

Location Analyst

UK



Plough Simpson

Understanding Demographics

22 October, 2015

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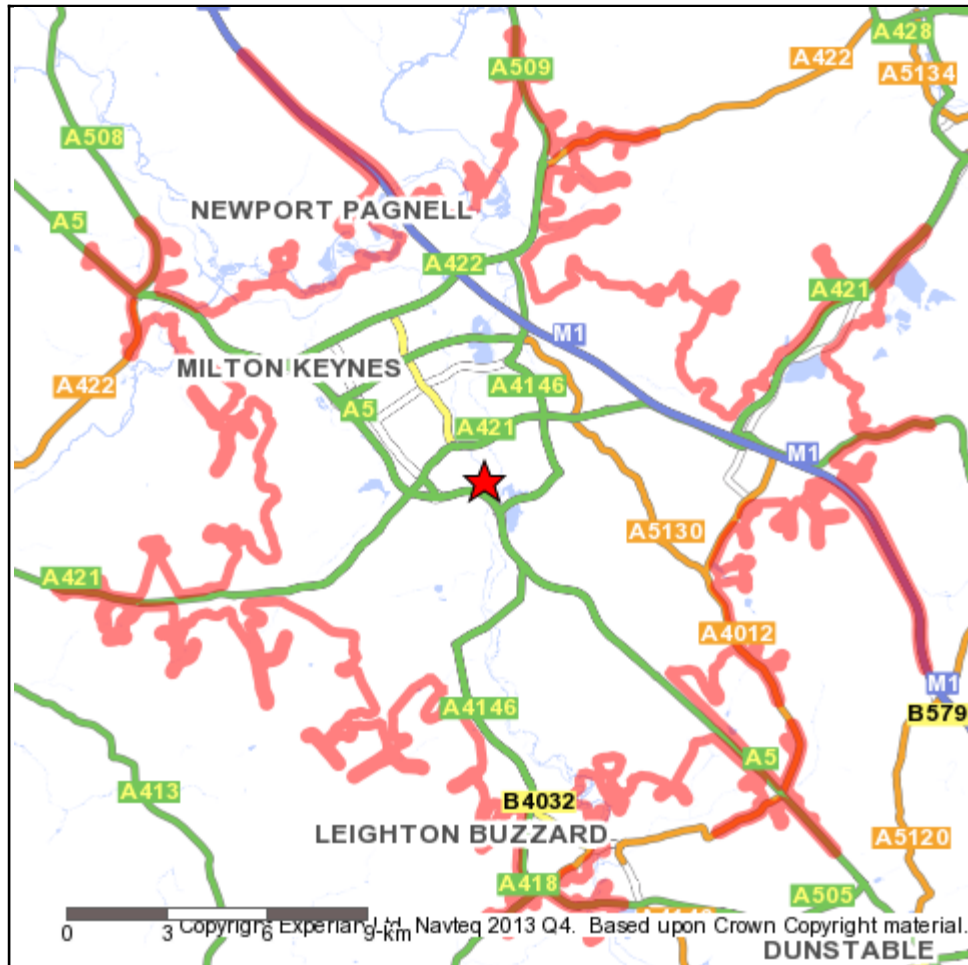
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Describing Plough - 15 Minutes in relation to AB
 Creation Date: October 22, 2015

Map showing your area



Geography Selection:

Plough - 15 Minutes

Boundary Colour:

N Geography Selection

Mapping data: © 2013 HERE.
 Copyright Experian 2013.

Date: 22/10/15

Summary of your area

There are 275,990 people living within Plough - 15 Minutes of which 137,533 are male and 138,457 are female. Within this population 151,799 are economically active whilst 49,428 are classed as economically inactive. 64.34 % of houses are owner occupied whilst 17.42 % are privately rented. The three highest Mosaic groups are H Aspiring Homemakers, I Family Basics and G Domestic Success. The population of the area is expected to change by 7.62 % by 2018 .

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

Understanding the make-up of your area

	Area	Base
Total Households	109,685	222,647
Total Population	275,990	509,064
Total Males	137,533	251,933
Total Females	138,457	257,131

The current year estimates show a total resident population of 275,990 in the study area, compared to 509,064 in the base selection. When looking at households there are 109,685 in your area and 222,647 in your base selection. This was split by 50.17 % of the population being female and 49.83 % being male in the study area.

