

Location Analyst

UK



Rose & Crown, DT9 6RF 15 minutes drive

Understanding Demographics Mosaic 6

26 November, 2020

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Describing Rose & Crown 15 mins (15 Minutes) in relation to United Kingdom
 Creation Date: November 26, 2020

Understanding the make-up of your area

	Area	Base
Total Households	32,811	28,535,151
Total Population	75,364	67,706,302
Total Males	36,849	33,445,167
Total Females	38,515	34,261,135

The current year estimates show a total resident population of 75,364 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 32,811 in your area and 28,535,151 in your base selection. This was split by 51.11 % of the population being female and 48.89 % being male in the study area.

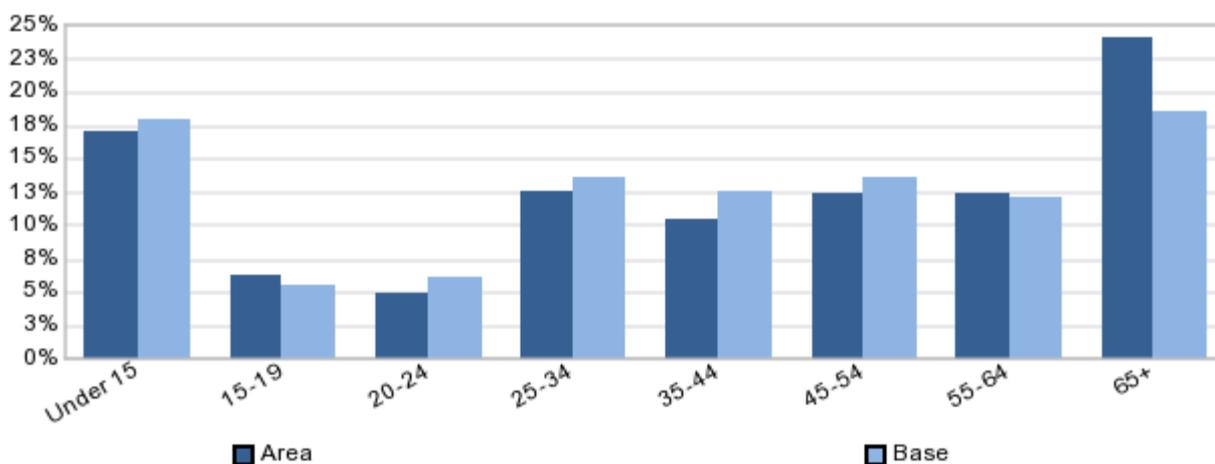
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			75	100	132
Under 15	12,818	12,172,110	95		
15-19	4,775	3,689,771	116		
20-24	3,635	4,189,553	78		
25-34	9,501	9,163,405	93		
35-44	7,817	8,520,503	82		
45-54	9,403	9,172,486	92		
55-64	9,319	8,265,313	101		
65+	18,096	12,533,161	130		

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 65+ with a count of 18,096 representing 24.01 % of the study area. The smallest proportion is in age band 20-24 with a count of 3,635 which represents 4.82 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 130. The band that is most under represented is 20-24 with an index of 78, 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	73,089	58,661,197	112
Gypsy / Traveller / Irish Traveller	44	69,114	58
Mixed / Multiple Ethnic Groups	636	1,376,077	41
Asian / Asian British: Indian	294	1,567,957	17
Asian / Asian British: Pakistani	78	1,243,805	6
Asian / Asian British: Bangladeshi	108	508,912	19
Asian / Asian British: Chinese	330	503,868	59
Asian / Asian British: Other Asian	433	976,737	40
Black / African / Caribbean / Black British	215	2,139,293	9
Other Ethnic Group	138	659,342	19

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: Compare this to your base ethnic diversity as follows:

96.98 % White	86.64 % White
0.06 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.84 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.39 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.10 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.14 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.44 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.57 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.28 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.18 % Other Ethnic Group	0.97 % Other Ethnic Group

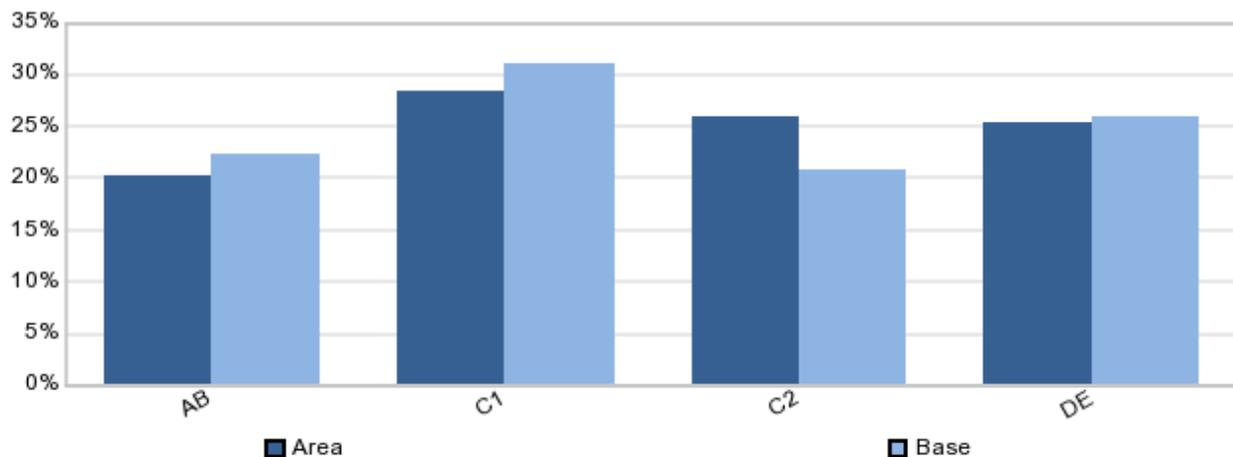
In the study area the largest ethnic group is White taking up 96.98 % of the population with a count of 73,089. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 44, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 69,114.

Understanding the Social Grade

Social Grade	Area	Base	Index
AB Higher & intermediate manage/admin/prof	4,616	4,730,604	91
C1 Supervisory, cleric, junior manage/admin/prof	6,460	6,557,343	92
C2 Skilled manual workers	5,905	4,406,191	125
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	5,786	5,491,884	98

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 C1 forms the largest proportion with 6,460 people falling into this group, which is 28.37 % of the overall distribution. The smallest proportion falls into grade AB with a count of 4,616 taking up 20.28 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 125, whereas the most under represented group is AB with an index count of 91.

Understanding the Economic Activity

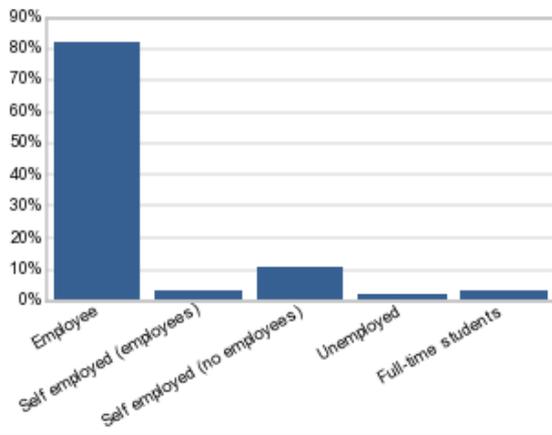
Economically Active	Area	Base	Index
Employee	31,169	26,793,336	105
Self employed with employees	1,066	1,141,028	85
Self employed without employees	3,875	3,747,589	94
Unemployed	627	1,073,357	53
Full-time students	1,350	1,694,030	72

Economically Inactive	Area	Base	Index
Retired	8,441	6,521,560	130
Student	1,850	2,835,417	65
Looking after home/ family	1,790	2,064,793	87
Permanently sick/ disabled	1,713	2,110,084	81
Other	737	1,048,579	71

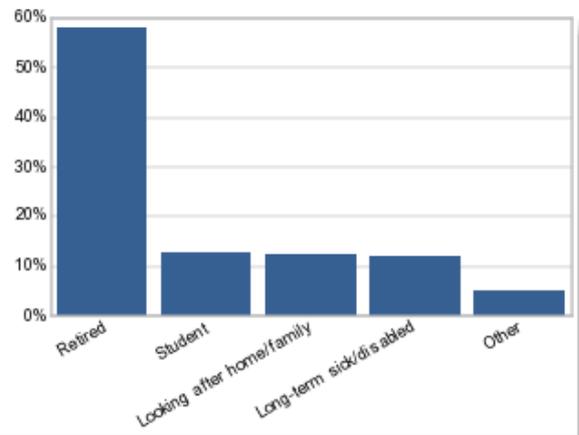
Source: Experian Current Year Estimates based on ONS Census Data (2019).

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 59.24 % of the population are employed, this is 31,169 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Unemployed representing 1.19 %, compare this to the selected base where this group represents 2.19 %. When analysing index* values the most over represented group is Employee with an index of 105, taking up 59.24 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 8,441 representing 16.04 %. The smallest inactive group is Other with 737 which is 1.40 %. When looking at the index values the group that is most over represented is Retired with an index of 130, representing 16.04 %.

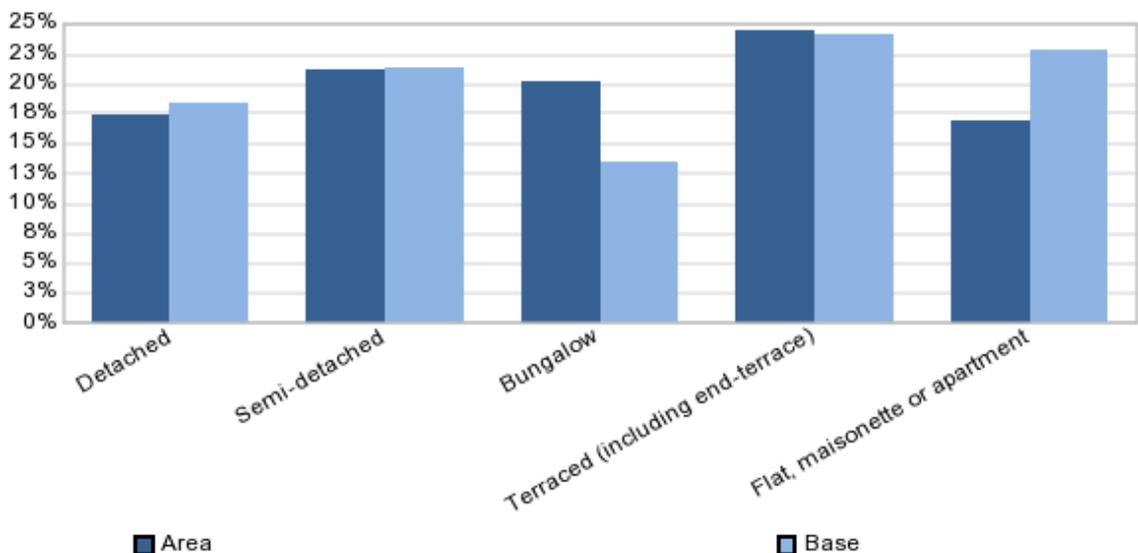
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	6,060	5,383,249	95
Semi-detached	7,366	6,271,021	99
Bungalow	7,023	3,951,416	150
Terraced (including end-terrace)	8,447	7,075,152	101
Flat, maisonette or apartment	5,869	6,685,551	74

Source: Experian ConsumerView Household Directory 2020 .

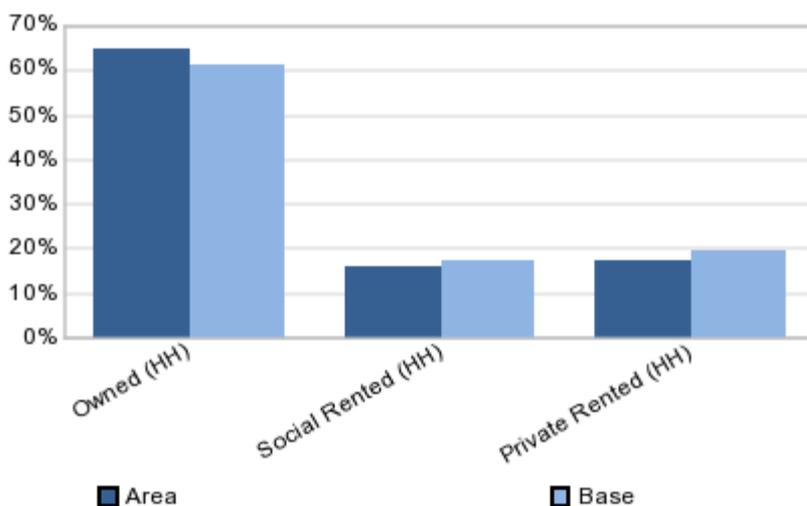
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index ⁸⁸	100	106
Owned (HH)	21,276	17,552,397	105		
Social Rented (HH)	5,262	4,963,660	92		
Private Rented (HH)	5,836	5,656,930	90		

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.



7,366 households within your area live in a Semi-detached dwelling, this is 21.19 %. Compare this to a figure of 6,271,021 in your base making up 21.35 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 5,869 households and makes up 16.88 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 150, this makes up 20.20 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 21,276 making up 64.84 %. The smallest amount fall into the Social rented at 16.04 %. When looking at the index figures the most over represented tenure type is Owned with an index of 105, 64.84 % of households fall into this category in the study area.

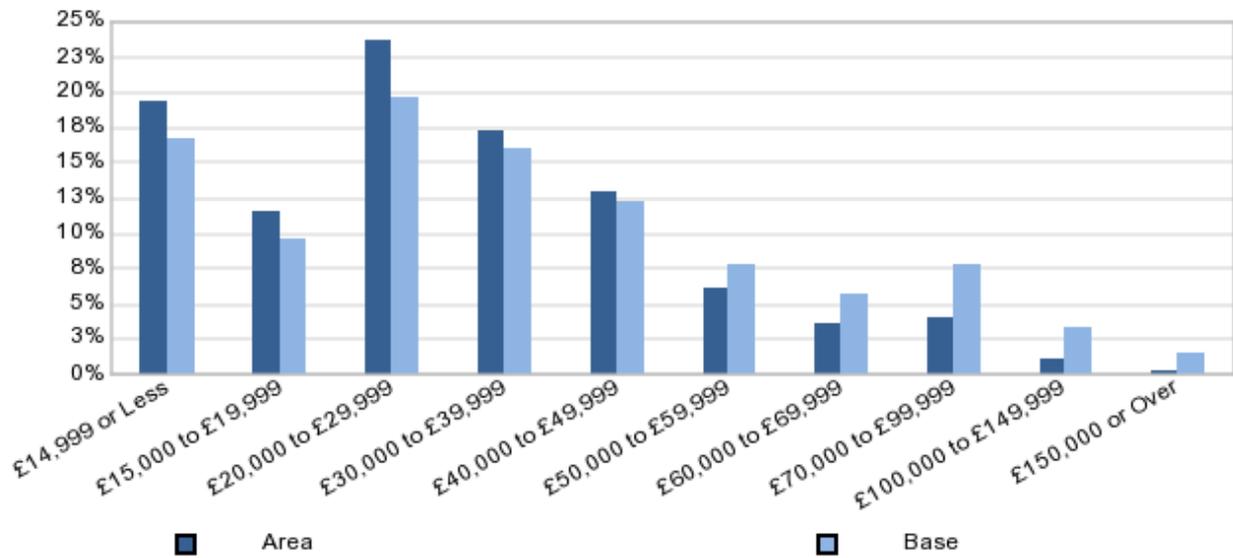
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Understanding the Household Income

Household Income	Area	Base	Index ¹¹	100	128
£14,999 or Less	6,366	4,773,587	116		
£15,000 to £19,999	3,814	2,707,506	123		
£20,000 to £29,999	7,765	5,590,695	121		
£30,000 to £39,999	5,673	4,557,389	108		
£40,000 to £49,999	4,229	3,488,699	105		
£50,000 to £59,999	2,022	2,223,753	79		
£60,000 to £69,999	1,187	1,612,646	64		
£70,000 to £99,999	1,341	2,223,591	52		
£100,000 to £149,999	335	950,882	31		
£150,000 or Over	79	406,403	17		

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.



10,180 households within your area have an income of £19,999 or less, this forms 31.03 % of the overall distribution. The smallest count is 79 and these fall into household income band £150,000 or Over making up 0.24 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 19.59 % 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 11.62 % with an index of 123, the most under represented banding is £150,000 or Over with a figure of 17 making up 0.24 % 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.

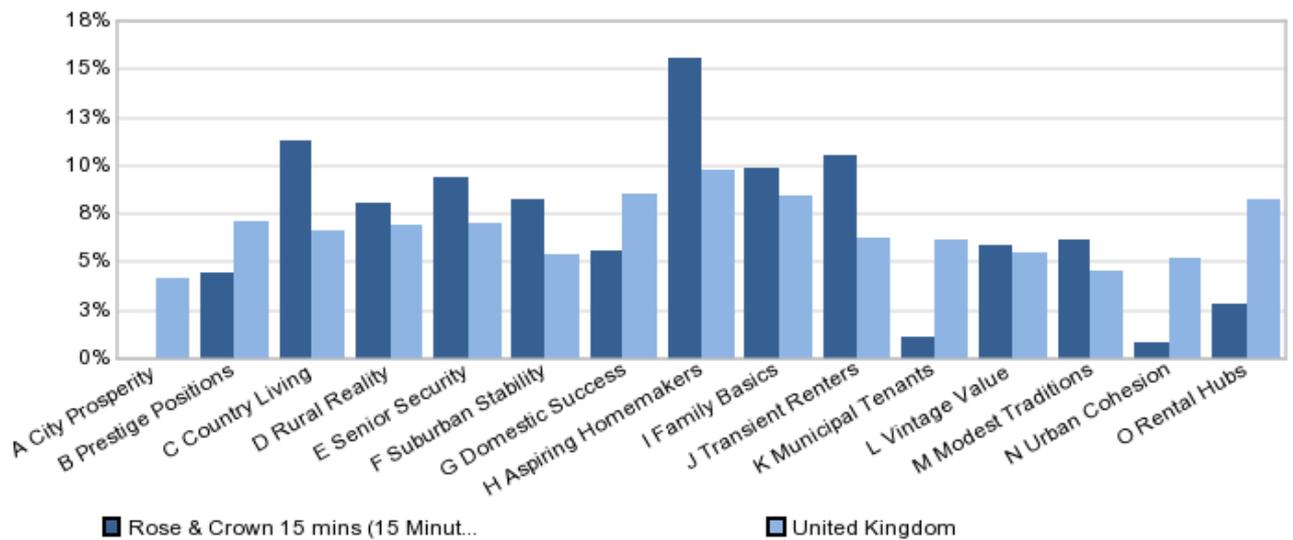
Understanding the residential profile by Mosaic UK 6

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 -s	100	179
A City Prosperity	0	2,860,431	0		
B Prestige Positions	3,391	4,835,468	63		
C Country Living	8,480	4,486,133	170		
D Rural Reality	6,086	4,693,052	117		
E Senior Security	7,115	4,780,208	134		
F Suburban Stability	6,240	3,639,000	154		
G Domestic Success	4,242	5,793,593	66		
H Aspiring Homemakers	11,751	6,609,228	160		
I Family Basics	7,453	5,700,365	117		
J Transient Renters	7,956	4,190,682	171		
K Municipal Tenants	833	4,155,278	18		
L Vintage Value	4,388	3,692,413	107		
M Modest Traditions	4,661	3,124,772	134		
N Urban Cohesion	616	3,549,734	16		
O Rental Hubs	2,152	5,595,057	35		
Totals	75,364	67,706,302			

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 H Aspiring Homemakers with a count of 11,751 representing 15.59 % of the overall distribution, in comparison to the base where 9.76 % 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 J Transient Renters taking up 10.56 % 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 - 15.59 %



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

C Country Living - 11.25 %



Well-off owners in rural locations enjoying the benefits of country life.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

J Transient Renters - 10.56 %



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