

Location Analyst

UK



Boot Inn, Witney - 30 mins drive

Understanding Demographics

21 August, 2015

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Population Growth

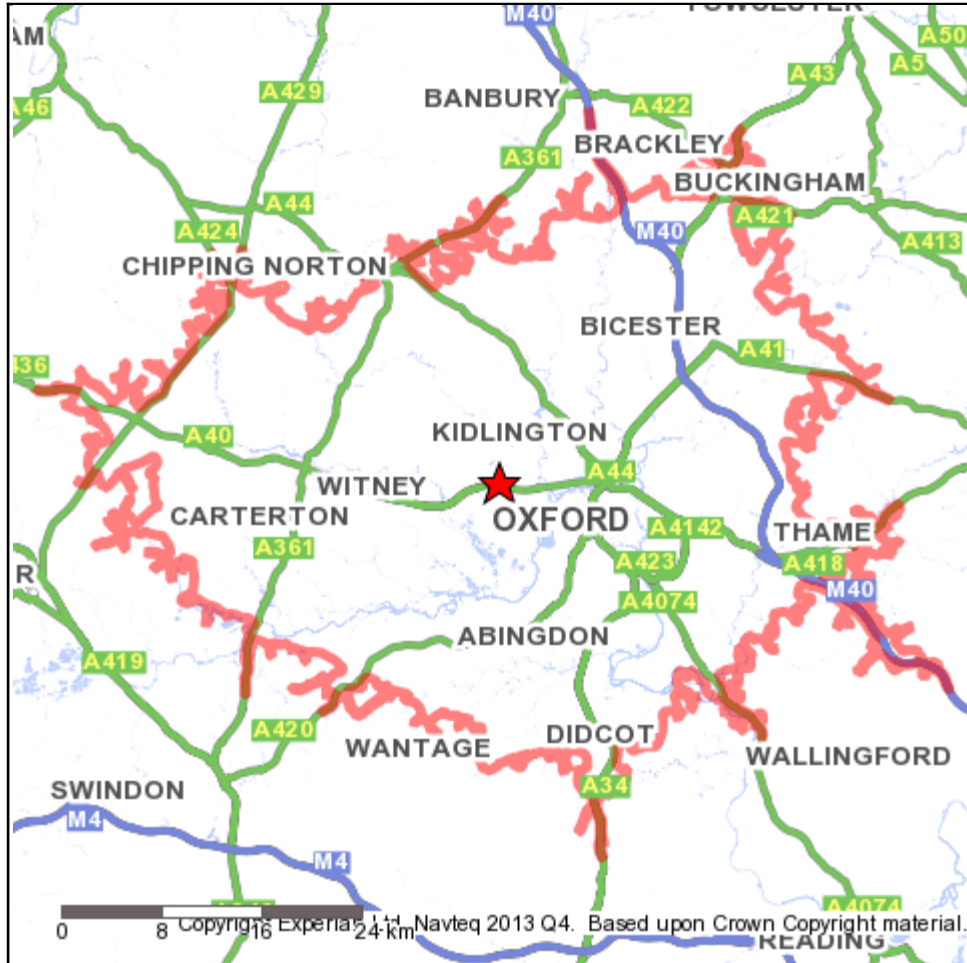
Explanation - Population Projections

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Describing Boot Inn - 30 Minutes in relation to AB
 Creation Date: August 21, 2015

Map showing your area



Geography Selection:

Boot Inn - 30 Minutes

Boundary Colour:

N Geography Selection

Mapping data: © 2013 HERE.
 Copyright Experian 2013.

Date: 21/08/15

Summary of your area

There are 539,572 people living within Boot Inn - 30 Minutes of which 269,623 are male and 269,950 are female. Within this population 287,552 are economically active whilst 111,827 are classed as economically inactive. 65.67 % of houses are owner occupied whilst 18.11 % are privately rented. The three highest Mosaic groups are C Country Living, G Domestic Success and H Aspiring Homemakers. The population of the area is expected to change by 2.87 % by 2018 .

Describing Boot Inn - 30 Minutes in relation to AB
 Creation Date: August 21, 2015

Understanding the make-up of your area

| | Area | Base |
|------------------|---------|---------|
| Total Households | 213,753 | 222,647 |
| Total Population | 539,572 | 509,064 |
| Total Males | 269,623 | 251,933 |
| Total Females | 269,950 | 257,131 |

The current year estimates show a total resident population of 539,572 in the study area, compared to 509,064 in the base selection. When looking at households there are 213,753 in your area and 222,647 in your base selection. This was split by 50.03 % of the population being female and 49.97 % being male in the study area.

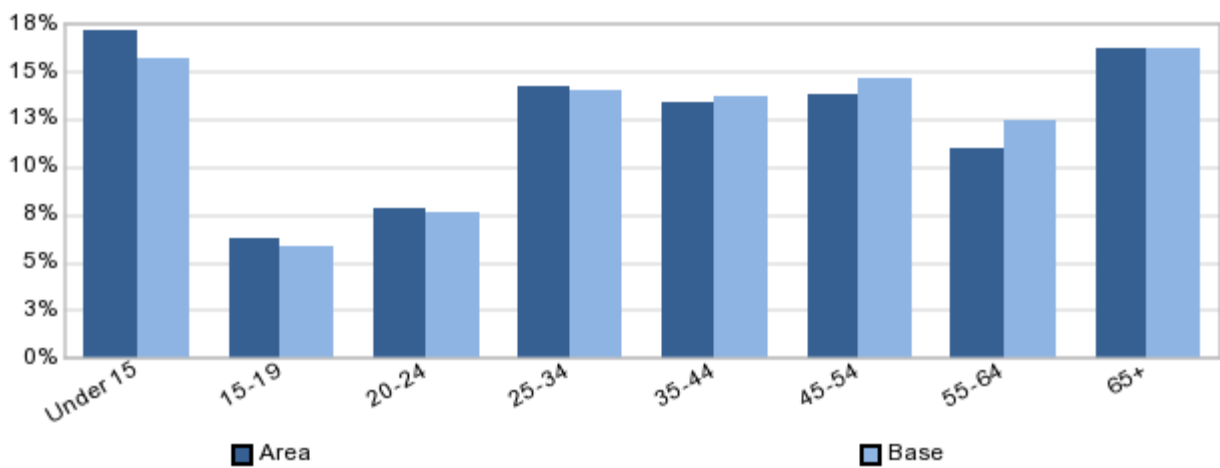
Source: Experian Current year estimates (Mid-year 2013).

Understanding who lives in your area

| Age Bands | Area | Base | Index | Index Scale | | |
|-----------|--------|--------|-------|-------------|-----|-----|
| | | | | 86 | 100 | 110 |
| Under 15 | 92,688 | 79,944 | 109 | ██████████ | | |
| 15-19 | 34,167 | 29,730 | 108 | ██████████ | | |
| 20-24 | 42,240 | 38,746 | 103 | ███████ | | |
| 25-34 | 76,497 | 71,123 | 101 | ███████ | | |
| 35-44 | 72,503 | 69,515 | 98 | ███████ | | |
| 45-54 | 74,746 | 74,167 | 95 | ███████ | | |
| 55-64 | 59,251 | 63,391 | 88 | ███████ | | |
| 65+ | 87,480 | 82,448 | 100 | ██████████ | | |

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 92,688 representing 17.18 % of the study area. The smallest proportion is in age band 15-19 with a count of 34,167 which represents 6.33 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 109. The band that is most under represented is 55-64 with an index of 88, 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 | 485,749 | 485,813 | 94 |
| Gypsy / Traveller / Irish Traveller | 484 | 503 | 91 |
| Mixed / Multiple Ethnic Groups | 11,368 | 2,342 | 458 |
| Asian / Asian British: Indian | 7,289 | 3,992 | 172 |
| Asian / Asian British: Pakistani | 5,600 | 1,344 | 393 |
| Asian / Asian British: Bangladeshi | 2,316 | 746 | 293 |
| Asian / Asian British: Chinese | 5,416 | 2,750 | 186 |
| Asian / Asian British: Other Asian | 7,036 | 3,200 | 207 |
| Black / African / Caribbean / Black British | 11,063 | 6,600 | 158 |
| Other Ethnic Group | 3,252 | 1,773 | 173 |

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:

| | |
|--|--|
| 90.02 % White | 95.43 % White |
| 0.09 % Gypsy / Traveller / Irish Traveller | 0.10 % Gypsy / Traveller / Irish Traveller |
| 2.11 % Mixed / Multiple Ethnic Groups | 0.46 % Mixed / Multiple Ethnic Groups |
| 1.35 % Asian / Asian British: Indian | 0.78 % Asian / Asian British: Indian |
| 1.04 % Asian / Asian British: Pakistani | 0.26 % Asian / Asian British: Pakistani |
| 0.43 % Asian / Asian British: Bangladeshi | 0.15 % Asian / Asian British: Bangladeshi |
| 1.00 % Asian / Asian British: Chinese | 0.54 % Asian / Asian British: Chinese |
| 1.30 % Asian / Asian British: Other Asian | 0.63 % Asian / Asian British: Other Asian |
| 2.05 % Black / African / Caribbean / Black British | 1.30 % Black / African / Caribbean / Black British |
| 0.60 % Other Ethnic Group | 0.35 % Other Ethnic Group |

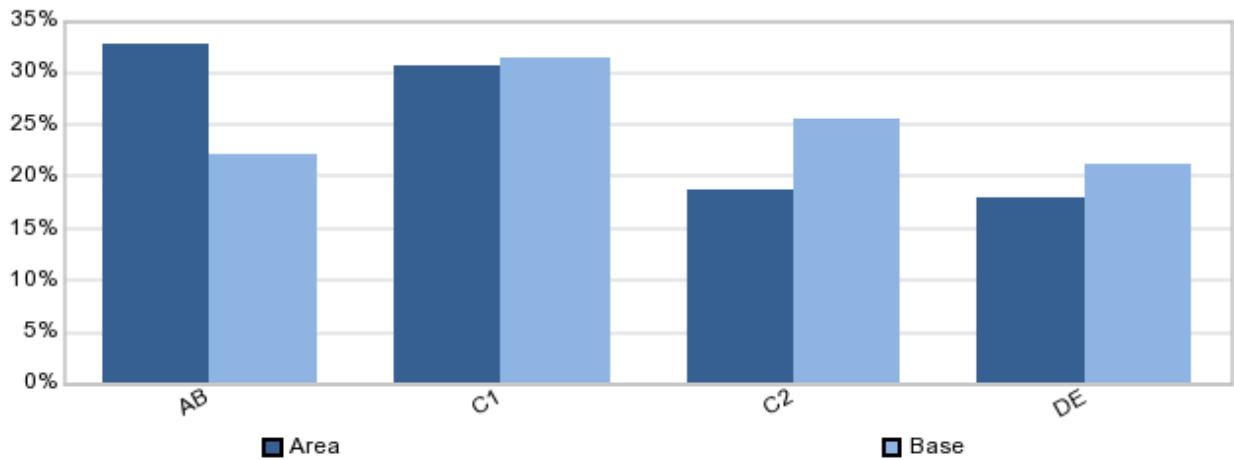
In the study area the largest ethnic group is White taking up 90.02 % of the population with a count of 485,749. This is in comparison to the selected base with 95.43 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 484, 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 | 52,106 | 37,334 | 149 |
| C1 Supervisory, cleric, junior manage/admin/prof | 48,791 | 53,100 | 98 |
| C2 Skilled manual workers | 29,859 | 43,365 | 73 |
| DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers | 28,440 | 35,940 | 84 |

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 52,106 people falling into this group, which is 32.73 % of the overall distribution. The smallest proportion falls into grade DE with a count of 28,440 taking up 17.86 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 149, whereas the most under represented group is C2 with an index count of 73.

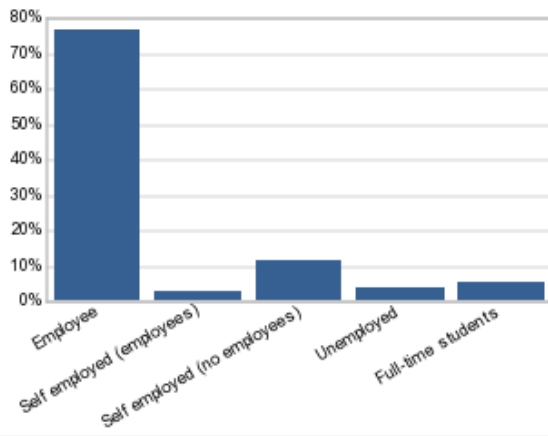
Understanding the Economic Activity

| Economically Active | Area | Base | Index | 75 | 100 | 144 |
|---------------------------------|---------|---------|-------|----|-----|-----|
| Employee | 220,013 | 222,612 | 97 | | | |
| Self employed with employees | 8,821 | 8,943 | 97 | | | |
| Self employed without employees | 31,873 | 22,266 | 141 | | | |
| Unemployed | 11,900 | 10,563 | 111 | | | |
| Full-time students | 14,946 | 18,836 | 78 | | | |
| Economically Inactive | | | | 59 | 100 | 166 |
| Retired | 46,035 | 48,991 | 87 | | | |
| Student | 35,749 | 20,353 | 162 | | | |
| Looking after home/ family | 14,528 | 15,264 | 88 | | | |
| Permanently sick/ disabled | 8,603 | 12,288 | 65 | | | |
| Other | 6,912 | 6,161 | 103 | | | |

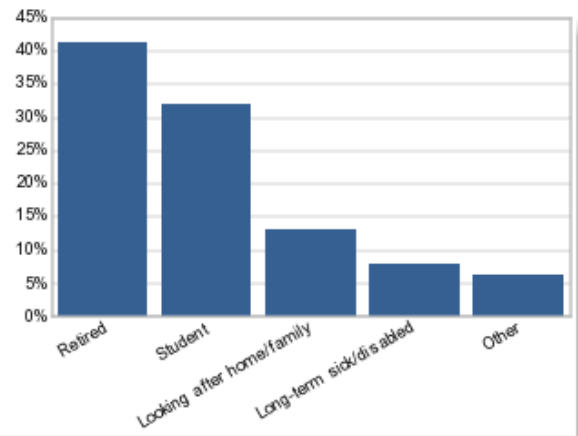
Source: Experian Current Year Estimates based on ONS Census Data (2013).

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 55.09 % of the population are employed, this is 220,013 people, compare this to your base where 57.63 % are employed. The smallest economically active group is Self employed with employees representing 2.21 %, 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 141, taking up 7.98 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 46,035 representing 11.53 %. The smallest inactive group is Other with 6,912 which is 1.73 %. When looking at the index values the group that is most over represented is Student with an index of 162, representing 8.95 %.

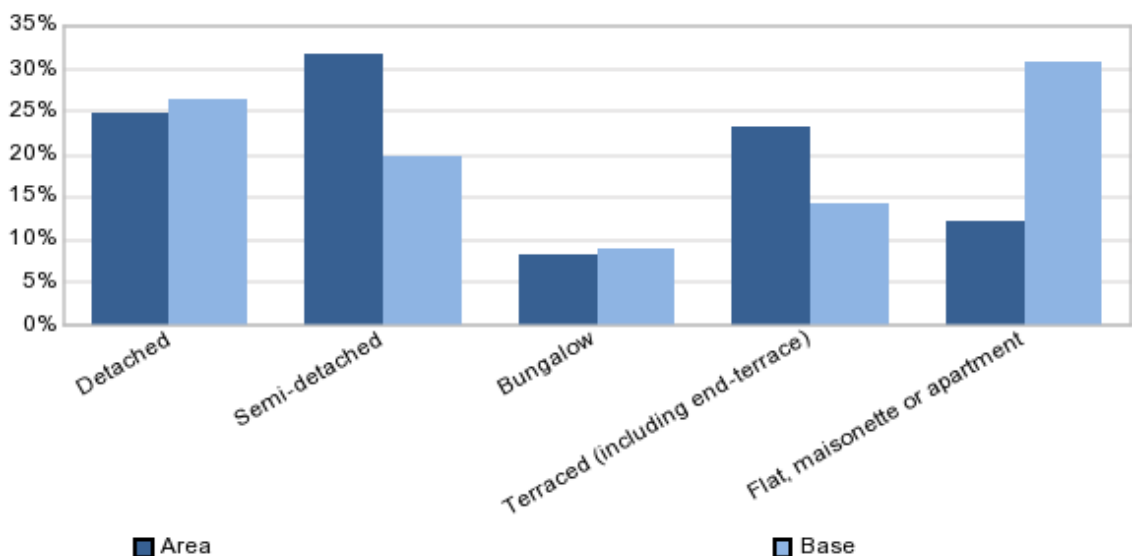
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

| Dwelling Type | Area | Base | Index |
|----------------------------------|--------|--------|-------|
| Detached | 50,327 | 54,883 | 94 |
| Semi-detached | 64,408 | 40,862 | 161 |
| Bungalow | 16,737 | 18,445 | 93 |
| Terraced (including end-terrace) | 47,141 | 29,682 | 163 |
| Flat, maisonette or apartment | 24,684 | 64,208 | 39 |

Source: Experian ConsumerView Household Directory 2014 .

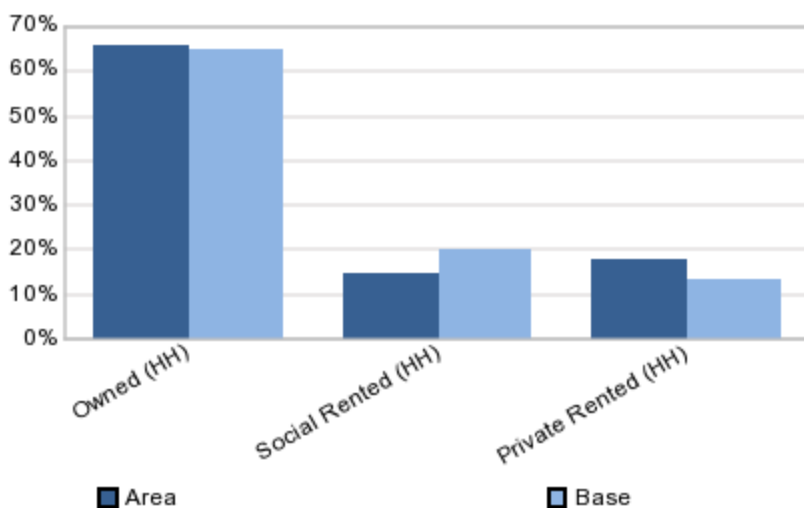
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



| Tenure | Area | Base | Index |
|---------------------|---------|---------|-------|
| Owned (HH) | 140,369 | 144,744 | 101 |
| Social Rented (HH) | 30,827 | 44,536 | 72 |
| Private Rented (HH) | 38,718 | 29,687 | 136 |

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.



64,408 households within your area live in a Semi-detached dwelling, this is 31.68 %. 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 16,737 households and makes up 8.23 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 163, this makes up 23.19 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 140,369 making up 65.67 %. The smallest amount fall into the Social rented at 14.42 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 136, 18.11 % of households fall into this category in the study area.

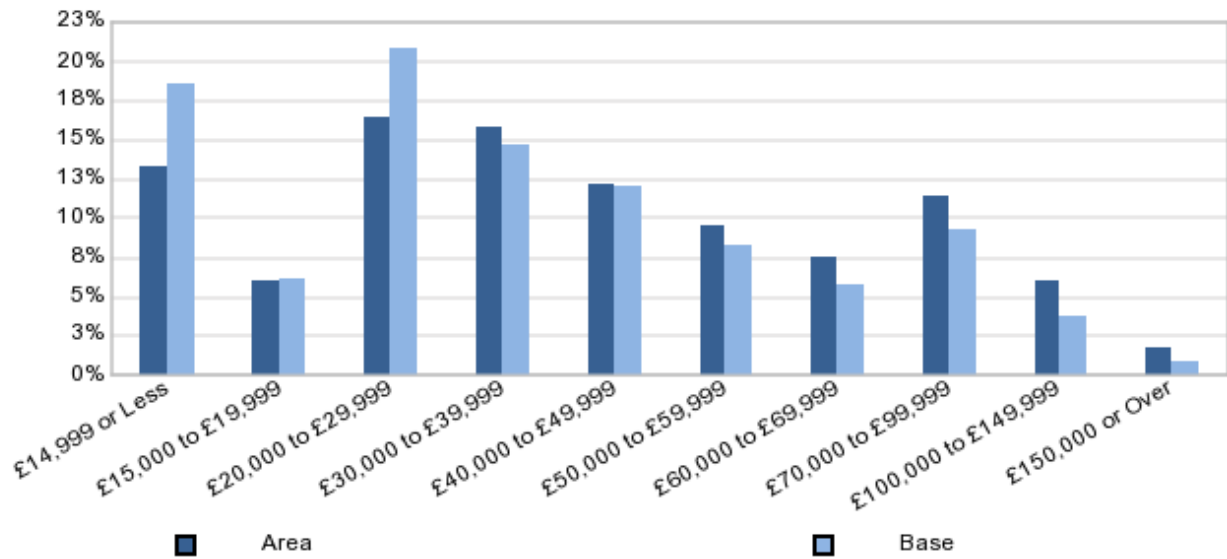
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

| Household Income | Area | Base | Index |
|----------------------|--------|--------|-------|
| £14,999 or Less | 27,138 | 38,616 | 72 |
| £15,000 to £19,999 | 12,368 | 12,861 | 98 |
| £20,000 to £29,999 | 33,486 | 43,174 | 79 |
| £30,000 to £39,999 | 32,227 | 30,407 | 108 |
| £40,000 to £49,999 | 24,567 | 24,970 | 101 |
| £50,000 to £59,999 | 19,392 | 17,109 | 116 |
| £60,000 to £69,999 | 15,243 | 11,993 | 130 |
| £70,000 to £99,999 | 23,100 | 19,305 | 122 |
| £100,000 to £149,999 | 12,232 | 7,819 | 160 |
| £150,000 or Over | 3,543 | 1,826 | 199 |

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.



39,506 households within your area have an income of £19,999 or less, this forms 19.43 % of the overall distribution. The smallest count is 3,543 and these fall into household income band £150,000 or Over making up 1.74 %. 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 1.74 % with an index of 199, the most under represented banding is £14,999 or less with a figure of 72 making up 13.35 % 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.

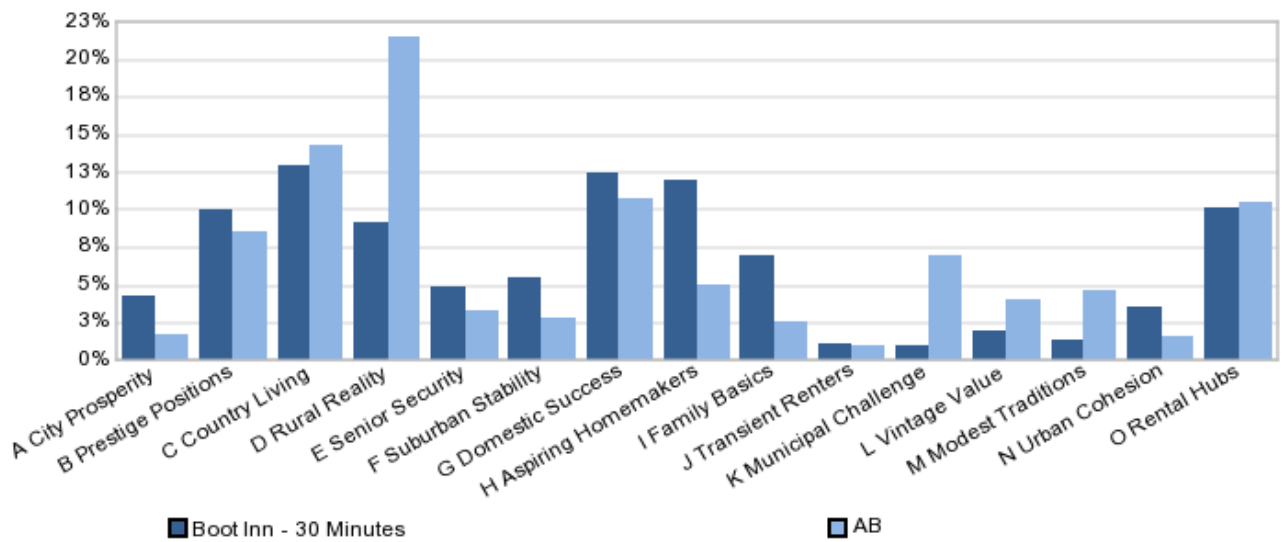
Understanding the residential profile by Mosaic UK 6

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 ¹ | 100 | 274 |
|-----------------------|---------|---------|--------------------|-----|-----|
| A City Prosperity | 22,798 | 8,302 | 259 | █ | |
| B Prestige Positions | 54,118 | 43,645 | 117 | █ | |
| C Country Living | 69,913 | 72,743 | 91 | █ | |
| D Rural Reality | 49,827 | 109,546 | 43 | █ | |
| E Senior Security | 26,139 | 16,789 | 147 | █ | |
| F Suburban Stability | 29,772 | 14,358 | 196 | █ | |
| G Domestic Success | 67,101 | 54,488 | 116 | █ | |
| H Aspiring Homemakers | 64,958 | 25,182 | 243 | █ | |
| I Family Basics | 37,405 | 13,450 | 262 | █ | |
| J Transient Renters | 5,932 | 4,817 | 116 | █ | |
| K Municipal Challenge | 5,300 | 35,139 | 14 | █ | |
| L Vintage Value | 10,458 | 20,674 | 48 | █ | |
| M Modest Traditions | 6,831 | 23,556 | 27 | █ | |
| N Urban Cohesion | 18,825 | 7,897 | 225 | █ | |
| O Rental Hubs | 54,892 | 53,206 | 97 | █ | |
| Totals | 539,572 | 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 C Country Living with a count of 69,913 representing 12.96 % of the overall distribution, in comparison to the base where 14.29 % fall into this group. The smallest group is K Municipal Challenge with a count of 5,300 which represents 0.98 %. The index* figures indicate that the most over represented group is I Family Basics taking up 6.93 % of the target area. In contrast the most under represented group is K Municipal Challenge with just 0.98 %.

*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 - 12.96 %



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

G Domestic Success - 12.44 %



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

H Aspiring Homemakers - 12.04 %



Younger households settling down in housing priced within their means.

Key Features

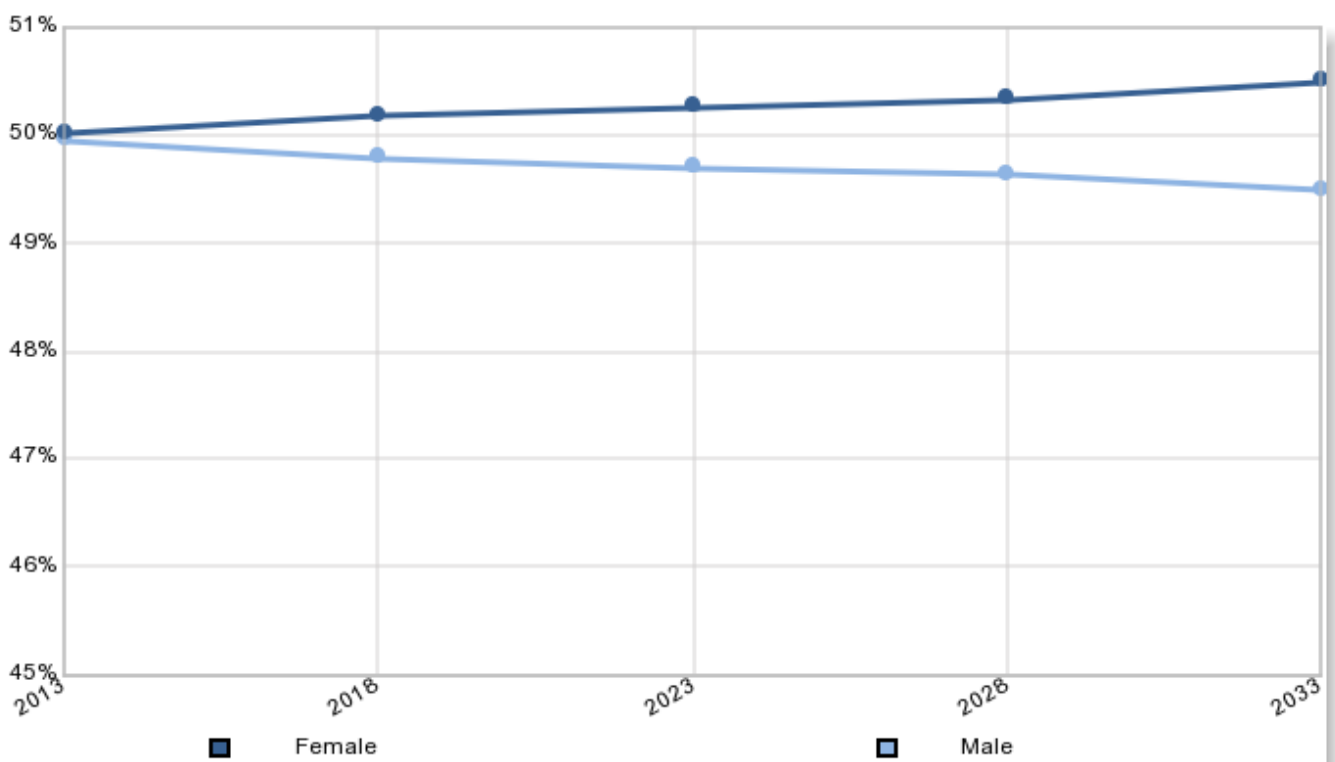
- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Will the population of the area grow or decline?

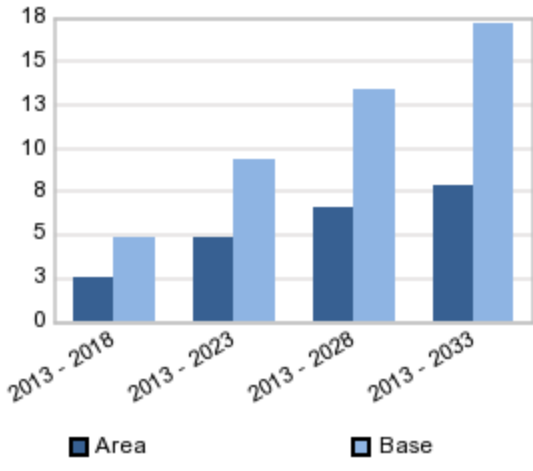
| Population Projection | Area | % Change since 2013 | Base | % Change since 2013 |
|-----------------------------------|---------|---------------------|---------|---------------------|
| Population projection 2018 | 555,051 | | 533,219 | |
| Female Population projection 2018 | 278,567 | | 269,145 | |
| Male Population projection 2018 | 276,484 | | 264,074 | |
| Projected change from 2013 | 15,479 | 2.87 | 24,155 | 4.75 |
| Population projection 2023 | 568,805 | | 555,920 | |
| Female Population projection 2023 | 285,982 | | 280,627 | |
| Male Population projection 2023 | 282,823 | | 275,293 | |
| Projected change from 2013 | 29,233 | 5.42 | 46,856 | 9.20 |
| Population projection 2028 | 578,956 | | 577,319 | |
| Female Population projection 2028 | 291,520 | | 291,681 | |
| Male Population projection 2028 | 287,435 | | 285,638 | |
| Projected change from 2013 | 39,383 | 7.30 | 68,255 | 13.41 |
| Population projection 2033 | 587,433 | | 596,828 | |
| Female Population projection 2033 | 296,626 | | 301,724 | |
| Male Population projection 2033 | 290,807 | | 295,104 | |
| Projected change from 2013 | 47,861 | 8.87 | 87,764 | 17.24 |

Source: Experian Population Projections (2013).

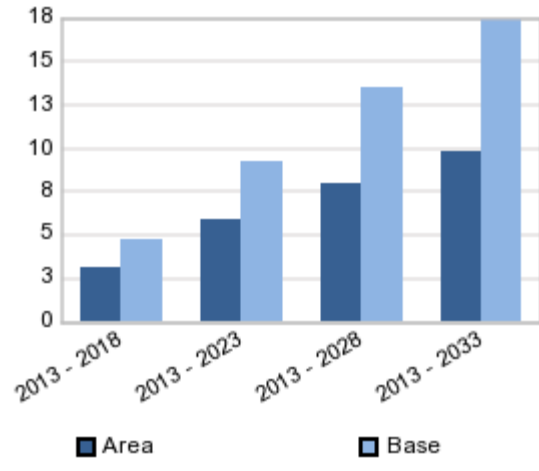
% Population Change by Gender



% Population Change (Male)



% Population Change (Female)



For 2013 the total population estimate is 539,572, this is divided into 49.97 % male and 50.03 % female. By 2018 the population is expected to have changed to 555,051, this is a projected change of 2.87 % over five years, and the gender split is predicted to be 50.19 % female and 49.81 % male. In the five years to 2023 the population is estimated to change to 568,805, this is a further 2.48 % change, and is expected to be divided into 50.28 % female and 49.72 % male. By 2028 the population is expected to be 578,956, a further change of 1.78 %, and split into 50.35 % female and 49.65 % male. By 2033 the population is expected to be 587,433, a change of 1.46 %, and divided into 50.50 % female and 49.50 % 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.

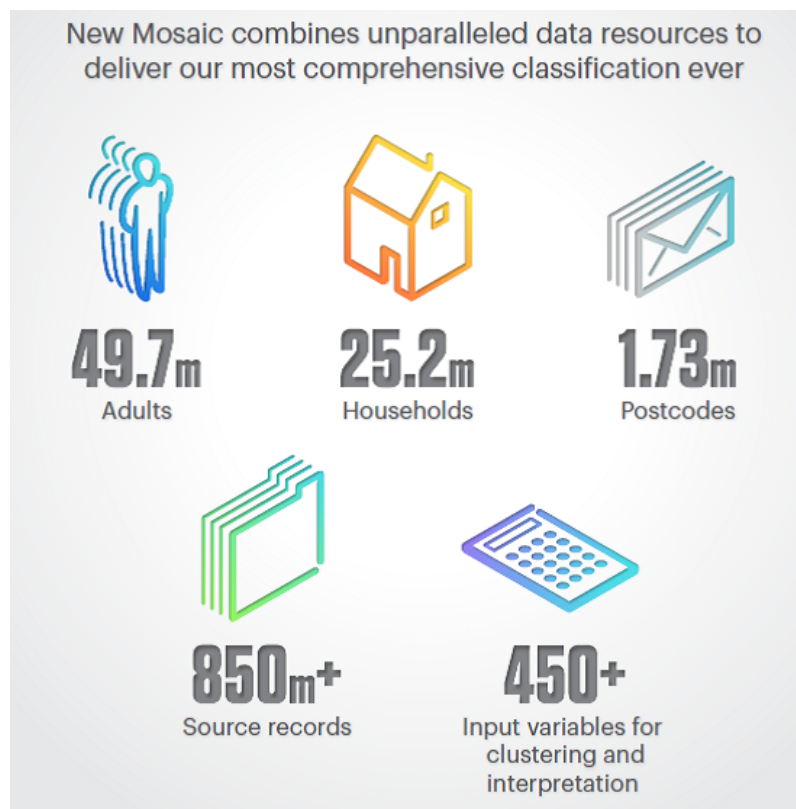
Projections of residential population are available for each year from 2014 to 2033 . These are split by gender and 18 age bands.

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.

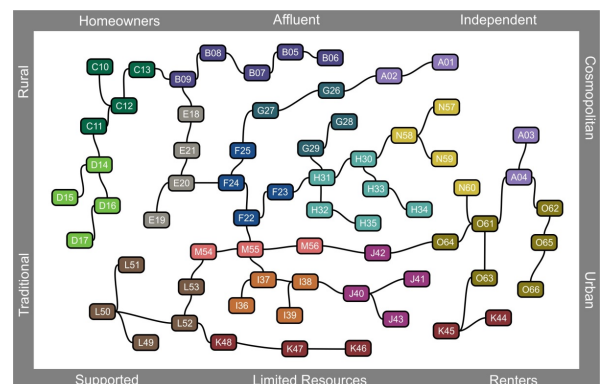
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

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.