

Location Analyst

UK



# Windmill LE12 8JA 0.5 miles Demog Report

## Understanding Demographics

13 October, 2020

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

## Understanding the make-up of your area

	Area	Base
Total Households	551	28,345,190
Total Population	1,336	67,229,855
Total Males	601	33,173,050
Total Females	735	34,056,805

The current year estimates show a total resident population of 1,336 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 551 in your area and 28,345,190 in your base selection. This was split by 55.00 % of the population being female and 45.00 % being male in the study area.

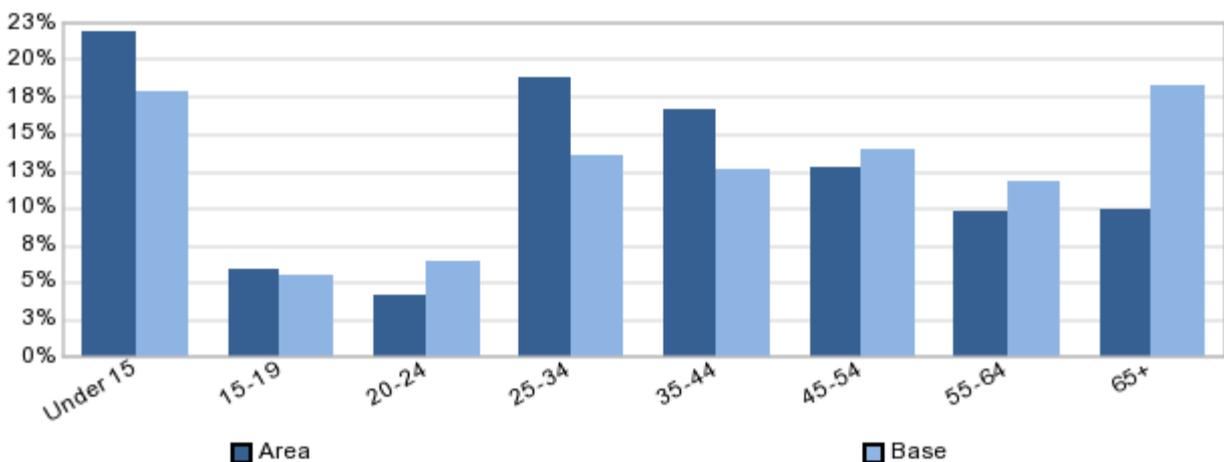
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index	Index Scale		
				50	100	142
Under 15	294	11,991,800	123	██████████		
15-19	78	3,753,671	105	██████		
20-24	56	4,311,089	65	██████		
25-34	251	9,174,369	138	██████████		
35-44	224	8,463,387	133	██████████		
45-54	170	9,386,423	91	██████		
55-64	131	7,914,572	83	██████		
65+	133	12,234,544	55	██████		

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 294 representing 21.99 % of the study area. The smallest proportion is in age band 20-24 with a count of 56 which represents 4.16 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 138. The band that is most under represented is 65+ with an index of 55, 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	1,290	58,246,060	111
Gypsy / Traveller / Irish Traveller	2	68,310	115
Mixed / Multiple Ethnic Groups	16	1,367,158	58
Asian / Asian British: Indian	11	1,559,199	37
Asian / Asian British: Pakistani	1	1,239,421	5
Asian / Asian British: Bangladeshi	0	505,406	5
Asian / Asian British: Chinese	4	497,465	40
Asian / Asian British: Other Asian	3	969,724	15
Black / African / Caribbean / Black British	5	2,122,714	12
Other Ethnic Group	4	654,398	33

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:

96.52 % White	86.64 % White
0.12 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.18 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.85 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.09 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.30 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.21 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.37 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.33 % Other Ethnic Group	0.97 % Other Ethnic Group

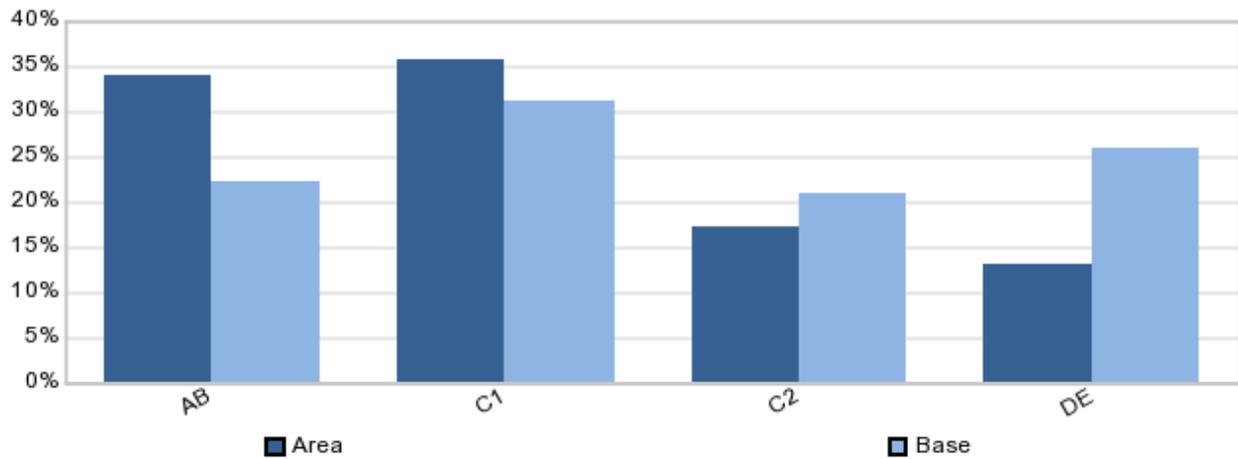
In the study area the largest ethnic group is White taking up 96.52 % of the population with a count of 1,290. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	158	4,696,968	152
C1 Supervisory, cleric, junior manage/admin/prof	166	6,510,031	115
C2 Skilled manual workers	81	4,376,339	83
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	61	5,456,469	50

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 166 people falling into this group, which is 35.59 % of the overall distribution. The smallest proportion falls into grade DE with a count of 61 taking up 13.10 %. When comparing this to the selected base the most over represented grade is AB with an index\* count of 152, whereas the most under represented group is DE with an index count of 50.

## Understanding the Economic Activity

Economically Active	Area	Base	Index <sup>48</sup>	100	111
Employee	624	26,483,068	109		
Self employed with employees	17	1,127,682	71		
Self employed without employees	62	3,705,246	77		
Unemployed	13	1,161,572	52		
Full-time students	26	1,695,620	70		

Economically Inactive	Area	Base	Index <sup>67</sup>	100	117
Retired	108	6,618,937	108		
Student	44	2,838,201	103		
Looking after home/ family	37	2,117,295	115		
Permanently sick/ disabled	24	2,168,755	72		
Other	11	1,076,085	70		

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

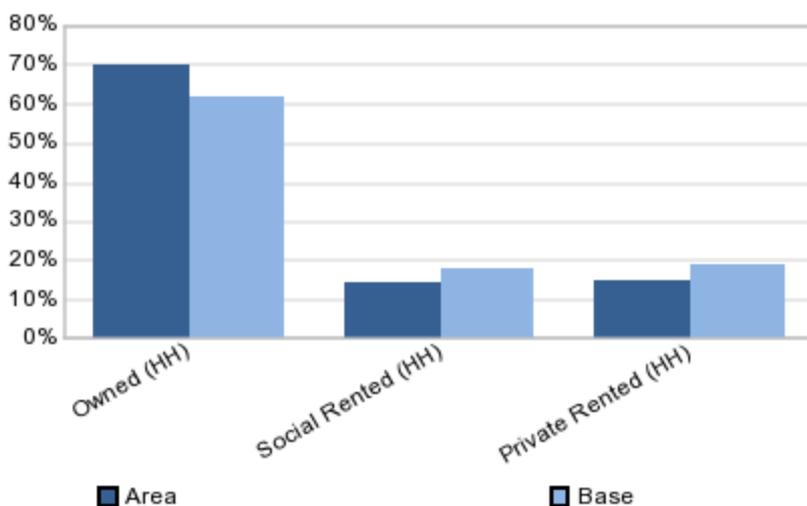
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	387	17,543,252	113
Social Rented (HH)	79	4,965,267	82
Private Rented (HH)	82	5,470,682	77

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.



124 households within your area live in a Semi-detached dwelling, this is 25.58 %. 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 14 households and makes up 2.80 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 234, this makes up 49.51 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 387 making up 70.18 %. The smallest amount fall into the Social rented at 14.31 %. When looking at the index figures the most over represented tenure type is Owned with an index of 113, 70.18 % of households fall into this category in the study area.

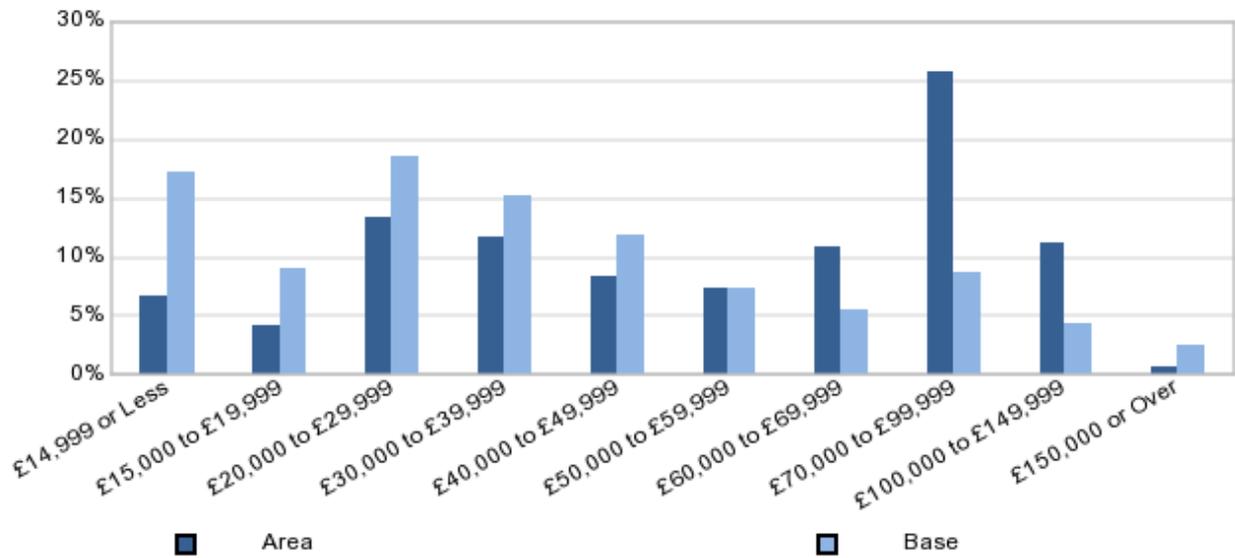
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	37	4,889,206	39
£15,000 to £19,999	23	2,538,634	47
£20,000 to £29,999	73	5,253,752	72
£30,000 to £39,999	64	4,304,210	77
£40,000 to £49,999	46	3,318,086	72
£50,000 to £59,999	41	2,106,080	100
£60,000 to £69,999	59	1,573,962	194
£70,000 to £99,999	142	2,469,683	296
£100,000 to £149,999	61	1,215,381	260
£150,000 or Over	3	676,196	26

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.



60 households within your area have an income of £19,999 or less, this forms 10.88 % of the overall distribution. The smallest count is 3 and these fall into household income band £150,000 or Over making up 0.63 %. 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 £70,000 to £99,999 is over represented making up 25.76 % with an index of 296, the most under represented banding is £150,000 or Over with a figure of 26 making up 0.63 % 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.

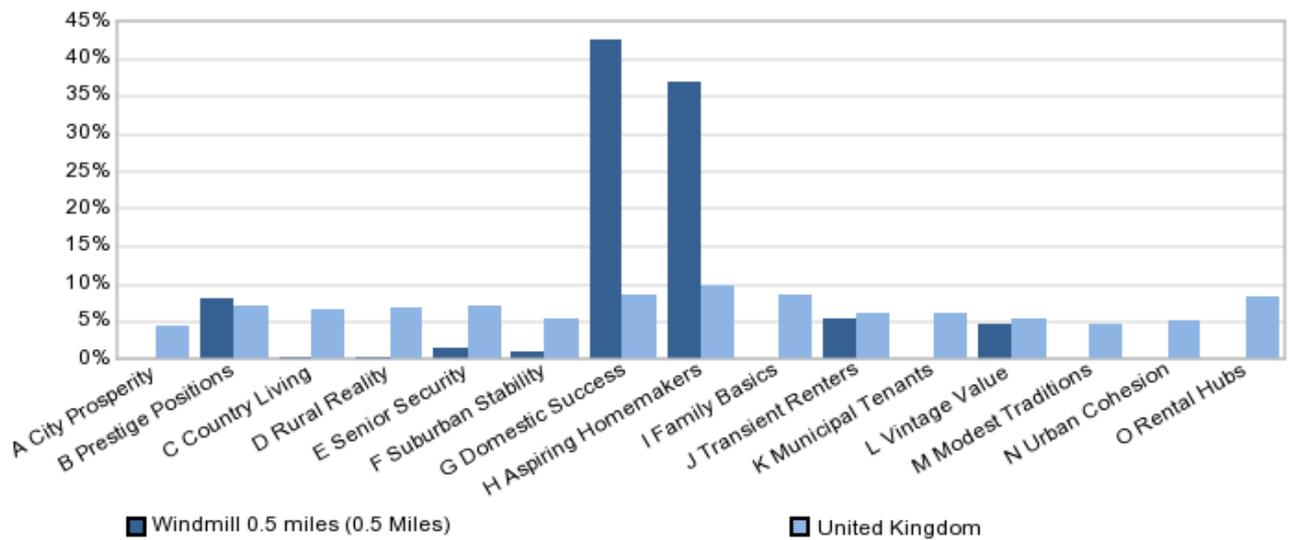
## Understanding the residential profile by Mosaic UK 6

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	106	4,798,133	111
C Country Living	2	4,432,229	2
D Rural Reality	3	4,656,104	4
E Senior Security	20	4,767,632	21
F Suburban Stability	11	3,634,847	15
G Domestic Success	570	5,770,639	497
H Aspiring Homemakers	494	6,440,418	386
I Family Basics	0	5,687,500	0
J Transient Renters	71	4,160,345	86
K Municipal Tenants	0	4,149,642	0
L Vintage Value	59	3,692,978	80
M Modest Traditions	0	3,121,382	0
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	0	5,518,789	0
<b>Totals</b>	<b>1,336</b>	<b>67,229,855</b>	

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 G Domestic Success with a count of 570 representing 42.64 % of the overall distribution, in comparison to the base where 8.58 % 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 G Domestic Success taking up 42.64 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

\*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 top three Mosaic UK 6 Groups

### G Domestic Success - 42.64 %



Thriving families who are busy bringing up children and following careers.

#### Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

### H Aspiring Homemakers - 36.95 %



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

### B Prestige Positions - 7.91 %



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