

Poole in Profile: Older People in Poole – Demographics



This report is one in a series profiling Older People in Poole produced by the Corporate Research Team. These reports have been designed to help inform service and policy planning, by summarising available research and statistical evidence.

Introduction

While for today's population living to be 100 is an achievement marked by a telegram from the Queen, in two generations it could be as routine as collecting a bus pass.

The Independent 2004

Across the developed world we are experiencing a shift in demographics towards the older end of the age spectrum. This is due to the rise in life expectancy, decreasing birth rates and the fact that people born in the baby boom years of the 1950's and 1960s, are now reaching older age.

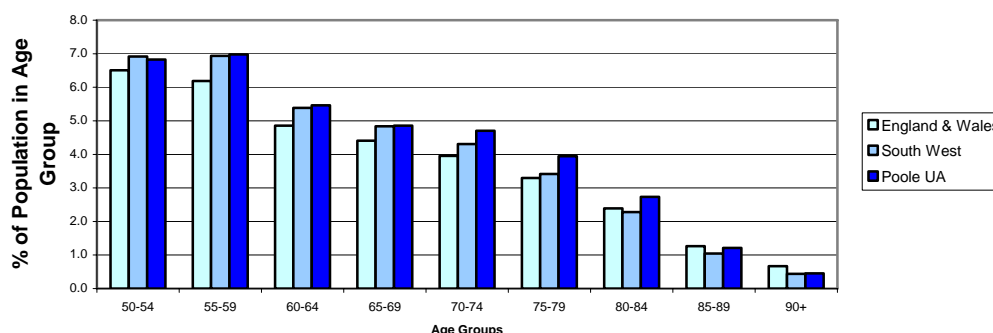
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Older Population Figures & Concentrations

The graph below shows the comparative percentage of older people per age group in England & Wales, the South West and Poole. Poole's figures are the highest in the 60-89 age groups.

50+ Populations in E&W, South West and Poole



Source: 2001 Census

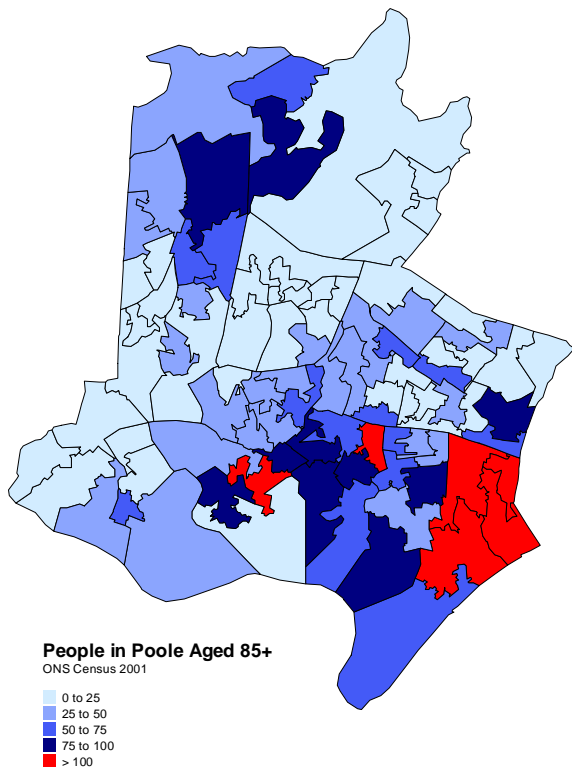
This table identifies the number of older people by age group as a percentage of the ward population.

By comparing the number of people in these age groups with the total ward population we can see that Canford Cliffs has the highest percentage on the 50+, 65+ and 85+ age groups, with 65% of the population aged over 50.

Canford Heath East has the lowest percentages per population in these three age groups, with only 25% of their population over 50 years old.

Nos per Age Group by Ward	% Pop 50yrs+	% Pop 65yrs+	% Pop 85yrs+
Alderney	36	18	8
Branksome East	36	18	9
Branksome West	31	14	6
Broadstone	45	24	10
Canford Cliffs	65	44	24
Canford Heath East	25	11	4
Canford Heath West	27	11	5
Creekmoor	34	18	7
Hamworthy East	38	19	8
Hamworthy West	30	12	5
Merley & Bearwood	37	16	7
Newtown	36	18	8
Oakdale	40	20	9
Parkstone	49	29	15
Penn Hill	42	23	11
Poole Town	43	25	12

Source: ONS Census Data 2001

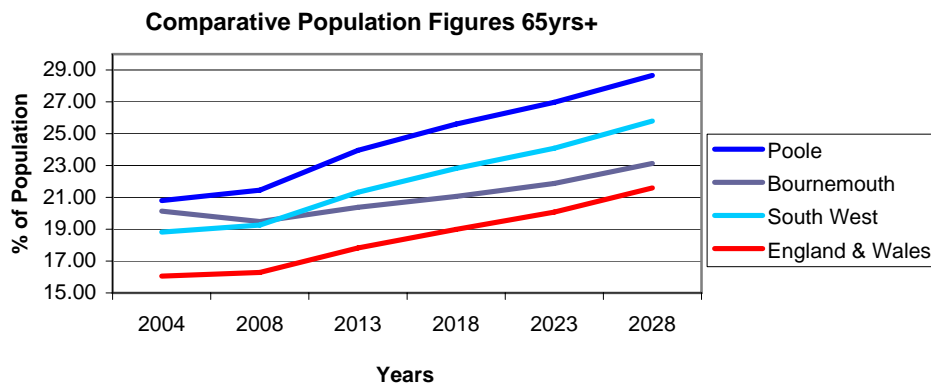


Thematic mapping clearly shows the concentrations of older people across the borough, with the red areas highlighting the 85+ year olds. This age group is concentrated in Canford Cliffs, Poole Town and Parkstone.

Comparative Figures and Projections

The graph below gives a comparison of the projected figures of people aged 65yrs+ in England & Wales, the South West, Bournemouth and Poole. It highlights the fact that Poole already has a large ageing population.

The number of over 65s currently in Poole equates to the projected figure for England and Wales in 2028. Poole is also likely to have the largest percentage increase between 2004 and 2028, where it shows that by 2028 people over 65 will make up nearly 29% of the total population, *i.e. nearly 1 person in 3 is likely to be aged over 65yrs.*



Source: Figures based on ONS 2003 based sub-national population projections & 2004 based population projections – Government Actuary

Population projections show that the percentage of older people in the community will continue to grow. In the following table we can see the population by age bands for 2004 compared to 2025, and the percentage growth over this period.

Ageing Population of Poole by Age Bands

Age	2004	2025	% Growth
50-54	8600	8200	-5
55-59	9800	9400	-4
60-64	7800	10000	28
65-69	7100	9400	32
70-74	6700	8500	27
75-79	5900	9000	53
80-84	5000	6300	26
85+	4000	6900	73

Two age bands are likely to have particularly high rates of growth, with over 50% growth for people aged 75-79 and 70% growth for those aged 80+. These figures may have a profound affect on the proportion of 85+ year olds by 2031, but are inflated figure related to the increase in the birth rate during the baby boomer years. In the long term the growth rate in the number of older people is likely to become more static.

Although the concentrations of older people in Poole are certainly higher than the national average it does not rate as high when compared with other areas in the **sub region**.

The table below shows the 2005 and 2020 projected percentages of 65+ year olds in the sub region, with the figures for Poole amongst the lowest.

Projected % 65yrs+ in Sub-Region

District	2005 Proportion 65+	2020 Proportion 65+
Bournemouth	20%	21%
Christchurch	30%	33%
E.Dorset	26%	31%
N.Dorset	20%	28%
Poole	21%	26%
Purbeck	22%	29%
West Dorset	25%	32%
Wey & Portland	20%	26%
BDP	22%	27%

Key:
Highest Figures
Lowest Figures

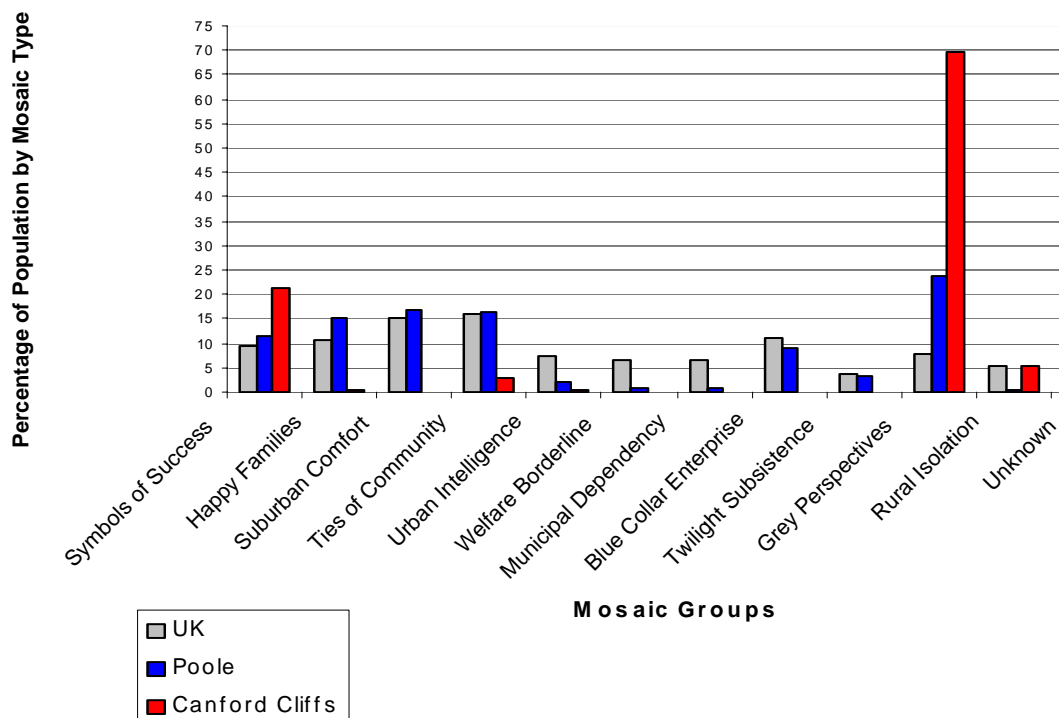
Source: ONS Census Data 2001

Socio-Demographics of Older People in Poole

Mosaic is a consumer classification tool which groups people into types dependent on their postcode. It is not an exact science but it is used widely for targeting customer types across the UK, and can be used in association with local datasets to provide another view of the preferences and habits of the people that the data relates to.

The graph below shows a comparison of mosaic types across England, Poole and Canford Cliffs. The most prominent group in Poole are classed as **Grey Perspectives**, and this group features even more prominently when examining Canford Cliffs.

Comparison of Mosaic Types in England & Wales, Poole and Canford Cliffs



Source: Mosaic Experian Ltd

This group breaks down into a number of types. Within Canford Cliffs the most prominent type is classed as very elderly people of independent means who have moved to apartments suitable for their needs.

- Key Features
- Pensioners
 - Living alone
 - Comfortable homes
 - Close to sea
 - Wardens closeby
 - Mentally alert
 - Busy
 - Enjoy life
 - Treats affordable



Further information

This paper provides a summary of the research and analysis that has been carried out under this heading. For further information on this subject or to access detailed data, maps and information please contact:

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