Location Analyst UK

White Swan, Oldbury Demog Reports 0.5miles

Understanding Demographics

13 October, 2020

Contents

Describing White Swan, Oldbury Demog Report 0.5miles (0.5 Miles) in relation to United Kingdom
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,119	28,345,190
Total Population	2,462	67,229,855
Total Males	1,240	33,173,050
Total Females	1,222	34,056,805

The current year estimates show a total resident population of 2,462 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,119 in your area and 28,345,190 in your base selection. This was split by 49.63 % of the population being female and 50.37 % 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			
				62	100	150
Under 15	490	11,991,800	112			
15-19	91	3,753,671	66			
20-24	163	4,311,089	103			
25-34	492	9,174,369	146			
35-44	313	8,463,387	101			
45-54	260	9,386,423	76			
55-64	277	7,914,572	96			
65+	376	12,234,544	84			

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.
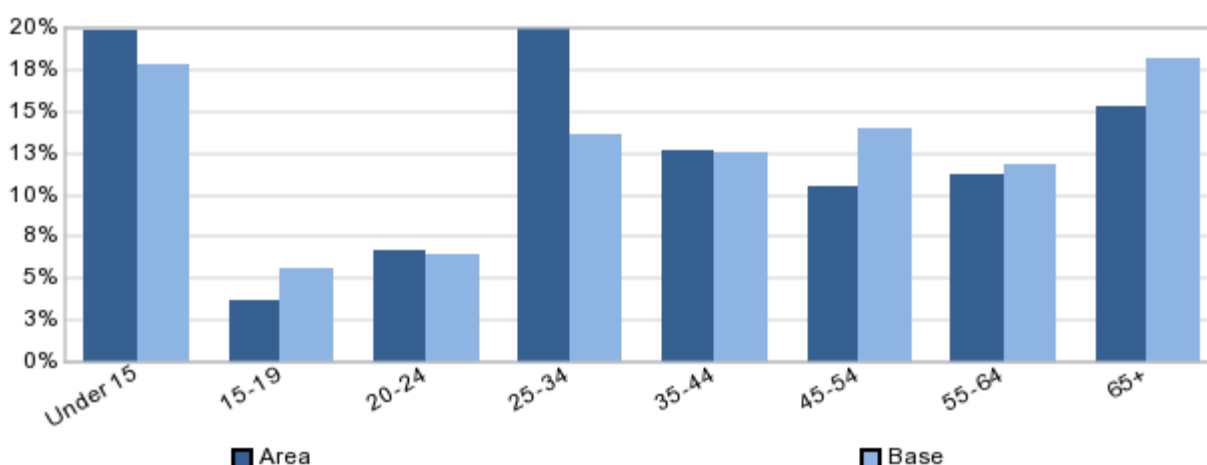
The highest proportion fall into age band 25-34 with a count of 492 representing 19.97 % of the study area. The smallest proportion is in age band 15-19 with a count of 91 which represents 3.71 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 146. 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	
				0 100 641
White	1,421	58,246,060	67	
Gypsy / Traveller / Irish Traveller	0	68,310	9	
Mixed / Multiple Ethnic Groups	117	1,367,158	234	
Asian / Asian British: Indian	349	1,559,199	611	
Asian / Asian British: Pakistani	262	1,239,421	577	
Asian / Asian British: Bangladeshi	13	505,406	70	
Asian / Asian British: Chinese	2	497,465	10	
Asian / Asian British: Other Asian	56	969,724	159	
Black / African / Caribbean / Black British	192	2,122,714	247	
Other Ethnic Group	50	654,398	208	

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:

57.73 % White
0.01 % Gypsy / Traveller / Irish Traveller
4.75 % Mixed / Multiple Ethnic Groups
14.18 % Asian / Asian British: Indian
10.63 % Asian / Asian British: Pakistani
0.52 % Asian / Asian British: Bangladeshi
0.07 % Asian / Asian British: Chinese
2.29 % Asian / Asian British: Other Asian
7.79 % Black / African / Caribbean / Black British
2.03 % 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 57.73 % of the population with a count of 1,421. 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 37	100	152
AB Higher & intermediate manage/admin/prof	78	4,696,968	43		
C1 Supervisory, cleric, junior manage/admin/prof	258	6,510,031	102		
C2 Skilled manual workers	169	4,376,339	99		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	312	5,456,469	147		

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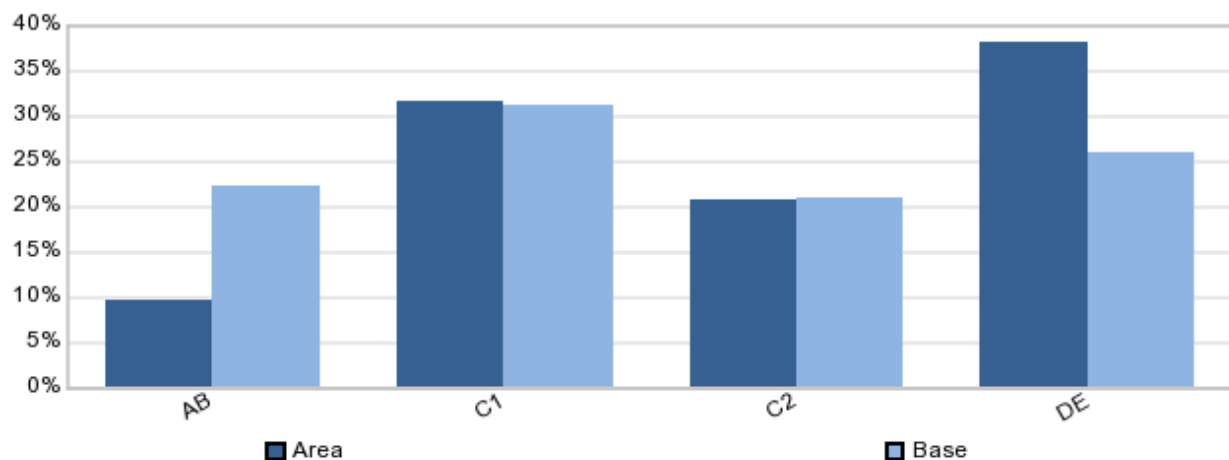
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 312 people falling into this group, which is 38.17 % of the overall distribution. The smallest proportion falls into grade AB with a count of 78 taking up 9.57 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 147, whereas the most under represented group is AB with an index count of 43.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	45	100	240
Employee	933	26,483,068	104			
Self employed with employees	26	1,127,682	67			
Self employed without employees	68	3,705,246	54			
Unemployed	91	1,161,572	231			
Full-time students	43	1,695,620	75			
Economically Inactive				60	100	167
Retired	227	6,618,937	83			
Student	77	2,838,201	66			
Looking after home/ family	116	2,117,295	133			
Permanently sick/ disabled	119	2,168,755	133			
Other	72	1,076,085	163			

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
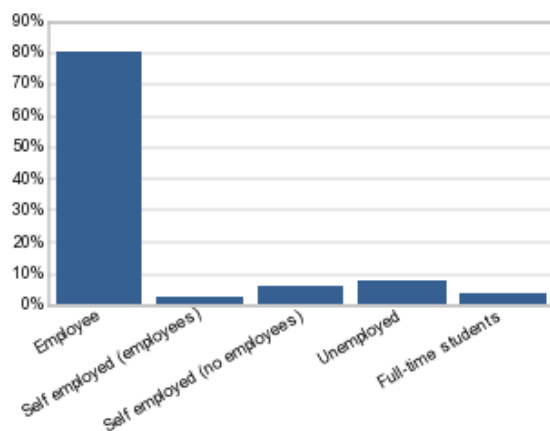
Economically Inactive - % by Category
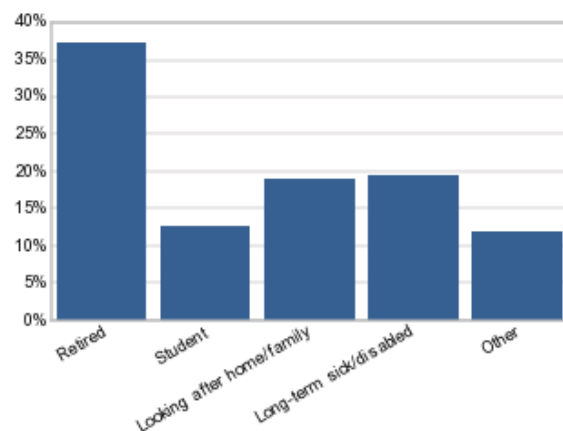
Economic activity within the study area shows that 52.61 % of the population are employed, this is 933 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.45 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 231, taking up 5.15 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 227 representing 12.82 %. The smallest inactive group is Other with 72 which is 4.08 %. When looking at the index values the group that is most over represented is Other with an index of 163, representing 4.08 %.

*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	254
Detached	32	5,385,903	16			
Semi-detached	213	7,344,686	77			
Bungalow	3	1,039,099	8			
Terraced (including end-terrace)	254	6,699,890	100			
Flat, maisonette or apartment	459	5,007,460	243			

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.
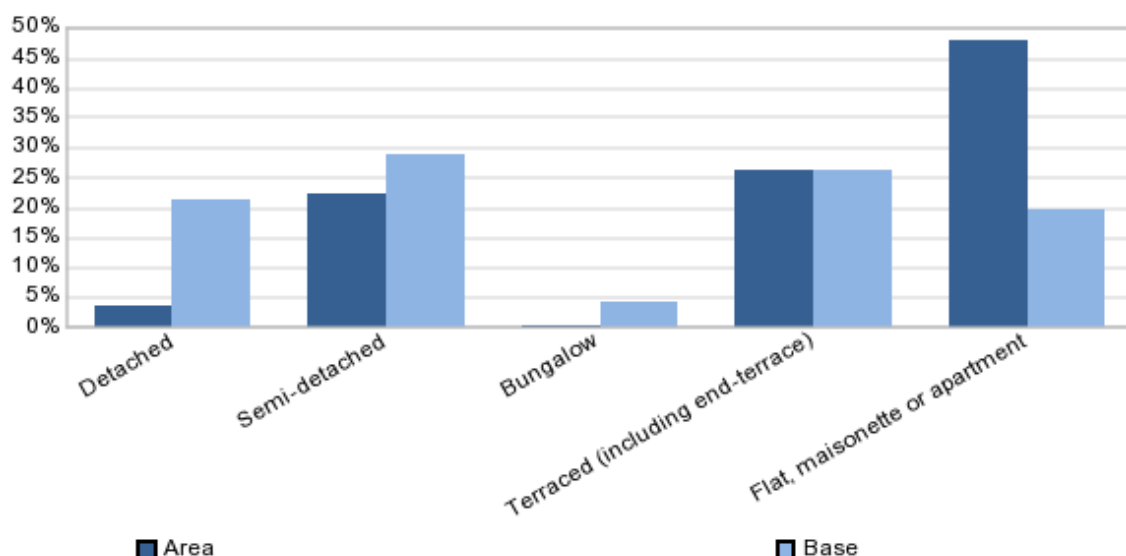
Tenure	Area	Base	Index	49	100	184
Owned (HH)	383	17,543,252	55			
Social Rented (HH)	350	4,965,267	178			
Private Rented (HH)	358	5,470,682	166			

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.
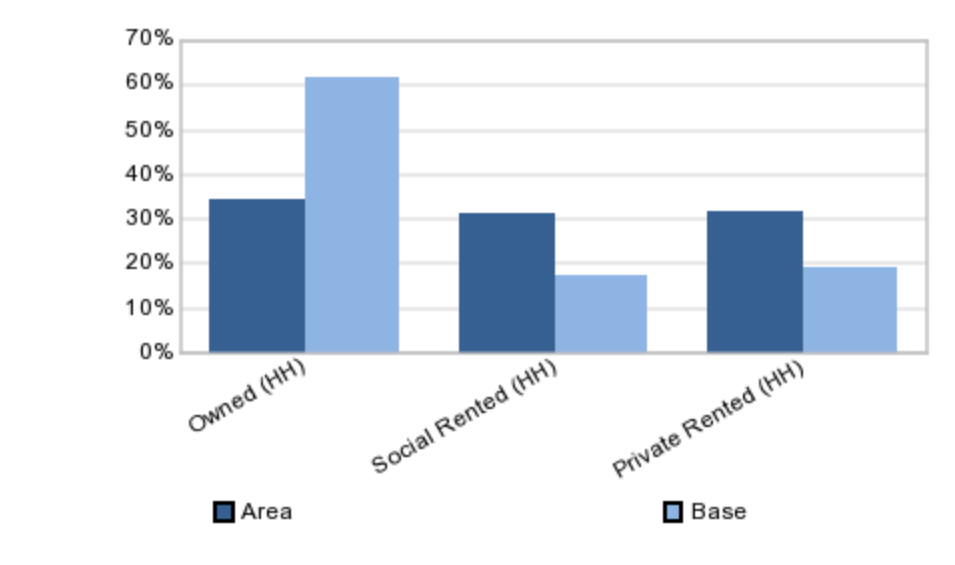
213 households within your area live in a Semi-detached dwelling, this is 22.14 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 3 households and makes up 0.32 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 243, this makes up 47.80 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 383 making up 34.21 %. The smallest amount fall into the Social rented at 31.25 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 178, 31.25 % 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	-12	100	262
£14,999 or Less	482	4,889,206	250			
£15,000 to £19,999	210	2,538,634	209			
£20,000 to £29,999	251	5,253,752	121			
£30,000 to £39,999	130	4,304,210	76			
£40,000 to £49,999	32	3,318,086	24			
£50,000 to £59,999	5	2,106,080	6			
£60,000 to £69,999	7	1,573,962	11			
£70,000 to £99,999	1	2,469,683	1			
£100,000 to £149,999	1	1,215,381	2			
£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.
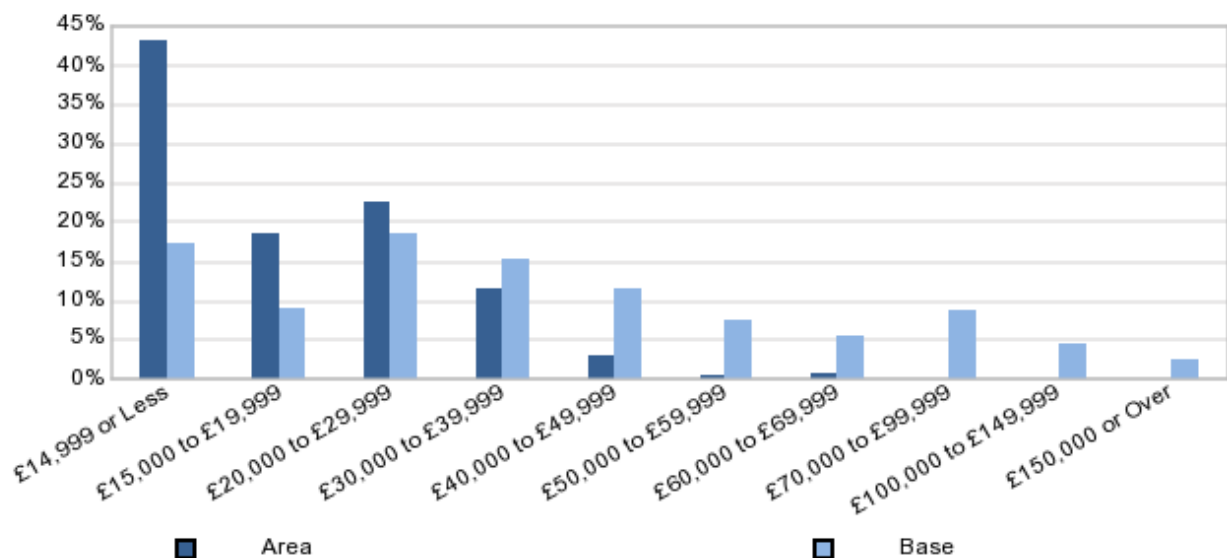
692 households within your area have an income of £19,999 or less, this forms 61.86 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 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 43.12 % with an index of 250, the most under represented banding is £150,000 or Over 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	-28 100	597
	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	10	4,767,632	6		
	F Suburban Stability	0	3,634,847	0		
	G Domestic Success	0	5,770,639	0		
	H Aspiring Homemakers	50	6,440,418	21		
	I Family Basics	332	5,687,500	160		
	J Transient Renters	628	4,160,345	412		
	K Municipal Tenants	150	4,149,642	99		
	L Vintage Value	770	3,692,978	569		
	M Modest Traditions	90	3,121,382	79		
	N Urban Cohesion	98	3,547,766	76		
	O Rental Hubs	331	5,518,789	164		
	Totals	2,462	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.
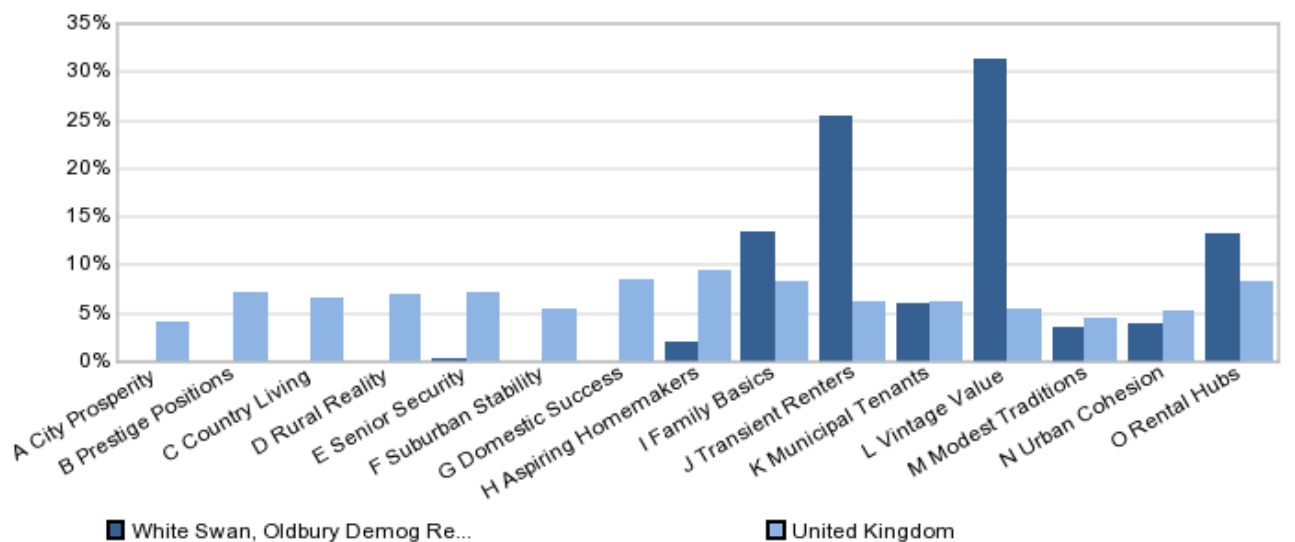
The largest group is L Vintage Value with a count of 770 representing 31.28 % of the overall distribution, in comparison to the base where 5.49 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is L Vintage Value taking up 31.28 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

*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 top three Mosaic UK 6 Groups

L Vintage Value - 31.28 %

Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

J Transient Renters - 25.52 %

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

I Family Basics - 13.50 %

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