

Location Analyst

UK



Olde Queens Head, Halesowen Demog Report 0.5 Miles

Understanding Demographics

17 September, 2020

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Describing Olde Queens Head, Halesowen 0.5 (0.5 Miles) in relation to United Kingdom

Creation Date: September 17, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,684	28,345,190
Total Population	5,949	67,229,855
Total Males	2,916	33,173,050
Total Females	3,033	34,056,805

The current year estimates show a total resident population of 5,949 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,684 in your area and 28,345,190 in your base selection. This was split by 50.98 % of the population being female and 49.02 % being male in the study area.

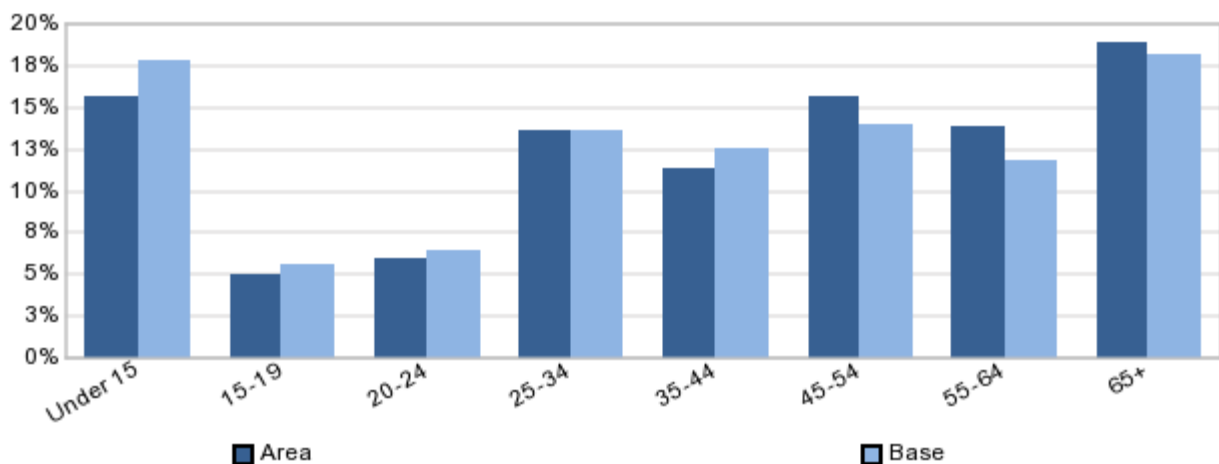
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	935	11,991,800	88
15-19	298	3,753,671	90
20-24	354	4,311,089	93
25-34	810	9,174,369	100
35-44	676	8,463,387	90
45-54	931	9,386,423	112
55-64	820	7,914,572	117
65+	1,124	12,234,544	104

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 1,124 representing 18.90 % of the study area. The smallest proportion is in age band 15-19 with a count of 298 which represents 5.01 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 117. The band that is most under represented is Under 15 with an index of 88, 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	380
White	5,262	58,246,060	102			
Gypsy / Traveller / Irish Traveller	2	68,310	26		■	
Mixed / Multiple Ethnic Groups	120	1,367,158	99			
Asian / Asian British: Indian	102	1,559,199	74		■	
Asian / Asian British: Pakistani	47	1,239,421	43		■	
Asian / Asian British: Bangladeshi	10	505,406	22		■	
Asian / Asian British: Chinese	24	497,465	54		■	
Asian / Asian British: Other Asian	65	969,724	75		■	
Black / African / Caribbean / Black British	108	2,122,714	58		■	
Other Ethnic Group	210	654,398	363		■	

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:

88.44 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.01 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.71 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.79 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.17 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.40 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.08 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.82 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
3.54 % Other Ethnic Group	0.97 % Other Ethnic Group

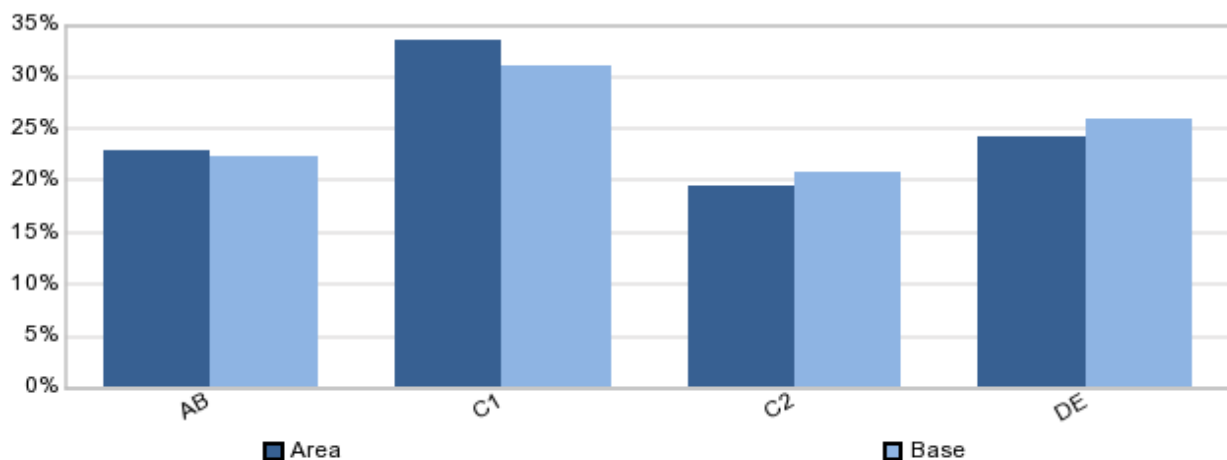
In the study area the largest ethnic group is White taking up 88.44 % of the population with a count of 5,262. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	92	100	109
AB Higher & intermediate manage/admin/prof	449	4,696,968	102		■	
C1 Supervisory, cleric, junior manage/admin/prof	662	6,510,031	108		■	
C2 Skilled manual workers	383	4,376,339	93		■	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	478	5,456,469	93		■	

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 C1 forms the largest proportion with 662 people falling into this group, which is 33.56 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 383 taking up 19.42 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 108, whereas the most under represented group is C2 with an index count of 93.

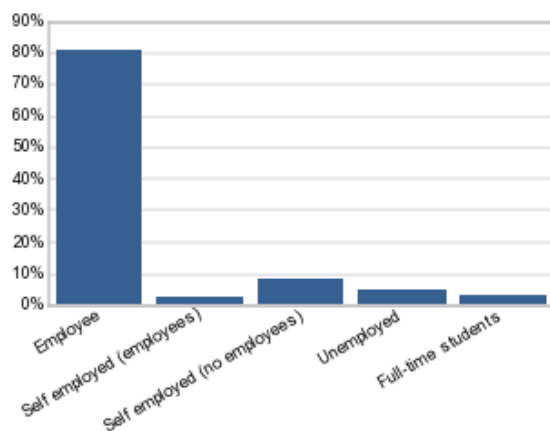
Understanding the Economic Activity

Economically Active	Area	Base	Index	65	100	152
Employee	2,555	26,483,068	104			
Self employed with employees	73	1,127,682	70			
Self employed without employees	262	3,705,246	76			
Unemployed	160	1,161,572	149			
Full-time students	112	1,695,620	71			
Economically Inactive				69	100	118
Retired	693	6,618,937	117			
Student	182	2,838,201	71			
Looking after home/ family	177	2,117,295	93			
Permanently sick/ disabled	182	2,168,755	94			
Other	96	1,076,085	99			

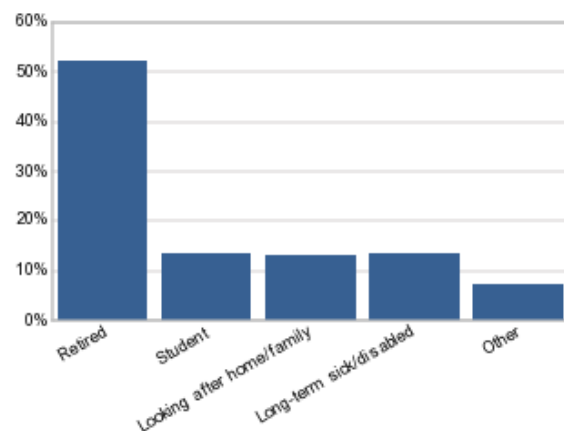
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 56.91 % of the population are employed, this is 2,555 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.62 %, 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 149, taking up 3.56 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 693 representing 15.43 %. The smallest inactive group is Other with 96 which is 2.13 %. When looking at the index values the group that is most over represented is Retired with an index of 117, representing 15.43 %.

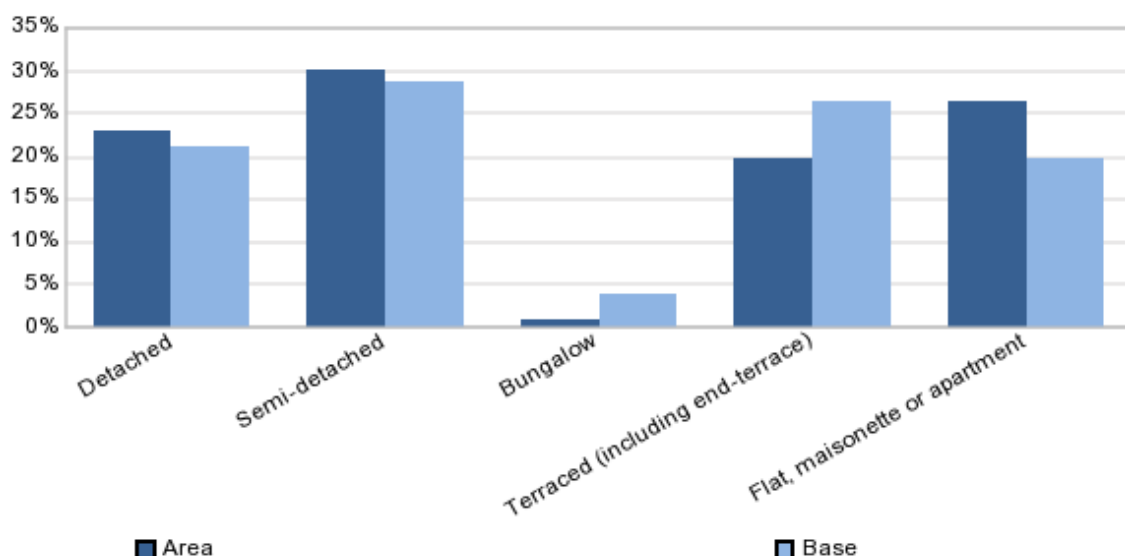
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	16	100	139
Detached	547	5,385,903	109			
Semi-detached	720	7,344,686	105			
Bungalow	21	1,039,099	22			
Terraced (including end-terrace)	468	6,699,890	75			
Flat, maisonette or apartment	629	5,007,460	134			

Source: Experian ConsumerView Household Directory 2019 .

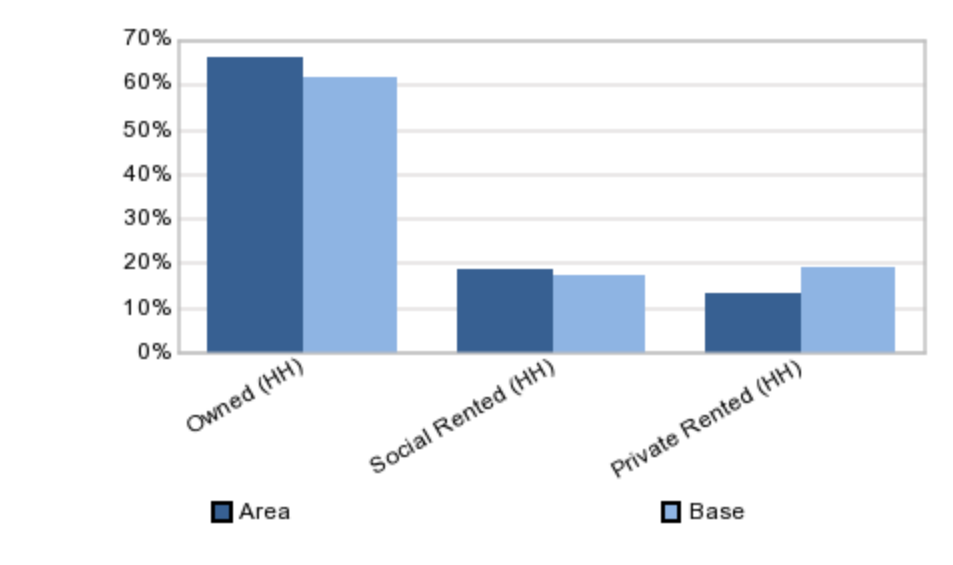
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	67	100	110
Owned (HH)	1,775	17,543,252	107		■	
Social Rented (HH)	512	4,965,267	109		■	
Private Rented (HH)	358	5,470,682	69		■	

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.



720 households within your area live in a Semi-detached dwelling, this is 30.18 %. 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 21 households and makes up 0.89 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 134, this makes up 26.38 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,775 making up 66.12 %. The smallest amount fall into the Private rented at 13.33 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 109, 19.08 % of households fall into this category in the study area.

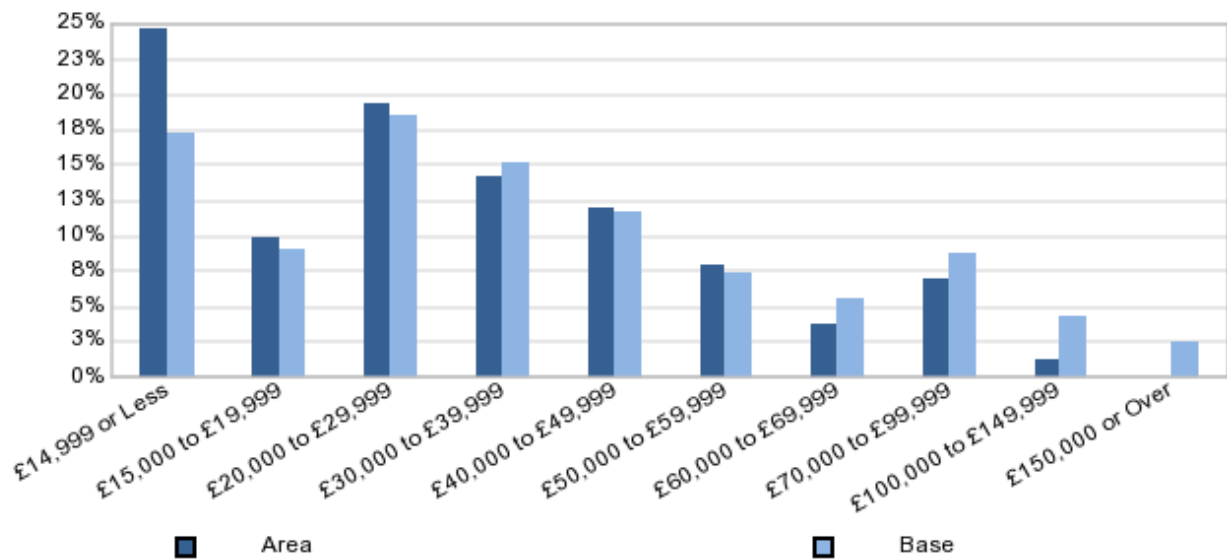
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	150
£14,999 or Less	662	4,889,206	143		■	
£15,000 to £19,999	264	2,538,634	110		■	
£20,000 to £29,999	519	5,253,752	104		■	
£30,000 to £39,999	382	4,304,210	94		■	
£40,000 to £49,999	321	3,318,086	102		■	
£50,000 to £59,999	213	2,106,080	107		■	
£60,000 to £69,999	101	1,573,962	68		■	
£70,000 to £99,999	187	2,469,683	80		■	
£100,000 to £149,999	34	1,215,381	29		■	
£150,000 or Over	1	676,196	2		■	

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.



926 households within your area have an income of £19,999 or less, this forms 34.52 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.05 %. 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 24.66 % with an index of 143, the most under represented banding is £150,000 or Over with a figure of 2 making up 0.05 % 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.

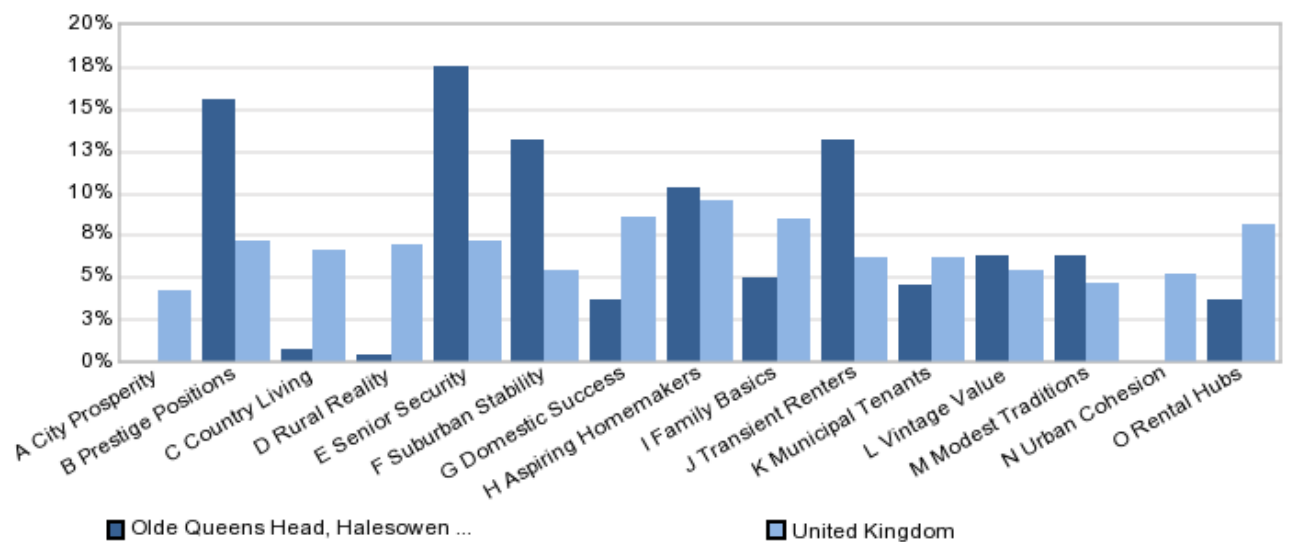
Understanding the residential profile by Mosaic UK 6

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	-12	100	259
A City Prosperity	0	2,849,374	0			
B Prestige Positions	921	4,798,133	217			
C Country Living	42	4,432,229	11			
D Rural Reality	26	4,656,104	6			
E Senior Security	1,042	4,767,632	247			
F Suburban Stability	785	3,634,847	244			
G Domestic Success	215	5,770,639	42			
H Aspiring Homemakers	610	6,440,418	107			
I Family Basics	297	5,687,500	59			
J Transient Renters	780	4,160,345	212			
K Municipal Tenants	269	4,149,642	73			
L Vintage Value	372	3,692,978	114			
M Modest Traditions	374	3,121,382	135			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	216	5,518,789	44			
Totals	5,949	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 E Senior Security with a count of 1,042 representing 17.52 % of the overall distribution, in comparison to the base where 7.09 % 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 E Senior Security taking up 17.52 % 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

E Senior Security - 17.52 %



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

B Prestige Positions - 15.48 %



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

F Suburban Stability - 13.19 %



Mature suburban owners living settled lives in mid-range housing.

Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet