

Location Analyst

UK



Swan Inn, Worcester, WR1 1JE, Demog Report, 0.5

Understanding Demographics Mosaic 6

05 January, 2021

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Describing Swan Inn, Worcester, WR1 1JE Demog Report 0.5miles (0.5 Miles) in relation to United Kingdom
Creation Date: January 5, 2021

Understanding the make-up of your area

	Area	Base
Total Households	4,444	28,535,151
Total Population	9,284	67,706,302
Total Males	4,503	33,445,167
Total Females	4,781	34,261,135

The current year estimates show a total resident population of 9,284 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 4,444 in your area and 28,535,151 in your base selection. This was split by 51.49 % of the population being female and 48.51 % being male in the study area.

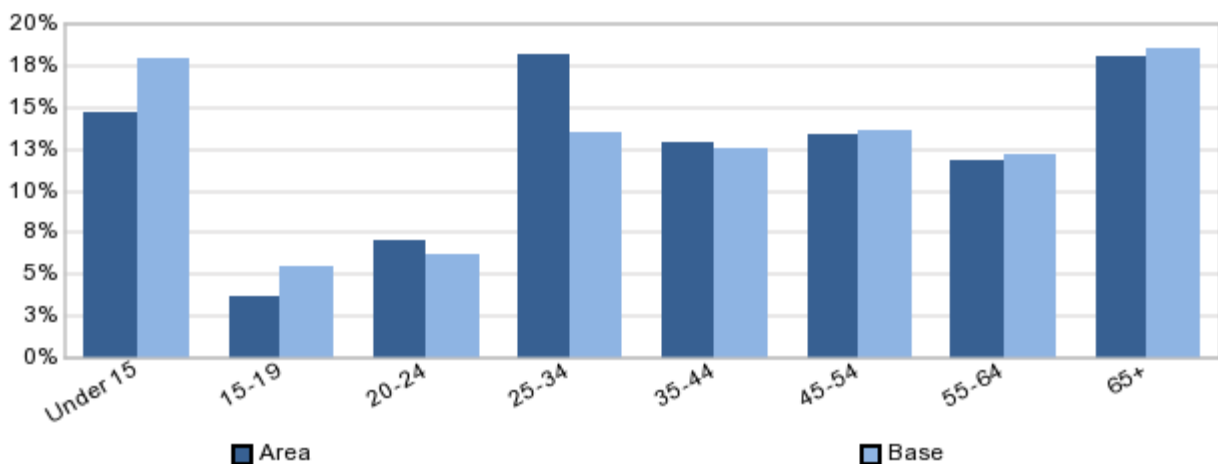
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,372	12,172,110	82
15-19	335	3,689,771	66
20-24	661	4,189,553	115
25-34	1,689	9,163,405	134
35-44	1,202	8,520,503	103
45-54	1,245	9,172,486	99
55-64	1,100	8,265,313	97
65+	1,679	12,533,161	98

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 25-34 with a count of 1,689 representing 18.20 % of the study area. The smallest proportion is in age band 15-19 with a count of 335 which represents 3.61 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 134. The band that is most under represented is 15-19 with an index* of 66, 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	8,792	58,661,197	109	
Gypsy / Traveller / Irish Traveller	1	69,114	10	
Mixed / Multiple Ethnic Groups	130	1,376,077	69	
Asian / Asian British: Indian	41	1,567,957	19	
Asian / Asian British: Pakistani	69	1,243,805	40	
Asian / Asian British: Bangladeshi	102	508,912	147	
Asian / Asian British: Chinese	35	503,868	51	
Asian / Asian British: Other Asian	34	976,737	25	
Black / African / Caribbean / Black British	53	2,139,293	18	
Other Ethnic Group	27	659,342	30	

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:

94.70 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.40 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.44 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.74 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
1.10 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.38 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.36 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.57 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.30 % Other Ethnic Group	0.97 % Other Ethnic Group

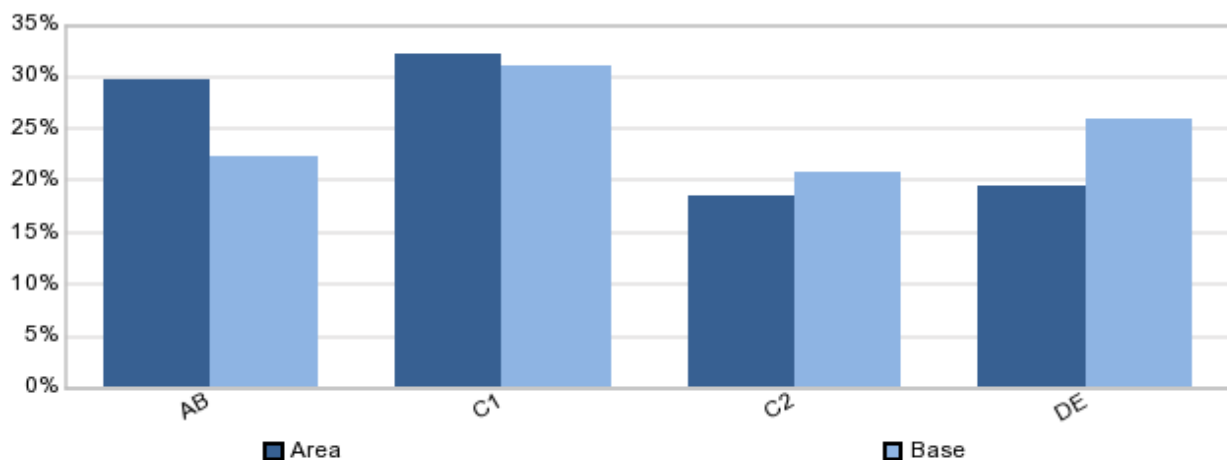
In the study area the largest ethnic group is White taking up 94.70 % of the population with a count of 8,792. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 1, 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	1,014	4,730,604	133	
C1 Supervisory, cleric, junior manage/admin/prof	1,095	6,557,343	104	
C2 Skilled manual workers	636	4,406,191	90	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	665	5,491,884	75	

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 1,095 people falling into this group, which is 32.10 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 636 taking up 18.66 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 133, whereas the most under represented group is DE with an index count of 75.

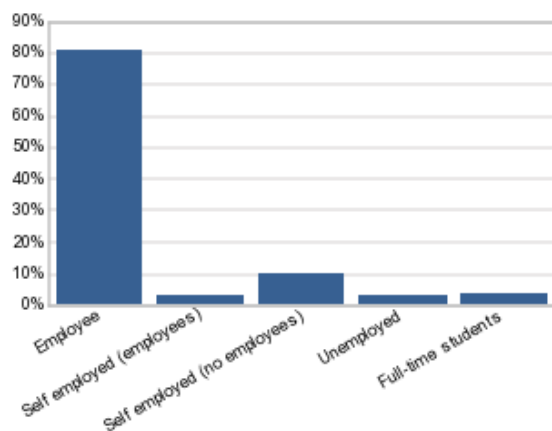
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁷⁷	100 104
Employee	4,426	26,793,336	103	
Self employed with employees	166	1,141,028	91	
Self employed without employees	549	3,747,589	92	
Unemployed	148	1,073,357	87	
Full-time students	212	1,694,030	78	
Economically Inactive			85	100 108
Retired	732	6,521,560	108	
Student	302	2,835,417	102	
Looking after home/ family	198	2,064,793	92	
Permanently sick/ disabled	191	2,110,084	87	
Other	99	1,048,579	90	

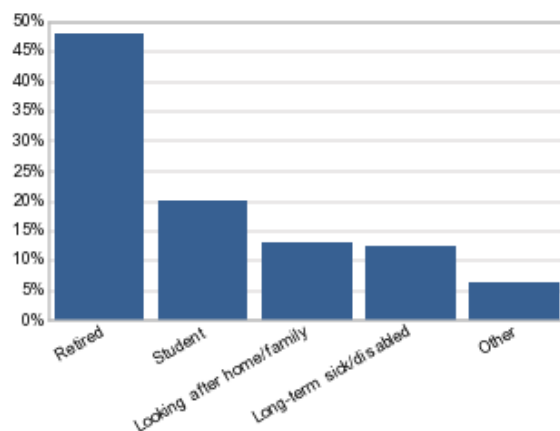
Source: Experian Current Year Estimates based on ONS Census Data (2019).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 63.02 % of the population are employed, this is 4,426 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Unemployed representing 2.11 %, 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 103, taking up 63.02 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 732 representing 10.42 %. The smallest inactive group is Other with 99 which is 1.41 %. When looking at the index values the group that is most over represented is Retired with an index of 108, representing 10.42 %.

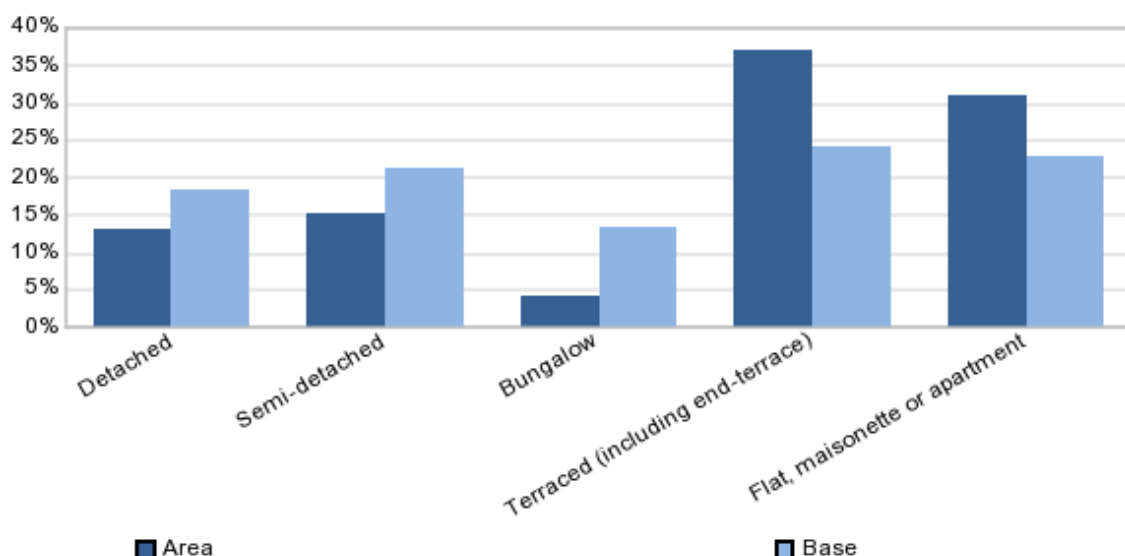
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	24	100	159
Detached	580	5,383,249	71			
Semi-detached	673	6,271,021	71			
Bungalow	182	3,951,416	30			
Terraced (including end-terrace)	1,634	7,075,152	153			
Flat, maisonette or apartment	1,365	6,685,551	135			

Source: Experian ConsumerView Household Directory 2020 .

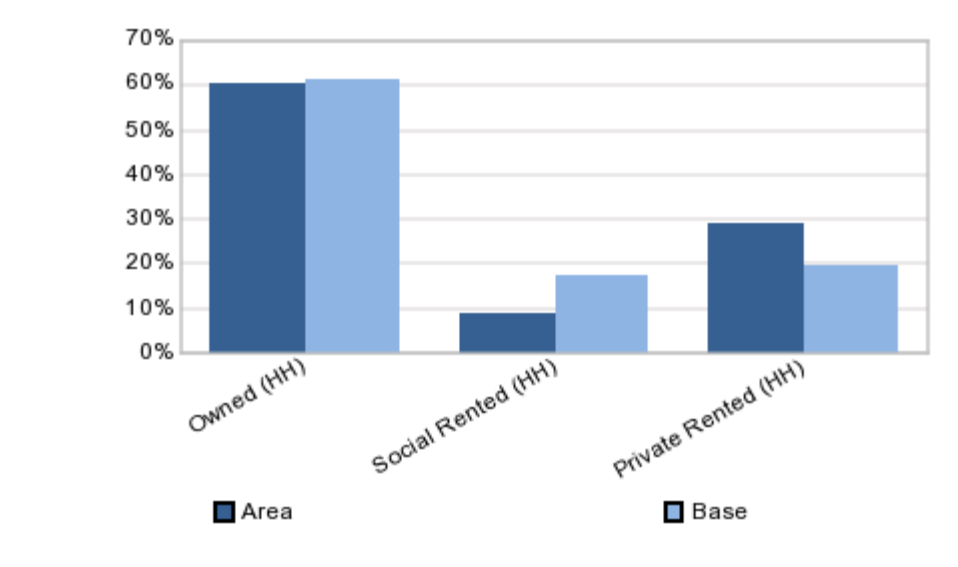
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	47	100	153
Owned (HH)	2,686	17,552,397	98			
Social Rented (HH)	407	4,963,660	53			
Private Rented (HH)	1,307	5,656,930	148			

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.



673 households within your area live in a Semi-detached dwelling, this is 15.19 %. Compare this to a figure of 6,271,021 in your base making up 21.35 %. The smallest number of households live in a Bungalow dwelling, this is 182 households and makes up 4.09 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 153, this makes up 36.85 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,686 making up 60.43 %. The smallest amount fall into the Social rented at 9.15 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 148, 29.41 % of households fall into this category in the study area.

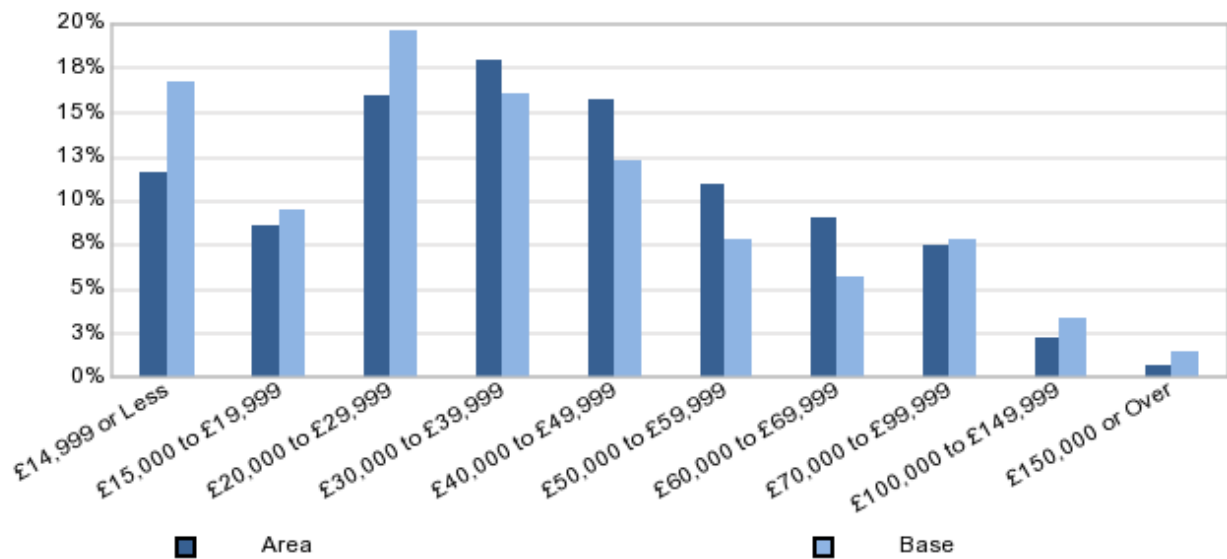
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Understanding the Household Income

Household Income	Area	Base	Index	38	100	164
£14,999 or Less	517	4,773,587	69			
£15,000 to £19,999	380	2,707,506	90			
£20,000 to £29,999	705	5,590,695	81			
£30,000 to £39,999	799	4,557,389	113			
£40,000 to £49,999	697	3,488,699	128			
£50,000 to £59,999	488	2,223,753	141			
£60,000 to £69,999	400	1,612,646	159			
£70,000 to £99,999	329	2,223,591	95			
£100,000 to £149,999	101	950,882	68			
£150,000 or Over	28	406,403	44			

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.



896 households within your area have an income of £19,999 or less, this forms 20.17 % of the overall distribution. The smallest count is 28 and these fall into household income band £150,000 or Over making up 0.62 %. 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 £60,000 to £69,999 is over represented making up 8.99 % with an index of 159, the most under represented banding is £150,000 or Over with a figure of 44 making up 0.62 % 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.

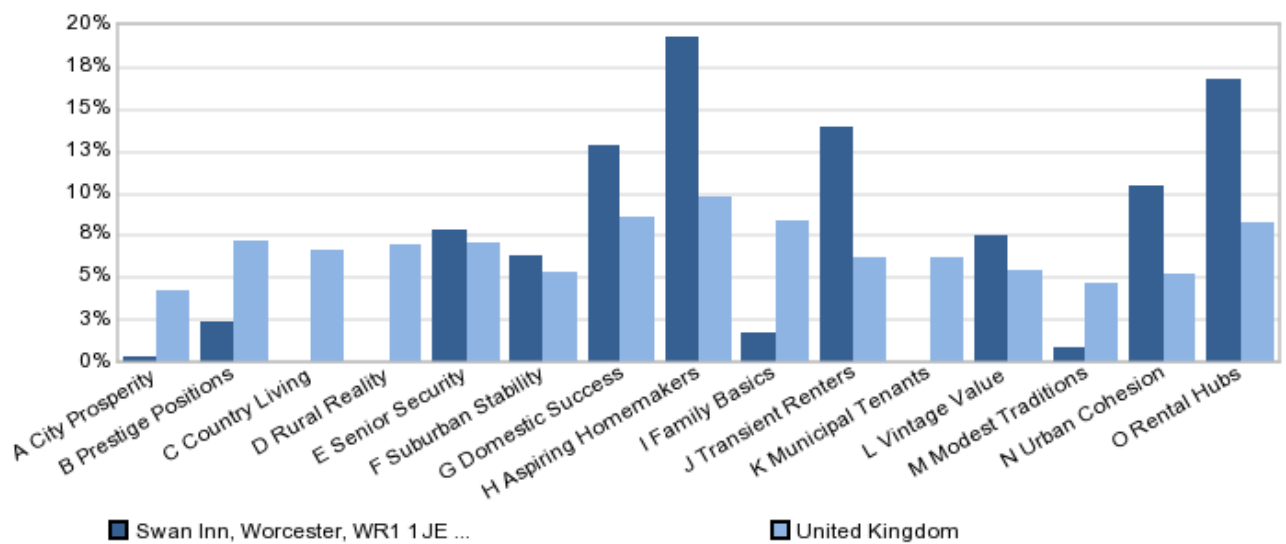
Understanding the residential profile by Mosaic UK 6

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	-11	100	236
A City Prosperity	27	2,860,431	7			
B Prestige Positions	228	4,835,468	34			
C Country Living	0	4,486,133	0			
D Rural Reality	0	4,693,052	0			
E Senior Security	732	4,780,208	112			
F Suburban Stability	587	3,639,000	118			
G Domestic Success	1,183	5,793,593	149			
H Aspiring Homemakers	1,791	6,609,228	198			
I Family Basics	154	5,700,365	20			
J Transient Renters	1,297	4,190,682	226			
K Municipal Tenants	0	4,155,278	0			
L Vintage Value	694	3,692,413	137			
M Modest Traditions	81	3,124,772	19			
N Urban Cohesion	958	3,549,734	197			
O Rental Hubs	1,553	5,595,057	202			
Totals	9,284	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 1,791 representing 19.29 % of the overall distribution, in comparison to the base where 9.76 % 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 J Transient Renters taking up 13.97 % 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 - 19.29 %



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

O Rental Hubs - 16.72 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

J Transient Renters - 13.97 %



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