

Location Analyst

UK



Cross Guns SY10 9QR 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Cross Guns 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	18,613	28,345,190
Total Population	43,508	67,229,855
Total Males	21,107	33,173,050
Total Females	22,401	34,056,805

The current year estimates show a total resident population of 43,508 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 18,613 in your area and 28,345,190 in your base selection. This was split by 51.49 % of the population being female and 48.51 % being male in the study area.

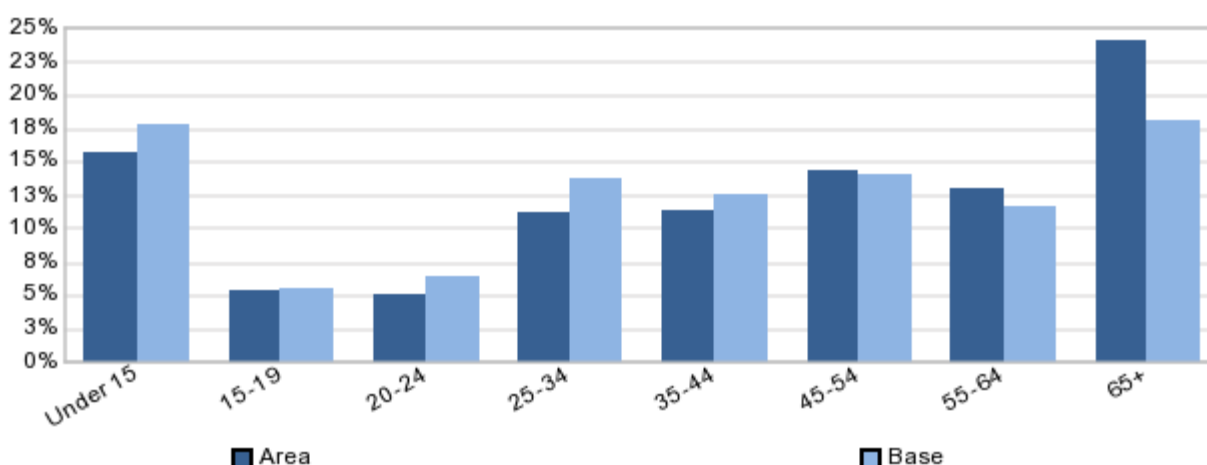
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	6,863	11,991,800	88
15-19	2,319	3,753,671	95
20-24	2,145	4,311,089	77
25-34	4,856	9,174,369	82
35-44	4,930	8,463,387	90
45-54	6,215	9,386,423	102
55-64	5,688	7,914,572	111
65+	10,492	12,234,544	133

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 10,492 representing 24.12 % of the study area. The smallest proportion is in age band 20-24 with a count of 2,145 which represents 4.93 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 133. 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	0	100	174
White	42,637	58,246,060	113			
Gypsy / Traveller / Irish Traveller	73	68,310	166			
Mixed / Multiple Ethnic Groups	269	1,367,158	30			
Asian / Asian British: Indian	89	1,559,199	9			
Asian / Asian British: Pakistani	14	1,239,421	2			
Asian / Asian British: Bangladeshi	70	505,406	21			
Asian / Asian British: Chinese	137	497,465	42			
Asian / Asian British: Other Asian	103	969,724	16			
Black / African / Caribbean / Black British	74	2,122,714	5			
Other Ethnic Group	43	654,398	10			

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:

98.00 % White	86.64 % White
0.17 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.62 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.20 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.03 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.16 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.31 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.24 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.17 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.10 % Other Ethnic Group	0.97 % Other Ethnic Group

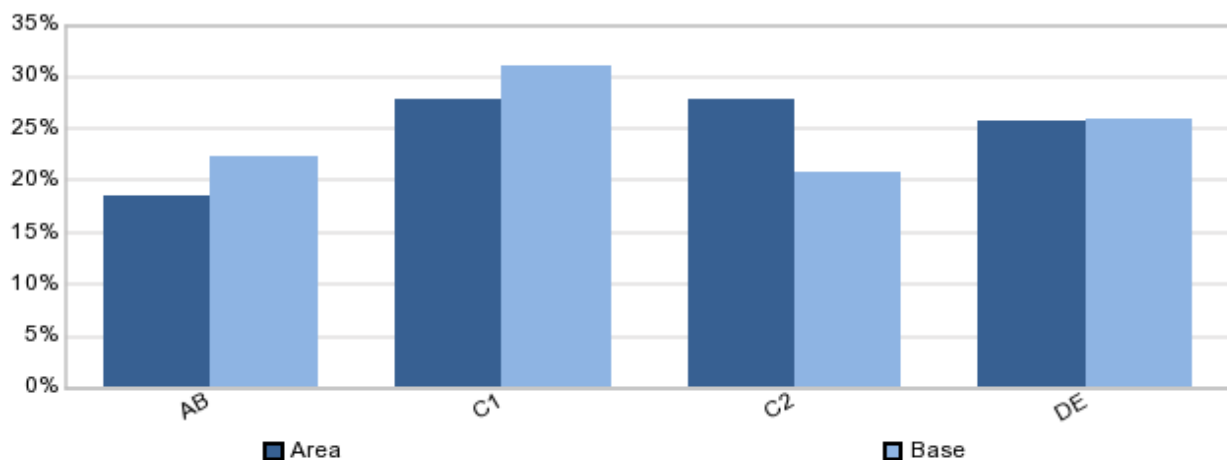
In the study area the largest ethnic group is White taking up 98.00 % of the population with a count of 42,637. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 14, 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	80	100	137
AB Higher & intermediate manage/admin/prof	2,369	4,696,968	83			
C1 Supervisory, cleric, junior manage/admin/prof	3,582	6,510,031	90			
C2 Skilled manual workers	3,590	4,376,339	134			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	3,293	5,456,469	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.



*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 C2 forms the largest proportion with 3,590 people falling into this group, which is 27.97 % of the overall distribution. The smallest proportion falls into grade AB with a count of 2,369 taking up 18.46 %. 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 83.

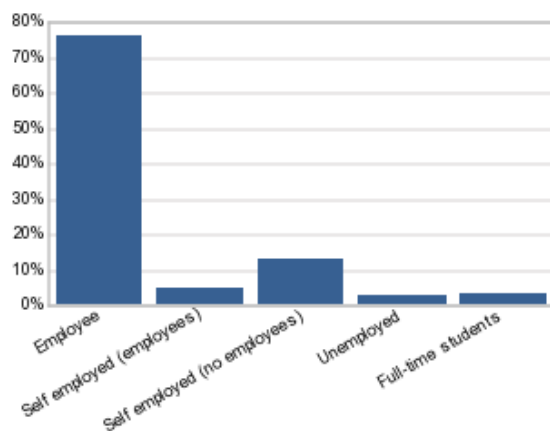
Understanding the Economic Activity

Economically Active	Area	Base	Index	61	100	146
Employee	16,955	26,483,068	98			
Self employed with employees	1,051	1,127,682	143			
Self employed without employees	2,898	3,705,246	120			
Unemployed	692	1,161,572	91			
Full-time students	726	1,695,620	66			
Economically Inactive				74	100	126
Retired	4,921	6,618,937	124			
Student	1,324	2,838,201	78			
Looking after home/ family	1,028	2,117,295	81			
Permanently sick/ disabled	1,123	2,168,755	86			
Other	493	1,076,085	76			

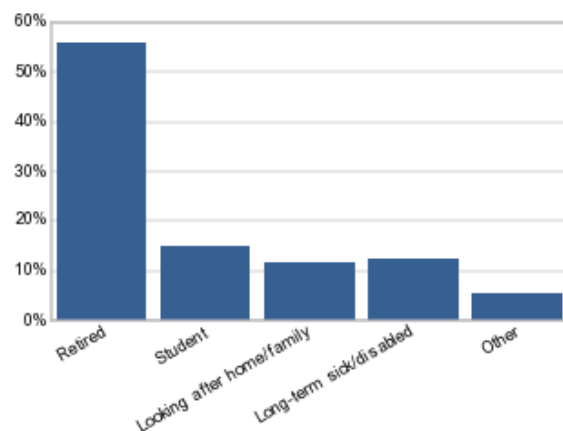
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 54.32 % of the population are employed, this is 16,955 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 2.22 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Employee with an index of 143, taking up 3.37 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 4,921 representing 15.77 %. The smallest inactive group is Other with 493 which is 1.58 %. When looking at the index values the group that is most over represented is Retired with an index of 124, representing 15.77 %.

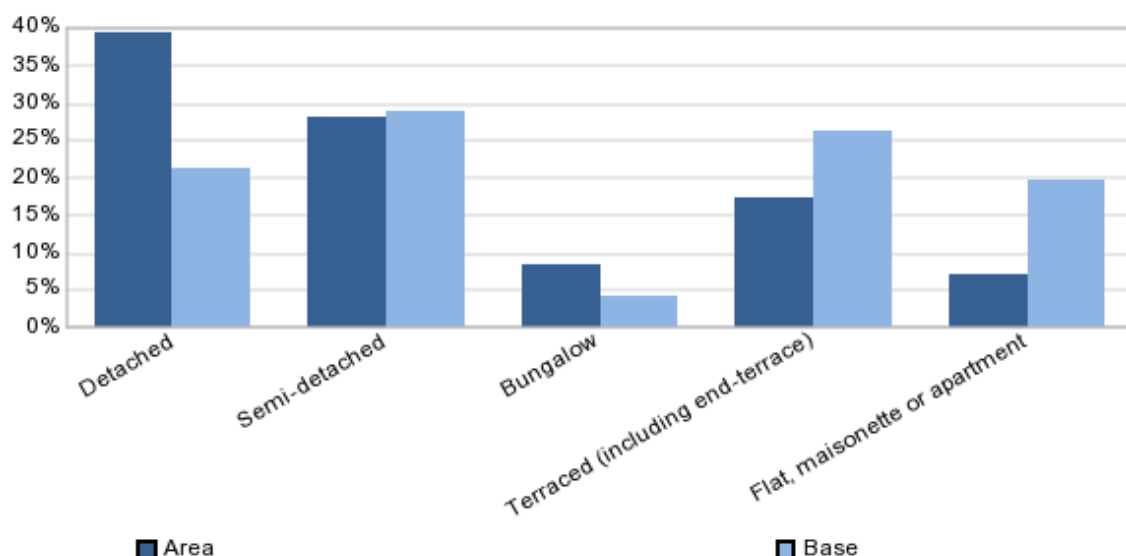
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	27	100	213
Detached	6,586	5,385,903	186		■	
Semi-detached	4,681	7,344,686	97			
Bungalow	1,401	1,039,099	205		■	
Terraced (including end-terrace)	2,872	6,699,890	65		■	
Flat, maisonette or apartment	1,172	5,007,460	36		■	

Source: Experian ConsumerView Household Directory 2019 .

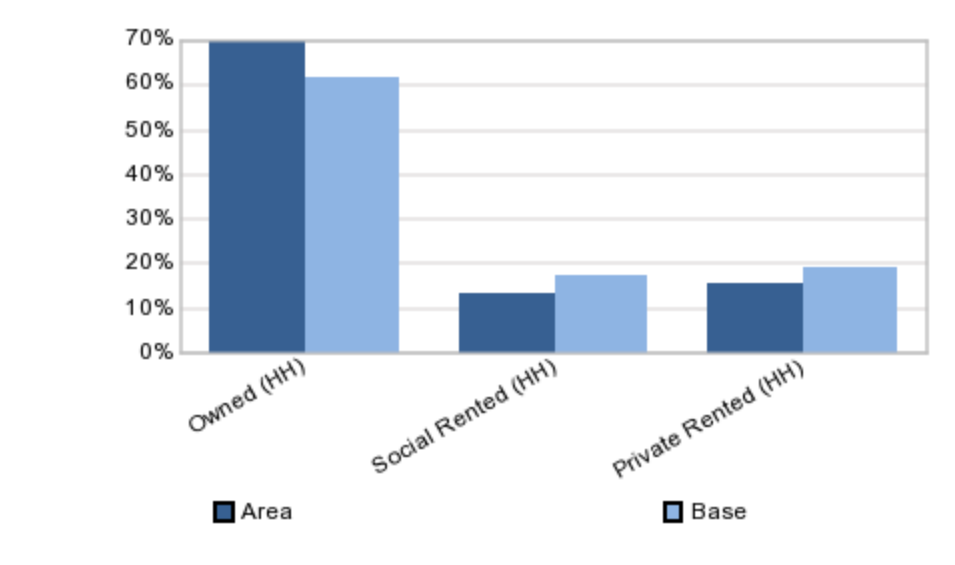
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	73	100	114
Owned (HH)	12,992	17,543,252	113			
Social Rented (HH)	2,455	4,965,267	75			
Private Rented (HH)	2,901	5,470,682	81			

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.



4,681 households within your area live in a Semi-detached dwelling, this is 28.01 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 1,172 households and makes up 7.01 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 205, this makes up 8.38 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 12,992 making up 69.80 %. The smallest amount fall into the Social rented at 13.19 %. When looking at the index figures the most over represented tenure type is Owned with an index of 113, 69.80 % of households fall into this category in the study area.

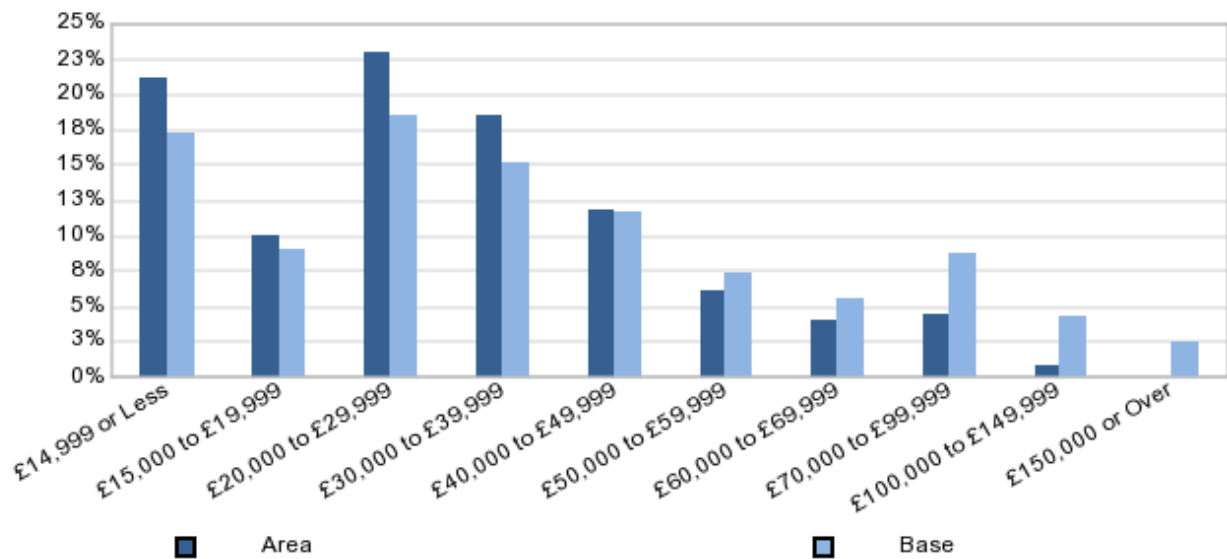
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	130
£14,999 or Less	3,941	4,889,206	123			
£15,000 to £19,999	1,873	2,538,634	112			
£20,000 to £29,999	4,268	5,253,752	124			
£30,000 to £39,999	3,453	4,304,210	122			
£40,000 to £49,999	2,191	3,318,086	101			
£50,000 to £59,999	1,161	2,106,080	84			
£60,000 to £69,999	742	1,573,962	72			
£70,000 to £99,999	821	2,469,683	51			
£100,000 to £149,999	159	1,215,381	20			
£150,000 or Over	3	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.



5,814 households within your area have an income of £19,999 or less, this forms 31.24 % of the overall distribution. The smallest count is 3 and these fall into household income band £150,000 or Over making up 0.02 %. 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 22.93 % with an index of 124, the most under represented banding is £150,000 or Over with a figure of 1 making up 0.02 % 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.

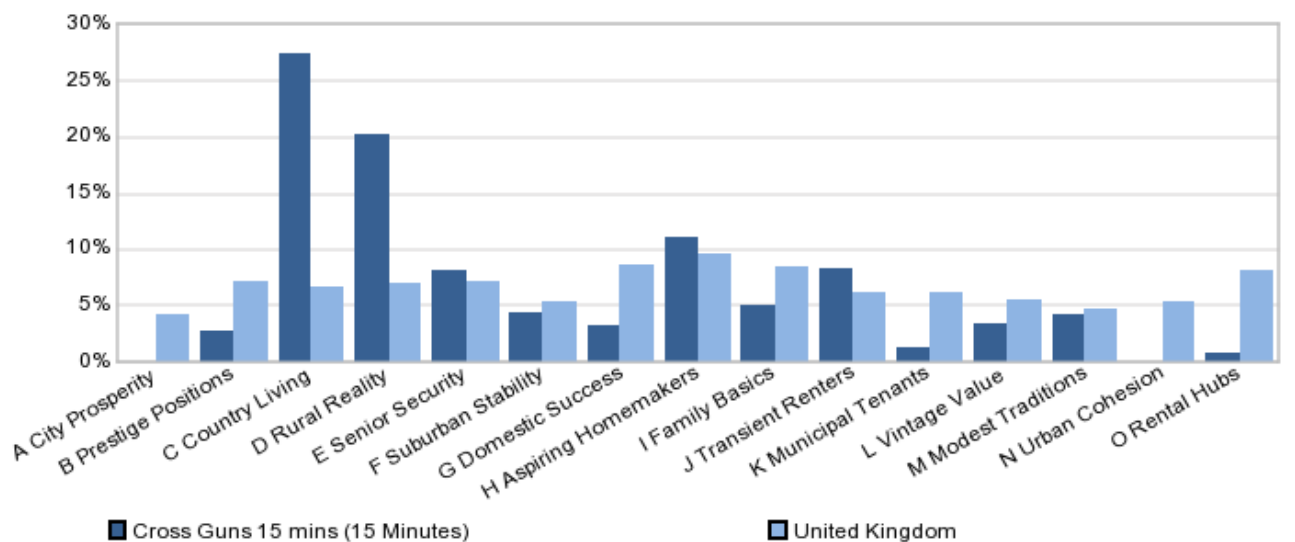
Understanding the residential profile by Mosaic UK 6

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	-20	100	436
A City Prosperity	0	2,849,374	0			
B Prestige Positions	1,156	4,798,133	37			
C Country Living	11,913	4,432,229	415			
D Rural Reality	8,817	4,656,104	293			
E Senior Security	3,526	4,767,632	114			
F Suburban Stability	1,886	3,634,847	80			
G Domestic Success	1,445	5,770,639	39			
H Aspiring Homemakers	4,779	6,440,418	115			
I Family Basics	2,164	5,687,500	59			
J Transient Renters	3,599	4,160,345	134			
K Municipal Tenants	529	4,149,642	20			
L Vintage Value	1,523	3,692,978	64			
M Modest Traditions	1,826	3,121,382	90			
N Urban Cohesion	30	3,547,766	1			
O Rental Hubs	317	5,518,789	9			
Totals	43,508	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 C Country Living with a count of 11,913 representing 27.38 % of the overall distribution, in comparison to the base where 6.59 % 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 C Country Living taking up 27.38 % 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

C Country Living - 27.38 %



Well-off owners in rural locations enjoying the benefits of country life.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

D Rural Reality - 20.27 %



Householders living in less expensive homes in village communities.

Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

H Aspiring Homemakers - 10.98 %



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