

Location Analyst

UK



Wentworth Arms walking

Understanding Demographics

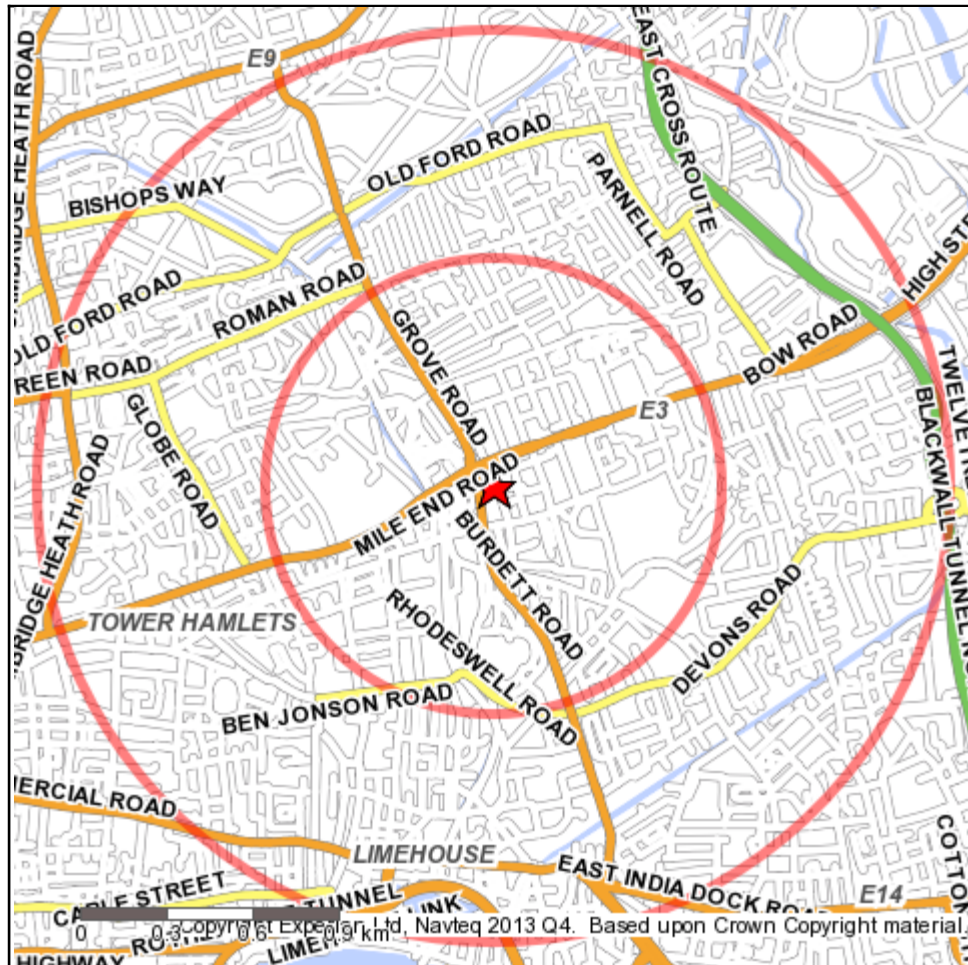
16 March, 2016

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Describing Wentworth Arms 127 Eric Street Mile End London E3 4SR (0.5 Mil in relation to AB
Creation Date: March 16, 2016

Map showing your area



Geography Selection:

Wentworth Arms 127 Eric Street
Mile End London E...

Boundary Colour:

 Geography Selection

Mapping data: © 2013 HERE.
Copyright Experian 2013.

Date: 16/03/16

Summary of your area

There are 121,168 people living within Wentworth Arms 127 Eric Street Mile End London E3 4SR (0.5 Mil of which 61,182 are male and 59,986 are female.

Within this population 60,678 are economically active whilst 29,603 are classed as economically inactive.

24.99 % of houses are owner occupied whilst 26.89 % are privately rented.

The three highest Mosaic groups are K Municipal Challenge, A City Prosperity and O Rental Hubs.

The population of the area is expected to change by 11.34 % by 2018 .



Describing Wentworth Arms 127 Eric Street Mile End London E3 4SR (0.5 Mil in relation to AB
Creation Date: March 16, 2016

Understanding the make-up of your area

	Area	Base
Total Households	46,164	222,647
Total Population	121,168	509,064
Total Males	61,182	251,933
Total Females	59,986	257,131

The current year estimates show a total resident population of 121,168 in the study area, compared to 509,064 in the base selection. When looking at households there are 46,164 in your area and 222,647 in your base selection. This was split by 49.51 % of the population being female and 50.49 % being male in the study area.

