

Appendix: Demographic Overview

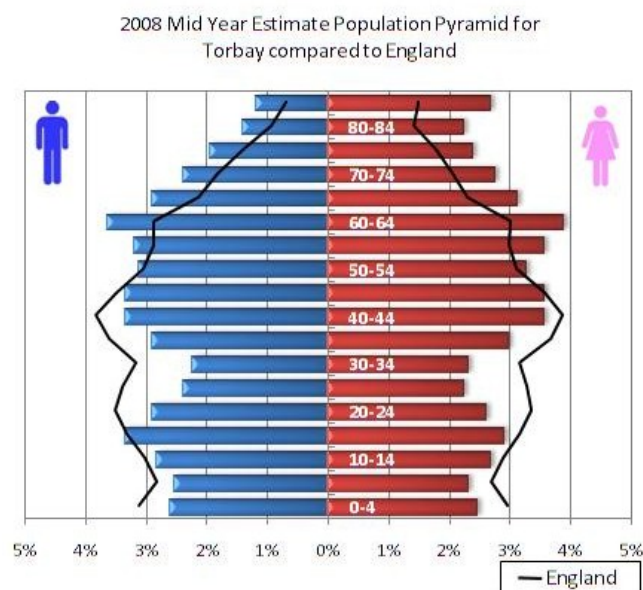
This paper brings together a selection of known and used evidence surrounding the older population in Torbay.

The first few pages give an updated overview of the current population and projected population. This is followed by a copy of the original appendix to the people first strategy 2008-2011. Supplementary information on the social segmentation of the over 50 population as a discrete community has been added using Mosaic. Finally there is an extract from Torbay's 2008 JSNA.

Retrospective population estimates show Torbay to have an older person bias in the population; this trend is one that is also projected to continue into the future.

The latest official population estimates (revised 2008 Mid Year estimates) show 43.7% of Torbay's population to be aged 50 and over, compared to 34.0% for England and 38.5% for the South West. This places Torbay as 30th in terms of having the highest proportion of residential population aged 50 and over (out of 326 district and unitary authorities in England).

The older person bias is clear to see in the population pyramid below.



Source: Revised 2008 Mid Year Estimates, ONS.

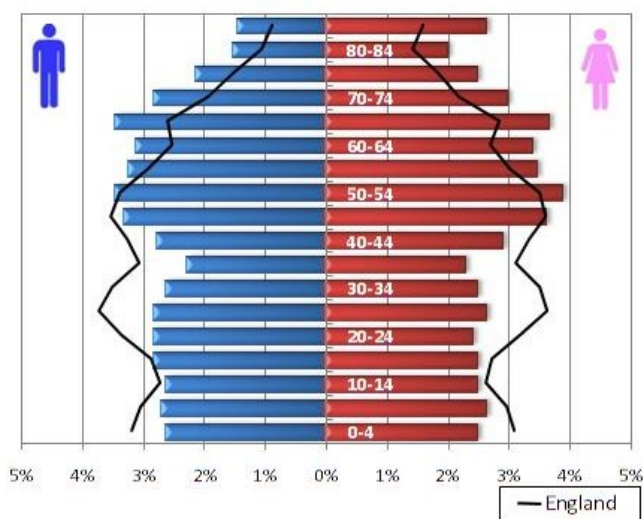
As we move into the next twenty years, Torbay's ageing population is expected to continue to be a significant proportion of the total population.

This is demonstrated in the below table of average ages over time, and also the population pyramids comparing Torbay to England in 20115, 2020, 2025 and 2030.

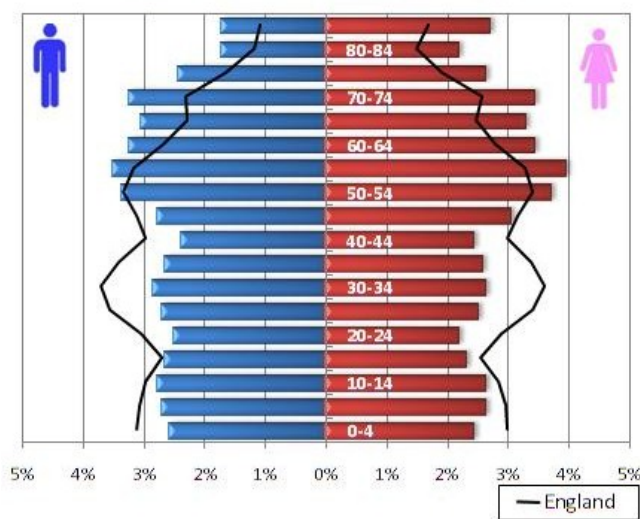
| Approx Average Age by Year | 2010 | 2015 | 2020 | 2025 | 2030 |
|----------------------------|------|------|------|------|------|
| England | 39.4 | 39.8 | 40.4 | 41.0 | 41.6 |
| Torbay | 44.0 | 44.5 | 45.1 | 45.8 | 46.5 |

Source: 2006-based, 2008 sub national population projections, ONS

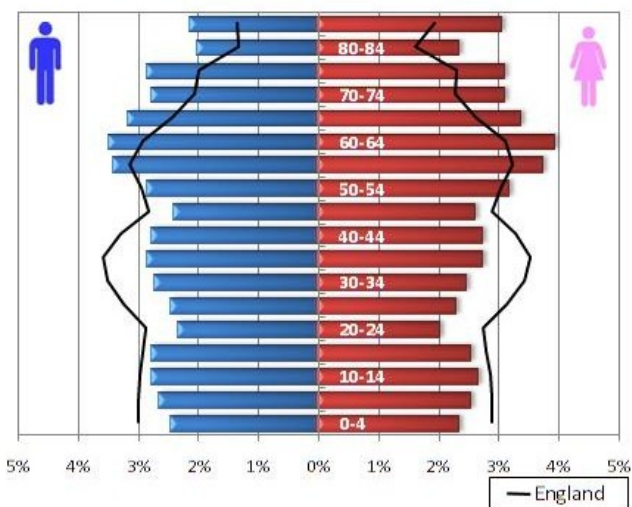
2015 Sub National Population Projection
Population Pyramid for Torbay compared to England



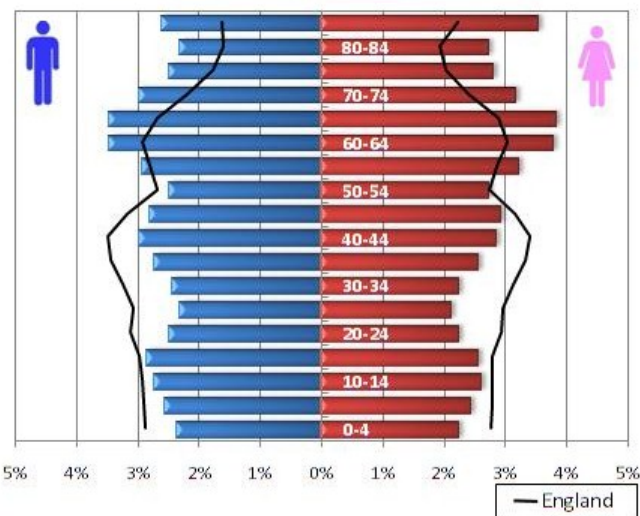
2020 Sub National Population Projection
Population Pyramid for Torbay compared to England



2025 Sub National Population Projection
Population Pyramid for Torbay compared to England



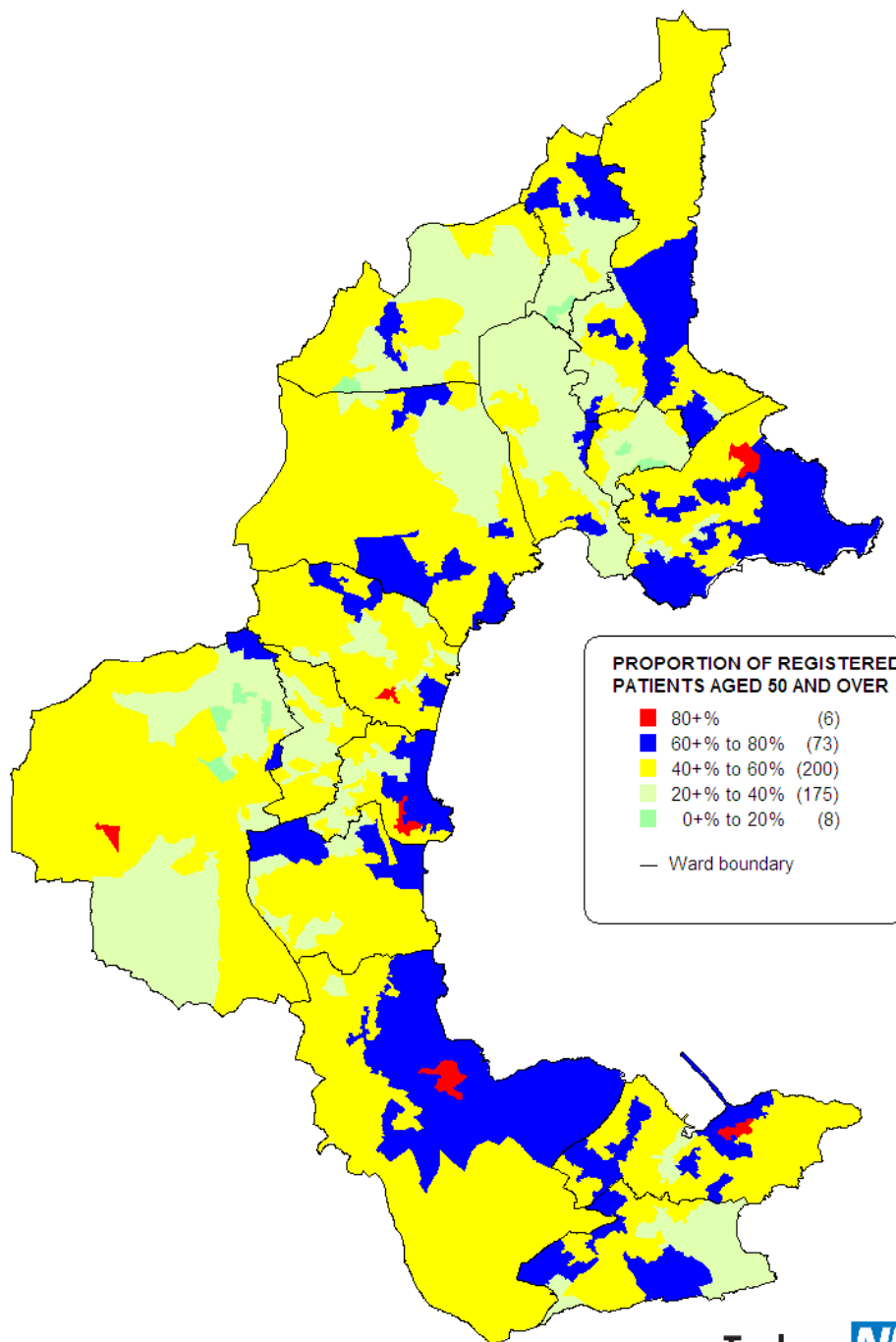
2030 Sub National Population Projection
Population Pyramid for Torbay compared to England



Source: 2006-based, 2008 sub national population projections, ONS

Where do our older population live? The following thematic map illustrates the proportion of older people by small area geography, and is based on registered patients living in Torbay irrespective of where their registered GP is based.

**PROPORTION OF REGISTERED PATIENTS AGED 50 AND OVER
LIVING IN TORBAY, IRRESPECTIVE OF THE GP OF REGISTRATION. DECEMBER 2009**



Torbay NHS
Care Trust

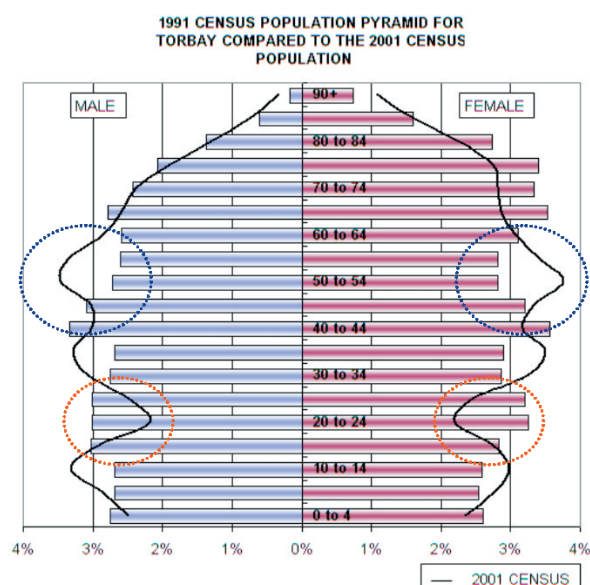
Source: Patient & Practitioner Services Agency, Dec 2009

TORBAY'S AGEING POPULATION

It is well documented that Torbay has an older person bias in the population structure; and as a seaside resort, Torbay proves to be an attractive destination for older persons. Since 1991 the *over 50* population has increased by over 5,700, from 49,500 to 55,200 in 2001 (both dates relate to respective census), or as a proportion of the overall population, from 41.4% in 1991 to 42.6% in 2001. The biggest increase was in the 50 to 59 age group, accounting for just over 5,000 of the increase.

The change in population structure between census can easily be viewed in the below population pyramid –

The pyramid illustrates the 1991 population structure as a proportion of the total population, with the black line illustrating the 2001 population, again as a proportion of the total population:



Source: Office for National Statistics (ONS)

Two key differences:

- The *'red'* dashed line highlights the change in the younger people population, both genders experiencing noticeable drops in their respective proportions between census.
- The *'blue'* dashed line highlights the change in the older people population, both genders have shown a noticeable increase in their respective populations in the 10 year period.

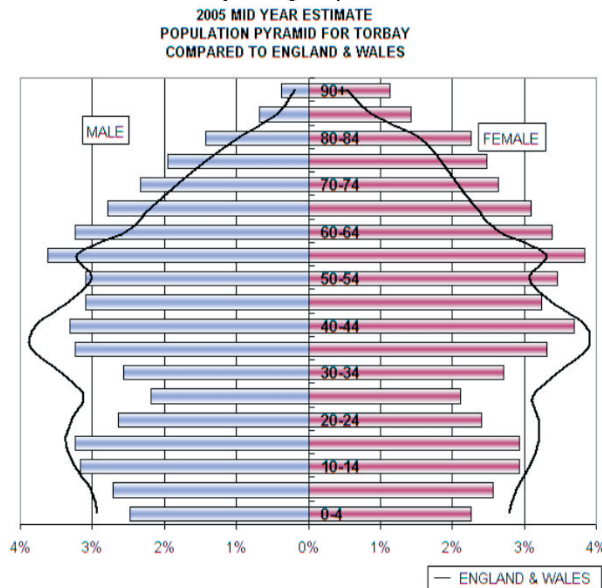
What happened in the 1990's to change the population structure so much? We can see that the respective population pyramid 'bulges' have phase shifted to represent the 10 year difference between censuses. However, there is also additional growth and noticeable decline in some of these age bandings. Are younger people leaving Torbay to continue their education at University? Or perhaps leaving the bay in search of better paid employment? How will this decline in younger adults affect our population in years to come? Despite a noticeable decline in the female population aged 65 to 84, we can clearly see growth in the 50 to 59 female population age bandings. To answer a simple 'why has this happened?' would constitute a specific thesis with a mass array of

variables to consider, different reasons for different people, for example, with the increase in house prices, people may have been able to sell the family homes outside the bay, and then use the money to purchase a property in the bay with equity to spare.

We can monitor the change via the census every 10 years, but what other information do we have?

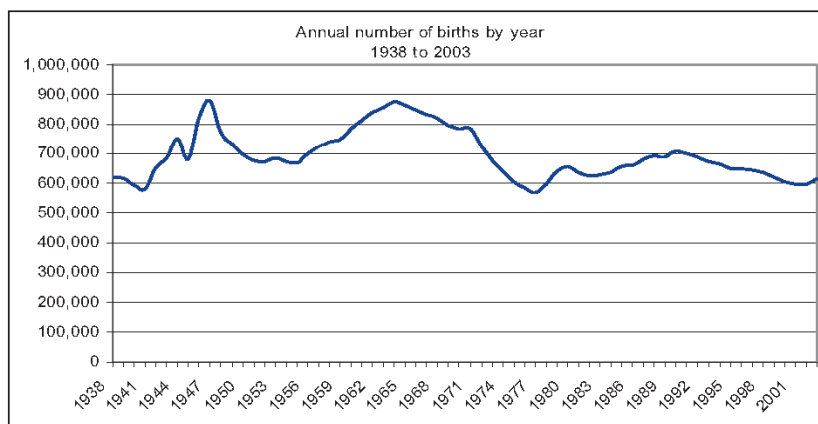
ONS produce a series of Mid Year Estimates (MYE) for local authorities (the latest are for 2005). The MYE allow a year on year comparison of the population, with the estimates possibly re-calculated retrospectively following publication of census results.

When comparing Torbay with the national picture using the 2005 MYE, it is clear to see the aforementioned bias in the older population is significantly higher than the national average, and that there is a deficit in younger persons:



With Torbay having such a larger proportion of its population aged 50 and over, what can we expect in the future?

Looking at the national trend, the below graph plots the number of live births per year for England & Wales, we can see the distinctive baby boom post WWII, and then the graduated peak in births from 1956 to 1972, peaking in 1965. Using this base, gives us an expected increase, nationally, of persons turning 50 between 2006 and 2022, with the peak in 2015.



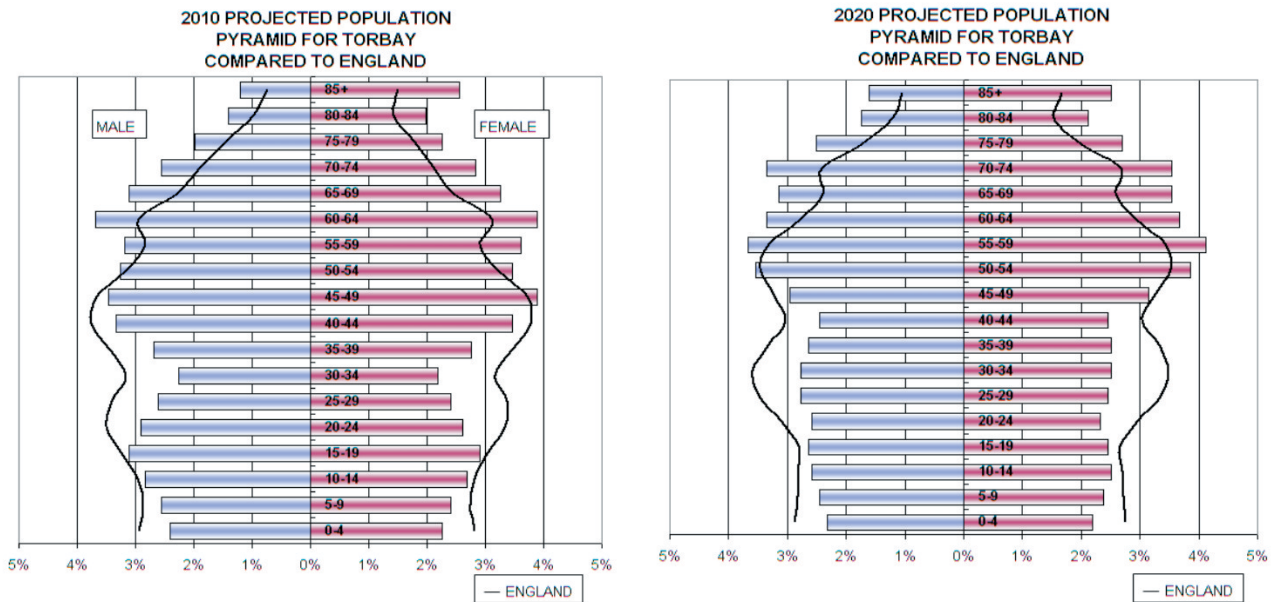
With Torbay having a higher proportion of older people now, can we expect this trend to continue and have an even higher proportion of older people in years to come?

Continued improvements in health care and the breakdown of health and social inequalities combined with life expectancy increasing could arguably lead one would to naturally assume this to be true.

Quite obviously no one can truly see what will happen in the next 10 to 20 years, but best estimates show that Torbay can expect a marked increase in the older population. ONS unconstrained linear population projections give a best estimate to the future population.

The latest population projections show that the proportion of people aged 50 and over is set to increase, and over 50% of the total population in projected to be aged 50 and over by the year 2024.

The following two population pyramids illustrate the projected Torbay population compared to the England projection for two specific years in the near future:



Source: Office for National Statistics (ONS)

Note: the scale of the above population pyramids are slightly different to previous ones to allow quick visual comparison between the two specific years.

The above graphs show that Torbay's population is expected to maintain an older bias, noticeably higher than the national average.

This older bias continues through the projection period (2004 to 2029). The nation is an ageing one, with the approximated average age set to increase over the next few years:

| Average age | 2004 | 2010 | 2020 |
|-------------|------|------|------|
| England | 38.9 | 39.6 | 41.1 |
| Torbay | 43.4 | 44.0 | 45.7 |

Source: Office for National Statistics (ONS), Consultation and Research Team, Torbay Council

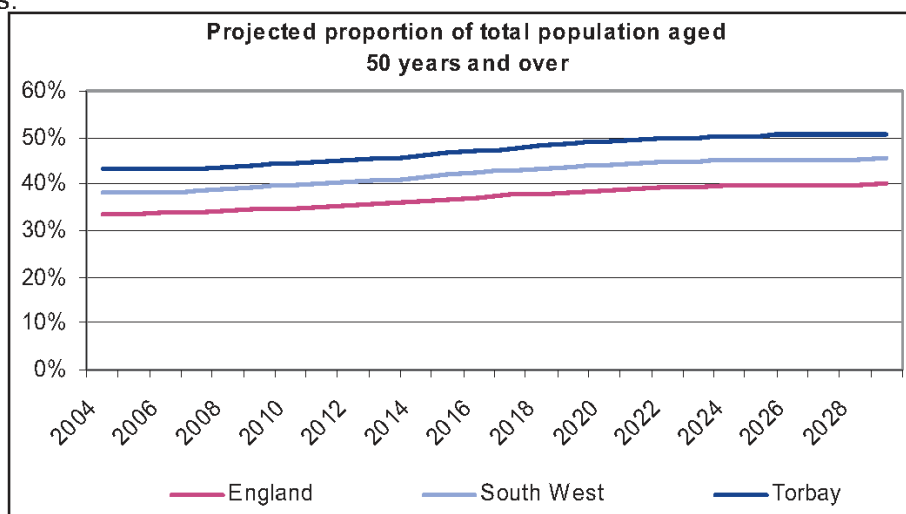
The 2004 based 2006 Sub National Population Projections, (2004 SNPP) were released by ONS in October 2006 and supersede previous projections. There are known factors taken into account when calculating the projections; namely the naturally changing population – i.e. births & deaths. However, the biggest variable is migration. Determining the levels of migration by gender and quinary age banding is arguably subjective. Torbay Council in partnership with Torbay Primary Care Trust participated in the consultation process for the 2004 SNPP. Whilst we accept the methodology and good work carried out by colleagues at the Office for National Statistics, further research is being undertaken in partnership to allow more local migration patterns to be incorporated in future population projections.

How does Torbay’s ageing population compare to others in the country? The following table gives a quick ‘rank’ by proportion of resident population age banding. It shows that despite an ageing population, other local authorities in the country will have larger proportions of older people in their populations. For example, in 2020 using current projections, Torbay will have the 28th highest proportion of residents aged 85 and over, compared to currently being the 11th highest.

| Age Group | 2005 MYE | 2020 SNPP |
|-----------|----------|-----------|
| 50+ | 40 | 53 |
| 55+ | 24 | 48 |
| 60+ | 19 | 48 |
| 65+ | 21 | 48 |
| 70+ | 21 | 47 |
| 75+ | 18 | 37 |
| 80+ | 16 | 32 |
| 85+ | 11 | 28 |

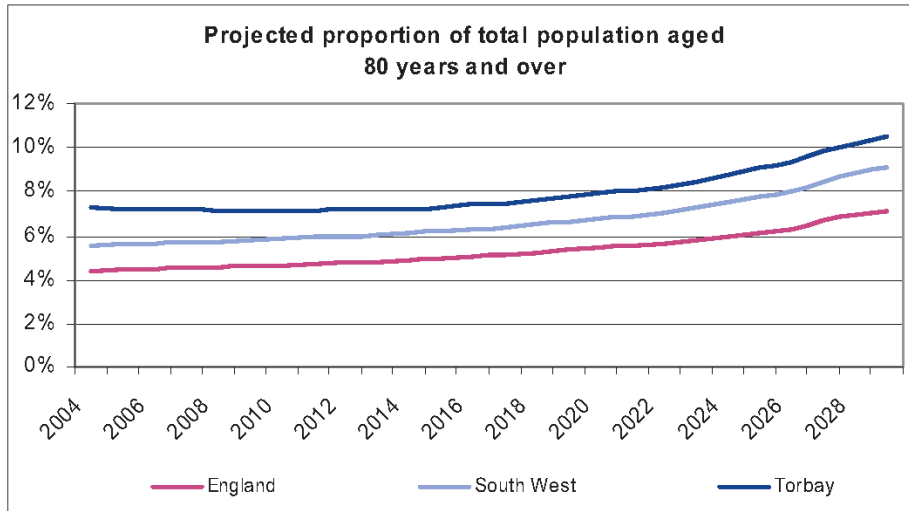
Source: Office for National Statistics (ONS), Consultation and Research Team, Torbay Council

Projected growth of the 50 and over population compared to the national and regional averages:



Source: Office for National Statistics (ONS), Consultation and Research Team, Torbay Council

Projected growth for the 80 and over population:



Source: Office for National Statistics (ONS), Consultation and Research Team, Torbay Council

Table of projected population in Torbay by age group ('000s)

| Year | ALL People | 50+ | 55+ | 60+ | 65+ | 70+ | 75+ | 80+ | 85+ |
|---------------------|------------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2004 | 132.5 | 57.1 | 48.4 | 38.4 | 29.9 | 22.2 | 15.6 | 9.6 | 4.6 |
| 2005 | 134.1 | 57.9 | 49.1 | 39.1 | 30.2 | 22.3 | 15.6 | 9.7 | 4.8 |
| 2006 | 135.6 | 58.6 | 49.7 | 39.7 | 30.4 | 22.5 | 15.7 | 9.8 | 5.0 |
| 2007 | 137.0 | 59.5 | 50.6 | 40.9 | 30.8 | 22.8 | 15.8 | 9.9 | 5.1 |
| 2008 | 138.4 | 60.5 | 51.4 | 41.9 | 31.4 | 23.1 | 15.9 | 9.9 | 5.1 |
| 2009 | 139.9 | 61.4 | 52.1 | 42.6 | 32.0 | 23.3 | 15.9 | 10.0 | 5.2 |
| 2010 | 141.3 | 62.5 | 53.0 | 43.5 | 32.8 | 23.7 | 16.1 | 10.1 | 5.3 |
| 2011 | 142.7 | 63.7 | 53.9 | 44.2 | 33.5 | 24.0 | 16.3 | 10.2 | 5.4 |
| 2012 | 144.1 | 65.1 | 54.9 | 45.2 | 34.9 | 24.5 | 16.7 | 10.4 | 5.5 |
| 2013 | 145.5 | 66.5 | 55.9 | 46.0 | 35.9 | 25.1 | 17.0 | 10.5 | 5.6 |
| 2014 | 146.9 | 67.7 | 56.8 | 46.8 | 36.7 | 25.8 | 17.4 | 10.6 | 5.7 |
| 2015 | 148.3 | 69.3 | 58.0 | 47.7 | 37.6 | 26.6 | 17.8 | 10.8 | 5.8 |
| 2016 | 149.7 | 70.7 | 59.2 | 48.6 | 38.4 | 27.4 | 18.1 | 11.1 | 5.9 |
| 2017 | 151.1 | 72.1 | 60.4 | 49.4 | 39.1 | 28.5 | 18.4 | 11.3 | 6.0 |
| 2018 | 152.5 | 73.5 | 61.7 | 50.3 | 39.9 | 29.5 | 19.0 | 11.6 | 6.1 |
| 2019 | 153.9 | 74.8 | 63.1 | 51.3 | 40.7 | 30.4 | 19.7 | 12.0 | 6.2 |
| 2020 | 155.3 | 76.0 | 64.5 | 52.3 | 41.4 | 31.1 | 20.4 | 12.3 | 6.4 |
| 2021 | 156.7 | 77.5 | 66.0 | 53.6 | 42.4 | 31.9 | 21.2 | 12.6 | 6.6 |
| 2022 | 158.0 | 78.6 | 67.4 | 54.8 | 43.1 | 32.6 | 22.3 | 13.0 | 6.9 |
| 2023 | 159.3 | 79.5 | 68.6 | 56.0 | 44.0 | 33.3 | 23.2 | 13.5 | 7.1 |
| 2024 | 160.6 | 80.6 | 70.0 | 57.4 | 45.0 | 34.1 | 24.0 | 14.1 | 7.4 |
| 2025 | 161.8 | 81.4 | 71.1 | 58.7 | 45.9 | 34.7 | 24.6 | 14.7 | 7.7 |
| 2026 | 163.1 | 82.3 | 72.4 | 60.1 | 47.0 | 35.4 | 25.2 | 15.3 | 7.9 |
| 2027 | 164.2 | 83.0 | 73.5 | 61.4 | 48.1 | 36.1 | 25.8 | 16.2 | 8.1 |
| 2028 | 165.4 | 83.6 | 74.3 | 62.5 | 49.2 | 36.8 | 26.3 | 16.9 | 8.5 |
| 2029 | 166.5 | 84.5 | 75.2 | 63.7 | 50.4 | 37.6 | 26.9 | 17.5 | 8.9 |
| 2004 to 2029 change | 25.7% | 48.0% | 55.4% | 65.9% | 68.6% | 69.4% | 72.4% | 82.3% | 93.5% |

Over the next 25 years, Torbay's resident population is projected to grow by 25.7%, or just over 1,300 residents per year.

The following table gives a comparative for Torbay with the national, for the proportion of projected residents by age group:

| Year | 50+ | | 60+ | | 70+ | | 80+ | |
|------|---------|--------|---------|--------|---------|--------|---------|--------|
| | England | Torbay | England | Torbay | England | Torbay | England | Torbay |
| 2004 | 33.6% | 43.1% | 21.0% | 29.0% | 11.5% | 16.8% | 4.4% | 7.2% |
| 2005 | 33.7% | 43.2% | 21.1% | 29.2% | 11.5% | 16.6% | 4.4% | 7.2% |
| 2006 | 33.8% | 43.2% | 21.3% | 29.3% | 11.6% | 16.6% | 4.5% | 7.2% |
| 2007 | 34.0% | 43.4% | 21.8% | 29.9% | 11.6% | 16.6% | 4.5% | 7.2% |
| 2008 | 34.2% | 43.7% | 22.1% | 30.3% | 11.7% | 16.7% | 4.6% | 7.2% |
| 2009 | 34.5% | 43.9% | 22.4% | 30.5% | 11.8% | 16.7% | 4.6% | 7.1% |
| 2010 | 34.8% | 44.2% | 22.7% | 30.8% | 11.9% | 16.8% | 4.7% | 7.1% |
| 2011 | 35.1% | 44.6% | 22.9% | 31.0% | 11.9% | 16.8% | 4.7% | 7.1% |
| 2012 | 35.5% | 45.2% | 23.0% | 31.4% | 12.0% | 17.0% | 4.8% | 7.2% |
| 2013 | 35.9% | 45.7% | 23.2% | 31.6% | 12.2% | 17.3% | 4.8% | 7.2% |
| 2014 | 36.3% | 46.1% | 23.4% | 31.9% | 12.4% | 17.6% | 4.9% | 7.2% |
| 2015 | 36.8% | 46.7% | 23.6% | 32.2% | 12.6% | 17.9% | 5.0% | 7.3% |
| 2016 | 37.2% | 47.2% | 23.8% | 32.5% | 12.9% | 18.3% | 5.0% | 7.4% |
| 2017 | 37.6% | 47.7% | 24.1% | 32.7% | 13.3% | 18.9% | 5.1% | 7.5% |
| 2018 | 38.0% | 48.2% | 24.3% | 33.0% | 13.7% | 19.3% | 5.2% | 7.6% |
| 2019 | 38.3% | 48.6% | 24.6% | 33.3% | 14.0% | 19.8% | 5.4% | 7.8% |
| 2020 | 38.7% | 48.9% | 24.9% | 33.7% | 14.2% | 20.0% | 5.5% | 7.9% |
| 2021 | 39.0% | 49.5% | 25.3% | 34.2% | 14.4% | 20.4% | 5.5% | 8.0% |
| 2022 | 39.3% | 49.7% | 25.6% | 34.7% | 14.6% | 20.6% | 5.6% | 8.2% |
| 2023 | 39.5% | 49.9% | 26.0% | 35.2% | 14.8% | 20.9% | 5.8% | 8.5% |
| 2024 | 39.6% | 50.2% | 26.4% | 35.7% | 15.0% | 21.2% | 6.0% | 8.8% |
| 2025 | 39.7% | 50.3% | 26.8% | 36.3% | 15.2% | 21.4% | 6.1% | 9.1% |
| 2026 | 39.8% | 50.5% | 27.2% | 36.8% | 15.3% | 21.7% | 6.3% | 9.4% |
| 2027 | 39.8% | 50.5% | 27.6% | 37.4% | 15.5% | 22.0% | 6.7% | 9.9% |
| 2028 | 39.9% | 50.5% | 27.9% | 37.8% | 15.7% | 22.2% | 6.9% | 10.2% |
| 2029 | 40.0% | 50.8% | 28.2% | 38.3% | 16.0% | 22.6% | 7.1% | 10.5% |

Source: 2004 based, 2006 Sub National Population Projections, Office for National Statistics

Will the older person bias continue past the projection period? With migration becoming ever easier and for as long as Torbay continues to be a popular retirement destination; then one would assume yes, but time will tell.

The consequence of an ageing population opens a Pandora's Box of questions and associated implications on future service delivery. Further work is clearly needed for specific service areas and strategies dependent on the older population.

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E-mail: statistics@torbay.gov.uk

DLH/01/07

Mosaic Public Sector Group Profile



Your area or file:

Torbays 50+ Population (Dec 09)

Date:

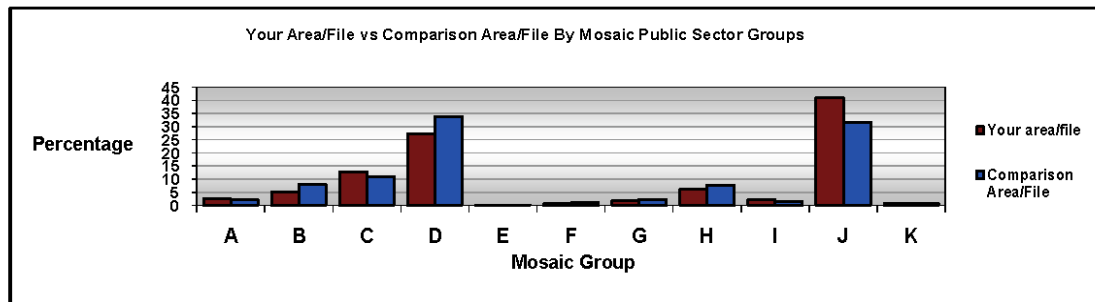
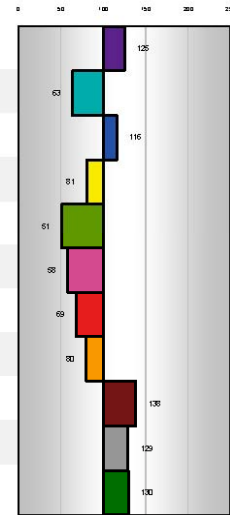
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Comparison area or file:

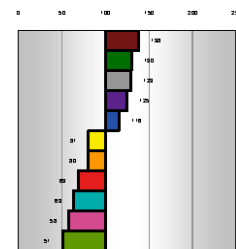
Primary Care Trusts - Torbay (Population)

Mosaic Public Sector classifies all citizens in the United Kingdom by allocating them to one of 61 Types and 11 Groups. The Groups and Types in these profiles paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

| Mosaic Public Sector Groups | Your area/file | % | Comp. | % | Pen. % | Index |
|--|----------------|------------|----------------|------------|--------------|------------|
| A Career professionals living in sought after locations | 1,498 | 2.51 | 2,722 | 2.01 | 55.03 | 125 |
| B Younger families living in newer homes | 2,990 | 5.00 | 10,691 | 7.88 | 27.97 | 63 |
| C Older families living in suburbia | 7,602 | 12.72 | 14,894 | 10.97 | 51.04 | 116 |
| D Close-knit, inner city and manufacturing town communities | 16,310 | 27.28 | 45,983 | 33.88 | 35.47 | 81 |
| E Educated, young, single people living in areas of transient populations | 43 | 0.07 | 192 | 0.14 | 22.40 | 51 |
| F People living in social housing with uncertain employment in deprived areas | 387 | 0.65 | 1,516 | 1.12 | 25.53 | 58 |
| G Low income families living in estate based social housing | 959 | 1.60 | 3,170 | 2.34 | 30.25 | 69 |
| H Upwardly mobile families living in homes bought from social landlords | 3,716 | 6.22 | 10,540 | 7.77 | 35.26 | 80 |
| I Older people living in social housing with high care needs | 1,316 | 2.20 | 2,159 | 1.59 | 60.95 | 138 |
| J Independent older people with relatively active lifestyles | 24,497 | 40.98 | 43,039 | 31.71 | 56.92 | 129 |
| K People living in rural areas far from urbanisation | 459 | 0.77 | 804 | 0.59 | 57.09 | 130 |
| Total | 59,777 | 100 | 135,710 | 100 | 44.05 | 100 |



| Ranked Mosaic Groups | Your area/file | % | Comp. | % | Pen. % | Index |
|----------------------|----------------|------------|----------------|------------|--------------|------------|
| Group I | 1,316 | 2.20 | 2,159 | 1.59 | 60.95 | 138 |
| Group K | 459 | 0.77 | 804 | 0.59 | 57.09 | 130 |
| Group J | 24,497 | 40.98 | 43,039 | 31.71 | 56.92 | 129 |
| Group A | 1,498 | 2.51 | 2,722 | 2.01 | 55.03 | 125 |
| Group C | 7,602 | 12.72 | 14,894 | 10.97 | 51.04 | 116 |
| Group D | 16,310 | 27.28 | 45,983 | 33.88 | 35.47 | 81 |
| Group H | 3,716 | 6.22 | 10,540 | 7.77 | 35.26 | 80 |
| Group G | 959 | 1.60 | 3,170 | 2.34 | 30.25 | 69 |
| Group B | 2,990 | 5.00 | 10,691 | 7.88 | 27.97 | 63 |
| Group F | 387 | 0.65 | 1,516 | 1.12 | 25.53 | 58 |
| Group E | 43 | 0.07 | 192 | 0.14 | 22.40 | 51 |
| Total | 59,777 | 100 | 135,710 | 100 | 44.05 | 100 |



sector list: 9569

Tel: 0115 968 5027 Email: public.sector@uk.experian.com Or visit: www.business-strategies.co.uk/publicsector



Mosaic Public Sector Type Profile



Your area/file: Torbays 50+ Population (Dec 09)

Comparison area/file: Primary Care Trusts - Torbay (Population)

| Mosaic Public Sector Types | Your area/file | % | Comp. | % | Pen. % | Index |
|--|----------------|------------|----------------|------------|--------------|------------|
| Group Career professionals living in sought after locations | | | | | | |
| Type 1 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 2 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 3 | 38 | 0.06 | 51 | 0.04 | 74.51 | 169 |
| Type 4 | 1,019 | 1.70 | 1,879 | 1.38 | 54.23 | 123 |
| Type 5 | 203 | 0.34 | 333 | 0.25 | 60.96 | 138 |
| Type 6 | 44 | 0.07 | 68 | 0.05 | 64.71 | 147 |
| Type 7 | 194 | 0.32 | 391 | 0.29 | 49.62 | 113 |
| Group Younger families living in newer homes | | | | | | |
| Type 8 | 101 | 0.17 | 358 | 0.26 | 28.21 | 64 |
| Type 9 | 598 | 1.00 | 2,357 | 1.74 | 25.37 | 58 |
| Type 10 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 11 | 558 | 0.93 | 1,574 | 1.16 | 35.45 | 80 |
| Type 12 | 890 | 1.49 | 2,630 | 1.94 | 33.84 | 77 |
| Type 13 | 843 | 1.41 | 3,772 | 2.78 | 22.35 | 51 |
| Type 14 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Group Older families living in suburbia | | | | | | |
| Type 15 | 1,559 | 2.61 | 3,068 | 2.26 | 50.81 | 115 |
| Type 16 | 2,470 | 4.13 | 3,974 | 2.93 | 62.15 | 141 |
| Type 17 | 2,488 | 4.16 | 5,393 | 3.97 | 46.13 | 105 |
| Type 18 | 938 | 1.57 | 2,082 | 1.53 | 45.05 | 102 |
| Type 19 | 147 | 0.25 | 377 | 0.28 | 38.99 | 89 |
| Type 20 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Group Close-knit, inner city and manufacturing town communities | | | | | | |
| Type 21 | 548 | 0.92 | 1,425 | 1.05 | 38.46 | 87 |
| Type 22 | 1,864 | 3.12 | 4,265 | 3.14 | 43.70 | 99 |
| Type 23 | 4,968 | 8.31 | 15,151 | 11.16 | 32.79 | 74 |
| Type 24 | 1,434 | 2.40 | 5,354 | 3.95 | 26.78 | 61 |
| Type 25 | 7,496 | 12.54 | 19,788 | 14.58 | 37.88 | 86 |
| Type 26 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 27 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Group Educated, young, single people living in areas of transient populations | | | | | | |
| Type 28 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 29 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 30 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 31 | 8 | 0.01 | 38 | 0.03 | 21.05 | 48 |
| Type 32 | 35 | 0.06 | 154 | 0.11 | 22.73 | 52 |
| Type 33 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 34 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Group People living in social housing with uncertain employment in deprived areas | | | | | | |
| Type 35 | 4 | 0.01 | 22 | 0.02 | 18.18 | 41 |
| Type 36 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 37 | 285 | 0.48 | 1,266 | 0.93 | 22.51 | 51 |
| Type 38 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 39 | 98 | 0.16 | 228 | 0.17 | 42.98 | 98 |
| Type 40 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Group Low income families living in estate based social housing | | | | | | |
| Type 41 | 221 | 0.37 | 1,360 | 1.00 | 16.25 | 37 |
| Type 42 | 255 | 0.43 | 808 | 0.60 | 31.56 | 72 |
| Type 43 | 483 | 0.81 | 1,002 | 0.74 | 48.20 | 109 |
| Group Upwardly mobile families living in homes bought from social landlords | | | | | | |
| Type 44 | 402 | 0.67 | 1,050 | 0.70 | 30.00 | 66 |
| Type 45 | 1,114 | 1.86 | 2,082 | 1.53 | 53.51 | 121 |
| Type 46 | 674 | 1.13 | 1,713 | 1.26 | 39.35 | 89 |
| Type 47 | 1,526 | 2.55 | 5,687 | 4.19 | 26.83 | 61 |
| Group Older people living in social housing with high care needs | | | | | | |
| Type 48 | 192 | 0.32 | 324 | 0.24 | 59.26 | 135 |
| Type 49 | 545 | 0.91 | 1,026 | 0.76 | 53.12 | 121 |
| Type 50 | 579 | 0.97 | 809 | 0.60 | 71.57 | 162 |
| Group Independent older people with relatively active lifestyles | | | | | | |
| Type 51 | 2,118 | 3.54 | 3,006 | 2.22 | 70.46 | 160 |
| Type 52 | 123 | 0.21 | 266 | 0.20 | 46.24 | 105 |
| Type 53 | 4,277 | 7.15 | 7,010 | 5.17 | 61.01 | 139 |
| Type 54 | 5,213 | 8.72 | 7,534 | 5.55 | 69.19 | 157 |
| Type 55 | 7,642 | 12.78 | 16,263 | 11.98 | 46.99 | 107 |
| Type 56 | 5,124 | 8.57 | 8,960 | 6.60 | 57.19 | 130 |
| Group People living in rural areas far from urbanisation | | | | | | |
| Type 57 | 4 | 0.01 | 7 | 0.01 | 57.14 | 130 |
| Type 58 | 329 | 0.55 | 531 | 0.39 | 61.96 | 141 |
| Type 59 | 126 | 0.21 | 266 | 0.20 | 47.37 | 108 |
| Type 60 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 61 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Total | 59,777 | 100 | 135,710 | 100 | 44.05 | 100 |

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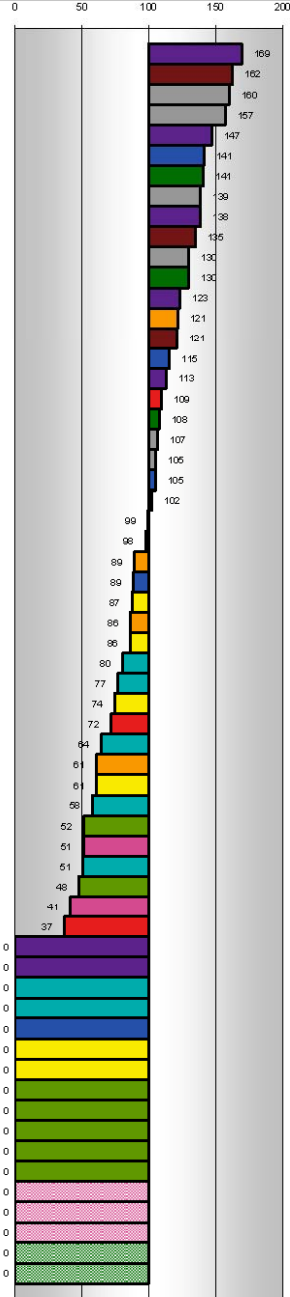
Mosaic Type Profile - Ranked



Your area/file: Torbays 50+ Population (Dec 09)

Comparison area/file: Primary Care Trusts - Torbay (Population)

| Ranked Mosaic Types | Your area/file | % | Comp. | % | Pen. % | Index |
|---------------------|----------------|------------|----------------|------------|--------------|------------|
| Type 3 | 38 | 0.06 | 51 | 0.04 | 74.51 | 169 |
| Type 60 | 579 | 0.97 | 809 | 0.60 | 71.57 | 162 |
| Type 61 | 2,118 | 3.54 | 3,006 | 2.22 | 70.46 | 160 |
| Type 54 | 5,213 | 8.72 | 7,534 | 5.55 | 69.19 | 157 |
| Type 6 | 44 | 0.07 | 68 | 0.05 | 64.71 | 147 |
| Type 16 | 2,470 | 4.13 | 3,974 | 2.93 | 62.15 | 141 |
| Type 58 | 329 | 0.55 | 531 | 0.39 | 61.96 | 141 |
| Type 53 | 4,277 | 7.15 | 7,010 | 5.17 | 61.01 | 139 |
| Type 5 | 203 | 0.34 | 333 | 0.25 | 60.96 | 138 |
| Type 48 | 192 | 0.32 | 324 | 0.24 | 59.26 | 135 |
| Type 56 | 5,124 | 8.57 | 8,960 | 6.60 | 57.19 | 130 |
| Type 57 | 4 | 0.01 | 7 | 0.01 | 57.14 | 130 |
| Type 4 | 1,019 | 1.70 | 1,879 | 1.38 | 54.23 | 123 |
| Type 45 | 1,114 | 1.86 | 2,082 | 1.53 | 53.51 | 121 |
| Type 49 | 545 | 0.91 | 1,076 | 0.76 | 53.17 | 121 |
| Type 15 | 1,559 | 2.61 | 3,068 | 2.26 | 50.81 | 115 |
| Type 7 | 194 | 0.32 | 391 | 0.29 | 49.62 | 113 |
| Type 43 | 483 | 0.81 | 1,002 | 0.74 | 48.20 | 109 |
| Type 59 | 126 | 0.21 | 266 | 0.20 | 47.37 | 108 |
| Type 55 | 7,642 | 12.78 | 16,263 | 11.98 | 46.99 | 107 |
| Type 52 | 123 | 0.21 | 266 | 0.20 | 46.24 | 105 |
| Type 17 | 2,488 | 4.16 | 5,393 | 3.97 | 46.13 | 105 |
| Type 18 | 938 | 1.57 | 2,082 | 1.53 | 45.05 | 102 |
| Type 22 | 1,864 | 3.12 | 4,265 | 3.14 | 43.70 | 99 |
| Type 39 | 98 | 0.16 | 228 | 0.17 | 42.98 | 98 |
| Type 46 | 674 | 1.13 | 1,713 | 1.26 | 39.35 | 89 |
| Type 19 | 147 | 0.25 | 377 | 0.28 | 38.99 | 89 |
| Type 21 | 548 | 0.92 | 1,425 | 1.05 | 38.46 | 87 |
| Type 44 | 402 | 0.67 | 1,058 | 0.78 | 38.00 | 86 |
| Type 25 | 7,496 | 12.54 | 19,788 | 14.58 | 37.88 | 86 |
| Type 11 | 558 | 0.93 | 1,574 | 1.16 | 35.45 | 80 |
| Type 12 | 890 | 1.49 | 2,630 | 1.94 | 33.84 | 77 |
| Type 23 | 4,968 | 8.31 | 15,151 | 11.16 | 32.79 | 74 |
| Type 42 | 255 | 0.43 | 808 | 0.60 | 31.56 | 72 |
| Type 8 | 101 | 0.17 | 358 | 0.26 | 28.21 | 64 |
| Type 47 | 1,526 | 2.55 | 5,687 | 4.19 | 26.83 | 61 |
| Type 24 | 1,434 | 2.40 | 5,354 | 3.95 | 26.78 | 61 |
| Type 9 | 598 | 1.00 | 2,357 | 1.74 | 25.37 | 58 |
| Type 32 | 35 | 0.06 | 154 | 0.11 | 22.73 | 52 |
| Type 37 | 285 | 0.48 | 1,266 | 0.93 | 22.51 | 51 |
| Type 13 | 843 | 1.41 | 3,772 | 2.78 | 22.35 | 51 |
| Type 31 | 8 | 0.01 | 38 | 0.03 | 21.05 | 48 |
| Type 35 | 4 | 0.01 | 22 | 0.02 | 18.18 | 41 |
| Type 41 | 221 | 0.37 | 1,360 | 1.00 | 16.25 | 37 |
| Type 1 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 2 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 10 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 14 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 20 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 26 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 27 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 28 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 29 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 30 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 33 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 34 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 36 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 38 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 40 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 60 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Type 61 | 0 | 0.00 | 0 | 0.00 | 0.00 | 0 |
| Total | 59,777 | 100 | 135,710 | 100 | 44.05 | 100 |



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Top 10 Mosaic Public Sector Types

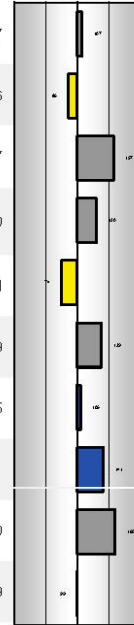


Your area/file: Torbays 50+ Population (Dec 09)

Comparison area/file: Primary Care Trusts - Torbay (Population)

This page identifies the top ten Mosaic UK types in your area ranked on percentage. Following this is a description of the top 2 types.

| Rank | Mosaic Type | Your area/file | % | Comp. | % | Pen. % | Index |
|------|---|----------------|-------|-------|-------|--------|-------|
| 1 | Type 55 Older people preferring to live in familiar surroundings in small market towns | 7642 | 12.78 | 16263 | 11.98 | 46.99 | 107 |
| 2 | Type 25 Centres of small market towns and resorts containing many hostels and refuges | 7496 | 12.54 | 19788 | 14.58 | 37.88 | 86 |
| 3 | Type 54 Older couples, independent but on limited incomes, living in bungalows by the sea | 5213 | 8.72 | 7534 | 5.55 | 69.19 | 157 |
| 4 | Type 56 Neighbourhoods with retired people and transient singles working in the holiday industry | 5124 | 8.57 | 8960 | 6.60 | 57.19 | 130 |
| 5 | Type 23 Owners of affordable terraces built to house 19th century heavy industrial workers | 4968 | 8.31 | 15151 | 11.16 | 32.79 | 74 |
| 6 | Type 53 Financially secure and physically active older people, many retired to semi rural locations | 4277 | 7.15 | 7010 | 5.17 | 61.01 | 139 |
| 7 | Type 17 Small business proprietors living in low density estates in smaller communities | 2488 | 4.16 | 5393 | 3.97 | 46.13 | 105 |
| 8 | Type 16 Low density private estates, now with self reliant couples approaching retirement | 2470 | 4.13 | 3974 | 2.93 | 62.15 | 141 |
| 9 | Type 51 Very elderly people, many financially secure, living in privately owned retirement flats | 2118 | 3.54 | 3006 | 2.22 | 70.46 | 160 |
| 10 | Type 22 Comfortably off manual workers living in spacious but inexpensive private houses | 1864 | 3.12 | 4265 | 3.14 | 43.70 | 99 |



Type 55



Although Type J55 neighbourhoods do contain many old people, they are not necessarily considered 'retirement' areas. The elderly profile is more the result of older people not moving out, than it is of older people moving in. In these areas, the elderly live among skilled craftsmen and manual workers. Many of the people of working age are self employed, and unemployment rates are significantly below the national average.

Key Facts

- Married
- Teenage children
- Private education
- Corporate careers
- Large homes in suburbs
- Good diet and health
- Care for environment
- Extensive investments

Type 25



Type D25 is comprised of young single adults on low incomes and divorced people. There is often a substantial number of very elderly people accommodated in the larger houses that have been converted by local authorities to provide sheltered accommodation. Many of these young singles drift in and out of employment, and these towns now suffer from serious levels of unemployment and from low wage levels.

Key Facts

- Very frail
- Many widowed
- Small rented flats
- Pension Credit
- Low savings and debt
- HES emergencies
- Grandchildren
- TV popular

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Mosaic Public Sector Descriptions



- Type 1 Financially successful people living in smart flats in cosmopolitan inner city locations
- Type 2 Highly educated senior professionals, many working in the media, politics and law
- Type 3 Successful managers living in very large houses in outer suburban locations
- Type 4 Financially secure couples, many close to retirement, living in sought after suburbs
- Type 5 Senior professionals and managers living in the suburbs of major regional centres
- Type 6 Successful, high earning couples with new jobs in areas of growing high tech employment
- Type 7 Well paid executives living in individually designed homes in rural environments

- Type 8 Families and singles living in developments built since 2001
- Type 9 Well qualified couples typically starting a family on a recently built private estate
- Type 10 Financially better off families living in relatively spacious modern private estates
- Type 11 Dual income families on intermediate incomes living on modern estates
- Type 12 Middle income families with children living in estates of modern private homes
- Type 13 First generation owner occupiers, many with large amounts of consumer debt
- Type 14 Military personnel living in purpose built accommodation

- Type 15 Senior white collar workers many on the verge of a financially secure retirement
- Type 16 Low density private estates, now with self reliant couples approaching retirement
- Type 17 Small business proprietors living in low density estates in smaller communities
- Type 18 Inter war suburbs many with less strong cohesion than they originally had
- Type 19 Singles and childless couples increasingly taking over attractive older suburbs
- Type 20 Suburbs sought after by the more successful members of the Asian community

- Type 21 Mixed communities of urban residents living in well built early 20th century housing
- Type 22 Comfortably off manual workers living in spacious but inexpensive private houses
- Type 23 Owners of affordable terraces built to house 19th century heavy industrial workers
- Type 24 Low income families living in cramped Victorian terraced housing in inner city locations
- Type 25 Centres of small market towns and resorts containing many hostels and refuges
- Type 26 Communities of lowly paid factory workers, many of them of South Asian descent
- Type 27 Multi-cultural inner city terraces attracting second generation settlers from diverse communities

- Type 28 Neighbourhoods with transient singles living in multiply occupied large old houses
- Type 29 Economically successful singles, many living in privately rented inner city flats
- Type 30 Young professionals and their families who have gentrified terraces in pre 1914 suburbs
- Type 31 Well educated singles and childless couples colonising inner areas of provincial cities
- Type 32 Singles and childless couples in small units in newly built private estates
- Type 33 Older neighbourhoods increasingly taken over by short term student renters
- Type 34 Halls of residence and other buildings occupied mostly by students

- Type 35 Young people renting hard to let social housing often in disadvantaged inner city locations
- Type 36 High density social housing, mostly in inner London, with high levels of diversity
- Type 37 Young families living in upper floors of social housing
- Type 38 Singles, childless couples and older people living in high rise social housing
- Type 39 Older people living in crowded apartments in high density social housing
- Type 40 Older tenements of small private flats often occupied by highly disadvantaged individuals

- Type 41 Families, many single parent, in deprived social housing on the edge of regional centres
- Type 42 Families with school age children, living in very large social housing estates on the outskirts of provincial cities
- Type 43 Older people, many in poor health from work in heavy industry, in low rise social housing

- Type 44 Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns
- Type 45 Older couples, mostly in small towns, who now own houses once rented from the council
- Type 46 Residents in 1930s and 1950s council estates, typically in London, now mostly owner occupiers
- Type 47 Social housing, typically in 'new towns', with good job opportunities for the poorly qualified

- Type 48 Older people living in small council and housing association flats
- Type 49 Low income older couples renting low rise social housing in industrial regions
- Type 50 Older people receiving care in homes or sheltered accommodation

- Type 51 Very elderly people, many financially secure, living in privately owned retirement flats
- Type 52 Better off older people, singles and childless couples in developments of private flats
- Type 53 Financially secure and physically active older people, many retired to semi rural locations
- Type 54 Older couples, independent but on limited incomes, living in bungalows by the sea
- Type 55 Older people preferring to live in familiar surroundings in small market towns
- Type 56 Neighbourhoods with retired people and transient singles working in the holiday industry

- Type 57 Communities of retired people and second homers in areas of high environmental quality
- Type 58 Well off commuters and retired people living in attractive country villages
- Type 59 Country people living in still agriculturally active villages, mostly in lowland locations
- Type 60 Smallholders and self employed farmers, living beyond the reach of urban commuters
- Type 61 Low income farmers struggling on thin soils in isolated upland locations

Profile Reports Explained:



A profile report allows you to understand the characteristics of a citizen / prospect file or a geographical catchment, compared to a comparison file or area.

For more information on profiles please refer to the knowledge base at <http://www.publicsectorknowledgebase.co.uk>

Your area/file:
The number of records of your chosen area as a Mosaic count.

Your area/file percentage:
The number of records in your chosen area that fall within each Mosaic group as a percentage of the total in your area.

Comparison area/file:
The number of records in your chosen comparison area as a Mosaic count.

Comparison area/file percentage:
The number of records in your chosen comparison area that fall within each Mosaic group as a percentage of the total in the comparison area.

Percentage Chart:
Shows your area % for each Mosaic group compared to the comparison area % for each Mosaic group.

Index Value Graph:
Shows the index value visually. The centre line is 100, where your area % and the comparison area % are equal. Left of centre means your area % is lower than the comparison area %. Right of centre means your area % is higher than the comparison area %.

Ranked Mosaic Group:
Each Mosaic group ranked in descending order by index value.

Penetration Percentage:
Shows the proportion of the comparison area that is made up of your area's population for each Mosaic group. For example, if the penetration of group A was 10%, then your area represents 10% of all group A's living within the comparison area.

Index:
Shows how close your area % is to the comparison area %. An index of 100 means your area % is equal to the comparison area %. Below 100 means your area % is lower than the comparison area %. Above 100 means your area % is higher than the comparison area %.

Mosaic Public Sector Data Sources

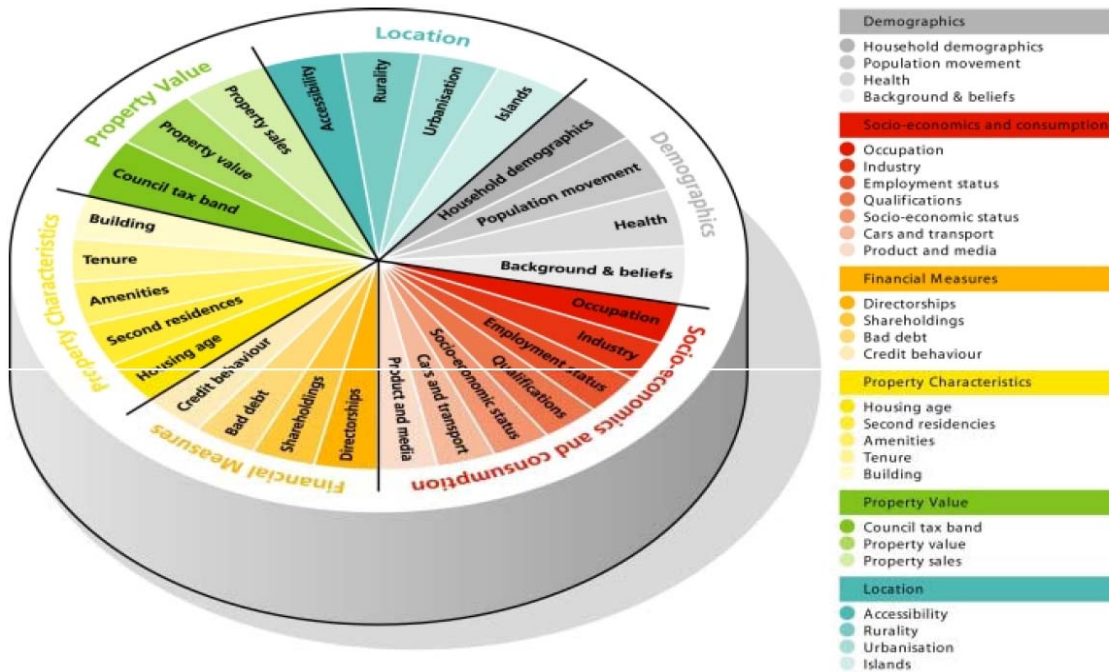


Data Sources

54% of the data used to build Mosaic is sourced from the 2001 Census. The remaining 46% is derived from our Consumer Segmentation Database. It includes the edited Electoral Roll, Experian Lifestyle Survey information and Consumer Credit Activity, alongside Post Office Address File, Shareholders Register, House Price and Council Tax information. All of this information is updated annually.

Qualitative research was also undertaken covering the whole of the UK. This validated the accuracy of Mosaic 'on the ground'. We employed a number of the UK's leading experts in the fields of consumer psychology, human geography and economics to interpret the classification.

This research also links to a number of authoritative sources of market research, including BMRB's Target Group Index (TGI), The British Crime Survey, MORI's Financial Research, The Expenditure and Food Survey (EFS), Forrester's Technographics and Internet User Monitor, the English and Welsh Index of Multiple Deprivation, National Pupil Database, Health Survey for England and Hospital Episode Statistics.



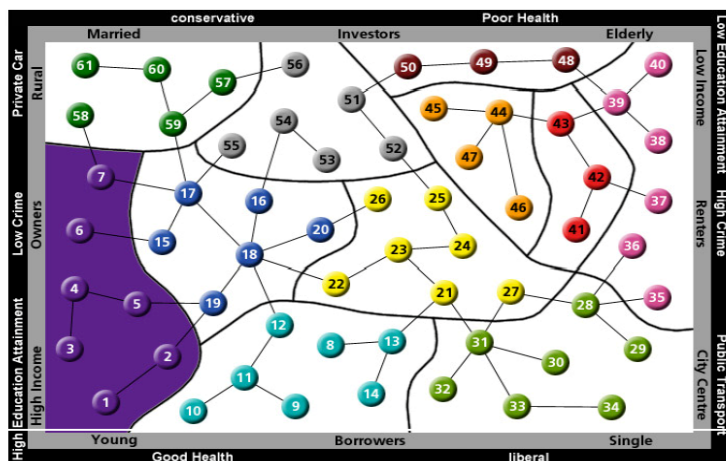
The Mosaic Public Sector Family Tree

The Mosaic Family Tree illustrates the major demographic and lifestyle polarities between the Types and Groups, and shows how the Mosaic Types relate to each other.

Mosaic Migration helps to determine the probable location paths of different Mosaic Types and how households might move through the Mosaic Family Tree over time. This is useful for understanding the origin, stability and aspirations of the people within each Mosaic Type.

Each Type is placed on the Family Tree on the basis of 6 key demographic dimensions. These are city centre/rural, income, house tenure, young/elderly and marital status (displayed in grey).

The outer dimensions displayed in black are related to consumer orientation and how these are related to their Mosaic Type.



Older People

This section on older people is in addition to the community plan themes and has been included to give an overview of the challenges and issues for older people in the Bay.

Our aim is to improve the quality of life for all residents and where necessary, personalise packages of care and support to enable independent living.

Our key findings

- The proportion of Torbay's population aged 50 and over is currently 43.5%; this is projected to increase to 45.0% in 5 years time. The proportion of people aged 65 and over is projected to be just under a quarter (24.7%) of the total population in 5 years, compared to around 17.0% nationally.
- In 2001 well over a third of all households in the bay were occupied by a person of pensionable age; of the households occupied by a person of pensionable age, a third were occupied by a lone female of pensionable age.
- Just under a quarter (23.2%) of the 60 and over population claimed pension credits in 2007/08, compared to 21.2% nationally. The three wards of Ellacombe, Roundham with Hyde and Tormohun had in excess of 30% claiming pension credits.

Whilst we have identified indicators relating to the older people section, we fully acknowledge that there are limitations and gaps due to the data that is available.

Some examples of the limitations and future developments for the older people data set

- Data from the 2001 census will not be updated until the 2011 census.
- Employment patterns.
- Skills of older people.
- Past times and hobbies.
- Volunteering.



Older People

Table 1 of 2

| | 1. Population aged 50 and over | 2. Projected population aged 50 and over in 2013 | 3. Population aged 65 and over | 4. Projected population aged 65 and over in 2013 | 5. Proportion of total population aged 85 and over | 6. Projected population aged 85 and over in 2013 | 7. Total Occupied Household Spaces (all people) | 8. Households with at least one person of pensionable age | 9. Pensionable households with a lone Male | 10. Pensionable households with a lone Female | 11. Household type of pensionable age resident - House or bungalow | 12. Household type of pensionable age resident - Flat, maisonette | 13. Pensionable households - Accommodation does not have central heating | 14. Pensionable households - Owner occupied - Owns out right or with a mortgage / loan | 15. Pensionable households - Council or Social rented |
|----------------------------|--------------------------------|--|--------------------------------|--|--|--|---|---|--|---|--|---|--|--|---|
| Date | 2006 | 2006 | 2006 | 2008 | 2006 | 2008 | 2001 | 2001 | 2001 | 2001 | 2001 | 2001 | 2001 | 2001 | 2001 |
| Measure | % | % | % | % | % | % | Count | % | % | % | % | % | % | % | % |
| England | 33.7% | 35.2% | 15.9% | 17.4% | 2.1% | 2.4% | 21,262,830 | 30.4% | 11.1% | 34.5% | 80.8% | 18.3% | 10.4% | 69.5% | 22.8% |
| South West | 38.1% | 39.7% | 18.7% | 20.8% | 2.7% | 3.1% | 2,185,970 | 33.5% | 10.2% | 33.9% | 82.8% | 15.9% | 10.0% | 76.3% | 15.7% |
| Torbay | 43.5% | 45.0% | 22.7% | 24.7% | 3.8% | 4.0% | 60,480 | 37.7% | 10.9% | 35.6% | 71.6% | 27.3% | 13.1% | 82.2% | 8.5% |
| Berry Head-with-Furzeham | 51.9% | N/A | 27.7% | N/A | 4.1% | N/A | 5,160 | 41.4% | 10.5% | 35.3% | 78.8% | 21.0% | 10.0% | 83.1% | 7.5% |
| Blatchcombe | 33.6% | N/A | 15.8% | N/A | 1.6% | N/A | 4,360 | 31.7% | 11.9% | 30.4% | 80.8% | 13.1% | 18.5% | 75.6% | 17.8% |
| Churston-with-Galmpton | 59.2% | N/A | 34.3% | N/A | 5.8% | N/A | 3,150 | 53.0% | 10.3% | 30.6% | 94.8% | 4.9% | 5.2% | 93.0% | 3.1% |
| Clifton-with-Maidenway | 42.7% | N/A | 21.6% | N/A | 3.2% | N/A | 3,120 | 38.4% | 10.5% | 29.9% | 88.3% | 11.2% | 15.5% | 91.7% | 3.2% |
| Cockington-with-Chelston | 40.3% | N/A | 19.8% | N/A | 3.1% | N/A | 4,740 | 35.5% | 8.2% | 32.3% | 79.8% | 20.2% | 15.8% | 86.6% | 5.5% |
| Ellacombe | 31.9% | N/A | 14.3% | N/A | 2.3% | N/A | 3,960 | 26.5% | 13.5% | 36.4% | 68.9% | 30.8% | 28.7% | 78.9% | 6.4% |
| Goodrington-with-Roselands | 44.3% | N/A | 22.5% | N/A | 3.6% | N/A | 3,100 | 41.3% | 9.8% | 37.4% | 74.6% | 23.7% | 10.0% | 81.4% | 11.7% |
| Preston | 49.3% | N/A | 27.7% | N/A | 5.3% | N/A | 4,700 | 46.5% | 9.6% | 37.0% | 68.0% | 30.9% | 8.9% | 87.3% | 5.0% |
| Roundham-with-Hyde | 47.4% | N/A | 26.6% | N/A | 6.0% | N/A | 3,770 | 38.7% | 14.1% | 45.7% | 37.3% | 61.2% | 16.3% | 71.0% | 10.8% |
| Shiphay-with-the-Willows | 45.7% | N/A | 25.7% | N/A | 5.7% | N/A | 3,590 | 30.7% | 10.5% | 33.2% | 86.1% | 13.1% | 11.8% | 78.9% | 13.5% |
| St Mary's-with-Summercombe | 45.0% | N/A | 24.6% | N/A | 3.4% | N/A | 3,220 | 40.5% | 10.1% | 32.2% | 86.4% | 13.4% | 16.8% | 87.3% | 6.7% |
| St Marychurch | 33.5% | N/A | 15.5% | N/A | 2.0% | N/A | 5,210 | 39.6% | 11.0% | 39.7% | 63.6% | 35.6% | 14.6% | 81.8% | 4.9% |
| Tormohun | 35.5% | N/A | 15.9% | N/A | 2.6% | N/A | 5,430 | 27.4% | 12.0% | 41.1% | 48.3% | 51.1% | 14.4% | 70.0% | 14.7% |
| Watcombe | 39.1% | N/A | 19.8% | N/A | 2.2% | N/A | 3,100 | 40.2% | 11.3% | 32.5% | 86.2% | 12.6% | 15.4% | 76.1% | 19.3% |
| Wellswood | 57.2% | N/A | 32.9% | N/A | 6.5% | N/A | 4,490 | 38.8% | 11.4% | 37.1% | 45.4% | 53.8% | 6.7% | 83.5% | 4.5% |

Young People notes:

Numbers / percentages may not add due to rounding

1. Population aged 50 and over - 2006 Mid Year Estimate, ONS
2. Projected population aged 50 and over in 2013 - 2006 Based, 2008 Sub National Population Projections, ONS
3. Population aged 65 and over - 2006 Mid Year Estimate, ONS
4. Projected population aged 65 and over in 2013 - 2006 Based, 2008 Sub National Population Projections, ONS
5. Proportion of total population aged 85 and over - 2006 Mid Year Estimate, ONS
6. Projected population aged 85 and over in 2013 - 2006 Based, 2008 Sub National Population Projections, ONS
7. Total Occupied Household Spaces (all people), 2001 Census, ONS

8. Households with at least one person of pensionable age, 2001 Census, ONS
9. Pensionable households with a lone Male, 2001 Census, ONS
10. Pensionable households with a lone Female, 2001 Census, ONS
11. Household type of pensionable age resident - House or bungalow, 2001 Census, ONS
12. Household type of pensionable age resident - Flat, maisonette, 2001 Census, ONS
13. Pensionable households - Accommodation does not have central heating, 2001 Census, ONS
14. Pensionable households - Owner occupied - Owns out right or with a mortgage / loan, 2001 Census, ONS
15. Pensionable households - Council or Social rented, 2001 Census, ONS

Older People

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| | 16. Pensionable households - Private rented | 17. 60 and over population claiming Pension Credits | 18. Duration of Pension Credit claim - 5 years and over | 19. Pension Credit Claimant living - with Partner | 20. Pension Credit Claimant living - Single | 21. Part of Pension Credit claimed - Guarantee Element Only | 22. Part of Pension Credit claimed - Saving Element Only | 23. Proportion claiming both elements of Pension Credits | 24. Healthy Life Expectancy at age 65 - Males | 25. Healthy Life Expectancy at age 65 - Females | 26. All admissions for injuries and poisonings - 65+ population | 27. All admissions for Circulatory - 65+ population | 28. All admissions for cancer of the Ovary - Females aged 65+ | 29. All admissions for cancer of the prostate - Males aged 65+ | 30. Income Deprivation Affecting Older People |
|----------------------------|---|---|---|---|---|---|--|--|---|---|---|---|---|--|---|
| Date | 2001 | 2007/08 | 2007/08 | 2007/08 | 2007/08 | 2007/08 | 2007/08 | 2007/08 | 2000/02 | 2000/02 | 2006/08 | 2006/08 | 2006/08 | 2006/08 | 2007 |
| Measure | % | % | % | % | % | % | % | % | Years | Years | SAR | SAR | SAR | SAR | Rank |
| England | 4.3% | 21.2% | 38.3% | 22.2% | 77.8% | 30.9% | 21.9% | 47.2% | 12.5 | 14.5 | 100 | 100 | 100 | 100 | N/A |
| South West | 4.6% | 17.7% | 35.5% | 22.6% | 77.4% | 26.2% | 23.1% | 50.8% | 13.6 | 15.6 | N/A | N/A | N/A | N/A | N/A |
| Torbay | 7.4% | 23.2% | 39.9% | 23.7% | 76.3% | 29.5% | 19.3% | 51.2% | 13.3 | 15.4 | 132.2 | 88.8 | 95 | 105.9 | N/A |
| Berry Head-with-Furzeham | 7.4% | 21.3% | 39.9% | 29.1% | 70.9% | 31.5% | 18.8% | 49.8% | N/A | N/A | 136.1 | 96.4 | 217.9 | 99.3 | 20+%to30% |
| Blatchcombe | 3.8% | 26.3% | 36.1% | 32.7% | 67.3% | 30.2% | 22.8% | 47.0% | N/A | N/A | 128.8 | 113.2 | 11.1 | 27.7 | 10+%to20% |
| Churston-with-Galmpton | 2.5% | 13.0% | 30.5% | 29.5% | 70.5% | 20.5% | 21.5% | 57.9% | N/A | N/A | 155.4 | 78.3 | 16.7 | 160.2 | 60+%to70% |
| Clifton-with-Maidenway | 4.3% | 19.4% | 36.5% | 30.9% | 69.1% | 23.1% | 19.9% | 57.0% | N/A | N/A | 125.8 | 80.2 | 278.8 | 128.2 | 40+%to50% |
| Cockington-with-Chelston | 6.1% | 17.9% | 35.5% | 25.4% | 74.6% | 28.4% | 23.5% | 48.1% | N/A | N/A | 109.4 | 82.1 | 0 | 109.9 | 30+%to40% |
| Ellacombe | 13.5% | 36.8% | 43.1% | 20.5% | 79.5% | 34.5% | 16.9% | 48.7% | N/A | N/A | 148.1 | 84.3 | 258.8 | 89.7 | Top 10% |
| Goodrington-with-Roselands | 4.2% | 21.8% | 38.9% | 25.1% | 74.9% | 22.7% | 22.1% | 55.2% | N/A | N/A | 114.4 | 93 | 79 | 160.9 | 30+%to40% |
| Preston | 6.1% | 20.9% | 38.1% | 22.6% | 77.4% | 23.9% | 18.7% | 57.4% | N/A | N/A | 132.6 | 87 | 43.7 | 149.8 | 30+%to40% |
| Roundham-with-Hyde | 15.8% | 31.5% | 42.7% | 17.4% | 82.6% | 31.9% | 17.1% | 51.0% | N/A | N/A | 140.3 | 91 | 0 | 91.7 | Top 10% |
| Shiphay-with-the-Willows | 4.9% | 26.4% | 41.0% | 18.1% | 81.9% | 26.1% | 18.7% | 55.2% | N/A | N/A | 153.7 | 89.4 | 37.9 | 132.5 | 10+%to20% |
| St Mary's-with-Summercombe | 4.5% | 23.9% | 35.6% | 27.1% | 72.9% | 28.0% | 22.8% | 49.2% | N/A | N/A | 139.5 | 95.3 | 0 | 80.6 | 20+%to30% |
| St Marychurch | 11.2% | 22.3% | 37.6% | 30.9% | 69.1% | 26.0% | 21.4% | 52.6% | N/A | N/A | 116.2 | 113 | 25.9 | 11.2 | 20+%to30% |
| Tormohun | 14.1% | 32.2% | 45.2% | 16.8% | 83.2% | 38.1% | 16.7% | 45.2% | N/A | N/A | 119.3 | 85.3 | 9.7 | 53.5 | Top 10% |
| Watcombe | 1.7% | 25.9% | 46.2% | 27.5% | 72.5% | 35.0% | 17.1% | 47.9% | N/A | N/A | 111.2 | 97.5 | 336.6 | 139.8 | 10+%to20% |
| Wellswood | 10.2% | 17.9% | 43.3% | 15.8% | 84.2% | 35.1% | 15.8% | 49.1% | N/A | N/A | 125.5 | 67 | 226.2 | 94 | 30+%to40% |

Young People notes:

Numbers / percentages may not add due to rounding

- 16. Pensionable households - Private rented, 2001 Census, ONS
- 17. 60 and over population claiming Pension Credits, 2007/08 (quarterly average) DWP
- 18. Duration of Pension Credit claim - 5 years and over, 2007/08 (quarterly average) DWP
- 19. Pension Credit Claimant living - with Partner, 2007/08 (quarterly average) DWP
- 20. Pension Credit Claimant living - Single, 2007/08 (quarterly average) DWP
- 21. Part of Pension Credit claimed - Guarantee Element Only, 2007/08 (quarterly average) DWP
- 22. Part of Pension Credit claimed - Saving Element Only, 2007/08 (quarterly average) DWP
- 23. Proportion claiming both elements of Pension Credits., 2007/08 (quarterly average) DWP
- 24. Healthy Life Expectancy at age 65 - Males, Number of years it can be expected to live in good or fairly-good health at age 65. 2000/02, ONS

- 25. Healthy Life Expectancy at age 65 - Females, Number of years it can be expected to live in good or fairly-good health at age 65. 2000/02, ONS
- 26. All Admissions for Injuries and Poisonings - 65+ population - all admissions to hospital in 2007/08, SAR
- 27. All admissions for Circulatory - 65+ population - all admissions to hospital in 2007/08, SAR
- 28. All Admissions for cancer of the Ovary - Female (65+) - all admissions to hospital in 2007/08, SAR
- 29. All Admissions for Cancer of the Prostate - Male (65+) - all admissions to hospital in 2007/08, SAR
- 30. Rank of Income Deprivation Affecting Older People Sub Domain - Ranking of average SOA score per ward for the Index of Multiple Deprivation 2007