

Location Analyst

UK



Boars Head BS35 4AX 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Boars Head 15 mins (15 Minutes) in relation to United Kingdom
Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	72,840	28,345,190
Total Population	176,659	67,229,855
Total Males	87,647	33,173,050
Total Females	89,012	34,056,805

The current year estimates show a total resident population of 176,659 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 72,840 in your area and 28,345,190 in your base selection. This was split by 50.39 % of the population being female and 49.61 % being male in the study area.

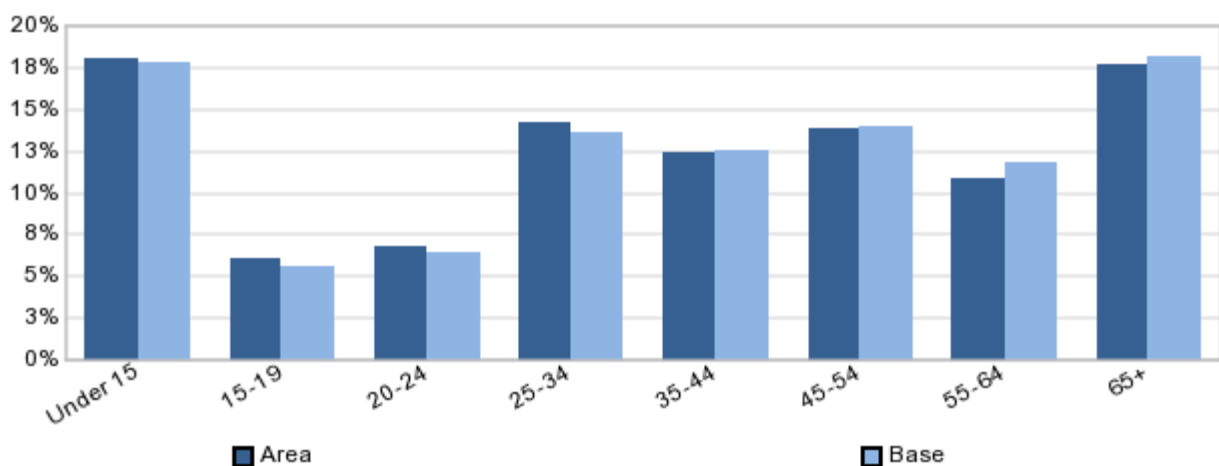
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	31,970	11,991,800	101
15-19	10,709	3,753,671	109
20-24	12,172	4,311,089	107
25-34	24,944	9,174,369	103
35-44	22,003	8,463,387	99
45-54	24,479	9,386,423	99
55-64	19,192	7,914,572	92
65+	31,190	12,234,544	97

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 31,970 representing 18.10 % of the study area. The smallest proportion is in age band 15-19 with a count of 10,709 which represents 6.06 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 109. The band that is most under represented is 55-64 with an index of 92, 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	44	100	112
White	156,899	58,246,060	103			
Gypsy / Traveller / Irish Traveller	194	68,310	108			
Mixed / Multiple Ethnic Groups	3,617	1,367,158	101			
Asian / Asian British: Indian	3,497	1,559,199	85			
Asian / Asian British: Pakistani	2,032	1,239,421	62			
Asian / Asian British: Bangladeshi	635	505,406	48			
Asian / Asian British: Chinese	1,431	497,465	109			
Asian / Asian British: Other Asian	1,602	969,724	63			
Black / African / Caribbean / Black British	5,585	2,122,714	100			
Other Ethnic Group	1,166	654,398	68			

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:

88.81 % White	86.64 % White
0.11 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.05 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.98 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.15 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.36 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.81 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.91 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
3.16 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.66 % Other Ethnic Group	0.97 % Other Ethnic Group

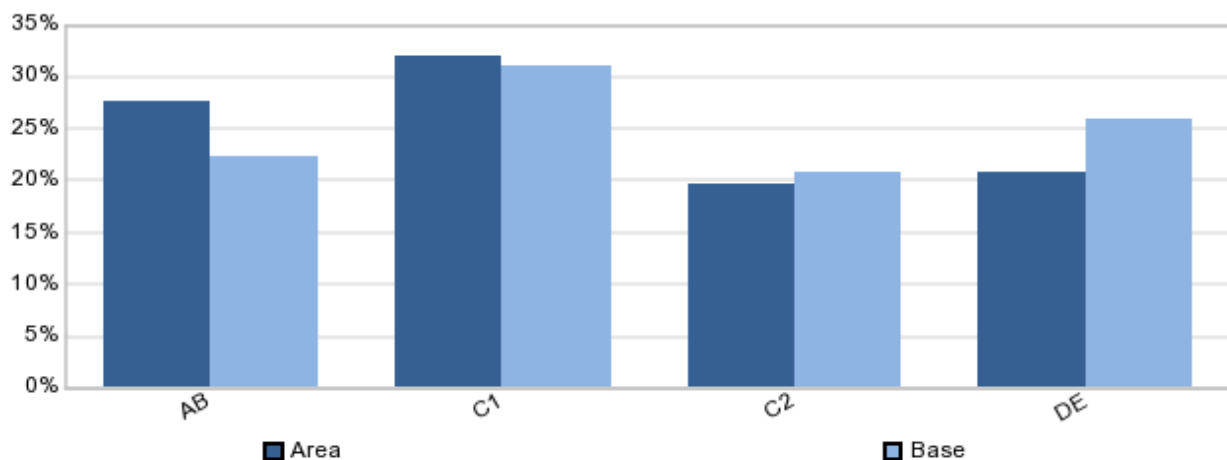
In the study area the largest ethnic group is White taking up 88.81 % of the population with a count of 156,899. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 194, 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	78	100	126
AB Higher & intermediate manage/admin/prof	15,092	4,696,968	124			
C1 Supervisory, cleric, junior manage/admin/prof	17,435	6,510,031	103			
C2 Skilled manual workers	10,712	4,376,339	94			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	11,355	5,456,469	80			

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 17,435 people falling into this group, which is 31.93 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 10,712 taking up 19.62 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 124, whereas the most under represented group is DE with an index count of 80.

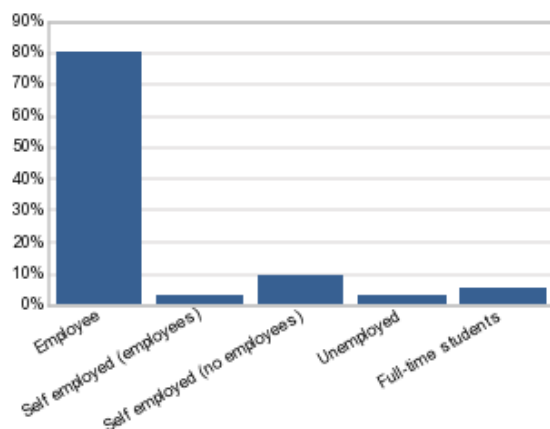
Understanding the Economic Activity

Economically Active	Area	Base	Index	70	100	114
Employee	75,141	26,483,068	104			
Self employed with employees	2,350	1,127,682	76			
Self employed without employees	8,483	3,705,246	84			
Unemployed	2,312	1,161,572	73			
Full-time students	5,223	1,695,620	113			
Economically Inactive				80	100	108
Retired	16,464	6,618,937	107			
Student	7,079	2,838,201	107			
Looking after home/ family	4,710	2,117,295	96			
Permanently sick/ disabled	4,109	2,168,755	82			
Other	2,036	1,076,085	82			

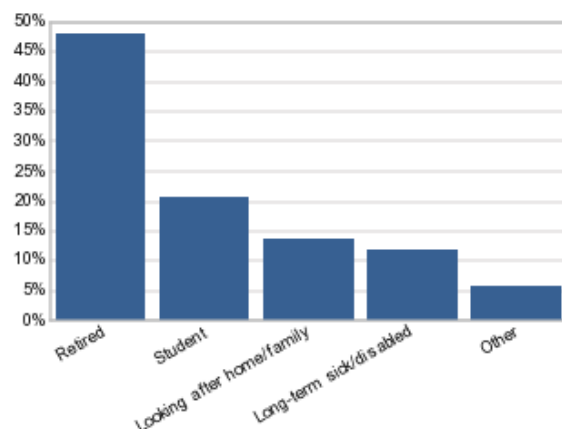
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 58.75 % of the population are employed, this is 75,141 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.81 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Full-time students with an index of 113, taking up 4.08 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 16,464 representing 12.87 %. The smallest inactive group is Other with 2,036 which is 1.59 %. When looking at the index values the group that is most over represented is Student with an index of 107, representing 5.53 %.

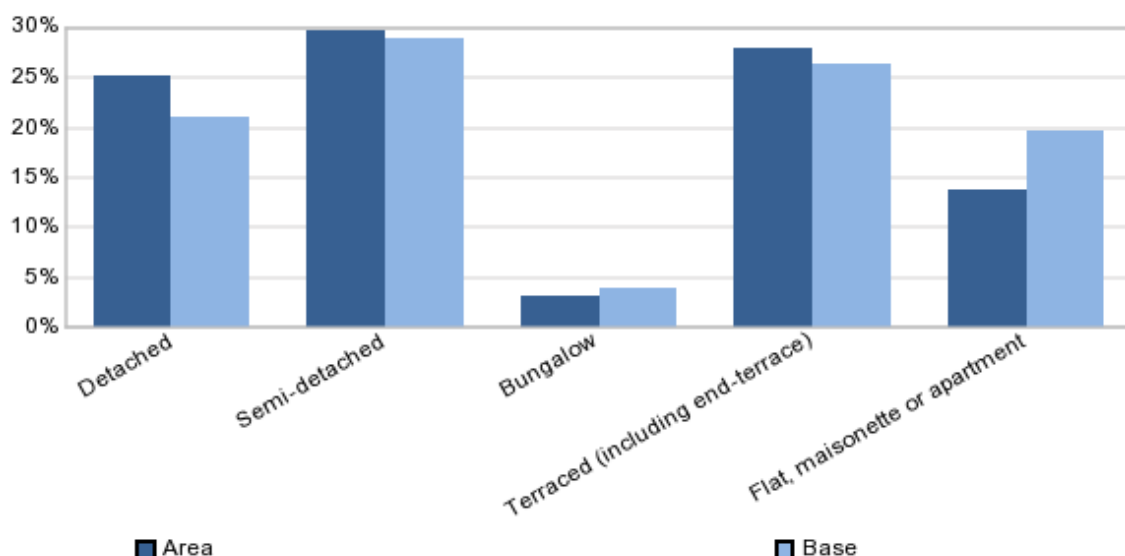
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	67	100	122
Detached	16,927	5,385,903	120			
Semi-detached	19,960	7,344,686	104			
Bungalow	2,035	1,039,099	75			
Terraced (including end-terrace)	18,688	6,699,890	106			
Flat, maisonette or apartment	9,195	5,007,460	70			

Source: Experian ConsumerView Household Directory 2019 .

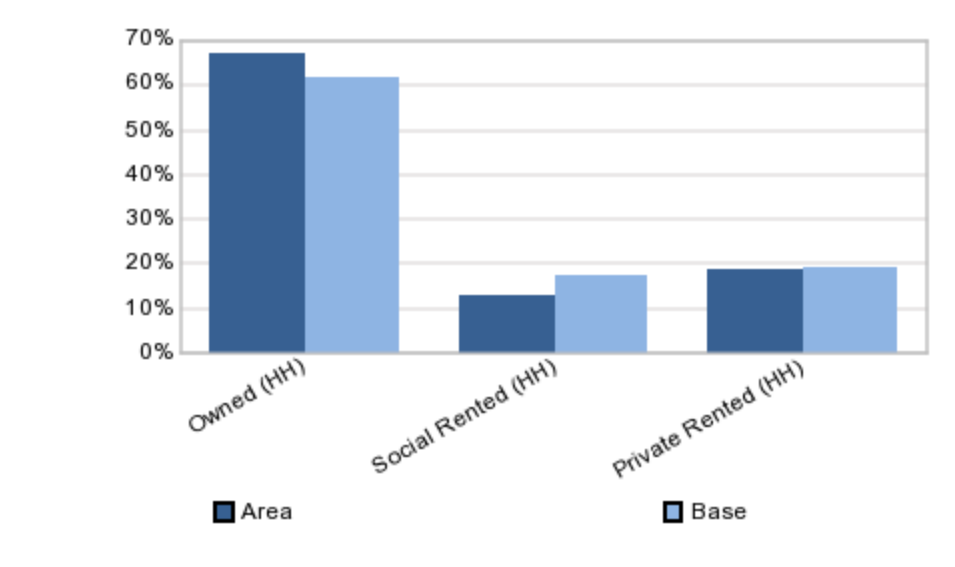
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	72	100	109
Owned (HH)	48,665	17,543,252	108		■	
Social Rented (HH)	9,436	4,965,267	74		■	
Private Rented (HH)	13,915	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.



19,960 households within your area live in a Semi-detached dwelling, this is 29.88 %. 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 2,035 households and makes up 3.05 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 120, this makes up 25.34 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 48,665 making up 66.81 %. The smallest amount fall into the Social rented at 12.96 %. When looking at the index figures the most over represented tenure type is Owned with an index of 108, 66.81 % of households fall into this category in the study area.

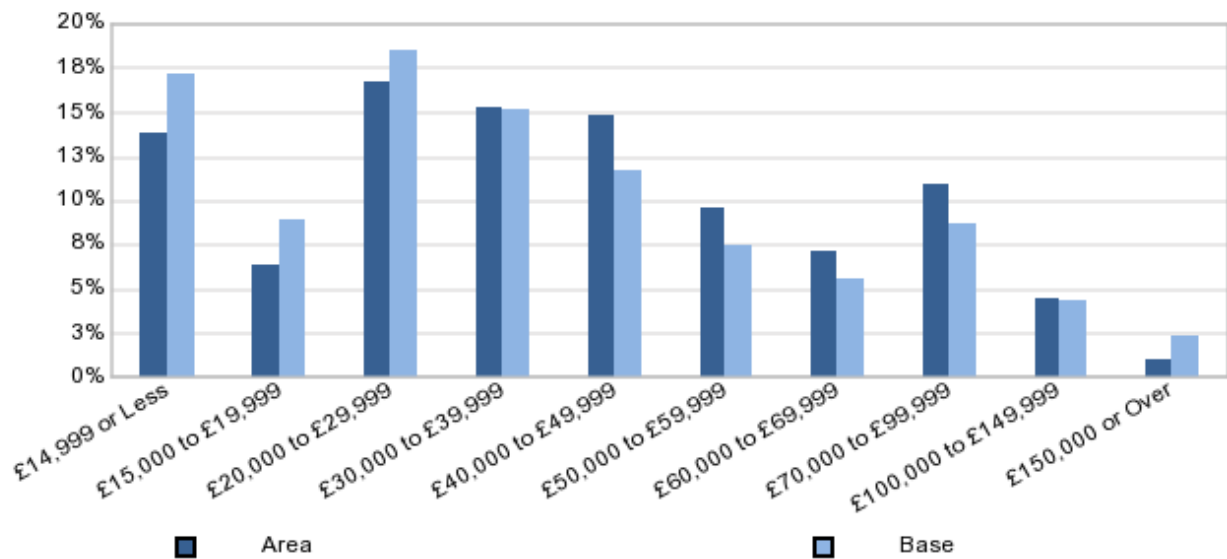
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Understanding the Household Income

Household Income	Area	Base	Index	35	100	133
£14,999 or Less	10,086	4,889,206	80		■	
£15,000 to £19,999	4,612	2,538,634	71		■	
£20,000 to £29,999	12,114	5,253,752	90		■	
£30,000 to £39,999	11,146	4,304,210	101		■	
£40,000 to £49,999	10,820	3,318,086	127		■	
£50,000 to £59,999	6,968	2,106,080	129		■	
£60,000 to £69,999	5,178	1,573,962	128		■	
£70,000 to £99,999	8,019	2,469,683	126		■	
£100,000 to £149,999	3,204	1,215,381	103		■	
£150,000 or Over	694	676,196	40		■	

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.



14,698 households within your area have an income of £19,999 or less, this forms 20.18 % of the overall distribution. The smallest count is 694 and these fall into household income band £150,000 or Over making up 0.95 %. 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 £50,000 to £59,999 is over represented making up 9.57 % with an index of 129, the most under represented banding is £150,000 or Over with a figure of 40 making up 0.95 % 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.

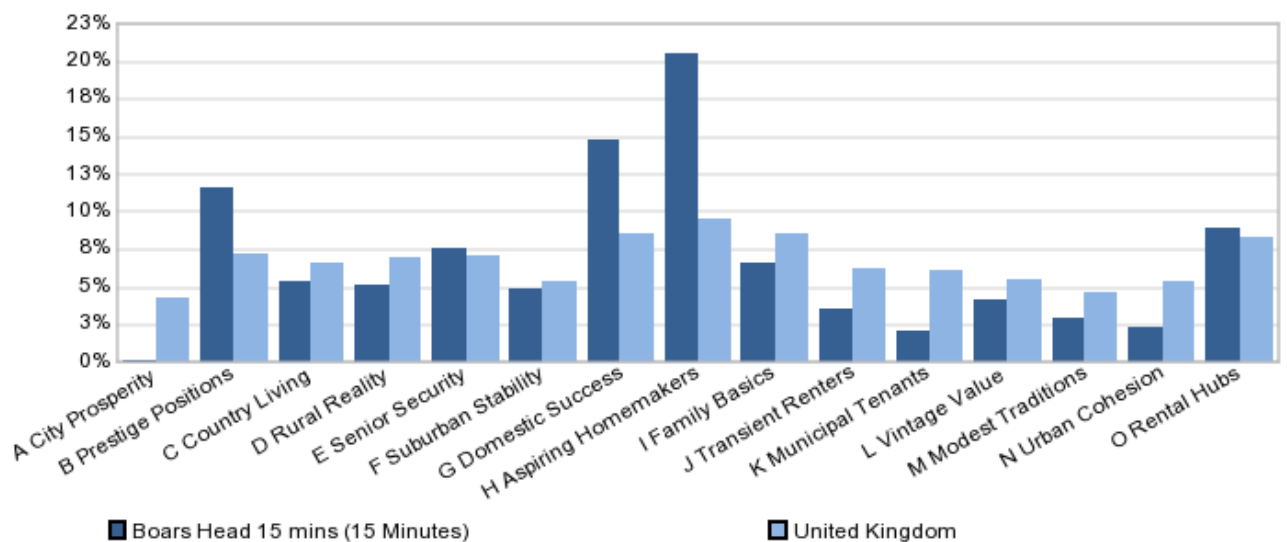
Understanding the residential profile by Mosaic UK 6

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	224
A City Prosperity	251	2,849,374	3			
B Prestige Positions	20,293	4,798,133	161			
C Country Living	9,379	4,432,229	81			
D Rural Reality	8,842	4,656,104	72			
E Senior Security	13,379	4,767,632	107			
F Suburban Stability	8,618	3,634,847	90			
G Domestic Success	25,964	5,770,639	171			
H Aspiring Homemakers	36,268	6,440,418	214			
I Family Basics	11,679	5,687,500	78			
J Transient Renters	6,347	4,160,345	58			
K Municipal Tenants	3,536	4,149,642	32			
L Vintage Value	7,254	3,692,978	75			
M Modest Traditions	5,151	3,121,382	63			
N Urban Cohesion	3,926	3,547,766	42			
O Rental Hubs	15,771	5,518,789	109			
Totals	176,659	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 36,268 representing 20.53 % 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 251 which represents 0.14 %. The index* figures indicate that the most over represented group is H Aspiring Homemakers taking up 20.53 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.14 %.

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Understanding the top three Mosaic UK 6 Groups

H Aspiring Homemakers - 20.53 %



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

G Domestic Success - 14.70 %



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

B Prestige Positions - 11.49 %



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