

Location Analyst

UK



Dart, Hull Demographic Report 0.5 Miles

Understanding Demographics

17 September, 2020

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Describing Dart, Hull (0.5 Miles) in relation to United Kingdom
Creation Date: September 17, 2020

Understanding the make-up of your area

	Area	Base
Total Households	4,406	28,345,190
Total Population	10,043	67,229,855
Total Males	4,750	33,173,050
Total Females	5,293	34,056,805

The current year estimates show a total resident population of 10,043 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,406 in your area and 28,345,190 in your base selection. This was split by 52.70 % of the population being female and 47.30 % being male in the study area.

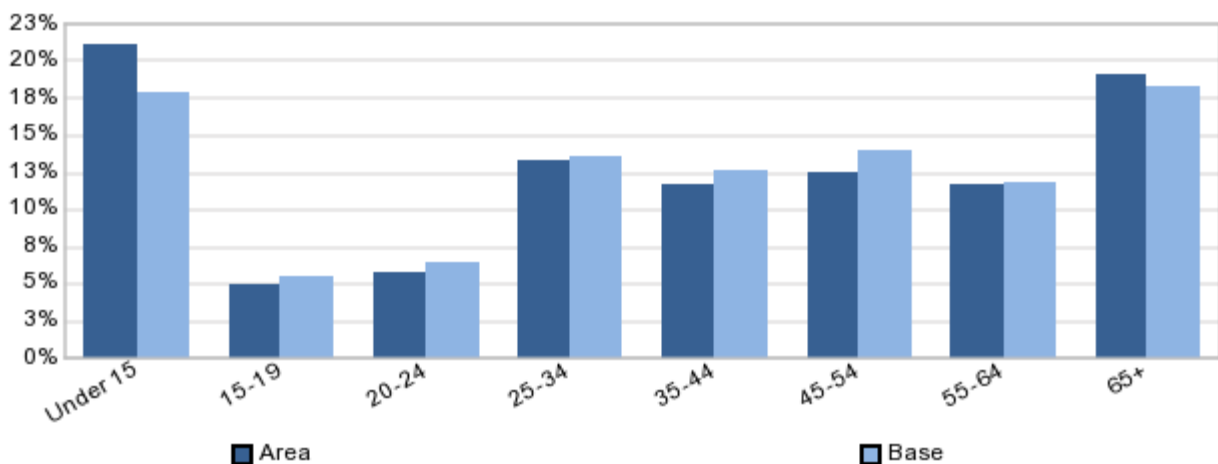
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	2,124	11,991,800	119
15-19	496	3,753,671	88
20-24	579	4,311,089	90
25-34	1,324	9,174,369	97
35-44	1,169	8,463,387	92
45-54	1,259	9,386,423	90
55-64	1,170	7,914,572	99
65+	1,923	12,234,544	105

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 Under 15 with a count of 2,124 representing 21.15 % of the study area. The smallest proportion is in age band 15-19 with a count of 496 which represents 4.94 %. In the study area the most over represented age band in comparison to the base selection is Under 15 with an index value of 119. The band that is most under represented is 15-19 with an index of 88, 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	9,810	58,246,060	113	
Gypsy / Traveller / Irish Traveller	4	68,310	42	
Mixed / Multiple Ethnic Groups	105	1,367,158	52	
Asian / Asian British: Indian	12	1,559,199	5	
Asian / Asian British: Pakistani	4	1,239,421	2	
Asian / Asian British: Bangladeshi	1	505,406	1	
Asian / Asian British: Chinese	15	497,465	21	
Asian / Asian British: Other Asian	28	969,724	19	
Black / African / Caribbean / Black British	41	2,122,714	13	
Other Ethnic Group	23	654,398	23	

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:

97.67 % White	86.64 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.05 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.12 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.04 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.01 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.15 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.28 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.41 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.23 % Other Ethnic Group	0.97 % Other Ethnic Group

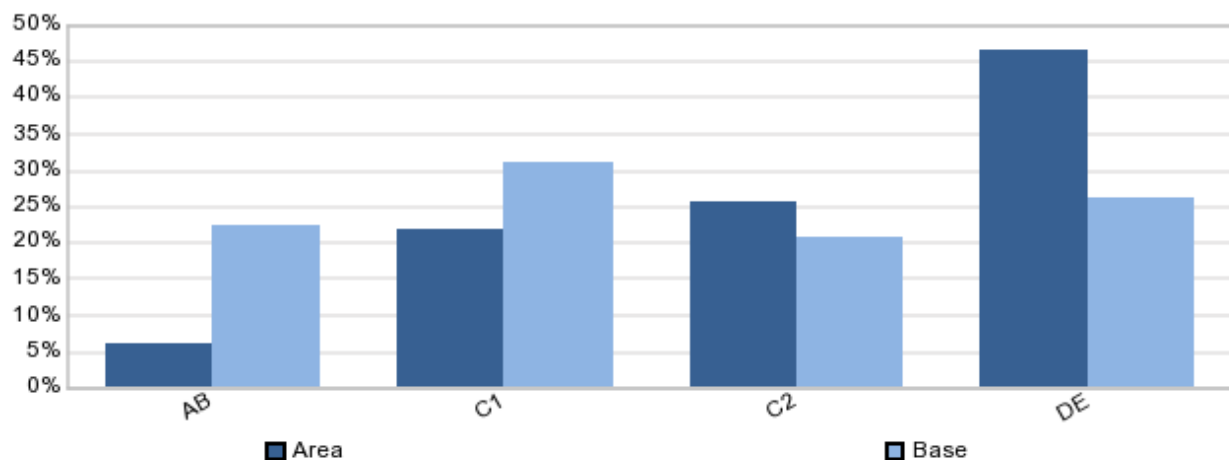
In the study area the largest ethnic group is White taking up 97.67 % of the population with a count of 9,810. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count 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	188	4,696,968	27	
C1 Supervisory, cleric, junior manage/admin/prof	690	6,510,031	71	
C2 Skilled manual workers	807	4,376,339	123	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,470	5,456,469	180	

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 1,470 people falling into this group, which is 46.59 % of the overall distribution. The smallest proportion falls into grade AB with a count of 188 taking up 5.95 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 180, whereas the most under represented group is AB with an index count of 27.

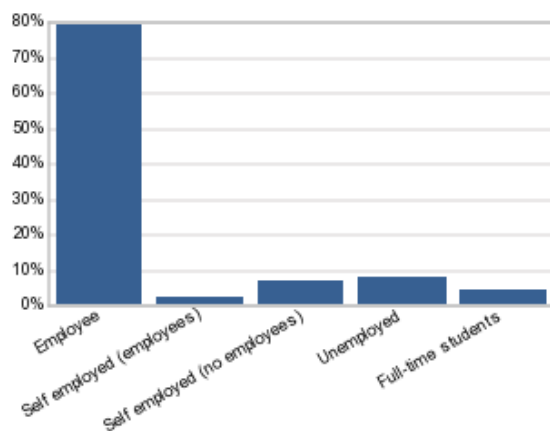
Understanding the Economic Activity

Economically Active	Area	Base	Index	45	100	235
Employee	3,472	26,483,068	102			
Self employed with employees	79	1,127,682	54		■	
Self employed without employees	299	3,705,246	63		■	
Unemployed	338	1,161,572	227		■	
Full-time students	195	1,695,620	90		■	
Economically Inactive				55	100	161
Retired	939	6,618,937	89		■	
Student	273	2,838,201	61		■	
Looking after home/ family	421	2,117,295	125		■	
Permanently sick/ disabled	541	2,168,755	157		■	
Other	180	1,076,085	105		■	

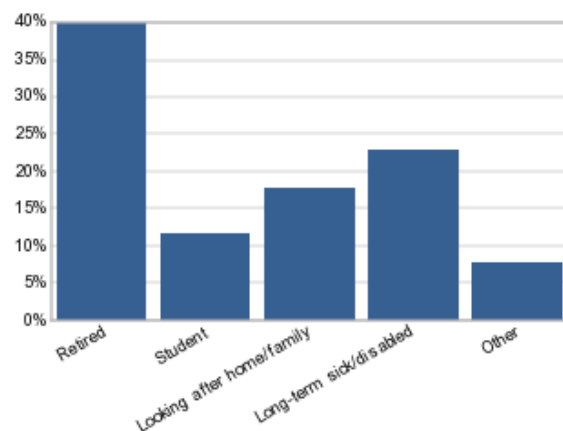
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 51.54 % of the population are employed, this is 3,472 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.17 %, 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 227, taking up 5.01 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 939 representing 13.94 %. The smallest inactive group is Other with 180 which is 2.67 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 125, representing 6.25 %.

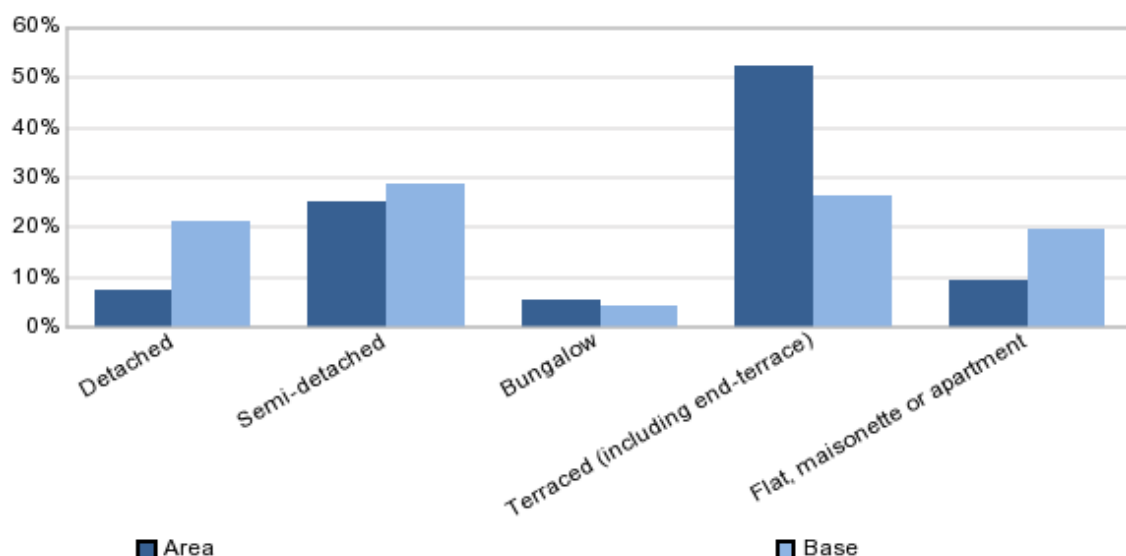
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	28	100	207
Detached	334	5,385,903	36			
Semi-detached	1,078	7,344,686	86			
Bungalow	232	1,039,099	131			
Terraced (including end-terrace)	2,274	6,699,890	200			
Flat, maisonette or apartment	411	5,007,460	48			

Source: Experian ConsumerView Household Directory 2019 .

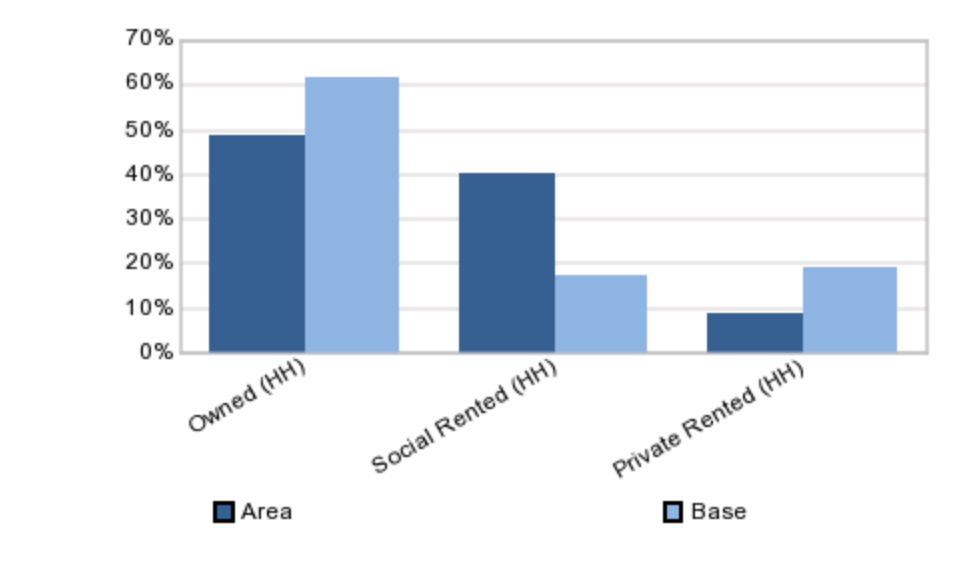
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	37	100	238
Owned (HH)	2,163	17,543,252	79			
Social Rented (HH)	1,771	4,965,267	229			
Private Rented (HH)	394	5,470,682	46			

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.



1,078 households within your area live in a Semi-detached dwelling, this is 24.91 %. 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 232 households and makes up 5.36 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 200, this makes up 52.54 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,163 making up 49.10 %. The smallest amount fall into the Private rented at 8.93 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 229, 40.19 % of households fall into this category in the study area.

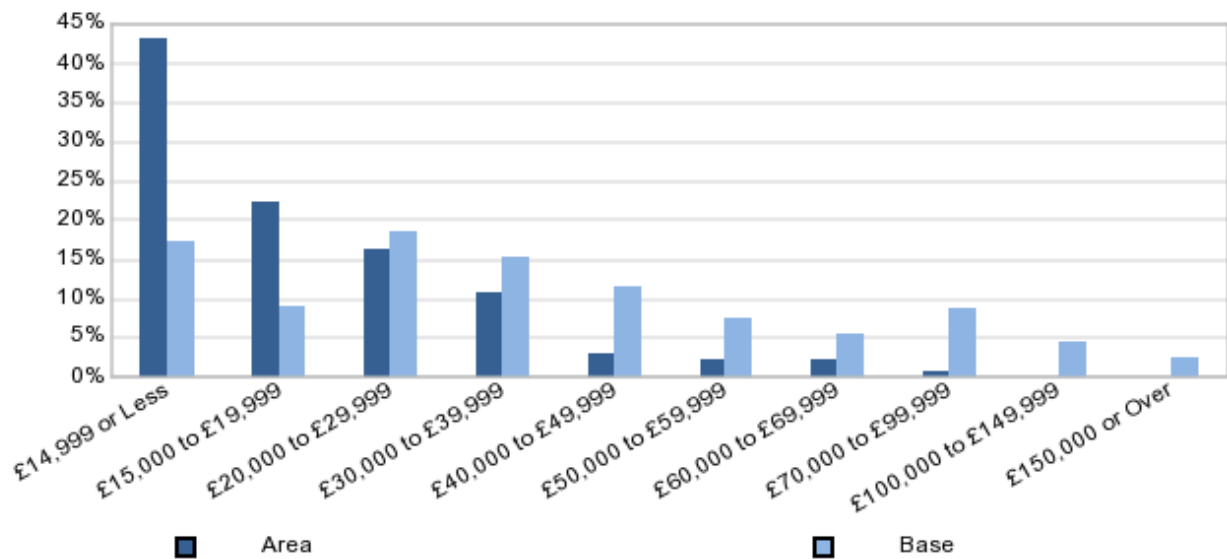
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Understanding the Household Income

Household Income	Area	Base	Index	-12	100	261
£14,999 or Less	1,895	4,889,206	249			
£15,000 to £19,999	978	2,538,634	248			
£20,000 to £29,999	715	5,253,752	88			
£30,000 to £39,999	471	4,304,210	70			
£40,000 to £49,999	128	3,318,086	25			
£50,000 to £59,999	91	2,106,080	28			
£60,000 to £69,999	95	1,573,962	39			
£70,000 to £99,999	33	2,469,683	8			
£100,000 to £149,999	0	1,215,381	0			
£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.



2,873 households within your area have an income of £19,999 or less, this forms 65.21 % 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 43.01 % with an index of 249, 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.

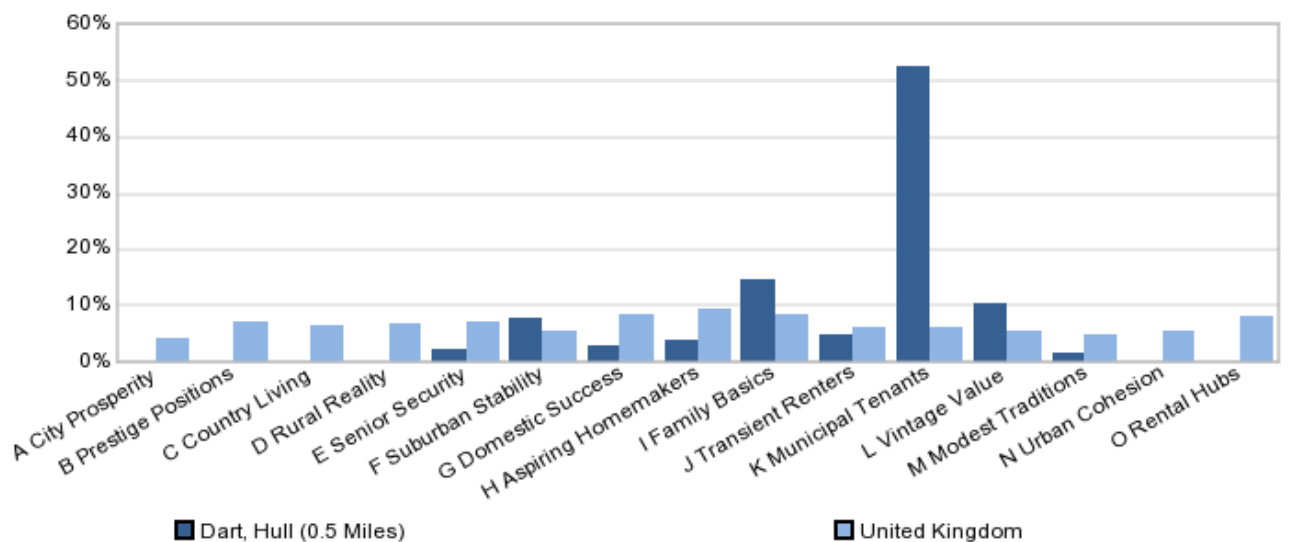
Understanding the residential profile by Mosaic UK 6

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 -42,100	892
A City Prosperity	0	2,849,374	0	
B Prestige Positions	0	4,798,133	0	
C Country Living	0	4,432,229	0	
D Rural Reality	0	4,656,104	0	
E Senior Security	211	4,767,632	30	
F Suburban Stability	774	3,634,847	143	
G Domestic Success	281	5,770,639	33	
H Aspiring Homemakers	369	6,440,418	38	
I Family Basics	1,481	5,687,500	174	
J Transient Renters	462	4,160,345	74	
K Municipal Tenants	5,267	4,149,642	850	
L Vintage Value	1,025	3,692,978	186	
M Modest Traditions	173	3,121,382	37	
N Urban Cohesion	0	3,547,766	0	
O Rental Hubs	0	5,518,789	0	
Totals	10,043	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 K Municipal Tenants with a count of 5,267 representing 52.44 % of the overall distribution, in comparison to the base where 6.17 % 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 K Municipal Tenants taking up 52.44 % 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

K Municipal Tenants - 52.44 %



Urban residents renting high density housing from social landlords.

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

I Family Basics - 14.75 %



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 - 10.21 %



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