

Location Analyst

UK



Melbourne Arms YO42 4QJ 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Melbourne Arms 15 mins (15 Minutes) in relation to United Kingdom
 Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	8,292	28,345,190
Total Population	19,786	67,229,855
Total Males	9,736	33,173,050
Total Females	10,049	34,056,805

The current year estimates show a total resident population of 19,786 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 8,292 in your area and 28,345,190 in your base selection. This was split by 50.79 % of the population being female and 49.21 % being male in the study area.

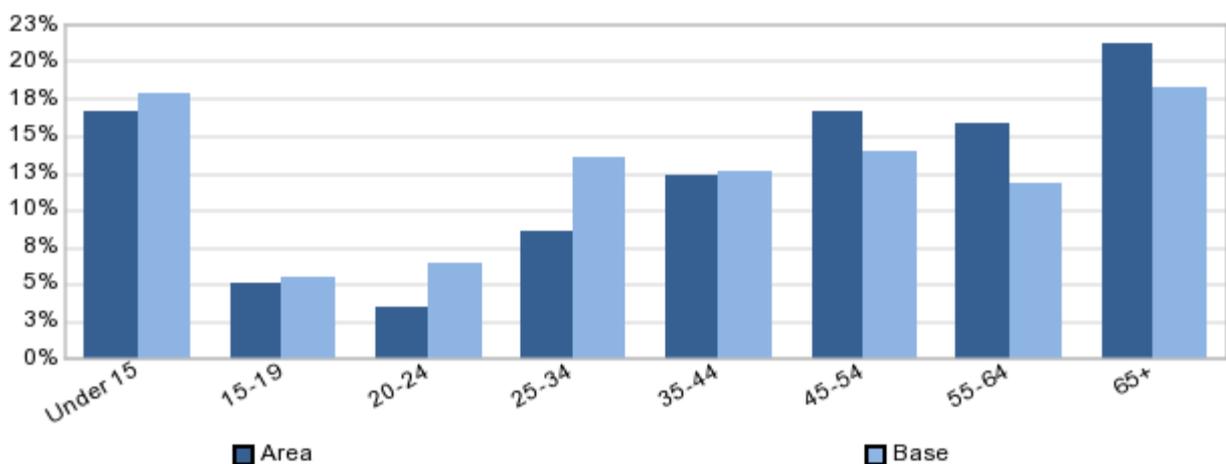
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			49	100	139
Under 15	3,301	11,991,800	94		
15-19	1,019	3,753,671	92		
20-24	687	4,311,089	54		
25-34	1,696	9,174,369	63		
35-44	2,446	8,463,387	98		
45-54	3,299	9,386,423	119		
55-64	3,137	7,914,572	135		
65+	4,200	12,234,544	117		

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 4,200 representing 21.23 % of the study area. The smallest proportion is in age band 20-24 with a count of 687 which represents 3.47 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 135. The band that is most under represented is 20-24 with an index of 54, 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	19,469	58,246,060	114
Gypsy / Traveller / Irish Traveller	1	68,310	6
Mixed / Multiple Ethnic Groups	135	1,367,158	34
Asian / Asian British: Indian	50	1,559,199	11
Asian / Asian British: Pakistani	0	1,239,421	0
Asian / Asian British: Bangladeshi	13	505,406	9
Asian / Asian British: Chinese	60	497,465	41
Asian / Asian British: Other Asian	16	969,724	6
Black / African / Caribbean / Black British	24	2,122,714	4
Other Ethnic Group	17	654,398	9

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:

98.40 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.68 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.25 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.07 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.30 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.08 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.12 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.09 % Other Ethnic Group	0.97 % Other Ethnic Group

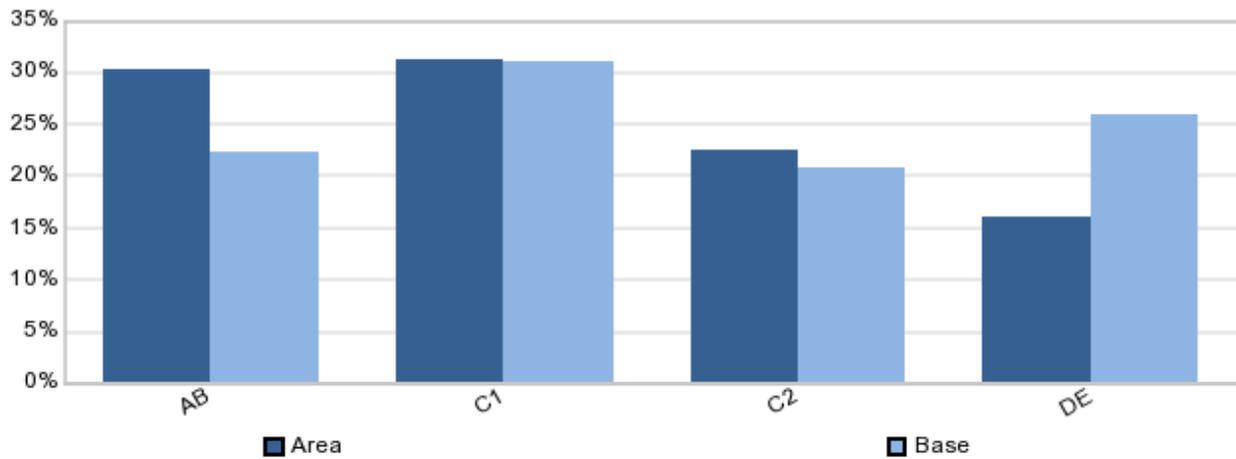
In the study area the largest ethnic group is White taking up 98.40 % of the population with a count of 19,469. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count 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	1,805	4,696,968	136
C1 Supervisory, cleric, junior manage/admin/prof	1,862	6,510,031	101
C2 Skilled manual workers	1,338	4,376,339	108
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	953	5,456,469	62

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.



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Within your area social grade C1 forms the largest proportion with 1,862 people falling into this group, which is 31.25 % of the overall distribution. The smallest proportion falls into grade DE with a count of 953 taking up 16.00 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 136, whereas the most under represented group is DE with an index count of 62.

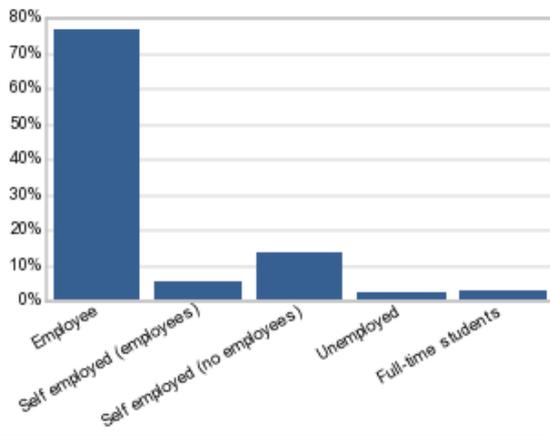
Understanding the Economic Activity

Economically Active	Area	Base	Index	47	100	163
Employee	8,274	26,483,068	99			
Self employed with employees	564	1,127,682	158		█	
Self employed without employees	1,452	3,705,246	124		█	
Unemployed	193	1,161,572	53	█		
Full-time students	325	1,695,620	61	█		
Economically Inactive				41	100	148
Retired	2,429	6,618,937	144		█	
Student	509	2,838,201	70		█	
Looking after home/ family	434	2,117,295	80		█	
Permanently sick/ disabled	258	2,168,755	47	█		
Other	151	1,076,085	55	█		

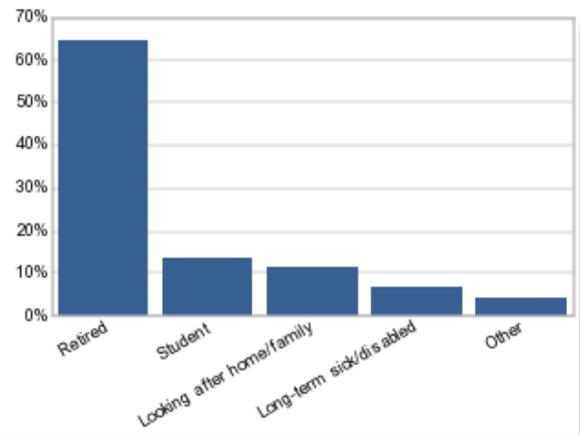
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 56.72 % of the population are employed, this is 8,274 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.32 %, 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 158, taking up 3.86 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 2,429 representing 16.65 %. The smallest inactive group is Other with 151 which is 1.03 %. When looking at the index values the group that is most over represented is Retired with an index of 144, representing 16.65 %.

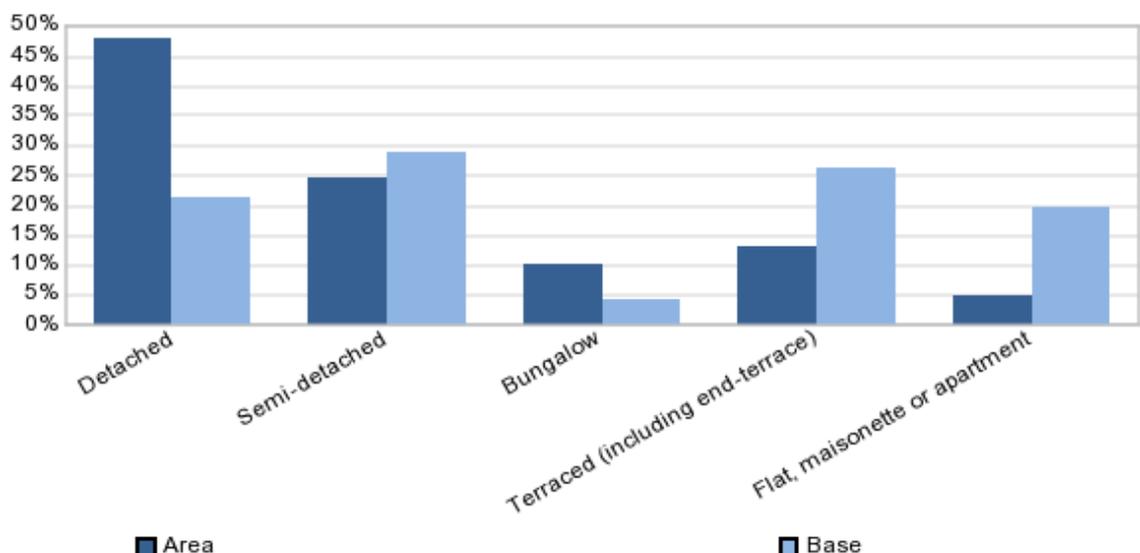
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	13	100	256
Detached	3,686	5,385,903	225		█	
Semi-detached	1,897	7,344,686	85		█	
Bungalow	775	1,039,099	246		█	
Terraced (including end-terrace)	1,009	6,699,890	50		█	
Flat, maisonette or apartment	368	5,007,460	24		█	

Source: Experian ConsumerView Household Directory 2019 .

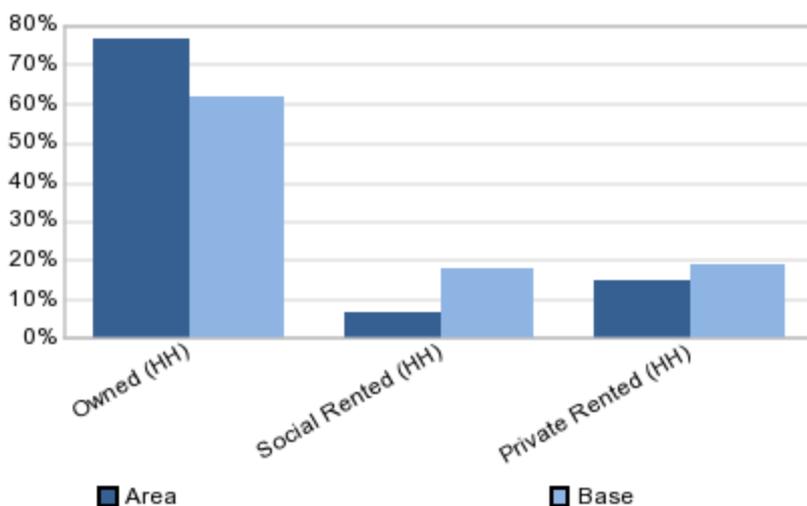
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	6,352	17,543,252	124
Social Rented (HH)	584	4,965,267	40
Private Rented (HH)	1,201	5,470,682	75

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.



1,897 households within your area live in a Semi-detached dwelling, this is 24.53 %. 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 368 households and makes up 4.75 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 246, this makes up 10.02 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 6,352 making up 76.61 %. The smallest amount fall into the Social rented at 7.04 %. When looking at the index figures the most over represented tenure type is Owned with an index of 124, 76.61 % of households fall into this category in the study area.

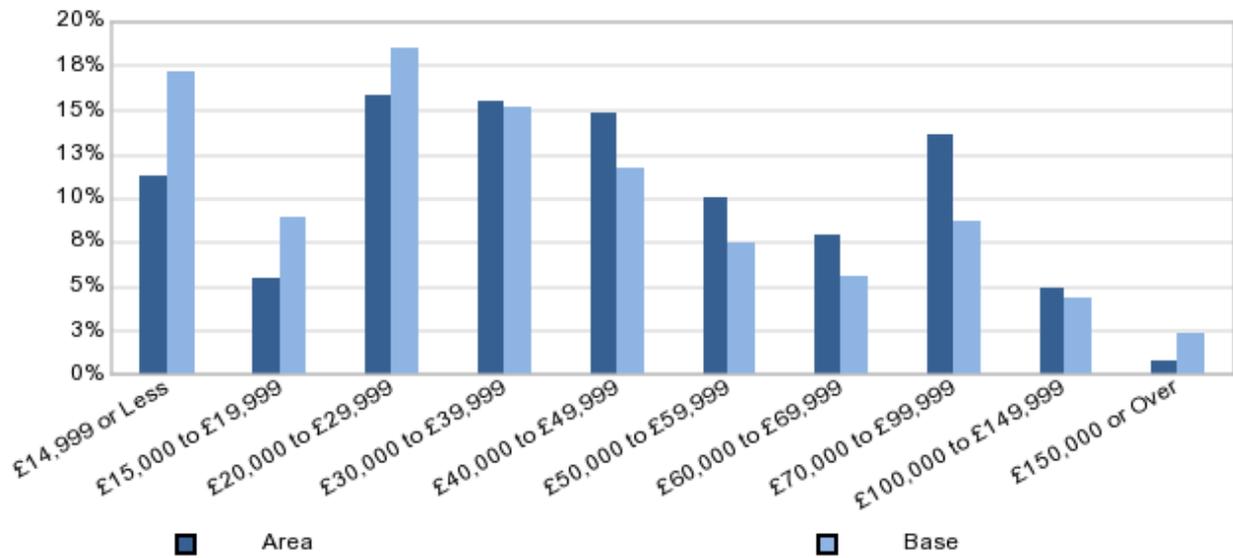
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	932	4,889,206	65
£15,000 to £19,999	454	2,538,634	61
£20,000 to £29,999	1,314	5,253,752	86
£30,000 to £39,999	1,287	4,304,210	102
£40,000 to £49,999	1,232	3,318,086	127
£50,000 to £59,999	832	2,106,080	135
£60,000 to £69,999	653	1,573,962	142
£70,000 to £99,999	1,121	2,469,683	155
£100,000 to £149,999	408	1,215,381	115
£150,000 or Over	58	676,196	29

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.



1,386 households within your area have an income of £19,999 or less, this forms 16.72 % of the overall distribution. The smallest count is 58 and these fall into household income band £150,000 or Over making up 0.70 %. 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 £70,000 to £99,999 is over represented making up 13.52 % with an index of 155, the most under represented banding is £150,000 or Over with a figure of 29 making up 0.70 % 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.

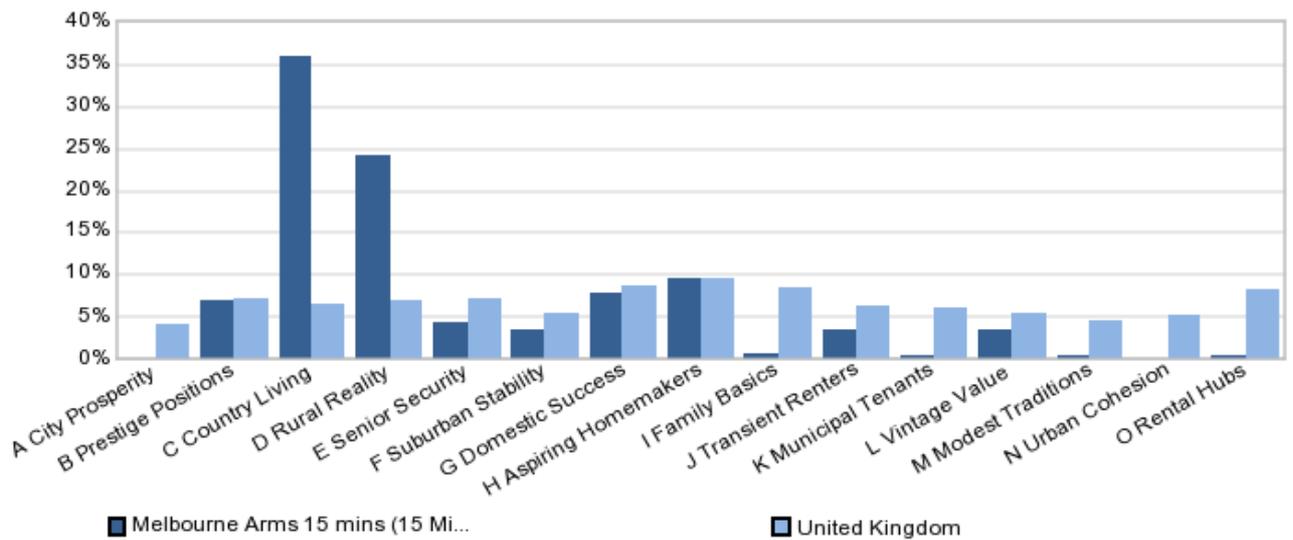
Understanding the residential profile by Mosaic UK 6

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	571
A City Prosperity	0	2,849,374	0			
B Prestige Positions	1,355	4,798,133	96			
C Country Living	7,101	4,432,229	544			
D Rural Reality	4,753	4,656,104	347			
E Senior Security	856	4,767,632	61			
F Suburban Stability	655	3,634,847	61			
G Domestic Success	1,535	5,770,639	90			
H Aspiring Homemakers	1,865	6,440,418	98			
I Family Basics	116	5,687,500	7			
J Transient Renters	657	4,160,345	54			
K Municipal Tenants	64	4,149,642	5			
L Vintage Value	677	3,692,978	62			
M Modest Traditions	67	3,121,382	7			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	87	5,518,789	5			
Totals	19,786	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 C Country Living with a count of 7,101 representing 35.89 % of the overall distribution, in comparison to the base where 6.59 % 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 C Country Living taking up 35.89 % 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

C Country Living - 35.89 %



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

D Rural Reality - 24.02 %



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

H Aspiring Homemakers - 9.42 %



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