

Location Analyst

UK



Swan, Rushden, NN10 0SR, 15 mins

Understanding Demographics Mosaic 6

08 January, 2021

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Describing Swan, Rushden, Demog, 15mins (15 Minutes) in relation to United Kingdom
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Understanding the make-up of your area

	Area	Base
Total Households	34,463	28,535,151
Total Population	81,606	67,706,302
Total Males	40,253	33,445,167
Total Females	41,353	34,261,135

The current year estimates show a total resident population of 81,606 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 34,463 in your area and 28,535,151 in your base selection. This was split by 50.67 % of the population being female and 49.33 % being male in the study area.

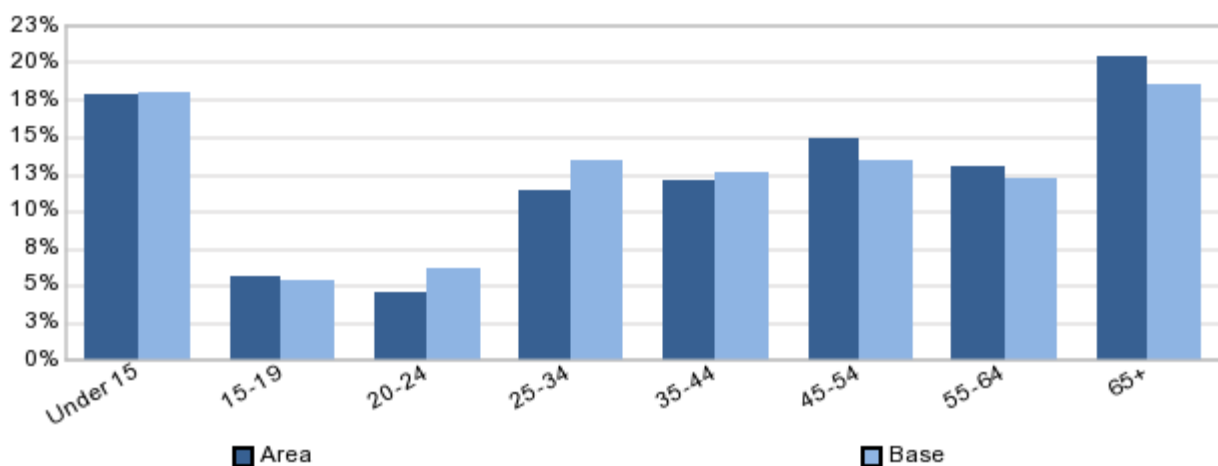
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	14,620	12,172,110	100
15-19	4,653	3,689,771	105
20-24	3,723	4,189,553	74
25-34	9,310	9,163,405	84
35-44	9,824	8,520,503	96
45-54	12,158	9,172,486	110
55-64	10,628	8,265,313	107
65+	16,691	12,533,161	110

Source: Experian Age and Gender Estimates (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.



The highest proportion fall into age band 65+ with a count of 16,691 representing 20.45 % of the study area. The smallest proportion is in age band 20-24 with a count of 3,723 which represents 4.56 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 110. The band that is most under represented is 20-24 with an index of 74, 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	78,198	58,661,197	111	
Gypsy / Traveller / Irish Traveller	65	69,114	78	
Mixed / Multiple Ethnic Groups	1,331	1,376,077	80	
Asian / Asian British: Indian	637	1,567,957	34	
Asian / Asian British: Pakistani	78	1,243,805	5	
Asian / Asian British: Bangladeshi	25	508,912	4	
Asian / Asian British: Chinese	168	503,868	28	
Asian / Asian British: Other Asian	224	976,737	19	
Black / African / Caribbean / Black British	725	2,139,293	28	
Other Ethnic Group	155	659,342	20	

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

The ONS data shows the ethnic make up of your area is as follows: Compare this to your base ethnic diversity as follows:

95.82 % White	86.64 % White
0.08 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.63 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.78 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.10 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.21 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.28 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.89 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.19 % Other Ethnic Group	0.97 % Other Ethnic Group

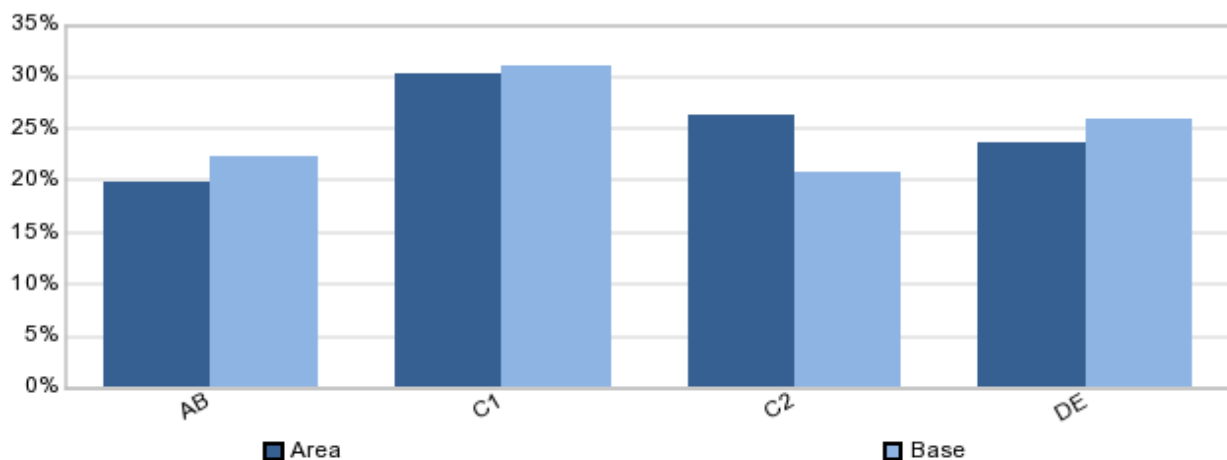
In the study area the largest ethnic group is White taking up 95.82 % of the population with a count of 78,198. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 25, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 69,114.

Understanding the Social Grade

Social Grade	Area	Base	Index	
AB Higher & intermediate manage/admin/prof	5,108	4,730,604	89	
C1 Supervisory, cleric, junior manage/admin/prof	7,744	6,557,343	98	
C2 Skilled manual workers	6,709	4,406,191	126	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	6,058	5,491,884	91	

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



*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 7,744 people falling into this group, which is 30.23 % of the overall distribution. The smallest proportion falls into grade AB with a count of 5,108 taking up 19.94 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 126, whereas the most under represented group is AB with an index count of 89.

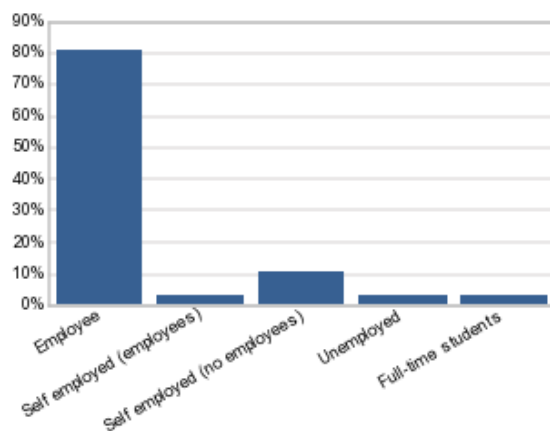
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁶²	105
Employee	34,033	26,793,336	104	<div><div></div></div>
Self employed with employees	1,209	1,141,028	87	<div><div></div></div>
Self employed without employees	4,466	3,747,589	97	<div><div></div></div>
Unemployed	1,113	1,073,357	85	<div><div></div></div>
Full-time students	1,344	1,694,030	65	<div><div></div></div>
Economically Inactive				
Retired	9,201	6,521,560	123	<div><div></div></div>
Student	1,843	2,835,417	57	<div><div></div></div>
Looking after home/ family	2,593	2,064,793	109	<div><div></div></div>
Permanently sick/ disabled	2,149	2,110,084	89	<div><div></div></div>
Other	980	1,048,579	81	<div><div></div></div>

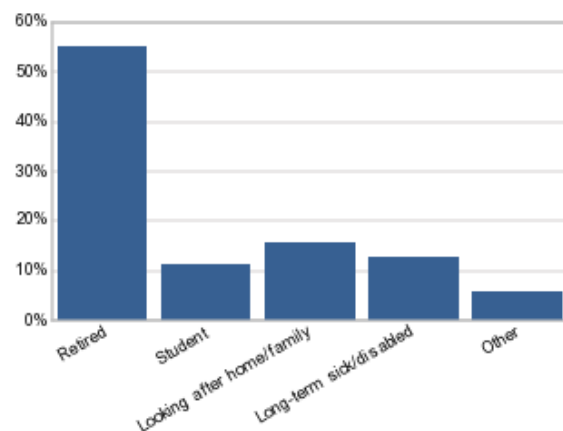
Source: Experian Current Year Estimates based on ONS Census Data (2019).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 57.75 % of the population are employed, this is 34,033 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Unemployed representing 1.89 %, compare this to the selected base where this group represents 2.19 %. When analysing index* values the most over represented group is Employee with an index of 104, taking up 57.75 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 9,201 representing 15.61 %. The smallest inactive group is Other with 980 which is 1.66 %. When looking at the index values the group that is most over represented is Retired with an index of 123, representing 15.61 %.

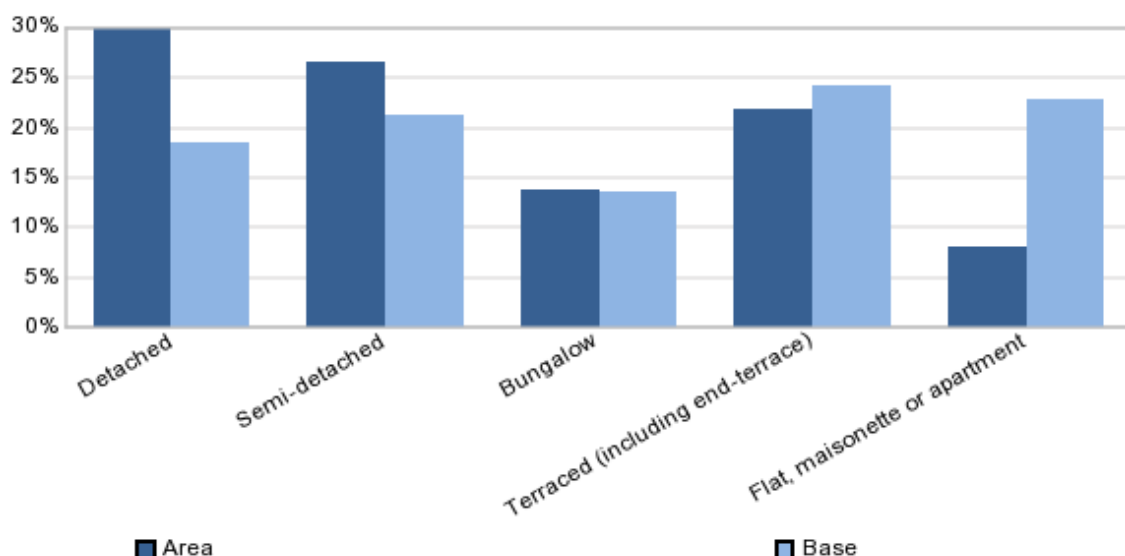
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	28	100	169
Detached	10,679	5,383,249	163		■	
Semi-detached	9,456	6,271,021	124		■	
Bungalow	4,904	3,951,416	102			
Terraced (including end-terrace)	7,777	7,075,152	90		■	
Flat, maisonette or apartment	2,851	6,685,551	35		■	

Source: Experian ConsumerView Household Directory 2020 .

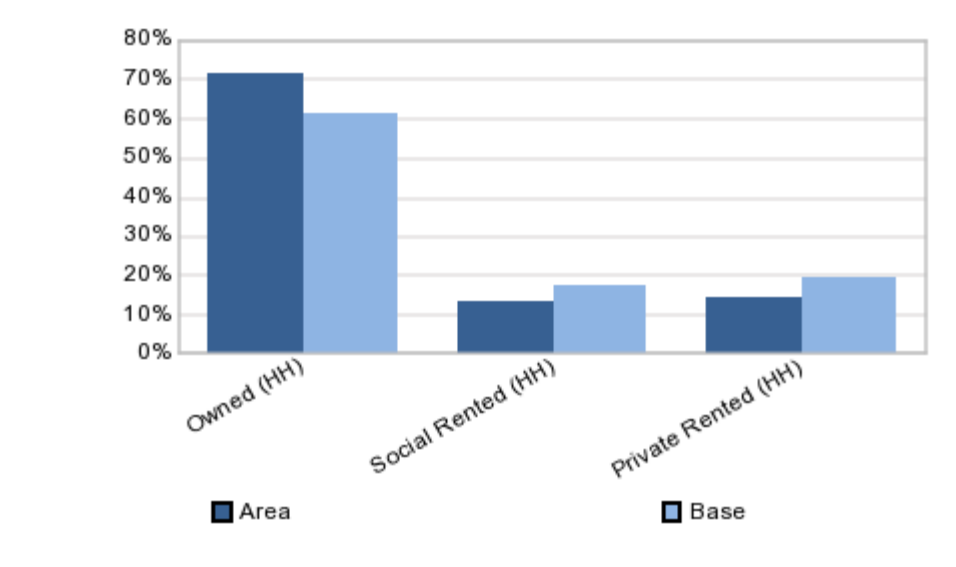
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	70	100	118
Owned (HH)	24,670	17,552,397	116			
Social Rented (HH)	4,514	4,963,660	75			
Private Rented (HH)	4,953	5,656,930	72			

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



9,456 households within your area live in a Semi-detached dwelling, this is 26.51 %. Compare this to a figure of 6,271,021 in your base making up 21.35 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 2,851 households and makes up 7.99 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 163, this makes up 29.94 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 24,670 making up 71.58 %. The smallest amount fall into the Social rented at 13.10 %. When looking at the index figures the most over represented tenure type is Owned with an index of 116, 71.58 % of households fall into this category in the study area.

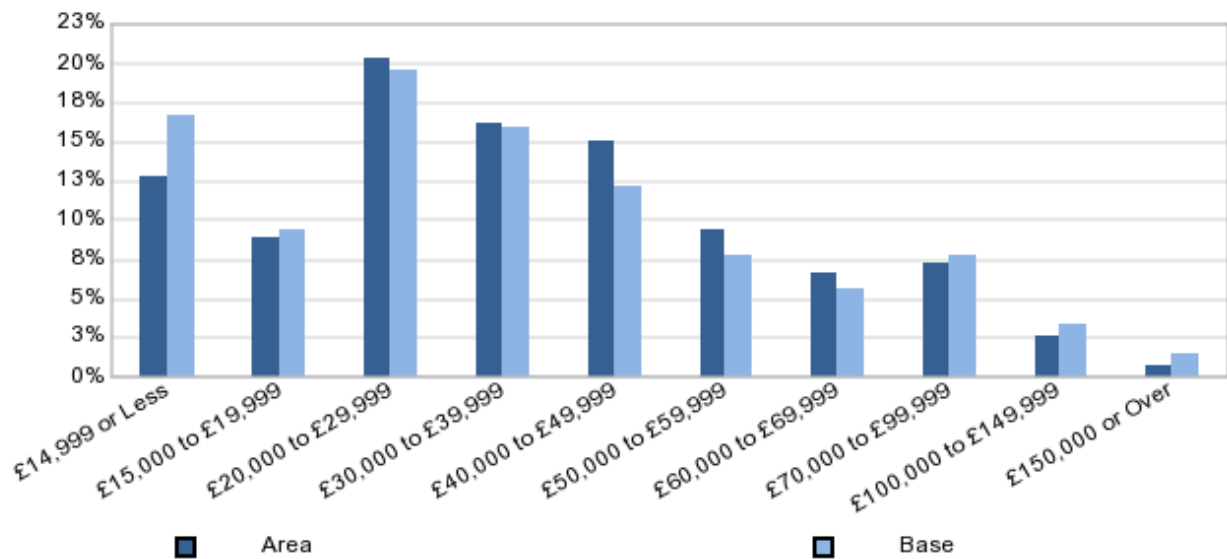
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Understanding the Household Income

Household Income	Area	Base	Index	47	100	126
£14,999 or Less	4,402	4,773,587	76			
£15,000 to £19,999	3,106	2,707,506	95			
£20,000 to £29,999	6,997	5,590,695	104			
£30,000 to £39,999	5,572	4,557,389	101			
£40,000 to £49,999	5,184	3,488,699	123			
£50,000 to £59,999	3,260	2,223,753	121			
£60,000 to £69,999	2,292	1,612,646	118			
£70,000 to £99,999	2,485	2,223,591	93			
£100,000 to £149,999	916	950,882	80			
£150,000 or Over	250	406,403	51			

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.



7,508 households within your area have an income of £19,999 or less, this forms 21.78 % of the overall distribution. The smallest count is 250 and these fall into household income band £150,000 or Over making up 0.73 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 19.59 % of the overall view. When using index* figures as a guide we can see that the income band £40,000 to £49,999 is over represented making up 15.04 % with an index of 123, the most under represented banding is £150,000 or Over with a figure of 51 making up 0.73 % 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.

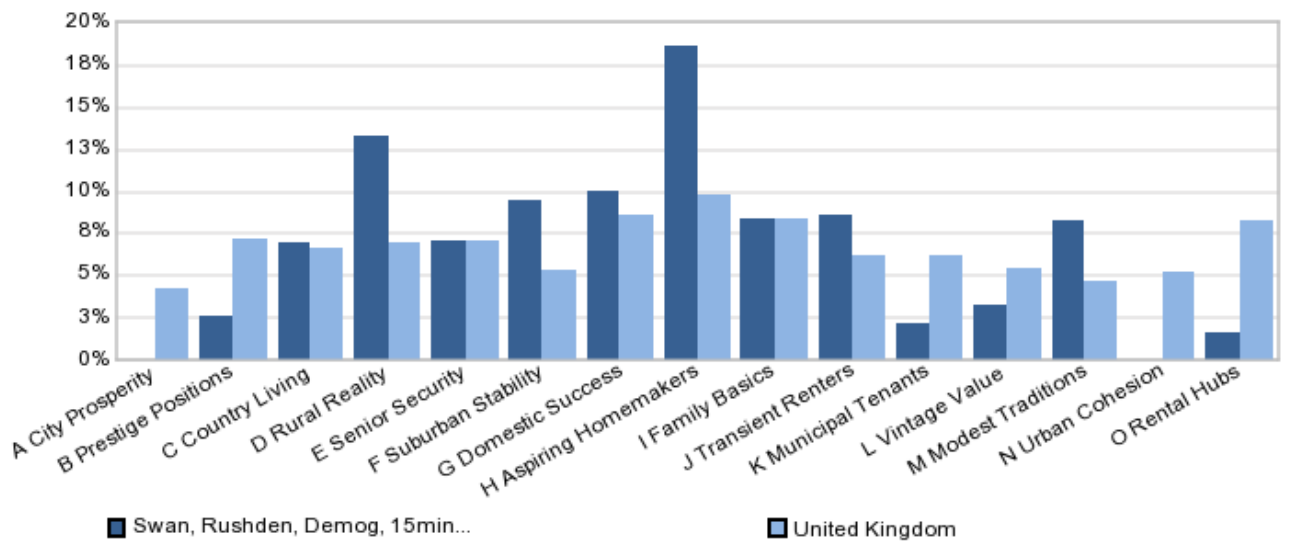
Understanding the residential profile by Mosaic UK 6

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	-9	100	201
A City Prosperity	0	2,860,431	0			
B Prestige Positions	2,181	4,835,468	37			
C Country Living	5,666	4,486,133	105			
D Rural Reality	10,831	4,693,052	191			
E Senior Security	5,713	4,780,208	99			
F Suburban Stability	7,673	3,639,000	175			
G Domestic Success	8,129	5,793,593	116			
H Aspiring Homemakers	15,162	6,609,228	190			
I Family Basics	6,795	5,700,365	99			
J Transient Renters	7,037	4,190,682	139			
K Municipal Tenants	1,779	4,155,278	36			
L Vintage Value	2,636	3,692,413	59			
M Modest Traditions	6,713	3,124,772	178			
N Urban Cohesion	8	3,549,734	0			
O Rental Hubs	1,284	5,595,057	19			
Totals	81,606	67,706,302				

Source: Experian Mosaic UK 6 Classification (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.



The largest group is H Aspiring Homemakers with a count of 15,162 representing 18.58 % of the overall distribution, in comparison to the base where 9.76 % 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 13.27 % 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

H Aspiring Homemakers - 18.58 %



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

D Rural Reality - 13.27 %



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 - 9.96 %



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