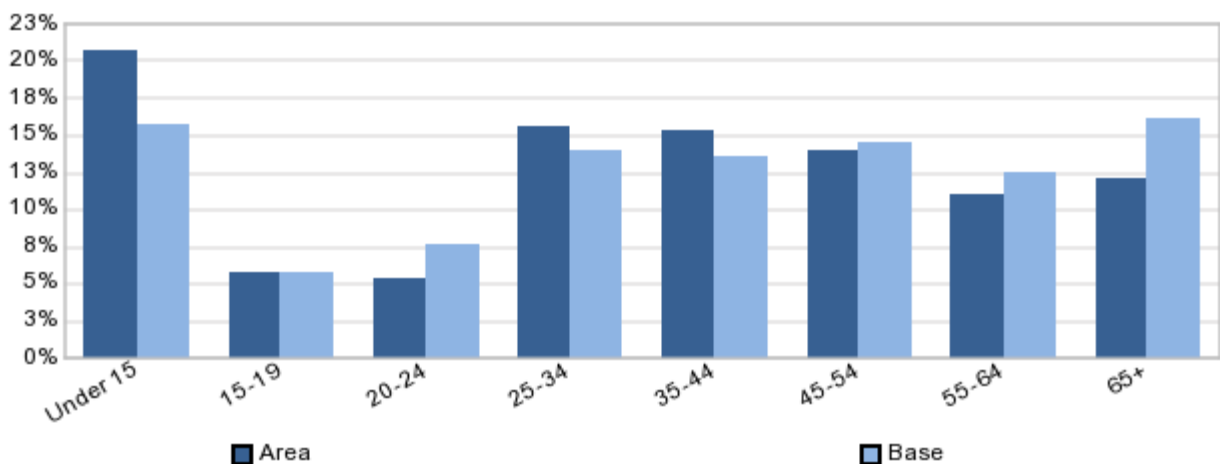
Source: Experian Current year estimates (Mid-year 2013).

Understanding who lives in your area

Age Bands	Area	Base	Index	Index Scale		
				67	100	135
Under 15	57,177	79,944	132		█	
15-19	16,130	29,730	100			
20-24	14,879	38,746	71	█		
25-34	42,995	71,123	112		█	
35-44	42,150	69,515	112		█	
45-54	38,567	74,167	96		█	
55-64	30,658	63,391	89		█	
65+	33,435	82,448	75	█		

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 57,177 representing 20.72 % of the study area. The smallest proportion is in age band 20-24 with a count of 14,879 which represents 5.39 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 132. The band that is most under represented is 20-24 with an index of 71, 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	222,538	485,813	84
Gypsy / Traveller / Irish Traveller	110	503	40
Mixed / Multiple Ethnic Groups	8,812	2,342	694
Asian / Asian British: Indian	8,744	3,992	404
Asian / Asian British: Pakistani	3,923	1,344	538
Asian / Asian British: Bangladeshi	1,961	746	485
Asian / Asian British: Chinese	2,929	2,750	196
Asian / Asian British: Other Asian	6,484	3,200	374
Black / African / Caribbean / Black British	18,767	6,600	524
Other Ethnic Group	1,722	1,773	179

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:

80.63 % White	95.43 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
3.19 % Mixed / Multiple Ethnic Groups	0.46 % Mixed / Multiple Ethnic Groups
3.17 % Asian / Asian British: Indian	0.78 % Asian / Asian British: Indian
1.42 % Asian / Asian British: Pakistani	0.26 % Asian / Asian British: Pakistani
0.71 % Asian / Asian British: Bangladeshi	0.15 % Asian / Asian British: Bangladeshi
1.06 % Asian / Asian British: Chinese	0.54 % Asian / Asian British: Chinese
2.35 % Asian / Asian British: Other Asian	0.63 % Asian / Asian British: Other Asian
6.80 % Black / African / Caribbean / Black British	1.30 % Black / African / Caribbean / Black British
0.62 % Other Ethnic Group	0.35 % Other Ethnic Group

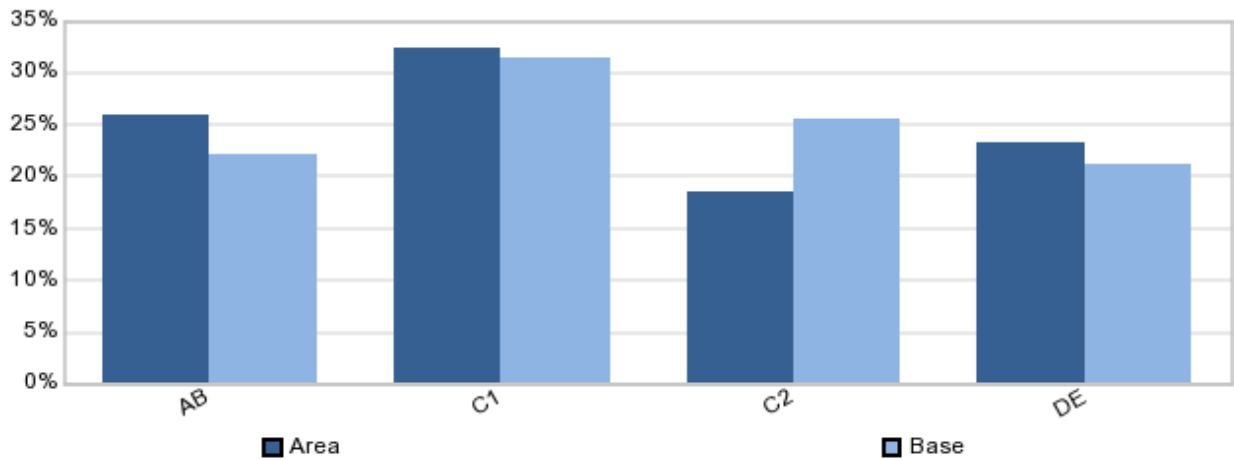
In the study area the largest ethnic group is White taking up 80.63 % of the population with a count of 222,538. This is in comparison to the selected base with 95.43 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 110, 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	23,044	37,334	117
C1 Supervisory, cleric, junior manage/admin/prof	28,926	53,100	104
C2 Skilled manual workers	16,409	43,365	72
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	20,851	35,940	110

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 28,926 people falling into this group, which is 32.42 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 16,409 taking up 18.39 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 117, whereas the most under represented group is C2 with an index count of 72.

Understanding the Economic Activity

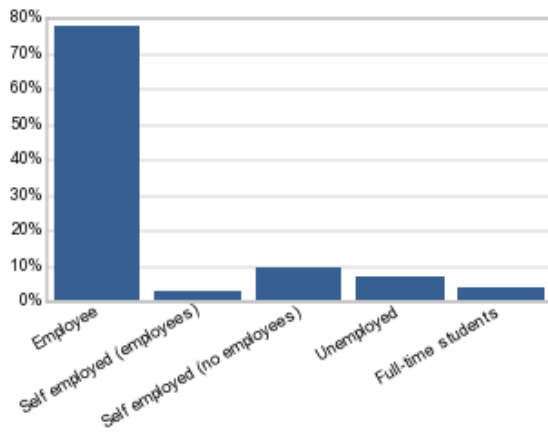
Economically Active	Area	Base	Index	54	100	191
Employee	117,423	222,612	98			
Self employed with employees	3,561	8,943	74		■	
Self employed without employees	14,181	22,266	119		■	
Unemployed	10,467	10,563	185		■	
Full-time students	6,167	18,836	61		■	

Economically Inactive	Area	Base	Index	76	100	152
Retired	21,505	48,991	92		■	
Student	7,841	20,353	80		■	
Looking after home/ family	9,302	15,264	127		■	
Permanently sick/ disabled	6,371	12,288	108		■	
Other	4,408	6,161	149		■	

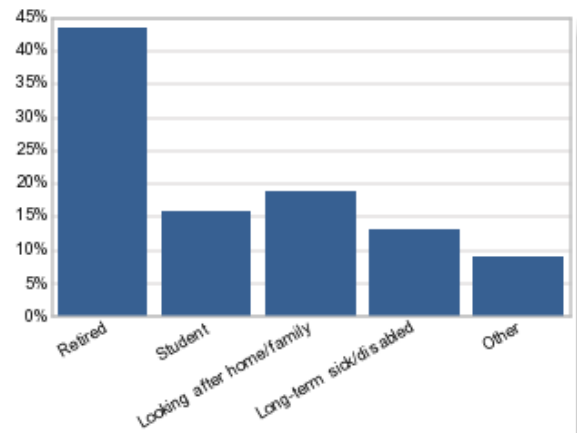
Source: Experian Current Year Estimates based on ONS Census Data (2013).

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 58.35 % of the population are employed, this is 117,423 people, compare this to your base where 57.63 % are employed. The smallest economically active group is Self employed with employees representing 1.77 %, 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 185, taking up 5.20 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 21,505 representing 10.69 %. The smallest inactive group is Other with 4,408 which is 2.19 %. When looking at the index values the group that is most over represented is Other with an index of 149, representing 2.19 %.

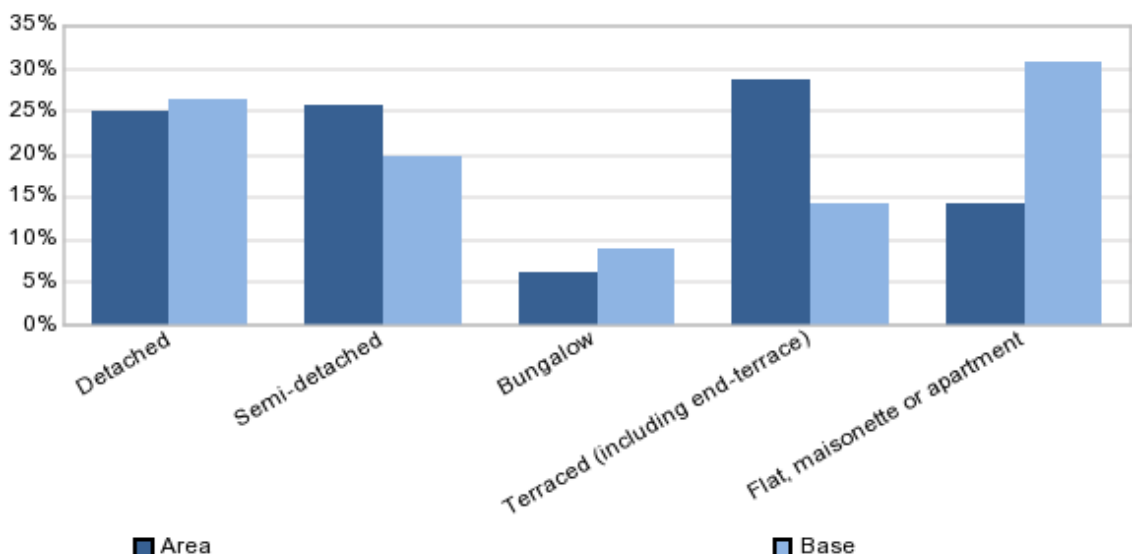
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	38	100	210
Detached	26,271	54,883	95			
Semi-detached	27,012	40,862	131			
Bungalow	6,411	18,445	69			
Terraced (including end-terrace)	30,299	29,682	202			
Flat, maisonette or apartment	14,944	64,208	46			

Source: Experian ConsumerView Household Directory 2014 .

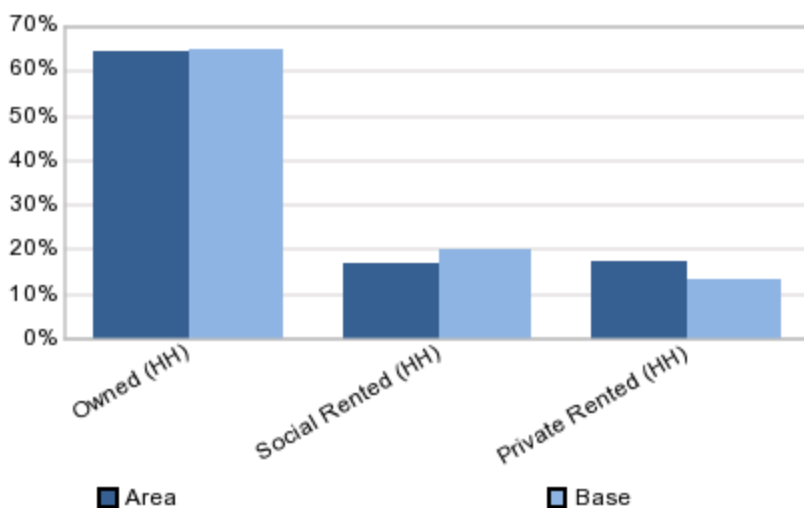
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	70,572	144,744	99
Social Rented (HH)	18,962	44,536	86
Private Rented (HH)	19,111	29,687	131

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.



27,012 households within your area live in a Semi-detached dwelling, this is 25.74 %. 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 6,411 households and makes up 6.11 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 202, this makes up 28.87 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 70,572 making up 64.34 %. The smallest amount fall into the Social rented at 17.29 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 131, 17.42 % of households fall into this category in the study area.

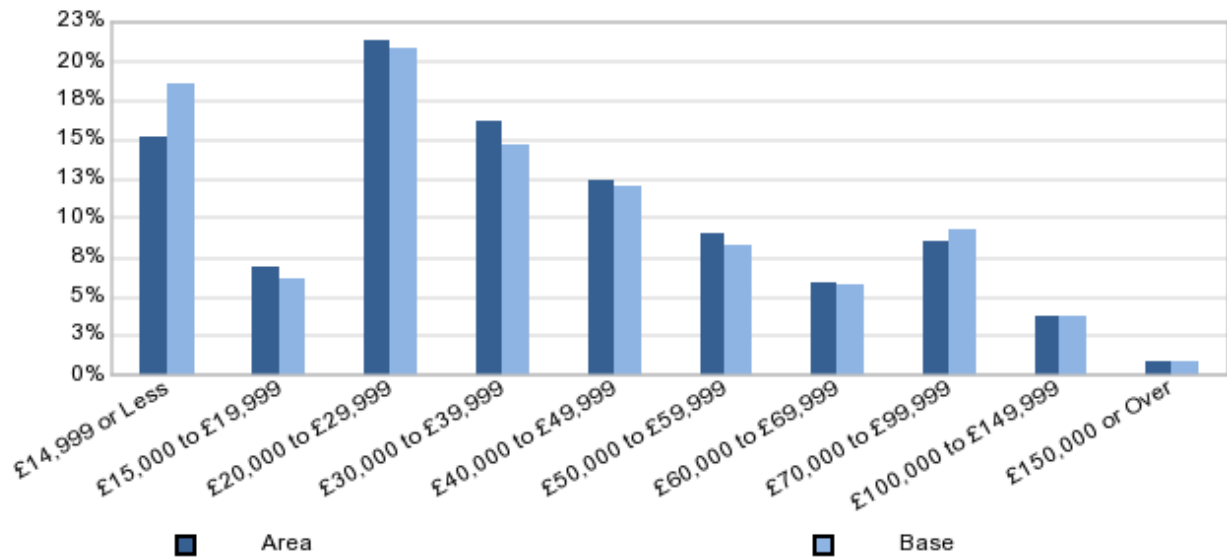
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	15,919	38,616	82
£15,000 to £19,999	7,188	12,861	111
£20,000 to £29,999	22,391	43,174	103
£30,000 to £39,999	16,991	30,407	111
£40,000 to £49,999	13,107	24,970	104
£50,000 to £59,999	9,489	17,109	110
£60,000 to £69,999	6,189	11,993	102
£70,000 to £99,999	8,857	19,305	91
£100,000 to £149,999	3,933	7,819	100
£150,000 or Over	872	1,826	95

Source: Experian ConsumerView Household Directory 2014 .

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



23,106 households within your area have an income of £19,999 or less, this forms 22.02 % of the overall distribution. The smallest count is 872 and these fall into household income band £150,000 or Over making up 0.83 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 20.75 % of the overall view. When using index* figures as a guide we can see that the income band £15,000 to £19,999 is over represented making up 6.85 % with an index of 111, the most under represented banding is £14,999 or less with a figure of 82 making up 15.17 % 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.

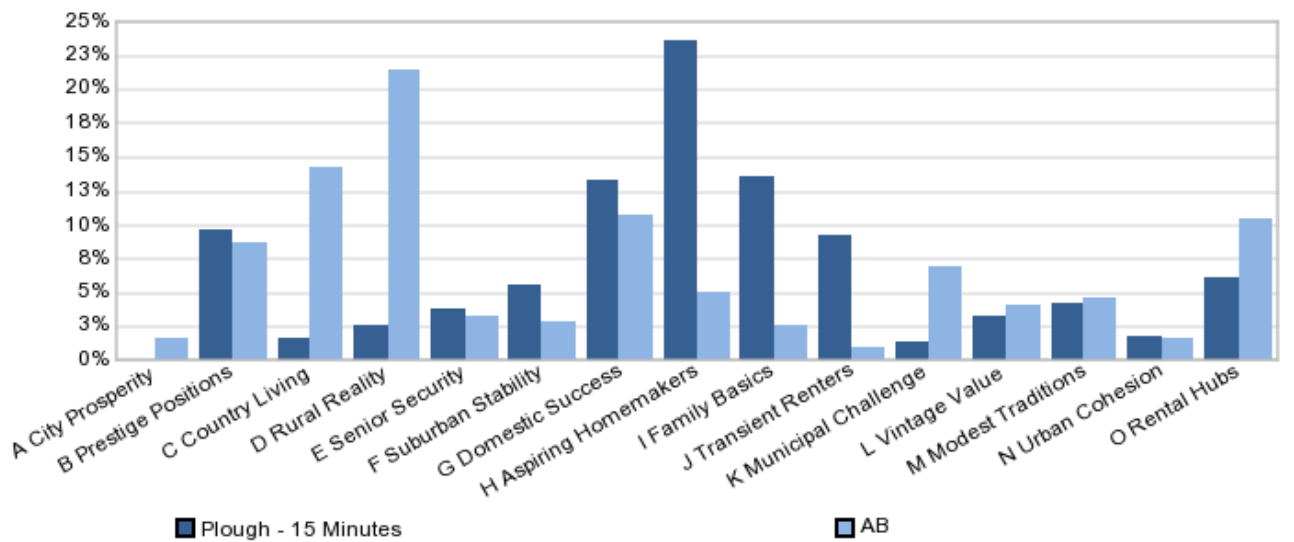
Understanding the residential profile by Mosaic UK 6

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 ₀₁₀₀	1019
A City Prosperity	83	8,302	2	
B Prestige Positions	26,820	43,645	113	
C Country Living	4,423	72,743	11	
D Rural Reality	7,299	109,546	12	
E Senior Security	10,663	16,789	117	
F Suburban Stability	15,108	14,358	194	■
G Domestic Success	36,701	54,488	124	■
H Aspiring Homemakers	65,312	25,182	478	■■■■
I Family Basics	37,428	13,450	513	■■■■
J Transient Renters	25,363	4,817	971	■■■■■■
K Municipal Challenge	3,737	35,139	20	
L Vintage Value	9,159	20,674	82	
M Modest Traditions	11,732	23,556	92	
N Urban Cohesion	4,612	7,897	108	
O Rental Hubs	17,005	53,206	59	■
Totals	275,990	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 65,312 representing 23.66 % 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 83 which represents 0.03 %. The index* figures indicate that the most over represented group is J Transient Renters taking up 9.19 % 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 - 23.66 %



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

I Family Basics - 13.56 %



Families with limited resources who have to budget to make ends meet.

Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

G Domestic Success - 13.30 %



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

Key Features

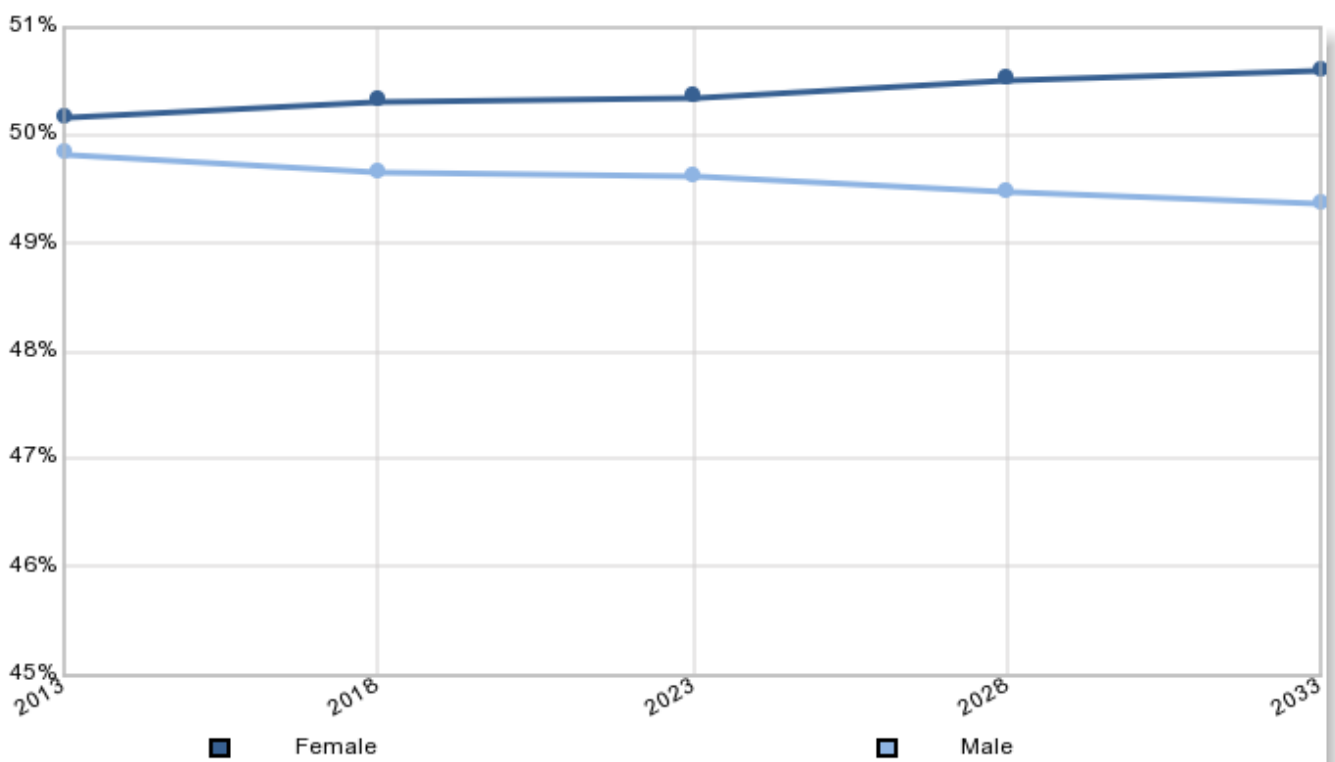
- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

Will the population of the area grow or decline?

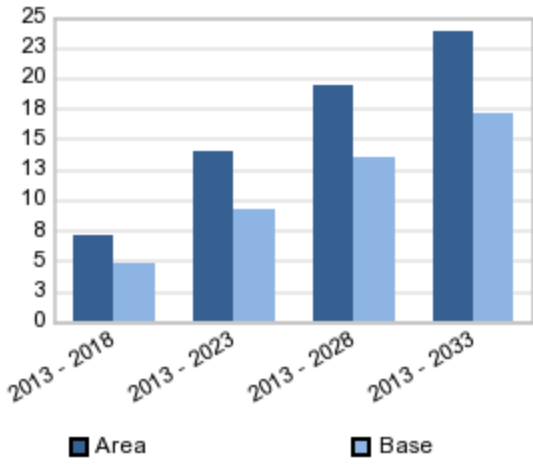
Population Projection	Area	% Change since 2013	Base	% Change since 2013
Population projection 2018	297,022		533,219	
Female Population projection 2018	149,511		269,145	
Male Population projection 2018	147,511		264,074	
Projected change from 2013	21,032	7.62	24,155	4.75
Population projection 2023	316,334		555,920	
Female Population projection 2023	159,348		280,627	
Male Population projection 2023	156,986		275,293	
Projected change from 2013	40,344	14.62	46,856	9.20
Population projection 2028	331,963		577,319	
Female Population projection 2028	167,709		291,681	
Male Population projection 2028	164,253		285,638	
Projected change from 2013	55,973	20.28	68,255	13.41
Population projection 2033	344,953		596,828	
Female Population projection 2033	174,563		301,724	
Male Population projection 2033	170,389		295,104	
Projected change from 2013	68,963	24.99	87,764	17.24

Source: Experian Population Projections (2013).

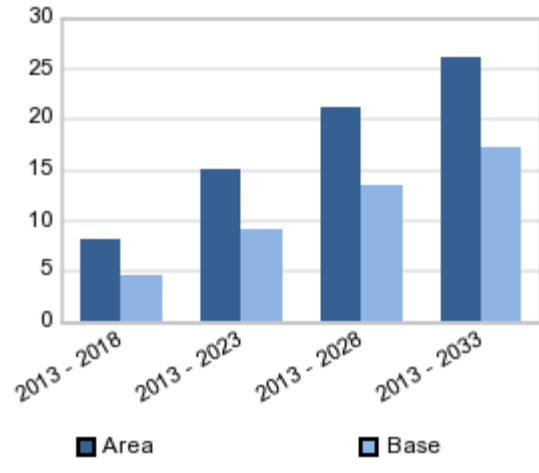
% Population Change by Gender



% Population Change (Male)



% Population Change (Female)



For 2013 the total population estimate is 275,990, this is divided into 49.83 % male and 50.17 % female. By 2018 the population is expected to have changed to 297,022, this is a projected change of 7.62 % over five years, and the gender split is predicted to be 50.34 % female and 49.66 % male. In the five years to 2023 the population is estimated to change to 316,334, this is a further 6.50 % change, and is expected to be divided into 50.37 % female and 49.63 % male. By 2028 the population is expected to be 331,963, a further change of 4.94 %, and split into 50.52 % female and 49.48 % male. By 2033 the population is expected to be 344,953, a change of 3.91 %, and divided into 50.61 % female and 49.39 % 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.

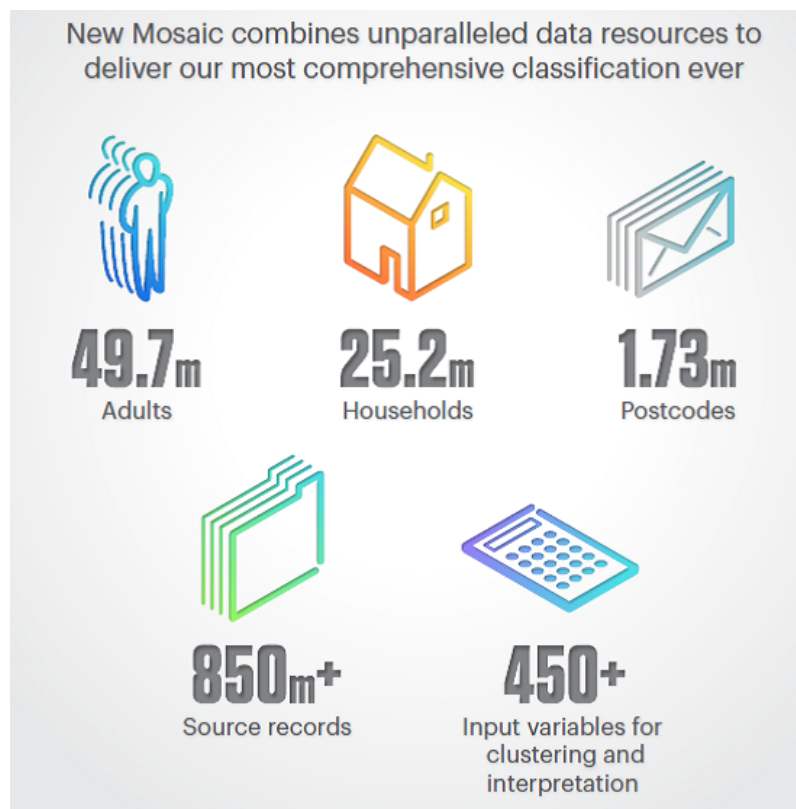
Projections of residential population are available for each year from 2014 to 2033 . These are split by gender and 18 age bands.

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.

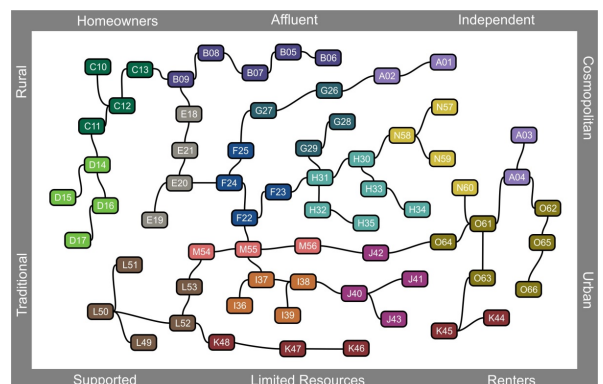
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

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.