Location Analyst UK

Half Moon Kirk Merrington Demogs Report 0.5 miles

Understanding Demographics

13 October, 2020

Contents

Understanding the make-up of your area

	Area	Base
Total Households	476	23,706,750
Total Population	1,069	56,539,662
Total Males	553	27,942,050
Total Females	516	28,597,612

The current year estimates show a total resident population of 1,069 in the study area, compared to 56,539,662 in the base selection. When looking at households there are 476 in your area and 23,706,750 in your base selection. This was split by 48.30 % of the population being female and 51.70 % 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	
				53 100 177
Under 15	114	10,187,245	59	
15-19	45	3,156,587	75	
20-24	53	3,608,302	78	
25-34	112	7,771,178	76	
35-44	161	7,180,202	119	
45-54	155	7,862,170	105	
55-64	213	6,558,672	172	
65+	215	10,215,306	111	

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.
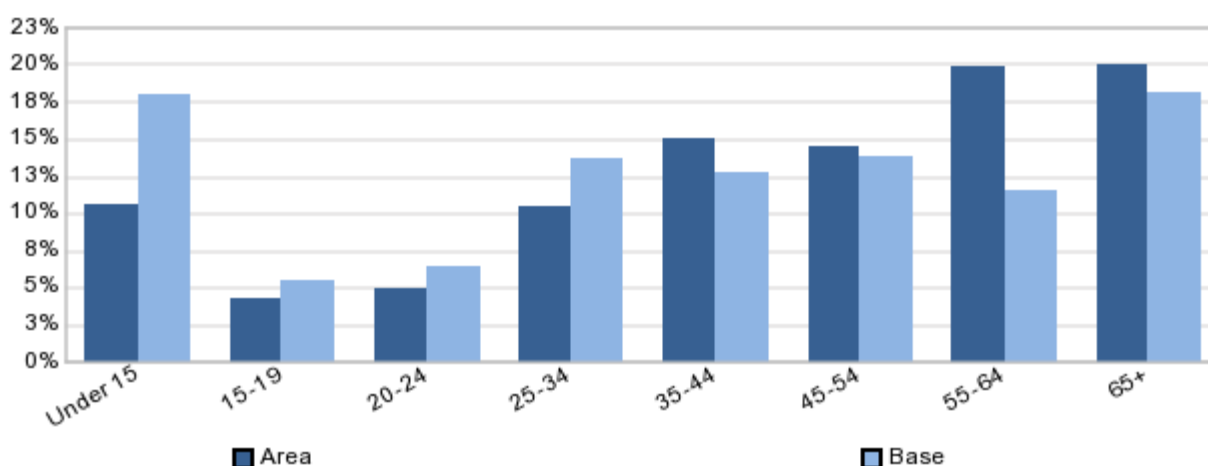
The highest proportion fall into age band 65+ with a count of 215 representing 20.09 % of the study area. The smallest proportion is in age band 15-19 with a count of 45 which represents 4.20 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 172. The band that is most under represented is Under 15 with an index of 59, 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	
				-5 100 122
White	1,062	47,980,757	117	
Gypsy / Traveller / Irish Traveller	0	59,424	0	
Mixed / Multiple Ethnic Groups	2	1,303,845	7	
Asian / Asian British: Indian	0	1,498,351	0	
Asian / Asian British: Pakistani	0	1,172,625	0	
Asian / Asian British: Bangladeshi	0	489,647	0	
Asian / Asian British: Chinese	4	436,702	48	
Asian / Asian British: Other Asian	0	921,639	0	
Black / African / Caribbean / Black British	1	2,058,715	3	
Other Ethnic Group	0	617,957	0	

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:

99.37 % White
0.00 % Gypsy / Traveller / Irish Traveller
0.17 % Mixed / Multiple Ethnic Groups
0.00 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi
0.37 % Asian / Asian British: Chinese
0.00 % Asian / Asian British: Other Asian
0.09 % Black / African / Caribbean / Black British
0.00 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

84.86 % White
0.11 % Gypsy / Traveller / Irish Traveller
2.31 % Mixed / Multiple Ethnic Groups
2.65 % Asian / Asian British: Indian
2.07 % Asian / Asian British: Pakistani
0.87 % Asian / Asian British: Bangladeshi
0.77 % Asian / Asian British: Chinese
1.63 % Asian / Asian British: Other Asian
3.64 % Black / African / Caribbean / Black British
1.09 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 99.37 % of the population with a count of 1,062. This is in comparison to the selected base with 84.86 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 0, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 59,424.

Understanding the Social Grade

Social Grade	Area	Base	Index	
			77 100 119	
AB Higher & intermediate manage/admin/prof	69	4,067,540	83	
C1 Supervisory, cleric, junior manage/admin/prof	132	5,463,859	118	
C2 Skilled manual workers	86	3,610,626	117	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	73	4,477,840	80	

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.
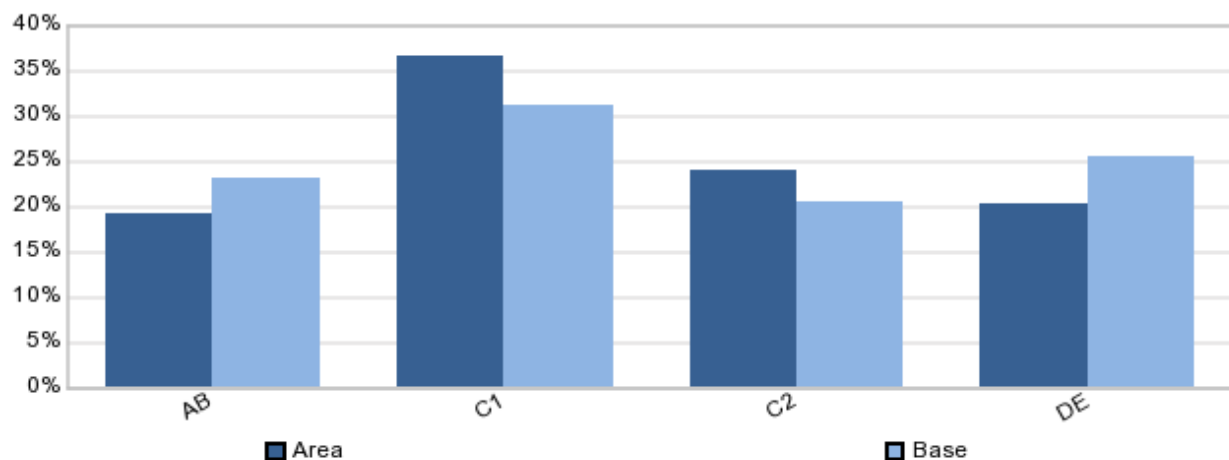
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 132 people falling into this group, which is 36.56 % of the overall distribution. The smallest proportion falls into grade AB with a count of 69 taking up 19.19 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 118, whereas the most under represented group is DE with an index count of 80.
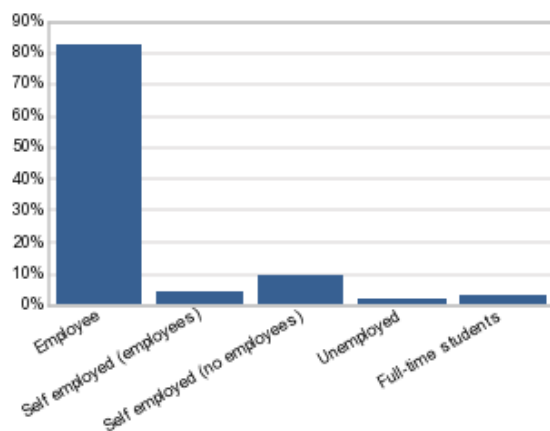
Understanding the Economic Activity

| Economically Active	Area	Base	Index 44	100	134
Employee	504	22,374,276	107		
Self employed with employees	26	951,381	131		
Self employed without employees	56	3,233,910	82		
Unemployed	10	962,069	48		
Full-time students	16	1,412,032	52		
Economically Inactive			45	100	142
Retired	167	5,445,078	138		
Student	28	2,383,574	54		
Looking after home/ family	20	1,791,976	50		
Permanently sick/ disabled	35	1,669,081	94		
Other	20	893,637	102		

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
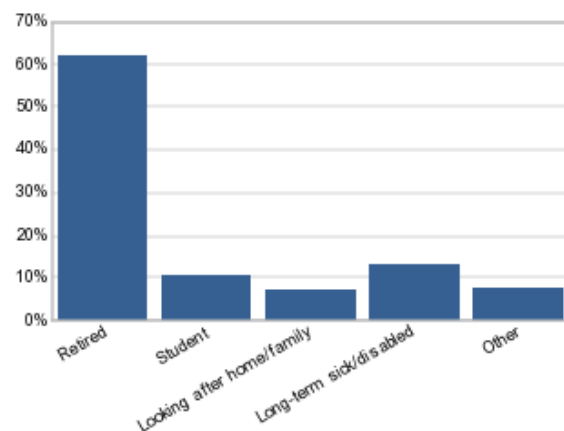
Economic activity within the study area shows that 57.17 % of the population are employed, this is 504 people, compare this to your base where 54.42 % are employed. The smallest economically active group is Unemployed representing 1.11 %, compare this to the selected base where this group represents 2.34 %. When analysing index* values the most over represented group is Employee with an index of 131, taking up 2.98 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 167 representing 18.91 %. The smallest inactive group is Looking after home/ family with 20 which is 2.27 %. When looking at the index values the group that is most over represented is Retired with an index of 138, representing 18.91 %.

*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	0	100	150
Detached	122	4,191,335	144			
Semi-detached	135	6,267,067	106			
Bungalow	19	976,047	99			
Terraced (including end-terrace)	150	5,766,542	128			
Flat, maisonette or apartment	6	4,148,676	7			

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.
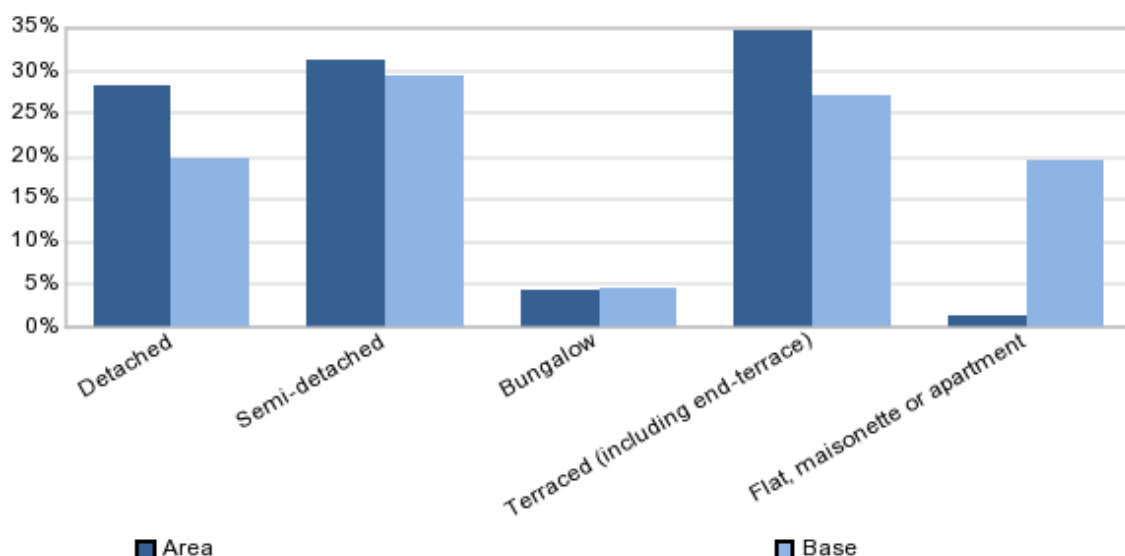
Tenure	Area	Base	Index	7	100	135
Owned (HH)	382	14,615,477	130			
Social Rented (HH)	11	4,067,655	14			
Private Rented (HH)	73	4,728,063	77			

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.
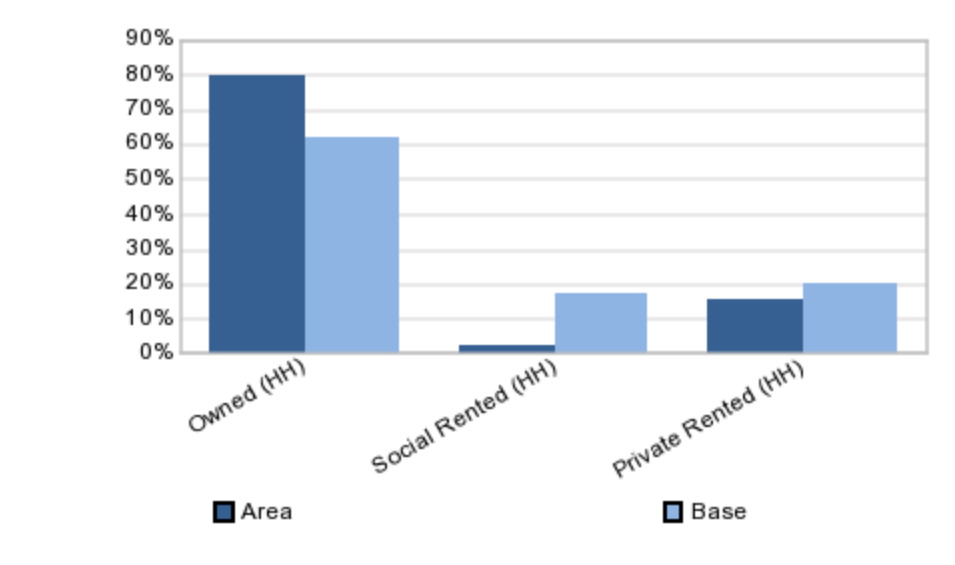
135 households within your area live in a Semi-detached dwelling, this is 31.19 %. Compare this to a figure of 6,267,067 in your base making up 29.35 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 6 households and makes up 1.41 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 144, this makes up 28.19 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 382 making up 80.25 %. The smallest amount fall into the Social rented at 2.35 %. When looking at the index figures the most over represented tenure type is Owned with an index of 130, 80.25 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	-7	100	163
£14,999 or Less	73	3,895,159	93			
£15,000 to £19,999	35	2,022,048	87			
£20,000 to £29,999	128	4,286,339	149			
£30,000 to £39,999	66	3,583,925	91			
£40,000 to £49,999	65	2,814,502	115			
£50,000 to £59,999	45	1,802,391	124			
£60,000 to £69,999	43	1,358,964	156			
£70,000 to £99,999	19	2,191,735	43			
£100,000 to £149,999	2	1,101,768	9			
£150,000 or Over	0	649,919	0			

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.
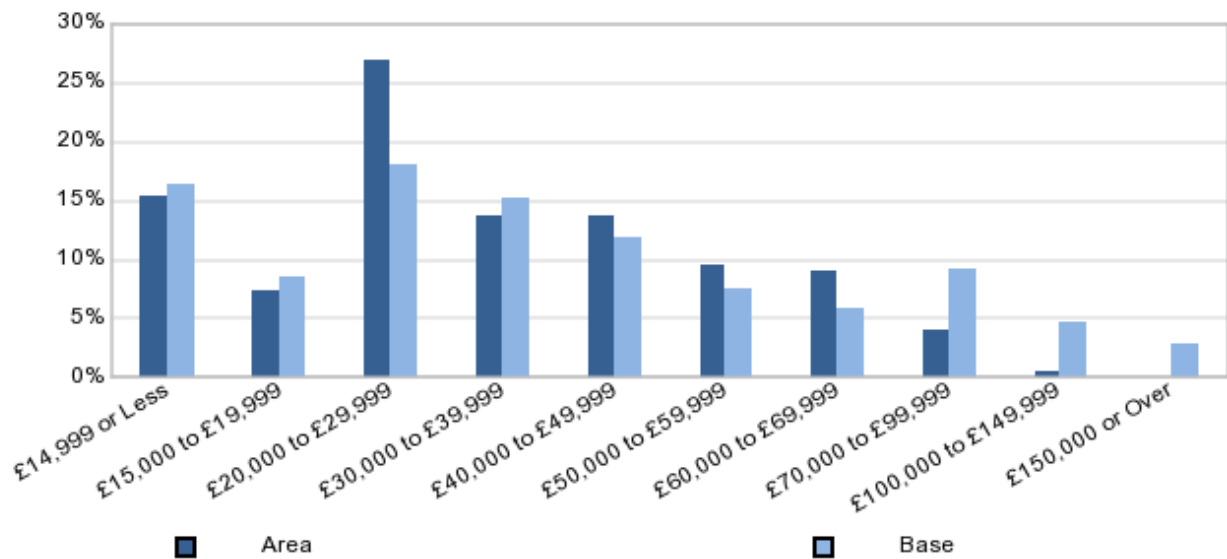
108 households within your area have an income of £19,999 or less, this forms 22.73 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 18.08 % of the overall view. When using index* figures as a guide we can see that the income band £60,000 to £69,999 is over represented making up 8.97 % with an index of 156, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.00 % 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 -50	1063
A City Prosperity	0	2,748,366	0	
B Prestige Positions	40	4,060,732	53	
C Country Living	45	3,350,308	72	
D Rural Reality	604	3,152,963	1,013	
E Senior Security	26	4,268,728	32	
F Suburban Stability	82	3,040,683	142	
G Domestic Success	205	4,958,193	219	
H Aspiring Homemakers	43	5,660,163	40	
I Family Basics	0	5,031,695	0	
J Transient Renters	18	3,671,606	26	
K Municipal Tenants	0	3,211,458	0	
L Vintage Value	0	2,881,386	0	
M Modest Traditions	5	2,340,177	11	
N Urban Cohesion	0	3,406,706	0	
O Rental Hubs	0	4,754,506	0	
Totals	1,069	56,539,662		

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.
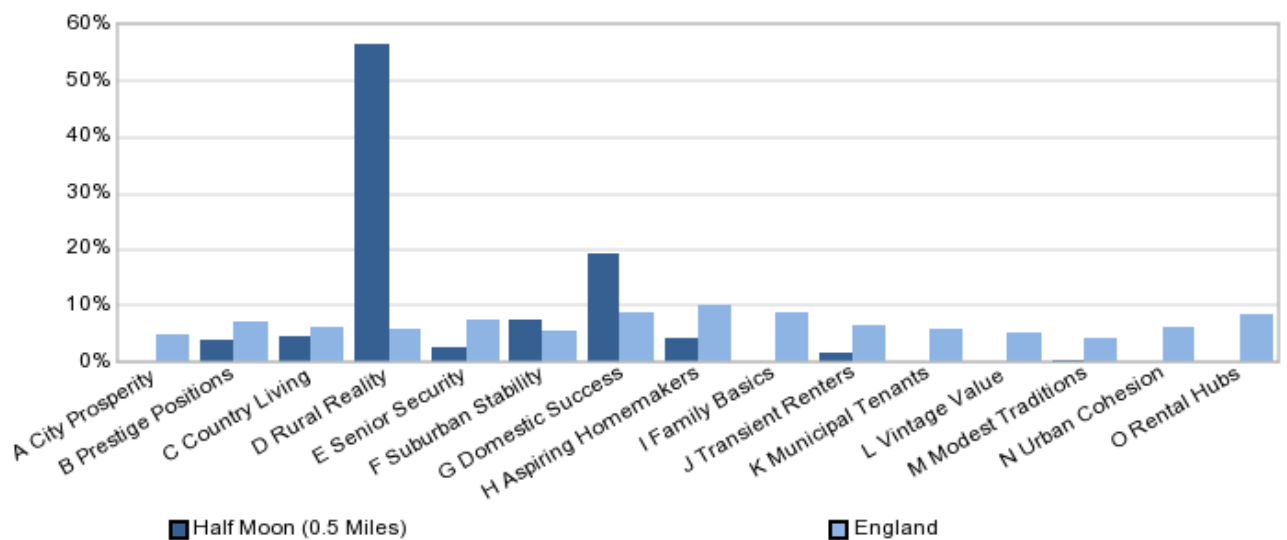
The largest group is D Rural Reality with a count of 604 representing 56.49 % of the overall distribution, in comparison to the base where 5.58 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is D Rural Reality taking up 56.49 % 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 - 56.49 %

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

G Domestic Success - 19.22 %

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

F Suburban Stability - 7.64 %

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