

Location Analyst

UK



# Waldegrave Arms BS40 6BD 15 minutes Demog Report

## Understanding Demographics

12 October, 2020

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Describing Waldegrave Arms 15 minute (15 Minutes) in relation to United Kingdom  
 Creation Date: October 12, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	12,316	28,345,190
Total Population	30,536	67,229,855
Total Males	15,074	33,173,050
Total Females	15,462	34,056,805

The current year estimates show a total resident population of 30,536 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 12,316 in your area and 28,345,190 in your base selection. This was split by 50.64 % of the population being female and 49.36 % being male in the study area.

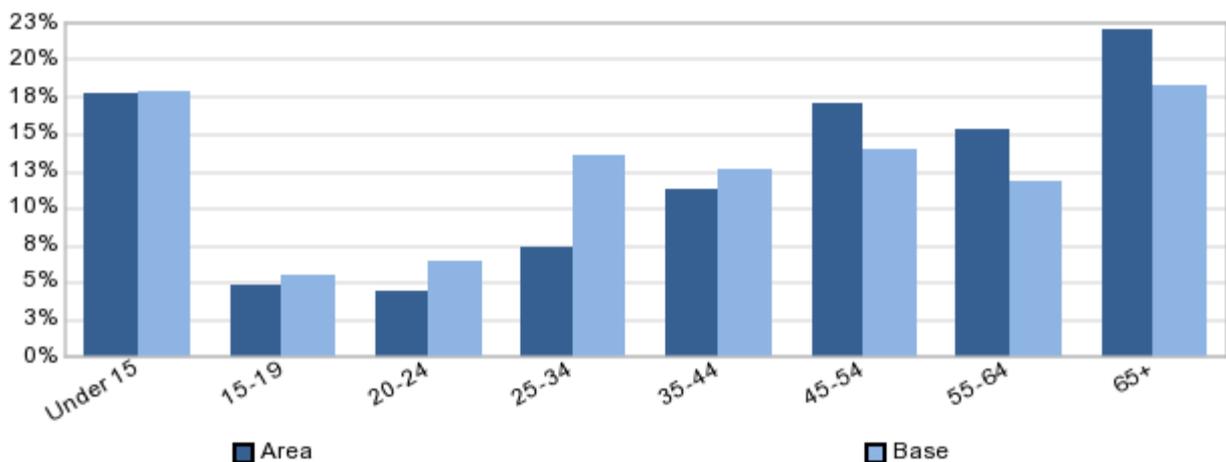
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			49	100	133
Under 15	5,422	11,991,800	100		
15-19	1,465	3,753,671	86		
20-24	1,322	4,311,089	68		
25-34	2,221	9,174,369	53		
35-44	3,466	8,463,387	90		
45-54	5,220	9,386,423	122		
55-64	4,658	7,914,572	130		
65+	6,762	12,234,544	122		

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 6,762 representing 22.14 % of the study area. The smallest proportion is in age band 20-24 with a count of 1,322 which represents 4.33 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 130. The band that is most under represented is 25-34 with an index of 53, 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	29,951	58,246,060	113
Gypsy / Traveller / Irish Traveller	9	68,310	28
Mixed / Multiple Ethnic Groups	252	1,367,158	41
Asian / Asian British: Indian	20	1,559,199	3
Asian / Asian British: Pakistani	3	1,239,421	0
Asian / Asian British: Bangladeshi	4	505,406	2
Asian / Asian British: Chinese	86	497,465	38
Asian / Asian British: Other Asian	118	969,724	27
Black / African / Caribbean / Black British	51	2,122,714	5
Other Ethnic Group	44	654,398	15

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:

98.08 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.83 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.06 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.01 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.01 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.28 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.39 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.17 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.14 % Other Ethnic Group	0.97 % Other Ethnic Group

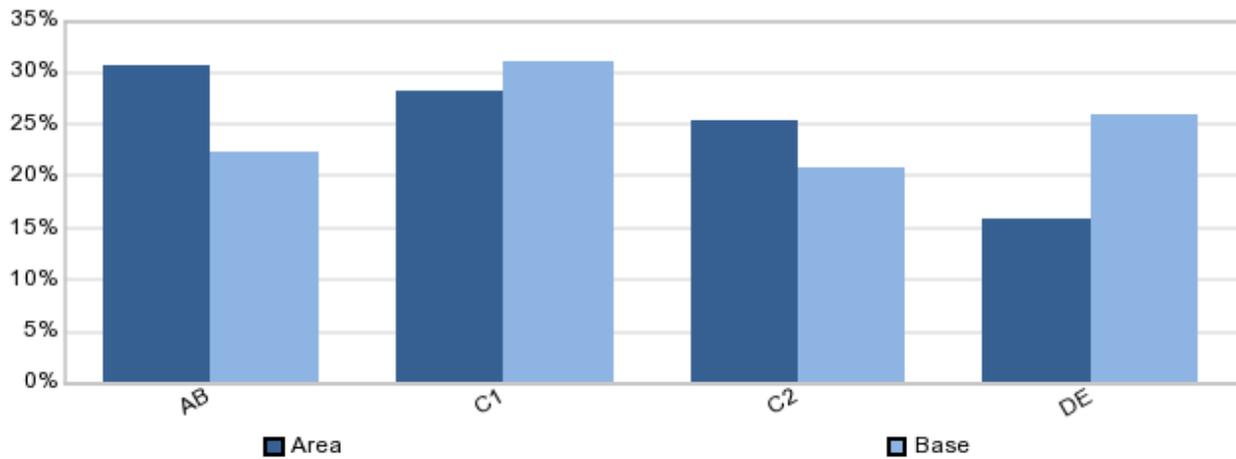
In the study area the largest ethnic group is White taking up 98.08 % of the population with a count of 29,951. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 3, 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	2,566	4,696,968	137
C1 Supervisory, cleric, junior manage/admin/prof	2,378	6,510,031	91
C2 Skilled manual workers	2,127	4,376,339	122
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,333	5,456,469	61

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 2,566 people falling into this group, which is 30.54 % of the overall distribution. The smallest proportion falls into grade DE with a count of 1,333 taking up 15.86 %. When comparing this to the selected base the most over represented grade is AB with an index\* count of 137, whereas the most under represented group is DE with an index count of 61.

## Understanding the Economic Activity

Economically Active	Area	Base	Index
Employee	11,797	26,483,068	95
Self employed with employees	858	1,127,682	162
Self employed without employees	2,560	3,705,246	147
Unemployed	252	1,161,572	46
Full-time students	561	1,695,620	71

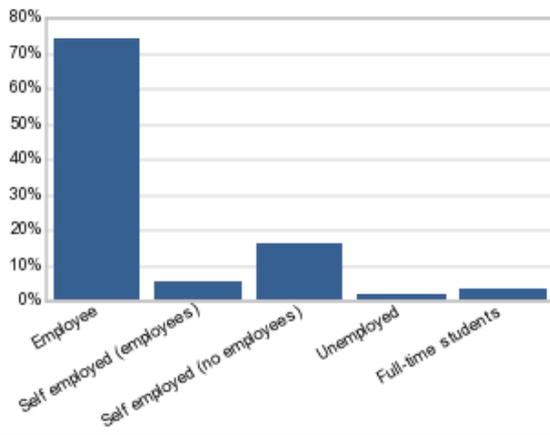
  

Economically Inactive	Area	Base	Index
Retired	3,627	6,618,937	133
Student	846	2,838,201	72
Looking after home/ family	845	2,117,295	97
Permanently sick/ disabled	458	2,168,755	51
Other	317	1,076,085	72

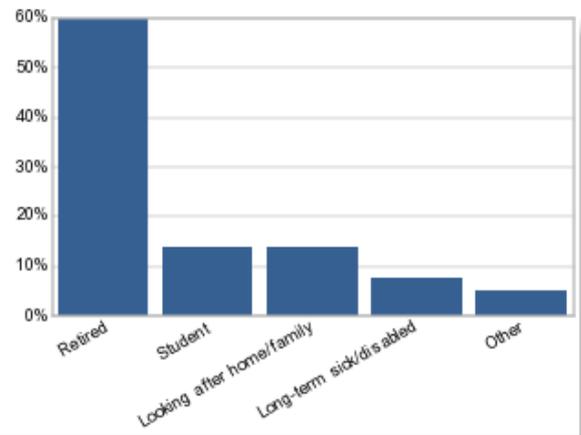
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 53.33 % of the population are employed, this is 11,797 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.14 %, 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 162, taking up 3.88 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 3,627 representing 16.40 %. The smallest inactive group is Other with 317 which is 1.43 %. When looking at the index values the group that is most over represented is Retired with an index of 133, representing 16.40 %.

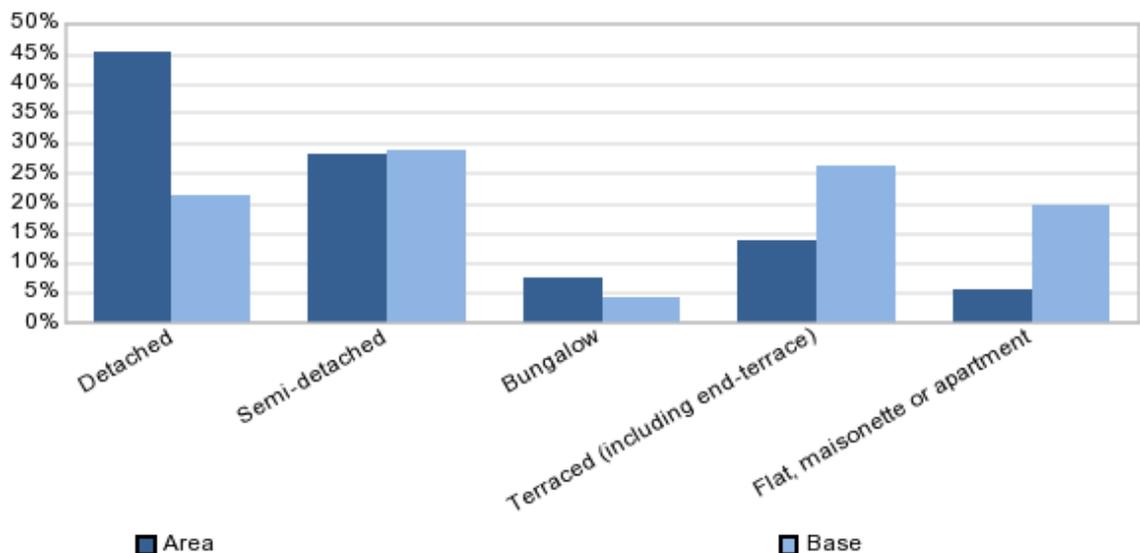
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### Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	4,914	5,385,903	214
Semi-detached	3,066	7,344,686	98
Bungalow	817	1,039,099	185
Terraced (including end-terrace)	1,487	6,699,890	52
Flat, maisonette or apartment	569	5,007,460	27

Source: Experian ConsumerView Household Directory 2019 .

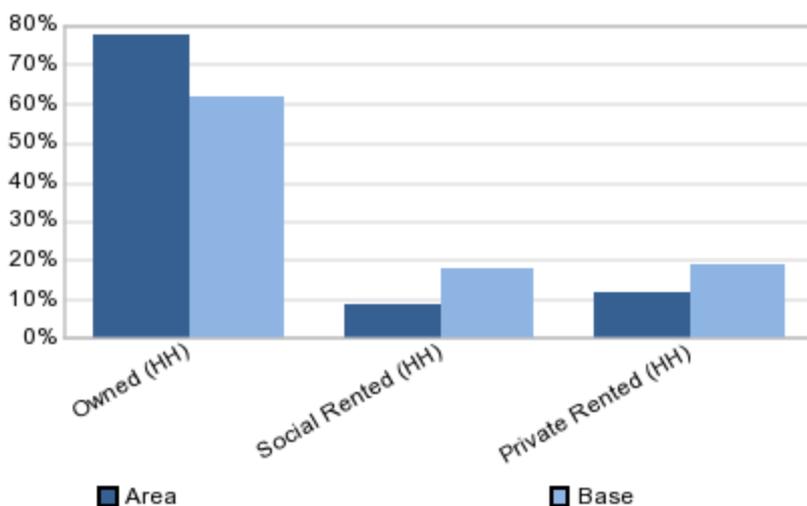
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	9,568	17,543,252	126
Social Rented (HH)	1,079	4,965,267	50
Private Rented (HH)	1,466	5,470,682	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.



3,066 households within your area live in a Semi-detached dwelling, this is 28.25 %. 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 569 households and makes up 5.25 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 214, this makes up 45.27 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 9,568 making up 77.68 %. The smallest amount fall into the Social rented at 8.76 %. When looking at the index figures the most over represented tenure type is Owned with an index of 126, 77.68 % of households fall into this category in the study area.

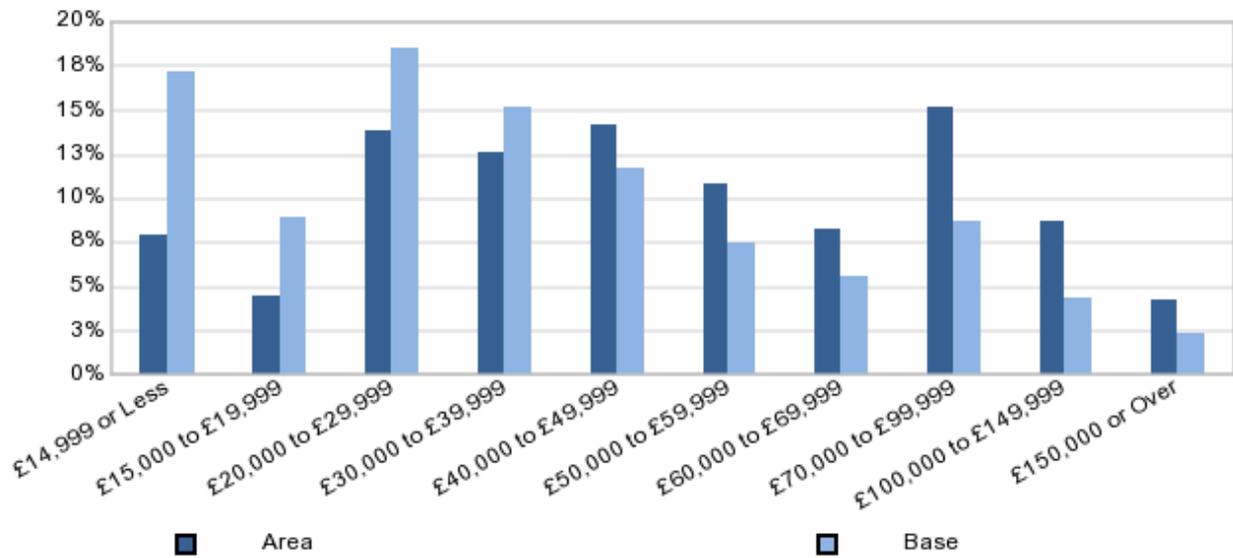
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## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	985	4,889,206	46
£15,000 to £19,999	539	2,538,634	49
£20,000 to £29,999	1,689	5,253,752	74
£30,000 to £39,999	1,549	4,304,210	83
£40,000 to £49,999	1,743	3,318,086	121
£50,000 to £59,999	1,339	2,106,080	146
£60,000 to £69,999	1,018	1,573,962	149
£70,000 to £99,999	1,865	2,469,683	174
£100,000 to £149,999	1,071	1,215,381	203
£150,000 or Over	518	676,196	176

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.



1,524 households within your area have an income of £19,999 or less, this forms 12.38 % of the overall distribution. The smallest count is 518 and these fall into household income band £150,000 or Over making up 4.20 %. 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 £100,000 to £149,999 is over represented making up 8.70 % with an index of 203, the most under represented banding is £14,999 or less with a figure of 46 making up 8.00 % 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.

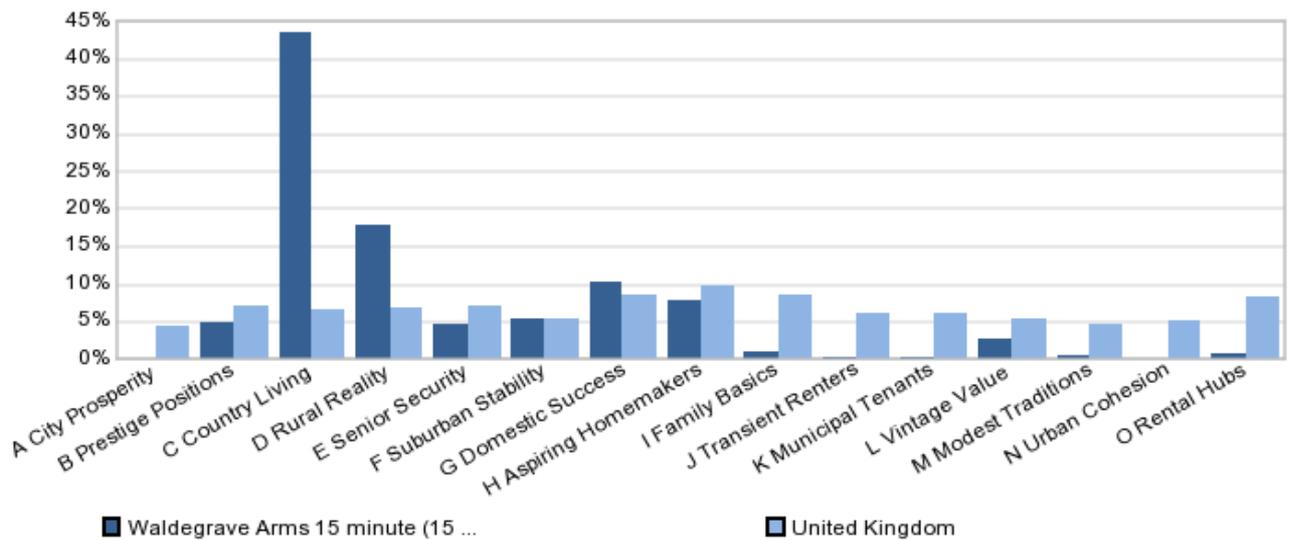
## Understanding the residential profile by Mosaic UK 6

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 0 100	694
A City Prosperity	16	2,849,374	1	
B Prestige Positions	1,523	4,798,133	70	
C Country Living	13,308	4,432,229	661	
D Rural Reality	5,448	4,656,104	258	
E Senior Security	1,450	4,767,632	67	
F Suburban Stability	1,672	3,634,847	101	
G Domestic Success	3,111	5,770,639	119	
H Aspiring Homemakers	2,388	6,440,418	82	
I Family Basics	312	5,687,500	12	
J Transient Renters	101	4,160,345	5	
K Municipal Tenants	35	4,149,642	2	
L Vintage Value	800	3,692,978	48	
M Modest Traditions	156	3,121,382	11	
N Urban Cohesion	23	3,547,766	1	
O Rental Hubs	191	5,518,789	8	
Totals	30,536	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 13,308 representing 43.58 % 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 16 which represents 0.05 %. The index\* figures indicate that the most over represented group is C Country Living taking up 43.58 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.05 %.

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## Understanding the top three Mosaic UK 6 Groups

### C Country Living - 43.58 %



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

### D Rural Reality - 17.84 %



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 - 10.19 %



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