

Location Analyst

UK



Crown DE13 8NQ 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Crown Yoxall 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	32,097	28,345,190
Total Population	76,811	67,229,855
Total Males	38,083	33,173,050
Total Females	38,728	34,056,805

The current year estimates show a total resident population of 76,811 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 32,097 in your area and 28,345,190 in your base selection. This was split by 50.42 % of the population being female and 49.58 % being male in the study area.

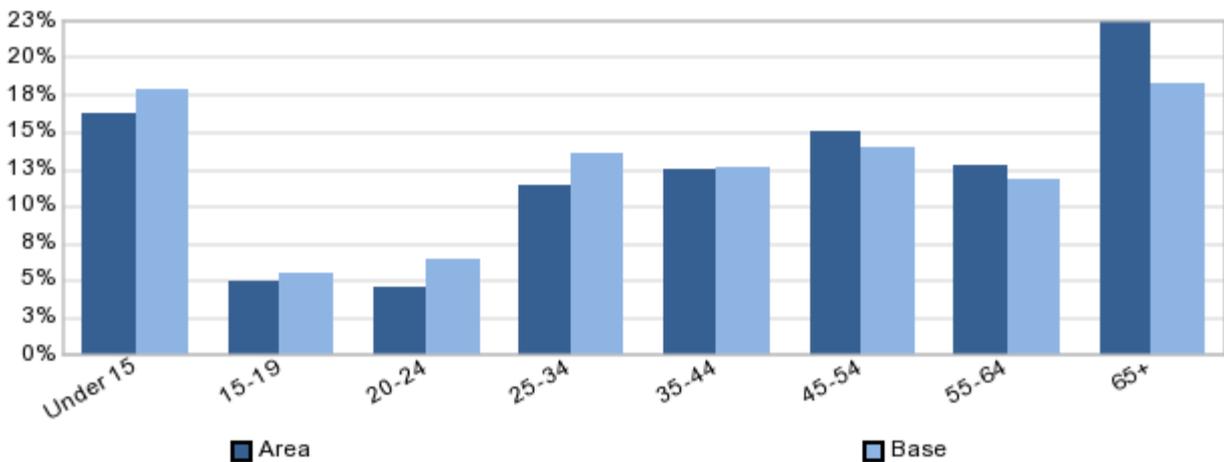
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			67	100	126
Under 15	12,554	11,991,800	92	█	
15-19	3,773	3,753,671	88	█	
20-24	3,441	4,311,089	70	█	
25-34	8,831	9,174,369	84	█	
35-44	9,614	8,463,387	99		
45-54	11,530	9,386,423	108	█	
55-64	9,782	7,914,572	108	█	
65+	17,284	12,234,544	124	█	

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 17,284 representing 22.50 % of the study area. The smallest proportion is in age band 20-24 with a count of 3,441 which represents 4.48 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 124. The band that is most under represented is 20-24 with an index* of 70, 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	73,396	58,246,060	110
Gypsy / Traveller / Irish Traveller	26	68,310	33
Mixed / Multiple Ethnic Groups	942	1,367,158	60
Asian / Asian British: Indian	419	1,559,199	24
Asian / Asian British: Pakistani	894	1,239,421	63
Asian / Asian British: Bangladeshi	88	505,406	15
Asian / Asian British: Chinese	177	497,465	31
Asian / Asian British: Other Asian	271	969,724	24
Black / African / Caribbean / Black British	468	2,122,714	19
Other Ethnic Group	128	654,398	17

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:

95.55 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.23 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.55 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.16 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.11 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.23 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.35 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.61 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.17 % Other Ethnic Group	0.97 % Other Ethnic Group

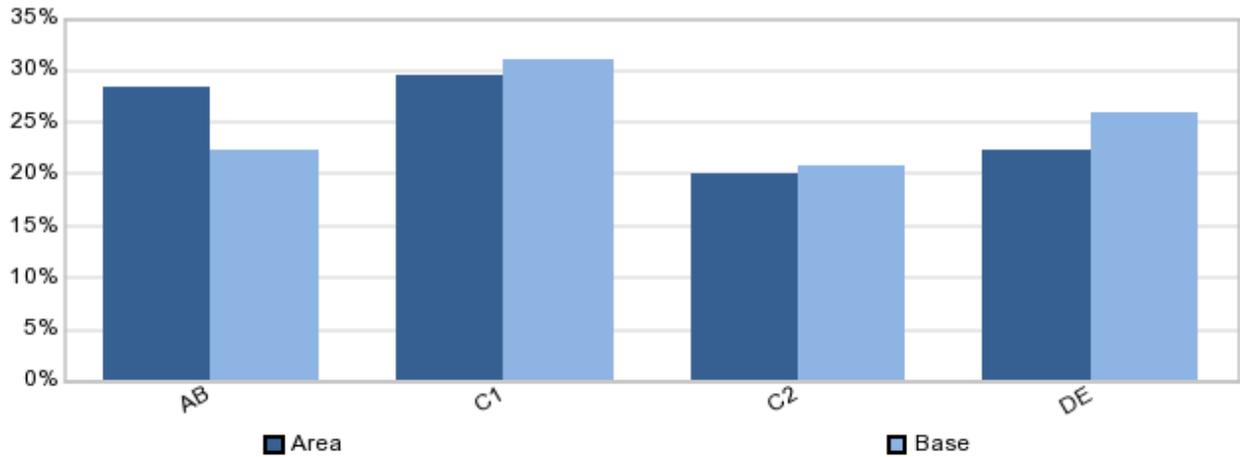
In the study area the largest ethnic group is White taking up 95.55 % of the population with a count of 73,396. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 26, 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	6,385	4,696,968	127
C1 Supervisory, cleric, junior manage/admin/prof	6,639	6,510,031	95
C2 Skilled manual workers	4,507	4,376,339	96
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	4,993	5,456,469	85

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 6,639 people falling into this group, which is 29.47 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 4,507 taking up 20.01 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 127, whereas the most under represented group is DE with an index count of 85.

Understanding the Economic Activity

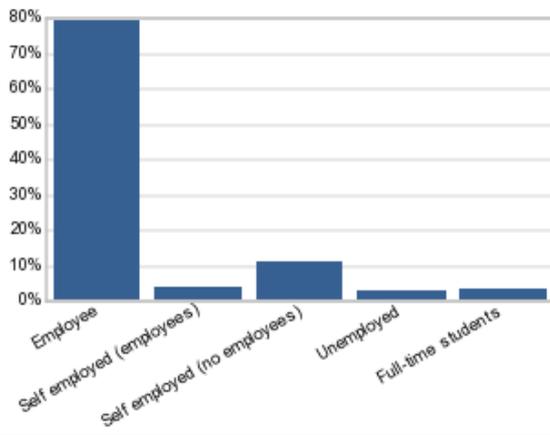
Economically Active	Area	Base	Index
Employee	31,048	26,483,068	102
Self employed with employees	1,611	1,127,682	124
Self employed without employees	4,254	3,705,246	100
Unemployed	1,163	1,161,572	87
Full-time students	1,280	1,695,620	66

Economically Inactive	Area	Base	Index
Retired	9,113	6,618,937	126
Student	1,907	2,838,201	62
Looking after home/ family	1,918	2,117,295	83
Permanently sick/ disabled	1,669	2,168,755	71
Other	1,563	1,076,085	133

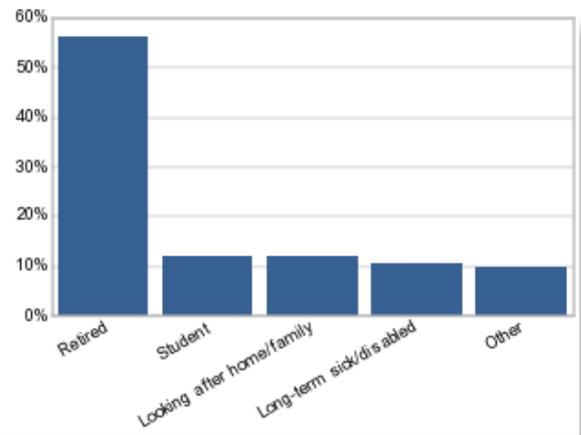
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 55.92 % of the population are employed, this is 31,048 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 2.09 %, 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 124, taking up 2.90 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 9,113 representing 16.41 %. The smallest inactive group is Other with 1,563 which is 2.82 %. When looking at the index values the group that is most over represented is Other with an index of 133, representing 2.82 %.

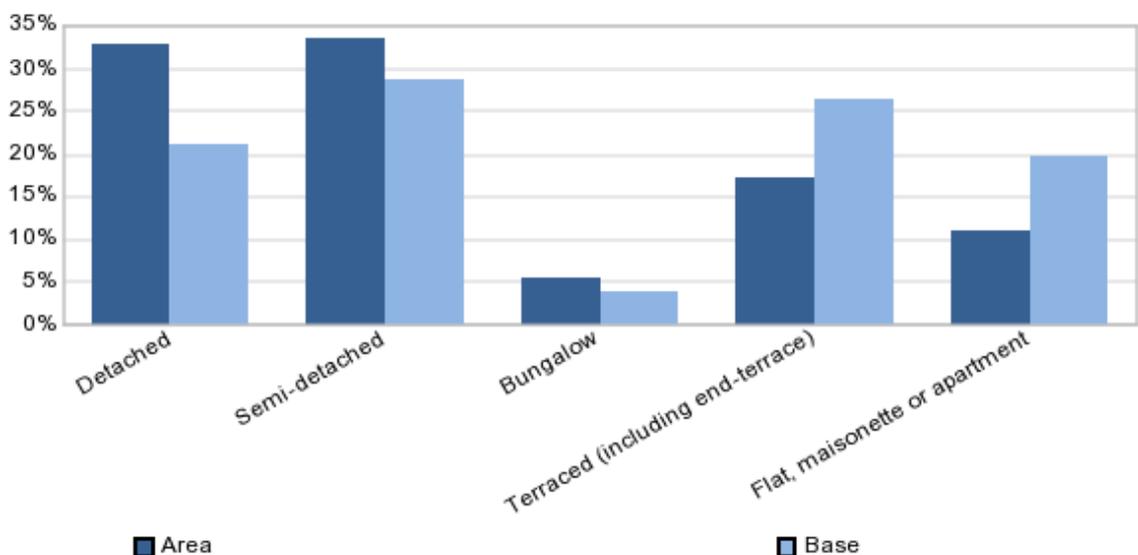
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	51	100	159
Detached	9,641	5,385,903	155		█	
Semi-detached	9,870	7,344,686	116		█	
Bungalow	1,607	1,039,099	134		█	
Terraced (including end-terrace)	5,068	6,699,890	65		█	
Flat, maisonette or apartment	3,284	5,007,460	57		█	

Source: Experian ConsumerView Household Directory 2019 .

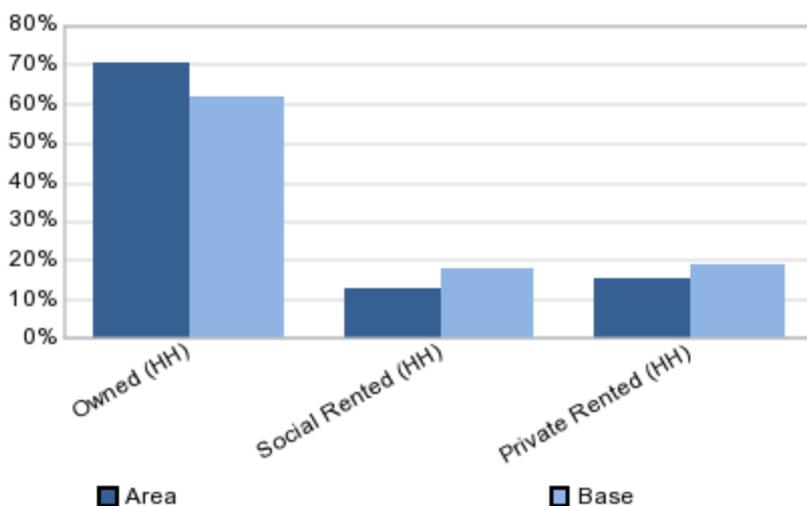
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	72	100	116
Owned (HH)	22,761	17,543,252	115		█	
Social Rented (HH)	4,173	4,965,267	74	█		
Private Rented (HH)	4,807	5,470,682	78	█		

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.



9,870 households within your area live in a Semi-detached dwelling, this is 33.49 %. 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 1,607 households and makes up 5.45 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 155, this makes up 32.71 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 22,761 making up 70.91 %. The smallest amount fall into the Social rented at 13.00 %. When looking at the index figures the most over represented tenure type is Owned with an index of 115, 70.91 % of households fall into this category in the study area.

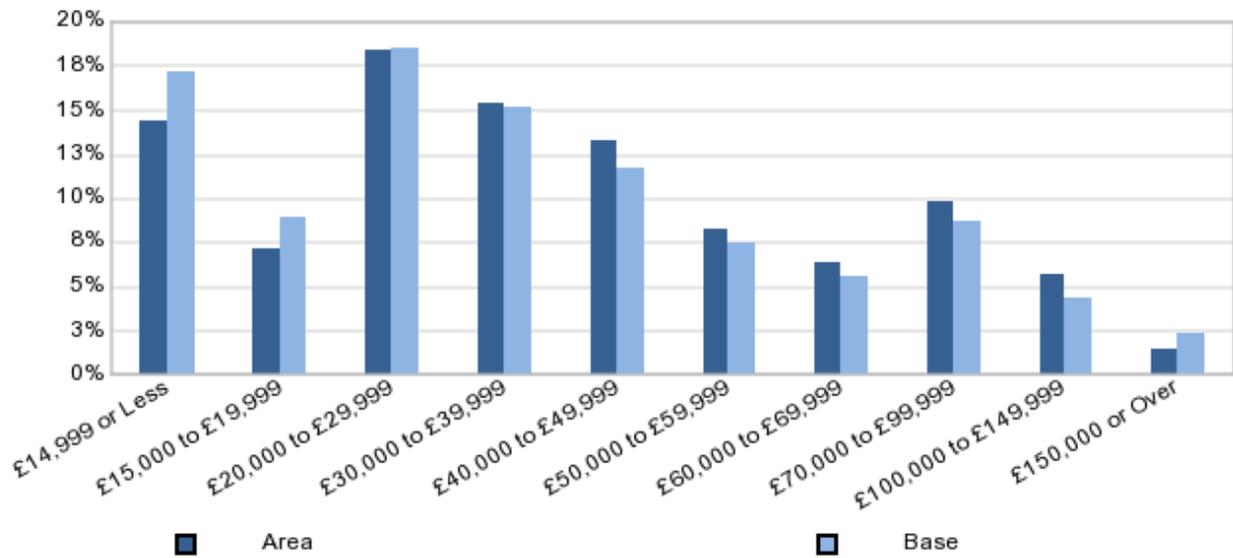
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Understanding the Household Income

Household Income	Area	Base	Index	54	100	135
£14,999 or Less	4,628	4,889,206	84		█	
£15,000 to £19,999	2,285	2,538,634	79	█		
£20,000 to £29,999	5,918	5,253,752	99			
£30,000 to £39,999	4,923	4,304,210	101			
£40,000 to £49,999	4,242	3,318,086	113		█	
£50,000 to £59,999	2,653	2,106,080	111		█	
£60,000 to £69,999	2,035	1,573,962	114		█	
£70,000 to £99,999	3,150	2,469,683	113		█	
£100,000 to £149,999	1,823	1,215,381	132		█	
£150,000 or Over	441	676,196	58	█		

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.



6,913 households within your area have an income of £19,999 or less, this forms 21.54 % of the overall distribution. The smallest count is 441 and these fall into household income band £150,000 or Over making up 1.37 %. 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 £100,000 to £149,999 is over represented making up 5.68 % with an index of 132, the most under represented banding is £150,000 or Over with a figure of 58 making up 1.37 % 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.

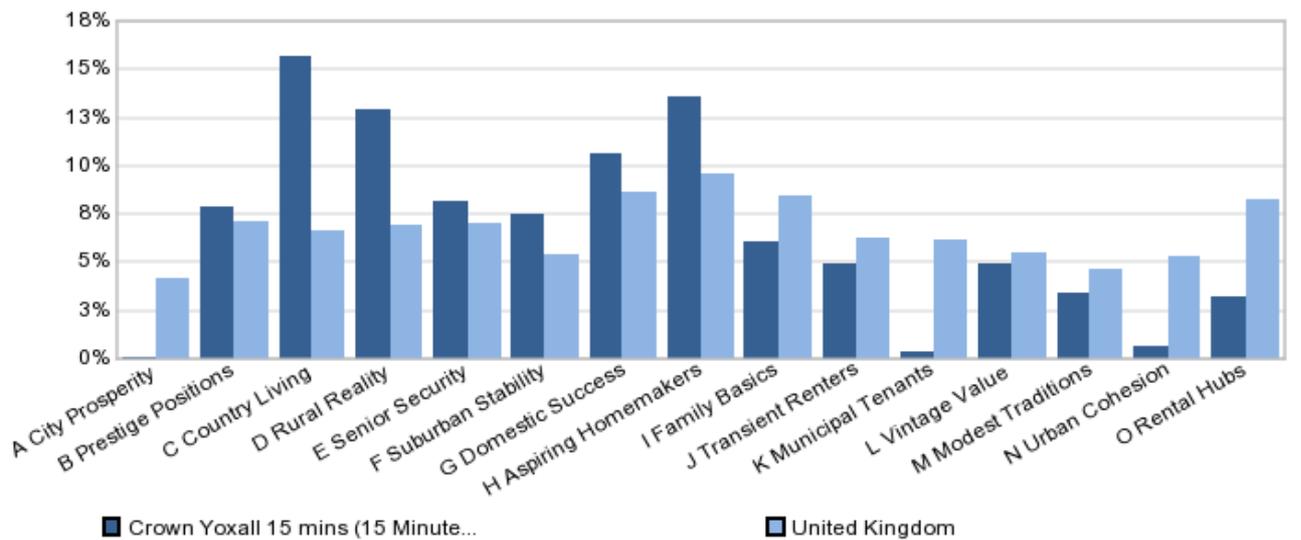
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	94	2,849,374	3
B Prestige Positions	6,055	4,798,133	110
C Country Living	12,017	4,432,229	237
D Rural Reality	9,943	4,656,104	187
E Senior Security	6,281	4,767,632	115
F Suburban Stability	5,735	3,634,847	138
G Domestic Success	8,147	5,770,639	124
H Aspiring Homemakers	10,403	6,440,418	141
I Family Basics	4,626	5,687,500	71
J Transient Renters	3,821	4,160,345	80
K Municipal Tenants	250	4,149,642	5
L Vintage Value	3,834	3,692,978	91
M Modest Traditions	2,603	3,121,382	73
N Urban Cohesion	524	3,547,766	13
O Rental Hubs	2,479	5,518,789	39
Totals	76,811	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 12,017 representing 15.65 % 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 94 which represents 0.12 %. The index* figures indicate that the most over represented group is C Country Living taking up 15.65 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.12 %.

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Understanding the top three Mosaic UK 6 Groups

C Country Living - 15.65 %



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

H Aspiring Homemakers - 13.54 %



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

D Rural Reality - 12.95 %



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