

Location Analyst

UK



Prince of Wales-Bridgend, Demog report, 0.5 miles

Understanding Demographics

13 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 Prince of Wales-Bridgend (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	516	28,345,190
Total Population	1,138	67,229,855
Total Males	539	33,173,050
Total Females	599	34,056,805

The current year estimates show a total resident population of 1,138 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 516 in your area and 28,345,190 in your base selection. This was split by 52.62 % of the population being female and 47.38 % being male in the study area.

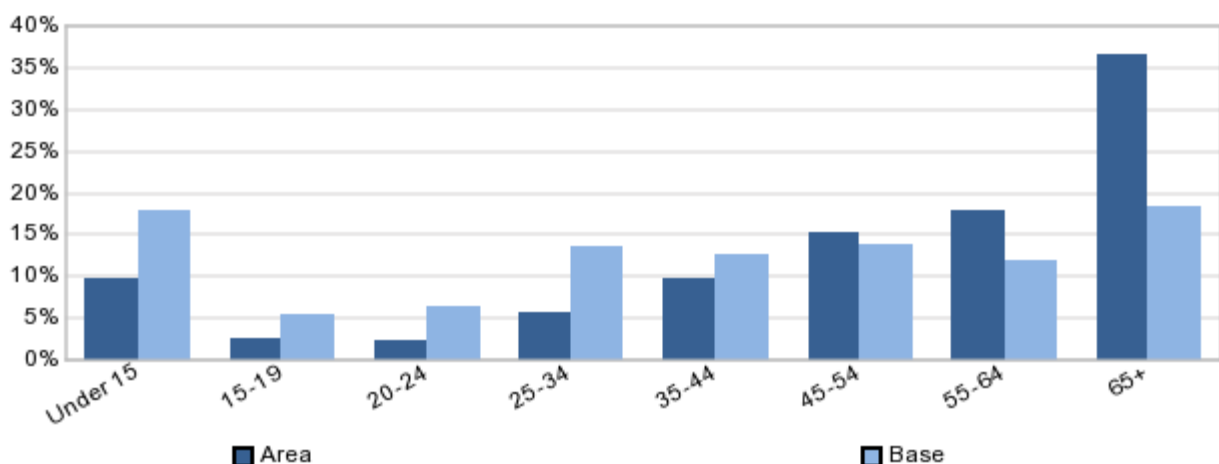
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			28	100	209
Under 15	113	11,991,800	56		
15-19	28	3,753,671	44		
20-24	27	4,311,089	37		
25-34	65	9,174,369	42		
35-44	111	8,463,387	78		
45-54	174	9,386,423	110		
55-64	203	7,914,572	152		
65+	415	12,234,544	201		

Source: Experian Age and Gender Estimates (2018).




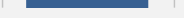


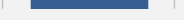



Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



The highest proportion fall into age band 65+ with a count of 415 representing 36.49 % of the study area. The smallest proportion is in age band 20-24 with a count of 27 which represents 2.39 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 201. The band that is most under represented is 20-24 with an index of 37, 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	1,115	58,246,060	113	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	9	1,367,158	38	
Asian / Asian British: Indian	3	1,559,199	13	
Asian / Asian British: Pakistani	0	1,239,421	0	
Asian / Asian British: Bangladeshi	0	505,406	5	
Asian / Asian British: Chinese	4	497,465	48	
Asian / Asian British: Other Asian	3	969,724	15	
Black / African / Caribbean / Black British	3	2,122,714	8	
Other Ethnic Group	1	654,398	10	

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:

97.98 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.77 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.29 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.36 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.22 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.25 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.10 % Other Ethnic Group	0.97 % Other Ethnic Group

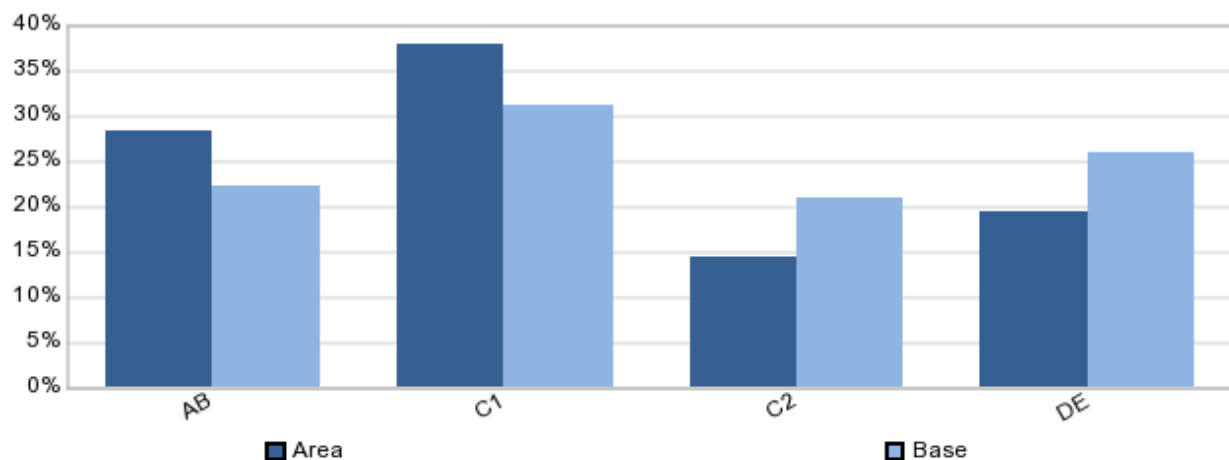
In the study area the largest ethnic group is White taking up 97.98 % of the population with a count of 1,115. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 0, 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	82	4,696,968	127	
C1 Supervisory, cleric, junior manage/admin/prof	110	6,510,031	123	
C2 Skilled manual workers	42	4,376,339	69	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	56	5,456,469	75	

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 C1 forms the largest proportion with 110 people falling into this group, which is 37.93 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 42 taking up 14.45 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 127, whereas the most under represented group is C2 with an index count of 69.

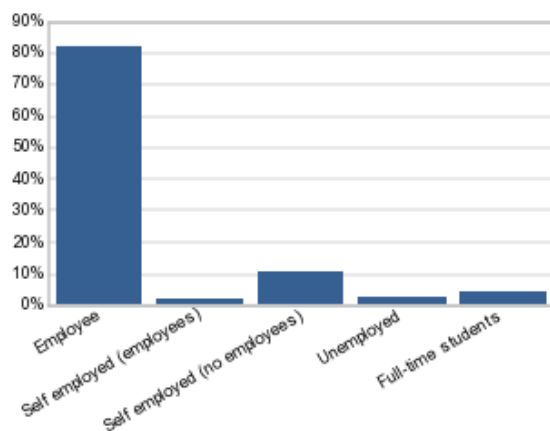
Understanding the Economic Activity

Economically Active	Area	Base	Index	52	107
Employee	429	26,483,068	105		
Self employed with employees	10	1,127,682	55		
Self employed without employees	54	3,705,246	96		
Unemployed	10	1,161,572	58		
Full-time students	22	1,695,620	84		
Economically Inactive				22	100
Retired	252	6,618,937	165		
Student	26	2,838,201	39		
Looking after home/ family	14	2,117,295	29		
Permanently sick/ disabled	34	2,168,755	68		
Other	15	1,076,085	60		

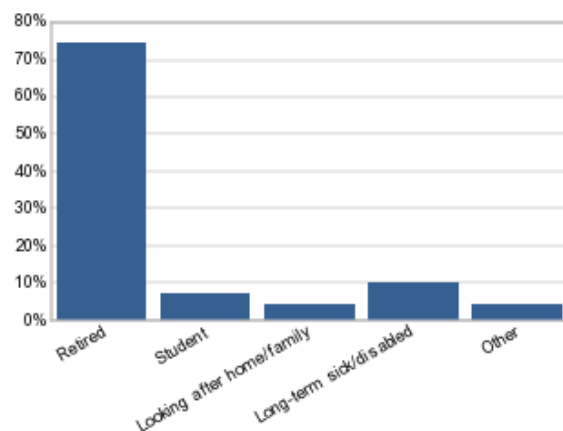
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 49.52 % of the population are employed, this is 429 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.11 %, 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 105, taking up 49.52 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 252 representing 29.08 %. The smallest inactive group is Looking after home/ family with 14 which is 1.64 %. When looking at the index values the group that is most over represented is Retired with an index of 165, representing 29.08 %.

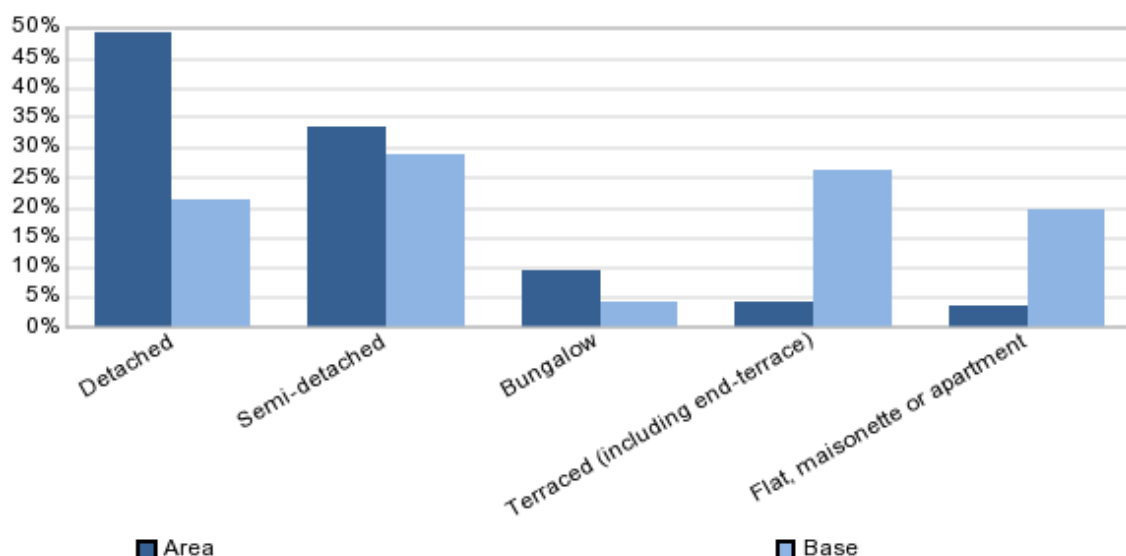
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	5	100	244
Detached	237	5,385,903	234			
Semi-detached	161	7,344,686	117			
Bungalow	45	1,039,099	230			
Terraced (including end-terrace)	20	6,699,890	16			
Flat, maisonette or apartment	16	5,007,460	17			

Source: Experian ConsumerView Household Directory 2019 .

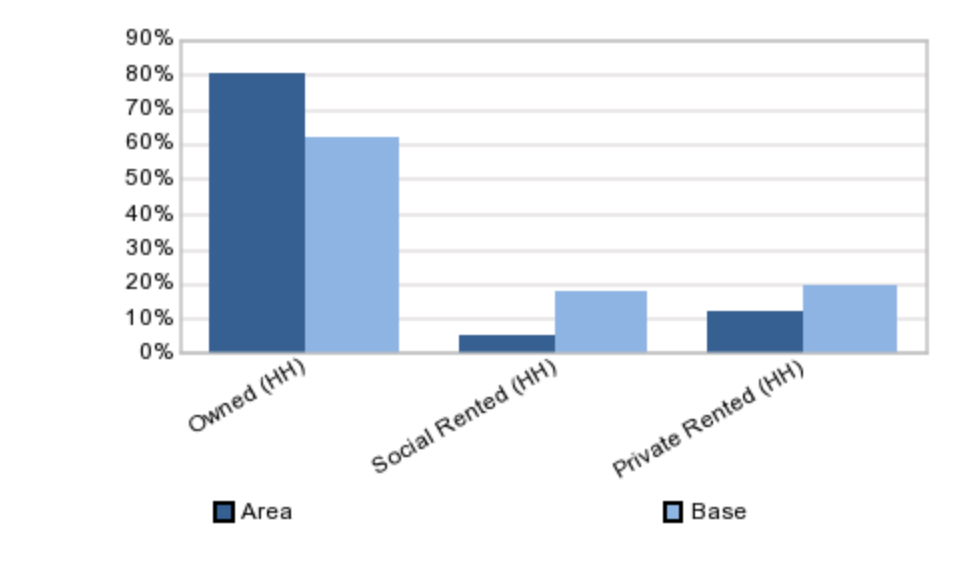
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	24	100	134
Owned (HH)	415	17,543,252	130			
Social Rented (HH)	27	4,965,267	29			
Private Rented (HH)	64	5,470,682	64			

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.



161 households within your area live in a Semi-detached dwelling, this is 33.62 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 16 households and makes up 3.33 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 234, this makes up 49.46 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 415 making up 80.37 %. The smallest amount fall into the Social rented at 5.16 %. When looking at the index figures the most over represented tenure type is Owned with an index of 130, 80.37 % of households fall into this category in the study area.

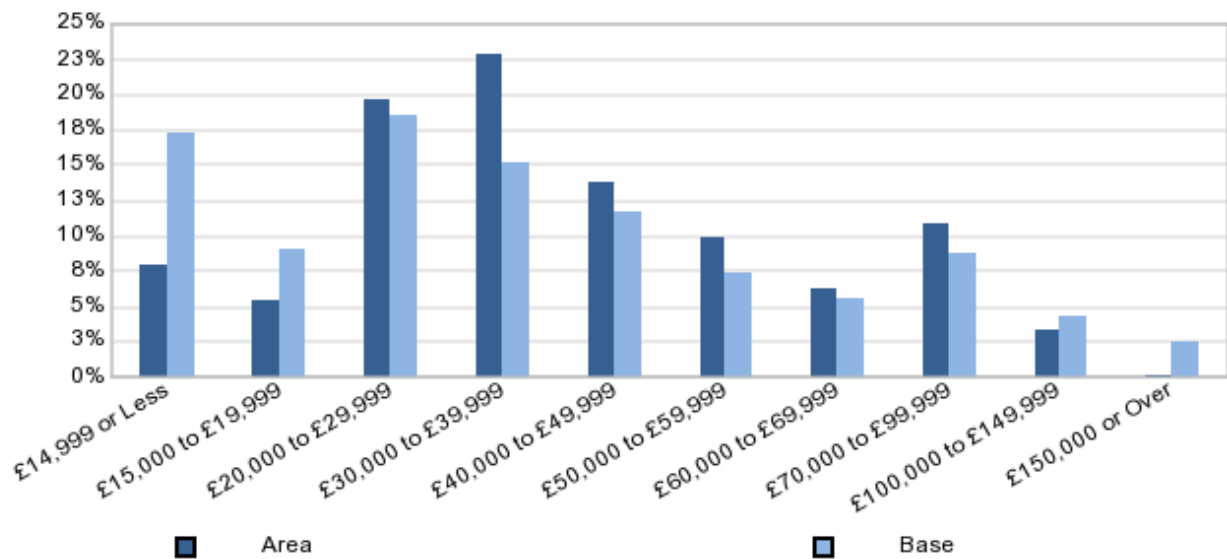
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	0	100	157
£14,999 or Less	41	4,889,206	46			
£15,000 to £19,999	27	2,538,634	59			
£20,000 to £29,999	101	5,253,752	106			
£30,000 to £39,999	118	4,304,210	150			
£40,000 to £49,999	72	3,318,086	118			
£50,000 to £59,999	50	2,106,080	132			
£60,000 to £69,999	33	1,573,962	114			
£70,000 to £99,999	56	2,469,683	125			
£100,000 to £149,999	18	1,215,381	79			
£150,000 or Over	1	676,196	7			

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.



68 households within your area have an income of £19,999 or less, this forms 13.23 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.18 %. 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 £30,000 to £39,999 is over represented making up 22.80 % with an index of 150, the most under represented banding is £150,000 or Over with a figure of 7 making up 0.18 % 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.

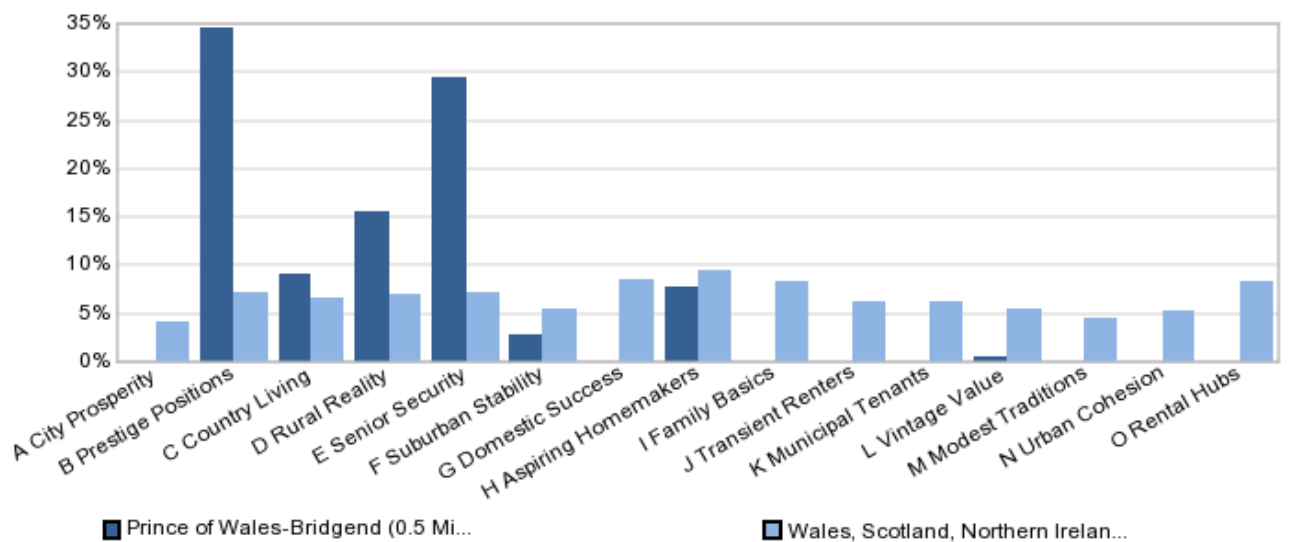
Understanding the residential profile by Mosaic UK 6

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	-24	100	509
A City Prosperity	0	2,849,374	0			
B Prestige Positions	394	4,798,133	485			
C Country Living	105	4,432,229	139			
D Rural Reality	178	4,656,104	226			
E Senior Security	336	4,767,632	416			
F Suburban Stability	31	3,634,847	50			
G Domestic Success	0	5,770,639	0			
H Aspiring Homemakers	88	6,440,418	80			
I Family Basics	0	5,687,500	0			
J Transient Renters	0	4,160,345	0			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	7	3,692,978	11			
M Modest Traditions	0	3,121,382	0			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	1,138	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 B Prestige Positions with a count of 394 representing 34.63 % of the overall distribution, in comparison to the base where 7.14 % 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 B Prestige Positions taking up 34.63 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

*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 top three Mosaic UK 6 Groups

B Prestige Positions - 34.63 %



Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

E Senior Security - 29.51 %



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

D Rural Reality - 15.64 %



Householders living in less expensive homes in village communities.

Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds