

Location Analyst

UK



Grapes PR3 2BH 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Grapes PR3 2BH 15 mins (15 Minutes) in relation to United Kingdom
Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	39,638	28,345,190
Total Population	97,078	67,229,855
Total Males	48,220	33,173,050
Total Females	48,858	34,056,805

The current year estimates show a total resident population of 97,078 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 39,638 in your area and 28,345,190 in your base selection. This was split by 50.33 % of the population being female and 49.67 % being male in the study area.

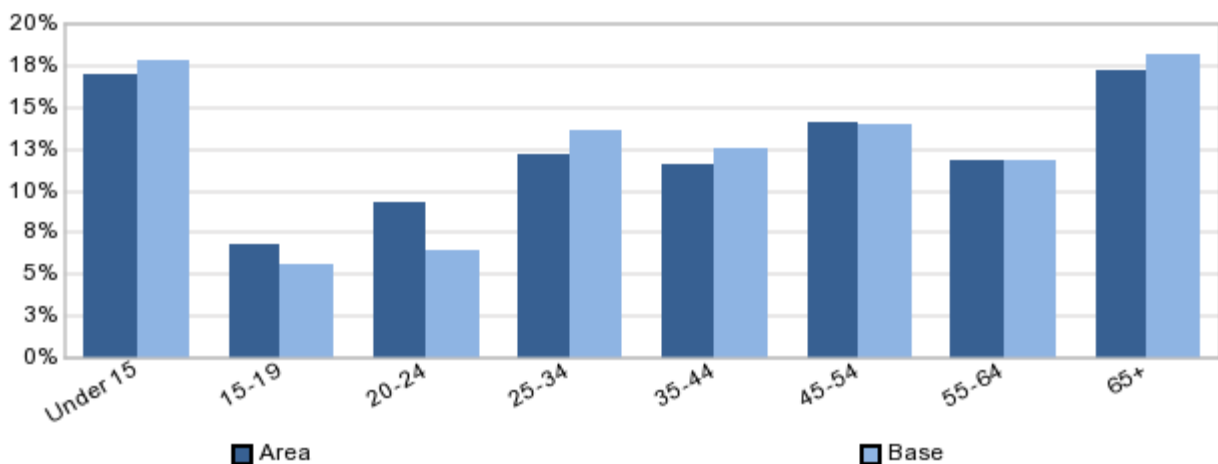
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	16,558	11,991,800	96
15-19	6,529	3,753,671	120
20-24	9,039	4,311,089	145
25-34	11,861	9,174,369	90
35-44	11,238	8,463,387	92
45-54	13,696	9,386,423	101
55-64	11,399	7,914,572	100
65+	16,758	12,234,544	95

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 16,758 representing 17.26 % of the study area. The smallest proportion is in age band 15-19 with a count of 6,529 which represents 6.73 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 145. The band that is most under represented is 25-34 with an index of 90, 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	5	100	316
White	83,629	58,246,060	99			
Gypsy / Traveller / Irish Traveller	43	68,310	44		■	
Mixed / Multiple Ethnic Groups	1,890	1,367,158	96			
Asian / Asian British: Indian	6,817	1,559,199	303		■	
Asian / Asian British: Pakistani	1,546	1,239,421	86		■	
Asian / Asian British: Bangladeshi	145	505,406	20		■	
Asian / Asian British: Chinese	926	497,465	129		■	
Asian / Asian British: Other Asian	695	969,724	50		■	
Black / African / Caribbean / Black British	830	2,122,714	27		■	
Other Ethnic Group	555	654,398	59		■	

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:

86.15 % White	86.64 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.95 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
7.02 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.59 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.15 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.95 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.72 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.86 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.57 % Other Ethnic Group	0.97 % Other Ethnic Group

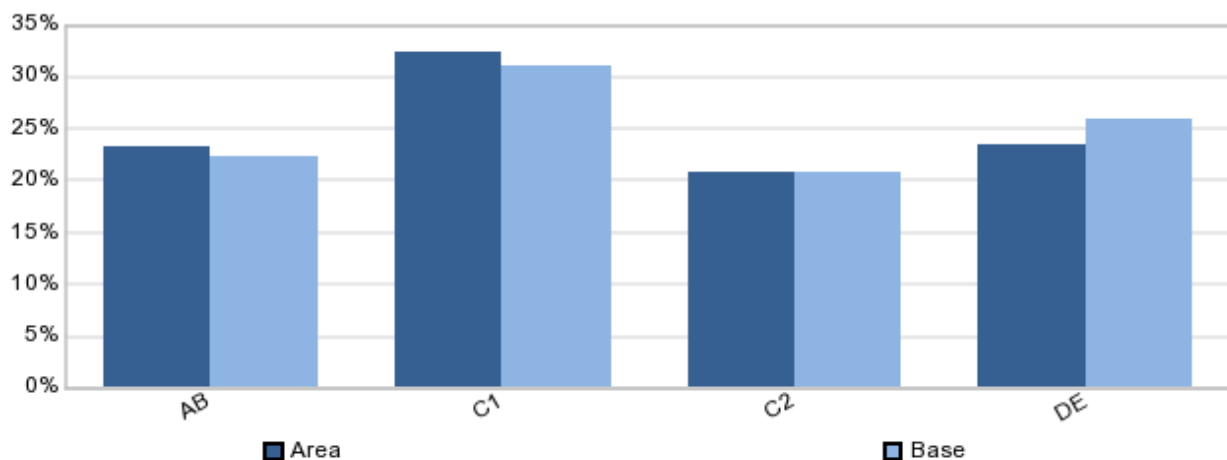
In the study area the largest ethnic group is White taking up 86.15 % of the population with a count of 83,629. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 43, 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	90	100	105
AB Higher & intermediate manage/admin/prof	6,885	4,696,968	104		■	
C1 Supervisory, cleric, junior manage/admin/prof	9,603	6,510,031	105		■	
C2 Skilled manual workers	6,120	4,376,339	99		■	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	6,968	5,456,469	91		■	

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 C1 forms the largest proportion with 9,603 people falling into this group, which is 32.47 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 6,120 taking up 20.69 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 105, whereas the most under represented group is DE with an index count of 91.

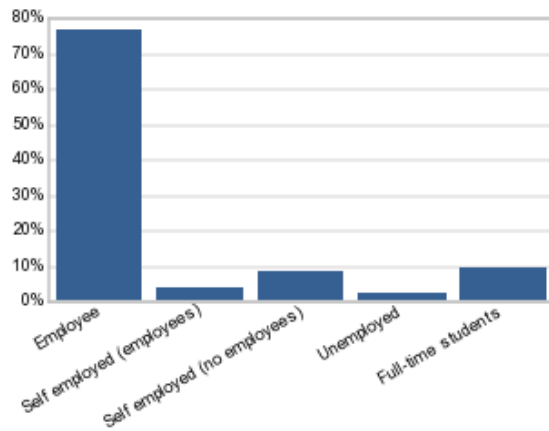
Understanding the Economic Activity

Economically Active	Area	Base	Index	53	100	189
Employee	38,758	26,483,068	99			
Self employed with employees	1,863	1,127,682	112		■	
Self employed without employees	4,270	3,705,246	78		■	
Unemployed	1,018	1,161,572	59		■	
Full-time students	4,602	1,695,620	184		■	
Economically Inactive				68	100	147
Retired	9,385	6,618,937	98		■	
Student	5,936	2,838,201	144		■	
Looking after home/ family	2,253	2,117,295	73		■	
Permanently sick/ disabled	2,833	2,168,755	90		■	
Other	1,126	1,076,085	72		■	

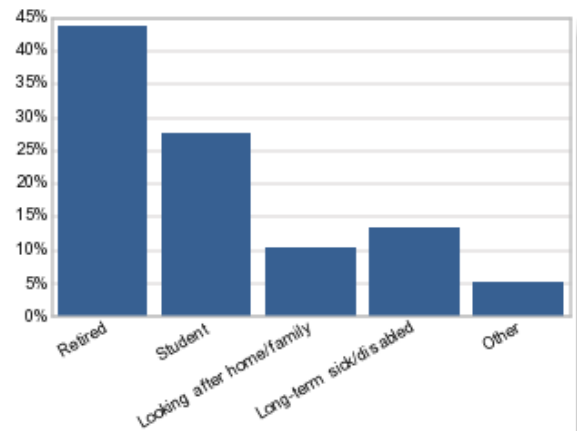
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 53.80 % of the population are employed, this is 38,758 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.41 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Full-time students with an index of 184, taking up 6.39 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 9,385 representing 13.03 %. The smallest inactive group is Other with 1,126 which is 1.56 %. When looking at the index values the group that is most over represented is Student with an index of 144, representing 8.24 %.

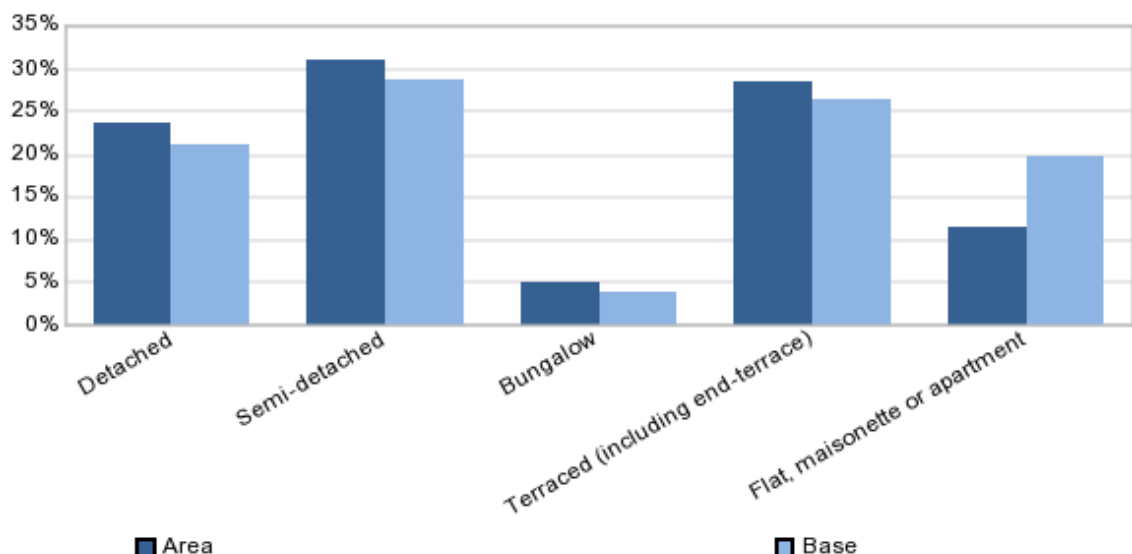
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	55	100	130
Detached	8,344	5,385,903	112			
Semi-detached	10,921	7,344,686	108			
Bungalow	1,825	1,039,099	127			
Terraced (including end-terrace)	10,063	6,699,890	109			
Flat, maisonette or apartment	4,083	5,007,460	59			

Source: Experian ConsumerView Household Directory 2019 .

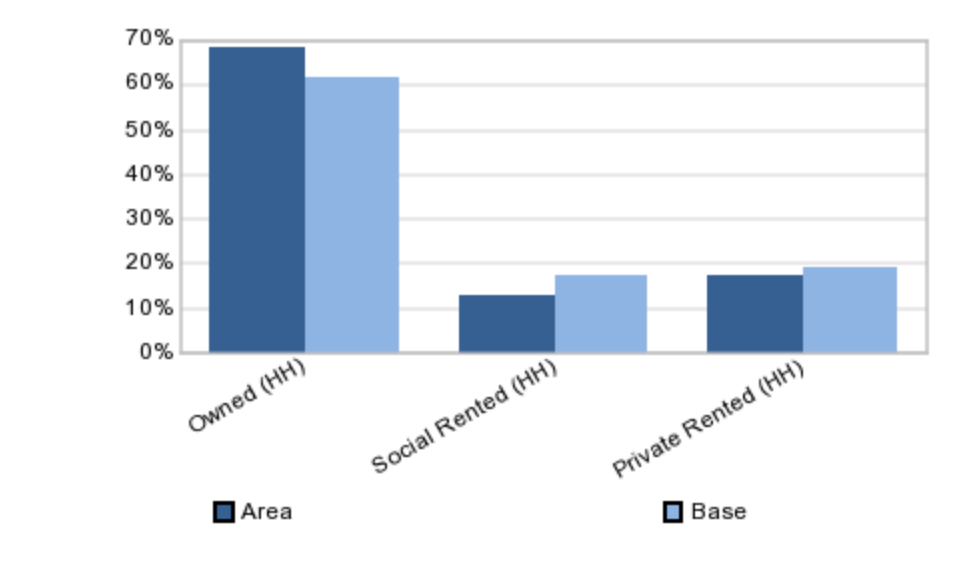
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	71	100	111
Owned (HH)	26,988	17,543,252	110			
Social Rented (HH)	5,096	4,965,267	73			
Private Rented (HH)	7,048	5,470,682	92			

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.



10,921 households within your area live in a Semi-detached dwelling, this is 30.99 %. 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 1,825 households and makes up 5.18 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 127, this makes up 5.18 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 26,988 making up 68.09 %. The smallest amount fall into the Social rented at 12.86 %. When looking at the index figures the most over represented tenure type is Owned with an index of 110, 68.09 % of households fall into this category in the study area.

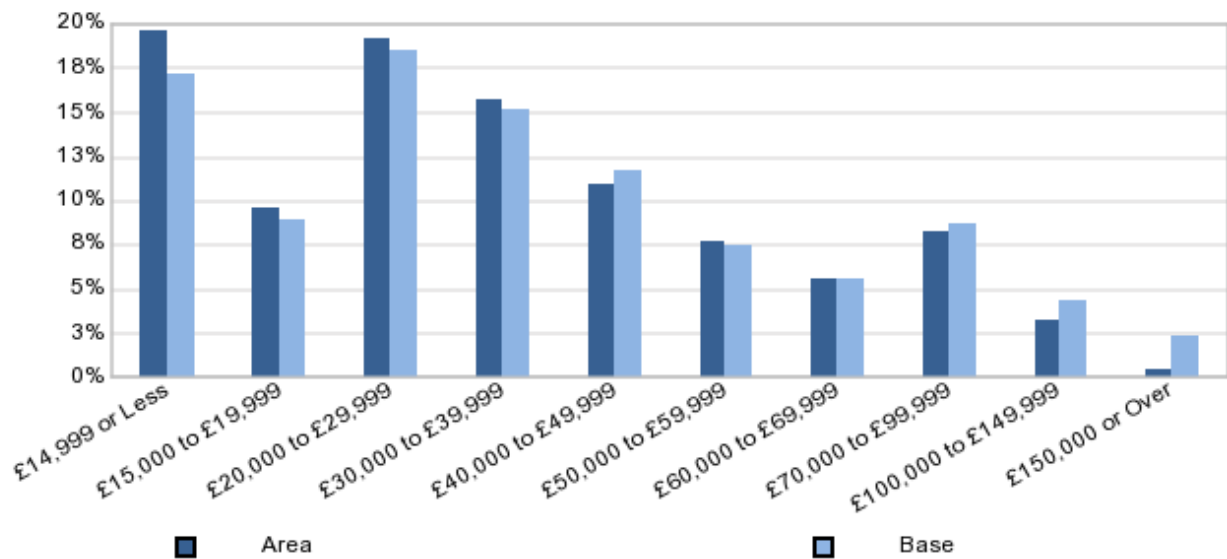
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Understanding the Household Income

Household Income	Area	Base	Index	13	100	117
£14,999 or Less	7,752	4,889,206	113			
£15,000 to £19,999	3,786	2,538,634	107			
£20,000 to £29,999	7,576	5,253,752	103			
£30,000 to £39,999	6,209	4,304,210	103			
£40,000 to £49,999	4,354	3,318,086	94			
£50,000 to £59,999	3,007	2,106,080	102			
£60,000 to £69,999	2,229	1,573,962	101			
£70,000 to £99,999	3,283	2,469,683	95			
£100,000 to £149,999	1,268	1,215,381	75			
£150,000 or Over	174	676,196	18			

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.



