

Black Horse Inn - 1 mile, Swaffham Bulbeck, CB250HP Understanding Demographics

Describing
Black Horse Inn - 1 mile, Swaffham Bulbeck, CB250HP
In Relation To
United Kingdom

Package Contents

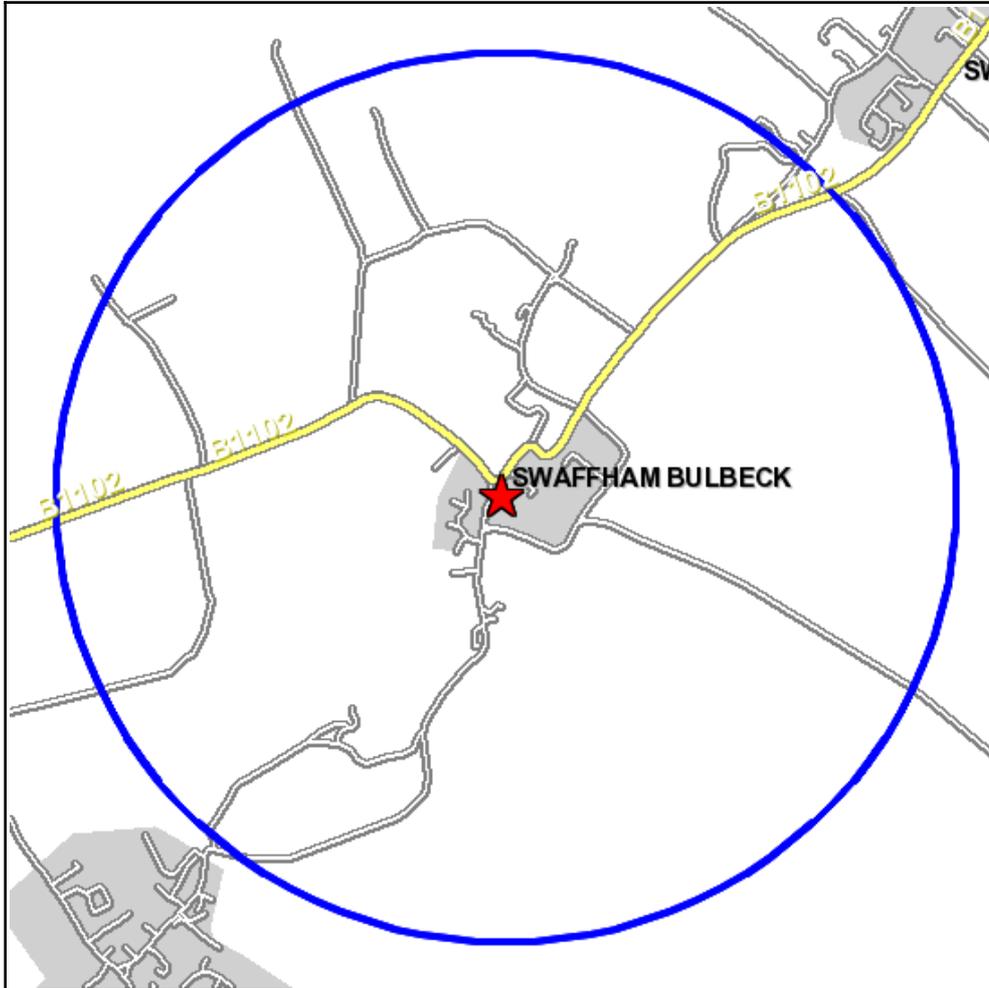
- Map Showing your area
- Understanding the demographics of your area
- Understanding the Residential Profile by Mosaic UK
- Understanding the Top 3 Mosaic UK Groups
- Daytime Population Profile by Mosaic UK
- Population Growth
- Explanation - Population Projections
- Explanation - Mosaic
- Explanation - Mosaic Daytime
- Explanation - Census



Describing **Black Horse Inn - 1 mile, Swaffham Bulbeck, CB250HP** in relation to **United Kingdom**

Creation Date: 06/02/15

Map showing your area



Geography Selection:

1 mile radius around Black Horse Inn - 1 mile, Swaffham Bulbeck, CB250HP

Boundary Colour

■ 1 mile radius

Source: Crown Copyright Reserved. Copyright Experian 2012.

Date: 06/02/15



Summary of your area

There are **965** people living within **Black Horse Inn - 1 mile, Swaffham Bulbeck, CB250HP**, of which **445** are male and **520** are female.

Within this population **536** are economically active, whilst **163** are classed as economically inactive.

65.36% of houses are owner occupied whilst **6.42%** are privately rented.

The three highest Mosaic groups are **B Professional Rewards**, **D Small Town Diversity** and **C Rural Solitude**.

The population of the area is expected to change by **6.60%** by 2017.



Understanding Demographics



Describing **1 Miles: Black Horse Inn - 1 mile, Swaffham Bulbeck, CB250HP** in relation to UK
 Creation Date: February 6, 2015

Understanding the make-up of your area

	Area	Base
Total Households	401	27,112,349
Total Population	965	63,115,915
Total Males	445	31,109,048
Total Females	520	32,006,867

The current year estimates show a total resident population of **965** in the study area, compared to **63,115,915** in the base selection. When looking at the population of households there are **401** in your area and **27,112,349** in your base selection. This was split by **53.85%** of the population being female and **46.15%** being male in the study area.

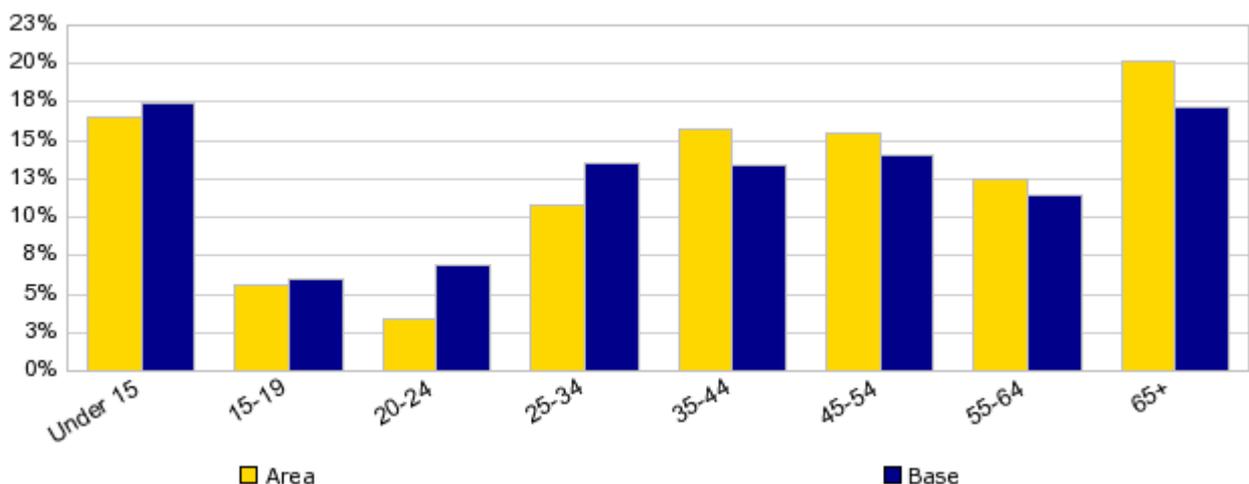
Source: Experian Current year estimates (Mid-year 2012).

Understanding who lives in your area

Age Bands	Area	Base	Index*
Under 15	160	10,970,564	95
15-19	55	3,786,773	94
20-24	33	4,365,284	49
25-34	104	8,551,784	79
35-44	152	8,456,376	110
45-54	149	8,867,221	108
55-64	120	7,255,971	108
65+	194	10,861,942	117

Source: Experian Age and Gender Estimates (2012).

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 **65+** with a count of **194** representing **20.10%** in the study area. The smallest proportion was in age band **20-24** with a count of **33** which represents **3.41%**. In the study area the most over represented age band in comparison to the base selection is **35-44** with an index value of **117**. The band that is most under represented is **20-24** with an index of **49**, 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	Index*
White	888	52,481,255	111
Mixed	9	673,743	84
Asian or Asian British	10	2,328,784	27
Black or Black British	0	1,147,400	-5
Chinese or Other	0	472,190	1

Source: ONS Census Data (2001).

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:

97.88% White

0.99% Mixed

1.11% Asian or Asian British

0.00% Black or Black British

0.01% Chinese or Other

91.91% White

1.18% Mixed

4.08% Asian or Asian British

2.01% Black or Black British

0.83% Chinese or Other

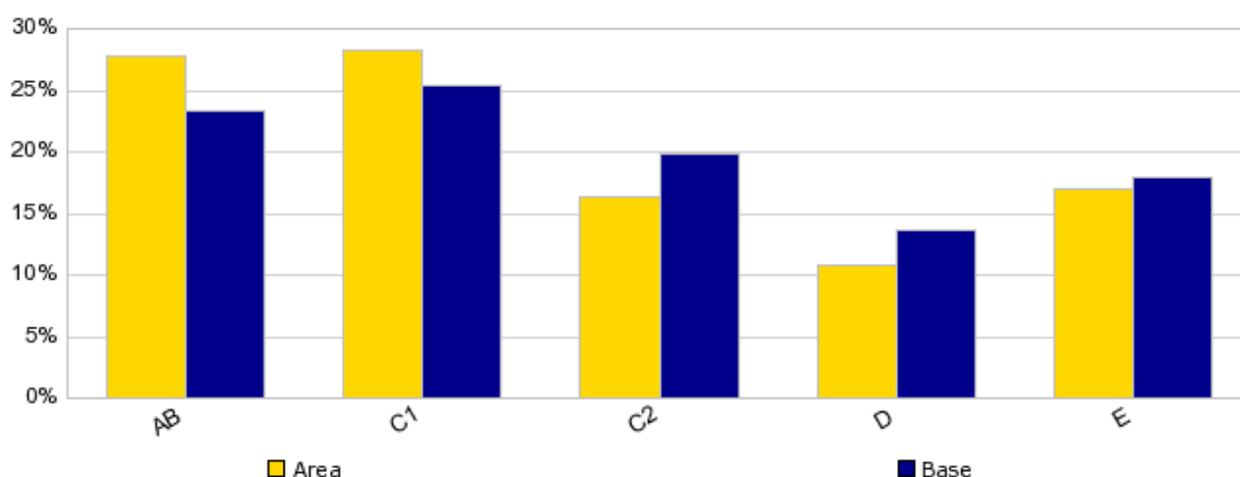
In the study area the largest ethnic group is **White** taking up **97.88%** of the population with a count of **888**. This is in comparison to the selected base with **91.91%** of the population being **White**. The smallest ethnic representation in the study area was **Black or Black British** with a count of **0**, compare this to the base selection where the smallest group was **Chinese or Other** with a count of **472,190**.

Understanding the Social Grade

Social Grade	Area	Base	Index*
AB Higher & intermediate manage/admin/prof	220	11,697,217	121
C1 Supervisory, cleric, junior manage/admin/prof	223	12,741,084	111
C2 Skilled manual workers	129	9,977,173	82
D Semi-skilled and unskilled manual workers	85	6,836,899	95
E On state benefit, unemployed, lowest grade workers	134	8,983,966	77

Source: Experian Current Year Estimates based on ONS Census Data (2012).

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 **223** people falling into this group, which is **28.19%** of the overall distribution. The smallest proportion falls into grade **D** with a count of **85** taking up **10.78%**. When comparing this to the selected base the most over represented grade is **AB** with an index* count of **119**, whereas the most under represented group is **D** with an index count of **79**.

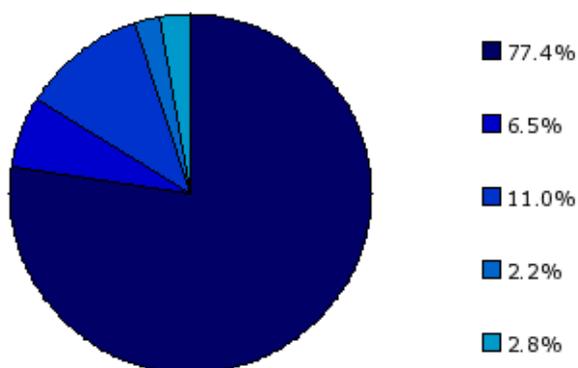
Understanding the Economic Activity

Economically Active		Area	Base	27	100	153
Employee	415	23,599,501			101	
Self employed with employees	35	1,369,452				
Self employed without employees	59	2,454,603				
Unemployed	12	2,081,789				
Full-time students	15	1,260,418		67		
Economically Inactive				53	100	120
Retired	77	6,217,979				
Student	26	2,528,733			97	
Looking after home/ family	35	2,908,572				
Permanently sick/ disabled	15	2,483,308				
Other	11	1,413,384		76		

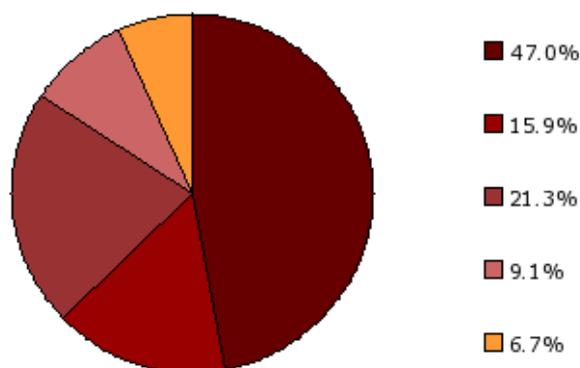
Source: Experian Current Year Estimates based on ONS Census Data (2012).

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 **43.03%** of the population are employed, this is **415** people, compare this to your base where **37.39%** are employed. The smallest economically active group is **Unemployed** representing **1.24%**, compare this to the selected base where this group represents **3.30%**. When analysing index* values the most over represented group is **Self employed with employees** with an index of **148**, taking up **3.66%**.

When considering economic inactivity the largest proportion in the study area belongs to the **Retired** group with a count of **77** representing **7.94%**. The smallest inactive group is **Other** with **11** which is **1.17%**. When looking at the index values the group that is most over represented is **Retired** with an index of **117**, representing **7.94%**.

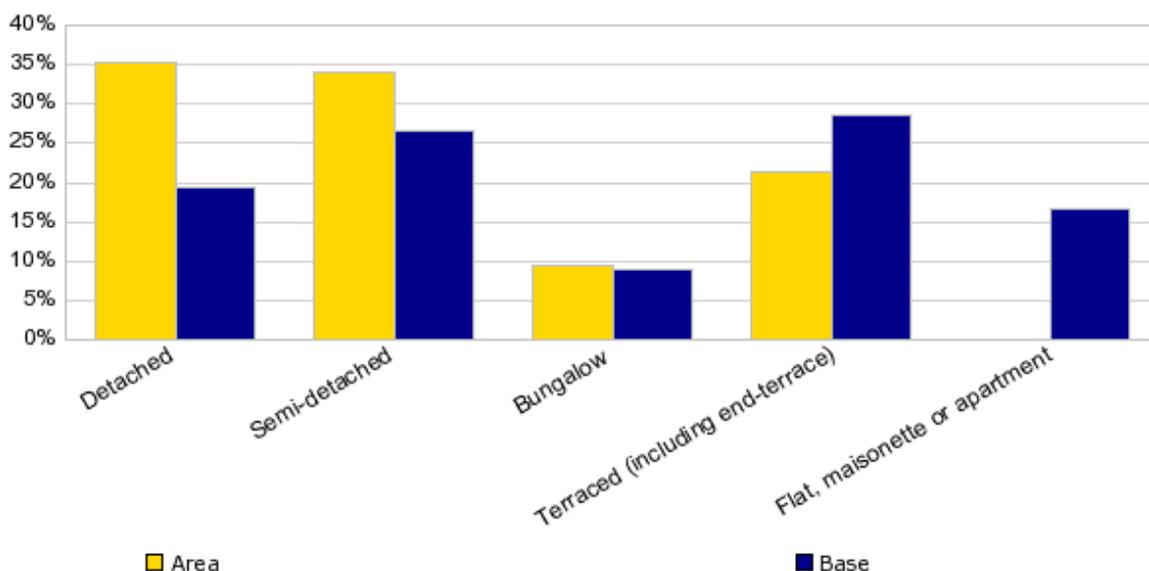
*An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	0	100	190
Detached	128	4,831,803			
Semi-detached	124	6,637,289		128	
Bungalow	34	2,222,919		106	
Terraced (including end-terrace)	77	7,114,420	75		
Flat, maisonette or apartment	0	4,163,738			

Source: Experian ConsumerView Household Directory 2011.

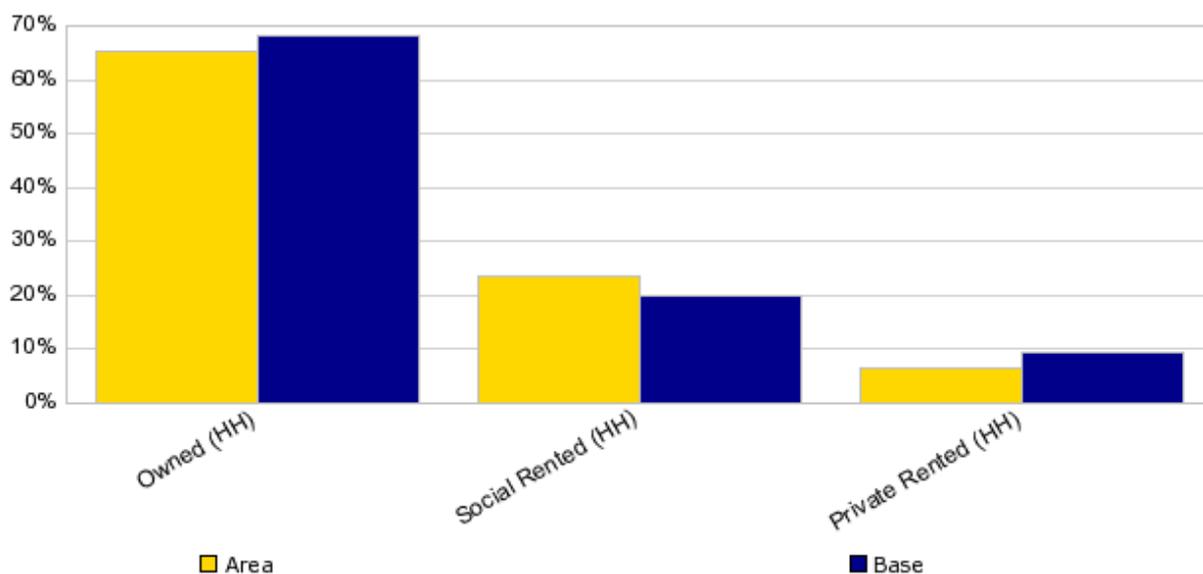
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	64	100	120
Owned (HH)	242	16,724,882		96	
Social Rented (HH)	87	4,885,741			
Private Rented (HH)	24	2,345,327			

Source: ONS Census Data (2001).

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



124 households within your area live in a **Semi-detached** dwelling, this is **34.04%**. Compare this to a figure of **6,637,289** in your base making up **26.58%**. The smallest number of households live in a **Terraced (including end-terrace)** dwelling, this is **0** households and makes up **0.08%**. When analysing the index* figures, we can deduce that the most over represented dwelling type is **Detached** with a figure of **182**, this makes up **35.19%** in the study area.

When considering the tenure of households we can see that the largest proportion are **Owned** with a figure of **242** making up **65.36%**. The smallest amount fall into the **Private rented** at **6.42%**. When looking at the index figures the most over represented tenure type is **Social Rented** with an index of **118**, **23.52%** of households fall into this category in the study area.

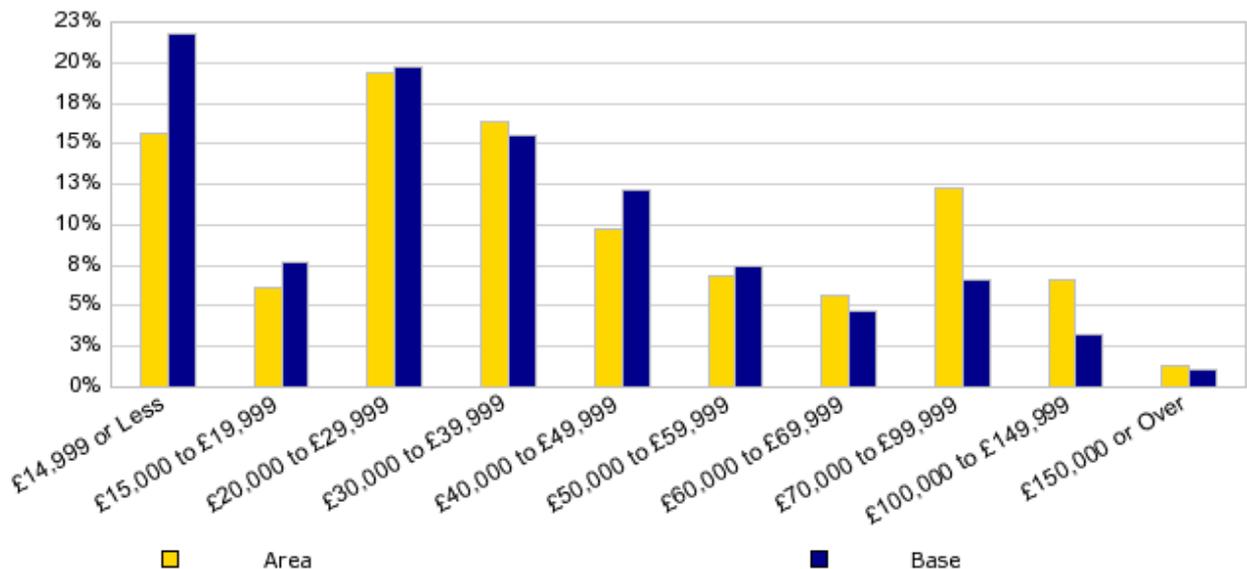
*An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

Understanding Household Income

Household Income	Area	Base	65	100	213
£14,999 or Less	57	5,441,958			
£15,000 to £19,999	22	1,924,494			
£20,000 to £29,999	70	4,914,874	98		
£30,000 to £39,999	60	3,885,649		105	
£40,000 to £49,999	35	3,041,965			
£50,000 to £59,999	25	1,858,483	91		
£60,000 to £69,999	21	1,176,779		121	
£70,000 to £99,999	45	1,647,083			186
£100,000 to £149,999	24	797,626			
£150,000 or Over	5	281,258		121	

Source: Income Band Distributions (2012).

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



79 households within your area have an income of **£19,999 or less**, this forms **21.79%** of the overall distribution. The smallest count is **5** and these fall into household income band **£150,000 or Over** making up **1.36%**. When using your base as a comparison the biggest majority fall into the income band **£14,999 or less** which makes up **21.79%** of the overall view. When using index* figures as a guide we can see that the income band **£100,000 to £149,999** is over represented making up **7 %** with an index of **207**, the most under represented banding is **£14,999 or less** with a figure of **72** making up **16%** 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.



Understanding the residential profile by Mosaic UK

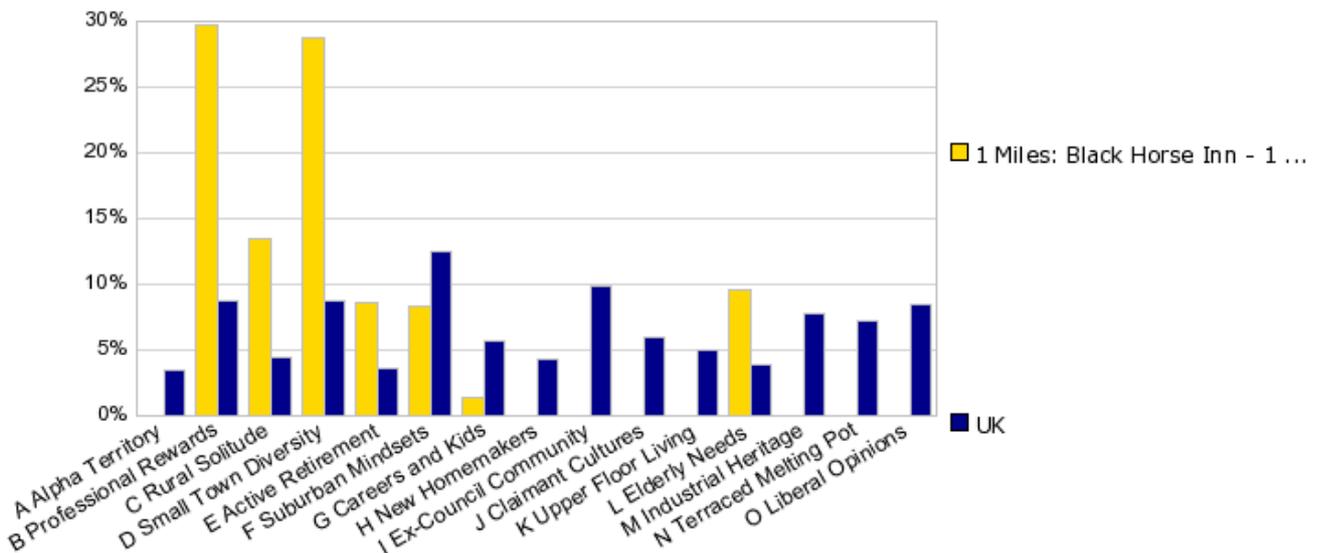
Explanation of Mosaic UK

Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups. The 15 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 Short	Area	Base	-17	100	358
A Alpha Territory	0	2,215,050	0		
B Professional Rewards	286	5,488,431			
C Rural Solitude	130	2,794,015			305
D Small Town Diversity	277	5,517,643			
E Active Retirement	83	2,282,560			238
F Suburban Mindsets	80	7,846,414		67	
G Careers and Kids	14	3,553,190	25		
H New Homemakers	0	2,735,186	0		
I Ex-Council Community	0	6,208,842	0		
J Claimant Cultures	0	3,752,716	0		
K Upper Floor Living	0	3,133,950	0		
L Elderly Needs	92	2,433,392			247
M Industrial Heritage	0	4,865,836	0		
N Terraced Melting Pot	0	4,576,202	0		
O Liberal Opinions	0	5,305,677	0		
Totals	965	63,115,915			

Source: Experian Mosaic UK Classification (2012).

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 **B Professional Rewards** with a count of **286** representing **29.68%** of the overall distribution, in comparison to the base where **8.70%** fall into this group. The smallest proportion fall into Mosaic Group **H New Homemakers** with a count of **0** which represents **0.00%**. The index* figures indicate that the most over represented group is **B Professional Rewards** taking up **29.68%**, in contrast the most under represented group is **H New Homemakers** which takes up **0.00%**.

*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 top three Mosaic UK Groups

29.68% - B Professional Rewards



Experienced professionals in successful careers enjoying financial comfort in suburban or semi-rural homes.

- Suburban
- Executives and managers
- Small businesses
- Senior positions
- Significant equity
- Married with children
- Comfortable
- Good education
- Theatre / arts
- Car ownership

28.70% - D Small Town Diversity



Residents of small and medium-sized towns who have strong roots in their local community.

- Strong roots
- Lower incomes
- Mostly mature
- Home improvement
- Mixed ages and housing
- Small Towns
- Traditional
- Mid-Market papers
- Grandchildren
- Birdwatching

13.51% - C Rural Solitude



Residents of small villages and isolated homes where farming and tourism are economic mainstays.

- Small villages
- Isolated farmhouses
- Community spirit
- Farmers
- Small businesses
- Married
- Large buildings
- High motor costs
- Country pursuits
- Mature



What is the daytime population profile by Mosaic UK

Explanation of Mosaic UK

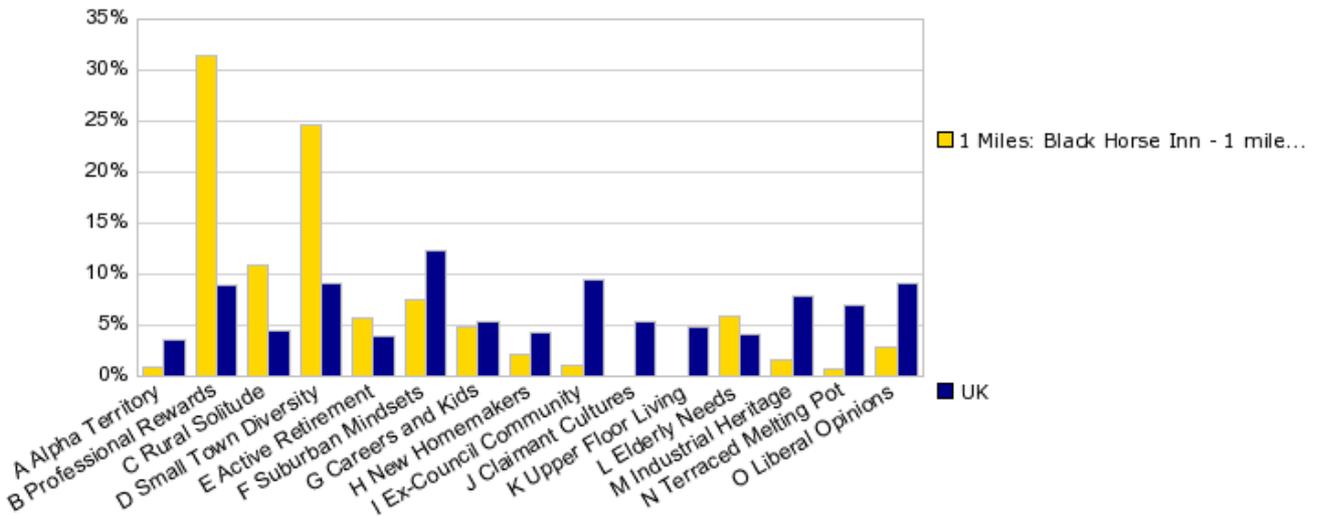
Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups. The 15 Groups are shown below as a profile. They provide a summary of the detailed picture painted of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK Group	Area	Base	Index*
A Alpha Territory	7	1,801,226	100
B Professional Rewards	252	4,557,882	368
C Rural Solitude	87	2,314,454	238
D Small Town Diversity	197	4,647,552	269
E Active Retirement	46	2,028,125	142
F Suburban Mindsets	60	6,261,027	61
G Careers and Kids	39	2,743,200	89
H New Homemakers	18	2,203,602	51
I Ex-Council Community	9	4,844,785	51
J Claimant Cultures	0	2,724,125	0
K Upper Floor Living	0	2,425,084	0
L Elderly Needs	47	2,113,631	140
M Industrial Heritage	13	4,004,192	140
N Terraced Melting Pot	5	3,542,417	140
O Liberal Opinions	23	4,641,553	140
Totals	802	50,852,855	

Source: Experian Mosaic UK Daytime Classification (2012).

(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 **B Professional Rewards** with a count of **252** representing **31.49%** of the overall distribution, in comparison to the base where **8.96%** fall into this group. The smallest proportion fall into Mosaic Group **J Claimant Cultures** with a count of **0** which represents **0.01%**. The index* figures indicate that the most over represented group is **B Professional Rewards** taking up **31.49%**, in contrast the most under represented group is **J Claimant Cultures** which takes up **0.01%**.

*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.

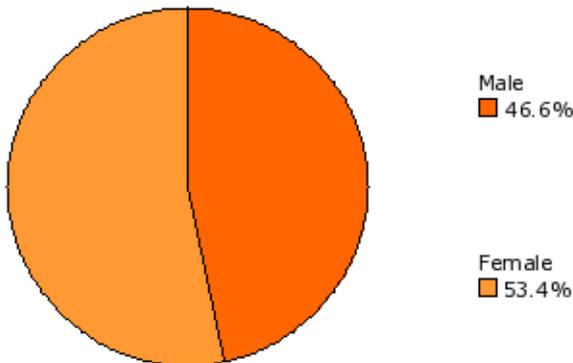


Will the population of the area grow or decline?

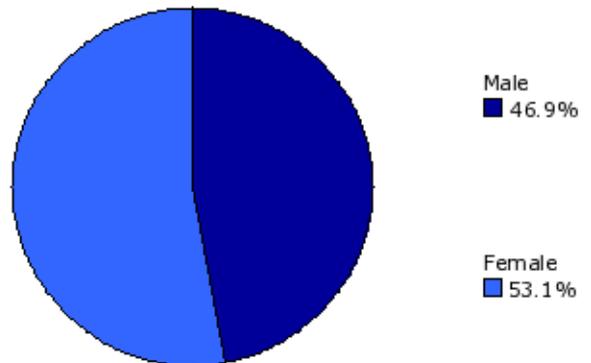
		1 Miles: Black Horse Inn - 1 mile, Swaffham Bulbeck, CB250HP		UK
Population Projection				
Population projection 2017		1,029		65,254,712
	Female Population projection 2017	550		33,000,191
	Male Population projection 2017	479		32,254,521
Projected change from 2012		64		2,138,797
Population projection 2022		1,083		67,449,523
	Female Population projection 2022	575		34,048,161
	Male Population projection 2022	508		33,401,362
Projected change from 2012		118		4,333,608
Population projection 2027		1,142		69,503,650
	Female Population projection 2027	605		35,049,419
	Male Population projection 2027	537		34,454,231
Projected change from 2012		177		6,387,735
Population projection 2032		1,182		71,326,357
	Female Population projection 2032	628		35,950,834
	Male Population projection 2032	555		35,375,523
Projected change from 2012		217		8,210,442

Source: Experian Population Projections (2012).

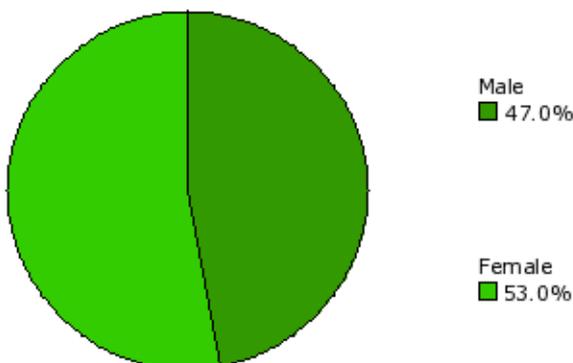
Gender Breakdown 2017



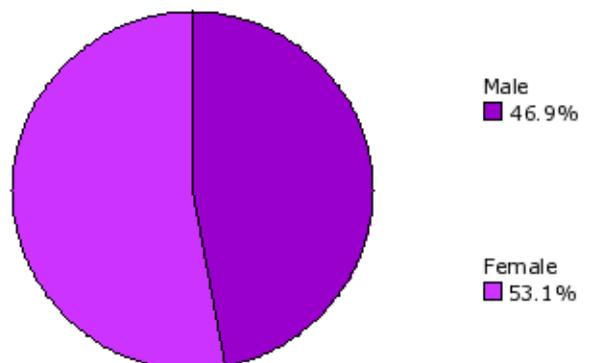
Gender Breakdown 2022



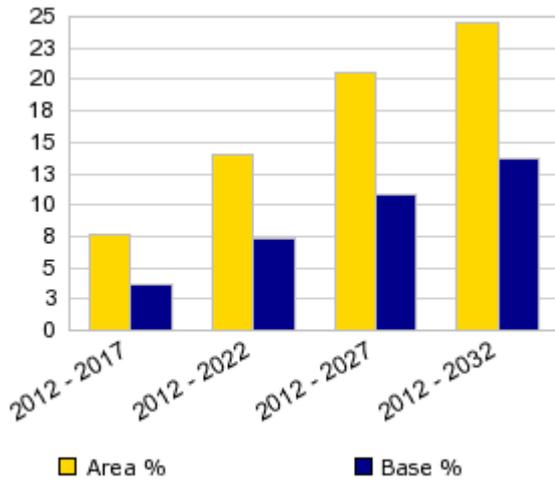
Gender Breakdown 2027



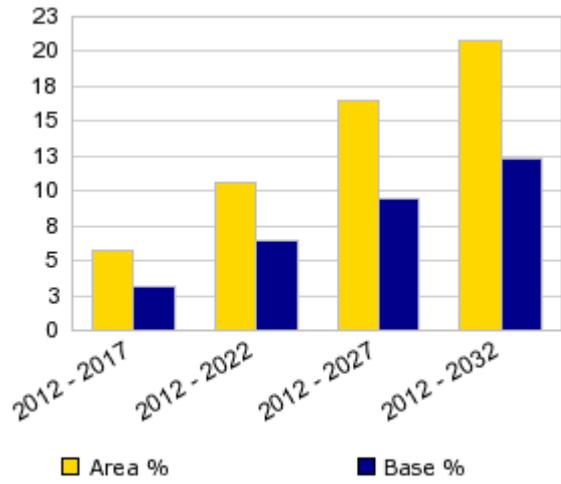
Gender Breakdown 2032



% Population Change (Male)



% Population Change (Female)



For 2012 the total population estimate is **965**, this is divided into **46.15%** male and **53.85%** female. By 2017 the population is expected to have changed to **1,029**, this is a projected change of **6.60%** over five years, and the gender split is predicted to be **53.42%** female and **46.58%** male. In the five years to 2022 the population is estimated to change to **1,083**, this is a further **5.29%** change, and is expected to be divided into **53.10%** female and **46.90%** male. By 2027 the population is expected to be **1,142**, a further change of **5.42%**, and split into **52.98%** female and **47.02%** male. By 2032 the population is expected to be **1,182**, a change of **3.56%**, and divided into **53.09%** female and **46.91%** 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 2012 to 2032. These are split by gender and 18 age bands.



Understanding Demographics

Data Explanation Page - **Mosaic UK**



Data Components

Classification Data

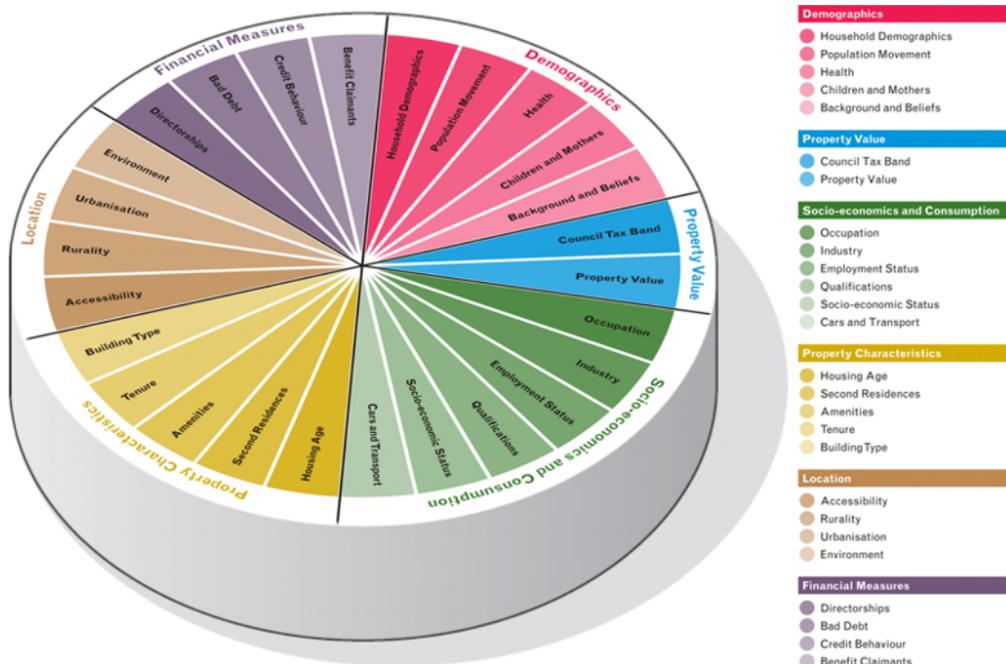
62% of the information used to build Mosaic UK is sourced from a combination of data that includes Experian's UK Consumer Dynamics Database, which provides consumer demographic information for the UK's 47 million adults and 24 million households. The database is built from an unrivalled variety of privacy-compliant 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 and other compiled consumer data. The remaining 38% of the data is sourced from the Census current year estimates that Experian has produced by utilising its wealth of data assets to track change in the key 2001 Census variables. All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification twice a year.

Descriptive Data

The key to understanding the behaviour of each Mosaic UK type is the richness of the descriptive data. Experian owns and sources a number of authoritative sources of media and market research that allows us to build a rich picture of the nation's social-cultural diversity.

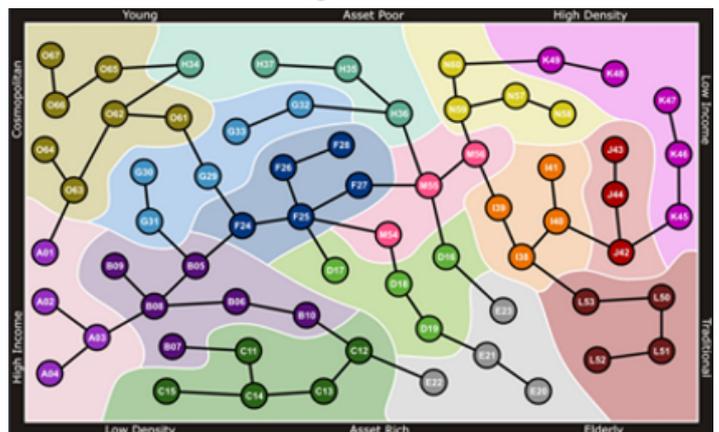
Resolution

The Mosaic UK classification is built by one of the world's most experienced consumer segmentation modelling teams. The latest version of Mosaic UK classifies all individuals, households or postcodes in the UK into a set of homogenous lifestyle types.



The Mosaic Family Tree

The Mosaic UK family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.





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.

2012 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 2012 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 2012 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 2012 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.



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.

Census output is Crown copyright and is reproduced with the permission of the Controller of the HMSO and the Queen's Printer for Scotland.

Data from the Expenditure and Food Survey has been made available by the Office for National Statistics and has been used by permission. The ONS do not bear any responsibility for the analysis or interpretation of the data reported here.