Location Analyst UK

Trehill Arms PL21 0AS 15 mins Demog Report

Understanding Demographics

12 October, 2020

Contents

Describing Trehill 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	39,979	28,345,190
Total Population	94,876	67,229,855
Total Males	46,037	33,173,050
Total Females	48,840	34,056,805

The current year estimates show a total resident population of 94,876 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 39,979 in your area and 28,345,190 in your base selection. This was split by 51.48 % of the population being female and 48.52 % 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	71	100	122
Under 15	16,733	11,991,800	99			
15-19	5,207	3,753,671	98			
20-24	4,514	4,311,089	74			
25-34	9,739	9,174,369	75			
35-44	11,135	8,463,387	93			
45-54	13,917	9,386,423	105			
55-64	12,927	7,914,572	116			
65+	20,706	12,234,544	120			

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.
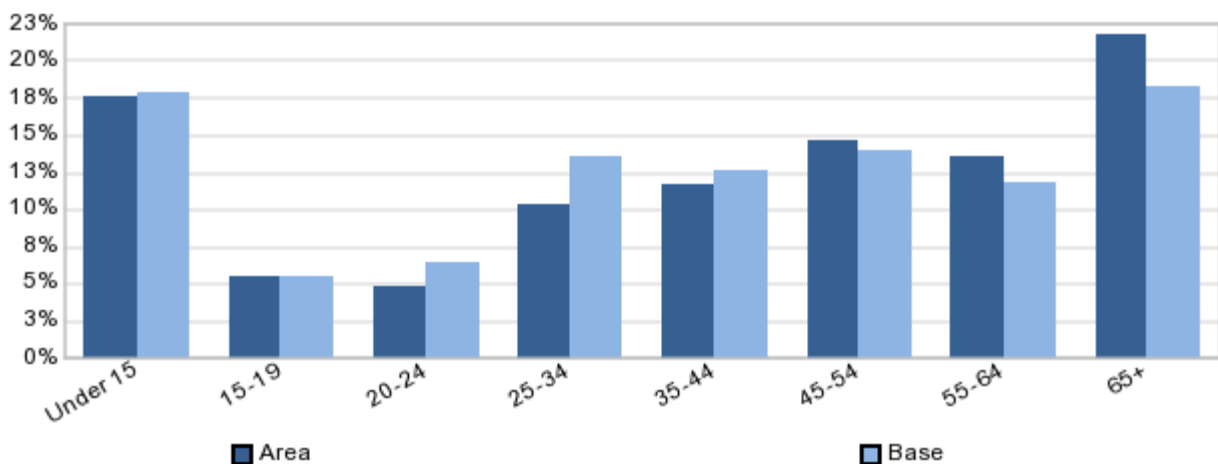
The highest proportion fall into age band 65+ with a count of 20,706 representing 21.82 % of the study area. The smallest proportion is in age band 20-24 with a count of 4,514 which represents 4.76 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 120. The band that is most under represented is 20-24 with an index of 74, 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	
				0 100 118
White	93,169	58,246,060	113	
Gypsy / Traveller / Irish Traveller	44	68,310	46	
Mixed / Multiple Ethnic Groups	690	1,367,158	36	
Asian / Asian British: Indian	170	1,559,199	8	
Asian / Asian British: Pakistani	7	1,239,421	0	
Asian / Asian British: Bangladeshi	73	505,406	10	
Asian / Asian British: Chinese	161	497,465	23	
Asian / Asian British: Other Asian	185	969,724	14	
Black / African / Caribbean / Black British	255	2,122,714	9	
Other Ethnic Group	123	654,398	13	

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:

98.20 % White
0.05 % Gypsy / Traveller / Irish Traveller
0.73 % Mixed / Multiple Ethnic Groups
0.18 % Asian / Asian British: Indian
0.01 % Asian / Asian British: Pakistani
0.08 % Asian / Asian British: Bangladeshi
0.17 % Asian / Asian British: Chinese
0.20 % Asian / Asian British: Other Asian
0.27 % Black / African / Caribbean / Black British
0.13 % 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 98.20 % of the population with a count of 93,169. 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 7, 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	
			79 100 123	
AB Higher & intermediate manage/admin/prof	5,764	4,696,968	93	
C1 Supervisory, cleric, junior manage/admin/prof	9,117	6,510,031	106	
C2 Skilled manual workers	7,068	4,376,339	122	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	5,923	5,456,469	82	

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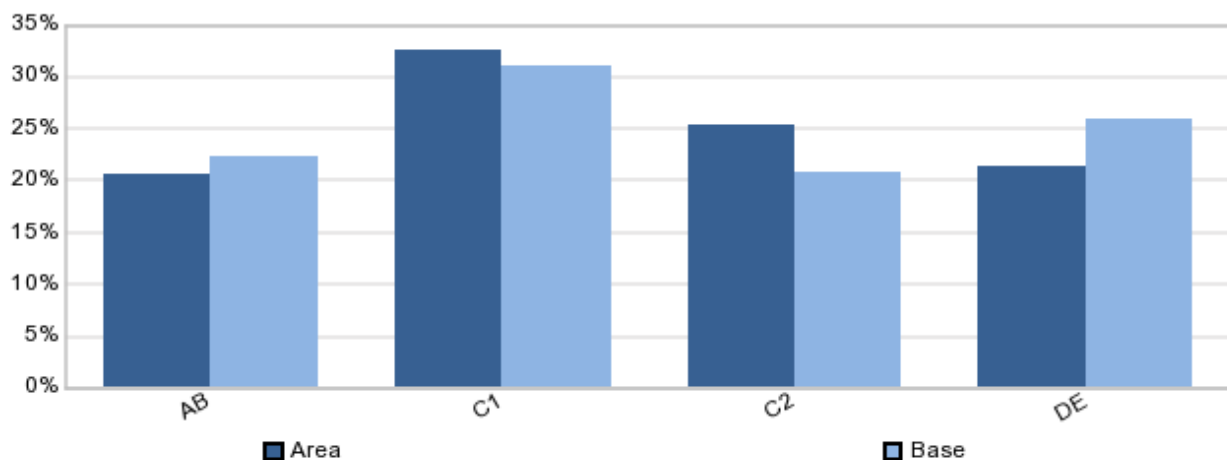
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 9,117 people falling into this group, which is 32.71 % of the overall distribution. The smallest proportion falls into grade AB with a count of 5,764 taking up 20.68 %. 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 DE with an index count of 82.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 57	105
Employee	38,529	26,483,068	103	
Self employed with employees	1,543	1,127,682	97	
Self employed without employees	5,191	3,705,246	99	
Unemployed	986	1,161,572	60	
Full-time students	1,997	1,695,620	83	
Economically Inactive			53	100 139
Retired	11,935	6,618,937	136	
Student	2,247	2,838,201	60	
Looking after home/ family	2,291	2,117,295	81	
Permanently sick/ disabled	2,417	2,168,755	84	
Other	826	1,076,085	58	

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
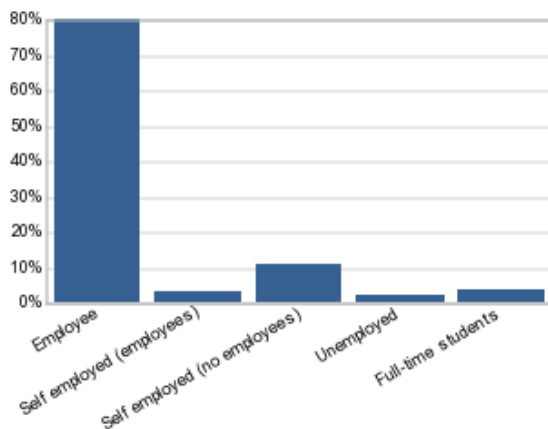
Economically Inactive - % by Category
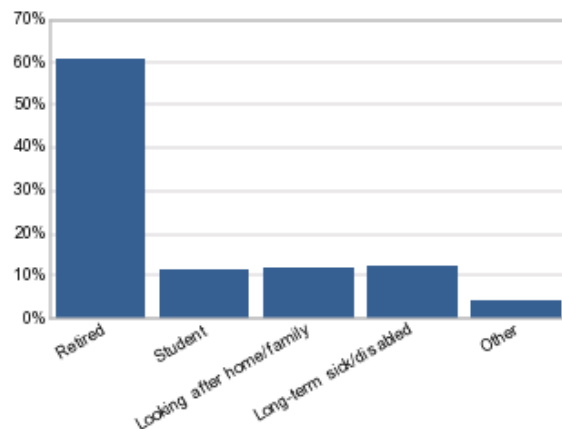
Economic activity within the study area shows that 56.69 % of the population are employed, this is 38,529 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.45 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 103, taking up 56.69 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 11,935 representing 17.56 %. The smallest inactive group is Other with 826 which is 1.22 %. When looking at the index values the group that is most over represented is Retired with an index of 136, representing 17.56 %.

*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 31	100	141
Detached	7,710	5,385,903	98		
Semi-detached	13,863	7,344,686	129		
Bungalow	2,079	1,039,099	137		
Terraced (including end-terrace)	10,960	6,699,890	112		
Flat, maisonette or apartment	2,646	5,007,460	36		

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.
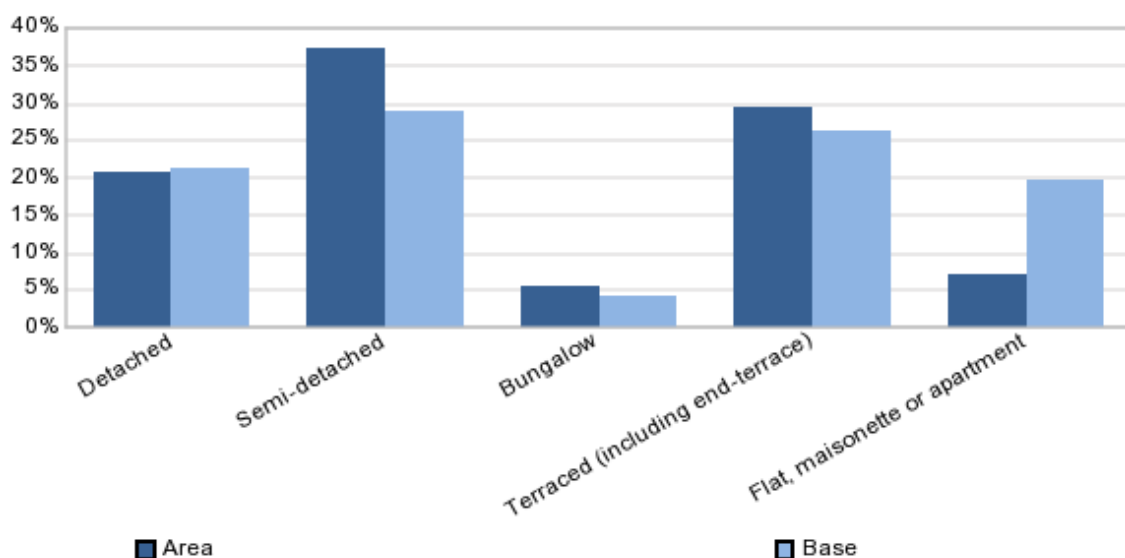
Tenure	Area	Base	Index	65	100	121
Owned (HH)	29,482	17,543,252	119			
Social Rented (HH)	4,767	4,965,267	68			
Private Rented (HH)	5,354	5,470,682	69			

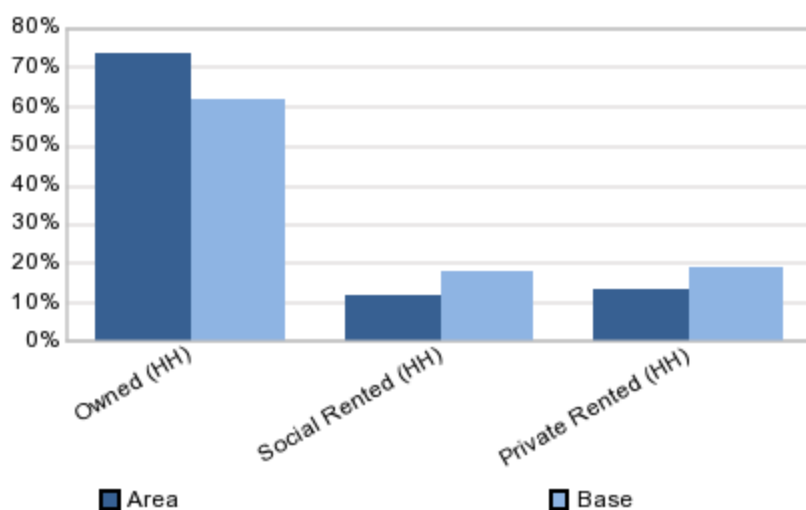Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

13,863 households within your area live in a Semi-detached dwelling, this is 37.21 %. 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 2,079 households and makes up 5.58 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 137, this makes up 5.58 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 29,482 making up 73.74 %. The smallest amount fall into the Social rented at 11.92 %. When looking at the index figures the most over represented tenure type is Owned with an index of 119, 73.74 % of households fall into this category in the study area.
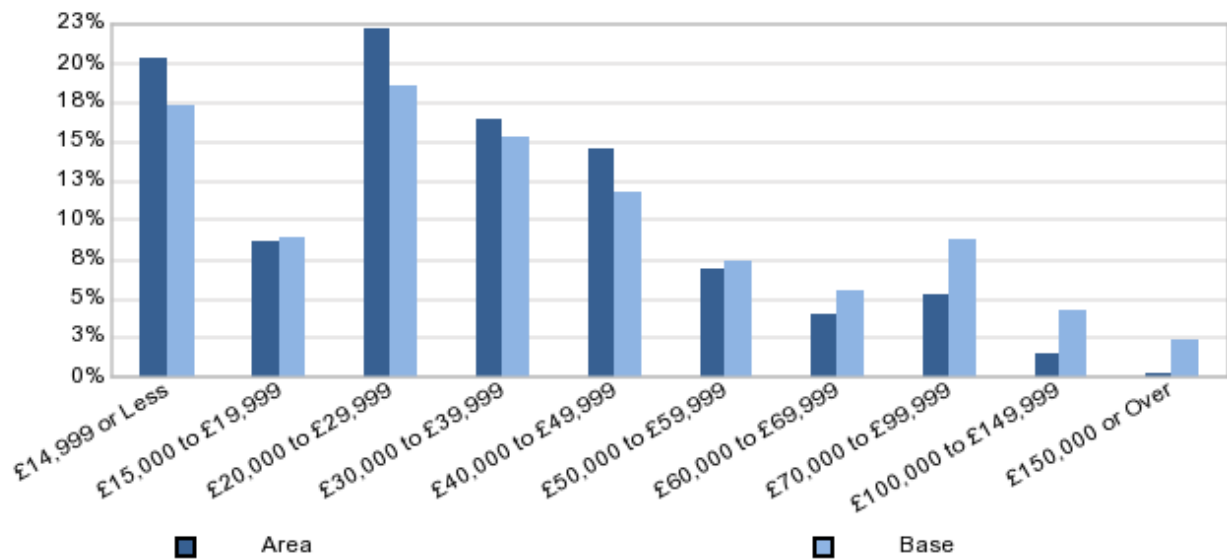
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Understanding the Household Income

Household Income	Area	Base	Index	3	100	129
£14,999 or Less	8,114	4,889,206	118			
£15,000 to £19,999	3,454	2,538,634	96			
£20,000 to £29,999	8,916	5,253,752	120			
£30,000 to £39,999	6,599	4,304,210	109			
£40,000 to £49,999	5,824	3,318,086	124			
£50,000 to £59,999	2,734	2,106,080	92			
£60,000 to £69,999	1,584	1,573,962	71			
£70,000 to £99,999	2,063	2,469,683	59			
£100,000 to £149,999	601	1,215,381	35			
£150,000 or Over	90	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.

Chart legend: ■ Area   □ Base

Income bands (x-axis): £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

11,568 households within your area have an income of £19,999 or less, this forms 28.94 % of the overall distribution. The smallest count is 90 and these fall into household income band £150,000 or Over making up 0.23 %. 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 £40,000 to £49,999 is over represented making up 14.57 % with an index of 124, the most under represented banding is £150,000 or Over with a figure of 9 making up 0.23 % 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	-14	100	298
A City Prosperity	0	2,849,374	0			
B Prestige Positions	5,814	4,798,133	86			
C Country Living	7,941	4,432,229	127			
D Rural Reality	8,949	4,656,104	136			
E Senior Security	13,001	4,767,632	193			
F Suburban Stability	14,568	3,634,847	284			
G Domestic Success	6,869	5,770,639	84			
H Aspiring Homemakers	14,041	6,440,418	154			
I Family Basics	5,655	5,687,500	70			
J Transient Renters	4,727	4,160,345	81			
K Municipal Tenants	1,103	4,149,642	19			
L Vintage Value	4,448	3,692,978	85			
M Modest Traditions	7,082	3,121,382	161			
N Urban Cohesion	50	3,547,766	1			
O Rental Hubs	629	5,518,789	8			
Totals	94,876	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.

■ Trehill Arms 15 mins (15 Minutes)   □ United Kingdom
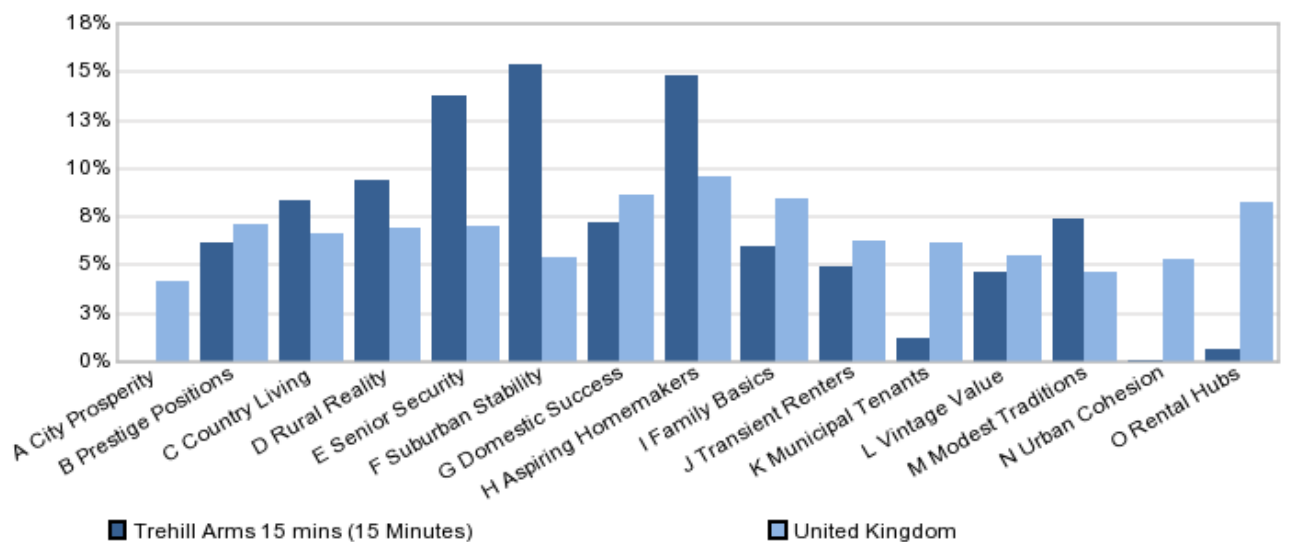
The largest group is F Suburban Stability with a count of 14,568 representing 15.35 % of the overall distribution, in comparison to the base where 5.41 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is F Suburban Stability taking up 15.35 % 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

F Suburban Stability - 15.35 %

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

H Aspiring Homemakers - 14.80 %

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

E Senior Security - 13.70 %

Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers