Location Analyst UK

Turf, Telford Demogs Report 0.5 miles

Understanding Demographics

13 October, 2020

Contents

Describing Turf (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,797	28,345,190
Total Population	6,801	67,229,855
Total Males	3,348	33,173,050
Total Females	3,453	34,056,805

The current year estimates show a total resident population of 6,801 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,797 in your area and 28,345,190 in your base selection. This was split by 50.78 % of the population being female and 49.22 % 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			
				84	100	114
Under 15	1,257	11,991,800	104			
15-19	419	3,753,671	110			
20-24	460	4,311,089	106			
25-34	903	9,174,369	97			
35-44	860	8,463,387	100			
45-54	1,076	9,386,423	113			
55-64	766	7,914,572	96			
65+	1,060	12,234,544	86			

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.
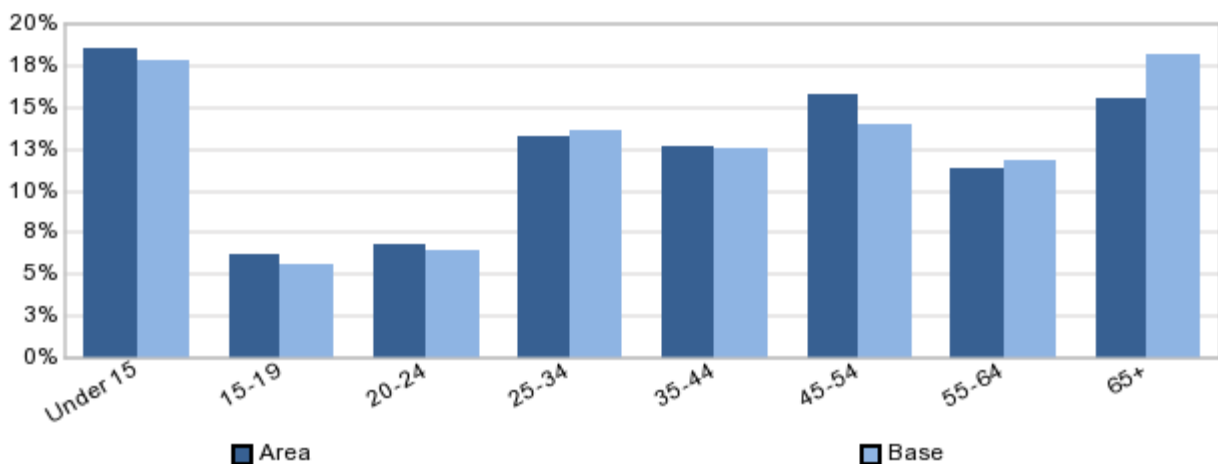
The highest proportion fall into age band Under 15 with a count of 1,257 representing 18.49 % of the study area. The smallest proportion is in age band 15-19 with a count of 419 which represents 6.17 %. In the study area the most over represented age band in comparison to the base selection is 45-54 with an index value of 113. The band that is most under represented is 65+ with an index of 86, where an index* of 100 represents the national average.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index	
				2 ··············· 112
White	6,318	58,246,060	107	
Gypsy / Traveller / Irish Traveller	3	68,310	47	
Mixed / Multiple Ethnic Groups	139	1,367,158	100	
Asian / Asian British: Indian	133	1,559,199	84	
Asian / Asian British: Pakistani	23	1,239,421	18	
Asian / Asian British: Bangladeshi	4	505,406	8	
Asian / Asian British: Chinese	39	497,465	78	
Asian / Asian British: Other Asian	45	969,724	46	
Black / African / Caribbean / Black British	59	2,122,714	27	
Other Ethnic Group	38	654,398	58	

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:

92.90 % White
0.05 % Gypsy / Traveller / Irish Traveller
2.04 % Mixed / Multiple Ethnic Groups
1.96 % Asian / Asian British: Indian
0.33 % Asian / Asian British: Pakistani
0.06 % Asian / Asian British: Bangladeshi
0.58 % Asian / Asian British: Chinese
0.66 % Asian / Asian British: Other Asian
0.87 % 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 92.90 % of the population with a count of 6,318. 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 3, 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	
				85 ······· 100 ······· 112
AB Higher & intermediate manage/admin/prof	418	4,696,968	86	
C1 Supervisory, cleric, junior manage/admin/prof	668	6,510,031	99	
C2 Skilled manual workers	503	4,376,339	111	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	583	5,456,469	103	

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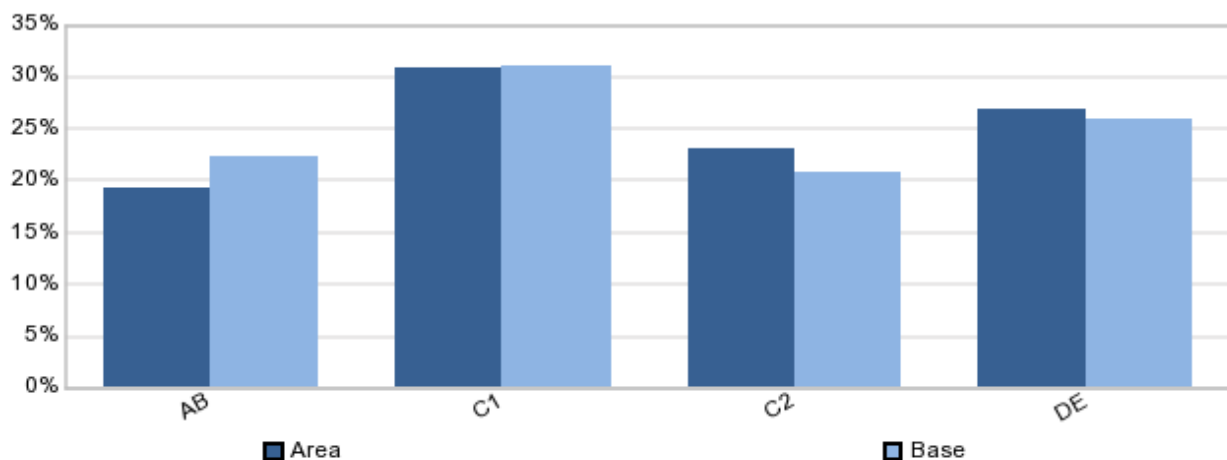
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 668 people falling into this group, which is 30.77 % of the overall distribution. The smallest proportion falls into grade AB with a count of 418 taking up 19.26 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 111, whereas the most under represented group is AB with an index count of 86.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	63	100	118
Employee	3,090	26,483,068	107			
Self employed with employees	84	1,127,682	68			
Self employed without employees	273	3,705,246	68			
Unemployed	147	1,161,572	116			
Full-time students	122	1,695,620	66			
Economically Inactive				71	100	115
Retired	636	6,618,937	108			
Student	217	2,838,201	86			
Looking after home/ family	214	2,117,295	113			
Permanently sick/ disabled	184	2,168,755	95			
Other	70	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
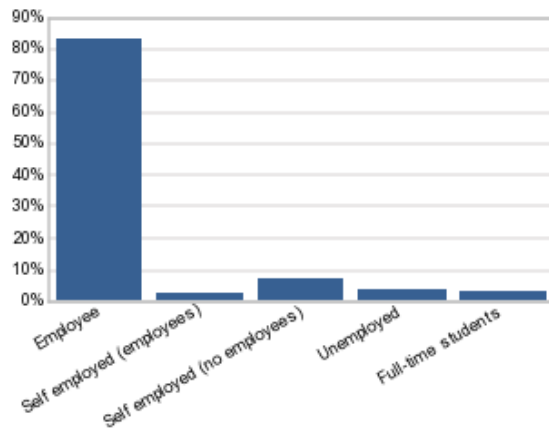
Economically Inactive - % by Category
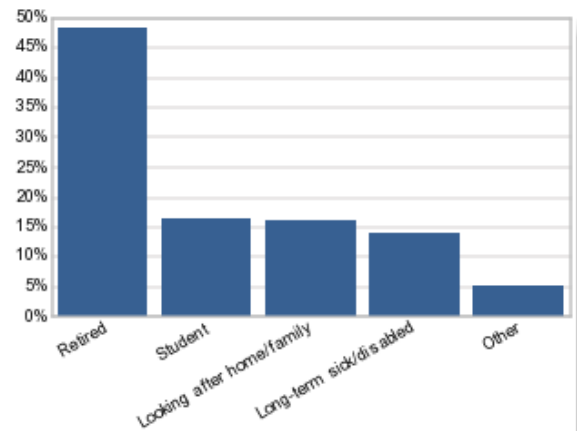
Economic activity within the study area shows that 61.36 % of the population are employed, this is 3,090 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.66 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 116, taking up 2.91 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 636 representing 12.63 %. The smallest inactive group is Other with 70 which is 1.40 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 113, representing 4.24 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	35	100	165
Detached	821	5,385,903	145			
Semi-detached	856	7,344,686	111			
Bungalow	174	1,039,099	159			
Terraced (including end-terrace)	612	6,699,890	87			
Flat, maisonette or apartment	219	5,007,460	41			

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.
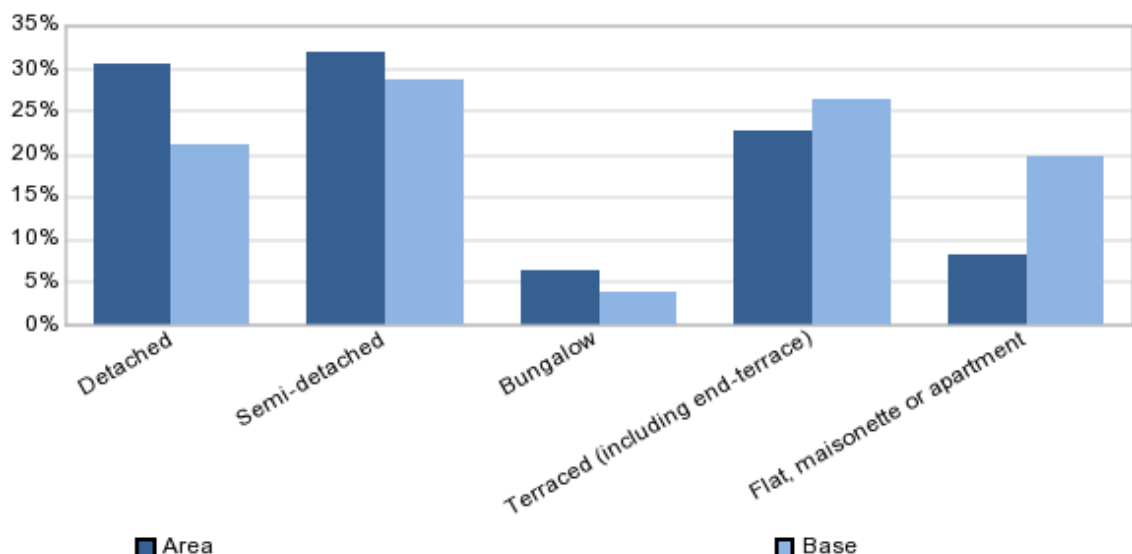
Tenure	Area	Base	Index	93	100		124
Owned (HH)	1,645	17,543,252	95				
Social Rented (HH)	605	4,965,267	123				
Private Rented (HH)	517	5,470,682	96				

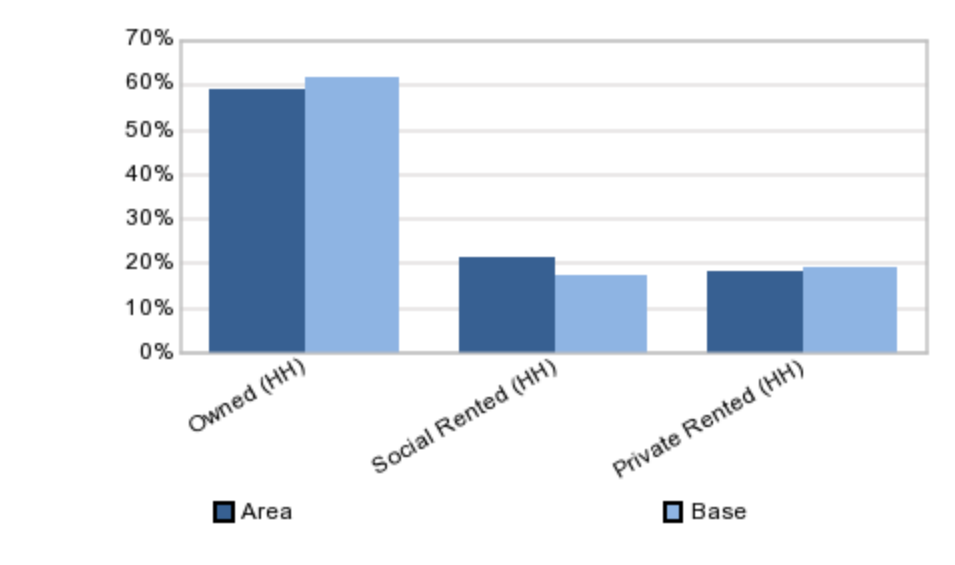Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

856 households within your area live in a Semi-detached dwelling, this is 31.93 %. 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 174 households and makes up 6.50 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 159, this makes up 6.50 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,645 making up 58.82 %. The smallest amount fall into the Private rented at 18.48 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 123, 21.62 % 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	130
£14,999 or Less	564	4,889,206	117				
£15,000 to £19,999	264	2,538,634	105				
£20,000 to £29,999	643	5,253,752	124				
£30,000 to £39,999	487	4,304,210	115				
£40,000 to £49,999	346	3,318,086	106				
£50,000 to £59,999	163	2,106,080	78				
£60,000 to £69,999	117	1,573,962	75				
£70,000 to £99,999	164	2,469,683	67				
£100,000 to £149,999	49	1,215,381	41				
£150,000 or Over	1	676,196	1				

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.
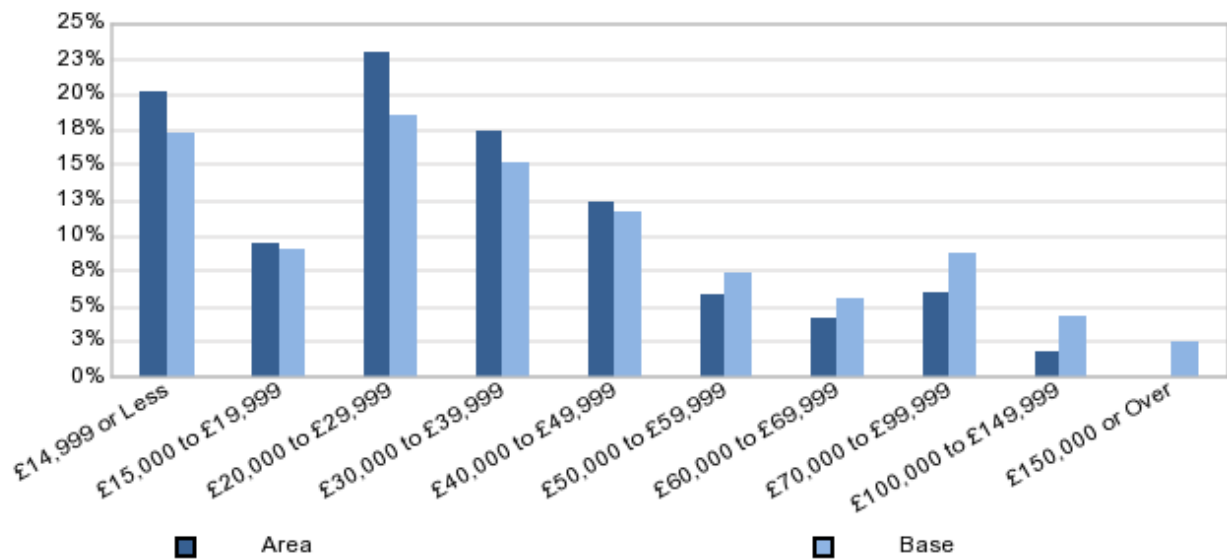
828 households within your area have an income of £19,999 or less, this forms 29.59 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.03 %. When using your base as a comparison, most households fall into the income band £20,000 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 22.99 % with an index of 124, the most under represented banding is £150,000 or Over with a figure of 1 making up 0.03 % 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	-12	100	268
	A City Prosperity	0	2,849,374	0			
	B Prestige Positions	1,206	4,798,133	248			
	C Country Living	0	4,432,229	0			
	D Rural Reality	0	4,656,104	0			
	E Senior Security	510	4,767,632	106			
	F Suburban Stability	244	3,634,847	66			
	G Domestic Success	355	5,770,639	61			
	H Aspiring Homemakers	1,668	6,440,418	256			
	I Family Basics	769	5,687,500	134			
	J Transient Renters	644	4,160,345	153			
	K Municipal Tenants	199	4,149,642	47			
	L Vintage Value	404	3,692,978	108			
	M Modest Traditions	801	3,121,382	254			
	N Urban Cohesion	0	3,547,766	0			
	O Rental Hubs	0	5,518,789	0			
	Totals	6,801	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.
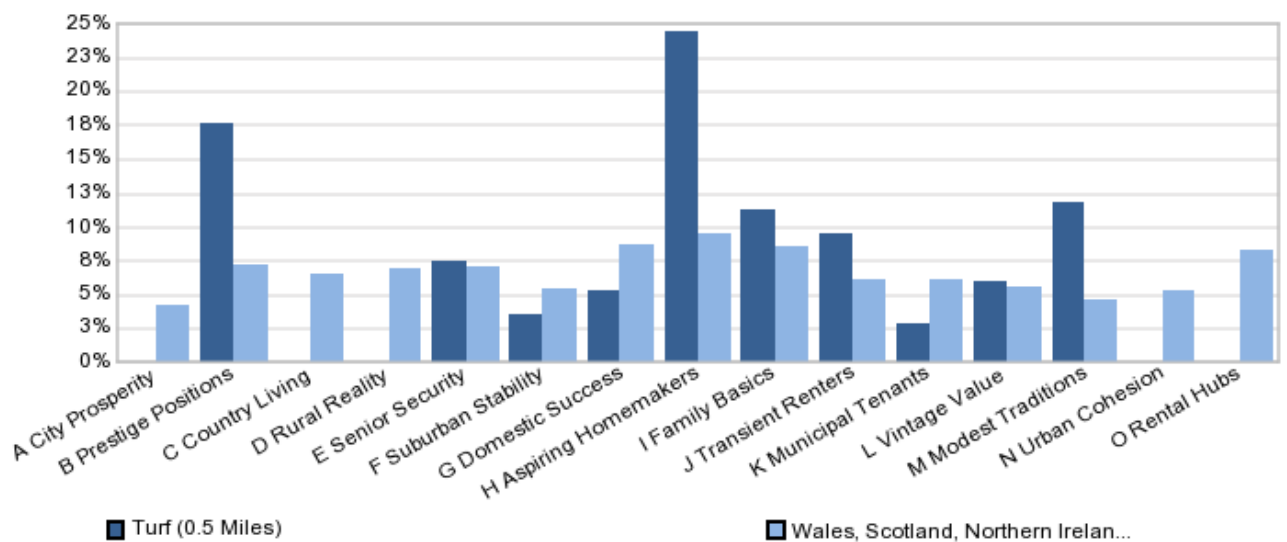
The largest group is H Aspiring Homemakers with a count of 1,668 representing 24.53 % of the overall distribution, in comparison to the base where 9.58 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is H Aspiring Homemakers taking up 24.53 % 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.

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Understanding the top three Mosaic UK 6 Groups

H Aspiring Homemakers - 24.53 %

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 - 17.73 %

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

M Modest Traditions - 11.78 %

Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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