

Location Analyst

UK



# Royal Oak CO7 6XA 15 mins Demog Report

## Understanding Demographics

12 October, 2020

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Describing Royal Oak Colchester 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	27,305	28,345,190
Total Population	63,582	67,229,855
Total Males	31,436	33,173,050
Total Females	32,146	34,056,805

The current year estimates show a total resident population of 63,582 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 27,305 in your area and 28,345,190 in your base selection. This was split by 50.56 % of the population being female and 49.44 % being male in the study area.

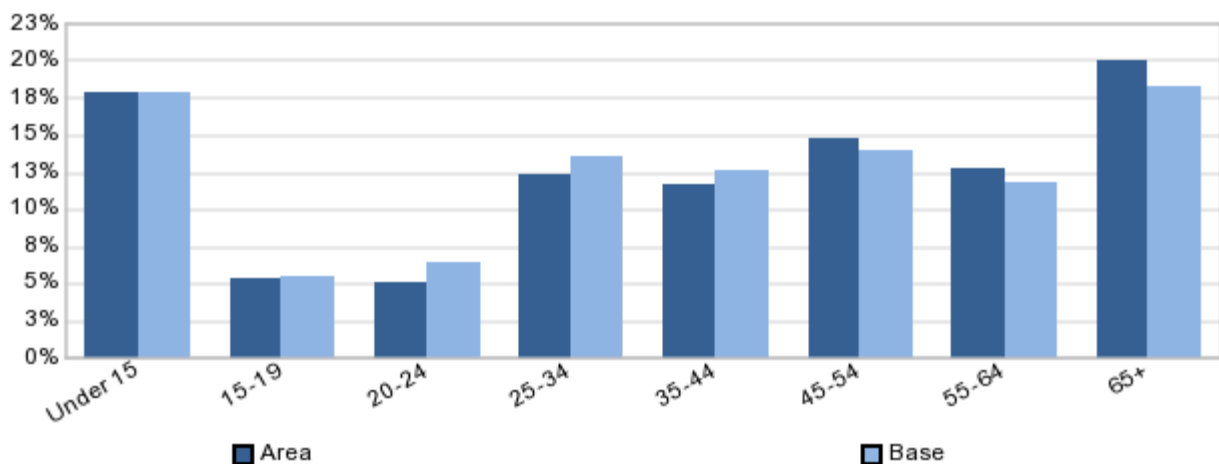
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	11,321	11,991,800	100
15-19	3,459	3,753,671	97
20-24	3,249	4,311,089	80
25-34	7,885	9,174,369	91
35-44	7,473	8,463,387	93
45-54	9,390	9,386,423	106
55-64	8,072	7,914,572	108
65+	12,732	12,234,544	110

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 12,732 representing 20.02 % of the study area. The smallest proportion is in age band 20-24 with a count of 3,249 which represents 5.11 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 110. The band that is most under represented is 20-24 with an index of 80, 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	59,521	58,246,060	108	
Gypsy / Traveller / Irish Traveller	75	68,310	116	
Mixed / Multiple Ethnic Groups	1,616	1,367,158	125	
Asian / Asian British: Indian	310	1,559,199	21	
Asian / Asian British: Pakistani	45	1,239,421	4	
Asian / Asian British: Bangladeshi	276	505,406	58	
Asian / Asian British: Chinese	176	497,465	37	
Asian / Asian British: Other Asian	351	969,724	38	
Black / African / Caribbean / Black British	866	2,122,714	43	
Other Ethnic Group	347	654,398	56	

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:

93.61 % White	86.64 % White
0.12 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.54 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.49 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.07 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.43 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.28 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.55 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.36 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.55 % Other Ethnic Group	0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 93.61 % of the population with a count of 59,521. 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 45, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 68,310.

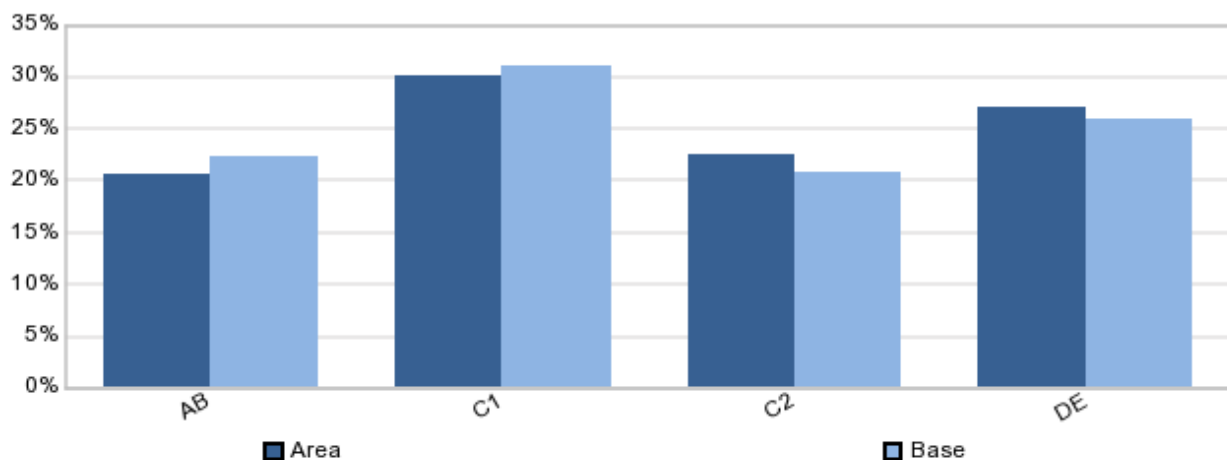
## Understanding the Social Grade

Social Grade	Area	Base	Index	
AB Higher & intermediate manage/admin/prof	4,112	4,696,968	92	
C1 Supervisory, cleric, junior manage/admin/prof	6,026	6,510,031	97	
C2 Skilled manual workers	4,503	4,376,339	108	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	5,395	5,456,469	104	

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 6,026 people falling into this group, which is 30.08 % of the overall distribution. The smallest proportion falls into grade AB with a count of 4,112 taking up 20.52 %. When comparing this to the selected base the most over represented grade is C2 with an index\* count of 108, whereas the most under represented group is AB with an index count of 92.

## Understanding the Economic Activity

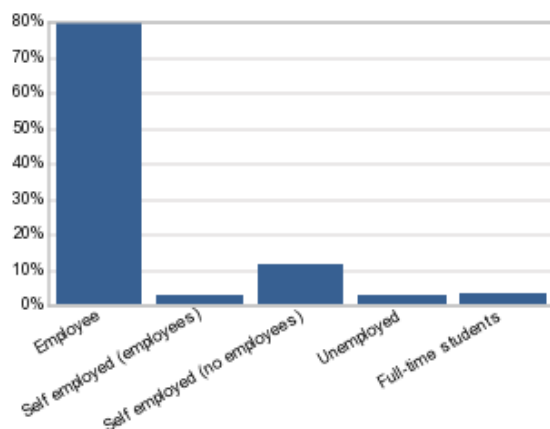
Economically Active	Area	Base	Index <sup>68</sup>	104
Employee	25,872	26,483,068	102	
Self employed with employees	937	1,127,682	87	
Self employed without employees	3,621	3,705,246	103	
Unemployed	1,002	1,161,572	91	
Full-time students	1,139	1,695,620	70	
Economically Inactive			62	100 116
Retired	6,801	6,618,937	114	
Student	1,658	2,838,201	65	
Looking after home/ family	2,178	2,117,295	114	
Permanently sick/ disabled	1,812	2,168,755	93	
Other	882	1,076,085	91	

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

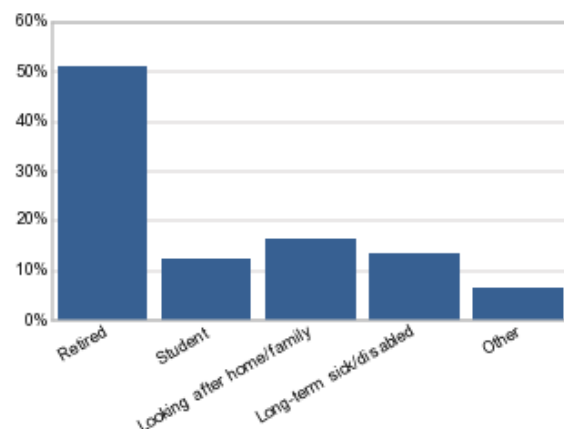
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 56.36 % of the population are employed, this is 25,872 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.04 %, compare this to the selected base where this group represents 2.30 %. When analysing index\* values the most over represented group is Self employed without employees with an index of 103, taking up 7.89 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 6,801 representing 14.82 %. The smallest inactive group is Other with 882 which is 1.92 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 114, representing 4.74 %.

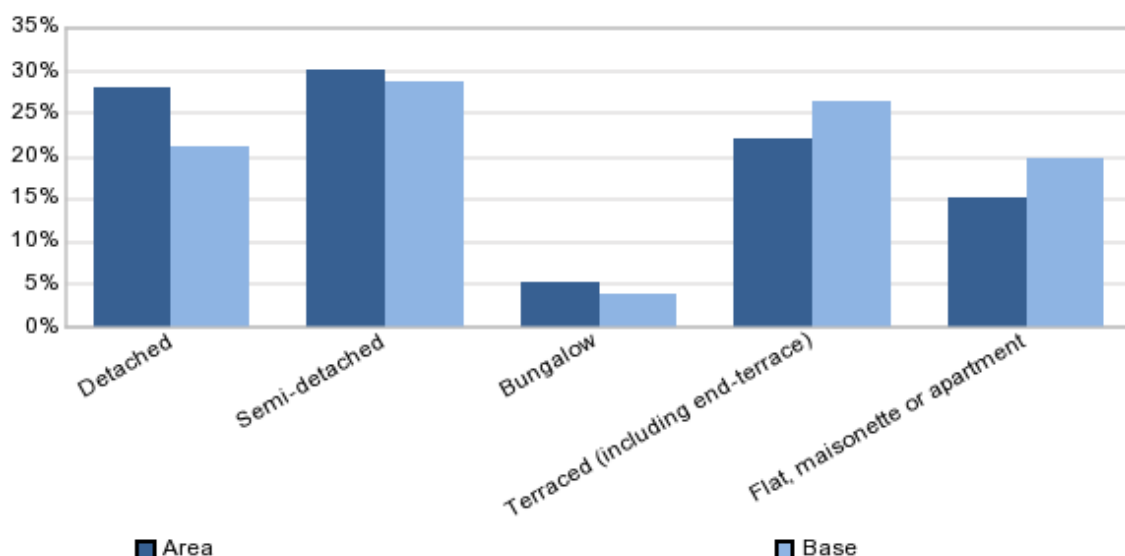
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	73	100	134
Detached	7,038	5,385,903	132		■	
Semi-detached	7,586	7,344,686	104		■	
Bungalow	1,332	1,039,099	129		■	
Terraced (including end-terrace)	5,512	6,699,890	83		■	
Flat, maisonette or apartment	3,777	5,007,460	76		■	

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.

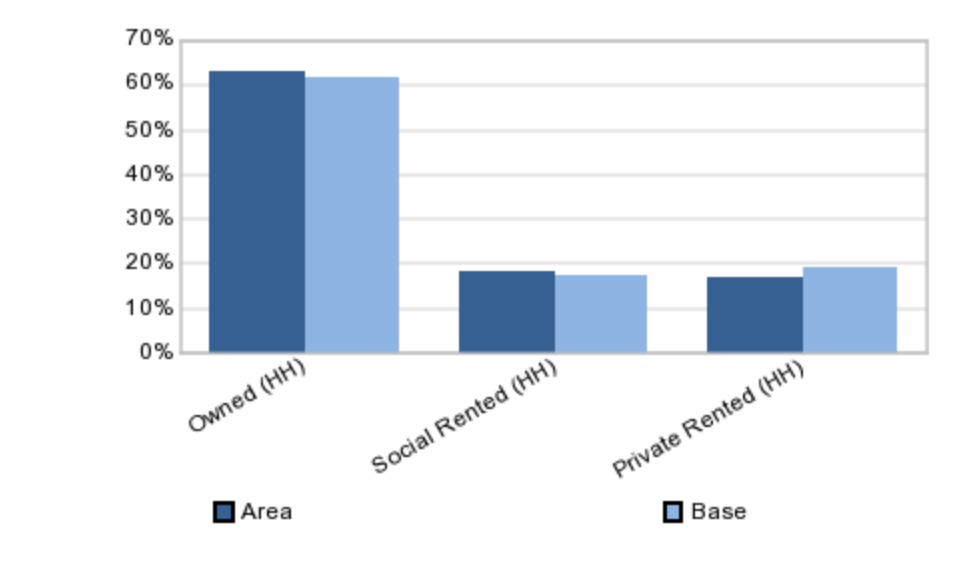




Tenure	Area	Base	Index	88	100	105
Owned (HH)	17,253	17,543,252	102		■	
Social Rented (HH)	5,028	4,965,267	105		■	
Private Rented (HH)	4,684	5,470,682	89		■	

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.



7,586 households within your area live in a Semi-detached dwelling, this is 30.05 %. 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 1,332 households and makes up 5.28 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 132, this makes up 27.88 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 17,253 making up 63.19 %. The smallest amount fall into the Private rented at 17.15 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 105, 18.41 % of households fall into this category in the study area.

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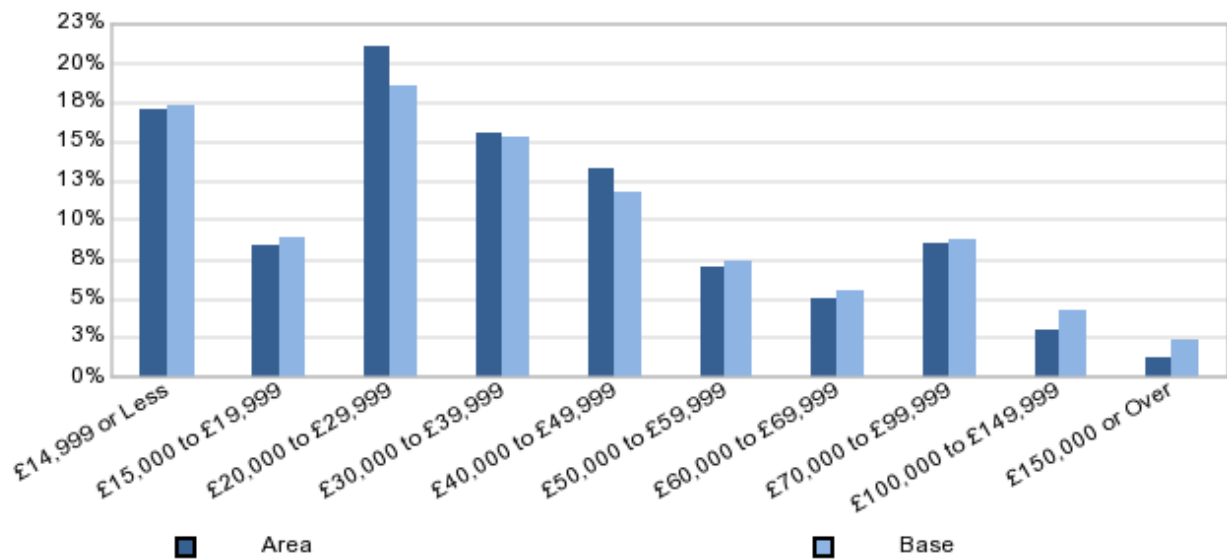
## Understanding the Household Income

Household Income	Area	Base	Index	50	100	116
£14,999 or Less	4,671	4,889,206	99		■	
£15,000 to £19,999	2,276	2,538,634	93		■	
£20,000 to £29,999	5,735	5,253,752	113		■	
£30,000 to £39,999	4,262	4,304,210	103		■	
£40,000 to £49,999	3,617	3,318,086	113		■	
£50,000 to £59,999	1,905	2,106,080	94		■	
£60,000 to £69,999	1,372	1,573,962	90		■	
£70,000 to £99,999	2,305	2,469,683	97		■	
£100,000 to £149,999	818	1,215,381	70		■	
£150,000 or Over	344	676,196	53		■	

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.





6,947 households within your area have an income of £19,999 or less, this forms 25.44 % of the overall distribution. The smallest count is 344 and these fall into household income band £150,000 or Over making up 1.26 %. 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 21.01 % with an index of 113, the most under represented banding is £150,000 or Over with a figure of 53 making up 1.26 % 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.



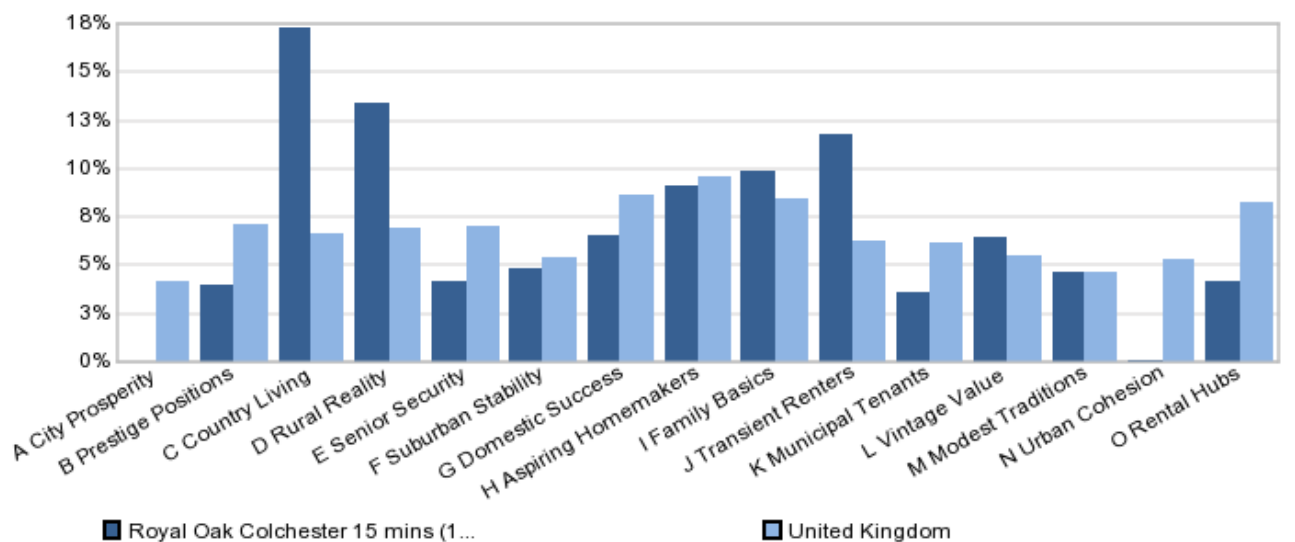
## Understanding the residential profile by Mosaic UK 6

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	-13	100	276
A City Prosperity	0	2,849,374	0			
B Prestige Positions	2,514	4,798,133	55			
C Country Living	11,021	4,432,229	263			
D Rural Reality	8,495	4,656,104	193			
E Senior Security	2,691	4,767,632	60			
F Suburban Stability	3,111	3,634,847	90			
G Domestic Success	4,156	5,770,639	76			
H Aspiring Homemakers	5,784	6,440,418	95			
I Family Basics	6,295	5,687,500	117			
J Transient Renters	7,498	4,160,345	191			
K Municipal Tenants	2,249	4,149,642	57			
L Vintage Value	4,074	3,692,978	117			
M Modest Traditions	2,995	3,121,382	101			
N Urban Cohesion	64	3,547,766	2			
O Rental Hubs	2,636	5,518,789	51			
Totals	63,582	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 C Country Living with a count of 11,021 representing 17.33 % of the overall distribution, in comparison to the base where 6.59 % 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 C Country Living taking up 17.33 % 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

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### C Country Living - 17.33 %



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

### D Rural Reality - 13.36 %



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

### J Transient Renters - 11.79 %



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