

**Numbers of Parents of Children Aged 5 through 18 in the Birmingham area available for postal Direct Marketing.**

Town	Born 2013	Born 2012	Born 2011	Born 2010	Born 2009	Born 2008	Born 2007	Born 2006	Born 2005	Born 2004	Born 2003	Born 2002	Born 2001	Born 2000	Total
ALCESTER	8	11	10	23	21	26	28	18	19	32	26	15	31	26	294
BIRMINGHAM	481	886	1,144	2,540	2,764	1,710	1,742	1,778	1,827	1,819	1,742	1,630	1,584	1,594	23,241
BROMSGROVE	21	52	70	130	114	89	118	116	112	114	126	107	115	112	1,396
CRADLEY HEATH	12	19	27	53	67	36	37	41	38	23	32	34	32	32	483
HALESOWEN	21	62	82	152	161	109	146	132	118	119	146	128	126	146	1,648
OLDBURY	17	57	74	192	198	142	115	116	130	144	146	132	123	113	1,699
REDDITCH	44	118	129	206	210	142	218	209	196	195	172	144	173	181	2,337
ROWLEY REGIS	9	39	38	64	63	69	46	57	55	56	57	49	59	52	713
SMETHWICK	17	32	53	117	170	110	71	82	79	61	88	59	77	79	1,095
SOLIHULL	48	147	197	267	275	217	318	289	276	262	289	277	302	273	3,437
STUDLEY	1	2	10	6	15	7	8	11	16	11	13	10	14	10	134
SUTTON COLDFIELD	25	73	111	187	200	163	209	220	224	241	219	231	215	266	2,584
TAMWORTH	37	117	148	276	301	216	265	262	250	286	281	227	264	266	3,196
WEST BROMWICH	25	47	85	119	166	110	114	102	101	113	114	106	122	93	1,417
<b>Grand Total</b>	<b>766</b>	<b>1,662</b>	<b>2,178</b>	<b>4,332</b>	<b>4,725</b>	<b>3,146</b>	<b>3,435</b>	<b>3,433</b>	<b>3,441</b>	<b>3,476</b>	<b>3,451</b>	<b>3,149</b>	<b>3,237</b>	<b>3,243</b>	<b>43,674</b>

Year of Birth	ALCESTER	BIRMINGHAM	BROMSGROVE	CRADLEY HEATH	HALESOWEN	OLDBURY	REDDITCH	ROWLEY REGIS	SMETHWICK	SOLIHULL	STUDLEY	SUTTON COLDFIELD	TAMWORTH	WEST BROMWICH	Total
Born 2013	8	481	21	12	21	17	44	9	17	48	1	25	37	25	766
Born 2012	11	886	52	19	62	57	118	39	32	147	2	73	117	47	1,662
Born 2011	10	1,144	70	27	82	74	129	38	53	197	10	111	148	85	2,178
Born 2010	23	2,540	130	53	152	192	206	64	117	267	6	187	276	119	4,332
Born 2009	21	2,764	114	67	161	198	210	63	170	275	15	200	301	166	4,725
Born 2008	26	1,710	89	36	109	142	142	69	110	217	7	163	216	110	3,146
Born 2007	28	1,742	118	37	146	115	218	46	71	318	8	209	265	114	3,435
Born 2006	18	1,778	116	41	132	116	209	57	82	289	11	220	262	102	3,433
Born 2005	19	1,827	112	38	118	130	196	55	79	276	16	224	250	101	3,441
Born 2004	32	1,819	114	23	119	144	195	56	61	262	11	241	286	113	3,476
Born 2003	26	1,742	126	32	146	146	172	57	88	289	13	219	281	114	3,451
Born 2002	15	1,630	107	34	128	132	144	49	59	277	10	231	227	106	3,149
Born 2001	31	1,584	115	32	126	123	173	59	77	302	14	215	264	122	3,237
Born 2000	26	1,594	112	32	146	113	181	52	79	273	10	266	266	93	3,243
<b>Total</b>	<b>294</b>	<b>23,241</b>	<b>1,396</b>	<b>483</b>	<b>1,648</b>	<b>1,699</b>	<b>2,337</b>	<b>713</b>	<b>1,095</b>	<b>3,437</b>	<b>134</b>	<b>2,584</b>	<b>3,196</b>	<b>1,417</b>	<b>43,674</b>