

Location Analyst

UK



## Quays Darlington Demog Report 0.5 Miles

### Understanding Demographics

25 September, 2020

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Describing Quays Darlington 0.5 Miles (0.5 Miles) in relation to United Kingdom  
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## Understanding the make-up of your area

	Area	Base
Total Households	4,153	28,345,190
Total Population	8,406	67,229,855
Total Males	4,330	33,173,050
Total Females	4,076	34,056,805

The current year estimates show a total resident population of 8,406 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,153 in your area and 28,345,190 in your base selection. This was split by 48.49 % of the population being female and 51.51 % being male in the study area.

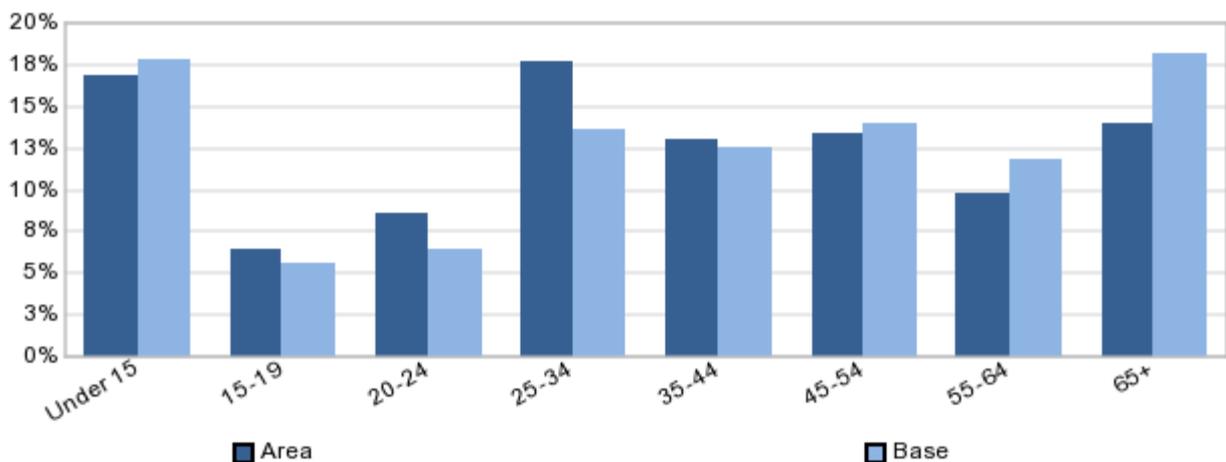
Source: Experian Current year estimates (Mid-year 2018 ).

## Understanding who lives in your area

Age Bands	Area	Base	Index		
			74	100	135
Under 15	1,426	11,991,800	95		
15-19	540	3,753,671	115		
20-24	718	4,311,089	133		
25-34	1,492	9,174,369	130		
35-44	1,098	8,463,387	104		
45-54	1,126	9,386,423	96		
55-64	831	7,914,572	84		
65+	1,175	12,234,544	77		

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 1,492 representing 17.75 % of the study area. The smallest proportion is in age band 15-19 with a count of 540 which represents 6.43 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 133. The band that is most under represented is 65+ with an index of 77, 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	7,543	58,246,060	104
Gypsy / Traveller / Irish Traveller	26	68,310	304
Mixed / Multiple Ethnic Groups	117	1,367,158	69
Asian / Asian British: Indian	116	1,559,199	60
Asian / Asian British: Pakistani	43	1,239,421	28
Asian / Asian British: Bangladeshi	303	505,406	479
Asian / Asian British: Chinese	61	497,465	98
Asian / Asian British: Other Asian	89	969,724	73
Black / African / Caribbean / Black British	76	2,122,714	29
Other Ethnic Group	31	654,398	38

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:

89.74 % White	86.64 % White
0.31 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.40 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.38 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.51 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
3.60 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.73 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.06 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.91 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.37 % Other Ethnic Group	0.97 % Other Ethnic Group

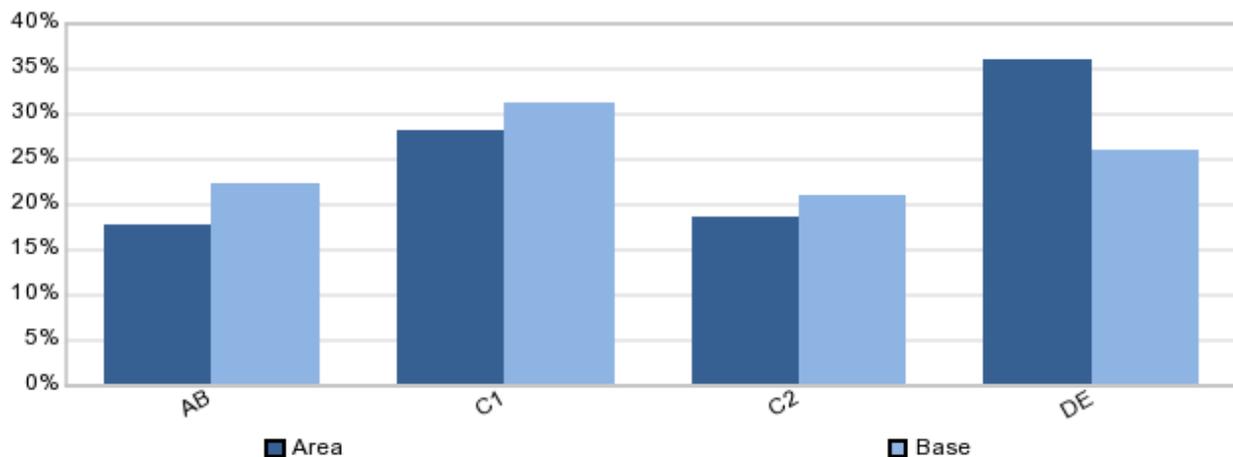
In the study area the largest ethnic group is White taking up 89.74 % of the population with a count of 7,543. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 26, 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	582	4,696,968	79
C1 Supervisory, cleric, junior manage/admin/prof	932	6,510,031	91
C2 Skilled manual workers	610	4,376,339	89
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,181	5,456,469	138

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 1,181 people falling into this group, which is 35.73 % of the overall distribution. The smallest proportion falls into grade AB with a count of 582 taking up 17.61 %. When comparing this to the selected base the most over represented grade is DE with an index\* count of 138, whereas the most under represented group is AB with an index count of 79.

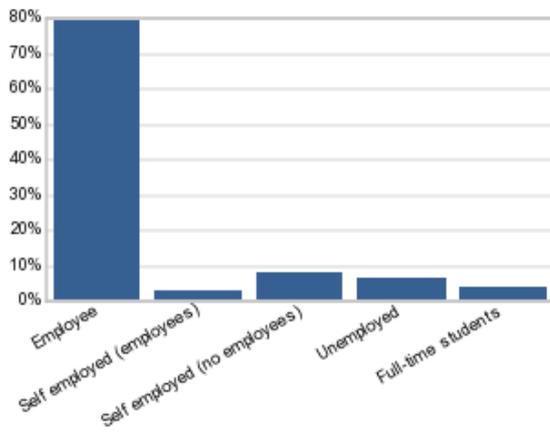
## Understanding the Economic Activity

Economically Active	Area	Base	Index	67	100	192
Employee	3,430	26,483,068	102			
Self employed with employees	134	1,127,682	93		■	
Self employed without employees	347	3,705,246	74		■	
Unemployed	277	1,161,572	187		■	
Full-time students	165	1,695,620	77		■	
Economically Inactive				71	100	177
Retired	645	6,618,937	76		■	
Student	278	2,838,201	77		■	
Looking after home/ family	292	2,117,295	108		■	
Permanently sick/ disabled	478	2,168,755	173		■	
Other	199	1,076,085	145		■	

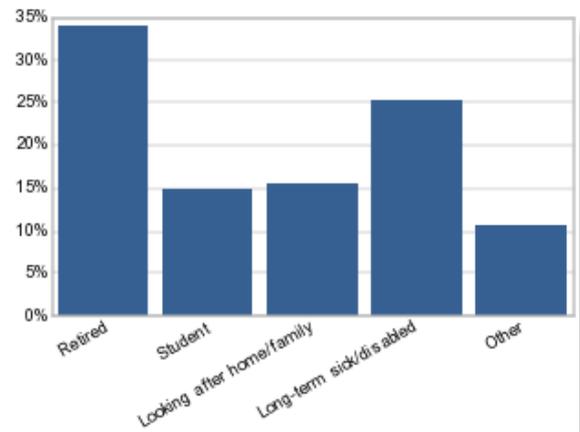
Source: Experian Current Year Estimates based on ONS Census Data ( 2018 ).

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 54.93 % of the population are employed, this is 3,430 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.14 %, 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 187, taking up 4.43 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 645 representing 10.32 %. The smallest inactive group is Other with 199 which is 3.19 %. When looking at the index values the group that is most over represented is Other with an index of 145, representing 3.19 %.

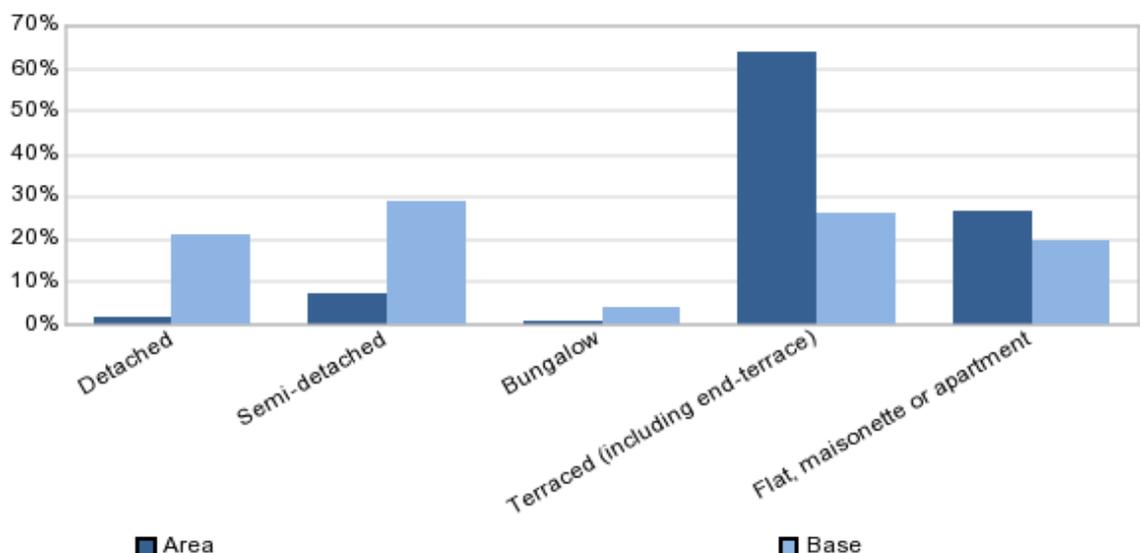
\*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

## Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	62	5,385,903	8
Semi-detached	256	7,344,686	25
Bungalow	26	1,039,099	18
Terraced (including end-terrace)	2,266	6,699,890	242
Flat, maisonette or apartment	952	5,007,460	136

Source: Experian ConsumerView Household Directory 2019 .

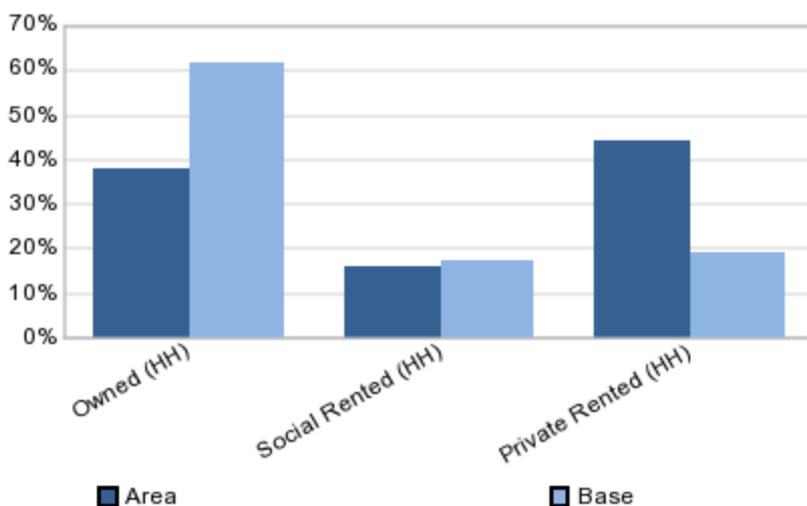
Chart explanation: The chart above represents the Index\* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,583	17,543,252	62
Social Rented (HH)	675	4,965,267	93
Private Rented (HH)	1,839	5,470,682	229

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.



256 households within your area live in a Semi-detached dwelling, this is 7.19 %. 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 26 households and makes up 0.72 %. When analysing the index\* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 242, this makes up 63.61 % in the study area.

When considering the tenure of households we can see that the largest proportion are Private rented with a figure of 1,839 making up 44.28 %. The smallest amount fall into the Social rented at 16.26 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 229, 44.28 % of households fall into this category in the study area.

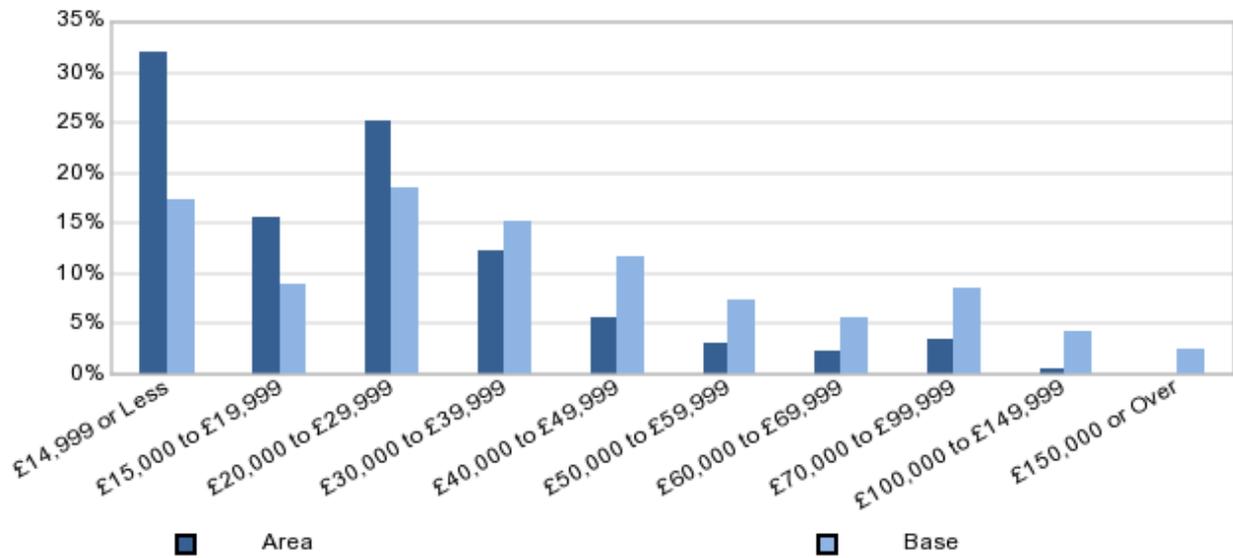
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## Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,327	4,889,206	185
£15,000 to £19,999	649	2,538,634	174
£20,000 to £29,999	1,045	5,253,752	136
£30,000 to £39,999	504	4,304,210	80
£40,000 to £49,999	236	3,318,086	49
£50,000 to £59,999	122	2,106,080	40
£60,000 to £69,999	93	1,573,962	40
£70,000 to £99,999	152	2,469,683	42
£100,000 to £149,999	23	1,215,381	13
£150,000 or Over	1	676,196	1

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.



1,976 households within your area have an income of £19,999 or less, this forms 47.58 % of the overall distribution. The smallest count is 1 and these fall into household income band £150,000 or Over making up 0.04 %. 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 £14,999 or less is over represented making up 31.96 % with an index of 185, the most under represented banding is £150,000 or Over with a figure of 1 making up 0.04 % 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.

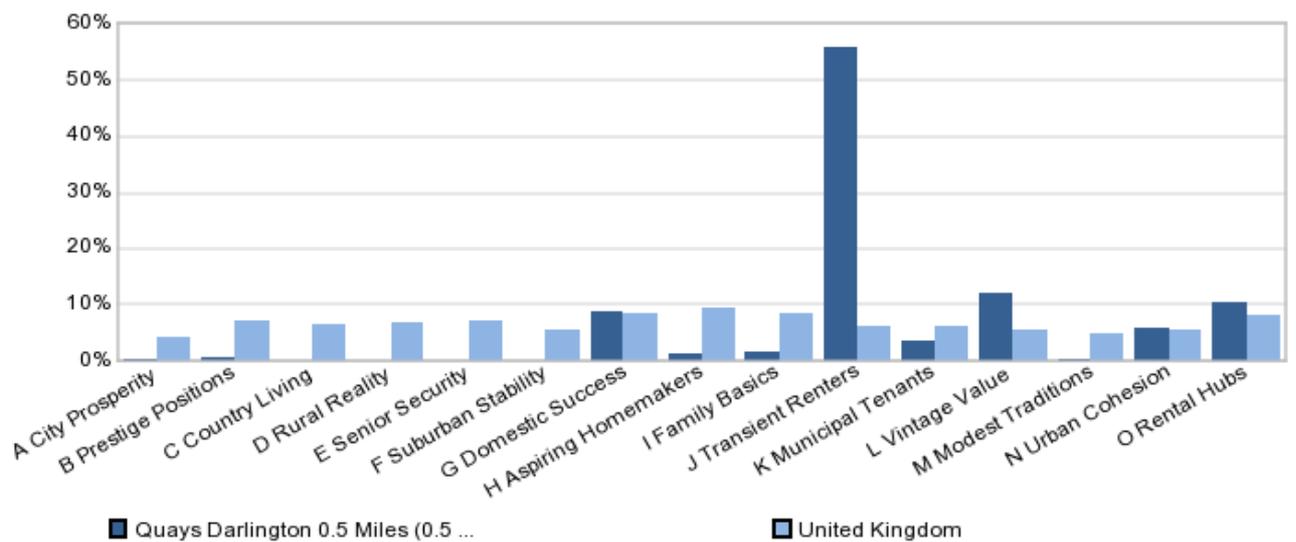
## Understanding the residential profile by Mosaic UK 6

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 <small>-44/100</small>	944
A City Prosperity	35	2,849,374	10	
B Prestige Positions	41	4,798,133	7	
C Country Living	0	4,432,229	0	
D Rural Reality	0	4,656,104	0	
E Senior Security	0	4,767,632	0	
F Suburban Stability	0	3,634,847	0	
G Domestic Success	739	5,770,639	102	
H Aspiring Homemakers	116	6,440,418	14	
I Family Basics	140	5,687,500	20	
J Transient Renters	4,677	4,160,345	899	
K Municipal Tenants	285	4,149,642	55	
L Vintage Value	999	3,692,978	216	
M Modest Traditions	19	3,121,382	5	
N Urban Cohesion	484	3,547,766	109	
O Rental Hubs	870	5,518,789	126	
Totals	8,406	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 J Transient Renters with a count of 4,677 representing 55.64 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 55.64 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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## Understanding the top three Mosaic UK 6 Groups

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### J Transient Renters - 55.64 %



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

### L Vintage Value - 11.89 %



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

### O Rental Hubs - 10.34 %



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