Location Analyst | **UK**

Unicorn Inn walking

Understanding Demographics
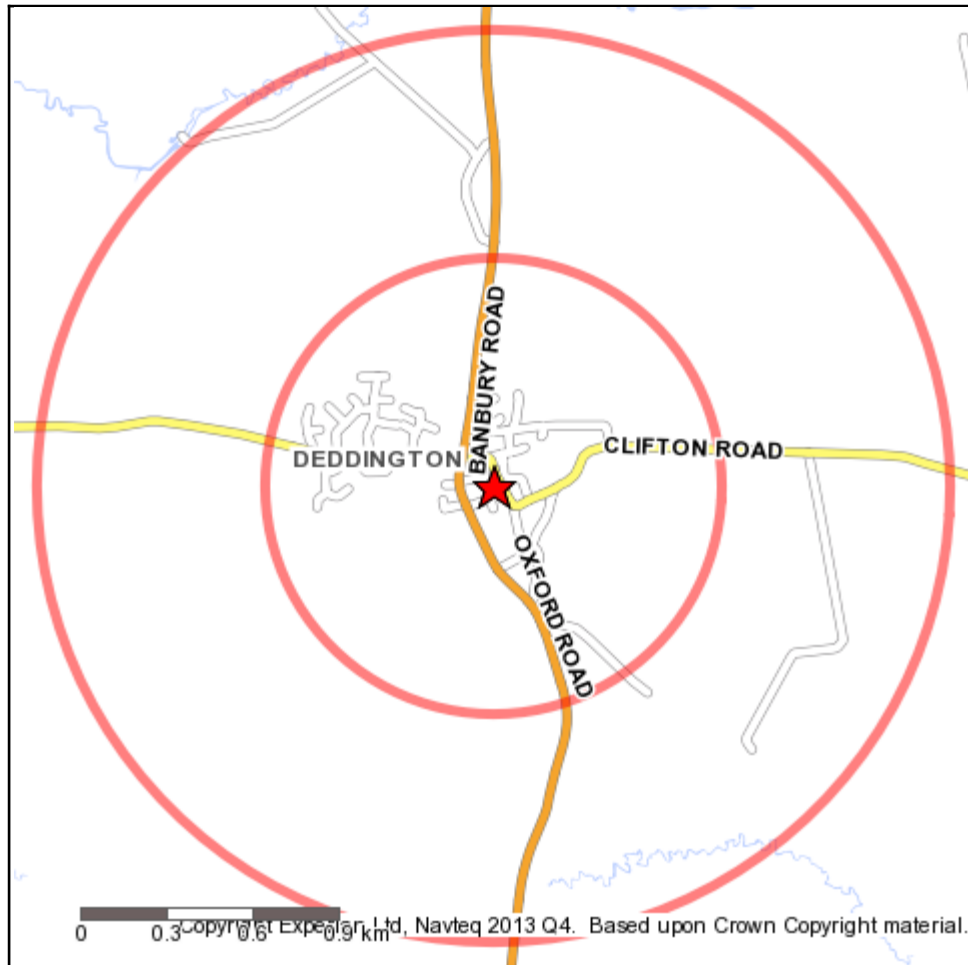
16 March, 2016

Contents

Describing sss (0.5 Miles), sss (1 Mile) in relation to AB
Creation Date: March 16, 2016

Map showing your area

Geography Selection:

sss (0.5 Miles), sss (1 Mile)

Boundary Colour:

N Geography Selection

Mapping data: © 2013 HERE.
Copyright Experian 2013.

Date: 16/03/16

Summary of your area

There are 1,624 people living within sss (0.5 Miles), sss (1 Mile) of which 795 are male and 829 are female.
Within this population 727 are economically active whilst 317 are classed as economically inactive.
75.87 % of houses are owner occupied whilst 11.52 % are privately rented.
The three highest Mosaic groups are C Country Living, D Rural Reality and B Prestige Positions.
The population of the area is expected to change by 4.60 % by 2018 .

Experian™

Understanding the make-up of your area

	Area	Base
Total Households	684	222,647
Total Population	1,624	509,064
Total Males	795	251,933
Total Females	829	257,131

The current year estimates show a total resident population of 1,624 in the study area, compared to 509,064 in the base selection. When looking at households there are 684 in your area and 222,647 in your base selection. This was split by 51.02 % of the population being female and 48.98 % being male in the study area.

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

Understanding who lives in your area

Age Bands	Area	Base	Index	17	100	193
Under 15	294	79,944	115		▪	
15-19	83	29,730	87		▪	
20-24	31	38,746	25	▬▬		
25-34	110	71,123	48	▬▬		
35-44	208	69,515	94		▪	
45-54	208	74,167	88		▪	
55-64	204	63,391	101		ǀ	
65+	487	82,448	185		▬▬▬	

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.
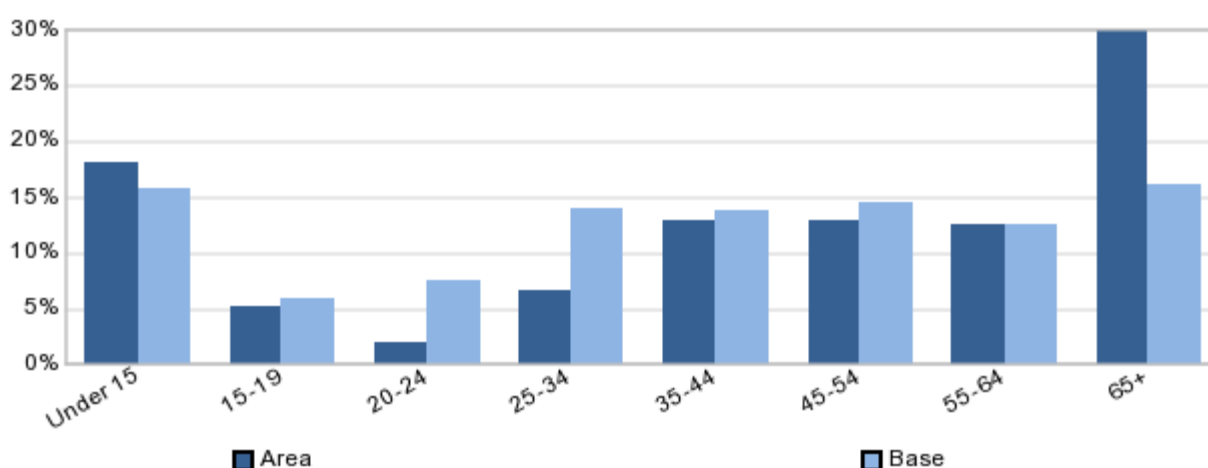
The highest proportion fall into age band 65+ with a count of 487 representing 29.98 % of the study area. The smallest proportion is in age band 20-24 with a count of 31 which represents 1.92 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 185. The band that is most under represented is 20-24 with an index of 25, 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 -14	100	310
White	1,581	485,813	102		
Gypsy / Traveller / Irish Traveller	1	503	62		
Mixed / Multiple Ethnic Groups	22	2,342	296		
Asian / Asian British: Indian	3	3,992	24		
Asian / Asian British: Pakistani	0	1,344	0		
Asian / Asian British: Bangladeshi	0	746	0		
Asian / Asian British: Chinese	6	2,750	69		
Asian / Asian British: Other Asian	5	3,200	50		
Black / African / Caribbean / Black British	2	6,600	10		
Other Ethnic Group	4	1,773	71		

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:

97.33 % White
0.06 % Gypsy / Traveller / Irish Traveller
1.36 % Mixed / Multiple Ethnic Groups
0.19 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.37 % Asian / Asian British: Chinese
0.32 % Asian / Asian British: Other Asian
0.12 % Black / African / Caribbean / Black British
0.25 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

95.43 % White
0.10 % Gypsy / Traveller / Irish Traveller
0.46 % Mixed / Multiple Ethnic Groups
0.78 % Asian / Asian British: Indian
0.26 % Asian / Asian British: Pakistani
0.15 % Asian / Asian British: Bangladeshi
0.54 % Asian / Asian British: Chinese
0.63 % Asian / Asian British: Other Asian
1.30 % Black / African / Caribbean / Black British
0.35 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 97.33 % of the population with a count of 1,581. 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: Pakistani with a count of 0, 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 51	100	189
AB Higher & intermediate manage/admin/prof	168	37,334	183		
C1 Supervisory, cleric, junior manage/admin/prof	131	53,100	101		
C2 Skilled manual workers	66	43,365	62		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	51	35,940	58		

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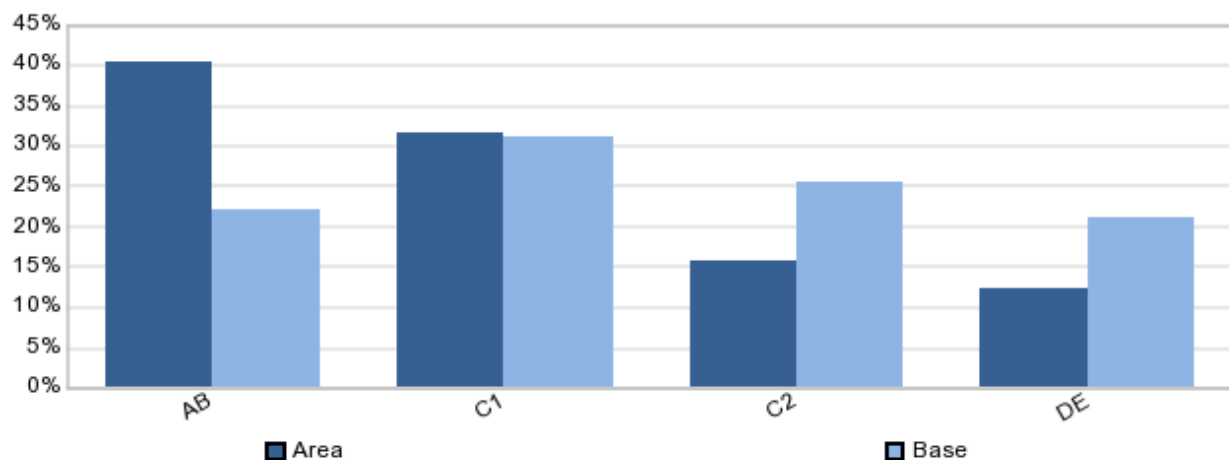
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade AB forms the largest proportion with 168 people falling into this group, which is 40.31 % of the overall distribution. The smallest proportion falls into grade DE with a count of 51 taking up 12.33 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 183, whereas the most under represented group is DE with an index count of 58.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 34	100	204
Employee	531	222,612	93		
Self employed with employees	34	8,943	150		
Self employed without employees	112	22,266	197		
Unemployed	28	10,563	104		
Full-time students	20	18,836	42		
Economically Inactive			49	100	144
Retired	211	48,991	140		
Student	39	20,353	63		
Looking after home/ family	34	15,264	73		
Permanently sick/ disabled	22	12,288	59		
Other	10	6,161	54		

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
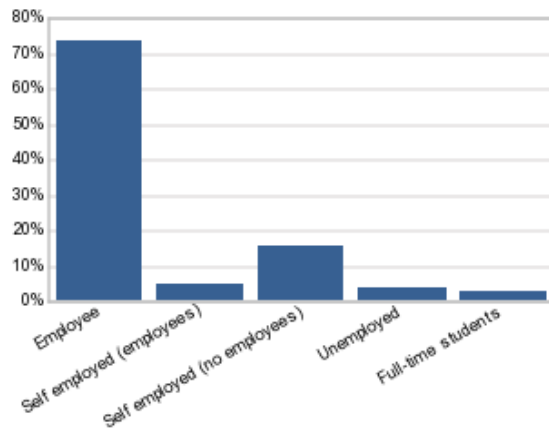
Economically Inactive - % by Category
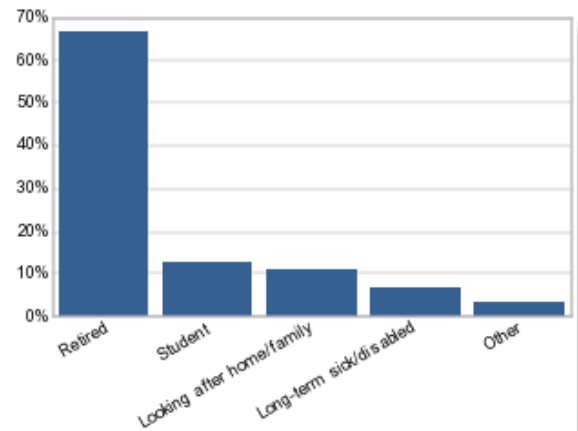
Economic activity within the study area shows that 50.92 % of the population are employed, this is 531 people, compare this to your base where 57.63 % are employed. The smallest economically active group is Full-time students representing 1.95 %, compare this to the selected base where this group represents 4.88 %. When analysing index* values the most over represented group is Self employed without employees with an index of 197, taking up 10.78 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 211 representing 20.21 %. The smallest inactive group is Other with 10 which is 0.97 %. When looking at the index values the group that is most over represented is Retired with an index of 140, representing 20.21 %.

*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 23	100	184
Detached	310	54,883	177		
Semi-detached	128	40,862	98		
Bungalow	38	18,445	65		
Terraced (including end-terrace)	125	29,682	132		
Flat, maisonette or apartment	63	64,208	31		

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.
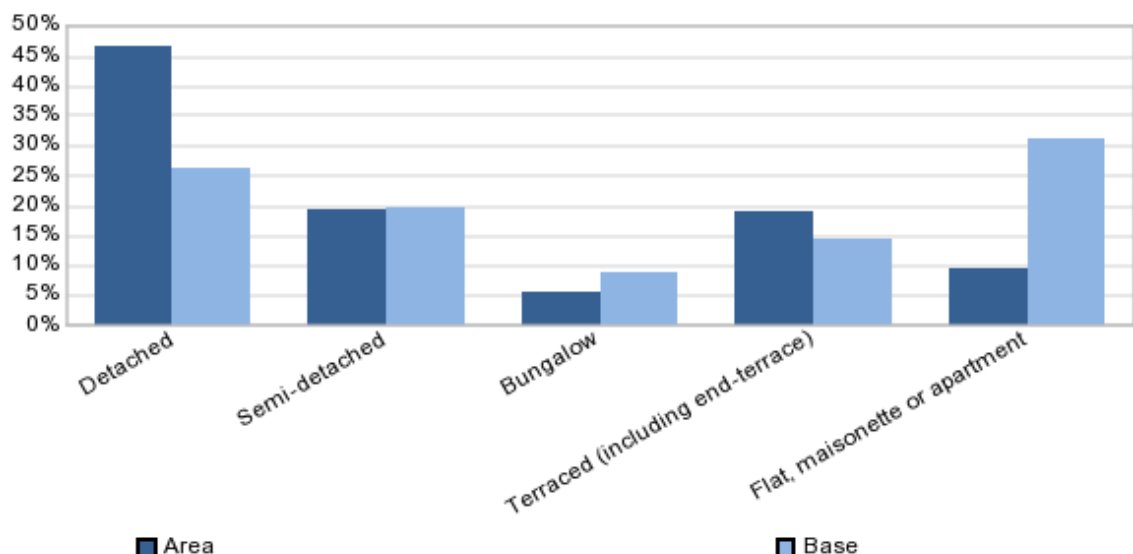
Tenure	Area	Base	Index 48	100	119
Owned (HH)	519	144,744	117		
Social Rented (HH)	71	44,536	52		
Private Rented (HH)	79	29,687	86		

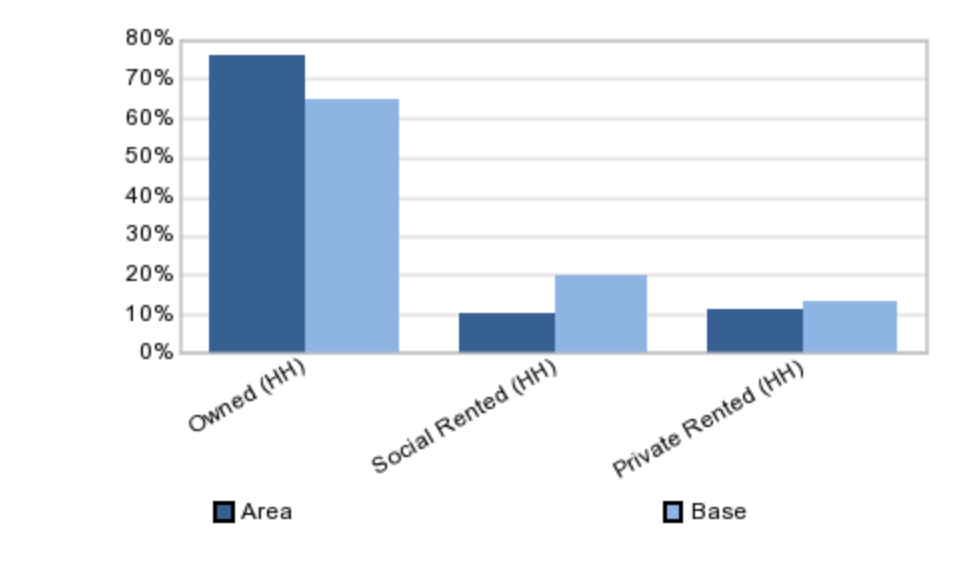Source: Experian Current Year Estimates based on ONS Census Data (2013).

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

128 households within your area live in a Semi-detached dwelling, this is 19.23 %. Compare this to a figure of 40,862 in your base making up 19.64 %. The smallest number of households live in a Bungalow dwelling, this is 38 households and makes up 5.78 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 177, this makes up 46.63 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 519 making up 75.87 %. The smallest amount fall into the Social rented at 10.40 %. When looking at the index figures the most over represented tenure type is Owned with an index of 117, 75.87 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index 53 100		363
£14,999 or Less	89	38,616	73		
£15,000 to £19,999	64	12,861	156		
£20,000 to £29,999	102	43,174	74		
£30,000 to £39,999	76	30,407	78		
£40,000 to £49,999	54	24,970	68		
£50,000 to £59,999	48	17,109	89		
£60,000 to £69,999	55	11,993	142		
£70,000 to £99,999	95	19,305	154		
£100,000 to £149,999	60	7,819	241		
£150,000 or Over	20	1,826	349		

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.
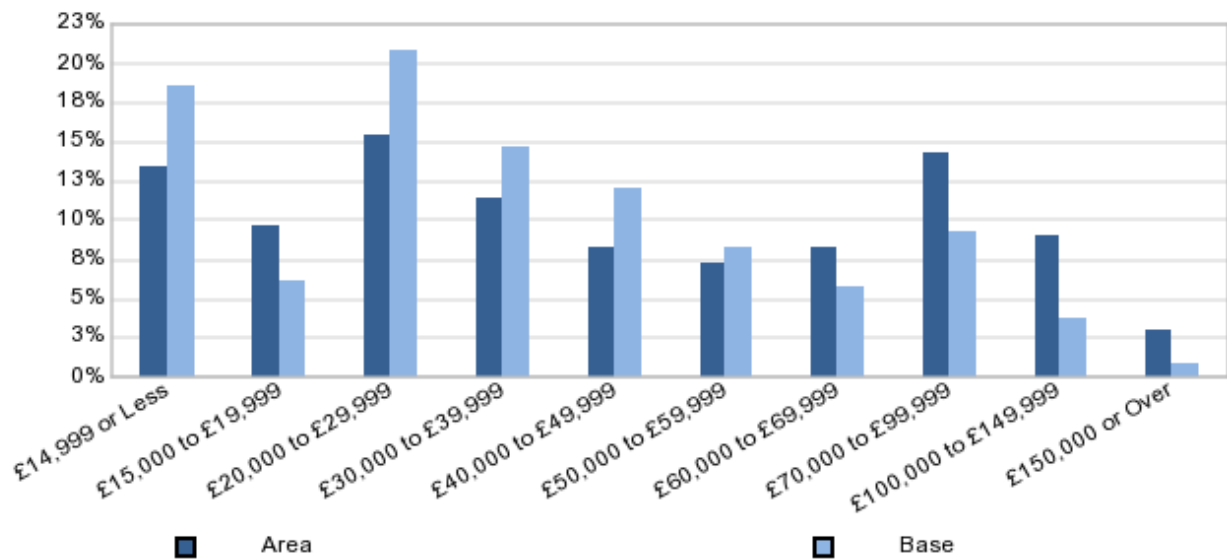
154 households within your area have an income of £19,999 or less, this forms 23.14 % of the overall distribution. The smallest count is 20 and these fall into household income band £150,000 or Over making up 3.06 %. When using your base as a comparison, most households fall into the income band £20,000 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 £150,000 or Over is over represented making up 3.06 % with an index of 349, the most under represented banding is £40,000 to £49,999 with a figure of 68 making up 8.19 % 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 -21 100 447
	A City Prosperity	0	8,302	0
	B Prestige Positions	203	43,645	146
	C Country Living	989	72,743	426
	D Rural Reality	390	109,546	112
	E Senior Security	0	16,789	0
	F Suburban Stability	0	14,358	0
	G Domestic Success	0	54,488	0
	H Aspiring Homemakers	9	25,182	11
	I Family Basics	0	13,450	0
	J Transient Renters	0	4,817	0
	K Municipal Challenge	0	35,139	0
	L Vintage Value	33	20,674	50
	M Modest Traditions	0	23,556	0
	N Urban Cohesion	0	7,897	0
	O Rental Hubs	0	53,206	0
	Totals	1,624	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.

■ sss (0.5 Miles), sss (1 Mile)   □ AB
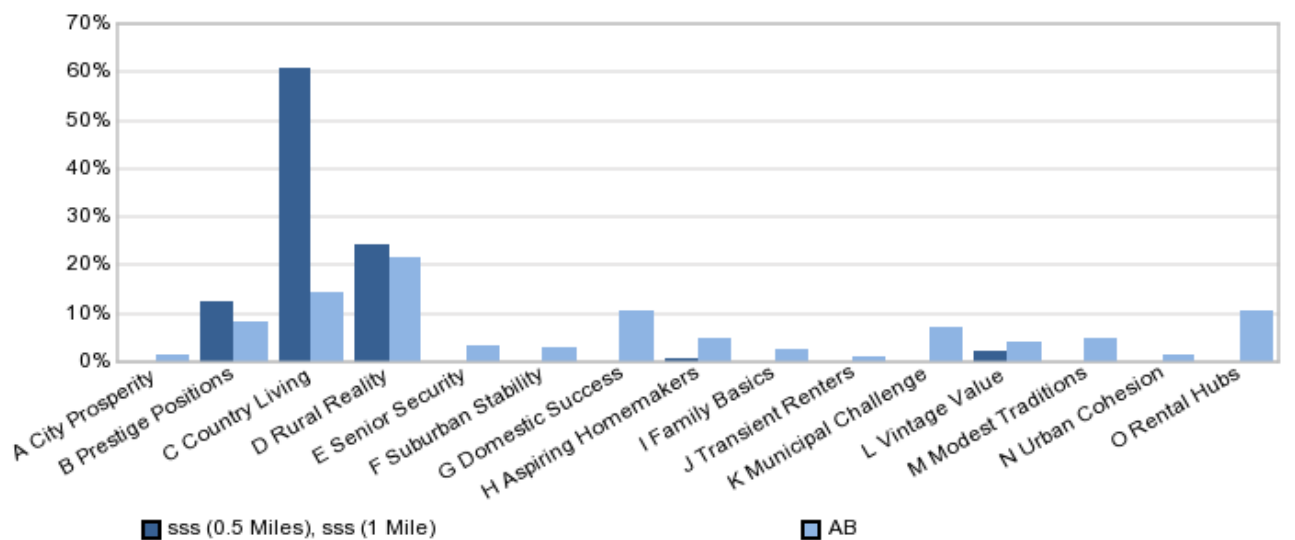
The largest group is C Country Living with a count of 989 representing 60.90 % of the overall distribution, in comparison to the base where 14.29 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is C Country Living taking up 60.90 % 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

C Country Living - 60.90 %

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

D Rural Reality - 24.02 %

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

B Prestige Positions - 12.50 %

Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

Will the population of the area grow or decline?

Population Projection	Area	% Change since 2013	Base	% Change since 2013
Population projection 2018	1,699		533,219	
Female Population projection 2018	864		269,145	
Male Population projection 2018	835		264,074	
Projected change from 2013	75	4.60	24,155	4.75
Population projection 2023	1,762		555,920	
Female Population projection 2023	903		280,627	
Male Population projection 2023	859		275,293	
Projected change from 2013	138	8.52	46,856	9.20
Population projection 2028	1,805		577,319	
Female Population projection 2028	930		291,681	
Male Population projection 2028	875		285,638	
Projected change from 2013	181	11.13	68,255	13.41
Population projection 2033	1,836		596,828	
Female Population projection 2033	955		301,724	
Male Population projection 2033	881		295,104	
Projected change from 2013	212	13.06	87,764	17.24

Source: Experian Population Projections (2013).

% Population Change by Gender

% Population Change (Male)

% Population Change (Female)
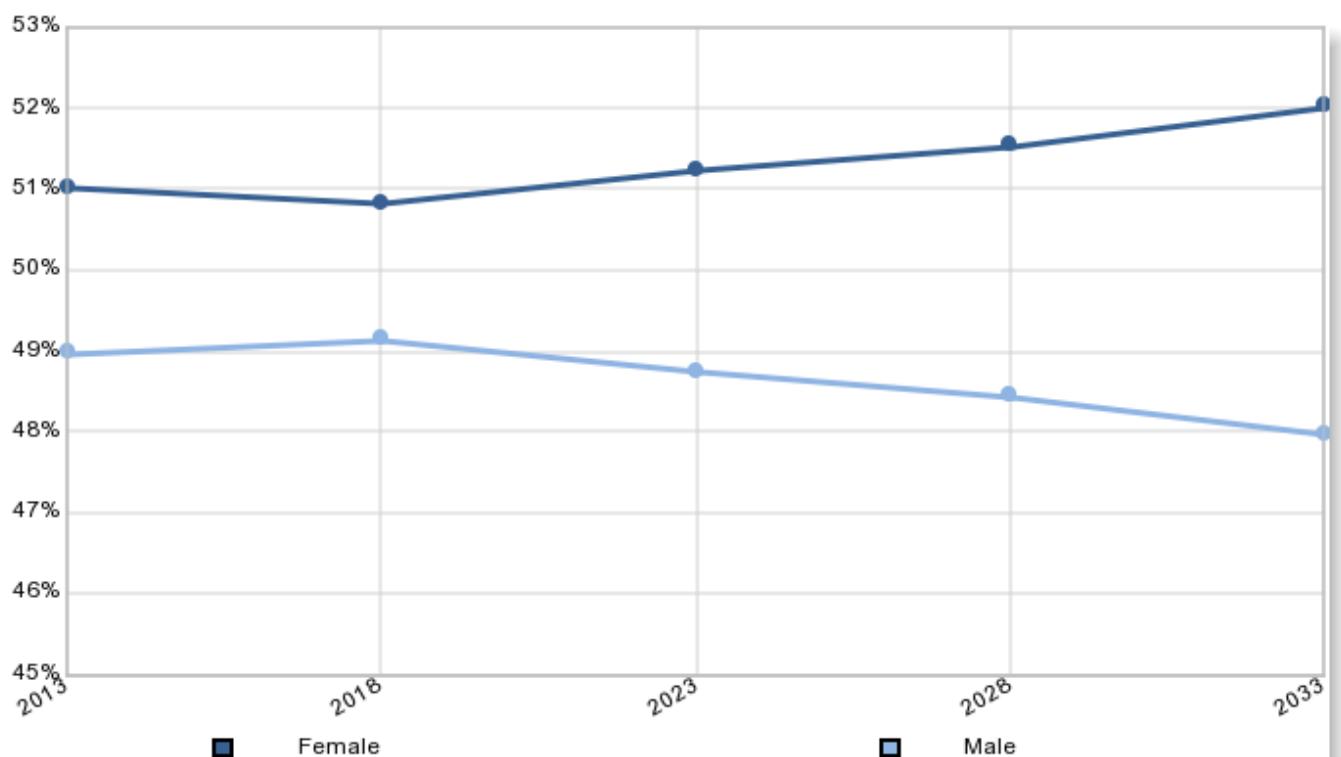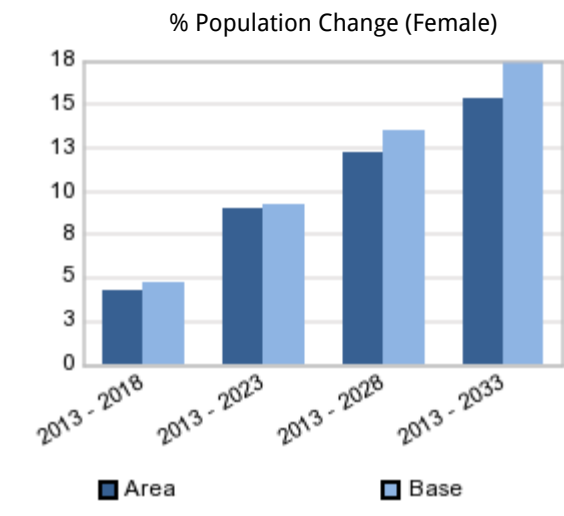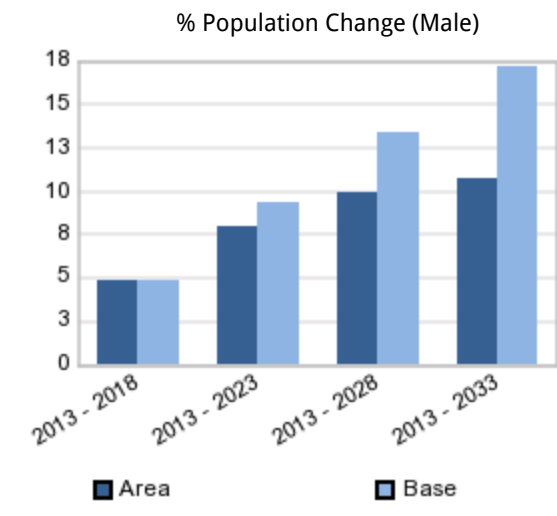
For 2013 the total population estimate is 1,624, this is divided into 48.98 % male and 51.02 % female. By 2018 the population is expected to have changed to 1,699, this is a projected change of 4.60 % over five years, and the gender split is predicted to be 50.85 % female and 49.15 % male. In the five years to 2023 the population is estimated to change to 1,762, this is a further 3.75 % change, and is expected to be divided into 51.24 % female and 48.76 % male. By 2028 the population is expected to be 1,805, a further change of 2.40 %, and split into 51.54 % female and 48.46 % male. By 2033 the population is expected to be 1,836, a change of 1.73 %, and divided into 52.03 % female and 47.97 % 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.
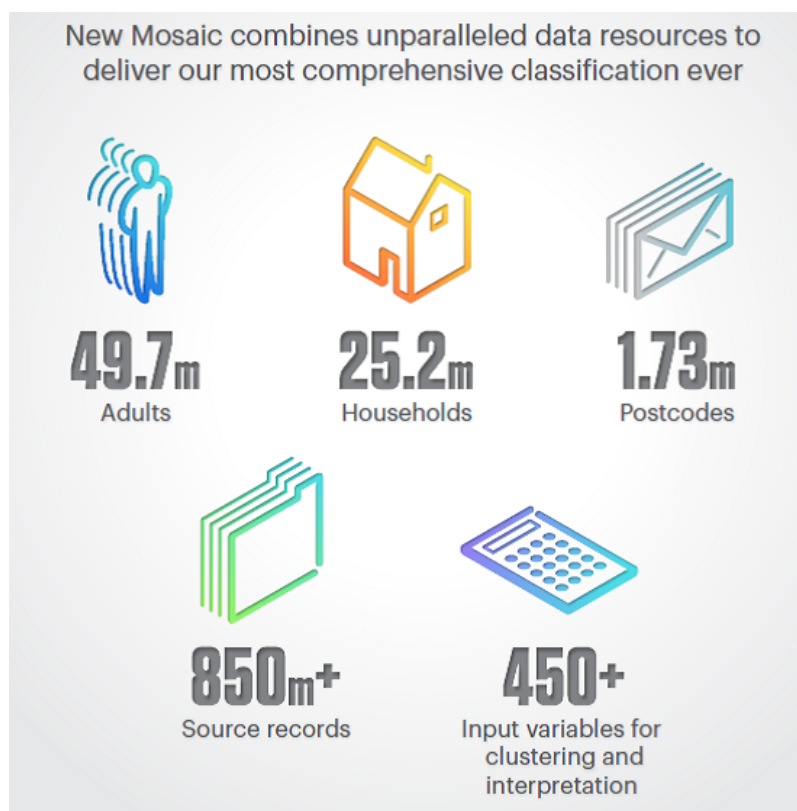
Projections of residential population are available for each year from 2014 to 2033 . These are split by gender and 18 age bands.

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 can be added to provide further insight into the types.

New Mosaic combines unparalleled data resources to deliver our most comprehensive classification ever

49.7m Adults

25.2m Households

1.73m Postcodes

850m+ Source records

450+ Input variables for clustering and interpretation

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.
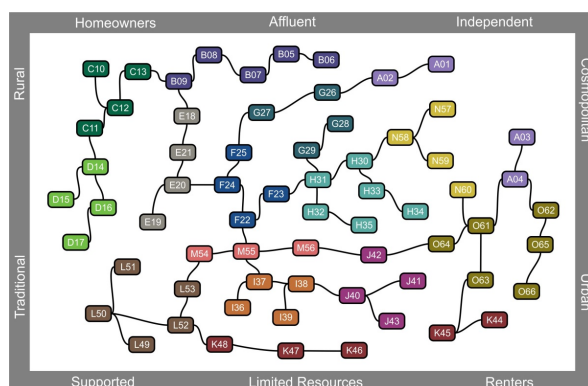
Census Data 2011

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.