

Location Analyst UK



Back O Hill FK8 1RA 0.5 miles Demog Report

Understanding Demographics

14 October, 2020

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Describing Back O Hill FK8 1RA 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	3,078	28,345,190
Total Population	7,230	67,229,855
Total Males	3,488	33,173,050
Total Females	3,742	34,056,805

The current year estimates show a total resident population of 7,230 in the study area, compared to 67,229,855 in the base selection. When looking at households there are 3,078 in your area and 28,345,190 in your base selection. This was split by 51.76 % of the population being female and 48.24 % being male in the study area.

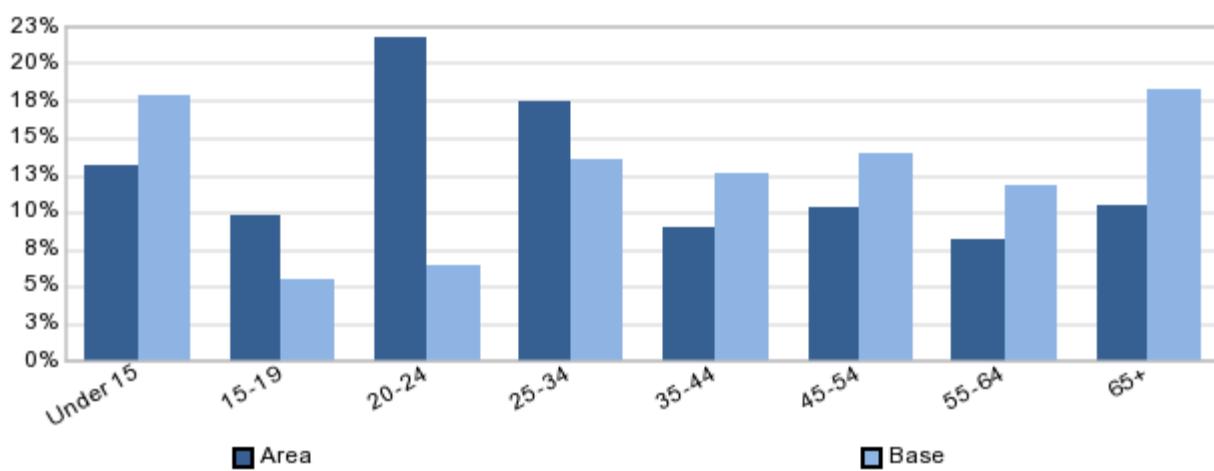
Source: Experian Current year estimates (Mid-year 2018).

Understanding who lives in your area

Age Bands	Area	Base	Index		
			43	100	354
Under 15	946	11,991,800	73	■ 43	■ 354
15-19	702	3,753,671	174	■ 100	■ 354
20-24	1,577	4,311,089	340	■ 174	■ 354
25-34	1,261	9,174,369	128	■ 43	■ 354
35-44	646	8,463,387	71	■ 73	■ 354
45-54	741	9,386,423	73	■ 128	■ 354
55-64	594	7,914,572	70	■ 174	■ 354
65+	762	12,234,544	58	■ 340	■ 354

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 20-24 with a count of 1,577 representing 21.81 % of the study area. The smallest proportion is in age band 55-64 with a count of 594 which represents 8.22 %. In the study area the most over represented age band in comparison to the base selection is 20-24 with an index value of 340. The band that is most under represented is 65+ with an index* of 58, 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
			0 100 571
White	6,622	58,246,060	106
Gypsy / Traveller / Irish Traveller	4	68,310	52 ■
Mixed / Multiple Ethnic Groups	41	1,367,158	28 ■
Asian / Asian British: Indian	61	1,559,199	37 ■
Asian / Asian British: Pakistani	50	1,239,421	37 ■
Asian / Asian British: Bangladeshi	9	505,406	17 ■
Asian / Asian British: Chinese	291	497,465	545 ■■■■
Asian / Asian British: Other Asian	74	969,724	71 ■
Black / African / Caribbean / Black British	48	2,122,714	21 ■
Other Ethnic Group	29	654,398	41 ■

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 Compare this to your base ethnic diversity as follows:

91.59 % White
 0.05 % Gypsy / Traveller / Irish Traveller
 0.57 % Mixed / Multiple Ethnic Groups
 0.85 % Asian / Asian British: Indian
 0.69 % Asian / Asian British: Pakistani
 0.12 % Asian / Asian British: Bangladeshi
 4.03 % Asian / Asian British: Chinese
 1.02 % Asian / Asian British: Other Asian
 0.67 % Black / African / Caribbean / Black British
 0.40 % Other Ethnic Group

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

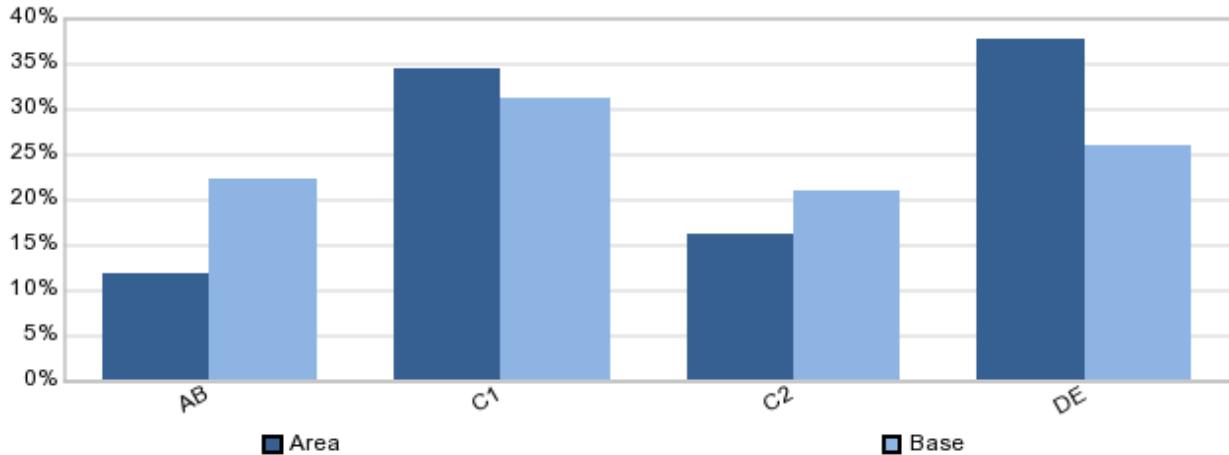
In the study area the largest ethnic group is White taking up 91.59 % of the population with a count of 6,622. This is in comparison to the selected base with 86.64 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 4, 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	48 100 149
AB Higher & intermediate manage/admin/prof	301	4,696,968	53 ■■■■	100
C1 Supervisory, cleric, junior manage/admin/prof	876	6,510,031	111 ■	149
C2 Skilled manual workers	415	4,376,339	78 ■	100
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	961	5,456,469	145 ■■■■	149

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 961 people falling into this group, which is 37.66 % of the overall distribution. The smallest proportion falls into grade AB with a count of 301 taking up 11.78 %. When comparing this to the selected base the most over represented grade is DE with an index* count of 145, whereas the most under represented group is AB with an index count of 53.

Understanding the Economic Activity

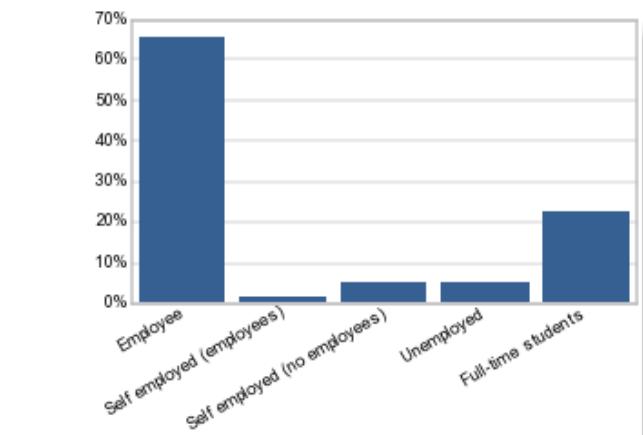
Economically Active	Area	Base	Index* 20 100	477
Employee	2,335	26,483,068	85 100	
Self employed with employees	48	1,127,682	41 100	
Self employed without employees	183	3,705,246	47 100	
Unemployed	182	1,161,572	150 100	
Full-time students	805	1,695,620	457 100	

Economically Inactive	Area	Base	Index* 20 100	230
Retired	472	6,618,937	45 100	
Student	990	2,838,201	221 100	
Looking after home/ family	217	2,117,295	65 100	
Permanently sick/ disabled	482	2,168,755	141 100	
Other	173	1,076,085	102 100	

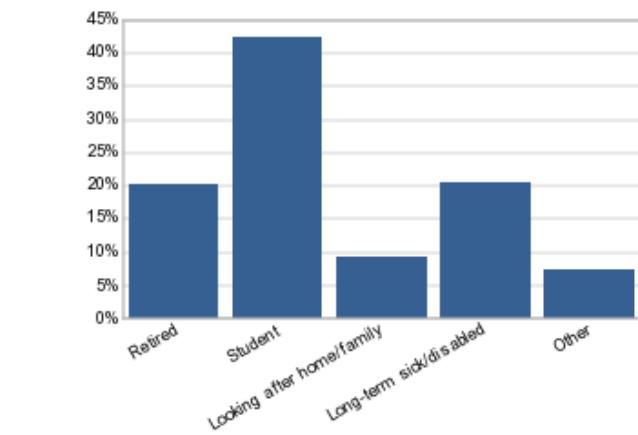
Source: Experian Current Year Estimates based on ONS Census Data (2018).

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 39.66 % of the population are employed, this is 2,335 people, compare this to your base where 54.06 % are employed. The smallest economically active group is Self employed with employees representing 0.82 %, compare this to the selected base where this group represents 2.30 %. When analysing index* values the most over represented group is Full-time students with an index of 457, taking up 13.68 %. When considering economic inactivity the largest proportion in the study area belongs to the Student group with a count of 990 representing 16.81 %. The smallest inactive group is Other with 173 which is 2.94 %. When looking at the index values the group that is most over represented is Student with an index of 221, representing 16.81 %.

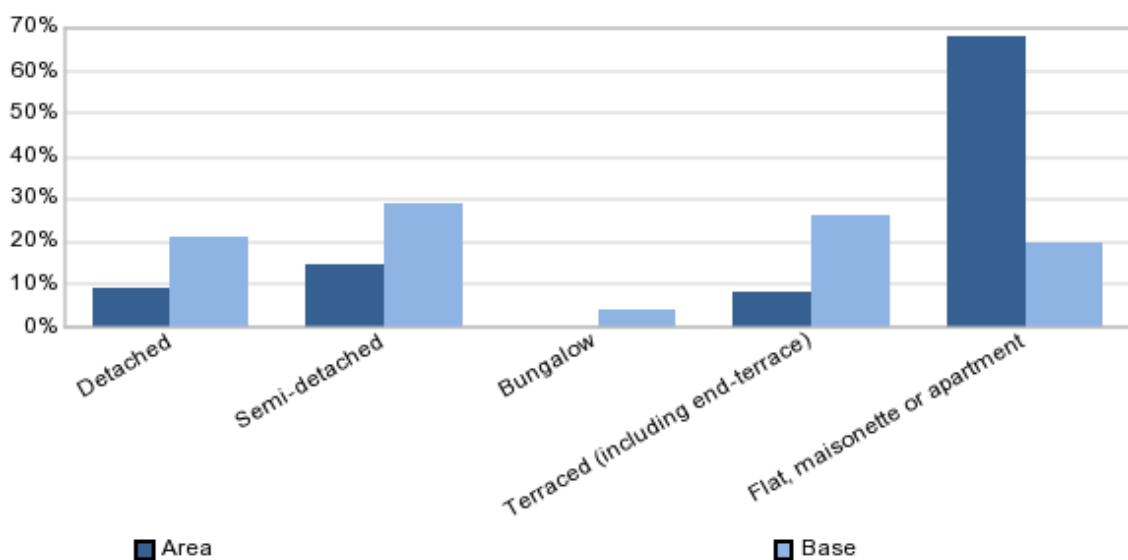
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Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	-17	100	361
Detached	241	5,385,903	45	■	■	■
Semi-detached	374	7,344,686	51	■	■	■
Bungalow	0	1,039,099	0	■	■	■
Terraced (including end-terrace)	213	6,699,890	32	■	■	■
Flat, maisonette or apartment	1,725	5,007,460	344	■	■■■■	■■■■

Source: Experian ConsumerView Household Directory 2019 .

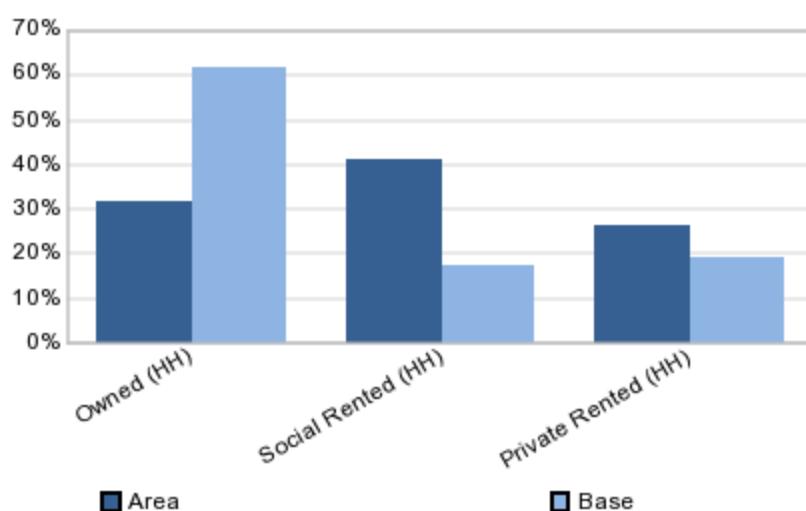
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	42	100	244
Owned (HH)	977	17,543,252	51	42	100	1
Social Rented (HH)	1,268	4,965,267	235	1	100	1
Private Rented (HH)	809	5,470,682	136	1	100	1

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.



374 households within your area live in a Semi-detached dwelling, this is 14.64 %. 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 0 households and makes up 0.00 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Flat, maisonette or apartment with a figure of 344, this makes up 67.58 % in the study area.

When considering the tenure of households we can see that the largest proportion are Social rented with a figure of 1,268 making up 41.19 %. The smallest amount fall into the Private rented at 26.29 %. When looking at the index figures the most over represented tenure type is Social Rented with an index of 235, 41.19 % of households fall into this category in the study area.

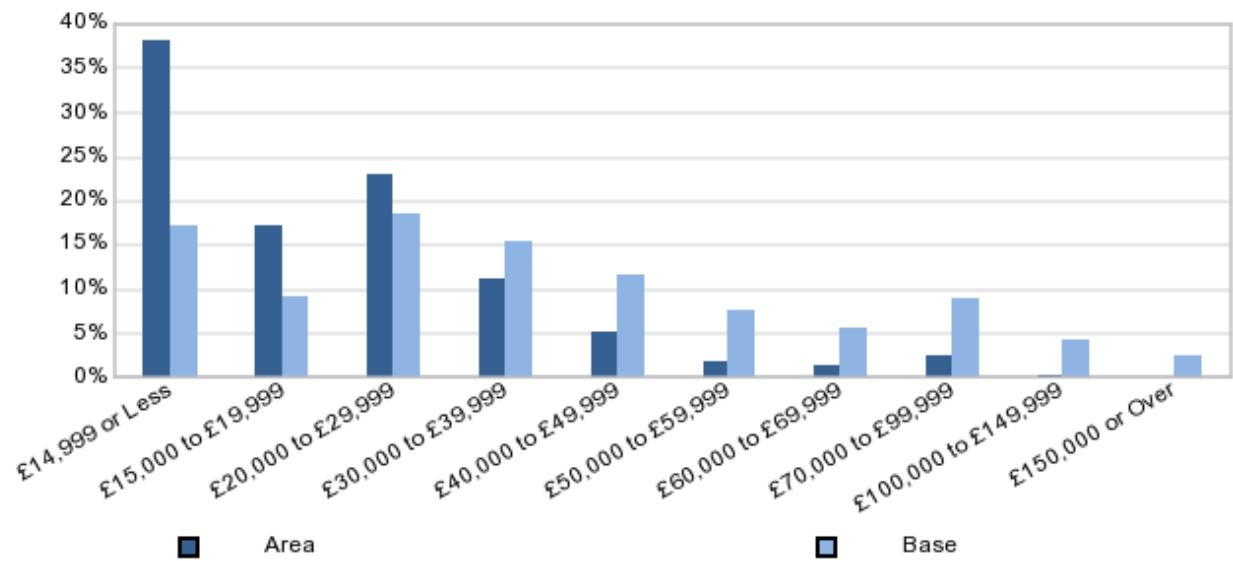
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Understanding the Household Income

Household Income	Area	Base	Index	-11	100	231
£14,999 or Less	1,170	4,889,206	220	1	100	1
£15,000 to £19,999	527	2,538,634	191	1	100	1
£20,000 to £29,999	705	5,253,752	124	1	100	1
£30,000 to £39,999	344	4,304,210	74	1	100	1
£40,000 to £49,999	156	3,318,086	43	1	100	1
£50,000 to £59,999	56	2,106,080	24	1	100	1
£60,000 to £69,999	40	1,573,962	23	1	100	1
£70,000 to £99,999	72	2,469,683	27	1	100	1
£100,000 to £149,999	9	1,215,381	7	1	100	1
£150,000 or Over	0	676,196	0	1	100	1

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.



1,697 households within your area have an income of £19,999 or less, this forms 55.13 % 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 £14,999 or less is over represented making up 38.01 % with an index of 220, 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.



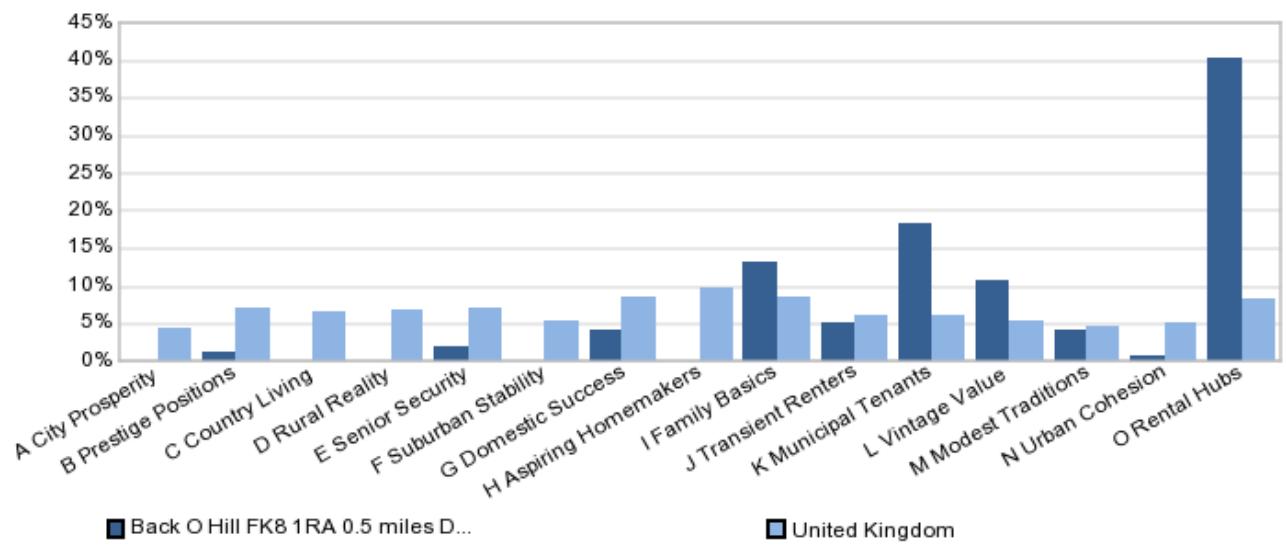
Understanding the residential profile by Mosaic UK 6

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 -24	100	515
A City Prosperity	0	2,849,374	0	■	■
B Prestige Positions	91	4,798,133	18	■	■
C Country Living	2	4,432,229	0	■	■
D Rural Reality	0	4,656,104	0	■	■
E Senior Security	131	4,767,632	26	■	■
F Suburban Stability	0	3,634,847	0	■	■
G Domestic Success	297	5,770,639	48	■	■
H Aspiring Homemakers	5	6,440,418	1	■	■
I Family Basics	957	5,687,500	156	■	■
J Transient Renters	382	4,160,345	85	■	■
K Municipal Tenants	1,332	4,149,642	299	■	■
L Vintage Value	773	3,692,978	195	■	■
M Modest Traditions	298	3,121,382	89	■	■
N Urban Cohesion	49	3,547,766	13	■	■
O Rental Hubs	2,913	5,518,789	491	■	■
Totals	7,230	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 2,913 representing 40.30 % of the overall distribution, in comparison to the base where 8.21 % fall into this group. The smallest group is D Rural Reality 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 40.30 % of the target area. In contrast the most under represented group is D Rural Reality with just 0.00 %.

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Understanding the top three Mosaic UK 6 Groups

O Rental Hubs - 40.30 %



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

K Municipal Tenants - 18.43 %



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

I Family Basics - 13.23 %



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