Location Analyst UK

Villa Tavern B7 5PD 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

Contents

Describing Villa Tavern 0.5 (0.5 Miles) in relation to United Kingdom
Creation Date: October 8, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,619	28,345,190
Total Population	4,076	67,229,855
Total Males	2,009	33,173,050
Total Females	2,067	34,056,805

The current year estimates show a total resident population of 4,076 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,619 in your area and 28,345,190 in your base selection. This was split by 50.70 % of the population being female and 49.30 % being male in the study area.
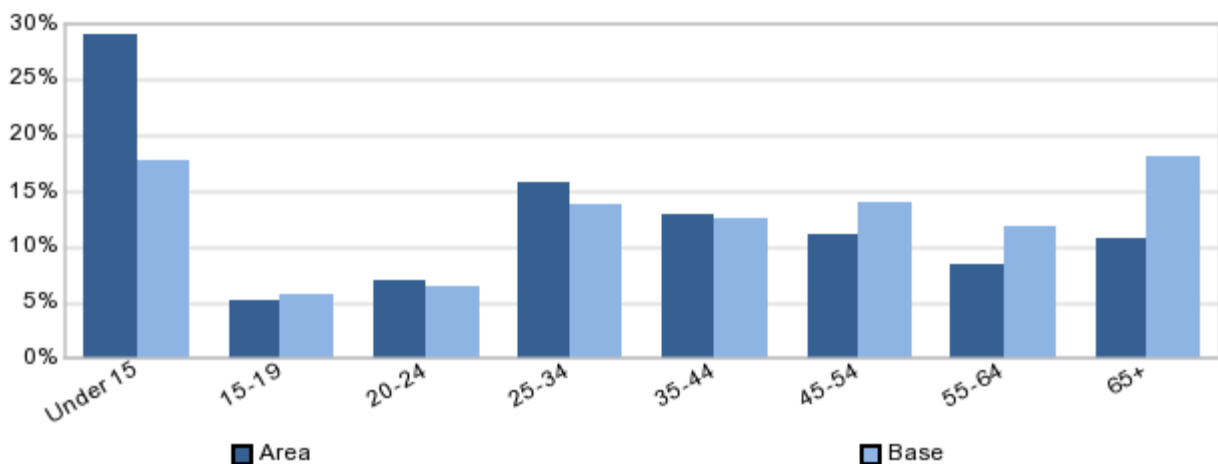
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	
				53 100 168
Under 15	1,185	11,991,800	163	
15-19	212	3,753,671	93	
20-24	285	4,311,089	109	
25-34	640	9,174,369	115	
35-44	521	8,463,387	102	
45-54	451	9,386,423	79	
55-64	342	7,914,572	71	
65+	440	12,234,544	59	

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 1,185 representing 29.07 % of the study area. The smallest proportion is in age band 15-19 with a count of 212 which represents 5.21 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 163. The band that is most under represented is 65+ with an index of 59, 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		
				0100	969
White	1,319	58,246,060	37		
Gypsy / Traveller / Irish Traveller	2	68,310	38		
Mixed / Multiple Ethnic Groups	324	1,367,158	391		
Asian / Asian British: Indian	53	1,559,199	56		
Asian / Asian British: Pakistani	655	1,239,421	871		
Asian / Asian British: Bangladeshi	262	505,406	856		
Asian / Asian British: Chinese	74	497,465	245		
Asian / Asian British: Other Asian	80	969,724	135		
Black / African / Caribbean / Black British	1,190	2,122,714	925		
Other Ethnic Group	117	654,398	295		

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:

32.37 % White
0.04 % Gypsy / Traveller / Irish Traveller
7.96 % Mixed / Multiple Ethnic Groups
1.29 % Asian / Asian British: Indian
16.06 % Asian / Asian British: Pakistani
6.43 % Asian / Asian British: Bangladeshi
1.81 % Asian / Asian British: Chinese
1.95 % Asian / Asian British: Other Asian
29.21 % Black / African / Caribbean / Black British
2.87 % 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
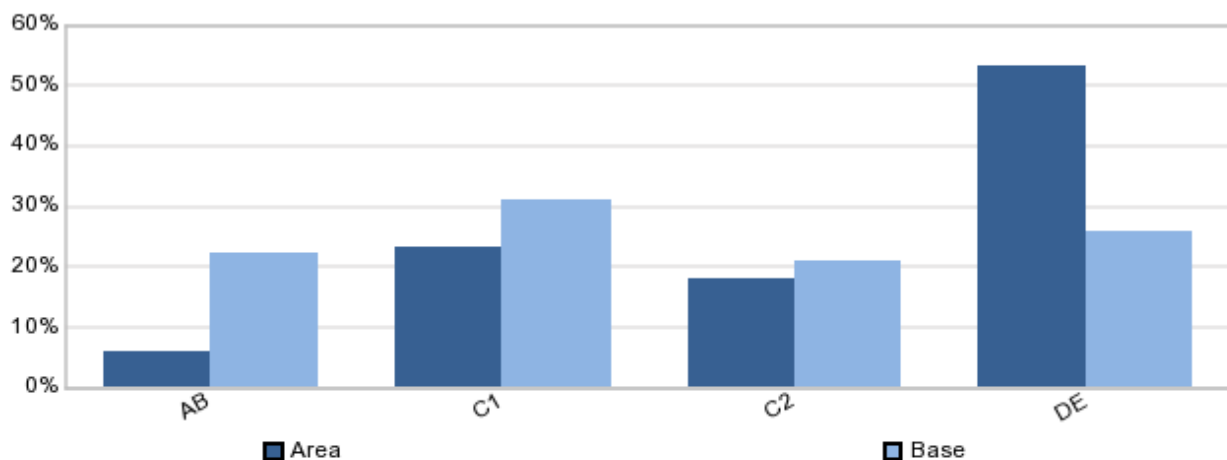3.16 % Black / African / Caribbean / Black British
0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 32.37 % of the population with a count of 1,319. 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 2, 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		
			17	100	213
AB Higher & intermediate manage/admin/prof	74	4,696,968	26		
C1 Supervisory, cleric, junior manage/admin/prof	290	6,510,031	74		
C2 Skilled manual workers	227	4,376,339	87		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	667	5,456,469	204		

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 DE forms the largest proportion with 667 people falling into this group, which is 53.00 % of the overall distribution. The smallest proportion falls into grade AB with a count of 74 taking up 5.90 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 204, whereas the most under represented group is AB with an index count of 26.
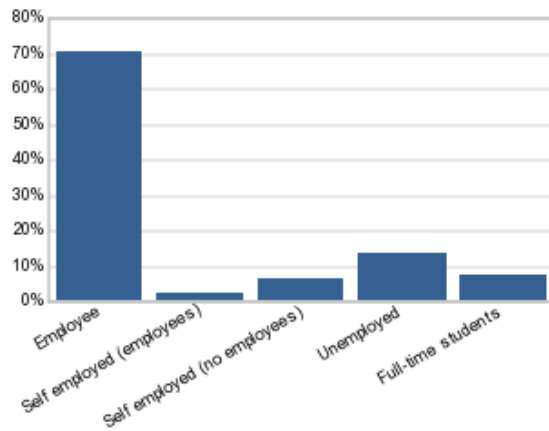
Understanding the Economic Activity

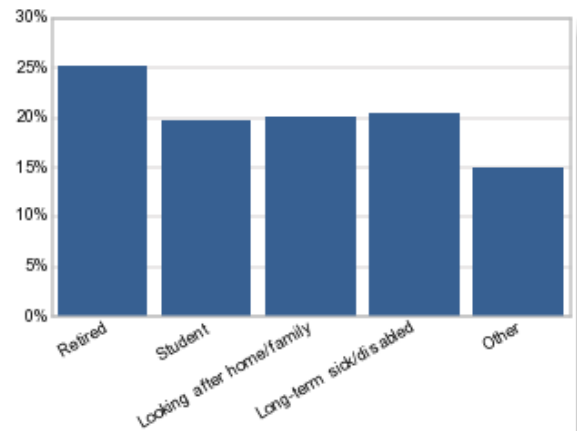| Economically Active	Area	Base	Index	41	100			418
Employee	1,086	26,483,068	91					
Self employed with employees	34	1,127,682	66					
Self employed without employees	98	3,705,246	59					
Unemployed	210	1,161,572	401					
Full-time students	113	1,695,620	148					
Economically Inactive				48	100			212
Retired	292	6,618,937	56					
Student	228	2,838,201	102					
Looking after home/ family	232	2,117,295	140					
Permanently sick/ disabled	236	2,168,755	139					
Other	173	1,076,085	205					

