

Location Analyst

UK



Spread Eagle Driving 15 mins

Understanding Demographics

11 March, 2016

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Population Growth

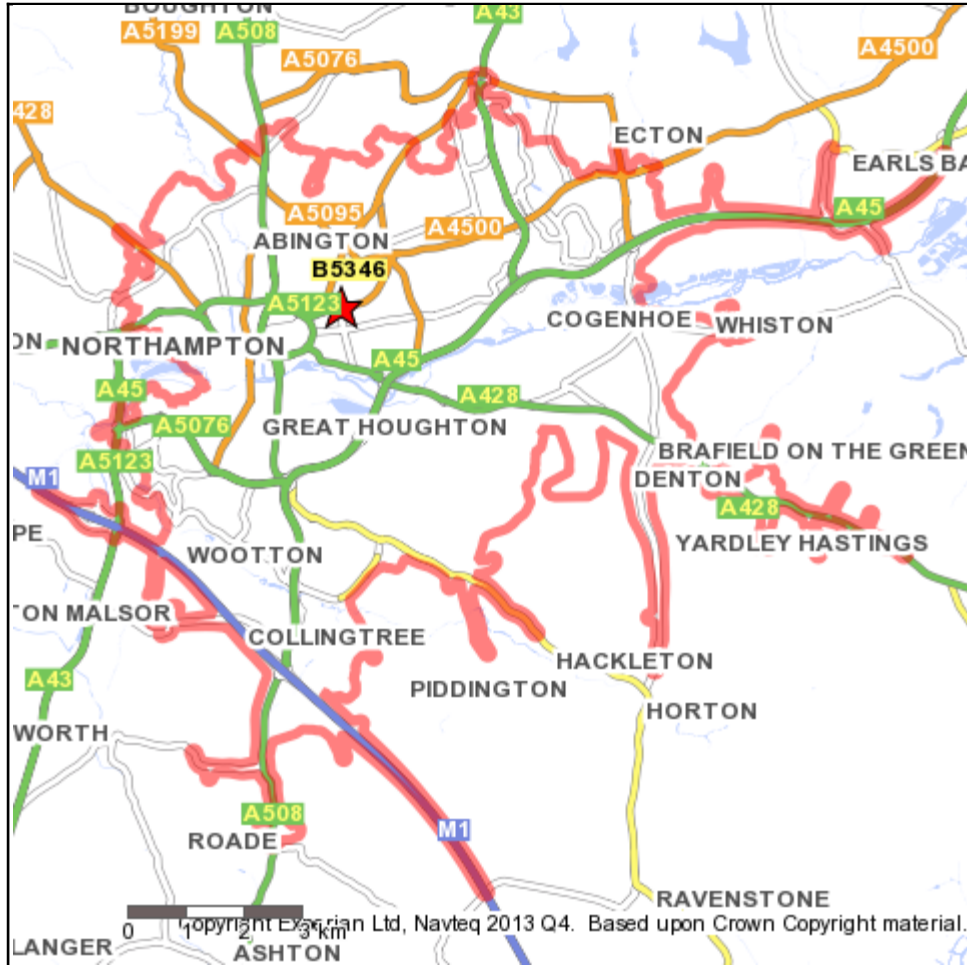
Explanation - Population Projections

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Describing Spread Eagle driving (15 Minutes) in relation to AB
 Creation Date: March 11, 2016

Map showing your area



Geography Selection:
 Spread Eagle driving (15 Minutes)

Boundary Colour:
N Geography Selection

Mapping data: © 2013 HERE.
 Copyright Experian 2013.
 Date: 11/03/16

Summary of your area

There are 165,703 people living within Spread Eagle driving (15 Minutes) of which 82,512 are male and 83,191 are female. Within this population 87,988 are economically active whilst 33,215 are classed as economically inactive. 60.35 % of houses are owner occupied whilst 20.83 % are privately rented. The three highest Mosaic groups are J Transient Renters, I Family Basics and H Aspiring Homemakers. The population of the area is expected to change by 6.89 % by 2018 .

Describing Spread Eagle driving (15 Minutes) in relation to AB
 Creation Date: March 11, 2016

Understanding the make-up of your area

	Area	Base
Total Households	69,551	222,647
Total Population	165,703	509,064
Total Males	82,512	251,933
Total Females	83,191	257,131

The current year estimates show a total resident population of 165,703 in the study area, compared to 509,064 in the base selection. When looking at households there are 69,551 in your area and 222,647 in your base selection. This was split by 50.21 % of the population being female and 49.79 % being male in the study area.

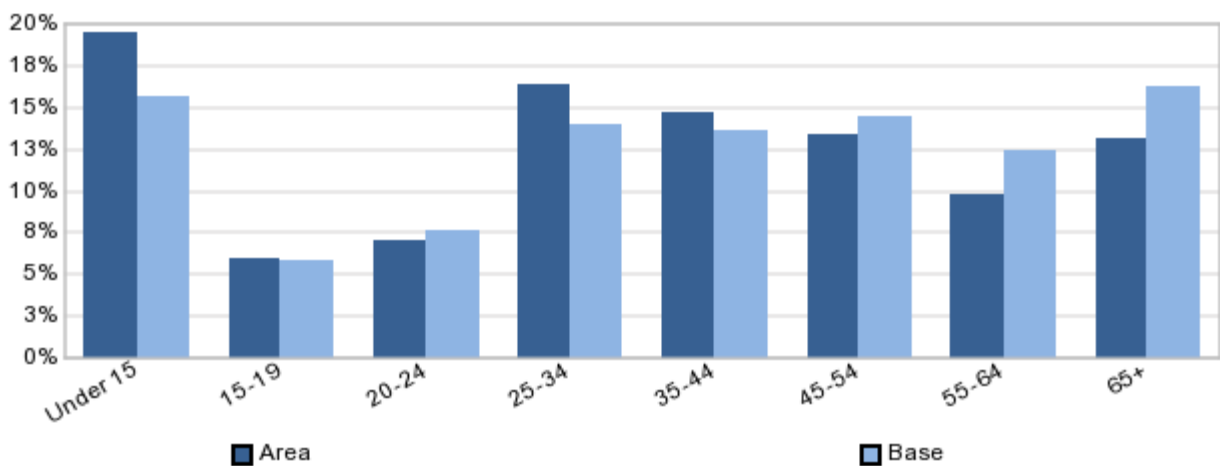
Source: Experian Current year estimates (Mid-year 2013).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			76	100	126
Under 15	32,367	79,944	124		
15-19	9,877	29,730	102		
20-24	11,701	38,746	93		
25-34	27,067	71,123	117		
35-44	24,405	69,515	108		
45-54	22,188	74,167	92		
55-64	16,366	63,391	79		
65+	21,732	82,448	81		

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 32,367 representing 19.53 % of the study area. The smallest proportion is in age band 15-19 with a count of 9,877 which represents 5.96 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 124. The band that is most under represented is 55-64 with an index of 79, 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	137,651	485,813	87
Gypsy / Traveller / Irish Traveller	115	503	70
Mixed / Multiple Ethnic Groups	5,953	2,342	781
Asian / Asian British: Indian	4,961	3,992	382
Asian / Asian British: Pakistani	1,298	1,344	297
Asian / Asian British: Bangladeshi	3,147	746	1,296
Asian / Asian British: Chinese	1,276	2,750	143
Asian / Asian British: Other Asian	1,509	3,200	145
Black / African / Caribbean / Black British	8,595	6,600	400
Other Ethnic Group	1,199	1,773	208

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:

83.07 % White	95.43 % White
0.07 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
3.59 % Mixed / Multiple Ethnic Groups	0.46 % Mixed / Multiple Ethnic Groups
2.99 % Asian / Asian British: Indian	0.78 % Asian / Asian British: Indian
0.78 % Asian / Asian British: Pakistani	0.26 % Asian / Asian British: Pakistani
1.90 % Asian / Asian British: Bangladeshi	0.15 % Asian / Asian British: Bangladeshi
0.77 % Asian / Asian British: Chinese	0.54 % Asian / Asian British: Chinese
0.91 % Asian / Asian British: Other Asian	0.63 % Asian / Asian British: Other Asian
5.19 % Black / African / Caribbean / Black British	1.30 % Black / African / Caribbean / Black British
0.72 % Other Ethnic Group	0.35 % Other Ethnic Group

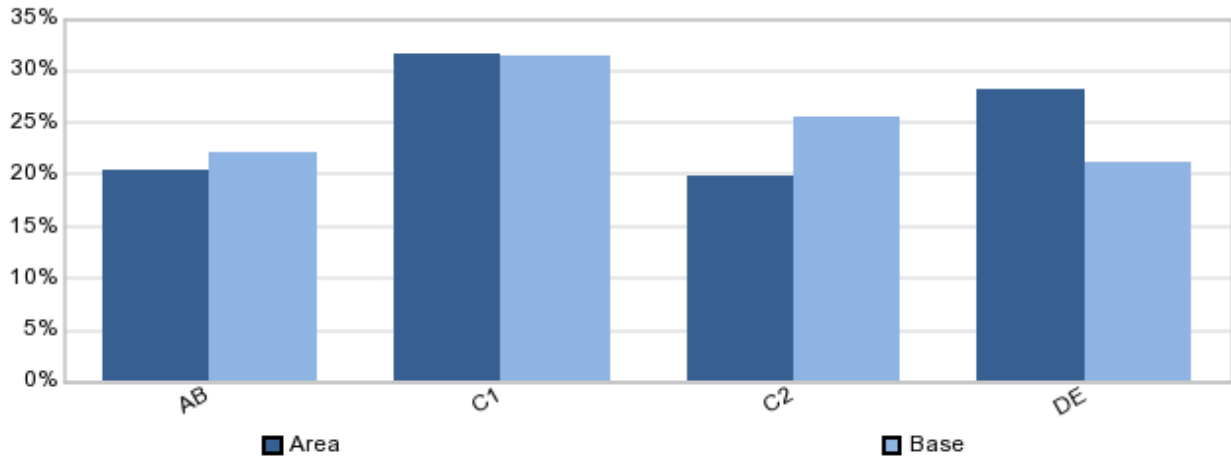
In the study area the largest ethnic group is White taking up 83.07 % of the population with a count of 137,651. This is in comparison to the selected base with 95.43 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 115, 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	11,374	37,334	93
C1 Supervisory, cleric, junior manage/admin/prof	17,650	53,100	101
C2 Skilled manual workers	11,056	43,365	78
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	15,729	35,940	133

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 17,650 people falling into this group, which is 31.63 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 11,056 taking up 19.81 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 133, whereas the most under represented group is C2 with an index count of 78.

Understanding the Economic Activity

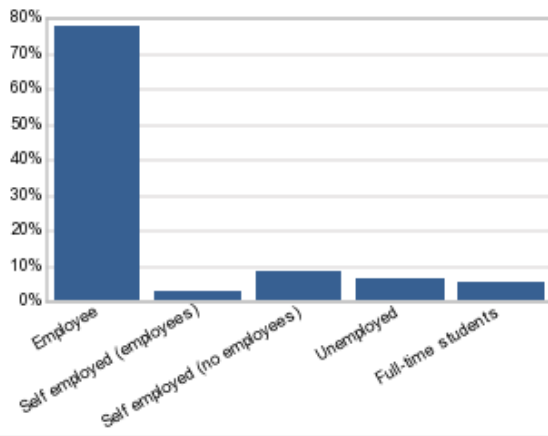
Economically Active	Area	Base	Index
Employee	68,070	222,612	98
Self employed with employees	2,187	8,943	79
Self employed without employees	7,453	22,266	108
Unemployed	5,424	10,563	165
Full-time students	4,854	18,836	83

Economically Inactive	Area	Base	Index
Retired	13,535	48,991	86
Student	5,898	20,353	90
Looking after home/ family	5,508	15,264	112
Permanently sick/ disabled	5,461	12,288	138
Other	2,813	6,161	142

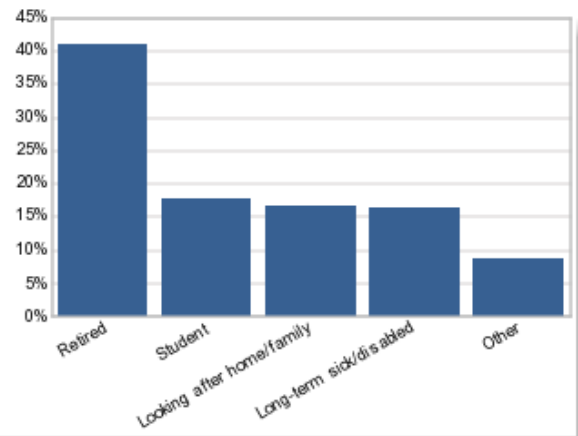
Source: Experian Current Year Estimates based on ONS Census Data (2013).

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 56.16 % of the population are employed, this is 68,070 people, compare this to your base where 57.63 % are employed. The smallest economically active group is Self employed with employees representing 1.80 %, 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 165, taking up 4.47 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 13,535 representing 11.17 %. The smallest inactive group is Other with 2,813 which is 2.32 %. When looking at the index values the group that is most over represented is Other with an index of 142, representing 2.32 %.

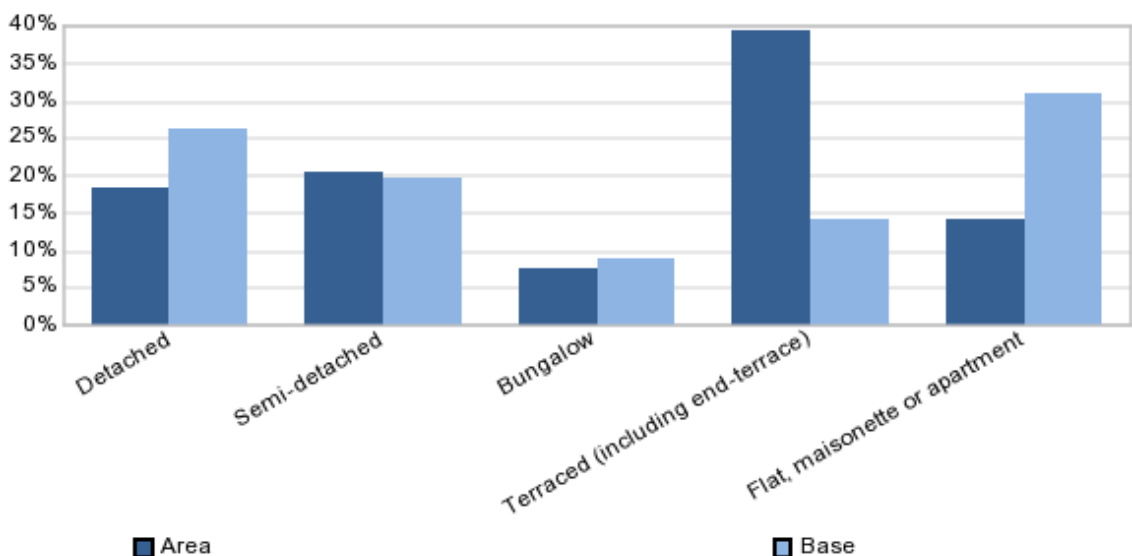
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	12,282	54,883	70
Semi-detached	13,727	40,862	104
Bungalow	5,027	18,445	85
Terraced (including end-terrace)	26,463	29,682	277
Flat, maisonette or apartment	9,450	64,208	46

Source: Experian ConsumerView Household Directory 2014 .

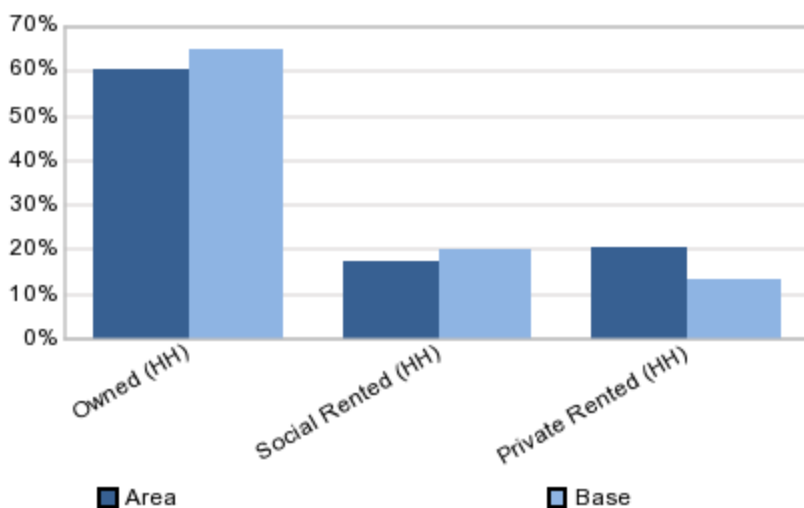
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index <small>84 100 159</small>
Owned (HH)	41,973	144,744	93 ■
Social Rented (HH)	12,230	44,536	88 ■
Private Rented (HH)	14,485	29,687	156 ■

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.



13,727 households within your area live in a Semi-detached dwelling, this is 20.50 %. 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 5,027 households and makes up 7.51 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 277, this makes up 39.53 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 41,973 making up 60.35 %. The smallest amount fall into the Social rented at 17.58 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 156, 20.83 % of households fall into this category in the study area.

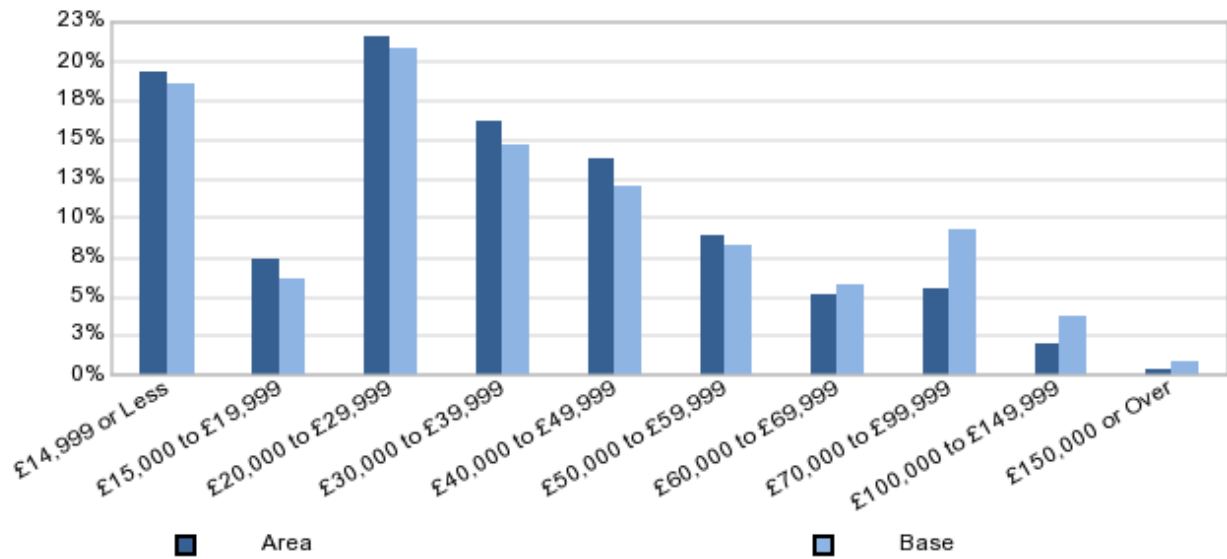
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index <small>43 100 122</small>
£14,999 or Less	12,991	38,616	105 ■
£15,000 to £19,999	4,927	12,861	119 ■
£20,000 to £29,999	14,406	43,174	104 ■
£30,000 to £39,999	10,817	30,407	111 ■
£40,000 to £49,999	9,193	24,970	114 ■
£50,000 to £59,999	5,886	17,109	107 ■
£60,000 to £69,999	3,410	11,993	88 ■
£70,000 to £99,999	3,740	19,305	60 ■
£100,000 to £149,999	1,299	7,819	52 ■
£150,000 or Over	278	1,826	47 ■

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.



17,918 households within your area have an income of £19,999 or less, this forms 26.76 % of the overall distribution. The smallest count is 278 and these fall into household income band £150,000 or Over making up 0.41 %. 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 7.36 % with an index of 119, the most under represented banding is £150,000 or Over with a figure of 47 making up 0.41 % 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.

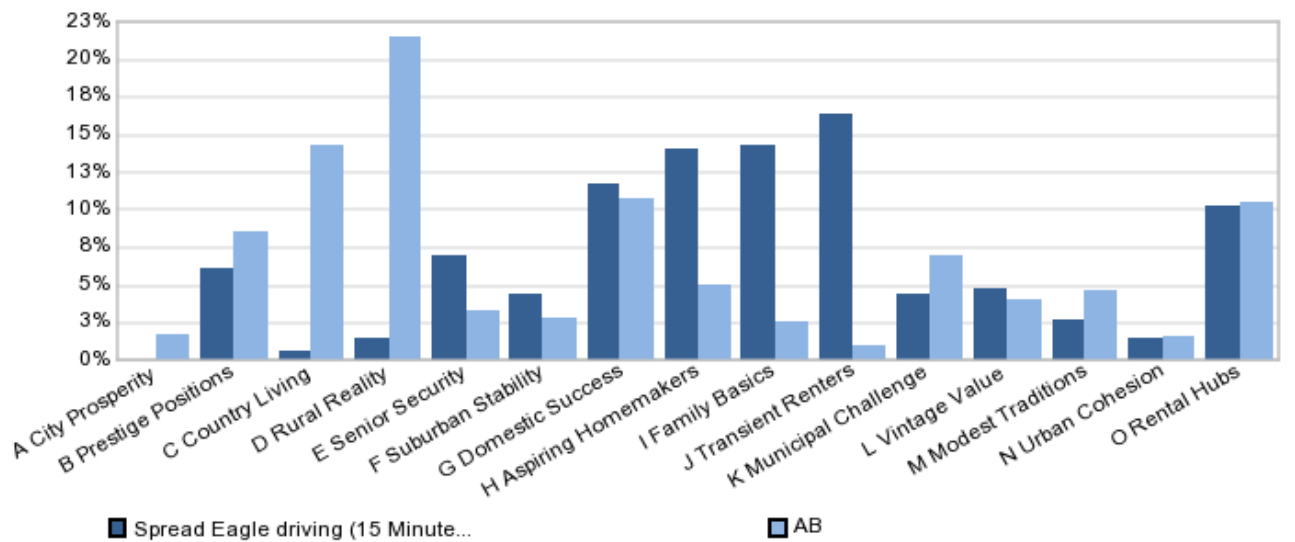
Understanding the residential profile by Mosaic UK 6

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	1813
A City Prosperity	13	8,302	0	
B Prestige Positions	10,053	43,645	71	
C Country Living	1,005	72,743	4	
D Rural Reality	2,294	109,546	6	
E Senior Security	11,561	16,789	212	
F Suburban Stability	7,183	14,358	154	
G Domestic Success	19,527	54,488	110	
H Aspiring Homemakers	23,207	25,182	283	
I Family Basics	23,648	13,450	540	
J Transient Renters	27,076	4,817	1,727	
K Municipal Challenge	7,252	35,139	63	
L Vintage Value	7,820	20,674	116	
M Modest Traditions	4,463	23,556	58	
N Urban Cohesion	2,420	7,897	94	
O Rental Hubs	17,055	53,206	98	
Totals	165,703	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 J Transient Renters with a count of 27,076 representing 16.34 % of the overall distribution, in comparison to the base where 0.95 % fall into this group. The smallest group is A City Prosperity with a count of 13 which represents 0.01 %. The index* figures indicate that the most over represented group is J Transient Renters taking up 16.34 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.01 %.

*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

J Transient Renters - 16.34 %



Single people privately renting low cost homes for the short term.

Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

I Family Basics - 14.27 %



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

H Aspiring Homemakers - 14.01 %



Younger households settling down in housing priced within their means.

Key Features

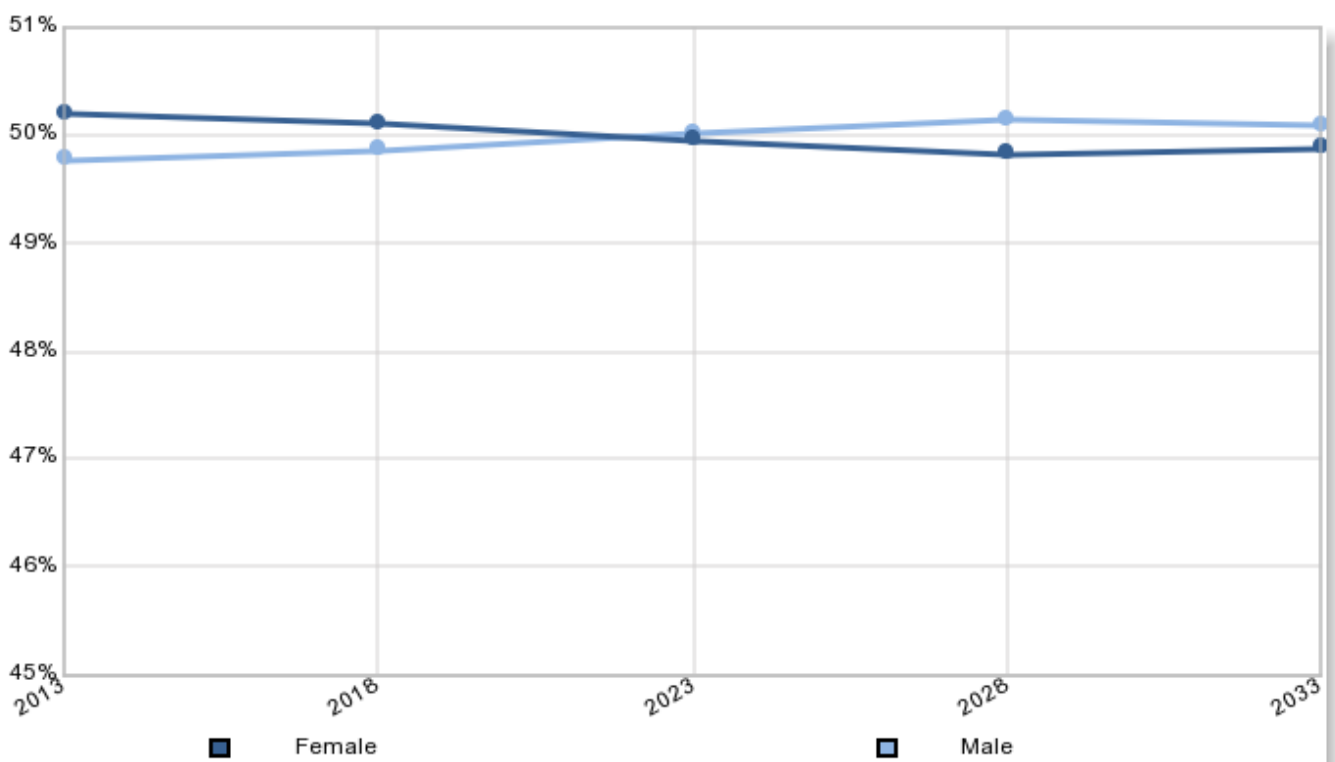
- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Will the population of the area grow or decline?

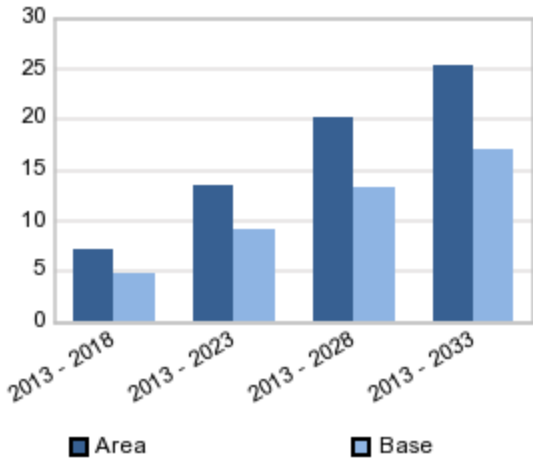
Population Projection	Area	% Change since 2013	Base	% Change since 2013
Population projection 2018	177,119		533,219	
Female Population projection 2018	88,773		269,145	
Male Population projection 2018	88,346		264,074	
Projected change from 2013	11,416	6.89	24,155	4.75
Population projection 2023	187,280		555,920	
Female Population projection 2023	93,567		280,627	
Male Population projection 2023	93,713		275,293	
Projected change from 2013	21,577	13.02	46,856	9.20
Population projection 2028	197,342		577,319	
Female Population projection 2028	98,352		291,681	
Male Population projection 2028	98,990		285,638	
Projected change from 2013	31,638	19.09	68,255	13.41
Population projection 2033	206,385		596,828	
Female Population projection 2033	102,987		301,724	
Male Population projection 2033	103,397		295,104	
Projected change from 2013	40,682	24.55	87,764	17.24

Source: Experian Population Projections (2013).

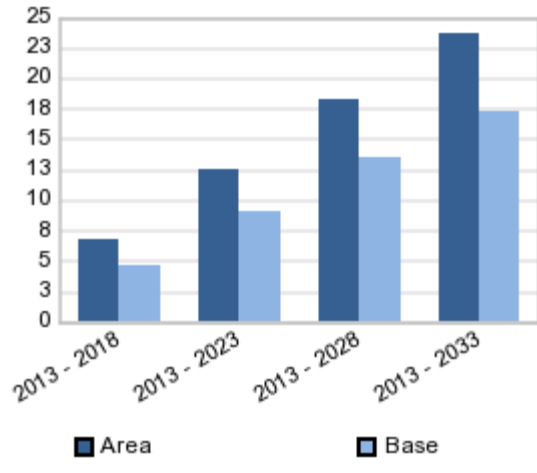
% Population Change by Gender



% Population Change (Male)



% Population Change (Female)



For 2013 the total population estimate is 165,703, this is divided into 49.79 % male and 50.21 % female. By 2018 the population is expected to have changed to 177,119, this is a projected change of 6.89 % over five years, and the gender split is predicted to be 50.12 % female and 49.88 % male. In the five years to 2023 the population is estimated to change to 187,280, this is a further 5.74 % change, and is expected to be divided into 49.96 % female and 50.04 % male. By 2028 the population is expected to be 197,342, a further change of 5.37 %, and split into 49.84 % female and 50.16 % male. By 2033 the population is expected to be 206,385, a change of 4.58 %, and divided into 49.90 % female and 50.10 % 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.

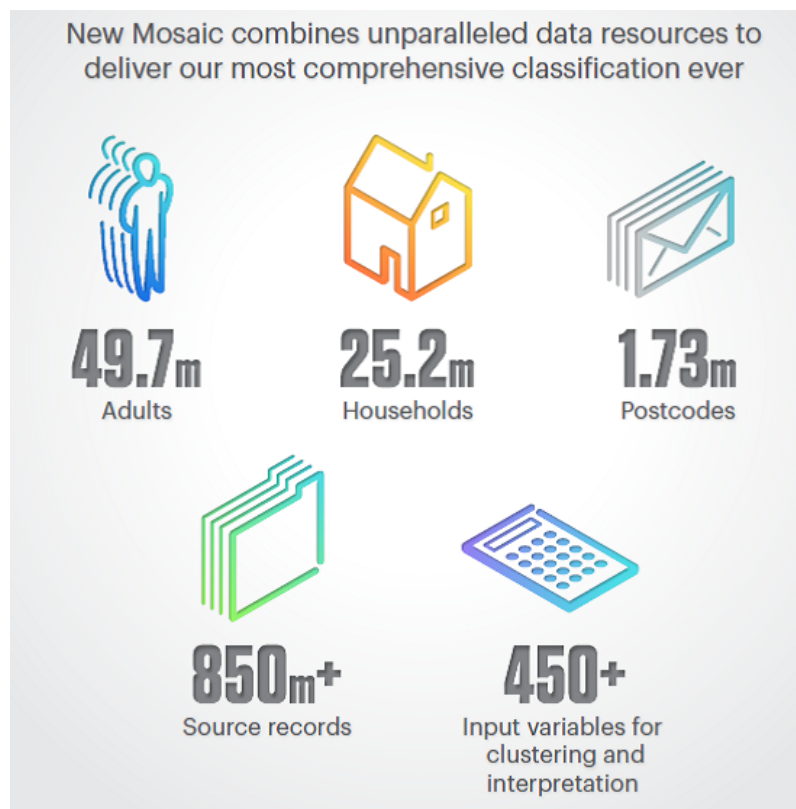
Projections of residential population are available for each year from 2014 to 2033 . These are split by gender and 18 age bands.

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.

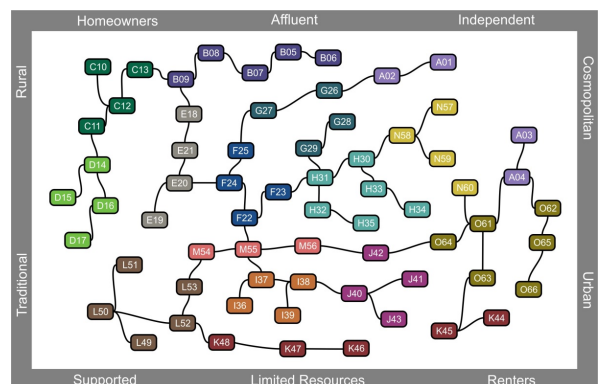
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

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.