

Location Analyst

UK



Miners Arms DE4 4HA 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Miners Arms DE4 4HA 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	12,814	28,345,190
Total Population	29,388	67,229,855
Total Males	14,397	33,173,050
Total Females	14,991	34,056,805

The current year estimates show a total resident population of 29,388 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 12,814 in your area and 28,345,190 in your base selection. This was split by 51.01 % of the population being female and 48.99 % being male in the study area.

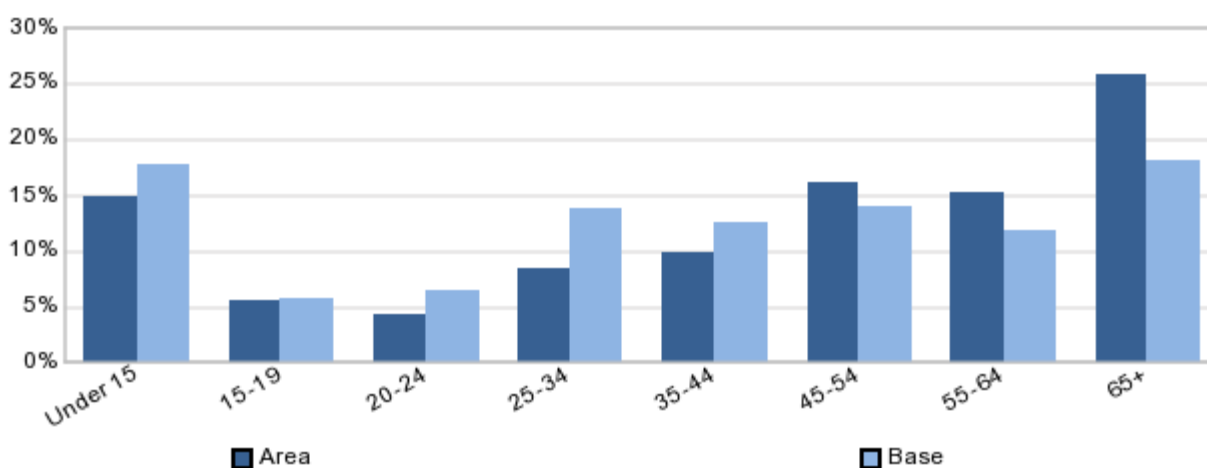
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	4,380	11,991,800	84
15-19	1,609	3,753,671	98
20-24	1,241	4,311,089	66
25-34	2,491	9,174,369	62
35-44	2,891	8,463,387	78
45-54	4,720	9,386,423	115
55-64	4,466	7,914,572	129
65+	7,590	12,234,544	142

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 7,590 representing 25.83 % of the study area. The smallest proportion is in age band 20-24 with a count of 1,241 which represents 4.22 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 142. The band that is most under represented is 25-34 with an index of 62, 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	28,999	58,246,060	114	
Gypsy / Traveller / Irish Traveller	7	68,310	23	
Mixed / Multiple Ethnic Groups	200	1,367,158	33	
Asian / Asian British: Indian	31	1,559,199	5	
Asian / Asian British: Pakistani	17	1,239,421	3	
Asian / Asian British: Bangladeshi	1	505,406	0	
Asian / Asian British: Chinese	47	497,465	21	
Asian / Asian British: Other Asian	41	969,724	10	
Black / African / Caribbean / Black British	24	2,122,714	3	
Other Ethnic Group	22	654,398	8	

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:

98.68 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.68 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.11 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.06 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.16 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.14 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.08 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.08 % Other Ethnic Group	0.97 % Other Ethnic Group

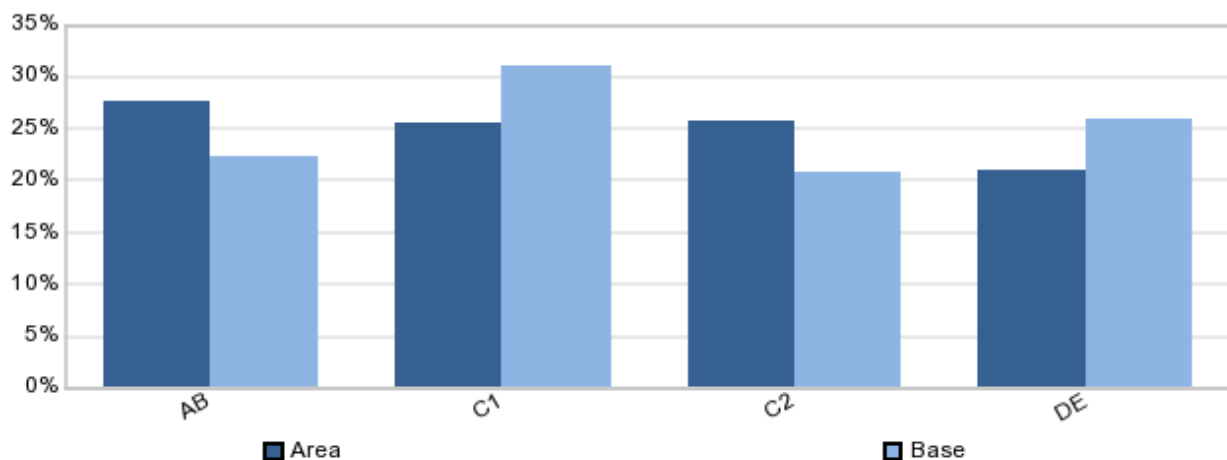
In the study area the largest ethnic group is White taking up 98.68 % of the population with a count of 28,999. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 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	2,428	4,696,968	124	
C1 Supervisory, cleric, junior manage/admin/prof	2,231	6,510,031	82	
C2 Skilled manual workers	2,250	4,376,339	124	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,832	5,456,469	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.



*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 AB forms the largest proportion with 2,428 people falling into this group, which is 27.78 % of the overall distribution. The smallest proportion falls into grade DE with a count of 1,832 taking up 20.96 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 124, whereas the most under represented group is DE with an index count of 81.

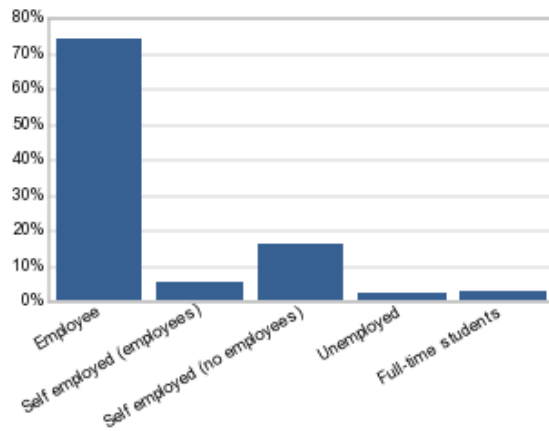
Understanding the Economic Activity

Economically Active	Area	Base	Index	49	100	165
Employee	10,831	26,483,068	95			
Self employed with employees	775	1,127,682	160			
Self employed without employees	2,342	3,705,246	147			
Unemployed	275	1,161,572	55			
Full-time students	442	1,695,620	61			
Economically Inactive				45	100	146
Retired	4,223	6,618,937	141			
Student	640	2,838,201	50			
Looking after home/ family	806	2,117,295	84			
Permanently sick/ disabled	698	2,168,755	71			
Other	315	1,076,085	65			

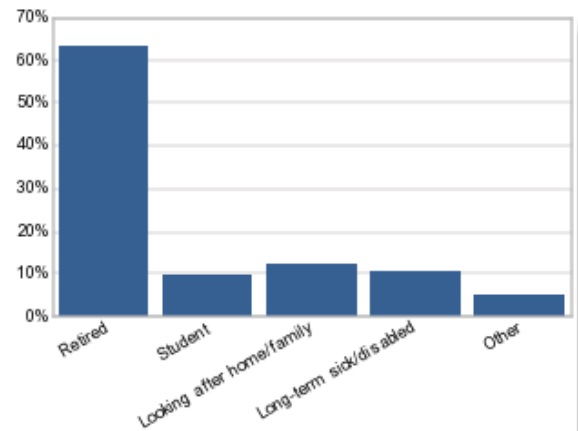
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 50.74 % of the population are employed, this is 10,831 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.29 %, 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 160, taking up 3.63 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 4,223 representing 19.78 %. The smallest inactive group is Other with 315 which is 1.47 %. When looking at the index values the group that is most over represented is Retired with an index of 141, representing 19.78 %.

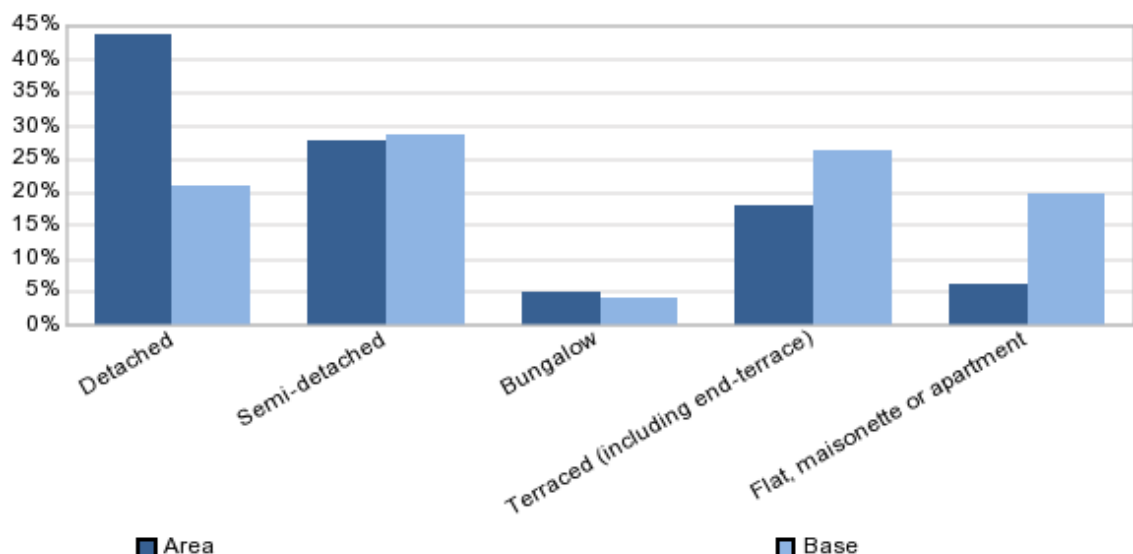
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	23	100	214
Detached	4,897	5,385,903	206		■	
Semi-detached	3,092	7,344,686	95		■	
Bungalow	538	1,039,099	117		■	
Terraced (including end-terrace)	2,004	6,699,890	68		■	
Flat, maisonette or apartment	709	5,007,460	32		■	

Source: Experian ConsumerView Household Directory 2019 .

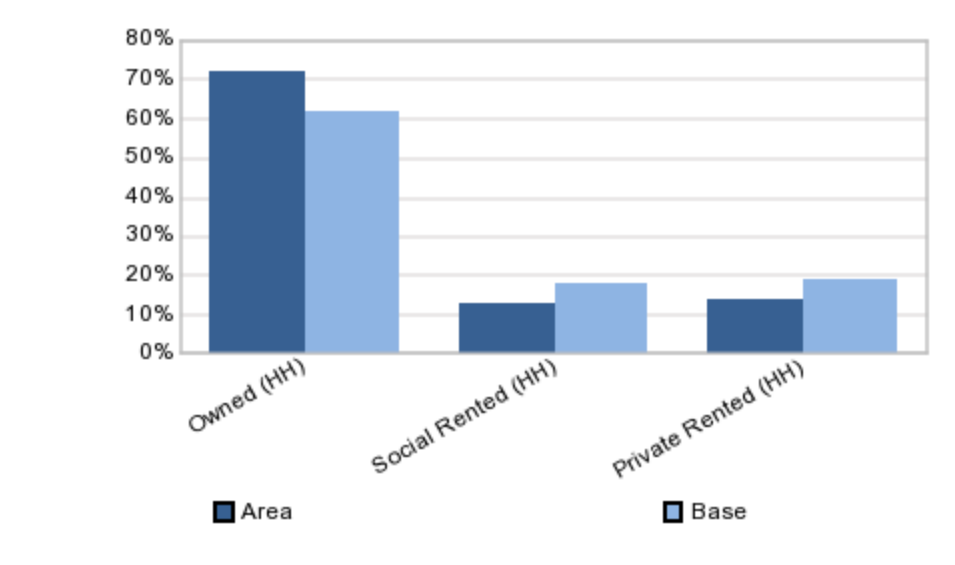
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	68	100	118
Owned (HH)	9,231	17,543,252	116			
Social Rented (HH)	1,637	4,965,267	73			
Private Rented (HH)	1,743	5,470,682	70			

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.



3,092 households within your area live in a Semi-detached dwelling, this is 27.51 %. 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 538 households and makes up 4.79 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 206, this makes up 43.57 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 9,231 making up 72.04 %. The smallest amount fall into the Social rented at 12.77 %. When looking at the index figures the most over represented tenure type is Owned with an index of 116, 72.04 % of households fall into this category in the study area.

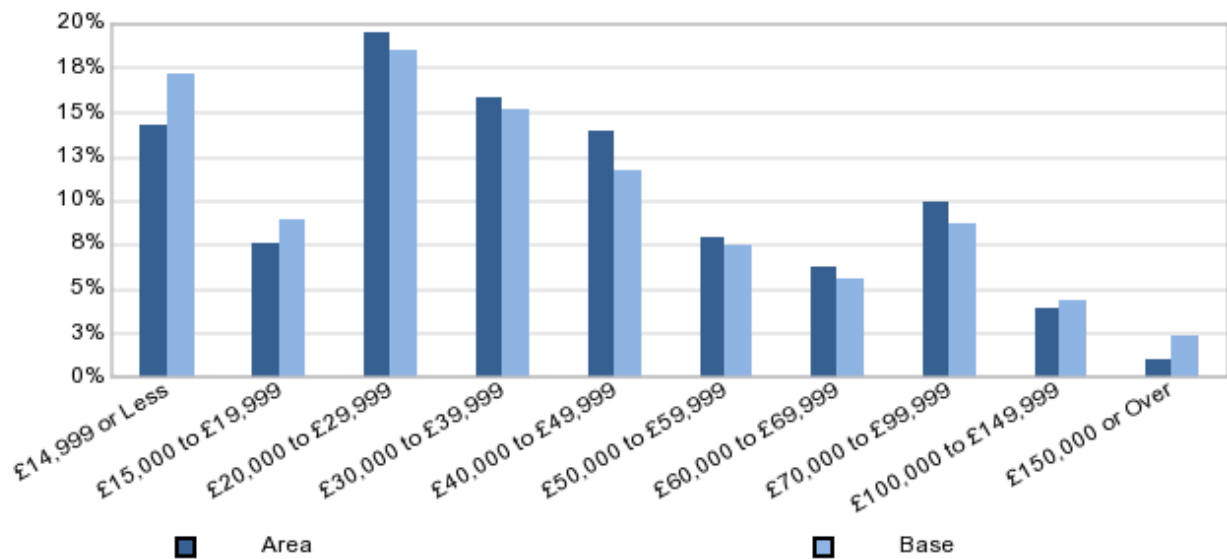
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Understanding the Household Income

Household Income	Area	Base	Index	35	100	123
£14,999 or Less	1,831	4,889,206	83			
£15,000 to £19,999	969	2,538,634	84			
£20,000 to £29,999	2,500	5,253,752	105			
£30,000 to £39,999	2,028	4,304,210	104			
£40,000 to £49,999	1,786	3,318,086	119			
£50,000 to £59,999	1,016	2,106,080	107			
£60,000 to £69,999	800	1,573,962	112			
£70,000 to £99,999	1,265	2,469,683	113			
£100,000 to £149,999	502	1,215,381	91			
£150,000 or Over	118	676,196	39			

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.



2,800 households within your area have an income of £19,999 or less, this forms 21.85 % of the overall distribution. The smallest count is 118 and these fall into household income band £150,000 or Over making up 0.92 %. 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 £40,000 to £49,999 is over represented making up 13.94 % with an index of 119, the most under represented banding is £150,000 or Over with a figure of 39 making up 0.92 % 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.

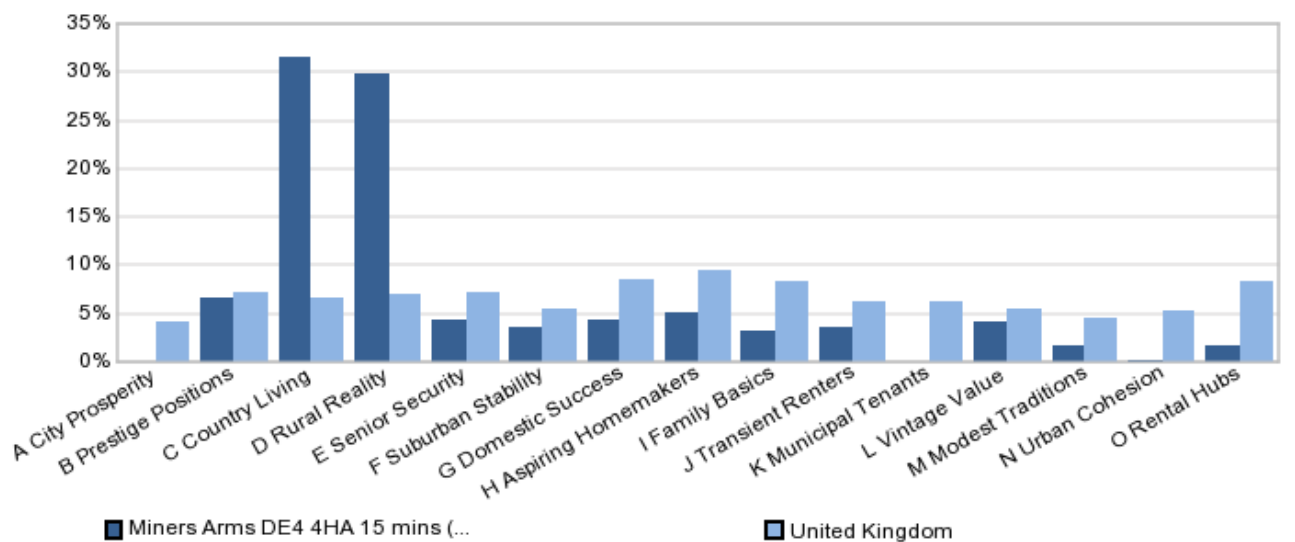
Understanding the residential profile by Mosaic UK 6

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	-23	100	502
A City Prosperity	0	2,849,374	0			
B Prestige Positions	1,921	4,798,133	92			
C Country Living	9,277	4,432,229	479			
D Rural Reality	8,785	4,656,104	432			
E Senior Security	1,314	4,767,632	63			
F Suburban Stability	1,058	3,634,847	67			
G Domestic Success	1,304	5,770,639	52			
H Aspiring Homemakers	1,495	6,440,418	53			
I Family Basics	935	5,687,500	38			
J Transient Renters	1,009	4,160,345	55			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	1,215	3,692,978	75			
M Modest Traditions	504	3,121,382	37			
N Urban Cohesion	79	3,547,766	5			
O Rental Hubs	491	5,518,789	20			
Totals	29,388	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 9,277 representing 31.57 % 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 31.57 % 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 - 31.57 %



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 - 29.89 %



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

B Prestige Positions - 6.54 %



Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking