

Location Analyst

UK



Generous Briton, Melton Mowbray Demogs Report 0.5m

Understanding Demographics

13 October, 2020

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Describing Generous Briton, Melton Mowbray Demogs Report 0.5miles (0.5 Mile in relation to United Kingdom)
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,722	28,345,190
Total Population	5,317	67,229,855
Total Males	2,596	33,173,050
Total Females	2,721	34,056,805

The current year estimates show a total resident population of 5,317 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,722 in your area and 28,345,190 in your base selection. This was split by 51.18 % of the population being female and 48.82 % being male in the study area.

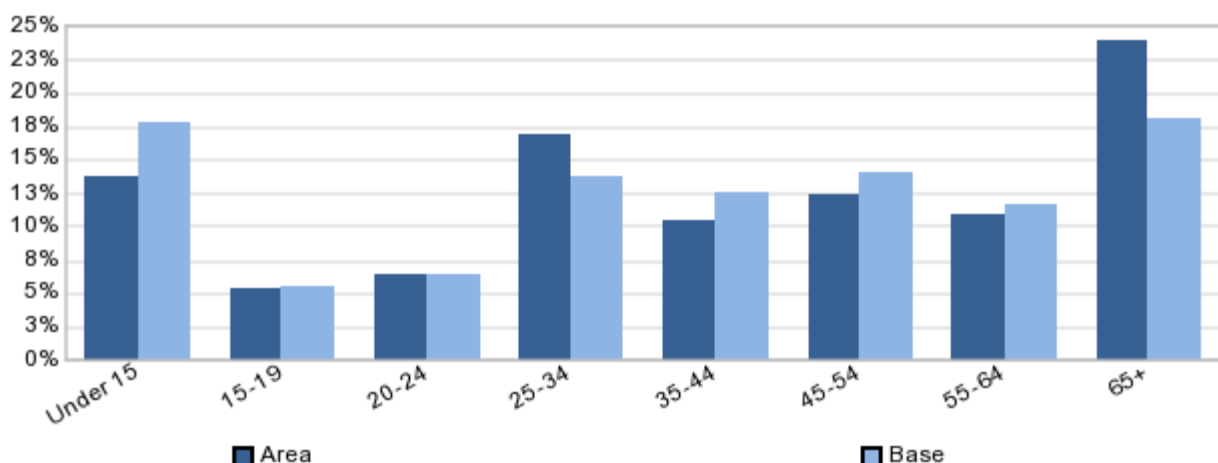
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	730	11,991,800	77
15-19	282	3,753,671	95
20-24	345	4,311,089	101
25-34	898	9,174,369	124
35-44	555	8,463,387	83
45-54	661	9,386,423	89
55-64	577	7,914,572	92
65+	1,269	12,234,544	131

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 1,269 representing 23.87 % of the study area. The smallest proportion is in age band 15-19 with a count of 282 which represents 5.30 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 131. The band that is most under represented is Under 15 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	
White	5,131	58,246,060	111	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	64	1,367,158	60	
Asian / Asian British: Indian	56	1,559,199	45	
Asian / Asian British: Pakistani	1	1,239,421	1	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	20	497,465	52	
Asian / Asian British: Other Asian	22	969,724	29	
Black / African / Caribbean / Black British	17	2,122,714	10	
Other Ethnic Group	5	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:

96.51 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.21 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.05 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.02 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.39 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.42 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.31 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.10 % Other Ethnic Group	0.97 % Other Ethnic Group

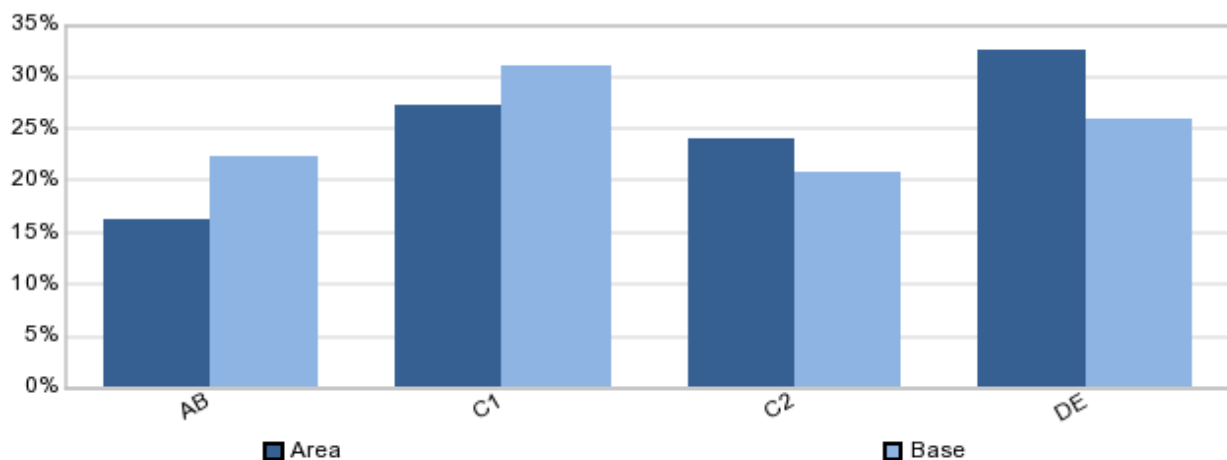
In the study area the largest ethnic group is White taking up 96.51 % of the population with a count of 5,131. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 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	312	4,696,968	72	
C1 Supervisory, cleric, junior manage/admin/prof	523	6,510,031	88	
C2 Skilled manual workers	465	4,376,339	116	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	630	5,456,469	126	

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 630 people falling into this group, which is 32.63 % of the overall distribution. The smallest proportion falls into grade AB with a count of 312 taking up 16.18 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 126, whereas the most under represented group is AB with an index count of 72.

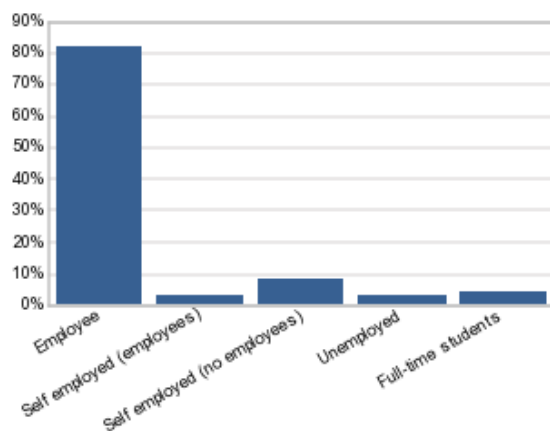
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁷⁴	100 106
Employee	2,281	26,483,068	105	
Self employed with employees	83	1,127,682	90	
Self employed without employees	230	3,705,246	76	
Unemployed	81	1,161,572	85	
Full-time students	120	1,695,620	87	
Economically Inactive			47	100 129
Retired	603	6,618,937	126	
Student	105	2,838,201	51	
Looking after home/ family	132	2,117,295	86	
Permanently sick/ disabled	165	2,168,755	105	
Other	67	1,076,085	87	

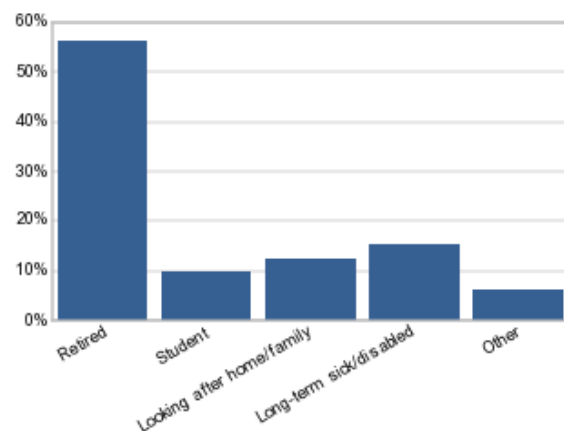
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 58.98 % of the population are employed, this is 2,281 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 2.10 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 105, taking up 58.98 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 603 representing 15.59 %. The smallest inactive group is Other with 67 which is 1.74 %. When looking at the index values the group that is most over represented is Retired with an index of 126, representing 15.59 %.

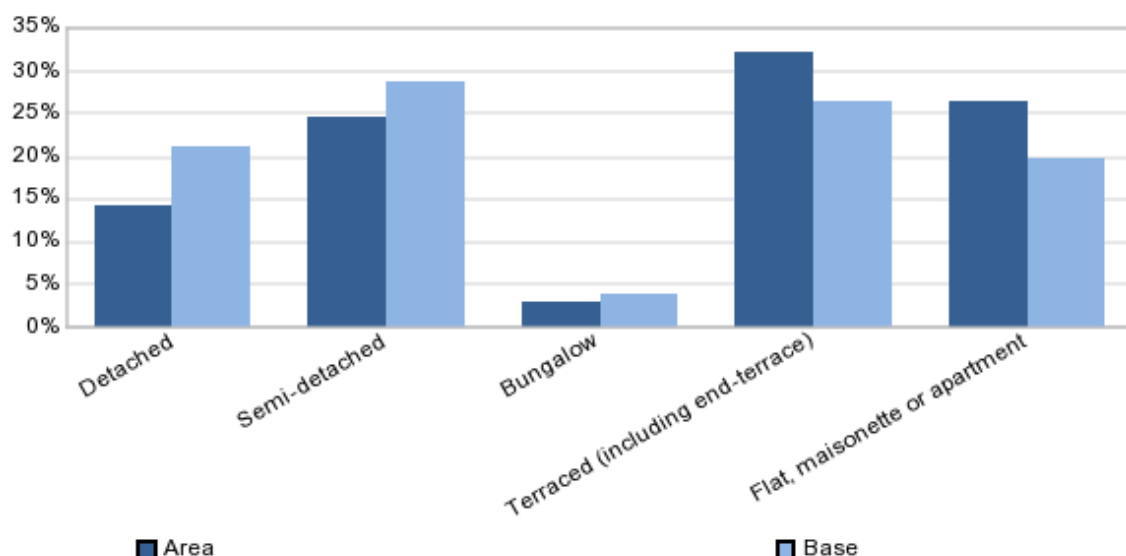
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	64	100	137
Detached	326	5,385,903	68			
Semi-detached	561	7,344,686	85			
Bungalow	66	1,039,099	70			
Terraced (including end-terrace)	731	6,699,890	122			
Flat, maisonette or apartment	601	5,007,460	134			

Source: Experian ConsumerView Household Directory 2019 .

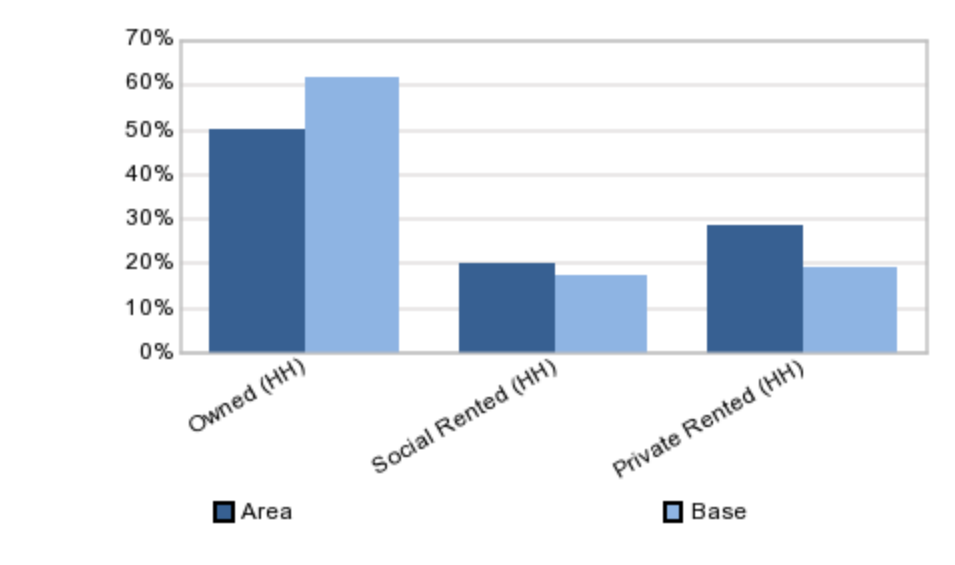
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	77	100	151
Owned (HH)	1,369	17,543,252	81			
Social Rented (HH)	550	4,965,267	115			
Private Rented (HH)	779	5,470,682	148			

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.



561 households within your area live in a Semi-detached dwelling, this is 24.55 %. 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 66 households and makes up 2.87 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 134, this makes up 26.29 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,369 making up 50.28 %. The smallest amount fall into the Social rented at 20.20 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 148, 28.61 % of households fall into this category in the study area.

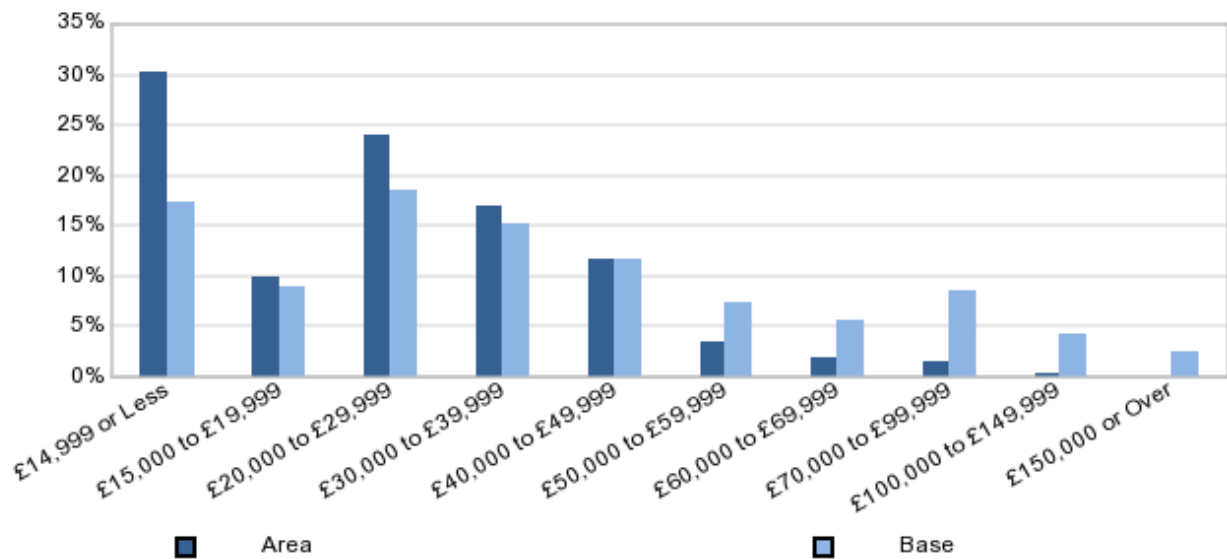
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	184
£14,999 or Less	825	4,889,206	176			
£15,000 to £19,999	272	2,538,634	112			
£20,000 to £29,999	651	5,253,752	129			
£30,000 to £39,999	463	4,304,210	112			
£40,000 to £49,999	320	3,318,086	100			
£50,000 to £59,999	90	2,106,080	45			
£60,000 to £69,999	51	1,573,962	34			
£70,000 to £99,999	40	2,469,683	17			
£100,000 to £149,999	8	1,215,381	7			
£150,000 or Over	2	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.



1,097 households within your area have an income of £19,999 or less, this forms 40.31 % of the overall distribution. The smallest count is 2 and these fall into household income band £150,000 or Over making up 0.07 %. 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 £14,999 or less is over represented making up 30.31 % with an index of 176, the most under represented banding is £150,000 or Over with a figure of 3 making up 0.07 % 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.

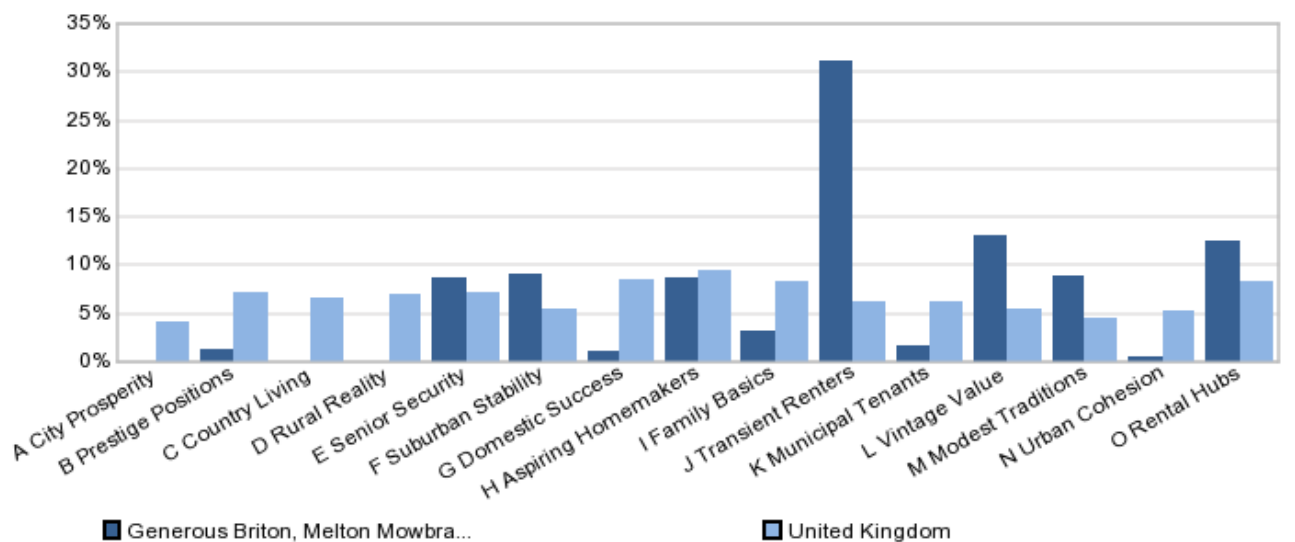
Understanding the residential profile by Mosaic UK 6

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	-25	100	528
A City Prosperity	0	2,849,374	0			
B Prestige Positions	66	4,798,133	17			
C Country Living	2	4,432,229	1			
D Rural Reality	2	4,656,104	1			
E Senior Security	471	4,767,632	125			
F Suburban Stability	484	3,634,847	168			
G Domestic Success	57	5,770,639	12			
H Aspiring Homemakers	465	6,440,418	91			
I Family Basics	162	5,687,500	36			
J Transient Renters	1,657	4,160,345	504			
K Municipal Tenants	89	4,149,642	27			
L Vintage Value	693	3,692,978	237			
M Modest Traditions	475	3,121,382	192			
N Urban Cohesion	26	3,547,766	9			
O Rental Hubs	667	5,518,789	153			
Totals	5,317	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 1,657 representing 31.16 % 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 31.16 % 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 - 31.16 %



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

L Vintage Value - 13.03 %



Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

O Rental Hubs - 12.54 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones