

Bird and Bush - 0.5 miles, Luton, LU27SF Understanding Demographics

Describing
Bird and Bush - 0.5 miles, Luton, LU27SF
In Relation To
United Kingdom

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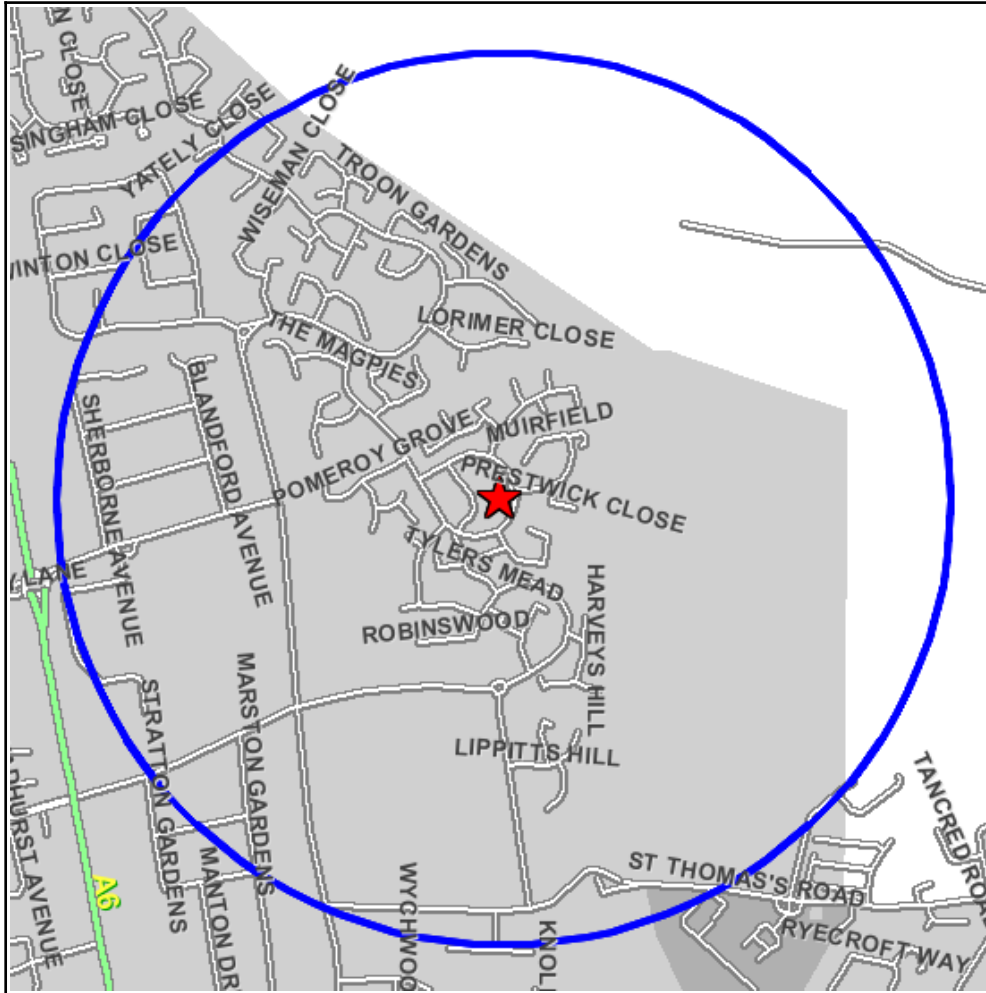
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Describing **Bird and Bush - 0.5 miles, Luton, LU27SF** in relation to **United Kingdom**

Creation Date: 06/02/15

Map showing your area



Geography Selection:

0.5 mile radius around Bird and Bush - 0.5 miles, Luton, LU27SF

Boundary Colour

■ 0.5 mile radius

Source: Crown Copyright Reserved. Copyright Experian 2012.

Date: 06/02/15



Summary of your area

There are **5,793** people living within **Bird and Bush - 0.5 miles, Luton, LU27SF**, of which **2,960** are male and **2,833** are female. Within this population **2,937** are economically active, whilst **1,054** are classed as economically inactive. **91.70%** of houses are owner occupied whilst **5.35%** are privately rented. The three highest Mosaic groups are **G Careers and Kids**, **F Suburban Mindsets** and **B Professional Rewards**. The population of the area is expected to change by **2.78%** by 2017.



Understanding Demographics



Describing **0.5 Miles: Bird and Bush - 0.5 miles, Luton, LU27SF** in relation to UK
 Creation Date: February 6, 2015

Understanding the make-up of your area

	Area	Base
Total Households	2,089	27,112,349
Total Population	5,793	63,115,915
Total Males	2,960	31,109,048
Total Females	2,833	32,006,867

The current year estimates show a total resident population of **5,793** in the study area, compared to **63,115,915** in the base selection. When looking at the population of households there are **2,089** in your area and **27,112,349** in your base selection. This was split by **48.90%** of the population being female and **51.10%** being male in the study area.

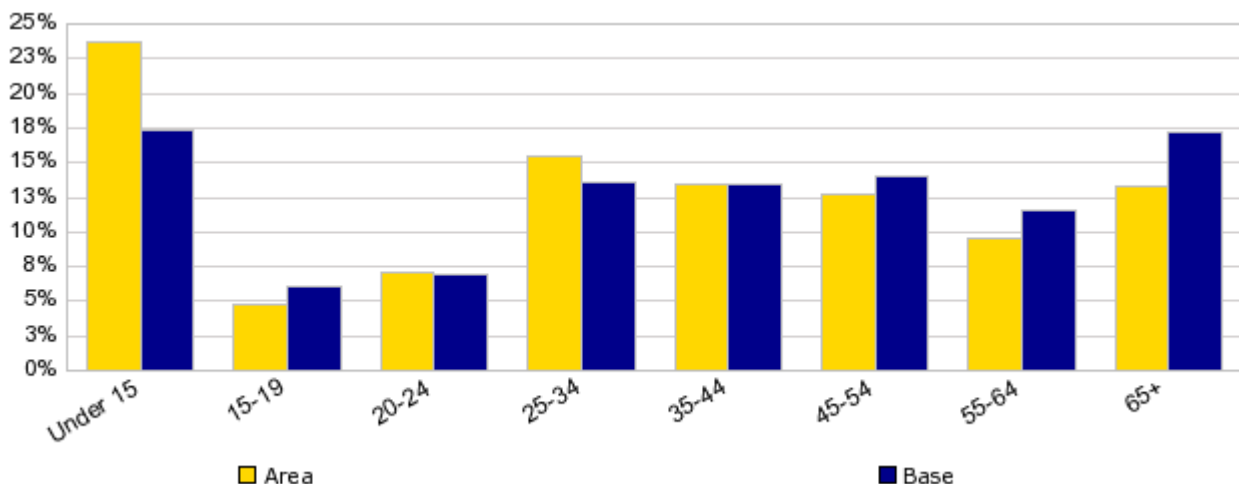
Source: Experian Current year estimates (Mid-year 2012).

Understanding who lives in your area

Age Bands	Area	Base	Index*
Under 15	1,373	10,970,564	136
15-19	279	3,786,773	74
20-24	411	4,365,284	103
25-34	897	8,551,784	114
35-44	777	8,456,376	100
45-54	733	8,867,221	90
55-64	553	7,255,971	83
65+	771	10,861,942	77

Source: Experian Age and Gender Estimates (2012).

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 fell into age band **Under 15** with a count of **1,373** representing **23.69%** in the study area. The smallest proportion was in age band **15-19** with a count of **279** which represents **4.82%**. In the study area the most over represented age band in comparison to the base selection is **Under 15** with an index value of **136**. The band that is most under represented is **65+** with an index of **77**, where an index* of 100 represents the national average.

*An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index*
White	4,340	52,481,255	81
Mixed	121	673,743	195
Asian or Asian British	549	2,328,784	264
Black or Black British	165	1,147,400	156
Chinese or Other	83	472,190	191

Source: ONS Census Data (2001).

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:

82.55% White

2.30% Mixed

10.43% Asian or Asian British

3.14% Black or Black British

1.58% Chinese or Other

91.91% White

1.18% Mixed

4.08% Asian or Asian British

2.01% Black or Black British

0.83% Chinese or Other

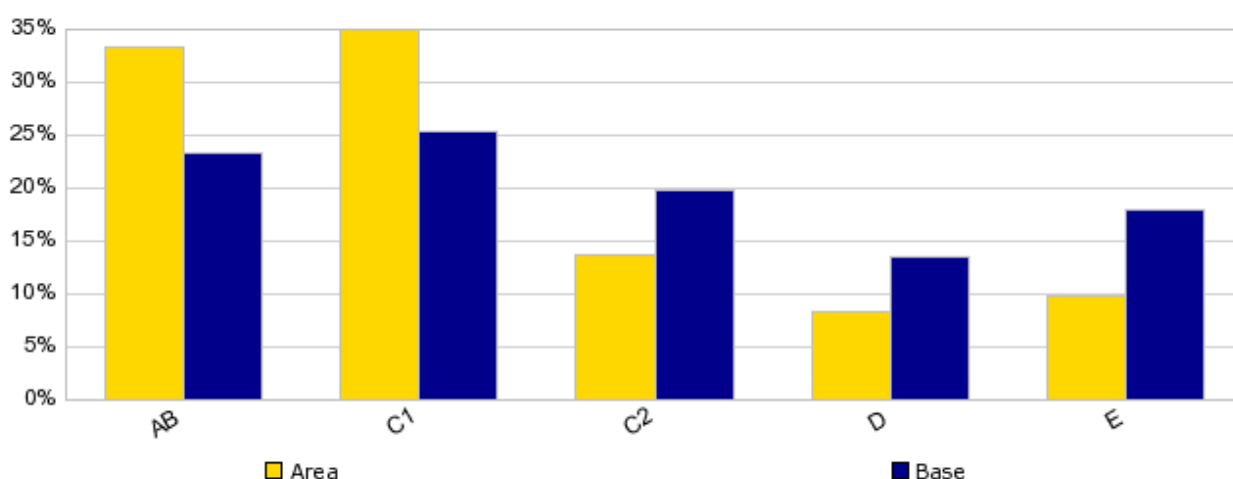
In the study area the largest ethnic group is **White** taking up **82.55%** of the population with a count of **4,340**. This is in comparison to the selected base with **91.91%** of the population being **White**. The smallest ethnic representation in the study area was **Chinese or Other** with a count of **83**, compare this to the base selection where the smallest group was **Chinese or Other** with a count of **472,190**.

Understanding the Social Grade

Social Grade	Area	Base	Index*
AB Higher & intermediate manage/admin/prof	1,458	11,697,217	147
C1 Supervisory, cleric, junior manage/admin/prof	1,530	12,741,084	100
C2 Skilled manual workers	598	9,977,173	69
D Semi-skilled and unskilled manual workers	368	6,836,899	54
E On state benefit, unemployed, lowest grade workers	426	8,983,966	47

Source: Experian Current Year Estimates based on ONS Census Data (2012).

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 at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

Within your area social grade **C1** forms the largest proportion with **1,530** people falling into this group, which is **34.93%** of the overall distribution. The smallest proportion falls into grade **D** with a count of **368** taking up **8.40%**. When comparing this to the selected base the most over represented grade is **AB** with an index* count of **143**, whereas the most under represented group is **E** with an index count of **54**.

