

Location Analyst

UK



Mill Inn CT14 9ER 0.5 miles Demog Report

Understanding Demographics

14 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 Mill Inn CT14 9ER 0.5 miles Demog Report (0.5 Miles) in relation to United Kingdom
Creation Date: October 14, 2020

Understanding the make-up of your area

	Area	Base
Total Households	4,115	28,345,190
Total Population	9,916	67,229,855
Total Males	4,645	33,173,050
Total Females	5,271	34,056,805

The current year estimates show a total resident population of 9,916 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,115 in your area and 28,345,190 in your base selection. This was split by 53.16 % of the population being female and 46.84 % being male in the study area.

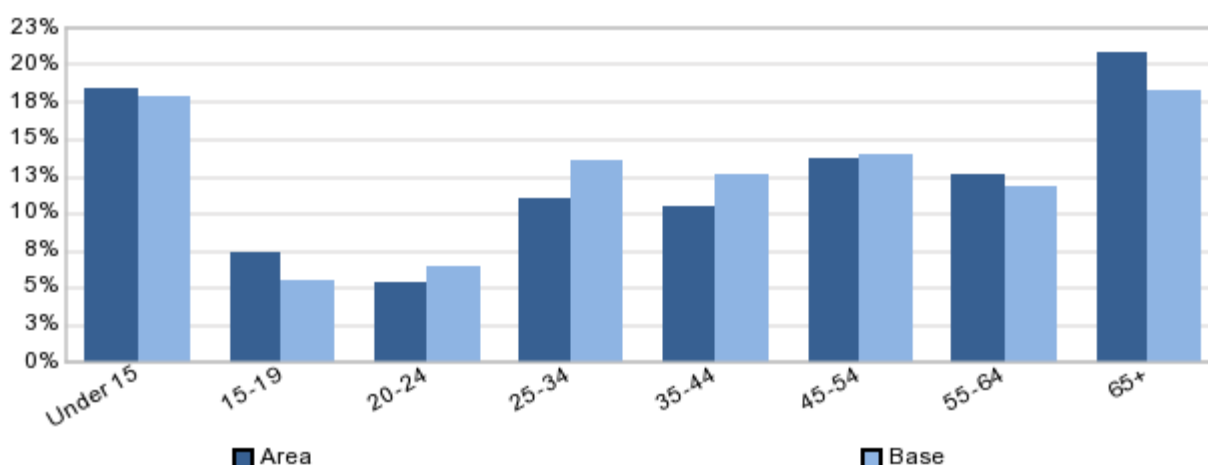
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,827	11,991,800	103
15-19	732	3,753,671	132
20-24	538	4,311,089	85
25-34	1,094	9,174,369	81
35-44	1,051	8,463,387	84
45-54	1,363	9,386,423	98
55-64	1,250	7,914,572	107
65+	2,061	12,234,544	114

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 2,061 representing 20.78 % of the study area. The smallest proportion is in age band 20-24 with a count of 538 which represents 5.42 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 132. The band that is most under represented is 25-34 with an index of 81, 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	9,750	58,246,060	113	
Gypsy / Traveller / Irish Traveller	4	68,310	41	
Mixed / Multiple Ethnic Groups	75	1,367,158	37	
Asian / Asian British: Indian	10	1,559,199	4	
Asian / Asian British: Pakistani	2	1,239,421	1	
Asian / Asian British: Bangladeshi	1	505,406	1	
Asian / Asian British: Chinese	12	497,465	16	
Asian / Asian British: Other Asian	27	969,724	19	
Black / African / Caribbean / Black British	24	2,122,714	8	
Other Ethnic Group	12	654,398	12	

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:

98.32 % White	86.64 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.76 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.10 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.02 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.01 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.12 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.28 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.24 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.12 % Other Ethnic Group	0.97 % Other Ethnic Group

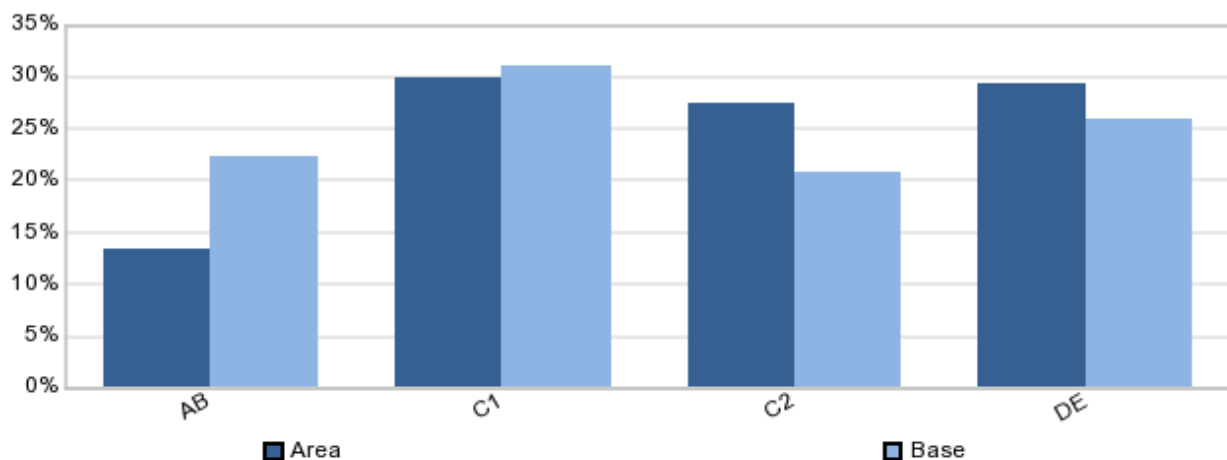
In the study area the largest ethnic group is White taking up 98.32 % of the population with a count of 9,750. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 1, 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	393	4,696,968	60	
C1 Supervisory, cleric, junior manage/admin/prof	878	6,510,031	97	
C2 Skilled manual workers	806	4,376,339	132	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	863	5,456,469	113	

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.



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Within your area social grade C1 forms the largest proportion with 878 people falling into this group, which is 29.86 % of the overall distribution. The smallest proportion falls into grade AB with a count of 393 taking up 13.37 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 132, whereas the most under represented group is AB with an index count of 60.

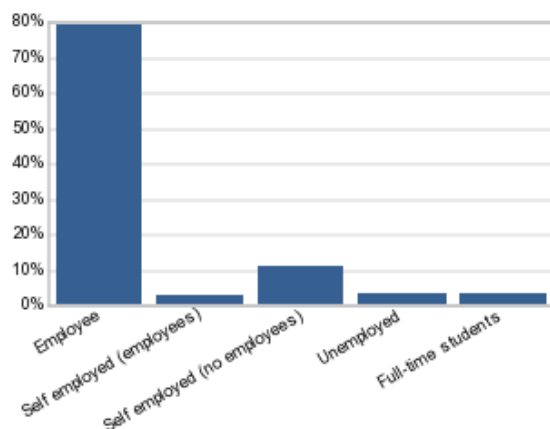
Understanding the Economic Activity

Economically Active	Area	Base	Index	71	100	108
Employee	3,821	26,483,068	102		<div></div>	
Self employed with employees	136	1,127,682	85		<div></div>	
Self employed without employees	515	3,705,246	98		<div></div>	
Unemployed	176	1,161,572	107		<div></div>	
Full-time students	176	1,695,620	74		<div></div>	
Economically Inactive				70	100	113
Retired	1,079	6,618,937	109		<div></div>	
Student	306	2,838,201	72		<div></div>	
Looking after home/ family	353	2,117,295	112		<div></div>	
Permanently sick/ disabled	360	2,168,755	111		<div></div>	
Other	116	1,076,085	72		<div></div>	

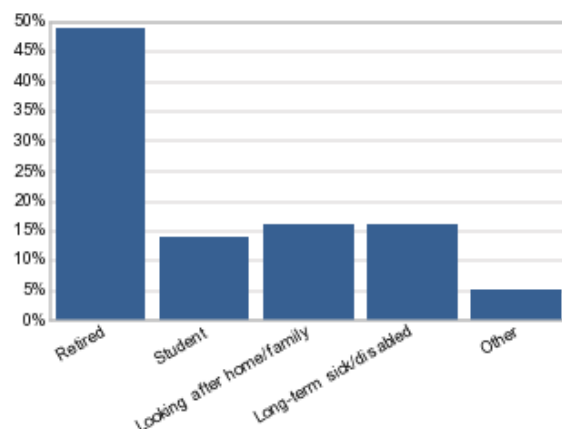
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 54.29 % of the population are employed, this is 3,821 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.93 %, 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 107, taking up 2.50 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,079 representing 15.34 %. The smallest inactive group is Other with 116 which is 1.65 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 112, representing 5.02 %.

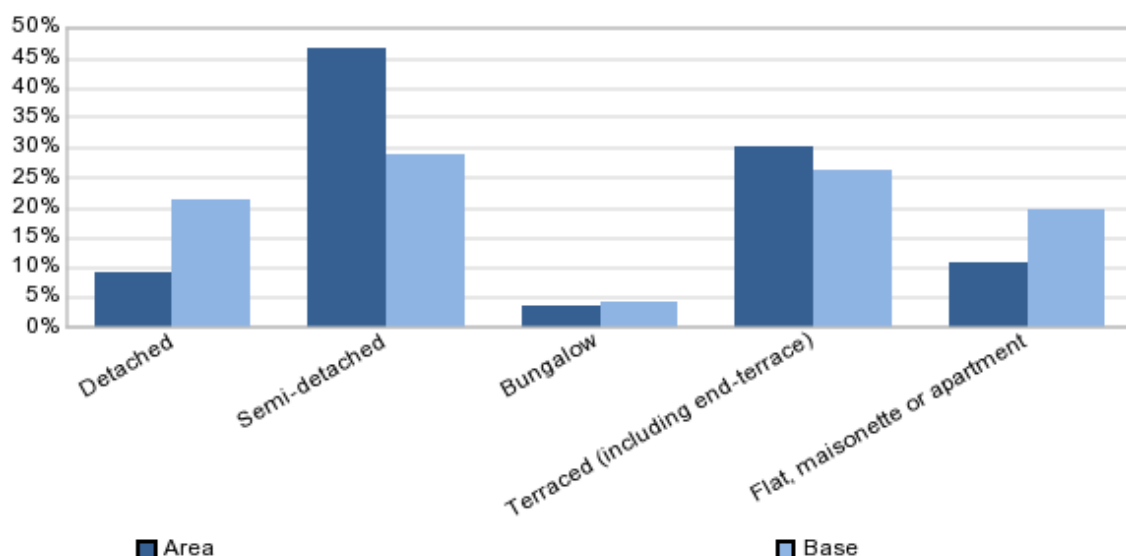
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	37	100	167
Detached	345	5,385,903	43			
Semi-detached	1,768	7,344,686	162			
Bungalow	135	1,039,099	87			
Terraced (including end-terrace)	1,138	6,699,890	114			
Flat, maisonette or apartment	407	5,007,460	55			

Source: Experian ConsumerView Household Directory 2019 .

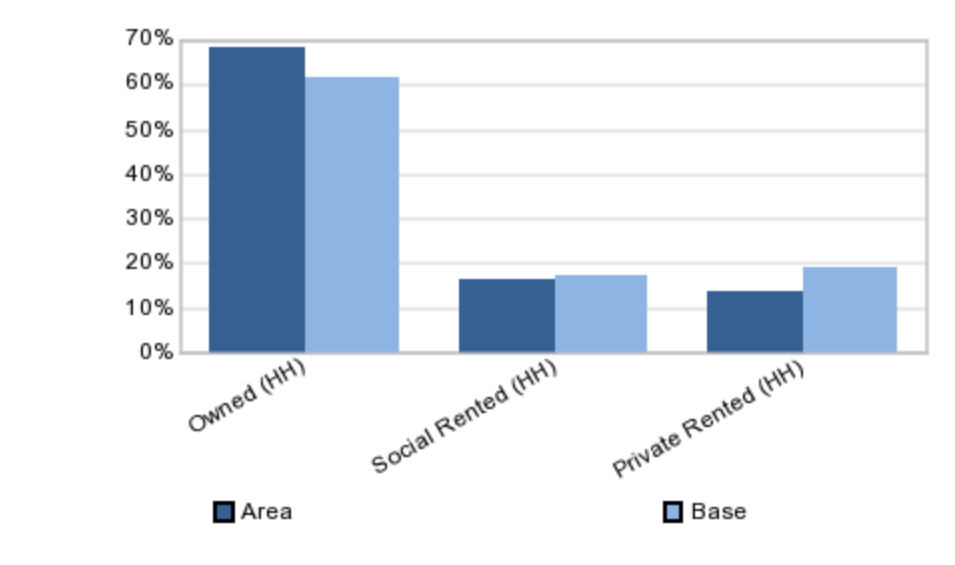
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	69	100	111
Owned (HH)	2,803	17,543,252	110			
Social Rented (HH)	689	4,965,267	96			
Private Rented (HH)	565	5,470,682	71			

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.



1,768 households within your area live in a Semi-detached dwelling, this is 46.62 %. 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 135 households and makes up 3.56 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 162, this makes up 46.62 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,803 making up 68.11 %. The smallest amount fall into the Private rented at 13.73 %. When looking at the index figures the most over represented tenure type is Owned with an index of 110, 68.11 % of households fall into this category in the study area.

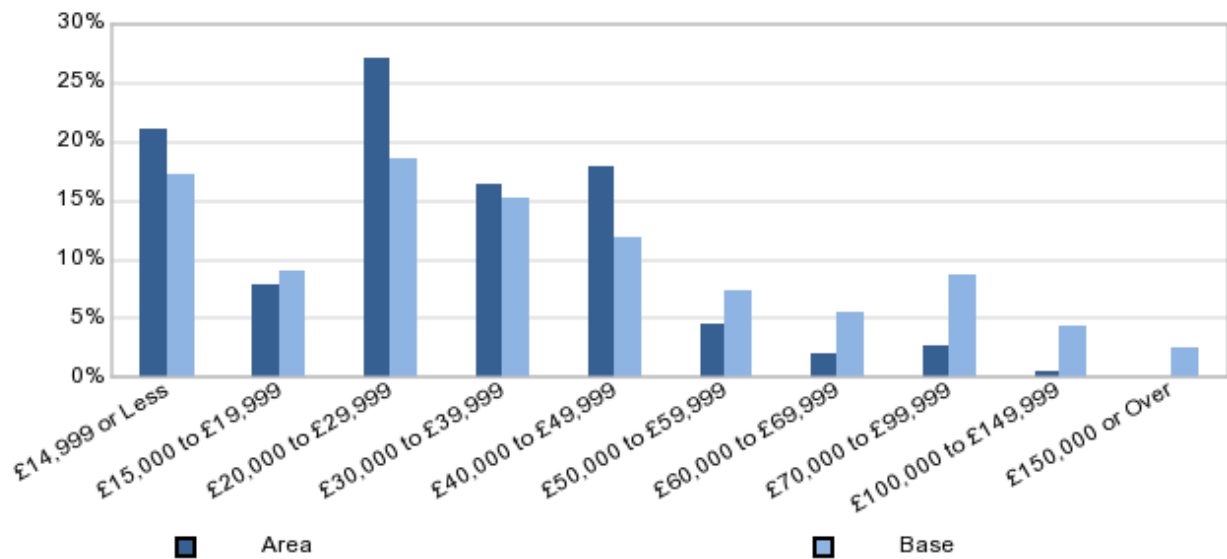
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	159
£14,999 or Less	867	4,889,206	122			
£15,000 to £19,999	324	2,538,634	88			
£20,000 to £29,999	1,117	5,253,752	146			
£30,000 to £39,999	678	4,304,210	108			
£40,000 to £49,999	734	3,318,086	152			
£50,000 to £59,999	185	2,106,080	61			
£60,000 to £69,999	82	1,573,962	36			
£70,000 to £99,999	105	2,469,683	29			
£100,000 to £149,999	21	1,215,381	12			
£150,000 or Over	2	676,196	2			

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.



1,191 households within your area have an income of £19,999 or less, this forms 28.94 % of the overall distribution. The smallest count is 2 and these fall into household income band £150,000 or Over making up 0.05 %. 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 £40,000 to £49,999 is over represented making up 17.83 % with an index of 152, the most under represented banding is £150,000 or Over with a figure of 2 making up 0.05 % 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.

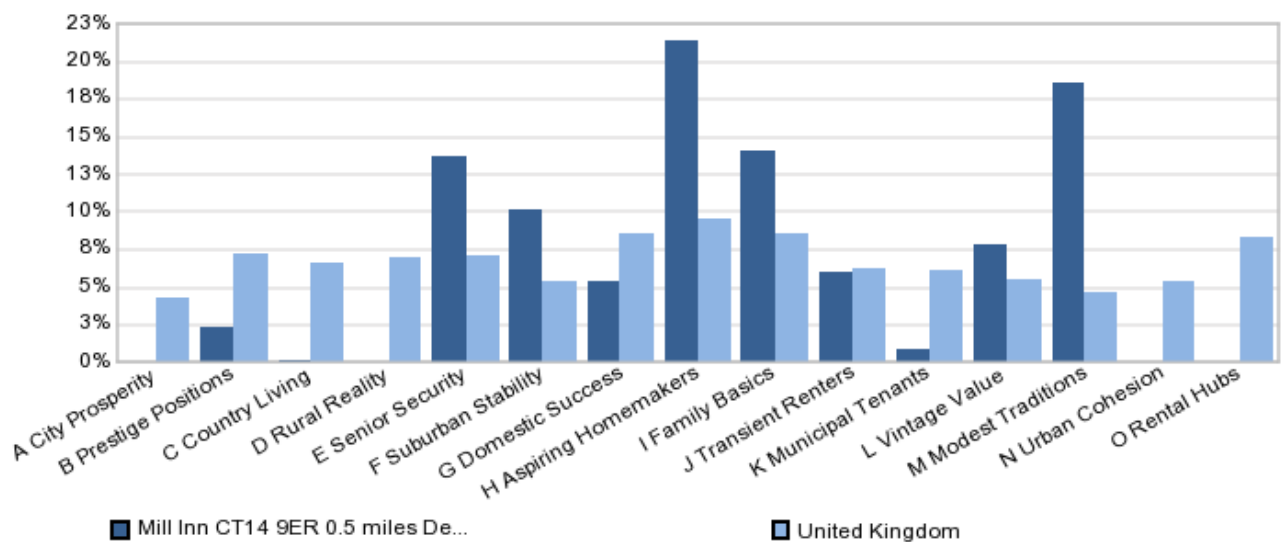
Understanding the residential profile by Mosaic UK 6

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	-20	100	422
A City Prosperity	0	2,849,374	0			
B Prestige Positions	223	4,798,133	31			
C Country Living	6	4,432,229	1			
D Rural Reality	0	4,656,104	0			
E Senior Security	1,355	4,767,632	193			
F Suburban Stability	1,000	3,634,847	186			
G Domestic Success	523	5,770,639	61			
H Aspiring Homemakers	2,125	6,440,418	224			
I Family Basics	1,384	5,687,500	165			
J Transient Renters	593	4,160,345	97			
K Municipal Tenants	80	4,149,642	13			
L Vintage Value	776	3,692,978	142			
M Modest Traditions	1,852	3,121,382	402			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	9,916	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 H Aspiring Homemakers with a count of 2,125 representing 21.43 % of the overall distribution, in comparison to the base where 9.58 % 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 M Modest Traditions taking up 18.67 % 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

H Aspiring Homemakers - 21.43 %



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

M Modest Traditions - 18.67 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

I Family Basics - 13.96 %



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