

Location Analyst

UK



Chequers CB22 3ER 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Chequers CB22 3ER 15 mins Demog Report (15 Minutes) in relation to United Kingdom
Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	51,246	28,345,190
Total Population	124,847	67,229,855
Total Males	62,298	33,173,050
Total Females	62,549	34,056,805

The current year estimates show a total resident population of 124,847 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 51,246 in your area and 28,345,190 in your base selection. This was split by 50.10 % of the population being female and 49.90 % being male in the study area.

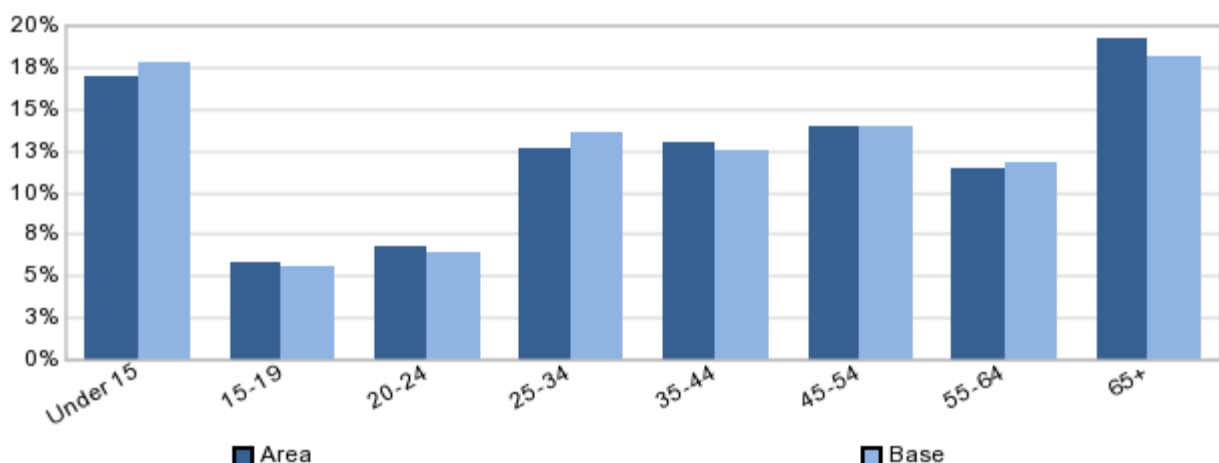
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	21,293	11,991,800	96
15-19	7,281	3,753,671	104
20-24	8,462	4,311,089	106
25-34	15,784	9,174,369	93
35-44	16,221	8,463,387	103
45-54	17,427	9,386,423	100
55-64	14,282	7,914,572	97
65+	24,098	12,234,544	106

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 24,098 representing 19.30 % of the study area. The smallest proportion is in age band 15-19 with a count of 7,281 which represents 5.83 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 106. The band that is most under represented is 25-34 with an index of 93, 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	14	100	265
White	111,059	58,246,060	103			
Gypsy / Traveller / Irish Traveller	84	68,310	66			
Mixed / Multiple Ethnic Groups	2,703	1,367,158	106			
Asian / Asian British: Indian	2,583	1,559,199	89			
Asian / Asian British: Pakistani	589	1,239,421	26			
Asian / Asian British: Bangladeshi	645	505,406	69			
Asian / Asian British: Chinese	2,351	497,465	254			
Asian / Asian British: Other Asian	2,419	969,724	134			
Black / African / Caribbean / Black British	1,352	2,122,714	34			
Other Ethnic Group	1,062	654,398	87			

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:

88.96 % White	86.64 % White
0.07 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.17 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
2.07 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.47 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.52 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
1.88 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.94 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.08 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.85 % Other Ethnic Group	0.97 % Other Ethnic Group

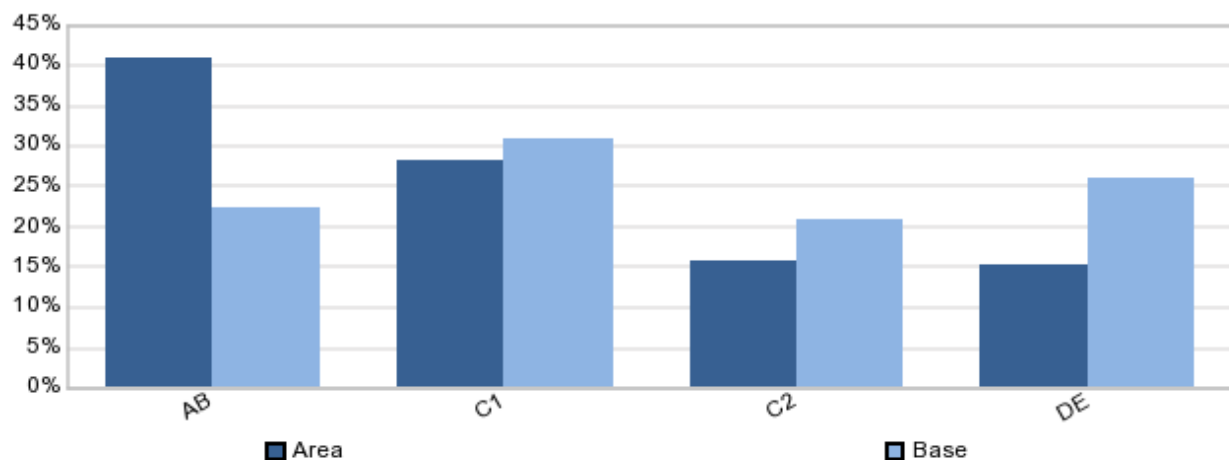
In the study area the largest ethnic group is White taking up 88.96 % of the population with a count of 111,059. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 84, 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	52	100	189
AB Higher & intermediate manage/admin/prof	15,172	4,696,968	183			
C1 Supervisory, cleric, junior manage/admin/prof	10,441	6,510,031	91			
C2 Skilled manual workers	5,855	4,376,339	76			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	5,643	5,456,469	59			

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 AB forms the largest proportion with 15,172 people falling into this group, which is 40.88 % of the overall distribution. The smallest proportion falls into grade DE with a count of 5,643 taking up 15.21 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 183, whereas the most under represented group is DE with an index count of 59.

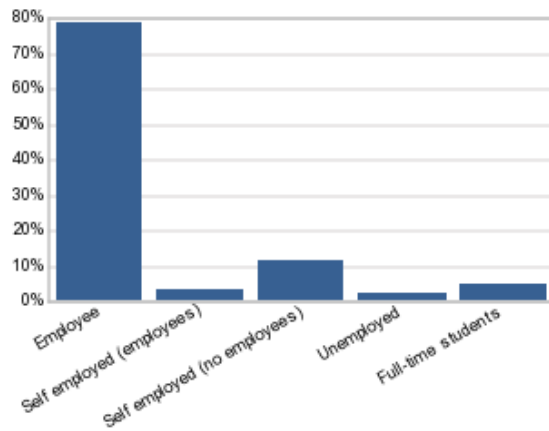
Understanding the Economic Activity

Economically Active	Area	Base	Index	50	105	
Employee	51,672	26,483,068	101			
Self employed with employees	2,181	1,127,682	101			
Self employed without employees	7,349	3,705,246	103			
Unemployed	1,190	1,161,572	53			
Full-time students	3,363	1,695,620	103			
Economically Inactive				54	100	145
Retired	11,118	6,618,937	101			
Student	6,682	2,838,201	142			
Looking after home/ family	3,434	2,117,295	98			
Permanently sick/ disabled	2,098	2,168,755	58			
Other	1,310	1,076,085	73			

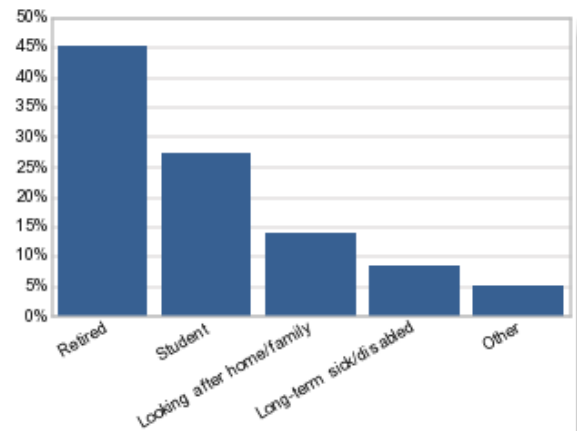
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 57.16 % of the population are employed, this is 51,672 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.32 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Self employed without employees with an index of 103, taking up 8.13 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 11,118 representing 12.30 %. The smallest inactive group is Other with 1,310 which is 1.45 %. When looking at the index values the group that is most over represented is Student with an index of 142, representing 7.39 %.

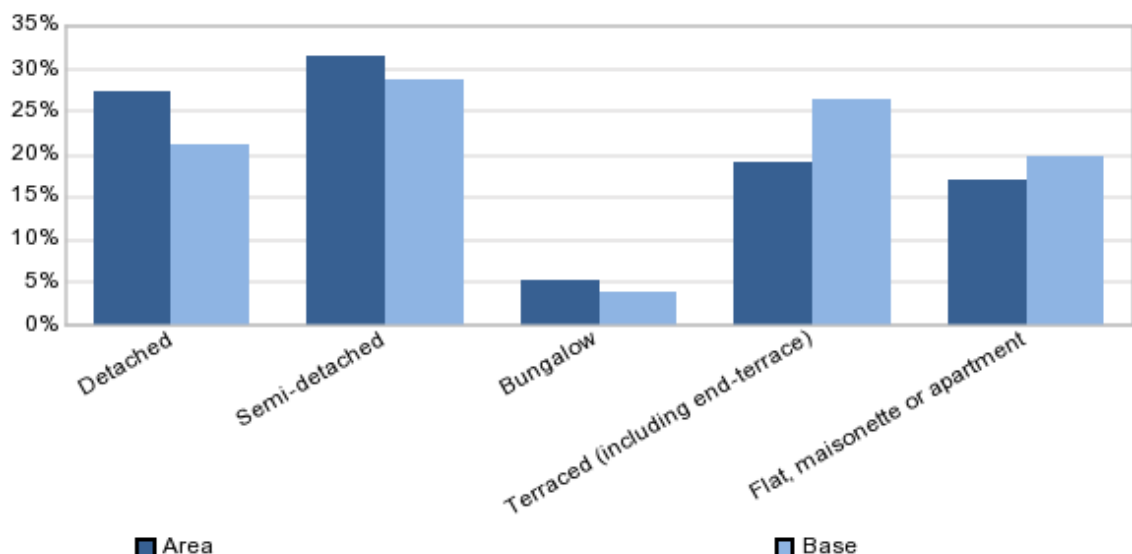
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	69	100	133
Detached	12,287	5,385,903	129			
Semi-detached	14,106	7,344,686	109			
Bungalow	2,395	1,039,099	131			
Terraced (including end-terrace)	8,520	6,699,890	72			
Flat, maisonette or apartment	7,678	5,007,460	87			

Source: Experian ConsumerView Household Directory 2019 .

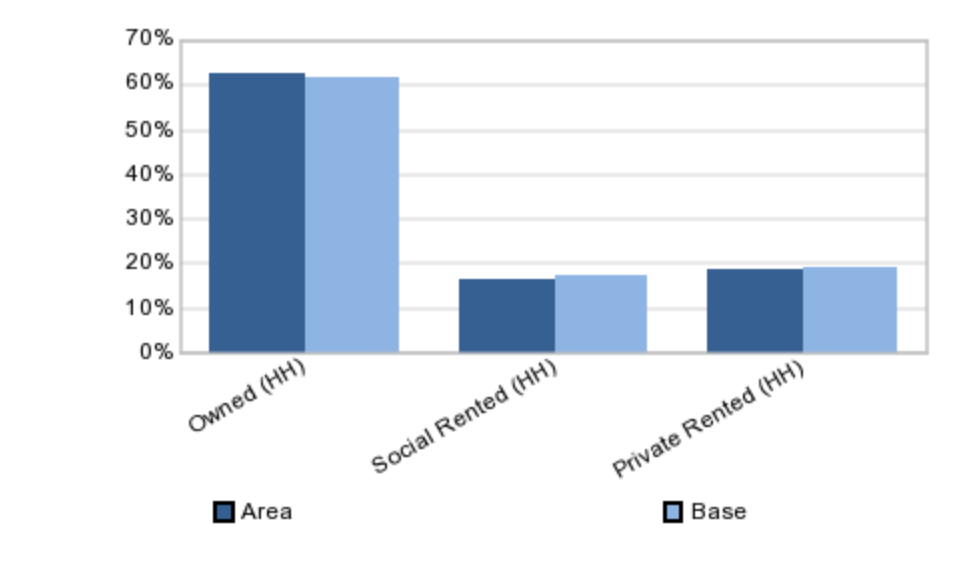
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	96	100	101
Owned (HH)	32,031	17,543,252	101			
Social Rented (HH)	8,669	4,965,267	97			
Private Rented (HH)	9,775	5,470,682	99			

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.



14,106 households within your area live in a Semi-detached dwelling, this is 31.36 %. 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 2,395 households and makes up 5.32 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 131, this makes up 5.32 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 32,031 making up 62.50 %. The smallest amount fall into the Social rented at 16.92 %. When looking at the index figures the most over represented tenure type is Owned with an index of 101, 62.50 % of households fall into this category in the study area.

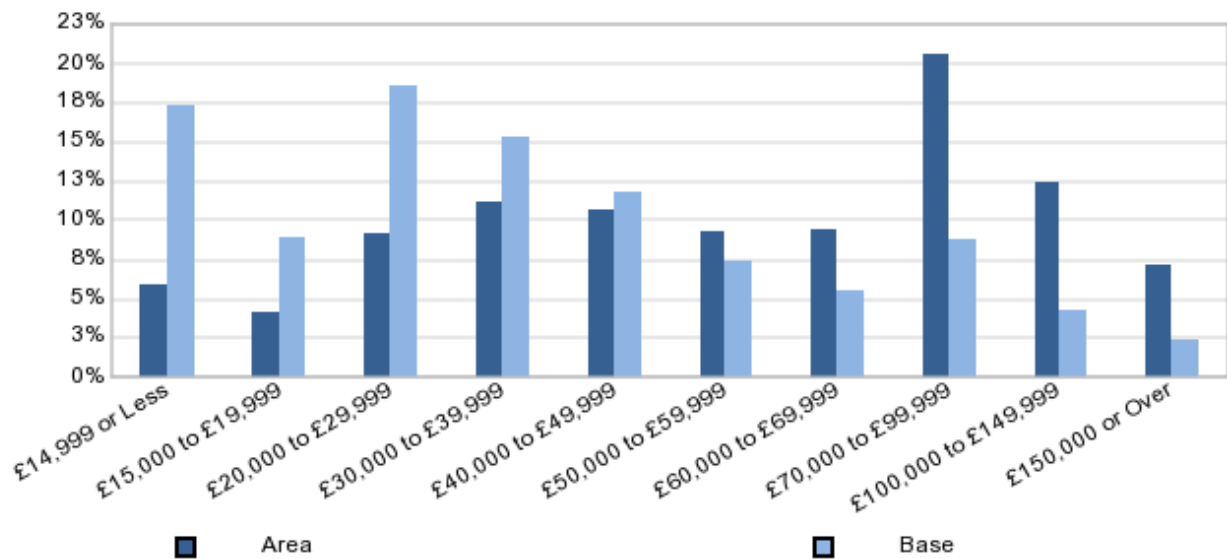
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Understanding the Household Income

Household Income	Area	Base	Index	21	100	311
£14,999 or Less	3,056	4,889,206	35			
£15,000 to £19,999	2,094	2,538,634	46			
£20,000 to £29,999	4,741	5,253,752	50			
£30,000 to £39,999	5,692	4,304,210	73			
£40,000 to £49,999	5,456	3,318,086	91			
£50,000 to £59,999	4,790	2,106,080	126			
£60,000 to £69,999	4,809	1,573,962	169			
£70,000 to £99,999	10,551	2,469,683	236			
£100,000 to £149,999	6,409	1,215,381	292			
£150,000 or Over	3,648	676,196	298			

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.



5,149 households within your area have an income of £19,999 or less, this forms 10.05 % of the overall distribution. The smallest count is 2,094 and these fall into household income band £15,000 to £19,999 making up 4.09 %. 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 £150,000 or Over is over represented making up 7.12 % with an index of 298, the most under represented banding is £14,999 or less with a figure of 35 making up 5.96 % 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.

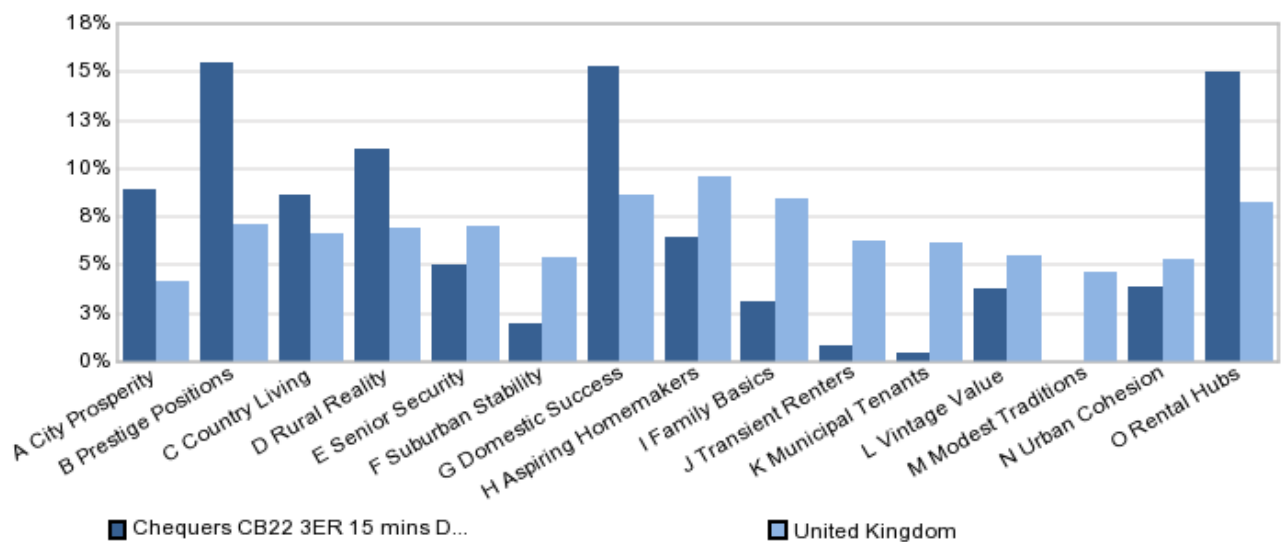
Understanding the residential profile by Mosaic UK 6

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	0	100	228
A City Prosperity	11,098	2,849,374	210			
B Prestige Positions	19,368	4,798,133	217			
C Country Living	10,803	4,432,229	131			
D Rural Reality	13,714	4,656,104	159			
E Senior Security	6,332	4,767,632	72			
F Suburban Stability	2,540	3,634,847	38			
G Domestic Success	19,125	5,770,639	178			
H Aspiring Homemakers	8,049	6,440,418	67			
I Family Basics	3,924	5,687,500	37			
J Transient Renters	1,011	4,160,345	13			
K Municipal Tenants	596	4,149,642	8			
L Vintage Value	4,686	3,692,978	68			
M Modest Traditions	37	3,121,382	1			
N Urban Cohesion	4,835	3,547,766	73			
O Rental Hubs	18,729	5,518,789	183			
Totals	124,847	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 B Prestige Positions with a count of 19,368 representing 15.51 % of the overall distribution, in comparison to the base where 7.14 % fall into this group. The smallest group is M Modest Traditions with a count of 37 which represents 0.03 %. The index* figures indicate that the most over represented group is B Prestige Positions taking up 15.51 % of the target area. In contrast the most under represented group is M Modest Traditions with just 0.03 %.

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Understanding the top three Mosaic UK 6 Groups

B Prestige Positions - 15.51 %



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

G Domestic Success - 15.32 %



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

O Rental Hubs - 15.00 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones