

Location Analyst

UK



Cobbles SK23 0HH 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Cobbles 15 mins (15 Minutes) in relation to United Kingdom
 Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	22,840	28,345,190
Total Population	52,232	67,229,855
Total Males	25,869	33,173,050
Total Females	26,363	34,056,805

The current year estimates show a total resident population of 52,232 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 22,840 in your area and 28,345,190 in your base selection. This was split by 50.47 % of the population being female and 49.53 % being male in the study area.

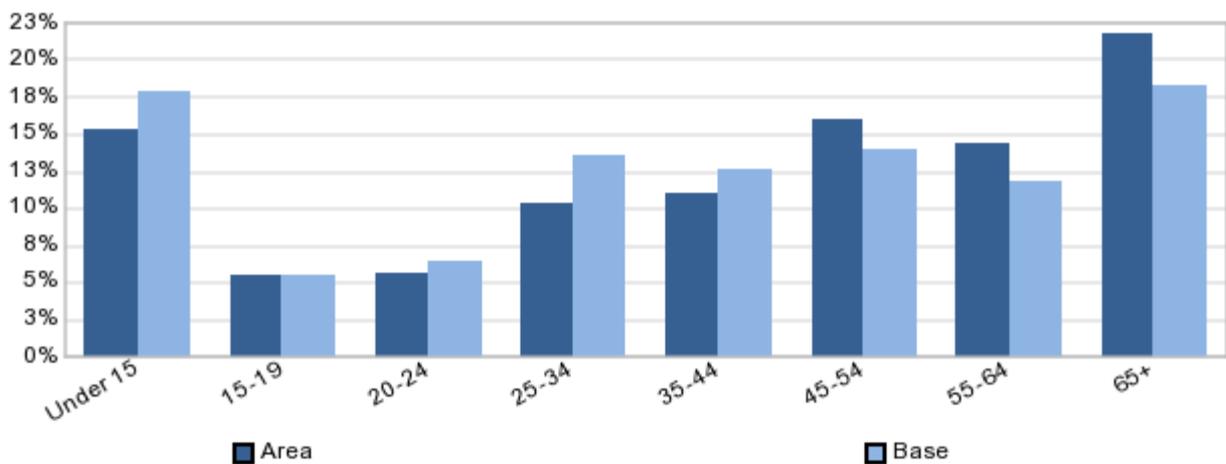
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			73	100	125
Under 15	7,966	11,991,800	86		
15-19	2,873	3,753,671	99		
20-24	2,941	4,311,089	88		
25-34	5,393	9,174,369	76		
35-44	5,773	8,463,387	88		
45-54	8,324	9,386,423	114		
55-64	7,536	7,914,572	123		
65+	11,425	12,234,544	120		

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 11,425 representing 21.87 % of the study area. The smallest proportion is in age band 15-19 with a count of 2,873 which represents 5.50 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 123. The band that is most under represented is 25-34 with an index of 76, 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	51,126	58,246,060	113
Gypsy / Traveller / Irish Traveller	7	68,310	13
Mixed / Multiple Ethnic Groups	545	1,367,158	51
Asian / Asian British: Indian	83	1,559,199	7
Asian / Asian British: Pakistani	41	1,239,421	4
Asian / Asian British: Bangladeshi	10	505,406	3
Asian / Asian British: Chinese	128	497,465	33
Asian / Asian British: Other Asian	143	969,724	19
Black / African / Caribbean / Black British	89	2,122,714	5
Other Ethnic Group	60	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:

97.88 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.04 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.16 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.08 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.02 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.25 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.27 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.17 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.11 % Other Ethnic Group	0.97 % Other Ethnic Group

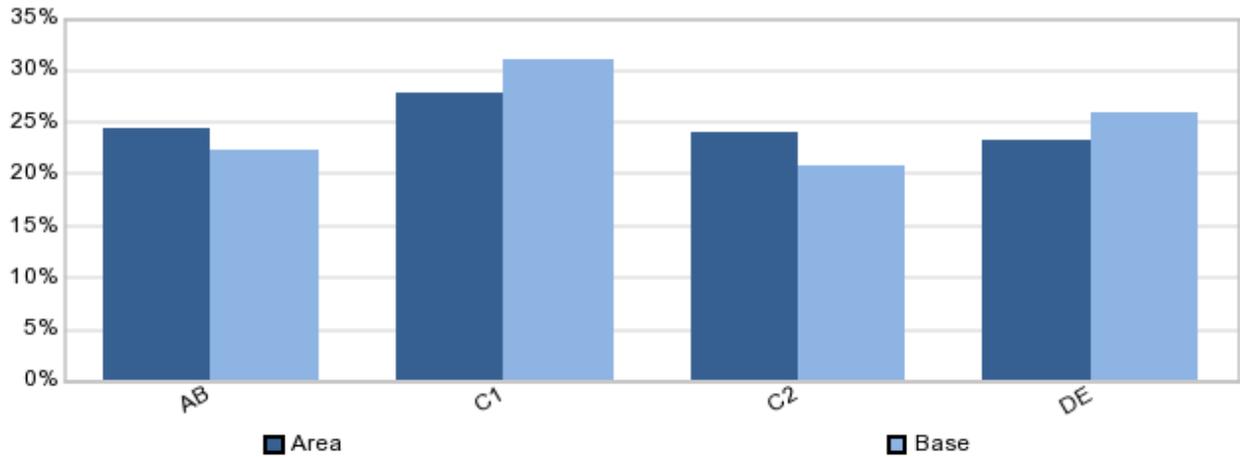
In the study area the largest ethnic group is White taking up 97.88 % of the population with a count of 51,126. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 7, 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	4,041	4,696,968	110
C1 Supervisory, cleric, junior manage/admin/prof	4,619	6,510,031	90
C2 Skilled manual workers	3,988	4,376,339	116
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	3,861	5,456,469	90

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 4,619 people falling into this group, which is 27.98 % of the overall distribution. The smallest proportion falls into grade DE with a count of 3,861 taking up 23.39 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 116, whereas the most under represented group is DE with an index count of 90.

Understanding the Economic Activity

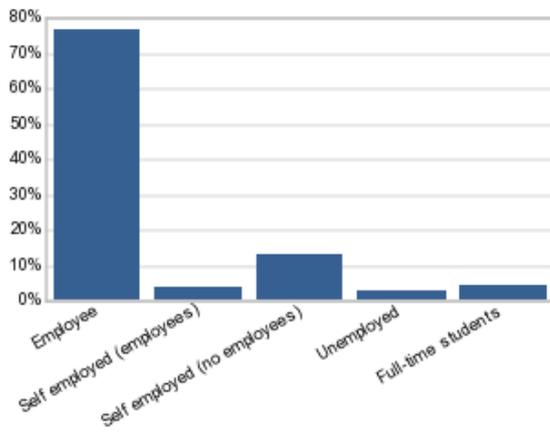
Economically Active	Area	Base	Index
Employee	20,895	26,483,068	99
Self employed with employees	1,055	1,127,682	117
Self employed without employees	3,598	3,705,246	121
Unemployed	622	1,161,572	67
Full-time students	1,168	1,695,620	86

Economically Inactive	Area	Base	Index
Retired	6,511	6,618,937	126
Student	1,695	2,838,201	76
Looking after home/ family	1,306	2,117,295	79
Permanently sick/ disabled	1,505	2,168,755	89
Other	595	1,076,085	71

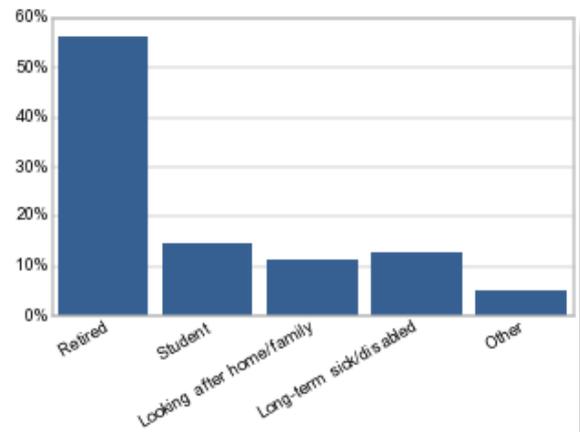
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 53.65 % of the population are employed, this is 20,895 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.60 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Self employed without employees with an index of 121, taking up 9.24 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 6,511 representing 16.72 %. The smallest inactive group is Other with 595 which is 1.53 %. When looking at the index values the group that is most over represented is Retired with an index of 126, representing 16.72 %.

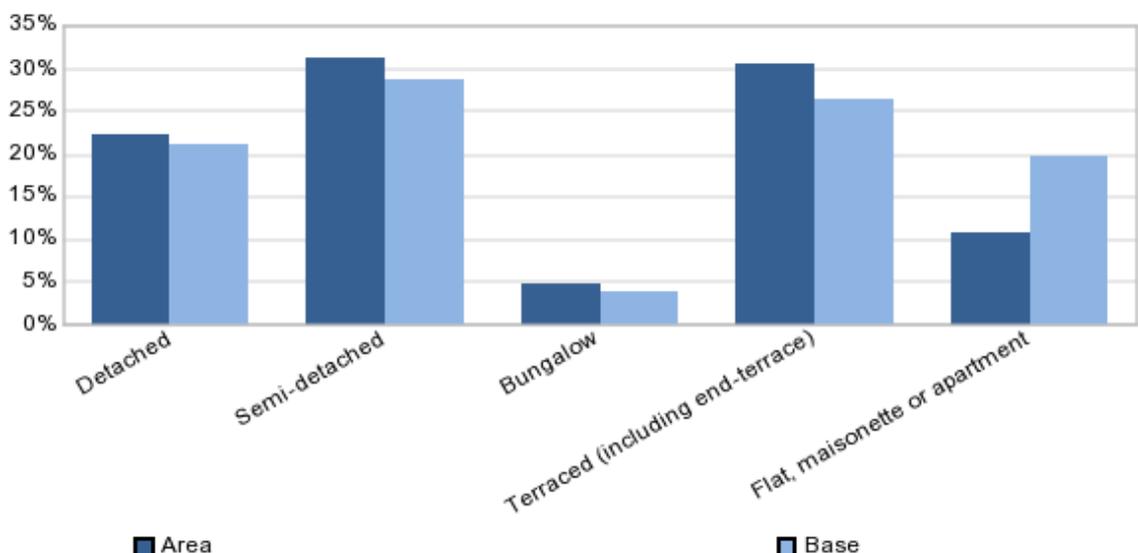
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	52	100	125
Detached	4,564	5,385,903	106		■	
Semi-detached	6,338	7,344,686	108		■	
Bungalow	1,010	1,039,099	122		■	
Terraced (including end-terrace)	6,228	6,699,890	116		■	
Flat, maisonette or apartment	2,214	5,007,460	55	■		

Source: Experian ConsumerView Household Directory 2019 .

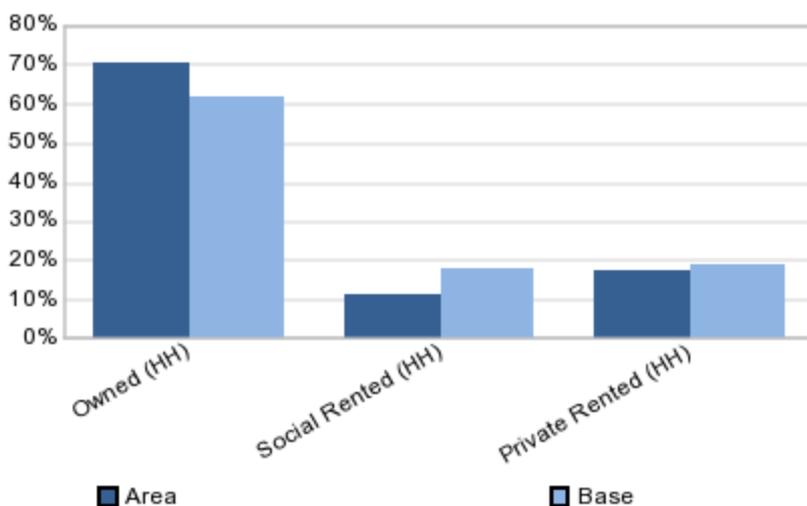
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	16,112	17,543,252	114
Social Rented (HH)	2,523	4,965,267	63
Private Rented (HH)	3,929	5,470,682	89

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.



6,338 households within your area live in a Semi-detached dwelling, this is 31.14 %. 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 1,010 households and makes up 4.96 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 122, this makes up 4.96 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 16,112 making up 70.54 %. The smallest amount fall into the Social rented at 11.05 %. When looking at the index figures the most over represented tenure type is Owned with an index of 114, 70.54 % of households fall into this category in the study area.

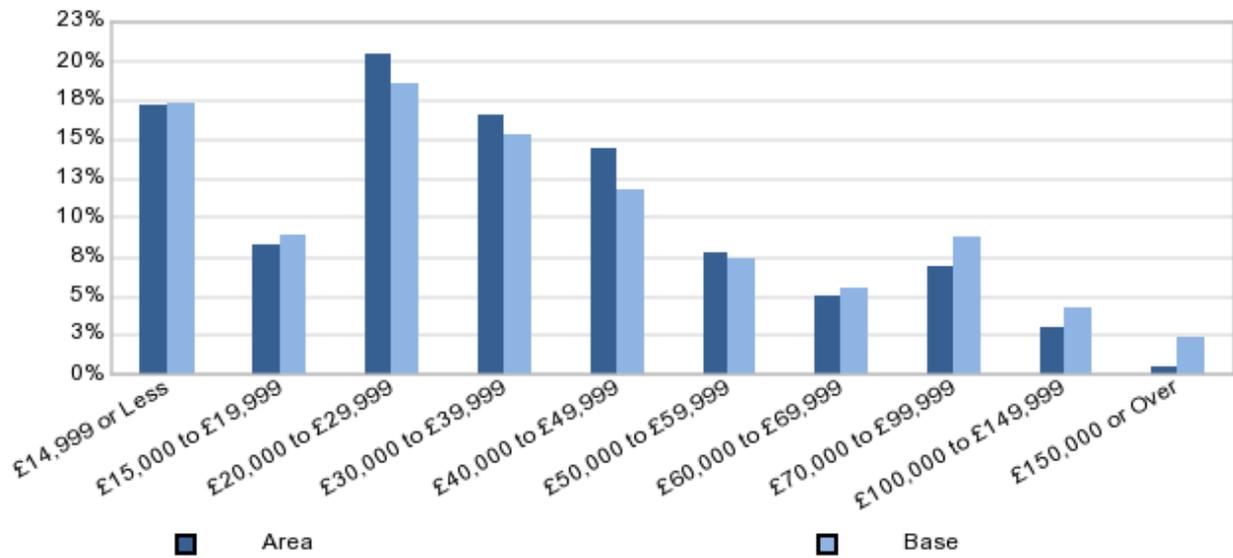
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	3,925	4,889,206	100
£15,000 to £19,999	1,890	2,538,634	92
£20,000 to £29,999	4,676	5,253,752	110
£30,000 to £39,999	3,778	4,304,210	109
£40,000 to £49,999	3,294	3,318,086	123
£50,000 to £59,999	1,757	2,106,080	104
£60,000 to £69,999	1,141	1,573,962	90
£70,000 to £99,999	1,573	2,469,683	79
£100,000 to £149,999	694	1,215,381	71
£150,000 or Over	112	676,196	20

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.



5,815 households within your area have an income of £19,999 or less, this forms 25.46 % of the overall distribution. The smallest count is 112 and these fall into household income band £150,000 or Over making up 0.49 %. 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 £40,000 to £49,999 is over represented making up 14.42 % with an index of 123, the most under represented banding is £150,000 or Over with a figure of 20 making up 0.49 % 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.

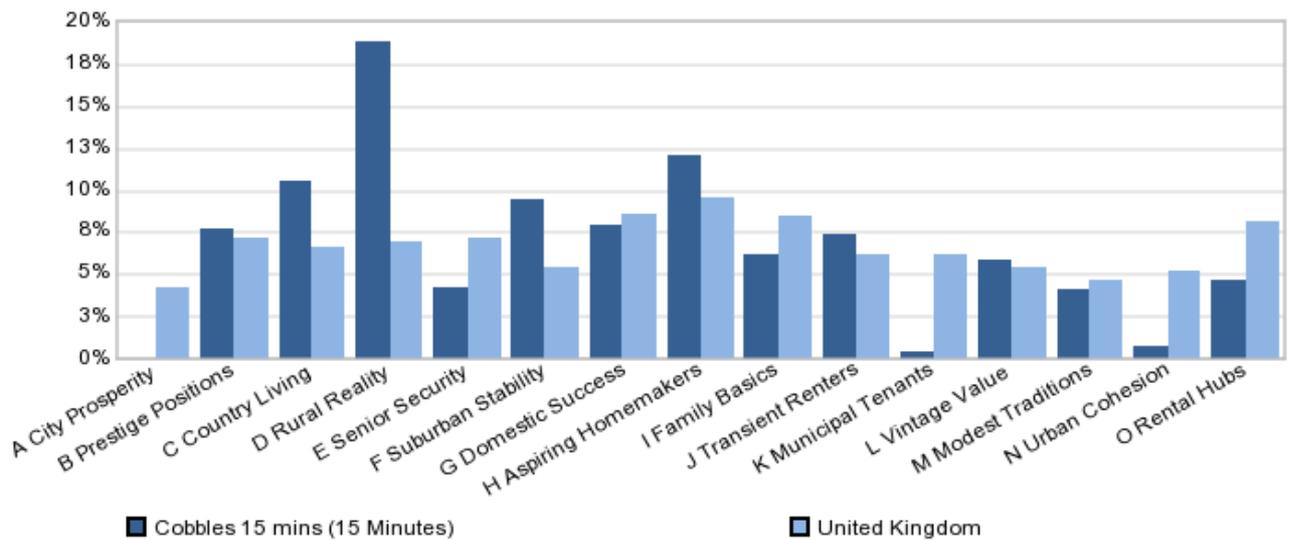
Understanding the residential profile by Mosaic UK 6

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	-13	100	284
A City Prosperity	0	2,849,374	0			
B Prestige Positions	4,069	4,798,133	109			
C Country Living	5,532	4,432,229	161			
D Rural Reality	9,807	4,656,104	271			
E Senior Security	2,166	4,767,632	58			
F Suburban Stability	4,906	3,634,847	174			
G Domestic Success	4,164	5,770,639	93			
H Aspiring Homemakers	6,311	6,440,418	126			
I Family Basics	3,208	5,687,500	73			
J Transient Renters	3,811	4,160,345	118			
K Municipal Tenants	223	4,149,642	7			
L Vintage Value	3,079	3,692,978	107			
M Modest Traditions	2,150	3,121,382	89			
N Urban Cohesion	380	3,547,766	14			
O Rental Hubs	2,427	5,518,789	57			
Totals	52,232	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 D Rural Reality with a count of 9,807 representing 18.78 % of the overall distribution, in comparison to the base where 6.93 % 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 D Rural Reality taking up 18.78 % 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

D Rural Reality - 18.78 %



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

H Aspiring Homemakers - 12.08 %



Younger households settling down in housing priced within their means.

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

C Country Living - 10.59 %



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