

Location Analyst

UK



Raven-Rugby, Demog report, 0.5 miles

Understanding Demographics

13 October, 2020

Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Describing Raven-Rugby (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	480	28,345,190
Total Population	1,075	67,229,855
Total Males	563	33,173,050
Total Females	512	34,056,805

The current year estimates show a total resident population of 1,075 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 480 in your area and 28,345,190 in your base selection. This was split by 47.59 % of the population being female and 52.41 % being male in the study area.

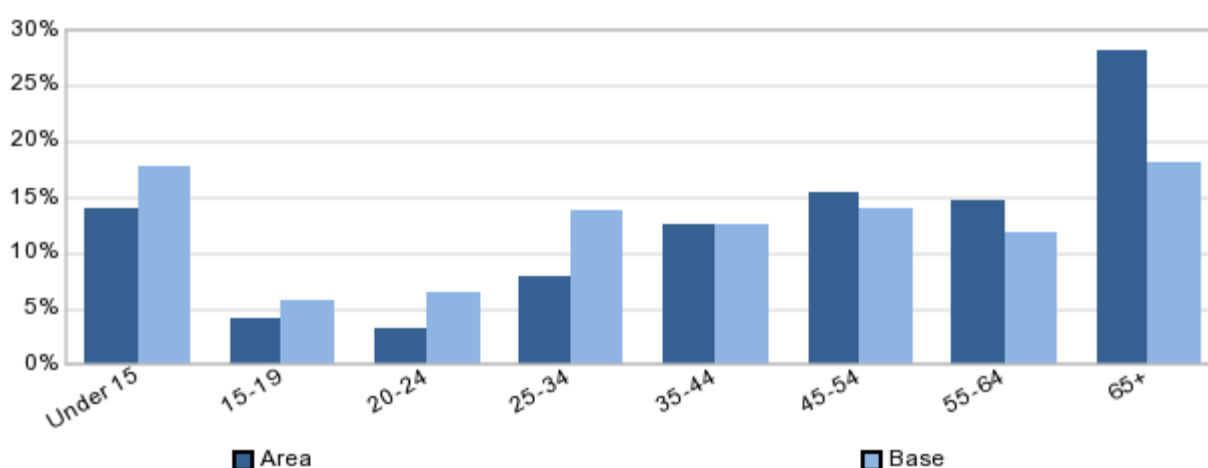
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	150	11,991,800	78
15-19	44	3,753,671	74
20-24	35	4,311,089	51
25-34	85	9,174,369	58
35-44	135	8,463,387	99
45-54	165	9,386,423	110
55-64	159	7,914,572	126
65+	301	12,234,544	154

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 301 representing 28.03 % of the study area. The smallest proportion is in age band 20-24 with a count of 35 which represents 3.25 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 154. The band that is most under represented is 20-24 with an index of 51, 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	-22	100	480
White	1,053	58,246,060	113			
Gypsy / Traveller / Irish Traveller	5	68,310	457			
Mixed / Multiple Ethnic Groups	5	1,367,158	22			
Asian / Asian British: Indian	4	1,559,199	16			
Asian / Asian British: Pakistani	1	1,239,421	5			
Asian / Asian British: Bangladeshi	0	505,406	0			
Asian / Asian British: Chinese	2	497,465	25			
Asian / Asian British: Other Asian	3	969,724	19			
Black / African / Caribbean / Black British	2	2,122,714	6			
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:

97.98 % White	86.64 % White
0.46 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.46 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.37 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.09 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.19 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.28 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.18 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.00 % Other Ethnic Group	0.97 % Other Ethnic Group

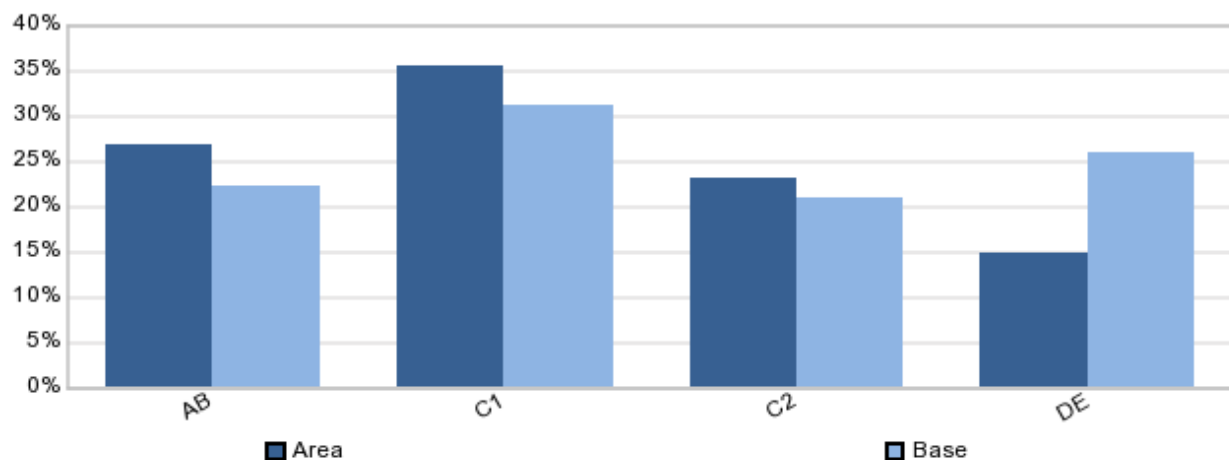
In the study area the largest ethnic group is White taking up 97.98 % of the population with a count of 1,053. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	53	100	123
AB Higher & intermediate manage/admin/prof	82	4,696,968	120			
C1 Supervisory, cleric, junior manage/admin/prof	108	6,510,031	114			
C2 Skilled manual workers	71	4,376,339	111			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	45	5,456,469	57			

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 108 people falling into this group, which is 35.32 % of the overall distribution. The smallest proportion falls into grade DE with a count of 45 taking up 14.71 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 120, whereas the most under represented group is DE with an index count of 57.

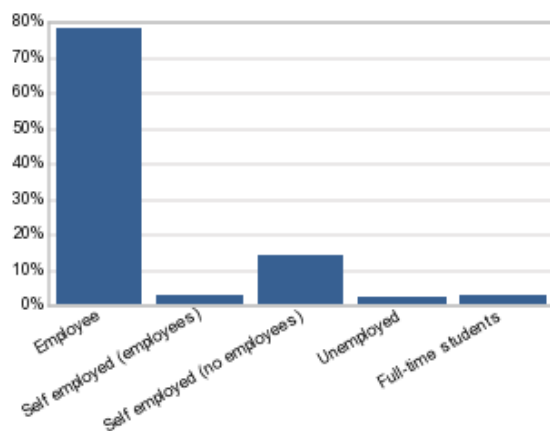
Understanding the Economic Activity

Economically Active	Area	Base	Index	57	100	133
Employee	432	26,483,068	101			
Self employed with employees	16	1,127,682	85			
Self employed without employees	78	3,705,246	130			
Unemployed	12	1,161,572	63			
Full-time students	17	1,695,620	61			
Economically Inactive				43	100	161
Retired	147	6,618,937	156			
Student	21	2,838,201	53			
Looking after home/ family	15	2,117,295	49			
Permanently sick/ disabled	19	2,168,755	61			
Other	9	1,076,085	57			

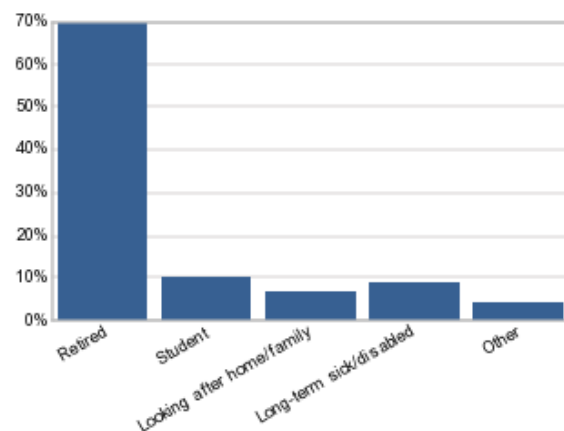
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 56.48 % of the population are employed, this is 432 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.55 %, 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 130, taking up 10.22 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 147 representing 19.22 %. The smallest inactive group is Other with 9 which is 1.14 %. When looking at the index values the group that is most over represented is Retired with an index of 156, representing 19.22 %.

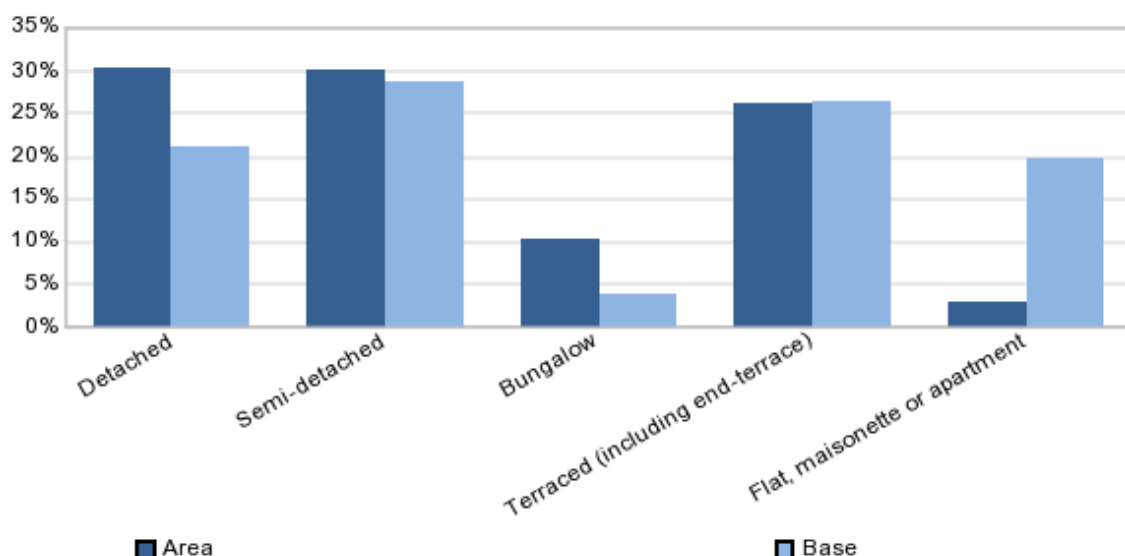
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	2	100	268
Detached	135	5,385,903	144			
Semi-detached	134	7,344,686	105			
Bungalow	47	1,039,099	257			
Terraced (including end-terrace)	116	6,699,890	99			
Flat, maisonette or apartment	13	5,007,460	15			

Source: Experian ConsumerView Household Directory 2019 .

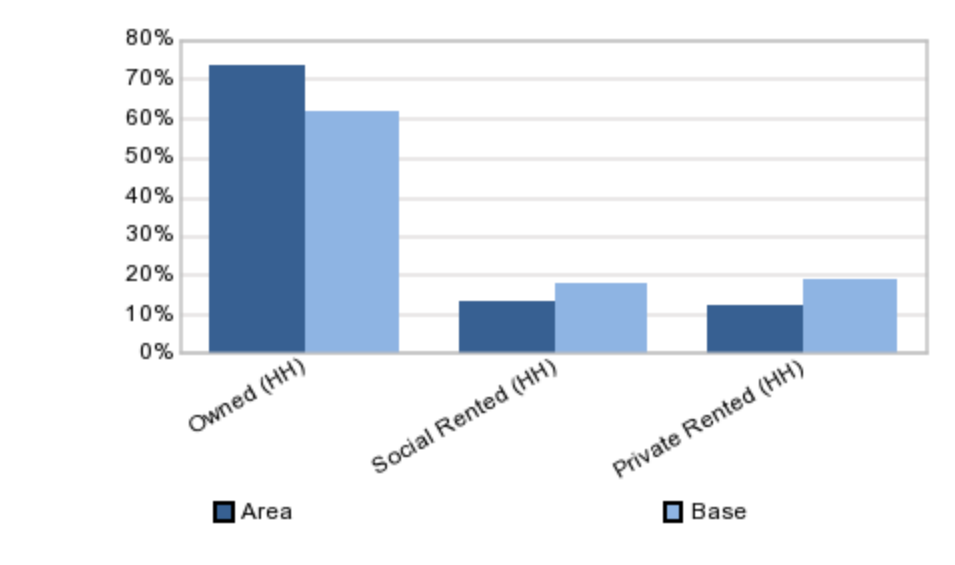
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	60	100	121
Owned (HH)	353	17,543,252	119			
Social Rented (HH)	63	4,965,267	75			
Private Rented (HH)	58	5,470,682	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.



134 households within your area live in a Semi-detached dwelling, this is 30.17 %. 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 13 households and makes up 2.88 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 257, this makes up 10.47 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 353 making up 73.57 %. The smallest amount fall into the Private rented at 12.14 %. When looking at the index figures the most over represented tenure type is Owned with an index of 119, 73.57 % of households fall into this category in the study area.

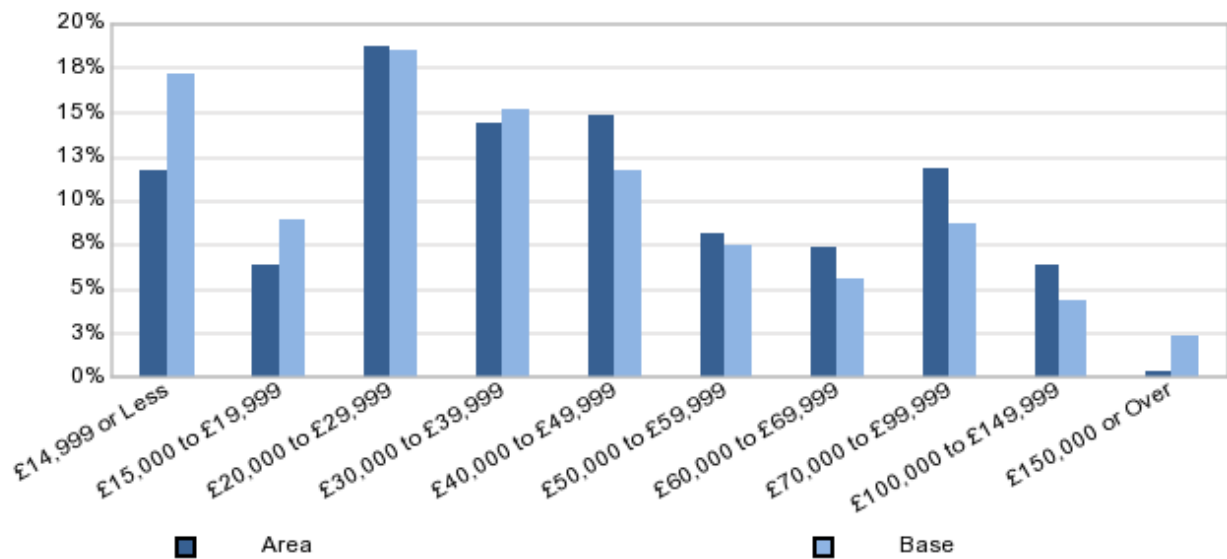
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	9	100	153
£14,999 or Less	56	4,889,206	68			
£15,000 to £19,999	31	2,538,634	71			
£20,000 to £29,999	90	5,253,752	101			
£30,000 to £39,999	69	4,304,210	95			
£40,000 to £49,999	71	3,318,086	127			
£50,000 to £59,999	39	2,106,080	110			
£60,000 to £69,999	35	1,573,962	131			
£70,000 to £99,999	57	2,469,683	136			
£100,000 to £149,999	30	1,215,381	147			
£150,000 or Over	2	676,196	16			

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.



87 households within your area have an income of £19,999 or less, this forms 18.07 % of the overall distribution. The smallest count is 2 and these fall into household income band £150,000 or Over making up 0.37 %. 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 6.31 % with an index of 147, the most under represented banding is £150,000 or Over with a figure of 16 making up 0.37 % 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.

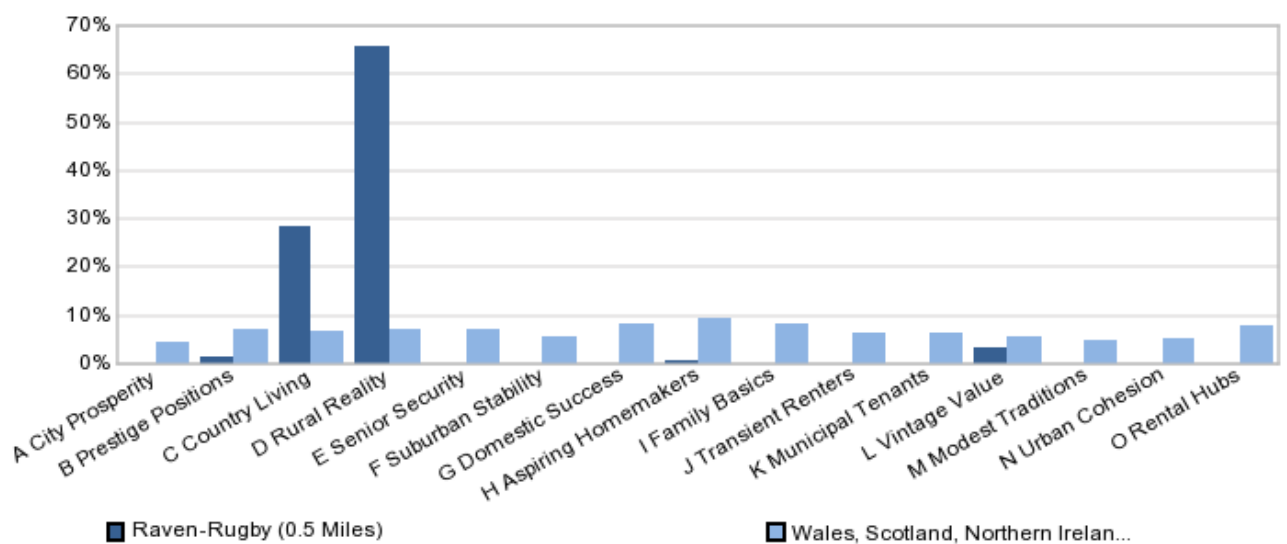
Understanding the residential profile by Mosaic UK 6

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 -47100	998
A City Prosperity	0	2,849,374	0	
B Prestige Positions	15	4,798,133	19	
C Country Living	308	4,432,229	435	
D Rural Reality	708	4,656,104	951	
E Senior Security	0	4,767,632	0	
F Suburban Stability	0	3,634,847	0	
G Domestic Success	0	5,770,639	0	
H Aspiring Homemakers	9	6,440,418	9	
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	35	3,692,978	59	
M Modest Traditions	0	3,121,382	0	
N Urban Cohesion	0	3,547,766	0	
O Rental Hubs	0	5,518,789	0	
Totals	1,075	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 D Rural Reality with a count of 708 representing 65.85 % 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 65.85 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

*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 top three Mosaic UK 6 Groups

D Rural Reality - 65.85 %



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 - 28.67 %



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

L Vintage Value - 3.26 %



Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use