Location Analyst UK

Sheldan AL7 1 NB 0.5 Demog Report

Understanding Demographics

13 October, 2020

Contents

Describing Sheldan 0.5 (0.5 Miles) in relation to United Kingdom
Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,137	28,345,190
Total Population	4,818	67,229,855
Total Males	2,337	33,173,050
Total Females	2,481	34,056,805

The current year estimates show a total resident population of 4,818 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,137 in your area and 28,345,190 in your base selection. This was split by 51.49 % of the population being female and 48.51 % being male in the study area.
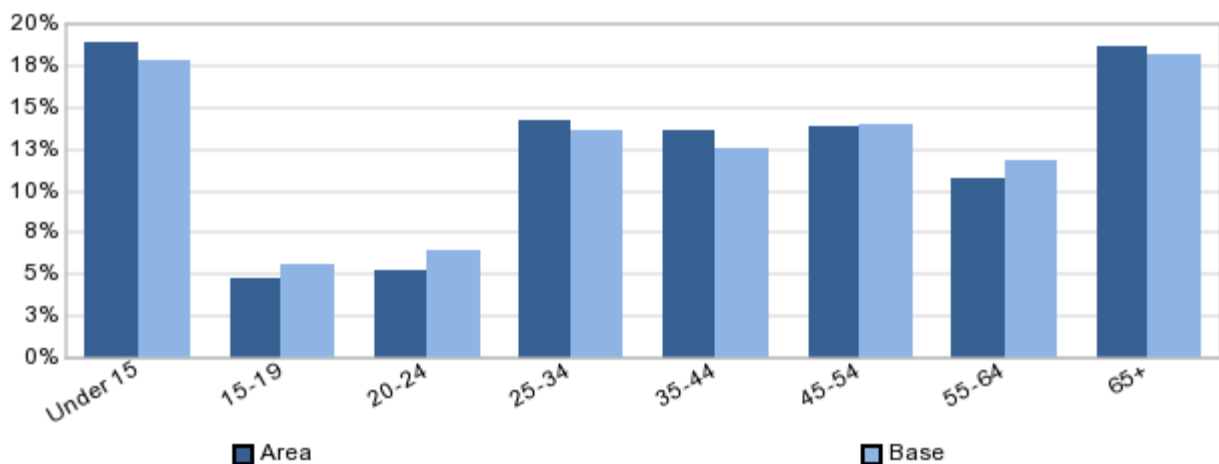
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	
Under 15	908	11,991,800	106	
15-19	232	3,753,671	86	
20-24	254	4,311,089	82	
25-34	687	9,174,369	104	
35-44	655	8,463,387	108	
45-54	667	9,386,423	99	
55-64	520	7,914,572	92	
65+	896	12,234,544	102	

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 908 representing 18.85 % of the study area. The smallest proportion is in age band 15-19 with a count of 232 which represents 4.81 %. In the study area the most over represented age band in comparison to the base selection is 35-44 with an index value of 108. The band that is most under represented is 20-24 with an index of 82, 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			
				0	100	139
White	4,349	58,246,060	104			
Gypsy / Traveller / Irish Traveller	0	68,310	0			
Mixed / Multiple Ethnic Groups	130	1,367,158	133			
Asian / Asian British: Indian	73	1,559,199	65			
Asian / Asian British: Pakistani	15	1,239,421	16			
Asian / Asian British: Bangladeshi	3	505,406	8			
Asian / Asian British: Chinese	23	497,465	65			
Asian / Asian British: Other Asian	53	969,724	76			
Black / African / Caribbean / Black British	142	2,122,714	93			
Other Ethnic Group	30	654,398	65			

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:

90.27 % White
0.00 % Gypsy / Traveller / Irish Traveller
2.70 % Mixed / Multiple Ethnic Groups
1.51 % Asian / Asian British: Indian
0.30 % Asian / Asian British: Pakistani
0.06 % Asian / Asian British: Bangladeshi
0.48 % Asian / Asian British: Chinese
1.09 % Asian / Asian British: Other Asian
2.95 % Black / African / Caribbean / Black British
0.63 % 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
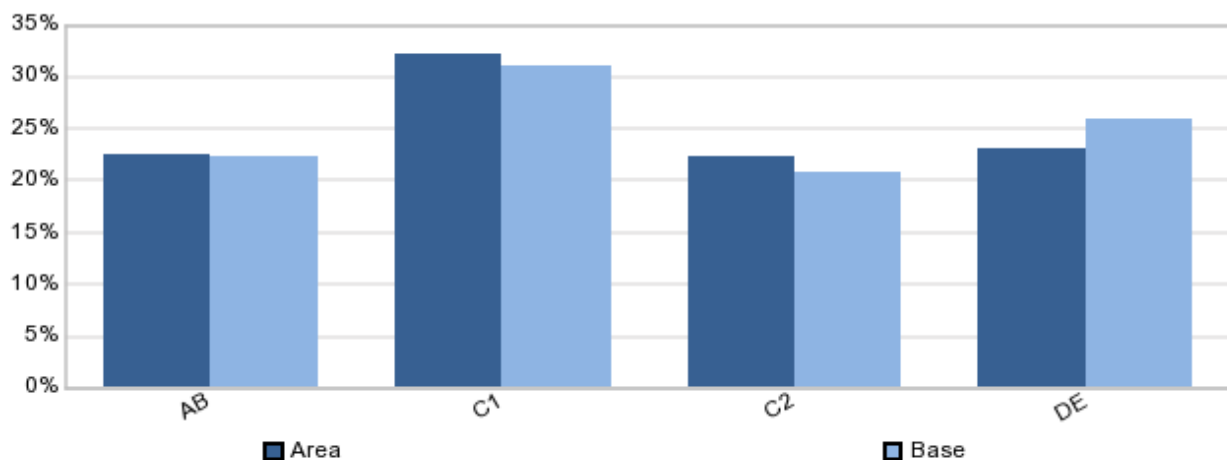0.97 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 90.27 % of the population with a count of 4,349. 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	88	100	107
AB Higher & intermediate manage/admin/prof	342	4,696,968	101			
C1 Supervisory, cleric, junior manage/admin/prof	489	6,510,031	104			
C2 Skilled manual workers	338	4,376,339	107			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	352	5,456,469	89			

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 489 people falling into this group, which is 32.18 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 338 taking up 22.25 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 107, whereas the most under represented group is DE with an index count of 89.
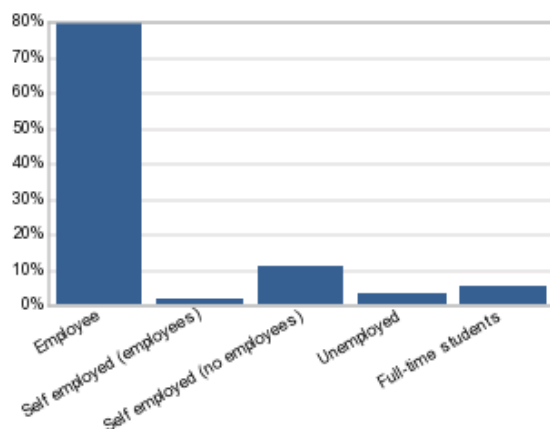
Understanding the Economic Activity

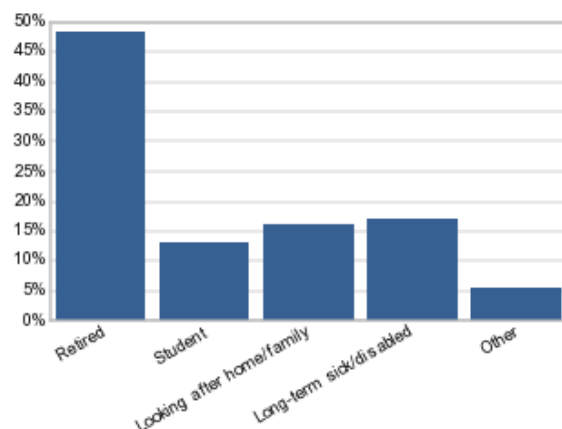| Economically Active	Area	Base	Index 40	108
Employee	1,945	26,483,068	103	
Self employed with employees	35	1,127,682	43	
Self employed without employees	258	3,705,246	97	
Unemployed	80	1,161,572	96	
Full-time students	127	1,695,620	105	
Economically Inactive			66	100 119
Retired	460	6,618,937	108	
Student	126	2,838,201	69	
Looking after home/ family	153	2,117,295	113	
Permanently sick/ disabled	163	2,168,755	117	
Other	52	1,076,085	75	

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 57.21 % of the population are employed, this is 1,945 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.03 %, 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 105, taking up 3.75 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 460 representing 13.54 %. The smallest inactive group is Other with 52 which is 1.54 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 113, representing 4.51 %.
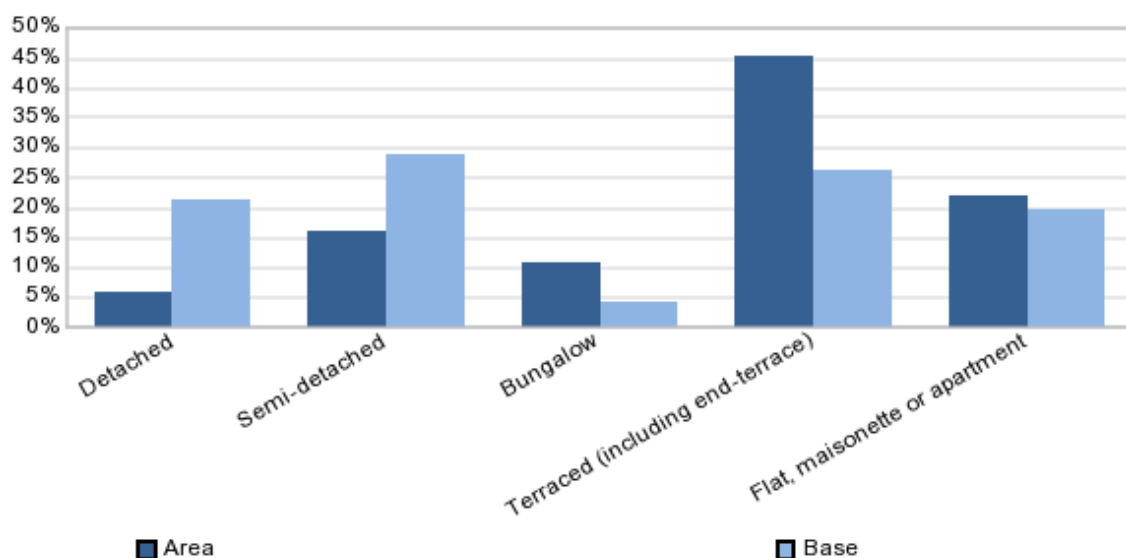
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	114	5,385,903	29
Semi-detached	303	7,344,686	56
Bungalow	201	1,039,099	264
Terraced (including end-terrace)	848	6,699,890	172
Flat, maisonette or apartment	406	5,007,460	110

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 49	100	213
Owned (HH)	1,096	17,543,252	83		
Social Rented (HH)	772	4,965,267	206		
Private Rented (HH)	236	5,470,682	57		

Source: Experian Current Year Estimates based on ONS Census Data (2018).
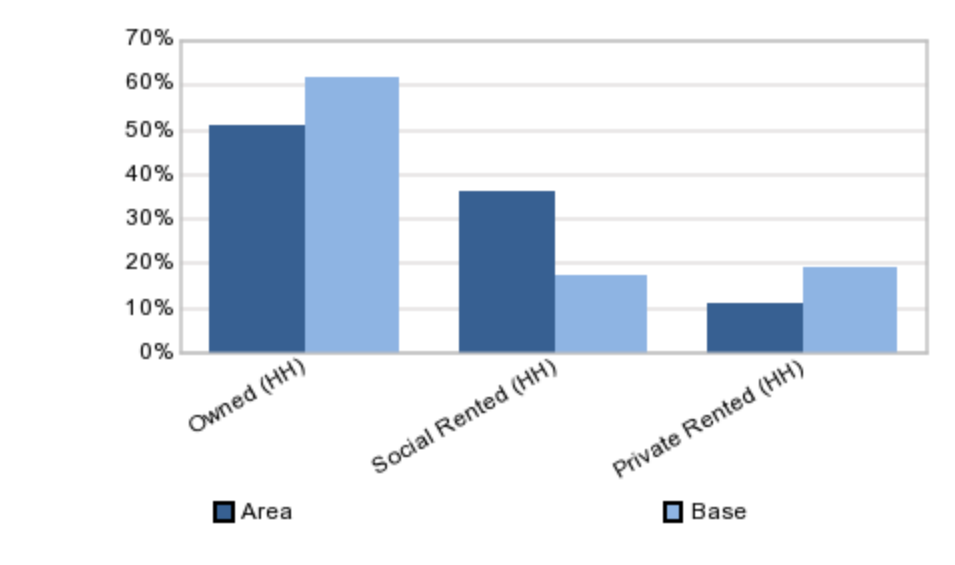
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

303 households within your area live in a Semi-detached dwelling, this is 16.18 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Detached dwelling, this is 114 households and makes up 6.10 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 264, this makes up 10.75 % in the study area.
When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,096 making up 51.27 %. The smallest amount fall into the Private rented at 11.02 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 206, 36.14 % of households fall into this category in the study area.
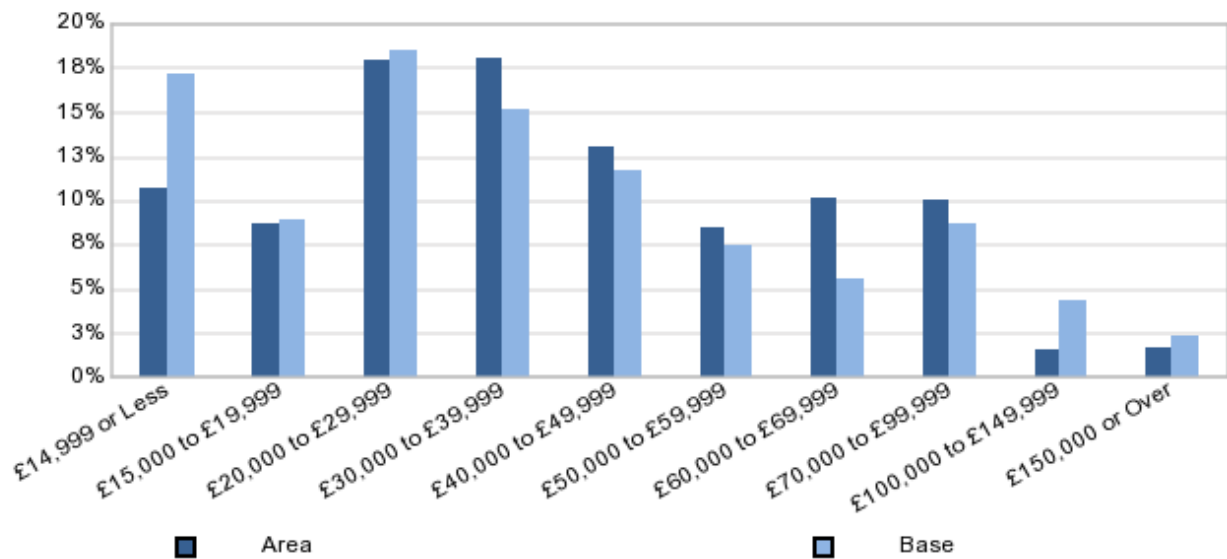
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index 28	100	188
£14,999 or Less	227	4,889,206	62		
£15,000 to £19,999	187	2,538,634	98		
£20,000 to £29,999	385	5,253,752	97		
£30,000 to £39,999	385	4,304,210	119		
£40,000 to £49,999	277	3,318,086	111		
£50,000 to £59,999	181	2,106,080	114		
£60,000 to £69,999	215	1,573,962	181		
£70,000 to £99,999	213	2,469,683	114		
£100,000 to £149,999	33	1,215,381	36		
£150,000 or Over	34	676,196	67		

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.

20%
18%
15%
13%
10%
8%
5%
3%
0%

£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

■ Area   □ Base

414 households within your area have an income of £19,999 or less, this forms 19.36 % of the overall distribution. The smallest count is 33 and these fall into household income band £100,000 to £149,999 making up 1.53 %. 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 £60,000 to £69,999 is over represented making up 10.06 % with an index of 181, the most under represented banding is £100,000 to £149,999 with a figure of 36 making up 1.53 % 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.
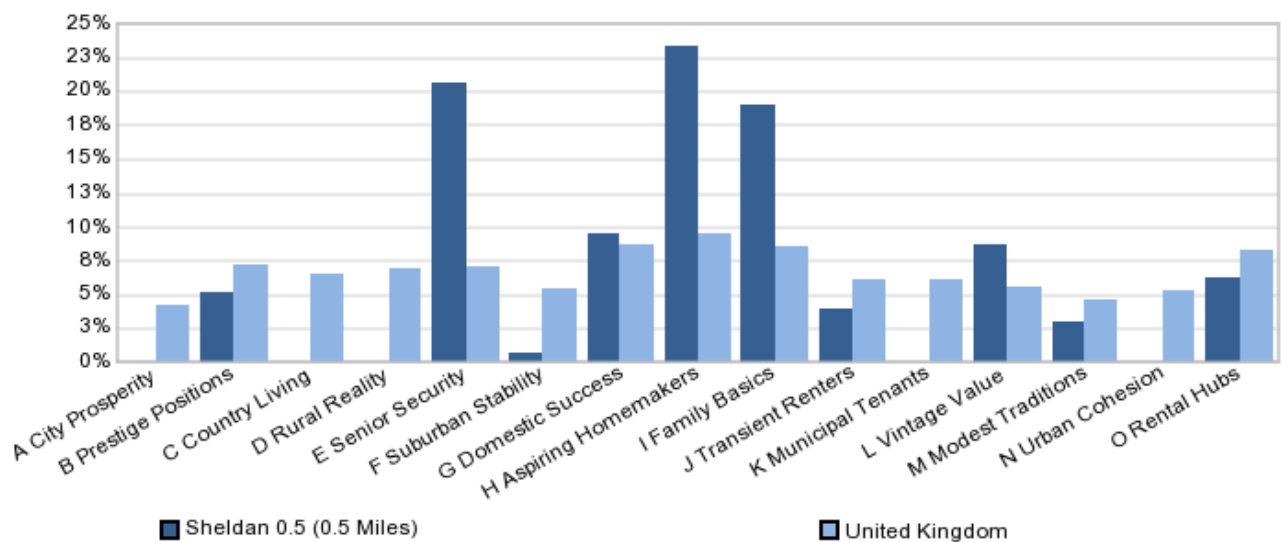
Understanding the residential profile by Mosaic UK 6

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	249	4,798,133	72
C Country Living	3	4,432,229	1
D Rural Reality	0	4,656,104	0
E Senior Security	996	4,767,632	291
F Suburban Stability	32	3,634,847	12
G Domestic Success	453	5,770,639	109
H Aspiring Homemakers	1,124	6,440,418	243
I Family Basics	914	5,687,500	224
J Transient Renters	189	4,160,345	63
K Municipal Tenants	0	4,149,642	0
L Vintage Value	417	3,692,978	158
M Modest Traditions	142	3,121,382	63
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	301	5,518,789	76
Totals	4,818	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.

Sheldan 0.5 (0.5 Miles)   United Kingdom

The largest group is H Aspiring Homemakers with a count of 1,124 representing 23.32 % 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 E Senior Security taking up 20.66 % of the target area. In contrast the most under represented group is A City Prosperity with just 0.00 %.

*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.

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Understanding the top three Mosaic UK 6 Groups

H Aspiring Homemakers - 23.32 %

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

E Senior Security - 20.66 %

Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

I Family Basics - 18.97 %

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