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 40.17 % of the population are employed, this is 1,086 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.25 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 401, taking up 7.78 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 292 representing 10.82 %. The smallest inactive group is Other with 173 which is 6.39 %. When looking at the index values the group that is most over represented is Other with an index of 205, representing 6.39 %.
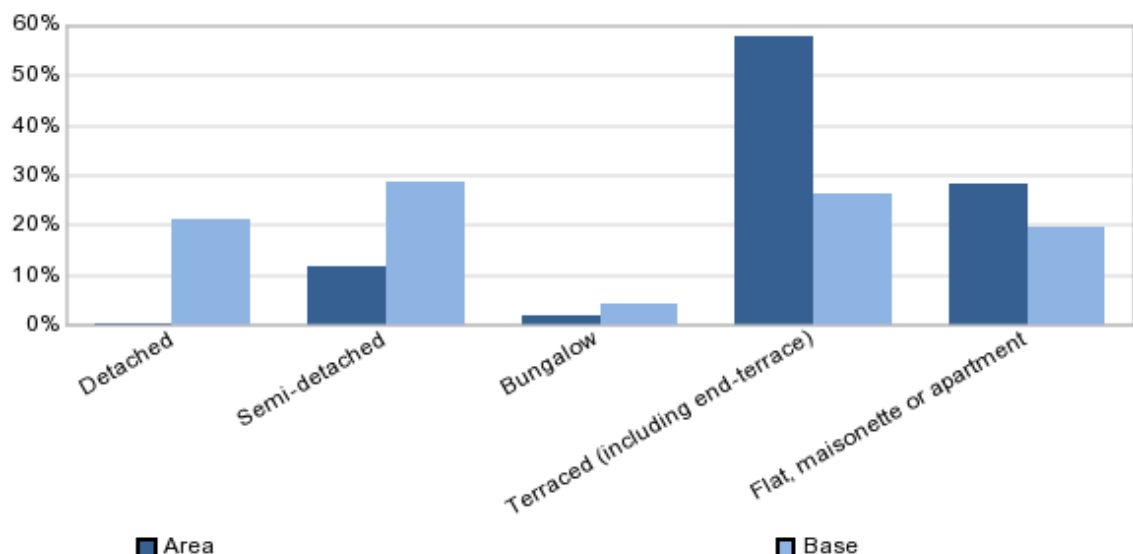
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	230
Detached	2	5,385,903	1			
Semi-detached	150	7,344,686	40			
Bungalow	25	1,039,099	47			
Terraced (including end-terrace)	743	6,699,890	220			
Flat, maisonette or apartment	365	5,007,460	145			

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	34	100		340
Owned (HH)	490	17,543,252	49				
Social Rented (HH)	927	4,965,267	327				
Private Rented (HH)	170	5,470,682	55				

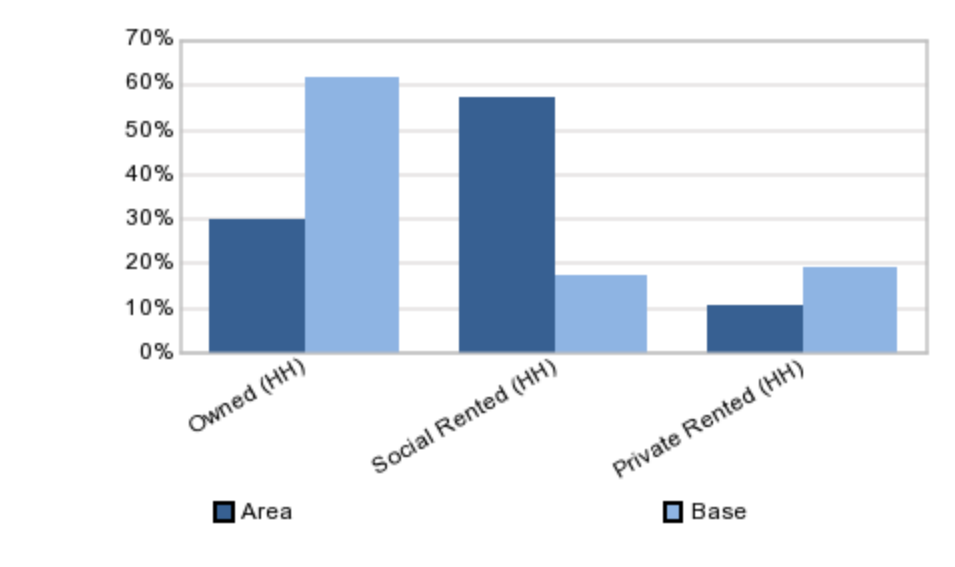Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

150 households within your area live in a Semi-detached dwelling, this is 11.63 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 2 households and makes up 0.19 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 220, this makes up 57.85 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 927 making up 57.27 %. The smallest amount fall into the Private rented at 10.53 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 327, 57.27 % of households fall into this category in the study area.
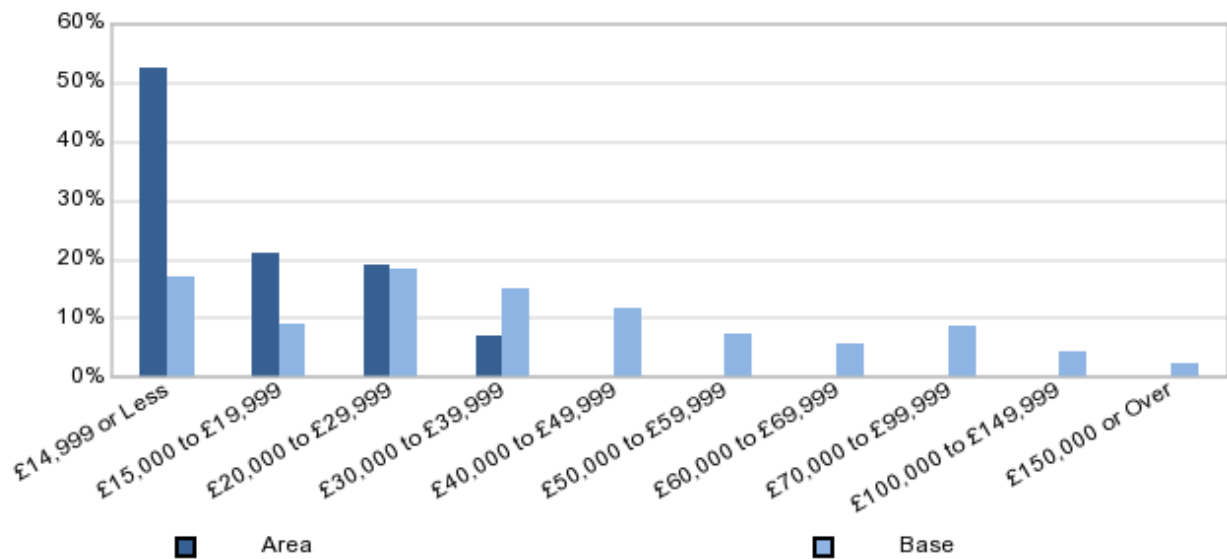
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	-15	100		319
£14,999 or Less	849	4,889,206	304				
£15,000 to £19,999	339	2,538,634	234				
£20,000 to £29,999	310	5,253,752	103				
£30,000 to £39,999	116	4,304,210	47				
£40,000 to £49,999	2	3,318,086	1				
£50,000 to £59,999	2	2,106,080	2				
£60,000 to £69,999	0	1,573,962	0				
£70,000 to £99,999	0	2,469,683	0				
£100,000 to £149,999	0	1,215,381	0				
£150,000 or Over	0	676,196	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.

60%
50%
40%
30%
20%
10%
0%

£14,999 or Less
£15,000 to £19,999
£20,000 to £29,999
£30,000 to £39,999
£40,000 to £49,999
£50,000 to £59,999
£60,000 to £69,999
£70,000 to £99,999
£100,000 to £149,999
£150,000 or Over

■ Area   □ Base

1,188 households within your area have an income of £19,999 or less, this forms 73.40 % of the overall distribution. The smallest count is 0 and these fall into household income band £60,000 to £69,999 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 18.53 % 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 52.45 % with an index of 304, the most under represented banding is £60,000 to £69,999 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.
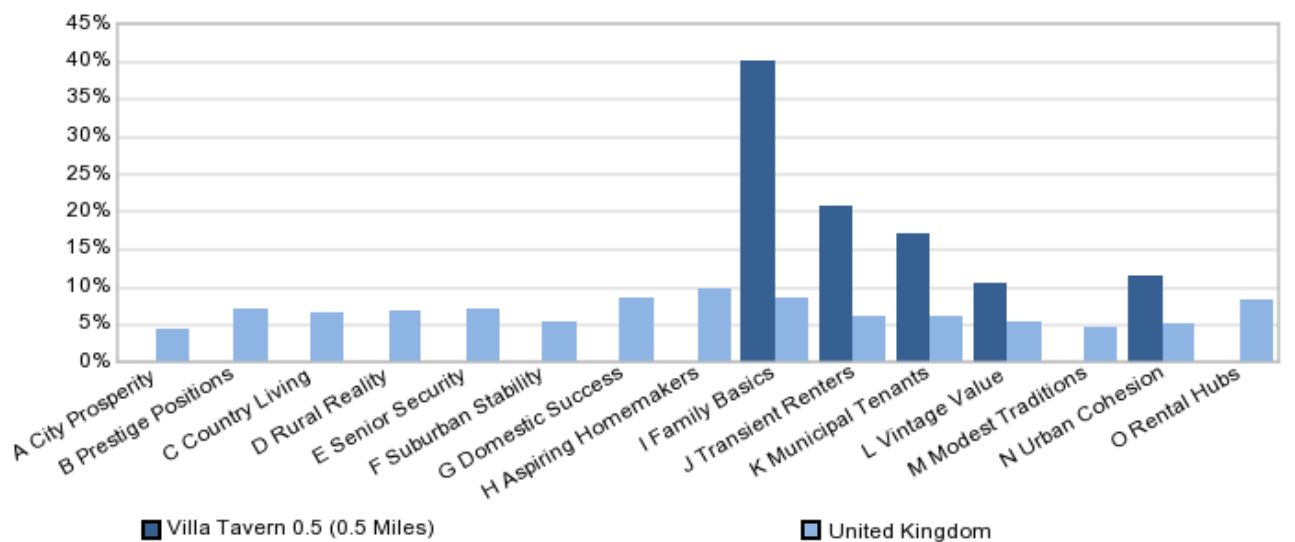
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Understanding the residential profile by Mosaic UK 6

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	-23 100	497
A City Prosperity	0	2,849,374	0		
B Prestige Positions	0	4,798,133	0		
C Country Living	0	4,432,229	0		
D Rural Reality	0	4,656,104	0		
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	1,635	5,687,500	474		
J Transient Renters	850	4,160,345	337		
K Municipal Tenants	701	4,149,642	279		
L Vintage Value	418	3,692,978	187		
M Modest Traditions	0	3,121,382	0		
N Urban Cohesion	471	3,547,766	219		
O Rental Hubs	1	5,518,789	0		
Totals	4,076	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 I Family Basics with a count of 1,635 representing 40.11 % of the overall distribution, in comparison to the base where 8.46 % 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 I Family Basics taking up 40.11 % 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

I Family Basics - 40.11 %

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

J Transient Renters - 20.85 %

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

K Municipal Tenants - 17.21 %

Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones