

Location Analyst

UK



Catash BA22 7DH 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Catash 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	12,164	28,345,190
Total Population	29,321	67,229,855
Total Males	14,744	33,173,050
Total Females	14,577	34,056,805

The current year estimates show a total resident population of 29,321 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 12,164 in your area and 28,345,190 in your base selection. This was split by 49.71 % of the population being female and 50.29 % being male in the study area.

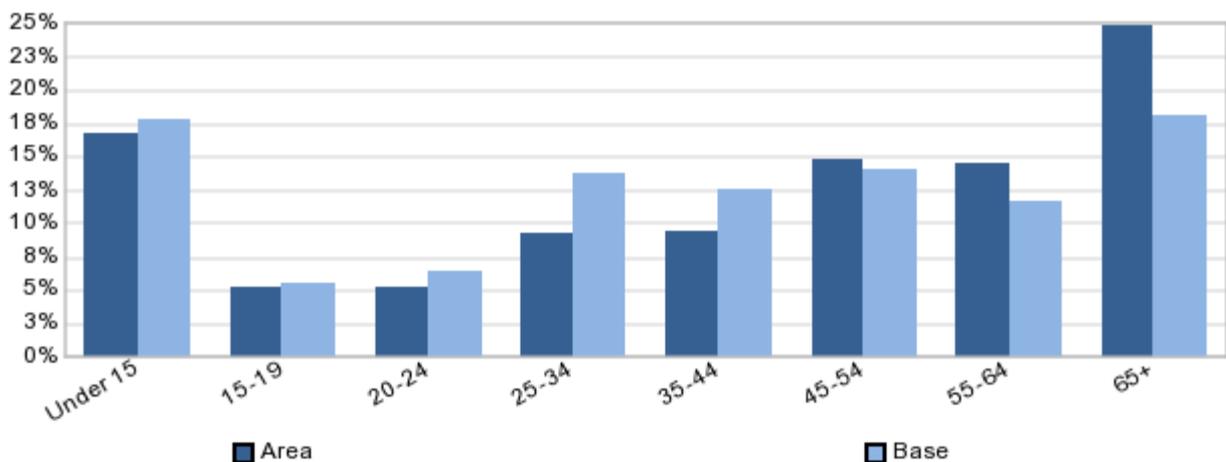
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			64	100	140
Under 15	4,900	11,991,800	94	■	
15-19	1,525	3,753,671	93	■	
20-24	1,495	4,311,089	80	■	
25-34	2,739	9,174,369	68	■	
35-44	2,767	8,463,387	75	■	
45-54	4,374	9,386,423	107	■	
55-64	4,217	7,914,572	122	■	
65+	7,304	12,234,544	137	■	

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 7,304 representing 24.91 % of the study area. The smallest proportion is in age band 20-24 with a count of 1,495 which represents 5.10 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 137. The band that is most under represented is 25-34 with an index of 68, 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	28,737	58,246,060	113
Gypsy / Traveller / Irish Traveller	31	68,310	103
Mixed / Multiple Ethnic Groups	195	1,367,158	33
Asian / Asian British: Indian	51	1,559,199	8
Asian / Asian British: Pakistani	5	1,239,421	1
Asian / Asian British: Bangladeshi	20	505,406	9
Asian / Asian British: Chinese	107	497,465	49
Asian / Asian British: Other Asian	59	969,724	14
Black / African / Caribbean / Black British	77	2,122,714	8
Other Ethnic Group	40	654,398	14

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:

98.01 % White	86.64 % White
0.10 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.66 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.18 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.02 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.07 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.36 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.20 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.26 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.14 % Other Ethnic Group	0.97 % Other Ethnic Group

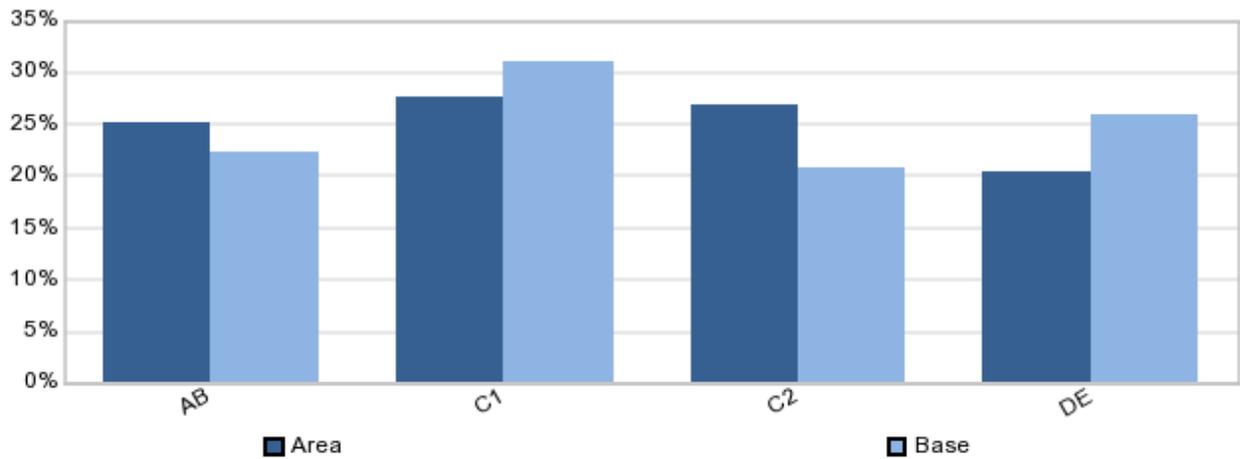
In the study area the largest ethnic group is White taking up 98.01 % of the population with a count of 28,737. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 5, 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	2,019	4,696,968	113
C1 Supervisory, cleric, junior manage/admin/prof	2,212	6,510,031	89
C2 Skilled manual workers	2,140	4,376,339	129
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,633	5,456,469	79

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 2,212 people falling into this group, which is 27.64 % of the overall distribution. The smallest proportion falls into grade DE with a count of 1,633 taking up 20.40 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 129, whereas the most under represented group is DE with an index count of 79.

Understanding the Economic Activity

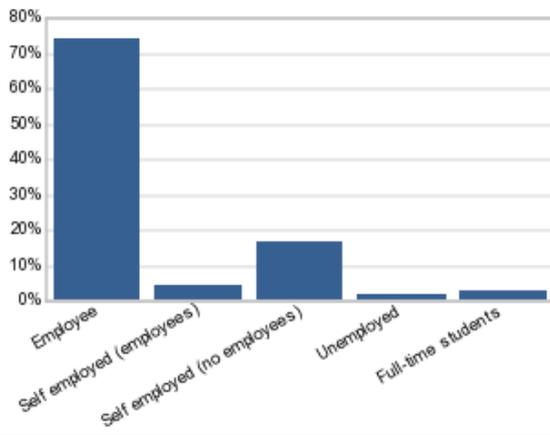
Economically Active	Area	Base	Index
Employee	11,268	26,483,068	96
Self employed with employees	696	1,127,682	139
Self employed without employees	2,546	3,705,246	155
Unemployed	252	1,161,572	49
Full-time students	416	1,695,620	55

Economically Inactive	Area	Base	Index
Retired	3,541	6,618,937	135
Student	757	2,838,201	68
Looking after home/ family	807	2,117,295	96
Permanently sick/ disabled	484	2,168,755	56
Other	263	1,076,085	62

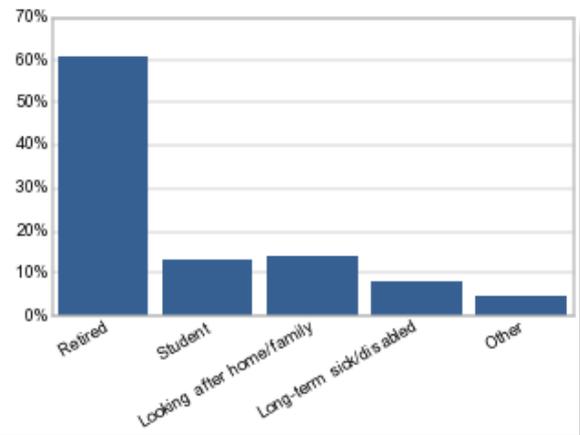
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 53.58 % of the population are employed, this is 11,268 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.20 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Self employed without employees with an index of 155, taking up 12.11 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 3,541 representing 16.84 %. The smallest inactive group is Other with 263 which is 1.25 %. When looking at the index values the group that is most over represented is Retired with an index of 135, representing 16.84 %.

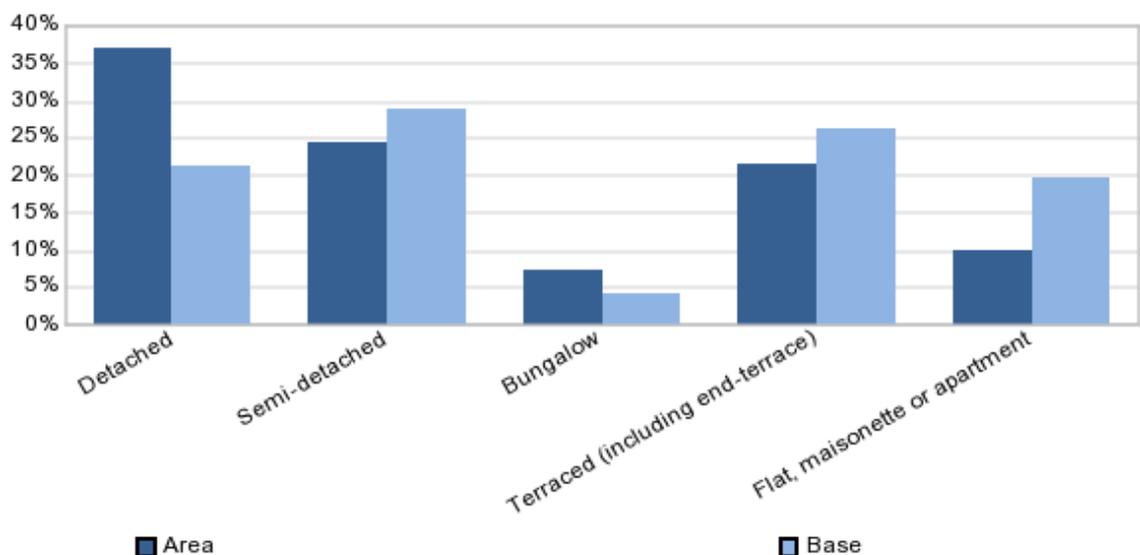
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	3,915	5,385,903	175
Semi-detached	2,562	7,344,686	84
Bungalow	776	1,039,099	180
Terraced (including end-terrace)	2,278	6,699,890	82
Flat, maisonette or apartment	1,031	5,007,460	50

Source: Experian ConsumerView Household Directory 2019 .

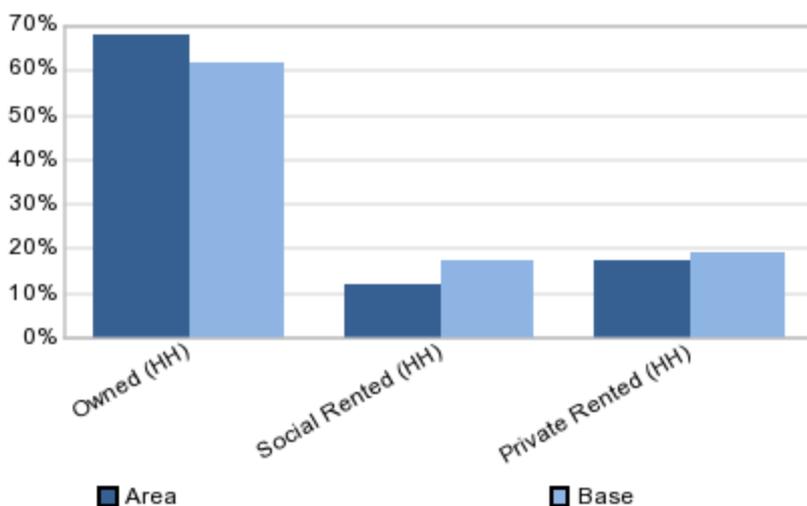
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	66	100	111
Owned (HH)	8,260	17,543,252	110		█	
Social Rented (HH)	1,461	4,965,267	69		█	
Private Rented (HH)	2,149	5,470,682	92		█	

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.



2,562 households within your area live in a Semi-detached dwelling, this is 24.25 %. 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 776 households and makes up 7.35 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 180, this makes up 7.35 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 8,260 making up 67.91 %. The smallest amount fall into the Social rented at 12.01 %. When looking at the index figures the most over represented tenure type is Owned with an index of 110, 67.91 % of households fall into this category in the study area.

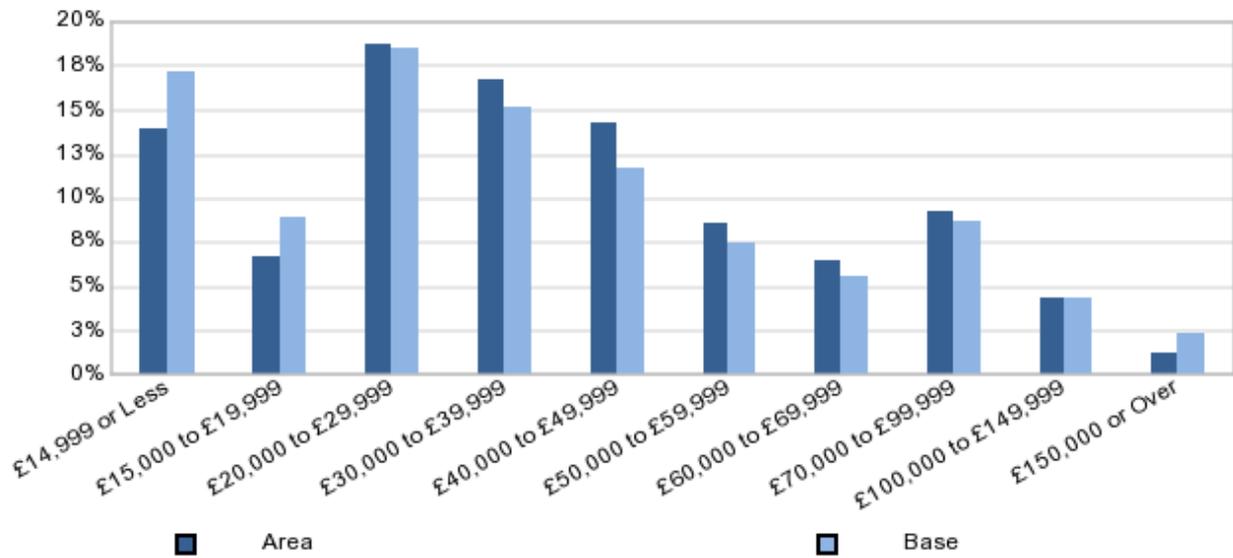
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Understanding the Household Income

Household Income	Area	Base	Index	45	100	125
£14,999 or Less	1,705	4,889,206	81		█	
£15,000 to £19,999	817	2,538,634	75		█	
£20,000 to £29,999	2,280	5,253,752	101			
£30,000 to £39,999	2,022	4,304,210	109		█	
£40,000 to £49,999	1,734	3,318,086	122		█	
£50,000 to £59,999	1,040	2,106,080	115		█	
£60,000 to £69,999	788	1,573,962	117		█	
£70,000 to £99,999	1,119	2,469,683	106		█	
£100,000 to £149,999	517	1,215,381	99			
£150,000 or Over	142	676,196	49		█	

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.



2,522 households within your area have an income of £19,999 or less, this forms 20.73 % of the overall distribution. The smallest count is 142 and these fall into household income band £150,000 or Over making up 1.17 %. 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 14.26 % with an index of 122, the most under represented banding is £150,000 or Over with a figure of 49 making up 1.17 % 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.

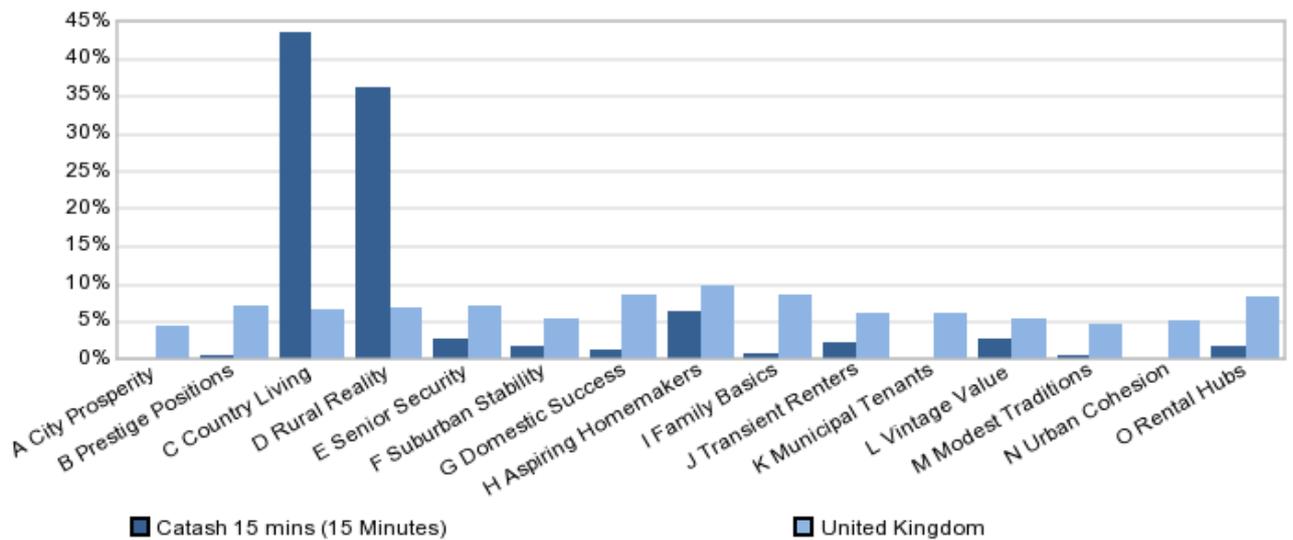
Understanding the residential profile by Mosaic UK 6

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 <small>-32 100 692</small>
A City Prosperity	0	2,849,374	0
B Prestige Positions	166	4,798,133	8
C Country Living	12,751	4,432,229	660
D Rural Reality	10,629	4,656,104	523
E Senior Security	776	4,767,632	37
F Suburban Stability	498	3,634,847	31
G Domestic Success	371	5,770,639	15
H Aspiring Homemakers	1,881	6,440,418	67
I Family Basics	238	5,687,500	10
J Transient Renters	602	4,160,345	33
K Municipal Tenants	0	4,149,642	0
L Vintage Value	781	3,692,978	49
M Modest Traditions	149	3,121,382	11
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	479	5,518,789	20
Totals	29,321	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 12,751 representing 43.49 % 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 43.49 % 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 - 43.49 %



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 - 36.25 %



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

H Aspiring Homemakers - 6.41 %



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