Location Analyst UK

Farndon Demographic Report 15 Minutes

Understanding Demographics

22 September, 2020

Contents

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Understanding the make-up of your area

	Area	Base
Total Households	40,535	28,345,190
Total Population	95,102	67,229,855
Total Males	47,531	33,173,050
Total Females	47,571	34,056,805

The current year estimates show a total resident population of 95,102 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 40,535 in your area and 28,345,190 in your base selection. This was split by 50.02 % of the population being female and 49.98 % 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	84	100	115
Under 15	16,402	11,991,800	97			
15-19	4,996	3,753,671	94			
20-24	5,246	4,311,089	86			
25-34	11,604	9,174,369	89			
35-44	11,349	8,463,387	95			
45-54	13,746	9,386,423	104			
55-64	11,987	7,914,572	107			
65+	19,772	12,234,544	114			

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.
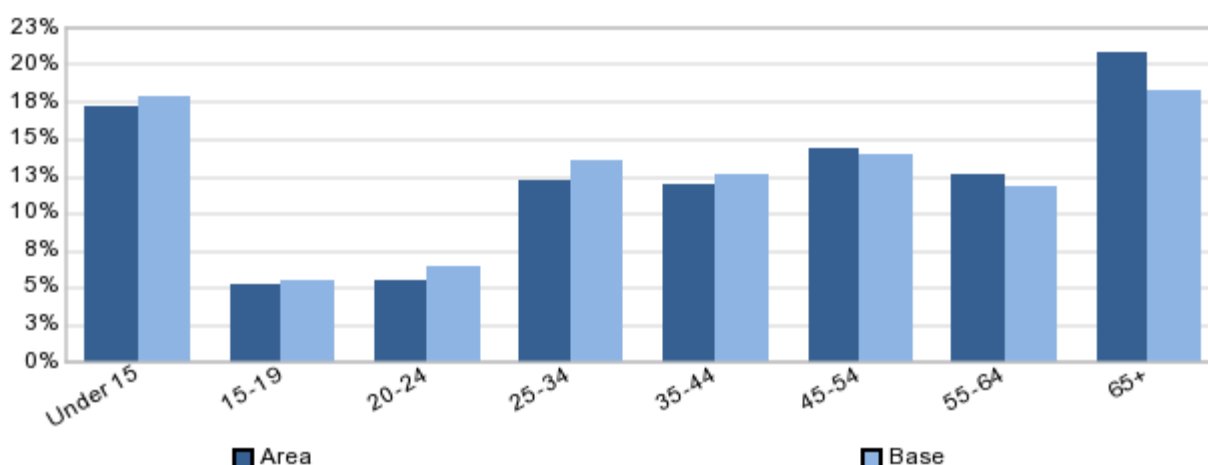
The highest proportion fall into age band 65+ with a count of 19,772 representing 20.79 % of the study area. The smallest proportion is in age band 15-19 with a count of 4,996 which represents 5.25 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 114. The band that is most under represented is 20-24 with an index of 86, 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	
				4 100 115
White	91,212	58,246,060	111	
Gypsy / Traveller / Irish Traveller	72	68,310	74	
Mixed / Multiple Ethnic Groups	883	1,367,158	46	
Asian / Asian British: Indian	831	1,559,199	38	
Asian / Asian British: Pakistani	162	1,239,421	9	
Asian / Asian British: Bangladeshi	167	505,406	23	
Asian / Asian British: Chinese	456	497,465	65	
Asian / Asian British: Other Asian	627	969,724	46	
Black / African / Caribbean / Black British	493	2,122,714	16	
Other Ethnic Group	198	654,398	21	

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:

95.91 % White
0.08 % Gypsy / Traveller / Irish Traveller
0.93 % Mixed / Multiple Ethnic Groups
0.87 % Asian / Asian British: Indian
0.17 % Asian / Asian British: Pakistani
0.18 % Asian / Asian British: Bangladeshi
0.48 % Asian / Asian British: Chinese
0.66 % Asian / Asian British: Other Asian
0.52 % Black / African / Caribbean / Black British
0.21 % 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 95.91 % of the population with a count of 91,212. 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 72, 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	
				91 100 114
AB Higher & intermediate manage/admin/prof	6,197	4,696,968	95	
C1 Supervisory, cleric, junior manage/admin/prof	8,371	6,510,031	92	
C2 Skilled manual workers	6,148	4,376,339	101	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	8,598	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.
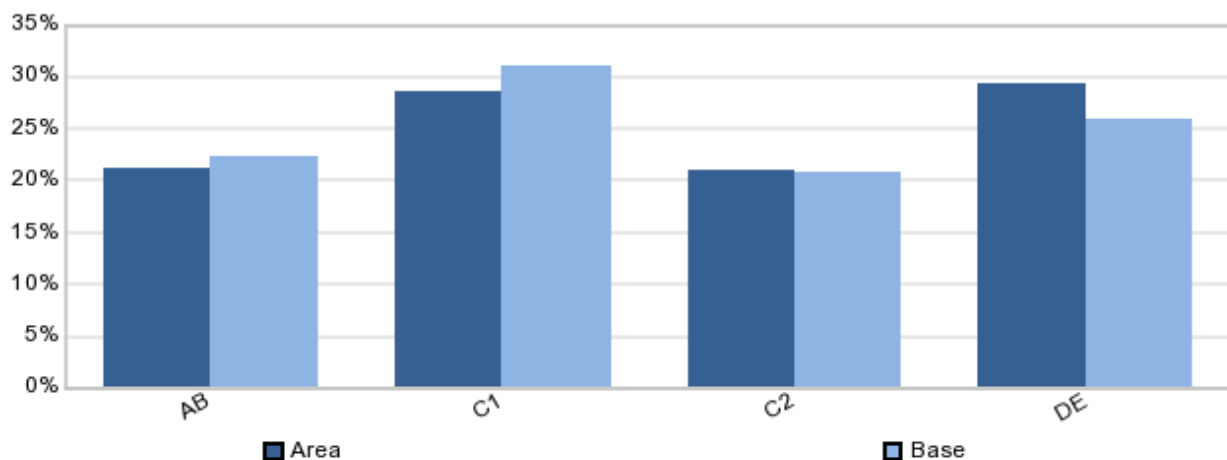
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 8,598 people falling into this group, which is 29.33 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 6,148 taking up 20.97 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 113, whereas the most under represented group is C1 with an index count of 92.

Understanding the Economic Activity

Economically Active	Area	Base	Index	77	100	114
Employee	38,395	26,483,068	103			
Self employed with employees	1,793	1,127,682	113			
Self employed without employees	4,234	3,705,246	81			
Unemployed	1,301	1,161,572	80			
Full-time students	2,408	1,695,620	101			

| Economically Inactive				75	100	116
Retired	10,764	6,618,937	115			
Student	3,125	2,838,201	78			
Looking after home/ family	2,517	2,117,295	84			
Permanently sick/ disabled	3,325	2,168,755	108			
Other	1,236	1,076,085	81			

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
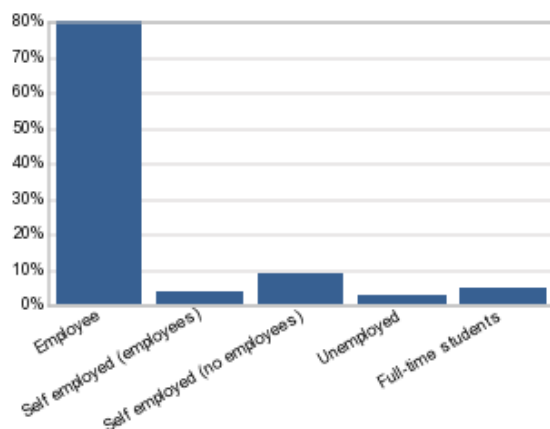
Economically Inactive - % by Category
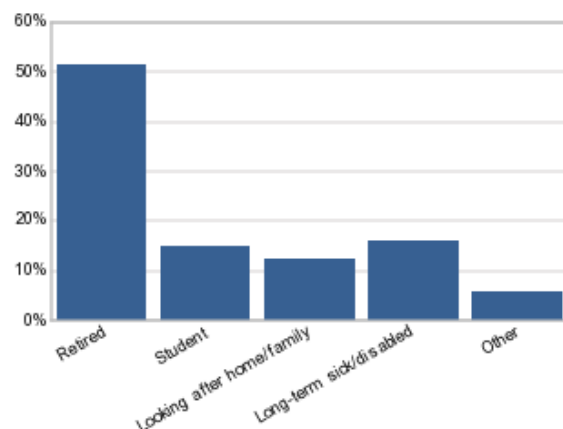
Economic activity within the study area shows that 55.57 % of the population are employed, this is 38,395 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.88 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is Employee with an index of 113, taking up 2.59 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 10,764 representing 15.58 %. The smallest inactive group is Other with 1,236 which is 1.79 %. When looking at the index values the group that is most over represented is Retired with an index of 115, representing 15.58 %.

*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 what type of households are in your area

Dwelling Type	Area	Base	Index	39	100	155
Detached	11,673	5,385,903	151			
Semi-detached	12,457	7,344,686	118			
Bungalow	1,627	1,039,099	109			
Terraced (including end-terrace)	7,696	6,699,890	80			
Flat, maisonette or apartment	3,208	5,007,460	45			

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.
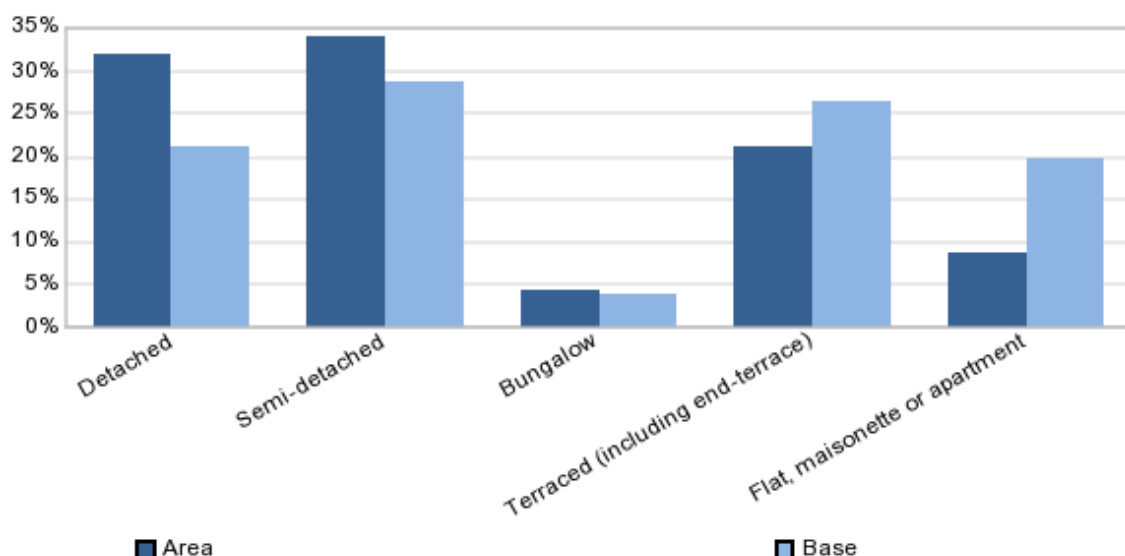
Tenure	Area	Base	Index 82		100	106
Owned (HH)	26,399	17,543,252	105			
Social Rented (HH)	6,928	4,965,267	98			
Private Rented (HH)	6,502	5,470,682	83			

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.
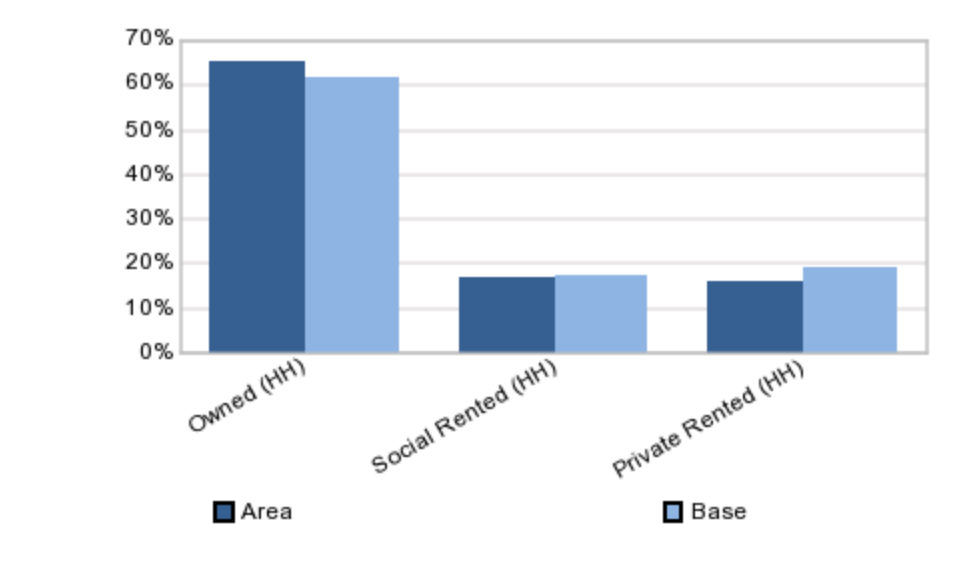
12,457 households within your area live in a Semi-detached dwelling, this is 33.98 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 1,627 households and makes up 4.44 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 151, this makes up 31.84 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 26,399 making up 65.13 %. The smallest amount fall into the Private rented at 16.04 %. When looking at the index figures the most over represented tenure type is Owned with an index of 105, 65.13 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index 24		100	120
£14,999 or Less	8,099	4,889,206	116			
£15,000 to £19,999	4,107	2,538,634	113			
£20,000 to £29,999	8,352	5,253,752	111			
£30,000 to £39,999	6,073	4,304,210	99			
£40,000 to £49,999	4,279	3,318,086	90			
£50,000 to £59,999	2,992	2,106,080	99			
£60,000 to £69,999	1,936	1,573,962	86			
£70,000 to £99,999	3,062	2,469,683	87			
£100,000 to £149,999	1,358	1,215,381	78			
£150,000 or Over	276	676,196	29			

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.

Legend: Area, Base
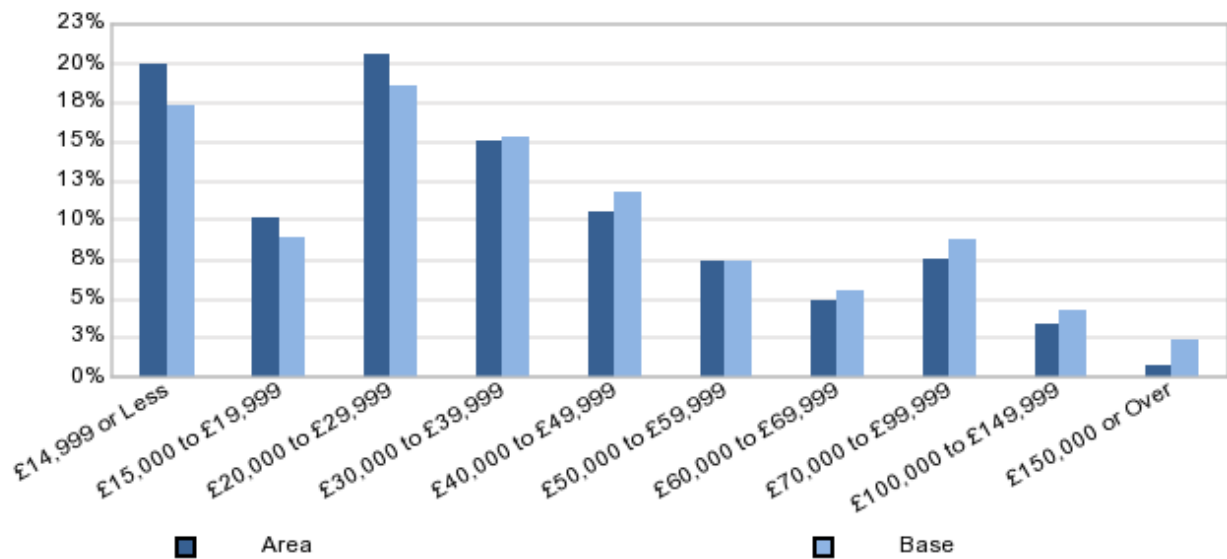
12,207 households within your area have an income of £19,999 or less, this forms 30.11 % of the overall distribution. The smallest count is 276 and these fall into household income band £150,000 or Over making up 0.68 %. When using your base as a comparison, most households fall into the income band £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 £14,999 or less is over represented making up 19.98 % with an index of 116, the most under represented banding is £150,000 or Over with a figure of 29 making up 0.68 % 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	39	2,849,374	1
B Prestige Positions	10,967	4,798,133	162
C Country Living	11,436	4,432,229	182
D Rural Reality	5,783	4,656,104	88
E Senior Security	7,571	4,767,632	112
F Suburban Stability	6,865	3,634,847	134
G Domestic Success	6,795	5,770,639	83
H Aspiring Homemakers	9,956	6,440,418	109
I Family Basics	9,110	5,687,500	113
J Transient Renters	7,699	4,160,345	131
K Municipal Tenants	4,036	4,149,642	69
L Vintage Value	6,268	3,692,978	120
M Modest Traditions	4,623	3,121,382	105
N Urban Cohesion	47	3,547,766	1
O Rental Hubs	3,906	5,518,789	50
Totals	95,102	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.

Farndon 15 Minutes (15 Minutes)   United Kingdom
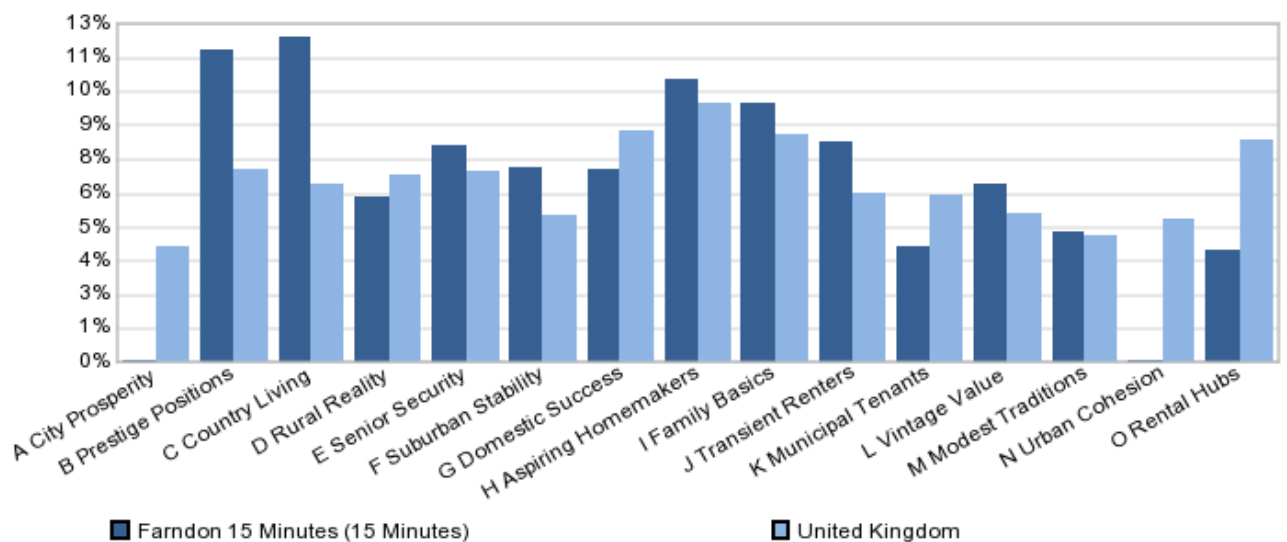
The largest group is C Country Living with a count of 11,436 representing 12.02 % of the overall distribution, in comparison to the base where 6.59 % fall into this group. The smallest group is A City Prosperity with a count of 39 which represents 0.04 %. The index* figures indicate that the most over represented group is C Country Living taking up 12.02 % of the target area. In contrast the most under represented group is N Urban Cohesion with just 0.05 %.

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Understanding the top three Mosaic UK 6 Groups

C Country Living - 12.02 %

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

B Prestige Positions - 11.53 %

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

H Aspiring Homemakers - 10.47 %

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