

Location Analyst

UK



Swann Inn Wrexham Demographic Report 0.5 Miles

Understanding Demographics

23 September, 2020

Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Describing Swann Inn Wrexham 0.5 Miles (0.5 Miles) in relation to United Kingdom
Creation Date: September 23, 2020

Understanding the make-up of your area

	Area	Base
Total Households	1,236	28,345,190
Total Population	2,930	67,229,855
Total Males	1,488	33,173,050
Total Females	1,442	34,056,805

The current year estimates show a total resident population of 2,930 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 1,236 in your area and 28,345,190 in your base selection. This was split by 49.23 % of the population being female and 50.77 % being male in the study area.

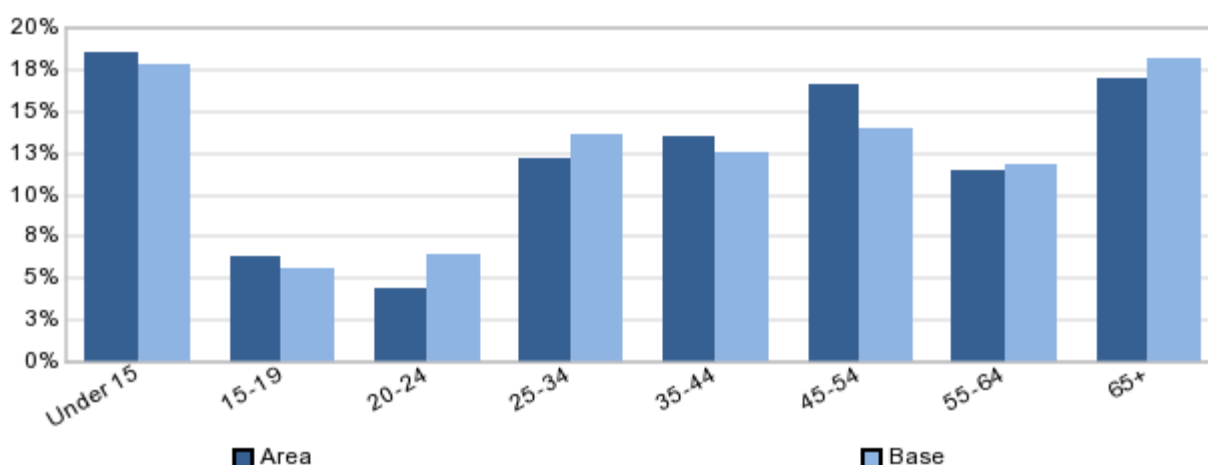
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	543	11,991,800	104
15-19	183	3,753,671	112
20-24	132	4,311,089	70
25-34	358	9,174,369	90
35-44	396	8,463,387	107
45-54	485	9,386,423	118
55-64	334	7,914,572	97
65+	500	12,234,544	94

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 543 representing 18.52 % of the study area. The smallest proportion is in age band 20-24 with a count of 132 which represents 4.50 %. In the study area the most over represented age band in comparison to the base selection is 45-54 with an index value of 118. The band that is most under represented is 20-24 with an index of 70, 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	2,833	58,246,060	112	
Gypsy / Traveller / Irish Traveller	1	68,310	34	
Mixed / Multiple Ethnic Groups	14	1,367,158	23	
Asian / Asian British: Indian	8	1,559,199	12	
Asian / Asian British: Pakistani	4	1,239,421	7	
Asian / Asian British: Bangladeshi	1	505,406	5	
Asian / Asian British: Chinese	9	497,465	42	
Asian / Asian British: Other Asian	37	969,724	88	
Black / African / Caribbean / Black British	4	2,122,714	5	
Other Ethnic Group	19	654,398	67	

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:

96.70 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.46 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.28 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.13 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.31 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.26 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.14 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.65 % Other Ethnic Group	0.97 % Other Ethnic Group

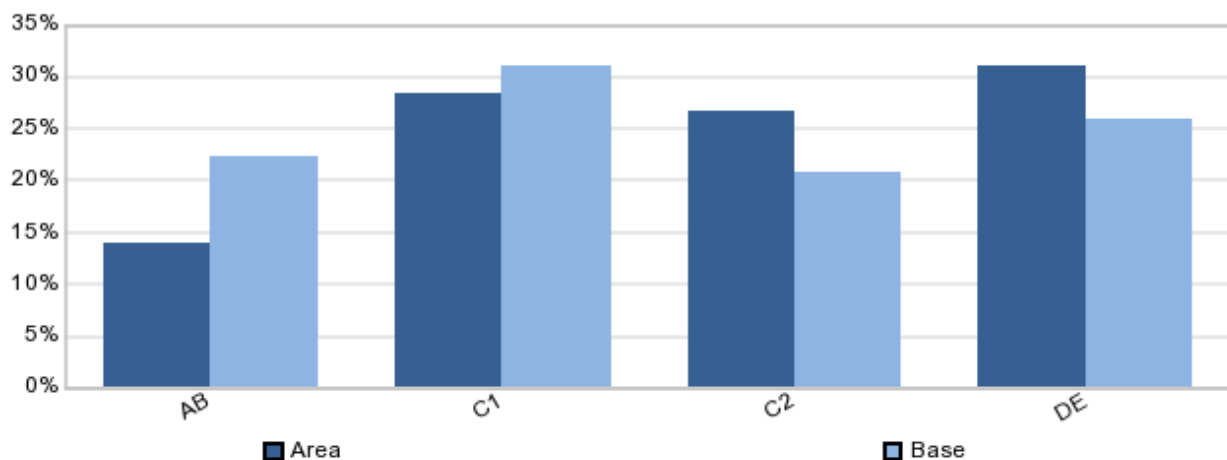
In the study area the largest ethnic group is White taking up 96.70 % of the population with a count of 2,833. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 1, 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	130	4,696,968	63	
C1 Supervisory, cleric, junior manage/admin/prof	263	6,510,031	92	
C2 Skilled manual workers	246	4,376,339	128	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	286	5,456,469	119	

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 286 people falling into this group, which is 30.93 % of the overall distribution. The smallest proportion falls into grade AB with a count of 130 taking up 14.10 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 128, whereas the most under represented group is AB with an index count of 63.

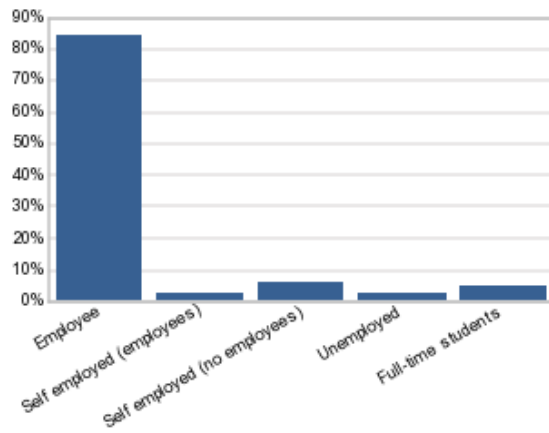
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁵¹	100	112
Employee	1,276	26,483,068	109		
Self employed with employees	36	1,127,682	72		
Self employed without employees	88	3,705,246	54		
Unemployed	35	1,161,572	67		
Full-time students	71	1,695,620	95		
Economically Inactive					
Retired	296	6,618,937	111		
Student	86	2,838,201	75		
Looking after home/ family	73	2,117,295	85		
Permanently sick/ disabled	107	2,168,755	123		
Other	37	1,076,085	85		

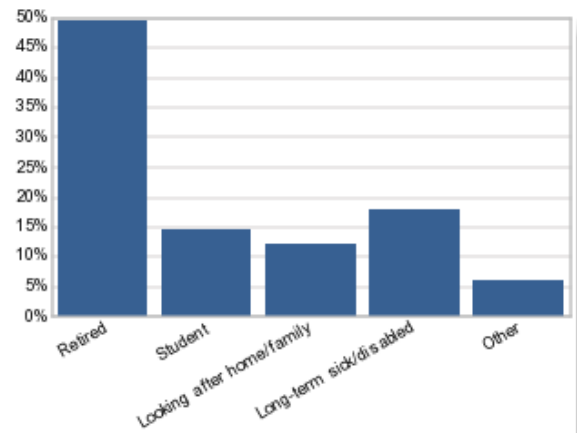
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 60.64 % of the population are employed, this is 1,276 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.64 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 109, taking up 60.64 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 296 representing 14.04 %. The smallest inactive group is Other with 37 which is 1.76 %. When looking at the index values the group that is most over represented is Retired with an index of 111, representing 14.04 %.

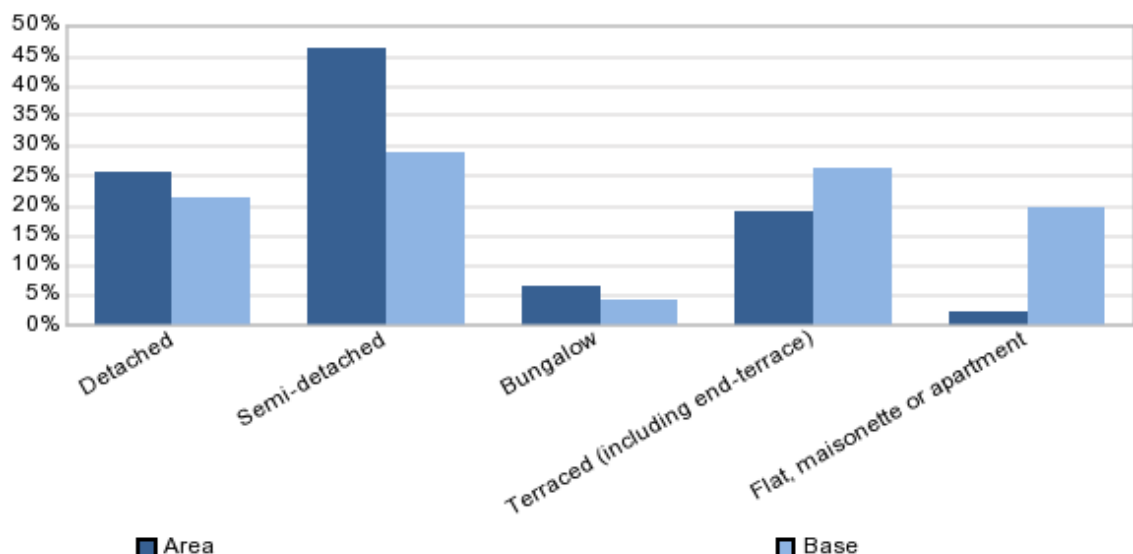
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	3	100	172
Detached	288	5,385,903	122			
Semi-detached	519	7,344,686	161			
Bungalow	75	1,039,099	165			
Terraced (including end-terrace)	213	6,699,890	72			
Flat, maisonette or apartment	25	5,007,460	12			

Source: Experian ConsumerView Household Directory 2019 .

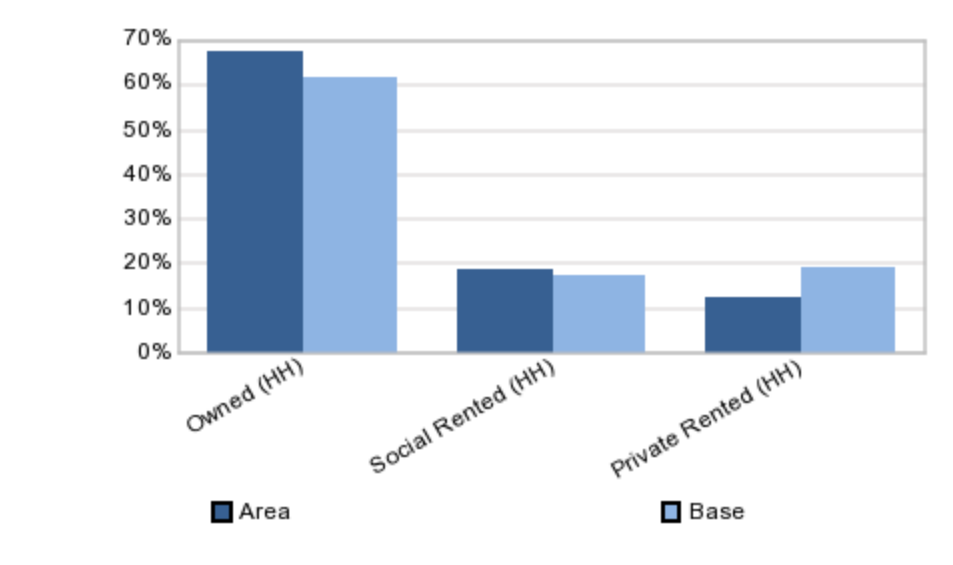
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	62	100	110
Owned (HH)	831	17,543,252	109			
Social Rented (HH)	235	4,965,267	109			
Private Rented (HH)	155	5,470,682	65			

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.



519 households within your area live in a Semi-detached dwelling, this is 46.27 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 25 households and makes up 2.27 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 165, this makes up 6.73 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 831 making up 67.22 %. The smallest amount fall into the Private rented at 12.52 %. When looking at the index figures the most over represented tenure type is Owned with an index of 109, 67.22 % of households fall into this category in the study area.

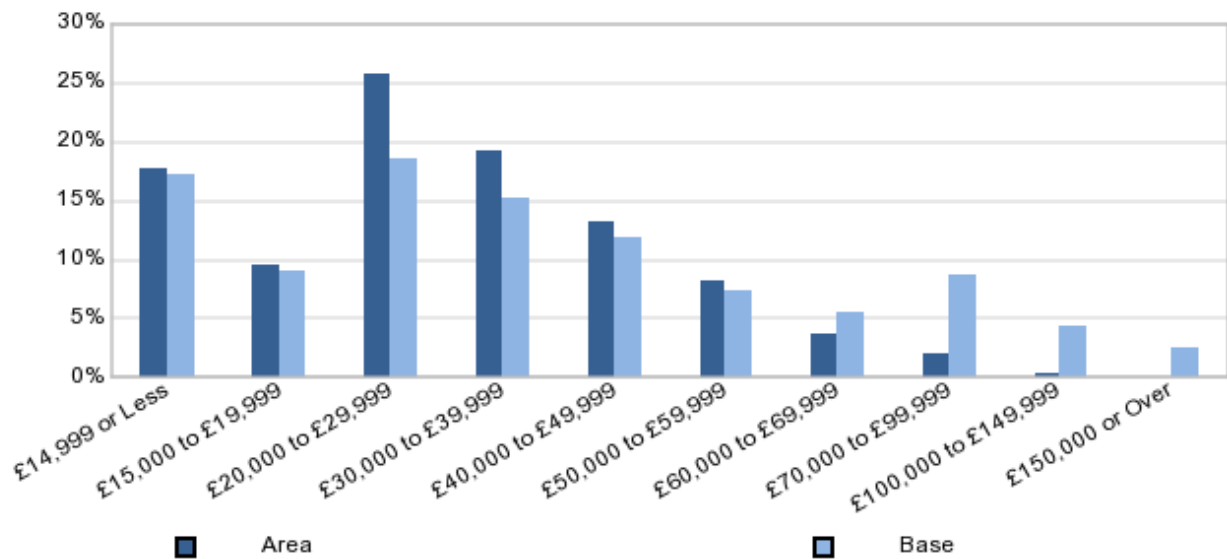
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	0	100	145
£14,999 or Less	220	4,889,206	103			
£15,000 to £19,999	119	2,538,634	107			
£20,000 to £29,999	319	5,253,752	139			
£30,000 to £39,999	238	4,304,210	127			
£40,000 to £49,999	164	3,318,086	113			
£50,000 to £59,999	102	2,106,080	111			
£60,000 to £69,999	46	1,573,962	67			
£70,000 to £99,999	24	2,469,683	22			
£100,000 to £149,999	4	1,215,381	8			
£150,000 or Over	0	676,196	1			

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.



338 households within your area have an income of £19,999 or less, this forms 27.37 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.01 %. 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 25.82 % with an index of 139, the most under represented banding is £150,000 or Over with a figure of 1 making up 0.01 % 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.

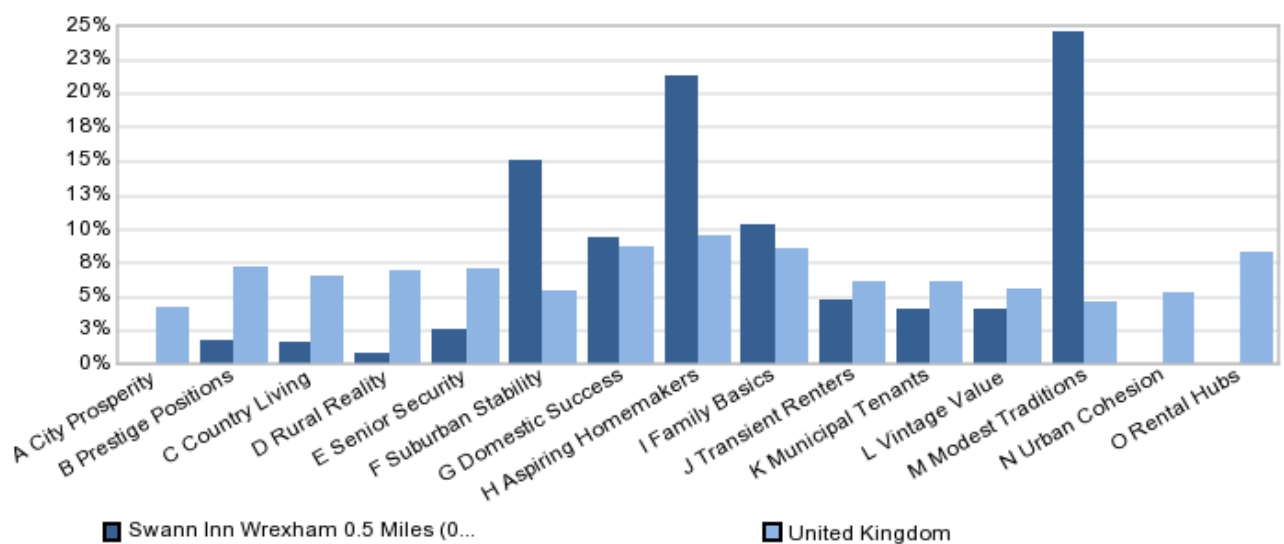
Understanding the residential profile by Mosaic UK 6

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	-26	100	555
A City Prosperity	0	2,849,374	0			
B Prestige Positions	50	4,798,133	24			
C Country Living	48	4,432,229	25			
D Rural Reality	21	4,656,104	10			
E Senior Security	75	4,767,632	36			
F Suburban Stability	442	3,634,847	279			
G Domestic Success	270	5,770,639	108			
H Aspiring Homemakers	624	6,440,418	222			
I Family Basics	304	5,687,500	123			
J Transient Renters	137	4,160,345	76			
K Municipal Tenants	120	4,149,642	66			
L Vintage Value	119	3,692,978	74			
M Modest Traditions	720	3,121,382	529			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	2,930	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 M Modest Traditions with a count of 720 representing 24.57 % of the overall distribution, in comparison to the base where 4.64 % 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 M Modest Traditions taking up 24.57 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

*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 top three Mosaic UK 6 Groups

M Modest Traditions - 24.57 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

H Aspiring Homemakers - 21.31 %



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

F Suburban Stability - 15.08 %



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