

Location Analyst

UK



Rose & Crown, Ridgemont

Understanding Demographics

20 July, 2015

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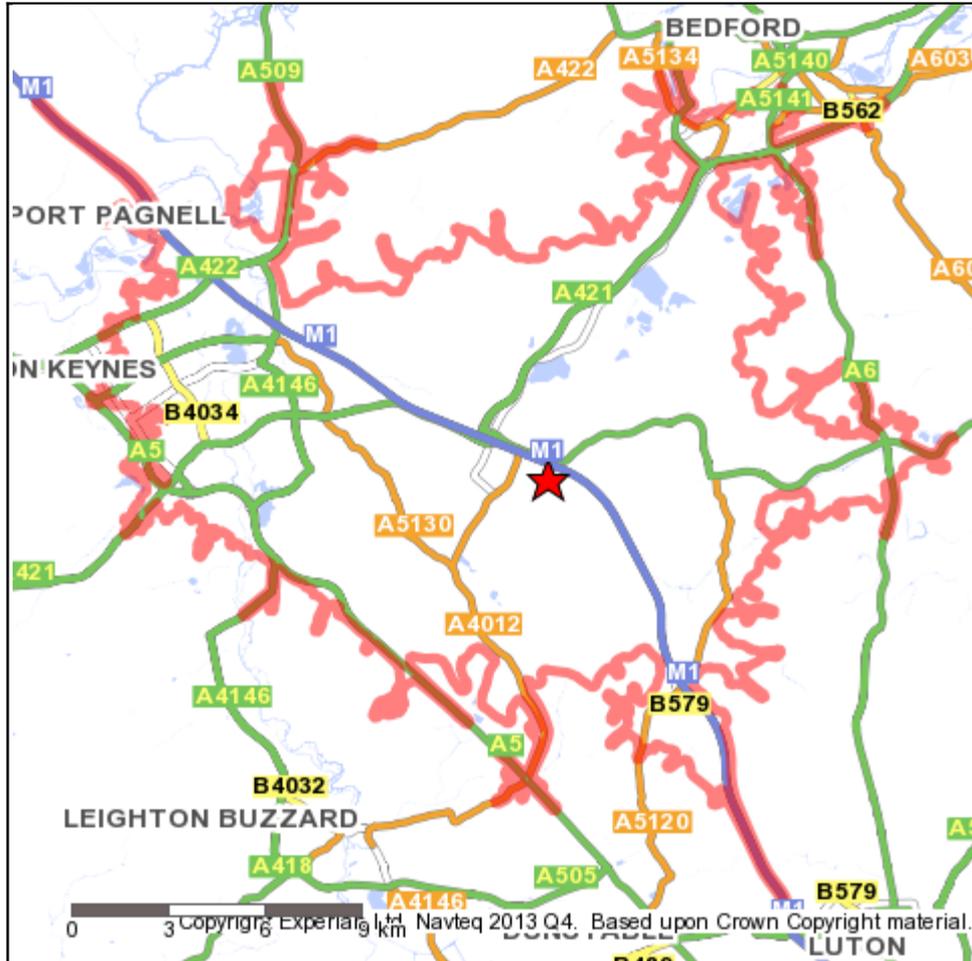
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Describing Red Lion - 15 Minutes in relation to AB
 Creation Date: July 20, 2015

Map showing your area



Geography Selection:

Red Lion - 15 Minutes

Boundary Colour:

N Geography Selection

Mapping data: © 2013 HERE.
 Copyright Experian 2013.

Date: 20/07/15

Summary of your area

There are 195,484 people living within Red Lion - 15 Minutes of which 97,903 are male and 97,581 are female. Within this population 108,081 are economically active whilst 35,507 are classed as economically inactive. 65.61 % of houses are owner occupied whilst 16.91 % are privately rented. The three highest Mosaic groups are H Aspiring Homemakers, G Domestic Success and B Prestige Positions. The population of the area is expected to change by 7.23 % by 2018 .

Describing Red Lion - 15 Minutes in relation to AB
 Creation Date: July 20, 2015

Understanding the make-up of your area

	Area	Base
Total Households	78,122	222,647
Total Population	195,484	509,064
Total Males	97,903	251,933
Total Females	97,581	257,131

The current year estimates show a total resident population of 195,484 in the study area, compared to 509,064 in the base selection. When looking at households there are 78,122 in your area and 222,647 in your base selection. This was split by 49.92 % of the population being female and 50.08 % being male in the study area.

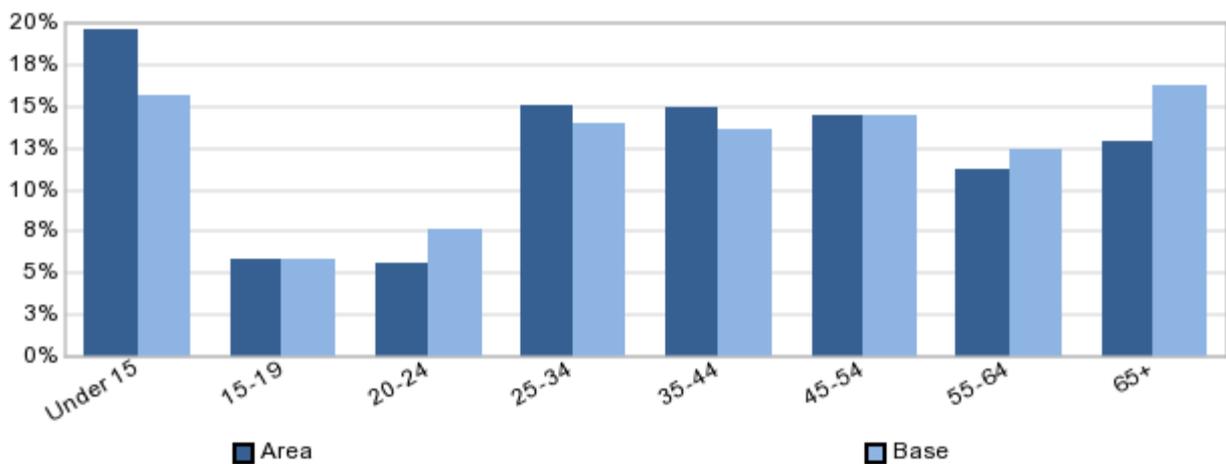
Source: Experian Current year estimates (Mid-year 2013).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			71	100	128
Under 15	38,537	79,944	126		
15-19	11,458	29,730	100		
20-24	11,019	38,746	74		
25-34	29,579	71,123	108		
35-44	29,233	69,515	110		
45-54	28,438	74,167	100		
55-64	21,968	63,391	90		
65+	25,251	82,448	80		

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 38,537 representing 19.71 % of the study area. The smallest proportion is in age band 20-24 with a count of 11,019 which represents 5.64 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 126. The band that is most under represented is 20-24 with an index of 74, 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	161,292	485,813	86
Gypsy / Traveller / Irish Traveller	104	503	54
Mixed / Multiple Ethnic Groups	5,558	2,342	618
Asian / Asian British: Indian	6,535	3,992	426
Asian / Asian British: Pakistani	1,768	1,344	343
Asian / Asian British: Bangladeshi	757	746	264
Asian / Asian British: Chinese	2,051	2,750	194
Asian / Asian British: Other Asian	4,250	3,200	346
Black / African / Caribbean / Black British	11,873	6,600	468
Other Ethnic Group	1,296	1,773	190

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:

82.51 % White	95.43 % White
0.05 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.84 % Mixed / Multiple Ethnic Groups	0.46 % Mixed / Multiple Ethnic Groups
3.34 % Asian / Asian British: Indian	0.78 % Asian / Asian British: Indian
0.90 % Asian / Asian British: Pakistani	0.26 % Asian / Asian British: Pakistani
0.39 % Asian / Asian British: Bangladeshi	0.15 % Asian / Asian British: Bangladeshi
1.05 % Asian / Asian British: Chinese	0.54 % Asian / Asian British: Chinese
2.17 % Asian / Asian British: Other Asian	0.63 % Asian / Asian British: Other Asian
6.07 % Black / African / Caribbean / Black British	1.30 % Black / African / Caribbean / Black British
0.66 % Other Ethnic Group	0.35 % Other Ethnic Group

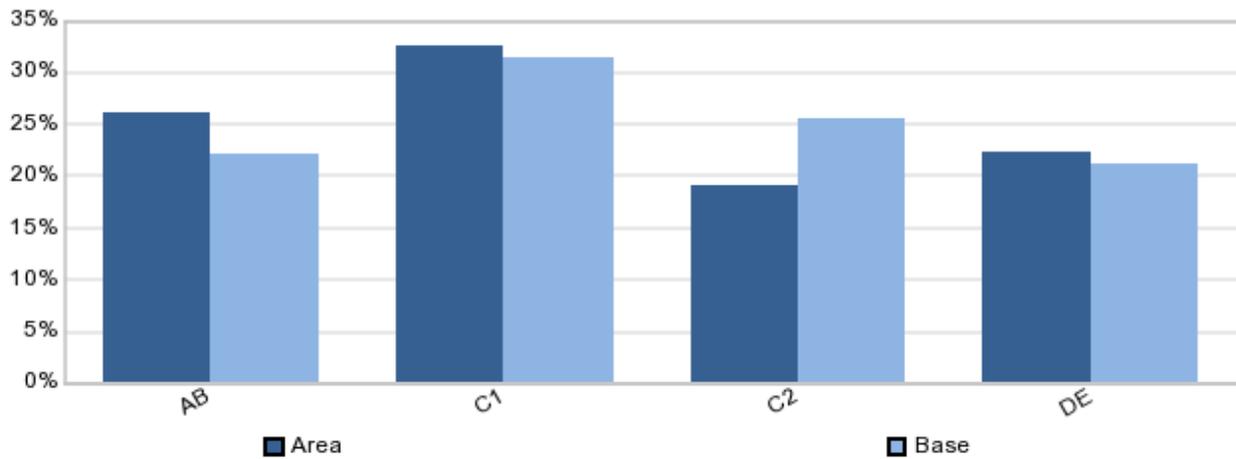
In the study area the largest ethnic group is White taking up 82.51 % of the population with a count of 161,292. This is in comparison to the selected base with 95.43 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 104, 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	16,261	37,334	118
C1 Supervisory, cleric, junior manage/admin/prof	20,341	53,100	104
C2 Skilled manual workers	11,954	43,365	75
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	13,955	35,940	105

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 20,341 people falling into this group, which is 32.54 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 11,954 taking up 19.12 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 118, whereas the most under represented group is C2 with an index count of 75.

Understanding the Economic Activity

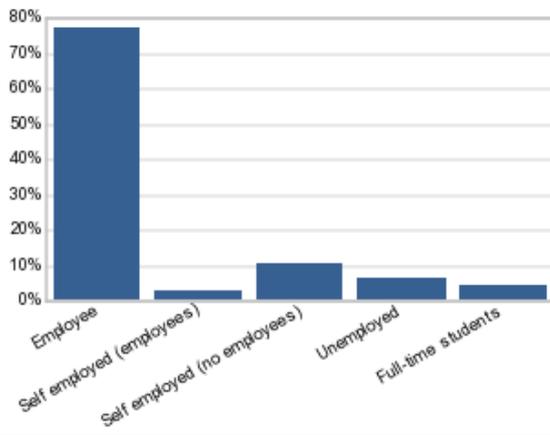
Economically Active	Area	Base	Index	58	100	168
Employee	83,144	222,612	98			
Self employed with employees	2,841	8,943	83		■	
Self employed without employees	10,893	22,266	128		■	
Unemployed	6,603	10,563	164		■	
Full-time students	4,599	18,836	64	■		

Economically Inactive	Area	Base	Index	92	100	122
Retired	15,913	48,991	94	■		
Student	6,764	20,353	96	■		
Looking after home/ family	6,003	15,264	114		■	
Permanently sick/ disabled	4,250	12,288	100			
Other	2,576	6,161	121		■	

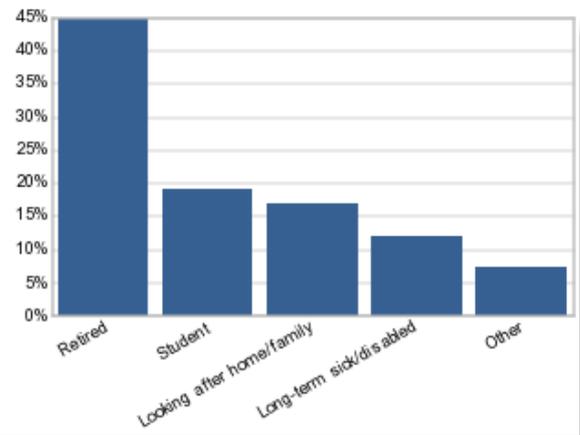
Source: Experian Current Year Estimates based on ONS Census Data (2013).

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 57.90 % of the population are employed, this is 83,144 people, compare this to your base where 57.63 % are employed. The smallest economically active group is Self employed with employees representing 1.98 %, compare this to the selected base where this group represents 2.32 %. When analysing index* values the most over represented group is Unemployed with an index of 164, taking up 4.60 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 15,913 representing 11.08 %. The smallest inactive group is Other with 2,576 which is 1.79 %. When looking at the index values the group that is most over represented is Other with an index of 121, representing 1.79 %.

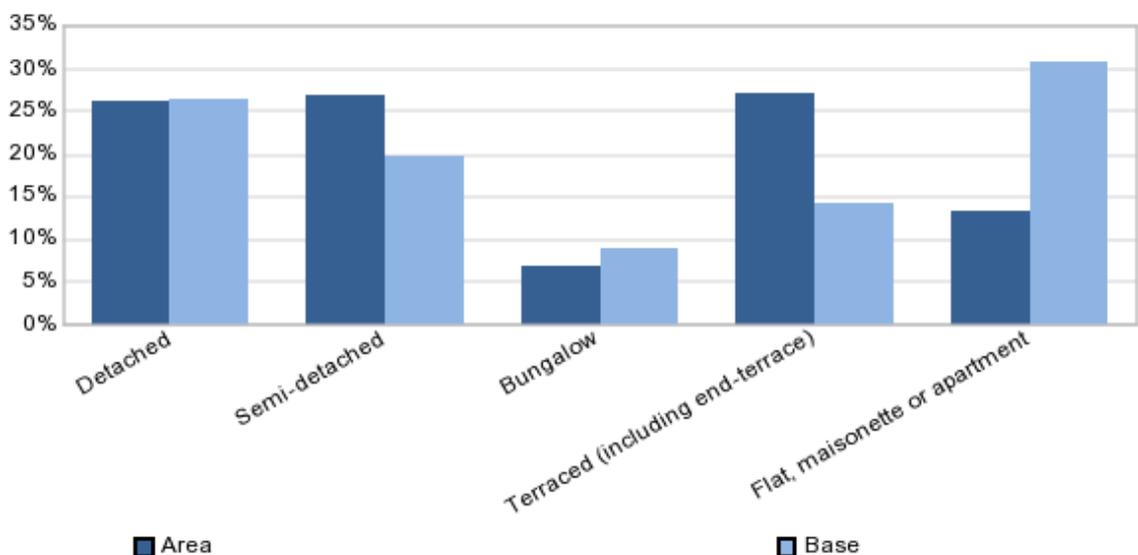
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	19,416	54,883	99
Semi-detached	20,012	40,862	137
Bungalow	5,048	18,445	76
Terraced (including end-terrace)	20,131	29,682	189
Flat, maisonette or apartment	9,874	64,208	43

Source: Experian ConsumerView Household Directory 2014 .

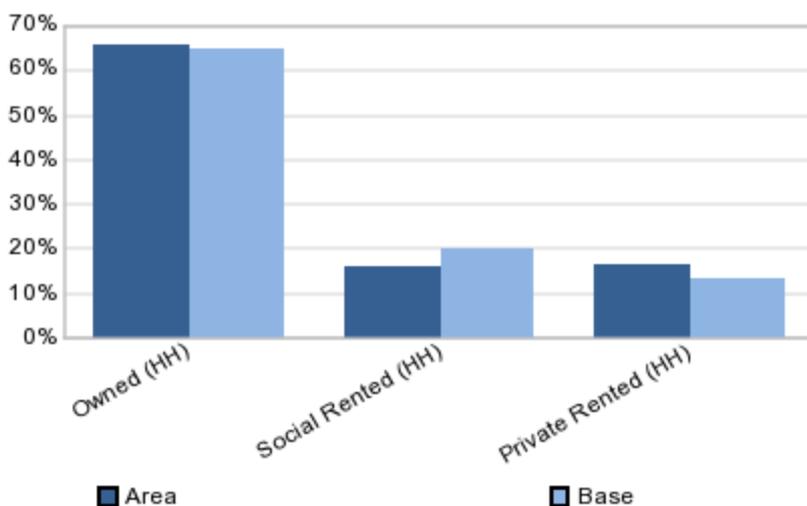
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	51,255	144,744	101
Social Rented (HH)	12,808	44,536	82
Private Rented (HH)	13,212	29,687	127

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.



20,012 households within your area live in a Semi-detached dwelling, this is 26.87 %. 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 5,048 households and makes up 6.78 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 189, this makes up 27.03 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 51,255 making up 65.61 %. The smallest amount fall into the Social rented at 16.39 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 127, 16.91 % of households fall into this category in the study area.

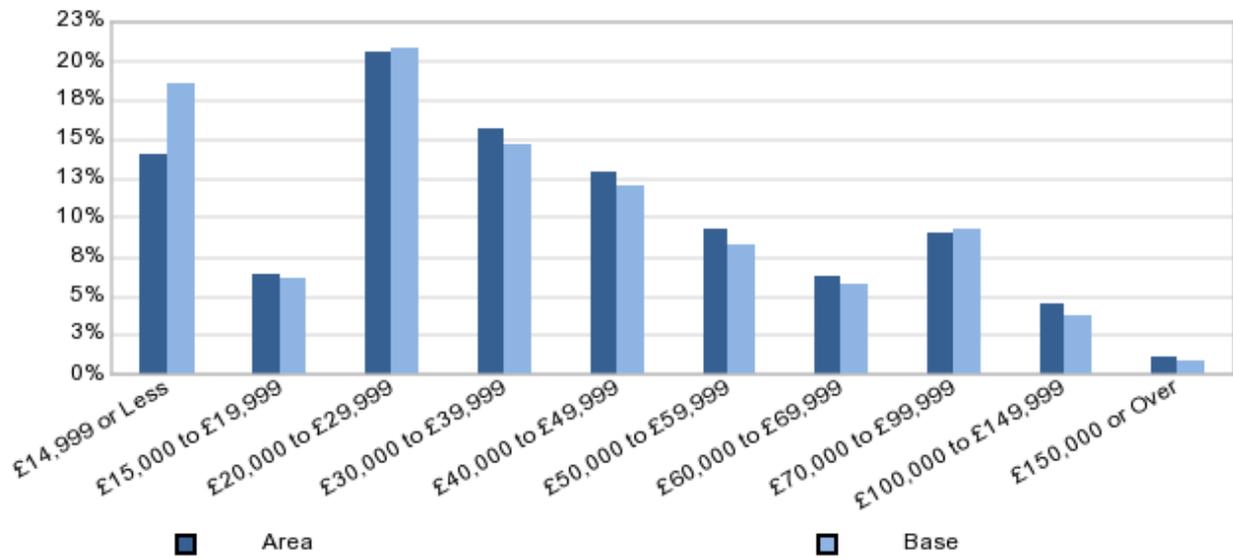
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	10,433	38,616	75
£15,000 to £19,999	4,768	12,861	104
£20,000 to £29,999	15,338	43,174	99
£30,000 to £39,999	11,743	30,407	108
£40,000 to £49,999	9,609	24,970	108
£50,000 to £59,999	6,964	17,109	114
£60,000 to £69,999	4,681	11,993	109
£70,000 to £99,999	6,771	19,305	98
£100,000 to £149,999	3,359	7,819	120
£150,000 or Over	815	1,826	125

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.



15,202 households within your area have an income of £19,999 or less, this forms 20.41 % of the overall distribution. The smallest count is 815 and these fall into household income band £150,000 or Over making up 1.09 %. 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 1.09 % with an index of 125, the most under represented banding is £14,999 or less with a figure of 75 making up 14.01 % 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.

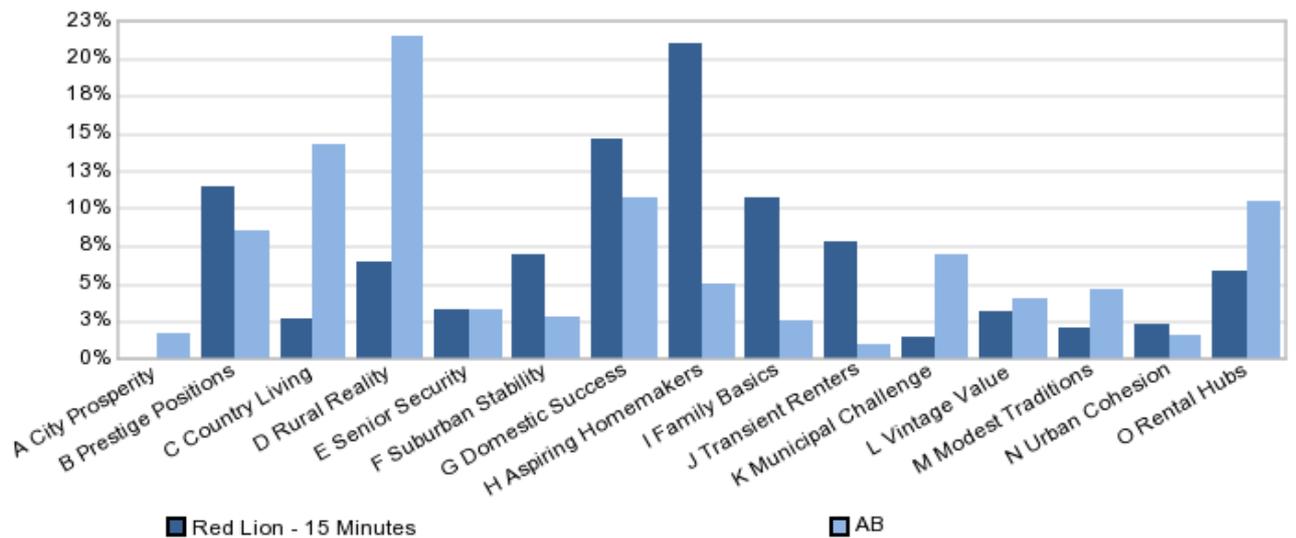
Understanding the residential profile by Mosaic UK 6

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 ₀₋₁₀₀	862
A City Prosperity	53	8,302	2	
B Prestige Positions	22,332	43,645	133	
C Country Living	5,266	72,743	19	
D Rural Reality	12,589	109,546	30	
E Senior Security	6,383	16,789	99	
F Suburban Stability	13,559	14,358	246	
G Domestic Success	28,449	54,488	136	
H Aspiring Homemakers	41,086	25,182	425	
I Family Basics	20,993	13,450	406	
J Transient Renters	15,195	4,817	821	
K Municipal Challenge	2,830	35,139	21	
L Vintage Value	6,309	20,674	79	
M Modest Traditions	4,016	23,556	44	
N Urban Cohesion	4,395	7,897	145	
O Rental Hubs	11,447	53,206	56	
Totals	195,484	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 H Aspiring Homemakers with a count of 41,086 representing 21.02 % of the overall distribution, in comparison to the base where 4.95 % fall into this group. The smallest group is A City Prosperity with a count of 53 which represents 0.03 %. The index* figures indicate that the most over represented group is J Transient Renters taking up 7.77 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.03 %.

*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

H Aspiring Homemakers - 21.02 %



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

G Domestic Success - 14.55 %



Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

B Prestige Positions - 11.42 %



Established families in large detached homes living upmarket lifestyles.

Key Features

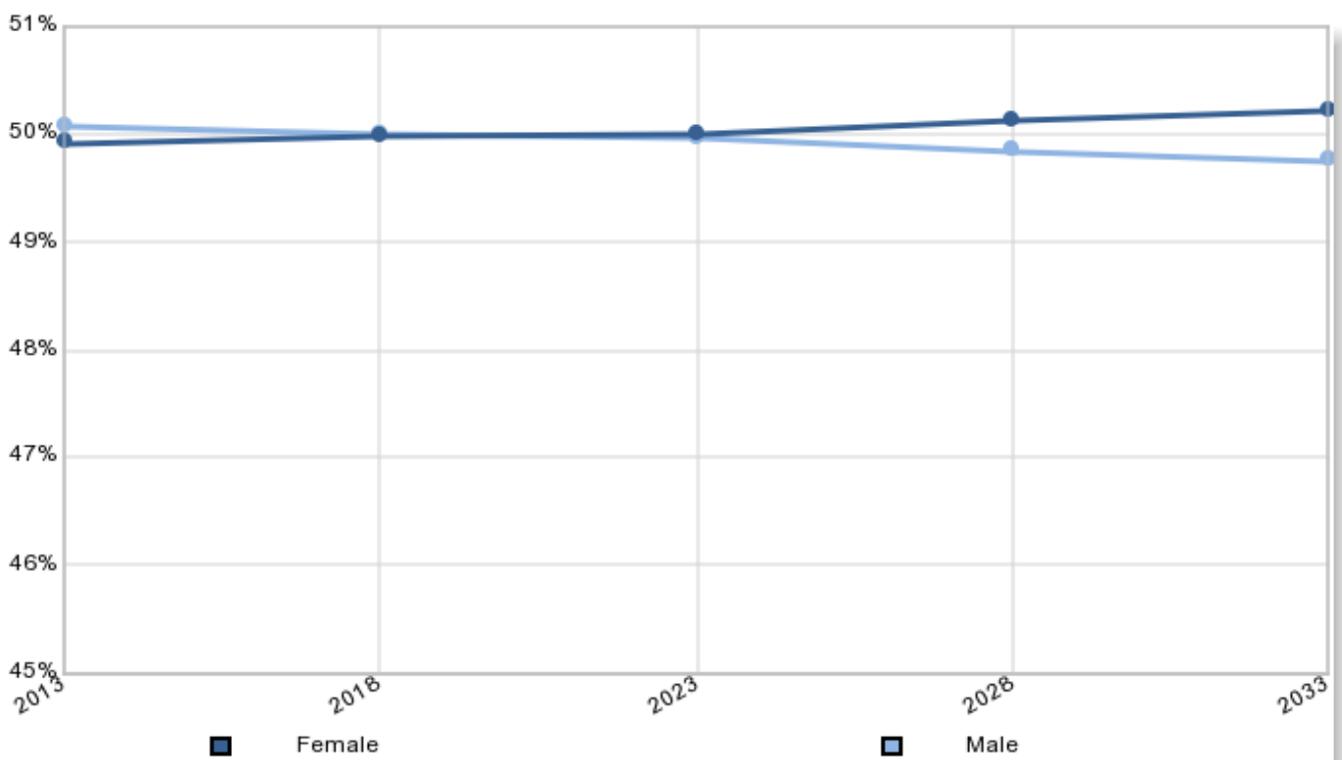
- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

Will the population of the area grow or decline?

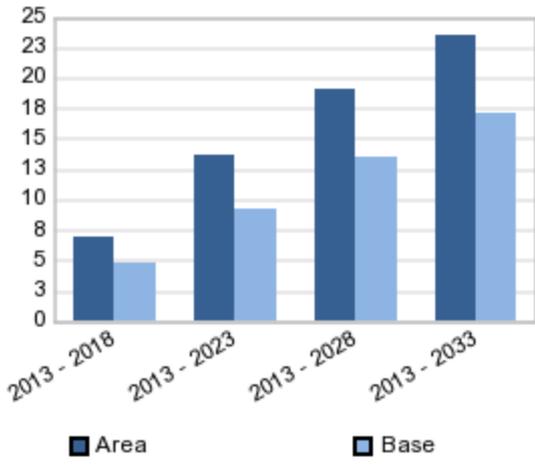
Population Projection	Area	% Change since 2013	Base	% Change since 2013
Population projection 2018	209,610		533,219	
Female Population projection 2018	104,786		269,145	
Male Population projection 2018	104,824		264,074	
Projected change from 2013	14,126	7.23	24,155	4.75
Population projection 2023	222,825		555,920	
Female Population projection 2023	111,466		280,627	
Male Population projection 2023	111,359		275,293	
Projected change from 2013	27,341	13.99	46,856	9.20
Population projection 2028	233,759		577,319	
Female Population projection 2028	117,205		291,681	
Male Population projection 2028	116,554		285,638	
Projected change from 2013	38,275	19.58	68,255	13.41
Population projection 2033	243,025		596,828	
Female Population projection 2033	122,062		301,724	
Male Population projection 2033	120,963		295,104	
Projected change from 2013	47,541	24.32	87,764	17.24

Source: Experian Population Projections (2013).

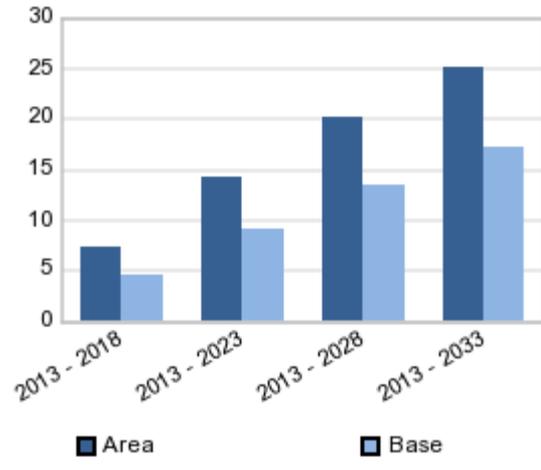
% Population Change by Gender



% Population Change (Male)



% Population Change (Female)



For 2013 the total population estimate is 195,484, this is divided into 50.08 % male and 49.92 % female. By 2018 the population is expected to have changed to 209,610, this is a projected change of 7.23 % over five years, and the gender split is predicted to be 49.99 % female and 50.01 % male. In the five years to 2023 the population is estimated to change to 222,825, this is a further 6.30 % change, and is expected to be divided into 50.02 % female and 49.98 % male. By 2028 the population is expected to be 233,759, a further change of 4.91 %, and split into 50.14 % female and 49.86 % male. By 2033 the population is expected to be 243,025, a change of 3.96 %, and divided into 50.23 % female and 49.77 % 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.

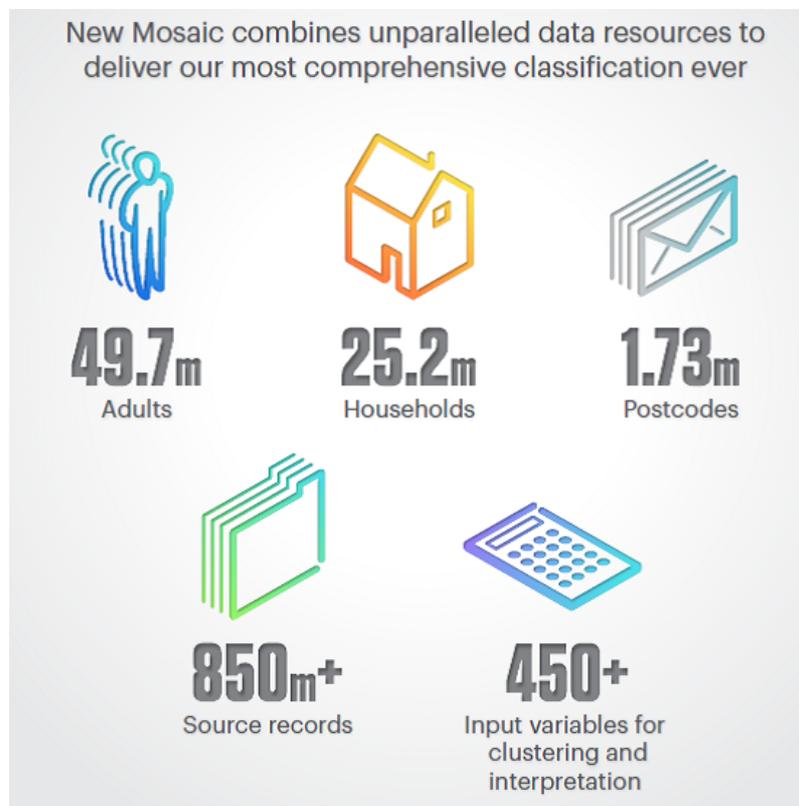
Projections of residential population are available for each year from 2014 to 2033 . These are split by gender and 18 age bands.

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.

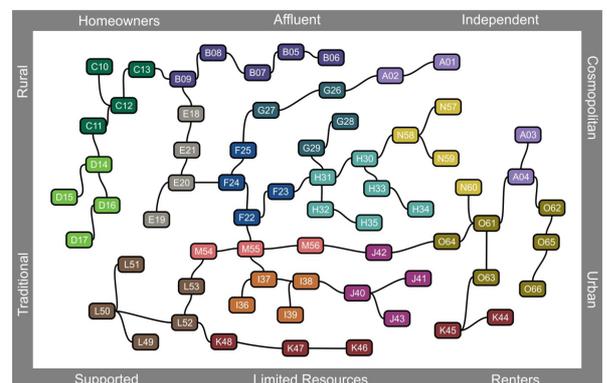
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

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.