

Location Analyst

UK



Red Lion NG34 9DZ 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Red Lion Sleaford 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	20,727	28,345,190
Total Population	47,873	67,229,855
Total Males	23,459	33,173,050
Total Females	24,414	34,056,805

The current year estimates show a total resident population of 47,873 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 20,727 in your area and 28,345,190 in your base selection. This was split by 51.00 % of the population being female and 49.00 % being male in the study area.

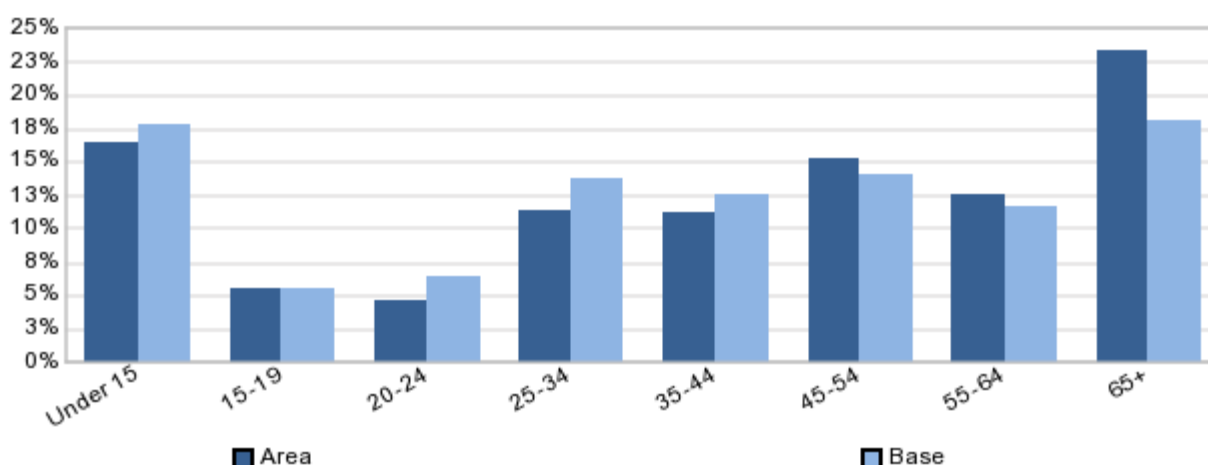
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index			
				68	100	130
Under 15	7,877	11,991,800	92		■	
15-19	2,643	3,753,671	99			
20-24	2,178	4,311,089	71	■		
25-34	5,374	9,174,369	82	■		
35-44	5,310	8,463,387	88	■		
45-54	7,309	9,386,423	109		■	
55-64	6,004	7,914,572	107		■	
65+	11,180	12,234,544	128		■	

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 11,180 representing 23.35 % of the study area. The smallest proportion is in age band 20-24 with a count of 2,178 which represents 4.55 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 128. The band that is most under represented is 20-24 with an index of 71, 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	46,957	58,246,060	113	
Gypsy / Traveller / Irish Traveller	27	68,310	55	
Mixed / Multiple Ethnic Groups	390	1,367,158	40	
Asian / Asian British: Indian	129	1,559,199	12	
Asian / Asian British: Pakistani	17	1,239,421	2	
Asian / Asian British: Bangladeshi	42	505,406	12	
Asian / Asian British: Chinese	79	497,465	22	
Asian / Asian British: Other Asian	66	969,724	10	
Black / African / Caribbean / Black British	96	2,122,714	6	
Other Ethnic Group	69	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:

98.09 % White	86.64 % White
0.06 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.81 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.27 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.04 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.09 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.17 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.14 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.20 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.14 % Other Ethnic Group	0.97 % Other Ethnic Group

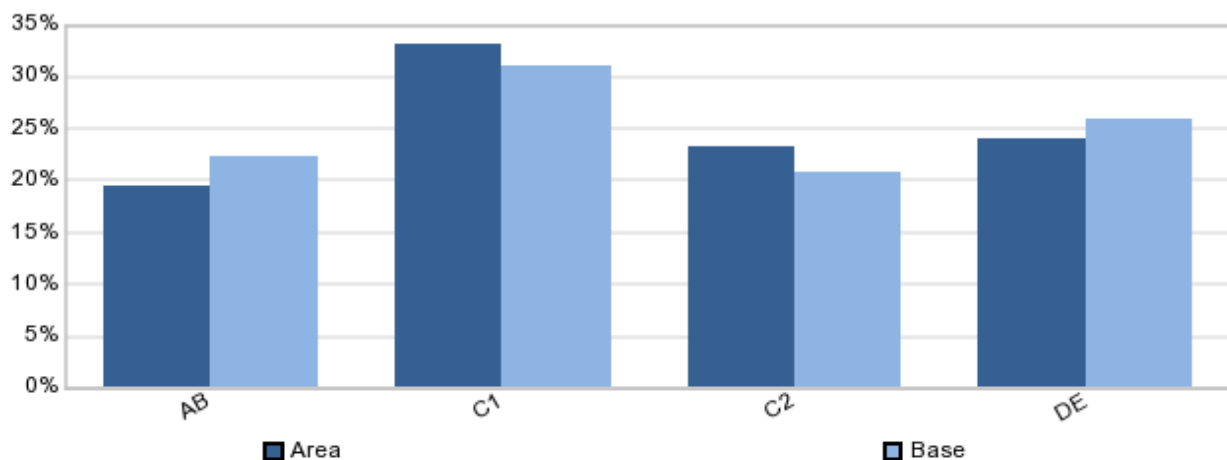
In the study area the largest ethnic group is White taking up 98.09 % of the population with a count of 46,957. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 17, 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	2,799	4,696,968	87	
C1 Supervisory, cleric, junior manage/admin/prof	4,753	6,510,031	107	
C2 Skilled manual workers	3,356	4,376,339	112	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	3,449	5,456,469	93	

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 4,753 people falling into this group, which is 33.11 % of the overall distribution. The smallest proportion falls into grade AB with a count of 2,799 taking up 19.50 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 112, whereas the most under represented group is AB with an index count of 87.

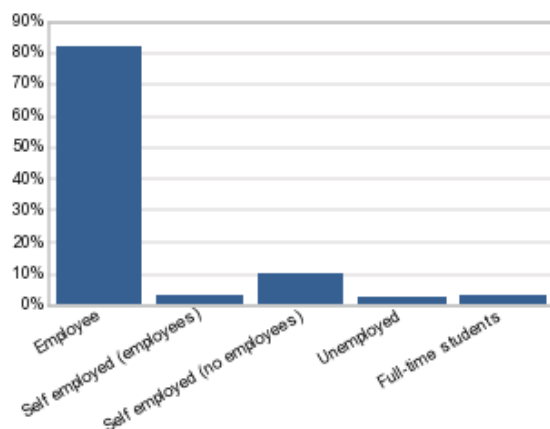
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁶²	100 107
Employee	18,759	26,483,068	105	
Self employed with employees	656	1,127,682	87	
Self employed without employees	2,271	3,705,246	91	
Unemployed	552	1,161,572	71	
Full-time students	738	1,695,620	65	
Economically Inactive				
Retired	6,757	6,618,937	133	
Student	1,109	2,838,201	51	
Looking after home/ family	1,630	2,117,295	101	
Permanently sick/ disabled	1,349	2,168,755	81	
Other	494	1,076,085	60	

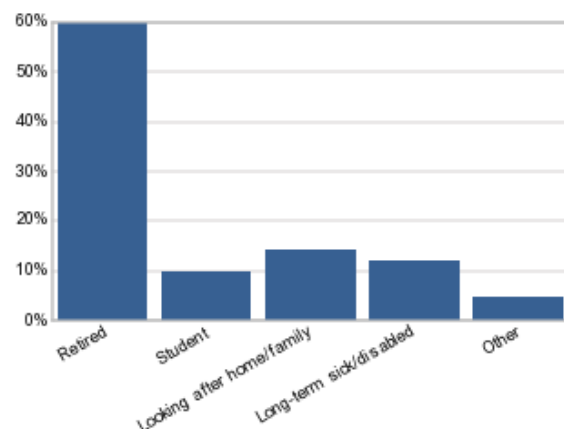
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 54.67 % of the population are employed, this is 18,759 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.61 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 105, taking up 54.67 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 6,757 representing 19.69 %. The smallest inactive group is Other with 494 which is 1.44 %. When looking at the index values the group that is most over represented is Retired with an index of 133, representing 19.69 %.

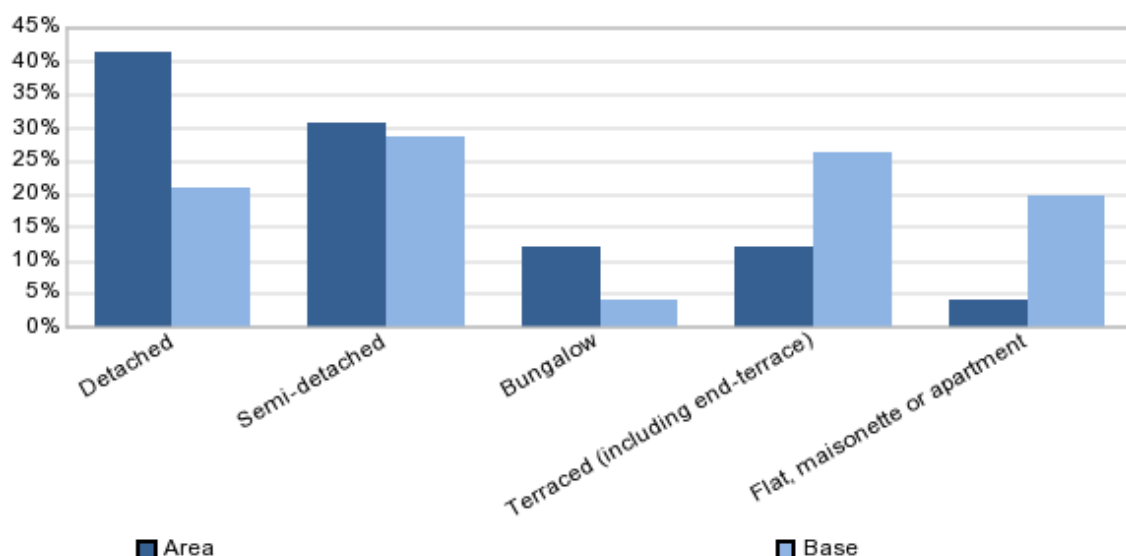
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	6	100	310
Detached	7,765	5,385,903	195		■	
Semi-detached	5,791	7,344,686	107			
Bungalow	2,280	1,039,099	297		■	
Terraced (including end-terrace)	2,249	6,699,890	45		■	
Flat, maisonette or apartment	769	5,007,460	21		■	

Source: Experian ConsumerView Household Directory 2019 .

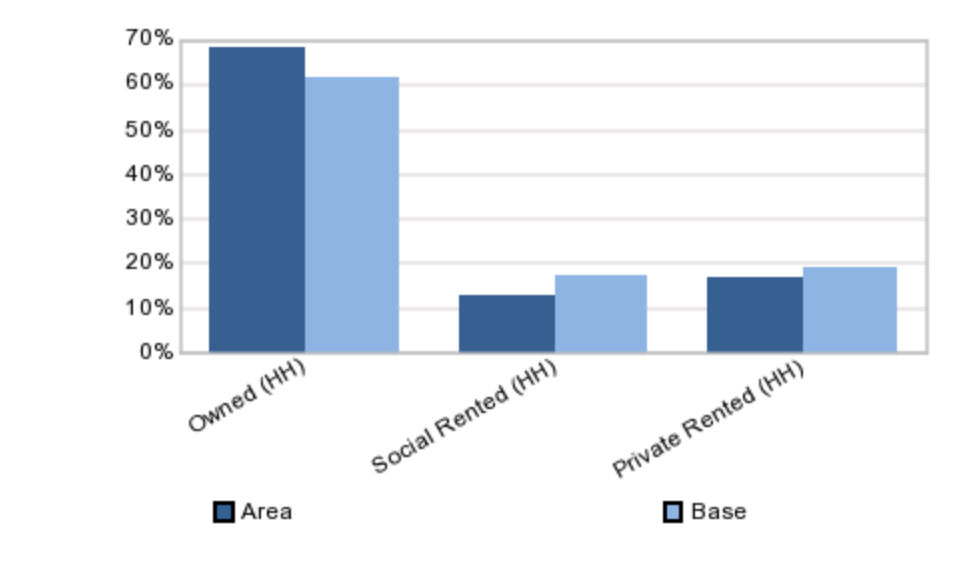
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	71	100	112
Owned (HH)	14,157	17,543,252	110			
Social Rented (HH)	2,668	4,965,267	73			
Private Rented (HH)	3,588	5,470,682	90			

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.



5,791 households within your area live in a Semi-detached dwelling, this is 30.71 %. 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 769 households and makes up 4.08 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 297, this makes up 12.09 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 14,157 making up 68.30 %. The smallest amount fall into the Social rented at 12.87 %. When looking at the index figures the most over represented tenure type is Owned with an index of 110, 68.30 % of households fall into this category in the study area.

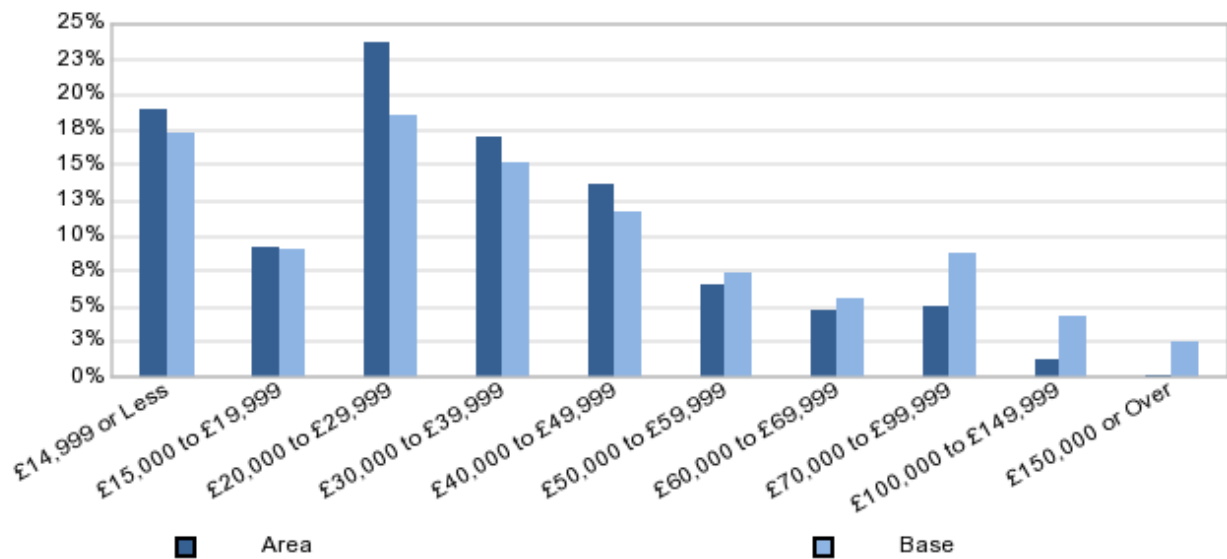
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	134
£14,999 or Less	3,917	4,889,206	110			
£15,000 to £19,999	1,892	2,538,634	102			
£20,000 to £29,999	4,915	5,253,752	128			
£30,000 to £39,999	3,509	4,304,210	111			
£40,000 to £49,999	2,835	3,318,086	117			
£50,000 to £59,999	1,375	2,106,080	89			
£60,000 to £69,999	984	1,573,962	85			
£70,000 to £99,999	1,041	2,469,683	58			
£100,000 to £149,999	240	1,215,381	27			
£150,000 or Over	19	676,196	4			

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.



5,809 households within your area have an income of £19,999 or less, this forms 28.02 % of the overall distribution. The smallest count is 19 and these fall into household income band £150,000 or Over making up 0.09 %. 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 £20,000 to £29,999 is over represented making up 23.71 % with an index of 128, the most under represented banding is £150,000 or Over with a figure of 4 making up 0.09 % 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.

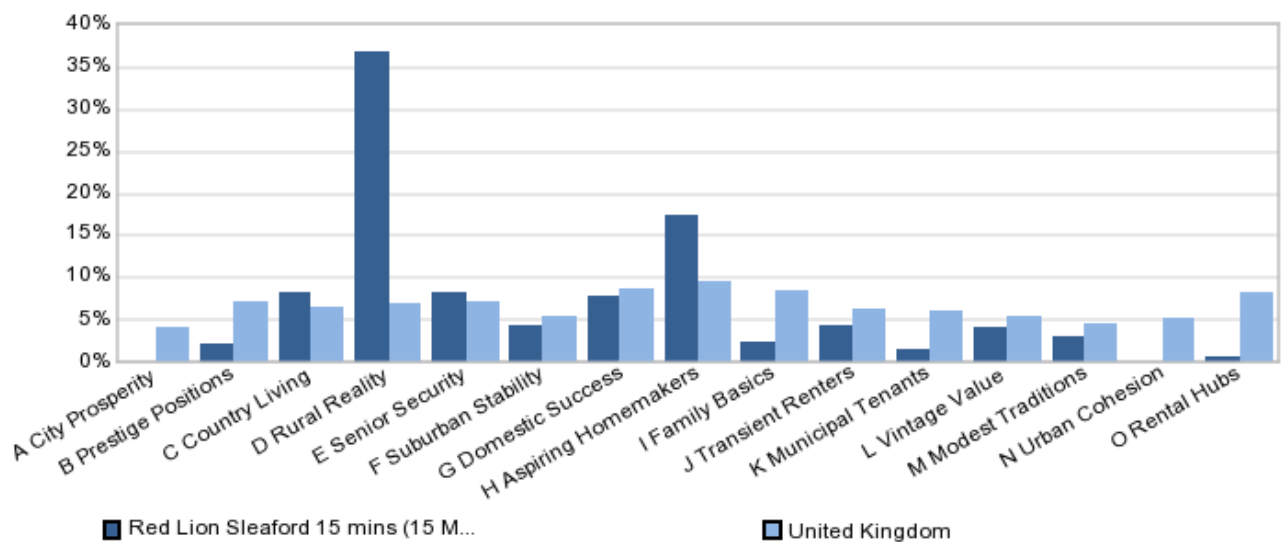
Understanding the residential profile by Mosaic UK 6

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	-26	100	556
A City Prosperity	0	2,849,374	0			
B Prestige Positions	1,035	4,798,133	30			
C Country Living	3,910	4,432,229	124			
D Rural Reality	17,571	4,656,104	530			
E Senior Security	3,929	4,767,632	116			
F Suburban Stability	2,113	3,634,847	82			
G Domestic Success	3,660	5,770,639	89			
H Aspiring Homemakers	8,324	6,440,418	182			
I Family Basics	1,056	5,687,500	26			
J Transient Renters	2,101	4,160,345	71			
K Municipal Tenants	656	4,149,642	22			
L Vintage Value	1,856	3,692,978	71			
M Modest Traditions	1,365	3,121,382	61			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	298	5,518,789	8			
Totals	47,873	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 D Rural Reality with a count of 17,571 representing 36.70 % of the overall distribution, in comparison to the base where 6.93 % 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 D Rural Reality taking up 36.70 % 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

D Rural Reality - 36.70 %



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

H Aspiring Homemakers - 17.39 %



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

E Senior Security - 8.21 %



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