

Location Analyst

UK



Hawley Arms Farnborough Demogs Report 0.5 miles

Understanding Demographics

12 October, 2020

Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups



Describing Hawley Arms (0.5 Miles) in relation to England
Creation Date: October 12, 2020

Understanding the make-up of your area

| | Area | Base |
|------------------|-------|------------|
| Total Households | 3,372 | 23,706,750 |
| Total Population | 9,149 | 56,539,662 |
| Total Males | 4,422 | 27,942,050 |
| Total Females | 4,727 | 28,597,612 |

The current year estimates show a total resident population of 9,149 in the study area, compared to 56,539,662 in the base selection. When looking at households there are 3,372 in your area and 23,706,750 in your base selection. This was split by 51.66 % of the population being female and 48.34 % being male in the study area.

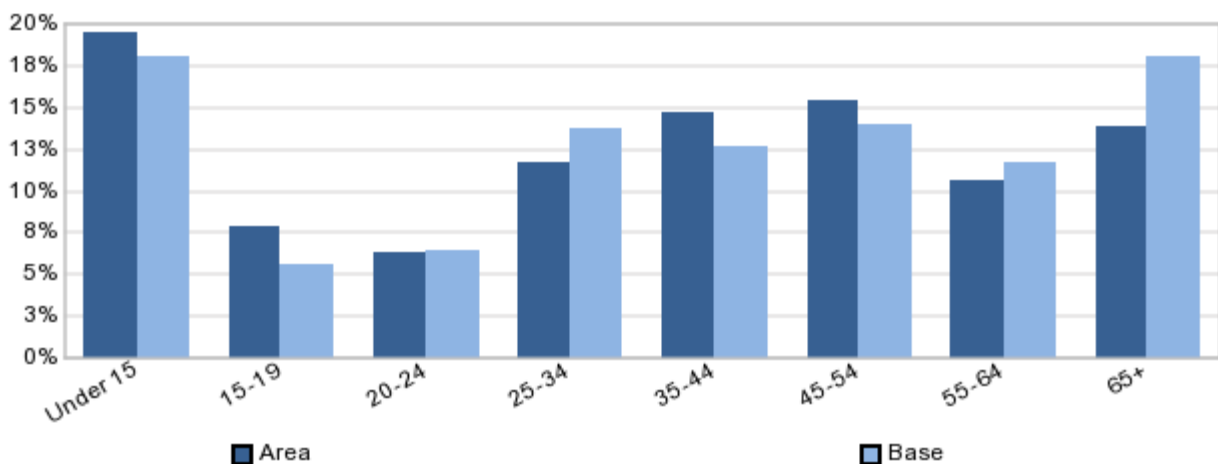
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

| Age Bands | Area | Base | Index |
|-----------|-------|------------|------------|
| | | | 73 100 143 |
| Under 15 | 1,793 | 10,187,245 | 109 |
| 15-19 | 716 | 3,156,587 | 140 |
| 20-24 | 571 | 3,608,302 | 98 |
| 25-34 | 1,067 | 7,771,178 | 85 |
| 35-44 | 1,352 | 7,180,202 | 116 |
| 45-54 | 1,410 | 7,862,170 | 111 |
| 55-64 | 971 | 6,558,672 | 92 |
| 65+ | 1,269 | 10,215,306 | 77 |

Source: Experian Age and Gender Estimates (2018).

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 1,793 representing 19.59 % of the study area. The smallest proportion is in age band 20-24 with a count of 571 which represents 6.24 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 140. 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 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 | 6,693 | 47,980,757 | 86 |
| Gypsy / Traveller / Irish Traveller | 25 | 59,424 | 259 |
| Mixed / Multiple Ethnic Groups | 244 | 1,303,845 | 116 |
| Asian / Asian British: Indian | 96 | 1,498,351 | 39 |
| Asian / Asian British: Pakistani | 35 | 1,172,625 | 18 |
| Asian / Asian British: Bangladeshi | 38 | 489,647 | 47 |
| Asian / Asian British: Chinese | 44 | 436,702 | 63 |
| Asian / Asian British: Other Asian | 1,718 | 921,639 | 1,152 |
| Black / African / Caribbean / Black British | 168 | 2,058,715 | 50 |
| Other Ethnic Group | 89 | 617,957 | 89 |

Source: Experian Current Year Estimates based on ONS Census Data (2018).

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:

| | |
|--|--|
| 73.15 % White | 84.86 % White |
| 0.27 % Gypsy / Traveller / Irish Traveller | 0.11 % Gypsy / Traveller / Irish Traveller |
| 2.66 % Mixed / Multiple Ethnic Groups | 2.31 % Mixed / Multiple Ethnic Groups |
| 1.04 % Asian / Asian British: Indian | 2.65 % Asian / Asian British: Indian |
| 0.38 % Asian / Asian British: Pakistani | 2.07 % Asian / Asian British: Pakistani |
| 0.41 % Asian / Asian British: Bangladeshi | 0.87 % Asian / Asian British: Bangladeshi |
| 0.48 % Asian / Asian British: Chinese | 0.77 % Asian / Asian British: Chinese |
| 18.78 % Asian / Asian British: Other Asian | 1.63 % Asian / Asian British: Other Asian |
| 1.84 % Black / African / Caribbean / Black British | 3.64 % Black / African / Caribbean / Black British |
| 0.97 % Other Ethnic Group | 1.09 % Other Ethnic Group |

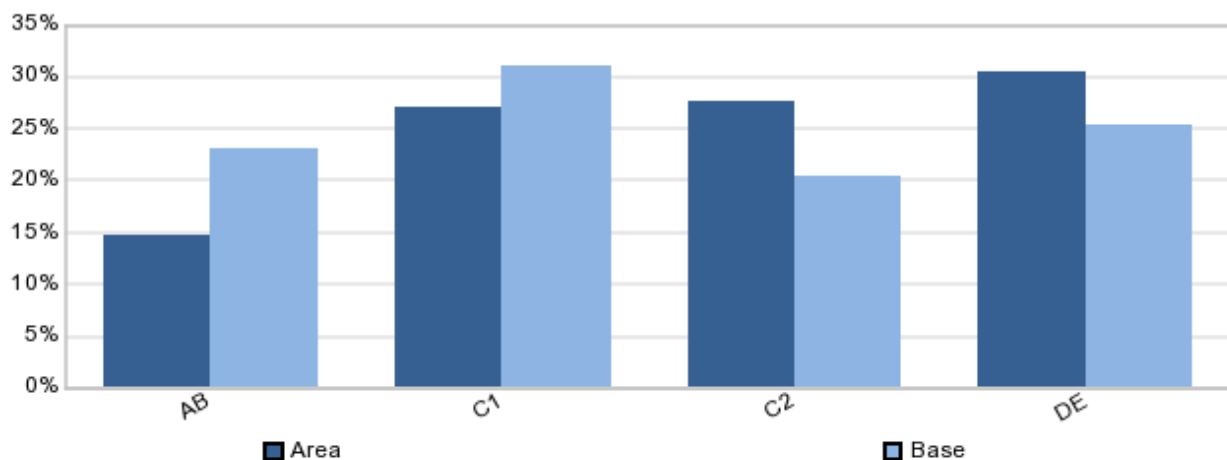
In the study area the largest ethnic group is White taking up 73.15 % of the population with a count of 6,693. This is in comparison to the selected base with 84.86 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 25, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 59,424.

Understanding the Social Grade

| Social Grade | Area | Base | Index |
|--|------|-----------|-------|
| AB Higher & intermediate manage/admin/prof | 401 | 4,067,540 | 64 |
| C1 Supervisory, cleric, junior manage/admin/prof | 731 | 5,463,859 | 87 |
| C2 Skilled manual workers | 752 | 3,610,626 | 135 |
| DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers | 827 | 4,477,840 | 120 |

Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 DE forms the largest proportion with 827 people falling into this group, which is 30.50 % of the overall distribution. The smallest proportion falls into grade AB with a count of 401 taking up 14.78 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 135, whereas the most under represented group is AB with an index count of 64.

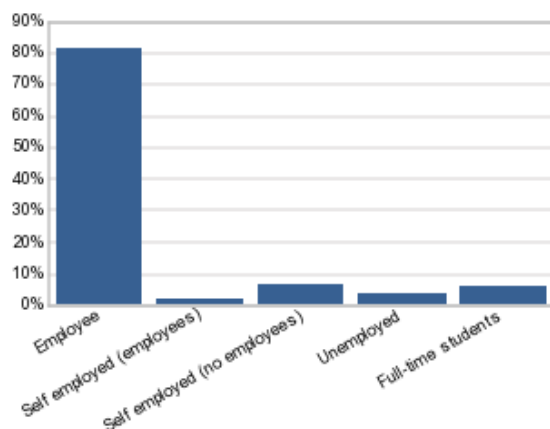
Understanding the Economic Activity

| Economically Active | Area | Base | Index | 43 | 100 | 133 |
|---------------------------------|-------|------------|-------|----|-----|-----|
| Employee | 4,003 | 22,374,276 | 105 | | | |
| Self employed with employees | 77 | 951,381 | 48 | | | |
| Self employed without employees | 327 | 3,233,910 | 60 | | | |
| Unemployed | 202 | 962,069 | 124 | | | |
| Full-time students | 310 | 1,412,032 | 129 | | | |
| Economically Inactive | | | | 72 | 100 | 149 |
| Retired | 598 | 5,445,078 | 76 | | | |
| Student | 379 | 2,383,574 | 110 | | | |
| Looking after home/ family | 336 | 1,791,976 | 129 | | | |
| Permanently sick/ disabled | 265 | 1,669,081 | 110 | | | |
| Other | 189 | 893,637 | 146 | | | |

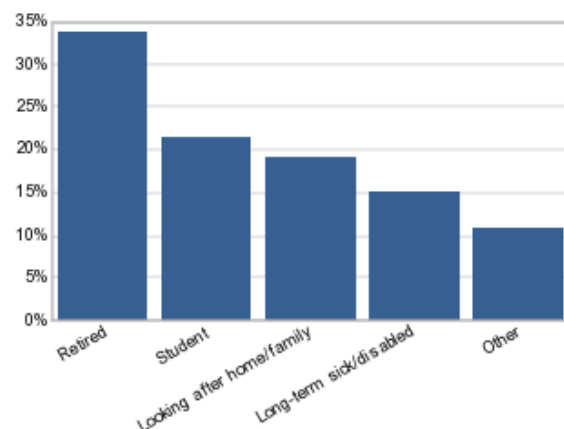
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 59.84 % of the population are employed, this is 4,003 people, compare this to your base where 54.42 % are employed. The smallest economically active group is Self employed with employees representing 1.16 %, compare this to the selected base where this group represents 2.31 %. When analysing index* values the most over represented group is Full-time students with an index of 129, taking up 4.64 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 598 representing 8.94 %. The smallest inactive group is Other with 189 which is 2.83 %. When looking at the index values the group that is most over represented is Other with an index of 146, representing 2.83 %.

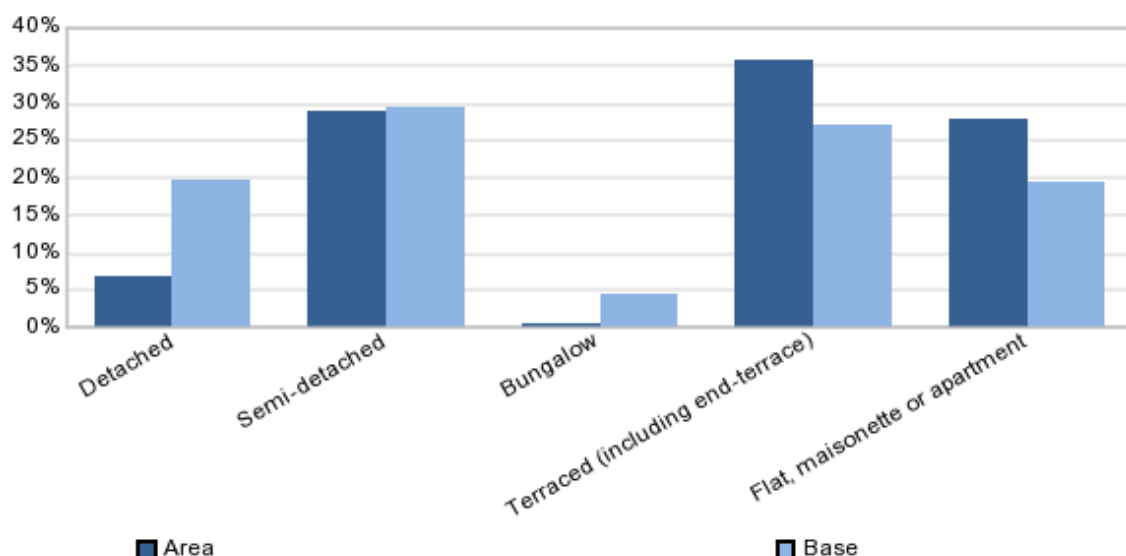
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

| Dwelling Type | Area | Base | Index | 5 | 100 | 149 |
|----------------------------------|-------|-----------|-------|---|-----|-----|
| Detached | 220 | 4,191,335 | 35 | | | |
| Semi-detached | 921 | 6,267,067 | 99 | | | |
| Bungalow | 18 | 976,047 | 12 | | | |
| Terraced (including end-terrace) | 1,140 | 5,766,542 | 133 | | | |
| Flat, maisonette or apartment | 886 | 4,148,676 | 143 | | | |

Source: Experian ConsumerView Household Directory 2019 .

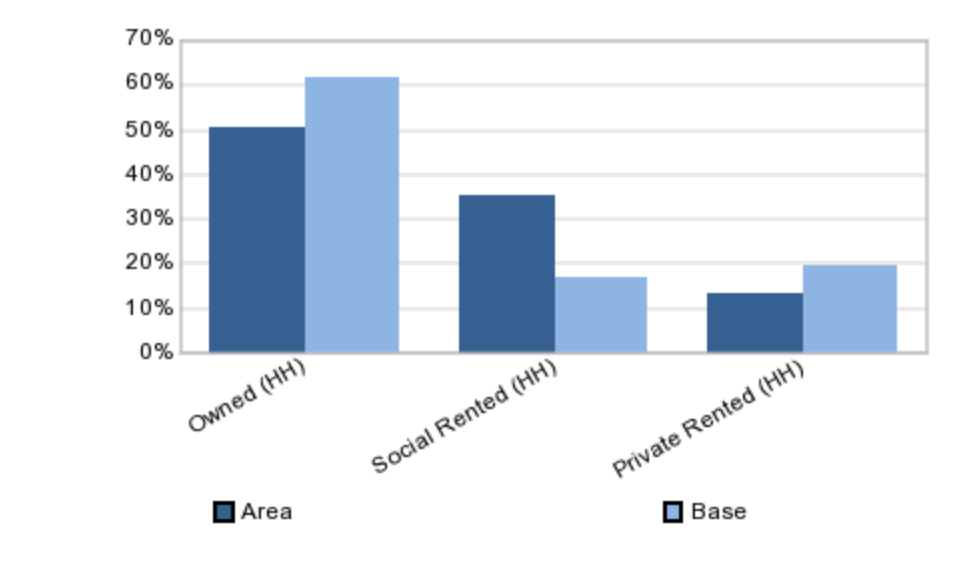
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



| Tenure | Area | Base | Index | 60 | 100 | 211 |
|---------------------|-------|------------|-------|----|-----|-----|
| Owned (HH) | 1,704 | 14,615,477 | 82 | | | |
| Social Rented (HH) | 1,187 | 4,067,655 | 205 | | | |
| Private Rented (HH) | 451 | 4,728,063 | 67 | | | |

Source: Experian Current Year Estimates based on ONS Census Data (2018).

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



921 households within your area live in a Semi-detached dwelling, this is 28.92 %. Compare this to a figure of 6,267,067 in your base making up 29.35 %. The smallest number of households live in a Bungalow dwelling, this is 18 households and makes up 0.56 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 143, this makes up 27.81 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,704 making up 50.54 %. The smallest amount fall into the Private rented at 13.39 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 205, 35.19 % of households fall into this category in the study area.

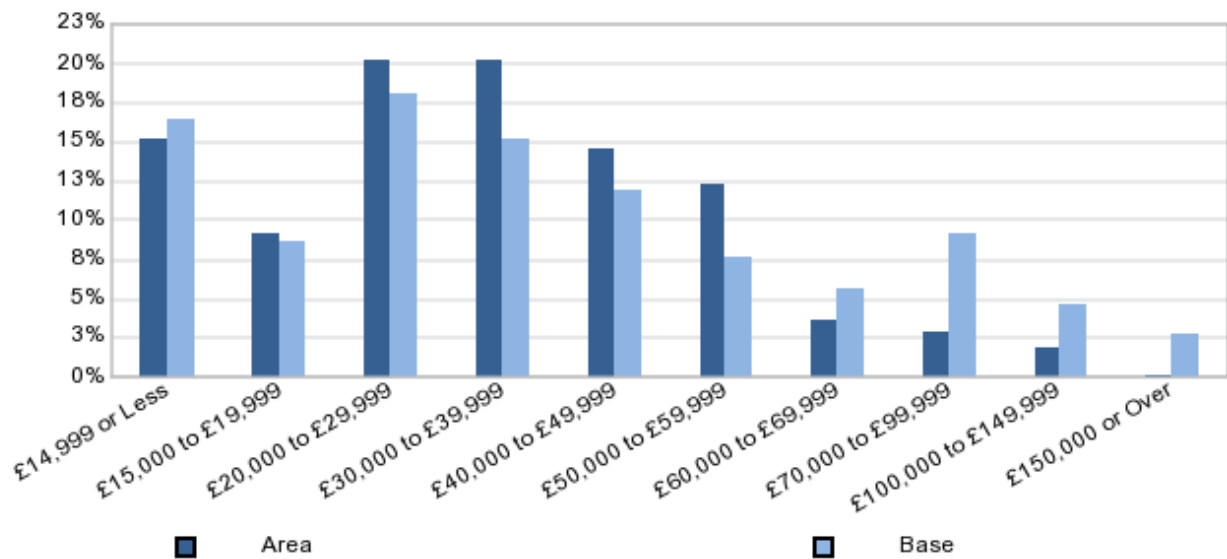
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

| Household Income | Area | Base | Index | 0 | 100 | 170 |
|----------------------|------|-----------|-------|---|-----|-----|
| £14,999 or Less | 508 | 3,895,159 | 92 | | | |
| £15,000 to £19,999 | 312 | 2,022,048 | 108 | | | |
| £20,000 to £29,999 | 681 | 4,286,339 | 112 | | | |
| £30,000 to £39,999 | 683 | 3,583,925 | 134 | | | |
| £40,000 to £49,999 | 491 | 2,814,502 | 123 | | | |
| £50,000 to £59,999 | 417 | 1,802,391 | 163 | | | |
| £60,000 to £69,999 | 121 | 1,358,964 | 63 | | | |
| £70,000 to £99,999 | 97 | 2,191,735 | 31 | | | |
| £100,000 to £149,999 | 59 | 1,101,768 | 38 | | | |
| £150,000 or Over | 4 | 649,919 | 4 | | | |

Source: Experian Income Bands 2016

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



820 households within your area have an income of £19,999 or less, this forms 24.32 % of the overall distribution. The smallest count is 4 and these fall into household income band £150,000 or Over making up 0.11 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 18.08 % of the overall view. When using index* figures as a guide we can see that the income band £50,000 to £59,999 is over represented making up 12.36 % with an index of 163, the most under represented banding is £150,000 or Over with a figure of 4 making up 0.11 % 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.

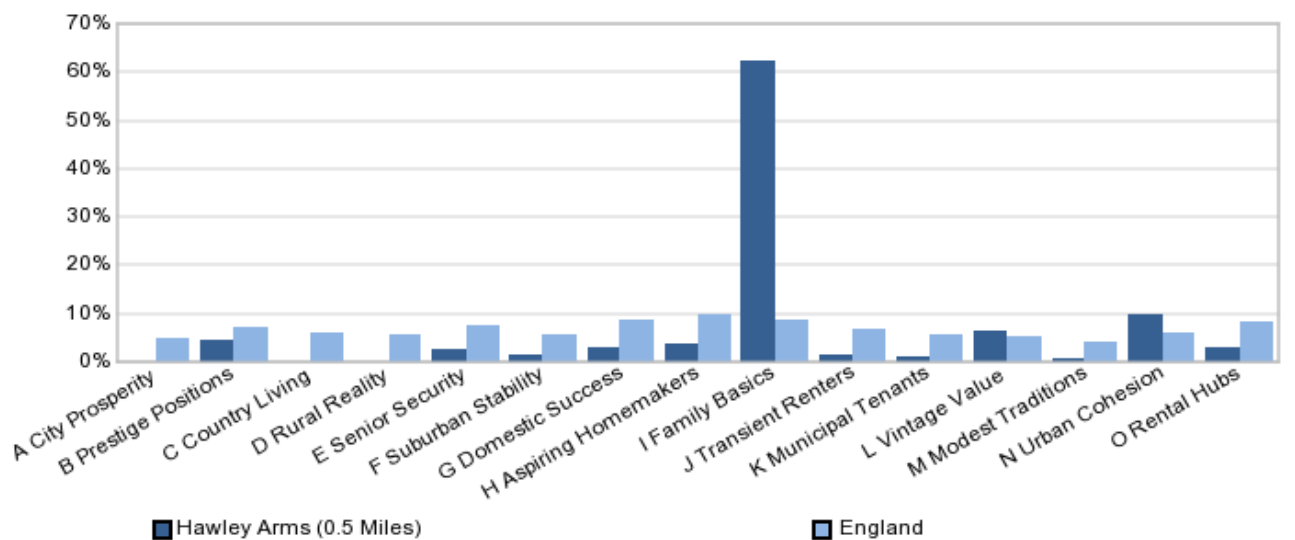
Understanding the residential profile by Mosaic UK 6

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 -35 100 | 735 |
|-----------------------|-------|------------|---------------|-----|
| A City Prosperity | 0 | 2,748,366 | 0 | |
| B Prestige Positions | 394 | 4,060,732 | 60 | |
| C Country Living | 0 | 3,350,308 | 0 | |
| D Rural Reality | 0 | 3,152,963 | 0 | |
| E Senior Security | 249 | 4,268,728 | 36 | |
| F Suburban Stability | 119 | 3,040,683 | 24 | |
| G Domestic Success | 266 | 4,958,193 | 33 | |
| H Aspiring Homemakers | 344 | 5,660,163 | 38 | |
| I Family Basics | 5,707 | 5,031,695 | 701 | |
| J Transient Renters | 139 | 3,671,606 | 23 | |
| K Municipal Tenants | 85 | 3,211,458 | 16 | |
| L Vintage Value | 577 | 2,881,386 | 124 | |
| M Modest Traditions | 80 | 2,340,177 | 21 | |
| N Urban Cohesion | 913 | 3,406,706 | 166 | |
| O Rental Hubs | 275 | 4,754,506 | 36 | |
| Totals | 9,149 | 56,539,662 | | |

Source: Experian Mosaic UK 6 Classification (2018).

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 I Family Basics with a count of 5,707 representing 62.38 % of the overall distribution, in comparison to the base where 8.90 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is I Family Basics taking up 62.38 % of the target area. In contrast the most under represented group is A City Prosperity 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

I Family Basics - 62.38 %



Families with limited resources who 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

N Urban Cohesion - 9.98 %



Residents of settled urban communities with a strong sense of identity.

Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology

L Vintage Value - 6.31 %



Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use