

# **Audlem**

## **Understanding Demographics**

Describing  
**Audlem**  
In Relation To  
**Cheshire East**

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Creation Date: 19 February, 2014



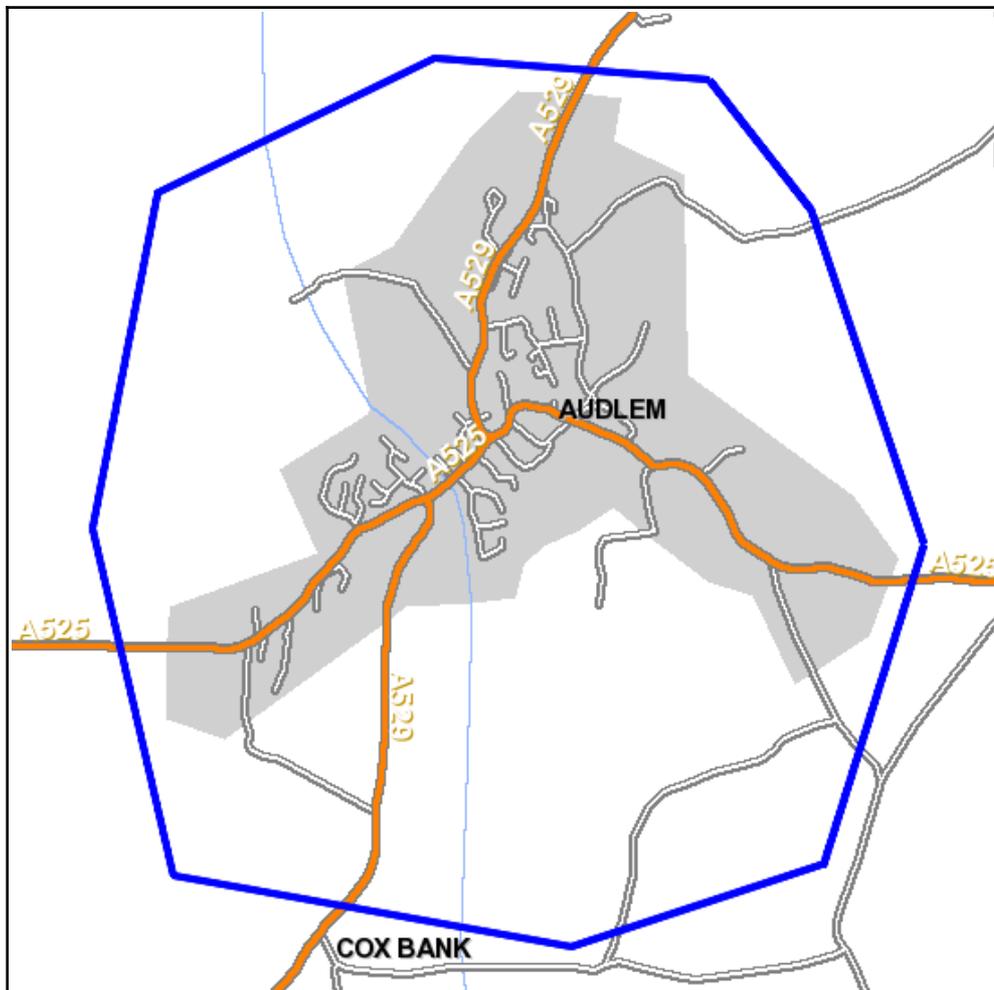
# Understanding Demographics



Describing **Audlem** in relation to **Cheshire East**

Creation Date: 19/02/14

## Map showing your area



### Geography Selection:

Audlem

### Boundary Colour

Geography Selection

Source: Crown Copyright  
Reserved. Copyright Experian  
2012.

Date: 19/02/14



## Summary of your area

There are **1,591** people living within **Audlem**, of which **767** are male and **824** are female.  
 Within this population **738** are economically active, whilst **464** are classed as economically inactive.  
**83.52%** of houses are owner occupied whilst **6.54%** 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 **-0.28%** by 2017.



# Understanding Demographics



Describing **Audlem** in relation to **Cheshire East**  
 Creation Date: February 19, 2014

## Understanding the make-up of your area

	Area	Base
Total Households	741	159,512
Total Population	1,591	367,405
Total Males	767	181,075
Total Females	824	186,330

The current year estimates show a total resident population of **1,591** in the study area, compared to **367,405** in the base selection. When looking at the population of households there are **741** in your area and **159,512** in your base selection. This was split by **51.77%** of the population being female and **48.23%** being male in the study area.

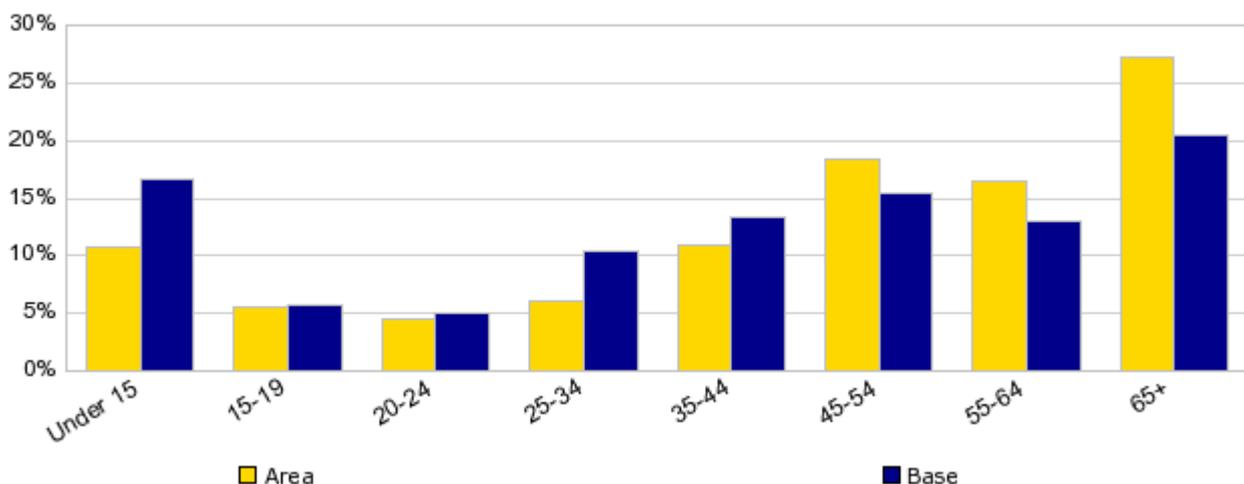
Source: Experian Current year estimates (Mid-year 2012).

## Understanding who lives in your area

Age Bands	Area	Base	Index*
Under 15	171	61,154	65
15-19	88	21,139	96
20-24	71	18,423	89
25-34	98	38,170	59
35-44	175	48,906	82
45-54	293	56,735	119
55-64	262	47,994	126
65+	435	74,884	137

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 **435** representing **27.31%** in the study area. The smallest proportion was in age band **20-24** with a count of **71** which represents **4.45%**. In the study area the most over represented age band in comparison to the base selection is **65+** with an index value of **134**. The band that is most under represented is **25-34** with an index of **59**, 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	1,427	345,722	101
Mixed	10	2,098	122
Asian or Asian British	3	1,964	37
Black or Black British	0	678	0
Chinese or Other	0	1,440	0

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:

<b>99.06%</b> White	<b>98.24%</b> White
<b>0.69%</b> Mixed	<b>0.60%</b> Mixed
<b>0.21%</b> Asian or Asian British	<b>0.56%</b> Asian or Asian British
<b>0.00%</b> Black or Black British	<b>0.19%</b> Black or Black British
<b>0.03%</b> Chinese or Other	<b>0.41%</b> Chinese or Other

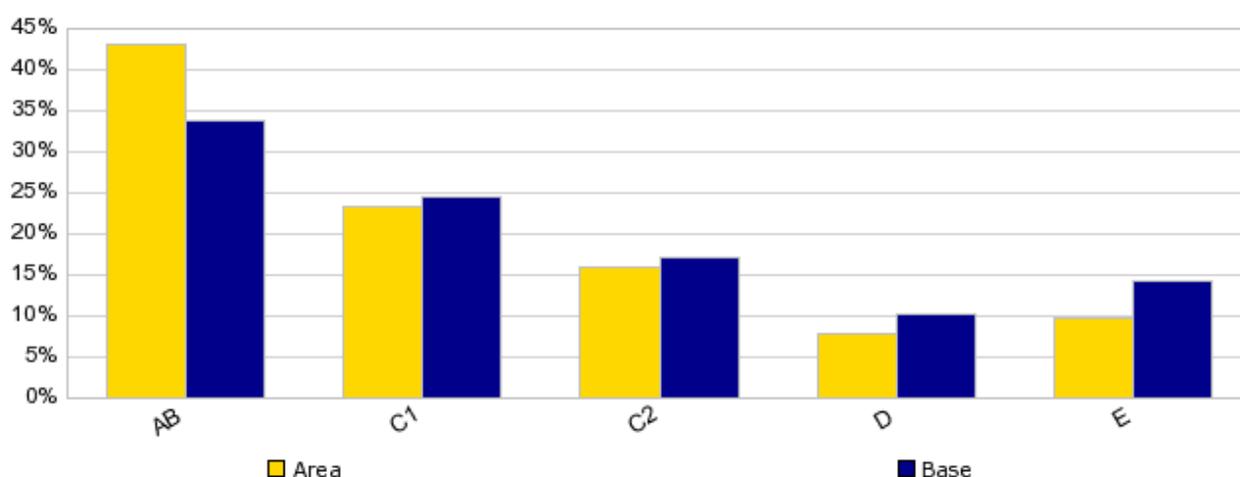
In the study area the largest ethnic group is **White** taking up **99.06%** of the population with a count of **1,427**. This is in comparison to the selected base with **98.24%** of the population being **White**. The smallest ethnic representation in the study area was **Black or Black British** with a count of **0**, compare this to the base selection where the smallest group was **Black or Black British** with a count of **678**.

## Understanding the Social Grade

Social Grade	Area	Base	Index*
AB Higher & intermediate manage/admin/prof	602	99,876	127
C1 Supervisory, cleric, junior manage/admin/prof	328	72,820	95
C2 Skilled manual workers	222	50,502	93
D Semi-skilled and unskilled manual workers	109	30,355	78
E On state benefit, unemployed, lowest grade workers	137	42,090	69

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 **AB** forms the largest proportion with **602** people falling into this group, which is **43.05%** of the overall distribution. The smallest proportion falls into grade **D** with a count of **109** taking up **7.81%**. When comparing this to the selected base the most over represented grade is **AB** with an index\* count of **127**, whereas the most under represented group is **E** with an index count of **69**.

Understanding the Economic Activity

Economically Active		Area	Base	60	100	155
Employee	530	134,411	94			
Self employed with employees	65	10,207	140			
Self employed without employees	92	15,628				
Unemployed	24	8,931				
Full-time students	27	6,447	98			

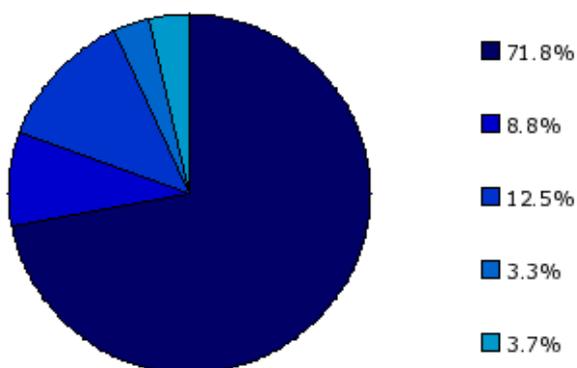
  

Economically Inactive		Area	Base	60	100	120
Retired	268	44,800	66			
Student	40	11,448				
Looking after home/ family	63	16,567	74			
Permanently sick/ disabled	68	12,299	108			
Other	26	6,208	81			

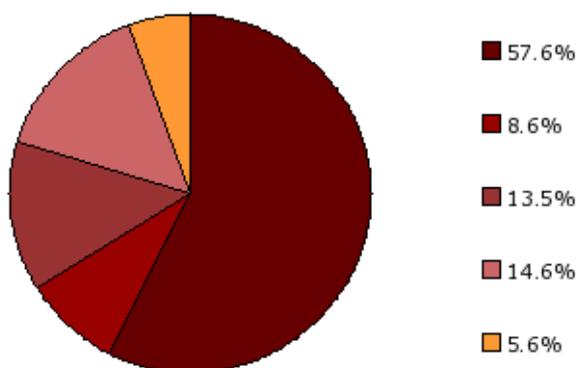
Source: Experian Current Year Estimates based on ONS Census Data (2012).

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 **33.30%** of the population are employed, this is **530** people, compare this to your base where **36.58%** are employed. The smallest economically active group is **Unemployed** representing **1.53%**, compare this to the selected base where this group represents **2.43%**. When analysing index\* values the most over represented group is **Self employed with employees** with an index of **151**, taking up **4.08%**.

When considering economic inactivity the largest proportion in the study area belongs to the **Retired** group with a count of **268** representing **16.85%**. The smallest inactive group is **Other** with **26** which is **1.61%**. When looking at the index values the group that is most over represented is **Retired** with an index of **118**, representing **16.85%**.

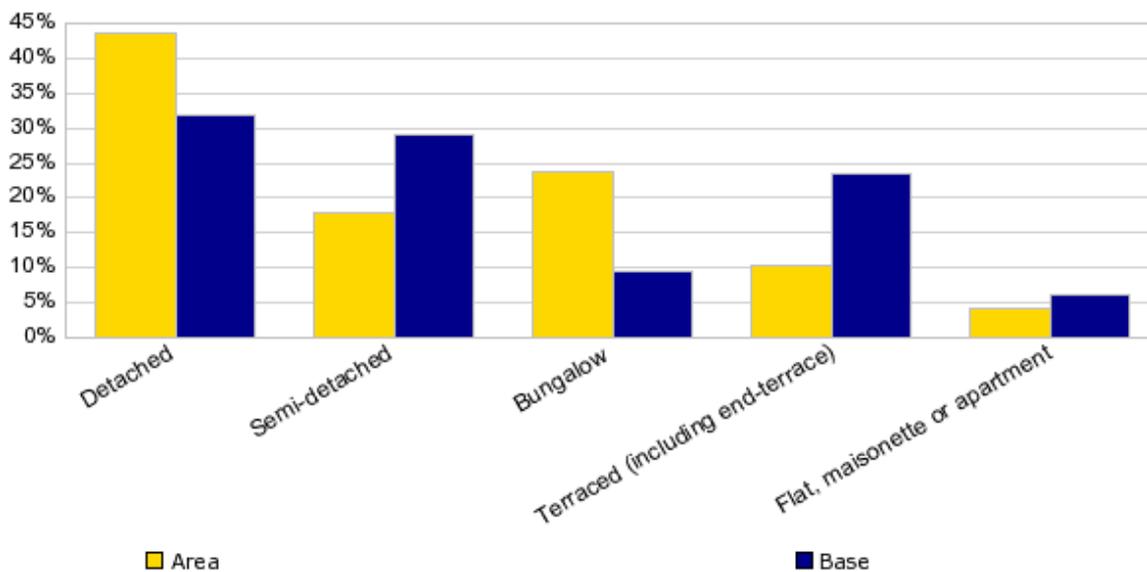
\*An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	34	100	260
Detached	289	47,909		137	
Semi-detached	119	43,976	62		
Bungalow	158	14,304			
Terraced (including end-terrace)	69	35,378			
Flat, maisonette or apartment	28	9,209	69		

Source: Experian ConsumerView Household Directory 2011.

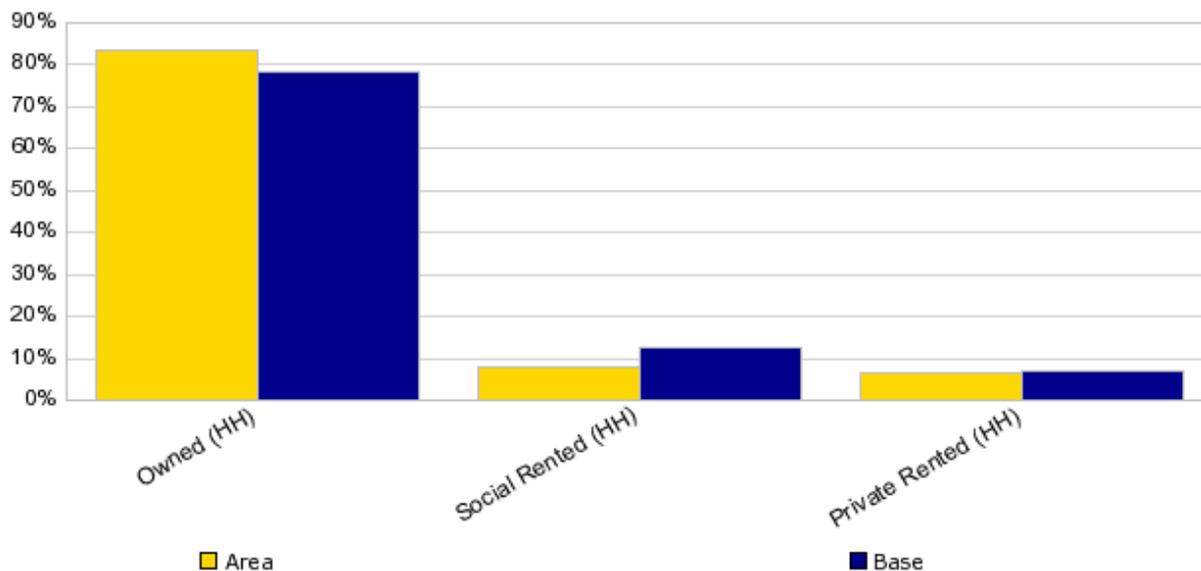
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	62	108
Owned (HH)	551	115,470		108
Social Rented (HH)	54	18,517		
Private Rented (HH)	43	10,381	93	

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.



119 households within your area live in a **Semi-detached** dwelling, this is **17.97%**. Compare this to a figure of **43,976** in your base making up **29.17%**. The smallest number of households live in a **Terraced (including end-terrace)** dwelling, this is **28** households and makes up **4.22%**. When analysing the index\* figures, we can deduce that the most over represented dwelling type is **Bungalow** with a figure of **250**, this makes up **23.75%** in the study area.

When considering the tenure of households we can see that the largest proportion are **Owned** with a figure of **551** making up **83.52%**. The smallest amount fall into the **Private rented** at **6.54%**. When looking at the index figures the most over represented tenure type is **Owned** with an index of **106**, **83.52%** of households fall into this category in the study area.

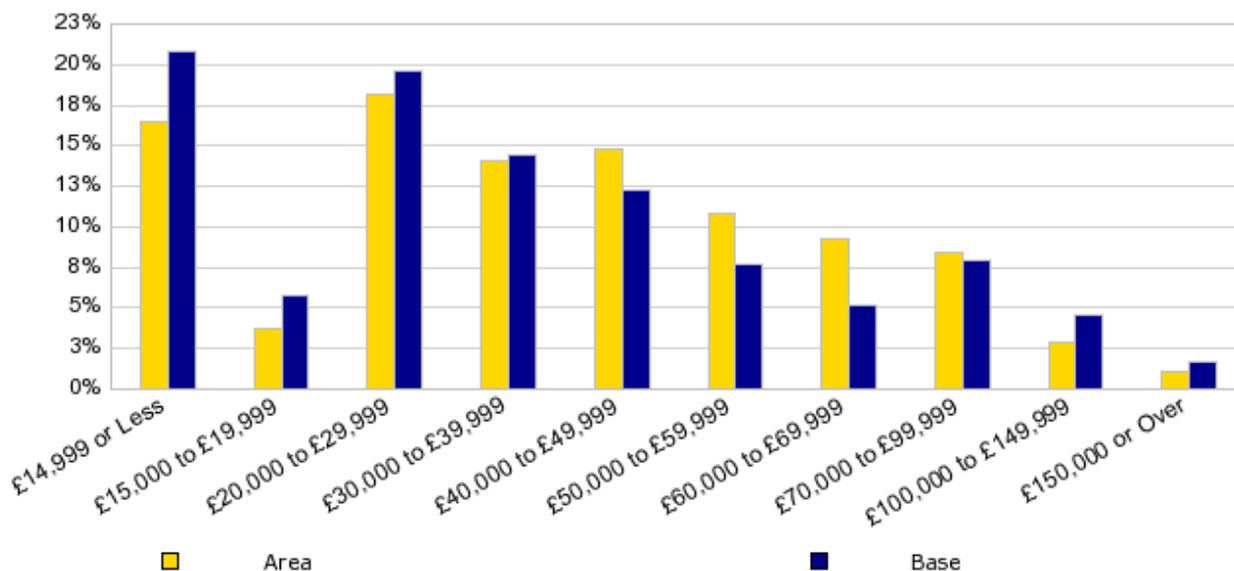
\*An index of 100 indicates that the variable shown is represented at the same level in the area as it is across the whole area (base). An index of 200 would show that it has twice the representation.

## Understanding Household Income

Household Income	Area	Base	58	100	184
£14,999 or Less	109	31,455	79		
£15,000 to £19,999	25	8,754			
£20,000 to £29,999	121	29,626	93		
£30,000 to £39,999	94	21,738	98		
£40,000 to £49,999	98	18,447		121	
£50,000 to £59,999	72	11,667		140	
£60,000 to £69,999	62	7,846			
£70,000 to £99,999	56	11,916		107	
£100,000 to £149,999	19	6,873			
£150,000 or Over	7	2,454			

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.



134 households within your area have an income of **£19,999 or less**, this forms **20.25%** of the overall distribution. The smallest count is **7** and these fall into household income band **£150,000 or Over** making up **1.06%**. When using your base as a comparison the biggest majority fall into the income band **£14,999 or less** which makes up **20.86%** of the overall view. When using index\* figures as a guide we can see that the income band **£60,000 to £69,999** is over represented making up **9%** with an index of **179**, the most under represented banding is **£100,000 to £149,999** with a figure of **64** making up **3%** 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 Demographics



## Understanding the residential profile by Mosaic UK

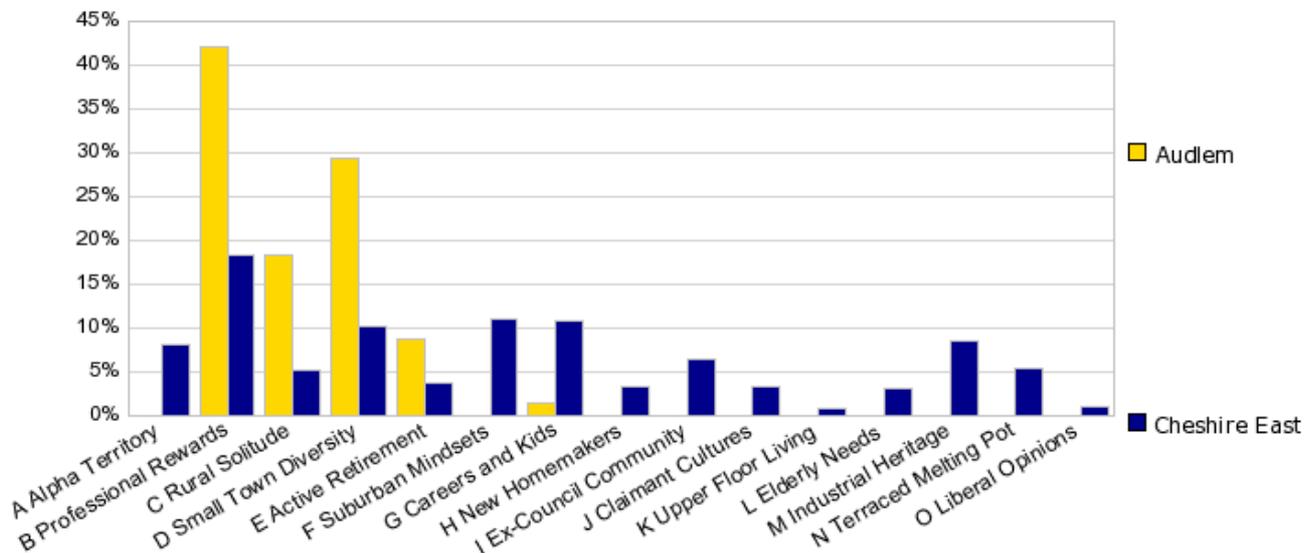
### Explanation of Mosaic UK

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	364
A Alpha Territory	0	29,680	0		
B Professional Rewards	670	67,547		229	
C Rural Solitude	290	19,293			286
D Small Town Diversity	469	37,805			238
E Active Retirement	140	13,569			
F Suburban Mindsets	0	40,237	0		
G Careers and Kids	22	39,945	13		
H New Homemakers	0	12,491	0		
I Ex-Council Community	0	23,789	0		
J Claimant Cultures	0	11,873	0		
K Upper Floor Living	0	2,891	0		
L Elderly Needs	0	11,675	0		
M Industrial Heritage	0	31,249	0		
N Terraced Melting Pot	0	19,612	0		
O Liberal Opinions	0	3,471	0		
Totals	1,591	367,405			

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 **670** representing **42.12%** of the overall distribution, in comparison to the base where **18.38%** fall into this group. The smallest proportion fall into Mosaic Group **A Alpha Territory** with a count of **0** which represents **0.00%**. The index\* figures indicate that the most over represented group is **C Rural Solitude** taking up **18.23%**, in contrast the most under represented group is **A Alpha Territory** which takes up **0.00%**.

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# Understanding Demographics



## Understanding the top three Mosaic UK Groups

### 42.12% - 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

### 29.46% - 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

### 18.23% - 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



# Understanding Demographics



## What is the daytime population profile by Mosaic UK

### Explanation of Mosaic UK

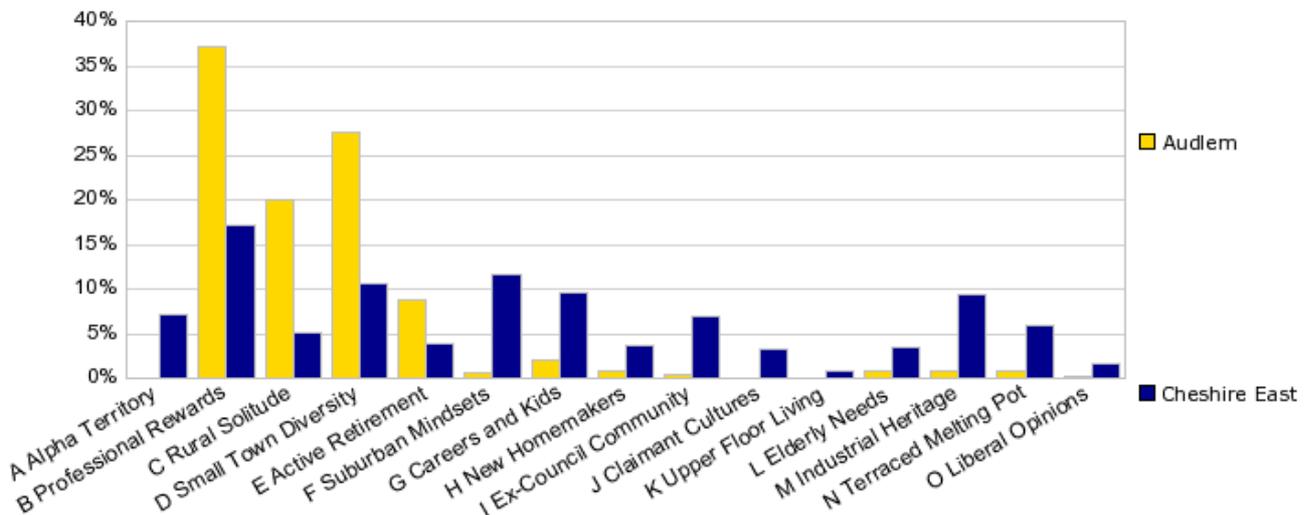
Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups. The 15 Groups are shown below as a profile. They provide a summary of the detailed picture painted of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK Group	Area	Base	-19	100	415
A Alpha Territory	0	21,348	0		
B Professional Rewards	406	51,333		216	
C Rural Solitude	218	15,074			260
D Small Town Diversity	300	31,630			
E Active Retirement	96	11,708			224
F Suburban Mindsets	6	34,467	5		
G Careers and Kids	22	28,302	21		
H New Homemakers	9	10,769	22		
I Ex-Council Community	5	20,490	7		
J Claimant Cultures	0	9,456	0		
K Upper Floor Living	0	2,635	0		
L Elderly Needs	9	10,053	25		
M Industrial Heritage	8	28,143	8		
N Terraced Melting Pot	9	17,596	14		
O Liberal Opinions	2	4,821			
Totals	1,089	297,825			

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 **406** representing **37.24%** of the overall distribution, in comparison to the base where **17.24%** fall into this group. The smallest proportion fall into Mosaic Group **J Claimant Cultures** with a count of **0** which represents **0.00%**. The index\* figures indicate that the most over represented group is **C Rural Solitude** taking up **20.03%**, in contrast the most under represented group is **J Claimant Cultures** which takes up **0.00%**.

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# Understanding Demographics

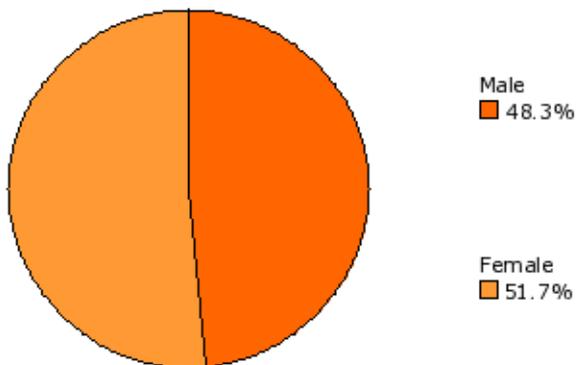


## Will the population of the area grow or decline?

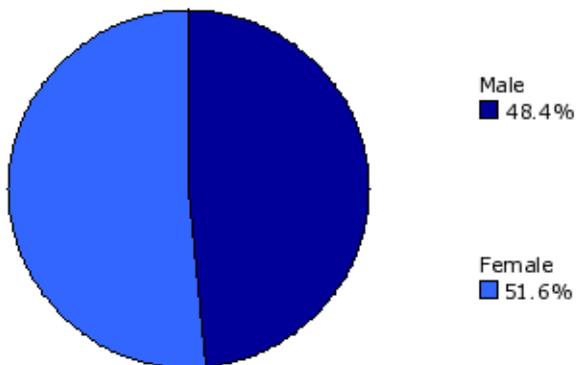
Population Projection	Audlem	Cheshire East
<b>Population projection 2017</b>	1,587	376,808
Female Population projection 2017	820	190,329
Male Population projection 2017	767	186,479
Projected change from 2012	-4	9,403
<b>Population projection 2022</b>	1,590	387,431
Female Population projection 2022	820	194,962
Male Population projection 2022	770	192,469
Projected change from 2012	-1	20,026
<b>Population projection 2027</b>	1,589	397,251
Female Population projection 2027	819	199,363
Male Population projection 2027	769	197,888
Projected change from 2012	-2	29,846
<b>Population projection 2032</b>	1,581	405,743
Female Population projection 2032	816	203,195
Male Population projection 2032	766	202,548
Projected change from 2012	-10	38,338

Source: Experian Population Projections (2012).

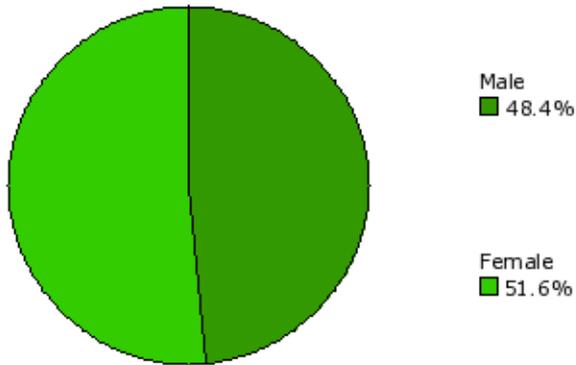
Gender Breakdown 2017



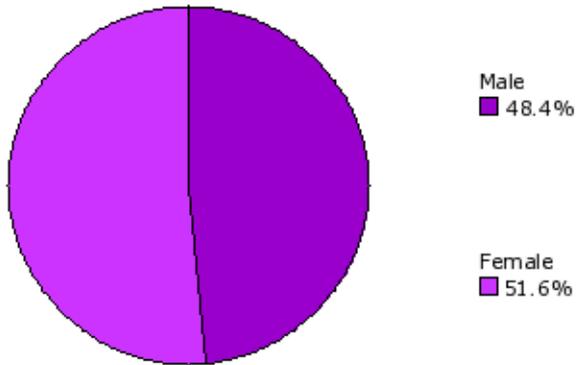
Gender Breakdown 2022



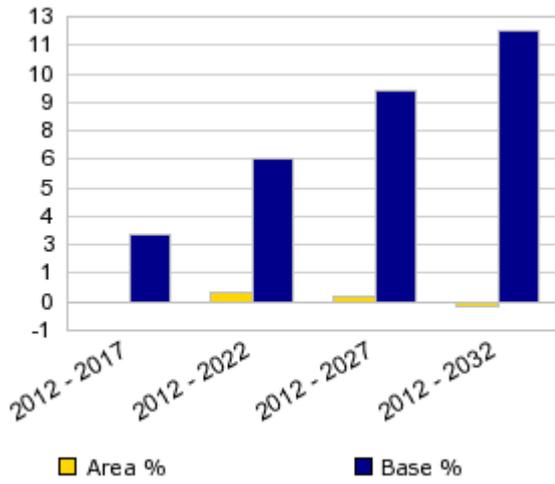
Gender Breakdown 2027



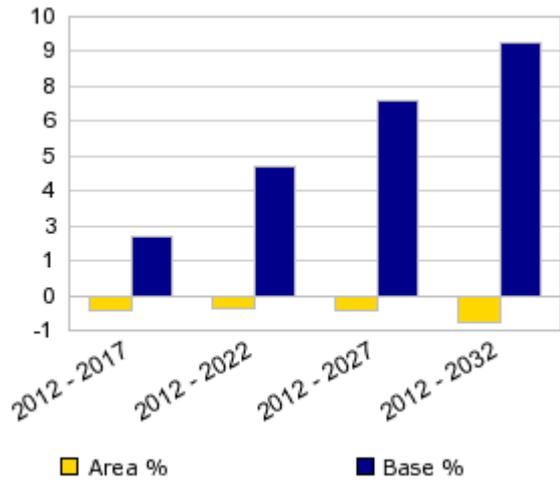
Gender Breakdown 2032



% Population Change (Male)



% Population Change (Female)



For 2012 the total population estimate is **1,591**, this is divided into **48.23%** male and **51.77%** female. By 2017 the population is expected to have changed to **1,587**, this is a projected change of **-0.28%** over five years, and the gender split is predicted to be **51.66%** female and **48.34%** male. In the five years to 2022 the population is estimated to change to **1,590**, this is a further **0.24%** change, and is expected to be divided into **51.56%** female and **48.44%** male. By 2027 the population is expected to be **1,589**, a further change of **-0.10%**, and split into **51.58%** female and **48.42%** male. By 2032 the population is expected to be **1,581**, a change of **-0.47%**, and divided into **51.57%** female and **48.43%** 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

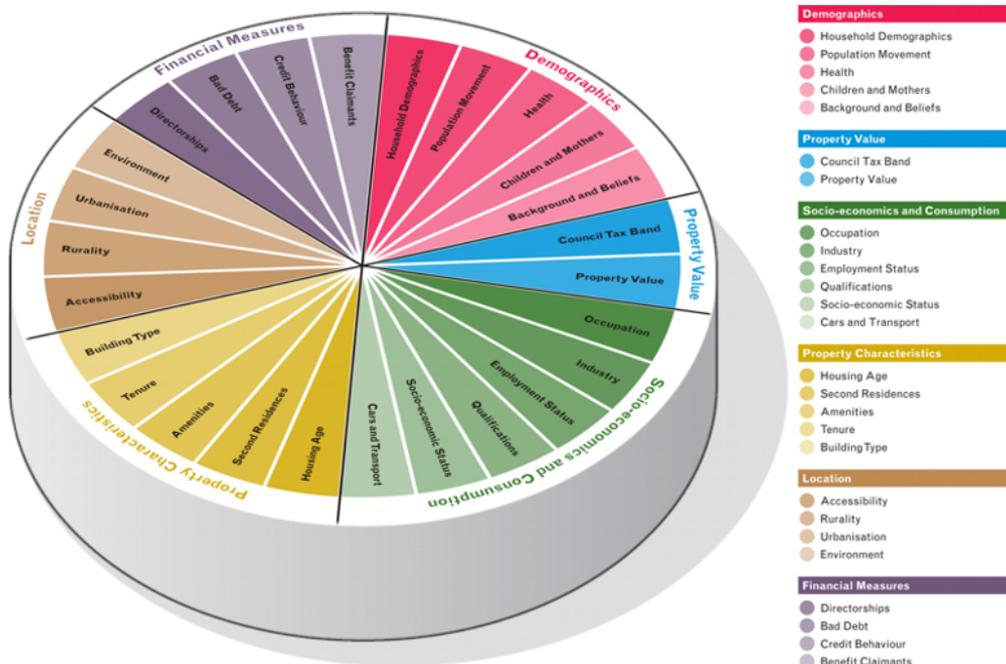
62% of the information used to build Mosaic UK is sourced from a combination of data that includes Experian's UK Consumer Dynamics Database, which provides consumer demographic information for the UK's 47 million adults and 24 million households. The database is built from an unrivalled variety of privacy-compliant 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.

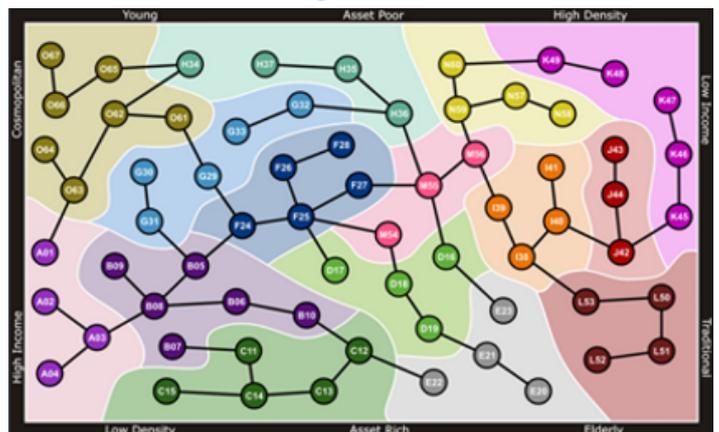
### Resolution

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.





## 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.

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:

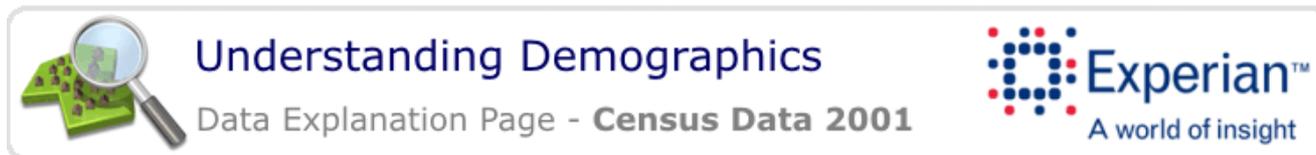
- All people aged 16-74 in employment (not including full-time students).
- All people aged 16-74 in employment (including full-time students).

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.



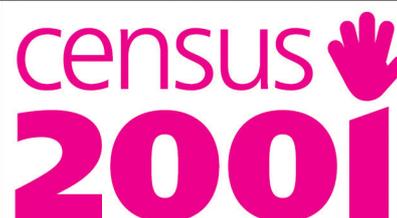
### What is the 2001 Census?

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](http://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.

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