Location Analyst UK

Village Inn, Skelmerdale Demographic Report 0.5 M

Understanding Demographics

17 September, 2020

Contents

Understanding the make-up of your area

	Area	Base
Total Households	3,385	28,345,190
Total Population	7,703	67,229,855
Total Males	3,741	33,173,050
Total Females	3,962	34,056,805

The current year estimates show a total resident population of 7,703 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,385 in your area and 28,345,190 in your base selection. This was split by 51.44 % of the population being female and 48.56 % 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			
				82	100	118
Under 15	1,520	11,991,800	111			
15-19	389	3,753,671	91			
20-24	578	4,311,089	117			
25-34	1,104	9,174,369	105			
35-44	881	8,463,387	91			
45-54	1,079	9,386,423	100			
55-64	761	7,914,572	84			
65+	1,391	12,234,544	99			

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.
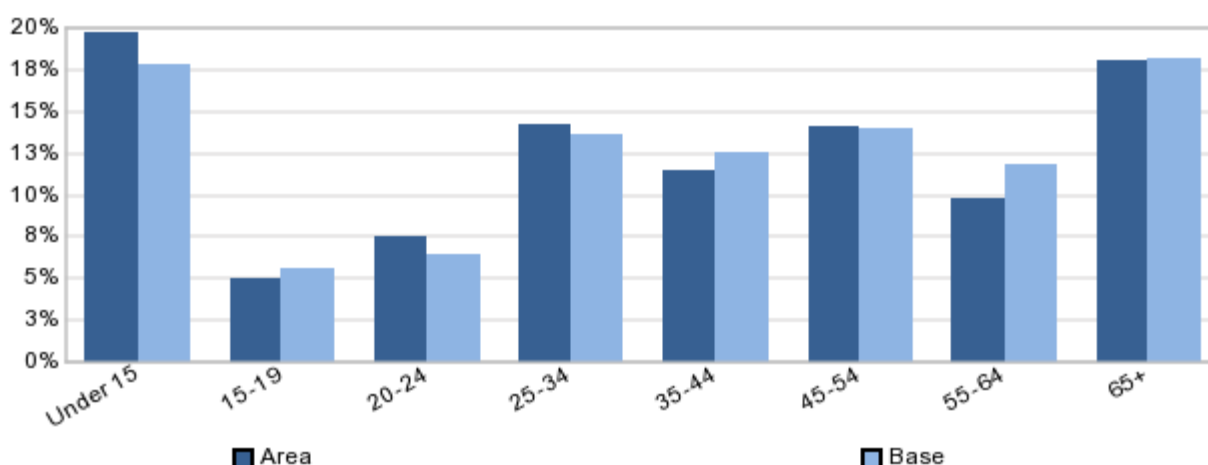
The highest proportion fall into age band Under 15 with a count of 1,520 representing 19.73 % of the study area. The smallest proportion is in age band 15-19 with a count of 389 which represents 5.05 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 117. The band that is most under represented is 55-64 with an index of 84, where an index* of 100 represents the national average.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index	
				-5 100 118
White	7,552	58,246,060	113	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	89	1,367,158	57	
Asian / Asian British: Indian	15	1,559,199	8	
Asian / Asian British: Pakistani	10	1,239,421	7	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	8	497,465	15	
Asian / Asian British: Other Asian	13	969,724	12	
Black / African / Caribbean / Black British	8	2,122,714	3	
Other Ethnic Group	7	654,398	9	

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:

98.04 % White
0.00 % Gypsy / Traveller / Irish Traveller
1.15 % Mixed / Multiple Ethnic Groups
0.19 % Asian / Asian British: Indian
0.13 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.11 % Asian / Asian British: Chinese
0.17 % Asian / Asian British: Other Asian
0.11 % Black / African / Caribbean / Black British
0.09 % 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 98.04 % of the population with a count of 7,552. 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	
				32 100 167
AB Higher & intermediate manage/admin/prof	220	4,696,968	39	
C1 Supervisory, cleric, junior manage/admin/prof	637	6,510,031	81	
C2 Skilled manual workers	615	4,376,339	117	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,058	5,456,469	161	

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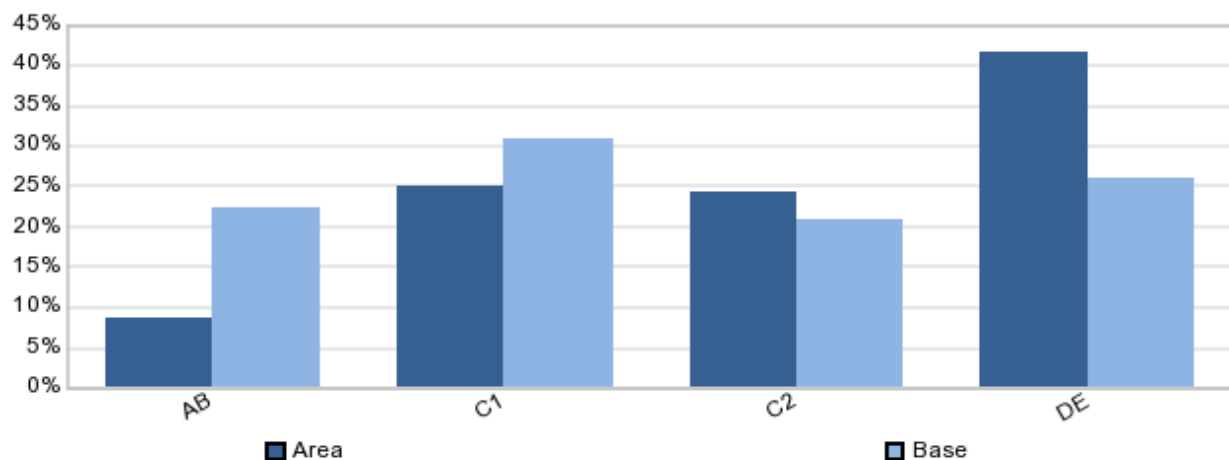
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 1,058 people falling into this group, which is 41.82 % of the overall distribution. The smallest proportion falls into grade AB with a count of 220 taking up 8.68 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 161, whereas the most under represented group is AB with an index count of 39.

Understanding the Economic Activity

Economically Active	Area	Base	Index
Employee	3,150	26,483,068	108
Self employed with employees	56	1,127,682	45
Self employed without employees	260	3,705,246	63
Unemployed	156	1,161,572	121
Full-time students	159	1,695,620	85

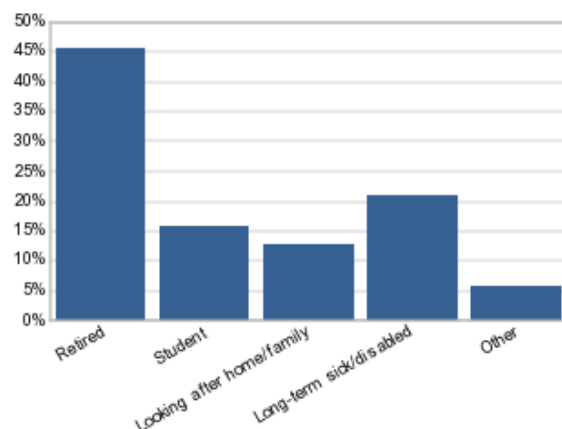| Economically Inactive			
Retired	770	6,618,937	102
Student	263	2,838,201	81
Looking after home/ family	214	2,117,295	88
Permanently sick/ disabled	353	2,168,755	142
Other	98	1,076,085	79

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
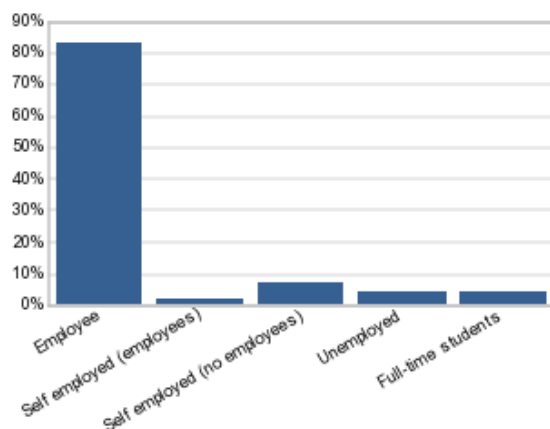
Economically Inactive - % by Category

Economic activity within the study area shows that 57.50 % of the population are employed, this is 3,150 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.02 %, 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 121, taking up 2.85 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 770 representing 14.06 %. The smallest inactive group is Other with 98 which is 1.78 %. When looking at the index values the group that is most over represented is Retired with an index of 102, representing 14.06 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	13	100	214
Detached	145	5,385,903	22			
Semi-detached	612	7,344,686	69			
Bungalow	181	1,039,099	145			
Terraced (including end-terrace)	1,654	6,699,890	205			
Flat, maisonette or apartment	470	5,007,460	78			

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.
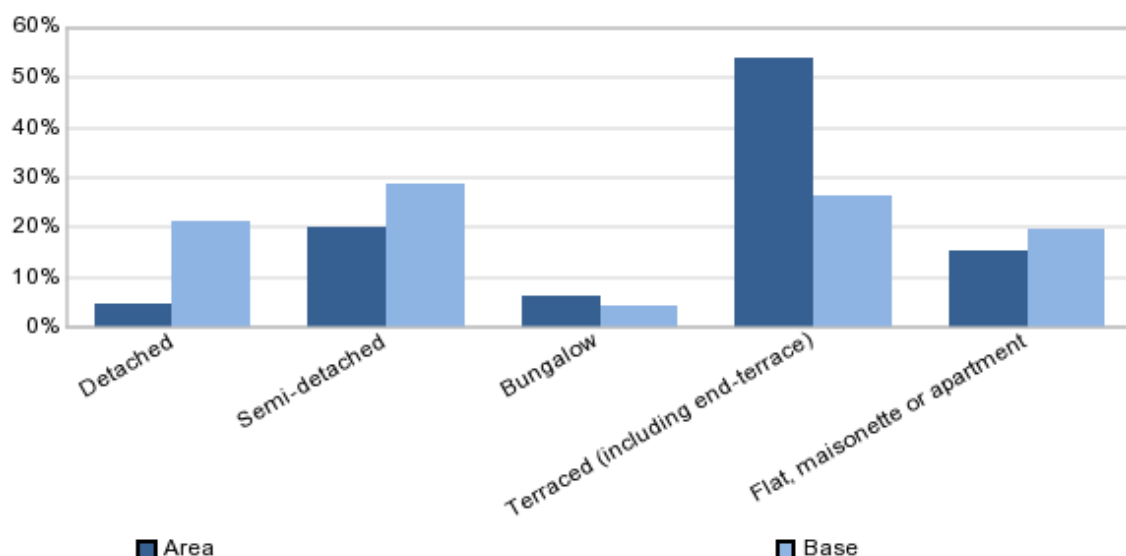
Tenure	Area	Base	Index	74	100	162
Owned (HH)	1,886	17,543,252	90			
Social Rented (HH)	943	4,965,267	159			
Private Rented (HH)	513	5,470,682	78			

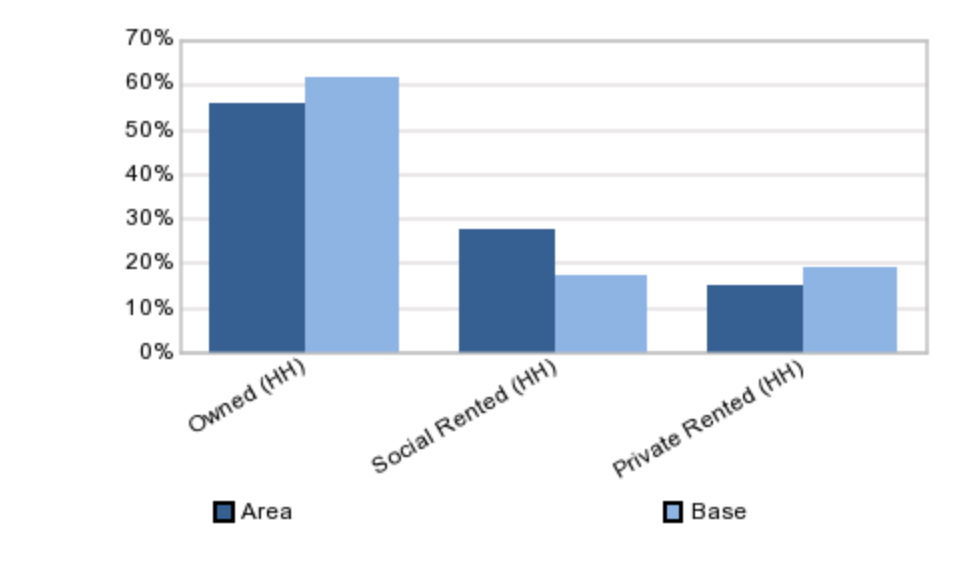Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

612 households within your area live in a Semi-detached dwelling, this is 20.00 %. 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 145 households and makes up 4.72 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 205, this makes up 54.03 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,886 making up 55.72 %. The smallest amount fall into the Private rented at 15.14 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 159, 27.85 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	-10	100	210
£14,999 or Less	1,167	4,889,206	200			
£15,000 to £19,999	501	2,538,634	165			
£20,000 to £29,999	892	5,253,752	142			
£30,000 to £39,999	663	4,304,210	129			
£40,000 to £49,999	108	3,318,086	27			
£50,000 to £59,999	36	2,106,080	14			
£60,000 to £69,999	14	1,573,962	7			
£70,000 to £99,999	5	2,469,683	2			
£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.
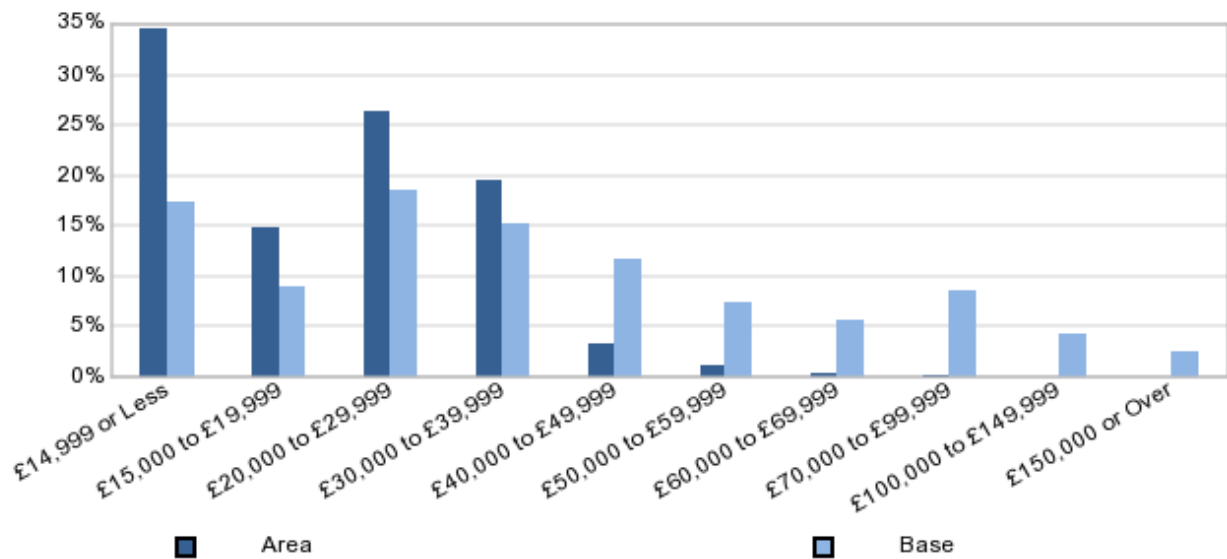
1,668 households within your area have an income of £19,999 or less, this forms 49.27 % of the overall distribution. The smallest count is 0 and these fall into household income band £100,000 to £149,999 making up 0.00 %. When using your base as a comparison, most households fall into the income band £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 34.48 % with an index of 200, the most under represented banding is £100,000 to £149,999 with a figure of 0 making up 0.00 % of the distribution.

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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	-19	100	408
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	9	4,656,104	2			
E Senior Security	63	4,767,632	11			
F Suburban Stability	111	3,634,847	27			
G Domestic Success	69	5,770,639	10			
H Aspiring Homemakers	676	6,440,418	92			
I Family Basics	1,718	5,687,500	264			
J Transient Renters	1,773	4,160,345	372			
K Municipal Tenants	1,289	4,149,642	271			
L Vintage Value	606	3,692,978	143			
M Modest Traditions	1,390	3,121,382	389			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	7,703	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.
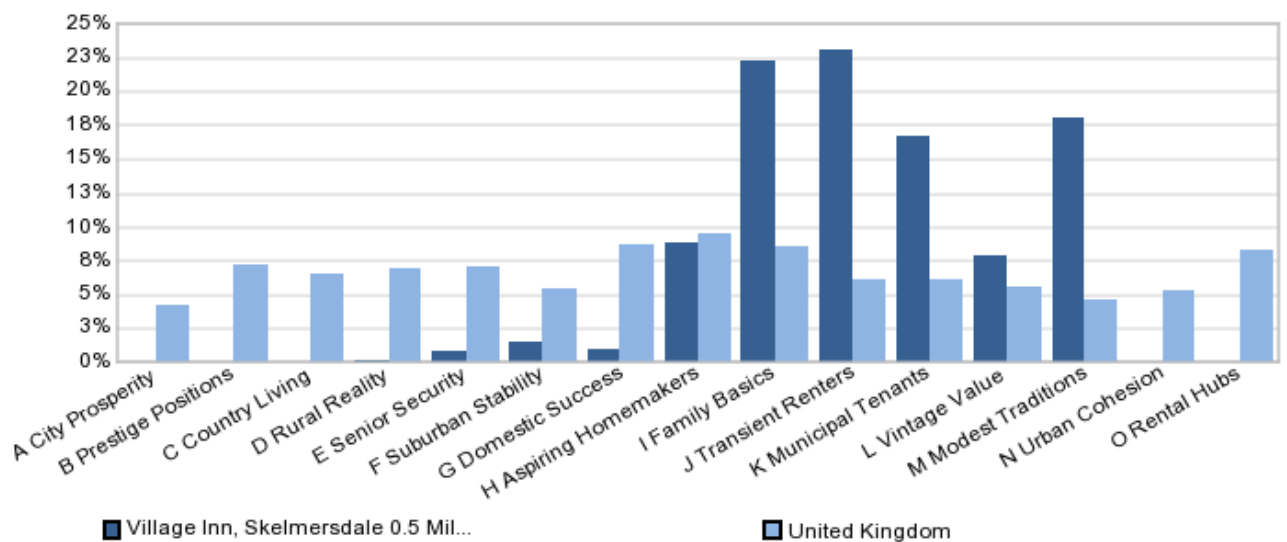
The largest group is J Transient Renters with a count of 1,773 representing 23.02 % of the overall distribution, in comparison to the base where 6.19 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is M Modest Traditions taking up 18.04 % 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

J Transient Renters - 23.02 %

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 - 22.30 %

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

M Modest Traditions - 18.04 %

Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income