

Location Analyst

UK



Town Inn-Hatfield, Demog report, 0.5 miles

Understanding Demographics

13 October, 2020

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Describing Town Inn-Hatfield (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	4,639	28,345,190
Total Population	11,471	67,229,855
Total Males	5,877	33,173,050
Total Females	5,594	34,056,805

The current year estimates show a total resident population of 11,471 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,639 in your area and 28,345,190 in your base selection. This was split by 48.77 % of the population being female and 51.23 % being male in the study area.

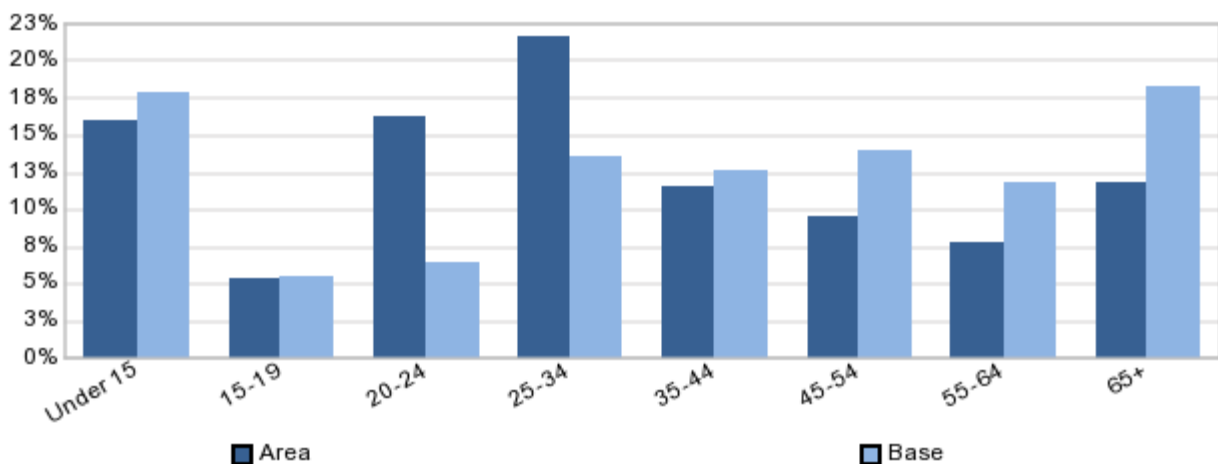
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,822	11,991,800	89
15-19	620	3,753,671	97
20-24	1,877	4,311,089	255
25-34	2,484	9,174,369	159
35-44	1,332	8,463,387	92
45-54	1,086	9,386,423	68
55-64	895	7,914,572	66
65+	1,354	12,234,544	65

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 25-34 with a count of 2,484 representing 21.66 % of the study area. The smallest proportion is in age band 15-19 with a count of 620 which represents 5.40 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 255. The band that is most under represented is 65+ with an index of 65, 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	8,435	58,246,060	85	
Gypsy / Traveller / Irish Traveller	26	68,310	221	
Mixed / Multiple Ethnic Groups	342	1,367,158	146	
Asian / Asian British: Indian	561	1,559,199	211	
Asian / Asian British: Pakistani	150	1,239,421	71	
Asian / Asian British: Bangladeshi	156	505,406	181	
Asian / Asian British: Chinese	321	497,465	378	
Asian / Asian British: Other Asian	290	969,724	175	
Black / African / Caribbean / Black British	1,036	2,122,714	286	
Other Ethnic Group	155	654,398	139	

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:

73.53 % White	86.64 % White
0.22 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.98 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
4.89 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.31 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
1.36 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
2.79 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
2.53 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
9.03 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
1.35 % Other Ethnic Group	0.97 % Other Ethnic Group

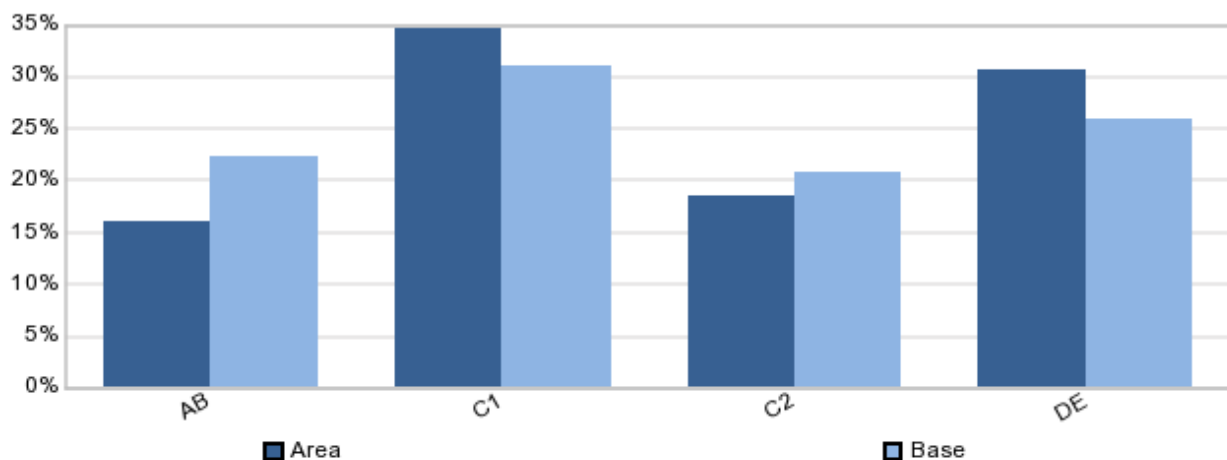
In the study area the largest ethnic group is White taking up 73.53 % of the population with a count of 8,435. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 26, 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	591	4,696,968	72	
C1 Supervisory, cleric, junior manage/admin/prof	1,278	6,510,031	112	
C2 Skilled manual workers	687	4,376,339	90	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,132	5,456,469	118	

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 1,278 people falling into this group, which is 34.66 % of the overall distribution. The smallest proportion falls into grade AB with a count of 591 taking up 16.02 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 118, whereas the most under represented group is AB with an index count of 72.

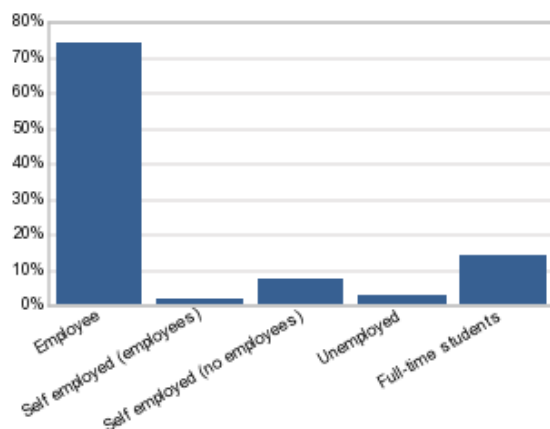
Understanding the Economic Activity

Economically Active	Area	Base	Index	37	100	293
Employee	4,472	26,483,068	95			
Self employed with employees	99	1,127,682	50			
Self employed without employees	451	3,705,246	69			
Unemployed	182	1,161,572	89			
Full-time students	846	1,695,620	282			
Economically Inactive				42	100	245
Retired	629	6,618,937	52			
Student	1,235	2,838,201	236			
Looking after home/ family	352	2,117,295	90			
Permanently sick/ disabled	335	2,168,755	84			
Other	179	1,076,085	90			

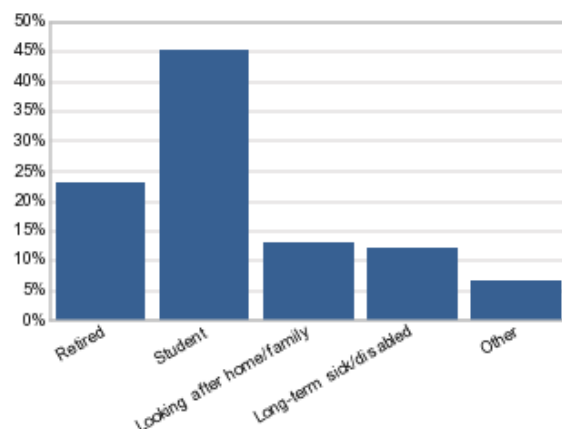
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 50.93 % of the population are employed, this is 4,472 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.13 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 282, taking up 9.64 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 1,235 representing 14.07 %. The smallest inactive group is Other with 179 which is 2.04 %. When looking at the index values the group that is most over represented is Student with an index of 236, representing 14.07 %.

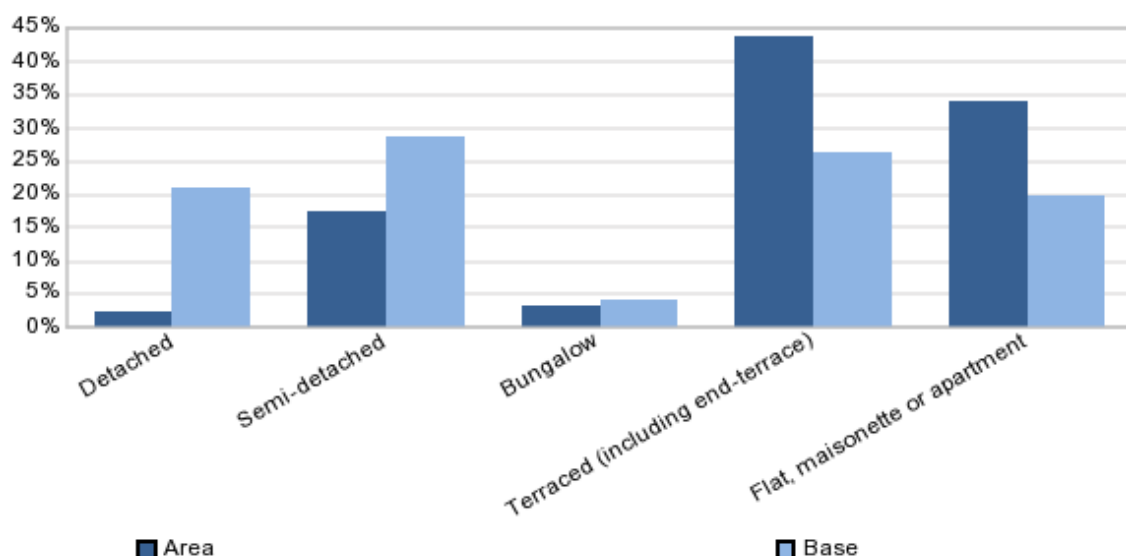
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index ²	100	180
Detached	91	5,385,903	10		
Semi-detached	713	7,344,686	60		
Bungalow	126	1,039,099	75		
Terraced (including end-terrace)	1,779	6,699,890	165		
Flat, maisonette or apartment	1,384	5,007,460	172		

Source: Experian ConsumerView Household Directory 2019 .

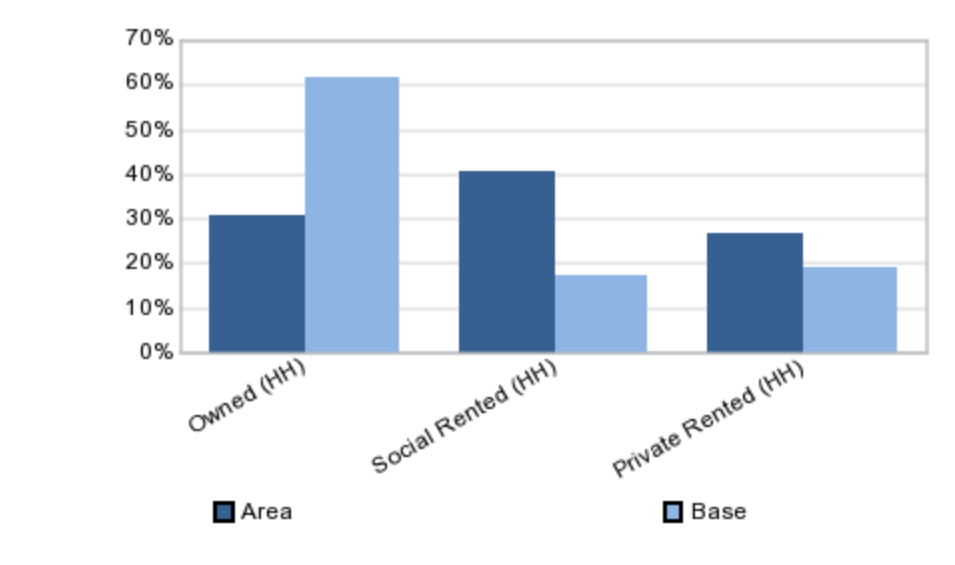
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	40	100	242
Owned (HH)	1,425	17,543,252	50			
Social Rented (HH)	1,899	4,965,267	234			
Private Rented (HH)	1,254	5,470,682	140			

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.



713 households within your area live in a Semi-detached dwelling, this is 17.43 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 91 households and makes up 2.22 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 172, this makes up 33.80 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 1,899 making up 40.93 %. The smallest amount fall into the Private rented at 27.03 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 234, 40.93 % of households fall into this category in the study area.

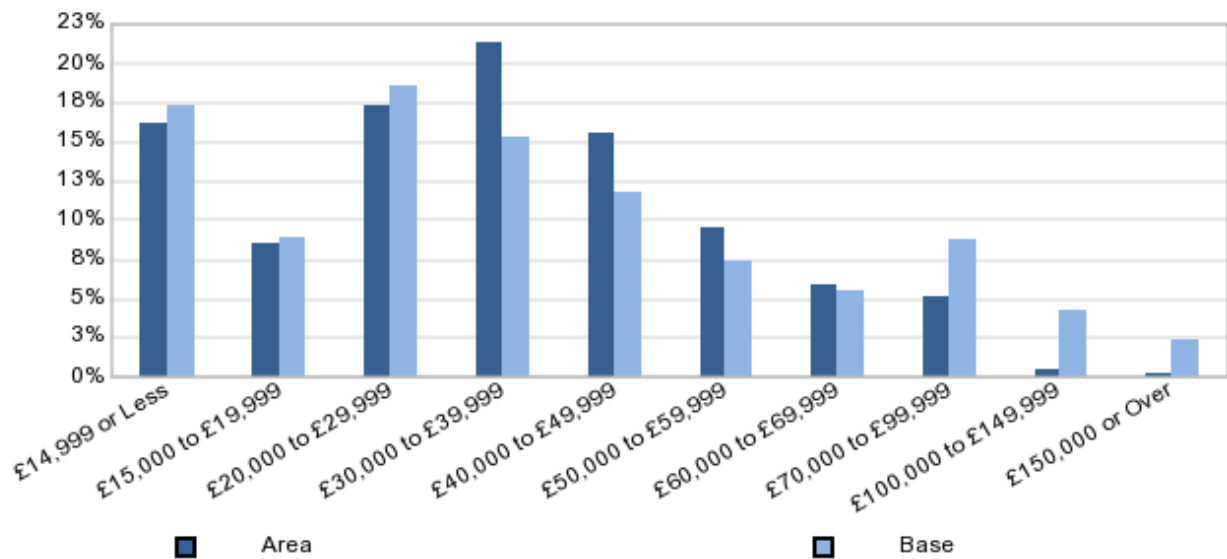
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Understanding the Household Income

Household Income	Area	Base	Index	2	100	146
£14,999 or Less	750	4,889,206	94			
£15,000 to £19,999	390	2,538,634	94			
£20,000 to £29,999	801	5,253,752	93			
£30,000 to £39,999	985	4,304,210	140			
£40,000 to £49,999	722	3,318,086	133			
£50,000 to £59,999	442	2,106,080	128			
£60,000 to £69,999	276	1,573,962	107			
£70,000 to £99,999	238	2,469,683	59			
£100,000 to £149,999	24	1,215,381	12			
£150,000 or Over	10	676,196	9			

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.



1,140 households within your area have an income of £19,999 or less, this forms 24.57 % of the overall distribution. The smallest count is 10 and these fall into household income band £150,000 or Over making up 0.22 %. 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 £30,000 to £39,999 is over represented making up 21.24 % with an index of 140, the most under represented banding is £150,000 or Over with a figure of 9 making up 0.22 % 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.

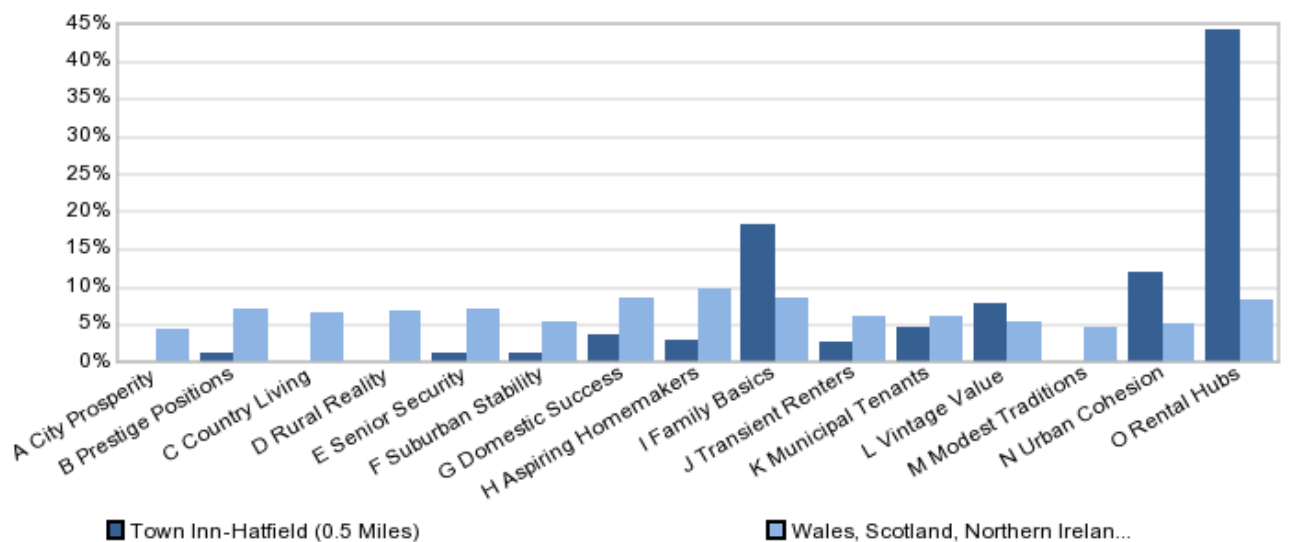
Understanding the residential profile by Mosaic UK 6

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	-27	100	567
A City Prosperity	3	2,849,374	1			
B Prestige Positions	138	4,798,133	17			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	137	4,767,632	17			
F Suburban Stability	147	3,634,847	24			
G Domestic Success	404	5,770,639	41			
H Aspiring Homemakers	316	6,440,418	29			
I Family Basics	2,111	5,687,500	218			
J Transient Renters	310	4,160,345	44			
K Municipal Tenants	538	4,149,642	76			
L Vintage Value	886	3,692,978	141			
M Modest Traditions	0	3,121,382	0			
N Urban Cohesion	1,391	3,547,766	230			
O Rental Hubs	5,090	5,518,789	541			
Totals	11,471	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 O Rental Hubs with a count of 5,090 representing 44.37 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 44.37 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 44.37 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

I Family Basics - 18.40 %



Families with limited resources who budget to make ends meet.

Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

N Urban Cohesion - 12.13 %



Residents of settled urban communities with a strong sense of identity.

Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology