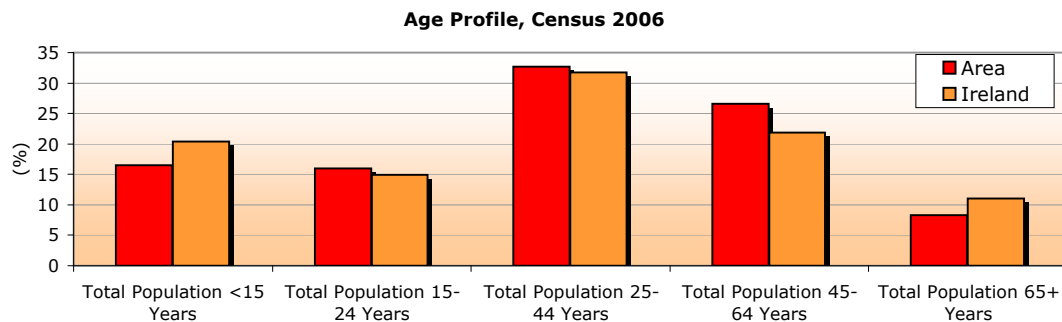
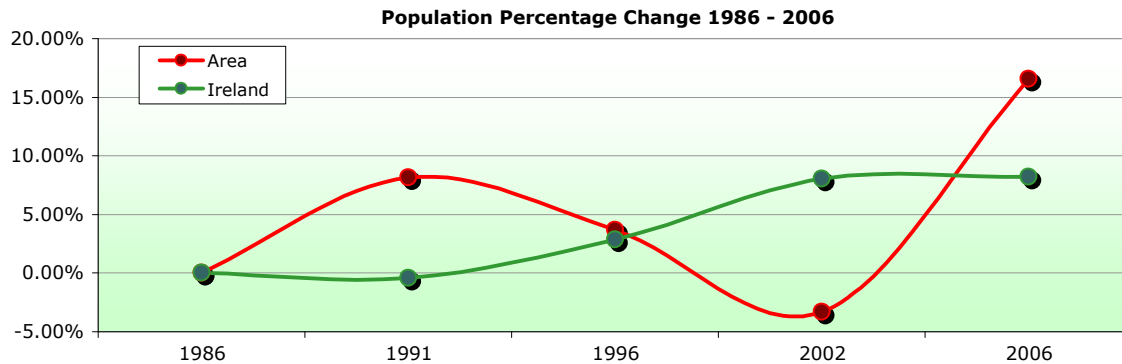


**Area Defined By:
A 10 Minute Drivetime from Portmarnock, Co. Dublin.**

Population Change 1986 - 2006

	Area	Area (% Change):	Ireland	Ireland (% Change)	
Total Population 1986	16,420	-	3,540,643	-	-
Total Population 1991	17,761	8.17%	3,525,719	-0.42%	-
Total Population 1996	18,419	3.70%	3,626,087	2.85%	-
Total Population 2002	17,808	-3.32%	3,917,203	8.03%	-
Total Population 2006	20,760	16.58%	4,239,848	8.24%	-



Demographic Profile, Census 2006

	Area	Area (%)	Ireland	Ireland (%)	Index
Total Population	20,760	100.00	4,239,848	100.00	100.00
Total Males	10,253	49.39	2,121,171	50.03	98.72
Total Females	10,507	50.61	2,118,677	49.97	101.28
Total Households	7,126	100.00	1,469,521	100.00	100.00
Total Population <15 Years	3,424	16.49	864,449	20.39	80.89
Total Population 15-24 Years	3,314	15.96	632,732	14.92	106.97
Total Population 25-44 Years	6,789	32.70	1,345,873	31.74	103.02
Total Population 45-64 Years	5,514	26.56	928,868	21.91	121.24
Total Population 65+ Years	1,719	8.28	467,926	11.04	75.03

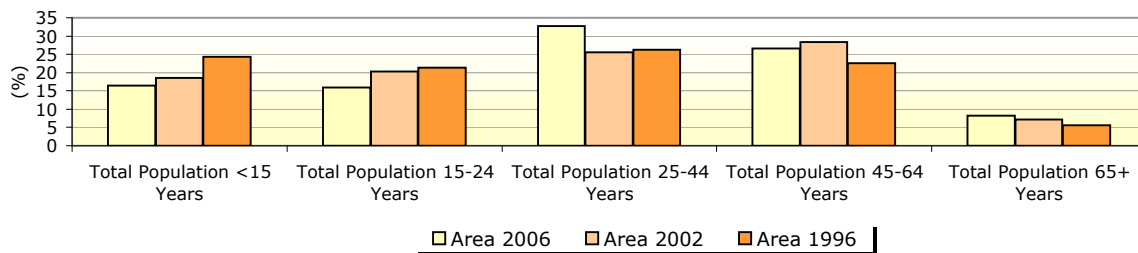
Demographic Profile, Census 2002

	Area	Area (%)	Ireland	Ireland (%)	Index
Total Population	17,808	100.00	3,917,203	100.00	100.00
Total Males	8,848	49.69	1,946,164	49.68	100.01
Total Females	8,960	50.31	1,971,039	50.32	99.99
Total Households	5,286	100.00	1,287,958	100.00	100.00
Total Population <15 Years	3,297	18.51	827,428	21.12	87.65
Total Population 15-24 Years	3,621	20.33	641,522	16.38	124.16
Total Population 25-44 Years	4,552	25.56	1,180,259	30.13	84.84
Total Population 45-64 Years	5,048	28.35	831,993	21.24	133.46
Total Population 65+ Years	1,290	7.24	436,001	11.13	65.08

Demographic Profile, Census 1996

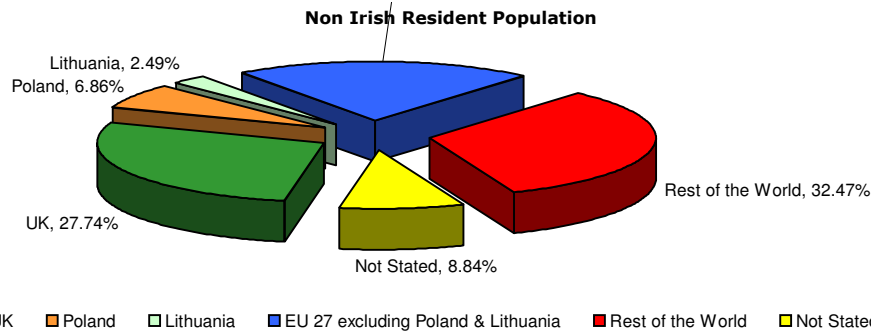
	Area	Area (%)	Ireland	Ireland (%)	Index
Total Population	18,419	100.00	3,626,087	100.00	100.00
Total Males	9,229	50.11	1,800,232	49.65	100.92
Total Females	9,190	49.89	1,825,855	50.35	99.09
Total Households	5,029	100.00	1,127,318	100.00	100.00
Total Population <15 Years	4,495	24.40	859,424	23.70	102.97
Total Population 15-24 Years	3,917	21.27	632,890	17.45	121.84
Total Population 25-44 Years	4,824	26.19	1,016,091	28.02	93.46
Total Population 45-64 Years	4,166	22.62	703,800	19.41	116.53
Total Population 65+ Years	1,017	5.52	413,882	11.41	48.37

Age Profile Change, 1996 to 2006



Usually Resident Population by Nationality, Census 2006

	Area	Area (%)	Ireland	Ireland (%)	Index
Ireland	18,312	90.30	3,706,683	88.85	101.63
UK	546	2.69	112,548	2.70	
Poland	135	0.67	63,276	1.52	43.89
Lithuania	49	0.24	24,628	0.59	40.93
EU 27 excluding Poland & Lithuania	425	2.10	75,323	1.81	116.08
Rest of the World	639	3.15	143,958	3.45	91.32
Not Stated	174	0.86	45,597	1.09	78.50
Total Persons	20,280	100.00	4,172,013	100.00	100.00

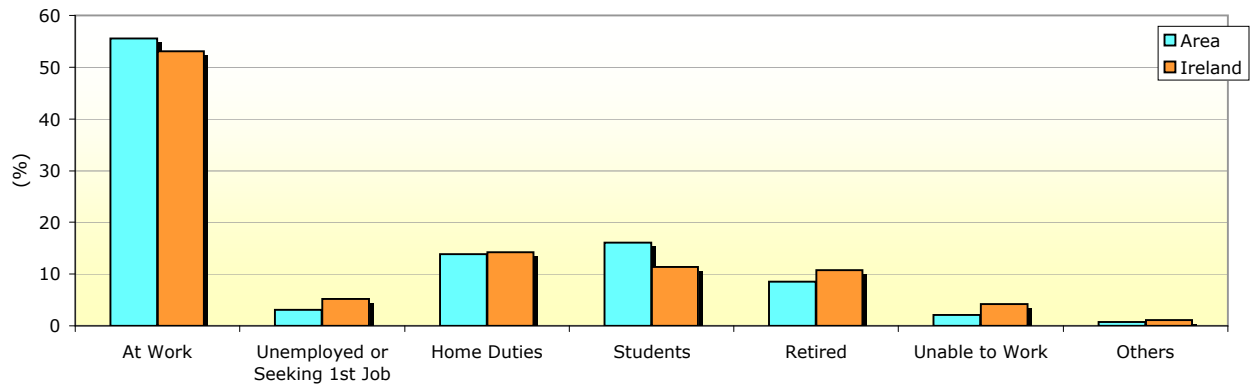


Note: The Pie Chart shows Census 2006 nationality groups as a percentage of the total Non-Irish resident population in the area in 2006

Economic Status of Persons Aged Over 15, Census 2006

	Area	Area (%)	Ireland	Ireland (%)	Index
At Work	10,853	62.60	1,930,042	57.18	109.49
Unemployed or Seeking 1st Job	482	2.78	179,456	5.32	52.30
Home Duties	1,798	10.37	387,014	11.47	90.46
Students	2,058	11.87	349,596	10.36	114.62
Retired	1,720	9.92	377,927	11.20	88.61
Unable to Work	396	2.28	138,382	4.10	55.72
Others	29	0.17	12,982	0.38	43.49
Total Persons Aged Over 15	17,336	100.00	3,375,399	100.00	100.00

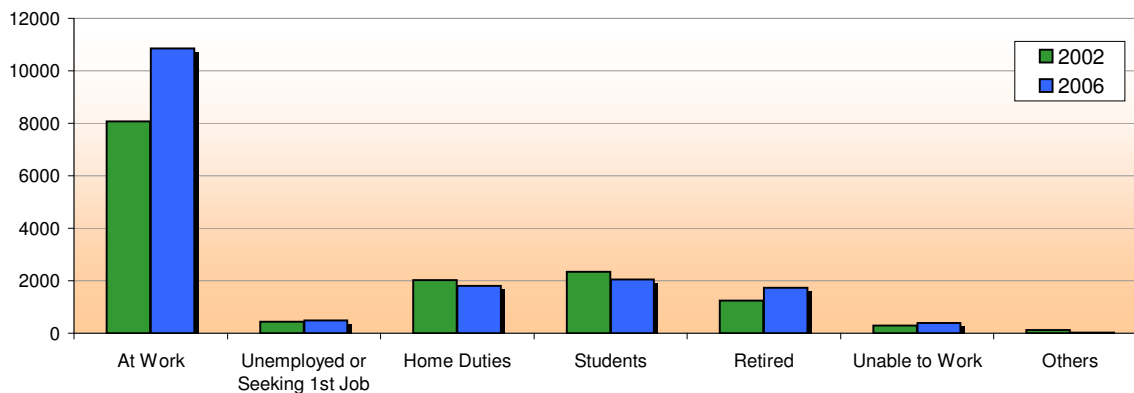
Economic Status of Persons Aged Over 15, Census 2006



Economic Status of Persons Aged Over 15, Census 2002

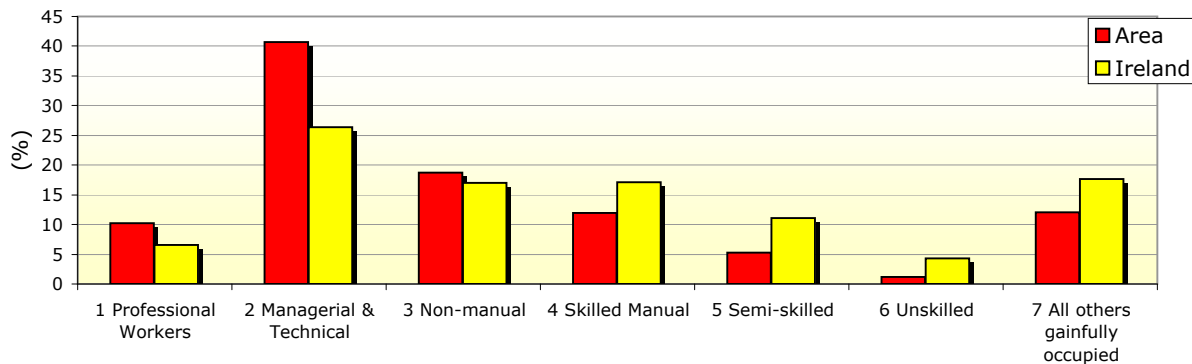
	Area	Area (%)	Ireland	Ireland (%)	Index
At Work	8,069	55.61	1,641,587	53.13	104.66
Unemployed or Seeking 1st Job	443	3.05	159,346	5.16	59.20
Home Duties	2,016	13.89	438,986	14.21	97.78
Students	2,331	16.06	350,774	11.35	141.50
Retired	1,243	8.57	333,255	10.79	79.42
Unable to Work	297	2.05	130,255	4.22	48.55
Others	112	0.77	35,572	1.15	67.04
Total Persons Aged Over 15	14,511	100.00	3,089,775	100.00	100.00

The Changing Economic Profile of the Area - 2002 - 2006



Social Class, Census 2006

	Area	Area (%)	Ireland	Ireland (%)	Index
1 Professional Workers	2,118	10.20	277,062	6.53	156.12
2 Managerial & Technical	8,446	40.68	1,117,986	26.37	154.29
3 Non-manual	3,878	18.68	721,731	17.02	109.74
4 Skilled Manual	2,471	11.90	725,938	17.12	69.52
5 Semi-skilled	1,104	5.32	469,320	11.07	48.04
6 Unskilled	243	1.17	180,371	4.25	27.51
7 All others gainfully occupied	2,500	12.04	747,440	17.63	68.31

Social Class, Census 2006**Car Ownership & Private Permanent Households, Census 2006**

	Area	Area (%)	Ireland	Ireland (%)	Index
Households with no Car	653	9.18	288,777	19.75	46.48
Households with 1 Car	2,613	36.73	564,249	38.59	95.19
Households with 2 Cars	3,045	42.80	481,732	32.94	129.93
Households with 3 or more Cars	803	11.29	127,538	8.72	129.42
Total Private Permanent Households	7,114	100.00	1,462,296	100.00	100.00

PC Ownership & Internet Connection Permanent Households, Census 2006

	Area	Area (%)	Ireland	Ireland (%)	Index
Households with PC	5,323	74.82	828,356	56.65	132.09
Households with No PC	1,652	23.22	599,417	40.99	56.65
Households with PC Not Stated	139	1.95	34,523	2.36	82.76
Households - No Connection	2,176	30.59	703,907	48.14	63.54
Households - Broadband Connection	2,883	40.53	292,110	19.98	202.87
Households - Other Type Connection	1,861	26.16	390,535	26.71	97.95
Households - Connection Not Stated	194	2.73	75,744	5.18	52.65
Total Private Permanent Households	7,114	100.00	1,462,296	100.00	100.00

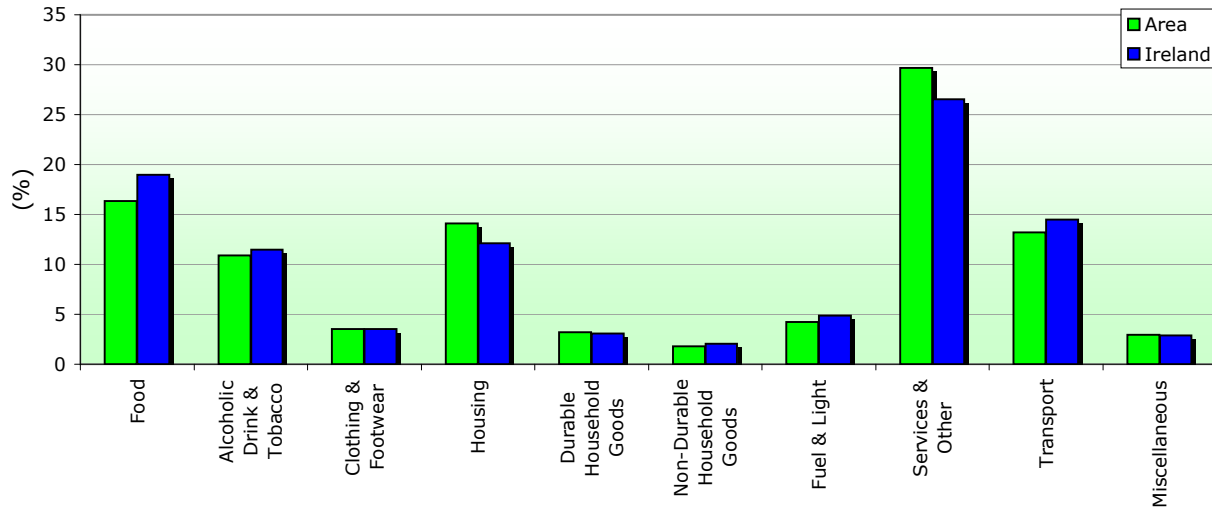
Housing Stock And Housing Vacancy Rates, Census 2006

	Area	Area (%)	Ireland	Ireland (%)	Index
Occupied Housing Stock	7,152	86.96	1,473,345	83.26	104.45
Vacant Housing Stock	1,072	13.04	296,268	16.74	77.86
Total Housing Stock	8,224	100.00	1,769,613	100.00	100.00
Vacancy Rate (%)		13.04		16.74	

Estimated Annual Household Expenditure, 2007

	Area	Area (%)	Ireland	Ireland (%)	Index
Food	54,669,813	16.34	10,464,631,754	18.97	86.16
Alcoholic Drink & Tobacco	36,432,954	10.89	6,327,443,702	11.47	94.96
Clothing & Footwear	11,746,164	3.51	1,934,304,660	3.51	100.15
Housing	47,258,575	14.13	6,695,445,446	12.14	116.41
Durable Household Goods	10,736,733	3.21	1,690,447,065	3.06	104.75
Non-Durable Household Goods	6,092,298	1.82	1,125,472,390	2.04	89.28
Fuel & Light	14,077,982	4.21	2,701,141,486	4.90	85.96
Services & Other	99,307,619	29.69	14,629,649,453	26.52	111.95
Transport	44,244,723	13.23	8,002,002,762	14.50	91.19
Miscellaneous	9,934,680	2.97	1,597,273,654	2.90	102.58
Total Expenditure	334,501,539	100.00	55,167,812,371	100.00	100.00

Estimated Annual Household Expenditure, 2007



Notes

Area defined by: A 10 Minute Drivetime from Portmarnock, Co. Dublin.
 Index: The area percentage divided by the national percentage multiplied by 100

Usually Resident Population: This figure takes account of those persons in residence and does not include visitors present on census night
 Total Housing Stock is the CSO records the number of permanent housing units by occupancy status
 Private Permanent Housholds are recorded as being private dwellings in permanent housing units.

Cars per household figures are for private permanent households
 A non-private household is a group of persons in a boarding house, hotel, guest house, hostel, barrack, hospital, nursing home, boarding school, religious institution, welfare institution, prison or ship etc.

Estimated Annual Household Expenditure is given in € per annum. Figures are presented to the nearest euro.
 Household Expenditure is based on the 2000 Household Budget Survey. Gamma have applied figures from the Consumer Price Index from February 2007 to give an estimate of consumer spending.

Household Expenditure is calculated using Household Count from Census 2006 & Social Class Data from Census 2002.

Area Percent (€), % of Total Ireland and index figures are presented to 2 decimal places, all decimal places are used in the calculations.

The figures for Drink and Tobacco expenditure have been factored up by 48% from the Household Budget Survey estimate.
 This is due to a significant understatement of these amounts present in the survey results, estimated at 48% through comparison with other national expenditure statistics.

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