

Location Analyst

UK



# White Lion, Walsall Demographic Report 0.5 Miles

## Understanding Demographics

17 September, 2020

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Describing White Lion, Walsall 0.5 Miles (0.5 Miles) in relation to United Kingdom  
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## Understanding the make-up of your area

	Area	Base
Total Households	5,234	28,345,190
Total Population	14,621	67,229,855
Total Males	7,325	33,173,050
Total Females	7,296	34,056,805

The current year estimates show a total resident population of 14,621 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 5,234 in your area and 28,345,190 in your base selection. This was split by 49.90 % of the population being female and 50.10 % being male in the study area.

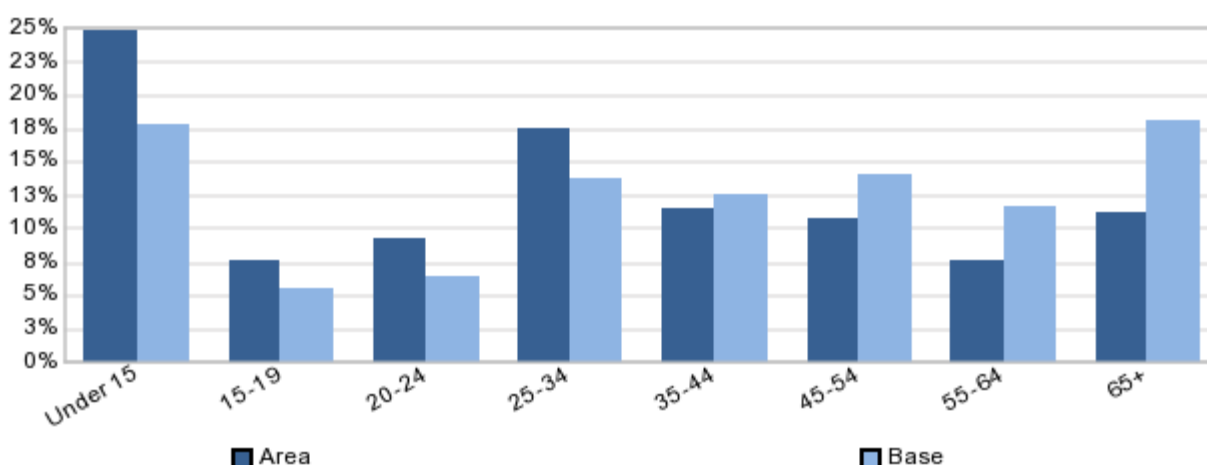
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index	57	100	148
Under 15	3,637	11,991,800	139			
15-19	1,108	3,753,671	136			
20-24	1,348	4,311,089	144			
25-34	2,547	9,174,369	128			
35-44	1,666	8,463,387	91			
45-54	1,564	9,386,423	77			
55-64	1,112	7,914,572	65			
65+	1,639	12,234,544	62			

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 3,637 representing 24.87 % of the study area. The smallest proportion is in age band 15-19 with a count of 1,108 which represents 7.58 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 144. The band that is most under represented is 65+ with an index of 62, 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	2011
White	5,456	58,246,060	43		
Gypsy / Traveller / Irish Traveller	24	68,310	162		
Mixed / Multiple Ethnic Groups	561	1,367,158	189		
Asian / Asian British: Indian	1,554	1,559,199	458		
Asian / Asian British: Pakistani	3,284	1,239,421	1,219		
Asian / Asian British: Bangladeshi	2,107	505,406	1,917		
Asian / Asian British: Chinese	103	497,465	95		
Asian / Asian British: Other Asian	524	969,724	248		
Black / African / Caribbean / Black British	817	2,122,714	177		
Other Ethnic Group	190	654,398	133		

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:

37.32 % White	86.64 % White
0.16 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
3.84 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
10.63 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
22.46 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
14.41 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.71 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
3.58 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
5.59 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
1.30 % Other Ethnic Group	0.97 % Other Ethnic Group

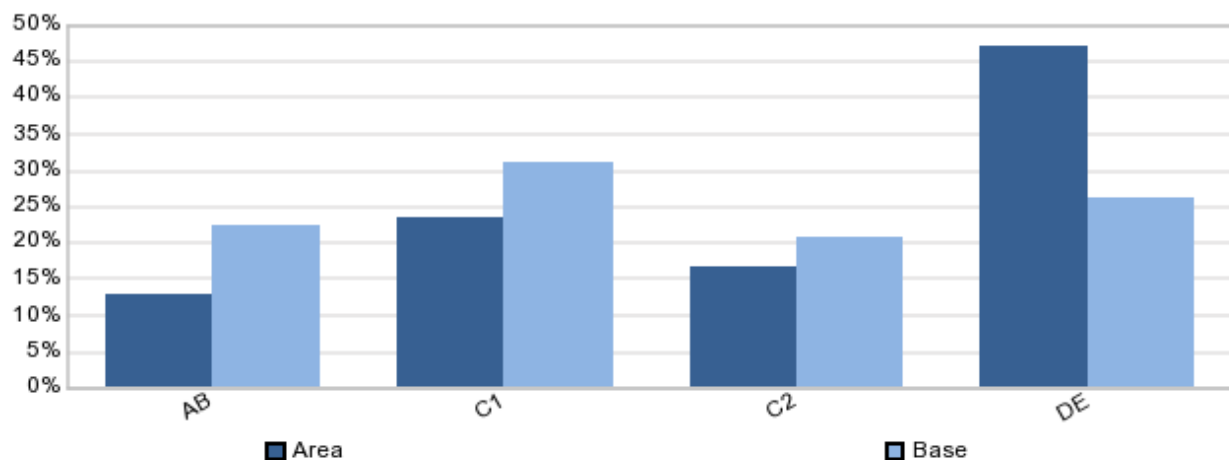
In the study area the largest ethnic group is White taking up 37.32 % of the population with a count of 5,456. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 24, 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	50	100	188
AB Higher & intermediate manage/admin/prof	535	4,696,968	57			
C1 Supervisory, cleric, junior manage/admin/prof	983	6,510,031	76			
C2 Skilled manual workers	700	4,376,339	80			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,984	5,456,469	182			

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 1,984 people falling into this group, which is 47.20 % of the overall distribution. The smallest proportion falls into grade AB with a count of 535 taking up 12.74 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 182, whereas the most under represented group is AB with an index count of 57.

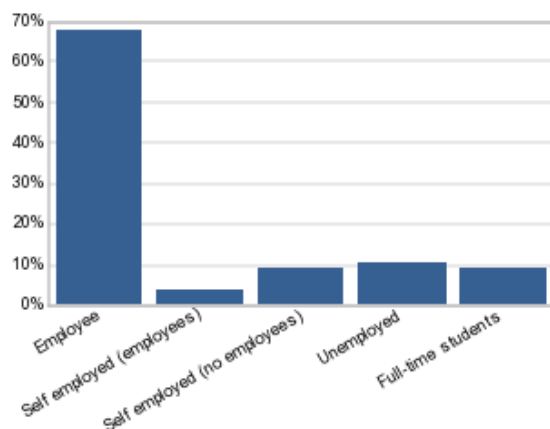
## Understanding the Economic Activity

Economically Active	Area	Base	Index	70100	308
Employee	3,910	26,483,068	88	<div><div></div></div>	<div><div></div></div>
Self employed with employees	229	1,127,682	121	<div><div></div></div>	<div><div></div></div>
Self employed without employees	510	3,705,246	82	<div><div></div></div>	<div><div></div></div>
Unemployed	581	1,161,572	297	<div><div></div></div>	<div><div></div></div>
Full-time students	517	1,695,620	181	<div><div></div></div>	<div><div></div></div>
Economically Inactive					
Retired	951	6,618,937	50	<div><div></div></div>	<div><div></div></div>
Student	1,033	2,838,201	128	<div><div></div></div>	<div><div></div></div>
Looking after home/ family	961	2,117,295	159	<div><div></div></div>	<div><div></div></div>
Permanently sick/ disabled	676	2,168,755	109	<div><div></div></div>	<div><div></div></div>
Other	605	1,076,085	197	<div><div></div></div>	<div><div></div></div>

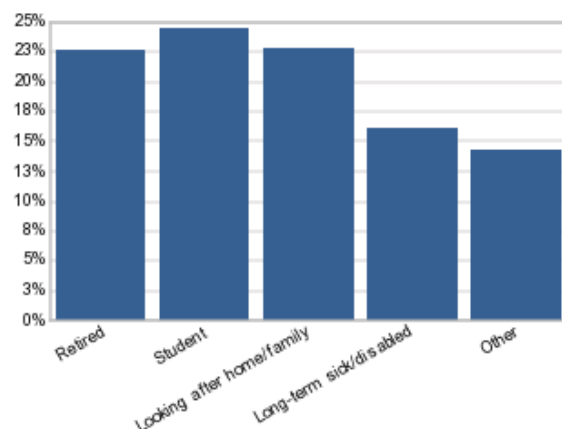
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 39.21 % of the population are employed, this is 3,910 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.30 %, 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 297, taking up 5.83 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 1,033 representing 10.36 %. The smallest inactive group is Other with 605 which is 6.06 %. When looking at the index values the group that is most over represented is Other with an index of 197, representing 6.06 %.

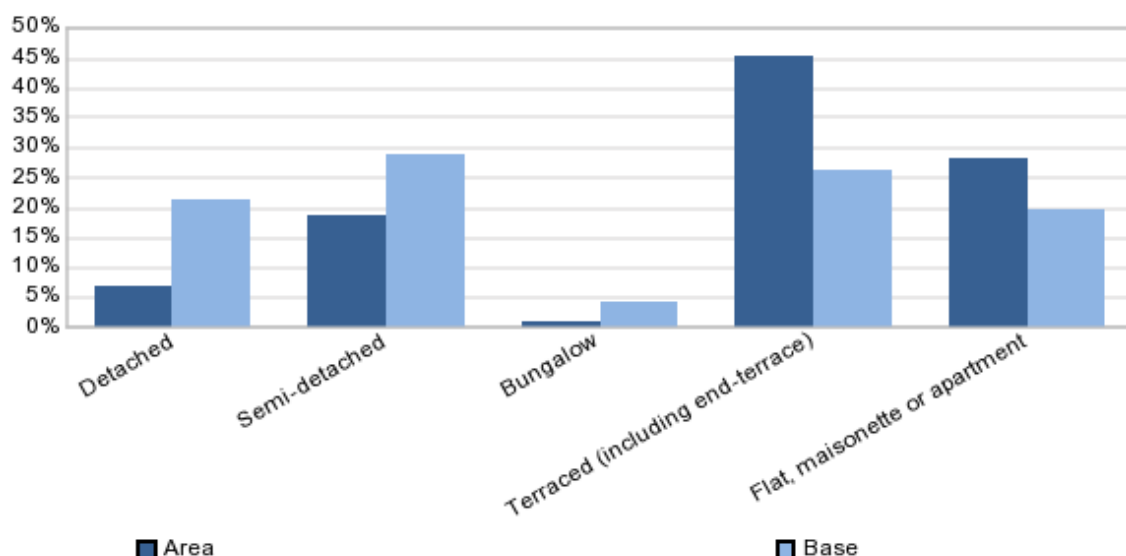
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	16	100	179
Detached	330	5,385,903	33			
Semi-detached	899	7,344,686	65			
Bungalow	47	1,039,099	24			
Terraced (including end-terrace)	2,159	6,699,890	172			
Flat, maisonette or apartment	1,345	5,007,460	143			

Source: Experian ConsumerView Household Directory 2019 .

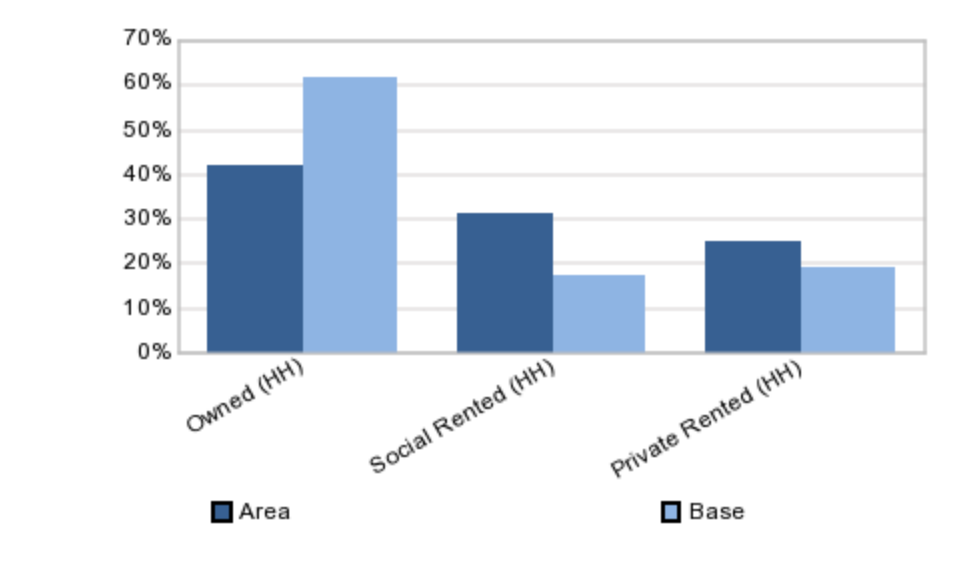
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	62	100	184
Owned (HH)	2,211	17,543,252	68			
Social Rented (HH)	1,641	4,965,267	179			
Private Rented (HH)	1,311	5,470,682	130			

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.



899 households within your area live in a Semi-detached dwelling, this is 18.81 %. 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 47 households and makes up 0.99 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 172, this makes up 45.16 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,211 making up 42.25 %. The smallest amount fall into the Private rented at 25.05 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 179, 31.36 % of households fall into this category in the study area.

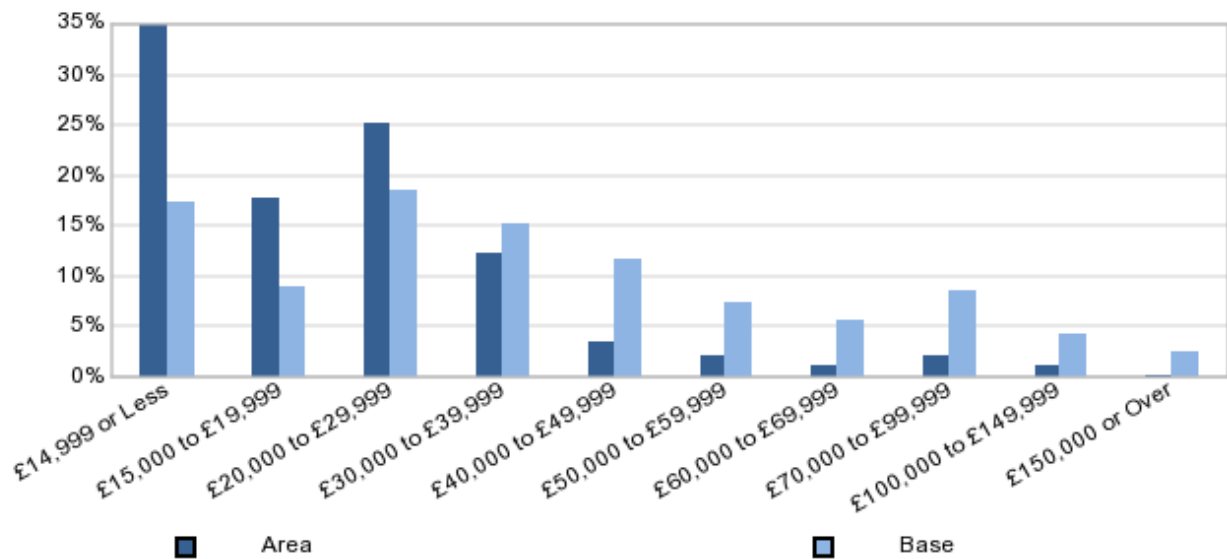
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## Understanding the Household Income

Household Income	Area	Base	Index	0	100	212
£14,999 or Less	1,829	4,889,206	203			
£15,000 to £19,999	922	2,538,634	197			
£20,000 to £29,999	1,322	5,253,752	136			
£30,000 to £39,999	645	4,304,210	81			
£40,000 to £49,999	177	3,318,086	29			
£50,000 to £59,999	108	2,106,080	28			
£60,000 to £69,999	56	1,573,962	19			
£70,000 to £99,999	113	2,469,683	25			
£100,000 to £149,999	55	1,215,381	24			
£150,000 or Over	8	676,196	7			

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.



2,751 households within your area have an income of £19,999 or less, this forms 52.56 % of the overall distribution. The smallest count is 8 and these fall into household income band £150,000 or Over making up 0.16 %. 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 34.94 % with an index of 203, the most under represented banding is £150,000 or Over with a figure of 7 making up 0.16 % 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.

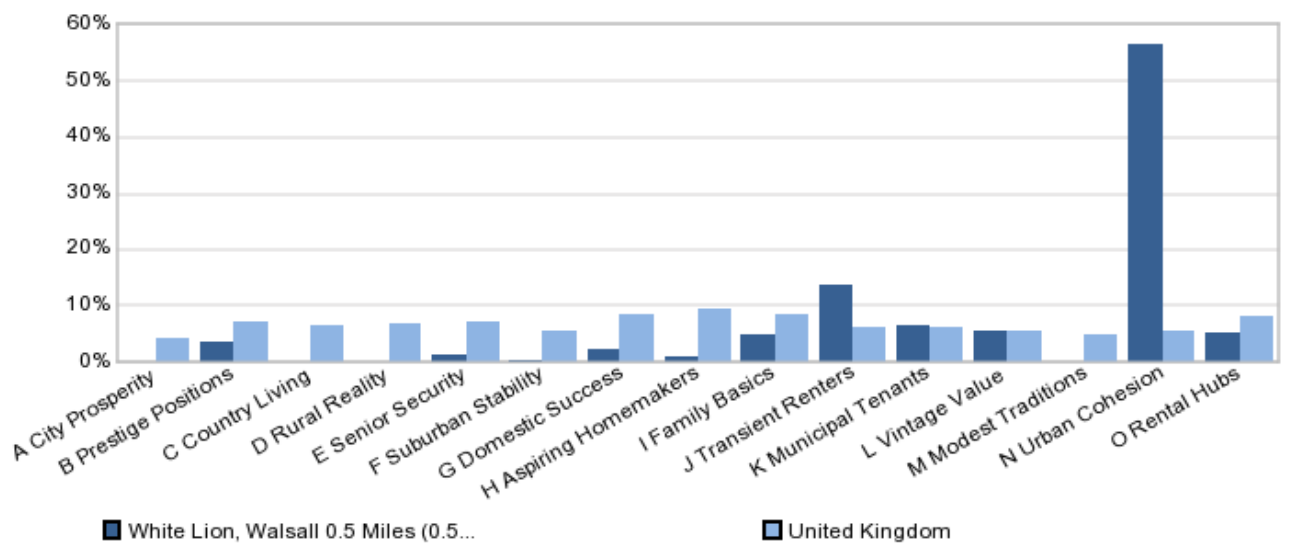
## Understanding the residential profile by Mosaic UK 6

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	-53	1124
A City Prosperity	0	2,849,374	0		
B Prestige Positions	507	4,798,133	49		
C Country Living	0	4,432,229	0		
D Rural Reality	0	4,656,104	0		
E Senior Security	167	4,767,632	16		
F Suburban Stability	38	3,634,847	5		
G Domestic Success	305	5,770,639	24		
H Aspiring Homemakers	140	6,440,418	10		
I Family Basics	709	5,687,500	57		
J Transient Renters	1,994	4,160,345	220		
K Municipal Tenants	944	4,149,642	105		
L Vintage Value	793	3,692,978	99		
M Modest Traditions	8	3,121,382	1		
N Urban Cohesion	8,260	3,547,766	1,071		
O Rental Hubs	755	5,518,789	63		
Totals	14,621	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 N Urban Cohesion with a count of 8,260 representing 56.50 % of the overall distribution, in comparison to the base where 5.28 % 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 N Urban Cohesion taking up 56.50 % 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

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### N Urban Cohesion - 56.50 %



Residents of settled urban communities with a strong sense of identity.

#### Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology

### J Transient Renters - 13.64 %



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

### K Municipal Tenants - 6.46 %



Urban residents renting high density housing from social landlords.

#### Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones