

Location Analyst

UK



# Gamull Preston Demographic Report 0.5 Miles

## Understanding Demographics

25 September, 2020

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Describing Gamull Preston 0.5 Miles (0.5 Miles) in relation to United Kingdom  
Creation Date: September 25, 2020

## Understanding the make-up of your area

|                  | Area  | Base       |
|------------------|-------|------------|
| Total Households | 3,187 | 28,345,190 |
| Total Population | 7,254 | 67,229,855 |
| Total Males      | 3,486 | 33,173,050 |
| Total Females    | 3,768 | 34,056,805 |

The current year estimates show a total resident population of 7,254 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,187 in your area and 28,345,190 in your base selection. This was split by 51.95 % of the population being female and 48.05 % being male in the study area.

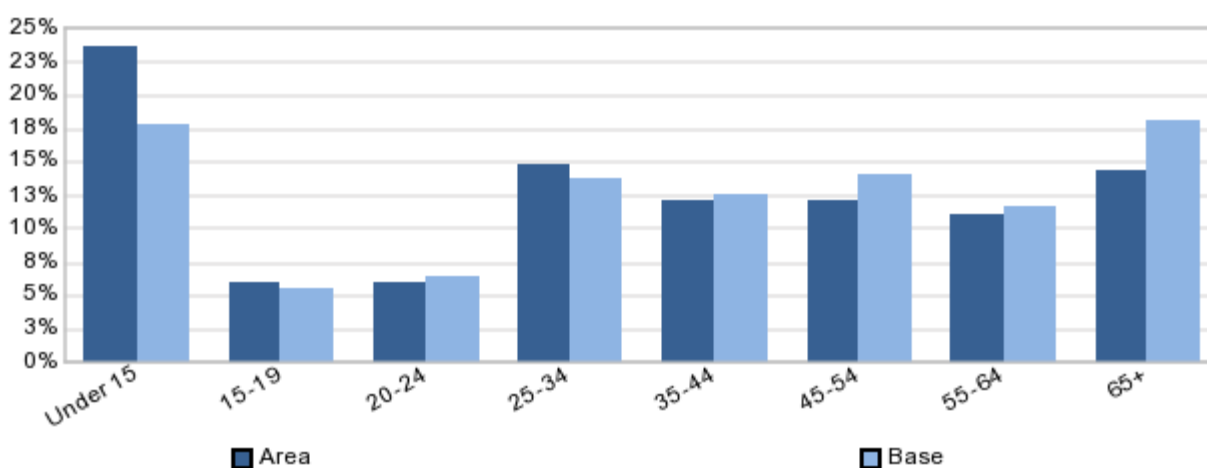
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

| Age Bands | Area  | Base       | Index |
|-----------|-------|------------|-------|
| Under 15  | 1,712 | 11,991,800 | 132   |
| 15-19     | 431   | 3,753,671  | 107   |
| 20-24     | 438   | 4,311,089  | 94    |
| 25-34     | 1,067 | 9,174,369  | 108   |
| 35-44     | 886   | 8,463,387  | 97    |
| 45-54     | 885   | 9,386,423  | 87    |
| 55-64     | 802   | 7,914,572  | 94    |
| 65+       | 1,033 | 12,234,544 | 78    |

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 1,712 representing 23.60 % of the study area. The smallest proportion is in age band 15-19 with a count of 431 which represents 5.95 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 132. The band that is most under represented is 65+ with an index of 78, 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 | 6 | 100 | 191 |
|---|-------|------------|-------|---|-----|-----|
| White                                       | 6,563 | 58,246,060 | 104   |   |     |     |
| Gypsy / Traveller / Irish Traveller         | 13    | 68,310     | 183   |   |     |     |
| Mixed / Multiple Ethnic Groups              | 256   | 1,367,158  | 173   |   |     |     |
| Asian / Asian British: Indian               | 163   | 1,559,199  | 97    |   |     |     |
| Asian / Asian British: Pakistani            | 114   | 1,239,421  | 85    |   |     |     |
| Asian / Asian British: Bangladeshi          | 8     | 505,406    | 15    |   |     |     |
| Asian / Asian British: Chinese              | 14    | 497,465    | 25    |   |     |     |
| Asian / Asian British: Other Asian          | 32    | 969,724    | 31    |   |     |     |
| Black / African / Caribbean / Black British | 77    | 2,122,714  | 34    |   |     |     |
| Other Ethnic Group                          | 15    | 654,398    | 21    |   |     |     |

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:

|  |  |
|--|--|
| 90.47 % White                                      | 86.64 % White                                      |
| 0.19 % Gypsy / Traveller / Irish Traveller         | 0.10 % Gypsy / Traveller / Irish Traveller         |
| 3.52 % Mixed / Multiple Ethnic Groups              | 2.03 % Mixed / Multiple Ethnic Groups              |
| 2.24 % Asian / Asian British: Indian               | 2.32 % Asian / Asian British: Indian               |
| 1.57 % Asian / Asian British: Pakistani            | 1.84 % Asian / Asian British: Pakistani            |
| 0.11 % Asian / Asian British: Bangladeshi          | 0.75 % Asian / Asian British: Bangladeshi          |
| 0.19 % Asian / Asian British: Chinese              | 0.74 % Asian / Asian British: Chinese              |
| 0.44 % Asian / Asian British: Other Asian          | 1.44 % Asian / Asian British: Other Asian          |
| 1.06 % Black / African / Caribbean / Black British | 3.16 % Black / African / Caribbean / Black British |
| 0.20 % Other Ethnic Group                          | 0.97 % Other Ethnic Group                          |

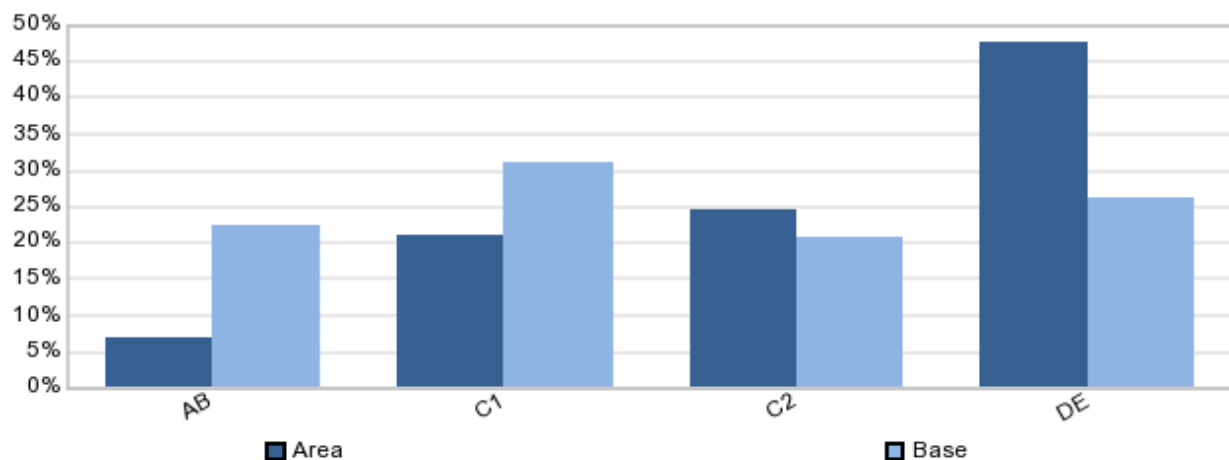
In the study area the largest ethnic group is White taking up 90.47 % of the population with a count of 6,563. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 8, 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 | 22 | 100 | 191 |
|--|-------|-----------|-------|----|-----|-----|
| AB Higher & intermediate manage/admin/prof   | 166   | 4,696,968 | 30    |    |     |     |
| C1 Supervisory, cleric, junior manage/admin/prof   | 530   | 6,510,031 | 69    |    |     |     |
| C2 Skilled manual workers  | 611   | 4,376,339 | 118   |    |     |     |
| DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers | 1,193 | 5,456,469 | 184   |    |     |     |

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 1,193 people falling into this group, which is 47.71 % of the overall distribution. The smallest proportion falls into grade AB with a count of 166 taking up 6.64 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 184, whereas the most under represented group is AB with an index count of 30.

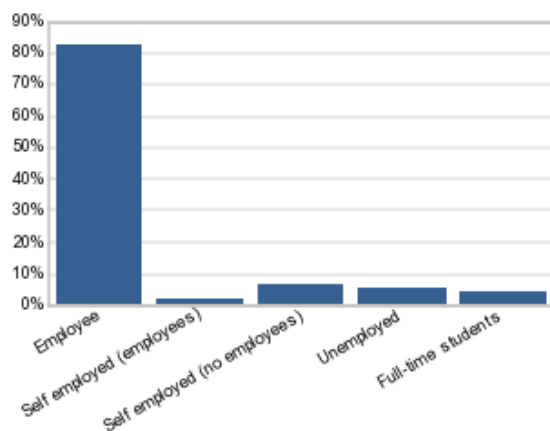
## Understanding the Economic Activity

| Economically Active             | Area  | Base       | Index | 51 | 100 | 163 |
|---------------------------------|-------|------------|-------|----|-----|-----|
| Employee                        | 2,632 | 26,483,068 | 106   |    |     |     |
| Self employed with employees    | 60    | 1,127,682  | 57    |    |     |     |
| Self employed without employees | 204   | 3,705,246  | 59    |    |     |     |
| Unemployed                      | 173   | 1,161,572  | 158   |    |     |     |
| Full-time students              | 139   | 1,695,620  | 87    |    |     |     |
| Economically Inactive           |       |            |       | 61 | 100 | 209 |
| Retired                         | 553   | 6,618,937  | 69    |    |     |     |
| Student                         | 232   | 2,838,201  | 68    |    |     |     |
| Looking after home/ family      | 296   | 2,117,295  | 116   |    |     |     |
| Permanently sick/ disabled      | 531   | 2,168,755  | 203   |    |     |     |
| Other                           | 174   | 1,076,085  | 134   |    |     |     |

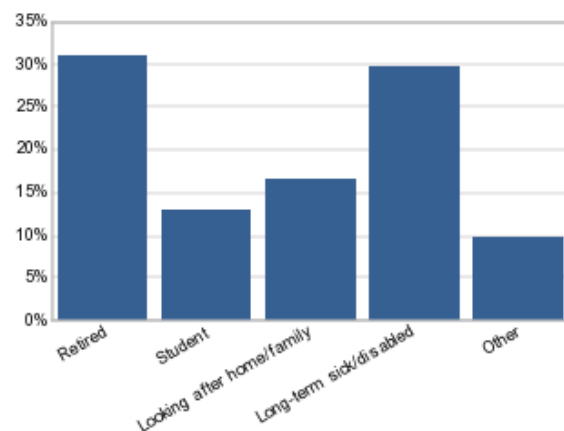
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 52.71 % of the population are employed, this is 2,632 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.20 %, 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 158, taking up 3.46 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 553 representing 11.07 %. The smallest inactive group is Other with 174 which is 3.49 %. When looking at the index values the group that is most over represented is Other with an index of 134, representing 3.49 %.

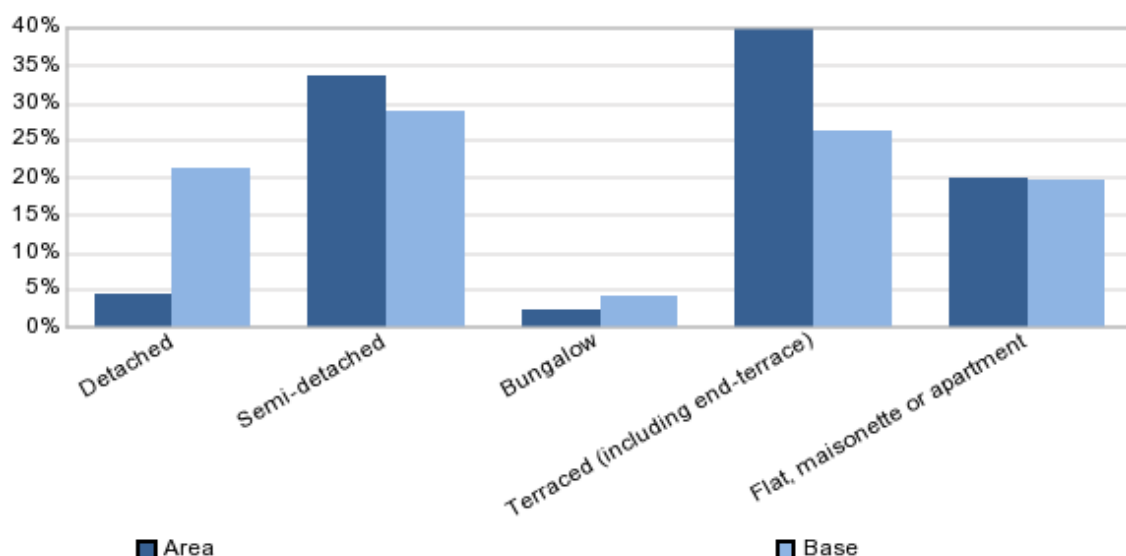
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

| Dwelling Type                    | Area  | Base      | Index | 13 | 100 | 158 |
|----------------------------------|-------|-----------|-------|----|-----|-----|
| Detached                         | 121   | 5,385,903 | 20    |    |     |     |
| Semi-detached                    | 956   | 7,344,686 | 117   |    |     |     |
| Bungalow                         | 64    | 1,039,099 | 56    |    |     |     |
| Terraced (including end-terrace) | 1,135 | 6,699,890 | 152   |    |     |     |
| Flat, maisonette or apartment    | 569   | 5,007,460 | 102   |    |     |     |

Source: Experian ConsumerView Household Directory 2019 .

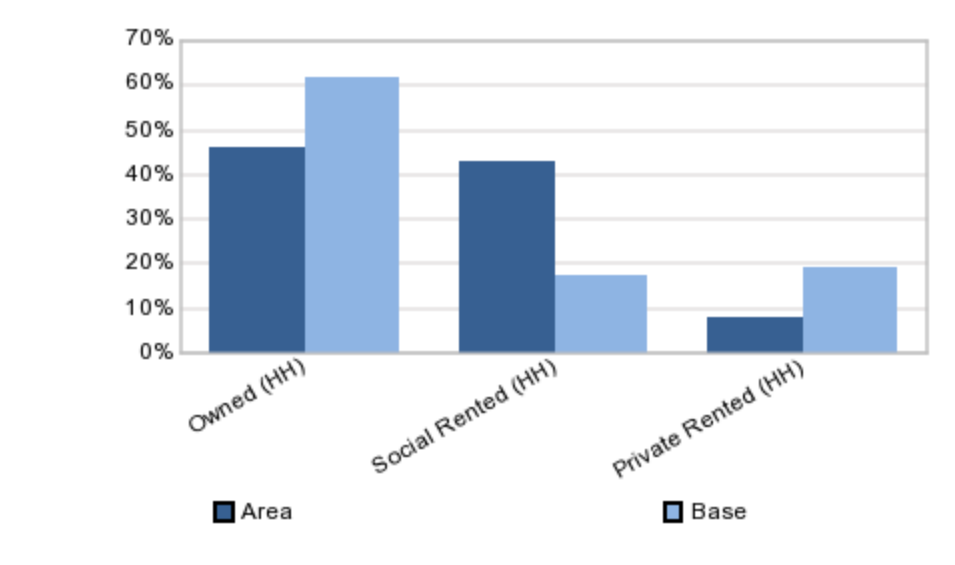
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



| Tenure              | Area  | Base       | Index | 32 | 100 | 255 |
|---------------------|-------|------------|-------|----|-----|-----|
| Owned (HH)          | 1,469 | 17,543,252 | 74    |    |     |     |
| Social Rented (HH)  | 1,371 | 4,965,267  | 246   |    |     |     |
| Private Rented (HH) | 262   | 5,470,682  | 43    |    |     |     |

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.



956 households within your area live in a Semi-detached dwelling, this is 33.61 %. 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 64 households and makes up 2.26 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 152, this makes up 39.89 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,469 making up 46.11 %. The smallest amount fall into the Private rented at 8.21 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 246, 43.02 % of households fall into this category in the study area.

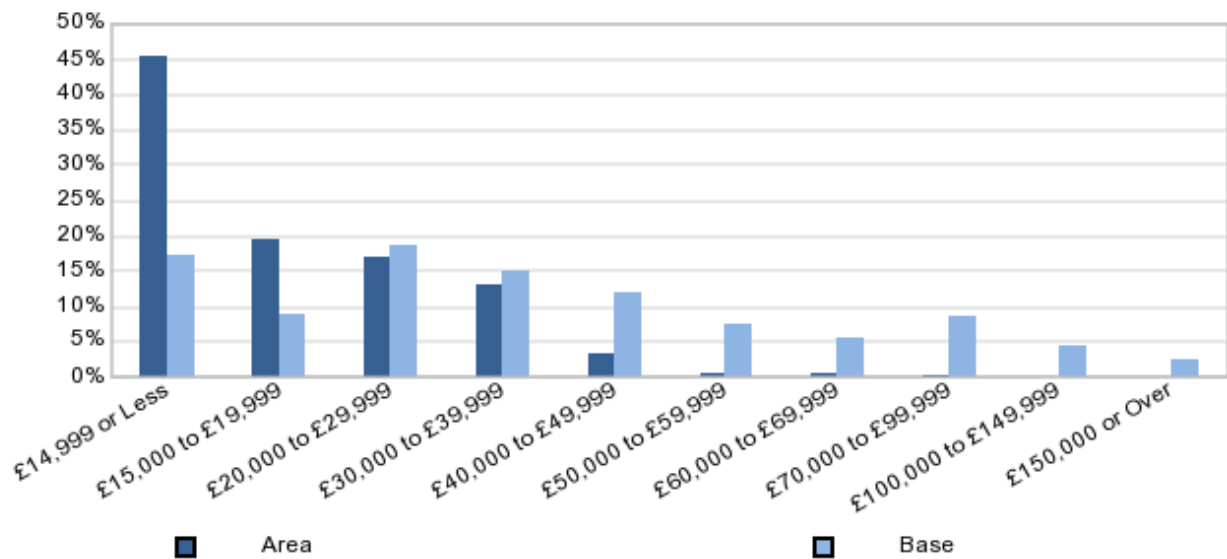
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding the Household Income

| Household Income     | Area  | Base      | Index | -13 | 100 | 277 |
|----------------------|-------|-----------|-------|-----|-----|-----|
| £14,999 or Less      | 1,449 | 4,889,206 | 264   |     |     |     |
| £15,000 to £19,999   | 620   | 2,538,634 | 217   |     |     |     |
| £20,000 to £29,999   | 540   | 5,253,752 | 91    |     |     |     |
| £30,000 to £39,999   | 422   | 4,304,210 | 87    |     |     |     |
| £40,000 to £49,999   | 99    | 3,318,086 | 27    |     |     |     |
| £50,000 to £59,999   | 20    | 2,106,080 | 8     |     |     |     |
| £60,000 to £69,999   | 21    | 1,573,962 | 12    |     |     |     |
| £70,000 to £99,999   | 13    | 2,469,683 | 5     |     |     |     |
| £100,000 to £149,999 | 4     | 1,215,381 | 3     |     |     |     |
| £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.



2,069 households within your area have an income of £19,999 or less, this forms 64.92 % 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 £14,999 or less is over represented making up 45.47 % with an index of 264, 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.

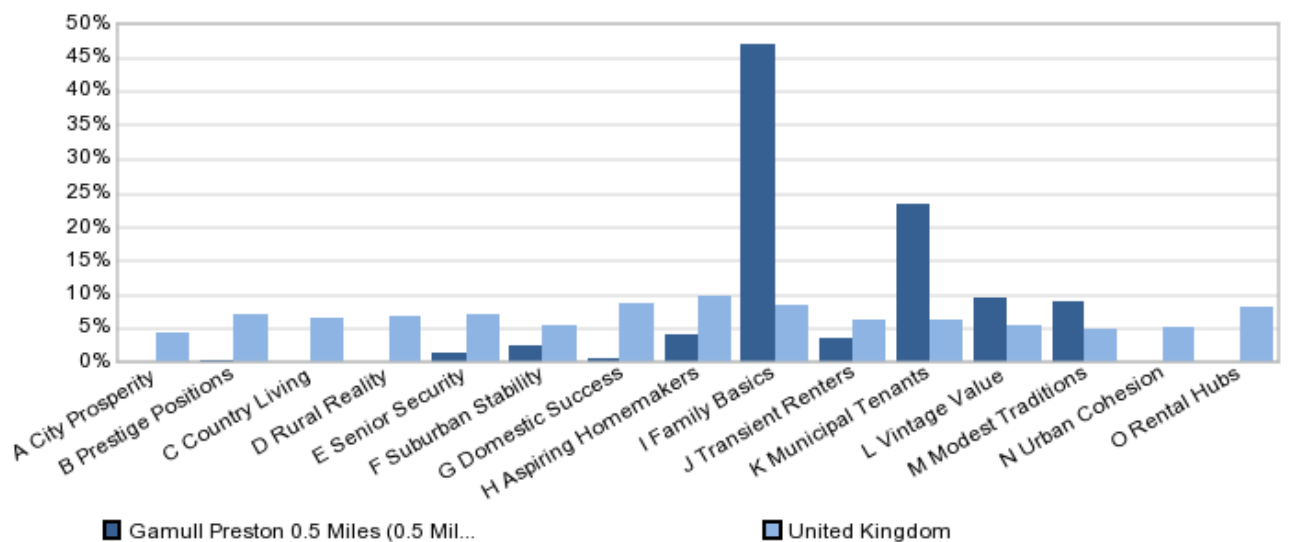
## Understanding the residential profile by Mosaic UK 6

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 | -27 | 100 | 581 |
|-----------------------|-------|------------|-------|-----|-----|-----|
| A City Prosperity     | 0     | 2,849,374  | 0     |     |     |     |
| B Prestige Positions  | 20    | 4,798,133  | 4     |     |     |     |
| C Country Living      | 0     | 4,432,229  | 0     |     |     |     |
| D Rural Reality       | 0     | 4,656,104  | 0     |     |     |     |
| E Senior Security     | 92    | 4,767,632  | 18    |     |     |     |
| F Suburban Stability  | 164   | 3,634,847  | 42    |     |     |     |
| G Domestic Success    | 44    | 5,770,639  | 7     |     |     |     |
| H Aspiring Homemakers | 287   | 6,440,418  | 41    |     |     |     |
| I Family Basics       | 3,396 | 5,687,500  | 553   |     |     |     |
| J Transient Renters   | 246   | 4,160,345  | 55    |     |     |     |
| K Municipal Tenants   | 1,689 | 4,149,642  | 377   |     |     |     |
| L Vintage Value       | 675   | 3,692,978  | 169   |     |     |     |
| M Modest Traditions   | 639   | 3,121,382  | 190   |     |     |     |
| N Urban Cohesion      | 0     | 3,547,766  | 0     |     |     |     |
| O Rental Hubs         | 0     | 5,518,789  | 0     |     |     |     |
| Totals                | 7,254 | 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 3,396 representing 46.82 % 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 46.82 % 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

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### I Family Basics - 46.82 %



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 - 23.28 %



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 - 9.31 %



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