

Location Analyst

UK



Jesmond Arms, Hull demog report 0.5

Understanding Demographics

12 October, 2020

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Describing Jesmond Arms, Hull demog report 0.5 (0.5 Miles) in relation to United Kingdom
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Understanding the make-up of your area

	Area	Base
Total Households	4,303	28,345,190
Total Population	9,755	67,229,855
Total Males	4,683	33,173,050
Total Females	5,072	34,056,805

The current year estimates show a total resident population of 9,755 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,303 in your area and 28,345,190 in your base selection. This was split by 51.99 % of the population being female and 48.01 % being male in the study area.

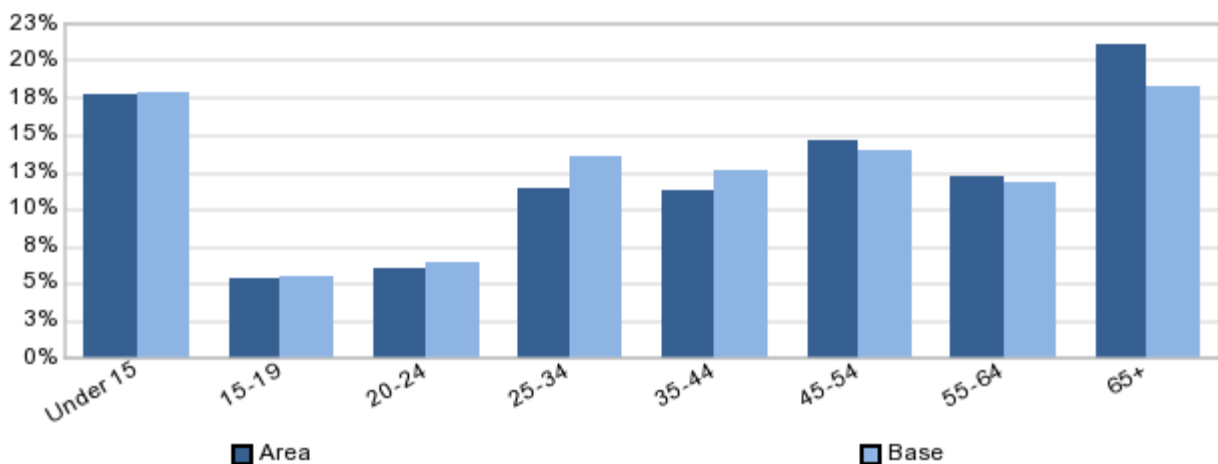
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
			82 100 117
Under 15	1,732	11,991,800	100
15-19	532	3,753,671	98
20-24	594	4,311,089	95
25-34	1,113	9,174,369	84
35-44	1,102	8,463,387	90
45-54	1,429	9,386,423	105
55-64	1,191	7,914,572	104
65+	2,061	12,234,544	116

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 2,061 representing 21.13 % of the study area. The smallest proportion is in age band 15-19 with a count of 532 which represents 5.46 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 116. The band that is most under represented is 25-34 with an index of 84, 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	9,533	58,246,060	113	
Gypsy / Traveller / Irish Traveller	9	68,310	96	
Mixed / Multiple Ethnic Groups	85	1,367,158	43	
Asian / Asian British: Indian	14	1,559,199	6	
Asian / Asian British: Pakistani	1	1,239,421	1	
Asian / Asian British: Bangladeshi	2	505,406	3	
Asian / Asian British: Chinese	29	497,465	41	
Asian / Asian British: Other Asian	14	969,724	10	
Black / African / Caribbean / Black British	42	2,122,714	14	
Other Ethnic Group	24	654,398	25	

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:

97.72 % White	86.64 % White
0.10 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.87 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.15 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.01 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.02 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.30 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.15 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.43 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.25 % Other Ethnic Group	0.97 % Other Ethnic Group

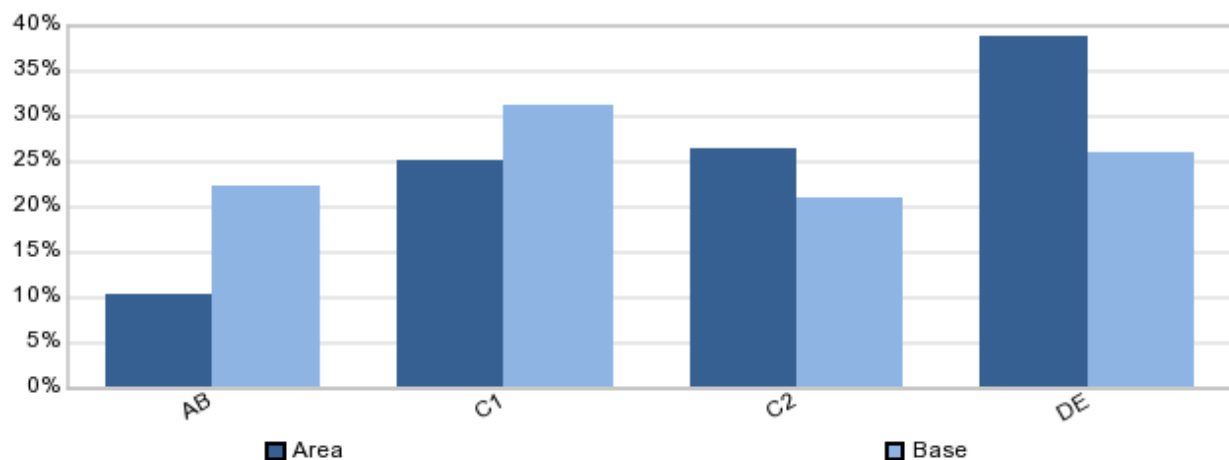
In the study area the largest ethnic group is White taking up 97.72 % of the population with a count of 9,533. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 1, 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	302	4,696,968	46	
C1 Supervisory, cleric, junior manage/admin/prof	734	6,510,031	80	
C2 Skilled manual workers	771	4,376,339	126	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,140	5,456,469	149	

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 1,140 people falling into this group, which is 38.69 % of the overall distribution. The smallest proportion falls into grade AB with a count of 302 taking up 10.23 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 149, whereas the most under represented group is AB with an index count of 46.

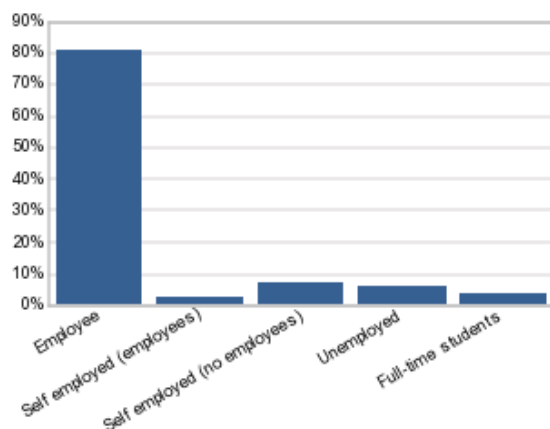
Understanding the Economic Activity

Economically Active	Area	Base	Index	61	100	177
Employee	3,719	26,483,068	104			
Self employed with employees	106	1,127,682	70			
Self employed without employees	334	3,705,246	67			
Unemployed	271	1,161,572	173			
Full-time students	185	1,695,620	81			
Economically Inactive				66	100	132
Retired	1,020	6,618,937	102			
Student	298	2,838,201	70			
Looking after home/ family	363	2,117,295	114			
Permanently sick/ disabled	422	2,168,755	129			
Other	132	1,076,085	81			

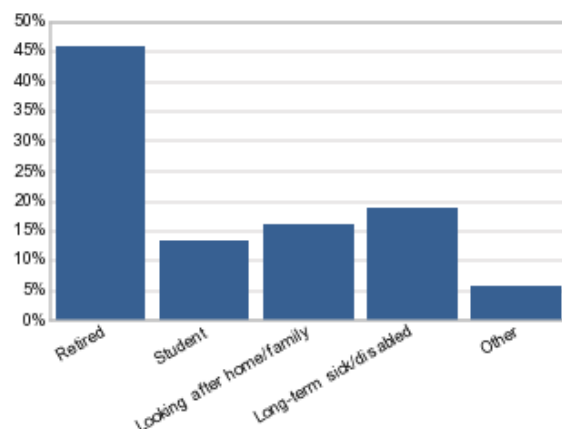
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 54.29 % of the population are employed, this is 3,719 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.55 %, 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 173, taking up 3.95 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,020 representing 14.89 %. The smallest inactive group is Other with 132 which is 1.93 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 114, representing 5.30 %.

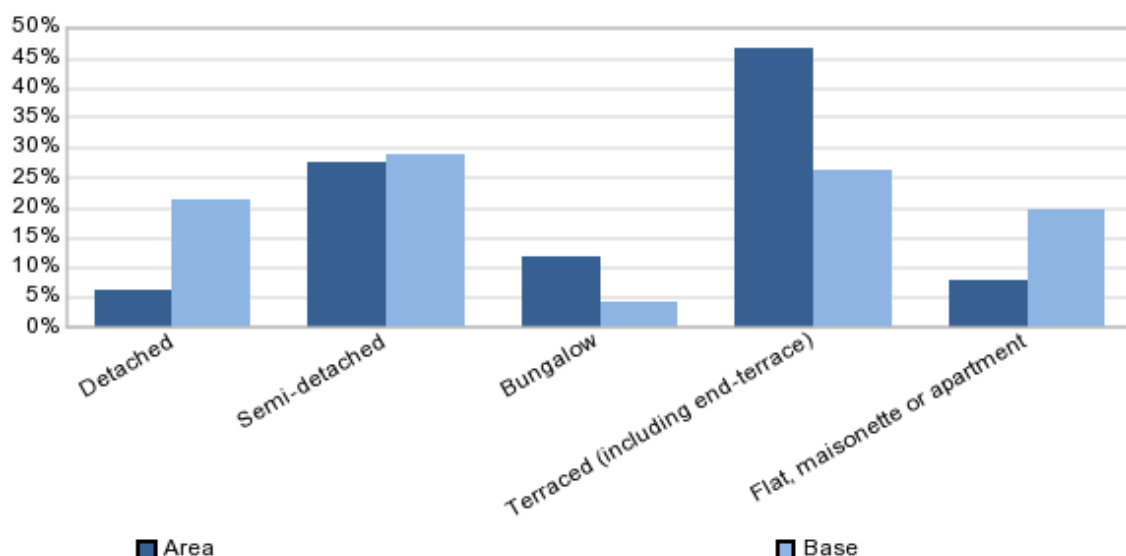
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	17	100	297
Detached	261	5,385,903	30			
Semi-detached	1,137	7,344,686	96			
Bungalow	478	1,039,099	285			
Terraced (including end-terrace)	1,919	6,699,890	177			
Flat, maisonette or apartment	323	5,007,460	40			

Source: Experian ConsumerView Household Directory 2019 .

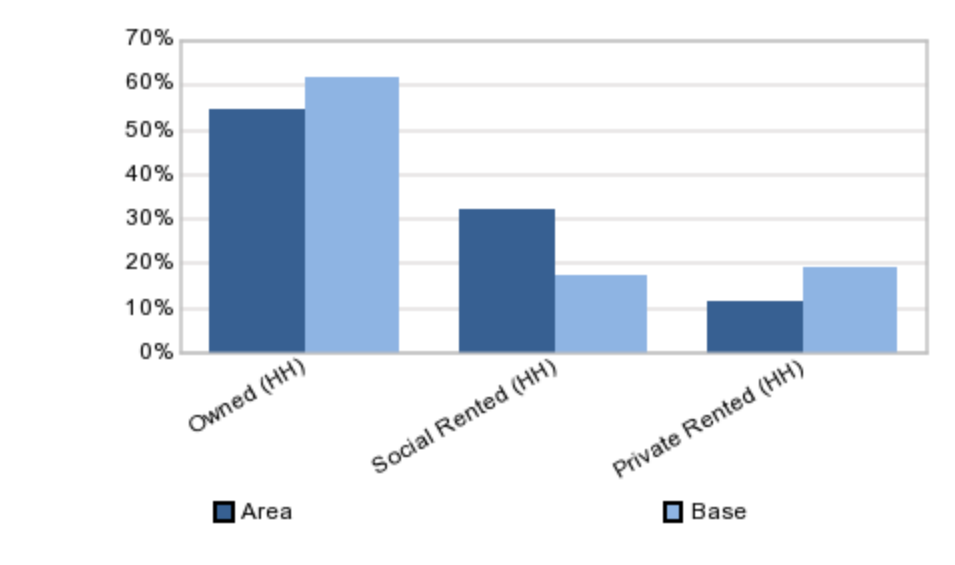
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	54	100	189
Owned (HH)	2,347	17,543,252	88		■	
Social Rented (HH)	1,384	4,965,267	184		■	
Private Rented (HH)	502	5,470,682	60		■	

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.



1,137 households within your area live in a Semi-detached dwelling, this is 27.61 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 261 households and makes up 6.35 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 285, this makes up 11.61 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,347 making up 54.54 %. The smallest amount fall into the Private rented at 11.67 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 184, 32.16 % of households fall into this category in the study area.

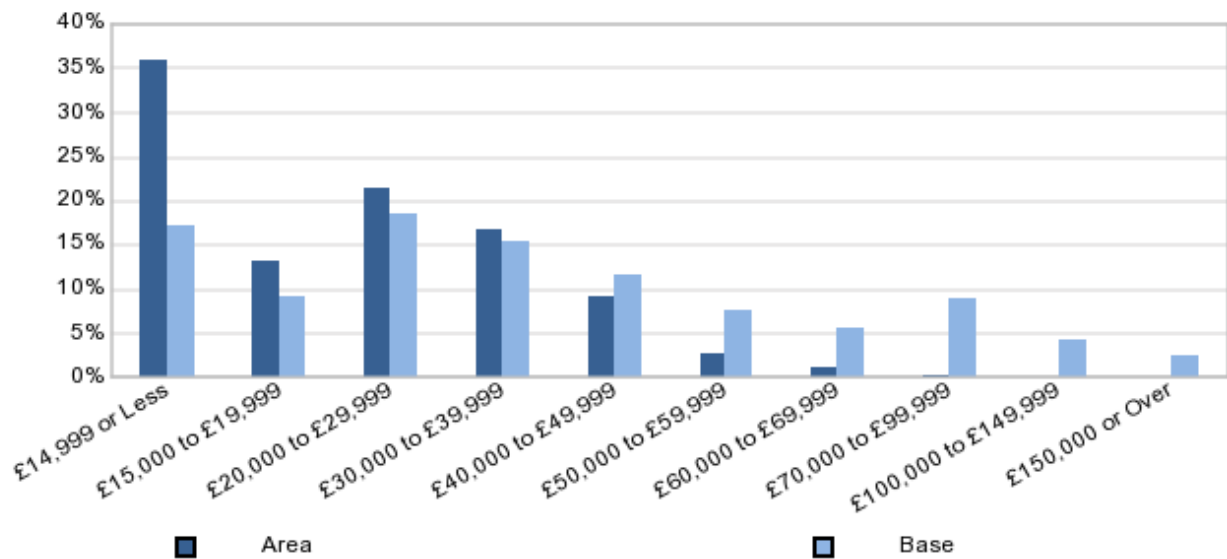
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Understanding the Household Income

Household Income	Area	Base	Index	-10	100	218
£14,999 or Less	1,547	4,889,206	208		■	
£15,000 to £19,999	564	2,538,634	146		■	
£20,000 to £29,999	914	5,253,752	115		■	
£30,000 to £39,999	725	4,304,210	111		■	
£40,000 to £49,999	392	3,318,086	78		■	
£50,000 to £59,999	109	2,106,080	34		■	
£60,000 to £69,999	43	1,573,962	18		■	
£70,000 to £99,999	9	2,469,683	2		■	
£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.



2,111 households within your area have an income of £19,999 or less, this forms 49.05 % 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 35.95 % with an index of 208, 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.

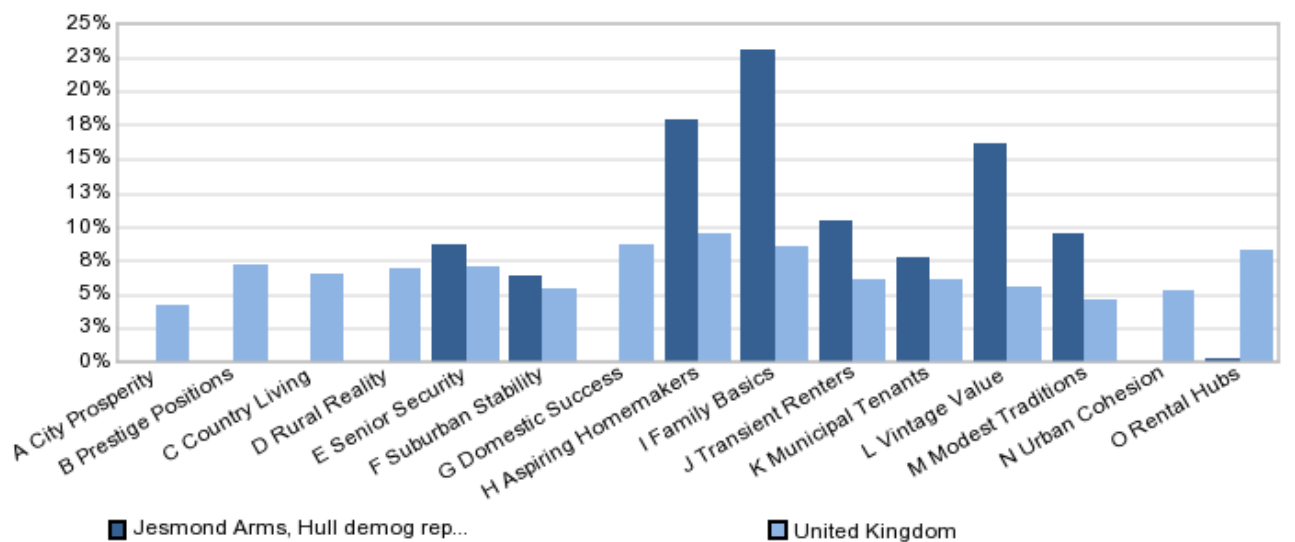
Understanding the residential profile by Mosaic UK 6

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	-14	100	307
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	840	4,767,632	121			
F Suburban Stability	627	3,634,847	119			
G Domestic Success	0	5,770,639	0			
H Aspiring Homemakers	1,744	6,440,418	187			
I Family Basics	2,247	5,687,500	272			
J Transient Renters	1,025	4,160,345	170			
K Municipal Tenants	754	4,149,642	125			
L Vintage Value	1,568	3,692,978	293			
M Modest Traditions	922	3,121,382	204			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	28	5,518,789	3			
Totals	9,755	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 2,247 representing 23.04 % 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 L Vintage Value taking up 16.08 % 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 - 23.04 %



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

H Aspiring Homemakers - 17.88 %



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

L Vintage Value - 16.08 %



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