Location Analyst · UK

Unicorn Pub Demographic Report 0.5

Understanding Demographics Mosaic 6

30 April, 2021

Contents

experian.

Describing Unicorn Sy11 2DJ demographic report (0.5 Miles) in relation to England
Creation Date: April 30, 2021

Understanding the make-up of your area

	Area	Base
Total Households	4,019	23,874,310
Total Population	8,986	56,958,861
Total Males	4,209	28,178,701
Total Females	4,777	28,780,160

The current year estimates show a total resident population of 8,986 in the study area, compared to 56,958,861 in the base selection. When looking at households there are 4,019 in your area and 23,874,310 in your base selection. This was split by 53.16 % of the population being female and 46.84 % 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	90 100 118
Under 15	1,515	10,352,283	93	
15-19	574	3,112,328	117	
20-24	543	3,508,645	98	
25-34	1,288	7,732,288	106	
35-44	1,126	7,229,563	99	
45-54	1,115	7,702,806	92	
55-64	1,000	6,857,361	92	
65+	1,825	10,463,587	111	

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.
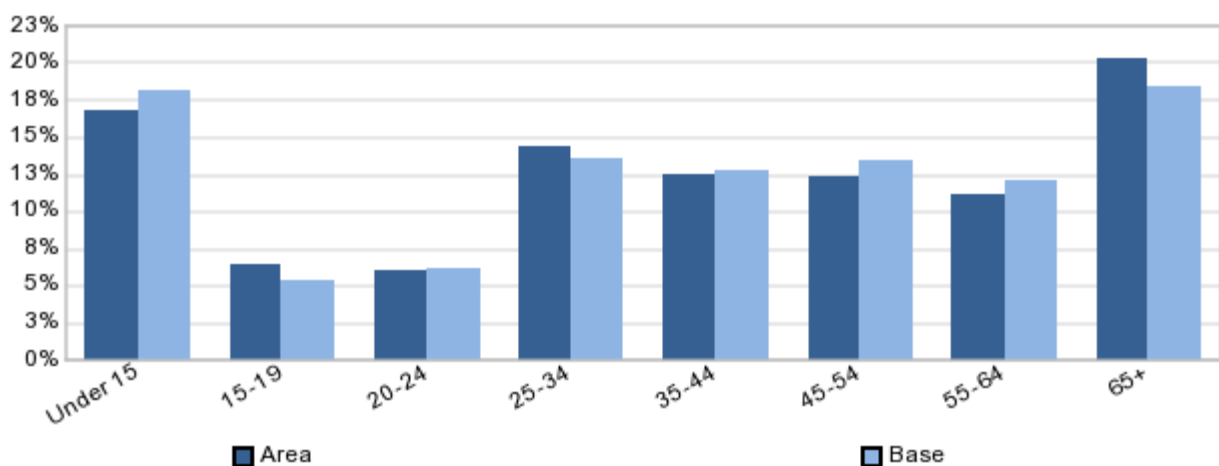
The highest proportion fall into age band 65+ with a count of 1,825 representing 20.30 % of the study area. The smallest proportion is in age band 20-24 with a count of 543 which represents 6.05 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 117. The band that is most under represented is 45-54 with an index of 92, 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	
				0　　100　134
White	8,795	48,341,320	115	
Gypsy / Traveller / Irish Traveller	12	60,110	128	
Mixed / Multiple Ethnic Groups	50	1,312,504	24	
Asian / Asian British: Indian	19	1,506,839	8	
Asian / Asian British: Pakistani	3	1,176,720	2	
Asian / Asian British: Bangladeshi	40	493,060	51	
Asian / Asian British: Chinese	18	442,726	26	
Asian / Asian British: Other Asian	21	928,384	14	
Black / African / Caribbean / Black British	19	2,074,757	6	
Other Ethnic Group	8	622,441	9	

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:

97.88 % White
0.14 % Gypsy / Traveller / Irish Traveller
0.56 % Mixed / Multiple Ethnic Groups
0.21 % Asian / Asian British: Indian
0.04 % Asian / Asian British: Pakistani
0.44 % Asian / Asian British: Bangladeshi
0.20 % Asian / Asian British: Chinese
0.23 % Asian / Asian British: Other Asian
0.21 % Black / African / Caribbean / Black British
0.09 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

84.87 % White
0.11 % Gypsy / Traveller / Irish Traveller
2.30 % Mixed / Multiple Ethnic Groups
2.65 % Asian / Asian British: Indian
2.07 % Asian / Asian British: Pakistani
0.87 % Asian / Asian British: Bangladeshi
0.78 % Asian / Asian British: Chinese
1.63 % Asian / Asian British: Other Asian
3.64 % Black / African / Caribbean / Black British
1.09 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 97.88 % of the population with a count of 8,795. This is in comparison to the selected base with 84.87 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 3, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 60,110.

Understanding the Social Grade

Social Grade	Area	Base	Index	
			45	100　　139
AB Higher & intermediate manage/admin/prof	338	4,096,589	50	
C1 Supervisory, cleric, junior manage/admin/prof	777	5,505,392	85	
C2 Skilled manual workers	815	3,637,088	135	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,016	4,510,066	136	

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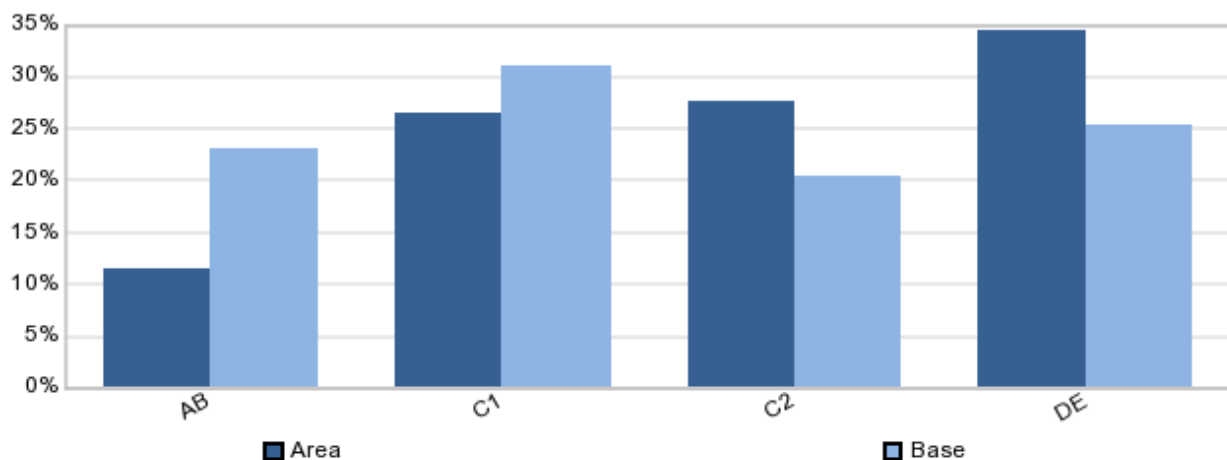
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 1,016 people falling into this group, which is 34.48 % of the overall distribution. The smallest proportion falls into grade AB with a count of 338 taking up 11.48 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 136, whereas the most under represented group is AB with an index count of 50.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	63	100	137
Employee	3,876	22,605,984	106			
Self employed with employees	112	961,262	72			
Self employed without employees	388	3,266,850	73			
Unemployed	196	902,455	134			
Full-time students	153	1,410,887	67			
Economically Inactive				64	100	133
Retired	804	5,370,808	106			
Student	227	2,381,620	68			
Looking after home/ family	238	1,750,702	96			
Permanently sick/ disabled	299	1,628,172	130			
Other	127	872,098	104			

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
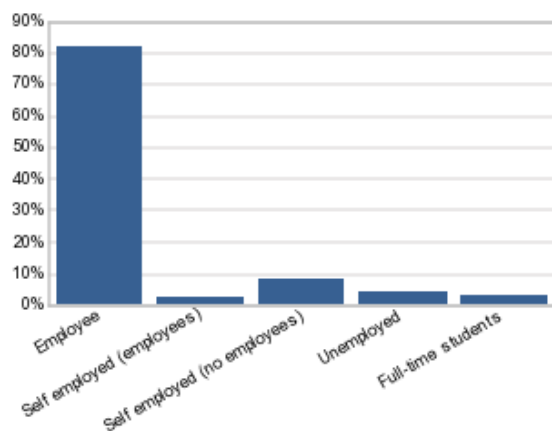
Economically Inactive - % by Category
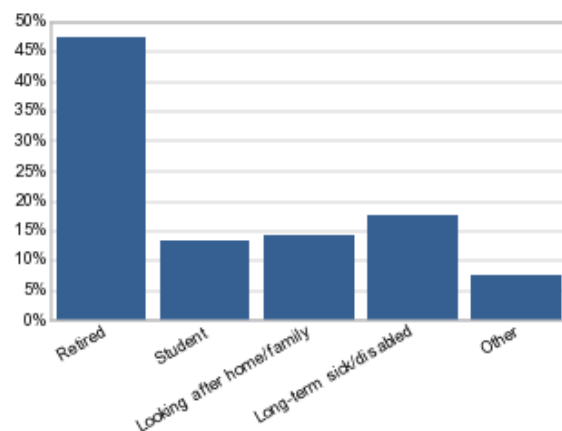
Economic activity within the study area shows that 60.36 % of the population are employed, this is 3,876 people, compare this to your base where 54.93 % are employed. The smallest economically active group is Self employed with employees representing 1.75 %, compare this to the selected base where this group represents 2.34 %. When analysing index* values the most over represented group is Unemployed with an index of 134, taking up 3.06 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 804 representing 12.52 %. The smallest inactive group is Other with 127 which is 1.99 %. When looking at the index values the group that is most over represented is Retired with an index of 106, representing 12.52 %.

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Understanding what type of households are in your area

| Dwelling Type	Area	Base	Index 66 100 196
Detached	612	4,353,546	82
Semi-detached	974	5,396,985	106
Bungalow	1,086	3,342,458	190
Terraced (including end-terrace)	839	6,004,598	82
Flat, maisonette or apartment	666	5,357,623	73

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.
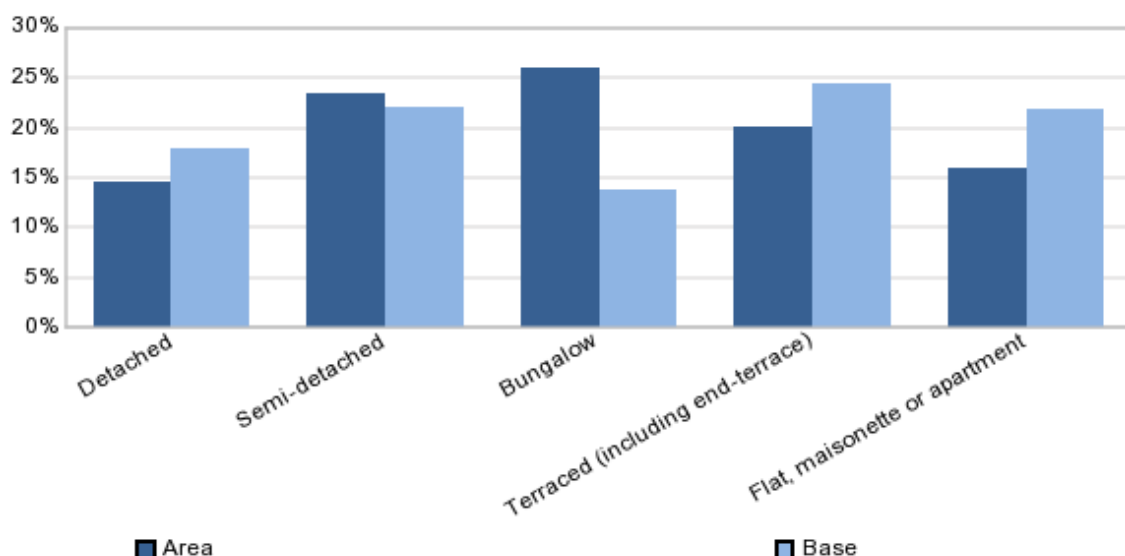
Tenure	Area	Base	Index 82	100	132
Owned (HH)	2,394	14,622,855	97		
Social Rented (HH)	892	4,070,437	130		
Private Rented (HH)	698	4,889,155	85		

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.
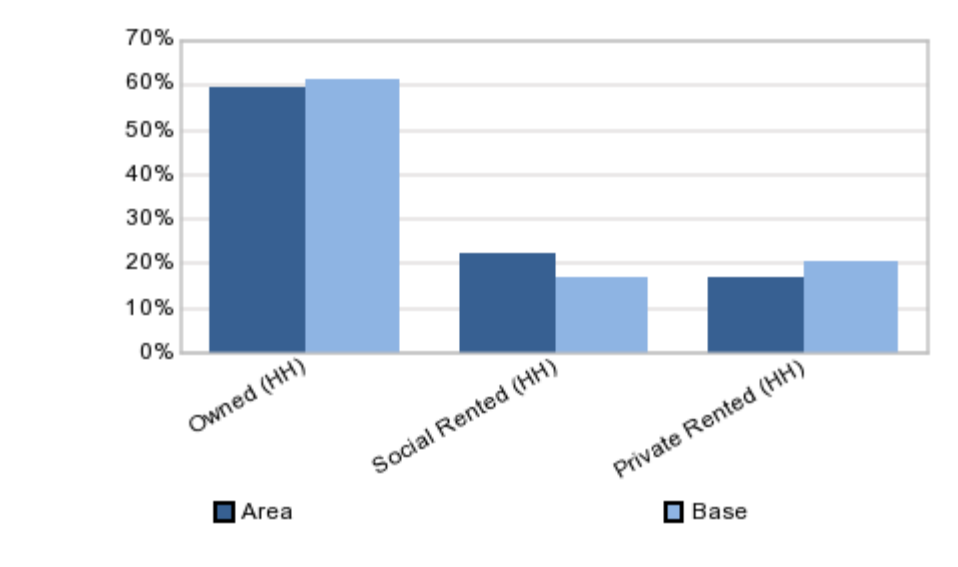
974 households within your area live in a Semi-detached dwelling, this is 23.31 %. Compare this to a figure of 5,396,985 in your base making up 22.07 %. The smallest number of households live in a Detached dwelling, this is 612 households and makes up 14.66 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 190, this makes up 26.01 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,394 making up 59.57 %. The smallest amount fall into the Private rented at 17.37 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 130, 22.18 % 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	172
£14,999 or Less	1,083	3,928,012	164		
£15,000 to £19,999	471	2,247,321	125		
£20,000 to £29,999	1,018	4,607,200	131		
£30,000 to £39,999	679	3,799,192	106		
£40,000 to £49,999	452	2,927,048	92		
£50,000 to £59,999	193	1,867,623	61		
£60,000 to £69,999	88	1,373,046	38		
£70,000 to £99,999	35	1,911,372	11		
£100,000 to £149,999	0	845,376	0		
£150,000 or Over	0	368,120	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.
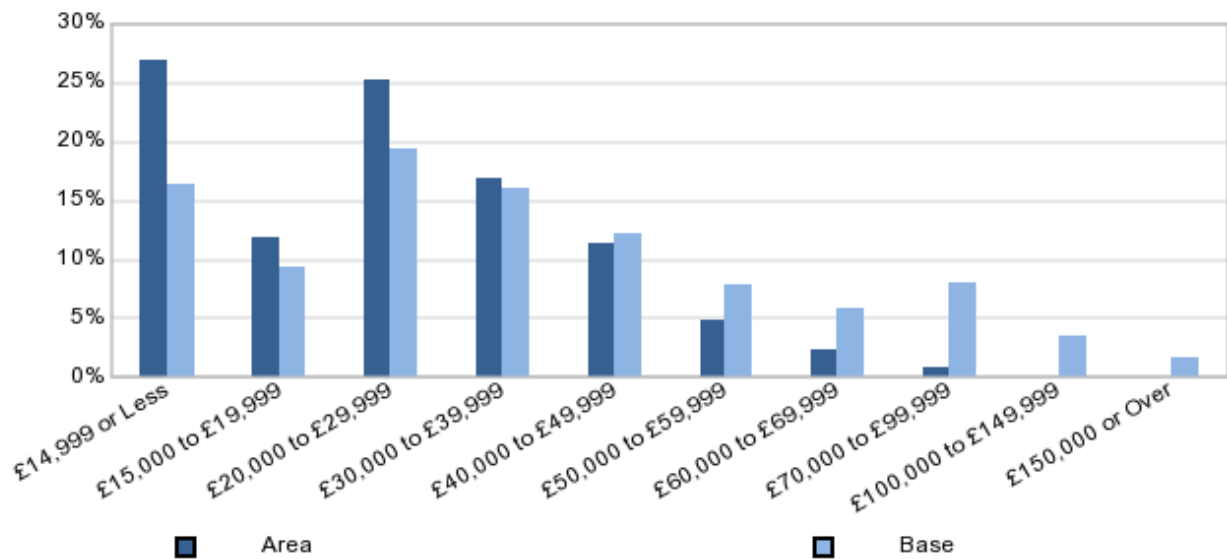
1,554 households within your area have an income of £19,999 or less, this forms 38.67 % of the overall distribution. The smallest count is 0 and these fall into household income band £100,000 to £149,999 making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 19.30 % 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 26.94 % with an index of 164, the most under represented banding is £100,000 to £149,999 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
A City Prosperity	0	2,758,894	0
B Prestige Positions	0	4,093,797	0
C Country Living	0	3,393,967	0
D Rural Reality	0	3,184,592	0
E Senior Security	1,184	4,280,399	175
F Suburban Stability	946	3,044,879	197
G Domestic Success	267	4,976,374	34
H Aspiring Homemakers	2,294	5,805,122	250
I Family Basics	1,223	5,044,165	154
J Transient Renters	873	3,698,837	150
K Municipal Tenants	282	3,218,921	56
L Vintage Value	664	2,881,476	146
M Modest Traditions	1,125	2,343,732	304
N Urban Cohesion	0	3,408,442	0
O Rental Hubs	127	4,824,461	17
Totals	8,986	56,958,861	

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.
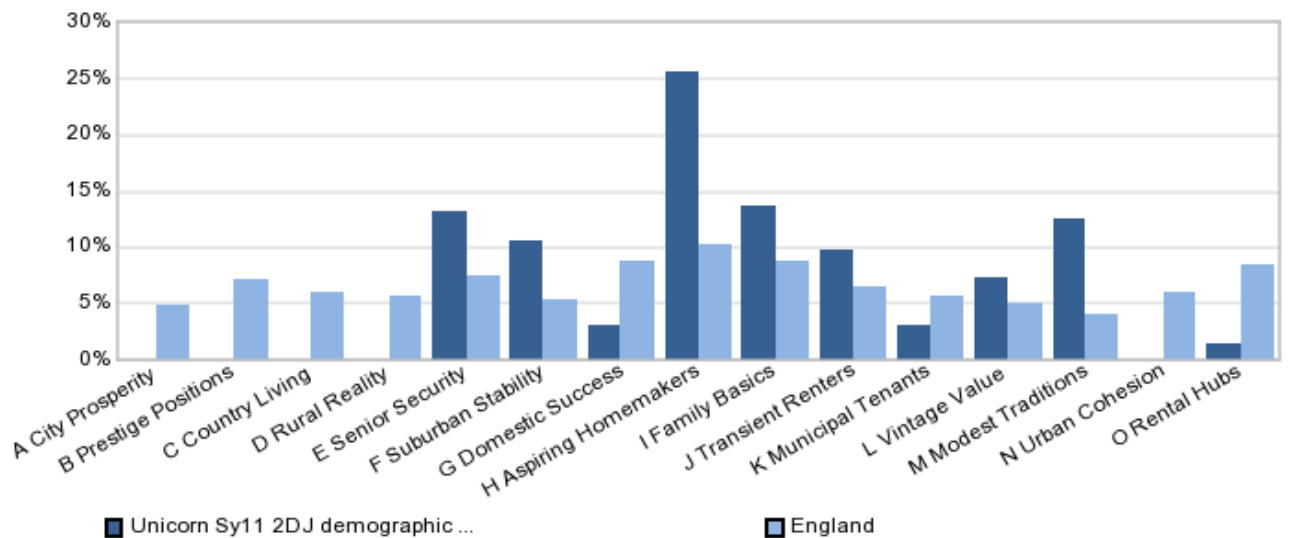
The largest group is H Aspiring Homemakers with a count of 2,294 representing 25.53 % of the overall distribution, in comparison to the base where 10.19 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is M Modest Traditions taking up 12.52 % 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

H Aspiring Homemakers - 25.53 %

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 - 13.61 %

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

E Senior Security - 13.18 %

Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers