

Location Analyst

UK



Angel, Coleorton Demographics Report 15mins

Understanding Demographics Mosaic 6

14 April, 2021

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Creation Date: April 14, 2021

Map showing your area



Geography Selection:

Angel, Coleorton Demographics Report 15mins (15 Mi...

Boundary Colour:

N Geography Selection

Mapping data: © 2019 HERE.
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Date: 14/04/21

Summary of your area

There are 152,645 people living within Angel, Coleorton Demographics Report 15mins (15 Minutes) of which 76,361 are male and 76,284 are female.

Within this Population 76,521 are economically active whilst 36,554 are classed as economically inactive.

69.98 % of houses are owner occupied whilst 15.48 % are privately rented.

The three highest Mosaic groups are H Aspiring Homemakers, F Suburban Stability and G Domestic Success.

The Population of the area is expected to change by 7.51 % by 2024 .

Describing Angel, Coleorton Demographics Report 15mins (15 Minutes) in relation to Wales, Scotland, Northern Ireland, England
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Understanding the make-up of your area

	Area	Base
Total Households	62,375	28,535,151
Total Population	152,645	67,706,302
Total Males	76,361	33,445,167
Total Females	76,284	34,261,135

The current year estimates show a total resident population of 152,645 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 62,375 in your area and 28,535,151 in your base selection. This was split by 49.97 % of the population being female and 50.03 % being male in the study area.

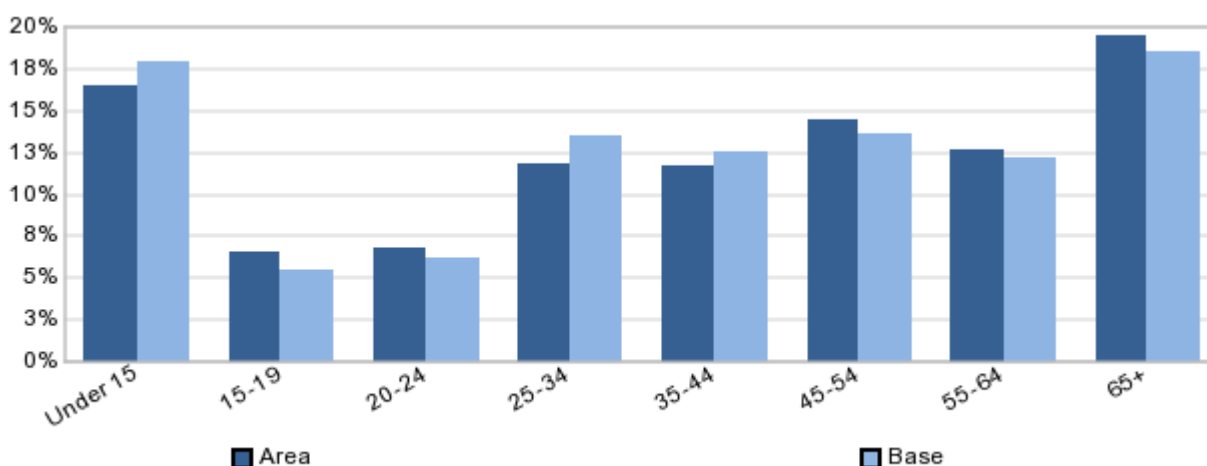
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	25,063	12,172,110	91
15-19	9,866	3,689,771	119
20-24	10,509	4,189,553	111
25-34	18,229	9,163,405	88
35-44	17,760	8,520,503	92
45-54	22,102	9,172,486	107
55-64	19,304	8,265,313	104
65+	29,813	12,533,161	106

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 29,813 representing 19.53 % of the study area. The smallest proportion is in age band 15-19 with a count of 9,866 which represents 6.46 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 119. The band that is most under represented is 25-34 with an index of 88, 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	146,035	58,661,197	110	
Gypsy / Traveller / Irish Traveller	112	69,114	72	
Mixed / Multiple Ethnic Groups	1,810	1,376,077	58	
Asian / Asian British: Indian	1,744	1,567,957	49	
Asian / Asian British: Pakistani	140	1,243,805	5	
Asian / Asian British: Bangladeshi	139	508,912	12	
Asian / Asian British: Chinese	995	503,868	88	
Asian / Asian British: Other Asian	691	976,737	31	
Black / African / Caribbean / Black British	648	2,139,293	13	
Other Ethnic Group	332	659,342	22	

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:

95.67 % White	86.64 % White
0.07 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.19 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.14 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.09 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.09 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.65 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.45 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.42 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.22 % Other Ethnic Group	0.97 % Other Ethnic Group

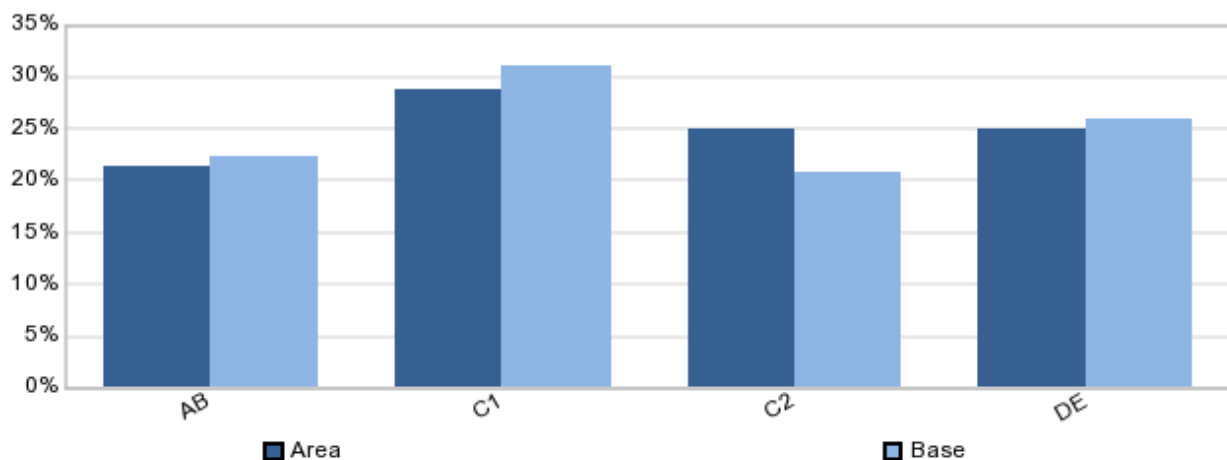
In the study area the largest ethnic group is White taking up 95.67 % of the population with a count of 146,035. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 112, 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	9,796	4,730,604	96	
C1 Supervisory, cleric, junior manage/admin/prof	13,203	6,557,343	93	
C2 Skilled manual workers	11,442	4,406,191	120	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	11,430	5,491,884	96	

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 13,203 people falling into this group, which is 28.78 % of the overall distribution. The smallest proportion falls into grade AB with a count of 9,796 taking up 21.36 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 120, whereas the most under represented group is C1 with an index count of 93.

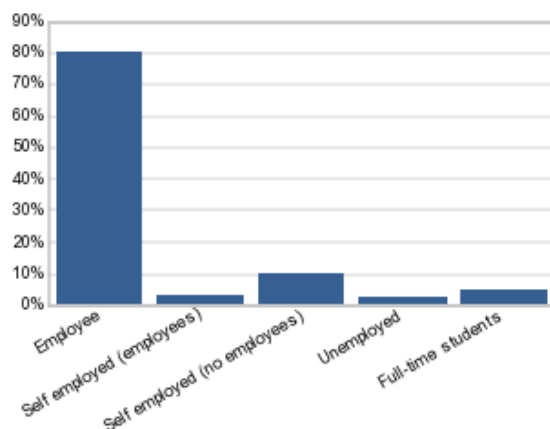
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁷⁶	100	104	
Employee	61,314	26,793,336	103			
Self employed with employees	2,239	1,141,028	88			
Self employed without employees	7,536	3,747,589	91			
Unemployed	1,850	1,073,357	78			
Full-time students	3,581	1,694,030	95			
Economically Inactive				64	100	116
Retired	17,629	6,521,560	108			
Student	8,125	2,835,417	114			
Looking after home/ family	4,717	2,064,793	91			
Permanently sick/ disabled	4,337	2,110,084	82			
Other	1,746	1,048,579	66			

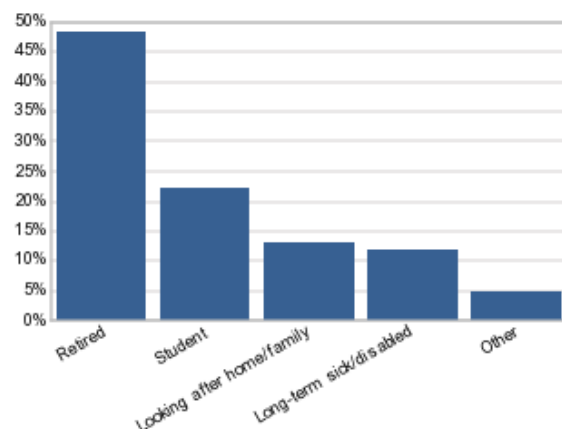
Source: Experian Current Year Estimates based on ONS Census Data (2019).

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 54.22 % of the population are employed, this is 61,314 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Unemployed representing 1.64 %, 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 103, taking up 54.22 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 17,629 representing 15.59 %. The smallest inactive group is Other with 1,746 which is 1.54 %. When looking at the index values the group that is most over represented is Student with an index of 114, representing 7.19 %.

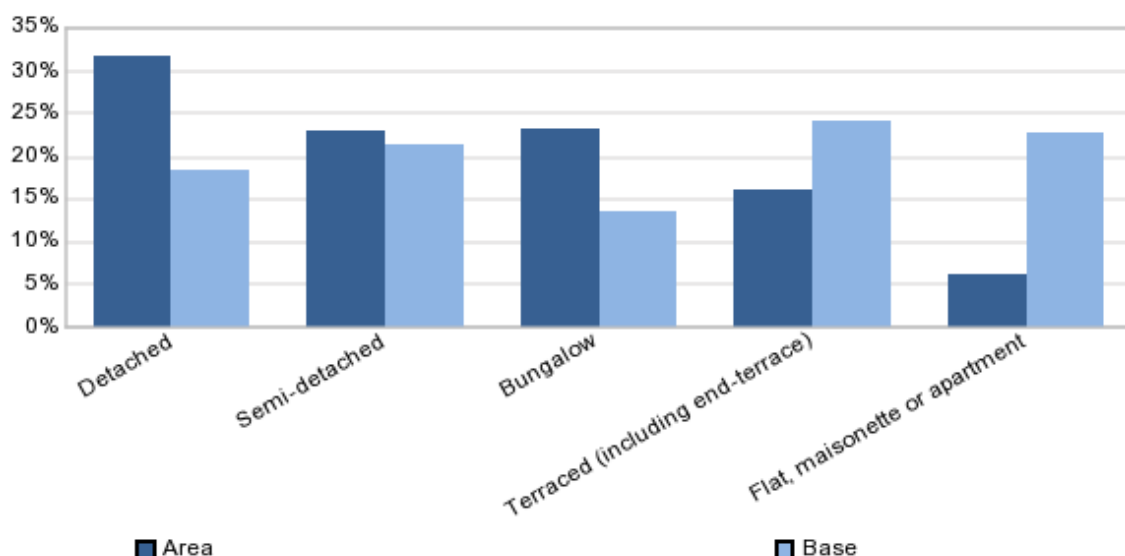
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	20	100	179
Detached	20,428	5,383,249	172			
Semi-detached	14,831	6,271,021	107			
Bungalow	14,998	3,951,416	172			
Terraced (including end-terrace)	10,385	7,075,152	67			
Flat, maisonette or apartment	4,025	6,685,551	27			

Source: Experian ConsumerView Household Directory 2020 .

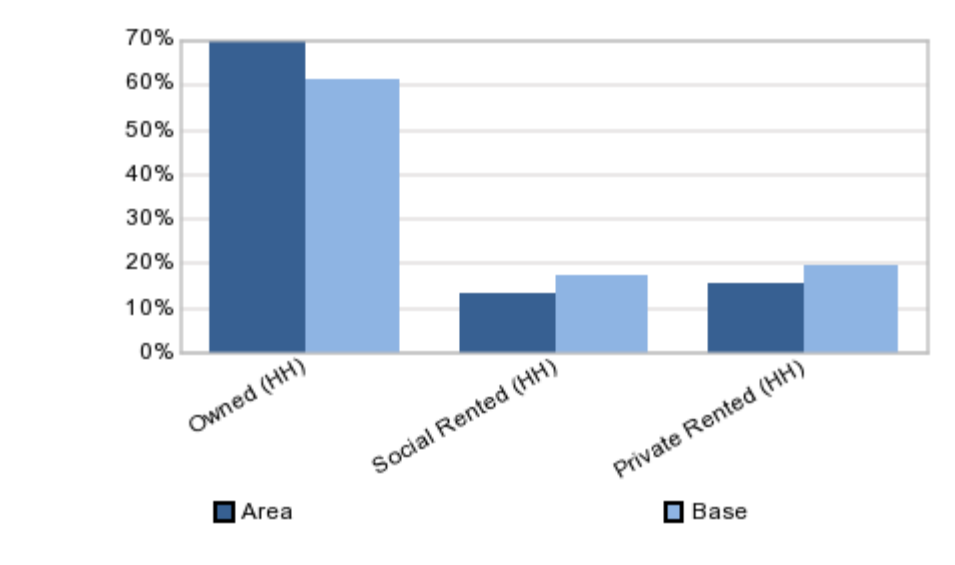
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	75	100	115
Owned (HH)	43,652	17,552,397	114			
Social Rented (HH)	8,404	4,963,660	77			
Private Rented (HH)	9,655	5,656,930	78			

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.



14,831 households within your area live in a Semi-detached dwelling, this is 22.93 %. 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 4,025 households and makes up 6.22 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 172, this makes up 23.19 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 43,652 making up 69.98 %. The smallest amount fall into the Social rented at 13.47 %. When looking at the index figures the most over represented tenure type is Owned with an index of 114, 69.98 % of households fall into this category in the study area.

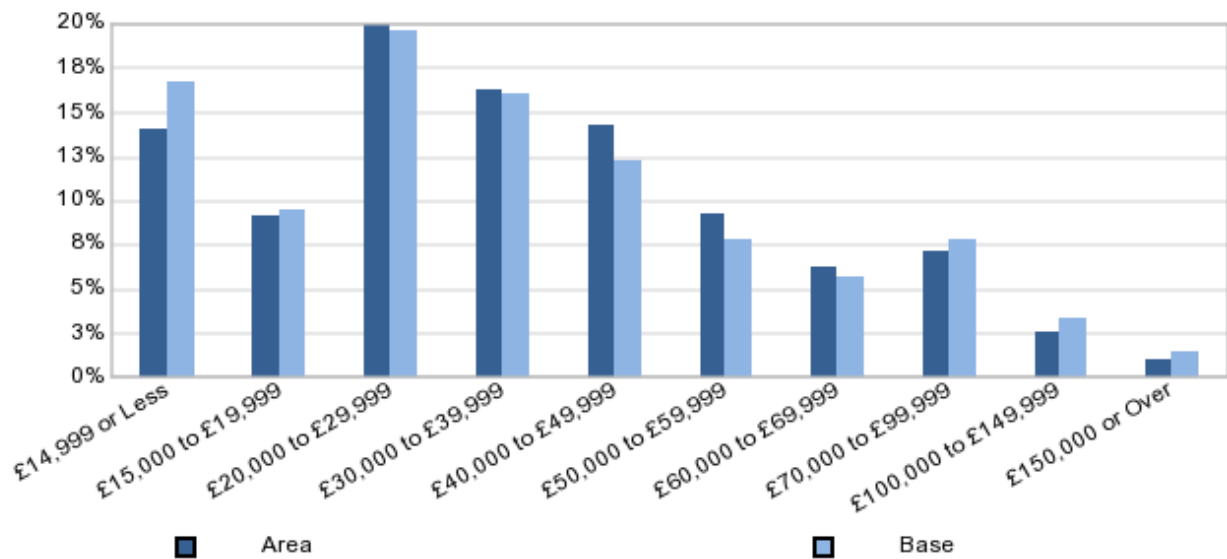
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Understanding the Household Income

Household Income	Area	Base	Index	68	100	120
£14,999 or Less	8,792	4,773,587	84			
£15,000 to £19,999	5,735	2,707,506	97			
£20,000 to £29,999	12,463	5,590,695	102			
£30,000 to £39,999	10,134	4,557,389	102			
£40,000 to £49,999	8,889	3,488,699	117			
£50,000 to £59,999	5,754	2,223,753	118			
£60,000 to £69,999	3,918	1,612,646	111			
£70,000 to £99,999	4,434	2,223,591	91			
£100,000 to £149,999	1,622	950,882	78			
£150,000 or Over	632	406,403	71			

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.



14,527 households within your area have an income of £19,999 or less, this forms 23.29 % of the overall distribution. The smallest count is 632 and these fall into household income band £150,000 or Over making up 1.01 %. 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 £50,000 to £59,999 is over represented making up 9.23 % with an index of 118, the most under represented banding is £150,000 or Over with a figure of 71 making up 1.01 % 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.

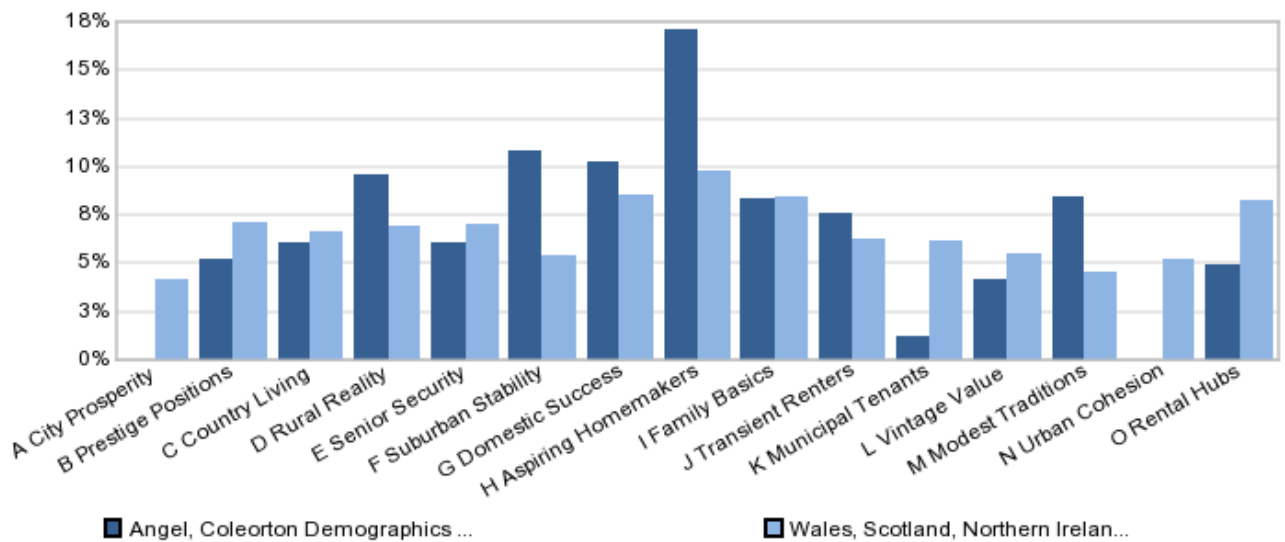
Understanding the residential profile by Mosaic UK 6

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	-10	100	211
A City Prosperity	0	2,860,431	0			
B Prestige Positions	7,932	4,835,468	73			
C Country Living	9,298	4,486,133	92			
D Rural Reality	14,680	4,693,052	139			
E Senior Security	9,280	4,780,208	86			
F Suburban Stability	16,548	3,639,000	202			
G Domestic Success	15,659	5,793,593	120			
H Aspiring Homemakers	26,146	6,609,228	175			
I Family Basics	12,674	5,700,365	99			
J Transient Renters	11,660	4,190,682	123			
K Municipal Tenants	1,829	4,155,278	20			
L Vintage Value	6,459	3,692,413	78			
M Modest Traditions	12,828	3,124,772	182			
N Urban Cohesion	54	3,549,734	1			
O Rental Hubs	7,599	5,595,057	60			
Totals	152,645	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 26,146 representing 17.13 % 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 F Suburban Stability taking up 10.84 % 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

H Aspiring Homemakers - 17.13 %



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 - 10.84 %



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

G Domestic Success - 10.26 %



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