

Location Analyst

UK



Angel Inn, Hengoed, CF82 7PH. Demog Report

Understanding Demographics Mosaic 6

17 March, 2021

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Describing Angel Inn, Hengoed, CF82 7PH, (15 Minutes) in relation to United Kingdom
Creation Date: March 17, 2021

Understanding the make-up of your area

	Area	Base
Total Households	81,052	28,535,151
Total Population	193,025	67,706,302
Total Males	94,753	33,445,167
Total Females	98,272	34,261,135

The current year estimates show a total resident population of 193,025 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 81,052 in your area and 28,535,151 in your base selection. This was split by 50.91 % of the population being female and 49.09 % being male in the study area.

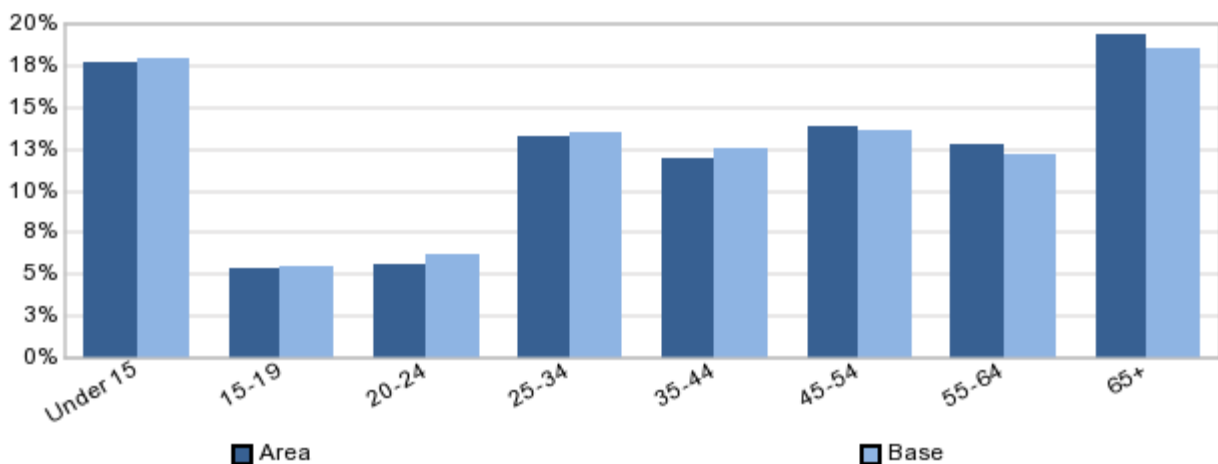
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	34,216	12,172,110	99
15-19	10,377	3,689,771	99
20-24	10,723	4,189,553	90
25-34	25,619	9,163,405	98
35-44	23,176	8,520,503	95
45-54	26,636	9,172,486	102
55-64	24,669	8,265,313	105
65+	37,608	12,533,161	105

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 37,608 representing 19.48 % of the study area. The smallest proportion is in age band 15-19 with a count of 10,377 which represents 5.38 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 105. The band that is most under represented is 20-24 with an index of 90, 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	189,234	58,661,197	113	
Gypsy / Traveller / Irish Traveller	41	69,114	21	
Mixed / Multiple Ethnic Groups	1,426	1,376,077	36	
Asian / Asian British: Indian	384	1,567,957	9	
Asian / Asian British: Pakistani	144	1,243,805	4	
Asian / Asian British: Bangladeshi	40	508,912	3	
Asian / Asian British: Chinese	643	503,868	45	
Asian / Asian British: Other Asian	500	976,737	18	
Black / African / Caribbean / Black British	364	2,139,293	6	
Other Ethnic Group	251	659,342	13	

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:

98.04 % White	86.64 % White
0.02 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.74 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.20 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.07 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.02 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.33 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.26 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.19 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.13 % Other Ethnic Group	0.97 % Other Ethnic Group

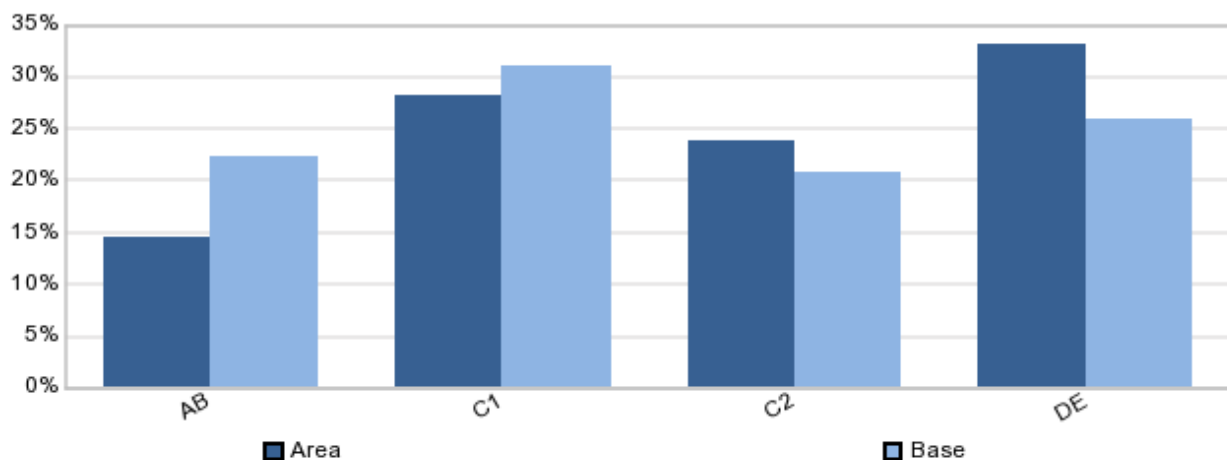
In the study area the largest ethnic group is White taking up 98.04 % of the population with a count of 189,234. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 40, 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	8,717	4,730,604	66	
C1 Supervisory, cleric, junior manage/admin/prof	16,753	6,557,343	91	
C2 Skilled manual workers	14,207	4,406,191	115	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	19,758	5,491,884	128	

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 DE forms the largest proportion with 19,758 people falling into this group, which is 33.24 % of the overall distribution. The smallest proportion falls into grade AB with a count of 8,717 taking up 14.67 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 128, whereas the most under represented group is AB with an index count of 66.

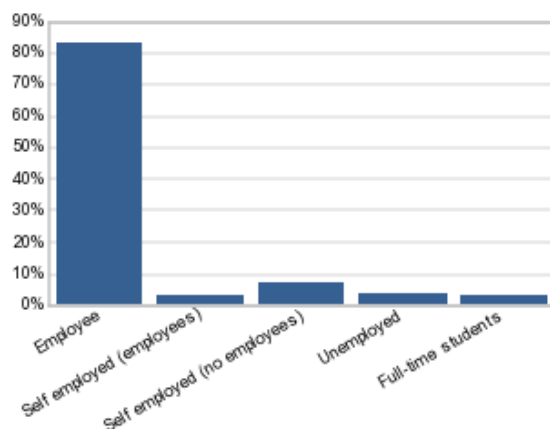
Understanding the Economic Activity

Economically Active	Area	Base	Index	63	100	133
Employee	76,610	26,793,336	106			
Self employed with employees	2,496	1,141,028	81			
Self employed without employees	6,759	3,747,589	67			
Unemployed	3,758	1,073,357	130			
Full-time students	3,127	1,694,030	69			
Economically Inactive	Area	Base	Index	64	100	165
Retired	21,374	6,521,560	101			
Student	6,347	2,835,417	69			
Looking after home/ family	5,826	2,064,793	87			
Permanently sick/ disabled	11,004	2,110,084	161			
Other	2,793	1,048,579	82			

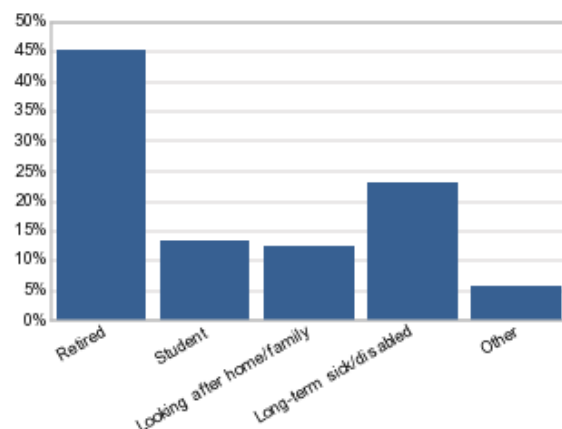
Source: Experian Current Year Estimates based on ONS Census Data (2019).

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 54.68 % of the population are employed, this is 76,610 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Self employed with employees representing 1.78 %, compare this to the selected base where this group represents 2.33 %. When analysing index* values the most over represented group is Unemployed with an index of 130, taking up 2.68 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 21,374 representing 15.26 %. The smallest inactive group is Other with 2,793 which is 1.99 %. When looking at the index values the group that is most over represented is Retired with an index of 101, representing 15.26 %.

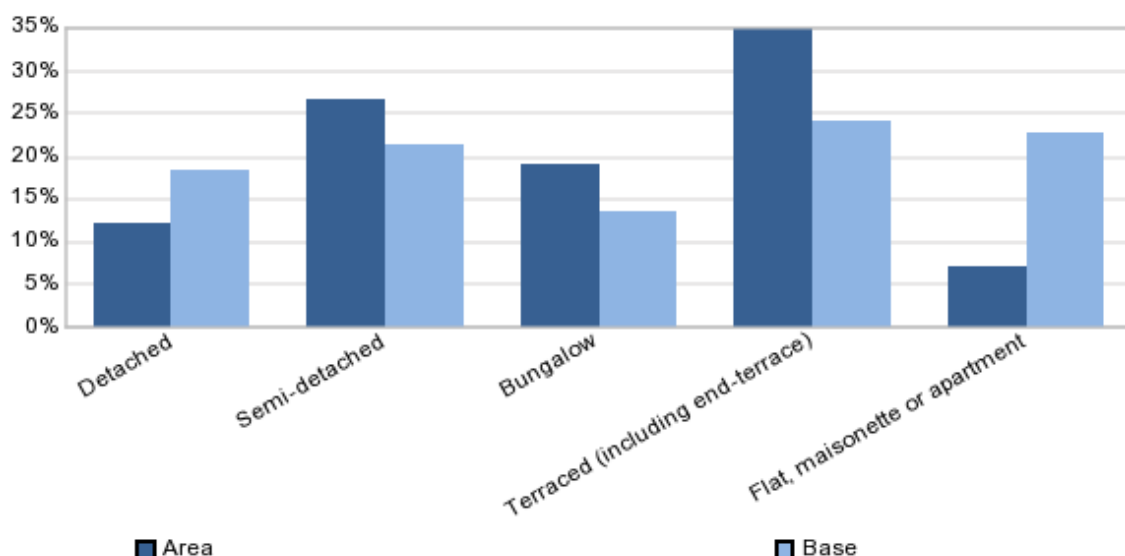
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	25	100	150
Detached	10,385	5,383,249	67			
Semi-detached	22,554	6,271,021	125			
Bungalow	16,104	3,951,416	142			
Terraced (including end-terrace)	29,563	7,075,152	145			
Flat, maisonette or apartment	5,921	6,685,551	31			

Source: Experian ConsumerView Household Directory 2020 .

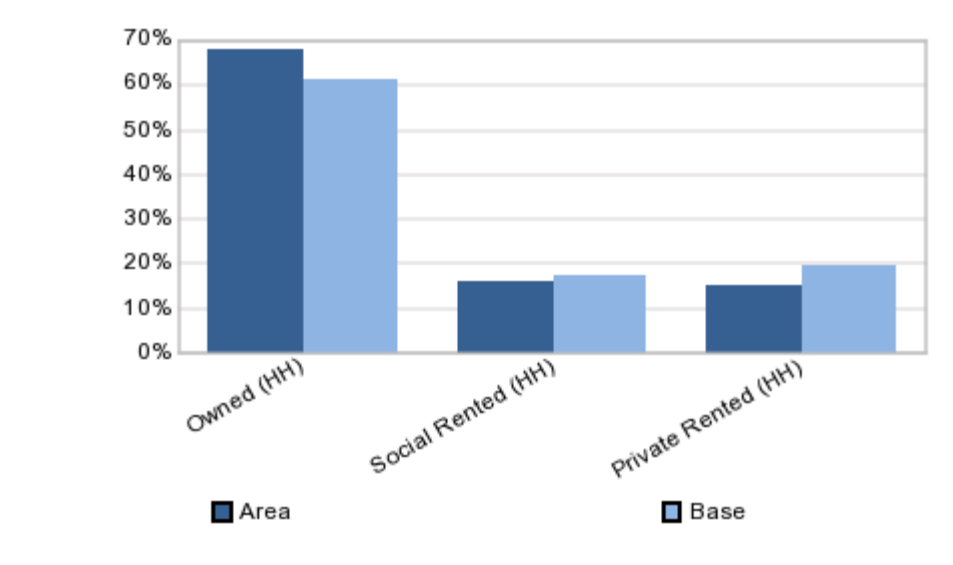
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	73	100	111
Owned (HH)	54,855	17,552,397	110			
Social Rented (HH)	13,275	4,963,660	94			
Private Rented (HH)	12,146	5,656,930	76			

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.



22,554 households within your area live in a Semi-detached dwelling, this is 26.68 %. 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 5,921 households and makes up 7.00 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 145, this makes up 34.97 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 54,855 making up 67.68 %. The smallest amount fall into the Private rented at 14.99 %. When looking at the index figures the most over represented tenure type is Owned with an index of 110, 67.68 % of households fall into this category in the study area.

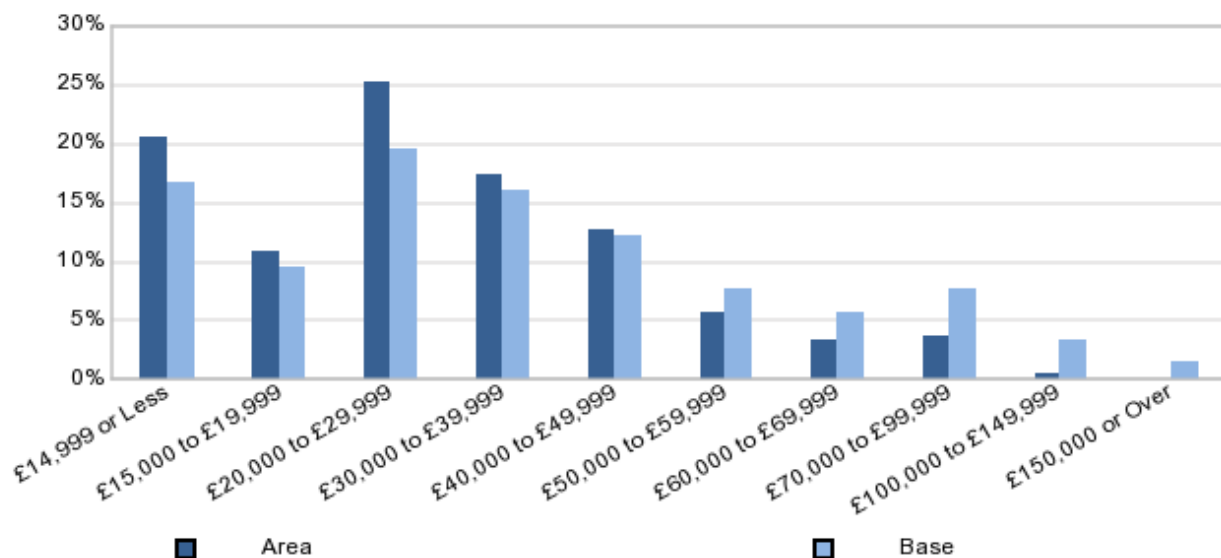
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	135
£14,999 or Less	16,580	4,773,587	122			
£15,000 to £19,999	8,725	2,707,506	113			
£20,000 to £29,999	20,554	5,590,695	129			
£30,000 to £39,999	14,185	4,557,389	110			
£40,000 to £49,999	10,382	3,488,699	105			
£50,000 to £59,999	4,526	2,223,753	72			
£60,000 to £69,999	2,686	1,612,646	59			
£70,000 to £99,999	3,008	2,223,591	48			
£100,000 to £149,999	371	950,882	14			
£150,000 or Over	34	406,403	3			

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.



25,305 households within your area have an income of £19,999 or less, this forms 31.22 % of the overall distribution. The smallest count is 34 and these fall into household income band £150,000 or Over making up 0.04 %. 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 £20,000 to £29,999 is over represented making up 25.36 % with an index of 129, the most under represented banding is £150,000 or Over with a figure of 3 making up 0.04 % 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.

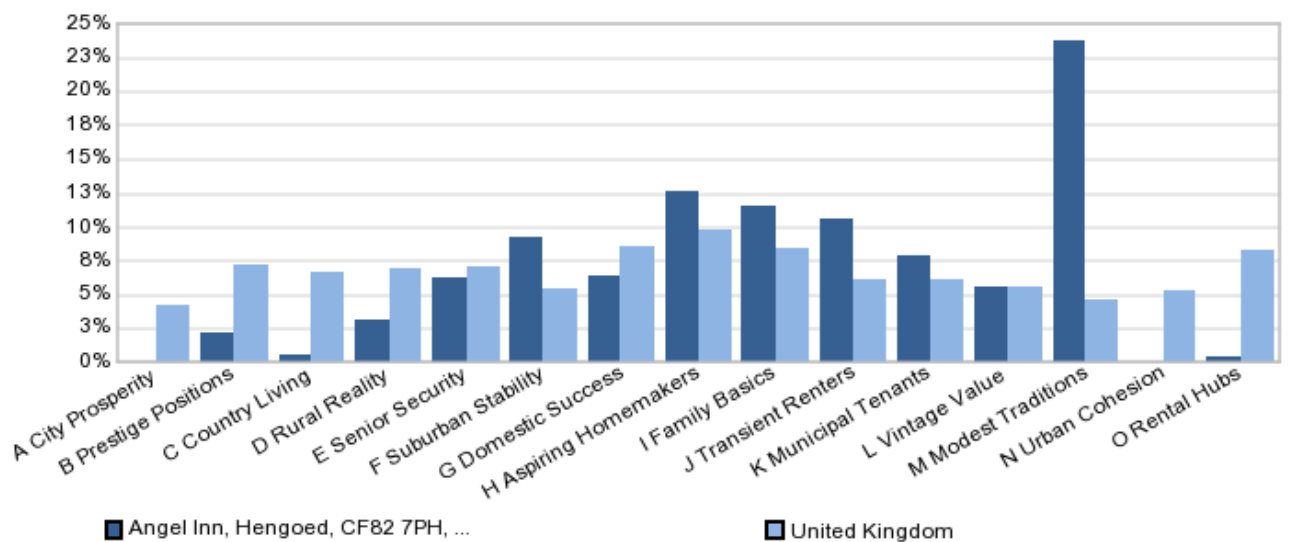
Understanding the residential profile by Mosaic UK 6

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	-25	100	541
A City Prosperity	0	2,860,431	0			
B Prestige Positions	4,139	4,835,468	30			
C Country Living	1,091	4,486,133	9			
D Rural Reality	5,943	4,693,052	44			
E Senior Security	12,123	4,780,208	89			
F Suburban Stability	17,705	3,639,000	171			
G Domestic Success	12,409	5,793,593	75			
H Aspiring Homemakers	24,295	6,609,228	129			
I Family Basics	22,323	5,700,365	137			
J Transient Renters	20,568	4,190,682	172			
K Municipal Tenants	15,175	4,155,278	128			
L Vintage Value	10,562	3,692,413	100			
M Modest Traditions	45,905	3,124,772	515			
N Urban Cohesion	0	3,549,734	0			
O Rental Hubs	787	5,595,057	5			
Totals	193,025	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 M Modest Traditions with a count of 45,905 representing 23.78 % of the overall distribution, in comparison to the base where 4.62 % 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 23.78 % 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

M Modest Traditions - 23.78 %



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 - 12.59 %



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

I Family Basics - 11.56 %



Families with limited resources who budget to make ends meet.

Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets