

Location Analyst

UK



Talbot SY21 7JP 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

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Describing Talbot 0.5 (0.5 Miles) in relation to United Kingdom
 Creation Date: October 8, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,755	28,345,190
Total Population	3,699	67,229,855
Total Males	1,809	33,173,050
Total Females	1,890	34,056,805

The current year estimates show a total resident population of 3,699 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,755 in your area and 28,345,190 in your base selection. This was split by 51.08 % of the population being female and 48.92 % being male in the study area.

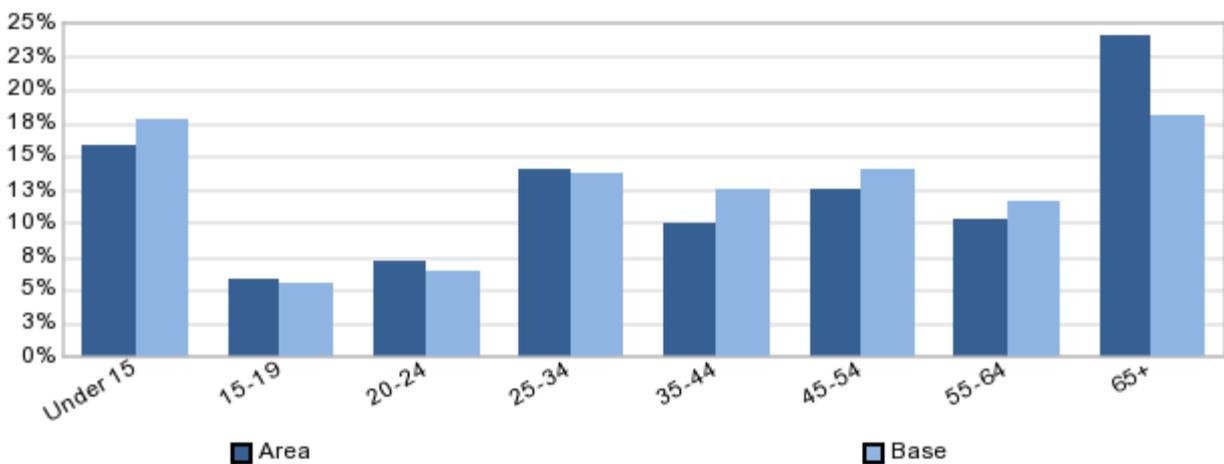
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			77	100	135
Under 15	586	11,991,800	89	■	
15-19	219	3,753,671	106	■	
20-24	267	4,311,089	112	■	
25-34	520	9,174,369	103	■	
35-44	373	8,463,387	80	■	
45-54	463	9,386,423	90	■	
55-64	379	7,914,572	87	■	
65+	894	12,234,544	133	■	

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 894 representing 24.17 % of the study area. The smallest proportion is in age band 15-19 with a count of 219 which represents 5.92 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 133. The band that is most under represented is 35-44 with an index of 80, 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	3,587	58,246,060	112
Gypsy / Traveller / Irish Traveller	29	68,310	779
Mixed / Multiple Ethnic Groups	26	1,367,158	34
Asian / Asian British: Indian	5	1,559,199	6
Asian / Asian British: Pakistani	0	1,239,421	0
Asian / Asian British: Bangladeshi	9	505,406	32
Asian / Asian British: Chinese	4	497,465	15
Asian / Asian British: Other Asian	18	969,724	33
Black / African / Caribbean / Black British	12	2,122,714	10
Other Ethnic Group	10	654,398	27

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:

96.98 % White	86.64 % White
0.79 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.70 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.13 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.24 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.11 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.48 % 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
0.26 % Other Ethnic Group	0.97 % Other Ethnic Group

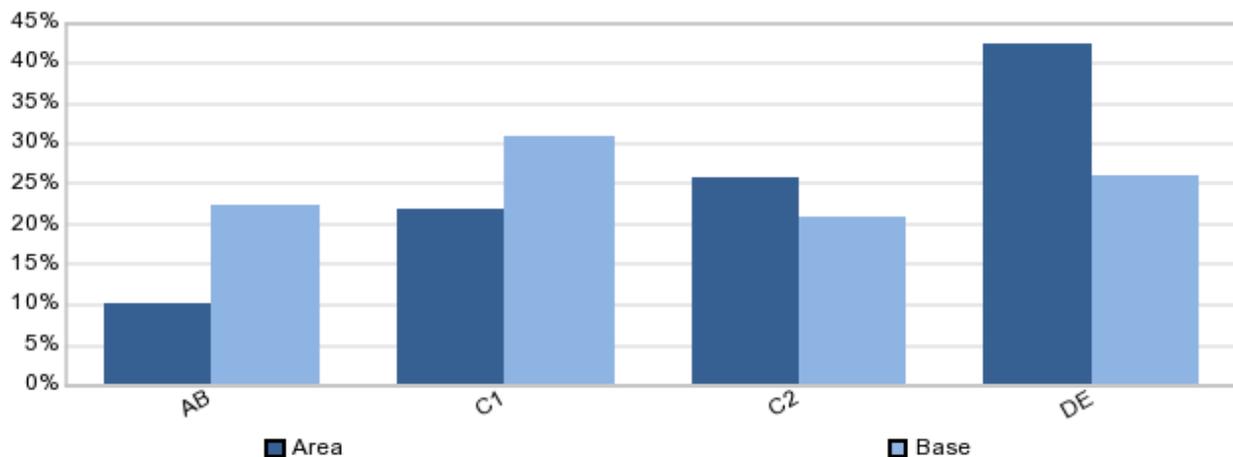
In the study area the largest ethnic group is White taking up 96.98 % of the population with a count of 3,587. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count 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	120	4,696,968	45
C1 Supervisory, cleric, junior manage/admin/prof	258	6,510,031	70
C2 Skilled manual workers	305	4,376,339	124
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	503	5,456,469	164

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 503 people falling into this group, which is 42.44 % of the overall distribution. The smallest proportion falls into grade AB with a count of 120 taking up 10.09 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 164, whereas the most under represented group is AB with an index count of 45.

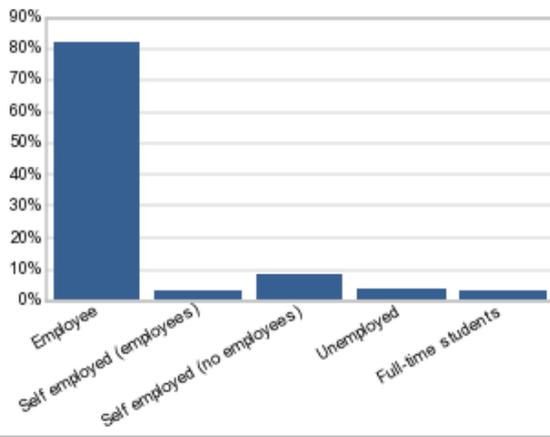
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁵⁷	100	115	
Employee	1,457	26,483,068	106	█		
Self employed with employees	56	1,127,682	95	█		
Self employed without employees	144	3,705,246	75	█		
Unemployed	68	1,161,572	112	█		
Full-time students	53	1,695,620	60	█		
Economically Inactive				47	100	142
Retired	376	6,618,937	107	█		
Student	78	2,838,201	51	█		
Looking after home/ family	122	2,117,295	108	█		
Permanently sick/ disabled	159	2,168,755	138	█		
Other	53	1,076,085	92	█		

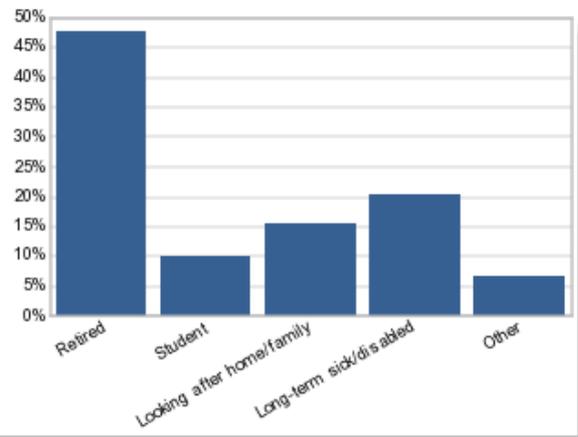
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 56.80 % of the population are employed, this is 1,457 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 Unemployed with an index of 112, taking up 2.65 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 376 representing 14.67 %. The smallest inactive group is Other with 53 which is 2.05 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 108, representing 4.74 %.

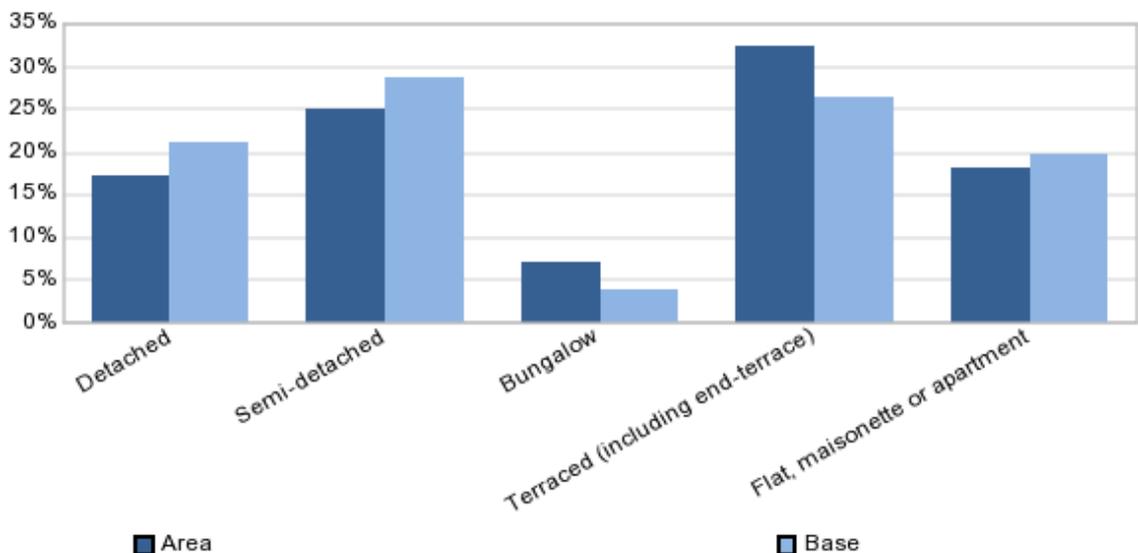
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	254	5,385,903	82
Semi-detached	364	7,344,686	86
Bungalow	105	1,039,099	176
Terraced (including end-terrace)	472	6,699,890	123
Flat, maisonette or apartment	266	5,007,460	93

Source: Experian ConsumerView Household Directory 2019 .

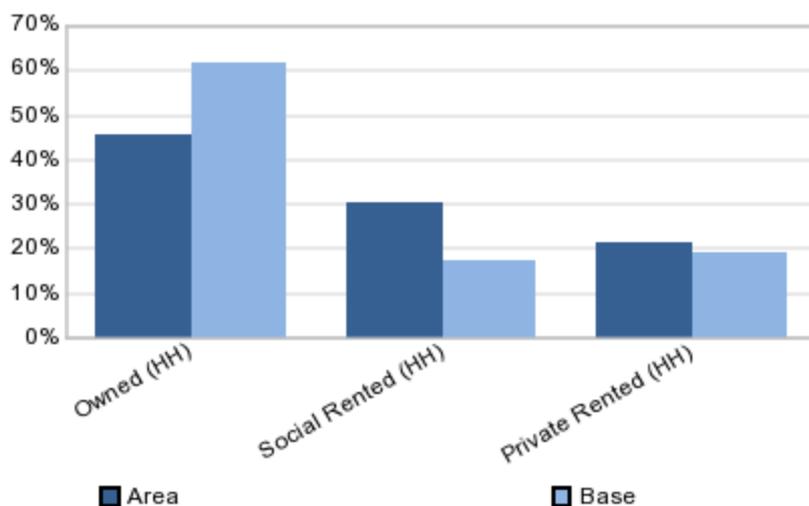
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	802	17,543,252	74
Social Rented (HH)	531	4,965,267	173
Private Rented (HH)	380	5,470,682	112

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.



364 households within your area live in a Semi-detached dwelling, this is 24.93 %. 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 105 households and makes up 7.16 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 176, this makes up 7.16 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 802 making up 45.72 %. The smallest amount fall into the Private rented at 21.68 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 173, 30.28 % of households fall into this category in the study area.

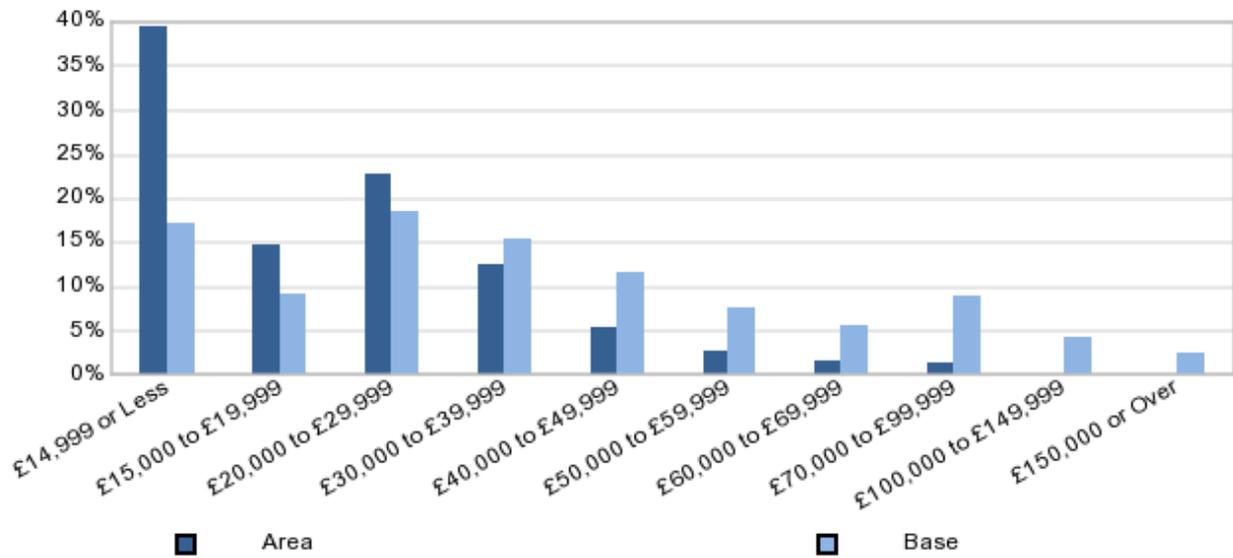
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	690	4,889,206	228
£15,000 to £19,999	256	2,538,634	163
£20,000 to £29,999	400	5,253,752	123
£30,000 to £39,999	221	4,304,210	83
£40,000 to £49,999	93	3,318,086	45
£50,000 to £59,999	46	2,106,080	35
£60,000 to £69,999	27	1,573,962	28
£70,000 to £99,999	21	2,469,683	14
£100,000 to £149,999	1	1,215,381	2
£150,000 or Over	0	676,196	0

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.



946 households within your area have an income of £19,999 or less, this forms 53.89 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. 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 39.31 % with an index of 228, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.00 % 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.

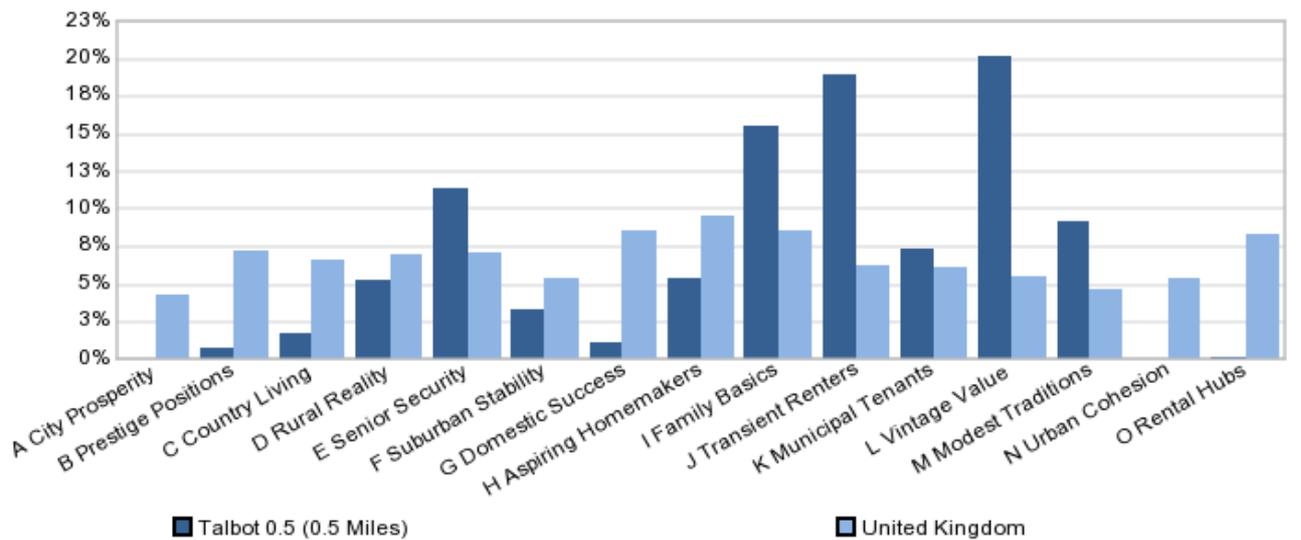
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	27	4,798,133	10
C Country Living	63	4,432,229	26
D Rural Reality	190	4,656,104	74
E Senior Security	417	4,767,632	159
F Suburban Stability	122	3,634,847	61
G Domestic Success	38	5,770,639	12
H Aspiring Homemakers	201	6,440,418	57
I Family Basics	577	5,687,500	184
J Transient Renters	700	4,160,345	306
K Municipal Tenants	271	4,149,642	119
L Vintage Value	744	3,692,978	366
M Modest Traditions	342	3,121,382	199
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	6	5,518,789	2
Totals	3,699	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 L Vintage Value with a count of 744 representing 20.11 % of the overall distribution, in comparison to the base where 5.49 % 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 L Vintage Value taking up 20.11 % 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

L Vintage Value - 20.11 %



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

J Transient Renters - 18.94 %



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

I Family Basics - 15.60 %



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