Location Analyst | UK

Gate, Atherstone Demogs Report 15mins

Understanding Demographics

23 October, 2020

Contents

Describing Gate, Atherstone Demogs Report 15mins (15 Minutes) in relation to United Kingdom
Creation Date: October 23, 2020

Understanding the make-up of your area

	Area	Base
Total Households	53,866	28,345,190
Total Population	130,090	67,229,855
Total Males	63,752	33,173,050
Total Females	66,338	34,056,805

The current year estimates show a total resident population of 130,090 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 53,866 in your area and 28,345,190 in your base selection. This was split by 50.99 % of the population being female and 49.01 % 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			
				80	100	111
Under 15	23,676	11,991,800	102			
15-19	7,448	3,753,671	103			
20-24	6,803	4,311,089	82			
25-34	16,023	9,174,369	90			
35-44	15,305	8,463,387	93			
45-54	19,458	9,386,423	107			
55-64	16,773	7,914,572	110			
65+	24,604	12,234,544	104			

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.
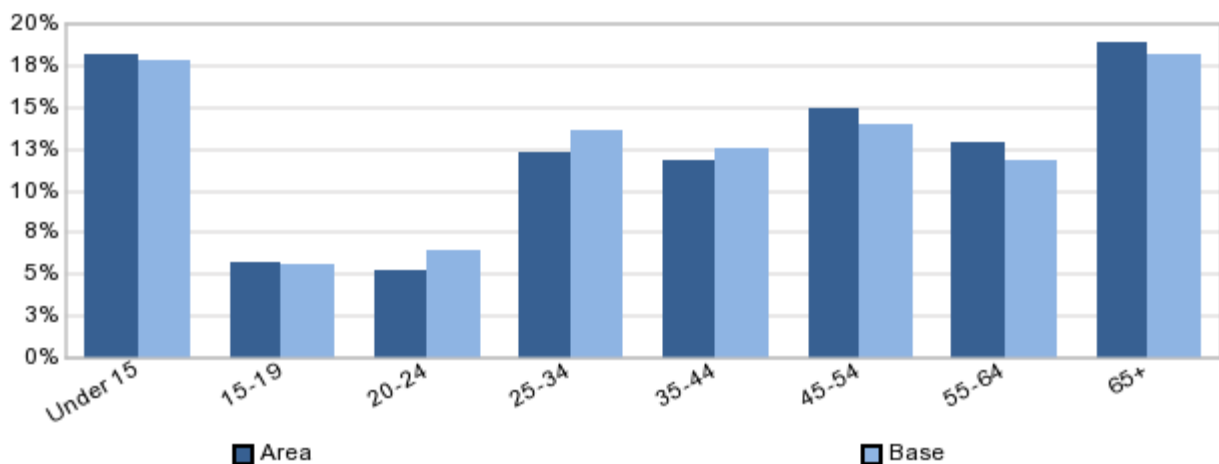
The highest proportion fall into age band 65+ with a count of 24,604 representing 18.91 % of the study area. The smallest proportion is in age band 20-24 with a count of 6,803 which represents 5.23 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 110. The band that is most under represented is 20-24 with an index of 82, 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	
				0 100 116
White	125,798	58,246,060	112	
Gypsy / Traveller / Irish Traveller	53	68,310	40	
Mixed / Multiple Ethnic Groups	1,205	1,367,158	46	
Asian / Asian British: Indian	1,211	1,559,199	40	
Asian / Asian British: Pakistani	249	1,239,421	10	
Asian / Asian British: Bangladeshi	48	505,406	5	
Asian / Asian British: Chinese	180	497,465	19	
Asian / Asian British: Other Asian	528	969,724	28	
Black / African / Caribbean / Black British	631	2,122,714	15	
Other Ethnic Group	189	654,398	15	

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:

96.70 % White
0.04 % Gypsy / Traveller / Irish Traveller
0.93 % Mixed / Multiple Ethnic Groups
0.93 % Asian / Asian British: Indian
0.19 % Asian / Asian British: Pakistani
0.04 % Asian / Asian British: Bangladeshi
0.14 % Asian / Asian British: Chinese
0.41 % Asian / Asian British: Other Asian
0.48 % Black / African / Caribbean / Black British
0.15 % 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 96.70 % of the population with a count of 125,798. 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 48, 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	
			73	100 121
AB Higher & intermediate manage/admin/prof	6,841	4,696,968	76	
C1 Supervisory, cleric, junior manage/admin/prof	11,253	6,510,031	90	
C2 Skilled manual workers	10,004	4,376,339	119	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	12,169	5,456,469	117	

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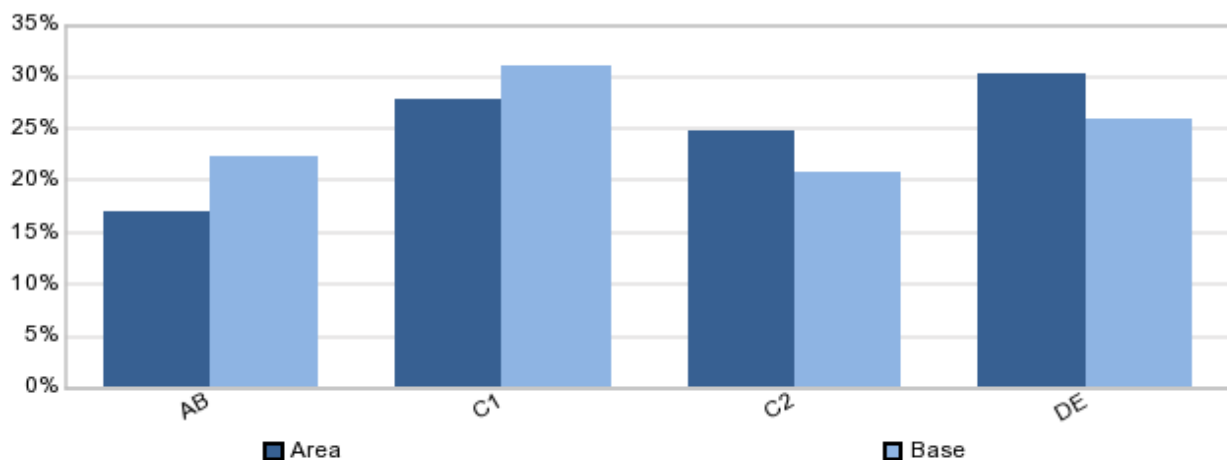
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 12,169 people falling into this group, which is 30.22 % of the overall distribution. The smallest proportion falls into grade AB with a count of 6,841 taking up 16.99 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 119, whereas the most under represented group is AB with an index count of 76.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 69	100	113
Employee	54,675	26,483,068	104		
Self employed with employees	1,877	1,127,682	84		
Self employed without employees	6,367	3,705,246	87		
Unemployed	2,564	1,161,572	111		
Full-time students	2,399	1,695,620	71		
Economically Inactive			57	100	122
Retired	14,454	6,618,937	119		
Student	3,162	2,838,201	61		
Looking after home/ family	3,983	2,117,295	103		
Permanently sick/ disabled	3,926	2,168,755	99		
Other	1,591	1,076,085	81		

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
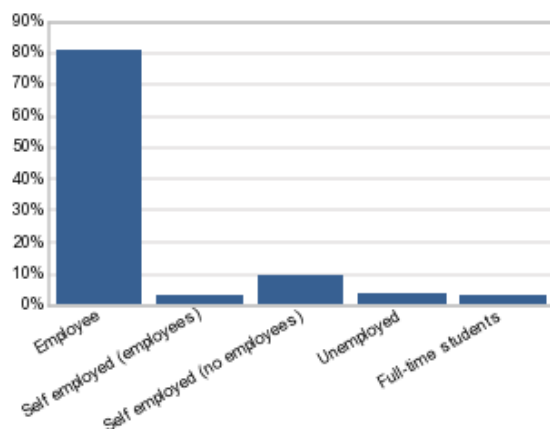
Economically Inactive - % by Category
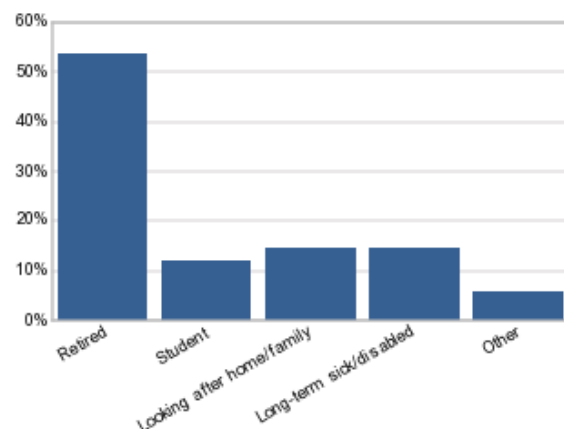
Economic activity within the study area shows that 57.55 % of the population are employed, this is 54,675 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.98 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 111, taking up 2.70 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 14,454 representing 15.21 %. The smallest inactive group is Other with 1,591 which is 1.68 %. When looking at the index values the group that is most over represented is Retired with an index of 119, representing 15.21 %.

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Understanding what type of households are in your area

| Dwelling Type	Area	Base	Index	35	100	146
Detached	11,607	5,385,903	108			
Semi-detached	20,646	7,344,686	141			
Bungalow	1,759	1,039,099	85			
Terraced (including end-terrace)	12,760	6,699,890	96			
Flat, maisonette or apartment	4,018	5,007,460	40			

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.
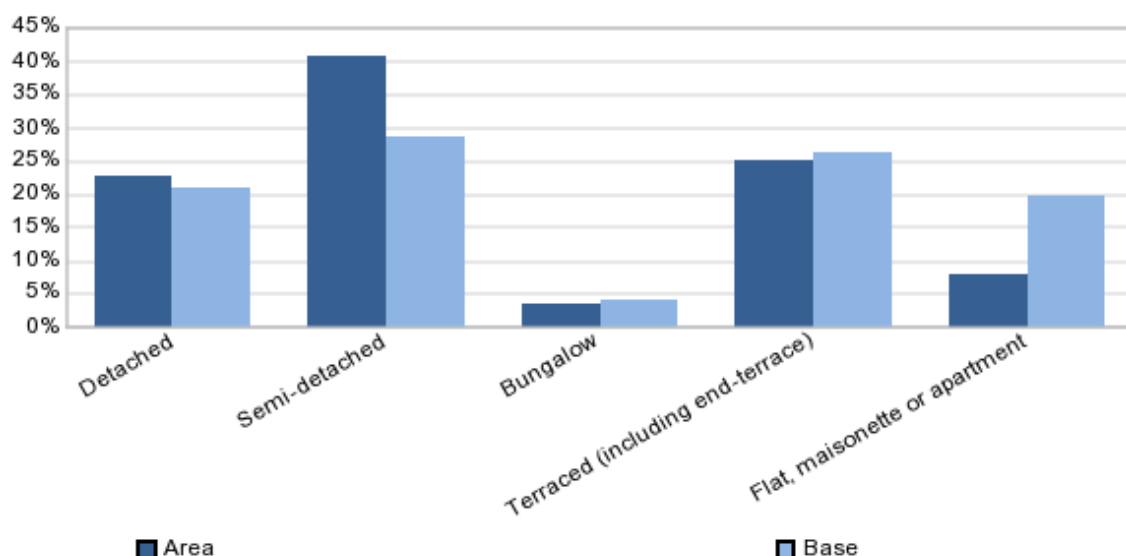
Tenure	Area	Base	Index	69		100	112
Owned (HH)	36,898	17,543,252	111			▬	
Social Rented (HH)	9,056	4,965,267	96			■	
Private Rented (HH)	7,408	5,470,682	71		▬▬		

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.
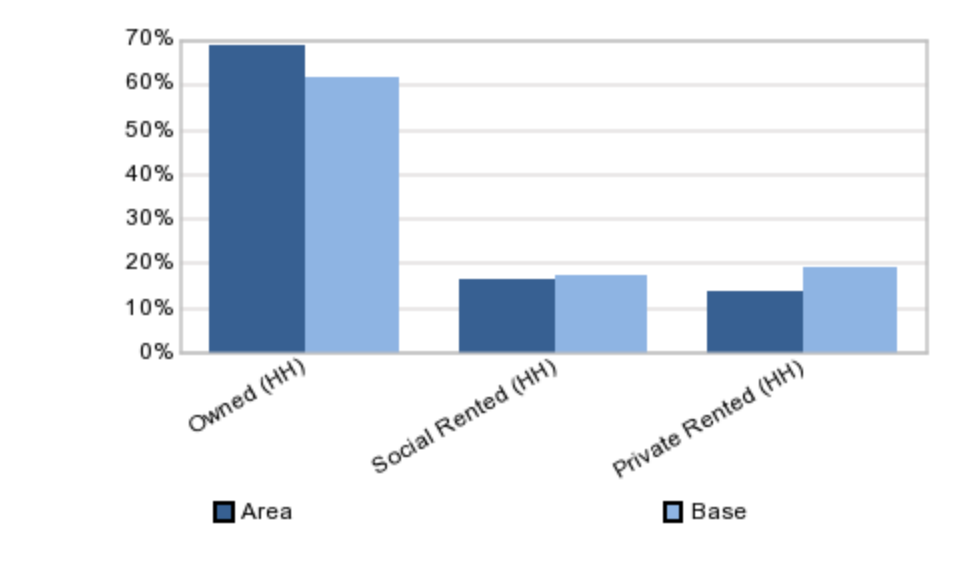
20,646 households within your area live in a Semi-detached dwelling, this is 40.65 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 1,759 households and makes up 3.46 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 141, this makes up 40.65 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 36,898 making up 68.50 %. The smallest amount fall into the Private rented at 13.75 %. When looking at the index figures the most over represented tenure type is Owned with an index of 111, 68.50 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	13		100	131
£14,999 or Less	9,343	4,889,206	101			|	
£15,000 to £19,999	5,094	2,538,634	106			■	
£20,000 to £29,999	12,589	5,253,752	126			▬	
£30,000 to £39,999	9,708	4,304,210	119			▬	
£40,000 to £49,999	7,163	3,318,086	114			■	
£50,000 to £59,999	3,609	2,106,080	90			■	
£60,000 to £69,999	2,084	1,573,962	70		▬		
£70,000 to £99,999	2,987	2,469,683	64		▬		
£100,000 to £149,999	1,051	1,215,381	46		▬▬		
£150,000 or Over	238	676,196	19		▬▬		

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.
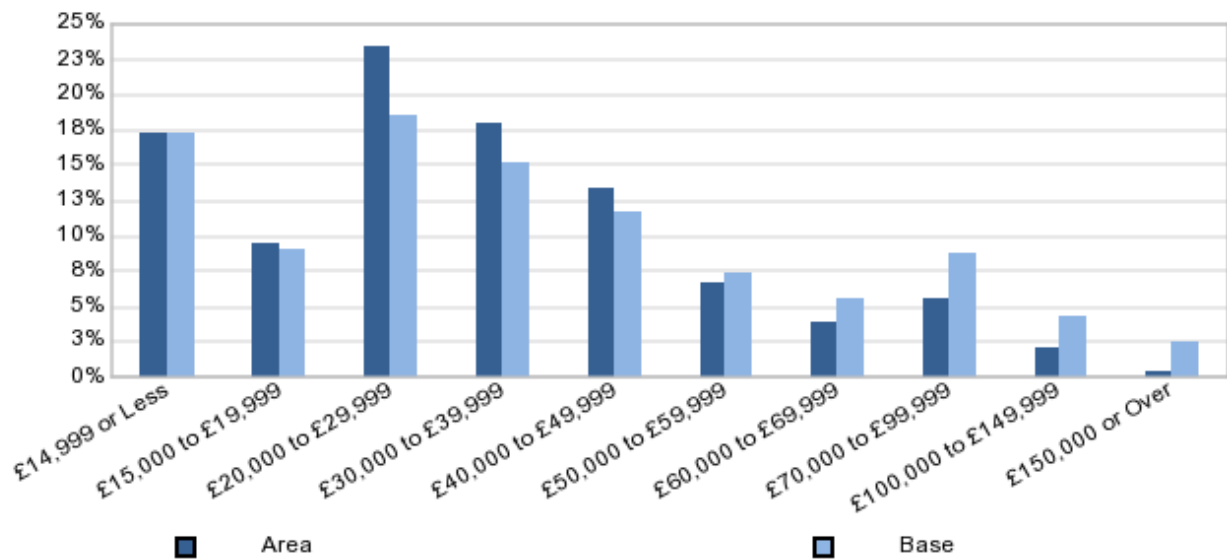
14,436 households within your area have an income of £19,999 or less, this forms 26.80 % of the overall distribution. The smallest count is 238 and these fall into household income band £150,000 or Over making up 0.44 %. When using your base as a comparison, most households fall into the income band £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 £20,000 to £29,999 is over represented making up 23.37 % with an index of 126, the most under represented banding is £150,000 or Over with a figure of 19 making up 0.44 % 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	-10	100	210
	A City Prosperity	0	2,849,374	0			
	B Prestige Positions	6,431	4,798,133	69			
	C Country Living	8,936	4,432,229	104			
	D Rural Reality	11,210	4,656,104	124			
	E Senior Security	8,195	4,767,632	89			
	F Suburban Stability	12,634	3,634,847	180			
	G Domestic Success	9,192	5,770,639	82			
	H Aspiring Homemakers	22,458	6,440,418	180			
	I Family Basics	22,036	5,687,500	200			
	J Transient Renters	7,654	4,160,345	95			
	K Municipal Tenants	4,135	4,149,642	51			
	L Vintage Value	5,401	3,692,978	76			
	M Modest Traditions	10,764	3,121,382	178			
	N Urban Cohesion	3	3,547,766	0			
	O Rental Hubs	1,041	5,518,789	10			
	Totals	130,090	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.
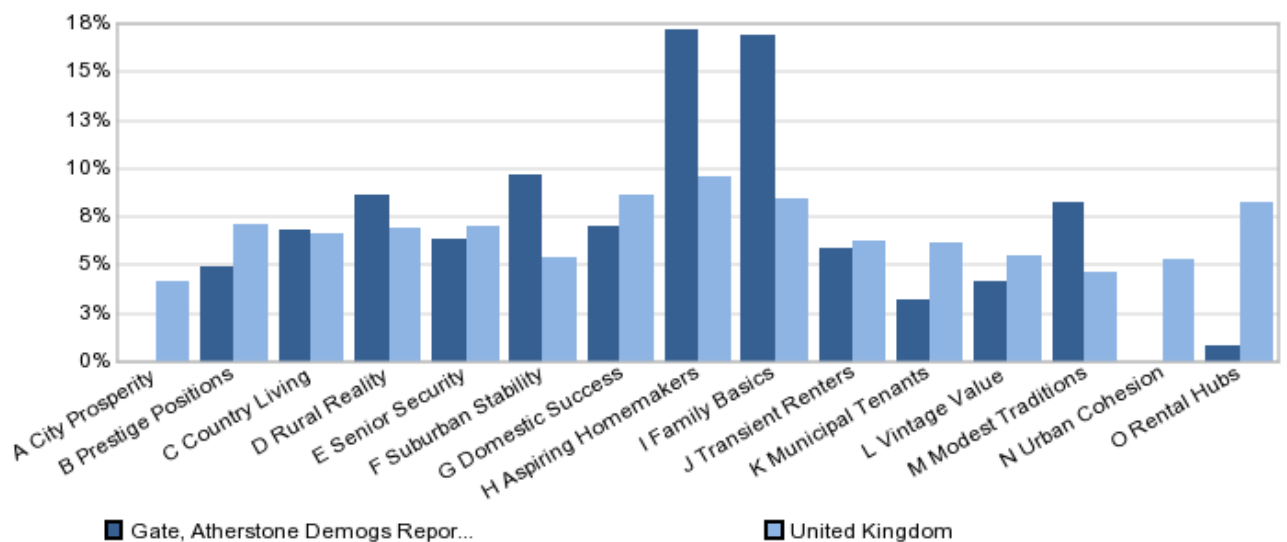
The largest group is H Aspiring Homemakers with a count of 22,458 representing 17.26 % of the overall distribution, in comparison to the base where 9.58 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is I Family Basics taking up 16.94 % 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

H Aspiring Homemakers - 17.26 %

Younger households settling down in housing priced within their means.

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

I Family Basics - 16.94 %

Families with limited resources who budget to make ends meet.

Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

F Suburban Stability - 9.71 %

Mature suburban owners living settled lives in mid-range housing.

Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet