

Location Analyst

UK



## Golden Lion-Bilston, Demog report, 0.5 miles

### Understanding Demographics

12 October, 2020

#### Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Describing Golden Lion (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England  
 Creation Date: October 12, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	3,436	28,345,190
Total Population	8,150	67,229,855
Total Males	3,958	33,173,050
Total Females	4,192	34,056,805

The current year estimates show a total resident population of 8,150 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,436 in your area and 28,345,190 in your base selection. This was split by 51.44 % of the population being female and 48.56 % being male in the study area.

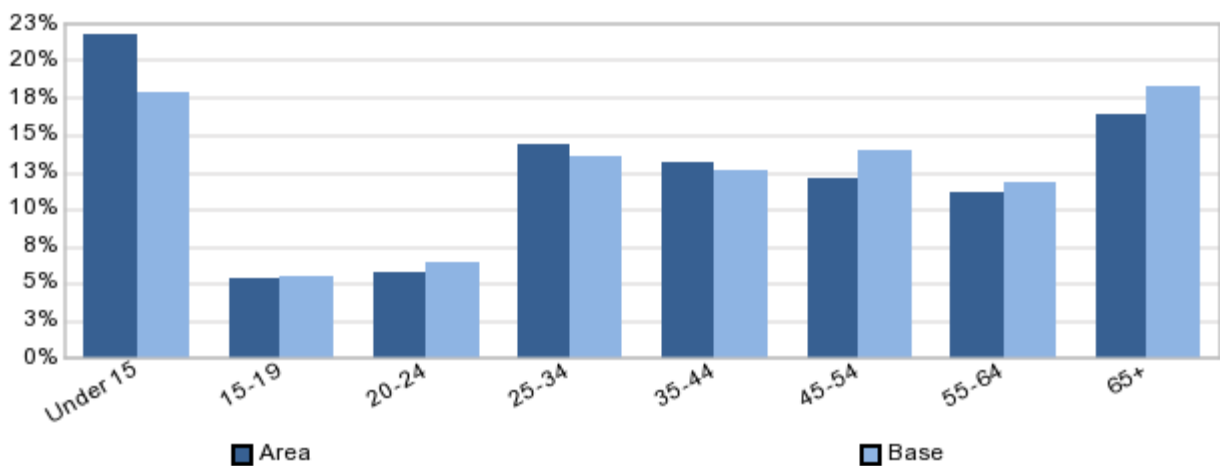
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,777	11,991,800	122
15-19	439	3,753,671	97
20-24	470	4,311,089	90
25-34	1,169	9,174,369	105
35-44	1,064	8,463,387	104
45-54	985	9,386,423	87
55-64	907	7,914,572	95
65+	1,338	12,234,544	90

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 Under 15 with a count of 1,777 representing 21.81 % of the study area. The smallest proportion is in age band 15-19 with a count of 439 which represents 5.39 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 122. The band that is most under represented is 45-54 with an index of 87, 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	7,102	58,246,060	101
Gypsy / Traveller / Irish Traveller	48	68,310	577
Mixed / Multiple Ethnic Groups	236	1,367,158	142
Asian / Asian British: Indian	347	1,559,199	184
Asian / Asian British: Pakistani	39	1,239,421	26
Asian / Asian British: Bangladeshi	2	505,406	4
Asian / Asian British: Chinese	17	497,465	29
Asian / Asian British: Other Asian	56	969,724	48
Black / African / Caribbean / Black British	261	2,122,714	102
Other Ethnic Group	41	654,398	51

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:

87.14 % White	86.64 % White
0.59 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.90 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
4.26 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.48 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.21 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.69 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
3.21 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.50 % Other Ethnic Group	0.97 % Other Ethnic Group

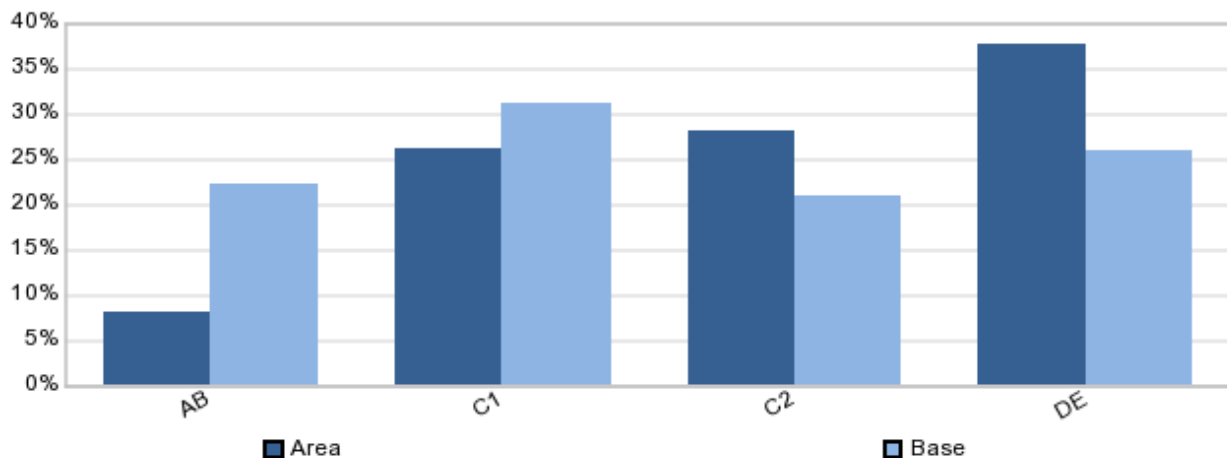
In the study area the largest ethnic group is White taking up 87.14 % of the population with a count of 7,102. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 2, 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	207	4,696,968	36
C1 Supervisory, cleric, junior manage/admin/prof	673	6,510,031	84
C2 Skilled manual workers	726	4,376,339	135
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	973	5,456,469	146

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 973 people falling into this group, which is 37.75 % of the overall distribution. The smallest proportion falls into grade AB with a count of 207 taking up 8.02 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 146, whereas the most under represented group is AB with an index count of 36.

## Understanding the Economic Activity

Economically Active	Area	Base	Index
Employee	2,987	26,483,068	103
Self employed with employees	76	1,127,682	62
Self employed without employees	257	3,705,246	64
Unemployed	293	1,161,572	231
Full-time students	116	1,695,620	62

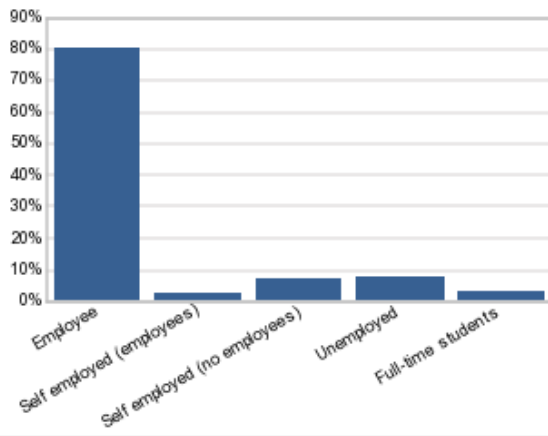
  

Economically Inactive	Area	Base	Index
Retired	818	6,618,937	93
Student	222	2,838,201	59
Looking after home/ family	391	2,117,295	139
Permanently sick/ disabled	389	2,168,755	135
Other	152	1,076,085	106

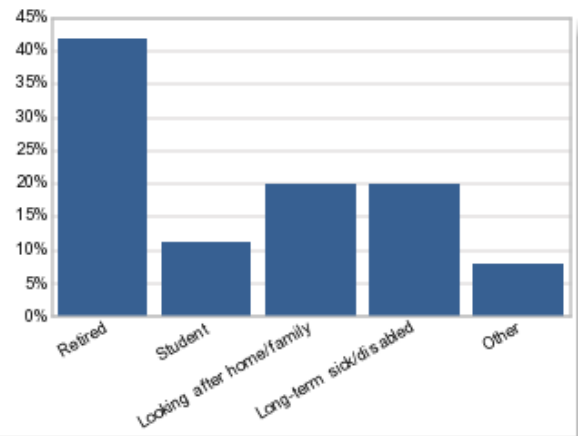
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 52.39 % of the population are employed, this is 2,987 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.34 %, 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 231, taking up 5.14 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 818 representing 14.35 %. The smallest inactive group is Other with 152 which is 2.66 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 139, representing 6.85 %.

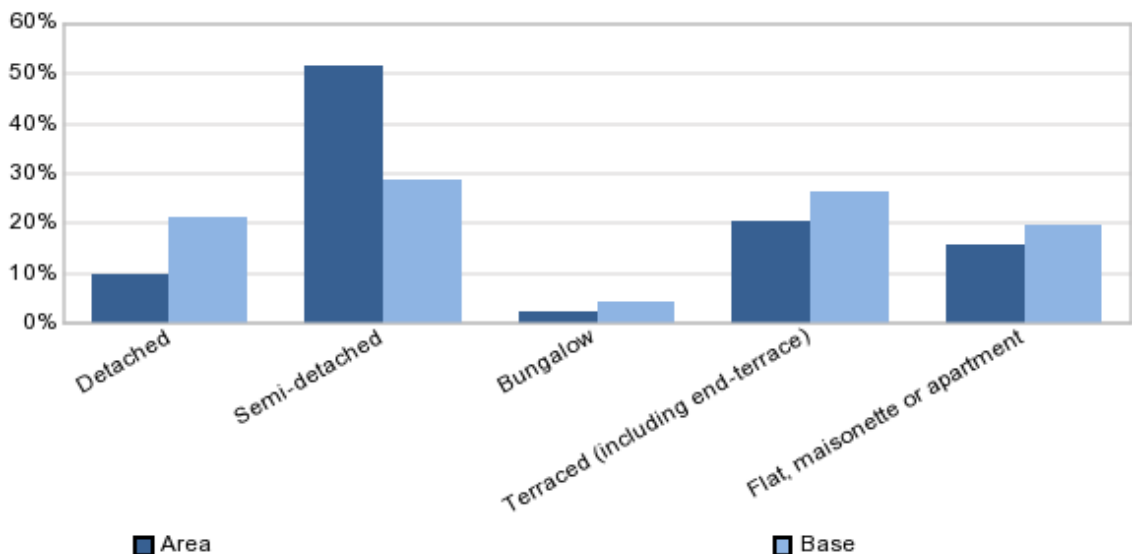
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## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	320	5,385,903	47
Semi-detached	1,647	7,344,686	179
Bungalow	79	1,039,099	60
Terraced (including end-terrace)	651	6,699,890	77
Flat, maisonette or apartment	503	5,007,460	80

Source: Experian ConsumerView Household Directory 2019 .

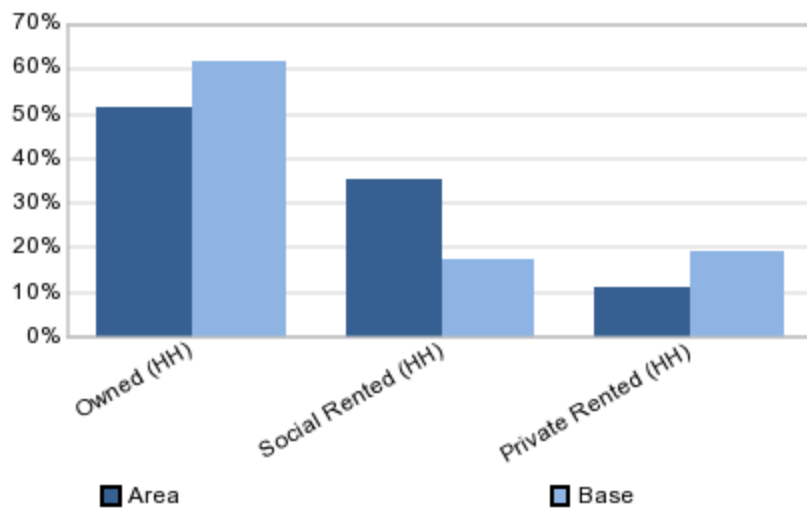
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,775	17,543,252	83
Social Rented (HH)	1,210	4,965,267	201
Private Rented (HH)	384	5,470,682	58

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.



1,647 households within your area live in a Semi-detached dwelling, this is 51.48 %. 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 79 households and makes up 2.45 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 179, this makes up 51.48 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,775 making up 51.65 %. The smallest amount fall into the Private rented at 11.18 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 201, 35.20 % of households fall into this category in the study area.

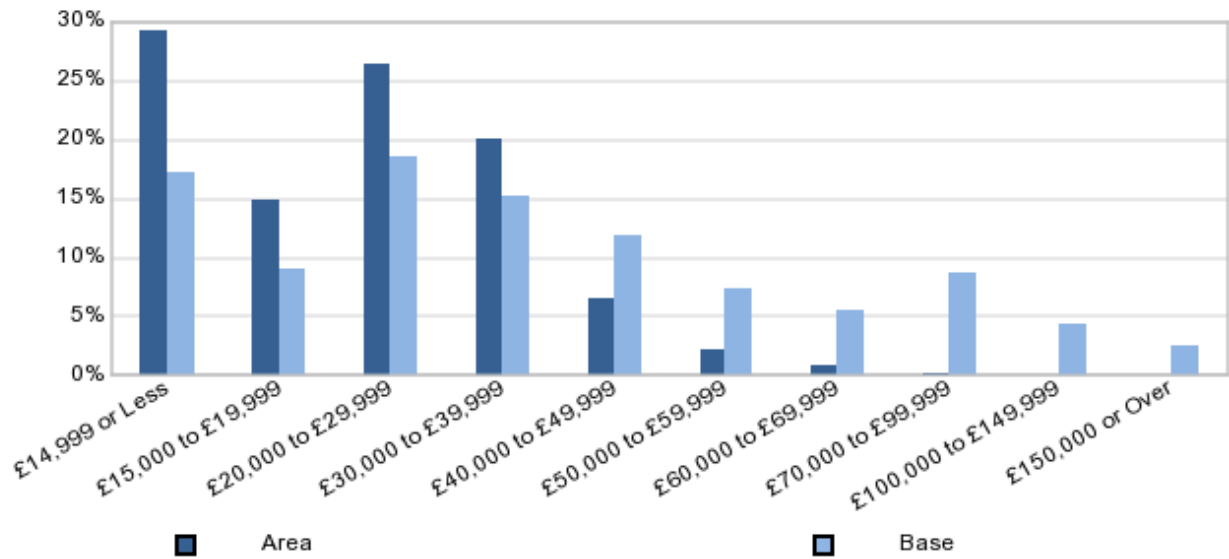
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## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,005	4,889,206	170
£15,000 to £19,999	509	2,538,634	165
£20,000 to £29,999	907	5,253,752	142
£30,000 to £39,999	689	4,304,210	132
£40,000 to £49,999	221	3,318,086	55
£50,000 to £59,999	70	2,106,080	27
£60,000 to £69,999	28	1,573,962	15
£70,000 to £99,999	7	2,469,683	2
£100,000 to £149,999	0	1,215,381	0
£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.



1,513 households within your area have an income of £19,999 or less, this forms 44.04 % of the overall distribution. The smallest count is 0 and these fall into household income band £100,000 to £149,999 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 29.24 % with an index of 170, the most under represented banding is £100,000 to £149,999 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.

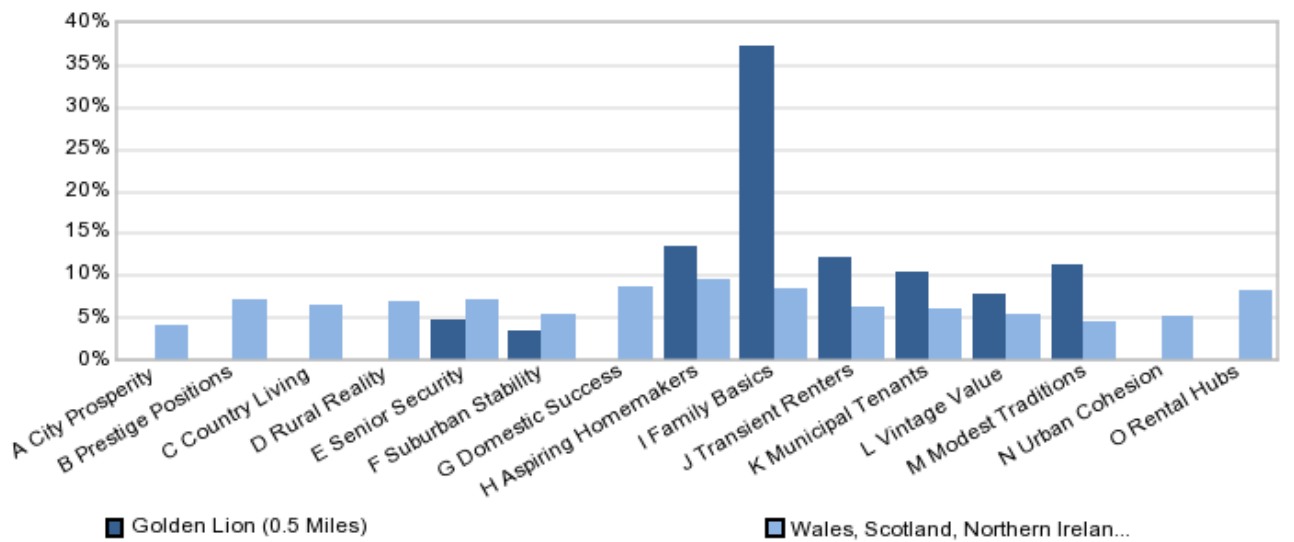
## Understanding the residential profile by Mosaic UK 6

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	-21	100	459
A City Prosperity	0	2,849,374	0			
B Prestige Positions	0	4,798,133	0			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	393	4,767,632	68			
F Suburban Stability	268	3,634,847	61			
G Domestic Success	0	5,770,639	0			
H Aspiring Homemakers	1,092	6,440,418	140			
I Family Basics	3,018	5,687,500	438			
J Transient Renters	988	4,160,345	196			
K Municipal Tenants	847	4,149,642	168			
L Vintage Value	629	3,692,978	140			
M Modest Traditions	915	3,121,382	242			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
<b>Totals</b>	<b>8,150</b>	<b>67,229,855</b>				

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 I Family Basics with a count of 3,018 representing 37.03 % of the overall distribution, in comparison to the base where 8.46 % 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 37.03 % 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

### I Family Basics - 37.03 %



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

### H Aspiring Homemakers - 13.40 %



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

### J Transient Renters - 12.13 %



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