Location Analyst UK

Poachers Pocket NE16 4TJ, 15 mins Demog Report

Understanding Demographics

12 October, 2020

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Describing Poachers Pocket 15 mins (15 Minutes) in relation to United Kingdom
Creation Date: October 12, 2020

Understanding the make-up of your area

	Area	Base
Total Households	245,275	28,345,190
Total Population	573,329	67,229,855
Total Males	286,448	33,173,050
Total Females	286,881	34,056,805

The current year estimates show a total resident population of 573,329 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 245,275 in your area and 28,345,190 in your base selection. This was split by 50.04 % of the population being female and 49.96 % 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	93,861	11,991,800	92
15-19	34,690	3,753,671	108
20-24	57,061	4,311,089	155
25-34	85,522	9,174,369	109
35-44	65,636	8,463,387	91
45-54	72,410	9,386,423	90
55-64	66,302	7,914,572	98
65+	97,847	12,234,544	94

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.
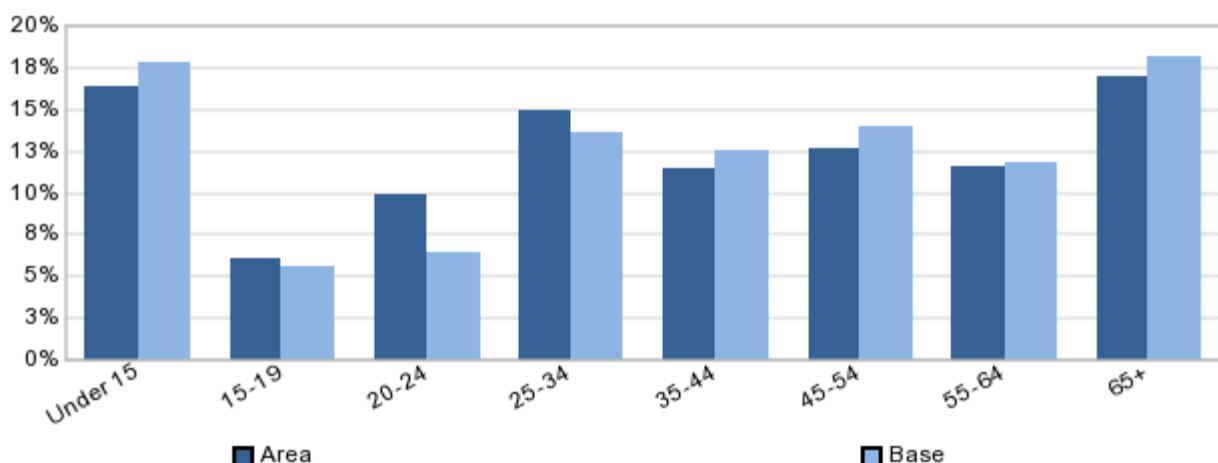
The highest proportion fall into age band 65+ with a count of 97,847 representing 17.07 % of the study area. The smallest proportion is in age band 15-19 with a count of 34,690 which represents 6.05 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 155. The band that is most under represented is 45-54 with an index of 90, 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			
				29	100	238
White	516,429	58,246,060	104			
Gypsy / Traveller / Irish Traveller	308	68,310	53			
Mixed / Multiple Ethnic Groups	6,658	1,367,158	57			
Asian / Asian British: Indian	7,231	1,559,199	54			
Asian / Asian British: Pakistani	7,434	1,239,421	70			
Asian / Asian British: Bangladeshi	5,155	505,406	120			
Asian / Asian British: Chinese	9,732	497,465	229			
Asian / Asian British: Other Asian	7,203	969,724	87			
Black / African / Caribbean / Black British	7,003	2,122,714	39			
Other Ethnic Group	6,175	654,398	111			

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:

90.08 % White
0.05 % Gypsy / Traveller / Irish Traveller
1.16 % Mixed / Multiple Ethnic Groups
1.26 % Asian / Asian British: Indian
1.30 % Asian / Asian British: Pakistani
0.90 % Asian / Asian British: Bangladeshi
1.70 % Asian / Asian British: Chinese
1.26 % Asian / Asian British: Other Asian
1.22 % Black / African / Caribbean / Black British
1.08 % 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 90.08 % of the population with a count of 516,429. 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 308, 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	85	100	115
AB Higher & intermediate manage/admin/prof	35,721	4,696,968	87			
C1 Supervisory, cleric, junior manage/admin/prof	59,956	6,510,031	105			
C2 Skilled manual workers	34,077	4,376,339	89			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	54,527	5,456,469	114			

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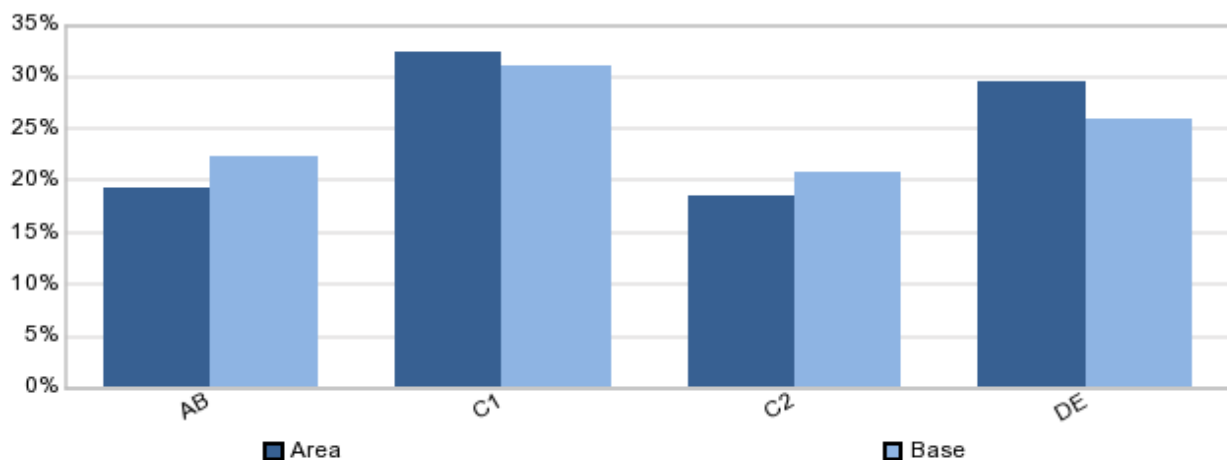
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 59,956 people falling into this group, which is 32.54 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 34,077 taking up 18.49 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 114, whereas the most under represented group is AB with an index count of 87.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	61	100	151
Employee	223,916	26,483,068	102			
Self employed with employees	7,782	1,127,682	83			
Self employed without employees	20,143	3,705,246	66			
Unemployed	10,868	1,161,572	113			
Full-time students	20,759	1,695,620	148			
Economically Inactive				74	100	150
Retired	56,963	6,618,937	87			
Student	41,038	2,838,201	147			
Looking after home/ family	16,323	2,117,295	78			
Permanently sick/ disabled	22,947	2,168,755	108			
Other	8,567	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
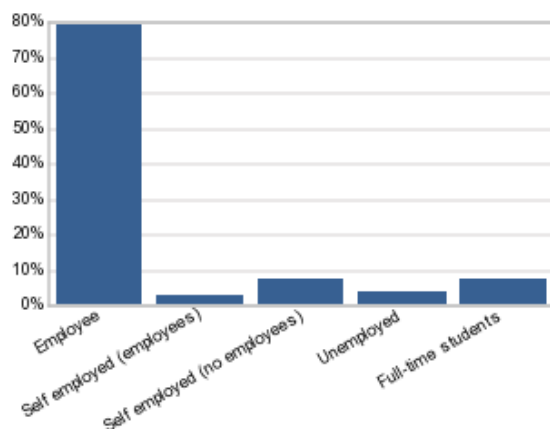
Economically Inactive - % by Category
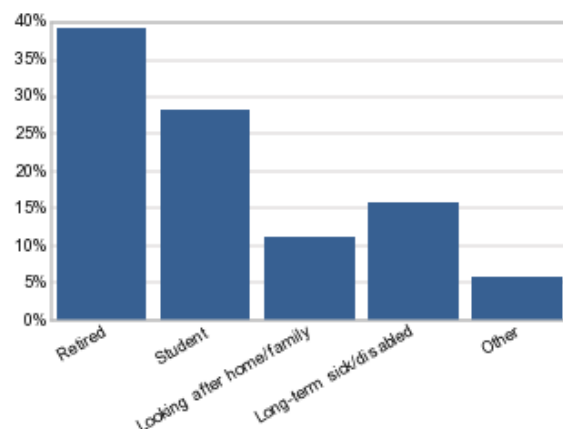
Economic activity within the study area shows that 52.16 % of the population are employed, this is 223,916 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.81 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 148, taking up 4.84 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 56,963 representing 13.27 %. The smallest inactive group is Other with 8,567 which is 2.00 %. When looking at the index values the group that is most over represented is Student with an index of 147, representing 9.56 %.

*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 36	100	130
Detached	19,146	5,385,903	41		
Semi-detached	68,547	7,344,686	108		
Bungalow	10,244	1,039,099	114		
Terraced (including end-terrace)	67,781	6,699,890	117		
Flat, maisonette or apartment	54,518	5,007,460	126		

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.
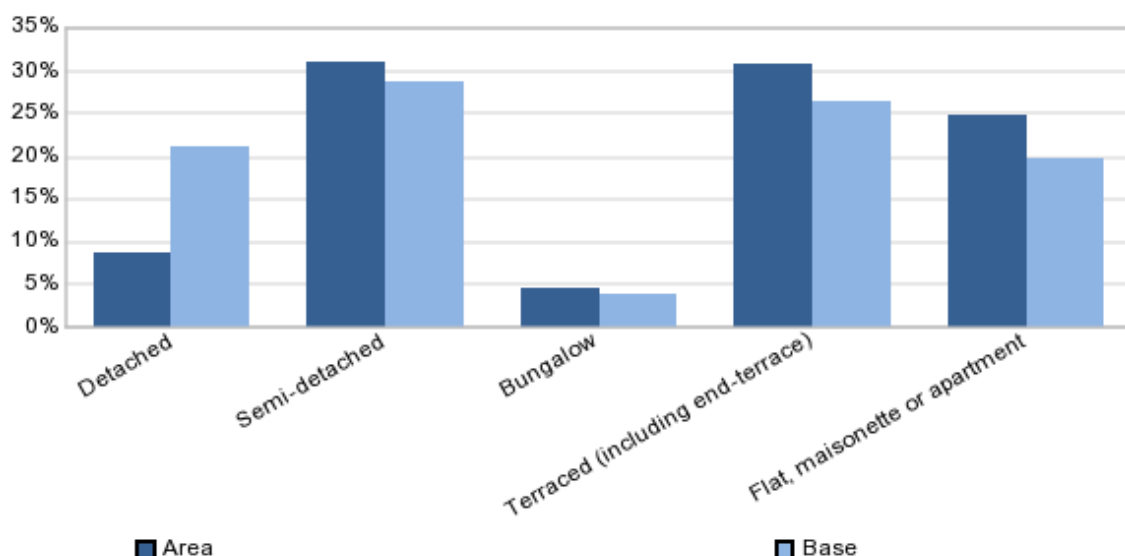
Tenure	Area	Base	Index	85	100		150
Owned (HH)	134,581	17,543,252	89				
Social Rented (HH)	63,512	4,965,267	148				
Private Rented (HH)	44,597	5,470,682	94				

