

Location Analyst

UK



Courtyard-Worcester, Demog report, 0.5 miles

Understanding Demographics

13 October, 2020

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Describing Courtyard (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	4,239	28,345,190
Total Population	7,844	67,229,855
Total Males	4,197	33,173,050
Total Females	3,647	34,056,805

The current year estimates show a total resident population of 7,844 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,239 in your area and 28,345,190 in your base selection. This was split by 46.49 % of the population being female and 53.51 % being male in the study area.

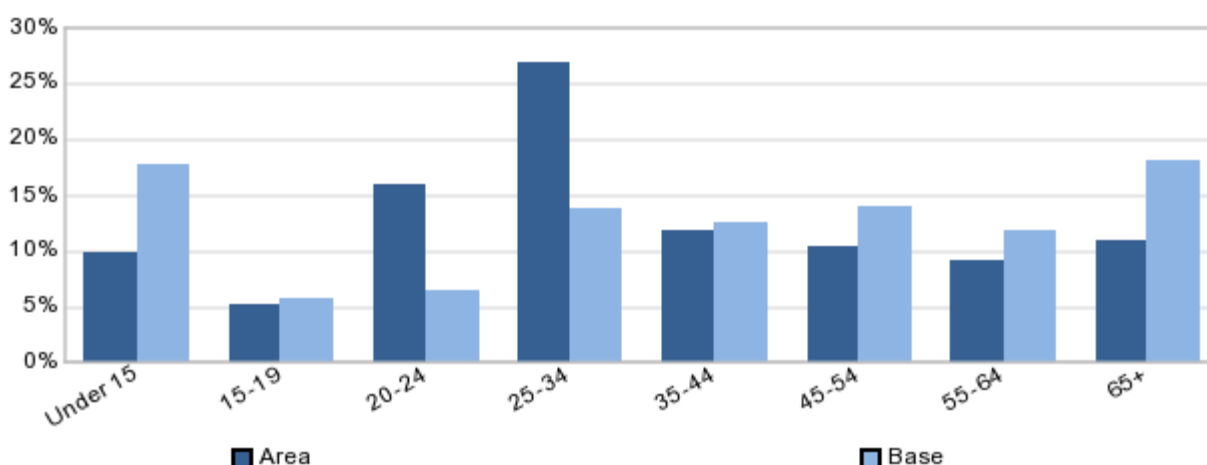
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	761	11,991,800	54
15-19	401	3,753,671	92
20-24	1,257	4,311,089	250
25-34	2,106	9,174,369	197
35-44	932	8,463,387	94
45-54	815	9,386,423	74
55-64	715	7,914,572	77
65+	858	12,234,544	60

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 25-34 with a count of 2,106 representing 26.85 % of the study area. The smallest proportion is in age band 15-19 with a count of 401 which represents 5.11 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 250. The band that is most under represented is Under 15 with an index of 54, 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	31	100	257
White	6,845	58,246,060	101			
Gypsy / Traveller / Irish Traveller	13	68,310	163		■	
Mixed / Multiple Ethnic Groups	182	1,367,158	114		■	
Asian / Asian British: Indian	76	1,559,199	42		■	
Asian / Asian British: Pakistani	231	1,239,421	160		■	
Asian / Asian British: Bangladeshi	146	505,406	247		■	
Asian / Asian British: Chinese	88	497,465	152		■	
Asian / Asian British: Other Asian	102	969,724	90		■	
Black / African / Caribbean / Black British	123	2,122,714	50		■	
Other Ethnic Group	38	654,398	50		■	

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:

87.26 % White	86.64 % White
0.17 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.32 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.96 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
2.95 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
1.86 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
1.12 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.29 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.57 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.49 % Other Ethnic Group	0.97 % Other Ethnic Group

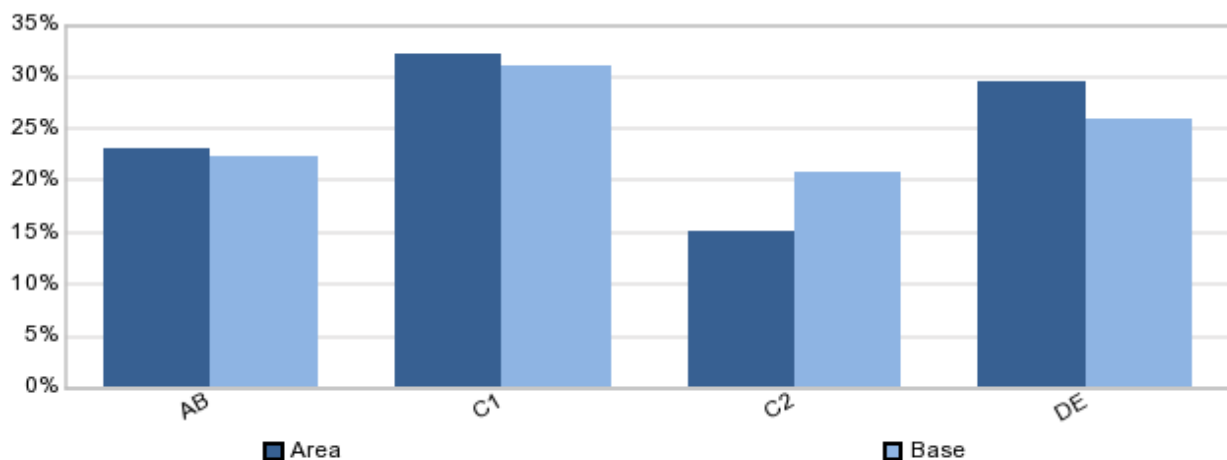
In the study area the largest ethnic group is White taking up 87.26 % of the population with a count of 6,845. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 13, 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	70	100	115
AB Higher & intermediate manage/admin/prof	835	4,696,968	103		■	
C1 Supervisory, cleric, junior manage/admin/prof	1,168	6,510,031	104		■	
C2 Skilled manual workers	546	4,376,339	73		■	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,067	5,456,469	114		■	

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 1,168 people falling into this group, which is 32.29 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 546 taking up 15.10 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 114, whereas the most under represented group is C2 with an index count of 73.

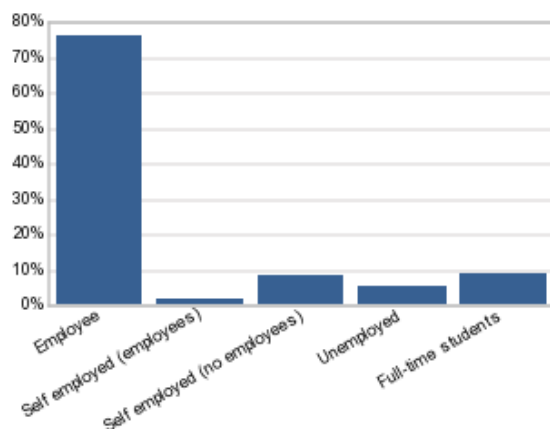
Understanding the Economic Activity

Economically Active	Area	Base	Index	42	100	179
Employee	3,855	26,483,068	98			
Self employed with employees	82	1,127,682	49			
Self employed without employees	410	3,705,246	75			
Unemployed	276	1,161,572	161			
Full-time students	435	1,695,620	173			
Economically Inactive				58	100	182
Retired	460	6,618,937	65			
Student	541	2,838,201	177			
Looking after home/ family	177	2,117,295	78			
Permanently sick/ disabled	274	2,168,755	117			
Other	145	1,076,085	125			

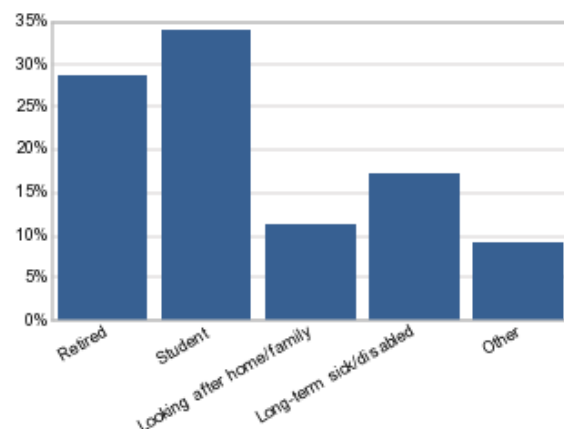
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 57.92 % of the population are employed, this is 3,855 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.23 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 173, taking up 6.54 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 541 representing 8.14 %. The smallest inactive group is Other with 145 which is 2.17 %. When looking at the index values the group that is most over represented is Student with an index of 177, representing 8.14 %.

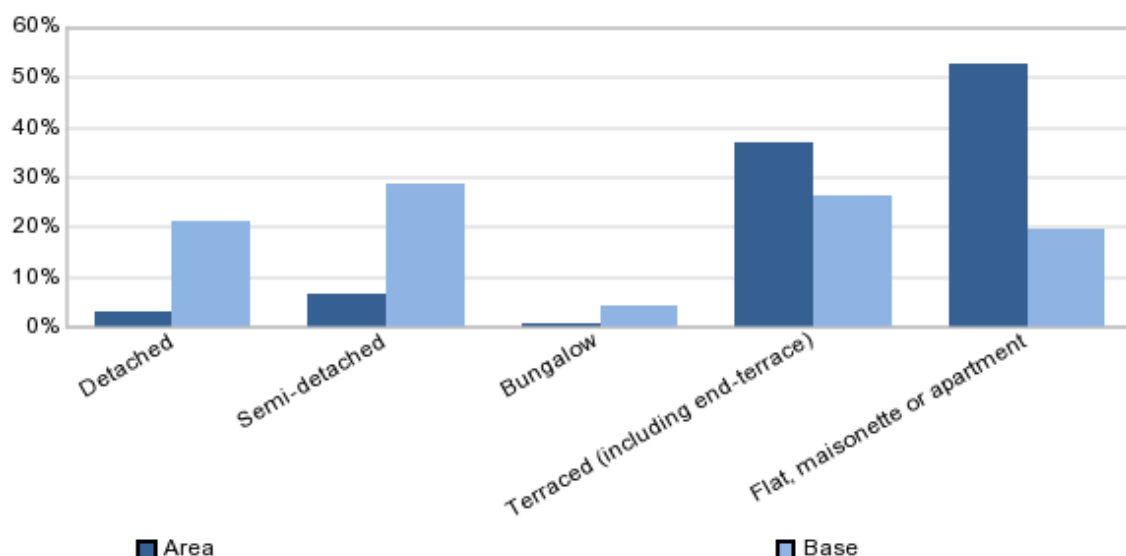
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	282
Detached	100	5,385,903	13			
Semi-detached	239	7,344,686	24			
Bungalow	26	1,039,099	18			
Terraced (including end-terrace)	1,288	6,699,890	139			
Flat, maisonette or apartment	1,860	5,007,460	269			

Source: Experian ConsumerView Household Directory 2019 .

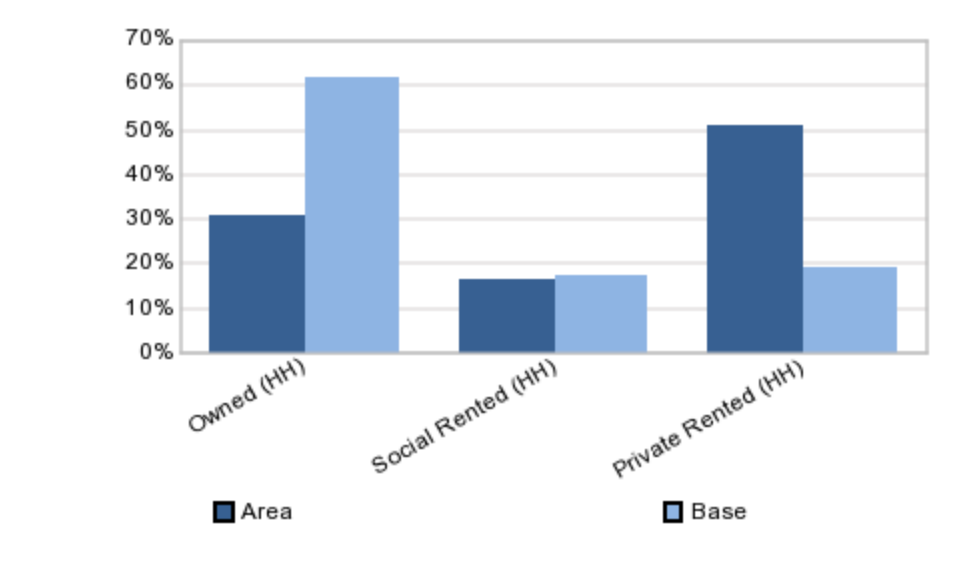
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	39	100	274
Owned (HH)	1,306	17,543,252	50			
Social Rented (HH)	716	4,965,267	96			
Private Rented (HH)	2,162	5,470,682	264			

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.



239 households within your area live in a Semi-detached dwelling, this is 6.81 %. 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 26 households and makes up 0.73 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 269, this makes up 52.94 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 2,162 making up 50.99 %. The smallest amount fall into the Social rented at 16.90 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 264, 50.99 % of households fall into this category in the study area.

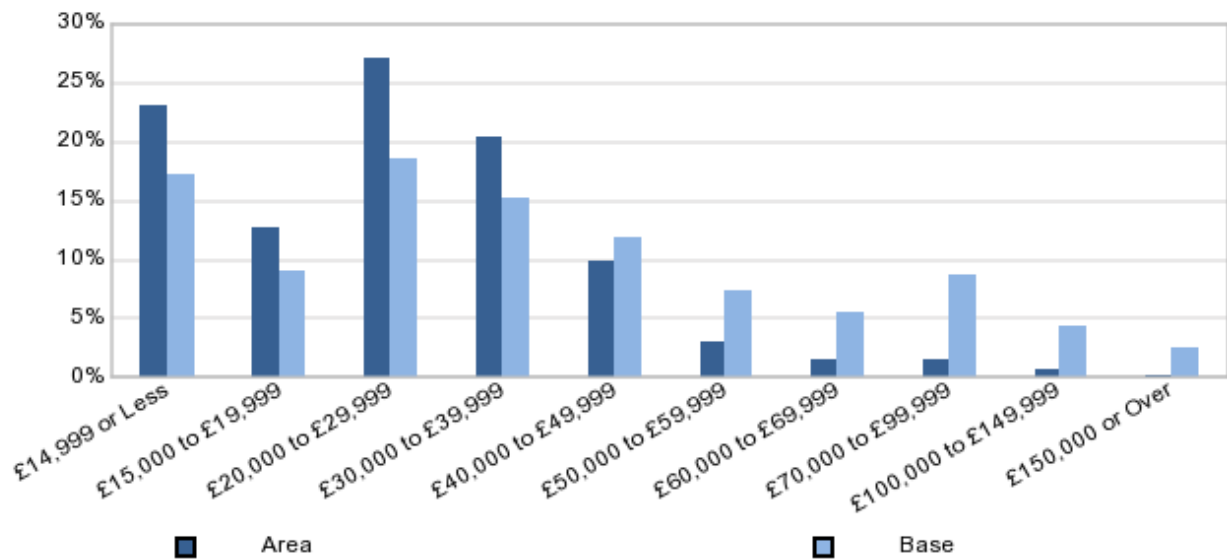
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Understanding the Household Income

Household Income	Area	Base	Index	3	100	153
£14,999 or Less	980	4,889,206	134			
£15,000 to £19,999	540	2,538,634	142			
£20,000 to £29,999	1,151	5,253,752	147			
£30,000 to £39,999	860	4,304,210	134			
£40,000 to £49,999	418	3,318,086	84			
£50,000 to £59,999	133	2,106,080	42			
£60,000 to £69,999	61	1,573,962	26			
£70,000 to £99,999	62	2,469,683	17			
£100,000 to £149,999	25	1,215,381	14			
£150,000 or Over	10	676,196	10			

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.



1,520 households within your area have an income of £19,999 or less, this forms 35.85 % of the overall distribution. The smallest count is 10 and these fall into household income band £150,000 or Over making up 0.24 %. 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 £20,000 to £29,999 is over represented making up 27.16 % with an index of 147, the most under represented banding is £150,000 or Over with a figure of 10 making up 0.24 % 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.

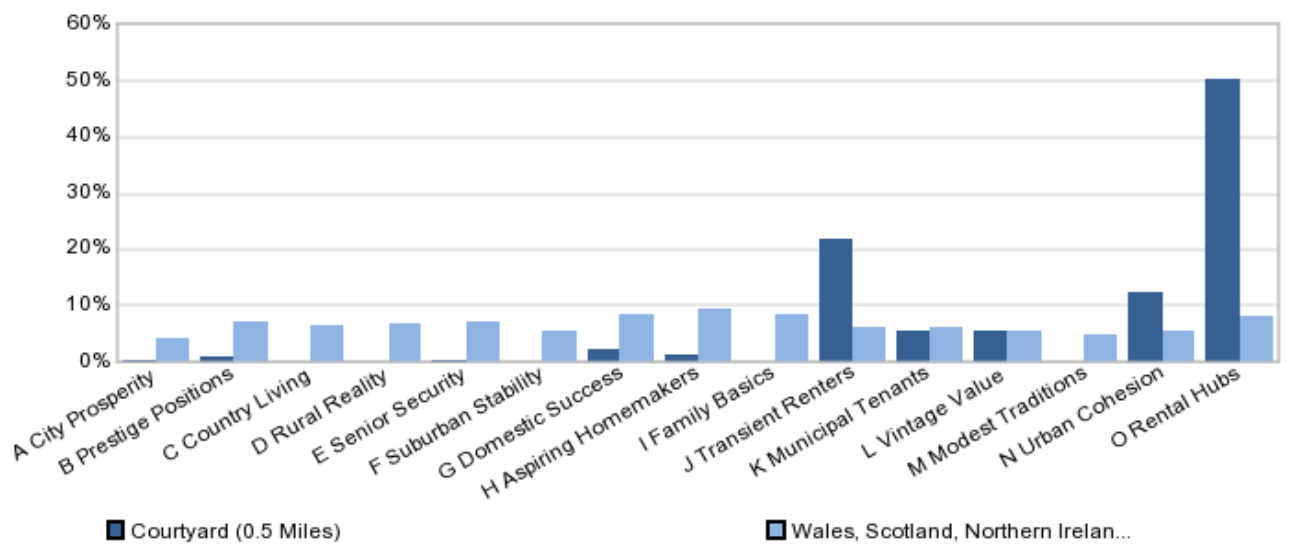
Understanding the residential profile by Mosaic UK 6

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	-30	100	641
A City Prosperity	28	2,849,374	8			
B Prestige Positions	80	4,798,133	14			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	26	4,767,632	5			
F Suburban Stability	10	3,634,847	2			
G Domestic Success	168	5,770,639	25			
H Aspiring Homemakers	106	6,440,418	14			
I Family Basics	0	5,687,500	0			
J Transient Renters	1,692	4,160,345	349			
K Municipal Tenants	408	4,149,642	84			
L Vintage Value	414	3,692,978	96			
M Modest Traditions	12	3,121,382	3			
N Urban Cohesion	967	3,547,766	234			
O Rental Hubs	3,933	5,518,789	611			
Totals	7,844	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 O Rental Hubs with a count of 3,933 representing 50.14 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 50.14 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 50.14 %



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

J Transient Renters - 21.57 %



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

N Urban Cohesion - 12.33 %



Residents of settled urban communities with a strong sense of identity.

Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology