Location Analyst UK

Foresters Malvern Demographic Report 0.5 Miles

Understanding Demographics

23 September, 2020

Contents

Describing Foresters Malvern 0.5 Miles (15 Minutes) in relation to United Kingdom
Creation Date: September 23, 2020

Understanding the make-up of your area

	Area	Base
Total Households	24,724	28,345,190
Total Population	55,512	67,229,855
Total Males	26,989	33,173,050
Total Females	28,523	34,056,805

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

The current year estimates show a total resident population of 55,512 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 24,724 in your area and 28,345,190 in your base selection. This was split by 51.38 % of the population being female and 48.62 % being male in the study area.

Understanding who lives in your area

Age Bands	Area	Base	Index	
				60 100 161
Under 15	8,123	11,991,800	82	
15-19	3,077	3,753,671	99	
20-24	2,321	4,311,089	65	
25-34	4,949	9,174,369	65	
35-44	5,435	8,463,387	78	
45-54	8,065	9,386,423	104	
55-64	7,709	7,914,572	118	
65+	15,834	12,234,544	157	

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.
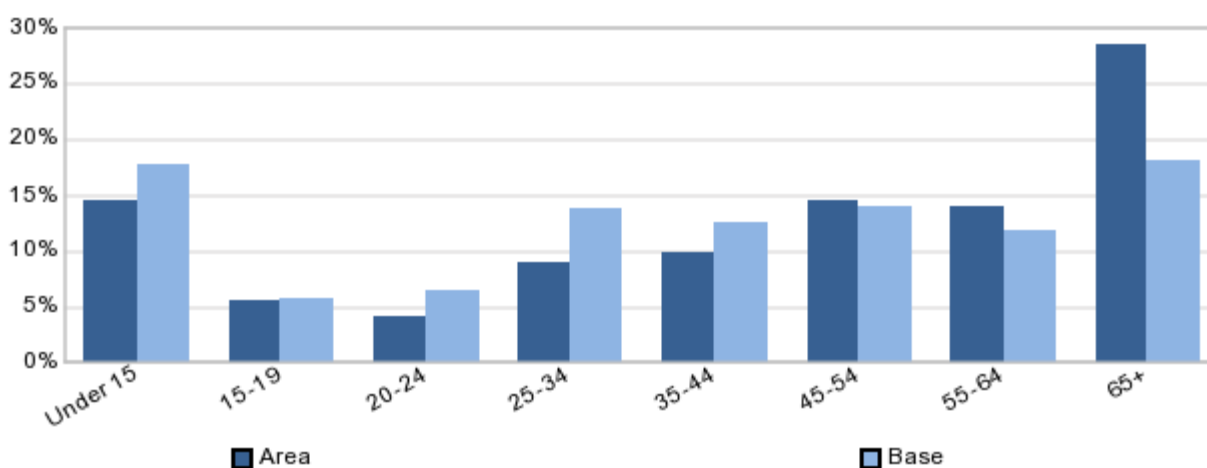
The highest proportion fall into age band 65+ with a count of 15,834 representing 28.52 % of the study area. The smallest proportion is in age band 20-24 with a count of 2,321 which represents 4.18 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 157. The band that is most under represented is 20-24 with an index of 65, where an index* of 100 represents the national average.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index	0	100	178
White	53,903	58,246,060	112			
Gypsy / Traveller / Irish Traveller	96	68,310	170			
Mixed / Multiple Ethnic Groups	530	1,367,158	47			
Asian / Asian British: Indian	252	1,559,199	20			
Asian / Asian British: Pakistani	38	1,239,421	4			
Asian / Asian British: Bangladeshi	28	505,406	7			
Asian / Asian British: Chinese	257	497,465	63			
Asian / Asian British: Other Asian	201	969,724	25			
Black / African / Caribbean / Black British	114	2,122,714	7			
Other Ethnic Group	94	654,398	17			

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:

97.10 % White
0.17 % Gypsy / Traveller / Irish Traveller
0.95 % Mixed / Multiple Ethnic Groups
0.45 % Asian / Asian British: Indian
0.07 % Asian / Asian British: Pakistani
0.05 % Asian / Asian British: Bangladeshi
0.46 % Asian / Asian British: Chinese
0.36 % Asian / Asian British: Other Asian
0.21 % Black / African / Caribbean / Black British
0.17 % 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 97.10 % of the population with a count of 53,903. 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: Bangladeshi with a count of 28, 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	76	100	138
AB Higher & intermediate manage/admin/prof	4,831	4,696,968	135			
C1 Supervisory, cleric, junior manage/admin/prof	4,518	6,510,031	91			
C2 Skilled manual workers	3,358	4,376,339	101			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	3,267	5,456,469	79			

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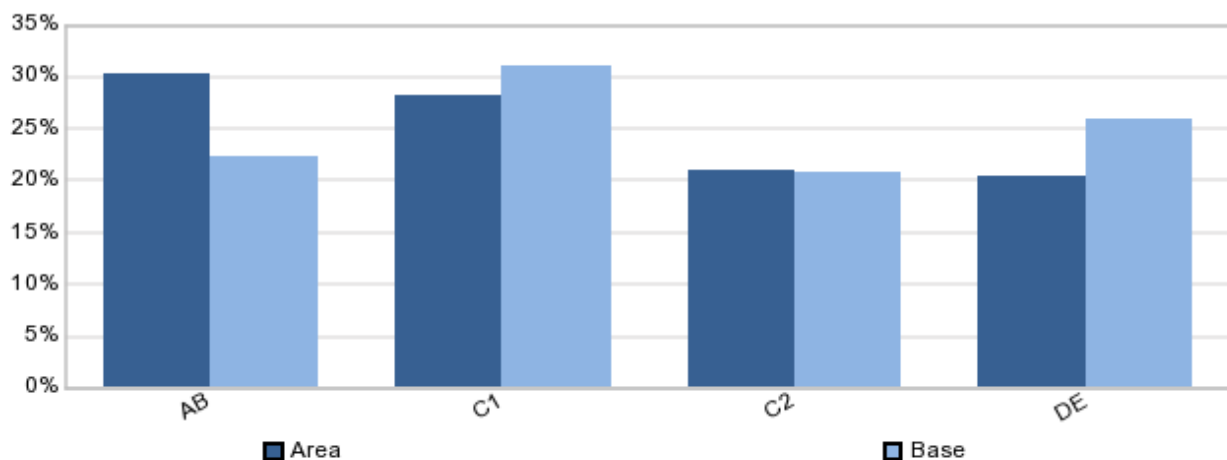
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade AB forms the largest proportion with 4,831 people falling into this group, which is 30.25 % of the overall distribution. The smallest proportion falls into grade DE with a count of 3,267 taking up 20.45 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 135, whereas the most under represented group is DE with an index count of 79.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 64	100	140
Employee	19,811	26,483,068	96		
Self employed with employees	1,137	1,127,682	129		
Self employed without employees	3,958	3,705,246	137		
Unemployed	858	1,161,572	95		
Full-time students	898	1,695,620	68		
Economically Inactive			66	100	133
Retired	7,227	6,618,937	130		
Student	1,830	2,838,201	77		
Looking after home/ family	1,360	2,117,295	77		
Permanently sick/ disabled	1,378	2,168,755	76		
Other	625	1,076,085	69		

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
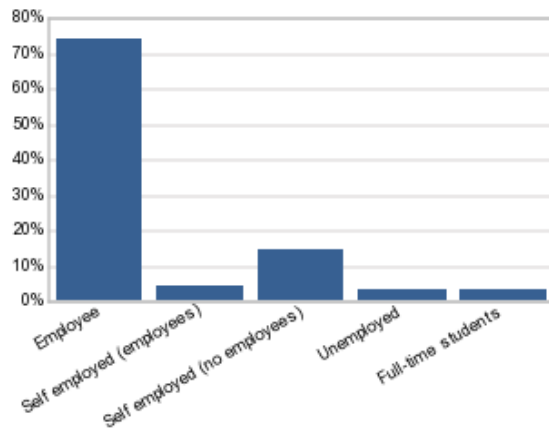
Economically Inactive - % by Category
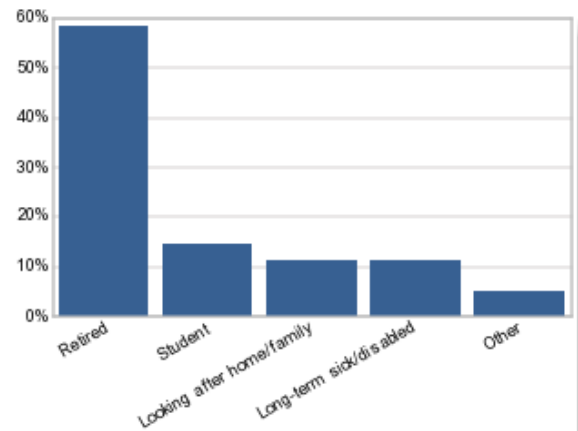
Economic activity within the study area shows that 50.69 % of the population are employed, this is 19,811 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 2.19 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Self employed without employees with an index of 137, taking up 10.13 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 7,227 representing 18.49 %. The smallest inactive group is Other with 625 which is 1.60 %. When looking at the index values the group that is most over represented is Retired with an index of 130, representing 18.49 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	33	100	201
Detached	8,232	5,385,903	174			
Semi-detached	6,688	7,344,686	104			
Bungalow	1,769	1,039,099	194			
Terraced (including end-terrace)	2,395	6,699,890	41			
Flat, maisonette or apartment	3,251	5,007,460	74			

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.
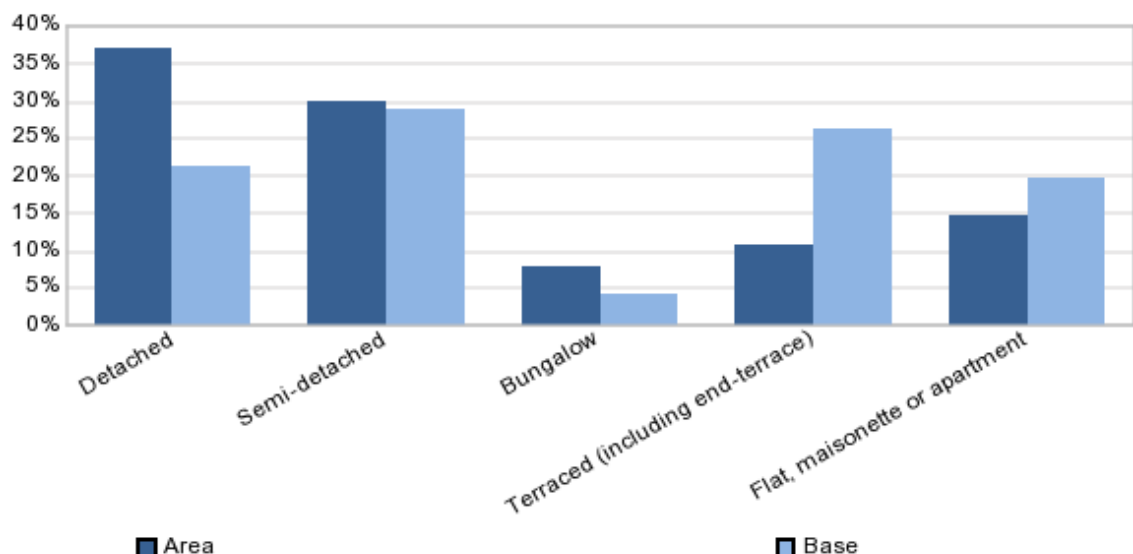
Tenure	Area	Base	Index 66	100	114
Owned (HH)	17,239	17,543,252	113		
Social Rented (HH)	3,886	4,965,267	90		
Private Rented (HH)	3,265	5,470,682	68		

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.
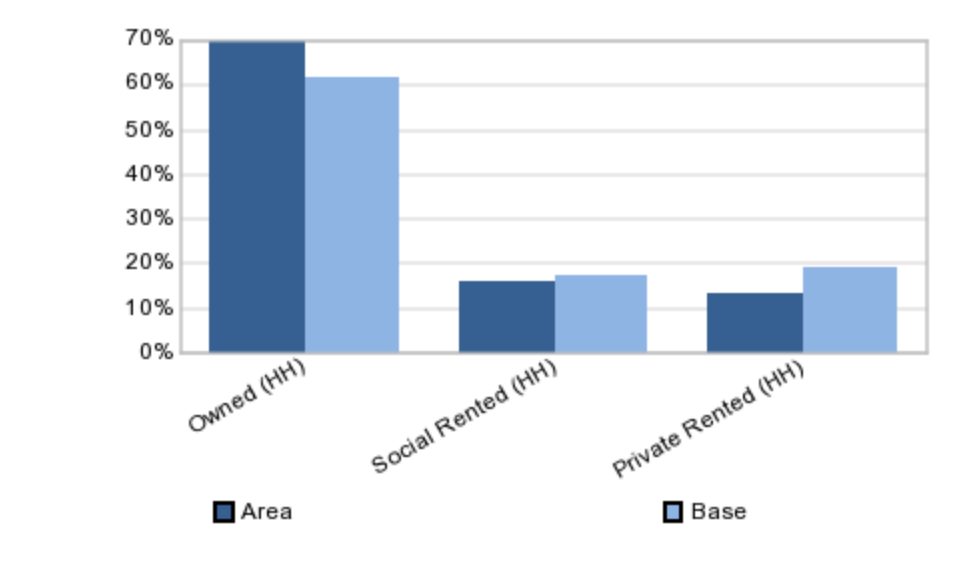
6,688 households within your area live in a Semi-detached dwelling, this is 29.95 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 1,769 households and makes up 7.92 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 194, this makes up 7.92 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 17,239 making up 69.73 %. The smallest amount fall into the Private rented at 13.20 %. When looking at the index figures the most over represented tenure type is Owned with an index of 113, 69.73 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index 33	100	119
£14,999 or Less	4,106	4,889,206	96		
£15,000 to £19,999	1,832	2,538,634	83		
£20,000 to £29,999	4,528	5,253,752	99		
£30,000 to £39,999	3,684	4,304,210	98		
£40,000 to £49,999	3,349	3,318,086	116		
£50,000 to £59,999	2,103	2,106,080	114		
£60,000 to £69,999	1,564	1,573,962	114		
£70,000 to £99,999	2,398	2,469,683	111		
£100,000 to £149,999	940	1,215,381	89		
£150,000 or Over	221	676,196	37		

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.

Area ■   Base □
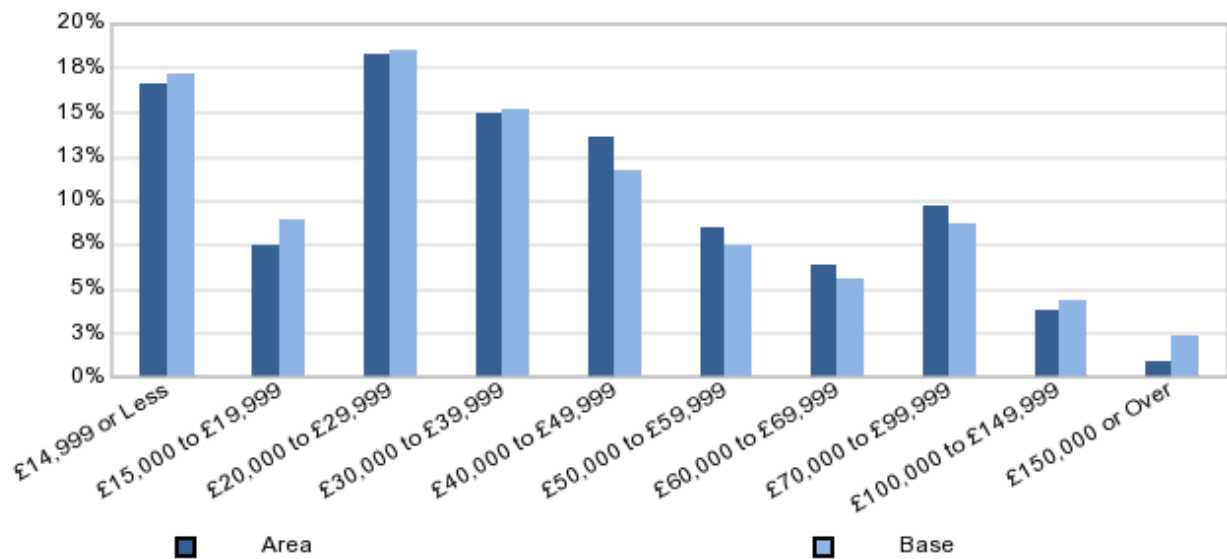
5,938 households within your area have an income of £19,999 or less, this forms 24.02 % of the overall distribution. The smallest count is 221 and these fall into household income band £150,000 or Over making up 0.89 %. When using your base as a comparison, most households fall into the income band £20,000 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 £40,000 to £49,999 is over represented making up 13.55 % with an index of 116, the most under represented banding is £150,000 or Over with a figure of 37 making up 0.89 % 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	-14	100	309
	A City Prosperity	0	2,849,374	0			
	B Prestige Positions	5,806	4,798,133	147			
	C Country Living	10,794	4,432,229	295			
	D Rural Reality	6,416	4,656,104	167			
	E Senior Security	6,411	4,767,632	163			
	F Suburban Stability	4,463	3,634,847	149			
	G Domestic Success	4,263	5,770,639	89			
	H Aspiring Homemakers	3,575	6,440,418	67			
	I Family Basics	3,972	5,687,500	85			
	J Transient Renters	1,680	4,160,345	49			
	K Municipal Tenants	360	4,149,642	11			
	L Vintage Value	4,017	3,692,978	132			
	M Modest Traditions	1,283	3,121,382	50			
	N Urban Cohesion	589	3,547,766	20			
	O Rental Hubs	1,882	5,518,789	41			
	Totals	55,512	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.
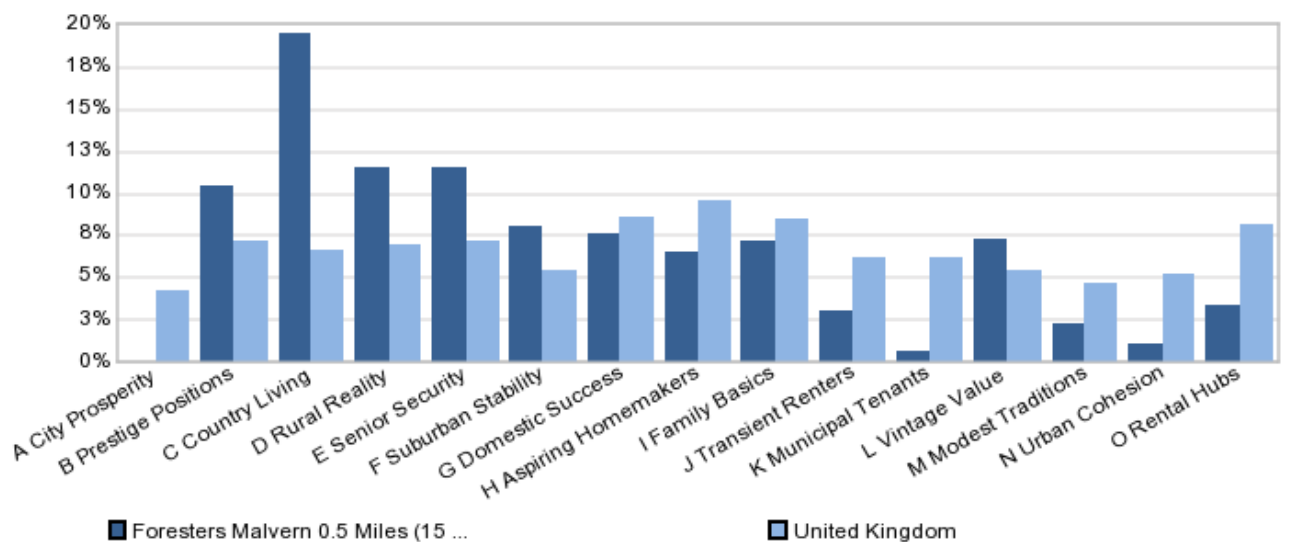
The largest group is C Country Living with a count of 10,794 representing 19.44 % of the overall distribution, in comparison to the base where 6.59 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is C Country Living taking up 19.44 % 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

C Country Living - 19.44 %

Well-off owners in rural locations enjoying the benefits of country life.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

D Rural Reality - 11.56 %

Householders living in less expensive homes in village communities.

Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

E Senior Security - 11.55 %

Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers