

Location Analyst

UK



Olde Bridge Inn, Barnsley Demographic Report 0.5M

Understanding Demographics

17 September, 2020

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Describing Olde Bridge Inn, Barnsley 0.5 miles (0.5 Miles) in relation to United Kingdom
 Creation Date: September 17, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,059	28,345,190
Total Population	4,746	67,229,855
Total Males	2,375	33,173,050
Total Females	2,371	34,056,805

The current year estimates show a total resident population of 4,746 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,059 in your area and 28,345,190 in your base selection. This was split by 49.95 % of the population being female and 50.05 % being male in the study area.

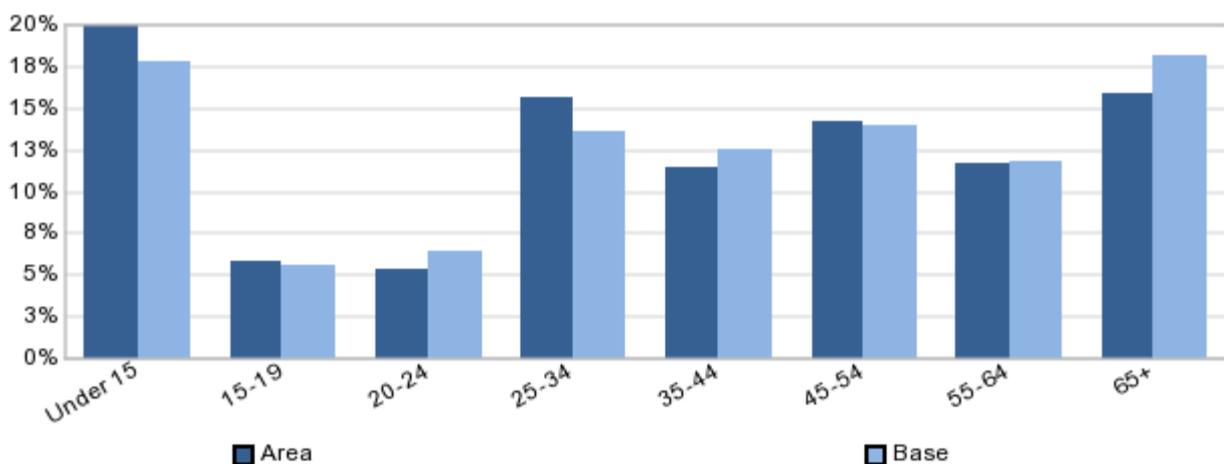
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			81	100	116
Under 15	947	11,991,800	112		
15-19	276	3,753,671	104		
20-24	254	4,311,089	83		
25-34	745	9,174,369	115		
35-44	540	8,463,387	90		
45-54	680	9,386,423	103		
55-64	552	7,914,572	99		
65+	752	12,234,544	87		

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 947 representing 19.96 % of the study area. The smallest proportion is in age band 20-24 with a count of 254 which represents 5.34 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 115. The band that is most under represented is 20-24 with an index of 83, 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
White	4,652	58,246,060	113
Gypsy / Traveller / Irish Traveller	0	68,310	0
Mixed / Multiple Ethnic Groups	34	1,367,158	35
Asian / Asian British: Indian	17	1,559,199	15
Asian / Asian British: Pakistani	0	1,239,421	0
Asian / Asian British: Bangladeshi	0	505,406	0
Asian / Asian British: Chinese	10	497,465	29
Asian / Asian British: Other Asian	6	969,724	8
Black / African / Caribbean / Black British	25	2,122,714	17
Other Ethnic Group	2	654,398	5

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:

98.01 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.71 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.36 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.22 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.12 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.54 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.05 % Other Ethnic Group	0.97 % Other Ethnic Group

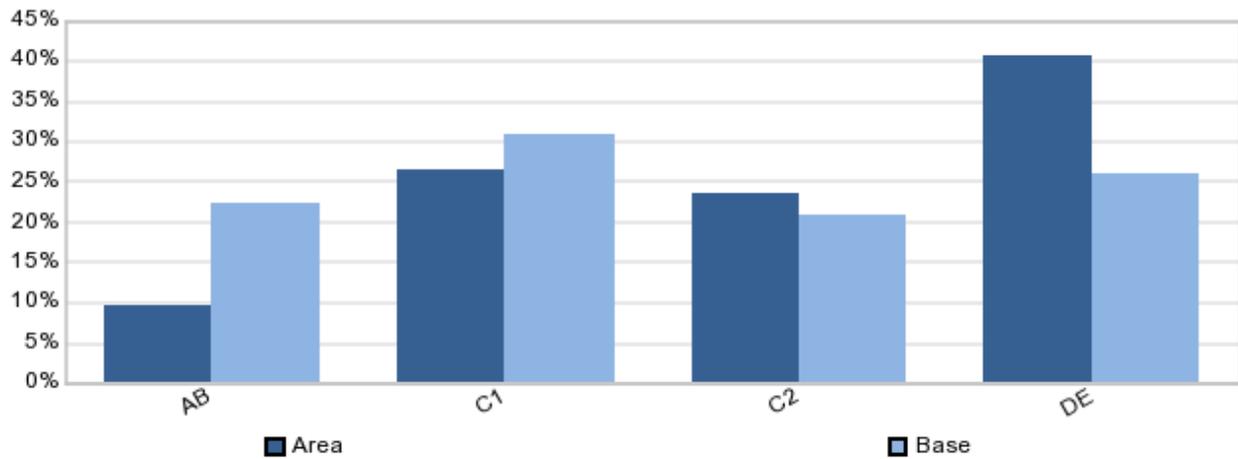
In the study area the largest ethnic group is White taking up 98.01 % of the population with a count of 4,652. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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
AB Higher & intermediate manage/admin/prof	152	4,696,968	43
C1 Supervisory, cleric, junior manage/admin/prof	423	6,510,031	86
C2 Skilled manual workers	372	4,376,339	112
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	643	5,456,469	156

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 643 people falling into this group, which is 40.47 % of the overall distribution. The smallest proportion falls into grade AB with a count of 152 taking up 9.56 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 156, whereas the most under represented group is AB with an index count of 43.

Understanding the Economic Activity

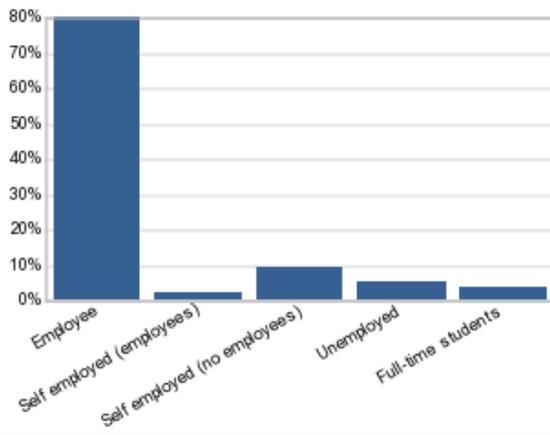
Economically Active	Area	Base	Index
Employee	1,870	26,483,068	103
Self employed with employees	46	1,127,682	60
Self employed without employees	219	3,705,246	86
Unemployed	120	1,161,572	151
Full-time students	87	1,695,620	75

Economically Inactive	Area	Base	Index
Retired	491	6,618,937	99
Student	114	2,838,201	53
Looking after home/ family	161	2,117,295	101
Permanently sick/ disabled	271	2,168,755	166
Other	76	1,076,085	94

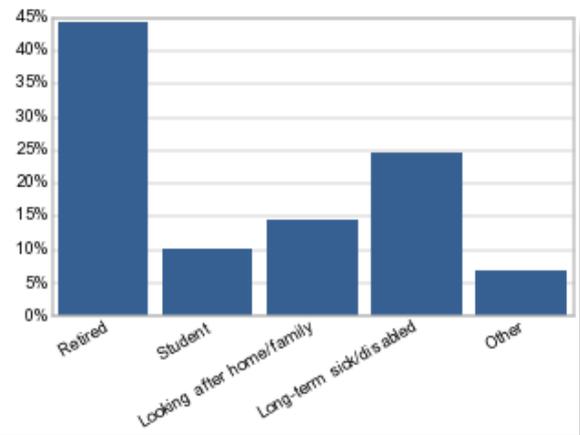
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 54.14 % of the population are employed, this is 1,870 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.34 %, 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 151, taking up 3.49 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 491 representing 14.22 %. The smallest inactive group is Other with 76 which is 2.20 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 101, representing 4.65 %.

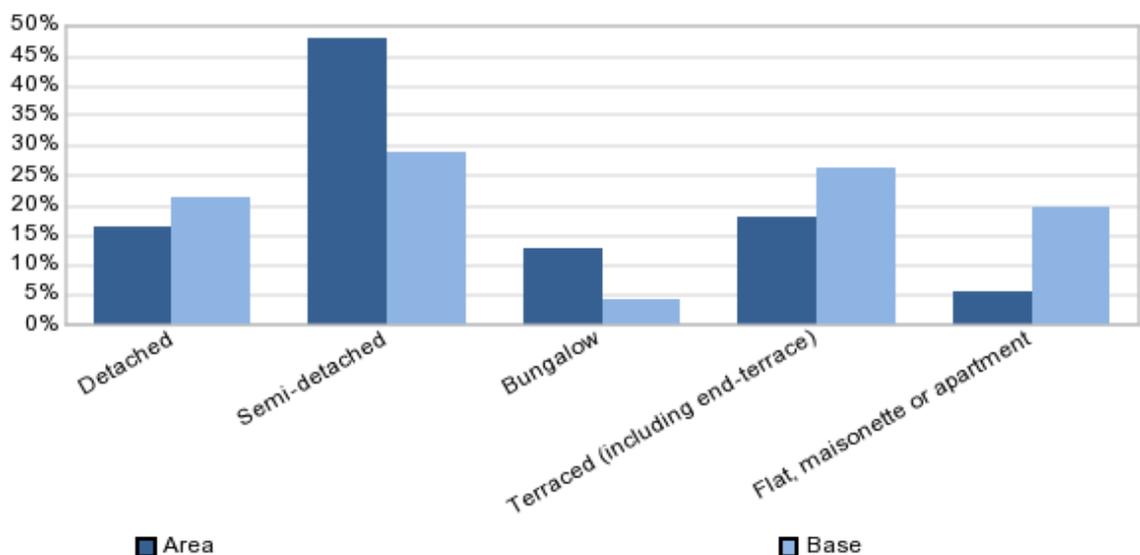
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	330	5,385,903	77
Semi-detached	962	7,344,686	165
Bungalow	256	1,039,099	311
Terraced (including end-terrace)	365	6,699,890	69
Flat, maisonette or apartment	106	5,007,460	27

Source: Experian ConsumerView Household Directory 2019 .

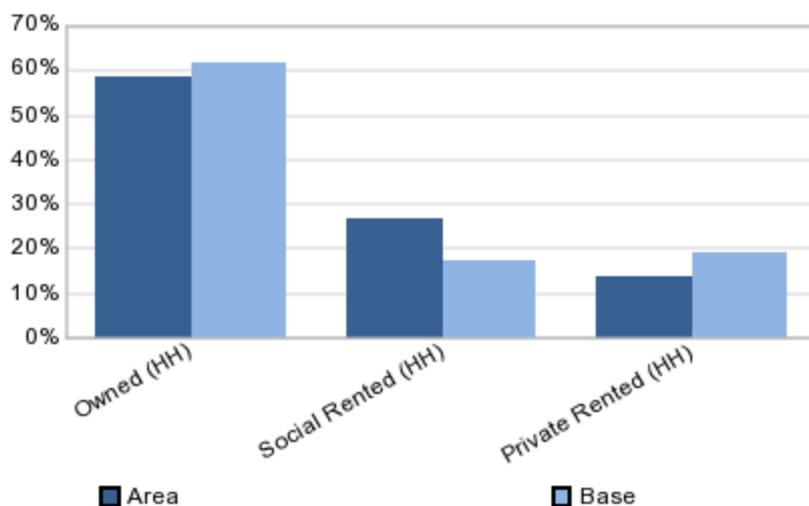
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,200	17,543,252	94
Social Rented (HH)	551	4,965,267	153
Private Rented (HH)	285	5,470,682	72

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.



962 households within your area live in a Semi-detached dwelling, this is 47.66 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 106 households and makes up 5.24 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 311, this makes up 12.69 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,200 making up 58.27 %. The smallest amount fall into the Private rented at 13.82 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 153, 26.75 % of households fall into this category in the study area.

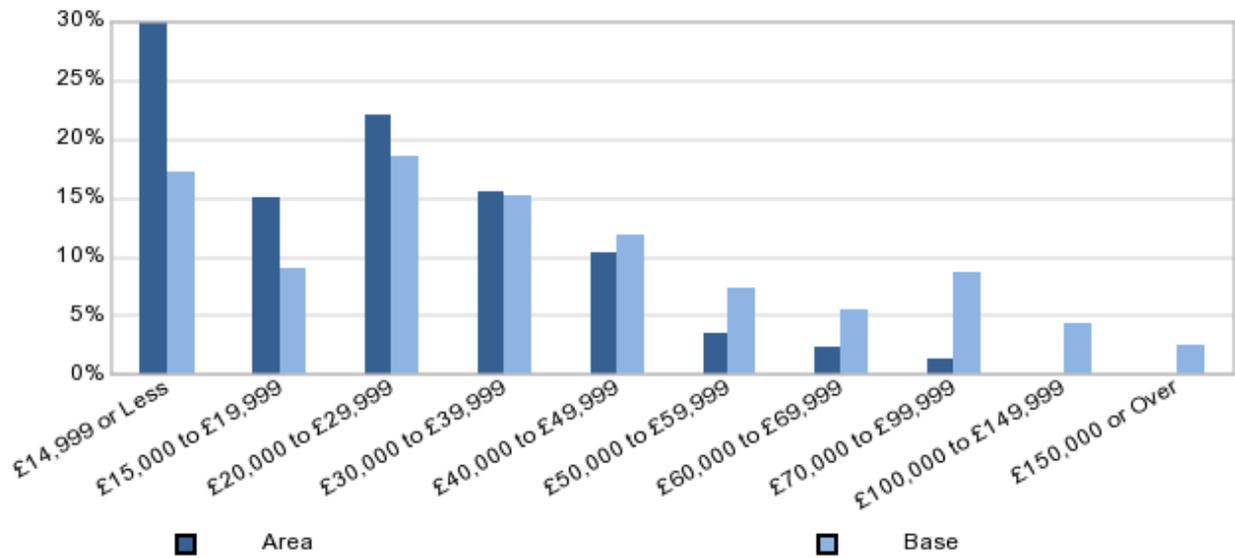
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	618	4,889,206	174
£15,000 to £19,999	310	2,538,634	168
£20,000 to £29,999	456	5,253,752	119
£30,000 to £39,999	319	4,304,210	102
£40,000 to £49,999	212	3,318,086	88
£50,000 to £59,999	73	2,106,080	48
£60,000 to £69,999	47	1,573,962	41
£70,000 to £99,999	26	2,469,683	14
£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.



927 households within your area have an income of £19,999 or less, this forms 45.04 % 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 30.00 % with an index of 174, 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.

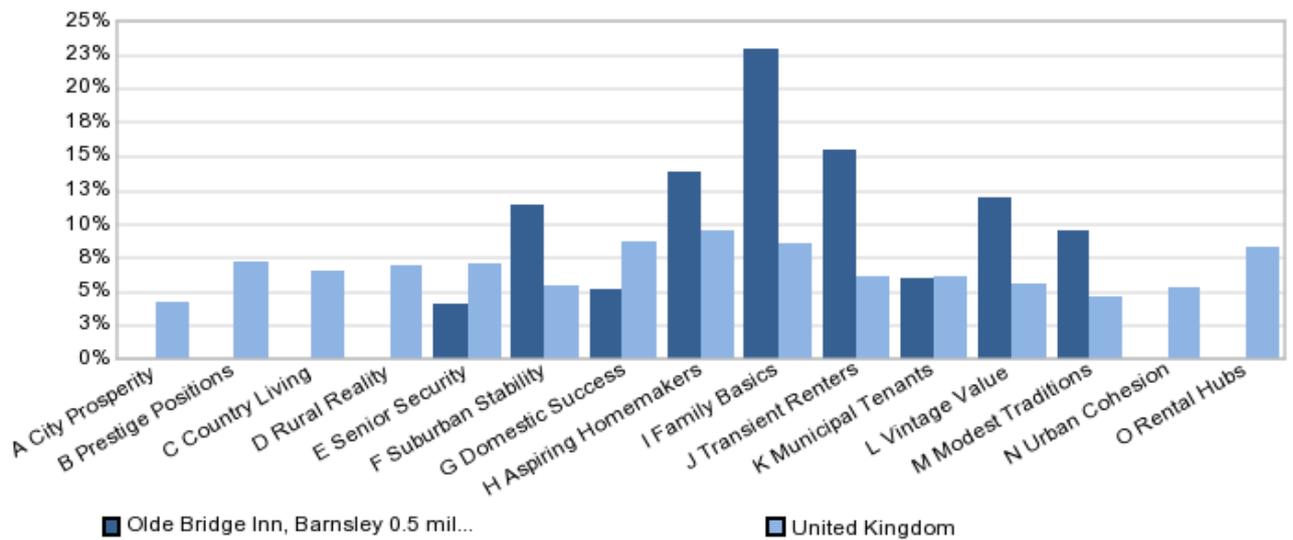
Understanding the residential profile by Mosaic UK 6

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
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	193	4,767,632	57
F Suburban Stability	539	3,634,847	210
G Domestic Success	242	5,770,639	59
H Aspiring Homemakers	656	6,440,418	144
I Family Basics	1,088	5,687,500	271
J Transient Renters	733	4,160,345	249
K Municipal Tenants	284	4,149,642	97
L Vintage Value	564	3,692,978	216
M Modest Traditions	447	3,121,382	203
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	0	5,518,789	0
Totals	4,746	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 1,088 representing 22.92 % 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 22.92 % 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 - 22.92 %



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 - 15.44 %



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

H Aspiring Homemakers - 13.82 %



Younger households settling down in housing priced within their means.

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay