Location Analyst | UK

Chrystal Bell G1 5AA 0.5 mile Demog Report

Understanding Demographics

08 October, 2020

Contents

Describing Chrystal Bell 0.5 (0.5 Miles) in relation to United Kingdom
Creation Date: October 8, 2020

Understanding the make-up of your area

	Area	Base
Total Households	6,628	28,345,190
Total Population	13,828	67,229,855
Total Males	6,178	33,173,050
Total Females	7,650	34,056,805

The current year estimates show a total resident population of 13,828 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 6,628 in your area and 28,345,190 in your base selection. This was split by 55.32 % of the population being female and 44.68 % 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
			0 100 424
Under 15	394	11,991,800	16
15-19	1,769	3,753,671	229
20-24	3,594	4,311,089	405
25-34	3,888	9,174,369	206
35-44	1,367	8,463,387	79
45-54	1,059	9,386,423	55
55-64	839	7,914,572	52
65+	919	12,234,544	37

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.
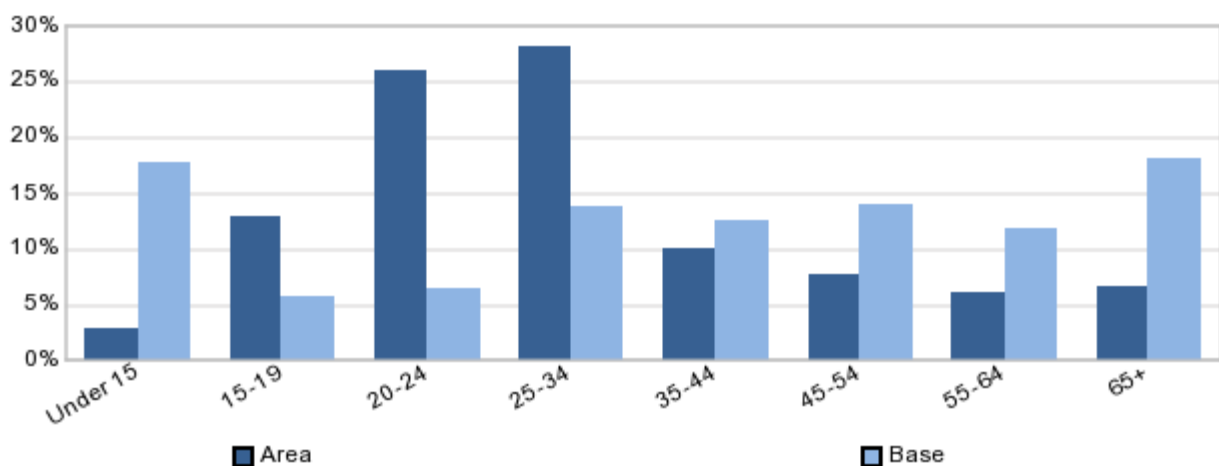
The highest proportion fall into age band 25-34 with a count of 3,888 representing 28.11 % of the study area. The smallest proportion is in age band Under 15 with a count of 394 which represents 2.85 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 405. The band that is most under represented is Under 15 with an index of 16, 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	
				0 100 948
White	11,356	58,246,060	95	
Gypsy / Traveller / Irish Traveller	11	68,310	78	
Mixed / Multiple Ethnic Groups	121	1,367,158	43	
Asian / Asian British: Indian	430	1,559,199	134	
Asian / Asian British: Pakistani	79	1,239,421	31	
Asian / Asian British: Bangladeshi	13	505,406	13	
Asian / Asian British: Chinese	925	497,465	904	
Asian / Asian British: Other Asian	301	969,724	151	
Black / African / Caribbean / Black British	398	2,122,714	91	
Other Ethnic Group	193	654,398	143	

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:

82.13 % White
0.08 % Gypsy / Traveller / Irish Traveller
0.88 % Mixed / Multiple Ethnic Groups
3.11 % Asian / Asian British: Indian
0.57 % Asian / Asian British: Pakistani
0.09 % Asian / Asian British: Bangladeshi
6.69 % Asian / Asian British: Chinese
2.18 % Asian / Asian British: Other Asian
2.88 % Black / African / Caribbean / Black British
1.39 % 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 82.13 % of the population with a count of 11,356. 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 11, 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	
				36 100 156
AB Higher & intermediate manage/admin/prof	1,457	4,696,968	111	
C1 Supervisory, cleric, junior manage/admin/prof	2,750	6,510,031	151	
C2 Skilled manual workers	518	4,376,339	42	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,152	5,456,469	76	

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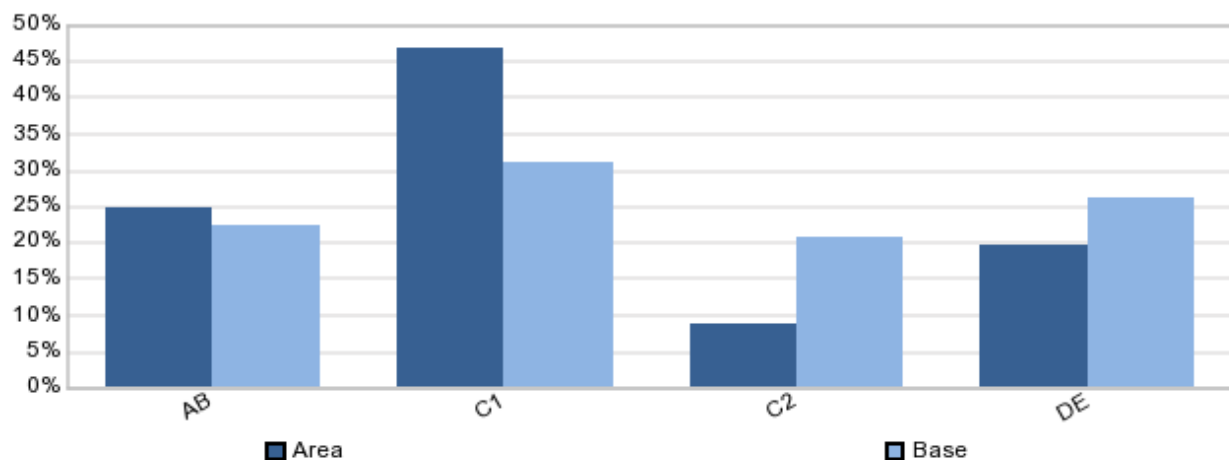
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 2,750 people falling into this group, which is 46.79 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 518 taking up 8.82 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 151, whereas the most under represented group is C2 with an index count of 42.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 28 100	509
Employee	4,777	26,483,068	85	
Self employed with employees	120	1,127,682	50	
Self employed without employees	398	3,705,246	50	
Unemployed	233	1,161,572	94	
Full-time students	1,763	1,695,620	487	
Economically Inactive			6 100	357
Retired	619	6,618,937	24	
Student	3,721	2,838,201	341	
Looking after home/ family	186	2,117,295	23	
Permanently sick/ disabled	834	2,168,755	100	
Other	329	1,076,085	80	

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
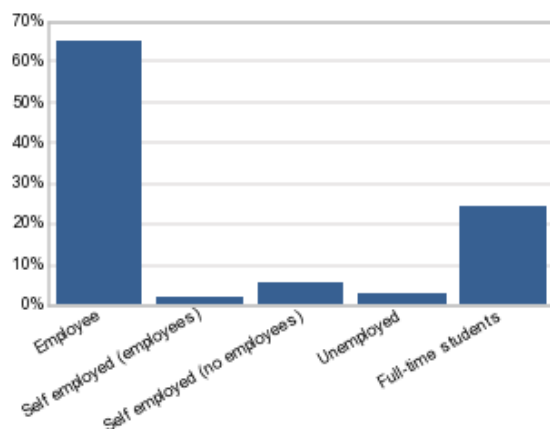
Economically Inactive - % by Category
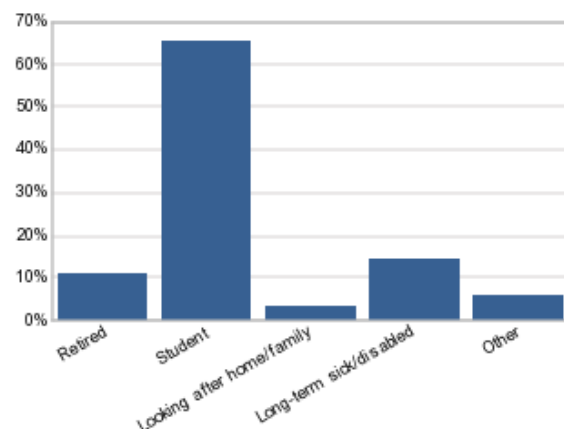
Economic activity within the study area shows that 36.80 % of the population are employed, this is 4,777 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.93 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 487, taking up 13.58 %.

When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 3,721 representing 28.66 %. The smallest inactive group is Looking after home/ family with 186 which is 1.43 %. When looking at the index values the group that is most over represented is Student with an index of 341, representing 28.66 %.

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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	-23	100	503
Detached	48	5,385,903	6			
Semi-detached	35	7,344,686	3			
Bungalow	0	1,039,099	0			
Terraced (including end-terrace)	145	6,699,890	14			
Flat, maisonette or apartment	3,793	5,007,460	480			

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.
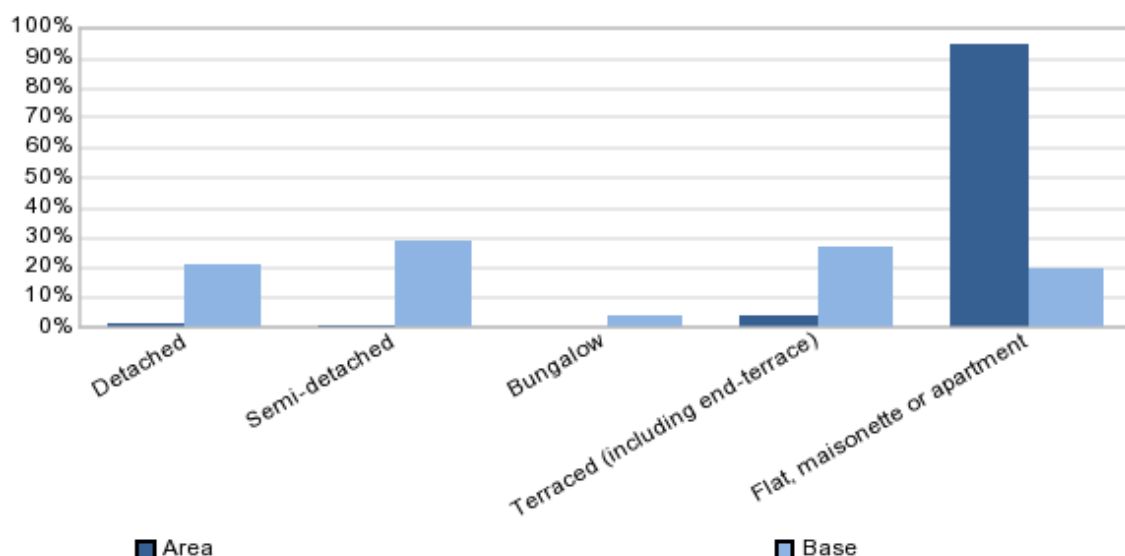
Tenure	Area	Base	Index	30	100		265
Owned (HH)	1,672	17,543,252	41				
Social Rented (HH)	1,586	4,965,267	137				
Private Rented (HH)	3,260	5,470,682	255				

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.
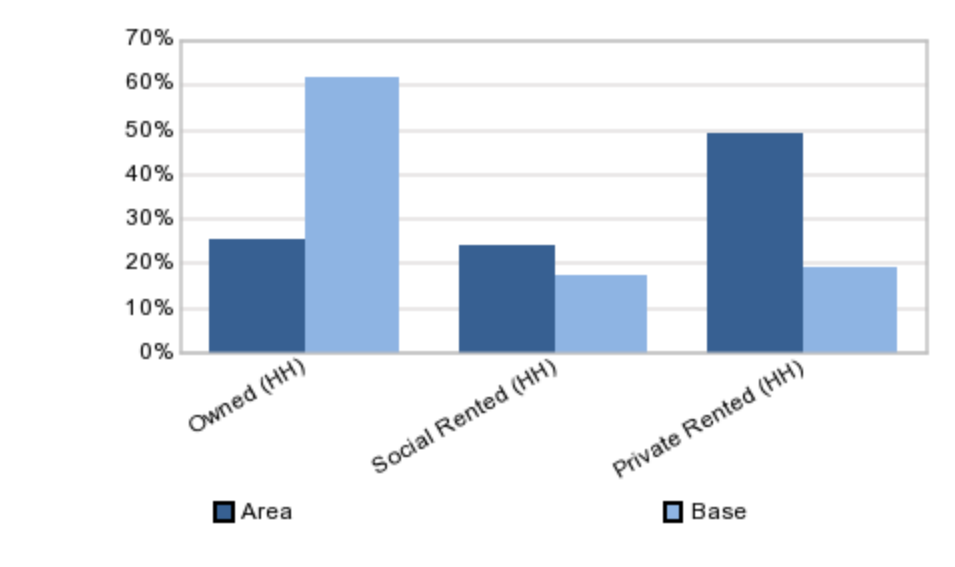
35 households within your area live in a Semi-detached dwelling, this is 0.87 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 0 households and makes up 0.00 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 480, this makes up 94.34 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 3,260 making up 49.19 %. The smallest amount fall into the Social rented at 23.93 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 255, 49.19 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	-6		100	140
£14,999 or Less	1,083	4,889,206	95				
£15,000 to £19,999	661	2,538,634	111				
£20,000 to £29,999	1,543	5,253,752	126				
£30,000 to £39,999	1,315	4,304,210	131				
£40,000 to £49,999	1,036	3,318,086	134				
£50,000 to £59,999	553	2,106,080	112				
£60,000 to £69,999	283	1,573,962	77				
£70,000 to £99,999	143	2,469,683	25				
£100,000 to £149,999	12	1,215,381	4				
£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.
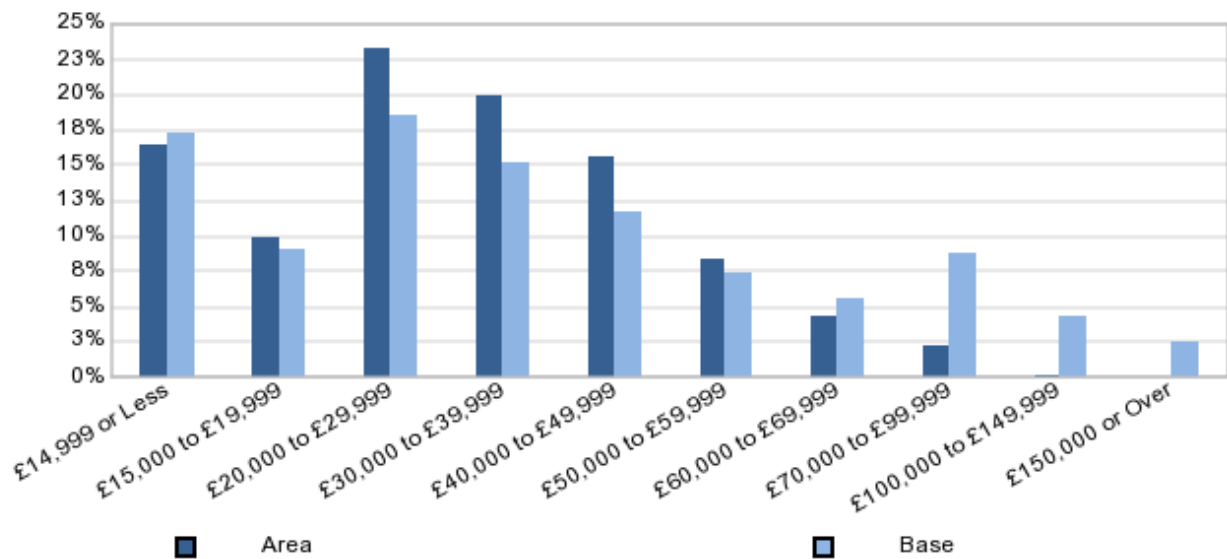
1,744 households within your area have an income of £19,999 or less, this forms 26.31 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 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 £40,000 to £49,999 is over represented making up 15.63 % with an index of 134, 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 -49	1038
A City Prosperity	100	2,849,374	17	
B Prestige Positions	0	4,798,133	0	
C Country Living	0	4,432,229	0	
D Rural Reality	0	4,656,104	0	
E Senior Security	0	4,767,632	0	
F Suburban Stability	0	3,634,847	0	
G Domestic Success	0	5,770,639	0	
H Aspiring Homemakers	129	6,440,418	10	
I Family Basics	0	5,687,500	0	
J Transient Renters	179	4,160,345	21	
K Municipal Tenants	1,077	4,149,642	126	
L Vintage Value	964	3,692,978	127	
M Modest Traditions	61	3,121,382	10	
N Urban Cohesion	85	3,547,766	12	
O Rental Hubs	11,232	5,518,789	989	
Totals	13,828	67,229,855		

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.
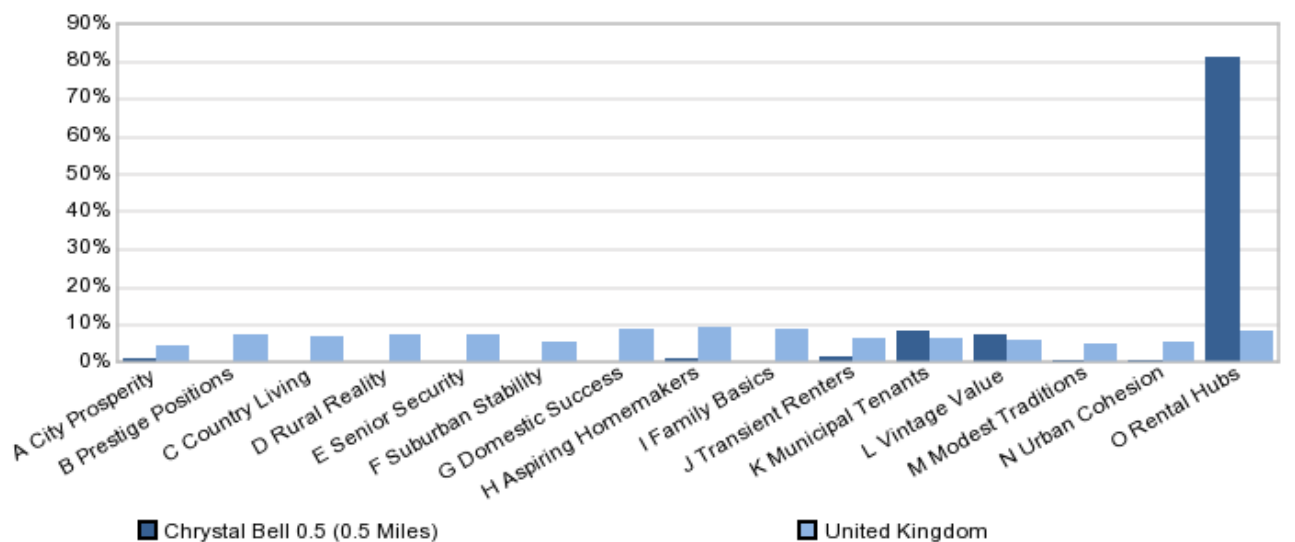
The largest group is O Rental Hubs with a count of 11,232 representing 81.22 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is B Prestige Positions with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 81.22 % of the target area. In contrast the most under represented group is B Prestige Positions with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 81.22 %

Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

K Municipal Tenants - 7.79 %

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

L Vintage Value - 6.97 %

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