

Location Analyst

UK



## Hare & Hounds LA11 6NN 15 mins Demog Report

### Understanding Demographics

12 October, 2020

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Describing Hare & Hounds 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	8,303	28,345,190	The current year estimates show a total resident population of 17,675 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 8,303 in your area and 28,345,190 in your base selection. This was split by 51.24 % of the population being female and 48.76 % being male in the study area.
Total Population	17,675	67,229,855	
Total Males	8,618	33,173,050	
Total Females	9,057	34,056,805	

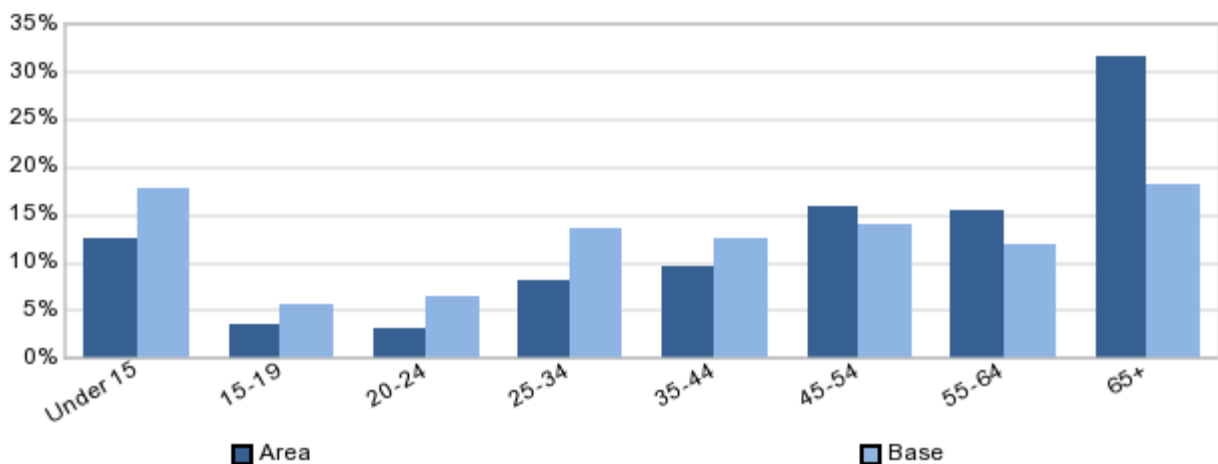
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			39	100	180
Under 15	2,242	11,991,800	71	■	
15-19	649	3,753,671	66	■	
20-24	518	4,311,089	46	■	
25-34	1,444	9,174,369	60	■	
35-44	1,700	8,463,387	76	■	
45-54	2,805	9,386,423	114	■	
55-64	2,724	7,914,572	131	■	
65+	5,593	12,234,544	174	■	

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 5,593 representing 31.64 % of the study area. The smallest proportion is in age band 20-24 with a count of 518 which represents 2.93 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 174. The band that is most under represented is 20-24 with an index of 46, 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	17,270	58,246,060	113
Gypsy / Traveller / Irish Traveller	3	68,310	17
Mixed / Multiple Ethnic Groups	166	1,367,158	46
Asian / Asian British: Indian	18	1,559,199	4
Asian / Asian British: Pakistani	13	1,239,421	4
Asian / Asian British: Bangladeshi	22	505,406	17
Asian / Asian British: Chinese	52	497,465	40
Asian / Asian British: Other Asian	63	969,724	25
Black / African / Caribbean / Black British	56	2,122,714	10
Other Ethnic Group	11	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: Compare this to your base ethnic diversity as follows:

97.71 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.94 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.10 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.07 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.13 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.29 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.36 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.32 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.06 % Other Ethnic Group	0.97 % Other Ethnic Group

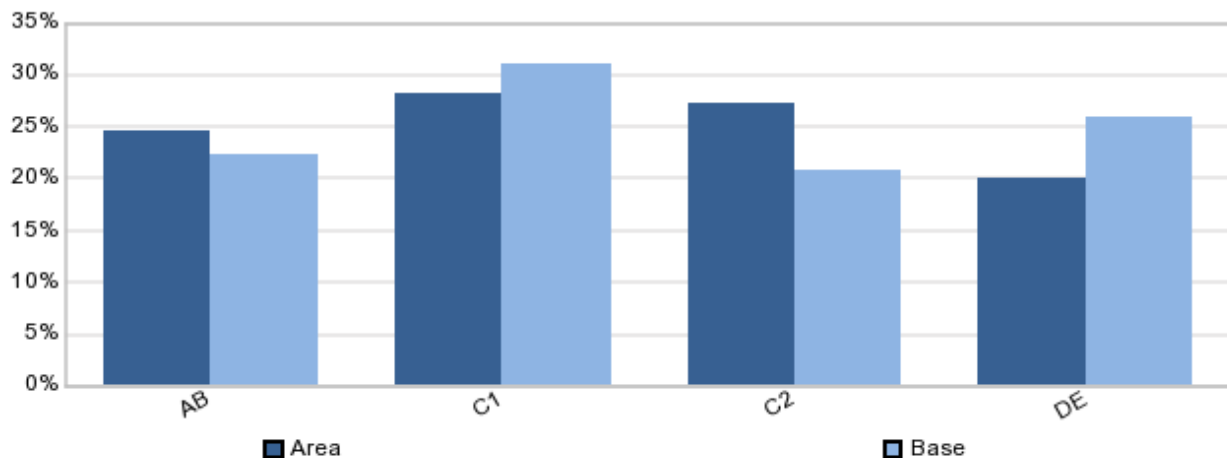
In the study area the largest ethnic group is White taking up 97.71 % of the population with a count of 17,270. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 3, 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	1,262	4,696,968	110
C1 Supervisory, cleric, junior manage/admin/prof	1,449	6,510,031	91
C2 Skilled manual workers	1,395	4,376,339	131
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,033	5,456,469	78

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 1,449 people falling into this group, which is 28.19 % of the overall distribution. The smallest proportion falls into grade DE with a count of 1,033 taking up 20.11 %. When comparing this to the selected base the most over represented grade is C2 with an index\* count of 131, whereas the most under represented group is DE with an index count of 78.

## Understanding the Economic Activity

Economically Active	Area	Base	Index
Employee	6,316	26,483,068	88
Self employed with employees	714	1,127,682	233
Self employed without employees	1,857	3,705,246	185
Unemployed	110	1,161,572	35
Full-time students	275	1,695,620	60

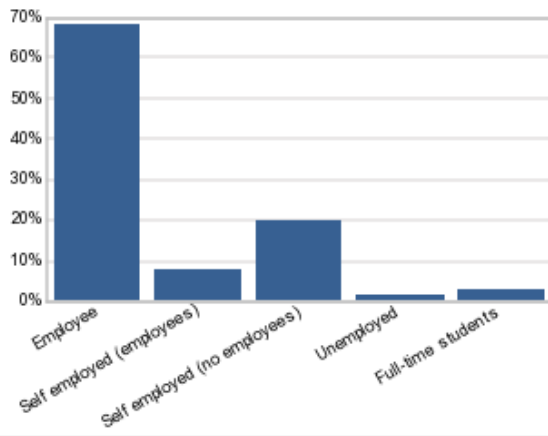
  

Economically Inactive	Area	Base	Index
Retired	2,689	6,618,937	161
Student	370	2,838,201	52
Looking after home/ family	269	2,117,295	50
Permanently sick/ disabled	265	2,168,755	48
Other	154	1,076,085	56

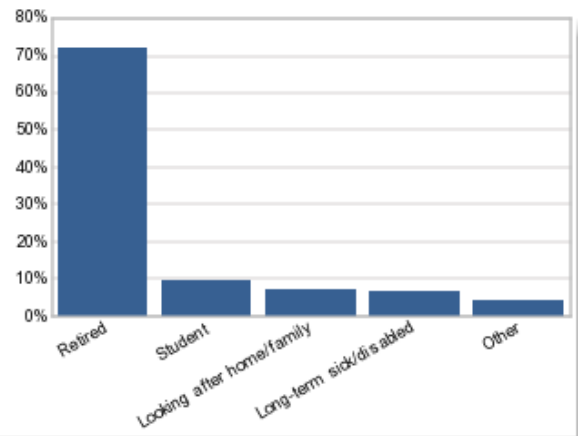
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 48.52 % of the population are employed, this is 6,316 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 0.84 %, 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 233, taking up 5.48 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 2,689 representing 20.66 %. The smallest inactive group is Other with 154 which is 1.18 %. When looking at the index values the group that is most over represented is Retired with an index of 161, representing 20.66 %.

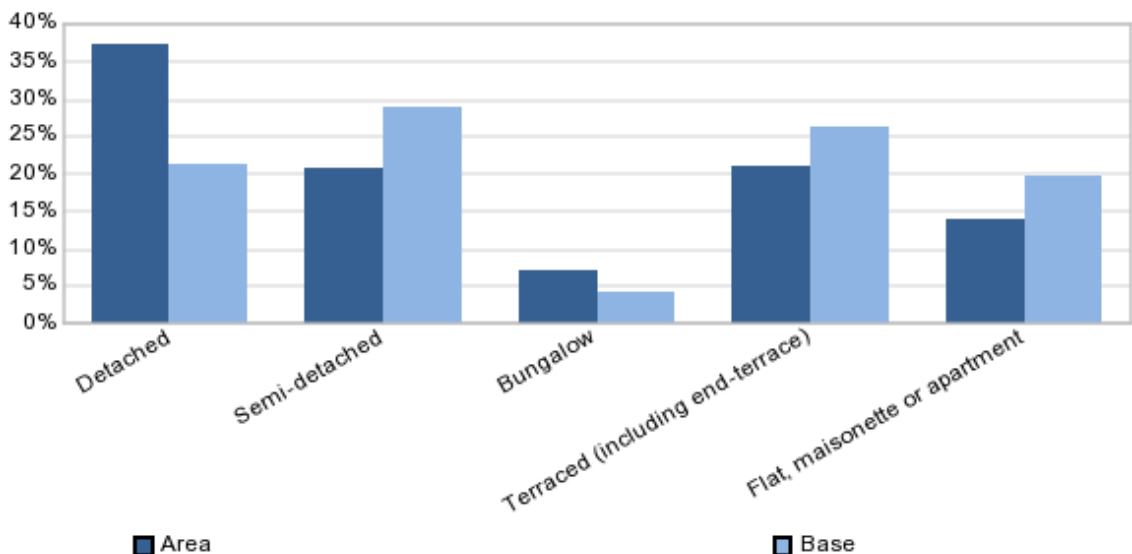
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### Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	2,622	5,385,903	176
Semi-detached	1,468	7,344,686	72
Bungalow	497	1,039,099	173
Terraced (including end-terrace)	1,479	6,699,890	80
Flat, maisonette or apartment	984	5,007,460	71

Source: Experian ConsumerView Household Directory 2019 .

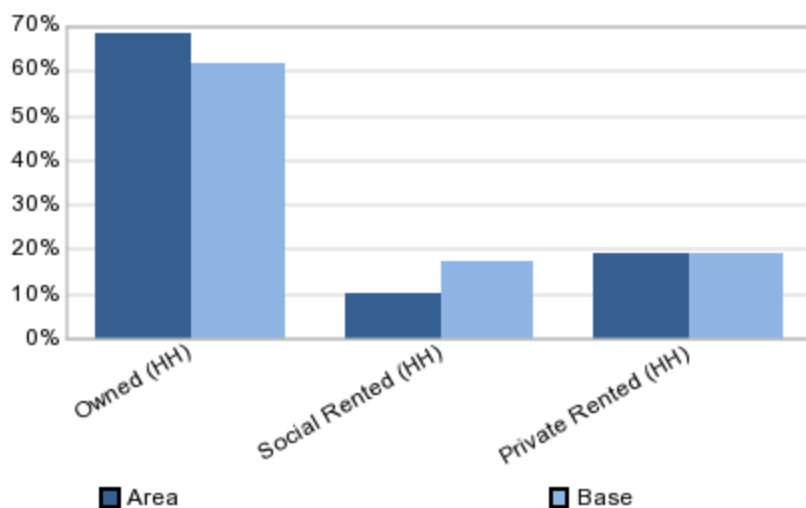
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	5,681	17,543,252	111
Social Rented (HH)	851	4,965,267	59
Private Rented (HH)	1,598	5,470,682	100

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.



1,468 households within your area live in a Semi-detached dwelling, this is 20.82 %. 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 497 households and makes up 7.05 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 176, this makes up 37.19 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 5,681 making up 68.43 %. The smallest amount fall into the Social rented at 10.25 %. When looking at the index figures the most over represented tenure type is Owned with an index of 111, 68.43 % of households fall into this category in the study area.

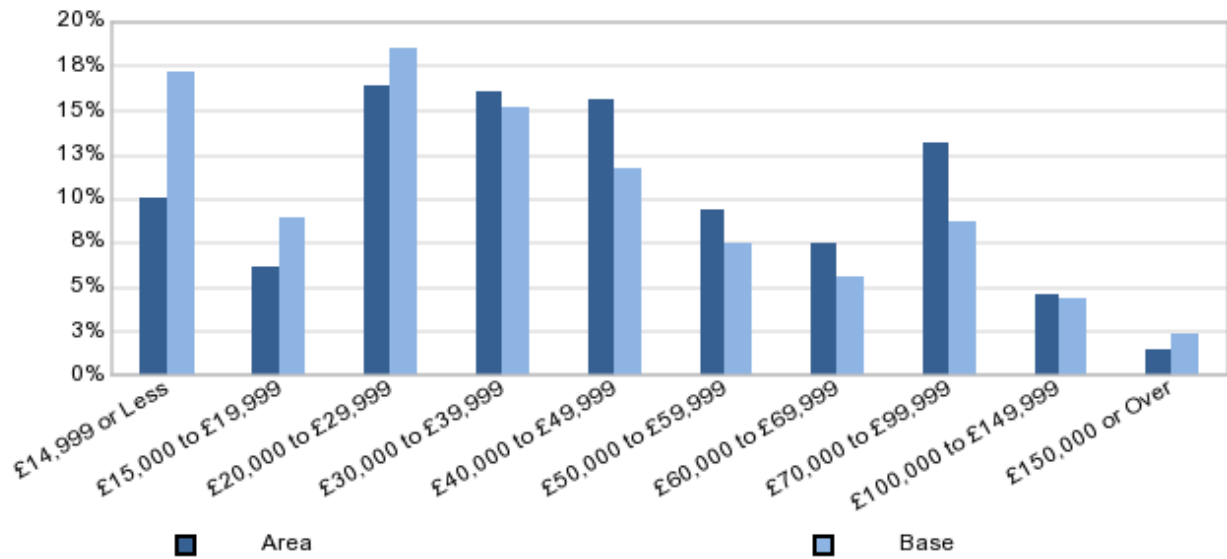
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## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	832	4,889,206	58
£15,000 to £19,999	509	2,538,634	68
£20,000 to £29,999	1,358	5,253,752	88
£30,000 to £39,999	1,332	4,304,210	106
£40,000 to £49,999	1,293	3,318,086	133
£50,000 to £59,999	776	2,106,080	126
£60,000 to £69,999	620	1,573,962	134
£70,000 to £99,999	1,089	2,469,683	151
£100,000 to £149,999	376	1,215,381	106
£150,000 or Over	119	676,196	60

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.



1,341 households within your area have an income of £19,999 or less, this forms 16.15 % of the overall distribution. The smallest count is 119 and these fall into household income band £150,000 or Over making up 1.43 %. 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 13.12 % with an index of 151, the most under represented banding is £14,999 or less with a figure of 58 making up 10.02 % 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.

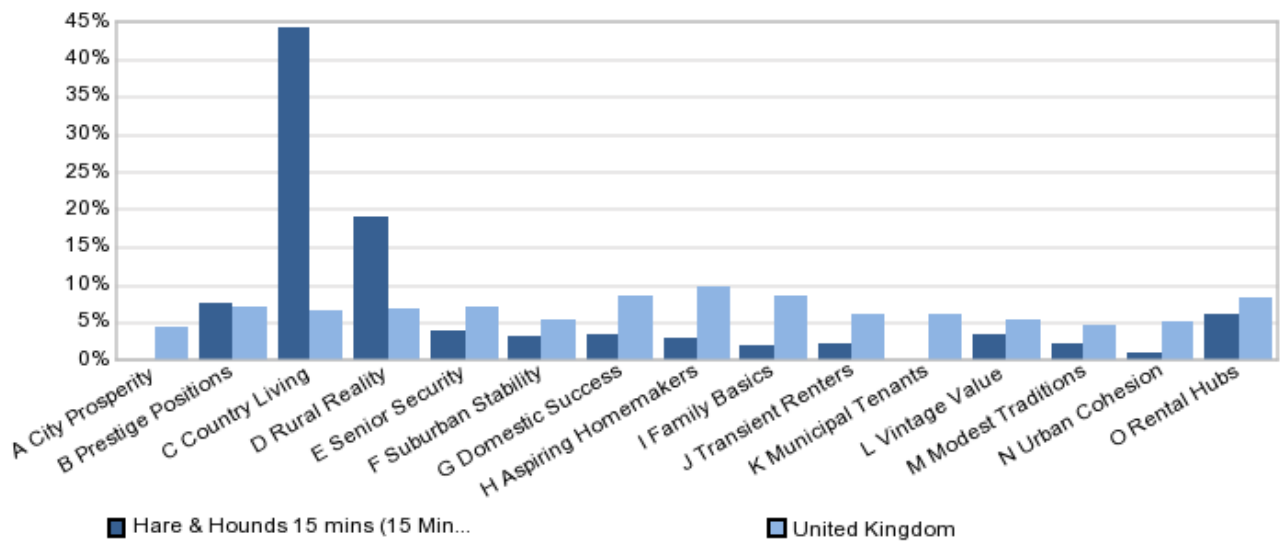
## Understanding the residential profile by Mosaic UK 6

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	-33	100	705
A City Prosperity	0	2,849,374	0			
B Prestige Positions	1,313	4,798,133	104			
C Country Living	7,825	4,432,229	672			
D Rural Reality	3,355	4,656,104	274			
E Senior Security	662	4,767,632	53			
F Suburban Stability	541	3,634,847	57			
G Domestic Success	593	5,770,639	39			
H Aspiring Homemakers	479	6,440,418	28			
I Family Basics	316	5,687,500	21			
J Transient Renters	378	4,160,345	35			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	579	3,692,978	60			
M Modest Traditions	388	3,121,382	47			
N Urban Cohesion	171	3,547,766	18			
O Rental Hubs	1,074	5,518,789	74			
Totals	17,675	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 7,825 representing 44.27 % 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 44.27 % 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 - 44.27 %



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 - 18.98 %



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

### B Prestige Positions - 7.43 %



Established families in large detached homes living upmarket lifestyles.

#### Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking