Location Analyst | **UK**

St George, Tamworth - 0.5miles Demogs Report

Summary Demographics Mosaic 6

17 May, 2021

Contents
Summary Demographics
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Describing St George, Tamworth - 0.5miles Demogs Report (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
Creation Date: May 17, 2021

Summary of the Area

The following table details some key demographics for the selected area in relation to the base.

|	
Households within the area	3,344
Households within the base	28,535,151
Population within the area	8,592
Population within the base	67,706,302
Male Population within the area	4,179
Male Population within the base	33,445,167
Female Population within the area	4,413
Female Population within the base	34,261,135

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

Will the area grow or decline?

The current year estimates reveal a population in this study area of 8,592; it is estimated using projections that the population in this area will change -0.48 % over the next five years, -0.63 % over the next ten years, -0.88 % over the next fifteen years, and 0.24 % over the next twenty years. This compares with projected national changes of 1.85 % for five years time, 3.70 % for ten years time, 5.31 % for fifteen years time, and 6.82 % for twenty years time.
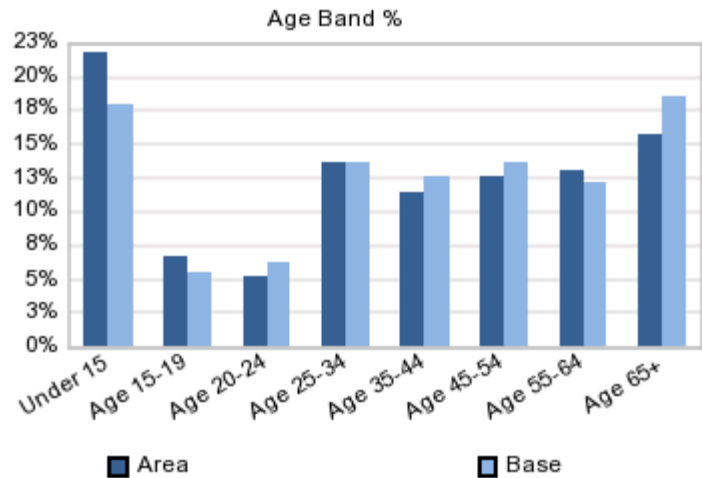
Population projections in Target Area

Year	Area	Area %
2019	8,592	0.00
2024	8,550	-0.48
2029	8,538	-0.63
2034	8,517	-0.88
2039	8,612	0.24
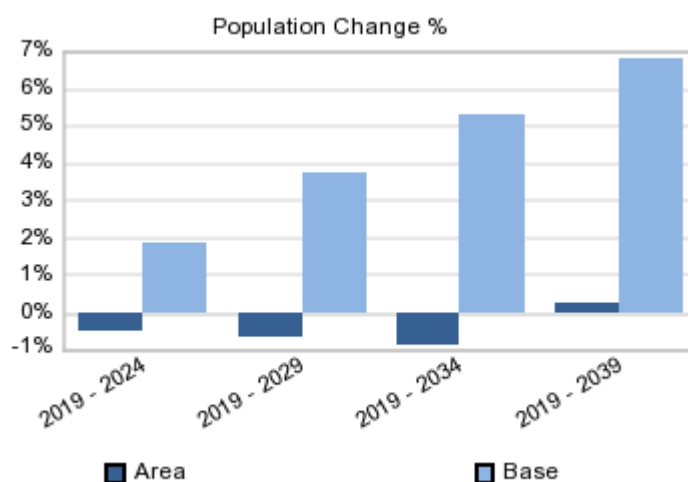
Source: Experian Population Projections (2019).

Who lives in the area?

| Age	Area
Under 15	1,878
Age 15-19	572
Age 20-24	445
Age 25-34	1,171
Age 35-44	980
Age 45-54	1,083
Age 55-64	1,112
Age 65+	1,351
Total	8,592

Source: Experian Age and Gender Estimates (2019).

The largest group within the target area is Under 15 with a count of 1,878 , while the smallest group is 20-24 with only 445 .

What is the marital status of the area?

| Marital Status	Area
Single	2,219
Married	3,060
In a civil partnership	5
Separated	198
Divorced	812
Widowed	359
Total	6,653
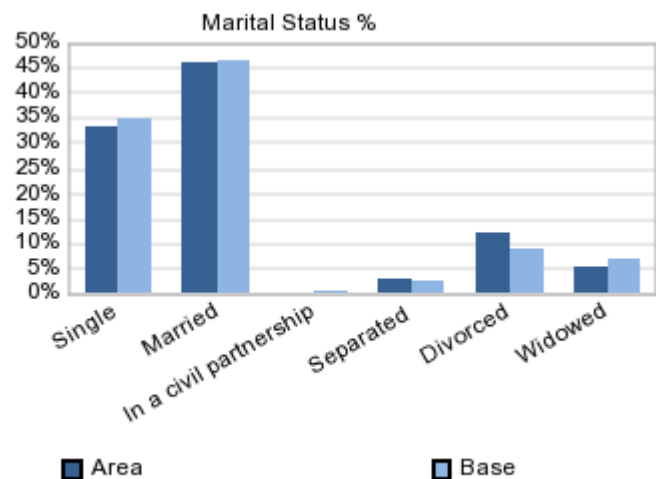
Source: ONS Census Data (2011).

The ONS data reveals that 33.35 % of the population are Single, and 46.00 % are Married. 0.07 % of the population are in a civil partnership, 2.97 % separated, 12.21 % divorced and 5.40 % are widowed.

What is the make-up of social grades in the area?

Social Grades	Area	Area %	Base %
AB	260	9.65	22.17
C1	662	24.57	30.84
C2	693	25.71	20.94
DE	1,080	40.07	26.05
Total	2,694	100.00	100.00
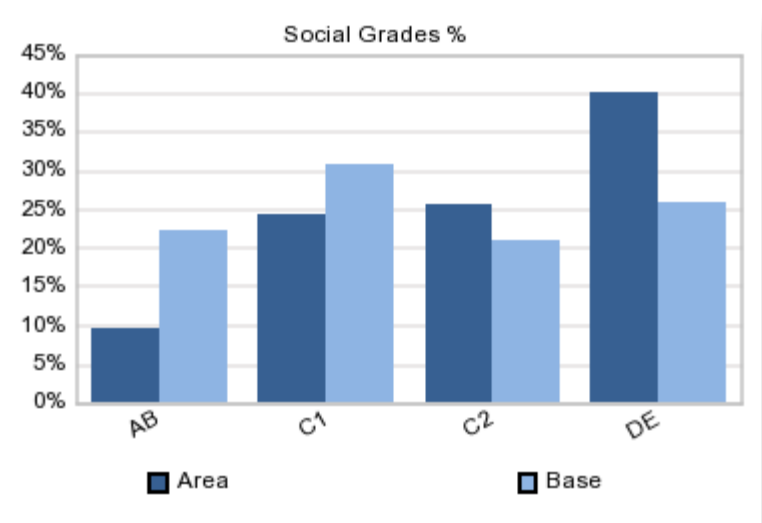
Source: ONS Census Data (2011).

The ONS Census data shows that D is the largest grade with 40.07 % of people in your target area. The second largest grade is C2 with 25.71 % , whilst the least represented grade is AB with 9.65 % .

Mosaic UK

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. By analysing your target locations using Mosaic, you can get a rich and detailed picture about the people that live in an area.

Available across the full range of channels, Mosaic allows you to communicate consistent messages across all channels to attract profitable new prospects, retain existing customers and engage consumers with the most relevant messages by the most appropriate channel.
Mosaic provides real-world insight representing real customers. It is accurate, customisable, actionable, rich and dynamic across all channels.
http://www.experian.co.uk/marketing-services/products/mosaic-uk.html

How can Mosaic help?
Mosaic gives you an in-depth understanding of customers that allows you to:
Segment your customers with one consistent classification system
Identify and attract profitable new customers
Retain and engage existing customers
Increase customer value and loyalty
Plan cross-channel marketing
Accurately communicate with consistent messages across all channels
Position sites or stores in the right place by understanding catchment profiles

The dominant Mosaic Group in your target area

The dominant Mosaic Group is I Family Basics with a count of 1,277, which is 38.20 % of your target area.

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

Ranked the 11th highest for income out of 15 groups
Ranked the 4th youngest out of 15 groups