

Location Analyst

UK



## Antelope-Warwick, Demog report, 0.5 miles

### Understanding Demographics

12 October, 2020

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Describing Antelope-Warwick (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England  
Creation Date: October 12, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	3,353	28,345,190
Total Population	6,510	67,229,855
Total Males	3,324	33,173,050
Total Females	3,186	34,056,805

The current year estimates show a total resident population of 6,510 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,353 in your area and 28,345,190 in your base selection. This was split by 48.94 % of the population being female and 51.06 % being male in the study area.

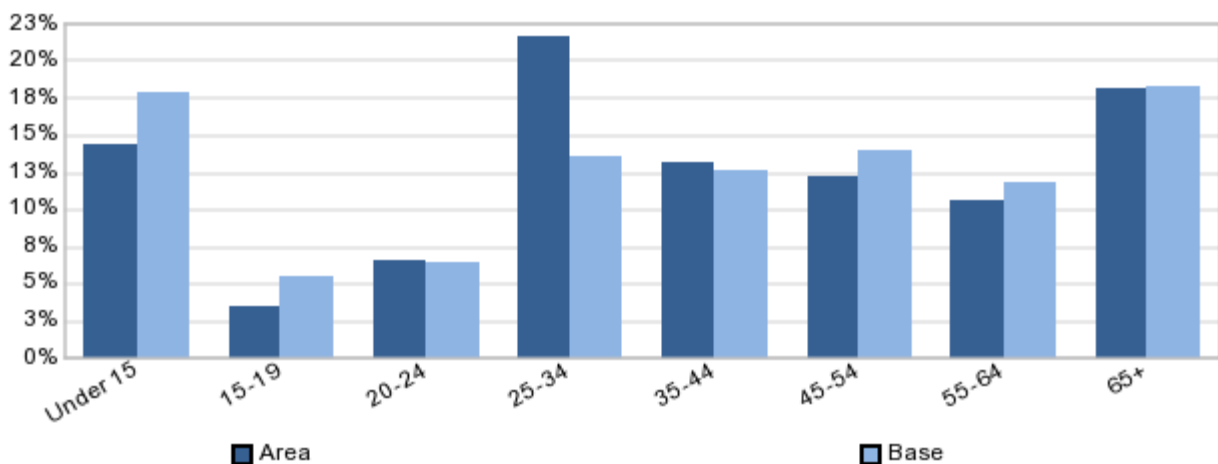
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	937	11,991,800	81
15-19	230	3,753,671	63
20-24	423	4,311,089	101
25-34	1,402	9,174,369	158
35-44	851	8,463,387	104
45-54	796	9,386,423	88
55-64	691	7,914,572	90
65+	1,180	12,234,544	100

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 1,402 representing 21.54 % of the study area. The smallest proportion is in age band 15-19 with a count of 230 which represents 3.53 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 158. The band that is most under represented is 15-19 with an index of 63, 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	6,047	58,246,060	107	
Gypsy / Traveller / Irish Traveller	8	68,310	120	
Mixed / Multiple Ethnic Groups	126	1,367,158	95	
Asian / Asian British: Indian	157	1,559,199	104	
Asian / Asian British: Pakistani	21	1,239,421	18	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	36	497,465	75	
Asian / Asian British: Other Asian	40	969,724	43	
Black / African / Caribbean / Black British	49	2,122,714	24	
Other Ethnic Group	26	654,398	41	

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:

92.88 % White	86.64 % White
0.12 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.94 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
2.41 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.33 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.56 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.61 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.75 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.40 % Other Ethnic Group	0.97 % Other Ethnic Group

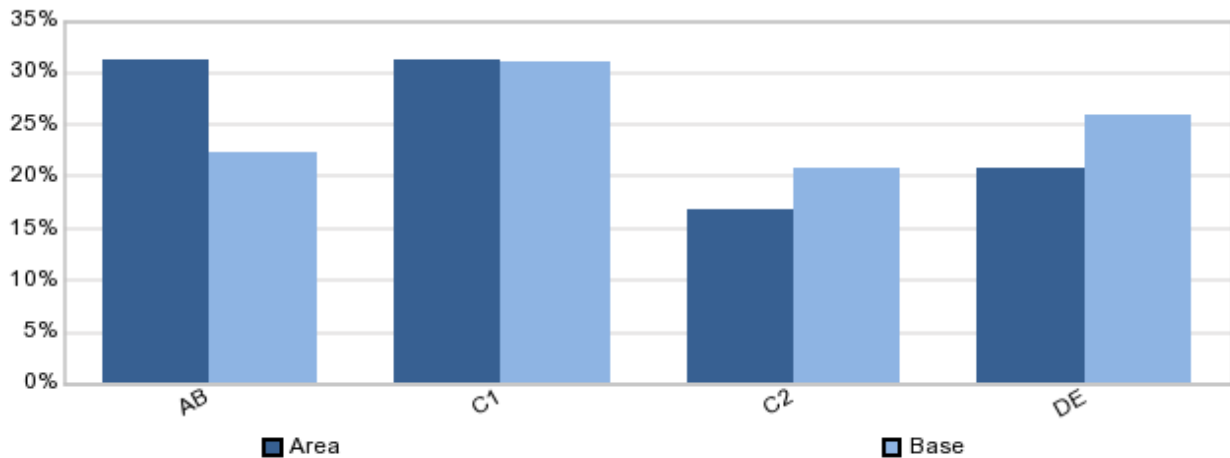
In the study area the largest ethnic group is White taking up 92.88 % of the population with a count of 6,047. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	801	4,696,968	140	
C1 Supervisory, cleric, junior manage/admin/prof	798	6,510,031	101	
C2 Skilled manual workers	429	4,376,339	81	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	533	5,456,469	80	

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 AB forms the largest proportion with 801 people falling into this group, which is 31.25 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 429 taking up 16.76 %. When comparing this to the selected base the most over represented grade is AB with an index\* count of 140, whereas the most under represented group is DE with an index count of 80.

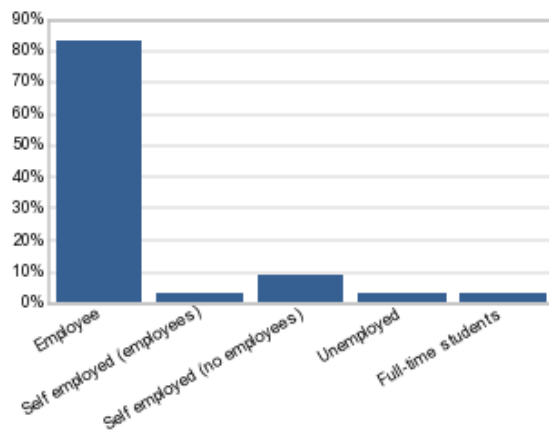
## Understanding the Economic Activity

Economically Active	Area	Base	Index <sup>51</sup>	100 109
Employee	3,142	26,483,068	107	
Self employed with employees	103	1,127,682	82	
Self employed without employees	336	3,705,246	82	
Unemployed	115	1,161,572	89	
Full-time students	101	1,695,620	54	
Economically Inactive			68	100 116
Retired	579	6,618,937	114	
Student	154	2,838,201	71	
Looking after home/ family	151	2,117,295	93	
Permanently sick/ disabled	177	2,168,755	106	
Other	76	1,076,085	92	

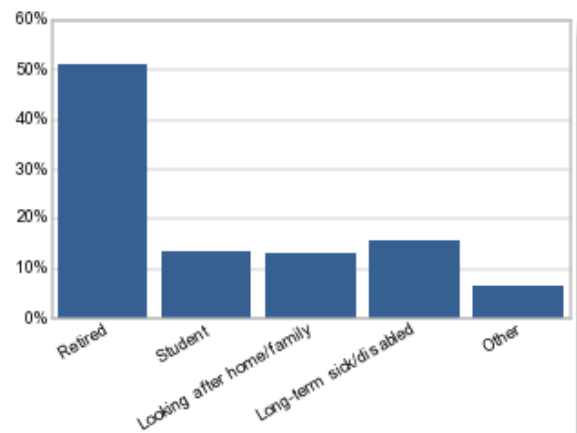
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 63.69 % of the population are employed, this is 3,142 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 2.05 %, compare this to the selected base where this group represents 3.46 %. When analysing index\* values the most over represented group is None found with an index of 107, taking up 63.69 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 579 representing 11.73 %. The smallest inactive group is Other with 76 which is 1.54 %. When looking at the index values the group that is most over represented is Retired with an index of 114, representing 11.73 %.

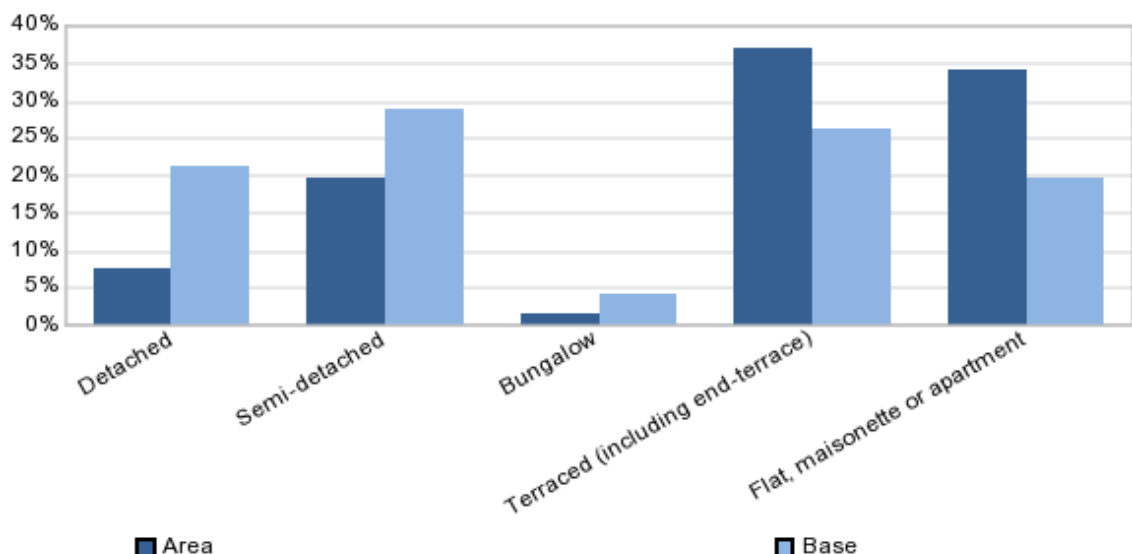
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## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	29	100	180
Detached	225	5,385,903	36			
Semi-detached	582	7,344,686	69			
Bungalow	46	1,039,099	38			
Terraced (including end-terrace)	1,083	6,699,890	140			
Flat, maisonette or apartment	1,001	5,007,460	173			

Source: Experian ConsumerView Household Directory 2019 .

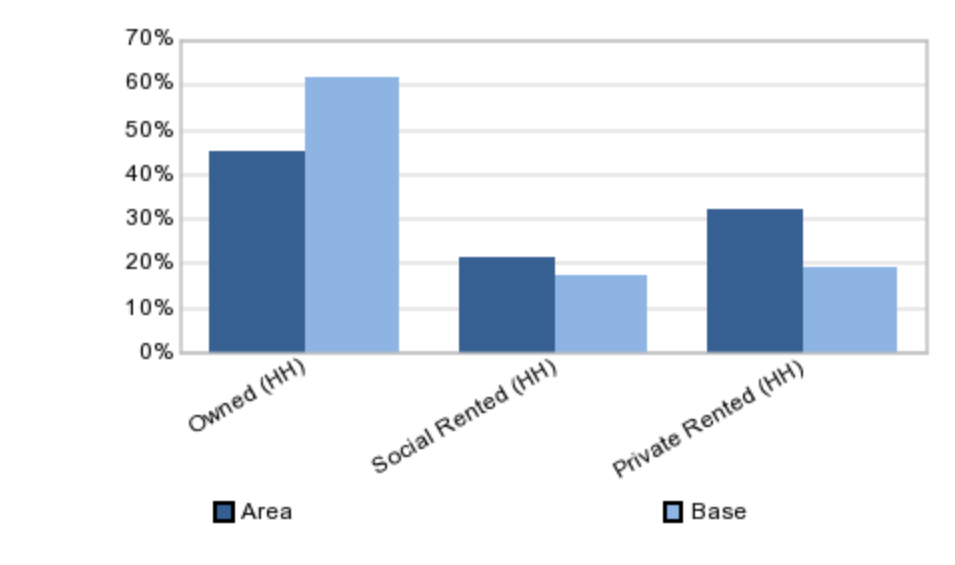
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	68	100	171
Owned (HH)	1,516	17,543,252	73			
Social Rented (HH)	716	4,965,267	122			
Private Rented (HH)	1,081	5,470,682	167			

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.



582 households within your area live in a Semi-detached dwelling, this is 19.82 %. 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 46 households and makes up 1.55 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 173, this makes up 34.07 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,516 making up 45.22 %. The smallest amount fall into the Social rented at 21.34 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 167, 32.24 % of households fall into this category in the study area.

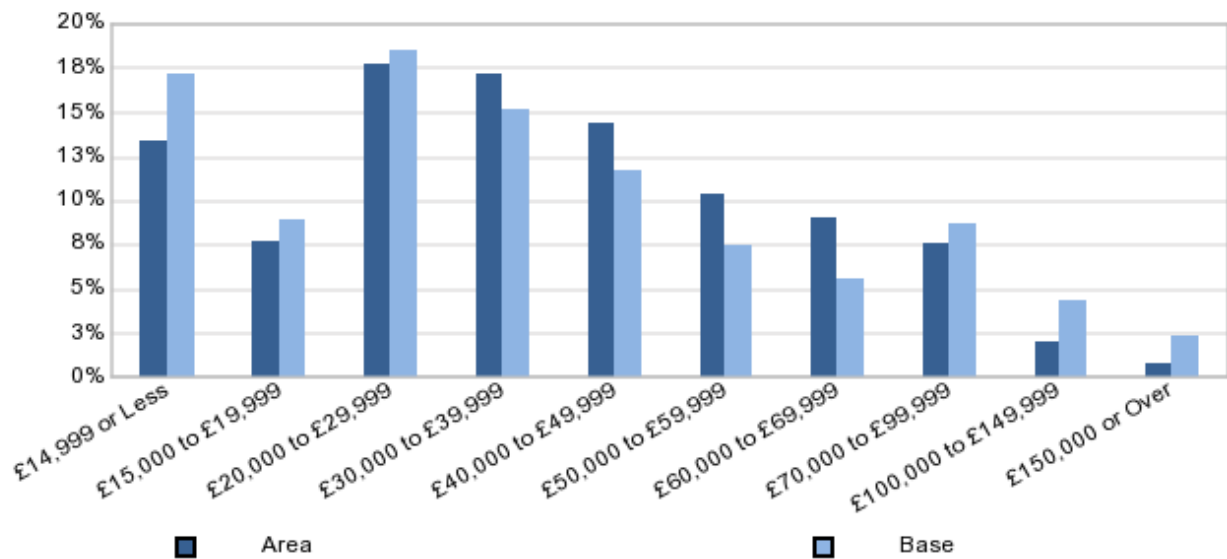
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## Understanding the Household Income

Household Income	Area	Base	Index	26	100	169
£14,999 or Less	445	4,889,206	77			
£15,000 to £19,999	255	2,538,634	85			
£20,000 to £29,999	596	5,253,752	96			
£30,000 to £39,999	577	4,304,210	113			
£40,000 to £49,999	482	3,318,086	123			
£50,000 to £59,999	347	2,106,080	139			
£60,000 to £69,999	304	1,573,962	163			
£70,000 to £99,999	251	2,469,683	86			
£100,000 to £149,999	70	1,215,381	48			
£150,000 or Over	26	676,196	33			

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.



701 households within your area have an income of £19,999 or less, this forms 20.90 % of the overall distribution. The smallest count is 26 and these fall into household income band £150,000 or Over making up 0.78 %. 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 9.06 % with an index of 163, the most under represented banding is £150,000 or Over with a figure of 33 making up 0.78 % 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.

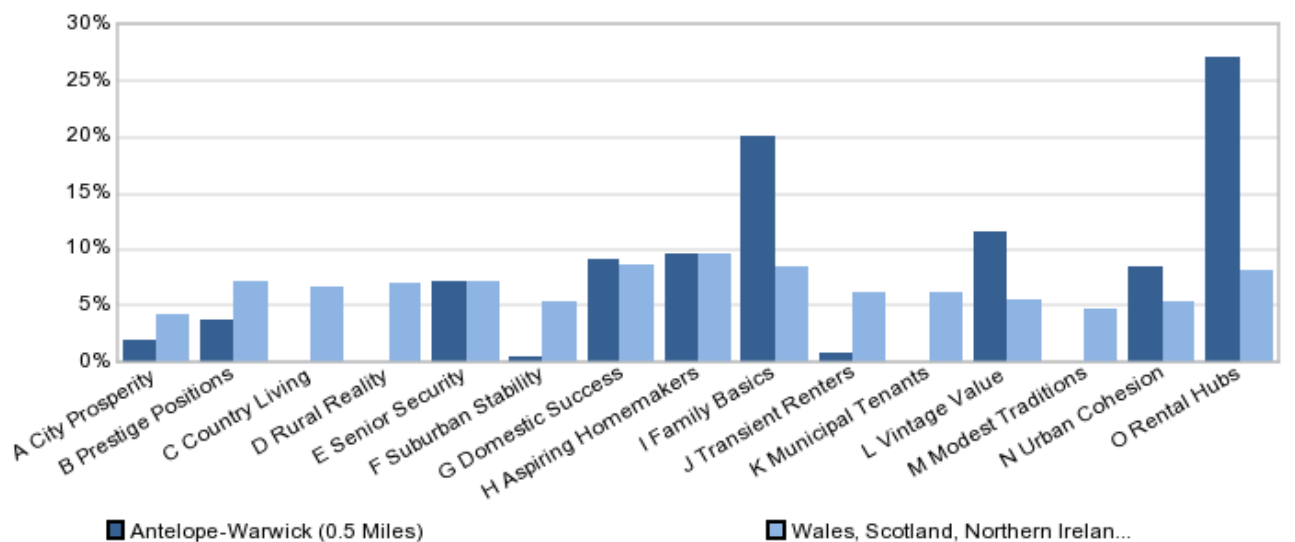
## Understanding the residential profile by Mosaic UK 6

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	-16	100	345
A City Prosperity	127	2,849,374	46			
B Prestige Positions	242	4,798,133	52			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	469	4,767,632	101			
F Suburban Stability	30	3,634,847	9			
G Domestic Success	589	5,770,639	105			
H Aspiring Homemakers	622	6,440,418	100			
I Family Basics	1,308	5,687,500	238			
J Transient Renters	53	4,160,345	13			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	757	3,692,978	212			
M Modest Traditions	1	3,121,382	0			
N Urban Cohesion	552	3,547,766	161			
O Rental Hubs	1,759	5,518,789	329			
Totals	6,510	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 1,759 representing 27.03 % 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 27.03 % 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

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### O Rental Hubs - 27.03 %



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 - 20.10 %



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

### L Vintage Value - 11.63 %



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