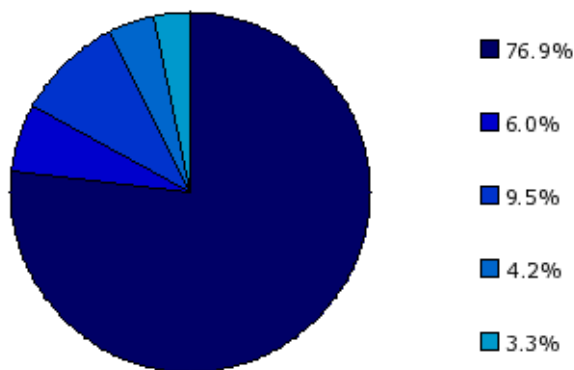
Understanding the Economic Activity

Economically Active		Area	Base	58	100	138
■	Employee	2,260	23,599,501		100	
■	Self employed with employees	176	1,369,452			138
■	Self employed without employees	279	2,454,603			119
■	Unemployed	124	2,081,789			
■	Full-time students	98	1,260,418	82		
Economically Inactive		Area	Base	48	100	147
■	Retired	471	6,217,979			112
■	Student	156	2,528,733	91		
■	Looking after home/ family	281	2,908,572			
■	Permanently sick/ disabled	90	2,483,308			
■	Other	56	1,413,384	58		

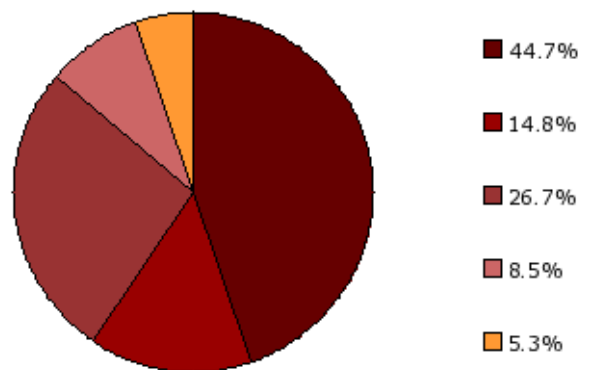
Source: Experian Current Year Estimates based on ONS Census Data (2012).

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



Economically Inactive



Economic activity within the study area shows that **39.01%** of the population are employed, this is **2,260** people, compare this to your base where **37.39%** are employed. The smallest economically active group is **Full-time students** representing **1.70%**, compare this to the selected base where this group represents **2.00%**. When analysing index* values the most over represented group is **Self employed with employees** with an index of **135**, taking up **3.05%**.

When considering economic inactivity the largest proportion in the study area belongs to the **Retired** group with a count of **471** representing **8.13%**. The smallest inactive group is **Other** with **56** which is **0.97%**. When looking at the index values the group that is most over represented is **Looking after home/ family** with an index of **143**, representing **4.85%**.

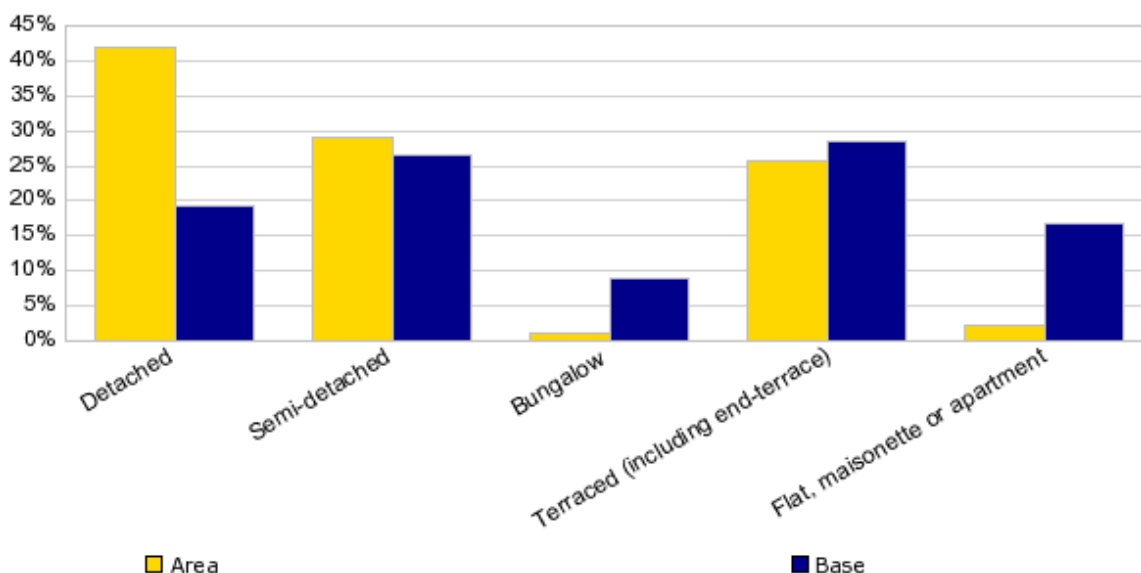
*An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	2	100	226
Detached	852	4,831,803			
Semi-detached	594	6,637,289		110	
Bungalow	25	2,222,919			
Terraced (including end-terrace)	523	7,114,420	90		
Flat, maisonette or apartment	44	4,163,738			

Source: Experian ConsumerView Household Directory 2011.

