

Location Analyst

UK



Samuel Pepys PE29 3TF 0.5 miles Demog Report

Understanding Demographics

14 October, 2020

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Describing Samuel Pepys PE29 3TF 0.5 miles Demog Report (0.5 Miles) in relation to United Kingdom
 Creation Date: October 14, 2020

Understanding the make-up of your area

	Area	Base
Total Households	2,157	28,345,190
Total Population	4,269	67,229,855
Total Males	2,186	33,173,050
Total Females	2,083	34,056,805

The current year estimates show a total resident population of 4,269 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 2,157 in your area and 28,345,190 in your base selection. This was split by 48.80 % of the population being female and 51.20 % being male in the study area.

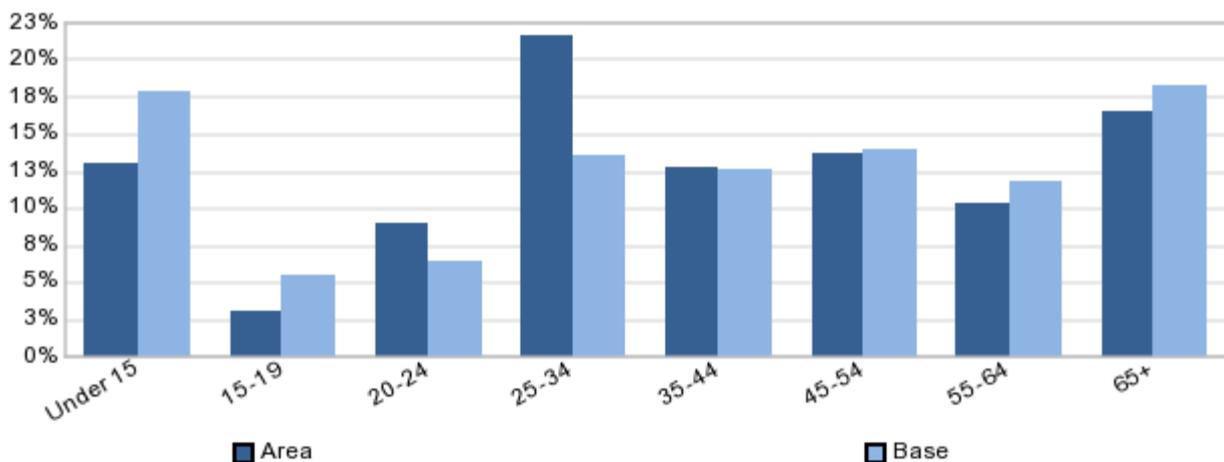
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			49	100	164
Under 15	553	11,991,800	73	■	
15-19	131	3,753,671	55	■	
20-24	383	4,311,089	140	■	
25-34	926	9,174,369	159	■	
35-44	543	8,463,387	101		
45-54	588	9,386,423	99		
55-64	439	7,914,572	87	■	
65+	707	12,234,544	91	■	

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 25-34 with a count of 926 representing 21.70 % of the study area. The smallest proportion is in age band 15-19 with a count of 131 which represents 3.07 %. In the study area the most over represented age band in comparison to the base selection is 25-34 with an index value of 159. The band that is most under represented is 15-19 with an index of 55, 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	3,838	58,246,060	104
Gypsy / Traveller / Irish Traveller	3	68,310	69
Mixed / Multiple Ethnic Groups	88	1,367,158	102
Asian / Asian British: Indian	72	1,559,199	73
Asian / Asian British: Pakistani	22	1,239,421	28
Asian / Asian British: Bangladeshi	12	505,406	36
Asian / Asian British: Chinese	22	497,465	68
Asian / Asian British: Other Asian	82	969,724	133
Black / African / Caribbean / Black British	85	2,122,714	63
Other Ethnic Group	46	654,398	111

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:

89.90 % White	86.64 % White
0.07 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.07 % Mixed / Multiple Ethnic Groups	2.03 % Mixed / Multiple Ethnic Groups
1.69 % Asian / Asian British: Indian	2.32 % Asian / Asian British: Indian
0.51 % Asian / Asian British: Pakistani	1.84 % Asian / Asian British: Pakistani
0.27 % Asian / Asian British: Bangladeshi	0.75 % Asian / Asian British: Bangladeshi
0.51 % Asian / Asian British: Chinese	0.74 % Asian / Asian British: Chinese
1.92 % Asian / Asian British: Other Asian	1.44 % Asian / Asian British: Other Asian
1.98 % Black / African / Caribbean / Black British	3.16 % Black / African / Caribbean / Black British
1.08 % Other Ethnic Group	0.97 % Other Ethnic Group

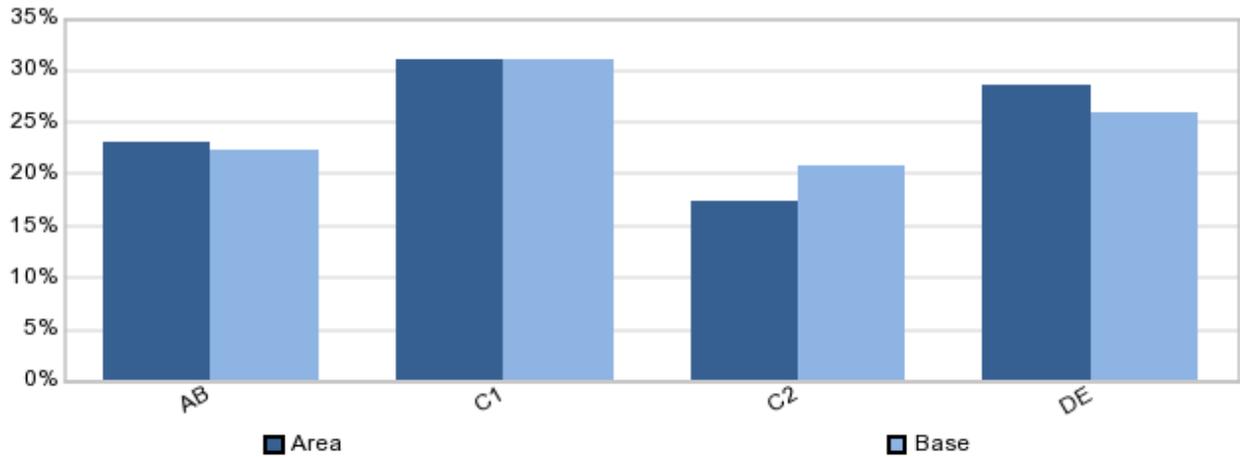
In the study area the largest ethnic group is White taking up 89.90 % of the population with a count of 3,838. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count 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	394	4,696,968	103
C1 Supervisory, cleric, junior manage/admin/prof	535	6,510,031	100
C2 Skilled manual workers	298	4,376,339	83
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	494	5,456,469	111

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 535 people falling into this group, which is 31.08 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 298 taking up 17.34 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 111, whereas the most under represented group is C2 with an index count of 83.

Understanding the Economic Activity

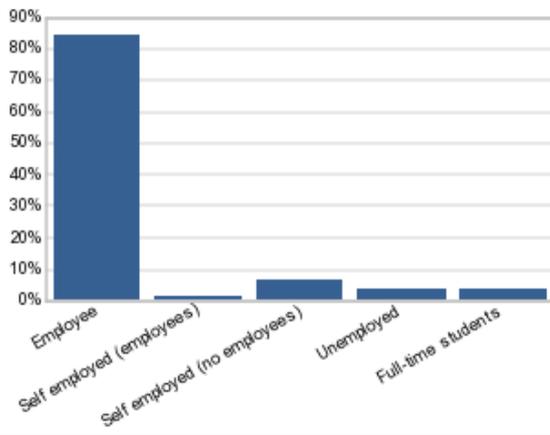
Economically Active	Area	Base	Index ³⁷
Employee	2,183	26,483,068	109
Self employed with employees	35	1,127,682	41
Self employed without employees	173	3,705,246	62
Unemployed	94	1,161,572	107
Full-time students	95	1,695,620	74

Economically Inactive	Area	Base	Index ⁴⁶
Retired	314	6,618,937	94
Student	75	2,838,201	53
Looking after home/ family	108	2,117,295	101
Permanently sick/ disabled	193	2,168,755	176
Other	56	1,076,085	104

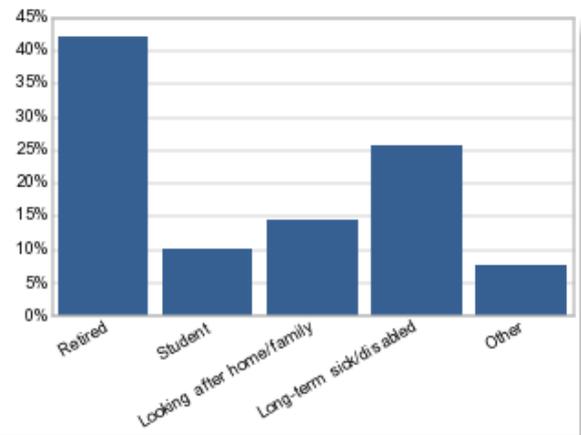
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 65.63 % of the population are employed, this is 2,183 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 1.04 %, 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 109, taking up 65.63 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 314 representing 9.45 %. The smallest inactive group is Other with 56 which is 1.70 %. When looking at the index values the group that is most over represented is Other with an index of 104, representing 1.70 %.

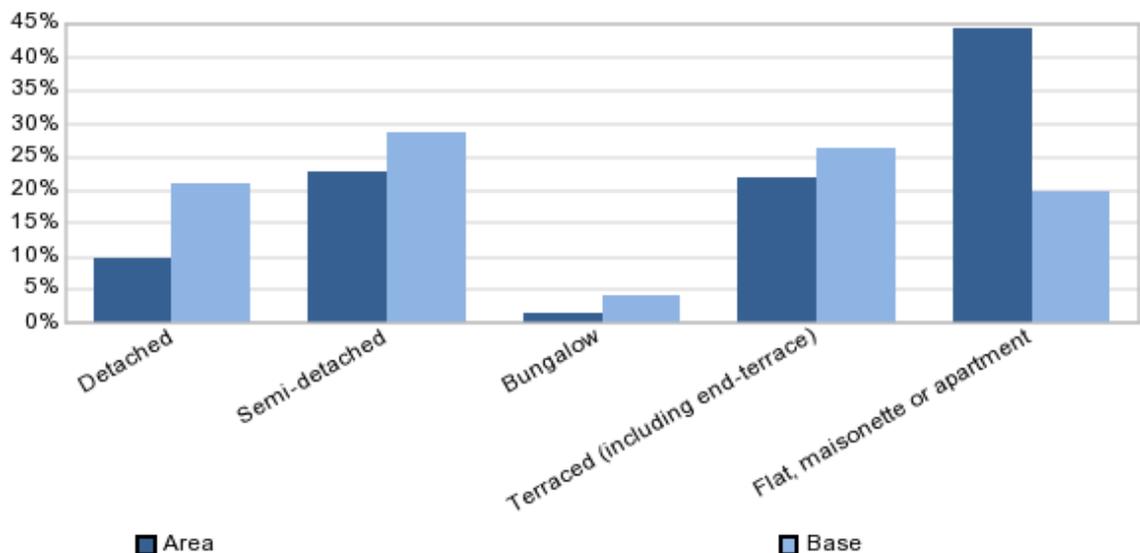
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index
Detached	170	5,385,903	45
Semi-detached	407	7,344,686	79
Bungalow	28	1,039,099	38
Terraced (including end-terrace)	389	6,699,890	83
Flat, maisonette or apartment	784	5,007,460	224

Source: Experian ConsumerView Household Directory 2019 .

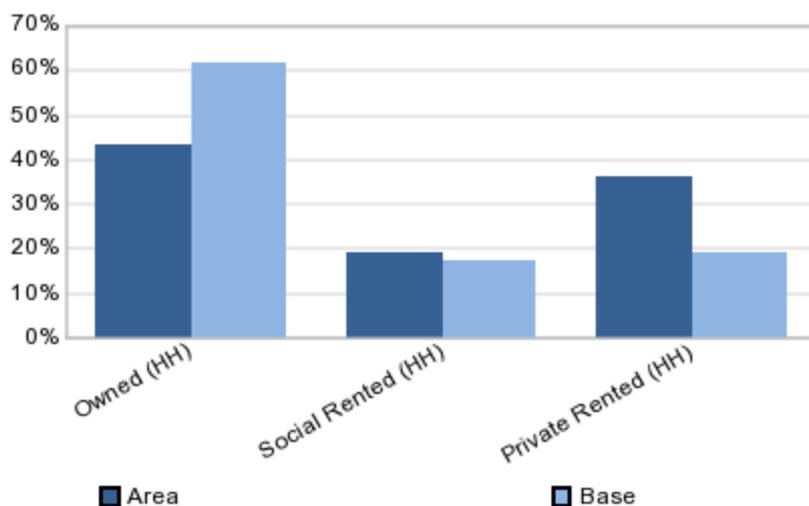
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index
Owned (HH)	932	17,543,252	70
Social Rented (HH)	421	4,965,267	111
Private Rented (HH)	779	5,470,682	187

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.



407 households within your area live in a Semi-detached dwelling, this is 22.90 %. 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 28 households and makes up 1.55 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 224, this makes up 44.10 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 932 making up 43.22 %. The smallest amount fall into the Social rented at 19.52 %. When looking at the index figures the most over represented tenure type is Private Rented with an index of 187, 36.13 % of households fall into this category in the study area.

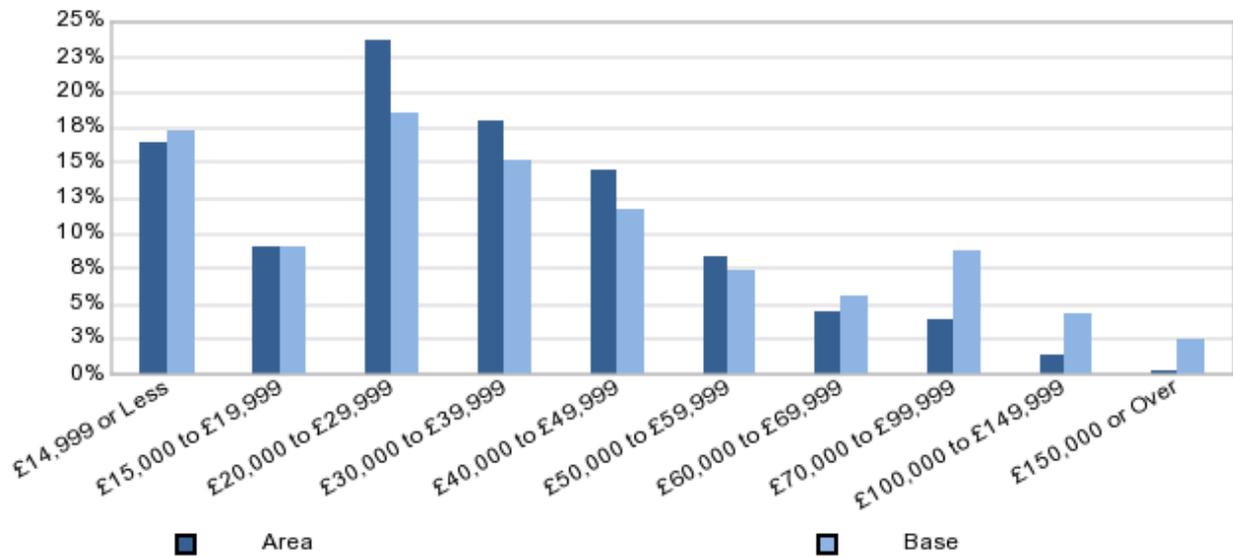
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Understanding the Household Income

Household Income	Area	Base	Index
£14,999 or Less	355	4,889,206	95
£15,000 to £19,999	195	2,538,634	101
£20,000 to £29,999	511	5,253,752	128
£30,000 to £39,999	390	4,304,210	119
£40,000 to £49,999	312	3,318,086	123
£50,000 to £59,999	181	2,106,080	113
£60,000 to £69,999	95	1,573,962	79
£70,000 to £99,999	85	2,469,683	45
£100,000 to £149,999	29	1,215,381	32
£150,000 or Over	6	676,196	11

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.



550 households within your area have an income of £19,999 or less, this forms 25.49 % of the overall distribution. The smallest count is 6 and these fall into household income band £150,000 or Over making up 0.26 %. 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 23.67 % with an index of 128, the most under represented banding is £150,000 or Over with a figure of 11 making up 0.26 % 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.

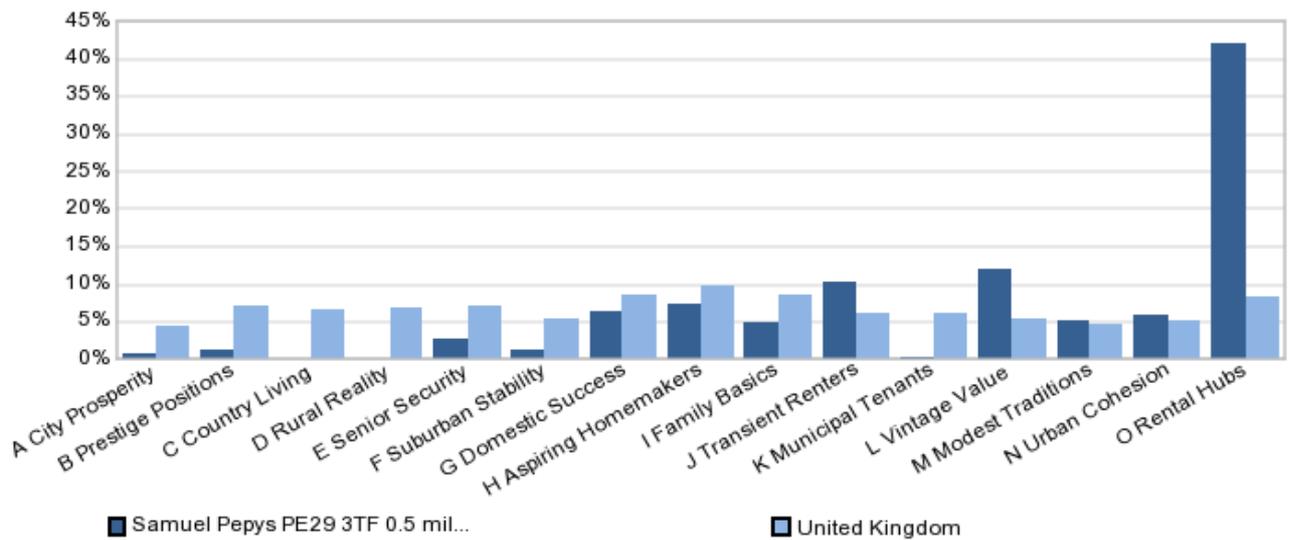
Understanding the residential profile by Mosaic UK 6

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
A City Prosperity	29	2,849,374	16
B Prestige Positions	51	4,798,133	17
C Country Living	0	4,432,229	0
D Rural Reality	0	4,656,104	0
E Senior Security	111	4,767,632	37
F Suburban Stability	54	3,634,847	23
G Domestic Success	273	5,770,639	74
H Aspiring Homemakers	315	6,440,418	77
I Family Basics	216	5,687,500	60
J Transient Renters	437	4,160,345	165
K Municipal Tenants	10	4,149,642	4
L Vintage Value	511	3,692,978	218
M Modest Traditions	219	3,121,382	110
N Urban Cohesion	254	3,547,766	113
O Rental Hubs	1,790	5,518,789	511
Totals	4,269	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 O Rental Hubs with a count of 1,790 representing 41.93 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is C Country Living with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is O Rental Hubs taking up 41.93 % of the target area. In contrast the most under represented group is C Country Living with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 41.93 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

L Vintage Value - 11.97 %



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

J Transient Renters - 10.23 %



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