

Location Analyst

UK



Farmers Arms SA1 6XS 0.5 mile Demog Report

Understanding Demographics

13 October, 2020

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Describing Farmers 0.5 (0.5 Miles) in relation to United Kingdom
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	6,038	28,345,190
Total Population	12,223	67,229,855
Total Males	6,746	33,173,050
Total Females	5,477	34,056,805

The current year estimates show a total resident population of 12,223 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 6,038 in your area and 28,345,190 in your base selection. This was split by 44.81 % of the population being female and 55.19 % being male in the study area.

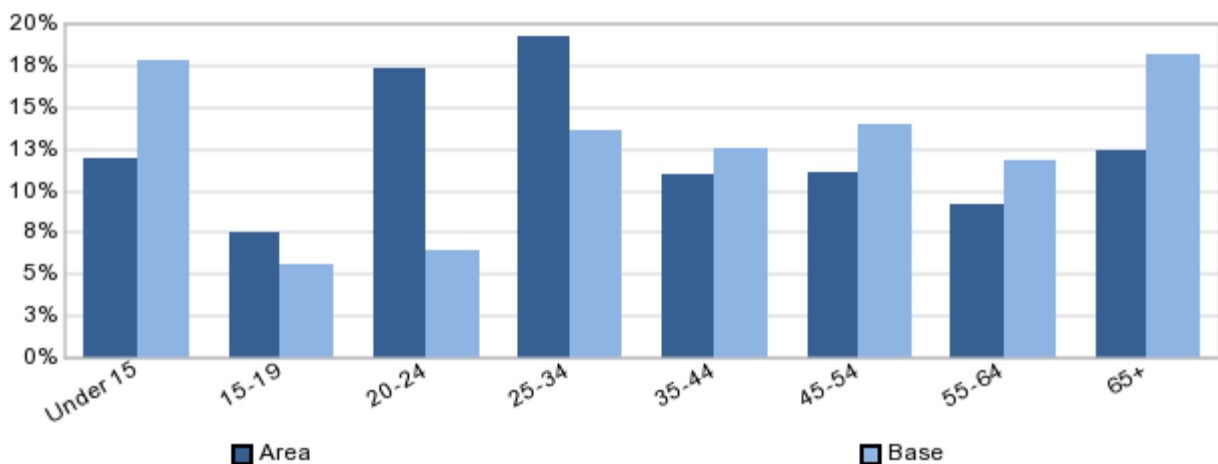
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,472	11,991,800	68
15-19	921	3,753,671	135
20-24	2,129	4,311,089	272
25-34	2,360	9,174,369	141
35-44	1,342	8,463,387	87
45-54	1,357	9,386,423	79
55-64	1,115	7,914,572	77
65+	1,528	12,234,544	69

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 2,360 representing 19.31 % of the study area. The smallest proportion is in age band 15-19 with a count of 921 which represents 7.53 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 272. The band that is most under represented is Under 15 with an index of 68, 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	383
White	10,374	58,246,060	98			
Gypsy / Traveller / Irish Traveller	3	68,310	24			
Mixed / Multiple Ethnic Groups	167	1,367,158	67			
Asian / Asian British: Indian	92	1,559,199	33			
Asian / Asian British: Pakistani	36	1,239,421	16			
Asian / Asian British: Bangladeshi	336	505,406	366			
Asian / Asian British: Chinese	264	497,465	292			
Asian / Asian British: Other Asian	217	969,724	123			
Black / African / Caribbean / Black British	405	2,122,714	105			
Other Ethnic Group	329	654,398	277			

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: Compare this to your base ethnic diversity as follows:

84.87 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.36 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.76 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.29 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
2.75 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
2.16 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.78 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
3.31 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
2.69 % Other Ethnic Group	0.97 % Other Ethnic Group

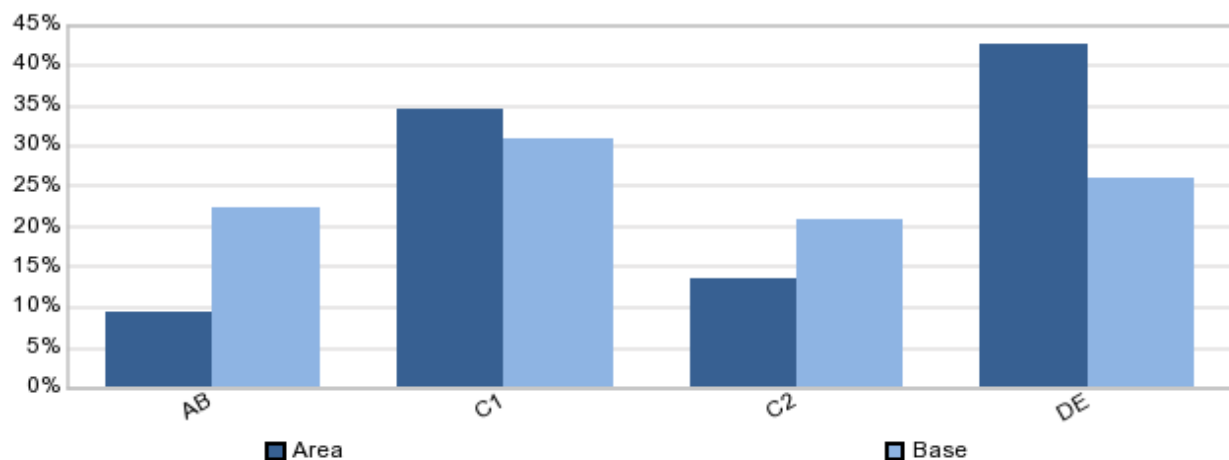
In the study area the largest ethnic group is White taking up 84.87 % of the population with a count of 10,374. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 3, 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	35	100	170
AB Higher & intermediate manage/admin/prof	463	4,696,968	42			
C1 Supervisory, cleric, junior manage/admin/prof	1,709	6,510,031	111			
C2 Skilled manual workers	682	4,376,339	66			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	2,119	5,456,469	164			

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 2,119 people falling into this group, which is 42.61 % of the overall distribution. The smallest proportion falls into grade AB with a count of 463 taking up 9.32 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 164, whereas the most under represented group is AB with an index count of 42.

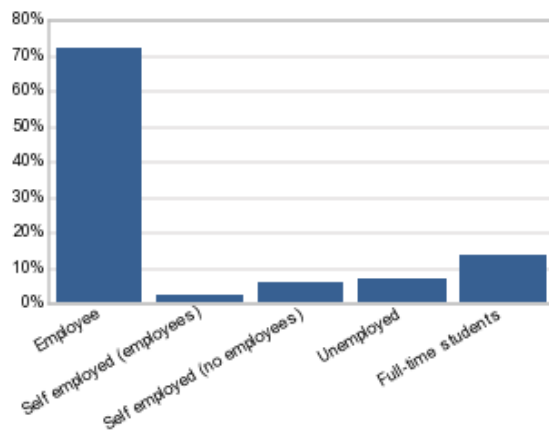
Understanding the Economic Activity

Economically Active	Area	Base	Index	42	100	289
Employee	3,878	26,483,068	93			
Self employed with employees	108	1,127,682	61			
Self employed without employees	316	3,705,246	54			
Unemployed	357	1,161,572	194			
Full-time students	747	1,695,620	279			
Economically Inactive	Area	Base	Index	40	100	191
Retired	967	6,618,937	47			
Student	1,544	2,838,201	176			
Looking after home/ family	449	2,117,295	69			
Permanently sick/ disabled	1,241	2,168,755	185			
Other	382	1,076,085	115			

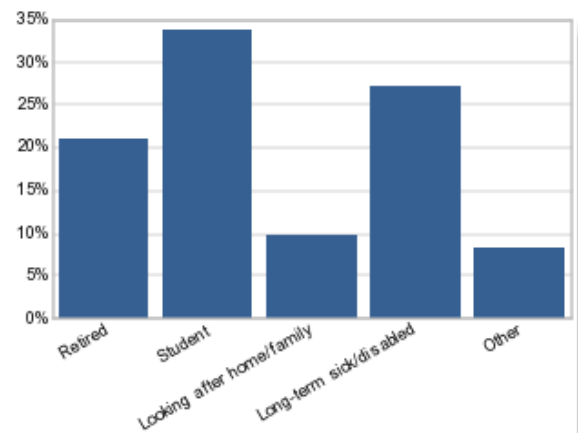
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 38.82 % of the population are employed, this is 3,878 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.08 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 279, taking up 7.48 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 1,544 representing 15.46 %. The smallest inactive group is Other with 382 which is 3.83 %. When looking at the index values the group that is most over represented is Student with an index of 176, representing 15.46 %.

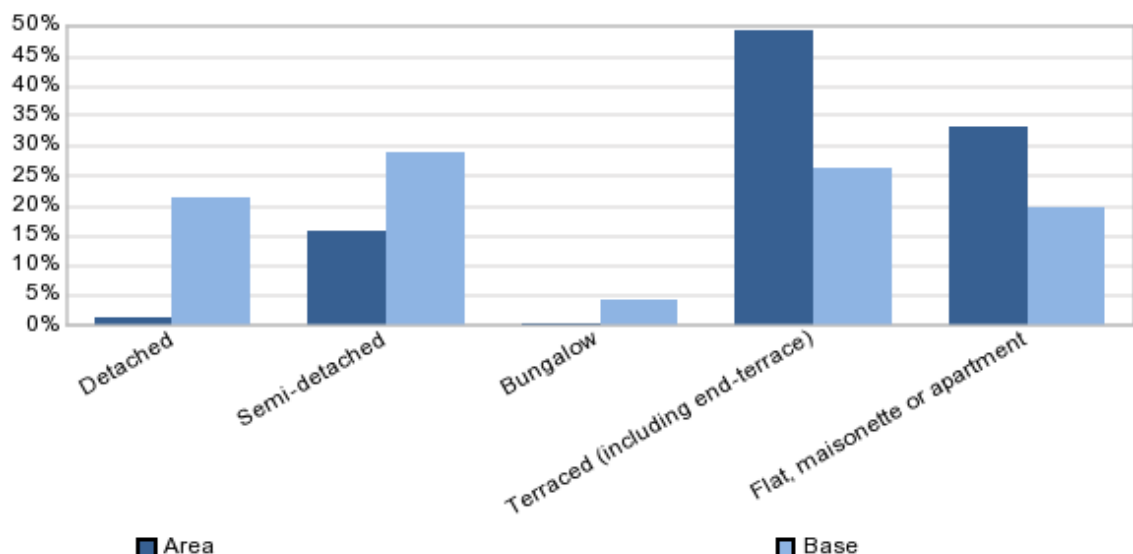
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	197
Detached	68	5,385,903	6			
Semi-detached	829	7,344,686	55			
Bungalow	13	1,039,099	6			
Terraced (including end-terrace)	2,605	6,699,890	188			
Flat, maisonette or apartment	1,751	5,007,460	169			

Source: Experian ConsumerView Household Directory 2019 .

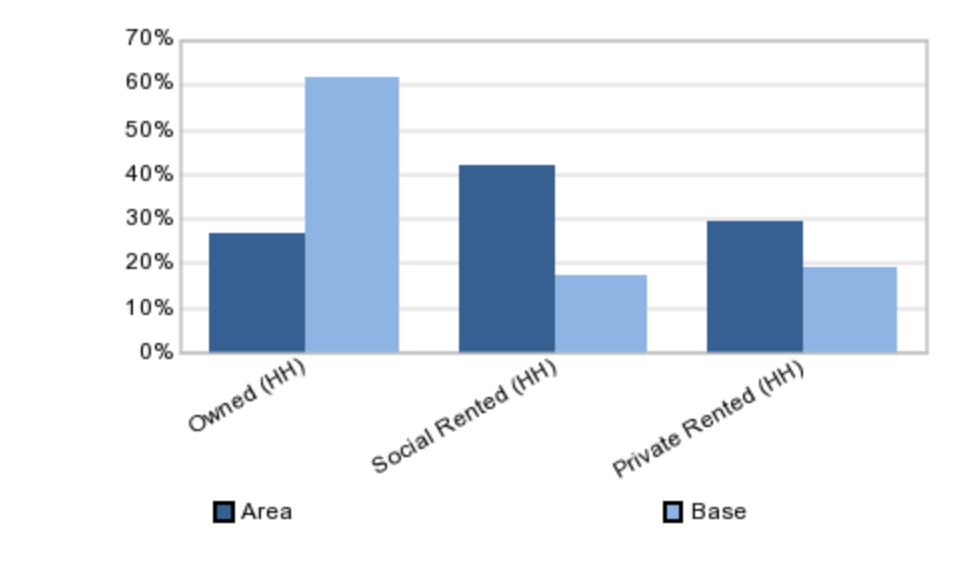
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	33	100	250
Owned (HH)	1,621	17,543,252	43			
Social Rented (HH)	2,544	4,965,267	241			
Private Rented (HH)	1,779	5,470,682	153			

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.



829 households within your area live in a Semi-detached dwelling, this is 15.73 %. 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 13 households and makes up 0.26 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 188, this makes up 49.47 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 2,544 making up 42.13 %. The smallest amount fall into the Owned at 26.84 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 241, 42.13 % of households fall into this category in the study area.

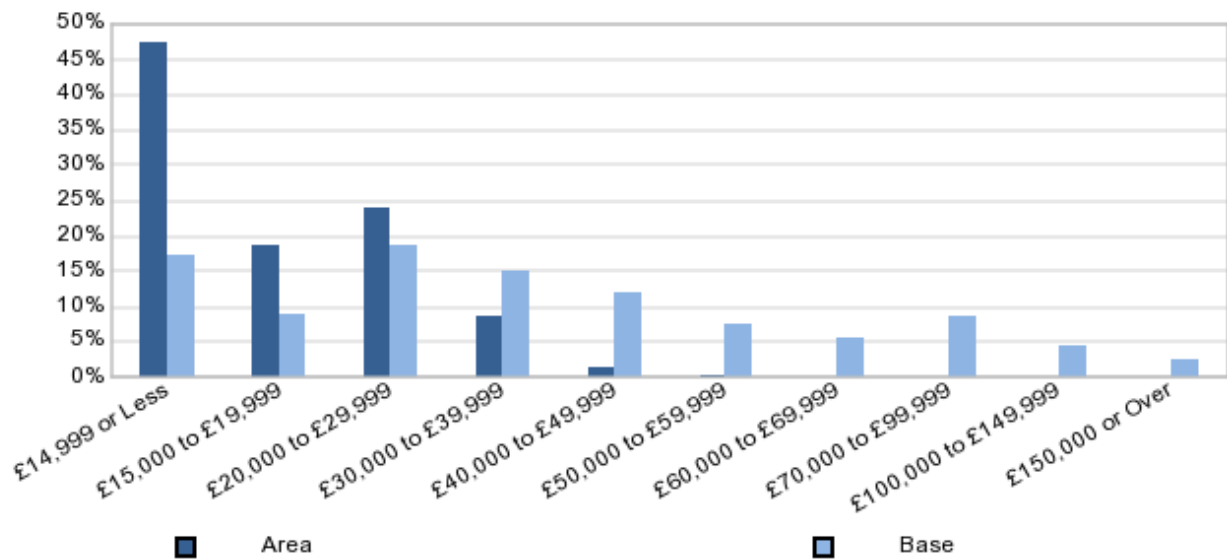
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Understanding the Household Income

Household Income	Area	Base	Index	-13	100	287
£14,999 or Less	2,853	4,889,206	274			
£15,000 to £19,999	1,114	2,538,634	206			
£20,000 to £29,999	1,438	5,253,752	128			
£30,000 to £39,999	518	4,304,210	56			
£40,000 to £49,999	79	3,318,086	11			
£50,000 to £59,999	24	2,106,080	5			
£60,000 to £69,999	8	1,573,962	2			
£70,000 to £99,999	4	2,469,683	1			
£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.



3,967 households within your area have an income of £19,999 or less, this forms 65.71 % 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 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 47.25 % with an index of 274, 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.

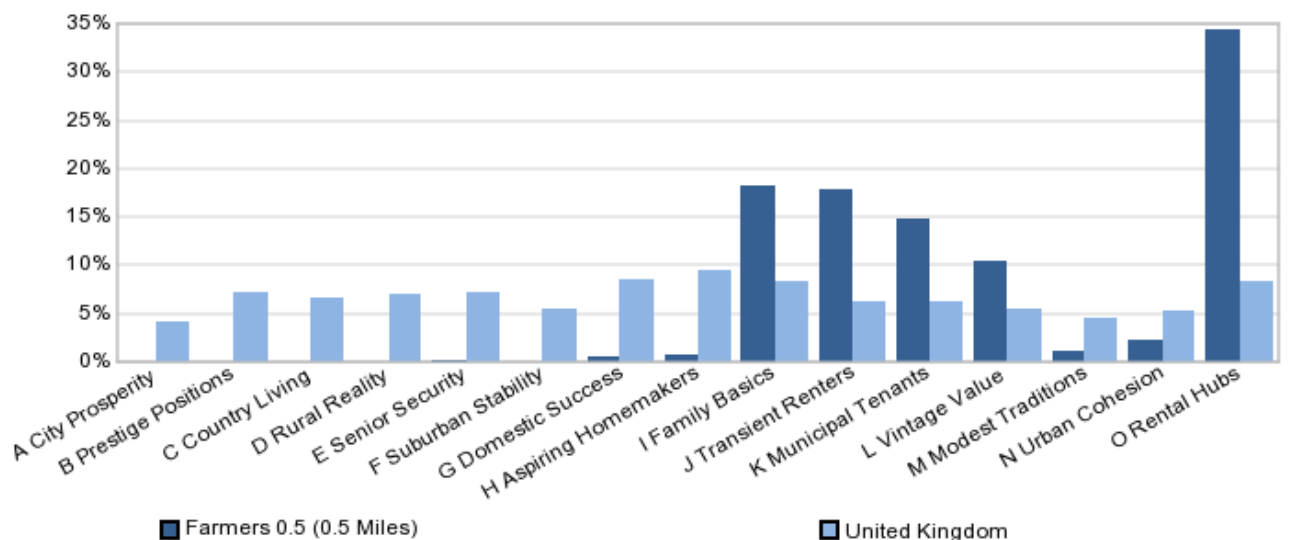
Understanding the residential profile by Mosaic UK 6

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	-20	100	440
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	14	4,767,632	2			
F Suburban Stability	0	3,634,847	0			
G Domestic Success	59	5,770,639	6			
H Aspiring Homemakers	80	6,440,418	7			
I Family Basics	2,213	5,687,500	214			
J Transient Renters	2,177	4,160,345	288			
K Municipal Tenants	1,808	4,149,642	240			
L Vintage Value	1,275	3,692,978	190			
M Modest Traditions	133	3,121,382	23			
N Urban Cohesion	258	3,547,766	40			
O Rental Hubs	4,206	5,518,789	419			
Totals	12,223	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 O Rental Hubs with a count of 4,206 representing 34.41 % of the overall distribution, in comparison to the base where 8.21 % 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 O Rental Hubs taking up 34.41 % 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

O Rental Hubs - 34.41 %



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

I Family Basics - 18.10 %



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 - 17.81 %



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