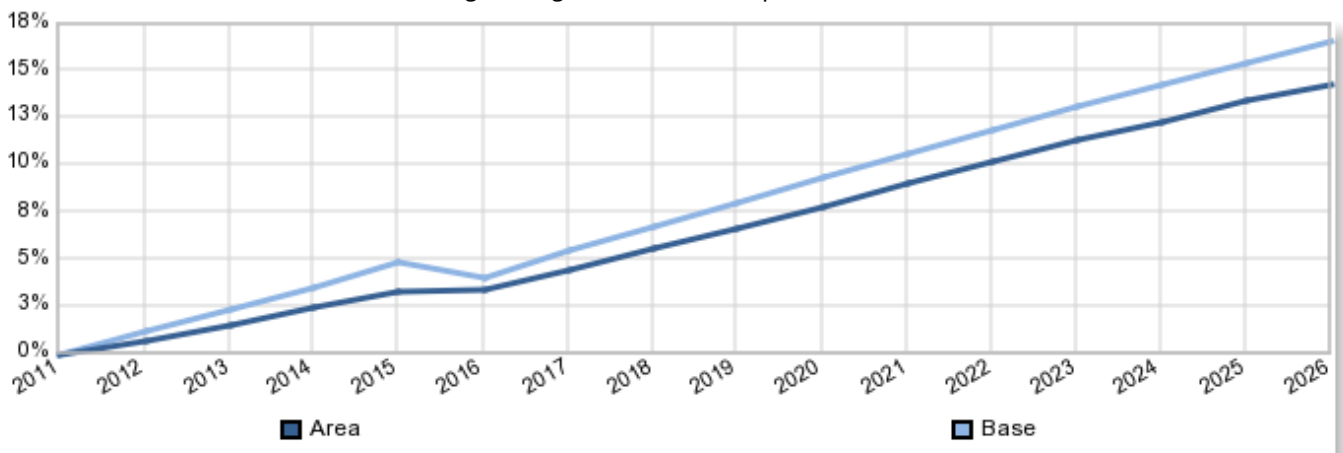
**Boundary Colour:**  
**N** Geography Selection

Mapping data: © 2016 HERE.  
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Date: 18/09/18

This table shows how the residential population has changed over the past 5 years, the current estimate of the population and how it is predicted to change over the next 10 years.

Year	Area	Base	% Change in Area from 2011	% Change in Base from 2011
<b>Residential population change over the past five years</b>				
2011	10,186	129,190	0.00	0.00
2012	10,258	130,715	0.70	1.18
2013	10,338	132,324	1.49	2.43
2014	10,443	133,790	2.52	3.56
2015	10,525	135,509	3.33	4.89
<b>Current residential population</b>				
2016	10,530	134,519	3.38	4.12
<b>Residential population change in the next ten years</b>				
2017	10,646	136,208	4.51	5.43
2018	10,759	137,896	5.62	6.74
2019	10,868	139,565	6.70	8.03
2020	10,985	141,223	7.84	9.31
2021	11,111	142,908	9.08	10.62
2022	11,225	144,568	10.20	11.90
2023	11,343	146,175	11.36	13.15
2024	11,444	147,742	12.35	14.36
2025	11,549	149,232	13.38	15.51
2026	11,643	150,650	14.30	16.61

Percentage Change in Residential Population from 2011

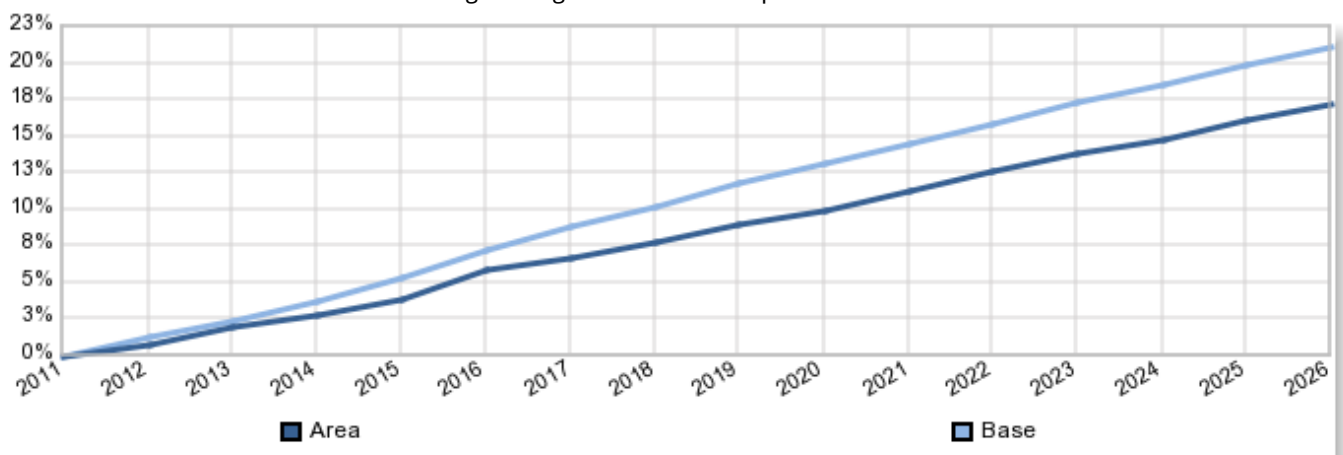


In 2011 the total residential population estimate was 10,186 in your target area, compared to the base estimate of 129,190. In 2016 the population was estimated to be 10,530, which is a change of 3.38 % from 2011 . For comparison, the base area has changed by 4.12 % . By 2026 the area population is estimated to be 11,643, which is a change of 14.30 % from 2011 . The base population in 2026 is estimated to be 150,650, which is a change of 16.61 % from 2011 .

This table shows how the household population has changed over the past 5 years, the current estimate of the household population and how it is predicted to change over the next 10 years.

Year	Area	Base	% Change in Area from 2011	% Change in Base from 2011
<b>Household population change over the past five years</b>				
2011	4,464	53,339	0.00	0.00
2012	4,496	54,003	0.71	1.24
2013	4,551	54,666	1.94	2.49
2014	4,587	55,340	2.75	3.75
2015	4,633	56,190	3.78	5.35
<b>Current household population</b>				
2016	4,726	57,254	5.86	7.34
<b>Household population change in the next ten years</b>				
2017	4,761	58,043	6.65	8.82
2018	4,813	58,824	7.81	10.28
2019	4,863	59,610	8.92	11.76
2020	4,910	60,350	9.98	13.14
2021	4,969	61,073	11.31	14.50
2022	5,027	61,804	12.61	15.87
2023	5,080	62,516	13.79	17.21
2024	5,128	63,227	14.88	18.54
2025	5,186	63,915	16.17	19.83
2026	5,231	64,593	17.18	21.10

Percentage Change in Household Population from 2011

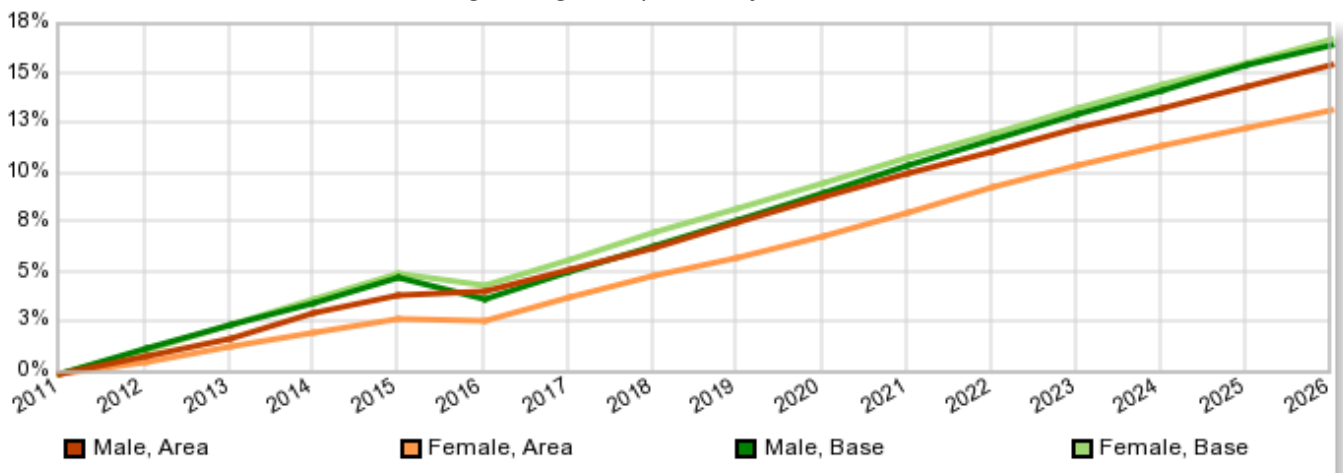


In 2011 the total household estimate was 4,464 in your target area, compared to the base estimate of 53,339. In 2016 the number of households was estimated to be 4,726, which is a change of 5.86 % from 2011 . For comparison, the base area has changed by 7.34 %. By 2026 the household count is estimated to be 5,231, which is a change of 17.18 % from 2011 . The base household count in 2026 is estimated to be 64,593, which is a change of 21.10 % from 2011 .

This table shows how the residential population has changed over the past 5 years, the current estimate of the population and how it is predicted to change over the next 10 years split by Gender.

Year	Males in Area	Males in Base	Females in Area	Females in Base	% Change in Males since 2011 (Area)	% Change in Males since 2011 (Base)	% Change in Females since 2011 (Area)	% Change in Females since 2011 (Base)
<b>Residential population change over the past five years split by gender</b>								
2011	5,017	63,076	5,169	66,114	N/A	N/A	N/A	N/A
2012	5,057	63,861	5,201	66,854	0.80	1.24	0.61	1.12
2013	5,101	64,591	5,237	67,733	1.68	2.40	1.31	2.45
2014	5,169	65,277	5,274	68,513	3.03	3.49	2.03	3.63
2015	5,213	66,086	5,313	69,423	3.91	4.77	2.77	5.01
<b>Current residential population split by gender</b>								
2016	5,222	65,471	5,308	69,048	4.10	3.80	2.68	4.44
<b>Residential population change in the next ten years split by gender</b>								
2017	5,278	66,299	5,367	69,909	5.21	5.11	3.83	5.74
2018	5,336	67,131	5,423	70,765	6.35	6.43	4.92	7.03
2019	5,396	67,960	5,473	71,605	7.55	7.74	5.87	8.31
2020	5,459	68,802	5,525	72,421	8.82	9.08	6.89	9.54
2021	5,524	69,645	5,587	73,263	10.10	10.41	8.09	10.81
2022	5,576	70,469	5,649	74,099	11.14	11.72	9.29	12.08
2023	5,633	71,269	5,710	74,906	12.29	12.99	10.46	13.30
2024	5,685	72,049	5,760	75,693	13.31	14.23	11.42	14.49
2025	5,741	72,783	5,808	76,449	14.43	15.39	12.36	15.63
2026	5,794	73,485	5,849	77,165	15.49	16.50	13.15	16.72

Percentage Change in Population by Gender from 2011

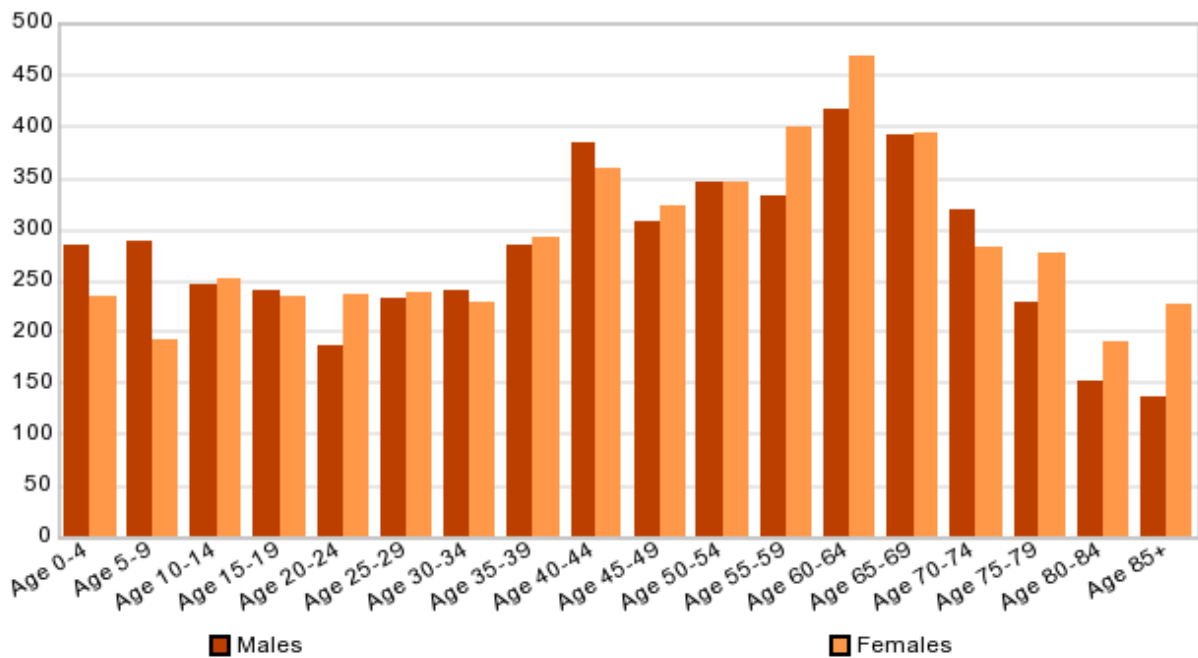


In 2011 the population estimate was 10,186 in your target area. This was made up of 49.25 % males and 50.75 % females. For comparison, the base percentages are 48.82 % and 51.18 % respectively. In 2016 the gender split was 49.60 % males and 50.40 % females, which is a percentage change of 4.10 % for males and 2.68 % for females from 2011 . The base area has changed by 3.80 % for males and 4.44 % for females. In 2026 the population gender split is estimated to be 49.76 % males and 50.24 % females. This is a change of 15.49 % and 13.15 % respectively from 2011 . The base populations are estimated to change by 16.50 % for males and 16.72 % for females.

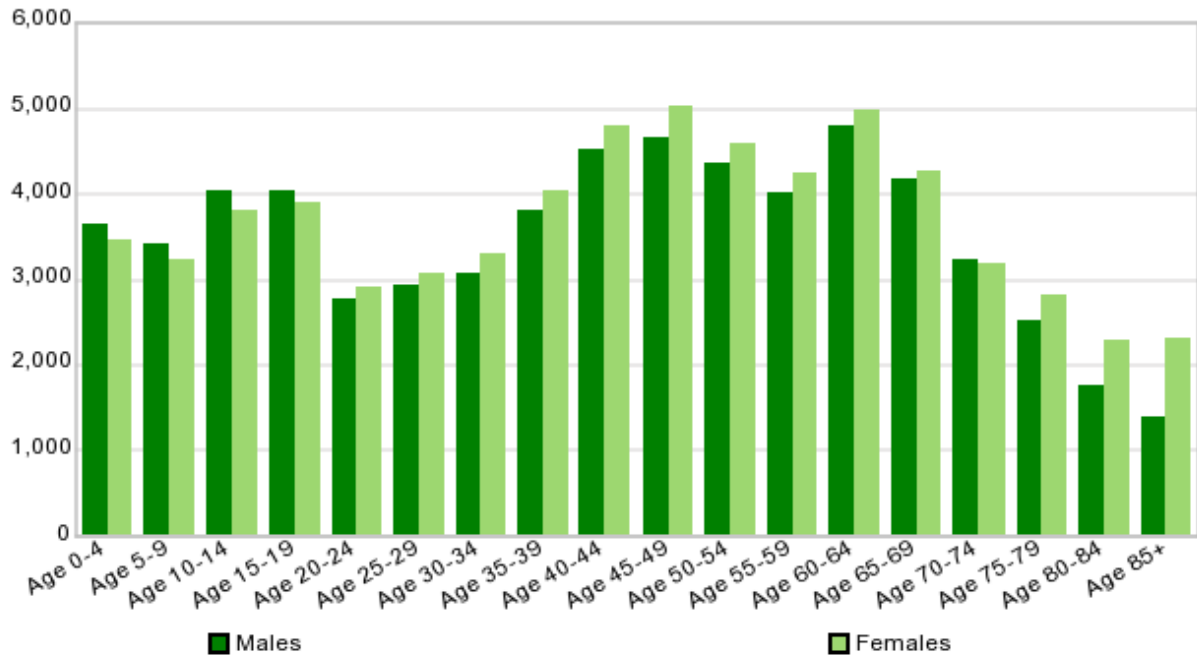
## What were the gender and age band splits 5 years ago?

Age Band	Males in Area	Males in Base	Females in Area	Females in Base
Age 0-4	285	3,644	234	3,450
Age 5-9	288	3,410	192	3,238
Age 10-14	245	4,029	251	3,792
Age 15	38	833	56	842
Age 16-17	102	1,758	95	1,712
Age 18-19	100	1,457	84	1,359
Age 20-24	185	2,756	236	2,890
Age 25-29	232	2,916	237	3,050
Age 30-34	240	3,077	228	3,306
Age 35-39	284	3,793	292	4,038
Age 40-44	385	4,515	359	4,801
Age 45-49	307	4,663	323	5,008
Age 50-54	346	4,352	346	4,588
Age 55-59	332	4,009	399	4,236
Age 60-64	416	4,800	469	4,982
Age 65-69	393	4,160	394	4,255
Age 70-74	320	3,242	283	3,193
Age 75-79	229	2,513	277	2,812
Age 80-84	153	1,771	190	2,268
Age 85+	138	1,378	227	2,294

Population Gender and Age Bands ( 2011 ) in Area



Population Gender and Age Bands ( 2011 ) in Base



In your target area the highest male count is within the Age 60-64 category with a population estimate of 416, which is equivalent to 8.29 %. The top female banding is Age 60-64 with an estimate of 469 representing 9.08 % of females. When considering the base selection, the highest male count fell into the band Age 60-64 with an estimate of 4,800, which is 7.61 %. The highest female population estimate is 5,008 and fell into the Age 45-49 category at 7.57 %.

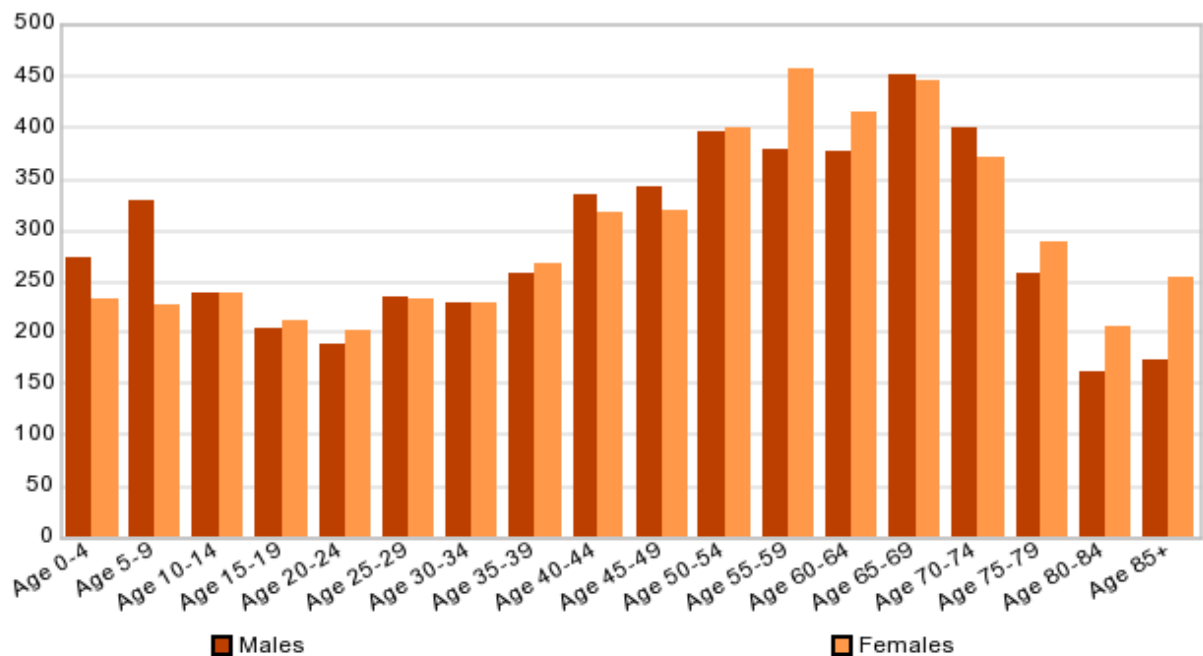
The lowest male estimate was in the category Age 85+, which is 2.75 %. The lowest female banding was Age 80-84, which represents 3.67 % of the female population. When comparing this to the base selection, the smallest count of males was found in the band Age 85+ representing 2.18 %. For comparison, the lowest female band of Age 80-84 was 3.43 %.



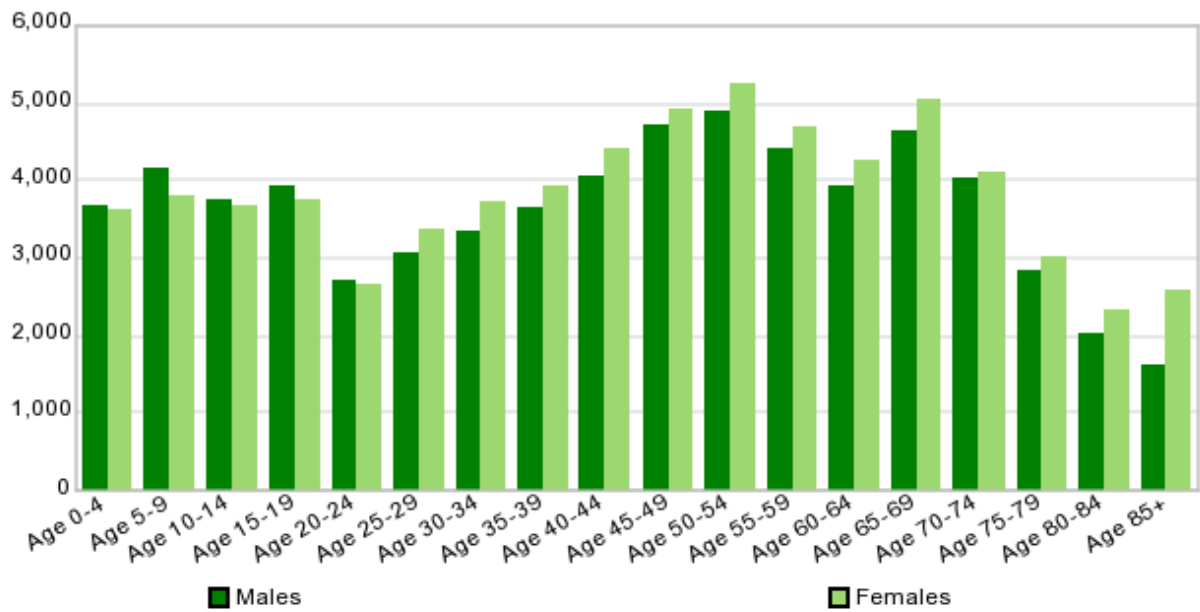
## What are the current gender and age band splits?

Age Band	Males in Area	Males in Base	Females in Area	Females in Base	% Change in Males since 2011 (Area)	% Change in Males since 2011 (Base)	% Change in Females since 2011 (Area)	% Change in Females since 2011 (Base)
Age 0-4	273	3,662	232	3,605	-4.12	0.49	-1.05	4.30
Age 5-9	329	4,157	227	3,813	12.38	17.97	15.54	15.08
Age 10-14	238	3,740	237	3,669	-2.69	-7.73	-5.92	-3.35
Age 15	44	823	38	794	14.50	-1.22	-45.08	-6.05
Age 16-17	95	1,757	85	1,549	-7.29	-0.06	-12.06	-10.52
Age 18-19	65	1,345	88	1,389	-54.22	-8.33	4.73	2.16
Age 20-24	187	2,717	203	2,647	1.23	-1.44	-16.45	-9.18
Age 25-29	234	3,074	232	3,377	0.87	5.14	-2.29	9.68
Age 30-34	229	3,338	229	3,719	-4.68	7.82	0.40	11.11
Age 35-39	259	3,650	268	3,936	-9.75	-3.92	-9.00	-2.59
Age 40-44	335	4,068	316	4,396	-15.05	-10.99	-13.40	-9.21
Age 45-49	342	4,732	319	4,927	10.06	1.46	-1.06	-1.64
Age 50-54	396	4,895	400	5,238	12.80	11.09	13.65	12.41
Age 55-59	378	4,403	458	4,694	12.35	8.95	12.94	9.76
Age 60-64	375	3,946	415	4,260	-10.90	-21.64	-13.17	-16.95
Age 65-69	451	4,656	446	5,029	12.91	10.65	11.63	15.39
Age 70-74	400	4,032	369	4,096	19.81	19.59	23.38	22.05
Age 75-79	258	2,839	288	2,989	11.11	11.48	3.75	5.92
Age 80-84	161	2,014	206	2,331	4.92	12.07	7.89	2.70
Age 85+	173	1,623	253	2,590	20.36	15.10	10.26	11.43

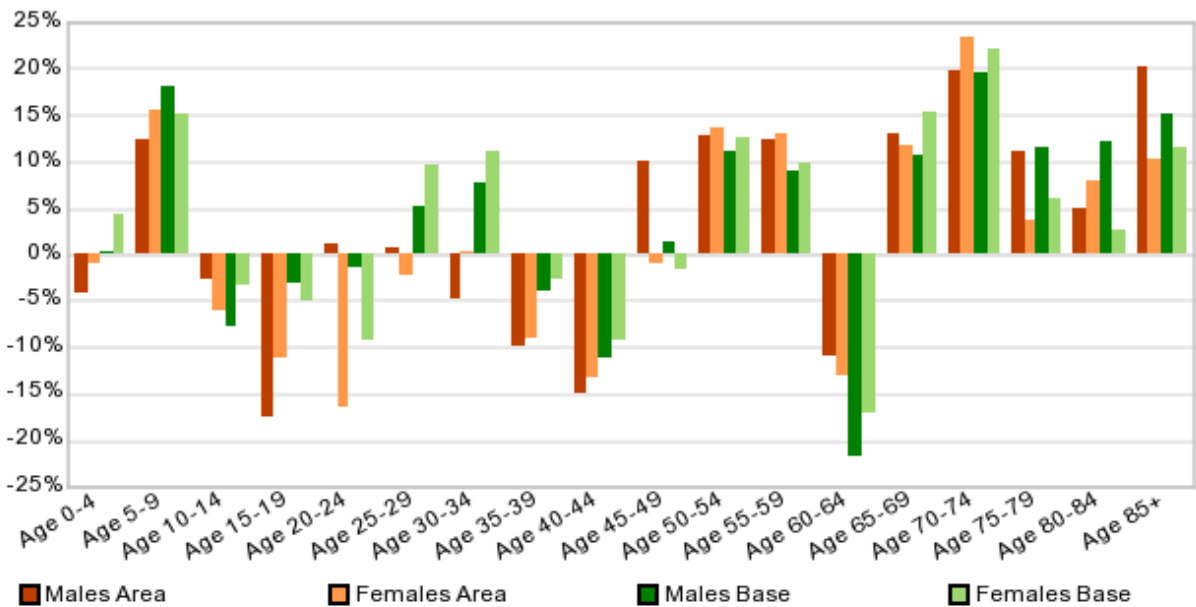
Population Gender and Age Bands ( 2016 ) in Area



Population Gender and Age Bands ( 2016 ) in Base



Percentage Change of Population Gender and Age Bands from 2011 to 2016



In your target area the highest male count is within the Age 65-69 category with a Population estimate of 451, which is equivalent to 8.63 %. The top female banding is Age 55-59 with an estimate of 458 representing 8.64 % of females. When considering the base selection, the highest male count fell into the band Age 50-54 with an estimate of 4,895, which is 7.48 %. The highest female Population estimate is 5,238 and fell into the Age 50-54 category at 7.59 %.

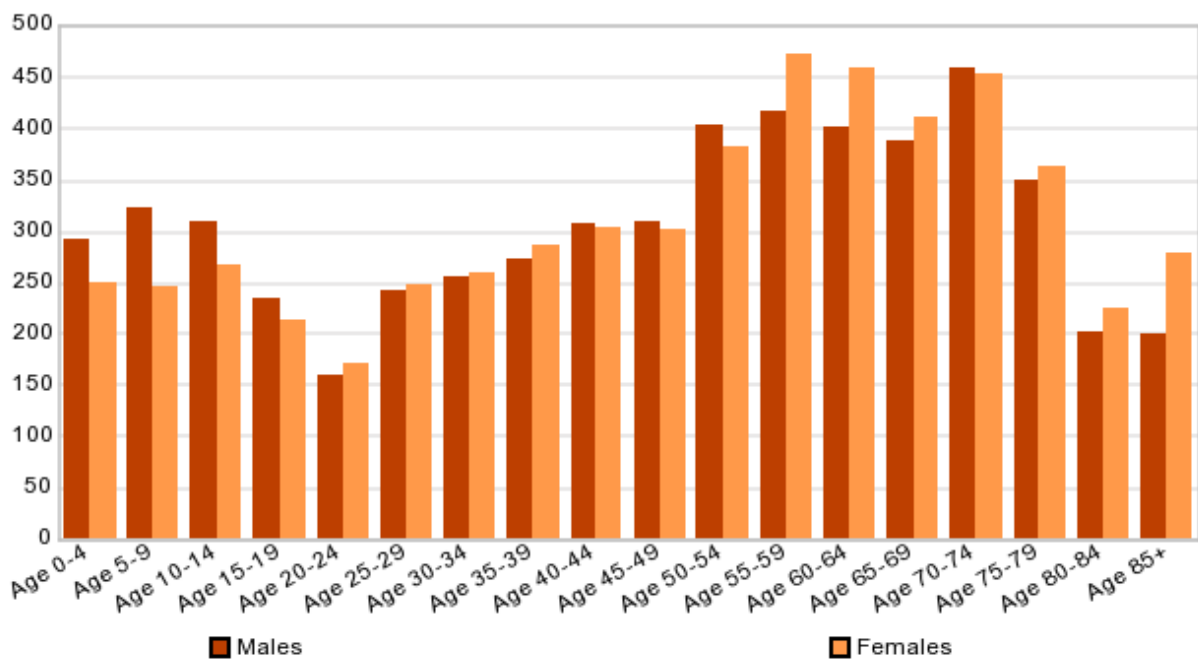
The lowest male estimate was in the category Age 80-84, which is 3.09 %. The lowest female banding was Age 20-24, which represents 3.82 % of the female Population. When comparing this to the base selection, the smallest count of males was found in the band Age 85+ representing 2.48 %. For comparison, the lowest female band of Age 80-84 was 3.38 %.

## What will the gender and age band splits be in 5 years' time?

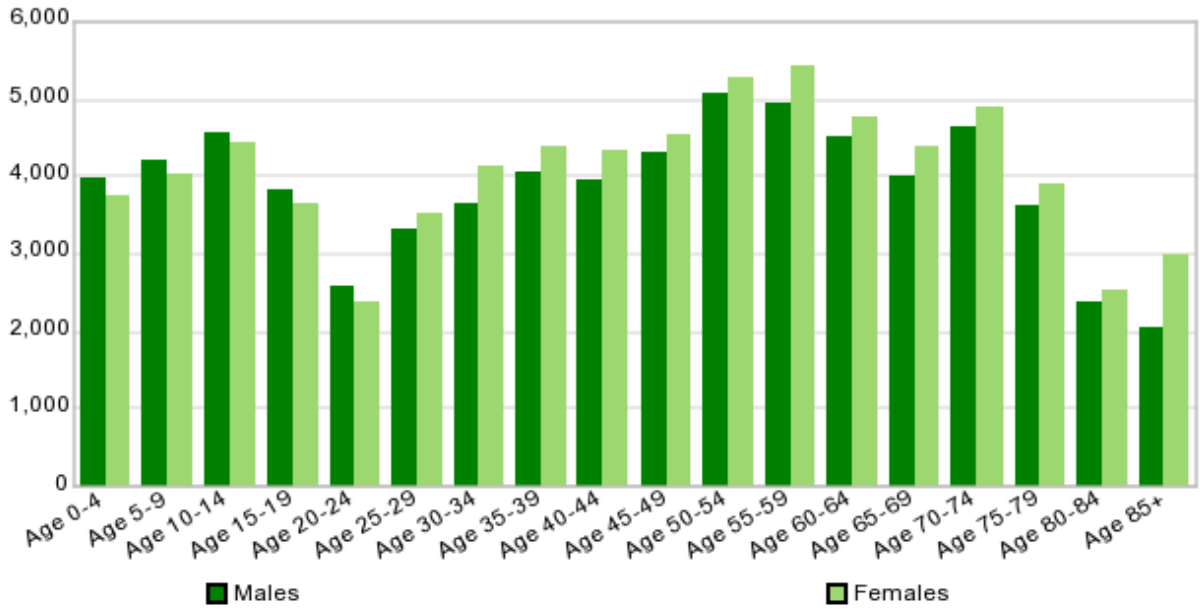
This table now shows percentage changes based on current year estimates and how the change is predicted to fluctuate in 5 years time.

Age Band	Males in Area	Males in Base	Females in Area	Females in Base	% Change in Males since 2016 (Area)	% Change in Males since 2016 (Base)	% Change in Females since 2016 (Area)	% Change in Females since 2016 (Base)
Age 0-4	291	3,981	249	3,749	6.02	8.01	6.97	3.84
Age 5-9	323	4,198	246	4,039	-2.04	0.98	7.47	5.60
Age 10-14	308	4,574	267	4,432	22.72	18.23	11.26	17.22
Age 15	63	939	47	777	30.08	12.35	18.47	-2.19
Age 16-17	105	1,732	86	1,517	9.10	-1.44	1.88	-2.11
Age 18-19	67	1,164	80	1,352	3.98	-15.55	-9.51	-2.74
Age 20-24	160	2,570	171	2,392	-17.22	-5.72	-18.43	-10.66
Age 25-29	241	3,329	248	3,505	2.73	7.66	6.56	3.65
Age 30-34	255	3,643	261	4,130	10.13	8.37	12.49	9.95
Age 35-39	274	4,049	286	4,369	5.54	9.85	6.44	9.91
Age 40-44	307	3,956	303	4,325	-8.93	-2.83	-4.35	-1.64
Age 45-49	309	4,301	301	4,534	-10.75	-10.02	-6.31	-8.67
Age 50-54	404	5,068	382	5,270	1.93	3.41	-4.83	0.61
Age 55-59	416	4,952	473	5,429	9.05	11.09	3.04	13.54
Age 60-64	401	4,492	460	4,770	6.60	12.15	9.81	10.69
Age 65-69	389	4,015	410	4,373	-15.91	-15.97	-8.70	-15.00
Age 70-74	460	4,644	454	4,888	13.13	13.18	18.64	16.20
Age 75-79	349	3,614	363	3,905	26.21	21.44	20.65	23.46
Age 80-84	202	2,382	224	2,526	20.13	15.45	7.89	7.72
Age 85+	200	2,042	278	2,981	13.46	20.52	9.03	13.12

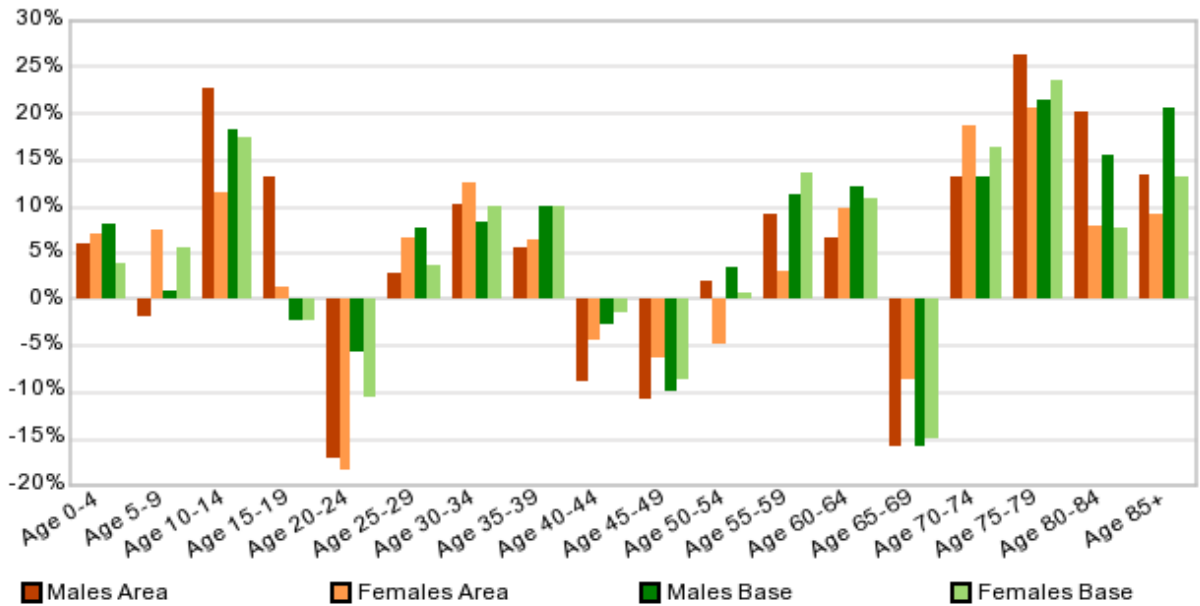
Population Gender and Age Bands ( 2021 ) in Area



Population Gender and Age Bands ( 2021 ) in Base



Percentage Change of Population Gender and Age Bands from 2016 to 2021



In your target area the highest male count is within the Age 70-74 category with a population estimate of 460, which is equivalent to 8.33 %. The top female banding is Age 55-59 with an estimate of 473 representing 8.46 % of females. When considering the base selection, the highest male count fell into band Age 50-54 with an estimate of 5,068, which is 7.28 %. The highest female population estimate is 5,429 and fell into the Age 55-59 category at 7.41 %.

The lowest male estimate was in the category Age 20-24, which is 2.89 %. The lowest female banding was Age 20-24, which represents 3.06 % of the female population. When comparing this to the base selection, the smallest count of males was found in the band Age 85+ representing 2.93 %. For comparison, the lowest female band of Age 20-24 was 3.26 %.

Population and household backcasts provide improved estimates of the number of households and the resident population for each year from 2015 back to 2001. Population estimates are also split by gender and 20 age bands. The improved estimates are calculated by taking into account new methodologies and new data sources e.g. estimates from the 2011 census.

Population and household backcasts can cater for any previous year-on-year discontinuities in estimates, and allow trends to be more accurately identified. With population and household backcasts, each year's estimates are calculated using the same assumptions and are provided on the same sector list, which allows each year's estimates to be more accurately compared. In addition, as 2016 JICPOPs figures have been used as a base, projections from 2015 backwards can be compared to the Experian 2016 mid year population age and gender estimates.

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Population change is an important element in fluctuations in consumer demand. Our population projections give a valuable insight into future demand in local areas, enabling you to predict future business performance, and plan accordingly.

The data is particularly useful if you are targeting specific age/gender ranges - for example, child care nurseries can find sites where the number of children is set to increase, and football clubs can target areas expecting growth in the number of teenagers.

Projections of residential population split by gender, and household population are available for each year from 2017 to 2036 . Projections of population split by 20 age bands are available for each year from 2017 to 2021 , plus years 2024 , 2029 and 2036 .

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