

Location Analyst

UK



## Royal Victoria, Prestatyn Demogs Report 0.5miles

### Understanding Demographics

12 October, 2020

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Describing Royal Victoria, Prestatyn Demogs Report 0.5miles (0.5 Miles) in relation to United Kingdom  
Creation Date: October 12, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	2,592	28,345,190
Total Population	6,077	67,229,855
Total Males	2,898	33,173,050
Total Females	3,179	34,056,805

The current year estimates show a total resident population of 6,077 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,592 in your area and 28,345,190 in your base selection. This was split by 52.31 % of the population being female and 47.69 % being male in the study area.

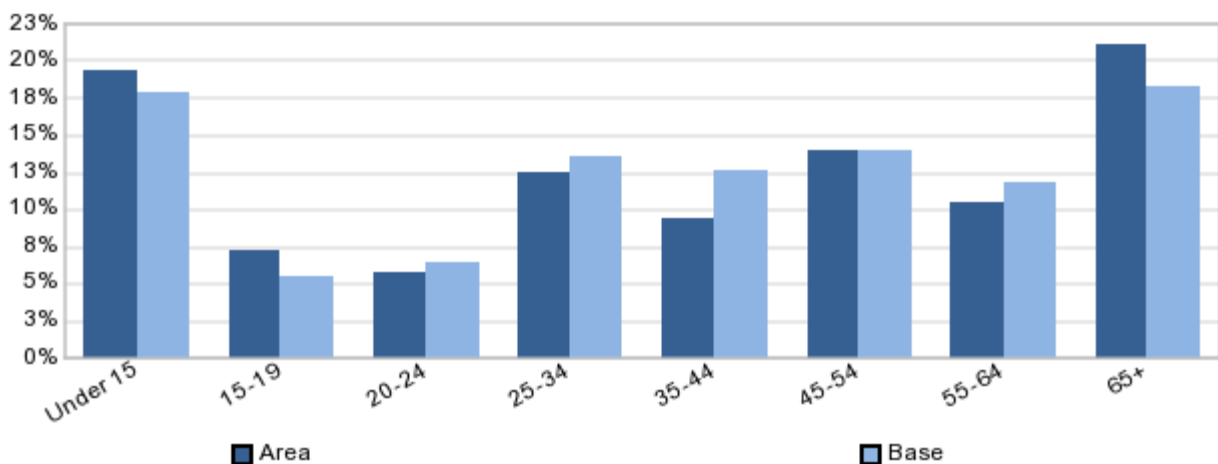
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index
			72 100 130
Under 15	1,182	11,991,800	109
15-19	436	3,753,671	128
20-24	351	4,311,089	90
25-34	759	9,174,369	91
35-44	572	8,463,387	75
45-54	855	9,386,423	101
55-64	643	7,914,572	90
65+	1,280	12,234,544	116

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 1,280 representing 21.06 % of the study area. The smallest proportion is in age band 20-24 with a count of 351 which represents 5.77 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 128. The band that is most under represented is 35-44 with an index of 75, 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	5,883	58,246,060	112	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	59	1,367,158	48	
Asian / Asian British: Indian	12	1,559,199	9	
Asian / Asian British: Pakistani	15	1,239,421	13	
Asian / Asian British: Bangladeshi	18	505,406	40	
Asian / Asian British: Chinese	34	497,465	76	
Asian / Asian British: Other Asian	25	969,724	29	
Black / African / Caribbean / Black British	17	2,122,714	9	
Other Ethnic Group	13	654,398	23	

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:

96.80 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.98 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.20 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.25 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.30 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.56 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.41 % 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
0.22 % Other Ethnic Group	0.97 % Other Ethnic Group

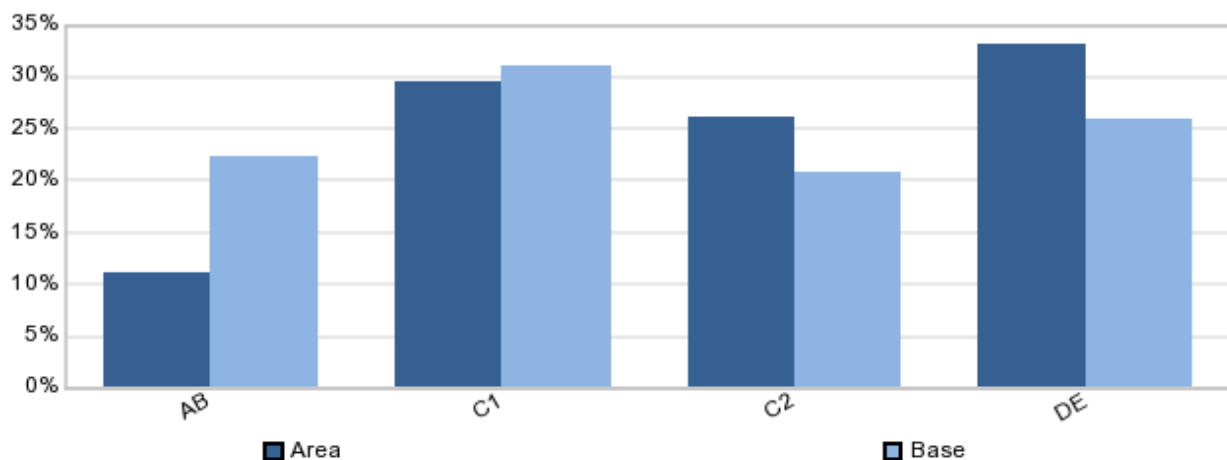
In the study area the largest ethnic group is White taking up 96.80 % of the population with a count of 5,883. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	201	4,696,968	50	
C1 Supervisory, cleric, junior manage/admin/prof	533	6,510,031	96	
C2 Skilled manual workers	469	4,376,339	125	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	598	5,456,469	128	

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 598 people falling into this group, which is 33.21 % of the overall distribution. The smallest proportion falls into grade AB with a count of 201 taking up 11.17 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 128, whereas the most under represented group is AB with an index count of 50.

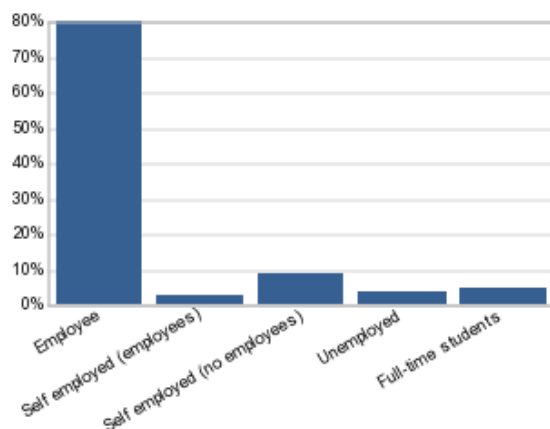
## Understanding the Economic Activity

Economically Active	Area	Base	Index	77	100	111
Employee	2,077	26,483,068	103			
Self employed with employees	71	1,127,682	82			
Self employed without employees	222	3,705,246	79			
Unemployed	97	1,161,572	110			
Full-time students	131	1,695,620	101			
Economically Inactive				72	100	156
Retired	718	6,618,937	101			
Student	239	2,838,201	79			
Looking after home/ family	186	2,117,295	82			
Permanently sick/ disabled	354	2,168,755	153			
Other	88	1,076,085	76			

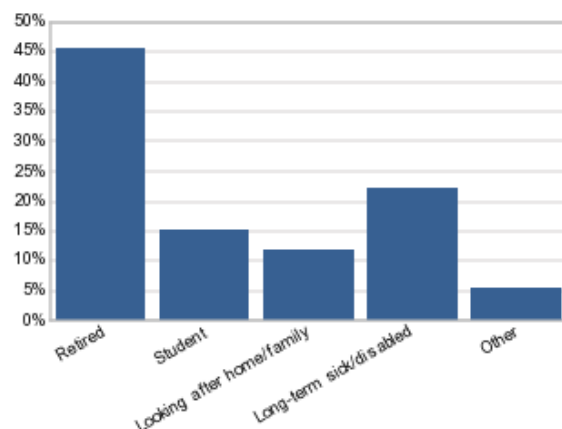
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 49.65 % of the population are employed, this is 2,077 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.69 %, 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 110, taking up 2.32 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 718 representing 17.17 %. The smallest inactive group is Other with 88 which is 2.10 %. When looking at the index values the group that is most over represented is Retired with an index of 101, representing 17.17 %.

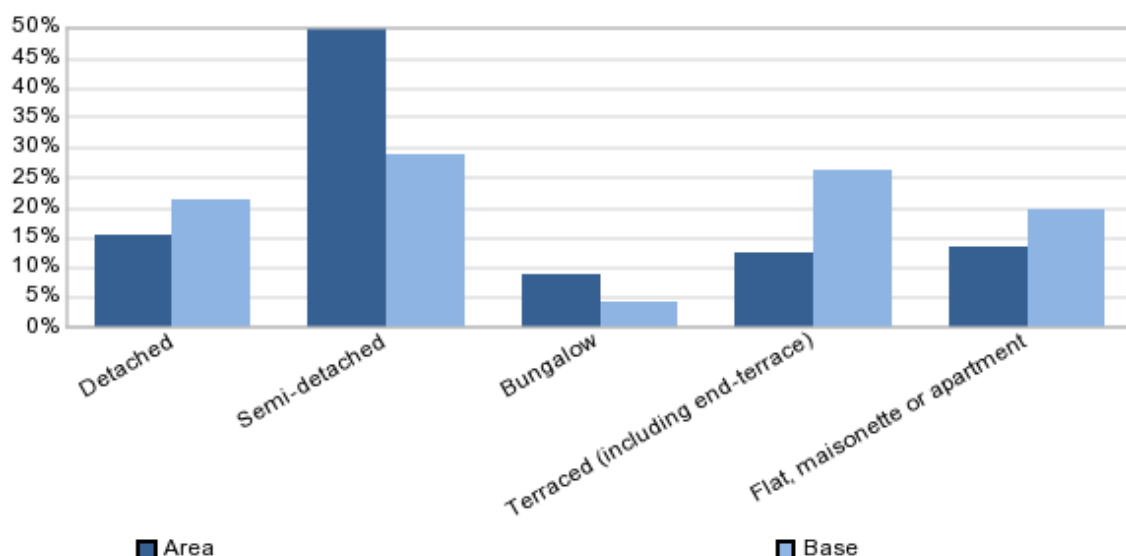
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	38	100	228
Detached	375	5,385,903	73			
Semi-detached	1,207	7,344,686	173			
Bungalow	217	1,039,099	220			
Terraced (including end-terrace)	297	6,699,890	47			
Flat, maisonette or apartment	321	5,007,460	68			

Source: Experian ConsumerView Household Directory 2019 .

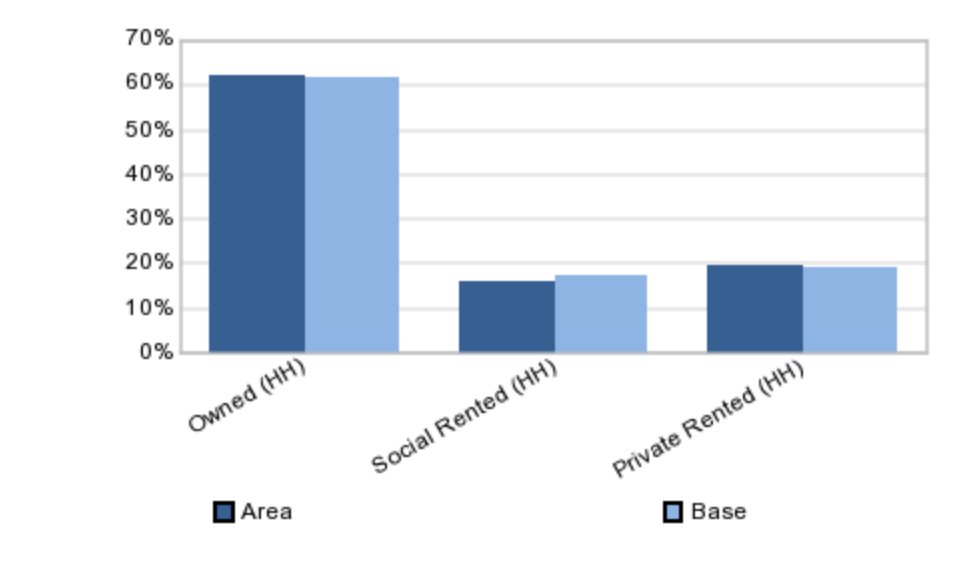
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	90	100	103
Owned (HH)	1,616	17,543,252	101			
Social Rented (HH)	412	4,965,267	91			
Private Rented (HH)	513	5,470,682	102			

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.



1,207 households within your area live in a Semi-detached dwelling, this is 49.95 %. 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 217 households and makes up 8.96 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 220, this makes up 8.96 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,616 making up 62.35 %. The smallest amount fall into the Social rented at 15.90 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 102, 19.78 % of households fall into this category in the study area.

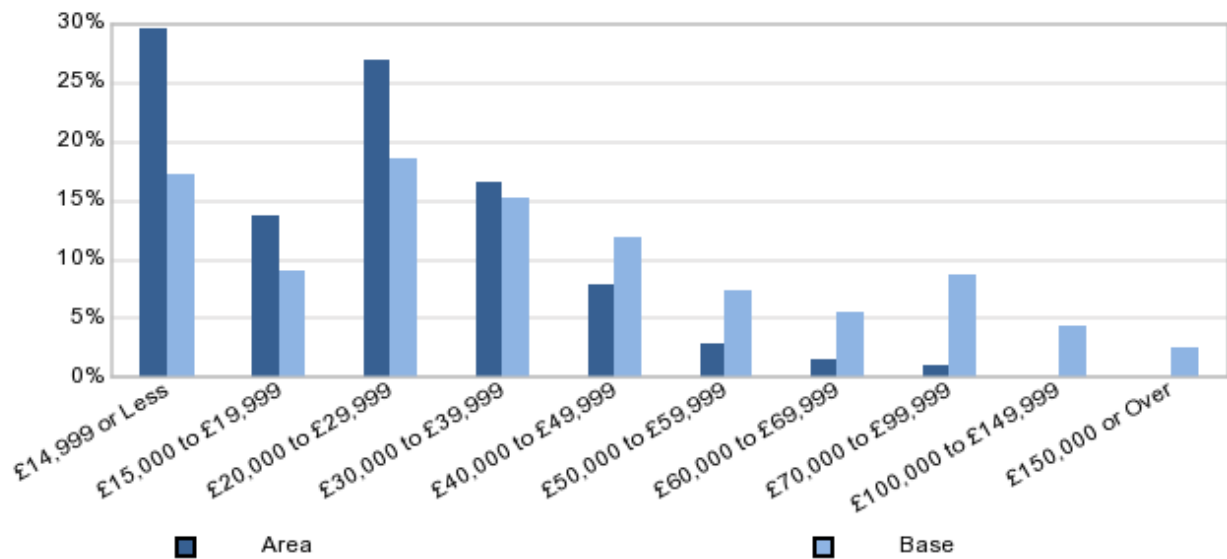
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## Understanding the Household Income

Household Income	Area	Base	Index	-8	100	180
£14,999 or Less	770	4,889,206	172			
£15,000 to £19,999	355	2,538,634	153			
£20,000 to £29,999	697	5,253,752	145			
£30,000 to £39,999	430	4,304,210	109			
£40,000 to £49,999	204	3,318,086	67			
£50,000 to £59,999	72	2,106,080	38			
£60,000 to £69,999	39	1,573,962	27			
£70,000 to £99,999	24	2,469,683	11			
£100,000 to £149,999	1	1,215,381	1			
£150,000 or Over	0	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.



1,124 households within your area have an income of £19,999 or less, this forms 43.38 % of the overall distribution. The smallest count is 0 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 29.70 % with an index of 172, 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.

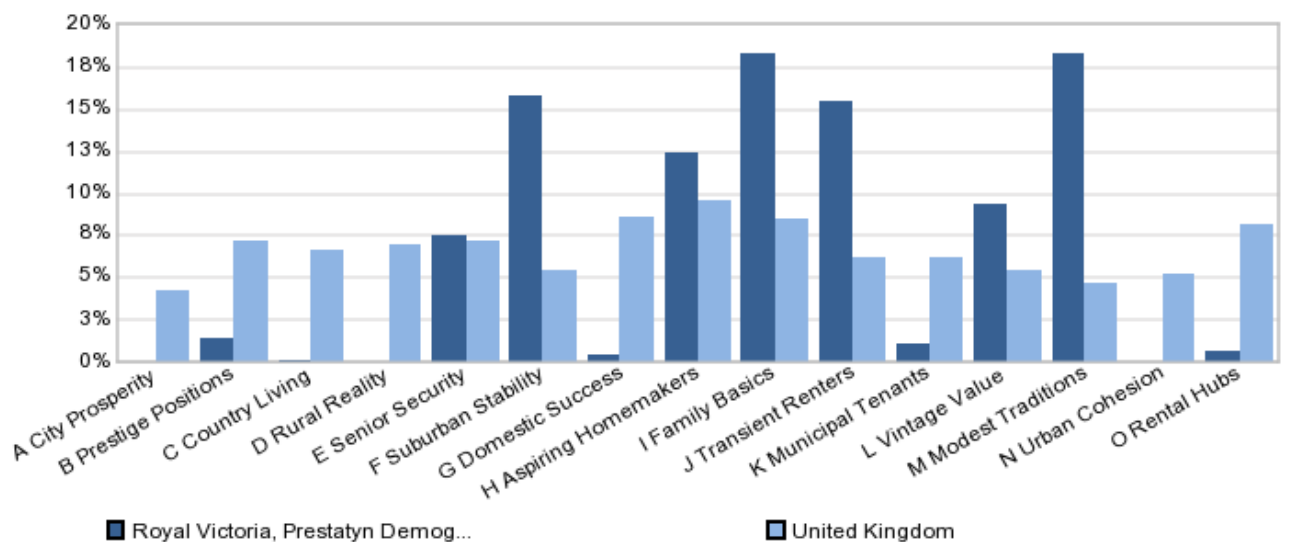
## Understanding the residential profile by Mosaic UK 6

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	-19	100	411
A City Prosperity	0	2,849,374	0			
B Prestige Positions	81	4,798,133	19			
C Country Living	4	4,432,229	1			
D Rural Reality	1	4,656,104	0			
E Senior Security	450	4,767,632	104			
F Suburban Stability	954	3,634,847	290			
G Domestic Success	23	5,770,639	4			
H Aspiring Homemakers	749	6,440,418	129			
I Family Basics	1,110	5,687,500	216			
J Transient Renters	937	4,160,345	249			
K Municipal Tenants	62	4,149,642	16			
L Vintage Value	564	3,692,978	169			
M Modest Traditions	1,106	3,121,382	392			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	35	5,518,789	7			
Totals	6,077	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 I Family Basics with a count of 1,110 representing 18.26 % of the overall distribution, in comparison to the base where 8.46 % 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 18.20 % 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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### I Family Basics - 18.26 %



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

### M Modest Traditions - 18.20 %



Mature homeowners of value homes enjoying stable lifestyles.

#### Key Features

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

### F Suburban Stability - 15.70 %



Mature suburban owners living settled lives in mid-range housing.

#### Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet