Location Analyst UK

Holden Arms BB4 4PD 15 mins Demog Report

Understanding Demographics

12 October, 2020

Contents

Describing Holden Arms 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	113,822	28,345,190
Total Population	268,244	67,229,855
Total Males	132,609	33,173,050
Total Females	135,635	34,056,805

The current year estimates show a total resident population of 268,244 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 113,822 in your area and 28,345,190 in your base selection. This was split by 50.56 % of the population being female and 49.44 % being male in the study area.
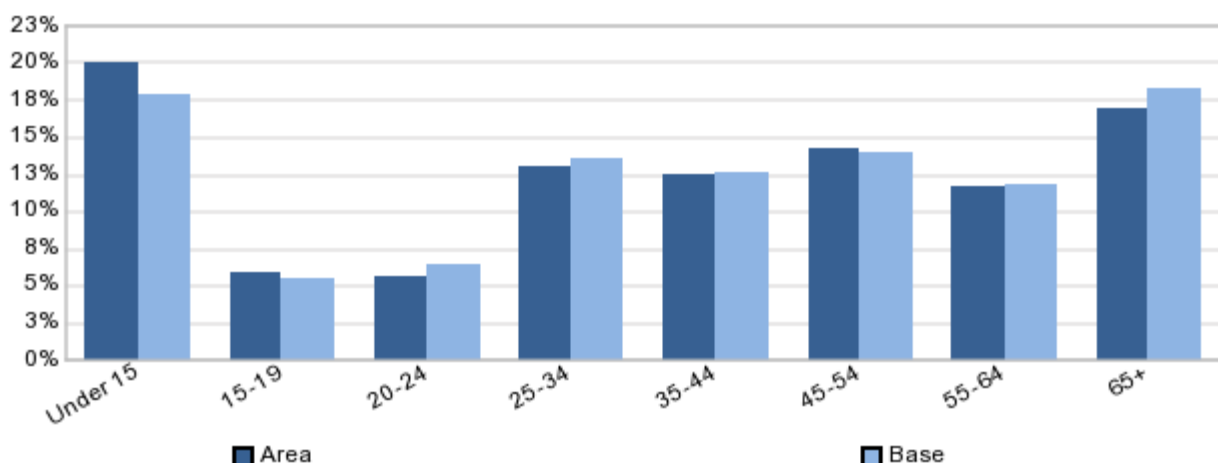
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index			
				87	100	113
Under 15	53,763	11,991,800	112			
15-19	15,746	3,753,671	105			
20-24	15,223	4,311,089	89			
25-34	34,948	9,174,369	95			
35-44	33,603	8,463,387	100			
45-54	38,118	9,386,423	102			
55-64	31,475	7,914,572	100			
65+	45,367	12,234,544	93			

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 53,763 representing 20.04 % of the study area. The smallest proportion is in age band 20-24 with a count of 15,223 which represents 5.68 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 112. The band that is most under represented is 20-24 with an index of 89, 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	
				0 100 399
White	228,614	58,246,060	98	
Gypsy / Traveller / Irish Traveller	233	68,310	85	
Mixed / Multiple Ethnic Groups	3,394	1,367,158	62	
Asian / Asian British: Indian	8,932	1,559,199	144	
Asian / Asian British: Pakistani	18,852	1,239,421	381	
Asian / Asian British: Bangladeshi	2,976	505,406	148	
Asian / Asian British: Chinese	1,007	497,465	51	
Asian / Asian British: Other Asian	2,020	969,724	52	
Black / African / Caribbean / Black British	1,176	2,122,714	14	
Other Ethnic Group	1,041	654,398	40	

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:

85.23 % White
0.09 % Gypsy / Traveller / Irish Traveller
1.27 % Mixed / Multiple Ethnic Groups
3.33 % Asian / Asian British: Indian
7.03 % Asian / Asian British: Pakistani
1.11 % Asian / Asian British: Bangladeshi
0.38 % Asian / Asian British: Chinese
0.75 % Asian / Asian British: Other Asian
0.44 % Black / African / Caribbean / Black British
0.39 % 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
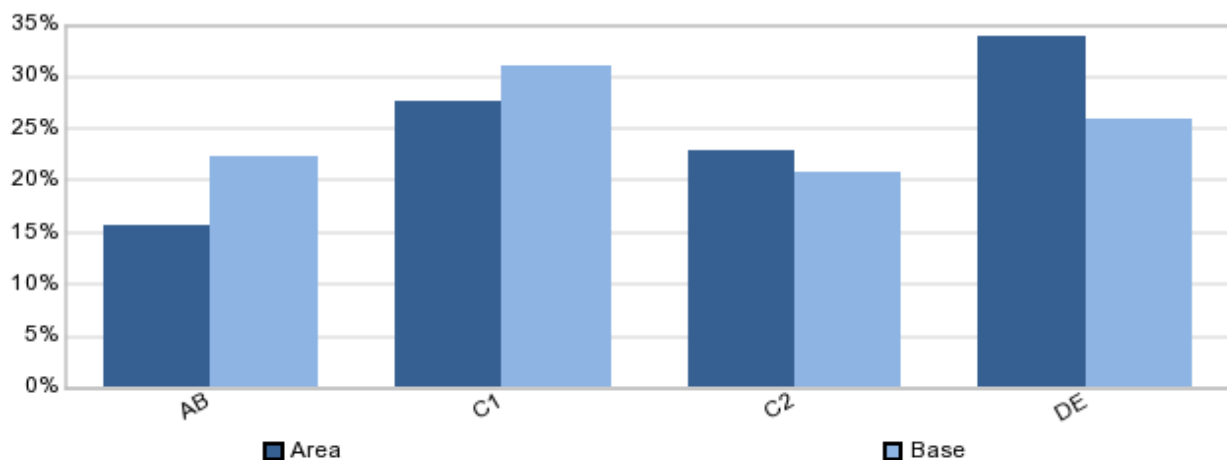0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 85.23 % of the population with a count of 228,614. 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 233, 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	
				67 100 133
AB Higher & intermediate manage/admin/prof	13,741	4,696,968	71	
C1 Supervisory, cleric, junior manage/admin/prof	24,051	6,510,031	89	
C2 Skilled manual workers	19,864	4,376,339	110	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	29,551	5,456,469	131	

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 29,551 people falling into this group, which is 33.89 % of the overall distribution. The smallest proportion falls into grade AB with a count of 13,741 taking up 15.76 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 131, whereas the most under represented group is AB with an index count of 71.
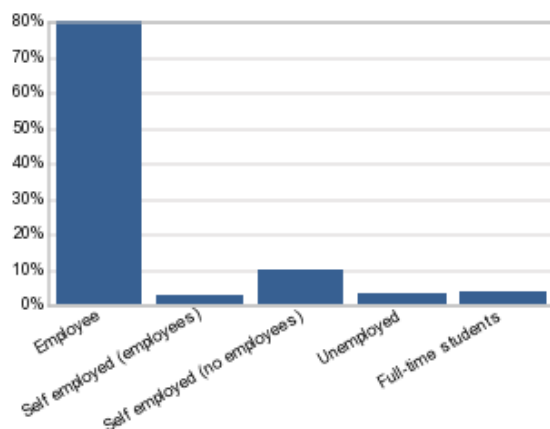
Understanding the Economic Activity

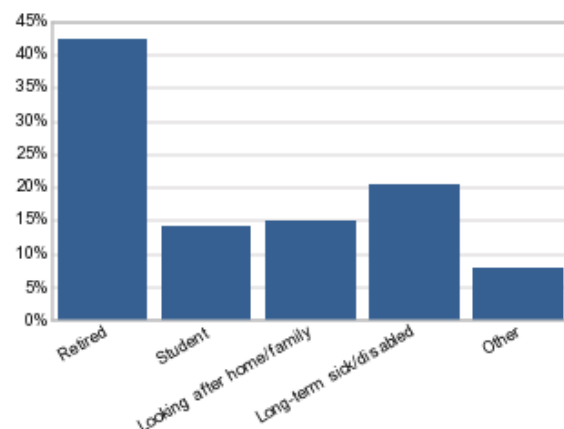| Economically Active	Area	Base	Index 81	100 104
Employee	103,317	26,483,068	103	
Self employed with employees	4,031	1,127,682	94	
Self employed without employees	12,444	3,705,246	89	
Unemployed	4,330	1,161,572	98	
Full-time students	5,312	1,695,620	83	
Economically Inactive			69	100 143
Retired	26,717	6,618,937	95	
Student	8,808	2,838,201	73	
Looking after home/ family	9,536	2,117,295	106	
Permanently sick/ disabled	12,960	2,168,755	141	
Other	4,955	1,076,085	108	

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 53.70 % of the population are employed, this is 103,317 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.10 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 103, taking up 53.70 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 26,717 representing 13.89 %. The smallest inactive group is Other with 4,955 which is 2.58 %. When looking at the index values the group that is most over represented is Other with an index of 108, representing 2.58 %.
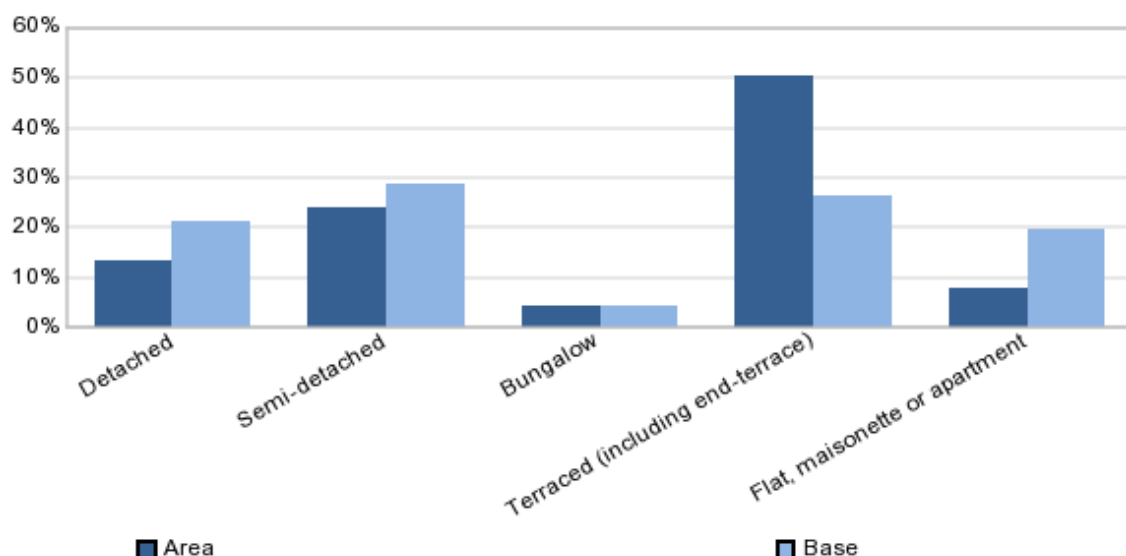
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Understanding what type of households are in your area

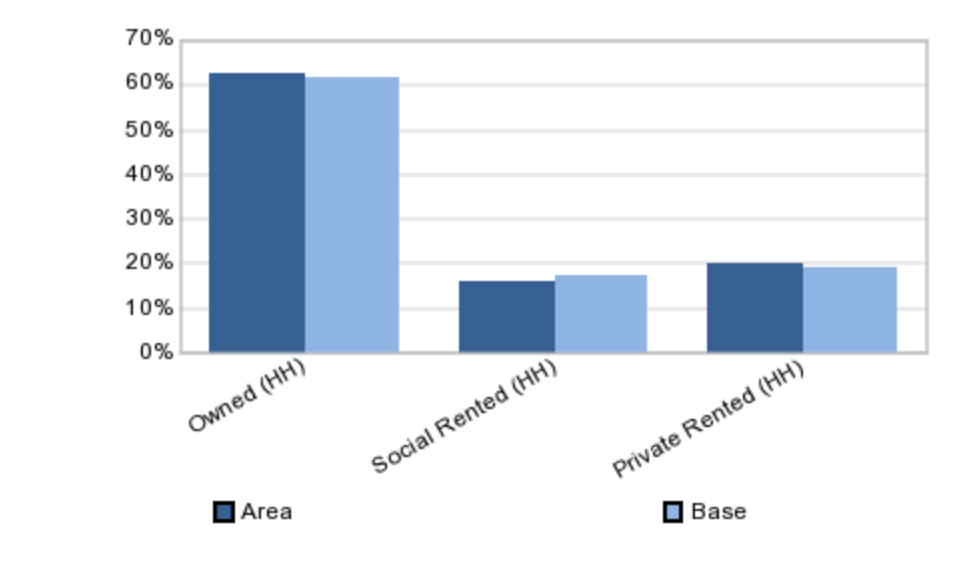| Dwelling Type	Area	Base	Index	33	100	198
Detached	13,966	5,385,903	64			
Semi-detached	24,894	7,344,686	83			
Bungalow	4,508	1,039,099	106			
Terraced (including end-terrace)	52,344	6,699,890	191			
Flat, maisonette or apartment	8,319	5,007,460	41			

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 90	100	104
Owned (HH)	71,272	17,543,252	101		
Social Rented (HH)	18,201	4,965,267	91		
Private Rented (HH)	22,913	5,470,682	104		

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.

24,894 households within your area live in a Semi-detached dwelling, this is 23.93 %. 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 4,508 households and makes up 4.33 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 191, this makes up 50.32 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 71,272 making up 62.62 %. The smallest amount fall into the Social rented at 15.99 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 104, 20.13 % of households fall into this category in the study area.
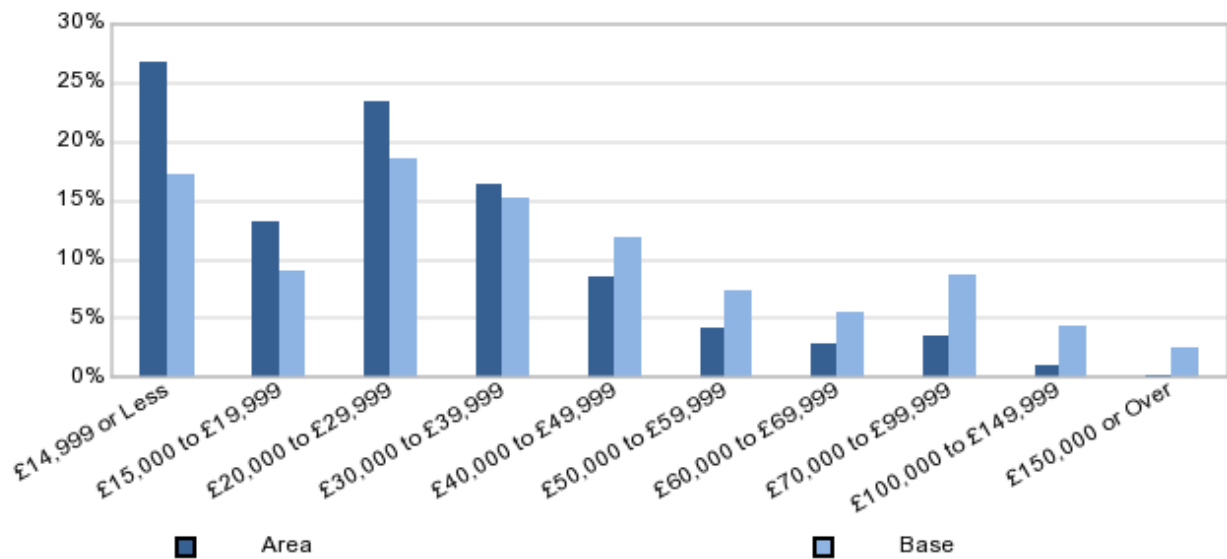
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Understanding the Household Income

Household Income	Area	Base	Index 0	100	163
£14,999 or Less	30,551	4,889,206	156		
£15,000 to £19,999	15,109	2,538,634	148		
£20,000 to £29,999	26,575	5,253,752	126		
£30,000 to £39,999	18,706	4,304,210	108		
£40,000 to £49,999	9,696	3,318,086	73		
£50,000 to £59,999	4,733	2,106,080	56		
£60,000 to £69,999	3,185	1,573,962	50		
£70,000 to £99,999	3,981	2,469,683	40		
£100,000 to £149,999	1,067	1,215,381	22		
£150,000 or Over	219	676,196	8		

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.

30%
25%
20%
15%
10%
5%
0%

£14,999 or Less | £15,000 to £19,999 | £20,000 to £29,999 | £30,000 to £39,999 | £40,000 to £49,999 | £50,000 to £59,999 | £60,000 to £69,999 | £70,000 to £99,999 | £100,000 to £149,999 | £150,000 or Over

■ Area   □ Base

45,660 households within your area have an income of £19,999 or less, this forms 40.12 % of the overall distribution. The smallest count is 219 and these fall into household income band £150,000 or Over making up 0.19 %. 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 26.84 % with an index of 156, the most under represented banding is £150,000 or Over with a figure of 8 making up 0.19 % 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.
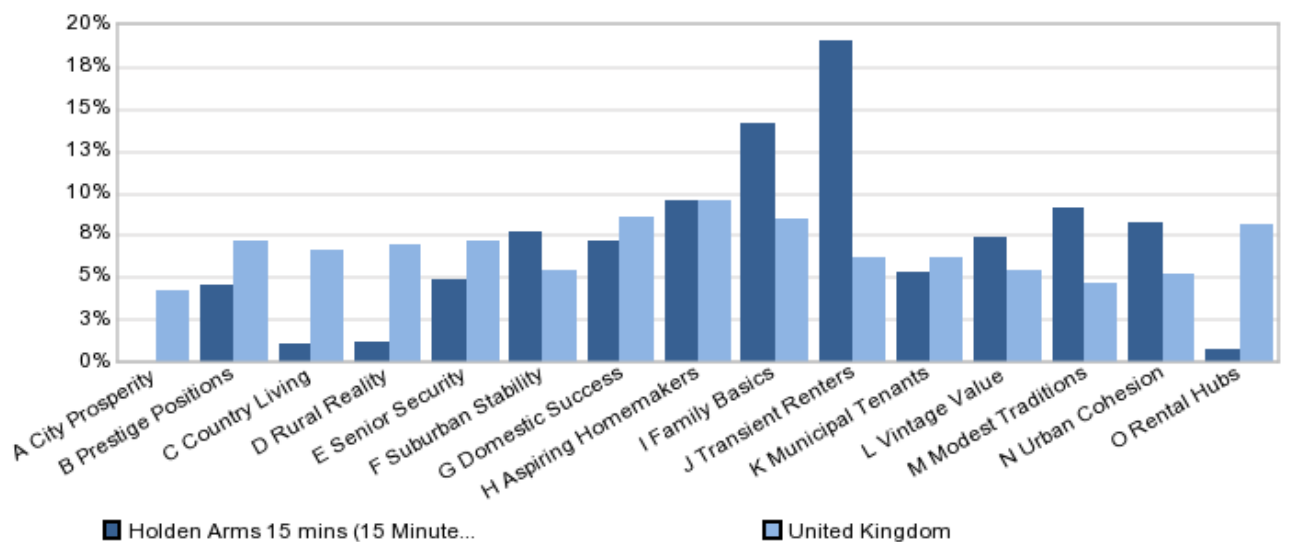
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	12,162	4,798,133	64
C Country Living	2,827	4,432,229	16
D Rural Reality	3,185	4,656,104	17
E Senior Security	13,121	4,767,632	69
F Suburban Stability	20,770	3,634,847	143
G Domestic Success	19,156	5,770,639	83
H Aspiring Homemakers	25,573	6,440,418	100
I Family Basics	37,876	5,687,500	167
J Transient Renters	51,074	4,160,345	308
K Municipal Tenants	14,227	4,149,642	86
L Vintage Value	19,670	3,692,978	133
M Modest Traditions	24,427	3,121,382	196
N Urban Cohesion	22,207	3,547,766	157
O Rental Hubs	1,967	5,518,789	9
Totals	268,244	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 J Transient Renters with a count of 51,074 representing 19.04 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 19.04 % 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

J Transient Renters - 19.04 %

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

I Family Basics - 14.12 %

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 - 9.53 %

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