Location Analyst | UK

White Hart-Mowbray, Demog report, 0.5 miles

Understanding Demographics

13 October, 2020

Contents

Describing White Hart (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	2,546	28,345,190
Total Population	5,151	67,229,855
Total Males	2,533	33,173,050
Total Females	2,618	34,056,805

The current year estimates show a total resident population of 5,151 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,546 in your area and 28,345,190 in your base selection. This was split by 50.82 % of the population being female and 49.18 % being male in the study area.
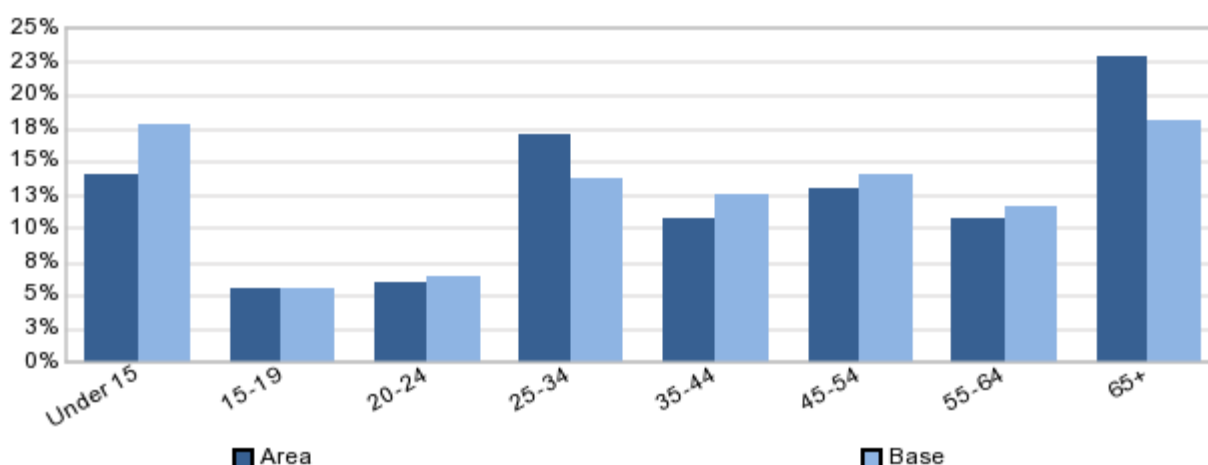
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	76	100	128
Under 15	722	11,991,800	79			
15-19	289	3,753,671	100			
20-24	312	4,311,089	94			
25-34	877	9,174,369	125			
35-44	551	8,463,387	85			
45-54	669	9,386,423	93			
55-64	552	7,914,572	91			
65+	1,180	12,234,544	126			

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 1,180 representing 22.92 % of the study area. The smallest proportion is in age band 15-19 with a count of 289 which represents 5.60 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 126. The band that is most under represented is Under 15 with an index of 79, 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	-5 100 116
White	4,948	58,246,060	111	
Gypsy / Traveller / Irish Traveller	0	68,310	0	
Mixed / Multiple Ethnic Groups	65	1,367,158	62	
Asian / Asian British: Indian	80	1,559,199	67	
Asian / Asian British: Pakistani	2	1,239,421	2	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	22	497,465	58	
Asian / Asian British: Other Asian	20	969,724	26	
Black / African / Caribbean / Black British	12	2,122,714	7	
Other Ethnic Group	3	654,398	7	

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:

96.05 % White
0.00 % Gypsy / Traveller / Irish Traveller
1.25 % Mixed / Multiple Ethnic Groups
1.56 % Asian / Asian British: Indian
0.04 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.43 % Asian / Asian British: Chinese
0.38 % Asian / Asian British: Other Asian
0.23 % Black / African / Caribbean / Black British
0.07 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

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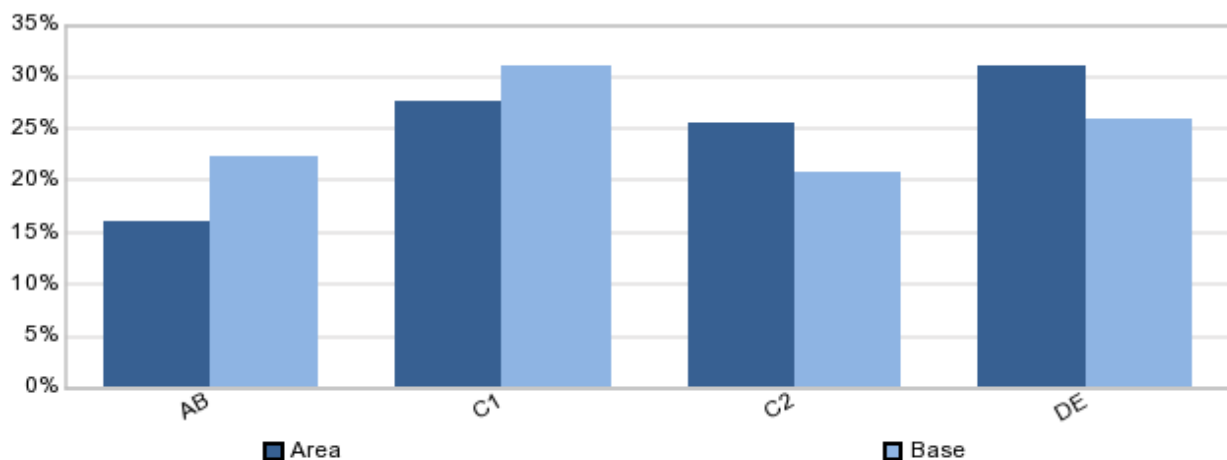0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 96.05 % of the population with a count of 4,948. 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 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	69 100 124
AB Higher & intermediate manage/admin/prof	294	4,696,968	72	
C1 Supervisory, cleric, junior manage/admin/prof	504	6,510,031	89	
C2 Skilled manual workers	466	4,376,339	122	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	567	5,456,469	119	

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 DE forms the largest proportion with 567 people falling into this group, which is 30.97 % of the overall distribution. The smallest proportion falls into grade AB with a count of 294 taking up 16.03 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 122, whereas the most under represented group is AB with an index count of 72.
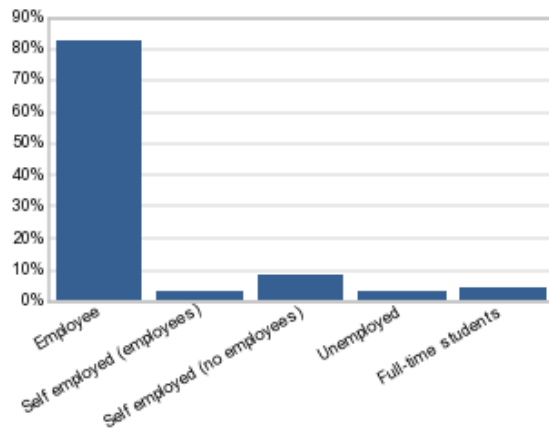
Understanding the Economic Activity

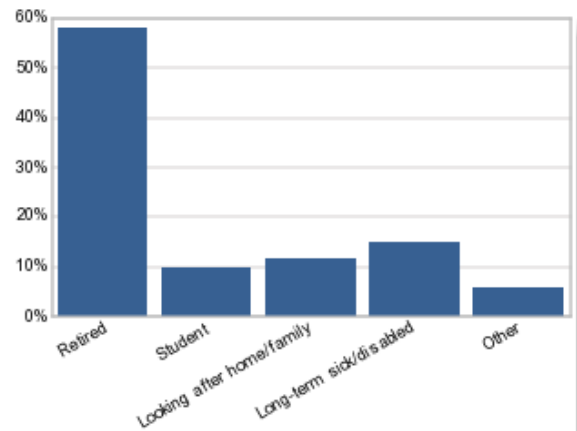| Economically Active	Area	Base	Index 72	100 107
Employee	2,288	26,483,068	106	
Self employed with employees	78	1,127,682	85	
Self employed without employees	225	3,705,246	75	
Unemployed	73	1,161,572	77	
Full-time students	121	1,695,620	87	
Economically Inactive			46	100 133
Retired	599	6,618,937	130	
Student	101	2,838,201	51	
Looking after home/ family	120	2,117,295	81	
Permanently sick/ disabled	155	2,168,755	102	
Other	61	1,076,085	81	

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.

Economic activity within the study area shows that 59.90 % of the population are employed, this is 2,288 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.90 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 106, taking up 59.90 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 599 representing 15.68 %. The smallest inactive group is Other with 61 which is 1.60 %. When looking at the index values the group that is most over represented is Retired with an index of 130, representing 15.68 %.
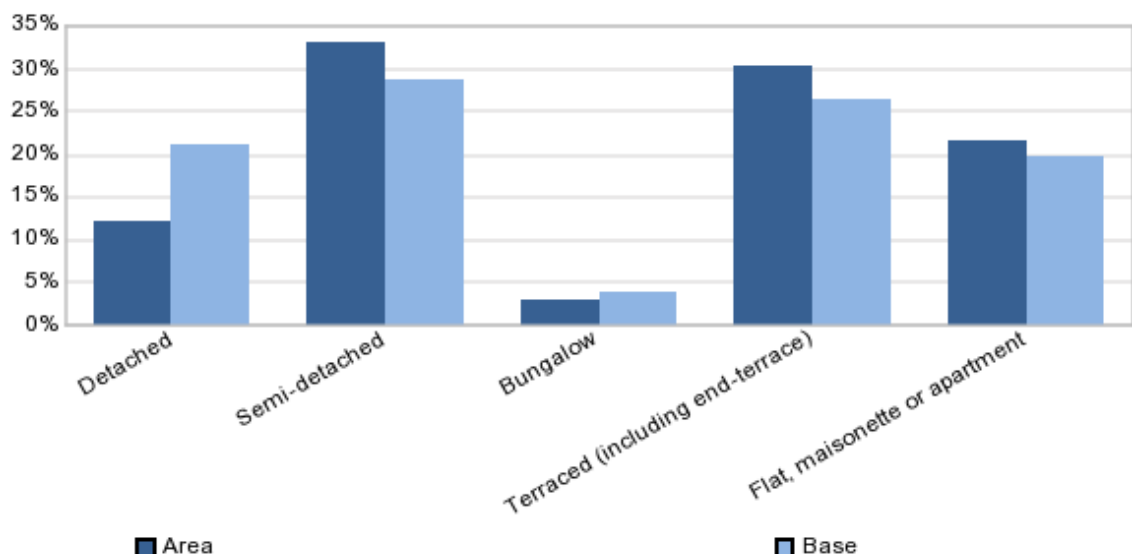
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	55	100	118
Detached	270	5,385,903	58			
Semi-detached	727	7,344,686	114			
Bungalow	63	1,039,099	70			
Terraced (including end-terrace)	669	6,699,890	116			
Flat, maisonette or apartment	473	5,007,460	109			

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	85	100		140
Owned (HH)	1,448	17,543,252	92				
Social Rented (HH)	393	4,965,267	88				
Private Rented (HH)	679	5,470,682	138				

Source: Experian Current Year Estimates based on ONS Census Data (2018).
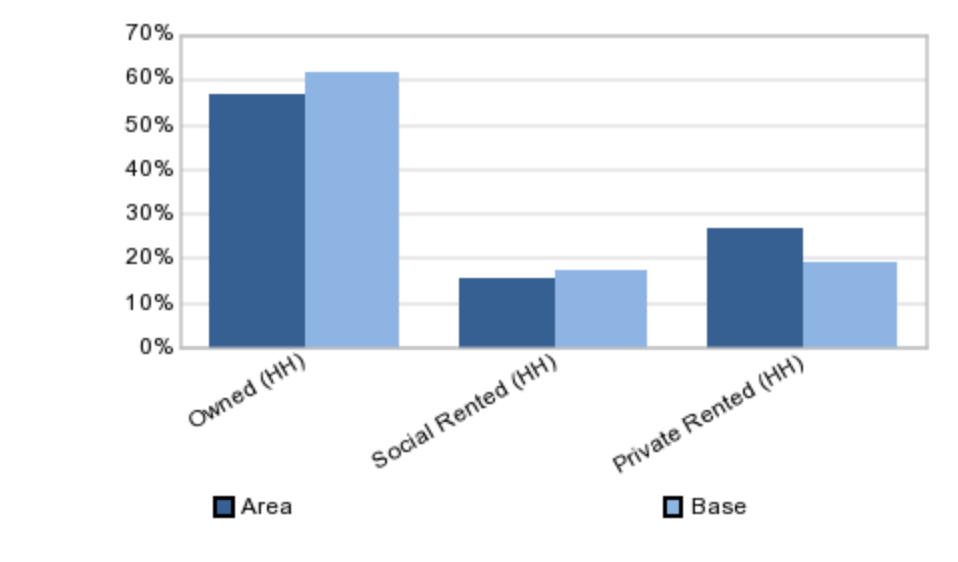
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

727 households within your area live in a Semi-detached dwelling, this is 33.00 %. 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 63 households and makes up 2.86 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 116, this makes up 30.40 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,448 making up 56.89 %. The smallest amount fall into the Social rented at 15.45 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 138, 26.65 % of households fall into this category in the study area.
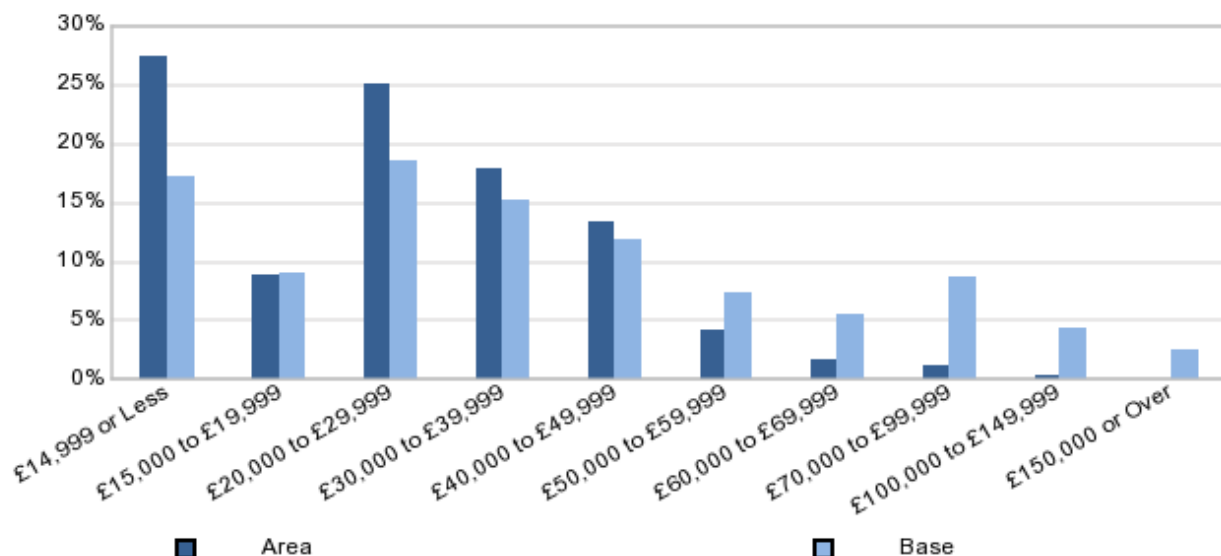
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	0	100	166
£14,999 or Less	698	4,889,206	159			
£15,000 to £19,999	226	2,538,634	99			
£20,000 to £29,999	637	5,253,752	135			
£30,000 to £39,999	457	4,304,210	118			
£40,000 to £49,999	342	3,318,086	115			
£50,000 to £59,999	107	2,106,080	57			
£60,000 to £69,999	42	1,573,962	30			
£70,000 to £99,999	30	2,469,683	14			
£100,000 to £149,999	6	1,215,381	6			
£150,000 or Over	2	676,196	3			

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.

30% ─
25% ─
20% ─
15% ─
10% ─
5% ─
0% ─

£14,999 or Less | £15,000 to £19,999 | £20,000 to £29,999 | £30,000 to £39,999 | £40,000 to £49,999 | £50,000 to £59,999 | £60,000 to £69,999 | £70,000 to £99,999 | £100,000 to £149,999 | £150,000 or Over

■ Area   □ Base

923 households within your area have an income of £19,999 or less, this forms 36.27 % of the overall distribution. The smallest count is 2 and these fall into household income band £150,000 or Over making up 0.06 %. 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 £14,999 or less is over represented making up 27.40 % with an index of 159, the most under represented banding is £150,000 or Over with a figure of 3 making up 0.06 % 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.
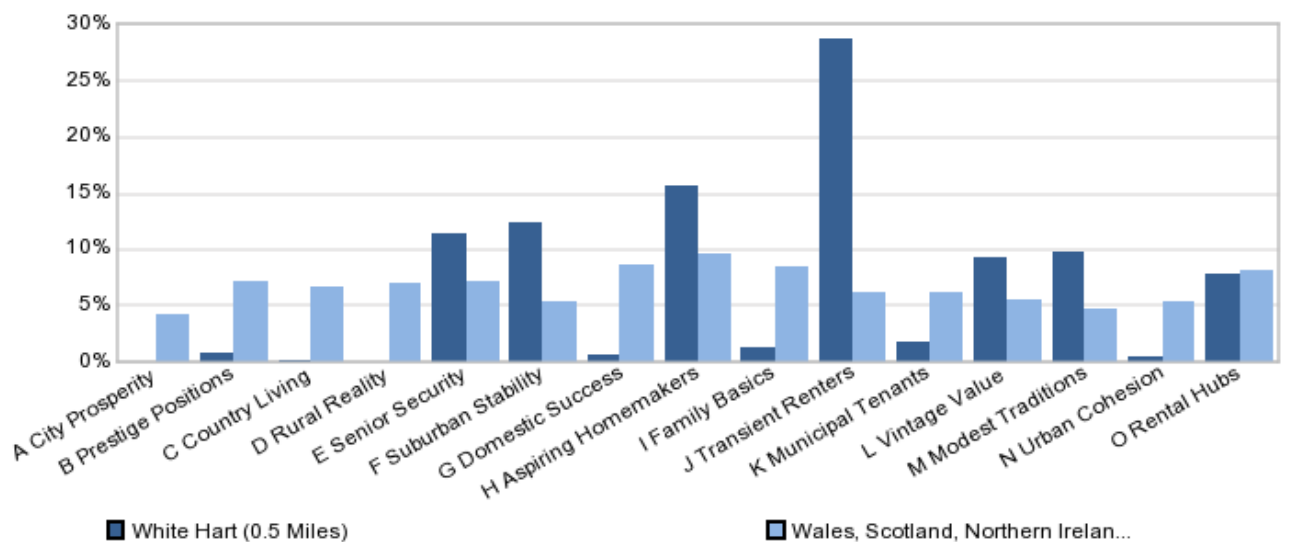
Understanding the residential profile by Mosaic UK 6

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 -23 100	488
	A City Prosperity	0	2,849,374	0	
	B Prestige Positions	44	4,798,133	12	
	C Country Living	7	4,432,229	2	
	D Rural Reality	0	4,656,104	0	
	E Senior Security	582	4,767,632	159	
	F Suburban Stability	637	3,634,847	229	
	G Domestic Success	31	5,770,639	7	
	H Aspiring Homemakers	805	6,440,418	163	
	I Family Basics	66	5,687,500	15	
	J Transient Renters	1,482	4,160,345	465	
	K Municipal Tenants	89	4,149,642	28	
	L Vintage Value	477	3,692,978	169	
	M Modest Traditions	498	3,121,382	208	
	N Urban Cohesion	26	3,547,766	10	
	O Rental Hubs	407	5,518,789	96	
	Totals	5,151	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.

White Hart (0.5 Miles)   Wales, Scotland, Northern Irelan...

The largest group is J Transient Renters with a count of 1,482 representing 28.77 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 28.77 % 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

J Transient Renters - 28.77 %

Single people renting low cost homes for the short term.

Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

H Aspiring Homemakers - 15.64 %

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

F Suburban Stability - 12.36 %

Mature suburban owners living settled lives in mid-range housing.

Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet