Location Analyst UK

Rose & Crown, Warminster Demogs Report 0.5miles

Understanding Demographics

12 October, 2020

Contents

Describing Rose & Crown, Warminster Demogs Report 0.5miles (0.5 Miles) in relation to United Kingdom
Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,837	28,345,190
Total Population	5,803	67,229,855
Total Males	2,789	33,173,050
Total Females	3,014	34,056,805

The current year estimates show a total resident population of 5,803 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,837 in your area and 28,345,190 in your base selection. This was split by 51.94 % of the population being female and 48.06 % 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	58 100 187
Under 15	667	11,991,800	64	
15-19	246	3,753,671	76	
20-24	293	4,311,089	79	
25-34	652	9,174,369	82	
35-44	528	8,463,387	72	
45-54	759	9,386,423	94	
55-64	739	7,914,572	108	
65+	1,919	12,234,544	182	

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.
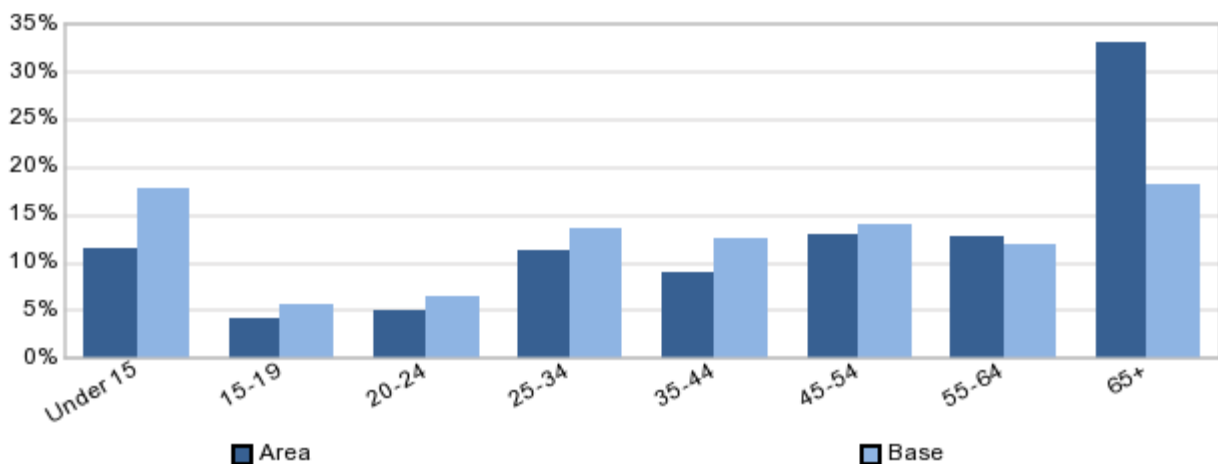
The highest proportion fall into age band 65+ with a count of 1,919 representing 33.07 % of the study area. The smallest proportion is in age band 15-19 with a count of 246 which represents 4.24 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 182. The band that is most under represented is Under 15 with an index of 64, 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	
				0 100 121
White	5,603	58,246,060	111	
Gypsy / Traveller / Irish Traveller	7	68,310	116	
Mixed / Multiple Ethnic Groups	57	1,367,158	49	
Asian / Asian British: Indian	22	1,559,199	16	
Asian / Asian British: Pakistani	4	1,239,421	4	
Asian / Asian British: Bangladeshi	2	505,406	5	
Asian / Asian British: Chinese	35	497,465	80	
Asian / Asian British: Other Asian	29	969,724	35	
Black / African / Caribbean / Black British	40	2,122,714	22	
Other Ethnic Group	5	654,398	8	

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:

96.55 % White
0.12 % Gypsy / Traveller / Irish Traveller
0.99 % Mixed / Multiple Ethnic Groups
0.38 % Asian / Asian British: Indian
0.07 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi
0.59 % Asian / Asian British: Chinese
0.50 % Asian / Asian British: Other Asian
0.69 % Black / African / Caribbean / Black British
0.08 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

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

In the study area the largest ethnic group is White taking up 96.55 % of the population with a count of 5,603. 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 2, 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	
				86 100 114
AB Higher & intermediate manage/admin/prof	353	4,696,968	90	
C1 Supervisory, cleric, junior manage/admin/prof	614	6,510,031	113	
C2 Skilled manual workers	390	4,376,339	107	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	399	5,456,469	88	

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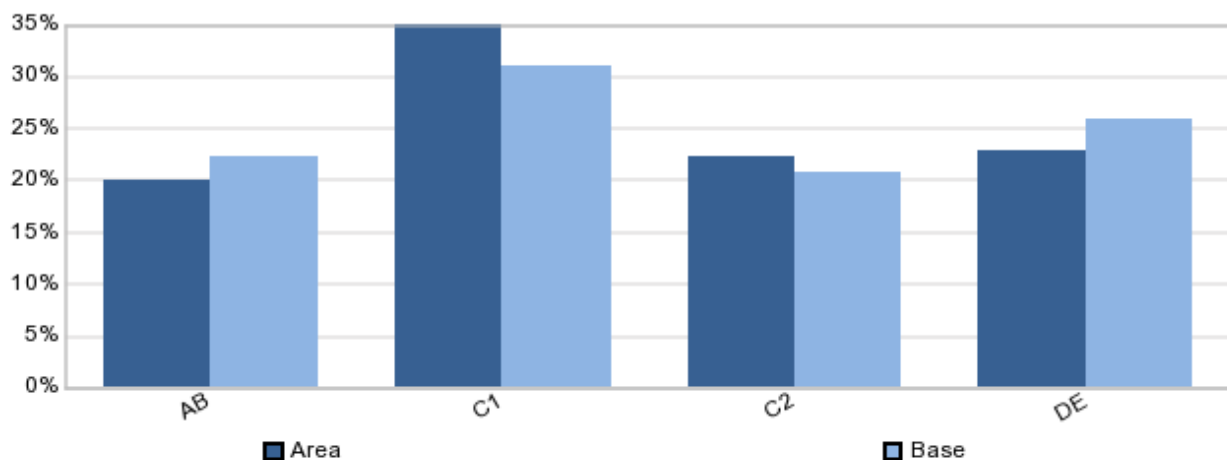
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 614 people falling into this group, which is 34.94 % of the overall distribution. The smallest proportion falls into grade AB with a count of 353 taking up 20.11 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 113, whereas the most under represented group is DE with an index count of 88.
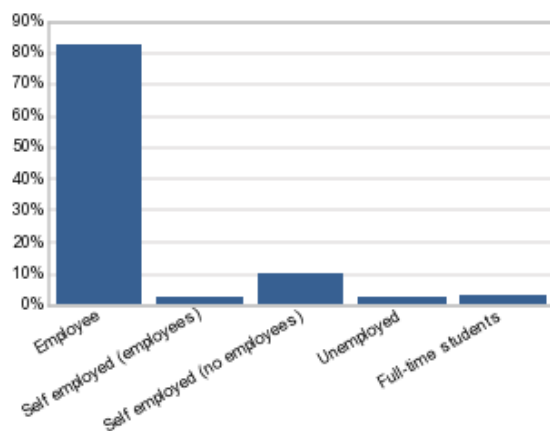
Understanding the Economic Activity

| Economically Active	Area	Base	Index 62	100 108
Employee	2,362	26,483,068	107	
Self employed with employees	66	1,127,682	70	
Self employed without employees	278	3,705,246	89	
Unemployed	64	1,161,572	66	
Full-time students	92	1,695,620	65	
Economically Inactive			39	100 152
Retired	746	6,618,937	147	
Student	96	2,838,201	44	
Looking after home/ family	113	2,117,295	70	
Permanently sick/ disabled	127	2,168,755	76	
Other	53	1,076,085	65	

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
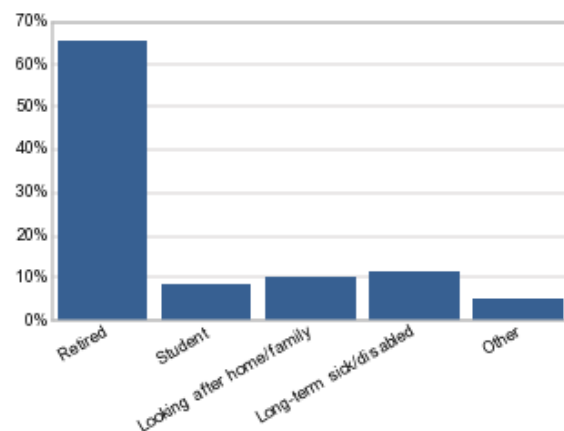
Economic activity within the study area shows that 59.08 % of the population are employed, this is 2,362 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.60 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 107, taking up 59.08 %.
When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 746 representing 18.67 %. The smallest inactive group is Other with 53 which is 1.33 %. When looking at the index values the group that is most over represented is Retired with an index of 147, representing 18.67 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	76	100			212
Detached	600	5,385,903	112		▪			
Semi-detached	671	7,344,686	92		▪			
Bungalow	214	1,039,099	207			▬▬▬▬		
Terraced (including end-terrace)	555	6,699,890	83	▪				
Flat, maisonette or apartment	499	5,007,460	100					

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.
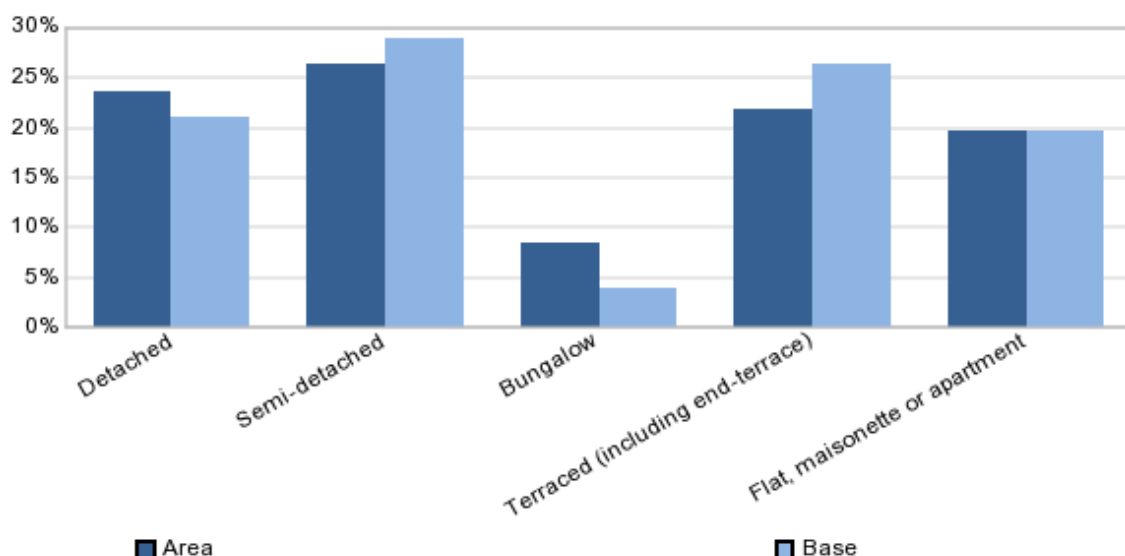
Tenure	Area	Base	Index	29	100	135
Owned (HH)	1,921	17,543,252	109		◼	
Social Rented (HH)	169	4,965,267	34	▬▬▬		
Private Rented (HH)	716	5,470,682	131		▬▬	

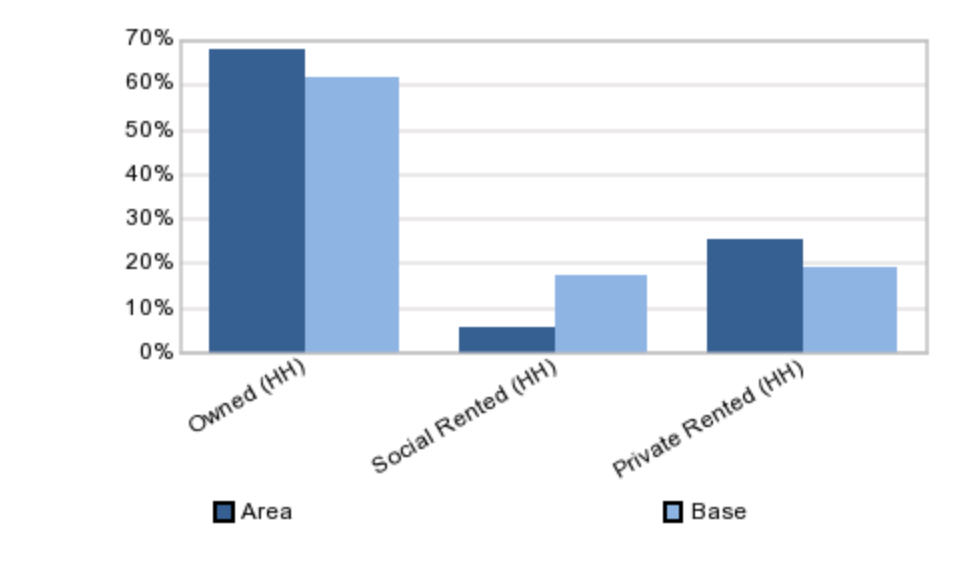Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

671 households within your area live in a Semi-detached dwelling, this is 26.43 %. 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 214 households and makes up 8.42 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 207, this makes up 8.42 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,921 making up 67.70 %. The smallest amount fall into the Social rented at 5.94 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 131, 25.25 % of households fall into this category in the study area.
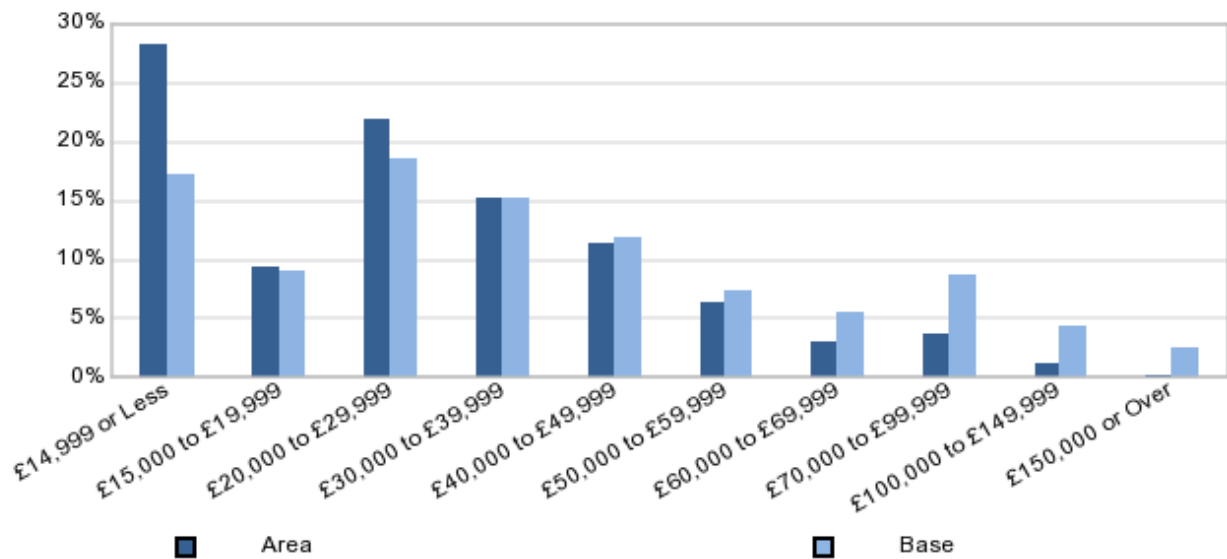
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	172
£14,999 or Less	801	4,889,206	164		▬▬▬	
£15,000 to £19,999	265	2,538,634	104		▮	
£20,000 to £29,999	623	5,253,752	118		◼	
£30,000 to £39,999	428	4,304,210	99		▮	
£40,000 to £49,999	319	3,318,086	96		▮	
£50,000 to £59,999	179	2,106,080	85		◼	
£60,000 to £69,999	83	1,573,962	52	▬▬		
£70,000 to £99,999	106	2,469,683	43	▬▬		
£100,000 to £149,999	31	1,215,381	25	▬▬▬		
£150,000 or Over	3	676,196	4	▬▬▬		

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.

30%
25%
20%
15%
10%
5%
0%

£14,999 or Less | £15,000 to £19,999 | £20,000 to £29,999 | £30,000 to £39,999 | £40,000 to £49,999 | £50,000 to £59,999 | £60,000 to £69,999 | £70,000 to £99,999 | £100,000 to £149,999 | £150,000 or Over

■ Area   □ Base

1,066 households within your area have an income of £19,999 or less, this forms 37.58 % of the overall distribution. The smallest count is 3 and these fall into household income band £150,000 or Over making up 0.09 %. 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 £14,999 or less is over represented making up 28.23 % with an index of 164, the most under represented banding is £150,000 or Over with a figure of 4 making up 0.09 % 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	9	2,849,374	4
	B Prestige Positions	410	4,798,133	99
	C Country Living	0	4,432,229	0
	D Rural Reality	0	4,656,104	0
	E Senior Security	1,381	4,767,632	335
	F Suburban Stability	848	3,634,847	270
	G Domestic Success	432	5,770,639	87
	H Aspiring Homemakers	729	6,440,418	131
	I Family Basics	14	5,687,500	3
	J Transient Renters	701	4,160,345	195
	K Municipal Tenants	0	4,149,642	0
	L Vintage Value	554	3,692,978	174
	M Modest Traditions	76	3,121,382	28
	N Urban Cohesion	9	3,547,766	3
	O Rental Hubs	641	5,518,789	135
	Totals	5,803	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.
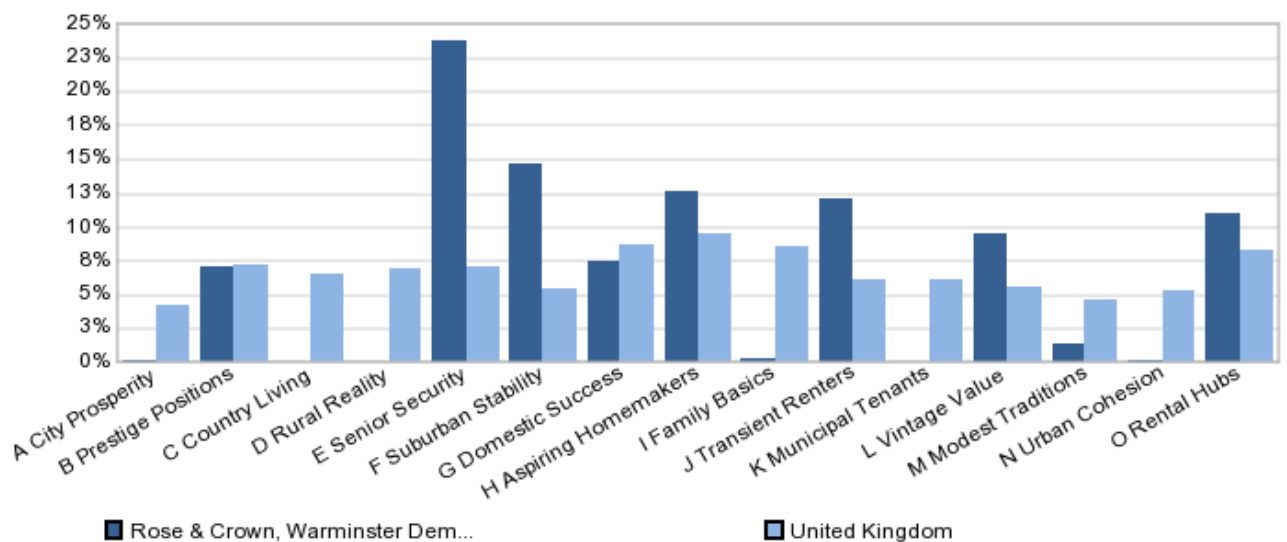
The largest group is E Senior Security with a count of 1,381 representing 23.79 % of the overall distribution, in comparison to the base where 7.09 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is E Senior Security taking up 23.79 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

E Senior Security - 23.79 %

Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

F Suburban Stability - 14.61 %

Mature suburban owners living settled lives in mid-range housing.

Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

H Aspiring Homemakers - 12.55 %

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