

Location Analyst

UK



Adelphi BB1 1EZ 0.5 miles Demog Report

Understanding Demographics

13 October, 2020

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

Understanding the make-up of your area

	Area	Base
Total Households	2,587	28,345,190
Total Population	6,713	67,229,855
Total Males	3,516	33,173,050
Total Females	3,197	34,056,805

The current year estimates show a total resident population of 6,713 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,587 in your area and 28,345,190 in your base selection. This was split by 47.62 % of the population being female and 52.38 % being male in the study area.

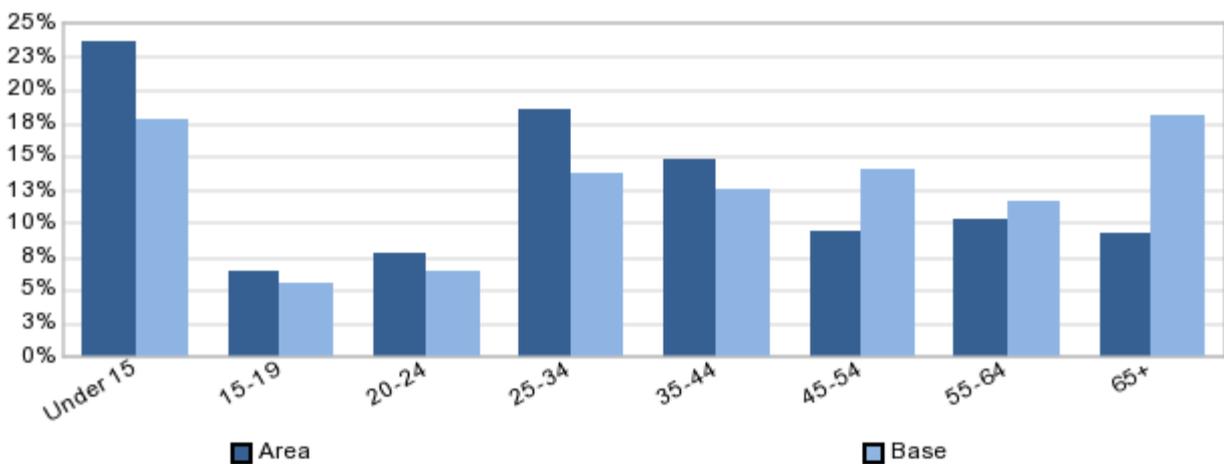
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index	Index Scale		
				46	100	140
Under 15	1,581	11,991,800	132	██████████		
15-19	431	3,753,671	115	███████		
20-24	519	4,311,089	121	██████████		
25-34	1,246	9,174,369	136	██████████		
35-44	984	8,463,387	116	███████		
45-54	635	9,386,423	68	███████		
55-64	690	7,914,572	87	███████		
65+	626	12,234,544	51	███████		

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 1,581 representing 23.55 % of the study area. The smallest proportion is in age band 15-19 with a count of 431 which represents 6.43 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 136. The band that is most under represented is 65+ with an index of 51, 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	1,921	58,246,060	33
Gypsy / Traveller / Irish Traveller	3	68,310	37
Mixed / Multiple Ethnic Groups	137	1,367,158	100
Asian / Asian British: Indian	2,529	1,559,199	1,624
Asian / Asian British: Pakistani	1,538	1,239,421	1,242
Asian / Asian British: Bangladeshi	86	505,406	171
Asian / Asian British: Chinese	50	497,465	100
Asian / Asian British: Other Asian	242	969,724	250
Black / African / Caribbean / Black British	75	2,122,714	36
Other Ethnic Group	133	654,398	204

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:

28.62 % White	86.64 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.03 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
37.67 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
22.91 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
1.29 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.74 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
3.60 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.12 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
1.98 % Other Ethnic Group	0.97 % Other Ethnic Group

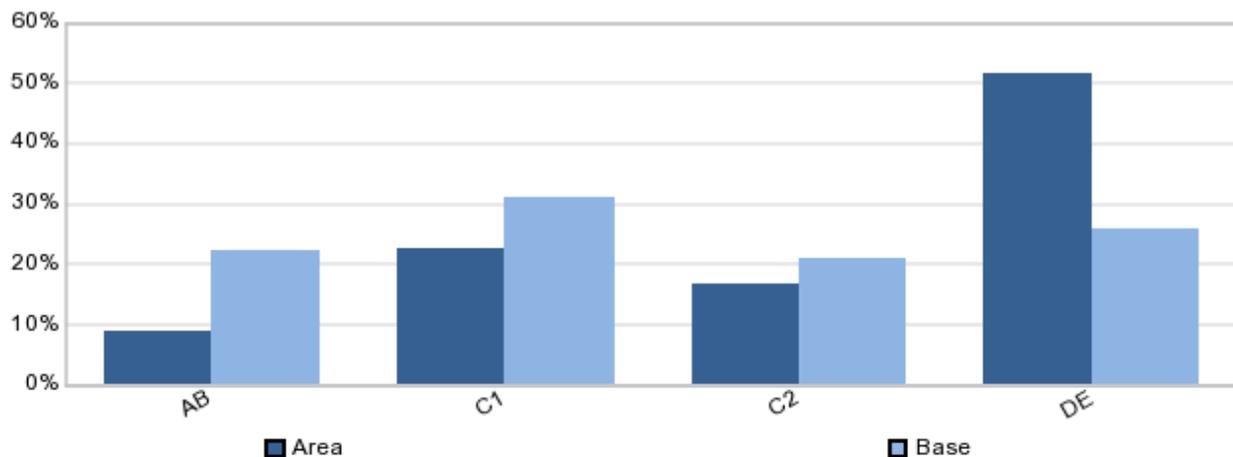
In the study area the largest ethnic group is Asian / Asian British: Indian taking up 37.67 % of the population with a count of 2,529. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 3, 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	192	4,696,968	40
C1 Supervisory, cleric, junior manage/admin/prof	485	6,510,031	73
C2 Skilled manual workers	362	4,376,339	81
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,105	5,456,469	199

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 1,105 people falling into this group, which is 51.54 % of the overall distribution. The smallest proportion falls into grade AB with a count of 192 taking up 8.96 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 199, whereas the most under represented group is AB with an index count of 40.

Understanding the Economic Activity

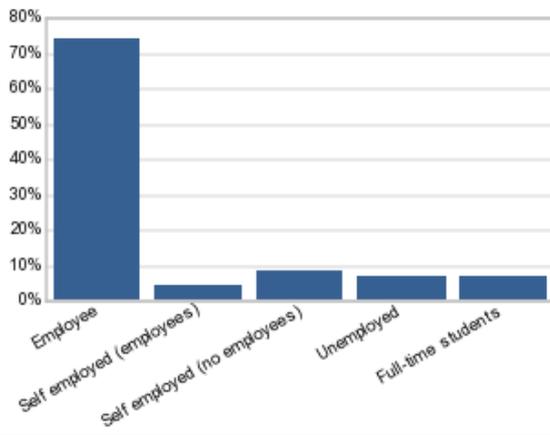
Economically Active	Area	Base	Index
Employee	1,845	26,483,068	95
Self employed with employees	111	1,127,682	134
Self employed without employees	212	3,705,246	78
Unemployed	172	1,161,572	201
Full-time students	172	1,695,620	138

Economically Inactive	Area	Base	Index
Retired	437	6,618,937	43
Student	392	2,838,201	90
Looking after home/ family	574	2,117,295	176
Permanently sick/ disabled	573	2,168,755	172
Other	304	1,076,085	184

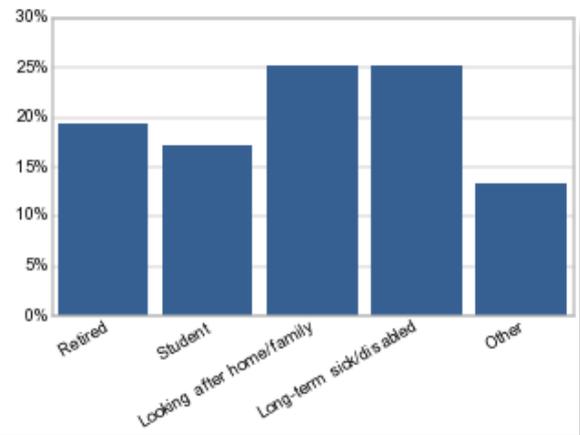
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 38.50 % of the population are employed, this is 1,845 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.32 %, 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 201, taking up 3.59 %.

When considering economic inactivity the largest proportion in the study area belongs to the Looking after home/ family group with a count of 574 representing 11.98 %. The smallest inactive group is Other with 304 which is 6.34 %. When looking at the index values the group that is most over represented is Other with an index of 184, representing 6.34 %.

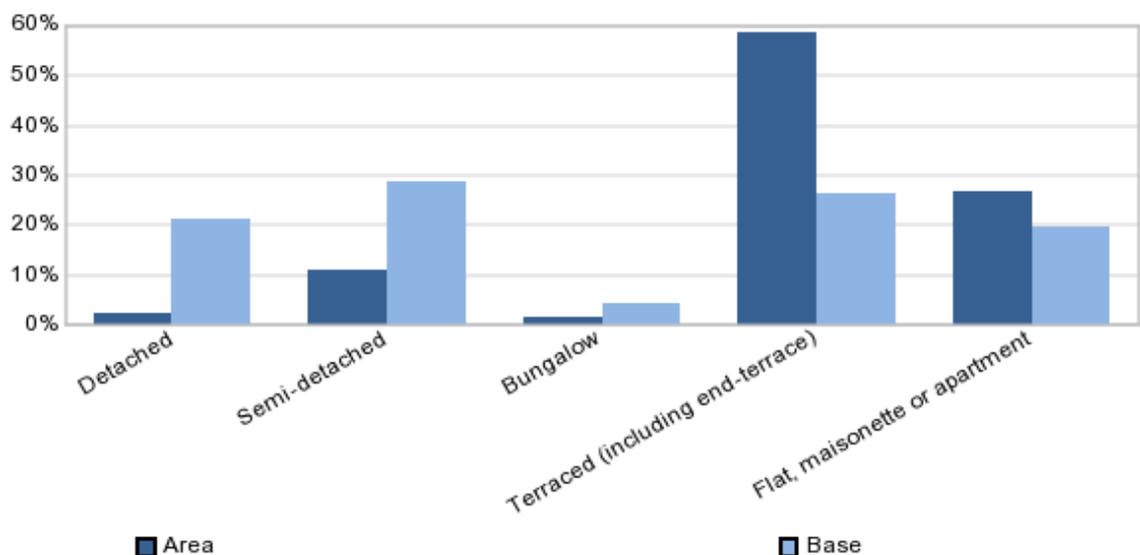
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	47	5,385,903	11
Semi-detached	227	7,344,686	39
Bungalow	32	1,039,099	38
Terraced (including end-terrace)	1,189	6,699,890	222
Flat, maisonette or apartment	543	5,007,460	136

Source: Experian ConsumerView Household Directory 2019 .

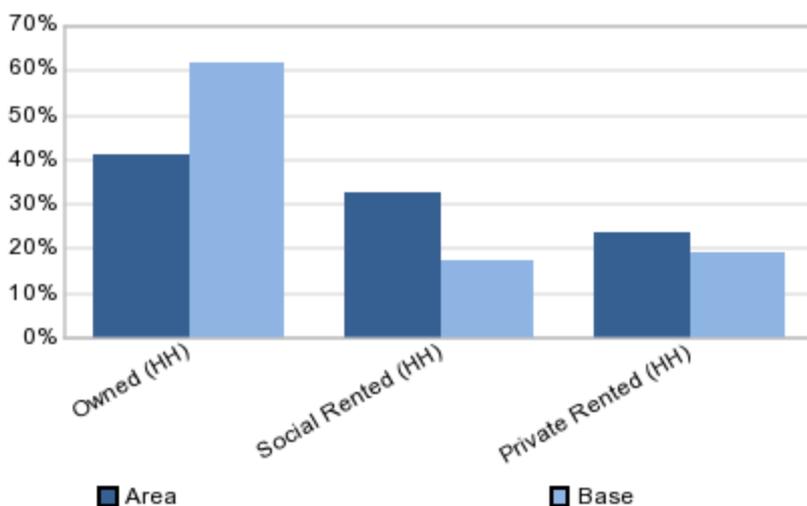
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	1,069	17,543,252	67
Social Rented (HH)	846	4,965,267	187
Private Rented (HH)	607	5,470,682	121

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.



227 households within your area live in a Semi-detached dwelling, this is 11.15 %. 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 32 households and makes up 1.56 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 222, this makes up 58.33 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 1,069 making up 41.34 %. The smallest amount fall into the Private rented at 23.44 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 187, 32.70 % of households fall into this category in the study area.

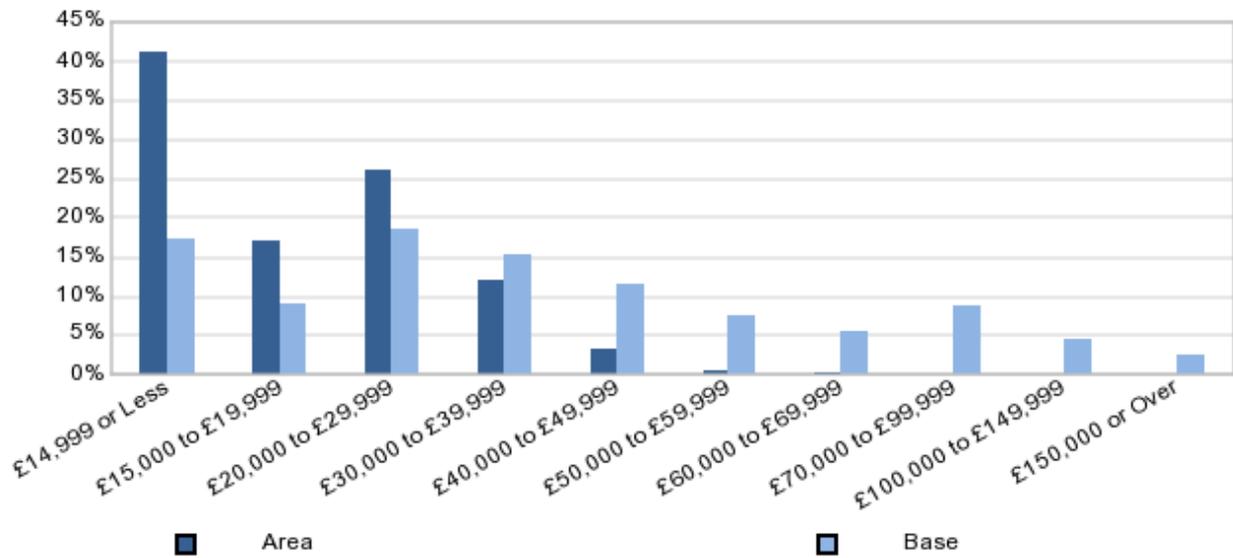
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	1,063	4,889,206	238
£15,000 to £19,999	435	2,538,634	188
£20,000 to £29,999	676	5,253,752	141
£30,000 to £39,999	316	4,304,210	80
£40,000 to £49,999	81	3,318,086	27
£50,000 to £59,999	11	2,106,080	6
£60,000 to £69,999	5	1,573,962	3
£70,000 to £99,999	0	2,469,683	0
£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.



1,499 households within your area have an income of £19,999 or less, this forms 57.93 % of the overall distribution. The smallest count is 0 and these fall into household income band £70,000 to £99,999 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 41.10 % with an index of 238, the most under represented banding is £70,000 to £99,999 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.

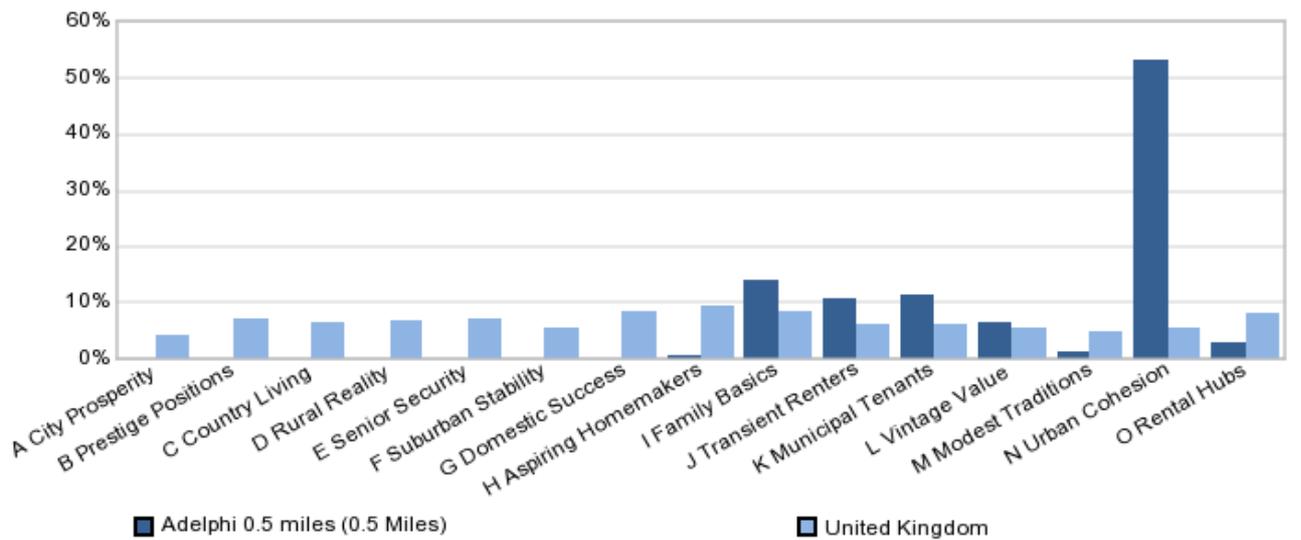
Understanding the residential profile by Mosaic UK 6

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 ⁻⁵⁰	1057
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	0	4,767,632	0	
F Suburban Stability	0	3,634,847	0	
G Domestic Success	0	5,770,639	0	
H Aspiring Homemakers	44	6,440,418	7	
I Family Basics	935	5,687,500	165	
J Transient Renters	711	4,160,345	171	
K Municipal Tenants	752	4,149,642	181	
L Vintage Value	436	3,692,978	118	
M Modest Traditions	77	3,121,382	25	
N Urban Cohesion	3,569	3,547,766	1,007	
O Rental Hubs	189	5,518,789	34	
Totals	6,713	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 N Urban Cohesion with a count of 3,569 representing 53.17 % of the overall distribution, in comparison to the base where 5.28 % 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 N Urban Cohesion taking up 53.17 % 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

N Urban Cohesion - 53.17 %



Residents of settled urban communities with a strong sense of identity.

Key Features

- Settled extended families
- City suburbs
- Multicultural
- Own 3 bedroom homes
- Sense of community
- Younger generation love technology

I Family Basics - 13.93 %



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

K Municipal Tenants - 11.20 %



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