

Location Analyst

UK



Bay Mare, Bolton Demographic Report 0.5 Miles

Understanding Demographics

17 September, 2020

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Describing Bay Mare, Bolton 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	4,189	28,345,190
Total Population	9,566	67,229,855
Total Males	4,732	33,173,050
Total Females	4,834	34,056,805

The current year estimates show a total resident population of 9,566 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 4,189 in your area and 28,345,190 in your base selection. This was split by 50.53 % of the population being female and 49.47 % being male in the study area.

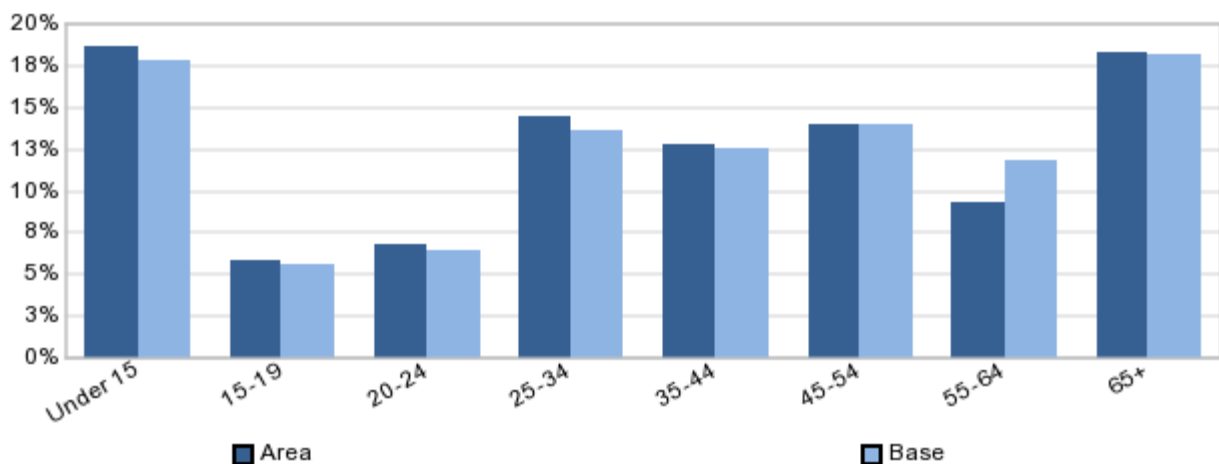
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,785	11,991,800	105
15-19	563	3,753,671	105
20-24	653	4,311,089	106
25-34	1,385	9,174,369	106
35-44	1,221	8,463,387	101
45-54	1,330	9,386,423	100
55-64	883	7,914,572	78
65+	1,745	12,234,544	100

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 1,785 representing 18.66 % of the study area. The smallest proportion is in age band 15-19 with a count of 563 which represents 5.88 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 106. The band that is most under represented is 55-64 with an index of 78, 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	531
White	7,821	58,246,060	94			
Gypsy / Traveller / Irish Traveller	8	68,310	82			
Mixed / Multiple Ethnic Groups	172	1,367,158	88			
Asian / Asian British: Indian	1,124	1,559,199	507			
Asian / Asian British: Pakistani	132	1,239,421	75			
Asian / Asian British: Bangladeshi	4	505,406	6			
Asian / Asian British: Chinese	68	497,465	96			
Asian / Asian British: Other Asian	83	969,724	60			
Black / African / Caribbean / Black British	103	2,122,714	34			
Other Ethnic Group	51	654,398	54			

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:

81.76 % White	86.64 % White
0.08 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.80 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
11.75 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.38 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.04 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.71 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.87 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.08 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.53 % Other Ethnic Group	0.97 % Other Ethnic Group

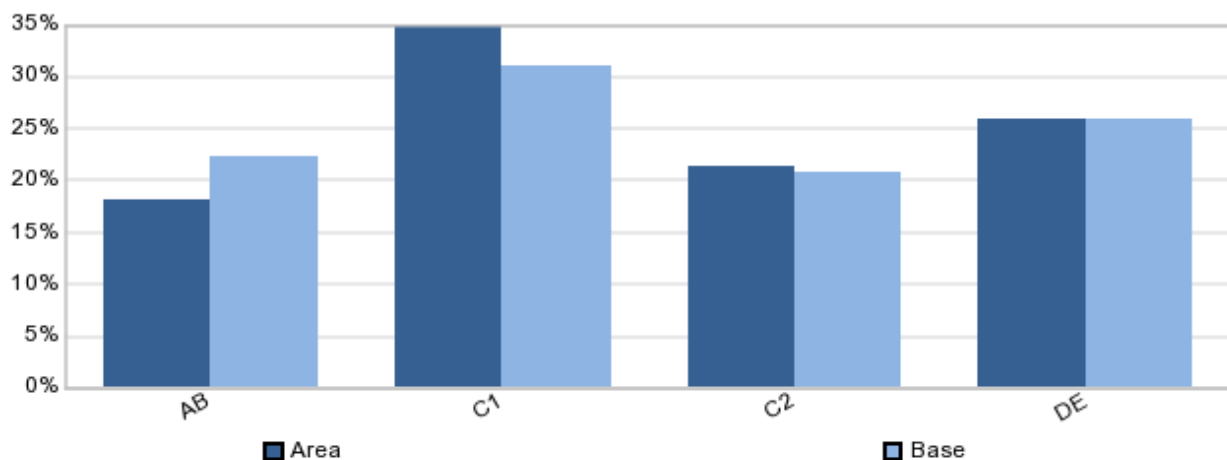
In the study area the largest ethnic group is White taking up 81.76 % of the population with a count of 7,821. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 4, 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	79	100	114
AB Higher & intermediate manage/admin/prof	564	4,696,968	81			
C1 Supervisory, cleric, junior manage/admin/prof	1,092	6,510,031	113			
C2 Skilled manual workers	667	4,376,339	102			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	811	5,456,469	100			

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 1,092 people falling into this group, which is 34.84 % of the overall distribution. The smallest proportion falls into grade AB with a count of 564 taking up 18.00 %. When comparing this to the selected base the most over represented grade is C1 with an index* count of 113, whereas the most under represented group is AB with an index count of 81.

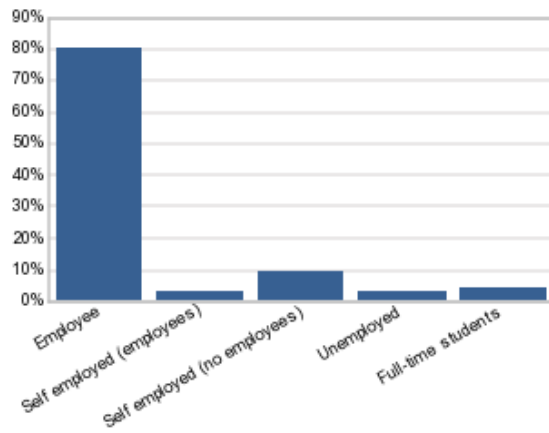
Understanding the Economic Activity

Economically Active	Area	Base	Index ⁸¹	100 104
Employee	3,961	26,483,068	103	
Self employed with employees	150	1,127,682	92	
Self employed without employees	458	3,705,246	86	
Unemployed	139	1,161,572	83	
Full-time students	230	1,695,620	94	
Economically Inactive				
Retired	874	6,618,937	104	
Student	336	2,838,201	93	
Looking after home/ family	260	2,117,295	96	
Permanently sick/ disabled	278	2,168,755	101	
Other	140	1,076,085	102	

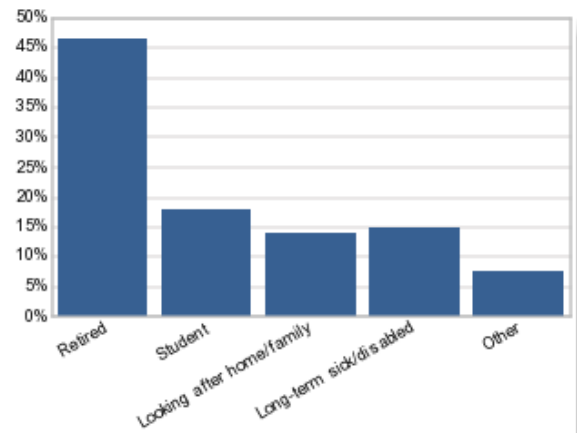
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 58.02 % of the population are employed, this is 3,961 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Unemployed representing 2.04 %, compare this to the selected base where this group represents 2.37 %. When analysing index* values the most over represented group is None found with an index of 103, taking up 58.02 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 874 representing 12.81 %. The smallest inactive group is Other with 140 which is 2.05 %. When looking at the index values the group that is most over represented is Retired with an index of 104, representing 12.81 %.

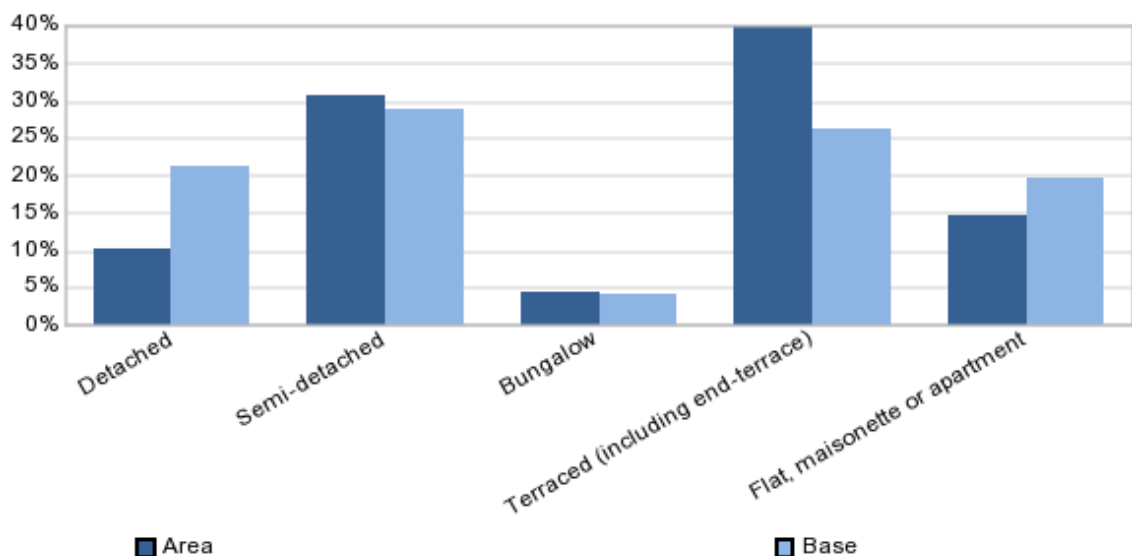
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	43	100	156
Detached	386	5,385,903	48			
Semi-detached	1,156	7,344,686	106			
Bungalow	174	1,039,099	113			
Terraced (including end-terrace)	1,509	6,699,890	152			
Flat, maisonette or apartment	555	5,007,460	75			

Source: Experian ConsumerView Household Directory 2019 .

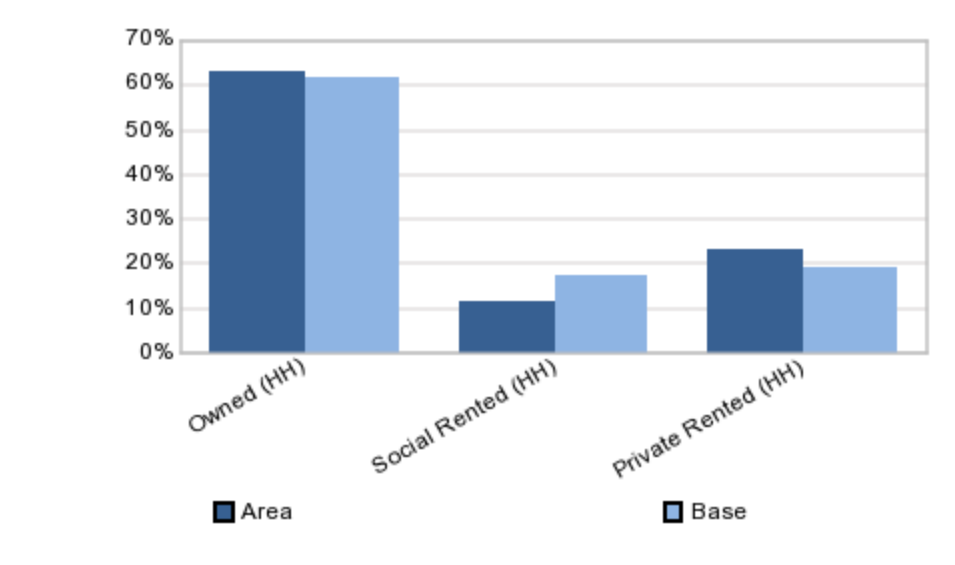
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	64	100	122
Owned (HH)	2,653	17,543,252	102			
Social Rented (HH)	491	4,965,267	67			
Private Rented (HH)	969	5,470,682	120			

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.



1,156 households within your area live in a Semi-detached dwelling, this is 30.59 %. 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 174 households and makes up 4.60 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 152, this makes up 39.91 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,653 making up 63.33 %. The smallest amount fall into the Social rented at 11.71 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 120, 23.12 % of households fall into this category in the study area.

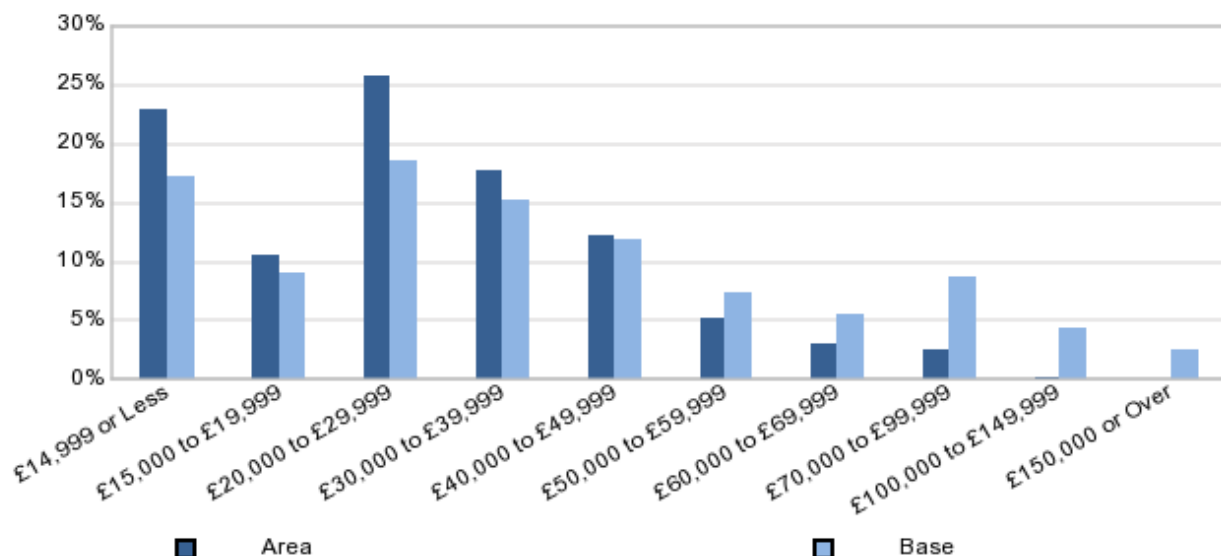
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Understanding the Household Income

Household Income	Area	Base	Index	-6	100	145
£14,999 or Less	959	4,889,206	133			
£15,000 to £19,999	439	2,538,634	117			
£20,000 to £29,999	1,081	5,253,752	139			
£30,000 to £39,999	746	4,304,210	117			
£40,000 to £49,999	512	3,318,086	104			
£50,000 to £59,999	214	2,106,080	69			
£60,000 to £69,999	131	1,573,962	56			
£70,000 to £99,999	99	2,469,683	27			
£100,000 to £149,999	9	1,215,381	5			
£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.



1,398 households within your area have an income of £19,999 or less, this forms 33.37 % 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 £20,000 to £29,999 is over represented making up 25.80 % with an index of 139, 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.

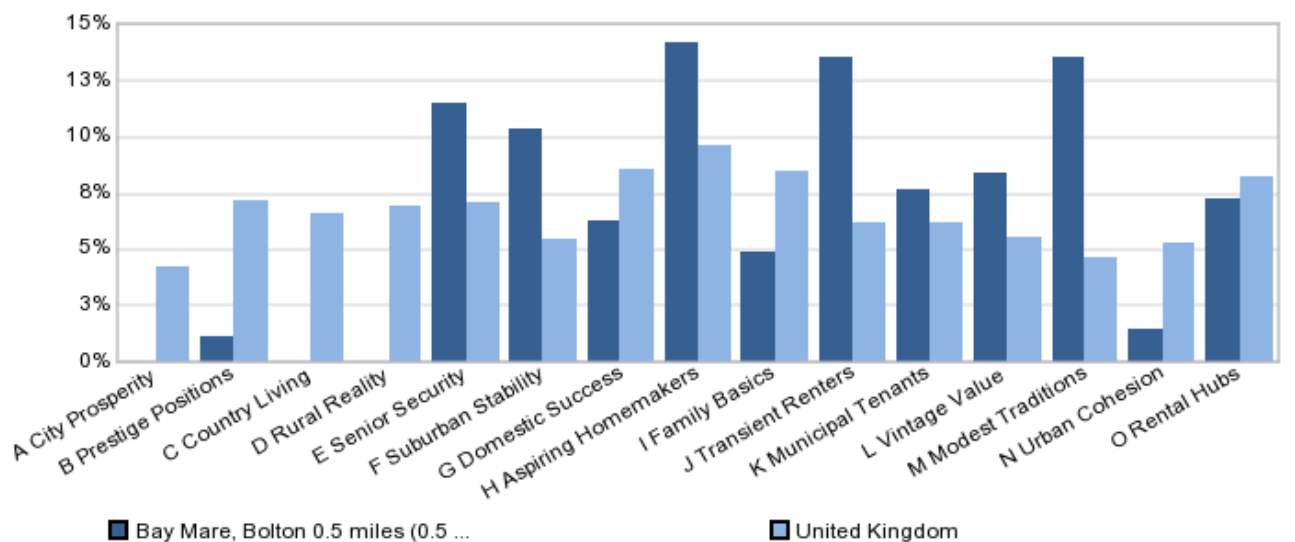
Understanding the residential profile by Mosaic UK 6

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	-14	100	305
A City Prosperity	0	2,849,374	0			
B Prestige Positions	105	4,798,133	15			
C Country Living	0	4,432,229	0			
D Rural Reality	0	4,656,104	0			
E Senior Security	1,095	4,767,632	161			
F Suburban Stability	994	3,634,847	192			
G Domestic Success	602	5,770,639	73			
H Aspiring Homemakers	1,358	6,440,418	148			
I Family Basics	469	5,687,500	58			
J Transient Renters	1,292	4,160,345	218			
K Municipal Tenants	729	4,149,642	123			
L Vintage Value	803	3,692,978	153			
M Modest Traditions	1,293	3,121,382	291			
N Urban Cohesion	132	3,547,766	26			
O Rental Hubs	695	5,518,789	88			
Totals	9,566	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 1,358 representing 14.20 % 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 13.52 % 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 - 14.20 %



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 - 13.52 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

J Transient Renters - 13.51 %



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