

Location Analyst

UK



New Inn Shrawley Demogs Report 15 Mins

Understanding Demographics

07 October, 2020

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Describing New Inn Shrawley 15 Mins (15 Minutes) in relation to United Kingdom
 Creation Date: October 7, 2020

Understanding the make-up of your area

	Area	Base
Total Households	13,743	28,345,190
Total Population	30,973	67,229,855
Total Males	15,424	33,173,050
Total Females	15,549	34,056,805

The current year estimates show a total resident population of 30,973 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 13,743 in your area and 28,345,190 in your base selection. This was split by 50.20 % of the population being female and 49.80 % being male in the study area.

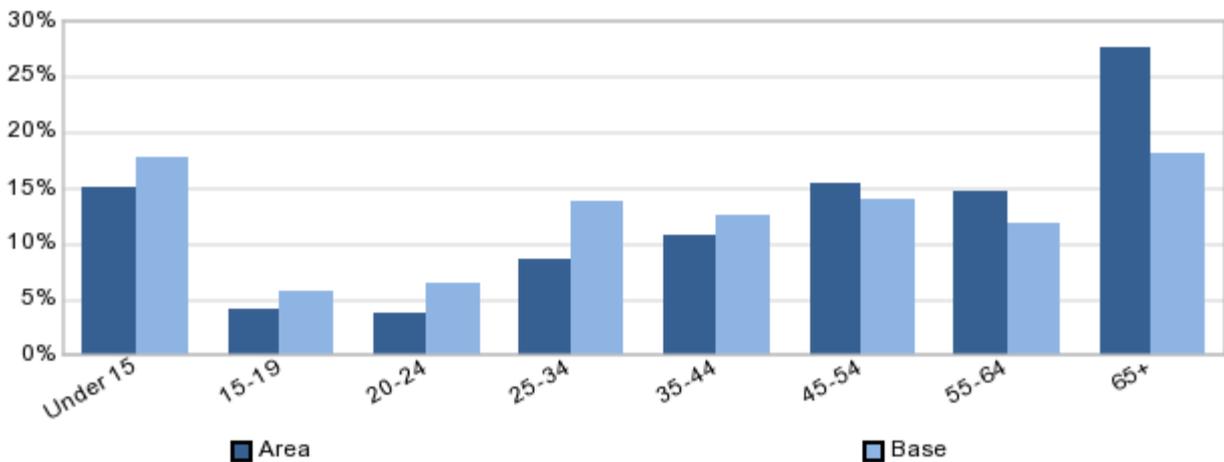
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			55	100	155
Under 15	4,676	11,991,800	85	█	
15-19	1,263	3,753,671	73	█	
20-24	1,185	4,311,089	60	█	
25-34	2,680	9,174,369	63	█	
35-44	3,321	8,463,387	85	█	
45-54	4,780	9,386,423	111	█	
55-64	4,543	7,914,572	125	█	
65+	8,525	12,234,544	151	█	

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 8,525 representing 27.53 % of the study area. The smallest proportion is in age band 20-24 with a count of 1,185 which represents 3.83 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 151. The band that is most under represented is 20-24 with an index of 60, 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	30,306	58,246,060	113
Gypsy / Traveller / Irish Traveller	148	68,310	471
Mixed / Multiple Ethnic Groups	226	1,367,158	36
Asian / Asian British: Indian	68	1,559,199	10
Asian / Asian British: Pakistani	20	1,239,421	3
Asian / Asian British: Bangladeshi	21	505,406	9
Asian / Asian British: Chinese	55	497,465	24
Asian / Asian British: Other Asian	54	969,724	12
Black / African / Caribbean / Black British	37	2,122,714	4
Other Ethnic Group	38	654,398	13

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:

97.85 % White	86.64 % White
0.48 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.73 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.22 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.06 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.07 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.18 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.17 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.12 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.12 % Other Ethnic Group	0.97 % Other Ethnic Group

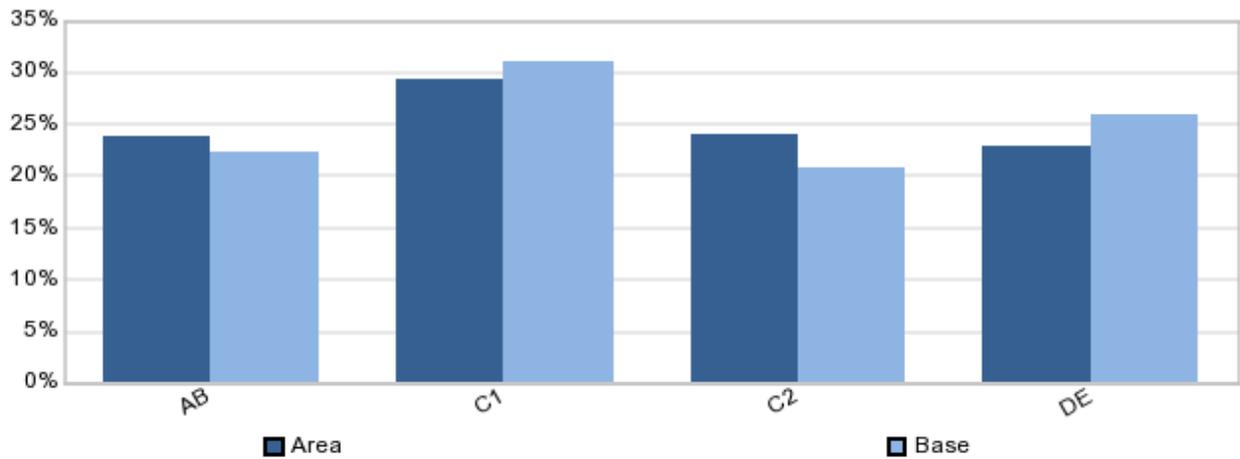
In the study area the largest ethnic group is White taking up 97.85 % of the population with a count of 30,306. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 20, 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	2,154	4,696,968	107
C1 Supervisory, cleric, junior manage/admin/prof	2,661	6,510,031	95
C2 Skilled manual workers	2,182	4,376,339	116
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	2,055	5,456,469	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.



*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 2,661 people falling into this group, which is 29.39 % of the overall distribution. The smallest proportion falls into grade DE with a count of 2,055 taking up 22.71 %. 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 88.

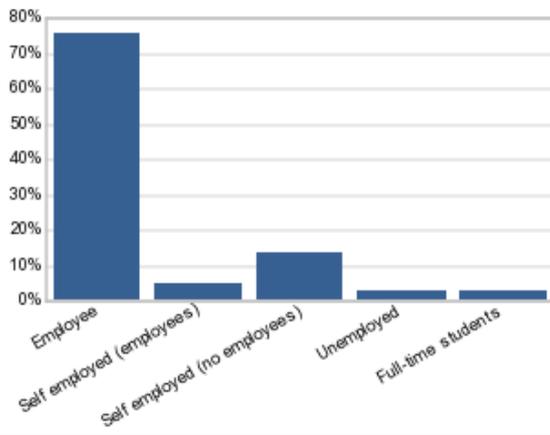
Understanding the Economic Activity

Economically Active	Area	Base	Index	52	100	153
Employee	11,718	26,483,068	97			
Self employed with employees	760	1,127,682	148			
Self employed without employees	2,142	3,705,246	127			
Unemployed	463	1,161,572	88			
Full-time students	436	1,695,620	57			
Economically Inactive				45	100	148
Retired	4,487	6,618,937	144			
Student	671	2,838,201	50			
Looking after home/ family	780	2,117,295	78			
Permanently sick/ disabled	716	2,168,755	70			
Other	312	1,076,085	62			

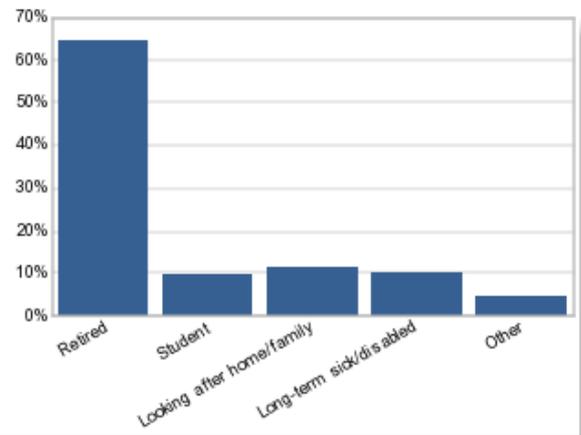
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 52.12 % of the population are employed, this is 11,718 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 1.94 %, compare this to the selected base where this group represents 3.46 %. When analysing index* values the most over represented group is Employee with an index of 148, taking up 3.38 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 4,487 representing 19.95 %. The smallest inactive group is Other with 312 which is 1.39 %. When looking at the index values the group that is most over represented is Retired with an index of 144, representing 19.95 %.

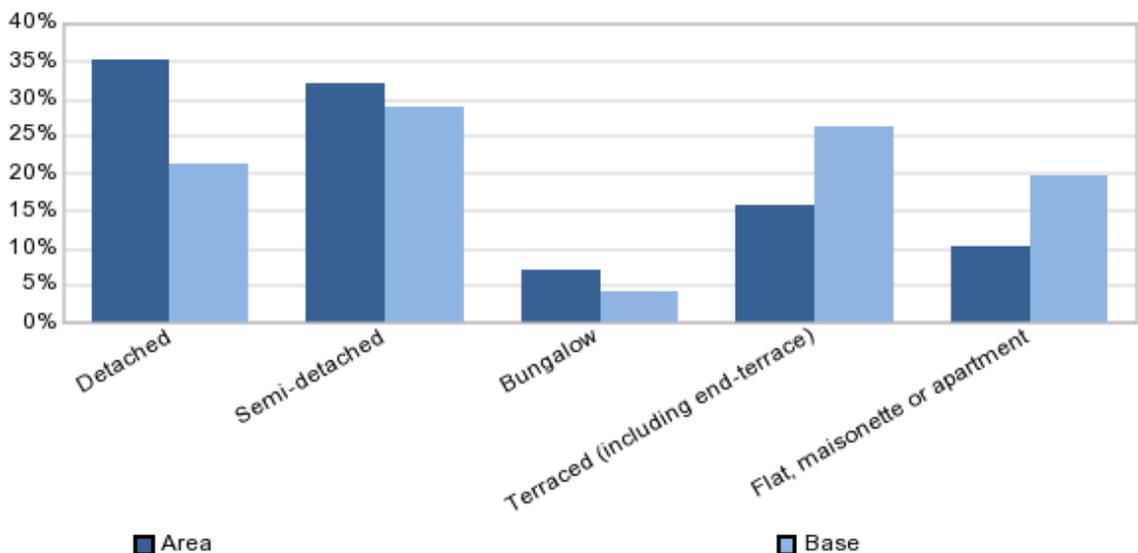
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	4,415	5,385,903	167
Semi-detached	3,986	7,344,686	110
Bungalow	872	1,039,099	171
Terraced (including end-terrace)	1,976	6,699,890	60
Flat, maisonette or apartment	1,277	5,007,460	52

Source: Experian ConsumerView Household Directory 2019 .

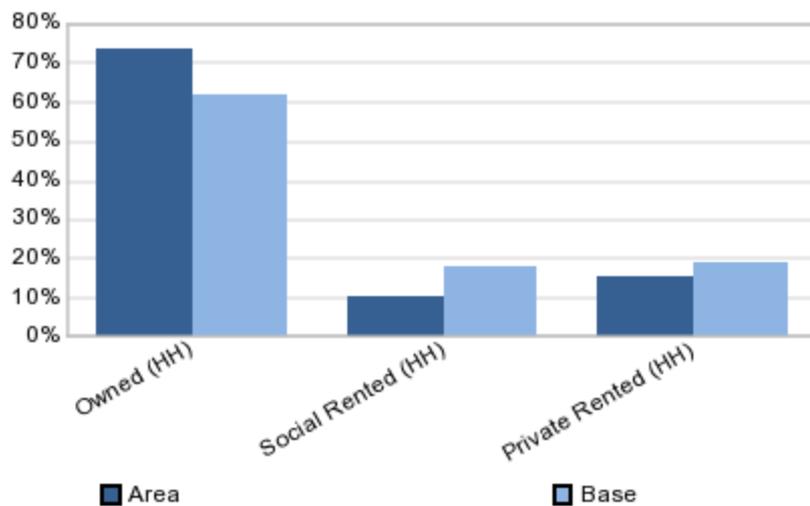
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	10,110	17,543,252	119
Social Rented (HH)	1,401	4,965,267	58
Private Rented (HH)	2,072	5,470,682	78

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.



3,986 households within your area live in a Semi-detached dwelling, this is 31.82 %. 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 872 households and makes up 6.97 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 171, this makes up 6.97 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 10,110 making up 73.56 %. The smallest amount fall into the Social rented at 10.20 %. When looking at the index figures the most over represented tenure type is Owned with an index of 119, 73.56 % of households fall into this category in the study area.

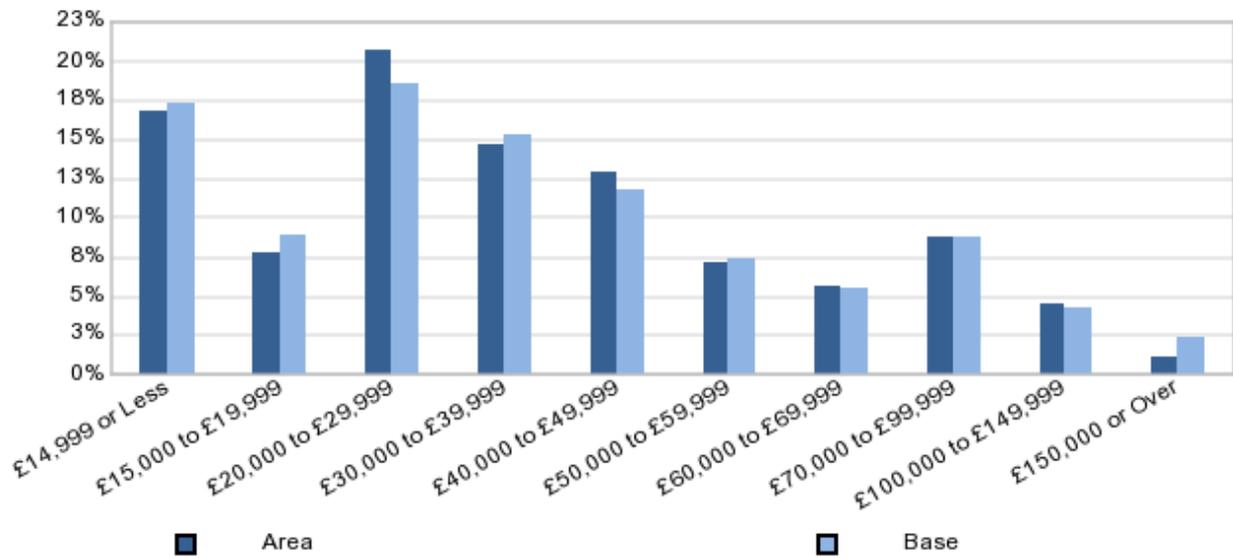
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	2,316	4,889,206	98
£15,000 to £19,999	1,061	2,538,634	86
£20,000 to £29,999	2,837	5,253,752	111
£30,000 to £39,999	2,019	4,304,210	97
£40,000 to £49,999	1,782	3,318,086	111
£50,000 to £59,999	989	2,106,080	97
£60,000 to £69,999	776	1,573,962	102
£70,000 to £99,999	1,195	2,469,683	100
£100,000 to £149,999	617	1,215,381	105
£150,000 or Over	151	676,196	46

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.



3,377 households within your area have an income of £19,999 or less, this forms 24.57 % of the overall distribution. The smallest count is 151 and these fall into household income band £150,000 or Over making up 1.10 %. 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 £20,000 to £29,999 is over represented making up 20.65 % with an index of 111, the most under represented banding is £150,000 or Over with a figure of 46 making up 1.10 % 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.

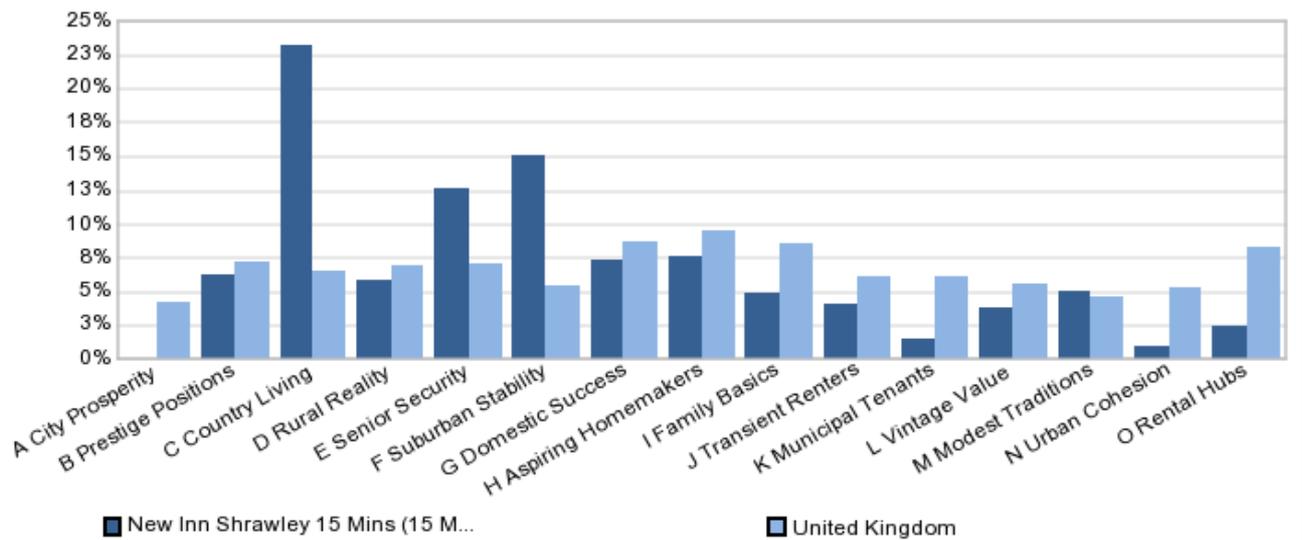
Understanding the residential profile by Mosaic UK 6

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	0	2,849,374	0
B Prestige Positions	1,937	4,798,133	88
C Country Living	7,174	4,432,229	351
D Rural Reality	1,771	4,656,104	83
E Senior Security	3,913	4,767,632	178
F Suburban Stability	4,673	3,634,847	279
G Domestic Success	2,287	5,770,639	86
H Aspiring Homemakers	2,356	6,440,418	79
I Family Basics	1,490	5,687,500	57
J Transient Renters	1,241	4,160,345	65
K Municipal Tenants	440	4,149,642	23
L Vintage Value	1,160	3,692,978	68
M Modest Traditions	1,522	3,121,382	106
N Urban Cohesion	284	3,547,766	17
O Rental Hubs	724	5,518,789	28
Totals	30,973	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 7,174 representing 23.16 % 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 0 which represents 0.00 %. The index* figures indicate that the most over represented group is C Country Living taking up 23.16 % 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

C Country Living - 23.16 %



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

F Suburban Stability - 15.09 %



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

E Senior Security - 12.63 %



Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers