Location Analyst UK

Shakespeare Inn, Plymouth Demogs Report 0.5miles

Understanding Demographics

12 October, 2020

Contents

Describing Shakespeare Inn, Plymouth 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	3,705	28,345,190
Total Population	7,986	67,229,855
Total Males	4,112	33,173,050
Total Females	3,874	34,056,805

The current year estimates show a total resident population of 7,986 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,705 in your area and 28,345,190 in your base selection. This was split by 48.51 % of the population being female and 51.49 % 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	55	100	158
Under 15	1,847	11,991,800	130			
15-19	424	3,753,671	95			
20-24	790	4,311,089	154			
25-34	1,344	9,174,369	123			
35-44	939	8,463,387	93			
45-54	981	9,386,423	88			
55-64	788	7,914,572	84			
65+	873	12,234,544	60			

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.
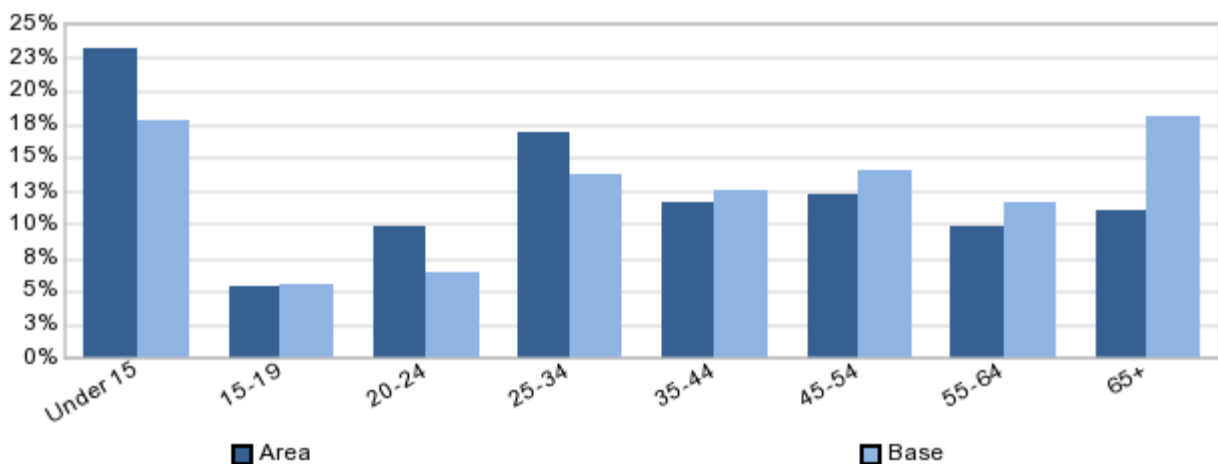
The highest proportion fall into age band Under 15 with a count of 1,847 representing 23.12 % of the study area. The smallest proportion is in age band 15-19 with a count of 424 which represents 5.31 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 154. The band that is most under represented is 65+ with an index of 60, where an index* of 100 represents the national average.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index	
				0 113
White	7,518	58,246,060	109	
Gypsy / Traveller / Irish Traveller	5	68,310	61	
Mixed / Multiple Ethnic Groups	156	1,367,158	96	
Asian / Asian British: Indian	18	1,559,199	10	
Asian / Asian British: Pakistani	4	1,239,421	3	
Asian / Asian British: Bangladeshi	31	505,406	51	
Asian / Asian British: Chinese	40	497,465	68	
Asian / Asian British: Other Asian	42	969,724	36	
Black / African / Caribbean / Black British	126	2,122,714	50	
Other Ethnic Group	45	654,398	57	

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:

94.14 % White
0.06 % Gypsy / Traveller / Irish Traveller
1.96 % Mixed / Multiple Ethnic Groups
0.23 % Asian / Asian British: Indian
0.06 % Asian / Asian British: Pakistani
0.38 % Asian / Asian British: Bangladeshi
0.50 % Asian / Asian British: Chinese
0.52 % Asian / Asian British: Other Asian
1.58 % Black / African / Caribbean / Black British
0.56 % 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 94.14 % of the population with a count of 7,518. 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: Pakistani with a count of 4, 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	
				30 100 185
AB Higher & intermediate manage/admin/prof	260	4,696,968	38	
C1 Supervisory, cleric, junior manage/admin/prof	758	6,510,031	79	
C2 Skilled manual workers	641	4,376,339	100	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,434	5,456,469	179	

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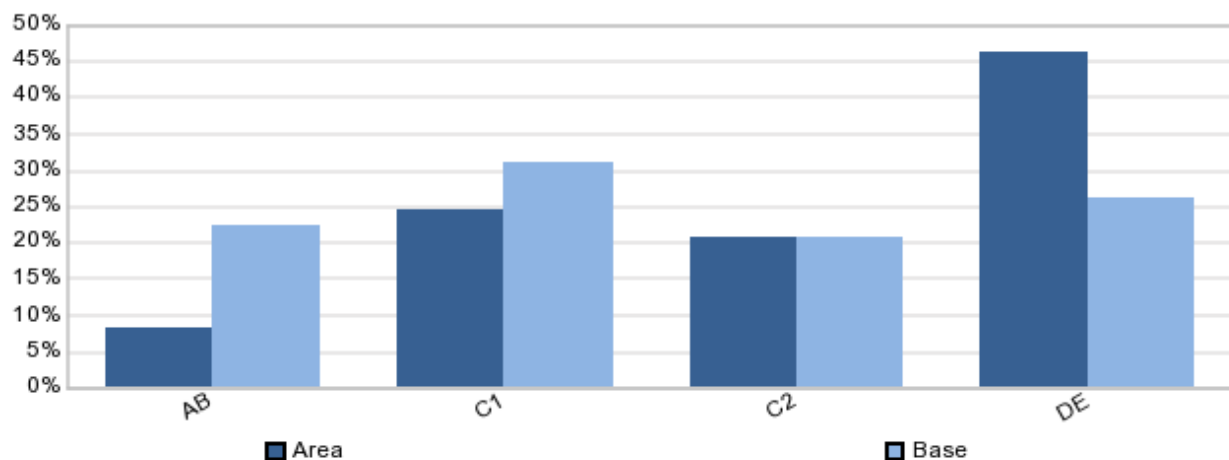
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 1,434 people falling into this group, which is 46.36 % of the overall distribution. The smallest proportion falls into grade AB with a count of 260 taking up 8.41 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 179, whereas the most under represented group is AB with an index count of 38.

Understanding the Economic Activity

Economically Active	Area	Base	Index 53 100 217
Employee	2,806	26,483,068	102
Self employed with employees	72	1,127,682	61
Self employed without employees	254	3,705,246	66
Unemployed	253	1,161,572	210
Full-time students	158	1,695,620	90

| Economically Inactive			53 100 204
Retired	578	6,618,937	60
Student	296	2,838,201	72
Looking after home/ family	425	2,117,295	138
Permanently sick/ disabled	624	2,168,755	197
Other	238	1,076,085	151

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
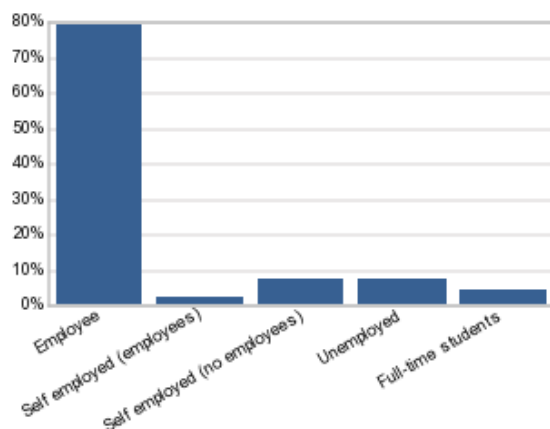
Economically Inactive - % by Category
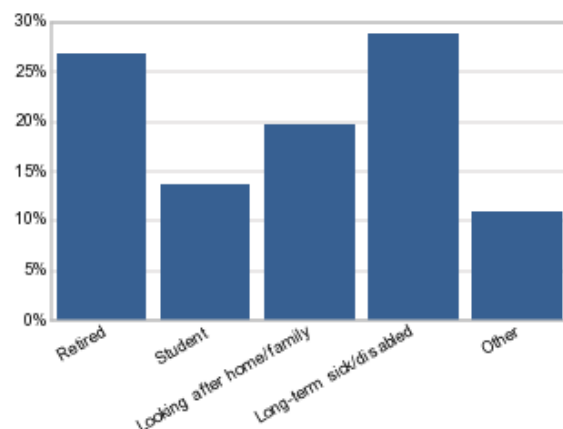
Economic activity within the study area shows that 49.20 % of the population are employed, this is 2,806 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.26 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 210, taking up 4.44 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 578 representing 10.14 %. The smallest inactive group is Other with 238 which is 4.16 %. When looking at the index values the group that is most over represented is Other with an index of 151, representing 4.16 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index		
				0 100	336
Detached	14	5,385,903	2		
Semi-detached	85	7,344,686	9		
Bungalow	8	1,039,099	6		
Terraced (including end-terrace)	1,086	6,699,890	128		
Flat, maisonette or apartment	2,038	5,007,460	321		

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.
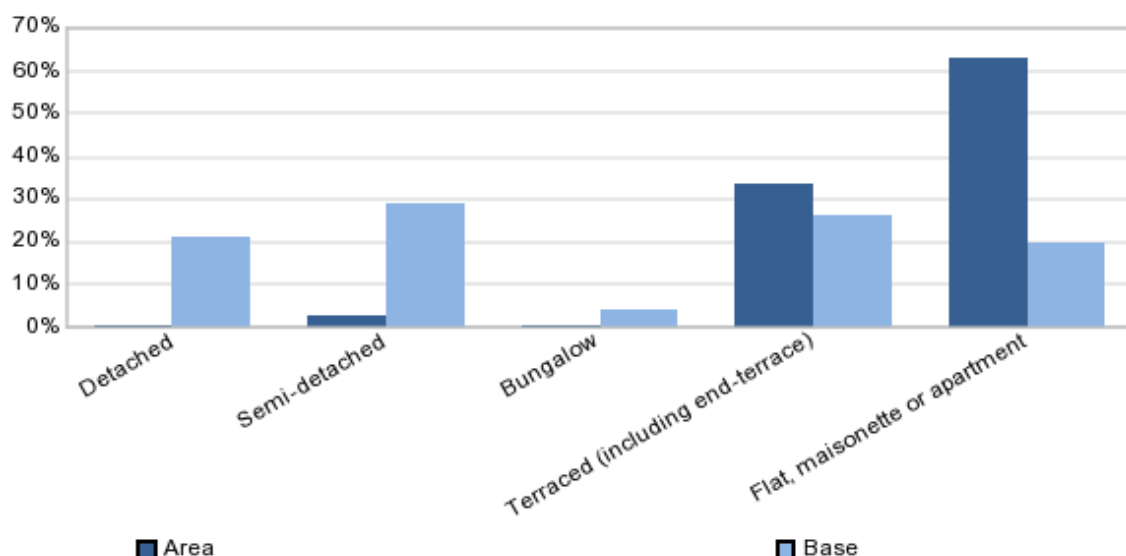
Tenure	Area	Base	Index	28	100	312
Owned (HH)	946	17,543,252	41			
Social Rented (HH)	1,942	4,965,267	299			
Private Rented (HH)	768	5,470,682	107			

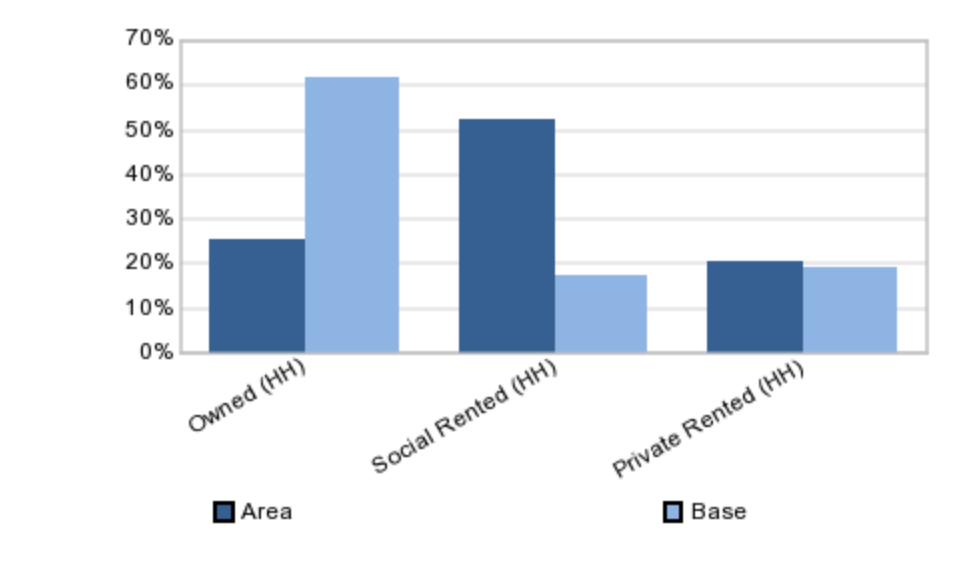Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

85 households within your area live in a Semi-detached dwelling, this is 2.63 %. 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 8 households and makes up 0.25 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 321, this makes up 63.07 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 1,942 making up 52.43 %. The smallest amount fall into the Private rented at 20.72 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 299, 52.43 % of households fall into this category in the study area.
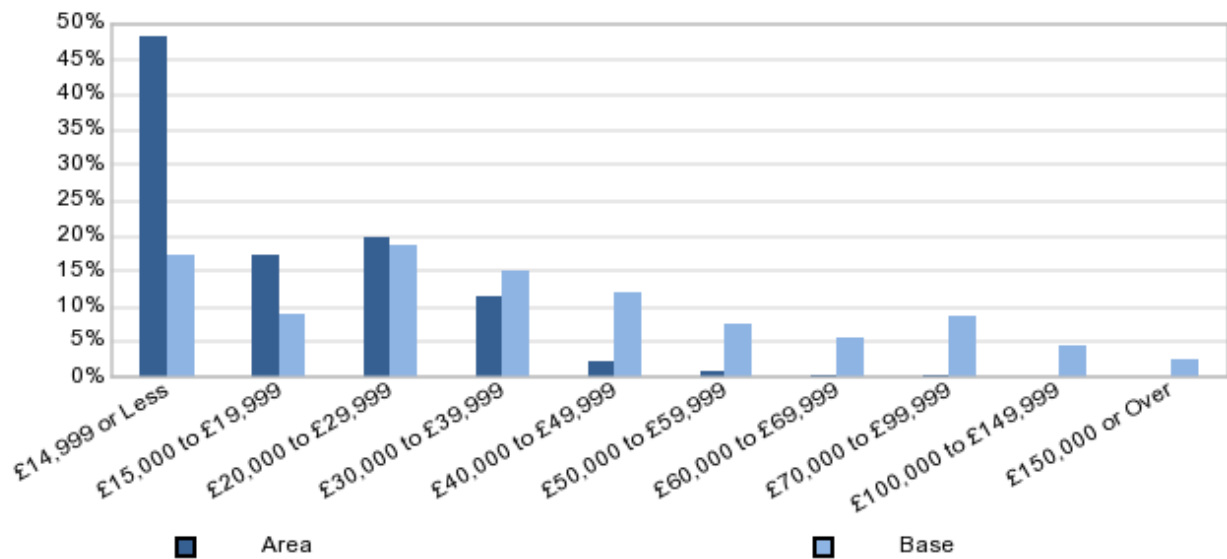
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Understanding the Household Income

Household Income	Area	Base	Index	-13	100	292
£14,999 or Less	1,781	4,889,206	279			
£15,000 to £19,999	641	2,538,634	193			
£20,000 to £29,999	736	5,253,752	107			
£30,000 to £39,999	423	4,304,210	75			
£40,000 to £49,999	81	3,318,086	19			
£50,000 to £59,999	27	2,106,080	10			
£60,000 to £69,999	7	1,573,962	3			
£70,000 to £99,999	5	2,469,683	2			
£100,000 to £149,999	4	1,215,381	3			
£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.

Chart legend: Area (dark blue) | Base (light blue)

Income bands (x-axis): £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

2,422 households within your area have an income of £19,999 or less, this forms 65.38 % 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 £14,999 or less is over represented making up 48.08 % with an index of 279, 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.

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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	-20	100	436
	A City Prosperity	0	2,849,374	0			
	B Prestige Positions	14	4,798,133	2			
	C Country Living	0	4,432,229	0			
	D Rural Reality	0	4,656,104	0			
	E Senior Security	50	4,767,632	9			
	F Suburban Stability	14	3,634,847	3			
	G Domestic Success	31	5,770,639	5			
	H Aspiring Homemakers	61	6,440,418	8			
	I Family Basics	2,158	5,687,500	319			
	J Transient Renters	1,928	4,160,345	390			
	K Municipal Tenants	2,048	4,149,642	415			
	L Vintage Value	879	3,692,978	200			
	M Modest Traditions	70	3,121,382	19			
	N Urban Cohesion	128	3,547,766	30			
	O Rental Hubs	605	5,518,789	92			
	Totals	7,986	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.

Shakespeare Inn, Plymouth Dem...   United Kingdom
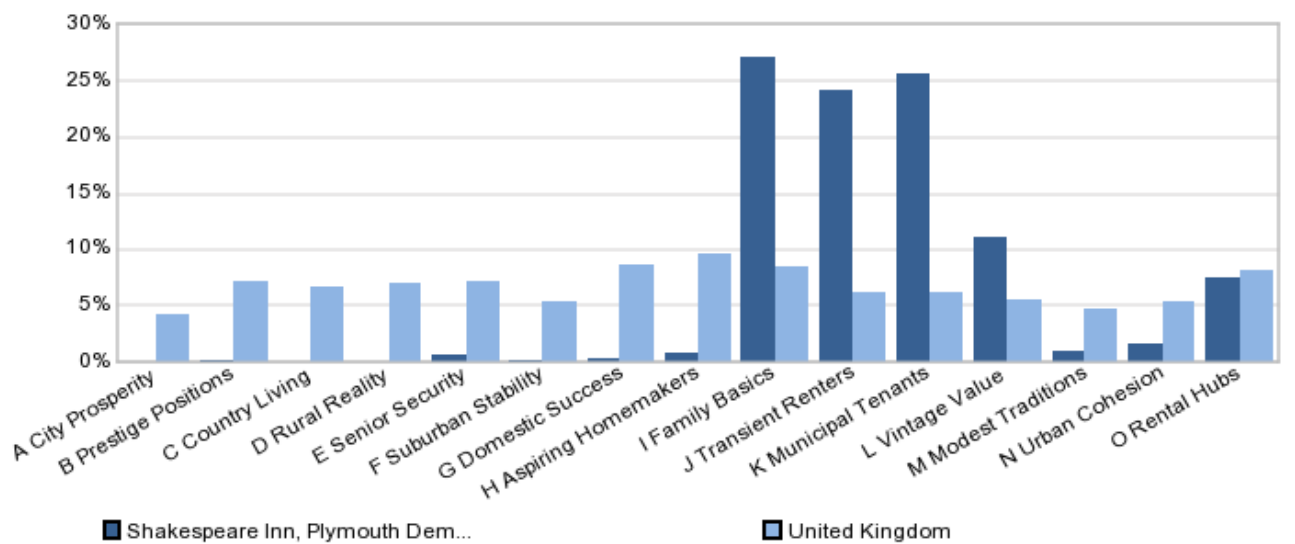
The largest group is I Family Basics with a count of 2,158 representing 27.02 % of the overall distribution, in comparison to the base where 8.46 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is K Municipal Tenants taking up 25.64 % 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

I Family Basics - 27.02 %

Families with limited resources who budget to make ends meet.

Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

K Municipal Tenants - 25.64 %

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

J Transient Renters - 24.15 %

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