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.
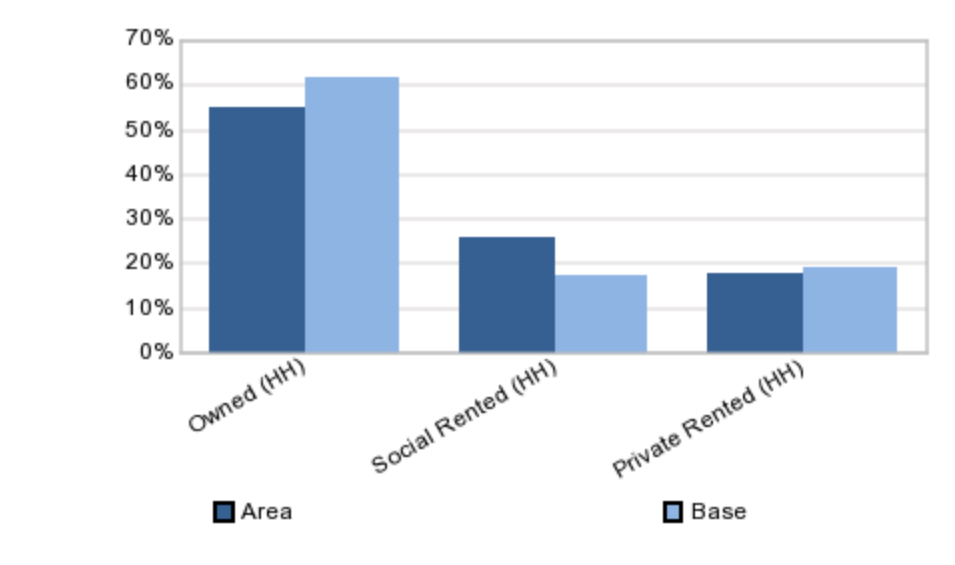
68,547 households within your area live in a Semi-detached dwelling, this is 31.12 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Bungalow dwelling, this is 10,244 households and makes up 4.65 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 126, this makes up 24.75 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 134,581 making up 54.87 %. The smallest amount fall into the Private rented at 18.18 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 148, 25.89 % of households fall into this category in the study area.

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Understanding the Household Income

Household Income	Area	Base	Index	12	100	182
£14,999 or Less	73,836	4,889,206	175			
£15,000 to £19,999	31,123	2,538,634	142			
£20,000 to £29,999	49,993	5,253,752	110			
£30,000 to £39,999	35,272	4,304,210	95			
£40,000 to £49,999	21,832	3,318,086	76			
£50,000 to £59,999	11,889	2,106,080	65			
£60,000 to £69,999	7,223	1,573,962	53			
£70,000 to £99,999	9,187	2,469,683	43			
£100,000 to £149,999	3,772	1,215,381	36			
£150,000 or Over	1,148	676,196	20			

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.

Legend: ■ Area   □ Base
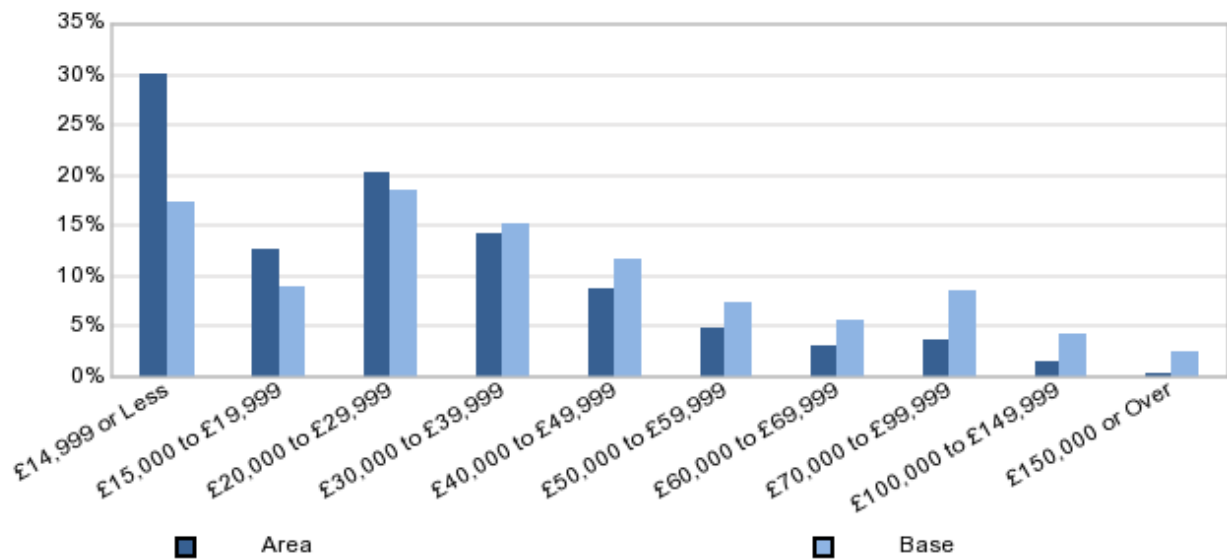
104,958 households within your area have an income of £19,999 or less, this forms 42.79 % of the overall distribution. The smallest count is 1,148 and these fall into household income band £150,000 or Over making up 0.47 %. When using your base as a comparison, most households fall into the income band £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 30.10 % with an index of 175, the most under represented banding is £150,000 or Over with a figure of 20 making up 0.47 % 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
A City Prosperity	4,433	2,849,374	18
B Prestige Positions	26,122	4,798,133	64
C Country Living	3,287	4,432,229	9
D Rural Reality	4,656	4,656,104	12
E Senior Security	48,365	4,767,632	119
F Suburban Stability	36,255	3,634,847	117
G Domestic Success	32,456	5,770,639	66
H Aspiring Homemakers	43,315	6,440,418	79
I Family Basics	67,600	5,687,500	139
J Transient Renters	54,650	4,160,345	154
K Municipal Tenants	54,499	4,149,642	154
L Vintage Value	60,160	3,692,978	191
M Modest Traditions	40,698	3,121,382	153
N Urban Cohesion	13,008	3,547,766	43
O Rental Hubs	83,824	5,518,789	178
Totals	573,329	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.

Poachers Pocket 15 mins (15 Mi...   United Kingdom
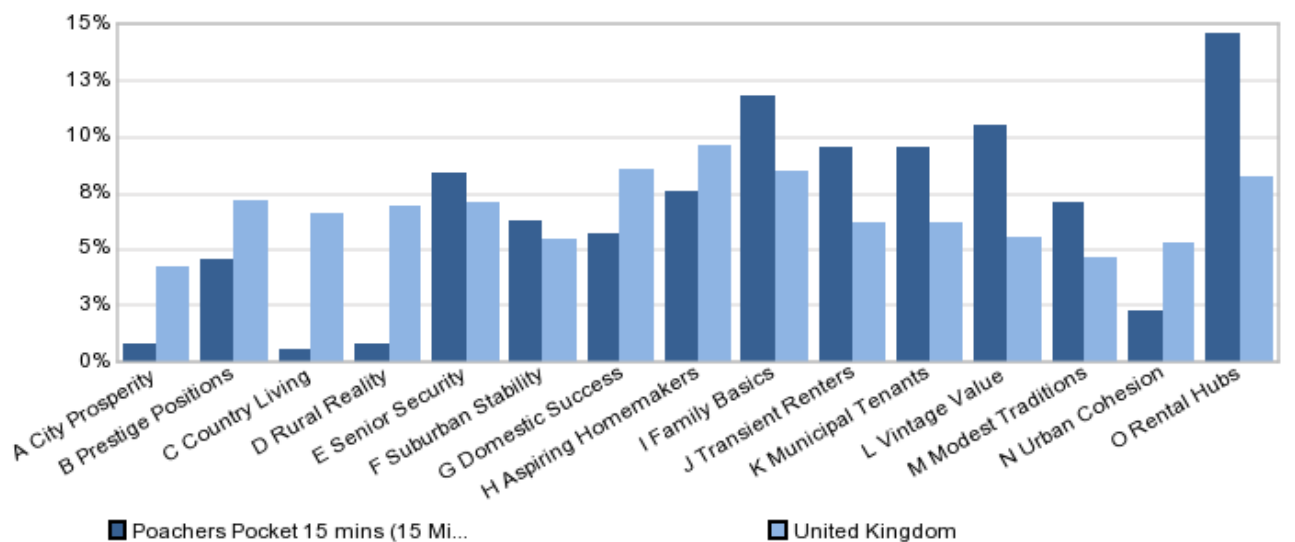
The largest group is O Rental Hubs with a count of 83,824 representing 14.62 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is C Country Living with a count of 3,287 which represents 0.57 %. The index* figures indicate that the most over represented group is L Vintage Value taking up 10.49 % of the target area. In contrast the most under represented group is C Country Living with just 0.57 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 14.62 %

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

I Family Basics - 11.79 %

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

L Vintage Value - 10.49 %

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