

Location Analyst

UK



Golden Cross WR11 8PQ 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Golden Cross 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	30,649	28,345,190
Total Population	71,349	67,229,855
Total Males	34,886	33,173,050
Total Females	36,464	34,056,805

The current year estimates show a total resident population of 71,349 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 30,649 in your area and 28,345,190 in your base selection. This was split by 51.11 % of the population being female and 48.89 % being male in the study area.

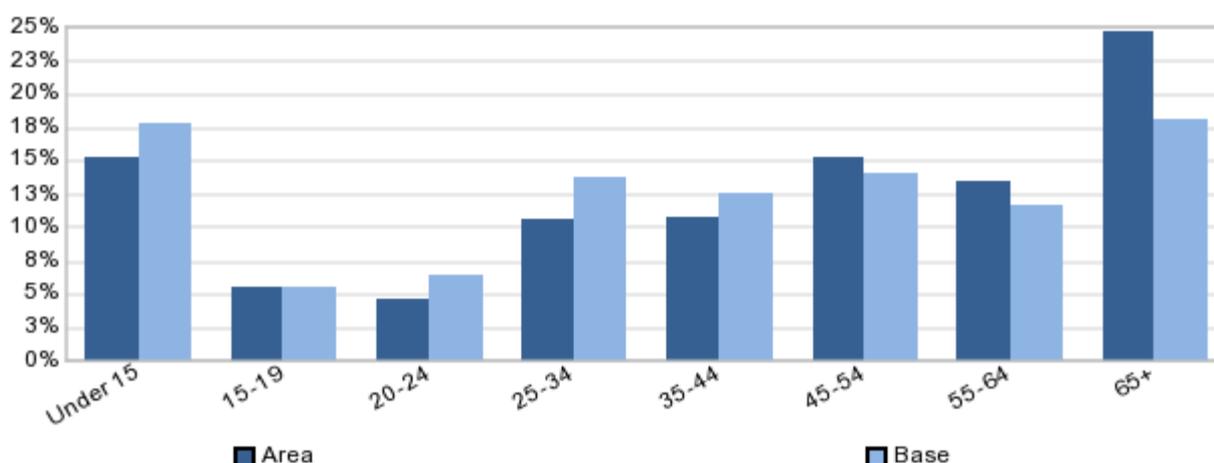
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			68	100	139
Under 15	10,947	11,991,800	86	100	139
15-19	3,842	3,753,671	96	100	139
20-24	3,277	4,311,089	72	100	139
25-34	7,512	9,174,369	77	100	139
35-44	7,648	8,463,387	85	100	139
45-54	10,916	9,386,423	110	100	139
55-64	9,533	7,914,572	113	100	139
65+	17,674	12,234,544	136	100	139

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 17,674 representing 24.77 % of the study area. The smallest proportion is in age band 20-24 with a count of 3,277 which represents 4.59 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 136. The band that is most under represented is 20-24 with an index of 72, 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	69,540	58,246,060	112
Gypsy / Traveller / Irish Traveller	308	68,310	424
Mixed / Multiple Ethnic Groups	575	1,367,158	40
Asian / Asian British: Indian	250	1,559,199	15
Asian / Asian British: Pakistani	59	1,239,421	5
Asian / Asian British: Bangladeshi	85	505,406	16
Asian / Asian British: Chinese	109	497,465	21
Asian / Asian British: Other Asian	206	969,724	20
Black / African / Caribbean / Black British	95	2,122,714	4
Other Ethnic Group	122	654,398	18

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:

97.46 % White	86.64 % White
0.43 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.81 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.35 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.08 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.12 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.15 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.29 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.13 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.17 % Other Ethnic Group	0.97 % Other Ethnic Group

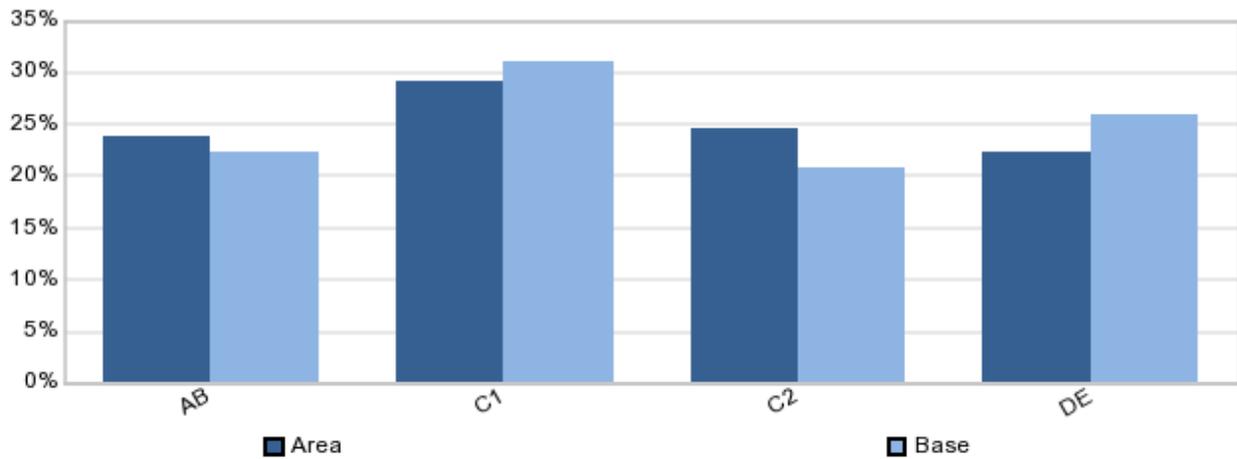
In the study area the largest ethnic group is White taking up 97.46 % of the population with a count of 69,540. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 59, 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	4,968	4,696,968	107
C1 Supervisory, cleric, junior manage/admin/prof	6,064	6,510,031	94
C2 Skilled manual workers	5,095	4,376,339	118
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	4,619	5,456,469	86

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 6,064 people falling into this group, which is 29.23 % of the overall distribution. The smallest proportion falls into grade DE with a count of 4,619 taking up 22.26 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 118, whereas the most under represented group is DE with an index count of 86.

Understanding the Economic Activity

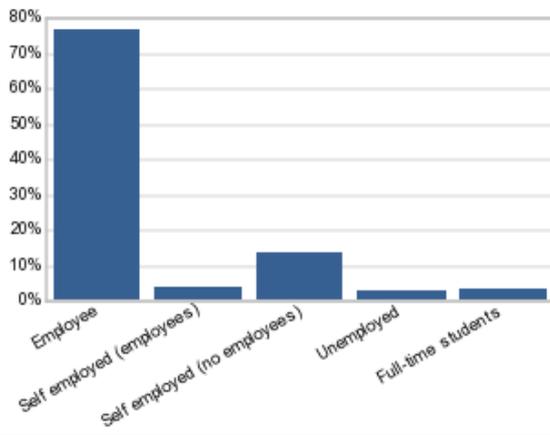
Economically Active	Area	Base	Index
Employee	28,839	26,483,068	99
Self employed with employees	1,503	1,127,682	121
Self employed without employees	5,217	3,705,246	127
Unemployed	934	1,161,572	73
Full-time students	1,275	1,695,620	68

Economically Inactive	Area	Base	Index
Retired	8,409	6,618,937	137
Student	1,523	2,838,201	58
Looking after home/ family	1,729	2,117,295	88
Permanently sick/ disabled	1,362	2,168,755	68
Other	705	1,076,085	71

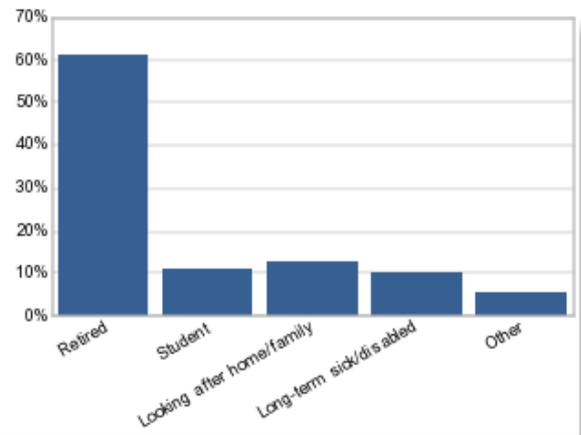
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 56.00 % of the population are employed, this is 28,839 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.81 %, 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 127, taking up 10.13 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 8,409 representing 16.33 %. The smallest inactive group is Other with 705 which is 1.37 %. When looking at the index values the group that is most over represented is Retired with an index of 137, representing 16.33 %.

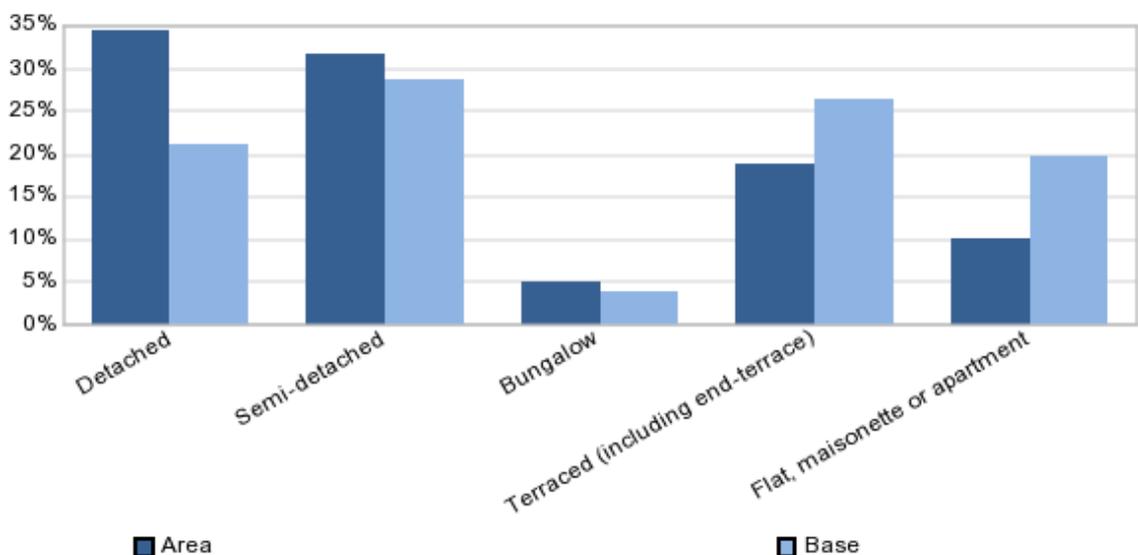
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	45	100	169
Detached	10,009	5,385,903	164		█	
Semi-detached	9,139	7,344,686	110		█	
Bungalow	1,451	1,039,099	123		█	
Terraced (including end-terrace)	5,417	6,699,890	71		█	
Flat, maisonette or apartment	2,886	5,007,460	51		█	

Source: Experian ConsumerView Household Directory 2019 .

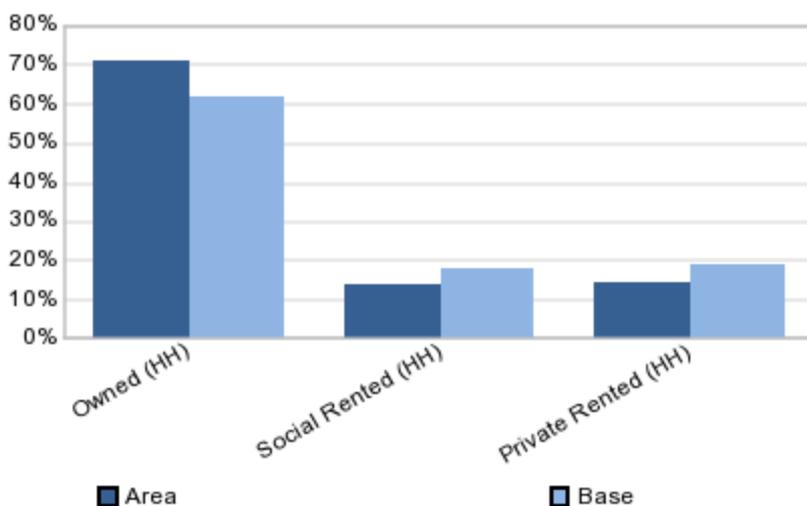
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	21,749	17,543,252	115
Social Rented (HH)	4,181	4,965,267	78
Private Rented (HH)	4,345	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.



9,139 households within your area live in a Semi-detached dwelling, this is 31.62 %. 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 1,451 households and makes up 5.02 %. 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 34.63 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 21,749 making up 70.96 %. The smallest amount fall into the Social rented at 13.64 %. When looking at the index figures the most over represented tenure type is Owned with an index of 115, 70.96 % of households fall into this category in the study area.

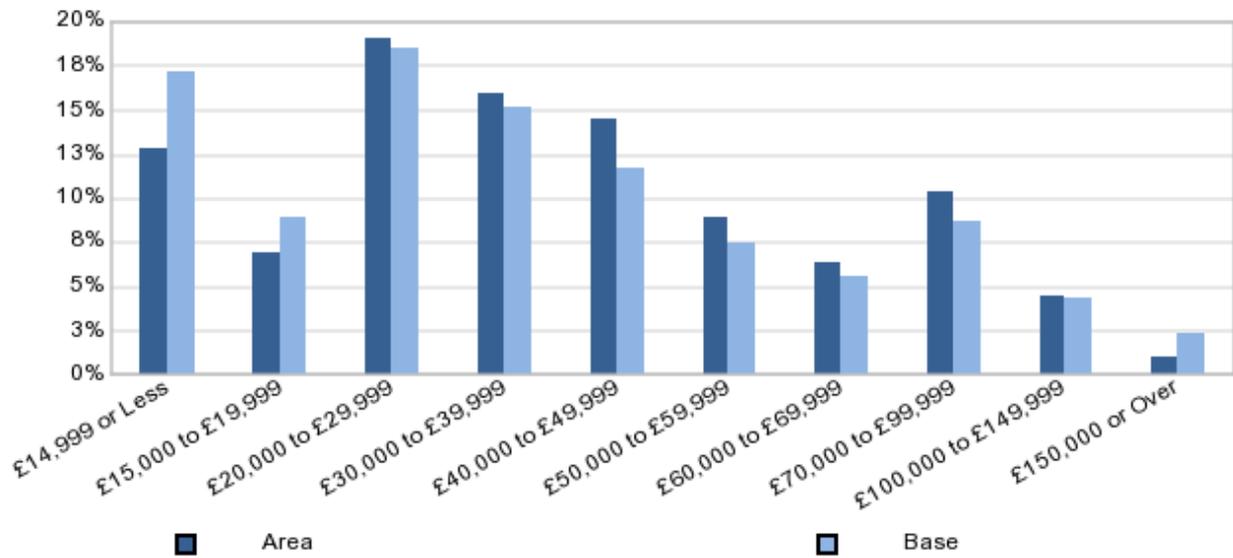
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	3,917	4,889,206	74
£15,000 to £19,999	2,103	2,538,634	77
£20,000 to £29,999	5,827	5,253,752	103
£30,000 to £39,999	4,870	4,304,210	105
£40,000 to £49,999	4,448	3,318,086	124
£50,000 to £59,999	2,738	2,106,080	120
£60,000 to £69,999	1,944	1,573,962	114
£70,000 to £99,999	3,146	2,469,683	118
£100,000 to £149,999	1,349	1,215,381	103
£150,000 or Over	306	676,196	42

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.



6,020 households within your area have an income of £19,999 or less, this forms 19.64 % of the overall distribution. The smallest count is 306 and these fall into household income band £150,000 or Over making up 1.00 %. 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 £40,000 to £49,999 is over represented making up 14.51 % with an index of 124, the most under represented banding is £150,000 or Over with a figure of 42 making up 1.00 % 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.

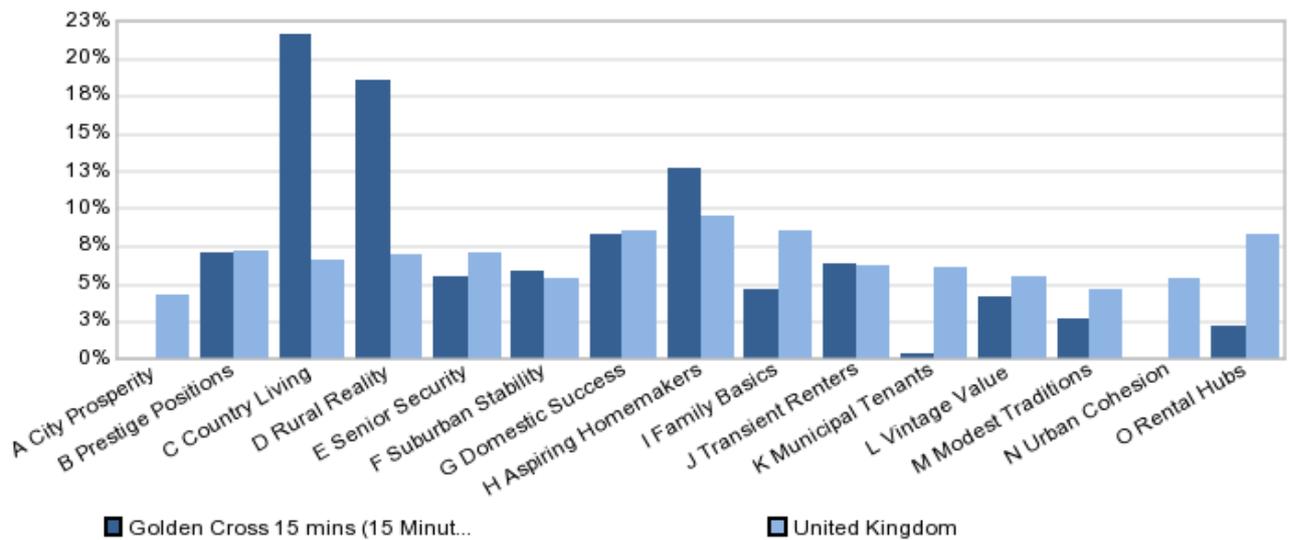
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	5,047	4,798,133	99
C Country Living	15,425	4,432,229	328
D Rural Reality	13,245	4,656,104	268
E Senior Security	3,982	4,767,632	79
F Suburban Stability	4,168	3,634,847	108
G Domestic Success	5,857	5,770,639	96
H Aspiring Homemakers	9,080	6,440,418	133
I Family Basics	3,296	5,687,500	55
J Transient Renters	4,510	4,160,345	102
K Municipal Tenants	288	4,149,642	7
L Vintage Value	2,985	3,692,978	76
M Modest Traditions	1,906	3,121,382	58
N Urban Cohesion	29	3,547,766	1
O Rental Hubs	1,532	5,518,789	26
Totals	71,349	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 15,425 representing 21.62 % 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 21.62 % 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

C Country Living - 21.62 %



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 - 18.56 %



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 - 12.73 %



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