Location Analyst | UK

Park View Manchester Demog Report 0.5 Miles

Understanding Demographics

25 September, 2020

Contents

Describing Park View Manchester 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	3,242	28,345,190
Total Population	6,606	67,229,855
Total Males	3,202	33,173,050
Total Females	3,404	34,056,805

The current year estimates show a total resident population of 6,606 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,242 in your area and 28,345,190 in your base selection. This was split by 51.53 % of the population being female and 48.47 % 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	63	100	121
Under 15	1,077	11,991,800	91			
15-19	245	3,753,671	66			
20-24	356	4,311,089	84			
25-34	887	9,174,369	98			
35-44	831	8,463,387	100			
45-54	993	9,386,423	108			
55-64	927	7,914,572	119			
65+	1,291	12,234,544	107			

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.
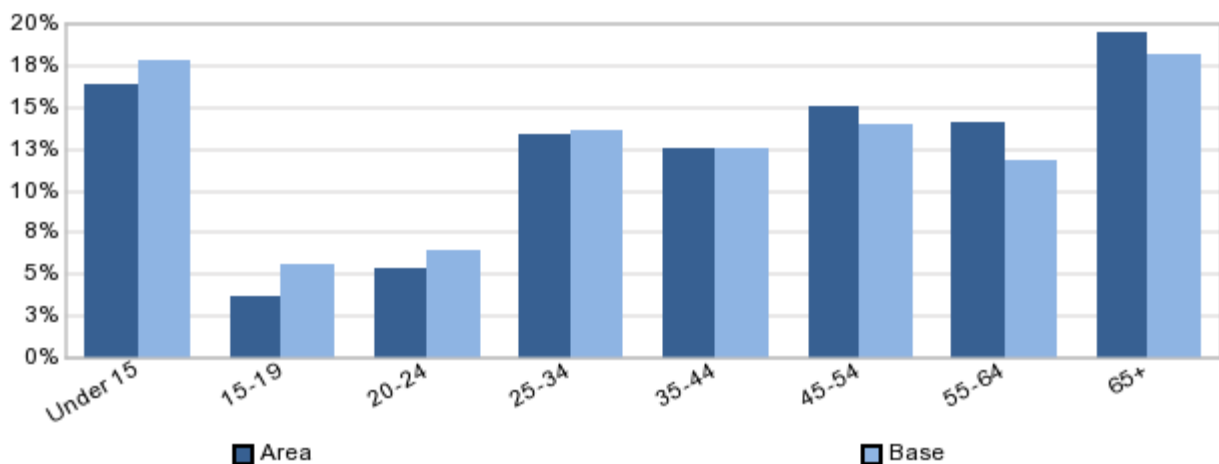
The highest proportion fall into age band 65+ with a count of 1,291 representing 19.54 % of the study area. The smallest proportion is in age band 15-19 with a count of 245 which represents 3.70 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 119. 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	0	100	132
White	6,094	58,246,060	106			
Gypsy / Traveller / Irish Traveller	3	68,310	47			
Mixed / Multiple Ethnic Groups	169	1,367,158	126			
Asian / Asian British: Indian	25	1,559,199	17			
Asian / Asian British: Pakistani	57	1,239,421	46			
Asian / Asian British: Bangladeshi	3	505,406	7			
Asian / Asian British: Chinese	40	497,465	81			
Asian / Asian British: Other Asian	19	969,724	20			
Black / African / Caribbean / Black British	154	2,122,714	74			
Other Ethnic Group	42	654,398	65			

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:

92.24 % White
0.05 % Gypsy / Traveller / Irish Traveller
2.56 % Mixed / Multiple Ethnic Groups
0.38 % Asian / Asian British: Indian
0.86 % Asian / Asian British: Pakistani
0.05 % Asian / Asian British: Bangladeshi
0.60 % Asian / Asian British: Chinese
0.29 % Asian / Asian British: Other Asian
2.33 % Black / African / Caribbean / Black British
0.63 % 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 92.24 % of the population with a count of 6,094. 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 3, 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	36	100	144
AB Higher & intermediate manage/admin/prof	220	4,696,968	41			
C1 Supervisory, cleric, junior manage/admin/prof	716	6,510,031	97			
C2 Skilled manual workers	582	4,376,339	117			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	863	5,456,469	140			

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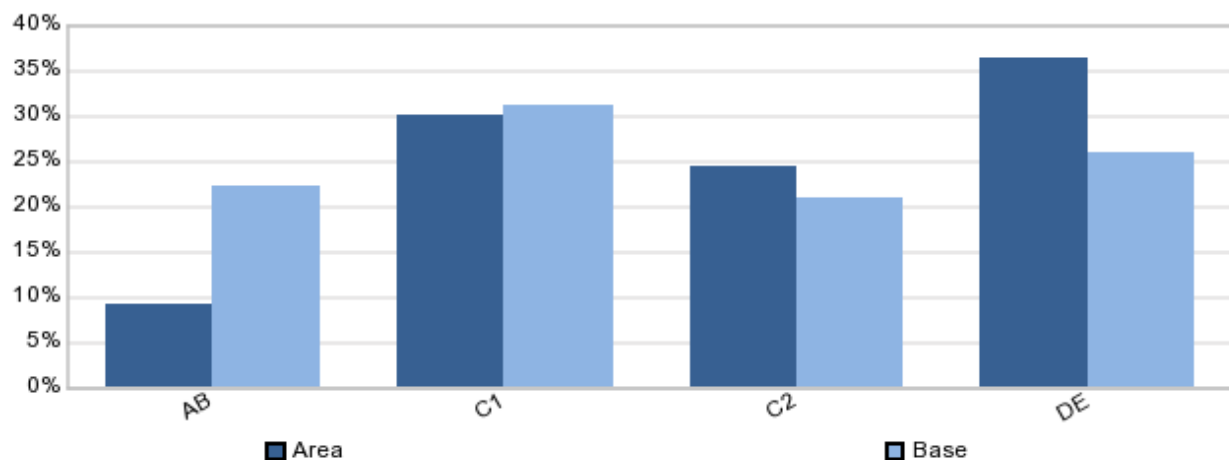
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade DE forms the largest proportion with 863 people falling into this group, which is 36.26 % of the overall distribution. The smallest proportion falls into grade AB with a count of 220 taking up 9.25 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 140, whereas the most under represented group is AB with an index count of 41.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 59	100	129
Employee	2,651	26,483,068	106		
Self employed with employees	67	1,127,682	63		
Self employed without employees	242	3,705,246	69		
Unemployed	139	1,161,572	127		
Full-time students	124	1,695,620	78		
Economically Inactive			48	100	181
Retired	760	6,618,937	101		
Student	175	2,838,201	54		
Looking after home/ family	192	2,117,295	80		
Permanently sick/ disabled	432	2,168,755	176		
Other	121	1,076,085	100		

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
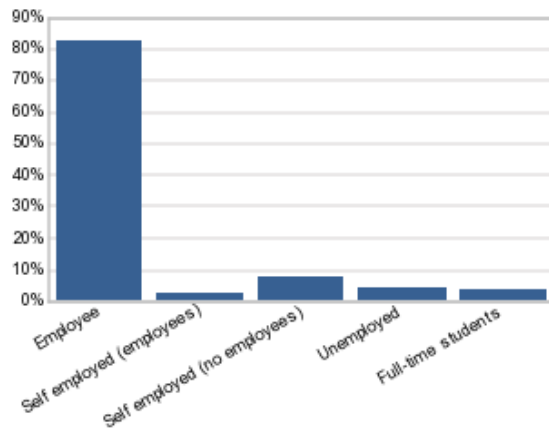
Economically Inactive - % by Category
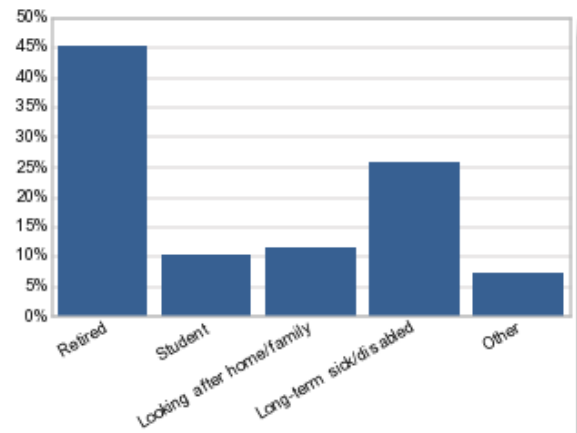
Economic activity within the study area shows that 54.06 % of the population are employed, this is 2,651 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.36 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 127, taking up 2.83 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 760 representing 15.50 %. The smallest inactive group is Other with 121 which is 2.48 %. When looking at the index values the group that is most over represented is Retired with an index of 101, representing 15.50 %.

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Understanding what type of households are in your area

| Dwelling Type	Area	Base	Index 25	100	172
Detached	217	5,385,903	35		
Semi-detached	726	7,344,686	87		
Bungalow	39	1,039,099	33		
Terraced (including end-terrace)	1,266	6,699,890	166		
Flat, maisonette or apartment	657	5,007,460	115		

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.
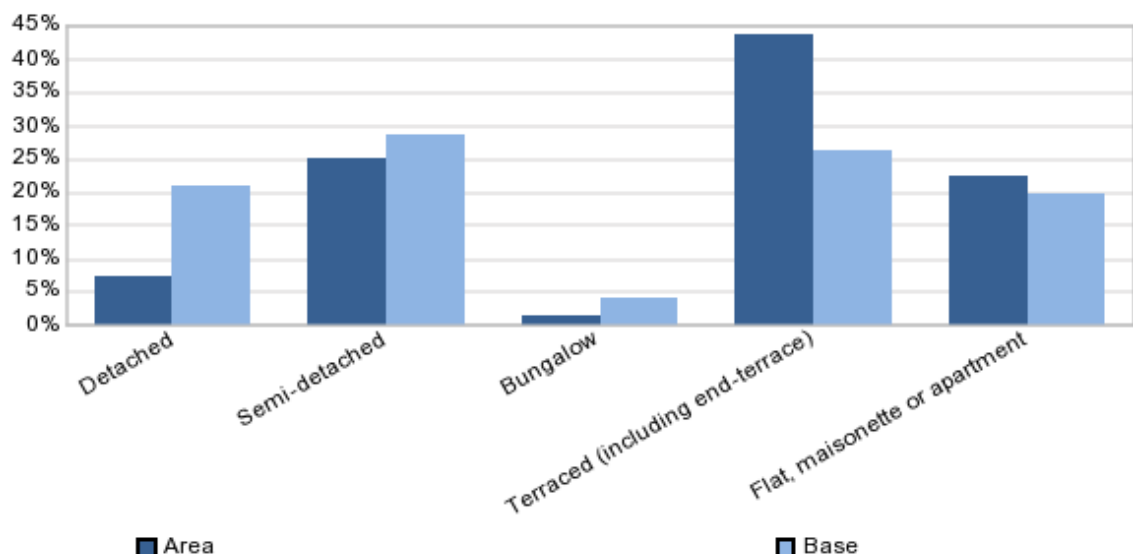
Tenure	Area	Base	Index	83 100	160
Owned (HH)	1,746	17,543,252	87		
Social Rented (HH)	894	4,965,267	157		
Private Rented (HH)	560	5,470,682	89		

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.
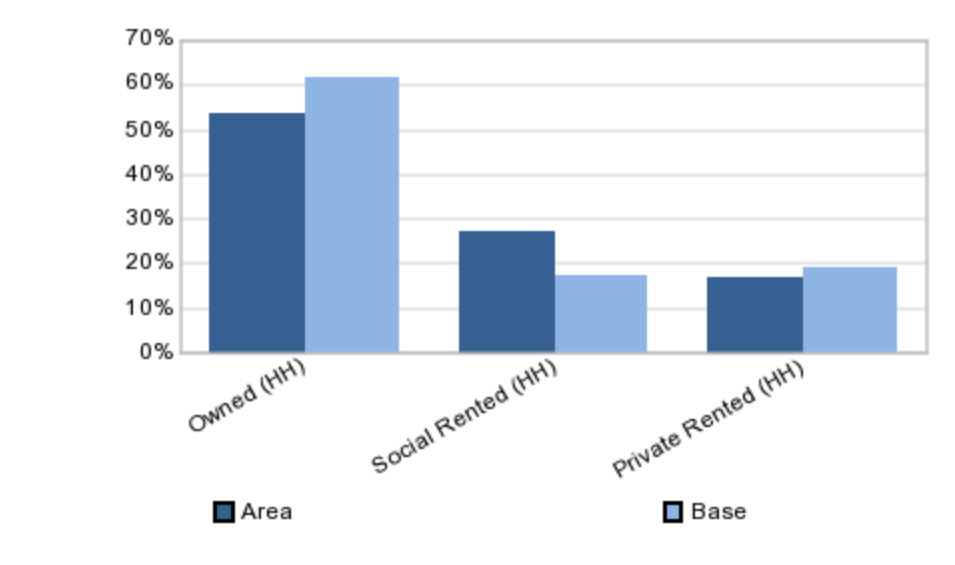
726 households within your area live in a Semi-detached dwelling, this is 24.99 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 39 households and makes up 1.33 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 166, this makes up 43.60 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,746 making up 53.87 %. The smallest amount fall into the Private rented at 17.27 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 157, 27.56 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	-9 100	193
£14,999 or Less	1,028	4,889,206	184		
£15,000 to £19,999	510	2,538,634	176		
£20,000 to £29,999	871	5,253,752	145		
£30,000 to £39,999	535	4,304,210	109		
£40,000 to £49,999	170	3,318,086	45		
£50,000 to £59,999	70	2,106,080	29		
£60,000 to £69,999	27	1,573,962	15		
£70,000 to £99,999	26	2,469,683	9		
£100,000 to £149,999	5	1,215,381	4		
£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.
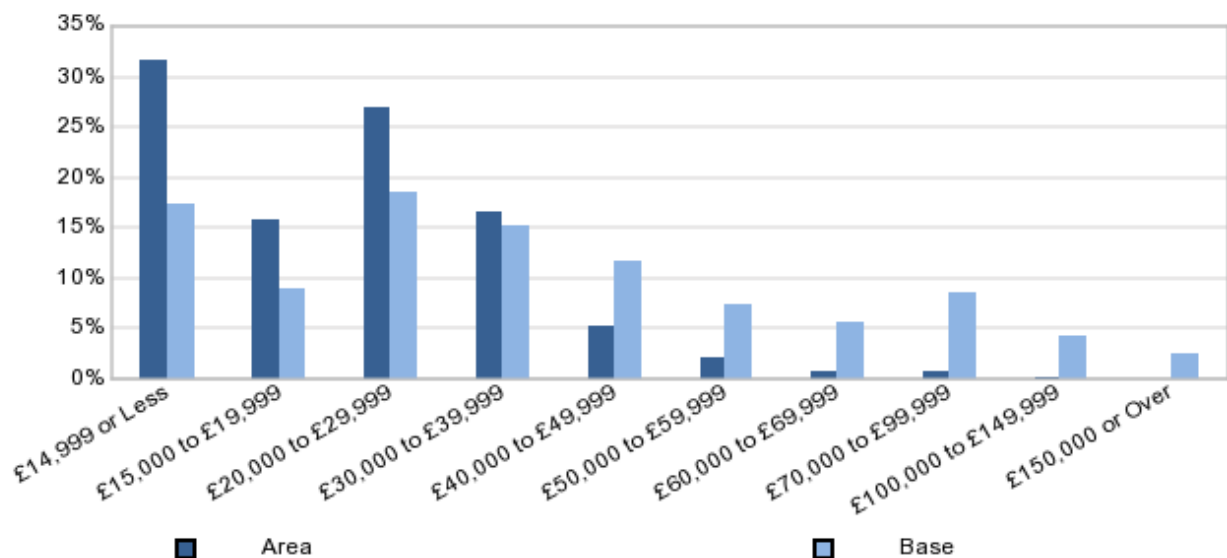
1,538 households within your area have an income of £19,999 or less, this forms 47.43 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.00 %. When using your base as a comparison, most households fall into the income band £20,000 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 31.70 % with an index of 184, 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	-31 100	659
A City Prosperity	0	2,849,374	0		
B Prestige Positions	26	4,798,133	5		
C Country Living	0	4,432,229	0		
D Rural Reality	0	4,656,104	0		
E Senior Security	133	4,767,632	28		
F Suburban Stability	209	3,634,847	58		
G Domestic Success	168	5,770,639	30		
H Aspiring Homemakers	282	6,440,418	44		
I Family Basics	738	5,687,500	132		
J Transient Renters	868	4,160,345	212		
K Municipal Tenants	553	4,149,642	136		
L Vintage Value	1,498	3,692,978	413		
M Modest Traditions	1,928	3,121,382	629		
N Urban Cohesion	2	3,547,766	1		
O Rental Hubs	202	5,518,789	37		
Totals	6,606	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.
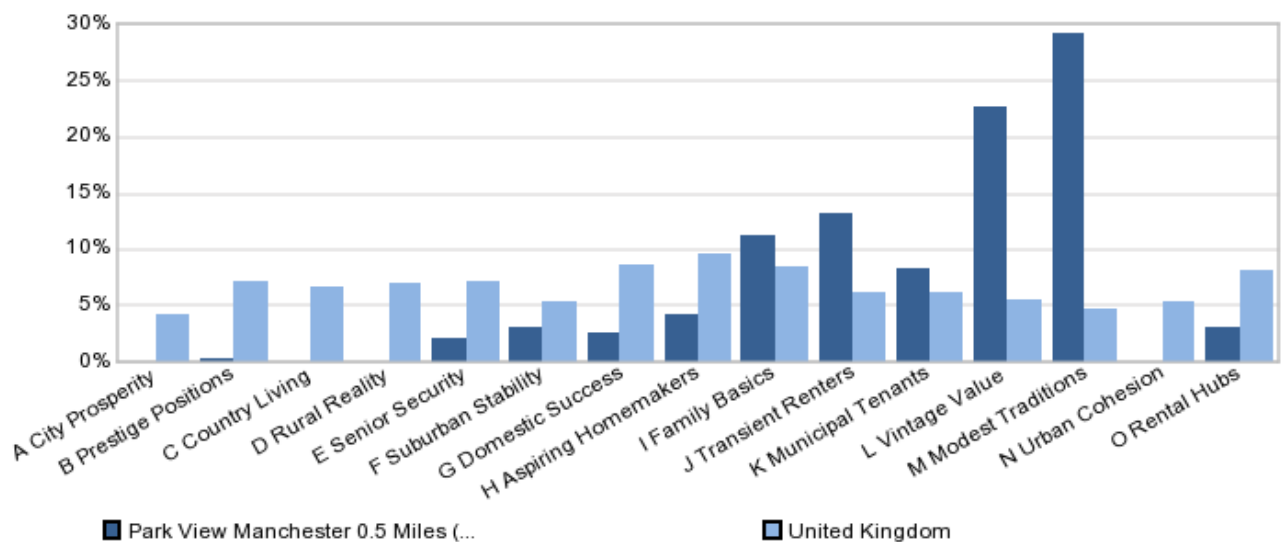
The largest group is M Modest Traditions with a count of 1,928 representing 29.18 % of the overall distribution, in comparison to the base where 4.64 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is M Modest Traditions taking up 29.18 % 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 - 29.18 %

Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

L Vintage Value - 22.67 %

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 - 13.14 %

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