Location Analyst UK

Crown OX13 6NT 15 mins Demog Report

Understanding Demographics

14 October, 2020

Contents

Describing Crown OX13 6NT 15 mins (15 Minutes) in relation to United Kingdom
Creation Date: October 14, 2020

Understanding the make-up of your area

	Area	Base
Total Households	85,206	28,345,190
Total Population	213,031	67,229,855
Total Males	107,385	33,173,050
Total Females	105,646	34,056,805

The current year estimates show a total resident population of 213,031 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 85,206 in your area and 28,345,190 in your base selection. This was split by 49.59 % of the population being female and 50.41 % being male in the study area.
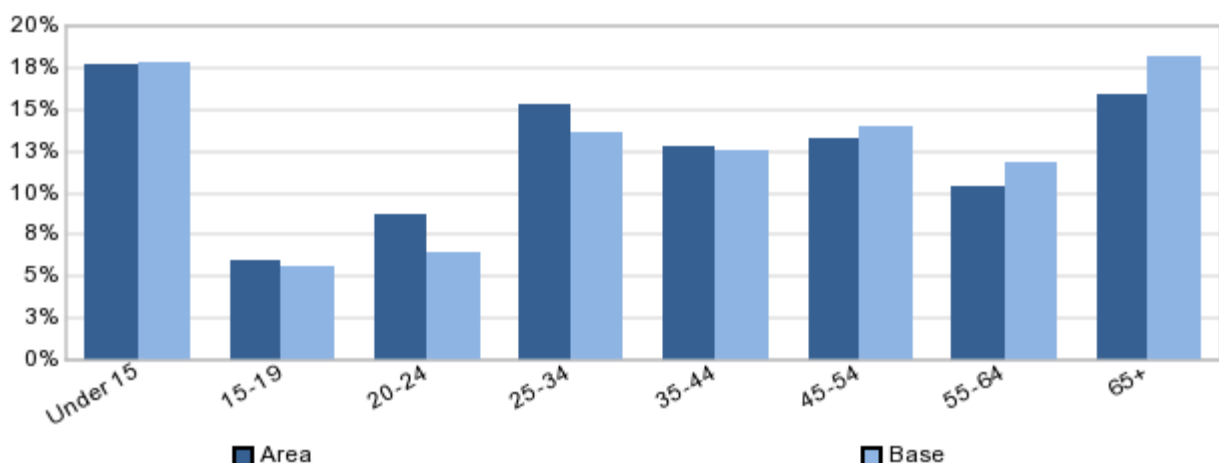
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	85 100 138
Under 15	37,804	11,991,800	99	
15-19	12,693	3,753,671	107	
20-24	18,592	4,311,089	136	
25-34	32,580	9,174,369	112	
35-44	27,236	8,463,387	102	
45-54	28,137	9,386,423	95	
55-64	22,062	7,914,572	88	
65+	33,929	12,234,544	88	

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 Under 15 with a count of 37,804 representing 17.75 % of the study area. The smallest proportion is in age band 15-19 with a count of 12,693 which represents 5.96 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 136. The band that is most under represented is 65+ with an index of 88, 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			
				62	100	125
White	187,567	58,246,060	102			
Gypsy / Traveller / Irish Traveller	177	68,310	82			
Mixed / Multiple Ethnic Groups	4,837	1,367,158	112			
Asian / Asian British: Indian	3,241	1,559,199	66			
Asian / Asian British: Pakistani	3,502	1,239,421	89			
Asian / Asian British: Bangladeshi	1,354	505,406	85			
Asian / Asian British: Chinese	1,938	497,465	123			
Asian / Asian British: Other Asian	2,977	969,724	97			
Black / African / Caribbean / Black British	5,956	2,122,714	89			
Other Ethnic Group	1,482	654,398	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.

The ONS data shows the ethnic make up of your area is as follows:

88.05 % White
0.08 % Gypsy / Traveller / Irish Traveller
2.27 % Mixed / Multiple Ethnic Groups
1.52 % Asian / Asian British: Indian
1.64 % Asian / Asian British: Pakistani
0.64 % Asian / Asian British: Bangladeshi
0.91 % Asian / Asian British: Chinese
1.40 % Asian / Asian British: Other Asian
2.80 % Black / African / Caribbean / Black British
0.70 % 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
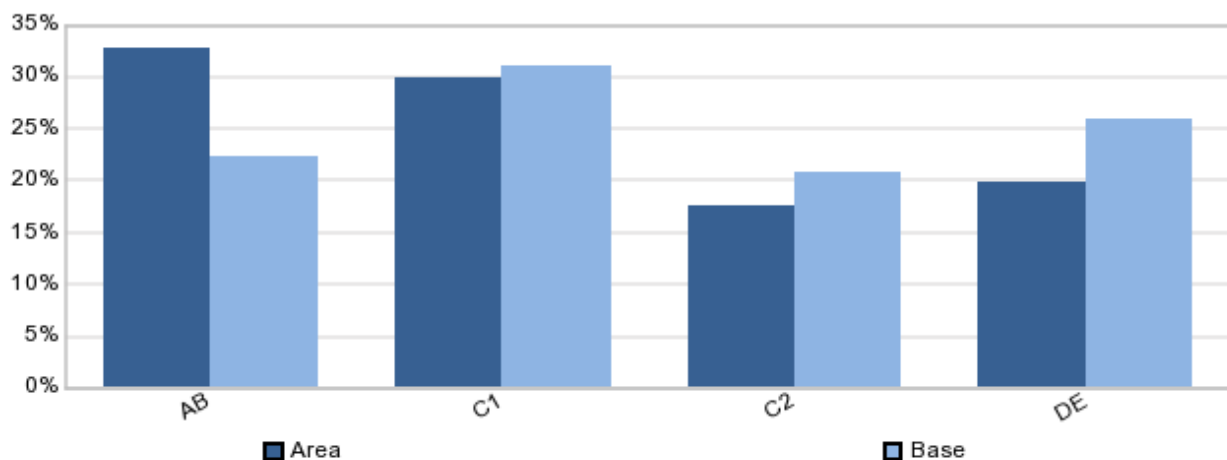0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 88.05 % of the population with a count of 187,567. 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 177, 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			
				72	100	150
AB Higher & intermediate manage/admin/prof	21,379	4,696,968	147			
C1 Supervisory, cleric, junior manage/admin/prof	19,485	6,510,031	97			
C2 Skilled manual workers	11,368	4,376,339	84			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	12,903	5,456,469	76			

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 21,379 people falling into this group, which is 32.82 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 11,368 taking up 17.45 %. 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 76.
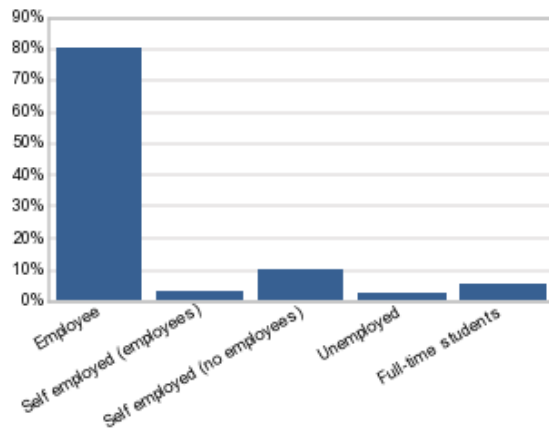
Understanding the Economic Activity

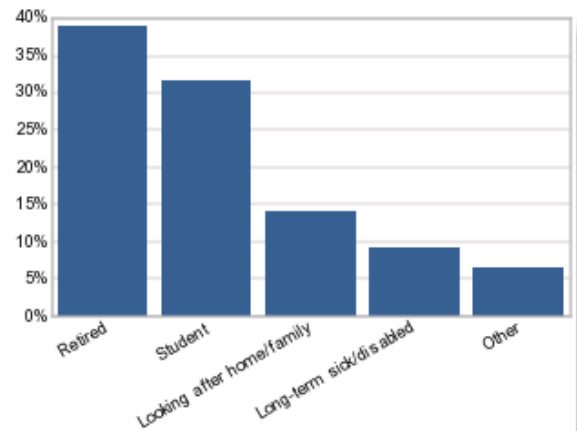| Economically Active	Area	Base	Index 64	100 108
Employee	91,907	26,483,068	104	
Self employed with employees	3,014	1,127,682	80	
Self employed without employees	11,027	3,705,246	89	
Unemployed	2,593	1,161,572	67	
Full-time students	6,035	1,695,620	106	
Economically Inactive			58	100 169
Retired	16,378	6,618,937	87	
Student	13,309	2,838,201	165	
Looking after home/ family	5,908	2,117,295	98	
Permanently sick/ disabled	3,931	2,168,755	64	
Other	2,685	1,076,085	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.

Economically Active - % by Category

Economically Inactive - % by Category

Economic activity within the study area shows that 58.62 % of the population are employed, this is 91,907 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.65 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Full-time students with an index of 106, taking up 3.85 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 16,378 representing 10.45 %. The smallest inactive group is Other with 2,685 which is 1.71 %. When looking at the index values the group that is most over represented is Student with an index of 165, representing 8.49 %.
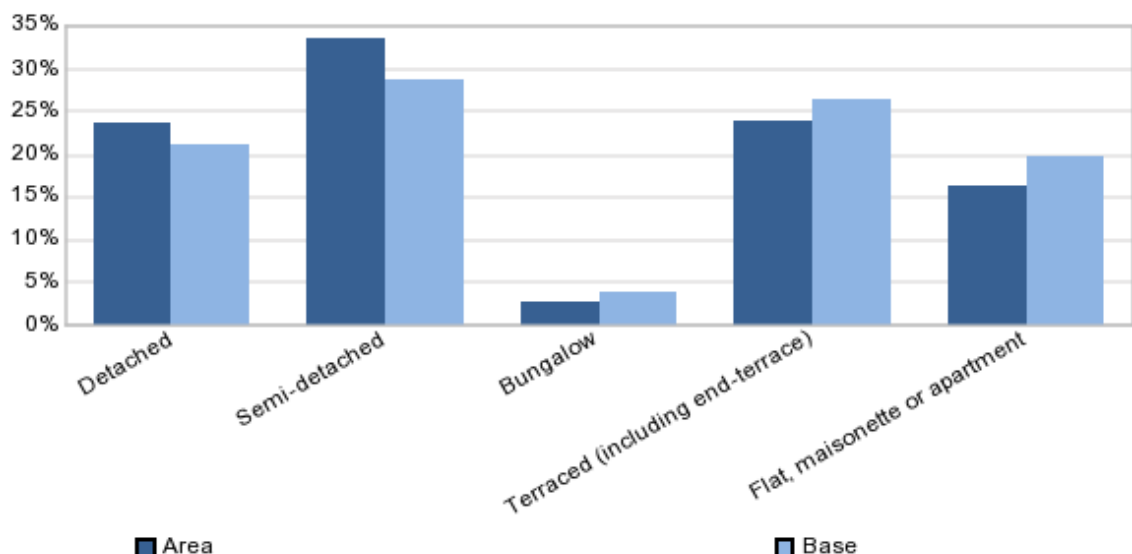
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	61	100	118
Detached	17,871	5,385,903	112			
Semi-detached	25,189	7,344,686	116			
Bungalow	1,979	1,039,099	64			
Terraced (including end-terrace)	17,964	6,699,890	91			
Flat, maisonette or apartment	12,418	5,007,460	84			

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	92	100	107
Owned (HH)	52,513	17,543,252	100			
Social Rented (HH)	13,958	4,965,267	94			
Private Rented (HH)	17,564	5,470,682	107			

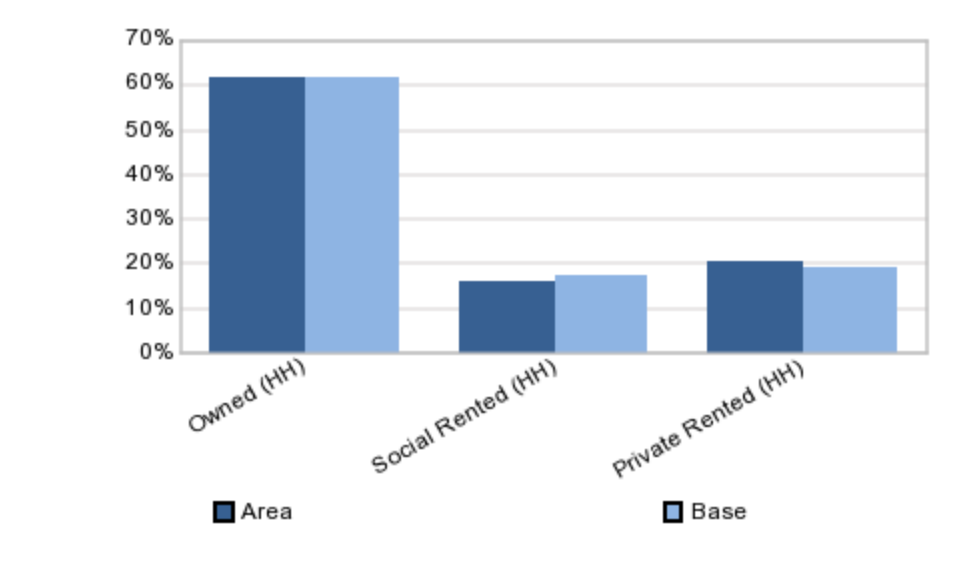Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

25,189 households within your area live in a Semi-detached dwelling, this is 33.40 %. 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 1,979 households and makes up 2.62 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 116, this makes up 33.40 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 52,513 making up 61.63 %. The smallest amount fall into the Social rented at 16.38 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 107, 20.61 % of households fall into this category in the study area.
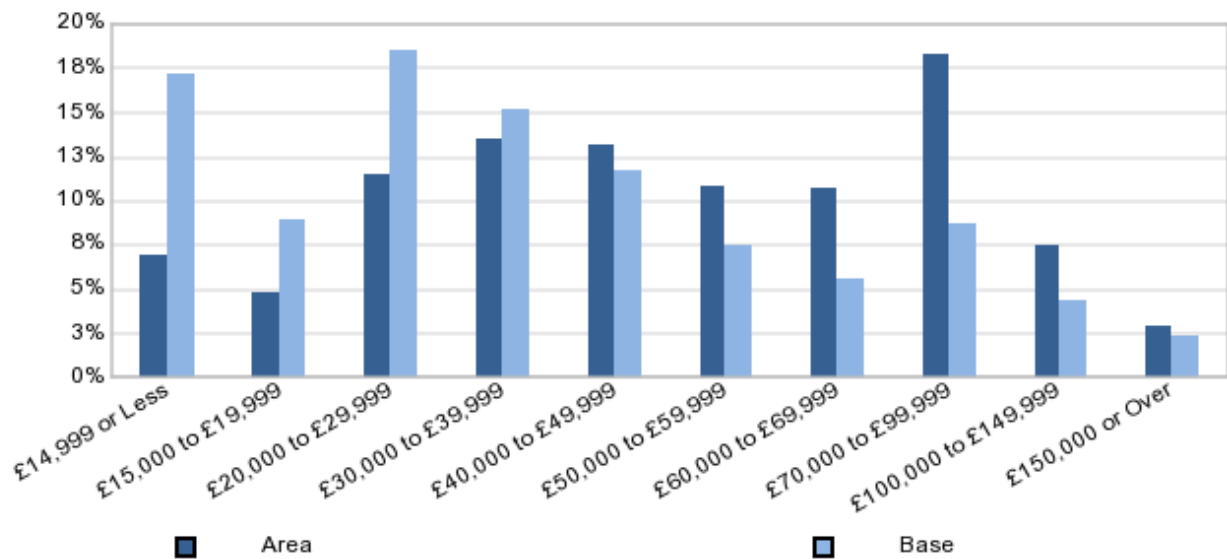
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Understanding the Household Income

Household Income	Area	Base	Index	31	100	218
£14,999 or Less	5,890	4,889,206	40			
£15,000 to £19,999	4,045	2,538,634	53			
£20,000 to £29,999	9,809	5,253,752	62			
£30,000 to £39,999	11,445	4,304,210	88			
£40,000 to £49,999	11,210	3,318,086	112			
£50,000 to £59,999	9,279	2,106,080	147			
£60,000 to £69,999	9,105	1,573,962	192			
£70,000 to £99,999	15,576	2,469,683	210			
£100,000 to £149,999	6,340	1,215,381	174			
£150,000 or Over	2,508	676,196	123			

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.

20%
18%
15%
13%
10%
8%
5%
3%
0%

£14,999 or Less £15,000 to £19,999 £20,000 to £29,999 £30,000 to £39,999 £40,000 to £49,999 £50,000 to £59,999 £60,000 to £69,999 £70,000 to £99,999 £100,000 to £149,999 £150,000 or Over

■ Area   □ Base

9,934 households within your area have an income of £19,999 or less, this forms 11.66 % of the overall distribution. The smallest count is 2,508 and these fall into household income band £150,000 or Over making up 2.94 %. 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 18.28 % with an index of 210, the most under represented banding is £14,999 or less with a figure of 40 making up 6.91 % 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.
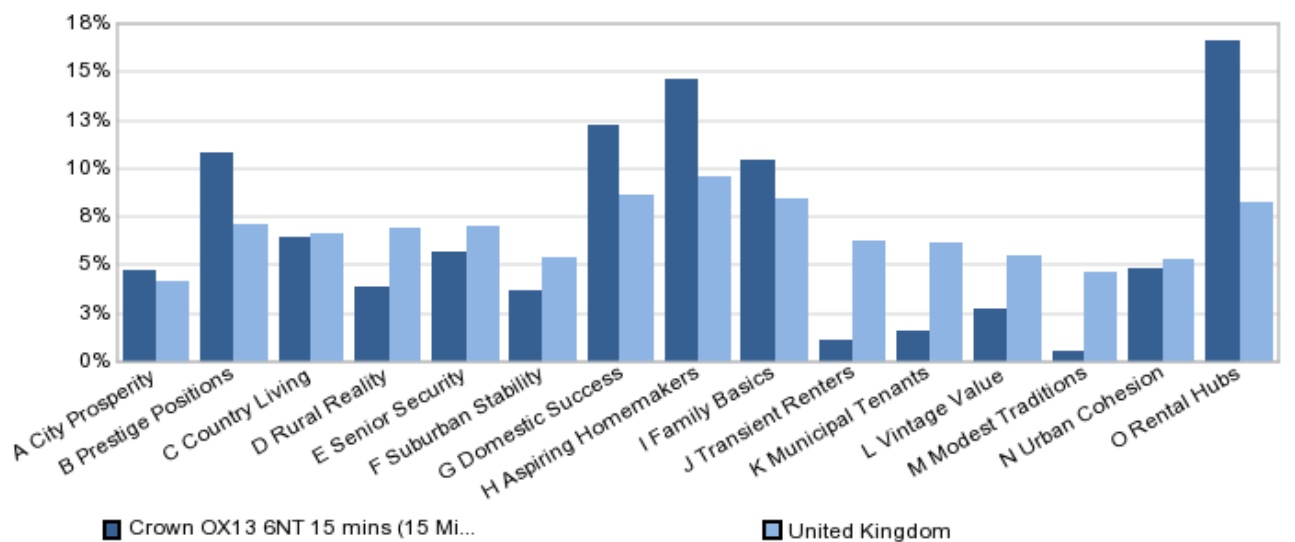
Understanding the residential profile by Mosaic UK 6

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 2	100	212
A City Prosperity	10,062	2,849,374	111		
B Prestige Positions	23,092	4,798,133	152		
C Country Living	13,579	4,432,229	97		
D Rural Reality	8,138	4,656,104	55		
E Senior Security	12,018	4,767,632	80		
F Suburban Stability	7,876	3,634,847	68		
G Domestic Success	26,080	5,770,639	143		
H Aspiring Homemakers	31,149	6,440,418	153		
I Family Basics	22,334	5,687,500	124		
J Transient Renters	2,312	4,160,345	18		
K Municipal Tenants	3,257	4,149,642	25		
L Vintage Value	5,937	3,692,978	51		
M Modest Traditions	1,196	3,121,382	12		
N Urban Cohesion	10,433	3,547,766	93		
O Rental Hubs	35,568	5,518,789	203		
Totals	213,031	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.

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The largest group is O Rental Hubs with a count of 35,568 representing 16.70 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is M Modest Traditions with a count of 1,196 which represents 0.56 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 16.70 % of the target area. In contrast the most under represented group is M Modest Traditions with just 0.56 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 16.70 %

Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

H Aspiring Homemakers - 14.62 %

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

G Domestic Success - 12.24 %

Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology