

Location Analyst

UK



George & Dragon CH3 8EE 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

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Describing George & Dragon 0.5 mile (0.5 Miles) in relation to United Kingdom

Creation Date: October 8, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,028	28,345,190
Total Population	2,440	67,229,855
Total Males	1,140	33,173,050
Total Females	1,300	34,056,805

The current year estimates show a total resident population of 2,440 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,028 in your area and 28,345,190 in your base selection. This was split by 53.28 % of the population being female and 46.72 % being male in the study area.

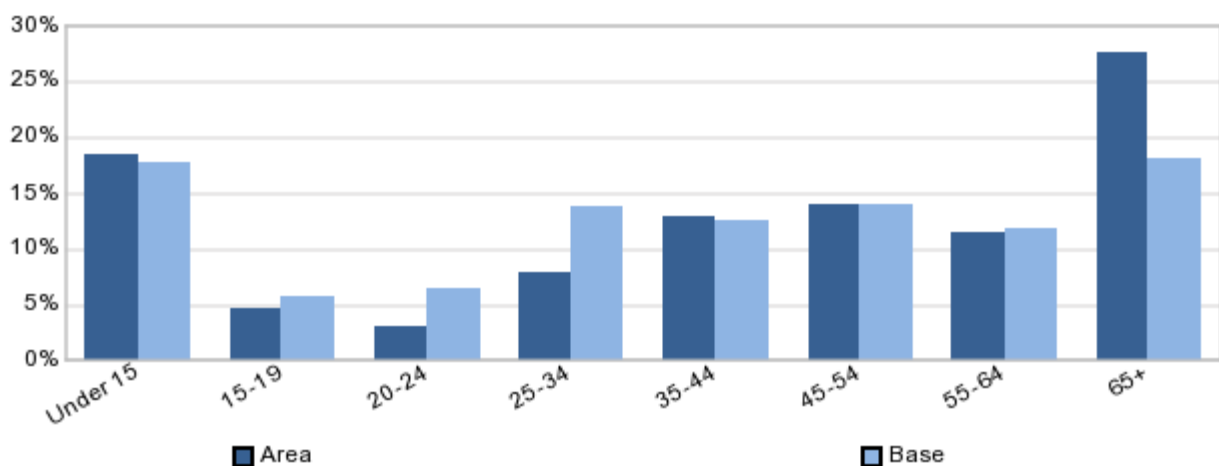
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
			42 100 157
Under 15	453	11,991,800	104
15-19	111	3,753,671	82
20-24	76	4,311,089	48
25-34	192	9,174,369	58
35-44	316	8,463,387	103
45-54	337	9,386,423	99
55-64	280	7,914,572	97
65+	675	12,234,544	152

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 675 representing 27.67 % of the study area. The smallest proportion is in age band 20-24 with a count of 76 which represents 3.11 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 152. The band that is most under represented is 20-24 with an index* of 48, 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	2,400	58,246,060	114	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	20	1,367,158	41	
Asian / Asian British: Indian	3	1,559,199	5	
Asian / Asian British: Pakistani	0	1,239,421	0	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	1	497,465	4	
Asian / Asian British: Other Asian	4	969,724	13	
Black / African / Caribbean / Black British	10	2,122,714	13	
Other Ethnic Group	1	654,398	6	

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:

98.38 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.83 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.12 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.03 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.18 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.40 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.06 % Other Ethnic Group	0.97 % Other Ethnic Group

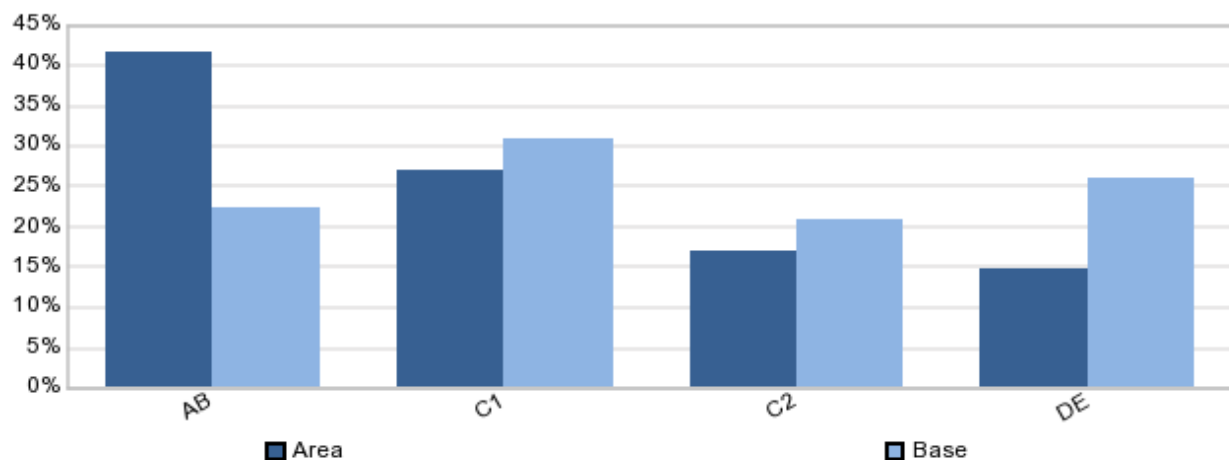
In the study area the largest ethnic group is White taking up 98.38 % of the population with a count of 2,400. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 0, 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	275	4,696,968	186	
C1 Supervisory, cleric, junior manage/admin/prof	177	6,510,031	87	
C2 Skilled manual workers	111	4,376,339	81	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	97	5,456,469	57	

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 275 people falling into this group, which is 41.62 % of the overall distribution. The smallest proportion falls into grade DE with a count of 97 taking up 14.68 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 186, whereas the most under represented group is DE with an index count of 57.

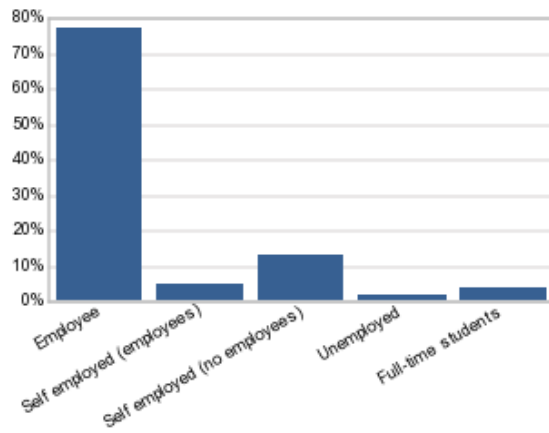
Understanding the Economic Activity

Economically Active	Area	Base	Index	42	100	157
Employee	881	26,483,068	99			
Self employed with employees	58	1,127,682	152		■	
Self employed without employees	146	3,705,246	117		■	
Unemployed	19	1,161,572	48	■		
Full-time students	43	1,695,620	76	■		
Economically Inactive				31	100	158
Retired	346	6,618,937	153		■	
Student	56	2,838,201	58		■	
Looking after home/ family	62	2,117,295	85		■	
Permanently sick/ disabled	28	2,168,755	38	■		
Other	14	1,076,085	39	■		

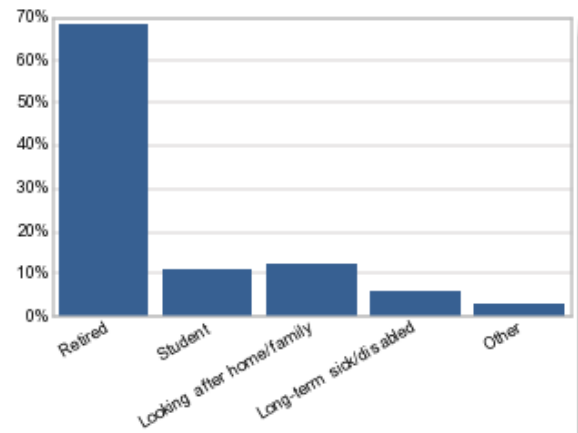
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 53.36 % of the population are employed, this is 881 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.13 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Employee with an index of 152, taking up 3.49 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 346 representing 20.93 %. The smallest inactive group is Other with 14 which is 0.87 %. When looking at the index values the group that is most over represented is Retired with an index of 153, representing 20.93 %.

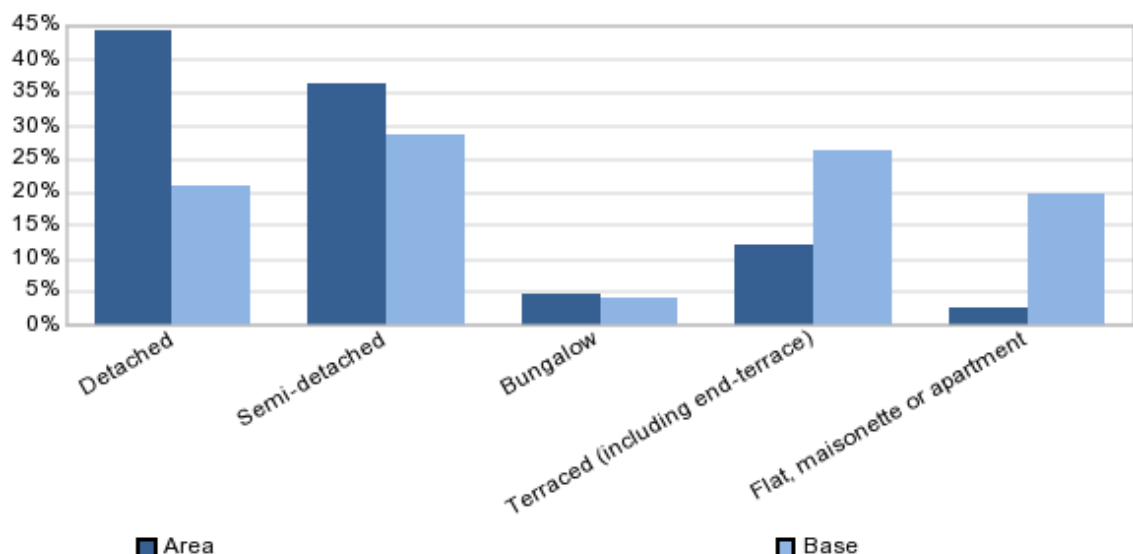
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	2	100	220
Detached	436	5,385,903	211		■	
Semi-detached	358	7,344,686	127		■	
Bungalow	43	1,039,099	108		■	
Terraced (including end-terrace)	117	6,699,890	46		■	
Flat, maisonette or apartment	25	5,007,460	13		■	

Source: Experian ConsumerView Household Directory 2019 .

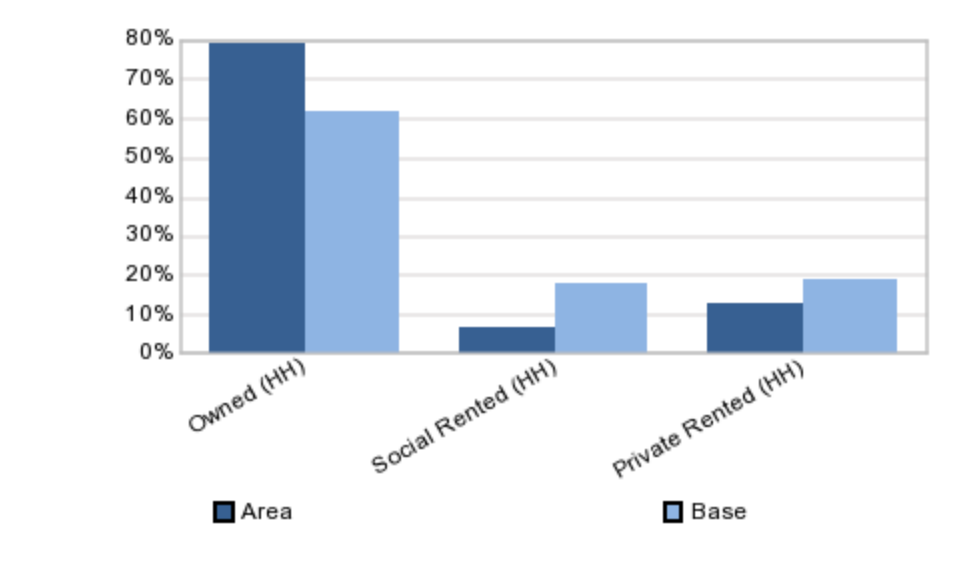
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	35	100	132
Owned (HH)	814	17,543,252	128			
Social Rented (HH)	72	4,965,267	40			
Private Rented (HH)	130	5,470,682	66			

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.



358 households within your area live in a Semi-detached dwelling, this is 36.55 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 25 households and makes up 2.52 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 211, this makes up 44.52 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 814 making up 79.18 %. The smallest amount fall into the Social rented at 7.02 %. When looking at the index figures the most over represented tenure type is Owned with an index of 128, 79.18 % of households fall into this category in the study area.

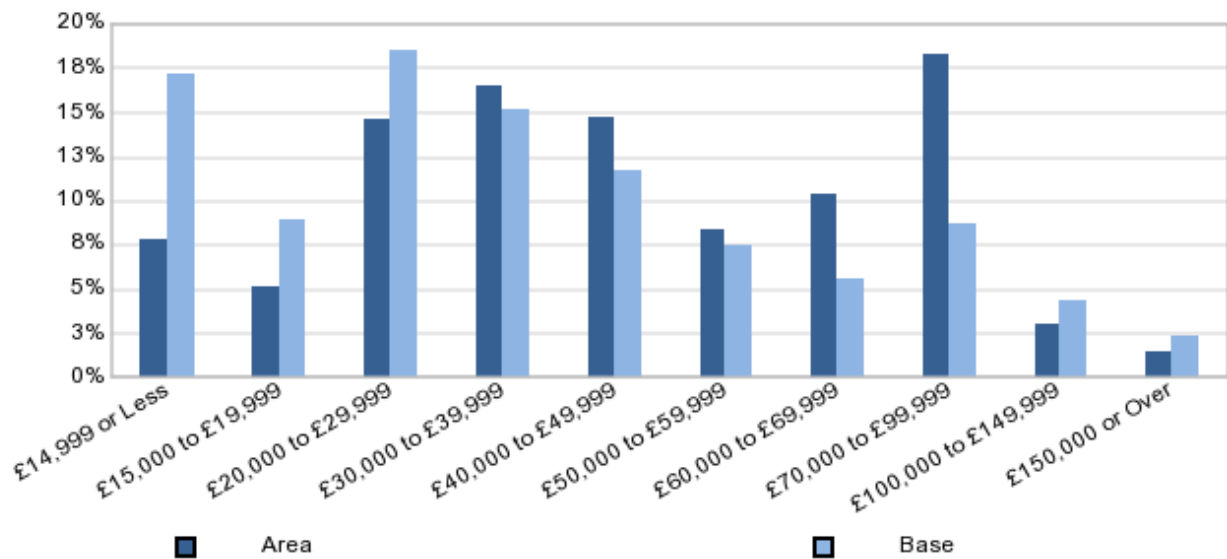
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Understanding the Household Income

Household Income	Area	Base	Index	36	100	218
£14,999 or Less	79	4,889,206	45			
£15,000 to £19,999	53	2,538,634	57			
£20,000 to £29,999	150	5,253,752	79			
£30,000 to £39,999	169	4,304,210	108			
£40,000 to £49,999	151	3,318,086	126			
£50,000 to £59,999	87	2,106,080	113			
£60,000 to £69,999	107	1,573,962	187			
£70,000 to £99,999	188	2,469,683	210			
£100,000 to £149,999	30	1,215,381	69			
£150,000 or Over	15	676,196	60			

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.



132 households within your area have an income of £19,999 or less, this forms 12.84 % of the overall distribution. The smallest count is 15 and these fall into household income band £150,000 or Over making up 1.42 %. 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 £70,000 to £99,999 is over represented making up 18.26 % with an index of 210, the most under represented banding is £14,999 or less with a figure of 45 making up 7.69 % 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.

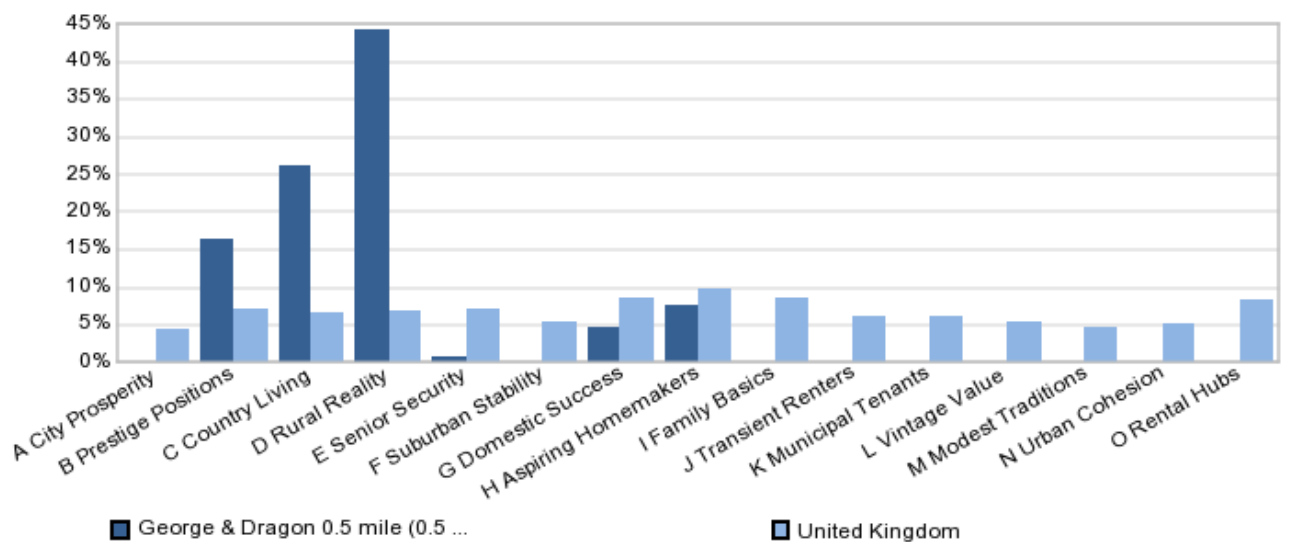
Understanding the residential profile by Mosaic UK 6

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	-32	100	672
A City Prosperity	0	2,849,374	0			
B Prestige Positions	399	4,798,133	229			
C Country Living	640	4,432,229	398			
D Rural Reality	1,082	4,656,104	640			
E Senior Security	18	4,767,632	10			
F Suburban Stability	0	3,634,847	0			
G Domestic Success	115	5,770,639	55			
H Aspiring Homemakers	186	6,440,418	80			
I Family Basics	0	5,687,500	0			
J Transient Renters	0	4,160,345	0			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	0	3,692,978	0			
M Modest Traditions	0	3,121,382	0			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	2,440	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 D Rural Reality with a count of 1,082 representing 44.34 % of the overall distribution, in comparison to the base where 6.93 % 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 D Rural Reality taking up 44.34 % 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

D Rural Reality - 44.34 %



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

C Country Living - 26.22 %



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

B Prestige Positions - 16.36 %



Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking