

Location Analyst

UK



Coach & Horses Hexham Demog Report 15 mins

Understanding Demographics

30 September, 2020

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Describing Coach & Horses Hexham 15 Mins (15 Minutes) in relation to United Kingdom
 Creation Date: September 30, 2020

Understanding the make-up of your area

	Area	Base	
Total Households	11,525	28,345,190	The current year estimates show a total resident population of 26,083 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 11,525 in your area and 28,345,190 in your base selection. This was split by 52.05 % of the population being female and 47.95 % being male in the study area.
Total Population	26,083	67,229,855	
Total Males	12,506	33,173,050	
Total Females	13,577	34,056,805	

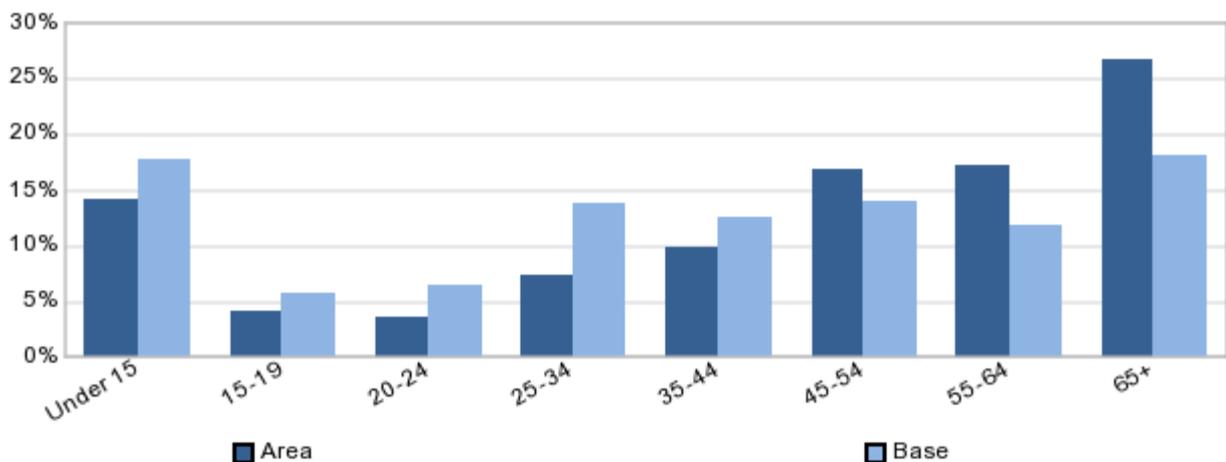
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			49	100	151
Under 15	3,723	11,991,800	80		
15-19	1,090	3,753,671	75		
20-24	958	4,311,089	57		
25-34	1,919	9,174,369	54		
35-44	2,533	8,463,387	77		
45-54	4,401	9,386,423	121		
55-64	4,485	7,914,572	146		
65+	6,974	12,234,544	147		

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 6,974 representing 26.74 % of the study area. The smallest proportion is in age band 20-24 with a count of 958 which represents 3.67 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 147. The band that is most under represented is 25-34 with an index of 54, 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	25,722	58,246,060	114
Gypsy / Traveller / Irish Traveller	8	68,310	29
Mixed / Multiple Ethnic Groups	185	1,367,158	35
Asian / Asian British: Indian	29	1,559,199	5
Asian / Asian British: Pakistani	1	1,239,421	0
Asian / Asian British: Bangladeshi	11	505,406	6
Asian / Asian British: Chinese	34	497,465	18
Asian / Asian British: Other Asian	49	969,724	13
Black / African / Caribbean / Black British	14	2,122,714	2
Other Ethnic Group	30	654,398	12

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:

98.62 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.71 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.11 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.04 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.13 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.19 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.05 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.11 % Other Ethnic Group	0.97 % Other Ethnic Group

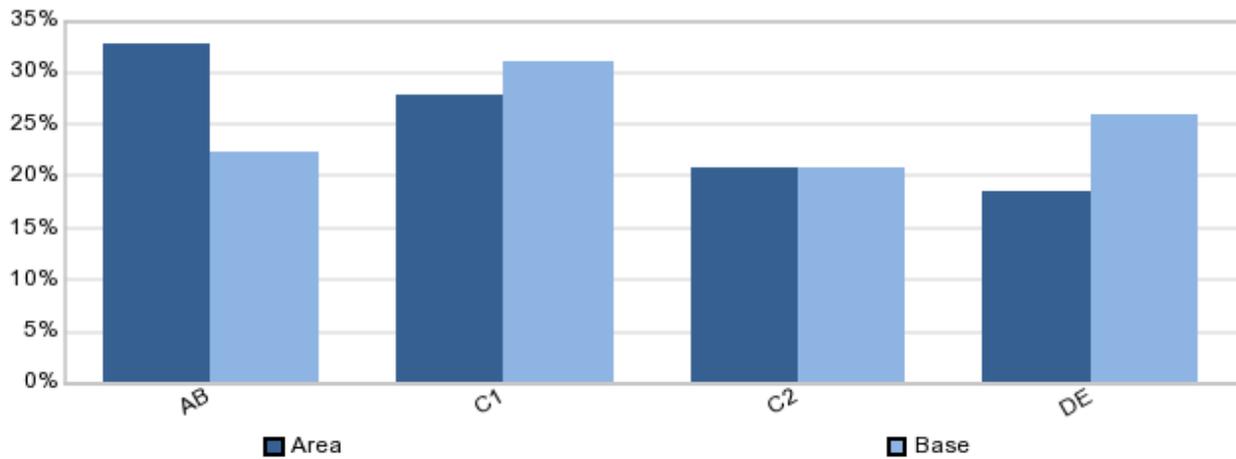
In the study area the largest ethnic group is White taking up 98.62 % of the population with a count of 25,722. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 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
AB Higher & intermediate manage/admin/prof	2,517	4,696,968	147
C1 Supervisory, cleric, junior manage/admin/prof	2,138	6,510,031	90
C2 Skilled manual workers	1,600	4,376,339	100
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,410	5,456,469	71

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 2,517 people falling into this group, which is 32.84 % of the overall distribution. The smallest proportion falls into grade DE with a count of 1,410 taking up 18.40 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 147, whereas the most under represented group is DE with an index count of 71.

Understanding the Economic Activity

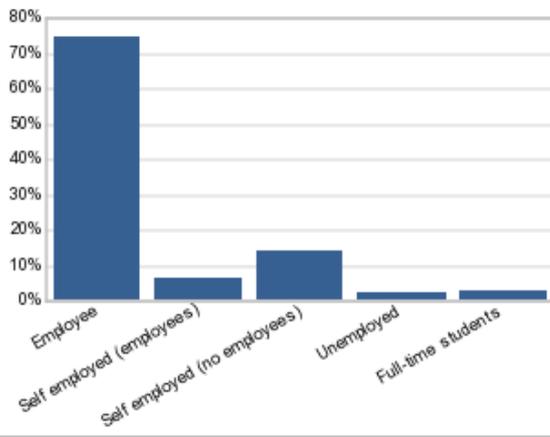
Economically Active	Area	Base	Index
Employee	10,051	26,483,068	96
Self employed with employees	858	1,127,682	193
Self employed without employees	1,898	3,705,246	130
Unemployed	274	1,161,572	60
Full-time students	391	1,695,620	58

Economically Inactive	Area	Base	Index
Retired	3,443	6,618,937	142
Student	707	2,838,201	68
Looking after home/ family	577	2,117,295	74
Permanently sick/ disabled	496	2,168,755	62
Other	214	1,076,085	54

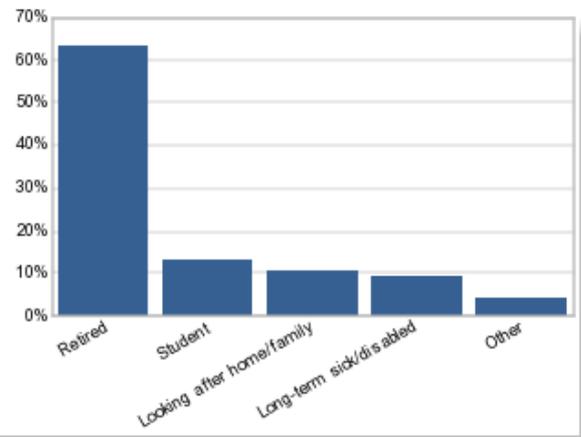
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 53.15 % of the population are employed, this is 10,051 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.45 %, 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 193, taking up 4.54 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 3,443 representing 18.21 %. The smallest inactive group is Other with 214 which is 1.13 %. When looking at the index values the group that is most over represented is Retired with an index of 142, representing 18.21 %.

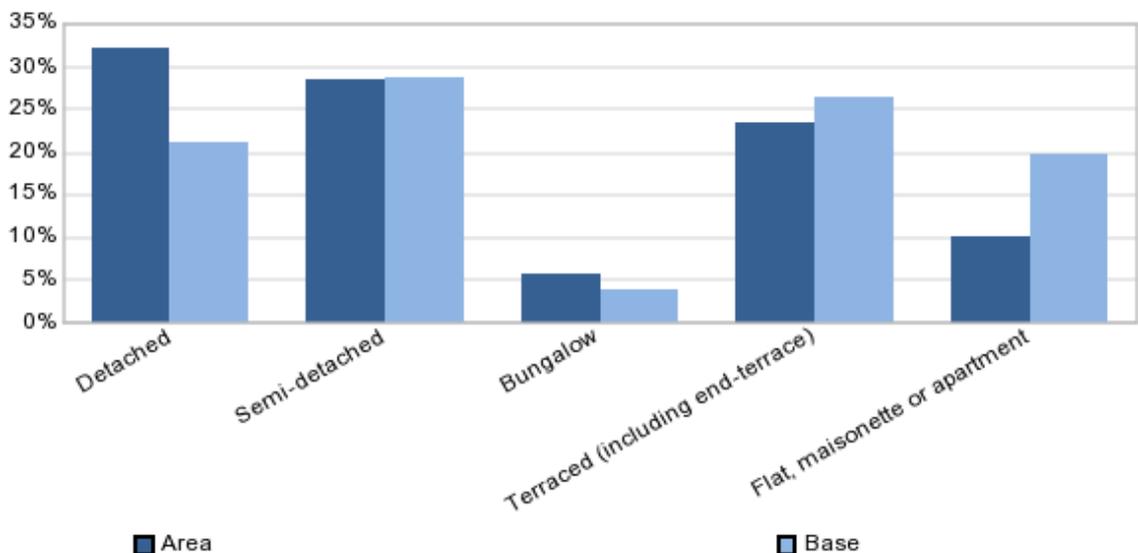
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	46	100	157
Detached	3,389	5,385,903	152		█	
Semi-detached	3,005	7,344,686	99			
Bungalow	616	1,039,099	143		█	
Terraced (including end-terrace)	2,467	6,699,890	89		█	
Flat, maisonette or apartment	1,068	5,007,460	52		█	

Source: Experian ConsumerView Household Directory 2019 .

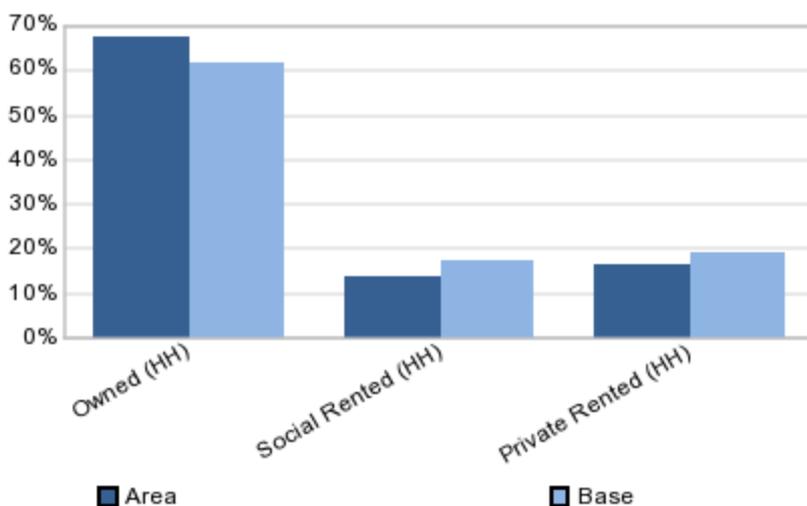
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	7,763	17,543,252	109
Social Rented (HH)	1,590	4,965,267	79
Private Rented (HH)	1,936	5,470,682	87

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.



3,005 households within your area live in a Semi-detached dwelling, this is 28.50 %. 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 616 households and makes up 5.84 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 152, this makes up 32.14 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 7,763 making up 67.36 %. The smallest amount fall into the Social rented at 13.80 %. When looking at the index figures the most over represented tenure type is Owned with an index of 109, 67.36 % of households fall into this category in the study area.

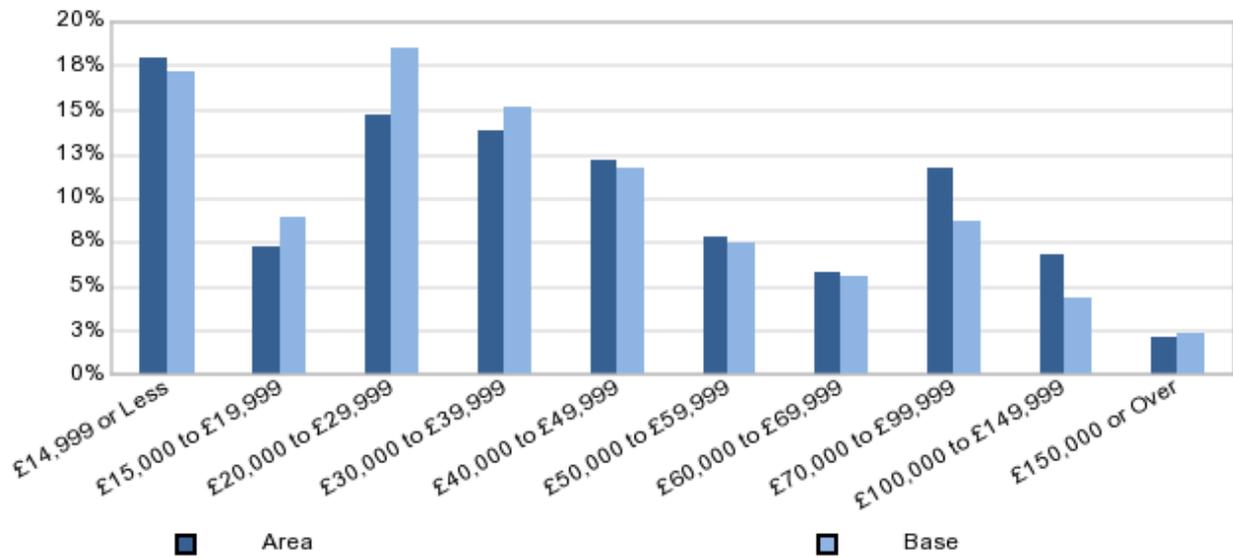
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	2,071	4,889,206	104
£15,000 to £19,999	829	2,538,634	80
£20,000 to £29,999	1,695	5,253,752	79
£30,000 to £39,999	1,585	4,304,210	91
£40,000 to £49,999	1,404	3,318,086	104
£50,000 to £59,999	890	2,106,080	104
£60,000 to £69,999	670	1,573,962	105
£70,000 to £99,999	1,348	2,469,683	134
£100,000 to £149,999	780	1,215,381	158
£150,000 or Over	252	676,196	92

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.



2,900 households within your area have an income of £19,999 or less, this forms 25.17 % of the overall distribution. The smallest count is 252 and these fall into household income band £150,000 or Over making up 2.19 %. 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 £100,000 to £149,999 is over represented making up 6.77 % with an index of 158, the most under represented banding is £20,000 to £29,999 with a figure of 79 making up 14.71 % 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.

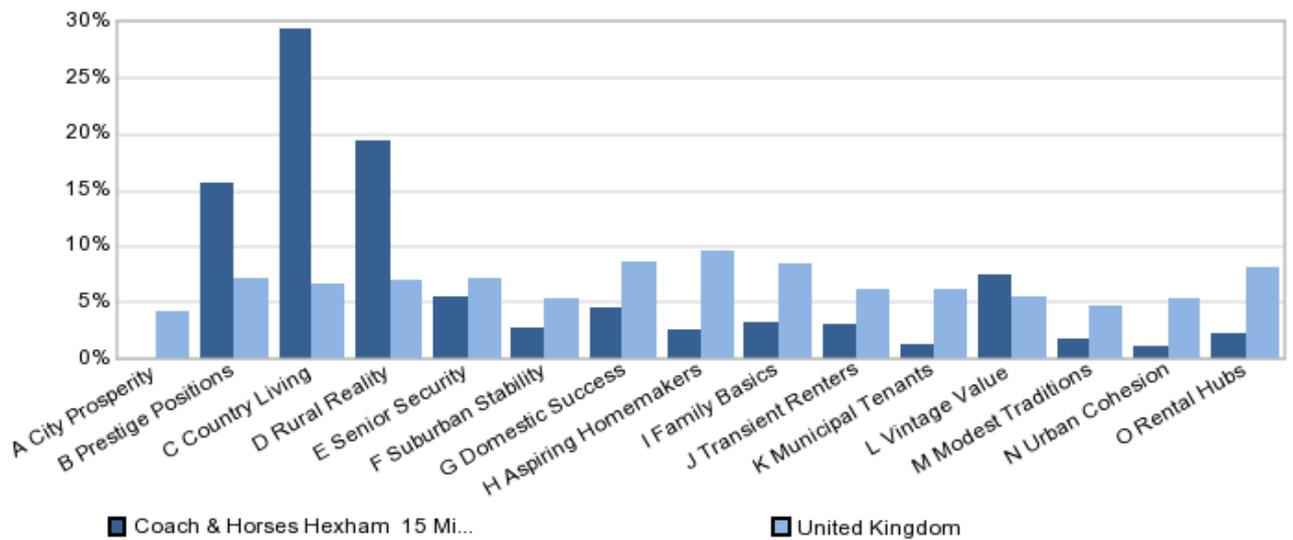
Understanding the residential profile by Mosaic UK 6

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	6	2,849,374	1
B Prestige Positions	4,115	4,798,133	221
C Country Living	7,681	4,432,229	447
D Rural Reality	5,053	4,656,104	280
E Senior Security	1,436	4,767,632	78
F Suburban Stability	698	3,634,847	49
G Domestic Success	1,175	5,770,639	52
H Aspiring Homemakers	643	6,440,418	26
I Family Basics	872	5,687,500	40
J Transient Renters	786	4,160,345	49
K Municipal Tenants	316	4,149,642	20
L Vintage Value	1,952	3,692,978	136
M Modest Traditions	468	3,121,382	39
N Urban Cohesion	304	3,547,766	22
O Rental Hubs	577	5,518,789	27
Totals	26,083	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 C Country Living with a count of 7,681 representing 29.45 % 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 6 which represents 0.02 %. The index* figures indicate that the most over represented group is C Country Living taking up 29.45 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.02 %.

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Understanding the top three Mosaic UK 6 Groups

C Country Living - 29.45 %



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 - 19.37 %



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 - 15.78 %



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