

Location Analyst

UK



Sir Audley Arms Demogs Report 0.5 miles

Understanding Demographics

13 October, 2020

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Describing Sir Audley Arms (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	3,859	28,345,190
Total Population	9,030	67,229,855
Total Males	4,527	33,173,050
Total Females	4,503	34,056,805

The current year estimates show a total resident population of 9,030 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,859 in your area and 28,345,190 in your base selection. This was split by 49.87 % of the population being female and 50.13 % being male in the study area.

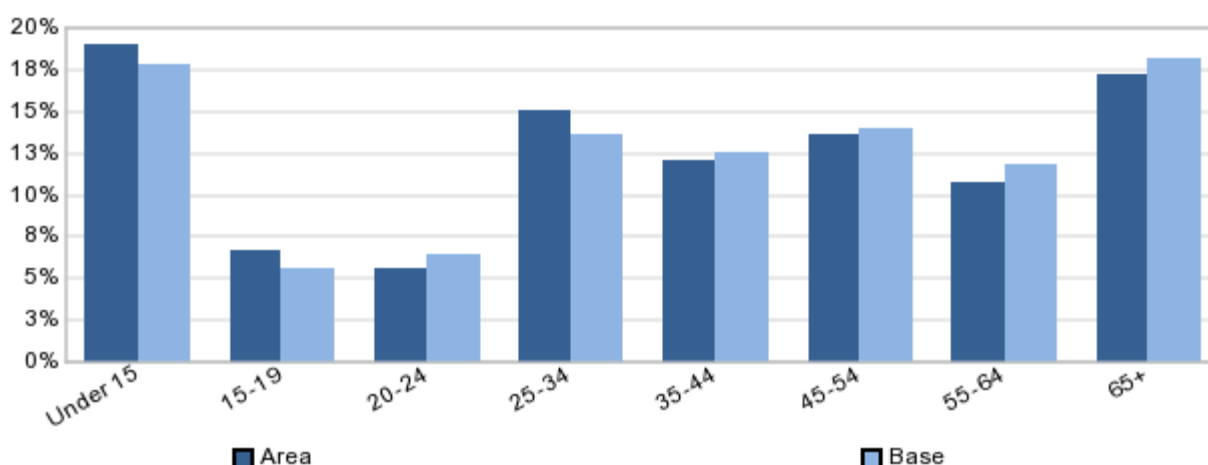
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,715	11,991,800	106
15-19	595	3,753,671	118
20-24	508	4,311,089	88
25-34	1,362	9,174,369	111
35-44	1,095	8,463,387	96
45-54	1,229	9,386,423	97
55-64	971	7,914,572	91
65+	1,554	12,234,544	95

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 Under 15 with a count of 1,715 representing 18.99 % of the study area. The smallest proportion is in age band 20-24 with a count of 508 which represents 5.62 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 118. The band that is most under represented is 20-24 with an index of 88, 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	8,555	58,246,060	109	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	156	1,367,158	85	
Asian / Asian British: Indian	94	1,559,199	45	
Asian / Asian British: Pakistani	2	1,239,421	1	
Asian / Asian British: Bangladeshi	24	505,406	35	
Asian / Asian British: Chinese	44	497,465	66	
Asian / Asian British: Other Asian	58	969,724	45	
Black / African / Caribbean / Black British	89	2,122,714	31	
Other Ethnic Group	7	654,398	9	

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:

94.74 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.72 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.04 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.03 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.27 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.49 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.64 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.98 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.08 % Other Ethnic Group	0.97 % Other Ethnic Group

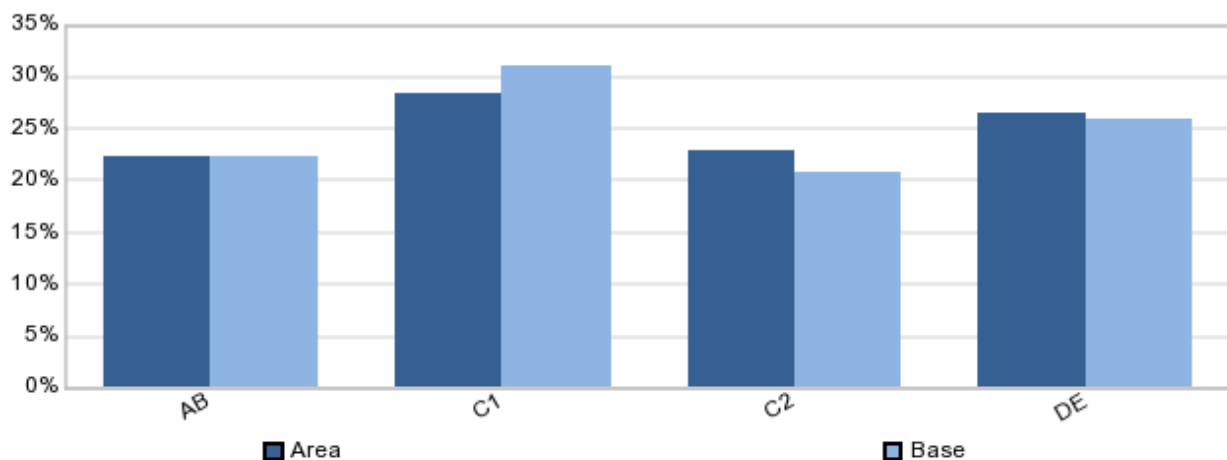
In the study area the largest ethnic group is White taking up 94.74 % of the population with a count of 8,555. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	653	4,696,968	100	
C1 Supervisory, cleric, junior manage/admin/prof	834	6,510,031	92	
C2 Skilled manual workers	669	4,376,339	110	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	775	5,456,469	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.



*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 834 people falling into this group, which is 28.46 % of the overall distribution. The smallest proportion falls into grade AB with a count of 653 taking up 22.28 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 110, whereas the most under represented group is C1 with an index count of 92.

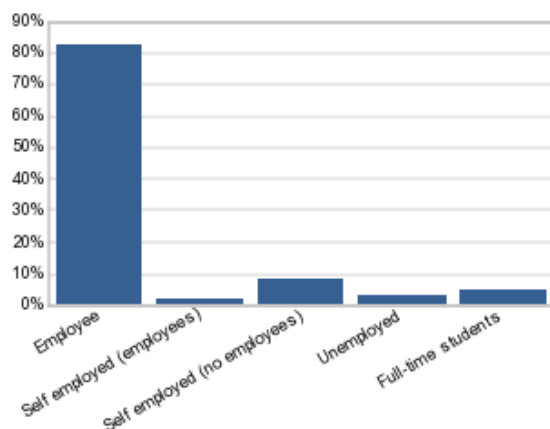
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁴⁶	100108
Employee	3,955	26,483,068	106	
Self employed with employees	79	1,127,682	50	
Self employed without employees	409	3,705,246	78	
Unemployed	147	1,161,572	90	
Full-time students	229	1,695,620	96	
Economically Inactive				
Retired	741	6,618,937	104	
Student	200	2,838,201	66	
Looking after home/ family	246	2,117,295	108	
Permanently sick/ disabled	302	2,168,755	130	
Other	99	1,076,085	86	

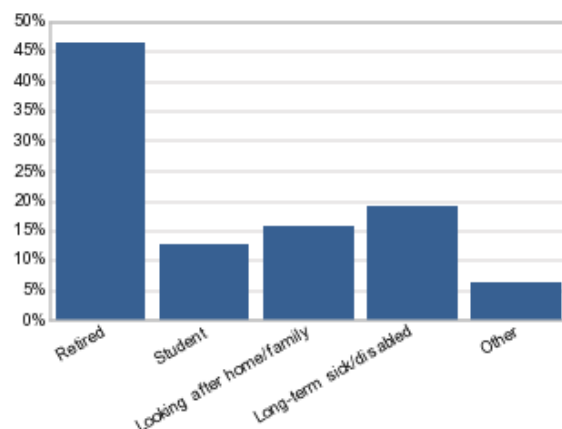
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 61.74 % of the population are employed, this is 3,955 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.24 %, 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 106, taking up 61.74 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 741 representing 11.56 %. The smallest inactive group is Other with 99 which is 1.55 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 108, representing 3.84 %.

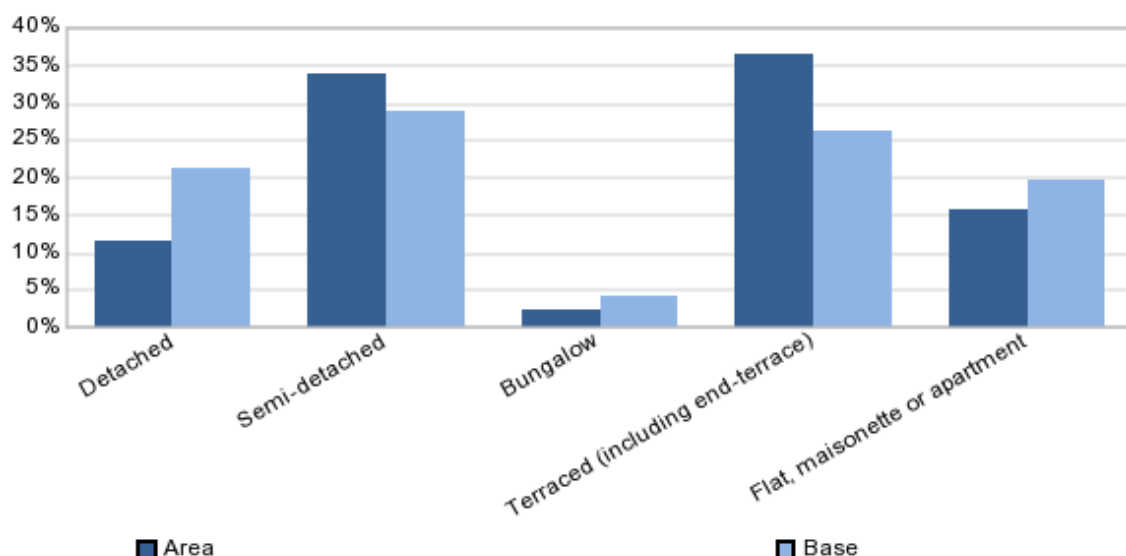
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	50	100	142
Detached	402	5,385,903	55			
Semi-detached	1,172	7,344,686	118			
Bungalow	82	1,039,099	58			
Terraced (including end-terrace)	1,260	6,699,890	139			
Flat, maisonette or apartment	542	5,007,460	80			

Source: Experian ConsumerView Household Directory 2019 .

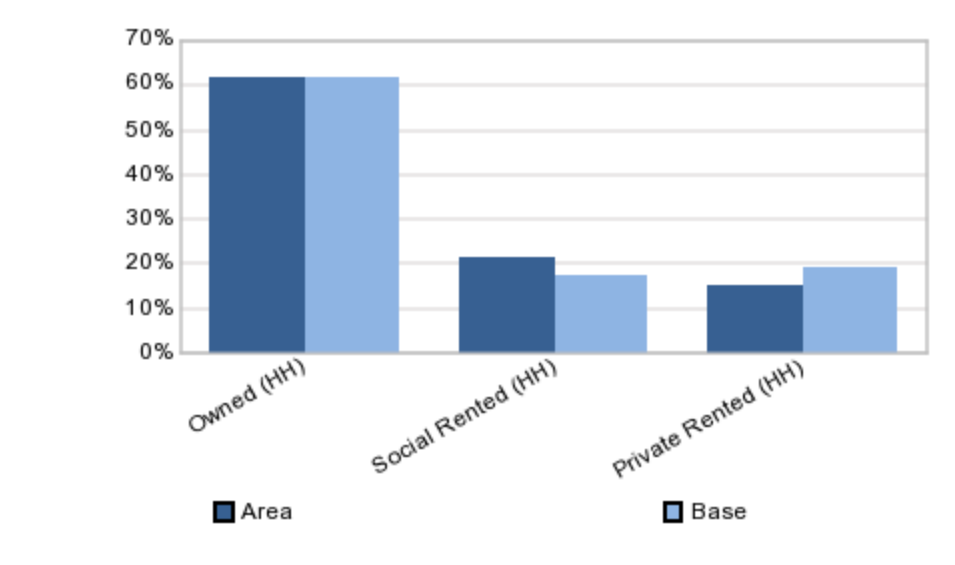
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	76	100	125
Owned (HH)	2,390	17,543,252	100			
Social Rented (HH)	833	4,965,267	123		■	
Private Rented (HH)	584	5,470,682	78	■		

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.



1,172 households within your area live in a Semi-detached dwelling, this is 33.91 %. 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 82 households and makes up 2.36 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 139, this makes up 36.44 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,390 making up 61.93 %. The smallest amount fall into the Private rented at 15.14 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 123, 21.59 % of households fall into this category in the study area.

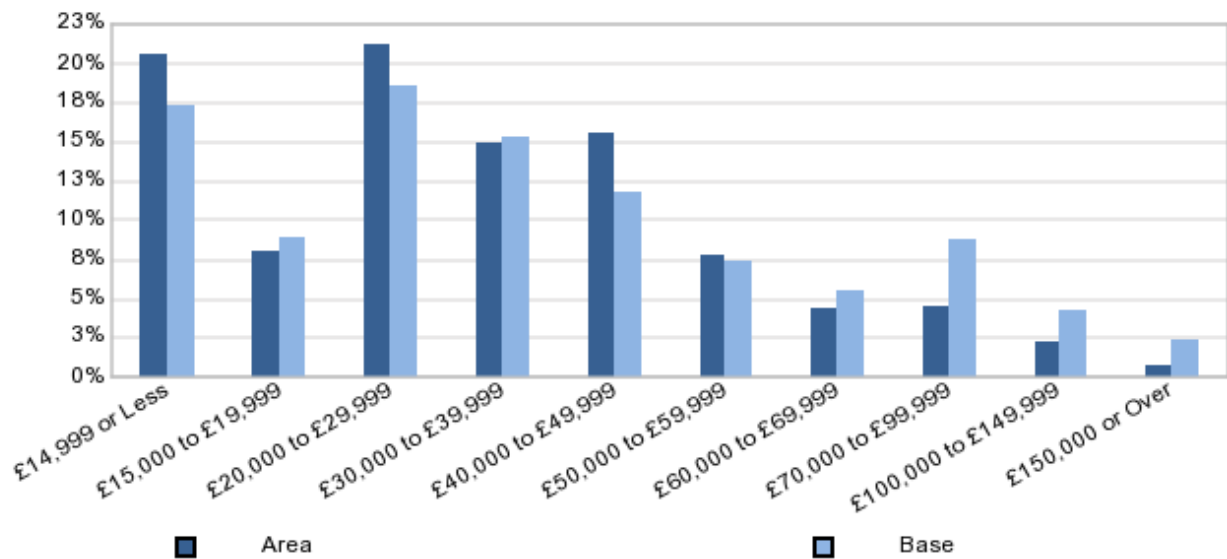
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Understanding the Household Income

Household Income	Area	Base	Index	22	100	138
£14,999 or Less	796	4,889,206	120		■	
£15,000 to £19,999	309	2,538,634	89		■	
£20,000 to £29,999	819	5,253,752	114		■	
£30,000 to £39,999	574	4,304,210	98		■	
£40,000 to £49,999	602	3,318,086	133		■	
£50,000 to £59,999	301	2,106,080	105		■	
£60,000 to £69,999	168	1,573,962	78		■	
£70,000 to £99,999	174	2,469,683	52		■	
£100,000 to £149,999	91	1,215,381	55		■	
£150,000 or Over	26	676,196	28		■	

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.



1,104 households within your area have an income of £19,999 or less, this forms 28.62 % of the overall distribution. The smallest count is 26 and these fall into household income band £150,000 or Over making up 0.67 %. 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 £40,000 to £49,999 is over represented making up 15.61 % with an index of 133, the most under represented banding is £150,000 or Over with a figure of 28 making up 0.67 % 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.

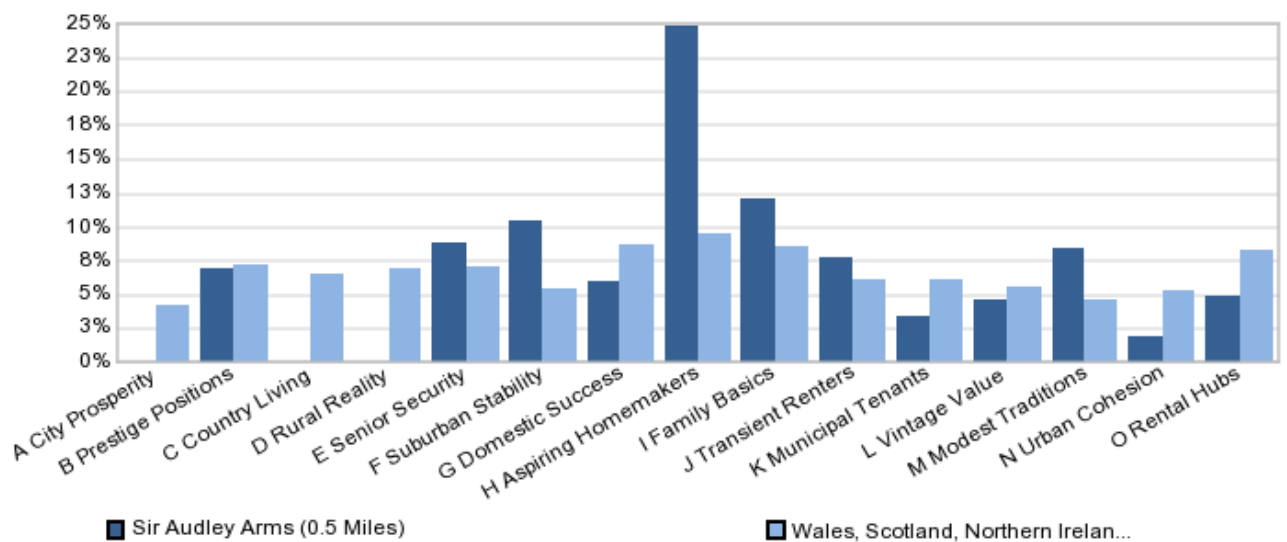
Understanding the residential profile by Mosaic UK 6

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	-12	100	272
A City Prosperity	4	2,849,374	1			
B Prestige Positions	627	4,798,133	97			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	791	4,767,632	123			
F Suburban Stability	941	3,634,847	193			
G Domestic Success	546	5,770,639	70			
H Aspiring Homemakers	2,244	6,440,418	259			
I Family Basics	1,084	5,687,500	142			
J Transient Renters	701	4,160,345	125			
K Municipal Tenants	309	4,149,642	55			
L Vintage Value	419	3,692,978	85			
M Modest Traditions	758	3,121,382	181			
N Urban Cohesion	166	3,547,766	35			
O Rental Hubs	439	5,518,789	59			
Totals	9,030	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 H Aspiring Homemakers with a count of 2,244 representing 24.85 % of the overall distribution, in comparison to the base where 9.58 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is H Aspiring Homemakers taking up 24.85 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

H Aspiring Homemakers - 24.85 %



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

I Family Basics - 12.01 %



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

F Suburban Stability - 10.42 %



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