

Location Analyst

UK



Trap NE65 9UT 15 mins Demog Report

Understanding Demographics

13 October, 2020

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Describing Trap 15 mins (15 Minutes) in relation to United Kingdom
 Creation Date: October 13, 2020

Understanding the make-up of your area

	Area	Base
Total Households	9,355	28,345,190
Total Population	22,242	67,229,855
Total Males	11,575	33,173,050
Total Females	10,667	34,056,805

The current year estimates show a total resident population of 22,242 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 9,355 in your area and 28,345,190 in your base selection. This was split by 47.96 % of the population being female and 52.04 % being male in the study area.

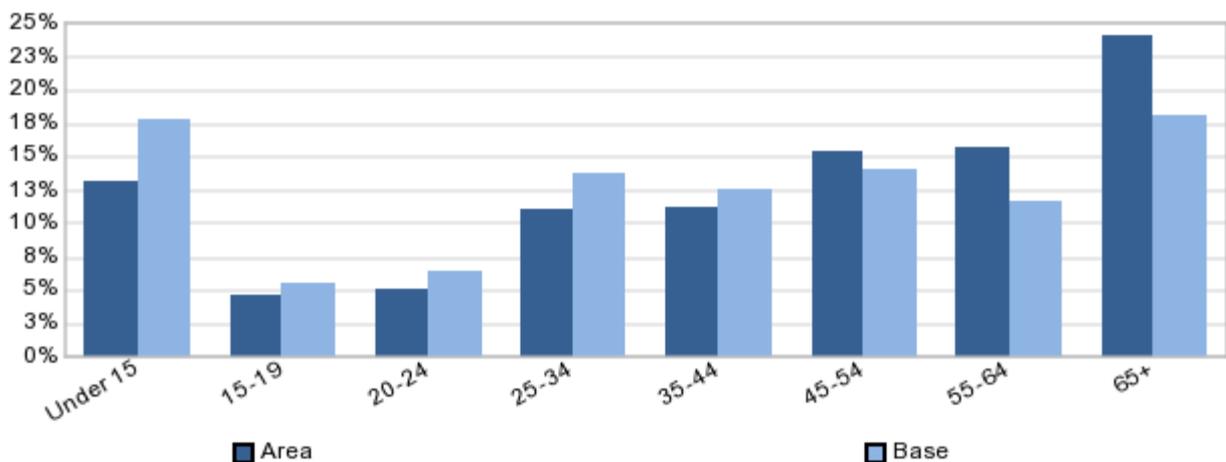
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			71	100	137
Under 15	2,920	11,991,800	74		
15-19	1,019	3,753,671	82		
20-24	1,127	4,311,089	79		
25-34	2,437	9,174,369	80		
35-44	2,472	8,463,387	88		
45-54	3,431	9,386,423	110		
55-64	3,508	7,914,572	134		
65+	5,327	12,234,544	132		

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 65+ with a count of 5,327 representing 23.95 % of the study area. The smallest proportion is in age band 15-19 with a count of 1,019 which represents 4.58 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 134. The band that is most under represented is Under 15 with an index of 74, 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	21,756	58,246,060	113
Gypsy / Traveller / Irish Traveller	28	68,310	126
Mixed / Multiple Ethnic Groups	144	1,367,158	32
Asian / Asian British: Indian	50	1,559,199	10
Asian / Asian British: Pakistani	44	1,239,421	11
Asian / Asian British: Bangladeshi	21	505,406	13
Asian / Asian British: Chinese	27	497,465	16
Asian / Asian British: Other Asian	34	969,724	10
Black / African / Caribbean / Black British	119	2,122,714	17
Other Ethnic Group	19	654,398	9

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:

97.82 % White	86.64 % White
0.13 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
0.65 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.22 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.20 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.09 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.12 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.15 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
0.54 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
0.09 % Other Ethnic Group	0.97 % Other Ethnic Group

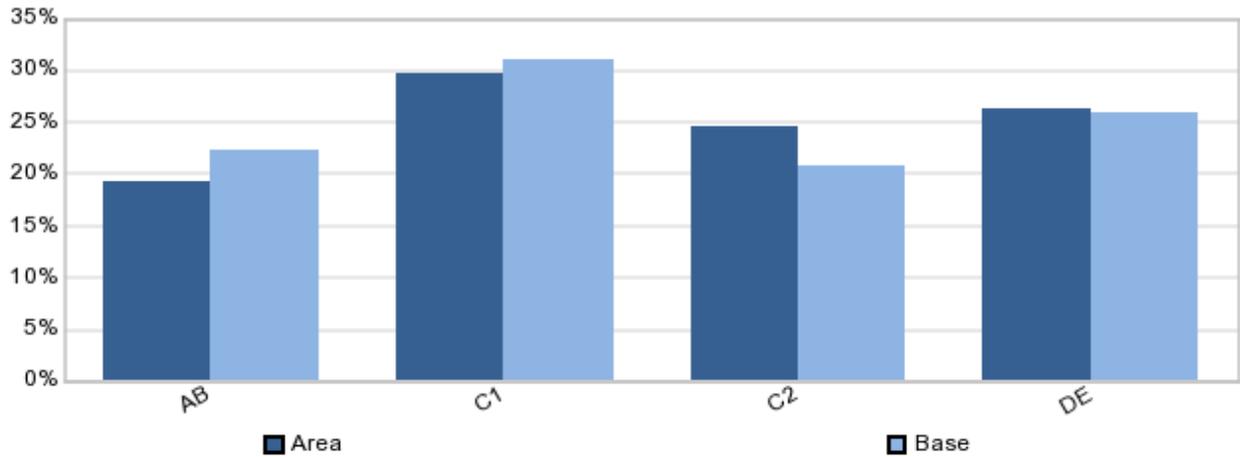
In the study area the largest ethnic group is White taking up 97.82 % of the population with a count of 21,756. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Other Ethnic Group with a count of 19, compare 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	1,246	4,696,968	87
C1 Supervisory, cleric, junior manage/admin/prof	1,919	6,510,031	96
C2 Skilled manual workers	1,579	4,376,339	118
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	1,695	5,456,469	101

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.



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Within your area social grade C1 forms the largest proportion with 1,919 people falling into this group, which is 29.80 % of the overall distribution. The smallest proportion falls into grade AB with a count of 1,246 taking up 19.35 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 118, whereas the most under represented group is AB with an index count of 87.

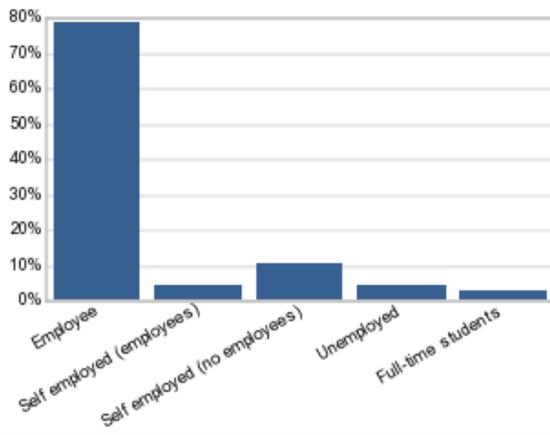
Understanding the Economic Activity

Economically Active	Area	Base	Index	50	100	136
Employee	8,622	26,483,068	101			
Self employed with employees	483	1,127,682	133		█	
Self employed without employees	1,139	3,705,246	96		█	
Unemployed	458	1,161,572	122		█	
Full-time students	296	1,695,620	54	█		
Economically Inactive				37	100	225
Retired	3,291	6,618,937	122		█	
Student	533	2,838,201	46	█		
Looking after home/ family	590	2,117,295	68	█		
Permanently sick/ disabled	679	2,168,755	77	█		
Other	953	1,076,085	217		█	

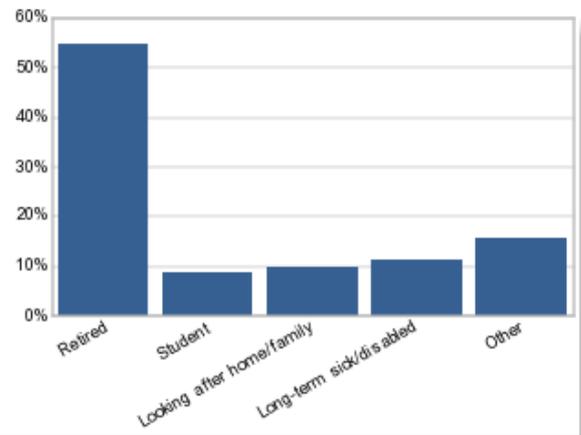
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 50.59 % of the population are employed, this is 8,622 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Full-time students representing 1.74 %, compare this to the selected base where this group represents 3.46 %. When analysing index* values the most over represented group is Employee with an index of 133, taking up 2.83 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 3,291 representing 19.31 %. The smallest inactive group is Student with 533 which is 3.13 %. When looking at the index values the group that is most over represented is Other with an index of 217, representing 5.59 %.

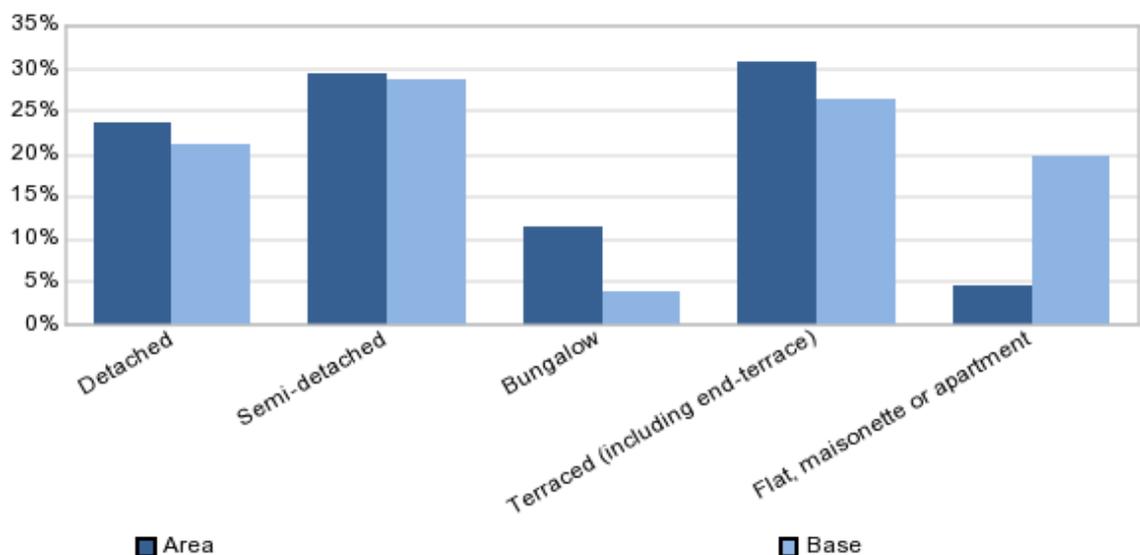
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	2,045	5,385,903	112
Semi-detached	2,547	7,344,686	102
Bungalow	990	1,039,099	281
Terraced (including end-terrace)	2,653	6,699,890	117
Flat, maisonette or apartment	394	5,007,460	23

Source: Experian ConsumerView Household Directory 2019 .

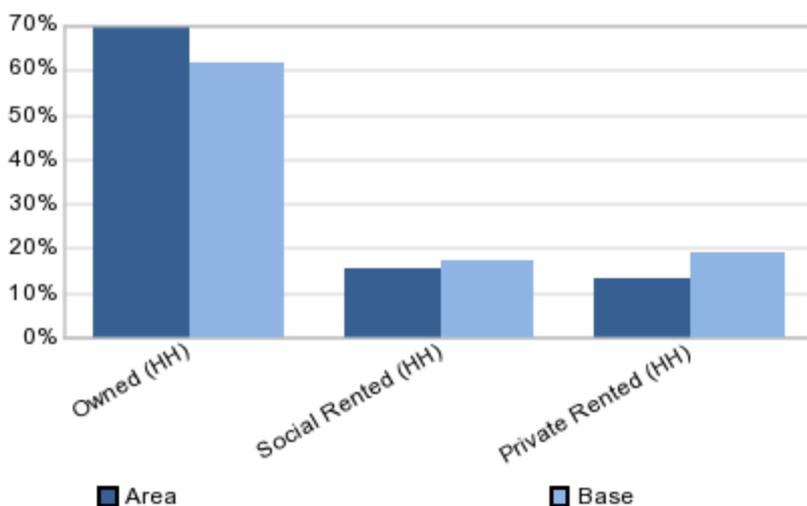
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	67	100	114
Owned (HH)	6,526	17,543,252	113		█	
Social Rented (HH)	1,463	4,965,267	89		█	
Private Rented (HH)	1,259	5,470,682	70		█	

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.



2,547 households within your area live in a Semi-detached dwelling, this is 29.51 %. Compare this to a figure of 7,344,686 in your base making up 28.83 %. The smallest number of households live in a Flat, maisonette or apartment dwelling, this is 394 households and makes up 4.57 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Bungalow with a figure of 281, this makes up 11.48 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 6,526 making up 69.76 %. The smallest amount fall into the Private rented at 13.46 %. When looking at the index figures the most over represented tenure type is Owned with an index of 113, 69.76 % of households fall into this category in the study area.

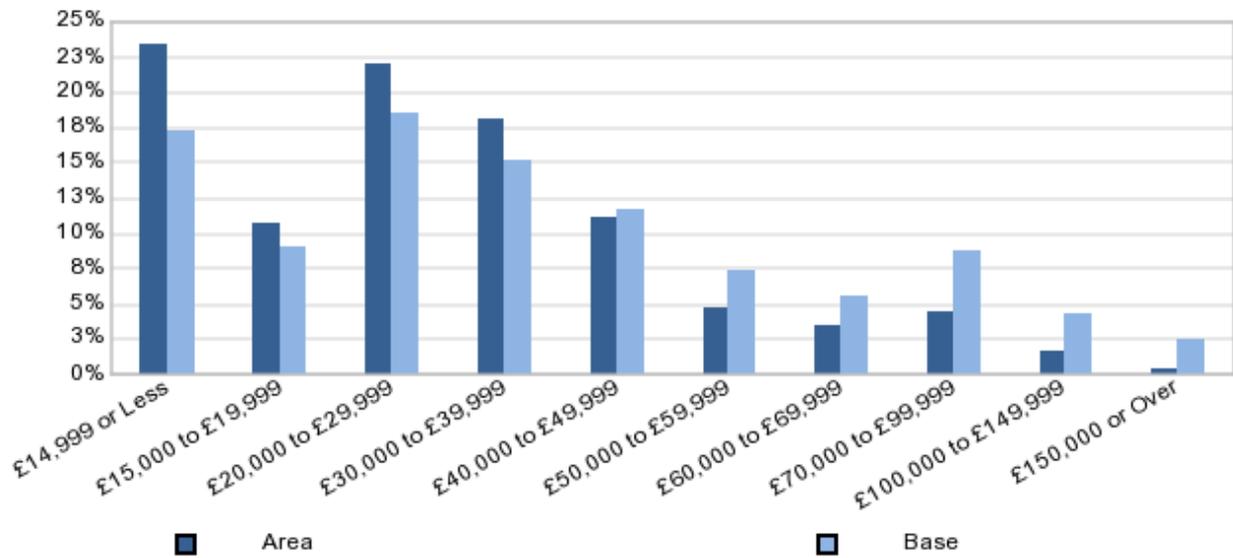
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Understanding the Household Income

Household Income	Area	Base	Index	7	100	141
£14,999 or Less	2,184	4,889,206	135		█	
£15,000 to £19,999	1,007	2,538,634	120		█	
£20,000 to £29,999	2,065	5,253,752	119		█	
£30,000 to £39,999	1,700	4,304,210	120		█	
£40,000 to £49,999	1,046	3,318,086	96		█	
£50,000 to £59,999	434	2,106,080	62		█	
£60,000 to £69,999	322	1,573,962	62		█	
£70,000 to £99,999	421	2,469,683	52		█	
£100,000 to £149,999	145	1,215,381	36		█	
£150,000 or Over	31	676,196	14		█	

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.



3,191 households within your area have an income of £19,999 or less, this forms 34.11 % of the overall distribution. The smallest count is 31 and these fall into household income band £150,000 or Over making up 0.34 %. 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 23.35 % with an index of 135, the most under represented banding is £150,000 or Over with a figure of 14 making up 0.34 % 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.

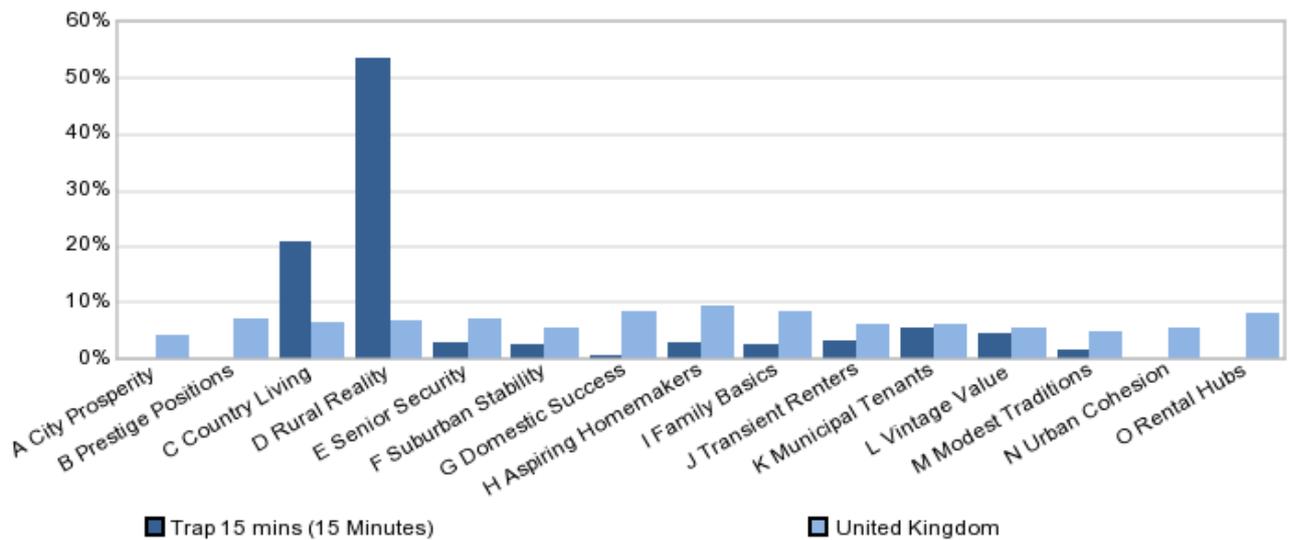
Understanding the residential profile by Mosaic UK 6

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 <small>-38 100</small>	811
A City Prosperity	0	2,849,374	0	
B Prestige Positions	22	4,798,133	1	
C Country Living	4,584	4,432,229	313	
D Rural Reality	11,911	4,656,104	773	
E Senior Security	596	4,767,632	38	
F Suburban Stability	534	3,634,847	44	
G Domestic Success	166	5,770,639	9	
H Aspiring Homemakers	612	6,440,418	29	
I Family Basics	552	5,687,500	29	
J Transient Renters	709	4,160,345	52	
K Municipal Tenants	1,197	4,149,642	87	
L Vintage Value	965	3,692,978	79	
M Modest Traditions	368	3,121,382	36	
N Urban Cohesion	0	3,547,766	0	
O Rental Hubs	26	5,518,789	1	
Totals	22,242	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 D Rural Reality with a count of 11,911 representing 53.55 % of the overall distribution, in comparison to the base where 6.93 % 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 D Rural Reality taking up 53.55 % 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

D Rural Reality - 53.55 %



Householders living in less expensive homes in village communities.

Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

C Country Living - 20.61 %



Well-off owners in rural locations enjoying the benefits of country life.

Key Features

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet

K Municipal Tenants - 5.38 %



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