Location Analyst | **UK**

Mount Tavern, Demographic report 0.5

Understanding Demographics Mosaic 6

21 April, 2021

Contents

Describing Mount , 0.5 Demographic Report (0.5 Miles) in relation to England
Creation Date: April 21, 2021

Understanding the make-up of your area

	Area	Base
Total Households	4,682	23,874,310
Total Population	11,669	56,958,861
Total Males	5,627	28,178,701
Total Females	6,042	28,780,160

The current year estimates show a total resident population of 11,669 in the study area, compared to 56,958,861 in the base selection. When looking at households there are 4,682 in your area and 23,874,310 in your base selection. This was split by 51.78 % of the population being female and 48.22 % being male in the study area.
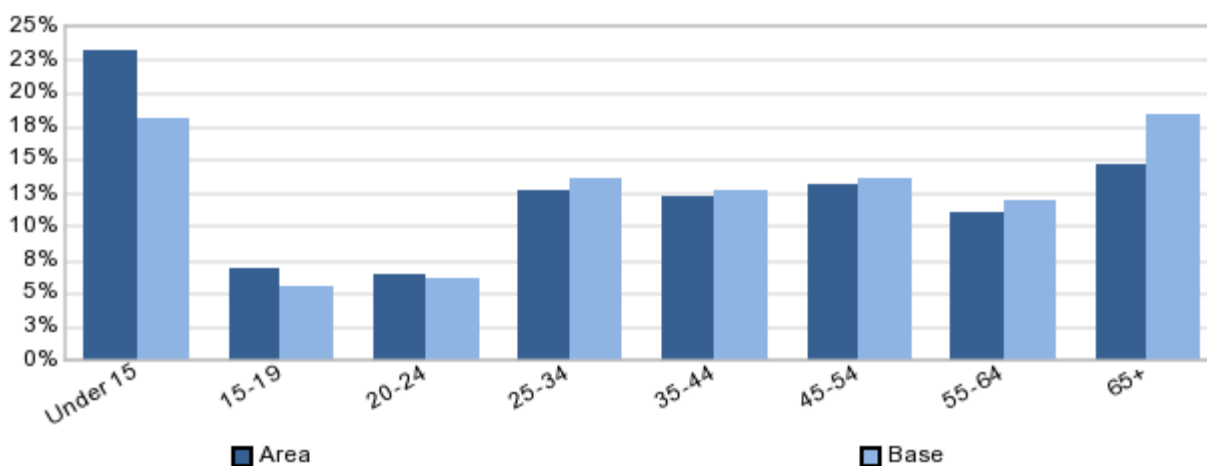
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index	
				76 100 129
Under 15	2,697	10,352,283	127	
15-19	796	3,112,328	125	
20-24	743	3,508,645	103	
25-34	1,479	7,732,288	93	
35-44	1,430	7,229,563	97	
45-54	1,535	7,702,806	97	
55-64	1,287	6,857,361	92	
65+	1,702	10,463,587	79	

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 Under 15 with a count of 2,697 representing 23.12 % of the study area. The smallest proportion is in age band 20-24 with a count of 743 which represents 6.37 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 127. The band that is most under represented is 65+ with an index of 79, 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			
				33	100	179
White	9,556	48,341,320	96			
Gypsy / Traveller / Irish Traveller	5	60,110	40			
Mixed / Multiple Ethnic Groups	451	1,312,504	168			
Asian / Asian British: Indian	344	1,506,839	111			
Asian / Asian British: Pakistani	217	1,176,720	90			
Asian / Asian British: Bangladeshi	44	493,060	43			
Asian / Asian British: Chinese	82	442,726	91			
Asian / Asian British: Other Asian	139	928,384	73			
Black / African / Caribbean / Black British	734	2,074,757	173			
Other Ethnic Group	98	622,441	77			

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:

81.89 % White
0.04 % Gypsy / Traveller / Irish Traveller
3.86 % Mixed / Multiple Ethnic Groups
2.95 % Asian / Asian British: Indian
1.86 % Asian / Asian British: Pakistani
0.37 % Asian / Asian British: Bangladeshi
0.71 % Asian / Asian British: Chinese
1.19 % Asian / Asian British: Other Asian
6.29 % Black / African / Caribbean / Black British
0.84 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

84.87 % White
0.11 % Gypsy / Traveller / Irish Traveller
2.30 % Mixed / Multiple Ethnic Groups
2.65 % Asian / Asian British: Indian
2.07 % Asian / Asian British: Pakistani
0.87 % Asian / Asian British: Bangladeshi
0.78 % Asian / Asian British: Chinese
1.63 % Asian / Asian British: Other Asian
3.64 % Black / African / Caribbean / Black British
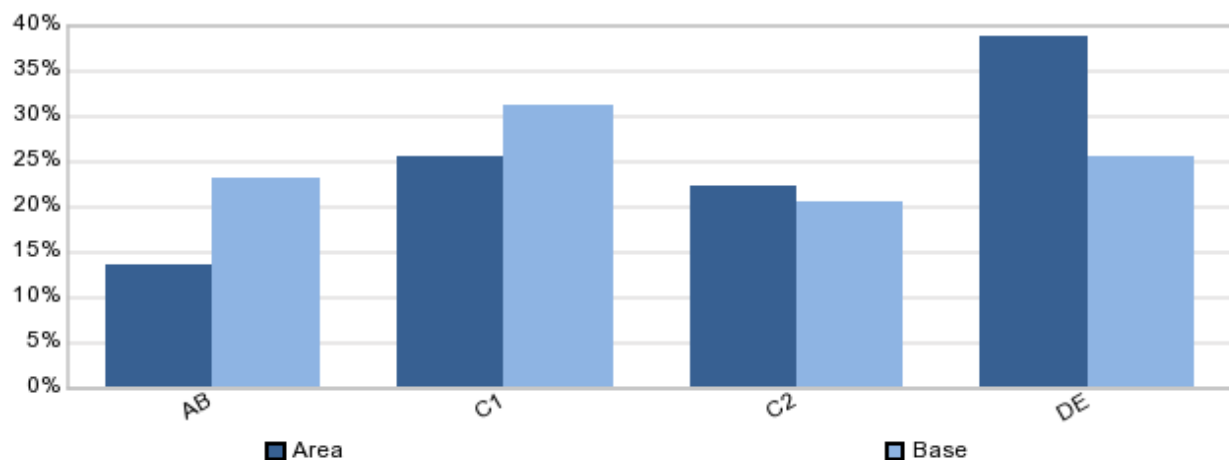1.09 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 81.89 % of the population with a count of 9,556. This is in comparison to the selected base with 84.87 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 5, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 60,110.

Understanding the Social Grade

Social Grade	Area	Base	Index			
				54	100	157
AB Higher & intermediate manage/admin/prof	478	4,096,589	59			
C1 Supervisory, cleric, junior manage/admin/prof	896	5,505,392	82			
C2 Skilled manual workers	782	3,637,088	108			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,362	4,510,066	152			

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 DE forms the largest proportion with 1,362 people falling into this group, which is 38.72 % of the overall distribution. The smallest proportion falls into grade AB with a count of 478 taking up 13.59 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 152, whereas the most under represented group is AB with an index count of 59.
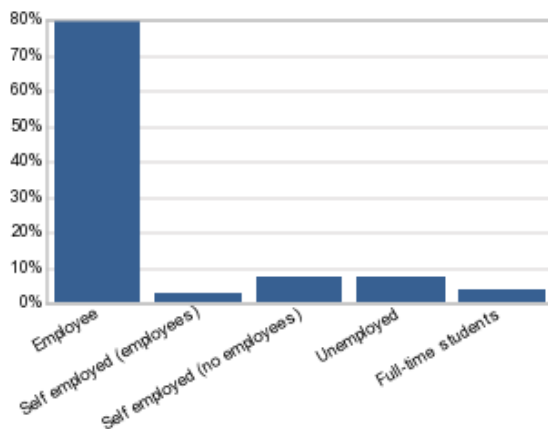
Understanding the Economic Activity

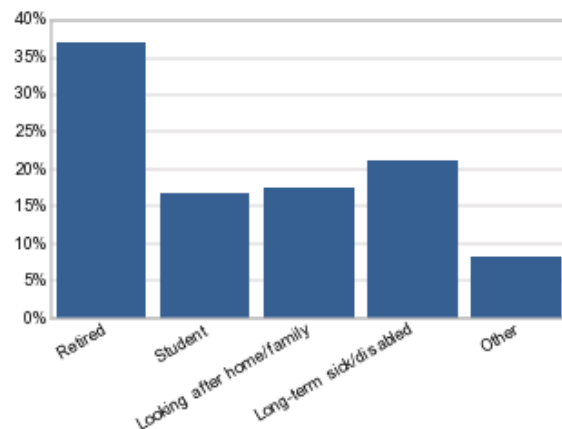| Economically Active	Area	Base	Index	55	100		242
Employee	4,298	22,605,984	103				
Self employed with employees	121	961,262	68				
Self employed without employees	387	3,266,850	64				
Unemployed	392	902,455	234				
Full-time students	203	1,410,887	78				
Economically Inactive				78	100		159
Retired	972	5,370,808	82				
Student	439	2,381,620	84				
Looking after home/ family	456	1,750,702	118				
Permanently sick/ disabled	559	1,628,172	156				
Other	217	872,098	113				

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 53.44 % of the population are employed, this is 4,298 people, compare this to your base where 54.93 % are employed. The smallest economically active group is Self employed with employees representing 1.51 %, compare this to the selected base where this group represents 2.34 %. When analysing index* values the most over represented group is Unemployed with an index of 234, taking up 4.87 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 972 representing 12.08 %. The smallest inactive group is Other with 217 which is 2.69 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 118, representing 5.67 %.
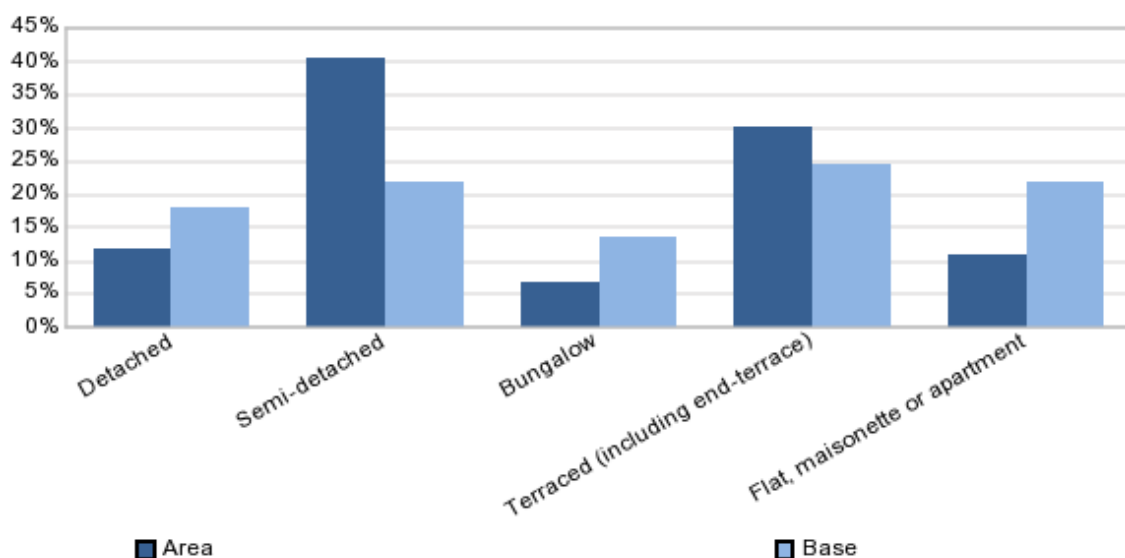
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index		
				43 100 189	
Detached	539	4,353,546	65		
Semi-detached	1,875	5,396,985	183		
Bungalow	321	3,342,458	51		
Terraced (including end-terrace)	1,402	6,004,598	123		
Flat, maisonette or apartment	508	5,357,623	50		

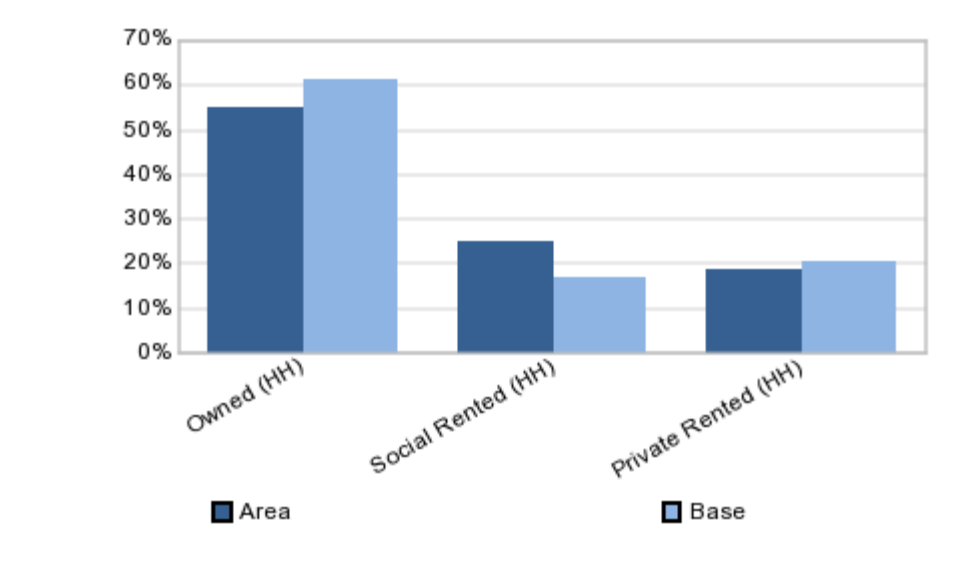Source: Experian ConsumerView Household Directory 2020 .

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	86	100		149
Owned (HH)	2,571	14,622,855	90		▬		
Social Rented (HH)	1,167	4,070,437	146		▬▬▬▬		
Private Rented (HH)	889	4,889,155	93		▪		

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.

1,875 households within your area live in a Semi-detached dwelling, this is 40.37 %. Compare this to a figure of 5,396,985 in your base making up 22.07 %. The smallest number of households live in a Bungalow dwelling, this is 321 households and makes up 6.92 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 183, this makes up 40.37 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,571 making up 54.91 %. The smallest amount fall into the Private rented at 18.98 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 146, 24.92 % of households fall into this category in the study area.
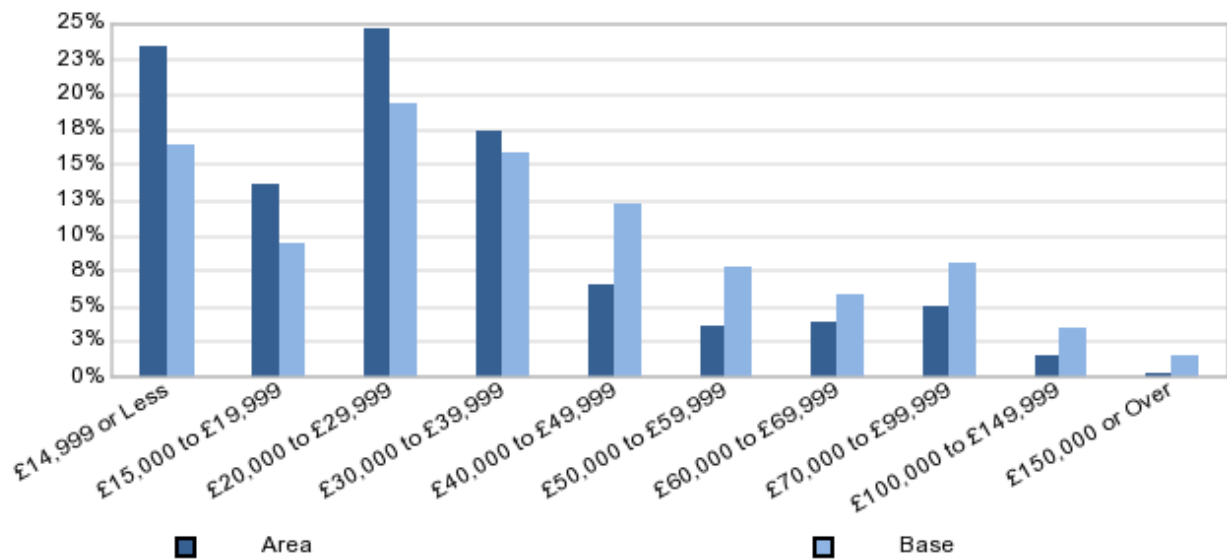
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Understanding the Household Income

Household Income	Area	Base	Index	7	100	152
£14,999 or Less	1,096	3,928,012	142		▬▬	
£15,000 to £19,999	645	2,247,321	146		▬▬	
£20,000 to £29,999	1,151	4,607,200	127		▬	
£30,000 to £39,999	819	3,799,192	110		▪	
£40,000 to £49,999	307	2,927,048	53		▬	
£50,000 to £59,999	171	1,867,623	47		▬	
£60,000 to £69,999	180	1,373,046	67		▬	
£70,000 to £99,999	233	1,911,372	62		▬	
£100,000 to £149,999	70	845,376	42		▬	
£150,000 or Over	10	368,120	14		▬▬	

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.

1,741 households within your area have an income of £19,999 or less, this forms 37.19 % of the overall distribution. The smallest count is 10 and these fall into household income band £150,000 or Over making up 0.21 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 19.30 % of the overall view. When using index* figures as a guide we can see that the income band £15,000 to £19,999 is over represented making up 13.77 % with an index of 146, the most under represented banding is £150,000 or Over with a figure of 14 making up 0.21 % 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.
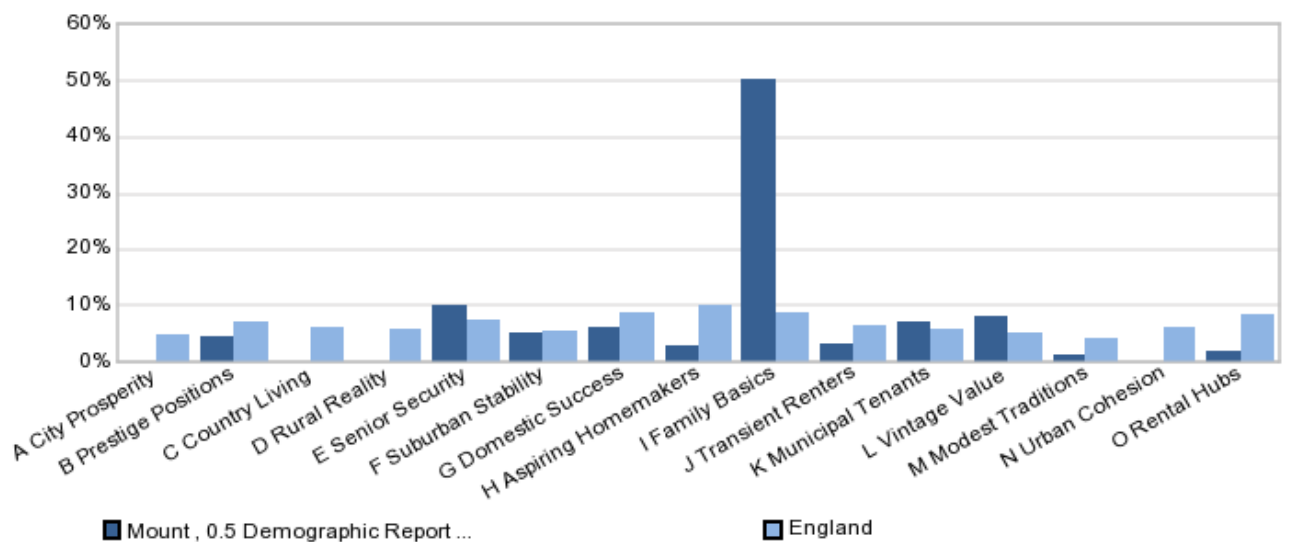
Understanding the residential profile by Mosaic UK 6

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	-28	100	597
	A City Prosperity	1	2,758,894	0			
	B Prestige Positions	510	4,093,797	61			
	C Country Living	0	3,393,967	0			
	D Rural Reality	0	3,184,592	0			
	E Senior Security	1,174	4,280,399	134			
	F Suburban Stability	590	3,044,879	95			
	G Domestic Success	683	4,976,374	67			
	H Aspiring Homemakers	347	5,805,122	29			
	I Family Basics	5,876	5,044,165	569			
	J Transient Renters	364	3,698,837	48			
	K Municipal Tenants	832	3,218,921	126			
	L Vintage Value	954	2,881,476	162			
	M Modest Traditions	130	2,343,732	27			
	N Urban Cohesion	0	3,408,442	0			
	O Rental Hubs	208	4,824,461	21			
	Totals	11,669	56,958,861				

Source: Experian Mosaic UK 6 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 I Family Basics with a count of 5,876 representing 50.36 % of the overall distribution, in comparison to the base where 8.86 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is I Family Basics taking up 50.36 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

I Family Basics - 50.36 %

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

E Senior Security - 10.06 %

Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

L Vintage Value - 8.18 %

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