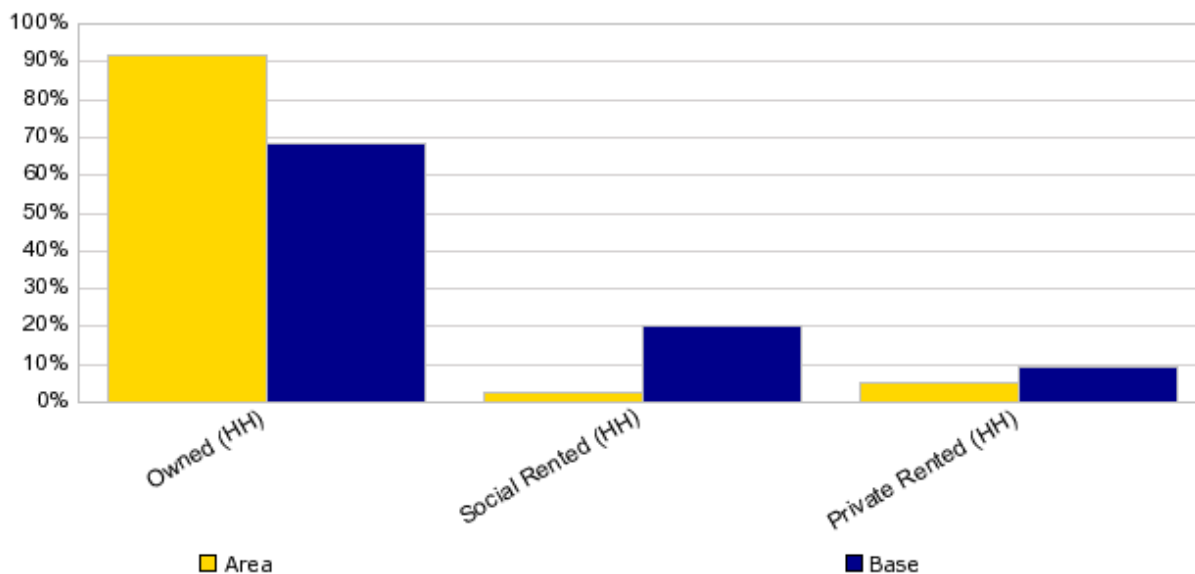
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	6	100	140
Owned (HH)	1,853	16,724,882			
Social Rented (HH)	52	4,885,741			
Private Rented (HH)	108	2,345,327	56		

Source: ONS Census Data (2001).

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



594 households within your area live in a **Semi-detached** dwelling, this is **29.17%**. Compare this to a figure of **6,637,289** in your base making up **26.58%**. The smallest number of households live in a **Bungalow** dwelling, this is **25** households and makes up **1.20%**. When analysing the index* figures, we can deduce that the most over represented dwelling type is **Detached** with a figure of **216**, this makes up **41.82%** in the study area.

When considering the tenure of households we can see that the largest proportion are **Owned** with a figure of **1,853** making up **91.70%**. The smallest amount fall into the **Social rented** at **2.58%**. When looking at the index figures the most over represented tenure type is **Owned** with an index of **134**, **91.70%** of households fall into this category in the study area.

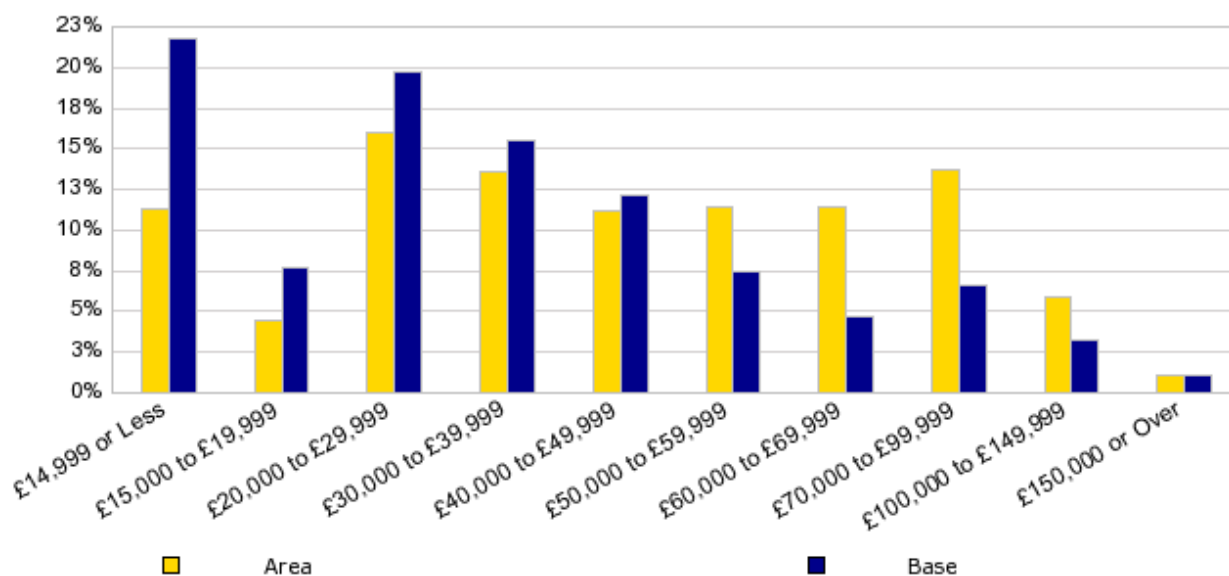
*An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

Understanding Household Income

Household Income	Area	Base	42	100	253
£14,999 or Less	230	5,441,958			
£15,000 to £19,999	92	1,924,494			
£20,000 to £29,999	325	4,914,874	81		
£30,000 to £39,999	277	3,885,649	87		
£40,000 to £49,999	227	3,041,965	91		
£50,000 to £59,999	233	1,858,483		153	
£60,000 to £69,999	234	1,176,779			
£70,000 to £99,999	278	1,647,083			207
£100,000 to £149,999	120	797,626			184
£150,000 or Over	22	281,258	94		

Source: Income Band Distributions (2012).

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



322 households within your area have an income of **£19,999 or less**, this forms **15.79%** of the overall distribution. The smallest count is **22** and these fall into household income band **£150,000 or Over** making up **1.06%**. When using your base as a comparison the biggest majority fall into the income band **£14,999 or less** which makes up **21.79%** of the overall view. When using index* figures as a guide we can see that the income band **£60,000 to £69,999** is over represented making up **12%** with an index of **244**, the most under represented banding is **£14,999 or less** with a figure of **52** making up **11%** of the distribution.

Index* - An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.



Understanding the residential profile by Mosaic UK

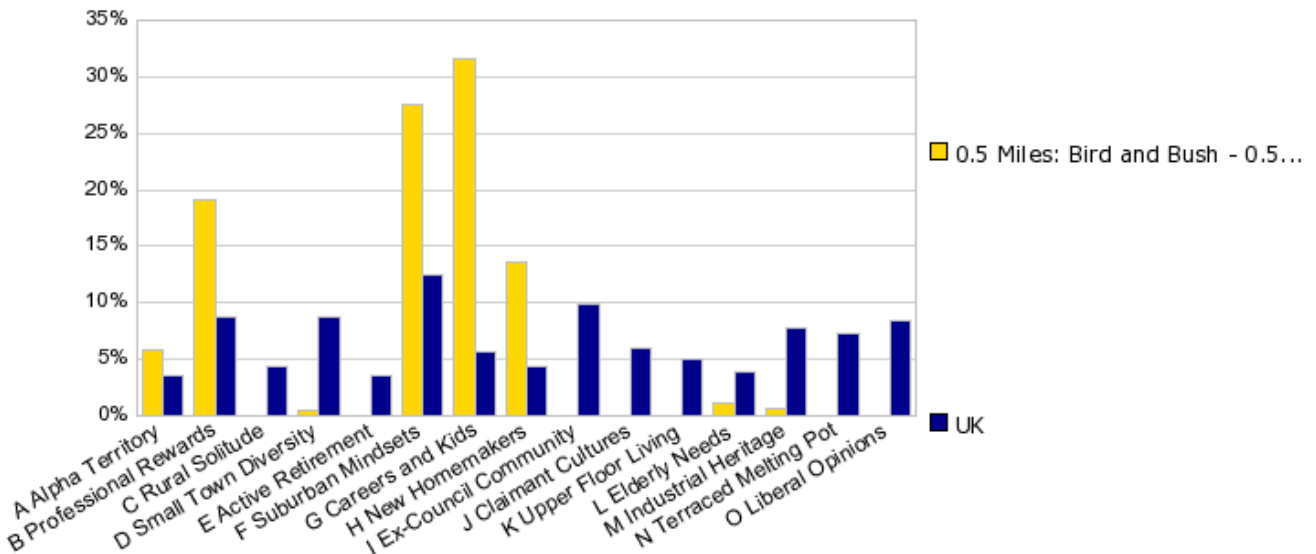
Explanation of Mosaic UK

Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups. The 15 Groups are shown below as a profile. They provide a summary of the detailed picture painted of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK Group Short	Area	Base	-28	100	589
A Alpha Territory	337	2,215,050		166	
B Professional Rewards	1,109	5,488,431		220	
C Rural Solitude	0	2,794,015	0		
D Small Town Diversity	30	5,517,643	6		
E Active Retirement	0	2,282,560	0		
F Suburban Mindsets	1,599	7,846,414		222	
G Careers and Kids	1,830	3,553,190			
H New Homemakers	792	2,735,186		315	
I Ex-Council Community	0	6,208,842	0		
J Claimant Cultures	0	3,752,716	0		
K Upper Floor Living	0	3,133,950	0		
L Elderly Needs	62	2,433,392	28		
M Industrial Heritage	34	4,865,836	8		
N Terraced Melting Pot	0	4,576,202	0		
O Liberal Opinions	0	5,305,677	0		
Totals	5,793	63,115,915			

Source: Experian Mosaic UK Classification (2012).

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 majority belong to Mosaic Group **G Careers and Kids** with a count of **1,830** representing **31.59%** of the overall distribution, in comparison to the base where **5.63%** fall into this group. The smallest proportion fall into Mosaic Group **C Rural Solitude** with a count of **0** which represents **0.00%**. The index* figures indicate that the most over represented group is **G Careers and Kids** taking up **31.59%**, in contrast the most under represented group is **C Rural Solitude** which takes up **0.00%**.

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Understanding the top three Mosaic UK Groups

31.59% - G Careers and Kids



Families with young children where both parents are likely to earn solid incomes providing for a comfortable modern home.

- Families
- Young children
- Good incomes
- Comfortable homes
- Home life balance
- Ethical products
- Consumer credit
- Reliant on cars
- Internet and telephone banking
- New buildings

27.61% - F Suburban Mindsets



Maturing families on mid-range incomes living a moderate lifestyle in suburban semis.

- Manual and white collar
- Married
- Middle age
- Children
- Leafy suburbs
- Comfortable affordable housing
- Home improvement
- Family life
- Industrious
- Mainstream brands

19.14% - B Professional Rewards



Experienced professionals in successful careers enjoying financial comfort in suburban or semi-rural homes.

- Suburban
- Executives and managers
- Small businesses
- Senior positions
- Significant equity
- Married with children
- Comfortable
- Good education
- Theatre / arts
- Car ownership



What is the daytime population profile by Mosaic UK

Explanation of Mosaic UK

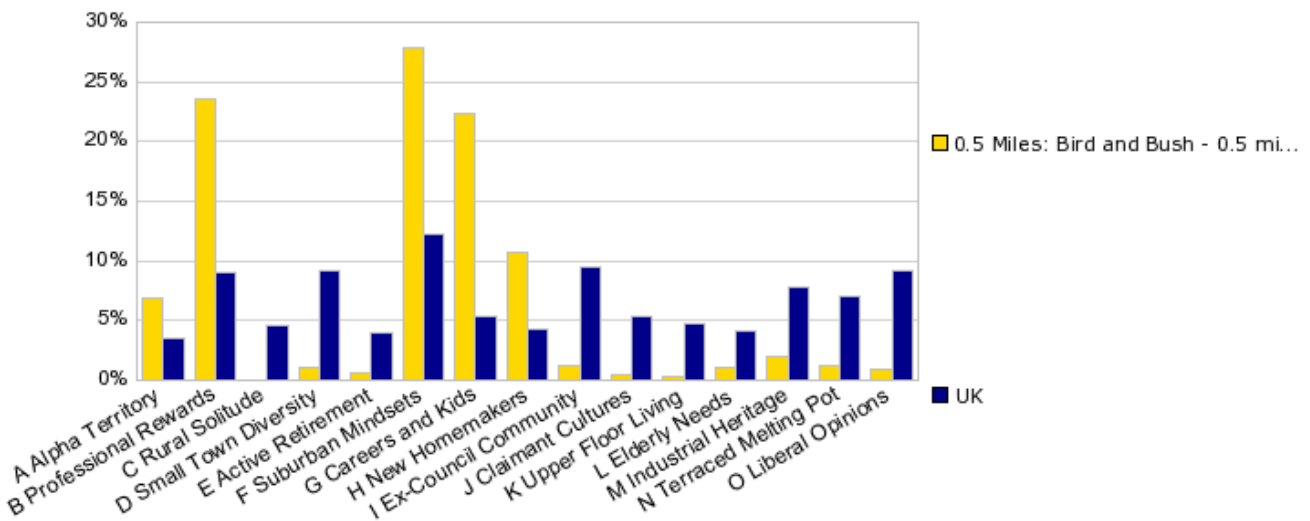
Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups. The 15 Groups are shown below as a profile. They provide a summary of the detailed picture painted of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK Group	Area	Base	0	100	434
A Alpha Territory	183	1,801,226		194	
B Professional Rewards	629	4,557,882		263	
C Rural Solitude	1	2,314,454			
D Small Town Diversity	29	4,647,552			
E Active Retirement	15	2,028,125			
F Suburban Mindsets	743	6,261,027		226	
G Careers and Kids	594	2,743,200			
H New Homemakers	286	2,203,602		248	
I Ex-Council Community	34	4,844,785			
J Claimant Cultures	11	2,724,125			
K Upper Floor Living	6	2,425,084			
L Elderly Needs	28	2,113,631			
M Industrial Heritage	51	4,004,192			
N Terraced Melting Pot	32	3,542,417			
O Liberal Opinions	23	4,641,553			
Totals	2,664	50,852,855			

Source: Experian Mosaic UK Daytime Classification (2012).

(Table displays population age 16 and over.)

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 number belong to Mosaic Group **F Suburban Mindsets** with a count of **743** representing **27.88%** of the overall distribution, in comparison to the base where **12.31%** fall into this group. The smallest proportion fall into Mosaic Group **C Rural Solitude** with a count of **1** which represents **0.04%**. The index* figures indicate that the most over represented group is **G Careers and Kids** taking up **22.31%**, in contrast the most under represented group is **C Rural Solitude** which takes up **0.04%**.

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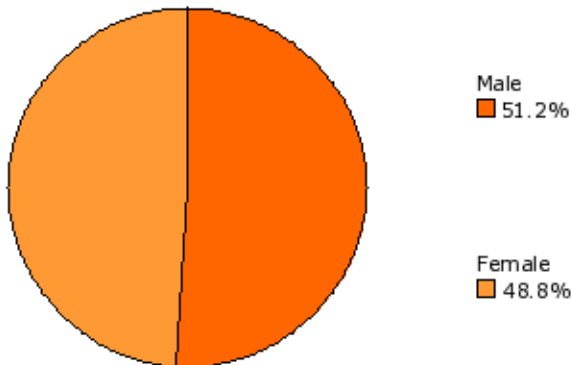


Will the population of the area grow or decline?

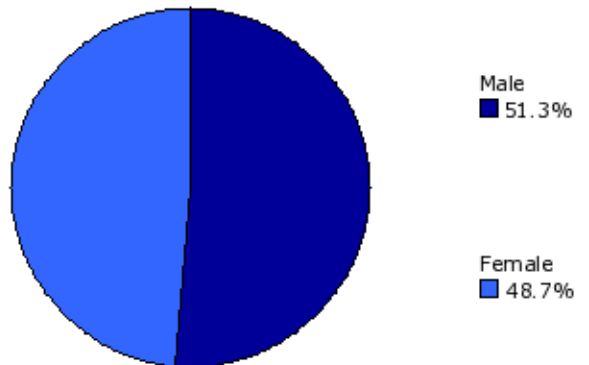
Population Projection		0.5 Miles: Bird and Bush - 0.5 miles, Luton, LU27SF		UK
Population projection 2017		5,954		65,254,712
Female Population projection 2017		2,905		33,000,191
Male Population projection 2017		3,049		32,254,521
Projected change from 2012		161		2,138,797
Population projection 2022		6,192		67,449,523
Female Population projection 2022		3,017		34,048,161
Male Population projection 2022		3,175		33,401,362
Projected change from 2012		399		4,333,608
Population projection 2027		6,389		69,503,650
Female Population projection 2027		3,112		35,049,419
Male Population projection 2027		3,277		34,454,231
Projected change from 2012		596		6,387,735
Population projection 2032		6,590		71,326,357
Female Population projection 2032		3,206		35,950,834
Male Population projection 2032		3,383		35,375,523
Projected change from 2012		797		8,210,442

Source: Experian Population Projections (2012).

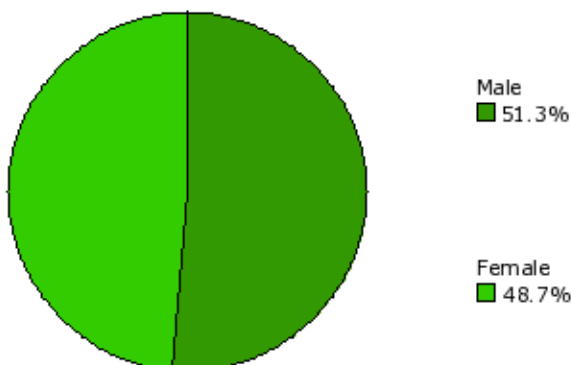
Gender Breakdown 2017



Gender Breakdown 2022



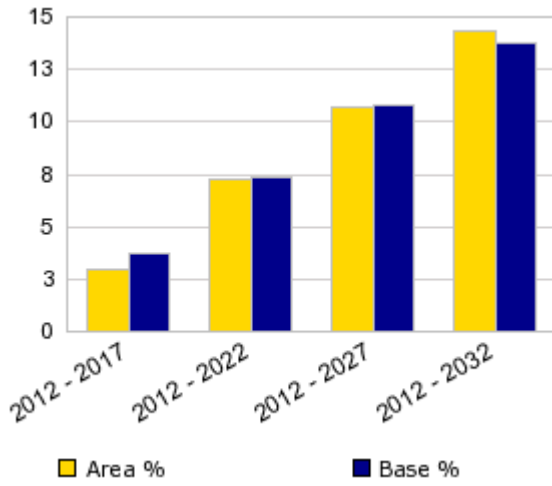
Gender Breakdown 2027



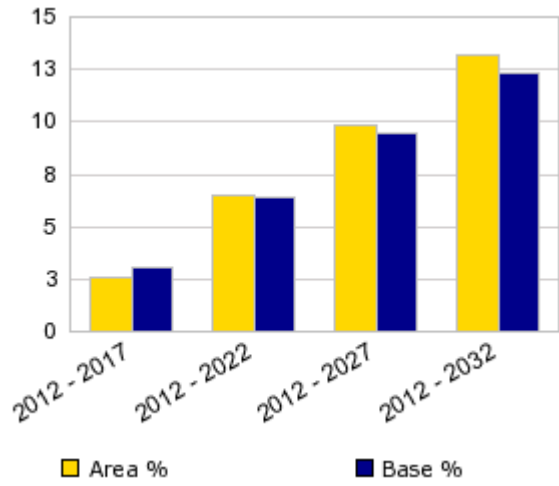
Gender Breakdown 2032



% Population Change (Male)



% Population Change (Female)



For 2012 the total population estimate is **5,793**, this is divided into **51.10%** male and **48.90%** female. By 2017 the population is expected to have changed to **5,954**, this is a projected change of **2.78%** over five years, and the gender split is predicted to be **48.80%** female and **51.20%** male. In the five years to 2022 the population is estimated to change to **6,192**, this is a further **4.00%** change, and is expected to be divided into **48.73%** female and **51.27%** male. By 2027 the population is expected to be **6,389**, a further change of **3.19%**, and split into **48.71%** female and **51.29%** male. By 2032 the population is expected to be **6,590**, a change of **3.13%**, and divided into **48.66%** female and **51.34%** male.



Understanding Demographics

Data Explanation Page - **Population Projections**



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 2012 to 2032. These are split by gender and 18 age bands.



Understanding Demographics

Data Explanation Page - **Mosaic UK**



Data Components

Classification Data

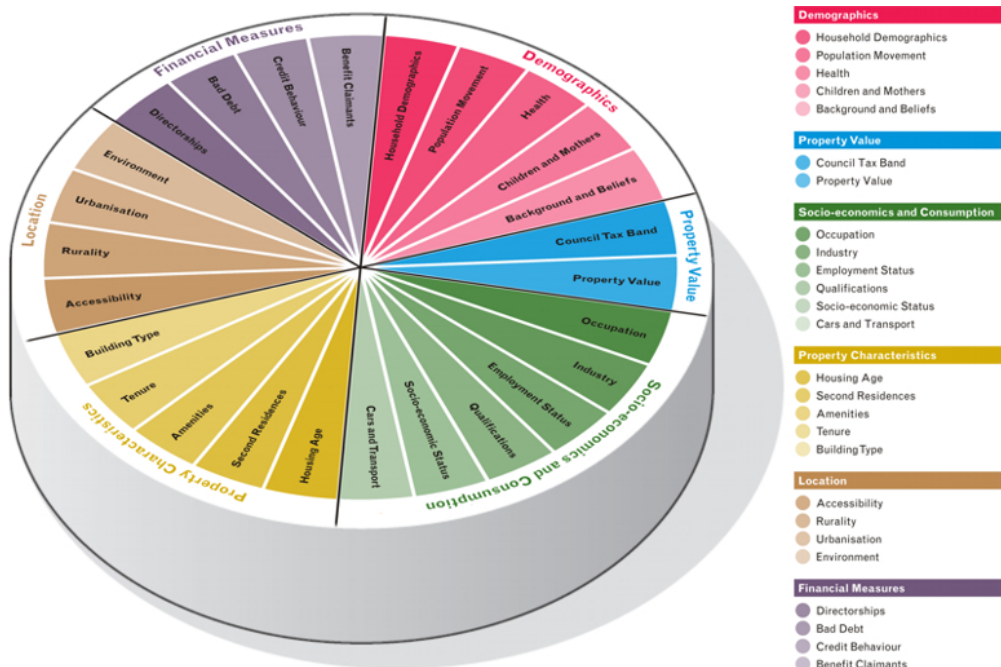
62% of the information used to build Mosaic UK is sourced from a combination of data that includes Experian's UK Consumer Dynamics Database, which provides consumer demographic information for the UK's 47 million adults and 24 million households. The database is built from an unrivalled variety of privacy-compliant 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 and other compiled consumer data. The remaining 38% of the data is sourced from the Census current year estimates that Experian has produced by utilising its wealth of data assets to track change in the key 2001 Census variables. All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification twice a year.

Descriptive Data

The key to understanding the behaviour of each Mosaic UK type is the richness of the descriptive data. Experian owns and sources a number of authoritative sources of media and market research that allows us to build a rich picture of the nation's social-cultural diversity.

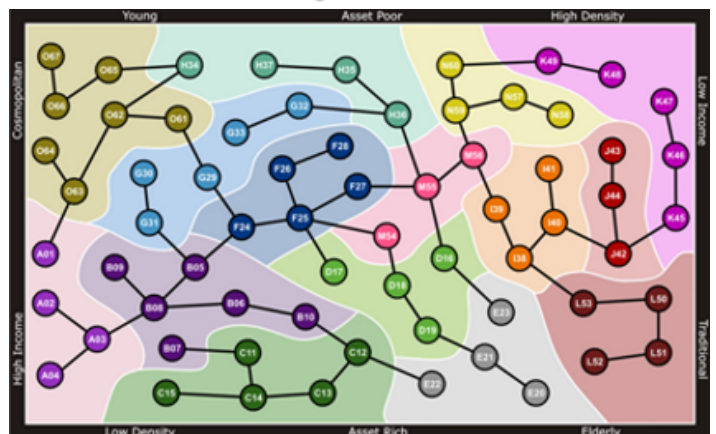
Resolution

The Mosaic UK classification is built by one of the world's most experienced consumer segmentation modelling teams. The latest version of Mosaic UK classifies all individuals, households or postcodes in the UK into a set of homogenous lifestyle types.



The Mosaic Family Tree

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





Mosaic Daytime provides small area estimates of the daytime population. This provides valuable information for retailers who rely on the surrounding 'weekday daytime population' for a significant proportion of their trade.

2012 mid-year estimates are available for each United Kingdom Output Area (OA) and Postal Sector. In addition, estimates are provided split down by the (residential) Mosaic UK groups and types. This allows existing Mosaic UK profiles of products and services to be combined with the 'small area' Mosaic Daytime population profiles to estimate market sizes.

Mosaic Daytime is created using the following key inputs:

- Experian's 2012 mid-year estimates of residential population at OA level.
- 2001 Census Origin-Destination (O-D) data relating to travel to work (and place of study for Scotland) at OA-to-OA level.
- See Travel to work questions asked across UK.

The Experian 2012 mid-year population estimates are split into sub-groups compatible with the 2001 Census O-D data, for example:

- All people aged 16-74 in employment (not including full-time students).
- All people aged 16-74 in employment (including full-time students).

For each sub-group, it is determined whether they are most likely to be:

- Located somewhere outside their home (or residential OA) during the day, or
- At home (or residential OA) during the day.

This takes into account the OA-to-OA 'Travel to Work' 2001 Census data.

For sub-groups which are likely to be away from home during the day, and where sufficient 2001 Census data on travel patterns exists, a reallocation from 'Origin OAs' to 'Destination OAs' is undertaken. The OA level Mosaic UK Profile of the 2012 population sub-group is allocated to each 'Destination OA' using probabilities derived from the 2001 Census O-D data. These estimated flows are then aggregated to 'Destination OA' level to create the OA level data. Finally, data is accumulated from OA level to Postal Sector level to create the Postal Sector level dataset.



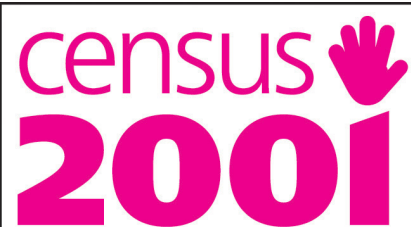
What is the 2001 Census?

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

Why choose Census data from Experian?

Experian has extensive experience of handling the complexities of Census information. For the last 30 years, we have provided Census information to the public and private sector, processing information from all over the world, including the UK, United States, Western Europe, Australia and the Far East. Our demographic forecasting team provides population projection data to central and local government. This supports decisions on the provision of local services and amenities throughout the UK.

Experian is one of only six suppliers approved by the Office of National Statistics (ONS) following the release of Census 2001.



Based on the information provided, the UK Census organisations are satisfied that this organisation meets the agreed standards of data analysis and dissemination and is designated an Approved Supplier of value added Census output released in the last 50 years.

Approved Supplier

www.statistics.gov.uk/census

We were one of the first Census bureaux to create a complete national UK dataset by combining information from the ONS for England and Wales with data from the General Register Office (GRO) for Scotland and the Northern Ireland Statistics and Research Agency (NISRA).

Experian is a source supplier and partner to JICPOPS (Joint Industry Committee for Population Standards), whose purpose is to establish best practice for the provision of all demographic and geographic data in the UK.

Census Glossary of terms:

Age

Age is derived from the date of birth question and is the age at the person's last birthday

Ethnic Group

The Ethnic group question records people's perceived ethnic group and cultural background. Although the questions differ between the different parts of the UK, the same detailed codes are used across the UK to code the write-in responses.

Social Grade

Social Grade is the socio-economic classification used by the Market Research and Marketing Industries. Although it is not possible to allocate Social Grade precisely from information collected in the Census, the Market Research Society has developed a method for using Census information to provide a good approximation of Social Grade. Most output by Social Grade is for people aged 16 and over in households. They are classified by the Social Grade of their Household Reference Person.

Economic Activity

The Economic Activity questions apply only to people aged 16 to 74. They relate to whether or not a person was working or looking for work in the week before Census. The concept of Economic Activity is compatible with the International Labour Organisation (ILO) definition of economic status.

Dwelling

A household's accommodation (a household space) is defined as being in a shared dwelling if it has accommodation type 'part of a converted or shared house', not all the rooms (including bathroom and toilet, if any) are behind a door that only that household can use and there is at least one other such household space at the same address with which it can be combined to form the shared dwelling. If any of these conditions is not met, the household space forms an unshared dwelling. Therefore a dwelling can consist of one household space (an unshared dwelling) or two or more household space (a shared dwelling).

Tenure

The tenure of a household is derived from the response to the question asking whether the household owns or rents its accommodation and, if rented, from the response to the question asking who is the landlord.

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