

Location Analyst

UK



White Lion, Cannock Demogs Report 0.5 miles

Understanding Demographics

13 October, 2020

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Describing White Lion (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	2,442	28,345,190
Total Population	5,791	67,229,855
Total Males	2,839	33,173,050
Total Females	2,952	34,056,805

The current year estimates show a total resident population of 5,791 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,442 in your area and 28,345,190 in your base selection. This was split by 50.98 % of the population being female and 49.02 % being male in the study area.

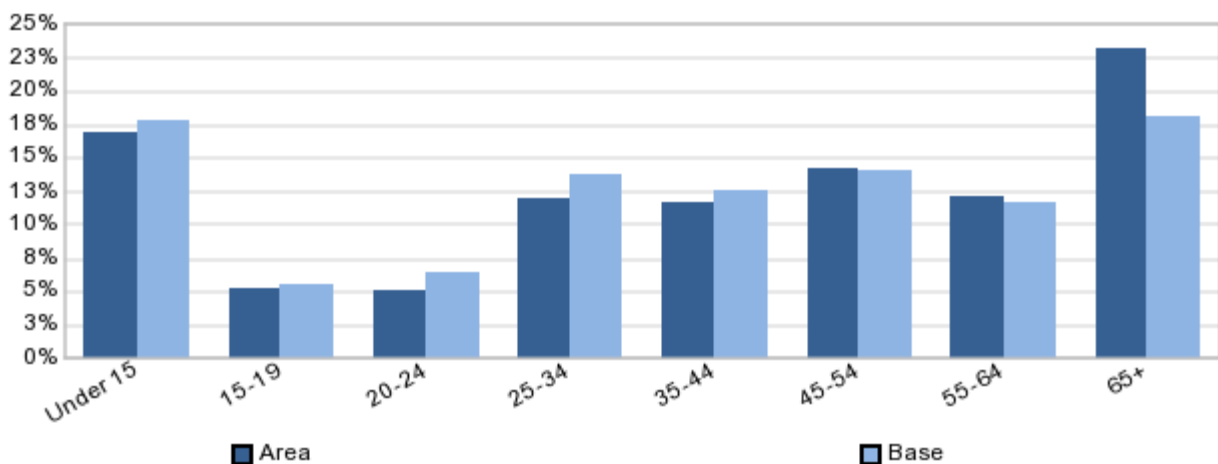
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			74	100	129
Under 15	974	11,991,800	94		
15-19	295	3,753,671	91		
20-24	287	4,311,089	77		
25-34	697	9,174,369	88		
35-44	671	8,463,387	92		
45-54	821	9,386,423	102		
55-64	707	7,914,572	104		
65+	1,340	12,234,544	127		

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 1,340 representing 23.13 % of the study area. The smallest proportion is in age band 20-24 with a count of 287 which represents 4.95 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 127. The band that is most under represented is 20-24 with an index* of 77, 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	5,628	58,246,060	112	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	62	1,367,158	52	
Asian / Asian British: Indian	54	1,559,199	40	
Asian / Asian British: Pakistani	3	1,239,421	3	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	14	497,465	32	
Asian / Asian British: Other Asian	12	969,724	15	
Black / African / Caribbean / Black British	13	2,122,714	7	
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: Compare this to your base ethnic diversity as follows:

97.19 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.06 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.94 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.05 % 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
0.22 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.23 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.08 % Other Ethnic Group	0.97 % Other Ethnic Group

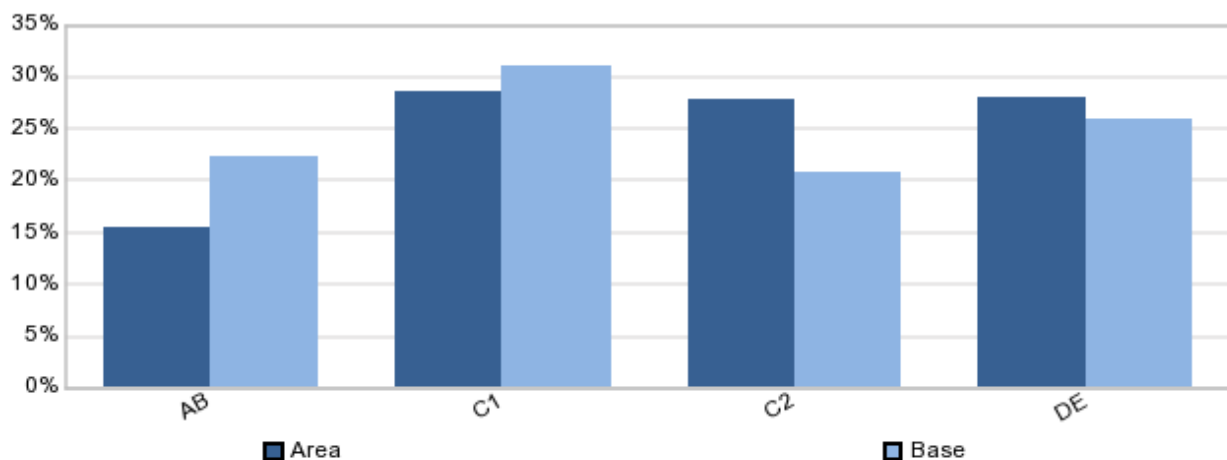
In the study area the largest ethnic group is White taking up 97.19 % of the population with a count of 5,628. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	265	4,696,968	69	
C1 Supervisory, cleric, junior manage/admin/prof	491	6,510,031	92	
C2 Skilled manual workers	481	4,376,339	134	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	483	5,456,469	108	

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.



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Within your area social grade C1 forms the largest proportion with 491 people falling into this group, which is 28.55 % of the overall distribution. The smallest proportion falls into grade AB with a count of 265 taking up 15.41 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 134, whereas the most under represented group is AB with an index count of 69.

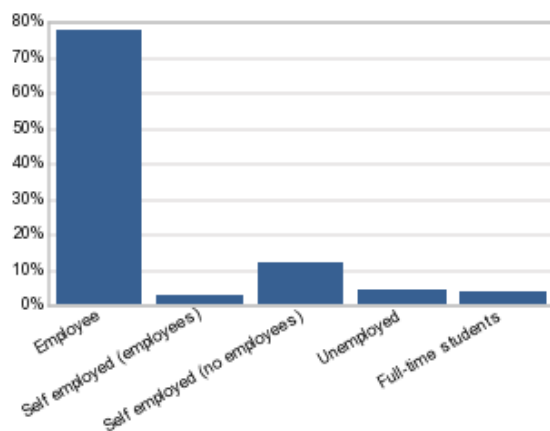
Understanding the Economic Activity

Economically Active	Area	Base	Index	77	100	127
Employee	2,194	26,483,068	100			
Self employed with employees	74	1,127,682	80			
Self employed without employees	325	3,705,246	106			
Unemployed	121	1,161,572	126			
Full-time students	112	1,695,620	80			
Economically Inactive				68	100	125
Retired	616	6,618,937	112			
Student	169	2,838,201	71			
Looking after home/ family	153	2,117,295	87			
Permanently sick/ disabled	222	2,168,755	123			
Other	75	1,076,085	84			

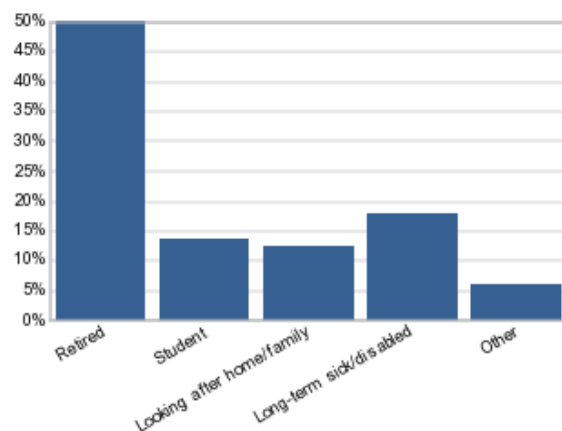
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 54.03 % of the population are employed, this is 2,194 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.83 %, 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 126, taking up 2.97 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 616 representing 15.18 %. The smallest inactive group is Other with 75 which is 1.85 %. When looking at the index values the group that is most over represented is Retired with an index of 112, representing 15.18 %.

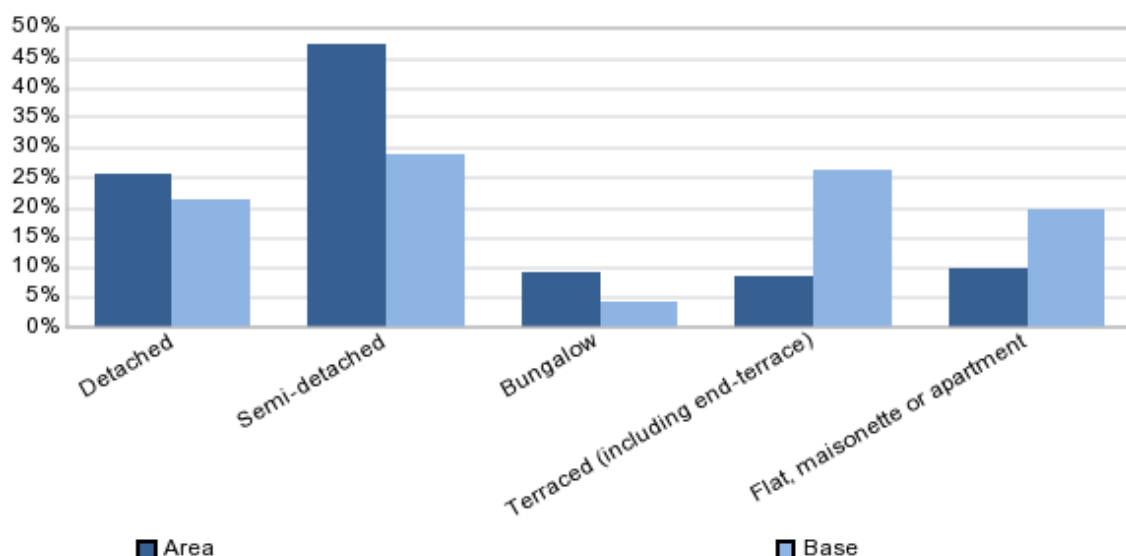
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	23	100	232
Detached	584	5,385,903	121		■	
Semi-detached	1,079	7,344,686	163		■	
Bungalow	208	1,039,099	223		■	
Terraced (including end-terrace)	198	6,699,890	33		■	
Flat, maisonette or apartment	223	5,007,460	49		■	

Source: Experian ConsumerView Household Directory 2019 .

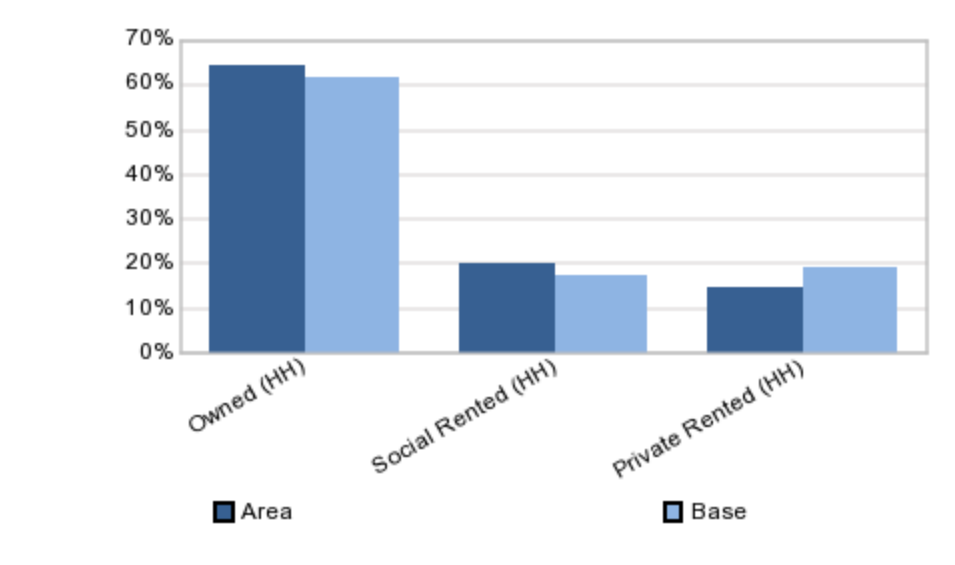
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	73	100	116
Owned (HH)	1,569	17,543,252	104		■	
Social Rented (HH)	488	4,965,267	114		■	
Private Rented (HH)	355	5,470,682	75		■	

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.



1,079 households within your area live in a Semi-detached dwelling, this is 47.07 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Terraced (including end-terrace) dwelling, this is 198 households and makes up 8.63 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 223, this makes up 9.08 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,569 making up 64.24 %. The smallest amount fall into the Private rented at 14.55 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 114, 19.99 % of households fall into this category in the study area.

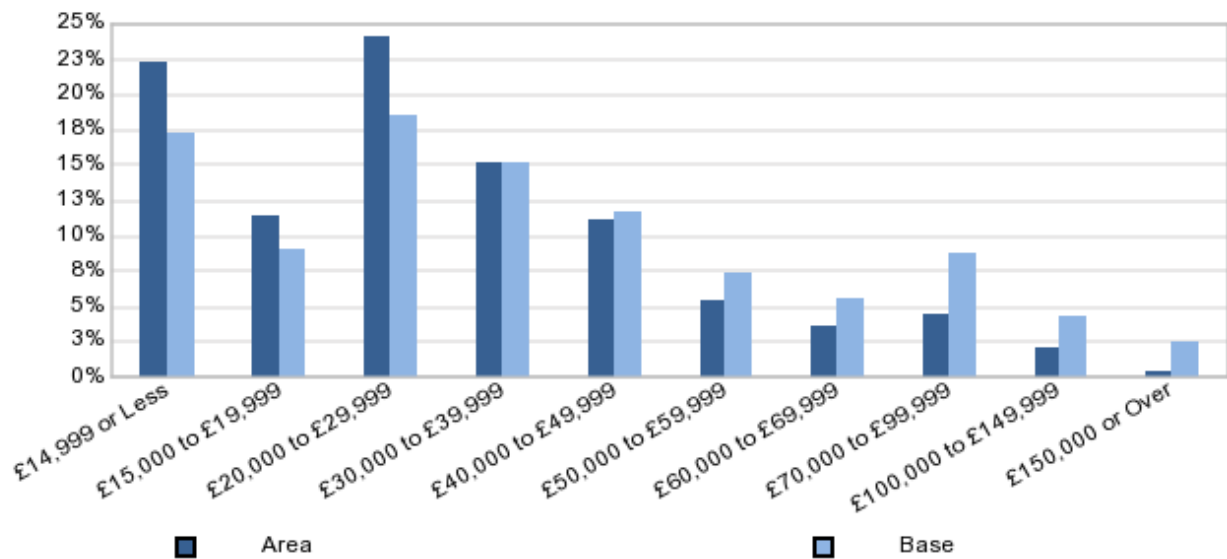
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Understanding the Household Income

Household Income	Area	Base	Index	9	100	135
£14,999 or Less	543	4,889,206	129		■	
£15,000 to £19,999	279	2,538,634	128		■	
£20,000 to £29,999	587	5,253,752	130		■	
£30,000 to £39,999	371	4,304,210	100			
£40,000 to £49,999	274	3,318,086	96		■	
£50,000 to £59,999	131	2,106,080	72		■	
£60,000 to £69,999	89	1,573,962	66		■	
£70,000 to £99,999	109	2,469,683	51		■	
£100,000 to £149,999	49	1,215,381	47		■	
£150,000 or Over	9	676,196	15		■	

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.



823 households within your area have an income of £19,999 or less, this forms 33.68 % of the overall distribution. The smallest count is 9 and these fall into household income band £150,000 or Over making up 0.37 %. 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 24.03 % with an index of 130, the most under represented banding is £150,000 or Over with a figure of 15 making up 0.37 % 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.

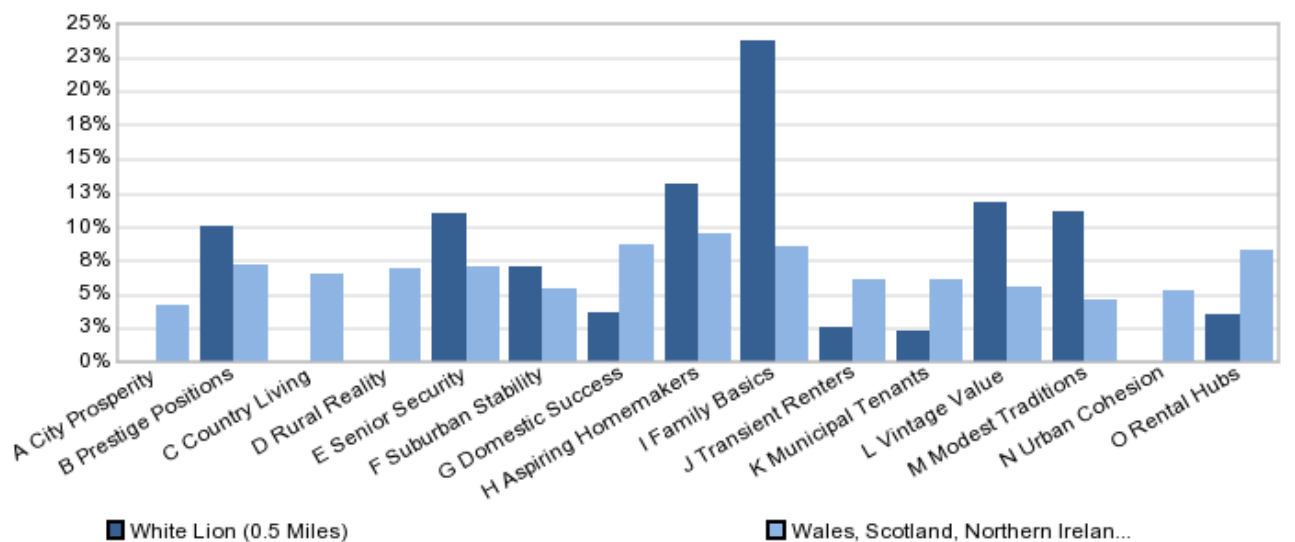
Understanding the residential profile by Mosaic UK 6

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	-14	100	296
A City Prosperity	0	2,849,374	0			
B Prestige Positions	585	4,798,133	142			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	637	4,767,632	155			
F Suburban Stability	407	3,634,847	130			
G Domestic Success	215	5,770,639	43			
H Aspiring Homemakers	762	6,440,418	137			
I Family Basics	1,381	5,687,500	282			
J Transient Renters	144	4,160,345	40			
K Municipal Tenants	131	4,149,642	37			
L Vintage Value	682	3,692,978	214			
M Modest Traditions	646	3,121,382	240			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	202	5,518,789	42			
Totals	5,791	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 I Family Basics with a count of 1,381 representing 23.85 % 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 I Family Basics taking up 23.85 % 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 - 23.85 %



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

H Aspiring Homemakers - 13.16 %



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

L Vintage Value - 11.77 %



Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use