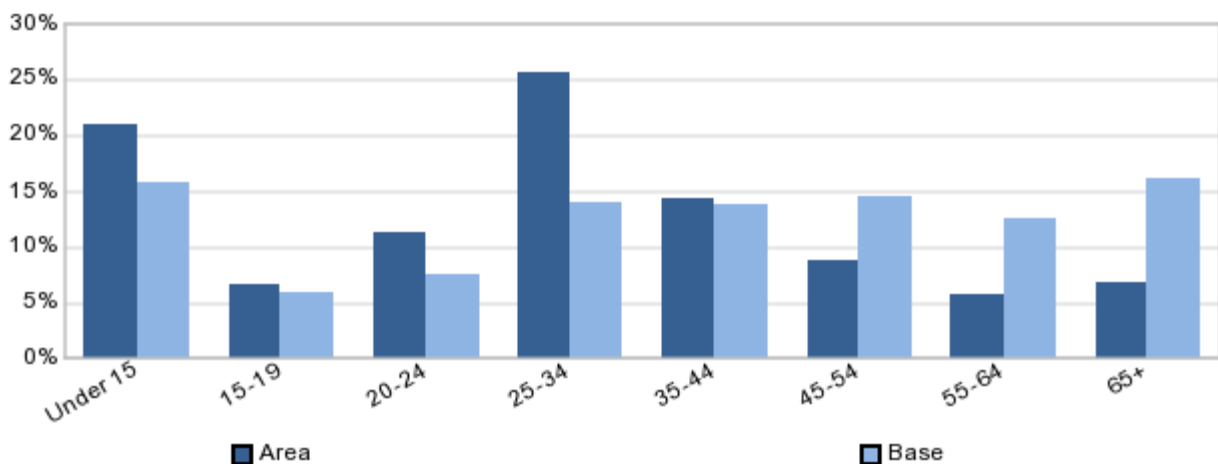
Source: Experian Current year estimates (Mid-year 2013).

Understanding who lives in your area

Age Bands	Area	Base	Index			
				34	100	191
Under 15	25,352	79,944	133		■	
15-19	7,832	29,730	111		■	
20-24	13,749	38,746	149		■	
25-34	31,180	71,123	184		■	
35-44	17,392	69,515	105		■	
45-54	10,595	74,167	60		■	
55-64	6,854	63,391	45		■	
65+	8,215	82,448	42		■	

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 25-34 with a count of 31,180 representing 25.73 % of the study area. The smallest proportion is in age band 55-64 with a count of 6,854 which represents 5.66 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 184. The band that is most under represented is 65+ with an index of 42, 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	50,638	485,813	44	
Gypsy / Traveller / Irish Traveller	103	503	86	
Mixed / Multiple Ethnic Groups	4,816	2,342	864	
Asian / Asian British: Indian	2,290	3,992	241	
Asian / Asian British: Pakistani	1,069	1,344	334	
Asian / Asian British: Bangladeshi	43,918	746	24,734	
Asian / Asian British: Chinese	2,709	2,750	414	
Asian / Asian British: Other Asian	2,546	3,200	334	
Black / African / Caribbean / Black British	10,421	6,600	663	
Other Ethnic Group	2,658	1,773	630	

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:

41.79 % White	95.43 % White
0.09 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
3.97 % Mixed / Multiple Ethnic Groups	0.46 % Mixed / Multiple Ethnic Groups
1.89 % Asian / Asian British: Indian	0.78 % Asian / Asian British: Indian
0.88 % Asian / Asian British: Pakistani	0.26 % Asian / Asian British: Pakistani
36.25 % Asian / Asian British: Bangladeshi	0.15 % Asian / Asian British: Bangladeshi
2.24 % Asian / Asian British: Chinese	0.54 % Asian / Asian British: Chinese
2.10 % Asian / Asian British: Other Asian	0.63 % Asian / Asian British: Other Asian
8.60 % Black / African / Caribbean / Black British	1.30 % Black / African / Caribbean / Black British
2.19 % Other Ethnic Group	0.35 % Other Ethnic Group

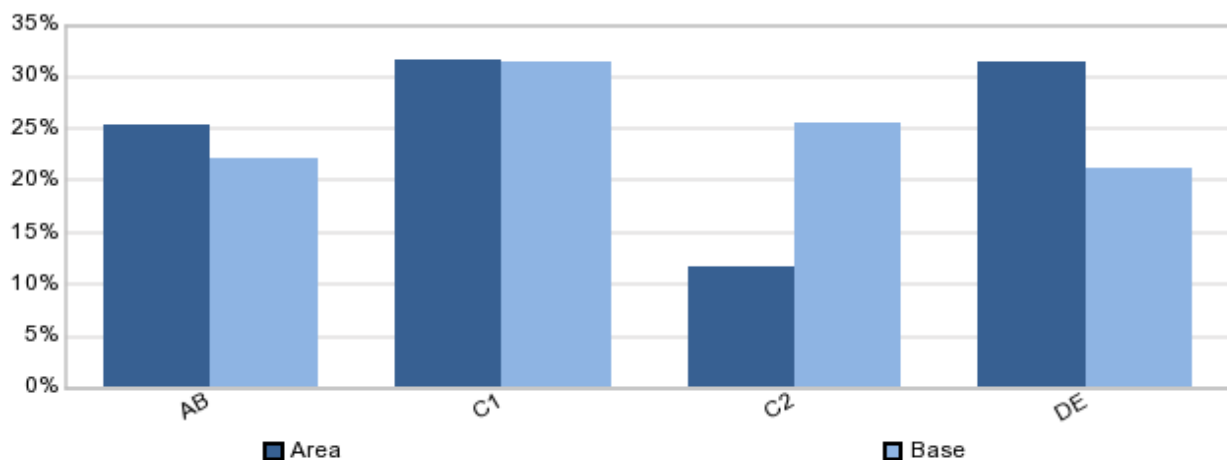
In the study area the largest ethnic group is White taking up 41.79 % of the population with a count of 50,638. This is in comparison to the selected base with 95.43 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 103, 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	10,173	37,334	115	
C1 Supervisory, cleric, junior manage/admin/prof	12,693	53,100	101	
C2 Skilled manual workers	4,721	43,365	46	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	12,635	35,940	148	

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 12,693 people falling into this group, which is 31.56 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 4,721 taking up 11.74 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 148, whereas the most under represented group is C2 with an index count of 46.

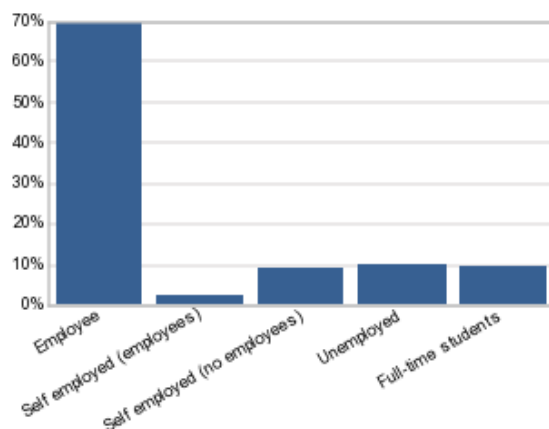
Understanding the Economic Activity

Economically Active	Area	Base	Index	63	100	270
Employee	42,330	222,612	89			
Self employed with employees	1,388	8,943	72			
Self employed without employees	5,440	22,266	114			
Unemployed	5,901	10,563	261			
Full-time students	5,618	18,836	139			
Economically Inactive				23	100	216
Retired	4,492	48,991	32			
Student	10,181	20,353	174			
Looking after home/ family	6,850	15,264	156			
Permanently sick/ disabled	4,406	12,288	125			
Other	3,674	6,161	208			

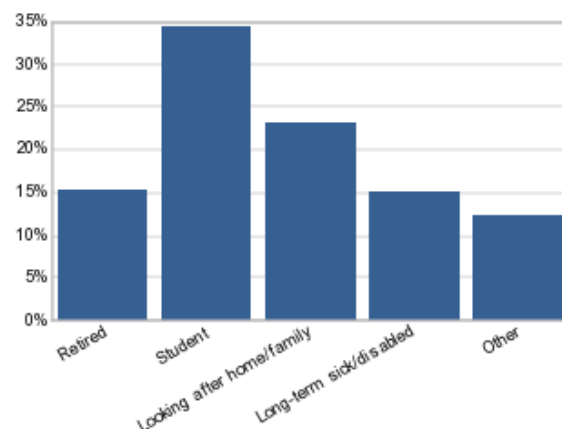
Source: Experian Current Year Estimates based on ONS Census Data (2013).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 46.89 % of the population are employed, this is 42,330 people, compare this to your base where 57.63 % are employed. The smallest economically active group is Self employed with employees representing 1.54 %, 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 261, taking up 6.54 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 10,181 representing 11.28 %. The smallest inactive group is Other with 3,674 which is 4.07 %. When looking at the index values the group that is most over represented is Other with an index of 208, representing 4.07 %.

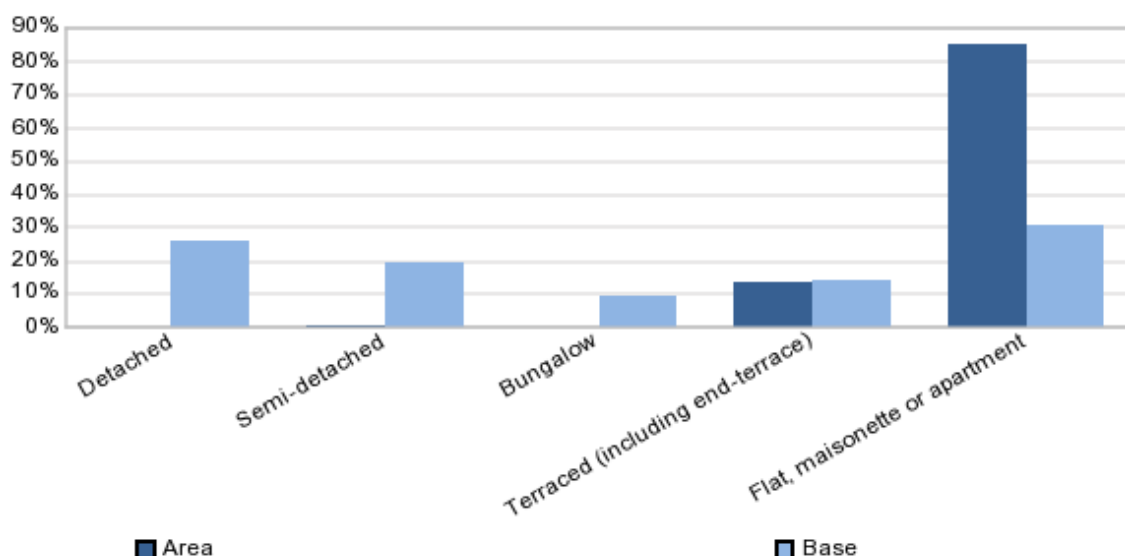
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	289
Detached	105	54,883	1			
Semi-detached	318	40,862	4			
Bungalow	80	18,445	2			
Terraced (including end-terrace)	5,637	29,682	97			
Flat, maisonette or apartment	34,711	64,208	275			

Source: Experian ConsumerView Household Directory 2014 .

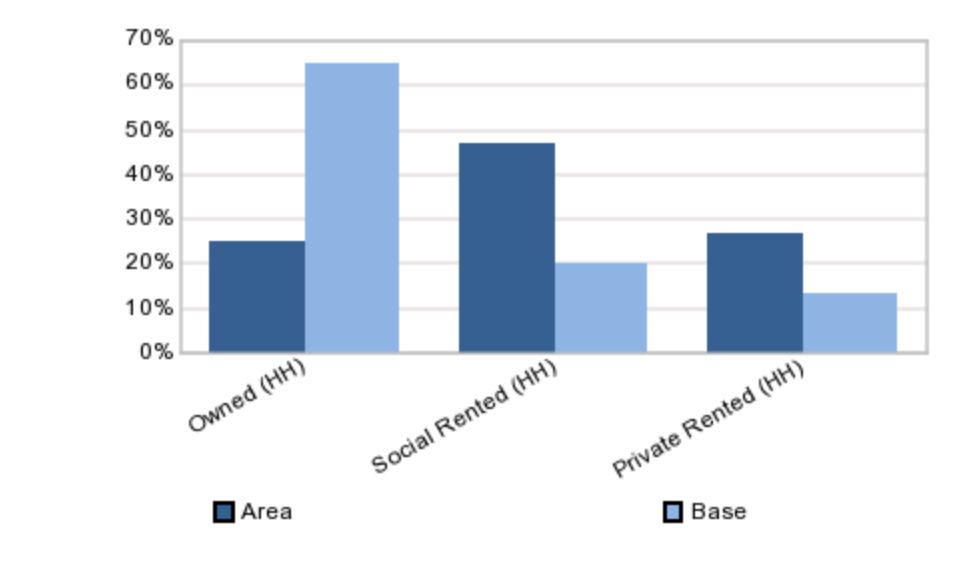
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	28	100	244
Owned (HH)	11,538	144,744	38			
Social Rented (HH)	21,662	44,536	235			
Private Rented (HH)	12,416	29,687	202			

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.



318 households within your area live in a Semi-detached dwelling, this is 0.78 %. 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 80 households and makes up 0.20 % . When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 275, this makes up 84.97 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 21,662 making up 46.92 %. The smallest amount fall into the Owned at 24.99 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 235, 46.92 % of households fall into this category in the study area.

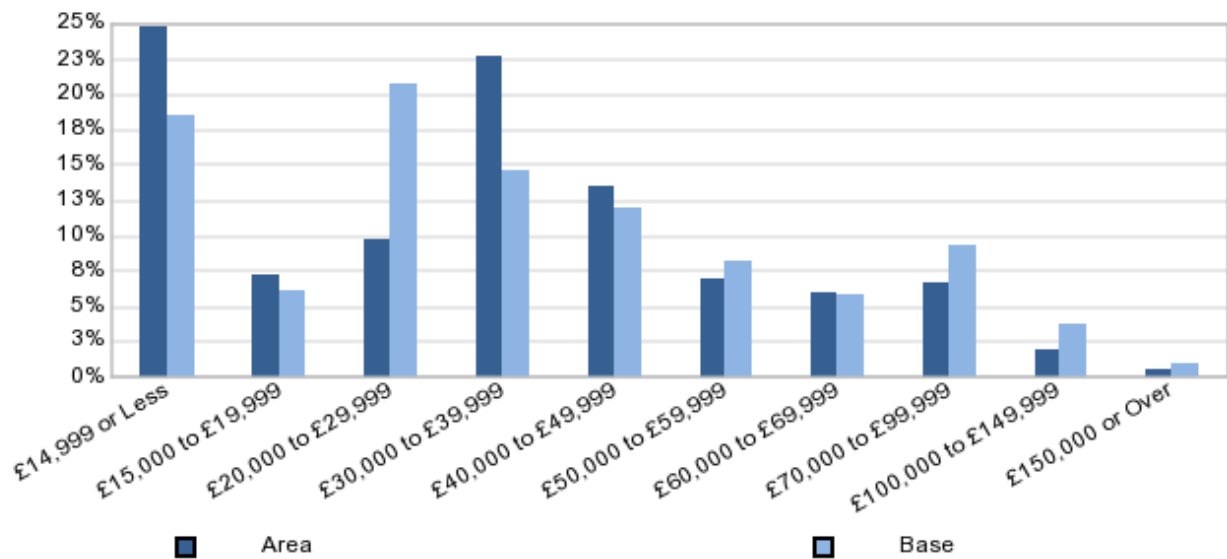
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Understanding the Household Income

Household Income	Area	Base	Index	41	100	161
£14,999 or Less	10,172	38,616	134			
£15,000 to £19,999	2,950	12,861	117			
£20,000 to £29,999	3,969	43,174	47			
£30,000 to £39,999	9,304	30,407	156			
£40,000 to £49,999	5,485	24,970	112			
£50,000 to £59,999	2,841	17,109	85			
£60,000 to £69,999	2,427	11,993	103			
£70,000 to £99,999	2,724	19,305	72			
£100,000 to £149,999	772	7,819	50			
£150,000 or Over	208	1,826	58			

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.



13,122 households within your area have an income of £19,999 or less, this forms 32.12 % of the overall distribution. The smallest count is 208 and these fall into household income band £150,000 or Over making up 0.51 %. 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 £30,000 to £39,999 is over represented making up 22.78 % with an index of 156, the most under represented banding is £20,000 to £29,999 with a figure of 47 making up 9.72 % 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.

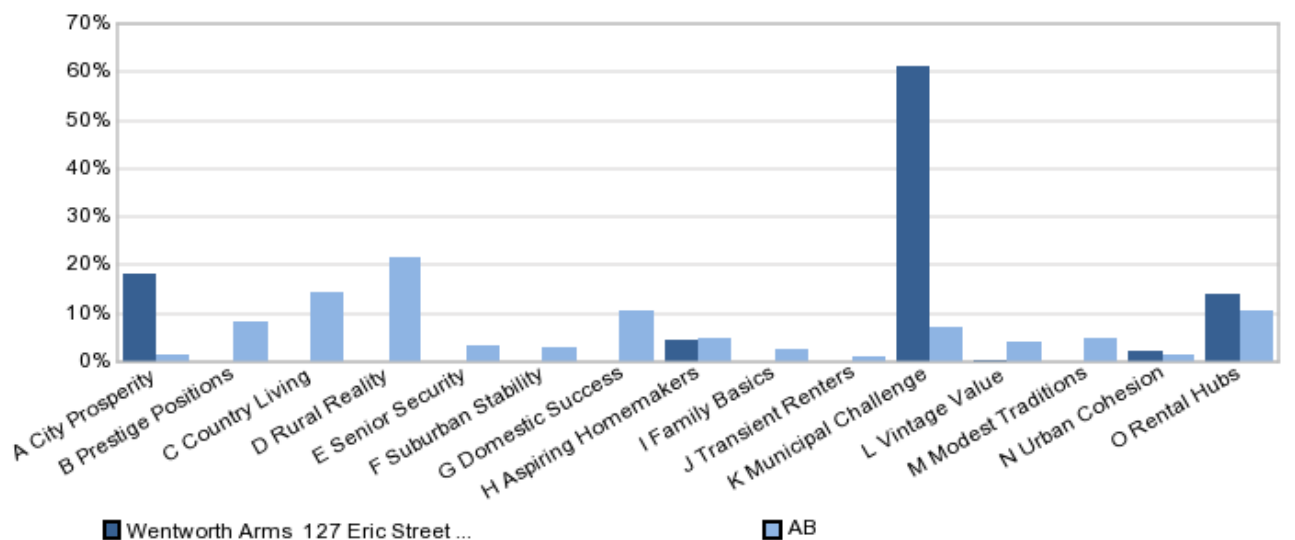
Understanding the residential profile by Mosaic UK 6

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	-55	1170
A City Prosperity	22,030	8,302	1,115		
B Prestige Positions	0	43,645	0		
C Country Living	0	72,743	0		
D Rural Reality	0	109,546	0		
E Senior Security	0	16,789	0		
F Suburban Stability	0	14,358	0		
G Domestic Success	0	54,488	0		
H Aspiring Homemakers	5,172	25,182	86		
I Family Basics	0	13,450	0		
J Transient Renters	21	4,817	2		
K Municipal Challenge	74,041	35,139	885		
L Vintage Value	262	20,674	5		
M Modest Traditions	0	23,556	0		
N Urban Cohesion	2,623	7,897	140		
O Rental Hubs	16,936	53,206	134		
Totals	121,168	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 K Municipal Challenge with a count of 74,041 representing 61.11 % of the overall distribution, in comparison to the base where 6.90 % fall into this group. The smallest group is B Prestige Positions with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is A City Prosperity taking up 18.18 % of the target area. In contrast the most under represented group is B Prestige Positions with just 0.00 %.

*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

K Municipal Challenge - 61.11 %



Urban renters of social housing facing an array of challenges.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

A City Prosperity - 18.18 %



High status city dwellers living in central locations and pursuing careers with high rewards.

Key Features

- High value properties
- Central city areas
- High status jobs
- Low car ownership
- High mobile phone spend
- High Internet use

O Rental Hubs - 13.98 %



Educated young people privately renting in urban neighbourhoods.

Key Features

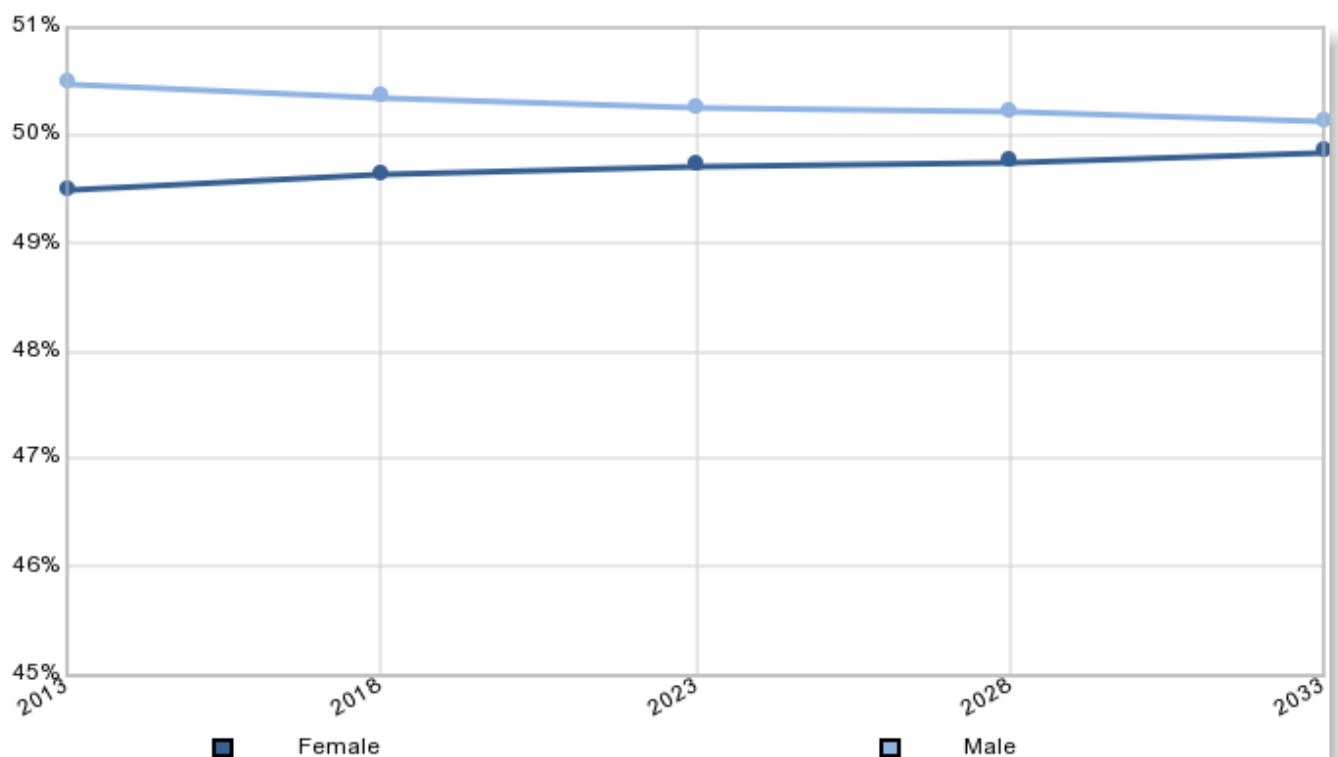
- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

Will the population of the area grow or decline?

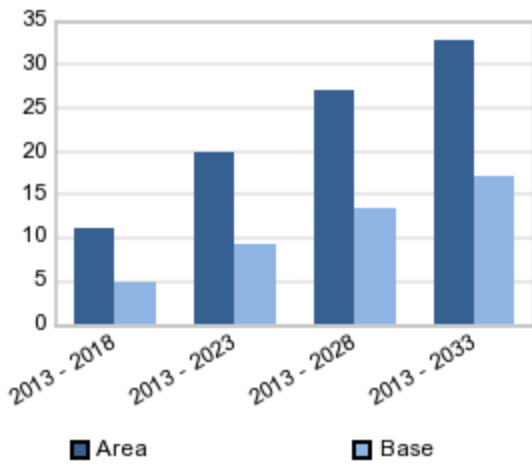
Population Projection	Area	% Change since 2013	Base	% Change since 2013
Population projection 2018	134,912		533,219	
Female Population projection 2018	66,967		269,145	
Male Population projection 2018	67,945		264,074	
Projected change from 2013	13,743	11.34	24,155	4.75
Population projection 2023	145,935		555,920	
Female Population projection 2023	72,581		280,627	
Male Population projection 2023	73,354		275,293	
Projected change from 2013	24,767	20.44	46,856	9.20
Population projection 2028	154,611		577,319	
Female Population projection 2028	76,956		291,681	
Male Population projection 2028	77,655		285,638	
Projected change from 2013	33,443	27.60	68,255	13.41
Population projection 2033	162,170		596,828	
Female Population projection 2033	80,852		301,724	
Male Population projection 2033	81,318		295,104	
Projected change from 2013	41,002	33.84	87,764	17.24

Source: Experian Population Projections (2013).

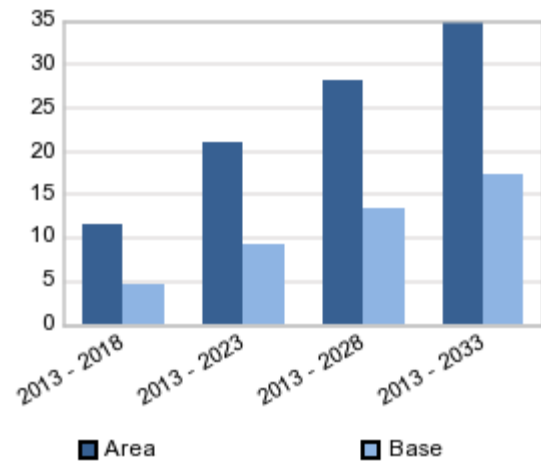
% Population Change by Gender



% Population Change (Male)



% Population Change (Female)



For 2013 the total population estimate is 121,168, this is divided into 50.49 % male and 49.51 % female. By 2018 the population is expected to have changed to 134,912, this is a projected change of 11.34 % over five years, and the gender split is predicted to be 49.64 % female and 50.36 % male. In the five years to 2023 the population is estimated to change to 145,935, this is a further 8.17 % change, and is expected to be divided into 49.74 % female and 50.26 % male. By 2028 the population is expected to be 154,611, a further change of 5.94 %, and split into 49.77 % female and 50.23 % male. By 2033 the population is expected to be 162,170, a change of 4.89 %, and divided into 49.86 % female and 50.14 % 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.

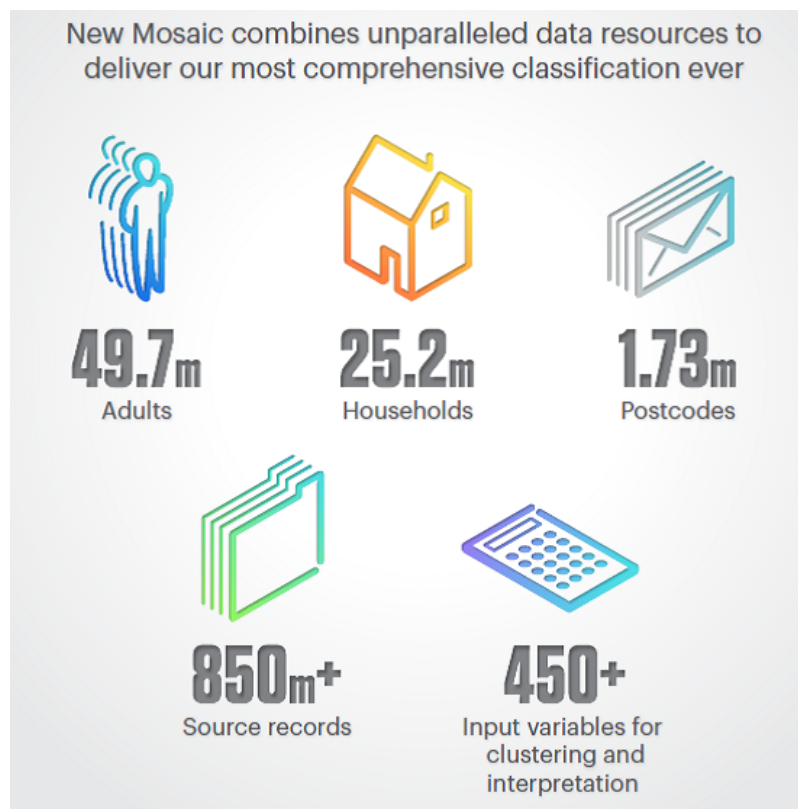
Projections of residential population are available for each year from 2014 to 2033 . These are split by gender and 18 age bands.

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.

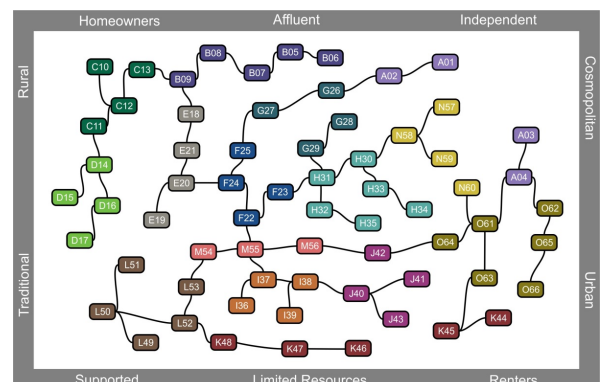
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

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.