Location Analyst UK

Swan CM7 1UL 0.5 miles Demog Report

Understanding Demographics

13 October, 2020

Contents

Describing Swan CM7 1UL 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	5,045	28,345,190
Total Population	10,748	67,229,855
Total Males	5,260	33,173,050
Total Females	5,488	34,056,805

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

The current year estimates show a total resident population of 10,748 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 5,045 in your area and 28,345,190 in your base selection. This was split by 51.06 % of the population being female and 48.94 % being male in the study area.

Understanding who lives in your area

Age Bands	Area	Base	Index	82 100 135
Under 15	1,732	11,991,800	90	
15-19	539	3,753,671	90	
20-24	772	4,311,089	112	
25-34	1,951	9,174,369	133	
35-44	1,281	8,463,387	95	
45-54	1,388	9,386,423	93	
55-64	1,074	7,914,572	85	
65+	2,012	12,234,544	103	

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.
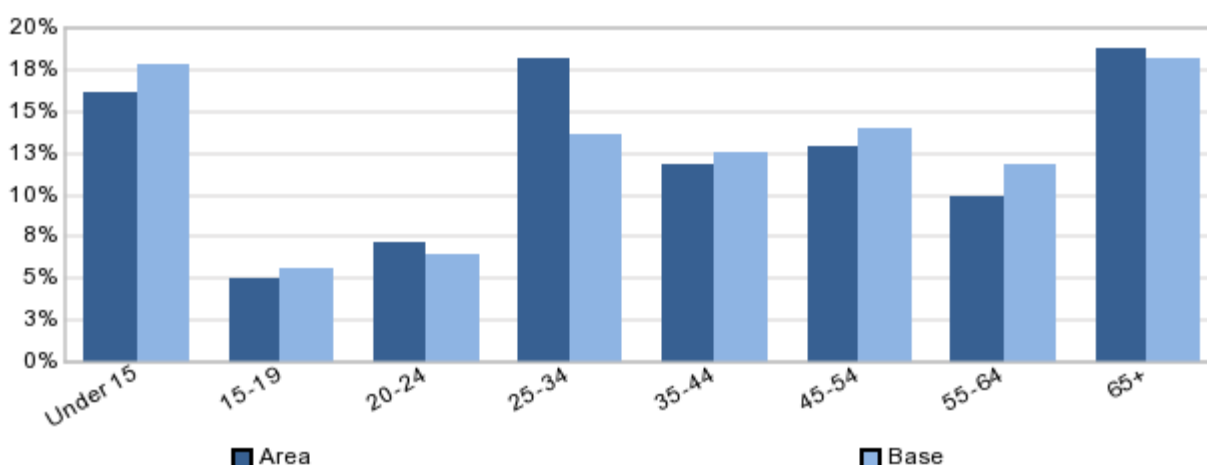
The highest proportion fall into age band 65+ with a count of 2,012 representing 18.72 % of the study area. The smallest proportion is in age band 15-19 with a count of 539 which represents 5.02 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 133. The band that is most under represented is 55-64 with an index of 85, 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	8	100	159
White	10,054	58,246,060	108			
Gypsy / Traveller / Irish Traveller	17	68,310	153			
Mixed / Multiple Ethnic Groups	215	1,367,158	98			
Asian / Asian British: Indian	74	1,559,199	30			
Asian / Asian British: Pakistani	31	1,239,421	16			
Asian / Asian British: Bangladeshi	27	505,406	34			
Asian / Asian British: Chinese	55	497,465	69			
Asian / Asian British: Other Asian	71	969,724	46			
Black / African / Caribbean / Black British	170	2,122,714	50			
Other Ethnic Group	34	654,398	32			

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:

93.55 % White
0.16 % Gypsy / Traveller / Irish Traveller
2.00 % Mixed / Multiple Ethnic Groups
0.69 % Asian / Asian British: Indian
0.29 % Asian / Asian British: Pakistani
0.25 % Asian / Asian British: Bangladeshi
0.51 % Asian / Asian British: Chinese
0.66 % Asian / Asian British: Other Asian
1.58 % Black / African / Caribbean / Black British
0.31 % 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 93.55 % of the population with a count of 10,054. 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 17, 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	69	100	120
AB Higher & intermediate manage/admin/prof	617	4,696,968	72			
C1 Supervisory, cleric, junior manage/admin/prof	1,256	6,510,031	106			
C2 Skilled manual workers	942	4,376,339	118			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,011	5,456,469	102			

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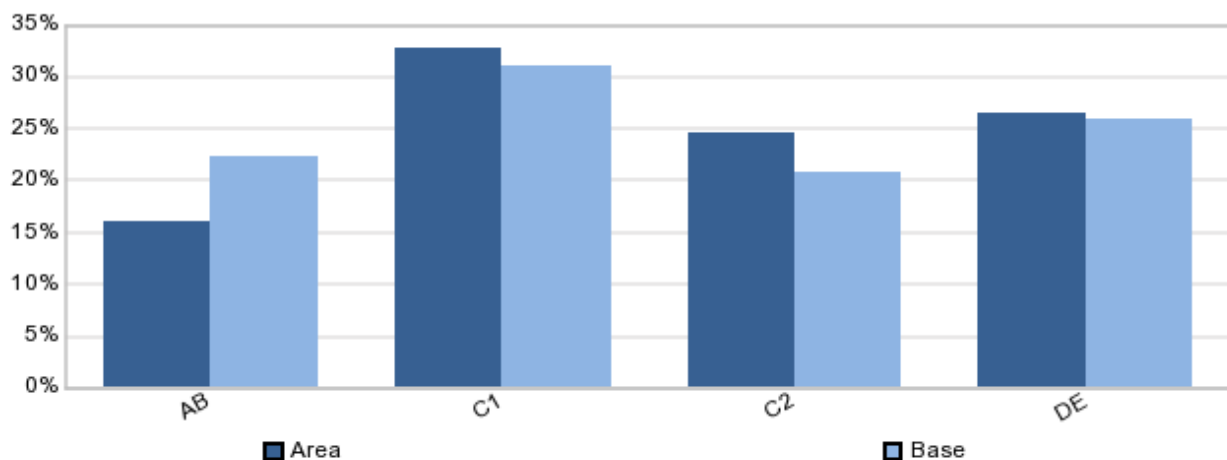
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 1,256 people falling into this group, which is 32.82 % of the overall distribution. The smallest proportion falls into grade AB with a count of 617 taking up 16.13 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 118, whereas the most under represented group is AB with an index count of 72.

Understanding the Economic Activity

| Economically Active	Area	Base	Index 53	100 108
Employee	4,729	26,483,068	104	
Self employed with employees	138	1,127,682	71	
Self employed without employees	627	3,705,246	99	
Unemployed	212	1,161,572	106	
Full-time students	164	1,695,620	56	
Economically Inactive			50	100 122
Retired	923	6,618,937	106	
Student	202	2,838,201	54	
Looking after home/ family	334	2,117,295	120	
Permanently sick/ disabled	329	2,168,755	115	
Other	165	1,076,085	117	

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
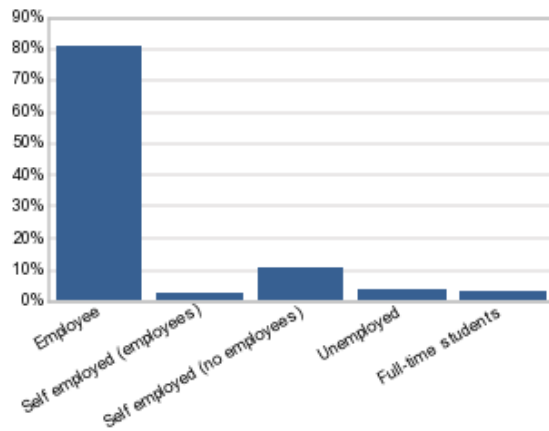
Economically Inactive - % by Category
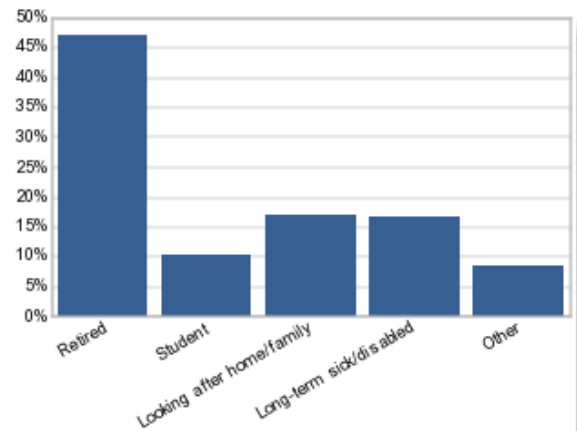
Economic activity within the study area shows that 60.45 % of the population are employed, this is 4,729 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.76 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Unemployed with an index of 106, taking up 2.71 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 923 representing 11.80 %. The smallest inactive group is Other with 165 which is 2.11 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 120, representing 4.27 %.

*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	41	100	176
Detached	433	5,385,903	48			
Semi-detached	1,254	7,344,686	102			
Bungalow	115	1,039,099	66			
Terraced (including end-terrace)	1,035	6,699,890	92			
Flat, maisonette or apartment	1,426	5,007,460	170			

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.
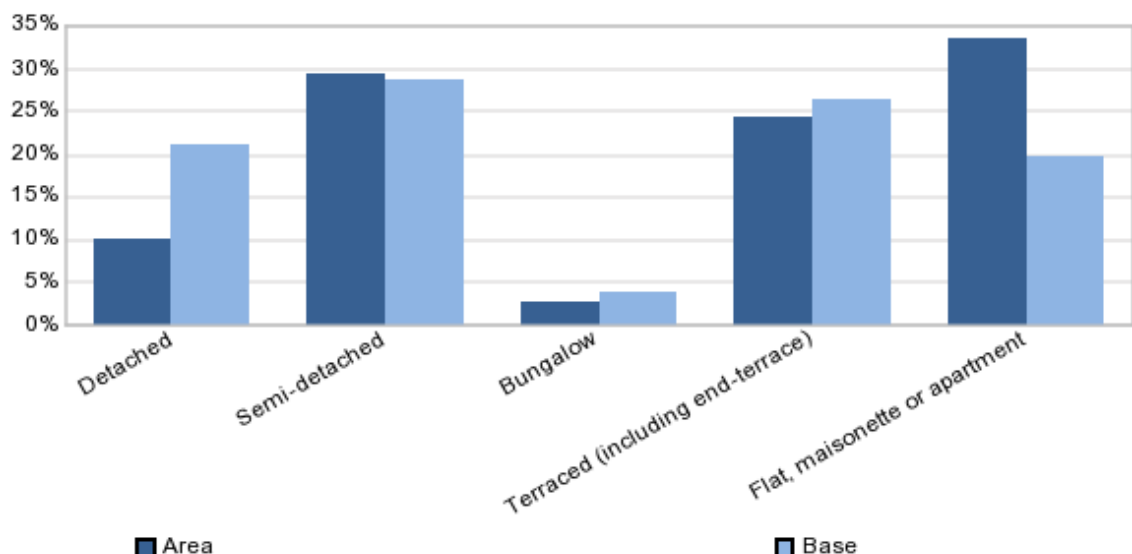
Tenure	Area	Base	Index 76 100 175
Owned (HH)	2,535	17,543,252	81
Social Rented (HH)	808	4,965,267	91
Private Rented (HH)	1,664	5,470,682	171

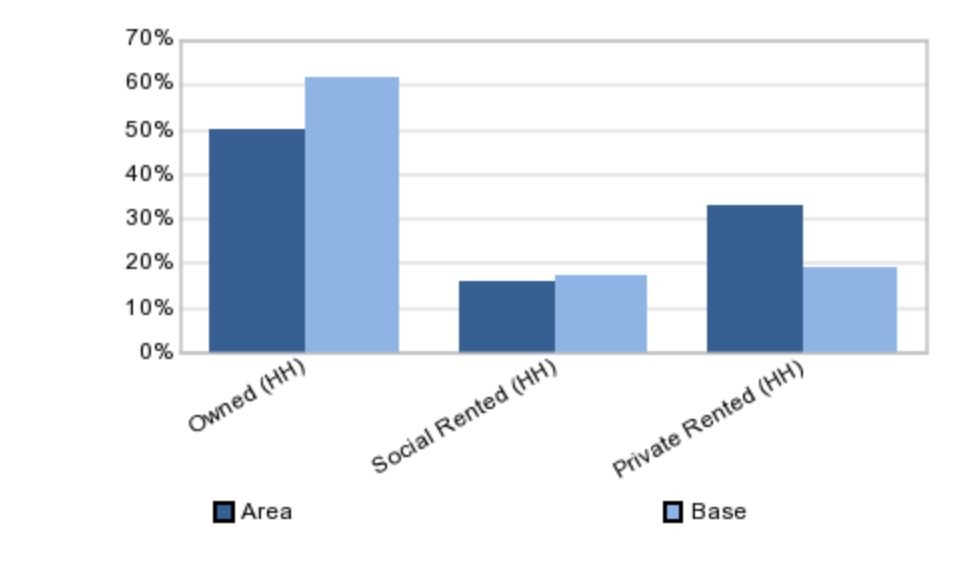Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

1,254 households within your area live in a Semi-detached dwelling, this is 29.41 %. 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 115 households and makes up 2.69 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 170, this makes up 33.45 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,535 making up 50.25 %. The smallest amount fall into the Social rented at 16.02 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 171, 32.98 % of households fall into this category in the study area.
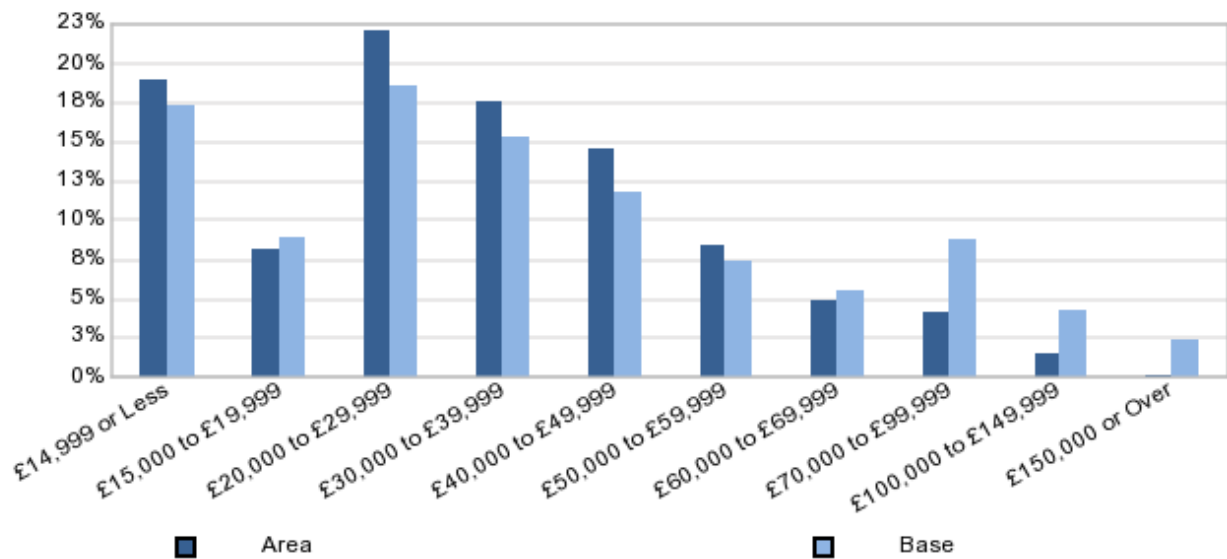
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Understanding the Household Income

Household Income	Area	Base	Index 0 100 130
£14,999 or Less	960	4,889,206	110
£15,000 to £19,999	408	2,538,634	90
£20,000 to £29,999	1,112	5,253,752	119
£30,000 to £39,999	882	4,304,210	115
£40,000 to £49,999	735	3,318,086	124
£50,000 to £59,999	419	2,106,080	112
£60,000 to £69,999	247	1,573,962	88
£70,000 to £99,999	205	2,469,683	47
£100,000 to £149,999	73	1,215,381	34
£150,000 or Over	5	676,196	4

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 (dark blue), Base (light blue)

Income bands: £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

1,368 households within your area have an income of £19,999 or less, this forms 27.11 % of the overall distribution. The smallest count is 5 and these fall into household income band £150,000 or Over making up 0.10 %. 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 £40,000 to £49,999 is over represented making up 14.57 % with an index of 124, the most under represented banding is £150,000 or Over with a figure of 4 making up 0.10 % 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	-16	100	343
A City Prosperity	0	2,849,374	0			
B Prestige Positions	340	4,798,133	44			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	1,031	4,767,632	135			
F Suburban Stability	654	3,634,847	113			
G Domestic Success	763	5,770,639	83			
H Aspiring Homemakers	1,591	6,440,418	155			
I Family Basics	793	5,687,500	87			
J Transient Renters	1,287	4,160,345	194			
K Municipal Tenants	195	4,149,642	29			
L Vintage Value	1,065	3,692,978	180			
M Modest Traditions	141	3,121,382	28			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	2,887	5,518,789	327			
Totals	10,748	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.

Swan CM7 1UL 0.5 miles (0.5 Mi...   United Kingdom
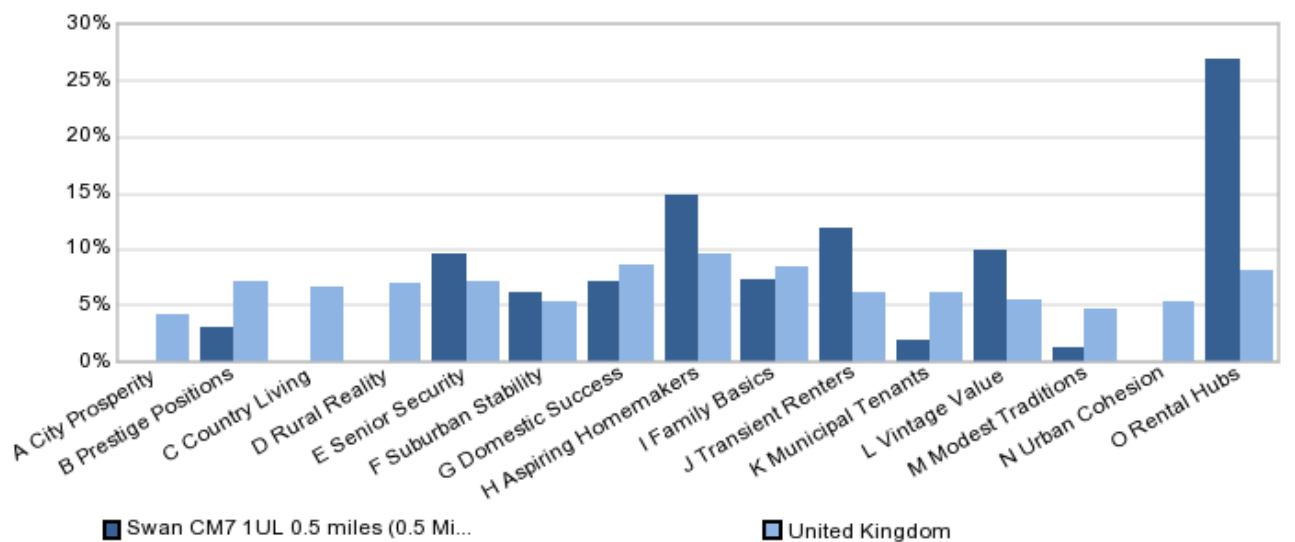
The largest group is O Rental Hubs with a count of 2,887 representing 26.87 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is A City Prosperity with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 26.87 % 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

O Rental Hubs - 26.87 %

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

H Aspiring Homemakers - 14.81 %

Younger households settling down in housing priced within their means.

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

J Transient Renters - 11.97 %

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