

Location Analyst

UK



## Men of March, March Demogs Report 0.5miles

### Understanding Demographics

12 October, 2020

#### Contents

Understanding the Demographics of your Area

Understanding the Residential Profile by Mosaic UK 6

Understanding the Top 3 Mosaic UK 6 Groups

Describing Men Of March, March Demogs Report 0.5 (0.5 Miles) in relation to United Kingdom  
 Creation Date: October 12, 2020

## Understanding the make-up of your area

	Area	Base
Total Households	2,416	28,345,190
Total Population	5,716	67,229,855
Total Males	2,860	33,173,050
Total Females	2,856	34,056,805

The current year estimates show a total resident population of 5,716 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,416 in your area and 28,345,190 in your base selection. This was split by 49.97 % of the population being female and 50.03 % being male in the study area.

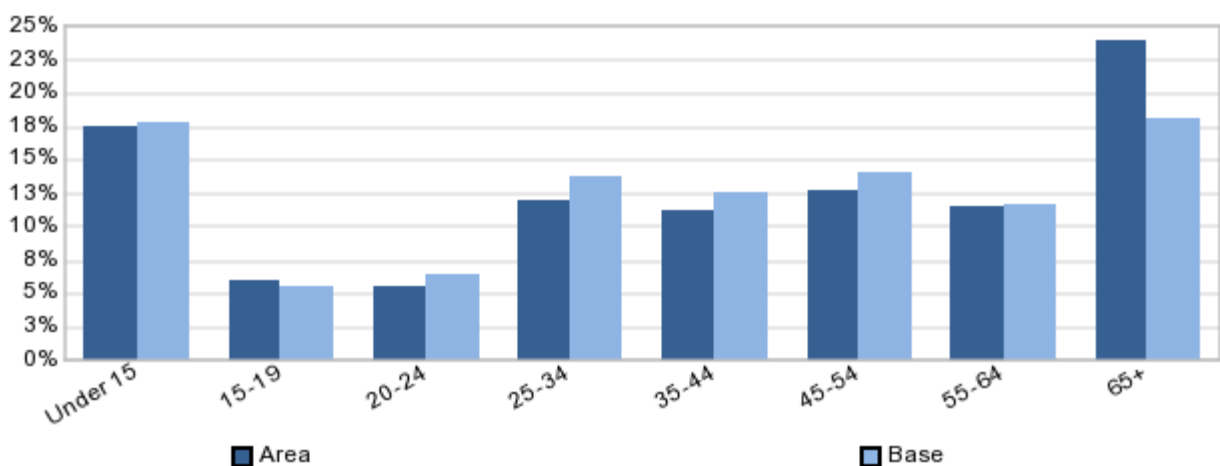
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			82	100	133
Under 15	996	11,991,800	98		
15-19	347	3,753,671	109		
20-24	310	4,311,089	85		
25-34	687	9,174,369	88		
35-44	634	8,463,387	88		
45-54	724	9,386,423	91		
55-64	650	7,914,572	97		
65+	1,367	12,234,544	131		

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 1,367 representing 23.92 % of the study area. The smallest proportion is in age band 20-24 with a count of 310 which represents 5.42 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 131. The band that is most under represented is 20-24 with an index of 85, 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	5,516	58,246,060	111
Gypsy / Traveller / Irish Traveller	7	68,310	122
Mixed / Multiple Ethnic Groups	68	1,367,158	58
Asian / Asian British: Indian	22	1,559,199	17
Asian / Asian British: Pakistani	8	1,239,421	7
Asian / Asian British: Bangladeshi	3	505,406	8
Asian / Asian British: Chinese	15	497,465	36
Asian / Asian British: Other Asian	30	969,724	37
Black / African / Caribbean / Black British	33	2,122,714	18
Other Ethnic Group	13	654,398	24

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:

96.51 % White	86.64 % White
0.12 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.19 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.38 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.14 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.06 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.26 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.53 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.57 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.24 % Other Ethnic Group	0.97 % Other Ethnic Group

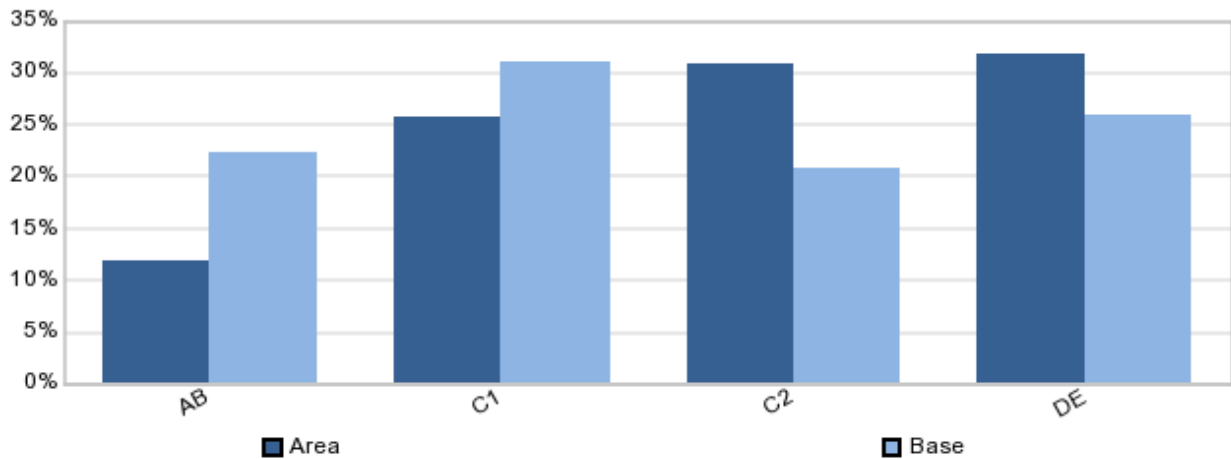
In the study area the largest ethnic group is White taking up 96.51 % of the population with a count of 5,516. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 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	189	4,696,968	53
C1 Supervisory, cleric, junior manage/admin/prof	408	6,510,031	83
C2 Skilled manual workers	488	4,376,339	148
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	502	5,456,469	122

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 DE forms the largest proportion with 502 people falling into this group, which is 31.65 % of the overall distribution. The smallest proportion falls into grade AB with a count of 189 taking up 11.90 %. When comparing this to the selected base the most over represented grade is C2 with an index\* count of 148, whereas the most under represented group is AB with an index count of 53.

## Understanding the Economic Activity

Economically Active	Area	Base	Index <sup>65</sup>
Employee	2,171	26,483,068	104
Self employed with employees	60	1,127,682	68
Self employed without employees	258	3,705,246	88
Unemployed	102	1,161,572	112
Full-time students	104	1,695,620	78

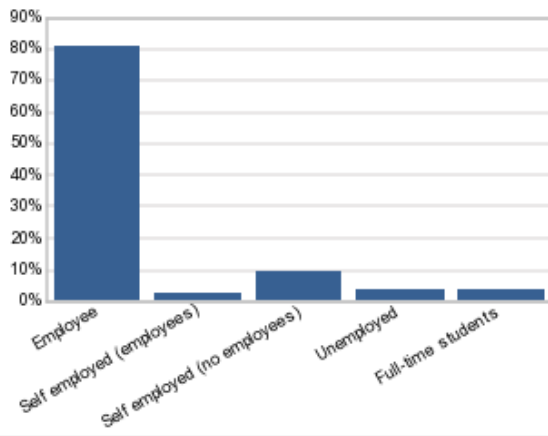
  

Economically Inactive	Area	Base	Index <sup>46</sup>
Retired	733	6,618,937	122
Student	129	2,838,201	50
Looking after home/ family	195	2,117,295	102
Permanently sick/ disabled	185	2,168,755	94
Other	99	1,076,085	101

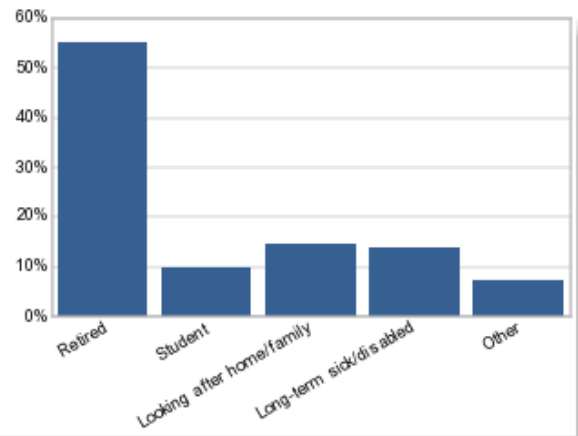
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 53.79 % of the population are employed, this is 2,171 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.49 %, compare this to the selected base where this group represents 2.30 %. When analysing index\* values the most over represented group is Unemployed with an index of 112, taking up 2.54 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 733 representing 18.17 %. The smallest inactive group is Other with 99 which is 2.44 %. When looking at the index values the group that is most over represented is Retired with an index of 122, representing 18.17 %.

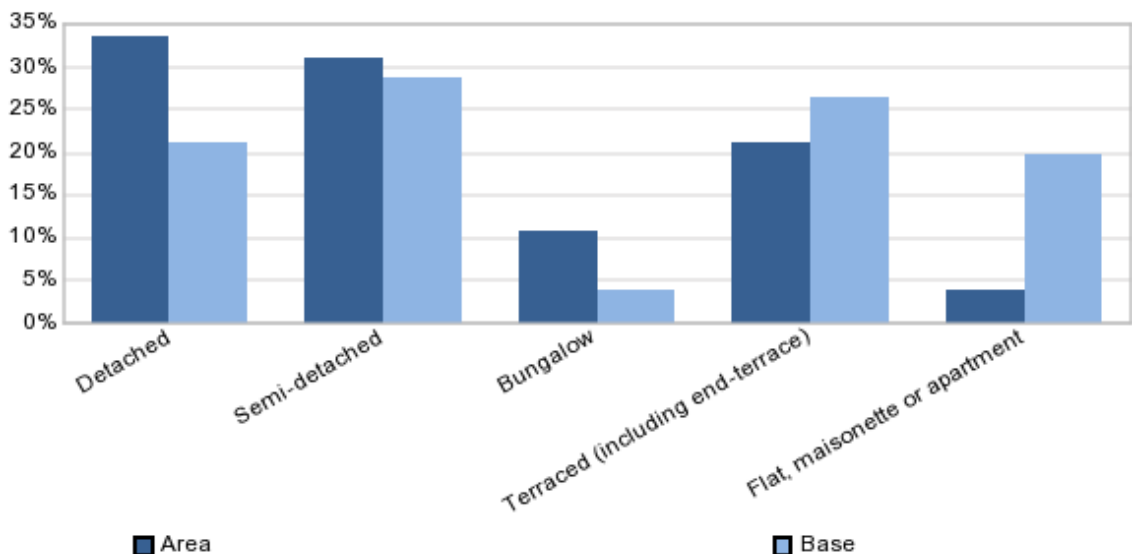
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	6	100	281
Detached	739	5,385,903	158		█	
Semi-detached	685	7,344,686	107			
Bungalow	243	1,039,099	269		█	
Terraced (including end-terrace)	465	6,699,890	80		█	
Flat, maisonette or apartment	82	5,007,460	19		█	

Source: Experian ConsumerView Household Directory 2019 .

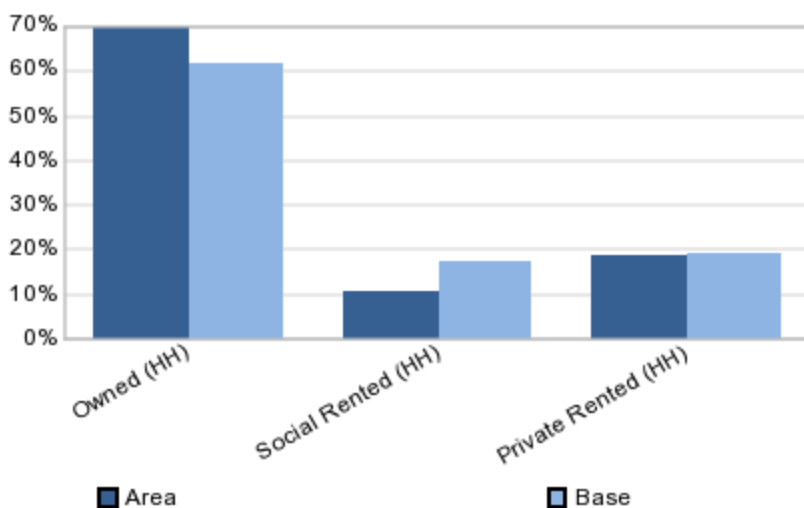
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	59	100	114
Owned (HH)	1,680	17,543,252	112		■	
Social Rented (HH)	261	4,965,267	62	■		
Private Rented (HH)	453	5,470,682	97		■	

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.



685 households within your area live in a Semi-detached dwelling, this is 30.95 %. 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 82 households and makes up 3.72 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 269, this makes up 10.96 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,680 making up 69.52 %. The smallest amount fall into the Social rented at 10.80 %. When looking at the index figures the most over represented tenure type is Owned with an index of 112, 69.52 % of households fall into this category in the study area.

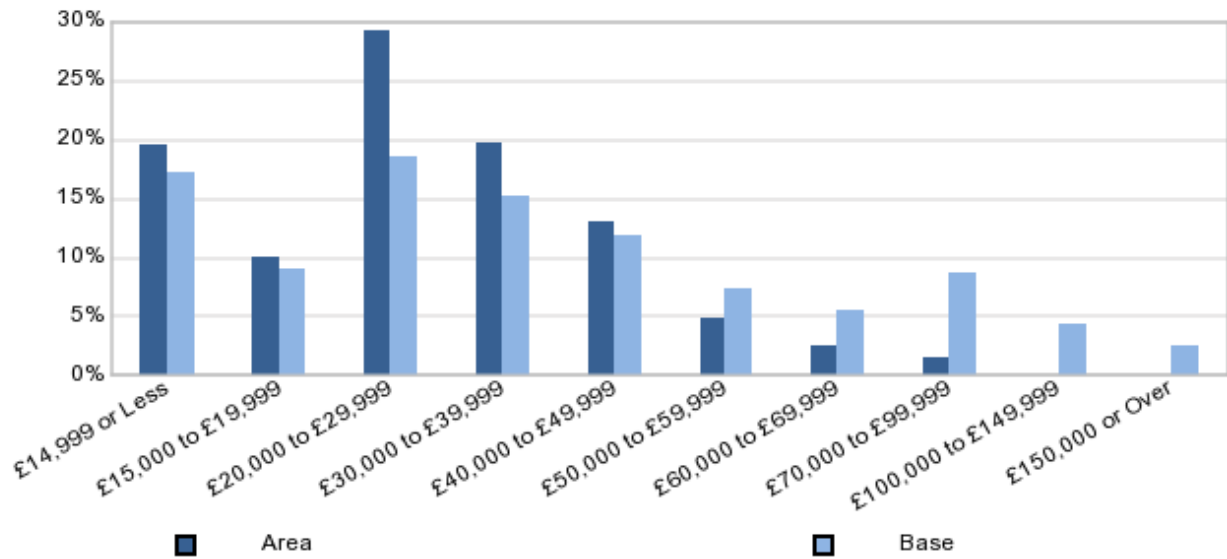
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding the Household Income

Household Income	Area	Base	Index	-7	100	164
£14,999 or Less	471	4,889,206	113		■	
£15,000 to £19,999	242	2,538,634	112		■	
£20,000 to £29,999	705	5,253,752	157		■	
£30,000 to £39,999	475	4,304,210	129		■	
£40,000 to £49,999	314	3,318,086	111		■	
£50,000 to £59,999	115	2,106,080	64		■	
£60,000 to £69,999	57	1,573,962	42		■	
£70,000 to £99,999	36	2,469,683	17		■	
£100,000 to £149,999	1	1,215,381	1	■		
£150,000 or Over	0	676,196	0	■		

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.



713 households within your area have an income of £19,999 or less, this forms 29.52 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. 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 £20,000 to £29,999 is over represented making up 29.17 % with an index of 157, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.00 % 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.

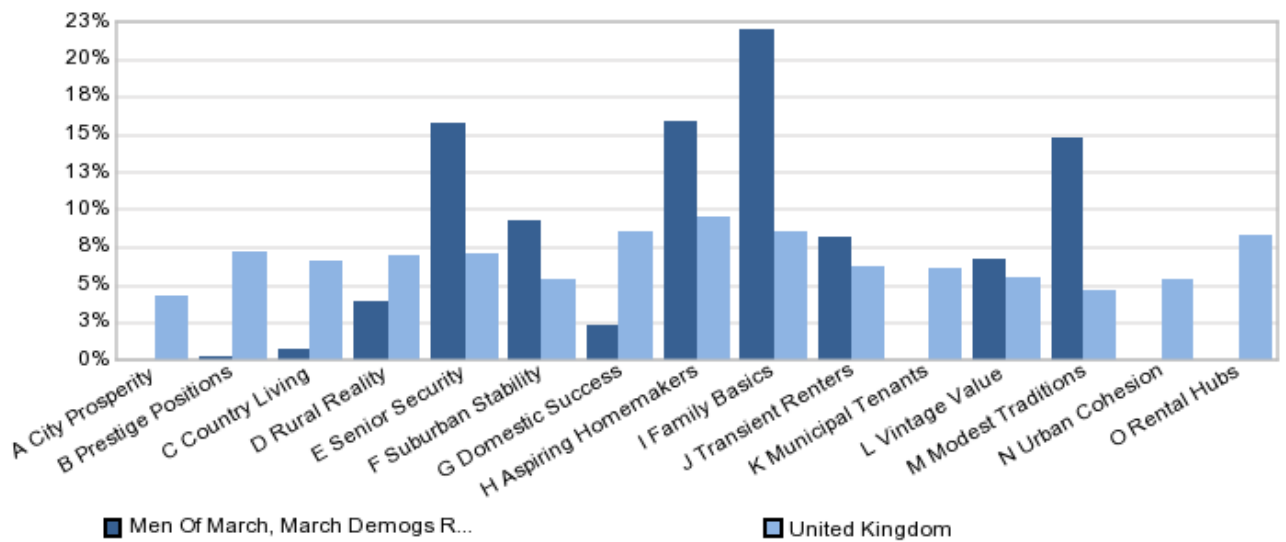
## Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	16	4,798,133	4
C Country Living	37	4,432,229	10
D Rural Reality	221	4,656,104	56
E Senior Security	905	4,767,632	223
F Suburban Stability	534	3,634,847	173
G Domestic Success	133	5,770,639	27
H Aspiring Homemakers	912	6,440,418	167
I Family Basics	1,258	5,687,500	260
J Transient Renters	465	4,160,345	131
K Municipal Tenants	0	4,149,642	0
L Vintage Value	385	3,692,978	123
M Modest Traditions	851	3,121,382	321
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	0	5,518,789	0
<b>Totals</b>	<b>5,716</b>	<b>67,229,855</b>	

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 I Family Basics with a count of 1,258 representing 22.00 % of the overall distribution, in comparison to the base where 8.46 % 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 14.88 % 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

---

### I Family Basics - 22.00 %



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

### H Aspiring Homemakers - 15.96 %



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

### E Senior Security - 15.84 %



Elderly people with assets who are enjoying a comfortable retirement.

#### Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers