

Location Analyst

UK



Bell & Bucket, North Shields Demog Report 0.5 M

Understanding Demographics

17 September, 2020

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Describing Bell & Bucket, North Shields 0.5 miles (0.5 Miles) in relation to United Kingdom
 Creation Date: September 17, 2020

Understanding the make-up of your area

	Area	Base
Total Households	5,322	28,345,190
Total Population	9,476	67,229,855
Total Males	4,793	33,173,050
Total Females	4,683	34,056,805

The current year estimates show a total resident population of 9,476 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 5,322 in your area and 28,345,190 in your base selection. This was split by 49.42 % of the population being female and 50.58 % being male in the study area.

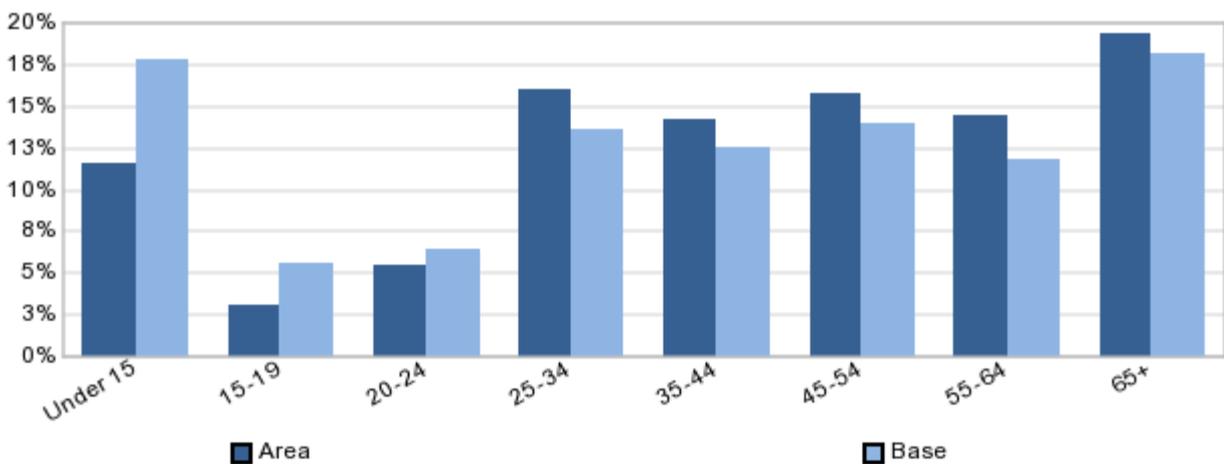
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,093	11,991,800	65
15-19	290	3,753,671	55
20-24	523	4,311,089	86
25-34	1,520	9,174,369	118
35-44	1,347	8,463,387	113
45-54	1,490	9,386,423	113
55-64	1,376	7,914,572	123
65+	1,838	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 1,838 representing 19.39 % of the study area. The smallest proportion is in age band 15-19 with a count of 290 which represents 3.06 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 123. The band that is most under represented is 15-19 with an index of 55, 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	9,151	58,246,060	111
Gypsy / Traveller / Irish Traveller	0	68,310	0
Mixed / Multiple Ethnic Groups	131	1,367,158	68
Asian / Asian British: Indian	37	1,559,199	17
Asian / Asian British: Pakistani	9	1,239,421	5
Asian / Asian British: Bangladeshi	15	505,406	21
Asian / Asian British: Chinese	41	497,465	58
Asian / Asian British: Other Asian	26	969,724	19
Black / African / Caribbean / Black British	36	2,122,714	12
Other Ethnic Group	30	654,398	33

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:

96.57 % White	86.64 % White
0.00 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.38 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.39 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.09 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.16 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.43 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.27 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.38 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.32 % Other Ethnic Group	0.97 % Other Ethnic Group

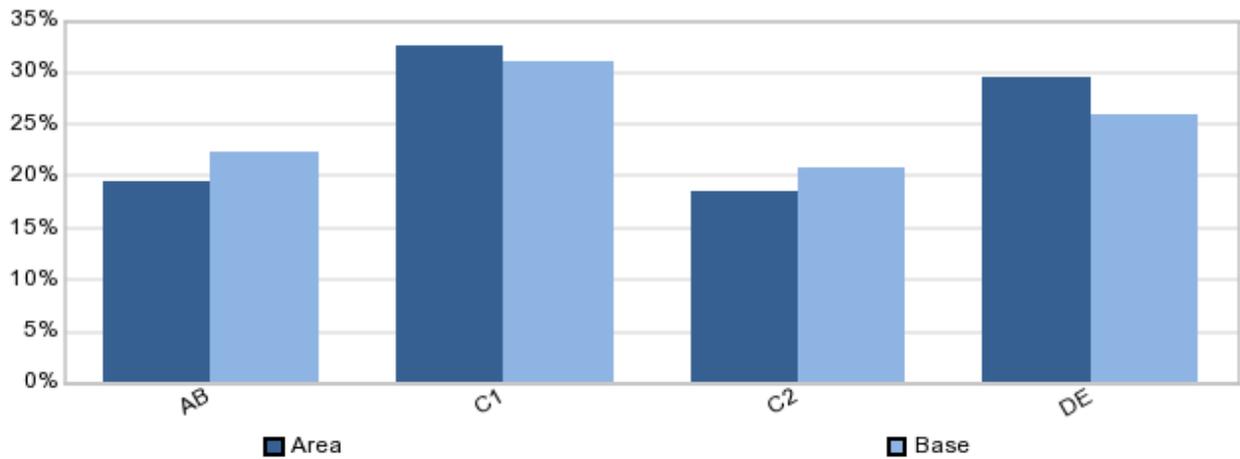
In the study area the largest ethnic group is White taking up 96.57 % of the population with a count of 9,151. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 0, 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	788	4,696,968	87
C1 Supervisory, cleric, junior manage/admin/prof	1,322	6,510,031	105
C2 Skilled manual workers	747	4,376,339	88
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,200	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 1,322 people falling into this group, which is 32.59 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 747 taking up 18.40 %. 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

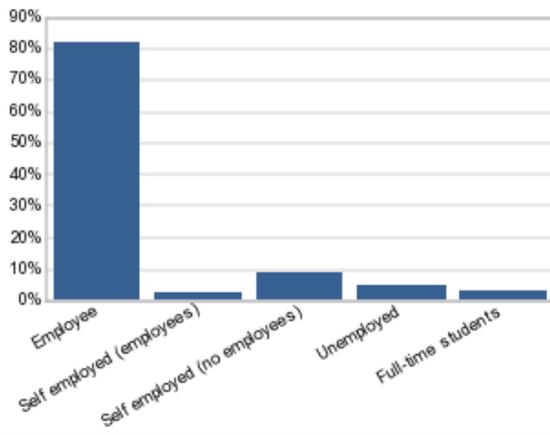
Economically Active	Area	Base	Index
Employee	4,328	26,483,068	105
Self employed with employees	105	1,127,682	60
Self employed without employees	452	3,705,246	79
Unemployed	254	1,161,572	141
Full-time students	169	1,695,620	64

Economically Inactive	Area	Base	Index
Retired	1,071	6,618,937	111
Student	186	2,838,201	45
Looking after home/ family	208	2,117,295	67
Permanently sick/ disabled	526	2,168,755	167
Other	166	1,076,085	106

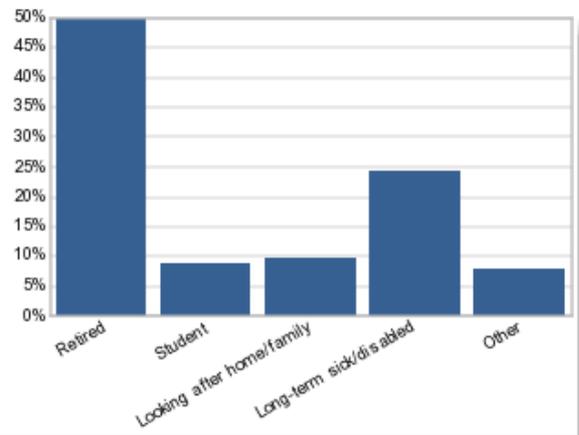
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 57.97 % of the population are employed, this is 4,328 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.41 %, 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 141, taking up 3.40 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,071 representing 14.35 %. The smallest inactive group is Other with 166 which is 2.23 %. When looking at the index values the group that is most over represented is Retired with an index of 111, representing 14.35 %.

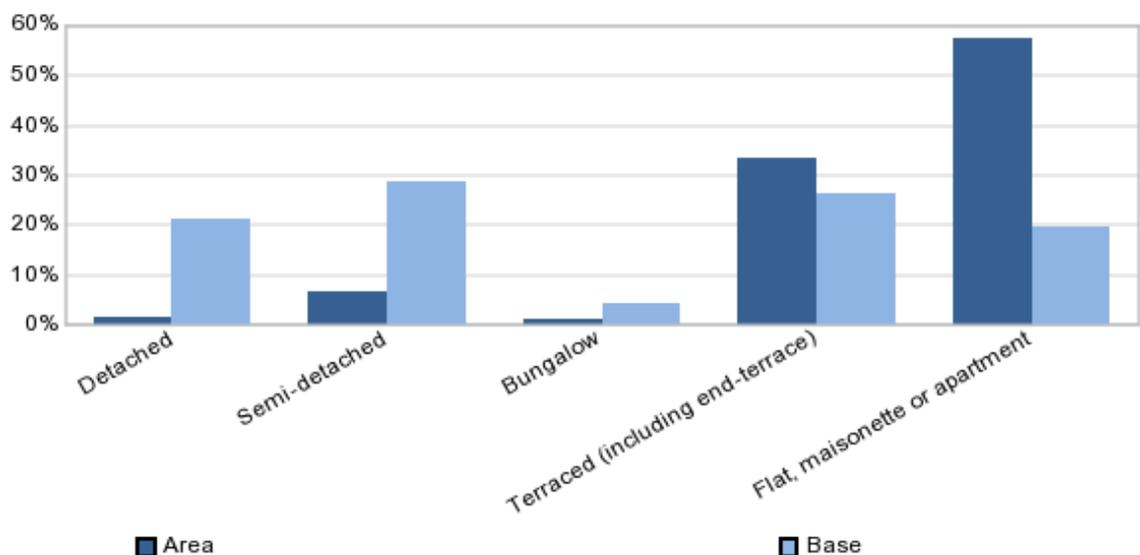
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	66	5,385,903	7
Semi-detached	317	7,344,686	24
Bungalow	43	1,039,099	23
Terraced (including end-terrace)	1,501	6,699,890	127
Flat, maisonette or apartment	2,583	5,007,460	291

Source: Experian ConsumerView Household Directory 2019 .

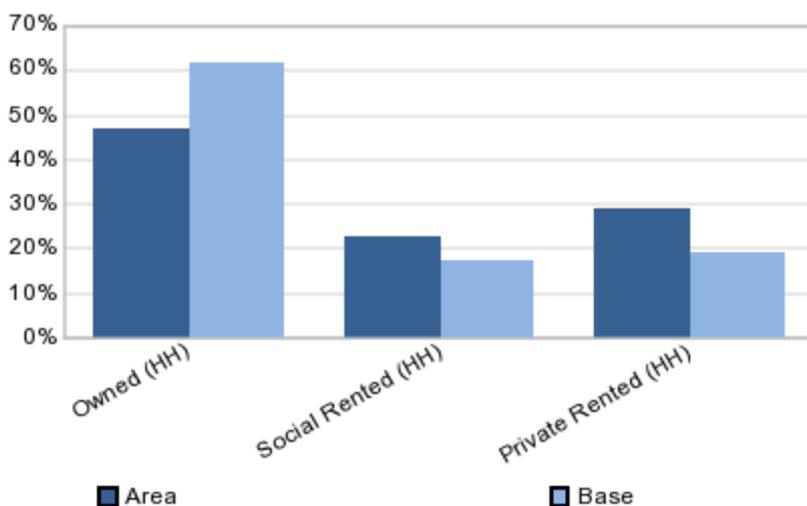
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	2,488	17,543,252	76
Social Rented (HH)	1,212	4,965,267	130
Private Rented (HH)	1,560	5,470,682	152

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.



317 households within your area live in a Semi-detached dwelling, this is 7.02 %. 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 43 households and makes up 0.96 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 291, this makes up 57.27 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,488 making up 46.75 %. The smallest amount fall into the Social rented at 22.78 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 152, 29.31 % of households fall into this category in the study area.

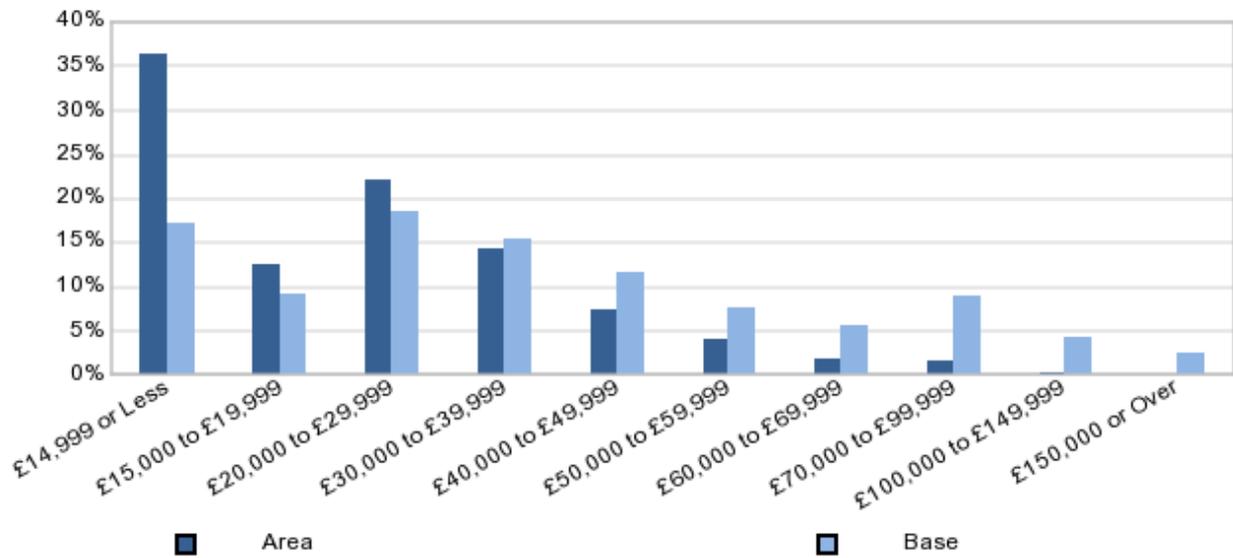
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,929	4,889,206	210
£15,000 to £19,999	669	2,538,634	140
£20,000 to £29,999	1,178	5,253,752	119
£30,000 to £39,999	755	4,304,210	93
£40,000 to £49,999	394	3,318,086	63
£50,000 to £59,999	219	2,106,080	55
£60,000 to £69,999	97	1,573,962	33
£70,000 to £99,999	75	2,469,683	16
£100,000 to £149,999	6	1,215,381	3
£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.



2,599 households within your area have an income of £19,999 or less, this forms 48.83 % 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 36.25 % with an index of 210, 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.

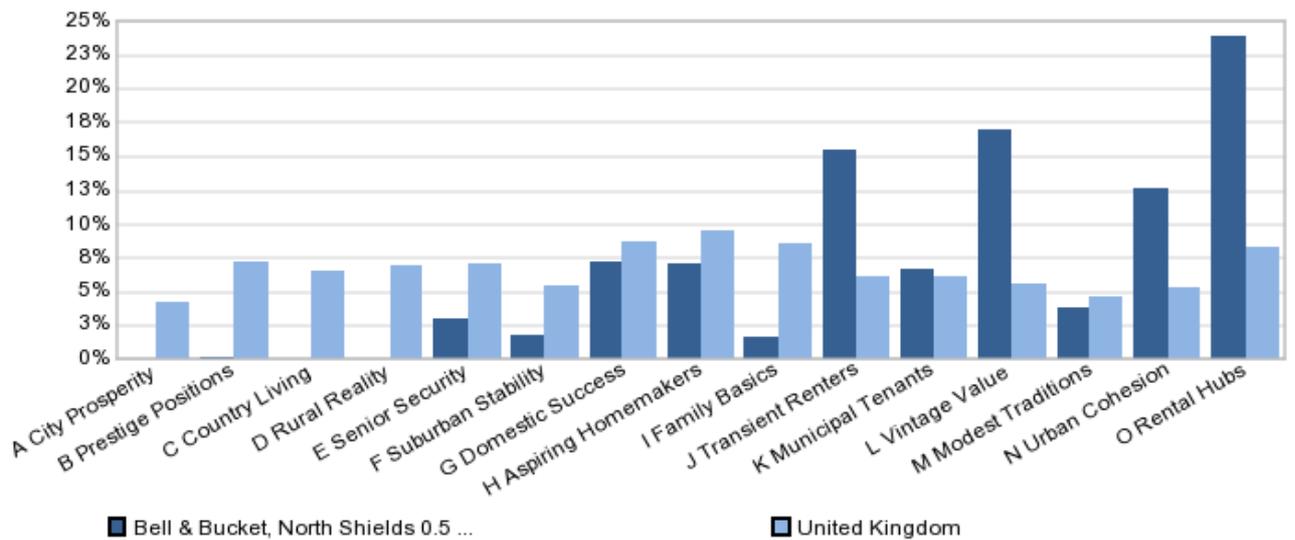
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	0	2,849,374	0
B Prestige Positions	8	4,798,133	1
C Country Living	0	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	281	4,767,632	42
F Suburban Stability	158	3,634,847	31
G Domestic Success	685	5,770,639	84
H Aspiring Homemakers	672	6,440,418	74
I Family Basics	144	5,687,500	18
J Transient Renters	1,460	4,160,345	249
K Municipal Tenants	636	4,149,642	109
L Vintage Value	1,610	3,692,978	309
M Modest Traditions	359	3,121,382	82
N Urban Cohesion	1,192	3,547,766	238
O Rental Hubs	2,271	5,518,789	292
Totals	9,476	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 2,271 representing 23.96 % 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 L Vintage Value taking up 16.99 % 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 - 23.96 %



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

L Vintage Value - 16.99 %



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 - 15.41 %



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