

Location Analyst

UK



Falcon CW3 9SE 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Falcon CW3 9SE 15 min (15 Minutes) in relation to United Kingdom
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Understanding the make-up of your area

	Area	Base
Total Households	27,804	28,345,190
Total Population	66,400	67,229,855
Total Males	32,690	33,173,050
Total Females	33,710	34,056,805

The current year estimates show a total resident population of 66,400 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 27,804 in your area and 28,345,190 in your base selection. This was split by 50.77 % of the population being female and 49.23 % being male in the study area.

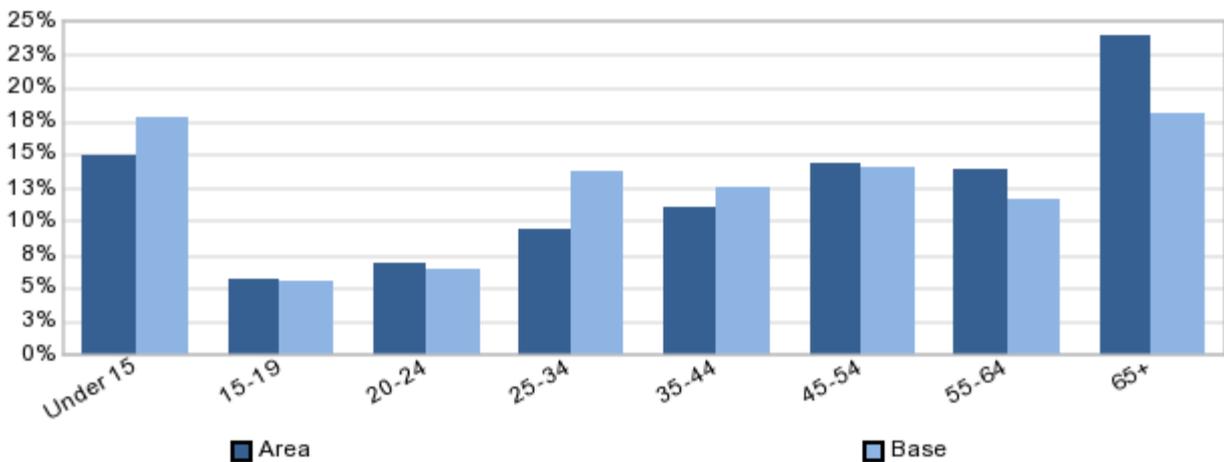
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			65	100	134
Under 15	9,988	11,991,800	84	█	
15-19	3,803	3,753,671	103	█	
20-24	4,567	4,311,089	107	█	
25-34	6,284	9,174,369	69	█	
35-44	7,303	8,463,387	87	█	
45-54	9,474	9,386,423	102	█	
55-64	9,158	7,914,572	117	█	
65+	15,824	12,234,544	131	█	

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 15,824 representing 23.83 % of the study area. The smallest proportion is in age band 15-19 with a count of 3,803 which represents 5.73 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 131. The band that is most under represented is 25-34 with an index of 69, 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	63,886	58,246,060	111
Gypsy / Traveller / Irish Traveller	44	68,310	66
Mixed / Multiple Ethnic Groups	616	1,367,158	46
Asian / Asian British: Indian	406	1,559,199	26
Asian / Asian British: Pakistani	155	1,239,421	13
Asian / Asian British: Bangladeshi	45	505,406	9
Asian / Asian British: Chinese	456	497,465	93
Asian / Asian British: Other Asian	299	969,724	31
Black / African / Caribbean / Black British	353	2,122,714	17
Other Ethnic Group	138	654,398	21

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:

96.21 % White	86.64 % White
0.07 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.93 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.61 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.23 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.07 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.69 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.45 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.53 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.21 % Other Ethnic Group	0.97 % Other Ethnic Group

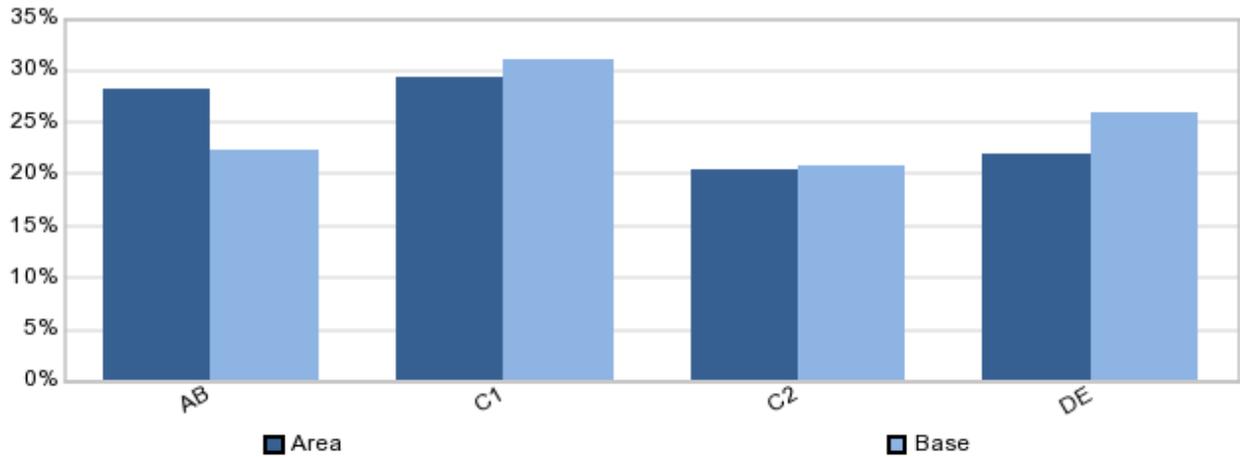
In the study area the largest ethnic group is White taking up 96.21 % of the population with a count of 63,886. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 44, 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	5,338	4,696,968	127
C1 Supervisory, cleric, junior manage/admin/prof	5,528	6,510,031	95
C2 Skilled manual workers	3,845	4,376,339	98
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	4,130	5,456,469	85

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 5,528 people falling into this group, which is 29.34 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 3,845 taking up 20.41 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 127, whereas the most under represented group is DE with an index count of 85.

Understanding the Economic Activity

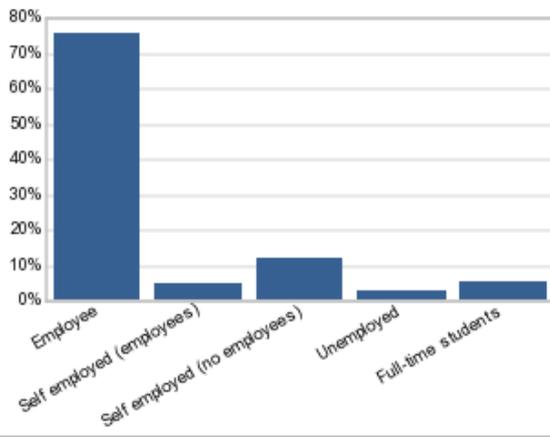
Economically Active	Area	Base	Index
Employee	24,882	26,483,068	98
Self employed with employees	1,569	1,127,682	144
Self employed without employees	3,930	3,705,246	110
Unemployed	745	1,161,572	67
Full-time students	1,779	1,695,620	109

Economically Inactive	Area	Base	Index
Retired	8,519	6,618,937	120
Student	3,832	2,838,201	126
Looking after home/ family	1,475	2,117,295	65
Permanently sick/ disabled	1,456	2,168,755	63
Other	624	1,076,085	54

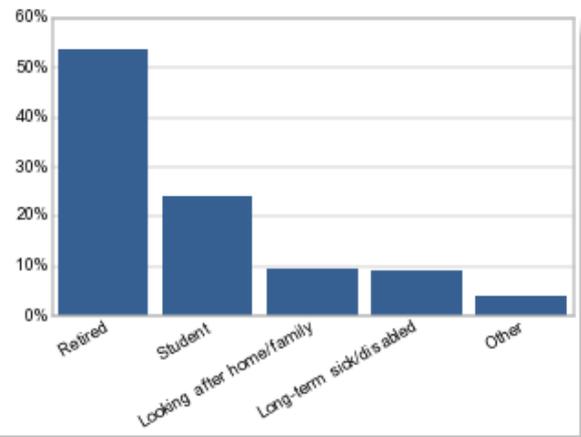
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 50.98 % of the population are employed, this is 24,882 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.53 %, 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 144, taking up 3.21 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 8,519 representing 17.45 %. The smallest inactive group is Other with 624 which is 1.28 %. When looking at the index values the group that is most over represented is Student with an index of 126, representing 7.85 %.

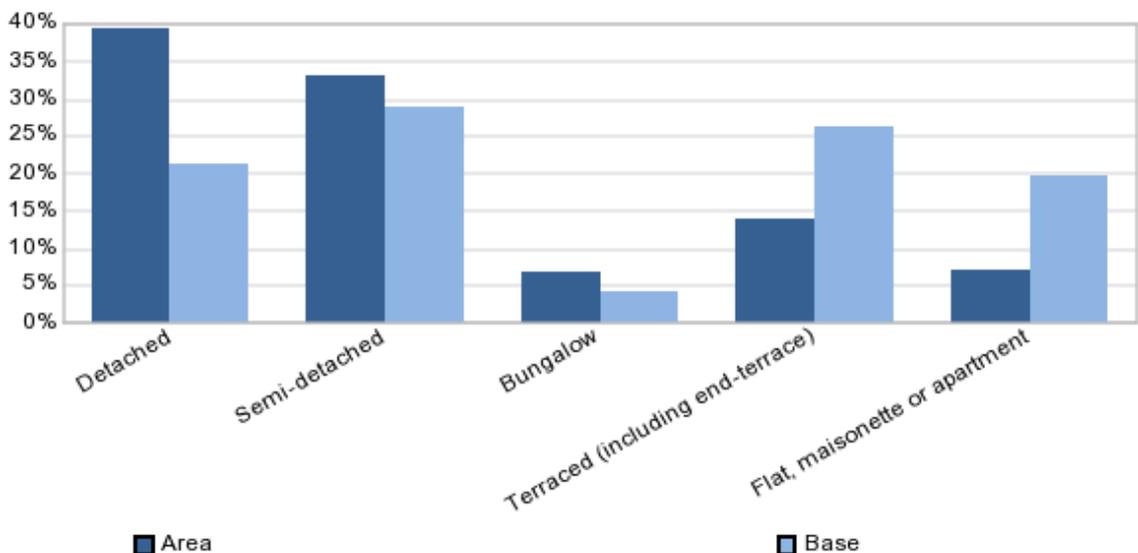
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	28	100	192
Detached	9,753	5,385,903	185		█	
Semi-detached	8,248	7,344,686	115		█	
Bungalow	1,703	1,039,099	167		█	
Terraced (including end-terrace)	3,461	6,699,890	53		█	
Flat, maisonette or apartment	1,766	5,007,460	36		█	

Source: Experian ConsumerView Household Directory 2019 .

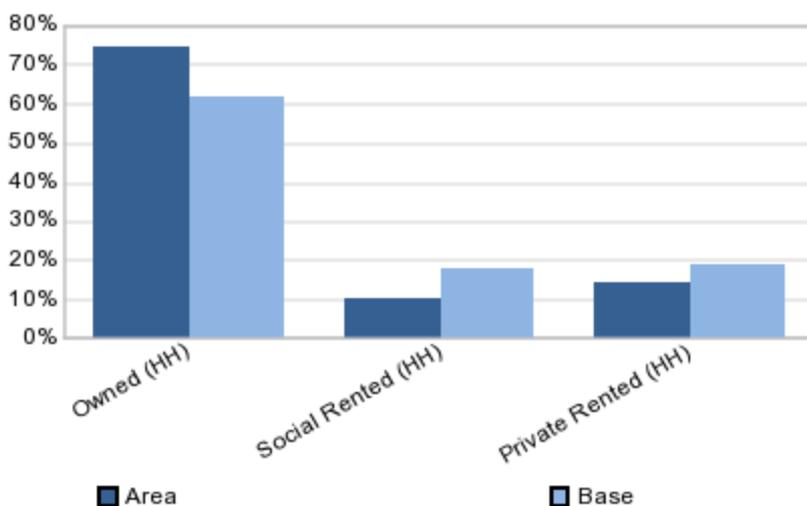
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	54	100	123
Owned (HH)	20,729	17,543,252	120		█	
Social Rented (HH)	2,829	4,965,267	58		█	
Private Rented (HH)	3,902	5,470,682	73		█	

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.



8,248 households within your area live in a Semi-detached dwelling, this is 33.08 %. 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 1,703 households and makes up 6.83 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 185, this makes up 39.12 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 20,729 making up 74.55 %. The smallest amount fall into the Social rented at 10.17 %. When looking at the index figures the most over represented tenure type is Owned with an index of 120, 74.55 % of households fall into this category in the study area.

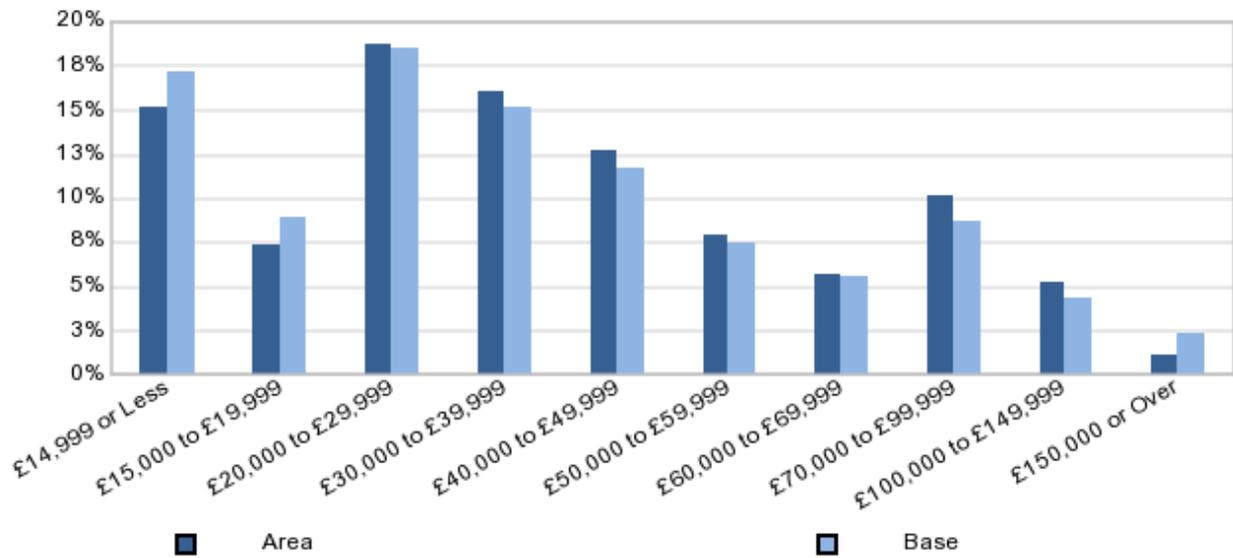
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Understanding the Household Income

Household Income	Area	Base	Index	42	100	125
£14,999 or Less	4,226	4,889,206	88		█	
£15,000 to £19,999	2,033	2,538,634	82		█	
£20,000 to £29,999	5,210	5,253,752	101			
£30,000 to £39,999	4,469	4,304,210	106		█	
£40,000 to £49,999	3,515	3,318,086	108		█	
£50,000 to £59,999	2,170	2,106,080	105		█	
£60,000 to £69,999	1,597	1,573,962	103		█	
£70,000 to £99,999	2,821	2,469,683	116		█	
£100,000 to £149,999	1,458	1,215,381	122		█	
£150,000 or Over	305	676,196	46		█	

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.



6,260 households within your area have an income of £19,999 or less, this forms 22.51 % of the overall distribution. The smallest count is 305 and these fall into household income band £150,000 or Over making up 1.10 %. 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 £100,000 to £149,999 is over represented making up 5.24 % with an index of 122, the most under represented banding is £150,000 or Over with a figure of 46 making up 1.10 % 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.

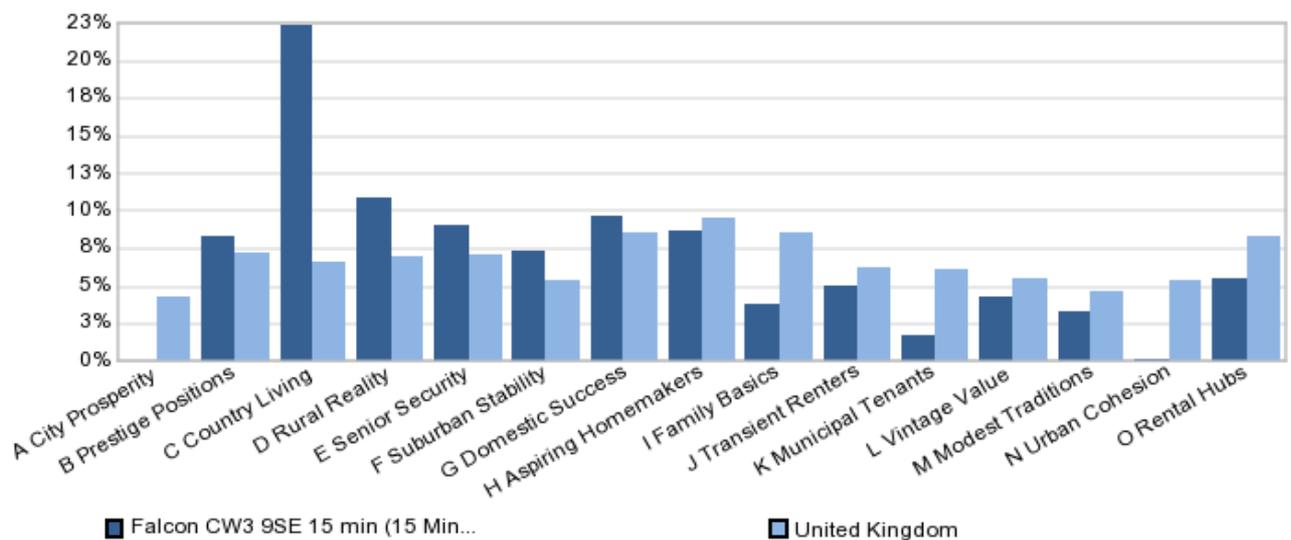
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	5,506	4,798,133	116
C Country Living	14,869	4,432,229	340
D Rural Reality	7,211	4,656,104	157
E Senior Security	6,027	4,767,632	128
F Suburban Stability	4,879	3,634,847	136
G Domestic Success	6,398	5,770,639	112
H Aspiring Homemakers	5,748	6,440,418	90
I Family Basics	2,527	5,687,500	45
J Transient Renters	3,293	4,160,345	80
K Municipal Tenants	1,104	4,149,642	27
L Vintage Value	2,839	3,692,978	78
M Modest Traditions	2,205	3,121,382	72
N Urban Cohesion	114	3,547,766	3
O Rental Hubs	3,679	5,518,789	68
Totals	66,400	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 14,869 representing 22.39 % 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 22.39 % 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 - 22.39 %



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 - 10.86 %



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

G Domestic Success - 9.64 %



Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology