Location Analyst | **UK**

Three Merry Lads, Demog report, 0.5 miles

Understanding Demographics

13 October, 2020

Contents

Describing Three Merry Lads (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	161	28,345,190
Total Population	347	67,229,855
Total Males	166	33,173,050
Total Females	181	34,056,805

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

The current year estimates show a total resident population of 347 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 161 in your area and 28,345,190 in your base selection. This was split by 52.04 % of the population being female and 47.96 % being male in the study area.

Understanding who lives in your area

Age Bands	Area	Base	Index	7	100	218
Under 15	35	11,991,800	56			
15-19	9	3,753,671	45			
20-24	7	4,311,089	33			
25-34	8	9,174,369	17			
35-44	38	8,463,387	87			
45-54	73	9,386,423	152			
55-64	45	7,914,572	109			
65+	132	12,234,544	209			

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.
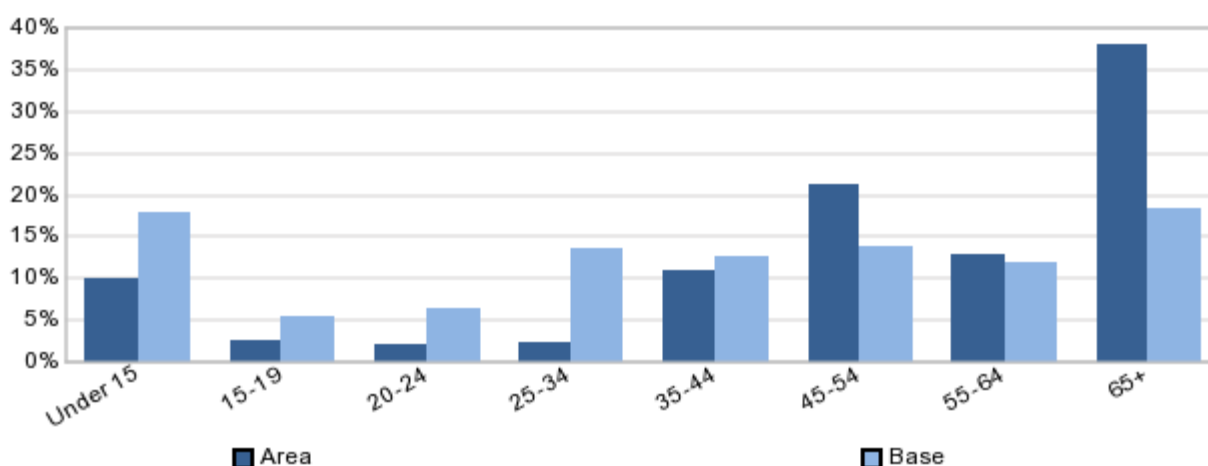
The highest proportion fall into age band 65+ with a count of 132 representing 37.99 % of the study area. The smallest proportion is in age band 20-24 with a count of 7 which represents 2.15 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 209. The band that is most under represented is 25-34 with an index of 17, 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	
				-5 100 120
White	346	58,246,060	115	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	1	1,367,158	8	
Asian / Asian British: Indian	0	1,559,199	5	
Asian / Asian British: Pakistani	0	1,239,421	0	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	0	497,465	0	
Asian / Asian British: Other Asian	0	969,724	0	
Black / African / Caribbean / Black British	0	2,122,714	4	
Other Ethnic Group	0	654,398	0	

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:

99.61 % White
0.00 % Gypsy / Traveller / Irish Traveller
0.17 % Mixed / Multiple Ethnic Groups
0.11 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.00 % Asian / Asian British: Chinese
0.00 % Asian / Asian British: Other Asian
0.11 % Black / African / Caribbean / Black British
0.00 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

86.64 % White
0.10 % Gypsy / Traveller / Irish Traveller
2.03 % Mixed / Multiple Ethnic Groups
2.32 % Asian / Asian British: Indian
1.84 % Asian / Asian British: Pakistani
0.75 % Asian / Asian British: Bangladeshi
0.74 % Asian / Asian British: Chinese
1.44 % Asian / Asian British: Other Asian
3.16 % Black / African / Caribbean / Black British
0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 99.61 % of the population with a count of 346. 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	
				48 100 180
AB Higher & intermediate manage/admin/prof	36	4,696,968	174	
C1 Supervisory, cleric, junior manage/admin/prof	22	6,510,031	78	
C2 Skilled manual workers	21	4,376,339	109	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	13	5,456,469	55	

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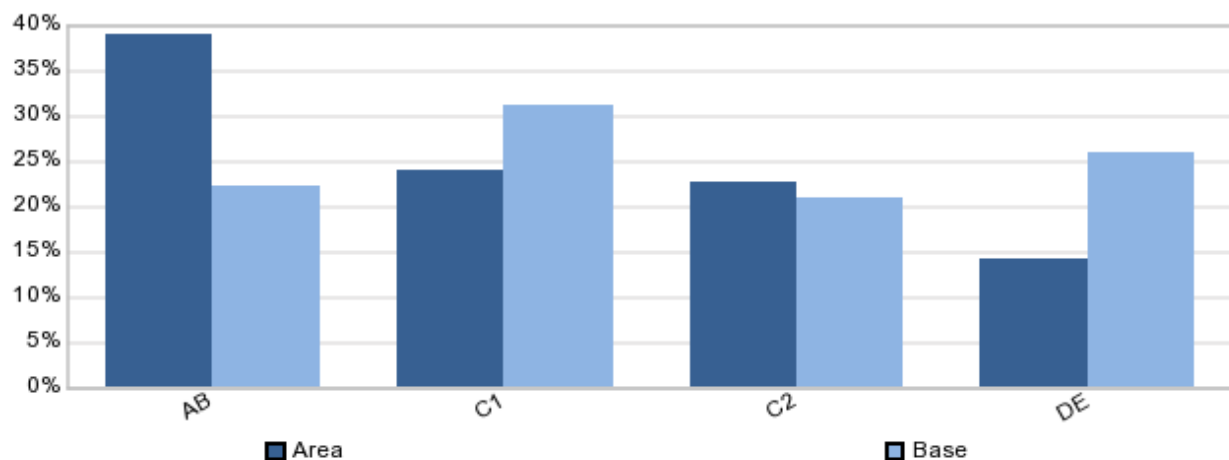
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade AB forms the largest proportion with 36 people falling into this group, which is 38.95 % of the overall distribution. The smallest proportion falls into grade DE with a count of 13 taking up 14.23 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 174, whereas the most under represented group is DE with an index count of 55.

Understanding the Economic Activity

Economically Active	Area	Base	Index 3	100	277
Employee	108	26,483,068	93		
Self employed with employees	13	1,127,682	265		
Self employed without employees	23	3,705,246	142		
Unemployed	4	1,161,572	80		
Full-time students	1	1,695,620	16		

| Economically Inactive				52	100	150
Retired	69	6,618,937	146			
Student	11	2,838,201	57			
Looking after home/ family	10	2,117,295	65			
Permanently sick/ disabled	10	2,168,755	66			
Other	5	1,076,085	66			

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
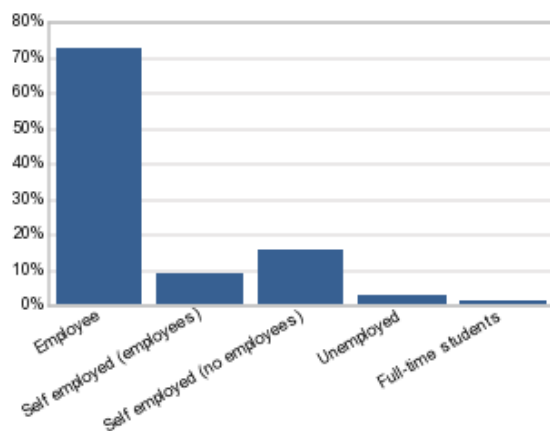
Economically Inactive - % by Category
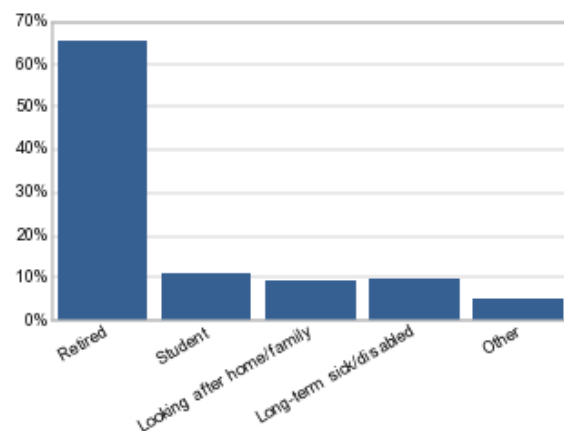
Economic activity within the study area shows that 42.40 % of the population are employed, this is 108 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 0.45 %, compare this to the selected base where this group represents 3.46 %. When analysing index* values the most over represented group is Employee with an index of 265, taking up 5.13 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 69 representing 27.07 %. The smallest inactive group is Other with 5 which is 1.97 %. When looking at the index values the group that is most over represented is Retired with an index of 146, representing 27.07 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	293
Detached	62	5,385,903	215			
Semi-detached	49	7,344,686	124			
Bungalow	15	1,039,099	280			
Terraced (including end-terrace)	9	6,699,890	26			
Flat, maisonette or apartment	1	5,007,460	2			

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.
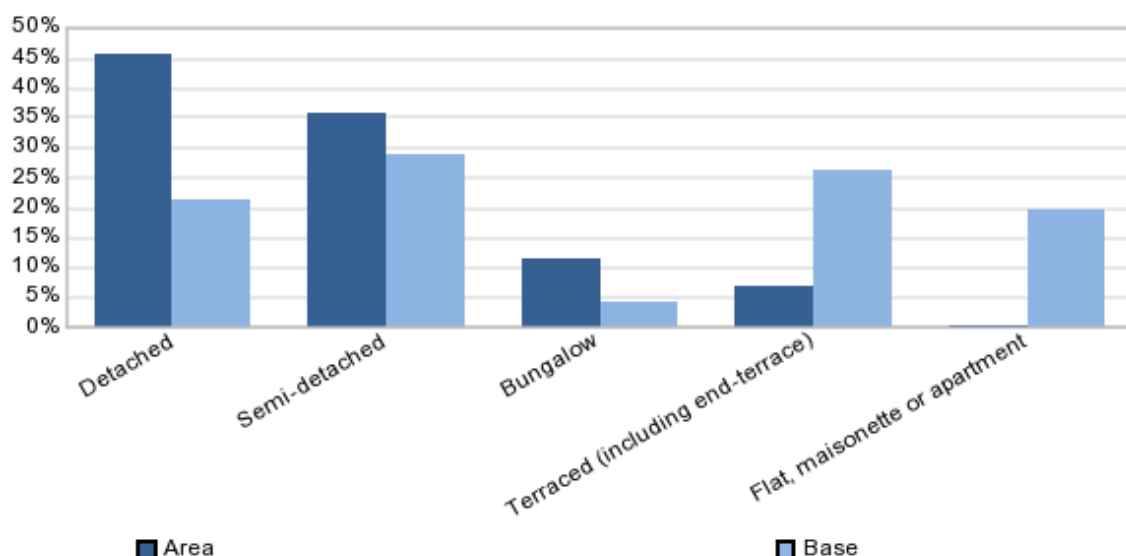
Tenure	Area	Base	Index 56		100	118
Owned (HH)	115	17,543,252	116			
Social Rented (HH)	24	4,965,267	85			
Private Rented (HH)	18	5,470,682	59			

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.
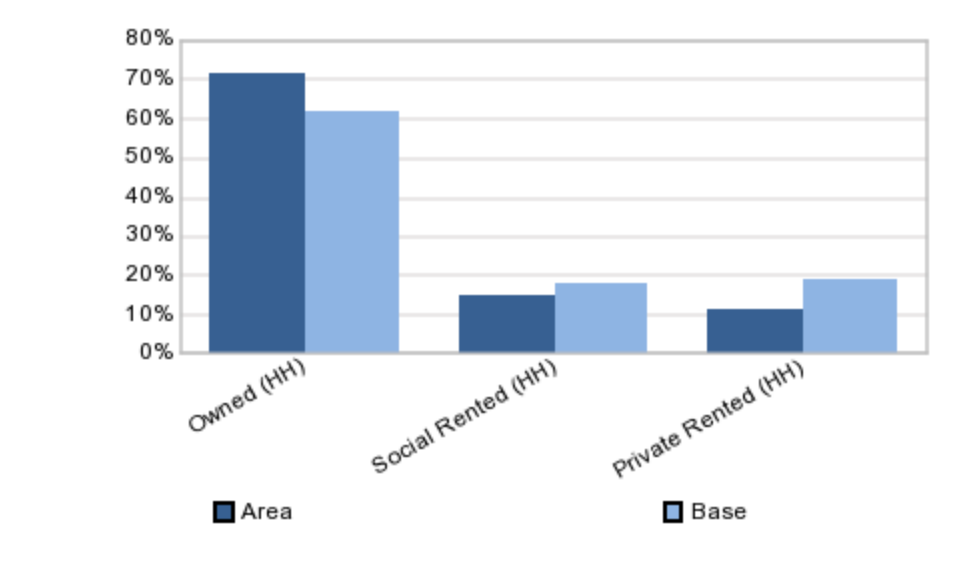
49 households within your area live in a Semi-detached dwelling, this is 35.85 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 1 households and makes up 0.41 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 280, this makes up 11.40 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 115 making up 71.70 %. The smallest amount fall into the Private rented at 11.38 %. When looking at the index figures the most over represented tenure type is Owned with an index of 116, 71.70 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index 42		100	172
£14,999 or Less	13	4,889,206	48			
£15,000 to £19,999	13	2,538,634	89			
£20,000 to £29,999	30	5,253,752	101			
£30,000 to £39,999	24	4,304,210	96			
£40,000 to £49,999	22	3,318,086	116			
£50,000 to £59,999	12	2,106,080	103			
£60,000 to £69,999	8	1,573,962	88			
£70,000 to £99,999	22	2,469,683	154			
£100,000 to £149,999	12	1,215,381	167			
£150,000 or Over	6	676,196	146			

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.
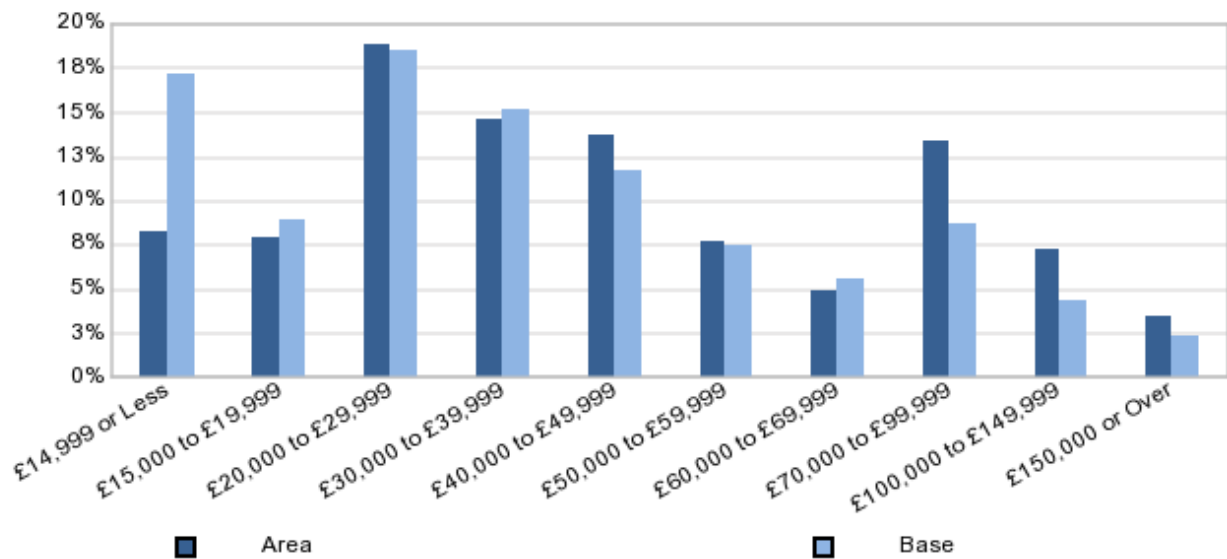
26 households within your area have an income of £19,999 or less, this forms 16.33 % of the overall distribution. The smallest count is 6 and these fall into household income band £150,000 or Over making up 3.49 %. When using your base as a comparison, most households fall into the income band £20,000 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 £100,000 to £149,999 is over represented making up 7.18 % with an index of 167, the most under represented banding is £14,999 or less with a figure of 48 making up 8.33 % 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	-32 100 681
A City Prosperity	0	2,849,374	0	
B Prestige Positions	61	4,798,133	248	
C Country Living	130	4,432,229	567	
D Rural Reality	156	4,656,104	649	
E Senior Security	0	4,767,632	0	
F Suburban Stability	0	3,634,847	0	
G Domestic Success	0	5,770,639	0	
H Aspiring Homemakers	0	6,440,418	0	
I Family Basics	0	5,687,500	0	
J Transient Renters	0	4,160,345	0	
K Municipal Tenants	0	4,149,642	0	
L Vintage Value	0	3,692,978	0	
M Modest Traditions	0	3,121,382	0	
N Urban Cohesion	0	3,547,766	0	
O Rental Hubs	0	5,518,789	0	
Totals	347	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.
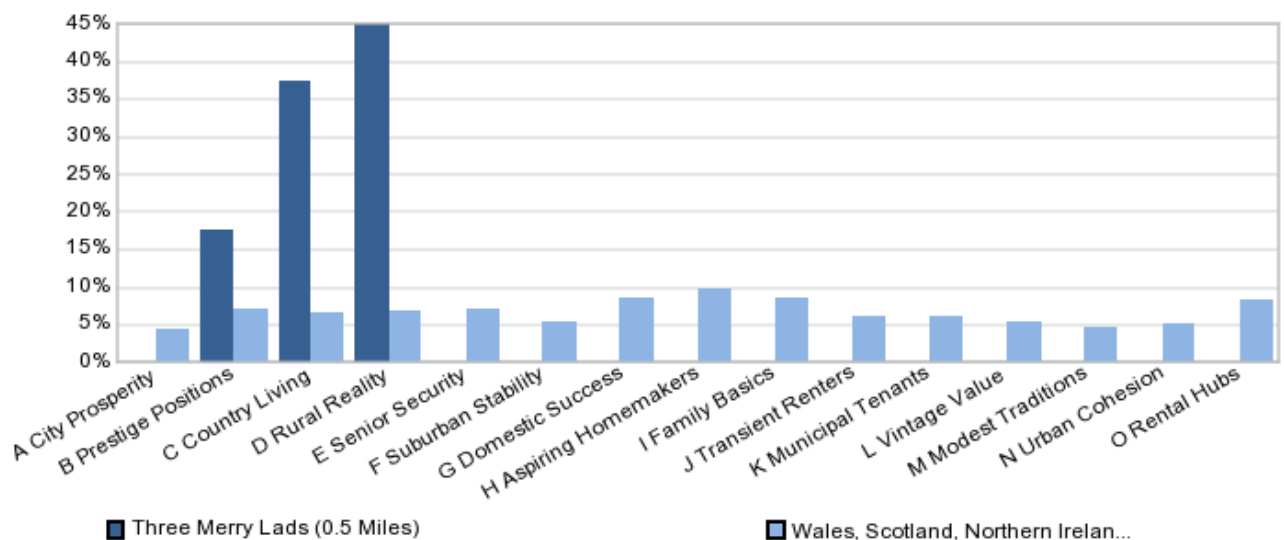
The largest group is D Rural Reality with a count of 156 representing 44.94 % of the overall distribution, in comparison to the base where 6.93 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is D Rural Reality taking up 44.94 % 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

D Rural Reality - 44.94 %

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

C Country Living - 37.38 %

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

B Prestige Positions - 17.68 %

Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking