Wheatsheaf Inn-Manchester, Demog report, 0.5 miles

Understanding Demographics

12 October, 2020

Contents

Describing Wheatsheaf Inn (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	3,295	28,345,190
Total Population	7,628	67,229,855
Total Males	3,736	33,173,050
Total Females	3,892	34,056,805

The current year estimates show a total resident population of 7,628 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,295 in your area and 28,345,190 in your base selection. This was split by 51.02 % of the population being female and 48.98 % 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	
				82 100 109
Under 15	1,470	11,991,800	108	
15-19	461	3,753,671	108	
20-24	457	4,311,089	93	
25-34	1,108	9,174,369	106	
35-44	1,011	8,463,387	105	
45-54	1,073	9,386,423	101	
55-64	882	7,914,572	98	
65+	1,166	12,234,544	84	

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.
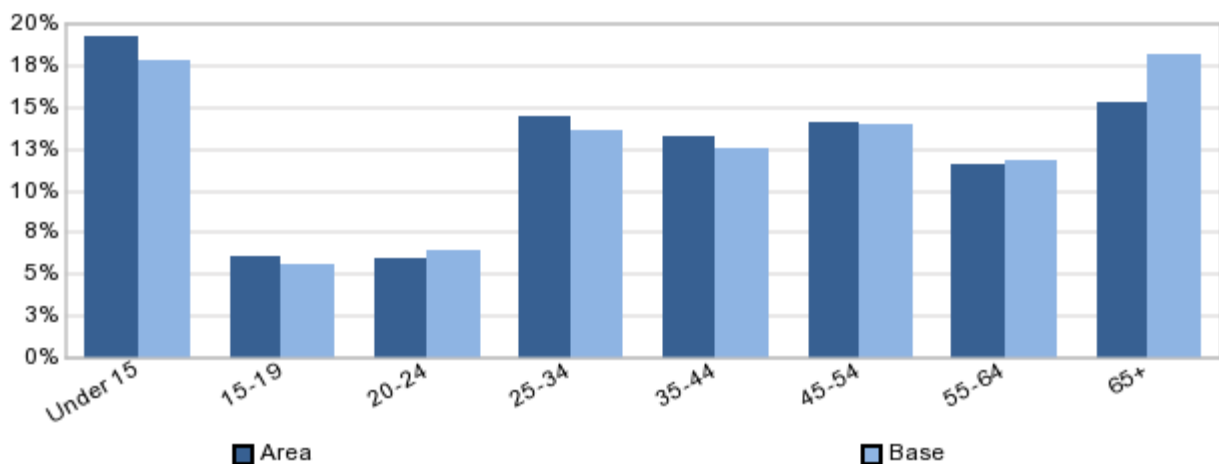
The highest proportion fall into age band Under 15 with a count of 1,470 representing 19.27 % of the study area. The smallest proportion is in age band 20-24 with a count of 457 which represents 5.99 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 108. The band that is most under represented is 65+ with an index of 84, 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		
				4	113
White	7,201	58,246,060	109		
Gypsy / Traveller / Irish Traveller	1	68,310	13		
Mixed / Multiple Ethnic Groups	134	1,367,158	86		
Asian / Asian British: Indian	18	1,559,199	10		
Asian / Asian British: Pakistani	97	1,239,421	69		
Asian / Asian British: Bangladeshi	34	505,406	59		
Asian / Asian British: Chinese	27	497,465	47		
Asian / Asian British: Other Asian	36	969,724	33		
Black / African / Caribbean / Black British	74	2,122,714	31		
Other Ethnic Group	7	654,398	9		

Source: Experian Current Year Estimates based on ONS Census Data (2018).
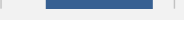
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

The ONS data shows the ethnic make up of your area is as follows:

94.40 % White
0.01 % Gypsy / Traveller / Irish Traveller
1.76 % Mixed / Multiple Ethnic Groups
0.24 % Asian / Asian British: Indian
1.27 % Asian / Asian British: Pakistani
0.45 % Asian / Asian British: Bangladeshi
0.35 % Asian / Asian British: Chinese
0.47 % Asian / Asian British: Other Asian
0.97 % Black / African / Caribbean / Black British
0.09 % 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 94.40 % of the population with a count of 7,201. 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 1, 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		
			41	100	132
AB Higher & intermediate manage/admin/prof	259	4,696,968	46		
C1 Supervisory, cleric, junior manage/admin/prof	836	6,510,031	107		
C2 Skilled manual workers	673	4,376,339	128		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	758	5,456,469	116		

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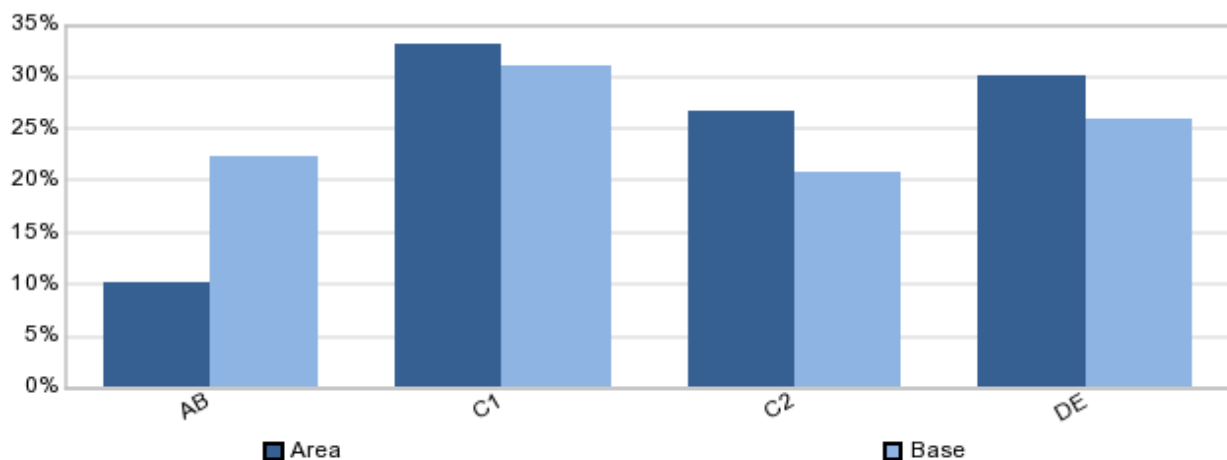
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 836 people falling into this group, which is 33.10 % of the overall distribution. The smallest proportion falls into grade AB with a count of 259 taking up 10.26 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 128, whereas the most under represented group is AB with an index count of 46.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 60	100 109
Employee	3,316	26,483,068	107	
Self employed with employees	83	1,127,682	63	
Self employed without employees	311	3,705,246	72	
Unemployed	123	1,161,572	91	
Full-time students	172	1,695,620	87	
Economically Inactive			75 100	140
Retired	720	6,618,937	102	
Student	237	2,838,201	79	
Looking after home/ family	188	2,117,295	83	
Permanently sick/ disabled	317	2,168,755	137	
Other	114	1,076,085	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.

Economically Active - % by Category
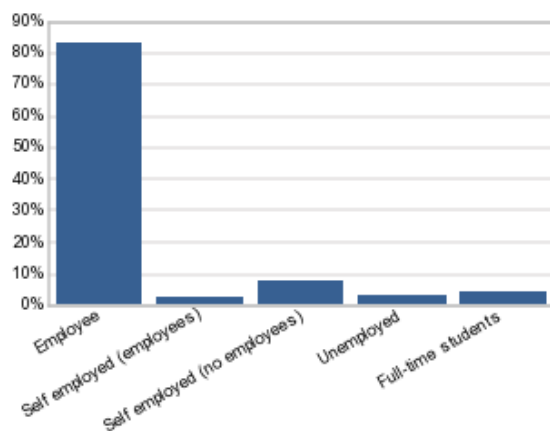
Economically Inactive - % by Category
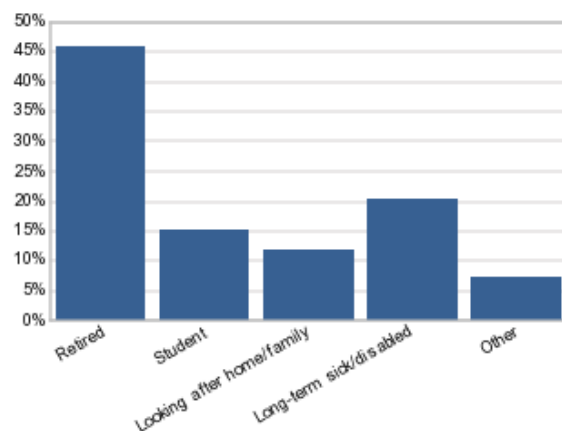
Economic activity within the study area shows that 59.42 % of the population are employed, this is 3,316 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.48 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 107, taking up 59.42 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 720 representing 12.90 %. The smallest inactive group is Other with 114 which is 2.05 %. When looking at the index values the group that is most over represented is Retired with an index of 102, representing 12.90 %.

*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	1	100	212
Detached	68	5,385,903	11			
Semi-detached	1,037	7,344,686	121			
Bungalow	118	1,039,099	97			
Terraced (including end-terrace)	1,587	6,699,890	203			
Flat, maisonette or apartment	163	5,007,460	28			

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.
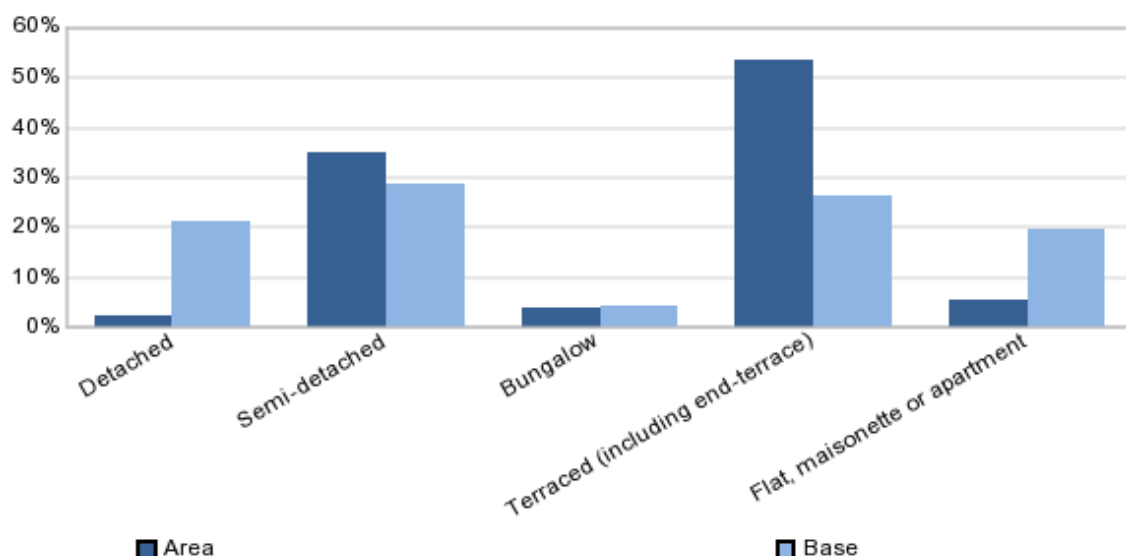
Tenure	Area	Base	Index 88		100	105
Owned (HH)	2,144	17,543,252	105			
Social Rented (HH)	517	4,965,267	90			
Private Rented (HH)	600	5,470,682	94			

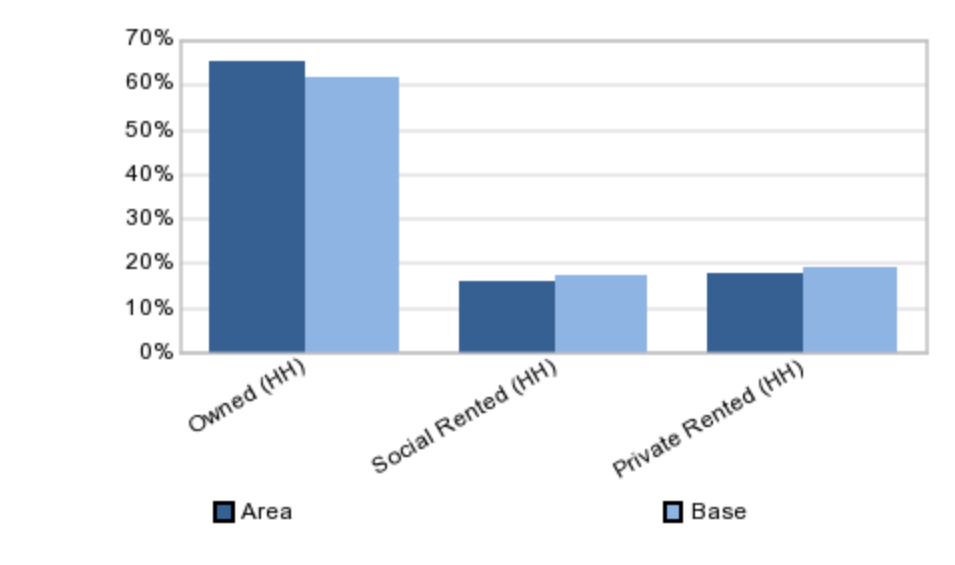Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

1,037 households within your area live in a Semi-detached dwelling, this is 34.89 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 68 households and makes up 2.29 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 203, this makes up 53.37 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,144 making up 65.06 %. The smallest amount fall into the Social rented at 15.70 %. When looking at the index figures the most over represented tenure type is Owned with an index of 105, 65.06 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index -8		100	174
£14,999 or Less	797	4,889,206	140			
£15,000 to £19,999	394	2,538,634	133			
£20,000 to £29,999	1,011	5,253,752	166			
£30,000 to £39,999	686	4,304,210	137			
£40,000 to £49,999	325	3,318,086	84			
£50,000 to £59,999	67	2,106,080	27			
£60,000 to £69,999	11	1,573,962	6			
£70,000 to £99,999	3	2,469,683	1			
£100,000 to £149,999	0	1,215,381	0			
£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.

Legend: ■ Area   □ Base
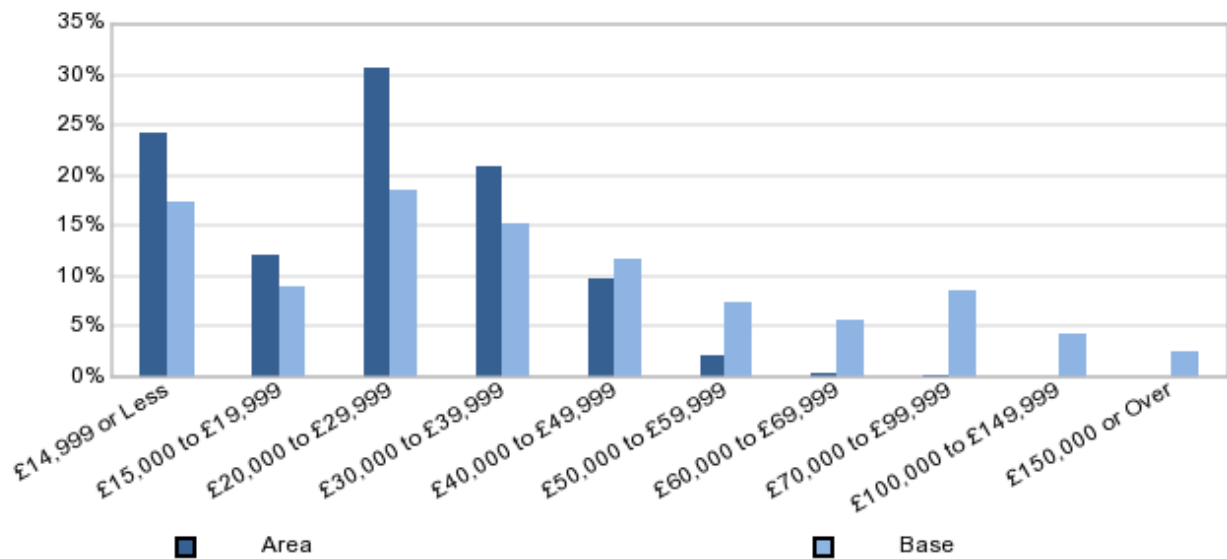
1,191 households within your area have an income of £19,999 or less, this forms 36.14 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 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 £20,000 to £29,999 is over represented making up 30.70 % with an index of 166, 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	-23	100	493
A City Prosperity	0	2,849,374	0			
B Prestige Positions	0	4,798,133	0			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	794	4,767,632	147			
F Suburban Stability	277	3,634,847	67			
G Domestic Success	0	5,770,639	0			
H Aspiring Homemakers	1,224	6,440,418	168			
I Family Basics	1,268	5,687,500	196			
J Transient Renters	1,448	4,160,345	307			
K Municipal Tenants	25	4,149,642	5			
L Vintage Value	927	3,692,978	221			
M Modest Traditions	1,665	3,121,382	470			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	7,628	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.
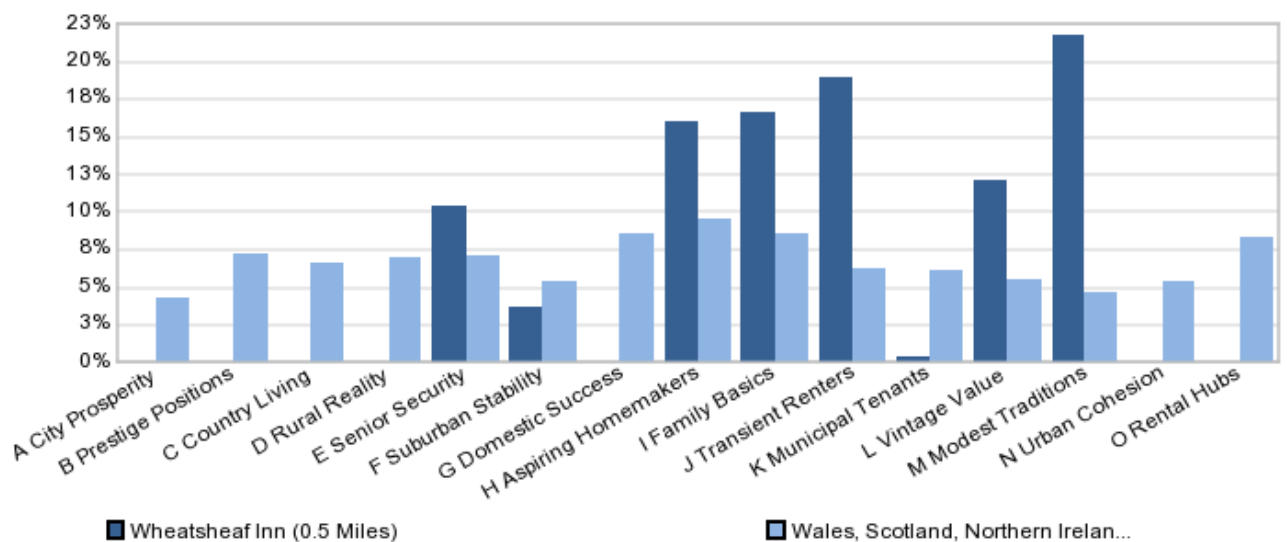
The largest group is M Modest Traditions with a count of 1,665 representing 21.83 % of the overall distribution, in comparison to the base where 4.64 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is M Modest Traditions taking up 21.83 % 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

M Modest Traditions - 21.83 %

Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

J Transient Renters - 18.98 %

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 - 16.62 %

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