

Location Analyst

UK



Clarendon M40 8QB 0.5 miles Demog Report

Understanding Demographics

13 October, 2020

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Describing Clarendon 0.5 miles (0.5 Miles) in relation to United Kingdom
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,388	28,345,190
Total Population	5,177	67,229,855
Total Males	2,670	33,173,050
Total Females	2,507	34,056,805

The current year estimates show a total resident population of 5,177 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,388 in your area and 28,345,190 in your base selection. This was split by 48.42 % of the population being female and 51.58 % being male in the study area.

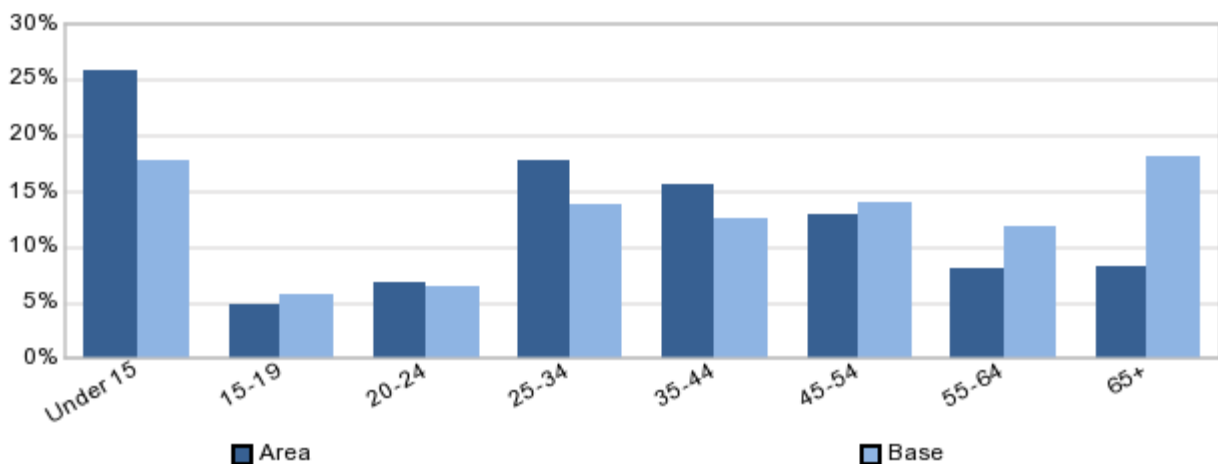
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,341	11,991,800	145
15-19	246	3,753,671	85
20-24	356	4,311,089	107
25-34	917	9,174,369	130
35-44	809	8,463,387	124
45-54	664	9,386,423	92
55-64	421	7,914,572	69
65+	423	12,234,544	45

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 Under 15 with a count of 1,341 representing 25.91 % of the study area. The smallest proportion is in age band 15-19 with a count of 246 which represents 4.75 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 145. The band that is most under represented is 65+ with an index of 45, 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	484
White	3,591	58,246,060	80			
Gypsy / Traveller / Irish Traveller	9	68,310	174			
Mixed / Multiple Ethnic Groups	288	1,367,158	274			
Asian / Asian British: Indian	23	1,559,199	19			
Asian / Asian British: Pakistani	122	1,239,421	128			
Asian / Asian British: Bangladeshi	9	505,406	24			
Asian / Asian British: Chinese	174	497,465	454			
Asian / Asian British: Other Asian	114	969,724	152			
Black / African / Caribbean / Black British	756	2,122,714	463			
Other Ethnic Group	91	654,398	180			

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:

69.36 % White	86.64 % White
0.18 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
5.57 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.44 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
2.36 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.18 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
3.36 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
2.19 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
14.60 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
1.75 % Other Ethnic Group	0.97 % Other Ethnic Group

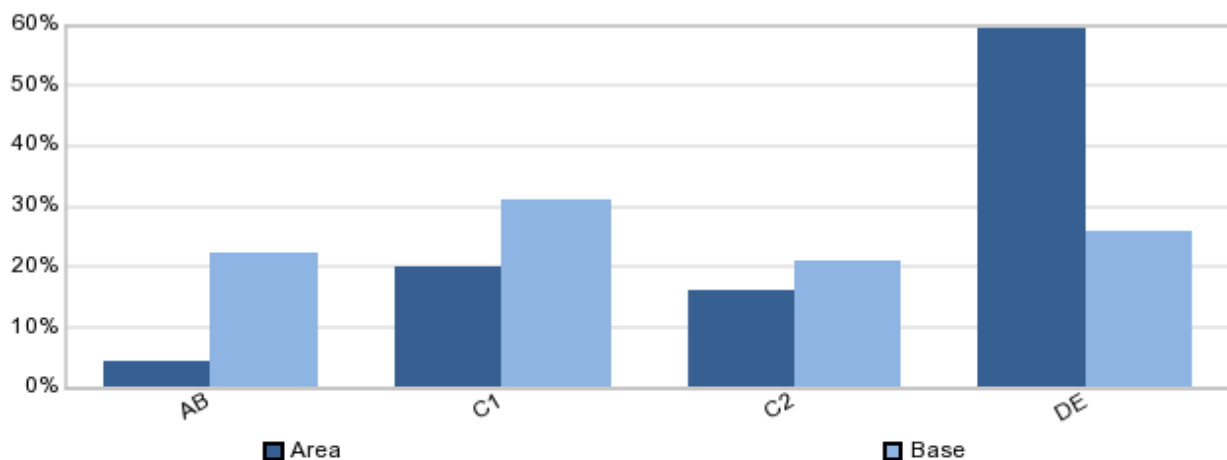
In the study area the largest ethnic group is White taking up 69.36 % of the population with a count of 3,591. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 9, 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	9	100	238
AB Higher & intermediate manage/admin/prof	88	4,696,968	20			
C1 Supervisory, cleric, junior manage/admin/prof	398	6,510,031	65			
C2 Skilled manual workers	321	4,376,339	78			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,172	5,456,469	228			

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 1,172 people falling into this group, which is 59.24 % of the overall distribution. The smallest proportion falls into grade AB with a count of 88 taking up 4.42 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 228, whereas the most under represented group is AB with an index count of 20.

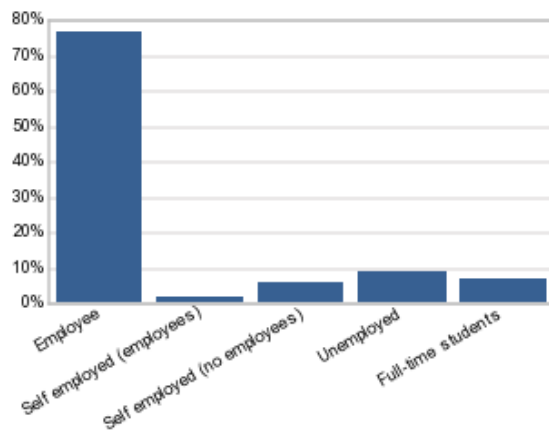
Understanding the Economic Activity

Economically Active	Area	Base	Index	40	100	262
Employee	1,509	26,483,068	99			
Self employed with employees	33	1,127,682	51		■	
Self employed without employees	119	3,705,246	56		■	
Unemployed	169	1,161,572	253		■	
Full-time students	138	1,695,620	141		■	
Economically Inactive				37	100	245
Retired	344	6,618,937	47		■	
Student	244	2,838,201	77		■	
Looking after home/ family	248	2,117,295	105			
Permanently sick/ disabled	572	2,168,755	236		■	
Other	245	1,076,085	204		■	

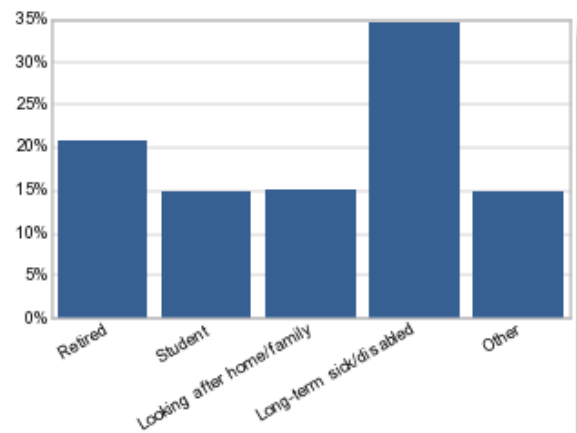
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 41.69 % of the population are employed, this is 1,509 people, compare this to your base where 54.06 % 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 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 253, taking up 4.67 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 344 representing 9.49 %. The smallest inactive group is Student with 244 which is 6.73 %. When looking at the index values the group that is most over represented is Other with an index of 204, representing 6.76 %.

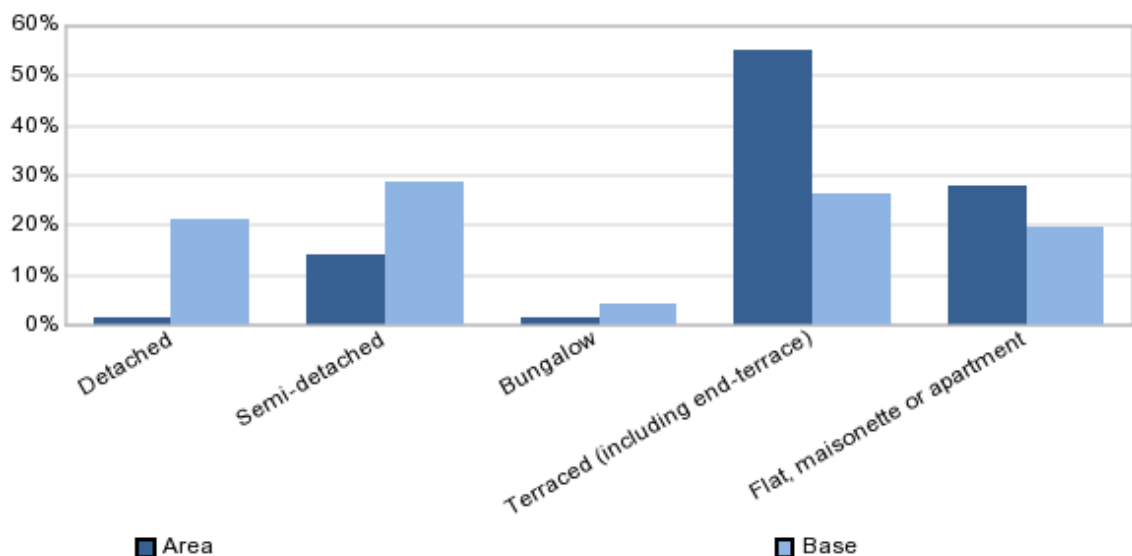
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	220
Detached	28	5,385,903	7			
Semi-detached	284	7,344,686	48			
Bungalow	27	1,039,099	33			
Terraced (including end-terrace)	1,124	6,699,890	210			
Flat, maisonette or apartment	572	5,007,460	143			

Source: Experian ConsumerView Household Directory 2019 .

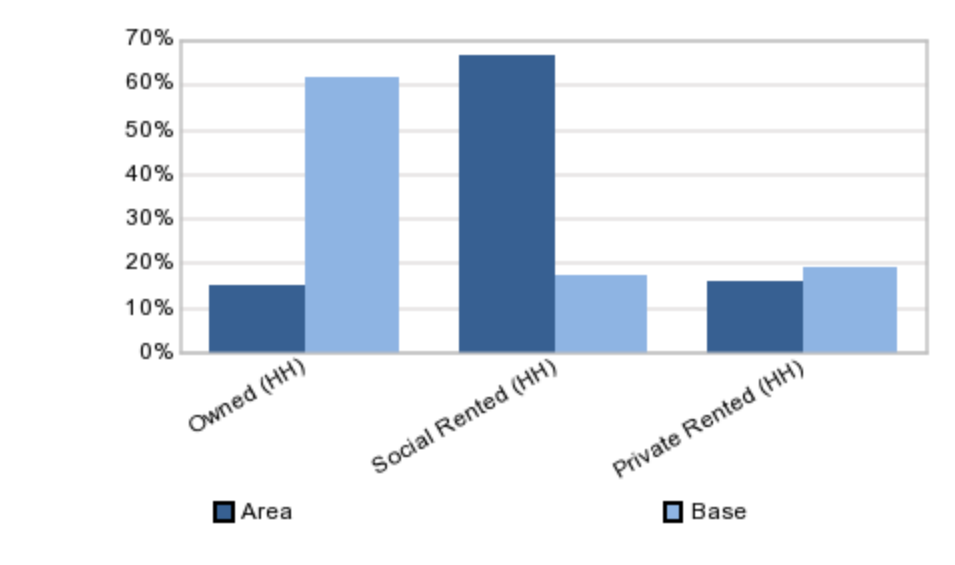
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	6	100	396
Owned (HH)	360	17,543,252	24			
Social Rented (HH)	1,586	4,965,267	379			
Private Rented (HH)	388	5,470,682	84			

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.



284 households within your area live in a Semi-detached dwelling, this is 13.96 %. 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 27 households and makes up 1.35 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 210, this makes up 55.21 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 1,586 making up 66.41 %. The smallest amount fall into the Owned at 15.09 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 379, 66.41 % of households fall into this category in the study area.

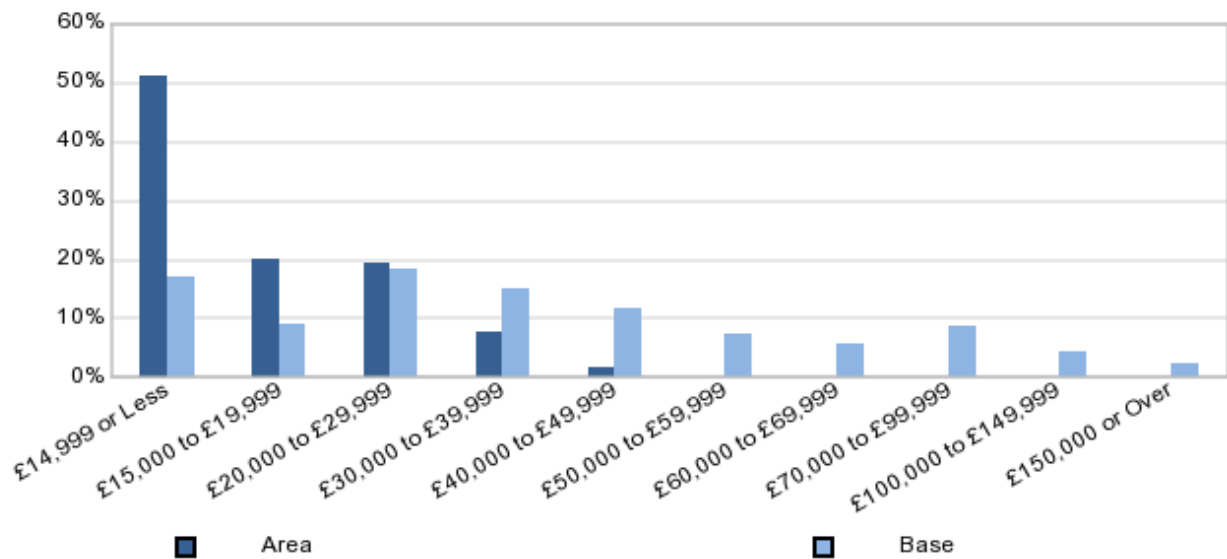
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Understanding the Household Income

Household Income	Area	Base	Index	-14	100	311
£14,999 or Less	1,223	4,889,206	297			
£15,000 to £19,999	476	2,538,634	223			
£20,000 to £29,999	461	5,253,752	104			
£30,000 to £39,999	183	4,304,210	50			
£40,000 to £49,999	40	3,318,086	14			
£50,000 to £59,999	4	2,106,080	2			
£60,000 to £69,999	0	1,573,962	0			
£70,000 to £99,999	1	2,469,683	0			
£100,000 to £149,999	0	1,215,381	0			
£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.



1,700 households within your area have an income of £19,999 or less, this forms 71.19 % of the overall distribution. The smallest count is 0 and these fall into household income band £60,000 to £69,999 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 18.53 % 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 51.23 % with an index of 297, the most under represented banding is £60,000 to £69,999 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.

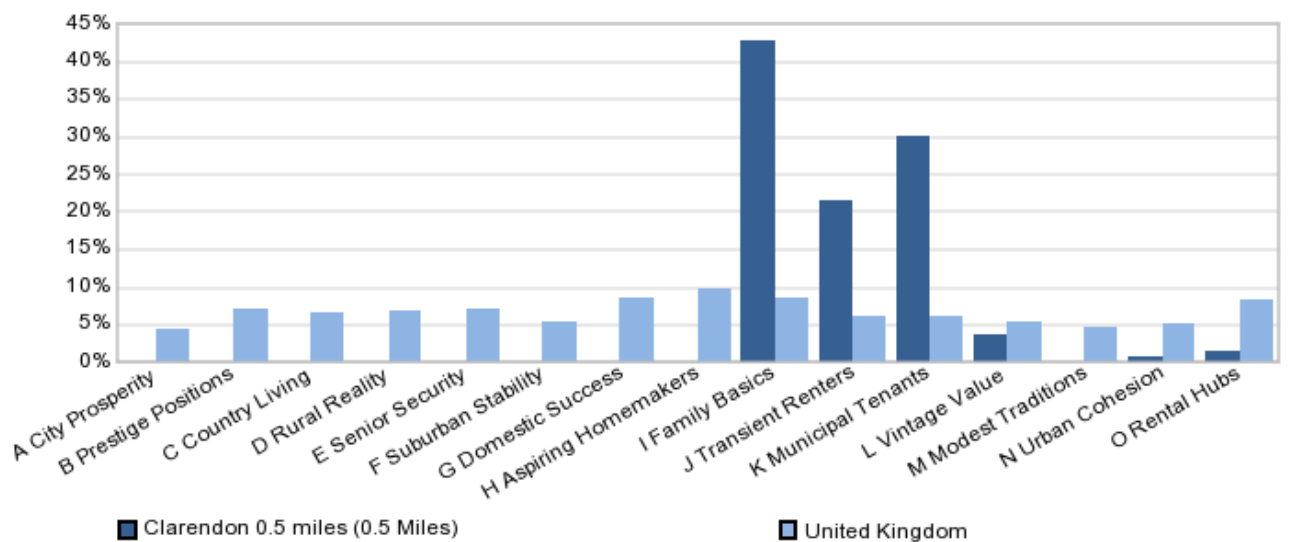
Understanding the residential profile by Mosaic UK 6

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	-25	100	532
A City Prosperity	0	2,849,374	0			
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	0	6,440,418	0			
I Family Basics	2,221	5,687,500	507			
J Transient Renters	1,112	4,160,345	347			
K Municipal Tenants	1,567	4,149,642	490			
L Vintage Value	178	3,692,978	62			
M Modest Traditions	0	3,121,382	0			
N Urban Cohesion	32	3,547,766	12			
O Rental Hubs	68	5,518,789	16			
Totals	5,177	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 I Family Basics with a count of 2,221 representing 42.89 % 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 I Family Basics taking up 42.89 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

I Family Basics - 42.89 %



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

K Municipal Tenants - 30.27 %



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

J Transient Renters - 21.47 %



Single people renting low cost homes for the short term.

Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones