

Location Analyst

UK



White Horse Tilbrook - 15 minute drive

Understanding Demographics

22 October, 2015

Contents

Map showing your Area

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Population Growth

Explanation - Population Projections

Explanation - Mosaic UK 6

Explanation - Census

Describing White Horse - 15 Minutes in relation to AB
 Creation Date: October 22, 2015

Map showing your area



Geography Selection:

White Horse - 15 Minutes

Boundary Colour:

N Geography Selection

Mapping data: © 2013 HERE.
 Copyright Experian 2013.

Date: 22/10/15

Summary of your area

There are 50,936 people living within White Horse - 15 Minutes of which 25,933 are male and 25,003 are female. Within this population 26,381 are economically active whilst 11,102 are classed as economically inactive. 73.08 % of houses are owner occupied whilst 13.01 % are privately rented. The three highest Mosaic groups are D Rural Reality, C Country Living and H Aspiring Homemakers. The population of the area is expected to change by 4.66 % by 2018 .

Describing White Horse - 15 Minutes in relation to AB
 Creation Date: October 22, 2015

Understanding the make-up of your area

	Area	Base	
Total Households	20,730	222,647	The current year estimates show a total resident population of 50,936 in the study area, compared to 509,064 in the base selection. When looking at households there are 20,730 in your area and 222,647 in your base selection. This was split by 49.09 % of the population being female and 50.91 % being male in the study area.
Total Population	50,936	509,064	
Total Males	25,933	251,933	
Total Females	25,003	257,131	

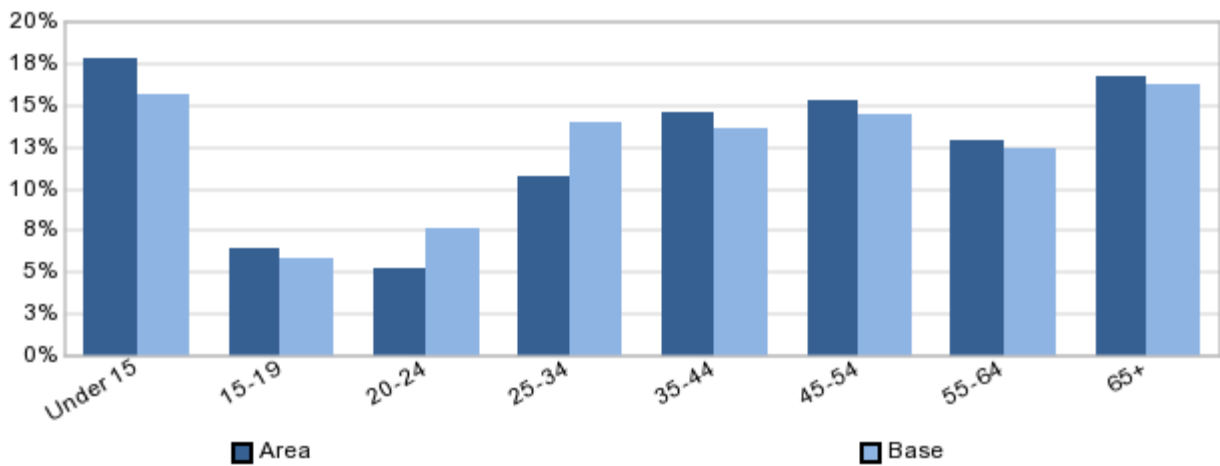
Source: Experian Current year estimates (Mid-year 2013).

Understanding who lives in your area

Age Bands	Area	Base	Index	Index Scale		
				67	100	116
Under 15	9,097	79,944	114	██████████		
15-19	3,279	29,730	110	██████████		
20-24	2,702	38,746	70	██████████		
25-34	5,486	71,123	77	██████████		
35-44	7,463	69,515	107	██████████		
45-54	7,828	74,167	105	██████████		
55-64	6,550	63,391	103	██████████		
65+	8,532	82,448	103	██████████		

Source: Experian Age and Gender Estimates (2013).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



The highest proportion fall into age band Under 15 with a count of 9,097 representing 17.86 % of the study area. The smallest proportion is in age band 20-24 with a count of 2,702 which represents 5.30 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 114. The band that is most under represented is 20-24 with an index of 70, where an index* of 100 represents the national average.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index
White	48,686	485,813	100
Gypsy / Traveller / Irish Traveller	59	503	117
Mixed / Multiple Ethnic Groups	785	2,342	335
Asian / Asian British: Indian	347	3,992	87
Asian / Asian British: Pakistani	53	1,344	40
Asian / Asian British: Bangladeshi	44	746	59
Asian / Asian British: Chinese	109	2,750	40
Asian / Asian British: Other Asian	149	3,200	47
Black / African / Caribbean / Black British	584	6,600	88
Other Ethnic Group	120	1,773	68

Source: Experian Current Year Estimates based on ONS Census Data (2013).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

The ONS data shows the ethnic make up of your area is as follows: Compare this to your base ethnic diversity as follows:

95.58 % White	95.43 % White
0.12 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.54 % Mixed / Multiple Ethnic Groups	0.46 % Mixed / Multiple Ethnic Groups
0.68 % Asian / Asian British: Indian	0.78 % Asian / Asian British: Indian
0.10 % Asian / Asian British: Pakistani	0.26 % Asian / Asian British: Pakistani
0.09 % Asian / Asian British: Bangladeshi	0.15 % Asian / Asian British: Bangladeshi
0.21 % Asian / Asian British: Chinese	0.54 % Asian / Asian British: Chinese
0.29 % Asian / Asian British: Other Asian	0.63 % Asian / Asian British: Other Asian
1.15 % Black / African / Caribbean / Black British	1.30 % Black / African / Caribbean / Black British
0.24 % Other Ethnic Group	0.35 % Other Ethnic Group

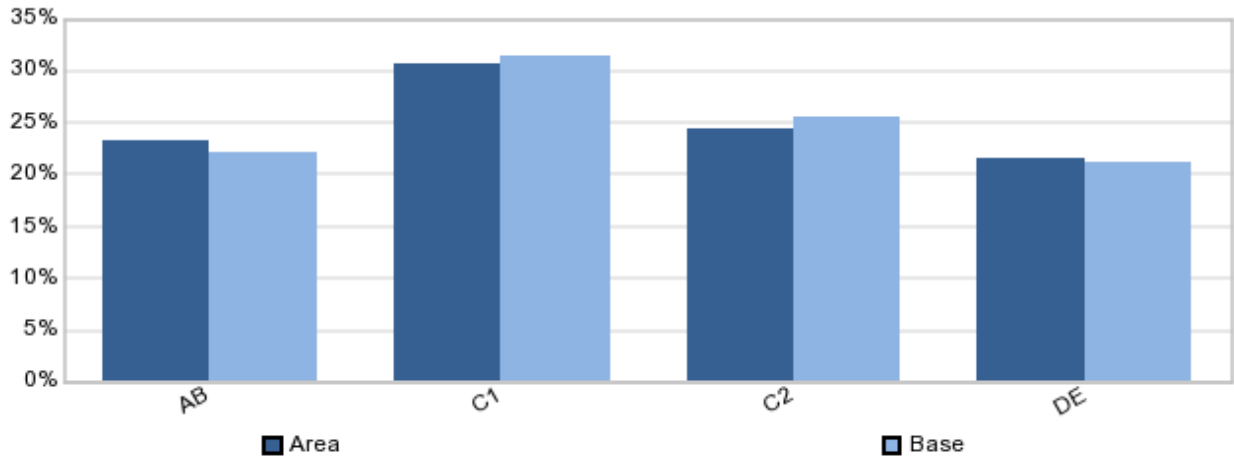
In the study area the largest ethnic group is White taking up 95.58 % of the population with a count of 48,686. This is in comparison to the selected base with 95.43 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 44, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 503.

Understanding the Social Grade

Social Grade	Area	Base	Index
AB Higher & intermediate manage/admin/prof	3,642	37,334	106
C1 Supervisory, cleric, junior manage/admin/prof	4,768	53,100	98
C2 Skilled manual workers	3,800	43,365	96
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	3,343	35,940	102

Source: Experian Current Year Estimates based on ONS Census Data (2013).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 4,768 people falling into this group, which is 30.66 % of the overall distribution. The smallest proportion falls into grade DE with a count of 3,343 taking up 21.49 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 106, whereas the most under represented group is C2 with an index count of 96.

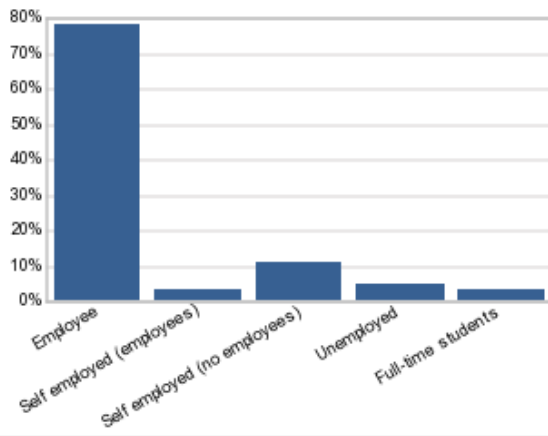
Understanding the Economic Activity

Economically Active	Area	Base	Index	45	100	141
Employee	20,556	222,612	99			
Self employed with employees	867	8,943	104		■	
Self employed without employees	2,849	22,266	137		■	
Unemployed	1,230	10,563	125		■	
Full-time students	879	18,836	50	■	■	
Economically Inactive				56	100	183
Retired	5,673	48,991	107		■	
Student	1,363	20,353	62	■	■	
Looking after home/ family	1,660	15,264	101			
Permanently sick/ disabled	1,228	12,288	93		■	
Other	1,179	6,161	178		■	■

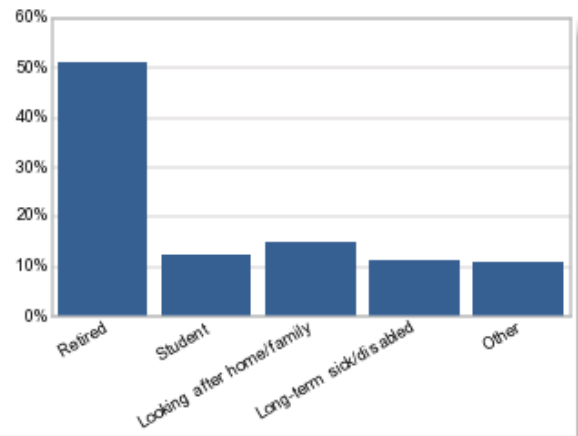
Source: Experian Current Year Estimates based on ONS Census Data (2013).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 54.84 % of the population are employed, this is 20,556 people, compare this to your base where 57.63 % are employed. The smallest economically active group is Self employed with employees representing 2.31 %, compare this to the selected base where this group represents 2.32 %. When analysing index* values the most over represented group is Self employed without employees with an index of 137, taking up 7.60 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 5,673 representing 15.13 %. The smallest inactive group is Other with 1,179 which is 3.15 %. When looking at the index values the group that is most over represented is Other with an index of 178, representing 3.15 %.

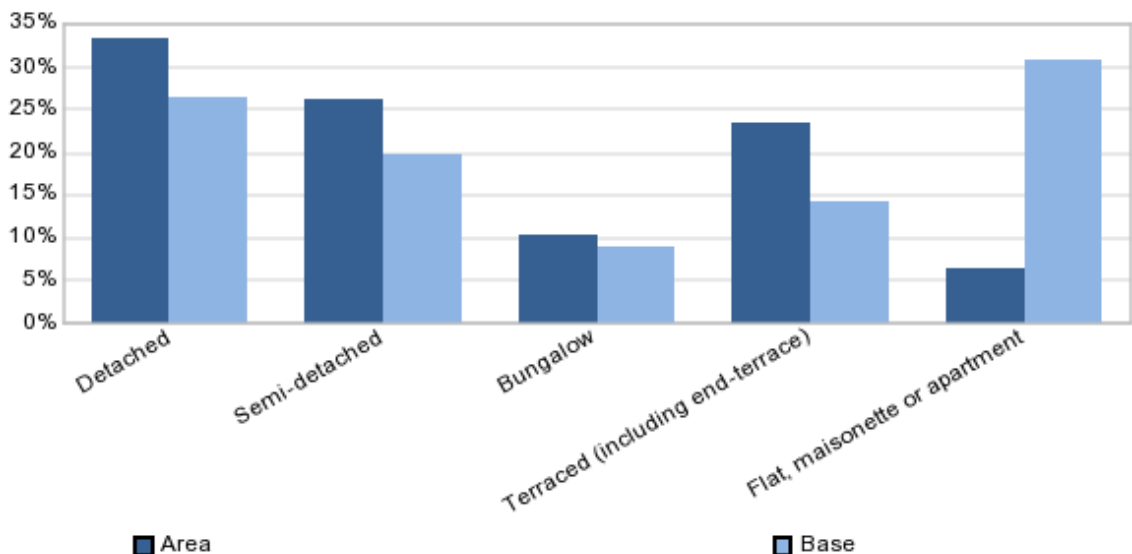
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	13	100	172
Detached	6,585	54,883	126		█	
Semi-detached	5,198	40,862	134		█	
Bungalow	2,073	18,445	118		█	
Terraced (including end-terrace)	4,672	29,682	165		█	
Flat, maisonette or apartment	1,277	64,208	21		█	

Source: Experian ConsumerView Household Directory 2014 .

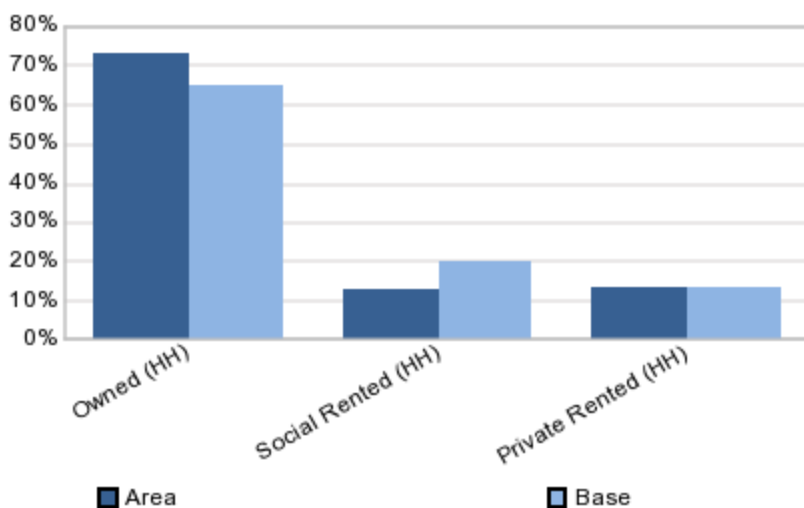
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	61	100	114
Owned (HH)	15,150	144,744	112		■	
Social Rented (HH)	2,654	44,536	64		■	
Private Rented (HH)	2,697	29,687	98		■	

Source: Experian Current Year Estimates based on ONS Census Data (2013).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



5,198 households within your area live in a Semi-detached dwelling, this is 26.24 %. Compare this to a figure of 40,862 in your base making up 19.64 %. The smallest number of households live in a Terraced (including end-terrace) dwelling, this is 1,277 households and makes up 6.45 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 165, this makes up 23.59 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 15,150 making up 73.08 %. The smallest amount fall into the Social rented at 12.80 %. When looking at the index figures the most over represented tenure type is Owned with an index of 112, 73.08 % of households fall into this category in the study area.

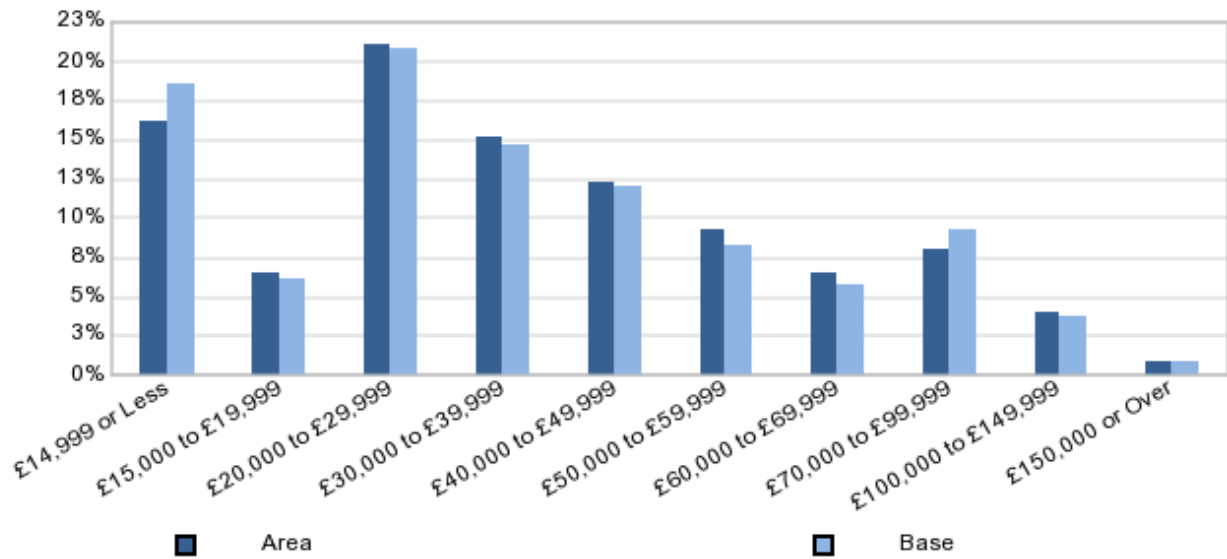
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	84	100	115
£14,999 or Less	3,216	38,616	87		■	
£15,000 to £19,999	1,302	12,861	106		■	
£20,000 to £29,999	4,164	43,174	101		■	
£30,000 to £39,999	2,997	30,407	104		■	
£40,000 to £49,999	2,451	24,970	103		■	
£50,000 to £59,999	1,850	17,109	114		■	
£60,000 to £69,999	1,291	11,993	113		■	
£70,000 to £99,999	1,582	19,305	86		■	
£100,000 to £149,999	787	7,819	106		■	
£150,000 or Over	165	1,826	95		■	

Source: Experian ConsumerView Household Directory 2014 .

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



4,518 households within your area have an income of £19,999 or less, this forms 22.81 % of the overall distribution. The smallest count is 165 and these fall into household income band £150,000 or Over making up 0.83 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 20.75 % of the overall view. When using index* figures as a guide we can see that the income band £50,000 to £59,999 is over represented making up 9.34 % with an index of 114, the most under represented banding is £70,000 to £99,999 with a figure of 86 making up 7.99 % of the distribution.

Index* - An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

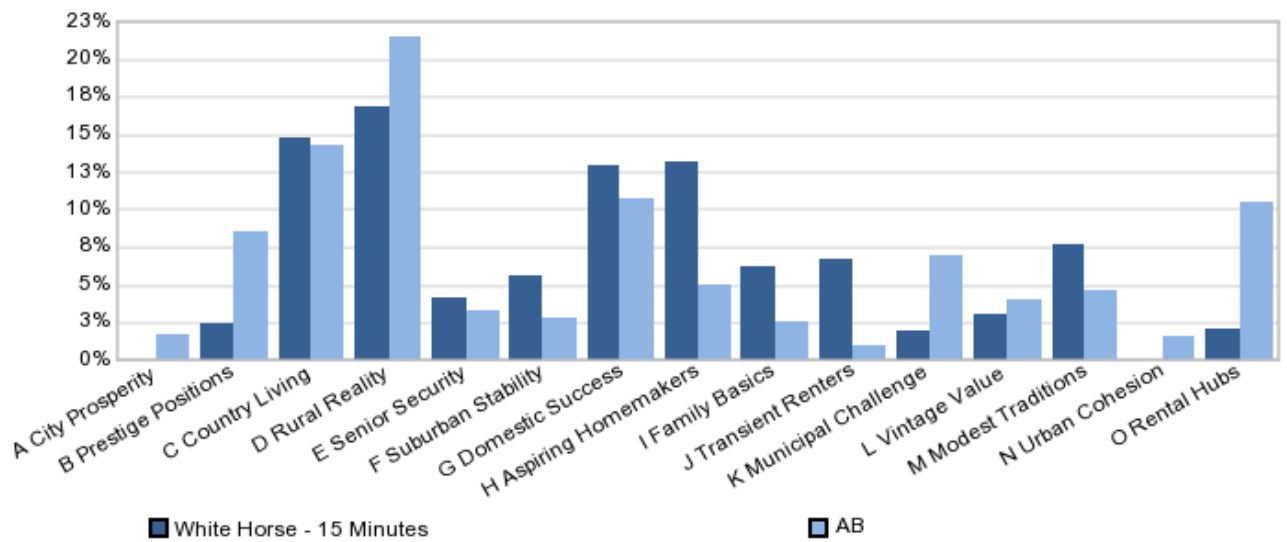
Understanding the residential profile by Mosaic UK 6

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using the Population data from your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index <small>-35 100 749</small>
A City Prosperity	0	8,302	0
B Prestige Positions	1,248	43,645	29
C Country Living	7,503	72,743	103
D Rural Reality	8,603	109,546	78
E Senior Security	2,118	16,789	126
F Suburban Stability	2,890	14,358	201
G Domestic Success	6,626	54,488	122
H Aspiring Homemakers	6,713	25,182	266
I Family Basics	3,201	13,450	238
J Transient Renters	3,440	4,817	714
K Municipal Challenge	965	35,139	27
L Vintage Value	1,545	20,674	75
M Modest Traditions	3,906	23,556	166
N Urban Cohesion	0	7,897	0
O Rental Hubs	1,021	53,206	19
Totals	50,936	509,064	

Source: Experian Mosaic UK 6 Classification (2013).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.



The largest group is D Rural Reality with a count of 8,603 representing 16.89 % of the overall distribution, in comparison to the base where 21.52 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is J Transient Renters taking up 6.75 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the top three Mosaic UK 6 Groups

D Rural Reality - 16.89 %



Householders living in inexpensive homes in village communities.

Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

C Country Living - 14.73 %



Well-off owners in rural locations enjoying the benefits of country life.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

H Aspiring Homemakers - 13.18 %



Younger households settling down in housing priced within their means.

Key Features

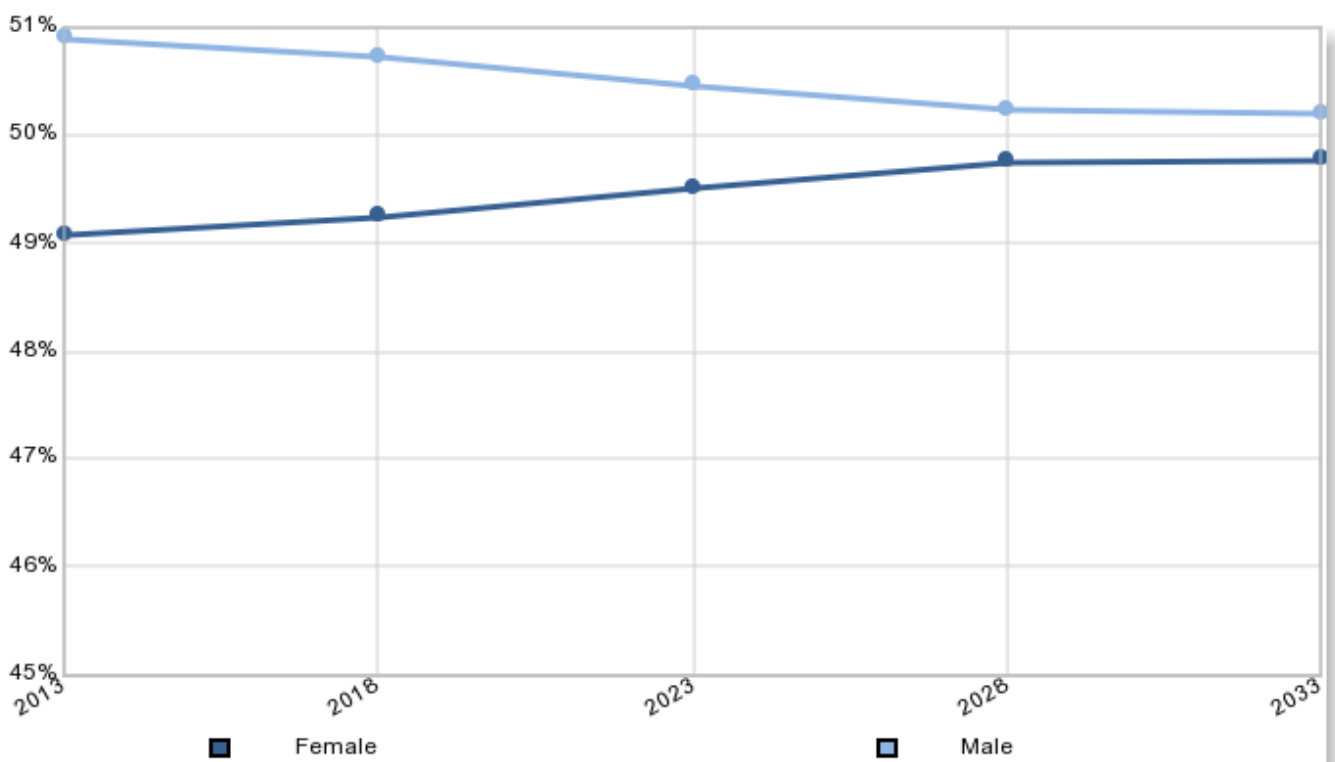
- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Will the population of the area grow or decline?

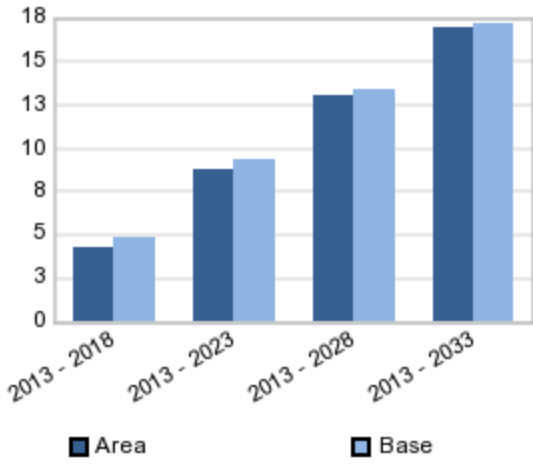
Population Projection	Area	% Change since 2013	Base	% Change since 2013
Population projection 2018	53,308		533,219	
Female Population projection 2018	26,257		269,145	
Male Population projection 2018	27,051		264,074	
Projected change from 2013	2,372	4.66	24,155	4.75
Population projection 2023	55,864		555,920	
Female Population projection 2023	27,671		280,627	
Male Population projection 2023	28,193		275,293	
Projected change from 2013	4,928	9.67	46,856	9.20
Population projection 2028	58,340		577,319	
Female Population projection 2028	29,032		291,681	
Male Population projection 2028	29,308		285,638	
Projected change from 2013	7,404	14.54	68,255	13.41
Population projection 2033	60,424		596,828	
Female Population projection 2033	30,087		301,724	
Male Population projection 2033	30,337		295,104	
Projected change from 2013	9,488	18.63	87,764	17.24

Source: Experian Population Projections (2013).

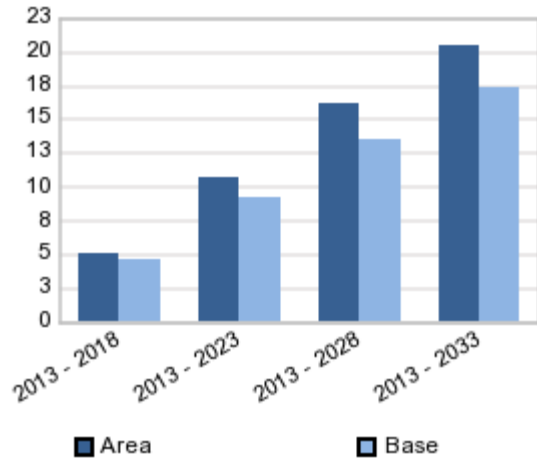
% Population Change by Gender



% Population Change (Male)



% Population Change (Female)



For 2013 the total population estimate is 50,936, this is divided into 50.91 % male and 49.09 % female. By 2018 the population is expected to have changed to 53,308, this is a projected change of 4.66 % over five years, and the gender split is predicted to be 49.26 % female and 50.74 % male. In the five years to 2023 the population is estimated to change to 55,864, this is a further 4.79 % change, and is expected to be divided into 49.53 % female and 50.47 % male. By 2028 the population is expected to be 58,340, a further change of 4.43 %, and split into 49.76 % female and 50.24 % male. By 2033 the population is expected to be 60,424, a change of 3.57 %, and divided into 49.79 % female and 50.21 % male.

Population change is an important element in fluctuations in consumer demand. Our population projections give a valuable insight into future demand in local areas, enabling you to predict future business performance, and plan accordingly.

The data is particularly useful if you are targeting specific age/gender ranges - for example, child care nurseries can find sites where the number of children is set to increase, and football clubs can target areas expecting growth in the number of teenagers.

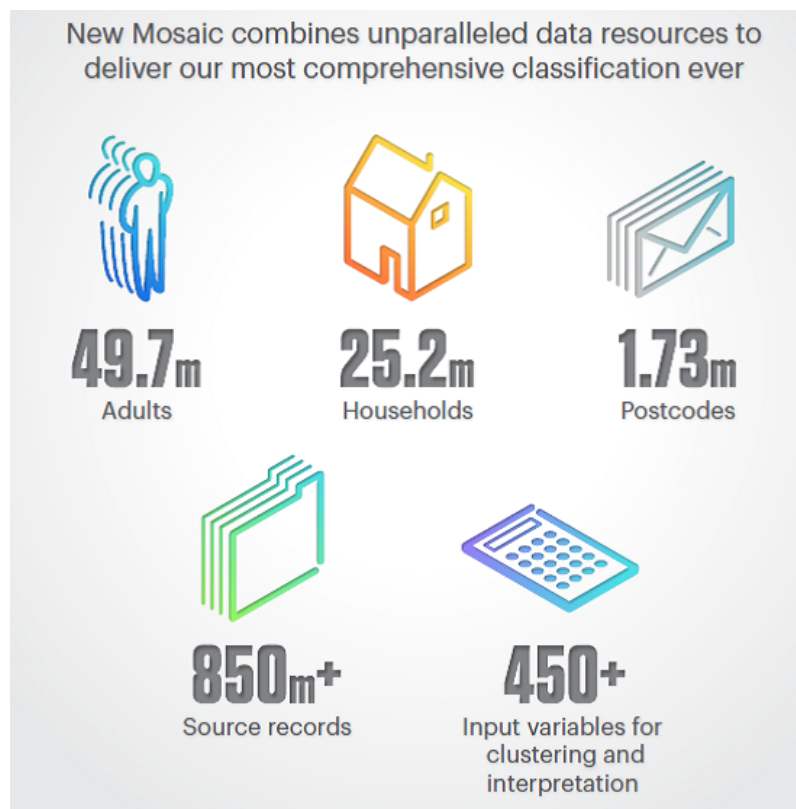
Projections of residential population are available for each year from 2014 to 2033 . These are split by gender and 18 age bands.

Mosaic UK 6

72 per cent of the information used to build Mosaic UK 6 is sourced from a combination of data that includes Experian's UK ConsumerView Database, which provides consumer demographic information for the UK's 50 million adults and 25 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

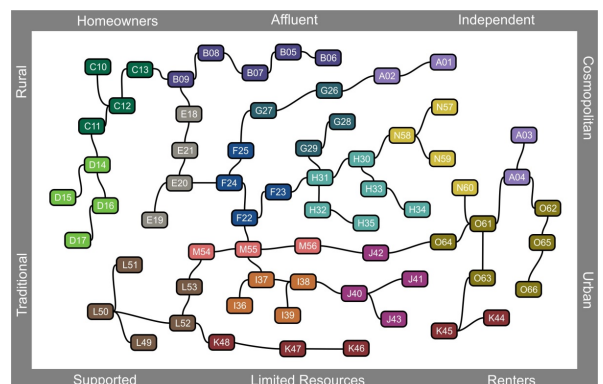
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification annually, and the segmentation has been built in such a way that new data can be added to provide further insight into the types.



The Mosaic UK 6 Family Tree

The Mosaic UK 6 family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



Census Data 2011

The Census is a government survey which is conducted every 10 years and covers the whole country. The information is collected on a single day. The government use the information to plan what local infrastructure is required in the future such as schools and hospitals.

Each decade the release of Census data for the UK provides analysts with a wealth of information that allows a rich and detailed picture to be created for each local area within the country. The most recent Census for the UK in 2011 covered a broad range of topics including population, households, employment, qualification, ethnicity and health.

A deep understanding of the demographics and socio-demographics of areas as diverse as neighbourhoods, store catchment areas, and sales or distribution territories can be gained by profiling and analysing suitable Census variable and can provide insight to help underpin decision making across a wide variety of sectors.

Census 2011 Current Year Estimates

Recognising the Complexity of the Census and of modelling Census data, a range of methods and of other input data has been used to predict the amount of change since Census Day and to therefore create Census Current Year Estimates for these tables. For many of the Census tables modelled, more than one underlying method has been used, with final results being created via the weighted combination of the separate method results. This multi-model approach recognises the strengths and weaknesses of each underlying approach used. As such, it draws strength from the underlying separate methods in order to maximize accuracy.

Key non-Census input data used includes Government mid-year estimates of population by age by gender, other Government Open data sources including results of key surveys and reports such as the OND 'Families and Households' report, HM Land Registry information, Experian Economics estimates and projections, variables from Experian's ConsumerView database and variables that underpin Experian's Mosaic UK classification. The Experian '2011 Census-based Current Year Estimates' database has been designed to be one of a family of Experian '2011 Census and 2011 Census-based' databases. This family of databases provides views at different point in time of a range of UK-wide Local Area Data estimates of key demographics and socio-demographics.