

Location Analyst

UK



Alexandra BB3 1NL 0.5 miles Demog Report

Understanding Demographics

13 October, 2020

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Describing Alexandra 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	3,698	28,345,190
Total Population	8,236	67,229,855
Total Males	4,034	33,173,050
Total Females	4,203	34,056,805

The current year estimates show a total resident population of 8,236 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,698 in your area and 28,345,190 in your base selection. This was split by 51.03 % of the population being female and 48.97 % being male in the study area.

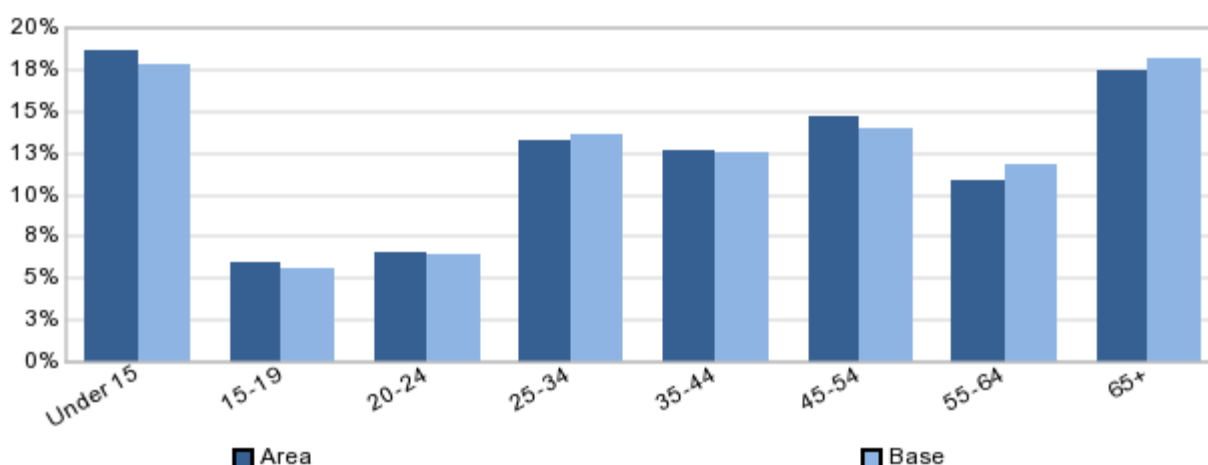
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	1,534	11,991,800	104
15-19	489	3,753,671	106
20-24	538	4,311,089	102
25-34	1,095	9,174,369	97
35-44	1,044	8,463,387	101
45-54	1,209	9,386,423	105
55-64	892	7,914,572	92
65+	1,436	12,234,544	96

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 1,534 representing 18.62 % of the study area. The smallest proportion is in age band 15-19 with a count of 489 which represents 5.93 %. In the study area the most over represented age band in comparison to the base selection is 15-19 with an index value of 106. The band that is most under represented is 55-64 with an index of 92, 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	7,794	58,246,060	109	
Gypsy / Traveller / Irish Traveller	3	68,310	35	
Mixed / Multiple Ethnic Groups	85	1,367,158	51	
Asian / Asian British: Indian	57	1,559,199	30	
Asian / Asian British: Pakistani	109	1,239,421	72	
Asian / Asian British: Bangladeshi	8	505,406	13	
Asian / Asian British: Chinese	62	497,465	102	
Asian / Asian British: Other Asian	50	969,724	42	
Black / African / Caribbean / Black British	38	2,122,714	15	
Other Ethnic Group	29	654,398	36	

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:

94.63 % White	86.64 % White
0.04 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.04 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.69 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
1.32 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.10 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.76 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.61 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.47 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.35 % Other Ethnic Group	0.97 % Other Ethnic Group

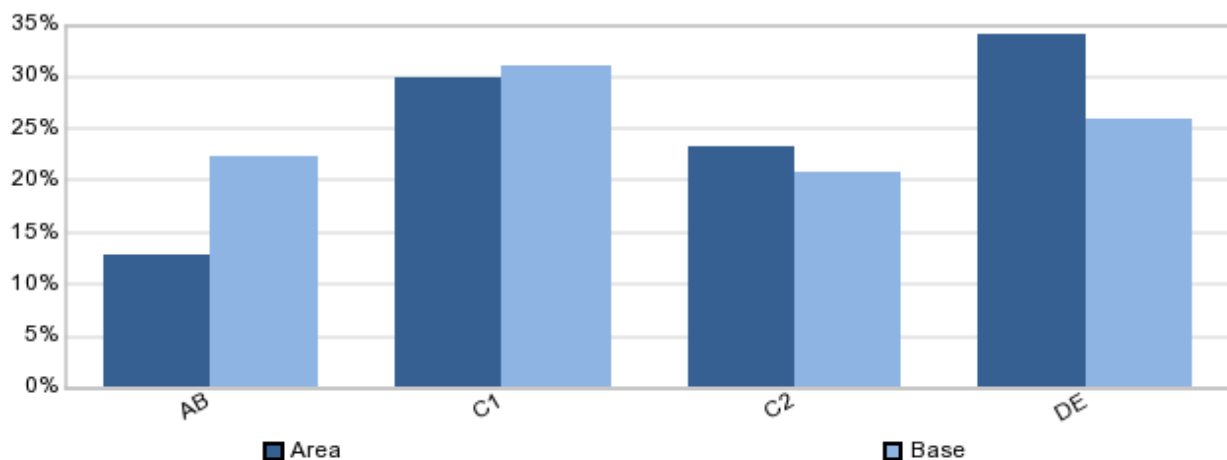
In the study area the largest ethnic group is White taking up 94.63 % of the population with a count of 7,794. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	362	4,696,968	57	
C1 Supervisory, cleric, junior manage/admin/prof	844	6,510,031	96	
C2 Skilled manual workers	660	4,376,339	112	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	963	5,456,469	131	

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 963 people falling into this group, which is 34.04 % of the overall distribution. The smallest proportion falls into grade AB with a count of 362 taking up 12.79 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 131, whereas the most under represented group is AB with an index count of 57.

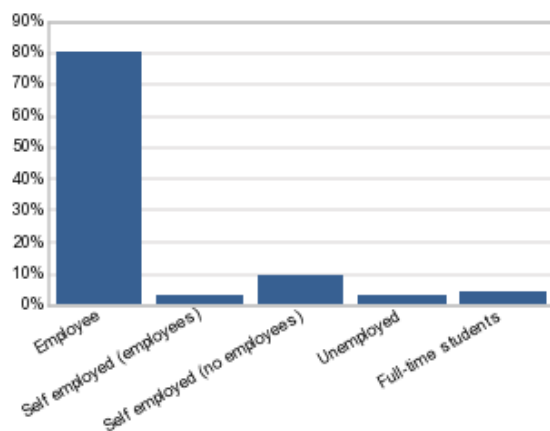
Understanding the Economic Activity

Economically Active	Area	Base	Index	84	100	104
Employee	3,289	26,483,068	103			
Self employed with employees	119	1,127,682	88			
Self employed without employees	378	3,705,246	85			
Unemployed	137	1,161,572	98			
Full-time students	184	1,695,620	90			
Economically Inactive				64	100	148
Retired	853	6,618,937	102			
Student	244	2,838,201	68			
Looking after home/ family	251	2,117,295	94			
Permanently sick/ disabled	398	2,168,755	145			
Other	130	1,076,085	95			

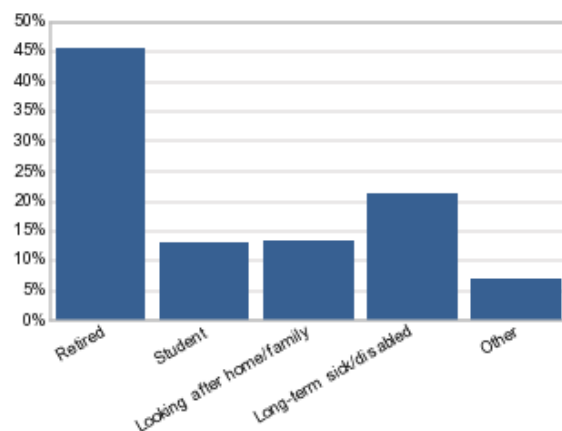
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 54.96 % of the population are employed, this is 3,289 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 2.00 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is None found with an index of 103, taking up 54.96 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 853 representing 14.25 %. The smallest inactive group is Other with 130 which is 2.17 %. When looking at the index values the group that is most over represented is Retired with an index of 102, representing 14.25 %.

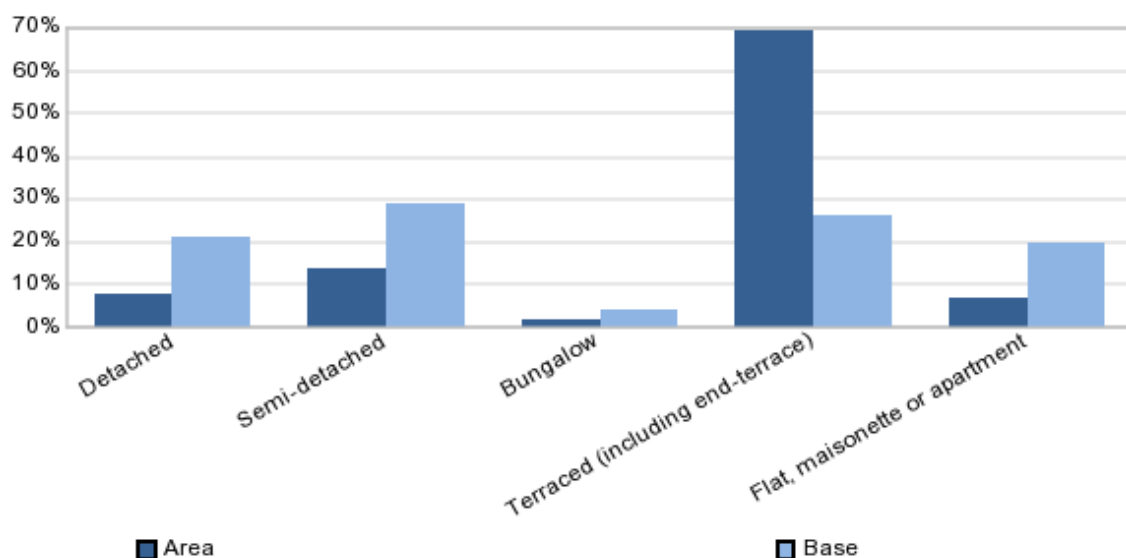
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	21	100	276
Detached	251	5,385,903	37			
Semi-detached	445	7,344,686	48			
Bungalow	64	1,039,099	49			
Terraced (including end-terrace)	2,232	6,699,890	265			
Flat, maisonette or apartment	208	5,007,460	33			

Source: Experian ConsumerView Household Directory 2019 .

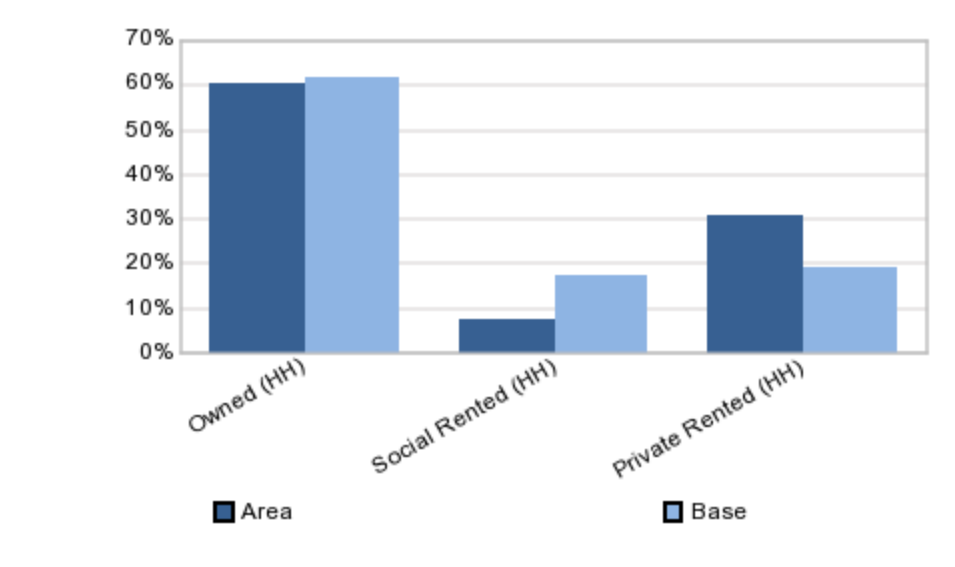
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	37	100	165
Owned (HH)	2,241	17,543,252	98			
Social Rented (HH)	282	4,965,267	44			
Private Rented (HH)	1,138	5,470,682	159			

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.



445 households within your area live in a Semi-detached dwelling, this is 13.90 %. 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 64 households and makes up 1.99 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 265, this makes up 69.77 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 2,241 making up 60.59 %. The smallest amount fall into the Social rented at 7.63 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 159, 30.77 % of households fall into this category in the study area.

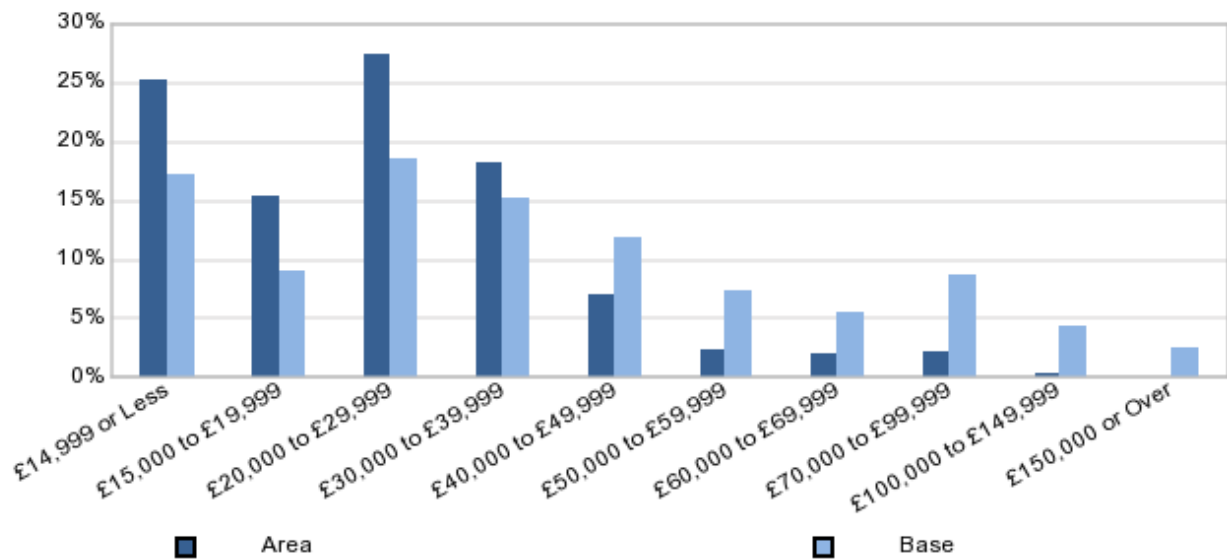
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Understanding the Household Income

Household Income	Area	Base	Index	-8	100	180
£14,999 or Less	936	4,889,206	147			
£15,000 to £19,999	569	2,538,634	172			
£20,000 to £29,999	1,013	5,253,752	148			
£30,000 to £39,999	676	4,304,210	120			
£40,000 to £49,999	256	3,318,086	59			
£50,000 to £59,999	84	2,106,080	30			
£60,000 to £69,999	74	1,573,962	36			
£70,000 to £99,999	77	2,469,683	24			
£100,000 to £149,999	13	1,215,381	8			
£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.



1,505 households within your area have an income of £19,999 or less, this forms 40.69 % 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 £15,000 to £19,999 is over represented making up 15.38 % with an index of 172, 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.

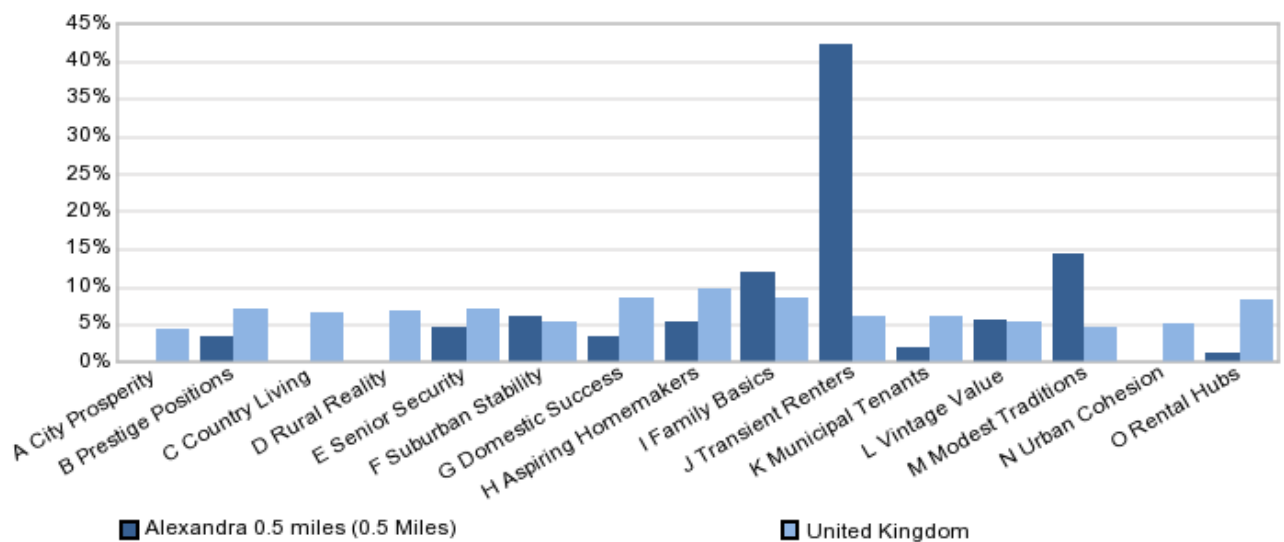
Understanding the residential profile by Mosaic UK 6

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 -34 100 714
A City Prosperity	0	2,849,374	0
B Prestige Positions	279	4,798,133	47
C Country Living	2	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	368	4,767,632	63
F Suburban Stability	511	3,634,847	115
G Domestic Success	269	5,770,639	38
H Aspiring Homemakers	443	6,440,418	56
I Family Basics	985	5,687,500	141
J Transient Renters	3,470	4,160,345	681
K Municipal Tenants	155	4,149,642	30
L Vintage Value	474	3,692,978	105
M Modest Traditions	1,182	3,121,382	309
N Urban Cohesion	0	3,547,766	0
O Rental Hubs	99	5,518,789	15
Totals	8,236	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 J Transient Renters with a count of 3,470 representing 42.13 % of the overall distribution, in comparison to the base where 6.19 % 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 J Transient Renters taking up 42.13 % 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

J Transient Renters - 42.13 %



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

M Modest Traditions - 14.35 %



Mature homeowners of value homes enjoying stable lifestyles.

Key Features

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

I Family Basics - 11.96 %



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