Location Analyst UK

Bay Horse, Gateshead, NE10 9SL 0.5 mile

Understanding Demographics Mosaic 6

21 April, 2021

Contents

Understanding the make-up of your area

	Area	Base
Total Households	4,128	28,535,151
Total Population	9,110	67,706,302
Total Males	4,449	33,445,167
Total Females	4,661	34,261,135

The current year estimates show a total resident population of 9,110 in the study area, compared to 67,706,302 in the base selection. When looking at households there are 4,128 in your area and 28,535,151 in your base selection. This was split by 51.17 % of the population being female and 48.83 % 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	
				93　　　100　　　107
Under 15	1,644	12,172,110	100	
15-19	498	3,689,771	100	
20-24	532	4,189,553	94	
25-34	1,253	9,163,405	102	
35-44	1,226	8,520,503	107	
45-54	1,212	9,172,486	98	
55-64	1,068	8,265,313	96	
65+	1,675	12,533,161	99	

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.
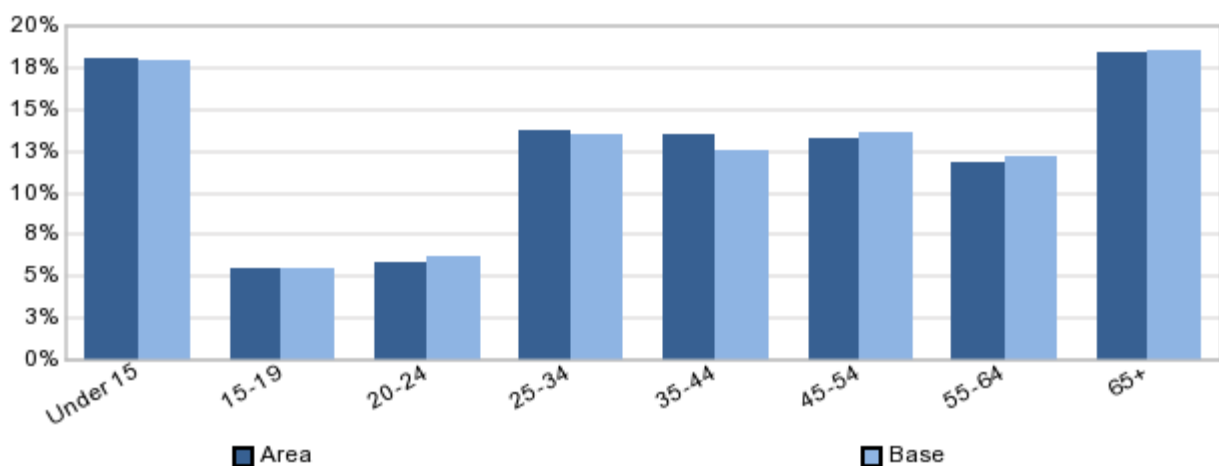
The highest proportion fall into age band 65+ with a count of 1,675 representing 18.39 % of the study area. The smallest proportion is in age band 15-19 with a count of 498 which represents 5.47 %. In the study area the most over represented age band in comparison to the base selection is 35-44 with an index value of 107. The band that is most under represented is 20-24 with an index of 94, 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	8,783	58,661,197	111	
Gypsy / Traveller / Irish Traveller	3	69,114	34	
Mixed / Multiple Ethnic Groups	74	1,376,077	40	
Asian / Asian British: Indian	49	1,567,957	23	
Asian / Asian British: Pakistani	18	1,243,805	11	
Asian / Asian British: Bangladeshi	25	508,912	36	
Asian / Asian British: Chinese	23	503,868	34	
Asian / Asian British: Other Asian	42	976,737	32	
Black / African / Caribbean / Black British	41	2,139,293	14	
Other Ethnic Group	52	659,342	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.

The ONS data shows the ethnic make up of your area is as follows:

96.41 % White
0.03 % Gypsy / Traveller / Irish Traveller
0.81 % Mixed / Multiple Ethnic Groups
0.54 % Asian / Asian British: Indian
0.20 % Asian / Asian British: Pakistani
0.27 % Asian / Asian British: Bangladeshi
0.25 % Asian / Asian British: Chinese
0.46 % Asian / Asian British: Other Asian
0.45 % Black / African / Caribbean / Black British
0.58 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

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

In the study area the largest ethnic group is White taking up 96.41 % of the population with a count of 8,783. 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 3, 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	332	4,730,604	48	
C1 Supervisory, cleric, junior manage/admin/prof	854	6,557,343	90	
C2 Skilled manual workers	718	4,406,191	113	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,161	5,491,884	146	

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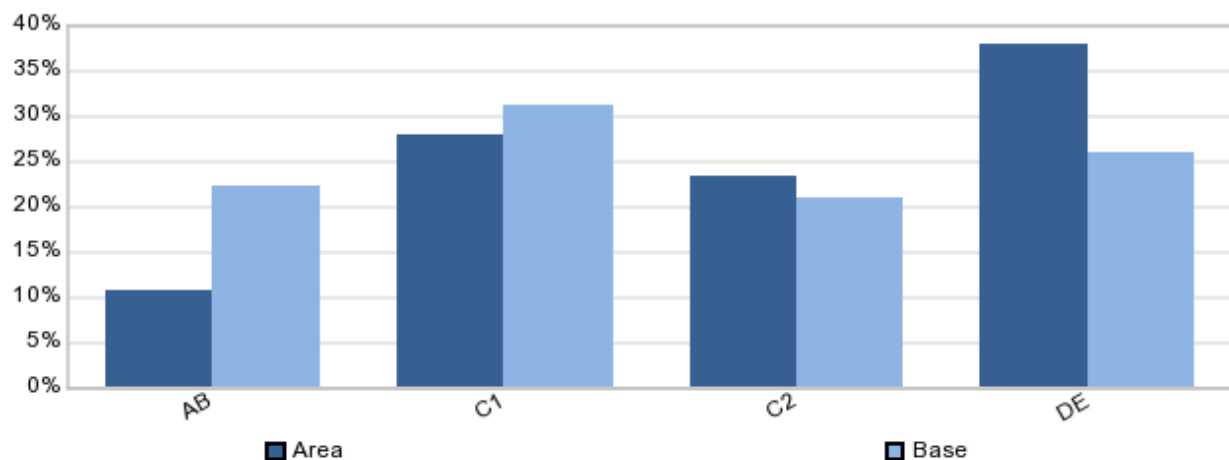
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 1,161 people falling into this group, which is 37.88 % of the overall distribution. The smallest proportion falls into grade AB with a count of 332 taking up 10.82 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 146, whereas the most under represented group is AB with an index count of 48.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	35	100	159
Employee	3,698	26,793,336	108			
Self employed with employees	60	1,141,028	41			
Self employed without employees	257	3,747,589	54			
Unemployed	211	1,073,357	154			
Full-time students	176	1,694,030	81			
Economically Inactive				53	100	167
Retired	910	6,521,560	95			
Student	243	2,835,417	59			
Looking after home/ family	305	2,064,793	101			
Permanently sick/ disabled	501	2,110,084	162			
Other	176	1,048,579	114			

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
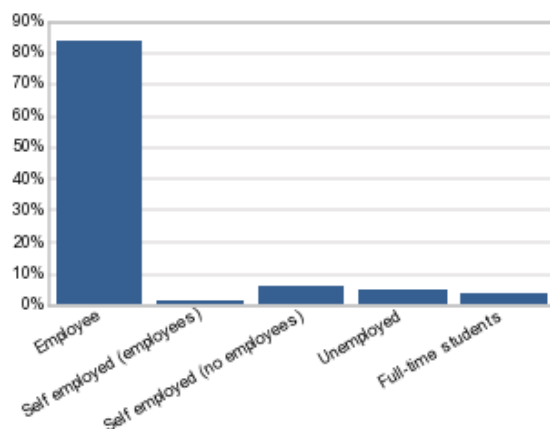
Economically Inactive - % by Category
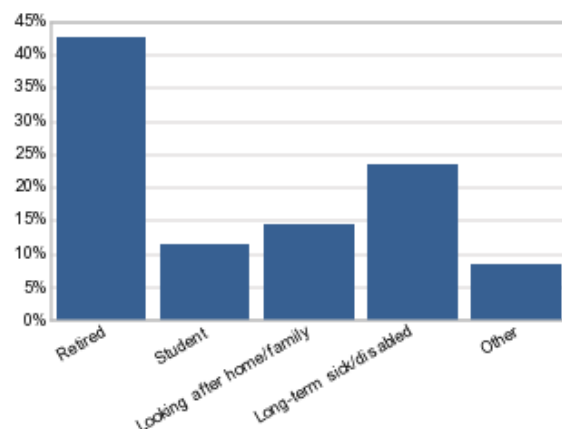
Economic activity within the study area shows that 56.58 % of the population are employed, this is 3,698 people, compare this to your base where 54.65 % are employed. The smallest economically active group is Self employed with employees representing 0.92 %, compare this to the selected base where this group represents 2.33 %. When analysing index* values the most over represented group is Unemployed with an index of 154, taking up 3.23 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 910 representing 13.91 %. The smallest inactive group is Other with 176 which is 2.69 %. When looking at the index values the group that is most over represented is Other with an index of 114, representing 2.69 %.

*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	177
Detached	270	5,383,249	35			
Semi-detached	1,533	6,271,021	171			
Bungalow	686	3,951,416	122			
Terraced (including end-terrace)	1,055	7,075,152	104			
Flat, maisonette or apartment	653	6,685,551	68			

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.
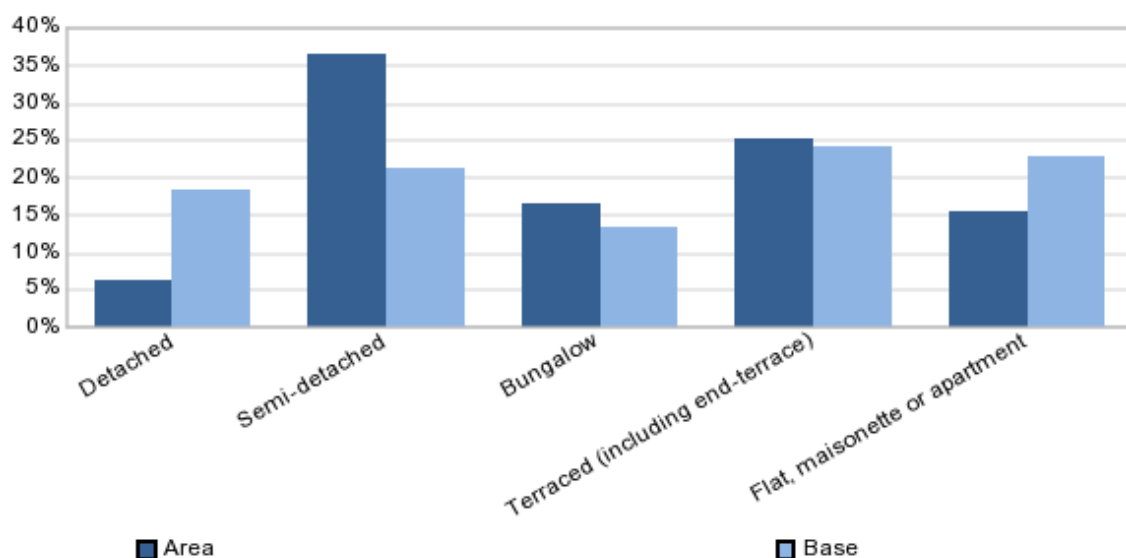
Tenure	Area	Base	Index 60	100	229
Owned (HH)	1,961	17,552,397	77		
Social Rented (HH)	1,591	4,963,660	222		
Private Rented (HH)	554	5,656,930	68		

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.
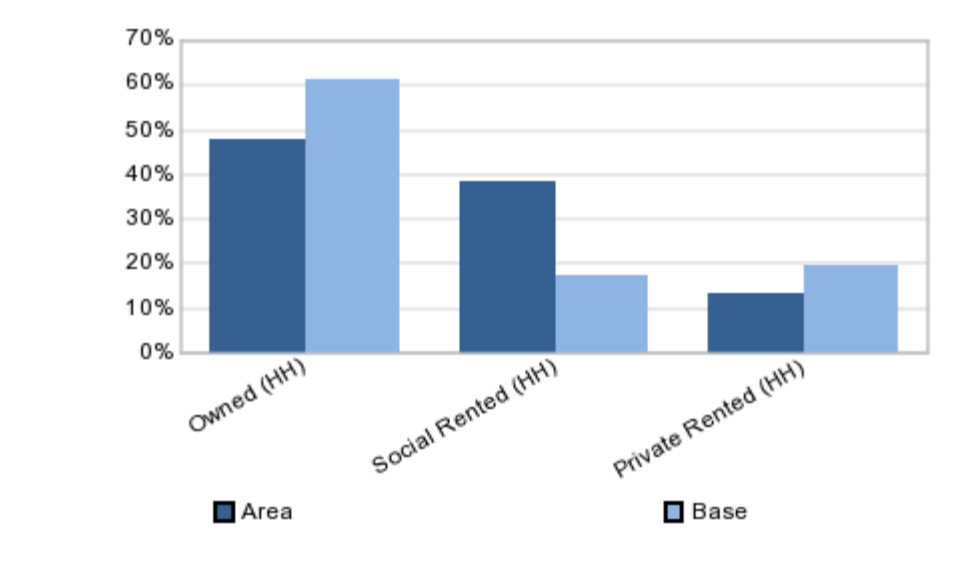
1,533 households within your area live in a Semi-detached dwelling, this is 36.53 %. Compare this to a figure of 6,271,021 in your base making up 21.35 %. The smallest number of households live in a Detached dwelling, this is 270 households and makes up 6.43 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 171, this makes up 36.53 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,961 making up 47.50 %. The smallest amount fall into the Private rented at 13.42 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 222, 38.54 % 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 -8	100	187
£14,999 or Less	1,237	4,773,587	179		
£15,000 to £19,999	536	2,707,506	137		
£20,000 to £29,999	1,030	5,590,695	127		
£30,000 to £39,999	564	4,557,389	86		
£40,000 to £49,999	420	3,488,699	83		
£50,000 to £59,999	138	2,223,753	43		
£60,000 to £69,999	90	1,612,646	39		
£70,000 to £99,999	113	2,223,591	35		
£100,000 to £149,999	0	950,882	0		
£150,000 or Over	0	406,403	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.

Chart legend: Area, Base
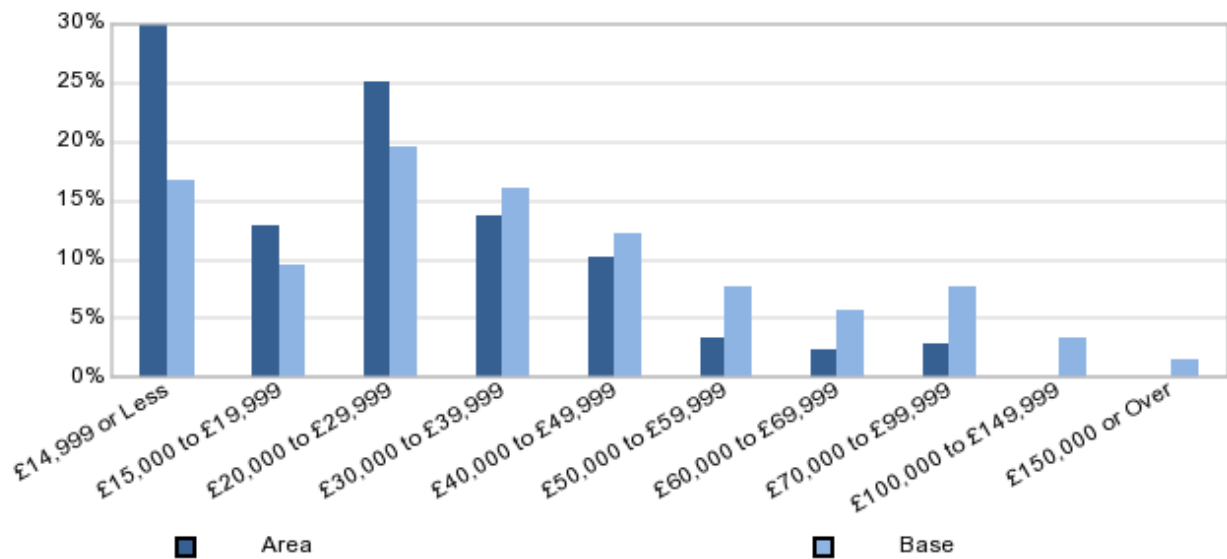
1,772 households within your area have an income of £19,999 or less, this forms 42.93 % of the overall distribution. The smallest count is 0 and these fall into household income band £100,000 to £149,999 making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 19.59 % of the overall view. When using index* figures as a guide we can see that the income band £14,999 or less is over represented making up 29.96 % with an index of 179, the most under represented banding is £100,000 to £149,999 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	-15	100	326
	A City Prosperity	0	2,860,431	0			
	B Prestige Positions	0	4,835,468	0			
	C Country Living	0	4,486,133	0			
	D Rural Reality	0	4,693,052	0			
	E Senior Security	487	4,780,208	76			
	F Suburban Stability	208	3,639,000	42			
	G Domestic Success	495	5,793,593	64			
	H Aspiring Homemakers	873	6,609,228	98			
	I Family Basics	1,464	5,700,365	191			
	J Transient Renters	1,276	4,190,682	226			
	K Municipal Tenants	1,481	4,155,278	265			
	L Vintage Value	1,547	3,692,413	311			
	M Modest Traditions	870	3,124,772	207			
	N Urban Cohesion	0	3,549,734	0			
	O Rental Hubs	408	5,595,057	54			
	Totals	9,110	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.
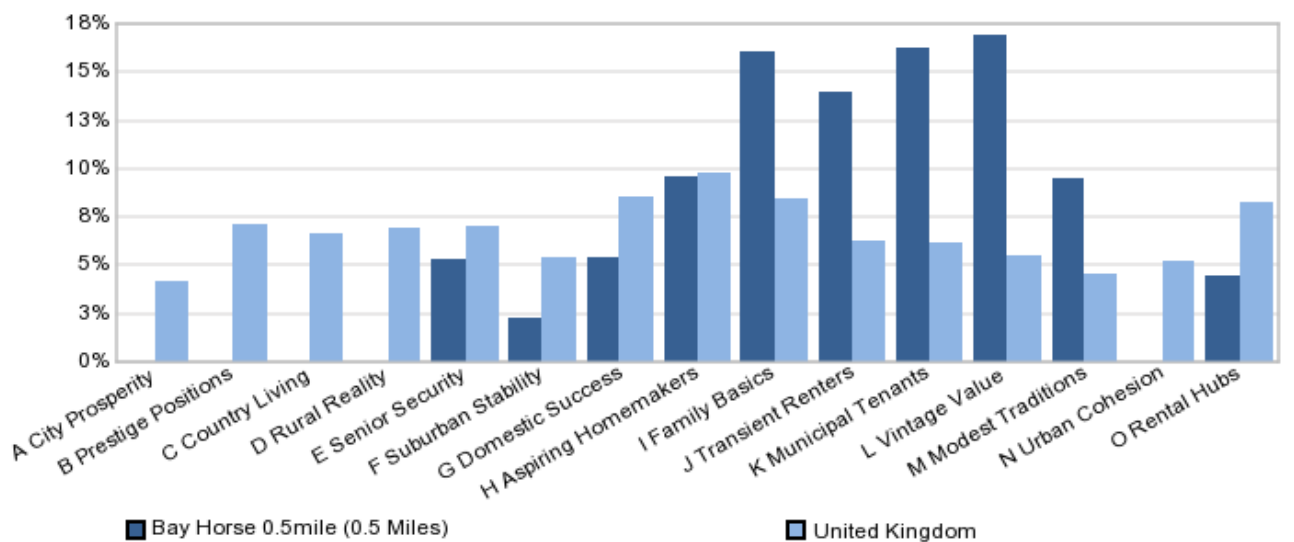
The largest group is L Vintage Value with a count of 1,547 representing 16.98 % of the overall distribution, in comparison to the base where 5.45 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is L Vintage Value taking up 16.98 % 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

L Vintage Value - 16.98 %

Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

K Municipal Tenants - 16.26 %

Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

I Family Basics - 16.07 %

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