Location Analyst UK

Bailey Abergavenny Demog Report 0.5 Miles

Understanding Demographics

06 October, 2020

Contents

Describing Bailey Abergavenny 0.5 Miles (0.5 Miles) in relation to United Kingdom
Creation Date: October 6, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,702	28,345,190
Total Population	5,623	67,229,855
Total Males	2,616	33,173,050
Total Females	3,007	34,056,805

The current year estimates show a total resident population of 5,623 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,702 in your area and 28,345,190 in your base selection. This was split by 53.48 % of the population being female and 46.52 % being male in the study area.
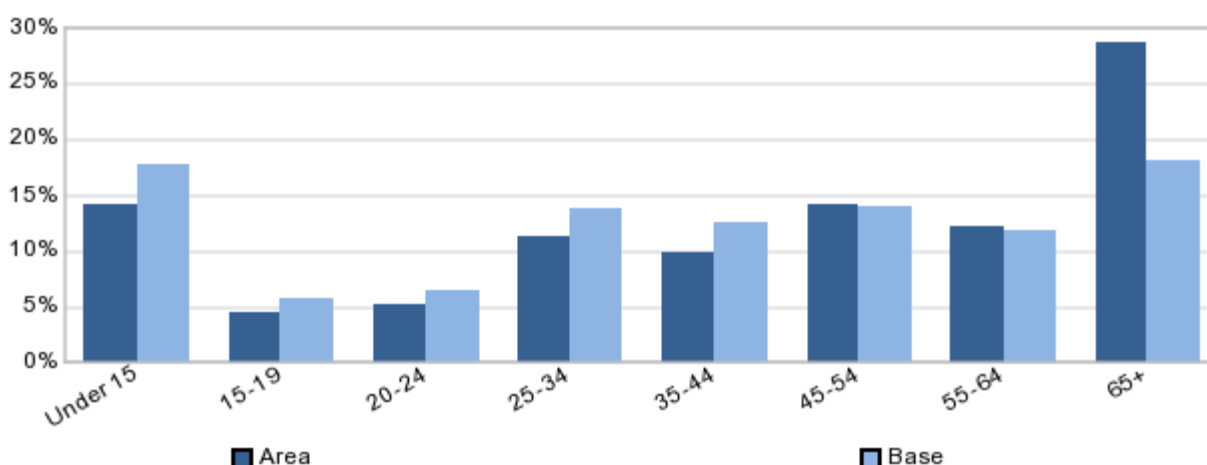
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	74	100	162
Under 15	802	11,991,800	80			
15-19	251	3,753,671	80			
20-24	289	4,311,089	80			
25-34	638	9,174,369	83			
35-44	550	8,463,387	78			
45-54	799	9,386,423	102			
55-64	682	7,914,572	103			
65+	1,613	12,234,544	158			

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 1,613 representing 28.68 % of the study area. The smallest proportion is in age band 15-19 with a count of 251 which represents 4.47 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 158. The band that is most under represented is 35-44 with an index of 78, 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	
				0 100 116
White	5,417	58,246,060	111	
Gypsy / Traveller / Irish Traveller	1	68,310	18	
Mixed / Multiple Ethnic Groups	61	1,367,158	53	
Asian / Asian British: Indian	31	1,559,199	24	
Asian / Asian British: Pakistani	2	1,239,421	2	
Asian / Asian British: Bangladeshi	1	505,406	2	
Asian / Asian British: Chinese	8	497,465	19	
Asian / Asian British: Other Asian	68	969,724	83	
Black / African / Caribbean / Black British	25	2,122,714	14	
Other Ethnic Group	11	654,398	19	

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:

96.33 % White
0.02 % Gypsy / Traveller / Irish Traveller
1.08 % Mixed / Multiple Ethnic Groups
0.55 % Asian / Asian British: Indian
0.03 % Asian / Asian British: Pakistani
0.01 % Asian / Asian British: Bangladeshi
0.14 % Asian / Asian British: Chinese
1.20 % Asian / Asian British: Other Asian
0.45 % Black / African / Caribbean / Black British
0.19 % 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
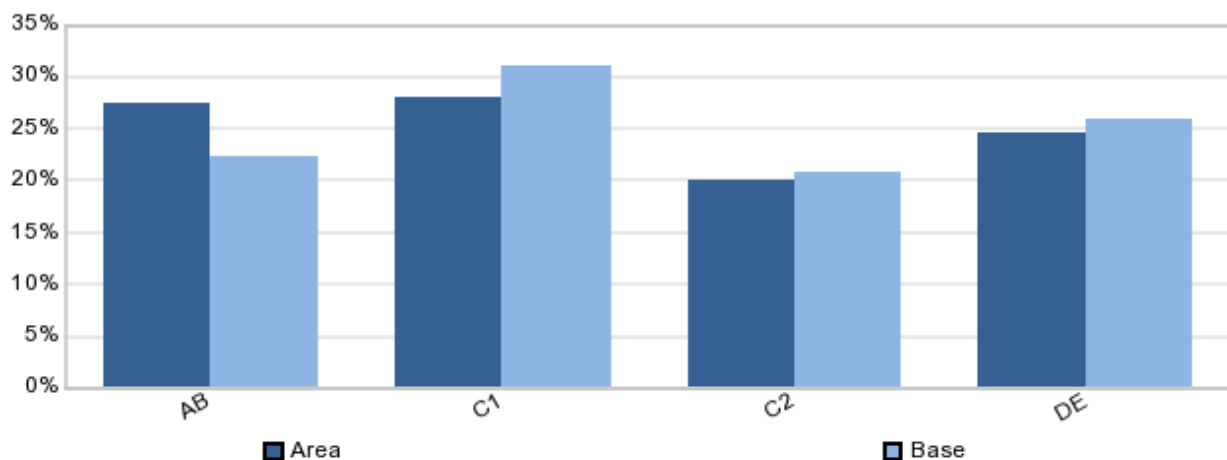0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 96.33 % of the population with a count of 5,417. 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: Bangladeshi 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	
			88 100 124	
AB Higher & intermediate manage/admin/prof	483	4,696,968	123	
C1 Supervisory, cleric, junior manage/admin/prof	494	6,510,031	90	
C2 Skilled manual workers	354	4,376,339	97	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	433	5,456,469	95	

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 494 people falling into this group, which is 27.99 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 354 taking up 20.07 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 123, whereas the most under represented group is C1 with an index count of 90.
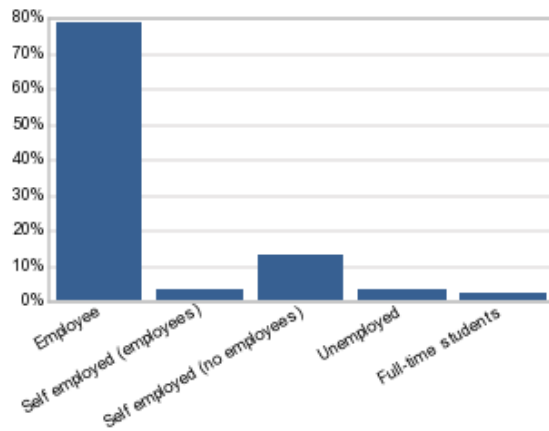
Understanding the Economic Activity

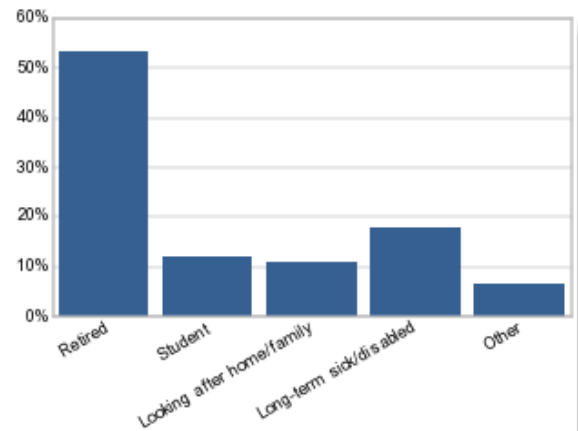| Economically Active	Area	Base	Index 33	100 121
Employee	2,016	26,483,068	101	
Self employed with employees	89	1,127,682	105	
Self employed without employees	328	3,705,246	118	
Unemployed	87	1,161,572	100	
Full-time students	48	1,695,620	38	
Economically Inactive			58	100 124
Retired	706	6,618,937	119	
Student	156	2,838,201	61	
Looking after home/ family	143	2,117,295	75	
Permanently sick/ disabled	236	2,168,755	121	
Other	88	1,076,085	91	

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 51.74 % of the population are employed, this is 2,016 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 1.23 %, compare this to the selected base where this group represents 3.46 %. When analysing index* values the most over represented group is Self employed without employees with an index of 118, taking up 8.41 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 706 representing 18.12 %. The smallest inactive group is Other with 88 which is 2.26 %. When looking at the index values the group that is most over represented is Retired with an index of 119, representing 18.12 %.
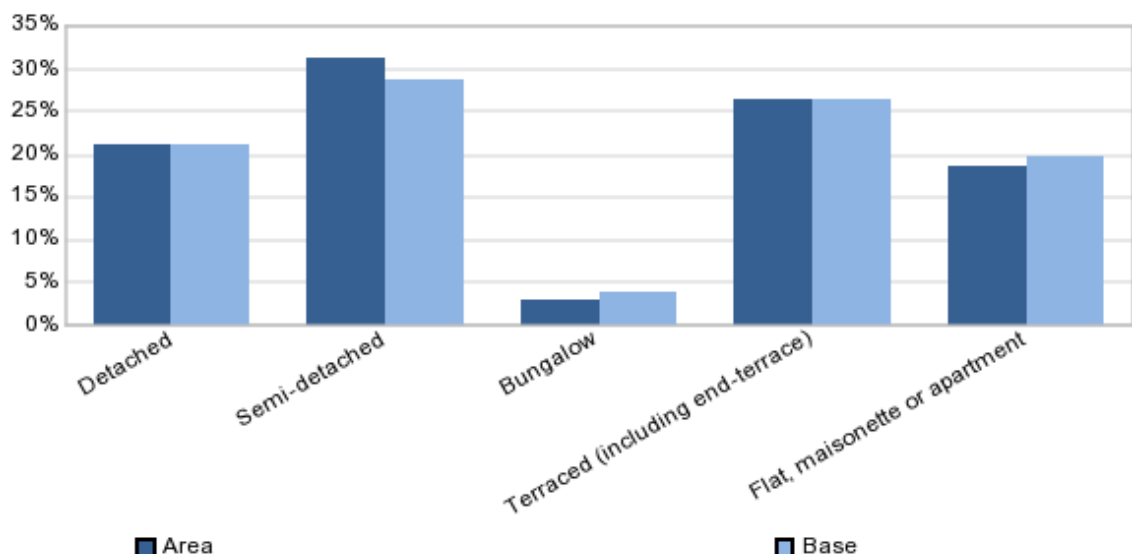
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	71	100	109
Detached	518	5,385,903	99			
Semi-detached	769	7,344,686	108			
Bungalow	73	1,039,099	73			
Terraced (including end-terrace)	651	6,699,890	100			
Flat, maisonette or apartment	457	5,007,460	94			

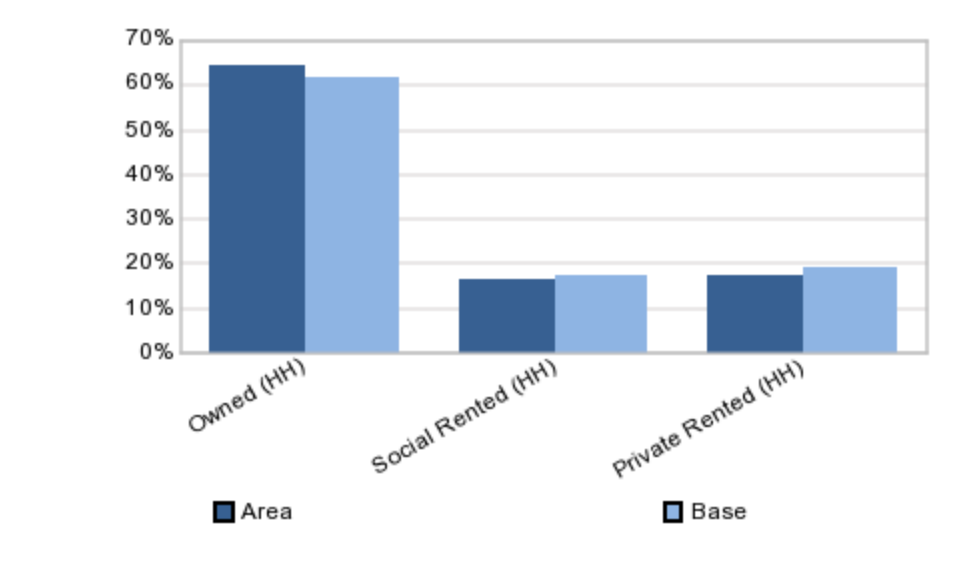Source: Experian ConsumerView Household Directory 2019 .

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 89		100	104
Owned (HH)	1,738	17,543,252	104			
Social Rented (HH)	457	4,965,267	97			
Private Rented (HH)	473	5,470,682	91			

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.

769 households within your area live in a Semi-detached dwelling, this is 31.15 %. 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 73 households and makes up 2.97 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 108, this makes up 31.15 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,738 making up 64.31 %. The smallest amount fall into the Social rented at 16.93 %. When looking at the index figures the most over represented tenure type is Owned with an index of 104, 64.31 % of households fall into this category in the study area.
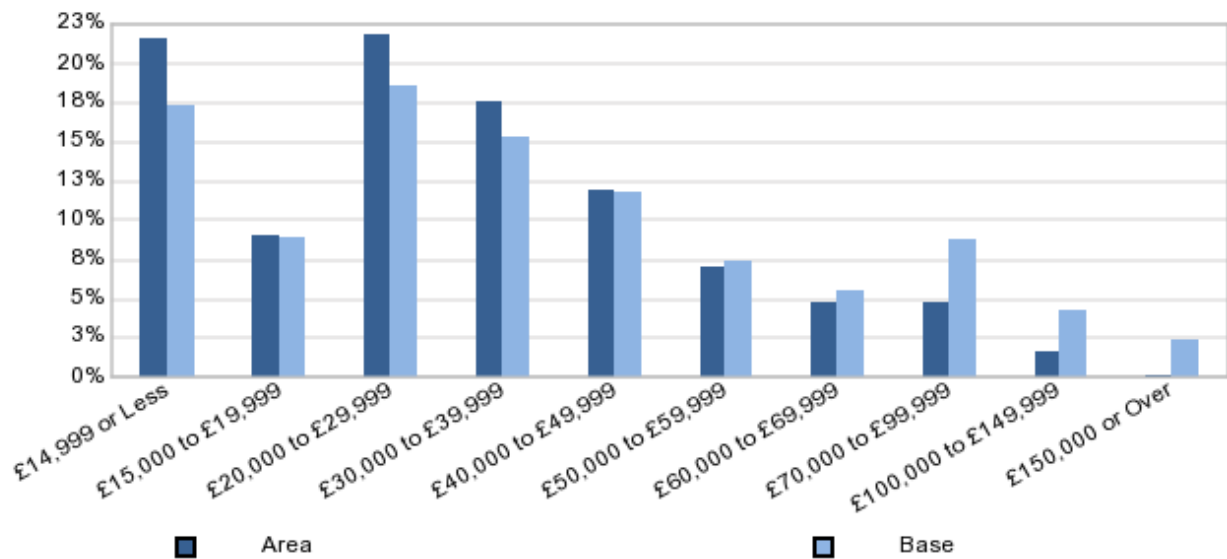
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index 1		100	130
£14,999 or Less	582	4,889,206	125			
£15,000 to £19,999	245	2,538,634	101			
£20,000 to £29,999	589	5,253,752	118			
£30,000 to £39,999	475	4,304,210	116			
£40,000 to £49,999	320	3,318,086	101			
£50,000 to £59,999	190	2,106,080	95			
£60,000 to £69,999	128	1,573,962	85			
£70,000 to £99,999	126	2,469,683	54			
£100,000 to £149,999	42	1,215,381	36			
£150,000 or Over	4	676,196	7			

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.

828 households within your area have an income of £19,999 or less, this forms 30.63 % of the overall distribution. The smallest count is 4 and these fall into household income band £150,000 or Over making up 0.16 %. 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 21.54 % with an index of 125, the most under represented banding is £150,000 or Over with a figure of 7 making up 0.16 % 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.
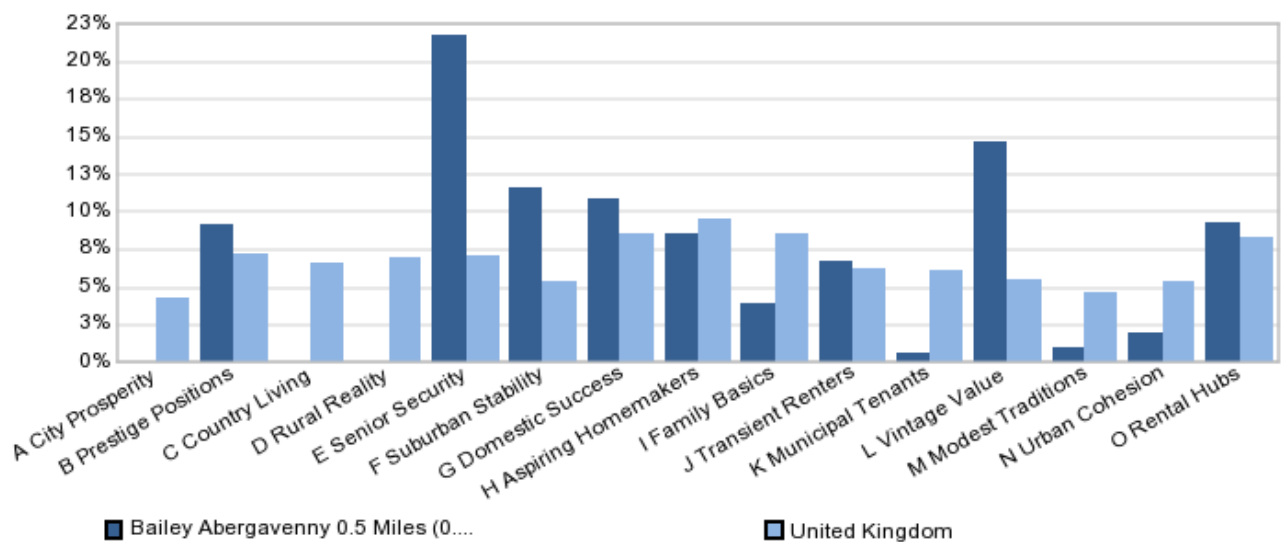
Understanding the residential profile by Mosaic UK 6

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	517	4,798,133	129
	C Country Living	1	4,432,229	0
	D Rural Reality	1	4,656,104	0
	E Senior Security	1,227	4,767,632	308
	F Suburban Stability	650	3,634,847	214
	G Domestic Success	607	5,770,639	126
	H Aspiring Homemakers	486	6,440,418	90
	I Family Basics	219	5,687,500	46
	J Transient Renters	378	4,160,345	109
	K Municipal Tenants	36	4,149,642	10
	L Vintage Value	819	3,692,978	265
	M Modest Traditions	54	3,121,382	21
	N Urban Cohesion	106	3,547,766	36
	O Rental Hubs	522	5,518,789	113
	Totals	5,623	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 E Senior Security with a count of 1,227 representing 21.82 % of the overall distribution, in comparison to the base where 7.09 % 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 E Senior Security taking up 21.82 % 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

E Senior Security - 21.82 %

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

L Vintage Value - 14.57 %

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

F Suburban Stability - 11.55 %

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