11,538 households within your area have an income of £19,999 or less, this forms 29.11 % of the overall distribution. The smallest count is 174 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 £14,999 or less is over represented making up 19.56 % with an index of 113, the most under represented banding is £150,000 or Over with a figure of 18 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.

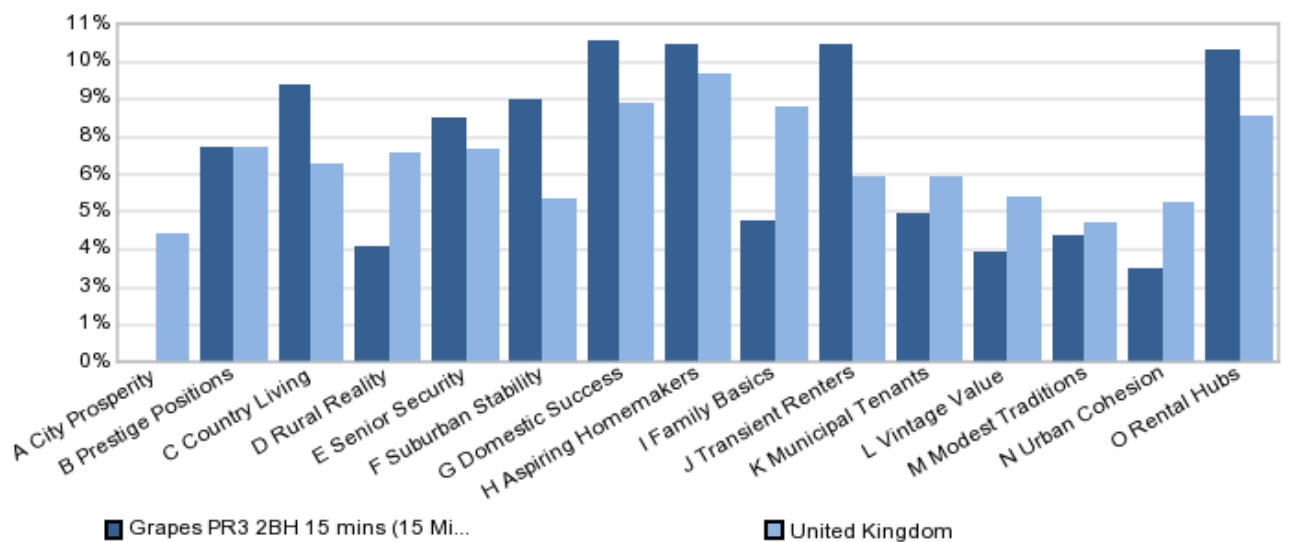
Understanding the residential profile by Mosaic UK 6

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	0	100	179
A City Prosperity	14	2,849,374	0			
B Prestige Positions	6,907	4,798,133	100			
C Country Living	8,999	4,432,229	141			
D Rural Reality	3,730	4,656,104	55			
E Senior Security	7,906	4,767,632	115			
F Suburban Stability	8,474	3,634,847	161			
G Domestic Success	10,409	5,770,639	125			
H Aspiring Homemakers	10,306	6,440,418	111			
I Family Basics	4,580	5,687,500	56			
J Transient Renters	10,257	4,160,345	171			
K Municipal Tenants	4,775	4,149,642	80			
L Vintage Value	3,541	3,692,978	66			
M Modest Traditions	4,045	3,121,382	90			
N Urban Cohesion	3,055	3,547,766	60			
O Rental Hubs	10,082	5,518,789	127			
Totals	97,078	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 G Domestic Success with a count of 10,409 representing 10.72 % of the overall distribution, in comparison to the base where 8.58 % fall into this group. The smallest group is A City Prosperity with a count of 14 which represents 0.01 % . The index* figures indicate that the most over represented group is J Transient Renters taking up 10.57 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.01 %.

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Understanding the top three Mosaic UK 6 Groups

G Domestic Success - 10.72 %



Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

H Aspiring Homemakers - 10.62 %



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 - 10.57 %



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