

Location Analyst

UK



Fox & Hounds NE40 4TR 0.5 miles Demog Report

Understanding Demographics

14 October, 2020

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Describing Fox & Hounds NE40 4TR 0.5 miles Demog Report (0.5 Miles) in relation to United Kingdom
Creation Date: October 14, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,417	28,345,190
Total Population	5,453	67,229,855
Total Males	2,654	33,173,050
Total Females	2,799	34,056,805

The current year estimates show a total resident population of 5,453 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,417 in your area and 28,345,190 in your base selection. This was split by 51.34 % of the population being female and 48.66 % being male in the study area.

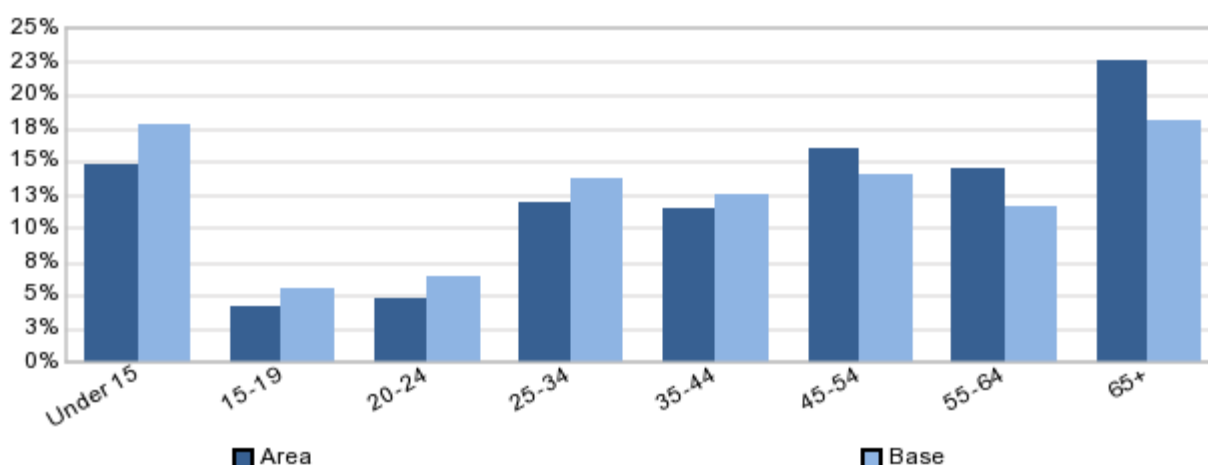
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	808	11,991,800	83
15-19	226	3,753,671	74
20-24	259	4,311,089	74
25-34	651	9,174,369	88
35-44	621	8,463,387	90
45-54	872	9,386,423	115
55-64	784	7,914,572	122
65+	1,231	12,234,544	124

Source: Experian Age and Gender Estimates (2018).



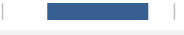



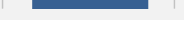



Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



The highest proportion fall into age band 65+ with a count of 1,231 representing 22.57 % of the study area. The smallest proportion is in age band 15-19 with a count of 226 which represents 4.14 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 124. The band that is most under represented is 20-24 with an index* of 74, 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	5,391	58,246,060	114	
Gypsy / Traveller / Irish Traveller	1	68,310	26	
Mixed / Multiple Ethnic Groups	30	1,367,158	27	
Asian / Asian British: Indian	6	1,559,199	5	
Asian / Asian British: Pakistani	0	1,239,421	0	
Asian / Asian British: Bangladeshi	0	505,406	0	
Asian / Asian British: Chinese	6	497,465	15	
Asian / Asian British: Other Asian	13	969,724	16	
Black / African / Caribbean / Black British	4	2,122,714	2	
Other Ethnic Group	2	654,398	4	

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:

98.86 % White	86.64 % White
0.03 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.55 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.11 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.00 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.00 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.11 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.23 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.07 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.04 % Other Ethnic Group	0.97 % Other Ethnic Group

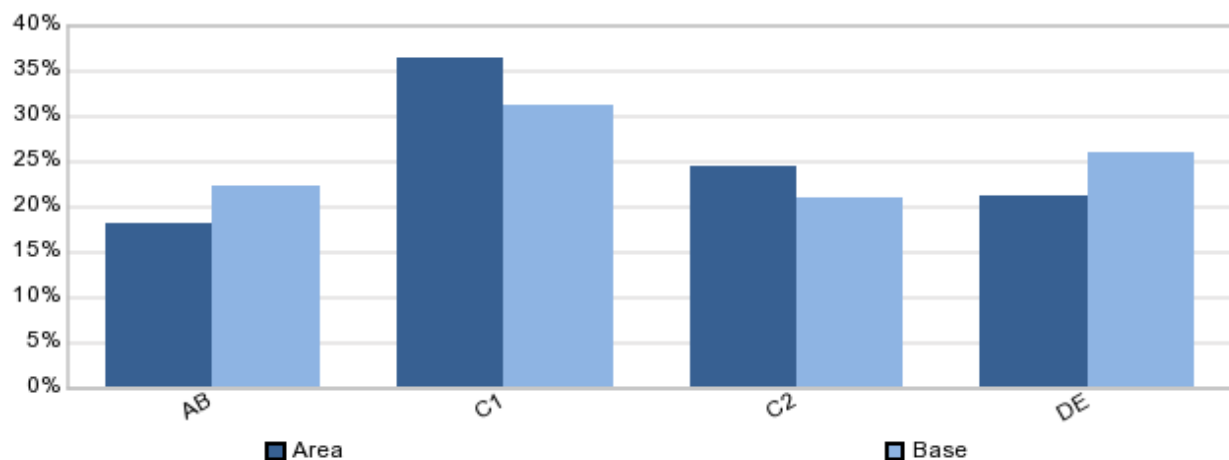
In the study area the largest ethnic group is White taking up 98.86 % of the population with a count of 5,391. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 0, 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	309	4,696,968	82	
C1 Supervisory, cleric, junior manage/admin/prof	616	6,510,031	117	
C2 Skilled manual workers	415	4,376,339	117	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	359	5,456,469	81	

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 616 people falling into this group, which is 36.24 % of the overall distribution. The smallest proportion falls into grade AB with a count of 309 taking up 18.21 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 117, whereas the most under represented group is DE with an index count of 81.

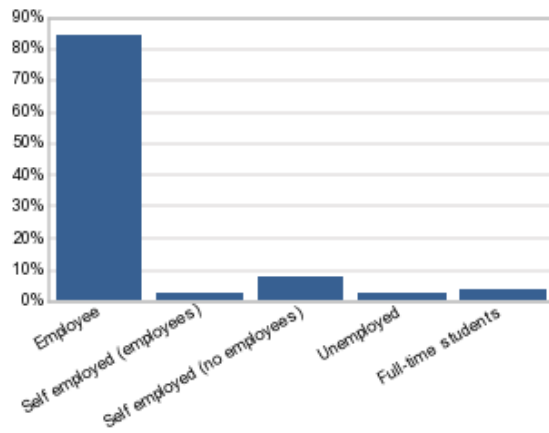
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁵⁷	100 111
Employee	2,545	26,483,068	109	
Self employed with employees	65	1,127,682	66	
Self employed without employees	228	3,705,246	70	
Unemployed	62	1,161,572	60	
Full-time students	112	1,695,620	75	
Economically Inactive			42 100 157	
Retired	748	6,618,937	152	
Student	125	2,838,201	59	
Looking after home/ family	76	2,117,295	48	
Permanently sick/ disabled	115	2,168,755	71	
Other	38	1,076,085	48	

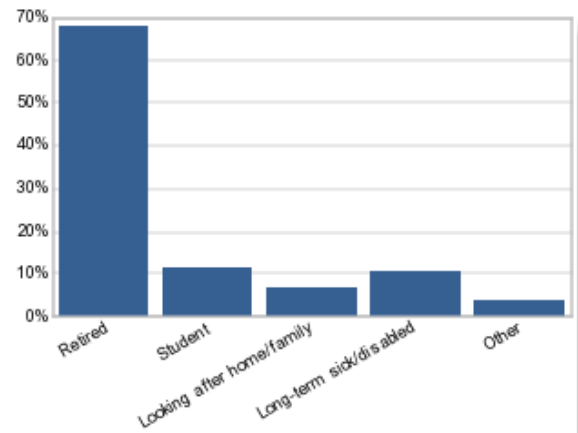
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 61.86 % of the population are employed, this is 2,545 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 1.50 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 109, taking up 61.86 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 748 representing 18.18 %. The smallest inactive group is Other with 38 which is 0.93 %. When looking at the index values the group that is most over represented is Retired with an index of 152, representing 18.18 %.

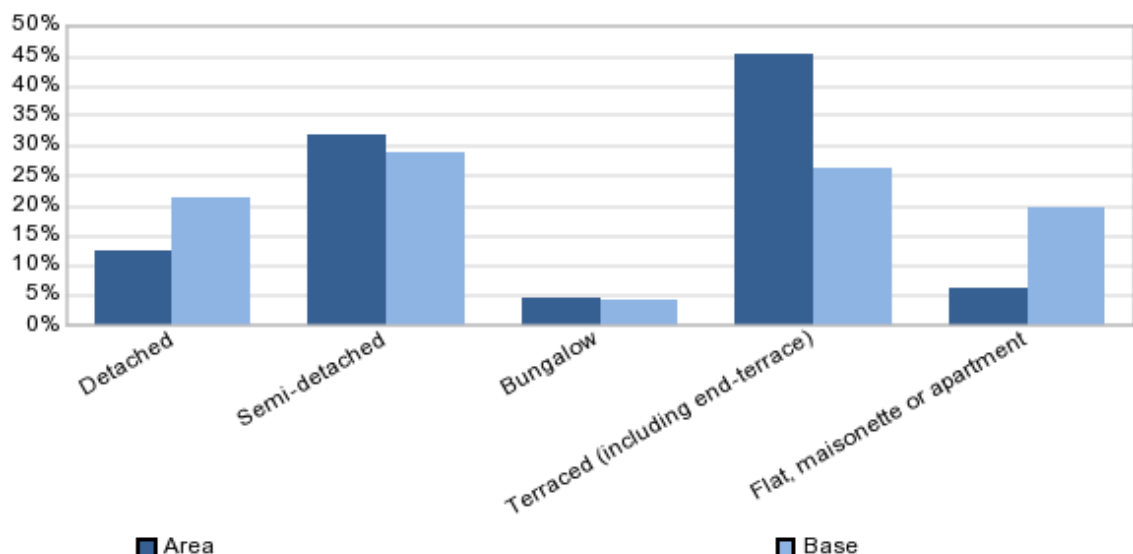
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	25	100	179
Detached	273	5,385,903	58			
Semi-detached	701	7,344,686	110			
Bungalow	94	1,039,099	105			
Terraced (including end-terrace)	999	6,699,890	172			
Flat, maisonette or apartment	141	5,007,460	32			

Source: Experian ConsumerView Household Directory 2019 .

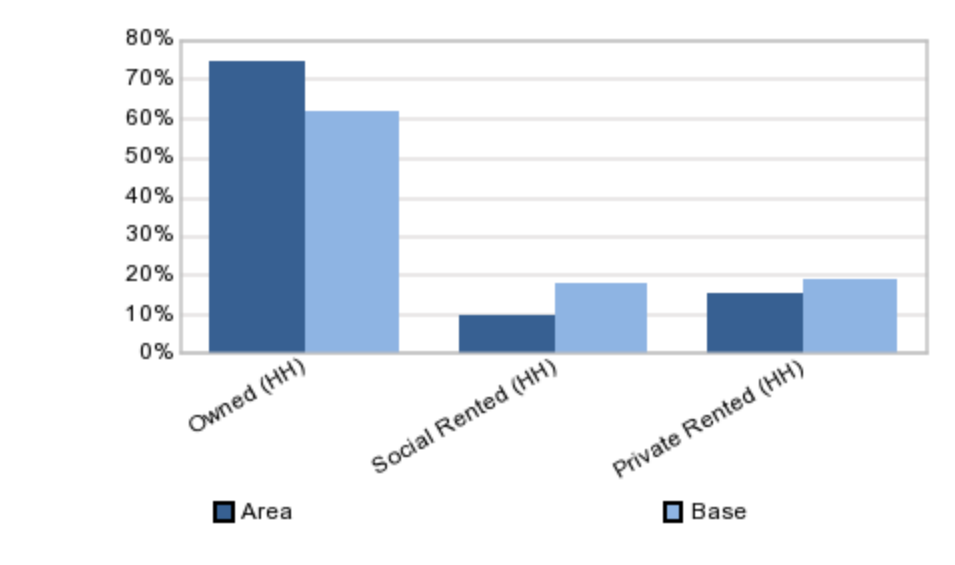
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	53	100	123
Owned (HH)	1,800	17,543,252	120			
Social Rented (HH)	239	4,965,267	56			
Private Rented (HH)	362	5,470,682	78			

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.



701 households within your area live in a Semi-detached dwelling, this is 31.73 %. 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 94 households and makes up 4.28 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 172, this makes up 45.24 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,800 making up 74.46 %. The smallest amount fall into the Social rented at 9.87 %. When looking at the index figures the most over represented tenure type is Owned with an index of 120, 74.46 % of households fall into this category in the study area.

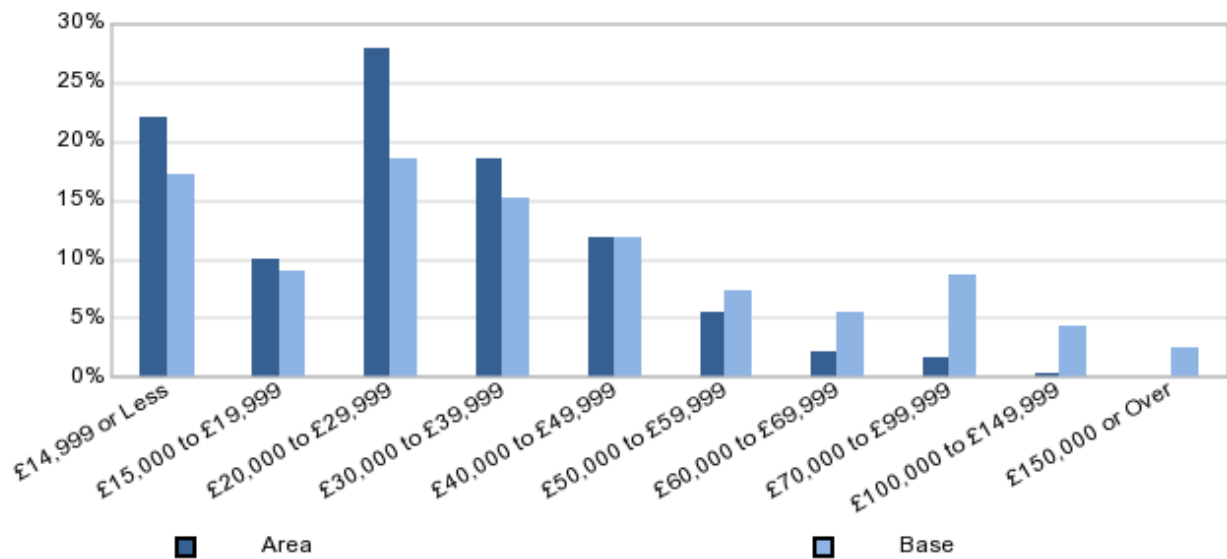
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Understanding the Household Income

Household Income	Area	Base	Index	0	100	158
£14,999 or Less	535	4,889,206	128			
£15,000 to £19,999	240	2,538,634	111			
£20,000 to £29,999	675	5,253,752	151			
£30,000 to £39,999	448	4,304,210	122			
£40,000 to £49,999	290	3,318,086	102			
£50,000 to £59,999	132	2,106,080	74			
£60,000 to £69,999	51	1,573,962	38			
£70,000 to £99,999	39	2,469,683	19			
£100,000 to £149,999	7	1,215,381	7			
£150,000 or Over	0	676,196	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.



775 households within your area have an income of £19,999 or less, this forms 32.05 % 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 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 27.91 % with an index of 151, 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.

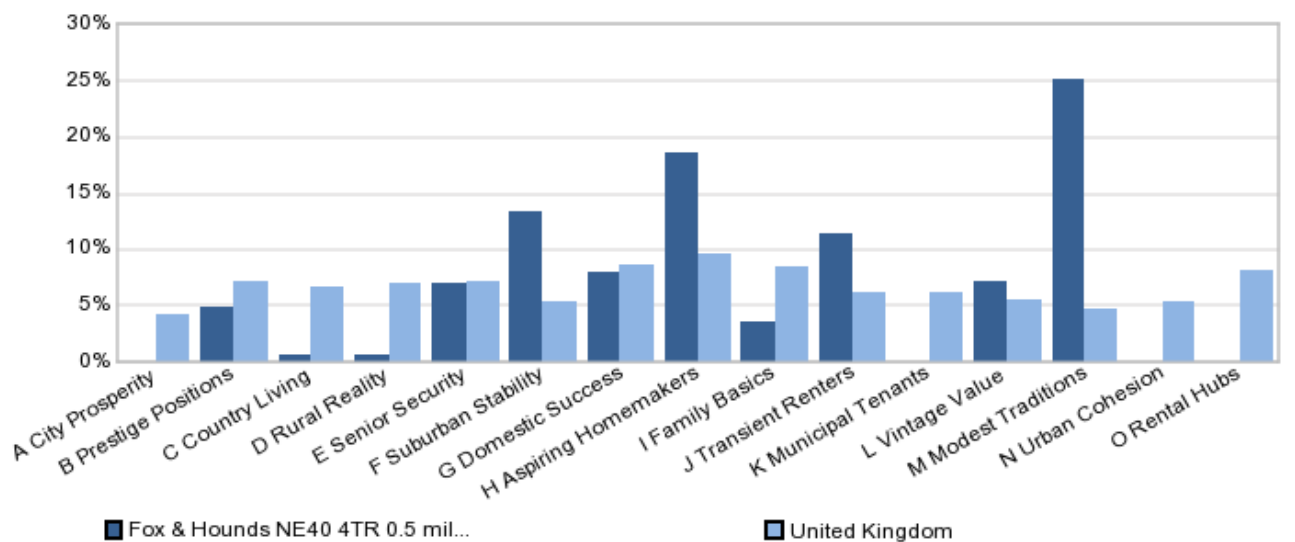
Understanding the residential profile by Mosaic UK 6

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	-27	100	567
A City Prosperity	0	2,849,374	0			
B Prestige Positions	262	4,798,133	67			
C Country Living	30	4,432,229	8			
D Rural Reality	32	4,656,104	8			
E Senior Security	378	4,767,632	98			
F Suburban Stability	731	3,634,847	248			
G Domestic Success	439	5,770,639	94			
H Aspiring Homemakers	1,008	6,440,418	193			
I Family Basics	199	5,687,500	43			
J Transient Renters	616	4,160,345	183			
K Municipal Tenants	0	4,149,642	0			
L Vintage Value	388	3,692,978	130			
M Modest Traditions	1,369	3,121,382	541			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	0	5,518,789	0			
Totals	5,453	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 M Modest Traditions with a count of 1,369 representing 25.11 % of the overall distribution, in comparison to the base where 4.64 % 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 25.11 % 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

M Modest Traditions - 25.11 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

H Aspiring Homemakers - 18.49 %



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

F Suburban Stability - 13.41 %



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