

Location Analyst

UK



Bush Inn, Aberdare Demogs Report 0.5miles

Understanding Demographics

12 October, 2020

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Describing Bush Inn, Aberdare Demogs Report 0.5miles (0.5 Miles) in relation to United Kingdom
Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	3,046	28,345,190
Total Population	6,674	67,229,855
Total Males	3,159	33,173,050
Total Females	3,515	34,056,805

The current year estimates show a total resident population of 6,674 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,046 in your area and 28,345,190 in your base selection. This was split by 52.66 % of the population being female and 47.34 % being male in the study area.

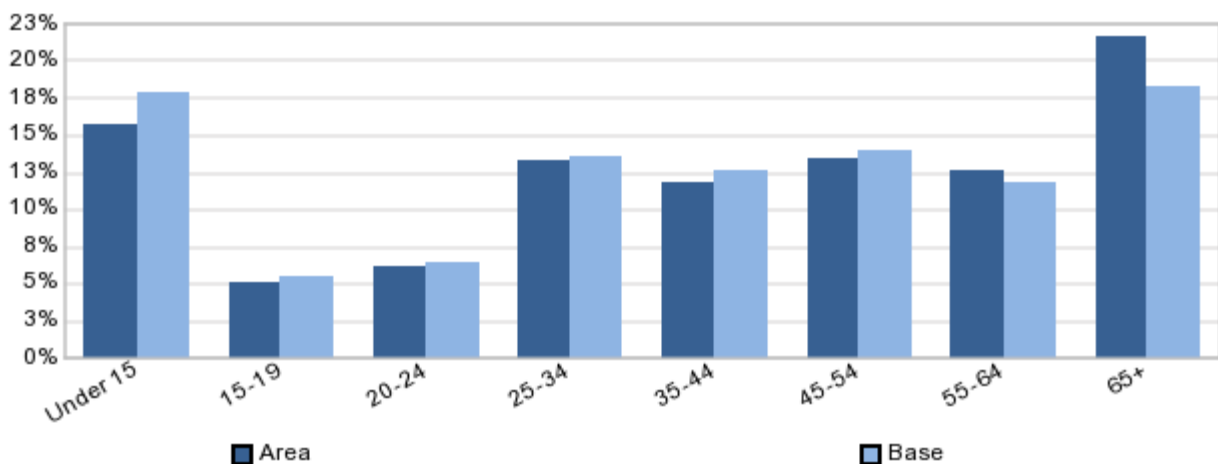
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,050	11,991,800	88
15-19	342	3,753,671	92
20-24	408	4,311,089	95
25-34	887	9,174,369	97
35-44	790	8,463,387	94
45-54	905	9,386,423	97
55-64	843	7,914,572	107
65+	1,450	12,234,544	119

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 65+ with a count of 1,450 representing 21.72 % of the study area. The smallest proportion is in age band 15-19 with a count of 342 which represents 5.12 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 119. The band that is most under represented is Under 15 with an index of 88, 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	6,443	58,246,060	111	
Gypsy / Traveller / Irish Traveller	1	68,310	9	
Mixed / Multiple Ethnic Groups	48	1,367,158	35	
Asian / Asian British: Indian	22	1,559,199	14	
Asian / Asian British: Pakistani	8	1,239,421	7	
Asian / Asian British: Bangladeshi	10	505,406	20	
Asian / Asian British: Chinese	58	497,465	117	
Asian / Asian British: Other Asian	53	969,724	55	
Black / African / Caribbean / Black British	11	2,122,714	5	
Other Ethnic Group	21	654,398	32	

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:

96.54 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.72 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.32 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.12 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.15 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.87 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.79 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.17 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.31 % Other Ethnic Group	0.97 % Other Ethnic Group

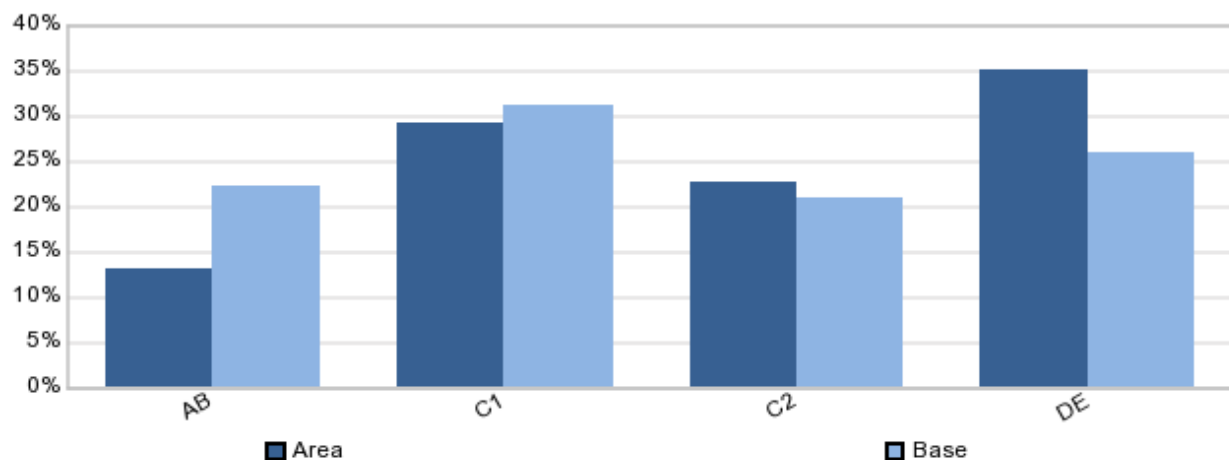
In the study area the largest ethnic group is White taking up 96.54 % of the population with a count of 6,443. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 1, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 68,310.

Understanding the Social Grade

Social Grade	Area	Base	Index	
AB Higher & intermediate manage/admin/prof	285	4,696,968	59	
C1 Supervisory, cleric, junior manage/admin/prof	627	6,510,031	94	
C2 Skilled manual workers	489	4,376,339	109	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	757	5,456,469	135	

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 757 people falling into this group, which is 35.09 % of the overall distribution. The smallest proportion falls into grade AB with a count of 285 taking up 13.20 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 135, whereas the most under represented group is AB with an index count of 59.

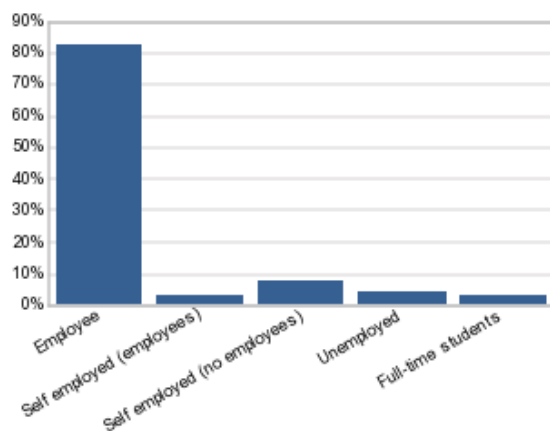
Understanding the Economic Activity

Economically Active	Area	Base	Index	62	100	127
Employee	2,455	26,483,068	106			
Self employed with employees	75	1,127,682	76			
Self employed without employees	233	3,705,246	72			
Unemployed	127	1,161,572	125			
Full-time students	96	1,695,620	65			
Economically Inactive				68	100	172
Retired	808	6,618,937	99			
Student	265	2,838,201	76			
Looking after home/ family	190	2,117,295	73			
Permanently sick/ disabled	448	2,168,755	168			
Other	112	1,076,085	84			

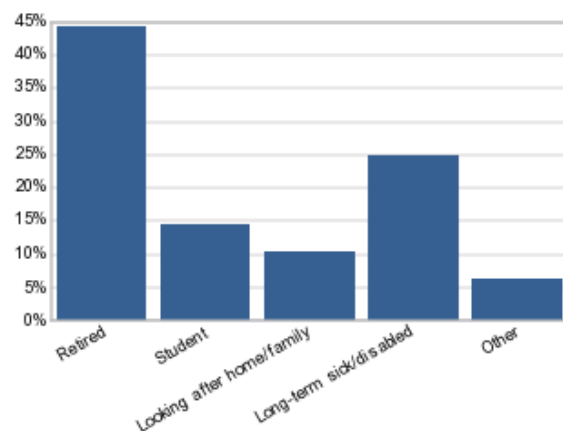
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 51.05 % of the population are employed, this is 2,455 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.56 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 125, taking up 2.64 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 808 representing 16.80 %. The smallest inactive group is Other with 112 which is 2.32 %. When looking at the index values the group that is most over represented is Retired with an index of 99, representing 16.80 %.

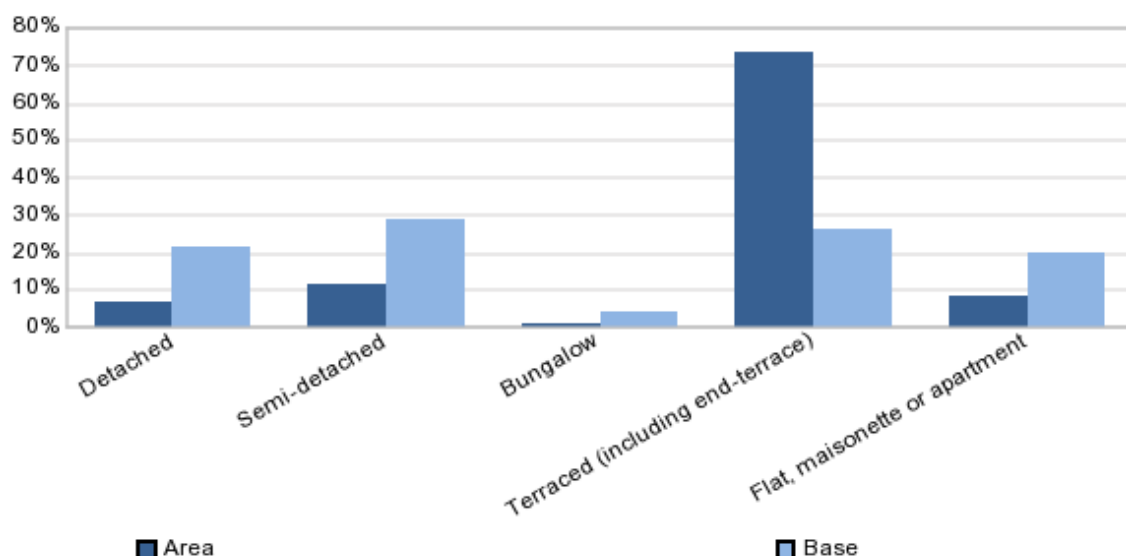
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	7	100	291
Detached	182	5,385,903	30			
Semi-detached	333	7,344,686	40			
Bungalow	24	1,039,099	21			
Terraced (including end-terrace)	2,101	6,699,890	278			
Flat, maisonette or apartment	230	5,007,460	41			

Source: Experian ConsumerView Household Directory 2019 .

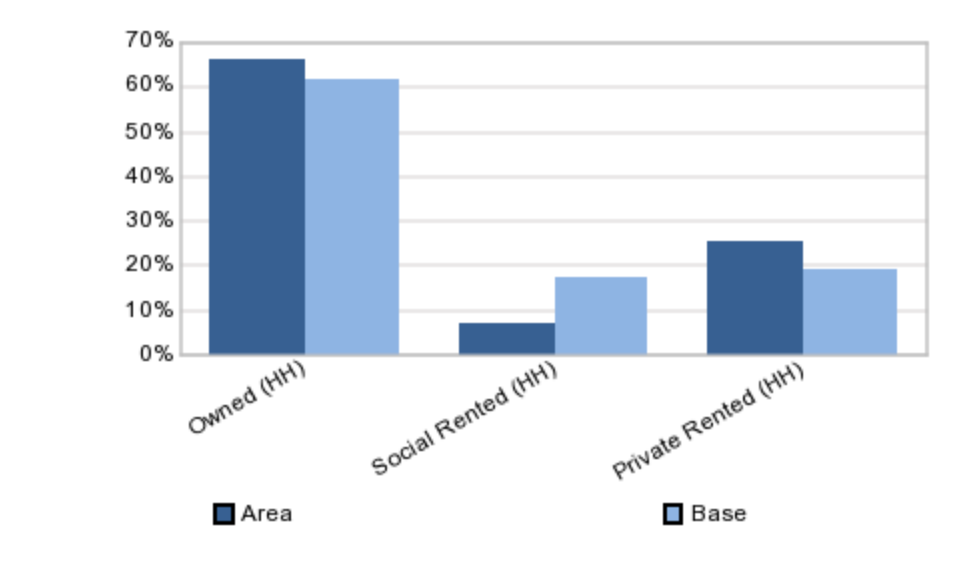
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	36	100	135
Owned (HH)	2,009	17,543,252	107			
Social Rented (HH)	220	4,965,267	41			
Private Rented (HH)	771	5,470,682	131			

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.



333 households within your area live in a Semi-detached dwelling, this is 11.61 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 24 households and makes up 0.84 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 278, this makes up 73.20 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,009 making up 65.96 %. The smallest amount fall into the Social rented at 7.21 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 131, 25.31 % of households fall into this category in the study area.

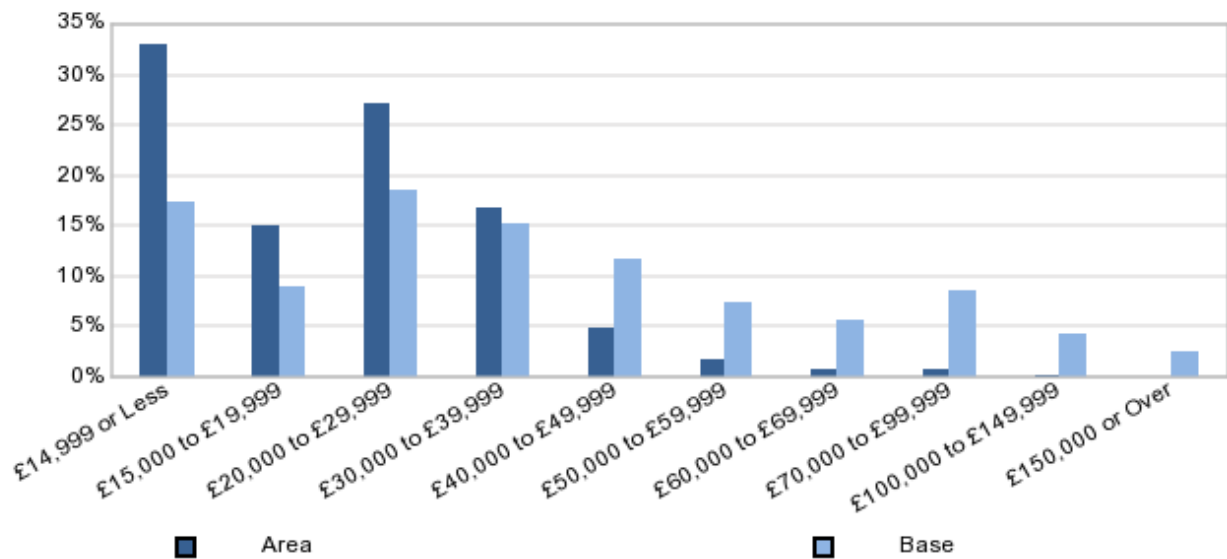
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Understanding the Household Income

Household Income	Area	Base	Index	-9	100	200
£14,999 or Less	1,002	4,889,206	191			
£15,000 to £19,999	456	2,538,634	167			
£20,000 to £29,999	825	5,253,752	146			
£30,000 to £39,999	509	4,304,210	110			
£40,000 to £49,999	150	3,318,086	42			
£50,000 to £59,999	51	2,106,080	23			
£60,000 to £69,999	24	1,573,962	14			
£70,000 to £99,999	23	2,469,683	9			
£100,000 to £149,999	6	1,215,381	5			
£150,000 or Over	0	676,196	0			

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.



1,457 households within your area have an income of £19,999 or less, this forms 47.84 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 18.53 % of the overall view. When using index* figures as a guide we can see that the income band £14,999 or less is over represented making up 32.88 % with an index of 191, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.00 % 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.

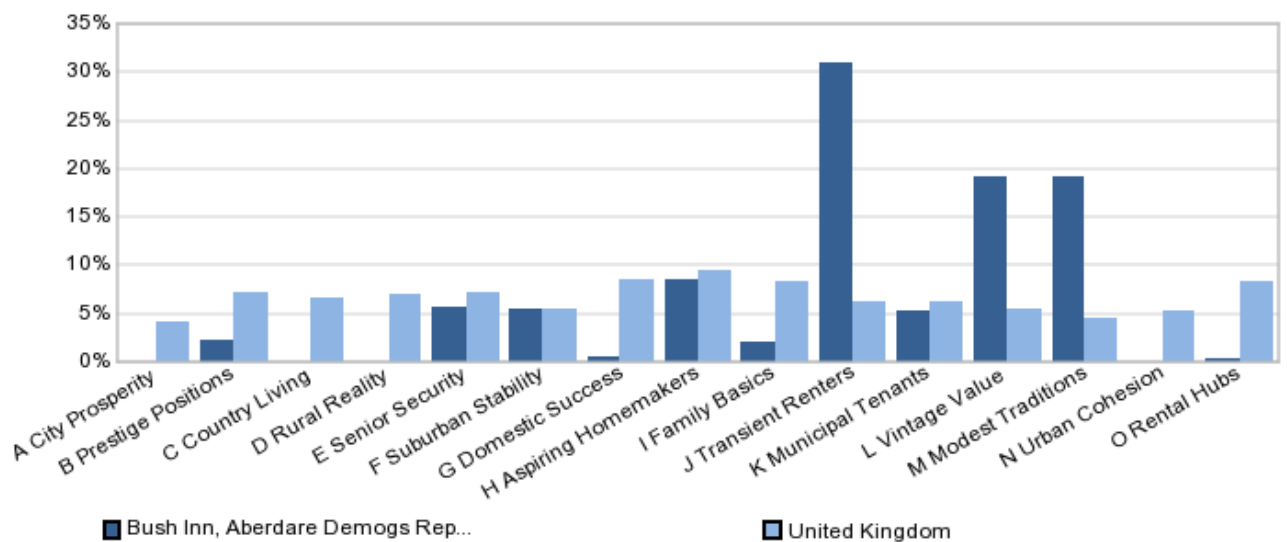
Understanding the residential profile by Mosaic UK 6

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	-24	100	524
A City Prosperity	0	2,849,374	0			
B Prestige Positions	153	4,798,133	32			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	382	4,767,632	81			
F Suburban Stability	368	3,634,847	102			
G Domestic Success	41	5,770,639	7			
H Aspiring Homemakers	570	6,440,418	89			
I Family Basics	135	5,687,500	24			
J Transient Renters	2,063	4,160,345	500			
K Municipal Tenants	356	4,149,642	87			
L Vintage Value	1,289	3,692,978	352			
M Modest Traditions	1,288	3,121,382	416			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	30	5,518,789	5			
Totals	6,674	67,229,855				

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 J Transient Renters with a count of 2,063 representing 30.92 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 30.92 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

J Transient Renters - 30.92 %



Single people renting low cost homes for the short term.

Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

L Vintage Value - 19.31 %



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

M Modest Traditions - 19.29 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income