

Location Analyst

UK



## Church Inn, WA3 1DG Demogs Report 0.5 miles

### Understanding Demographics

14 October, 2020

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Describing Church Inn, (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England  
 Creation Date: October 14, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	1,729	28,345,190
Total Population	3,970	67,229,855
Total Males	1,987	33,173,050
Total Females	1,983	34,056,805

The current year estimates show a total resident population of 3,970 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,729 in your area and 28,345,190 in your base selection. This was split by 49.96 % of the population being female and 50.04 % being male in the study area.

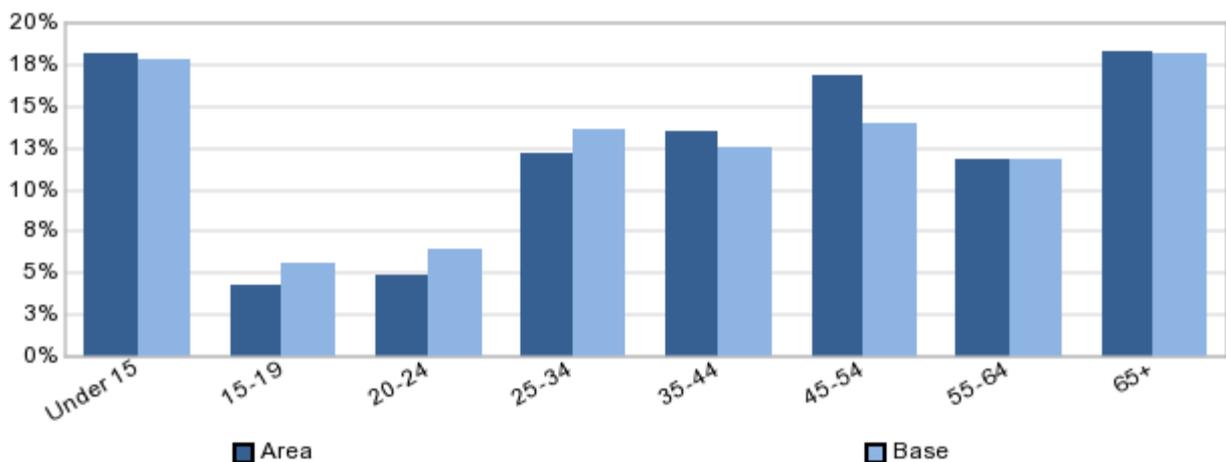
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			73	100	124
Under 15	720	11,991,800	102		
15-19	170	3,753,671	77		
20-24	193	4,311,089	76		
25-34	487	9,174,369	90		
35-44	535	8,463,387	107		
45-54	674	9,386,423	122		
55-64	469	7,914,572	100		
65+	724	12,234,544	100		

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 724 representing 18.23 % of the study area. The smallest proportion is in age band 15-19 with a count of 170 which represents 4.28 %. In the study area the most over represented age band in comparison to the base selection is 45-54 with an index value of 122. The band that is most under represented is 20-24 with an index of 76, 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	3,857	58,246,060	112
Gypsy / Traveller / Irish Traveller	0	68,310	0
Mixed / Multiple Ethnic Groups	45	1,367,158	56
Asian / Asian British: Indian	20	1,559,199	22
Asian / Asian British: Pakistani	2	1,239,421	3
Asian / Asian British: Bangladeshi	7	505,406	23
Asian / Asian British: Chinese	18	497,465	61
Asian / Asian British: Other Asian	6	969,724	10
Black / African / Caribbean / Black British	6	2,122,714	5
Other Ethnic Group	9	654,398	22

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:

97.15 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.14 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.51 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.05 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.18 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.45 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.14 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.16 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.22 % Other Ethnic Group	0.97 % Other Ethnic Group

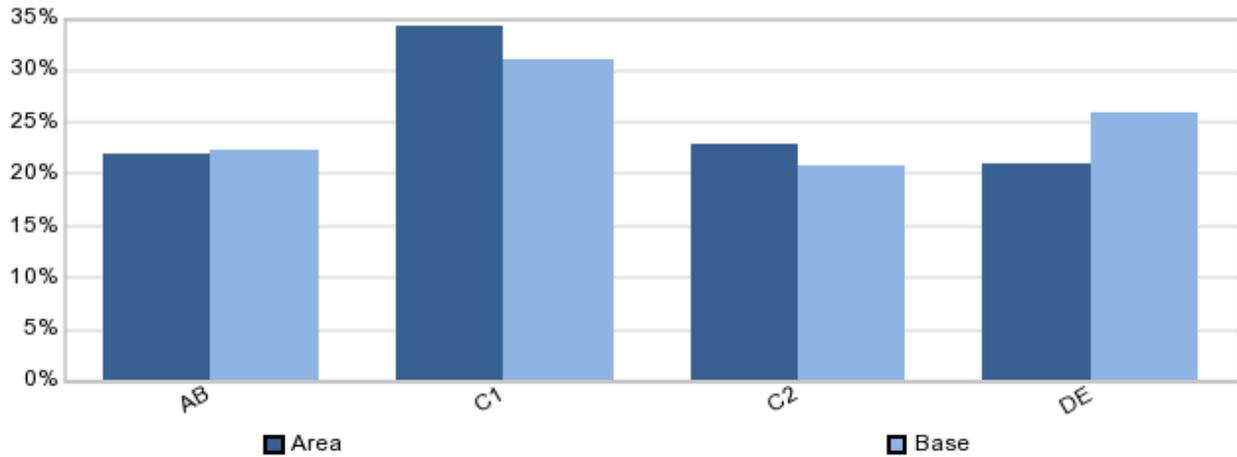
In the study area the largest ethnic group is White taking up 97.15 % of the population with a count of 3,857. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	286	4,696,968	98
C1 Supervisory, cleric, junior manage/admin/prof	449	6,510,031	111
C2 Skilled manual workers	299	4,376,339	110
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	274	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 C1 forms the largest proportion with 449 people falling into this group, which is 34.32 % of the overall distribution. The smallest proportion falls into grade DE with a count of 274 taking up 20.95 %. When comparing this to the selected base the most over represented grade is C1 with an index\* count of 111, whereas the most under represented group is DE with an index count of 81.

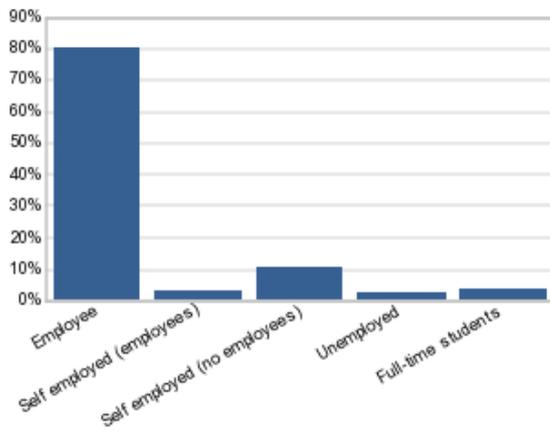
## Understanding the Economic Activity

Economically Active	Area	Base	Index <sup>67</sup>	100105
Employee	1,697	26,483,068	103	■
Self employed with employees	63	1,127,682	90	■
Self employed without employees	224	3,705,246	97	■
Unemployed	50	1,161,572	70	■
Full-time students	85	1,695,620	81	■
<b>Economically Inactive</b>			51 100 135	
Retired	462	6,618,937	124	■
Student	89	2,838,201	56	■
Looking after home/ family	79	2,117,295	67	■
Permanently sick/ disabled	160	2,168,755	132	■
Other	41	1,076,085	69	■

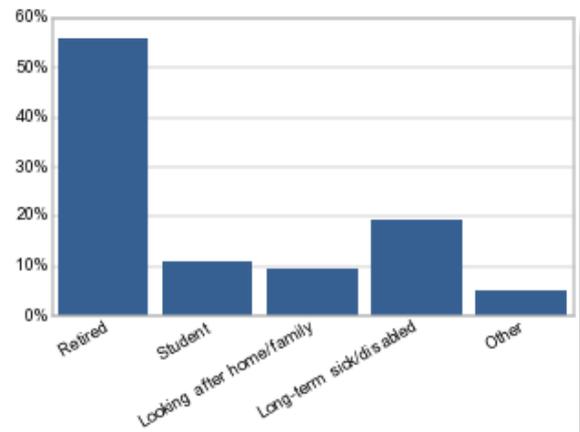
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 57.51 % of the population are employed, this is 1,697 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.70 %, 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 103, taking up 57.51 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 462 representing 15.64 %. The smallest inactive group is Other with 41 which is 1.40 %. When looking at the index values the group that is most over represented is Retired with an index of 124, representing 15.64 %.

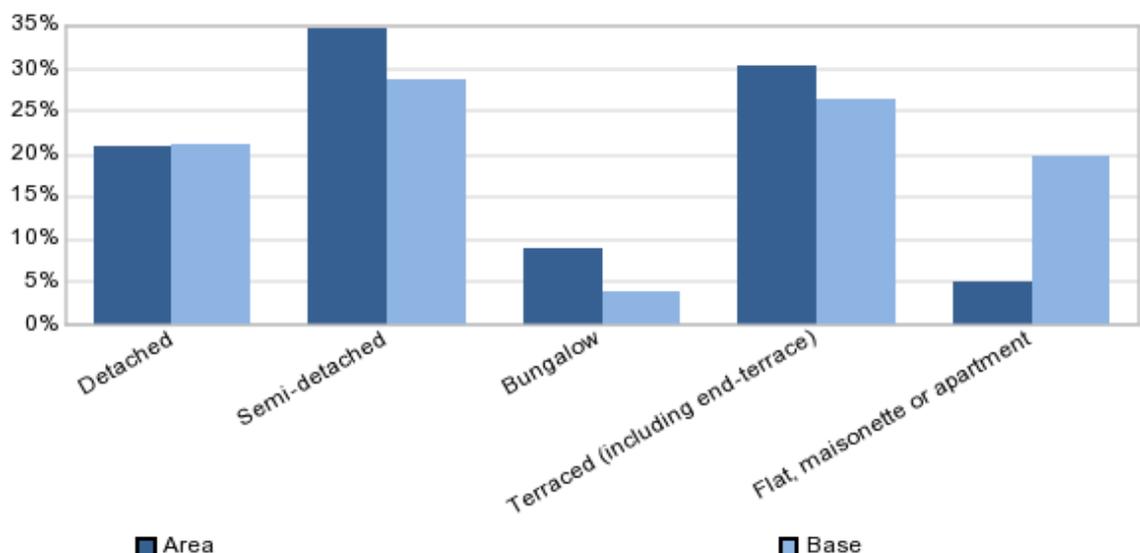
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	15	100	227
Detached	329	5,385,903	99			
Semi-detached	549	7,344,686	121		■	
Bungalow	140	1,039,099	218		■	■
Terraced (including end-terrace)	478	6,699,890	115		■	
Flat, maisonette or apartment	79	5,007,460	26	■		

Source: Experian ConsumerView Household Directory 2019 .

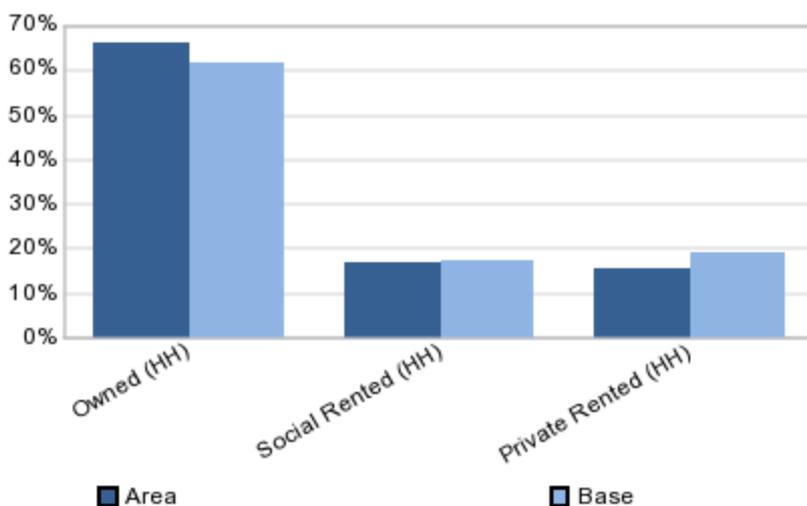
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	78	100	108
Owned (HH)	1,144	17,543,252	107		█	
Social Rented (HH)	297	4,965,267	98		█	
Private Rented (HH)	265	5,470,682	80		█	

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.



549 households within your area live in a Semi-detached dwelling, this is 34.86 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 79 households and makes up 5.03 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 218, this makes up 8.89 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,144 making up 66.19 %. The smallest amount fall into the Private rented at 15.35 %. When looking at the index figures the most over represented tenure type is Owned with an index of 107, 66.19 % of households fall into this category in the study area.

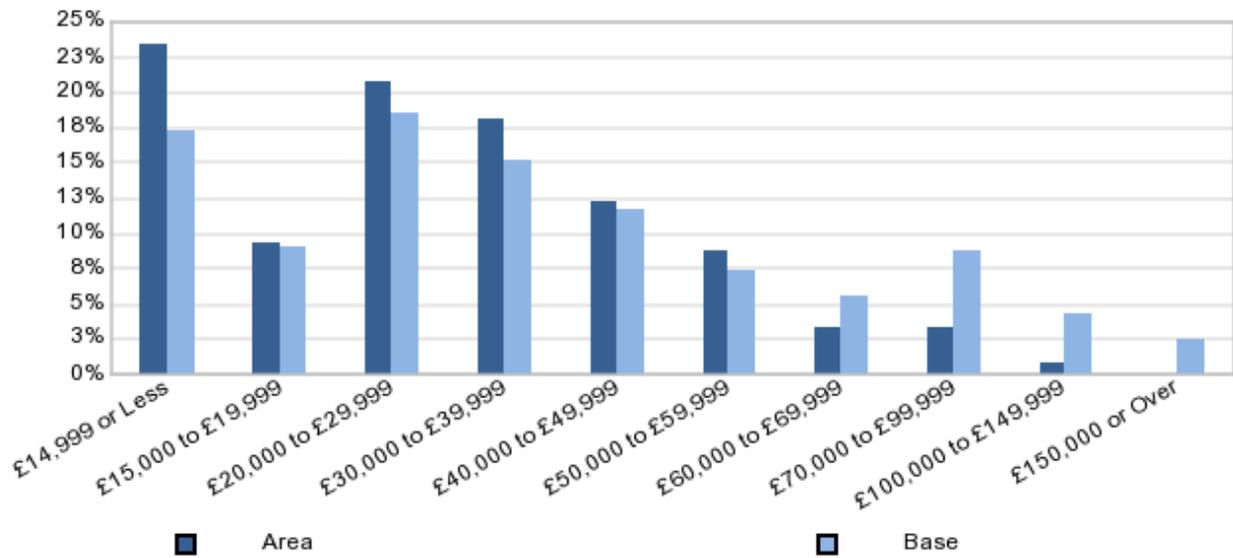
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## Understanding the Household Income

Household Income	Area	Base	Index	-6	100	142
£14,999 or Less	404	4,889,206	136		█	
£15,000 to £19,999	159	2,538,634	103		█	
£20,000 to £29,999	357	5,253,752	111		█	
£30,000 to £39,999	314	4,304,210	119		█	
£40,000 to £49,999	211	3,318,086	104		█	
£50,000 to £59,999	151	2,106,080	118		█	
£60,000 to £69,999	59	1,573,962	61		█	
£70,000 to £99,999	59	2,469,683	39		█	
£100,000 to £149,999	14	1,215,381	19		█	
£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.



564 households within your area have an income of £19,999 or less, this forms 32.60 % 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 £14,999 or less is over represented making up 23.38 % with an index of 136, 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.

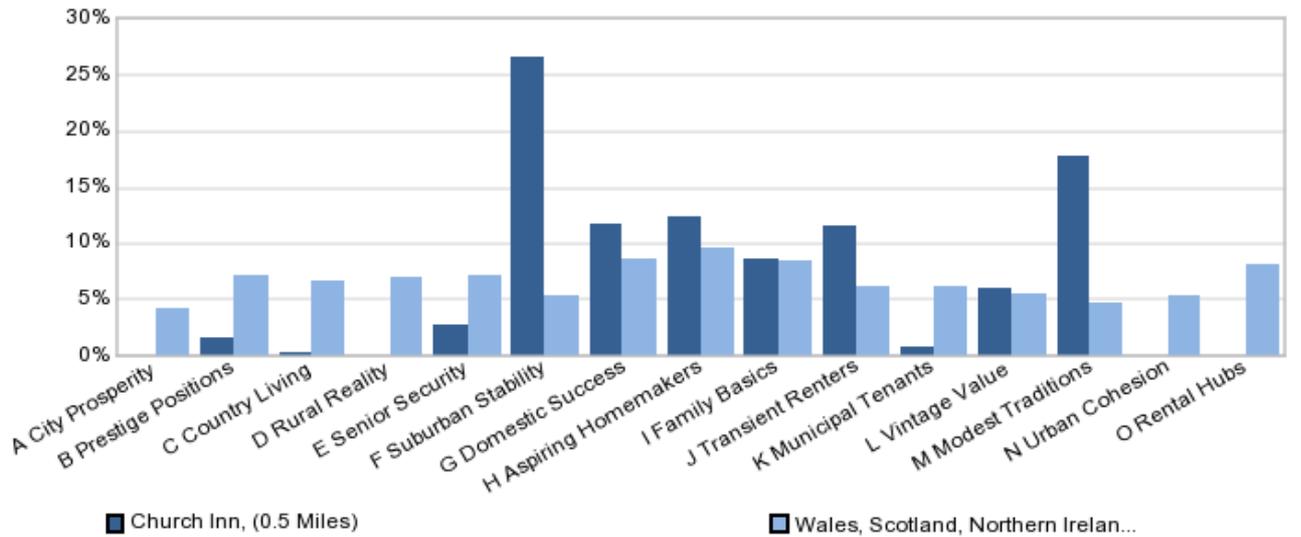
## Understanding the residential profile by Mosaic UK 6

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	-24	100	516
A City Prosperity	0	2,849,374	0			
B Prestige Positions	65	4,798,133	23			
C Country Living	10	4,432,229	4			
D Rural Reality	0	4,656,104	0			
E Senior Security	105	4,767,632	37			
F Suburban Stability	1,057	3,634,847	492			
G Domestic Success	466	5,770,639	137			
H Aspiring Homemakers	490	6,440,418	129			
I Family Basics	342	5,687,500	102			
J Transient Renters	462	4,160,345	188			
K Municipal Tenants	31	4,149,642	13			
L Vintage Value	238	3,692,978	109			
M Modest Traditions	703	3,121,382	381			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
<b>Totals</b>	<b>3,970</b>	<b>67,229,855</b>				

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 F Suburban Stability with a count of 1,057 representing 26.62 % of the overall distribution, in comparison to the base where 5.41 % 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 F Suburban Stability taking up 26.62 % 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

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### F Suburban Stability - 26.62 %



Mature suburban owners living settled lives in mid-range housing.

#### Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

### M Modest Traditions - 17.71 %



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 - 12.35 %



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