



Total Addressable Market Calculator

Demographic Data

Gender & Age Breakdown

	Male		Female		Combined	
UK Population	32,790,202	49%	33,645,348	51%	66,435,550	100%
Age: 0-15	6,469,022	10%	6,155,157	9%	12,624,179	19%
Age: 16-24	3,669,496	6%	3,471,596	5%	7,141,092	11%
Age: 25-36	5,385,799	8%	5,361,320	8%	10,747,119	16%
Age: 37-49	5,502,970	8%	5,613,469	8%	11,116,439	17%
Age: 50-64	6,214,676	9%	6,426,488	10%	12,641,164	19%
Age: 65+	5,548,239	8%	6,617,318	10%	12,165,557	18%
Total	32,790,202	49%	33,645,348	51%	66,435,550	100%

Regional Breakdown

Region	Population	%
NORTH EAST	2,657,909	4.0%
NORTH WEST	7,292,093	11.0%
YORKSHIRE	5,479,615	8.2%
EAST MIDLANDS	4,804,149	7.2%
WEST MIDLANDS	5,900,757	8.9%
EAST	6,201,214	9.3%
LONDON	8,908,081	13.4%
SOUTH EAST	9,133,625	13.7%
SOUTH WEST	5,599,735	8.4%
WALES	3,138,631	4.7%
SCOTLAND	5,438,100	8.2%
NORTHERN IRELAND	1,881,641	2.8%
Total	66,435,550	100%

Household Income Breakdown

Household Income (£k)	Population	%
£0k - £20k	15,184,570	23%
£21k - £40k	31,661,703	48%
£41k - £60k	13,053,062	20%
£61k - £80k	3,802,259	6%
£81k - £100k	1,309,893	2%
£101k+	1,424,063	2%
Total	66,435,550	100%