

Location Analyst

UK



Bulls Head, Buxton Demographic Report 0.5 Miles

Understanding Demographics

17 September, 2020

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Describing Bulls Head, Buxton 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	2,941	28,345,190
Total Population	6,877	67,229,855
Total Males	3,353	33,173,050
Total Females	3,524	34,056,805

The current year estimates show a total resident population of 6,877 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,941 in your area and 28,345,190 in your base selection. This was split by 51.24 % of the population being female and 48.76 % being male in the study area.

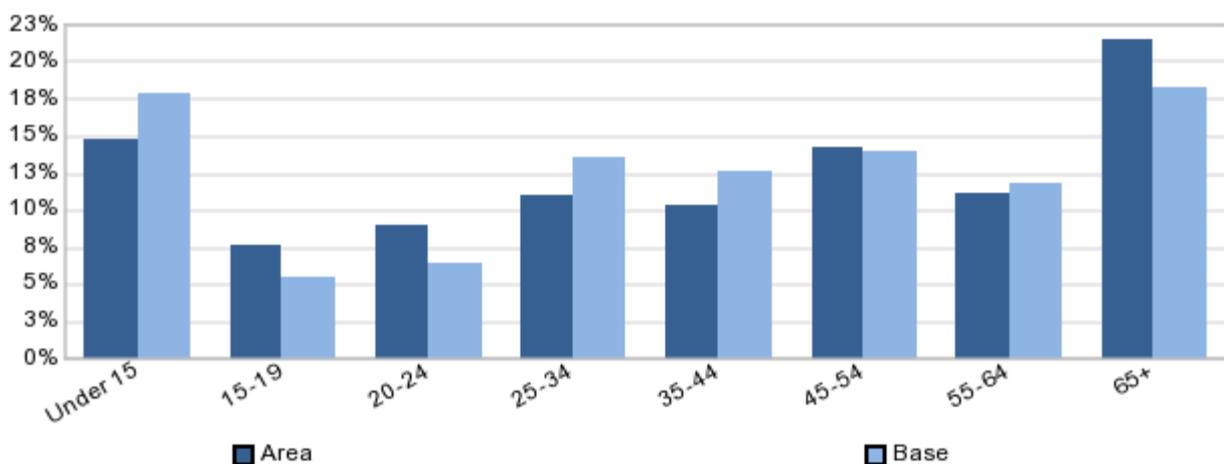
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			78	100	144
Under 15	1,017	11,991,800	83		
15-19	531	3,753,671	138		
20-24	623	4,311,089	141		
25-34	764	9,174,369	81		
35-44	706	8,463,387	82		
45-54	986	9,386,423	103		
55-64	769	7,914,572	95		
65+	1,481	12,234,544	118		

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 1,481 representing 21.53 % of the study area. The smallest proportion is in age band 15-19 with a count of 531 which represents 7.73 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 141. The band that is most under represented is 25-34 with an index of 81, 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	6,665	58,246,060	112
Gypsy / Traveller / Irish Traveller	5	68,310	72
Mixed / Multiple Ethnic Groups	82	1,367,158	58
Asian / Asian British: Indian	20	1,559,199	13
Asian / Asian British: Pakistani	1	1,239,421	1
Asian / Asian British: Bangladeshi	2	505,406	4
Asian / Asian British: Chinese	33	497,465	65
Asian / Asian British: Other Asian	25	969,724	26
Black / African / Caribbean / Black British	33	2,122,714	15
Other Ethnic Group	10	654,398	15

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:

96.91 % White	86.64 % White
0.07 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.19 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.29 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.02 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.03 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.48 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.37 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.48 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.15 % Other Ethnic Group	0.97 % Other Ethnic Group

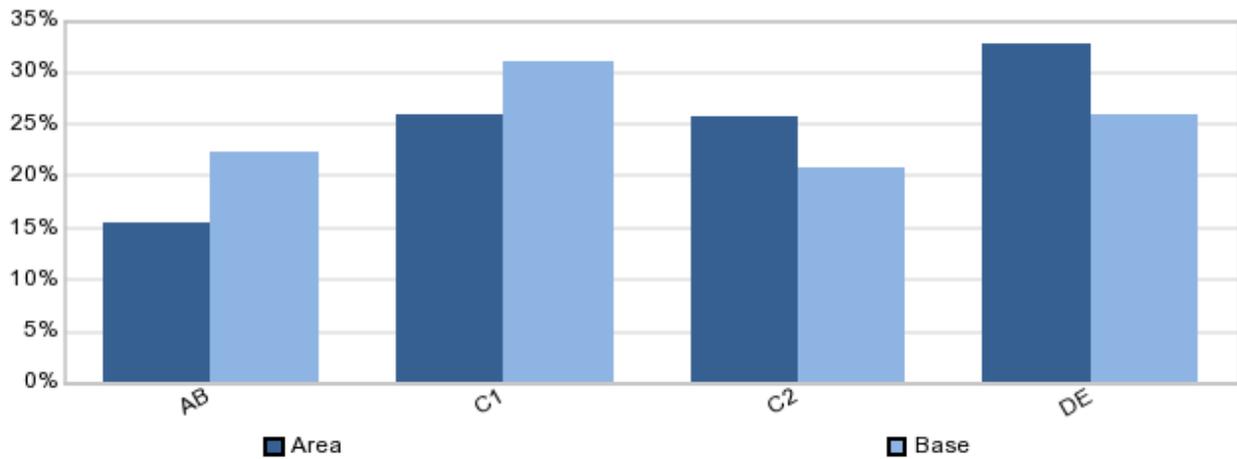
In the study area the largest ethnic group is White taking up 96.91 % of the population with a count of 6,665. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 1, 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	329	4,696,968	70
C1 Supervisory, cleric, junior manage/admin/prof	548	6,510,031	84
C2 Skilled manual workers	546	4,376,339	124
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	695	5,456,469	127

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 695 people falling into this group, which is 32.81 % of the overall distribution. The smallest proportion falls into grade AB with a count of 329 taking up 15.54 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 127, whereas the most under represented group is AB with an index count of 70.

Understanding the Economic Activity

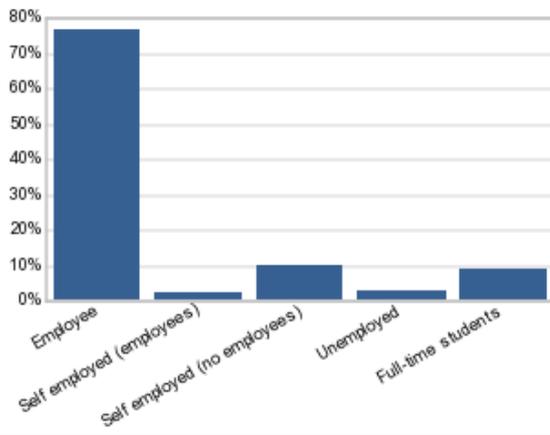
Economically Active	Area	Base	Index	59	100	185
Employee	2,663	26,483,068	99			
Self employed with employees	75	1,127,682	66		■	
Self employed without employees	336	3,705,246	89		■	
Unemployed	100	1,161,572	84		■	
Full-time students	311	1,695,620	180		■	

Economically Inactive	Area	Base	Index	74	100	119
Retired	765	6,618,937	103		■	
Student	372	2,838,201	117		■	
Looking after home/ family	181	2,117,295	76		■	
Permanently sick/ disabled	234	2,168,755	97		■	
Other	105	1,076,085	87		■	

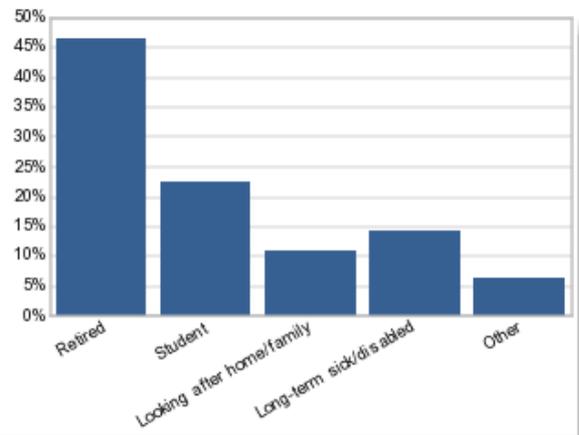
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 51.79 % of the population are employed, this is 2,663 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.47 %, 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 180, taking up 6.04 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 765 representing 14.88 %. The smallest inactive group is Other with 105 which is 2.04 %. When looking at the index values the group that is most over represented is Student with an index of 117, representing 7.24 %.

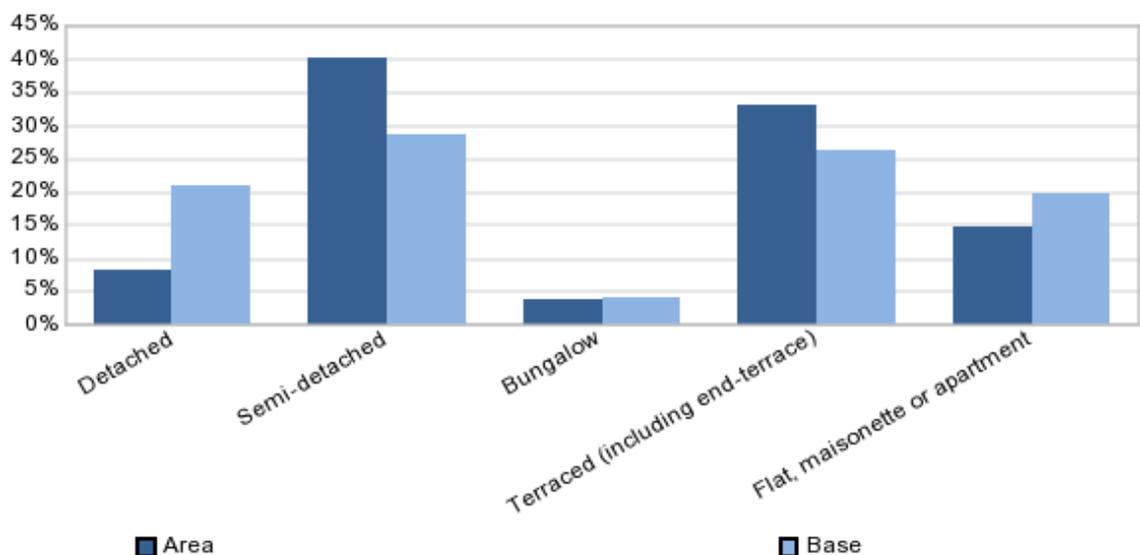
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	211	5,385,903	39
Semi-detached	1,037	7,344,686	139
Bungalow	95	1,039,099	90
Terraced (including end-terrace)	857	6,699,890	126
Flat, maisonette or apartment	386	5,007,460	76

Source: Experian ConsumerView Household Directory 2019 .

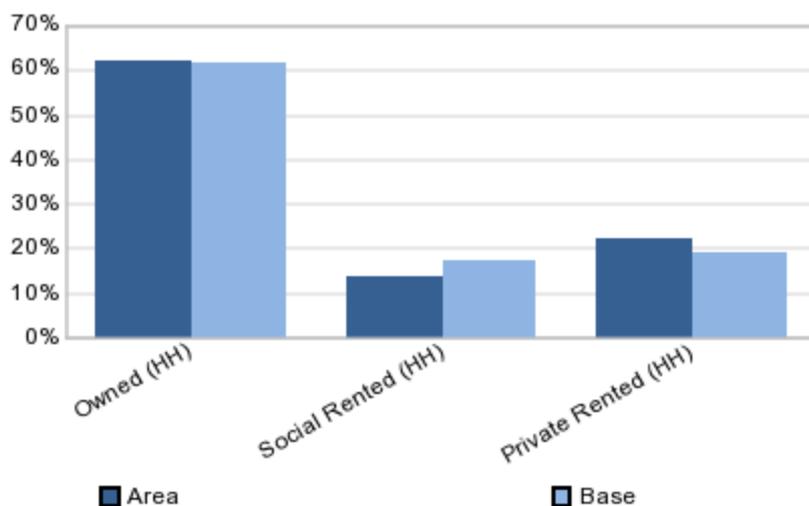
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	77	100	117
Owned (HH)	1,836	17,543,252	101			
Social Rented (HH)	406	4,965,267	79			
Private Rented (HH)	658	5,470,682	116			

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.



1,037 households within your area live in a Semi-detached dwelling, this is 40.07 %. 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 95 households and makes up 3.67 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Semi-detached with a figure of 139, this makes up 40.07 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,836 making up 62.43 %. The smallest amount fall into the Social rented at 13.82 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 116, 22.39 % of households fall into this category in the study area.

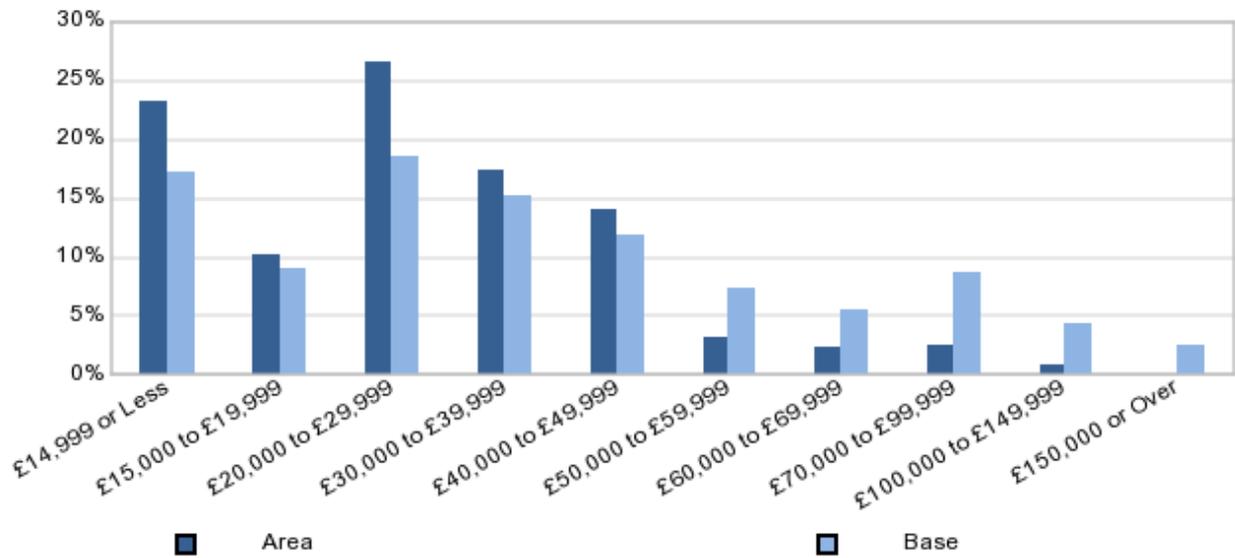
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Understanding the Household Income

Household Income	Area	Base	Index	-7	100	150
£14,999 or Less	682	4,889,206	134			
£15,000 to £19,999	300	2,538,634	114			
£20,000 to £29,999	781	5,253,752	143			
£30,000 to £39,999	510	4,304,210	114			
£40,000 to £49,999	411	3,318,086	119			
£50,000 to £59,999	97	2,106,080	44			
£60,000 to £69,999	65	1,573,962	40			
£70,000 to £99,999	72	2,469,683	28			
£100,000 to £149,999	23	1,215,381	18			
£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.



982 households within your area have an income of £19,999 or less, this forms 33.40 % of the overall distribution. The smallest count is 0 and these fall into household income band £150,000 or Over making up 0.01 %. 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 £20,000 to £29,999 is over represented making up 26.55 % with an index of 143, the most under represented banding is £150,000 or Over with a figure of 0 making up 0.01 % 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.

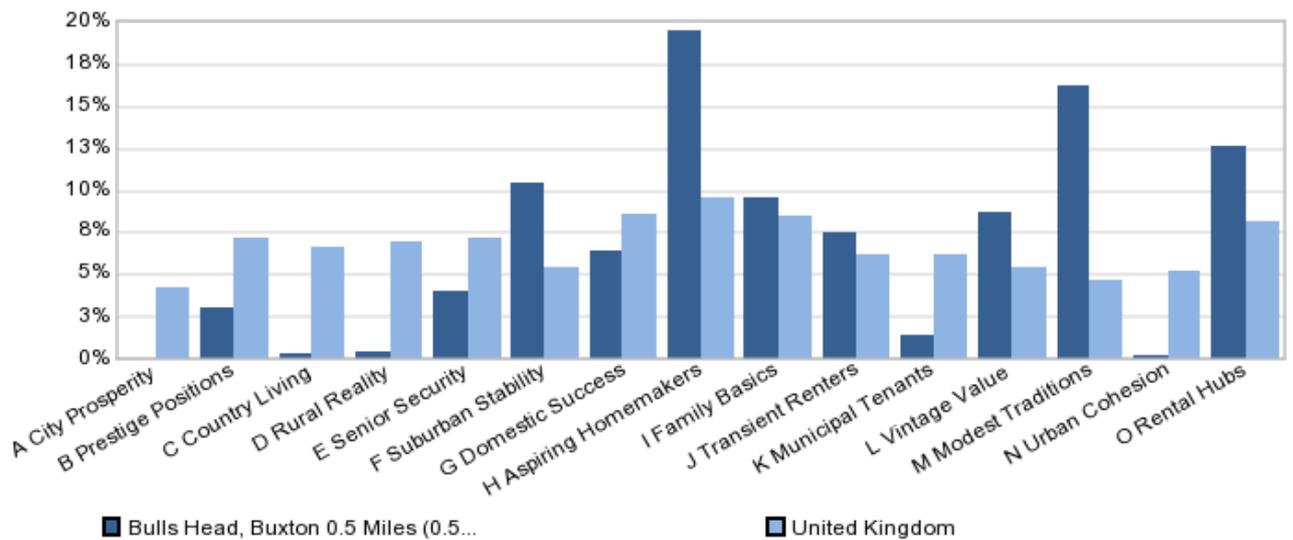
Understanding the residential profile by Mosaic UK 6

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	212	4,798,133	43
C Country Living	19	4,432,229	4
D Rural Reality	26	4,656,104	5
E Senior Security	277	4,767,632	57
F Suburban Stability	713	3,634,847	192
G Domestic Success	438	5,770,639	74
H Aspiring Homemakers	1,341	6,440,418	204
I Family Basics	654	5,687,500	112
J Transient Renters	512	4,160,345	120
K Municipal Tenants	94	4,149,642	22
L Vintage Value	599	3,692,978	158
M Modest Traditions	1,113	3,121,382	349
N Urban Cohesion	13	3,547,766	4
O Rental Hubs	866	5,518,789	153
Totals	6,877	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 H Aspiring Homemakers with a count of 1,341 representing 19.50 % of the overall distribution, in comparison to the base where 9.58 % 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 16.19 % 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

H Aspiring Homemakers - 19.50 %



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

M Modest Traditions - 16.19 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

O Rental Hubs - 12.60 %



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