

Location Analyst

UK



Crown Inn, Somercotes Demog Report 0.5miles

Understanding Demographics

13 October, 2020

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Describing Crown Inn, Somercotes Demog 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	1,950	28,345,190
Total Population	4,418	67,229,855
Total Males	2,163	33,173,050
Total Females	2,255	34,056,805

The current year estimates show a total resident population of 4,418 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,950 in your area and 28,345,190 in your base selection. This was split by 51.05 % of the population being female and 48.95 % being male in the study area.

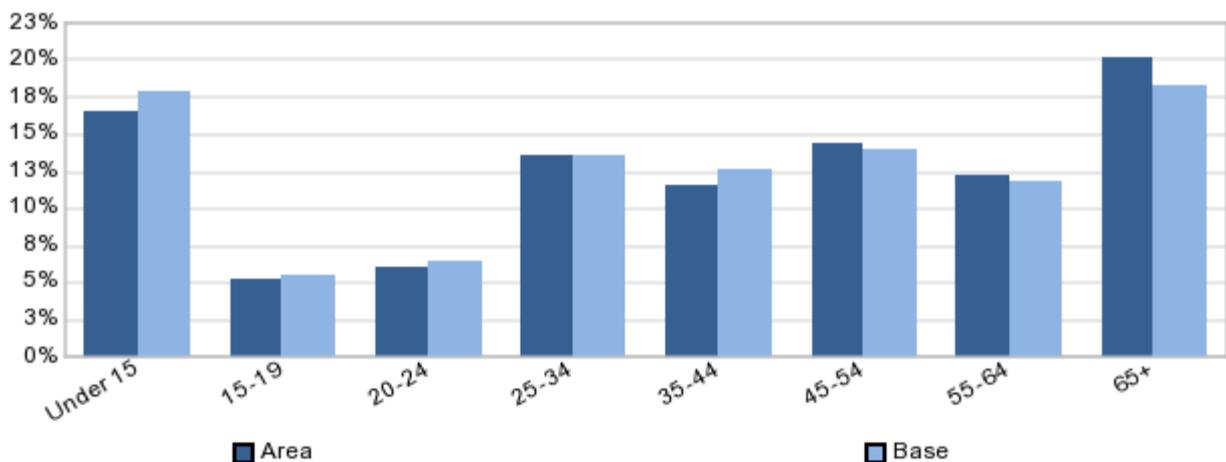
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			91	100	111
Under 15	733	11,991,800	93	100	111
15-19	235	3,753,671	95	100	111
20-24	269	4,311,089	95	100	111
25-34	600	9,174,369	100	100	111
35-44	513	8,463,387	92	100	111
45-54	637	9,386,423	103	100	111
55-64	538	7,914,572	103	100	111
65+	893	12,234,544	111	100	111

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 893 representing 20.22 % of the study area. The smallest proportion is in age band 15-19 with a count of 235 which represents 5.32 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 111. The band that is most under represented is 35-44 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
White	4,331	58,246,060	113
Gypsy / Traveller / Irish Traveller	3	68,310	77
Mixed / Multiple Ethnic Groups	27	1,367,158	30
Asian / Asian British: Indian	17	1,559,199	16
Asian / Asian British: Pakistani	4	1,239,421	5
Asian / Asian British: Bangladeshi	0	505,406	0
Asian / Asian British: Chinese	15	497,465	45
Asian / Asian British: Other Asian	5	969,724	8
Black / African / Caribbean / Black British	9	2,122,714	6
Other Ethnic Group	7	654,398	16

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:

98.04 % White	86.64 % White
0.08 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.61 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.38 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.09 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.33 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.11 % 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
0.16 % Other Ethnic Group	0.97 % Other Ethnic Group

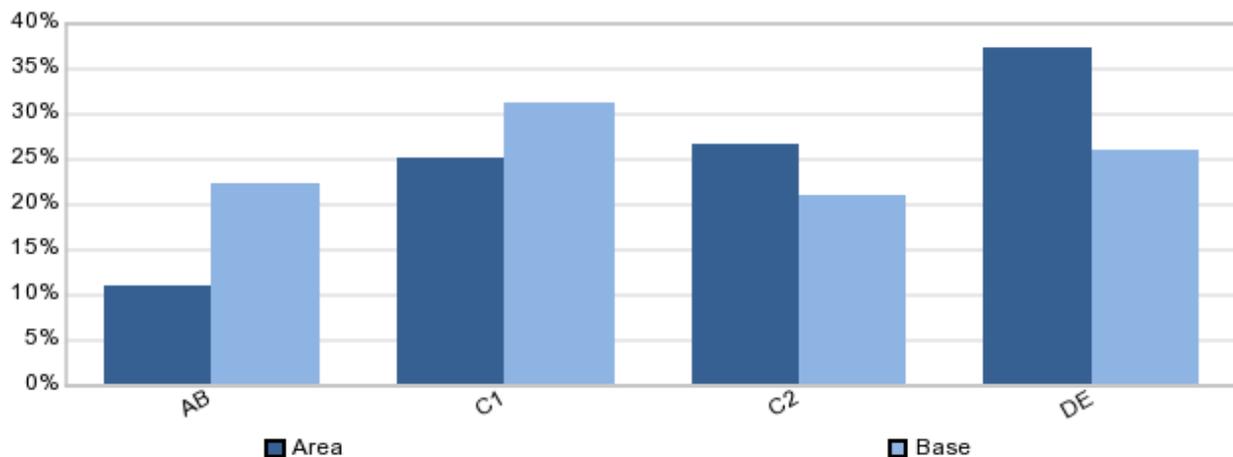
In the study area the largest ethnic group is White taking up 98.04 % of the population with a count of 4,331. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	159	4,696,968	49
C1 Supervisory, cleric, junior manage/admin/prof	362	6,510,031	81
C2 Skilled manual workers	385	4,376,339	128
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	537	5,456,469	143

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 DE forms the largest proportion with 537 people falling into this group, which is 37.20 % of the overall distribution. The smallest proportion falls into grade AB with a count of 159 taking up 11.04 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 143, whereas the most under represented group is AB with an index count of 49.

Understanding the Economic Activity

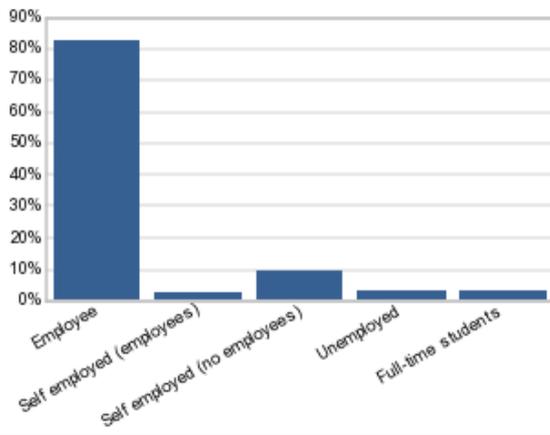
Economically Active	Area	Base	Index ⁵⁴	100 108
Employee	1,820	26,483,068	106	
Self employed with employees	53	1,127,682	72	
Self employed without employees	203	3,705,246	84	
Unemployed	77	1,161,572	102	
Full-time students	63	1,695,620	57	

Economically Inactive	Area	Base	Index	50 100 120
Retired	539	6,618,937	113	
Student	109	2,838,201	54	
Looking after home/ family	159	2,117,295	105	
Permanently sick/ disabled	182	2,168,755	117	
Other	74	1,076,085	96	

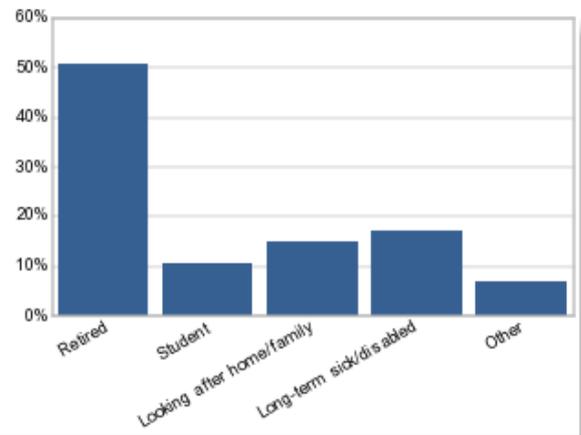
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 55.51 % of the population are employed, this is 1,820 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.61 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 106, taking up 55.51 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 539 representing 16.44 %. The smallest inactive group is Other with 74 which is 2.26 %. When looking at the index values the group that is most over represented is Retired with an index of 113, representing 16.44 %.

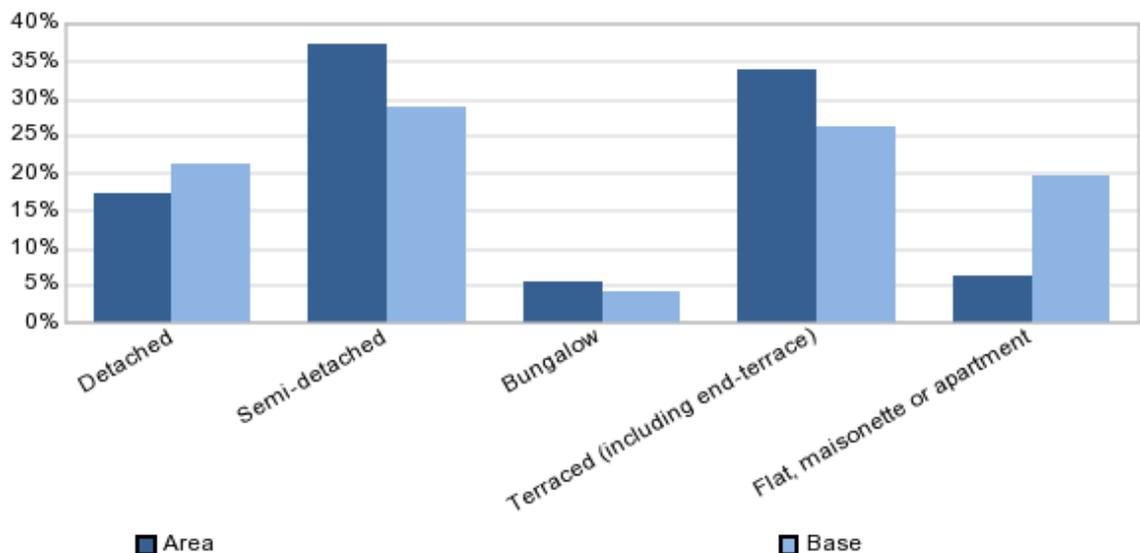
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	26	100	143
Detached	306	5,385,903	81		■	
Semi-detached	664	7,344,686	129		■	
Bungalow	101	1,039,099	138		■	
Terraced (including end-terrace)	605	6,699,890	129		■	
Flat, maisonette or apartment	112	5,007,460	32		■	

Source: Experian ConsumerView Household Directory 2019 .

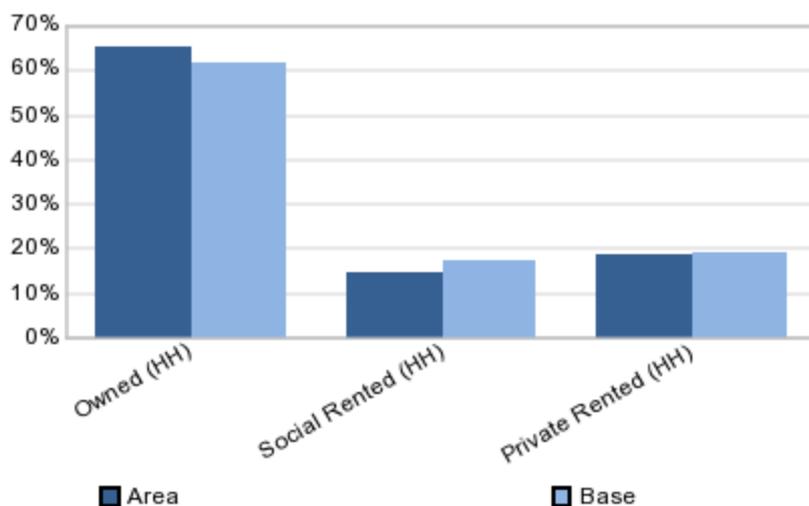
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	82	100	106
Owned (HH)	1,273	17,543,252	105		■	
Social Rented (HH)	285	4,965,267	83		■	
Private Rented (HH)	371	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.



664 households within your area live in a Semi-detached dwelling, this is 37.15 %. 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 101 households and makes up 5.64 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 138, this makes up 5.64 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,273 making up 65.26 %. The smallest amount fall into the Social rented at 14.61 %. When looking at the index figures the most over represented tenure type is Owned with an index of 105, 65.26 % of households fall into this category in the study area.

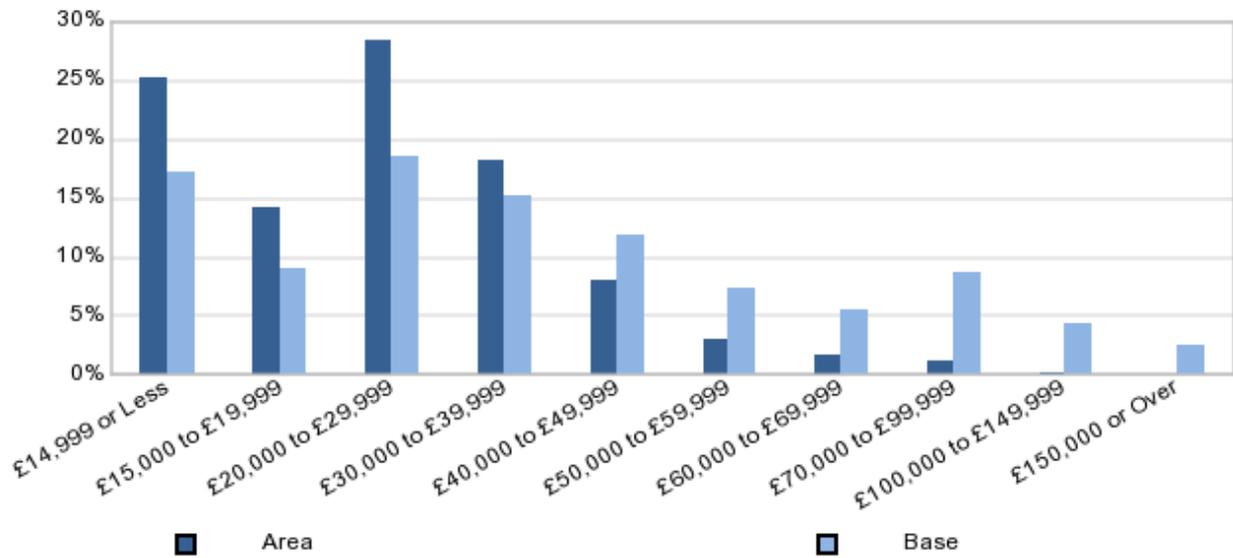
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Understanding the Household Income

Household Income	Area	Base	Index	-7	100	166
£14,999 or Less	494	4,889,206	147		■	
£15,000 to £19,999	277	2,538,634	159		■	
£20,000 to £29,999	553	5,253,752	153		■	
£30,000 to £39,999	356	4,304,210	120		■	
£40,000 to £49,999	156	3,318,086	68		■	
£50,000 to £59,999	58	2,106,080	40		■	
£60,000 to £69,999	31	1,573,962	29		■	
£70,000 to £99,999	21	2,469,683	12		■	
£100,000 to £149,999	4	1,215,381	4		■	
£150,000 or Over	0	676,196	0		■	

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.



772 households within your area have an income of £19,999 or less, this forms 39.58 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. 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 £15,000 to £19,999 is over represented making up 14.23 % with an index of 159, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.00 % 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.

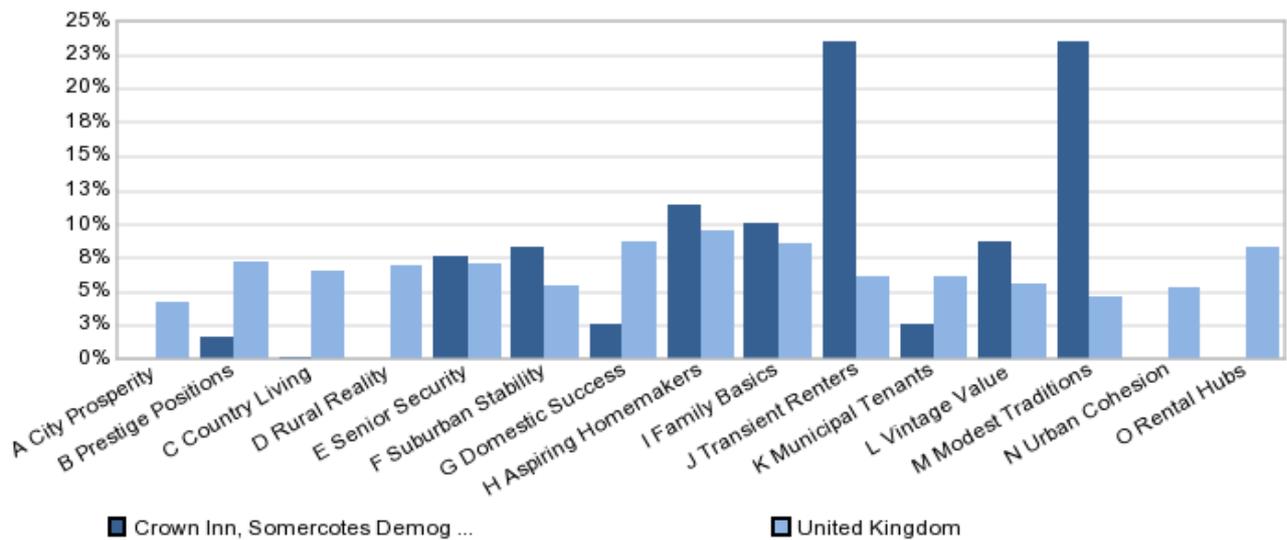
Understanding the residential profile by Mosaic UK 6

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	0	2,849,374	0
B Prestige Positions	71	4,798,133	23
C Country Living	3	4,432,229	1
D Rural Reality	0	4,656,104	0
E Senior Security	336	4,767,632	107
F Suburban Stability	367	3,634,847	154
G Domestic Success	116	5,770,639	31
H Aspiring Homemakers	505	6,440,418	119
I Family Basics	444	5,687,500	119
J Transient Renters	1,040	4,160,345	380
K Municipal Tenants	115	4,149,642	42
L Vintage Value	384	3,692,978	158
M Modest Traditions	1,035	3,121,382	505
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	0	5,518,789	0
Totals	4,418	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 1,040 representing 23.54 % 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 M Modest Traditions taking up 23.44 % 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 - 23.54 %



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

M Modest Traditions - 23.44 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

H Aspiring Homemakers - 11.44 %



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