

Location Analyst

UK



Hanbury, SA1 5HG 0.5 mile Demog Report

Understanding Demographics Mosaic 7

19 November, 2020

Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 7

Understanding the Top 3 Mosaic UK 7 Groups

Describing Hanbury 0.5 (0.5 Miles) in relation to United Kingdom
Creation Date: November 19, 2020

Understanding the make-up of your area

	Area	Base
Total Households	5,956	28,535,151
Total Population	11,712	67,706,302
Total Males	7,077	33,445,167
Total Females	4,635	34,261,135

The current year estimates show a total resident population of 11,712 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 5,956 in your area and 28,535,151 in your base selection. This was split by 39.57 % of the population being female and 60.43 % being male in the study area.

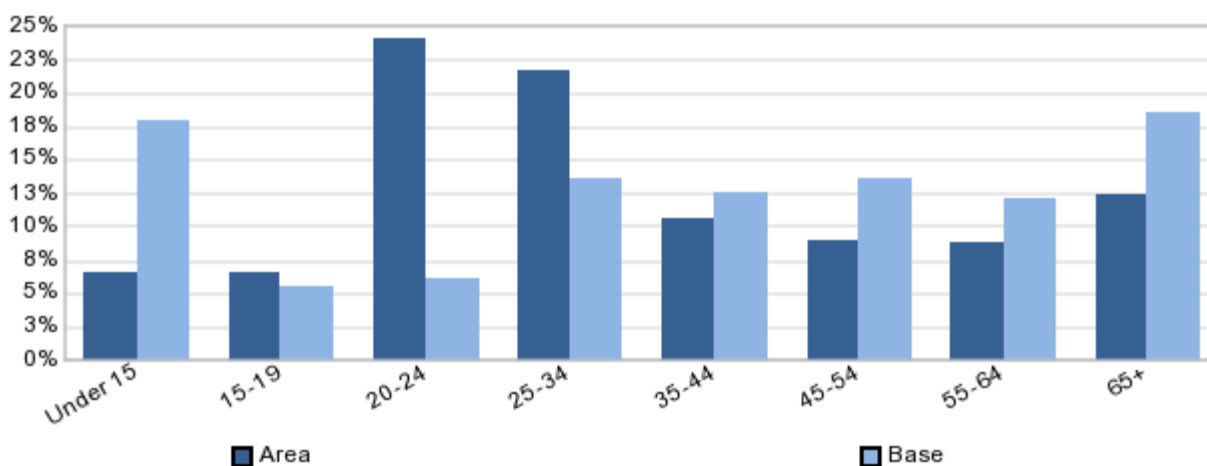
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	775	12,172,110	37
15-19	765	3,689,771	120
20-24	2,832	4,189,553	391
25-34	2,551	9,163,405	161
35-44	1,242	8,520,503	84
45-54	1,060	9,172,486	67
55-64	1,029	8,265,313	72
65+	1,458	12,533,161	67

Source: Experian Age and Gender Estimates (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.



The highest proportion fall into age band 20-24 with a count of 2,832 representing 24.18 % of the study area. The smallest proportion is in age band 15-19 with a count of 765 which represents 6.53 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 391. The band that is most under represented is Under 15 with an index* of 37, 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	686
White	9,064	58,661,197	89			
Gypsy / Traveller / Irish Traveller	8	69,114	63			
Mixed / Multiple Ethnic Groups	172	1,376,077	72			
Asian / Asian British: Indian	126	1,567,957	47			
Asian / Asian British: Pakistani	45	1,243,805	21			
Asian / Asian British: Bangladeshi	577	508,912	655			
Asian / Asian British: Chinese	519	503,868	596			
Asian / Asian British: Other Asian	234	976,737	138			
Black / African / Caribbean / Black British	353	2,139,293	96			
Other Ethnic Group	614	659,342	539			

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

The ONS data shows the ethnic make up of your area is as follows: Compare this to your base ethnic diversity as follows:

77.39 % White	86.64 % White
0.06 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.47 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.08 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.38 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
4.92 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
4.44 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
2.00 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
3.02 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
5.24 % Other Ethnic Group	0.97 % Other Ethnic Group

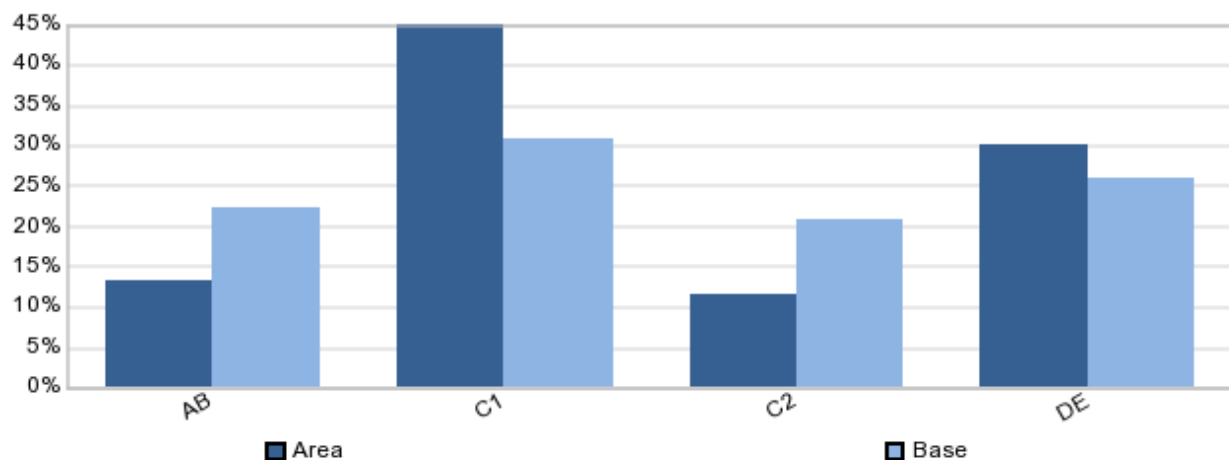
In the study area the largest ethnic group is White taking up 77.39 % of the population with a count of 9,064. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 8, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 69,114.

Understanding the Social Grade

Social Grade	Area	Base	Index	50	100	149
AB Higher & intermediate manage/admin/prof	655	4,730,604	59			
C1 Supervisory, cleric, junior manage/admin/prof	2,221	6,557,343	145			
C2 Skilled manual workers	567	4,406,191	55			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,496	5,491,884	117			

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



*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 2,221 people falling into this group, which is 44.97 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 567 taking up 11.48 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 145, whereas the most under represented group is C2 with an index count of 55.

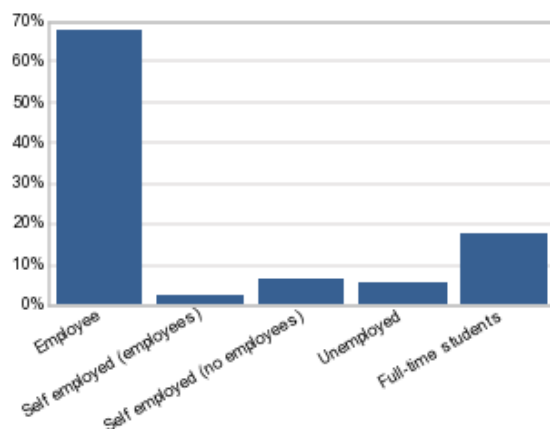
Understanding the Economic Activity

Economically Active	Area	Base	Index	44	100	374
Employee	3,677	26,793,336	87			
Self employed with employees	132	1,141,028	74			
Self employed without employees	351	3,747,589	60			
Unemployed	295	1,073,357	175			
Full-time students	955	1,694,030	359			
Economically Inactive				25	100	251
Retired	913	6,521,560	42			
Student	2,253	2,835,417	241			
Looking after home/ family	244	2,064,793	36			
Permanently sick/ disabled	913	2,110,084	131			
Other	488	1,048,579	141			

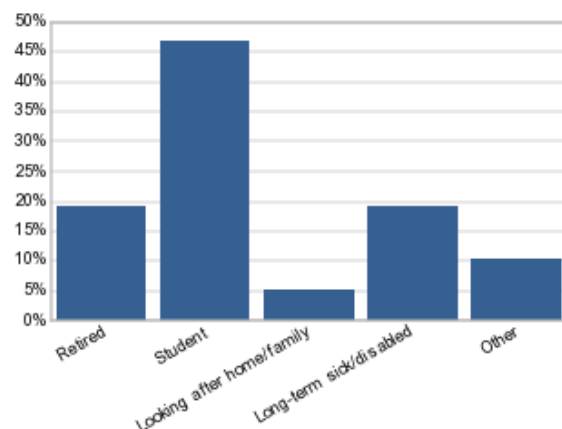
Source: Experian Current Year Estimates based on ONS Census Data (2019).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 35.97 % of the population are employed, this is 3,677 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Self employed with employees representing 1.29 %, compare this to the selected base where this group represents 2.33 %. When analysing index* values the most over represented group is Full-time students with an index of 359, taking up 9.35 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 2,253 representing 22.04 %. The smallest inactive group is Looking after home/ family with 244 which is 2.39 %. When looking at the index values the group that is most over represented is Student with an index of 241, representing 22.04 %.

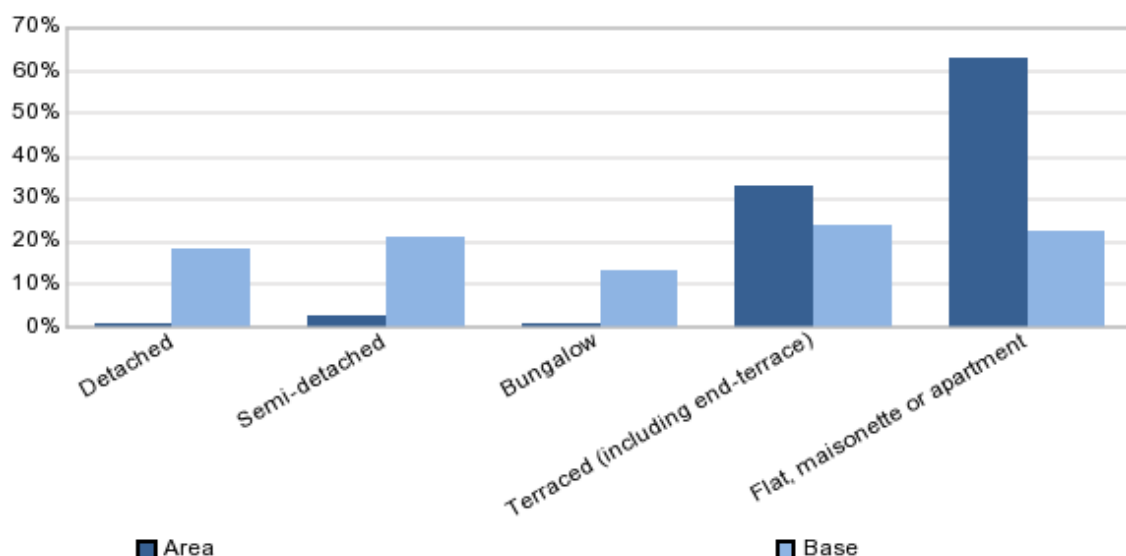
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	289
Detached	45	5,383,249	4			
Semi-detached	151	6,271,021	11			
Bungalow	46	3,951,416	6			
Terraced (including end-terrace)	2,044	7,075,152	138			
Flat, maisonette or apartment	3,860	6,685,551	276			

Source: Experian ConsumerView Household Directory 2020 .

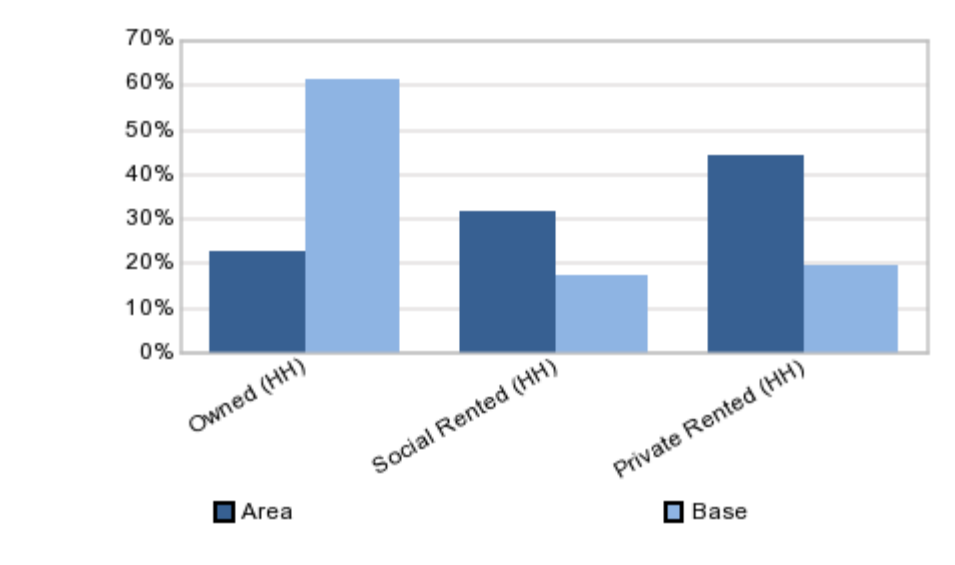
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	27	100	231
Owned (HH)	1,361	17,552,397	37			
Social Rented (HH)	1,889	4,963,660	182			
Private Rented (HH)	2,627	5,656,930	223			

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



151 households within your area live in a Semi-detached dwelling, this is 2.45 %. Compare this to a figure of 6,271,021 in your base making up 21.35 %. The smallest number of households live in a Detached dwelling, this is 45 households and makes up 0.74 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 276, this makes up 62.80 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 2,627 making up 44.11 %. The smallest amount fall into the Owned at 22.85 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 223, 44.11 % of households fall into this category in the study area.

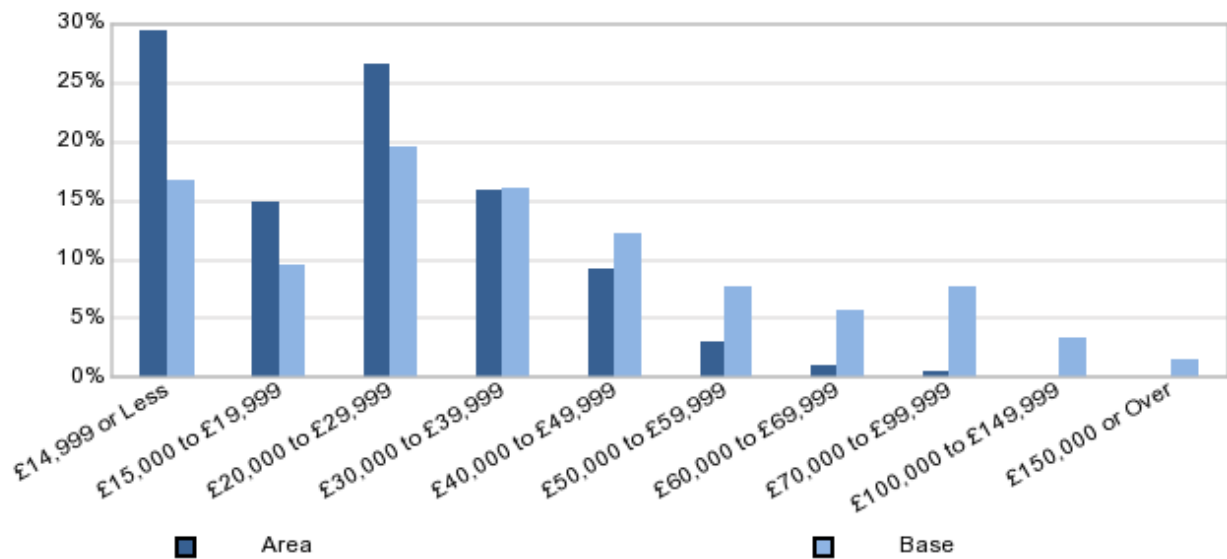
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	-8	100	184
£14,999 or Less	1,750	4,773,587	176			
£15,000 to £19,999	882	2,707,506	156			
£20,000 to £29,999	1,586	5,590,695	136			
£30,000 to £39,999	939	4,557,389	99			
£40,000 to £49,999	549	3,488,699	75			
£50,000 to £59,999	169	2,223,753	36			
£60,000 to £69,999	55	1,612,646	16			
£70,000 to £99,999	26	2,223,591	6			
£100,000 to £149,999	2	950,882	1			
£150,000 or Over	0	406,403	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.



2,632 households within your area have an income of £19,999 or less, this forms 44.18 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over 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 19.59 % 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 29.38 % with an index of 176, the most under represented banding is £150,000 or Over 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.

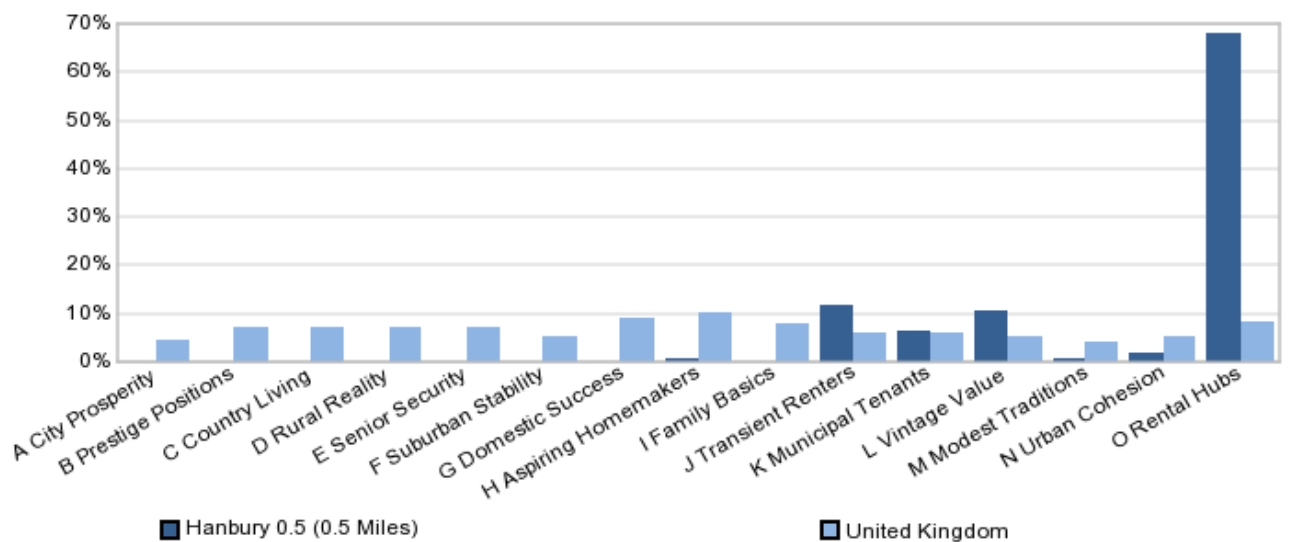
Understanding the residential profile by Mosaic UK 7

Mosaic UK 7 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 7 Group	Area	Base	Index	-39	100	831
A City Prosperity	19	2,973,662	4			
B Prestige Positions	0	4,775,739	0			
C Country Living	0	4,885,583	0			
D Rural Reality	0	4,656,124	0			
E Senior Security	0	4,665,394	0			
F Suburban Stability	0	3,363,919	0			
G Domestic Success	0	6,120,652	0			
H Aspiring Homemakers	90	7,071,174	7			
I Family Basics	0	5,566,207	0			
J Transient Renters	1,360	4,038,380	195			
K Municipal Tenants	724	4,029,450	104			
L Vintage Value	1,247	3,435,379	210			
M Modest Traditions	103	2,802,737	21			
N Urban Cohesion	205	3,505,047	34			
O Rental Hubs	7,964	5,815,967	792			
Totals	11,712	67,706,302				

Source: Experian Mosaic UK 7 Classification (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.



The largest group is O Rental Hubs with a count of 7,964 representing 67.99 % of the overall distribution, in comparison to the base where 8.59 % fall into this group. The smallest group is B Prestige Positions with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 67.99 % of the target area. In contrast the most under represented group is B Prestige Positions with just 0.00 %.

*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 top three Mosaic UK 7 Groups

O Rental Hubs - 67.99 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Young singles and homesharers
- Rent flats
- Very high internet use
- Internet via smartphone
- Watch videos online
- Don't use landlines

J Transient Renters - 11.61 %



Single people renting low cost homes for the short term.

Key Features

- Young singles and homesharers
- Millennials
- Rent low value terraces
- Internet via smartphone
- High social networking
- Don't use landlines

L Vintage Value - 10.64 %



Elderly people with limited pension income, mostly living alone.

Key Features

- Retired singles
- Council/HA tenants
- No qualifications
- Low discretionary income
- Low-tech households
- Fuel and water poverty