

Location Analyst

UK



John Marston ST3 2NQ 0.5 mile Demog Report

Understanding Demographics

13 October, 2020

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Describing John Marston 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	2,527	28,345,190
Total Population	5,244	67,229,855
Total Males	2,556	33,173,050
Total Females	2,688	34,056,805

The current year estimates show a total resident population of 5,244 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,527 in your area and 28,345,190 in your base selection. This was split by 51.27 % of the population being female and 48.73 % being male in the study area.

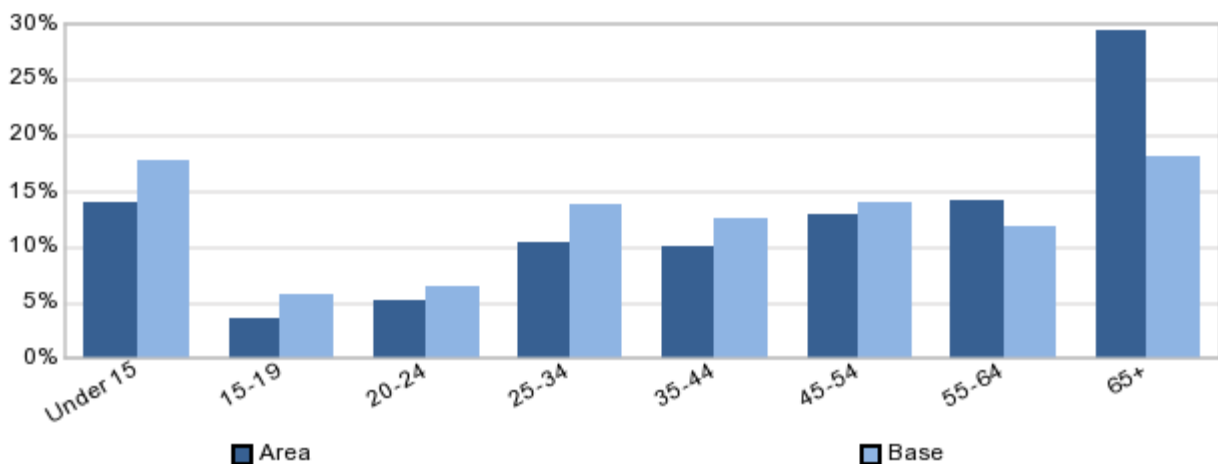
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			61	100	166
Under 15	737	11,991,800	79		
15-19	192	3,753,671	66		
20-24	272	4,311,089	81		
25-34	546	9,174,369	76		
35-44	526	8,463,387	80		
45-54	674	9,386,423	92		
55-64	747	7,914,572	121		
65+	1,551	12,234,544	162		

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 1,551 representing 29.57 % of the study area. The smallest proportion is in age band 15-19 with a count of 192 which represents 3.67 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 162. The band that is most under represented is 15-19 with an index* of 66, 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	5,056	58,246,060	111	
Gypsy / Traveller / Irish Traveller	0	68,310	2	
Mixed / Multiple Ethnic Groups	53	1,367,158	50	
Asian / Asian British: Indian	12	1,559,199	10	
Asian / Asian British: Pakistani	27	1,239,421	28	
Asian / Asian British: Bangladeshi	6	505,406	14	
Asian / Asian British: Chinese	17	497,465	45	
Asian / Asian British: Other Asian	32	969,724	42	
Black / African / Caribbean / Black British	35	2,122,714	21	
Other Ethnic Group	5	654,398	10	

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:

96.41 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.01 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.24 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.52 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.11 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.33 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.61 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.67 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.10 % Other Ethnic Group	0.97 % Other Ethnic Group

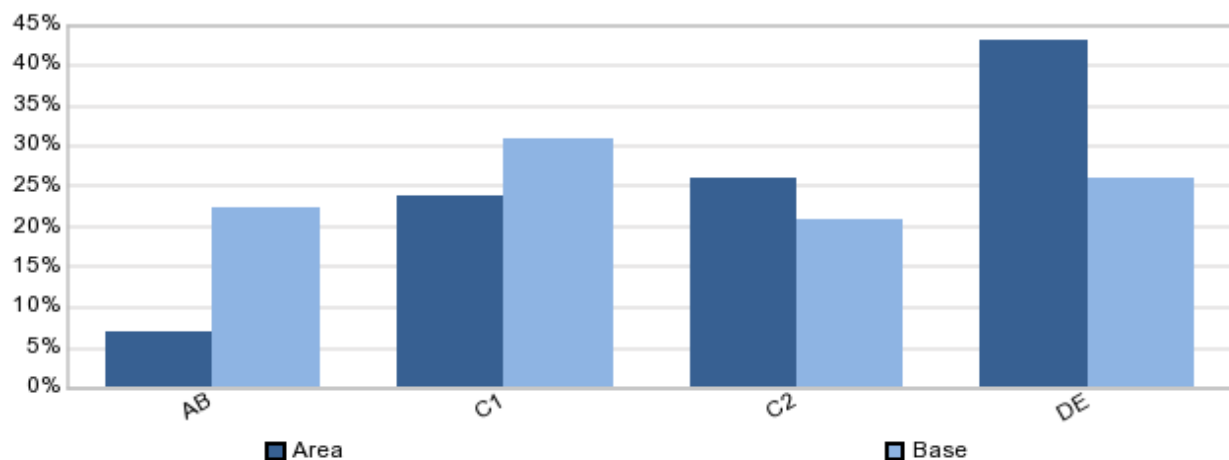
In the study area the largest ethnic group is White taking up 96.41 % of the population with a count of 5,056. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 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	109	4,696,968	31	
C1 Supervisory, cleric, junior manage/admin/prof	371	6,510,031	77	
C2 Skilled manual workers	406	4,376,339	125	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	671	5,456,469	166	

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 671 people falling into this group, which is 43.13 % of the overall distribution. The smallest proportion falls into grade AB with a count of 109 taking up 6.98 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 166, whereas the most under represented group is AB with an index count of 31.

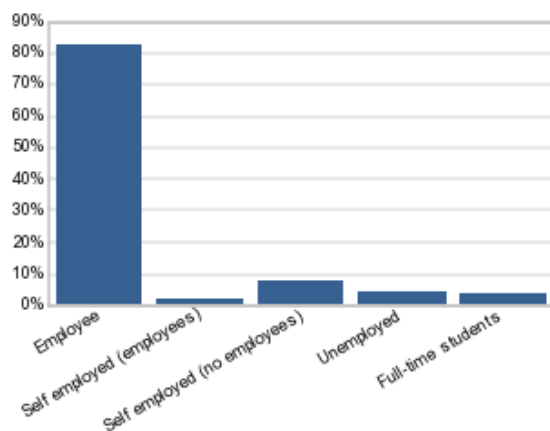
Understanding the Economic Activity

Economically Active	Area	Base	Index	43	100	132
Employee	1,868	26,483,068	106			
Self employed with employees	36	1,127,682	48			
Self employed without employees	176	3,705,246	72			
Unemployed	99	1,161,572	129			
Full-time students	89	1,695,620	79			
Economically Inactive	Area	Base	Index	35	100	149
Retired	886	6,618,937	130			
Student	118	2,838,201	40			
Looking after home/ family	112	2,117,295	51			
Permanently sick/ disabled	324	2,168,755	145			
Other	90	1,076,085	81			

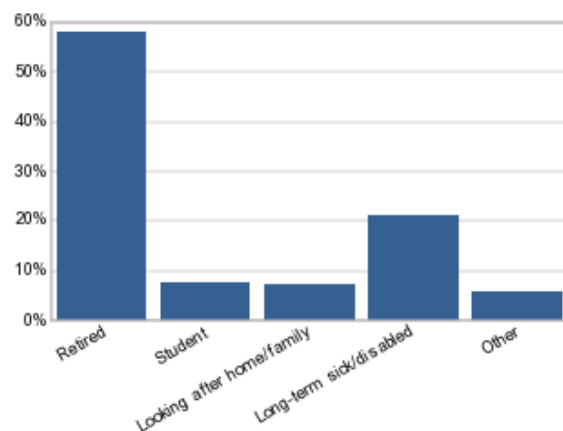
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 49.19 % of the population are employed, this is 1,868 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.94 %, 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 129, taking up 2.61 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 886 representing 23.33 %. The smallest inactive group is Other with 90 which is 2.37 %. When looking at the index values the group that is most over represented is Retired with an index of 130, representing 23.33 %.

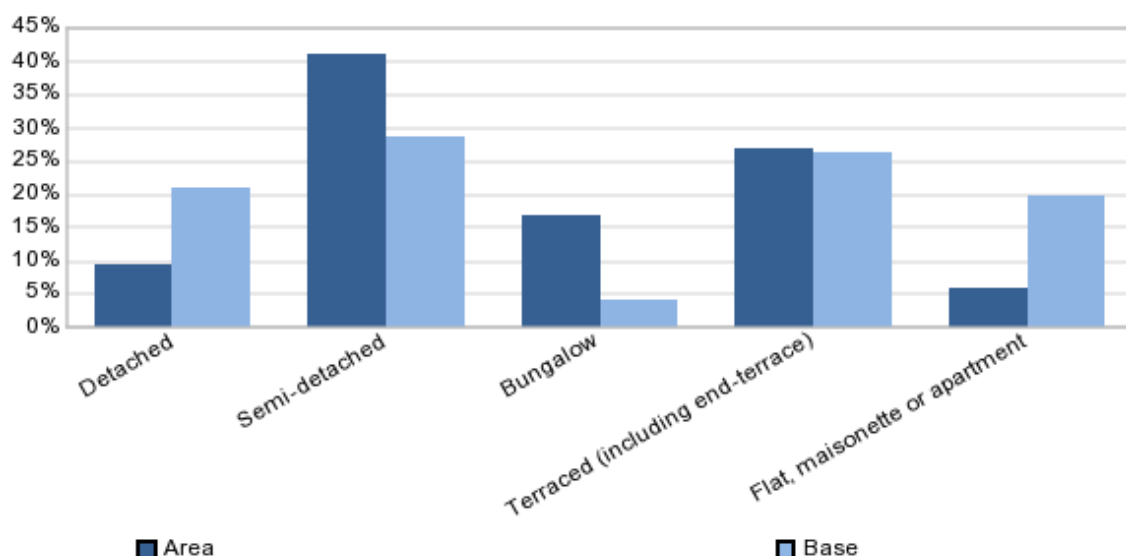
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	10	100	430
Detached	219	5,385,903	45			
Semi-detached	950	7,344,686	142			
Bungalow	389	1,039,099	411			
Terraced (including end-terrace)	623	6,699,890	102			
Flat, maisonette or apartment	137	5,007,460	30			

Source: Experian ConsumerView Household Directory 2019 .

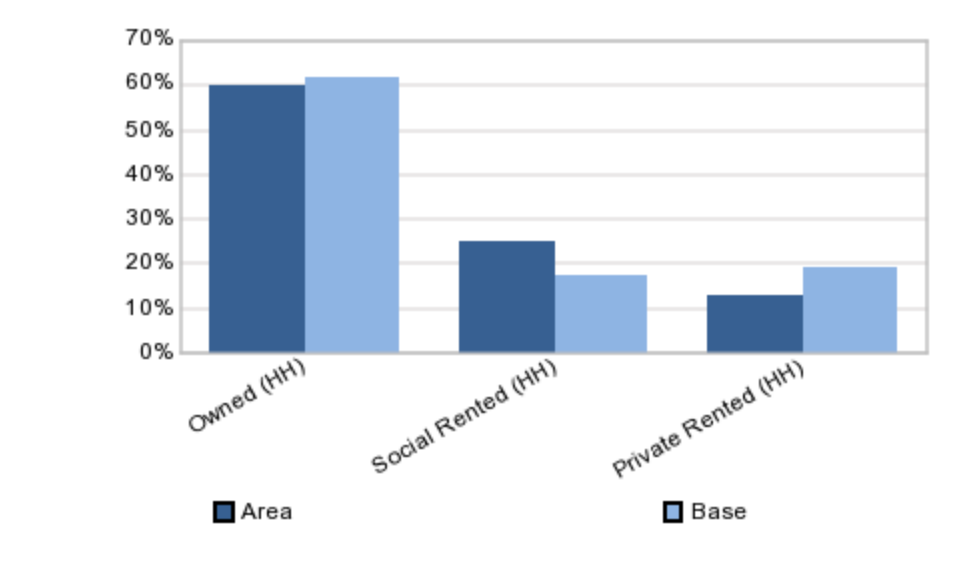
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	62	100	145
Owned (HH)	1,523	17,543,252	97			
Social Rented (HH)	626	4,965,267	141			
Private Rented (HH)	322	5,470,682	66			

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.



950 households within your area live in a Semi-detached dwelling, this is 40.99 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 137 households and makes up 5.91 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 411, this makes up 16.78 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,523 making up 60.27 %. The smallest amount fall into the Private rented at 12.76 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 141, 24.77 % of households fall into this category in the study area.

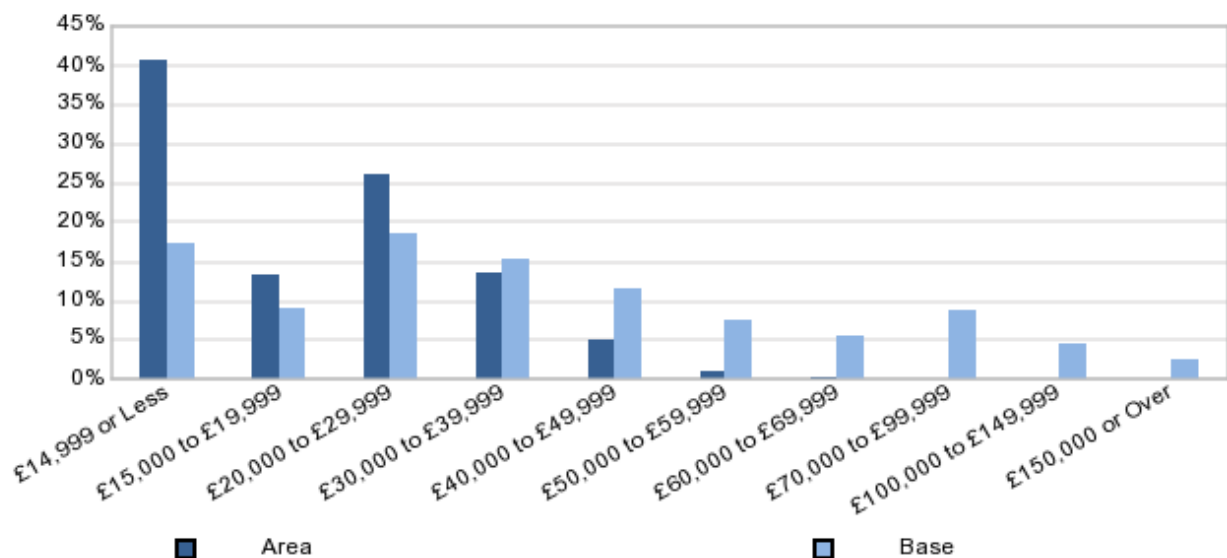
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Understanding the Household Income

Household Income	Area	Base	Index	-11	100	247
£14,999 or Less	1,030	4,889,206	236			
£15,000 to £19,999	339	2,538,634	150			
£20,000 to £29,999	658	5,253,752	141			
£30,000 to £39,999	343	4,304,210	89			
£40,000 to £49,999	126	3,318,086	42			
£50,000 to £59,999	23	2,106,080	13			
£60,000 to £69,999	7	1,573,962	5			
£70,000 to £99,999	1	2,469,683	1			
£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.



1,368 households within your area have an income of £19,999 or less, this forms 54.14 % of the overall distribution. The smallest count is 0 and these fall into household income band £100,000 to £149,999 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 40.74 % with an index of 236, the most under represented banding is £100,000 to £149,999 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.

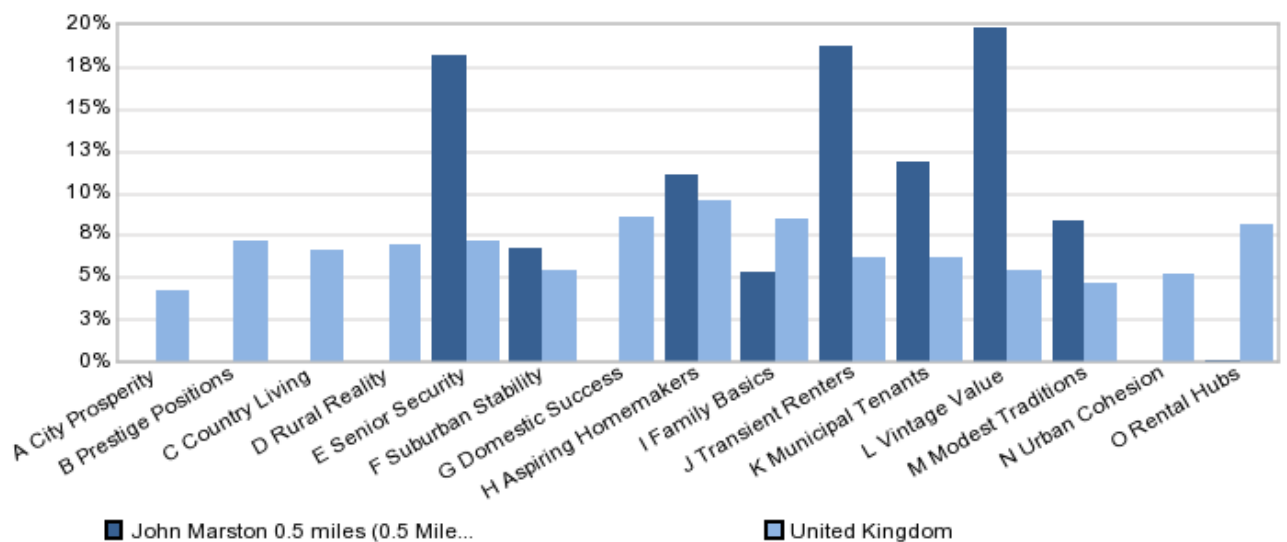
Understanding the residential profile by Mosaic UK 6

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	-18	100	378
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	947	4,767,632	255			
F Suburban Stability	354	3,634,847	125			
G Domestic Success	0	5,770,639	0			
H Aspiring Homemakers	582	6,440,418	116			
I Family Basics	280	5,687,500	63			
J Transient Renters	979	4,160,345	302			
K Municipal Tenants	620	4,149,642	192			
L Vintage Value	1,039	3,692,978	361			
M Modest Traditions	439	3,121,382	180			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	5	5,518,789	1			
Totals	5,244	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 L Vintage Value with a count of 1,039 representing 19.81 % of the overall distribution, in comparison to the base where 5.49 % 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 19.81 % 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

L Vintage Value - 19.81 %



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

J Transient Renters - 18.68 %



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

E Senior Security - 18.07 %



Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers