

CAT 18089 Report 1

Understanding Demographics

Describing
18089 Somerfield Hengrove Way, BS4 1UJ
5 Minute Drive Time (Off-Peak)
In Relation To
South West

Package Contents

- Map Showing your area
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- Explanation - Mosaic Daytime
- Explanation - Census



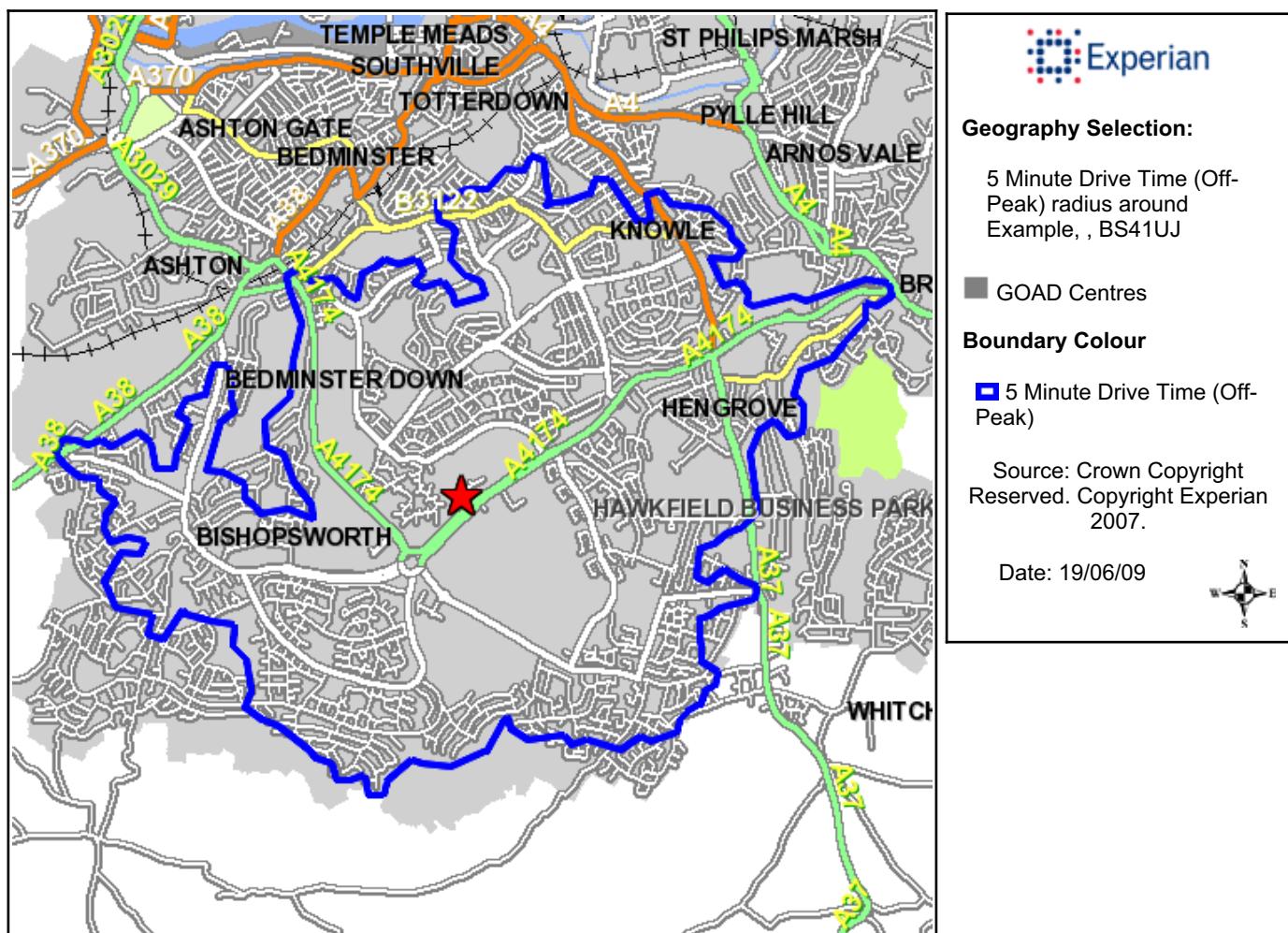
Understanding Demographics

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Describing Example, , BS41UJ in relation to South West

Creation Date: 19/06/09

Map showing your area



Summary of your area

There are **55,989** people living within Example, , BS41UJ, of which **27,113** are male and **28,876** are female. Within this population **25,533** are economically active, whilst **14,105** are classed as economically inactive. **62.88%** of houses are owner occupied whilst **3.91%** are privately rented. The three highest Mosaic groups are **H Blue Collar Enterprise**, **C Suburban Comfort** and **G Municipal Dependency**. The population of the area is expected to change by **2.52%** by 2012.



Understanding Demographics



Describing 5 Minutes: Example, BS41UJ in relation to South West
Creation Date: June 19, 2009

Understanding the make-up of your area

	Area	Base	
Total Households	23,702	2,236,312	The current year estimates show a total resident population of 55,989 in the study area, compared to 5,136,090 in the base selection. When looking at the population of households there are 23,702 in your area and 2,236,312 in your base selection. This was split by 51.57% of the population being female and 48.43% being male in the study area.
Total Population	55,989	5,136,090	
Total Males	27,113	2,513,597	
Total Females	28,876	2,622,593	

Understanding who lives in your area

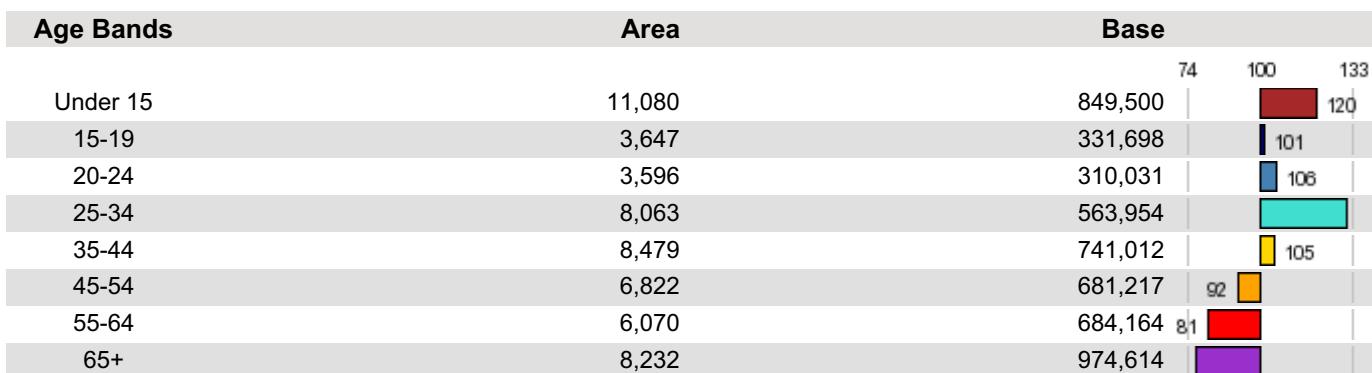
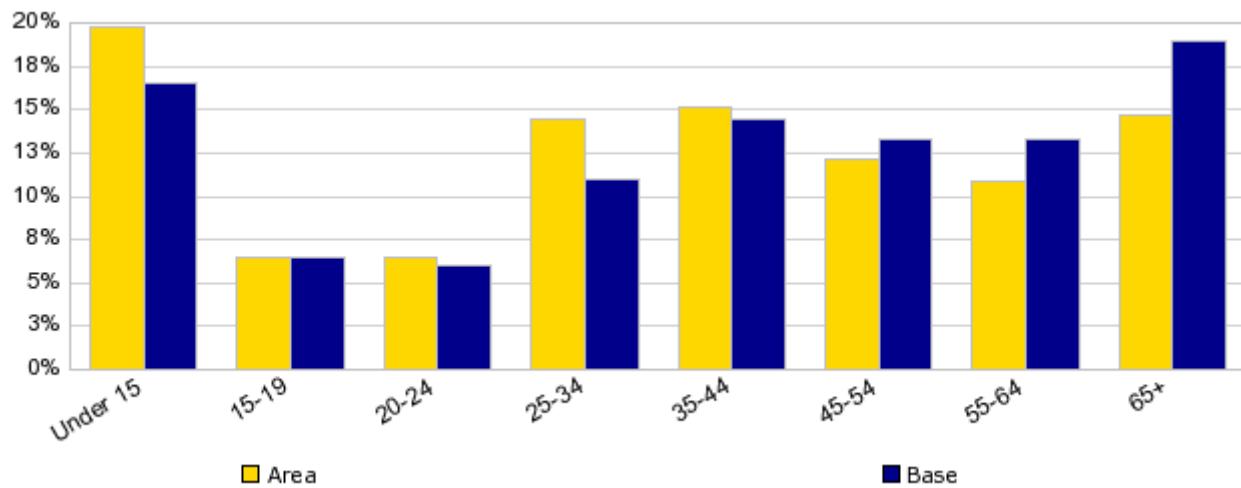


Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



The highest proportion fell into age band **Under 15** with a count of 11,080 representing 19.79% in the study area. The smallest proportion was in age band **20-24** with a count of 3,596 which represents 6.42%. In the study area the most over represented age band in comparison to the base selection is **25-34** with an index value of 131. 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
White	54,845	4,815,221
Mixed	787	37,441
Asian or Asian British	671	32,921
Black or Black British	381	20,735
Chinese or Other	175	21,976

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:

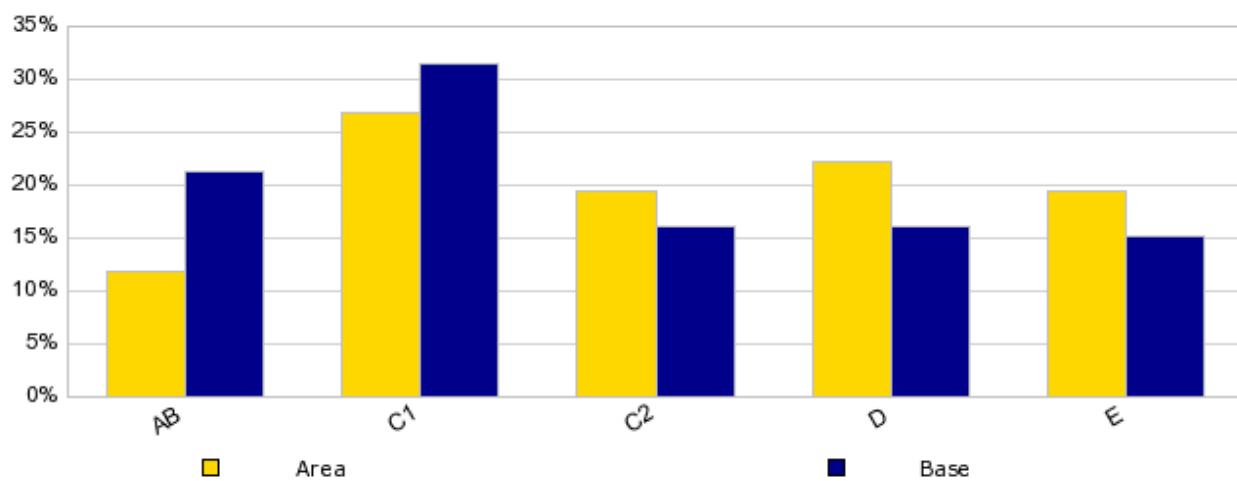
96.46% White	97.71% White
1.38% Mixed	0.76% Mixed
1.18% Asian or Asian British	0.67% Asian or Asian British
0.67% Black or Black British	0.42% Black or Black British
0.31% Chinese or Other	0.45% Chinese or Other

In the study area the largest ethnic group is **White** taking up **96.46%** of the population with a count of **54,845**. This is in comparison to the selected base with **97.71%** of the population being **White**. The smallest ethnic representation in the study area was **Chinese or Other** with a count of **175**, compare this to the base selection where the smallest group was **Black or Black British** with a count of **20,735**.

Understanding the Social Grade

Social Grade	Area	Base
AB Higher & intermediate manage/admin/prof	5,168	823,733
C1 Supervisory, cleric, junior manage/admin/prof	11,660	1,220,085
C2 Skilled manual workers	8,453	627,254
D Semi-skilled and unskilled manual workers	9,649	622,546
E On state benefit, unemployed, lowest grade workers	8,410	590,168

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 **11,660** people falling into this group, which is **26.90%** of the overall distribution. The smallest proportion falls into grade **AB** with a count of **5,168** taking up **11.92%**. When comparing this to the selected base the most over represented grade is **D** with an index* count of **139**, whereas the most under represented group is **AB** with an index count of **56**.

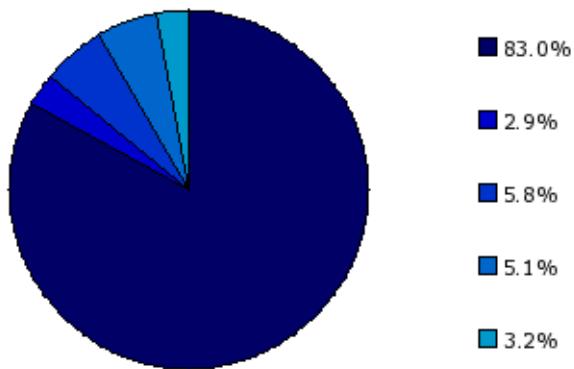
Understanding the Economic Activity

Economically Active	Area	Base	52	100	138
Employee	21,192	1,849,011		107	
Self employed with employees	742	122,560			
Self employed without employees	1,482	233,648			
Unemployed	1,312	90,882			
Full-time students	806	90,033		84	

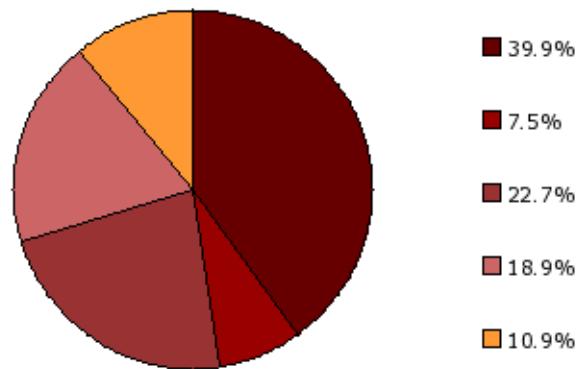
Economically Inactive	Area	Base	58	100	146
Retired	5,630	547,080		84	
Student	1,060	137,863			
Looking after home/ family	3,208	215,748			121
Permanently sick/ disabled	2,671	159,603			
Other	1,536	87,936			

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 **37.85%** of the population are employed, this is **21,192** people, compare this to your base where **36.00%** are employed. The smallest economically active group is **Self employed with employees** representing **1.33%**, compare this to the selected base where this group represents **1.75%**. When analysing index* values the most over represented group is **Unemployed** with an index of **135**, taking up **2.34%**.

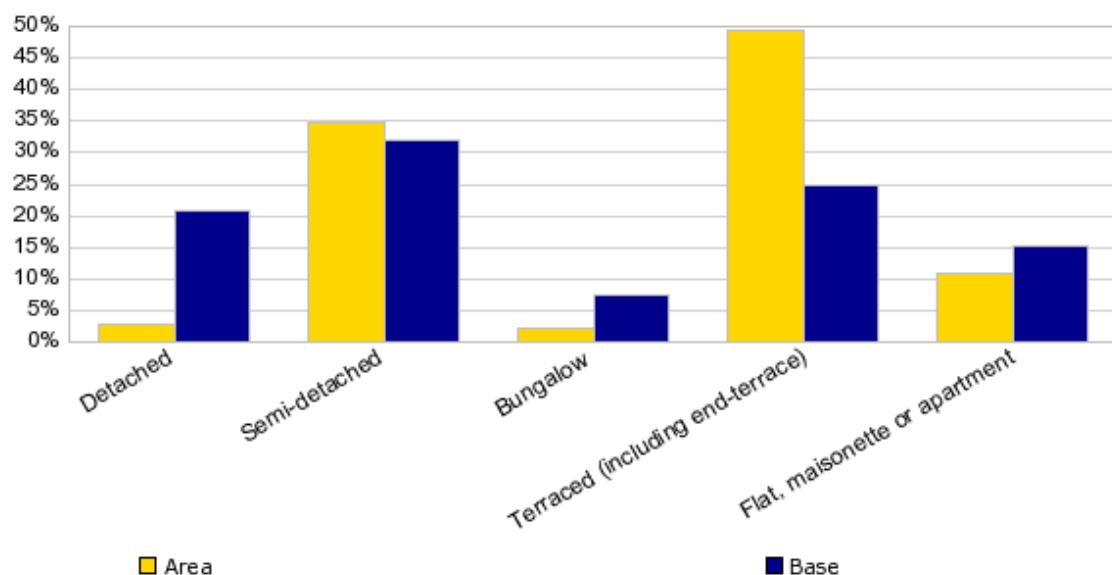
When considering economic inactivity the largest proportion in the study area belongs to the **Retired** group with a count of **5,630** representing **10.05%**. The smallest inactive group is **Student** with **1,060** which is **1.89%**. When looking at the index values the group that is most over represented is **Other** with an index of **142**, representing **2.74%**.

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Understanding what type of households are in your area

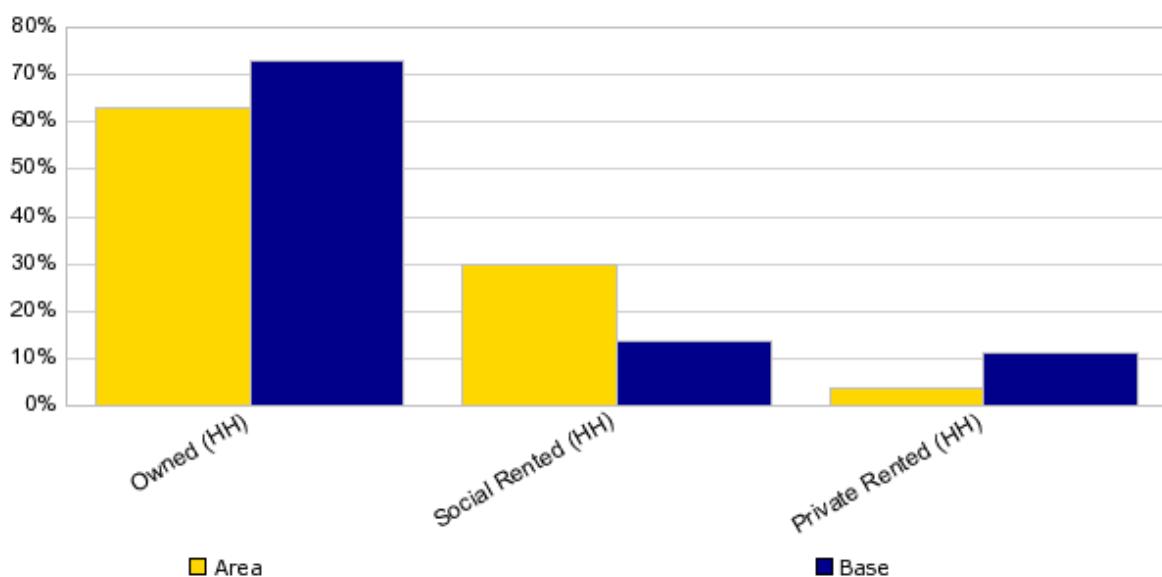
Dwelling Type	Area	Base	3	100	208
Detached	674	481,793	100		
Semi-detached	8,601	742,486	109		
Bungalow	569	175,944	30	100	
Terraced (including end-terrace)	12,168	576,519		100	
Flat, maisonette or apartment	2,678	350,648	72	100	

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	25	100	229
Owned (HH)	14,470	1,524,315	86	100	
Social Rented (HH)	6,845	282,138		100	
Private Rented (HH)	901	232,797		100	

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



8,601 households within your area live in a **Semi-detached** dwelling, this is **34.84%**. Compare this to a figure of **742,486** in your base making up **31.90%**. The smallest number of households live in a **Bungalow** dwelling, this is **569** households and makes up **2.30%**. When analysing the index* figures, we can deduce that the most over represented dwelling type is **Terraced** with a figure of **199**, this makes up **49.28%** in the study area.

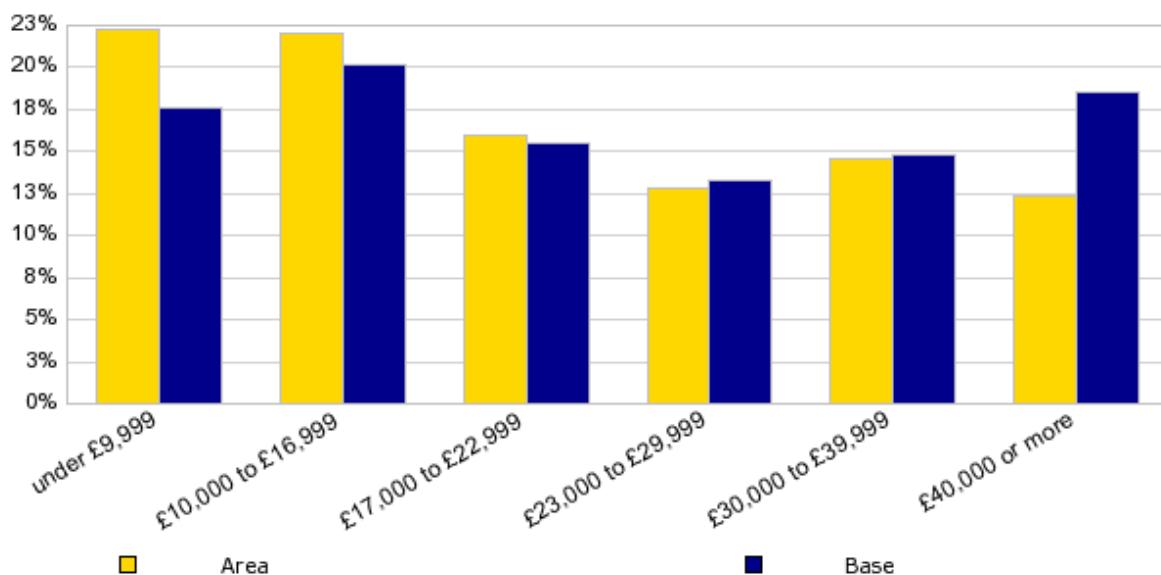
When considering the tenure of households we can see that the largest proportion are **Owned** with a figure of **14,470** making up **62.88%**. The smallest amount fall into the **Private rented** at **3.91%**. When looking at the index figures the most over represented tenure type is **Social Rented** with an index of **220**, **29.75%** 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	63	100	128
up to £9,999	5,271	394,630		100	128
£10,000 to £16,999	5,209	450,362		109	
£17,000 to £22,999	3,788	346,515		103	
£23,000 to £29,999	3,046	298,353		96	
£30,000 to £39,999	3,450	331,746		98	
£40,000+	2,939	414,743		126	

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



5,209 households within your area have an income of **£10,000 to £16,999**, this forms **21.98%** of the overall distribution. The smallest count is **2,939** and these fall into household income band **£40,000 or more** making up **12.40%**. When using your base as a comparison the biggest majority fall into the income band **£10,000 to £16,999** which makes up **20.14%** of the overall view. When using index* figures as a guide we can see that the income band **£9,999 or less** is over represented making up **22%** with an index of **126**, the most under represented banding is **£40,000 or more** with a figure of **67** making up **12%** 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.

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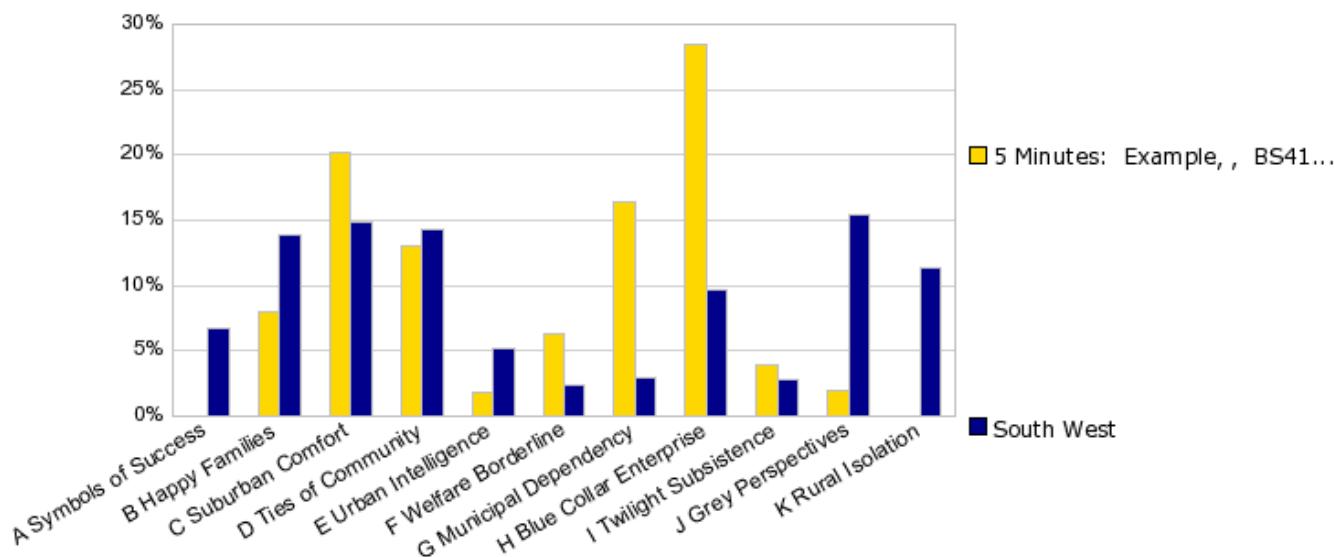
Understanding the residential profile by Mosaic UK

Explanation of Mosaic UK

Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 61 Types and 11 Groups. The 11 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	-27 100	587
A Symbols of Success - Career professionals living in sought after locations	0	348,113	0	■
B Happy Families - Younger families living in newer homes	4,477	713,710	58	■
C Suburban Comfort - Older families living in suburbia	11,307	763,287	136	■
D Ties of Community - Close-knit, inner city and manufacturing town communities	7,295	733,381	91	■
E Urban Intelligence - Educated, young, single people living in areas of transient populations	998	263,822	35	■
F Welfare Borderline - People living in social housing with uncertain employment in deprived areas	3,557	120,159	272	■
G Municipal Dependency - Low income families living in estate based social housing	9,148	149,876	■	■
H Blue Collar Enterprise - Upwardly mobile families living in homes bought from social landlords	15,930	494,450	296	■
I Twilight Subsistence - Older people living in social housing with high care needs	2,188	146,599	137	■
J Grey Perspectives - Independent older people with relatively active lifestyles	1,088	794,039	■	■
K Rural Isolation - People living in rural areas far from urbanisation	0	581,344	0	■
Totals	55,989	5,136,190		

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 **H Blue Collar Enterprise** with a count of **15,930** representing **28.45%** of the overall distribution, in comparison to the base where **9.63%** fall into this group. The smallest proportion fall into Mosaic Group **A Symbols of Success** with a count of **0** which represents **0.00%**. The index* figures indicate that the most over represented group is **G Municipal Dependency** taking up **16.34%**, in contrast the most under represented group is **A Symbols of Success** which takes up **0.00%**.

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Understanding the top three Mosaic UK Groups

28.45% - H Blue Collar Enterprise



People who though not well-educated are practical and enterprising and may well have exercised their right to buy.

- Middle aged couples
- Mostly poorly educated
- Council estates
- Small towns
- Exercised right to buy
- Self reliant and capable
- Straight talking
- Like to shop around
- Heavy viewers of TV

20.20% - C Suburban Comfort



Families who are successfully established in comfortable, mature homes. Children are growing up and finances are easier.

- Married couples
- Older children
- White collar workers
- Hardworking
- Comfortable homes
- Mature suburbs
- Plan for retirement
- Self reliant
- Independent

16.34% - G Municipal Dependency



Families on lower incomes who often live in large council estates where there is little owner-occupation.

- Families
- Low incomes
- Terraces and semis
- Large council estates
- Outer suburbs
- Large provincial towns
- Old fashioned
- Pay bills at Post Office
- Heavy TV viewing



Understanding Demographics



What is the daytime population profile by Mosaic UK

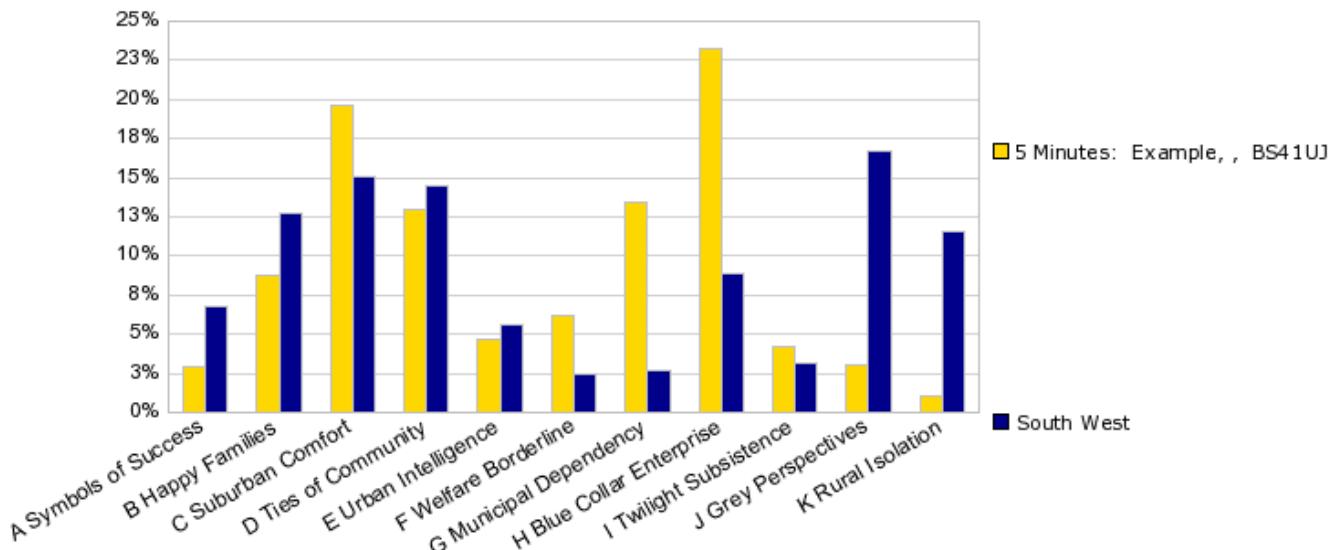
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Mosaic UK Group	Area	Base	0 - 100	529
A Symbols of Success - Career professionals living in sought after locations	1,093	283,754	1	
B Happy Families - Younger families living in newer homes	3,279	528,749	69	1
C Suburban Comfort - Older families living in suburbia	7,379	626,020	131	
D Ties of Community - Close-knit, inner city and manufacturing town communities	4,859	601,834	90	
E Urban Intelligence - Educated, young, single people living in areas of transient populations	1,742	234,615	82	
F Welfare Borderline - People living in social housing with uncertain employment in deprived areas	2,337	101,764	255	
G Municipal Dependency - Low income families living in estate based social housing	5,046	110,973		1
H Blue Collar Enterprise - Upwardly mobile families living in homes bought from social landlords	8,732	371,262	261	
I Twilight Subsistence - Older people living in social housing with high care needs	1,583	129,264	138	
J Grey Perspectives - Independent older people with relatively active lifestyles	1,123	697,672		1
K Rural Isolation - People living in rural areas far from urbanisation	397	481,906		1
Totals	37,570	4,167,813		

(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 **H Blue Collar Enterprise** with a count of **8,732** representing **23.24%** of the overall distribution, on comparison to the base where **8.91%** fall into this group. The smallest proportion fall into Mosaic Group **K Rural Isolation** with a count of **397** which represents **1.06%**. The index* figures indicate that the most over represented group is **G Municipal Dependency** taking up **13.43%**, in contrast the most under represented group is **K Rural Isolation** which takes up **1.06%**.

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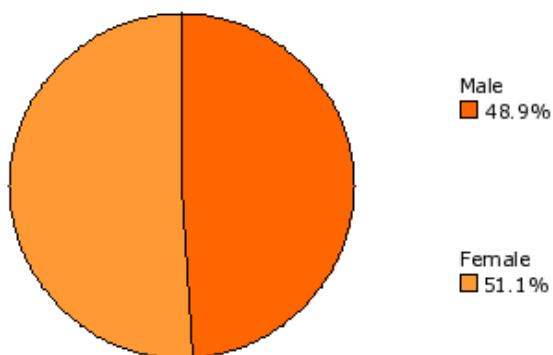
Understanding Demographics



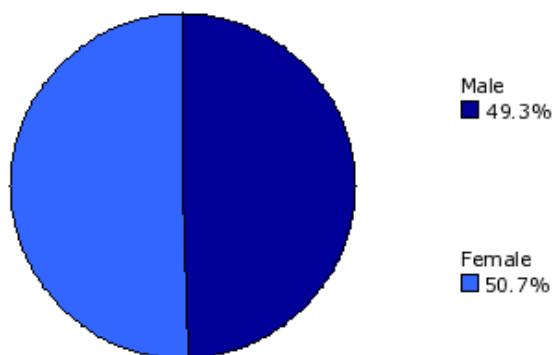
Will the population of the area grow or decline?

Population Projection	5 Minutes: Example, , BS41UJ	South West
Population projection 2012	57,397	5,385,610
Female Population projection 2012	29,349	2,732,616
Male Population projection 2012	28,049	2,652,994
Projected change from 2007	1,408	249,520
Population projection 2017	59,311	5,630,751
Female Population projection 2017	30,055	2,844,880
Male Population projection 2017	29,256	2,785,871
Projected change from 2007	3,322	494,661
Population projection 2022	61,665	5,882,225
Female Population projection 2022	31,020	2,963,094
Male Population projection 2022	30,645	2,919,131
Projected change from 2007	5,676	746,135
Population projection 2027	64,330	6,128,481
Female Population projection 2027	32,113	3,083,041
Male Population projection 2027	32,216	3,045,440
Projected change from 2007	8,341	992,391

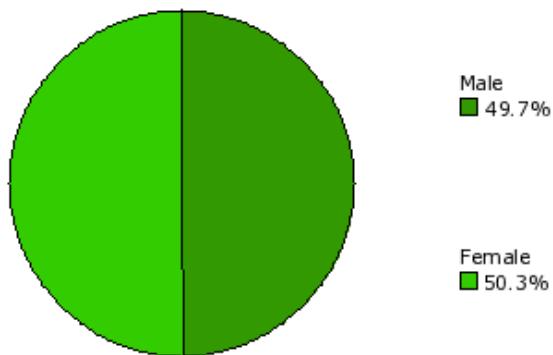
Gender Breakdown 2012



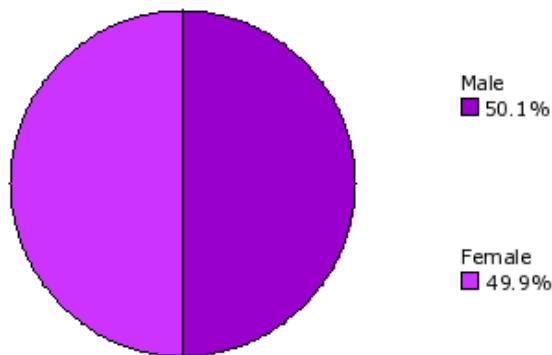
Gender Breakdown 2017

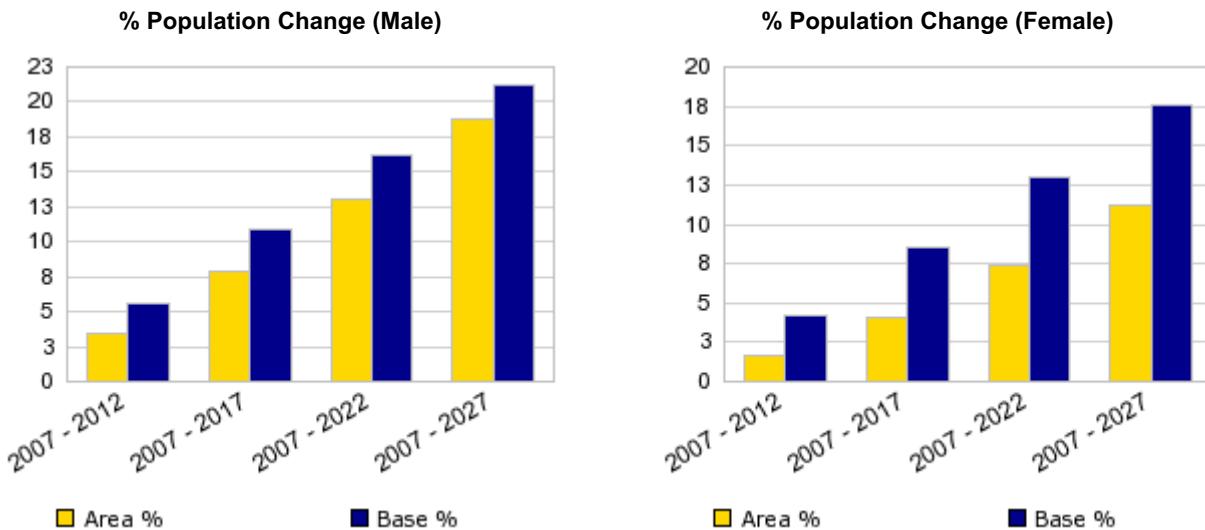


Gender Breakdown 2022



Gender Breakdown 2027





For 2007 the total population estimate is **55,989**, this is divided into **48.43%** male and **51.57%** female. By 2012 the population is expected to have changed to **57,397**, this is a projected change of **2.52%** over five years, and the gender split is predicted to be **51.13%** female and **48.87%** male. In the five years to 2017 the population is estimated to change to **59,311**, this is a further **3.33%** change, and is expected to be divided into **50.67%** female and **49.33%** male. By 2022 the population is expected to be **61,665**, a further change of **3.97%**, and split into **50.30%** female and **49.70%** male. By 2027 the population is expected to be **64,330**, a change of **4.32%**, and divided into **49.92%** female and **50.08%** 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 2008 to 2027. These are split by gender and 18 age bands.



Understanding Demographics

Data Explanation Page - Mosaic UK

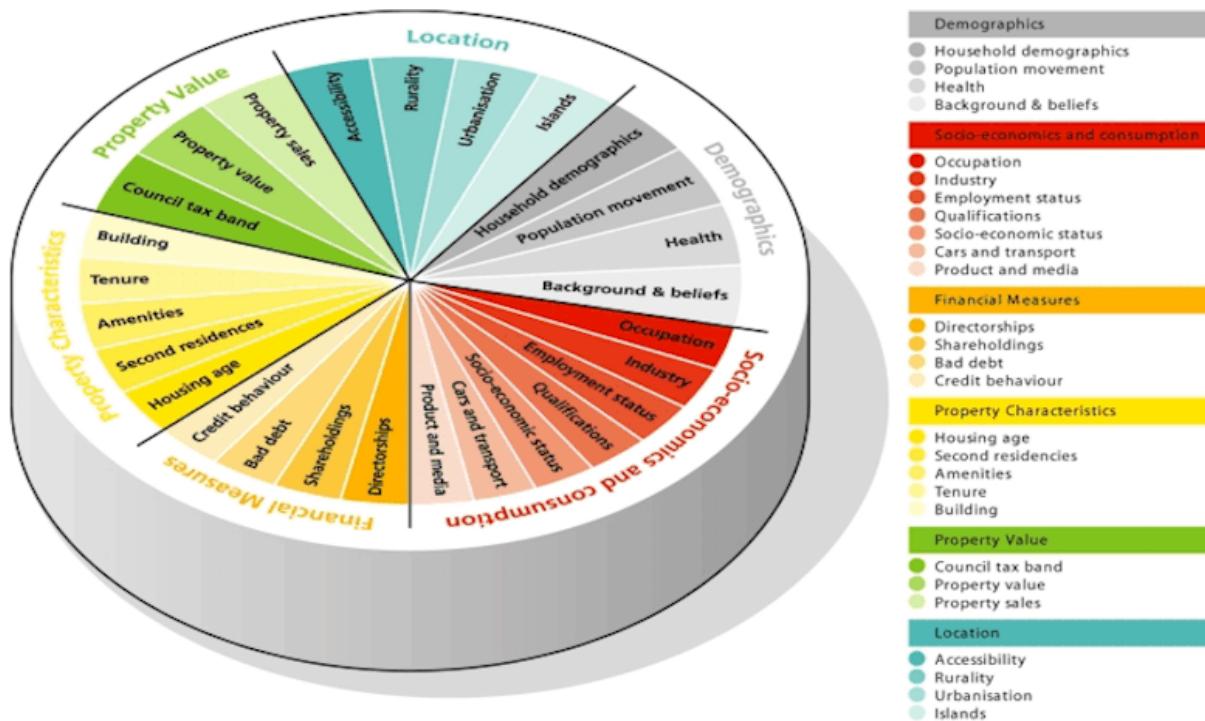


Data Sources

54% of the data used to build Mosaic is sourced from the 2001 Census. The remaining 46% is derived from our Consumer Segmentation Database. It includes the edited Electoral Roll, Experian Lifestyle Survey information and Consumer Credit Activity, alongside Post Office Address File, Shareholders Register, House Price and Council Tax information. All of this information is updated annually.

Qualitative research was also undertaken covering the whole of the UK. This validated the accuracy of Mosaic 'on the ground'. We employed a number of the UK's leading experts in the fields of consumer psychology, human geography and economics to interpret the classification.

This research also links to a number of authoritative sources of media and market research, including BMRB's Target Group Index (TGI), The British Crime Survey, MORI's Financial Research, Family Expenditure Survey (FES), Forrester's Technographics and Internet User Monitor.



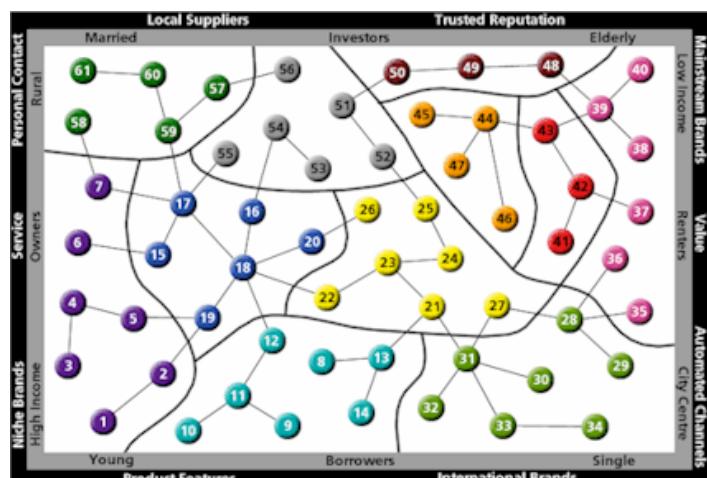
The Mosaic Family Tree

The Mosaic Family Tree illustrates the major demographic and lifestyle polarities between the Types and Groups, and shows how the Mosaic Types relate to each other.

Mosaic Migration helps to determine the probable location paths of different Mosaic Types and how households might move through the Mosaic Family Tree over time. This is useful for understanding the origin, stability and aspirations of the people within each Mosaic Type.

Each Type is placed on the Family Tree on the basis of 6 key demographic dimensions. These are city centre/rural, income, house tenure, young/elderly and marital status (displayed in grey).

The outer dimensions displayed in black are related to consumer orientation and how these are related to their Mosaic Type.





Understanding Demographics

Data Explanation Page - Mosaic Daytime



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.

2007 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 2007 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 2007 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 2007 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.



Understanding Demographics

Data Explanation Page - Census Data 2001



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.