

Interpret an Understanding Demographics report

The **Understanding Demographics** report contains a wealth of data about your chosen area presented in the form of charts, tables, and text. It also includes a map showing the extent of your area. The report is presented as an interactive dashboard.

This document provides some guidance on how to interpret some of the data which has been visualised within the report.

Understanding the make up of your area

The **Summary** tab of the report includes a table that provides you with a high level description of your target area(s) and base area using the counts for specific variables or attributes: such as total population, population by gender, number of households, and number of owned and rented properties.

Make up of your area

	Target	Base
Total Population	103,588	67,706,302
Number of Females	51,928	34,261,135
Number of Males	51,660	33,445,167
Total Households	44,173	28,535,151
Economically Active	53,053	34,449,340
Economically Inactive	25,690	14,580,433
Owner Occupied (HH)	22,875	17,552,397
Private Rented (HH)	11,403	5,656,930

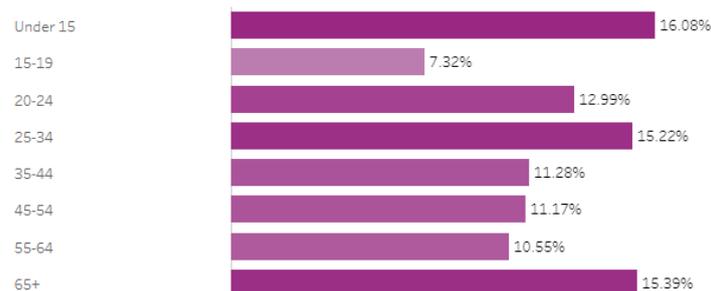
Understanding who lives in your area

The Demographics tab of the report includes several charts which are used to visualise demographic variables grouped by the following topics: Economically Active, Economically Inactive, Household Income, Tenure, Dwelling Type, Age Bands, and Ethnic Mix.

You can use each of these charts to provide you with some insight into who lives in your area. By default, the charts are displayed using the index data, but you can also choose to display the charts using percentage or penetration data. As an example let 's look at the Age Bands topic.

Let's consider the proportion or percentage of people in your target area(s) compared to your base area for each age band:

Age Bands



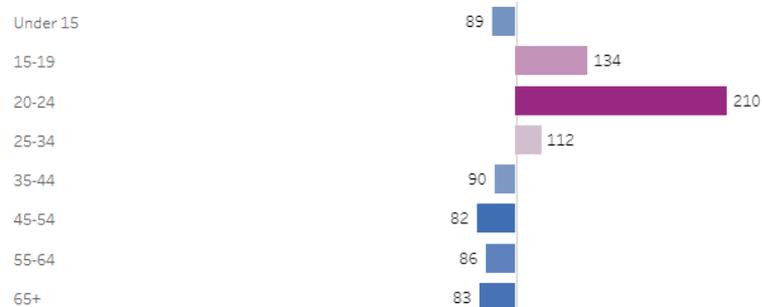
In this example, the highest proportion of people are aged under 15 with a percentage of 16.08% (a count of 16,658). The smallest proportion are aged 15–19 years with a percentage of 7.32% (a count of 7,581).

However, you also need to identify the ages of people in your area that are over- and under-represented. You can do this by looking at the index value for each age band. There are two ways in which you can do this:

- you can move your cursor over each bar of interest to display a pop-up giving you the index, or
- you can change all charts to display index values by using the **Select Chart** radio button.

In this example we have chosen the latter option, as shown below.

Age Bands



The index value for each variable is displayed directly to the left or right of the bar (depending on whether the variable is under- or over-represented). An index is a measure of the degree of over- or under-representation of that variable in the selected area(s) compared to the base area. An index of 100 means the occurrence in the selected target area(s) is the same as in the base area, indices above 100 mean an over-representation in the selected area, and indices under 100, an under-representation.

If you look at the index values in the chart above, the most over-represented age group in the target area are aged 20–24 years with an index of 210. This means that 20–24 year olds are 2.1 times more likely than the average to live in the target area(s). Therefore, the age data suggests that this area may be a promising if your target audience is aged 20–24.

Understanding Segmentation data

The **Segmentation** tab is used to visualise your data using Experian's Mosaic UK 7 classification and includes data from both standard Mosaic UK 7 and Mosaic UK 7 Daytime.

You can choose to use percentage, index or penetration values for most of the visualisation and matched to population, adults 15+, adults 18+, household level data.

Top 3 Groups

The **Segmentation** tab shows the top 3 Mosaic UK 7 and Mosaic UK 7 Daytime Groups in your target area(s) based on the highest percentage, index or penetration of the selected match level. It also gives the Group ID and name; the population of the Group for your target area(s); the percentage match level and the index. A cartoon image representing typical people within that Group is also displayed.

Supplementary information (e.g. the percentage match level) is displayed in a pop-up if you move your cursor over a Group tile.

An example for the Mosaic UK 7 Groups by index and matched to adult 15+ data is shown below.

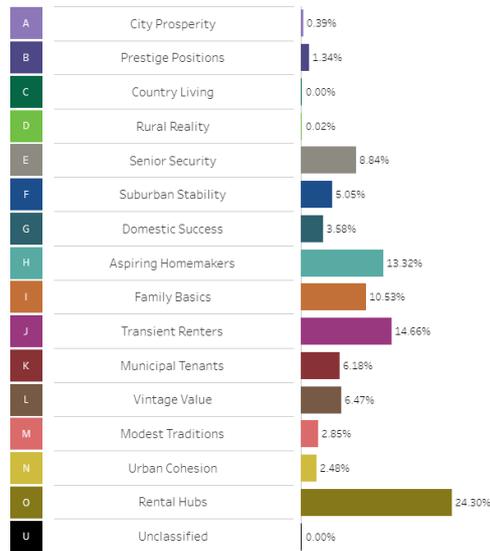


Group percentage, index or penetration charts

A percentage, index or penetration chart is provided for Mosaic UK 7 Groups and Mosaic UK 7 Daytime Groups.

Supplementary information (e.g. one-line description and key features) is displayed in a pop-up if you move your cursor over a Group name or bar in the chart.

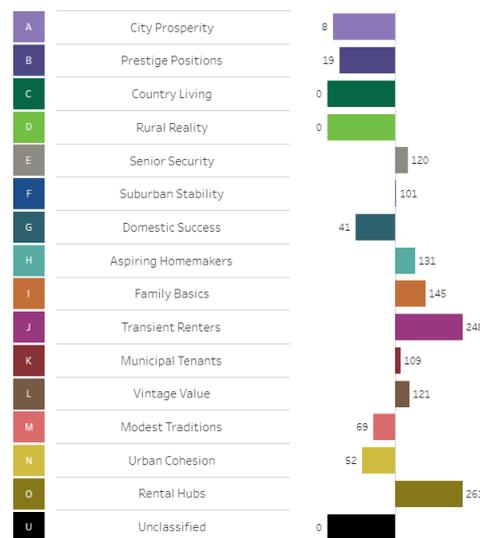
An example of the Mosaic UK 7 Groups percentage chart is shown below. The chart shows the percentage or proportion of the total population falling into each of the Groups for your selected target area(s).



However you also need to consider whether each Group in your target area(s) is under- or over-represented when compared to the base area. You can do this by looking at the index value for each Group. There are two ways in which you can do this:

- you can move your cursor over each bar of interest to display a pop-up giving you the index, or
- you can change all charts to display index values by using the **Select Chart** radio button.

In this example we have chosen the latter option, as shown below.



The index value for each Group is displayed directly to the left or right of the bar (depending on whether the Group is under- or over-represented). An index is a measure of the degree of over- or under-representation of that Group in the selected target area(s) compared to the base area. An index of 100 means the occurrence in the selected target area(s) is the same as in the base area, indices above 100 mean an over-representation in the selected area, and indices under 100, an under-representation.

In this example, Group O also has the highest index of 261. This means that Group O are 2.61 times more likely than the average to live in the target area(s). Therefore, the data suggests that this area may be promising if your target audience is people in Mosaic UK 7 Group O.

Profile charts

The profile charts at the bottom of the **Segmentation** tab let you compare the population counts in each Group for your selected target area(s) with those in your base area.

Supplementary information (e.g. base and target figures) is displayed in a pop-up if you move your cursor over a Group bar in the chart.

An example of the Mosaic UK 7 Groups profile chart is shown below. The chart shows the proportion of the total population falling into each of the Groups for both the selected area and base area.

