

Location Analyst

UK



Markets Tavern, Brecon Demogs Report 0.5miles

Understanding Demographics

13 October, 2020

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Describing Markets Tavern, Brecon Demogs Report 0.5miles (0.5 Miles) in relation to United Kingdom
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,489	28,345,190
Total Population	3,210	67,229,855
Total Males	1,554	33,173,050
Total Females	1,656	34,056,805

The current year estimates show a total resident population of 3,210 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,489 in your area and 28,345,190 in your base selection. This was split by 51.59 % of the population being female and 48.41 % being male in the study area.

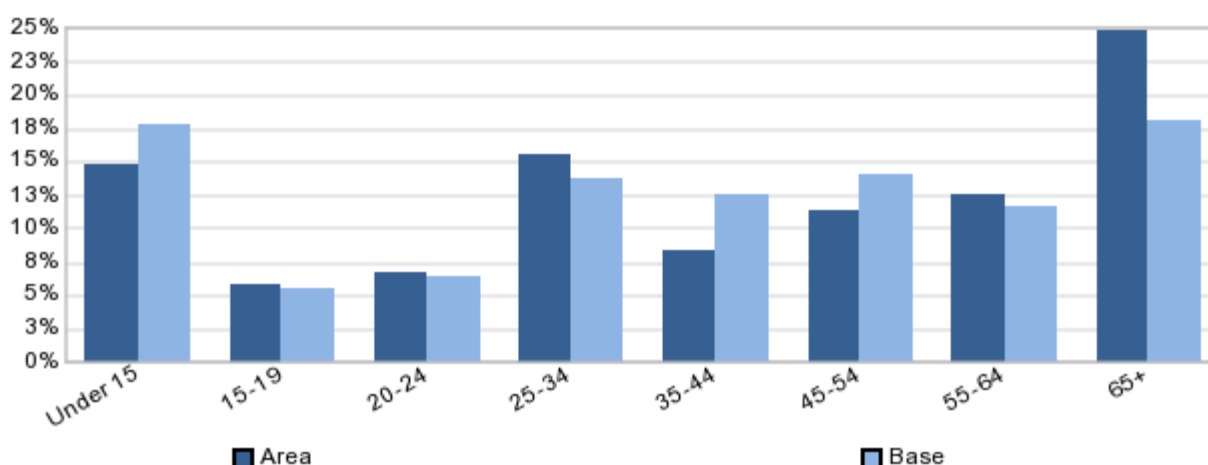
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	475	11,991,800	83
15-19	189	3,753,671	106
20-24	216	4,311,089	105
25-34	501	9,174,369	114
35-44	265	8,463,387	65
45-54	364	9,386,423	81
55-64	403	7,914,572	107
65+	797	12,234,544	136

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 797 representing 24.82 % of the study area. The smallest proportion is in age band 15-19 with a count of 189 which represents 5.90 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 136. The band that is most under represented is 35-44 with an index* of 65, 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	2,948	58,246,060	106	0 100 302
Gypsy / Traveller / Irish Traveller	7	68,310	226	
Mixed / Multiple Ethnic Groups	40	1,367,158	61	
Asian / Asian British: Indian	9	1,559,199	12	
Asian / Asian British: Pakistani	1	1,239,421	1	
Asian / Asian British: Bangladeshi	5	505,406	19	
Asian / Asian British: Chinese	48	497,465	202	
Asian / Asian British: Other Asian	133	969,724	288	
Black / African / Caribbean / Black British	6	2,122,714	6	
Other Ethnic Group	13	654,398	41	

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:

91.85 % White	86.64 % White
0.23 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.24 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.27 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.02 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.15 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
1.49 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
4.15 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.20 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.40 % Other Ethnic Group	0.97 % Other Ethnic Group

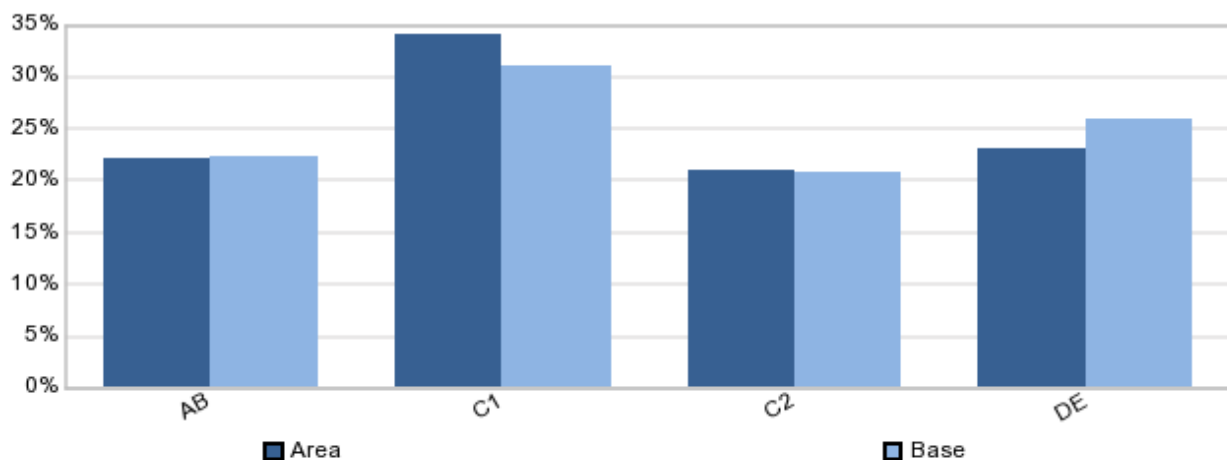
In the study area the largest ethnic group is White taking up 91.85 % of the population with a count of 2,948. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 1, 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	226	4,696,968	99	87 100 111
C1 Supervisory, cleric, junior manage/admin/prof	351	6,510,031	110	
C2 Skilled manual workers	216	4,376,339	101	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	235	5,456,469	88	

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 351 people falling into this group, which is 34.11 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 216 taking up 20.96 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 110, whereas the most under represented group is DE with an index count of 88.

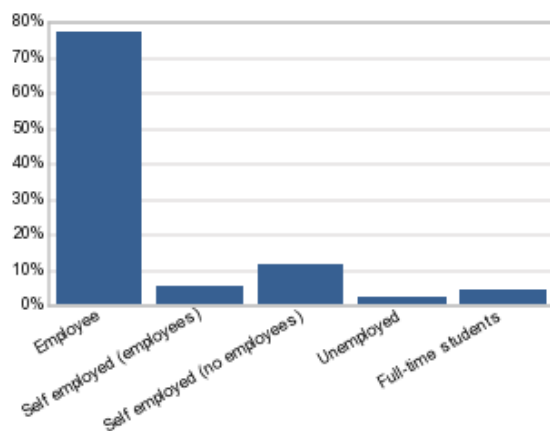
Understanding the Economic Activity

Economically Active	Area	Base	Index	51	100	167
Employee	1,220	26,483,068	100			
Self employed with employees	85	1,127,682	162		■	
Self employed without employees	176	3,705,246	103			
Unemployed	31	1,161,572	57	■		
Full-time students	69	1,695,620	88	■		
Economically Inactive				32	100	126
Retired	398	6,618,937	122		■	
Student	160	2,838,201	115		■	
Looking after home/ family	38	2,117,295	36	■		
Permanently sick/ disabled	82	2,168,755	77	■		
Other	51	1,076,085	97		■	

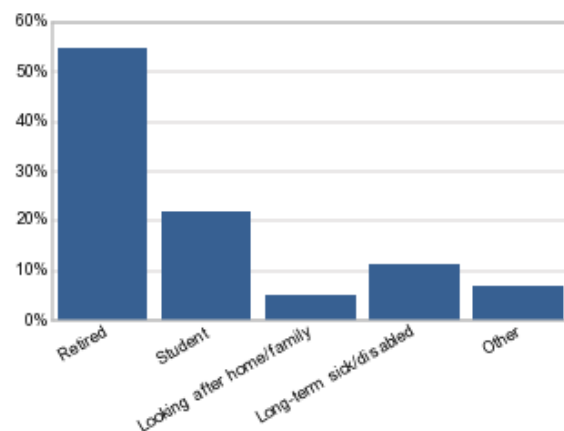
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 52.84 % of the population are employed, this is 1,220 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.33 %, 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 162, taking up 3.66 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 398 representing 17.23 %. The smallest inactive group is Looking after home/ family with 38 which is 1.64 %. When looking at the index values the group that is most over represented is Retired with an index of 122, representing 17.23 %.

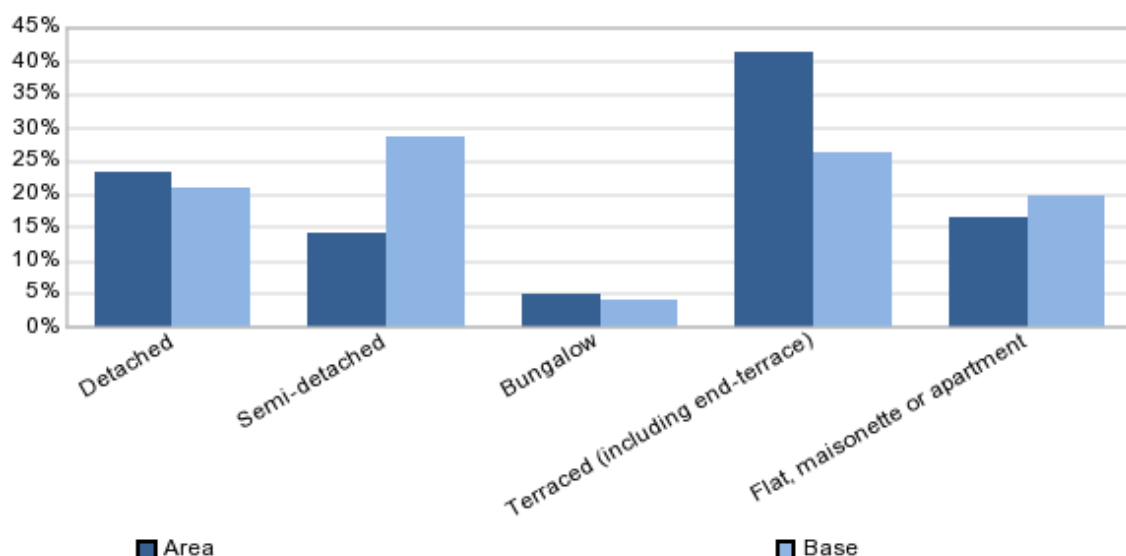
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	43	100	161
Detached	311	5,385,903	111			
Semi-detached	188	7,344,686	49			
Bungalow	63	1,039,099	116			
Terraced (including end-terrace)	546	6,699,890	157			
Flat, maisonette or apartment	219	5,007,460	84			

Source: Experian ConsumerView Household Directory 2019 .

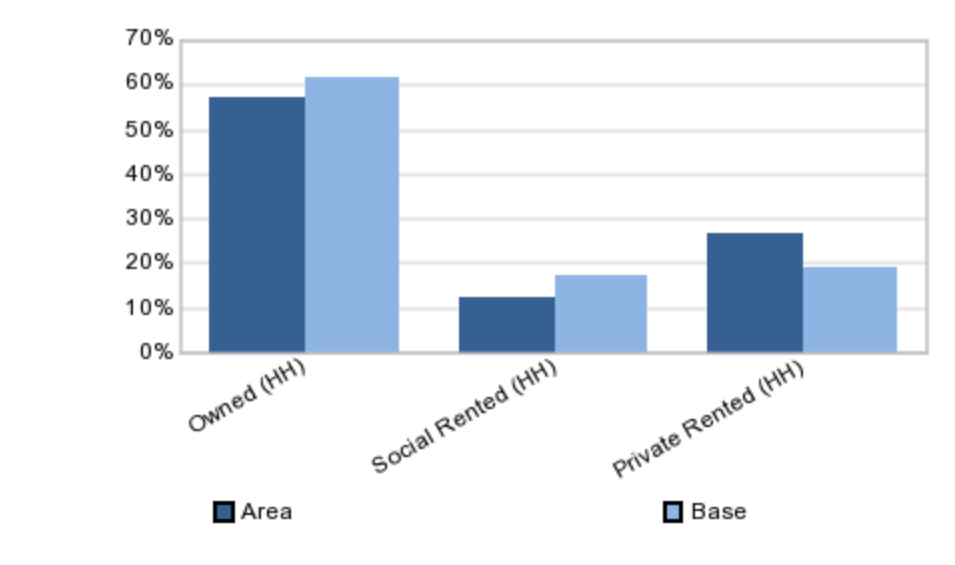
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	67	100	143
Owned (HH)	848	17,543,252	92			
Social Rented (HH)	185	4,965,267	71			
Private Rented (HH)	401	5,470,682	140			

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.



188 households within your area live in a Semi-detached dwelling, this is 14.17 %. 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 63 households and makes up 4.74 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 157, this makes up 41.17 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 848 making up 56.96 %. The smallest amount fall into the Social rented at 12.43 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 140, 26.95 % of households fall into this category in the study area.

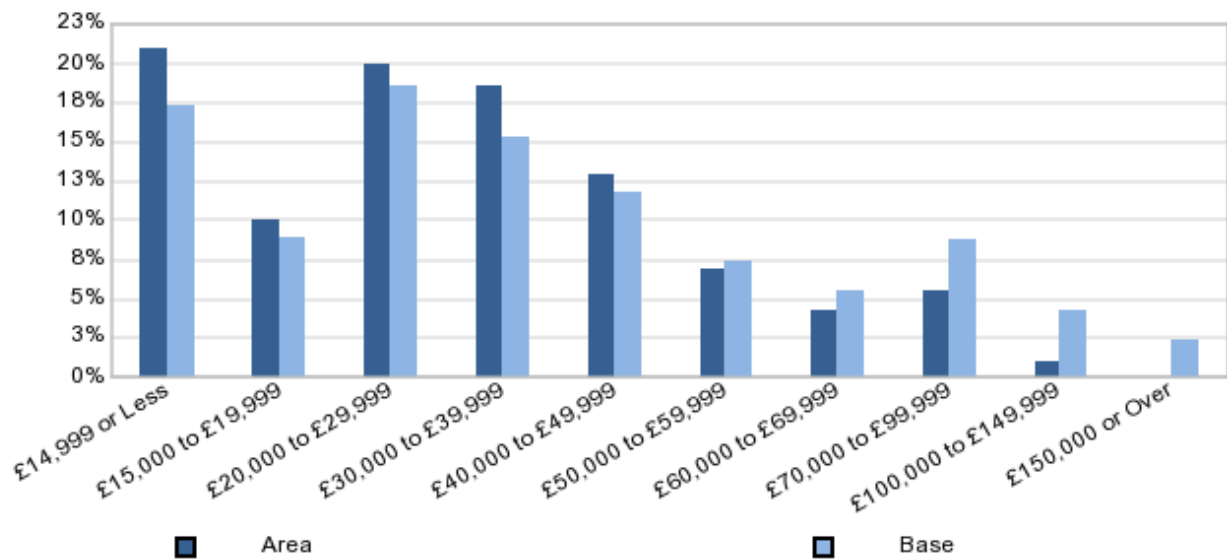
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	127
£14,999 or Less	312	4,889,206	121			
£15,000 to £19,999	149	2,538,634	112			
£20,000 to £29,999	297	5,253,752	108			
£30,000 to £39,999	275	4,304,210	122			
£40,000 to £49,999	192	3,318,086	110			
£50,000 to £59,999	103	2,106,080	93			
£60,000 to £69,999	62	1,573,962	75			
£70,000 to £99,999	83	2,469,683	64			
£100,000 to £149,999	15	1,215,381	23			
£150,000 or Over	1	676,196	3			

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.



461 households within your area have an income of £19,999 or less, this forms 30.95 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.06 %. 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 £30,000 to £39,999 is over represented making up 18.49 % with an index of 122, the most under represented banding is £150,000 or Over with a figure of 3 making up 0.06 % 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.

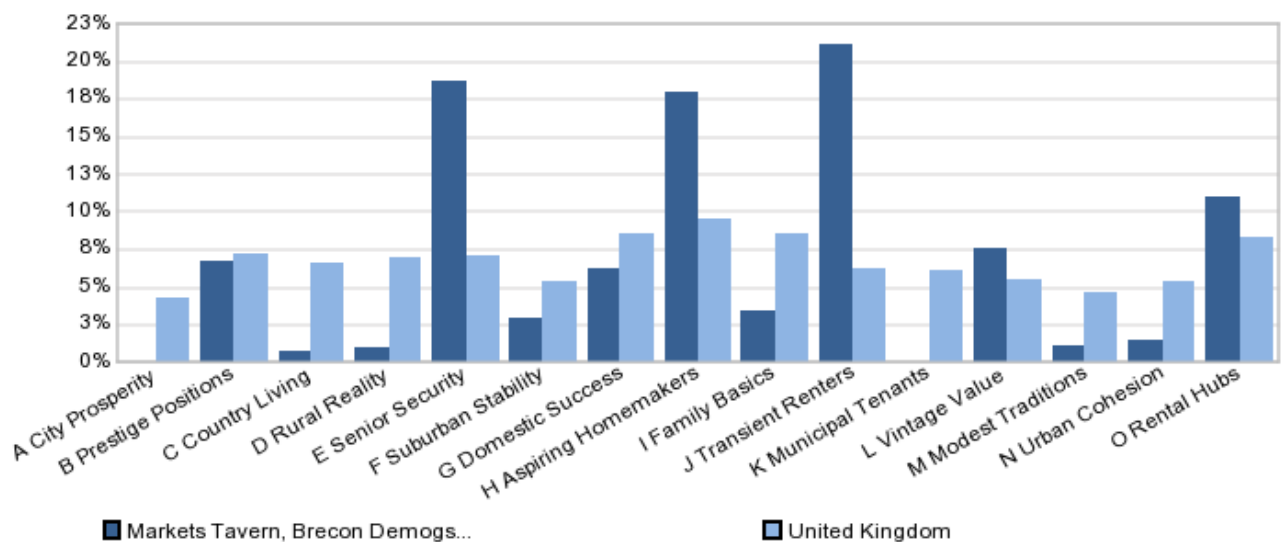
Understanding the residential profile by Mosaic UK 6

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	-17	100	358
A City Prosperity	0	2,849,374	0			
B Prestige Positions	217	4,798,133	95			
C Country Living	24	4,432,229	11			
D Rural Reality	31	4,656,104	14			
E Senior Security	601	4,767,632	264			
F Suburban Stability	93	3,634,847	54			
G Domestic Success	202	5,770,639	73			
H Aspiring Homemakers	579	6,440,418	188			
I Family Basics	110	5,687,500	41			
J Transient Renters	679	4,160,345	342			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	243	3,692,978	138			
M Modest Traditions	34	3,121,382	23			
N Urban Cohesion	47	3,547,766	28			
O Rental Hubs	350	5,518,789	133			
Totals	3,210	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 J Transient Renters with a count of 679 representing 21.15 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 21.15 % 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

J Transient Renters - 21.15 %



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

E Senior Security - 18.73 %



Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

H Aspiring Homemakers - 18.04 %



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