

Location Analyst

UK



Crown DT11 0NJ 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Crown Blandford 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	11,685	28,345,190
Total Population	28,319	67,229,855
Total Males	14,343	33,173,050
Total Females	13,976	34,056,805

The current year estimates show a total resident population of 28,319 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 11,685 in your area and 28,345,190 in your base selection. This was split by 49.35 % of the population being female and 50.65 % being male in the study area.

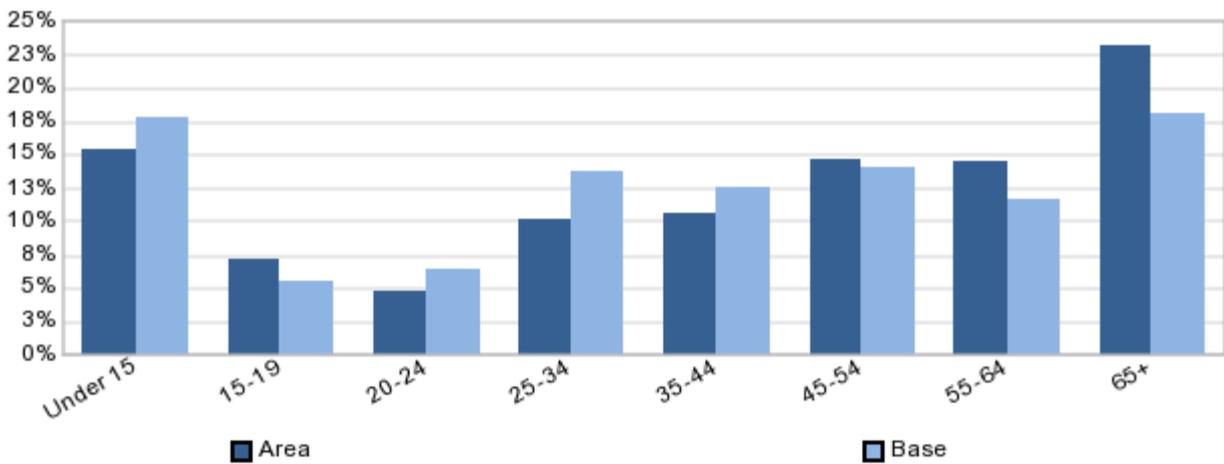
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			71	100	130
Under 15	4,365	11,991,800	86		
15-19	2,020	3,753,671	128		
20-24	1,339	4,311,089	74		
25-34	2,854	9,174,369	74		
35-44	2,985	8,463,387	84		
45-54	4,114	9,386,423	104		
55-64	4,105	7,914,572	123		
65+	6,536	12,234,544	127		

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 6,536 representing 23.08 % of the study area. The smallest proportion is in age band 20-24 with a count of 1,339 which represents 4.73 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 128. The band that is most under represented is 20-24 with an index* of 74, 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	27,604	58,246,060	113
Gypsy / Traveller / Irish Traveller	33	68,310	116
Mixed / Multiple Ethnic Groups	212	1,367,158	37
Asian / Asian British: Indian	56	1,559,199	9
Asian / Asian British: Pakistani	7	1,239,421	1
Asian / Asian British: Bangladeshi	61	505,406	29
Asian / Asian British: Chinese	55	497,465	26
Asian / Asian British: Other Asian	191	969,724	47
Black / African / Caribbean / Black British	56	2,122,714	6
Other Ethnic Group	44	654,398	16

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:

97.47 % White	86.64 % White
0.12 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.75 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.20 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.02 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.21 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.19 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.68 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.20 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.15 % Other Ethnic Group	0.97 % Other Ethnic Group

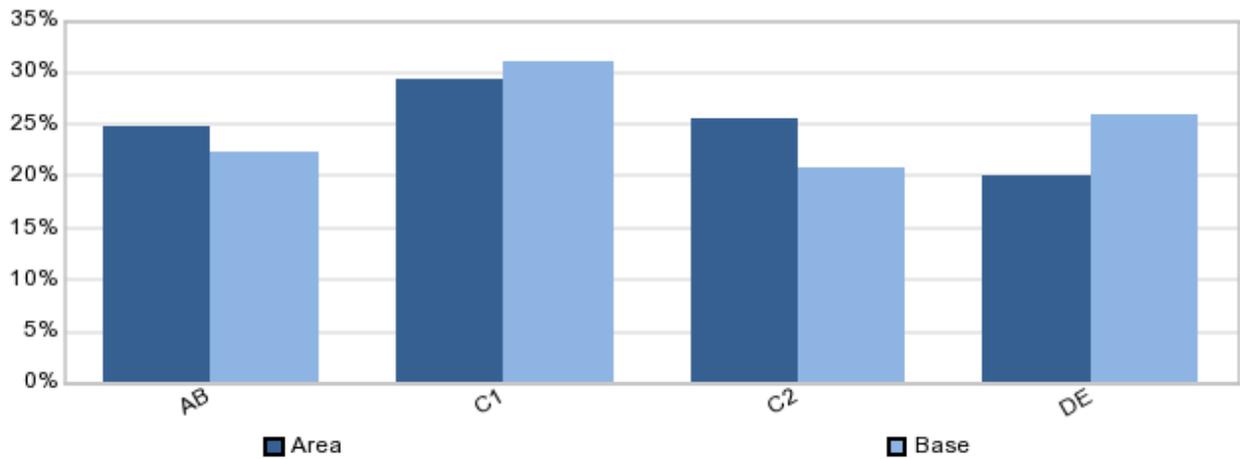
In the study area the largest ethnic group is White taking up 97.47 % of the population with a count of 27,604. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 7, 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	2,006	4,696,968	111
C1 Supervisory, cleric, junior manage/admin/prof	2,377	6,510,031	95
C2 Skilled manual workers	2,067	4,376,339	123
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,626	5,456,469	78

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 2,377 people falling into this group, which is 29.44 % of the overall distribution. The smallest proportion falls into grade DE with a count of 1,626 taking up 20.14 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 123, whereas the most under represented group is DE with an index count of 78.

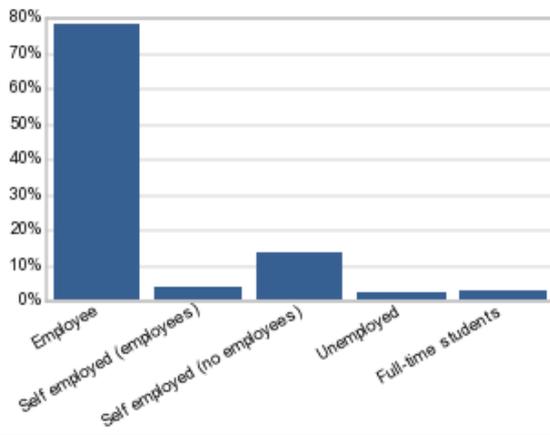
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁴⁸	100	127	
Employee	11,662	26,483,068	101			
Self employed with employees	585	1,127,682	119			
Self employed without employees	2,003	3,705,246	124			
Unemployed	286	1,161,572	56			
Full-time students	382	1,695,620	52			
Economically Inactive				59	100	130
Retired	3,322	6,618,937	127			
Student	935	2,838,201	84			
Looking after home/ family	733	2,117,295	88			
Permanently sick/ disabled	585	2,168,755	68			
Other	268	1,076,085	63			

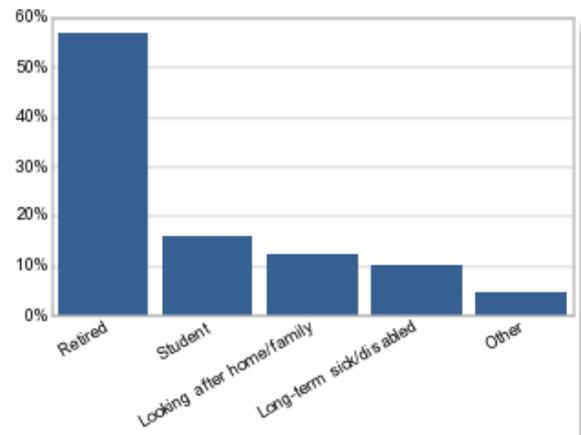
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 56.17 % of the population are employed, this is 11,662 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.38 %, 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 124, taking up 9.65 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 3,322 representing 16.00 %. The smallest inactive group is Other with 268 which is 1.29 %. When looking at the index values the group that is most over represented is Retired with an index of 127, representing 16.00 %.

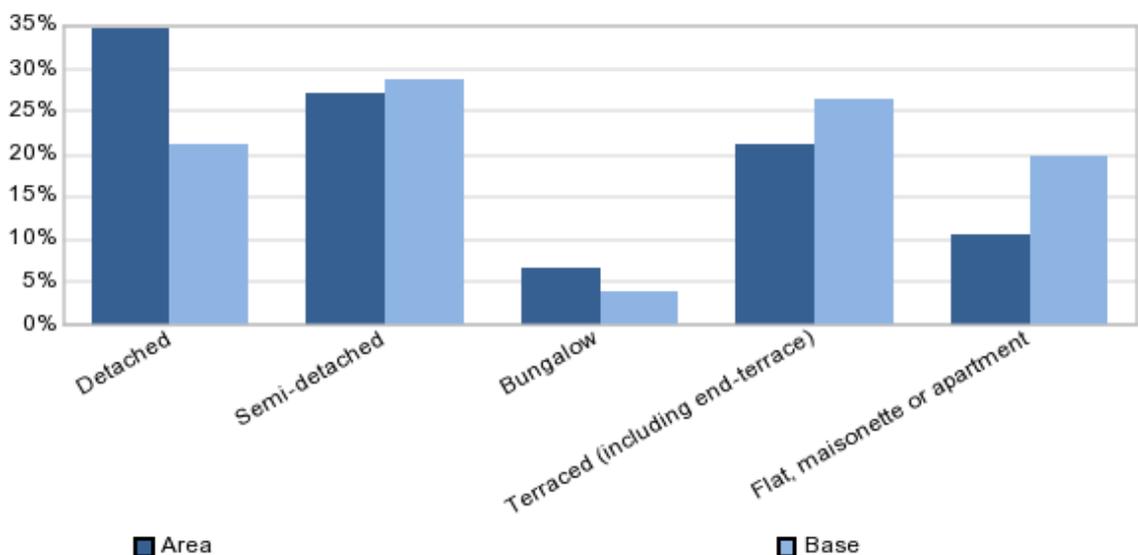
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	3,563	5,385,903	164
Semi-detached	2,775	7,344,686	94
Bungalow	685	1,039,099	163
Terraced (including end-terrace)	2,162	6,699,890	80
Flat, maisonette or apartment	1,091	5,007,460	54

Source: Experian ConsumerView Household Directory 2019 .

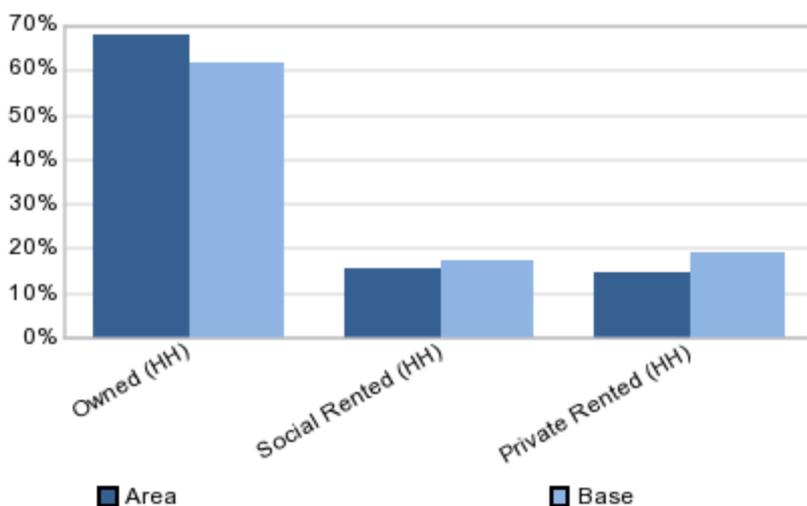
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	74	100	111
Owned (HH)	7,943	17,543,252	110		■	
Social Rented (HH)	1,827	4,965,267	89		■	
Private Rented (HH)	1,727	5,470,682	77		■	

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.



2,775 households within your area live in a Semi-detached dwelling, this is 27.00 %. 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 685 households and makes up 6.66 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 164, this makes up 34.68 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 7,943 making up 67.98 %. The smallest amount fall into the Private rented at 14.78 %. When looking at the index figures the most over represented tenure type is Owned with an index of 110, 67.98 % of households fall into this category in the study area.

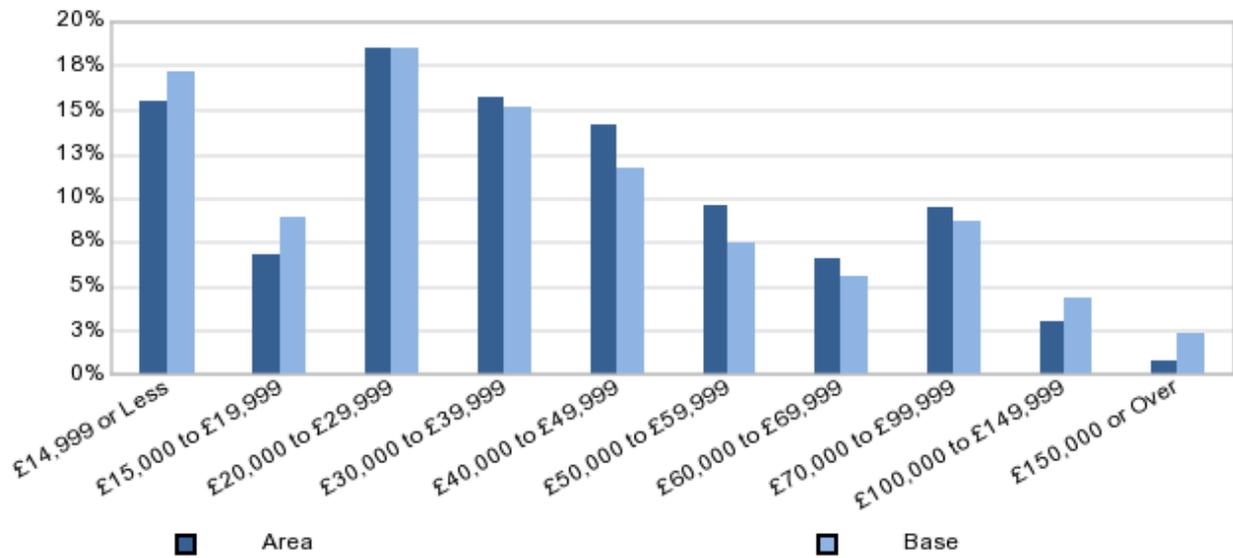
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Understanding the Household Income

Household Income	Area	Base	Index	28	100	133
£14,999 or Less	1,807	4,889,206	90		■	
£15,000 to £19,999	790	2,538,634	75		■	
£20,000 to £29,999	2,165	5,253,752	100			
£30,000 to £39,999	1,837	4,304,210	104		■	
£40,000 to £49,999	1,659	3,318,086	121		■	
£50,000 to £59,999	1,122	2,106,080	129		■	
£60,000 to £69,999	762	1,573,962	117		■	
£70,000 to £99,999	1,103	2,469,683	108		■	
£100,000 to £149,999	349	1,215,381	70		■	
£150,000 or Over	91	676,196	33		■	

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.



2,597 households within your area have an income of £19,999 or less, this forms 22.23 % of the overall distribution. The smallest count is 91 and these fall into household income band £150,000 or Over making up 0.78 %. 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 £50,000 to £59,999 is over represented making up 9.60 % with an index of 129, the most under represented banding is £150,000 or Over with a figure of 33 making up 0.78 % 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.

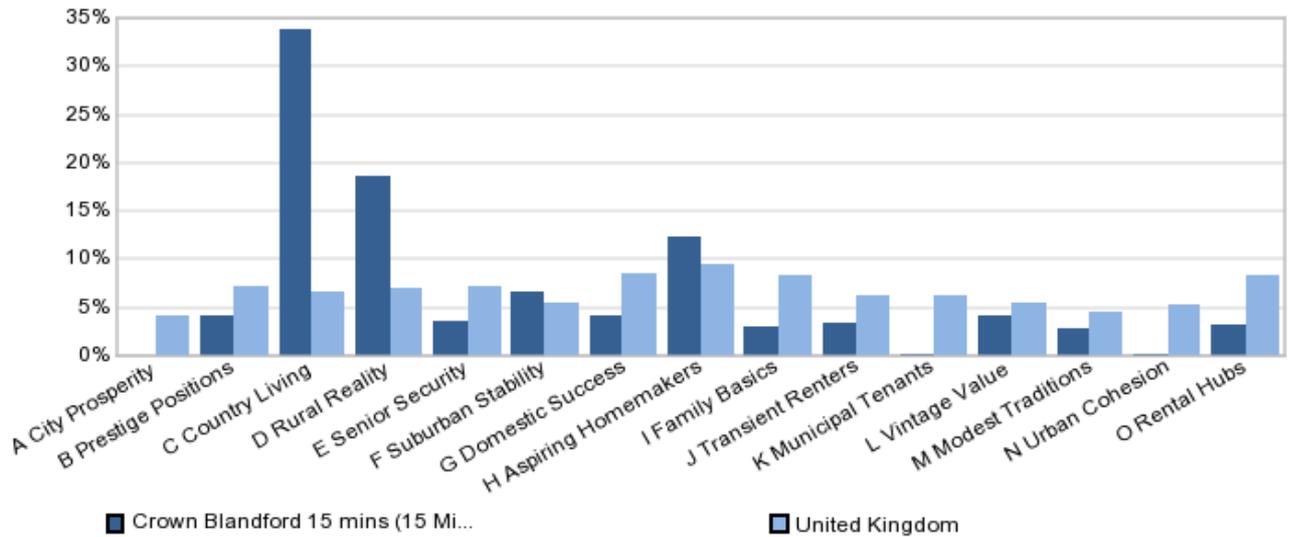
Understanding the residential profile by Mosaic UK 6

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	538
A City Prosperity	0	2,849,374	0			
B Prestige Positions	1,195	4,798,133	59			
C Country Living	9,579	4,432,229	513			
D Rural Reality	5,302	4,656,104	270			
E Senior Security	991	4,767,632	49			
F Suburban Stability	1,870	3,634,847	122			
G Domestic Success	1,177	5,770,639	48			
H Aspiring Homemakers	3,480	6,440,418	128			
I Family Basics	839	5,687,500	35			
J Transient Renters	937	4,160,345	53			
K Municipal Tenants	39	4,149,642	2			
L Vintage Value	1,184	3,692,978	76			
M Modest Traditions	774	3,121,382	59			
N Urban Cohesion	53	3,547,766	4			
O Rental Hubs	899	5,518,789	39			
Totals	28,319	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 9,579 representing 33.82 % 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 33.82 % 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 - 33.82 %



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 - 18.72 %



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 - 12.29 %



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