

Location Analyst

UK



Church Inn Bedwelty Demog Report 15 Minutes

Understanding Demographics

24 September, 2020

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Describing Church Inn Bedwellty 15 Mins (15 Minutes) in relation to United Kingdom
Creation Date: September 24, 2020

Understanding the make-up of your area

	Area	Base
Total Households	51,443	28,345,190
Total Population	121,537	67,229,855
Total Males	59,729	33,173,050
Total Females	61,808	34,056,805

The current year estimates show a total resident population of 121,537 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 51,443 in your area and 28,345,190 in your base selection. This was split by 50.86 % of the population being female and 49.14 % being male in the study area.

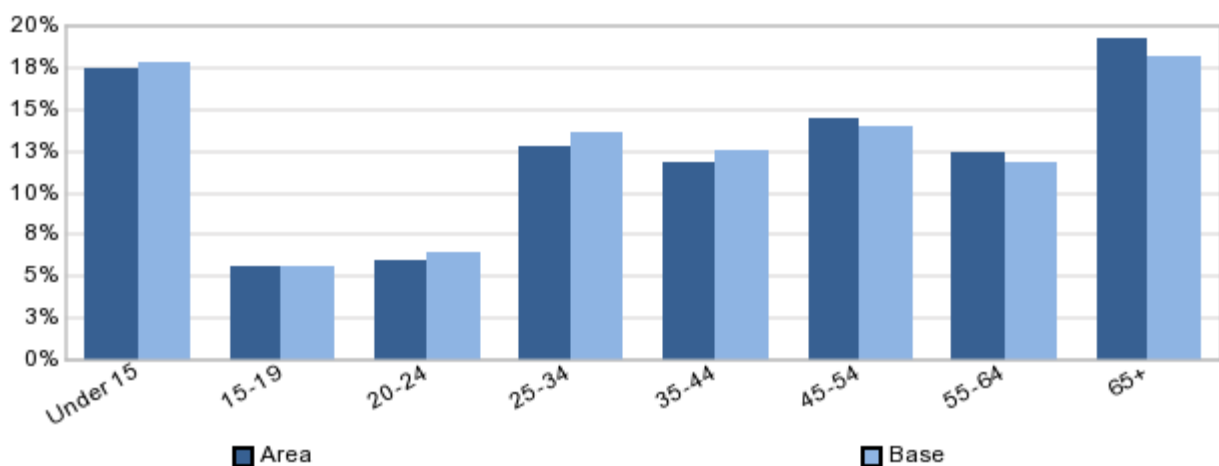
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	21,194	11,991,800	98
15-19	6,816	3,753,671	100
20-24	7,298	4,311,089	94
25-34	15,574	9,174,369	94
35-44	14,342	8,463,387	94
45-54	17,641	9,386,423	104
55-64	15,168	7,914,572	106
65+	23,504	12,234,544	106

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 23,504 representing 19.34 % of the study area. The smallest proportion is in age band 15-19 with a count of 6,816 which represents 5.61 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 106. The band that is most under represented is 20-24 with an index of 94, 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	119,607	58,246,060	114	
Gypsy / Traveller / Irish Traveller	16	68,310	13	
Mixed / Multiple Ethnic Groups	792	1,367,158	32	
Asian / Asian British: Indian	170	1,559,199	6	
Asian / Asian British: Pakistani	54	1,239,421	2	
Asian / Asian British: Bangladeshi	26	505,406	3	
Asian / Asian British: Chinese	312	497,465	35	
Asian / Asian British: Other Asian	260	969,724	15	
Black / African / Caribbean / Black British	120	2,122,714	3	
Other Ethnic Group	179	654,398	15	

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:

98.41 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.65 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.14 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.04 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.02 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.26 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.21 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.10 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.15 % Other Ethnic Group	0.97 % Other Ethnic Group

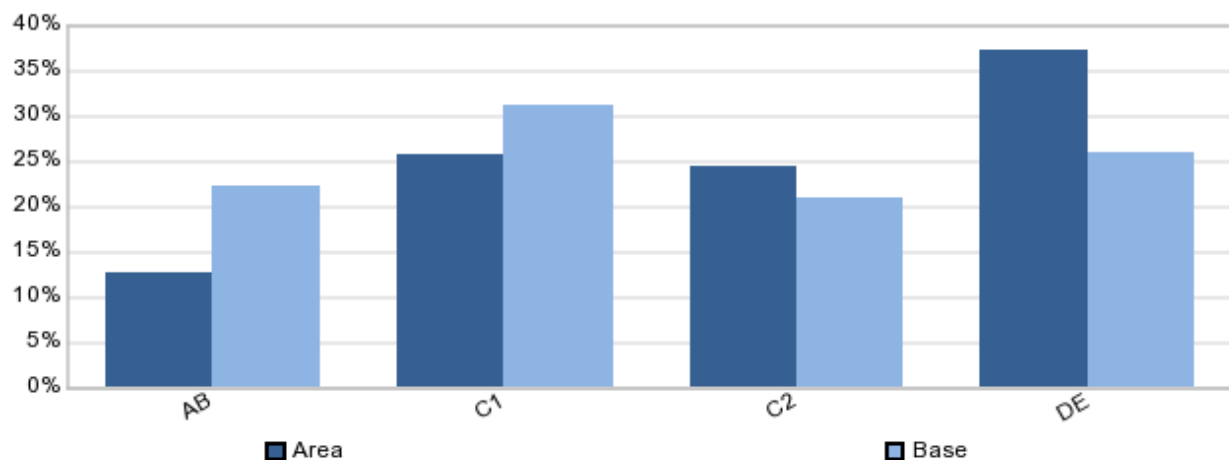
In the study area the largest ethnic group is White taking up 98.41 % of the population with a count of 119,607. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 16, 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	4,744	4,696,968	57	
C1 Supervisory, cleric, junior manage/admin/prof	9,528	6,510,031	83	
C2 Skilled manual workers	9,110	4,376,339	117	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	13,900	5,456,469	144	

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 13,900 people falling into this group, which is 37.28 % of the overall distribution. The smallest proportion falls into grade AB with a count of 4,744 taking up 12.72 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 144, whereas the most under represented group is AB with an index count of 57.

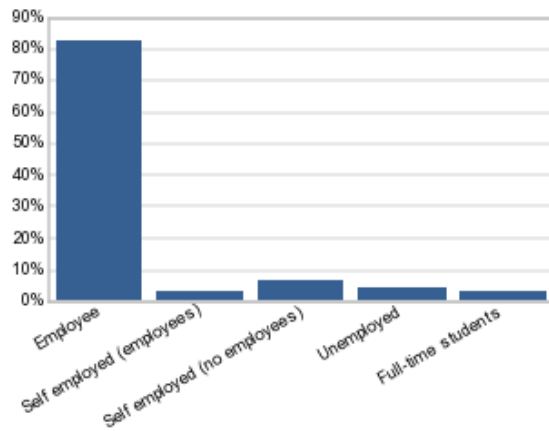
Understanding the Economic Activity

Economically Active	Area	Base	Index	58	100	139
Employee	45,749	26,483,068	107			
Self employed with employees	1,488	1,127,682	81			
Self employed without employees	3,756	3,705,246	63			
Unemployed	2,557	1,161,572	136			
Full-time students	1,852	1,695,620	67			
Economically Inactive				57	100	180
Retired	14,599	6,618,937	97			
Student	4,066	2,838,201	63			
Looking after home/ family	4,195	2,117,295	88			
Permanently sick/ disabled	8,581	2,168,755	175			
Other	2,103	1,076,085	86			

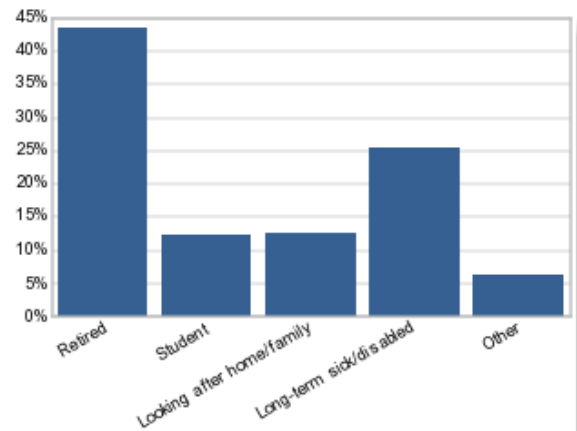
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 51.43 % of the population are employed, this is 45,749 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.67 %, 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 136, taking up 2.88 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 14,599 representing 16.41 %. The smallest inactive group is Other with 2,103 which is 2.36 %. When looking at the index values the group that is most over represented is Retired with an index of 97, representing 16.41 %.

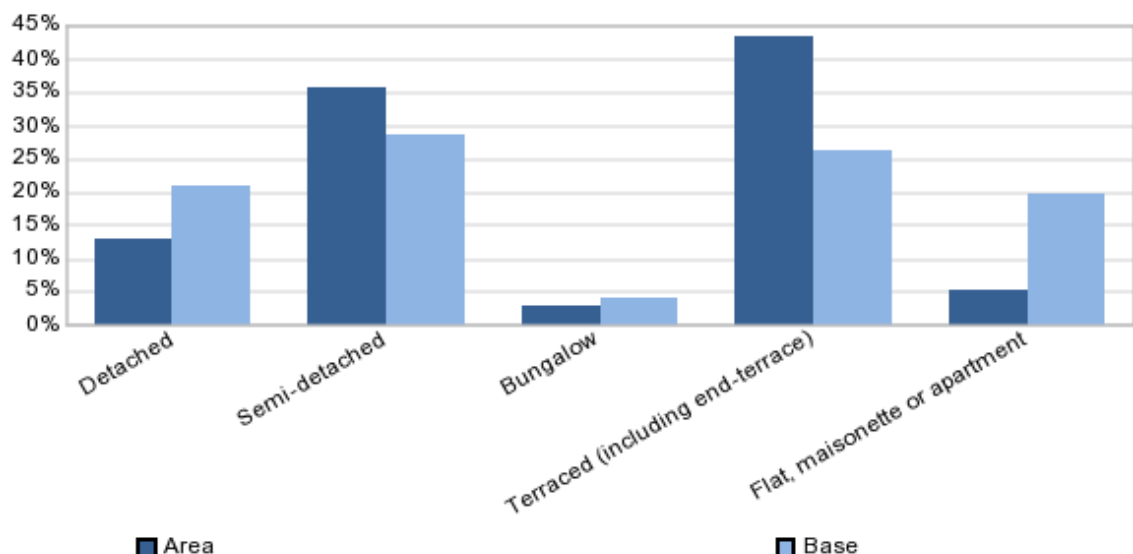
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	20	100	171
Detached	6,359	5,385,903	61			
Semi-detached	17,466	7,344,686	123			
Bungalow	1,398	1,039,099	70			
Terraced (including end-terrace)	21,295	6,699,890	165			
Flat, maisonette or apartment	2,660	5,007,460	28			

Source: Experian ConsumerView Household Directory 2019 .

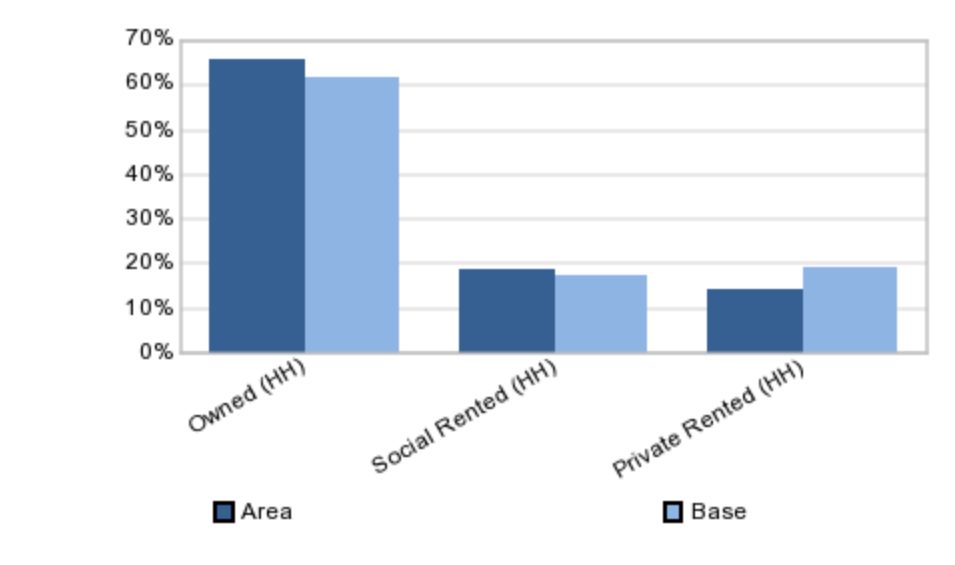
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	72	100	110
Owned (HH)	33,755	17,543,252	106		■	
Social Rented (HH)	9,814	4,965,267	109		■	
Private Rented (HH)	7,387	5,470,682	74		■	

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.



17,466 households within your area live in a Semi-detached dwelling, this is 35.52 %. 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 1,398 households and makes up 2.84 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 165, this makes up 43.30 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 33,755 making up 65.62 %. The smallest amount fall into the Private rented at 14.36 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 109, 19.08 % of households fall into this category in the study area.

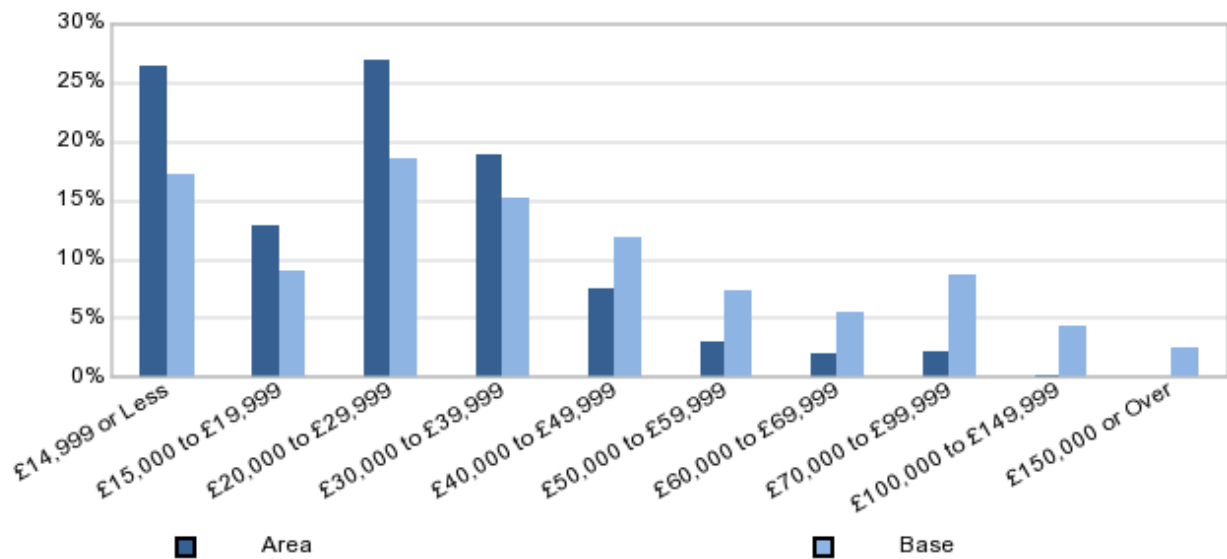
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Understanding the Household Income

Household Income	Area	Base	Index	-7	100	161
£14,999 or Less	13,632	4,889,206	154		■	
£15,000 to £19,999	6,611	2,538,634	143		■	
£20,000 to £29,999	13,832	5,253,752	145		■	
£30,000 to £39,999	9,707	4,304,210	124		■	
£40,000 to £49,999	3,936	3,318,086	65		■	
£50,000 to £59,999	1,547	2,106,080	40		■	
£60,000 to £69,999	983	1,573,962	34		■	
£70,000 to £99,999	1,066	2,469,683	24		■	
£100,000 to £149,999	126	1,215,381	6		■	
£150,000 or Over	2	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.



20,244 households within your area have an income of £19,999 or less, this forms 39.35 % of the overall distribution. The smallest count is 2 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 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 26.50 % with an index of 154, 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.

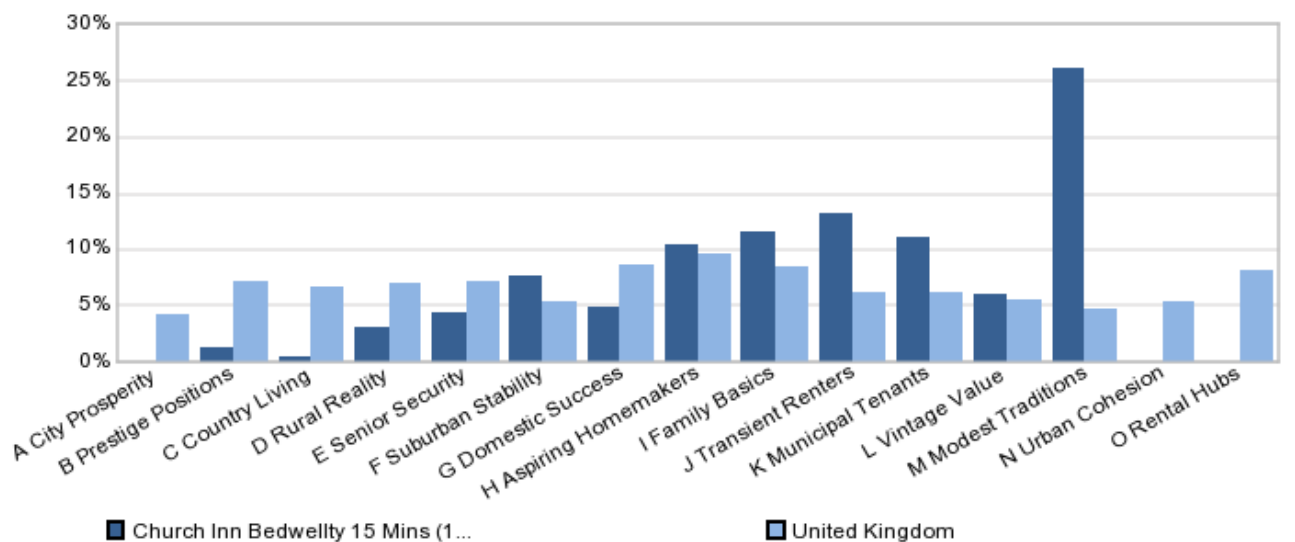
Understanding the residential profile by Mosaic UK 6

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	590
A City Prosperity	0	2,849,374	0			
B Prestige Positions	1,539	4,798,133	18			
C Country Living	510	4,432,229	6			
D Rural Reality	3,606	4,656,104	43			
E Senior Security	5,429	4,767,632	63			
F Suburban Stability	9,436	3,634,847	144			
G Domestic Success	5,846	5,770,639	56			
H Aspiring Homemakers	12,689	6,440,418	109			
I Family Basics	14,204	5,687,500	138			
J Transient Renters	15,972	4,160,345	212			
K Municipal Tenants	13,273	4,149,642	177			
L Vintage Value	7,240	3,692,978	108			
M Modest Traditions	31,734	3,121,382	562			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	59	5,518,789	1			
Totals	121,537	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 M Modest Traditions with a count of 31,734 representing 26.11 % of the overall distribution, in comparison to the base where 4.64 % 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 26.11 % 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

M Modest Traditions - 26.11 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

J Transient Renters - 13.14 %



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 - 11.69 %



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