Location Analyst UK

Crown Inn, Neath Demogs Report 0.5 miles

Understanding Demographics

13 October, 2020

Contents

Understanding Demographics

Describing Crown Inn (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,492	28,345,190
Total Population	5,598	67,229,855
Total Males	2,721	33,173,050
Total Females	2,877	34,056,805

The current year estimates show a total resident population of 5,598 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,492 in your area and 28,345,190 in your base selection. This was split by 51.39 % of the population being female and 48.61 % being male in the study area.
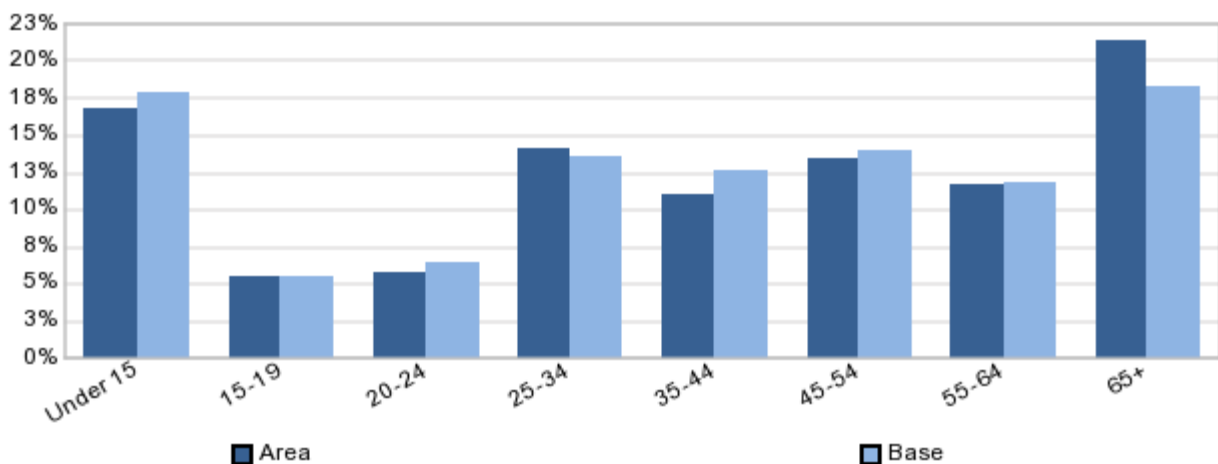
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	86	100	118
Under 15	943	11,991,800	94			
15-19	307	3,753,671	98			
20-24	326	4,311,089	91			
25-34	794	9,174,369	104			
35-44	621	8,463,387	88			
45-54	756	9,386,423	97			
55-64	656	7,914,572	100			
65+	1,194	12,234,544	117			

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 1,194 representing 21.34 % of the study area. The smallest proportion is in age band 15-19 with a count of 307 which represents 5.48 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 117. The band that is most under represented is 35-44 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	
				0 100 391
White	5,445	58,246,060	112	
Gypsy / Traveller / Irish Traveller	21	68,310	373	
Mixed / Multiple Ethnic Groups	31	1,367,158	27	
Asian / Asian British: Indian	7	1,559,199	5	
Asian / Asian British: Pakistani	1	1,239,421	1	
Asian / Asian British: Bangladeshi	8	505,406	18	
Asian / Asian British: Chinese	25	497,465	60	
Asian / Asian British: Other Asian	10	969,724	12	
Black / African / Caribbean / Black British	18	2,122,714	10	
Other Ethnic Group	33	654,398	60	

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:

97.27 % White
0.38 % Gypsy / Traveller / Irish Traveller
0.55 % Mixed / Multiple Ethnic Groups
0.12 % Asian / Asian British: Indian
0.01 % Asian / Asian British: Pakistani
0.14 % Asian / Asian British: Bangladeshi
0.45 % Asian / Asian British: Chinese
0.18 % Asian / Asian British: Other Asian
0.32 % Black / African / Caribbean / Black British
0.59 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

86.64 % White
0.10 % Gypsy / Traveller / Irish Traveller
2.03 % Mixed / Multiple Ethnic Groups
2.32 % Asian / Asian British: Indian
1.84 % Asian / Asian British: Pakistani
0.75 % Asian / Asian British: Bangladeshi
0.74 % Asian / Asian British: Chinese
1.44 % Asian / Asian British: Other Asian
3.16 % Black / African / Caribbean / Black British
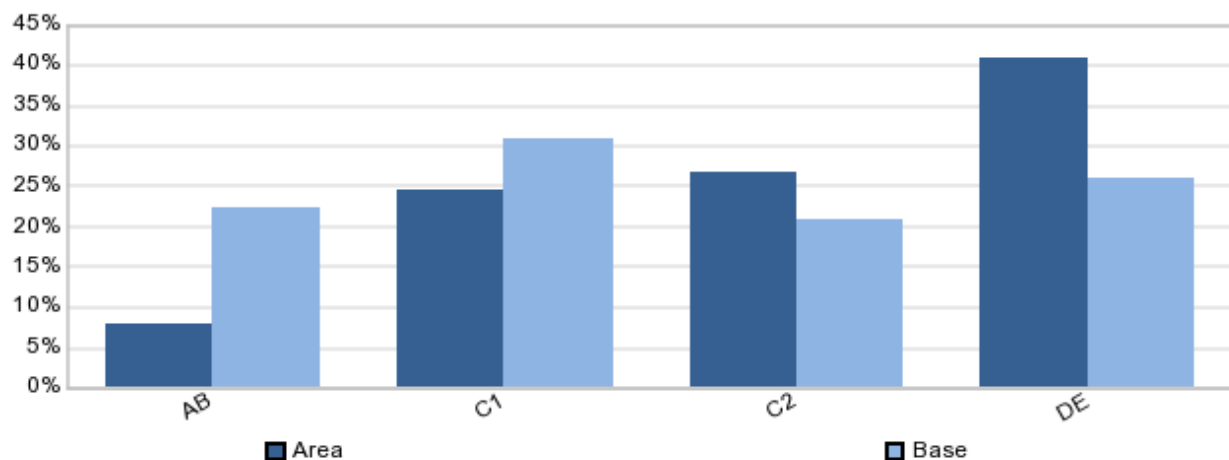0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 97.27 % of the population with a count of 5,445. 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 Asian / Asian British: Pakistani 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	
			29	100 163
AB Higher & intermediate manage/admin/prof	140	4,696,968	36	
C1 Supervisory, cleric, junior manage/admin/prof	428	6,510,031	79	
C2 Skilled manual workers	467	4,376,339	128	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	712	5,456,469	157	

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 712 people falling into this group, which is 40.77 % of the overall distribution. The smallest proportion falls into grade AB with a count of 140 taking up 8.02 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 157, whereas the most under represented group is AB with an index count of 36.
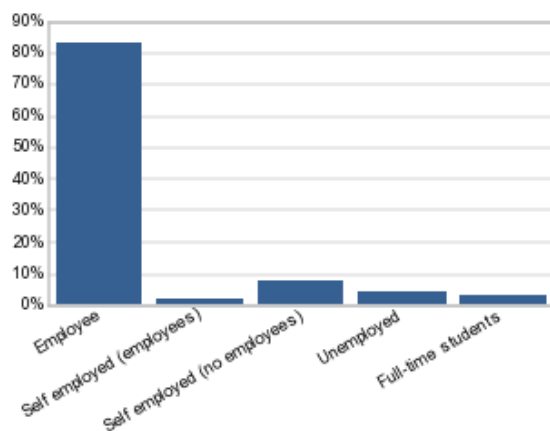
Understanding the Economic Activity

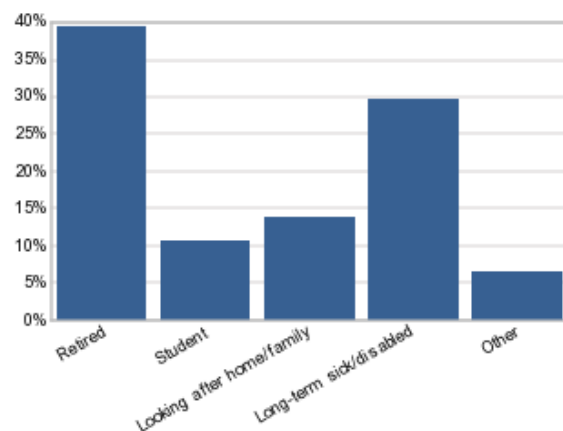| Economically Active	Area	Base	Index 53	100	140
Employee	1,997	26,483,068	107		
Self employed with employees	46	1,127,682	57		
Self employed without employees	190	3,705,246	73		
Unemployed	112	1,161,572	137		
Full-time students	69	1,695,620	58		
Economically Inactive			48	100	209
Retired	635	6,618,937	88		
Student	172	2,838,201	56		
Looking after home/ family	224	2,117,295	97		
Permanently sick/ disabled	478	2,168,755	202		
Other	105	1,076,085	90		

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 49.54 % of the population are employed, this is 1,997 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.13 %, 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 137, taking up 2.79 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 635 representing 15.76 %. The smallest inactive group is Other with 105 which is 2.61 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 97, representing 5.57 %.
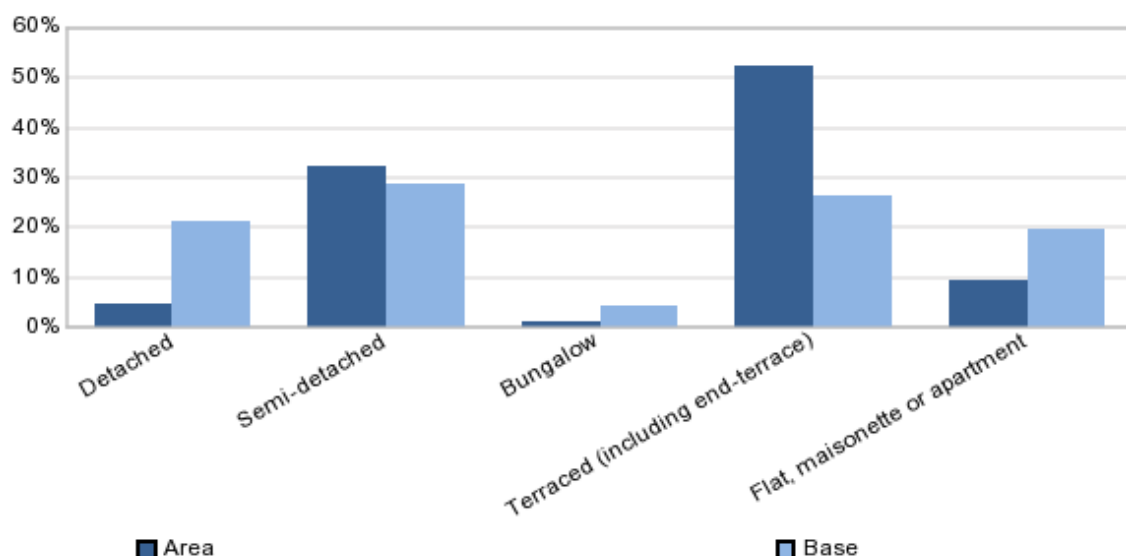
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	13	100	208
Detached	113	5,385,903	22			
Semi-detached	789	7,344,686	112			
Bungalow	28	1,039,099	29			
Terraced (including end-terrace)	1,277	6,699,890	199			
Flat, maisonette or apartment	229	5,007,460	48			

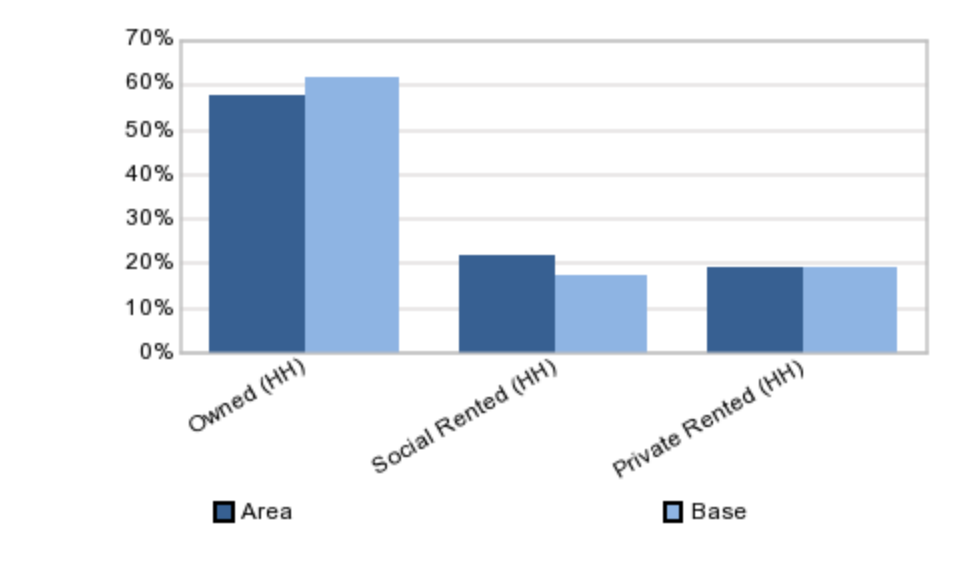Source: Experian ConsumerView Household Directory 2019 .

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	90	100	126
Owned (HH)	1,429	17,543,252	93			
Social Rented (HH)	547	4,965,267	125			
Private Rented (HH)	479	5,470,682	99			

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.

789 households within your area live in a Semi-detached dwelling, this is 32.39 %. 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 28 households and makes up 1.16 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 199, this makes up 52.40 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,429 making up 57.33 %. The smallest amount fall into the Private rented at 19.20 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 125, 21.95 % of households fall into this category in the study area.
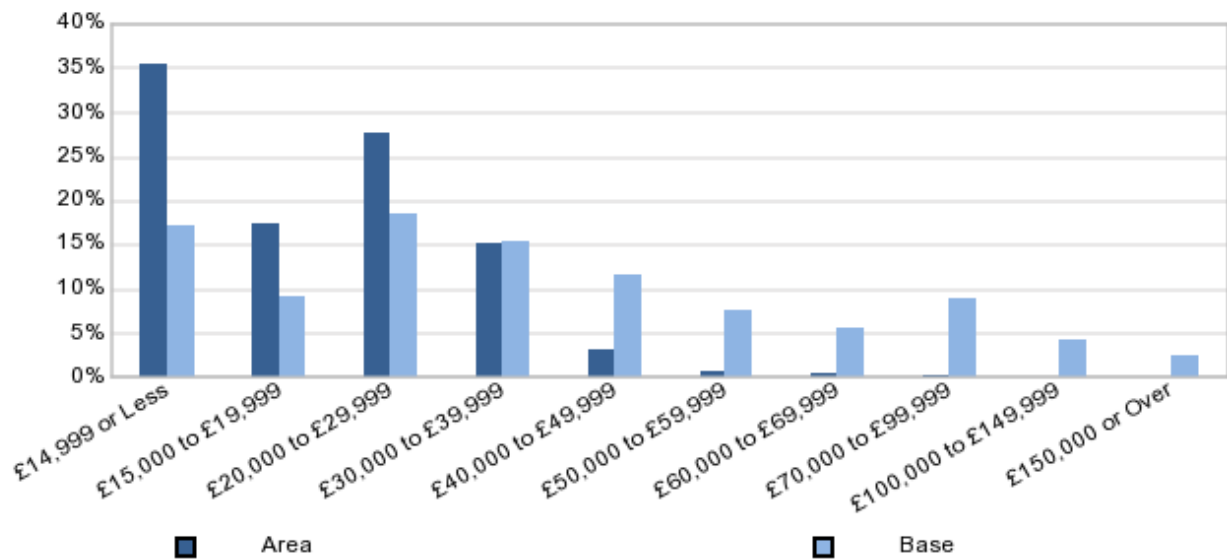
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	-10	100	216
£14,999 or Less	885	4,889,206	206			
£15,000 to £19,999	435	2,538,634	195			
£20,000 to £29,999	690	5,253,752	149			
£30,000 to £39,999	373	4,304,210	98			
£40,000 to £49,999	73	3,318,086	25			
£50,000 to £59,999	17	2,106,080	9			
£60,000 to £69,999	11	1,573,962	8			
£70,000 to £99,999	7	2,469,683	3			
£100,000 to £149,999	2	1,215,381	2			
£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.

40%
35%
30%
25%
20%
15%
10%
5%
0%

£14,999 or Less   £15,000 to £19,999   £20,000 to £29,999   £30,000 to £39,999   £40,000 to £49,999   £50,000 to £59,999   £60,000 to £69,999   £70,000 to £99,999   £100,000 to £149,999   £150,000 or Over

■ Area   □ Base

1,320 households within your area have an income of £19,999 or less, this forms 52.96 % 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 35.50 % with an index of 206, 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.
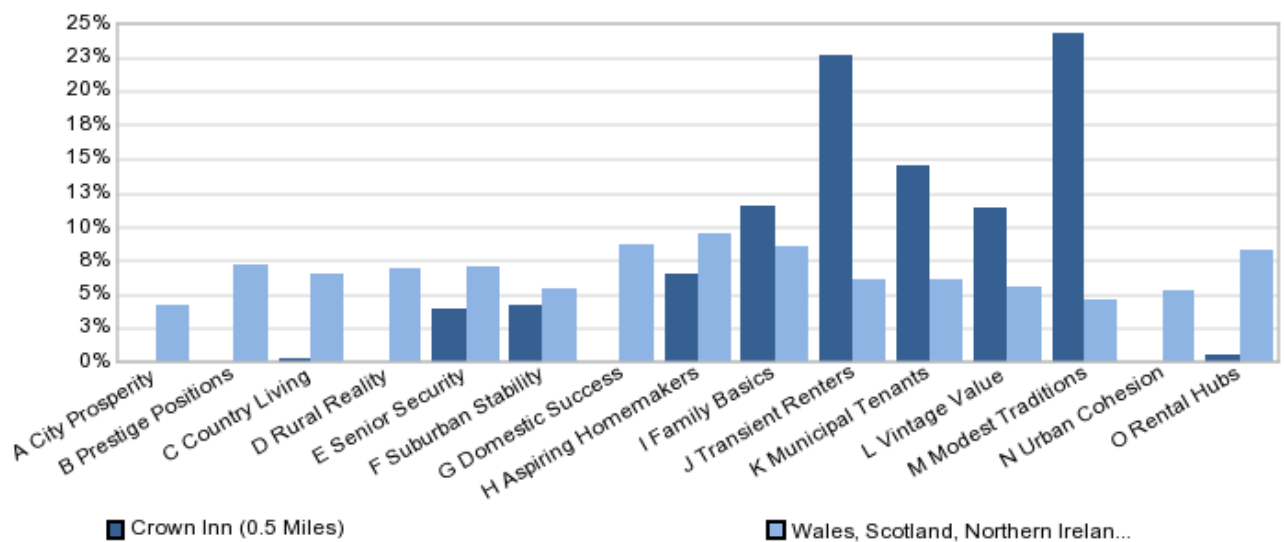
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	0	4,798,133	0
C Country Living	16	4,432,229	4
D Rural Reality	0	4,656,104	0
E Senior Security	223	4,767,632	56
F Suburban Stability	235	3,634,847	78
G Domestic Success	0	5,770,639	0
H Aspiring Homemakers	368	6,440,418	69
I Family Basics	642	5,687,500	136
J Transient Renters	1,269	4,160,345	366
K Municipal Tenants	816	4,149,642	236
L Vintage Value	640	3,692,978	208
M Modest Traditions	1,362	3,121,382	524
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	27	5,518,789	6
Totals	5,598	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 M Modest Traditions with a count of 1,362 representing 24.33 % of the overall distribution, in comparison to the base where 4.64 % 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 M Modest Traditions taking up 24.33 % 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

M Modest Traditions - 24.33 %

Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

J Transient Renters - 22.67 %

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

K Municipal Tenants - 14.58 %

Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones