Location Analyst | UK

Hatherton Arms-Walsall, Demog report, 0.5 miles

Understanding Demographics

12 October, 2020

Contents

Describing Hatherton Arms (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	3,266	28,345,190
Total Population	7,266	67,229,855
Total Males	3,557	33,173,050
Total Females	3,709	34,056,805

The current year estimates show a total resident population of 7,266 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,266 in your area and 28,345,190 in your base selection. This was split by 51.05 % of the population being female and 48.95 % 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	85	100	113
Under 15	1,320	11,991,800	102			
15-19	403	3,753,671	99			
20-24	427	4,311,089	92			
25-34	861	9,174,369	87			
35-44	862	8,463,387	94			
45-54	1,015	9,386,423	100			
55-64	901	7,914,572	105			
65+	1,477	12,234,544	112			

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.
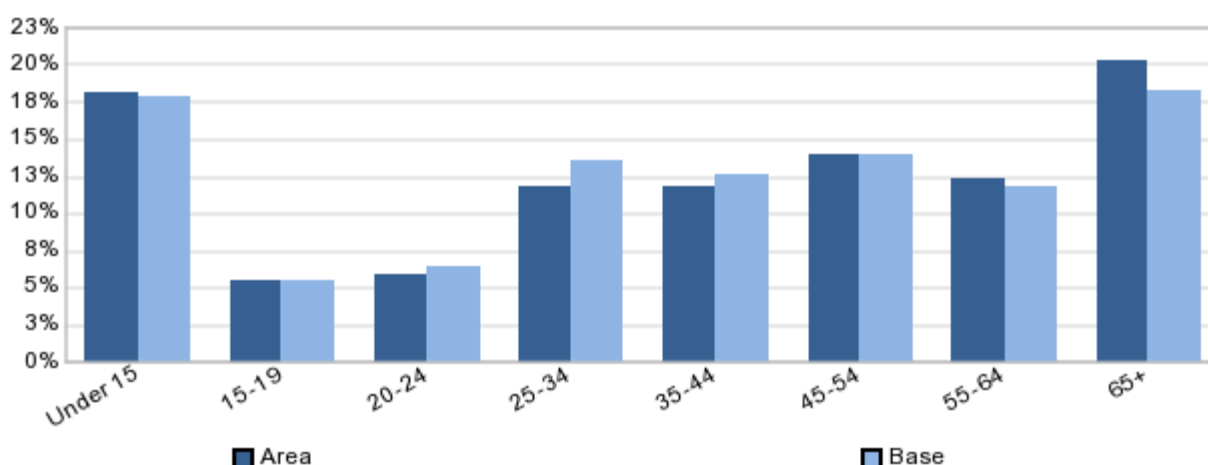
The highest proportion fall into age band 65+ with a count of 1,477 representing 20.32 % of the study area. The smallest proportion is in age band 15-19 with a count of 403 which represents 5.55 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 112. The band that is most under represented is 25-34 with an index of 87, where an index* of 100 represents the national average.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index		
				0 100 243	
White	6,883	58,246,060	109		
Gypsy / Traveller / Irish Traveller	17	68,310	232		
Mixed / Multiple Ethnic Groups	159	1,367,158	107		
Asian / Asian British: Indian	36	1,559,199	21		
Asian / Asian British: Pakistani	30	1,239,421	22		
Asian / Asian British: Bangladeshi	22	505,406	41		
Asian / Asian British: Chinese	6	497,465	11		
Asian / Asian British: Other Asian	25	969,724	24		
Black / African / Caribbean / Black British	79	2,122,714	34		
Other Ethnic Group	10	654,398	14		

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:

94.73 % White
0.24 % Gypsy / Traveller / Irish Traveller
2.18 % Mixed / Multiple Ethnic Groups
0.49 % Asian / Asian British: Indian
0.41 % Asian / Asian British: Pakistani
0.31 % Asian / Asian British: Bangladeshi
0.08 % Asian / Asian British: Chinese
0.35 % Asian / Asian British: Other Asian
1.08 % Black / African / Caribbean / Black British
0.14 % 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 94.73 % of the population with a count of 6,883. 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: Chinese with a count of 6, 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		
				21 100 179	
AB Higher & intermediate manage/admin/prof	149	4,696,968	28		
C1 Supervisory, cleric, junior manage/admin/prof	460	6,510,031	63		
C2 Skilled manual workers	693	4,376,339	141		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,058	5,456,469	173		

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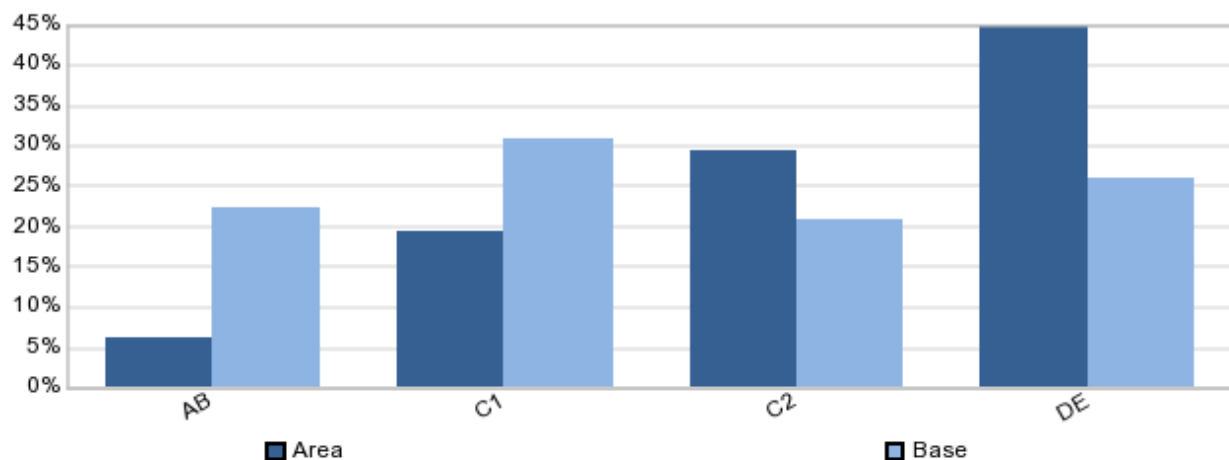
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 1,058 people falling into this group, which is 44.80 % of the overall distribution. The smallest proportion falls into grade AB with a count of 149 taking up 6.32 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 173, whereas the most under represented group is AB with an index count of 28.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 43 100 275		
Employee	2,506	26,483,068	101		
Self employed with employees	57	1,127,682	54		
Self employed without employees	241	3,705,246	69		
Unemployed	290	1,161,572	265		
Full-time students	123	1,695,620	77		
Economically Inactive			49 100 153		
Retired	787	6,618,937	94		
Student	193	2,838,201	54		
Looking after home/ family	306	2,117,295	114		
Permanently sick/ disabled	408	2,168,755	149		
Other	176	1,076,085	130		

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
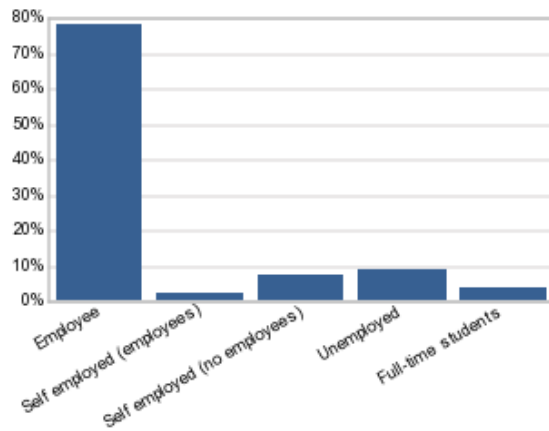
Economically Inactive - % by Category
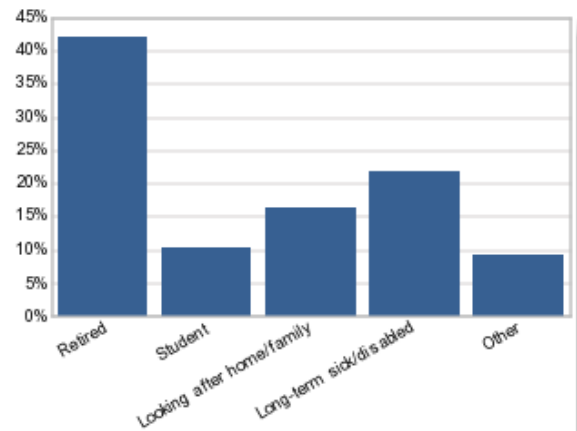
Economic activity within the study area shows that 49.27 % of the population are employed, this is 2,506 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.12 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 265, taking up 5.69 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 787 representing 15.47 %. The smallest inactive group is Other with 176 which is 3.46 %. When looking at the index values the group that is most over represented is Other with an index of 130, representing 3.46 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index 10	100	142
Detached	104	5,385,903	17		
Semi-detached	936	7,344,686	111		
Bungalow	69	1,039,099	57		
Terraced (including end-terrace)	1,055	6,699,890	137		
Flat, maisonette or apartment	767	5,007,460	133		

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.
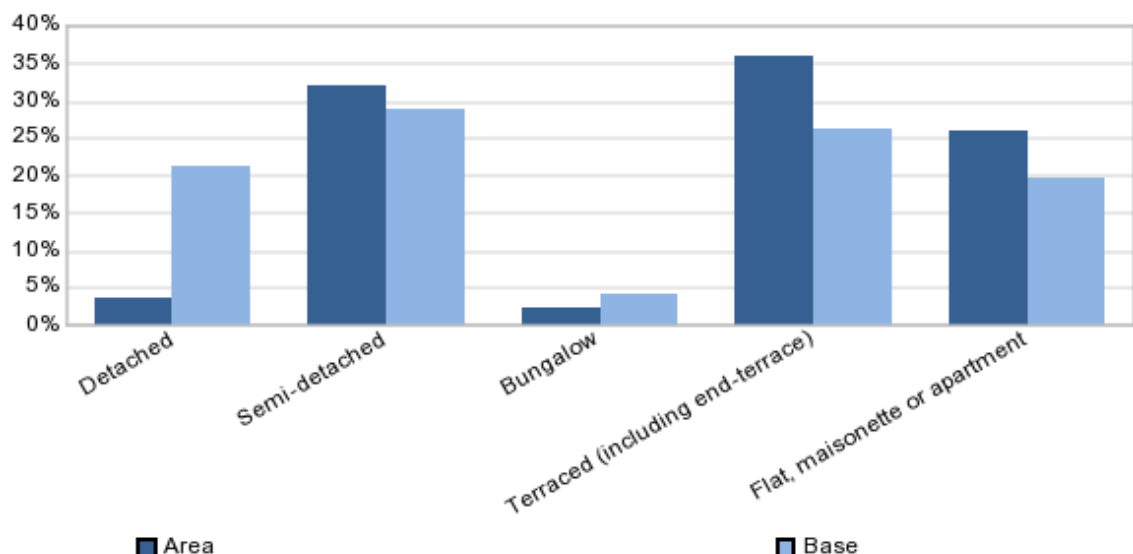
Tenure	Area	Base	Index	60	100	233
Owned (HH)	1,375	17,543,252	68			
Social Rented (HH)	1,288	4,965,267	225			
Private Rented (HH)	552	5,470,682	88			

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.
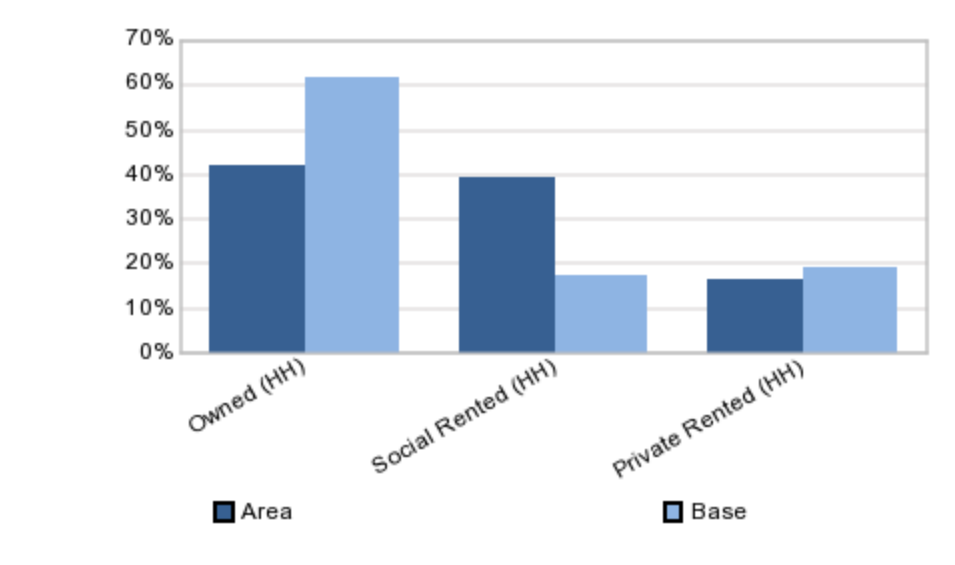
936 households within your area live in a Semi-detached dwelling, this is 31.93 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 69 households and makes up 2.34 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 137, this makes up 36.01 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,375 making up 42.11 %. The smallest amount fall into the Private rented at 16.91 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 225, 39.44 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	-12	100	263
£14,999 or Less	1,416	4,889,206	251			
£15,000 to £19,999	599	2,538,634	205			
£20,000 to £29,999	667	5,253,752	110			
£30,000 to £39,999	436	4,304,210	88			
£40,000 to £49,999	109	3,318,086	29			
£50,000 to £59,999	27	2,106,080	11			
£60,000 to £69,999	7	1,573,962	4			
£70,000 to £99,999	6	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.
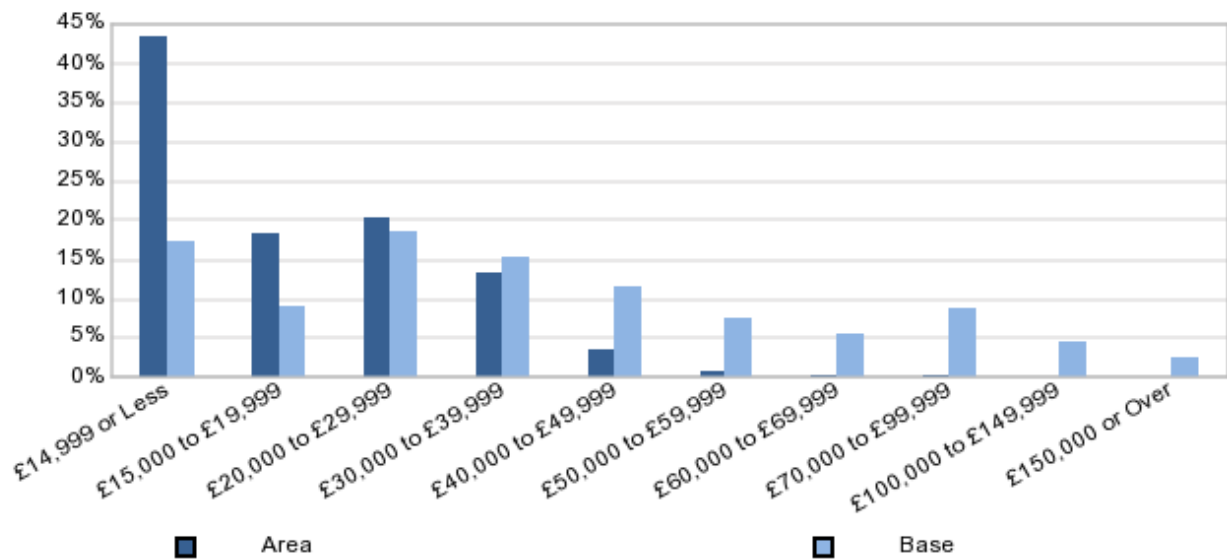
2,015 households within your area have an income of £19,999 or less, this forms 61.70 % of the overall distribution. The smallest count is 0 and these fall into household income band £100,000 to £149,999 making up 0.00 %. When using your base as a comparison, most households fall into the income band £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 43.36 % with an index of 251, 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	-19	100	406
	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	71	4,767,632	14			
	F Suburban Stability	0	3,634,847	0			
	G Domestic Success	0	5,770,639	0			
	H Aspiring Homemakers	158	6,440,418	23			
	I Family Basics	2,251	5,687,500	366			
	J Transient Renters	931	4,160,345	207			
	K Municipal Tenants	1,474	4,149,642	329			
	L Vintage Value	1,544	3,692,978	387			
	M Modest Traditions	837	3,121,382	248			
	N Urban Cohesion	0	3,547,766	0			
	O Rental Hubs	0	5,518,789	0			
	Totals	7,266	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.
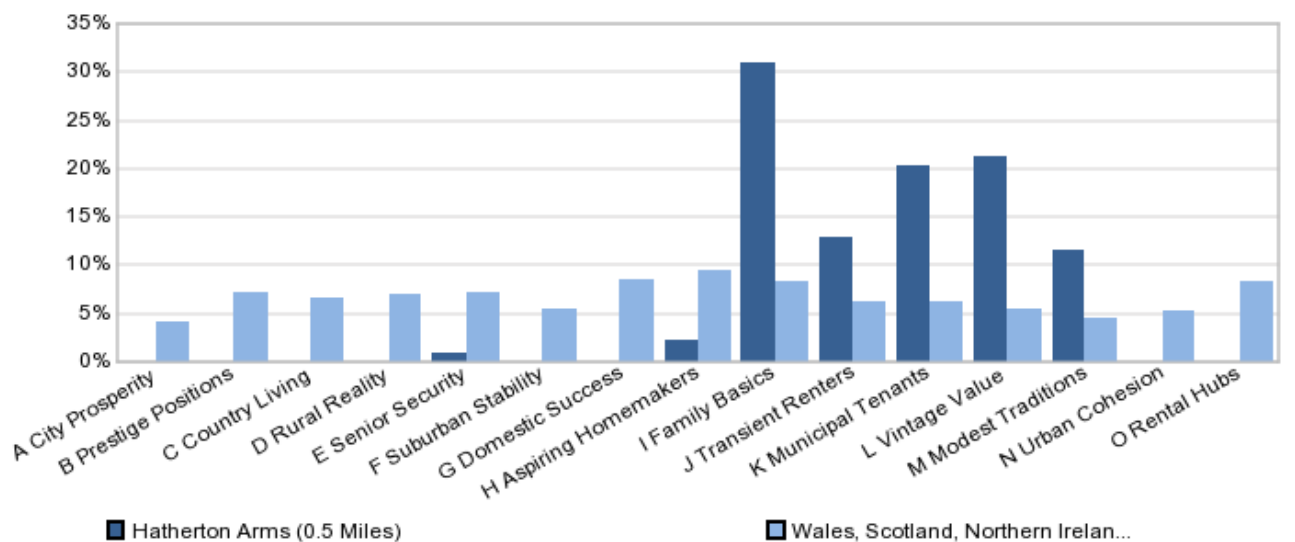
The largest group is I Family Basics with a count of 2,251 representing 30.98 % of the overall distribution, in comparison to the base where 8.46 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is L Vintage Value taking up 21.25 % 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 - 30.98 %

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

L Vintage Value - 21.25 %

Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

K Municipal Tenants - 20.28 %

Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones