

Location Analyst

UK



## Nags Head-Leicester, Demog report, 0.5 miles

### Understanding Demographics

13 October, 2020

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Describing Nags Head (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	169	28,345,190
Total Population	390	67,229,855
Total Males	204	33,173,050
Total Females	186	34,056,805

The current year estimates show a total resident population of 390 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 169 in your area and 28,345,190 in your base selection. This was split by 47.67 % of the population being female and 52.33 % being male in the study area.

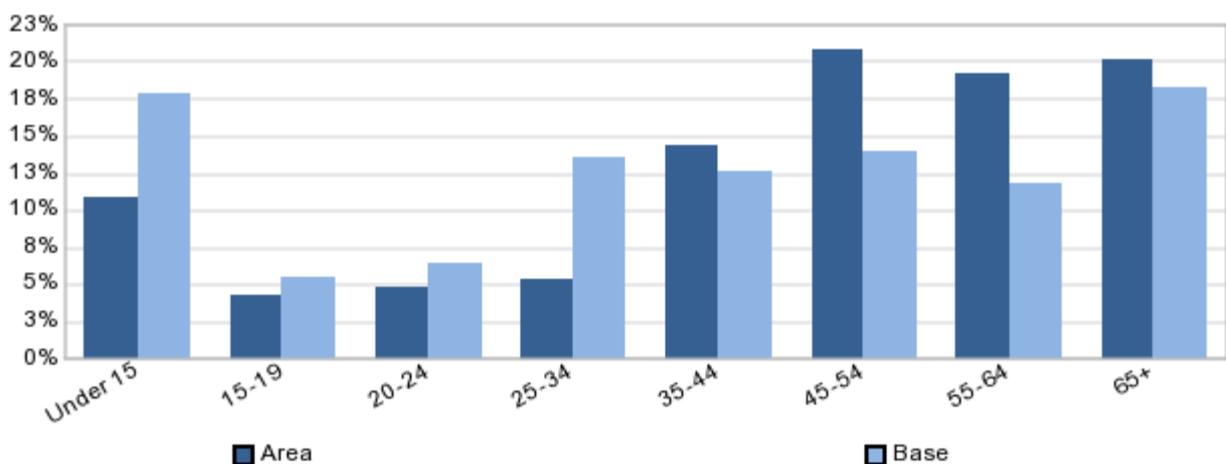
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			32	100	170
Under 15	43	11,991,800	61	■	
15-19	16	3,753,671	75	■	
20-24	19	4,311,089	75	■	
25-34	21	9,174,369	39	■	
35-44	56	8,463,387	115	■	
45-54	81	9,386,423	149	■	
55-64	75	7,914,572	164	■	
65+	79	12,234,544	111	■	

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 45-54 with a count of 81 representing 20.85 % of the study area. The smallest proportion is in age band 15-19 with a count of 16 which represents 4.21 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 164. The band that is most under represented is 25-34 with an index of 39, 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	383	58,246,060	113
Gypsy / Traveller / Irish Traveller	1	68,310	298
Mixed / Multiple Ethnic Groups	1	1,367,158	11
Asian / Asian British: Indian	3	1,559,199	36
Asian / Asian British: Pakistani	0	1,239,421	1
Asian / Asian British: Bangladeshi	0	505,406	0
Asian / Asian British: Chinese	0	497,465	0
Asian / Asian British: Other Asian	1	969,724	21
Black / African / Caribbean / Black British	0	2,122,714	0
Other Ethnic Group	0	654,398	0

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:

98.30 % White	86.64 % White
0.30 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.23 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.84 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.02 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.00 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.31 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.01 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.00 % Other Ethnic Group	0.97 % Other Ethnic Group

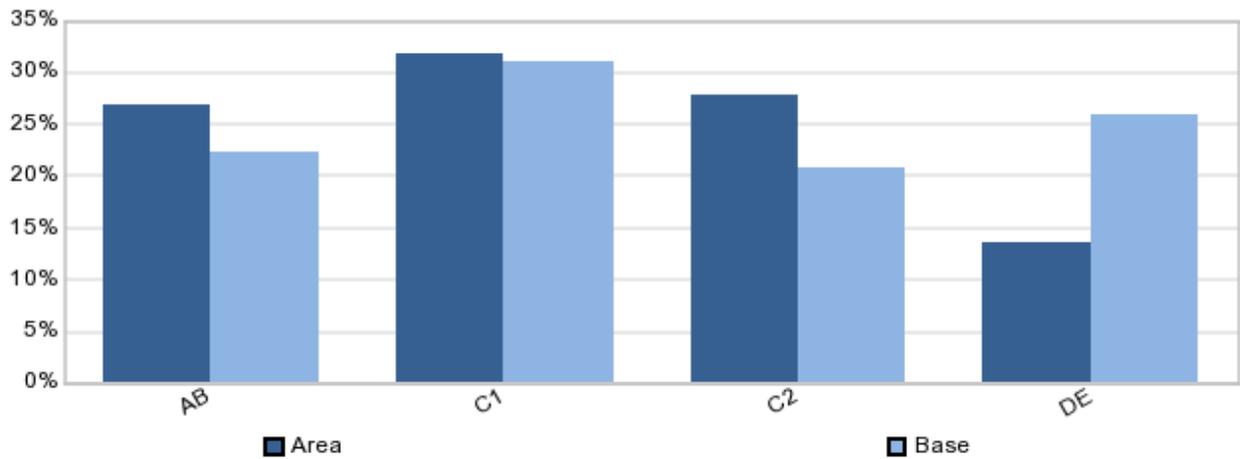
In the study area the largest ethnic group is White taking up 98.30 % of the population with a count of 383. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	33	4,696,968	120
C1 Supervisory, cleric, junior manage/admin/prof	39	6,510,031	102
C2 Skilled manual workers	34	4,376,339	134
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	16	5,456,469	52

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 39 people falling into this group, which is 31.71 % of the overall distribution. The smallest proportion falls into grade DE with a count of 16 taking up 13.47 %. When comparing this to the selected base the most over represented grade is C2 with an index\* count of 134, whereas the most under represented group is DE with an index count of 52.

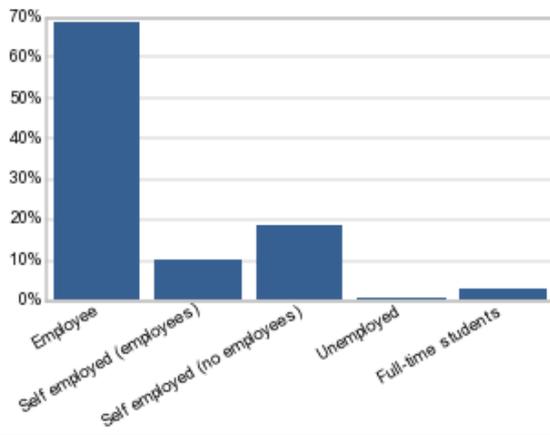
## Understanding the Economic Activity

Economically Active	Area	Base	Index	39	100	307
Employee	148	26,483,068	88			
Self employed with employees	21	1,127,682	294			
Self employed without employees	39	3,705,246	168			
Unemployed	1	1,161,572	18			
Full-time students	6	1,695,620	59			
Economically Inactive				39	100	148
Retired	49	6,618,937	126			
Student	7	2,838,201	45			
Looking after home/ family	18	2,117,295	144			
Permanently sick/ disabled	8	2,168,755	65			
Other	4	1,076,085	70			

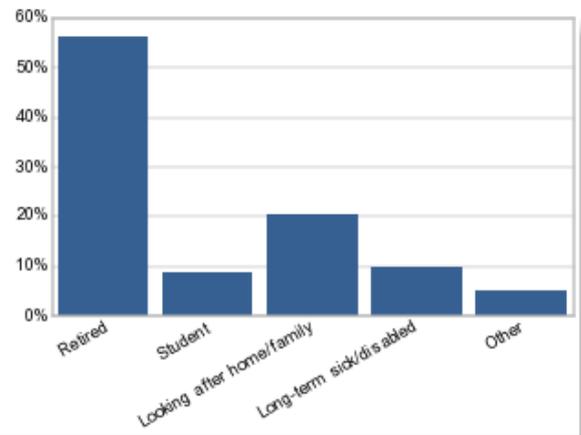
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 48.96 % of the population are employed, this is 148 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 0.43 %, 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 294, taking up 6.92 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 49 representing 16.09 %. The smallest inactive group is Other with 4 which is 1.45 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 144, representing 5.87 %.

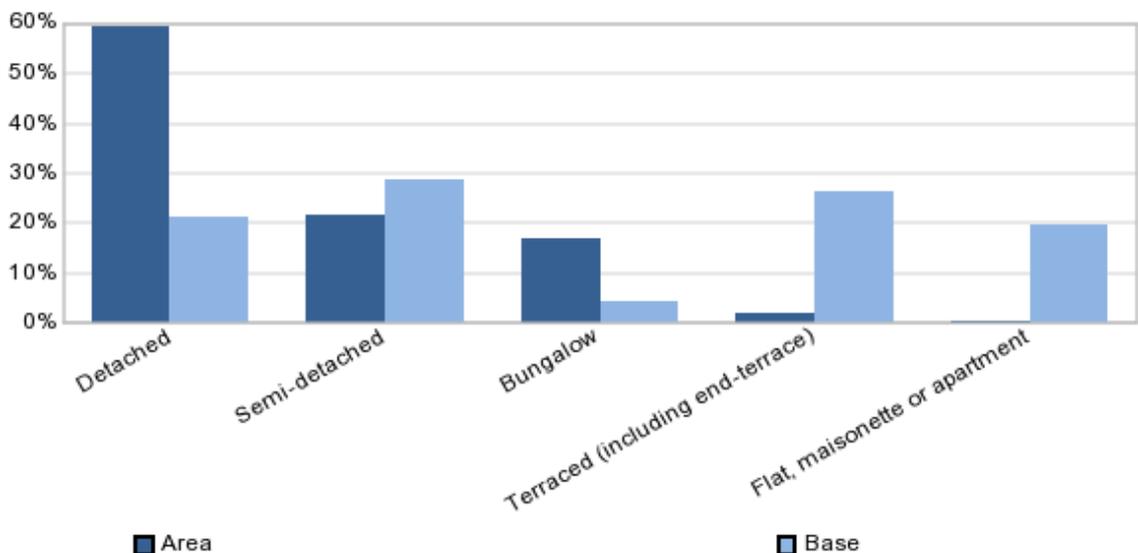
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	91	5,385,903	281
Semi-detached	33	7,344,686	75
Bungalow	26	1,039,099	414
Terraced (including end-terrace)	3	6,699,890	7
Flat, maisonette or apartment	1	5,007,460	2

Source: Experian ConsumerView Household Directory 2019 .

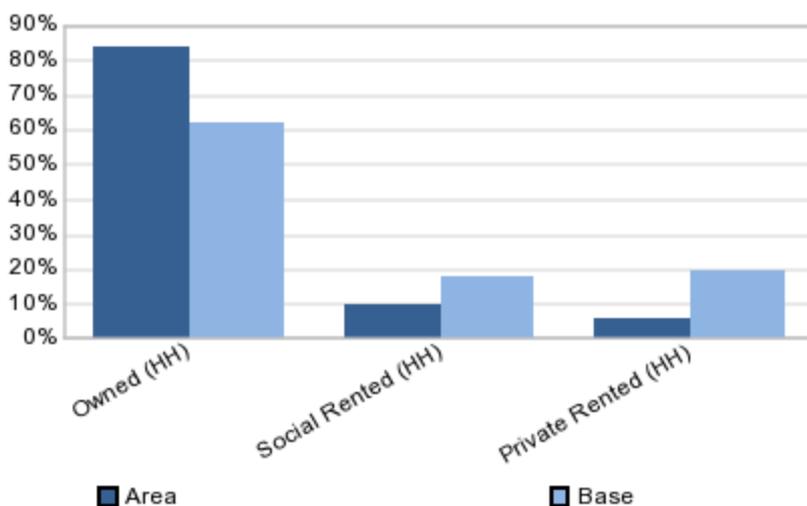
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	23	100	140
Owned (HH)	142	17,543,252	135		█	
Social Rented (HH)	17	4,965,267	56		█	
Private Rented (HH)	10	5,470,682	29		█	

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.



33 households within your area live in a Semi-detached dwelling, this is 21.49 %. 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 1 households and makes up 0.39 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 414, this makes up 16.88 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 142 making up 83.86 %. The smallest amount fall into the Private rented at 5.65 %. When looking at the index figures the most over represented tenure type is Owned with an index of 135, 83.86 % of households fall into this category in the study area.

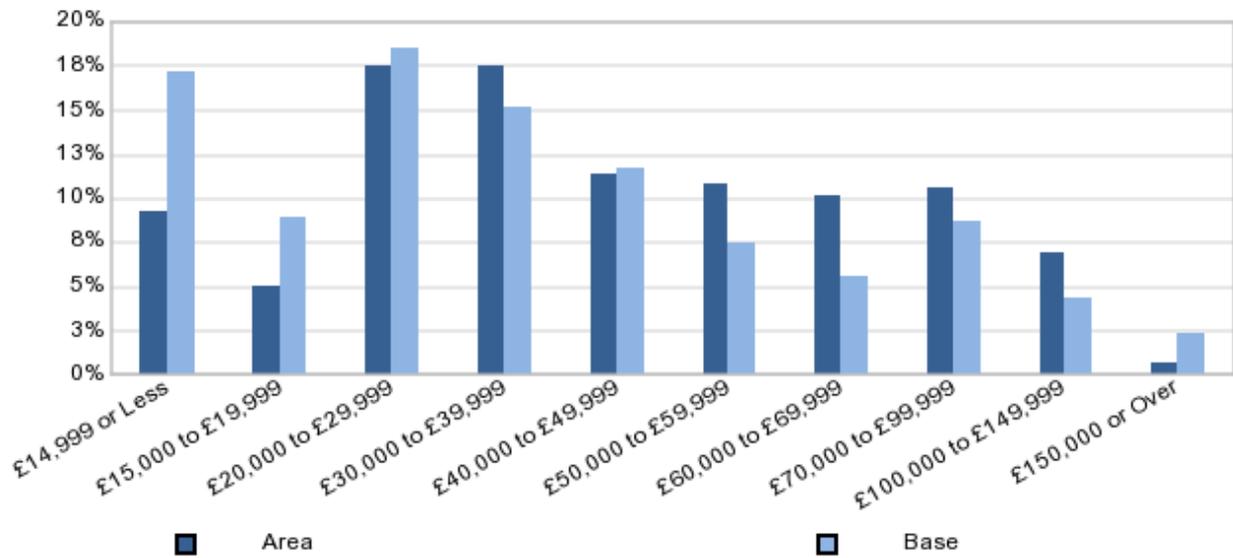
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## Understanding the Household Income

Household Income	Area	Base	Index	18	100	190
£14,999 or Less	16	4,889,206	54		█	
£15,000 to £19,999	9	2,538,634	57		█	
£20,000 to £29,999	30	5,253,752	95		█	
£30,000 to £39,999	30	4,304,210	116		█	
£40,000 to £49,999	19	3,318,086	98		█	
£50,000 to £59,999	18	2,106,080	147		█	
£60,000 to £69,999	17	1,573,962	183		█	
£70,000 to £99,999	18	2,469,683	121		█	
£100,000 to £149,999	12	1,215,381	161		█	
£150,000 or Over	1	676,196	26		█	

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.



24 households within your area have an income of £19,999 or less, this forms 14.35 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.63 %. 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 £60,000 to £69,999 is over represented making up 10.16 % with an index of 183, the most under represented banding is £150,000 or Over with a figure of 26 making up 0.63 % 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.

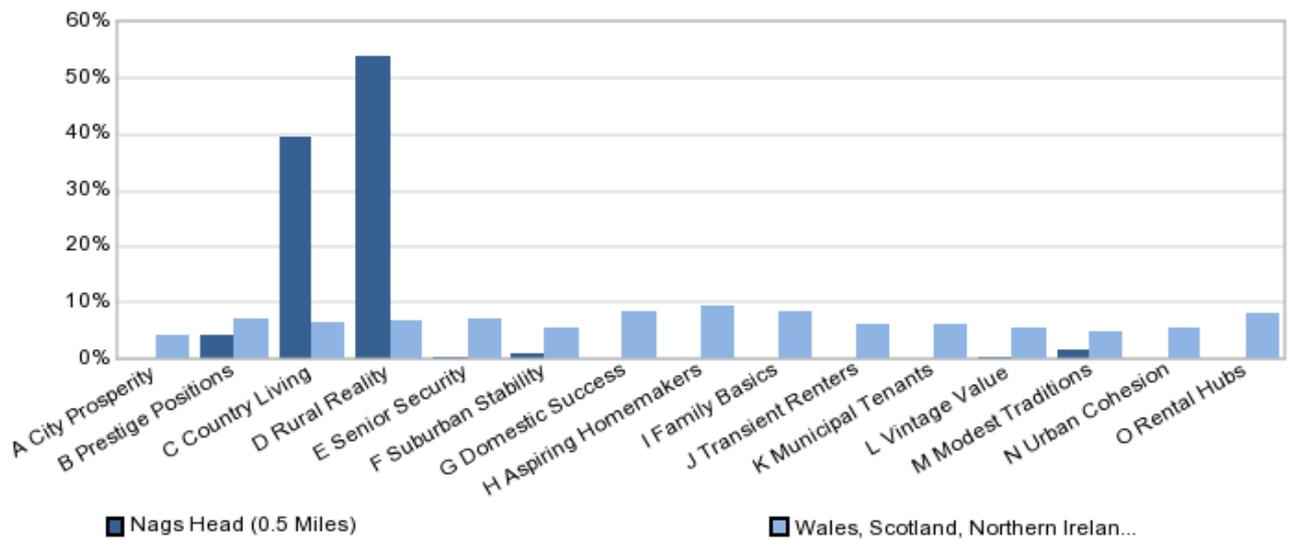
## Understanding the residential profile by Mosaic UK 6

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 <small>-38 100</small>	814
A City Prosperity	0	2,849,374	0	
B Prestige Positions	15	4,798,133	56	
C Country Living	153	4,432,229	595	
D Rural Reality	209	4,656,104	776	
E Senior Security	1	4,767,632	2	
F Suburban Stability	3	3,634,847	16	
G Domestic Success	0	5,770,639	0	
H Aspiring Homemakers	1	6,440,418	1	
I Family Basics	0	5,687,500	0	
J Transient Renters	0	4,160,345	0	
K Municipal Tenants	0	4,149,642	0	
L Vintage Value	1	3,692,978	6	
M Modest Traditions	6	3,121,382	34	
N Urban Cohesion	0	3,547,766	0	
O Rental Hubs	0	5,518,789	0	
<b>Totals</b>	<b>390</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 D Rural Reality with a count of 209 representing 53.72 % of the overall distribution, in comparison to the base where 6.93 % 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 D Rural Reality taking up 53.72 % 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

### D Rural Reality - 53.72 %



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

### C Country Living - 39.24 %



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

### B Prestige Positions - 3.97 %



Established families in large detached homes living upmarket lifestyles.

#### Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking