

Location Analyst

UK



British Arms demographic report 0.5

Understanding Demographics

13 October, 2020

Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Describing British Arms demographic report 0.5 (0.5 Miles) in relation to United Kingdom
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,651	28,345,190
Total Population	6,151	67,229,855
Total Males	3,031	33,173,050
Total Females	3,120	34,056,805

The current year estimates show a total resident population of 6,151 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,651 in your area and 28,345,190 in your base selection. This was split by 50.72 % of the population being female and 49.28 % being male in the study area.

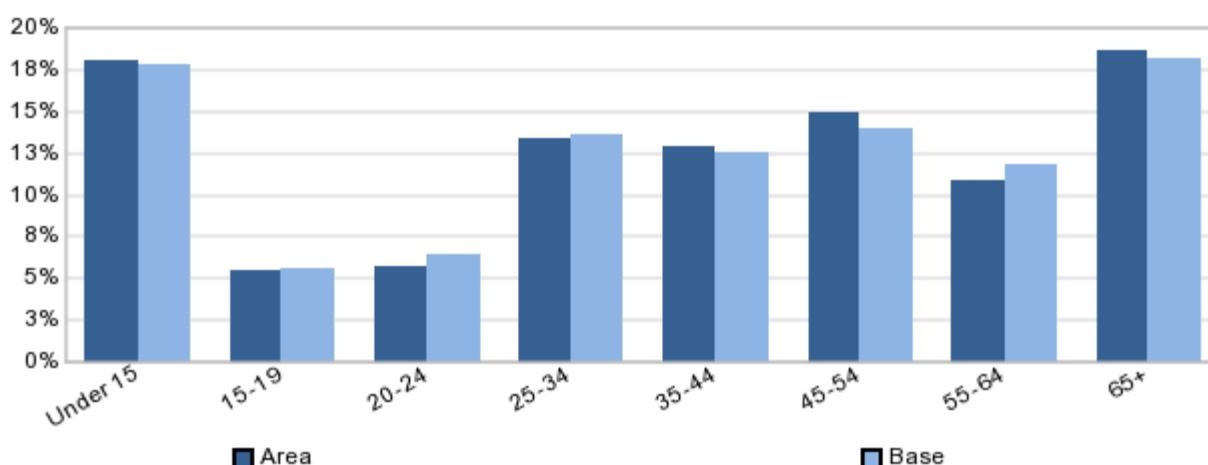
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,108	11,991,800	101
15-19	334	3,753,671	97
20-24	350	4,311,089	89
25-34	824	9,174,369	98
35-44	796	8,463,387	103
45-54	923	9,386,423	107
55-64	669	7,914,572	92
65+	1,146	12,234,544	102

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 1,146 representing 18.63 % of the study area. The smallest proportion is in age band 15-19 with a count of 334 which represents 5.44 %. In the study area the most over represented age band in comparison to the base selection is 45-54 with an index value of 107. The band that is most under represented is 20-24 with an index of 89, 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	5,906	58,246,060	111	
Gypsy / Traveller / Irish Traveller	0	68,310	2	
Mixed / Multiple Ethnic Groups	130	1,367,158	104	
Asian / Asian British: Indian	35	1,559,199	24	
Asian / Asian British: Pakistani	10	1,239,421	9	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	15	497,465	33	
Asian / Asian British: Other Asian	9	969,724	10	
Black / African / Caribbean / Black British	45	2,122,714	23	
Other Ethnic Group	1	654,398	2	

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:

96.02 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.11 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.56 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.16 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.24 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.15 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.73 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.02 % Other Ethnic Group	0.97 % Other Ethnic Group

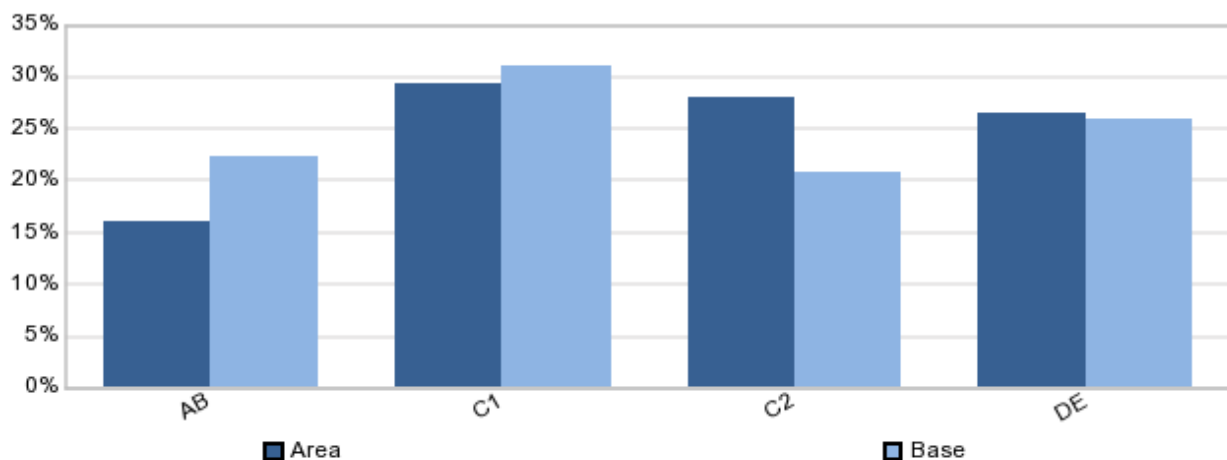
In the study area the largest ethnic group is White taking up 96.02 % of the population with a count of 5,906. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	330	4,696,968	72	
C1 Supervisory, cleric, junior manage/admin/prof	603	6,510,031	95	
C2 Skilled manual workers	578	4,376,339	135	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	544	5,456,469	102	

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 603 people falling into this group, which is 29.34 % of the overall distribution. The smallest proportion falls into grade AB with a count of 330 taking up 16.06 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 135, whereas the most under represented group is AB with an index count of 72.

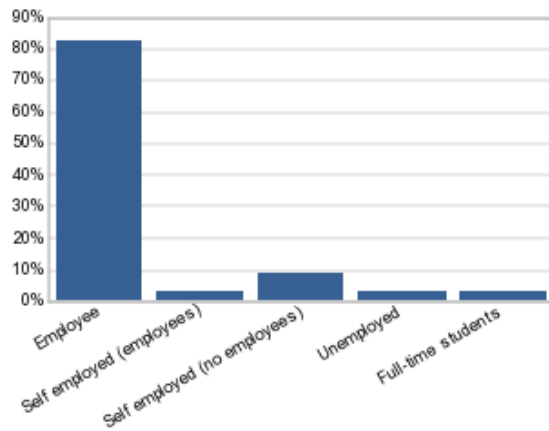
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁵⁶	100 108
Employee	2,672	26,483,068	106	
Self employed with employees	89	1,127,682	84	
Self employed without employees	290	3,705,246	83	
Unemployed	93	1,161,572	84	
Full-time students	94	1,695,620	59	
Economically Inactive				
			49	100 131
Retired	652	6,618,937	116	
Student	128	2,838,201	53	
Looking after home/ family	230	2,117,295	128	
Permanently sick/ disabled	178	2,168,755	97	
Other	72	1,076,085	78	

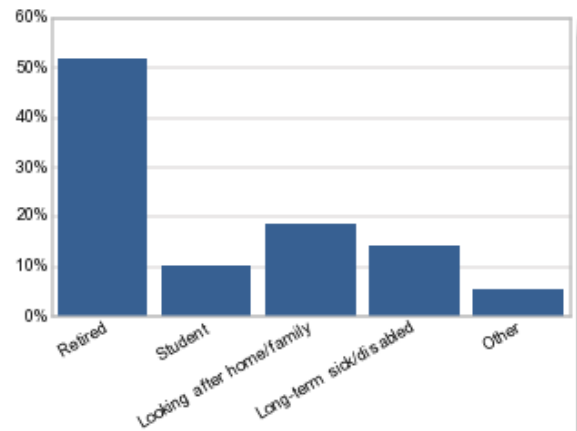
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 59.40 % of the population are employed, this is 2,672 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.98 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 106, taking up 59.40 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 652 representing 14.49 %. The smallest inactive group is Other with 72 which is 1.59 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 128, representing 5.11 %.

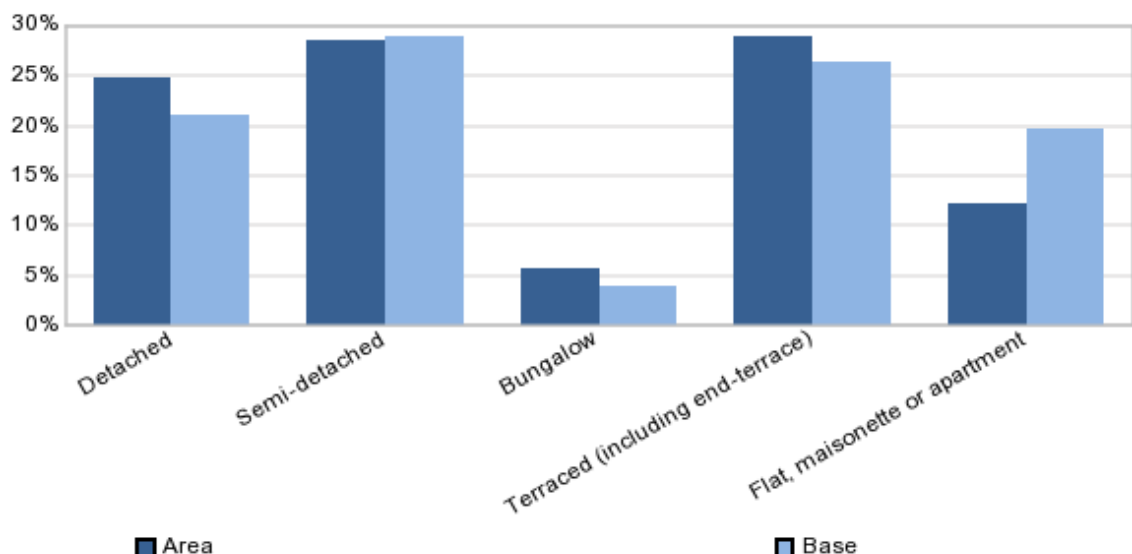
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	57	100	143
Detached	631	5,385,903	118		■	
Semi-detached	723	7,344,686	99			
Bungalow	144	1,039,099	140		■	
Terraced (including end-terrace)	729	6,699,890	109		■	
Flat, maisonette or apartment	307	5,007,460	62		■	

Source: Experian ConsumerView Household Directory 2019 .

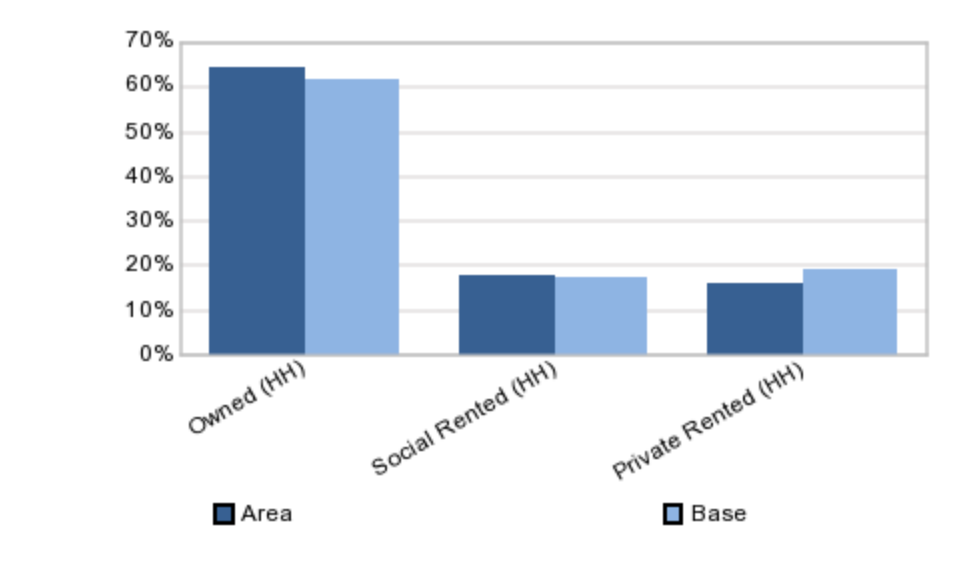
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	83	100	105
Owned (HH)	1,712	17,543,252	104			
Social Rented (HH)	480	4,965,267	103			
Private Rented (HH)	430	5,470,682	84			

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.



723 households within your area live in a Semi-detached dwelling, this is 28.52 %. 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 144 households and makes up 5.69 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 140, this makes up 5.69 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,712 making up 64.56 %. The smallest amount fall into the Private rented at 16.23 %. When looking at the index figures the most over represented tenure type is Owned with an index of 104, 64.56 % of households fall into this category in the study area.

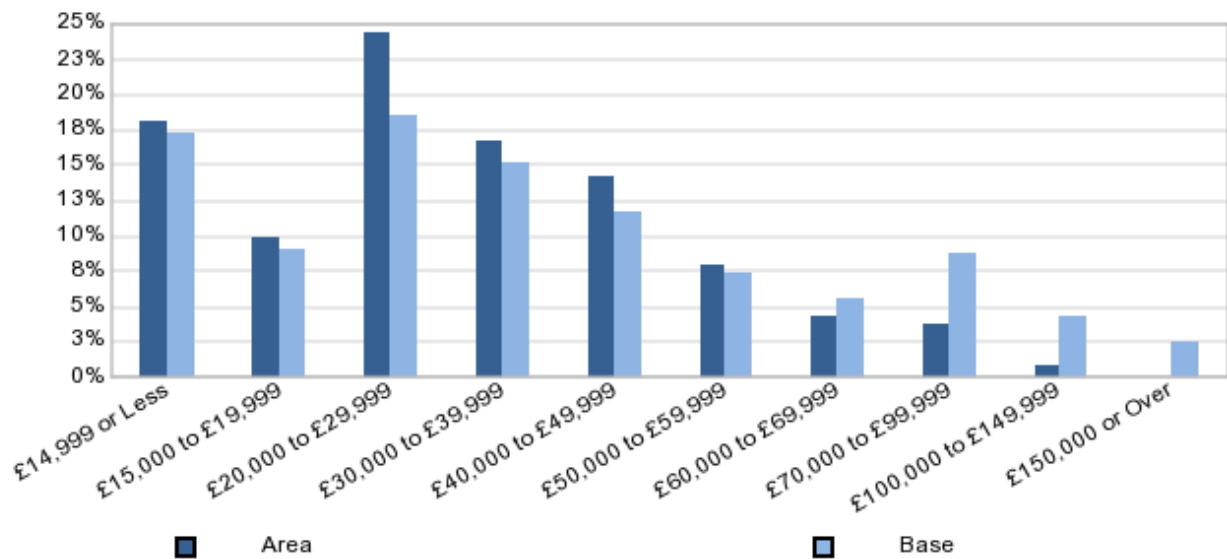
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	-6	100	137
£14,999 or Less	479	4,889,206	105			
£15,000 to £19,999	260	2,538,634	110			
£20,000 to £29,999	645	5,253,752	131			
£30,000 to £39,999	442	4,304,210	110			
£40,000 to £49,999	377	3,318,086	121			
£50,000 to £59,999	210	2,106,080	106			
£60,000 to £69,999	113	1,573,962	77			
£70,000 to £99,999	101	2,469,683	44			
£100,000 to £149,999	23	1,215,381	20			
£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.



740 households within your area have an income of £19,999 or less, this forms 27.90 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over 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 £20,000 to £29,999 is over represented making up 24.35 % with an index of 131, the most under represented banding is £150,000 or Over 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.

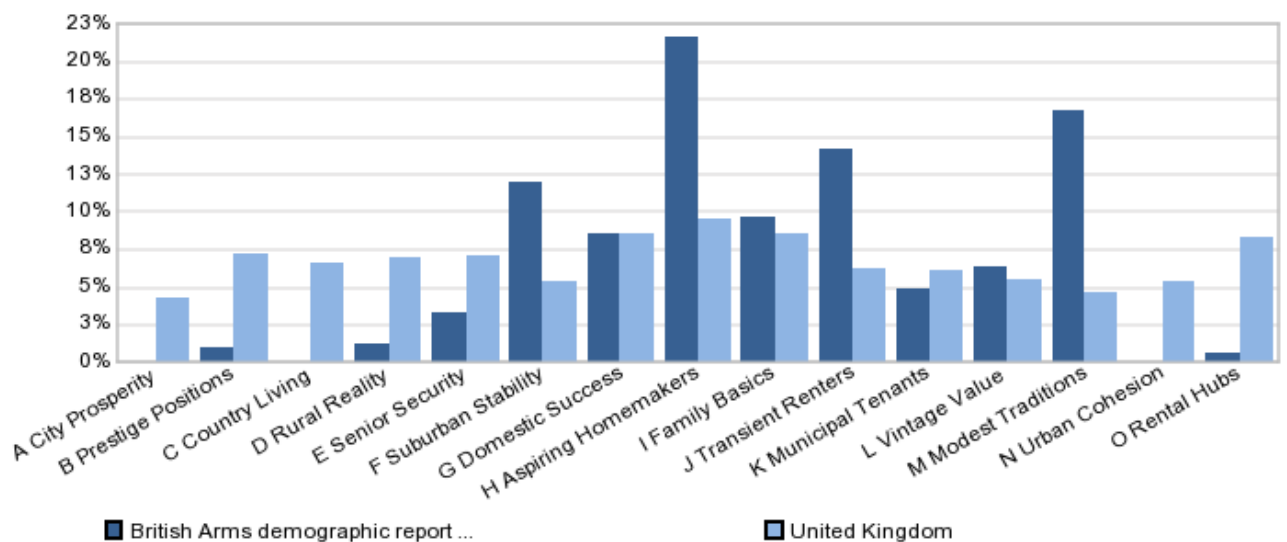
Understanding the residential profile by Mosaic UK 6

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	-18	100	378
A City Prosperity	0	2,849,374	0			
B Prestige Positions	61	4,798,133	14			
C Country Living	0	4,432,229	0			
D Rural Reality	71	4,656,104	17			
E Senior Security	201	4,767,632	46			
F Suburban Stability	739	3,634,847	222			
G Domestic Success	518	5,770,639	98			
H Aspiring Homemakers	1,333	6,440,418	226			
I Family Basics	594	5,687,500	114			
J Transient Renters	872	4,160,345	229			
K Municipal Tenants	299	4,149,642	79			
L Vintage Value	392	3,692,978	116			
M Modest Traditions	1,030	3,121,382	361			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	39	5,518,789	8			
Totals	6,151	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 H Aspiring Homemakers with a count of 1,333 representing 21.67 % of the overall distribution, in comparison to the base where 9.58 % 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 M Modest Traditions taking up 16.75 % 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

H Aspiring Homemakers - 21.67 %



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

M Modest Traditions - 16.75 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

J Transient Renters - 14.18 %



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