

Location Analyst

UK



Button Oak Bewdley Demographic Report 15 Minutes

Understanding Demographics

23 September, 2020

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Describing Button Oak Bewedly 15 Mins (15 Minutes) in relation to United Kingdom
Creation Date: September 23, 2020

Understanding the make-up of your area

	Area	Base
Total Households	34,612	28,345,190
Total Population	78,180	67,229,855
Total Males	38,802	33,173,050
Total Females	39,379	34,056,805

The current year estimates show a total resident population of 78,180 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 34,612 in your area and 28,345,190 in your base selection. This was split by 50.37 % of the population being female and 49.63 % being male in the study area.

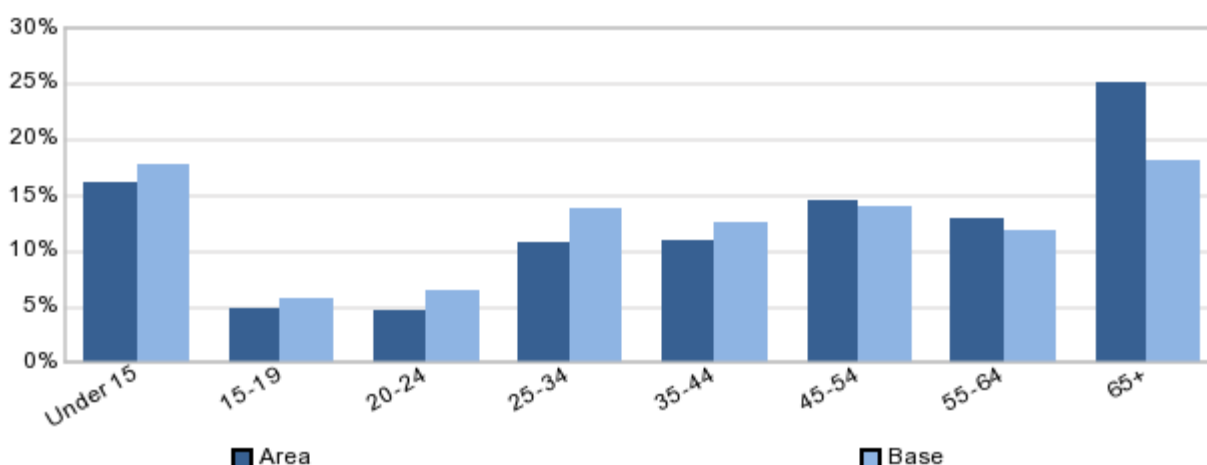
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	12,566	11,991,800	90
15-19	3,791	3,753,671	87
20-24	3,672	4,311,089	73
25-34	8,488	9,174,369	80
35-44	8,604	8,463,387	87
45-54	11,374	9,386,423	104
55-64	10,112	7,914,572	110
65+	19,572	12,234,544	138

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 19,572 representing 25.03 % of the study area. The smallest proportion is in age band 20-24 with a count of 3,672 which represents 4.70 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 138. The band that is most under represented is 20-24 with an index of 73, 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	376
White	75,752	58,246,060	112			
Gypsy / Traveller / Irish Traveller	285	68,310	359			
Mixed / Multiple Ethnic Groups	785	1,367,158	49			
Asian / Asian British: Indian	219	1,559,199	12			
Asian / Asian British: Pakistani	107	1,239,421	7			
Asian / Asian British: Bangladeshi	404	505,406	69			
Asian / Asian British: Chinese	159	497,465	27			
Asian / Asian British: Other Asian	234	969,724	21			
Black / African / Caribbean / Black British	157	2,122,714	6			
Other Ethnic Group	78	654,398	10			

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:

96.89 % White	86.64 % White
0.36 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.00 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.28 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.14 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.52 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.20 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.30 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.20 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.10 % Other Ethnic Group	0.97 % Other Ethnic Group

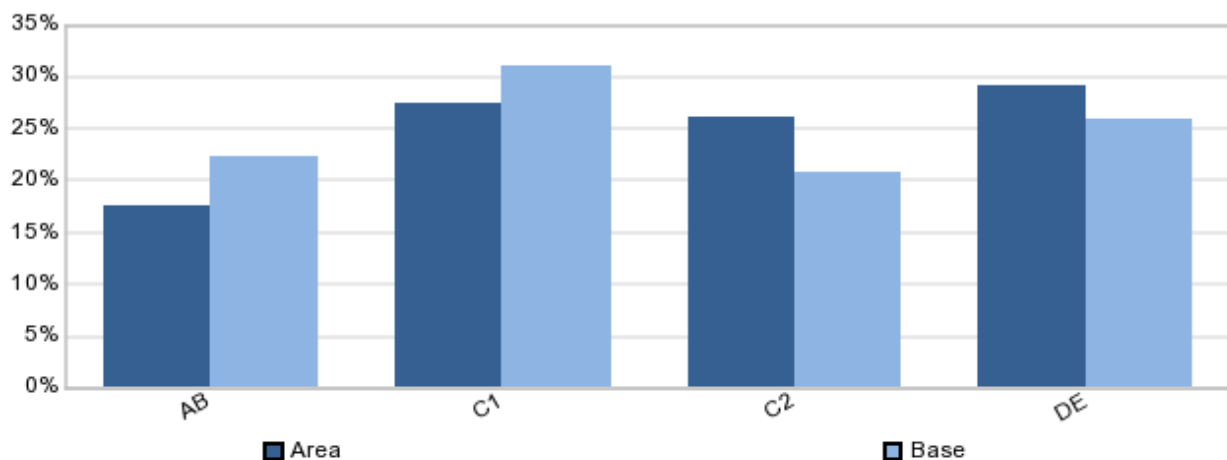
In the study area the largest ethnic group is White taking up 96.89 % of the population with a count of 75,752. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Other Ethnic Group with a count of 78, compare 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	75	100	127
AB Higher & intermediate manage/admin/prof	4,128	4,696,968	78			
C1 Supervisory, cleric, junior manage/admin/prof	6,479	6,510,031	88			
C2 Skilled manual workers	6,180	4,376,339	125			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	6,921	5,456,469	113			

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 6,921 people falling into this group, which is 29.19 % of the overall distribution. The smallest proportion falls into grade AB with a count of 4,128 taking up 17.41 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 125, whereas the most under represented group is AB with an index count of 78.

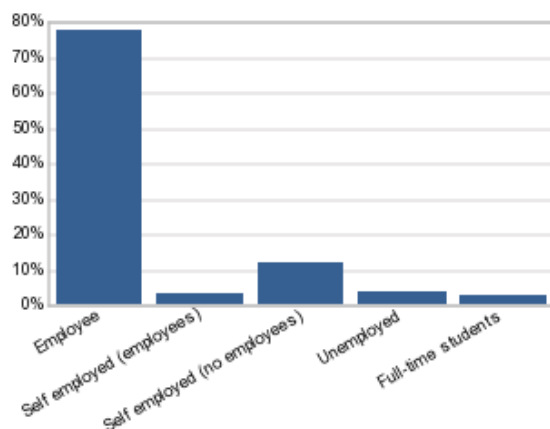
Understanding the Economic Activity

Economically Active	Area	Base	Index	60	100	119
Employee	30,268	26,483,068	100			
Self employed with employees	1,325	1,127,682	103			
Self employed without employees	4,553	3,705,246	108			
Unemployed	1,546	1,161,572	117			
Full-time students	1,215	1,695,620	63			
Economically Inactive				49	100	133
Retired	10,170	6,618,937	129			
Student	1,792	2,838,201	53			
Looking after home/ family	2,213	2,117,295	88			
Permanently sick/ disabled	2,446	2,168,755	95			
Other	994	1,076,085	78			

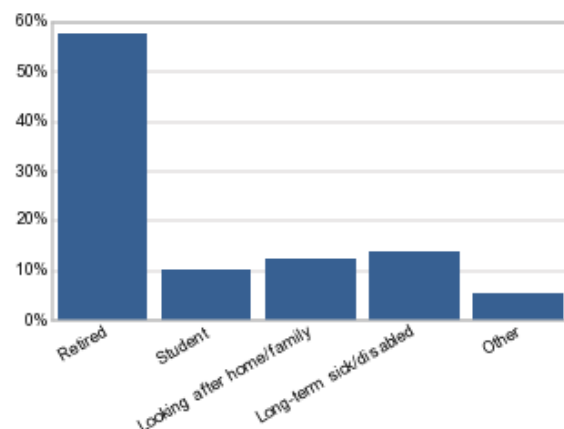
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 53.55 % of the population are employed, this is 30,268 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 2.15 %, 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 117, taking up 2.74 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 10,170 representing 17.99 %. The smallest inactive group is Other with 994 which is 1.76 %. When looking at the index values the group that is most over represented is Retired with an index of 129, representing 17.99 %.

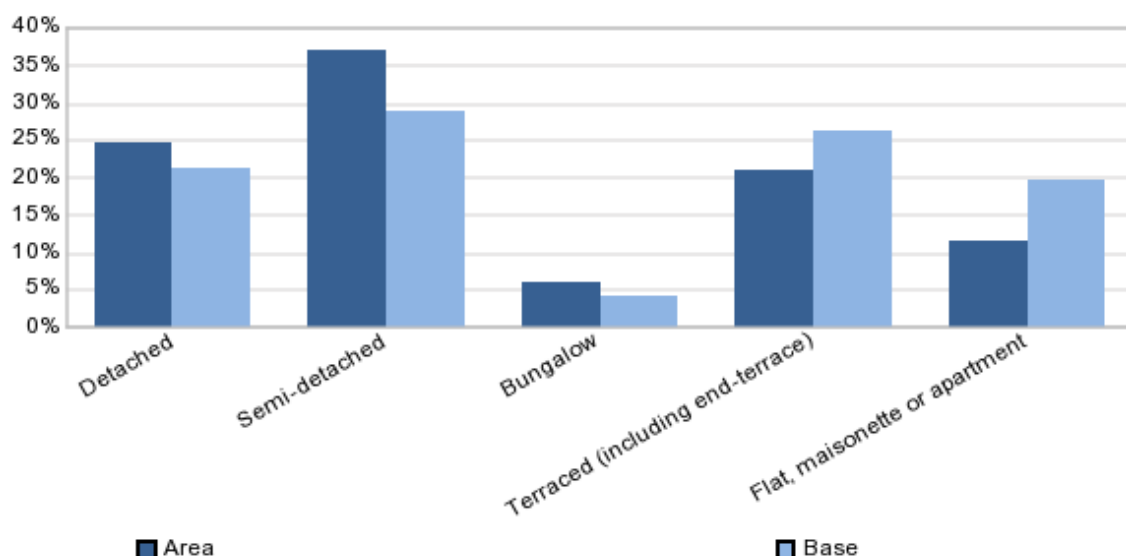
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	53	100	152
Detached	7,782	5,385,903	116			
Semi-detached	11,754	7,344,686	128			
Bungalow	1,916	1,039,099	148			
Terraced (including end-terrace)	6,707	6,699,890	80			
Flat, maisonette or apartment	3,634	5,007,460	58			

Source: Experian ConsumerView Household Directory 2019 .

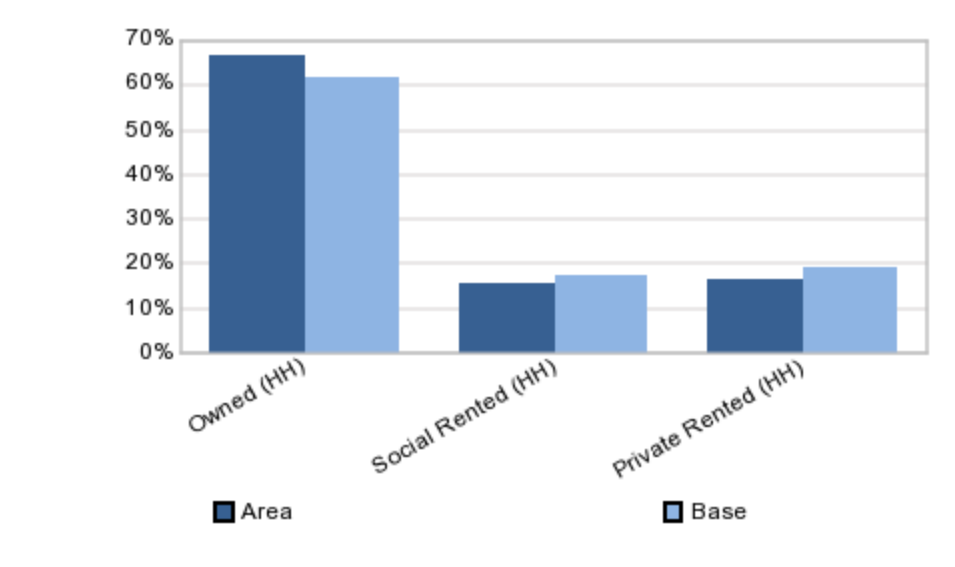
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	86	100	108
Owned (HH)	23,055	17,543,252	108			
Social Rented (HH)	5,299	4,965,267	87			
Private Rented (HH)	5,855	5,470,682	88			

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.



11,754 households within your area live in a Semi-detached dwelling, this is 36.97 %. 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 1,916 households and makes up 6.03 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 148, this makes up 6.03 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 23,055 making up 66.61 %. The smallest amount fall into the Social rented at 15.31 %. When looking at the index figures the most over represented tenure type is Owned with an index of 108, 66.61 % of households fall into this category in the study area.

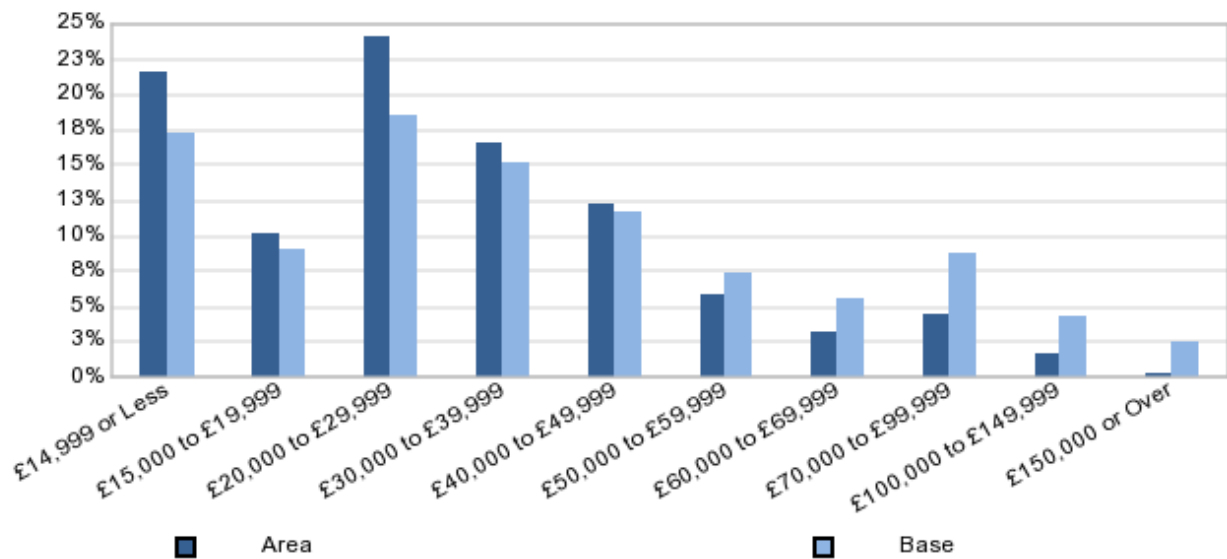
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Understanding the Household Income

Household Income	Area	Base	Index	6	100	135
£14,999 or Less	7,489	4,889,206	125			
£15,000 to £19,999	3,531	2,538,634	114			
£20,000 to £29,999	8,323	5,253,752	130			
£30,000 to £39,999	5,710	4,304,210	109			
£40,000 to £49,999	4,222	3,318,086	104			
£50,000 to £59,999	1,992	2,106,080	77			
£60,000 to £69,999	1,135	1,573,962	59			
£70,000 to £99,999	1,532	2,469,683	51			
£100,000 to £149,999	580	1,215,381	39			
£150,000 or Over	97	676,196	12			

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.



11,020 households within your area have an income of £19,999 or less, this forms 31.84 % of the overall distribution. The smallest count is 97 and these fall into household income band £150,000 or Over making up 0.28 %. 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 24.05 % with an index of 130, the most under represented banding is £150,000 or Over with a figure of 12 making up 0.28 % 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.

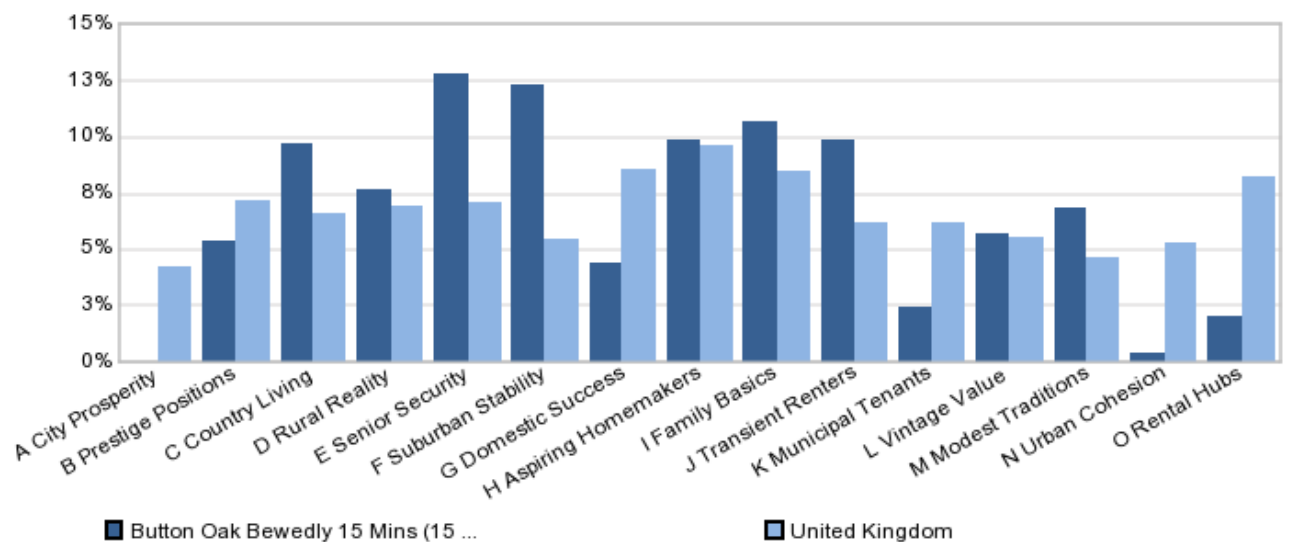
Understanding the residential profile by Mosaic UK 6

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	-11	100	239
A City Prosperity	0	2,849,374	0			
B Prestige Positions	4,190	4,798,133	75			
C Country Living	7,551	4,432,229	147			
D Rural Reality	5,979	4,656,104	110			
E Senior Security	9,982	4,767,632	180			
F Suburban Stability	9,653	3,634,847	228			
G Domestic Success	3,422	5,770,639	51			
H Aspiring Homemakers	7,731	6,440,418	103			
I Family Basics	8,365	5,687,500	126			
J Transient Renters	7,703	4,160,345	159			
K Municipal Tenants	1,903	4,149,642	39			
L Vintage Value	4,496	3,692,978	105			
M Modest Traditions	5,317	3,121,382	146			
N Urban Cohesion	284	3,547,766	7			
O Rental Hubs	1,605	5,518,789	25			
Totals	78,180	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 9,982 representing 12.77 % 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 F Suburban Stability taking up 12.35 % 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 - 12.77 %



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

F Suburban Stability - 12.35 %



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

I Family Basics - 10.70 %



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