

Location Analyst

UK



Brunel L6 2LD 0.5 miles Demog Report

Understanding Demographics

13 October, 2020

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

Understanding the make-up of your area

	Area	Base
Total Households	5,643	28,345,190
Total Population	11,727	67,229,855
Total Males	5,693	33,173,050
Total Females	6,034	34,056,805

The current year estimates show a total resident population of 11,727 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 5,643 in your area and 28,345,190 in your base selection. This was split by 51.46 % of the population being female and 48.54 % being male in the study area.

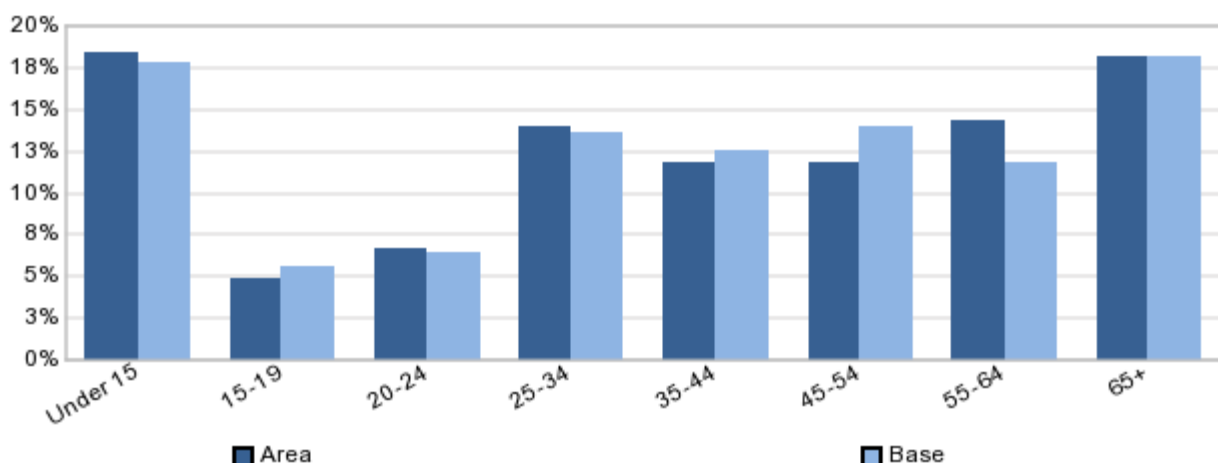
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	2,152	11,991,800	103
15-19	583	3,753,671	89
20-24	774	4,311,089	103
25-34	1,637	9,174,369	102
35-44	1,386	8,463,387	94
45-54	1,374	9,386,423	84
55-64	1,692	7,914,572	123
65+	2,130	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 2,152 representing 18.35 % of the study area. The smallest proportion is in age band 15-19 with a count of 583 which represents 4.97 %. In the study area the most over represented age band in comparison to the base selection is 55-64 with an index value of 123. The band that is most under represented is 45-54 with an index of 84, 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	10,641	58,246,060	105	
Gypsy / Traveller / Irish Traveller	1	68,310	11	
Mixed / Multiple Ethnic Groups	263	1,367,158	110	
Asian / Asian British: Indian	113	1,559,199	42	
Asian / Asian British: Pakistani	14	1,239,421	7	
Asian / Asian British: Bangladeshi	19	505,406	21	
Asian / Asian British: Chinese	122	497,465	140	
Asian / Asian British: Other Asian	113	969,724	67	
Black / African / Caribbean / Black British	280	2,122,714	76	
Other Ethnic Group	160	654,398	140	

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:

90.74 % White	86.64 % White
0.01 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.24 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
0.96 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.12 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.16 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
1.04 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
0.97 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
2.39 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
1.37 % Other Ethnic Group	0.97 % Other Ethnic Group

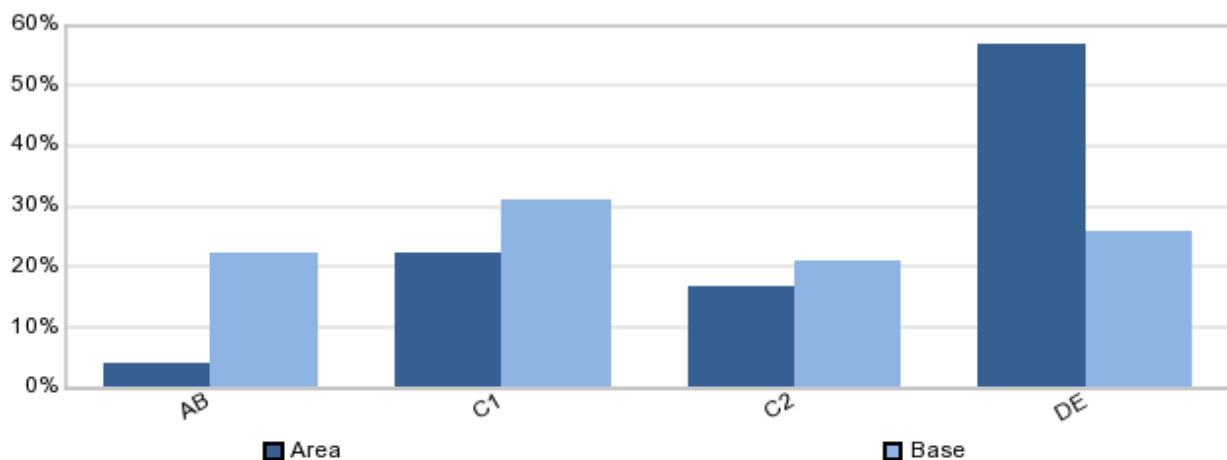
In the study area the largest ethnic group is White taking up 90.74 % of the population with a count of 10,641. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 1, 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	172	4,696,968	19	
C1 Supervisory, cleric, junior manage/admin/prof	915	6,510,031	71	
C2 Skilled manual workers	698	4,376,339	81	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	2,352	5,456,469	219	

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 2,352 people falling into this group, which is 56.86 % of the overall distribution. The smallest proportion falls into grade AB with a count of 172 taking up 4.16 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 219, whereas the most under represented group is AB with an index count of 19.

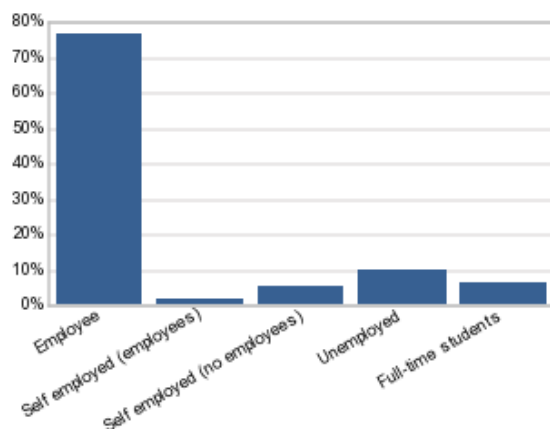
Understanding the Economic Activity

Economically Active	Area	Base	Index	39	100	298
Employee	3,403	26,483,068	99			
Self employed with employees	75	1,127,682	51		■	
Self employed without employees	245	3,705,246	51		■	
Unemployed	432	1,161,572	287		■	
Full-time students	275	1,695,620	125		■	
Economically Inactive				56	100	226
Retired	1,441	6,618,937	76		■	
Student	526	2,838,201	64		■	
Looking after home/ family	516	2,117,295	85		■	
Permanently sick/ disabled	1,369	2,168,755	219		■	
Other	418	1,076,085	135		■	

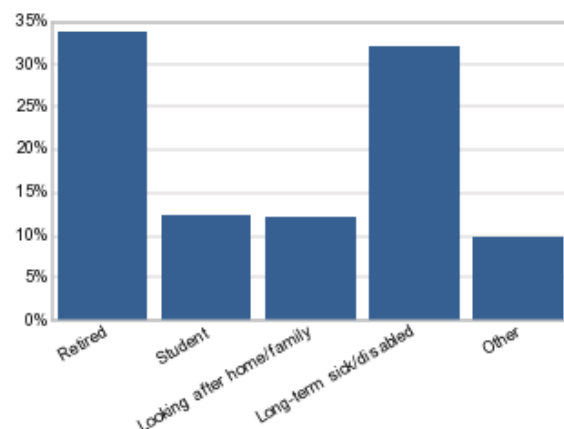
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 39.12 % of the population are employed, this is 3,403 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.86 %, 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 287, taking up 4.97 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,441 representing 16.56 %. The smallest inactive group is Other with 418 which is 4.80 %. When looking at the index values the group that is most over represented is Other with an index of 135, representing 4.80 %.

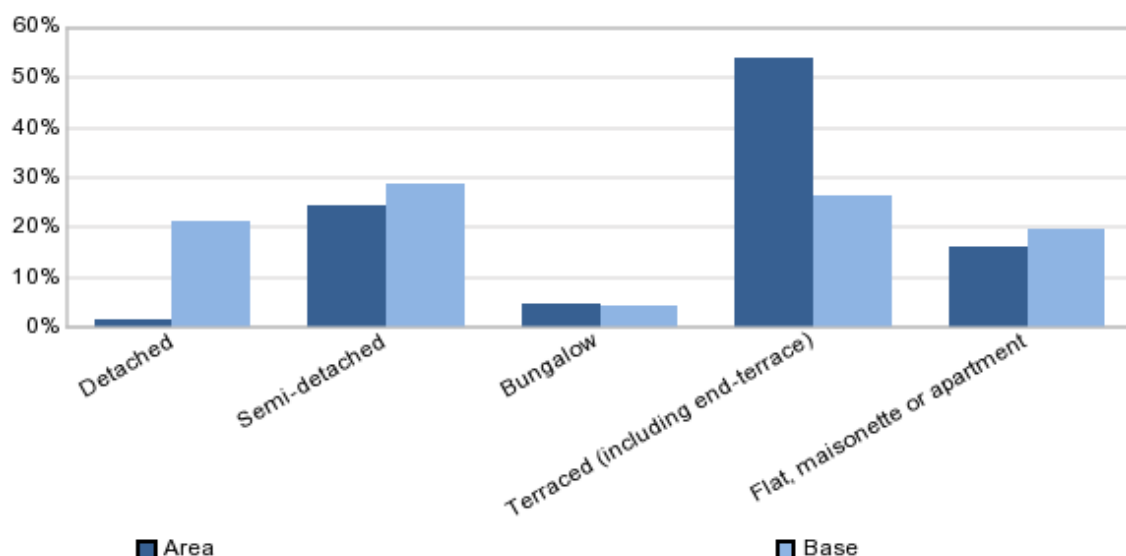
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	0	100	215
Detached	67	5,385,903	7			
Semi-detached	1,150	7,344,686	84			
Bungalow	211	1,039,099	109			
Terraced (including end-terrace)	2,563	6,699,890	205			
Flat, maisonette or apartment	756	5,007,460	81			

Source: Experian ConsumerView Household Directory 2019 .

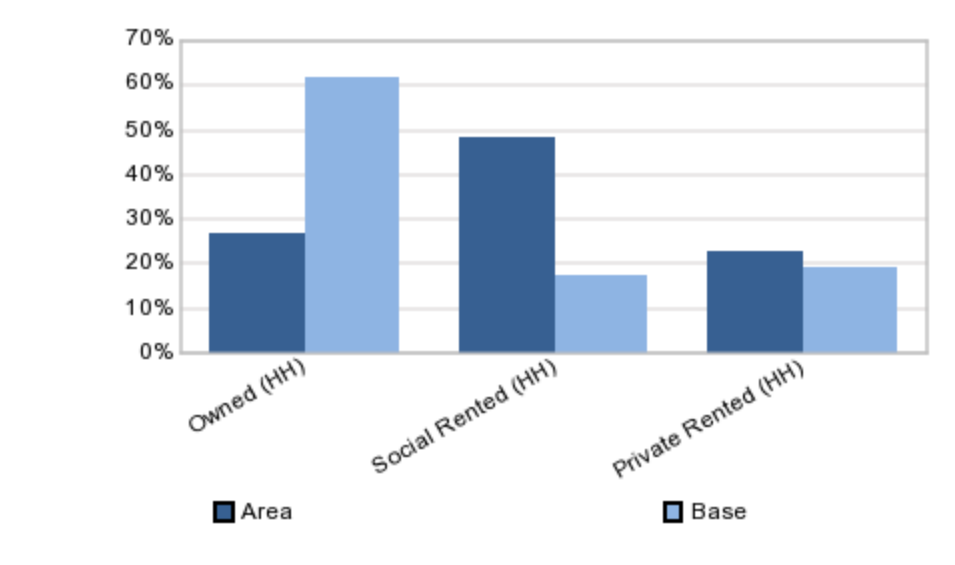
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	31	100	289
Owned (HH)	1,508	17,543,252	43			
Social Rented (HH)	2,742	4,965,267	277			
Private Rented (HH)	1,290	5,470,682	118			

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.



1,150 households within your area live in a Semi-detached dwelling, this is 24.22 %. 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 67 households and makes up 1.42 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Terraced with a figure of 205, this makes up 53.99 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 2,742 making up 48.59 %. The smallest amount fall into the Private rented at 22.86 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 277, 48.59 % of households fall into this category in the study area.

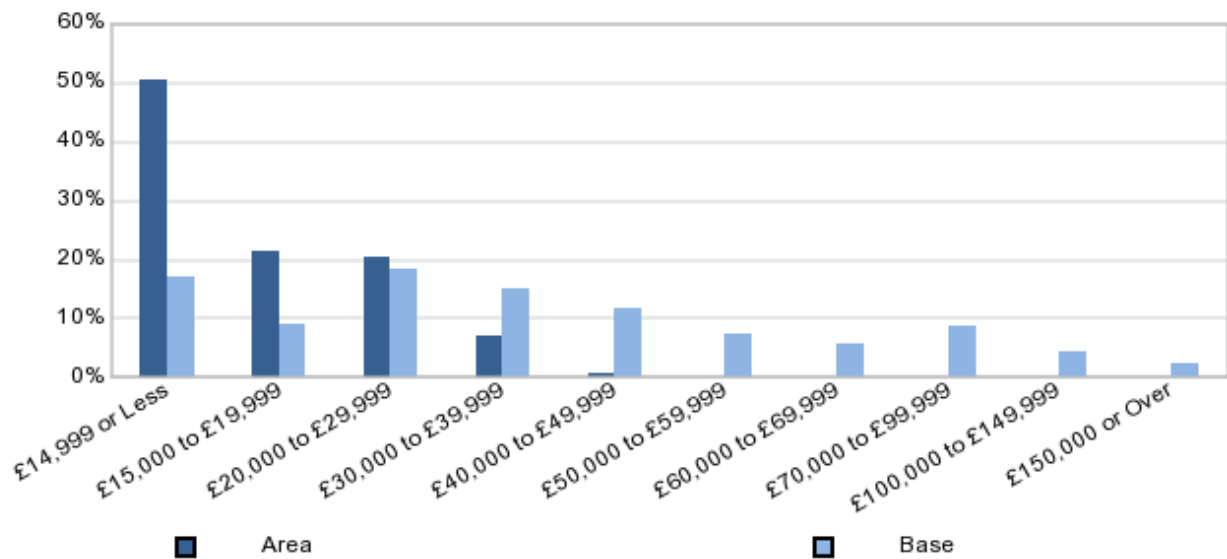
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Understanding the Household Income

Household Income	Area	Base	Index	-14	100	308
£14,999 or Less	2,866	4,889,206	294			
£15,000 to £19,999	1,198	2,538,634	237			
£20,000 to £29,999	1,141	5,253,752	109			
£30,000 to £39,999	392	4,304,210	46			
£40,000 to £49,999	41	3,318,086	6			
£50,000 to £59,999	4	2,106,080	1			
£60,000 to £69,999	1	1,573,962	0			
£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.



4,064 households within your area have an income of £19,999 or less, this forms 72.01 % 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 50.78 % with an index of 294, 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.

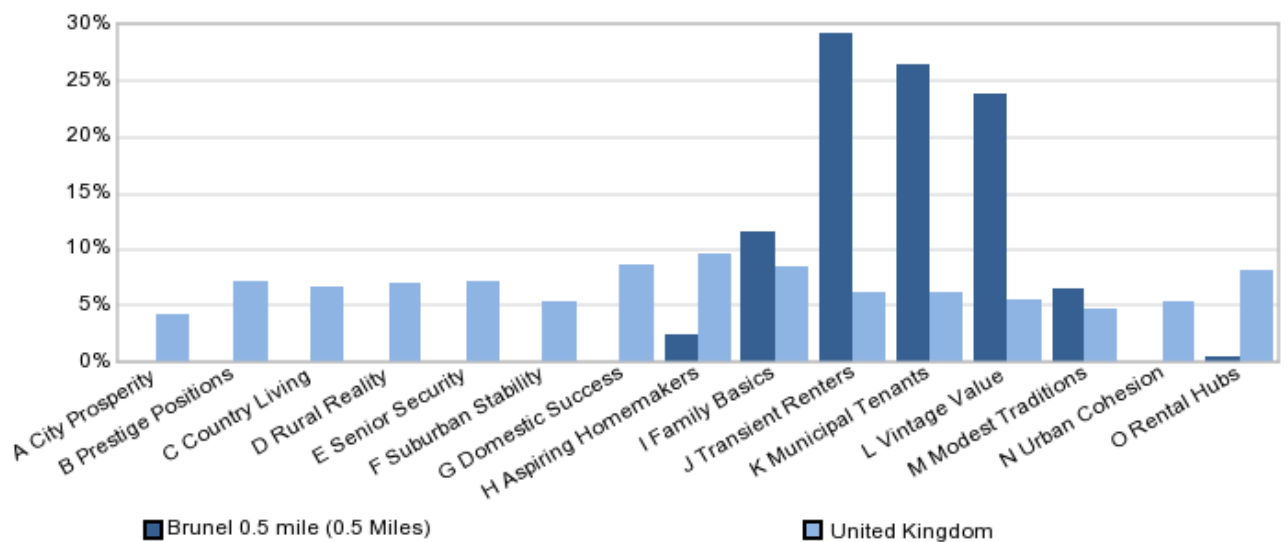
Understanding the residential profile by Mosaic UK 6

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	-23	100	494
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	275	6,440,418	24			
I Family Basics	1,364	5,687,500	138			
J Transient Renters	3,419	4,160,345	471			
K Municipal Tenants	3,086	4,149,642	426			
L Vintage Value	2,777	3,692,978	431			
M Modest Traditions	747	3,121,382	137			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	59	5,518,789	6			
Totals	11,727	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 3,419 representing 29.15 % 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 29.15 % 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 - 29.15 %



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

K Municipal Tenants - 26.31 %



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

L Vintage Value - 23.68 %



Elderly people with limited pension income, mostly living alone.

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use