

Location Analyst

UK



# Bull Inn Malpas Demog Report 15 Mins

## Understanding Demographics

07 October, 2020

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Describing Bull Inn Malpas 15 Mins (15 Minutes) in relation to United Kingdom  
 Creation Date: October 7, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	7,891	28,345,190
Total Population	18,659	67,229,855
Total Males	9,246	33,173,050
Total Females	9,413	34,056,805

The current year estimates show a total resident population of 18,659 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 7,891 in your area and 28,345,190 in your base selection. This was split by 50.45 % of the population being female and 49.55 % being male in the study area.

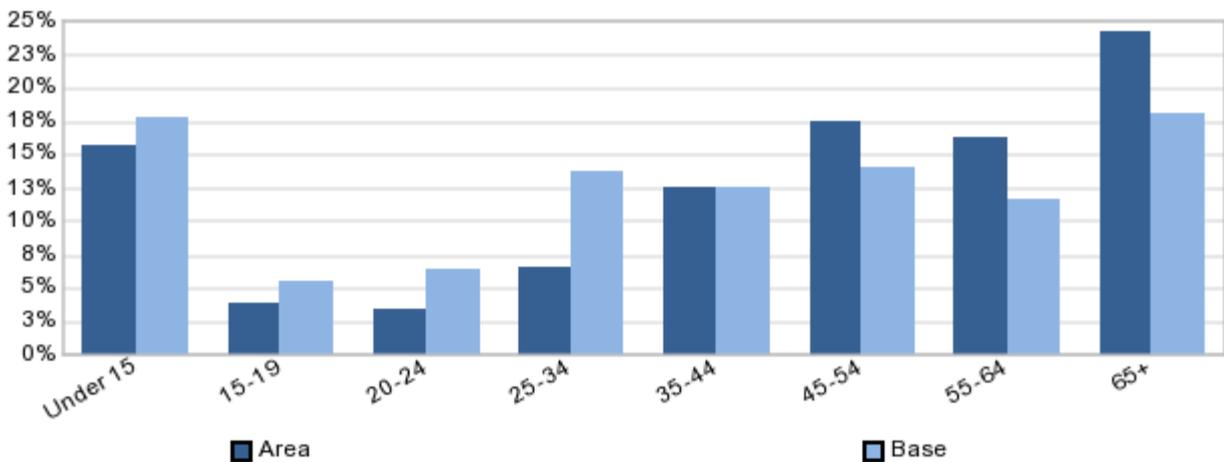
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	2,929	11,991,800	88
15-19	720	3,753,671	69
20-24	632	4,311,089	53
25-34	1,228	9,174,369	48
35-44	2,337	8,463,387	99
45-54	3,242	9,386,423	124
55-64	3,047	7,914,572	139
65+	4,524	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 4,524 representing 24.25 % of the study area. The smallest proportion is in age band 20-24 with a count of 632 which represents 3.39 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 139. The band that is most under represented is 25-34 with an index of 48, 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	18,409	58,246,060	114
Gypsy / Traveller / Irish Traveller	5	68,310	29
Mixed / Multiple Ethnic Groups	85	1,367,158	22
Asian / Asian British: Indian	32	1,559,199	7
Asian / Asian British: Pakistani	12	1,239,421	3
Asian / Asian British: Bangladeshi	13	505,406	10
Asian / Asian British: Chinese	26	497,465	19
Asian / Asian British: Other Asian	25	969,724	9
Black / African / Caribbean / Black British	27	2,122,714	4
Other Ethnic Group	25	654,398	14

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:

98.66 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.46 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.17 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.06 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.07 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.14 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.14 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.14 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.13 % Other Ethnic Group	0.97 % Other Ethnic Group

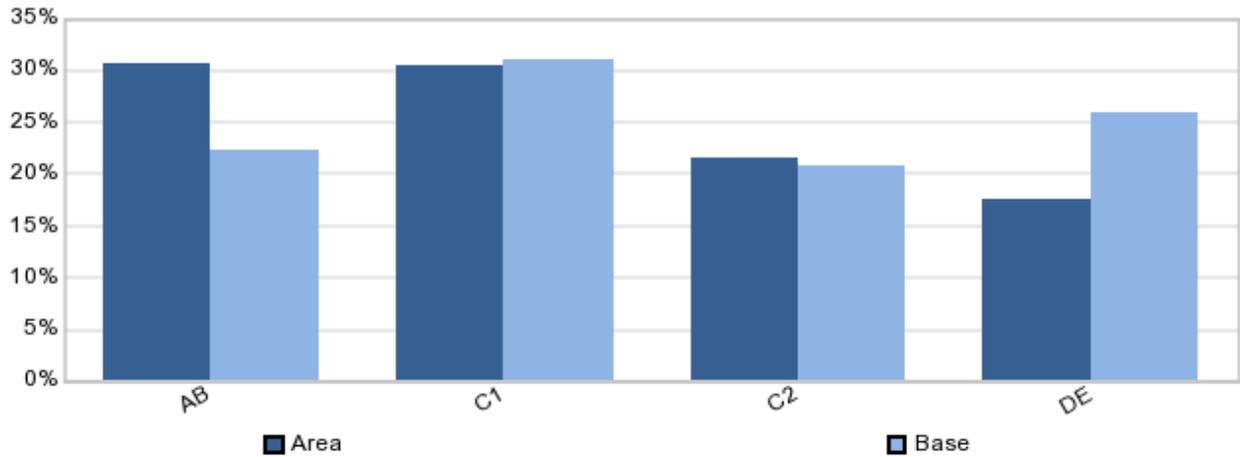
In the study area the largest ethnic group is White taking up 98.66 % of the population with a count of 18,409. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 5, 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	1,636	4,696,968	137
C1 Supervisory, cleric, junior manage/admin/prof	1,619	6,510,031	98
C2 Skilled manual workers	1,143	4,376,339	103
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	936	5,456,469	68

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 AB forms the largest proportion with 1,636 people falling into this group, which is 30.67 % of the overall distribution. The smallest proportion falls into grade DE with a count of 936 taking up 17.54 %. When comparing this to the selected base the most over represented grade is AB with an index\* count of 137, whereas the most under represented group is DE with an index count of 68.

## Understanding the Economic Activity

Economically Active	Area	Base	Index
Employee	7,332	26,483,068	95
Self employed with employees	658	1,127,682	201
Self employed without employees	1,456	3,705,246	135
Unemployed	148	1,161,572	44
Full-time students	336	1,695,620	68

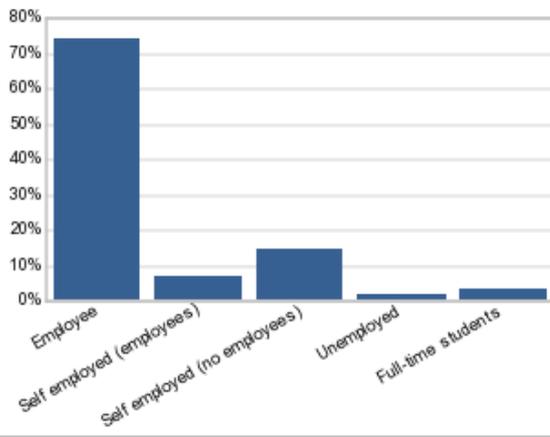
  

Economically Inactive	Area	Base	Index
Retired	2,418	6,618,937	144
Student	471	2,838,201	65
Looking after home/ family	429	2,117,295	80
Permanently sick/ disabled	295	2,168,755	53
Other	156	1,076,085	57

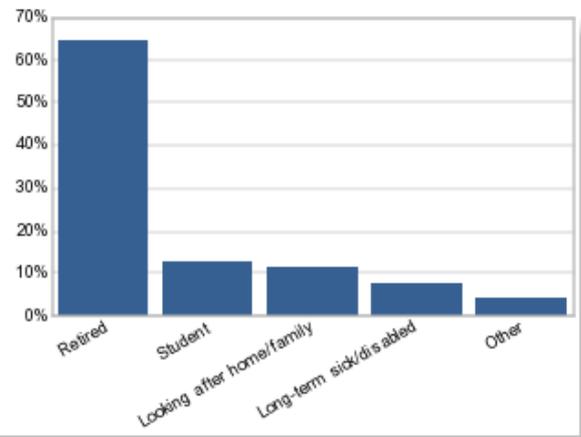
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 53.53 % of the population are employed, this is 7,332 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.08 %, 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 201, taking up 4.80 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 2,418 representing 17.66 %. The smallest inactive group is Other with 156 which is 1.14 %. When looking at the index values the group that is most over represented is Retired with an index of 144, representing 17.66 %.

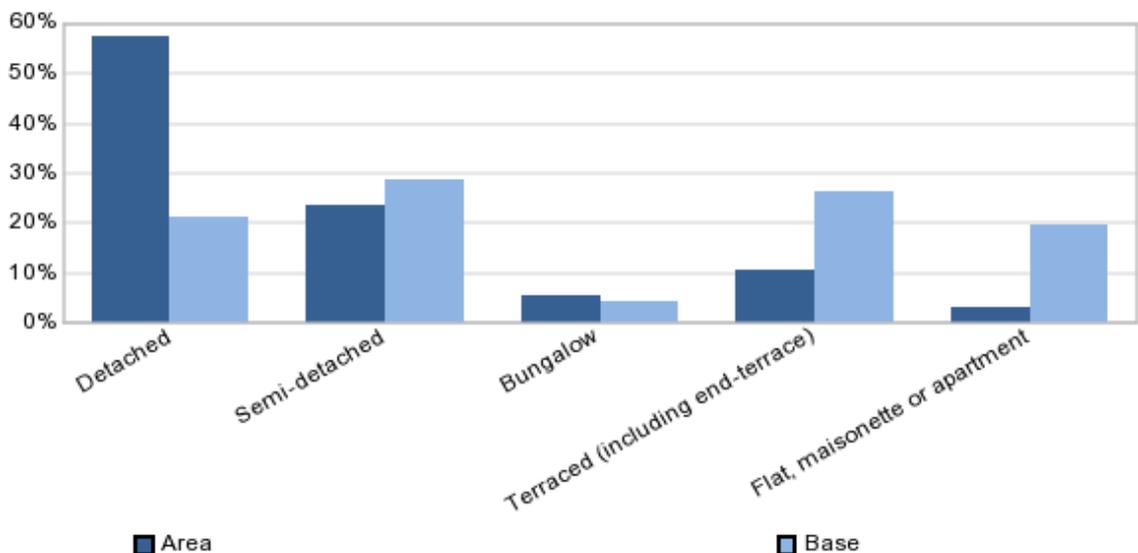
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### Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	4,002	5,385,903	271
Semi-detached	1,653	7,344,686	82
Bungalow	375	1,039,099	132
Terraced (including end-terrace)	739	6,699,890	40
Flat, maisonette or apartment	225	5,007,460	16

Source: Experian ConsumerView Household Directory 2019 .

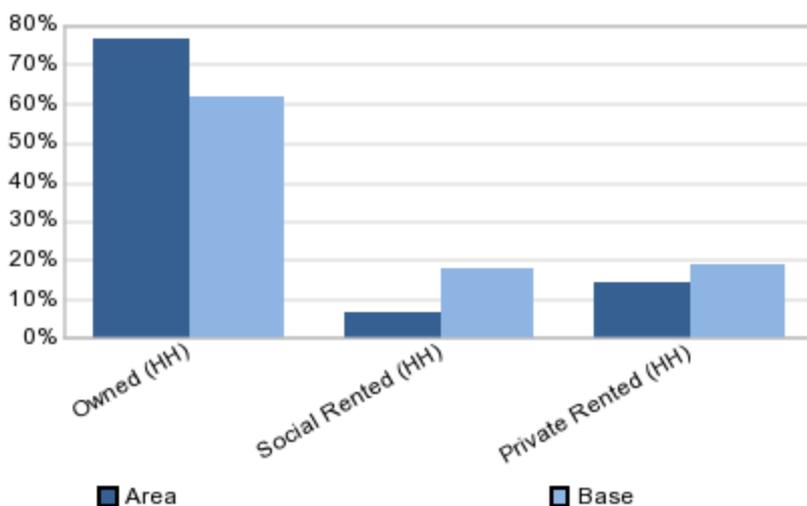
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	6,042	17,543,252	124
Social Rented (HH)	554	4,965,267	40
Private Rented (HH)	1,136	5,470,682	75

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.



1,653 households within your area live in a Semi-detached dwelling, this is 23.63 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 225 households and makes up 3.22 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 271, this makes up 57.21 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 6,042 making up 76.57 %. The smallest amount fall into the Social rented at 7.02 %. When looking at the index figures the most over represented tenure type is Owned with an index of 124, 76.57 % of households fall into this category in the study area.

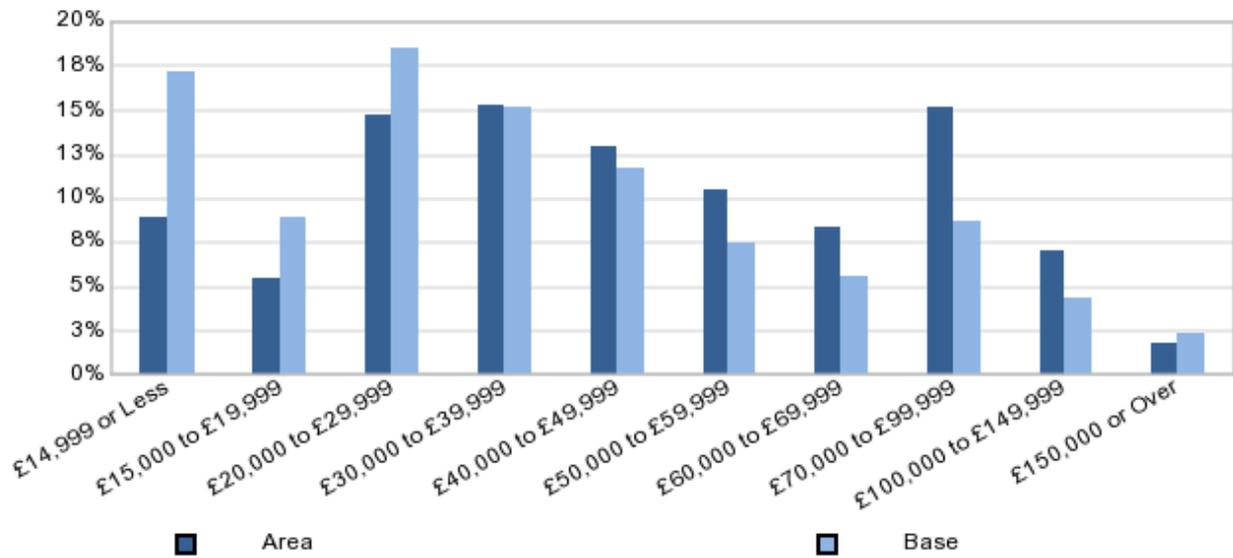
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## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	704	4,889,206	52
£15,000 to £19,999	431	2,538,634	61
£20,000 to £29,999	1,164	5,253,752	80
£30,000 to £39,999	1,201	4,304,210	100
£40,000 to £49,999	1,017	3,318,086	110
£50,000 to £59,999	823	2,106,080	140
£60,000 to £69,999	661	1,573,962	151
£70,000 to £99,999	1,200	2,469,683	175
£100,000 to £149,999	554	1,215,381	164
£150,000 or Over	137	676,196	73

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.



1,135 households within your area have an income of £19,999 or less, this forms 14.38 % of the overall distribution. The smallest count is 137 and these fall into household income band £150,000 or Over making up 1.73 %. 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 15.21 % with an index of 175, the most under represented banding is £14,999 or less with a figure of 52 making up 8.92 % 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.

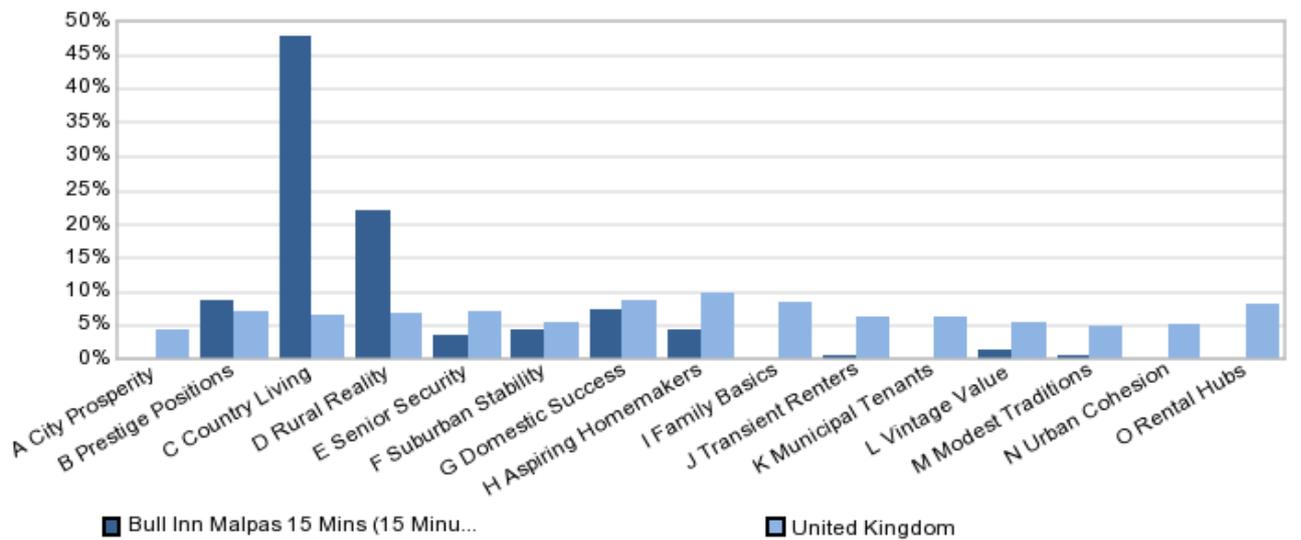
## Understanding the residential profile by Mosaic UK 6

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 <small>-36 100</small>	761
A City Prosperity	0	2,849,374	0	
B Prestige Positions	1,618	4,798,133	121	
C Country Living	8,919	4,432,229	725	
D Rural Reality	4,107	4,656,104	318	
E Senior Security	617	4,767,632	47	
F Suburban Stability	805	3,634,847	80	
G Domestic Success	1,366	5,770,639	85	
H Aspiring Homemakers	768	6,440,418	43	
I Family Basics	14	5,687,500	1	
J Transient Renters	104	4,160,345	9	
K Municipal Tenants	0	4,149,642	0	
L Vintage Value	252	3,692,978	25	
M Modest Traditions	90	3,121,382	10	
N Urban Cohesion	0	3,547,766	0	
O Rental Hubs	0	5,518,789	0	
<b>Totals</b>	<b>18,659</b>	<b>67,229,855</b>		

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 8,919 representing 47.80 % 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 47.80 % 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 - 47.80 %



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 - 22.01 %



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 - 8.67 %



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