Location Analyst UK

Lord Nelson EH6 4DG 0.5 miles Demog Report

Understanding Demographics

14 October, 2020

Contents

Describing Lord Nelson EH6 4DG 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	9,072	28,345,190
Total Population	16,951	67,229,855
Total Males	8,047	33,173,050
Total Females	8,904	34,056,805

The current year estimates show a total resident population of 16,951 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 9,072 in your area and 28,345,190 in your base selection. This was split by 52.53 % of the population being female and 47.47 % 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	44	100	220
Under 15	2,145	11,991,800	71			
15-19	494	3,753,671	52			
20-24	1,085	4,311,089	100			
25-34	4,908	9,174,369	212			
35-44	2,942	8,463,387	138			
45-54	1,969	9,386,423	83			
55-64	1,541	7,914,572	77			
65+	1,867	12,234,544	61			

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.
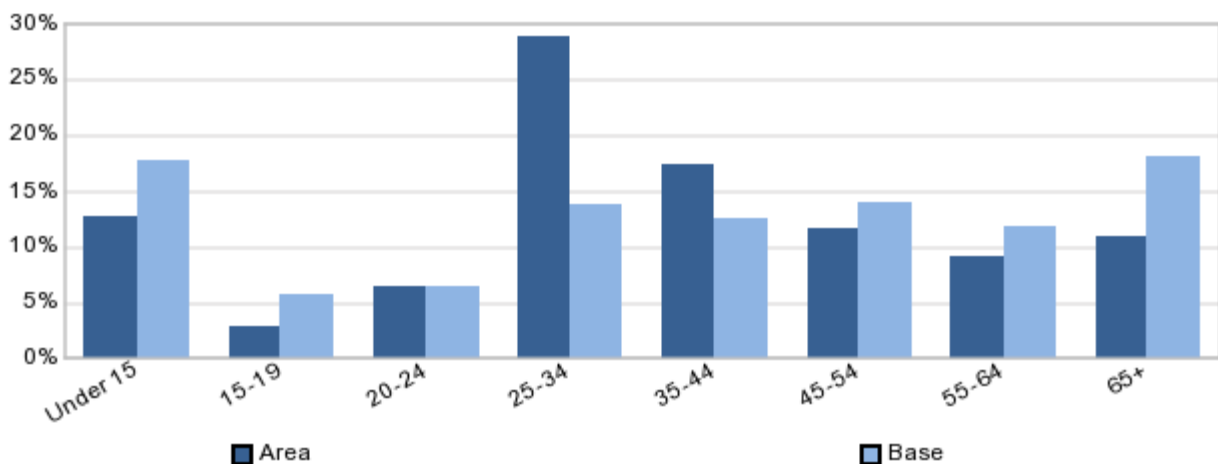
The highest proportion fall into age band 25-34 with a count of 4,908 representing 28.95 % of the study area. The smallest proportion is in age band 15-19 with a count of 494 which represents 2.91 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 212. The band that is most under represented is 15-19 with an index of 52, 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	36	100	127
White	15,451	58,246,060	105			
Gypsy / Traveller / Irish Traveller	13	68,310	74			
Mixed / Multiple Ethnic Groups	179	1,367,158	52			
Asian / Asian British: Indian	318	1,559,199	81			
Asian / Asian British: Pakistani	267	1,239,421	86			
Asian / Asian British: Bangladeshi	51	505,406	40			
Asian / Asian British: Chinese	154	497,465	123			
Asian / Asian British: Other Asian	146	969,724	60			
Black / African / Caribbean / Black British	253	2,122,714	47			
Other Ethnic Group	118	654,398	72			

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:

91.15 % White
0.07 % Gypsy / Traveller / Irish Traveller
1.05 % Mixed / Multiple Ethnic Groups
1.88 % Asian / Asian British: Indian
1.58 % Asian / Asian British: Pakistani
0.30 % Asian / Asian British: Bangladeshi
0.91 % Asian / Asian British: Chinese
0.86 % Asian / Asian British: Other Asian
1.49 % Black / African / Caribbean / Black British
0.70 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

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

In the study area the largest ethnic group is White taking up 91.15 % of the population with a count of 15,451. 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 13, 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	57	100	135
AB Higher & intermediate manage/admin/prof	2,300	4,696,968	132			
C1 Supervisory, cleric, junior manage/admin/prof	2,786	6,510,031	115			
C2 Skilled manual workers	997	4,376,339	61			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,746	5,456,469	86			

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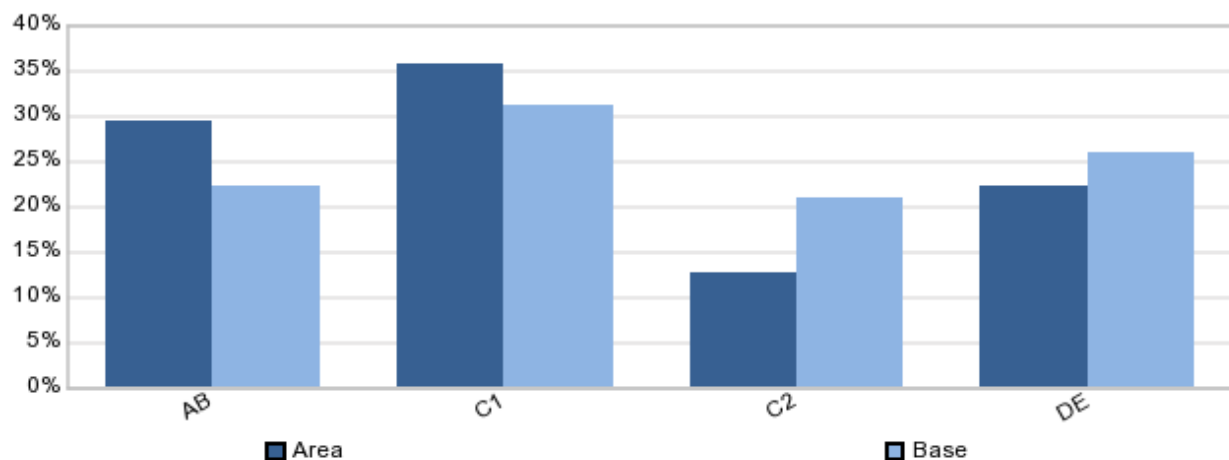
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 2,786 people falling into this group, which is 35.58 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 997 taking up 12.74 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 132, whereas the most under represented group is C2 with an index count of 61.
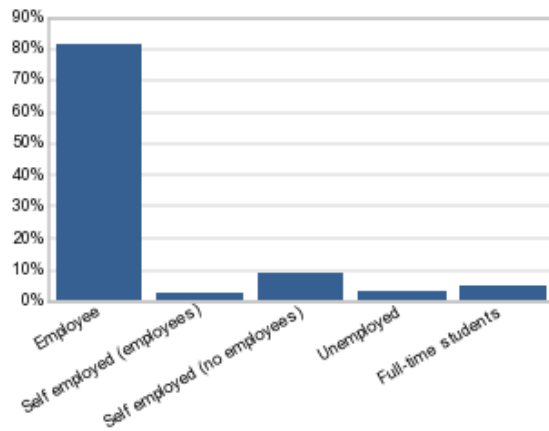
Understanding the Economic Activity

| Economically Active	Area	Base	Index 66	100 106
Employee	8,534	26,483,068	105	
Self employed with employees	236	1,127,682	68	
Self employed without employees	893	3,705,246	79	
Unemployed	321	1,161,572	90	
Full-time students	508	1,695,620	98	
Economically Inactive			77 100	147
Retired	1,220	6,618,937	80	
Student	584	2,838,201	90	
Looking after home/ family	523	2,117,295	108	
Permanently sick/ disabled	718	2,168,755	145	
Other	350	1,076,085	142	

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
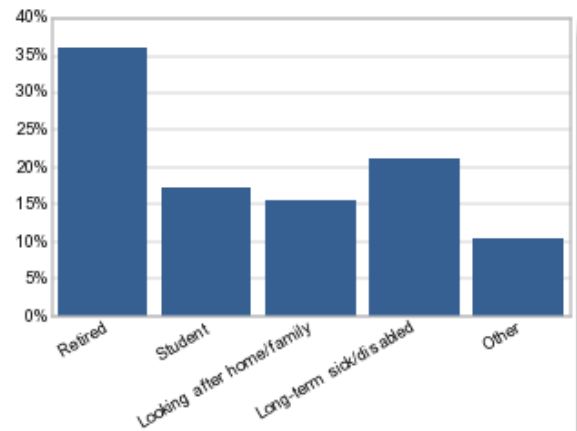
Economic activity within the study area shows that 61.45 % of the population are employed, this is 8,534 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.70 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 105, taking up 61.45 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,220 representing 8.78 %. The smallest inactive group is Other with 350 which is 2.52 %. When looking at the index values the group that is most over represented is Other with an index of 142, representing 2.52 %.

*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	-20	100		437
Detached	585	5,385,903	38				
Semi-detached	189	7,344,686	9				
Bungalow	0	1,039,099	0				
Terraced (including end-terrace)	554	6,699,890	29				
Flat, maisonette or apartment	6,043	5,007,460	417				

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.
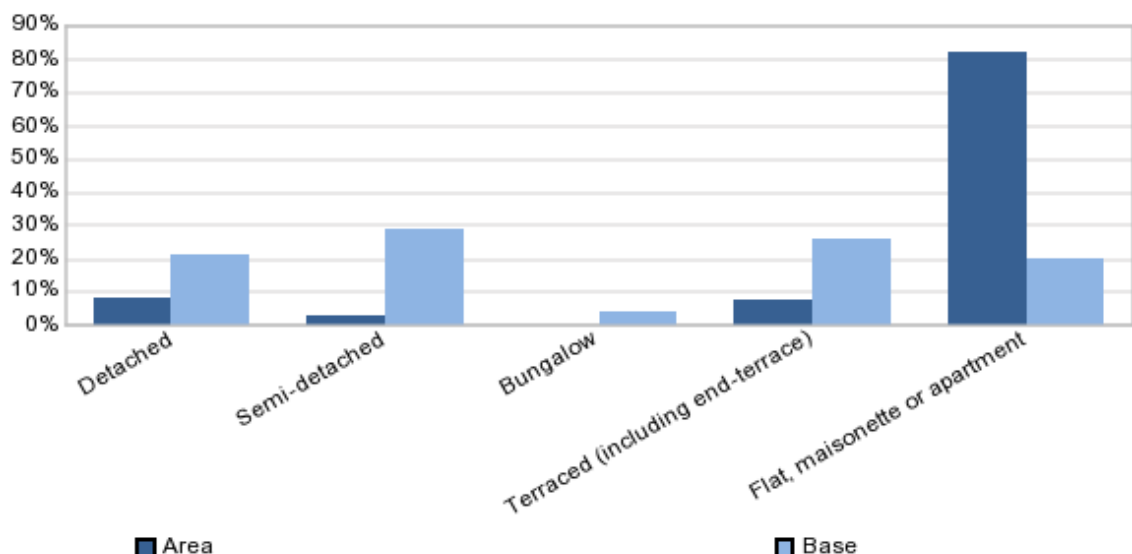
Tenure	Area	Base	Index 70	100	162
Owned (HH)	4,200	17,543,252	75		
Social Rented (HH)	2,017	4,965,267	127		
Private Rented (HH)	2,776	5,470,682	159		

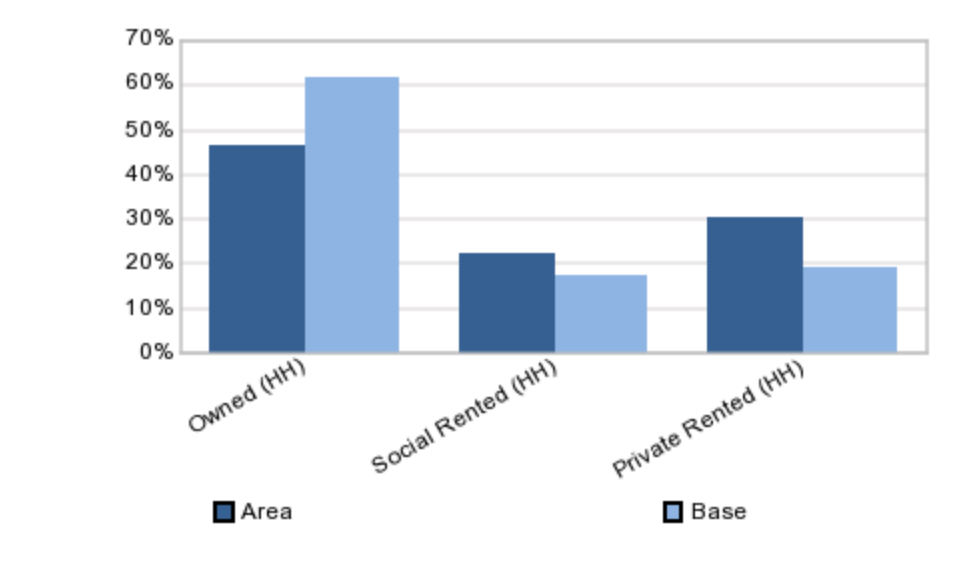Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

189 households within your area live in a Semi-detached dwelling, this is 2.57 %. 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 0 households and makes up 0.00 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 417, this makes up 81.99 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 4,200 making up 46.29 %. The smallest amount fall into the Social rented at 22.23 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 159, 30.60 % of households fall into this category in the study area.
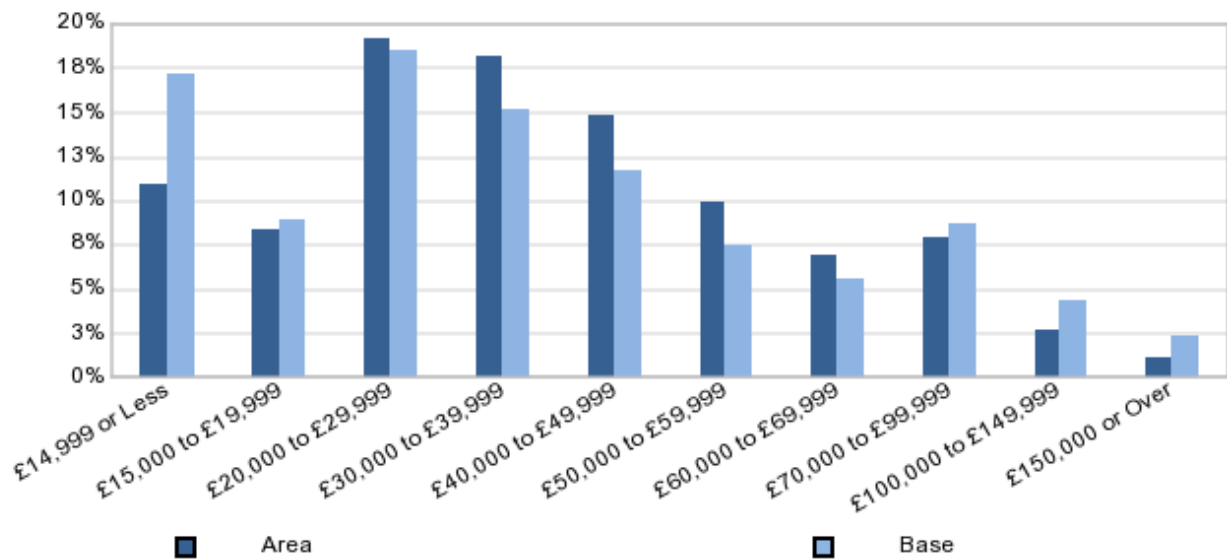
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index 39	100	138
£14,999 or Less	995	4,889,206	64		
£15,000 to £19,999	761	2,538,634	94		
£20,000 to £29,999	1,739	5,253,752	103		
£30,000 to £39,999	1,645	4,304,210	119		
£40,000 to £49,999	1,349	3,318,086	127		
£50,000 to £59,999	901	2,106,080	134		
£60,000 to £69,999	627	1,573,962	124		
£70,000 to £99,999	720	2,469,683	91		
£100,000 to £149,999	241	1,215,381	62		
£150,000 or Over	95	676,196	44		

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.

Chart legend: ■ Area □ Base

Income bands (x-axis): £14,999 or Less, £15,000 to £19,999, £20,000 to £29,999, £30,000 to £39,999, £40,000 to £49,999, £50,000 to £59,999, £60,000 to £69,999, £70,000 to £99,999, £100,000 to £149,999, £150,000 or Over

1,755 households within your area have an income of £19,999 or less, this forms 19.35 % of the overall distribution. The smallest count is 95 and these fall into household income band £150,000 or Over making up 1.04 %. 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 £50,000 to £59,999 is over represented making up 9.93 % with an index of 134, the most under represented banding is £150,000 or Over with a figure of 44 making up 1.04 % 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	-29	100	622
A City Prosperity	1,754	2,849,374	244			
B Prestige Positions	506	4,798,133	42			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	129	4,767,632	11			
F Suburban Stability	9	3,634,847	1			
G Domestic Success	834	5,770,639	57			
H Aspiring Homemakers	197	6,440,418	12			
I Family Basics	116	5,687,500	8			
J Transient Renters	0	4,160,345	0			
K Municipal Tenants	1,176	4,149,642	112			
L Vintage Value	759	3,692,978	82			
M Modest Traditions	0	3,121,382	0			
N Urban Cohesion	3,216	3,547,766	360			
O Rental Hubs	8,255	5,518,789	593			
Totals	16,951	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.
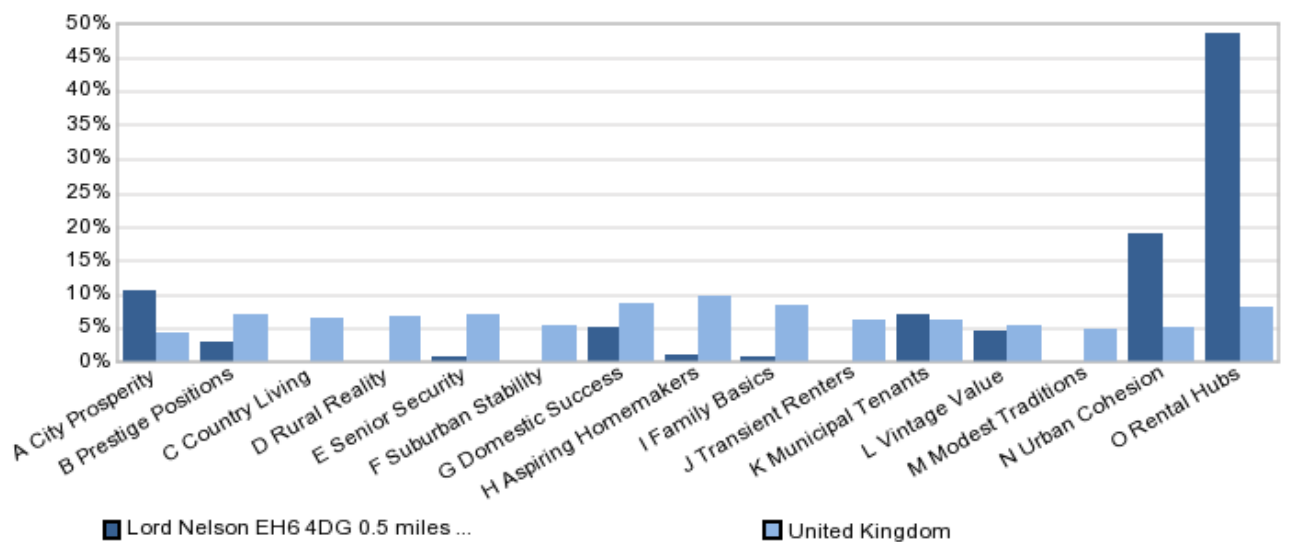
The largest group is O Rental Hubs with a count of 8,255 representing 48.70 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 48.70 % of the target area. In contrast the most under represented group is C Country Living 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

O Rental Hubs - 48.70 %

Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

N Urban Cohesion - 18.97 %

Residents of settled urban communities with a strong sense of identity.

Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology

A City Prosperity - 10.35 %

High status city dwellers living in central locations and pursuing careers with high rewards.

Key Features

- High value properties
- Central city areas
- High status jobs
- Low car ownership
- High mobile phone spend
- High Internet use