

Location Analyst

UK



Demog Report Cross Keys Liversedge 0.5

Understanding Demographics Mosaic 6

11 May, 2021

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Creation Date: May 11, 2021

Map showing your area



Geography Selection:

Cross Keys Liversedge 0.5 (0.5 Miles)

Boundary Colour:

 Geography Selection

Mapping data: © 2019 HERE.
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Date: 11/05/21

Summary of your area

There are 2,380 people living within Cross Keys Liversedge 0.5 (0.5 Miles) of which 1,185 are male and 1,195 are female. Within this Population 1,309 are economically active whilst 466 are classed as economically inactive. 69.09 % of houses are owner occupied whilst 14.61 % are privately rented. The three highest Mosaic groups are H Aspiring Homemakers, M Modest Traditions and F Suburban Stability. The Population of the area is expected to change by 2.62 % by 2024 .

Describing Cross Keys Liversedge 0.5 (0.5 Miles) in relation to Wales, Scotland, Northern Ireland, England
Creation Date: May 11, 2021

Understanding the make-up of your area

	Area	Base
Total Households	1,031	28,535,151
Total Population	2,380	67,706,302
Total Males	1,185	33,445,167
Total Females	1,195	34,261,135

The current year estimates show a total resident population of 2,380 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 1,031 in your area and 28,535,151 in your base selection. This was split by 50.19 % of the population being female and 49.81 % being male in the study area.

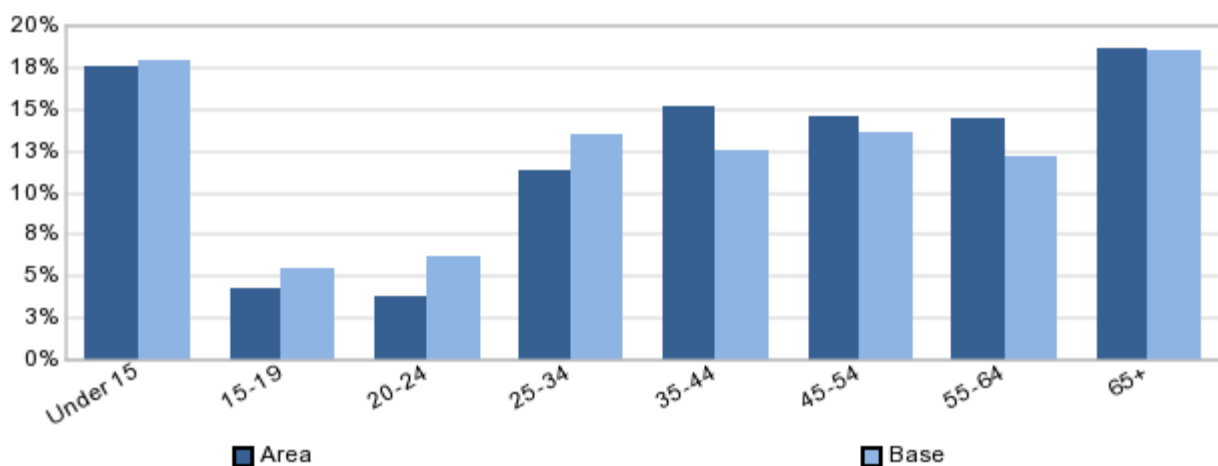
Source: Experian Current year estimates (Mid-year 2019).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	418	12,172,110	98
15-19	101	3,689,771	78
20-24	90	4,189,553	61
25-34	270	9,163,405	84
35-44	363	8,520,503	121
45-54	349	9,172,486	108
55-64	344	8,265,313	119
65+	444	12,533,161	101

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 444 representing 18.67 % of the study area. The smallest proportion is in age band 20-24 with a count of 90 which represents 3.76 %. In the study area the most over represented age band in comparison to the base selection is 35-44 with an index value of 121. The band that is most under represented is 20-24 with an index of 61, 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	2,285	58,661,197	111	
Gypsy / Traveller / Irish Traveller	1	69,114	41	
Mixed / Multiple Ethnic Groups	24	1,376,077	50	
Asian / Asian British: Indian	18	1,567,957	33	
Asian / Asian British: Pakistani	34	1,243,805	77	
Asian / Asian British: Bangladeshi	0	508,912	0	
Asian / Asian British: Chinese	4	503,868	24	
Asian / Asian British: Other Asian	6	976,737	18	
Black / African / Caribbean / Black British	5	2,139,293	7	
Other Ethnic Group	2	659,342	9	

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:

96.02 % White	86.64 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.02 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.75 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.42 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.18 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.26 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.22 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.09 % Other Ethnic Group	0.97 % Other Ethnic Group

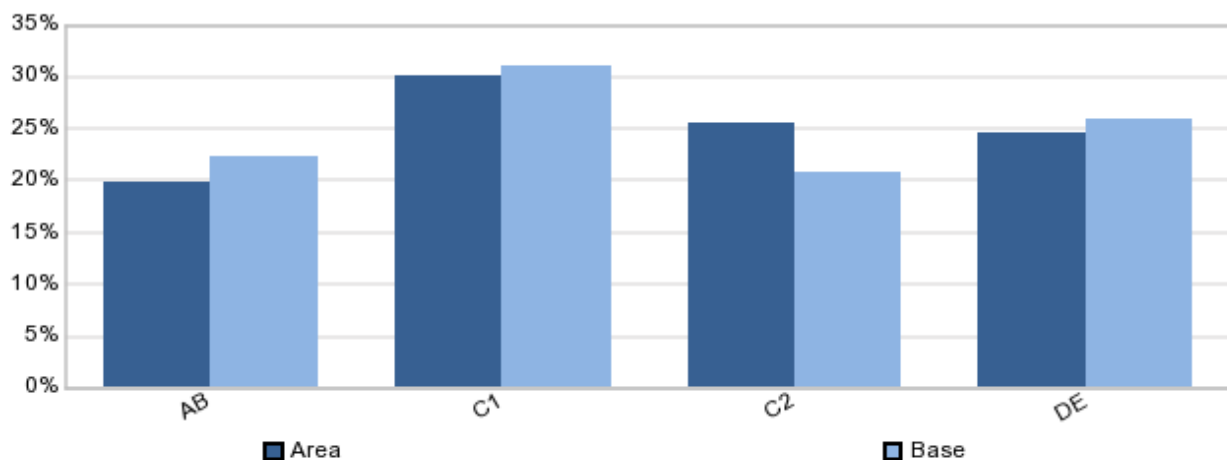
In the study area the largest ethnic group is White taking up 96.02 % of the population with a count of 2,285. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 0, 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	151	4,730,604	89	
C1 Supervisory, cleric, junior manage/admin/prof	228	6,557,343	97	
C2 Skilled manual workers	193	4,406,191	123	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	187	5,491,884	95	

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 228 people falling into this group, which is 30.02 % of the overall distribution. The smallest proportion falls into grade AB with a count of 151 taking up 19.91 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 123, whereas the most under represented group is AB with an index count of 89.

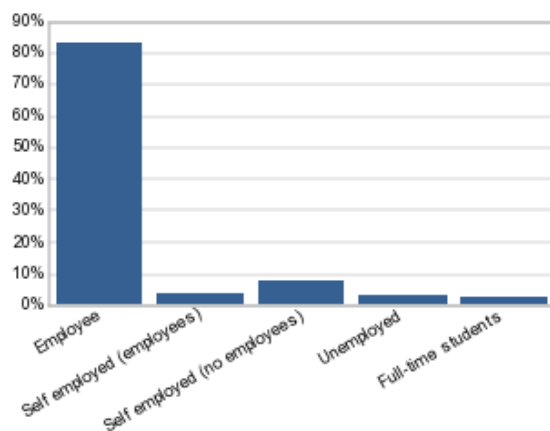
Understanding the Economic Activity

Economically Active	Area	Base	Index ³⁸	100	120
Employee	1,095	26,793,336	108		
Self employed with employees	51	1,141,028	117		
Self employed without employees	104	3,747,589	73		
Unemployed	33	1,073,357	80		
Full-time students	27	1,694,030	42		
Economically Inactive					
				45	100
Retired	292	6,521,560	140		
Student	45	2,835,417	50		
Looking after home/ family	56	2,064,793	86		
Permanently sick/ disabled	53	2,110,084	78		
Other	20	1,048,579	59		

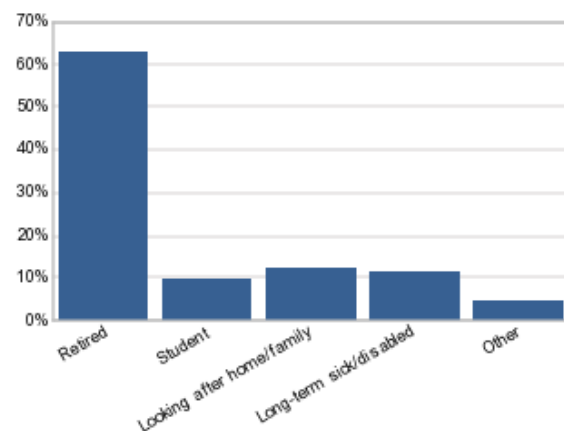
Source: Experian Current Year Estimates based on ONS Census Data (2019).

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 61.68 % of the population are employed, this is 1,095 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Full-time students representing 1.53 %, compare this to the selected base where this group represents 3.46 %. When analysing index* values the most over represented group is Self employed with employees with an index of 117, taking up 2.86 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 292 representing 16.45 %. The smallest inactive group is Other with 20 which is 1.12 %. When looking at the index values the group that is most over represented is Retired with an index of 140, representing 16.45 %.

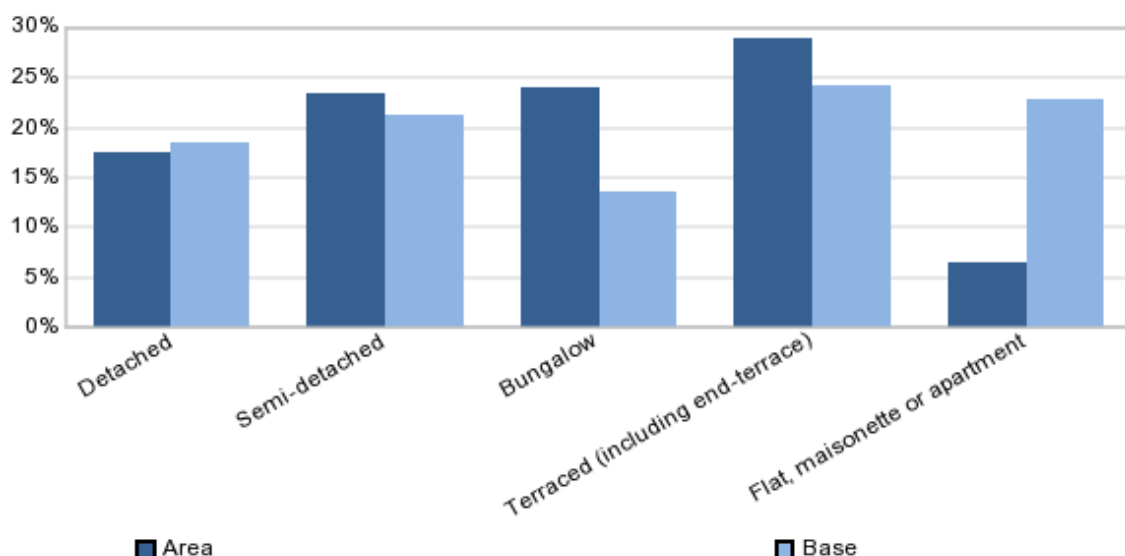
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	20	100	185
Detached	185	5,383,249	95			
Semi-detached	246	6,271,021	109			
Bungalow	252	3,951,416	178			
Terraced (including end-terrace)	304	7,075,152	120			
Flat, maisonette or apartment	68	6,685,551	28			

Source: Experian ConsumerView Household Directory 2020 .

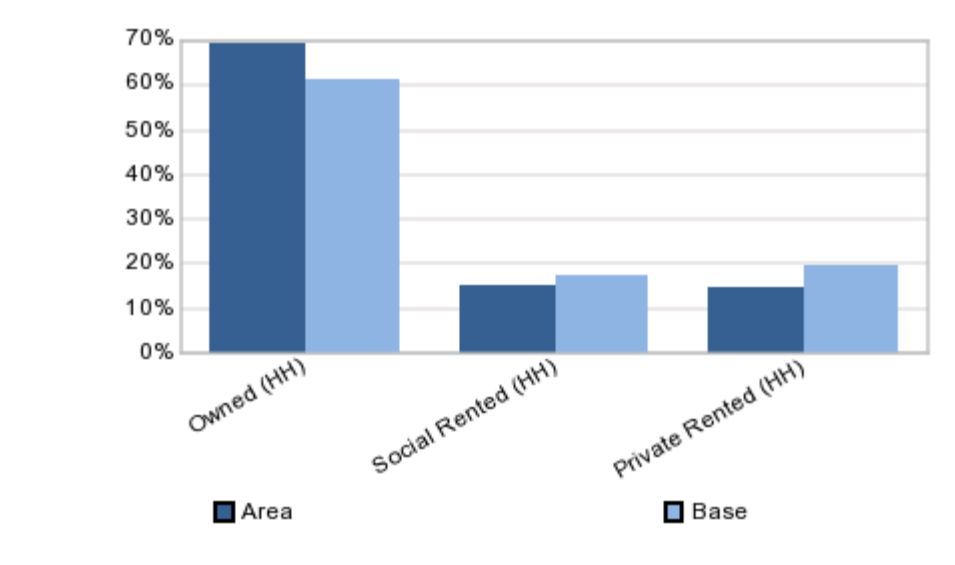
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	71	100	114
Owned (HH)	712	17,552,397	112		■	
Social Rented (HH)	154	4,963,660	86		■	
Private Rented (HH)	151	5,656,930	74		■	

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.



246 households within your area live in a Semi-detached dwelling, this is 23.30 %. 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 68 households and makes up 6.42 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 178, this makes up 23.93 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 712 making up 69.09 %. The smallest amount fall into the Private rented at 14.61 %. When looking at the index figures the most over represented tenure type is Owned with an index of 112, 69.09 % of households fall into this category in the study area.

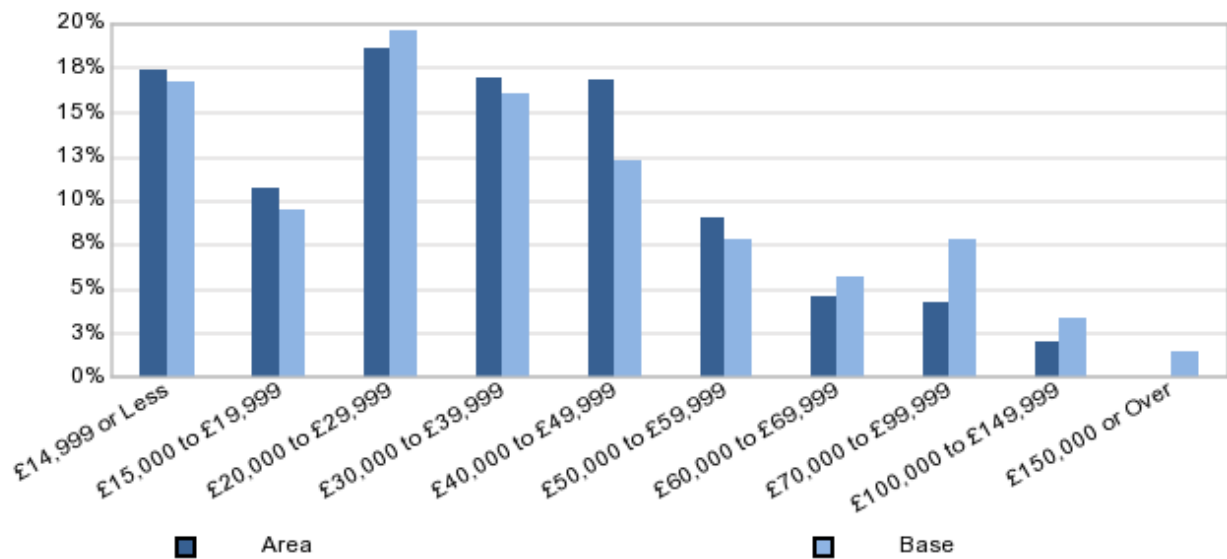
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	144
£14,999 or Less	179	4,773,587	104		■	
£15,000 to £19,999	110	2,707,506	113		■	
£20,000 to £29,999	191	5,590,695	95		■	
£30,000 to £39,999	175	4,557,389	106		■	
£40,000 to £49,999	174	3,488,699	138		■	
£50,000 to £59,999	93	2,223,753	116		■	
£60,000 to £69,999	46	1,612,646	79		■	
£70,000 to £99,999	43	2,223,591	53		■	
£100,000 to £149,999	20	950,882	57		■	
£150,000 or Over	0	406,403	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.



289 households within your area have an income of £19,999 or less, this forms 28.06 % 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 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 16.88 % with an index of 138, 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.

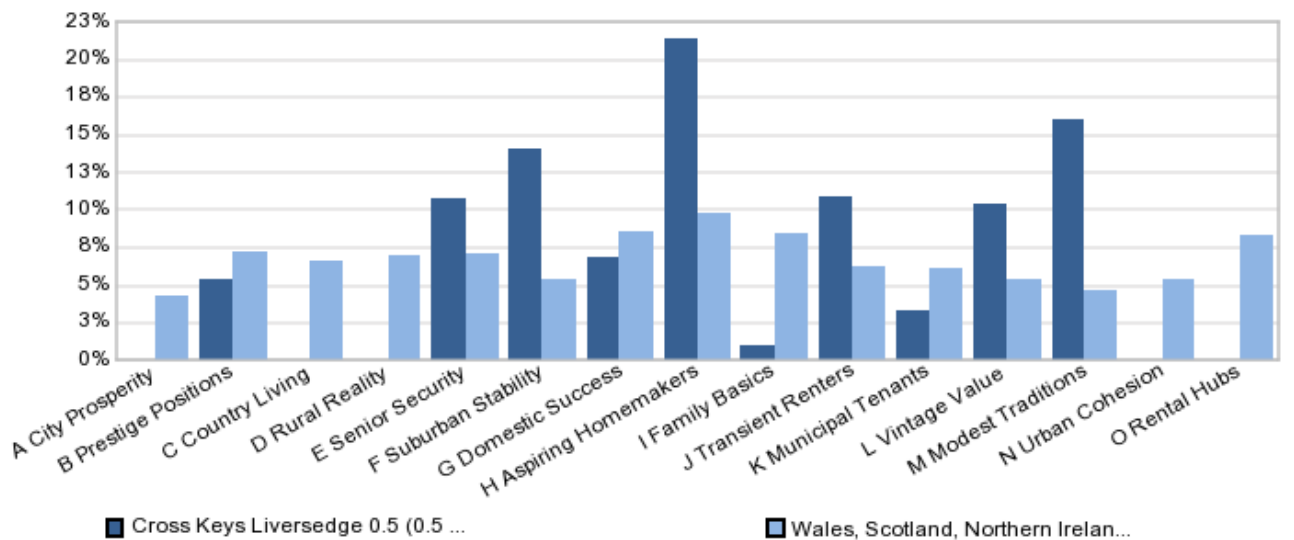
Understanding the residential profile by Mosaic UK 6

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	-17	100	363
A City Prosperity	0	2,860,431	0			
B Prestige Positions	130	4,835,468	76			
C Country Living	0	4,486,133	0			
D Rural Reality	1	4,693,052	0			
E Senior Security	255	4,780,208	152			
F Suburban Stability	334	3,639,000	261			
G Domestic Success	163	5,793,593	80			
H Aspiring Homemakers	509	6,609,228	219			
I Family Basics	22	5,700,365	11			
J Transient Renters	258	4,190,682	175			
K Municipal Tenants	79	4,155,278	54			
L Vintage Value	248	3,692,413	191			
M Modest Traditions	381	3,124,772	347			
N Urban Cohesion	0	3,549,734	0			
O Rental Hubs	0	5,595,057	0			
Totals	2,380	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 509 representing 21.40 % 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 M Modest Traditions taking up 16.00 % 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 - 21.40 %



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

M Modest Traditions - 16.00 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

F Suburban Stability - 14.04 %



Mature suburban owners living settled lives in mid-range housing.

Key Features

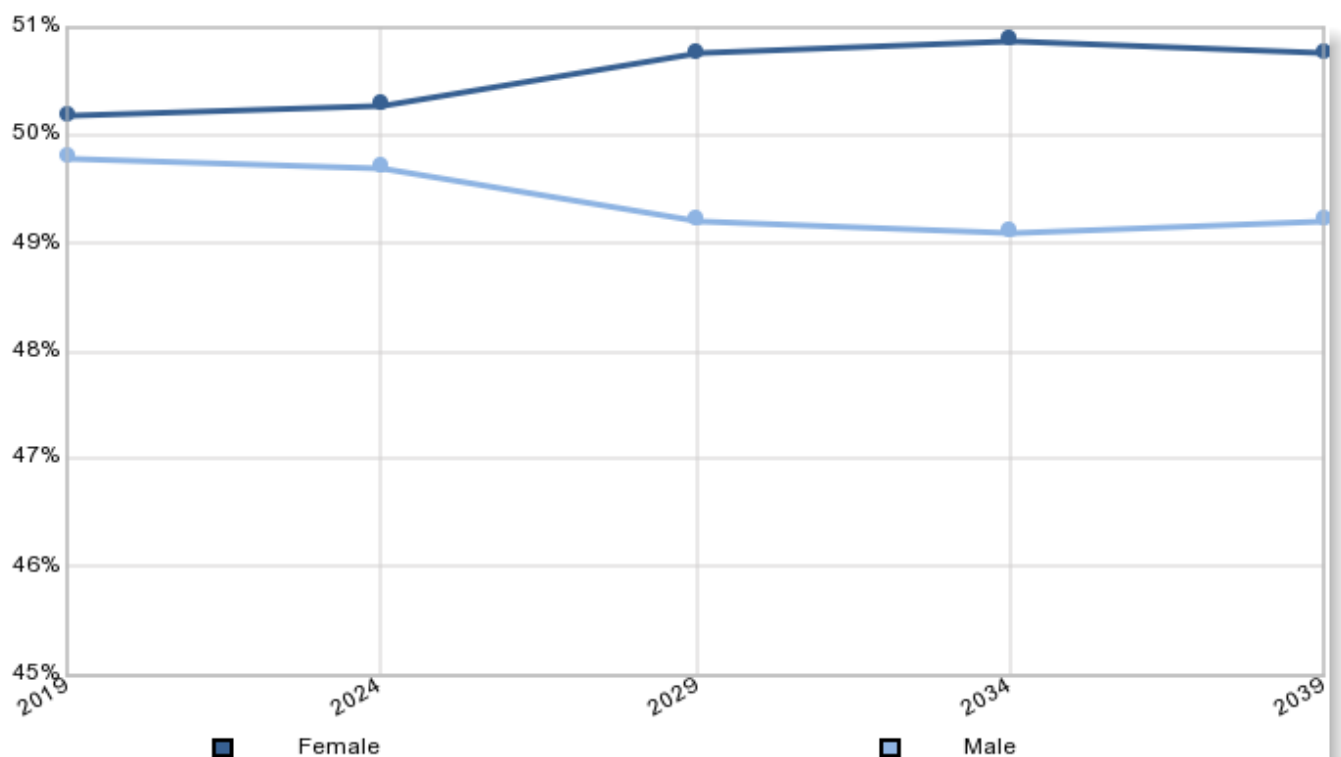
- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

Will the population of the area grow or decline?

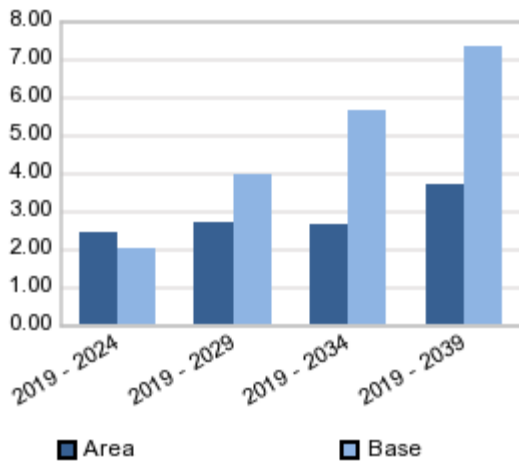
Population Projection	Area	% Change since 2019	Base	% Change since 2019
Population projection 2024	2,442		68,956,618	
Female Population projection 2024	1,228		34,844,002	
Male Population projection 2024	1,214		34,112,616	
Projected change from 2019	62	2.62	1,250,316	1.85
Population projection 2029	2,473		70,211,775	
Female Population projection 2029	1,256		35,440,419	
Male Population projection 2029	1,217		34,771,356	
Projected change from 2019	93	3.92	2,505,473	3.70
Population projection 2034	2,478		71,301,988	
Female Population projection 2034	1,261		35,960,506	
Male Population projection 2034	1,217		35,341,482	
Projected change from 2019	98	4.12	3,595,686	5.31
Population projection 2039	2,498		72,325,226	
Female Population projection 2039	1,268		36,439,644	
Male Population projection 2039	1,229		35,885,582	
Projected change from 2019	118	4.95	4,618,924	6.82

Source: Experian Population Projections (2019).

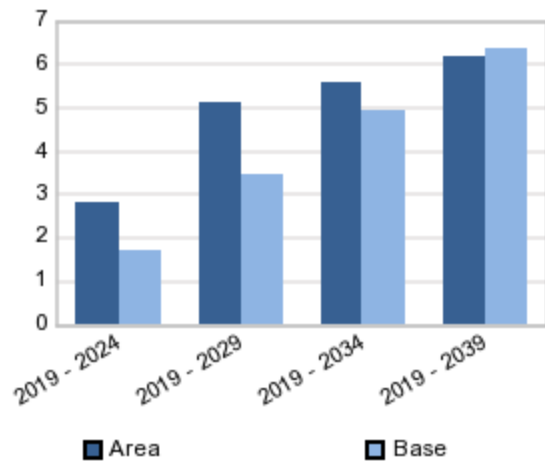
% Population Change by Gender



% Population Change (Male)



% Population Change (Female)



For 2019 the total population estimate is 2,380, this is divided into 49.81 % male and 50.19 % female. By 2024 the population is expected to have changed to 2,442, this is a projected change of 2.62 % over five years, and the gender split is predicted to be 50.29 % female and 49.71 % male. In the five years to 2029 the population is estimated to change to 2,473, this is a further 1.26 % change, and is expected to be divided into 50.78 % female and 49.22 % male. By 2034 the population is expected to be 2,478, a further change of 0.19 %, and split into 50.89 % female and 49.11 % male. By 2039 the population is expected to be 2,498, a change of 0.80 %, and divided into 50.78 % female and 49.22 % male.



Population change is an important element in fluctuations in consumer demand. Our population projections give a valuable insight into future demand in local areas, enabling you to predict future business performance, and plan accordingly.

The data is particularly useful if you are targeting specific age/gender ranges - for example, child care nurseries can find sites where the number of children is set to increase, and football clubs can target areas expecting growth in the number of teenagers.

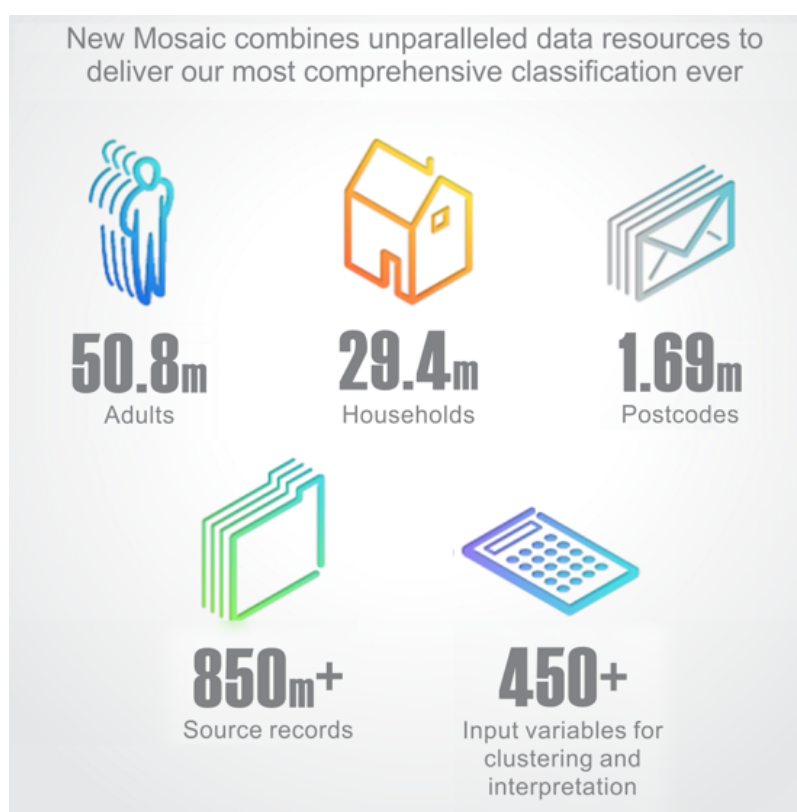
Projections of residential population are available for each year from 2020 to 2039 . These are split by gender and 18 age bands.

Mosaic UK 6

72 per cent of the information used to build Mosaic UK 6 is sourced from a combination of data that includes Experian's UK ConsumerView database, which provides consumer demographic information for the UK's 51 million adults and 29 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

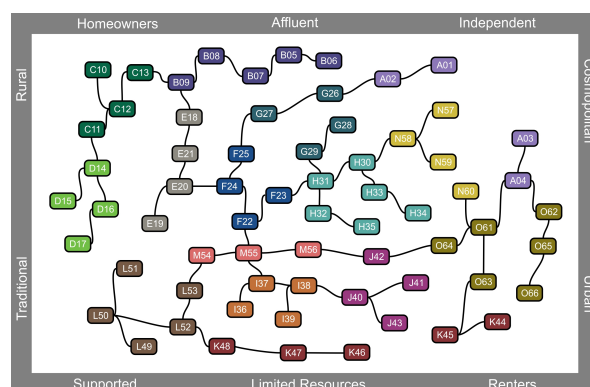
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification annually, and the segmentation has been built in such a way that new data can be added to provide further insight into the types.



The Mosaic UK 6 Family Tree

The Mosaic UK 6 family tree illustrates the major demographic and lifestyle polarities between the groups and types and shows how the Mosaic types relate to each other.





Census Data 2011

The Census is a government survey which is conducted every 10 years and covers the whole country. The information is collected on a single day. The government use the information to plan what local infrastructure is required in the future such as schools and hospitals.

Each decade the release of Census data for the UK provides analysts with a wealth of information that allows a rich and detailed picture to be created for each local area within the country. The most recent Census for the UK in 2011 covered a broad range of topics including population, households, employment, qualification, ethnicity and health.

A deep understanding of the demographics and socio-demographics of areas as diverse as neighbourhoods, store catchment areas, and sales or distribution territories can be gained by profiling and analysing suitable Census variable and can provide insight to help underpin decision making across a wide variety of sectors.

Census 2011 Current Year Estimates

Recognising the Complexity of the Census and of modelling Census data, a range of methods and of other input data has been used to predict the amount of change since Census Day and to therefore create Census Current Year Estimates for these tables. For many of the Census tables modelled, more than one underlying method has been used, with final results being created via the weighted combination of the separate method results. This multi-model approach recognises the strengths and weaknesses of each underlying approach used. As such, it draws strength from the underlying separate methods in order to maximize accuracy.

Key non-Census input data used includes Government mid-year estimates of population by age by gender, other Government Open data sources including results of key surveys and reports such as the OND 'Families and Households' report, HM Land Registry information, Experian Economics estimates and projections, variables from Experian's ConsumerView database and variables that underpin Experian's Mosaic UK classification. The Experian '2011 Census-based Current Year Estimates' database has been designed to be one of a family of Experian '2011 Census and 2011 Census-based' databases. This family of databases provides views at different point in time of a range of UK-wide Local Area Data estimates of key demographics and socio-demographics.